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Add an Avo Every Day: Australian avocados have long since lost their reputation as a 'niche' product - 09/03/2012

The Australian avocado industry is encouraging consumers to eat more Australian avos. Fresh Australian avocados are not only a tasty and nutritious addition to any meal, but this year when you buy an Australian avocado you will also be supporting local farmers in what is predicted to be one of the biggest avocado crops in the history of the Australian avocado industry.

According to early forecasts from the Australian avocado industry, 30% more Australian avocados will be heading straight for the supermarket shelves this year. "There will plenty of Australian avocados on offer this year at your local supermarket or green grocer, premium quality fruit at great prices, we are hoping more consumers will jump behind Australian avocado growers and start to love this truly amazing fruit" said Mr Antony Allen, CEO of Avocados Australia.

"Australia has the highest avocado consumption rate per capita than any other English speaking country in the world, per person we eat around 2.7 kilograms of avocado a year – that's an increase of more than 106% in the last decade," said Mr Allen. "This year we are hoping to lift consumption even further and get a little closer to our goal of 5kg per person."

Australian avocado growers and pack houses have already begun working with the supermarkets, wholesalers and exporters to appropriately manage the crop. Planned programs are in place throughout the entire supply chain to assure consumers that no matter the size of the crop they will still be getting the premium quality Australian avocados are known for. The industry's highly regarded marketing campaign is also in full swing to promote this wonderful fruit.

Looking to buy an Australian avocado? Currently, Western Australian growers are harvesting Hass avocados. Many consumers are familiar with the popular and tasty Hass avocado, which is a wonderfully versatile variety available year-round. Growers in the Atherton Tablelands and Bundaberg regions are or will soon begin harvesting Shepard avocados; a delicious, buttery, green-skinned avocado only available between the months of February and April each year.

Buy an Australian avocado today and share your favourite avocado recipe ideas and tips by liking the Australian Avocados Facebook page at facebook.com/AustralianAvocados. The Australian Avocados Facebook page gives avocado-loving consumers a place where they can freely share, comment, discuss, and engage in conversation about all things avocado-related.

Not on Facebook? Visit the Australian Avocados website at avocado.org.au to share your favourite avocado recipe, see what other avocado-lovers are cooking, and browse hundreds of other quick ideas and tasty recipes that are sure to keep everyone happy.



avocado.org.au



facebook.com/AustralianAvocados

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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 1000 growers across the country and produces 68,500 tonnes of avocados each year worth **\$AUD215 million at farm gate and \$490 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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