Avocado Retail Quality Surveys

Joanna Embry Avocados Australia

Presentation Overview

- Why conduct quality surveys
- What quality parameters to survey
  - Consumer sensory testing
  - Online survey
- Results to date
- Where to from here

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Consumer sensory panels and online surveys

- Ripeness
  - level of ripeness (firmness) preferred by consumers
- Internal flesh quality
  - maximum acceptable level of internal defects at different price points above which future consumer purchasing decisions are negatively influenced
- Maturity
  - minimum maturity (measured by DM%) that produces Hass avocados of acceptable eating quality

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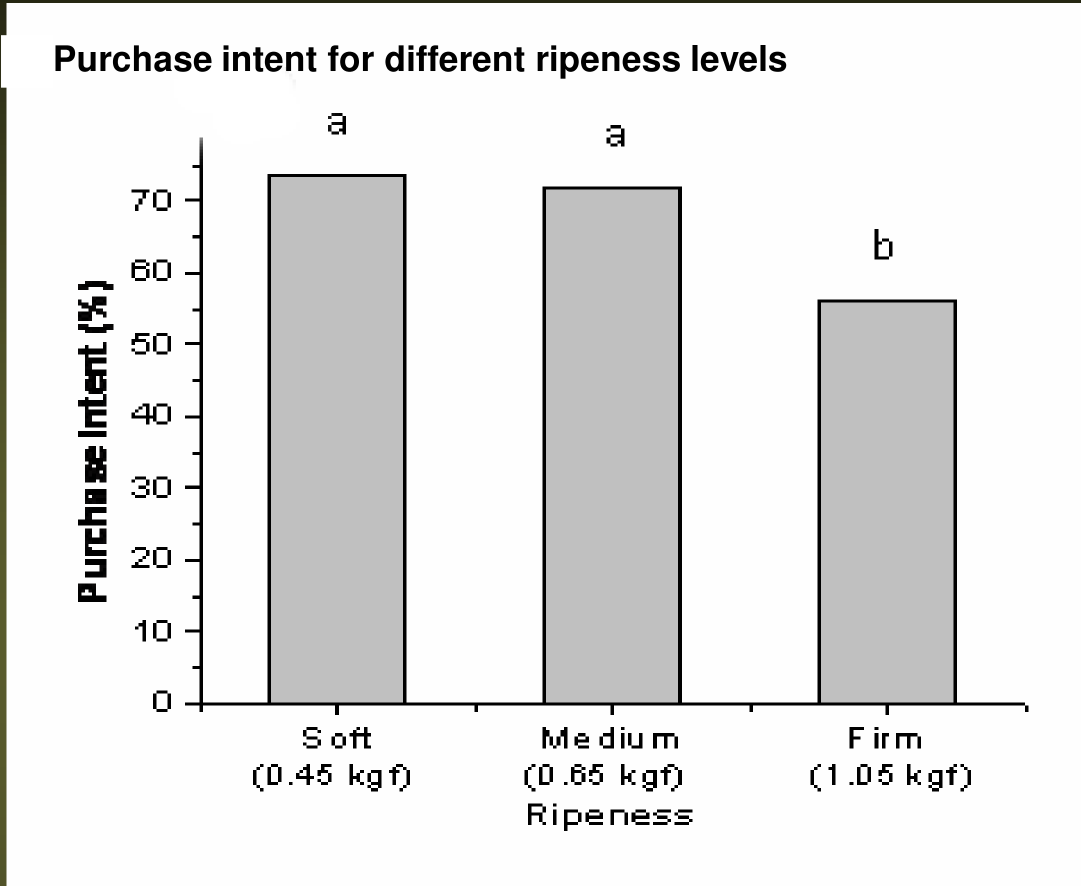
Ripeness



- 85% of consumers have a preference to purchase avocados that are ready to eat/use immediately
- Consumers prefer soft ripe and medium ripe avocados
- Consumers select for ripeness on colour then squeezing

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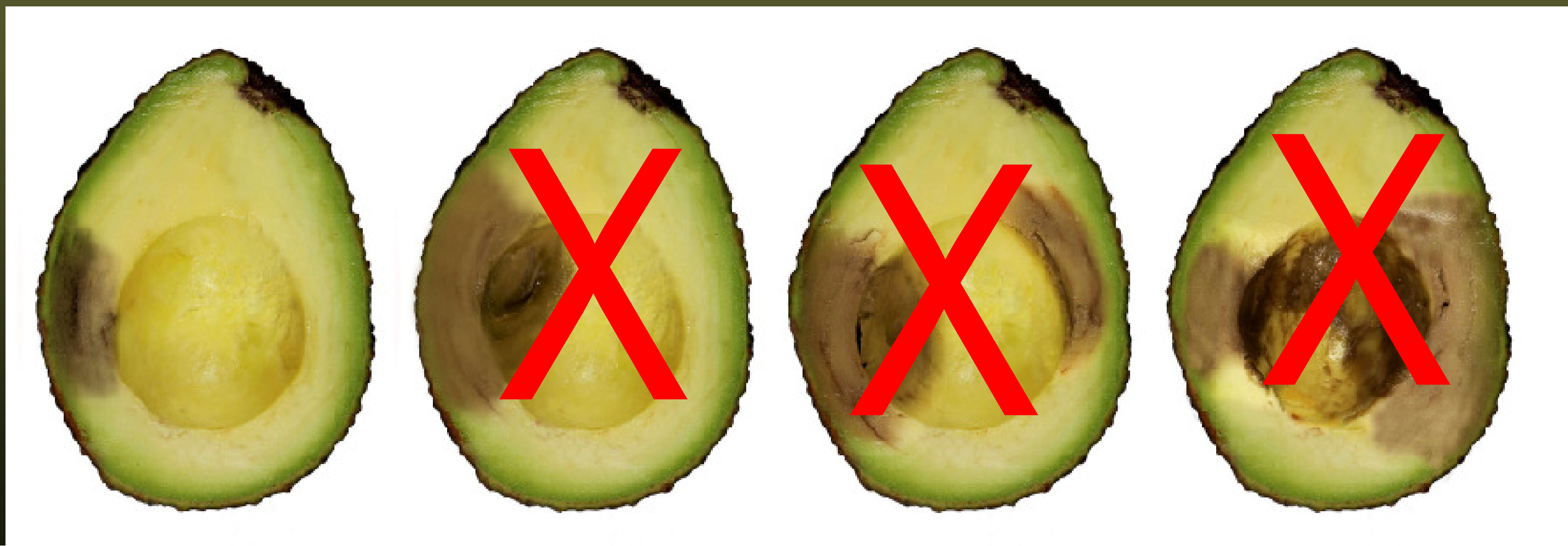
Internal Quality

- Severity of defect was of primary importance followed by price
- At all prices an incidence of more than 10% internal damage significantly impacts on probability of repurchase



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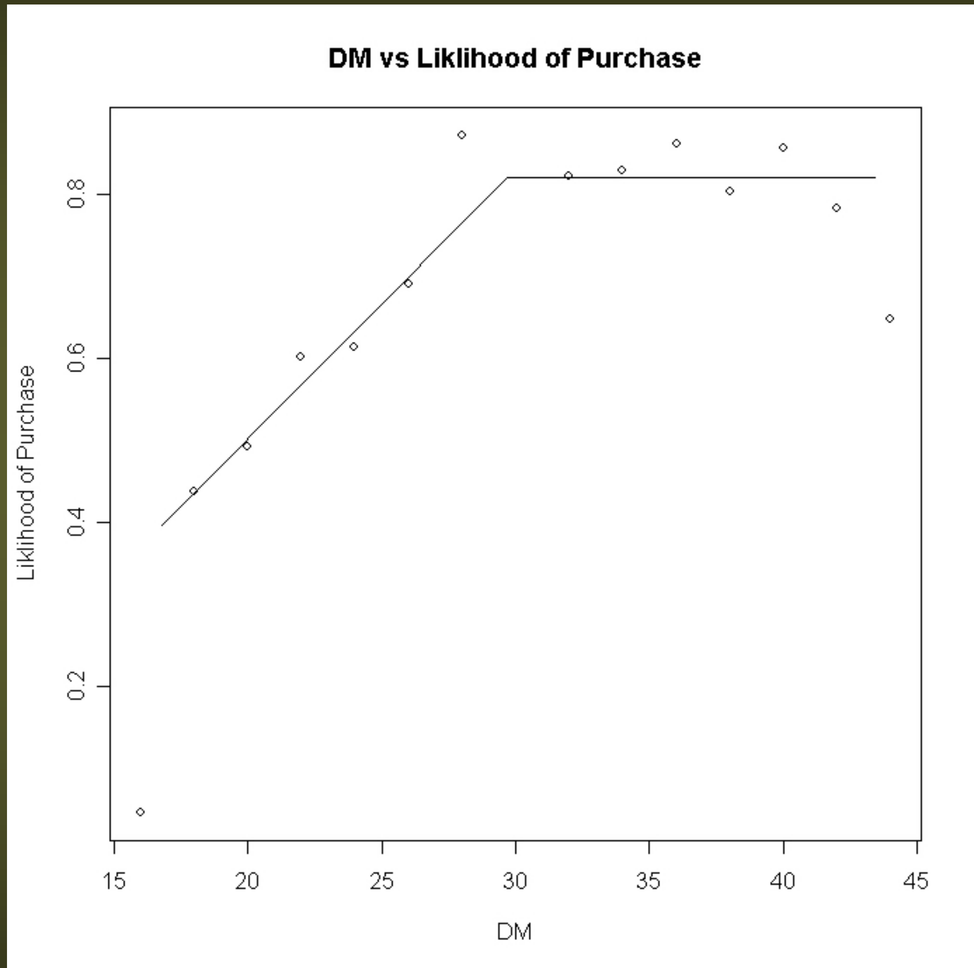
Maturity : DM v Likelihood of Purchase



- 22% - 28% Competitive advantage

What we know consumers want and will alter purchasing for

- They want fruit they can eat tonight
- They want unblemished fruit – no more than 10% damage
- They want mature fruit – above 22%

What do we give them?

