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Avocado growers meet to advance their industry in Cairns, July: ANZAGC09 - 02/06/2009

In July in the far north of Australia, one of the Australian industry's major avocado growing regions the 2009 Australian and New Zealand Avocado Growers' Conference will be held. Held only every four years in, it is a great opportunity to see an avocado growing region that is usually hidden away by distance, while learning the latest techniques for growing, finding out all about avocado marketing, handling and consuming.

Avocados Australia and the New Zealand Avocado Growers Association welcomes all growers and members of the supply chain to attend the fourth quadrennial Australian and New Zealand Avocado Growers Conference (ANZAGC09), to be held 21-24 July at the Cairns Convention Centre, Cairns, Australia.

The theme of the conference is "Avocados for Life". An exciting line up of speakers from the international arena, Australia and New Zealand will present the latest knowledge and understanding of important issues relevant to successful avocado production, handling, promotion, retailing and food service.

"This conference a major learning and networking tool for our industry, therefore I strongly encourage you to register as soon as possible to avoid missing out on this four yearly event" emphasised Mr Henry Kwaczynski, Chairman of Avocados Australia. "Mr Kwaczynski explained that the Australian industry has a close working relationship with the New Zealand industry."

The ANZAGC09 Field Day is an opportunity to see first hand the Atherton Tableland avocado producing region in the far north of Queensland. The field day will include a range orchard, industry research site and packing shed visits.

"The added benefits to growers and our industries by alternating the venue either side of the Tasman are enormous" said Antony Allen, CEO of Avocados Australia. He added "Grower networks and the exchange of information has grown considerably over the last 12 years of joint conferences".

"The avocado industry's key promotion program agencies will be presenting and participating in workshop sessions at the conference explained Mr Allen, it is a great opportunity for our industry to have input into and understand the promotion program as well as the range and detail of R&D the industry is undertaking with our partners."

The ANZAGC09 program has been developed with our full supply chain in mind and covers growing, handling and consuming of avocados. There are over 55 presenters over the two day program followed by a field day on Friday 24 July. Areas being covered include:

- Flowering and fruit set: yield, fruit size and production
- New germplasm and global breeding programs
- Pest and disease control strategies
- Integrated production systems and the impact on market access
- Postharvest quality and outturn
- Competing in a global world
- Building demand: promotions, marketing, customer trends and expectations

Our keynote address will be given by Celebrity Chef Valli Little, Food Editor, DELICIOUS Magazine. Valli Little, will be bringing her love and passion for the Australian culinary industry to ANZAGC09 via a keynote presentation and a cooking demonstration during a lunch break within the exhibition.

Other key presenters include:

Dr Tony Whiley, Sunshine Horticultural Services

Mr Darren Weir, Woolworths Supermarkets, Australia

Ms Zoe Bingley-Pullin, Nutritionist and chef Founder of Nutritional Edge

Professor Randy Ploetz, University of Florida

Mr Jose Luis Obregon, Managing Director of the Hass Avocado Board (HAB).

Professor Nigel Wolstenholme, South Africa

Dr Peter Hofman, QDPI&F

Mr Rob Mason, Bread & Butter

Dr John Leonardi, Avocados Australia

Dr Henry Pak, New Zealand Avocado Growers Association

Dr Grant Thorpe, Plant and Food Research New Zealand

For more information and details on the conference please go to www.avocado.org.au or call us on 1300 303 971. A full program brochure, registrations and sponsorship information are available at www.anzagc.org

END

For further comment and information:

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More information on ANZAGC09 website www.anzagc.org

A list of conference speaker's bios are attached with photos available on request

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