



# Annual Report 2023

New Zealand Avocado  
Growers' Association Inc



New Zealand  
**Avocado**

NZ Avocado Growers' Association Inc.  
NZ Avocado Industry Ltd

# World Avocado Congress highlights

 **1,160**  
Delegates

 **409**  
NZ attendees

 **751** Overseas delegates

 **8** Keynote speakers

 **130**  
Presentations

**16**   
Countries

 **33** Countries represented

 **600** Delegates attended the sold out gala dinner

 **760**  
Delegates

**on**  **18** Buses

**to**  **10**  
Fieldday venues

 **22**  
Exhibitors

 **9**  
Sponsors

 **7**  
Partners

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## Notice of 2023 Annual General Meeting

The 42<sup>nd</sup> Annual General Meeting of the NZ Avocado Growers' Association Inc. will be held at 9.30am on Thursday 24 August, 2023 at Tauranga Yacht Club 90 Keith Allen Drive, Tauranga.

The 2023 Grower Awards will be presented at the AGM.

To register for the Annual General Meeting please visit:  
<https://industry.nzavocado.co.nz/events/>

# Directors and CEO



**Jen Scoular**

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NZ AVOCADO Chief Executive Officer  
WAC NZ Ltd Director  
WAC Committee President



**Linda Flegg**

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NZAGA Chair  
NZAIL Chair



**Daniel Birnie**

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NZAGA Vice Chair  
NZAIL Director



**Dave Flett**

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NZAGA Executive South  
NZAIL Director  
WAC NZ Ltd Director



## John Dawson

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NZAGA Executive North  
NZAIL Director



## Richard Booth

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NZAGA Executive North  
NZAIL Director



## Jim Tarawa

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NZAIL Director  
AVEC



## Henry McIntosh

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NZAIL Director  
AVEC

# Chair's report

Linda Flegg | NZAGA Chair | NZAIL Chair

**It has been an honour to chair the NZAGA Executive and NZAIL Board for three years and vice chair for three years. I have made the decision not to restand for the NZAGA Executive and look forward to welcoming in the new Executive and Board.**

I thank John Dawson and Richard Booth for their service as Executive representatives. Dave Flett will also step down at the upcoming AGM and I thank him for his service.

The industry has been through some very good years and more recently some very tough years but I remain confident that it is well set up to leverage opportunities for avocados from New Zealand in the future.

The Primary Growth Partnership, an investment by the Crown into our industry, finished its 8 year programme in December 2022. The PGP provided much needed investment into activities enabling a strengthening of our systems, our processes, our research and our knowledge. We very much appreciated this investment through the Ministry for Primary Industries.

I have never been more proud than to chair this organisation at the World Avocado Congress. The visibility raised for our sector was incredible and we will benefit from that in the years and decades to come.

The world congress also demonstrated the power of working together, collective discussion and action.

It was a wonderful occasion to chair this industry, observing and supporting the incredible effort put in by our CEO to ensure the congress was a phenomenal success. She inspired and encouraged her team, sponsors, partners and the global community to get behind this event and ensure it was successful in every aspect. She combined her roles as CEO of NZ Avocado, a director of WAC NZ Ltd and President of the World Avocado Congress Committee to leverage every opportunity to put New Zealand and the NZ avocado sector on the world stage.

The congress was an incredible example of team work, taking up every opportunity and taking measured risks but with a very clear direction and outcome documented. As a Board we approved the setting up of a separate limited liability company, WAC NZ Ltd, and I thank independent directors Tania Bui and Bjoern Spreitzer, who alongside Dave Flett and Jen Scoular provided excellent governance to the new entity. A clear plan combined with very strong financial discipline and fearless promoting, enabled the congress to deliver a resounding \$649k profit before tax to our organisation.



That success did highlight to me the importance of positivity, collaboration and collective action. The past few years, with covid, shipping issues, labour shortage, the huge hike in input prices has really challenged us. As your Executive we recognise the need to look after our grower members; we have tried to get down to the basics, and look at what we do, why we do it and whether the set up we have to achieve that is effective, future proofed and efficient. There is still work to do in this area.

I thank Jen for her 12 and a half years of leading NZ Avocado. She has helped take the avocado sector from a cottage industry valued at \$82m in 2011 to a much more significant sector valued at \$234m in 2021. Under her leadership we received significant crown investment from PGP, partnered with the government for biosecurity, developed new systems, gained market access for China and India and developed an amazingly capability, knowledgeable and collaborative team. The development of a strong team has allowed us to appoint Brad Siebert as Acting CEO while a recruitment is undertaken.

As we bid farewell to our CEO Jen Scouler, I was proud to present her, on behalf of the board an award for Outstanding Industry Leadership.

I recognise for the executive and board to work most effectively, the board needs a shared vision, and to support each other to help deliver that vision. I strongly encourage the upcoming executive and board to work together to set a strategy for the industry then positively support NZ Avocado as the industry body to deliver on that strategy.

I saw the world congress actively demonstrate how a shared vision, clear direction and real collaboration can drive success. That is a pretty good case study to follow.

**Linda Flegg**  
NZAGA Chair  
NZAIL Chair

# CEO's report

Jen Scoular | NZ Avocado CEO | WAC NZ Ltd Director | WAC Committee President

**Tough times continue for growers and avocado stakeholders but there are also things to celebrate and look forward to. The weather impacted our yields and the final volume packed in 2022-23 was 6,906k trays, being 3,002k export and 3,903k in the New Zealand market. This is lower than the 8,253k in 2021-22, even with increasing volumes from the new larger growers in Northland.**

With lower volumes, and lower values, we kept costs to a minimum and can report a surplus of \$188k in 2022-23, against a deficit budget of \$138k. The biggest impact was an increased commodity levy from the NZ market, where the value increased more than forecast in the short supply months after Christmas. Overall the value of the New Zealand market was a credible \$58m, demonstrating yet again how important this market is for growers and for our sector. Consumption is at a little over 3.3kg per person per year in New Zealand, a long way behind 4.4kg per person in Australia and between 7-10 in Israel, Chile and Mexico. I was very pleased to see the board support investment in the New Zealand market when they confirmed they would no longer use growers funds for export promotions.

