

SA AVOCADOS 1982

R.R. SHELTON, (CHAIRMAN)
LONDON COMMITTEE



SOUTH AFRICAN AVOCADOS — 1982

The members of the London committee of the South African Avocado Growers Association have imported to and sold in the United Kingdom during 1982, the following quantities of South African avocados:

By air 308,441 Cartons

By sea 382,142 Cartons

690,583

CONDITION AND QUALITY

We are pleased to advise that throughout the season the quality of the majority of shipments was of a very high standard with only limited incidences of disease and excessive external blemish. Whereas the condition of the fruit was, at the point of sale, generally satisfactory, the high level of air freight shipments completed over a reasonable period of the second half of the season ensured a good standard of condition allowing fruit to reach the consumer without being over-ripe.

MARKET CONDITIONS

Moderate quantities of Israeli fruit were available at the commencement of the South African

season and a generally strong start was in evidence. The normal peak reached in April providing lower but not necessarily unsatisfactory results were followed by a shortage of fruit. In order to obtain continuity of supply to the various markets their fruit was air freighted and a comparatively high price return for the remainder of the season. During the summer period, there was less competition from Californian avocados but this was mainly due to an unfavorable exchange rate on the dollar making imports from that country difficult. Conversely there was a heavy arrival of fruit on the continental markets from Martinique, production which commenced early in August running through until towards the end of September, the-United Kingdom was less affected in that, at this stage, the varieties shipped from that producing area are less acceptable to the United Kingdom public.

PROMOTION

Your committee was, during the season, involved in preparing and in consultation with our publicity agents a programme of promotional activities for South African avocados. At the time of peak arrivals, a special article appeared in the principal trade magazine, Fruit Trades Journal, accompanied by a number of advertisements placed both by the association and by members of the committee and others, resulting in editorial and advertisements of some six pages. To coincide with the above mentioned article, attractive and substantial price tickets together with window stickers giving publicity to Summer Avocados were distributed to the wholesale trade throughout the United Kingdom. As in previous seasons, the recipe services were continued and a large number of ladies national magazines contacted and supplied with material resulting in featured articles appearing during the season in some of the principle magazines with a high rate of readership.