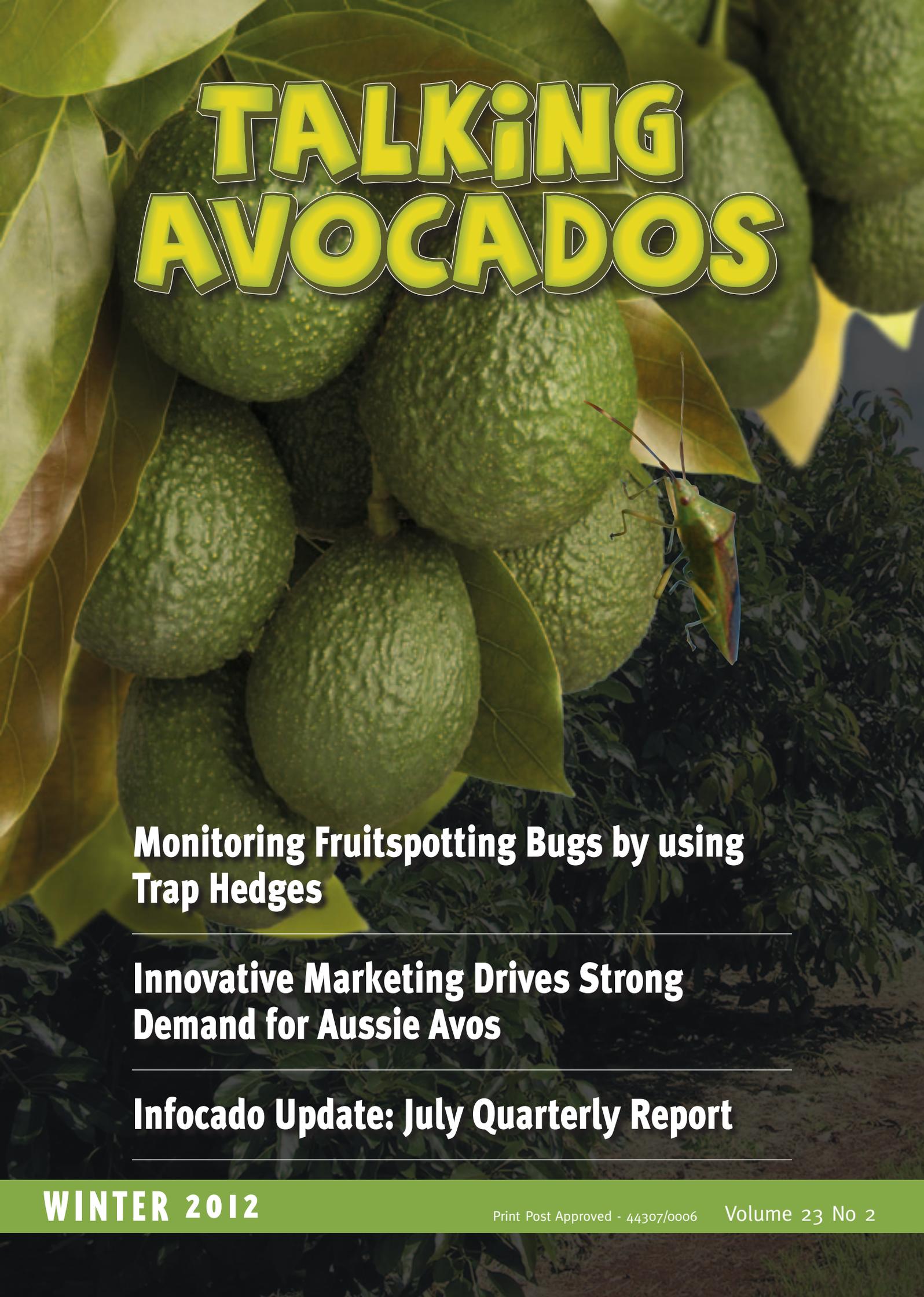


TALKING AVOCADOS

A cluster of green avocados is shown on a tree branch, surrounded by large green leaves. A green and blue bug is perched on one of the avocados. The background is a dark, out-of-focus green, suggesting a dense avocado grove.

**Monitoring Fruitspotting Bugs by using
Trap Hedges**

**Innovative Marketing Drives Strong
Demand for Aussie Avos**

Infocado Update: July Quarterly Report

WINTER 2012

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We all make mistakes: If we make a mistake please let us know so a correction may be made in the next issue.

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Cover: Monitoring fruitspotting bug.

Chairman's Perspective

Here we are at midyear in a market that was expected to top over 300,000 tray units per month for the winter months. I had written about how I was hoping for the new marketing program to kick in and handle the expected volume, well I can say that the marketing program has worked brilliantly because the market price for large and medium fruit has held at around the \$20 mark.

It has become obvious that the Central Queensland and South Queensland areas are wildly down on the volume forecasts; due to the dilution of tray numbers through the harvest of large volumes of small fruit. The loss of expected trays is as much as 30 percent from the forecasts. This is definitely good news for some and bad news for others, but equally it is very bad news for the avocado industry because it highlights the problem we have with forecasting our crop.

I have written many times about the value of INFOCADO and I still believe that it can be of immense value to the avocado industry if only we could get the information to be more accurate. There are many avocado operators who look at the INFOCADO numbers. Operators like the major retail chains, wholesalers, agents, transporters, packaging suppliers, and growers who want a better understanding

of how the central markets are likely to respond. Your Avocados Australia Board looks to this data for forward planning and budgeting of expenditure. The Avocado Industry Advisory Committee looks to this INFOCADO data to give direction in planning for the strategy and spend in the marketing program looking forward six to 12 months and beyond. Now all of this is severely jeopardised if the growers themselves do not contribute accurate data regularly and more importantly, if growers do not update their data to reflect the actual changing conditions.

The volume of small fruit this winter and the resulting loss of trays will create a reduced amount of revenue through levies from what was expected and this will put pressure on the financing of future research and marketing projects. At another level, the lack of confidence in INFOCADO forecasts by some sections of our retail industry limits the influence our industry can exert in our quest to have the Australian retail industry strengthen their support of Australian growers.

Avocados Australia and the Avocado Industry Advisory Committee need all avocado growers, every one of you, to contribute timely and accurate data for the future planning and financing of our industry. I, and surely you, would like to see this great industry use the tools we have developed to plan for success in the future. It really is in the hands of every one of us.

Jim Kochi

Jim Kochi, Chairman, Avocados Australia



ANVAS ACCREDITED NURSERIES

ANVAS accredited trees can be purchased from the following nurseries:

Anderson's Nursery

Graham & Vivienne Anderson
Duranbah Road
Duranbah NSW
Ph: 02 6677 7229

Avocado Coast Nursery

Greg Hopper
Schulz Road,
Woombye Qld
Ph: 07 5442 2424

Birdwood Nursery

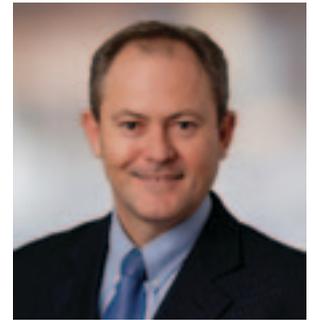
Peter and Sandra Young
71-83 Blackall Range Rd
Nambour Qld
Ph: 07 5442 1611

Turkinje Nursery

Peter & Pam Lavers
100 Henry Hannam Drive
Walkamin Qld
Ph: 0419 781 723



CEO's Report



With over 20 years experience working in the horticultural industry, John joined Avocados Australia in May 2012 after spending 11 years with Horticulture Australia Limited (HAL) as Industry Services Manager for a range of tropical fruit industries, responsible for managing the HAL relationship with such member industries and overseeing the levy investment programs.

I would like to start by saying how pleased I am to join Avocados Australia. I have had a long involvement with the Australian avocado industry through HAL and I am excited to have been given the opportunity to have a hands-on role in helping lead the industry during the next phase of growth.

I have taken up the position as CEO of Avocado Australia with an awareness that the Australian avocado industry is changing. There is increasing competition for the consumer dollar, increasing production and supply chain costs, and each and every year avocado production continues to grow. All of these factors present challenges for the industry.

My strategy will be based on achieving industry objectives as set out in the 'Australian Avocado Industry Strategic Plan 2011-2016'. The plan lists these objectives to include: building a sustainable and competitive supply to meet consumer needs; increasing demand; and ensuring the appropriate organisation, resourcing and management of the affairs of the Australian avocado industry to support its development on an ongoing basis.

I've come on board in a year that is predicted to produce one of the biggest avocado crops in the history of the industry. According to data collected from the industry via the Infocado system we are forecast to produce 59,686 tonnes in 2012/13. Appropriately managing this crop to achieve maximum benefit for Australian avocado growers and the industry is of the highest priority.

In retail terms avocado is a significant category of product with a demonstrated retail market value worth approximately \$485 million in 2011/12. This isn't surprising with Australia having the highest avocado consumption rate per capita than any other English speaking country in the world. Per person, Australian consumers eat around 2.7 kilograms of avocado a year – an increase of more than 106% in the last decade. With consumption increasing fantastic new opportunities are presenting themselves.

The Australian avocado industry invests significant levy dollars in promotion which has been one of the key drivers of demand growth for fresh avocado. Currently a new three year avocado strategic marketing plan is under development and it will be based on extensive research to identify the appropriate target audience and communication objectives. To assist the development of the new plan we commissioned an extensive and thorough marketing review which has recently been completed. This is the first time such a comprehensive review of the avocado marketing campaign

has been conducted and appropriate recommendations from this review will be taken into consideration in planning future investment.

As an industry, we need to always be mindful of how we can do things better so we remain a competitive and desirable product for which the consumer wants to spend their dollars.

As the peak industry body for the Australian avocado industry, Avocados Australia is proud to represent the interests of all Australian avocado growers, but we are a 'not-for-profit' membership-based organisation. Many industry members believe that if they pay an avocado levy then they are automatically a member of Avocados Australia. This is not correct - to become a member you need to complete a membership process.

I urge all Australian avocado growers and industry members to support our work and the Australian avocado industry by becoming an Avocados Australia member. It is only through our members, not industry levies that we are able to lobby Federal and State governments to protect your business from bio-security issues, as well as fight the prospect of imports and deal with other matters beyond R&D and marketing.

In my first two months as CEO I have invested a lot of time in understanding the operational side of Avocados Australia and meeting with the Avocados Australia Board to gain their feedback and discuss industry issues. I attended PMA Fresh Connections in Melbourne where I hosted and participated in the 'Cutting-edge initiatives to increase avocado sales in the Pacific-rim' workshop for avocado growers, packers and marketers. I also attended a grower meeting in South Queensland to meet and address growers.

I am a strong supporter of the need for effective communication and information sharing to support good decision making. Meeting Australian avocado growers and building relationships across and between industry stakeholders is very important to me and I will be visiting each growing region in the near future to start this process.

To finish off, I would like to thank all the office staff at Avocados Australia for bringing me up to speed and for all their hard work over the last two months; we truly do have an amazing team of people that work extremely hard for our industry each and every day.

Around Australia

Central New South Wales Report

By Chris Nelson, Avocados Australia
Director for the Central New South Wales
Growing Area



As Central NSW growers begin their 2012 harvest we have been greeted with good stable market conditions, no doubt due to careful and consistent crop forecasting and marketing programs by the large Queensland growers. This is an achievement worth celebrating given the situation the market was in with excess volumes of New Zealand (NZ) fruit when their season first began some months ago. Given the summer ahead will have smaller NZ import volumes and the market will largely be filled by Australian grown West Australian fruit the market over the next 18 months does have an opportunity for an extended period of stability. Another factor to consider is the improvement in consumer confidence that we should expect with a consistent high quality Australian grown product on supermarket shelves, in stark contrast to most of last spring and summer.

Central NSW regions have experienced a very wet first six months of the year with consistent rainfall more or less making irrigation systems surplus to requirements. While these have been good growing conditions, they are also the ideal conditions for Phytophthora to take hold as the soil cools over winter. We all must remain vigilant with our disease control programs while we are experiencing these current weather patterns to ensure the trees remain in fit condition leading into the next spring and fruit set. It is important to consider all the tools we have available to us to help minimise disease including potassium phosphonate, potassium silicate, biological inoculation, mulching, and canopy management. If you do start to see signs of decline in your trees and would like further advice please don't hesitate to contact your local Department of Primary Industries (DPI) and they will point you in the right direction for sound advice in regards to root disease control.

Generally, light crops in the region will also allow growers to carefully manage their nutrient status in the lead up to flowering. In this respect, I believe collaboration is the key to our success and I would encourage growers where possible to conduct leaf and soil tests and try to spend time visiting and talking to their fellow growers. It is in all of our best interests to set good healthy crops and be in a position to prevent NZ supply taking a foothold in Australia again in the spring of 2013.

Central Queensland Report

By Lachlan Donovan and John Walsh,
Avocados Australia Directors for the Central
Queensland Growing Area



The rollercoaster ride of the market continues for growers in our region. The season started off in March with average returns for fruit. Returns increased during March and April to the point of very high prices in mid April. The combination of these prices (which pushed retail up), the clash between the NQ and CQ crops, and the start of the cooler weather around ANZAC day, all lead to the market crashing. While main sizes still achieved okay returns the pressure was certainly felt on smaller sizes and second grade fruit. Promotions put in place, export and the tailing off in volumes to the market has helped the market to recover to good returns for growers. At this point these returns should maintain for a couple of months (been wrong before).

The weather has certainly played its part in causing problems for tree health among orchards. Rain events have continued to top up the water in the soil profile. The management of root health is certainly a priority for growers.