On top of the surplus we are very pleased to share a profit from the World Avocado Congress of \$649k before tax. This profit

arose from a very tight rein on budget, and a much greater number of delegates, mostly from overseas, buying full priced tickets in the 3 months before the congress. Additionally we sold more exhibitions and gained 2 additional sponsors in the last few months. This is testament to the unwavering commitment to make the 10th World Avocado Congress the huge success it was. As CEO, and a board member of WAC NZ Ltd, we agreed that without seed funding, we had to make sure that no funds could be spent until we had corresponding income to pay for that. A heartfelt thank you to my fellow directors of WAC NZ Ltd, Dave Flett, and Tania Bui and Bjoern Spreitzer, both brought in as independent directors.

As I step down as CEO of NZAGA and NZAIL after 12 ½ years I reflect on the industry, on my team and on the future. I am very proud of our achievements, done with wonderful support from a great team, and done across our industry, through some vibrant, high value seasons as well as some pretty tough times.

As a sector we have gone from a cottage industry in 2011, valued at \$82m to \$234m in 2021, developing Asian markets and the NZ market as the highlights. We gained market access to two of the giant consumer markets, India and China, we joined the government biosecurity partnership, GIA, where I chaired the Deed Governance





Group. We were the first primary growth partnership for horticulture, with an ambitious 8 year programme with its final report now approved and available on the website. Our achievements against the primary growth partnership milestones have been excellent, the Crown funding a wonderful boost to allow the growth in industry value. I thank the Ministry for Primary Industries and the great team that support those investments.

I am confident I am leaving the industry body well set up for the future. We have taken government investment to build systems, we have secured excellent market access, we have partnered with the government for biosecurity, we have welcomed the global community into New Zealand and created amazing networks that will support our industry into the future. We have invested in the New Zealand market to grow value and visibility for avocados significantly. Our research team has developed best practice, our benchmarking can measure productivity improvements, we have imported new rootstocks, are developing our sustainability credentials and quality programmes are being developed. We are in a strong financial position and the team is very capable to deliver to growers and the sector going forward.

I have always said the favourite part of my role has been when I am out on the orchard with growers. My thanks to growers I have met, who have hosted us, who have helped provide direction or information, to guide our thinking as we set industry strategy.

Thank you to my chair, Linda Flegg, for her unwavering support. Thank you to the board, and thank you to the amazing team that is NZ Avocado. I wish you all the best as you continue to deliver for growers.

I believe every avocado orchard has a little bit of magic, with the huge dark green glossy leaves and bunches of the wonderful avocado. I will never tire of the amazingness of the nutritious, delicious, decadently creamy New Zealand avocado. I have said in many articles that I wish to retain my title so I will sign off as the Avocado Lady.

**Jen Scoular**

**NZ Avocado** Chief Executive Officer

**WAC NZ Ltd** Director

**WAC Committee** President

# AVEC report

Following on from the 2021-22 season that was judged by many as the toughest season ever exporters were optimistic that prospects for the 2022-23 season were looking better. The brief respite between seasons however had not prepared us for the reality of what was emerging to become the worst cosmetic quality season for the New Zealand industry. Initial export packs in June & July revealed the extent of damage Cyclone Dovi (February 2022) had manifested on cosmetic fruit quality, wind rub the most extreme the industry has seen. The industry was faced with an “escalation event” as exporters confronted declining class 1 volumes and a domestic market swamped with huge volumes of class 2, 3, & process grade during key harvest periods.

In parallel to this the industry was also confronted with:

- continued disruption and unreliability in global shipping and logistics
- higher than average maturity levels
- continued increases of competition from South American origins across the Asian markets and latterly into Australia
- heavy and continuous rainfall through late October to end of December significantly disrupting harvest plans
- export estimates declining from a 4.8m tray forecast to 2.7m trays for the season.

## Shipping and logistics

The challenges in relation to sea-freight shipments, that we had all hoped would subside in time for the 2022-23 season continued – shipping schedule integrity was at zero accuracy and these movements caused significant downstream challenges in terms of coordinating harvest and packing of the fruit.

Exporters worked hard to ensure their key marketing programs avoided supply disruptions or fruit age impaired product. Meeting customer needs was the priority and with the time consumed on dealing with shipping issues some exporters abandoned this transport mode to implement airfreight options. Additionally, many successfully loaded vessels then encountered port congestion on arrival in market further delaying shipments.

## The Australian marketplace

The Australian market was showing good early promise for the 2022-23 season with a reduced domestic crop motivating exporters to prioritise this market over others. The demand for New Zealand fruit in the first half of the season was tempered by the forecasted mid to late season supply window potentially delivering premiums for growers.



Considering our weather, shipping, and packing related challenges exporters were rewarded fairly for disciplined Class 1 programs. Albeit the reality of declining volumes was a subsequent revelation to some, the potential shortfall in small fruit sizes also prompted exporters to seek approval for class 2 to be sold fresh into export markets.

### **The Asian market arena**

Asia offers an excellent opportunity for all avocado producing countries, with large population, and many Asian countries still very low consumers of avocados. South American production, predominantly from Peru, Chile, Mexico and Colombia has significantly increased and those large avocado producers now dominate many Asian markets. The development by Australia of export programmes into Asia, the increasing production in Australia and the opening of market access will create further competition for New Zealand exporters.

Under that environment, New Zealand exporters have continued to strategically support key markets where we can prove an advantage of quality over quantity. Reports of good arrivals and fair values for most of the season were welcomed by growers.

Looking to the future with regards to Asia, exporters are very mindful of the need to invest in these markets to create niche supply situations for avocados from New Zealand. Quality will remain hugely important, requiring best practice across the value chain, good forecasting and analysis of arrivals against growing and supply chain handling.

New Zealand exporters took the opportunity to host a number of their stakeholders, both globally and from New Zealand at the 10th World Avocado Congress in April. Exporters supported the excellent congress, a fantastic opportunity to network, engage and shared the objective to invest in increasing market demand to grow the value of the sector globally.

**Jim Tarawa**  
AVEC Chair  
NZAIL Director

**Henry McIntosh**  
AVEC Representative  
NZAIL Director

# 10<sup>th</sup> World Avocado Congress

The 10<sup>th</sup> World Avocado Congress was an amazing opportunity to raise visibility for the New Zealand avocado sector; to help us all learn, connect and engage, with a collective view to improve the future of our sector. The Congress put New Zealand avocados on the world stage and allowed us to share our kiwi hospitality and values with the global avocado community.

