

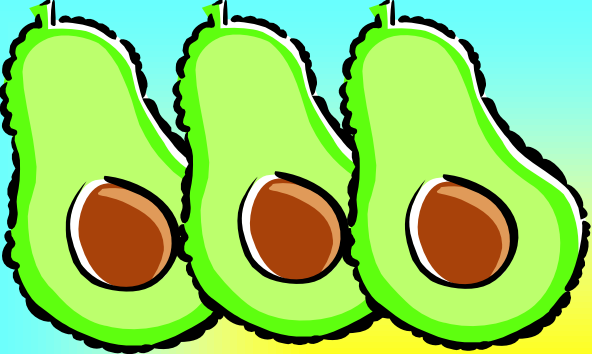


SESSION FIVE

Session Five

Competing in a global world: a series of presentations by AMAPWG member delegates

New Zealand and Australia Avocado
Grower's Conference'05
20-22 September 2005
Tauranga, New Zealand



AMAPWG

Avocado Marketing And Promotion Working Group

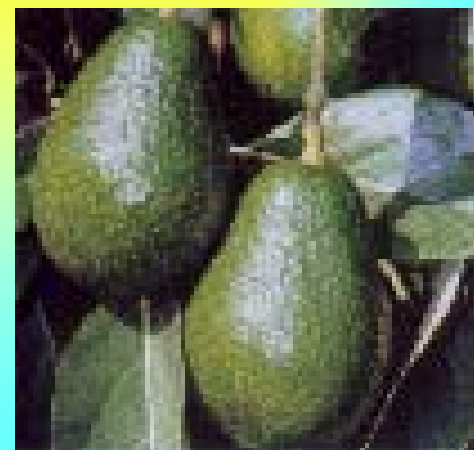
Presented by:

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Agrexco Tel-Aviv, Israel

New Zealand 20-22.9.2005



Unique model with special idea:

“Cooperation of competitors” from
all over the world, with mutual
understanding that it is much more
beneficial **“to act together on
enlarging the cake than to fight on
its slices”**.

AMAPWG is a voluntary organization of producers and exporters that identified “common interests in developing the Avocado consumption”.

The main mission is to inspect and develop the Avocado consumption in Europe.

Beside - domestic markets in the producing countries and other markets as well, where applications from one area can be copied and applied in another territory.

Who are the members countries ?

Argentina

Chile

Mexico

Peru

USA

Israel

Spain

Kenya

South Africa

Australia

New Zealand

Historical Background (When it is all begun?)

Uruapan, Mexico 1999 – 4th world Avocado congress

Producers meeting: Infertile ideas of how to promote the avocado in Europe. It was agreed to meet once a year and to change some connections from being bi-lateral to be multi-lateral.

Malaga, Spain 2001 – 1st annual meeting

Decision to establish “Weekly Shipments Report”

Tzaneen, South Africa 2002– 2nd annual meeting

Malaga, Spain 2003 – 5th world Avocado congress

During the congress we had our 3rd annual meeting

Paris, France 2004 – 4th annual meeting

Tauranga, New Zealand 2005 - 5th annual meeting

Current Situation (What do we have today?)

Fluent information



Ideas, questions and data exchange
Simultaneous “Weekly Shipments’ Report”
Weekly form of “Projected and actual Avocado supply to Europe”

Annual Meeting





Survey on the industry in each country:
planted area, varieties, view for future
export & domestic Market
Report about past season – marketing and promotion
Programs for the coming season – quantities and
promotion

Review and presentation of the European Market
New researches and/or developments
Ideas regarding mutual promotion and Generic promotion



Current Situation (continuation)

