



Search:



News

Avocados 'Spotted' on Shelf - 23/02/2011

[Full News List](#)

Australian Avocados have been dealt a heavy blow by Cyclone Yasi, with 20% of the crop in North Queensland destroyed and a further 30 - 40% inflicted with scratches and blemishes to the skin. As cyclone affected, 'spotty' avocados reach supermarket shelves this week, consumers are encouraged to look beyond skin-deep.

Avocados Australia reported extensive damage to the crop when cyclone winds stripped fruit from trees. Any avocados that managed to remain on the branch have scattered blemishes or spotting, as a result of rubbing off each other. But appearances can be deceptive and this superficial, black spotting (known as Lenticel and 'Nodules') has no effect on the quality or taste of the fruit inside, which remains unaffected.

According to Antony Allen, CEO of Avocados Australia, "The industry estimates \$10 million in damage to avocado crops in North Queensland. Many growers face a long road to recovery, with some suffering significant losses of fruit and others reporting damage to their trees, which were blown to the ground. We are urging consumers to help them get back on their feet by continuing to buy avocados, despite their imperfect appearance."

Avocados Australia is working closely with retailers to ensure availability of cyclone affected avocados between late February and April. Woolworths and Coles have shown their strong support for the North Queensland growers to date, by reviewing their quality specifications and allowing some spotted fruit to shelf. Consumers are urged to show their support too by choosing to buy the fruit, regardless of its appearance.

Mr Allen said, "We are not asking consumers to reduce their standards as the fruit still tastes as good as always. We are urging them to understand that the appearance of the fruit is currently out of the growers' control. Supermarkets will continue to enforce strict quality control on all fruit and vegetables, ensuring any imperfections lie on the surface of the skin only."



Example of cyclone affected 'spotted' avocado

As growers begin to harvest their crops this week, the full extent of damage will be determined. The Tablelands contributes approximately 17% to the nation's overall supply of avocados but accounts for 80 - 85% of supply in March and April alone.

Thankfully other regions in Australia have been unaffected by Cyclone Yasi. Mr. Allen commented, "It will take approximately 12 months for the North Queensland industry to recover and for supplies to return to normal. In the interim, we will rely heavily on supplies from Bundaberg. Some fruit will also come in from Western Australia."

Consumers can expect to see an improvement in the appearance of the fruit when Bundaberg growers harvest their crop in April.

www.avocado.org.au

For media enquiries or interviews, please contact

Lorraine Turley; IMPACT Communications

Tel: 02 95195411 Mob: 042 0989 612 E: lorraine@impactcommunications.com.au

- ENDS -

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

[Full News List](#)

[Links](#) | [Contact](#) | [Your Feedback](#) | [Privacy Policy](#) | **Copyright © 2014 Avocados Australia Limited**

[Home](#) [About Us](#) [Membership](#) [Events](#) [Growers](#) [Services](#) [News](#) [Contact](#) [Best Practice](#) [Media](#) [Supply Chain Directory](#) [Services Login](#)