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Retail Quality Surveys

- Began in October 2007
  - 16 stores in each Sydney, Brisbane, Melbourne & Perth
  - Monthly
- Information collected
  - Price
  - Display details
  - Size
  - Weight
  - Sticker Information
  - Internal quality

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Key findings for 07/08

- More than half fruit colour level 3 or below
  - NSW 51% of stores
  - Qld 40% of stores
  - WA 30% of stores
  - Vic 5% of stores

1 2 3 4 5 6

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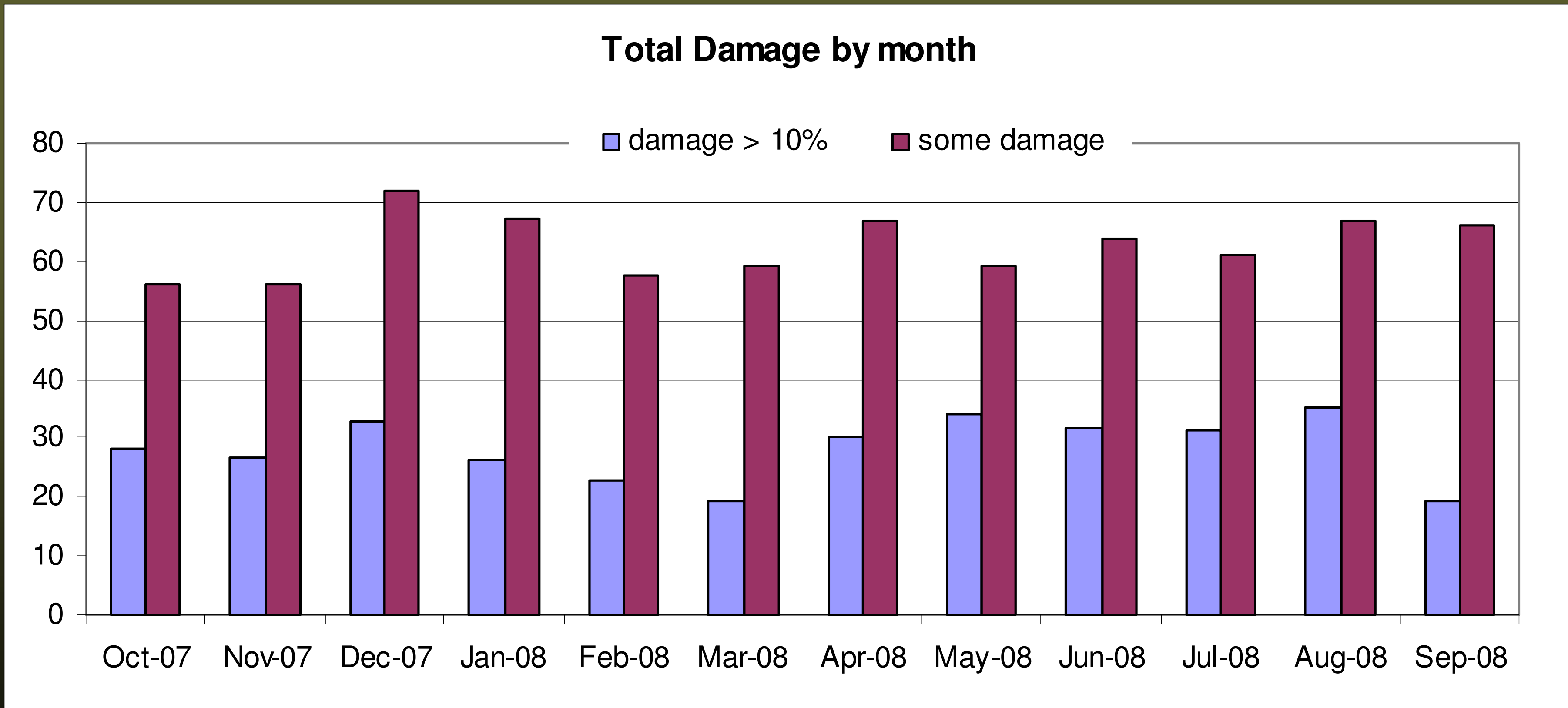
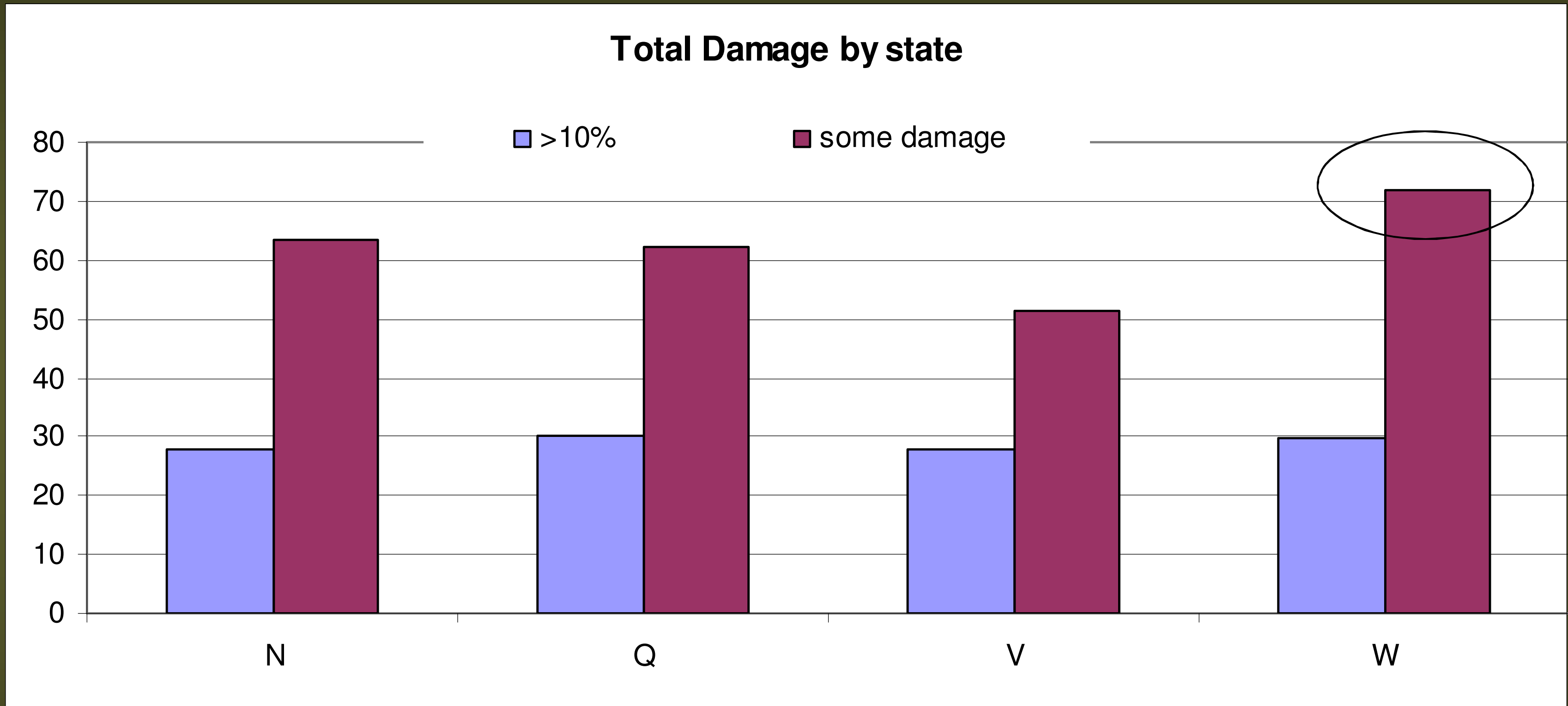
Key findings for 07/08

Incidences of internal defects had a significant association with sampling month, state and store type of purchase



