



# AUSTRALIAN AVOCADOS

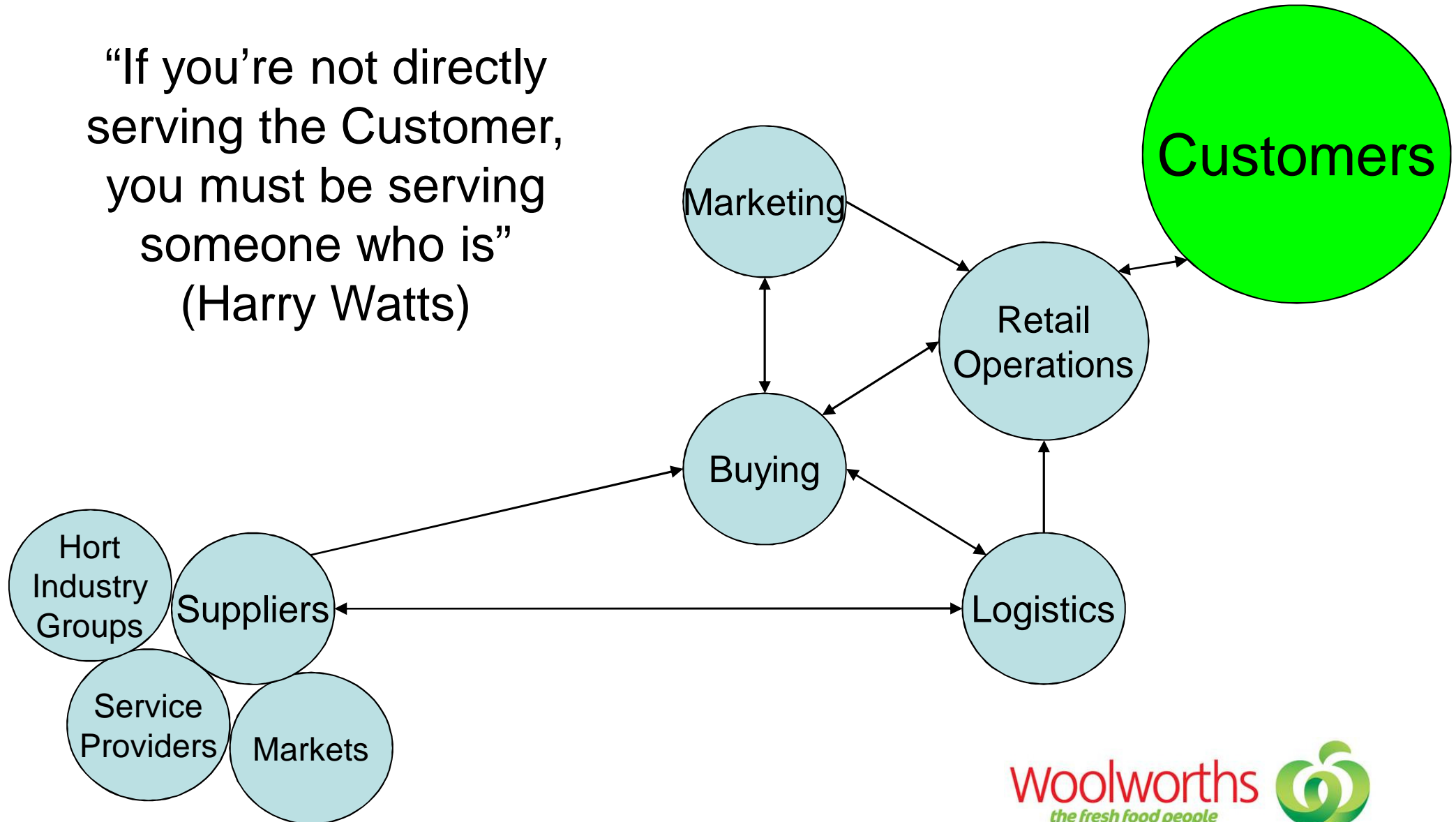
**Darren Weir**

Senior Business Manager Fresh Produce  
Woolworths Limited

July 2009

# Woolworths Customer Focus

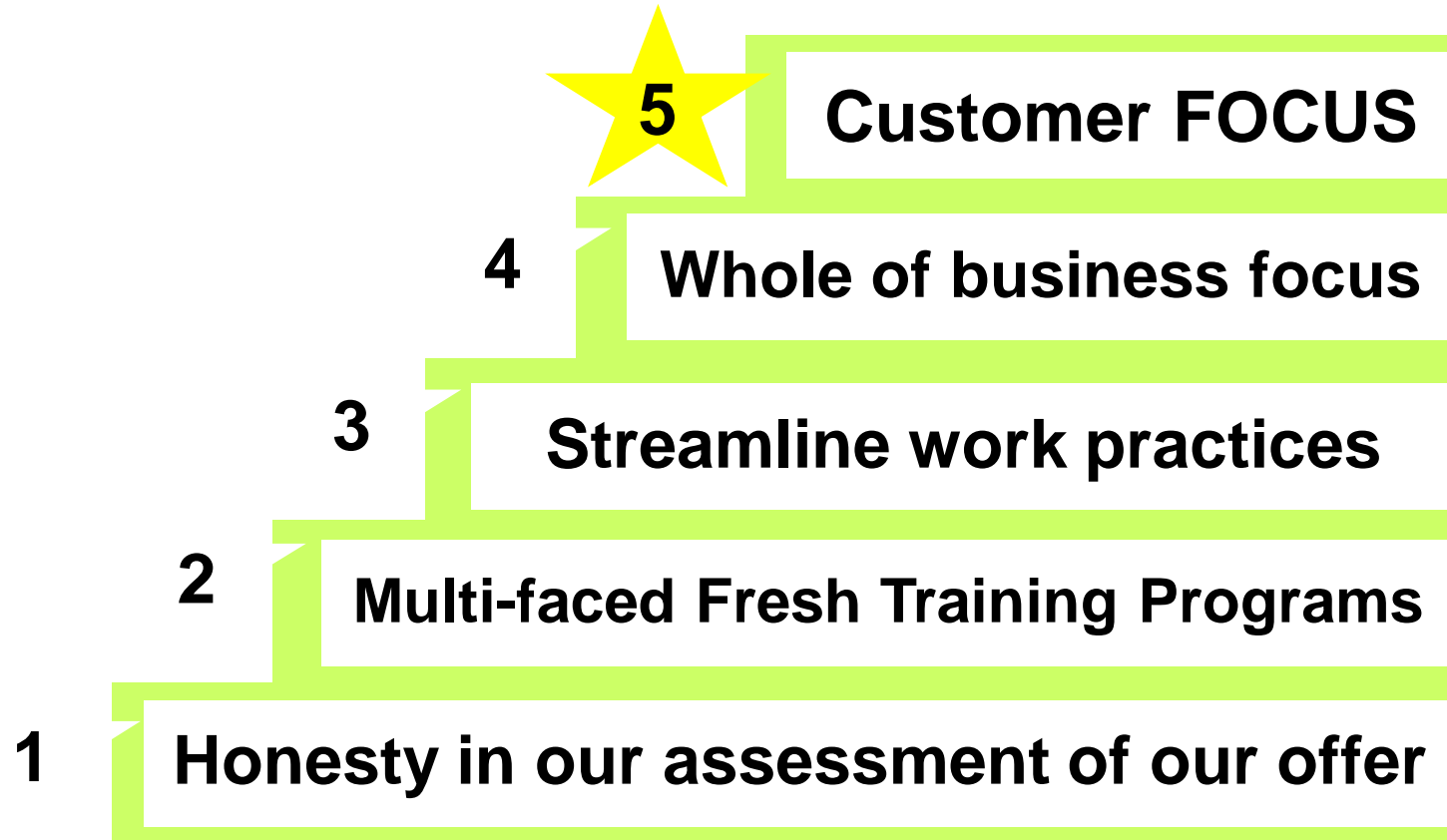
“If you’re not directly serving the Customer, you must be serving someone who is”  
(Harry Watts)



