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3 March 2016

## The latest industry news at your fingertips

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

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## Marketing Update

*By the Hort Innovation Marketing team*

### Social media

We do a lot of activity on social media, predominately on Facebook and Instagram - and these are very important marketing channels for Australian Avocados. In this medium, we are trying to reach as many people as we can and get them to engage with our brand through our messages or 'content'.

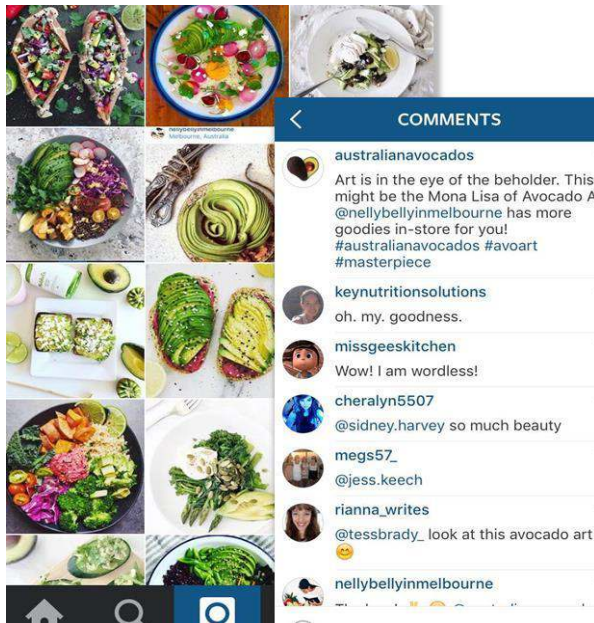
With all media we have a strategy to do this. While our TV advertising is familiar to us as we have been watching TV commercials for a long time and we just get it - most of us have not been on social for that long, and this is not as familiar. So what is the difference between TV advertising and uploading content onto Facebook for example?

In a nut-shell - not much! The strategy is pretty much the same - we want our messages (or content) to reach as many people as possible to ensure avocados are always on our consumer's mind - constantly encouraging them to buy.

A few major differences between social and TV advertising is that Facebook is more cost effective, and also the audience (or fans or followers) don't want to be 'sold' to. Advertising gives us the right to sell - but in social media 'Content is King' and we will lose followers if we 'sell' too hard or have content that looks like an advertisement.

So our Facebook content needs to 'entertain' our audience and provide them with interesting facts, or fun things that they can relate to. We have found that a number of our content pieces have worked really well - our short films such as the Cafe Series showcasing a number of Chefs at Sydney cafes talking about the avocado dishes on their menus, the Perfect Match series (see results below) as well as recipes and 'how to' facts.

We constantly monitor the results on Facebook, and adjust content as required. For example we have worked out that the optimum time for our short films is under 15 seconds (not 30 seconds as we originally had thought), recipe images need to 'pop' off the page and facts such as avocado selecting or health messages need to be in an engaging *infographic* format... such as this one:



Also unlike TV where you can set and forget - the TV advertising space is bought and the advertisement is provided and just runs, social media needs to be monitored daily to ensure we are listening and responding to our fans/followers. We also need to adjust content as required.

### Perfect Match results to date

The Perfect Match content series was launched on 17 February - with some great results being achieved to date.

The first post on Facebook was the 'chocolate and avocado' date which had 162,000 views. (A "view" means a person who watched the short film 75% of the way through.) This is a good result and means that the person was engaged with the content.

The trout and avocado post had 167,000 views.

**TOP PERFORMERS**

**Australian Avocados**  
11 April at 10:00 · 4K  
Slight of hand makes an avocado fan! Try it on your next toastie.

**Australian Avocados**  
20 April at 10:00 · 4K  
Turn chef into Masterchef with this simple Asian noodle recipe!  
<http://avocado.org.au/>.../asian-noodles-ginger-garlic-and-avo

**Australian Avocados**  
11 April at 10:27 · 4K  
Warm yourself up with this grilled steak pita bread by the host of Ben's Menu, Ben Milbourne!

**Asian Noodles  
with Ginger,  
Garlic and  
Avocado**

To support the short films, there were other posts (still images) with quirky one-liners such as 'you're a real catch', 'you're so sweet' and 'you make me all gooey inside'.

These posts also did really well with 1,100 likes, 559 and 852 likes respectively.



**Australian Avocados**  
 Avocados Are The Healthy Superfood  
 Grown Right Here In Australia  
[www.Avocado.org.au](http://www.Avocado.org.au)

**5.57%**  
 AVG. CTR

**1,229**  
 CLICKS

**Avocado & Chicken Recipes**  
 Add An Avo Every Day & Liven Up The  
 Lunchbox! Check Out Our Recipes  
[Avocado.org.au/Avocado-&-Chicken](http://Avocado.org.au/Avocado-&-Chicken)

