

[View Online](#)

[Home](#) | [About Us](#) | [Membership](#) | [Events](#) | [Growers](#) | [Services](#) | [News](#) | [Contact](#)

27 November 2015

The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly newsletter delivering the latest news of relevance to the Australian avocado industry.

Make sure you check out:

[Avocados Australia's 12th Annual General Meeting](#)

[Study Group Workshops](#)

[Funding grants for women in the agricultural sector - extension to 17 December 2015](#)

[Update from the marketing team](#)

[OrchardInfo Profiles](#)

[Infocado and Retail Prices updates](#)

[Industry news:](#)

[Healthy bee population proves good for exports](#)

[Research backs the health benefits of eating avocados](#)

[Launch of Tesco's frozen avocados could help reduce Britain's food waste](#)

Grower Update



Avocados Australia's 12th Annual General Meeting

Avocados Australia held its 12th Annual General Meeting (AGM) on Thursday 19 October in Brisbane. This year four Directors were up for election:

- Incumbent Director Mr John Walsh stood for re-election
- Incumbent Director Mr Tom Silver stood for re-election
- Incumbent Director Mr Barry Avery did not stand for re-election
- Incumbent Director Mr David Duncan did not stand for re-election.

For the Central Queensland Growing Area, John Walsh was elected unopposed for another term on the Board.

For the Tamborine/Northern Rivers Growing Area, Tom Silver was elected unopposed for

another term on the Board.

For the Tri State Growing Area, Kym Thiel was nominated and elected unopposed for a term on the Board.

For the Western Australia (WA) Growing Area, there were no nominations for the second director position, therefore this position will remain open. The AAL Board can appoint a WA grower to fill this casual vacancy if a suitable candidate is identified, and will seek expressions of interest.

On behalf of Avocados Australia, we would like to welcome Kym and thank Barry and Dave for their time on the Board.

Study Group Workshops



The Tri State Study Group Workshop held on Wednesday 25 November attracted more than 45 avocado growers from the region. Topics included pollination and fruitset, the Small Tree High Productivity Project, highlights from the World Avocado Congress and more. Brad Howlett's presentation detailed interesting revelations from research in the Tri State region this flowering season into insect pollinators other than bees.

The presentations will be available on the BPR in the coming weeks.

Thanks to Peter MacIntosh for hosting the walk on his orchard, all guest speakers and everyone who attended the workshop in the hot and gusty conditions.

There are two remaining workshops for 2015:

- Central NSW on Thursday 3 December at the Stuarts Point Community Hall ([click here](#) for the agenda and workshop details)
- South Queensland on Wednesday 9 December (venue and details to be advised).

For more information about the study group workshops, please contact Simon Newett at simon.newett@daf.qld.gov.au. Growers from other regions are welcome to attend all workshops.

Don't have access to the BPR?

Australian avocado industry members can apply for access to the BPR by clicking on the [Apply for Access tab on the webpage](#).

Funding grants for women in the agricultural sector - extension to 17 December 2015

The National Industry Scholarship Grant Initiative (NISGI) Committee have provisioned an extension to the current funding allocation from **30 November to 17 December 2015**.

In 2015 Women and Leadership Australia is administering a national initiative to support the

development of female leaders across all sectors.

From 1 October 2015 the initiative will provide women in the agriculture sector with grants for leadership development. More specifically, grant applications are open to women employed in the agriculture sector at two levels. Please click on the preferred program link for details.

1. **Senior Management** and Executive level Women Leaders can apply for \$12,000 Individual Grants to undertake the [Advanced Leadership Program](#).

2. **Women Managers** can apply for \$5,000 Individual Grants to undertake the [Accelerated Leadership Performance Program](#).

Expressions of Interest

[Click here](#) for the EOI form to request a Scholarship Grant Application Form or additional information.

Should you wish to discuss the initiative in more detail please contact Ian Johnson at the office of the National Industry Scholarship Program, Australian School of Applied Management on 03 9270 9016 or via ijohnson@asam.edu.au.

Update from the marketing team

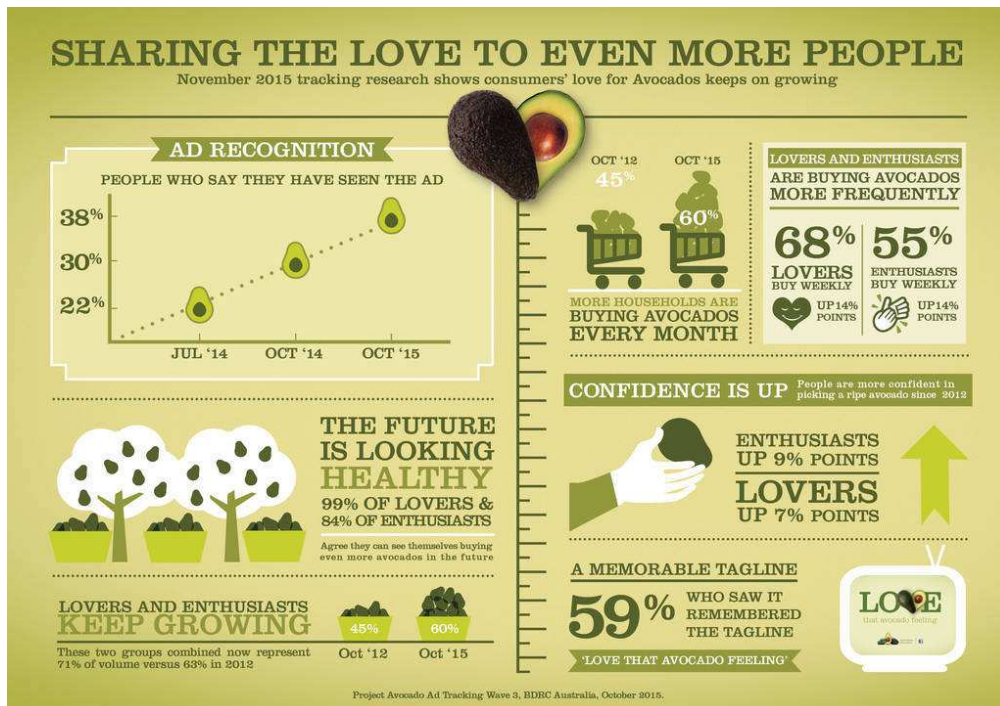
Marketing campaign achieving great results