# Fresh Leadership



# So what are we doing?





SUSTAINABILITY

# Sustainability Strategy

Our major commitments and targets.



40%

reduction in carbon emissions on projected growth levels by 2015, maintaining 2006 levels

At least

200 million litres

of water to be saved each year through Water Wise project

3.4 million

reusable crates to replace single-use waxed boxes

zero

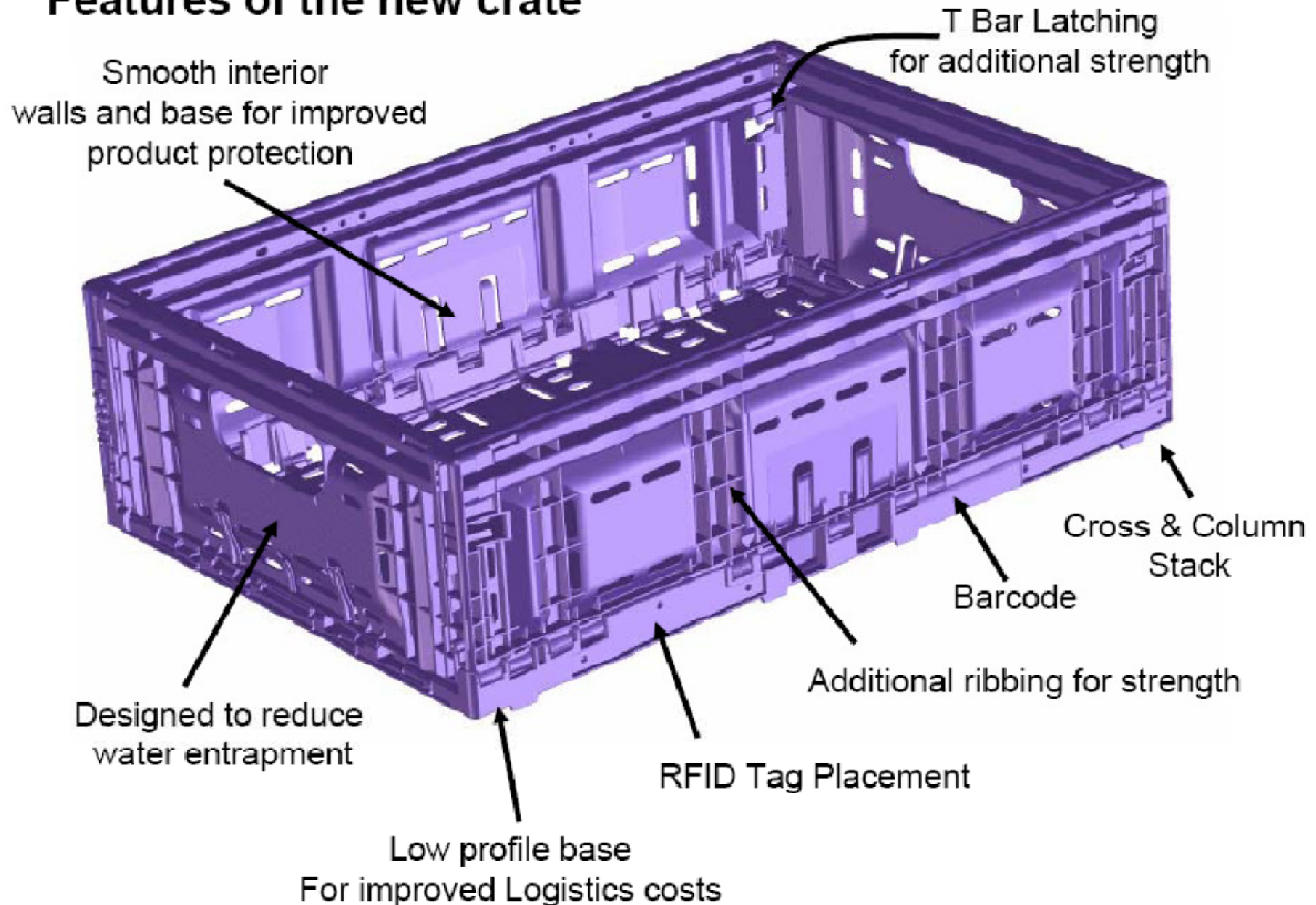
food waste in the general waste stream by 2015

25%

reduction in carbon emissions per carton delivered by Woolworths-owned trucks by 2012

# Produce Crate System

## Features of the new crate



Note: crate colour will be black

# Key Drivers of Opportunity for Suppliers



- Quality and Food Safety is non-negotiable
- Produce is sourced from suppliers who are aligned with customers needs for safe quality fresh food, consistently
- Priority is to support with consistency those primary producers who have invested over time to assist in provision of consistent quality
- Long term planning, Strategic Planning
- Consistency of supply
- New Products, Taste & Flavour, Value Add
- Innovation and information

