



Grow Northland 2021 [🌱]

AVOCADO

Organisations

- [New Zealand Avocado](#)
- [Olivado](#)
- [AVOCO](#) (one of 13 exporters)
- [OVAVO](#)
- Other...

Visions

- NZ Avocado** | Maximise grower profitability over the long term
- AVOCO** | To function as the largest grower-led movement to unite the NZ avocado industry, and further its international success

Initiatives

National Northland

- Previous**
 - Callaghan Innovation – post-harvest supply chain temperature project created best practice guidelines for container loading & temperature monitoring (2019)
 - NZ Avocado – AvoVantage, looked to reduce % of unsound fruit & develop best practice guides on disease management; launched Avo Diary tech (2020)
 - PGF initiative – to fund horticulture & viticulture career coordinators, including a pilot in Northland to match potential workers with potential employees (2019)

- Current**
 - Northland Regional Council – application accepted to take water from Te Aupōuri aquifer to support \$145m+ of potential horticultural development (Sept 2021)

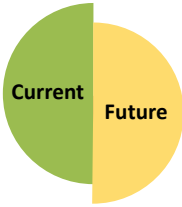
- Planned**
 - NZ Avocado – natural resource management; providing input into pan-sector and government discussions as new resource management policy is being developed; High Health Scheme (through GIA partnership for biosecurity) & PlantPass certification; training for Avo Diary tech to monitor spray and pest work
 - Olivado – building an expanded avocado oil production plant at Ngawha

45% (and growing)
Of NZ's avocado export crop produced in Northland

Just over 50%
Of NZ's avocados are exported (40% sold domestically; processed product make up the rest)

2-3 FTE per 10ha
Average number of on-orchard & associated service workers needed

- These include:**
- Local & central government
 - Callaghan Innovation
 - Plant & Food Research
 - Horticulture NZ
 - Start Afresh Ltd



- Other horticulture & food and fibre sectors, to develop sustainable production systems
- Ngawha Innovation & Enterprise Park?
- ... are there others?

Collaborators



Challenges

- **Shipping** – e.g., inspection delays, shipping overseas via Tauranga
- **Size** – small average fruit size
- **Costs** – new environmental reforms & FEPs increase compliance costs
- **Export** – e.g., congested Australian market, increased competition from South America across Asian markets
- **Supply/demand** – due to increased planting
- **Water availability** – recent application accepted, despite controversy
- **Pollination services** – increased demand
- **Labour** – demand for highly skilled labour & high unemployment rate in Northland

Opportunities

- **Centre of excellence** – in Northland for avocados
- **'Growing Avocados'** – Northland water storage & use project
- **Infrastructure** – Olivado's avocado oil production plant will service Northland's avocado boom
- **R&D** – into high-value fruit production, new products e.g. avocado powder, working with other sectors to develop sustainable systems, grower-led regional network
- **Long term success** – relies on differentiated story of sustainability, environment and nutrition
- **Overcome set up costs** – e.g. via joint ventures, contracting out, leasing & selling
- **New markets** – small exporters pioneering growth



• **Address water access challenges** – by all sectors coming together to identify a long-term, sustainable approach; use the data to identify an efficient, equitable way to share the available water (social licence)



• **Develop circular economies** – can Olivado teach other industries how to implement sustainable, closed-loop systems that turn waste products into fertiliser etc.?



• **Share shipping with other sectors** – collaborate with other sectors to try and find a way to aggregate seasonal exports so that shipping and other logistics could be shared



• **Develop a branding proposition** – could avocado work with bigger sectors to develop a branding proposition?



- **Meet increased demand for pollinators** – by working with the apiculture and horticulture sectors to identify solutions, e.g., use bumblebees or other insects
- **Support growth in the Kaipara** – could the sector work with Kaipara Kai to investigate opportunities for avocado (including new varieties) in the Kaipara?

Potential cross-sector collaboration

References

[Avocados: Tai Tokerau Northland Economic Action Plan](#)

[Northland Regional Investment Prospectus 2017](#)

[Ngā Mahi a Wai Māori Northland Water Storage and Use Project](#)

[NZ Avocado Industry Review 2020 Report](#)

[Avocado Fact Sheet \(Tupu.nz\)](#)