Carbon tax, carbon tax, carbon tax. The initiative of our Federal Government has ensured that we will continue to have pressure placed on the bottom line of growers. Already growers have received notification from some of their suppliers outlining the increase in their input costs. It seems strange that while we continue to farm efficiently, employ people, pay tax and grow plenty of trees, our politicians continue to find ways to shaft us. Whenever you get a chance, make sure that you tell your local member what effects government policies have on your business. In time they will be looking for your vote so start the ground work now.

North Queensland Report

By Jim Kochi, Avocados Australia Director
for the North Queensland Growing Area



The season has passed for most growers in the Northern region, and most are now doing the work of pruning, checking irrigation, fertilising and maintenance to get orchards going for the coming flowering. Good luck to all and I hope you get the chance to have that break before the harvest starts again.

The Shepard growers in NQ have started a 'voluntary contribution' project to fine tune the application of fos-

Around Australia continued

acid to the phenology cycle of the Shepard variety in a few of the major micro climates of this area. As visitors to this area will observe we have soils ranging from deep basalt origin to shallow granite sands, great differences in rainfall patterns, and generally the recommendations for fos-acid as described for southern climate are not suitable for Shepard up here. I thank those growers who have offered farm sites and to Matt Weinert at the Department of Agriculture, Fisheries and Forestry (DAFF) Qld for his perseverance in planning this project.

South Queensland Report

By Daryl Boardman, Avocados Australia
Director for the South Queensland Growing Area



Avocados, avocados, avocados. How can you pick the market? The simple answer is you can't. Currently we see a market (as of 22 June 2012) with prices in the high \$20 range and low \$30, yet just a week or so ago it was in the low \$20.

I hope by the time you are reading this we don't see the same result that we saw a couple of months ago with everyone picking like crazy; picking fruit that probably don't have correct dry matter levels just to get the high prices. This type of behaviour has to stop as it is not in any way helping us give consumers a quality piece of fruit. What happens is that fruit is either not ready to be picked or due to huge volumes in storage in markets unable to be sold and just gets old and the consumer gets an inferior product.

The next thing that happens is that the growers that are still harvesting have to put up with reduced prices caused by the stupidity of others. Some growers will be returned less than promised because their fruit was either downgraded or thrown out as it had been stored too long or was not accepted into some markets due to the length of time from packing until sold. Anyway I feel that as you read this the same result is probably happening but if I am wrong thanks to everyone that has done the right thing. The answer to all of the above is communication and correct information. Only a few win from not playing this game; good luck to you but your game will end one day.

On a positive note I would like to commend all the exporters for removing all the small fruit offshore. I think more than anything this has helped to relieve the pressure on the domestic market making the current rises possible. We have seen a large amount of small fruit from the CQ region this season which has been perfectly suited to the export markets. It's also great to see that exports have worked with such a high Australian dollar. Well done exporters.

I would like to congratulate John Tyas on his appointment as CEO of Avocados Australia and wish him all the best in his position and I am sure he will continue to make avocados the envy of other horticultural industries. Today, John attended a grower workshop that was held at Sunnyspot Packhouse and addressed growers that attended with what Avocado Australia is up to and what the role of the industry is. Thanks John for attending the day.





The Worlds Most Compact Telehandler

Ausa have just released the first in Australia of their latest Telehandler the T144H.

This is the world's most compact Telehandler, it is Narrower than a Skid Steer loader, and comes with a variety of options such as Buckets , Bale Handlers, and 4:1 Attachments to name a few.

Powered by the latest Tier 2 rated Kubota Diesel engines , and with the added combination of Ausa Hydrostatic drive systems, this new machine is in a world of its own and is a must to see and drive.

With our Specialty finance services available through HHH Machinery, we now have the Flexibility for the customer to Tailor finance to suit the needs of their Seasons, hence you pay as you earn, and are not stuck with finance payments when the Seasons harvest is finished.

For more information on the Ausa range contact Andy Hunter on 0408 767352 or 1300 455525 for a free demonstration of our new Telehandler

Latest in Forklifts

HHH Machinery is the distributor for the Ausa range of Rough Terrain Forklifts and Telehandlers for the Northern region of Australia.



We Have just released the latest in Forklift Technolgy for the Grower who needs to move a lot of product in a short period of time.

Andy Hunter of HHH Machinery says, this latest design from Ausa allows the customer to handle a variety of loads with the touch of a button.

Some of the larger Forklifts are Fitted with the twin pallet handling attachment, the forklift is able to handle single pallets up to 3 high, and then switch to a twin pallet handler and have the flexibility to move up to 6 bins of produce in a single operation. The majority of Rough terrain and four wheel drive forklifts on the market have the turning ability of a double decker bus, which makes them very difficult to operate when they are in confined spaces, with the New Ausa Forklifts, they have a Patented Full Grip system, which once again at the touch of a button changes from normal 2 wheel drive, and engages 4 wheel drive when it is required.

Along with the Heavy duty Kubota diesel motors, Ausa use the latest in Hydrostatic transmissions from Rexroth, and ZF Drive trains to the wheels, servicing is as simple as it can get, we have no brakes to worry about, and regular scheduled service intervals are maintained with our new Ausa Care maintenance program.

When you need a Forklift that will devour the rough terrain, Ausa is the only answer, try before you buy we have demonstration units available in both Darwin and North Queensland.



For further information or to arrange a demonstration, contact Andy Hunter on 0408 767 352 or 1300 455 525

Around Australia continued

Well it's time to chop some wood, I will catch up next issue, remember if you have any concerns that you would like taken to industry don't hesitate to contact me (contact details are available on page 2).

Sunshine Coast Report

By Peter Annand, Avocados Australia
Director for the Sunshine Coast Growing Area



At the end of June, picking is well underway in the Sunshine Coast. The crop is a small fraction of last year's – many trees are still suffering from the past two wet summers – and also down on forecasts.

As a way for growers to renew acquaintances and make new contacts, I plan to organise two or three orchard visits a year within the Sunshine Coast area. Mary and I will host the first one at our place later this year – date to be advised. Please contact me to give your ideas for speakers, topics and future possible venues (contact details are available on page 2).

Several avocado growers joined a large gathering at Peachester Cemetery earlier this month to farewell Cliff Sempf, a well known and highly regarded colleague. Russell Page spoke movingly of Cliff's friendship, resourcefulness and enormous energy. We miss him.

Tamborine and Northern Rivers Report

By Tom Silver, Avocados Australia Director
for the Tamborine and Northern Rivers Growing Area



Too much rain continues to be the recurring factor of 2012. I'd love to talk about something else but I haven't seen the sun for weeks and its beginning to impact my brain. We were blessed with three weeks of textbook NSW north coast autumn weather back at the start of May, but that is now a distant memory. The bureau is predicting a dry finish to June which will be nice after the 250mm we've had over the past four days.

Picking has commenced in the Northern Rivers, Tamborine growing areas and though the crop is small, quality and dry matter levels appear quite good. The trees are already budding up for heavy flowering so fingers are crossed for a dry warm spring and hopefully a bigger and better 2013.

The NSW State Government has unfortunately handed over the lease on the buildings at the Centre for Tropical Horticultural Research (CTHR) at Alstonville to an Adult Community College, despite a proposal by the Australian Macadamia Society to turn the centre into a hub for

horticulture and 'Northern Rivers Food', the peak industry body for local food businesses. The college who no doubt are a well meaning tenant, have no connection to tropical horticultural research and therefore are less likely to jump up and down when the government decides to sell off the entire site to developers. Unfortunately this is a symptom of the 'death by a thousand cuts' policies that governments have to agricultural research and is the reason why our industry with matched funds through Horticulture Australia Limited (HAL) have begun a project intended to negate these cuts and in turn start to build research capacity within our industry. Four scholarships, one of which has already started, are to be offered in different areas of avocado research including pathology, entomology, and phenology and are to work in with existing major projects already being run such as the fruit spotting bug (FSB) project. These scholarships will give us much better R&D ability into the future.

You would now be aware that Avocados Australia has a new CEO. Mr John Tyas has stepped up into the role from his previous position as Industry Services Manager to avocados and a number of other horticultural industries through HAL. John has an excellent knowledge of our industry, a very consultative and encompassing style and a desire to do things the right way. I am sure he is the best person for the job and is already working hard for us the growers, big or small.

Tri State Report

By Nick Hobbs, Avocados Australia Director
for the Tri State Growing Area



It's that time of year when not much happens for southern avocado growers. Unless you are harvesting oranges it's time for catching up on those put off jobs or holidays.

Hopefully many of you attended this year's South Australian avocado growers AGM. The AGM was held on July 13, hosted by Ashbourne Avocados about one hour's drive south east of Adelaide. The property comprises of around 8000 trees producing Hass over the summer period. The property is fully certified for organic production and exhibits tree health and production levels equivalent to or in many cases superior to conventional properties. The property is a credit to their management team and was well worth the visit.

Industry Matters

New Work Health and Safety (WHS) laws

In July 2008, the Council of Australian Governments (COAG) formally committed to the harmonisation of Work Health and Safety (WHS) laws with a commencement date of 1 January 2012.

NSW, QLD, NT and ACT have already adopted the new system and Tasmania recently passed legislation for the new harmonised WHS laws to commence on 1 January 2013. WA, VIC, and SA did not adopt the new WHS laws from 1 January 2012.

The model work health and safety legislation consists of an integrated package of a model Work Health and Safety (WHS) Act, supported by model Work Health and Safety (WHS) Regulations, model Codes of Practice and a National Compliance and Enforcement Policy.

Safe Work Australia is the national policy body responsible for the development and evaluation of the model Work Health and Safety laws. The Commonwealth, states and territories are responsible for regulating and enforcing work health and safety laws in their jurisdictions.

For more information please visit your relevant state or territory work health and safety authority's website or the Safe Work Australia website at www.safeworkaustralia.gov.au

More information will soon be available on the Avocados Australia website.

Join the Australia Fresh Pavilion!

China World Fruit & Vegetable Trade Fair 2012

When: 9-11 November 2012

Where: China National Convention Center - Beijing, China

Showcase your products at the Australia Fresh Pavilion

where special entry permits will be provided for products that have no formal trade access into China.

FruVeg Expo 2012

When: 15-17 November 2012

Where: Shanghai World Expo, Exhibition & Convention Center - Shanghai, China

Develop and expand your business in China and be part of the Australia Fresh Pavilion where Chinese buyers will converge in search of Australian fresh produce suppliers.

The China FVF and FruVeg Expo are scheduled within a few days apart, we encourage participation in both shows to cover the major fresh produce shows in Northern China.

For more information please visit the Events section of the Avocados Australia website at www.industry.avocado.org.au/Events

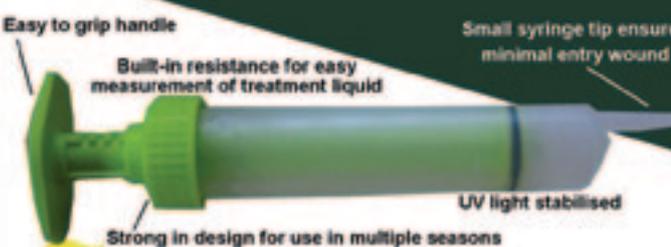
Check out Avocado Market Trend Information

All levy payers now have access to market monitoring reports from Nielsen via the Avocados Australia website. The reports are produced monthly and track the performance of the avocado category using Nielsen Homescan data. Access to this information has been funded through avocado grower levies which have been matched by the Australian government through Horticulture Australia Limited (HAL). The reports:

- Track consumption of avocados
- Track average spend on avocado annually and by occasion
- Compares avocado data with total fruit and total vegetable data and trends
- Provides data on the demographics of avocado consumers

It's time to protect your Avo Trees with AVO-JECTS!

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Industry Matters continued

- Track share of trade and spending patterns by store type
- Track share of trade by state and store type

To access the reports simply go to www.industry.avocado.org.au, click on 'Services Log In' and enter your user name and password.

For queries about usernames and passwords please contact Amanda Madden on admin2@avocado.org.au or 07 3846 6566. These reports are only available to avocado levy payers.

Calling all growers and members!

Talking Avocados are calling for avocado growers and members of Avocados Australia from across the country to feature in a series of Grower Profiles. If you are interested please contact Courtney Vane, Managing Editor of Talking Avocados, on 07 3846 6566 or email co@avocado.org.au

OrchardInfo

Within the coming months all Australian growers will be receiving via post and email copies of the 2010/2011 season OrchardInfo forms to update. These forms will be out to each growing region as their season finishes.

The forms are used to collect orchard information including tree numbers, tree age, varieties, rootstocks and overall production. Once collated, this information will give individuals and the industry a clear understanding of how many trees of different ages are in the ground and therefore provide the information necessary to generate long term forecasts for the industry. It will also give individuals a good idea of what varieties are being grown and where.

We strongly encourage you to fill out the forms to the best of your ability and return them to us as the more people who participate, the more accurate the reporting will be. For more information please contact Julie Petty on 07 3846 6566 or email infocado@avocado.org.au

Avocado Strategic Investment Plan 2011-2015 to guide levy expenditure

The Avocado Strategic Investment Plan (SIP) 2011-2015 has been developed to guide the R&D and Marketing levy expenditure managed through Horticulture Australia Limited (HAL) over the next five years. The plan is based on the broader industry priorities that are outlined in the the Avocado Industry Strategic Plan 2011-2015 and was developed in consultation with the Avocado IAC between December 2011 and February 2012.

One of the roles of this document is to demonstrate to levy payers that their money is being and will be invested in the most effective way to achieve growth, development and increased profitability for the industry. The plan also provides a management framework for Avocados Australia, and will guide industry leadership and decision making. It will assist in ensuring investment is targeted and delivering preferred outcomes for the industry.

