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

Monday, 28th of October 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.

The edition of Guacamole is separated into four sections: [Grower Update](#), [Industry Update](#), [Marketing Update](#) and [Industry News](#).

Make sure to check out:

[Avocado Videos - Your Feedback is Needed!](#)

[Tri State growers & staff - RSVP ASAP!](#)

[Attention: Melbourne Wholesalers, Ripeners & Transporters](#)

[Aussie growers to share their insights](#)

[Activating Avocado breakfasts in the workplace](#)

[High attendance buoys Big Easy's PMA Fresh Summit 2013](#)

[Stronger Asian demand for horticulture products predicted](#)

[Agreement links Chilean fruit to China's top wholesale markets](#)

Grower Update



Tri State growers should RSVP!

Over Tristate growers interested in attending the **Tristate Qualicado Workshop** taking place on **Thursday the 14th of November at Bonyaricall Vineyards** (55 O'Connor Lane Robinvale) should RSVP now to ensure a place. All avocado growers and packers (and their staff) will benefit from attending. The program includes information on how to achieve maximum shelf life, understanding tree growth cycles and canopy management and of course there is an opportunity to learn more about the Qualicado program. Weather permitting several different sprayers will be demonstrated with some analysis provided on their accuracy. [Click here for more information.](#)

Growers who attend the Tristate Qualicado Workshop will also have the opportunity to undertake a short self-assessment of their on-farm practices. The self-assessment is designed to be a useful aid to monitor practices and identify areas for improvement. The survey results are confidential and used to help identify information gaps which can then be actioned. To view the self-assessment please [click here](#). For more information about Qualicado please [click here](#). If you are interested in attending the Tristate Qualicado Workshop please **RSVP to Julie Petty** on 07 3846 6566 or email supplychain@avocado.org.au before **Friday 8 November**.

Attention all Melbourne Wholesalers, Ripeners & Transporters!

Be the first to RSVP now for the **Melbourne Qualicado Workshop**.

Wholesalers, ripeners and transporters will be able to learn more about how avocado bruising occurs in the supply chain and find out ways to get the most shelf life from ripening practices at Avocados Australia's "**Melbourne Qualicado Workshop**". The half day workshop will be held on **Wednesday 13 November** with a **free breakfast starting at 9am**. The workshop is one of a series of events designed to roll-out the new Qualicado program and this workshop is tailored to meet the needs of the wholesaling sector. The workshop will be held at the **Melbourne Wholesale Fruit, Vegetable and Flower Market Conference Centre**, 542 Footscray Rd, West Melbourne VIC 3003 (adjacent to gate 1 entrance off Footscray Rd). More information about the day will be provided in the coming weeks. For more a copy of the event flyer [click here](#). For information about Qualicado please [click here](#). To RSVP now contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au.

Avocado Videos - Your Feedback is Needed!

Want to know where bruising is occurring within the avocado supply chain? Want to know how and why you should do a reject bin analysis? Want a quick and easy way to train your pickers? During the last 12 months industry funded the development of three short videos to help inform you about these three topics and now that the videos have been published we need your feedback on how useful and effective you've found them! Your feedback is very valuable and will assist in determining the effectiveness of video for communicating project outcomes and for training. All responses will be aggregated so no one individual's information will be identifiable. To complete this quick survey please [click here](#).

Deadline for responses is Friday the 1st of November. If you have not viewed them already, the three videos are:

1. [The Case of the Bruised Avocados](#)
2. [Avocado Harvesting: The Picker's Guide](#)
3. [Reject Bin Analysis: A Smart Tool for Understanding Your Orchard Orchard](#).

The videos and survey have been developed by Applied Horticultural Research (AHR). This project has been funded by Horticulture Australia Limited (HAL) using the avocado industry levy and matching funds from the Australian Government. For further information about this program or survey please contact Gordon Rogers at AHR on gordon@ahr.com.au or 02 8627 1040.

Industry Update

NZ-Australian Avocado Growers Conference - Aussie growers to share their insights

Ten representatives from the Australian avocado industry that attended the 5th New Zealand and Australian Avocado Growers Conference as part of a Study Tour will be sharing their learnings in a comprehensive article that will appear in the Spring edition of Talking Avocados magazine.

