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## News

**Guacamole E-Newsletter 17 Dec 2012 - 28/12/2012 - 17/12/2012**

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## The latest industry news at your fingertips

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

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

In this issue, make sure to check out:

[Expressions of Interest – Avocado Industry Advisory Committee](#)  
[New R&D and market monitoring reports available on the Avocado Online Reports Centre](#)  
[New ripening technology gets produce market ready faster](#)

## Grower Update



### Expressions of Interest – Avocado Industry Advisory Committee

Horticulture Australia Limited (HAL) and Avocados Australia Limited (AAL) invite expressions of interest for the Avocado Industry Advisory Committee (IAC).

IACs are established under HAL's constitution for each industry sector with a statutory levy with annual income exceeding \$150,000 per annum. IACs are the mechanism by which industry provides direct advisory input into the programs managed by HAL and are extremely important in capturing the expertise required to shape industry investment in line with the industry's strategic investment plan (SIP).

IACs advise and recommend investments to HAL. The IAC philosophy is to focus on outcomes from the investment of avocado levies and Australian Government matching funds in response to industry's needs.

AAL is currently negotiating a proposed structure for the IAC with HAL and the result of such negotiations will be communicated to industry in early 2013.

For more information please [click here](#).

### New Project: Leadership Development Plan for the Avocado Industry

In the Australian Avocado Industry Strategic Plan 2010 -2015, the industry articulated the need to provide stewardship for industry and achieve optimal outcomes for its stakeholders. This project aims to provide the decision making framework for the industry to achieve Strategy 3.1 Develop industry leadership and capacity to secure long term sound stewardship of the Australian avocado industry. The project will identify the leadership needs of people in businesses and organisations at all levels of the avocado industry and provide a Leadership Development Plan to address those needs and assist the industry in planning future leadership activities. Diane Fullelove is assisting industry to develop this plan and will be contacting a number of industry members to seek their input over the next few weeks.

### Orchard Info

Western Australian growers will be receiving their latest OrchardInfo forms to complete in the coming weeks. The OrchardInfo program is designed to collect orchard information about tree numbers, tree age, varieties, rootstocks and overall production. This aggregated data is a valuable tool for the industry to use to

estimate long term crop production, as well as for businesses to have a better understanding of tree numbers and varieties in their local area. We strongly encourage you to fill out the forms to the best of your ability and return them to us as the more people who participate the more accurate the reporting will be. For more information please contact Julie Petty on 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

### **New R&D and market monitoring reports available on the Avocado Online Reports Centre**

The Avocado Online Reports Centre is a useful communication tool as it offers users easy access to up-to-date R&D final reports, marketing final reports, industry annual reports, market monitoring reports from Nielsen, and avocado study group minutes.

#### R&D Reports

Read the latest Across Industry Reports to be uploaded:

#### AH11005 - Horticulture Environmental Desk Audit

The primary aim of this environmental investment audit was to provide a review of all research, development and extension (RD&E) projects with a predominant focus on environmental management funded by Horticulture Australia Limited (HAL) between 1 July 2005 and 30 November 2011. The audit was commissioned in order to document the level of investment in environmentally focused RD&E for the seven year period. It will highlight the environmental management issues of greatest concern to the horticultural industry and identify gaps and future priorities in the environmental RD&E portfolio.

#### AH11006 - Carbon Amelioration in Horticulture

Biochar is a new, high-carbon soil amendment that has shown promise in improving soil properties and increasing yields in crops around the world. Biochar is created by heating organic biomass, such as chipped tree prunings, garden waste, chicken manure, rice husks and other agricultural by-products at high temperatures and with no oxygen. Preliminary research into biochar application to soil has found improvements to soil structure, fertiliser and water efficiency. Biochar increases soil carbon immediately after addition, and studies have estimated that biochar will remain in soil for hundreds of years.

#### Market Monitoring Reports

The Nielsen Company produces monthly Brand Health Reports for the avocado category. Nielsen Homescan data is used to track a number of things including:

How many households are buying avocados, how many they are buying and how often    Share of trade between Woolworths, Coles and other store types  
Avocado purchase demographics

#### How do I access this information?

All levy paying growers on the Avocados Australia database are issued with a username and password to access our Online Reports Centre via 'Services Login' on the industry website. For queries about usernames and passwords please contact Amanda Madden on [admin2@avocado.org.au](mailto:admin2@avocado.org.au) or on 07 3846 6566. To log on now please [click here](#).

## Industry Update

### **Infocado continuing over the Christmas break**

The Avocados Australia office will be closing from 2pm 21 December 2012 and reopening at 8am 7 January 2013. Infocado reports will be produced as usual over this time period so please make allowances for this when scheduling time off within your businesses. Should you have any questions or concerns over the Christmas break with submitting your data, please contact Julie Petty on 0458 004 198 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

### **Best Practice Resource**

As previously reported, Avocados Australia has been developing an online, interactive system which will house all materials and information relating to best recommended practices for all sectors of the supply chain. It is designed to be a 'one stop shop' with training modules for staff and key reference materials available at the click of a button. The system will allow you as the employer to assign training modules for your staff to complete and will allow you to track their progress through their training. This is an exciting new tool for the industry to use to improve their avocado handling practices and thus improve or maintain fruit quality. Should you have any questions please contact Julie Petty on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au)

### **Seasonal Forecasts for review**

All packhouses should now have received their last seasonal forecast for review. If you could please review and submit these forecasts by the end of December that will allow the Infocado Team to get the January Quarterly Report out as soon as possible in the New Year. Please be sure to take fruit size and maturity into account with reviewing your forecast, particularly if you are starting your 2013 season soon. Preparation has already begun for the January Quarterly Report with the establishment of regional committees in each growing region to make estimates for Infocado non-contributors in their area. This advice will be used when calculating the factor applied to each region. For more information please contact Julie Petty on 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

## Marketing Update

*The information in Guacamole's marketing update are extracts from the 'What is Happening in October 2012? Australian Avocados Marketing Program Update' E-newsletter. If you would like to read this newsletter in full please [click here](#).*

### **Nutrition and Educating Health Professionals**

The construction of a new section of the Australian Avocados website got under way in October. The new health professional section of the website will include a comprehensive section on avocado health research. Our resident expert Lisa Yates was recently invited to attend a seminar on the progress of the interpretative Front of Pack Labeling (FOPL) system the Australian Government requested to have in place by December 2012. Discussions at the seminar included the effects a FOPL system would have on whole foods such as nuts and avocado, and whether single ingredient foods even need to have this information on the pack. We were told the December 2012 deadline was unlikely to be met and the middle of 2013 is now a more realistic time frame.

## Member Update

### **Promote your membership**

TMember logos are now available to all Avocados Australia members. The logos can be used in your email signature, on your website, or in your printed marketing material. If you would like to promote your support of the Australian avocado industry please contact Avocados Australia on 07 3846 6566 or email [admin2@avocado.org.au](mailto:admin2@avocado.org.au) today.

## Industry News

### **Japan approves market entry for Peruvian avocados**

Peruvian Hass avocados will be allowed into the Japanese market without cold treatment next year with the expectation exports will reach US\$2 million, website Andina.com.pe reported. To read the full article please [click here](#).

### **New ripening technology gets produce market ready faster**

Researchers at the University of Queensland have developed a revolutionary new approach to fruit ripening. A research team has developed a way in which to encapsulate ethylene gas into powder. Just a small amount of the resultant product is capable of ripening large quantities of fruit during transit, shortening the time produce spends in the supply chain and reducing costs. To read the full article please [click 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.**

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