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Wednesday, 29th of January 2014

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.

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Grower Update



Best Practice Resource Users - New features!

The Best Practice Resource authors have added three new items under the heading "Other Diseases" and one new item under the heading "Other Insect Pests" in the "Growing" section of the website. Under the heading "Other Diseases" you will now find information on how to identify and treat/prevent Cercospora spot, Bacterial soft rot, and Algal leaf spot. Under the heading "Other Insect Pests" you can now see how to identify and treat/prevent Thrips (red banded).

If you haven't applied to access the Best Practice Resource yet? now is the time. If you are an Australian avocado grower (or packer, wholesaler, transporter, ripener or retailer) and you do not as yet have access to Avocados Australia's Best Practice Resource [click here](#), then click on "Apply to access" and complete the online form. For assistance email co@avocado.org.au or call toll free 1300 303 971.

Growers' feedback invited at HAL review meetings

Many of you may be aware that Horticulture Australia Limited (HAL) has commissioned ACIL Allen to conduct an independent review of HAL's operations and model and the horticulture levy system. As part of this process a series of Stakeholder Forums or review meetings will be held around the country in February to provide growers with the chance to attend and contribute their feedback as part of the review.

The independent review will provide recommendations on the future service delivery model for HAL and the horticulture levy system. The details about the ten Stakeholder Forums taking place around the country are as follows:

- **Lismore, NSW** - 3 Feb, 10.30am - 12.30pm, DPI Research Station, NSW Trade & Investment, 1243 Bruxner Highway, Wollongbar (Hudson Conference Room)
- **Bundaberg, QLD** - 4 Feb, 10.30am - 12.30pm, Bundaberg Enterprise Centre, Cnr Quay and Tantitha Streets (Neville Room)
- **Innisfail, QLD** - 5 Feb, Morning forum: 10.00am - 12.00pm, Evening forum: 17.30pm - 19.30pm, Innisfail Brothers Leagues Club, Ernest St
- **Mildura, VIC** - 5 Feb, 10.00am - 12.00pm, Quality Hotel Mildura Grand, Seventh St (Don's Room)
- **Wagga Wagga, NSW** - 6 Feb, 10.30am - 12.30pm, Charles Sturt University, Boorooma Street (CSU Convention Centre)
- **Adelaide Hills, SA** - 11 Feb, 10.30am - 12.30pm, University of Adelaide, Waite Campus, Waite Rd, Urrbrae (Charles Hawker Conference Centre)
- **Melbourne, Vic** - 12 Feb, 10.00am - 12.00pm, Costa Group Business Support Centre, 275 Robinsons Rd, Ravenhall
- **Bunbury, WA** - 17 Feb, 12.30pm - 14.30pm, Quality Hotel Lord Forrest, 20 Symmons Street, Bunbury
- **Sydney, NSW** - 18 Feb, 10.00am - 12.00pm, Horticulture Australia Limited, Level 7, 179 Elizabeth Street
- **Launceston, TAS** - 27 Feb, 9.00am - 11.00am, Clarion Hotel City Park Grand, 22 Tamar St

We encourage you to attend and provide your feedback. Forum details may change so please refer to the ACIL Allen website prior to attending a forum ([click here](#) to go to the website).

To download the terms of reference [click here](#).

To access the HAL Consultation Paper [click here](#).

To contact the HAL Review Team email: halreviewteam@acilallen.com.au.

Nathan Symonds joins Avocados Australia

Nathan Symonds has now replaced Julie Petty as Avocados Australia's supply chain program manager. We welcome Nathan and know he will be a valuable addition to the team. Nathan's family once owned a cattle, grain and sheep property in Liverpool Plains near Tamworth. He completed a Bachelor of Applied Science in Agronomy from the University of Queensland (Gatton campus). Nathan's previous role was as a project officer at AgForce where he worked on a vegetation management project which covered the entire state of Queensland and involved travelling the state and holding workshops to educate landholders on the current law of vegetation management. Prior to this he worked as a sales agronomist providing fertiliser and chemical technical advice to growers on behalf of the Wamuran & District Fruit Growers Co-Op Association Ltd.

Nathan is interested in assisting farmers to produce better quality produce, and keeping up to date with best practice to assist Australian farmers to be more competitive in Australia and overseas markets. Nathan also likes to see technology and innovations in use enhancing Australian farming practice.

"It's good to see farmers becoming more sophisticated taking up new ideas, whether it's technology or marketing of their produce," said Nathan Symonds, Avocados Australia's new supply chain program manager.

Nathan is now the main contact to speak with regarding all aspects of the supply chain program including Infocado and the Qualicado program. You can email Nathan at supplychain@avocado.org.au or call 07 3846 6566.

Attention: Brisbane Wholesalers, Ripeners & Transporters!

On Thursday 20 February Brisbane avocado 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 "Brisbane Qualicado Workshop". The half day workshop will be held from 8.30am to 11.30am in Training Room 2 on the ground floor of the Fresh Centre at the Brisbane Markets on 385 Sherwood Rd, Rocklea.

