



# Avocado trends in the NZ retail Market

Countdown, 3rd of April 2023

Brier O'Shea

Merchandise Manager - Fruit & Imports

countdown 



# Agenda

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- 1** Introduction
- 2** What's Driving Consumer Consumption?
- 3** Customer Data
- 4** Who do we partner with?
- 5** Questions?



# What's driving consumption?

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Value



## Quality Sells

- Sizing
- Consistency
- Eating Quality
- Specifications & QC
- Single Layer Crates

## Pricing

- Deflation
- More consistent pricing
- Retail Promotions

Supply



- Significant increase in local supply in the NZ domestic market
- CD volume is + 120% vs 5 years ago

Pre Ripened



- Consistent ripeness = high repeat purchase
- Consumers are wanting an avocado that can be eaten in the same day as purchase

Store Execution



- Making it easy for customers to find avocados in store (ideally same location each week)

# What's a fresh perception line?

## Storage Temperature

Hass Avocado - Fruit & Veg ambient  
AFDC Temp zone - 13 degrees

## Handling / Guiding principles of care

Keep in original crates and only hand stack when required  
Carry a Maximum of 1-1.5 days stock on hand

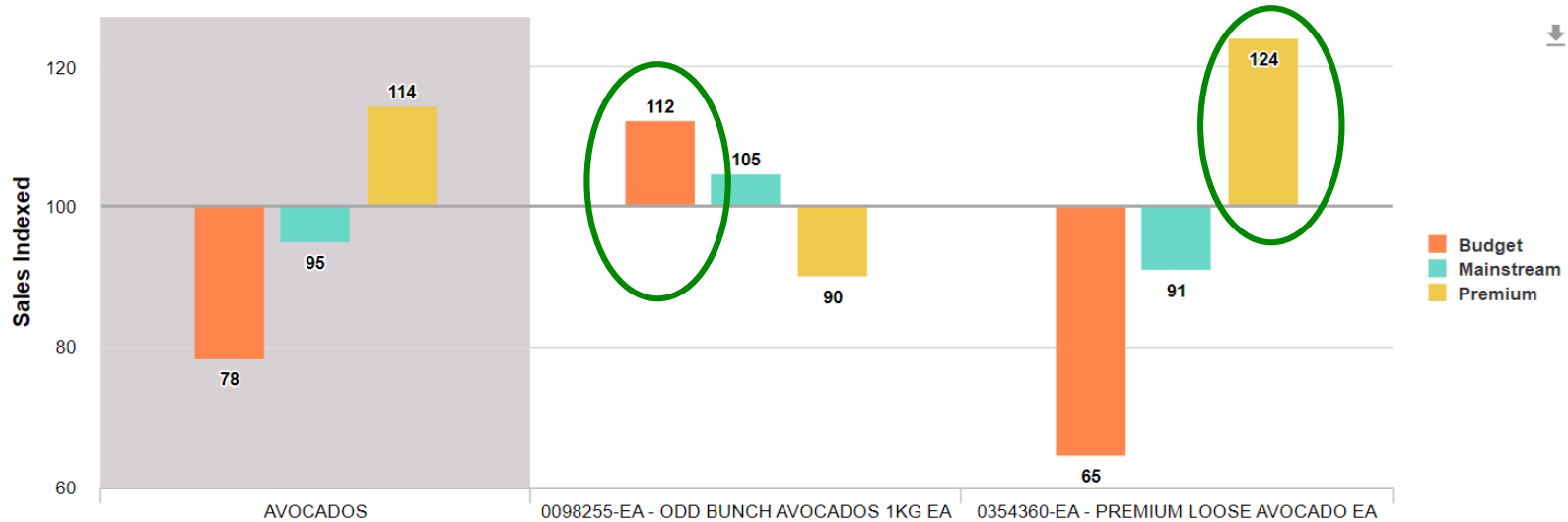
## Merchandising / display

Do not stack more than **1 high** in location and on promotional displays. Display in crates on promotional tables. Do not handle the Avocado's unless grading  
Customers choose their produce shop based on Avocado quality