Hosting the 10th World Avocado Congress saw New Zealand welcoming 1,160 delegates from 33 countries to talk passionately about avocados, under one roof, sharing, learning, listening and taking action to grow the global avocado industry.

## What a global blast!

### We think we smashed it!

The Congress facilitated 1,160 delegates from 33 countries to talk passionately about avocados, under one roof, sharing, learning, listening and taking action to grow the global avocado industry.

Eight inspirational key note speakers from five countries, 130 speakers from 16 countries, and a diversity of topics and expertise from the presenters allowed us all to listen and learn and have in depth discussions to –understand what we can do better or differently going forward.

We thank our wonderful sponsors, without whom this congress would not have happened, Mission Produce, Tomra Food, Maf Roda, Darling Group, Radfords, Avoco, Seeka, Agmardt and the Ministry for Primary Industries. Thank you also to our fantastic partners, exhibitors, stakeholders, speakers, International Avocado Committee, industry representatives and avocado community for your support and for attending. We sent 760 delegates off on 18 buses to ten different venues for fielddays. Thanks to the wonderful kiwi hosts that delighted their guests with their passion, their knowledge and their desire to be part of this global event.

The opening ceremony was described as electric, with a formal welcome from Ngati Whatua, a Maori performance group, and addresses from Hon Meka Whaitiri and Jen Scouler as President of the World Avocado Committee.

The atmosphere throughout the congress was phenomenal. Laughter, smiles, hugs, and handshakes ruled every break. New connections, old connections, and engagement across countries, across cultures, between competitors and collaborators alike. We loved hearing the noise levels rise as conversations on business, growing avocados, sustainability,





agritech, the nutritional attributes of avocados, marketing avocados and how we need to utilise this learning going forward.

Our keynote speakers showed us a way forward; Cathy Burns highlighting the trends in produce, from innovative ways to capture carbon, or to grow spinach in air, to use robots and the growing trend of food as medicine.

Brent Clothier shared his expertise on the real challenges of climate change, Eric Imbert highlighted a significant challenge for the sector – global supply is likely to outpace global demand within the next few years unless investment into market demand is undertaken by all producing countries.

Lain Jager shared how wonderfully positioned the fantastically healthy avocado is to provide the much needed plant based protein. In a world obsessed with trendy, nutritionally dense avocados are perfect to meet the needs of vegetarians, vegans and those with low salt or low sugar diets.

Professor Sarah MacLaren shared insights of Life Cycle assessments before the NZ avocado life cycle assessment was presented by Massey University and NZ Avocado. Florence Van Dyke shared her sustainability values having incorporating them very successfully into her company, Chia Sisters.

Francisco Mena spoke on growing avocados in challenging times and Andrew Robson presented on how agritech can support our industry in new ways.

We were very happy to offer delegates brilliant sunshine – except for the beginning of the first fieldday – but nothing was

impacted by a little bit of beautiful New Zealand rain. It was lovely to see delegates spilling in to the Aotea Square and onto the balcony to have lunch to chat to colleagues. Kiwi music played in the square, and at the opening night to add a special kiwi flavour.

Across the theme of Respectful; respect for people, respect for environment, respect for our future, keynotes and presenters acknowledged the very positive steps being taken across the industry and a conclusion from the congress is the need to take back the sustainability narrative, to stop the pull of big media picking the industry to pieces.

The sold out Gala Dinner showcased produce and wine of Aotearoa New Zealand, and again, the comradery of avocado colleagues. It was brilliant fun, so much energy and positive conversation.

The Congress ended with a call to action – where the world avocado congress committee, two representatives from each producing country, shared the stage with the President to confirm their call to action; for all countries to invest in market demand, and to take back the narrative on sustainability. The next meeting at Asia Fruit will discuss how countries are acting on that call to action, and what can be done better collectively.

A vote from delegates very strongly endorsed South Africa as the host for the 2027 World Avocado Congress. We offer huge congratulations to Derek Donkin and the South African industry as they plan the 11th World Avocado Congress in 2027.

# Operational highlights

NZ Avocado undertakes a wide range of projects from nursery through to market to ensure we have a vibrant, productive and enduring industry into the future. Below we outline projects of significance from the 2022-23 season. These include industry systems, biosecurity and sustainability, quality, productivity, New Zealand market and communications.

## Industry systems

### Export marketing strategy

NZ Avocado Industry Ltd, NZAIL, is the recognised product group for the export of avocados, under the Horticulture Prescribed Product (Avocados) order. The sector exports under the Horticulture Export Authority (HEA) Act. This Act requires an export markets strategy, EMS, which sets out the rules for exporting. An annual review of the EMS allows growers, packers, exporters and NZ Avocado to share submissions on changes to the EMS. These submissions are discussed at working group meeting, uploaded to the industry website for feedback and any consequential changes to the EMS are recommended by NZAIL to HEA.

### Industry systems

Industry systems are set up with a focus on facilitating trade, education and the adherence to best practice across the entire supply chain. This is achieved by consulting on, implementing and monitoring the assurance programmes that support fruit quality, food safety, grade standards and market access. The evolution of these systems to accurately and efficiently collect and report data remains essential in easing the burden of compliance and

ensuring these auditable systems continue to be recognised by our government and trading partners. Industry systems rules are included in the EMS.

### Quality standards

The quality manual is an appendix to the EMS, and part of the rules that enable the export of avocados from New Zealand.

Following a repeated call for a robust grade training programme for packhouse grading staff and EMS audit staff, a training resource was developed in 2022-23 and a pilot training programme delivered to Bay of Plenty packhouses. Feedback from this pilot supported further development of training content and identified the optimal number of trainees per session. Grade training will be formally delivered to all packhouses and audit staff in 2023-24.

### Understanding regional spray rules

Changes to Northlands agrichemical spray rules caused concern for growers due to new requirements relating to neighbour notification, risk assessment, buffer zones and what constituted effective shelter. The industry worked with the council and growers to develop further guidance at an applied level to ensure a common understanding on how applicators





could most efficiently meet these new expectations. Further meetings with spray contractors were held in the Bay of Plenty to support upskilling in the areas of risk assessment to meet future requirements across other regions.

