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31 October 2016

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 next year, please scroll down to view articles.



Expression of Interest: Commercial partners for new Phytophthora root rot resistant avocado rootstock (AV15005)

Source: Hort Innovation email

Horticulture Innovation Australia Limited (Hort Innovation) is calling for Expressions of Interest (EOI) from all capable commercial entities in the nursery and avocado industry for the Australian licence to evaluate and commercialise a new Phytophthora root rot resistant avocado rootstock.

The new rootstock was developed from the Australian avocado industry "Rootstock Improvement Program". This program was lead by Sunshine Horticultural Services Pty Ltd (SHS) and funded by Hort Innovation and levy-paying avocado growers.

The rootstock with the experiential code 'SHSR-04' was identified in 2004 as an escape tree in an orchard infested with Phytophthora root rot. Subsequent field evaluation of a population of 'Hass' trees propagated to cloned 'SHSR-04' rootstock demonstrated a high level of resistance to Phytophthora root rot.

While a full evaluation of the rootstock across different environments is yet to be completed, its minimum performance is expected to be similar to that of current commercially available Phytophthora root rot resistant rootstock, 'Dusa'.

The licensing rights to be provided to successful partners will include rights for evaluation with the option for commercial rights for the propagation and sale of the rootstock in Australia.

Applicants will need to demonstrate experience in the following key areas:

- Capability to produce high quality clonal rootstocks for use across a range of avocado varieties
- Capability to produce high quality avocado varieties propagated to clonal rootstocks;
- Demonstrated systems in risk management. The preferred licensee shall be Avocado Nursery Voluntary Accreditation Scheme (ANVAS) or Nursery Industry Accreditation Scheme Australia (NIASA) accredited

- Capability to conduct commercial scale evaluation of rootstocks
- Capacity to market and sell quality rootstocks within the Australian avocado industry
- Capacity to manage IP and commercial arrangements related to the protection and commercialisation of rootstocks in Australia.

Hort Innovation recognises that there are a limited number of companies with expertise in clonal rootstock propagation. In developing a response to the EOI, Hort Innovation welcomes submissions from both individual entities or from joint applicants that combine the skill and expertise of one partner's capabilities in clonal propagator with that of an experienced nursery that has the skills and resources to support sales of final material across the Australian avocado industry.

The due date for responses to the EOI is 5pm on November 28, 2016.

To obtain details of the performance of the rootstock, key licensing terms, selection criteria and requirements for responding to the EOI please send a request to TechMAC at admin@techmac.com.au. For any questions you have regarding the EOI process please or contact Dallas Gibb, Managing Director, TechMAC Pty Ltd on mobile 0458 38 5278.

Further assistance - responding to commercial brief

Technical enquires regarding rootstock
Tony Whiley
Sunshine Horticulture Services (SHS)
Phone: 0427 411 541
Email: whileys@bigpond.com

Requirements of EOI or questions on licensing arrangement
Anthony Kachenko
R&D Lead
Horticulture Innovation Australia
Phone: 02 8295 2343
Mobile: 0429 221 443
Email: anthony.kachenko@horticulture.com.au

or

Dallas Gibb
Managing Director
TechMAC Pty Ltd
Phone: 07 46 385278
Mobile: 0458 38 5278
Email: dallas@techmac.com.au

Marketing update

(By Hort Innovation Marketing Manager Claire Tindale-Penning)

You'd be hard pressed to have missed the furore last week after The Australian columnist Bernard Salt said that young people couldn't afford a house because they were buying too many smashed avo brunches.

In a hand wringing column about the "youth of today", Salt proclaimed to have seen members of "the yewth" shell out \$22 for a smashed avo on toast when that money could be going towards a house deposit.

This kicked off all kinds of commentary from other journalists keen to get in on the debate.

