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MEDIA RELEASE

Thursday, 11 August 2011

For Immediate Release

Avocados Australia and the world's best avocado marketers team up for the VII World Avocado Congress!

In less than a month the most important event on the global avocado calendar is coming to our shores; the VII World Avocado Congress will be hosted by Avocados Australia in beautiful Cairns, Queensland, from 5-9 September 2011.

"We are very fortunate to be working with the best avocado marketing groups from around the world" explained Mr Antony Allen, President Elect of the International Avocado Society and CEO of Avocados Australia, "Primor Produce are the premium exporter of avocados from New Zealand, CostaExchange are the most progressive avocado marketer in Australia, Mission Produce have driven the North American avocado market for over 20 years, and Avocados from Mexico are the largest grower and packer run avocado promotion organisation in the world. We are proud to have them on board for the Congress."



Avocados from Mexico

The Avocado Producers and Exporting Packers Association of Michoacán is an organization founded in 1997 to represent the avocado industry from Michoacán in its export program to the USA under the 'Avocados from Mexico' brand. APEAM members are dedicated to ensure the production of the finest avocados available anywhere, worldwide.



CostaExchange

With quality fruit sourced from superior grower alliance partners across Australia and New Zealand, CostaExchange is the leading marketer of avocados within Australia. CostaExchange is a leading vertically integrated Australian grower and marketer of fresh produce, specialising in avocados, bananas, berries, citrus, grapes, tomatoes and mushrooms.



Mission Produce

Mission Produce is a global packer, importer, processor, and distributor of avocados and asparagus. Mission Produce has ripening and distribution centers in California, Denver, Chicago, New Jersey, Atlanta, Dallas, Seattle and Toronto, that enable just-in-time delivery to customers nationwide. New at Mission is the Mr. Avocado Fresh Guacamole product line.

Primor Produce



Primor is the premium supplier of quality New Zealand avocados to Australian retailers and wholesalers. Primor also exports New Zealand avocados to Japan, the USA, Korea and Singapore. With over 20 years in the industry, Primor has the depth of experience, integrity and knowledge required to deliver leading service performance, every year, to their valued marketing partners and growers.

VII World Avocado Congress information:

The VII World Avocado Congress will be hosted by Avocados Australia at the Cairns Convention Centre in beautiful Cairns, Queensland, from 5-9 September 2011.

The Congress will be delivered in English and Spanish to cater for over 1000 expected delegates comprising of avocado producers, wholesalers, food service providers, market traders, retailers and government representatives from 15 countries around the world.

With key opinion leaders and decision makers present and with over 80 percent of Australian and global avocado production attending the Congress, it is the ultimate international forum for worldwide avocado and allied industry stakeholders to exchange ideas.

The Congress will include more than 230 presentations from leading industry experts in the fields of genetic resources, pests and diseases, culture management, post harvest/processing, marketing and the commercial stream.

Visit www.worldavocadocongress2011.com to register and learn more about this amazing event.

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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

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