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31 May 2016

## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly newsletter delivering the latest news of relevance to the Australian avocado industry.

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## Hort Innovation calls for Directors

Applications are now open for Director Positions on the Horticulture Innovation Australia Board.

Applicants have until Monday 27 June 2016 to apply for the board.

This is an opportunity to invest your skill, experience and time as a Director in the company that is growing innovation for Australian horticulture.

Hort Innovation's Board is made up of skills-based Directors who have experience across the horticulture industry to oversee the operations of the grower owned company. Hort Innovation's Constitution requires five of our nine Directors to retire in 2016.

All Directors must have the following skills:

- Experience in the application of corporate governance principles in the context of a commercial enterprise, not-for-profit enterprise, or other regulated entity
- Strong finance and risk skills including fundamental financial statements, essential quantitative information and critical analysis of investment performance
- Business management and administration in a senior executive or management role for a minimum of five years
- Australian agricultural industry experience as an owner, employee or consultant, or in the context of respected research or education pertaining to the agricultural sector.

Hort Innovation also requires all directors to have a minimum of five of the following specific skills: Research and development; Innovation; FMCG marketing; Communications; Australian horticultural commodity production; Market access and international/Asian markets; Strategy; Executive leadership & culture; Stakeholder management; Australian public policy.

If you have any questions about the process, contact Mick Hay or Sharon Moloney at Rimfire Resources on 07 3878 3411. [Click here](#) for more information.

## Central New South Wales Qualicado attracts more participants

Avocados Australia's CNSW Qualicado workshop saw an increased turnout of participants to this event - like its Sunshine Coast and Tamborine and Northern Rivers predecessors.

Avocados Australia's CEO John Tyas said about 65 growers travelled to the event held at Robyn and Kevin Debreceeny's family property Comboyne Avocados.



“It’s fabulous to see an increasing interest in our industry, particularly knowing people have travelled in some cases several hours to attend our event,” he said.

“The Debreceeny property certainly was a fabulous venue and we’d like to thank them for opening their property to us and for being such welcoming hosts.”



*(L-R - Robyn and Kevin Debrecey, Simon Newett, John Tyas, Noel Ainsworth and Dennis Roe at the CNSW Qualicado workshop)*

Avocados Australia runs “Qualicado” Growers Workshops in all the growing regions of the country and CNSW is one of these areas.

The events are designed to keep growers up to date with what’s happening in the Australian industry and to deliver best practice information to growers.

The workshop covered a broad range of topics from presenters including Avocados Australia’s CEO John Tyas, Department of Agriculture and Fisheries’ Simon Newett and Noel Ainsworth and Subtropical Fruit Farm Consultancy Services’ Dennis Roe.

Topics discussed included an industry update, managing disease for productivity and quality, export development and making your supply chain work, as well as avocado nutrition and organics.

Participants also enjoyed an orchard tour at the end of the day.



Presentations from this event and those earlier this season will be posted on our BPR in the coming weeks.

The South Queensland Qualicado workshop will be held at the Dugdell’s K-Sun Fruit at Kumbia on Thursday 9 June. [Click here](#) to view the program.

[Click here](#) to view the other regions’ Qualicado dates.

## Marketing Update

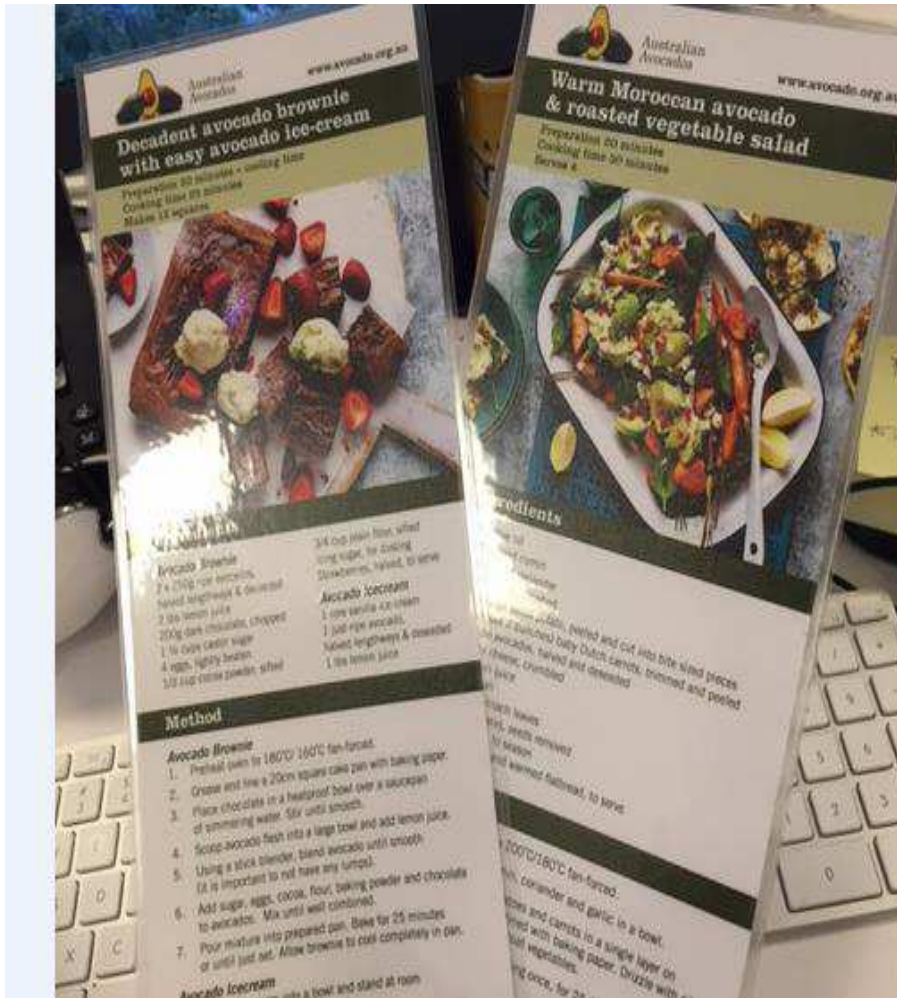
From the Hort Innovation Marketing team.

