

NZ avocado growers to spend \$250,000 on Aussie marketing

They might be bitter rivals on the rugby field, but Australian and New Zealand avocado growers tackle their problems together. With annual avocado production worldwide forecast to grow by over half a million tonnes in the next three year, growers on both sides of the Tasman realise they need to work together to remain viable. Australian and New Zealand growers will re-sign a unique Memorandum of Understanding which sees them share research and crop information, while working on joint marketing.

Two men signing the important document are Henry Kwaczynski, the chairman of Avocados Australia, and John Schnackenberg, the chairman of the New Zealand Avocado Growers Association.

Mr Schnackenberg says this year his industry will spend 20 cents from each tray it exports to Australia on marketing and promotions. But it won't be using its own campaigns - New Zealand's money will be spent on marketing and promotions developed by the Australian industry. They'll end up spending around \$250,000 in the next nine months. He says it will be good to keep avocado promotions going through the year. Of the 2.6 million trays produced in New Zealand this year, up to 1.5 million will be exported to Australia. Source: ABC