Total Damage by State



Around 29% in all states

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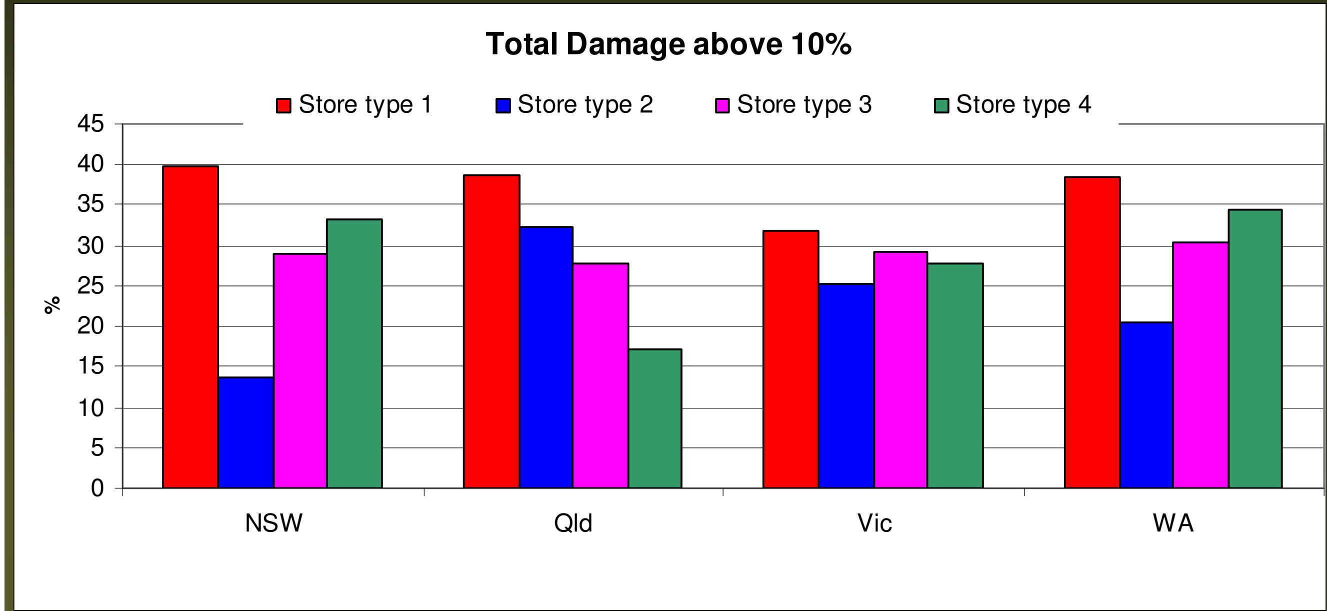
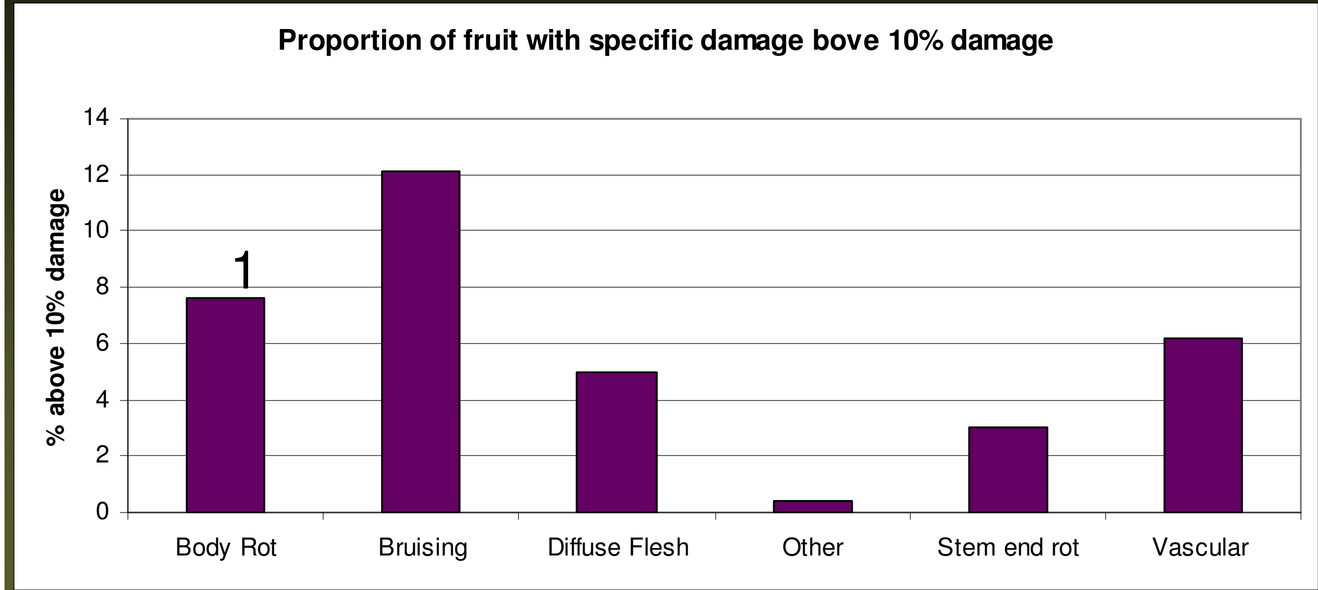
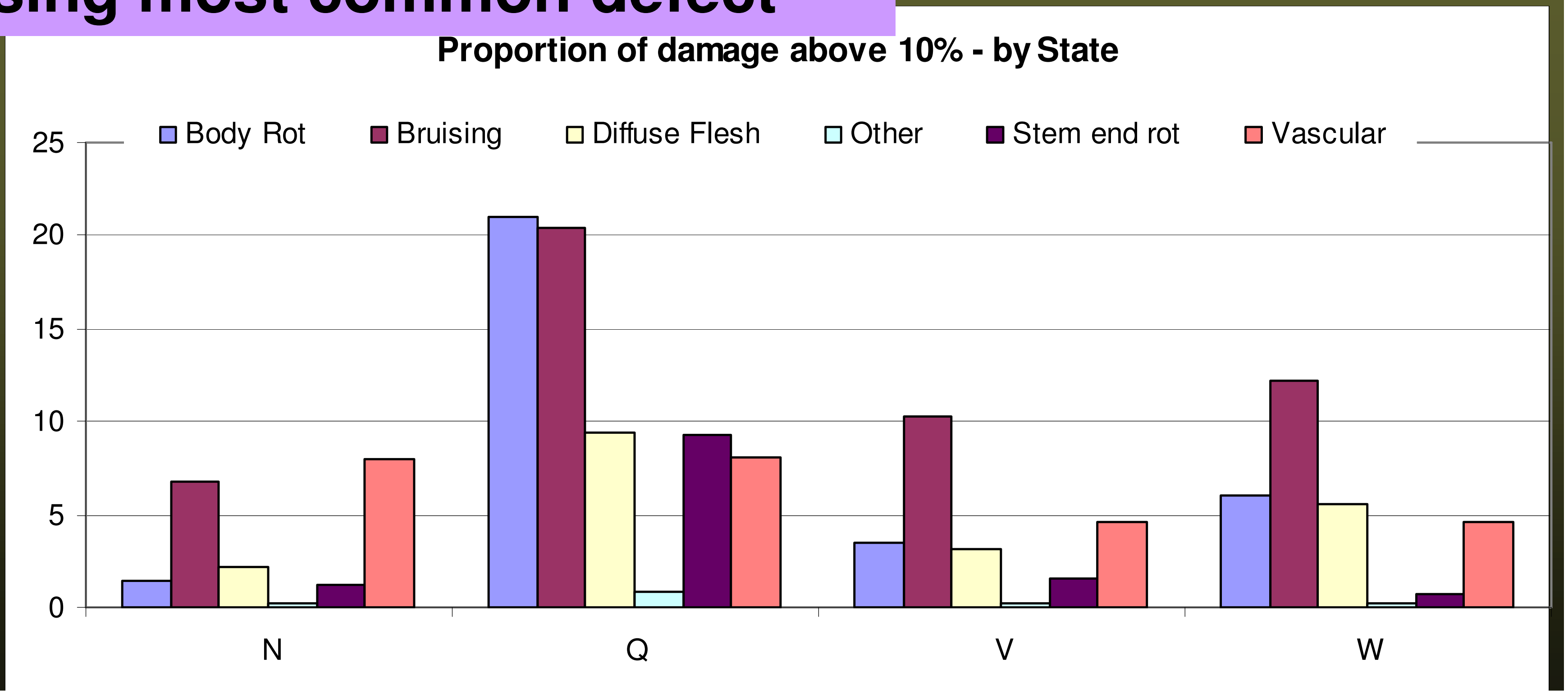
Total damage by store of purchase



Key findings for 07/08



Bruising most common defect



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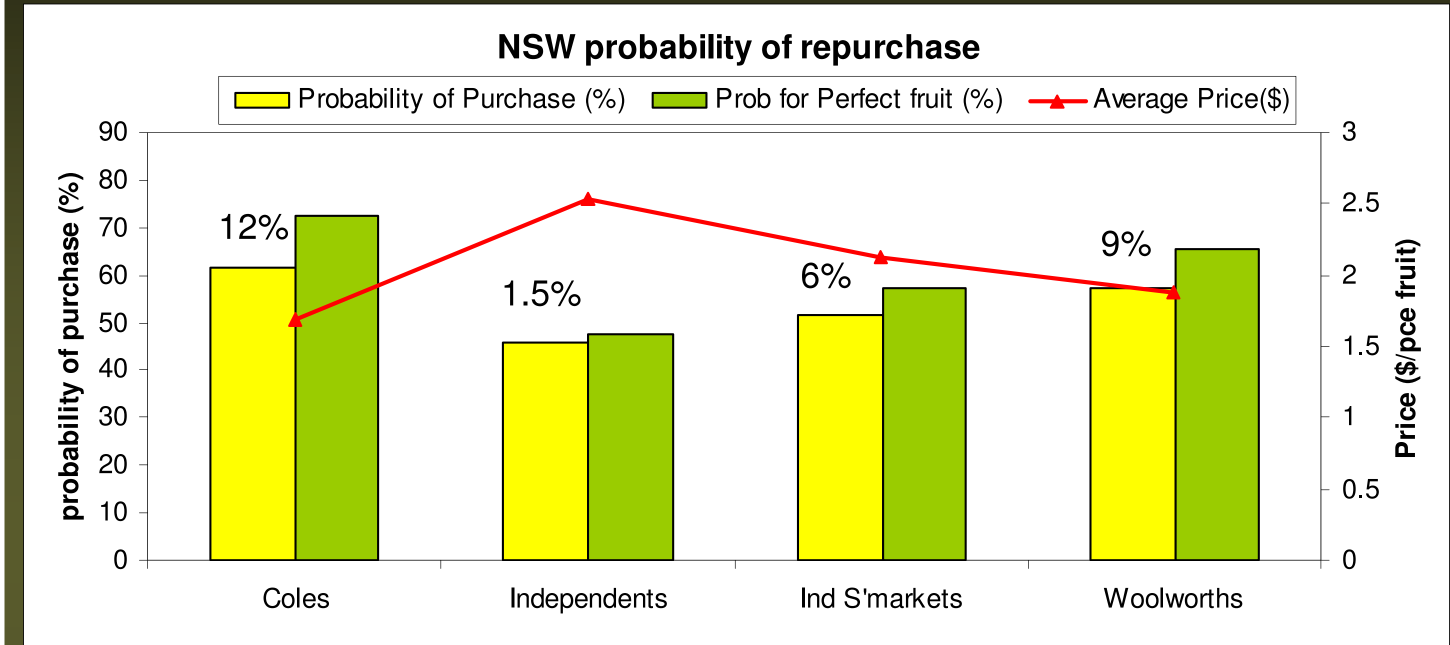
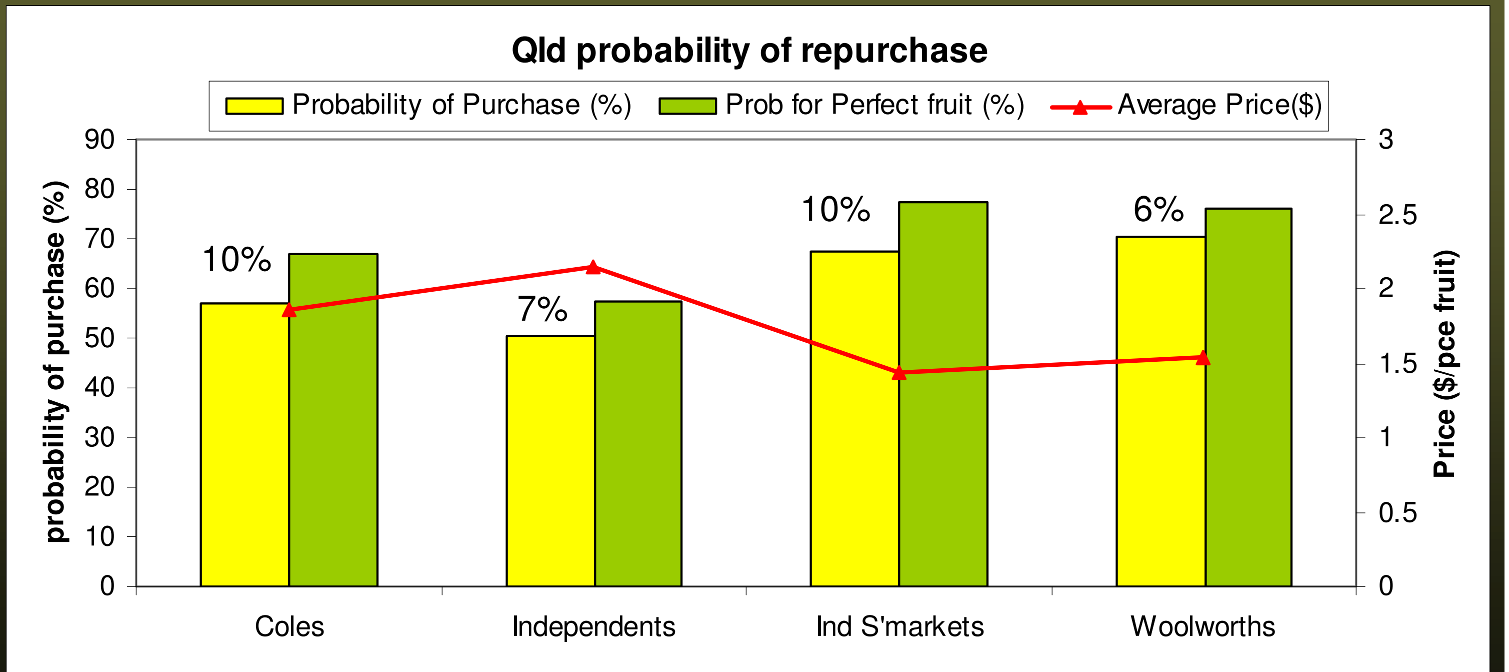
Key findings for 07/08