### **Annual review of maximum residue limits**

Increased data analysis of the industry residue results was undertaken in 2022-23 to expand the range of data presented for the annual review of the industry agrichemical maximum residue limits (MRL) and associated pre harvest interval (PHI) assessment. The Agrichemical Technical Advisory Group was established to support the assessment of the PHIs. Members were appointed to this group on a skills and experience basis - particularly in the areas of interpreting scientific data. This data also supports MPI market access food safety assurance programmes by meeting the residue data reporting requirements for the renewal of the Indonesia Country Recognition Agreement and informs the work in the Food Assurance Working Group. New Zealand Avocado is represented on both of these working groups.

### **Market access**

The New Zealand avocado industry strategy includes a goal to grow markets at value for increasing volumes of avocados from New Zealand. A strategic objective is to develop markets in Asia, as an increase in Australian grown supply and imports from other countries impact the Australian market over the next five years.

New Zealand enjoys a comparatively low pest status due to its geographic isolation, national surveillance systems, stringent border controls and recognised export

systems. This enviable position allows avocado exporters to access over 30 global markets.

Market access and compliance with market requirements are a key part of market development undertaken by NZ Avocado and the Ministry for Primary Industries (MPI).

Market access assurance systems set by overseas authorities and overseen by MPI, are based on a systems approach. This requires all parts of the supply chain having auditable phytosanitary measures in place. Continued market access relies on compliance to industry systems by growers, packers and exporters.

The sector is seeking support from MPI to begin market access negotiations for Vietnam in 2023. Compliance with AvoGreen and post-harvest phytosanitary measures remains a key focus. This is to ensure these existing industry systems are recognised in official trade agreements versus extraordinary measures being imposed on growers and the export supply chain.

NZ Avocado is an active member of the Plant Market Access Council, PMAC, a collaboration across plant sectors and MPI to support proactive strategies for improved market access.

### **Biosecurity and sustainability**

Strategic partnerships under the Government Industry Agreement (GIA), specifically the Fruit Fly, Brown Marmorated Stink Bug (BMSB) and PlantPass Operational Agreements, are strengthening the industry's understanding of global threats, risk pathways and strategies to prevent, monitor for and respond to exotic pests.



### **High health scheme**

The industry has partnered with Biosecurity New Zealand and other primary industries through the GIA Operational Agreement 'PlantPass'. The industry is also a signatory to the Plant Buyers Accord to incentivise nurseries to become certified under Plant Pass. This certification scheme, which is linked to the industry's High Health Scheme, sets the benchmark for nursery biosecurity and provides further assurance for plant buyers.

### **Life Cycle Assessment**

A Life Cycle Assessment (LCA) for New Zealand grown avocados was completed under the Primary Growth Partnership.

This research measuring our water and carbon footprint is providing evidence-based data to help the industry understand, manage and communicate our environmental performance.

### **Quality**

#### **Avovantage - on-orchard fruit rot minimisation**

The 3-year Avovantage project has now ended. Key findings from this project confirm that copper fungicide applications are effective and that canopy density influences fungal risk. Six or more copper sprays over the year significantly reduced the risk of fruit rot and visual canopy density scores above 60 significantly increased fruit rot risk. Optimal timing of fungicide application remains unclear as fruit rot fungi were isolated at flowering indicating early fungal control may be important. Nitrogen levels in fruit skin correlated with rot risk in the final year of the project but more work is required to translate this to recommended orchard management practice.



## Productivity

### Nutrient removal to inform fertilizer inputs

From both an economic and sustainability perspective, avocado growers should be basing their fertiliser input decisions on science. To calculate the needs of the avocado tree, step one is to measure the amount of nutrients removed with the fruit when it is harvested. Across the 29 orchards recorded, an average of 32.7kg of nitrogen was removed per 10 tonnes of fruit. This measurement of nutrients leaving the orchard is critical when calculating how much fertilizer should be applied to maximize production while minimizing environmental and fruit quality risk. No major regional differences were observed meaning a single table can be used for the whole country. The full report with nutrient removal broken down by region and rootstock is available on the NZ Avocado website under 'Research reports'.

### Extension

A key topic for extension is to share information about the practises being used on orchards that are consistently achieving 15 tonnes per ha, much than the industry average of 11 t/ha. This information is communicated on-orchard at field days and workshops, and through digital and physical resources. 28 in-person and online events hosted 1,720 growers and industry stakeholders in the last year. Orchard performance remains highly variable and surveys have shown that orchards achieving greater than 15t/ha have a higher adherence to best practice. A concerning drop in adherence to best practice by the general grower population has been observed between 2020 and 2022. Clear communication of best practice highlighting costs and expected outcomes remains a focus of extension in order for growers to make informed choices about their orchard management.

### **Importation of new rootstocks**

Five rootstocks have been imported for enhanced yield efficiency, disease and salinity resistance. Rootstocks are from leading plant selection programmes in California and Israel. The rootstock material will remain in quarantine facilities for at least 12 months where they will undergo regular pest and disease monitoring. Testing and management is on-track for these trees to be released from quarantine by May 2024.

### **New Zealand market**

The avocado sector experienced a challenging season in 2022-23, marked by adverse weather and transport conditions affecting production and supply. To improve communication, forecasting and market intel, NZ Avocado is actively engaged with participants packing and marketing avocados in the New Zealand market. Despite the challenges, the value of the NZ market for fresh avocados in 2022-23 was \$52m based on the commodity levies collected. This is down from the high of \$62m in 2021.

### **New Zealand market group**

The New Zealand market group is set up to develop and build relationships, enabling support for the growth of value of the New Zealand avocado market. In 2022-23 a focus was on three things; improved forecasting to bring in similar disciplines as applicable to export, ensuring better representation and understanding consumers.

### **Events**

The industry took advantage of the large-scale sporting event, the Auckland Marathon, to showcase New Zealand avocados. As a sponsor with a NZ Avocado tent giving away avocados on toast, we promoted the nutritional benefits of avocados as a healthy and natural energy source. Engaging with athletes and spectators alike, the message that avocados are an essential part of an active and balanced lifestyle was very well shared.

