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11 July 2016

## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter delivering the latest news to the Australian avocado industry.

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## Qualicado Workshop's next stop - Mareeba

Avocados Australia's next Qualicado workshop will be held in the North Queensland growing region at the Foyster family's Aussie Orchards Growers and Packers property at Mareeba this coming Thursday 14 July.

According to Avocados Australia's CEO John Tyas, this year's program will cover a range of topics aimed at helping the industry to improve quality and productivity.

“Our Qualicado workshops represent a program of continuous improvement for avocado industry members,” Mr Tyas said.

“Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program because our goal is to improve fruit quality for Australian households.”

North Queensland's Qualicado program and property directions can be viewed (and printed) from the Avocados Australia's website ([click here](#)).

Please RSVP to Amanda Madden on 07 3846 6566 or admin2@avocado.org.au before Monday 11 July 2016 to ensure correct numbers for catering.

The next event is the Tri State Qualicado growers workshop ([Click here](#) to view) on 28 July.

[Click here](#) for the full list of Qualicado dates.

## Marketing Update

*From the Hort Innovation Marketing team*

### TV advertising starts next week

Avocado advertisements are back on TV starting next Sunday 17 July for 3 weeks, finishing on Sunday 7 August.

TV buying in July has been difficult because of the amount of demand to advertise pre and post Olympics, yet we managed to secure weekly presence in high reaching programming which includes regular appearances in the return of Offspring and the new and final season of Winners & Losers.

Both of these programs are set to perform especially well for our customer demographic, and we've already seen the high figures following the Offspring launch on 29 June, taking top rating programming for our demographic for the night.

We also selected programs that appealed to our 'Food Lovers' such as My Kitchen Rules, Simply Nigella and Masterchef, which should do well as we approach the end of season.



SBS Food Network has just opened its doors to advertisers in July, after finishing an eight month trial since it opened in November 2015.

Australian Avocados has become one of the few launch partners for the network, being offered entrance to the channel at a heavily-negotiated cost which equates to only 10 per cent share of the allocated budget. This is less than half of the cost that other advertisers are being charged.

SBS Food Network offers us a fantastic space to appear in, placing avocados into food related programming - all day, every day.

Compared to the other digital channels for our Female GB 25-49 demographic, SBS Food Network offers a larger audience than GEM, 7TWO, 7FLIX and SBS2. It will be good to see the

results on this next month.



We will launch on key programs such as Winner & Losers Offspring; Family and MasterChef. The launch week program is outlined below:

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On subscription TV we will be focusing on key channels such as Lifestyle, Fox8 and Showtime. A summary of targeted channels is below:



We will also be supporting our TV campaign with digital advertising targeting sites that our key demographic (predominantly females and parents) visit, as well as on premium catch-up TV such as Ten, Yahoo 7 and Mi9 and run across Tenplay.

We will also be targeting food and recipe sites; home and garden; diet and fitness; and parenting and kids sites.

Our ads will run across desktop and mobile and are expecting a million impressions against female grocer buyers 25-49.

## Bee-killing varroa mites found in Port of Townsville nest

By Matt Watson (ABC)

The destructive varroa mite has been found in a nest of Asian honey bees in the Port of Townsville, in far north Queensland.

The Australian Honey Bee Industry Council (AHBIC) said the single hive was found last week within the hollow metal support of a container stand.

The hive of about 5,000 bees along with two varroa mites, which were detected on two of the bees, were destroyed by staff from the Department of Agriculture and Water Resources.

Varroa mites are mainly found in the northern regions of Asia and they invest bee hives, feeding on larvae and ultimately killing them.

A bee hive infected by varroa mites usually dies within three or four years.

The mites are particularly destructive to the European Honey Bee, which Australia gets most of its honey from.

The AHBIC's executive director, Trevor Weatherhead, said an outbreak of the mites in Australia could decimate the honey industry.

"It is possible that the hive had been there for up to two years," he said.

Mr Weatherhead said a check of the surrounding area found no further Asian honey bees or their hives.

"Traps and sentinel hives that are already in place around the port as part of the National Bee Pest Surveillance Program have not collected any exotic bees or mite pests over the past two years," he said.

Last year, a swarm of Asian honey bees carrying the varroa mite were destroyed at the Port of Brisbane, while another hive was discovered at the port in May.

#### **Restrictions on bee movement**

Biosecurity Queensland is conducting surveillance in the Townsville region in response to the detection.

It has imposed restrictions on the movement of bee hives, bees, bee products and equipment used for beekeeping.

Mr Weatherhead said testing will be done to see if the bees had any relationship to Asian honey bee populations that were already present in areas of far north Queensland.

"Or bees that were associated with previous detections at the Townsville Port, with the last detection having occurred in 2014," he said.

"While Asian honey bees are established in areas of far north Queensland, varroa mites are not known to be present in that population.

"It has previously been determined that Asian honey bees cannot be eradicated from Australia, so response activities are only focused on the varroa mites."

