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10 July 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.

Make sure you check out:

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Grower Update



DATE CLAIMERS!

Events for Wholesalers, Ripeners and Transporters

Adelaide Qualicado Workshop - 22 July

On **Wednesday 22 July**, the Adelaide Qualicado Workshop will take place at the Adelaide Produce Market, First Floor Board Room, Burma Road, Pooraka.

The Adelaide Qualicado Workshop will start at 8.30am and finish at 11.45am. [Click here](#) to view the full event program.

Melbourne Qualicado Workshop - 23 July

The Melbourne Qualicado Workshop will be held on **Thursday 23 July** at the Melbourne Markets Conference Centre, Conference Room, Level 1, 542 Footscray Road, West Melbourne.

The Melbourne Qualicado Workshop will start at 8.30am and finish at 11.45am. [Click here](#) to view the full event program.

All Adelaide and Melbourne based avocado wholesalers, ripeners and transporters are encouraged to attend these free and informative events to hear about the latest essential facts about avocado ripening and handling practices and how to access our free online best practice resource.

'QUALICADO' represents a program of continuous improvement for avocado industry members. Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program because the overarching goal is to improve quality for the end consumer. To find out more about the Qualicado program [click here](#).

Please RSVP to Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au before Monday 20 July as limited places are available. Complimentary refreshments will be provided.

Events for Growers and Packers

Central Queensland Qualicado Workshop - 6 August 2015

Full event details to come!

Best Practice Resource

Did you miss out on the Qualicado Workshop in your region? Not to worry. All of the presentations are uploaded to the BPR after the event. Log into the BPR and click on *Growing* and *Qualicado* then choose your region to view the presentations.

Attention Tristate growers - HIA is coming to Adelaide

Horticulture Innovation Australia (HIA) Limited, the new industry services body for horticulture R&D and Marketing, is running an event series called "Between the Rows" in order to provide growers and other interested parties around Australia with information about the company and the chance to have their say about how levies will be spent.

The event is happening on Tuesday 21 July at 5.30pm at The Watershed Function Centre & Cafe, 665 Salisbury Highway, Mawson Lakes. The event starts at 5.30pm and finishes at 7.30pm and will be followed by a barbecue dinner. [Click here](#) for full event details.

Marketing Update: 'Avocado Mash-Up'

During June, Australian Avocados launched the 'Avocado Mash-Up' video series on Facebook, which was inspired by the popular 'mashup' food trend that combines the best of two well-known recipes to create a unique and delicious dish. A series of twelve 30 second videos were created, taking two popular meals - with the core ingredient being an avocado - and giving them the 'mashup' treatment and voila! 12 unique dishes are hatched.

The key objective of the 'mash-up' series is to inspire the Australian Avocados social audience to think outside the box and try something new in order to give their family meals or special snack occasions a healthy and guaranteed lift.

Reach and engagement are the key measurable outcomes of this campaign, which will ultimately drive conversation and advocacy around avocado usage. Five of the 12 videos have been published on the social platform and have reached 777,856 Australians to date, with the

first video 'Avocado Brekki Sushi' receiving over 5,000 likes, comments, clicks and shares which is an incredible result. [Click here](#) to watch the video.

VII World Avocado Congress 2015

If you missed out on the Early Bird registration for the VII World Avocado Congress 2015, you still have until **Wednesday 12 August** to secure your booking through the standard registration process. Full program details have not yet been finalised however you can keep track by reading Guacamole and checking the VII World Avocado Congress 2015 website. [Click here](#) to view the website.

As notified previously, Avocados Australia has facilitated a group travel package with Inca Tours, including an optional post-congress study tour to Chile and optional recreational tour to Machu Picchu. Limited places are available, but if you are interested in taking part, please contact Maree Tyrrell at Avocados Australia on 07 3846 6566 or at admin@avocado.org.au to receive a booking form and further information.

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

Avo industry working on quality, consistency

The Australian avocado season is just finishing in Northern Queensland, with Central Queensland half way through and South East Queensland and Northern New South Wales part way through. Read more by [clicking here](#).

Costa listing set to raise \$541 million

Fruit and vegetable king Frank Costa is seeking to raise close to \$640 million in one of the largest company listings of the year. Read more [by clicking here](#).

Mexico: Researchers warn of pesticides in avocado crops

The use of pesticides to control pests associated with avocado cultivation in the region of Uruapan and other municipalities has become a serious health problem and needs to be urgently addressed to prevent the collapse this agricultural industry, one of the biggest ones in Mexico. Read more by [clicking here](#).

Agricultural Competitiveness White Paper - Stronger farmers, stronger economy

The Commonwealth Government's Agricultural Competitiveness White Paper is an investment in our farmers and our competitive strengths in agriculture. This is a vital part of our plan to build a strong, prosperous economy and a safe, secure Australia. [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

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