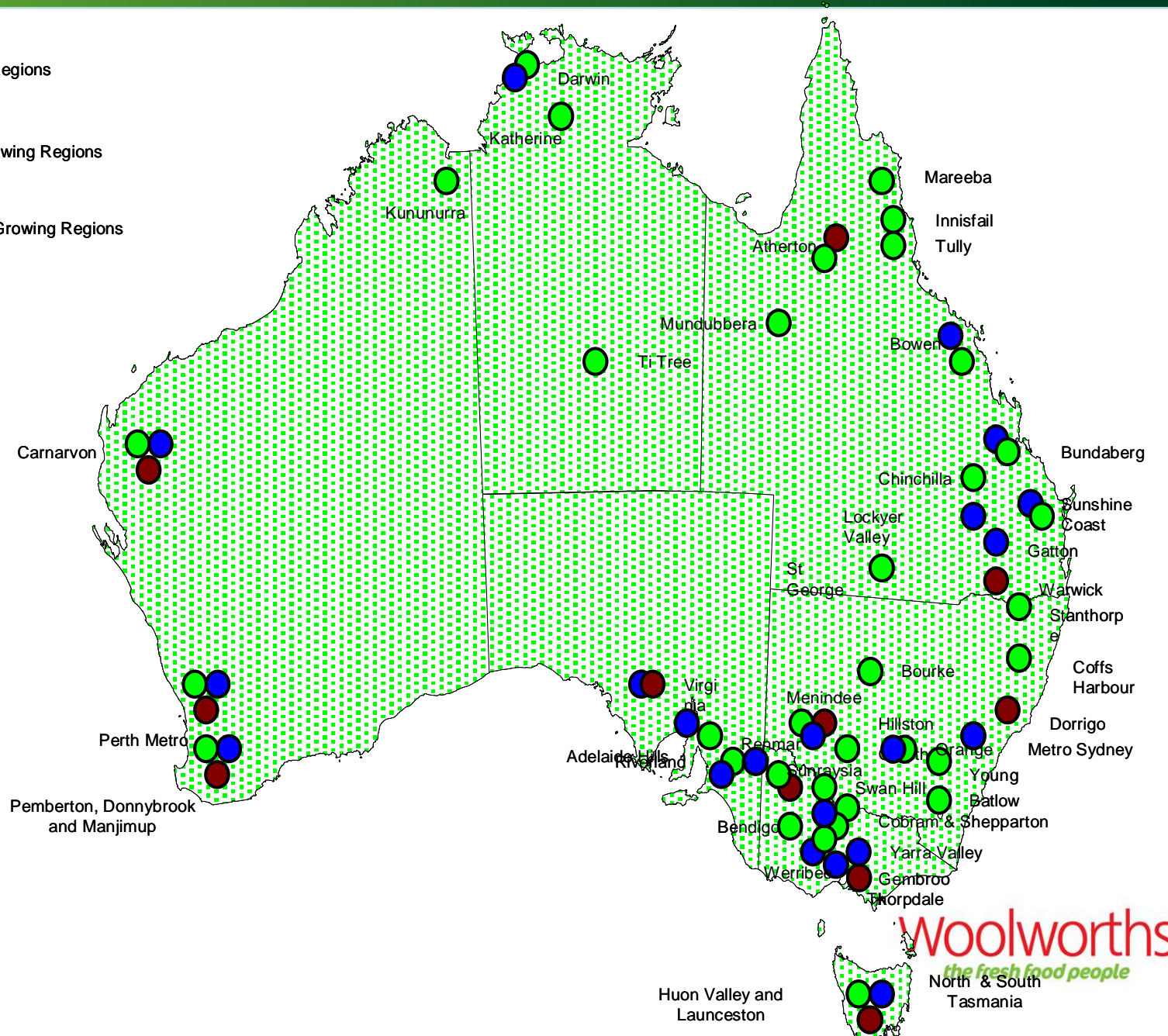




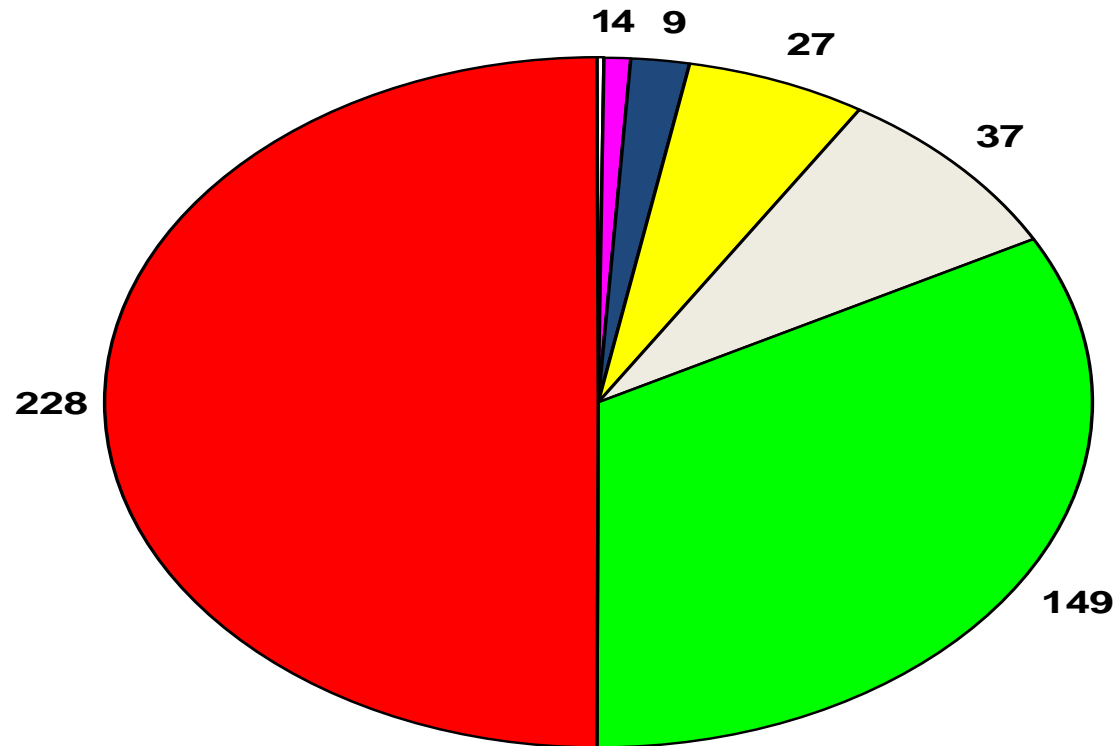
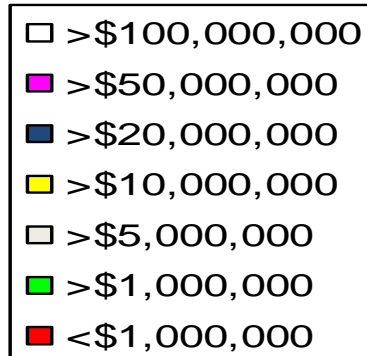
# How to do Business with Woolworths

# Woolworths Fresh Produce Buying

-  Fruit Growing Regions
-  Vegetables Growing Regions
-  Hard Produce Growing Regions



# Vendor Profile



- **Vendors Classified as Direct or Wholesale by No.**

		% of Total
• Direct Vendor Total	321	70.86
• Wholesale Vendors	132	29.14
• <b>Total Vendors</b>	<b>453</b>	<b>100.00</b>



# Woolworths Fresh Produce Buying

- **Woolworths Quality Assurance (WQA) is about food quality and safety**
- Quality and Food Safety are non negotiable
- WQA aims to “Protect our Customers Trust”
- All of our Produce trade partners are certified to WQA.
- All Woolworths Produce Distribution Centres are also certified to WQA.





