

[View Online](#)

[Home](#) | [About Us](#) | [Membership](#) | [Events](#) | [Growers](#) | [Services](#) | [News](#) | [Contact](#)

Wednesday, 10 December 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.

Make sure you check out:

[AAL in the Media - call for caution on levy system changes](#)

[AAL's Qualicado Workshops \(Series 2\) kick off in North Qld](#)

[Avocados Australia office closure over Christmas](#)

[Qualicado Presentations available online from BPR](#)

[Infocado & Retail Prices](#)

[World Avocado Congress 2015 Update](#)

[Best Practice Resource - Measuring & Monitoring Soil Health](#)

[FREE business listings - Avocados Australia's Supply Chain Directory](#)

[IGA Metcash get serious about their avocado sales](#)

[Increasing avocado consumption in China](#)

[Big Mexican avocado volumes on tap for Super Bowl!](#)

[Avocados Recalled for Salmonella Risk](#)

[Strong start for West Australian avocados](#)

## Grower Update



### AAL in the Media - call for caution on levy system changes

Avocados Australia recently sent out a media release to provide a snapshot about the current market situation with respect to fresh Australian avocados and to make its views known about the inadequate consultation taking place between Avocados Australia and the newly formed Horticulture Innovation Australia (HIAL) in regard the changes taking place with the levy system.

The media release included direct quotes from a number of growers operating around the country who provided their views about Avocados Australia and how the levy system change process has been conducted so far.

The media release also included direct messages from Jim Kochi, Chair of Avocados Australia and John Tyas, Avocados Australia Limited's Chief Executive Officer: *"Avocados Australia serves Australian avocado growers and is the representative body of Australian avocado growers. Ten Australian avocado growers across the country serve as directors on the Board so Avocados Australia is led by growers for growers. Why are organisations like ourselves not being properly consulted through this change when we are grower-led, grower-directed and grower owned? If growers lose confidence in the system that is managing their hard earned*

*levies then they will begin to question their support.”*

The media release was sent to national, metropolitan and regional newspapers, as well as television, radio and online media outlets. It was also emailed out to all current Avocados Australia members, and a copy was also placed online on the Avocados Australia industry website. [Click here](#) to go to the media release directly.

Below are some links to some of the resultant media coverage that has been generated related to this media release so far:

1. ABC Rural News Online: [“Australia's peak avocado body has criticised a lack of industry consultation over changes to horticulture funding structure”](#)
2. ABC Rural News Radio: [“Avocados Australia CEO John Tyas says industry bodies have been excluded from Horticulture Innovation Australia”](#)
3. Channel 7 Television [News Story](#)

Avocados Australia is keen to engage with the HIAL Board and will keep members up-to-date on this issue as new developments and news arises.

### **Avocados Australia’s Qualicado Workshops (Series 2) kick off in North Qld**

Avocados Australia’s Qualicado Program has commenced its second series of extension events targeting Australian avocado growers and packers. The second series of Qualicado Workshops kicked off in North Queensland last Thursday 4 December. The workshop attracted around 90 people over the course of the day and highlighted ways that growers can further address fruit quality and productivity.

Avocados Australia would like to thank Giovanni Ravello from Gunnado Farm in Mareeba for hosting the workshop.

All growers and packers in the area were invited to attend this free and informative event to hear the latest information on how to manage pre and post-harvest nutrition, find out ways to improve the handling and temperature control of avocados, as well as receive supportive information on methods for managing/preventing Phytophthora root rot. Importantly the day also provided North Queensland growers with the means to conduct self-assessments to track their practices against industry best practice.

### **FREE business listings - Avocados Australia’s Supply Chain Directory**

Any business or organisation with a commercial interest in the Australian avocado industry can list their business contact details in Avocados Australia’s Supply Chain Directory for FREE. The Supply Chain Directory is located on Avocados Australia’s Industry website (go to <http://industry.avocado.org.au> and glide your cursor to the right over the top menu bar to “Supply Chain Directory”) and provides interested parties with a central list of all of the businesses with a commercial interest in the Australian avocado industry (be it related to production, wholesale, processing, exporting or other).

If your business is not already in the directory just [click here](#) and register as a supplier by completing the online form.

### **Best Practice Resource - Measuring & Monitoring Soil Health**

Did you know that the Best Practice Resource now contains information about measuring the properties of your soil and its health?

