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26 June 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.

### Make sure you check out:

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## Grower Update



### Perth Wholesalers Qualicado Workshop

On Wednesday 24 June, Perth wholesalers attended the Qualicado Workshop held at the Perth Market. Industry representatives attended the free and informative event with a program covering ripening practices, bruising and an opportunity to learn more about the Qualicado program.

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

### Western Australia Growers Qualicado Workshop

The Western Australia Growers Qualicado Workshop was held on Thursday 25 June and attracted more than 70 attendees who were hosted at Avonova in Pemberton.

Growers received an overview of the Supply Chain Program and the Best Practice Resource by AAL representatives John Tyas and Nathan Symonds. Simon Newett and Noel Ainsworth from QDAF presented on the importance of irrigation for avocados, pollination and fruitset and handling and temperature control. Howard Hall from CDI Pinnacle Management discussed maximising profit in avocados.

The day also provided growers with the means to track their performance using Grower Self Assessments and finished with an orchard walk lead by Avonova host Dudley Mitchell.

## **DATE CLAIMERS!**

### **Events for Wholesalers, Ripeners & Transporters:**

Adelaide Qualicado Workshop - 22/07/15  
Melbourne Qualicado Workshop - 23/07/15

### **Events for Growers and Packers:**

Central Queensland Qualicado Workshop - 06/08/15

## **Marketing Update**

### **Optimising the Avocado Website for a better user experience (UX)**

The Australian Avocados website continues to be an excellent source of inspiration and information for avocado consumers. Delicious recipe ideas, information on the health benefits of avocados and the “how to’s” of getting the most from your avocado are the most frequently visited pages of the Australian Avocados website. To ensure we continue to keep these pages relevant, appealing and easy to navigate we have recently completed some optimisations on key pages to enhance the user experience.

The first improvement has been made to the recipe section of the website. Recipes have now been grouped into categories and tiled on to a single page. This means that visitors can now easily click through to similar recipes without needing to select multiple criteria. Check out the new page [here](#).

The second optimisation is an improved “How to” section to help visitors more easily select the relevant topic. Through the use of more imagery and less copy, this section now mirrors the messages and imagery that are featured in the point of sale posters and brochures being distributed throughout retail outlets. Check out the new page [here](#).

The Australian Avocado website has on average 16,000 visitors per month. Visitors are directed to the website either via activities on the Australian Avocados Facebook page, through paid search engine marketing or organically resulting from general interest in avocados. Whatever the source of traffic, our aim is to keep visitors on site for longer and to increase navigation.

### **Key changes to the Expansion of the Seasonal Worker Programme**

The Australian Government announced changes to the Seasonal Worker Programme as a part of a range of measures announced in the Developing Northern Australia White Paper and delivers on a pre-election commitment made by the Government.

So what are the changes and what will they mean for the Seasonal Worker Programme? [Click here](#) to view our recent Industry Update.

### **Avocados Australia welcomes Kristy Lankester**

Kristy Lankester is the newest recruit to Avocados Australia, replacing Anna Petrou as Communications Manager. Kristy has extensive experience as a communications professional, working in both metro and rural areas throughout Queensland on a range of projects delivering stakeholder relations, community consultation and engagement, media and events management, issues management and strategic communications.

Kristy comes from a farming family in Far North Queensland and is delighted to be working with the Avocados Australia team.

## **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](http://industry.avocado.org.au)):

To access Infocado reports [click here](#)

To access Retail Prices [click here](#)

## **Industry News**

### **China: Avocado imports up 400%, lemons & limes up 300%**

Longstanding fears over food safety standards on the mainland - including frequent reports of residue left on domestic fruit after the excessive use of pesticides and swelling and ripening agents - have led to a craze among China's growing middle class for imported prime fruits in recent years. [Click here to read more.](#)

### **Farmer in a blue over record keeping**

A blueberry farmer who employed dozens of overseas backpackers to pick his crop is to face court for alleged serious record keeping failures. [Click here to read more.](#)

### **Country of Origin Labelling**

The Australian Government has been consulting with industry, growers, processors and retailers to implement a more direct system for food labelling. After a two month industry consultation process, consumers are now urged to provide their feedback. Survey responses must be submitted by **Friday 3 July 2015**. [Click here](#) to complete the online survey or print a hard copy and post your response.

### **Avocados finding market amongst Chinese middle class**

Most of avocado imports are supplied by Mexico and Chile. But increased demand means that there is still room for more exporters to grab a succulent bite of the Chinese market. In fact, countries such as New Zealand and Peru have also expressed interest in selling their excess production to China. [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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