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## News

### Avocados appoint new CEO - 06/04/2012

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This week, after an intensive selection process, the Avocados Australia Board appointed its new Chief Executive Officer Mr John Tyas, who will take up the role in early May.

"We are delighted to announce Mr John Tyas as the new CEO of Avocados Australia" said Avocados Australia Chairman Mr Jim Kochi, "John has had a long association with avocados, he knows and understands the industry very well and we are confident in his ability to guide our growing industry."

Mr Tyas has more than 20 years experience working in the horticultural industry. For the past 11 years he has worked for Horticulture Australia Limited (HAL) as Industry Services Manager for a range of tropical fruit industries, responsible for managing the HAL relationship with such member industries and overseeing the levy investment programs.

Mr Tyas worked for the Horticultural Research and Development Corporation managing various research and development (R&D) portfolios prior to its merger with the Australian Horticultural Corporation to form HAL. Previous roles include managing R&D levy programs for Queensland Fruit and Vegetable Growers and working for Queensland DPI as an Extension Horticulturist.

To the role of Avocados Australia CEO he brings a strong background in strategic planning, R&D and marketing program development, and investment management. John also has hands on experience as a grower on his family farm at Narangba.

"I have had a long involvement with the Australian avocado industry and look forward to joining Avocados Australia to build on the good work that has been done over many years," he said.

Mr Tyas will assume the role of CEO in a year that is predicted to produce one of the biggest avocado crops in the history of the Australian avocado industry.

"Avocado is a unique product which has a strong position in the market and has enjoyed significant consumption growth, particularly in the last ten years. It's a progressive industry with a bright future," he said.

Australia has the highest avocado consumption rate per capita than any other English speaking country in the world. Per person, Australian consumers eat around 2.7 kilograms of avocado a year – an amazing increase of more than 106% in the last decade. In the next four years the industry hopes to lift consumption even further with an ultimate goal of 5kg per person.

#### For more information please contact:

Jim Kochi – Chairman, Avocados Australia  
M: 0422 133 890, E: [j.kochi@avocado.org.au](mailto:j.kochi@avocado.org.au)

Courtney Vane - Communications Officer, Avocados Australia  
P: +61 7 3846 6566, M: +61 488 384 222, E: [co@avocado.org.au](mailto:co@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 **68,500 tonnes of avocados each year worth \$AUD215 million at farm gate and \$490 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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