



resource kit



When you supply AVOCO, you're partnering with a company that is focused on delivering the best results for growers. We consistently reward you more for all your hard work and give you the tools and advice to grow healthy trees that thrive, year in and year out.

Whether you're an experienced grower or entering the industry for the first time, AVOCO has all your needs covered.

General enquiries: info@avoco.co.nz Technical advice: technical@avoco.co.nz



ORCHARD TECHNICAL ADVICE

Our experienced technical team is very familiar with the challenges facing many growers. Colin, Danni and Jerome are highly respected for their ability to assess your technical needs and offer practical advice tailored to suit your orchard that really makes a positive difference to your crop production and the health of your trees.

Colin Partridge

Technical Manager

Mobile: 027 270 7219

Colin@southernproduce.co.nz

Jerome Hardy

Technical Representative

Mobile: 027 233 4380

jeromeandfran@gmail.com

Danni van der Heijden

Technical Representative

Mobile: 022 062 0602

danni@avoco.co.nz



TECHNICAL ALERTS AND ONLINE RESOURCES

We regularly send you technical alerts packed with best practice advice to ensure you get the most out of your orchard. Plus, our website is an information hub, giving you access to a library of technical material that you can keep coming back to.



GROWER NEWSLETTERS

Our newsletters keep you up-to-date with AVOCO's export market activity and strategic decision-making from the AVOCO Grower Relations Committee. Plus, we regularly feature profiles on successful growers who share their passion for our exciting industry. [READ ONLINE](#)



NEWS ALERTS

Communication with our valued grower base is important to us. You'll never miss the latest news updates from AVOCO with our News Alerts, delivered right to your inbox.



MARKET UPDATES

Throughout the export season, we keep you informed with the most up-to-date export activity. At the peak, we provide weekly market update reports, including information on crop volumes shipped and market performance.



GROWER FIELD DAYS

In conjunction with our packhouse partners, we host field days and technical forums. Our growers find these very valuable, as they discuss and debate different ideas and management strategies with industry experts.

BIENNIAL GROWER CONFERENCE

Our grower conference, held every two years, is an opportunity for you to hear the latest avocado research, learn from international experts in their field as well as celebrate with your peers an industry that's going from strength to strength.

EXCLUSIVE FACEBOOK GROUP GROWERS

Our growers are a friendly bunch. Connect with each other online through our Facebook group, exclusive to AVOCO. Share your tips or orchard challenges and benefit from the collegial atmosphere where everyone learns together.

 facebook.com/AvocoNZ/

Your AVOCO Grower Services Team

BAY OF PLENTY

APATA

Terry Russell Avocado Manager
Mobile: 027 836 2342 terry.russell@apata.co.nz

Niko Tahau Grower Services Representative
Mobile: 027 226 5489 niko.tahau@apata.co.nz

Peter Sneddon Grower Services Representative
Mobile: 027 205 7496 peter.sneddon@apata.co.nz

Kevin Ravenhill Grower Services Representative
Mobile: 027 483 5699 kevin.ravenhill@apata.co.nz

Warwick Verry Grower Services Representative
Mobile: 027 405 7032 warwick.verry@apata.co.nz

DMS

Phil Chisnall
Mobile: 027 482 0271 phil.chisnall@dms4kiwi.co.nz

Hamish McKain
Mobile: 027 220 2005 hamish.mckain@dms4kiwi.co.nz

Hugh O'Connell
Mobile: 027 2451817 tepunaavos@dms4kiwi.co.nz

KAURIPAK

Jenny Gilliver
Mobile: 021 157 6670 jenny@kauripak.co.nz

Stuart Oates
Mobile: 027 489 8098 stuart@kauripak.co.nz

Matt Roeszler
Mobile: 022 319 3513 matt@kauripak.co.nz

Toni Morrison
Mobile: 027 265 4469 toni@kauripak.co.nz

TREVELYANS

Daniel Birnie
Mobile: 0274 866 969 daniel@trevelyan.co.nz

Jonathan Cutting
Mobile: 027 973 3513 jonathan@trevelyan.co.nz

Katherine Bell
Mobile: 027 211 9181 katherine.bell@trevelyan.co.nz

NORTHLAND

GOLDEN MILE FRUITPACKERS

Team Avocado – Louise Hailes
Mobile: 021 506 775 louise@goldenmile.co.nz

Primor Produce – Graeme Burnett
Mobile: 021 907 4770 jonathan@trevelyan.co.nz

FAR NORTH PACKERS

Team Avocado – Alistair Young
Mobile: 027 492 9486 alistair@southerproduce.co.nz

Primor Produce – Ross Mutton
Mobile: 027 6485 577 ross@primor.co.nz

FAQs

Some answers to commonly asked questions.
If you need to know more please contact us.

