

# AVOCADO – A TREND CONNECTED GROWTH OPPORTUNITY

## Consumer growth trends within food, nutrition & health play a major role in sustainable product development



Avocados connect to many of these trends - a major opportunity for mainstream product innovation.

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Naturally Functional is one of the biggest drivers of successful innovation, behind the evolution of ‘super’ ingredients such as almonds, Greek yoghurt, coconut water, olive oil and blueberries to name a few.

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**ALMONDS**  
\$800m (1999)



**\$5 billion (2019)**



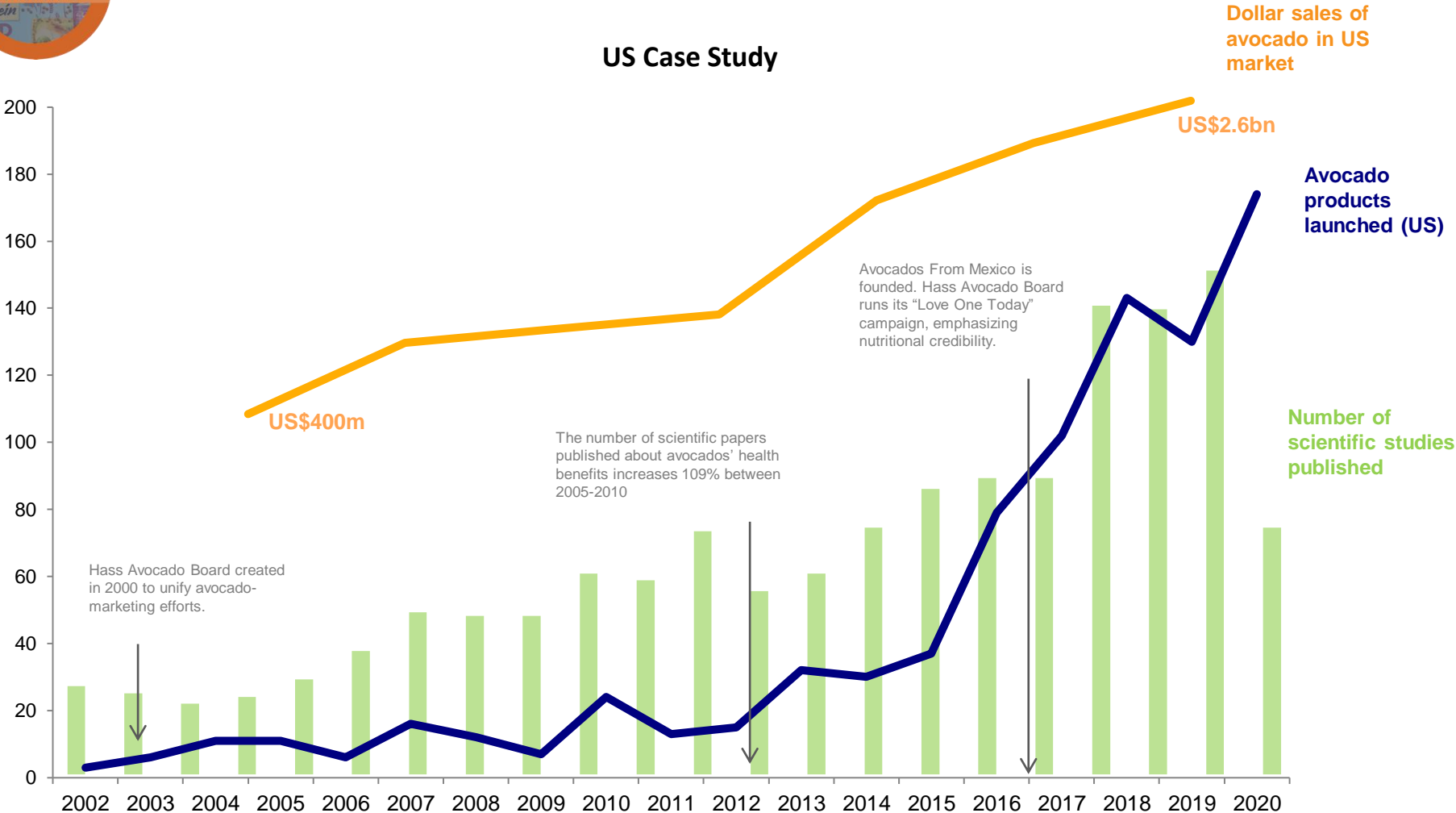
**GREEK YOGURT**  
\$200m (2005)



**\$6 billion (2020)**



The same factors that signalled the transformation of Almond from snack nut to functional ingredient 20 years ago, are becoming evident for Avocados in the US – a clear sign for the future growth prospects for avocado as a food ingredient.