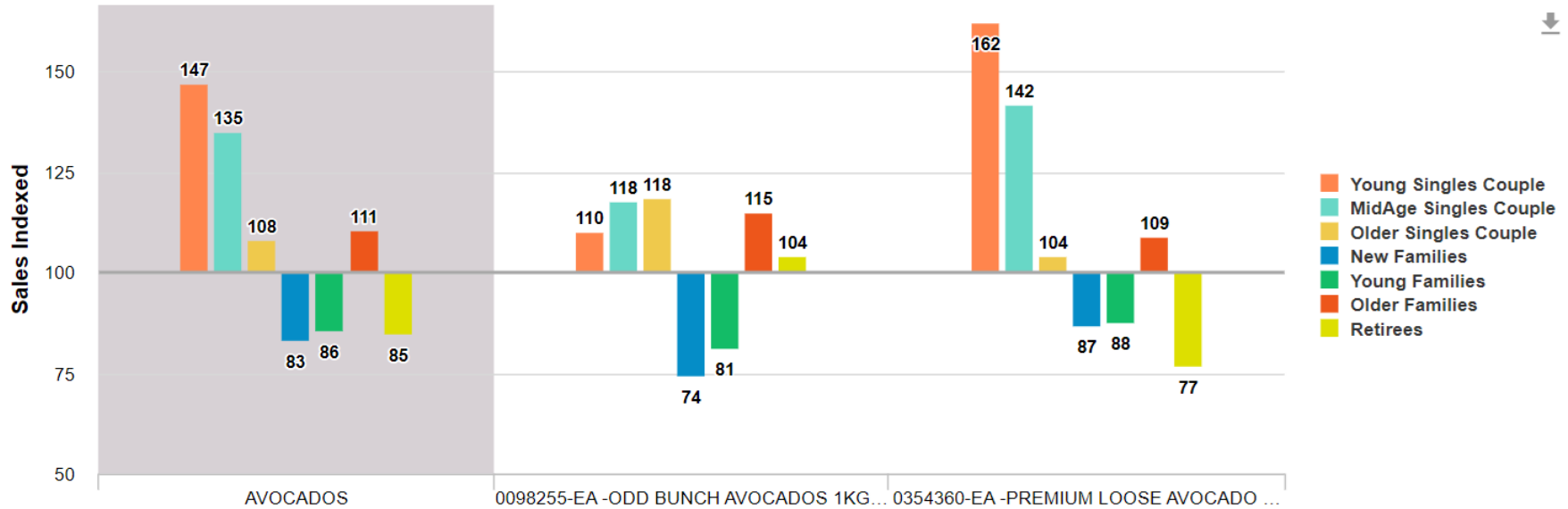


# Who is our customer?

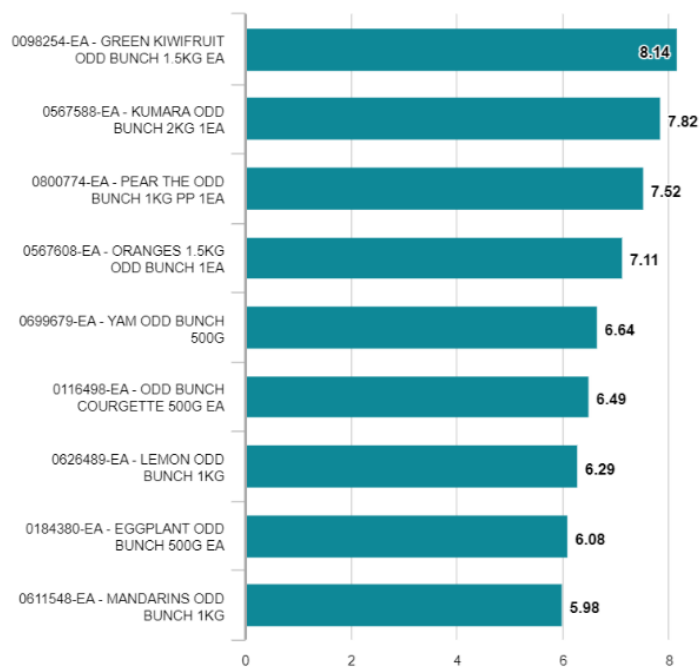
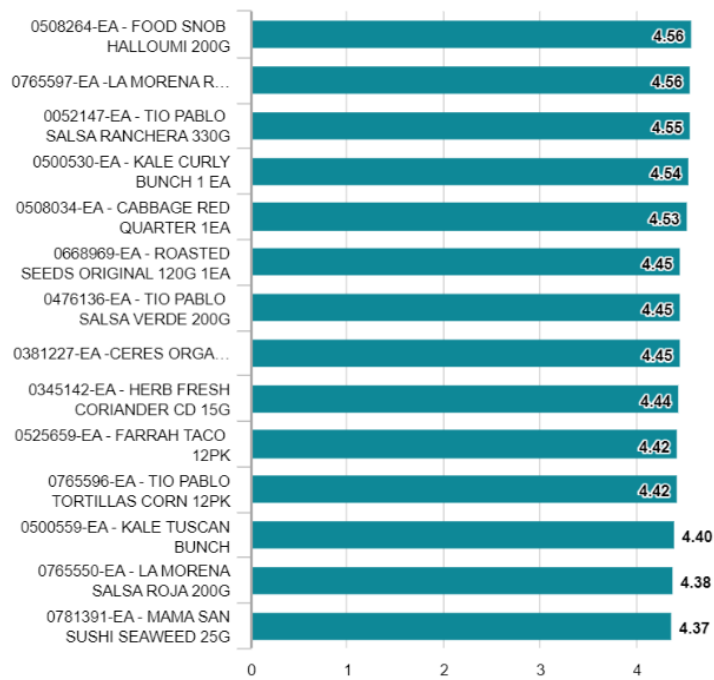
*Product appeal is towards premium customers(vs Produce), but Odd Bunch starters to incrementally appeal to customers not reached by Loose Avocados*



*Young and Mid aged S&C the core customer, but Odd Bunch starts to bring in the older customer vs loose*

