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25 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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## NQ Qualicado continues 2016's record numbers

North Queensland's Qualicado Workshop in Mareeba on Thursday 14 July saw continued growth in attendance numbers.

About 113 people attended the workshop, held at the Foyster family farm, Aussie Orchards on Mareeba-Dimbula Road Arriga.

Avocados Australia's John Tyas said it was great to see the North Queensland industry turn out in such strong numbers to brave the unseasonably drizzly, chilly day.

Growers from other regions also travelled to the event from as far away as Central New South Wales and Mt Tamborine.



*Speakers (from l-r): Howard Hall, Colin Foyster, Noel Ainsworth, John Tyas, Kaila Ridgeway, Lisa Martin, Simon Newett, Jim Kochi and Tim Archibald.*

“Obviously we’re pleased our industry sees the value in these workshops as they not only provide an opportunity for growers and the industry to learn about the latest trends, but they’re also great networking opportunities and a chance to catch up with old friends,” Mr Tyas said.

“For those who travelled to this event, it also provides an opportunity to see what growers are doing in different regions and take those insights home to your own business.

“Thanks must go to Colin Foyster for being so welcoming to us and showing us around his latest project with his tree transplanting - re-orienting them - and he has a huge task ahead of him.”



The next Qualicado workshop is set for Thursday 28 July in the Tri State region - [click here](#) for the day’s program and directions to the property.

The final Qualicado grower workshop for the year will be held in Central Queensland on Thursday 11 August - [click here](#) for the day’s program and directions to this property. Presentations from this and other Qualicado events will be posted on the on-line BPR.

*(Above- Colin Foyster talks about the work he’s doing on his property.)*

## Varroa mite update: Asian honey bee hive destroyed at Annandale

*(Media release issued by Biosecurity Queensland)*

Biosecurity Queensland has destroyed an Asian honey bee hive found in a residential backyard in Annandale.

One varroa mite (*Varroa jacobsoni*) was found on the bees.

The nest was wound in a wooden bird box and the owner reported that the bees had been there for approximately one month.

The next was destroyed and the Varroa mite found in the comb's drone cell is undergoing molecular identification.

Preliminary genetic testing indicates this nest is related to the other Asian honey bee nest found in June.

Dr Ashley Bunce, Director, Varroa Mite Response said the hive was about nine kilometres from where other hive was recently found at the Port of Townsville.

"We continue to urge local residents to check their yards and let us know if they see any bee activity."

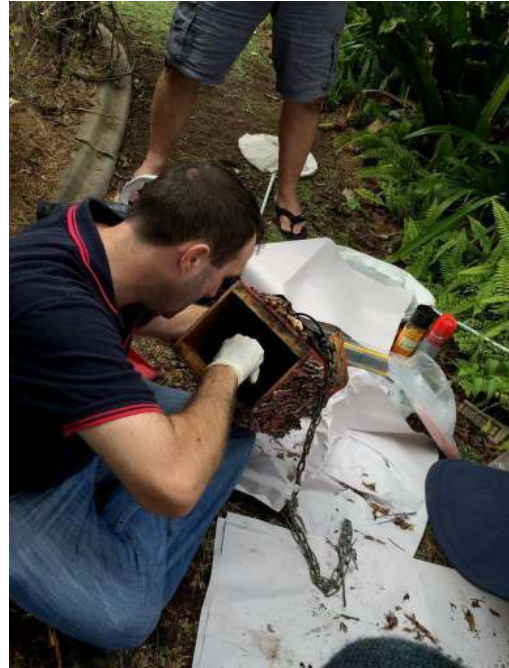
Dr Bunce said the current varroa mite response was initiated after a feral Asian honey bee hive was found last month at the Port of Townsville.

"Those bees were carrying a small number of varroa mites which present a real threat to the honey bee industry and plant industries that rely on bees for pollination," he said.

"While these mites are not the more serious Varroa destructor, we are still taking this incident very seriously and putting every effort into ensuring they are eradicated.

