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Tuesday, 1st of October 2013

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. It is intended to be a topical and industry specific newsletter.

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Grower Update



Six days to go until Australia's Avocado Industry leaders land in Mildura VIC

Over the last few months Avocados Australia has been systematically presenting regional events to our growers across the eight growing regions. We are now focusing on the Tristate growing region and as part of this we will be holding two events in Mildura, the "Avocado Industry Afternoon" and the Tristate Qualicado Workshop".

Anyone with a serious stake in the Australian Avocado industry based in the Tristate region will benefit from attending BOTH avocado events because each one offers different information of value. We therefore encourage growers to attend both events. Growers can bring other staff to the Tristate Qualicado Workshop event as well.

About the "Avocado Industry Afternoon":

The **Avocado Industry Afternoon** is happening next Tuesday the **8th of October at the Mercure**. The afternoon will include the 10th Annual General Meeting of AAL (providing members with an update on AAL activities); the Avocado Industry Annual Levy Payers' Meeting

(providing an overview of the avocado R&D program and the new marketing strategy), and an informative session featuring guest speakers Simon Newett (Principal Extension Horticulturalist at Queensland Department of Fisheries and Forestry (QDAFF)) and local agronomist Lisa Martin (Director and Senior Consultant of Ripe Horticulture). The event commences at 12.30pm and finishes at 4.30pm. Complimentary refreshments will be provided. [Click here](#) for more information. No RSVP is necessary.

About the "Tristate Qualicado Workshop":

The **Tristate Qualicado Workshop** will take place on **Thursday the 14th of November** at **Bonyaricall Vineyards, 55 O'Connor Lane Robinvale**. All avocado growers and packers in the area are invited to attend. The program includes information on how to achieve maximum shelf life, understanding tree growth cycles and canopy management and of course an opportunity to learn more about the Qualicado program. Weather permitting several different sprayers will be demonstrated with some analysis provided on their accuracy. [Click here](#) for more information.

Growers who attend the Tristate Qualicado Workshop will also have the opportunity to undertake a short self-assessment of their on-farm practices. The self-assessment is designed to be a useful aid to monitor practices and identify areas for improvement. The survey results are confidential and used to help identify information gaps which can then be actioned. To view the self-assessment please [click here](#). For more information about Qualicado please [click here](#). If you are interested in attending the Tristate Qualicado Workshop please **RSVP to Julie Petty** on 07 3846 6566 or email supplychain@avocado.org.au before **Friday 8 November**.

Why Do a Reject Bin Analysis?

If you are about to start your season have you considered doing a reject bin analysis? It's a powerful tool for avocado growers and packers and performs two main roles. For the packhouse it provides important information on the performance of the graders. If fruit is being over-graded and packable fruit rejected, it signals that some staff retraining in packing specifications may be required. For growers, data from the reject bin analysis can show the levels of fruit rejections attributed to specific causes. Once these have been identified, action can be taken to better manage the issues for the next season. A short video showing you how to complete the analysis has been uploaded to the Australian Avocado Best Practice Resource (BPR). A template analysis form as well as instructions on how to complete the report are available within the BPR as well. To register for access now [click here](#) and follow the prompts. The video and instructions can be found under the Packhouse section of the site. For more information please contact the Avocados Australia office on 07 3846 6566.

How to Pick Avocados

Are you about to start harvesting? Do you need to train some new picking staff? Check out the Australian Avocado Best Practice Resource (BPR) as we have uploaded a short video showing pickers how they should be picking and handling the fruit. To register for access to the site [click here](#) and follow the prompts. The picking video can be found in the Growing section of the site. The video content was based off of the Avocado Harvest: Pickers poster guide and copies of this poster can be ordered free of charge from Avocados Australia. For more information please contact the Avocados Australia office on 07 3846 6566.

Infocado - October Quarterly Report

The next Infocado Quarterly Report is due to be published next month. All packhouses have already been emailed their seasonal forecast forms and these are due back to Avocados Australia by the end of this month. Thank you to all the packhouses who have already returned this information to us. The new forecast information will be used in generating the Infocado October Quarterly Report. Should you have any questions please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au.

Industry Update

Avocados Australia recently met with Thai government officials

Recently John Tyas CEO of Avocados Australia and Daryl Boardman the South Qld director for Avocados Australia met with Thai officials to reinforce the importance of the Thailand market to Australia's avocado industry. John Tyas made a formal presentation that provided an overview of the commitment that the Australian industry makes to industry research and marketing and how it sees itself as a valuable supplier of avocados to Thailand.

"This was a unique opportunity to be able to make this presentation directly to the Thai government officials," said John Tyas.

