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11 December 2015

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



From the CEO

This will be the last Guacamole for the year and as the end of 2015 fast approaches, we look back on what has been another busy year.

Production continues to increase, with 2015 likely to be about 10-15% above the previous year. Demand has continued to match this increase with prices holding firm across the year.

We have seen major changes to the way the avocado R&D and marketing levies are managed. Many are not happy with how the first 12 months of Hort Innovation have gone and are looking forward to some changes in the New Year to improve the industry engagement and accountability processes. Avocados Australia will continue to work with Hort Innovation in

2016 to ensure grower's priorities are addressed through sound R&D and marketing strategies.

We are pleased to announce that Hort Innovation has approved a three year project for Avocados Australia to deliver the Avocado Industry Communication program, which will enable us to continue to keep you regularly informed through Guacamole, Talking Avocados, the Website and other mediums. We await advice from Hort Innovation regarding other proposed projects focussed on quality and supply chain improvement.

We have enjoyed the opportunity to engage with many growers and other industry stakeholders throughout the year, particularly through the 13 Qualicado workshops that we held across the growing regions and in capital city markets. This face to face interaction is invaluable and we plan to continue this in 2016.

I'd like to thank everyone who has supported our industry in 2015 and wish you all a safe and enjoyable Festive Season.

Bon voyage Kristy and welcome Caroline

This week we farewell Kristy as she embarks on an overseas journey and welcome Caroline Page as the new Communications Manager. Kristy has done a wonderful job filling the role over the past six months while we have been waiting for Hort Innovation to decide on the funding for industry communications. Along with ensuring a seamless transition between projects, Kristy wrapped up the final report for the past communications project and was involved in the proposal for the new project.

Caroline's background as a journalist and communications manager across a range of sectors will greatly benefit Avocados Australia, our growers and members. More information about Caroline will be presented in the next issue of Talking Avocados.

New Dry Matter videos

The Best Practice Resource (BPR) has extensive information regarding Dry Matter testing and two new videos have been developed to show how to do it. [Click here](#) to log into the BPR to watch the video clip on each Dry Matter method (Grated Flesh and Hofshi Coring). Go to the Packhouse tab and select Maturity.

Avocados Australia strongly urges all growers to access this valuable resource.

Consumer research shows that consumers prefer mature fruit. Avocados Australia strongly encourages growers to closely monitor their Dry Matter levels leading up to harvest to avoid the marketing of immature fruit which can have a significant impact on the repurchase of the avocado product.

The industry standard for Hass avocado maturity is 23% Dry Matter (DM) at time of harvesting. The standard for Shepard avocados is 21% DM. This was based on consumer research showing that consumer acceptance of the quality of avocados declined significantly if the DM is below these levels. For Hass, the likelihood of purchase rises with increasing dry matter levels up to about 35%.

The new standard aims to assist growers and packhouses to achieve the best tasting avocados.

Don't have access to the BPR?

Australian avocado industry members can apply for access to the BPR by clicking on the [Apply for Access](#) tab on the webpage.

Update from the marketing team

In last our last edition of Guacamole we mentioned the advisory marketing workshop which was held in Brisbane in November. The results from the workshop have been collated and the information gathered has been instrumental in moving forward with the development of the

3-year marketing plan. Key findings included:

- Marketing efforts in the last 3 years have been successful and have grown the target market of Avocado Lovers and Avocado Enthusiasts.
- Advertising and communications have successfully engaged with avocado buyers through a multimedia strategy including television advertising, social media, digital engagement and search optimisation activities.
- High advertising recognition and strong (and growing) consumer engagement has been observed.
- The market research indicates strong buyer engagement and behaviour change over the last 3 years - in particular consumers have changed their behaviour to buy more avocados more frequently.

The key outtakes from the discussions included a need to continue to focus on the Lovers and Enthusiast segments, but also include the Challenged and/or Functional segments. The group also discussed how we can increase the messaging around health, usage and quality - and will this actually help increase consumption. It was also identified that the value proposition needs to be elevated to support price - and these messages could also assist with this.

