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## News

**Guacamole E-Newsletter 17 May 2012 - 17/05/2012**

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### 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.

Guacamole is separated into two sections: [Industry Communication](#) and [Industry News](#).

Industry Communication provides a snapshot of the recent news and information directly sent out by Avocados Australia. This includes [Industry Updates](#), [Grower Updates](#), [Member Updates](#) and industry [Media Releases](#). Please note that not all grower and member updates will be included in Guacamole.

[Industry News](#) provides a range of the latest media coverage on industry issues; this includes news articles, radio clippings and tv broadcasts.

## Industry Communication

### INDUSTRY UPDATES

#### John Tyas takes up position as Avocados Australia CEO

Last week, Mr John Tyas began his new role as Chief Executive Officer of Avocados Australia. In announcing his appointment Avocados Australia Chairman Mr Jim Kochi said, "John has had a long association with avocados, he knows and understands the industry very well and we are confident in his ability to guide our growing industry."

John has more than 20 years experience working in the horticultural industry. For the past 11 years he has worked for Horticulture Australia Limited (HAL) as Industry Services Manager for a range of tropical fruit industries, responsible for managing the HAL relationship with such member industries and overseeing the levy investment programs.

John worked for the Horticultural Research and Development Corporation managing various research and development (R&D) portfolios prior to its merger with the Australian Horticultural Corporation to form HAL. Previous roles include managing R&D levy programs for Queensland Fruit and Vegetable Growers and working for Queensland DPI as an Extension Horticulturist.

To the role of Avocados Australia CEO he brings a strong background in strategic planning, R&D and marketing program development, and investment management. John also has hands on experience as a fruit grower on his family farm at Narangba.

"The Australian avocado industry aspires to be a growing, progressive, profitable and sustainable industry, in addition to being a leader in product, supply chain and industry development innovation," said John.

Over the last ten years Avocados Australia, as the peak industry body for the Australian avocado industry, has provided strong stewardship and positioned the industry as a leader within the horticultural industry. "It is imperative that our achievements to date are built upon and industry stakeholders continue to realise and value the benefits that Avocados Australia can deliver on behalf of the industry," said John. "We have a strong team at Avocados Australia, and a wealth of knowledge within the industry, all of which will influence my strategy going forward."

## Join the Australia Fresh Pavilion!

### China World Fruit & Vegetable Trade Fair 2012

When: 9-11 November 2012

Where: China National Convention Center - Beijing, China

Showcase your products at the Australia Fresh Pavilion where special entry permits will be provided for products that have no formal trade access into China. For more information please [click here](#).

### FruVeg Expo 2012

When: 15-17 November 2012

Where: Shanghai World Expo, Exhibition & Convention Center - Shanghai, China

Develop and expand your business in China and be part of the Australia Fresh Pavilion where Chinese buyers will converge in search of Australian fresh produce suppliers. For more information please [click here](#).

*China FVF and FruVeg Expo are scheduled within a few days apart, we encourage participation in both shows to cover the major fresh produce shows in Northern China.*

## Foodservice Chef Training Classes in growing export markets

A new project has commenced that will educate at least 250 chefs and key purchasers in the food service sector in Hong Kong, Singapore and Malaysia about Australian avocados. Through educating this sector about Australian avocados we hope to improve their knowledge of how to use avocados in their menus that, in turn, will lead to increased consumer education and understanding of how the fruit can be used in many different ways.

Industry members are invited to attend these training sessions, but will be required to meet their own travel costs. For more information please [click here](#).

## Australian Avocados Marketing Program Update

### Australian Avocados print, TV commercials and digital advertising

Our 60 second television ads will run across the lifestyle network (Food, Home and YOU) throughout all of May. TV programming will range across Jamie's 30 Minute Meals, Good Chef Bad Chef, Come Dine with Me, Cake Boss, Secrets of a Restaurant Chef and Mexican Food Made Simple.

As far as digital activity is concerned, we continue to run our advertorial page with Taste.com.au. Taste is Australia's most popular food website; with an audience of over 1.72 million each month and over 23,000 recipes.

