



Home About Us Membership Events Growers Services News Contact Best Practice Media Supply Chain Directory Services Login



## News

### Avocados Australia Kicks Off Membership Drive - 26/07/2010

[Full News List](#)

Avocados Australia, the peak industry body for the Australian avocado industry, has kicked off a national membership drive this week.

Avocados Australia performs the functions a single avocado grower would find impossible to achieve on their own. By working with every part of the supply chain, from growing through to retail, they seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.

"Avocados Australia is proud to represent the interests of all Australian avocado growers, but a lot of growers don't know that we're actually a 'not-for-profit' membership-based organisation" commented Antony Allen, CEO of Avocados Australia.

There is a common misunderstanding in the avocado industry that if you are an Australian avocado grower and you pay an avocado levy, then you are automatically a member of Avocados Australia. This is not true; to become a member of Avocados Australia an easy two-step membership process must be completed.

Grower-members have the exclusive right to vote for their 'Growing Area' Director, which allows a grower to have their say about the direction of R&D and marketing. Grower-members can also attend grower field days and industry conferences, as well as receive member only communications.

Avocados Australia provides grower-members services with tangible benefits, these include retail price information and dry matter testing results, crop flow data via Infocado, strategies to increase the use and consumption of avocado, and strategies to aide exporters access new markets.

"If you're a grower, then supporting the industry is important now more than ever. It's only through the support of our members, and not industry levies, that we can lobby Federal and State governments to protect your business from bio-security issues" said Mr Allen.

Avocados Australia would like to encourage all avocado growers to support their industry and become a member. A united Australian avocado industry strengthens the capacity of the industry to be heard by politicians, industries and organisations, government departments and consumers.

For membership forms and information about renewing your membership or becoming a new member of Avocados Australia, please call 07 3846 6566 or go to [industry.avocado.org.au](http://industry.avocado.org.au) or email [admin@avocado.org.au](mailto:admin@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.

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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