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19 February 2016

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly newsletter delivering the latest news of relevance to the Australian avocado industry.

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In breaking news...Deputy PM loves his avos

Avocados Australia had a fabulous opportunity to enjoy a lighter moment this week, when the Deputy Prime Minister and Agriculture Minister Barnaby Joyce declared that avocados are his favourite food.

Fairfax Media's Good Fruit & Vegetable's reporter Ashley Walmsley managed to pin him down on his eating habits which paved the way for Avocados Australia's CEO John Tyas to provide a shameless plug for the organisation, our members and our wonderful fruit.

.... click [here](#) for the full story.

Marketing Update

By the Hort Innovation Marketing team

Perfect Match

Perfect Match - the social media project showcasing the pairing of avocados with foods such as salmon, chicken, chocolate and haloumi was launched last week in the lead up to Valentine’s Day.

The campaign started with a ‘tinder-style’ Facebook post uploaded on February 12 stating that ‘Avocado is looking for ‘the one’ this Valentine’s Day’. The post encouraged followers to respond by telling us what ingredient they think is the perfect match for avocado.

More than 300 people responded with anything from the usual favourite of avocado on toast (with a number of toppings including eggs, feta and salmon) to prawns, salad and pasta ... and a very funny one - ‘my belly’!

The first video went out on Valentine’s Day - of course with the avocado on a date with a tall, dark and handsome chocolate. (Watch the [video](#).)

The hero dish for this ‘perfect match’ is a chocolate and avocado mousse - and people can find the [recipe](#) on our website (links are included in social posts).



The results so far have been quite staggering with almost 130,000 views since launch (and growing by the minute). A view is a great way to measure consumer engagement/interaction. To be considered as ‘a view’ a person must watch the video to 75% completion - so if they stop the video half way through - they have seen the ‘ad’ but are not included in the statistics.



There will be other posts coming out over the next few days that complement the video including the one that went out on Tuesday 16 February promoting the recipe with a one-liner “you make me all gooey inside” and the ‘you’re so sweet’ post which will promote the perfect match competition.

The competition will encourage followers to provide their ideas about their perfect match with avocados, but they have to be creative - so perhaps a creative pick-up line. The competition will run for the duration of the campaign (4 weeks) and the prize is a dinner for two at their favourite restaurant.

Each character also has a bio - to characterise them and give them a personality - they are on the website click [here](#).

The videos will be uploaded onto YouTube and the content will also be put onto Instagram.

Three other videos in the campaign

There are three more videos to be released over the next 4 weeks - here’s a sneak peek:

[Chicken and avocado](#)

[Haloumi and avocado](#)

[Trout and avocado](#)

These videos will also go up over the next four weeks on social media and will be supported by the following recipes:

Chicken and avocado salad



Smashed avocado and haloumi fritters



Smoked trout and avocado pasta



TV buy

The television for April is currently being negotiated with the agency. Here are the key details for the campaign:

- Target audience: female grocery buyers 25-49
- Timing: 10-30 April 2016
- Markets: Sydney, Melbourne, Brisbane, Adelaide, Perth; regional New south Wales, Victoria and Queensland; National subscription TV and SBS.
- Duration: 15 second advertisements
- Peak/off peak split: 60/40
- Networks:
 - Metro: 60% share Seven (7, 7mate, 7two) and 40% share Ten (ten, oneHD, 11)
 - Regional: 60% share WINNBN (9NBN, Gem, 9Life, Go) and 40% Southern Cross Austero (one HD, 11)

The rationale behind the station selection and percentage share is to ensure we get the best return on investment (this combination allows us to negotiate strongly) and it also represents the best way to reach our audience at least twice throughout the campaign, with popular TV shows that are watched by our target audience.

More detail around programming times and shows will be provided once the TV buy has been confirmed.

Hort Code of Conduct review reveals flawed dispute resolution systems

The Federal Government's 2015 Review of the Horticulture Code of Conduct has been completed with findings focusing on a lack of trust and transparency between growers and wholesalers and ineffective dispute resolution systems.

Independent reviewers Mark Napper and Andrew Wein labelled the dispute resolution mechanism as irrelevant, inappropriate and suggested it should be replaced.

"In general, growers believe that the low uptake of the code's dispute resolution mechanism is due to a fear of retribution, whereas central markets contend that the reason for low uptake is that there are few disputes," the report stated.

"Further, it is widely believed that the dispute resolution mechanism prescribed by the code does not address the majority of disputes that arise in the course of what appears to be acceptable market practice in the horticulture sector.

"Most disputes are related to issues of the quality and timing of the delivery of produce, payments to growers, and the transparency of prices."

