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News

Guacamole E-Newsletter 24 Oct 2012 - 24/10/2012

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The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. Guacamole is intended to be a topical and industry specific newsletter.

Guacamole is separated into five sections: [Grower Update](#), [Industry Update](#), [Marketing Update](#), [Member Update](#) and [Industry News](#).

Don't forget to check out:

[Coles commitment to source 100% Aussie Avocados](#)

[A closer look at yield variability](#)

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[Is your business registered on the industry Supply Chain Directory?](#)

Grower Update

Coles commitment to source 100% Aussie Avocados

Coles have made a commitment to Australian avocado growers to only source locally grown fruit for the remainder of the season as long as there is adequate supply. In September, Coles launched '100% Aussie Avocados' and have implemented numerous activities to drive Australian avocado sales, these include:

- A segment on the Today Show with Curtis Stone mentioning Australian avocados
- Great in-store executions including Point Of Sale (POS) and in-store radio promotion
- \$100,000 donation from avocado sales to Make-A-Wish Foundation
- Front page coverage on the Coles website including recipes and grower stories
- Coles magazine exposure with recipes and Make-A-Wish
- Social Media coverage from Coles, Make-A-Wish as well as Australian Avocados

The industry has also contributed significant marketing dollars to assist Coles in their campaign and this investment involves:

- Targeting avocado buyers to increase 'frequency' within the Fly Buy customer database
- Targeting avocado 'dip' buyers and converting them to buy fresh avocados
- 100,000 targeted customers will receive an Electronic Direct Mail (EDM) and docket deals
- In-store demo campaigns in the month of September

In addition, this new partnership has allowed growers from South East Queensland, New South Wales and the Riverland to supply varieties to retail that are usually destined for the wholesale market with Coles now buying Gwen and Reed avocados to supplement the short Hass season across the country.

A closer look at yield variability

As part of a planning process to assist with R&D investment, a review has been undertaken over the last few months to understand the industry needs in relation to Alternate Bearing. Simon Newett from Queensland DAFF undertook this analysis with the cooperation of growers across the country. 51 farms including 85 individual blocks were surveyed to better understand the issues surrounding yield variability.

From this review it is evident that the Australian industry does not have a major Alternate Bearing problem, under the true definition. The review identified that in most cases, flowering was generally reliable from year to year across all sites. However, the review did confirm problems with Irregular Bearing associated primarily with cold nights at flowering, extended wet conditions at flowering, hot dry desiccating conditions at flowering and during the two main fruit shedding events.

The information from this survey was considered by an expert panel and representative growers last week, which has identified the key issues impacting on yield variability. The panel also reviewed a proposed international collaborative research project on Alternate Bearing and agreed that the proposal would not adequately address the industry needs. Further scoping work has been recommended by the panel to identify R&D and extension needs in relation to yield variability and this will be considered further by the Avocado Industry Advisory Committee.

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Hard Condition of Avocados (ICA-30) now available

The recently released national Interstate Certification Assurance (ICA) Scheme's Operational Procedure Hard Condition of Avocados (ICA-30) is now available. The purpose of this procedure is to describe the principles of operation and standards required and the responsibility and practices of personnel that apply to the certification of hard condition of avocado for Queensland fruit fly under an Interstate Certification Assurance (ICA) arrangement. To access this document please [click here](#).

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Industry Update

John Leonardi leaving Avocados Australia

After more than a decade of dedicated service to the Australian avocado industry Mr John Leonardi will be leaving Avocados Australia at the end of October 2012. John has worked tirelessly as a Horticulturist and Project Officer on projects that have provided growers with lasting and tangible benefits. These projects included 'Evaluation of sustainable orchard management practices for extension into general industry standards to reduce costs', 'The development of canopy management strategies suited to the different growing conditions across Australia for increased profitability' and 'Avocado canopy and orchard floor management'. Avocados Australia would like to wish John the very best for the future.

Australian Avocados 'Eating My Colourful Vegies and Fruit' launch

Last week, the 'Eating My Colourful Vegies and Fruit' program for 2012 was launched in Queensland. The launch was held at a Bulimba Child Care Centre in Brisbane and was attended by Minister John-Paul Langbroek. Mr John Tyas, CEO of Avocados Australia, was also in attendance to discuss the program. The 'Eating My Colourful Vegies and Fruit' encourages healthy eating amongst toddlers. The resource kit has already touched the lives of over 60,000 pre-schoolers and this year is set to be even bigger with 600 new preschools and childcare centres having registered and a pilot program commencing in 10 primary schools.



This project has been funded by HAL using the avocado levy.

Retail Price Trends

Since 2008 retail price data has been collected and reported from a range of stores, including major supermarkets, independent supermarkets and independent fruit and vegetable stores in four capital cities including Brisbane, Sydney, Melbourne and Perth. The graph below illustrates the relationship from July 2008 through to June 2012 between the volume of fruit dispatched by month and the average retail price per month across all states. As would be expected, in general an inverse relationship is observed.

A more detailed article including observations regarding prepacked avocado prices will be published in the Spring 2012 edition of Talking Avocados.