To view and/or download the Avocado Strategic Investment Plan 2011-2015 please visit the 'Levy Information' page of the Avocados Australia website at www.industry.avocado.org.au/Growers/Levy_Information

Avocados Australia member logos available



Member logos are now available to all Avocados Australia members. The logos can be used in your

email signature, on your website, or in your printed marketing material. If you would like to promote your support of the Australian avocado industry please contact Avocados Australia on 07 3846 6566 or email admin@avocado.org.au today.

Alvin Avocado teaches primary school kids about Australian avocados

More than 1200 primary school students and 250 teachers and carers from across South East Queensland attended Rural Discovery Day in Brisbane last month, where they had the opportunity to learn everything there is to know about Australian avocados.

Rural Discovery Day is an annual event that has been running for several years. Hosted by the RNA it is a free, fun, educational and hands-on experience of Queensland's primary industries aimed at educating primary students from Brisbane schools, home schools and distance education schools about food, fibre and foliage.

For Avocados Australia, it is a day where kids can learn where avocados come from; how they are grown and picked on farms; and the valuable contribution avocados make to their everyday life, from their mum's chicken and avocado salad to the shampoo with avocado oil they use.

"Rural Discovery Day is an event Avocados Australia looks forward to attending every year. It was fantastic to see so many kids who were genuinely interested in learning and talking about Australian avocados," commented Ms Julie Petty, Program Officer for Avocados Australia.

For the first time Alvin Avocado, the Australian avocado

industry's mascot, was also on hand to entertain the kids and proved to be the star attraction on the day.



Pictured: Alvin Avocado and Avocados Australia staff at Rural Discovery Day 2012.

A Recipe Competition was held on the day to learn more about how kids like best to eat avocado. Avocado and vegemite on crackers has long been one of the most popular ways kids liked to eat avocado, but this year sweet

avocado recipes were the favourite; Chocolate Avocado Cake, Chocolate Avocado Pie, Strawberry and Avocado Ice Cream and Avocado Pancakes were just some of the creative sweet avocado recipes that were submitted.

The winner of the competition was chosen soon after the event with a delicious idea for an Avocado Toastie. Simply spread mashed avocado on buttered toast, top with chopped chicken (cooked), crushed garlic, salt and pepper and slices of cheese, and then melt under the grill. The winner has won a family pass to a movie of their choice.

"Avocados are a great healthy food for Australian kids, it's so good to see that they love to eat them, and have so many imaginative recipe ideas. There were definitely a few junior Masterchef's in the making," said Ms Petty.

Australian Avocados take a fresh approach to men's health

It's an age-old challenge, getting men to visit their doctor. While women know the importance of discussing health issues regularly with their GP, many men seem to consider it an unnecessary inconvenience.

As a brand that's naturally linked to healthy eating and general wellbeing, Australian Avocados want to help men take better care of themselves and that's why they have launched 'Refer a Dad'.

"Most Aussie men will look after their cars better than their bodies, but it is the typical Aussie bloke that is really in need of a tune up," commented Joseph Ebbage, 'Refer A Dad' Program Manager for Australian Avocados.

The 'Refer a Dad' program seeks to encourage GPs when consulting with women to recommend that 'dad also needs a check-up'.

"Our aim is to get women who visit the doctor to take home a referral card for their other half. The card encourages men to take their health more seriously and make an appointment for a much needed health check," said Mr Ebbage.

Serious health issues like excess weight, high cholesterol, heart disease and diabetes are on the rise among men but the risks and the warning signs are being ignored.

Heart disease affects almost twice as many men as women; around half of Australian men aged 25 and over have high cholesterol levels; men have a higher rate of diabetes than women, with 5% affected; and 68% of men are overweight or obese, compared to 55% of women.

One of the key aspects of the program is that it motivates GP's to ask: "How can adding an avo help?" Avocados are rich in monounsaturated (good) fats that contribute

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Industry Matters continued

towards a healthy heart, particularly when they replace saturated fats in your diet.

To raise awareness about the importance of men's health and regular checkups Australian Avocados attended the The Sydney General Practitioner Conference & Exhibition (GPCE) last month at Sydney Showground within Sydney Olympic Park, Homebush. The GPCE is Australia's premier primary care conference and exhibition, bringing together GP's from around Australia.

More than 200 GPs signed up for a free 'Refer a Dad' Educational Kit to be sent to their surgery. The free kit includes fact sheets with key avocado health messages and Australian Avocados-sponsored referral cards which contains an area for the surgery to stamp their practice contact details, encouraging men to make an appointment.



This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Infocado Update

The July Quarterly Report was distributed in early July. Please see page 16 to read the full Infocado Update.

Getting the most out of alternate bearing research for the Australian avocado industry

All avocado producing regions encounter alternate bearing to some extent. It is a major issue facing the global avocado product group. In high cropping ON-years prices to growers are low while in light cropping OFF-years marketers find it difficult to maintain supply into key

markets.

Avocados Australia identified alternate bearing as a risk to industry development and profitability and led the development of an international research program. This proposed program aims to use international expertise to address issues around alternate bearing and to provide Australian growers with the knowledge and tools necessary to mitigate the effects of alternate bearing and increase orchard and industry profits.

As a precursor to the international collaborative program, a scoping study of alternate and irregular bearing in Australia is currently underway. This project aims to:

- Determine the existence and magnitude of Alternate Bearing (AB) and Irregular Bearing (IB) in Australia (by region)
- Collect growers' theories and observations about the causes & associations of AB & IB
- Ascertain whether AB and IB occur on a national, regional, individual orchard, individual block or individual tree basis in the same year.
- Determine the phenology patterns associated with the alternate/irregular bearing problem in each region. E.g. flowers but no fruit or fruit but no flowers or any other cropping pattern
- Determine any typical circumstances surrounding the phenomenon in each region (e.g. low temperatures at flowering, dual crops etc, heavy crop loads etc) and gather theories and observations about potential causes of AB and IB from each region
- Undertake an analysis of the proposed international collaborative program to determine the degree to which it will address the AB/IB problem in the Australian production regions and any significant gaps in the scope of the proposed program in relation to the problem
- Provide recommendations about the potential impacts

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of a successful international collaborative research program to the Australian avocado industry and any changes to the proposal which could be made to improve its value to the Australian avocado industry.

This scoping project is expected to be completed in October.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Thai audit of Australian avocados to determine future market access

Exports of Australian avocados to Thailand have been increasing steadily, with over 400 tonne exported in 2010-11. Currently, Australian avocados can be exported to Thailand simply with a phytosanitary certificate.

In October 2010, the Thailand Department of Agriculture (DOA) submitted to DAFF a new market access protocol for Australian avocados. Thailand aims to introduce a new market access protocol in the near future to manage pests of quarantine concern.

To assist with the Australia-Thailand market access negotiations, the Thailand DOA needs to be satisfied that the Australian industry has the capacity to adequately address the agreed phytosanitary requirements for market access.

Thai officials have requested to visit Australia to audit the farms (or typical farms) and packing sheds (or typical packing sheds) involved in this trade.

The audit is scheduled for 26 August to 31 August 2012 and would involve visits to all of the States from which fruit may be exported. If the audits are not undertaken on the agreed date, trade will be suspended immediately. Therefore, the audit is essential.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

New Fresh Foods AvoFresh brand going strong



Since New Fresh Foods launched with packaged food brand AvoFresh 18 months ago, it has boosted the Australian avocado industry by \$1.3 million.

New Fresh Foods charter is to create natural and delicious foods available in convenient packaging formats. To achieve this for the AvoFresh brand, New Fresh Foods purchase the avocados that do not make it to the fresh food section of the supermarket because they are either the wrong size or grade and package them into tubs and

tubes.

"This is a world first in terms of freshness and quality. We have created a whole new category in the supermarket to complement the fresh food section," says Craig Agnew, Managing Director of New Fresh Foods



"AvoFresh contains two whole avocados, a squeeze of lemon juice, and no artificial colours or flavours. Basically we are allowing the full goodness of avocado in a consumer convenient format. Our first cab off the rank, so to speak, was avocados and now we are working with food technologists to see how this format can be applied to other fruits and vegetables," said Mr. Agnew.

With a world class manufacturing plant based in avocado heartland, Bundaberg, on the mid coast of Queensland, New Fresh Foods has created new jobs for locals, as well as supported local growers in a tough economy.

"The launch of the New Fresh Foods manufacturing plant has really helped boost the local economy. On top of job creation, it positions Bundaberg at the forefront of food innovation. I visited the plant last week and was astounded at the new product development they are working on. New Fresh Foods are providing a fantastic return for our local avocado growers and I understand there are plans to expand to other fresh produce," said local Federal Member Paul Neville.

With ranges across fresh food sections of Woolworths nationally and in selected IGA stores in Australia, this is just the beginning for New Fresh Foods. The company has celebrated recent offshore shipments to Singapore, Russia and New Zealand to date.

"We are committed to the expansion of New Fresh Foods throughout the world and this will be a particular focus over the next three years. I was thrilled to celebrate the first offshore shipment with my colleagues recently and we are also in discussions with countries throughout Asia, including Japan and Thailand. It is exciting times for New Fresh Foods," concluded Mr. Agnew. Source: Fresh Plaza

Avocado Online Reports Centre available now

The Avocado Online Reports Centre is a useful communication tool as it offers users easy access to annual reports, R&D and marketing final reports, market monitoring reports from Nielsen, as well as avocado study group minutes.

All levy paying growers on the Avocados Australia database are issued with a username and password to access our Industry Database via 'Services Login' on

Industry Matters continued

the industry website. For queries about usernames and passwords please contact Amanda Madden on *admin2@avocado.org.au* or on 07 3846 6566.



'Avocado Problem Solver Field Guide' available soon

Simon Newett,

Department of Agriculture, Fisheries and Forestry

A new field guide will be shortly be released that will be a valuable tool for everyone in the avocado supply chain.

The A5 sized publication, spiro-bound and with splash-proof pages has been designed as a handy reference to keep in the 'ute or farm office.

The book illustrates, describes and recommends prevention and control measures for 98 different pests, diseases and disorders occurring in Australia that affect leaves, roots, flowers, twigs, branches, trunks and both

pre-harvest and postharvest fruit. It also includes details of 23 beneficial insects, and describes and illustrates the top nine high priority exotic pests and diseases that we want to keep out of the country so that growers will be in a better position to recognise and report them should they arrive here.

The guide contains 440 colour photographs and 60 pages of text. In most cases more than one photograph



Manganese deficiency symptoms can include small black spots on the upper surface, an asterate contrast to thousands of tiny grey brown spots, leaf tip burn, abscising of the leaf and extensive leaf fall. Manganese oxide 'blebs' are often visible in high manganese soils.

is included for each disorder in order to illustrate the range of symptoms associated with it.

The field guide promises to be a valuable reference for growers, packers, marketers, wholesalers, ripeners and advisors.

Image: Example of a page of illustrations from the Avocado Problem Solver Field Guide.



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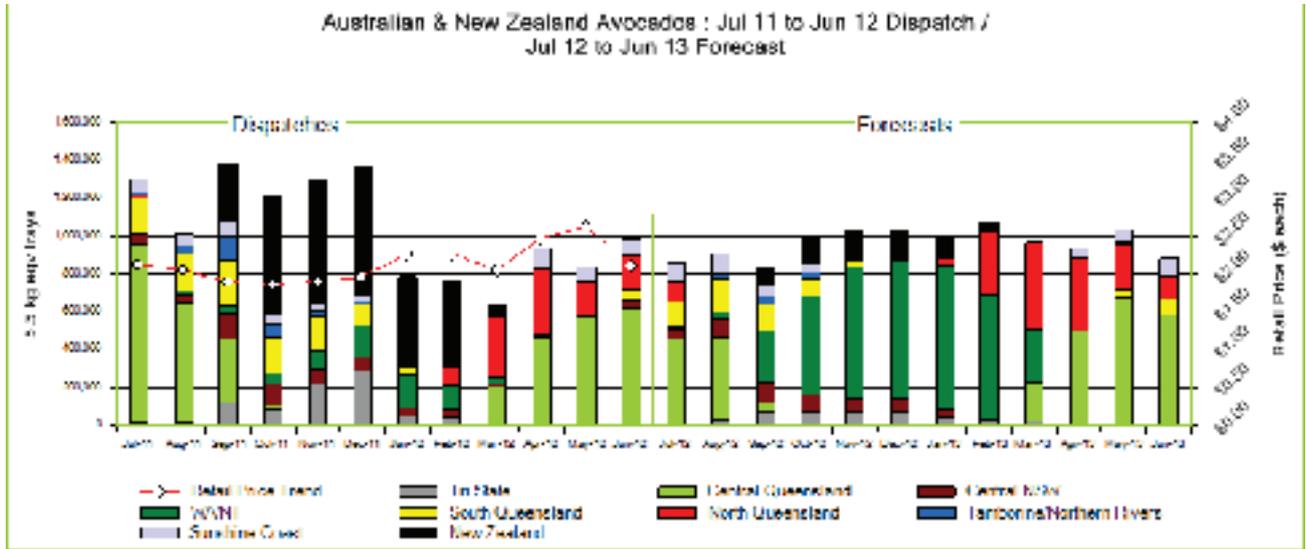
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Infocado Update: July Quarterly Report

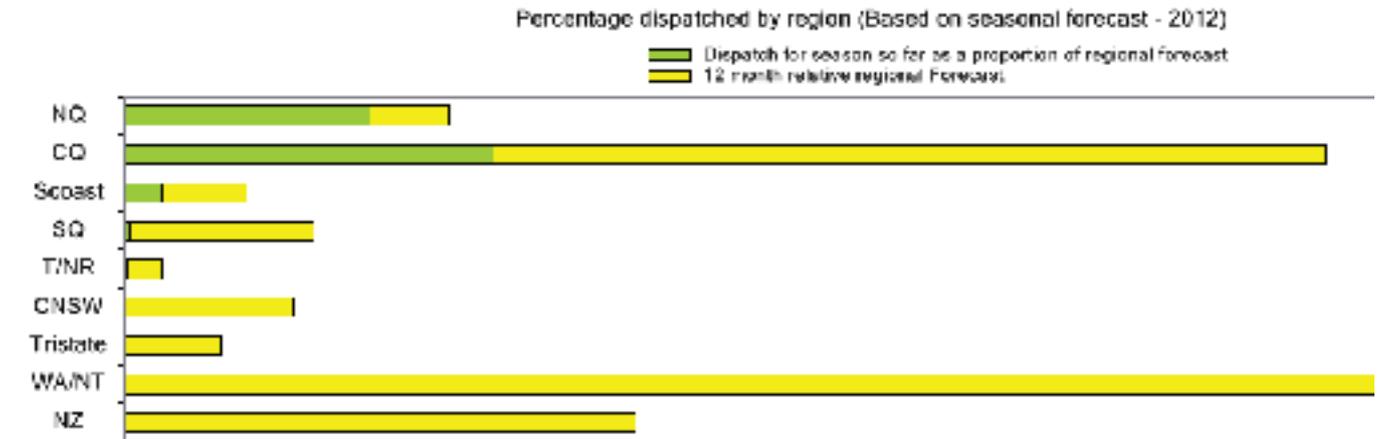
The July Quarterly Report was distributed in early July. The graph (below) is an extract from the report and it shows the Australian and New Zealand dispatches for the last 12 months and a forecast for the next 12 months.



