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10 June 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.

Make sure you check out:

Numbers up again for Kumbia Qualicado and WA next Marketing Update

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M&S releases new avocado smoothie

Avocados make the next cut of Emoji Candidates

Green skin avocados flood EU market

Avolaugh



Numbers up again for Kumbia Qualicado and WA up next

Avocados Australia's Southern Queensland's Qualicado workshop was held yesterday and again, our attendee numbers were higher than in previous years.

The workshop was held at the Dugdell family's K-Sun Fruit farm at Kumbia.



Netted vs un-netted - participants enjoyed an orchard walk through the Dugdell's rows.

Avocados Australia's CEO John Tyas said the day provided great feedback from growers in the region about the issues they faced and he thanked Dennis Dugdell for being so open about his farming techniques, wins and fails.

"These are all learning opportunities for us and the more we learn from each other, the better it is for our industry," Mr Tyas said.

"Dennis and Tony were able to tell us about what has worked in the past, and what has failed.

"I'd like to thank the Dugdell family for being such welcoming hosts and opening their gates to us."

Avocados Australia runs "Qualicado" Growers Workshops in all the growing regions of the country and Southern Queensland is one of these areas.

Dennis Dugdell (above)



The events are designed to keep growers up to date with what's happening in the Australian industry and to deliver best practice information to growers.

The workshop covered a broad range of topics from presenters including Avocados Australia's CEO John Tyas, Queensland Alliance for Agriculture and Food Innovation's (QAAFI) Liz Dann, Department of Agriculture and Fisheries' (QDAF) Simon Newett and Noel Ainsworth, Hort Innovation's Astrid Hughes, BGA AgriServices' Neil Mungall and Organic Crop Protectants' Jason Vella.



(L_R) Jason Vella, Dennis Dugdell, John Tyas, Neil Mungall, Liz Dann, Simon Newett, Daryl Boardman and Tony Dugdell.

Topics discussed included an industry update, managing disease for productivity and quality, export development and making your supply chain work, a review of flowering and fruit set, irrigation, as well as avocado nutrition and organics.

Attendees also enjoyed an orchard tour during the day.

Presentations from this event and those earlier this season will be posted on our BPR in the coming weeks.

The next events include the Perth Wholesaler Qualicado Event ([Click here](#) to view) and the Western Australian growers' Qualicado workshop ([Click here](#) to view) on 22 and 23 June. [Click here](#) for the country's Qualicado dates.



Lorraine and Mia Dugdell

Marketing Update

from the Hort Innovation Marketing team

Sneak peak - new avocado winter recipes

Hot off the press and not scheduled to be launched until next week - here is a sneak peak at our new winter recipes...

These are designed to inspire our consumers to whip up a winter feast using avocados.

Focusing on simplicity and tastiness - these recipes are a total crowd-pleaser.

The avocado pull-apart is a great addition to any winter's day - and it will be launched around the State of Origin final.

The avocado 'Hollandaise' is a healthy substitute to this breakfast favourite, yet still creamy and delicious and the clear winner is the decadent avocado brownie with vanilla and avocado ice cream - once you try it you will be hooked.

The avocado pesto is a great twist on the traditional spaghetti, the warm Moroccan and avocado salad is spot-on for vegetarians but will work a treat with roast lamb; and the Salmon and avocado, parsnip and potato mash is extremely more-ish.

These will be launched next week, with one recipe being featured every week in our social media for six weeks. The recipes will also be available on the website and included in the e-

newsletters.



Avocado pull-apart



Avocado pesto spaghetti



Avocado brownie with avo ice cream



Avocado hollandaise with ham and eggs



Salmon with avo, parsnip and potato mash



Warm Moroccan avo salad

Avocado Masterclass hits Brisbane

The Australian Avocado Chef Masterclasses are dedicated to working with some of the country's most innovative chefs to inspire other chefs to the eye-opening recipe possibilities for fresh avocados.

Ben Williamson and his team at Gerard's Bistro in Brisbane created a marathon nine-dish avocado menu for a brilliant Masterclass lunch at the end of May.

Menu highlights included avocado-cured blue mackerel; avocado schnitzel; warm mud crab with avocado snow; suckling pig and spiced avocado; avocado and lemon myrtle aero, white chocolate and raspberry and an avocado affogato.

The next Masterclass sessions will be held in Sydney at The Northern Sydney Institute Ryde Campus with consulting chef Danny Russo and chef Brian Steel on 20 June and then at 4Fourteen with Colin Fassnidge and Carla Jones and the team on 27 June.



