

The Sunfresh logo is written in a bold, yellow, stylized font with a black outline and a drop shadow. It is set against a bright yellow background with a sunburst pattern of radiating lines.

Avocado Promotion In Thailand ...

Presented By Tom French

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Sunfresh



A Brief History ...



Judy Prosser

Sunfresh General Manager



Robert Coombes

Choice Foods Principal

Sunfresh



The Relationship ...



Know-how for Horticulture™



Department of **Primary Industries and Fisheries**



ADD AN AVO



Sunfresh



The Main Objective ...



Refrigerated display



Overhead display promoting Australian Sunfresh avocados in a Foodland retail outlet

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Fruit Handling & Receival ...



Ripening avocado for distribution
at Choice Foods facility in Bangkok



Fruit shipment



Loading fruit for distribution

Sunfresh



Fruit Ripening, Storage & Handling ...



Prices before Promotion

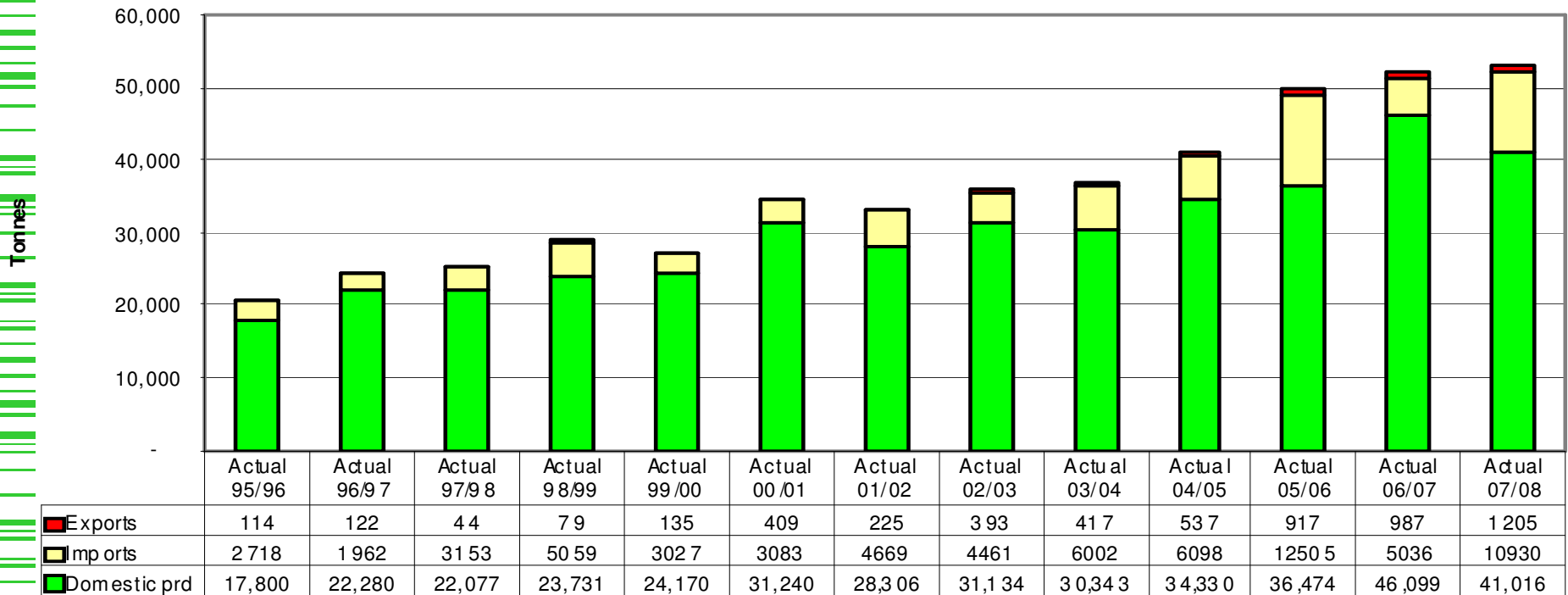


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Results ...

**Avocado Industry Growth
1995 - 2008
Volume = Tonnes**



source: HAL levy data, ABS export import data; HAL analysis

Year

Sunfresh



Results ...

