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Thursday, 30 October 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



North Queensland Qualicado Workshop - 4 December!

The **North Queensland Qualicado Workshop** will be held in the Tolga area on **Thursday 4 December 2014**. The program and speakers will be announced very soon. A Grower's Update will be sent out with the details to all growers and packers based in the North Queensland growing region. For now claim the date in your diaries.

Most uses for Fenthion now cancelled

In a media statement announcing the decision, the Australian Pesticides and Veterinary Medicines Authority (APVMA) said that: "All horticultural uses except for post-harvest dipping of tropical and subtropical inedible peel fruits are now cancelled. The APVMA is allowing a phase-out period of 12 months to enable use of cancelled products. The current instructions for use of the horticultural product (that apply by permits) will continue during this time

period.” [Click here](#) to view the media statement in full.

This means that most products containing the chemical Fenthion are now cancelled bringing to a close the Australian Pesticides and Veterinary Medicines Authority’s reconsideration of this chemical.

A permit which allows use of a low volume postharvest spray application of Fenthion for mango and avocado has also been renewed (PER13808) so this use can continue to 31 October 2015. [Click here](#) for the details.

However, Bayer is the sole supplier of the Fenthion product used by avocado growers (Lebaycid) and they have announced that they will be withdrawing this product and no further production of this product will take place.

According to John Tyas, CEO of Avocados Australia, loss of this chemical is unfortunate, but probably inevitable as older chemicals are continuing to be reviewed.

“Methidathion was another product withdrawn by the manufacturer earlier this year. The problem is that new replacement products are not filling the gaps fast enough and they are generally much more expensive. However, the ICA 30 protocol (conditional non-host of fruit fly) is an option for Hass growers supplying domestic markets which require fruit fly control,” said John Tyas.

Online Report Centre - latest upload!

Avocado levy payers and Avocados Australia members that have access to the Online Report Centre (located on the Avocados Australia website) can access Avocado-related Research & Development reports, Annual Reports, Market Data and other useful documents. To view the recent uploads, and all of the above documents, click here to access the Online Report Centre and then enter your username and password to log in.

RECENT UPLOAD:

Market Data:

- Nielsen Avocados Brand Health Monthly Report to 6/9/14

If you require assistance in accessing the Online Report Centre please email co@avocado.org.au or call 1300 303 971.

Retail Prices Update

Over the past 2 months the Australian avocado industry has seen continual records being set in regards to industry despatches. So we thought it timely to quickly give an update on how the retail price has been tracking in comparison to these record volumes.

Overall the retail prices across the major cities have slightly eased although they have reasonably held steady. The average price seen in Sydney, Melbourne, Brisbane and Perth has ranged from \$2.25 to \$2.60. On the higher end of the scale all cities have been recording fruit selling for \$4.00 with Melbourne being the exception with the maximum price easing to \$3.50 over the past 2 weeks.

Whilst on the other end of the price scale the lower values that have been recorded have predominately been around \$1.80 with Perth being the exception which has been recording fruit selling at \$1.00 per fruit.

[Click here](#) to view the latest Retail Prices online.

Infocado - Webform Change

Infocado will be going through some system improvements involving the implementation and usage of Webforms. This will replace the need to download Formatta Filler. This transition has been scheduled to occur next week after the release of the Infocado report. Prior to the change-over Avocados Australia will send out an email outlining the process that will be

followed. If you are a packhouse or wholesaler that is currently not contributing to Infocado and would like to start participating please contact the AAL office direct on (07) 3846 6566.

[Click here](#) to access Avocados Australia's Infocado Reports online.

Supply Chain Directory - Lists your business on our website

The Avocados Australia website contains a section called 'Supply Chain Directory'.

Our Supply Chain Directory is a valuable resource area for both buyers and suppliers of industry-related products. The directory enables buyers to find suppliers, while allowing suppliers to create and maintain a web presence on the Avocado's website. The Supply Chain Directory lists all registered suppliers, in alphabetical order.

Avocados Australia often receives requests for contact information for industry suppliers. For example packhouses, exporters, processors etc. We refer these enquiries to this section on our website. So if you want to be seen by potential customers, [click here](#) to complete a form to register as a supplier.

Complimentary Business Training for Growers

Complimentary business training for Horticulture Growers is being offered through Horticulture - The Next Generation. The online training includes how to:

- Boost productivity and growth
- Develop a marketing plan
- Improve efficiency and reduce costs
- Become a better leader
- Build your own strategic plan.

The training will be available until end of March 2015 and applications close 30 November 2014 - 100 places are available. [Click here](#) for more information.

Best Practice Resource - Pollination



Did you know that the online Best Practice Resource (BPR) includes information about pollination. Pollination is perhaps one of the most important factors in fruit production. Like many types of commonly grown fruit, avocados require pollination in order to bear satisfactory marketable crops.

