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Wednesday, 6 August 2014

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



NZ growers to contribute funding to Australian avocado promotion

The New Zealand industry has agreed to contribute funding towards the avocado promotion program in Australia this year to help build continued consumption of avocados in Australia.

Avocados Australia welcomes the decision, which will extend the Australian levy-funded television campaign (which is due to run again in September) by three weeks in October/November. This decision follows discussions between AAL, HAL and the NZ Avocado Growers' Association Inc. (NZAGA) over the past couple of months where a number of options for co-investment were presented.

According to Jim Kochi Chair of AAL, "*this is a great outcome for both industries as it will significantly extend the current campaign to build avocado consumption across the spring and summer period this year but also into the future*".

The Australian levy-funded television commercial (TVC) will be made available under certain conditions for use by the New Zealand industry during the period in which NZ growers' funds are used in the specified promotional period.

"The great benefit of this approach is that it builds on what the Australian industry is doing, rather than developing a separate campaign that may have different messages," said John Tyas AAL's CEO.

"It also provides maximum expenditure on media, rather than using scarce resources to develop new creative material.

"By using the same media agency (Ikon) the NZ funding will go further due to the contracted media rates that HAL has already negotiated with Ikon.

"The TVC will be amended slightly during the NZ-funded period to be 'country neutral'. It is certainly a win-win for both industries!"

Qualicado extension events a Success

So far Avocados Australia's Qualicado program has directly reached around 650 stakeholders involved with the Australian avocado supply chain. Avocados Australia's Qualicado program was officially launched on 15 August last year, since then Avocados Australia has been delivering its first series of associated extension events and assisting industry members with accessing free online best practice resources.

The Qualicado Workshops to date have been delivered in seven growing regions (to growers and pack houses) and five metropolitan cities at wholesale markets (targeting wholesalers, proveedores, ripeners, and transporters). Even with just one more event left in the first series (the **Central QLD Qualicado Workshop** is happening on **Thursday 11 September** - details to be sent out very soon) the feedback received so far provides evidence that the Qualicado program is working in terms of effectively reaching members of the supply chain and encouraging their use of best practice approaches.

The Winter issue of Talking Avocados (now on its way to subscribers) provides a summary of a few of the results and feedback received from stakeholders who have attended the Qualicado workshops so far. For now below are just some of the comments we have received from growers:

CENTRAL NSW:

"Good to catch up with new developments"

SOUTH QLD:

*"Excellent range of presenters & key issues covered",
"Well organised event", "Great speakers"*

TAMBORINE/NORTHERN RIVERS:

"Well conducted", "Worth travelling for", "Thoughtful of our needs"

SUNSHINE COAST:

"Very good session"

TRISTATE:

"Liked all talks on how things affect fruit quality"

NORTH QLD:

"Top job"

WESTERN AUSTRALIA:

"Thank you for a very informative workshop"

WA Growers & Packers hear from researchers

The Western Australian Qualicado Workshop took place on Thursday 24 July 2014 at 313 Seven Day Road, Manjimup. Nearly 160 WA growers and packers attended this free and informative event and were provided with the latest information on how to manage irregular bearing, improve the overall quality of their avocado fruit and ways to improve orchard productivity. Those who attended this event can now view all of the presentations online on the BPR! An

article below details how.

See the Spring 2014 issue of Talking Avocados for full coverage of this event including the photo gallery!

Avocados Australia would like to thank local avocado grower Anthony Fontanini and his family for kindly offering to host this workshop.

Any WA growers or packers that would like to volunteer to host a future Qualicado workshop in their region should contact Nathan Symonds, email supplychain@avocado.org.au or call toll free 1300 303 971.

DATE CLAIMERS

Other Organisations' events for Growers:

Spray application workshop in Walkamin TOMORROW!

All avocado growers based near Walkamin Qld are invited to attend a workshop focused on management of one of the most serious pest issues for avocado growers, fruitspotting bug. The workshop will be held at Matt Kleyne's farms tomorrow, 7 August, at Walkamin and commences at 3.00pm. Those who attend will hear the latest on fruitspotting bug research including chemical options and development of a pheromone trap for monitoring of the pest by researchers from DAFFQ and NSW DPI. There will also be a demonstration of new spray application technology by QMAC and talks on how to get the best results from your pest management programs. [Click here](#) to view the program.

