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**3 February 2017**

**The latest industry news at your fingertips...**

'Guacamole' is the Australian avocado industry's fortnightly email newsletter delivering the latest news to the Australian avocado industry.

Due to layout changes prior to our new look being launched, please scroll down to view articles.



## **Avocado industry hopeful exports to Thailand and Japan will begin by end of year**

*By Joanna Prendergast, ABC WA Country Hour*

The Australian avocado industry says it is the closest it has ever been to securing new export agreements for lucrative avocado markets in Thailand and Japan.

Avocados Australia chief executive John Tyas is hopeful exports from Western Australia will begin for the coming harvest in September.

Mr Tyas said the main concern for both countries was Australia's fruit flies, but negotiations over an export protocol for the flies had taken significant steps forward.

"Later this month I understand there will be some audits undertaken by the Japanese Government of pack houses in WA, so that's a really good sign that things are progressing," he said.

"Our government is in negotiations with the Japanese Government around a suitable protocol based on what we call conditional non-host status for hard green avocados.

"What that means is when the avocados are in their hard condition picked from the tree they're actually not susceptible to fruit fly. It's only once they start to soften that fruit fly can infest them.

"The protocol that we're working on for Thailand has been presented to Thailand and there's been feedback on that."

### **Paving the way for other states**

So far discussions have centred around how to manage WA's Mediterranean fruit fly, but Mr Tyas said the industry was hoping a successful WA export industry would pave the way for fruit from states with Queensland fruit fly.

"At the moment we've seen a real opportunity for WA in particular because Mediterranean fruit fly is a concern in a number of countries," he said.

"Acceptance that hard green avocados are not a host of fruit fly is well accepted around the world and there is a lot of scientific data to support that. So we should be able to get that over the line fairly soon."

Mr Tyas said in terms of Queensland fruit fly, there had been research done in Australia in the past that had demonstrated Hass avocados were not a host of Queensland fruit fly in their hard green condition.

"However, we've found that the level of trials that was done, or the number of insects that were tested, wasn't sufficient to meet international protocols," Mr Tyas said.

"So there is work underway at the moment that'll hopefully be finished at the end of this year that will prove with an adequate level of rigour for international trade."

### Quality and supply vital

Mr Tyas said both countries presented good market opportunities for WA growers, but produce needed to be marketed as clean and green.

He said quality and reliable supply was paramount.

With the West Australian avocado industry expected to increase production significantly, Mr Tyas said new markets were essential for the industry.

"It is a concern and there are new plantings going in all the time, so it's essential that we open new markets," he said.

"There are other markets that we are trying to open. China is another one that we'd love to have access to, and there are other markets throughout Asia in particular that don't have protocols.

"Most of our export fruit goes to Singapore and Malaysia at the moment and those markets don't require protocols.

"We need to keep pushing every avenue that we can to get new markets for this increased supply."

## Dry Matter Testing Service

*By Kaila Ridgway, Mareeba DAF*

The avocado dry matter testing service will again be offered by Mareeba DAF in 2017, carefully conducted by Anahita Mizani - Department of Agriculture and Fisheries PHD student from the University of Queensland.

DM standards for optimum avocado quality are 23% for Hass and 21% for Shepard and other varieties.

Each sample (5 fruit pieces) should be delivered to Mareeba DAF, 28 Peters Street on Wednesdays prior to 12pm. DM results will then be sent to growers mid Thursday afternoon.

The cost is \$20/sample, with discounts for more than 2 samples.

For more information please contact Kaila Ridgway, Mareeba DAF, 07 4048 4623 or 0417335271.



## Winners of the OrchardInfo Tree Census Data Draw

Avocados Australia would like to congratulate the winners of the 2016 OrchardInfo Avocado Tree Census draw.

All growers who entered their 2016 tree census data by 9th December were entered into a draw to win one of 4 \$250 cash prizes.

