



New Zealand  
**Avocado**  
NZ Avocado Growers' Assn Inc.  
Avocado Industry Council Ltd

## **NZ AVOCADO INDUSTRY**

Jen Scoular, Chief Executive

**06 September 2011**

A close-up photograph of two sliced avocados. The avocado on the left is a thick slice, showing the bright green flesh and the dark brown, bumpy skin. The avocado on the right is a smaller slice, also showing the green flesh and brown skin. The background is a plain, light-colored surface.

# Nz Industry

- Who we are
- Great things we've done
- Promotions
- Global relationships
- Future planning

# New Zealand

Main growing areas:

- Far North
- Whangarei
- Bay of Plenty























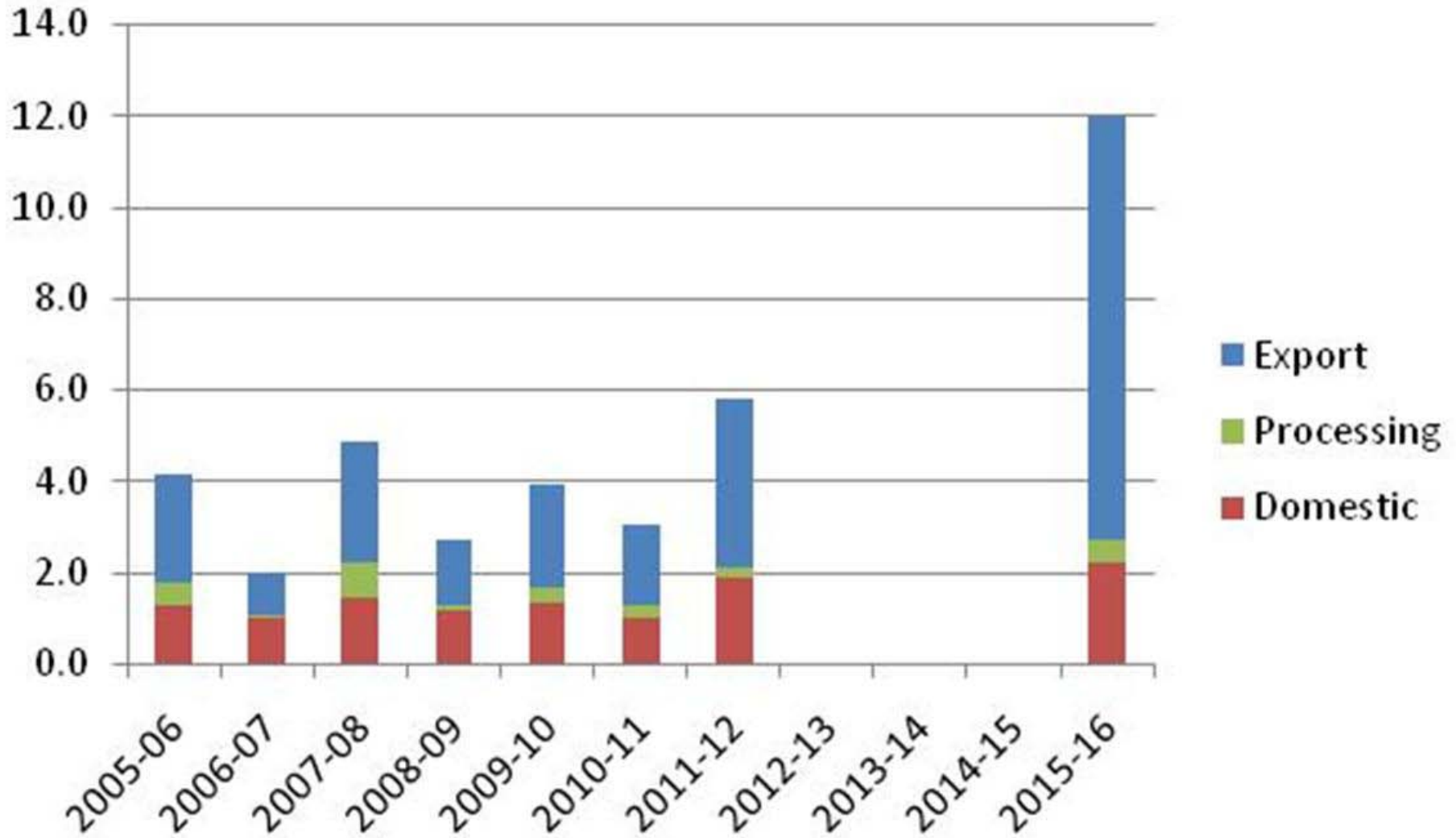




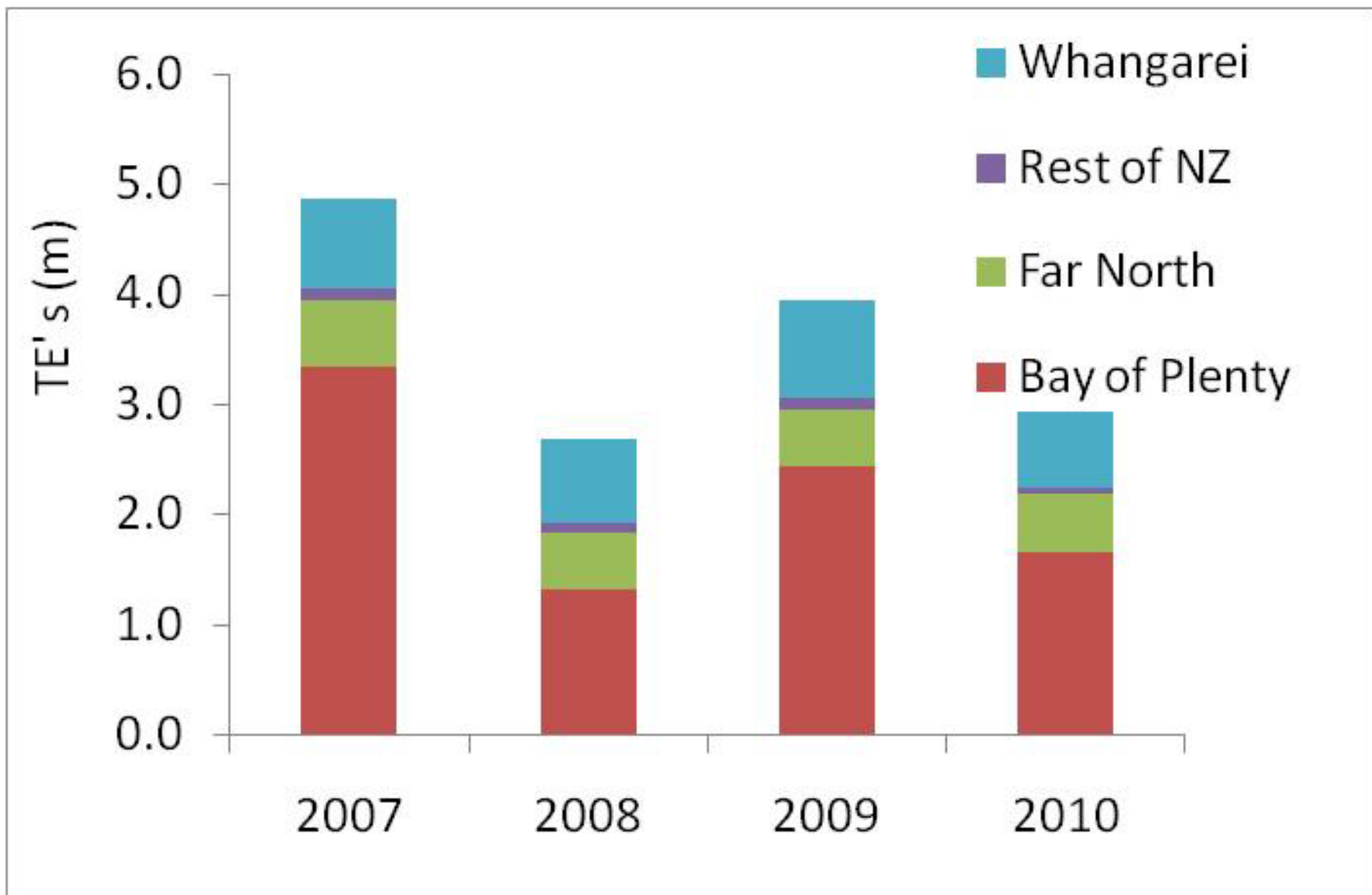