### **Social media**

Recognising the power of social media in reaching a wider audience, we partnered with influential individuals in the digital space, creating engaging content that highlighted delicious and innovative uses of avocados. The influencers shared recipes, tips, and personal anecdotes, emphasizing the versatility and nutritional value of avocados. The goal was to inspire consumers to incorporate avocados into their daily lives and encourage consumption.

Looking ahead, NZ Avocado will commit to engaging, proactive initiatives to further develop, support and grow value in the New Zealand market.



## Communications

Communication is a core business function fundamental across a grower owned organisation, and essential to ensure those grower members are well informed.

### **Communications with grower members**

NZ Avocado is committed to ensuring growers are informed and educated about best practice, research, industry standards and developments. In the 2022-23 year, both print and digital media channels were used to engage with growers. Avconnect the fortnightly newsletter ensured timely information was shared. Three avoscene magazines were published with 7200 copies distributed. The Facebook page allows grower members to exchange information about growing avocados.

### **Engagement and events**

Events are key opportunities to meet and connect with industry stakeholders. Twenty-eight events were hosted by NZ Avocado between May 2022 and April 2023. Both in-person and online events were

held to ensure that information could be evenly distributed across all stakeholder groups. 1,720 growers and stakeholders attended in-person and online events which included field days, workshops, the Annual General Meeting, grower forums, and online speaker events. The Industry day allowed NZ Avocado to connect directly with stakeholders, government officials, and the wider horticulture industry. Connecting with decision makers is essential to ensure NZ Avocado can lobby and liaise for the good of our growers.

### **Communications with external stakeholders**

Ensuring those making decisions that impact our sector requires visibility and engagement with those outside our immediate industry. Key messages are about how the industry benefits NZ economically, environmentally, and socially. This was an extraordinary year, with huge media attention around the World Avocado Congress. Regular updates were leveraged via digital platforms LinkedIn and X (formerly Twitter).

## Industry engagement snapshot

 **7,200** Avoscene magazines delivered

 **80,000** sessions on the NZ Avocado industry website

 **186,000** website interactions

 **481** members of the NZAGA **Facebook** community

 **950** followers on the NZ Avocado **LinkedIn** page

 **2,133** followers on the NZ Avocado **X** page (formerly twitter)

 **1,720** growers and stakeholders attended in-person and online events including field days, workshops, AGM, grower forums and online speaker events.

 **48** Avoconnects sent across the year to

 **2,150** stakeholders

# Industry statistics

## Industry value to New Zealand – (000's)

Year	Export fresh	NZ fresh	Export processed	NZ processed	Total value
2022-23	\$61,496	\$55,978	\$2,858	\$2,063	\$122,395
2021-22	\$61,867	\$57,001	\$27	\$2,024	\$120,919
2020-21	\$167,863	\$60,212	\$2,594	\$2,949	\$233,619
2019-20	\$99,167	\$50,605	\$1,634	\$2,648	\$154,054
2018-19	\$85,528	\$54,537	\$2,004	\$2,073	\$144,142
2017-18	\$104,675	\$44,270	\$1,937	\$1,234	\$152,115
2016-17	\$155,545	\$40,280	\$1,362	\$3,157	\$200,345
2015-16	\$91,421	\$40,406	\$1,510	\$570	\$133,907
2014-15	\$101,329	\$30,520	\$1,436	\$1,330	\$134,614
2013-14	\$102,859	\$33,027	\$0	\$0	\$135,886
2012-13	\$31,667	\$28,723	-	\$59	\$60,448

**Export** – free on board value at NZ border.

**New Zealand** – value at First Point of Sale.

## Market destinations for fresh avocado – 5.5kg trays (volume in 000's)

Year	NZ	Aus	China	Hong Kong	India	Japan	Korea	Sing	Taiw	Thai	Other	Industry volume fresh
2022-23	3,088	1,953	39	183	51	30	78	55	99	135	32	5,743
2021-22	3,529	2,296	191	315	89	28	438	133	144	226	369	7,443
2020-21	2,526	4,256	18	-	22	0	43	72	88	226	86	7,337
2019-20	2,735	2,739	48	-	31	97	165	101	98	281	57	6,352
2018-19	2,264	2,339	28	-	15	94	207	63	60	148	23	5,243
2017-18	1,547	1,783	-	-	15	85	146	52	31	102	20	3,782
2016-17	2,191	3,963	-	-	11	281	171	128	30	112	37	6,923
2015-16	1,234	2,116	-	-	7	128	68	106	9	96	22	3,785
2014-15	1,878	3,199	-	-	4	310	80	178	9	80	628	6,365
2013-14	1,281	2,807	-	-	0	125	45	88	-	45	27	4,418
2012-13	1,191	954	-	-	-	116	35	93	-	3	16	2,408