HOW DOES THIS  
APPLY TO  
AVOCADOS

# Woolworths Fresh Produce Buying

**1. Promotion**

**2. Pricing**

**3. Payment**





Focus on  
Merchandising



Low Prices  
TRUSS TOMATO  
\$5.98 kg

Special  
HASS AVOCADO  
\$1.48 ea

\$2.98





HASS AVOCADO  
Low Prices  
\$1.55 ea

\$3.98  
\$4.98  
\$7.98

BLACK PRINCE  
ORCHARDS  
AVOCADOS

BLACK PRINCE  
ORCHARDS  
AVOCADOS

BLACK PRINCE  
ORCHARDS  
AVOCADOS

1.99

1.99

1.99

1.99

1.99





# Customer Education

# Customer Education



- SHOPPING LIST**
- Avocado
  - Lemon
  - Cherry tomatoes
  - Celery
  - Cheese slices

fresh

## SAILING BOAT

Hello sailors! Build your own boat with these yummy fresh vegies



### What you'll need:

Chopping board and a knife. Always have Mum or Dad help you cut up the ingredients.



### How to make it:

**1** Cut an avocado in half and remove the stone. Peel away the skin. Squeeze some lemon juice over so that it doesn't go brown.



**2** Cut some cherry tomatoes in half. Cut sticks of celery into long masts and party cut it in half. Cut cheese slices in half to make 2 triangle sails.



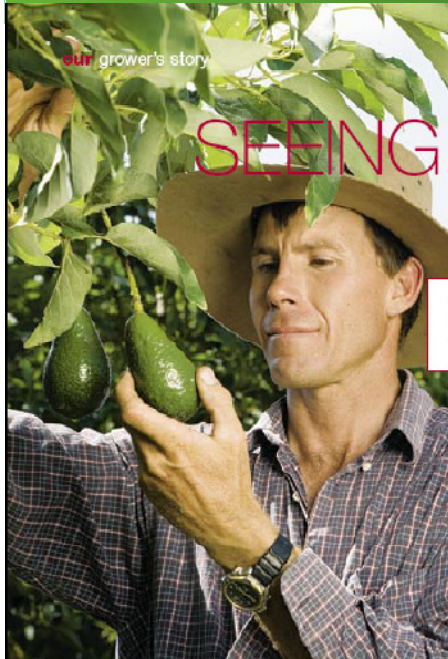
**3** Stand a celery mast into the avocado boat. Slide a cheese sail onto the pole. Fill the boat with tomatoes.



deep etch  
rocket image

For a healthy after school treat, get the kids to make a Fruit Rocket. For more fresh ideas with food, log on to [www.freshfoodkids.com.au](http://www.freshfoodkids.com.au)

# Customer Education



the grower's story

## SEEING GREEN

Growing Shepard avocados has turned out to be as enjoyable as eating them for the Collins family.

**F**ive years ago, Sam and Kylie Collins took a gamble. A big gamble. After three years running a mechanical workshop in New Guinea, they returned to Australia and bought an avocado and mango farm in Dimbulah, Queensland, about 117 hours' west of Cairns as the crew flew. They had a two-year-old son, Kylie was pregnant and Sam had just started a new job. The Collinses had not even moved into the new house when the avocado trees first fruited. It was a gamble, but the Collinses had a plan. They had a lot of mistakes, but things have been improving ever since then and our avocado rate has risen dramatically.

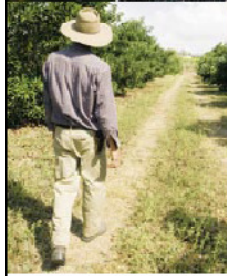
The Collins' business, Blushing Acres, now has 3,000 Shepard avocado trees and supplies roughly 1,800 trays of fruit to Woolworths per week during the avocado season. They begin picking the fruit in early February and continue for up to two months. Avocados don't ripen on the tree, so the Collins' staff can stop and start picking as needed.

Sam and Kylie are members of a growers' marketing group called Shepard Australia, who supply Shepard avocados to Woolworths through a distribution agency called The Market Company. They are responsible for sending their avocados to Woolworths distribution centres in Brisbane, Sydney and Melbourne.

You can recognise Shepard avocados by their pretty green skin and classic pear shape. "The good thing about Shepard is that they look good on the shelves, they're good on the inside," says Sam. "You can tell if they're ripe by gently squeezing them at the stem end. They're soft, they're ready to eat."

If it isn't soft now, it shouldn't be for some time. Kylie, "At the nut that we supply to Woolworths is pre-ripened. So it'll be ready to eat immediately, or in two to three days at the latest. If it is ripe, but you're not ready to eat it, put it in the fridge. Avocados will keep for at least a week when chilled."

Kylie, Sam and their three children all love avocados. "They are soft and creamy with a beautiful flavour, and



## 10 ways with ... avocado

Keep a ripe avocado or two on hand in your kitchen for easy meals, snacks and sides.

goodknow CLEVER COOKING



**Guacamole & chorizo nacho bites**  
Mash avocado in a bowl. Stir in finely chopped tomato, finely chopped red onion, finely chopped fresh coriander and fresh lime juice. Season with salt and pepper. Arrange corn chips in a single layer on a large serving platter. Top each corn chip with a dollop of the avocado mixture and a slice of pan-fried chorizo sausage. Serve as canapés.

**Avocado & chicken BLT**  
Spread 3 rye bread slices, toasted, with avocado. Place a butter lettuce leaf and shredded cooked chicken breast on 1 bread slice. Drizzle over mayonnaise. Top with another bread slice, avocado slice up. Top with sliced tomato and grilled bacon. Place the remaining slice, avocado-side down, on top. Cut in halves to serve.

**Creamy farfalle with avocado & prawns**  
Cook dried farfalle pasta following packet directions. Drain. Return to the pan. Add bought semi-dried tomato paste and pouring cream and toss to coat. Add peeled, cooked prawns. Place the pan over medium heat and cook, tossing, until heated through. Add coarsely chopped avocado and toss gently to combine. Serve immediately.

**Cumin-spiced salmon with corn & avocado salsa**  
Cook bought frozen potato wedges following packet directions. Meanwhile, cut avocado and tomato into 1cm pieces. Place in a bowl. Add drained, canned corn, kernels and fresh lime juice, and combine. Brush skinless salmon fillet with olive oil. Sprinkle with ground cumin. Cook in a large frying pan over medium heat. Divide the potato wedges and salmon among plates. Top with the salsa and serve with lime wedges.



