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18 September 2015

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.

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Grower Update



New avocado pest found in Western Australia

Pyriiform scale (*Protopulvinaria pyriformis*) has been detected in urban areas of Western Australia on English ivy and a variety of other hosts. It has not been detected on avocados. The Consultative Committee for Emergency Plant Pests has agreed that it is not technically feasible or cost beneficial to eradicate as the scale is likely widespread, difficult to control and has a wide host range.

In avocado, *Protopulvinaria pyriformis* occurs mainly on the undersides of leaves (not on the fruits) where it feeds on the sap. It secretes large amounts of honeydew where sooty mould develops, accumulating on the leaves, branches and fruits. Heavy infestations result in serious damage to trees, causing folding of the leaf margin, early leaf drop, reduction of yield and increase in fruit cull. Growers should look out for signs/symptoms of pyriiform scale and if you suspect it, call the Exotic Plant Pest Hotline on 1800 084 881.

NSW Department of Primary Industries has developed a fact sheet which provides more information and images of the pest. [Click here](#) to view the fact sheet.

The matter has been referred to the Subcommittee on Domestic Quarantine and Market Access (SDQMA) to consider domestic trade controls on potential host material to prevent the spread of the pest from WA into other jurisdictions.

VIII World Avocado Congress 2015



Over 50 Australians are currently in Peru at the VIII World Avocado Congress, participating in congress sessions and field visits, visiting orchards in different regions and networking with international researchers and growers. After the congress, some of the Australians will participate in a post scientific tour to Chile.

More than 1000 people from 26 different countries are attending the congress. We will provide more information about the congress after the event. [Click here](#) to see the congress program.

Chile earthquake update

As you may be aware, Chile experienced an earthquake on Wednesday 16 September at 7.54pm local time measuring 8.4 on the richter scale. The subsequent tsunami alert has since been discarded.

We have had contact with John Tyas and Jim Kochi who advise they are safe and sound - in fact, they did not even feel the earth shake under their feet. The post scientific tour to Chile will continue as planned.

Marketing Update: Media starts to ramp-up in September

Australian Avocados makes a comeback on TV starting Sunday 20 September. The commercials will air on Networks 9 and 10 in metro regions and on Prime and NBN in regional areas. The programming was based on environments which appealed to food enthusiasts and food lovers.

On the launch night, the avocado commercials will air in some prime-time programming such as The Block, 60 Minutes, The Biggest Loser Families and the first season of The Bachelorette Australia, to name a few. Not only will these spots help increase exposure, these shows are also some of the favourites amongst our food enthusiasts and lovers.

Following the TV launch, Australian Avocados will also kick off its first ever Instagram campaign. Instagram has been selected to help convert Avocado Enthusiasts to Avocado Lovers by inspiring them to do more with avocados and try different recipes and food styling.

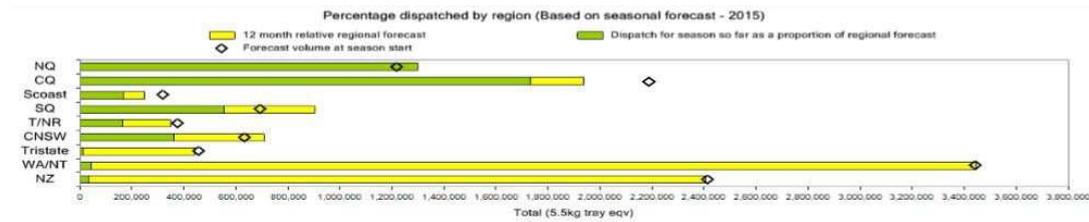
To launch the Instagram site, a number of celebrity chefs will populate the pages with their favourite recipes and use #loveavocados. Users can explore the imagery and will be encouraged to share their avocado recipes by using the hash tag. To encourage interaction and increase the number of followers, users will be rewarded for sharing their visual content.

The Chef Series will be launched soon after which showcases the celebrity chefs from the Instagram launch making their favourite avocado recipes from their menus.

Infocado Update

As many Infocado contributors and industry stakeholders may have noticed, the Weekly Infocado report format has been amended. Industry feedback has been positive, with the changes providing greater transparency regarding fruit movement and seasonal forecasts.

Please click on the graph below as an example of one of the changes (*Weekly Infocado Report Wk32 7/08/2015*).



A marker has been included for each region which shows the forecast for each region just prior to harvest. This marker is derived from the seasonal forecast forms that contributors can update monthly as a crop matures, making industry estimations more accurate as the start of harvest approaches. It is important for contributors to ensure that their seasonal forecast forms are as accurate as possible to ensure the graph is not misleading.

As a contributor you may be asking yourself, “When will the marker be set for my region?” Below are the regions and the month forecast forms that will be used for the above graph.

- North Queensland - December seasonal form
- Central Queensland - February seasonal form
- Sunshine Coast - March seasonal form
- South Queensland - March seasonal form
- Tamborine / Northern Rivers - March seasonal form
- Central New South Wales - March seasonal form
- Tristate - June seasonal form
- Western Australia - June seasonal form
- New Zealand - June seasonal form

Ensuring the seasonal forecast forms are updated at the appropriate time for your region, will improve the accuracy of the data reported via Weekly Infocado Reports.

[Click here](#) for more information about Infocado. If you are a packhouse or wholesaler and would like to start participating to Infocado, please contact Nathan Symonds on 07 3846 6566 or email supplychain@avocado.org.au.

Infocado and Retail Prices updates

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website industry.avocado.org.au.

To access Infocado reports [click here](#).

To access Retail Prices [click here](#).

Industry News

Peruvian Hass extends its reach

Peruvian Hass avocados will be able to access the Argentine, Mexican and Indian markets in the coming months after having overcome some of the existing phytosanitary barriers currently in place, according to James Bosworth of avocado producer and exporter association ProHass. [Click here](#) to read more.

China lifts quarantine on key Chilean avocado regions

China has lifted its quarantine measures that had been in place on three entire Chilean regions due to fruit fly detections, and authorities says Hass avocado exporters will benefit the most. [Click here](#) to read more.

Biochar increases soil fertility and water retention: WA avocado farmer

For thousands of years charcoal or biochar has been added to soil to increase fertility and water retention. The Denmark Biochar group in the Western Australia's south-west is convinced of the benefits to soil, and is developing kilns to create charcoal. [Click here](#) to read more.

3D printing key to saving California avocado crop?

The vast majority of American-grown avocados come from California, and the rest come from Florida and Hawaii. The domestic avocado market is worth \$429 million, and all but \$23 million of that national market comes from the Golden State. [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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