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Tuesday, 15 April 2014

The latest industry news at your fingertips

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

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Grower Update



Southern QLD Growers & Packers - Qualicado Workshop 8 May!

Avocado growers and packers based in and around the Southern Queensland growing region are invited to attend the **South Queensland Qualicado Workshop** happening on **Thursday 8 May** at **213 Mt Binga Rd, Mt Binga** (via Blackbutt) QLD. Avocados Australia would like to thank local avocado growers Barry and Michelle Trousdell for kindly offering to host this workshop.

Topics to be covered on the day include: Integrated Phytophthora & Disease Management, Irregular Bearing & Management Practices, Canopy Management & Usage of Growth Regulants, and Handling and Ripening (What you can do to minimise risk). Overviews about the Qualicado program, the online Best Practice Resource, and the supply chain program will be provided by Avocados Australia's John Tyas and Nathan Symonds. The presentations will be followed by an orchard walk.

[Click here](#) to view the program.

Those interested in attending can **RSVP** by contacting Nathan Symonds on **07 3846 6566** or supplychain@avocado.org.au before **close of business Monday 5 May 2014**.

Qualicado Workshop is a hit with Growers

A strong turn out of growers, packers and other members of the avocado industry attended the **Tamborine Northern Rivers Qualicado Workshop** that was held on **Thursday 3 April** at the **Culross orchard near Kyogle NSW**. As many of you are aware, this event is part of Avocados Australia's Qualicado extension event series that is being rolled-out nationally to all eight growing regions across Australia.

At the Tamborine Northern Rivers Qualicado Workshop growers, packers and other members of the avocado industry heard from a number of researchers and consultants on a range of topics including: avocado handling and ripening in the supply chain (Terry Campbell, QDAFF), integrated Phytophthora management (Liz Dann, QAAFI), nutrition for healthy avocados (Graeme Thomas, consultant) and canopy management (John Leonardi, consultant). Avocados Australia's John Tyas and Nathan Symonds provided overviews about the Qualicado program, the online Best Practice Resource, and the supply chain program. An orchard walk followed.

One grower, who traveled a considerable distance in order to attend this event, said it was both useful and of value. Another grower provided this feedback "*Well conducted, worth traveling for, thoughtful of our needs, to be strongly recommended*".

Avocados Australia would like to thank Jon and Chris Culross for kindly supporting the event and allowing us the use of their shed for the day.

Six more Qualicado Workshops are planned between now and the end of September. Refer to our date claimers below and mark the date in your calendar. Event updates will keep you posted with the details!

DATE CLAIMERS!

Events for Growers and Packers:

South Queensland Qualicado Workshop - 08/05/14
 Central New South Wales Qualicado Workshop - 11/06/14
 Western Australia Qualicado Workshop - 24/7/14
 Central Queensland Qualicado Workshop - 11/9/14

Events for Wholesalers, Ripeners & Transporters:

Adelaide Qualicado Workshop - 22/05/14
 Perth Qualicado Workshop - 23/7/14

Lead your industry into the Future!

Applications are now open for the HAL funded leadership program, **Horticulture - The Next Generation**. This is the second round of this program, the first of which was very successful. Avocados Australia strongly encourages avocado levy payers to apply. Only 25 places are available to business leaders from across the industry. This program is for business owners and managers of levy paying businesses who are responsible for managing staff, achieving business growth and have a passion for the industry and its future.

Apply by 5pm 30 April 2014. [Click here](#) to download the application form. Applicants will be shortlisted based on the quality of their application and reviewed by an Industry Reference Group. Successful applicants will be notified in mid-May 2014.

[Click here](#) to view the Horticulture Next Generation Flyer or for more information [click here](#) to go to their website.

Farmoz - Methidathion Product Supply Notice

Farmoz has sent out a Product Supply Notice in regard its product Suprathion (methidathion). According to the notice replacement stock of Suprathion will not be available for the foreseeable future due to the unexpected closure of a "technical manufacturing facility". Apparently there is no alternative methidathion product manufactured or sold in Australia currently. To access the Product Supply Update letter [click here](#). [Click here](#) to view the Farmoz label.

Permit 12450 for the use of Trichlorfon extended!

Permit12450 that allows for the use of the insecticide Trichlorfon (a.k.a Dipterex 500 SL, Nufarm Lepidex 500, plus other registered products) for the control of Queensland Fruit Fly (*Bactrocera tryon*) and Mediterranean Fruit Fly (*Ceratitidis capitata*) has been extended by the Australian Pesticides and Veterinary Medicines Authority (APVMA) to **31 May 2016**. Growcom is the permit holder of PERMIT12450 which was issued on 6 October 2011 - [click here](#) to view the details.