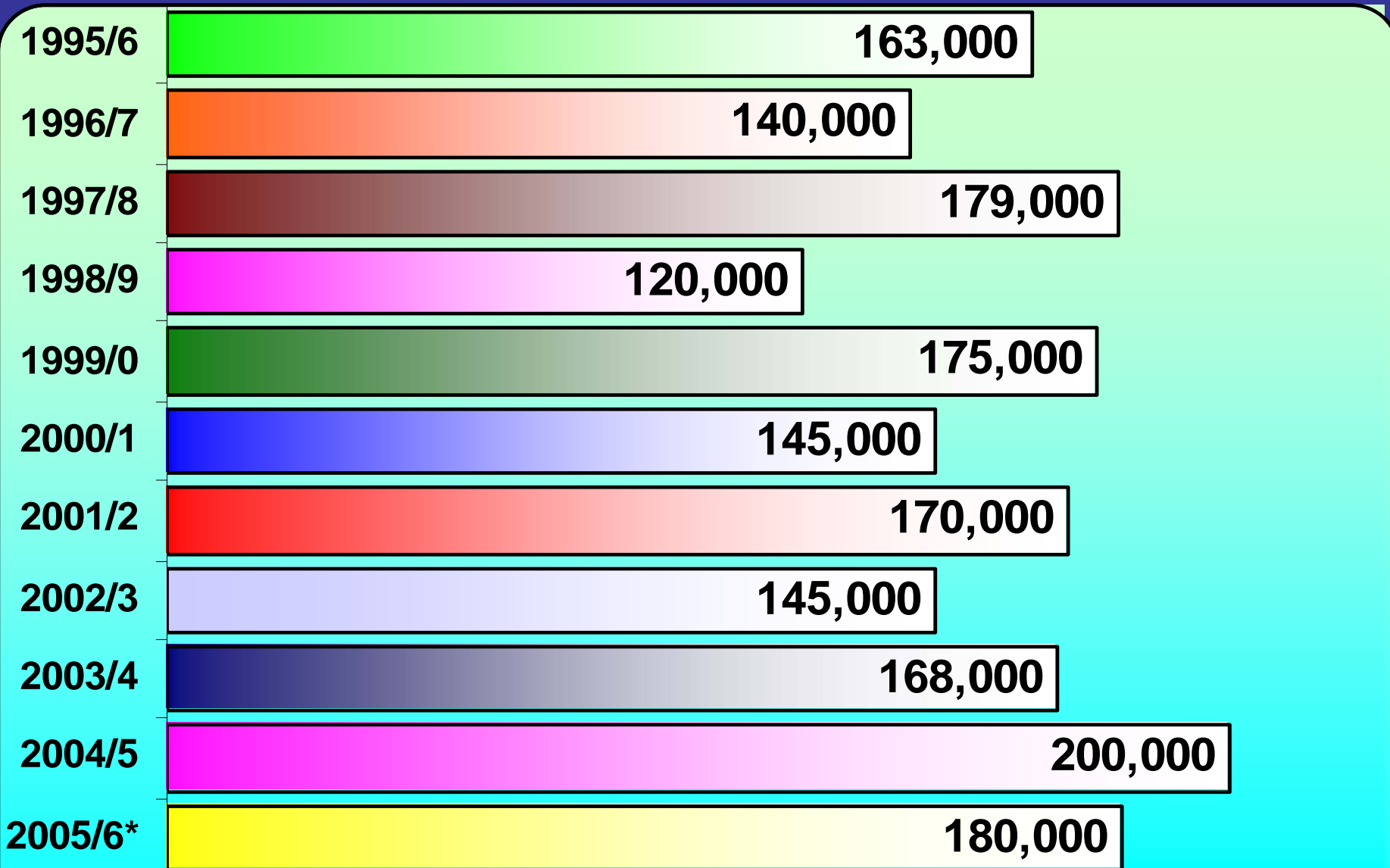
All this cooperation is done without  administration, fee or levy.

We are not a Cartel - there is no information  exchange or coordination of prices, clients or quantities

**It is simple model of
“Free competition with free information”**

Avocado supply to Europe - all sources

(September - August, in tons)



* Projected

**Thank you
for your
attention**



"רלוה התא ואלו תאב ויאמ עד"