Housing affordability

Opinion

Baby boomers have already taken all the houses, now they're coming for our brunch

Brigid Delaney

Brunch is the opiate of the masses. We are not going out for brunch instead of buying houses: we are brunching because we cannot afford to buy houses

Monday 17 October 2016 11:37 AEDT

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26,346

2,223

Save for later



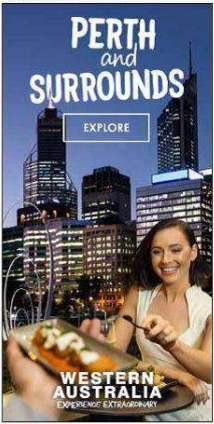
Brunch was for wimps who lacked the discipline to save money and the strength to smash their own avocado.
Photograph: bonappetit.com

I used to be so easy. You'd live with your parents until you were 30-something (and had settled into a hybrid and weird housemate-style relationship), you'd drink instant coffee instead of takeaway lattes, you have tins of homebrand tuna for lunch - eaten at your desk. Your colleagues knew not to ask you when collecting money for a going-away present or for charity.

You were saving for a deposit on a house - socking it away cent by cent, dollar by miserable dollar.

Once in a while you'd clip a Groupon for a \$15 steakhouse meal. Entertainment was the TV, at home, where you'd watch The Block and feel a sense of investment in the plotline that sometimes scared you.

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Most popular in Australia

Obama on Trump's

BROADSHEET

MELBOURNE

FOOD & DRINK

FASHION

ART & DESIGN

ENTERTAINMENT

TRAVEL

Melbourne Cafes Add “Home Savers” Smashed Avo to Menus This Week


Thanks Bernard Salt!

1/12 Little Big Sugar Salt's Pile of Health Photograph: Gareth Sobey

Published on 18th October 2016 by TACEY RYCHTER

In his weekend column in the *Australian*, Baby Boomer journo Bernard Salt managed to turn smashed avocado into an emblem of millennial indulgence and kickoff a cross-generational national debate.

TAME HEARTBURN FAST



zantac.com.au

ALWAYS READ THE LABEL. USE ONLY AS DIRECTED BY YOUR DOCTOR. CONSULT YOUR HEALTH PROFESSIONAL. ASPR200502

http://avocadomail.avocado.org.au/v/7081/1785394412/email.html?k=ikne0Kh5hkcNPIRK5u18cMLQstXmSYaqxqidx30mGTY

3/12

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BUSINESS

Why we're better off eating smashed avocado than saving for property



Salt says the avocado represents the fact young people don't know how to save. Picture: Regi Varghese

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No, baby boomers, millennials aren't poor because they eat smashed avocado

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Michael Roddan

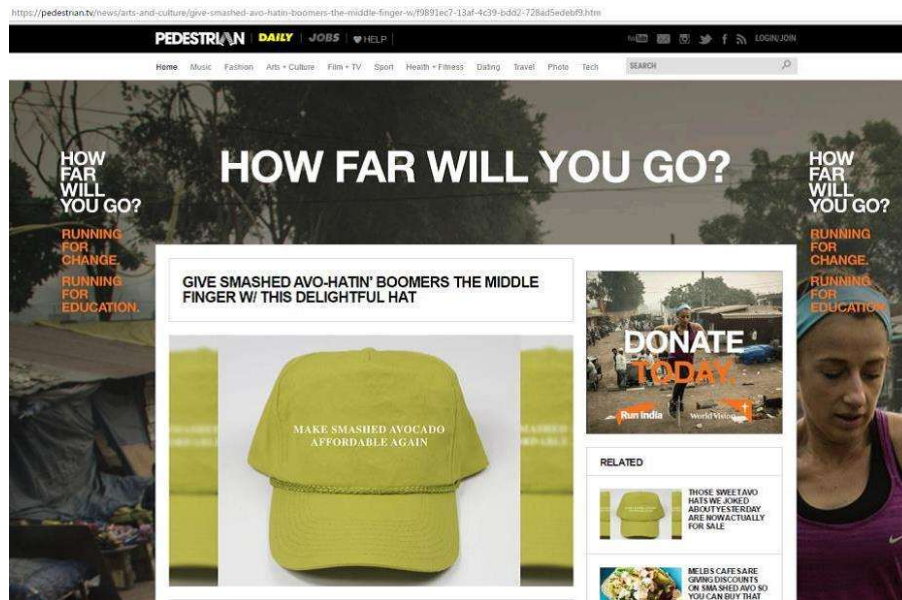
@MichaelRoddan

Follow

Bernard is right. If the youngens want to own property they should quit eating smashed avocado and start eating the rich

An Australian columnist and industrial relations expert have blamed housing prices and employment rates respectively on millennials spending and idleness.