"Our surveillance covers a 10 km radius around the port detection, and there are restrictions on the movement of bees, bee hives, bee products (excluding honey), and used bee keeping equipment from the Townsville area to prevent any possible spread of the mite."

If you know of feral bee hives in the Townsville area, or see Asian honey bees or suspect your bees have been affected, call Biosecurity Queensland on 13 25 23.



## Marketing Update

*From the Hort Innovation Marketing Team*

### Social Media update for June

Ben's Menu and his winter content was the highest performing post for June with over 77,000 in engagements. We can attribute this to the timing and popularity of MasterChef.

The second most successful content was the Macaroni and Cheese dish which delivered over 30K in engagements and drove an incredible 85 per cent of total traffic to the Avocados website through clicks. In third place was avocado and baked-beans on toast - and the Facebook community were wrapped with the suggestion as many hadn't tried it before, but wanted to in the future.

### Consumer sentiment

Consumers consistently provide the Australian Avocados Page with updates on their trial of recipes, providing us with new tips, tricks, and interesting twists to the content. Avocados as a substitute for spreads etc is seeping through within comments on social and we are seeing



more of this behavior each month.

**E-newsletters (eDMs)**

June saw a strong performance of our eDM with click through rates the highest throughout the year, beating the industry average (2.7%) - proving the value of producing beautifully shot recipes.

**Website performance**

The 'avocado and macaroni and cheese or pasta bake' was the most visited page with 5,673 page views and

**Avocado and Macaroni and Cheese (or Pasta Bake)**

Serves 2

Cooking Time 25-30 minutes

Preparation Time 15-20 minutes

This one is a wholesome, warming treat of a meal.

an amazing average 3 minutes of time on page, which works in really well with the Winter Month and the activity on Facebook, as 85 per cent of the referral traffic came from Facebook.



The recipe pages were the highest visited pages, followed by home, nutritional information and the warm Moroccan salad from the winter recipe collection.



**Social media going for gold**

To celebrate the momentous occasion that is the 2016 RIO Olympic games, Australian Avocado's will be infusing all August social content with Olympic themed recipes and some quirky copy. Watch out for these posts at the start of next month.

**Dominic Jenkin new Australian Horticulture Export Association CEO**

On 1 July 2016 the AHEA welcomed Dominic Jenkin as CEO.

AHEA acts on behalf of the horticultural industry as a peak body, supporting Australian horticulture exports and imports and influencing Government decisions affecting industry.

Mr Jenkin brings to the role diverse experience across the horticultural value chain, farming and extension through to exports and consulting.

He holds a Masters of Agricultural Science, Bachelor of Engineering and has a family background in citrus production and export.

Mr Jenkin said he took on this role seeking to foster greater collaboration across the value chain to support and strengthen Australia's competitive advantage in trade of horticultural produce.

AHEA Chairman, David Minnis said Mr Jenkin has a wealth of experience in the export sector working in the family export operations, as well as private enterprises and peak industry bodies.

"I look forward to working with Dominic advancing the interests of traders in the third largest agricultural industry in Australia," Mr Minnis said.

The AHEA has been the peak industry body representing exporters and more recently importers of horticultural produce in Australia.

## Federal Cabinet reshuffle sees minor changes only

Prime Minister Malcolm Turnbull has made only very minor changes to his Ministry including few which would affect the avocado industry.

Most notably, the Deputy Leader, the Nationals' Leader Barnaby Joyce retains his title as Minister for Agriculture and Water Resources, and the Liberals' Senator for South Australia Anne Ruston will continue in her role as Assistant Minister for Agriculture and Water Resources.

Nationals' Deputy Leader Fiona Nash, who was formerly the Minister for Regional Development, Assistant Minister for Rural Health and the Minister for Regional Communications, is now the Minister for Local Government and Territories, Minister for Regional Development and the Minister for Regional Communications.

Melbourne MP Josh Frydenberg was formerly the Minister for Resources, Energy and Northern Australia and is now the Minister for Environment and Energy, while the former Minister for Environment, Greg Hunt is now the Minister for Industry, Innovation and Science.

Former Assistant Minister for Multicultural Affairs Craig Laundy is now the Assistant Minister for Industry, Innovation and Science.

