

2º SEMINARIO INTERNACIONAL DE PALTOS  
29 • 30 DE SEPTIEMBRE  
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# New Zealand Avocados Quality and technical issues

## Jonathan Cutting

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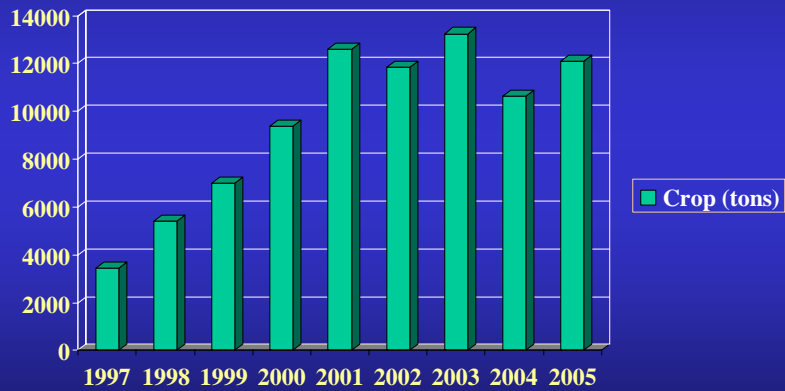
Where are we ?





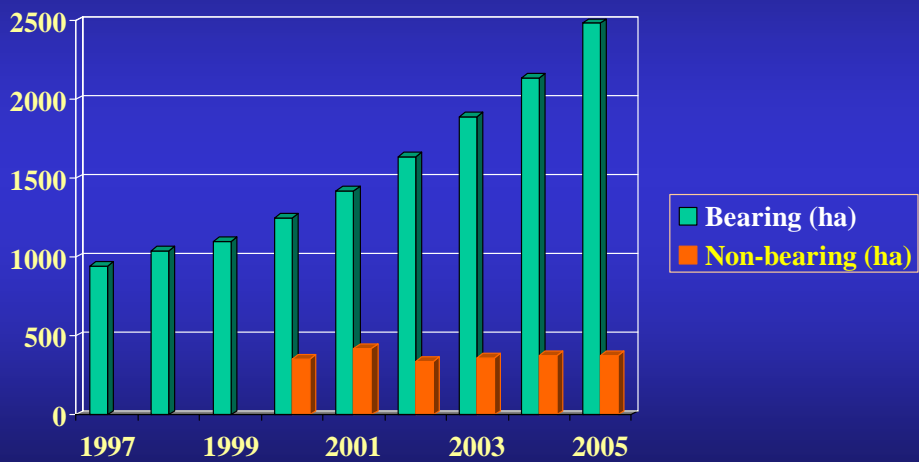
## Key industry statistics

### Total crop



## Key industry statistics

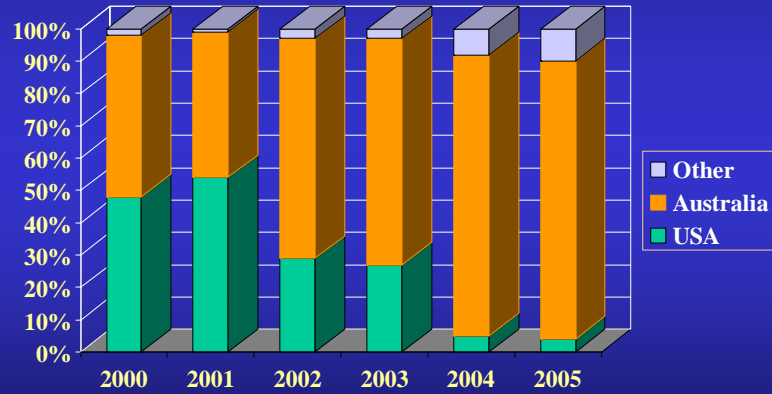
### Planted acreage





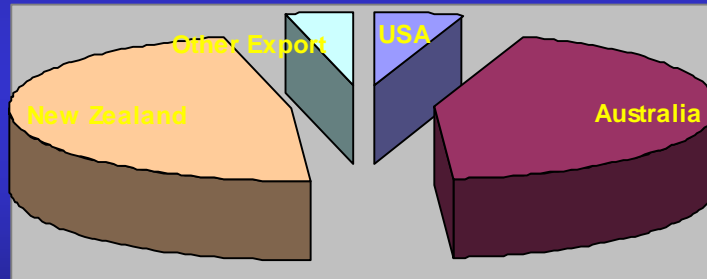
## Key industry statistics

### Export market allocation



## Key production statistics

### Market share by destination





## Key Industry Issues

- Fruit quality in the USA and Australia



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- Falling yields



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- **Strong and growing domestic market**