IMAGE: RIGHT OWL/PICTORY CREATIVE COLLECTIONS



We wanted to leverage this huge amount of conversation across our social, search and website platforms. We wanted to tell Bernard and all Australian's that you "can have your Hass and your house".

The approach was to drive engagement through a petition housed on the website for "people to support the right of every Australian to a delicious avocado brunch" - promoted through Facebook as well as the home page of the website.

A series of clever and witty puns with imagery across Twitter and Facebook further spread the messages.





Australian Avocados

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It's time to bridge the gap between The Avs and The Av Nots. Sign the petition in support every Australian's right to a delicious avocado brunch. [#MakeBrunchNotWar](#) [bit.ly/2enIfYB](#)

#MakeBrunchNotWar.





Australian Avocados



Australian Avocados

Sponsored · 

Like Page

We believe in a world free from brunch blaming. Sign the petition and support of every Australian's right to a delicious avocado. [#MakeBrunchNotWar](#) [bit.ly/2enIfYB](#)

#MakeBrunchNotWar.





Australian Avocados

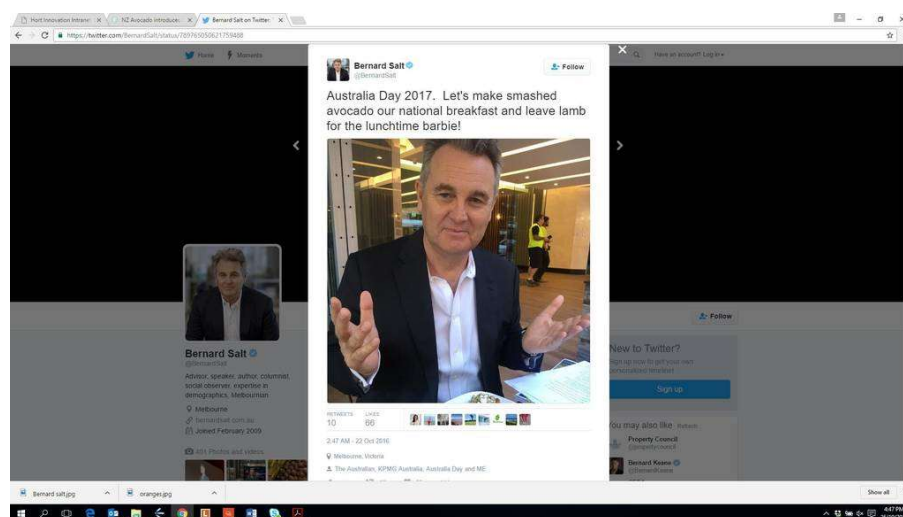


And anyone who inbox messaged the Australian Avocados' FaceBook Page was greeted with the following straight away:

To stay relevant to the topic when people searched over the period for:

- Smashed avocado (and related terms including recipes)
- Housing affordability
- Can I afford a house?
- Save for a house
- Bernard Salt

Our adverts driving people to our website were served in the search. Here's an example:

