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Monday, 23 February 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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## Marketing Update:

### Australian Avocado back on Television

Australian Avocados will re-start television advertising with a 6 week campaign from week commencing 15th February. After a significant off-air break this burst of television and digital advertising will re-build consumer awareness of avocados and help to maintain consumer purchase momentum into the autumn period. Similar to the previous burst in the lead up to Springs the advertising will be screened across the five capital cities (Perth, Adelaide, Melbourne, Sydney, Brisbane ) and the key regional markets across the eastern seaboard. The first weeks will showcase the 30 second ad to build brand image followed by consecutive weeks of the 15 second ad for cost efficient reach and frequency.

The advertising will be across channels 7 & 9 as these continue to be the number 1 and 2 ranking stations against our target audience nationally. This will be replicated in regional areas with affiliated networks Prime (7) and Win/NBN (9). The ads will be seen in popular peak programmes such as MKR (My Kitchen Rules), the Block, the evening news and 60 minutes as examples (please note that program selection will vary by market).

Additional advertising support will come from across the digital network targeting female grocery buyers (25-49). Video pre-rolls will run continuously for 8 weeks featured on a combination of catch up TV and digital sites where our audience can be reached in significant

numbers.

Underpinning this advertising campaign is also the ongoing conversation through social media where we continue to achieve extraordinary engagement rates on Facebook with our 110,000 fans. Search activities will also increase during the advertising period to make it easier for consumers to find nutrition and recipe information by bringing them back to the Australian Avocado website.

Overall this advertising investment follows on the back of the strong gains achieved against our target audiences Avocado Enthusiasts and Lovers as confirmed in research tracking results as previously reported. To view the schedule [click here](#).

## Grower Update

### Brisbane Qualicado Workshop - this THURSDAY!



This Thursday 26 February Avocados Australia will be delivering the "BRISBANE QUALICADO WORKSHOP", a free informative event for avocado wholesalers, ripeners and transporters to be held in Training Room 2 at Fresh Centre Brisbane Markets, 385 Sherwood Road Rocklea.

All Brisbane-based avocado wholesalers, ripeners and transporters should RSVP now! Call toll free 1300 303 971 or email [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au).

Those who attend the workshop will be provided with the latest essential facts about how best to ripen avocados, hear about how to access our free online best practice resource and hear the latest information on how best to handle avocados. The workshop will start at 9.00am (arrive at 8.30am for coffee) and finish at 11.25am. [Click here](#) to view the full event program.

### Sydney Qualicado Workshop at Sydney Markets - 12 March!

On Thursday 12 March the "SYDNEY QUALICADO WORKSHOP" will take place at Sydney Markets Conference Centre, Level 1, 250-318 Parramatta Rd, Sydney Markets. All Sydney-based avocado wholesalers, ripeners and transporters are encouraged to attend this free and informative event to hear about the latest essential facts about how best to ripen and handle avocados, and how to access our free online best practice resource.

The Sydney Qualicado workshop will start at 9.00am (arrive at 8.30am for coffee) and finish at 11.25am. [Click here](#) to view the full event program.

"QUALICADO" represents a program of continuous improvement for avocado industry members. Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program because the overarching goal is to improve quality for the end consumer. To find out more about the Qualicado program [click here](#).

Please RSVP to Nathan Symonds on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) as limited places are available. Complimentary refreshments will be provided.

### Sunshine Coast Qualicado Workshop highlights irrigation best practice

A good turnout of Sunshine Coast growers and packers took part in Avocados Australia's Sunshine Coast Qualicado Workshop that was held recently at Pringle Road Farms near Nambour.

Those in attendance heard from a range of speakers covering topics relating to fruit quality and other topics of interest to growers, such as avocado irrigation principles, handling and temperature control of avocados, and how growers can adopt organic farming approaches in the orchard.

Avocados Australia would like to thank all of the presenters that took part on the day. Our sincere thanks also go to Stephen Jeffers for supporting this event, taking part in the orchard walk, and for offering the use of his packing shed on the day.

Avocados Australia also wishes to thank our sponsors who supported the Sunshine Coast Qualicado Workshop this includes: [Rural Bank](#) and [Propak Industries](#).



