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Thursday, 21st of November 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.

The edition of Guacamole is separated sections: [Grower Update](#), [Industry Update](#) and [Industry News](#).

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Grower Update



Tristate Growers hear from experts

Nearly seventy growers and packers attended the Tristate Qualicado Workshop that took place last Thursday the 14th of November at Bonyaricall Vineyards in Robinvale. All of the avocado growers and packers that attended heard how to achieve maximum shelf life, were provided with an overview of the tree growth cycles and canopy management. Many of the growers were particularly interested in the three sprayers that were demonstrated on the day.

We would like to thank Barry Avery, the AAL director for the Tristate growing region and owner of Bonyaricall Vineyards, for hosting the day. We would also like to thank all of the speakers that took part including: Terry Campbell from the Queensland Department of Agriculture, Fisheries and Forestry; Alec McCarthy from Department of Agriculture and Food Western Australia; Lisa Martin, Ripe Horticulture; Denis Roe, the Senior Manager of R&D and Innovations at Birdwood Nursery; and Tim Myers from Barham Avocados.

Our thanks also go to Propak Industries, the regional sponsor for the Tristate workshop. Our thanks also go to the organisations that sponsored speakers on the day this includes: Sunrise Ag, Gallard Services & Interlink Pumps and Sprays.

The next Qualicado Workshop will be held in March next year and will aim to bring the Qualicado program to avocado growers in the Sunshine Coast growing region.

Melbourne Qualicado Workshop tackles top issues

Wholesalers, ripeners and transporters learnt more about how avocados bruise at the **Melbourne Qualicado Workshop** held last Wednesday at the Melbourne Wholesale Fruit, Vegetable and Flower Market. By learning how avocado bruising occurs in the supply chain and finding out ways to get the most shelf life from avocados via ripening methods the workshop aimed to focus on the top issues of relevance to wholesalers, ripeners and transporters. This workshop is the first in a series designed to provide information relevant to wholesalers, ripeners and transporters. The second workshop to be held for wholesalers, ripeners and transporters is scheduled to take place at the Brisbane Markets in February next year.

We would like to thank all of the speakers that took part on the day. Our particular thanks go to Terry Campbell from the Queensland Department of Agriculture, Fisheries and Forestry; Daryl Joyce from the University of Queensland; and Denis Roe, the Senior Manager of R&D and Innovations at Birdwood Nursery.

Horizon Scholarship targets next generation of leaders

The Horizon Scholarship has been developed to support the next generation of agricultural leaders, who will take up the challenge of farming for the future. The scholarship is for young people who are passionate about agriculture, with a keen interest in the future of our industry and are ready to expand their networks and learn new skills.

This initiative is from the Rural Industries Research and Development Corporation (RIRDC) in partnership with industry sponsors, and supports undergraduate students studying agriculture at university by providing:

- a bursary of \$5000 per year for the duration of their degree
- professional development workshops
- annual industry work placements that give students first-hand exposure to modern agricultural practices, and
- opportunities to network and gain knowledge at a range of industry events.

Applications close 5 pm AEST, 31 January 2014. For more information [click here](#) to go to the RIRDC website.

APVMA extends permit for use of Fenthion

The Australian Pesticides and Veterinary Medicines Authority (APVMA) have extended the permit that allows for the use of Lebaycid Insecticide (Fenthion) until the 30th of October 2014. This permit affects avocado and mango growers' ability to use Fenthion as a post-harvest treatment for Queensland fruit fly (QFF). The announcement appeared in the APVMA media release dated 16 October 2013. [Click here](#) to view the details of the permit PER13808.

APVMA would like growers to note that the Fenthion review is on-going and further changes may result from the review at a later date. For updated information regarding the Fenthion review, please [click here](#) to go to the APVMA website.

Industry Update

Australian Avocados gets a helping hand from an Aussie Icon

The well known Aussie icon VEGEMITE has been reconnecting with Australians through the launch of its "START WITH VEGEMITE campaign", which is designed to remind Australians that VEGEMITE spread provides a nutritious and delicious start to the day. The campaign has opened the lid on a world of ways to start with VEGEMITE, by showing Australians that they don't have to stop at toast when they start with VEGEMITE spread, rather it can be the building block to create a range of simple, tasty and healthy breakfast options.