Opportunities: collective responses from the break-out session

<p>Health messages</p> <ul style="list-style-type: none"> • Many lesser known health benefits could be emphasised such as: <ol style="list-style-type: none"> 1. Cholesterol reduction 2. Range of vitamins and minerals 3. Specific benefits for diabetes/aged/infants 4. Nutraceuticals 5. Role in absorption of other foods • Overseas research can be used as credible sources to tell the health story 	<p>Product quality messages</p> <ul style="list-style-type: none"> • Handling education and ripeness – match recipes to ripeness • Australian, fresh & local – what can be leveraged by comparing to processed foods? <div style="text-align: center;"> </div>	<p>Use messages</p> <ul style="list-style-type: none"> • Substitute for less healthy foods • There are a range of opportunities to expand use; simple ideas – look to USA examples: <ol style="list-style-type: none"> 1. Embracing the sweetside 2. Mexican 3. Desserts 4. Smoothies • Increase the usage occasions in terms of time of day consumption – e.g. more breakfast, more snacking • Ease of preparation allows for hero dishes for men/low confidence cooks
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These ideas need to be tested with consumers to see what degree they are motivating and can positively influence purchase behaviour

The session helped identify some high-level strategic marketing objectives which will be used to inform the consumer research and set the scene for the start of the marketing plan.

High level strategic marketing objectives

- Positioning** The overarching positioning should be grounded in 'value'. Increasing the value that consumers perceive in the product to exceed the price paid
- Objectives** Increasing consumer demand is imperative to meet projected supply to avoid the predicted "Avolanche". Marketing initiatives are a key influencer
- Targeting** The focus should remain with the Lovers and Enthusiasts, but also start to include the Challenged and/or Functional users
- 1st priority targets**
 1. Continue to grow the Lovers and Enthusiasts segments
 2. Drive purchase frequency amongst Lovers and Enthusiasts (e.g. look to move monthly buyers to fortnightly etc)
 3. Grow purchase volumes and frequency with Challenged and/or Functional
- 2nd priority targets** Grow usage occasions thereby growing volume demand - make avocados 'the new normal'

What overarching positioning platform will be most convincing to drive behaviour change?

The information from this session will be used to generate a round of consumer research; and then results collectively used to develop the strategic marketing plan. The process will be underpinned by industry involvement.

OrchardInfo Profiles - please update your data to help us plan for the future

The 2014 OrchardInfo data collection has been **extended to Friday 8 January 2016**. Due to a technical error and Christmas fast approaching, Avocados Australia has decided to extend the deadline.

OrchardInfo Prize Offers - be in the chance to WIN!!

The prizes on offer are Tinytag Ultra 2 Temperature Loggers with required software and equipment. The highly accurate, weather resistant data loggers have the ability to measure relative humidity and air temperature via sensors and probes in a range of outdoor environments, orchards and storage areas. There are four data loggers on offer and the prize pools are listed below:

- Prize Pool 1 - 2x Data loggers for those who contribute orchard and yield data
- Prize Pool 2 - 1x Data logger for those who contribute orchard data only
- Prize Pool 3 - 1x Data logger for new data contributors

If growers have previously provided orchard data, they only need to check and confirm the accuracy of the data to go into the draw.

By providing AAL with your orchard information you are helping us to develop better insights into the long term outlook. This information is invaluable for industry and marketing planning. Data loggers will help Australian avocado businesses to monitor the different environmental factors that contribute to avocado productivity and quality.

WA Avocado Festival



The inaugural Araluen's West Australian Avocado Festival was held on 28-29 November in the Araluen Botanic Park. More than 3500 people from Perth attended the event over two days, experiencing all things avocado including cocktails, skin and beauty products, food and beer.

The event was so successful that sponsors and stallholders are already enquiring about next year's event.

The Australian Farmer

The Australian Farmer is an online publication which covers issues surrounding rural health, soil management, agriculture in education and more written by a variety of contributor's nation-wide. [Click here](#) to access this publication.

The next five chapters will cover farm science, digital technology, disaster management, succession and youth planning and superannuation and financial planning.

Quad bike helmet rules

The Queensland Government has introduced mandatory helmet rules for quad bike riders, according to the Queensland Farmers Federation. [Click here](#) to read more.

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. 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

Avocados most pinned on Pinterest

This year, Pinterest recorded more than 500,000 food ideas posted as “pins”, a visual bookmark that helps people save creative ideas, on its website. [Click here](#) to read more.

Supermarkets step up to concerns

Following concerns raised by the Australian Competition and Consumer Commission (ACCC), the major supermarkets have taken steps to clarify the implementation of the Food and Grocery Code of Conduct (Code) with their suppliers. [Click here](#) to read more.

WA beer brewer using avocados to make ale

Avocados are being grown in record numbers in the south-west of WA and one man is using them to brew beer. [Click here](#) to read more.

McDonald's Australia Adds Avocado Guacamole Fries

McDonald's Australia is rolling out its new “loaded fries,” now offering a mouth-watering avocado guacamole and salsa topping for its beloved french fries. [Click here](#) to read 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.

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