The lucky winners are:

1. Graham Francis from Francis Family Trust in Kumbia Qld
2. Anthony Fulwood from GB Fulwood & Co. in Waikerie SA
3. Martin Inderbitzin from Kureen Farming in Atherton Qld
4. Sandy Lyon from Mt Willyung Avocados in Albany WA

Avocados Australia CEO John Tyas said although AAL had a good response to the initial email call-out in November there were still a significant number of growers who hadn't filled in the online form.

"If you haven't entered your data yet it's not too late," he said. "The form is now very simple, only requesting basic tree planting data.

"This information is essential for future industry planning.

"With many new plantings coming into production in the coming years planning for this change requires accurate data and this can only come from growers."

Those who contribute will be provided with a summary report of tree plantings in your region and nationally.

If growers need assistance, or the email to be resent please contact the Avocados Australia Office on 07 3846 6566.

## Hort Innovation Marketing Update

*By Claire Tindale-Penning, Hort Innovation Marketing Manager*

### **My Food Book**

Positioning Australian avocados in their healthy, versatile and super tasty ingredient role, we've partnered with My Food Book for their latest e-cookbook collection "Good For You Food book" which launched 27th Jan.

This e-cookbook is all about fresh, tasty and easy to produce recipes launched in time for those of us who want to start the year on a healthy note.

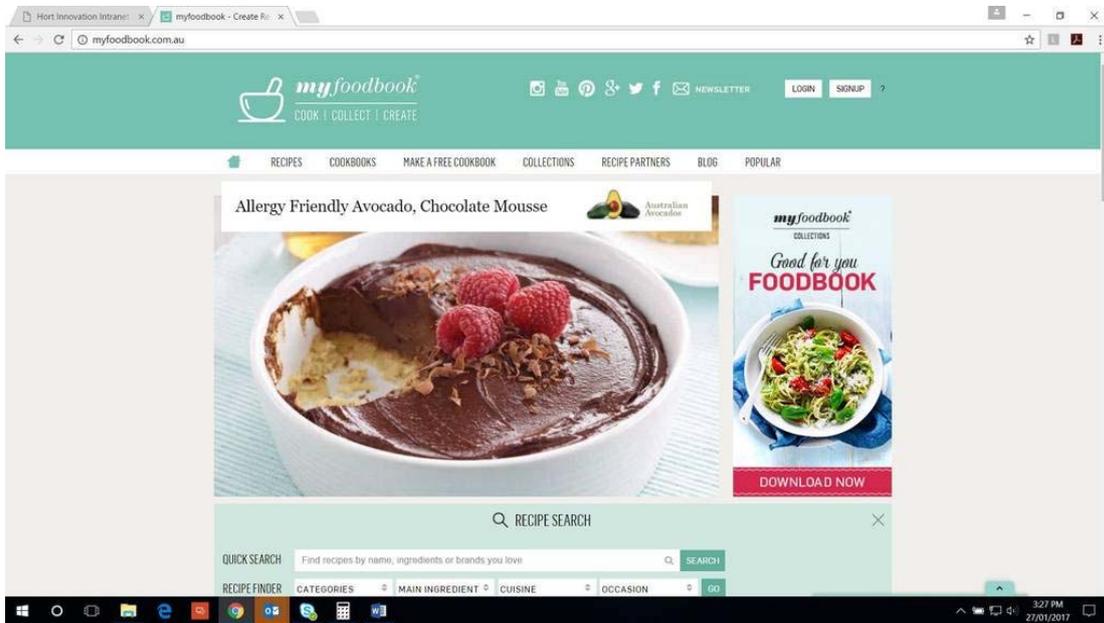
My Food Book is an online publisher who promotes food products of their advertising partners via recipes, food stories, cookbooks, EDM's and more to an engaged and qualified audience looking for meal ideas.

They feature 100% branded content, connecting consumers with brands and products they know and some they don't.

Myfoodbook has over 200,000 subscribers with their main audience (70%) being made up of a demographic that is our main target demographic - 30-50 y.o Mums.

