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News

Guacamole E-Newsletter April 18 2012 - 18/04/2012

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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 named new Avocados Australia CEO

Last week, after an intensive selection process, the Avocados Australia Board appointed its new Chief Executive Officer Mr John Tyas, who will take up the role in early May.

"We are delighted to announce Mr John Tyas as the new CEO of Avocados Australia" said Avocados Australia Chairman Mr Jim Kochi, "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."

Mr Tyas 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.

Mr Tyas 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 grower on his family farm at Narangba.

"I have had a long involvement with the Australian avocado industry and look forward to joining Avocados Australia to build on the good work that has been done over many years," he said.

Mr Tyas will assume the role of CEO in a year that is predicted to produce one of the biggest avocado crops in the history of the Australian avocado industry.

"Avocado is a unique product which has a strong position in the market and has enjoyed significant consumption growth, particularly in the last ten years. It's a progressive industry with a bright future," he said.

Australia has the highest avocado consumption rate per capita than any other English speaking country in the world. Per person, Australian consumers eat around 2.7 kilograms of avocado a year - an amazing increase of more than 106% in the last decade. In the next four years the industry hopes to lift consumption even further with an ultimate goal of 5kg per person per year.

Foodservice Chef Training Classes in growing export markets

A new project is about to commence 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 television activity

Television is a powerful medium to build on the versatility platform and communicate the message to busy mums that avocados are a 'useful [and indispensable] ally in the kitchen'. Australian Avocados have partnered with the LifeStyle Network; Australia's only dedicated network focused on delivering women and families' entertainment and information. Partnering with Lifestyle channel, allows the industry to develop a deeper connection with mums by being part of their 'everyday' life.

In April, the avocado TVC (television commercial) can be seen across the Lifestyle channel network including Lifestyle YOU, HOME and the Lifestyle Channel; supported by the 60 second interstitials (very short-duration commercials inserted between two programs or ads of longer duration). Look out for the TVC during shows such as Masterchef, Come Dine With Me, Hell's Kitchen, Food Safari, Jamie's 30 Minute Meals.

Food Service Campaign

While they are loved by consumers, avocados have not been widely adopted by chefs and consequently have limited visibility on restaurant menus. To seize this potent opportunity, the 'Australian Avocados - Fresh Avocados Masterclass' program was developed with the objective to engage with the food service sector (restaurants, cafés, clubs, hotels, pubs) to increase the use of avocado on their menus.

Leading chef Victor Pisapia, of Victor's Food, runs some of the avocado chef training classes. The masterclass gives an introductory insight into the history, world usage, global production, types and nutritional benefits of avocados. Chefs are also given the 'Fresh Avocados Masterbook for Food Service', containing information on seasons, handling, storing, purchasing, myths and tips.

This month a chef training class will be held with Delaware North catering group at Melbourne Olympic Park. Delaware North operate at more than 30 locations in Australia. A food service EDM (electronic direct mail) will be also be sent to all the chefs in the Australian Avocados database.

Two new educational videos of training events held in Brisbane clubs and the ACT will be finalised, uploaded to YouTube and publicised via EDM and the Australian Avocados Food Service Twitter channel.

Keep an eye out for Club Life magazine which will have an editorial coverage on one of the avocado chef training classes held, as well as feature the industry's food service advert.

Australia Avocados Facebook activity

Australian Avocados have gone social with an Australian Avocados Facebook page, YouTube Channel and two Twitter accounts (one for Food Service and one to support the I Heart Foody Consumer PR campaign). The website has been updated with social buttons to promote the various social media channels.

In 2011 Australian Avocados shifted from one way to a two way dialogue; engaging the brand advocates through launching the industry's social media campaign. This activity spreads the brand's reach and can utilise brand advocates (high frequency buyers of the product) to reach out to other consumers who have a medium and low purchase frequency.

Social media also plays an important role when it comes to Search Engine Optimisation (SEO). The more channels Australian Avocados have online, the more opportunities the brand has for showing up in search engine results with these brand controlled touch-points

This month the Australian Avocados Facebook page will host a recipe booklet competition. This competition will generate new recipe ideas for the industry's annual recipe booklet.

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

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

New Australian Avocados Marketing E-newsletter set to launch!

This week, a new e-newsletter entirely devoted to outlining current Australian Avocados marketing activity will be launched. The e-newsletter will offer a brief overview to growers of all current marketing activity with links to more detailed information and explanations available on the Marketing page of the Avocados Australia website.

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 an easy three-step 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 visit the [Membership](#) page of the Avocados Australia website.

MEDIA RELEASES

Avocados appoint new CEO

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To read the full release please [click here](#).

Industry News

SAAGA adopts tactical approach to get more avos into SA kitchens

With locally grown avocados hitting market shelves a little earlier this year, the South African Avocado Growers' Association (SAAGA) will use the opportunity to encourage more South Africans to increase consumption of avos.

To read the full article please [click here](#).

Chilean avocado exports increases

According to information collected by FreshPlaza from a Chilean newspaper, the Asian continent was where most avocado was exported, with 140% increase, while Latin America fell by 20%. Europe also had a significant drop in volume, as result of the crisis and competition from Peru.

To read the full article please [click here](#).

Learn to manage your soil

A briefing on the revised Australian Standard for mulches, composts and soil conditioners will be held in Melbourne this week. Delivered by Angus Campbell from Recycle Organic Unit, it is aimed at compost producers, local government waste and facility managers.

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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