



30 APRIL 2015



news alert



Help us spread the word

Welcome to another news alert from AVOCO. By now, all growers will have received their end-of-season accounts and pool payments. We feel very happy about what we've achieved on your behalf after a demanding season.

By supplying AVOCO, we're aware you were relying on us to fulfil the vision we had for the industry when Team Avocado and Primor came together in 2013. You might recall it was our mission to use our combined expertise and resources to take the New Zealand avocado industry forward and increase orchard gate returns for all.

After two seasons, we can proudly say we've ticked those boxes.

Our inaugural season was a huge success. In 2013-14, we delivered outstanding returns to growers and laid the foundations for a working partnership that would last the distance. With our AVANZA partner, we continue to develop critical relationships in exciting new Asian markets – all the while making sure Australia was well looked after.

This year's record New Zealand crop was our opportunity to prove ourselves in the toughest of market conditions. Make no mistake, there were plenty of

challenges. But we executed a well laid out plan which has seen us deliver OGRs in the mid-teens across 2.8 million export trays.

Operating as a joint entity, we've become a commercial force that has the scale to manage harvest volumes and fruit flow better than ever before. In this environment, we can maximise returns to growers more effectively than our competitors – in each and every season but especially so when volumes are heavy.

But the journey isn't over yet. We've got another season around the corner and we'd love even more growers to join us.

Over the next few weeks, you will see AVOCO featuring on billboards and across a range of media. Our aim is to reach new growers and motivate them to become a supplier.

We're encouraging you, our existing suppliers, to help spread the word. Don't be shy about sharing AVOCO's successes with fellow orchardists. By recommending AVOCO to your peers, you're helping to secure the future of New Zealand's avocado industry.

Ours is a story worth telling.

THANK YOU, **YOUR AVOCO MARKETING TEAM**

www.avoco.co.nz