Avocado affogato

Major breakthrough for world-wide avocado industry

Qld, Australia: Queensland-based Naturo All Natural Technologies (Naturo), has developed world-first technology set to revolutionise the global avocado market and create a significant impact in the associated food services, retail and manufacturing industries.

The technology addresses some of the biggest obstacles currently facing the avocado industry, namely the fruit's short life span and its reputation for unsightly browning once cut.

The Australian invention not only stops the browning of cut (or pulped) avocado fruit for a minimum of 10 days when refrigerated (even after packaging is opened), but does so using a natural process preserving the nutritional properties and taste of the avocado without chemicals, additives, preservatives or processing aids.

Naturo's 'Natavo Zero's switches off the enzyme responsible for the fruit's browning via pressure fluctuations generated by steam.

The result is 100 per cent natural avocado and an innovation which delivers all the benefits the industry has been waiting for.

An important advantage of the Natavo Zero process is the elimination of potential pathogens beyond the limits set by the strictest international safety codes. This ensures all Natavo Zero treated products are completely safe for consumers.

Until the arrival of Natavo Zero, food safety had always been a major concern for the avocado processing industry. Safe processed products could only be produced using expensive HPP technology and even then it could only be applied to avocado pulp (not cut avocados).

The problem of fruit browning remained.

Natavo Zero offers a safe and affordable processing solution which meets all food safety standards required to export avocado products to some of the fastest growing overseas markets including the USA, Asia and Europe.

The technology is capable of processing any cut of avocado or avocado pulp at the rate of about 4,000 avocado fruits per hour providing cost-effective, energy efficient and reliable processing via a machine Naturo has fondly named the 'Avocado Time Machine' (ATM).

Each machine is designed and manufactured by Naturo to the customer's specific requirements and can be shipped anywhere in the world.

After spending four years on research and development of the world-wide patented technology and founding their company late last year (2015), Naturo's Directors, Frank Schreiber and Jeff Hastings said that now was the time to launch their Avocado Time Machine to the world.

Mr Hastings said the technology has the potential to become the new industry standard.

"By understanding the avocado's life cycle and the complex correlation of enzymes involved in the browning process, we have made it possible for the world to enjoy 100% natural, ready-to-eat avocado slices, dices, chunks or pulped products while retaining the flavor and fresh taste of avocado, without browning," he said.

"All products stay fresh for a minimum of 10 days when refrigerated, even after the packaging has been opened. That is very good news for the avocado industry and for the consumer."

Mr Schreiber said the arrival of the technology would open up new markets and new opportunities for fresh and frozen avocado products.

"Although there is a range of avocado products currently on the market, nearly all of them contain additives such as antioxidants, acids and preservatives which not only alter the taste of the fruit but do very little to stop the browning once the packaging is opened."

"Our 100 per cent natural technology not only preserves the taste, colour and shelf life of the avocado but provides complete peace of mind for the industry.

"Our Natavo Zero process and machinery complies with all international food safety standards, including US-FDA standards, and can even satisfy organic certification in its country of operation."

AUSVEG joins Voice of Horticulture

Voice of Horticulture (VOH) is pleased to announce AUSVEG, the peak industry body for the Australian vegetable and potato industry, has joined the member-based organisations that represents horticultural growers and businesses across fruit, nuts, mushrooms, turf, nursery and cut flowers.

VOH Chair Tanya Chapman welcomed AUSVEG and said the organisation looked forward to working more closely with the vegetable and potato industries.

"Horticulture is the fastest growing agriculture sector in Australia, as well as the largest employer," Ms Chapman said.

"The vegetable and potato industry plays a large and key role so we welcome AUSVEG to the Voice of Horticulture, a group that now truly represents horticulture."

AUSVEG chair Geoff Moar also welcomed the news and said the membership was the best vehicle through which to ensure a unified future for horticulture in Australia.

This announcement follows last week's announcement VOH and PMA would be working closely together to ensure horticulture, across all sectors, has a strong united voice.

"This partnership means that the whole horticulture supply chain is now under the one banner of the Voice of Horticulture, which effectively represents almost all commodities and industries that belong to Horticulture Innovation Australia's Research Development Corporation," Ms Chapman said.

"VOH is now in a much better position to ensure effective research development, extension and marketing outcomes."