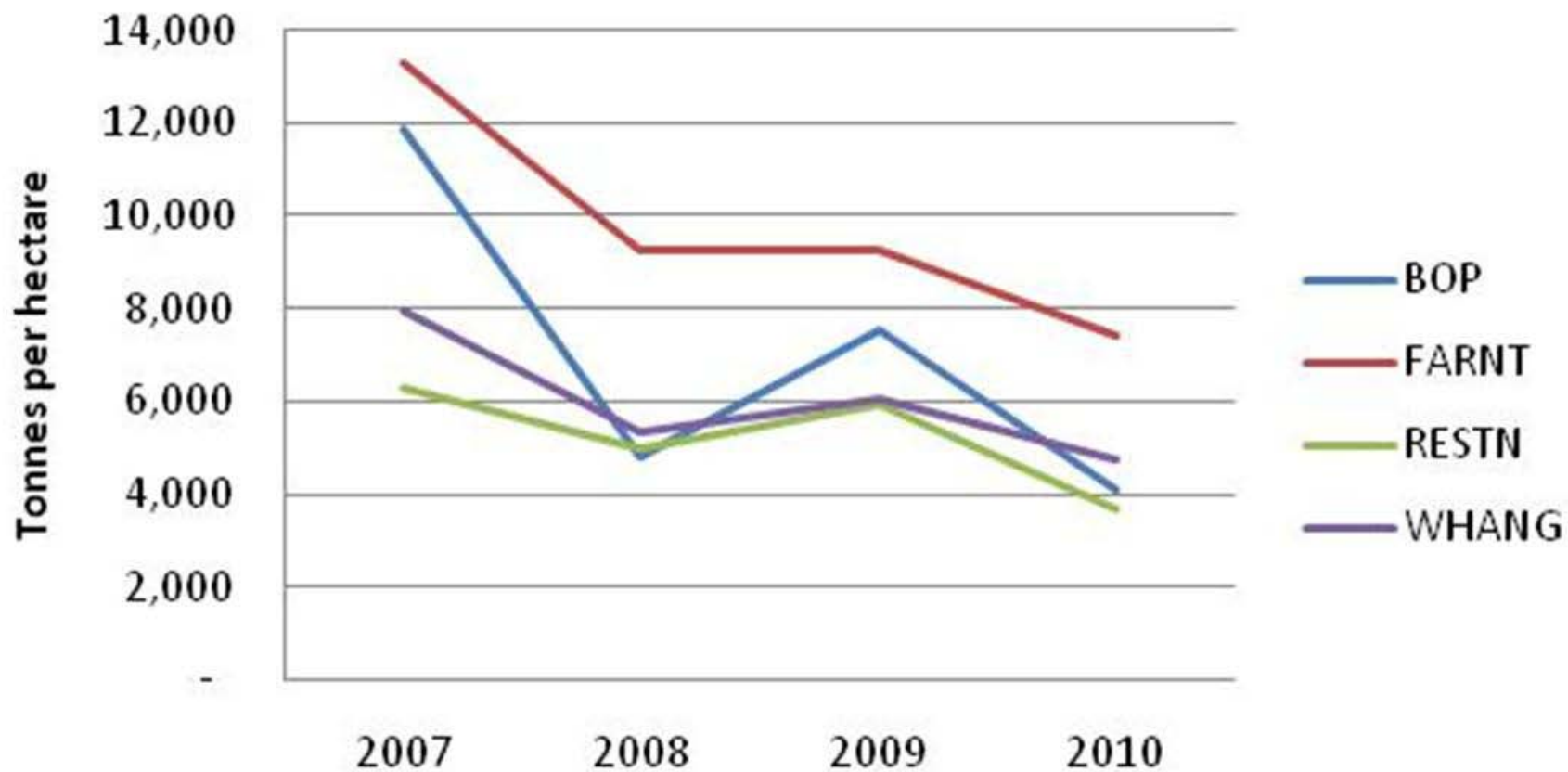
# Volume of NZ Avocados



# Volume by Region

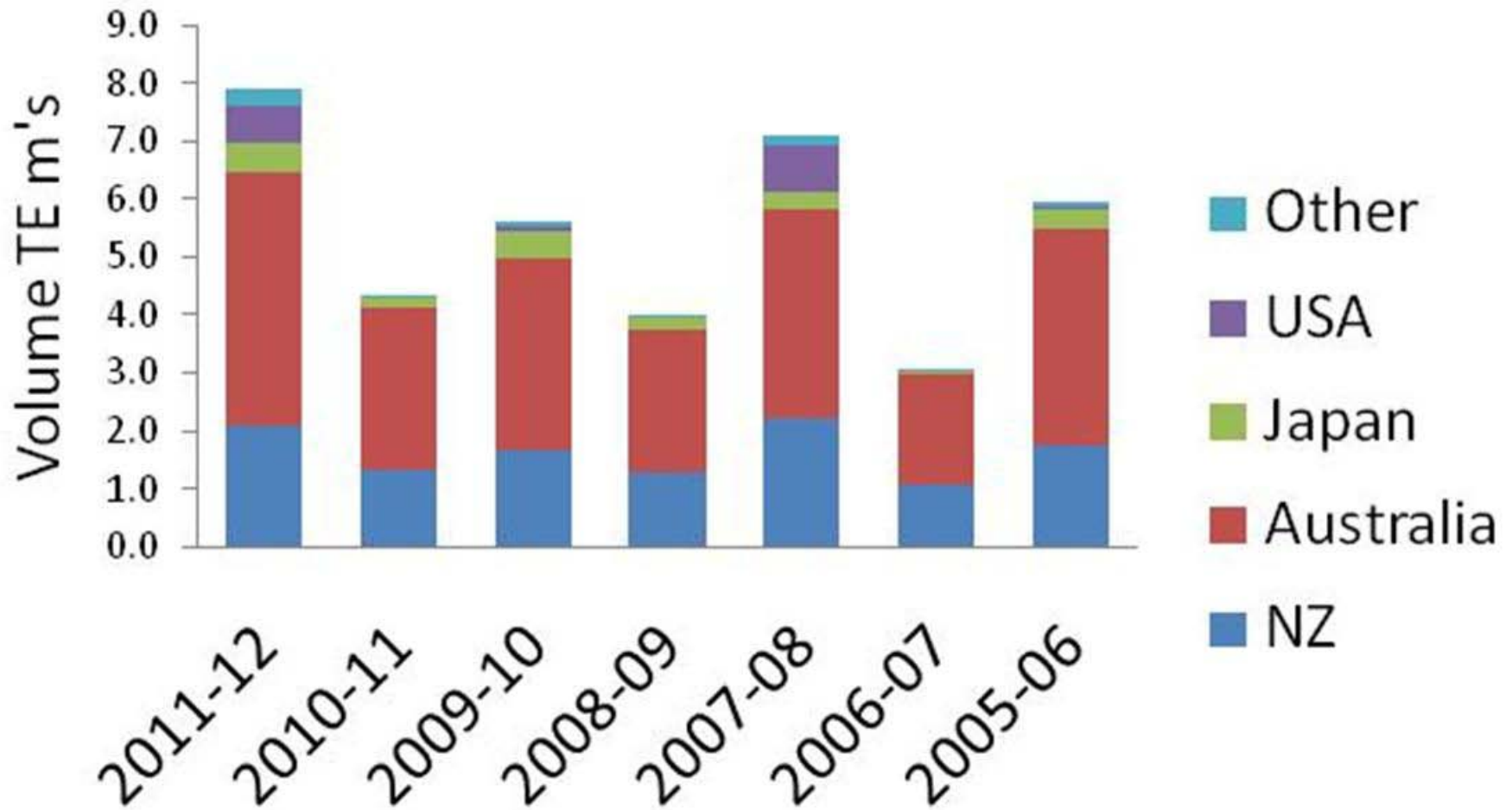


## Yields over time





# Volume by Market







# READING YOUR TREES

A NEW ZEALAND AVOCADO  
GROWER'S GUIDE



Ministry of Agriculture and Forestry  
Te Manatū Ahuwhenua, Ngāherehere



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# Tree Growth Cycle









avogreen<sup>ASSURED</sup>®

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NEW ZEALAND

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dolighan.com

# Grower Survey



16% - over  
20 years  
experience

20% -  
formal  
training

60% - aged  
over 56











# Promotions





RAY R. GHALLOU

GLOBAL FRUIT  
BY TOYOTA  
19

AVOCADOS  
