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19 September 2016

## The latest industry news at your fingertips

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

Make sure you check out:

**Avocados Australia's 2016 Communications Online Survey - be in it to WIN it**  
**Avocados Australia media update**  
**Granulate ambrosia beetles detected in South East Queensland**  
**Marketing Update**  
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 Aldi AU invests in fresh offering  
 Marketing bodies seek amendment to Hort Code of Conduct

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Israeli farmers to benefit from avocado craze  
 Avocados From Mexico aims to boost breakfast times sales  
 The Hass Horn: Numerous factors lead to undersupplied U.S. avocado market  
 Bayer defends Monsanto deal



## FINAL REMINDER - Avocados Australia's 2016 Communications Online Survey - be in it to WIN it

Avocados Australia is calling on industry members to complete our Online Communication Survey - this enters you into the draw to win \$500.

The survey will remain open until this Friday 23 September COB.

Avocados Australia's CEO John Tyas said this is the perfect chance for the industry to tell us what you think, how we can improve and innovate.

"We want to know your views; what is important to you and how we can do the best job for you," Mr Tyas said.

"Avocados Australia is dedicated to meeting your needs and continuing to improve our service

to the industry and we need your feedback."

Mr Tyas said the survey should take 10-15 minutes to complete.

Those who take part in the survey go into the draw to win \$500 in cash and the prize will be drawn and announced in the Guacamole Newsletter on Friday 30 September.

[Click here](#) to access Avocados Australia's Online Communication Survey and complete before COB Friday 23 September.

## Avocados Australia media update

Avocados Australia has featured quite prominently in the media over the last fortnight.

The two main topics of discussion were the wet weather warnings as well as the recent decision of Woolworths to import New Zealand avocados from the start of September, despite the abundant supply of Australian fruit.

CEO John Tyas said he was pleased Avocados Australia was able to get the message through to Woolworths about improving communication and supporting local growers.

Print and radio featured our media release extensively.

"We sent a clear message to Woolworths about our expectations and hopefully this won't happen again," he said.

"New Zealand exporters also agreed amongst themselves to back off on their supply to Australia."

Below are links to two primary articles published which will provide you with more details.

Woolworths' switch from local to imported avocados angers growers

(<http://www.smh.com.au/business/consumer-affairs/woolworths-switch-from-local-to-imported-avocados-angers-growers-20160913-grey63.html>)

Avocado growers warned to prepare for rain and prevent crop losses

<http://www.abc.net.au/news/2016-09-06/avocado-growers-warns-to-prepare-for-rain/7818610>

## Granulate ambrosia beetles detected in South East Queensland

The exotic wood boring pest Granulate ambrosia beetle has been detected in South East Queensland.

Granulate ambrosia beetle is a reportable pest and the Consultative Committee on Emergency Plant Pests (CCEPP) has concluded the pest is established in SEQ, has a wide range of hosts and is capable of spreading quickly.

Note - this is a different species to the Ambrosia beetle featured in previous communications that has been causing damage in some avocado orchards.

It also appears chemical insecticides are unlikely to be effective as reproducing females are protected from the chemical once they have bored into the tree and the only way to eradicate this beetle is to remove all host plants in the infested area which at times may be neither cost beneficial nor feasible.

The most recent detection occurred in Beerburrum State Forest in July 2016 where Queensland Department of Agriculture and Fisheries staff found four adult beetles in the by-catch from a trapping program for the Ips bark beetle - a different species.

The Granulate ambrosia beetle has the ability to damage hardwood species, stored logs and timber, nursery stock and perennial tree crops if left unmanaged.

It is one of the world's most abundant wood-boring beetle species and while it is native to tropical and subtropical Asia, it is now widespread, especially countries either side of the equator including equatorial Africa and the USA.

It has a very broad recorded host range of more than 46 plant families, with hardwoods being their preferred hosts.

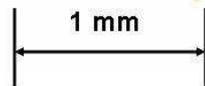
This beetle attacks the trunk and branches but not the fruit or nuts produced by infested trees.

Females are the borers that infest woody stems or timbers and create a gallery of tunnels which measure 20 to 300 mm in diameter.