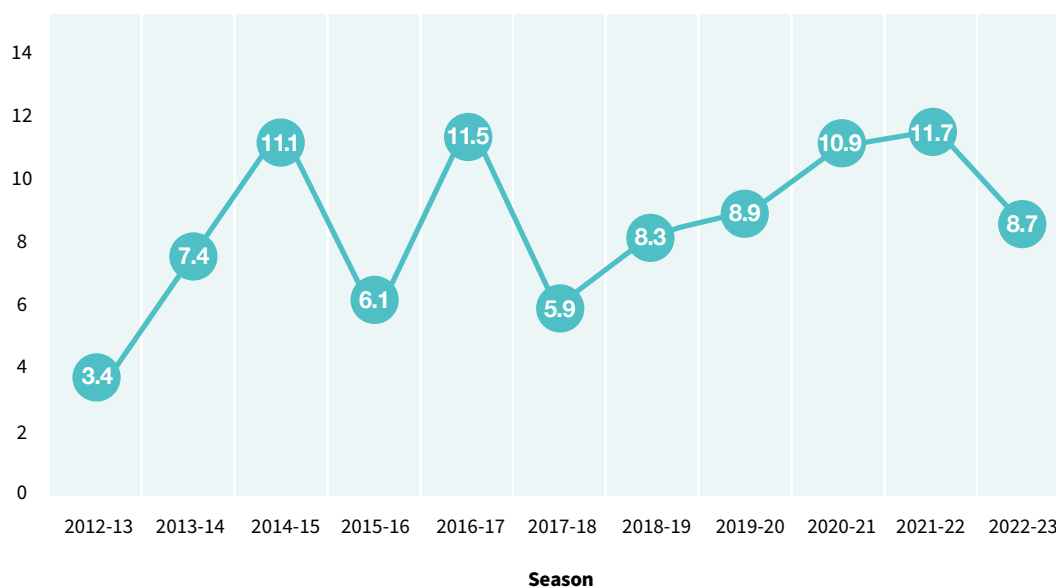


### Industry volume – in 5.5kg trays (volume in 000's)

Year	Export fresh	New Zealand market	Export processed	New Zealand processed	Total	Total Tonnes	Registered Growers
2022-23	2,655	3,088	347	815	6,906	37,983	1,038
2021-22	3,914	3,529	11	800	8,253	45,392	1,039
2020-21	4,811	2,526	230	670	8,237	45,304	1,053
2019-20	3,617	2,735	151	602	7,105	39,078	1,034
2018-19	2,979	2,264	178	292	5,713	31,424	969
2017-18	2,235	1,547	154	174	4,110	22,608	887
2016-17	4,732	2,191	174	789	7,886	43,375	1,041
2015-16	2,551	1,234	173	207	4,165	22,906	889
2014-15	4,488	1,878	261	483	7,110	39,103	1,109
2013-14	3,137	1,281	-	479	4,897	26,933	769
2012-13	1,217	1,191	-	160	2,568	14,125	534

2015-16, is the first season that we started charging levies on Export PRC & C2 grade fruit so it had to be recored & reported seperatly.  
 2014-15, is the first season that we recored Export PRC & C2 grade fruit seperatly. However reporting had them totaled together.  
 Prior to this, we only caputred processing grade as a complete total.

### Average industry yield – in tonnes per hectare



## National orchard gate return OGR – In \$m and per hectare

Year	Industry OGR	Average orchard OGR/ha	Excellent grower 25 tonnes/ha OGR/ha	Total hectares
2022-23	\$87	\$17,720	\$57,290	4,912
2021-22	\$79	\$18,130	\$43,439	4,350
2020-21	\$174	\$42,091	\$96,266	4,145
2019-20	\$101	\$25,734	\$64,815	3,937
2018-19	\$107	\$45,968	\$85,165	3,795
2017-18	\$121	\$26,393	\$133,620	3,839
2016-17	\$147	\$38,886	\$84,883	3,787
2015-16	\$93	\$24,757	\$101,270	3,748
2014-15	\$87	\$24,807	\$55,684	3,511
2013-14	\$76	\$20,721	\$70,417	3,661
2012-13	\$20	\$4,868	\$36,009	4,179

## Regional analysis – export volume packed and producing hectares – Volume in 5.5kg trays (000's)

Region	2022-23		2021-22		2020-21		2019-20	
	Vol	Hect	Vol	Hect	Vol	Hect	Vol	Hect
Far North	725	1,125	592	957	764	866	717	548
Mid North	493	895	757	921	1,072	810	494	833
Bay of Plenty	1,150	2,514	2,916	2,214	2,835	2,198	2,322	2,294
Rest of NZ	207	378	135	258	140	271	85	262
<b>Total</b>	<b>2,575</b>	<b>4,912</b>	<b>4,400</b>	<b>4,350</b>	<b>4,811</b>	<b>4,145</b>	<b>3,617</b>	<b>3,937</b>

### 2022-23 Registered exporters

Freshmax, a division of VF Direct (NZ) Ltd  
 JP Exports Ltd  
 Darling Group Marketing Limited  
 Kiwicado Exports Ltd  
 Pole to Pole Exports Ltd  
 Primor Produce Ltd  
 Seeka Limited  
 Southern Produce Ltd  
 Turners & Growers Fresh Ltd  
 NZ Avocado Collective Ltd  
 The Nutritious Kiwifruit Company Limited  
 Fresh Solutions Group NZ Ltd  
 South Seas Exports

### 2022-23 Registered packers

Apata Ltd  
 DMS Progrowers Ltd  
 Eastpack – Marshall Road  
 Far North Packers  
 Golden Mile Fruitpackers  
 Just Avocados Ltd  
 Natural Touch Ltd  
 NZ Kiwifruit 2021 Ltd  
 Seeka Ltd – Katikati  
 Seeka Ltd – Kerikeri  
 Trevelyan Pack & Cool Limited  
 Southern Paprika Limited



# Summary financial statements

NZ Avocado Growers' Association Inc.  
For the year ended 30 April 2023

## SUMMARY PERFORMANCE BY ENTITY

	Group	NZAGA	NZAIL	WAC	Group	NZAGA	NZAIL
	2023	2023	2023	2023	2022	2022	2022
<b>Income</b>							
Avoscene	43,137	-	43,137	-	36,718	-	36,718
Commodity Levy – Export	988,102	988,102	-	-	581,681	581,681	-
Commodity Levy – Promotions	-	-	-	-	775,608	775,608	-
Commodity levies – NZ	1,335,498	1,335,498	-	-	1,427,945	1,427,945	-
Export Marketing Systems Fee	545,682	-	545,682	-	775,599	-	775,599
Exporter Market Access Levy	28,231	-	28,231	-	-	-	-
Interest Received	57,391	49,244	8,148	-	8,063	5,488	2,575
PGP Extension Revenue	338,740	-	338,740	-	191,558	-	191,558
Royalties	16,152	16,152	-	-	66,261	66,261	-
Registrations	272,658	6,260	266,399	-	302,021	11,512	290,509
Sundry income	141,053	9,000	132,053	-	6,803	-	6,803
WAC income	2,193,505	-	-	2,193,505	-	-	-
NZAIL management fee	1,569,229	-	1,569,229	-	2,721,779	-	2,721,779
WAC management fee	649,346	-	649,346	-	-	-	-
<b>Total income</b>	<b>8,178,725</b>	<b>2,404,255</b>	<b>3,580,965</b>	<b>2,193,505</b>	<b>6,894,036</b>	<b>2,868,493</b>	<b>4,025,542</b>
<b>Expenses</b>							
Communications	129,876	-	129,876	-	135,038	-	135,038
Depreciation & amortisation	139,151	70,927	68,224	-	217,332	124,713	92,618
Export management & systems	697,408	-	697,408	-	855,492	-	855,492
Governance	197,483	167,691	29,792	-	241,176	207,927	33,249
Overheads	233,260	187	233,073	-	256,378	-	256,378
PGP expense	264,178	-	264,178	-	371,375	-	371,375
PGP salary expense	180,000	-	180,000	-	216,956	-	216,956
Promotions & market development	397,451	-	397,451	-	651,114	-	651,114
Research	38,498	-	38,498	-	117,126	-	117,126
Salaries	1,301,724	-	1,301,724	-	1,296,196	-	1,296,196
WAC expenses	1,544,159	-	-	1,544,159	-	-	-
NZAIL management fee	1,569,229	1,569,229	-	-	2,721,779	2,721,779	-
WAC management fee	649,346	-	-	649,346	-	-	-
<b>Total Expenses</b>	<b>7,341,765</b>	<b>1,808,034</b>	<b>3,340,225</b>	<b>2,193,505</b>	<b>7,079,961</b>	<b>3,054,419</b>	<b>4,025,543</b>
<b>Operating surplus</b>	<b>836,961</b>	<b>596,221</b>	<b>240,740</b>	<b>-</b>	<b>(185,925)</b>	<b>(185,925)</b>	<b>-</b>

