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Thursday, 29 January 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.

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Grower Update



Sunshine Coast Qualicado Workshop - 13 February!

The Sunshine Coast Qualicado Workshop will be taking place on Friday 13 February 2015 at 51 Pringle Road in Nambour. All growers and packers in the area are invited to attend this free and informative event aimed at providing avocado growers and packers in the region with the latest information on how to further improve fruit quality and productivity.

Avocados Australia would like to thank Stephen Jeffers from Pringle Road Farms for hosting and supporting this event.

The workshop's speakers will cover a range of topics. The [proposed program](#) appears below.

PROGRAM

- 08.30am Complimentary coffee and tea on arrival
- 09.00am Welcome by Nathan Symonds, AAL Program Manager
- 09.05am Program Overview - John Tyas, CEO AAL
- 09.35am Best Practice Resource - Nathan Symonds, AAL Program Manager
- 10.00am Grower Self-Assessments (40mins) - Nathan Symonds, AAL Program Manager
- 10.40am Morning Tea (25mins)
- 11.05am Avocado Irrigation Principles - Simon Newett, QDAFF
- 11.50am Healthy Organic Avocados - Denis Roe, Consultant
- 12.35pm Lunch (45mins)

- 01.20pm Handling and Temperature Control - Daryl Joyce, QDAFF
02.05pm Understanding Infocado - John Tyas, CEO AAL
02.35pm Evaluations - Nathan Symonds, AAL Program
02.45pm Orchard Walk - with Stephen Jeffers
- Field Explanation of Irrigation - Simon Newett
- In-field Organic Fundamentals - Denis Roe
03.15pm Wrap Up & Finish

Please note: This program may be subject to change.

RSVP now!

Those interested in attending should RSVP now by contacting Nathan Symonds on 07 3846 6566 or supplychain@avocado.org.au the deadline for RSVPs is before close of business on Monday 9 February 2015.

OrchardInfo Update

OrchardInfo is a program that collects and reports avocado planting data (tree numbers and area by variety) as well as data on industry marketable yields. OrchardInfo is an important program for Avocados Australia as it provides data that is vital for long term industry planning.

The data collection for OrchardInfo for the season beginning in 2013 will commence on Monday 2 February 2015. Sincere apologies for the delay though the timing could not be avoided due to system upgrades and alterations to the data collection process. A result of the upgrade is the ability to send the Orchard Profile forms via email. Any growers that would like the OrchardInfo Profile form as a hard copy format can request this from Avocados Australia.

Data collection for the 2013 season will be conducted over February 2015 with the chance to enter the prize pool closing on the 28 February 2015. Reports are scheduled to be published by the close of April.

As with the last round of data collection, prize incentives will be offered for OrchardInfo contributors so Avocados Australia encourages all growers to provide their orchard data.

Strong participation in the program ensures quality accurate reporting for all.

Marketing Update:

Update from the latest Fruit Tracker wave

MT14014 Fruit Tracking Study is a multi industry levy-funded longitudinal quantitative research study that provides an ongoing measure into the effectiveness of marketing and advertising investment over time. It also acts as a consistent and valuable measure into attitudes and awareness of fruit purchasing consumers.

The main aim of this market research study is to record changes to consumer attitudes and behaviour over time across a number of fruit categories and specifically avocados. This includes measuring consumer attitudes, usage and purchase frequency as well as awareness of any primary or residual advertising in the market.

The research is carried out using six waves per year collecting information using an online survey. A random but representative audience of Australian consumers aged 18+ years completes this survey each wave. These waves are then reported in three combined survey reports in July, November and March.

The latest report combines the August and October tracking waves and provides some very positive results for avocados. Straddling the second burst of television advertising on air throughout September a key highlight was the continued increase in consumer awareness of the advertising campaign. On a combined basis the spontaneous advertising recall of consumers had grown from 16% to 26% and prompted advertising increased wave on wave from 24% to 31%. These great results are the highest in over 12 months and confirm that the advertising is being seen and remembered by consumers.