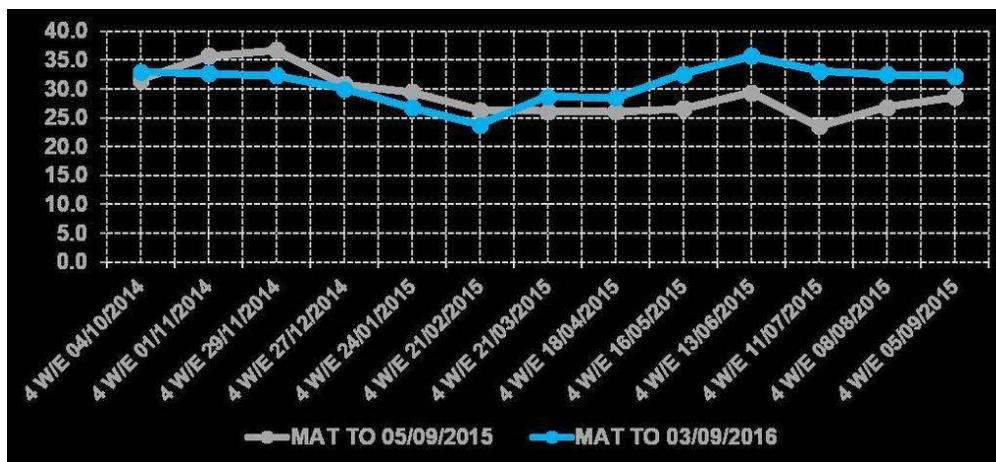


These tactical executions and others were run from the 19th Oct through to 25th Oct. A report of outcomes will follow in the next issue of Guacamole.

In the initial stages, it looks like Bernard Salt has come around to our movement! Perhaps we can run with his suggestion for Australia next year?!

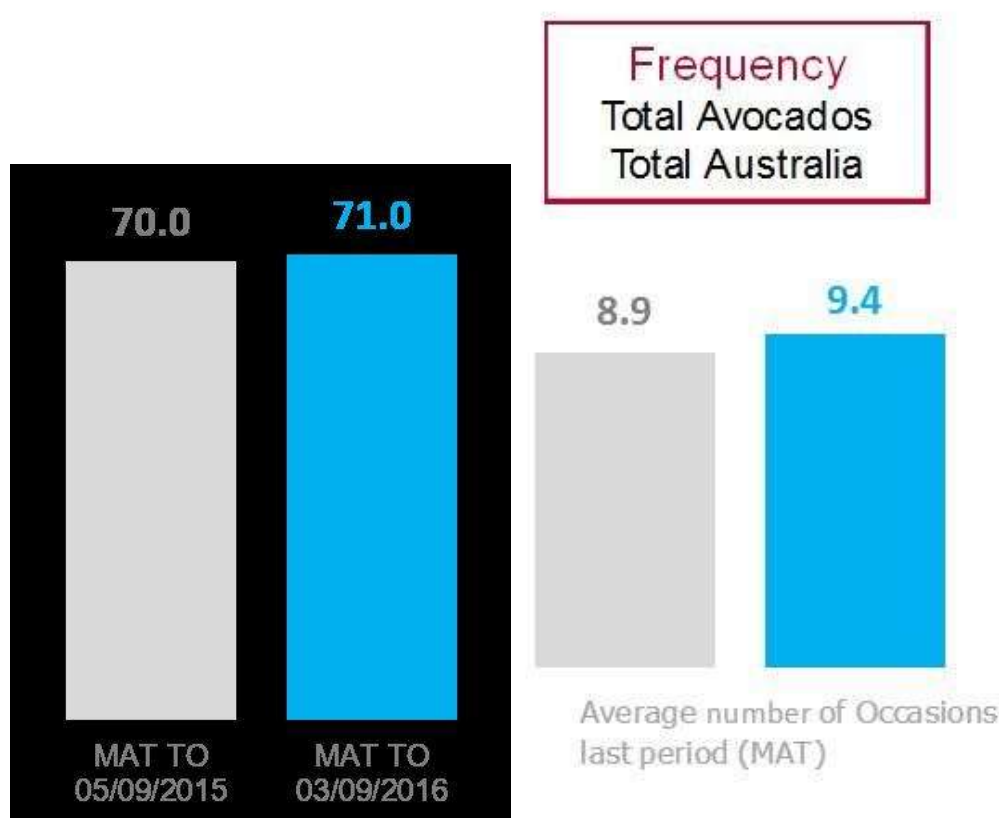
Recent Nielsen data

Some good news to report, the recent Nielsen data shows more households are buying more avocados more often. Just the result we want to see.