## Granulate Ambrosia Beetle

*Xylosandrus crassiusculus* (Motschulsky)

Synonym: Asian ambrosia beetle



Lateral view (Left) - Female

Photo: C. M. F. Pierce & M. A. McDonough

Frass is expelled in cylindrical packets that extrude from infested timbers, giving infested trees the appearance of having matchsticks inserted into the trunk.



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*(Above: Frass tubes made by granulate ambrosia beetle. Photo by Laura Lazarus, North Carolina Division of Forest Resources, Bugwood.org)*

Females also introduce a symbiotic ambrosia stain fungus on which the larvae feed.

The fungal staining and the tunnelling activity of the female are what reduces the structural integrity or decorative use of the timber in heavy infestations.

Damage is generally restricted to the lower trunk of standing timbers.

Following the confirmed diagnosis of granulate ambrosia beetle in Beerburrum, a review was undertaken of beetles collected as by-catch in a number of other departmental forest pest trapping programs and of specimens in the department's insect collection.

As a result of this review, the beetle has now been confirmed at five locations in South East Queensland detected over a period from 2011 to 2016.

It was first found in 2011 as part of a trapping program in the Toolara State Forest, followed by a detection in an avocado orchard at Mount Tamborine, as part of a trapping program for an avocado research project.

In 2013, it was found in the Tewantin State Forest as part of a Sirex wood wasp trapping program.

In 2015, a dying tree branch from a macadamia orchard at Beerwah was sent to the NSW Department of Primary Industries for analysis as part of a NSW nut research program. Specimens of granulate ambrosia beetle were subsequently extracted from the branch.

The most recent detection was in Beerburrum State Forest in July 2016, where granulate ambrosia beetles were found in the by-catch on sticky traps.

There is a distance of 280 km between the most northern and southern detections. So far there has been no evidence of damage where the pest has been found in the pine plantations.

Information about this beetle, including photos to help you identify it, can be found on the available on the PaDIL website, [click here](#) to view.

Further enquiries can also be directed to the Queensland Department of Agriculture and Fisheries on 13 25 23.

If you think you have seen these beetles or have trees with suspect damage, report it to the Exotic Plant Pest Hotline on 1800 084 881

## Marketing Update

By the Hort Innovation Marketing Team

### TV starts next week

A month of avocado television promotion is kicking off the week commencing 18th September and finishing the week ending 15 October.

September and October are one of the most exciting times for television as all networks bring out some of the years' strongest programming.

We have Australian Avocados featured in the launch episode of The Bachelorette Australian in every metro market.

The Block has been bought as often as possible in the first week of campaign as it will be the highest rating strip program on air from Channel Nine now that Married At First Sight has concluded and after a successful collaboration with the SBS Food Network in July, we will be tapping into the station again in September.

Food Network serves up a buffet of meal inspiring programming, with the intention of getting taste buds tingling and Avocados onto more shopping lists.



We will launch on key programs such as Australian Survivor, Home & Aaway, Zumbo's Just Desserts and Have you Been Paying Attention. The launch week program is outlined below:

SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH

We will also run our TVC through video on demand across desktop and mobile utilising a number of different strategies targeting women, parents and those seeking healthy lifestyle options. This will see our TVC placed around Premium Catchup TV (Ten, Yahoo 7, Mi9), Lifestyle sites and topics around food.

We are expecting to deliver 650,000 impressions against the main grocery buyer (females 25-49 yo).

### Digital Communications

Between 22 and 21 December, publisher Totally Her will feature Australian Avocados in the content series titled #NeedMoreAvocados that will be broadcast across a collection of female digital properties including Momtastic, She Knows and The Fashion Spot.

We are expecting to deliver over 1.5 million impressions across these placements focusing on strong consumer engagement.

Using world class technology of key word analysis and image recognition technology, Avocados will run across mobile and tablet executions to feature where consumers are looking in related areas.

We expect to deliver over 840,000 impressions.

YouTube Trueview will see our ads played either before or during video playback which adds incremental reach on top of the audience that has seen the TVC on free to air. Our TVC will be serviced across video content that appeals to Foodies, health and food buffs, cooking enthusiasts and family focused.

You Tube will deliver 750,000 impressions across the campaign.

## Thai delegation visits Mareeba farm

This week, representatives from the Australian and Thailand governments met in Cairns to discuss market access issues.