Cheaper fruit have higher predicted probability of purchase

Cheaper fruit also had larger estimated reduction in purchase prob due to defects



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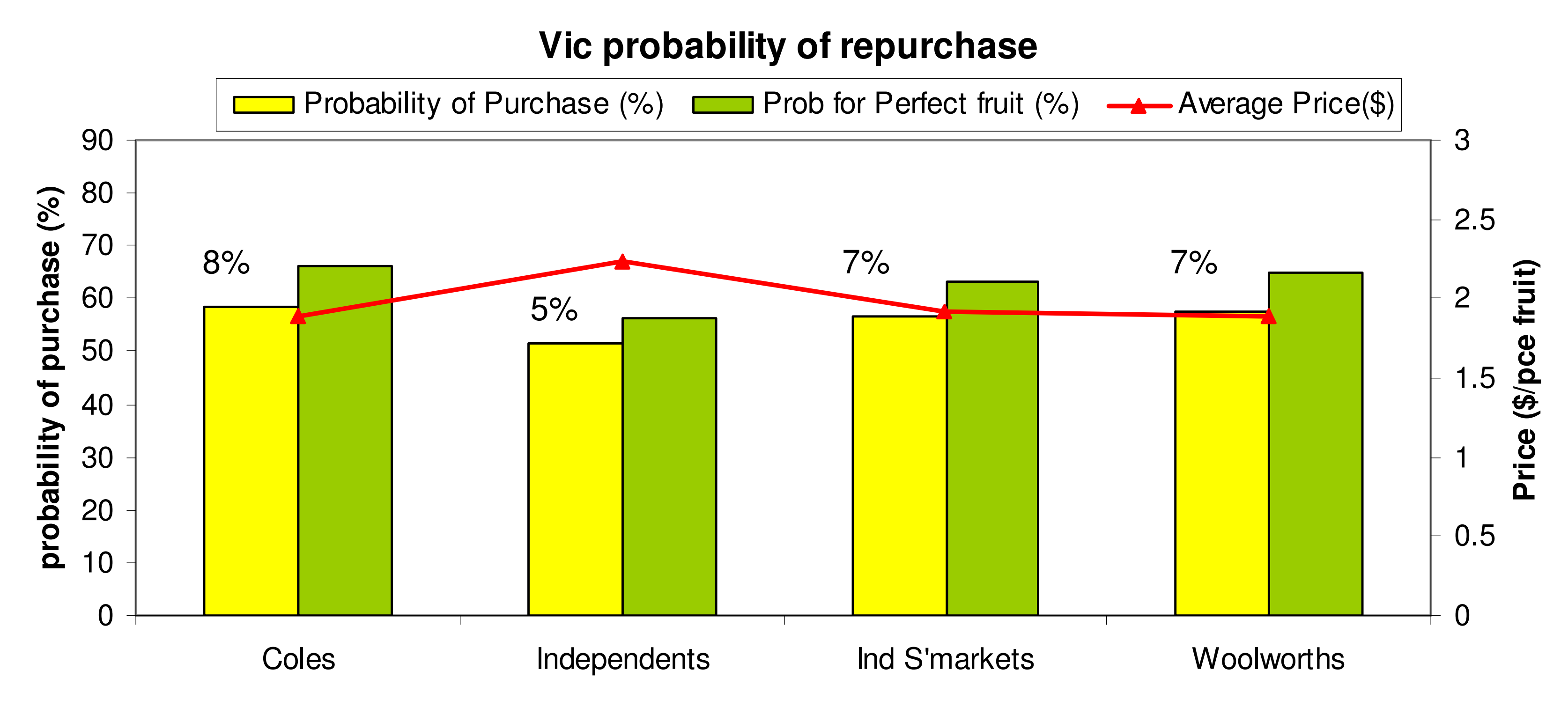
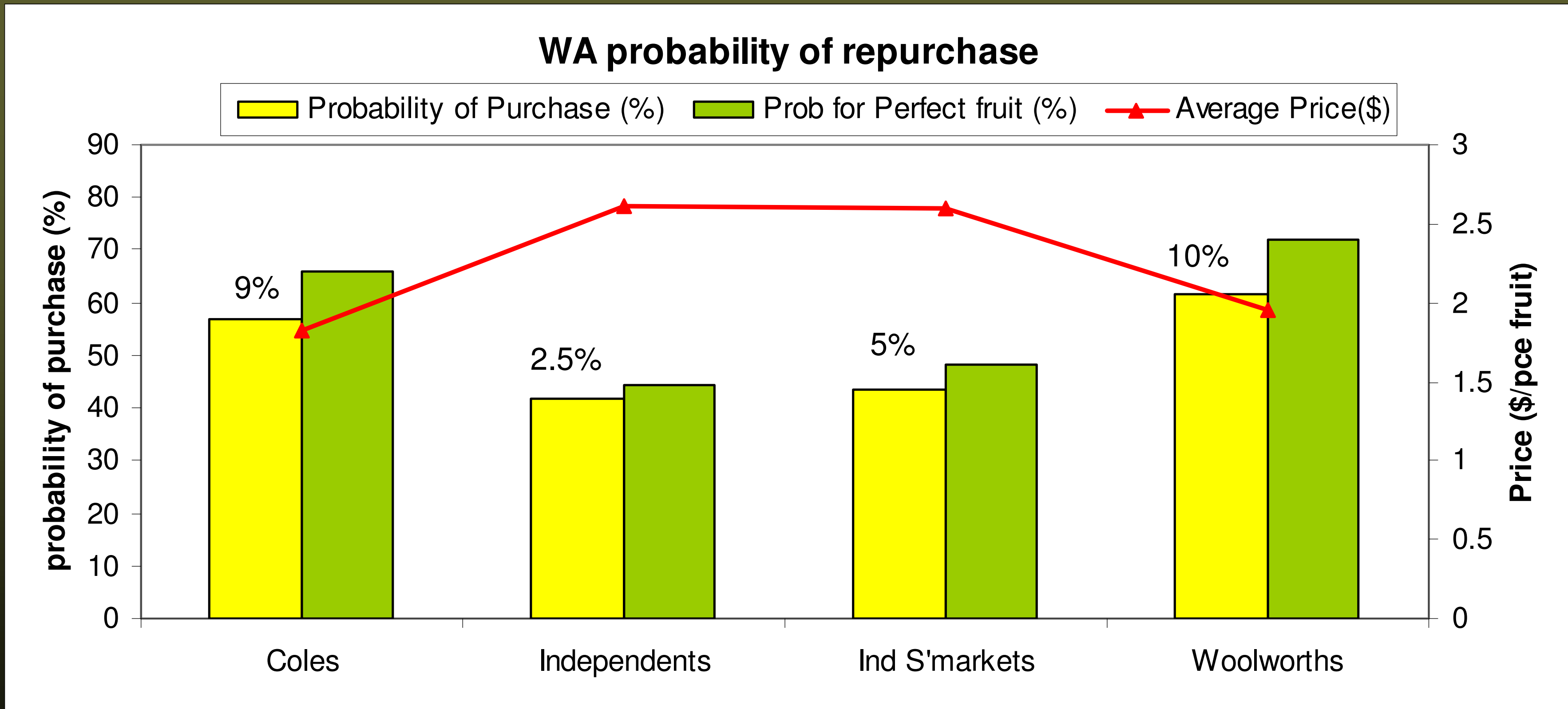
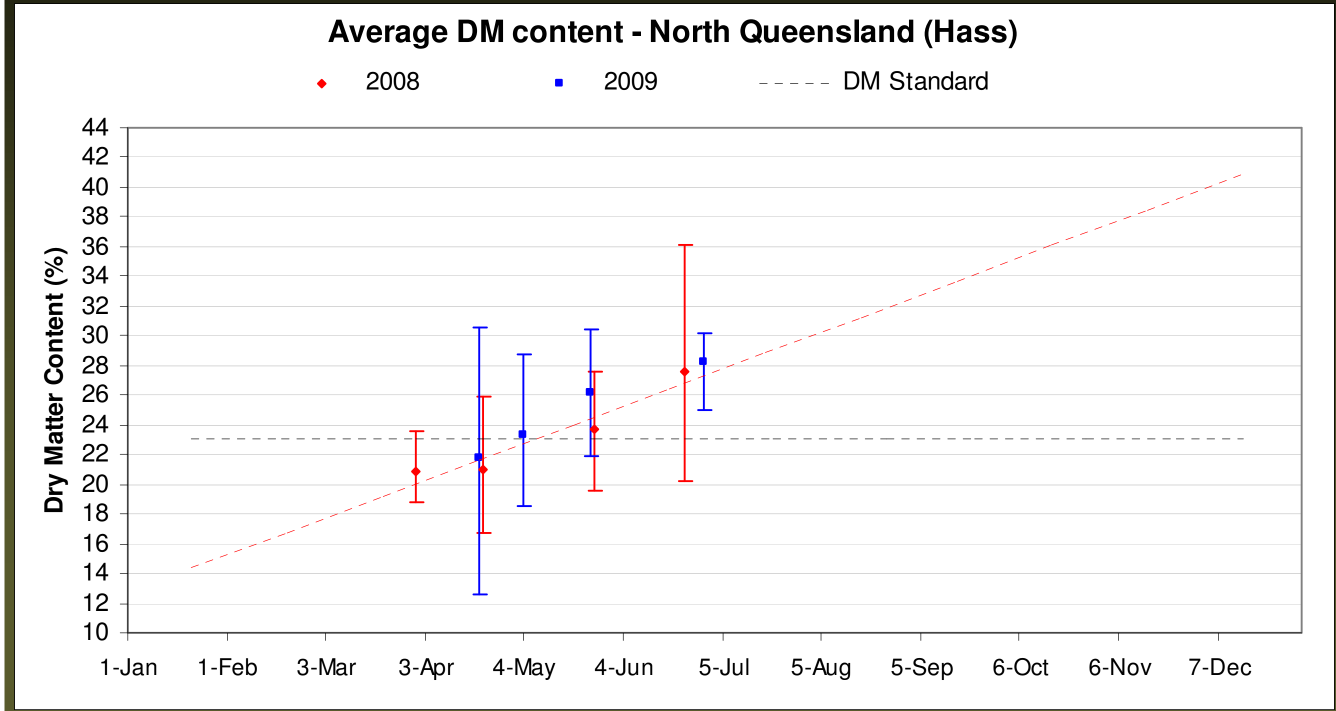


