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7 August 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



Central Queensland Qualicado Workshop

The Central Queensland Qualicado Workshop held yesterday in Childers attracted 58 growers. The workshop provided avocado growers and packers in the region with the latest information on how to further improve fruit quality and productivity.

Guest speaker Simon Newett from QDAF discussed Timing of Nutrition for Healthy Avocado and Registered Avocado Chemicals, Noel Ainsworth from QDAF discussed Handling and Temperature Control and Howard Hall from CDI Pinnacle Management discussed Maximising Profit in Avocados. AAL representatives John Tyas and Nathan Symonds discussed the Supply Chain Program, the Best Practice Resource (BPR), Grower Self Assessments and Infocado.

Thanks to Ivan & Robyn Philpott for hosting the event and taking the group on a walk through the orchard.



Qualicado Phase Two now complete!

Avocados Australia would like to thank all of our guest speakers, everyone who attended and the farmers who hosted the many Qualicado Workshops for Phase Two. It has been a tremendous success with more than 400 people attending the grower and packer workshops and more than 50 attending the wholesaler workshops. Watch this space for details about Phase Three.

Order of Merit awarded to Simon Newett

The Avocados Australia Order of Merit is awarded to outstanding individuals who have made significant contributions to the Australian avocado industry.

Simon Newett has had an extensive career spanning 21 years in the avocado industry. With a number of publications under his belt, Simon has also been an integral part of the successful Qualicado Workshops. He has been instrumental in extending the latest R&D information and recommendations to growers, to improve the quality and profitability of avocados.

Simon was awarded the Order of Merit certificate at the Central Queensland Qualicado Workshop yesterday.

On behalf of AAL, congratulations Simon on this very deserving award.

PER13158 extended for the postharvest use of Dimethoate

The minor use permit PER13158 which enables the postharvest use of dimethoate on avocados for fruit fly was due to expire on 5 October 2015. The Australian Pesticides and Veterinary Medicines Authority (APVMA) has now extended this permit to 5 October 2017.

[Click here](#) to view our Grower Update with all the details.

Horticulture Innovation Australia (HIA) AGM

HIA is the organisation that now manages the investment of avocado grower levies. Growers who have registered for membership with HIA should have received a notice yesterday regarding their Annual General Meeting and how to establish your voting rights. The AGM will be held on 27 November 2015, at a venue yet to be advised.

If you are a grower and have not yet registered to receive information about HIA, you are strongly urged to. Visit www.horticulture.com.au to register now.

Best Practice Resource - WHS module

Did you know the new Workplace Health and Safety (WHS) module on the Best Practice Resource (BPR) is now available for all growers and packers!

The Manage WHS module will provide 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.

[Click here](#) to read more about the module.

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 Manage WHS module, please contact Nathan Symonds, Supply Chain Manager on supplychain@avocado.org.au.

Review of the Horticulture Code of Conduct

In June, Minister for Agriculture, Barnaby Joyce, and Minister for Small Business, Bruce Billson, initiated the review of the Horticulture Code of Conduct. The review of the Code will provide stakeholders with the opportunity to voice their concerns through the public consultation phase being run from August-September 2015.

An issues paper has been released and is available [here](#) for download. You are encouraged to provide feedback on the issues paper and other concerns you might have with the current code. Submissions close at 5.00pm on 18 September 2015.

[Click here](#) for more information about the review of the Horticulture Code of Conduct.

Marketing Update: Australian Avocados to launch onto Instagram

Australian Avocados are set to expand their social media presence by launching onto Instagram. Having prioritised Facebook as the core social platform for avocados, it is now time to capitalise on the growing audience using Instagram daily.

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables users to take pictures and videos and easily share them across a variety of social networking platforms including Facebook. It is a platform fuelled by visual inspiration which is perfect for Avocado Lovers who have great recipe content and ideas to share. Where Facebook is conversation and text based, Instagram is photo and image led.

There are 4 million Australians currently using Instagram on a daily basis of which 500,000 are main grocery buyers. That's a significant opportunity for Australian Avocados to tap into and share other Lovers content. Stay tuned for more details as we launch later this month!

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](#)

Industry News

The squeeze on avo quality

THE avocado industry is in a bit of a squeeze- a literal squeeze, that is. While industry efforts have increased average consumption to more than 3.1kg per person in recent years, higher interest in buying avocados is also affecting fruit quality. [Click here](#) to read more.

Peruvian avocado demand increasing

By all accounts, the Peruvian avocado industry has had a very good season exporting avocados to the United States and elsewhere, and the group's top U.S. representatives believe it is a harbinger of things to come. [Click here](#) to read more.

Collaboration paying off for New Zealand's avocado industry

Plans to quadruple sales of New Zealand avocados by 2023 is off to a roaring start with the industry almost hitting the half way mark last season with a record 7.1m trays worth \$135m harvested during 2014-15 season. [Click here](#) to read more.

HIA to build fruit fly centre

The world's first research centre dedicated to combating Queensland fruit fly is a step closer, with the state government signing an agreement with Horticulture Innovation Australia to build and manage the \$3.8 million National Sterile Insect Technology facility at Port Augusta. [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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