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Search:  Go



## News

### Avocado Industry Green by Nature - 14/02/2011

[Full News List](#)

An environmental investigation into the avocado industry proves that it's not just the avocados that are green.

"The Australian avocado industry understands and actively implements environmentally friendly agricultural practices" says Antony Allen, CEO of Avocados Australia, and confirmed in the environmental project 'Australian Avocados... Green by Nature? An environmental stocktake of the Australian avocado industry'.

Community attitude surveys suggest that for many people the implications for the environment in regards to fruit growing is an area of concern. To secure their reputation as an environmentally sustainable provider of food for Australian consumers, the Australian avocado industry allowed a thorough environmental investigation of its agricultural practices by TQA Australia.

TQA Australia is a not-for-profit independent leader in developing, delivering, managing and promoting the uptake of contemporary food safety, quality assurance and environmental management systems to agribusinesses across Australia.

Avocado growers across the country happily answered e-surveys and mail-out surveys, participated in personal interviews, allowed on-farm verification visits, and even scientific analysis of their farms and fruit. The project investigated the environmentally friendly management of land and soil, chemical, nutrient, water, biodiversity, waste, air, as well as grower knowledge and understanding of environmental practices.

"The industry is committed to providing the Australian customer the 'greenest', most environmentally friendly, Australian avocado possible" said Mr Allen.

Avocado growers scored highly on a number of important environmental issues. Growers engage in extensive testing to maintain soil health; many packers capture and re-use rainwater; many growers use little to no pesticides/herbicides; and a majority of growers support protecting and/or improving areas of biodiversity, such as creeks and native vegetation located in and around their farms.

Despite the report's positive evaluation of the 'green' practices used to grow Australian avocados, the industry welcomes any recommendations with the understanding that responsible environmental management is only achieved through a process of continual improvement.

'Australian Avocados... Green by Nature? An environmental stocktake of the Australian avocado industry' can be accessed in the [Media Resources](#) section of the Avocados Australia website.

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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.

For more information [Media Resources](#) or [Avocado News](#) or contact Avocados Australia at [ceo@avocado.org.au](mailto:ceo@avocado.org.au)

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