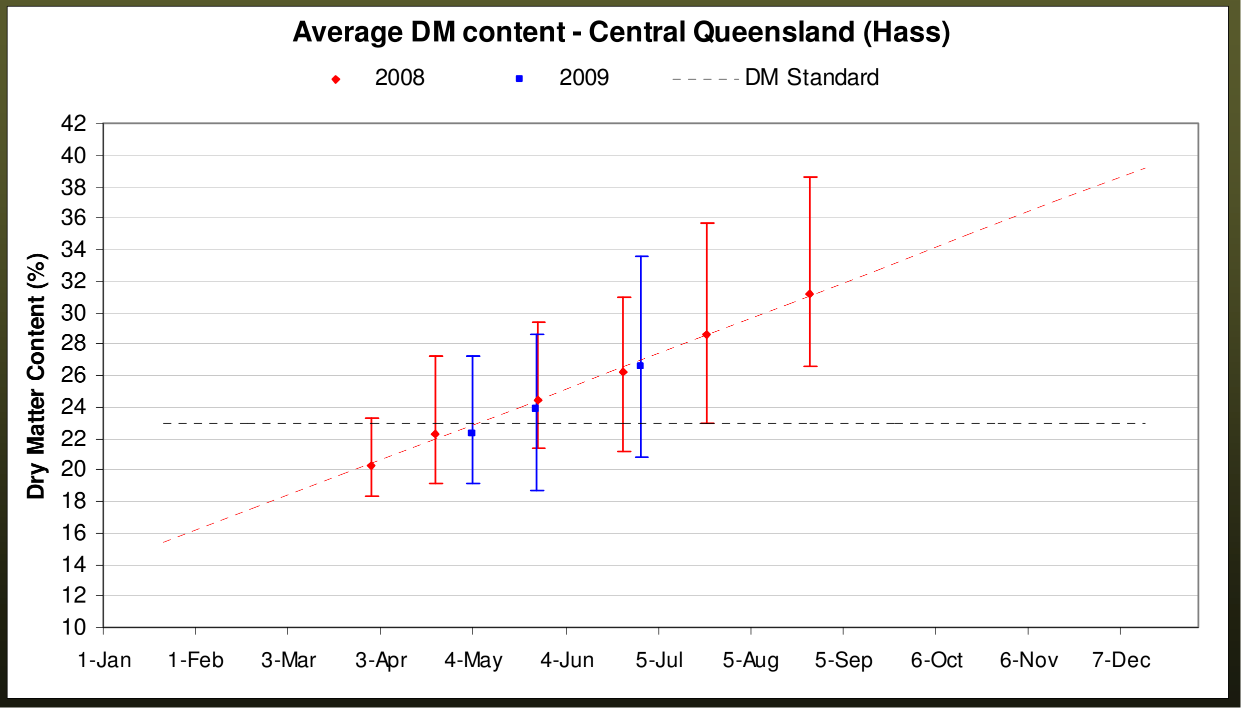
Vic probability of repurchase
Probability of Purchase (%)
Prob for Perfect fruit (%)
Average Price($)
probability of purchase (%)
Price ($/pce fruit)
8%
5%
7%
7%
Coles
Independents
Ind S'markets
Woolworths



WA probability of repurchase
Probability of Purchase (%)
Prob for Perfect fruit (%)
Average Price($)
probability of purchase (%)
Price ($/pce fruit)
9%
2.5%
5%
10%
Coles
Independents
Ind S'markets
Woolworths

Maturity


Average DM content - North Queensland (Hass)
2008
2009
DM Standard
Dry Matter Content (%)
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec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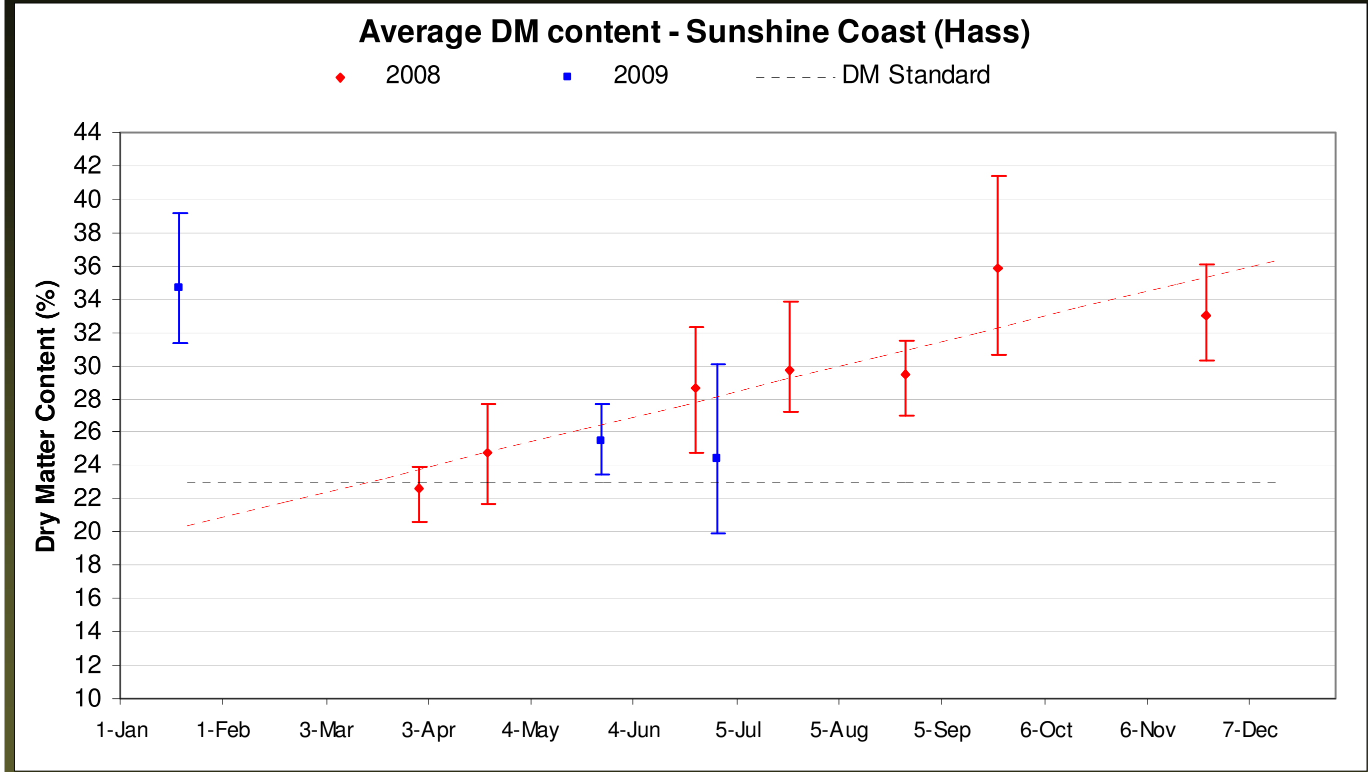