Those interested in attending should contact the DAFFQ Mareeba Office on 07 4048 4600 (Bookings are essential for the BBQ).

Other Organisations' events:

International Horticultural Congress hits Brisbane this month!

The 29th International Horticultural Congress (IHC2014) will be taking place in Brisbane from 17 to 22 of August at the Brisbane Convention and Exhibition Centre. The Congress program will include 43 symposia covering a wide range of topics on all aspects of horticulture. For more information go to their official website: www.ihc2014.org.

China World Fruit & Vegetable Trade Fair 2014 - coming 14-16 November!

[Click here](#) for more information about this event which is to be held at the National Convention Centre in Beijing.

Wholesalers & Providers in Perth & Adelaide talk Avocados

Avocados Australia's Qualicado workshops targeting Perth's and Adelaide's wholesalers and providers during May and July respectively received positive feedback. Those wholesalers and providers who attended found the sessions of value and a few of the suggestions for topics for next time included more information about best practice with respect to ripening and physical demonstrations of the different fruit varieties.

Nathan Symonds, AAL's supply chain program manager, presented an overview of the Qualicado program at both events. The wholesalers that attended found out more about how avocado bruising is occurring in the supply chain and ways to get the most shelf life from ripening practices. The half day workshop included a number of key presentations from Terrence Campbell, from the Department of Agriculture, Fisheries and Forestry, Queensland (QDAFF) - who is involved with the avocado R&D program interested in developing best practice guidelines for avocado ripening - and a presentation about fruit varieties by Denis Roe of Birdwood Nurseries.

Access Qualicado speaker presentations online!

Australian avocado supply chain members can access PDF copies of all of the speaker presentations that have been presented at Avocados Australia's Qualicado workshops so far by logging on to our Best Practice Resource, also known as the BPR. To do this [click here](#) to access the BPR login page. Once you are logged in move your cursor over the maroon menu bar to "Growing" then click on "Qualicado" in the drop down menu. In the green menu bar click on your region/city (please note that the Central Queensland presentations won't be uploaded until after 11 September). A list of the presentations and their links will then appear on the page.

If you have not as yet applied to access the BPR you can do this now [click here](#) and complete the online form. For assistance email co@avocado.org.au or call toll free 1300 303 971.

Best Practice Resource - Video clips

Did you know that the online Best Practice Resource (BPR) includes video clips to demonstrate and provide brief overviews on a number of topics? Here are 3 useful clips that growers will find of value on the BPR:

"The case of the Bruised Avocados" (8mins 33secs) - look under: "Packhouse" then click on "Handling Recommendations" then scroll down to the clip and click on it to play.

"Tree injection video" (6mins 41secs) - look under: "Growing" then click on "Phytophthora Root Rot". On the page that opens click on "Tree injection video" in the green menu bar. Then click on the clip to play.

"Tensiometer Installation video" (9mins 36secs) - look under: "Growing" then click on "Irrigation". On the page that opens click on "Tensiometer Installation video" on the green menu bar. Then click on the clip to play.

HOW TO GAIN ACCESS TO THE BPR:

If you are an Australian grower/packer/wholesaler/riper/transporter/exporter/retailer and you haven't applied to access the Best Practice Resource apply for access now! [Click here](#), then click on "Apply for access" and complete the online form.

Asia Fruit Logistica hits Hong Kong next month!

Last year's Asia Fruit Logistica attracted around 6,500 top decision-makers from 64 countries to Hong Kong. Apparently the number of countries represented rose by 23 per cent to 37 nations. This year's Asia Fruit Logistica - happening from the 3rd to the 5th of September - will be accompanied by the Asiafruit Congress, which takes place on the day before the trade show, and combines the experience of FRUIT LOGISTICA, an event positioned as the world's leading fresh produce exhibition.

During the show days the Business Forum located in the exhibition hall (Hall 3) will offer a programme of workshops with a different focus each day.

Wednesday, 3 September: MARKETING

Thursday, 4 September: TECHNOLOGY

Friday, 5 September: PRODUCTION

[Click here](#) to view the 2014 Asia Fruit Logistica Business Forum program.

