



MEDIA RELEASE

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Boosting Avocado Exports main topic at Manjimup Forum

For the twelve months up until Feb 2022 Aussie exporters exported 9,298 tonnes of avocados to the world. When compared to the same period in the previous year there has been an increase of 327%. Developing a strong export sector is a high priority for the industry as it moves into a period of much higher production. To help achieve this Avocados Australia is holding the **WA Avocado Export Regional Forum** to support the industry in growing the export sector with practical information to help growers and packers.

The WA Avocado Export Regional Forum will be held on Tuesday 10 May from 8.30am to 3.15pm (AWST) at Power Up Electricity Museum (151 Giblett St, Manjimup, WA) and all avocado growers, packers and exporters are invited. [Click here to register to attend.](#) [To view the agenda click here.](#)

The Australian avocado crop forecast estimates that Australia's production will reach 170,000t by 2026 which will be more than double the production in 2020-21. To find new markets for this additional supply of fruit a target has been set to grow exports, aiming for at least a five-fold increase within the next five years.

Avocados Australia's CEO John Tyas, who will be presenting at the forum, wants growers, packers and exporters to work together to build the Australian avocado export sector.

"Australian growers can no longer rely on the domestic market alone and we know there are good opportunities to grow existing and new markets, particularly in Asia," said Mr Tyas.

Other speakers taking part in the forum include Ariel Yesberg (Department of Primary Industries and Regional Development), Shannon Powell and Jennifer Kwong (Austrade – Hong Kong), Krista Dunstan and Cathy Kng (JTSI – Singapore and Malaysia), Nicole Fasana and Yujun Ichikawa (JTSI -Japan), Noel Ainsworth (Queensland Department of Agriculture and Fisheries), Jeff Scott (Australian Table Grapes Association) and Flora Zhang (Avocados Australia). All attendees will have the chance to share their views in the afternoon and contribute to the development of the new 2022-2026 Australian avocado export strategy.

There are limited places so registration is essential.

The WA Avocado Export Regional Forum is an initiative of the "Avocado market access and trade development" project (AV20004) that has been funded by Hort Innovation, using the avocado research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

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About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a not-for-profit member-based organisation and our members include avocado growers, associated businesses and industry people. Avocados Australia seeks to work with all parts of the chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.