Above from left: Stephen Jeffers avocado grower and host of the Sunshine Coast Qualicado Workshop, Ian Herd of Rural Bank and John Tyas CEO of Avocados Australia.

*"I would like to thank all of the growers and packers that attended the second Sunshine Coast Qualicado Workshop and our particular thanks go to our Qualicado sponsors, once again the overall event feedback we received was very positive,"* said John Tyas, Chief Executive Officer for Avocados Australia.



### **Qualicado Presentations available online from the BPR**

All of the presentations delivered at each of the Qualicado Workshops so far can be viewed online from the Best Practice Resource (BPR), including the presentations that were delivered at the recent Sunshine Coast Qualicado Workshop in Nambour. To access the BPR just [click here](#) to go to the login page. Once logged in move your cursor to the menu bar to "Growing" and then select "Qualicado". On that page select your region and then click on a presentation from the list.

### **Online Report Centre - Latest Export Market Intelligence Report!**

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 UPLOAD:**

Market Data: - *Export Market Intelligence Report - Jan-Dec 2014*

If you require assistance in accessing the Online Report Centre please email [co@avocado.org.au](mailto:co@avocado.org.au) or call 1300 303 971.

## Best Practice Resource – Harvesting



**Did you know that the Best Practice Resource (BPR) contains a useful video that demonstrates the best way to pick avocados at harvest time?**

There are a number of things which growers and managers as well as pickers need to be aware of in the lead up to and during harvesting. These include things such as fruit maturity and handling recommendations. This informative training video was developed by industry to highlight the most important things pickers need to know. This video can be used as an induction tool for new staff. Australian avocado growers can access the video by logging on to the Best Practice Resource. Once logged on move your cursor to the “Growing” menu item and then select “Harvesting”. Once on the Harvesting webpage move your cursor over the clip and then click on it to play.

### How to gain access to the BPR:

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 "Apply for access" online form.

## Infocado, Retail Prices & Dry Matter updates

Past Infocado Reports and Retail Prices 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](http://industry.avocado.org.au)):

To access Infocado reports [click here](#)

To access Retail Prices [click here](#)

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

## PMA ANZ Fresh Connections - 12-14 May

PMA ANZ Fresh Connections will be held at the Melbourne Convention & Exhibition Centre over three days 12-14 May. The program is now available [click here](#) to access it online. Among the presentations set to appear in the first half of day 1 is examining the future of retailing, changing the way marketers target consumers, and winning tomorrow's customer with digital.

In the afternoon the program breaks into four concurrent sessions with a range of forward focussed topics. The Trade Show on Day 2 is followed by a day dedicated to special interest

topics including: Australian Horticultural Exporters' Association Forum, Foodservices Forum, Organics Forum, Independent Retailer Forum, Horticulture Centre of Excellence Masterclass, Sustainability Forum and a tour of the new Epping Markets.

## Industry News

### **NZ: Fourth fruit fly found in Auckland**

A fourth fruit fly has been discovered in Auckland, the Minister for Primary Industries has confirmed. Read more by [clicking here](#).

### **Colombian avocados want a spot in U.S. guacamole bowls**

EL RETIRO, Colombia – A few days after the Super Bowl, a few men were huddled outside a fruit-processing plant on the outskirts of Medellin, Colombia analysing the event. They weren't talking about impossible receptions, interceptions or dropped catches, however, but the one-minute commercial promoting Mexican avocados. Read more by [clicking here](#).

### **Peru: Camposol results take a dive in Q4**

A seven-fold rise in avocado profits was not enough to offset dramatic falls in financial performance for Camposol's asparagus, grape and mango exports in the fourth quarter of 2014. Read more by [clicking here](#).

### **USDA considers allowing avocado imports from second Mexican state**

U.S. consumer awareness of Mexican avocados was given a strong boost earlier this month with a minute-long commercial during the Superbowl featuring former NFL players, and now it looks like availability also could be getting a step-up as the U.S. Department of Agriculture (USDA) has proposed to allow imports from another major production state. 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.

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to [co@avocado.org.au](mailto:co@avocado.org.au)

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