**Avocado & snow pea sprout salmon rolls**  
Top smoked salmon slices with thinly sliced avocado, Lebanese cucumber, cut into matchsticks, and snow pea sprouts. Season with pepper. Roll up to enclose filling. Serve with soy sauce.

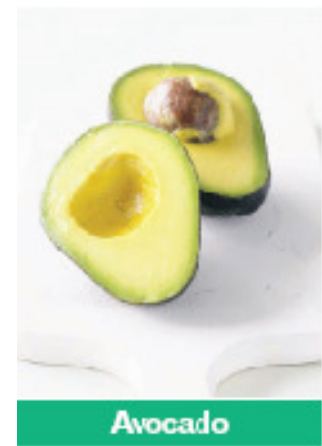
**Cabbage & avocado salad with lemon dressing**  
Combine shredded green cabbage, sliced celery, finely sliced red onion and chopped continental parsley in a large bowl. Whisk together olive oil and fresh lemon juice in a small bowl. Drizzle over the cabbage mixture. Add coarsely chopped avocado and season with salt and pepper. Toss to combine. Serve as a side dish with beef or fish.

**Chilli bean & avocado quesadilla**  
Place a flour tortilla on a clean work surface. Top with grated mozzarella and drained, canned red kidney beans. Drizzle over sweet chilli sauce and arrange sliced avocado on top. Top with another flour tortilla. Heat a little olive oil in a large frying pan over medium heat. Transfer the tortilla stack to the pan. Cook on both sides until the tortilla is golden. Cut into wedges. Serve with sour cream.

**Prawn cocktail in avocado**  
Cut an avocado in half and remove the stone. Use a large metal spoon to remove each avocado half from the skin, keeping the halves in one piece. Discard skin. Transfer to a serving dish. Toss shredded cos lettuce with bought cocktail sauce. Fill the avocado with the lettuce mixture. Top with cooked prawns, peeled leaving tails intact. Serve with lemon wedges and extra cocktail sauce.

**Ham, pineapple & avocado pizza**  
Spread tomato paste over a bought pizza base. Top with shredded smoked ham, drained, canned pineapple pieces and grated mozzarella. Bake until the base is crisp and the mozzarella is melted. Top with coarsely chopped avocado and fresh coriander sprigs to serve.

**Eggs and tomato with avocado & feta**  
Heat a little olive oil in a large frying pan over medium heat. Add thinly sliced red capsicum and cook until soft. Add canned diced tomatoes and cook until sauce thickens. Season with salt, pepper and red Tabasco pepper sauce. Make two 'cracks' in the tomato mixture and crack an egg into each cavity. Cook, covered, until the egg is just set. Carefully slide the eggs and tomato mixture between serving plates. Top with sliced avocado, crumbled feta and chopped fresh mint. Serve immediately with toast or Lebanese bread. ©



This fruit comes in varying shapes from oval to pear, depending on the variety. It has a large inedible stone and soft buttery nutty-tasting flesh.

**Is it good for me?**  
Avocado is a good source of vitamin E. It also contains vitamin B6, dietary fibre and "good" unsaturated fat.

**Buying and storing**  
A ripe avocado yields to pressure at the stem end. Store in fridge for up to two days. To ripen, store at room temperature for up to six days.

**Preparation**  
Cut in half lengthways. Twist to separate halves. Remove stones with a sharp knife.

**Cooking tips**  
• Chop and combine with lime juice and finely chopped chilli. Serve with pork.  
• Toss with cooked peeled prawns, cos lettuce, cucumber and lemon vinaigrette.

**Trolley partners**  
Mint, feta, crab, bacon, lemons, tomatoes.



### Avocado sushi rolls

**Preparation:** 10 minutes  
**Cooking:** 20 minutes + 30 minutes chilling time  
**Makes:** 24

- 1½ cups short grain or sushi rice
- 1½ cups water
- 2 tbs mirin
- 4 sheets nori seaweed
- 1 tbs wasabi
- 100g smoked salmon
- 1 Lebanese cucumber, thinly sliced
- 1 avocado, peeled and sliced
- 2 tbs Woolworths Select Soy Sauce

- 1 Rinse rice under cold running water until clear. Drain well. Place

into a pan with water and bring to the boil. Reduce heat to low, cover and cook for 15 minutes. Remove from heat, leave covered for 10 minutes.

- 2 Spoon rice into a large bowl, add mirin and stir through with a fork. Continue to stir until rice is cool.
- 3 Lay a sheet of nori onto a board. Spread with a quarter of the cooled rice, leaving 3cm of the nori uncovered. Spread a little of the wasabi in a line. Top with smoked salmon, cucumber slices and avocado.
- 4 Roll up tightly and wrap in plastic. Unroll and repeat with remaining ingredients. Chill for 30 minutes until firm. Unwrap and cut each roll into 6 pieces. Serve with soy sauce for dipping.

**"To enjoy avocados, remove skin and slice flesh. Brush with fresh lemon juice to stop discoloration."**

MICHAEL BURROW  
WOOLWORTHS BUSINESS MANAGER

Woolworths the fresh food people



# Brochures

**QLD Crown**  
**1.47**  
Shepard Avocados

**HIGH IN VITAMIN C**

**Sweet & Juicy**  
**2.45**  
kg  
Crimson Seedless Grapes

**Woolworths**  
**PONTIAC POTATOES**  
Washed Potatoes 1 kg P/P

**Hot Buy**  
**2.82**  
kg P/P

**Great Value**  
**2.97**  
kg  
Navel Oranges

**Woolworths**  
**FRESH CARROTS**  
1 kg P/P

**Hot Price**  
**96c**  
Carrots 1 kg P/P

**Nature's own butter.**

• Gently press the neck of the avocado. If you can press the avocado easily with your finger, the avocado is ripe.

• Shepard Avocados stay green, they don't go dark brown when ripe.

• Shepard Avocado season runs from February to April.

**Quality Assured:** Woolworths fresh food carries the 'Woolworths Quality Assured' tick. It's your guarantee of quality, and our promise that you're buying the best.

## Shepard Avocados stay green.



- Shepard Avocados stay green, they don't go dark brown when ripe.
- Gently press the neck of the avocado. If you can press the avocado easily with your finger, the avocado is ripe.
- The flesh stays green when cut so no need for lemon juice.

**2-3 days to eating**  
**OLIVE GREEN**

**Ready to eat**  
**BROWN GREEN**

**Ready to eat & mash**  
**DARK BROWN**

**GREAT VALUE**  
**1.72**  
ea

Product of New Zealand  
Hass Avocados

**QUALITY ASSURED**

**Colour is your best guide to picking the perfect Hass avocado.**

See in store for a fresh tip card.

