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Friday, 20th of December 2013

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. It is intended to be a topical and industry specific newsletter.

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Grower Update



Seasons Greetings from the CEO

This is the final issue of Guacamole for 2013. I just wanted to make you all aware that the Avocados Australia office closes at 2pm today and then **re-opens on Monday the 6th of January 2014**. Avocados Australia's Weekly Infocado reporting, including retail prices, will continue as normal over the Christmas period.

Because this is our last edition of Guacamole for 2013 I wanted to take this opportunity to provide a brief overview of what we have achieved this year. 2013 has been a very event-filled year. We launched many new initiatives, commenced the roll-out of valuable extension events to benefit growers, and other members of the supply chain. Our Qualicado launch, its Workshops as well as our Annual General Meeting attracted record attendance numbers. Media coverage of the Qualicado program and other news was positive and with more events planned in 2014 this will continue into next year.

Avocados Australia is keen to ensure that we deliver value back to levy payers, so this year we sought your feedback about how we are performing, what you think of our services and - in doing so - identified new ways to deliver value and benefits back to industry. The feedback that

we received from you has been fed back into our programs. One of the findings of this process was that many of you are satisfied with the work that we do. Given our commitment to continue to improve and enhance our activities from year to year this program will continue and our online stakeholder survey will be an annual event.

This year was also an important one for forging and maturing alliances and partnerships. I would like to thank all of the growers that hosted extension events in their regions during the year. I would like to thank also all of the researchers and project leaders that underpin our R&D and Marketing programs. My thanks also go to our sponsors of the Qualicado program, and to all the organisations that provide assistance to us in delivering the range of services and reporting that the industry now values so well.

I sincerely wish you all a safe and happy Festive Season.

Regards,

John Tyas
Chief Executive Officer

Best Practice Resource Users - New feature!

The Best Practice Resource authors have added a new feature to the Growing section, here are the details:

A new Fruit Spotting Bug Video!

New content has been added under the "Growing" section so growers can see more about the R&D work being done about Fruit Spotting Bug. This video describes the two species of spotting bug and outlines their life cycles and the damage they cause. [Click here](#) to access the BPR, logon and then glide your cursor over to the "Latest Articles" box on the right and click on "Spotting bug description video". Once the new window has opened glide your cursor over the video frame and click to play the clip.

If you commercially deal with avocados and are an Australian grower or packer or wholesaler or ripener or transporter or exporter and you haven't applied to access the Best Practice Resource apply for access now! [Click here](#), then click on "Apply to access" and complete the online form. Applications will be processed from the week commencing 6 January 2014.

Removing red tape for agricultural chemicals: have your say

The Australian Government is apparently moving to implement its election commitment of more efficient agricultural chemicals and veterinary medicines (Agvet chemicals) regulation.

The government's first step will be to introduce legislation to remove the re-approval and re-registration scheme before it commences on 1 July 2014. An exposure draft of the Bill to remove re-registration is now available and open for comment until 7 March 2014. You can find the bill at www.daff.gov.au/agvet.

To assist you a consultation document about the exposure draft Bill has been prepared and you can access this by [clicking here](#).

This consultation paper explains how the government would remove re-approval and re-registration. The paper also discusses some additional amendments to reduce red-tape and address minor issues identified with implementing existing legislation, including a detailed explanation of specific provisions.

In addition to this draft legislation, there are opportunities for further administrative and legislative reform to drive efficiencies in regulation of Agvet chemicals. We are committed to working with stakeholders collaboratively to develop further reforms.

To read the Minister for Agriculture's official announcement about this issue please [click here](#).

Marketing Update

Understanding and Addressing Consumers Purchase Barriers

Many consumers continue to lack confidence in selecting, handling, the storage and ripening of avocados. This was confirmed last year in the major research study (Project Avocado Accelerator, Oct 2012) where greater than 20% of all avocados buyers identified this lack of confidence as a barrier to their increased purchase. Not surprisingly this was an even greater proportion of less frequent avocado buyers saw this as a barrier.

To address this issue consumer education is one of the core pillars of the marketing communications strategy to improve consumer understanding of best practice approaches and ultimately build consumer confidence. This strategy is based on three key steps 1) develop a deeper understanding of consumers knowledge gaps towards ripening and selecting; 2) Develop the most appropriate messages that consumers will engage with and 3) Identify the best vehicles to deliver those messages.

The first step has now been completed through a two phase research study (AV12025) incorporating an initial qualitative exploration followed by a quantitative assessment of attitudes and behaviour. Questions the research set out to address included:

- What information gaps currently exist for consumers (e.g. Perceptions of Damage vs. Ripening)?
- What are the fundamental triggers and barriers to behaviour change?
- What core educational platform can drive behaviour change?
- What emotional “hooks” have the capacity to spike interest and engagement with the platform?
- What is the optimal communication and delivery strategy?

Overall the research illustrated some fundamental gaps in consumer knowledge. It confirmed that most consumers approach Avocados with a sense of uncertainty, expressing concerns about their ability to select and ripen the fruit to enable themselves to use it how and when they want. It identified that best-practice educational materials, delivered via a combination of in-store and in-home communications, can improve understanding of these stages and thereby increase consumer confidence in their ability, reducing damage to in-store merchandise and improving the end-user experience. Importantly their exposure to educational tools identified an exponential increase in consumer confidence across all stages of the process.

As a result of this research a clear brief can now be developed for the design and implementation of the best education materials!

Industry News

Paddock to Plate Summer Special

Australia chef supremo, Matt Moran, is to head to the most Northern part of NSW next month to find some fresh summer flavours in and around Byron Bay for a Paddock to Plate Summer Special that will premiere on Thursday, January 16 at 8. Among the fresh fruit to be featured are avocados. Find out more by [clicking here](#).

West Pak offers split box for avocados

West Pak Avocado Inc., Murrieta, Calif., has come up with a split box to better serve the needs of foodservice distributors and wholesalers, said Doug Meyer, vice president of sales and marketing. Read more by [clicking here](#).

State Government to build \$3 million fruit fly research centre at Port Augusta

A new fruit fly research centre will be built in Port Augusta, the State Government announced today. Work on the \$3 million world-class centre will start next year, where researchers will develop a fruit fly management technique called sterile insect technology to combat the Queensland variety of the pest, or Q-fly. Click here to [read more](#).

Israeli avocado exporter forecasts bumper crop

The avocado product manager of a leading Israeli fruit exporter is forecasting a bumper crop in the coming months, with the “hardest part of the season” now in the past. 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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Planting Avocado Trees?

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The advertisement features a central image of a sliced avocado. To the right, a circular badge reads 'Qualicado National Sponsor'. Below the avocado, there are several logos: '2012 Quality & Customer Satisfaction WINNER', 'AMPE', and the Birdwood Nursery logo. The background is a light green color.

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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