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Friday, 13th of September 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.

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Grower Update



New Zealand and Australian Avocado Growers Conference finished yesterday

The 5th New Zealand and Australian Avocado Growers Conference finished yesterday and overall the event attracted around four hundred people. The speaker presentations covered a diverse range of topics. A summarised overview of the event will appear in the next edition of Talking Avocados along with articles from Australian growers who will provide their take on the conference's key highlights. Over four days members of the New Zealand and Australian avocado industries had a chance to share knowledge, see new and emerging technologies and generate business leads. Photographs taken over the four days will also appear in the magazine so stay tuned.

Australia's Avocado Industry leaders are coming to Mildura VIC

On **Tuesday the 8th of October** Avocados Australia will be presenting an **Avocado Industry Afternoon** to be held at the **Mecure in Mildura** (120 Eighth Street) and all Tristate avocado growers are invited to attend. All of Avocados Australia's (AAL's) Directors and the members

of the Avocado Industry Advisory Committee (IAC) will be there so Tristate growers will be presented with a rare opportunity to engage directly with Australia's Avocado Industry leaders.

The afternoon will include the 10th Annual General Meeting of AAL (providing members with an update on AAL activities); the Avocado Industry Annual Levy Payers' Meeting (providing an overview of the avocado R&D program and the new marketing strategy), and an informative session featuring guest speakers Simon Newett (Principal Extension Horticulturalist at Queensland Department of Fisheries and Forestry (QDAFF)) and local agronomist Lisa Martin (Senior Consultant of Ripe Horticulture). The event starts at 12.30pm and ends at 4.30pm. Complimentary refreshments will be provided.

The presentations from Simon Newett and Lisa Martin are just a taste of what Tristate growers can expect of Avocados Australia's Tristate Qualicado Workshop that is scheduled to follow in November. More information about the Tristate Qualicado Workshop is coming soon.

For more information about the Avocado Industry Afternoon contact AAL on 07 3846 6566 or email admin@avocado.org.au.

Qualicado presentations now available from BPR

At the recent Qualicado workshop in North Queensland a range of presentations were made including fruit spotting bug research, controlling fruit size and optimising phosphorous acid applications. If you would like to view these power point presentations please log on to the [Best Practice Resource \(BPR\)](#). Once logged in, click on Growing, Qualicado, North Queensland. For more information about Qualicado please see the Qualicado page on the BPR or [click here](#).

Want to do your bit to improve fruit quality?

Qualicado is a program which has been established by Avocados Australia in collaboration with Queensland Department of Agriculture, Fisheries and Forestry (QDAFF) which 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. Australian avocado growers can start participating in this program by completing a short self-assessment of their on farm practices and sending the assessment results back to Avocados Australia, anonymously if preferred. The assessment is designed to help grower's identify areas for improvement. The results are also useful to Avocados Australia as they will help to identify areas where more information or research may be needed. For more information and to access the self-assessment template please log onto the [Best Practice Resource \(BPR\)](#), click on Growing, and then "Qualicado".

Infocado reports still being published

The Weekly Infocado Reports will continue to be published as usual during the 5th NZ & Australian Avocado Growers' Conference. If you will be attending the conference please arrange for your data to be submitted before you go or have someone else in the office submit it for you. If you have any concerns or questions please contact Avocados Australia on infocado@avocado.org.au or 07 3846 6566.

Free iPad still up for grabs!

All growers who submit their OrchardInfo data for 2012 by 30 September will be eligible to go in the draw to win a new iPad. Don't miss out - send your information back to the Avocados Australia office. All data is confidential and will only be published in aggregated reports. 2011 OrchardInfo reports will shortly be published to all growers who contributed data for that season. For more information please contact Avocados Australia on infocado@avocado.org.au or 07 3846 6566.

Just 17 days left to enter your photo into our Magazine Cover Competition!