John's presentation outlined a possible way forward for both countries in view of the recently changed Thai import guidelines. The presentation provided the opportunity to show that the Australian avocado industry values Thailand as an export market and that we have the ability to provide a quality product year round. John also stated that the Australian avocado industry is willing to provide resources for independent assessment of Australian research if required. It was also put forward that the Australian industry would be willing to also fund Thai official visits to inspect Australia's research facilities.

Further updates on this matter will be provided as things progress.

Melbourne Qualicado Workshop targets Wholesalers, Ripeners & Transporters

Wholesalers, ripeners and transporters will be able to learn more about how avocado bruising occurs in the supply chain and find out ways to get the most shelf life from ripening practices at Avocados Australia's "**Melbourne Qualicado Workshop**". The half day workshop will be held on **Wednesday 13 November** with a free breakfast starting at 9am. The workshop is one of a series of events designed to roll-out the new Qualicado program and this workshop is tailored to meet the needs of the wholesaling sector. The workshop will be held at the Melbourne Wholesale Fruit, Vegetable and Flower Market Conference Centre, 542 Footscray Road, West Melbourne VIC 3003 (adjacent to gate 1 entrance off Footscray Road). More information about the day will be provided in the coming weeks. For more information about Qualicado please [click here](#) or contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au. If you are interested please RSVP to Julie **before Friday 8 November**.

Queensland Production Horticulture Workforce Development Plan

Recently the Minister for Agriculture, Fisheries and Forestry John McVeigh toured Rugby Farms in the Lockyer Valley, and launched the Queensland Production Horticulture Workforce Development Plan. The Plan, developed by Growcom with funding support from the Queensland Government, looks to assist industry meet their current and future workforce development needs. Written in consultation with industry, the Plan looks to take a regional approach to skilling and training by appointing five new workforce development officers. The Horticulture IDG was engaged in the development of the Plan, and supports the steps being taken to build a sustainable production horticulture workforce of the future.

[Click here](#) to access the plan.

APVMA Chemical Review - PER13158 Dimethoate Permit Update

In October 2011 the APVMA suspended the use of dimethoate on a number of food crops due to potential dietary risks. The suspension period has now been extended to 5 October 2014. Associated permits have also been extended to 5 October 2014.

The following permit has been extended by the Australian Pesticides and Veterinary Medicines Authority (APVMA):

Permit ID: PER13158

Description: Dimethoate / Specified Citrus, Tropical Fruit commodities and Hot chilli peppers (post-harvest) / Various Fruit Fly species

Date Issued: 06-Oct-11

Expiry Date: 05-Oct-14

Permit holder: Growcom

[Click here](#) to access the permit.

Marketing News

Australian Avocados' Facebook following just got bigger!

We made it to 70,000 Australian Avocados Facebook fans! This means we're able to have two-way conversations with 70,000 Avocado lovers every day. This is a very exciting milestone, but it didn't happen by accident. We've been active on Facebook since 2010 and working hard to bring our fans interesting, useful and engaging content about Australian Avocados. A combination of high quality content and strategically placed media has helped us grow a community of engaged consumers.

We've learned that it's important for us to share high quality content that creates a connection with our audience. We make sure this content is varied to suit our broad audience, but always ties into Avocados core branding values. We also make sure we're aligned with any above-the-line promotional activity that is running for avocados so consumers see consistent messaging wherever they're exposed to Australian Avocados. You can see an example of this with the current breakfast campaign running and how this reflects on our Facebook page and throughout our content.

We use paid media to help support the content that we're sharing and ensure that the right people are seeing our messaging as often as possible. With optimization and targeting, we can ensure the best results for our page and create a highly engaged and fast growing community.

To those of you who are fans, thanks for your support. For those of you who aren't, [click here](#) and give us a 'like'!

Industry News

Peru and Mexico to discuss joint avocado marketing efforts

Peruvian Agriculture Minister Milton von Hesse plans to meet with Mexican authorities in the coming weeks to discuss joint avocado marketing efforts in Asia and North America. Read more by [clicking here](#).

PM Tony Abbott takes 20 business chiefs on trip to meet Indonesian leaders

It was reported yesterday that in the Herald Sun that Tony Abbott has recruited 20 of the biggest names in business including Visy chief Anthony Pratt and Telstra chair Catherine Livingstone to travel with him on his high-stakes visit to Jakarta starting. Read more by [clicking here](#).

The Hass Horn: the impacts of weather on U.S. avocado supply

The North American avocado market is experiencing a rain market that surpasses anything that transpired in the past, including January 1993. Read more by [clicking here](#).

Cooking Healthy? Try Avocado Oil

More and more health experts are starting to extoll the benefits of cooking with avocado oil. Read more by [clicking here](#).

Can't wait for Guacamole? You can read all the latest [Avocado News](#) and industry-related [National & International News](#) on the Avocados Australia industry website.

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