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4 September 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.

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Grower Update



Cease use of fenthion - PER13840 and PER13841

In October 2014, we advised of the 12 month phase out period for most products containing Fenthion. The Australian Pesticides and Veterinary Medicines Authority have announced that from 29 October 2015, the use of Fenthion will cease. [Click here](#) to view the flyer for more information.

Melbourne Market now open!

Monday 31 August saw the first day of trading at the new Melbourne Market at Epping. Day one was an outstanding success with just under 3000 wholesalers, growers, buyers and transport operators through the gates.

Chairman of the MMA Steve McArthur said it was great to see the Market in action.

“The Market Community have worked hard in the lead up to this day, and it's a real credit to

the industry to see how it has all come together this morning,” says Steve.

The Melbourne Market is fundamental to Australia’s Fresh produce industry with businesses from across the state and Australia wide accessing the site to provide fresh fruit, vegetables and flowers to Victoria.

The Market is strictly wholesale and not open to the public however public tours are available. [Click here](#) for more information.

Marketing Update: Australian Avocados at the ADEA Conference

Attending health professional conferences is a key channel for communication and engagement for The Australian Avocado Health Education and Nutrition program. The Australian Diabetes Educators Association (ADEA) conference is one of three major health conferences that Australian Avocados attends through the year and was held in Adelaide from 26-28 August.

Diabetes Educators are an important audience for communicating the role of healthy fats in managing diabetes. Experience from last year’s World Diabetes Congress found that Diabetes Educators do not receive enough nutrition education and are therefore very receptive to new information for their clients. This was confirmed with strong interest shown amongst delegates that visited the Australian Avocados trade stand and took away copies of the Avocado Healthy Fats fact sheets and Avocado Health Report.

Of the 1500 delegates who attended, over 200 email addresses were recorded for the eDM database and further enquires were received after the event for more avocado fact sheets. As a further extension to this activity key avocado messages will be included in the ADEA communications program via their publications and e-newsletters.

Tropical Agriculture Conference 16-18 November 2015

The Tropical Agriculture Conference 2015 is being held at the Brisbane Convention and Exhibition Centre. The conference is designed to focus on research advances within the agriculture industries located in the subtropics and tropics including livestock (beef, dairy, pork, poultry) grain and pulse crops, sugarcane and horticultural crops. [Click here](#) to view the program.

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.

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

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

Japan: McDonald’s launches Avocado McMuffin



McDonald’s launched their latest creation, the avocado McMuffin, in Japan at the start of August. The burger is made up of two slices of toasted bread, a slice of ham and salad leaves,

topped off with chunks of avocado in a spicy sauce. Like all McMuffins, it is specially made for breakfast!

The Avocado McMuffin can be enjoyed in three different ways: with a slice of bacon and a beef steak instead of the ham, with wasabi, or with a prawn burger and spicy sauce and coriander, or with a vegetable burger (carrot, soybean, and tomato) or chicken instead of the meat.

Restaurants have recently been making the most of the increasing popularity of avocados which are particularly appreciated for their nutritious qualities and healthy fats.

Don't like brown guacamole - there is now a solution!

Oxidative browning is not what you want in your fresh bowl of guacamole. Thankfully, NatureSeal's scientists have come up with the solution.

NatureSeal for Guacamole and Avocado is the solution to the unsightly dilemma of discoloration that has plagued guacamole. This combination of vitamins, minerals and organic acids will inhibit the browning of fresh avocado pulp used to make guacamole, without impacting on the flavor. It can also be used on sliced and diced avocado, making it ideal for salads and sandwiches.

The dry powder can be added directly into guacamole to keep it looking fresh and appetizing. For sliced and diced avocado, the powder is mixed with water for a simple dipping process.

This incredible product is now available to the processing and food service industries. [Click here](#) for more information about NatureSeal.

Industry News

Don't delay China-Australia FTA, say fruit growers

Support for the China-Australia Free Trade Agreement is crucial for growth in horticulture, especially for job growth in Australia, says the Voice of Horticulture (VOH). [Click here](#) to read more.

UF/IFAS Scientist to Spread Knowledge at World Avocado Congress

With the laurel wilt pathogen threatening the Florida avocado industry, a UF/IFAS tropical fruit scientist will lend his expertise at the World Avocado Congress in September in Lima, Peru. [Click here](#) to read more.

Backpacker complaints against farmers on the rise as spotlight put on employee rights

Industrial complaints by backpackers working on farms are on the rise, as government and industry work to educate foreign workers about their employment rights. [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.

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