This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Workshop to guide program future

A workshop was recently held with industry stakeholders to discuss a range of Avocados Australia program activities including Infocado, OrchardInfo, the proposed Wholesaler Accreditation scheme and the industry's education materials. The purpose of the workshop was to gain feedback on the program activities completed to date and discuss how these programs should proceed and be improved. Representatives from the wholesale, packing, growing, research and funding sectors were invited to attend. Watch this space for more information. For more information please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au



This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Horticulture: The Next Generation

The Across Industry leadership program "Horticulture: The Next Generation" is now offering 100 people the opportunity to conduct two online development courses completely free of charge. One hundred positions will be made available on a first-come, first-serve basis for those who work within Australia's 40 horticulture industries. The courses have been selected from the international consulting company, Mindshop, to improve the skills and strategic planning and leadership capacity of participants.

Successful applicants will be able to choose two courses from a list of eight, including:

1. Business Improvement Process
2. Continuous Improvement Process
3. Marketing and Sales Process
4. Sales Performance
5. Self Confidence
6. Personal Improvement Process

- 7. Team Development Process
- 8. Leadership Development Process

To apply for the program, applicants will be required to submit an expression of interest by no later than 5:00pm, 31 October 2012. To submit an expression of interest please [click here](#).

Is your business registered on the industry Supply Chain Directory?

The Australian avocado industry's Supply Chain Directory is a valuable resource area for both buyers and suppliers of industry-related products. The directory enables buyers to find suppliers, while allowing suppliers to create and maintain a web presence on the industry website.

Infocado

The October Infocado Quarterly Report is currently being compiled. To help verify the report's accuracy and make sure no data is being missed, the Infocado team has been working to establish Regional Reference Groups. These groups are made up of local growers and packers who may be in a position to help estimate what their region will be producing in the coming season and give crop estimates for non-contributors. This system will help to ensure the correct allowance is made for each growing region to account for non-contributor's volumes. This allowance is then incorporated into the monthly forecast and dispatch figures in the report, thus ensuring the report represents 100% of production. For more information please contact Julie Petty on 07 3846 6566 or email infocado@avocado.org.au

This project has been funded by HAL using the avocado levy and matched funds from the Australian Government.

Notice of the Annual Levy Payers' Meeting

Notice is hereby given that the 2012 Avocado Industry Annual Levy Payers' Meeting will be held at the Red Bridge Motor Inn, 380 Nambour Connection Road, Woombye, Queensland 4559 on Monday 26th November 2012 commencing at 5:00pm. To view the event listing please [click here](#).

Marketing Update

The information in Guacamole's marketing update are extracts from the 'What is Happening in October 2012? Australian Avocados Marketing Program Update' E-newsletter. If you would like to read this newsletter in full please [click here](#).

Strategic marketing review update in preparation for the 2013-2016 strategic plan

In addition to the full program of marketing activity currently being implemented, Avocados Australia is well underway with the formulation of the new three-year avocado strategic marketing plan (2013-2016). The foundation of this plan will be the results and insights from an extensive consumer market research study that is due for completion at the end of October. Using a combination of qualitative and quantitative techniques the purpose of this research is to provide a deeper and up to date understanding of consumers' usage and attitude towards avocados that can provide overall marketing direction on future messaging as well as a full evaluation of the current program.

This research follows the recommendations from the earlier Review Partners analysis (finalised at the end of July) which sought to provide a critical review back to industry of all avocado marketing activities. This evaluation helped fine tune the scope and objectives of the market research. The Review Partners also provided expert assistance in the evaluation of all research proposals which led to the appointment of BDRC Jones Donald as the endorsed research agency.

The research results are to be presented to the IAC at the end of October and will include recommendations on the next phase of our marketing planning. Once accepted by the IAC, HAL will work with the current creative advertising agency Jack Watts Currie (JWC) to develop the communications strategy which is critical to the new marketing plan to be presented at the February 2013 IAC meeting.

This project has been funded by HAL using the avocado levy.

Member Update

Avocados Australia Ltd: Notice of the 9th Annual General Meeting

Notice is hereby given to the voting Members of Avocados Australia Limited that the 9th Annual General Meeting of Avocados Australia Limited will be held at the Red Bridge Motor Inn, 380 Nambour Connection Road, Woombye, Queensland 4559 on Monday 26th November 2012 commencing at 4:00pm. To view the event listing please [click here](#).

Industry News

NZ avocado exports in line for rot prediction revamp

At www.freshfruitportal.com we speak with Plant & Food Research (P&F) bioprotection business manager Declan Graham, who highlights ambitious goals to send avocados longer distances to Europe and the scientific grounding that could make this not only possible but consistent. To read the full article please [click here](#).

VIC planning zones costly

The State Government's new planning zones will radically transform rural Victoria for the worse. To read the full article please [click here](#).

Year of the Farmer a flop

Australian Year of the Farmer organisers have removed online references to the year's big finish - the Innovation and Technology Expo. A page on the event's website has been deleted this morning after Weekly Times Now revealed the planned event had been cancelled. To read the full article please [click here](#).

Getting the best outcome when pollinating crops

There's increasing recognition amongst food producers of the benefits of paying a beekeeper for pollination services, driven partly by the threat of pests and diseases to the huge population of escaped European honey bees which currently provide Australia with those services for free. To read the full article please [click 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.

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