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## Key Industry Issues

- Fruit quality in the USA and Australia
- Falling yields
- Strong and growing domestic market
- Market access
- **Compliance costs**



## Fruit quality in the USA

- November/ December 1999
- Affected all growers and all exporters
- Affected hard green fruit
- Appeared to be pathological





## Approach to address the problem

- Understand the problem
- Develop strategies and Plan
  - Ownership by industry at large
  - Work with the USA handlers
  - Secure good information
    - USA
    - New Zealand
  - Resource
  - Address systems, compliance and knowledge




## Key strategies

- Handling systems







## Example of systems compliance

Onshore consolidation times have been updated yearly by the avocado industry

Year	Australia Container <sup>a</sup>	Other (USA etc) Container <sup>a</sup>	Reefer <sup>a</sup>
2000	14	8	11
2001	14	7	11
2002	12	7	11
2003	11 (31 Dec) 9 (Jan) 7 (Feb)	7	8

<sup>a</sup> days to scheduled sailing,

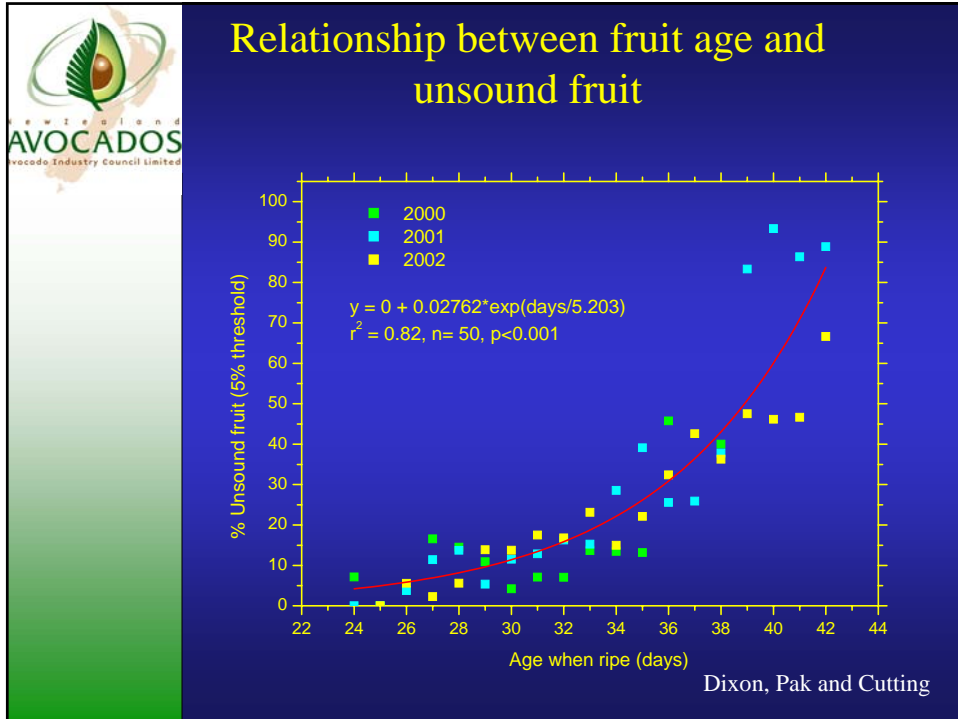
Dixon, Pak and Cutting



## Key strategies

- Handling systems
- Outturn monitoring





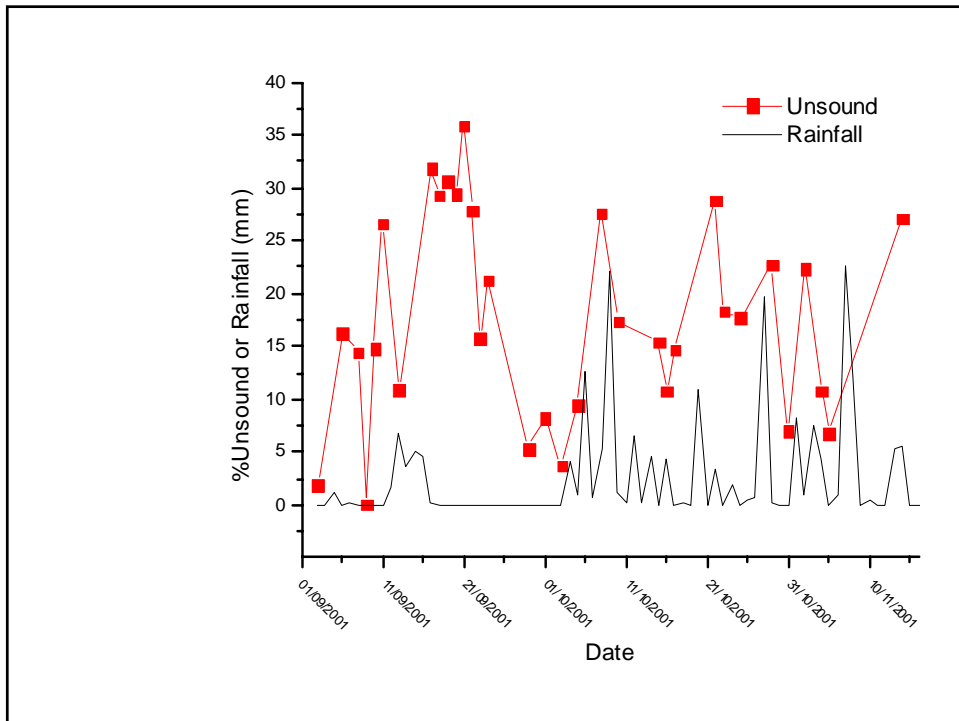
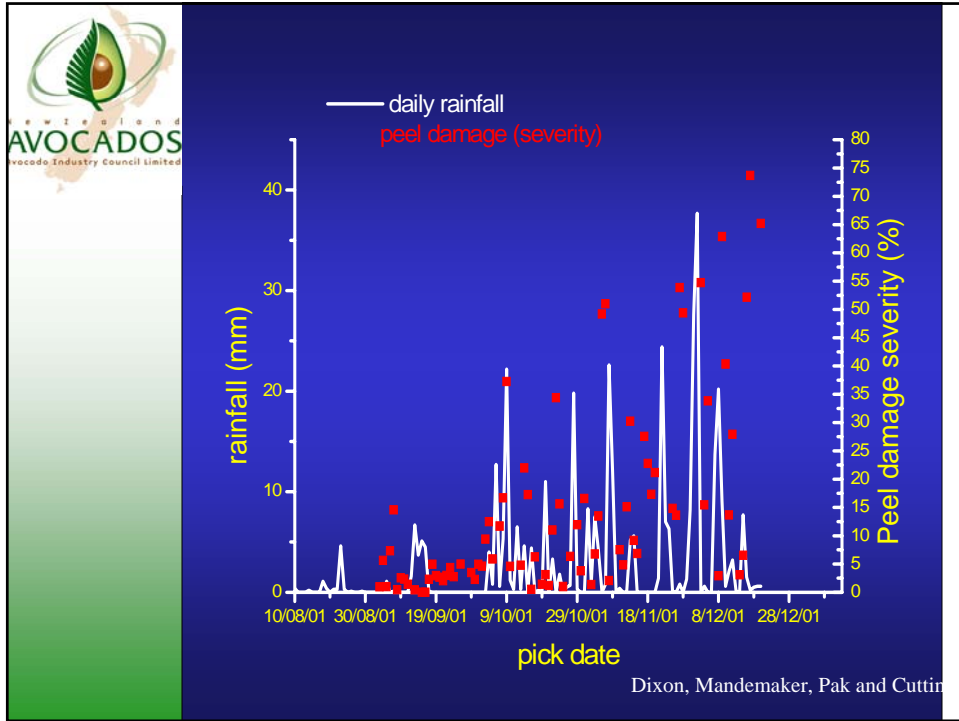
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- Issues identified from outturn monitoring**
- Harvest maturity
  - Fruit age in the market
  - Cold chain management
  - Spore inoculation using pre-pack dipping (Phytosanitary requirements)

