

[View Online](#)

[Home](#) | [About Us](#) | [Membership](#) | [Events](#) | [Growers](#) | [Services](#) | [News](#) | [Contact](#)

Wednesday, 22 April 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.

Make sure you check out:

[South Queensland Qualicado Workshop - 7 May!](#)
[Marketing update: Avocado Health Report Out Now](#)
[Study Tour of Peru & Chile - Last chance to express interest!](#)
[Horticulture Innovation Australia \(HIA\) Update](#)
[Best Practice Resource - Rootstock Selection](#)
[Infocado, Retail Prices & Dry Matter results](#)
[Avocados Australia's Online Survey - Have your say!](#)
[NZ: Healthy diets boost for growers](#)
[Peru: Delays will not affect avocado volume rather extend campaign](#)
[Asian demand 'will drive up' domestic food prices](#)

Grower Update



South Queensland Qualicado Workshop – 7 May!

The **South Queensland Qualicado Workshop** will be taking place on **Thursday 7 May 2015** at an avocado orchard located near Gatton. All growers and packers in the area are invited to attend this free and informative event aimed at providing avocado growers and packers in the region with the latest information on how to further improve fruit quality and productivity. [Click here](#) to view the program and event details.

RSVP now!

Those interested in attending can RSVP now by contacting Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au . Please RSVP by close of business on **Monday 4 May**.

Marketing update

Avocado Health Report - Out Now!

Australian Avocados Dietitian Lisa Yates has reviewed the past 20 years' scientific research on

the nutritional benefits of avocados to create a 12 page summary report for health professionals. **“Australian Avocados - An Update on Nutrition and Health”** was created as a resource specifically for health professionals to share the information with their patients, clients and the general public. The report includes the key findings that, as part of a healthy diet, avocados may:

- Lower LDL “bad” cholesterol and boost HDL “good” cholesterol, contributing to cardiovascular health;
- Help absorption of colourful carotenoids necessary for eye health;
- Assist in weight management;
- Improve glucose tolerance for people with diabetes; and
- Avocados are also rich in folate, which is needed during pregnancy for tissue development.

To further assist in sharing these key findings, a series of four social media infographics were also created that helps bring them to life.

The publication of the avocado health report was an opportunity for a targeted media campaign to the health professional audience. The report, infographics and a news release were sent to 200 health professionals including dietitians, nutritionists, GPs, diabetes educators and fitness professionals. Those on the list were health professionals that are influential in the media and have a strong social media following, for example dietitians who regularly appear on television or who have a number of people following them on Facebook, Twitter or Instagram. Initial results of the campaign have been very encouraging with immediate coverage through digital and social channels as well as anticipated longer lead magazine articles.

[Click here](#) to access a copy of the *“Australian Avocados - An Update on Nutrition and Health”*

[Click here](#) to view the *infographics*.

Study Tour of Peru & Chile – Last chance to express interest!

This is your last chance to express interest in attending the Study Tour!

Bookings will soon be open for the proposed Study Tour to Peru and Chile that is to take place in September. This study tour includes attendance at the **VIII World Avocado Congress** in Lima Peru - includes a Pre-Congress tour - and a tour of avocado production locations outside of Santiago in Chile. For those of you who had requested the opportunity to visit Machu Picchu an optional extension to the study tour is also available.

Interested in taking part? Then [express your interest before COB next Wednesday 29 April!](#)

For more information contact Anna Petrou at Avocados Australia on 3846 6566 or email co@avocado.org.au.

Horticulture Innovation Australia (HIA) Update

HIA Consultation & Membership

Horticulture Innovation Australia (HIA) has been undertaking a range of activities recently as part of their process of transitioning to HIA from HAL, which they say is due to be completed by the end of December 2015.

HIA has commenced the delivery of a series of events targeting growers around the country as part of their “Between the Rows” Regional Grower Meetings.

The first regional grower meetings were held in March and April. [Click here](#) to view HIA’s “Between the Rows” event calendar.

Information on HIA Model

A short brochure on HIA and its investment model has been made available online, [click here](#) to access it. The brochure provides a brief overview on HIA, and includes details of the funding model for investments in Pool 1 (grower levies and matching Government funds) and

Pool 2 (Government and investor funds).