This chart shows during the 4 week period ending 5/09/16, 32% of all households bought avocados compared to 29% the same time the year before.

The total penetration of Australian households buying avocados is up slightly year on year at 71%. More households are buying more avocados more often.



Avocado Strategic Investment Advisory Panel (SIAP) kicks off

(By Astrid Hughes - Relationships Manager - Hort Innovation)

Date: 20 October 2016

Location: Brisbane, Novotel Airport

Next Meeting: 12 December 2016

Attendees:

Daryl Boardman
Jim Kochi
Cormac te Kloot
Stewart Ipsen
Jennie Franceschi

John Walsh
Simon Grabbe
Simon Newett
Kylie Collins
Neil Delroy - apology
Chair - Richard de Vos
Astrid Hughes (Hort Innovation)
Claire Tindale-Penning (Hort Innovation)
Tim Archibald (Hort Innovation)
Philippa Lorimer (Hort Innovation)
Kathryn Young (Hort Innovation)
Brian Ramsey (Innovact Consulting)

Overview

The inaugural Avocado SIAP meeting addressed the governance requirements of the new advisory mechanism that Hort Innovation works within.

An induction into the new model and robust discussion about the role of the SIAP and appropriate communication avenues were held.

The financial position of the Avocado levy program was presented with all the information available on the Hort Innovation website www.horticulture.com.au

The meeting then progressed to an update and workshop session on the strategic investment plan - covering topics such as exports, irregular bearing, quality, consistent supply, data collation and productivity.

Concepts submitted through the Hort Innovation including - Infocado and Orchardinfo and cover crops through the Rural R&D for Profit program - with feedback received from the panel as to whether or not the concepts are a priority for further investment.

Finally, the marketing plan for 2016/17 was presented, including the review details of the previous iteration of the marketing plan and timeline of activities such as the TV Campaign and social media pillars.

Next steps

Submission of reviews on the marketing program and final reports in key investment areas has raised the need to have the next meeting in December.

This face-to-face meeting will generate ideas for future investment in alignment with the strategic investment plan.

To get involved with the plan please register your interest through the Hort Innovation website www.horticulture.com.au

Contact:

Astrid Hughes - Relationship Manager, 0405 306 334, astrid.hughes@horticulture.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

Smashed Avocado Saga

Avocado growers must have rejoiced last week in the social media storm that had everyone in the country talking about the trendy fruit. People went bonkers over a comment by demographer Bernard Salt that young people should stop whingeing about not being able to buy a house when they were spending all their money on “smashed avocado toast” in expensive hipster cafes. [More](#)

Consumers warned about black market avocados

South Australia's peak avocado body is warning consumers to be vigilant when buying the fruit after 1,000 avocados were stolen from an orchard in the Riverland, reports abc.net.au. Pop-up fruit stalls or farmers' markets could be among the avenues profiting from the stolen fruit, which currently sells in supermarkets for about \$2 each. [More](#)

Researchers, industry unite in multi-million dollar pollination campaign

Top local and international pollination researchers have combined forces with Australian fruit, vegetable and nut growers in a multi-million dollar effort to bolster pollinator populations and support the vibrant future of Australian horticulture. [More](#)

Why Australian dietary recommendations on fat need to change

A recent editorial in the journal Open Heart suggests many of us have it all wrong when it comes to the balance of fats we eat. The authors urge a return to equal amounts of specific types of fats known as omega-6 and omega-3 polyunsaturated fatty acids in order to help combat global obesity. The paper reflects a recent wave of evidence supporting a revision of guidelines around dietary fat, including in Australia. [More](#)

International News**The Hass Horn: Impacts of the Mexican avocado strike**

Finally, there is good news for the depleted avocado inventory in North America! The three-week disruption of harvest and packing of avocados in Michoacán, Mexico "officially" ended after an agreement was reached that was brokered by the State Governor. [More](#)

U.S: How will the Mexican strike affect other avocado suppliers?

