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News

Avocados: great value, fresh and healthy - 01/05/2007

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Avocados: great value, fresh and healthy

Australian avocados are now in plentiful supply.

Over the next 12 months avocados will be the perfect choice for those shoppers looking for fresh, healthy fruit at a great price.

With plenty of avocados available in store it is a great time to "Add an Avo" to your breakfast, lunch or dinner. There are many great recipe ideas for adding avocado to your meals at our consumer website avocado.org.au.

Over the last 5 years the Australian avocado industry has gone through enormous growth to keep up with consumer demand for what is the healthiest fruit in the world.

"We have gone from producing 28,000 to 40,000 tonnes per year in just 5 years, an increase of 42%" explained Mr Antony Allen Chief Executive Officer of Avocados Australia.

"This year we will have one of our best crops and this means consumers will get fresh, healthy Australian avocados at fantastic value" Mr Allen said.

There will be no lack of avocados and consumers can rest assured that their avocados for spreading on toast and great Mexican will be readily available across Australia.

"While other fresh fruit and vegetables are suffering from the devastating effects of the drought we will be producing what will be our biggest crop ever" Mr Allen said.

Avocados are such a treasure trove of nutrients that the Guinness Book of Records lists them as the most nutritious fruit in the world! Just some of the impressive credentials Australian Avocados have on their resume:

- Avocados contain more than 14 essential vitamins and minerals
- Contain vitamins A, B (including B6, niacin and riboflavin), C and E, Copper, Potassium and Magnesium
- Cholesterol free and sodium free
- Avocados are a great source of fibre
- Avocados are one of the few fruits that have monounsaturated (good) fats, making them an excellent part of a low to moderate fat diet, when they are consumed in place of foods containing saturated fats
- Avocados provide antioxidants such as Vitamin E which help prevent dangerous LDL-cholesterol from being oxidised and deposited on artery walls

Avocados are rich in folate

- One of the richest sources of glutathione, a powerful antioxidant shown to be active against thirty different carcinogens
- Avocados are rich in potassium. Potassium is potentially thought of as being beneficial in the treatment of arthritis

For further comment:

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 40,000 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 admin@avocado.org.au

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