Who are you and why would we change to you?

AVOCO is a partnership between New Zealand's two biggest avocado exporters, Southern Produce Ltd and Primor Produce Ltd. In 2013, the two companies came together to form the New Zealand Avocado Company Ltd to coordinate the supply of export avocados under the AVOCO trademark.

AVOCO is grower-led and manages exports on behalf of more than 800 growers across the Bay of Plenty and Northland.

Our mission is to further the international success of the New Zealand avocado industry. By working collaboratively and developing markets outside Australia, we can maximise returns to growers each and every season and especially when volumes are heavy.

Growers who supply AVOCO benefit from healthy Orchard Gate Returns and a secure and thriving industry for the future. They also have access to new and exciting growth markets through AVANZA, the marketing body responsible for AVOCO exports outside Australia.

What happens to local market and process grade fruit?

Local market and process fruit are packed at the same time as export by the pack house. They are sold to a mix of retail and wholesale outlets. We have state-of-the-art ripening facilities to pre-ripen the fruit prior to delivery to market by the pack house or AVOCO partner. Depending on who you pack with, your local market sales are handled by the packer themselves or either Southern Produce or Primor.

How can you deliver healthy returns each and every season?

Due to our scale, we have the strongest combined presence in the market and we attract the best customers with our disciplined supply chain programmes. Our retail programme consistently provides better long term returns than wholesale.

Growers also benefit from AVOCO's economies of scale with shipping, insurance, packaging and transport.

My existing rep says you fudge the returns to make them look good. Can you explain?

The OGR returns are independently audited and verified.

We also have a Grower Relations Committee made up of our supplying growers from each region which monitors packer and exporter activities. All export accounts at the marketing level are signed off by an AVOCO director.

Where do we get our fruit packed? Can we choose our packer?

We currently have four independent pack houses in the Bay of Plenty – Apata, DMS, KauriPak and Trevelyan's. AVOCO has

also partnered with Golden Mile Fruitpackers in Whangarei and Far North Packers in Kaitaia.

We try to ensure our packers have enough business to remain viable while providing a cost competitive service to growers.

How is the sales program managed to ensure the best possible returns to growers?

We operate to a seasonal flow plan to ensure the right amount of fruit gets to the right market at the right time. This ensures our in-market commitments are met and seasonal returns are maximised.

Pack houses have a weekly flow plan that must be adhered to which includes the markets they must pack for.

For export, our flow plan runs for 24 to 26 weeks from August to February.

What commitment do you have to new market development? What have you done in the last few years?

AVOCO is the 100% owner of AVANZA, the marketing body responsible for AVOCO exports outside Australia. The AVANZA brand was created in 2001 to boost brand recognition of New Zealand avocados at a global level.

AVOCO consistently supplies fruit to Asian markets under the AVANZA brand. These markets include Japan, Singapore, Thailand, Korea, India, Taiwan and Malaysia. New Zealand exporters were granted market access to China in 2018. Some seasons also include shipments to the US.

AVOCO's expert marketing teams have worked hard to build relationships with distributors and customers in these markets and their efforts have paid off. Japan has long been a strong performer for AVANZA avocados while market growth has also occurred across South-East Asia in recent years.

Demand for New Zealand avocados is steadily increasing in key Asian markets due to efforts led by AVANZA to educate consumers on the versatility and health benefits of the fruit.

AVANZA's enduring relationship with its partner in the US, Mission Produce, also plays a significant role in AVOCO's planning, especially when volumes are heavy.

It's this long-term commitment to developing markets that gives AVANZA a strong point of difference among other New Zealand exporters. Importers know they can trust AVANZA to supply fruit in both low and high volume years. In return, AVANZA is rewarded with market loyalty.

While Australia will always be New Zealand's biggest export market, the industry needs to diversify for its long-term success. Exporting to markets outside Australia through AVANZA gives AVOCO the ability to think strategically about its marketing decisions.

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FAQs

When do I get paid?

All export sales are pooled but are handled outside of AVOCO by one or other of the AVOCO partners. A submit payment is made once your fruit is packed, followed by regular progress payments with a final payment made once all sales receipts are received. This is usually mid to late April.

