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## News

**Guacamole E-Newsletter 29 Nov 2012 - 07/12/2012**

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## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter. Guacamole 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](#).

Don't forget to check out:

[ICA 47 \(for Qld businesses sending to Victoria\)](#)

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## Grower Update



### ICA 47 (for Qld businesses sending to Victoria)

Last week, QDAFF advised that a new ICA has been established for fruit and vegetables destined for Victoria (including avocados). ICA 47 has been established for those growers confident their consignments are fruit fly free and is based on an 'on-arrival inspection'.

ICA 47 is only for the Victorian market (non PFA zone) and requires fruit and vegetables to be inspected and certified as 'free of fruit fly'.

To arrange on – arrival inspections contact:  
Melbourne Markets  
Rudge Produce Systems  
Phone: (03) 9689 1234

Regional:  
DPI Customer Service Centre  
Phone: 136 186 and ask for your local Plant Standards Officer.  
Please note - This is not a free service. The consignee will be charged a fee for verification of each consignment.

ICA-47 is currently NOT accepted by the following fruit fly sensitive markets:

- South Australia
- Western Australia
- Tasmania
- New South Wales Pest Free Area (PFA)
- Victoria Pest Free Area (PFA)
- Entry into PFA or movement within PFA

For further information, please contact your local QDAFF Plant Standards Officer on 136 186. For a copy of ICA 47 please visit the [Growers Notices](#) page of the

industry website.

### Orchard Info

Western Australian growers will be receiving their latest OrchardInfo forms to complete in the coming weeks. The OrchardInfo program is designed to collect orchard information about tree numbers, tree age, varieties, rootstocks and overall production. This aggregated data is a valuable tool for the industry to use to estimate long term crop production, as well as for businesses to have a better understanding of tree numbers and varieties in their local area. We strongly encourage you to fill out the forms to the best of your ability and return them to us as the more people who participate the more accurate the reporting will be. For more information please contact Julie Petty on 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

### Annual Levy Payers meeting concludes in Queensland

The 2012 Avocado Industry Annual Levy Payers Meeting was recently held in Woombye, Queensland. The meeting was led by the Chair of Industry Advisory Committee (IAC), Mr Bob Granger. Mr Granger commented that the Annual Levy Payers Meeting "provides the opportunity for industry to be updated on the activities of the avocado Industry Advisory Committee."

The meeting discussed the 2011-2012 Investment Program outcomes, an expansive report was delivered on the marketing program by Horticulture Australia Limited (HAL) Avocado Marketing Manager Duncan Sinclair, and a research investment portfolio was presented by HAL's Industry Services Manager for avocados Astrid Hughes. An open forum was also held to hear any questions from the floor.

"I would urge all levy payers to consider attending levy payer meetings so that they can gain a first hand appreciation of the important work that is being done to promote and develop the industry" said Mr Granger.

The Australian Avocado Industry Annual Report for 2011-2012 will be mailed to all of industry with the Spring 2012 issue of Talking Avocados in the coming weeks.

## Industry Update

### Avocado Industry Advisory Committee meeting concludes in Queensland

An Avocado Industry Advisory Committee (IAC) meeting was recently held in Woombye, Queensland. The IAC considered the next stage of the new three year strategic marketing plan; this included a presentation by Jack Watts Currie (JWC) of four potential new brand territories. Over the coming months the suggested brand territories will be tested via consumer focus groups. The final three strategic marketing plan is scheduled to be presented to the IAC in February 2013.

### Best Practice Resource

As previously reported, Avocados Australia has been developing an online, interactive system which will house all materials and information relating to best recommended practices for all sectors of the supply chain. It is designed to be a 'one stop shop' with training modules for staff and key reference materials available at the click of a button.

The first draft of the system has been sent to selected industry members for feedback and is now going through the final 'tweaking' stages. Industry members have already flagged the need to include training modules and other content regarding Workplace Health and Safety.

The system will allow you as the employer to assign training modules for your staff to complete and will allow you to track their progress through their training. This is an exciting new tool for the industry to use to improve their avocado handling practices and thus improve or maintain fruit quality. Should you have any questions please contact Julie Petty on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au)

### Avocado Export Company wins Emerging Exporter award

Owned by a collective of avocado growers, packers and marketers from across Australia, the Avocado Export Company (AEC) exports Australian-grown avocados to markets including Singapore, Hong Kong, Malaysia, the United Arab Emirates and Thailand.

The AEC is part-owned by two Bundaberg growing and packing operations, Simpson Farms and Donovan Family Investors. A key aim of the company was to establish new export opportunities to ease oversupply and stabilise the domestic market. A vast network of growers across Australia allows the AEC to supply avocados to its international suppliers 52 weeks a year.

LNP Member for Bundaberg Jack Dempsey congratulated the Avocado Export Company on winning the Emerging Exporter award. "This accolade recognises Avocado Export Company's contribution in promoting the state of Queensland on the world stage," he said. To read the full article please [click here](#).