## SUMMARY PERFORMANCE – WORLD AVOCADO CONGRESS NZ LIMITED

	2023	2022
<b>Income</b>		
Sponsorship & partnership	669,633	115,783
Registrations – NZ	311,050	-
Registrations – international	909,090	-
Event income	303,732	-
<b>Total Trading Income</b>	<b>2,193,505</b>	<b>115,783</b>
<b>Expenses</b>		
Planning & implementation	423,800	5,729
Venue and programme	1,120,359	110,054
<b>Total Expenses</b>	<b>1,544,159</b>	<b>115,783</b>
<b>Operating surplus</b>	<b>649,346</b>	<b>-</b>

## STATEMENT OF COMPREHENSIVE INCOME

	Group 2023	Group 2022	Group 2021
<b>Income</b>			
Avoscene	43,137	36,718	51,277
Biosecurity Levy	-	-	1,483
Commodity Levy (Export)	988,102	581,681	753,226
Commodity Levy (Promotions)	-	775,608	597,420
Commodity levies – NZ	1,335,498	1,427,945	1,413,590
Export Marketing Systems Fee	545,682	775,599	1,220,999
Exporter Market Access Levy	28,231	-	50,177
Interest Received	57,391	8,063	20,895
PGP Extension Revenue	338,740	191,558	270,458
Royalties	16,152	66,261	78,533
Registrations	272,658	302,021	323,190
Sundry income	141,053	6,803	13,776
World Avocado Congress Income	2,193,505	-	-
<b>Total Income</b>	<b>5,960,150</b>	<b>4,172,257</b>	<b>4,795,023</b>
<b>Expenses</b>			
Communications	129,876	135,038	130,856
Depreciation & amortisation	139,151	217,332	305,548
Export management & systems	697,408	855,492	1,005,354
Governance	197,483	241,176	280,005
Overheads	233,260	256,298	364,511
PGP expense	264,178	371,375	454,598
PGP salary expense	180,000	216,956	162,455
Promotions & market development	397,451	651,114	699,937
Research	38,498	117,126	87,974
Salaries	1,301,724	1,296,196	1,242,606
World Avocado Congress expenses	1,544,159	-	-
<b>Total expenses</b>	<b>5,123,189</b>	<b>4,358,102</b>	<b>4,733,843</b>
<b>Surplus</b>	<b>836,961</b>	<b>(185,845)</b>	<b>61,181</b>

## STATEMENT OF MOVEMENTS IN EQUITY AND FINANCIAL POSITION

	Group 2023	Group 2022	Group 2021
<b>Statement of movement in equity</b>			
Equity at beginning of the year	2,931,528	3,117,374	3,056,193
Total comprehensive surplus / (deficit)	836,961	(185,845)	61,181
<b>Equity at end of year</b>	<b>3,768,489</b>	<b>2,931,528</b>	<b>3,117,374</b>
<b>Statement of financial position</b>			
<b>Equity</b>			
<b>Current assets</b>			
Cash and bank balances	3,348,976	2,866,139	3,814,467
Accounts receivable	746,974	510,212	727,769
	<b>4,095,950</b>	<b>3,376,351</b>	<b>4,542,236</b>
<b>Current assets</b>			
Intangible assets	160,625	230,670	384,399
Property, plant and equipment	90,045	48,225	65,160
	<b>250,670</b>	<b>278,895</b>	<b>449,559</b>
	<b>4,346,620</b>	<b>3,655,246</b>	<b>4,991,795</b>
<b>Current liabilities</b>			
Accounts payable & income received in advance	643,818	722,427	1,769,153
GST payable	(65,687)	1,291	105,268
<b>Total Current liabilities</b>	<b>578,131</b>	<b>723,718</b>	<b>1,874,421</b>
<b>Net Assets</b>	<b>3,768,489</b>	<b>2,931,528</b>	<b>3,117,374</b>

# Notes to summary financial statements

For the year ended 30 April 2023

The summary financial statements presented are for New Zealand Avocado Growers' Association Incorporated (NZAGA) group which includes the wholly owned subsidiary New Zealand Avocado Industry Limited (NZAIL), and World Avocado Congress NZ Ltd (WAC).

NZAGA is a not for profit incorporated society registered under the Incorporated Societies Act 1908. The objectives of NZAGA are to provide a governing body to represent the interests of, and undertake activities that benefits avocado growers in New Zealand.

In 2021 NZAIL set up a new entity, World Avocado Congress NZ Ltd to record the financial activity associated with hosting the 10th World Avocado Congress in New Zealand. WAC is 100% owned by NZAIL, itself 100% owned by NZAGA. As set out in the Intercompany Management Policy any surplus or deficit from WAC will be transferred to NZAIL by way of a management fee. The activities to plan, implement and deliver the Congress were undertaken by NZ Avocado staff.