The Avocados Australia Study Tour group consisted of six growers from North Queensland, two growers from South Queensland, a grower from Central Queensland and a packing production manager from the Tri State growing region. Between them the participants focused on ensuring that they gathered a broad cross-section of information on their main topics of interest, these being: Canopy management, Irregular bearing, Pest control (Fruit Spotting Bug), Plant health & nutrition, Nutritional benefits of avocados & uses, Rootstock, Disease (Phytophthora), Fruit Quality (reducing bruising), and Pollination. You will be able to read more about their experiences and learnings in the article.

The study tour participants also attended field trips at a number of locations and will cover these details in their articles. An evaluation of the study tour found that participants felt that they gained excellent value from taking part and greatly improved their knowledge of the NZ Avocado industry as a result. Avocados Australia would like to thank the study tour participants for taking part and for their time in reporting back what they had learnt to industry. You can find out the details by reading the next edition of Talking Avocados.

4 Days until the IHC2014 Call for Abstracts closes!

The Call for Abstracts for the **9th International Horticultural Congress 2014** will be closing on the **1st of November 2013**. The event will be held in Brisbane next year so international horticultural experts will be coming to our own backyard. If you haven't already submitted your abstract and intend on presenting at the Congress, go no further. Submit your abstract today! Abstract submissions will not be accepted via email!

To submit your abstract:

- Visit the "Call for Abstracts" page on the IHC2014 website by [clicking here](#).
- Read through the instructions & write your abstract in accordance to the guidelines & the downloadable template provided
- Select the button to access the Presenters' Portal and complete the online form.

If you have any questions contact the Congress Secretariat on the details below:
IHC 2014 Secretariat , PO Box 3599, South Brisbane QLD 4101, Australia
Ph: +61 7 3255 1002, Fax: +61 7 3255 1004, E: info@ihc2014.org

Events not to miss:

TRI STATE:

WED 13 NOV 2013

- Melbourne Qualicado Workshop - RSVP now by email supplychain@avocado.org.au - [click here for more info](#).

THUR 14 NOV 2013

- Tristate Qualicado Workshop - RSVP now by email supplychain@avocado.org.au - [click here for more info](#).

WESTERN AUSTRALIA:

MON 4 NOV 2013

- AusChem Risk Management in Pesticide Use Training Course, Manjimup SWIT - [click here for more info](#).

MON 11 NOV 2013

- AusChem Reaccreditation Course, Manjimup SWIT - [click here for more info](#).

Marketing News

Activating Avocado breakfasts in the workplace

As previously updated Australian Avocados marketing activity from September through to December is focused on breakfast as an opportunity to grow avocado usage. By targeting avocado Lovers and Enthusiasts, our most loyal consumers, we aim to increase awareness and usage of avocados as a great weekday breakfast alternative. This tactical advertising campaign will be integrated across magazines and digital online sites and strongly supported through social media content on Facebook, the Australian Avocados website and blogging articles.

An exciting boost to the social media content is taking the breakfast conversation directly into office workplaces with a breakfast sampling activity. This activity goes a step further than traditional sampling where brand advocates will host avocado breakfasts with their colleagues in their workplaces to encourage trial and promote discussion. 640 brand advocates have been screened and recruited online nationally to each receive an avocado breakfast pack to host a breakfast. Armed with avocados, serving suggestions and avocado facts these advocates are self confessed avocado Lovers who can prepare a fun and tasty breakfast and share the avocado message with their colleagues. In return each advocate is asked to contribute to the project community page online by sharing their experiences, reviewing their activity and uploading photos.

This activity is being conducted by a specialist research based activation agency that has

previously completed effective campaigns for other major well known grocery brands. Their research background will ensure effective recruitment and reporting back of how the breakfast message was shared across the social audience.

Industry News

High attendance buoys Big Easy's PMA Fresh Summit 2013

Produce industry leaders packed the Ernest N. Morial Convention Center for the PMA Fresh Summit held in New Orleans this month. Read more by [clicking here](#).

Stronger Asian demand for horticulture products predicted

The opportunities for Australian horticulture based on forecasts of stronger Asian food demand and supply in coming years have been outlined in the Australian Bureau of Agricultural and Resource Economics and Sciences' latest report. Read more by [clicking here](#).

Agreement connects Chilean fruit to China's top wholesale markets

The Chilean Fruit Exporters Association (ASOEX) has partnered with the China National Agri Wholesale Market Association (CAWA) to supply fruit across China. Read more by [clicking 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.

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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