It's official - our consumers love watching videos and the results from the 'Chefs Love Avocados' series is proof of this. The six Chef videos were shown around 1.6 million times, with more than 75,000 consumers watching the one minute video from start to finish. From a content viewing perspective this is staggering as it is usually hard to retain the audience for 30 seconds. This means that content was appealing and kept our audience engaged.

The latest advertising tracking results are also in and the TV ad made people feel happy, hungry and healthy. Research has shown that 38% of consumers have seen the ad - an 8 percentage point increase since last year and 66% of people agreed they thought the ad was eye catching.

Around 60% of households are buying avocados every month - up 15 percentage points from last year and our target audience, the lovers and enthusiasts are buying more! The marketing campaign has also made buyers more confident in picking and ripening avocados and has improved health and taste perceptions.

The infographic shows what consumers are thinking about avocados.



Marketing strategy workshop

Last week, a number of industry representatives along with Hort Innovation and their agency partners attended an advisory marketing workshop to begin work around developing the next three-year Strategic Marketing Plan. The workshop identified a number of opportunities for the avocado industry along with a solid starting point to begin investigating and developing a plan to continue to drive the avocado industry. A report which captures all the findings from the workshop will be available over the coming weeks.

And the winner is...

The first winner of the monthly Instagram competition launched last month has been chosen. Congratulations to Mary Anne Reen (@lighnessreen) who won for her mouth-watering photo of a delicious breakfast from the Avenue Road Café in Mosman, Sydney.

Mary's awesome snap highlighted a smattering of smashed avocado on toast with rocket, spinach, cheese and a delicious poached egg to top it off - all part of a balanced diet for Mary whose passion sees her spending the majority of her time working out so she can enter various physique competitions around Australia and the rest of the world. Mary won an avocado goodie bag including avocado kitchen utensils, a cook book and apron valued at \$100.



The competition attracted more than 100 outstanding entries and created nearly 4000 new followers! The theme for the next [Instagram](#) competition launched this week, is avocado on toast!

OrchardInfo Profiles

On 9 November, Avocados Australia sent out the OrchardInfo forms to collect data for the season that began in 2014. Avocados Australia will aim to have the reports completed and distributed by the end of January 2016.

OrchardInfo Prize Offers - be in the chance to WIN!!

The prizes on offer are Tinytag Ultra 2 Temperature Loggers with required software and equipment. The highly accurate, weather resistant data loggers have the ability to measure relative humidity and air temperature via sensors and probes in a range of outdoor environments, orchards and storage areas. There are four data loggers on offer and the prize pools are listed below:

- Prize Pool 1 - 2x Data loggers for orchard **and** yield data contributors
- Prize Pool 2 - 1x Data logger for orchard **only** data contributors
- Prize Pool 3 - 1x Data logger for **new** data contributors

To be in the draw to win a data logger, growers only need to input their orchard information if they haven't done it before. If growers have previously provided this information, they only need to check and confirm the accuracy of the data to go into the draw.

The closing date for this seasons OrchardInfo draw is **Friday 11 December 2015**.

By providing AAL with your orchard information you are helping us to develop better insights into the long term outlook. This information is invaluable for industry and marketing planning. Data loggers will help Australian avocado businesses to monitor the different environmental factors that contribute to avocado productivity and quality.

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. Please note the project AV12007 Data Collection to Facilitate Supply Chain Transparency finished on 17 November 2015 so this information will no longer be provided.

To access Infocado reports [click here](#).

To access Retail Prices [click here](#).

Industry News

Healthy bee population proves good for exports

Australia's first national survey of honey bee viruses has found we have one of the healthiest honey bee (*Apis mellifera*) populations in the world - a key step in re-establishing and maintaining export markets for breeding stock. [Click here](#) to read more.

Research backs the health benefits of eating avocados

Australian avocado growers say American research into the health benefits of the fruit could boost demand. [Click here](#) to read more.

Launch of Tesco's frozen avocados could help reduce Britain's food waste

Tesco's 'fast-frozen' de-stoned and peeled avocado packs could help to cut down on the 54,000 tonnes of stone fruit wasted in Britain each year, say experts. [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

[Unsubscribe](#)