# Fresh Market Updates



Shepard Avocados  
featured in Fresh Market  
Report 6th & 7th March



# Staff Education



# Staff Education

## A fresh look at avocados

How to recognise, handle and test for ripeness

### Brown Skin (Hass)



- Skin is bumpy, matt in appearance and changes colour as it ripens
- Fresh will discolour once cut unless treated with an antioxidant like lemon juice

### Green Skin (Shepard)



- Skin is smooth, glossy and stays bright green even when ripe
- To test for ripeness, gently press the neck with your thumb
- Flesh of Green Skins does NOT turn brown once cut

Brown skin		Stage 1		Stage 2		Stage 3		Stage 4		Stage 5	
<b>Check skin colour</b>	<b>Stage 1</b> Bright Green Not Ripe Do not display	<b>Stage 2</b> Olive Green Ripening 2-3 days to eating 60-70% display	<b>Stage 3</b> Brown Green Firm Ripe ready to eat 20-30% of display	<b>Stage 4</b> Dark Brown Soft Ripe Ready to eat TODAY Take action - clear stock	<b>Stage 5</b> Black Overripe Do Not Display	<b>Check skin colour</b>	<b>Stage 1</b> Rock Hard Not Ripe Do not display	<b>Stage 2</b> Slightly Rubbery to the touch Ripening 2-3 days to eating 60-70% display	<b>Stage 3</b> Soft but not Squidgy Firm Ripe ready to eat 20-30% of display	<b>Stage 4</b> Very Squidgy Soft Ripe Ready to eat TODAY Take action - clear stock	<b>Stage 5</b> Fully Soft Overripe Do Not Display
Green skin		Stage 1		Stage 2		Stage 3		Stage 4		Stage 5	
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Availability	J	F	M	A	M	J	J	A	S
Brown Skin - Shepard									
Green Skin - Sharwil									
Reed, Wurtz, Fuerte									
Hass - Australian									
Hass - Imported NZ									

\*Charts for indication purposes and may vary depending on seasonality

#### Display Commitments

- Merchandise field bins or crate lounges, as per current communication
- Allocate one field bin or crate lounge to loose and one field bin or crate lounge to prepackaged fruit
- Call fruit through the day and remove overripe or damaged stock

#### Handling Requirements

- Avocados bruise easily - handle fruit with care
- Fruit must be stacked one layer high
- Please do not tip fill layers under any circumstance
- Order fruit daily for daily demand
- In Crate bungees display in original packaging

Availability	J	F	M	A	M	J	J	A	S	O	N	D
Brown Skin - Shepard												
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- Merchandise held bins or crate lounges, as per current communication
- Allocate one field bin or crate lounge to loose and one field bin or crate lounge to prepackaged fruit
- Call fruit through the day and remove overripe or damaged stock

#### Handling Requirements

- Avocados bruise easily - handle fruit with care at all times
- Fruit must be stacked one layer high when displayed on field bins
- Please do not tip fill layers under any circumstance
- Order fruit daily for daily demand
- In Crate bungees display in original packaging





  
Fresh Food  
**sale**



**94¢**  
ea

Hass Avocados

# Promotions



**Woolworths**  
*the fresh food people*

ON SALE MONDAY 6th July 2009

# Hass 2008 Promotion

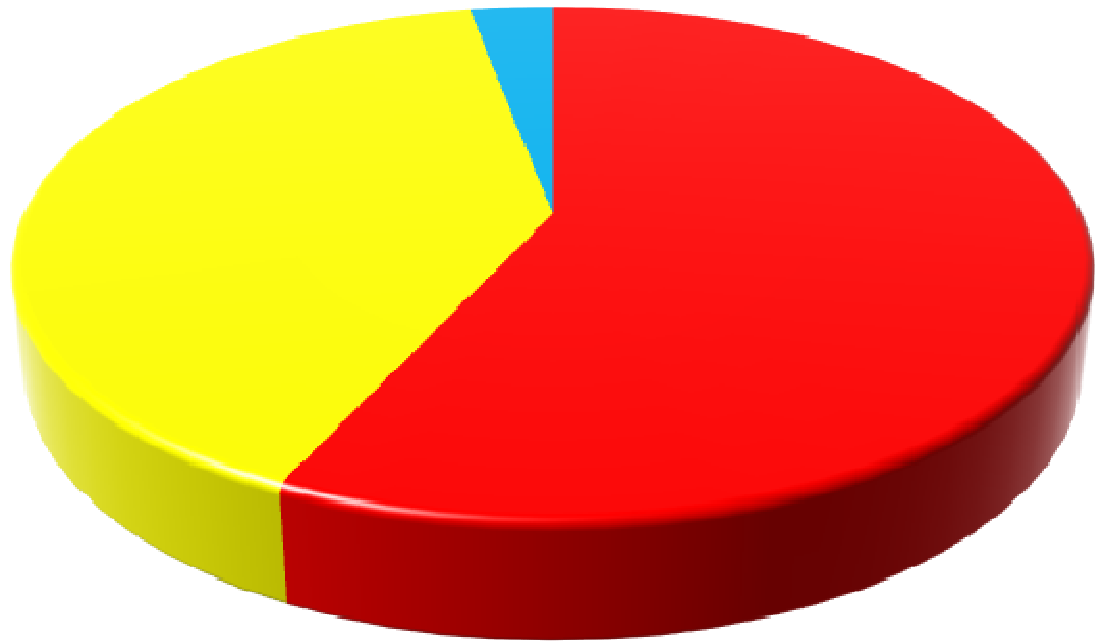
- In-Store dates:
  - W/C 19/5 until W/C 6/10.
- Key Messages:
  - demonstrate the many versatile uses for avocados
- 1,140 four-hour demos over 20 weeks
  - 5 blocks of 4 weeks
  - 240 stores per block
- Four week programme of in-store radio ran from the W/C 19/5 to 16/6
- Recipes demonstrated
  - Avocado and Basil Bruchetta
  - Avocado Toasties
  - Easy Guacamole (where there was no power outlet at the store)
- 112,740 Customers reached