**2.03%**  
 AVG. CTR

**708**  
 CLICKS

|                |              |            |                             |              |            |
|----------------|--------------|------------|-----------------------------|--------------|------------|
| <b>Avocado</b> | <b>4.59%</b> | <b>902</b> | <b>How To Plant Avocado</b> | <b>6.23%</b> | <b>320</b> |
|                | AVG. CTR     | CLICKS     |                             | AVG. CTR     | CLICKS     |

|                        |              |            |                               |              |            |
|------------------------|--------------|------------|-------------------------------|--------------|------------|
| <b>Chicken Recipes</b> | <b>1.58%</b> | <b>446</b> | <b>Cooking Salmon Recipes</b> | <b>3.12%</b> | <b>249</b> |
|                        | AVG. CTR     | CLICKS     |                               | AVG. CTR     | CLICKS     |

|                             |              |            |                          |              |            |
|-----------------------------|--------------|------------|--------------------------|--------------|------------|
| <b>Healthy Food Recipes</b> | <b>1.30%</b> | <b>397</b> | <b>Lower Cholesterol</b> | <b>3.76%</b> | <b>176</b> |
|                             | AVG. CTR     | CLICKS     |                          | AVG. CTR     | CLICKS     |



The Australian Competition Consumer Commission (ACCC) has today appointed Mick Keogh as the first ACCC agriculture commissioner to be involved in a new strategic involvement by the ACCC in the agriculture sector.

Mick Keogh is the Executive Director of the Australian Farm Institute and was previously the General Policy Manager at the NSW Farmers' Association. He has worked for ten years as an agriculture consultant for both government and private sector clients.

ACCC Chairman Rod Sims made the announcement after yesterday revealing the ACCC's top priorities for 2016, one of which is agriculture industry concerns.

### **Agriculture enforcement unit**

The ACCC has established an Agriculture Enforcement and Engagement Unit that contains additional staff to conduct investigations and engagement in rural and regional areas with funding provided through the Agricultural Competitiveness White Paper.

"Mr Keogh will play a key role in the work of the ACCC's Agriculture Enforcement and Engagement Unit, which has been working to identify competition and fair trading issues in agriculture markets and engaging with a range of key industry groups," Sims stated.

ACCC priorities for 2016 will include "misleading health claims" on food products

Speaking at a Committee for Economic Development of Australia event in Sydney yesterday, Sims detailed the ACCC's top priorities for 2016, one of which includes food health claims.

"We have focused on misleading health claims in relation to certain food products, and have some well-advanced investigations in this area," Sims said.

### **Anti-competitive conduct investigations**

In the area of competition law, Sims said the ACCC will continue to take a strong line of cartels, anti-competitive conduct and misuse of market power.

"We have around 20 cartel investigations under way at any one time and we expect one or two criminal prosecutions this year and some other important civil proceedings," Sims stated.

## **Registers to give levy payers more say**

The Coalition Government has introduced legislative changes to enable the development of levy payer registers, which will give primary producers more say about how their levy funds are used.

Deputy Prime Minister and Minister for Agriculture and Water Resources, Barnaby Joyce, said amendments to the Primary Industries Levies and Charges Collection Act 1991 had been introduced to the Parliament in response to strong feedback received from industry and the findings of two Senate inquiries into industry structures and systems governing agricultural levies.

"Levy payers have told me in no uncertain terms that they want to have more input into how their hard earned dollars are being spent—and rightly so," Minister Joyce said.

"Australia's agricultural levy and research and development system is a world-leading model, but producers deserve more transparency around how the funds are managed—as do taxpayers, whose tax dollars are also used as matched funds.

"These amendments will allow levy payer information to be provided to research and development corporations (RDCs), for very specific purposes—but only if a rural RDC, in consultation with industry, decides to establish a register. The RDCs are governed by the same privacy principles as the rest of the Australian Government.

"As well as enabling RDCs to request levy payer information, this amendment will also allow industry representative bodies—where they are prescribed in legislation—to obtain access to levy payer contact details for specific purposes, subject to approval by the Secretary of the Department of Agriculture and Water Resources.

“This change will support prescribed industry representative bodies’ efforts to engage with their constituency. It will help them to adequately consult on key industry issues—ensuring that they can appropriately advise on levy expenditure where they have a legislated role to do so.

“Levy payments have been, and continue to be, instrumental in boosting productivity in the agriculture sector, and are a substantial investment by producers.

“Direct feedback from levy payers will help RDCs ensure their research and development investments align with industry priorities, resulting in improved returns for primary producers.

“This will also help our RDCs to identify and communicate directly with levy payers, and allocate votes for polls efficiently and accurately, so producers can make their voices heard.

“Each RDC, and indeed each agricultural industry, is very different so it’s up to each industry to decide whether or not they’re interested in such a register, and I expect RDCs will be in contact with their industry over the coming months about their preferences.

“This is a sensible, positive change where there is a clear role for government in pushing through legislative change. Once the change is made, it’s up to the RDCs to work with their levy payers and my department on setting up any registers.

“The Coalition Government is here to serve producers first and foremost—and we’re always doing our best to boost profits and transparency for farmers, and we genuinely do listen to concerns.

“We’re doing our bit in pushing through these changes, and now it’s over to each RDC to work with industry, agree on an approach and forge ahead.