The July Quarterly Report indicated that in 2012/2013 Tamborine/Northern Rivers, Sunshine Coast, South Qld and Tri state will see crop reductions compared with 2011/2012. The WA crop forecast has remained the same, though many WA growers will be carefully monitoring fruit size in the coming months because while the crop is heavy, size will certainly be an issue this coming season.

The New Zealand (NZ) crop size has reduced from last season and NZ forecasted exports to Australia are lower than normal in part due to the large expected crop in WA. NZ exports to Australia are regulated and cannot begin until the NZ export dry matter (DM) minimum is reached, this DM needs to be 24%. To track where NZ is at in terms of DM please see www.nzavocado.co.nz/index.php/pi_pageid/228

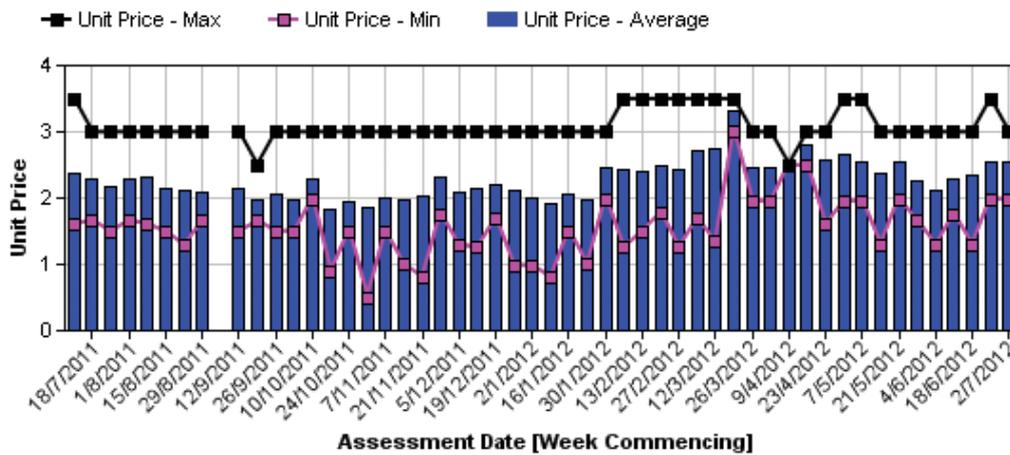
Seasonal Forecast forms are emailed to contributors on a monthly basis for review. If you have any updates or changes to your forecast please take the time to revise the data. This updated information is included in the Weekly Report in the below graph.



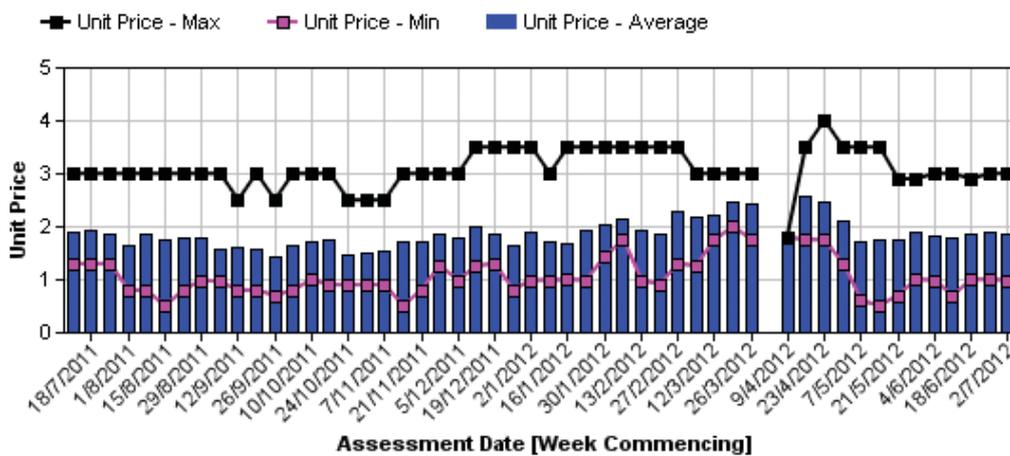
The next Quarterly Report is due to be published in October 2012.

As can be seen from the below retail pricing graphs, prices fluctuated greatly in April particularly in Brisbane and Perth as volumes varied week by week.

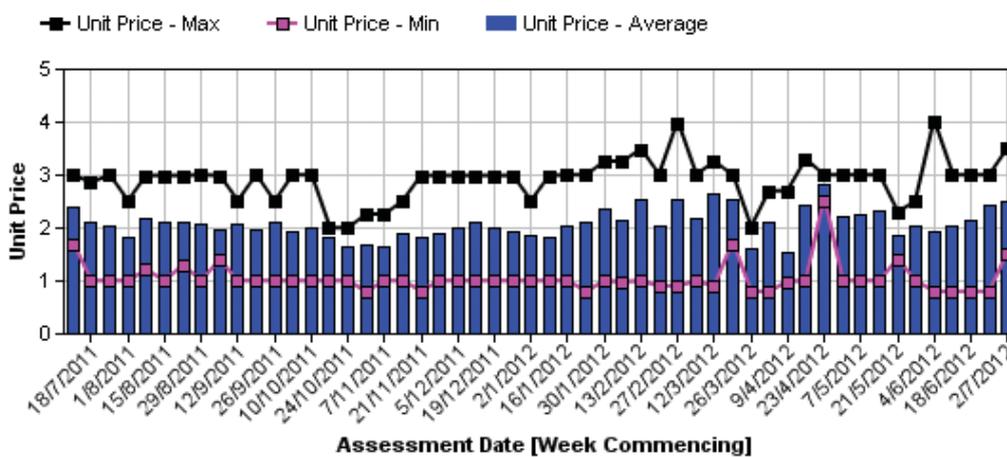
Hass Avocado Average Retail Prices - Sydney



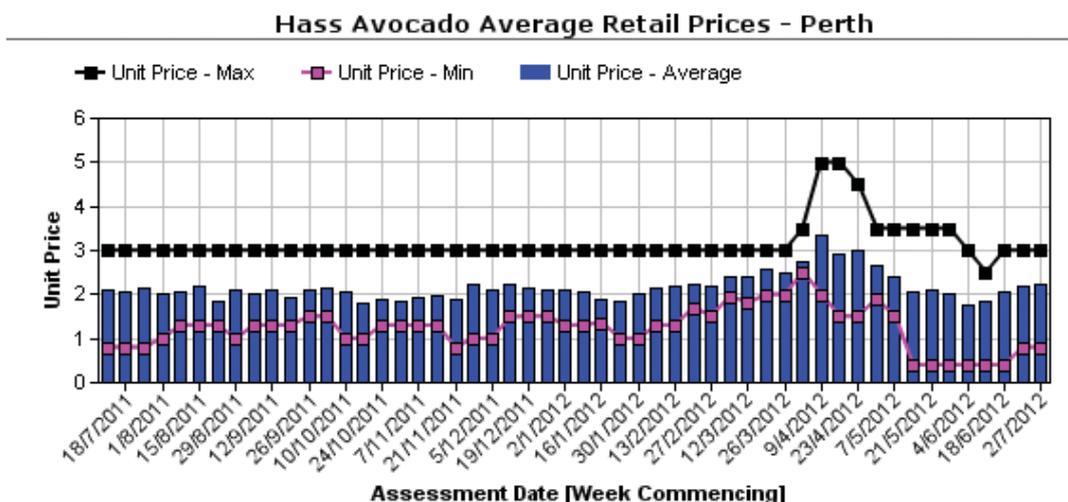
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne



Infocado Update: July Quarterly Report continued



Unfortunately higher prices in early to mid April tempted some growers to send immature fruit into the market place. Dry Matter testing at the end of April showed the below results. **77% of Hass tested from NQ, 59% of Hass tested from CQ, and 85% of Hass tested from SC had Dry Matter levels under the required 23%. This is particularly disappointing as we know from consumer research that 95% of consumers prefer 23% Dry Matter or above.** Dry Matters of less than 23% for Hass can lead to decreased or slower repurchasing of avocados, particularly given how high retail prices were throughout April.

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 30th April 2012									
	NQ		CQ		SC	SQ	Tam/NR	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%		0%		10%					
18.1%-20.9%	34%		20%		50%					
21%-22.9%	43%		39%		25%					
23%-28%	23%		39%		15%					
28.1%-40%	0%		2%		0%					
>40%	0%		0%		0%					

The below table shows those same fruit by age from the date packed.

From Date Packed	Proportion of fruit tested by age 30 April 2012									
	NQ		CQ		SC	SQ	Tam/NR	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<= 7 days	43%		60%							
8-14 days	14%		40%							
15 - 21 days	14%									
22 - 29 days										
> 29 days										
No date recorded	29%				100%					

Instructions on how to conduct Dry Matter tests at home can be found on the Maturity Monitoring page of the Avocados Australia website at www.industry.avocado.org.au/MaturityMonitoring

Currently a review of the Infocado system is being undertaken by Avocados Australia. Staff will be in touch with contributors in the coming months to gather feedback on the system. We're keen to know if there are any improvements which can be made or additional information included in the reports.

Packhouse contributors should also be aware that they can pull data out of the Infocado system for their own reporting requirements. To access this information simply:

- Log into Infocado with your username and password
- Click 'Services'
- Click 'Infocado' and the following screen should appear:



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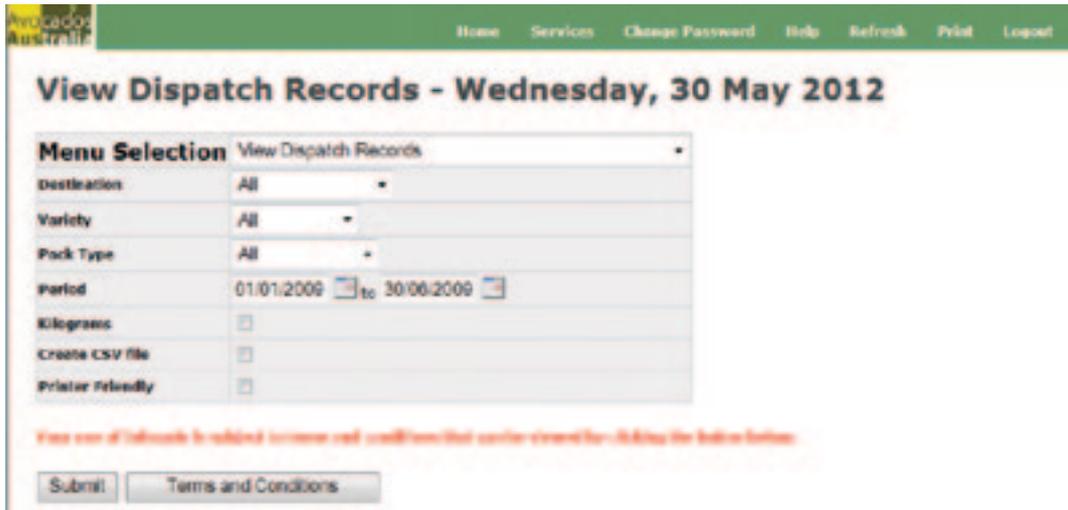
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Infocado Update: July Quarterly Report continued



- To view past dispatches click on 'View Dispatch Records' from the drop down box
- Select the date range you need
- You can refine your search by destination, variety and pack type
- If you want to export the data into an excel spread sheet tick the 'Create CSV file' box
- If you want to print the information tick the 'print friendly' box
- This should bring up your dispatch records by week:

The screenshot shows the 'View Dispatch Records - Wednesday, 30 May 2012' page with the 'CSV File' section selected. A 'Return to Menu Selection' button is at the top left. Below the title, the search criteria are listed: 'Variety: All, Week ending: Saturday 25/05/2009, Week ending: Friday 26/05/2009 - Week'. The main data table is as follows:

Variety	Week end Date	Description	25		26		Total	27		28		29		30		Total	10kg	kg	P/100	10kg Exp From 08
			kg	kg	kg	kg		kg	kg	kg	kg	kg	kg							
None	25/05/2009	None Direct			1,554	515	2,069													2,758
None	26/05/2009	None Traders						170	101	123	26	104			3,269	100				2,281
None	26/05/2009	Old Traders		416	214		630													257
None	26/05/2009	Old Traders						177	177											3,515
None	26/05/2009	Old Traders													795	790	212			1,209
None	26/05/2009	Old Traders				544	544													601
None	26/05/2009	Old Traders		450			450													584
None	26/05/2009	Old Traders						101	101						400	210				1,122
None Total				896	3,099	3,454	4,158		878	878	178	95	1,499	3,872	648	11,000				13,096

- If you want to export the data to an excel spread sheet click on 'CSV File'

Obviously the system can only bring up data that was entered previously, but this is a quick and easy way to view past dispatches in certain time period.