A push of "The Perfect Match" series will be occurring ahead of Valentine's Day to further inspire Avocados to their audience. Reporting of engagements of our activation will be shared in upcoming Guacamole issues.

To view the latest health and wellness e-book featuring Avocados, please click here....  
[http://myfoodbook.com.au/sites/default/files/ebook\\_file/Good%20For%20You%20Foodbook.pdf](http://myfoodbook.com.au/sites/default/files/ebook_file/Good%20For%20You%20Foodbook.pdf)



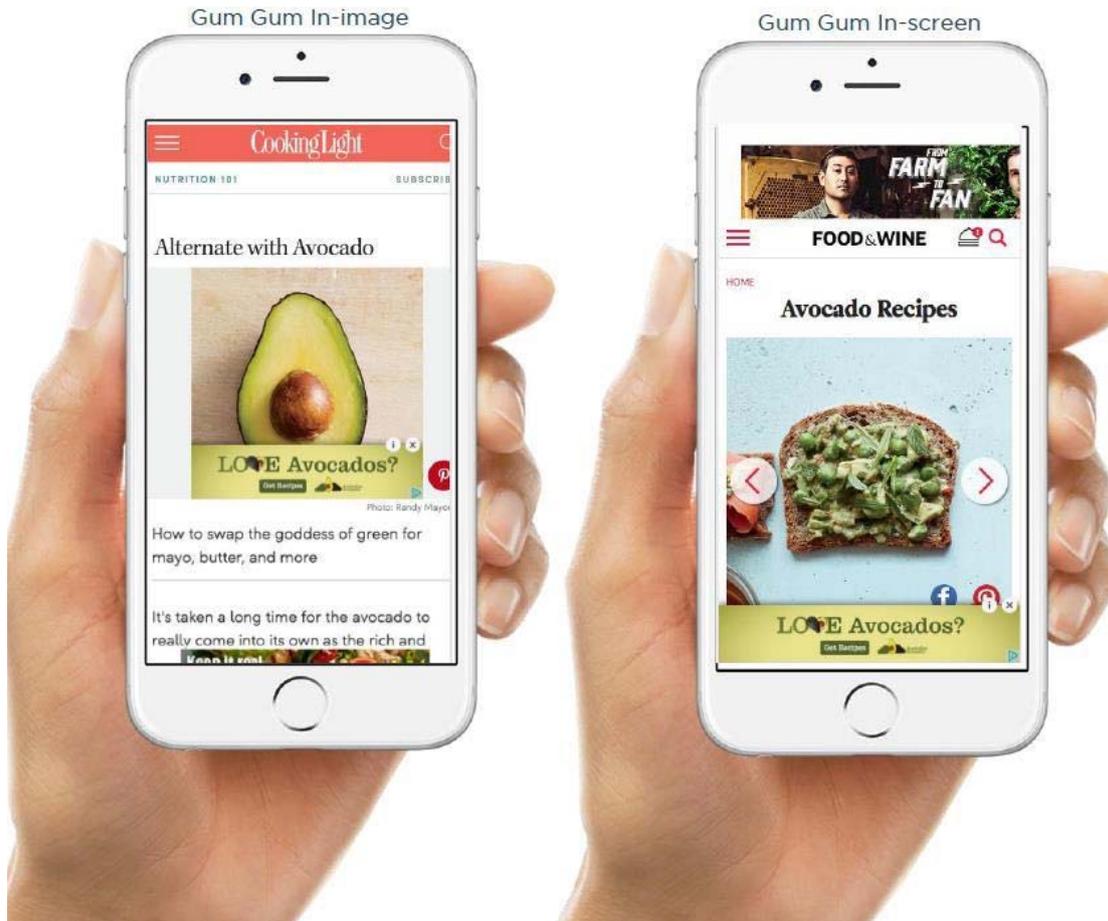
### Digital activations

As part of the media schedule for Avocados, there has been a strong digital component targeting the main grocery buyer, families and the health conscious. Throughout late September through to mid-December, a number of digital platforms were used to communicate about Avocados:

#### o GUM GUM

This is mobile-specific technology where the publisher (Gum Gum) uses image recognition to serve our banner ads for avocados. As you can see in the images here, when someone is looking at anything to do with avocados (recipes, news piece etc), our banner ad is displayed.