In addition to the advertising tracking the survey also reports back on some general consumer behaviours. Some of these highlights include;

- The number of consumers claiming to buy avocados regularly has increased. In this wave, 65% of respondents claim to buy avocados at least monthly, compared with 55% in April/June.
- Purchase intent is at its highest (67%) and the proportion of consumers claiming to pre-plan their avocado buy before they head to the shops has risen too, after a drop in the previous wave.
- Satisfaction with the appearance of avocados and the quality of the flesh and ripeness have all seen an increase this wave. In particular, satisfaction with range of ripeness has seen a jump to 72% from 64% in the previous wave.

For an overview of the key results [click here](#).

Infocado Improvement Survey – Travel Voucher Winner

The Infocado Improvement Survey has now closed and Avocados Australia is pleased to announce that the **winner of the \$300 free travel voucher** from FlightCentre is **Joe Costa of Exotic Fruit Traders** based at the Sydney Markets. Joe's name was drawn at random from all of the respondents that took part in the survey.

Avocados Australia would like to thank everyone who took the time to respond to the survey to share their views about the Infocado system and its reporting. We will consider this feedback carefully and make adjustments to the reporting as required over the coming months.

Horizon Scholarship Program – 2 days left to apply!

This Friday 30 January is the closing date for **Horizon Scholarship** applications.

The Horizon Scholarship has been developed to support the next generation of agricultural leaders, who will take up the challenge of farming for the future. It is for young people who are passionate about agriculture, with a keen interest in the future of our industries and who are ready to expand their networks and learn new skills.

The Horizon Scholarship is an initiative of the Rural Industries Research and Development Corporation that, in partnership with industry sponsors, supports undergraduates studying agriculture at university by providing:

- A bursary of \$5,000 per year for the duration of their degree
- Professional development workshops and mentoring
- Annual industry work placements that give students first-hand exposure to modern agricultural practices, and
- Opportunities to network and gain knowledge at a range of industry events.

For more information, or to find out if you are eligible to apply, please [click here](#).

Freshcare Forum 2015 - Register Now Special Rate

Registrations are now open for the Freshcare Forum 2015! The Freshcare Forum 2015 will bring together Freshcare stakeholders for two days of presentations, workshop sessions and networking opportunities. It will be hosted at the Crowne Plaza Coogee Beach, Sydney Australia on Wednesday 22nd April and Thursday 23rd April 2015.

If you register before the 31 January 2015 you can receive a \$90.00 discount on package rates.

In response to industry feedback, the Freshcare Forum 2015 will be open to participants outside the immediate Freshcare Stakeholder group. A special rate is also available for growers interested in attending.

For information and to register go to the Freshcare Forum 2015 website by [clicking here](#).

It's time to BeeConnected



So what is BeeConnected?

BeeConnected is a new, nation-wide, user-driven smart-phone app that enables collaboration between beekeepers, farmers and spray service contractors to facilitate best-practice pollinator protection. BeeConnected is free and available on iPhone, Android and desktop computers.

BeeConnected was developed by CropLife, in partnership with the Australian Honey Bee Industry Council. The app aims to allow growers, spray contractors and beekeepers to register and receive notifications when a registered beekeeper positions hives near their properties or when spraying of crops is imminent. The tool also enables instant messaging between registered participants to enable growers to assist beekeepers in keeping Australia's honeybees healthy, whilst maintaining privacy through the use of a restricted messaging service.

[Click here](#) for more information, and to source links to the app.

Industry News

Fruit and vegetable giant Costa Group up for sale

Frank Costa says his Costa Group could be the latest agricultural company to be sold to overseas interests, after Australia's largest grower and distributor of fruit and vegetables confirmed it is up for sale. Read more by [clicking here](#).

Avocados from Mexico Ignites a Movement by Motivating Latina Moms

In 2015, Avocados from Mexico (AFM) hope to ignite a movement among Hispanic families by offering easy tips for more nutritious meals, as well as simple exercise activities for the whole family to enjoy. Avocados from Mexico brand ambassador and cooking show host, Maggie Jimenez will serve as the Echale Challenge spokesperson and help motivate Latina moms to take the Echale Challenge. Read more by [clicking here](#).

Fruitnet says Chinese market ripe for Chilean avos

Chilean avocado producers have welcomed China's announcement last week that it may ease restrictions on fruit imports from the Metropolitan and Valparaíso regions. 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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