# Customer Feedback

## Consumer Survey Results

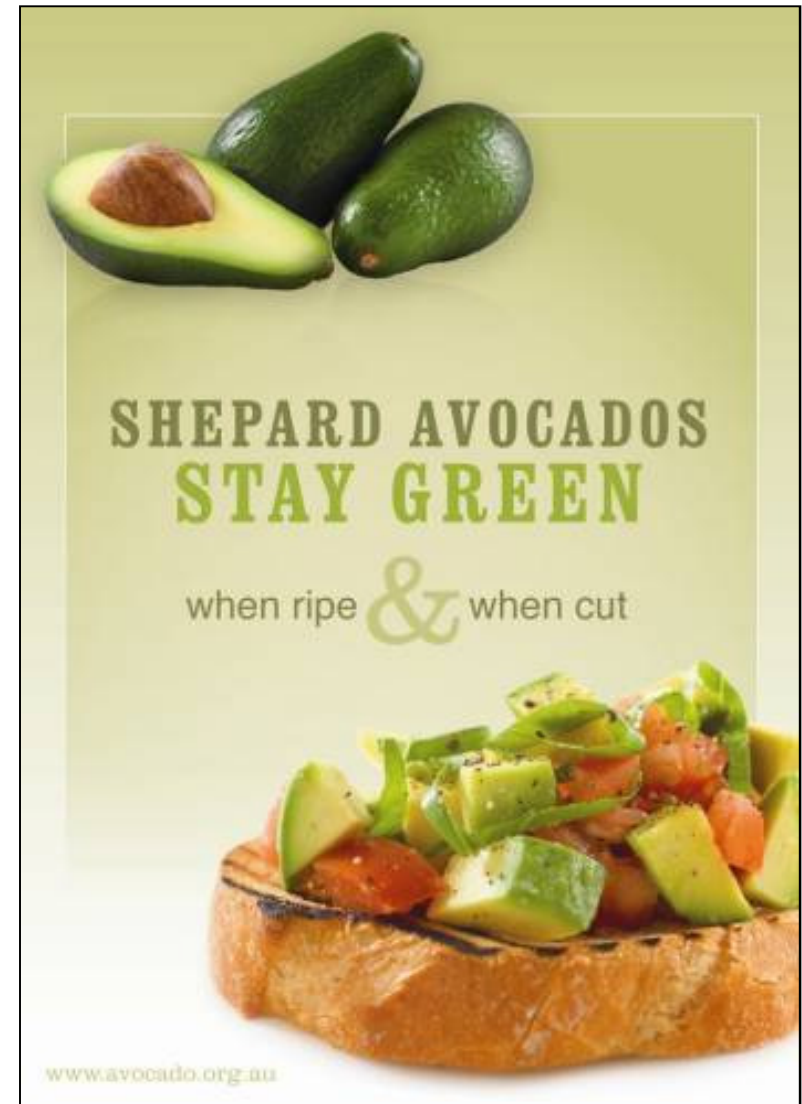
Preferred level of Ripeness



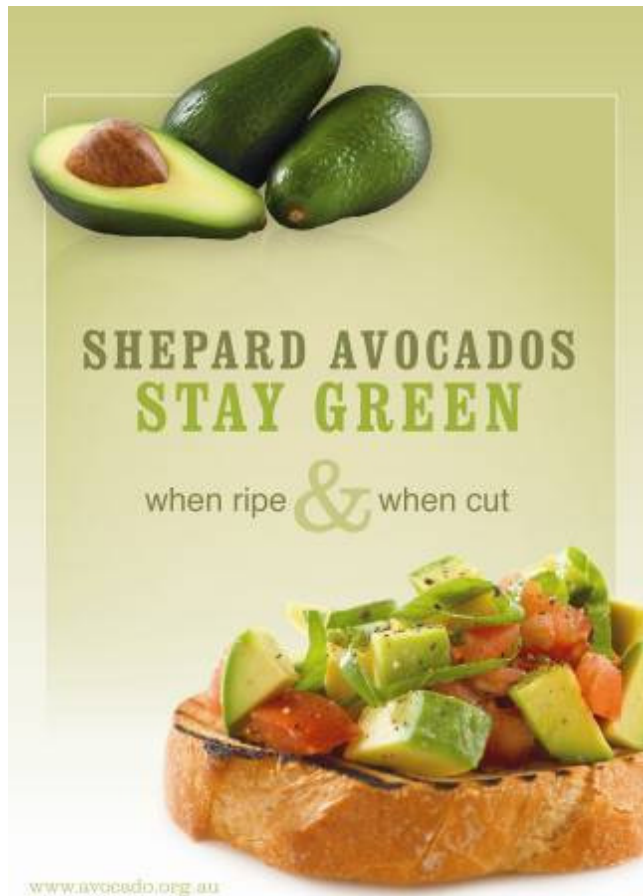
- Ripe and Ready to eat
- Eat in 1-2 days
- More than 2 days

# Shepard 2008 Promotion

- In-Store dates:
  - W/C 3/3/08 Nationally for 2 weeks
  - BREAK for W/C 17/3/08 – EASTER
  - W/C 24/3/08 Nationally for 2 weeks
- 495 demos in total
  - Top 250 stores – 2 sessions – 1981 hours
- Key Messages:
  - SHEPARD AVOCADOS STAY GREEN
  - When Ripe & when Cut



# Shepard 2008 POS



**SHEPARD AVOCADOS STAY GREEN**

**when ripe**

- The skin of a Shepard Avocado does not change colour as it ripens like a Hass Avocado.
- Press the neck of the fruit with your thumb and if it gives to gentle pressure – it's ready to eat.

**when cut**

- The flesh of a Shepard Avocado does not go brown once it's cut.
- To store a cut Shepard, simply wrap it in cling wrap or store it in an airtight container and place in the fridge for up to 2 days.

For more information and other great recipe ideas, please visit [www.avocado.org.au](http://www.avocado.org.au)

**SHEPARD AVOCADO HANDY FACTS**

- Fresh & in season from late February to the end of April
- Grow only in Australia
- With their nutty flavour and smooth buttery consistency, Shepard Avocados are the perfect alternative to butter.
- The Shepard Avocado is ideal for everyday use by spreading on your favourite sandwiches, rolls and crackers
- Avocados are full of essential fats, vitamins and minerals such as Vitamin A, C, E, B6, B1, B2, B3, potassium and folate which are great for the body both inside and out!
- Contrary to popular belief Avocados do not contain any cholesterol
- Avocados are rich in monounsaturated fat - the good fats - which are an essential part of any diet.

**SHEPARD AVOCADOS STAY GREEN**

when ripe & when cut

[www.avocado.org.au](http://www.avocado.org.au)

**AVOCADO & SALADETTE® TOMATO BRUSCHETTA**

serves 4

**about saladette® tomatoes**

Woolworths Fresh Saladette® truss tomatoes are the best tasting standard size tomatoes available. They are vine ripened and picked just at the right time to maximise the rich sweet, tomato flavour. Provided direct to you on the vine, Saladette® truss tomatoes are the ultimate gourmet tomato.

**ingredients**

2 Shepard Avocados cut into cubes  
2 large Saladette® Truss tomatoes, deseeded & cut into cubes  
8 fresh basil leaves, torn  
1 tablespoon lemon juice  
4 thick slices sourdough or ciabatta bread  
1 tablespoon olive oil  
Freshly cracked black pepper

**method**

- In a small bowl combine the avocado, tomato, basil and lemon juice and refrigerate for 20 minutes to allow the wonderful Mediterranean flavours to develop.
- Grill or toast the bread slices.
- Brush with olive oil and top with the avocado mixture.
- Season to taste with fresh cracked pepper.

