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Tuesday, 18 June 2013

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 four sections: [Grower Update](#), [Industry Update](#), [Marketing Update](#) and [Industry News](#).

Make sure to check out:

[Get Ready for Harvesting!](#)

[Northern NSW Field Day - 28 June!](#)

[WA R&D Workshops - Register to attend](#)

[Nutritional Values - Early bird closes 30 June!](#)

Grower Update



Get Ready for Harvesting!

Did you know that the Australian Avocado Best Practice Resource (BPR) contains some up to date information and reminders of things to be aware of in the lead up to harvest? There is also a short training course available for pickers to undertake highlighting the critical things they need to keep in mind. As the business owner you can then track which employees have completed this training. To register for access now [click here](#). For more information please contact the Avocados Australia office on 07 3846 6566.

Central QLD Growers Soil & FSB Workshop - this Thursday!

This Thursday, the 20th of June, the Central Qld Soils & Fruit Spotting Bug (FSB) Workshop will be taking place from 10.00am until 3.30pm at Avocado Ridge, 35 Morrisons Road in Childers. The program includes presentations from leading researchers and an orchard walk with our event host, Jim Carney of Avocado Ridge. For more information email co@avocado.org.au or call 1300 303 971.

Northern NSW Field Day - 28 June!

Avocados Australia is pleased to announce that the Avocados Australia Northern NSW Field Day is happening on Friday the 28th of June (10.00am to 3.00pm) at Summerland Farm - House With No Steps at 253 Wardell Road, Alstonville in Northern NSW. All growers in the region and surrounding areas are invited to attend.

If you plan to attend the workshop please let us know by emailing co@avocado.org.au or by calling 1300 303 971. The deadline for RSVPs is Friday 21st of June before 5.00pm.

WA R&D Workshops - prioritising WA R&D

Avocados Australia will be holding WA R&D Workshops in the first week of July. The workshops will present information to avocado growers about the current levy funded R&D and marketing program and - importantly - seek WA growers' views on R&D priorities for the region. The workshops will be run by an independent facilitator and the results will be provided to the Avocado IAC in consideration of setting future R&D priorities.

Depending on the number of growers that confirm their attendance two workshops will be held:

WA R&D WORKSHOP 1 - HENLEY BROOK: Tuesday, 2nd July 2013

WA R&D WORKSHOP 2 - MANJIMUP: Thursday, 4th July 2013

To register your participation either call Toll Free 1300 303 971 or email: co@avocado.org.au.

Industry Update

CEO attends PMA Fresh Connections

PMA Fresh Connections was well attended again this year and delegates were treated to a line-up of excellent speakers. Michael McAllum from Global Foresight Networks spoke about the challenges and opportunities facing world food suppliers and the pressure to produce more with less inputs. Professor David Hughes from the Imperial College of London gave yet another insightful presentation about emerging trends in food retailing, many of which we are already seeing here in Australia but some which we are yet to see. Dr Elliot Grant from YottMark Inc. provided an overview of some technology advances that will impact on the fresh produce sector, including wearable computers that provide wearers with an 'augmented reality'. He believes this technology will be common place within two years. Avril Henry discussed the changing population demographics and how, as employees, we need to manage and lead individuals from different generations in different ways. Gen Y for example have very different needs and values compared with previous generations and effective managers need to understand these differences. Dr Hazel MacTavish from MacTavish West Pty Ltd and Dr Roger Hurst from Plant and Food Research explained some recent advances in nutritional science and results that show some fruits and vegetables can enhance sports performance and exercise recovery. The trade display was well supported with about 70 exhibitors.

Nutritional Values - Early bird closes 30 June!

Discount registration closes on 30th of June for "Nutritional Values", the 5th New Zealand & Australian Avocado Growers' Conference to be held from 9th to the 12th of September at the ASB Arena, Baypark in Tauranga, New Zealand. Register for NUTRITIONAL VALUES now to take advantage of the early bird rates - [click here](#).

Avocados Australia is currently applying for financial assistance to assist growers wanting to attend the Nutritional Values conference. AAL would like to see more growers from each of the eight growing regions expressing interest in this initiative, so far only four growers from the Tristate, Central Qld and North Qld growing regions have expressed interest. If you are planning to attend the conference and you are an avocado grower please email co@avocado.org.au.

Marketing Update

Avocado Masterclasses in June and July

To Union Dining Restaurant, The 3 Weeds and Urbane Restaurant to host the next Australian Avocados Masterclasses:

Inspired chef Nicky Riemer of Union Dining will host this year's Melbourne Avocado Masterclass

on 17 June, where more than 50 chefs will enjoy Riemer's delicate and inventive touch with Australian avocados. Chef Lauren Murdoch will host Sydney's version at her new kitchen at the renown gastro-pub The 3 Weeds in Rozelle on 24 June. Lauren moved to the 3 Weeds from the famed Felix Bistro late last year. Chef Alejandro Cancino will host up to 50 Brisbane chefs at the cbd stalwart Urbane Restaurant on 15th July.

Participating chefs will experience why avocados are so much more than just guacamole and are miles away from a dressed-up green salad or a prawn cocktail. Australian Avocados invites chefs to an inspiring lunch individually conceived by each host chef to challenge their perceptions and preconceived culinary thinking of avocados. By thinking outside the square, chefs can see how avocados can give them an edge by providing a signature note to their menu's biggest hits. Each event also provides a networking opportunity for chefs to catch up with colleagues and enjoy the multi-course menu created by contemporaries. Guests will receive a comprehensive food service avocado information and recipe manual.

The format of each masterclass starts with a four way sensory testing and discussion. Led by the host chef, fresh Hass avocado is presented plain, with salt, sweeten and flash fried to demonstrate how method influences flavour and what inspired their choice of dishes for the lunch menu. All participants then sit down to a multi-course lunch featuring avocado within each course.

Since the Masterclass program debuted in 2010, there have been avocado chef training masterclasses at leading restaurants, premium hotels, clubs, catering groups and TAFEs, in Brisbane, Sydney, Melbourne, Wollongong, Newcastle and Canberra.

Industry News

Chinese market opens for new Chilean fruits

China's General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) has approved market entry for Chilean avocados, shelled walnuts, beef, lamb and mutton. Read more by [clicking here](#).

"Pure" avocado powder on the way

New Zealand spray dryer, FoodWaikato and oil producer Avocado Oil New Zealand have come together to develop an avocado powder for use in food, cosmetic and nutraceutical products. Read more by [clicking here](#).

Peru's agricultural exports reached US\$ 1.12 billion

Peru's agricultural exports reached US\$ 1.12 billion because of increased sales of mangoes, bananas, avocados and other major products during the first four months of the year (January to April), reported Monday the Ministry of Agriculture (Minag). Click here to [read more](#).

What you may not know about Avocado but should

You may think of the avocado, if you think of it at all, as the main ingredient in guacamole. But researchers have uncovered a wealth of information about this fruit, now available in a new review, and it's likely there's much you may not know about avocado but should. Click here to [read more](#).

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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