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24 July 2016

The latest industry news at your fingertips

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

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WA Qualicado hits Pemberton and Perth - next stop NQ

Avocados Australia's WA Qualicado Growers workshop was held yesterday and again, our attendee numbers were higher than in previous years.

The workshop was held at Joe, Shane and Trevor Bendotti's Bendotti Orchards at Pemberton.

Avocados Australia's CEO John Tyas said the day was very well supported with about 100 attendees.



"Based on the feedback we received, it seemed growers got a lot out of the day," Mr Tyas said.


"We had a packed program which included a mix of core best practice information and some cutting edge research involving remote sensing technology.

"I'd like to thank the Bendottis for being such welcoming hosts and being so willing to share information about their practices."

Avocados Australia runs "Qualicado" Growers Workshops in all the growing regions of the country and Western Australia is one of these areas.

The events are designed to keep growers up to date with what's happening in the Australian industry and to deliver best practice information to growers.

The workshop covered a broad range of topics from presenters including Avocados Australia's CEO John Tyas, Department of Agriculture and Fisheries' (QDAF) Simon Newett and Noel Ainsworth, Nutriant's Ross Milne, Plant and Food Research's Dr Brad Howlett and the University of New England's Associate Professor Andrew Robson.

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Speakers on the day with the family (from left to right) - Shane Bendotti, Noel Ainsworth, Joe Bendotti, John Tyas, Simon Newett, Andrew Robson, Ross Milne and Trevor Bendotti

Topics discussed included an industry update, managing disease for productivity and quality, export development and making your supply chain work, pollination, crop nutrition, irrigation, as well as using imagery and robotics technologies.

Attendees also enjoyed an orchard tour during the day and discussed a range of orchard management practices employed at Bendotti orchards.

Presentations from this event and those earlier this season will be posted on our BPR in the coming weeks.

Avocados Australia also held a Qualicado Update Forum with wholesalers and other supply chain participants at the Perth Wholesale Markets on Wednesday. The purpose was to provide an update on industry matters and to discuss technical issues around avocado quality management.

The next event is the North Queensland Qualicado growers workshop ([Click here](#) to view) on 14 July.

[Click here](#) for the country's remaining Qualicado dates.

Industry Biosecurity Plan and Orchard Biosecurity Manual available on BPR

Effective orchard biosecurity practices are essential to reduce the threat of new pests damaging your orchard.

In 2011 Avocados Australia and Plant Health Australia released two biosecurity planning documents critical to ensuring the protection of Australian avocado production against exotic pests.

These were a revised Industry Biosecurity Plan for the Avocado Industry (V2.01) and the first Orchard Biosecurity Manual for the Avocado Industry (V1.0).

The Orchard Biosecurity Manual is a practical document designed to help you protect your property and the avocado industry from new and invasive pests.

Orchard biosecurity is your responsibility, and that of every person visiting or working on your property.

If a new pest becomes established in your orchard, it will affect your business through increased orchard costs (for monitoring, cultural practices, additional chemical use and labour to apply them), reduced productivity (yield and/or quality reductions) or loss of markets.

Early detection and immediate reporting increase the chance of effective and efficient eradication.

The BPR page has direct links to both the Orchard Biosecurity Manual and the Industry Biosecurity Plan.

Login in to the BPR then access the Biosecurity article via the Grower's section.

Marketing Update

From the Hort Innovation Marketing team

The Living Room - a big thank you to Miguel

Three weeks ago, Network 10's popular lifestyle program The Living Room's celebrity chef Miguel Maestre featured Hass avocados.

Off the back of his 'how to pick an avocado' segment, we sent him a thank you basket - with two of the great recipes from the winter collection - hopefully he will cook up a few wonderful dishes and continue to promote avocados.

If you haven't seen the segment - you can view it [here](#):



May marketing highlights

Social media is generating positive consumer sentiment.

Our consumers and social media followers are starting to show us the novel ways in which they use Australian Avocados - we are seeing instances of people using them as spreads, or 'butter alternatives' and they are also providing us with their favourite recipe - all very positive engagement and behaviour.



On Instagram consumers are resonating with our content leaving messages like 'Soo good!!', '#foodporn', and 'thanks for sharing I love a good taco'.

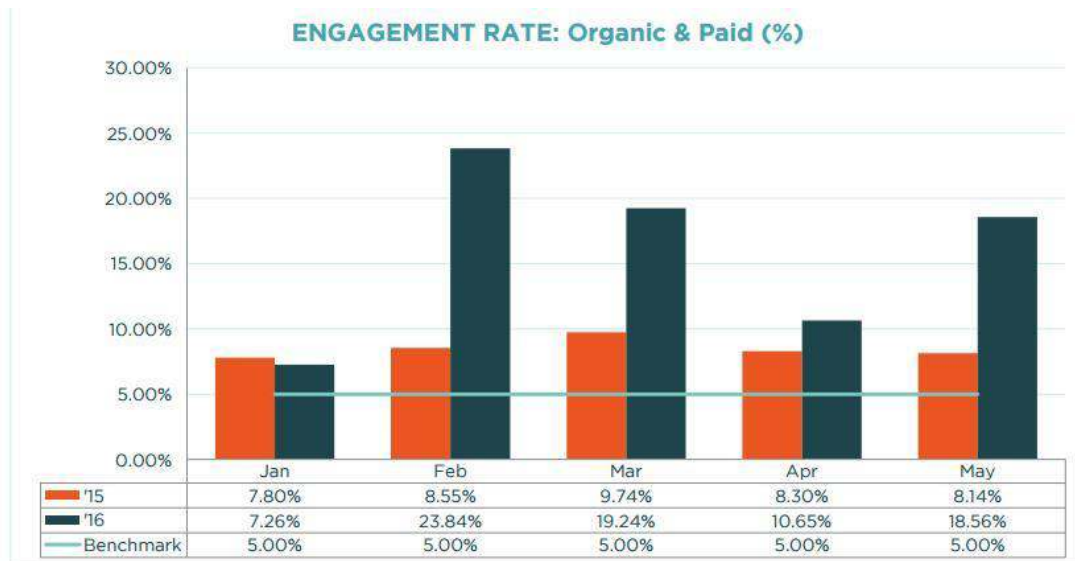
Tagging us is also increasing which leads to a bigger fan base and a more active and engaged audience.