Marketing Update

Australian consumers will 'Love that Avocado Feeling' from W/C 27 April



The new Australian Avocados television campaign will be launching on national television in the week commencing 27 April 2014. Timed to new season fruit availability this launch will feature the new 30 second and 15 second commercials delivered through a more concentrated approach to media activity. It will also be supported by a reinvigorated website and supporting social media activity.

New Television Commercial

A new catchy and entertaining television commercial will be the centre piece of Australian Avocados marketing activity this season. The idea behind this new 30 second commercial came from the research insight that that consumers experience an emotional lift when they think of using avocados and what it brings to their dishes. This moment is captured in the campaign line “Love that avocado feeling”.

This is an original TV commercial that shows people living their everyday lives when suddenly, they happen to see a “trigger” that looks like an avocado. It brings out their avocado feeling. The end result is a television commercial with great production values and highly likable characters and performances. It features a hero avocado heart twist as the campaign device, and a catchy, memorable music track.

Creating the television commercial has been an extended process that has involved significant investment in consumer research and creative testing to ensure that the new creative idea resonates with consumers. The foundations of this direction were the consumer insights gained from the Project Accelerator research (October 2012) which identified the core strategy around building an “emotional” connection with consumers. On viewing the final commercial 67% of avocado consumers indicated it made them want to eat more avocados.

To pre-view the new Australian Avocados 30 second television commercial please [click here](#).

New Concentrated Media Strategy Plan

To maximise the industry's investment in this new commercial a comprehensive national television advertising campaign including metro and regional advertising on free to air channels will reach 65% of avocado consumers a minimum of 3 times. The media strategy will deliver more heavily concentrated bursts of advertising and be timed to seasonal fruit availability. This will also be supported digitally on-line targeting catch-up television as featured pre-rolls on key video sites as well as subscription TV.

The launch timing of week commencing 27 April ensures consumers (main grocery buyers) are back into their routines after the Easter and school holiday breaks. This is a more effective media time when TV audience ratings recover against core programming. The media launch will feature 4 consecutive weeks of the 30 second commercial to build the brand message which will be reinforced by the 15 second commercial for another 3 weeks. The 15 second commercial provides cost effective frequency which means target consumers will see the commercial more often.

To pre-view the new Australian Avocados 15 second television commercial please [click here](#).

New Look Australian Avocado Website

The launch of the new television campaign is also an ideal opportunity to launch a refresh of the Australian Avocados website. From week commencing 27 April the consumer website will feature new device response technology and design changes will provide improved page navigation and search functionality from any mobile or desk top device. With over 15,000 unique visitors a month these changes are aimed at providing a better overall user experience for consumers.

More detailed information about the marketing campaign will appear in the next issue of Talking Avocados magazine (see the Marketing Update section). For now, to view the Media Summary and Schedule please [click here](#).

Dry Matter Testing - 24 March results now online

As the month of April has rolled round once again **Dry Matter sampling** has continued to be monitored out of the Sydney markets with good mature fruit being seen passing through. You can [click here](#) to see the **24 March Dry Matters results** on our **Maturity Monitoring webpage**. As you would expect, a large portion of the fruit tested in February and March has been Shepard avocado from North Queensland and Central Queensland (Graph 1 & 2). If you look at the Maturity Monitoring webpage you will find the two graphs (for CQ Shepard and NQ Shepard) showing the averages have all been above industry standard. Growers are to be commended for their efforts in keeping with best management practices, as this will contribute towards increasing consumer demand. The "Proportion of Fruit Tested for each Dry Matter Interval" table shows that much of the fruit fell into levels that meet industry standard.

Best Practice Resource Users - Qualicado Presentations

Copies of the presentations that were delivered at the recent Qualicado workshops held in the Sunshine Coast and Tamborine Northern Rivers growing regions can now be accessed online by logging on to the Best Practice Resource (BPR).

To access the presentations just login to the BPR. Move your cursor over the "Latest Articles" items and click on "Tamborine Northern Rivers" or "Sunshine Coast". This will bring you to a page that lists all of the presentations.

If you are a grower/packer/wholesaler/riper/transporter/exporter and you haven't applied to access the Best Practice Resource apply for access now! [Click here](#), then click on "Apply for access" and complete the online form.

Industry News

California Avocado Launches On-fruit Branding Program

The California Avocado Commission (CAC) has launched an on-fruit branding program that will clearly identify California avocados as from California and provide close linkage to CAC's marketing campaign. Several avocado handlers will be applying the new California avocado labels to their fruit this season. Read more by [clicking here](#).

NZ: Ambitious plan to lift avocado output, profit

The Avocado Industry Council and the Ministry for Primary Industries (MPI) are negotiating a

contract to initiate a five-year partnership program called Go Global. Read more by [clicking here](#).

Italy: Firmness tester for avocados

Classic firmness testers are not enough for tomatoes, cherries or avocados, so TR Turoni created a hardness tester to determine the best harvesting period. [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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