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News

Avocado consumers begin to see where the profits go - 29/08/2007

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A statement issued by Coles supermarket in response to Avocados Australia's comments on "see saw" pricing policies for avocados stated that they had not sold avocados for more than \$2.00 each.

We have been contacted by a number of consumers. One consumer shopping yesterday at a Coles Supermarket in Annandale, Queensland (Townsville) reported that they paid \$3.68 per avocado?

Avocados Australia is not just looking at the last week of avocado retail prices. We are focused on the last six months of avocado retail prices. This is the period of reduced avocado wholesale returns paid to growers.

Our main concern is the "see saw" pricing that alternates across the states, up, down.

The avocado industry is not a multi billion dollar one. Avocados Australia is not big enough to survive a battle with the supermarkets - we are a small grower organisation. Avocados Australia wants to see that our growers are able to sell their avocados to consumers, who can benefit from our growers hard work and the health benefits which eating avocados bring.

The Avocado industry is not looking for hand outs, we don't want subsidies, we don't want favours, just the ability to trade and do business in the supply and demand market in which fruit and vegetables operates.

Coles and Woolworths should be able to make reasonable profits. We have no problem with profits, as profit will grow the fruit and vegetable business.

Avocados Australia has had preliminary discussions with Woolworths. We hope this will lead to a better outcome for growers, the supermarket and very importantly, consumers.

Avocados Australia is now also concerned that supermarkets could start to apply pressure to their suppliers to make public statements to support them. Our growers depend on avocado sales to stay in business. It will be very hard for our growers to resist the pressure which could be seen as a threat to future avocado orders. Growers are between a "rock and a hard place"

For further comment:

Henry Kwaczynski, Avocados Australia Chair on 0409 261 461 or 07 5442 1767

Antony Allen, Avocados Australia CEO on 0438 132 477 or 07 3391 2344

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 1200 growers across the country and produces 41,000 tonnes of Avocados each year worth \$AUD100 million at farm gate and \$375 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 contact Avocados Australia at ceo@avocado.org.au

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