Should you have any questions about anything mentioned in this article please contact Julie Petty at Avocados Australia on the Infocado Hotline: 1300 303 971 (if unattended please leave a message and your call will be returned) or P: 07 3846 6566 or infocado@avocado.org.au

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.



Update: Biocontrol of Fruitspotting Bugs using Anastatus Wasps

Richard Llewellyn
BioResources Pty Ltd

As you know fruitspotting bugs can cause a lot of damage and are difficult to control as they keep migrating into crops from surrounding vegetation. With the withdrawal of endosulfan it only gets harder and more expensive to control this pest. HAL Project MT10049 'A multi target approach to fruitspotting bug management' is investigating and developing the options for spotting bug management.

BioResources Pty Ltd - the producer of 'MacTriX' wasps for mac nutborer - is a collaborator in the project and has been working on the biocontrol aspect with an egg parasitoid called Anastatus. Its a small wasp, about 4mm long, that looks like an ant but can fly around searching for spotting bug eggs. It then lays an egg into the bug egg and that develops into a fully formed wasp inside the egg, killing the developing bug nymph in the process. After about a month a wasp emerges from the bug eggs instead of a bug nymph.

Egg parasitoids are present in most crops but do not get much chance to build up due to relatively low numbers of

bug eggs, chemical spraying or because they overwinter in very small numbers and so take a long time to build up each season - too slow for the wishes of farmers. But as has been shown with other pests, the release of mass reared beneficials can have a big impact on pest populations and can have district wide benefits. Our aim with the wasp releases is to take the peak off future bug infestations to enable a reduction in damage and dependence on insecticide use.

Developing biocontrol agents and getting the best out of them in the field takes several years and the current project gives us that opportunity. In contrast to chemical testing that can be done relatively quickly, a longer-term assessment is required with biocontrol agents. They disperse and go through many life cycles in a year and can often have carry-over benefits for the next season. It is also hard to test a biocontrol agent properly until several adjacent farms have made wasp releases for several years. Small reductions in local pest populations each year can amount to significant changes after several years.

Anastatus wasps have been chosen as the best candidate that can be mass reared in high numbers. Over the last

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Update: Biocontrol of Fruitspotting Bugs using Anastatus Wasps continued

two years we have been experimenting with mass rearing techniques and are now using unviable silkworm eggs imported from China. Its all been coming together in the last six months and we are now in the early stages of the field assessment program. Since March this year we have released over 700,000 wasps at 22 trial sites including macadamias, avocados, lychee, passionfruit, pawpaw and custard apple.

The parasitised silkworm eggs are glued to cards that are sent out through the post. After receiving the parcel it takes about a week before the wasps start emerging and that's the best time to place the cards in the trees. The release cards are placed around the crop and in adjacent vegetation where bugs are likely to be breeding. The wasps live for about a month. We don't know how far they will go in that time.

We have also just completed a field experiment in

conjunction with Alana Danne, a PhD student. *Anastatus* wasps were released in one row of a macadamias and FSB and BSB eggs were placed on cards in trees in nearby rows. The wasps moved over 40 meters from the release row over five days and parasitised both FSB and BSB eggs.

Lots more information at: www.bioresources.com.au

The fruit spotting bug project is a collaboration of industry, government and private enterprise.

This project has been funded by HAL using the avocado, macadamia, papaya and lychee industry levies and matched funds from the Australian Government. NSW Department of Primary Industries (NSW DPI) and Queensland Department of Agriculture, Fisheries and Forestry (QDAFF) are also contributing in-kind funds to the project, and NSW DPI is managing the project on behalf of all partners. Other project partners include the University of Queensland and BioResources Pty Ltd.

Fruitspotting Bug Pheromone Research

Dr. Harry Fay
Principal Entomologist
Queensland Department of Agriculture,
Fisheries and Forestry
Mareeba

Synthetic pheromones are seen as integral to the effective monitoring and successful management of fruitspotting bugs. Following the identification of the components of the male-produced pheromone of *Amblypelta lutescens* as a result of a collaborative effort between the Queensland Department of Agriculture, Fisheries and Forestry (DAFF) and the United States Department of Agriculture, research within HAL project MT10049 'A multi target approach to fruitspotting bug management' has most recently focused on examining pheromone efficacy, component importance, pheromone emission rates and the development of an effective trap with which to use the pheromone lures.

Preliminary field trials showed that hexyl hexanoate was superfluous to the pheromone blend for *A. l. lutescens*, leaving a pheromone consisting of 3-components (R-nerolidol, R-epoxy farnesene and E,E- -farnesene) in a ratio of 6:3:1. Rubber septa each containing 2 mg of pheromone attract adult males and females as well as nymphs in the field, and remain active for around 5 weeks. Doubling or trebling emission rates does not substantially increase the catches of bugs. Subsequent

trials have compared the attractancy of the two main pheromone components singly and in combination against the 3-component blend. Bugs showed no response to the single components, but the 2-component blend was statistically comparable to the 3-component pheromone when trialled extensively in the field through the 2011-12 season (Fig. 1).

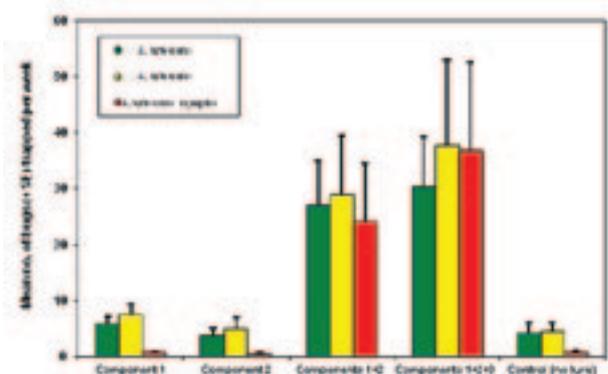


Figure 1. Catches of *A. l. lutescens* on sticky panels with or without different pheromone components over a 6-week period in a north Queensland lime crop. There were 10 panels of each treatment randomly assigned throughout a 500 tree orchard.

During their identification the three pheromone components were ascertained to be specific isomers of the compounds involved. Subsequent trials will need to determine whether cheaper racemic versions of these compounds show similar levels of activity to the specific

Fruitspotting Bug Pheromone Research continued

isomers tested to date. Large scale field trials in a number of different crops are planned for the 2012-13 season to look at trap numbers and deployment strategies and the value of the trap catch information compared to crop damage assessment.

The components of the pheromone of *Amblypelta nitida* are believed to be closely related to those of *A. l. lutescens*. Recent aeration samples taken from *A. nitida* males have shown the presence of ocimene epoxide, one of the main pheromone components, but the other two components have proven elusive. This is possibly due to either a lack of expression related to the age of the bugs or the masking of these components by other compounds in the analysis. Hopefully, limited field trials can be undertaken with the probable pheromone components while work continues on their verification and ratios.

At least six different trap types have been assessed for their utility in catching fruitspotting bugs, including two specifically designed for true bugs. A sticky panel trap appears to be the most effective way of catching the bugs that are attracted to the pheromone, including nymphs. A trap has been developed consisting of green Corflute® (twin-walled polypropylene) sheeting covered by double-

sided tape coated with an emulsion acrylic adhesive. This adhesive is about 5-10 times more effective at catching fruitspotting bugs than any other sticky material tested, including many commercially available for insect trapping. The one problem with the adhesive is its relatively rapid breakdown in sunlight, so that it can lose all tackiness after 1-2 weeks. The prospect of using a UV stabiliser to increase adhesive field life is currently being assessed.

The above work has indicated that synthetic pheromones for fruitspotting bugs have more promise than previously thought, which provides greater confidence for developing a commercial trapping system for these insects and a valuable tool for growers.

The fruit spotting bug project is a collaboration of industry, government and private enterprise.

This project has been funded by HAL using the avocado, macadamia, papaya and lychee industry levies and matched funds from the Australian Government. NSW Department of Primary Industries (NSW DPI) and Queensland Department of Agriculture, Fisheries and Forestry (QDAFF) are also contributing in-kind funds to the project, and NSW DPI is managing the project on behalf of all partners. Other project partners include the University of Queensland and BioResources Pty Ltd.

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Chemicals are used in farming for a variety of purposes and storing chemicals safely is just as important as safely handling them. In the most recent survey of work related injuries more than 7% of workplace injuries sustained were reported as resulting from chemical exposure**. This equates to as many as 45,000 chemical related injuries every year.

The laws governing the storage and use of chemicals include state and Commonwealth OH&S legislation and regulations, Pesticides Acts in various states and the Australian Dangerous Goods Code, which aim to ensure that risks to human health and the environment are minimised. Some of these obligations are set out below.

- Products should be stored in their original containers and all containers must be correctly labelled. The chemical storage area should in most cases be bunded to contain any spills, and must have the correct signage, such as placards, to assist emergency services in the event of an emergency.
- Incompatible chemicals of certain classifications must be segregated as some chemicals may react adversely when combined.
- Records should be kept for all applications of pesticides, including information on the spray operator, location, date and time, weather conditions, product used, rates applied, equipment used and more...
- A register is required to be kept of all chemicals that are either dangerous goods or deemed to be hazardous. Whether a chemical is a dangerous good or a hazardous substance is indicated in the product's material safety data sheet (MSDS).
- Employers must provide access to MSDS for chemicals used in the workplace to employees.
- Risk assessments must be undertaken for stored dangerous goods and hazardous substances.

Consequently, managing chemical storage and compliance is an exhaustive process, but necessary to help protect human health and the environment.

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** Australian Bureau of Statistics - Publication 6324.0 - Work-Related Injuries, Australia, 2009-10



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Monitoring Fruitspotting Bugs by using Trap Hedges

Ruth K. Huwer, Craig, D.A. Maddox and Ian M. Purdue
 Wollongbar Primary Industries Institute,
 1243 Bruxner Highway, Wollongbar, NSW 2477

Background

One of the most difficult facets of fruitspotting bug (FSB) *Amblypelta* spp. (Hemiptera: Coreidae) management is monitoring of the pest. It is a long living pest that can cause significant damage at low densities. Monitoring has usually been based on damage observed in an orchard, which does not give any information on the actual population in the field. The insect is very cryptic and difficult to find in an orchard situation. Having an opportunity to monitor the insect rather than the damage would enable us to target fruitspotting bug management much better.

FSB are known to have a very wide host range (Waite and Huwer, 1998) and are known to show preference to certain hosts and cultivars (Waite, 2004; Huwer *et al.*, 2007).

We are therefore investigating the option of using other alternative hosts and susceptible varieties as a monitoring tool and/or trap crop, using the 'push and pull' strategy (Cook *et al.*, 2007). We need to 'push' the pest out of the main crop and attract and 'pull' it to an alternative host or more susceptible cultivar that is more preferred at the perimeter or adjacent to the orchard (Cook *et al.*, 2007). The pest can then be managed in the trap crop. Different alternative FSB hosts are used in trap hedges in order to manipulate insect behaviour, i.e. attract FSB away from the main crop into more attractive hosts in the trap hedge.

At the Centre for Tropical Horticulture at Alstonville, we have hedges which include a number of host plants. The two hedges with *Murraya paniculata* exclusively showed to be a very good monitoring tool for FSB in autumn and winter. Over the years, numbers of bugs moving onto the

hedges has been strongly correlated with orchard damage levels from the preceding season.

Hedges with sequential floral attractant using a variety of plants are also being trialled at the Centre for Tropical Horticulture (CTH) at Alstonville (Figure 1). These hedges include macadamia, avocado, coffee, pecan, custard apple, longan, *Murraya paniculata* and guava and there are also some smaller hedges with selected plants (*Murraya paniculata*, macadamia and longan) on commercial macadamia and avocado farms. The hedges on macadamia farms include *Macadamia ternifolia*, *Murraya paniculata*, and ribbonwood, *Euroschinus falcata* (Anacardiaceae). Older hedges include longan and a susceptible macadamia seedling. The hedges on commercial avocado farms include *Macadamia ternifolia*, *Murraya paniculata*, and ribbonwood and avocado cv Parida and passionfruit.

So far we have planted 31 hedges on commercial farms, 23 in New South Wales and eight in Queensland (Figure 2). Of the 31 hedges 21 are planted on macadamia farms, eight on avocado farms and two on custard apple farms. One farm has multiple crops, including custard apples, lychees and passionfruit.



Figure 1: Flower sequence hedge at the Centre for Tropical Horticulture (CTH) Alstonville, including avocado cv. Zuttano, macadamia cv. L64, custard apple, longan, guava and *Murraya paniculata*.