These special purpose financial statements were authorised for use in August 2023. The disclosures in the summary financial statements have been extracted from the full special purpose financial statements. The Financial Reporting Act 2013 requires NZAGA Group to prepare special purpose financial reports. These reports meet the requirements set out by the Tax Administration (Financial Accounts) Order 2014. The full special purpose financial statements are available on the industry website [www.industry.nzavocado.co.nz](http://www.industry.nzavocado.co.nz)

The NZAGA Group operates under the Commodity Levies (Avocados) Order 2019, and the Horticulture Export Authority (HEA) Act. The Commodities Levy Order gives NZAGA the statutory right to levy all New Zealand avocados exported, on a per tray basis, and levy all avocados sold in New Zealand as fresh fruit at the first point of sale. The Group also receives other income derived from Crown investment, services and fees.

NZAIL is the recognised product group under the Horticulture Export Authority Act 1987 to manage exporting of New Zealand avocados. NZAIL is required to have an Export Marketing Strategy, EMS, under which NZAIL charges an export systems fee and registration fees.

The NZAGA Group in return provides services to growers, packers and marketers in the form of research and development, market access, biosecurity, export systems including quality management and assurance, promotion of avocados and of the industry, data analysis, grower education, communication and information, and administration and governance of the Group.

NZ Avocado Industry Limited undertakes services for the N.Z. Growers' Association Incorporated to deliver on the objectives of the industry strategy and annual business plan. NZAIL charges a management fee to deliver these objectives. This management fee is charged in accordance to the Intercompany Management Policy.

NZAIL partnered with the Ministry for Primary Industries, MPI under a Primary Growth Partnership, PGP, a five year programme from 2014 and was extended in 2019, as a PGP extension, until December 2022. MPI contributed to activity under both the PGP and PGP extension. This programme of work has now been completed.

## NZ Avocado staff as at 30 April 2023

### **Jen Scoular**

Chief Executive Officer

### **Brad Siebert**

Deputy CEO

### **Genevieve Whitson**

Corporate services associate

### **Rebecca Wadey**

Finance Associate

### **Glenys Parton**

Industry systems manager

### **Catherine Wilks**

Industry systems associate

### **Phillip West**

Research manager

### **Miguel Tapia**

Research associate

### **Robert Gatward**

Business accountant

### **Matthew Ball**

Market & comms manager

### **Rose Fallow**

Marketing comms associate

# Independent auditors report

## To the members of NZ Avocado Growers' Association Incorporated and group

### Report on the audit of the consolidated financial statements

#### Opinion

We have audited the consolidated special purpose financial statements of N.Z Avocado Growers' Association Incorporated and its subsidiaries, NZ Avocado Industry Limited and World Avocado Congress NZ Limited (together, "the Group"), which comprise the consolidated statement of financial position as at 30 April 2023, and the consolidated statement of financial performance and consolidated statement of movements in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying consolidated special purpose financial statements of the Group are prepared, in all material respects, in accordance with the accounting policies specified in the statement of accounting policies.

#### Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) ("ISAs (NZ)"). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Group in accordance with Professional and Ethical Standard 1 (Revised) *Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, the Group.

#### Emphasis of Matter – Basis of Accounting and Restriction on Distribution and Use

We draw attention to the statement of accounting policies to the consolidated special purpose financial statements, which describes the basis of accounting. The consolidated special purpose financial statements are prepared solely for the Group's members. As a result, the consolidated special purpose financial statements may not be suitable for another purpose. Our report is intended solely for the members and should not be distributed to or used by parties other than the Group or the Group members. Our opinion is not modified in respect of this matter.

#### Other Information

The Executive committee are responsible for the other information. The other information obtained at the date of this auditor's report is information contained in the annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### Executive committee's Responsibilities for the Financial Statements

The Executive committee is responsible for the preparation of the consolidated special purpose financial statements in accordance with the accounting policies and for such internal control as the Executive committee determines is necessary to enable the preparation of consolidated special purpose financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated special purpose financial statements, the Executive committee are responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the Executive committee either intend to liquidate or to cease operations, or have no realistic alternative but to do so.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the consolidated special purpose financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of these consolidated special purpose financial statements.

As part of an audit in accordance with ISAs (NZ), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated special purpose financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Executive committee.
- Conclude on the appropriateness of the use of the going concern basis of accounting by the Executive committee and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated special purpose financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.

We communicate with the Executive committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### **Who we Report to**

This report is made solely to the Group members. Our audit work has been undertaken so that we might state those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Group and the Group members for our audit work, for this report or for the opinions we have formed.



BDO Tauranga  
Tauranga  
New Zealand  
15 August 2023





# NZAGA & NZAIL

## Interests Register

Last Updated: April 2023

Director	Interest	Involvement description	Affiliations
<b>BIRNIE Daniel</b>	Trevelyan's Pack and Cool Bayfarms Cricklewood Partnership	Employee Director Owner	Pack house: Trevelyan's Pack and Cool Exporter: Avoco
<b>BOOTH Richard</b>	R&S Booth Trust R&S Booth Partnership Puketitoti Farm Ltd	Trustee & Beneficiary Partner Director & shareholder	Packhouse: Golden Mile Exporter: Avoco
<b>DAWSON John</b>	Fresha Avocados Ltd Avoserve Ltd Coo'ee New Zealand Ltd	Director & shareholder Director & shareholder Director & shareholder	Packhouse: Natural Touch Ltd Exporter: Darling Group
<b>FLEGG Linda</b>	Morris Moore Farms Ltd Kingsmill Engineering Ltd	Director & shareholder Director	Packhouse: Kauripak Exporter: Avoco
<b>FLETT Dave</b>	Jeda Holdings Limited WAC NZ Ltd	Director & shareholder Director	
<b>MCINTOSH Henry</b>	Southern Produce Ltd	Employee	Exporter: Avoco
<b>TARAWA Jim</b>	Freshmax Whitehawk Holdings Kahu Korako Trust	Employee Director & share-holder Trustee	Packhouse: Eastpack Exporter: Freshmax
Staff	Interest	Involvement description	Affiliations
<b>SCOULAR Jen</b>	World Avocado Congress Committee World Avocado Congress NZ Ltd GIA Operations Ltd International Fresh Produce Assn	President Director Director Director	

# Notes

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New Zealand



**New Zealand  
Avocado**

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NZ Avocado Industry Ltd