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## News

**Guacamole E-Newsletter 7 Sep 2012 - 07/09/2012**

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## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. Guacamole is intended to be a topical and industry specific newsletter.

Guacamole is separated into five sections: [Grower Update](#), [Industry Update](#), [Marketing Update](#), [Member Update](#) and [Industry News](#).

## Grower Update



### APVMA approves AuStar®

AuStar® has now been approved by the APVMA for use on avocado in Australia.

Applying AuStar provides avocado farmers with cost effective:  
Canopy Control Improved fruit quality  
Higher yields Fuller Shape  
Greater fruit retention Increased flowering

AuStar is now approved for two applications and is applied as a foliar spray as follows:  
Growth control Apply AuStar at full flower as a foliar spray to point of runoff 0.7% (7L/1000L)  
Fruit drop control Apply AuStar at fruit set as a foliar spray to point of runoff 0.5% (5L/100L)

For further information please contact David or Tyson at Chemicals Direct on 08 9388 4774 or 0402 565 580

### Alternative chemical option to endosulfan for fruitspotting bug management for this coming season

*Ruth K. Huwer and Craig, D.A. Maddox  
Wollongbar Primary Industries Institute, 1243 Bruxner Highway, Wollongbar, NSW 2477*

Fruitspotting bugs (*Amblypelta* spp.) are a major pest and problem for Australian avocado growers. In the past multiple applications of endosulfan during the growing season were commonly used, and it proved a successful and economically viable option. However, all endosulfan products were deregistered on 12 October 2010 in Australia with a two year phase-out period. Endosulfan in stock can only be used until 12 October 2012. After that date use of endosulfan is illegal and checks for residues will be undertaken.

The big question for growers for this coming season is what alternatives are available? There are new chemical compounds under investigation, but they won't be available to growers in the immediate future.

For fruitspotting bug management in avocados there are only three insecticides currently registered: trichlorfon (Lepidex®, Dipterex®), beta-cyfluthrin (Bulldock®)

and methidathion (Suprathion®, Ridacide®).

Trichlorfon at 2 mL/L is very effective, but alkaline hydrolysis is an issue. The active ingredient breaks down fairly quickly in an alkaline solution (pH>7). It is important to check the pH of the water to make sure the pH is not alkaline. If it is, an acidifier needs to be added. Alkaline hydrolysis can become an issue when trichlorfon is combined with some copper products (especially copper hydroxide). In this case copper oxychloride might be a better option.

Research in other crops has shown that using synthetic pyrethroids, including beta-cyfluthrin for FSB control can cause secondary problems such as scale insects and spider mite because they kill beneficial insects. The latter would also certainly hold for methidathion. Scale and tea red spider mite populations can flare up after only two applications of synthetic pyrethroids such as beta-cyfluthrin.

As a good policy, growers should aim not to use more than two consecutive applications of any of the registered insecticides, or other insecticides in the same group. This will greatly reduce the risk of insecticide resistance building up in fruitspotting bug or other target pest populations.

Remember that routine monitoring for the presence of bugs in the orchard should be an integral part of any pest management program. Understanding how fruitspotting bug populations build through the season, and which parts of the orchard are more severely infested with high pest populations (ie hot spots) can help in planning for effective FSB management.

The HAL project MT10049 – Multi targeted approach to fruitspotting bug management is currently investigating new chemicals as alternatives to endosulfan, but it will be some time before they will be available to growers as efficacy and residue data still have to be generated.

### Suggestions for fruitspotting bug management during the forthcoming growing season

Alternate between two applications of trichlorfon and a single beta-cyfluthrin spray (both best applied after flowering) and if high bug populations necessitate, apply a single application of methidathion, again after flowering.

For example 1st spray trichlorfon  
2nd spray trichlorfon  
3rd spray beta-cyfluthrin  
4th spray trichlorfon etc

#### For Queensland only

In Queensland a number of chemicals are registered for other pests in avocados and may give some incidental control of fruit spotting bugs, these include methomyl (off-label permit for QLD only) only after flowering (it is toxic to bees) and chlorpyrifos.

For further information please contact Ruth Huwer on 02 66261196, Craig Maddox on 02 66261195 or Mark Hickey on 02 66261277 at NSW DPI Wollongbar.

Please [click here](#) to view this information on the industry website.

### Do you use agricultural chemicals available under a minor use permit for horticulture?

Have you had an adverse experience with products for uses covered by a minor use permit? An adverse experience is an unintended or unexpected effect on plants, plant products, animals, human beings or the environment, including injury, sensitivity reactions or lack of efficacy associated with the use of an agricultural chemical product(s) when used according to label (or permit) directions.