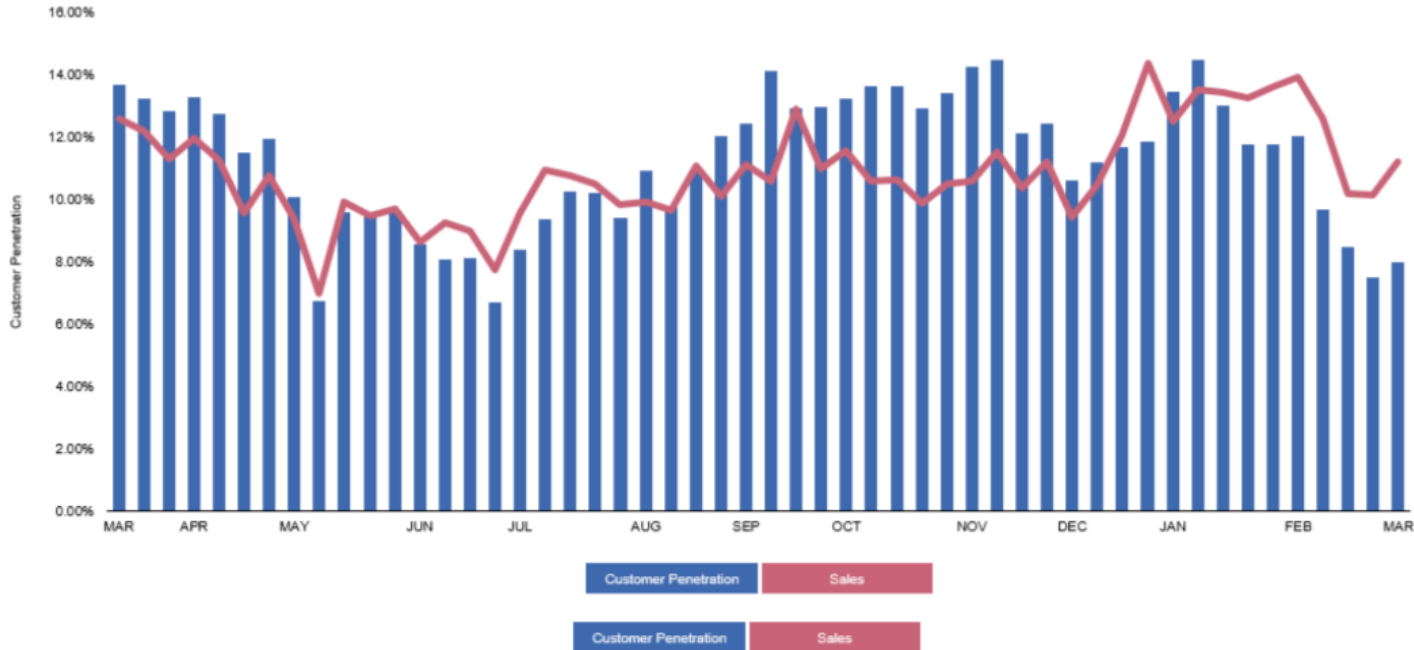


*Loose avocados most commonly bought with Mexican foods, Odd Bunch bought with other Odd Bunch products!*



# How Does demand vary overtime?

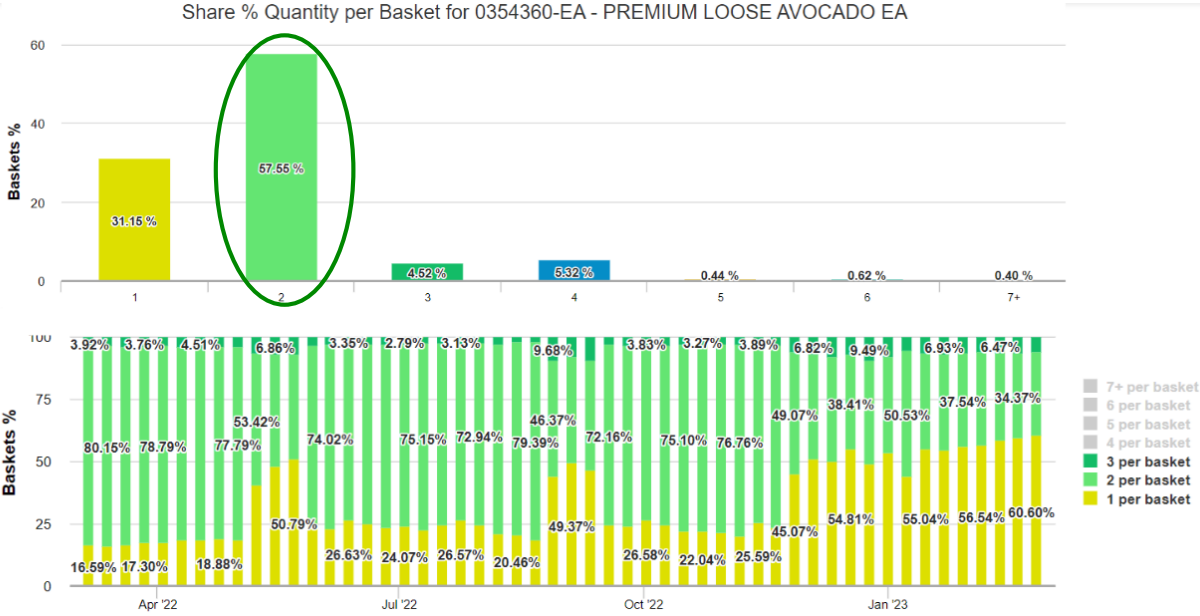
Avocados - Customer Penetration Trend - 52 weeks





# How many avocados do CD customers purchase?

*Most baskets have 2 Avocados, but heavily influenced by season/price*



# Who do we deal with?

## Why Direct to Grower?

- Closer Relationships
- Communication
- Returns
- Long-term focus

## Our Growers/Partners

- Eight Suppliers
- Regional Spread
- In-house Ripening



Questions?