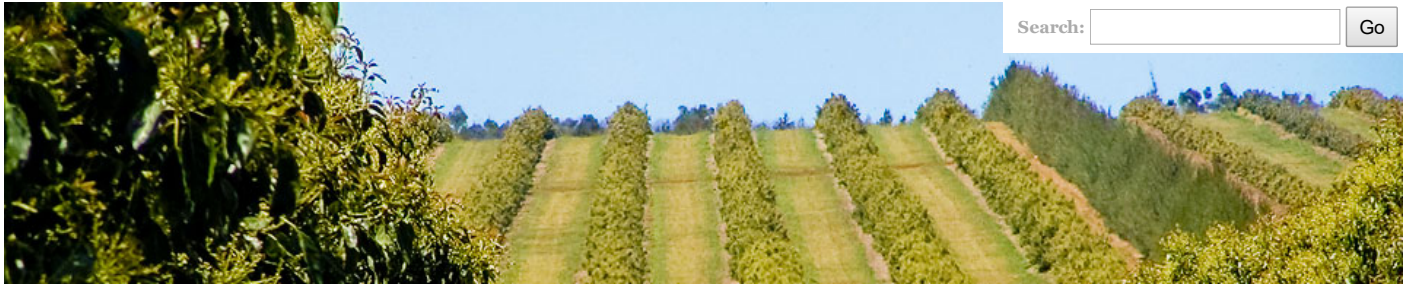




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News

Australian Avos in Your Burger and on Your Pizza - 21/09/2010

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When you buy from Red Rooster, Hungry Jacks, Eagle Boys, and many of the café coffee franchises Australia wide such as MYO, Pure and Natural and Fancy Fillings you can be assured that if avocado is a topping on your pizza or a filling in the burger or sandwich you ordered, then you are enjoying top quality Australian-grown avocados.

Smaller avocados and avocados with marked skin are deemed not suitable for the retail sector were at one time simply thrown away. This was done because consumers often believe in a common misconception that the flesh of such avocados is of a very low quality. In actual fact the flesh of these avocados are of a very high quality, but at the time, there was just no available market or processing capacity for such fruit.

During the last 12 years a few of those inside the avocado industry have established processing plants to take advantage of this opportunity; taking the best of smaller and marked avocados and processing the fruit to provide a range of innovative top quality processed products such as guacamole, hot guacamole, and sliced and diced avocado.

Simpson Farms operates one of the largest avocado processing plants in Australia, located at their Lynwood facility in Childers, Queensland. In only a short time they have gone from 42 per cent to approaching 100 per cent distribution through major food service distribution channels in Australia.

Simpson Farms has the largest supply base of fresh avocados in Australia, processing 100 per cent Australian avocados from north, central and south Queensland. Earlier this year Red Rooster adopted their high pressure chunky avocado with no preservatives or additives to go into the new Free Range D'lish burgers and wraps.



Simpson Farms Premium Chunky Avocado

Commercial Manager for Simpson Farms Andrew Mead comments that Simpson Farms aims to engage and encourage the greater avocado industry to increase supply, "we need to get more growers involved in this, increase supply, and get a greater return for the industry". Simpson Farms also aims to continue to develop a range of innovative processed avocado products to meet the needs of consumers, the food service sector and manufacturing industry and engage all the major distributors to get the products out there.

Consumers can be assured that there are many in Australian avocado industry, including Simpson Farms, who are working towards making sure that when avocado is in your burger or on your pizza, you're eating top quality Australian-grown avocado.

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- ENDS -

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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