

Bay avocado demand rises

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Western Bay of Plenty avocado growers are reaping the benefits from an increase in avocado demand in Japan.

Japan's largest importer of avocados, Union Company Ltd, is reporting a boost in the number of avocados being sourced from New Zealand.



Australia is currently New Zealand's biggest export market but increased avocado production there, and in New Zealand, has forced orchardists to look for new overseas buyers.

Japan's demand for avocados started to increase about six years ago, following a television promotion which highlighted the fruit's health and nutritional benefits.

Avocados are not considered a luxury item in Japan, but Japanese consumers prefer a smaller fruit size than New Zealanders.

New Zealand avocado quality is considered the best available in September and October and the transit times to Japan are only two weeks, compared with four weeks from South America.