Date	Germplasm block	<i>Murraya paniculata</i> hedges		Floral sequence hedge				
		Arboretum	Highway	Avocado	Macadamia cv L64	Guava	Longan	<i>Murraya</i>
Jul 2011	0	44	32	0	0	0	0	6
Aug 2011	0	35	60	0	1	0	0	3
Sep 2011	2	14	60	0	0	0	0	10
Oct 2011	4	20	34	2	1	0	0	4
Nov 2011	0	19	40	5	7	0	0	5
Dec 2011	0	21	3	0	4	0	0	0
Jan 2012	0	0	0	0	2	0	3	0
Feb 2012	0	2	1	0	0	1	3	1
Mar 2012	0	42	2	0	0	1	2	2
Apr 2012	6	88	27	0	2	0	0	8
May 2012	4	30	40	0	0	0	0	6

Table 1: FSB nymphs and adults collected on trap hedges at the Centre for Tropical Horticulture Alstonville between July 2011 and June 2012



Figure 2: Newly planted trap hedge in avocado orchard at Childers (QLD) including *Murraya paniculata*, *Macadamia ternifolia*, avocado cv. Parida, ribbon wood and passionfruit.

Results

Most of the hedges on commercial farms are still fairly young and host plants are not fruiting yet.

Data has so far been collected on hedges at CTH and two of the commercial farms.

At CTH we usually visually look for FSB nymphs and adults for about 20-30 minutes per hedge per week and record numbers of FSB collected. Results from the CTH hedges are shown in Table 1.

The monitoring data from the hedges at Alstonville (Table 1) show that *Murraya paniculata* is a good FSB host. It harbours FSB for a long period during the year in large numbers and bugs are reasonably easy to find. Figure 3 shows the long term data from FSB collected on the two *Murraya paniculata* hedges at CTH.

These long-term observations give us a good idea about the population dynamics of FSB over time. *Murraya paniculata* is a host where FSB tends to breed up during autumn and spend winter, before FSB moved into the orchard in spring and summer (Figure 3).

The data from the flower sequence hedge (Table 1) also shows that FSB clearly moves between hosts and can be tracked across a range of hosts all year. Ideally a host is needed where FSB are easily detectable just prior to susceptibility of the main crop.

Table 2 shows the corresponding FSB damage in different hosts in the flower sequence hedge at CTH. Over time we need to establish the correlation between the monitoring data and damage data.

Table 2: FSB damage to fruit collected in unsprayed flower sequence hedge CTH Alstonville

Host plant	East Row		West Row		
	External	Internal	External	Internal	
Zuttano Avocado	50		50		Fruit counted
	32%	48%	24%	56%	% Reject to FSB
L64 Macadamia	91		96		Nuts counted
	51%		5%		% Reject to FSB
Guava	102		82		Fruit counted
	58%		52%		% Reject to FSB

The host plants in the hedges take about a minimum of 18 months for *Murraya paniculata* to start fruiting most of the other hosts even take 3-4 years. We have therefore not much data from commercial farms yet.

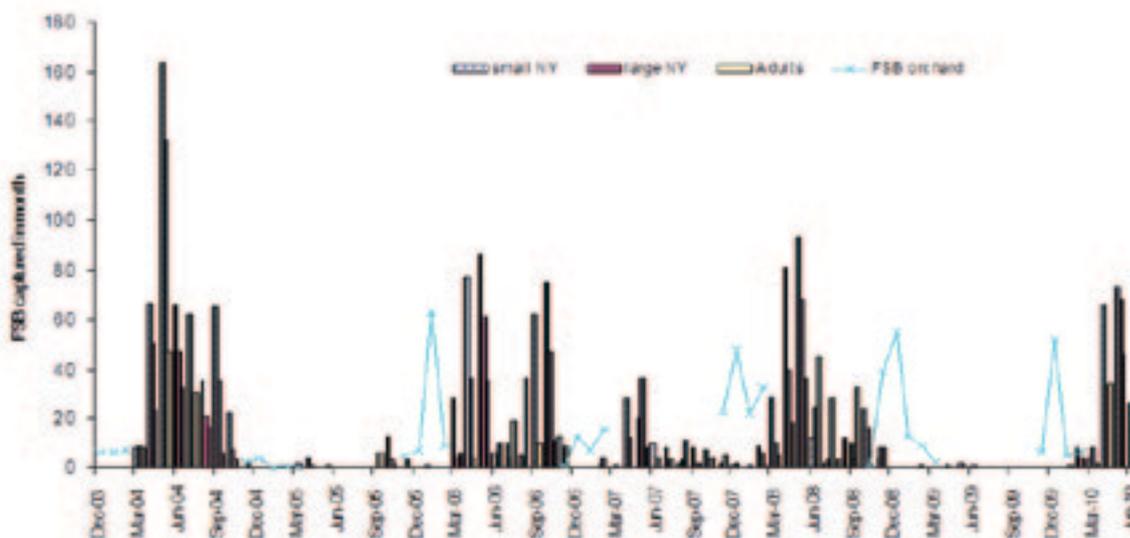


Figure 3: FSB Monitoring on CTH *Murraya* hedges 2003-May2012

Monitoring Fruitspotting Bugs by using Trap Hedges continued

At a macadamia farm at Knockrow, we collected 54 FSB adults within 30 minutes on two for *Murraya paniculata* bushes (Figure 4). This was at a critical time, before macadamia nutlets in the orchard had become highly susceptible to FSB damage.

On a custard apple farm at Victoria Park the numbers of FSB adults and nymphs during last season are shown in Table 3.

Figure 4: Collecting FSB on trap hedge on commercial macadamia farm at Knockrow



Table 3: Numbers of FSB nymphs collected over time during the 2011 and 2012 season on a trap hedge at a custard apple farm at Victoria Park

Time	Hedge plant	FSB adults	FSB nymphs
October 2011	<i>Murraya paniculata</i>	10	8
February 2012	<i>Murraya paniculata</i>	2	9
March 2012	<i>Murraya paniculata</i>	0	9
April 2012	<i>Murraya paniculata</i>	1	0
May 2012	<i>Murraya paniculata</i>	4	0

Practical applications for commercial farms

Research suggests that FSB can be directed away from the main crop to a more preferable host or variety.

The suggested strategy based on this research is as follows:

- On commercial farms, use six to 10 plants (covering an 8 to 10 m area) of highly susceptible hosts. For macadamia we suggest that ribbonwood trees *Euroschinus falcata*, *Macadamia ternifolia* and *Murraya paniculata* will have the highest potential.
- For hedges in avocado orchards different species need to be selected including susceptible avocados (i.e. Velvick, Parida, Pinkerton), papaya, passionfruit and cassava.
- Plants need to be monitored for FSB weekly during the growing season by visual examination (15 minutes per hedge per week).
- Once biological control agents are available they should be released into the hedge and monitored once FSB are found. The hedge will be a refuge for biological control agents where they can breed up and are available for control in the main crop.
- Once the pheromone lure/trap combination is available, hedges can be utilised in combination with pheromone traps. The pheromone traps will be of most use internally within the orchard to monitor FSB numbers, while hedges will draw FSB from margins of the orchard. Spatial placement of traps in relation to hedges will need to be developed.
- Once the main crop becomes vulnerable, FSB in the hedge particularly when a high number of adults and late instar nymphs are found, need to be collected or sprayed.
- Insecticides used on hedges would preferably be restricted to biological control friendly options.

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Conclusion

- Our data so far shows that the trap hedges can be successfully used for monitoring FSB. Host plants like *Macadamia ternifolia* that have been planted in the more recent hedges have not started to fruit yet, but indications from monitoring the macadamia germplasm block at CTH suggest that given the smaller height, more open canopy and terminal bearing, early flowering and fruit set make this plant a suitable monitoring tool in the trap hedge mix.
- Data from the commercial farms also showed, that FSB can be monitored in *Murraya paniculata* at crucial times (October), before the nuts in the orchard become susceptible.

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The project has been funded by R&D levies from the Avocado, Macadamia, Lychee, Papaya, Passionfruit and Custard Apple industries, with additional funding via the Across Industry Committee and matched by the Australian Government through HAL. NSW Department of Primary Industries (NSW DPI) and Queensland Department of Agriculture Forestry and Fisheries (QDAFF) are also contributing in-kind funds to the project, and NSW DPI is managing the project on behalf of all partners. Other project partners include the University of Queensland, Australian Centre for International Agricultural Research (ACIAR) and BioResources.



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Industry Education Materials Up for Review

Avocados Australia has over the last three years developed a series of education materials targeting all sectors of the supply chain. These materials are designed to fill information gaps within the supply chain and communicate best recommended practices for handling avocados. The goal of these materials is to improve fruit handling and thus fruit quality through a reduction in issues such as fruit injury (for example bruising), rots and ripening inconsistency.

The materials were developed in conjunction with expert staff at the Department of Agriculture, Fisheries and Forestry (DAFF), formerly the Department of Primary Industries (DPI) and other supply chain stakeholders.

Avocados Australia is now in the process of reviewing the education materials and we need your help. Included in this edition of Talking Avocados is a short questionnaire about the education materials. We want to know if you have found the materials useful in your business and if you would recommend any improvements.

Over the last three years the following materials have been developed:

- **Avocado Colour and Ripeness Chart** – developed to show and streamline the terminology used to describe the six different ripeness levels for avocados. The poster shows colour changes as well as firmness ratings, if you are using a penetrometer, for both Hass and Green Skins. Copies have been distributed to all members of the supply chain. This poster has also been translated into Thai and Chinese for use in export markets.



- **The Little Green Book: The Adventures of Alvin** – provides a basic history of avocados and an overview of the avocado supply chain. This has been designed to give everyone in the supply chain an indication of how their treatment of the avocado will impact on the end quality of the product. Copies have been distributed to all members of the supply chain.



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- **Avocado Handling: Packhouse** – designed to highlight the main issues packers need to be aware of when handling avocados. Has been distributed to all known avocado packers.



- **Avocado Handling: Wholesale** – designed to highlight the main issues wholesalers need to be aware of when handling avocados. Has been distributed to all known avocado wholesalers. This poster has also been translated into Thai and Chinese for use in export markets.



- **Avocado Handling: Retail** – designed to highlight the main issues retailers need to be aware of when handling avocados. This poster has also been translated into Thai and Chinese for use in export markets.



- **Avocado Ripening Manual** – provides an in-depth guide to ripening avocados including sections on storage, room operation, problem solving and additional support materials. It has been distributed to all Australian avocado wholesalers and ripeners.



- **Avocado Transport Guide: Road and Rail** – a booklet providing a guide to transporting avocados including sections on the importance of correctly precooling the avocados prior to transport, ensuring there is appropriate air flow during transport as well as recommendations for securing the load. Has been distributed to all Australian avocado packhouses and transport companies known to transport avocados.
- **Avocado Transport Guide: Road and Rail Quick Reference** – provides a quick reference to content included in the above Avocado Transport Guide: Road and Rail booklet. Has been distributed to all Australian avocado packhouses and transport companies known to transport avocados.



- **Avocado Harvesting: Growers and Managers** – highlights the main issues growers and orchard managers need to be aware of in the lead up to and during harvesting. Has been distributed to all known avocado growers and packers.



Industry Education Materials Up for Review continued

- Avocado Harvesting: Pickers** – targets picking crews. Highlights the main issues pickers need to be aware of during harvesting. To help reinforce the messages on the poster, two bumper stickers have also been developed which can be used in the field. One sticker focuses on not dropping fruit and the other on listening to supervisor’s instructions. Copies have been distributed to all known Australian avocado growers and packers.
- Australian Avocado Grading Guide** – designed for packhouses, this guide is an update on the Australian Avocado Quality Standards poster which was published by Australian Avocado Growers Federation Inc in the early 2000s. This new poster provides packhouses with clear descriptions on the industry standards for Classes 1-3 and defects or injuries not acceptable in any class. Copies of the poster have been distributed to all known Australian avocado packers.



Should you have any questions about this process or the education materials program please contact Program Manager Julie Petty on 07 3846 6566 or email supplychain@avocado.org.au . Your feedback will be confidential. Please complete and return the enclosed questionnaire by post, fax or email by 31 August 2012. A reply paid postal address is listed on the questionnaire.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.



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Innovative Marketing Drives Strong Demand for Aussie Avos

The 2012-2013 annual marketing plan for the domestic promotion of avocados takes the industry into its last year of the industry's 2010-2013 strategic plan. Initial results from a Homescan analysis and consumer tracking study have shown that the campaign, which started in January 2010, has had positive results (retaining existing customers and attracting new customers) and the creative is working well.

- During last year, Woolworths, Coles and ALDI increased their value share of trade for avocado at the expense of Green Grocers and IGA.
- Similar behaviour occurred from a volume perspective where Woolworths, Coles and ALDI experienced growth for avocado.
- Gains in Woolworths and Coles share of trade were a result of an increase in the number of households purchasing avocado, also known as an increase in 'penetration'.*

* Nielsen Homescan data 14 April 2012 and Nielsen Scantrack data (National Woolworths) to 8 May 2012.

- Magazines: Advertising reached 1.76 million grocery buyers (GB) with kids, or 45.8% at an average frequency of 2.65 i.e. 1.76 million grocery buyers with kids saw the print advertisement on an average 2.65 times. Advertising reached a total of 5.12 million main grocery buyers (MGB) at an average of 2.54 times.
- Digital: Banner advertisements have now reached over 4.5 million people, and there has been a 22% increase in clicks from April to May 2012 as a result of search engine optimisation.
- As at the 22 June 2012, the Facebook page:
 - Had 14,158 page likes
 - Was the 3rd highest referrer of traffic to the consumer website
- From 1 July 2011 – 22 June 2012 the consumer website received:
 - 357,979 visits
 - As at 22nd June 2012, there were 15,446 contacts in the database

From July 2012 the campaign will be a continuation of the 11-12 objective; which is based on shifting buying behavior from infrequent occasion to regular purchase. The activities recommended for the 12-13 campaign were based on considering a number of elements given the changing circumstances, such as a bumper crop and the

Australian Grown Research undertaken to understand the likely impact of imports¹. The research revealed that although many avocado MGB's claim they would always favour Australian product, there is a very real threat from imported product at certain 'discount' levels. The research also suggested trade and consumer communication strategies blunt the in-roads made by imported product.