Send a photo to Avocados Australia that captures the spirit of the Australian Spring avocado season and your image 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). Email a low-resolution jpeg of your entry to co@avocado.org.au. If your photo is picked as the winner you will need to then provide us with a high resolution version. Deadline for entries is just five weeks away - **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

Farmer Dies - Make Workplace Health and Safety your Priority!

Workplace Health and Safety Queensland (WHSQ) were recently investigating a fatal incident that occurred last month in Central Queensland. A farmer died when the end loader he was driving failed to negotiate a bend on the road, slid down an embankment, then rolled over and crushed the operator.

WHSQ sent out an "eSAFE incident alert" directing employers to the current code of practice for using plant, machinery and equipment. Avocados Australia encourages all our growers and their workers to think of their safety and best practice first when using plant, machinery and equipment on the farm. Safety should be everyone's priority and the recent fatality is a sad way to remind us all of this.

To seek reliable information about workplace health and safety a good starting point is the Safe Work Australia website [click here](#) to access their webpage, then select your state or territory. You will find information on ways to manage WHS and safety risks via the Codes of Practice plus the contact details for your regulator in your region.

Marketing News

Australian Avocados - Why wait when there's breakfast?

Over the next three months Australian Avocados marketing activity will be focused on breakfast as an opportunity to grow avocado usage. By targeting avocado lovers, our heaviest consumers, with a tactical breakfast message we aim to grow awareness and usage of avocados as a great weekday breakfast alternative.

The opportunity for breakfast was revealed in the Project Accelerator consumer research that identified only 26% of Avocado Lovers nominated breakfast as one of their top two usage occasions. Whilst this is higher than the average of all avocado users at only 16% there is a significant opportunity to encourage our heaviest consumers to consider avocados for breakfast more often. Research tells us that consumers are more likely to enjoy avocados with breakfast on the weekend but our objective is to encourage usage specifically during the week.

The creative idea behind this tactical campaign is "why wait when there's breakfast". This call to action is designed to tap into the consumers love and anticipation for avocados and challenges consumers who wait until lunchtime to have avocados. The campaign will be a single minded advertising message integrated across magazine, digital and social media channels targeted to our avocado lovers. The magazine advertising in food titles will position avocados as an ideal breakfast partner to toast featuring simple great tasting options either with tomato, vegemite or on its own. This will also be supported by extended magazine editorial support to reinforce the message. Digital on-line advertising will bring immediacy to the campaign with time targeted advertising on digital sites most viewed at breakfast time typically news related. Social media will also play an important role in extending the conversation and tapping into what consumers are doing day to day. An additional boost to the social media element will be a work place activation strategy. Through the recruitment of brand advocates we are aiming to bring the breakfast conversation into the workplace whereby brand advocates will organise avocado breakfasts in their workplaces.

Overall this tactical campaign aims to evolve the brand into an occasion based strategy rather

than just offering versatility solutions. It encourages behaviour amongst the strongest target market and will start to deliver against the strategic marketing plan objectives to grow the proportion of avocado Lovers.

Industry News

Mexico: Avocado exports increased by more than 33%

Mexican avocado exports during the 2012-2013 cycle increased by more than 33 percent compared to the previous cycle, from 464,000 to 643,000 tonnes, representing more than \$1,200 million dollars in income. Read more by [clicking here](#).

U.S. tests experimental foam to take on avocado tree pest

A foam originally used to destroy termites is now under evaluation by U.S. scientists for use in combating a pest that threatens the country's US\$322 million avocado crop. Read more by [clicking here](#).

UK: World's largest avocado recently went on sale

Called "Avozilla", it is thought to be the world's largest avocado, and it comes from just four trees grown by one of the world's biggest suppliers of avocados in South Africa. Read more by [clicking here](#).

Technology to make food last longer

CSIRO researchers at the organisation's food processing site at Werribee, west of Melbourne, are working with new technology to extend the shelf life of chilled products and reduce food waste. Read more by [clicking here](#).

Avocados becoming popular in Desserts

Avocados are being used in desserts since they offer not only a mellow flavor that allows other flavors to stand out but also for its smooth, thick consistency. Read more by [clicking here](#).

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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