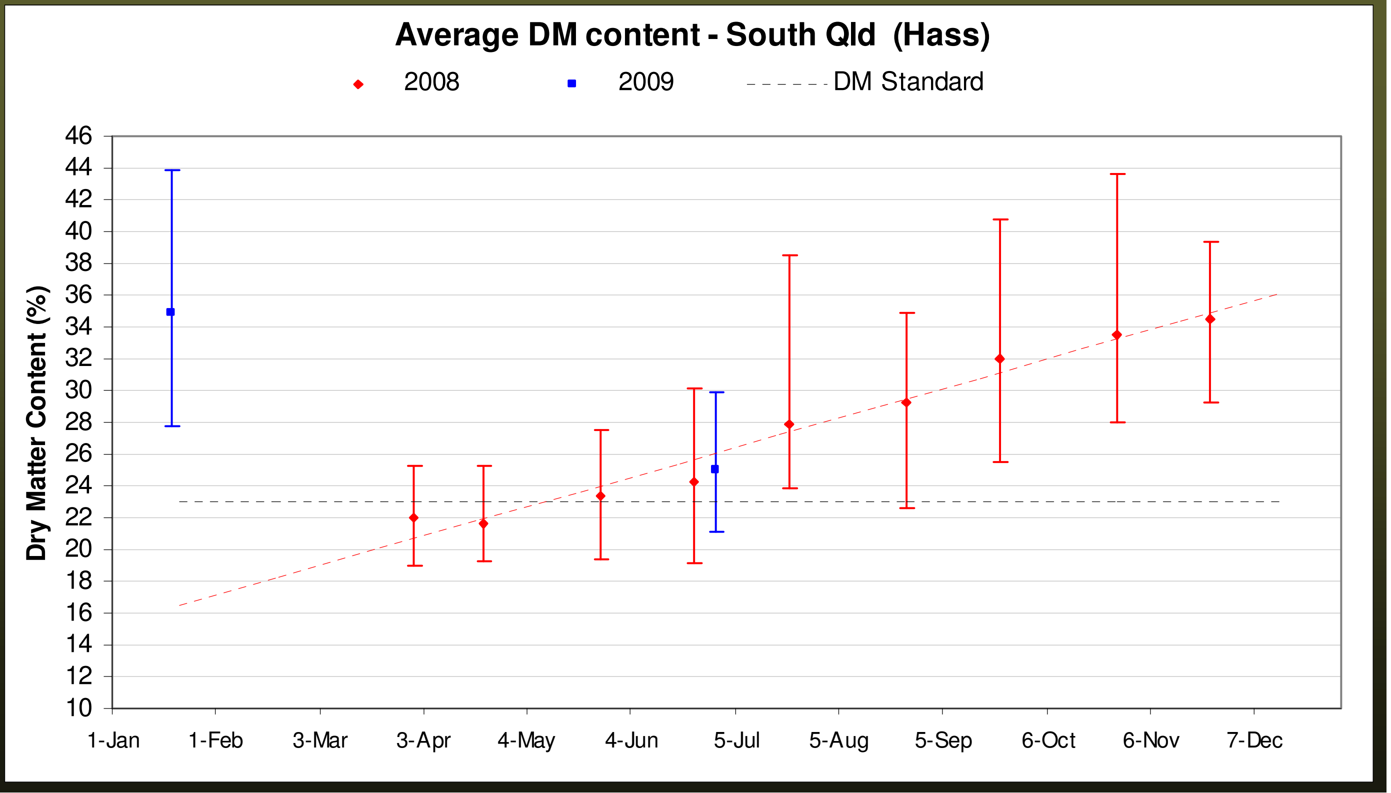

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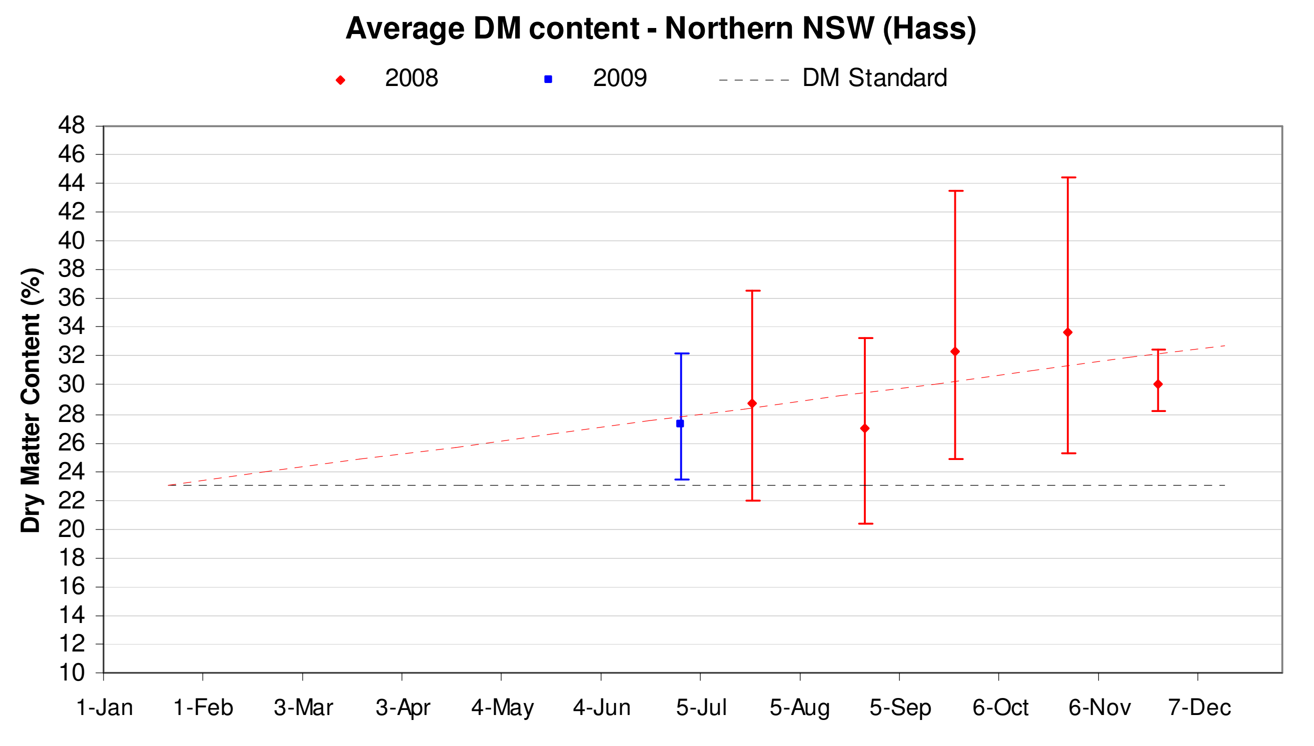

