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Tuesday, 28 May 2013

## 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](#).

Make sure to check out:

[Know your region's Crop Cycle? Access it now!](#)  
[Avocado Australia CEO visits TriState Growing Region](#)  
[Early Birds register for Nutritional Values Conference](#)  
[March Export Report - available on Online Reports Centre](#)

## Grower Update



### Know your region's Crop Cycle? Access it now!

Did you know that Crop Cycle Calendars have been developed for each growing region and major variety in that region? These calendars are available to download now from the Australian Avocado Best Practice Resource (AABPR). These calendars are intended to give growers a guide to the main management practices, such as pest and disease control, due at different times in the seasonal crop cycle. Further detail about each practice can be found in other sections of the Best Practice Resource. To register for access now please follow this link: <http://bestpractice.avocado.org.au/Login.aspx>

For more information please contact the Avocados Australia office on 07 3846 6566.

### Central QLD Growers can't miss Soil & FSB Workshop - 20 June!

Simon Newett, Elizabeth Dann, and Ruth Huwer will be in Childers on Thursday the 20th of June for the **Central QLD Soils & Fruit Spotting Bug (FSB) Workshop** to provide valuable insight into the care of avocado trees. Avocado growers and packhouses located in the Central Queensland region and surrounding areas are invited to attend. Growers wanting to improve their soil management, deal with root rot and Fruit Spotting Bug will have the chance to talk directly with researchers ask questions. The Workshop will be held at Jim Carney's farm "Avocado Ridge" on 35 Morrisons Rd.

For those of you who don't know him, Simon Newett is Principal Extension Horticulturist with QDAFF. Simon not only co-wrote the "Avocado Problem Solver Field Guide" but also contributes to the Australian Avocado Best Practice Resource (AABPR) online as well.

Elizabeth Dann is a Plant Pathologist also with QDAFF and will be offering a comprehensive overview on how to manage Phytophthora root rot. Growers are encouraged to attend and share their experiences with respect to water-logged soils and hear about ways to respond to affected root systems. Ruth Huwer, a research entomologist with the NSW DPI, will be another speaker not to miss. Mike Harrison from Wide Bay Composts will also be speaking on the day about practical, biological ways for managing soil health.

Refreshments will be provided and Avocados Australia thanks Wide Bay Composts for supporting the day. So put the date in your diaries and confirm your attendance now either by email to [co@avocado.org.au](mailto:co@avocado.org.au) or call 07 3846 6566.

### **Want to know more about Phytophthora Root Rot?**

Wherever you are in Australia Avocados Australia's Best Practice Resource (AABPR) is within your reach. So if you are searching for practical tips and information to help guide your orchard management practices look online. You will find a range of valuable information including info about Phytophthora Root Rot, its causes, treatments, advice on rootstock selection and drainage. So check out our Best Practice Resource. All this information and much more has been uploaded for your easy access. The site also hosts an informative video showing tips and techniques for tree injection. To register for access now please follow this link: <http://bestpractice.avocado.org.au/Login.aspx>

For more information please contact the Avocados Australia office on 07 3846 6566.

## **Industry Update**

### **CEO visits TriState Growing Region**

Last week Avocados Australia's CEO John Tyas was invited to join Barry Avery, AAL Director for Tristate region, to attend the South Australian Avocado Growers Association AGM at Barmera.

While in the TriState growing region John also had an opportunity to visit growers from a number of properties in and around Mildura and Robinvale. John spoke with growers about their current interests and orchard management practices. He also learned while there that some citrus and grape growers were looking to move into avocado farming given the suitability of the growing conditions.

*"It was interesting to see a number of new plantings and gain an appreciation of the opportunities and challenges in the region. Managing the climatic extremes are challenging, but achievable. For those willing to make the effort, avocados are seen as a viable alternative to citrus and wine grapes which are in decline in this region. In order to compete with NZ imports for contracts with the major chains it is important that the region can achieve critical mass in supply,"* said John.

### **Early birds time to register for Nutritional Values Conference!**

Discount registration is now open for "Nutritional Values", the 5th New Zealand & Australian Avocado Growers' Conference to be held from 9th to the 12th of September this year at the ASB Arena, Baypark in Tauranga, New Zealand.

This is your opportunity to gain knowledge about increasing the health of your orchard, increase your awareness of the amazing nutritional properties of the avocado, gain knowledge about increasing the health of your orchard and learn about how we can ensure we maintain a strong and sustainable industry. Register for NUTRITIONAL VALUES now to take advantage of the early bird rates - [click here](#).

### **CEO visits Canberra**

John Tyas also had the opportunity to visit Canberra recently, as a member of the Horticulture Task Force (HTF) Executive. He attended a number of meetings with key politicians available on the 14th and 15th of May. These meetings were set up by KPMG Government Advisory Services.

The main purpose of the visit to Canberra was to raise the profile of horticulture in the lead up to the election, to present the Horticulture Task Force policy paper and to identify and start to build relationships and credibility with key influencers in parliament. John also took this opportunity to meet with key DAFF staff while in Canberra. Among the topics and policies to be discussed, besides the federal budget were: Employment issues; Trade and Market access; R&D Funding; Biosecurity; Agvet chemicals; and Country of origin labelling.

