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

Friday, 19 September 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:

[Avocados Australia reports back to Industry](#)

[A strong turnout for CO Qualicado Workshop](#)

[Access Qualicado speaker presentations online](#)

[Study Tour to South America - Interested?](#)

[REMINDER - Changes to the Australian "Kangaroo Label"](#)

[Online Report Centre - latest uploads!](#)

[Date Claimer](#)

[New Educational P.O.S. to build consumer confidence](#)

[Colombia 'important player' in avocado trade, says Westfalia Rep](#)

[Chilean avocado exports double](#)

[NZ: Arrests after avocado tip-off](#)

[US Avocado distributor teams up with brewery](#)

[Thieves steal 1,500 Kg of avocados from SA orchard](#)

Grower Update



Avocados Australia reports back to industry

Avocados Australia's "Avocado Industry Day" held at the Mercure Centro Hotel in Port Macquarie this week attracted a turnout of around 50 local members and levy payers.

The day included Avocados Australia's **11th Annual General Meeting** followed by the **Annual Levy Payers Meeting**. In addition, members and levy payers based in the Central New South Wales growing region had the opportunity to hear from some guest speakers (Mr Simon Newett - QDAFF and Ms Lisa Martin - Ripe Horticulture) covering a range of topics including ways to profit from improved nutrient application and Irrigation systems use, and an update on addressing root rot.

11th Annual General Meeting

Avocados Australia's Annual General Meeting was chaired by Lachlan Donovan. Who announced the following **2014 director election results**:

1. For the **South Queensland** Growing Area, **Daryl Boardman** has been elected unopposed for another term on the Board;

2. For the **Sunshine Coast** Growing Area, **Rob Price** was elected to the Board, unopposed; A special thanks was extended to Peter Annand who retired from the board.
3. For the **Tri State** Growing Area, **Barry Avery** has been elected unopposed for another term on the Board;
4. For the second director position for the **Western Australia** Growing Area, **Neil Shenton** has been elected to the Board, unopposed.

John Tyas provided an overview of AAL Annual Report, noting some of the key activities undertaken by AAL during the year. The **Avocados Australia Ltd Annual Report 2013-2014** can be accessed by [clicking here](#).

Annual Levy Payers Meeting

The Annual Levy Payers Meeting, chaired by Mr Bob Granger Independent Chair of the Industry Advisory Committee, provided growers and members in the region with the chance to hear how R&D and marketing levies are invested, an avocado marketing update (about the national marketing strategies, branding & performance), an overview of the activities and programs delivered by Avocados Australia, as well as the chance to ask questions of Horticulture Australia Ltd's avocado program managers.

Avocado Industry Advisory Committee Meeting

The Avocado IAC met on Tuesday this week in the same region. The **Avocado IAC Annual Report 2013-2014** can be viewed online by [clicking here](#). This Avocado IAC Meeting was the last meeting of the IAC.

AAL Directors' Orchard Visits

The Avocado Industry Day was followed by a number of visits to properties in the Comboyne region in which AAL directors and staff were able to gain a full appreciation of the industry and issues in the region.

We would like to thank Kevin Debreceny, the Burch family, and Ernst Tideman for making this opportunity available.

More information and coverage from the above events will appear in the Spring issue of Talking Avocados magazine.

A strong turnout for CQ Qualicado Workshop

Over 80 people took part in Avocados Australia's **Central Queensland Qualicado Workshop** that was held last **Thursday 11 September 2014** at Donovan's Avocado Orchard located off Madsens Road in Isis Central. All growers and packers in the area heard from a range of speakers covering topics concerning fruit quality and productivity. Managing soil, crop, irrigation and water salinity was also of particular interest to Central Queensland growers given current conditions.

Avocados Australia would like to thank all of the presenters that took part on the day. Our sincere thanks also go to Lachlan and Annalise Donovan for supporting this event and offering the use of their machinery shed on the day.

Planning for the second series of Qualicado Workshops is currently underway and once finalised information will be sent out.

"I would like to thank all of the growers, packers, wholesalers and providores who have attended our first series of Qualicado Workshops, this first series of events attracted 732 people from our industry," said John Tyas, Chief Executive Officer for Avocados Australia.

"The feedback and list of topics that stakeholders have provided to AAL will assist us in developing a compelling second series of events."

Access Qualicado speaker presentations online!



Australian avocado supply chain members can access PDF copies of all of the speaker presentations that have been presented at Avocados Australia's Qualicado workshops so far by logging on to our Best Practice Resource, also known as the BPR. If you already have access to the BPR, to do this just [click here](#) to access the BPR login page. Once you are logged in move your cursor over the maroon menu bar to "Growing" then click on "Qualicado" in the drop down menu. In the green menu bar click on your region/city (the Central Queensland presentations have already been uploaded!). A list of the presentations and their links will then appear on the page.

If you have not as yet applied to access the BPR you can do this now [click here](#) and complete the online form. For assistance email co@avocado.org.au or call toll free 1300 303 971.

Study Tour to South America - Interested?

The VIII World Avocado Congress will be taking place from the 13th to 18th of September 2015 in Lima, Peru (www.wacperu2015.com). Avocados Australia is calling for expressions of interest from Avocados Australia members (be they growers, packers or any other organisations involved in the Australian avocado supply chain) who would be interested in taking part in a **Study Tour to South America in September next year**. This would include attendance at the WAC2015.