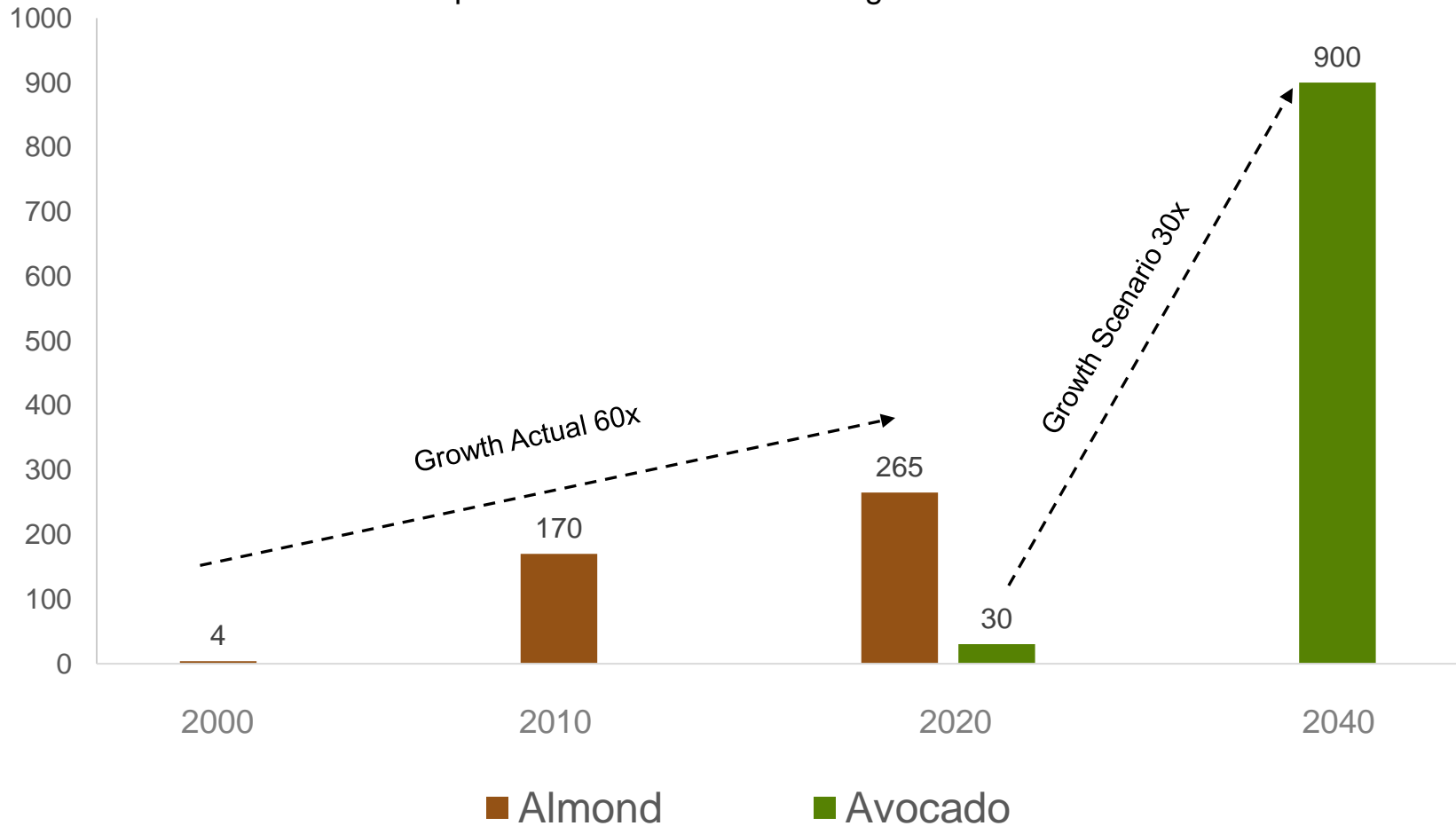


Source: New Nutrition Business, GNPD Mintel

Avocado's growth prospects as an ingredient are excellent if a similar strategy can be applied.



ANZ new products launched containing almond or avocado



Consumers love to experiment with new products & taste experiences, with snacking being one of the biggest growth areas. Product innovation using avocado - one of mother nature's most loved and functional fruits – is a huge opportunity



Eggs are an excellent example of transforming a commodity into a value-added, ready-to-eat snack.