### March Export Report now available on Online Reports Centre

The March Export Report has been uploaded to the Avocados Australia Online Reports Centre. Want to access the full report? [Click here](#) to go to Member Services and then log-in by following the prompts. For now below is a summary of the key findings from the report. The Export results for the March quarter are not looking as good as last year by volume though results for the previous period were exceptional and volume has been offset by higher recorded values. The main highlights from the March Export Report are:

- Avocado exports decreased 16.5% in the March quarter 2013 compared to last year though the value increased 4% indicating increased returns by 24% to \$4.51 offsetting the volume decline.
- **Key results - January to March 2013** (18% of the 2013 season):

Volume	393 MT	-16.5%
Value	1.78m	-4%
\$ per kg	\$4.51	+ 24% (+.87c)

- Trade to Middle East has almost dried up continuing the trend toward late 2012 when trade started to weaken from October. The higher price points have stalled the trade to Middle East highlighting the strong price sensitivity of these markets.
- In 12 months to March, Singapore, Thailand and Malaysia accounted for 79% of all Avocado annual exports. UAE has dipped to No.4 position with almost no trade in the March quarter.
- Over the last 10 years Avocado exports have lifted almost 10 fold from 250 to 2,300 tonnes. The value per kg in AUD has increased an average 0.7% compound per year though with significant year on year variation according to the mix of high yield and low yield markets.
- New 2012 data shows 64,000 MT avocados imported to Asia in 2012 - Japan accounts for 90% market share importing mostly from Mexico. Australia has no access to Japan though trades with a strong market share in the small players. New Zealand is gaining market share in Singapore
- From July to March 2013 5,377 tonnes were imported compared to 16,896 tonnes same period last year - a 68 per cent decrease.
- Australian Avocados exports were valued at \$8.54M for the 12 months to March 2013

The March Export Report also includes updated 2012 market share data for key markets and some insights to competitor export volumes for 2012. The June Export Report will be available by 15th August.

## Marketing Update

### Health Professionals have a new Avocado health resource online

To support the Australian Avocados health professional education and research program a new section has now been added to the Australian Avocados website specifically targeting Health Professionals. Described as a one stop avocado science shop this is where all the science behind the health benefits of avocado can be found. In fact this new section has a library of 138 health extracts where health professionals can search for the latest research on avocados and health as well as access all relevant blog posts. Every quarter a newsletter will be emailed to our database of health professionals across Australia and will feature avocado health relevant news and articles by Lisa Yates, Accredited Practising Dietitian. Australian Avocados commenced this education program for health professionals in 2011 with the aim of improving their knowledge of the role that avocados play in a healthy diet. Through targeted communication we are empowering health professionals to recommend avocados as part of a healthy diet to their clients.

## Member Update

## Calling all Amateur Photographers!!!

Send a photo to Avocados Australia that captures the spirit of the Australian Spring avocado season and your image could feature on the front cover of the Spring edition of Talking Avocados. In addition, a photo and acknowledgement of the winner will also be published inside the magazine. Interested photographers can be as creative as possible, have lots of time to prepare and can enter up to five images. Images need to be in portrait format (tall, 230mm wide by 320mm high). Electronic entries need to be hi-resolution JPEGs (300dpi minimum). You can use [www.YouSendit.com](http://www.YouSendit.com) to send your files over the internet (emailing to [co@avocado.org.au](mailto:co@avocado.org.au)) or save your images onto a CD and mail it to:

Magazine Cover Competition  
Avocados Australia  
PO Box 8005  
Woolloongabba Qld 4102.

Deadline for entries is **Monday 30th of September 2013**. A finalist will be selected and informed on Monday the 7th of October. Conditions apply. For more information contact Anna Petrou, Avocados Australia's Communications Manager on 07 3846 6566 or [email co@avocado.org.au](mailto:co@avocado.org.au).

## Industry News

### Avocados from Mexico Hires Arnold Worldwide and Ketchum

Avocados From Mexico Inc (AFM), the newly formed marketing agency dedicated to the Mexican avocado industry, is allocating \$36 million to grow the category and propel the Avocados from Mexico brand. To implement this strategy, Tim O'Connor, CEO, AFM, Inc., will appoint Arnold Worldwide ([www.arnoldworldwide.com](http://www.arnoldworldwide.com)) as integrated agency of record, and Ketchum ([www.ketchum.com](http://www.ketchum.com)) as PR agency of record. Launching nationally beginning in July 2013, the organization's first fully integrated campaign aims to move the avocado from exotic to everyday. Read more by [clicking here](#).

### Joe Ludwig launches national food plan to grow industry

Federal Agriculture Minister Joe Ludwig has unveiled a new plan designed to grow the local food industry and put Australia on the world food map. First promised in the 2010 election campaign, the includes a multi-million dollar research fund to help Australian producers capitalise on the so-called Asian "dining boom". There is also funding to better brand Australian food exports. "It's about helping domestic opportunities find connections in Asia," Mr Ludwig said. Read more by [clicking here](#).

### 'March Against Monsanto' Draws As Many As 2 Million Globally

Consumers once again assert their preference for GMO-Free fresh food. As many as 2 million people in 436 cities in 52 countries around the world have apparently demonstrated as part of the recent "March Against Monsanto" protests according to the Associated Press. 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](mailto:co@avocado.org.au)

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