



[Home](#) | [About Us](#) | [Membership](#) | [Events](#) | [Growers](#) | [Services](#) | [News](#) | [Contact](#)

Friday, 18 July 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.

Make sure you check out:

[\\$500 Flight Centre voucher WINNER announced](#)
[WA Growers & Packers - RSVP now!](#)
[Perth Wholesalers & Provedores - RSVP now!](#)
[AAL Board and Avocado IAC met recently](#)
[Avocados Australia R&D Forum held on 19 June](#)
[PMA Australia+New Zealand Fresh Connections](#)
[Infocado Reports & Retail Prices](#)
[Online Report Centre - latest uploads!](#)
[Best Practice Resource - Fruit Grading](#)
[Australian Avocados Facebook Page launches a new video series](#)
[South African avocado variety 'Maluma' is spreading](#)
[Biosecurity Bill 2014 to be progressed](#)
[California having 3rd most severe drought on record](#)
[Chile signs Chinese agreement allowing avocado exports](#)

Grower Update



\$500 FlightCentre Voucher WINNER announced

Avocados Australia's Online Communications Survey closed on 4 July and the winner of the main incentive prize has now been drawn. AAL is pleased to announce that **Ivan Philpott from Childers QLD** is the winner of the \$500 travel voucher from FlightCentre. Ivan's name was drawn at random from the 127 respondents that took part in Avocados Australia's Online Communications Survey. Twenty Avocados Australia caps are also on their way to the first twenty people who responded to the survey and these recipients have all been advised by email.

A few of the key findings from AAL's Online Communications Survey will appear in an Industry Communications update article in the next issue of "Talking Avocados" magazine. Thank you to everyone that took part and shared their views. Once we have considered the recommendations from the review we will incorporate the findings into our future communication planning.

WA Growers & Packers - Workshop next THURSDAY!

Avocado growers and packers based in Western Australia are invited to attend the **Western Australian Qualicado Workshop** happening next **Thursday 24 July** at **313 Seven Day Road near Manjimup**. This free and informative workshop has been tailored to meet the needs of avocado growers and packers. Avocados Australia would like to thank local avocado grower Anthony Fontanini for kindly offering to host this workshop. The Qualicado workshops are extension events that are being rolled out across the country as part of Avocados Australia's [Qualicado program](#). Qualicado has been funded by Horticulture Australia Ltd using the national avocado levy and matched funds from the Australian Government. Our thanks also go to Birdwood Nursery for supporting the Qualicado program as a national sponsor.

[Click here](#) to view the **WA Qualicado Workshop** program.

Those interested in attending can **RSVP** now by contacting Nathan Symonds on **07 3846 6566** or supplychain@avocado.org.au before **Monday 21 July 2014**.

Perth-based Wholesalers & Providers - Workshop next WEDNESDAY!

Next Wednesday 23 July 2014 Avocados Australia is holding the **Perth Qualicado Workshop** an event for Perth-based avocado wholesalers, providers, ripeners and transporters. They can learn more about how avocado bruising occurs in the supply chain and find out ways to get the most shelf life from ripening and handling practices. This free informative event will be taking place at the **Perth Market Functions & Training Centre** (Market City, 280 Bannister Road in Canning Vale).

To view updates about the Qualicado Workshop events go to the Avocados Australia website (<http://industry.avocado.org.au>) and click on "Events" on the menu bar and then on "What's On". To view the event details online [click here](#).

To RSVP to attend contact Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au.

AAL Board and Avocado IAC met recently

The Avocados Australia Board met on Wednesday 18 June in Brisbane. This meeting was the first AAL Board meeting in which new WA Director, Neil Shenton, took part. Neil Shenton joins David Duncan as the second AAL Director representing the interests of avocado growers in Western Australia. WA growers wanting to contact their AAL Director representatives can refer to the contact details located on the AAL Industry Website - [click here to access](#).



Above, Neil Shenton, new AAL WA Director

Among the items on the agenda that was discussed during the Board meeting includes: the AAL Budget for 2014-15, the ANVAS review, the New Avocado Export Plan, and the Horticulture Australia Ltd Review.

The Avocado IAC that met on Friday 20 June considered the outcomes from the R&D Forum. An update on the 2013-14 marketing campaign was presented and plans for 2014-15 were discussed. In particular, timing of the media spend over the next six months was reviewed in light of the latest crop forecast. The committee also discussed the timing and potential process for developing a new avocado industry strategic plan next year.

Please read the "CEO's Report" in the next issue of Talking Avocados for further details on some of the items outlined above.

Avocados Australia R&D Forum held on 19 June

Thirty-four people attended the annual Avocado R&D Forum (a gathering that included Australian researchers, HAL staff, the AAL Board, staff, and IAC members). In the morning presentations covered the main avocado R&D projects currently underway. In the afternoon a draft avocado productivity R&D strategy was presented and discussed. The strategy includes proposed R&D and extension projects covering rootstock evaluation, pest and disease management, irregular bearing and crop nutrition. Industry and researchers also provided input to a Strategic Agrichemical Review Process (SARP) which prioritised the industry's requirements for crop protectants. Further updates on R&D projects will appear in AAL's email communications, on the Online Report Centre and a full summary of the R&D program in the next issue of Talking Avocados magazine.