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JUN 11

CONSUMER

I ♥ FOOTY

FOOD SERVICE

EARLY LEARNING

INDUSTRY

MEDIA

SUPPLY CHAIN DIRECTORY



Australian Avocados

ADD AN AVO EVERY DAY

Home

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NOT EATING ENOUGH FRUIT?

Recipe Search

Keyword Search

All Categories



June Feature Article

SHARE

### Revitalise Your Winter Warmers

So the cold months are upon us again and the age old question remains... how can I maintain a healthy weight in winter? Over eating in winter can be affected by a few factors. Research shows that due to the

### Avo Club Login



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Password:

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# LOVE ♪ フレッシュも、あつあつもおいしい アボカドレシピ

濃厚なうまみと、ねっとりとした食感、そして「森のバター」とも呼ばれるほどの豊富な栄養……。そんなアボカドを愛して甲斐ないあなたにおくる、とっておきのレシピが大集合！  
教えてくれたのは、自らもアボカドのおいしさのとりこという瓜沢京子さん。  
定番のディップやサラダのバリエーションはもちろん、焼いたり揚げたりと、ちょっぴり新鮮な「あつあつ」レシピも必見です。  
ますます「アボカドLOVE♪」になること間違いなしのやみつきメニュー、ぜひぜひ作ってみて！

ねっとりとした  
口当たりがサイコー！



# MEDIA LAUNCH



料理・スタイリング：瓜沢京子  
撮影：伊藤みゆき  
執筆・監修：藤野早穂子  
●本文中で表示した大きさは、おおよそ1kg、1kgは223gです。1kgは141個です。  
●電子レンジの加熱時間は目安のものを目安にしてください。加熱の目安は1.5倍です。  
100%の割合は100%を目安に加熱してください。場合によっては多少異なる場合があります。

## 皮の色と弾力で「食べごろ」をチェック

色が緑色のものはまだ熟していないので固く、皮に厚みがあるのは、熟しすぎて柔らかくなっている可能性があります。全体が黄緑色でツヤがあり、皮が少し色づいていて、おおよそ1cm程度の厚みがあるのが、食べごろです。おおよそ1cm程度の厚みがあるのが、食べごろです。おおよそ1cm程度の厚みがあるのが、食べごろです。

## 基本の下ごしらえ

- 1 アボカドの縦半分のところに包丁を入れ、中心にある種に当たらずに少しずつ押し上げて、種を取り除きます。
- 2 種に包丁の刃を差し込み、おおよそ1cm程度の厚みになるように押し上げて、種を取り除きます。
- 3 皮の1cm幅に包丁を入れ、おおよそ1cm程度の厚みになるように押し上げて、皮をむきます。







Recipe Finder - Lunch Recipes - Australian Avocados - Windows Internet Explorer

http://www.avocado.org.au/recipes/recipe\_finder.aspx?CategoryID=36

Recipe Finder - Lunch Recipes - Australian Avocados

Home Recipes Resources Nutrition Mothers Group How To Lifestyle Search

Winter Breakfast Lunch Dinner Snacks Recipe Inspirations

Recipe Search Keyword Search Lunch

Home > Recipes > Recipe Finder > Lunch Recipes

### Lunch Recipes

Recipes Found: 82

5-Minute Avocado & Avo Melts Avo, Lime & Tzatziki

Avo Club Login

Username:

Password:

Lost Password

Login Register

Want to join the Club? Register

Industry Member? Login here

Quick Bites

## Ripeness Guide

Choose the Avocado that's ripe for you!