- ✓ Increased sales into Thailand
- ✓ Increased awareness and nutritional value of Australian avocados
- ✓ Increased handling requirements
- ✓ Increased awareness of the range of uses for avocado
- ✓ Creation of a new market for sprung fruit
- ✓ Promotion of clean green concept of Australian product

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Conclusion ...



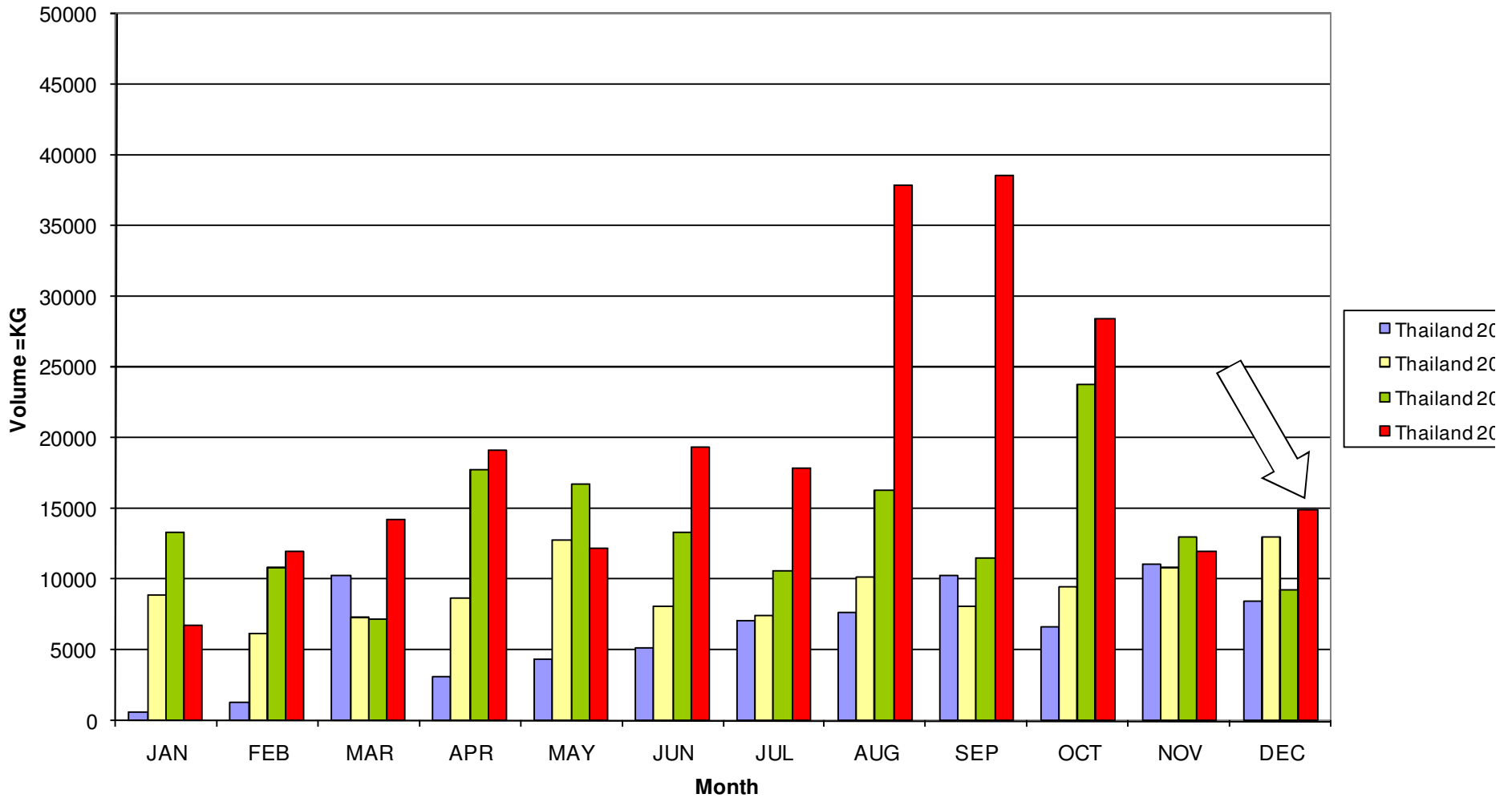
Supermarket avocado promotion



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Australian Avocado Exports to Thailand



source : ABS data ; HAL analysis