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News

Babies Love Aussie Avos - 22/11/2010

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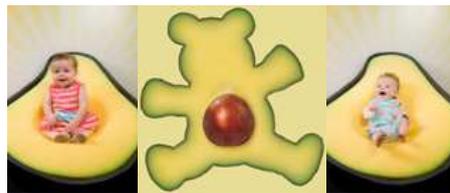
When it comes to a baby's health, variety is the spice of life. If your baby has started eating solids, avocado is one of the most nutrient packed and tasty foods they can eat. They'll love the texture and creaminess and as well as being completely unprocessed, they're full of beneficial fats, vitamins and minerals.

Last month, Australian Avocados attended the 'Pregnancy, Babies & Children's Expo' at the Melbourne Convention and Exhibition Centre in Southbank, Melbourne. The expo sources the best early childhood expert advice, parenting tips and product innovations to help guide parents to make informed choices on what's best for their child as they grow and develop.

Babies, toddlers and young children loved tasting the yummy spoonfuls of ripe mashed avocado on offer, while parents and older siblings were amazed at how delicious avocado sprinkled with a pinch of salt, pepper and a squeeze of lemon juice could be.

"Avocados are a brilliant food for your baby's health and development. The monounsaturated fats found in avocados are needed for your baby's brain and nervous system, as is vitamin B also found in avocado which is vital for your baby's neural retention" commented avocado nutritional spokeswoman Zoe Bingley-Pullin, who attended the expo to educate parents about the benefits of eating avocado. For more information about the nutritional benefits of avocado and hundreds of avocado recipe ideas please visit www.avocado.org.au/

Australian Avocados also utilised the Expo as an opportunity to launch their 'Cutest Baby Competition'. Parents blocked the aisles of the convention centre lining up to have their two to six month old babies professionally photographed sitting in the seed pocket of a Hass avocado.



View some of Australian Avocados cutest babies at www.avocado.org.au/cutestbaby/

More than 250 babies were entered into the Australian Avocados 'Cutest Baby Competition'. Voting opened October; over 2500 people joined the Avo Club to view and vote for their favourite cutest baby, with in excess of 2200 votes being cast before voting closed on November 14. To view some of Australian Avocados cutest babies please visit www.avocado.org.au/cutestbaby/

"The response Australian Avocados received at the Expo was absolutely incredible. We are so happy with the success we saw in Melbourne that Australian Avocados will be returning next year at the 'Pregnancy, Babies and Children's Expo' in Sydney from the 13-15 May 2011" said Avocados Australia CEO, Antony Allen.

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- 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.

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