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Australian Avocados Everyday for a Healthy Life - 29/06/2010

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Australian political history was made last week when the first female Prime Minister came to power. On that same day, inside the walls of Parliament House and only a few rooms away, the future direction of the Australian avocado industry was also being decided.

The final component of the Australian Avocado Industry Strategic Plan 2010-2015 was held at Parliament House in Canberra on Thursday, 28 June. A selection of the key industry stakeholders attended the meeting to discuss appropriate strategies that will address the challenges of the next five years.

"Australian Avocados Everyday for a Healthy Life" has been chosen as the avocado industry's new vision. This encapsulates the industry's intention to make Australian avocados an everyday food for consumers.

"We aim to deliver consistent, good quality avocados; innovation and choice; and a product that is recognised and appreciated by consumers as Australian and an essential healthy food option" commented Mr Jim Kochi, Chairman of Avocados Australia, who was very pleased with the outcome of the day.

A number of MP's from a range of political parties in major growing regions, as well as the Shadow Minister for Agriculture, Food Security, Fisheries and Forestry, the Hon John Cobb, attended the strategic workshop to listen and discuss issues the avocado growers felt were important.



The Hon John Cobb receiving an Avocados Australia gift box from Mr Jim Kochi

Objectives for the next five years will include building a sustainable and competitive supply of Australian avocados to meet the needs of consumers, increasing the demand for Australian avocados, and continuing to build opportunities and provide a range of resources and information to avocado growers and other key stakeholders.

"We have over the last five years built a strong base for the Australian avocado industry, focusing on the whole avocado supply chain and consumer directed and focused marketing, we will continue to build on our successes" explained Mr Antony Allen, CEO of Avocados Australia.

Avocados Australia would like to thank Jenny Margetts from p2p business solutions for co-ordinating the strategic planning process, Steven Cork from EcoInsights for leading the 'Future Scenario Planning' workshop, and Michael Clarke from AgEconPlus for presenting an analysis of the Strategic Plan from an investment perspective.

The Strategic Plan will be released to avocado growers for comment in August and September; the industry welcomes and encourages growers to offer any feedback they may have.

For further comment please contact:

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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.

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