Access for Australian avocados to Thailand was a key agenda item for this meeting. CEO John Tyas said Avocados Australia arranged a visit for the Thai delegation, along with a delegation from Canberra, to avocado orchard Golden Triangle Avocados, on the Atherton Tablelands.

Avocados Australia would like to thank Alan Poggioli and his family for hosting this important visit. Alan did an excellent job explaining the family's business and the management systems they have in place.

The Thai Government is expected to undertake an audit of the Australian industry before the end of December.



## Avocados Australia's AGM and election update

Avocados Australia's AGM and election has been scheduled for Wednesday 16 November 2016. By now those regions up for election should have received all relevant election forms through the post.

This year four Board positions are due for election, they are;

- **Central Queensland Growing Area** - Incumbent Director Mr Lachlan Donovan is not standing for re-election
- **Central New South Wales Growing Area** - Incumbent Director Mr Ian Tolson is standing for re-election
- **North Queensland Growing Area** - Incumbent Director Mr Jim Kochi is standing for re-election
- **Western Australia Growing Area** - currently vacant (second Director position for Western Australia Growing Area)

Please take the opportunity to participate in the election process and encourage others to join.

The election will be conducted as per the Avocados Australia Constitution and particularly 'Rules 12.4, 12.6 and 12.7' (the full Constitution can be found at [www.avocado.org.au](http://www.avocado.org.au) or by contacting Avocados Australia on 1300 303 971).

Here are the key dates to keep in your diary:

Nominations Open	Monday 19 September 2016
Nominations Close	Tuesday 4 October 2016 (4pm EST)
Voting Papers Mailed (voting open)	Thursday 6 October 2016
Voting Close	Friday 11 November 2016 (4pm EST)
Election Results Announced	Wednesday 16 November 2016 (AGM)

## 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's [Infocado](#) and [Retail Pricing](#) pages.

## Industry News

### Australian News

#### Drone demonstration day gives producers food for thought

Horticulture group, Growcom, has hosted a drone demonstration to introduce south-east Queensland producers to the technology. Strawberry, stone fruit and avocado growers joined a group interested to learn how a near infrared agricultural drone could assist with early detection of crop stress and disease. [More](#)

#### Austrade and Alibaba strike ground-breaking agreement

Chinese consumers will find it easier to buy fresh Australian produce and goods with Austrade striking a ground-breaking deal with Chinese e-commerce giant, Alibaba. [More](#)

#### Aldi AU invests in fresh offering

Discounter Aldi Australia has announced a new centralised buying process, an overhaul of its fresh fruit and vegetable displays and committed to sourcing local produce. [More](#)

#### Marketing bodies seek amendment to Hort Code of Conduct

Australian bodies representing wholesalers have come out in defence of their industry, following the recent move by the Australian Competition and Consumer Commission (ACCC) to pursue Horticulture Code of Conduct compliance requirements against a trader but not the growers involved. [More](#)

## International News

### Israeli farmers to benefit from avocado craze

Avocado demand has exploded worldwide, largely due to the fruit's much publicised health benefits. Israeli farmers are also set to strike it big from the fad, thanks to demand for the fruit in Europe. Israel has exported 100,000 tons of avocados so far in 2016, and is one of the only countries which exports to Europe in the winter, as South American grower countries export to Europe in the summer only. [More](#)

### Avocados From Mexico aims to boost breakfast times sales

Avocados From Mexico plans to boost avocado sales during different parts of the day, like breakfast. Their brand market development director Stephanie Bazan talked with BrandChannel.com about its back-to-school campaign, the Avocado Breakfast Club, which aims to push these sales. [More](#)

### The Hass Horn: Numerous factors lead to undersupplied U.S. avocado market

The summer 2016 avocado market in the USA (and Canada) has seen industry-wide events that have resulted in record FOB prices and a decrease in consumption. [More](#)

### Bayer defends Monsanto deal

German chemical giant Bayer today announced an agreement to acquire US seed and biotech firm Monsanto, creating a "global leader in agriculture", according to Liam Condon, member of Bayer's board of management and CEO of Bayer CropScience. [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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**Horticulture  
Innovation  
Australia**

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