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Search: Go



News

Guacamole E-Newsletter 26 Sep 2012 - 26/09/2012

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The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter, it 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](#).

Grower Update

Newly published R&D final reports available on the Avocado Online Reports Centre

The Avocado Online Reports Centre is a useful communication tool as it offers users easy access to up-to-date R&D final reports, marketing final reports, industry annual reports, market monitoring reports from Nielsen, and avocado study group minutes.

Read the latest report to be uploaded: Integrated industry and market data (AV11013) - A review of all current industry and market information systems, to understand how the information is used, to identify the benefit this information provides to industry stakeholders and how industry information could be improved to better meet industry needs.

All levy paying growers on the Avocados Australia database are issued with a username and password to access our Online Reports Centre via 'Services Login' on the industry website. For queries about usernames and passwords please contact Amanda Madden on admin2@avocado.org.au or on 07 3846 6566. To log on now please [click here](#).

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

OrchardInfo

The OrchardInfo program is designed to collect orchard information about tree numbers, tree age, varieties, rootstocks and overall production. This aggregated data is a valuable tool for the industry to use to estimate long term crop production, as well as for businesses to have a better understanding of tree numbers and varieties in their local area. We strongly encourage you to fill out the forms to the best of your ability and return them to us as the more people who participate the more accurate the reporting will be. 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.

Meeting with the QLD Minister for Agriculture, Fisheries and Forestry

Avocados Australia CEO Mr John Tyas, recently attended a meeting, along with other representatives from the QLD horticultural industry, with the QLD Minister for Agriculture, Fisheries and Forestry, Mr John McVeigh. The objective of the meeting was to impress upon the Minister the importance of horticulture in Queensland; which is a \$2.2 billion industry.

"It was important to have the discussion about the future of horticulture in Queensland and to ensure the Minister understands the needs of our sector" commented John.

APVMA recommends the continued use of fenthion on pre and post harvest avocados

The Australian Pesticides and Veterinary Medicines Authority (APVMA) recommended the continued use of fenthion on pre and post harvest avocados in the recently published residues and dietary exposure report.

Fenthion, a chemical used to control fruit fly and other insects, was recommended to the APVMA for review in 1994, due to toxicological concerns. Concerns were also raised about the safety to human health from dietary exposure to fenthion residues. Residues data were consequently received in 1999 and additional data generated on behalf of Horticulture Australia Limited (HAL) were received in 2010.

In the report, the use of fenthion on pre and post harvest tropical and sub-tropical fruit (inedible peel), this includes avocados, has been supported by appropriate residue data to allow maximum residue limit (MRL) establishment.

To read more on the APVMA website or to access the report please click here.

Thai audit of Australian avocados concludes

In October 2010, the Thailand Department of Agriculture (DOA) submitted to DAFF a new market access protocol for Australian avocados. Thailand aims to introduce a new market access protocol in the near future to manage pests of quarantine concern.

To assist with the Australia-Thailand market access negotiations, the Thailand DOA needed to be satisfied that the Australian industry has the capacity to adequately address the agreed phytosanitary requirements for market access.

Late last month Thai officials flew to Australia to audit avocado farms and packing sheds in all of the States from which fruit may be exported. The Thai officials were very impressed with the professionalism and protocols in place within the industry. Discussions included the use of Fenthion as another possible solution to fruit fly concerns as well as the difficulty involved in pursuing a cold disinfestation protocol as opposed to a hard green protocol.

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Industry Update

Avocado Education Materials - Online questionnaire

Avocados Australia developed a series of education materials in conjunction with expert staff at Department of Agriculture, Fisheries and Forestry (DAFF), formerly the Department of Primary Industries (DPI), and other supply chain stakeholders. Copies of all education materials can be viewed by clicking here.

Avocados Australia is now in the process of reviewing the education materials and we need your help. A short questionnaire has been developed to gather your feedback about the materials. We would like to know if you have found the materials useful in your business and if you would recommend any improvements. If you have already completed the hard copy questionnaire which was sent out with the last edition of Talking Avocados please do not complete the online questionnaire.

To complete the online questionnaire please follow this link: <https://www.surveymonkey.com/s/AvocadoEducationMaterialsReview>

It should only take you 5-10 minutes. The deadline for feedback is Thursday, 4 October 2012.

Should you have any concerns or issues you would like to raise 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.

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 agenda please click here/

HAL Marketing Manager changes

Gunjan Tandan recently resigned from her position as HAL Avocado Marketing Manager. We wish to thank Gunjan for the excellent work she has done for the industry over the past five years. During her time in the role, the avocado marketing investment has grown significantly in size and complexity to now be one of the three largest industry marketing programs managed by HAL. We wish Gunjan the very best in her future endeavours.

HAL has appointed a new marketing manager, Duncan Sinclair, who will be responsible for managing the avocado marketing program at HAL from 10 September 2012. Duncan has over 20 years marketing experience in the food and beverage industry including the wine industry (Taylors and Yalumba), Dairy Farmers, Ardmona Foods and Kraft. Duncan's extensive experience as a senior marketing professional will be a great asset to the avocado industry and Avocados Australia is delighted to welcome Duncan to the role.