**BRIGHT GREEN - Not Ripe**

- Do Not Refrigerate! Store in fruit bowl until skin turns brown-green.



**OLIVE GREEN - 2-3 Days To Eating**

- Do Not Refrigerate! Store in fruit bowl until skin turns brown-green.



**BROWN GREEN - Firm Ripe**

- Perfect for slicing/dicing/cubes.
- Store in fridge to keep firm OR
- Continue to ripen in fruit bowl until dark brown.



**DARK BROWN - Soft Ripe**

- Perfect for mashing/spreading/dips.
- Store in fridge.

**\* Black Avocados are overripe and past their best!**





For more information or recipes write to:  
Avocado Growers' Association  
PO Box 16-004, Bethlehem, Tauranga





Hamburg

Los Angeles

Guangzhou

Busan

Tokyo

Yokohama

Fukuoka

Brisbane

Auckland

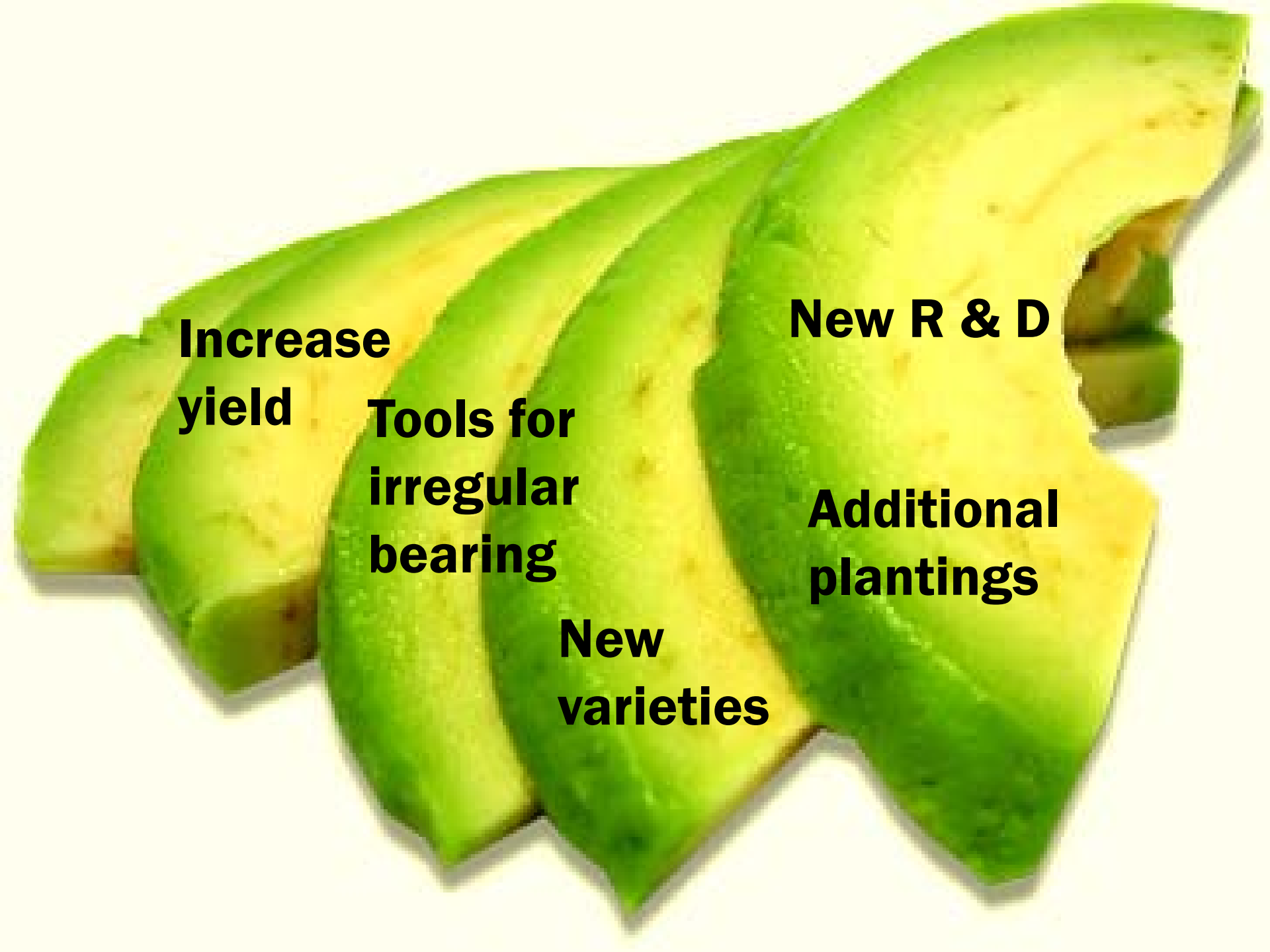












**Increase  
yield**

**Tools for  
irregular  
bearing**

**New  
varieties**

**New R & D**

**Additional  
plantings**









|             | <b>Geneblocks</b>  | <b>Cultivar trials</b> | <b>Semi- com</b>       |
|-------------|--------------------|------------------------|------------------------|
| Rootstocks  | <b>AIC 1</b>       | <b>AIC 1</b>           |                        |
|             | <b>AIC 3</b>       | <b>AIC 3</b>           |                        |
|             | <b>Bounty</b>      | <b>Bounty</b>          | <b>Bounty</b>          |
|             | <b>Dusa</b>        | <b>Dusa</b>            | <b>Dusa</b>            |
|             | <b>D 9</b>         |                        |                        |
|             | <b>Duke 7</b>      | <b>Duke 7</b>          |                        |
|             | <b>Latas</b>       |                        |                        |
| Pollinizers | <b>Thomas</b>      |                        |                        |
|             | <b>Toro Canyon</b> |                        |                        |
