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24 July 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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Grower Update



Adelaide and Melbourne Wholesaler Qualicado Workshops

The Adelaide Qualicado Workshop was held on Wednesday 22 July at the Adelaide Produce Market and the Melbourne Qualicado Workshop was held at the Melbourne Markets Conference Centre on Thursday 23 July. More than 20 wholesalers, ripeners and transporters attended the two events.

AAL representatives John Tyas and Nathan Symonds discussed the Supply Chain Program, the Best Practice Resource and the benefits of Infocado. Guest speaker Noel Ainsworth from QDAF presented on Improving Avocado Ripening Practices and Avocado Bruising Research Update.

Central Queensland Qualicado Workshop - 6 August

The Central Queensland Qualicado Workshop is being held on **Thursday 6 August** in Childers, Queensland. All growers and packers in the region 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.

The workshop will start at 8.30am and finish at 3.55pm. [Click here](#) to view the full event program.

The Central Queensland Workshop is the final for phase two of Qualicado. Phase three will commence later in 2015. Watch this space for more details!

HIA is coming to Western Australia

Horticulture Innovation Australia (HIA) Limited, the new industry services body for horticulture R&D and Marketing, is running an event series called "Between the Rows" in order to provide growers and other interested parties around Australia with information about the company and the chance to have their say about how levies will be spent.

HIA will be holding two events in WA - Bunbury on Tuesday 4 August and Gingin on Wednesday 5 August. The events start at 5.30pm and finish at 7.30pm and will be followed by a barbecue dinner.

[Click here](#) for the Bunbury and Gingin event details.

New Country of Origin Labels



Earlier this year, the Government established a review of Australia's Country of Origin Labelling laws. This week, the Government approved the new Country of Origin Labels with the green and gold kangaroo and a gold shaded bar showing the percentage of Australian ingredients.

The new labels which will appear in stores later this year will allow consumers to easily identify where their food is from. [Click here](#) to read the media release from Prime Minister Tony Abbott, Minister for Agriculture Barnaby Joyce and Minister for Industry and Science Ian Macfarlane.

Marketing Update: Australian Avocado back on TV in September

Australian Avocados television advertising will restart in September with a four week campaign from week commencing 20 September. After a significant off-air break, this strong burst of advertising will re-build consumer awareness of avocados and help to build consumer purchase momentum into the summer period.

Similar to previous bursts, this advertising is timed to key fruit availability and will be screened across the five capital cities and the key regional markets across the eastern seaboard. The advertising will use a combination of both the 30 second ad to build brand image and the 15 second ad for cost efficient reach and frequency.

The advertising will be shown across channels 9 & 10 in metro areas and Prime (7) and Southern (10) in regional areas. TV channels have been selected based on the balance between top rating programs, the audience reach and cost efficiency between the stations. Split evenly between peak and off peak viewing, the ads will be seen in popular programmes such as House Husbands, Farmer Wants a Wife, 60 minutes, 10 News and the Living Room (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 four 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 120,000 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.

Changes to Infocado

Infocado is an internet-based system, which has been developed to assist with the collection of more meaningful and timely data on the volume of avocados entering the Australian market place. It assists individual packhouses and grower-packers make better informed management and marketing decisions.

Over the last week, Avocados Australia has been busily implementing new changes to the Weekly Infocado Report. These changes reflect the feedback resulting from the Infocado survey undertaken in January 2015.

No data has been removed from the report, although it may be illustrated in a different manner from previous reports. The reformatting is intended to provide improved information for all contributors.

There are three major changes:

1. Page 2 - New Zealand data includes an extra row to show both the original monthly forecasts and the revised monthly forecast as it is updated across the season
2. Page 3 - a new table has been included that shows dispatch data by origin
3. Page 4 - the middle graph (Percentage Dispatched by Region) now includes a mark which shows the forecast for each region, just prior to the season commencing harvest. This mark will be fixed about one month prior to the expected start date for each region and remain in place until the end of the season.

For more information on Infocado please visit our website:

<http://industry.avocado.org.au/Growers/Infocado.aspx>. Alternatively if you are a packhouse or wholesaler that would like to start participating to Infocado, in order to get regular Infocado reports sent direct to your business, contact Nathan Symonds on 07 3846 6566 or email supplychain@avocado.org.

Infocado and Retail Prices updates

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):

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

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

Industry News

PM announces final version of Australia's Country of Origin Law

Prime Minister Tony Abbott was joined in a united front by Minister for Agriculture Barnaby Joyce and Minister for Industry and Science Ian Macfarlane this week to unveil the final version of Australia's proposed new country-of-origin labelling system for foods. [Click here](#) to read more.

Avo process hitting the highs

THE planets have aligned for avocado growers with some receiving the best prices they've seen in 40 years. [Click here](#) to read more.

'Thumbs up' from hort

The horticulture sector has welcomed the agricultural competitiveness white paper's heightened biosecurity measures and support for accessing new export markets. [Click here](#) to read more.

Mexico: Avocado prices on the rise

Several public markets in Mexico have recorded an increase in fruit and vegetable prices, with avocados reaching a maximum of 45 pesos* in Tijuana, while supermarkets in the Federal District have been selling the fruit for 37.02 pesos. [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.

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