Online Report Centre - latest uploads!

Avocado levy payers and Avocados Australia members that have access to the **Online Report Centre** (located on the Avocados Australia website) can view and open electronic copies of Avocado-related Research & Development reports, Annual Reports, Market Data, Member notices and other useful documents. To view the recent uploads, and all of the above

documents, [click here](#) to access the Online Report Centre and then enter your username and password to log in.

RECENT UPLOADS:

Under "R&D Reports"

- MT13027 Understanding practices in key pollination areas
- AH09003 Plant protection: Regulatory support and co-ordination

If you require assistance in accessing the Online Report Centre please email co@avocado.org.au or call 1300 303 971.

Marketing Update

NEW Nielsen Reports

Avocados Australia and HAL are committed to tracking the impact and effectiveness of marketing activities on consumer behaviour and sales. This is measured using a variety of quantitative sources one of which includes the purchase of Nielsen scan data. Available in four weekly periods this data is analysed and reported back to Industry as monthly Brand Health reports made available through the Avocados Australia online resource centre.

Background to Nielsen

Nielsen analyses data from two different sources to measure trends in the consumer purchasing behaviour for avocados - Homescan and Scan-data. Homescan measures what goes into the home from any retail outlet across a panel of 10,000 homes whereas Scan-data measures sales out of the store.

Homescan is a useful tool for tracking the behaviour of the same household over time. It helps explain the consumer dynamics driving sales and can answer questions around how many shoppers, how often and how many are purchased per trip. As the data is based on actual household purchases (scanned in the home) it can be more reliable than claimed purchase behaviour and is sourced from the largest panel of its kind in Australia.

Scan-data by comparison is more dynamic in providing more immediate insights into actual sales from the biggest retailer in Australia. This assists with understanding the effect of price and promotional tactics on sales.

New Monthly and Quarterly Reports

To address feedback from members and the Avocado IAC, HAL has been working with Nielsen on changes to the Brand Health Reports to help improve the quality of the data reported and the overall report readability. A key observation was that the reports were information heavy but lacking insights. A new approach to reporting has been recommended that presents the data in two new reporting formats.

The first is a more dynamic **monthly report limited to a handful of key measurement and tracking areas**. This monthly report to be delivered in a proposed excel spreadsheet format will have menu options that allows the user to Select a Market or Select a Segment to see how the data changes. The emphasis is on tracking changes on core dimensions at 4 weekly periods which can be a more useful tracking tool. This represents a change from where we are and provides more flexibility in tracking dimensions of value, market and segment.

The second report will be a **deeper quarterly analysis report** format that aims to address some key Avocado category questions and align commentary to market and supply dynamics. Importantly this report will track Heavy, Medium and Light avocado users to better align with the new consumer segmentation approach of Lovers and Enthusiasts. The main questions aligned to the Avocados Industry's key performance indicators (KPIs) and target audiences include;

1. Are more households buying Avocados vs. last year in Australia?
2. Are Households buying Avocados more frequently?
3. Are Avocados buyers purchasing more?
4. What is the behavior for High, Medium and Light Avocados buyers?
5. How is the category evolving across different channels and retailers?
6. Is there a particular state driving the category performance?

This report is a vast improvement in layout and is easier to understand and will provide a more comprehensive quarterly market overview for the Australian Avocados category.

Industry News

Peruvian Hass avocados in desperate search for new markets

Arturo Medina Castro, head of ProHass (the Association of Hass Avocado Producers of Peru) to find out more about the current situation of the Peruvian avocado market. Read more by [clicking here](#).

Peru anticipates avocado access to key Asian markets next year

A Peruvian avocado industry representative expects the country to conclude its negotiations with Japan, China and South Korea soon to gain full access into these large Asian markets next year. Read more by [clicking here](#).

Asia's premium choice, not food bowl: Barnaby Joyce

Of the future three billion middle-class consumers in Southeast Asia, 60 million are now fed by Australia and the potential exists to double that. 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.

Qualicado Program Sponsor:

National Sponsor:

Planting Avocado Trees?

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The advertisement includes a 'Qualicado National Sponsor' badge, a 'Winner' award logo, and various certification logos such as HACCP, ANVAS, and BioSecure.

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