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## News

### A new market for small avocados - 22/11/2010

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Avocados Australia CEO Mr Antony Allen today welcomed, as a milestone for the Australian avocado industry, the retail launch of AvoFresh and their seven new packaged fresh avocado products. The AvoFresh range is now available right alongside fresh-cut salads in the fresh produce section of every Woolworths store across New South Wales.

"The Strategic Plan for the Australian avocado industry has included the goal of developing new markets for Australian grown avocados and AvoFresh will certainly do that" commented Mr Allen, "the opportunity for Australian growers to sell smaller and second grade avocado for processing is good for the overall profitability for growers."

AvoFresh is made from up to 98 per cent fresh avocado and is a great option for meal occasions that include spreads, salads, parties and snacks. The AvoFresh range includes chunky, soft and firm texture avocado in plain avocado as well as seasoned and spicy flavour varieties available to purchase in convenient 'peel open' tubs or squeeze tubes. Woolworths will be supporting the launch with in-store demonstrations and sampling opportunities for both the avocado-loving and curious customers.

The AvoFresh brand is marketed by NewFresh Foods Pty Ltd based in Bundaberg Queensland and is a partnership venture between Australia's leading avocado grower and processor Simpson Farms and fresh produce experts Austchilli/Pressure Fresh.

"Our partnership brings together Simpsons expertise in growing and sourcing avocado, new technology to package fresh avocado, and fresh produce branding and marketing experience" said Mr Agnew.

Australian avocado growers are expected to benefit from incremental sales of Australian avocados especially as there will now be more options for fruit with variable external quality as with AvoFresh products the skin and seed are removed.

Mr Agnew explains that the AvoFresh products "all keep fresh for four weeks and up to five days once opened, so there's no reason for not having ripe and ready avocados on hand this festive season."

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth \$AUD180 million at farm

gate and \$430 million at retail level. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

For more information [Media Resources](#) or [Avocado News](#) or contact Avocados Australia at [ceo@avocado.org.au](mailto:ceo@avocado.org.au)

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