From a consumer perspective, positioning local product as 'fresher' and 'less travelled/handled' claimed to have the greatest impact in building resistance to imported product.

Therefore, moving into the 12-13 period, the recommendation is to add an 'Australian' logo calling consumers to 'buy Australian' which will educate them about when Australian avocados are in season and in good supply. A range of logos for both above the line (ATL) and below the line (BTL) communications have been considered that feature slight variations of the reasons to buy. The intent being to rotate these evenly across the 12-13 collateral to ensure messaging is fresh.

Above The Line (ATL): Advertising which employs one of five main media - the press, television, radio, cinema and billboards.

Below The Line (BTL): Advertising by means other than the five major media e.g. direct mail, sponsorship, merchandising, trade shows, exhibitions, sales literature and catalogues.

Buy Australian logos:



Existing television commercials will be refreshed so that end frame will include the 'Buy Australian' message.

¹ Facebook Audience Insights Australia
SheSpot insights online Mums

Innovative Marketing Drives Strong Demand for Aussie Avos continued



In addition, this year the communication strategy has evolved to include 'nutrition'. This will be achieved through dialing up the health benefits of avocado so that there is an emotional connection with the target audience that triggers an increase in purchase. Maintaining versatility and introducing health benefit messages will lead to a broader 'Healthy Lifestyle' positioning for avocados and ensure avocado becomes more than a 'delicious addition' to a wide variety of meals

Example of a magazine advertisement that talks about the nutritional benefits of avocados:



The target audience for the campaign is:

Primary	<p>Bustling Families</p> <p>A bustling family has a mum who takes on many roles. She wants what is best for her family and looks after their wellbeing.</p> <p>However, she is time poor, so she is always looking for ways to make her life a bit easier.</p>
Secondary	<p>Start-up Families</p> <p>In a start up family, children come first in the house and the mum is 100% focused on 'doing the right thing' by them.</p>

Communication channels

Media – TV, Magazine and Online

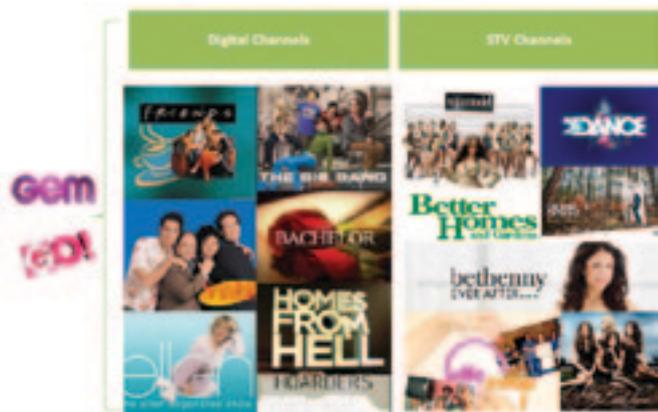
2012-2013 will see a cut back on sponsorships with funds instead being invested within channels that will drive maximum exposure for Australian Avocados. TV will be optimised to deliver maximum reach.

<p>Reach: Refers to the approximate number of views or contact an audience had with the campaign message during a specific time period (including repeat views/contact with individuals).</p>
<p>Frequency: A term used in marketing to describe the average number of times an individual came in contact (viewed/interacted) with a campaign message during a specific time period.</p>

This strategy will be implemented in the introduction of subscription TV channels such as Fox 8 and Arena and the utilisation of digital free to air channels; which will see the media campaign build cost efficient reach and gain access to relevant platforms to the core target audience.

Effective and relevant sponsorships will be maintained to enhance the frequency that our media campaign is seen by the target audience; new short Australian avocado videos will be produced and feature throughout the year on the Lifestyle YOU and Lifestyle Food channels.





Magazines deliver mass reach for female grocery buyers between 25-49+ years old with kids; helping build brand awareness and drive consideration within contextually relevant publications across the year for avocados.

Full page colour advertisements will be running across the core publications over the campaign. Weekly titles such as Woman’s Day and Sunday Magazine will be increased in key months in response to increase supply periods. Third page colour advertisements will drive message efficiency, while extending the campaign reach and frequency.



Online is a solid channel for the avocados audience. Insights for the online target audience²:

- Australian Mums spend 16.4 hours a week online
- 87% of Australian Mums use the internet every day
- 80% of these will go online for information on parenting
- 62% of Facebook Mums are aged between 30-49
- Australian Mums spend on average 9 hours p/w on Facebook
- 56% of Facebook Mums use it to connect with other Mums and share information related to kids

² Facebook Audience Insights Australia
SheSpot insights online Mums



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Innovative Marketing Drives Strong Demand for Aussie Avos continued

- 38% of Mums will become a fan of a brand/product page

There is scope to build and evolve the display presence in key lifestyle sites and be present on top sites for current avocado discussion (i.e. Weightwatchers, Essential Baby, Taste etc)³. Television commercials will also run online to increase reach.

In 2012-2013 the partnership with *Taste.com.au* will be continued to achieve cost effective reach in contextually relevant food environments. Learning's⁴ from 2011-2012 will be built upon and the sponsorship reinvigorated with new placements. Taste will give the Australian Avocado campaign a platform to reach over 1.7 million unique browsers and display online our campaign material approximately 25 million times per month, also known as page impressions.

On the Australian Avocados Facebook page, there will be a range of promotions taking place throughout the year to engage with the consumers on the page and to attract new ones. The first promotion on the Facebook page is being launched in July 2012 to encourage Mums to feed their 6+ month old babies Australian avocados and then share that experience online.



3 Social Listening report, part of 2011-2012 update report documents, HAL

4 *Taste.com.au* delivered excellent results in 2011-2012 with the cost per reach only second to Facebook.

- 2.1M UB Reach!!
- 2.8M Ad Impressions
- \$6.12 CPM Reach

The Shespot activity was not so successful delivering low reach. This activity has now ceased and will not be continuing this 2012-2013

- Reach 180k UBs
- \$75.45 CPM Reach

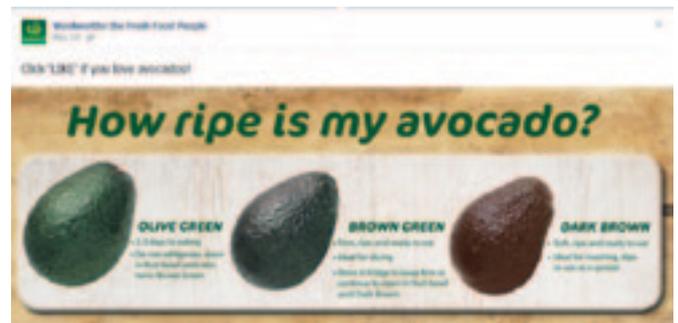
Australian avocado consumer website – www.avocado.org.au

From July 2012 onwards, the website will be refreshed to better cater to the volume of content and target audiences that have grown over the years. A new consumer homepage and 'Blog' area will cross-promote all the campaign areas e.g. a Mum visiting the consumer website for recipes, may also be interested in finding out about the early childhood program. This will also allow for more detailed information and give context to campaign activities. The blog could feature an article about recent in-store sampling activity and recipe competitions. This article in turn can be delivered to the Facebook audience and consumer email database to help build awareness.

In-store and retail activities

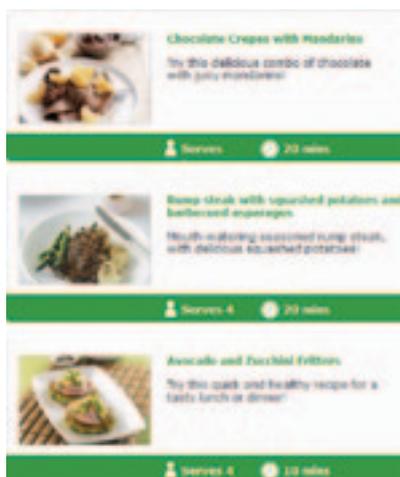
There have been several meetings held with retailers to get them onboard and run a variety of activities to support Australian growers and push Australian avocados this season.

On 7 May 2012, Woolworths posted on their Facebook page the Australian Avocados 'Chocolate Avocado Mousse' recipe as their Recipe of the Week. On 10 May 2012 they made a post to talk about our Avocado Colour and Ripeness Chart (see below). More than 169,00 people are connected to the Woolworths Facebook page.



Five avocado recipes were also exclusively provided to Woolworths. These recipes will not be provided to any supermarket competitors; however, they will continue to be featured in online advertising on sites such as *Taste.com.au*. These recipes took turns being a 'featured recipe' on their recipe page throughout the month of May:

- Avocado & Zucchini Fritters
- Avocado & Hummus Meatballs
- Turkish Pizza with Avocado Tzatziki
- Avocado Filled with Pesto Chicken
- Chocolate Avocado Mousse



Further support was provided on their website by featuring an Australian avocado grower for the month of May. The article talked about the versatility of avocados and encouraged consumers to try avocados in different meals.



Woolworths have also featured avocados heavily in the May issue of their own retail magazine. This included multiple recipes including baby and toddler meals, preparation instructions, ripeness information, and more.



Foodservice campaign

In 2012-2013 there are several exciting activities scheduled for the food service program. In addition to the chef training sessions and continued partnership of the Clubs NSW chef's table competition (for which avocado will be a key ingredient to be included in at least one of three courses submitted for judging), next year's program will see the introduction of a direct mail newsletter campaign that will be sent to an extensive database of chefs situated on the east coast. This newsletter will disseminate Australian avocado news, information, recipes and alert chefs to upcoming training events.

The newsletter will also alert chefs to a menu competition planned for Sydney restaurants to take place in October; for which registered restaurants will feature an avocado dish for the month. On the Food Service section of the website, chefs will be able to register in the competition where bloggers review their avocado menu items for a chance to win. The competition will be positioned towards consumers as well, by encouraging them to submit their own reviews for their chance to win other prizes. This competition aims to put avocados on the menu and to alert people to look out for avocado when they are out dining. A consumer and food blogger review campaign will support this initiative.

Another new activity is the participation in the food service trade show 'Speciality Food and Drink Fair' via a sponsored workshop area in which Australian Avocados will host

Innovative Marketing Drives Strong Demand for Aussie Avos continued



training sessions twice a day for the two day duration of the event.

From July 2012 onwards, food service creative will be refreshed to feature new recipes as well as the key 'buy Australian' message. New creative for the masterclass invitations will be developed, 15 new recipes will be added to

the existing masterbook and a variety of collateral will be developed to support the 'menu competition'.

Educating early childhood educators

The ongoing success of the 'Eating My Colourful Vegies and Fruit' program in early childhood centres and the positive feedback from the wider education sector provides encouragement to investigate furthering the reach of the program. Food and nutrition for children continue to be a focus of concern amongst health educators. After discussions with key education, health and nutrition stakeholders in several states there is interest in the 'Eating My Colourful Vegies and Fruit' kit being made

available to primary schools (with some additions and modifications to make it relevant to the curriculum).

A primary school version of the program will be developed and piloted in 10 schools in 2012-13, ready for a full roll out to in 2013.

Early childhood settings of Long Day Care Centres and Preschools will continue to be a strong focus of the program's activity in coming years as they provide very positive outcomes for the industry. Many educators have mentioned their surprise at children's willingness to try new fruit and vegies through this program, and that avocados have become a familiar and well liked choice for many who had previously never tasted them. The rationale for this includes the developmental readiness of children aged 3-5 years to learn to like a new food, more food preparation opportunities in early childhood settings and the ease of access to centres with less bureaucratic obstructions.

Avocado nutrition research and health professional education strategy

The core objective is for avocados to 'own a position within the health space'. To lead the industry on this journey, the 'Best Minds' strategy was developed where leaders from within the Australian health professions would

Avocado Timeline	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11
Subscription TV Sponsorship Advertising									
Subscription TV Advertising									
Digital TV Advertising									
Magazine Advertising									
Shopping Mall Media									
Digital Advertising									
Search Engine Optimization (SEO)									
Social Media Competition									
Social Media - ongoing tactical content posts									
Public Relations- Support Early Childhood Campaign									
Website Maintenance									
Nutritionist Support									
Early Childhood Campaign (R&D Funded)									
Health Professional Campaign (R&D Funded)									
Foodservice Campaign (R&D Funded)									

KEY: Increased Activity

Update on Sustainable Orchard Management Practices

(AV08020) Developing sustainable orchard management practices

John Leonardi
Avocados Australia

Trials investigating the effect of a range of orchard management strategies on tree growth, fruit quality and yield are currently being assessed. The outcomes for the 2012 season to date are presented below.

Mulching trials

Filter-press, avocado woodchip and cane-tops were reapplied to 4¹/₂ year old Hass trees in Central Queensland in September 2011. A grower treatment (inter-row slashings with a thin layer of filter-press) was included for comparison. Cumulative yields for the past two years were significantly increased in trees mulched with avocado woodchip with 112.6 kg/tree compared with 86.3kg in the grower treated trees. Mulching with avocado woodchip also tended to reduce the incidence and severity of fruit rots and disorders. The harvest for the 2011/12 cropping season will be completed in July and the effect of mulching on fruit size and yield will be determined in seven trees for each treatment.

