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Friday, 22 August 2014

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



Risk to the levy system

Recent political action has raised concerns regarding the agriculture levy system which underpins industry development.

A number of industries (Mangoes, Onions and Mushrooms) have recently conducted extensive producer consultation as required by the Department of Agriculture Levies Revenue Service Guidelines for changes to statutory levies. These industries further conducted ballots through the Australian Electoral Commission and received support from a reasonable proportion of their prospective industry to increase their statutory levy. Levy changes were approved by the Minister for Agriculture and announced in the recent federal Budget.

While the relevant regulations containing these increases proceeded through the House of Representatives without opposition, Senator Leyonhjelm has brought a disallowance motion in the Senate to disallow the regulations (The Primary Industries (Customs) Charges Amendment (2014 Measures No. 1) Regulation 2014, Primary Industries (Excise) Levies Amendment Regulation 2014 (Select Legislative Instrument 2014 No.55) and Primary Industries Levies and Charges Collection Amendment (Mushrooms) Regulation 2014 (Select Legislative Instrument 2014 No. 56)).

Debate on the motion to disallow the regulations will occur in the Senate on the 26 August. If the majority of Senators support the disallowance motion, the levy increases that have been operating since 1 July 2014, after five years of work and consultation on behalf of growers, will be discontinued.

Senator Leyonhjelm has stated publicly that his preference “is for levies to go entirely”. His disallowance motion has the potential to bring the entire agricultural levy system into question. It sets a dangerous precedent for all future potential changes to industry levies.

Agricultural industries have been working hard to ensure that Senators are well informed of the importance of the levy system prior to 26 August. Recently the Greens have announced they will oppose moves to disallow increases and amendments to the levies paid by mango, mushrooms and onion growers when the matter comes before the Senate next week.

This disallowance motion (if successful) will set a precedent for the levy system in Australia. All levy payers are encouraged to voice their views on this matter. It shouldn't be left to politicians to decide the future of the industries. You can post your views by [clicking here](#) or contact Senators directly.

Central QLD Qualicado Workshop - 11 Sept!

The **Central Queensland Qualicado Workshop** will be held on **Thursday 11 September 2014** from 9.00am (arrive 8.30am) to 3.40pm at Donovan's Avocado Orchard, 66 Madsens Road, Isis Central. All growers and packers in the area are invited to attend this free and informative event aimed at covering a range of topics to assist growers with fruit quality and productivity.

Avocados Australia would like to thank our hosts Lachlan and Annaleise Donovan for supporting this event.

PROGRAM:

- 08.30am Complimentary coffee and tea on arrival
- 09.00am Welcome by Nathan Symonds, Program Manager Avocados Australia
- 09.05am Program Overview - John Tyas, CEO Avocados Australia
- 09.25am Overview of Qualicado Program - Nathan Symonds, AAL Program Manager
- 09.35am Overview Best Practice Resource - Nathan Symonds, AAL Program Manager
- 09.45am Grower Self-Assessments (30mins)
- 10.15am Morning Tea (30mins)
- 10.45am Handling and Ripening - What you can do to minimise risk
- Terrence Campbell, QDAFF
- 11.15am Plant Varieties - Denis Roe, Birdwood Nursery
- 11.30am Connections between Soil, Crop, Irrigation & Water Salinity
- Chris Searle, (Consultant)
- 12.15am Management of Saline Irrigation Water
- Peter Wilson, Burnett Mary Regional Group
- 01.00pm Lunch (40mins)
- 01.40pm Fruit Spotting Bug Management & Pheromone Traps - Craig Maddox, NSW DPI
- 02.20pm Optimising Sprayer Performance - Craig Maddox, NSW DPI
- 02.45pm Orchard Walk - with Lachlan Donovan
- Measuring Soil & Water Salinity - Peter Wilson, BMRG
- Avocado Nutrition in the Field - Chris Searle, Consultant
- Fruit Spotting Bug Monitoring in Orchards - Craig Maddox, NSW DPI
- Ensuring Correct Sprayer Calibration - Craig Maddox, NSW DPI
- 03.30pm Wrap Up & Evaluations - Nathan Symonds, AAL Program Manager
- 03.40pm Finish

RSVP now by calling 07 3846 6566 or email supplychain@avocado.org.au before Monday 8 September 2014. [Click here](#) for the full event details, a location map and directions.

Avocado Industry Day - Port Macquarie - 17 Sept!

Following on from the success of the Qualicado workshop held in Comboyne in June this year, Avocados Australia is holding an "Avocado Industry Day" at Port Macquarie (The Mercure Centro Hotel on 103 William St) from 9.30am (for a 10am start) to on **Wednesday 17 September** and anyone with a serious stake in the Australian Avocado industry in the Central New South Wales region will benefit from attending this event. This event **incorporates the**

AAL Annual General Meeting and the Annual Levy Payers Meeting along with other presentations that would be of interest to Central NSW growers.

Start: 9.30am for registration and tea & coffee, for a 10am start
RSVP: By Friday 12 September on 07 3846 6566 or admin@avocado.org.au
 Please note any dietary requirements when you RSVP.

Some of the information and opportunities provided on the day include:

- A detailed presentation on how your R&D and marketing levies are invested.
- Avocado marketing update - national marketing strategies, branding & performance.
- An overview of the activities and programs delivered by Avocados Australia.
- Question time with HAL Program Managers and Avocados Australia.
- A lunch with AAL Board Directors, Avocado Industry Advisory Committee Members and Industry Representatives.
- Avocado nutrition and irrigation management presentation from Lisa Martin of Ripe Horticulture.
- Phytophthora management presentation from Simon Newett of DAFF, Queensland.