This workshop is one in a series of events being rolled-out as part of the Qualicado program and this workshop has been tailored to meet the needs of the wholesaling sector. Click here to view the [Brisbane Qualicado Workshop fact sheet](#).

For information about the Qualicado program please [click here](#). To register your interest contact Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au.

Horizon Scholarship - 4 days left to apply!

If you know someone at work in your business that will be starting an agriculture-related university degree this year let them know that they might be eligible to apply for a Horizon Scholarship!

The Horizon Scholarship, an initiative of the Rural Industries Research & Development Corporation (RIRDC) in partnership with industry sponsors, provides \$5000 per year for the duration of a student's university degree. **Applications close this Friday, 31 January!**

For more information visit the RIRDC website by [clicking here](#). The application form can be accessed by [clicking here](#) (form starts on page 3). Contact Margo Andrae, the RIRDC Horizon Scholarship Program Manager, on 02 6271 4132 or email margo.andrae@rirdc.gov.au if you wish to discuss your application.

Bureau of Meteorology weather forecast

The Bureau of Meteorology (BOM) has posted its future climate and water outlook between now and April online. [Click here](#) to access the rainfall and temperature outlook. The Seasonal stream flow forecasts and Water Storage can be accessed by [clicking here](#).

In other news the BOM have been monitoring a cyclone developing in the Coral Sea which could reach land sometime this week if it continues to move down towards the east coast. Stay up-to-date about weather alerts and other information by bookmarking or adding the BOM website to your favourites in your web browser the address is: <http://www.bom.gov.au/>.

Avocados Australia farewells Joanna Embry

Joanna Embry is leaving Avocados Australia after eight years. Joanna joined Avocados Australia in 2006 at a time when the supply chain project was just about to get off the ground. Joanna is a trained agricultural economist. She completed a Bachelor of Agricultural Economics at the University of Queensland (St Lucia) and after graduation worked in the Ord River Irrigation Area in Western Australia as an agricultural economist. For a time she worked overseas in Vietnam before heading back to Australia to work in Queensland for first the melon industry and then Avocados.

At Avocados Australia Joanna had a direct hand in designing and establishing the many processes and reporting systems that the current supply chain program relies on for its Infocado, OrchardInfo, Maturity Monitoring, Retail pricing and other reporting.

Joanna regards the work that she has done in pulling together the Avocados Australia supply chain program and rolling out the Infocado system (to be the comprehensive data flow collection and reporting system that is today) as her career highlights to date. Joanna will now

concentrate her efforts on the family business and caring for her two young children. She hopes that when her children are a little older she may return to the horticulture sector in the future.

"We would like to thank Joanna Embry for all her assistance over the years and thank her for her substantial contribution, we wish her well in her future endeavours," said John Tyas Avocados Australia's Chief Executive Officer.

Less red tape for agricultural chemicals: have your say

The Australian Government is reviewing agricultural chemicals and veterinary medicines (agvet chemicals) regulation. The government's first step will be to introduce legislation to remove the re-approval and re-registration scheme before it commences on 1 July 2014. An exposure draft of the Bill to remove re-registration is now available and open for comment until **7 March 2014**. You can find the bill at www.daff.gov.au/agvet.

To assist you a consultation document about the exposure draft Bill has been prepared and you can access this by [clicking here](#). This consultation paper explains how the government would remove re-approval and re-registration. The paper also discusses some additional amendments to reduce red-tape and address minor issues identified with implementing existing legislation, including a detailed explanation of specific provisions.

The draft legislation is available for public comment until 7 March 2014 at www.daff.gov.au/agvet.

Marketing Update

Love at first light

2013 saw Australia's love of avocados reach a new level with the launch of the Australian Avocado 'breakfast' campaign. Developed to take advantage of the potential growth in the breakfast category, taking on traditional fare such as cereals and eggs.

The campaign featuring delicious avocado photography with simple, easy to create recipes was coupled with a simple headline: why wait when there's breakfast?

Whilst many Australians have already discovered the tasty and nutritious benefits of avocados as part of their weekend routine, recent research highlighted an opportunity to further increase consumption within this occasion during the week.

A campaign featuring magazine advertising, digital banners, social platforms and bloggers encouraged people to start using avocados in their breakfast each morning.

According to post campaign market research, 76% of people said the campaign made them consider eating avocados at breakfast time, with 73% agreeing that avocados are a great way to start the day. Males were particularly inclined to agree that the breakfast message was telling them something new about avocados, and amongst those that currently do not eat avocados at breakfast time, 70% agreed that the ads would prompt them to consider avocados as a breakfast food.

The research also highlighted some additional opportunities around workplace consumption, winter meals, and even tactical opportunities targeting men.

With a new ad campaign due to launch later this year, and some untapped areas yet to pursue, it seems the future for avocados is certainly bright.

Industry News