To visit Taste.com.au please [click here](#).

### Australian Avocados Facebook Page

As at the 9th May 2012, the Facebook page:

Had 11,314 page likes

Was the 3rd highest referrer of traffic to the consumer website

The recipe booklet competition, 'The Great Aussie Avo Recipe Project', will be running in May. Facebook users will submit recipes and the winning recipes will be featured in the industry's annual recipe booklet.

To view the Australian Avocados Facebook page please [click here](#).

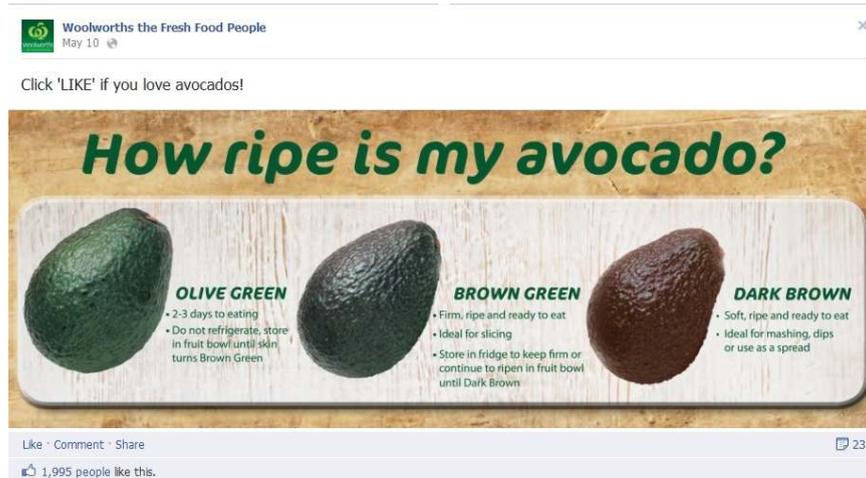


## Retail Activities

There have been several meetings held with retailers to get them onboard and run a variety of activities to support Australian growers and push Australian avocados this season.

On May 7, Woolworths posted on their Facebook page the Australian Avocados 'Chocolate Avocado Mousse' recipe as their Recipe of the Week. On May 10 they made a post to talk about our Avocado Colour and Ripeness Chart (see below). Woolworths Facebook page has over 169,000 connections.

To view the Woolworths Facebook page [click here](#).



Woolworths has also provided further support by featuring avocado grower John Walsh from Simpsons Farms on their website. The article can be found on the 'Meet our Growers' page of the Woolworths website and talks about the versatility of avocados and encourages consumers to try avocados in different meals.

To view the Woolworths 'Meet our Growers' website page please [click here](#).

The information in Guacamole's marketing update has been extracted from the Australian Avocados Marketing Program Update: May 2012; a monthly marketing e-newsletter. If you would like to read this newsletter in full please [click here](#).

## Have your say on the Avocado Marketing Program

The independent review of the HAL funded avocado marketing program is underway and the Avocado IAC agreed to appoint research and consulting firm Review Partners Pty Ltd to conduct it. As part of their consultation process, Review Partners has set up an online survey for growers and other industry participants. The survey covers a range of topics and gives you the chance to explain your views in detail.

The survey will remain active until Sunday 20 May and can be found at [www.reviewpartners.com/avocados](http://www.reviewpartners.com/avocados)

## PMA Fresh Connections: Unique opportunity for avocado growers, packers and marketers

PMA Fresh Connections organisers, together with Avocados Australia are encouraging avocado growers, packers and marketers to get to PMA Fresh Connections 2012 and make the most of a visit from one of the keynote speakers at this year's conference and trade show (Melbourne 26-28 June) - Dr Jan de Lyser, Vice President Marketing for the California Avocado Commission (CAC), US Produce Marketer of the Year 2011 and PMA Chair-elect.

