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

Tuesday, 13th of August 2013

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. It is intended to be a topical and industry specific newsletter.

The edition of Guacamole is separated into four sections: [Grower Update](#), [Industry Update](#), [Member Update](#), [Marketing Update](#) and [Industry News](#).

Make sure to check out:

[Self-Assessment for North Queensland Growers](#)
[Free iPad still up for grabs!](#)
[National Rural Women's Coalition Online Events](#)
[10th Avocados Australia Annual General Meeting](#)
[Avocados Australia Director Election 2013](#)
[Australian Avocados Support Make-A-Wish® Australia with Coles](#)
[Fonterra scare hits NZ exports](#)

Grower Update



Self-Assessment for North Queensland Growers

The first Qualicado grower workshop is schedule for Thursday 15 August and will provide growers with the opportunity to undertake a short self-assessment on their on-farm practices. Qualicado is a program which has been established by Avocados Australia in collaboration with the Department of Agriculture, Fisheries and Forestry (QDAFF). It seeks to provide support and monitoring systems to enable and encourage supply chain members to improve fruit quality and thus the end consumer's experience. Qualicado is focused on education, training, identification of issues and continuous improvement. The grower self-assessment is designed to be a useful aid to monitor practices and identify areas for improvement. The survey results will also be fed back to Avocados Australia and used to help identify information gaps which can then be actioned. To view the self-assessment please [click here](#).

For more information about Qualicado please [click here](#) or contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au.

Free iPad still up for grabs!

All growers are reminded that Avocados Australia is giving away two free iPads to two lucky OrchardInfo contributors! Forms have been emailed and posted to all growers along with

instructions on how to complete them. If you are filling your form out electronically and you're having issues, please make sure you have downloaded Formatta Filler correctly - instructions for doing this are detailed in the email you received. Entries for the free iPads close on 30 September. For more information or help, please contact Julie Petty at Avocados Australia on 07 3846 6566 or infocado@avocado.org.au.

Register for the Best Practice Resource (BPR)

Have you registered for the BPR yet? It's a free resource for all Australian industry members to access and is an online one-stop-shop for all sectors of the supply chain for all information relating to best practice. The information uploaded to the system has been sourced from the latest R&D and checked by industry experts so is constantly kept up to date. New information is continuously being added to ensure the system is as comprehensive as possible. Several training modules are also available for businesses to use in staff training. To register please [click here](#). For more information or help, please contact Julie Petty at Avocados Australia on 07 3846 6566 or supplychain@avocado.org.au.

National Rural Women's Coalition (NRWC) runs Online Events

The National Rural Women's Coalition (NRWC) is pleased to present the "A Cuppa With™" Webinar and e-Networking Series. Using the latest technology, sessions will be conducted in a web conferencing room which provides an engaging multi-media experience where the speaker and the participants can interact in the virtual classroom as if they were face-to-face. The sessions offer networking opportunities with women from all corners of Australia. [Click here](#) to find out more. All "A Cuppa With" sessions are free. To register email projects@nrwc.com.au 5 days prior to the scheduled session.

Calling all Amateur Photographers!

Send a photo to Avocados Australia that captures the spirit of the Australian Spring avocado season and your photo could feature on the front cover of the Spring edition of Talking Avocados. In addition, a photo and acknowledgement of the winner will also be published inside the magazine. Interested photographers can be as creative as possible, have lots of time to prepare and can enter up to five images. Images need to be in portrait format (tall, 230mm wide by 320mm high). Electronic entries need to be hi-resolution JPEGs (300dpi minimum). You can use www.YouSendit.com to send your files over the internet (emailing to co@avocado.org.au) or save your images onto a CD and mail it to: Magazine Cover Competition, Avocados Australia, PO Box 8005, Woolloongabba Qld 4102.

Deadline for entries is **Monday 30th of September 2013**. A finalist will be selected and informed on Monday the 7th of October. Conditions apply. For more information contact Anna Petrou, Avocados Australia's Communications Manager on 07 3846 6566 or email co@avocado.org.au.