The report makes 13 recommendations, which include amending the code to remove the distinction between agent and merchant and allocating more power to the Australian Competition and Consumer Commission to impose penalties when people breach the code.

The authors said the horticulture code should include a clause obliging growers and traders to negotiate in "good faith."

Similar clauses are incorporated in the new industry codes for franchising, introduced in 2014, and food and grocery code.

Mr Napper has more than 30 years' experience in Australian agribusiness, 22 in horticulture. A successful producer as well as a businessman, he owns a fruit orchard in Bangalow NSW and currently grows peaches, nectarines and custard apples. With more than a decade of experience in CEO and Managing Director roles, Mr Napper has extensive background in finance and corporate governance and is currently on the Board of Horticulture Innovation Australia Limited.

Mr Wein is an experienced lawyer and runs a practice specialising in franchising, trade practices and retail leasing disputes, particularly relating to small business. In January 2013, the Federal Government appointed Mr Wein to review the Franchising Code of Conduct. Mr Wein is an experienced accredited mediator for the Office of the Franchising Mediation Adviser and the Office of the Small Business Commissioner in Victoria, having been previously appointed the inaugural chair of the Victorian Government Small Business Advisory Council.

Click [here](#) to read the full Hort Code of Conduct's findings.

CRC Consultation sessions announced for Developing Northern Australia

The Federal Government is calling on Australia's northern agricultural industry to provide feedback on its *White Paper on Developing Northern Australia: Our North, Our Future*.

In conjunction with the white paper's release on 18 June 2015, the Government also announced \$75-million in funding over 10 years to develop a new Cooperative Research Centre (CRC) for Developing Northern Australia.

The government indicated that the CRC would build on the growNORTH proposal, be industry-led, located in the north and have an initial focus on agriculture, food and tropical health. The CRC will be a key vehicle to enable the Federal Government to implement significant measures outlined in the White Paper on Developing Northern Australia.

Richmond Shire Mayor John Wharton (AM) will act as the Interim Chair and will consult extensively with northern regional industries and businesses (primarily agriculturally related) to map their research and development needs, reconfirm the interest of growNORTH industry partners, and ensure any new prospective partners come forward.

The intention is to engage with businesses right through the supply chain (including: production, harvest, transport, processing, value-adding, distribution and broader service or hospitality industries).

These consultation sessions are very important as the degree of regional industry support shown for the CRC and the kinds of projects put forward during consultation will significantly shape the direction and research agenda for the new CRC.

They will also help to identify where there are connections with other allied RD&E programs and initiatives (e.g. NERP, Reef Plan, Advance Queensland, The National Innovation and Science Agenda) and how these synergies can be built on.

Queensland industry consultation dates are:

- Rockhampton, Thursday 18 February 2016 from 12 noon - 2.00 pm
- Emerald, Friday 19 February 2016 from 9.00 am - 11.00 am
- Cloncurry, Tuesday 1 March 2016 from 9.00 am - 11.00 am
- Townsville, Wednesday 2 March 2016 from 9.00 am - 11.00 am
- Cairns, Friday 4 March 2016 from 9.00 am - 11.00 am

Click [here](#) for more information about the sessions or to make contact with the CRC.

OrchardInfo Winners

Avocados Australia is excited to announce the winners of our OrchardInfo competition are; Fabian Della Bosca from Della Bosca Investment Trust, Erik Mijlemans and Caroline Travers, Neville Kok, Andrew and Nuala Scott from Ridgewood Farm.

During the last few months Avocados Australia has been running a competition where four data logger packs were up for grabs as a reward for growers taking the time to return their 2014 OrchardInfo forms to us by Friday 8 January 2016.

The packs included a Tinytag Ultra 2 Temperature Logger, Special Probe, a TTE Software CD USB Starter Kit and a Datalogger Shelter to the value of around \$550.

The OrchardInfo program is designed to collect information about the total number of avocado trees growing in Australia.

There are a number of benefits to individual businesses and industry.

Growers will be provided with better information regarding estimated future production that can assist with long term business decision making.

PMA Fresh Connections 2016: Growing a Brighter Future

PMA Fresh Connections 2016, the premier networking, educational and business event for the entire fresh fruit, vegetable and floral industries of Australia and New Zealand will be held at the Brisbane Convention & Exhibition Centre 17 - 19 May 2016.

The bright and dynamic three-day format allows you to mix-and-match the events and topics to best suit your company and your staff.

Day One: Conference: relevant topics and leading international and local speakers

Day Two: Trade Show: dedicated to doing business and showcasing all the latest technologies & products.

Day Three: Special Interest Groups: including Organics, Foodservice, Exports

Social Events: Networking Reception, Industry Breakfast, Gala Dinner

Click [here](#) for more information on the event.

Infocado and retail prices update

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.