Mexican Month

In May we saw an increase in total engagements (increase of 132,000) which was predominately due to the Mexican Month content which brought with it a 'newly' engaged audience.

The four videos (3 Mexican Month + 1 Ben's Menu) had a combined 261,800 views which contributed to a spike in engagements (18.56 per cent) - well above the 5 per cent benchmark.

The graph below shows the engagement rate of our consumer year on year - and clearly shows the spikes when we run content-specific campaigns.



Source: Facebook Business Manager | Benchmark: 5%

Engagement Rate: Overall Organic and Paid Engagements relative to number of times the audience has seen the posts across Facebook and Instagram.

February-March was the Perfect Match campaign and May was Mexican Month.

The most successful content was the Black Bean Quesadillas video, and then the Avocado and Jalapeno Poppers video which also performed well with a 27 per cent engagement rate.

Ben's Menu video also performed well and proved that we can continue to use some of our great content on Facebook to ensure we are getting value out of the material we create.

2016 AORA National Conference to focus on compost

Avocado growers are invited to the Annual AORA Conference from 3-5 August at the Novotel, Parramatta.

This year's conference theme is COMPOST - Beyond Production. Early bird discounts are currently available but close this week ([click here](#) to book now).

AORA has expanded this year's national conference into a 3 day event which will start with a professional development workshop to facilitate market development and sales, followed by a full day conference and gala dinner before wrapping up on the Friday with the annual members' meeting and tours of key western Sydney sites.

The full day conference on 4th August will consist of international keynote speakers including Dr Sally Brown , panels and focused sessions on key industry topics.

[Click here](#) to visit the AORA website for the draft program. Members and non-members are welcome to attend.

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's [Infocado](#) and [Retail Pricing](#) pages.

Industry News

Australian News

AU: New trade general manager to oversee export strategy

Australia's horticulture Research and Development Corporation today announced the appointment of a dedicated Trade and Export General Manager as it continues to strengthen the nation's fruit, vegetable and nut export capacity. [More](#)

South Australia: Fruit fly protocols step up

Extensive baiting has been conducted in three metropolitan quarantine zones, while sterile fruit flies have also been released. Efforts to protect the Riverland from Mediterranean fruit fly have strengthened, following three outbreaks of the pest in metropolitan Adelaide during recent months. [More](#)

AU: Hort groups join forces, call to scrap backpacker tax

AusVeg, Vegetables WA, TFGA, NT Farmers, NSW Farmers, GrowCom, AusVeg SA, AusVeg Vic, and Victorian Farmers Federation Horticulture Group have joined forces and issued a joint statement calling on all the political parties to support Australia's \$9 billion horticulture industry this election. [More](#)

Coles warns low food prices may not last

Shoppers are benefiting from an increase supply in fresh produce that has driven a drop in grocery prices, but Coles MD John Durkan says that will subside. Historically good growing conditions have helped drive down fresh food prices, but Coles managing director John Durkan has warned consumers they may not last. [More](#)

International News**New Zealand's avocado shortage leads to crime spree**

We thought the avocado shortage in Australia was bad, but it's even worse in New Zealand. The scarcity of the fruit is causing a crime spree across the North Island, proving Kiwis would go to great lengths to get their hands on some avocados. [More](#)

The Hass Horn: Impacts of the heatwave in southern California

These comments are being written as Southern California is feeling the effect of the hottest June temperatures in 10 years. The avocado production areas of California are being hit with record temperatures and low humidity. On Sunday 19 June, the avocado orchards in San Diego and Riverside Counties had several hours of over 40°C (104°F) temperatures. In Ventura County, temperatures peaked at 35°C (95°F). The Summer Solstice is projected to bring even higher temperatures. [More](#)

AFM taps into breakfast market

Avocados From Mexico (AFM) is launching its first breakfast-focused campaign, the Avocado Breakfast Club, which leverages the back-to-school timeframe to provide busy mothers with easy, nutritious and balanced breakfast solutions that include avocados. [More](#)

Avocado Week to return to the UK

The Peruvian Hass Avocado Association (ProHass) will reintroduce Avocado Week to the UK this summer after sales grew by 35 per cent between April 2015 and March 2016. [More](#)

Indian horticultural ties strengthened

AUSTRALIA continues to strengthen its agricultural research links with India despite the India-Australia Free Trade Agreement remaining in limbo. [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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**Horticulture
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