James Bosworth Crovetto, the President Elect of the International Avocado Society, said that the WAC2015 will include a *"scientific programme inclusive of updated information regarding agricultural management and production and commercialization"*.

"In the Congress Programme themes, such as Health and Human Nutrition, and research presentations which will influence the future of our industry, have been included. Also included in all sessions discussant tables on scientific, marketing and commercial subjects coming from all parts of the world."

The organisers of the VIII World Avocado Congress (WAC2015) - the Peruvian Hass Avocado Growers Association (PROHASS) - are in the process of doing a call for abstracts, **deadline for abstract submissions being 15 February 2015**. [Click here](#) to find out more.

Avocados Australia has registered to receive updates about the congress so we can keep you all in the loop about congress news as it happens.

AAL members who would like to express interest in taking part in AAL's Study Tour of South America should email Anna Petrou, Avocados Australia's Communications Manager, at co@avocado.org.au or call toll free (within Australia) **1300 303 971**.

REMINDER - Changes to the Australian "Kangaroo Label"



Avocados Australia has reviewed and refined the Kangaroo Label specifications for the production of the label to ensure uniformity, efficiency and effectiveness for the industry. If you have not as yet seen the details you can do so now by [clicking here](#).

AAL encourages all Australia packhouses to use the new improved Australian Kangaroo Label to help promote Australian avocados at point-of-sale.

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 UPLOAD:

Market Data:

- *Nielsen Avocados Brand Health Monthly Report to 9/8/14*

If you require assistance in accessing the Online Report Centre please email co@avocado.org.au or call 1300 303 971.

DATE CLAIMER

The **Emerging Markets Forum** will be held in Bundaberg on the **22 October 2014** at the Central Queensland University campus. [Click here](#) to view the event flyer.

The focus of this event is on identifying the green lights, opportunities for business growth through exports. The program will be released in September 2014. This event is supported by the Australian Department of Agriculture, Queensland DAFF, Austrade, Ausindustry, Local Government, TIQ and industry support programs both Fresh market and Value adding. The program will include guest speakers to build industry knowledge on emerging new value chains in export markets.

Marketing Update

New Educational POS to build consumer confidence



Eradicating barriers to increased purchase remains a core strategic pillar for Australian Avocados. Many consumers still lack the confidence in their ability to either choose an avocado that is at the correct stage of ripeness for their needs, or to manage the ripening of their avocados at home.

Recent consumer research conducted by BDRC Jones Donald found that over 58% of avocado purchasers said they would purchase more avocados if they had specific information that helped with selection, ripening and handling. Not surprisingly consumers also said that in-store next to the avocado display would be their preferred location to find this information.

Therefore to capitalise on this significant opportunity new in-store and take home point-of-sale have been developed specifically to help consumers with their avocado experience. These include a new A3 "Avocados are Delicate" ripening poster and a new A6 sized booklet "Your Guide to Loving Your Avocado".

The A3 poster provides a visual demonstration of the recommended approach to testing an avocado for ripeness. Recognising that touch is an important part of how consumers select avocados (on average testing 3 avocados to choose one), educating on where to touch is an important part of the communication. Reinforcing that "Avocados are Delicate" also aims to minimise the incidence of bruising. The poster shows 3 stages of ripeness based on colour for Hass avocados and average days to being ripe. A shepard avocado version has also been developed for seasonal use.

The A6 booklet "Your Guide to Loving Your Avocado" takes the consumer on an avocado journey covering the main areas of selection, handling, usage and storage. It provides healthy reasons to eat avocados and also educates consumers on the differences between Hass and Shepard avocados. This is designed as a take home reference booklet.

Initial print quantities have been completed and HAL and AAL are working with retail partners and wholesalers to assist in the distribution of this material to store level.

To compliment this point of sale material the "How To" section on the [Australian Avocados website](#) is also being updated to be consistent with the same information [click here](#) to view it directly. "How to" will also feature as regular content on Facebook with tips and tricks to help consumers get the most from their avocados.

Industry News

Colombia will be 'a very important player' in avocado trade, says Westfalia rep

Colombia's avocado industry could double over the next decade and offer strong competition to the likes of Chile and Peru should it gain access to the U.S. market, according to global producer and exporter Westfalia. Read more by [clicking here](#).

Chilean avocado exports double

Avocado exports almost doubled to take the third spot with 6% of the total, while shipments of pears, kiwifruit and blueberries dropped by 16%, 48.5% and 14.5% respectively. Read more by [clicking here](#).

NZ: Arrests after avocado tip-off

Two Northland men allegedly selling stolen avocados at an Auckland market have been arrested and hundreds more fruit have been discovered in a police raid on two Whangarei homes. Read more by [clicking here](#).

US Avocado distributor teams up with brewery

The 2nd annual Avocado Festival was a celebration of all things Avocados. The highlight was of course the now famous Avocado Ale, brewed with Fresh locally-sourced Avocados. Read more by [clicking here](#).

AU: Thieves steal 1,500 kilograms of avocados from South Australian farm

Thieves have stolen around 1,500 kilograms of avocados from a property in South Australia's Riverland region. 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.

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