Indications from the Mexican avocado industry show deals struck over the weekend mean volumes ought to start stabilizing this week, but regardless of any short-term speculations about supply and prices, the ordeal has been a timely lesson in diversification as a safeguard. [More](#)

Cali's avocado trees free of shot hole borers?

The California avocado industry may have dodged a big bullet; groves which were found to be infested with shot hole borers, now appear to be free of the pests. Experts say the once feared pest may leave infested avocados after a certain period of time. [More](#)

Colombian avocados could reach the US in the first half of 2017

The Deputy Minister of Agricultural Affairs, Juan Pablo Pineda, said that, thanks to the joint work between the Government and the avocado industry, the country would meet the phytosanitary requirements for the admission of Hass avocados into the United States by the end of the year, and would begin exports to that market in the first half of 2017. [More](#)

NZ Avocado introduces new food star

NZ Avocado has named its newest animated avocado after a nationwide social media competition to pick the food star's name. Ollie the Avocado has already appeared on TV ads and the industry group's social media pages to promote the popular fruit. [More](#)

Spanish investors plan to grow avocados in Honduras

Spanish investors seek to produce about 1,200 manzanas (846 hectares) of avocados in the country, as announced by Orlando Cáceres, director of the National Agricultural Development Program (PRONAGRO) of the Secretariat of Agriculture and Livestock (SAG). [More](#)

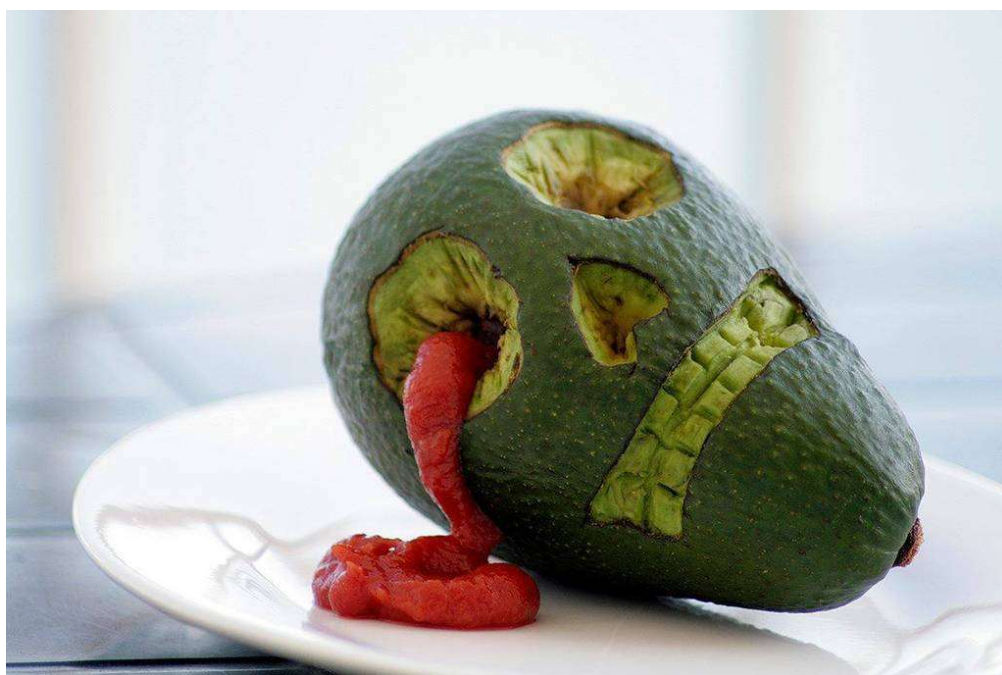
Spanish avocado industry set for sharp production rise

Spain's avocado season is getting underway with the early green-skinned cultivars, and one industry head believes industry production could see a substantial year-on-year increase. [More](#)

Crop shortages for Greenskin and Hass avocados

Markets appear to be up in arms about the shortage of Hass avocados and the available fruit is priced astronomically high. Meanwhile greenskin avocados, a smaller, more niche market, have also seen lower yields and prices are only moderately higher. [More](#)

Sod the pumpkins - Happy Halloweening with avos



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.

This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.

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