

APATA AVOCADO UPDATE

October 2008

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Advantage 2008 Delivers Latest Technical and Market Information



Key note speaker Dr John Bower

Advantage 2008 certainly lived up to its name with over 80 growers and industry representatives attending the conference and workshops to hear the latest in avocado technical and market information.

We have had some great feedback so far from growers and sponsors. The presentations provided a fantastic insight into the avocado industry both in New Zealand, and around the world. The camaraderie enjoyed by our growers is quite unique in the industry, and it was great opportunity for our Apata team to catch-up with our growers at the formal dinner and the golf tournament and orchard tours.



Over 80 growers and industry representatives got to hear first hand the latest in technical and market information


To request a copy of the presentations please email cassandra@apata.co.nz or call 07 552 0535.

Harvest – Market Flow Plan: Bevan Bayne

As we get up to speed with our export harvest, multiple decisions are made daily throughout our supply chain. This includes choices that are made about fruit profile, harvest capacity, packhouse capacity, shipping programmes and market demand planning.

We are convinced that by sticking to the Apata - Primor supply chain plan we will return the best result for you, our growers. This confidence is based upon returning the industry leading OGR results in 2007/08 and sticking to the programme.

Our absolute focus is to again provide leading returns and to achieve this it is vital that we manage and supply the right profile of fruit through out the season



After recent conversations with John Carroll at Primor over supplying at the wrong time or picking un-required fruit sizes, it has become very clear that this is detrimental to our combined goals of getting the best overall return. While at times this may not fit your individual harvest plans we ask for your patience, commitment and support to help us achieve the best result for your avocado export pools.

I look forward to seeing many of you through the season and through our field team and publications keeping you up-to date with our progress on your behalf.

Post-Harvest Reports Due Out

From this week growers will start to receive their post-harvest report for the 2007/08 avocado season.

In response to grower feedback we have introduced some improvements to your post-harvest report. These changes are part of an ongoing improvement programme for Apata communications, so we welcome your feedback or suggestions.

Historical Total Trays Packed

You can now see how many packed trays your orchard produced for previous years. It also shows a forecast for this year, and the following year.

OGR Ranking

You can now see how your orchard ranks out of our total growers in terms of OGR. Please note that this section shows total growers who provided **BOTH** export and local market avocados.

If you have any questions about your post-harvest report, please contact your Apata Grower Services Representative:

Peter Myson – 027 200 9950

Niko Tahau – 027 226 5489

Steve Brown – 027 200 9954

Alternatively contact the Grower Services Office on 07 552 0512 or email csadmin@apata.co.nz

New National Avocado Manager Appointed

Due to personal reasons following compassionate leave, Peter Myson has decided to step down from his role as Avocado Grower Services Manager.



Therese Temple

Peter has resumed his previous role as Grower Services Representative, and we can confirm that Therese Temple has accepted the role of National Avocado Manager.

Therese is currently the Avocado Manager at Aerocool, where she has worked for the past four years. In her role at Aerocool Therese is responsible for all growers, procurement, estimates, and harvest organisation.



Prior to this Therese owned a 7.5 hectare avocado orchard with her husband. During this time Therese was a supplier to Apata and has a long and positive history with both Apata and Primor.

We are delighted to have her on board and look forward to her championing our avocado division when she starts on Tuesday 28 October.

Technical Update: Lindsay Heard

Fertiliser Applications

Monitor new seasons leaf emergence post flower to apply Nitrogen based fertilisers e.g. Yara Mila Complex, Nitrophoska Extra, Calcium Ammonium Nitrate (CAN). If leaf Boron levels were low in April-May leaf test e.g. 25-30ppm or below, then apply foliar Boron sprays at the cauliflower flower stage.

Avocado Flowering - Bees

The first flowers are opening in Hass Avocados in Te Puna-Katikati areas. Zutano and Bacon flowers have been opening for the last 7 days.