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

## GROWER UPDATES

### Want to be seen in the next issue of Talking Avocados? Grower Profiles set to launch!

Talking Avocados are calling for Australian avocado growers from across Australia to feature in a series of Grower Profiles. If you are interested please visit the 'Talking Avocados' page of the industry website and download the Grower Profile Form. Once the form is completed all you need to do is submit the form with a recent photo of yourself to the Avocados Australia office via email to [co@avocado.org.au](mailto:co@avocado.org.au) or fax to 07 3846 6577.

To download the Grower Profile Form today please [click here](#).

## OrchardInfo

Within the coming months all Australian growers will be receiving via post and email copies of the 2010/2011 season OrchardInfo forms to update. These forms will be out to each growing region as their season finishes.

The forms are used to collect orchard information including tree numbers, tree age, varieties, rootstocks and overall production. Once collated, this information will give individuals and the industry a clear understanding of how many trees of different ages are in the ground and therefore provide the information necessary to generate long term forecasts for the industry. It will also give individuals a good idea of what varieties are being grown and where.

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)

### Addressing a common misunderstanding when it comes to membership

As the peak industry body for the Australian avocado industry, Avocados Australia is proud to represent the interests of all Australian avocado growers, but did you know that we are a 'not-for-profit' membership-based organisation?

There is a common misunderstanding that if you are an Australian avocado grower and you pay an avocado levy then you are automatically a member. This is not the case, to become a member you need to complete a quick and easy membership process.

As a grower member you have the right to vote for your 'Growing Area' Director, allowing you to have your say about the direction of R&D and marketing, attend grower field days and industry conferences, as well as receive member only communications.

We have worked hard to provide our members with services that have tangible benefits, such as providing retail price information and dry matter testing results; collecting and reporting crop flow data via Infocado; and developing strategies to increase the use of avocados in the food service sector, as well as help exporters to access new markets.

Supporting your industry is important now more than ever. It is only through our members, not industry levies, that we are able to lobby Federal and State governments to protect your business from bio-security issues, as well fight the prospect of imports.

If you have any queries, please do not hesitate to call the Avocados Australia Office on 07 3846 6566. To download a Membership Form please [click here](#).

**Not a member of Avocados Australia?** If you are a commercial avocado grower you are entitled to a free subscription to Talking Avocados, the industry's quarterly magazine. Contact Avocados Australia today to arrange your free subscription.



### MEMBER UPDATES

#### Avocados Australia member logos available

This Member 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 [admin@avocado.org.au](mailto:admin@avocado.org.au) today.



## Industry News

### With New research shows health benefits of avocado

Four scientific sessions (one symposium, one oral presentation and two poster sessions) revealing potential benefits of Hass avocado consumption on heart health, weight management, type 2 diabetes and healthy living will be presented at the American Society for Nutrition Scientific Sessions at Experimental Biology. To read the full article please [click here](#).

### 'Stop wasting your label messages', Cork urges growers

The majority of fresh produce packaging and labeling messages are production-focused and often state the obvious, without much thought into buyer preferences at the final point of sale where decisions are made. This was the argument put forth by Fresh Produce Marketing founder Lisa Cork at PMA Fresh Connections Chile last week, calling it a worldwide phenomenon. To read the full article please [click here](#).

### Woolworths says discounting behind sales slump

Woolworths says its quarterly sales results have been hit by weather and by price cutting. The supermarket giant says total sales saw a modest rise of 3.8 per cent in the third quarter of the financial year to nearly \$14.1 billion. Same-store sales at its Australian food and liquor operations were flat in the quarter. To read the full article please [click here](#).

### **Asian workers welcomed**

A recent report has shown the importance of overseas workers to Australian agriculture. In a report submitted to the Australia in the Asian Century white paper, KPMG consultants say Asian workers in particular will continue to provide a skilled workforce on fruit and vegetable farms. To read the full article please [click here](#).

### **Avocado oil linked to anti-ageing**

Avocado oil may have anti-ageing properties like those attributed to olive oil, say researchers. Fat pressed from the exotic fruit could be a potent weapon against conditions such as heart disease and cancer, it is claimed. 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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