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21 August 2015

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.

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Grower Update



HIA Non-Executive Director applications

Horticulture Innovation Australia (HIA) is seeking applications for Non-Executive Directors.

Applications for four Non-Executive Director vacancies close **today**. [Click here](#) for the application guidelines pack.

Avocados Australia encourages growers with the required skills to apply for a position on the Board.

Applications must be submitted to www.rimfireresources.com.au by **close of business today**.

Discover a slice of New Zealand

Avocados Australia is pleased to support New Zealand Avocado on their bid at the World Avocado Congress (WAC) in Peru to host the next WAC in New Zealand in 2019.

New Zealand Avocado has developed impressive innovation, an amazing horticulture and avocado industry and is committed to offering their global avocado friends an amazing opportunity to visit their stunning country.

More than 25 kiwi growers will attend the congress with 10 Board and executive team members. They will partner on a stand with Plant & Food Research and Compac Sorting Equipment, a Gold sponsor of WAC Peru 2015.



Follow New Zealand Avocados on Twitter:  @NZ_Avocado #WACNZ2019

HIA is coming to Coffs Harbour - 24 August

Horticulture Innovation Australia (HIA) is running an event series called 'Between the Rows' in order to provide growers and other interested parties around Australia with information about the company and the chance to have their say about how levies will be spent.

This is an opportunity to have your say on your expectations of HIA, what's important for horticulture in your area and to ask questions about how the new company will operate and deliver benefits for you. [Click here](#) view the agenda and register.

Marketing Update

Avocados 101: A Super Food Idea Magazine Feature

Avocados are the flavour of the month with a six page feature in the September issue of Australia's number one food magazine *Super Food Ideas*.

As part of the News Life Media portfolio of food magazines, Super Food Ideas has an audited circulation of 140,299 and readership of 894,000 generating great exposure for Australia avocados as spring approaches.

This feature clearly acknowledges the growing interest and the recognised versatility avocados have with main stream audiences across Australia. The magazine is focused on providing its audience with fast, simple and delicious recipes that use ingredients that can be found in every supermarket. It is about new ideas, but not outlandish ones that are intimidating.

As well as great avocado fruit imagery and helpful tips the feature includes four delicious recipes including an avocado cornbread. The magazine is on sale now. [Click here](#) to view the article.

Funding grants for women in the agriculture sector



In 2015 Women & Leadership Australia is administering a national initiative to support the development of female leaders across all sectors.

From 1 July 2015 the initiative will provide women in the agriculture sector with grants for leadership development. More specifically, grant applications are open to women employed in

the agriculture sector at two levels. Please click on the preferred program link for details.

1. **Senior Management** and Executive level Women Leaders can apply for \$12,000 Individual Grants to undertake the [Advanced Leadership Program](#).
2. **Women Managers** can apply for \$4,500 Individual Grants to undertake the [Accelerated Leadership Performance Program](#).

Expressions of Interest

To request a Scholarship Grant Application Form or additional information [click here](#).

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 9000 or via ijohnson@asam.edu.au.

Infocado - the higher the participation, the greater the accuracy

Infocado is a reporting tool which has been developed to assist with the collection of more meaningful and timely data on the volume of avocados entering the Australian market place. This data assists individual packhouses and grower packers make better informed management and marketing decisions.

Infocado benefits participants by:

- providing better information to support industry planning with insights into seasonal market trends and short term market conditions
- helping support stable market values
- improving fruit quality
- providing a transparent relationship between supply volumes and retail price.

For those who do not contribute to Infocado, weekly and quarterly reports are uploaded to the website on a six-week and six-month delay respectively (see Infocado and Retail Price updates below). To begin contributing to Infocado, please contact Nathan Symonds, Supply Chain Manager on supplychain@avocado.org.au or 07 3846 6566.

Infocado and Retail Prices updates

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):

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

To access **Retail Prices** [click here](#).

Industry News

Positive South African avocado season so far

At the moment the South African avocado season is coming to a close, with an estimated 85% of export having been shipped. [Click here](#) to read more.

Subsole and Westfalia partner to supply avocados all year round

The Chilean fruit exporter Subsole is developing a partnership project with its former South African competitor Westfalia, under which they will together supply their target markets with Colombian avocados during the months when the fruit is not produced in their countries, thereby allowing for a continuous supply throughout the year. [Click here](#) to read more.

Peru: First shipment of Hass avocados bound to China

The company Avocado Packing Company, based in the district of Chao, Trujillo, La Libertad region, has been the first to ship a container with 20 tonnes of Peruvian Hass avocados to the

People's Republic of China after the Minister of Agriculture and Irrigation, Juan Manuel Benites, announced that Beijing authorised access of Peruvian products to this important Asian market. [Click here](#) to read more.

Hass Avocado Board teams up with American Diabetes Association®

The Hass Avocado Board (HAB) joins the American Diabetes Association® in the national Stop Diabetes® movement and has set a goal to help increase awareness among Latinos about the role good fats play in daily nutrition. [Click here](#) to read 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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