Over the period of 19.09.16 through to 17.10.16 Gum Gum delivered our ad 918,080 times with a click through rate of 1.23% which is above benchmarks and resulted in 11,249 clicks through to the Avocados website. This result clearly demonstrates that engagement with creative across Gum Gum inventory was optimal.



o **TOTALLY HER**

Totally Her offered a three-pronged approach to amplify the Avocados messages:

- Editorial and native content
- Standard display
- Influencer social content

Four recipes were featured across the Totally Her network demonstrating the versatility and diversity of cooking with avocados:

- Cheesy Avocado Quesadillas
- Mexican Avocado Salsa Boats
- Avocado Pound Cake
- Avocado Picnic Tart

Editorial Content	Uniques	PVs	Time On Page	% Results	Weighted
Cheesy Avocado Quesadillas	5435	6829	2:12	38.04%	0.50
Mexican Avocado Salsa Boats	5384	8400	1:35	37.68%	0.35
Avocado Pound Cake	2268	4404	2:01	15.87%	0.19
Avocado Picnic Tart	1202	1800	1:55	8.41%	0.09
TOTAL	14,289	21,433	1:54	100.00%	

With weighted results, the standout was the *Cheesy Avocado Quesadillas*. Despite driving less page views than the Mexican Avocado Salsa Boats, the average time on page was more than 40 seconds longer. The ease and simplicity of the recipe ensured engagement remained high.

Foodie blogger Sneh Roy featured 30 days of avocados across the month of October with solid results of 130,000+ followers and over 109,000 engagements.



o TUBEMOGUL

Tubemogul delivers content via *connected TV*. Connected TVs allow users to access digital channels. When they select a TV show, a pre-roll (TVC) is played to them without the ability to be skipped until after a certain amount of the advert has been played. As the audience is already highly engaged to watch a show that they have selected, they are more inclined to sit through one TVC. Thirty-two per cent of all homes currently have connected TV and this number will continue to grow as the NBN is rolled out across Australia over the next 2 years. From 19 September through to 1 November 2016 we received 1,174,000 video views with a completion rate (meaning the entire ad was watched) of 75% (the industry standard is 70%).

Instagram

**Current Shared Post:** has received 91 organic likes. Sweet and savoury, snacks and mains; avocado inspiration from avocado consumers in many different ways.



**Subsidised Access to Women’s Leadership Events Available**

Women & Leadership Australia are currently offering 20 Avocados Australia members the opportunity to attend the [2017 Australian Women’s Leadership Symposium](#) for \$400 off the standard rate.

The Symposium provides women a critically important platform to explore leadership, life and career development. They will take place in all capital cities across Australia later this year.

To take advantage of the discount:

1. Simply go to <http://www.wla-symposium.com.au/2017events.html>
2. Select which city you would like to attend

3. Click 'Tickets Available Here'
4. Enter your First Name, Last Name and Email Address, then click 'Next'
5. Enter your Company, Title, Work Phone and type in 'Avocados Australia' when answering the question 'How did you find out about this event?', then click 'Next'
6. Click 'Finished Adding People'
7. Enter Discount Code **ASC2017** and click 'Apply' to get the \$400 discount off the standard rate
8. Complete your Payment Method, tick 'I agree to the Terms and Conditions', click 'Finish' and then your confirmation will be emailed to you.

**Only twenty Symposium seats are available at this rate.** For further information about the Symposiums, simply go to <http://www.wla-symposium.com.au>.

## Infocado and retail prices update

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website's [Infocado](#) and [Retail Pricing](#) pages.

