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News

Guacamole E-Newsletter 18 Jan 2013 - 1/2/2013 - 18/01/2013

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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](#).

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Grower Update



A message from the CEO

Happy New Year!

The staff and I at Avocados Australia hope everyone had a safe and enjoyable Christmas and we wish you all a happy and prosperous New Year.

Let's hope the avocado market continues to track the way it has been. Despite the steady supply during most of 2012, the market has continued to hold up and indications are that this can continue if the industry is disciplined with its marketing. The last thing we would want to see is immature fruit finding its way to the market as we all know that disappointed consumers can take some time to return.

We have an exciting year ahead with a number of new initiatives in the pipeline.

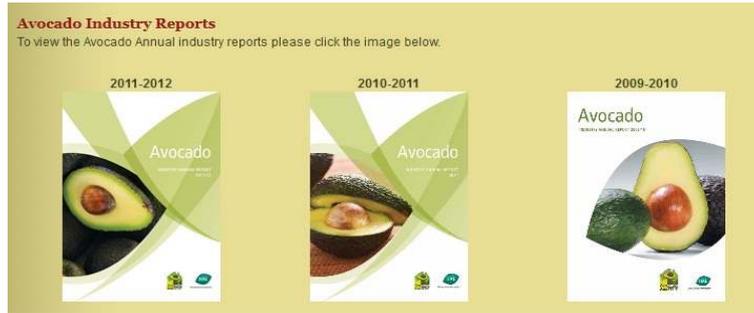
- The new Avocado Industry Advisory Committee (IAC) will be in place for its first meeting in February to agree on the Avocado Annual Investment Plan for 2013-14.
- A new marketing strategy will be finalised in the next few months to be rolled out from July.
- An Export Development Plan will be undertaken this year, including an analysis of the return on investment from export versus domestic market development.
- The new quality improvement and extension program kicks off in April in line with the recommendations developed at the planning workshop last October.
- A research and extension program addressing Irregular Bearing will be developed this year following the recommendations from the planning workshop in October last year.
- We have initiated a review of our communication program that will help guide our future communication activities with recommendation due by April.

As always, the team at Avocados Australia welcomes any feedback on the work that we are doing. If you would like to provide feedback please email admin@avocado.org.au

Australian Avocado Industry Annual Report 2011/12 now available online

The Australian Avocado Industry Annual Report for the 2011/12 financial year is now available on the industry website to view and/or download. The report provides an update on all levy funded R&D and marketing projects under the specific industry strategic objective it contributes to. In 2011/12 Improving disease

management such as Phytophthora Root Rot, and fruit quality issues were a focus of the R&D Program and the Marketing Program achieved excellent results, with more households increasing frequency of purchase and amount spent.



To view the Avocado Industry Annual Report 2011/12 now please [click here](#).
To view the Avocado Annual industry reports from 2005/06 to 2011/12 please [click here](#).

Orchard Info

Western Australian and Tristate growers would have received their latest OrchardInfo forms to complete late last year. In the coming weeks our office will be in touch with those grower's who's data hasn't been received as yet to provide assistance where possible. 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

Industry Update

WATCH IT NOW: The case of the bruised avocados

Do you want to know where in the supply chain avocado bruising is most likely occurring? And how bruises behave and develop over time? Well now we have some of the answers - with some exciting results! What we know already is that bruising is a major defect that affects a consumers intent to repeat purchase. What we didn't know was the incidence of bruising at each stage of the supply chain. We also didn't know if and how each sector of the supply chain is contributing to the bruising issue. To understand this issue, researchers at Department of Agriculture, Fisheries and Forestry (DAFF) and the University of Queensland's Centre for Advanced Imaging, along with industry stakeholders, undertook a project with the primary focus of reducing flesh bruising in ripening avocado fruit to deliver better quality fruit to consumers. The first phase of the project is now complete and a short video has been developed by Applied Horticultural Research to highlight it's results. To view the film please [click here](#).



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.

Read the latest R&D and across industry reports to be uploaded:

Avocado supply chain education materials Phase 2

This project was designed to expand on the work completed through AV08017. A series of new education materials were developed for the transport sector and for avocado harvesting. The existing avocado grade standards poster was also revised to include up to date information.

National bee pest surveillance workshop

This report summarises the outcomes of project MT11034 to hold a 2-day National Bee Pest Surveillance Workshop.

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 and Avocados Australia members 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 or on 07 3846 6566. To log on now please [click here](#).

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. The system will be made live shortly and training will be provided to assist you in using the site. Should you have any questions please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au

January Quarterly Report

Revised seasonal forecasts have now been received from most packhouses. If you haven't done so yet, could you please review and submit these forecasts as soon as possible. Once all the forecasts are in, the January Quarterly Report will be published as soon as possible. Please be sure to take fruit size, hot weather and maturity into account with reviewing your forecast, particularly if you are starting your 2013 season soon. Teleconferences have been held with regional committees in each growing region who have helped 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

Marketing Update

Marketing activity to build in the New Year

Australian Avocados marketing activity for summer will be back into full swing after a quiet January; a traditionally low rating media and viewing period. Avocado advertising recommences in mid February across all major media channels starting with a burst of media activity to build strong reach and frequency. Over the coming months Australian Avocados advertising will continue to be seen across free to air digital channels and targeted Pay TV channels, in selected national magazines and featured as targeted banner advertising on sponsored digital sites such as [Taste.com](#). This will be supported via our social media Facebook promotions and our celebrity nutritionist Zoe Binley Pullin providing topical content pushed out to our growing Facebook fan base and website database. The Food Service Program will be conducting a masterclass for Club Chefs in early February as well as advertising in food service publications.

Member Update

Promote your membership

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 today.

Industry News

Employers urged to protect workers from heat stress

Following the suspected heat related death of a Queensland worker near Roma last weekend, Workplace Health and Safety Queensland has urged employers to ensure their workers are not exposed to deadly heat stress. To read the full article please [click here](#).

Woollies agronomists get to work

Supermarket giant Woolworths will enlist the help of agronomists to select fresh produce. The expertise will also help the company choose suppliers in prime growing states Victoria and Queensland. To read the full article please [click here](#).

Weather app helps farmers reap and sow

As they swelter under the heatwave sweeping the nation this week, the country's farmers can at least take heart from a new app that provides localised information to help predict the likely weather pattern in their area. To read the full article please [click here](#).



100,000 fewer farmers in one generation

The number of farmers in Australia has fallen by 40 per cent in a single generation, according to data released by the Australian Bureau of Statistics (ABS). To read the full article please [click here](#).

Scientists to revolutionise fruit ripening control

Materials scientists from The University of Queensland are set to revolutionise the fresh fruit industry with a new technology that converts gases into a powder form. 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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