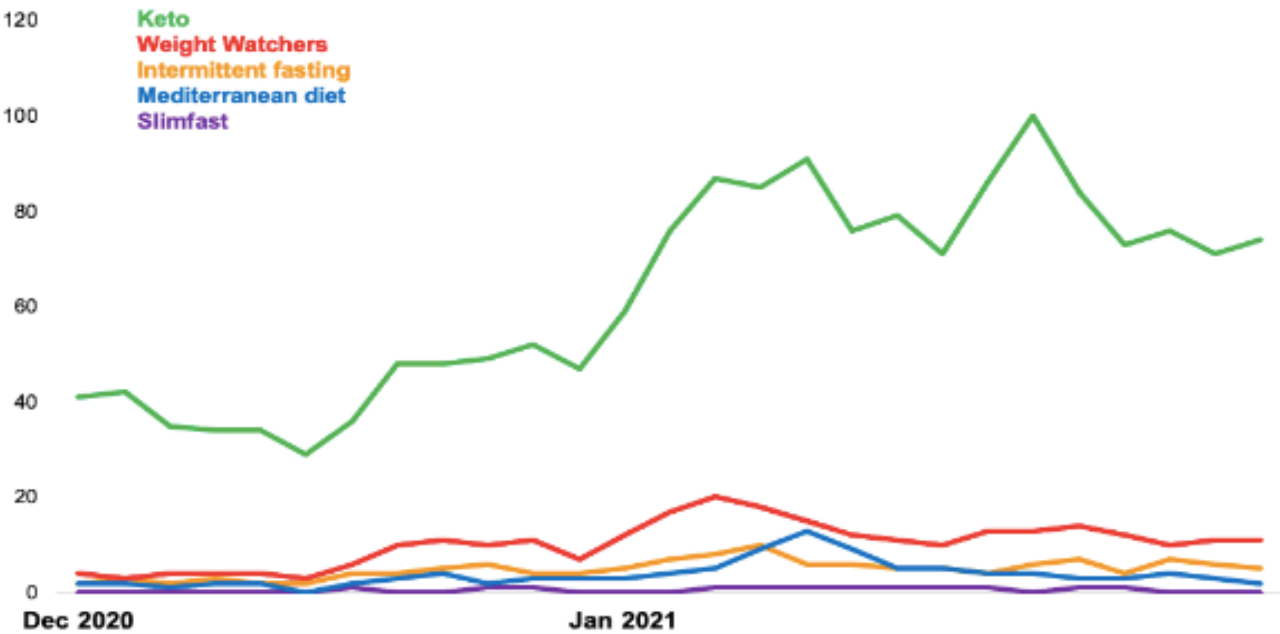
Avocado based products are on the rise, however most are only using avocado oil as an ingredient.



Weight wellness is the over-arching driver of many consumer food choices. Avocado is linked with weight wellness in consumer’s minds due to their healthy fats & fibre, and are fast becoming a favorite food in trending keto & LCHF diets.



US Google searches for various diets, December 2020–January 2021:





A well-thought-out sustainability strategy is a basic 'must-do' for every company in every corner of the food and beverage industry.

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- ✓ Upcycling of undersized / skin marked avocados, that normally can't be sold (c. 10% of all avocados grown)
- ✓ Reduction in fruit waste at point of retail, resulting from bruised and over-ripe avocados.
- ✓ Powder is lighter & easier to transport than fruit, reducing carbon emissions.
- ✓ OVĀVO uses single source, sustainable orchard growing practices, with access to pristine water from natural aquifers.

Everyone is trying to eat more fruit & vegetables – not just vegetarians. Plants are naturally functional and can do no wrong. Delivering them in more convenient formats is a proven path to sustainable innovation with mass market appeal.



Green Giant is a good example of a brand appealing to consumers’ need for interesting yet recognisable products to help ramp up their plant consumption.

Consumers can now have vegetables in bread, as snacks, as side dishes and mini meals, or even replacing carbs like rice and pasta.

Millennials spend the largest percentage of their food budgets in categories containing ready to eat foods (USDA) and over-index on convenient forms of plants.

Guess what fruit millennials like to eat!

Healthy fats are increasingly being embraced as good fuel for the brain & body. Fat is the product developers' friend, improving mouthfeel and taste. The challenge is to use quality fats from natural and sustainable sources.



**General Mills** keto-friendly brand offers yogurt and snack bars which are high in fat (15-17g), low in carbs and sugar (1-2g) and have 12-15g of protein per serving. Their yogurts use avocado oil to increase the fat content.



**FBOMB:** US brand offers a range of high-fat snacks – nut butters, snack bars, cheese crisps, meat sticks, bone broths and oils – made from oils and fats from ingredients like coconut, avocados, olives and nuts. Its Nut Butters on-the-go packs have around 20g of fat, while its snack bars have 10g of fat. The brand strongly connects high fat to energy and an active lifestyle, with on packaging claims that “Fat is smart fuel”.

MAINSTREAM BRANDS ARE ADDING MORE FAT, AND AVOCADO IS A “HEALTH HALO” FAT

Consumers value food from ‘somewhere’ more than food from ‘anywhere’ – those with a halo of provenance and/or artisanal production have more appeal. Provenance is becoming increasingly important for ingredients as well as brands



Mexican avocado producers have done a great job developing a provenance message for their fresh produce



OVĀVO avocados come from the northernmost tip of New Zealand, one of the most pristine and remote growing environments on the planet.