|             | <b>Velvick</b>     | <b>Velvick</b>         |                        |
|             | <b>Vista</b>       |                        |                        |
| Scions      |                    | <b>Zutano seedling</b> | <b>Zutano seedling</b> |
|             | <b>Bacon</b>       |                        |                        |
|             | <b>Edranol</b>     |                        |                        |
|             | <b>Ettinger</b>    |                        |                        |
|             | <b>Zutano</b>      |                        |                        |
|             | <b>Carmen</b>      | <b>Carmen</b>          | <b>Carmen</b>          |
|             | <b>Gem</b>         |                        |                        |
|             | <b>Hass</b>        | <b>Hass</b>            |                        |
|             | <b>Hass 3446</b>   |                        |                        |
|             | <b>Lamb Hass</b>   |                        |                        |
|             | <b>Llanos Hass</b> |                        |                        |
|             | <b>Maluma Hass</b> | <b>Maluma Hass</b>     | <b>Maluma Hass</b>     |
|             | <b>Marvel</b>      |                        |                        |
|             | <b>OA 184</b>      |                        |                        |



- Evaluation of phytophthora tolerant rootstocks













A close-up photograph of two sliced avocados. The avocado on the left is a thick slice with a large pit hole, showing a bright green interior and a dark brown, textured skin. The avocado on the right is a smaller slice, also showing the green flesh and brown skin. The background is a plain, light-colored surface.

**Vision 2015-16**

**12m trays  
\$250m FOB**



# Questions











NEW ZEALAND

Auckland

Hamilton

Rotorua

Taupo

Wellington

Christchurch

Queenstown

Dunedin