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News

Australian Avocado Best Practice Resource Now Online! - 19/04/2013

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Australian Avocado growers and other members of the Avocado industry can now access the "Australian Avocado Best Practice Resource" (AABPR) a new free online one-stop-shop resource that provides all the information needed to apply best recommended practices for each sector of the avocado supply chain at the click of a button. The interactive resource gives growers, packers, wholesalers, ripeners, distributors, retailers and exporters the latest tips, techniques, training and handling recommendations needed to supply a high quality product to consumers.

The AABPR was developed by Avocados Australia as part of a project funded by Horticulture Australia Ltd (HAL) using the avocado levy and matched funds from the Australian Government. The Queensland Government has also co-funded the project through the Department of Agriculture, Fisheries and Forestry Queensland.

Avocados Australia CEO, John Tyas, said the Australian Avocado Best Practice Resource will be updated on an on-going basis and will be an essential resource that delivers value back to the industry.

"Avocado levy payers and the avocado industry as a whole can all benefit from implementing this dynamic resource in their business, they can also provide feedback and play a part in driving its constant cycle of improvement," said Mr Tyas.

Principal extension horticulturist from the Department of Agriculture, Fisheries and Forestry (DAFF), Simon Newett, said the new resource was developed primarily to support Australian avocado growers and all the other key players in the Australian avocado industry. The Growers section of the resource is extensive and includes "How To" guides and video demonstrations such as how to inject trees for control of phytophthora root rot.

"The Growers section updates and replaces the previous hardcopy Agrilink Avocado Information Kit. The beauty of delivering the information on-line via the Australian Avocado Best Practice Resource is that up-to-date information can be presented quickly and in different formats, such as videos, which will undoubtedly improve user uptake and knowledge," Mr Newett said.

Australian avocado growers, packers, wholesalers, ripeners, distributors, retailers and exporters can apply to access the resource by going to the Avocados Australia website at www.avocado.org.au, click on "BEST PRACTICE" located on the top menu bar. To gain access to the site as a first time user simply type in your email address on the login page, click 'Apply for Access' and follow the prompts. The request will be sent to Avocados Australia for processing and a confirmation email sent.

The AABPR is divided up into 9 sections: Growing, Ripening, Wholesale, Packhouse, Transport, Retail, FAQ, Business factsheet and Training course sections.

Australian avocado industry members who access the AABPR can view topics relevant to their business, such as orchard management, fruit grading standards at packhouses or recommended core temperature levels for transporting fruit. Business managers or owners will have the ability to register their employees to use training modules and view key reference materials including demonstration videos. Managers can personalise the site so that they can view information specific to their business and practices. The information they add will only be accessible to the manager, their employees and the site administrators.

"The sheer volume of information that avocado growers need to deal with to operate effectively and ensure that they supply good quality fruit is enormous so it is good to be able to provide growers with key information in an easily accessible format," said Mr Tyas.

The Australian avocado industry produced 49,612 tonnes of avocados in 2010/11 which is worth an estimated gross value of production (GVP) of \$207 million and \$519 million at the retail level. In 2012/13 production is forecast to be 59,686 tonnes.

For more information about the resource please call Avocados Australia on 07 3846 6566 or email supplychain@avocado.org.au.

ENDS

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