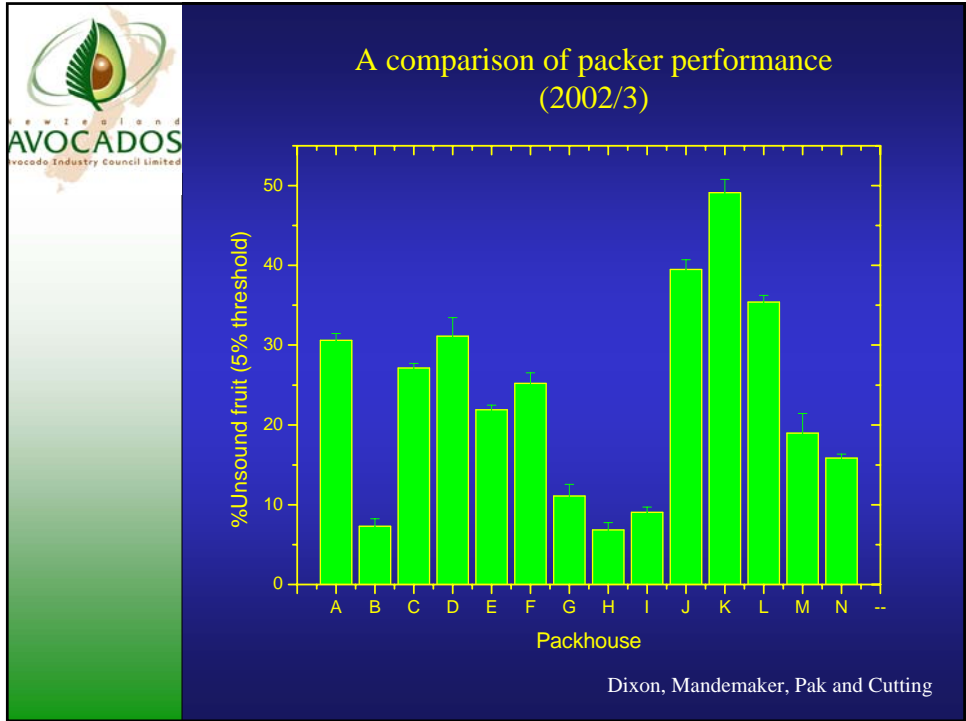


## Key strategies

- Handling systems
- Outturn monitoring
- Library trays



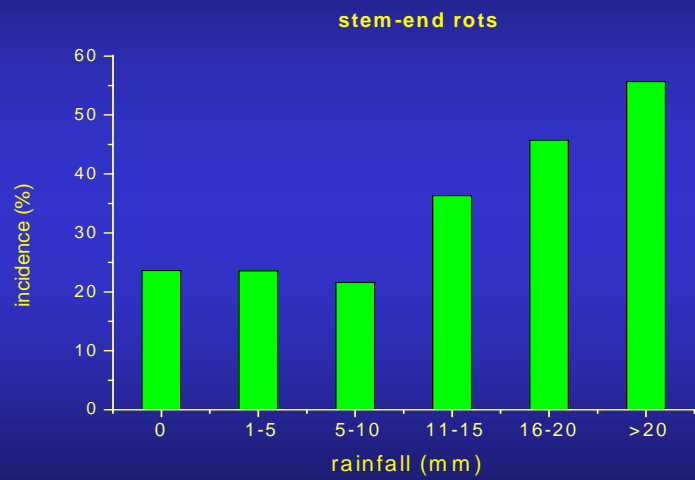




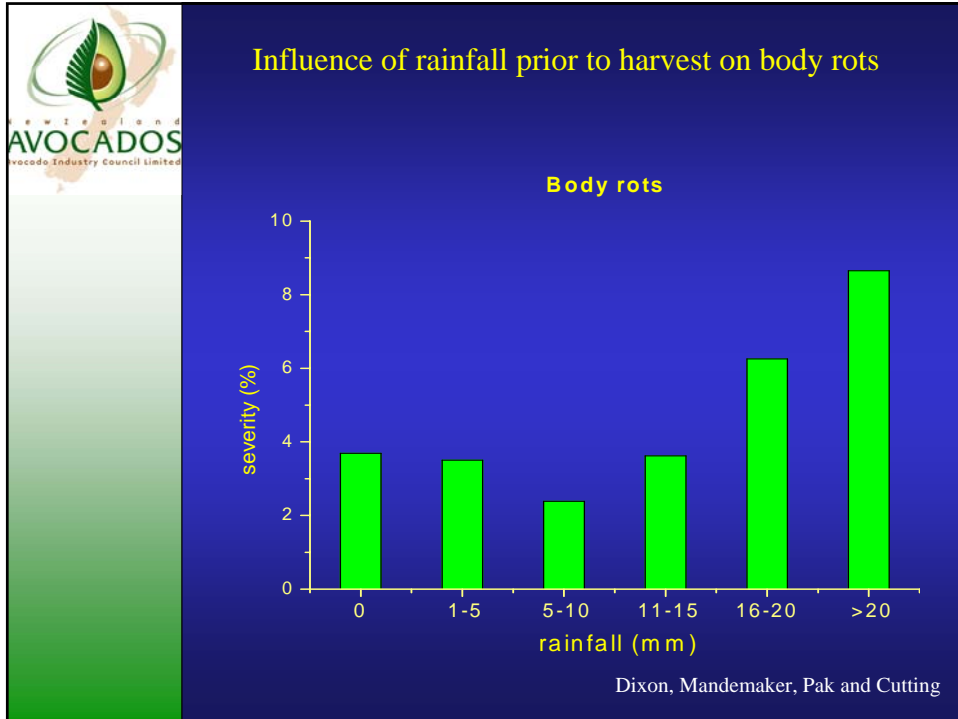
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- ## Key strategies
- Handling systems
  - Outturn monitoring
  - Library trays
  - Best practice