### Infocado Continuing over the Christmas Break

The Avocados Australia office will be closing from 2pm 21 December 2012 and reopening at 8am 7 January 2013. Infocado reports will be produced as usual over this time period so please make allowances for this when scheduling time off within your businesses. Should you have any questions or concerns over the Christmas break with submitting your data, please contact Julie Petty on 0458 004 198 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

### Negotiations for the sale of Moraitis to a China-based company confirmed

One of Australia's largest fruit and vegetable wholesalers, Moraitis, has confirmed that its business is for sale. A report in the Weekly Times newspaper has stated that Moraitis is negotiating a sale with a China-based company, Chevalier. Under the deal, the buyer would take control of Moraitis' growers, packers and 11 subsidiary companies around Australia.

Company owner, Nick Moraitis, told the Weekly Times that he could confirm that they were negotiating with Chevalier, but he would remain a shareholder. Chevalier own construction, property, insurance, hotels, information technology and food businesses in China, South East Asia, Europe, North America and Australia.

### Infocado concerns addressed

Concerns have been raised by some contributors about the apparent low number of packhouse contributors listed in the Infocado Weekly Reports in the last two months. Avocados Australia staff have been monitoring this trend and would like to reassure people that this issue has been investigated and is a natural flow on affect for what has happened this season.

Compared with the same time period in 2011 there are less packers contributing to Infocado in 2012. This is in part due to some growers and packers moving their harvest forward to take advantage of favourable market conditions. In the July Quarterly Report, August 2012 was forecasted to have 910,434 5.5kg eqv trays. The actual dispatches for that month were 1,126,376 5.5kg eqv trays. This fruit was moved forward from September and October. For example, September 2012 was forecasted at 746,331 5.5kg eqv trays but only 574,183 5.5kg eqv trays were dispatched.

It should also be noted that if less than 3 packers have contributed to Infocado in any one week from one growing region - either through recording a dispatch for the week just gone or are forecasted to be dispatching fruit in the current week - their names are removed from the contributors list on page 4 of the report. This is done to protect contributor's privacy and data. Even though the names have been removed the packer's data has still been included in the report. For more information please contact Julie Petty on 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

## Marketing Update

The information in Guacamole's marketing update are extracts from the 'What is Happening in October 2012? Australian Avocados Marketing Program Update' E-newsletter. If you would like to read this newsletter in full please [click here](#).

### **In store avocado recipe demonstrations and sampling**

Sampling at point of purchase is a great way to build confidence with consumers about how to use avocados and stimulate an immediate sale. In partnership with the major retailers a national sampling campaign commenced in mid September and ran through to the end of October covering more than 1,000 sampling sessions across 750 top Coles and Woolworths supermarkets. Demonstrators made and sampled to shoppers a simple and delicious recipe which encouraged purchase.

To provide an additional incentive to Woolworths shoppers, those who purchased 3 or more Australian avocados could enter the Woolworths Guacamole Competition for a chance to win a home entertainment package to the value of \$5000.

To read the full e-newsletter please [click here](#).

This project has been funded by HAL using the avocado levy.

## **Member Update**

### **9th Annual General Meeting of Avocados Australia Limited concludes**

The 9th Annual General Meeting (AGM) of Avocados Australia Limited was recently held in Woombye, Queensland. The meeting began by reviewing and approving the minutes of the 8th AGM. The Chairman and CEO's Report for 2011–2012 as well as the Financial Report and Directors' Report of Avocados Australia Limited for the year ended 30 June 2012 were presented to attending members for their consideration and review.

The AGM was also where Avocados Australia officially announced to members the 2012 election results for the Avocados Australia Limited Board. Mr Russell Delroy has been re-elected to represent the Western Australia/NT Growing Area, Mr John Walsh has been re-elected to represent the Central Queensland Growing Area and Mr Barry Avery has been elected to represent the Tri State Growing Area. Each have been appointed to the Avocados Australia Limited Board for a term of not more than three years at the close of the 2012 AGM.

Copies of the Avocados Australia Limited Annual Report 2011-12 are now available on the [Company Info](#) page of the industry website. If you would like to view the report now please [click here](#).

## **Industry News**

### **Vic Govt backs fruit fly fight**

The industry is claiming it is the biggest breakthrough in a decade of fighting fruit fly. The State Government has scrapped its proposal to declare Queensland Fruit Fly endemic to Victoria, which could have shut down export markets and driven up production costs. To read the full article please [click here](#).

### **WA farmers need to get 'in the zone'**

West Australian farmers have a 'once in a generation' opportunity to help meet Asia's growing appetite for our food, according to the Department of Agriculture and Food WA. To read the full article please [click here](#).

### **Iphone app offers instant access to farm chemical information**

The Australian Pesticides and Veterinary Medicines Authority (APVMA) have released an iPhone application that makes information about agricultural and veterinary chemicals registered in Australia instantly accessible to people on the move. To read the full article please [click 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.**

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