**Caution: Insecticides should not be applied to open flowers in avocados.
Apply insecticides late evening or early morning when bees are not foraging.**

Bee Hives - Pollination

Contact bee keepers to advise when bee hives can be delivered into the orchard, there are large numbers of bee hives to be moved into the areas by bee keepers and it is important to inform bee keepers about the flowering. Introduce bees when 10-15% flower is opening, if bees are introduced too early then they will forage another flower-nectar source and keep foraging the other flower source rather than work avocado flower.

Keep grass mown very low or weed spray grass around trees to maximize latent ground heat and increase temperatures overnight during flowering. Mowing flowers off in grass sward keeps the bees active on avocado flowers rather than foraging on flowers such as dandelions and chickweed.

Shelter Trees

Prune shelter trees after flowering. It is important to have warm temperatures in the block over flowering for good bee activity, bees don't like working in low temperature cool weather conditions and will find other orchards or flowers to forage from in warmer sites. The block needs to have protection from cool southerly winds over the flowering-fruit set period.

Heavy Flowering Trees

If trees have a light crop from last season and very heavy flowering for this season, then consider light centre pruning of trees or branch pruning to reduce flower numbers and to promote new growth for 2009 spring flowering.

Leafroller Caterpillars

The first leafroller moth flights normally occur after warm wet weather at the end of September.

Apply insecticides to control leafroller caterpillars. **Check export with holding period before applying insecticides and if Bees are foraging or if Bees are in neighbors**



orchard before spraying) e.g. If bees foraging or in the orchard then apply Success® in the evening or when bees are not foraging.

If harvesting for export then it is very important to control leafroller caterpillars early and apply insecticides to reduce egg numbers on fruit for export, live leafroller eggs on fruit have caused major non compliance issues for fruit exported into Australia and other export markets in past seasons. Malathion® should applied pre flower only to control small leafroller and thrips.

Six Spotted Mite

There are low levels of six spotted mite in a number of blocks in the Tauranga-Katikati area. Trees should be monitored and then consider applying Avid or Mitemec plus a low rate of spraying oil at high water rates to control mites early in the season. If Mites were a problem in part of the orchard last season then check these areas first as mites will spread throughout the orchard. Check for high numbers of green leaf drop on individual trees, this is often the first signs of six spotted mite infestations.

Insecticide/Fungicide Applications

Check With Holding Periods for insecticides/fungicides prior to harvest. It is important to for export market access for Avocados that with holding periods of insecticides/fungicides are observed.

<u>Pre-Flower</u>	<u>With holding period to harvest-Check with Exporter</u>
Malathion® –Thrip and small leafroller control	3 days - Australia, Japan, New Zealand, Thailand, USA, 42 days - Malaysia, Singapore
Success® – Leafroller control	3 days - Australia, Japan, New Zealand, USA 28 days - Hong Kong, Korea, Malaysia, Singapore, Thailand
Spotted Mite control Avid plus 0.25% Spraying Oil	14 days - Australia, New Zealand 28 days - Japan, USA 42 days - Hong Kong, Korea, Malaysia, Singapore, Thailand
Mitemec plus 0.25% Spraying Oil	14 days - Australia, Japan, New Zealand, 28 days - Hong Kong, Korea, Malaysia, Singapore, Thailand, USA

For good control of Six spotted mite, high volume water rates are recommended to achieve good coverage of the undersides of leaves- e.g. water rates of 2000-3000litres/ha-depending on tree size.

***Disclaimer:** Lindsay Heard has exercised reasonable skill, care and diligence in obtaining and preparing this information. However Lindsay Heard does not make any representations about, or guarantee, the accuracy of this information or the performance of any of the products mentioned herein. Because of the large number of factors involved in horticulture, Lindsay Heard will not accept liability for any losses arising in any way from the use of the information or advice given in this document*



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Local Market Information

Jim Tawara	027 274 7076
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