Local market sales follow a similar payment structure to export but are handled either by your pack house or your local market manager, depending on which pack house you pack with. AVOCO itself does not engage in managing local market sales.

Processed sales are paid at the end of the season once all sales receipts are in.

Do you run a seasonal pool or can I sell on the spot market when I choose to pick?

The AVOCO partners only run seasonal pools for export so no growers are disadvantaged. It is the best method that we see for providing our markets with a consistent flow of fruit, which in turn allows us to attract the best customers.

In small crop years, pack houses may run their own shorter pools for local market sales.

I have heard some growers get special treatment. Is this true?

All growers are treated the same and work under the same flow plan. Pack charges may be slightly better for our larger growers due to their economies of scale. Pack charges are set by the packers.

How are packing costs structured?

Packing costs are set by the individual packers but generally there is a pack charge for export trays packed, local market

trays packed and process fruit packed.

Packaging, cool storage and export service charges are set by AVOCO and overseen by the AVOCO Grower Relations Committee.

Are packing costs deducted from my returns?

The returns you receive have pack charges deducted by written authority from the grower. We do this on behalf of the packers and pay them your packing, cool storage and service charges.

Are there any other costs that I have to pay?

There is a small annual charge to cover the cost of AVOCO's food safety systems and auditing. This has been developed to meet our customers and avocado growers' needs.

There may be excess transport charges to pay the pack house above the standard charges if it is a long way from your orchard to the pack house. This will be in your packing contract and can be negotiated with the packer.

Can I pick when I want to? I like to strip my crop in October. Can you do this for me?

We operate to a strict flow plan to ensure all growers are equally treated and we meet our in-market commitments. We encourage our growers and packers to work together to achieve the flow plan. If an orchard is in trouble and needs to be picked, the pack house will endeavour to make this work. Our growers are very supportive of this.

To ensure the best returns to our growers we need to deliver the best fruit to the best market at the best time. As we draw fruit from all growing regions, we are in a great position to achieve this.

Helpful Links

[NEW ZEALAND AVOCADO](#)

The home of New Zealand Avocado information, from the NZ Avocado Grower's Association and Avocado Industry Council.

[PRIMOR PRODUCE](#)

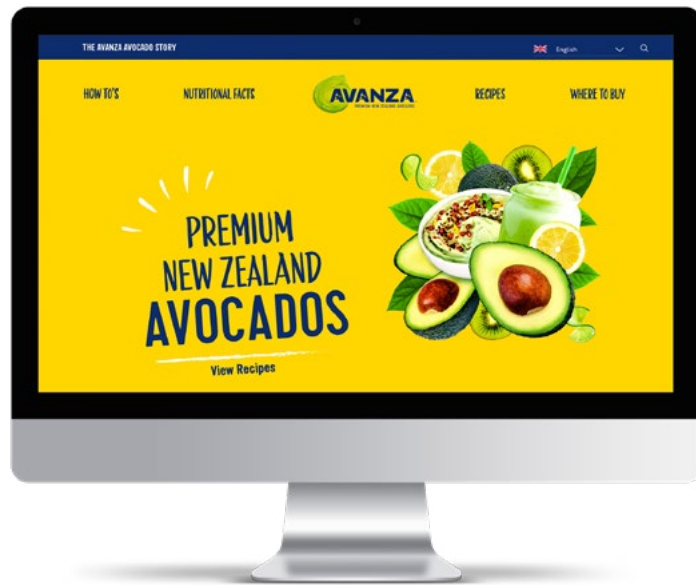
Primor Produce has been successfully sourcing, marketing and distributing the very best produce for more than 30 years. Based in Auckland, it supplies the New Zealand domestic market with local and imported produce, as well as marketing and distributing New Zealand grown produce overseas.

[SOUTHERN PRODUCE](#)

Based in Te Puna, north of Tauranga, Southern Produce began trading in the 1990s, selling premium New Zealand produce both domestically and internationally. Its "direct to retail" strategy has positioned the company as one of the leading suppliers of avocados, blueberries and kiwifruit in the Australasian region.



AVANZA is New Zealand's premium avocado export brand in Asia. Wholly-owned by AVOCO, the AVANZA brand is seen in the very best fruit retailers across Asia. AVANZA's development of customers and investment in new and emerging Asian markets has provided a strong platform for ongoing market development, on behalf of the entire New Zealand avocado industry.



As proven fruit marketers and technical advisers, AVOCO is with you every step of the way on your avocado growing journey.

Get in touch and discover how by working together, we create prosperity for all.

Email: info@avoco.co.nz