To access the Pollination content on the BPR move your cursor to the "Growing" menu item and then select 'Pollination'.

HOW TO GAIN ACCESS TO THE BPR:

If you are an Australian grower/packer/wholesaler/ripenner/transporter/exporter/retailer and

you haven't applied to access the Best Practice Resource apply for access now! [Click here](#) to access the "Apply for access" online form.

Study Tour to Peru - Expressions of Interest

The VIII World Avocado Congress (WAC2015) will be taking place from the 13th to 18th of September 2015 in Lima, Peru (www.wacperu2015.com). Avocados Australia is calling for expressions of interest from Avocados Australia members (be they growers, packers or any other organisations involved in the Australian avocado supply chain) who would be interested in taking part in a Study Tour to South America in September next year. This would include attendance at the WAC2015.

The organisers of the WAC2015 - the Peruvian Hass Avocado Growers Association (PROHASS) - are in the process of doing a call for abstracts, deadline for abstract submissions being 15 February 2015. [Click here](#) to find out more.

Avocados Australia has registered to receive updates about the congress so we can keep you all in the loop about congress news as it happens.

AAL members who would like to express interest in taking part in AAL's Study Tour of South America should email Anna Petrou, Avocados Australia's Communications Manager, at co@avocado.org.au or call toll free (within Australia) 1300 303 971.

Growers invited to take part in Cookbook

A volunteer with Earth Hour Australia (EHA) is seeking interest from Australian farmers in getting involved in a cookbook. Next year's Earth Hour is focused on Australian agriculture and will be held on Saturday 28th March 2015. Their theme is aimed at resonating with Australians from all walks of life: 'celebrating and committing to protect our great Aussie food, fibre and farmers'.

EHA stated that all Australians are proud of our farmers who produce food that's safe, healthy, fresh and delicious. The aim of the cookbook is to provide Australians with the chance to hear from farmers, provide recipes from celebrity chefs and information from scientists about the impacts of global warming on various farming regions of Australia.

Growers willing to find out more about the EHA cookbook who could share a story of how increasing climate variability has affected them - for example, through extreme weather, changed growing seasons or conditions, or changes to weeds or pests and their management can contact Marion Glover on 0409 006 309. You can also find out other ways of getting involved.

Marketing Update

Measuring that Avocado Feeling

Throughout the development of the new television campaign, Avocados Australia and HAL have undertaken a rigorous process of consumer research to ensure that the final ad is delivering the right message to consumers. This process involved initial concept research to select the best idea, testing the final idea before producing the ad and then testing the finished ad before going being launched. At every stage the results have provided reassurance that the investment in the ad will help achieve the overall objective of growing the consumption of Australian Avocados.

Now that the ad has been launched it is important that the process doesn't stop. As previously updated Avocados Australia have a number of ways to track the campaign effectiveness and consumer behaviour against objectives. These include the longitudinal Fruit Tracker (MT14014), Nielsen data (MT14012) and our dedicated campaign tracker (AV13014 & AV14008). The campaign tracker is a dedicated survey that replicates the Project Accelerator strategic research which was first implemented in October 2012 defining our new segmentation and direction.

The new advertising campaign was launched late April and ran for a total of 7 weeks in two bursts on television until the end of June. Directly after this campaign burst Avocados Australia implemented the campaign tracker survey in early July. The objective of this survey was to assess the effectiveness on the advertising campaign on the attitude and purchasing behaviour of our target segments Avocado Enthusiasts and Avocado Lovers as well as measure the overall awareness of the campaign.

The key results of the survey are great news for Australian Avocados and have been summarised on an infographic that can be accessed by [clicking here](#). The results indicate that since the last survey the proportion of Lovers and Enthusiasts have grown and now represent 67% of total avocado purchase volume which is a key marketing objective. Importantly the ad makes consumers feel both Hungry and Happy, makes them want to buy an avocado with 60% saying the ad makes them want to eat an avocado. Overall the recommendation from the research results was that continued investment in television advertising using this ad would continue to deliver positive returns for the industry.

Industry News

Imported avocado hits freezer shelves

Frozen food producer Nanna's has released a frozen avocado product. Read more by [clicking here](#).

Chilean and Mexican avocado deals running late, says Araiza

Mission's vice president of sales Ron Araiza said supply was later than normal for the incoming Chilean and Mexican avocado deals, but that would have no bearing on total volume. In fact, he expected the southern neighbor's crop to be up 10%. Read more by [clicking here](#).

Record year at PMA Fresh Summit 2014

Recently the PMA Fresh Summit was held in Anaheim with a record year of over 22,000 attendees. Besides the amount of attendees, companies use this show also to introduce new packaging, varieties and/or innovations. [Click here](#) to read more.

Country-of-origin food labelling report urges major changes to system

A report into country-of-origin labelling laws has urged the Federal Government to make major changes to stipulate the level of local and imported ingredients in food products. [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.

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