Industry Day Schedule:

09:30-10:00am	Tea & coffee on arrival
10:00-11:00am	AAL Annual General Meeting - Presenters: Lachlan Donovan & John Tyas
11:00-12:20pm	Annual Levy Payers Meeting - Presenters: Bob Granger, Duncan Sinclair, & Craig Perring
12:20-01:20pm	Lunch
01:20-01:25pm	Introduction to Presentations by Ian Tolson
01:25-01:55pm	Increasing Profits through improving Nutrient application & Irrigation systems (Part 1) - Presenter: Lisa Martin
01:55-02:25pm	Are you fair dinkum about root rot? - Presenter: Simon Newett
02:25-02:55pm	Increasing Profits through improving Nutrient application & Irrigation systems (Part 2) - Presenter: Lisa Martin

Changes to the Australian “Kangaroo Label”

The Australian ‘Kangaroo Label’ was developed by Avocados Australia in 2011. Avocados Australia created the on-fruit sticker at a time when the industry wanted to provide a better means for consumers to be able to identify and choose home-grown avocados in retail stores. The sticker clearly identifies the avocado country of origin at point of sale. Though the use of the label is optional, registered label users have overwhelmingly supported the Kangaroo Label.

Avocados Australia has reviewed and refined the Kangaroo Label specifications for the production of the label to ensure uniformity, efficiency and effectiveness for the industry. This process took into account the technical needs of the licensed Kangaroo Label Suppliers and the needs of Registered Label Users. At the same time this process also provided the opportunity for Avocados Australia to negotiate with major retailers to simplify their label requirements.

[Click here](#) to more information!

Online Report Centre - latest uploads!

Avocado levy payers and Avocados Australia members that have access to the **Online Report Centre** (located on the Avocados Australia website) can view and open electronic copies of Avocado-related Research & Development reports, Annual Reports, Market Data, Member notices and other useful documents. To view the recent uploads, and all of the above documents, [click here](#) to access the Online Report Centre and then enter your username and password to log in.

RECENT UPLOADS:

Market Data:

New look Brand Health Reports!

- Quarterly report to 14/6/14 - "8 Questions about the Avocados market in Australia"
- Nielsen Avocados Brand Health Report to 14/6/14 monthly

If you require assistance in accessing the Online Report Centre please email co@avocado.org.au or call 1300 303 971.

Marketing Update

Avocado Campaign Awareness reaches new heights

MT14014 Fruit Tracking Study is a longitudinal quantitative research study that provides an ongoing measure into the effectiveness of marketing and advertising investment over time. It also acts as a consistent and valuable measure into attitudes and awareness of fruit purchasing consumers.

The main aim of this market research study is to record changes to consumer attitudes and behaviour over time across a number of fruit categories and specifically avocados. This includes measuring consumer attitudes, usage, purchase frequency and location as well as awareness of any primary or residual advertising in the market.

The research is carried out using six waves per year collecting information using an online survey. A random but representative audience of Australian consumers aged 18+ years completes this survey each wave.

According to the recent reporting (that combines the April and June tracking waves and straddles the launch timing of the new television media campaign) on a combined basis the prompted advertising recall showed a jump to its highest level in 12 months and increased wave on wave from 15% to 24%. More importantly looking specifically at April vs. June the prompted advertising awareness increased significantly from 10% in April to an impressive 37% in June. This great result confirms that the advertising is being seen by consumers and is being remembered.

In addition to the advertising tracking other key measures highlight that 55% of consumers buy avocados once a month or more, while 16% say they never buy them. Around eight in ten of those who don't buy avocados say it is because they simply don't like them.

Of those who do buy avocados, satisfaction levels are high, with 80% satisfied with the quality of the flesh, 77% satisfied with the appearance of the avocados they purchased and 64% satisfied with the range of ripeness on offer. All three measures have remained stable over the past twelve months.

Almost half of those who buy avocados plan their purchase in advance with the remaining half tending to make a spontaneous decision to purchase in-store.

Consumer sentiment toward avocados is consistently very positive. Close to nine in ten consumers agree that avocados contain good fat and over seven in ten believe that using avocados makes them feel like they're doing something healthy for their family.

Industry News

Coles seeks to boost local producer ties with RANGEme

Australia's second-largest supermarket chain Coles has adopted a new online tool to give small- and medium-sized businesses an opportunity to pitch their products directly to its buying team. Read more by [clicking here](#).

"China is more than willing to lift restrictions on Peruvian avocados"

"The Chinese health authorities are more than willing to lift restrictions on the export of Peruvian avocados," said the Minister of Foreign Trade and Tourism, Magali Silva. Read more by [clicking here](#).

Mexico enjoys colossal growth in key avocado export markets

Mexico recorded a 29% year-on-year increase in its avocado exports in the first half of 2014, thanks to huge growth in shipments to markets like the U.S., Japan and Canada. Read more by [clicking here](#).

As California avocado crop winds down, Mexico gearing up to fill demand
With a total crop volume at only 60 percent of a year ago, the California avocado season is winding down as Mexico gears up to fill demand. 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.

Qualicado Program Sponsor:

National Sponsor:

Planting Avocado Trees?

Birdwood Nursery is a specialist fruit tree nursery supplying the highest quality fruit trees to commercial growers and retail nurseries throughout Australia

- We are BioSecure HACCP and ANVAS certified to provide the healthiest trees possible.
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The advertisement includes a large image of a sliced avocado, a 'Qualicado National Sponsor' badge, and several certification logos including '2012 Winner of the Best Avocado', 'ANPVC', and 'BioSecure'.

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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