



MEDIA RELEASE

Thursday 9 May 2024

Australian avocados enter Indian market with Brett Lee as ambassador

Today Avocados Australia Limited, the representative body for the Australian avocado industry, announced its much-anticipated entry into the Indian market, accompanied by cricket icon Brett Lee as their esteemed brand ambassador. The announcement was made at Avocados Australia's Launch Trade Reception held at the Australian High Commission in New Delhi in India. This exciting collaboration marks a significant milestone for both Australian avocados and the Indian fresh fruit market. Reputed for their superior quality and health benefits, Australian avocados are set to give the Indian taste buds an amalgamation of flavour, texture and nutrition. With Brett Lee as a brand ambassador, this launch aims to introduce a premium and healthy option to the Indian households, promoting the incorporation of avocados into everyday meals and snacks.

The avocado market in India is gaining momentum. Avocado consumption has increased in India, with global demand also witnessing a significant surge over the past decade. Avocado is a healthy addition to all diets and is particularly perfect for those eating vegetarian diets.

The Australian avocado industry is growing rapidly, Australia produced just over 115,385 tonnes of avocados in 2022/23 and Australian production is forecast to increase strongly over the next few years to approximately 170,000 tonnes by 2026. In line with this production growth, Aussie growers are committed to developing new overseas markets such as India. Increased exports will be critical for the future viability of the Australian avocado industry.

During the launch of Australian avocados in India, Australia's Deputy High Commissioner to India, Nick McCaffrey said: *"The introduction of Australian avocados to the Indian market signifies a promising partnership between our nations. It's a testament to the growing bilateral ties and the potential for further collaboration in the agricultural sector."*

John Tyas, CEO of Avocados Australia, stressed the significance of the Indian market and outlined the strategy to enhance the visibility of Australian avocados in India, stating, *"we are excited to bring the exceptional taste and nutritional benefits of Australian avocado to the diverse Indian market. With our focus on exports and a commitment to quality and service, we are confident that we will establish a robust presence in India. While competition exists, we believe our emphasis on quality, service, availability throughout the year and market support will set us apart. Also, with Brett Lee as the brand ambassador, we are confident that Australian avocados will become a beloved fruit in Indian households, enriching meals and inspiring culinary creativity."*

"Many consumers in India are not aware of the health benefits of regular avocado consumption nor are they aware of the wide range of uses this fruit can provide in different cuisines. Our intent is to educate consumers on both these aspects, we can also help with consumer communication on the best approaches for fruit ripening and handling."



MEDIA RELEASE

“India market access is a great opportunity, however, we have much to learn about this market and it will take time and effort to develop this market over the coming years,” he added.

The launch of Australian avocados in India marks a significant step in the industry’s global expansion journey, promising premium quality for Indian consumers.

Australian cricket legend, Brett Lee, expressed his excitement about the partnership, stating, *“I am thrilled to be associated with Australian avocados and with the fruit that embodies the essence of health. Throughout my journey, I have prioritized nourishing my body with good food, which is why I'm excited to combine this passion with my deep affinity for India and its rich culture. I look forward to championing the exceptional taste, quality, and adaptability of Australian avocados both at home and abroad.”*

Avocados Australia would like to acknowledge the support provided by the Avocado market access and trade development (AV20004) project. This project 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.

[end]

For more information contact:

Anna Petrou, Communications Manager, Avocados Australia Limited on 0488 384 222 or co@avocado.org.au.

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.

About Australian avocados:

Australian avocados gained access to the Indian market in November 2023, opening a new avenue for consumers to enjoy high-quality produce that meets India’s stringent biosecurity and food import requirements. The industry is committed to delivering premium quality avocados to consumers worldwide. Grown in the pristine regions of Australia, our avocados are known for their exceptional taste, creamy texture, and nutritional value. We take pride in offering a versatile ingredient that inspires culinary creativity and promotes a healthy lifestyle.

You can access Australian avocado recipes and nutritional information online here:
australianavocados.com.au