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News

Alvin Avocado teaches primary school kids about Australian avocados - 13/06/2012

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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.



Alvin Avocado and Avocados Australia staff at Rural Discover 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 Masterchefs in the making," said Ms Petty.

To browse thousands of avocado recipes please visit the Australian Avocado website at www.avocado.org.au

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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 of 850 growers across the country and in 2010/11 produced 49,612 tonnes of avocados worth an estimated gross value production of \$AUD207 million and \$519 million at retail level. Production for 2011/12 is forecast to be 52,461 tonnes of avocados.

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.

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