

# AVO LINK

JUNE 2019

**Apata**  
TOGETHER WE'RE BETTER

## APATA GROWER AWARDS

Apata celebrated the Avocado Season in Saloon style this year. Big Saloon swing doors greeted growers as they entered our Wild West Evening and Prime Productions put on a great show pulling in growers to participate in skits and manning gambling tables as we tried to give up the idea that the money wasn't real and we could bet \$1000's of dollars! We had some great outfits on the evening, cowboys, cowgirls, saloon girls and Indians. It all added to an evening of fun and entertainment. Those that attended the evening have said that they really enjoyed themselves, so it was disappointing that so many who had RSVP'd were a no show.

The Awards evening is put on to celebrate our growers' performances for the previous season and to say "thank you" for their business. We try to create a fun evening for you and hope that the evening is well supported. Which makes me ask the question; what do growers want for next year? Your feedback on this would be appreciated. Let the grower reps know what you think, and they can pass it on back to me so we can put on an evening where growers are banging on the door to get in!

### GROWER OF THE YEAR

**Grower of the Year** went to Kevin Hogan. Kevin is a dedicated grower who has been a prize recipient for his avocado block on many occasions. The criteria for this award are 'export trays per hectare' and Kevin produced 3439 export trays per hectare. Congratulations Kevin

**Runner up Grower of the Year** went to Maria and Andrew Watchorn. They are outstanding performers and well known in the industry and came a very close second to Kevin. Their export trays per hectare were 3245. Congratulations Maria and Andrew.

### CATEGORY AWARDS

#### **Highest Export Packout over 10,000 te**

**Winner:** Noble Farms Ltd

Steve and Jill Noble - 66.10 % Export

**Runner Up:** Manu Moana Sanctuary

Sue Withy - 57.27% Export

#### **Highest Export Packout Under 10,000 te**

**Winner:** Clarke Family Enterprises Ltd  
Murray and Sarah Clarke - 78.14% Export

**Runner UP:** RHC

Penny Hicks: 77.86% Export

#### **Best Crop Estimate Over 10,000 te**

**Winner:** Rena Uruhina Bennet Whanau Trust  
Rosina - 73 Tray Variance

**Runner Up:** Phil Salmon - 124 Tray Variance

#### **Best Crop Estimate under 10,000 te**

**Winner:** Lawrence and Ann Purton - 3 Tray Variance

**Runner Up:** Dave and Kay Wallace - 6 Tray Variance

### JACK CROZIER MEMORIAL TROPHY

This year we also created a Memorial Trophy in honour of Jack Crozier who passed earlier this year. Jack was the founder of Apata Avocados. Jack and his wife Betty started growing and packing avocados in a shed Jack built behind his house. The business kept growing as they packed more of his neighbours' fruit until it became too much for them both to manage which is when they offered it to Apata along with the skylark brand that is still being used today. We have set four different criteria for this trophy and recipients can fit one or all the criteria. **This year the trophy went to Jill Austin and Mark Simmonds** who have taken a sick orchard in a marginal growing area and turned it around into a top export producing property. They are relatively new into the industry and their passion and willingness to learn was a part of the reason for receiving this award. Congratulations to them both. The Jack Crozier Memorial Trophy will be awarded each season from here on.



Betty & Damon Cozier with his partner Kel

# APATA GROWER AWARDS



Franz and Sandy Imlig



Mark Simmonds & Jill Austin.  
Recipients of the Jack Crozier Memorial Trophy



The Jack Crozier Memorial Trophy

Thanks to all those at Apata who had any participation in the avocado season and continue to do a great job of packing your fruit.

Thank you to our growers for supporting Apata. We appreciate your business and look forward in the not to distant future to packing another season of your premium fruit.

*Therese*



the horticulture conference /19

## OUR FOOD FUTURE

31 JUL – 2 AUG 2019 MYSTERY CREEK, HAMILTON



### HORTICULTURE CONFERENCE 2019 - EARLY BIRD REGISTRATION CLOSES SOON!

Registration is now open for Horticulture New Zealand's 2019 conference, **Our Food Future**

**31 July - 2 August at Mystery Creek in Hamilton.**

This year's **programme** features world-renowned speakers on topics spanning the future of food including GE and breeding technology, the future of our workforce including diversity needs, and the future of our technology including a 'carnival of demonstrations'. The latter is a fully interactive and hands-on display showing how new tech will help automate your growing.

**Register now.** The early bird rate for levy payers is just \$295 for the two and a half day event.

Highlights include:

- Sir Peter Gluckman, former Science Advisor to the Prime Minister, on **the future of science in growing smart food** including genetics and GE
- **Global food trends** and the opportunities for New Zealand with the UK's Prof David Hughes and Plant & Food's David Hughes
- Hon Grant Robertson, Minister of Finance, on what the Wellbeing Budget means for New Zealand and our industry
- The hands-on and interactive **'carnival of demonstrations'** showcasing exciting new technologies to help automate your growing
- The opportunities and challenges of **consumer trust** with RaboResearch's Tim Hunt
- Panel discussion on **the growing popularity of plant-based diets** with food writer Niki Bezzant, TV chef Brett McGregor and Plant & Food's Jocelyn Eason
- **The future of our workforce and need for diversity** with GirlBoss founder Alexia Hilbertidou and Dr Charlotte Severne of Te Tumu Paeroa
- What **climate change policy** means for what, where and how we grow.