The “Measuring soil properties and health” information includes what avocado growers can do to encourage soil biology, measure its properties and health over time, better understand the biological activity that takes place on and in the soil, find out the indicators of soil health, plus undertake Do-It-Yourself assessments.

To access the above content on the BPR, login to the BPR then move your cursor to the “Growing” menu item and then select “Soil Health”.

The Soil Health information is derived from information developed for the Northern Rivers Region of NSW as an extension activity of the Good Soils Project, a joint undertaking of Tuckombil Landcare Incorporated and NSW Agriculture in partnership with the Natural Heritage Trust.

**How to gain access to the BPR:**

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

**Qualicado Presentations available online from the BPR**

All of the presentations delivered at each of the Qualicado Workshops so far can be viewed online from the Best Practice Resource (BPR), including the presentations that were delivered at the recent North Queensland Qualicado Workshop. To access the BPR just [click here](#) to go to the login page. Once logged in move your cursor to the menu bar to "Growing" and then select "Qualicado". On that page select your region and then click on a presentation from the list.

**Avocados Australia office closure over Christmas**

The Avocados Australia office will close on Friday 19 December 2014 at 2.00pm and then will re-open on Monday 5 January 2015.

**World Avocado Congress 2015 Update**

Avocados Australia has been advised that the **VIII World Avocado Congress (WAC2015)** has been rescheduled to a date in November 2015. The venue for WAC2015 has also changed and once the details about this have been confirmed an email update will be sent out to all those who have expressed interest in taking part in the Study Tour to South America.

AAL members who would like to express interest in taking part in AAL's Study Tour of South America should email Anna Petrou, Avocados Australia's Communications Manager, at [co@avocado.org.au](mailto:co@avocado.org.au) or call toll free (within Australia) 1300 303 971.

**Infocado & Retail Prices**

**Infocado Reports** and **Retail Prices** have been uploaded to the Avocados Australia website. You can regularly access this information by going to the [Avocados Australia website](#). Glide your cursor over the maroon menu bar to "Services". Once there drag your mouse down the list or for quick access click on these links: "[Infocado](#)" and "[Retail Pricing](#)".

**Marketing News****IGA Metcash get serious about their avocado sales**

Luke Couch the Metcash National Buying and Merchandising Manager - Fresh Produce set his produce teams a challenge in October to deliver a real difference to the performance of the Avocado category in IGA supermarkets. For the 4 weeks of October the produce teams had a focus on Avocados to specifically increase sales, to raise store level merchandising standards and to increase customer avocado consumption. The ultimate goal for the longer term was to engage consumers to secure ongoing avocado purchasing throughout the summer. To spur the produce teams into action Metcash ran a national competition pegging state against state for the right to be named the 2014 MFG Avocado Champions and be awarded the inaugural Australian Avocado Golden Avocado Trophy. To win, teams were judged on the criteria of sales against target (2/3 weighting) and merchandising excellence (1/3 weighting).

To support IGA with this activity Australian Avocados developed point of sale kits for each of the 1,361 stores involved. Each kit included 50 brochures of "Your Guide to Loving Your

avocado” and an A3 “Avocados are Delicate” ripening poster to support stores merchandising efforts. The kit also included an “Avocado Handling: Retail” poster to further help educate staff on industry best practice on avocado fruit handling. The Point-Of-Sale kits were consolidated at each Metcash DC and dispatched to stores with their orders.

Luke reported back that he was more than happy with the promotion “in those 4 weeks the teams posted some truly fantastic results. Overall volume is up 23.5% like for like with SA and WA recording increases north of 40%”. Queensland was the outright winning state and Victoria the runner up. In comments back to Australian Avocados Luke added “Thank you for your support on this, it’s been a great success”.

## Industry News

### Increasing avocado consumption in China

Generally it is very difficult for Chinese consumers to find avocados, let alone know how to eat one. However Freshplaza recently reported that Lantao and Mission have teamed up to help increase the convenience for Chinese consumers to find and use avocados in their regular diets. Read more by [clicking here](#).

### Big Mexican avocado volumes on tap for Super Bowl

Mexican Avocado shippers expect abundant supplies of high quality fruit for Super Bowl promotions. Read more by [clicking here](#).

### Avocados Recalled for Salmonella Risk

A Houston, Texas company issued a voluntary recall of 80 cases of whole avocados after the product tested positive for Salmonella. Read more by [clicking here](#).

### Strong start for West Australian avocados

Quality has translated to quantity for avocado exports out of Western Australia (WA) so far this season. 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.

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

[Unsubscribe](#)