AgAware Consulting Pty Ltd facilitates the management of a number of minor use permits for the following horticultural industries; Almond, Apple, Avocado, Banana, Blueberry, Cherry, Chestnut, Citrus, Custard Apple, Cut Flower, Garlic, Ginger, Hazelnut, Hops, Lychee, Macadamia, Mango, Nashi, Nursery, Olive, Onion, Papaya, Passionfruit, Pear, Pecan, Persimmon, Pineapple, Pistachio, Potato, Rubus/Ribes, Strawberry, Summerfruit, Table Grape, Tomato, Tropical Fruit, Turf, Vegetable and Walnut.

You can view the permits available for your horticultural industry at the following Australian Pesticides & Veterinary Medicines Authority (APVMA) website: [www.apvma.gov.au/permits/search.php](http://www.apvma.gov.au/permits/search.php)

If you believe you have had an adverse experience following use under a minor use permit for one of the above horticultural industries, please email [pds@agaware.com.au](mailto:pds@agaware.com.au) for an adverse experience report form and return it to the same email address. This information will be forwarded onto the APVMA. This mechanism will assist the APVMA to receive and consider horticultural industry feedback on adverse experiences relating to the use of agricultural chemicals under minor use permits. This information may also assist in making informed decisions on the suitability of pesticides for the future needs of your horticultural industry.

Further details about the APVMAs Adverse Experience Reporting Program for Agricultural Chemicals may be found at: [www.apvma.gov.au](http://www.apvma.gov.au)

### Avocado Online Reports Centre offers growers an extensive library of information



The Avocado Online Reports Centre is a useful communication tool as it offers users easy access to annual reports, R&D and marketing final reports, market monitoring reports from Nielsen, as well as avocado study group minutes.

All levy paying growers on the Avocados Australia database are issued with a username and password to access our Industry Database via 'Services Login' on the industry website. For queries about usernames and passwords please contact Amanda Madden on [admin2@avocado.org.au](mailto:admin2@avocado.org.au) or on 07 3846 6566. To log on now please [click here](#).

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

### OrchardInfo

Growers in the Tamborine/Northern Rivers region have been mailed and emailed their 2010/2011 season OrchardInfo forms to update. These forms are due back to Avocados Australia by COB today (7 September 2012).

Growers in the North Queensland, Central Queensland, Sunshine Coast and South Queensland and Central New South Wales areas also need to return their updated forms as soon as possible if they have not already done so.

The OrchardInfo forms are used to collect orchard information including tree numbers, tree age, varieties, rootstocks and overall production. Once collated, this information will give individuals and the industry a clear understanding of how many trees of different ages are in the ground and therefore provide the information necessary to generate long term forecasts for the industry. It will also give individuals a good idea of what varieties are being grown and where.

We strongly encourage you to fill out the forms to the best of your ability and return them to us as the more people who participate, the more accurate the reporting will be. For more information please contact Julie Petty on 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

## Industry Update

### Calling all growers and members!

Talking Avocados are calling for avocado growers and members of Avocados Australia to feature in a series of grower and member profiles. If you are interested please contact Courtney Vane, Managing Editor of Talking Avocados, on 07 3846 6566 or email [co@avocado.org.au](mailto:co@avocado.org.au)

### 10th Annual R&D Workshop completed in Brisbane

On Tuesday 4 September the 10th Annual R&D Workshop was held with 37 of the avocado research community and industry leadership in attendance. 19 presentations were given on the day. The aim of the workshop is to update the avocado research community and industry leaders on current avocado R&D underway, as well as promote discussion and interaction between researchers and industry leaders.

### What membership means to the industry

As peak industry body for the Australian avocado industry we are proud to represent the interests of all Australian avocado growers, but many do not realise that we are a 'not-for-profit' membership-based organisation.

There is a common misunderstanding among growers that if you are an Australian avocado grower and you pay an avocado levy then you are automatically a member. This is not the case; to become a member you need to complete an easy two-step membership process.

The funding generated from our members, and not from avocado levies, allows us to provide certain services with tangible benefits to the whole of industry. These services include:

- Bio-security - lobbying the Government to protect your business
- Submissions and lobbying - approaching Federal and State Governments on industry matters
- Avocados Australia website - providing information about retail prices, dry matter testing etc.
- Infocado - expanding and improving the national avocado crop flow information system
- Avocado export plan - developing a strategy and tools to help exporters access new markets
- Talking Avocados - continuing to improve industry communication via our quarterly magazine

If you are not a member or your membership is coming up for renewal please keep in mind that we need your support through your membership in order to continue offering these services.

For more information please contact the Avocados Australia office at [admin2@avocado.org.au](mailto:admin2@avocado.org.au) or (07) 3846 6566. To start your application now please [click here](#).

### Wholesaler Accreditation

Avocados Australia is developing a pilot avocado wholesaler accreditation program. Participation in the program is voluntary and it will be designed to be self-funding.

The purpose of this accreditation program is to identify and reward those wholesalers who are following Industry Best Recommended Practices and thus ensure the highest quality avocados are distributed to retailers and consumers.

