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8 January 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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Grower Update



WA study group set for March

West Australian avocado growers are invited to a study group workshop on Thursday 17 March 2016.

This is the new series of study group meetings organised by the Queensland Department of Agriculture and Fisheries (QDAF) following on from the successful series held between 2007 and 2010.

Details for the workshop and an agenda will be provided in February. Morning tea and lunch will be provided. In the meantime, if you have any questions, please email Simon Newett at simon.newett@daf.qld.gov.au.

Topics are yet to be decided but will include an overview of the small tree high productivity initiative and a report on avocado orchard visits in Peru and Chile associated with the World Avocado Congress in Lima. The afternoon will include an orchard walk.

New irrigation scheme considered in WA

Investigations are underway for a potential new agricultural irrigation scheme in the Manjimup, Pemberton and Southern Blackwood areas of south-west Western Australia. The region is already a significant horticultural production area with capacity for expansion to the north and east.

Travis Luzny, a local avocado grower and member of the project's Steering Group, said the proposed scheme has the potential to transform the region - redistributing water from areas with highly reliable water to locations with great growing potential but limited water availability or poor water quality.

The proposed scheme is being modelled on Tasmania's highly successful irrigation schemes and will comprise pipelines and pumping infrastructure connecting existing (and possibly new) dams across the region, enabling water to be bought and sold on an as-needs basis.

The investigation is being led by the Western Australian Department of Water and is funded under the Water for Food initiative, a four-year \$40-million Royalties for Regions program.

Extensive stakeholder consultation is underway.

The Chair of the Steering Group, Harvey Giblett said it wanted to get the planning right and make sure it designs a scheme to suit the district.

"We have had lots of positive feedback from local farmers and we're really keen to capitalise on this opportunity and move things ahead strongly," Mr Giblett said.

"We'll be seeking State and Commonwealth funding to build the scheme, with scheme users then paying ongoing fees to cover operational and maintenance costs."

Mr Giblett said potential benefits for those signing up for the scheme include irrigation operations expansion, reduced production risks associated with access to a reliable water supply and the ability to better manage the impacts of drying climate and reduced rainfall. For those considering selling water to the scheme there is also the opportunity to generate a stable, long term income stream from their surplus water.

Potential scheme participants have until March 2016 to formally register their interest. The scheme's design will then be mapped based on the spatial distribution of the registered demand and supply. State and Commonwealth governments will be approached for funding for the installation of the final scheme through Royalties for Regions and the Water Infrastructure Development fund.

This is a once in a lifetime opportunity for the region and the potential flow on benefits to the local Pemberton, Manjimup and Bridgetown communities are substantial. However as Travis Luzny puts it, "The success of the scheme will ultimately depend on demand and we will need to work together to make it happen."

To register your interest for the proposed scheme, please email the Department of Water on waterforfood@water.wa.gov.au or to talk to someone about how your business or property might benefit, please contact Sam Taylor on 0429 332 593.



Left to right - Members of the project's Steering Group Paul Omodei, Harvey Giblett (Chair) and Travis Luzny on a fact finding visit to Tasmania.

Update from the marketing team

666ABC interview with Jim Kochi

Just before Christmas, we had an opportunity to include avocados on the 'The Fit Dietitian: Summer foods' edition on 666ABC.

Caroline Salisbury (aka The Fit Dietitian) joined Alex Sloan to discuss summer foods and spoke to Jim Kochi about the health benefits of avocados, some tips about using them and the industry in general. Thank you Jim for agreeing to be interviewed on such short notice - you did a great job.

To listen to the interview please use the link below - the interview with Jim starts around 19.50 minutes.

<https://soundcloud.com/666abccanberra/the-fit-dietitian-summer-foods>

Social media continues to gain traction over Christmas break

Social media was still generating a lot of interest over the Christmas and New Year's break - with plenty of our Facebook fans liking and reposting our content.

The Christmas tree post went out on Christmas day and more than 1860 people liked this.

Other content included recipes for the Christmas season, simple Christmas tree avocado pizzas to make with the kids and to kick off the New Year, some healthy dishes included a 'rawvocado' soup.

Recipes are always very popular posts - in particular ones that are full of colour and 'pop' off the page. The avocado slider was also a very popular post during December.



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 industry.avocado.org.au. 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.

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

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

Industry News

Food trends to watch this year

As a new year begins, it's time to look at the trends that dietitians believe we will be following, with "Clean" eating being billed as 2016's biggest food trend. [More](#)

Brisbane Markets hits back at takeover bid

Brisbane Markets Limited has called the hostile takeover bid by Produce Markets Queensland as self-interested and potentially harmful to the Rocklea fresh fruit and vegetable wholesale market. [More](#)

Traders put Melbourne market battles behind them

After teething problems and 10 years of political wrangling among market traders, and the Victorian government, fruit and vegetable traders are settling into the new Melbourne Wholesale Fruit Vegetable and Flower Market. [More](#)

Chilean avocados have bright future in Chinese market

The Chinese authorities' expected decision to lift quarantine measures for Chilean avocados in the regions between Valparaiso and O'Higgins took longer than expected. The decision was expected to take place in April, but it was only adopted in September, and it was the decisive boost to start massive exports of Chilean avocado to that market, which has been open to this fruit since mid-2014. [More](#)

US (CA): Avocado price fears unfounded

The fear that rising demand for avocados would make the fruit prohibitively expensive seems to have been unfounded. Calavo Growers Inc. said sharply lower avocado prices were a key challenge in its fiscal fourth quarter, weighing on results at its fresh foods division. [More](#)

Colombia: First avocado pulp exports reach the US

The Colombian Ministry of Commerce, Industry and Tourism confirmed that Colombia has started exporting Hass avocado pulp to the United States. [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.

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to co@avocado.org.au

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