Industry Update

Export Market Report - Online Report Centre

The Export Market Intelligence Australian Avocado Exports January - June 2013 Report is now available to view on Avocados Australia's Online Report Centre. The report is prepared by Wayne Prowse at Fresh Intelligence Consulting For Horticulture Australia and Avocados Australia.

To access the report enter this address in your browser: <http://industry.avocado.org.au> then click on "Services Login" on the maroon menu bar. The Member Services window will open. Enter your User Name and Password and click "Login". The Export Report is listed under "Market Data". If you require any further assistance with accessing the Online Report Centre please email co@avocado.org.au or call us on 07 3846 6566.

27 Days to go until 'Nutritional Values'

In 27 days time the 5th New Zealand and Australian Avocado Growers' Conference will be

taking place in Tauranga in the North Island of New Zealand. If you have not registered to attend the New Zealand we recommend that you do. Apart from being one of this year's best chances to hear from avocado experts from around the world, Nutritional Values will be an excellent networking opportunity for industry. [Click here](#) to view the current program. To go to the conference website to register online [click here](#).

Members Update

10th Avocados Australia Annual General Meeting

All voting members of Avocados Australia Limited are invited to attend the 10th Annual General Meeting (AGM) of Avocados Australia Limited to be held on Tuesday 8th October 2013. The meeting will take place at EJ Faulkhead Room, Mecure Mildura (120 Eighth Street), starts at 12.30pm and finishes at 1.30pm. For more information call 1300 303 971.

Avocados Australia Director Election 2013

The 2013 Avocados Australia Board election process has started. The nomination paperwork was posted out last Monday (5th August). This year six Board positions are available for grower members to stand. All members are encouraged to take part in the election process and encourage others to join. The election will be conducted as per the Avocados Australia Constitution - the full Constitution is found at www.avocado.org.au or you can contact us on 1300 303 971.

Marketing News

Australian Avocados Support Make-A-Wish® Australia with Coles this month

Australian Avocados is proudly supporting Coles during their August Avocado Month to raise funds for Make-a-Wish Australia. During the month of August, Coles will be donating \$100,000 to Make-A-Wish® through the sales of Aussie Avocados. This money will go towards helping make the wishes of children suffering from life-threatening medical conditions come true.

Make-A-Wish® Australia has granted over 7,000 wishes to Australian children with life threatening medical conditions since 1985. Granting the wish for a child with a life-threatening medical condition not only puts a smile on the child's face but also has a significant impact on their physical, mental and emotional health and well-being.

Over the course of the month, Australian Avocados will be contributing to an extensive in-store sampling program to help activate the promotion Coles stores. Supported by specific point of sale material featuring Aussies Avocado Growers this campaign will reinforce that Australian Avocados are now in season. This activity is timed to boost sales of avocados during winter when purchasing is traditionally lower.

A second component is the opportunity for Australian Avocados to leverage this activity through the brands own digital media. The Make a Wish element provides strong and positive content that can be shared across Australian Avocados owned media audiences. The association will also be extended incrementally through linking the brands (Make a Wish - Coles - Australian Avocados) across mutual platforms for greater audience reach and promote increased purchasing for such a worthy cause. To see the Make-A-Wish® website [click here](#).

Industry News

Fonterra scare hits NZ exports

New Zealand's entire export industry has suffered from the contamination scare that prompted China to halt imports of milk powder made by Fonterra Cooperative Group, says Prime Minister John Key. Read more by [clicking here](#).

US Hass Avocado Board unveils nutrition-driven marketing platform

The Hass Avocado Board announced a new, multi-year, science-based, food and wellness education program. The "Love One Today" program will encourage Americans to include fresh

Hass avocados in everyday healthy eating plans. Read more by [clicking here](#).

Avocado: Not just for guacamole

When you think avocado, you automatically think guacamole, but the creamy, delicious avocado has myriad other uses, and all of them are delectable. 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.

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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