PMA Australia+New Zealand Fresh Connections - 1,100 delegates

The 2014 PMA Australia+New Zealand Fresh connections conference and trade show attracted around 1,100 delegates to Auckland New Zealand from 25 to 26 June. These delegate numbers made it the largest PMA ANZ conference ever. It was the first time the event was held in NZ and was a fantastic event with excellent presentations covering topics such as innovation, market trends around the world particularly in Asia, understanding Chinese culture in negotiating, new technology such as robotics and digital, and much more.

Not many Australian avocado industry members attended so John Tyas CEO of Avocados Australia has provided a summary of some of the highlights and useful information that would be of interest to avocado industry members in the next issue of Talking Avocados magazine. Presentations can also be accessed online at:

<http://www.pmafreshconnections.com.au/pages/presentations.php>

Infocado Reports & Retail Prices

Infocado Reports and **Retail Prices** can be viewed from the Avocados Australia industry website. You can regularly access this information by going to the [Avocados Australia website](#). Glide your cursor over the maroon menu bar to "Services". Once there drag your mouse down the list or for quick access click on these links: "[Infocado](#)" and "[Retail Pricing](#)". Please note Infocado non-contributors only have access to delayed Infocado reports.

Online Report Centre - latest uploads!

Avocado levy payers and Avocados Australia members that have access to the **Online Report Centre** (located on the Avocados Australia website) can view and open electronic copies of Avocado-related Research & Development reports, Annual Reports, Market Data, Member notices and other useful documents. To view the recent uploads, and all of the above documents, [click here](#) to access the Online Report Centre and then enter your username and password to log in.

RECENT UPLOADS:

Under "Market Data"

- Export Market Intelligence Australian Avocado Exports January - March 2014

Under "R&D Reports"

- AH13032 Response to Agricultural Competitiveness White Paper

If you require assistance in accessing the Online Report Centre please email

co@avocado.org.au or call 1300 303 971.

Best Practice Resource - Guide to Fruit Grading

Did you know that the online Best Practice Resource (BPR) includes information about how best to pack and sort Australian avocados? In fact the information is presented in an easy to use poster with supportive points, just access the BPR.

HOW TO ACCESS:

Once you have logged on to the BPR move your cursor over the "Packhouse" menu option on the maroon menu and then scroll down to and click on "Fruit Grading". Once on the Fruit Grading page click on the "Article Resources", including the Australian Avocado Grading Guide and poster.

If you pack Australian avocados 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.

Marketing Update

Australian Avocados Facebook Page launches a new video series

Looking for quick, easy and delicious Australian Avocado recipes? Look no further! Warren Mendes has whipped up 6 different recipes for avocado lovers to try. The recipes will be launched and take the form of a series of 6 new videos that make avocados the hero of any eating occasion during the day: breakfast, morning snack, lunch, afternoon snack, dinner and dessert. Hosted by Warren Mendes, the well-known chef and editor at Delicious Magazine, his expertise and easy personality brings an engaging style to these new cooking episodes.

Why video? Video is the most shared content type online right now. It is also one of the fastest growth formats to engage audiences with. In creating a social strategy for Australian Avocados, we need to ensure that we're reaching and engaging our audience in a variety of different ways and with a mix of content that is relevant. This series was developed to take advantage of the growth in the video format and the viral nature of online video by encouraging our audience to "spread the word" by sharing our campaign. These videos are designed to be entertaining as well as educational and useful. Each video features an explanation on how to prepare an avocado recipe, and also includes tips and tricks on selecting, handling and storing Australian avocados.

The result is quick, snackable content that engages our audience and teaches them new and delicious ways to use Australian Avocados, without feeling like a recipe demonstration. Our goal is that consumers will see this as a reminder that Australian Avocados are not only delicious and nutritious but also able to be used at any time of day.

Over the next 6 weeks each video will be shared across Facebook and YouTube supported with a media campaign across Facebook to engage avocados lovers and enthusiasts, as well as current Facebook fans. This will push each video out through the Facebook newsfeed where consumers can watch them from their own Facebook feed.

Industry News

South African "Maluma" variety 'piggybacks' on Hass success

A relatively new South African avocado variety called 'Maluma' is spreading rapidly throughout the world and shows no signs of stopping any time soon thanks to its many desirable attributes.. Read more by [clicking here](#).

Biosecurity Bill 2014 to be progressed

This month Minister for Agriculture, Barnaby Joyce, announced the government's plans to progress the Biosecurity Bill 2014 to replace the Quarantine Act 1908. Read more by [clicking here](#).

US: California experiencing worst drought ever

The drought in California is apparently the third most severe on record responsible for the greatest water loss ever seen for the state's agriculture, and river water for Central Valley farms has been reduced by roughly one-third, according to a recent study from the University of California-Davis. Read more by [clicking here](#).

Chile signs Chinese agreement allowing avocado exports

Chilean authorities in China have signed the final protocol allowing avocado exports into the Asian country. Read more by [clicking 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.

Qualicado Program Sponsor:

National Sponsor:

Planting Avocado Trees?

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