



News

Avocado industry exports record tonnage in 2012 - 14/02/2013

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The Australian avocado industry exported 2,300 tonnes in 12 months to December 2012 which was 5.7 per cent higher than the previous year despite overcoming difficult economic conditions and the high exchange rates. Australian Avocado exports have come a long way since 250 tonnes were exported 10 years ago.

According to data from the Australian Bureau of Statistics Singapore was Australian major destination taking almost 40 per cent and 896 tonnes followed by Thailand with 530 tonnes. Australia enjoys a market leadership position in both these markets and trade expanded 11 per cent and 37 per cent respectively.

With market leadership in these markets the Australian industry in co-operation with exporters and Queensland government have implemented handling & training programs and promotions to help build relationships with the trade and promote avocados to consumers in the condition that we expect in Australia. Avocados are not widely consumed in these markets and therefore consumer education is a vital element of market development.

The United Arab Emirates and Malaysia are two other important markets taking around 270 tonnes each of Australian avocados.

The only market to record lower trade was Hong Kong which dipped 12 per cent to 187 tonnes despite the overall market expanding. South Africa and Chile are strong competitors in this market along with Mexico and now Peru and New Zealand which makes market development more challenging with more competitive pricing. A strong demand from an expat community in Hong Kong influences trade and also some avocados are re-exported to China.

By far the largest market in Asia is Japan which imported 58,000 tonnes in 2012 according to Japan Customs data. Most of the avocados imported by Japan are used as ingredients in sushi although some are sold through traditional retail channels. Mexico supplies around 90 per cent of this volume followed by United States and then small volumes from Chile and New Zealand. Australia does not have access to the Japan market.

Not to be complacent, Australia is a very small player in the global avocado market and despite the consistent growth trend we compete with export focussed suppliers from Chile, South Africa, New Zealand and also Mexico with much larger volumes available, economies of scale and strong trade relationships. We also face challenges with changing import conditions, particularly in Thailand and Indonesia that are outside the control of the Australian industry.

Australian Avocados exports were valued at \$8.47M for the 12 months to December 2012.

To view the report 'MT12009 – Export Market Intelligence Australian Avocado Exports Jan – December 2012' please login into the [Online Reports Centre](#).

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