## Industry News

### Australian News

#### Freshmax Group up for grabs

A majority share in one of Australasia's leading produce companies Freshmax Group is up for sale, with owner New Zealand-based Maui Capital looking for investors in Australia and Asia, the Australian Financial Review (AFR) reported. [More](#)

#### GM medflies show promise in eradicating the pest in Australia

After going through trials, genetically modified Mediterranean fruit flies (Medfly), imported from the United Kingdom, are showing promise at eradicating the pest in Australia. The results could be good news as the Medfly causes millions of dollars in damage each year in the country. [More](#)

### International News

#### New pest worries California avocado growers

A new pest is worrying California avocado growers. The Asian shot hole borer was first discovered in Los Angeles County in 2003 and has been causing quite the fuss as they have been shown to also affect avocado crops. [More](#)

#### CAC forecasts tighter Californian avocado supply window

After California notched its third-highest avocado crop on record last year, the state's industry body is forecasting lower volume in 2017 due to alternate bearing. In a release, the California Avocado Commission (CAC) reported last year's crop was above average in volume at 401.4 million pounds. [More](#)

#### Trump tariff "would hurt US consumers"

With Super Bowl weekend fast approaching, avocados could become one of the casualties of souring Mexican-US relations. A proposed 20 per cent tariff on Mexican imports to pay for the wall along the US-Mexico border will be passed back to US consumers in the form of higher prices for avocados, tomatoes and other key imports, experts say. [More](#)

#### Fresh avocados are one of the most successful categories in fresh produce

Nearly 60% of U.S. households purchase avocados each year, driving annual household purchases to over \$1.6 billion. While shoppers purchase avocados all year long, avocado purchases peak in the Q3 summer months of July, August and September. [More](#)

#### Kickstarter campaign launched for avocado ripening box

Christophe Obolo, artist, designer and inventor, has officially launched a Kickstarter campaign for 'The Avocado Ripening Box (ARB)', a potentially disruptive entry into the grocery market that ripens store-bought avocados in just two days. The Kickstarter campaign aims to garner widespread support and financial backing to manufacture, market and distribute the ARB to a mass audience. [More](#)

#### **Chile: Avocados in greenhouses**

The avocado requires a subtropical climate with a mild winter with no frosts to develop. In Chile, there are few areas with these characteristics and many of them have scarce water resources. The avocado industry is interested in growing, but not having land suitable to grow avocados is a major constraint to achieve this goal. [More](#)

#### **Mexico: Protecting genetic diversity of avocados against threats**

In 2015, Mexico produced 1,600,000 tonnes of avocados, which means the country is the world's largest producer of this fruit, accounting for almost half of the global production. It is also the number one exporter, with 46% of the world trade, followed by Chile and Peru, which have a 9% and 8% share, respectively, as revealed by data from the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA). [More](#)

#### **Mexico: Bioplastic obtained from avocado seeds**

In November 2012, the young innovator, Scott Munguía, created the company Biofase after the successful creation of a biopolymer for different uses obtained from avocado seeds. In 2016, the product's average monthly production stood at 500 tonnes, with some intended for the Central American market. [More](#)

#### **Edible solution doubles shelf life of fresh produce**

"We've developed a way to leverage the parts of produce left behind on the farm to dramatically extend the shelf life of fresh produce," says James Rogers with Apeel Sciences. "Our edible formulation slows down the rate that fruit and vegetables deteriorate helping them maintain a healthy state longer." [More](#)

#### **Avocados rank third in the consumer shopping list 2016**

UK: The nation's bid to be healthy in 2016 helped to push up sales of avocados and other healthier alternatives last year, according to new retail data released by IRI, the provider of big data and predictive analytics for FMCG manufacturers and retailers. [More](#)

Can't wait for Guacamole? You can read all the latest [Avocado News](#) and industry-related [National & International News](#) on the Avocados Australia industry website.

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**Horticulture  
Innovation  
Australia**

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to admin2@avocado.org.au

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