Please note the project AV12007 Data Collection to Facilitate Supply Chain Transparency finished on 17 November 2015 so Retail Price data will no longer be provided in the previous format.

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

With the new Project AV15004 beginning, so does Retail Prices once again, but in a new format.

The retail pricing provided each week from next week will be collected via the internet rather than in-store as was the case previously. It will also largely focus on Coles and Woolworths.

The data will be quite narrow compared with the system used previously, but will provide indicative retail market pricing and a source of long term retail price data for the industry.

Industry News

Top avocado producing companies unite to launch World Avocado Organisation

In an unprecedented move, the world's top avocado producing countries have united to create the first global avocado entity, the World Avocado Organization (WAO). The primary purpose of the new organisation is to promote the consumption of avocados in the European Union, Asia and other parts of the world through collectively self-funded marketing programs. [More](#)

AU: Multi-peril crop insurance on the agenda this year

Insurers will be broaching the market on a widespread basis for the first time this year, and it is said that Western Australia growers will be a prime target for multi-peril crop insurance products. This was revealed at a WAFarmers and Grains Research and Development Corporation (GRDC) event on the topic last week featuring the opportunity for growers and advisers. [More](#)

Ramping up the next phase of trade: Hort Innovation

The nation's horticulture Research and Development Corporation, Horticulture Innovation

Australia (Hort Innovation), have established two new panels to help promote and boost Australian exports overseas. The panels - a Trade Assessments Panel and an industry Trade Advisory Panel - are tasked with advising the Corporation's Trade Unit which works to assure the health and longevity of Australia's horticulture export industry. [More](#)

AU: Hort Innovation announces four expert advisory panels

Horticulture Innovation Australia (Hort Innovation) has taken the next step in its strategy to invest more than \$40 million into long term, strategic cross-industry research and development projects to address challenges facing the nation's horticulture industry. Hort Innovation Chief Executive Officer John Lloyd announced today, February 17, the membership of four expert advisory panels who will work with the sector to drive the investment into new research across four key focus areas including Health, Nutrition and Food Safety; Green Cities; Leadership and Development; and Asian Markets. [More](#)

AU: Backpacker tax threatens horticulture harvests

The Voice of Horticulture has identified labour changes as a threat to grower profitability and is seeking a reversal of the "backpacker tax" and preservation of current award conditions. A working holiday in Australia is full of so many wild, foreign, eye-popping experiences; the last thing backpackers want to think about is taxes. But from 2016 backpackers, and others on 417 and 462 working holiday visas, will lose the tax free threshold, meaning that every dollar earned will be subject to tax, tax at a rate of 32.5%. [More](#)

New rural jobs network to benefit Queensland producers and workers

Rural employers and jobseekers will benefit from a landmark partnership launched today, 12 Feb., by Queensland Agriculture Minister Leanne Donaldson. "The Queensland Agriculture Workforce Network (QAWN) is a partnership between the Palaszczuk Government and industry to make it easier for agricultural employers in rural Queensland to find the workers they need," the Minister said. [More](#)

TPP a significant milestone for NZ and Australian exporters

The Australian and NZ avocado industries have welcomed signings of the Trans Pacific Partnership (TPP) from their respective countries. [More](#)

AU trade minister Robb to retire

Andrew Robb, Australia's trade minister will retire from politics at the next election, and although he is keen to finish 'big things' first, it looks as if ratifying the controversial Trans-Pacific Partnership (TPP) won't be one of them. Mr Robb announced his intention to move on to a new career in the private sector on Wednesday 10 February. [More](#)

India-Australia on track for 2016 FTA

Australia and India are on track to finalise their free trade agreement in the first half of this year. Negotiations between Australia and India over the proposed free trade agreement are expected to conclude in the first half of 2016. [More](#)

Colombia continues gaining ground in the avocado market

Colombia continues gaining ground in the global avocado market; a market in which it competes against Peru, South Africa, Chile, Israel, and Kenya. Last year, Colombia's avocado sales increased by 188%. The European Union is one of the buyer markets of this fruit, and it imports over 1,200 million dollars per year of the Hass variety. Colombia has a very small share of this market (only 0.3 percent), and domestic producers are determined to continue increasing their sales to Europe with the support of ProColombia and by taking advantage of the free trade agreement Colombia has with the EU, in force for almost three years. [More](#)

EU avocado consumption increasing

Avocados are a Super Bowl food ritual for many Americans which means that the Super Bowl is a major event for the avocado industry. The Hass Avocado Board predicted that Americans would eat 278 million avocados during Super Bowl week, a large share being imported from Mexico. Yet in Europe there is no tradition of eating avocados, but this may change. [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.

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to co@avocado.org.au

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