Former backbencher David Gillespie is now the Assistant Minister for Rural Health. Nationals MP Keith Pitt who was formerly the Assistant Minister to the Prime Minister is now the Assistant Minister for Trade, Investment and Tourism.

The Nationals' former Assistant Minister for Defence Michael McCormack has been appointed the Minister for Small Business

## Capricornia MP Michelle Landry to lead fresh push to kill backpacker tax

*by ABC's political reporters Anna Henderson, Caitlyn Gribben and Anna Vidot, 12 July 2016*

A Government MP used the Nationals post election partyroom meeting to push to kill off the backpacker tax, as the Coalition's junior partner angles for concessions in the context of tight numbers in the Lower House.

The Nationals gathered in Canberra last week and were expected to finalise their wish list for the new government which celebrated victories in the Queensland seats of Flynn and Capricornia.

The seats are currently held by Liberal National Party MPs Ken O'Dowd and Michelle Landry. Ms Landry, who sits in the partyroom as a member of the Queensland LNP, said she wanted the backpacker tax removed and expected the issue would be raised.

The introduction of the tax was delayed for six months, after the agriculture and tourism

sectors expressed concerns it would deter backpackers from travelling to Australia.

If it goes ahead, the Coalition will scrap the tax-free threshold for backpackers and tax them at 32.5 per cent.

Ms Landry, who has been re-elected to the central Queensland seat of Capricornia, said she wanted the tax removed permanently and that it would be something "under discussion".

"Yes I would like to see the backpacker tax gone," Ms Landry said.

"That is important, particularly in regional areas, backpacker tax did cause a lot of grief up this way.

"It was a massive issue and there was a six-month delay on that."

## Coles Nurture Fund set to help small producers

Coles has established the Coles Nurture Fund (CNF) to help small Australian food and grocery producers, farmers and manufacturers to innovate and grow their business.

The Fund will allocate \$50 million over five years in grants and interest-free loans to fund the development of new market-leading products, technologies, systems and processes.

The maximum single grant of funds or loan under the CNF is \$500,000.

To be eligible for funding Applicants must:

- (a) have a turnover that is less than \$25,000,000 per annum;
- (b) employ no more than 50 full time employees (excluding casual seasonal labour);
- (c) have a registered Australian Business Number;
- (d) be an incorporated Australian entity registered for GST;
- (e) have been trading for a minimum of two years;
- (f) provide financial statements for a minimum of the previous two financial years;
- (g) provide a funding declaration from an external accountant on the accountant's company letterhead confirming ability to fund applicant's share of project costs and solvency.

For more information: <http://bit.ly/2adsRfE>

## 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

#### Growers air their grievances at ACCC meeting in Bundaberg

Bundaberg horticulture growers who have experienced unfair trading at the hands of a number of wholesalers, despite a mandatory Horticulture Code of Conduct, yesterday, 12 July, met with the Australian Competition and Consumer Commission to air their grievances. [More](#)

#### Shoppers off the mark about fresh veg imports

Australians are off the mark about the origin of their fresh vegetables, according to new consumer research that shows shoppers massively overestimate the proportion of imported fresh vegetables on supermarket shelves. [More](#)

#### Fresh fruit, vegetables boost happiness

Vegetables may hold the fastest route to happiness, with a new study indicating that consumption of fresh fruit and vegetables can substantially increase consumers' happiness levels. [More](#)

## International News

### Bags promise longer shelf life for avocados

A couple of bags from R.O.P., a manufacturer of cast polypropylene film bags, promises to prolong the shelf life of avocados during various stages of the cold chain. Not only do they promise to keep the fruit fresh for a longer period of time, but the bags would be more cost effective and have fewer risks than using ethylene-suppressing gas during storage. [More](#)

### Light Mexican supplies create good conditions for California avocados

Mexican avocado imports have been light, and the resulting gap in the market has made for good prices for avocados from California. Demand has been increasing over the last several years, and California's avocado shippers are taking advantage of favorable market conditions. [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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*This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.*

**Horticulture  
Innovation  
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