Foodtech exhibition to connect businesses with packaging, technology and ideas to grow

FoodTech Qld is a new event created to support Queensland's strong food processing industry, connecting businesses with packaging, technology and ideas to grow your operation.

Date: Sunday 26 to Tuesday 28 June

Time: Sunday 26 June 10.00 am - 5.00 pm
Monday 27 June 9.00 am - 5.00 pm
Tuesday 28 June 9.00 am - 3.00 pm

Location: Brisbane Convention & Exhibition Centre, Merivale Street and Glenelg Street, South Brisbane

Register now ([click here](#)) for fast-tracked entry. Visit the FoodTech website for more information ([click here](#)).

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's [Infocado](#) and [Retail Pricing](#) pages.

Industry News

Australian news

AU: "Aldi needs to get fresh right."

The German discount retailer Aldi has been seen as an "unstoppable force" in Australia, winning customers at an accelerating rate over the past two years, yet according to a new report, Coles has managed to stem the losses over the past 12 months through aggressive discounting and fresh food quality. [More](#)

Avocados flourishing on temperate Comboyne as market window looks bright

THERE is a 'green' rush to plant avocados all over Australia, with forecast prices remaining high and demand seemingly insatiable. [More](#)

AU: Future bright for avocado prices

According to John Tyas, CEO of Avocados Australia, avocado prices are expected to remain high for the next five years as demand outstrips supply. [More](#)

Major upgrade to Brisbane Market's Rocklea site

The Brisbane Markets® site in Rocklea has undergone a further dramatic transformation following a \$6 million redevelopment of part of its retail and commercial precinct. A project to transform an aging industrial building at 385 Sherwood Road was completed in May 2016 with approximately 60% of the space pre-leased to a gym, organic supermarket and a yogalates studio. [More](#)

The Sydney Markets may be on the move

This depends on the results of a new feasibility study to be commissioned by Sydney Markets Limited (SML) to review its efficiencies and inefficiencies and analyse the current operation and future needs of Sydney Markets. [More](#)

Biosecurity legislative instruments package released

This notice is for those who are interested in the progress of the new biosecurity legislation. The Australian Government, through the Department of Agriculture and Water Resources, has released finalised legislative instruments under the Biosecurity Act 2015. [More](#)

International News

Millennial avocado buyers outspend other households

The Hass Avocado Board's Keys to the Cart: Driving Hass Avocado Sales at Retail study provides industry leaders with insights into the shopping behavior of millennial households. The study reveals how millennial shoppers (ages 25-34) are impacting the avocado category. These high-value shoppers are more likely to buy avocados and spend more on avocados than non-millennials. Millennials spent +73 percent more in-store overall when avocados were in the basket. [More](#)

No consensus reached in EU glyphosate vote

European member states have failed to reach a qualified majority decision in the vote on 6 June concerning the possible extension to the glyphosate license. EU Commission for Health and Food Safety, Vytenis Andriukaitis, made a statement last week reiterating 'the ball is now in member states' court', ahead of today's Standing Committee debate. [More](#)

Peru's avocado production could increase by 17%

"This year's Hass avocado campaign began earlier than expected in the south-central region of Peru, mainly because of weather conditions. By contrast, the campaign was slightly delayed in the north of the country. [More](#)

Just Avocados exits Avanza

Just Avocados has announced it will exit its joint venture with marketing entity Avanza ahead of the upcoming harvest. [More](#)

Bayer to use satellite technology

Germany-based Bayer and US aerospace technology company Planetary Resource have signed a memorandum of understanding about the development of applications and products based on satellite images. [More](#)

M&S releases new avocado smoothie

Marks & Spencer has made the next move in the increasingly competitive avocado product battlefield by unveiling a new avocado smoothie. [More](#)

Avocados make the next cut of Emoji Candidates

The Unicode Technical Committee (UTC) has accepted the following 77 characters as

candidates for emoji and they include avocados. At the 2016Q2 UTC meeting, a final determination was made of the 72 to be added to Unicode 9.0, for release in June, 2016. [Click here](#) to see the set to be released this month. [More](#)

Green skin avocados flood EU market

After having such a long period where avocados were like gold dust and cost almost as much, the European market for green skin varietal took a sharp dip in week 19 due to record volumes arriving from South Africa and Peru. [More](#)

[Click here](#) for today's Avolaugh - South Africa's avocado industry's new advertisement.

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.

**Horticulture
Innovation**
Australia

This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.

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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