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**2 October 2015**

## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter delivering the latest news of relevance to the Australian avocado industry.

**Make sure you check out:**

[Avocados Australia receive export funding grant](#)

[Be safe. Be healthy. Because...](#)

[VIII World Avocado Congress 2015](#)

[BPR: Canopy Management](#)

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**Industry News:**

[Shoppers spend more overall when buying avocados, study shows](#)

[Western Australian growers advised to prepare ahead of Aldi entering the market in 2016](#)

### Grower Update



### Avocados Australia receive export funding grant

Avocados Australia was among a number of horticulture industries who received a grant to deliver on the Coalition Government's election commitment to support small exporters through its \$15 million four year programme.

Avocados Australia's application was successful with a three year \$250,000 grant to develop markets in Asia and the Middle East.

Barnaby Joyce announced the boost of almost \$1.9 million to market access initiatives for small exporters in the horticulture sector under the Coalition Government's Package Assisting Small Exporters programme. [Click here](#) to read more.

**Be safe. Be healthy. Because...**



October is National Work Safe Month - a month dedicated to raising awareness and focussing on health and safety issues in the workplace. Safe Work Australia is hosting a number of [online seminars](#) throughout the month, holding [events nationwide](#) and has an [electronic information kit](#) with posters, fact sheets, key stats and other useful resources.

Avocados Australia's CEO John Tyas says workplace health and safety is something we need to think about every single day. "This campaign is a great way to get us thinking about our farming practices and what we can do to improve."

Avocados Australia's Best Practice Resource (BPR) has a Workplace Health and Safety (WHS) module which was launched back in August. The WHS module provides avocado farmers and packers with the appropriate tools to manage their WHS while ensuring legal obligations are adhered to for the safe operation of their business. The module provides practical tools that have been tailored for the avocado industry which can be readily and confidently drawn upon.

The three main resources which form the basis of the Manage WHS module are Avocado Growing and Packing: A Practical Safety Guide; WHS Implementation Checklist and WHS Policy and Plan. To gain access to the BPR and WHS module, [click here](#) and then 'Apply for Access'.

## VIII World Avocado Congress 2015

Upcoming editions of Talking Avocados will provide readers with reports, highlights and photos of the VIII World Avocado Congress 2015 and tours.

Here is a photo of a high density orchard in Chile. This orchard is planted at 1.25m x 1.25m - more like a field crop than an orchard. No pesticide sprays are required and plant growth regulators are applied by helicopter.



## Best Practice Resource: Canopy Management

The Best Practice Resource (BPR) has released a new growing module - [Canopy Management](#), based on the Canopy Management Guidelines developed through project AV04008. Canopy management is a critical component of avocado production and this module has been designed to provide growers with the resources and knowledge required to confidently implement their canopy management strategy. As all orchards are different, the module provides information on a range of canopy management practices. Topics covered in the BPR include:

- Orchard establishment
- Training young trees
- Young trees - maintenance pruning
- Large trees - light pruning
- Large trees - medium pruning
- Large trees - heavy pruning

Canopy management is required for a number of reasons including optimising light interception and penetration into the orchard; maintaining inter-row space for machinery access; reducing harvesting costs and improving picker safety; improving efficiency of spraying operations to control pests and diseases and to maximise yields and fruit quality.

[Click here](#) to read more about canopy management.

### Don't have access to the BPR?

Australian avocado industry members can apply for access to the BPR by clicking on the Apply for Access tab on the webpage: <http://bestpractice.avocado.org.au/Login.aspx>. For more information about the Canopy Management module, please contact Nathan Symonds, Supply Chain Manager on [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au).

## Marketing Update: 'Mash Up' series nominated for BEFEST Awards



BEfest, the Festival of Branded Entertainment, is Australia's only branded entertainment conference and presents an opportunity for industry experts to showcase their branded content and be inspired by best practice creative campaigns.

Branded entertainment is defined as original content that is created by or for a brand, and integrates marketing messages with the primary intention of delivering an engaging experience for consumers.

Each year the conference concludes with the BEfest Awards night. These awards recognise the best branded entertainment work being created across Australia and New Zealand.

This year the Australian Avocado's 'Mash Up' series has been put forward for an award under the 'best use of a small budget' category. This social media campaign was developed to provide the Australian Avocado Facebook community with twelve unique video recipe ideas to inspire them to try new dishes and be creative with avocados. The ultimate intent of the campaign was help drive additional avocado consumption.

The response from our Facebook followers was overwhelming with **more than half a million** people viewing these videos and 19,325 post engagements (likes, comments and shares). The campaign also fostered engagement and helped inspire additional usage and being developed with a small budget certainly puts Australian Avocados in a strong position for taking out this prestigious award.

However competition is fierce! Some of the past award recipients include the Westpac Group, Qantas, Queensland Government, Telstra, Microsoft and Heineken - and the 2014 winner

under the 'best use of a small budget' was Seek Volunteer.

The BEfest conference is on 5 November in Sydney. We will keep you posted on the results! [Click here](#) for more information about the festival. And don't forget to check out the ['Mash Up' series on Facebook](#).

## 'Pick Right. Feel Bright!'



'Pick Right. Feel Bright!' is rolling out across Australia and New Zealand this week with the support of PMA A-NZ, The Wiggles, Nutrition Australia and members of the fresh produce industry.

The campaign is about helping consumers to pick more fruit and vegetables for their daily consumption as recent statistics show that nearly 95% of all Australians do not eat the recommended amount of vegetables. Start by adding avocado to your diet (if you don't already)!

You can get involved by signing up to the [Try For 5 challenge](#) either as an individual or register your staff as a team and challenge each other. [Click here](#) for more information about 'Pick Right. Feel Bright!'

## Infocado and Retail Prices updates

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website [industry.avocado.org.au](http://industry.avocado.org.au).

To access **Infocado reports** [click here](#).

To access **Retail Prices** [click here](#).

## Industry News

### Shoppers spend more overall when buying avocados, study shows

U.S. consumers spend significantly more money in retailers when avocados are included in their baskets, according to new research from the Hass Avocado Board. [Click here](#) to read more.

### Western Australian growers advised to prepare ahead of Aldi entering the market in 2016

A global grocery consultant is urging Western Australian growers to prepare for serious change in the state's retail space, with the entry of discount supermarket chain Aldi expected in 2016. [Click here](#) to read more.

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.

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to [co@avocado.org.au](mailto:co@avocado.org.au)

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