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22 January 2016

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly newsletter delivering the latest news of relevance to the Australian avocado industry.

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Federal Agriculture and Water Resources Assistant Minister visits FNQ farm

The Federal Assistant Minister for Agriculture and Water Resources Senator Anne Ruston took up AAL Chairman Jim Kochi's invitation to visit his farm this week, to discuss the issues surrounding avocado growers' concerns regarding the management of grower levies.

In the last fortnight Senator Ruston has commented publicly about the need to provide a greater voice to the lobby group Voice of Horticulture (VOH) and the Peak Industry Bodies (PIBs).

On ABC Rural radio (14/01/2015) Senator Ruston said she would push for PIBs to become HIA members to give them voting rights.

Mr Kochi said Senator Ruston spent close to an hour and a half visiting his farm and was keen to understand how avocados were grown and processed.

HIA invitation: levy payer workshop

Hort Innovation is holding Levy Payer Workshops nationally to assist with the development of the company's inaugural Strategic Plan, setting the strategy to 2018.

The purpose of the workshops is to consult with growers and levy payers. HIA invites you to attend a workshop and share your ideas to help guide the direction of the organisation that invests horticulture levies into research, development and marketing programs. HIA wants your input!

Levy Payer Workshop locations and dates:

Richmond, NSW: 21 January
Shepparton, Vic: 27 January
Werribee, Vic: 28 January
Hahndorf, SA: 29 January
Launceston, Tas: 29 January
Darwin, NT: 1 February
Batlow, NSW: 1 February
Swan Valley, WA: 2 February
Perth, WA: 3 February
Robinvale, Vic: 3 February
Mildura, Vic: 4 February
Brisbane, Qld: 4 February
Bowen, Qld: 4 February
Glass House Mountain, Qld: 5 February

To find more information, venue details and times and to express your interest in attending a workshop, visit www.horticulture.com.au/events or send an email to events@horticulture.com.au

New produce food safety guidelines now available

A new resource that could greatly help your business, the [Guidelines for Fresh Produce Food Safety](#), is available now for free download from the Fresh Produce Safety Centre website.

The illustrated, easy-to-read document (either online or print-ready) contains information and tools for identifying food safety risks in fresh produce businesses, and best practices for managing those risks for the whole distribution chain in Australia and New Zealand, from growing through to receipt at retail. It contains up-to-date information on hazard analysis, microbial and chemical contamination risks, risk assessment, product traceability, allergens and managing product test results.

While on the **website**, you can also sign up for the fortnightly [e-newsletter](#), check out the [blog](#) and find other [resources](#).

About the Fresh Produce Safety Centre Australia & New Zealand

The [Fresh Produce Safety Centre Ltd](#) is an industry-led, not-for-profit company established to enhance fresh produce food safety across Australia and New Zealand through research, outreach and education.

AAL in the media

Over the past week avocado prices have risen which has sparked media interest. AAL's CEO John Tyas and Chairman Jim Kochi have both supplied comment to the media explaining these price rises.

Here is a selection of the media coverage we've received:

[Avocado prices hit record highs with increased demand and scarce supply - Queensland Country Hour ABC](#)

[The smashed avocado price crisis hits Melbourne - The Age](#)

[Avocados selling for as much as \\$6 each - 3AW's John and Ross Show \(Melbourne\)](#)

[Close up with Jim Kochi - 2GB Rural News](#)

Marketing update

A perfect match

Following on from the success of the 'mashed-up' and 'chef series' - the next round of content videos is about to begin production. The creative this time will have a 'love theme' which will be launched on Facebook on February 14 - Valentine's Day.

The short videos will be created using diorama-style sets and will have our humble avocado featured in some romantic scenes showing how avocados and different foods make the perfect match. The video will end with an image of a recipe and a link to the website.

The campaign will also include a perfect match score (compatibility score) - which will encourage consumers to engage with the content by ranking their favourite food match.