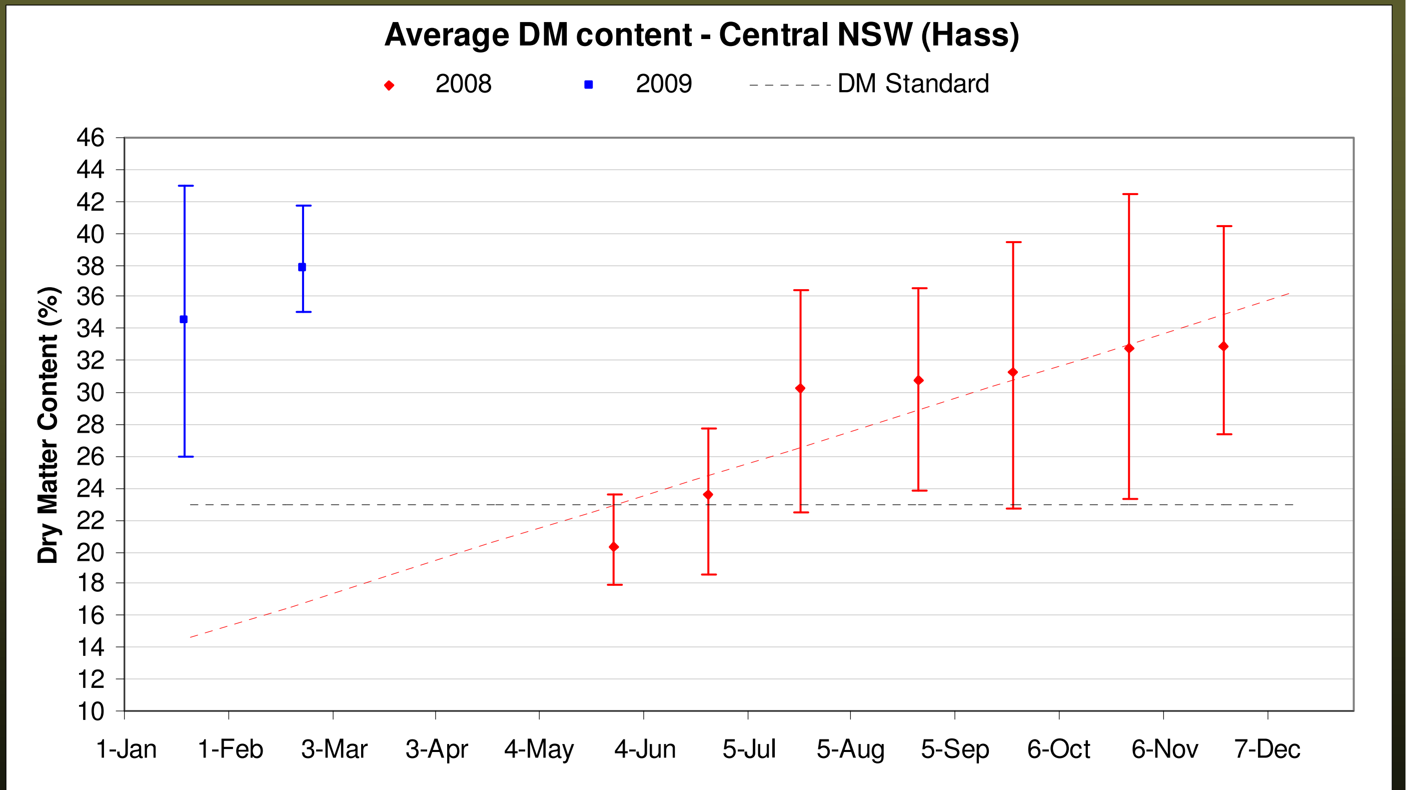

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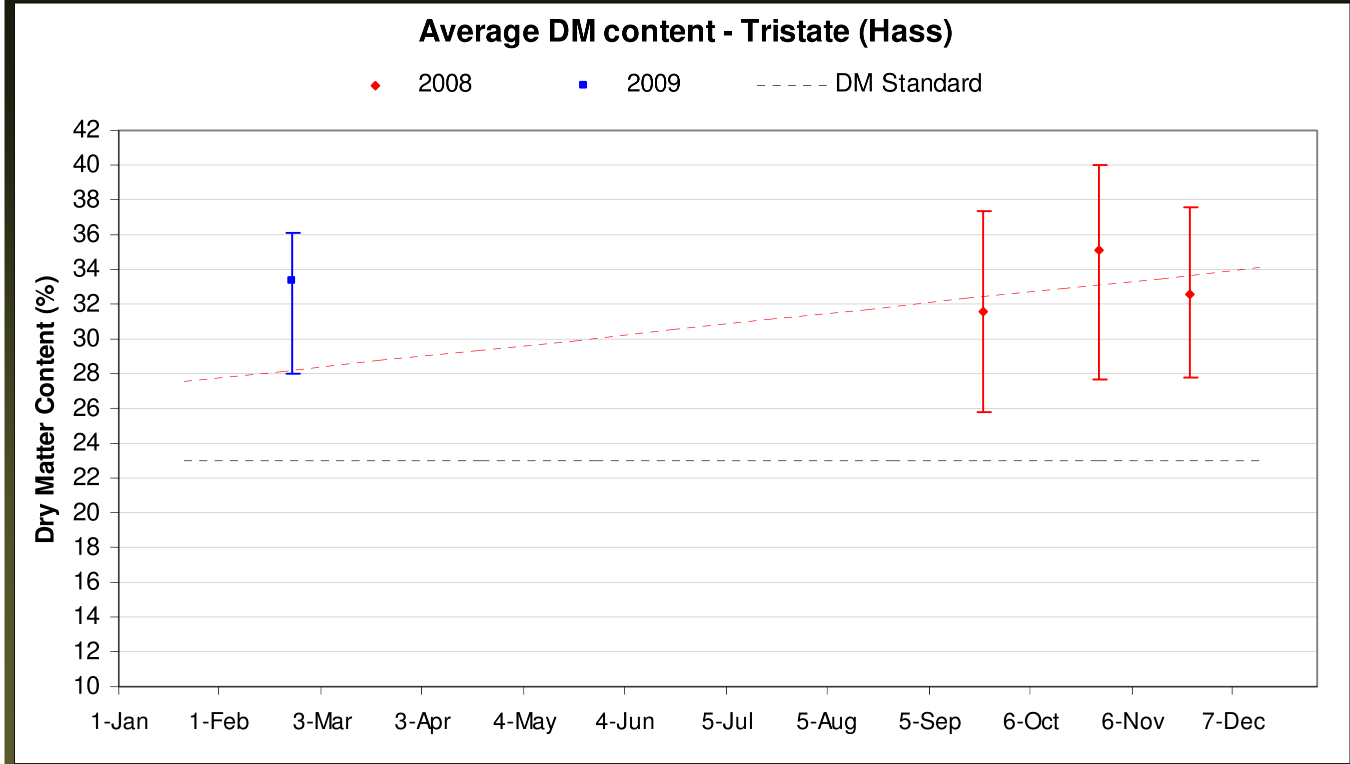

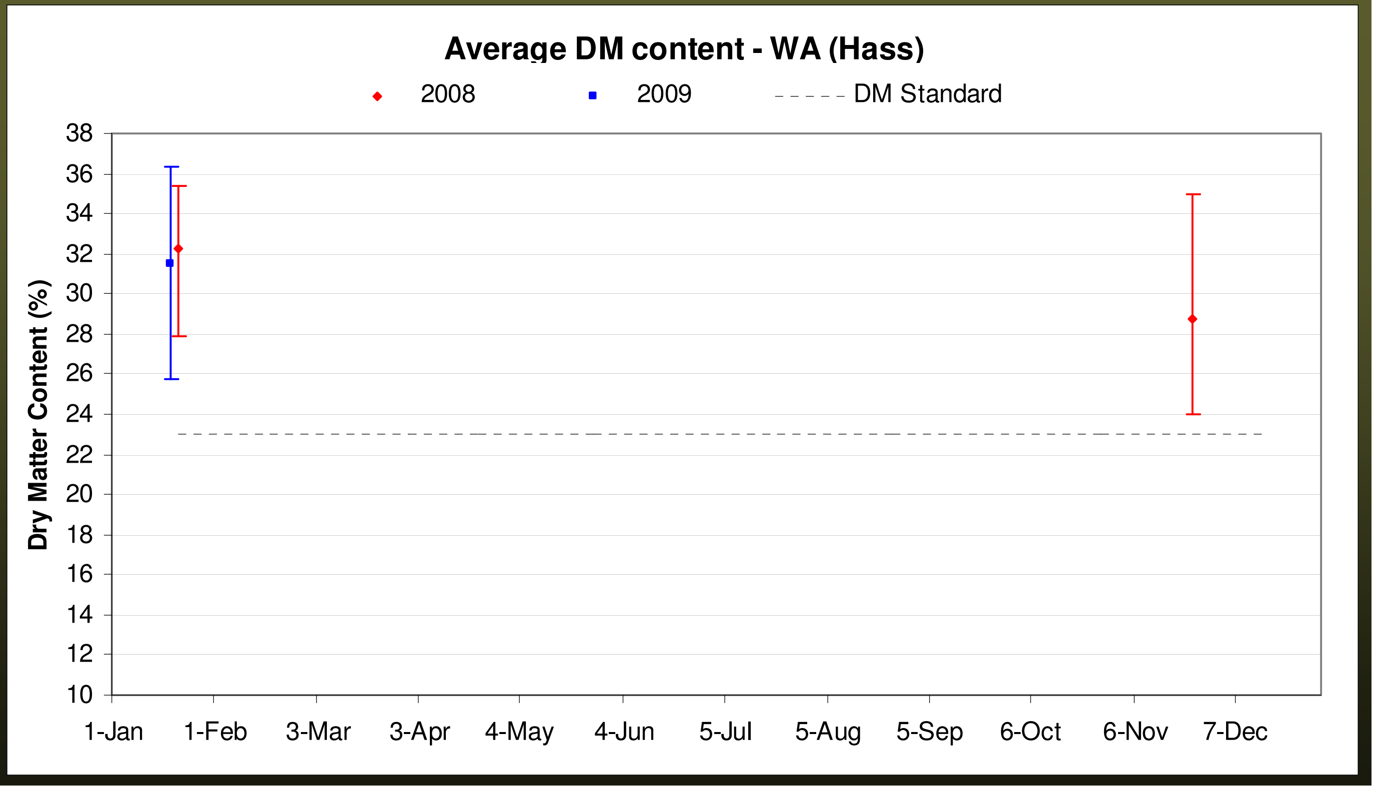

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Where to from here?

- Working with supply chain partners to make improvements
- Working back from retailers who have consistently over time sold high quality fruit to assist in producing education materials
- Producing a series of education materials
- Continued quality surveys for monitoring and to measure improvements

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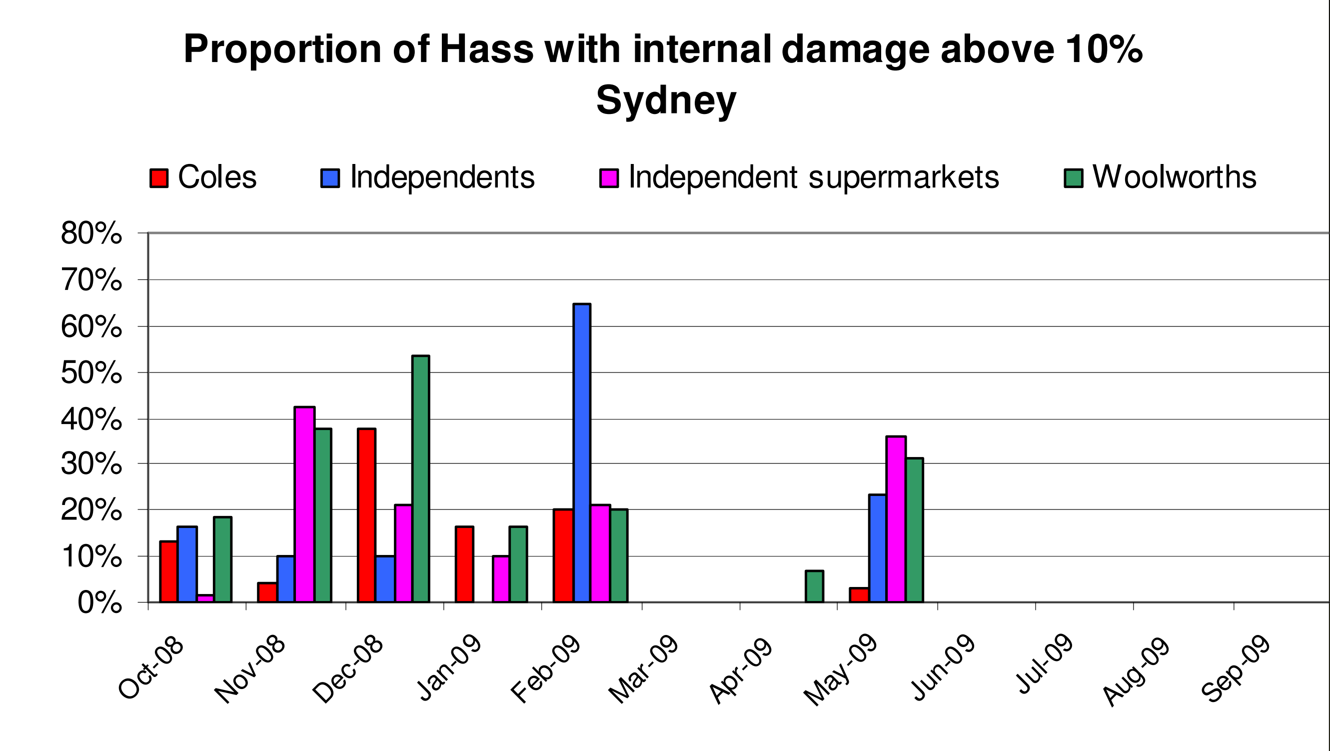