HIA Avocado Advisory Mechanism and Procurement Process

Avocados Australia is continuing to work with HIA to try and progress the avocado levy program. One key issue is the formation of an avocado advisory structure. Since Industry Advisory Committees were disbanded in October 2014, there is no mechanism in place for industry to advise HIA on how the avocado levies should be invested. As an interim measure, HIA plans to identify a group of avocado growers to meet in May to provide them with advice.

HIA Consultation Paper re Strategic Investment Priorities for Pool 2

Submissions to the HIA Consultation Paper seeking stakeholder input on the strategic investment priorities for its Pool 2 strategic investment program closed on 31 March 2015. The Consultation Paper sought stakeholder input on the priorities for the HIA strategic investment fund. This paper is in relation to what they are calling the Strategic Co Investment Fund Pool (SCIFP) which does not involve your levy funds. It is intended to fund large, cross-horticulture projects using non-levy funds matched with commonwealth funds.

Avocados Australia made a submission on behalf of the avocado industry. Our submission noted, firstly, that the investment of the SCIFP should be directed by a properly developed strategic plan. This does not yet exist and no details have been provided regarding how or when it will be developed. Notwithstanding this, the areas of focus that were suggested in the AAL submission were: 1) Market access - overcoming fruit fly barriers to market access; 2) Health, nutrition and wellness; 3) Chemical access - registration of new, effective crop protection products; 4) Development of IPM technology; 5) Increasing R&D capacity in the area of plant physiology; and 6) R&D to support improved biosecurity systems.

Where to now:

HIA is in the process of reviewing all of the submissions. They will prepare the draft White Paper that will explain how the co-investment funding pool will work, and identify the suggested priority research funding areas (based on input received via the Consultation Paper submissions). The white paper is expected to be finalised by HIA in June and will be based on all input received and published. Implementation of the findings of the white paper is expected to take place from July onwards. If you have any questions in regards the process or the operation of Pool 2, please contact John Lloyd, Chief Executive Officer, Horticulture Innovation Australia Limited, on 02 8295 2321.

Best Practice Resource – Rootstock Selection

Do you know what you need to consider when selecting a rootstock for use in your orchard?

Avocados Australia's online Best Practice Resource provides information to help growers undertaking rootstock selection. Rootstocks can have a significant effect on the growth of the scion variety as well as its yield and fruit quality.

If you are an Australian grower/packer/wholesaler/riper/transporter/exporter/retailer and you haven't applied to access the Best Practice Resource apply for access now! [Click here](#) to access the online application form and apply for access now.

Infocado, Retail Prices & Dry Matter Content updates

Past Infocado Reports, Retail Prices and Dry Matters results 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](#)

To access Dry Matter results [click here](#)

Avocados Australia's Online Survey - Have your say!

Avocados Australia is committed to continuous improvement of our communication with stakeholders. To achieve this we are undertaking our annual online survey to seek your feedback on how we are doing. Importantly the survey also provides you with the opportunity to tell us ways we can improve and innovate.

Avocados Australia wants to hear from you. We value your opinion. So to provide an added incentive we are offering the first 10 people who respond a free Avocados Australia cap. As well as this all respondents have the chance to win a **TRAVEL VOUCHER WORTH \$500** from Flight Centre*. The travel prize will be drawn on Friday the 8 May and the winner announced on our website.

The survey will take approximately 10-15 minutes to complete. Your responses are confidential. So take a moment to share your views:

[Click here](#) to access Avocados Australia's Online Communication Survey.

Please **complete the survey before close of business on Wednesday 6 May 2015.**

*Conditions Apply: Prize is to be taken as offered and is not transferable or redeemable for cash and can't be on sold. Prize must be redeemed by the due date as indicated on the offer. All personal details provided are only used in conjunction with this survey prize and are not disclosed to any other parties. Avocados Australia will not be held liable for any further claim following the receipt of the prize by the winner.

Industry News

NZ: Healthy diets boost for growers

New Zealand's avocado orchardists might well look at their crop and see gold nuggets dangling from their trees rather than green fruit. Read more by [clicking here](#).

Peru: Delays will not affect avocado volume, but extend the campaign

Peruvian avocado exports have been significantly delayed by recent rains, causing a noteworthy increase in prices. [Click here](#) to read more.

Asian demand 'will drive up' domestic food prices

AUSTRALIAN consumers are being warned they will have to get used to paying more for food as booming demand for exports to the region forces prices up. [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

[Unsubscribe](#)