The main objective of the campaign is to grow the consumer's usage repertoire and provide them with more reasons to buy avocados.

Other activity for January and February include an e-newsletter with an Australia Day focus, social content to also include a number of health messages and some modifications to the consumer website to make it more user-friendly.

Infocado and retail prices update

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. Please note the project AV12007 Data Collection to Facilitate Supply Chain Transparency finished on 17 November 2015 so Retail Price data will no longer be provided.

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

With the new Project AV15004 beginning, so does Retail Prices once again. The retail pricing provided each week from 3 February 2016 will be collected via the internet rather than in-store as our past practice used to be. It will also largely focus on Coles and Woolworths.

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

Industry News

Australian news

Horticulture Innovation Australia could face changes to allow horticulture lobby groups to be members

Horticulture lobby groups could have a greater say in the industry's peak research and development corporation this year. [More](#)

Brisbane Markets releases shareholder/investor announcement

Brisbane Markets Limited (BML) has been advised today that the Takeovers Panel has accepted an undertaking by Produce Markets Queensland Pty Ltd, a subsidiary of VGI Partners Pty Ltd, in relation to Brisbane Markets Limited. [More](#)

Quad bikes are still a farmer's worst enemy claiming most lives in 2015

Quad bikes are again a farmer's number one enemy – for the fifth consecutive year. A report from the Australian Centre for Agricultural Health and Safety has shown 69 people lost their lives on farms last year, up from 54 in 2014. [More](#)

Far North farmers facing labour shortage amid backpacker decline

Dodgy labour hire companies ripping backpackers off are being partly blamed for a decline in working holidaymakers that could leave Far Northern farmers in the lurch. [More](#)

Queensland farmers unite against Federal Government's backpacker tax hike

Opposition to a planned backpacker tax hike is gaining momentum, with Queensland's peak horticulture lobby group spearheading a campaign to torpedo the move. [More](#)

Avocado demand driving greater production in Western Australia

Western Australia is experiencing a huge increase in avocado production as strong demand for the fruit continues to grow throughout the country. [More](#)

Avocado processing plant to meet overseas demand

In Western Australia a high-tech, \$5 million processing centre at Manjimup has been opened by leading players in the booming avocado industry. This centre will not only help to meet overseas demand and guard against an oversupply on the domestic market, but is also suitable for processing a host of fruit and vegetables. The plant has high-pressure packaging and individual quick frozen capabilities. [More](#)

International News

NZ government objects to Australia's new country of origin food labels

New Zealand's Ministry of Primary Industries has said it is concerned about the cost it will take for its nation's food producers to comply with Australia's new proposed country of origin labelling laws. [More](#)

M&S launches mini Hass avocados

Premium retailer Marks and Spencer has become the first retailer to stock mini Hass avocados and is marketing them as "perfect for portion control and snacking". [More](#)

Colombia: Green West invests in Antioquia's avocado

Green West, a Colombian fruit exporter company that is preparing the opening of its collection and distribution center in the municipality of Guarne, is searching for some 200 small producers of Hass avocados in eastern Antioquia that want to sell their production to the world. [More](#)

California Avocado Commission unveils new logo for new season

In preparation for the 2016 California avocado season, the California Avocado Commission (CAC) unveiled a new logo that will be used throughout its marketing campaign. The logo art ties directly to the California label that many avocado handlers have been using for the California avocados they pack. [More](#)

Record 278 million Mexican avocados shipped for Super Bowl

The US population continues to consume more and more avocados. Consumption is driven by increased media attention as well as in-store promotions. [More](#)

Peru: Hass avocado exports to Chile growing by over 300%

Peruvian Hass avocado exports have registered a 306% growth in the Chilean market during

the period between January and November 2015, reaching a total of \$ 13.4 million compared to the 3.3 million achieved in the same period of 2014, reports the Ministry of Foreign Trade and Tourism (Mincetur). [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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