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Wednesday, 27 May 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



Central NSW Qualicado Workshop – RSVP now!

Next Thursday 4 June 2015 Avocados Australia and key avocado specialists will be presenting growers and packers with the “Central NSW Qualicado Workshop” a free and informative event aimed at covering a range of topics to assist avocado growers with fruit quality and productivity.

The Central NSW Qualicado Workshop will take place at 387 Stennetts Road near Comboyne. Avocados Australia would like to thank Gordon Burch for hosting and supporting this event.

Topics that will be covered at the workshop that will benefit growers include an overview of the supply chain program, the online Best Practice Resource (BPR), pollination and fruit set, avocado handling and temperature control, pest management, maximising profit in avocados, and how to leverage Avocados Australia's Infocado reporting system.

The day also provides growers with the means to track their performance using Grower Self Assessments. Presentations will be followed by an orchard walk. The event program will be emailed and mailed out to Central NSW growers and packers this week.

RSVP now!

Please RSVP to Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au before **Monday 1 June 2015**. Complimentary refreshments will be provided.

Qualicado Workshop hits the mark with Tristate Growers

Last Thursday the Tristate Qualicado Workshop held in Waikerie attracted around 60 stakeholders. Those growers who attended also took part in the South Australia Avocado Growers Association Annual General Meeting that was included in the day's program. Around 50 growers and packers were in attendance.

The day provided growers with the chance to hear about a range of topics, aimed at improving productivity and quality. Dr Elizabeth Dann from University of Queensland was also on hand to provide an update concerning the results of the National Rootstock Trials. Lisa Martin of Ripe Horticulture presented information about ways to increase avocado production by environment manipulation, and Howard Hall of CDI Pinnacle Management presented interesting insights from the national avocado grower benchmarking program.

The majority of growers present took advantage of the opportunity to track their performance by completing Grower Self Assessments.

Marketing update

Avocados get the Healthy Thumbs up

Australian avocados have been ripe for the picking this month, with magazines around the country featuring information from our latest health summary report. Australian Avocados - An Update on Nutrition and Health was authored by dietitian Lisa Yates and summarises the last 20 years of scientific research on the health benefits of avocados.

The information was sent earlier in March to top 30 women's, health and lifestyle magazines around the country, with journalists from the top 10 being sent a beautiful hamper of avocados to inspire them to prepare stories.

The media send out has resulted in the information being included in 11 publications to date, including Better Homes and Gardens, New Idea, Healthy Food Guide and YMCA Healthy Living, a magazine that is distributed to members of YMCA Health Clubs. Popular women's magazine Australian Women's Health also shared the information with people who follow their Facebook, Twitter and Instagram social media pages. You can view one of the Australian Women's Health Instagram posts here: <https://instagram.com/p/0Wc1fqBvzt/>

So far the magazine outreach has reached a potential audience of 4.7 million Australians, which is a great result.

Avocados Australia farewells Anna Petrou

Anna Petrou, our communications manager, is leaving Avocados Australia. For over two years Anna has been providing a range of communications services and assistance to Avocados Australia. She has been managing the suite of communications tools including Talking Avocados and Guacamole. She has also provided media management assistance and, to date, has helped Avocados Australia deliver its Qualicado Workshops on the ground to all major growing regions.

Anna has worked in the area of communications for the agriculture, information technology and science sectors for over ten years. She will leave Avocados Australia to take up a senior communications role with an IT company.

"Anna has made a great contribution to Avocados Australia over the past couple of years and we would like to thank her for her dedication to the role and wish her well in her future"

endeavours,” said John Tyas Avocados Australia’s Chief Executive Officer.

Best Practice Resource – Feedback

Did you know that the Best Practice Resource (BPR) provides users - YOU - with the opportunity to provide feedback or report quality issues?



The “Feedback” page of the BPR provides users with the chance to ask for assistance in using the system, provide feedback, or to report a fruit quality issue. Once you are logged in to the BPR move your cursor below the words “BEST PRACTICE RESOURCE” and click on “Feedback”. The BPR will then take you to an online form where you can enter your feedback, upload an image (if you have one) and then just click “Submit”. Your feedback will then automatically be sent to the BPR administrators.

Avocados Australia are keen for avocado industry members to report any quality issues in this system so we can identify widespread problems or to assist with addressing isolated issues.



If you are an Australian grower/packer/wholesaler/riper/transporter/exporter/retailer and you haven't applied to access the Best Practice Resource apply for access now! [Click here](#) to access the online application form and apply for access now.

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):

To access Infocado reports [click here](#)

To access Retail Prices [click here](#)

Industry News

Peru finalizes Hass avocado export protocols with China

Peruvian Hass avocado exporters have just had more than one billion potential customers opened up to them, following the signing of phytosanitary export protocols with China. Read more by [clicking here](#).

Consumers urged not to squeeze avocados

The Australian avocado industry is attempting to educate consumers on the correct handling and ripening techniques for the fruit. [Click here](#) to read more.

Growcom CEO steps down

Growcom chief executive Alex Livingstone has announced his departure from the Australian horticulture body that represents Queensland growers. [Click here](#) to read more.

Seasonal workers hit by new tax

Farmers and overseas workers are concerned the backpacker tax will hurt rural economies, the Australian agriculture industry and force workers to travel elsewhere for work. [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.

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to co@avocado.org.au

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