Wondering where to stay? For the first time, caravan sites are available (for free!) – making it cost effective to bring your team to conference. All sites include electricity and easy access to bathroom and toilet facilities. We've also secured great rates at nearby local hotels.

## GROWER COMMITTEE ELECTION UPDATE

Following on from the call for nominations for positions on the Apata Avocado Grower Committee we wish to advise that, following Peter Smith's withdrawal we received four nominations for the four available positions therefore negating a need for a grower vote.

We therefore advise that the new committee comprises:

Maria Watchorn (returning committee member) Phone: 027 548 2992  
Email: [andaria@xtra.co.nz](mailto:andaria@xtra.co.nz)

John Schnackenberg (returning committee member) Phone: 021 731 437  
Email: [jschnack@outlook.com](mailto:jschnack@outlook.com)

Kevin Hogan (new committee member) Phone: 027 578 2404  
Email: [hogie02@gmail.com](mailto:hogie02@gmail.com)

Nick Coughlan (new committee member) Phone: 021 711 471  
Email: [ngcoughlan@gmail.com](mailto:ngcoughlan@gmail.com)

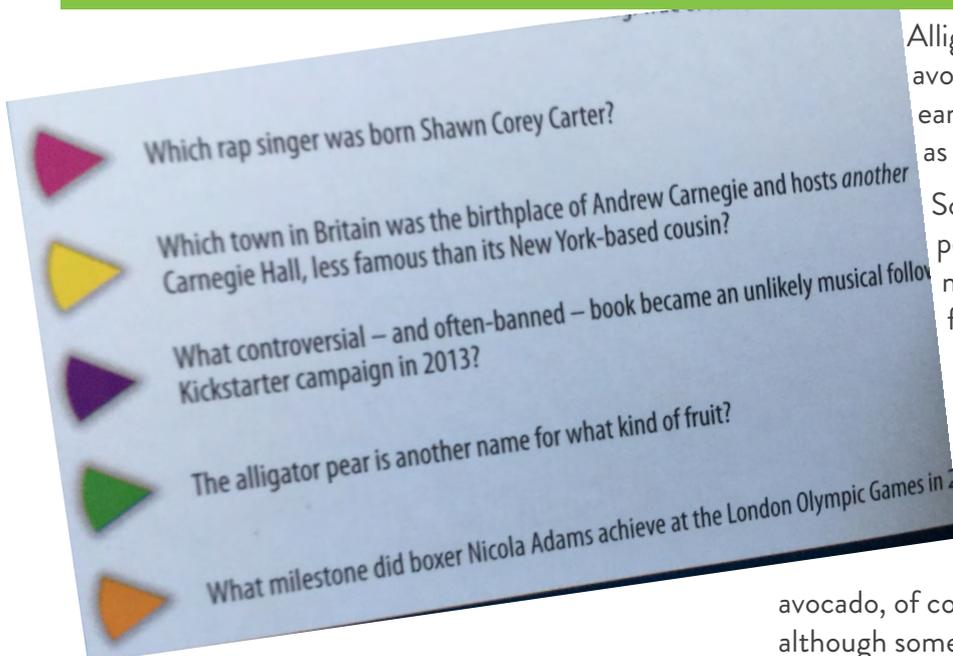
Trevor Seal (sitting committee member) Phone: 07 552 4485  
Email: [trevseal@xtra.co.nz](mailto:trevseal@xtra.co.nz)

We welcome new and returning members into the fold and look forward to adding value for Apata and Apata growers from the committee.

Post-election formalities such as election of chair, and election of two committee members to sit on the Avoco Grower Relationship Committee will be carried out at our next meeting and advised in due course.

We would like to acknowledge those growers who gave serious consideration to stepping forward but, due to other commitments decided otherwise.

## TRIVIAL PURSUIT QUESTION FOR GREEN PIE...



Alligator Pear is another name for the avocado. The name came about perhaps as early as the late 1600's but at least as early as the 19th century.

Some sources indicate that the alligator pear may have stemmed from a mispronunciation of the Spanish word for avocado in Mexico, aguacate, which derived from the Nahuatl word *ahuacaquahuitl*, which meant 'testicle'.

Aguacate has been the common name for the fruit in Mexico, Central America, and the Caribbean since the time of the Spanish conquest. The word avocado, of course, derives from aguacate, as well, although some seem to believe that it has something to do with the Spanish and/or French words for "lawyer, abogado and avocat," respectively.