The accreditation criteria have been developed based off of feedback from wholesalers, retailers and packhouses on what they consider to be the most important issues for this sector of the supply chain. We have also taken into consideration what processes could be measured against established best recommended industry practices to make this program as fair as possible.

Copies of the draft program have been sent to all avocado wholesalers and packhouses. We would like your feedback throughout this process to make sure that the program is as effective and useful to your business and the avocado supply chain as possible. We do envisage that changes will be made to this program as it evolves and is put into practice.

If you have not received a copy of the plan and would like one, or if you have any concerns or issues you would like to raise, please contact Julie Petty on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) by 30 September 2012.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

### Avocado Education Materials

Avocados Australia has over the last three years developed a series of education materials in conjunction with expert staff at Department of Agriculture, Fisheries and Forestry (DAFF), formerly Department of Primary Industries (DPI) and other supply chain stakeholders.

Copies of all developed education materials can be viewed by [clicking here](#).

Avocados Australia is now in the process of reviewing the education materials and we need your help. Included in the next edition of Talking Avocados is a short questionnaire about the materials, copies of the questionnaire will also be emailed out to industry shortly. We want to know if you have found the materials useful in your business and if you would recommend any improvements.

Should you have any concerns or issues you would like to raise please contact Julie Petty on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) by 30 September 2012.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

## Marketing Update

*The information in Guacamole's marketing update are extracts from the 'What's Happening in August? Australian Avocados Marketing Program Update' eNewsletter. If you would like to read this newsletter in full please [click here](#).*

**Pinterest:** <http://pinterest.com/AusAvos>



In July, a Pinterest account was set up for Australian Avocados. Pinterest has been a huge traffic driver to the Australian Avocados website, both with the 'How To' content and recipes.

Pinterest is a Virtual Pinboard. It is a social bookmarking site where members collect and share 'beautiful' images from the web. In Australia, Nielsen reported a surge in Pinterest's unique audience numbers from 140,000 in December 2012, to 360,000 in January 2013, and the bulk of Pinterest's users, here and overseas, are women (Source: The Australian).

Pinterest is divided into categories which includes 'Food & Drink'. By considering the large Australian female skew and this interest type, the platform presents itself as a real opportunity to demonstrate product usage in a wide variety of ways to the target audience.

The Pinterest account shares both brand and non-brand content (similar to the Facebook page), meaning that Australian Avocados content (such as recipes from the website) as well as content from other sites are shared. This compiles and promotes a wider range of recipes to consumers.

This strategy will be supported by a 'Pin' button on recipes on the website. This means when users come across a recipe they like on the Australian Avocados website, if they have a Pinterest account they can 'pin it' to one of their boards. This is another tactic to enhance the portability of Australian Avocados' content.

To read the full E-newsletter please [click here](#).

This project has been funded by HAL using the avocado levy.

## Member Update

### Promote your membership!

Member logos are now available to all Avocados Australia members. The logos can be used in your email signature, on your website, or in your printed marketing material. If you would like to promote your support of the Australian avocado industry please contact Avocados Australia on 07 3846 6566 or email [admin2@avocado.org.au](mailto:admin2@avocado.org.au)

## Industry News

### Plans to declare fruit fly 'endemic' in Victoria

Victoria has fought to preserve its 'fruit fly free' status but is now considering abandoning fruit fly control and declaring most of the state 'endemic' for the Queensland Fruit Fly. To read the full article please [click here](#).

### Asda aims for avocado accuracy

UK retailer Asda is preparing to introduce a new colour-coded packaging system designed to help shoppers judge more accurately the ripeness of avocados. To read the full article please [click here](#).

### Aldi calls for zoning reforms

The boss of Aldi Australia, Tom Daunt, has called on state governments to follow Victoria's lead by streamlining planning laws, allowing the German discount supermarket and other retailers to gain a bigger footprint and take on market heavyweights Woolworths and Coles. To read the full article please [click here](#).

### Chilean Hass Avocado Committee forecasts export downgrade

The Chilean Hass Avocado Committee has forecast an 8% year-on-year fall in production of the fruit for the 2012-13 season, while shipments abroad are set to fall from last year's 116,000 metric tons (MT) to between 100,000-105,000MT. To read the full article please [click here](#).

### Asian focus for avocado exporters

The New Zealand avocado industry can no longer rely on Australia as the main market for its fruit, which is why three exporters are working together to increase sales in Asia, says John Carroll, spokesperson for Avanza Ltd. To read the full article please [click here](#).

### Farmers need future planning: CBA

More than ever, banks need their farmer clients to have a longer-term business plan, says newly-appointed Commonwealth Bank of Australia (CBA) agribusiness boss, Geoff Wearne. To read the full article please [click here](#).

### Aussie farmers lobby against NZ spuds

Australian farmers are warning a devastating pest disease could wreak havoc on their crops if the federal government doesn't block the import of fresh potatoes from New Zealand. To read the full article please [click 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.

[Full News List](#)

