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20 April 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.

Make sure you check out:

Landline features avocados

Plant Health Australia (PHA) Biosecurity Levy Survey - responses required URGENTLY

Hort Innovation Marketing Update

Qualicado Grower Workshops

Women's Leadership Grants

Infocado and retail prices update

Industry news

Australian News

AU co-op securing top prices for growers

Aus PM promotes trade with China

Support for farmers in agricultural supply chains

International News

Overview global avocado market

M&S launches giant avocado

UK: "Five years ago we could not have imagined the avocado market would be so bouyant"



ABC Landline to feature avocados

ABC Landline has been filming on avocado properties around the country and is featuring a report on the state of Australia's avocado industry on Sunday 1 May.

Landline's Brisbane-based presenter Pip Courtney has been pulling together the feature, and filming so far has been conducted in Central Qld, at Avofresh and Simpsons Farms, in Brisbane at the Avocados Australia offices and restaurants, Tasmania at Bidwell's and is intended for WA depending on camera crew availability.

Areas covered include the state of the avocado industry in Australia and what our future looks like, latest technology and new growing techniques, rising consumer demand and supply and the emerging WA industry.

The program will go to air on Sunday 1 May at midday and will be repeated the following Saturday at 4.30pm. It will also be available after it goes to air on ABC iView ([click here](#)).

Check out the Landline website ([click here](#)) for transcripts.

Plant Health Australia (PHA) Biosecurity Levy Survey - responses required URGENTLY

Avocado growers should by now be aware of Avocados Australia's proposed PHA Avocado Levy and all growers should have received a survey last week, either by email via Survey Monkey, or by post to complete.

Avocados Australia's CEO John Tyas said grower feedback was vital - as the organisation must demonstrate industry support for the changes.

"Effective biosecurity management for the avocado industry is a responsibility that is managed through a government-industry partnership with Avocados Australia Limited as the Prescribed Industry Representative Body," Mr Tyas said.

"It is important the avocado industry meets its biosecurity commitments on an ongoing basis and that appropriate resources are in place to achieve this.

"The board of Avocados Australia Limited has agreed to implement a change to the national Avocado Levy to provide resources for biosecurity management through Plant Health Australia," he said.

The current levy (for R&D and Marketing) on fresh avocados is set at 7.5 cents per kilogram, split between R&D (3 cents per kilogram) and Marketing (4.5 cents per kilogram).

The R&D levy is able to be matched with funds from the Australian Government through Hort Innovation.

On behalf of the Australian avocado industry Avocados Australia is proposing to reduce the R&D Levy on fresh avocados by 0.1 of a cent per kg (3.33 per cent) and to divert this to a Plant Health Australia Levy for biosecurity.

There will be absolutely no change to the total amount of levy paid.

If growers have any questions, or did not receive a survey about these proposed changes, please contact us on:

Email: admin@avocado.org.au

Phone: 07 3846 6566

Mail: PO Box 8005 Woolloongabba Qld 4102

Marketing Update

From the Hort Innovation Marketing Team

E-newsletter (EDM) results

We have been tracking our monthly EDM results and our top performing content (based on clicks through to our website) are the recipes.

This is no surprise as we know our avocado fans are always looking for inspiring and creative ways to use avocados, but what is interesting is that there is an increased interest around using avocados in desserts.

We communicate with approximately 13,000 people and around 20 per cent of these are opening our EDMs.

This is on par with the industry benchmark of 21 per cent. People unsubscribing are reducing each month - 117 in January, 89 in February and 57 in March. This means our 'data is clean' - so we are communicating to people who want to receive our content and also their contact details are current.

In the coming months we will be developing content on social media to help increase our subscription rate as this is a very effective means to communicate with our audience.



Website update

Over the past few months we have been working on improving the functionality of our consumer website and looking at data to get a good idea of where our traffic is coming from and what content users are looking for.

The majority of our traffic is coming Google searches (organic at 59 per cent) - so people are just looking for avocado content, with an additional 13 per cent coming in from paid Google search (advertising). Fifteen per cent of people link directly to the website and the remainder come to the site through social pages - with Facebook being the highest generating 7 per cent of the traffic.

We will continue to evaluate our website's performance - including the top-rating pages so we can continue to optimise the site and use this data. It is important for us to understand what our consumers are looking for - which includes recipes and the education sections (how-to's).

Marketing workshop this week

In November last year a number of growers and industry representative were invited to attend a Marketing workshop to help develop the 3 year strategic marketing plan.