Calling all growers and members!

Talking Avocados are calling for avocado growers and members of Avocados Australia to feature in a series of grower and member profiles. If you are interested please contact Courtney Vane, Managing Editor of Talking Avocados, on 07 3846 6566 or email co@avocado.org.au

Avocado exports reach new heights despite the dollar Australian Avocado exports increased 35 percent to a record 2,638 tonnes in the 12 months leading up to June 2012, with much of the growth occurring in 2012 period. Singapore, the Middle East region, Thailand, Malaysia and Hong Kong account for 99 percent of

annual avocado exports.

A strong result in the January to June period has catapulted results to 51 percent ahead of the same period last year. During this first half of 2012 all leading markets contributed to growth. The Middle East region lifted 76 percent and Hong Kong lifted 137 percent whilst leading destinations Singapore and Thailand also lifted a strong 36 and 57 percent respectively.

To read the full story please click [here](#).

OHMA to maximise trade access opportunities for Australian horticultural producers

Horticulture Australia Limited has established the Office for Horticulture Market Access (OHMA) and the OHMA Committee which is made up of various horticulture industry stakeholders.

The purpose of the OHMA committee is to collaborate with industry, private and government stakeholders to increase the opportunities to maximise viable new and continued existing trade access for Australian horticultural producers into new and existing markets under commercially viable conditions.

The AAL Board has nominated Mr Daryl Boardman to represent the avocado industry on this committee.

To read the full story please click [here](#).

Wholesaler Accreditation

Avocados Australia is developing a pilot avocado wholesaler accreditation program. Participation in the program is voluntary and it will be designed to be self-funding. The purpose of this accreditation program is to identify and reward those wholesalers who are following Industry Best Recommended Practices and thus ensure the highest quality avocados are distributed to retailers and consumers. Copies of the draft program have been sent to all avocado wholesalers and packhouses. We would like your feedback throughout this process to make sure that the program is as effective and useful to your business and the avocado supply chain as possible. If you have not received a copy of the plan and would like one, or if you have any concerns or issues you would like to raise, please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au by Monday, 1 October 2012.

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Marketing Update

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

New recipe booklet

The new consumer recipe booklet features 16 new avocado recipes chosen by Zoe Bingley-Pullin from the Great Aussie Avo Recipe Project competition. All 16 recipes will feature in the refreshed 2012 recipe booklet with a short description of each of the winners:

If you would like some recipe booklets to hand out to your customers, please contact admin2@avocado.org.au for an order form.

Nutrition and educating health professionals

In September, the Health and Nutrition team will continue to make progress on a number of key projects. A comprehensive literature review of folate is underway, which will provide the foundation for our health claim messaging on the importance of folate for pregnant mums and growing babies.

Significant work has also been completed to help sharpen our strategic objectives in relation to the 'space' we are looking to claim for avocados: namely, healthy fats and folate. Within our competitive set of fruit and vegetables, Australian Avocados have the opportunity to take a leadership position with healthy fats and folate, focusing on the health benefits these provide for heart health and healthy pregnancies.

To read the full e-newsletter please click [here](#).

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 agenda please click [here](#).

Promote your membership!

Member logos are now available to all Avocados Australia members. The logos can be used in your email signature, on your website, or in your printed marketing material. If you would like to promote your support of the Australian avocado industry please contact Avocados Australia on 07 3846 6566 or email admin2@avocado.org.au today.

Industry News

Time to spray in fruit fly zones

All Victorian growers within 1500m fruit fly outbreaks have been advised to apply bait sprays immediately. The Murray Valley Citrus Board reported it was now imperative growers bait spray now to ensure this season's first generation of Queensland Fruit Fly was controlled before numbers got out of hand. To read the full article please click here.

Costs squeezing Australian farmers

A new report has found farmers are becoming increasingly uncompetitive in world food markets. The release of Choice's 'Australia first' report into the major supermarkets has renewed calls from the National Farmers Federation for governments to recognise the impact of the regulatory and business cost burden on our nation's farmers. To read the full article please click here.

Fruit fly export risk: Big changes to fruit fly management are imminent

Growers and industry representatives were called to Department of Primary Industries headquarters in Knoxfield on Thursday and Tatura yesterday to discuss new management systems. To read the full article please click here.

Future of farming in hands of the young

Staverton farmer Tim Dobson, who was named 2012 Tasmanian Young Farmer of the Year, says the key to ensuring the industry's future is to make farming seem more attractive to young people who are thinking of taking up a career in the field. To read the full article please click here.

Breaking Out of Guacamole to Become a Produce Star

The avocado is experiencing a sharp rise in sales in grocery stores and casual restaurants. Anne Marie Chaker on Lunch Break looks at how the industry got behind this rise and why consumers are responding and embracing the idea of "the healthy fat." 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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