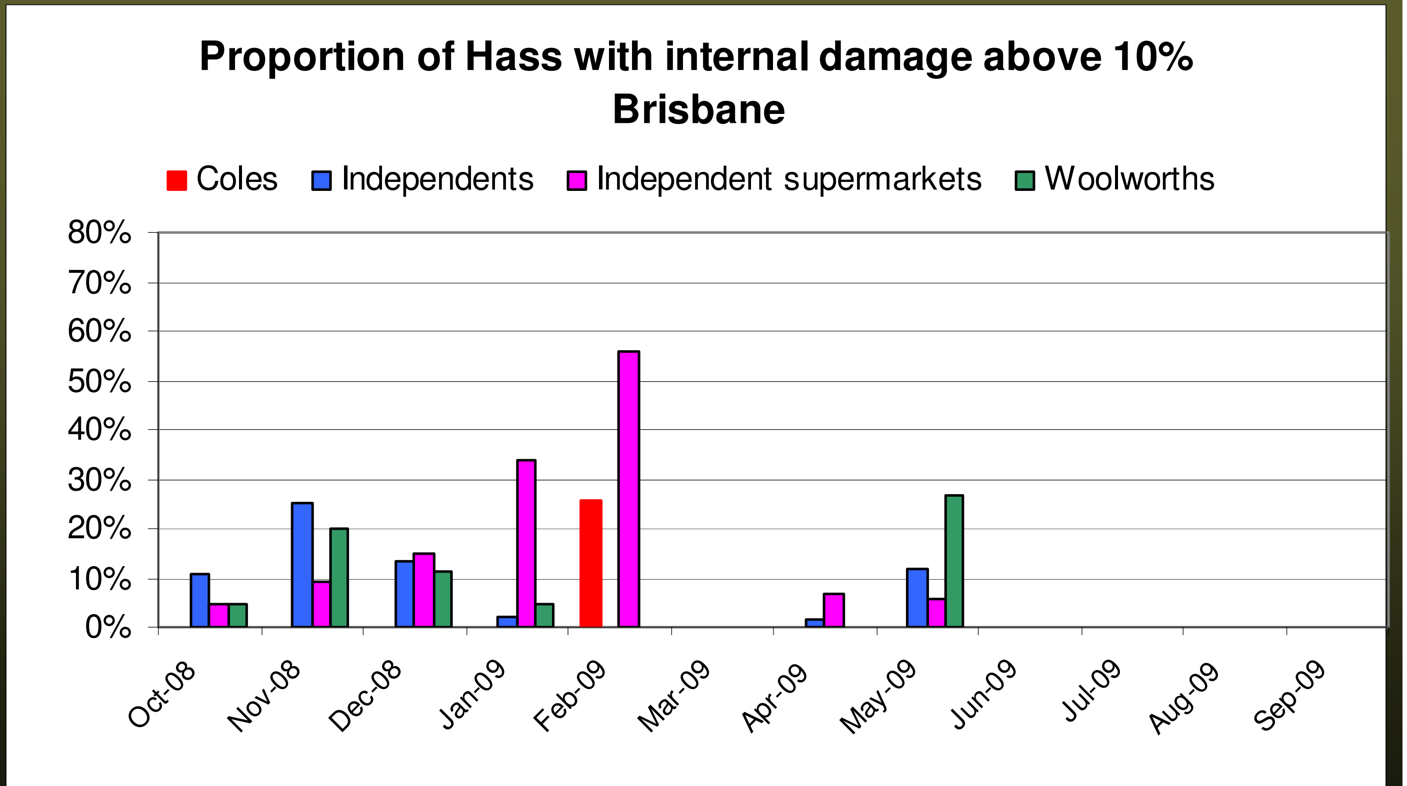

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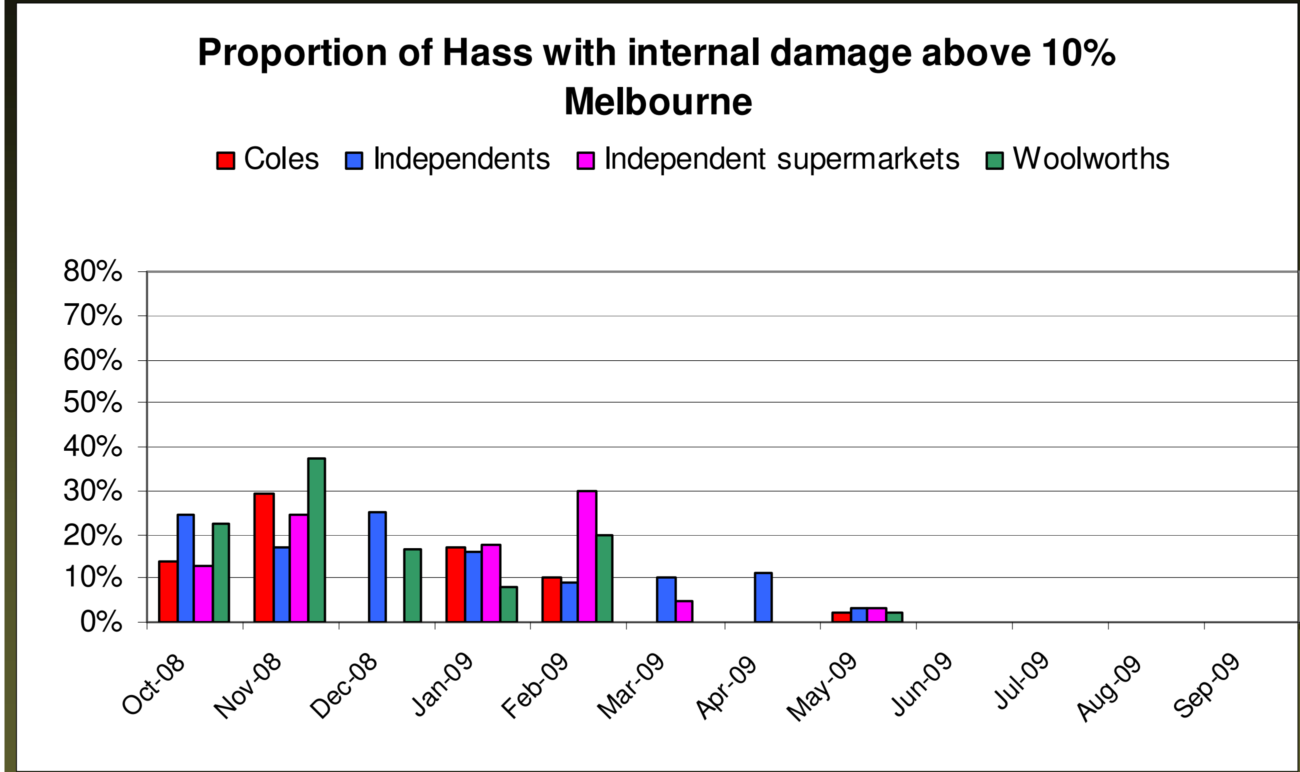
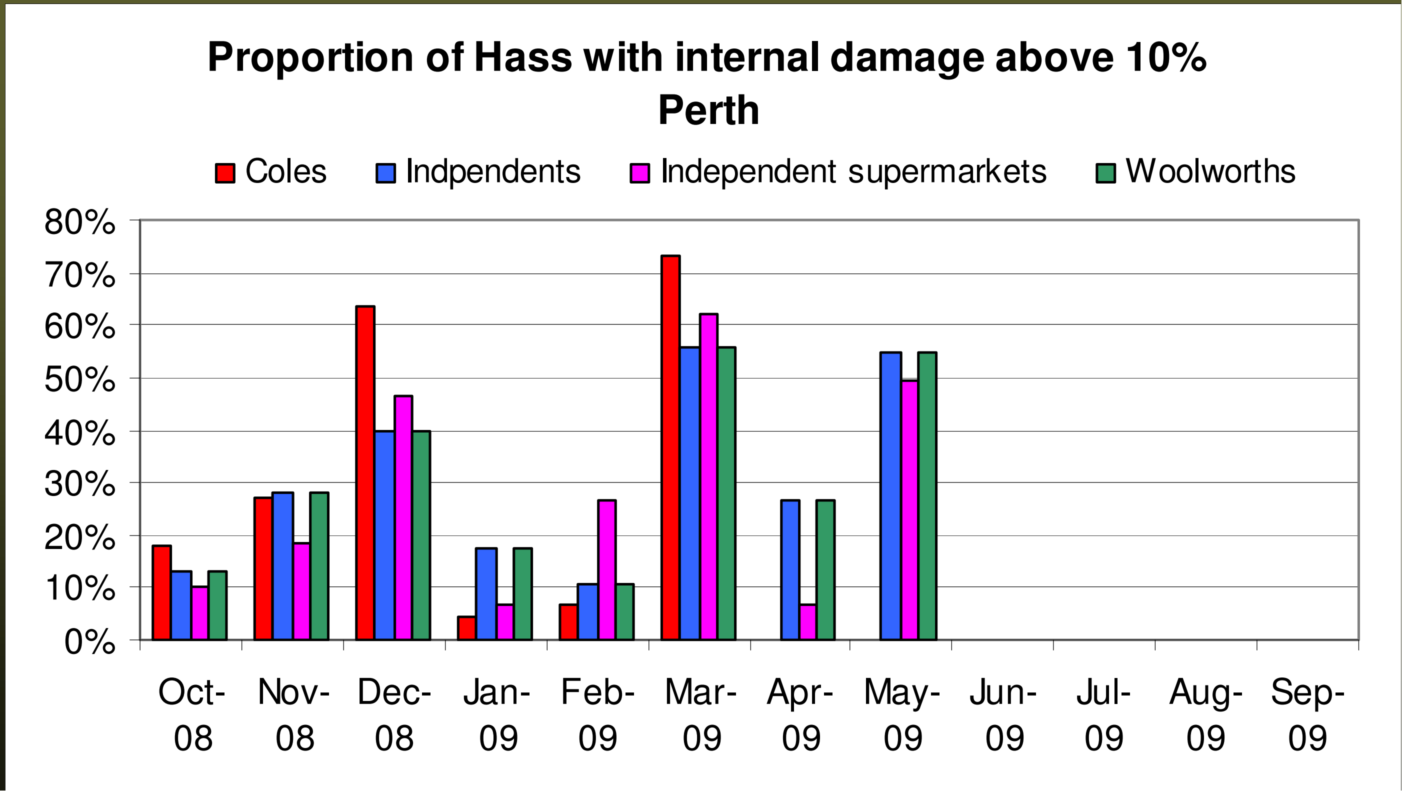

Proportion of Hass with internal damage above 10%
Melbourne
Coles
Independents
Independent supermarkets
Woolworths
80%
70%
60%
50%
40%
30%
20%
10%
0%
Oct-08
Nov-08
Dec-08
Jan-09
Feb-09
Mar-09
Apr-09
May-09
Jun-09
Jul-09
Aug-09
Sep-09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Perth
Coles
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Woolworths
80%
70%
60%
50%
40%
30%
20%
10%
0%
Oct-08
Nov-08
Dec-08
Jan-09
Feb-09
Mar-09
Apr-09
May-09
Jun-09
Jul-09
Aug-09
Sep-09

Thank you