

The Sunfresh logo is written in a bold, yellow, stylized font with a black outline and a drop shadow. It is set against a bright yellow background with a sunburst pattern of radiating lines.

# Avocado Promotion In Thailand ...

Presented By Tom French

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# Sunfresh



## A Brief History ...



Judy Prosser

Sunfresh General Manager



Robert Coombes

Choice Foods Principal

# Sunfresh



## The Relationship ...



*Know-how for Horticulture™*



Department of **Primary Industries and Fisheries**



### ADD AN AVO



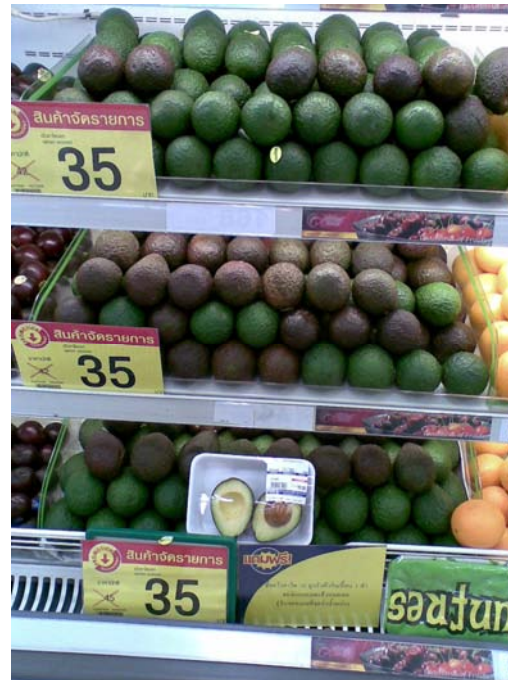
# Sunfresh



## The Main Objective ...



Refrigerated display



Overhead display promoting Australian Sunfresh avocados in a Foodland retail outlet

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## Fruit Handling & Receival ...



Ripening avocado for distribution  
at Choice Foods facility in Bangkok



Fruit shipment



Loading fruit for distribution

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## Fruit Ripening, Storage & Handling ...



Prices before Promotion

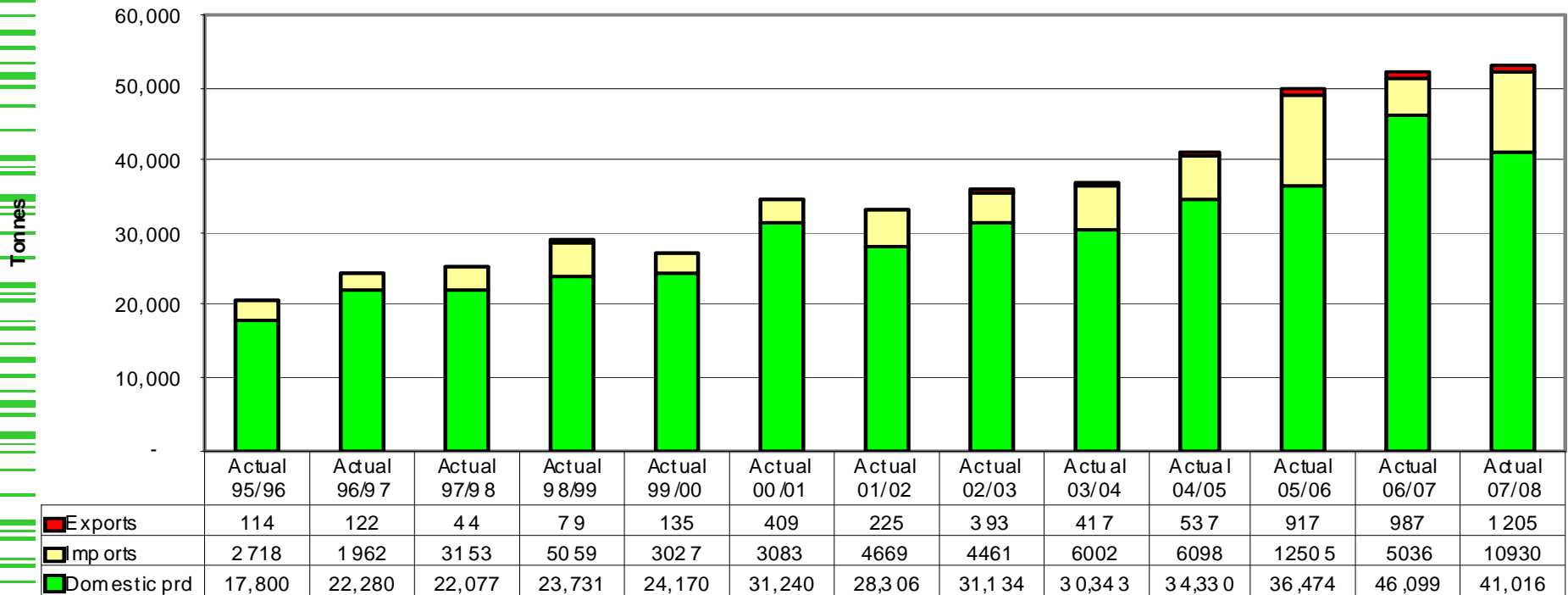


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## Results ...