## **\$5-million investment for fruit fly fight**

by Gabrielle Easter, Produce Plus

Grower-owned body Horticulture Innovation Australia (Hort Innovation) has announced it's secured a A\$1.65m grant to bolster its fight against fruit fly.

The grant will go towards a five-year trade programme that Hort Innovation said would erase trade partners' concern about Mediterranean Fruit Fly (Medfly) in Australia.

The grant was awarded through the Australian government's Rural Research and Development for Profit programme, and will add to the A\$3.4m in funding for the project from Hort Innovation, Murdoch University and research partners.

"This hard-fought Rural Research and Development for Profit programme grant is a win for the \$9bn Australian horticulture industry as it will help open up access to trade partner countries that have stringent Medfly requirements," Hort Innovation CEO John Lloyd said.

A laboratory at Murdoch University in Western Australia will be used to develop post harvest technologies to treat produce prior to export and identify treatments that could become

standard protocols for fruit and vegetable exports in Australia. Researchers will also look to develop small-scale, mobile and cost-effective technology for growers to use in packing sheds.

The laboratory will pick up on the treatments that had been conducted at a dedicated facility in Western Australia that was closed in 2015.

## Kransky Sisters to perform at this year's Bloomin Blackbutt Avocado Festival in Qld



Tunes from the Tube with The Kransky Sisters (world rand Topology will be the feature event at this years Bloomin Blackbutt Avocado Festival on Saturday 10 September.

Only 150 tickets will be available at \$20. Bookings will open from 1 August.

Topology will also be performing for the kids in the afternoon at the Festival's cushion concert. [Click here](#) for more information about the festival.

## 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

#### 'Buy local' a lazy marketing ploy?

According to Agribusiness Australia's chief executive officer, Tim Burrow, 'buy local' is one of the "laziest marketing ploys" in the trade, relying on the consumers' patriotic sensibilities, but not necessarily giving the customer a good deal. [More](#)

#### New trade general manager to oversee export strategy

Australia's horticulture Research and Development Corporation today announced the appointment of a dedicated Trade and Export General Manager as it continues to strengthen the nation's fruit, vegetable and nut export capacity. [More](#)

#### LaManna and Premier Fruits to merge

Two of Australia's best-know suppliers of fresh fruit and vegetables, LaManna Group and Premier Fruits Group, will be merging from July 2016. [More](#)

#### Competition strong for new \$5-million farm leadership fund

A new funding of \$5 million in government grants was unveiled in the Coalition government's

\$260m federal election agricultural policy package. The new grant is expected to cause fierce competition among farming groups who will compete for access to the money, which is aimed at enhancing agricultural industry leadership and representation. [More](#)

#### **Brisbane Markets takeover bid expires**

Sydney private equity firm VGI Partners has announced it will not extend its offer of a hostile takeover bid of Brisbane Markets. [More](#)

#### **Horticulture industry to accelerate Asian trade offering**

Off the back of the creation of its dedicated trade arm, Australia's horticulture Research and Development Corporation today, July 8th, launched a multi-million dollar initiative to strengthen trade opportunities in the arc between Jordan and Japan. [More](#)

### **International News**

#### **China: Disney promotes Peruvian avocados in Shanghai**

Peruvian produce giant Camposol has begun a promotional program with Disney in China to sell Hass avocados from the South American country. On June 17 Disney opened an amusement part in Shanghai, its first on the Chinese continent, and has been selling Peruvian avocados under its own brand. [More](#)

#### **Avocado prices are on the rise in Europe**

The European avocado market is more stable in Europe than in the United States, where, at the moment, prices are recording all time highs. [More](#)

#### **Peru: "We are seeing delays in the shipment of our avocados"**

Climate change continues to affect the development of the Peruvian citrus and avocado campaigns. As is well known, the harvesting process of these fruits can be affected by even the slightest drizzle. [More](#)

#### **All-time peak in avocado prices**

The Mexican avocado campaign is in a time of transition between the old and the new season, and prices are at an "all-time peak." "Right now, the avocado trade is rather slow, because we are waiting to receive authorization to start with the new harvest and the new exports to the US," affirms Celso Castillo, of Promega. [More](#)

#### **Mexicans see funny side of avo shortage**

Mexicans are taking to social media in droves to protest against a shortage of avocados which has sent prices soaring in recent weeks. [More](#)

#### **Camposol's Peruvian avocados bound for Japan**

Peruvian exporter Camposol has begun exporting avocados to Japan, a sign of the company's increasing interest and activity in the Asian market. [More](#)

#### **Colombia: Blackberry and avocado residues for the pharmaceutical industry**

Blackberry and avocado residues can be used to manufacture pharmaceutical and cosmetic products because of the vitamins, antioxidants, and minerals that can be found in their skins, seeds and husks. [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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**Horticulture  
Innovation  
Australia**

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)

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