At harvest 20 fruit of uniform size were sampled from five trees from each treatment and ripened at 20°C. This fruit

will be visually rated for the severity of rots and internal disorders. The effect of mulching on the severity (% of flesh volume affected) and incidence (% of fruit affected) of fruit rots and disorders will be determined in July.

A mulching trial was also established in North Queensland in September 2011. A composted product (derived from vegetation waste), Rhodes grass hay and a combination of the two products were applied to 2¹/₂ year old Hass trees. A grower treatment (inter-row slashings) was included for comparison.

In September flowering shoots were tagged and the effect of mulching on shoot growth and percentage of shoots bearing a fruit was assessed at harvest on 10 shoots in six trees for each treatment (Table 1).

Table 1: Effect of mulching on shoot growth and percentage of shoots bearing fruit in Hass avocado trees. Data are means from 60 shoots for each treatment. Means in each column followed by the same letters are not significantly different (*P* > 0.05).

Treatment	Shoot growth (cm)	% of flowering shoots with fruit
Grower treatment	33.3a	35.0a
Rhodes grass hay	32.4a	31.7a
Compost (10 t/ha)	30.9a	43.3a
Rhodes grass hay + compost (10 t/ha)	30.1a	35.0a
Compost (20 t/ha)	31.4a	36.7a
Rhodes grass hay + compost (20 t/ha)	32.2a	33.3a

Results indicate that there was no significant effect of mulching treatment on shoot growth and the percentage of shoots that bore a fruit in the first year of the experiment.

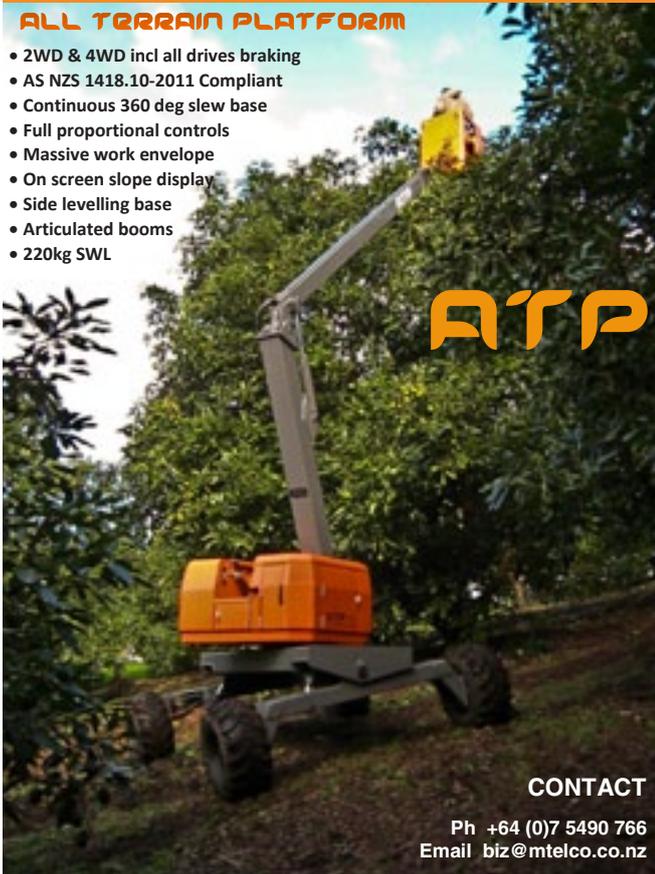
The effect of mulching on yield was assessed in six trees for each treatment. Fruit was harvested at maturity on the 4 April 2012 and the number and weight from each tree recorded.

Table 2: Effect of mulching on the number of fruit, yield and average fruit weight in 3 year old Hass avocado trees. Yield data are means of six trees per treatment.

Treatment	No. of fruit	Yield (kg/tree)	Av. fruit wt (g)
Grower treatment	51.0	13.8	273.8
Rhodes grass hay	45.7	13.5	296.2
Compost (10 t/ha)	75.2	20.3	274.6

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Rhodes grass hay + compost (10 t/ha)	59.7	16.5	289.8
Compost (20 t/ha)	58.2	15.6	284.8
Rhodes grass hay + compost (20 t/ha)	52.3	15.3	307.1

There was a trend towards a higher yield in trees receiving compost at a rate of 10 t/ha (Table 2). There was a trend towards an increase in fruit size in trees receiving the higher rate of compost in combination with Rhodes grass hay (data to be statistically analysed).

Soil and foliar treatments

In 2011, foliar treatments of pyroligneous acid (PandA®) an organic liquid derived from bamboo in combination with a copper fungicide program tended to reduce the incidence and severity of fruit rots and disorders compared with the copper treatment alone. This trial was repeated in the

2011/12 cropping season and the effect of treatment on fruit quality and yield will be determined in July.

Application of the nitrogen fixing microbial product (TwinN®) as a soil drench tended to reduce the incidence and severity of fruit rots and disorders. Treatments were reapplied during the 2011/12 cropping season in October 2011 and March 2012. The effect of treatment on fruit quality and yield will be assessed in July.

Acknowledgements

Thanks to all growers who have assisted in conducting trials; King Brown Technology for providing the compost; Mapleton Agri Biotec Pty Ltd for supplying the microbial product (TwinN®) and O'Grady Rural for providing the pyroligneous acid (PandA®). This project is funded by using avocado grower R&D levies which are matched by the Australian Government through Horticulture Australia.

Working On - Not Just In

Margie Milgate
Consultant & Educator
Resource Consulting Services

A major factor in business stress identified by academic Michael E. Gerber of E-myth fame was not that people did not work hard 'in' their businesses, but that they did not work hard 'on' their businesses. By this he meant that most people spend most of their time 'in' their business – doing the day to day jobs like pruning, harvesting, packing and all the associated office work in managing staff and paying accounts and satisfying customers – but rarely take the time out to really focus on where their businesses is heading.

Gerber liked to stress the point that your business was not your life but that “once you recognise that the purpose of your life is not to serve your business, but that the primary purpose of your business is to serve your life, you can then go to work 'on' your business, rather than 'in' it, with a full understanding of why it is absolutely necessary for you to do so”.

This business idea applies to all farming operations as well. Growers need to make sure that they spend time 'Working On The Business' (WOTB – pronounced “what bee”). Agricultural enterprises, such as avocados, all need to work on this part of their businesses just the way Michael Gerber has so successfully encouraged businesses all around the world to do.

What does this mean in a practical sense? WOTB activity can include:

- Individuals doing projected supply forecasts, developing the cashflow budget, working on key strategies and monitoring the activities of the business.
- Meetings where the key decision makers review the business goals and the vision and purpose of the operation.
- The time you and your team spend developing the strategies to make your business really 'hum'.

A key for this work is that it needs to be done regularly. Meetings need to be timetabled, and agendas set. A chairperson needs to be appointed. Structure and formal procedure is important. Agendas need to be distributed ahead of time. Meetings need to start on time and end on time. This means that each item on the agenda is allocated sufficient time to ensure that everything gets covered.

There are always activities in our businesses that we would prefer to be doing. We all have personalities that draw us into wanting to do things 'our way', but what we are doing is running a business, and the business needs to be moving along a path that is creating the life that we want. So if you are not disciplining ourselves to take the time to check that the business is moving in the direction you want, then you will spend most of your time just working 'in' and not 'on'. The choice is yours.

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News from Around the World

NZ: Call for avocado co-operative

There are calls for avocado growers to form their own cooperative to help cope with a toughening export market.

Farm financier Don Fraser is launching a campaign to bring the country's avocado farmers together for the first time.

He says growers need to stand together in order to overcome obstacles such as Australia limiting the amount of New Zealand avocados imported into the country.

Mr Fraser says a co-operative would lower input prices, and ensures at least 60 percent of avocados grown would be sent to factories for sorting and sale. Source: newstalkzb.co.nz

Eating avocados more than Triples IVF pregnancy success rate

Eating avocados and salad dressings with olive oil triples a woman's chance of getting pregnant through IVF, according to a new study.

Eating avocados and salad dressings with olive oil triples a woman's chance of getting pregnant through in vitro fertilization (IVF), according to a new study.

Researchers said that foods that are typically eaten as part of the Mediterranean diet, which often includes olive oil, sunflower oil, nuts and seeds, foods that contain high levels of monounsaturated fat, which is better than any other kind of dietary fat for women looking to conceive.

Eating avocados and salad dressings with olive oil triples a woman's chance of getting pregnant through IVF, according to a new study.

Researchers from the Harvard School of Public Health studied the fat intake of 147 women, who were mostly in their 30s and undergoing IVF treatment, and found that women who ate the highest amounts of monounsaturated fat were 3.4 times more likely to have a child after IVF compared to those who ate the lowest amounts.

However, women who ate the most saturated fats typically found in butter and red meat produced the least amount of good eggs for use in fertility treatment. High saturated fat intake has also been linked to poorer male fertility, including lower sperm counts.

Researchers believe that monounsaturated fats, already proven to protect the heart, may also improve fertility by lowering inflammation in the body.



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News From Around the World continued

“The best kinds of food to eat are avocados, which have a lot of monounsaturated fat and low levels of other sorts of fat, and olive oil,” lead author Professor Jorge Chavarro, presenting at the European Society of Human Reproduction and Embryology in Istanbul, Turkey, said, according to AFP.

He noted that because the study was small, additional research is needed before doctors should start recommending to latest findings to women trying to get pregnant.

“While these results are interesting, this is the first time to our knowledge that dietary fats have been linked to treatment outcome in IVF,” Chavarro said in a statement. “So it is important that our results are replicated in other studies before making strong recommendations about fat intake to women having infertility treatment.”

“Different types of fat are known to have different effects on biological processes which may influence the outcome of assisted reproduction - such as underlying levels of inflammation or insulin sensitivity. However, it is not clear

at this moment which biological mechanisms underlie the associations we found,” he concluded.

The study should be considered preliminary until published in a peer-reviewed journal.

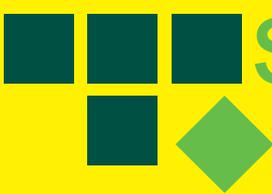
Source: Published by Medicaldaily.com

South African avos remain on course for strong season

South Africa’s avocado growers have just shipped their 8-millionth carton of the season, as the campaign remains on track for a high-volume, high-quality output.

The industry is well on course for the 12.5 million-carton (50,000 tonnes) export crop predicted earlier in the season. Some 40% will consist of green skin varieties and 60% of Hass.

This season stands in stark contrast to the 2011 campaign, which was hampered by low fruit supply due to hailstorms during key growing periods. The 2011 export crop stood at just 6.7m cartons.



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Grower Member Application Form continued

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News from Around the World continued

people who already buy,” continued Medina. “There will also be communication of the health benefits of eating avocado and simple preparation and ripening guidelines.”

In-store activity will see a mixture of consumer sampling in retailers and educational leaflets on packs of Peruvian Hass, as well as advertising on retailers’ customer websites.

Media activity includes editorial recipe features running in several consumer magazines and on websites, as well as an online video on www.deliciousavocados.co.uk, which aims to show how easy avocados are to prepare and three simple ways of using them.

For the catering trade, information and recipe packs are being sent to sandwich shops around the UK, with a competition for those who include and advertise an avocado-based sandwich on their menus for at least a month. There is £1,000 prize and public relations opportunities for the winning shop.

Latest production figures for Peruvian Hass forecast a production of 88,000 tonnes, of which 80,000t will be exported. Some 47,000t will be shipped to Europe, with a forecast of 4,200t to the UK and 13,000t to the French market. Source: Fresh Plaza

Melon Meter



An app for iPhone and iPad is taking the guess work out of choosing a ripe melon. The Melon Meter monitors the sound a melon makes when knocked and tells the user whether the fruit is ripe or not. Source: AsiaFruit

Chile: US continues to reduce fruit imports

The monthly fruit sector newsletter by the Office of Agricultural Studies and Policies of the Ministry of Agriculture (Odepa) advanced the January-May report for this year regarding fruit exports, in which it is informed

that fresh fruit exports experienced a 3.2% fall in volume during the first five months of 2012 compared with the same period last year.

Odepa explains that the main increases in export volumes were recorded for mandarins (70.7%), avocados (52.3%), cherries (17.5%) and plums (3.7%). By contrast, there appeared to be a reduction in the exports of lemons (-86.7%), peaches (-9.4%) and apples (-8.4%).

This reduction in fresh fruit exports, according to the entity, is related to the decline in exports of the two main crops: table grapes and apples; a decline which was partly caused by the unusually high temperatures registered last summer.

Avocados took centre stage with an unexpected rise at the beginning of the year lasting until the end of their season. A new Hass avocado season is expected in August.

The report also notes that the US market, "continued reducing their imports of Chilean fresh fruit during the first five months of 2012 compared with the same period in

2011, but continues to lead as the main target market."

The reduction in fresh fruit exports from Chile to the US affects almost every variety, except for avocados, apples, mandarins and kiwis, and it has been particularly steep with cherries, blueberries, plums and table grapes as an effect of Chilean exports being redirected away from the American market in search for better conditions. Source: DF

Supermarket scanner recognizes objects, makes barcodes obsolete

Japanese technology company Toshiba has developed a new point of sale scanner that uses image pattern and colour recognition to identify fresh produce without using barcodes or labelling. The Object Recognition Scanner (ORS) is sensitive enough to identify different varieties of apples. Toshiba is currently fine-tuning the new scanning technology and developing a product database for a potential retail roll out. Source: AsiaFruit



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