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World Avocado Congress opens in Auckland

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New Zealandâ??s avocado industry represents a bright future for the sector, says Meka Whaitiri Associate Minister of Agriculture Minister.

Speaking at the opening of the World Avocado Congress in Auckland, Minister Whaitiri acknowledged the resilience of local growers, despite recent challenging weather events.

The four-yearly congress is the largest global event for the avocado industry, with over 800 delegates from 28 different countries registered to attend. This makes the 2023 Congress the largest horticultural event New Zealand will have hosted in the last four years.

The Congress brings together growers, scientists, researchers, marketers, retailers, tech innovators, and investors from 32 countries around the world. This includes around 200 avocado delegates from Mexico, 80 from the United States, 130 from Australia and nearly 50 from South Africa.

Congress delegates will spend two days visiting avocado operations in Glenbrook, Tapora, Whangarei and the Bay of Plenty to see innovation in the New Zealand avocado industry.

The Government continues to support the avocado sector through the work of the Ministry for Primary Industries, and partnering with the avocado sector on the $11.4 million New Zealand Avocados Go Global programme.

This delivered best practices across the value chain and boosted capability and productivity to ensure consumers have access to Aotearoa New Zealandâ??s premium avocados.

NZ Avocados Go Global has enabled the avocado industry to pivot its supply into alternative markets such as Asia. The work undertaken to open new markets and maintain existing Asian markets has helped boost the industryâ??s resilience. Export volumes to Asia more than doubled from last season to reach $32.9 million in value (around 42 per cent of export revenue for 2021/22).

â??I also want to acknowledge the innovation of the Tiaki Promise in the context of this industry,â? said Meka Whaitiri.

â??Tiaki means caring for people and place â?? now and for future generations. Our New Zealand avocado industry demonstrates tiaki through its focus on economic and environmental sustainability, and a commitment to the people working in the industry,â?• said Meka Whaitiri.