**Avocado Industry Growth  
1995 - 2008  
Volume = Tonnes**



source: HAL levy data ,ABS export import data; HAL analysis

Year

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## Results ...

- ✓ Increased sales into Thailand
- ✓ Increased awareness and nutritional value of Australian avocados
- ✓ Increased handling requirements
- ✓ Increased awareness of the range of uses for avocado
- ✓ Creation of a new market for sprung fruit
- ✓ Promotion of clean green concept of Australian product



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## Conclusion ...



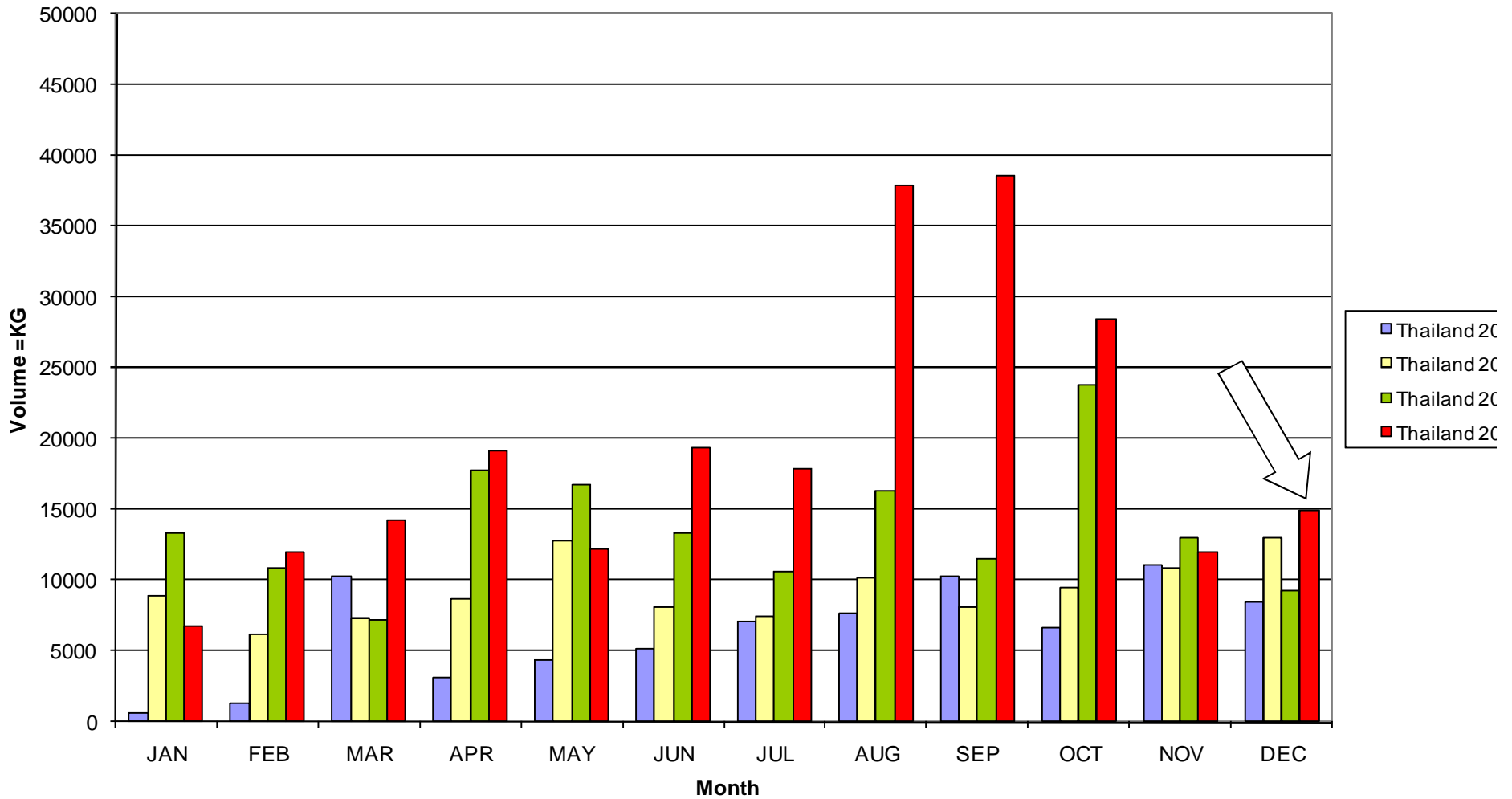
Supermarket avocado promotion



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## Australian Avocado Exports to Thailand



source : ABS data ; HAL analysis