The workshop was invaluable to identify key challenges of the industry and formulate a number of marketing insights which was used to inform the draft Strategic Marketing Plan (2016-19).

On Thursday 21 April, the attendees from the first workshop along with some of the Avocados Australia Board of Directors will meet to work through the draft Strategic Marketing Plan with the expectation that there will be agreement on the direction of the marketing activities and priorities for the next three years.

Qualicado Grower Workshops

Tamborine / Northern Rivers area Qualicado Workshop invite - Thursday 5 May 2016

Avocados Australia's next Qualicado grower workshop will be held in the Tamborine / Northern Rivers growing area on Thursday 5 May, at Lindy and John Williams' Merrinee Farms at North Tamborine.

According to Avocados Australia's CEO John Tyas, this year's program will cover a range of topics aimed at helping the industry to improve quality and productivity.

"Our Qualicado workshops represent a program of continuous improvement for avocado industry members," Mr Tyas said.

"Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program because our goal is to improve fruit quality for Australian households."

All growers from all regions are welcome to attend sessions from the other regions as well as their own if they are interested.

All dates have now been locked in ([click here](#) to view them).

The Tamborine / Northern Rivers' Qualicado program and property directions can be viewed (and printed) from the Avocados Australia's website ([click here](#)).

Sunshine Coast area Qualicado Workshop reminder

Don't forget to RSVP to attend next week's Sunshine Coast Qualicado workshop, this year being held at Joss and Neil Donovan's Bellthorpe property.

[Click here](#) to view the day's program and details for getting to the property.

For more information or to RSVP - Please contact Amanda Madden on 07 3846 6566 or admin2@avocado.org.au before Monday 25 April.

Women's Leadership Grants

Due to an unprecedented response to the 2016 National Industry Scholarship Grant Initiative to support the development of women's leadership in the Agriculture sector, the National Scholarship Grant Committee has decided to provide further funding and extend the deadline for applications until 29th April 2016. It is not expected that further funding will be made available to this sector in the foreseeable future.

As a result of the extended deadline, Scholarships that subsidize up to \$12,000 for Agriculture sector employees to be able to participate are available until all funding is exhausted.

The deadline for expressing your interest for this funding in your sector ends on 29 April.

1. Senior Management and Executive level Women Leaders can apply for \$12,000 Individual Grants to undertake the Advanced Leadership Program. ([Click here](#) to view.)
2. Women Managers can apply for \$5,000 Individual Grants to undertake the Accelerated Leadership Performance Program. ([Click here](#) to view.)

Should you wish to discuss the initiative in more detail please contact Ian Johnson at the office of the National Industry Scholarship Program, Australian School of Applied Management on 03 9270 9016 or via ijohnson@wla.edu.au

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

AU co-op securing top prices for growers

Coolum-based Sunfresh Marketing Co-operative has been finding the best price for its growers' produce for 21 years. According to deputy general manager Evan Heidemann, the Sunshine Coast region used to be a "fruit bowl", but urban encroachment and skills shortages in the regional vegetable and fruit growing sectors are barriers to growth in the fruit and vegetable growing sector. [More](#)

Aus PM promotes trade with China

Australia's prime minister is pushing for more trade with China during a two-day visit to the People's Republic
Australian Prime Minister Malcolm Turnbull has called for enhanced trade ties with China,

Australia's biggest export market, during his first visit to the People's Republic since taking office, reports Nikkei. [More](#)

Support for farmers in agricultural supply chains

Farmers will be empowered to establish cooperatives and adopt innovative business models to boost their bargaining position in the marketplace under the Coalition Government's \$13.8 million Farm Co-operatives and Collaboration Pilot Program. [More](#)

International News

Overview global avocado market

Global avocado consumption is growing by about three percent every year; however, production growth remains a little behind. For now, the market is big enough for all players involved. Consumption is growing rapidly especially in North America and Europe. At present, Europe is recording high prices due to slow supply. In America, prices remain at a reasonable level. China is a major import market. Worldwide investments in the product are on the rise. [More](#)

M&S launches giant avocado

Marks & Spencer has launched the 'Carla' avocado, the biggest avocado on the high street, at five times the size of an average fruit. The 'Carla' avocado is bright green in colour and round in shape - like The Hulk of the salad world. [More](#)

UK: "Five years ago we could not have imagined the avocado market would be so bouyant"

Avocado sales in the UK are up 30% Year on Year and supply cannot keep up with demand. At the moment there are Spanish, Israeli and Moroccan avocados available which have been good quality through the season, according to Steve Maxwell, CEO at Worldwide Fruit. [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.

Horticulture
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Australia

This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.

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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