“Once that happens, my department will work with any interested RDCs on making these registers a reality.”

The government’s commitment to R&D is demonstrated through the provision of more than \$260 million this year in Commonwealth matching funds for rural R&D corporations—a \$30 million increase on matching funds provided in 2012-13.

## Infocado and retail prices update

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’s [Infocado](#) and [Retail Pricing](#) pages.

**Please note the project AV12007 Data Collection to Facilitate Supply Chain Transparency finished on 17 November 2015 so Retail Price data will no longer be provided in the previous format.**

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

With the new Project AV15004 beginning, so does Retail Prices once again, but in a new format.

The retail pricing provided each week will be collected via the internet rather than in-store as was the case previously. It will also largely focus on Coles and Woolworths.

The data will provide indicative retail market pricing and a source of long term retail price data for the industry.

## Industry News

### Australian News

#### **Tony Mahar to replace Simon Talbot as National Farmers’ Federation chief**

Simon Talbot has resigned as chief executive of the National Farmers’ Federation to take up a

new role in the corporate sector.

His surprise departure will see deputy chief executive Tony Mahar step into the top job, effective March 14. It is understood his new position is still within agribusiness. [More](#)

#### **Trade posts to build agrifood opportunities**

The Western Australia government has appointed trade officers in Singapore and India to build food export opportunities for the State.

The new appointments by the Asian Market Success project are part of the \$300 million Seizing the Opportunity Agriculture initiative, made possible by the State Government's Royalties for Regions program. [More](#)

#### **National Party backbencher urges backpacker tax rethink, proposes an alternative plan**

A National Party MP has urged his government to rethink its backpacker tax changes, and has proposed what he calls a "measured and sensible" alternative. [More](#)

#### **Online auction for Australian fresh produce**

Sydney based company Freshbids launched itself onto the Australian market last September. The weekly, live international online auctions for fresh produce are slowing gaining momentum with buyers and sellers.

The company manages the entire process from the time a buyer purchases at an auction until it is then delivered. [More](#)

#### **Industry-owned wholesale markets "a perfect fit"**

The South Australian Produce Market (SAPM) has welcomed the privatisation and sale of Perth's wholesale fruit and vegetable market (Market City), saying it will "enable the sector to control its own destiny".

In mid-February it was announced that Market City would be sold to Perth Markets Limited - a horticulture industry-based consortium in which SAPM has a 9.59% shareholding. [More](#)

### **International News**

#### **Australian avocado prices soar as supply goes pear-shaped**

While prices for most Australian commodities are bumping along the floor, local avocados are fetching a king's ransom thanks to hostile weather, strict quarantine laws and a Christmas binge. [More](#)

#### **Irregular yields trouble NZ avocado industry**

Global avocado consumption has been increasing by 10% every year, for the past 11 years; but New Zealand avocado exports are still struggling due to irregular yields. According to Avocado NZ chief executive Jen Scoular, it is not known why, but yields were high, before dropping every other year. Which means that although the industry builds business with exporters, it can then struggle to meet demand, she said. [More](#)

#### **Colombian avocado exports almost tripled in 2015**

With a participation of just 0.3%, Colombian supply still makes up a small part of the US\$1.2 billion EU Hass avocado market but volumes have been growing steadily in recent years. According to figures released by newspaper Portafolio, the country's exports of the heart-healthy fruit rose 188% in 2015.

The story reported the increase was supported by consumer trends toward convenient and healthy products, particularly in France, Spain, Germany and the U.K. [More](#)

#### **Hass Avocado Board Unveils New Brand-centric Website**

USA: The Hass Avocado Board (HAB) has unveiled the new, responsive LoveOneToday.com and SaboreaUnoHoy.com, Spanish sister site, designed to reflect and support the lifestyle of avocado lovers everywhere. Now English- and Spanish-speaking food and wellness consumers, health professionals and scientific researchers alike can find the information and inspiration they need at any time, from any device. [More](#)

#### **Guatemala starts exporting avocados to Germany**

"We used to have a production period from December to March. Over the last 2 years, we grew 42% in production and we created a new cycle. This results in almost a year-round supply, explains Marco Quilo, the president of the avocado committee. [More](#)

#### **Good avocado prices help Israeli growers**

For Israeli avocado growers around the Sea of Galilee which grows mainly Pinkerton, this has been an especially good season that brought good yields as well as strong prices. But for some growers around the southern part of the Sea of Galilee, a strong market has not been enough



to offset disappointing yields. [More](#)

#### Spanish avocado production under threat

A surge in the avocado brown mite population is threatening avocado production in southern Spain.

The Association of Spanish Tropical Fruit Producers has warned of a “massive outbreak” of the pest in Axarquía, the country’s main producing region, which is affecting the quality of the crop. [More](#)

#### UK: Deliciously Ella 'helps avocado and blender sales soar'

IRI data highlights changing consumer habits, and paints a grim-looking picture for the prepared fruit juice category. Avocados, spinach, soft fruit and blenders all saw a steep sales rise in 2015, aided by “the influence of celebrities like Ella Woodward. [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.

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**Horticulture  
Innovation**  
Australia

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