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## News

### Australian avocados in season and in a store near you - 07/03/2011

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Shepard avocados are now in season and Australian avocado growers are urging consumers to try this fantastic variety while it's still in stores.

Shepard avocados are a delicious, buttery, green-skinned avocado variety available only between the months of February and April.

Many consumers may only be familiar with Hass avocados. Hass avocados are a wonderfully versatile variety available year-round that changes from a green to a dark purple colour as it ripens. Shepard avocados will keep their green colour even when the fruit is ripe and ready to eat.

Shepard avocados are ideal for entertaining; the flesh won't go brown when cut which makes them perfect for salads and dips. You can also spread avocado liberally on your breakfast toast, add them to your sandwich at lunchtime or mix them into pasta for dinner.



*Grab a Shepard avocado, choose a quick and easy recipe, and enjoy!*

To support the launch of the new Shepard season Woolworths have partnered with Avocados Australia to kick off a promotional campaign in all stores across Australia. The launch of the Shepard season has also been promoted in the Woolworths 'Fresh Market Update' for 24-27 February 2011.

Shepard avocados are grown in the warmer Bundaberg and Atherton Tablelands regions. Avocados currently coming into the market from the Atherton Tablelands in far north Queensland may have some scratches and/or blemishes on the skin; this is due to the devastation tropical Cyclone Yasi inflicted on the region. The damage to the fruit is only skin deep, the flesh is unaffected and is still of great eating quality.

"We are not asking consumers to reduce their standards as the fruit still tastes as good as always. We are urging them to understand that the appearance of the fruit is currently out of the growers' control." commented Mr Antony Allen, CEO of Avocados Australia.

"Shepard avocados are now in season, in store, and are of excellent quality, so try one today" said Mr Allen.

The launch of the Shepard avocado season also comes with the launch of the Australian Avocados Facebook page. Australian Avocados created a Facebook page to give consumers a place where they can freely share, comment, discuss, and engage in conversation about all things avocado-related.

Share your favourite avocado recipe ideas and tips today and 'Like' the Australian Avocados Facebook page at [facebook.com/AustralianAvocados](https://facebook.com/AustralianAvocados). Not on Facebook? Visit the Australian Avocados website at [avocado.org.au](http://avocado.org.au) to share your favourite avocado recipes, see what other avocado-lovers are making, and browse hundreds of other quick ideas and tasty recipes that are sure to keep everyone happy.

 [Facebook.com/AustralianAvocados](https://facebook.com/AustralianAvocados)



[avocado.org.au](http://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 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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