**AVOCADO COUSCOUS WITH WARM GRILLED LAMB**

serves 4

**ingredients**

2 x 230g tubs Woolworths Fresh Couscous & Roasted Pumpkin cocktail salad  
3 tablespoons olive oil mixed with 3 tablespoons lemon juice  
500g lean lamb backstrap or fillets  
2 large Shepard Avocados

**method**

- Brush 1 tablespoon of olive oil & lemon juice mix over the lamb pieces.
- Char-grill or barbecue the lamb, brushing with the oil and lemon mix until cooked as preferred.
- Cover the lamb with foil and allow to stand for 10 minutes.
- Dice the Shepard Avocados and mix into the Couscous.
- Pile the Avocado & Couscous onto 4 serving plates.
- Slice the lamb and arrange on top.
- Drizzle with the remaining lemon juice and olive oil.

**TIP**  
Cooking the lamb to medium rare will leave it the most tender.

# Shepard In-Store Activity



# Shepard 2009 POS

**SHEPARD AVOCADOS STAY GREEN**



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**when cut**

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**SHEPARD AVOCADO HANDY FACTS**

- Fresh & in season from February to the end of April.
- Grown only in Australia.
- With their nutty flavour and smooth buttery consistency, Shepard Avocados are the perfect alternative to butter.
- It's so easy to pick a good Shepard Avocado as the fruit will be perfect inside if the skin is undamaged with no obvious bruising or blemish.
- Avocados are full of essential fats, vitamins and minerals such as Vitamin A, C, E, B6, B1, B2, B3, potassium and folate which are great for the body both inside and out!
- Contrary to popular belief Avocados do not contain any cholesterol.
- Avocados are rich in monounsaturated fat - the good fats - which are an essential part of any diet.

For more information and other great recipe ideas, please visit [www.avocado.org.au](http://www.avocado.org.au)



**SHEPARD AVOCADOS STAY GREEN**

when ripe & when cut



## SHEPARD AVOCADO & TOMATO BRUSCHETTA

serves 4

**Buy with confidence**  
A little known feature of Shepard Avocados is their consistently high quality. When you have a Shepard Avocado that looks good on the outside with a tightly textured green skin and no obvious blemishes, you are almost guaranteed that it will be perfect on the inside.

### ingredients

2 Shepard Avocados cut into cubes  
2 large tomatoes, deseeded & cut into cubes,  
8 fresh basil leaves, torn  
4 thick slices Sourdough Bread Steak\*  
1 tablespoon olive oil  
Freshly cracked black pepper  
\*only available where made in store

### method

- In a small bowl combine the Shepard Avocado, tomato and basil and refrigerate for 30 minutes to allow the wonderful Mediterranean flavours to develop.
- Grill or toast the bread slices.
- Brush with olive oil and top with Shepard Avocado mixture.
- Season to taste with fresh cracked pepper.



## SHEPARD AVOCADO & PORK SALAD

serves 2

### ingredients

1 Shepard Avocado, sliced  
1 pack fresh baby leaf salad  
200g green beans, blanched & cooled  
20g toasted pine nuts  
8 small roma tomatoes, halved  
2 Pork Loin Steaks, cooked & sliced  
Your favourite dressing

### method

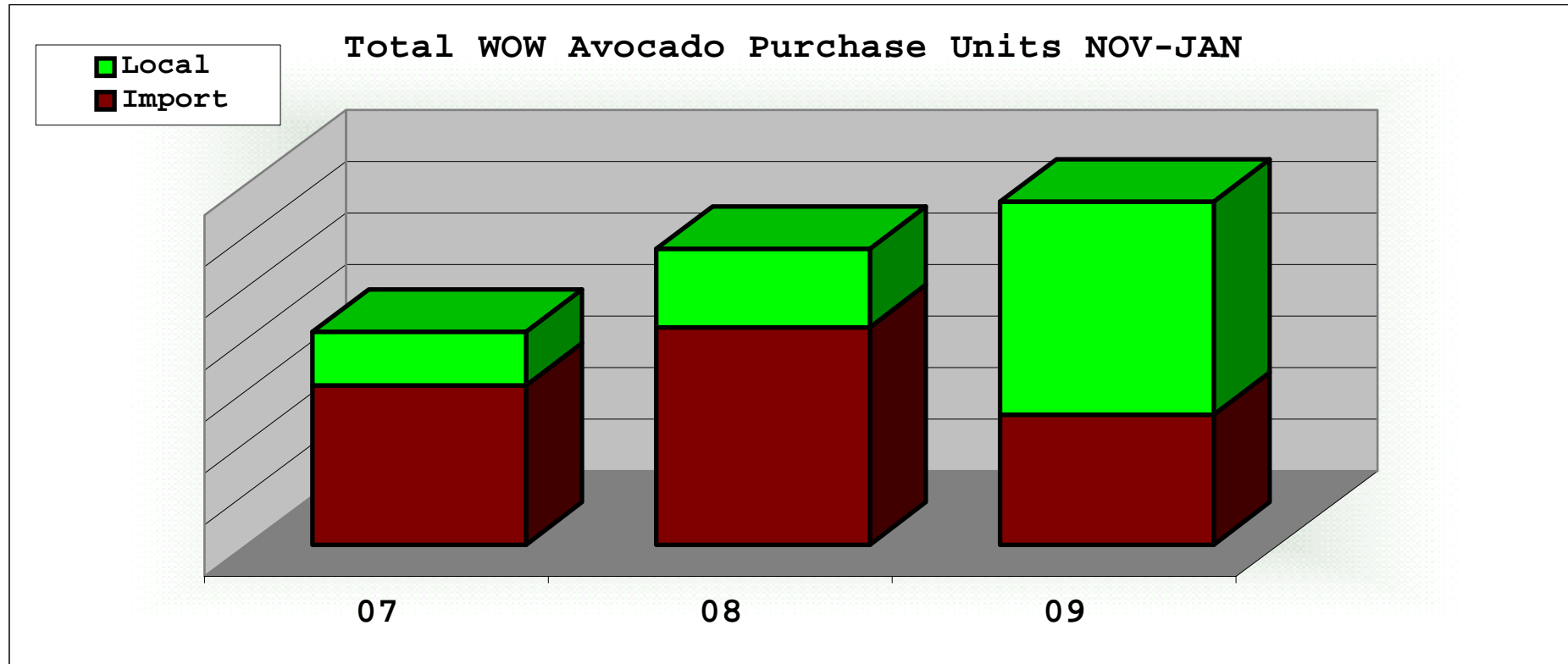
- Combine baby leaf salad and blanched green beans and arrange on two plates.
- Sprinkle with toasted pine nuts, halved roma tomatoes and slices of cooked pork.
- Top with sliced Shepard Avocado and drizzle over your favourite dressing.

**TIP**  
Shepard Avocados don't go brown when they have been cut so they are perfect for this recipe.





# Combining Local & Imports to achieve growth.





**THANK YOU**