One of those healthy breakfast options strongly promoted by Vegemite in their advertising has been Avocado. A specific 30 second television commercial featuring generous slices of Avocado on toast with Vegemite has been on air nationally since June [click here](#) to go to the Vegemite website. This has also been supported by shopperlites across 350 locations for four weeks during October and radio supporting a Coles Breakfast event also featuring Avocado. Also October 25th saw VEGEMITE's celebrate its 90th birthday with a successful social media campaign throughout the month encouraging all Australians to start with VEGEMITE and share their breakfast with the nation using #Vegemite90, actively encouraging consumers to try Vegemite with Avocado.

This has been a complimentary strategy to the Australian Avocados breakfast campaign that is currently underway. It has provided Australian Avocados the opportunity to further leverage simple weekday healthy breakfast option and join in with the celebrations through our social media channels.

Avocados Australia hosts Export Planning Workshop

Last Thursday, the 14th of November, Avocados Australia hosted an Export Planning Workshop to progress the development of an Avocado Industry Export Plan. The workshop reviewed the work completed to date by consulting team Agnes Barnard and Garry Goucher from Oliver and Doam through a HAL funded avocado levy project. With exporting to Asia one of the main topics for discussion the aim of the workshop was to investigate what work has been done to date in this area and to examine what the industry should focus on in the future.

John Tyas, CEO of Avocados Australia believed that the workshop was both constructive and positive.

"The analysis that has been undertaken so far is very detailed and informative including some economic scenarios regarding future supply and demand dynamics," he said.

The plan is expected to be finalised early in 2014.

Avocados Australia met with Chinese Delegation

Last Tuesday, the 12th of November, John Tyas CEO of Avocados Australia and Daryl Boardman AAL Director for the Southern Queensland growing region, met with a large delegation of research scientists, senior agronomists and research leaders visiting from China. The delegation were from the Chinese Ministry of Agriculture and their interest in coming to Australia was in seeing the integration of water and fertiliser technology in agriculture.

The sixteen delegates represented a number of leading Chinese agricultural research agencies or work units based in the Shandong, Jiangsu, Henan, Guizhou, Guangdong and Hainan Provinces as well as a region of inner Mongolia.

The meeting provided Avocados Australia with the opportunity to build a relationship with members of the group and to encourage interaction between both parties. John Tyas provided an overview of the Australian avocado industry and this was followed by a presentation from Sonja Van Wegen from MEA (designers and manufacturers of environmental monitoring systems).

The meeting also provided all of the Chinese delegates with the chance to try avocado, something that many of them had not eaten before.

Daryl Boardman believed that the meeting was useful for both parties, *"it provided us with a chance to establish a relationship with respected figures in the Chinese Ministry of Agriculture, to show them an overview of our own avocado industry and to gain their interest in avocado,"* he said.

September Export Report now available Online

Levy payers and AAL members can now access the September 2013 Avocado Export Market Intelligence Report from the Avocados Australia Online Reports Centre. To access the report

[click here](#) to go to Member Services and then log-in by following the prompts. If you are an Australian avocado levy payer or member of Avocados Australia and you require assistance with accessing this report please call 07 3846 6566 or email co@avocado.org.au.

A new IT system to streamline plant exports

Do you export plants or plant products from Australia? Are you a plant exports Authorised Officer? Do you work at a company that exports plants from Australia?

If so you should be interested to know that the Department of Agriculture will this month release PEMS, the "Plant Exports Management System", a new IT system that will help make your job easier.

PEMS is designed to reduce the average documentation time for commodity inspections—saving you time and money. PEMS will coordinate a range of processes to make the work of exporting plants and plant products from Australia more efficient.

These processes include the management of plant export inspection and documentation services. For more information [click here](#) to view their fact sheet or [click here](#) to visit their website.

Julie Petty resigns as Program Manager at Avocados Australia

It is with regret that we announce that our Supply Chain Program Manager, Julie Petty, has resigned from her position at Avocados Australia. Julie started employment at Avocados Australia in 2010. Avocados Australia would like to thank Julie for all of her hard work over the last three years and wish her all the best in starting a new phase of her career. The contact details for the Supply Chain project will remain the same; please email supplychain@avocado.org.au or call 07 3846 6566.

Industry News

Strong growth for Peruvian exports

The recovery of the European and North American markets coupled with a rise in asparagus and avocado production are expected boost Peru's non-traditional agricultural exports by 18-20 per cent in 2013, according to the Association of Peru's Agricultural Producers Guild. Read more by [clicking here](#).

Peruvian region anticipates trade agreements with India, Turkey

The Peru's Regional Exporters Association of Lambayeque (AREX) indicated the fruit and vegetable sector could benefit from a number of free trade agreements down the road. Trade policies in the works include agreements with Turkey, Indonesia and India. 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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