### Influence of rainfall prior to harvest on stem end rots



Dixon, Mandemaker, Pak and Cutting



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- ## Key strategies
- Handling systems
  - Outturn monitoring
  - Library trays
  - Best practice
  - Relationship with USA handlers





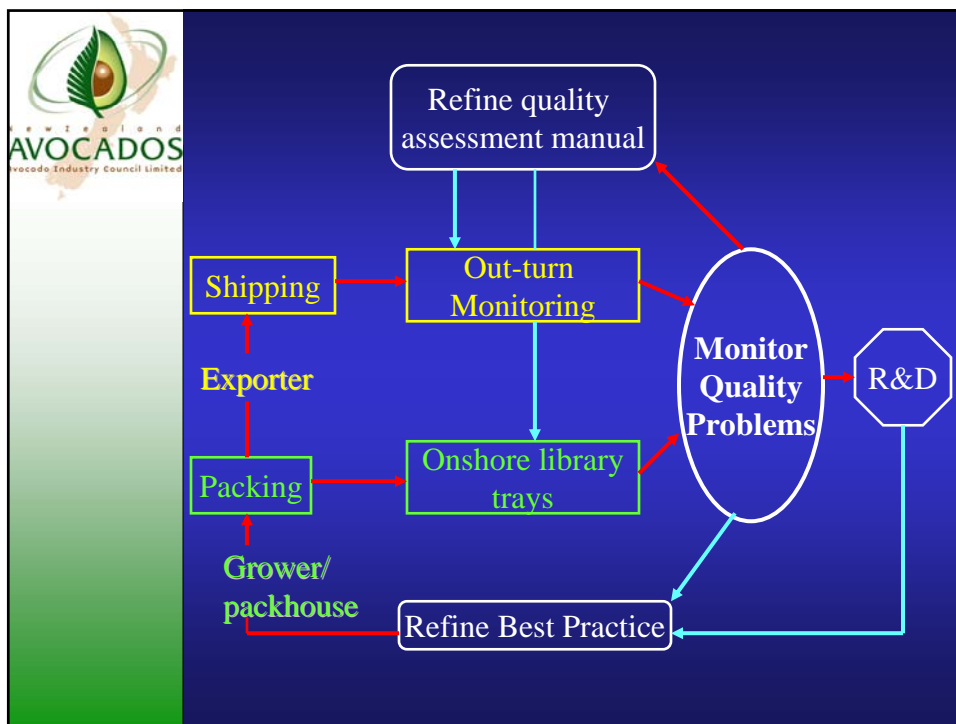
## Key strategies

- Handling systems
- Outturn monitoring
- Library trays
- Best practice
- Relationship with USA handlers
- **Research**



## Key research issues

- Research plan and strategies
- Funding
- Resourcing
- Key research areas
  - Fruit age
  - Maturity
  - Rots
  - Storage environment



## Key horticultural constraints

- Low mean annual temperature (16-17°C)
- Very wet winters (1,000-1,500mm)
- Risk of frost
- Marginal pollination conditions
- Alternate bearing
- Seedling rootstocks (Zutano)
- Wind



## Key horticultural advantages

- Excellent soils - drainage
- Cool summers
- Heavy flowering
- Reliable rainfall and excellent quality irrigation water
- “Out of season” production relative to Australia
- Long harvest season









## The root environment as a limitation to yield



Thank you for the opportunity  
to present to you

I am happy to answer any  
questions