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13 November 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



Study Group Workshops

This is the new series of study group meetings organised by the Queensland Department of Agriculture and Fisheries (QDAF) following on from the successful series held between 2007 and 2010.

Upcoming workshops:

Tri State - Wednesday 25 November at the Robinvale Golf Club

Central NSW - Thursday 3 December at Stuarts Point Community Hall

South Queensland - Wednesday 9 December (venue to be advised)

Specific details and agendas will be sent to growers in those regions. The meeting minutes and presentation will be uploaded to the BPR after the event. The presentations for the North Queensland study group workshop are now available on the [BPR](#).

For more information about the study group workshops, please contact Simon Newett at simon.newett@daf.qld.gov.au.

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](#).

Marketing update**'Mash Up' wins at BEfest Award**

Australian Avocado's was awarded second place under the 'best use of a small budget' category for their social media campaign at this year's BEfest Awards. These awards recognise the best branded entertainment work being created across Australia and New Zealand. Avocado was pipped at the post by Boost Juice.



The 'Mash Up' series was developed to provide the Australian Avocado Facebook community with twelve unique video recipe ideas to inspire them to try new dishes and be creative with avocados. The ultimate intent of the campaign was to help drive additional avocado consumption.

[Click here](#) to check out the 'Mash Up' series.

Marketing Strategy Workshop

The current Australian Avocado three year Strategic Marketing Plan is coming to a close at the end of June 2016. The program has evolved over the past three years and the love for avocados is continually growing - with our key consumers (the Avocado Lovers and Enthusiasts) purchasing more avocados more frequently.

With the plan coming to a close, it is time to review what we have done over the past three years and redefine where we are going for the next three (commencing July 2016). To start the ball rolling, a number of industry representatives along with Hort Innovation and our agency partners will attend an advisory marketing workshop in Brisbane next week.

The session will look at the activities and results to date as well as looking at opportunities and ideas for the future. This is the first of a number of planning and consultative sessions and is an important exercise in setting the three year plan for avocado marketing and communications.

More information about the development of the plan will be provided in the next edition of Guacamole along with the latest campaign results.

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**Record-breaking year for Mexican avocados**

Despite having some rain early on in the season, the avocado industry in Mexico is expected to have a record-breaking year, with exports continuously expanding from Mexico to the U.S.

[Click here](#) to read more.

Ripe and ready: how 'evil geniuses' got us hooked on avocados

Think back to when you saw your first avocado. If you were born before the advent of Instagram, perhaps it was in the supermarket, exotic and dark and knobbly as a dragon's egg. [Click here](#) to read more.

Mission Produce Unveils New Website and Global Brand Identity Platform

Oxnard-based Mission Produce today announced that it has launched a new website, including a new URL: www.worldsfinestavocados.com. [Click here](#) to read more.

IG International launches pre packs for avocados

After the grand launch of the Avanza Avocados in the Indian market, IG International Pvt. Ltd. (IG) has now launched the prepacks for Hass Avocados from New Zealand exported by Avanza. The prepacks are packed and distributed by IG. [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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