### Positive sentiment from our social fans

In the latest social media report, we are seeing our fans drawn to our content and displaying a positive sentiment.

In particular consumers:

- respond more when our recipes are rich and colourful
- engage when we impart wisdom - for example our 'Sleight of Hand' and 'Bens Menu' posts performed well
- want to know where to buy avocados, illustrating that we are driving consideration and purchase intent
- continually reflect on the health benefits of avocados, illustrating that our messaging has been effective
- suggest posts and recipes from our website
- remark on the beauty of the professional food stylists' content that we are sharing
- indicate that they are making, or going to try recipes and dishes, which demonstrates an intent to purchase.



### Top social media performers

Our top performers for April were the Sleight of hand; Asian Noodle recipe and Turn chef into Masterchef, with engagement rates between 8.2 per cent and 8.43 per cent and a staggering 27.37 per cent respectively. These are great results as the benchmark is 5 per cent.

Also the Turn chef into Masterchef reached 122,600 people.

**Website performance**

April was a really good month for the Avocados website, which had a 40% increase on web traffic for the consumer side, and 22 per cent increase on the Food & Health professionals sides.

The website received a total of 27,626 sessions over April with:

- 46 per cent of traffic coming from organic searches (consumers just looking for content)
- 21 per cent from our social (links on Facebook and Instagram)
- 15 per cent through paid search (advertising online)
- 15 per cent through referral traffic (links from other websites to ours).

**TOP PERFORMERS**

Australian Avocados  
11 April at 10:00 · 🌐

Sleight of hand makes an avocado fan! Try it on your next toastie.

Australian Avocados  
20 April at 10:00 · 🌐

Turn chef into Masterchef with this simple Asian noodle recipe!  
<http://avocado.org.au/.../asian-noodles-ginger-garlic-and-avo>

Australian Avocados  
14 April at 10:22 · 🌐

Warm yourself up with this grilled steak pita bread by the host of Ben's Menu, Ben Milbourne!

**Top 10 website pages**

1. Home
2. Recipes
3. Recipes/ Asian noodle salad
4. Nutritional information
5. The daily spread
6. Recipes/avocado-hummus
7. Recipes/avocado-rice
8. How to grow an avocado
9. How to/ variety

It's worth noting that our Facebook and Instagram social media sites are driving consumers to our website - for example of the top ten recipes, our Asian noodle salad was viewed 2.565 times. Our fans and customers are commenting on these website recipes using our social media platforms which means our website and social media platforms are interacting strongly and successfully to engage them.



## Asian Noodles with Ginger, Garlic and Avocado

### Paid search

We have had an increase in clicks (month on month) by 85 per cent and increase in click through rate by 7 per cent which means more people are clicking on our ads, and then clicking through to our website - collectively generating traffic.

The increase is due to an increase in budget (which is weighted based on the amount of product on the market and marketing activities) as well as continuous optimisation of paid search.

Our two top performing website advertisements are about health and avocado and chicken recipes; and our top keyword searches are "avocado", "chicken recipes", "healthy food recipes", "how to plan an avocado", "cooking salmon recipes" and "lower cholesterol".

**Australian Avocados**

Avocados Are The Healthy Superfood  
Grown Right Here In Australia  
[www.Avocado.org.au](http://www.Avocado.org.au)

**5.57%**  
AVG. CTR

**1,229**  
CLICKS

**Avocado & Chicken Recipes**

Add An Avo Every Day & Liven Up The  
Lunchbox! Check Out Our Recipes  
[Avocado.org.au/Avocado-&-Chicken](http://Avocado.org.au/Avocado-&-Chicken)

**2.03%**  
AVG. CTR

**708**  
CLICKS

Avocado	<b>4.59%</b> AVG. CTR	<b>902</b> CLICKS	How To Plant Avocado	<b>6.23%</b> AVG. CTR	<b>320</b> CLICKS
Chicken Recipes	<b>1.58%</b> AVG. CTR	<b>446</b> CLICKS	Cooking Salmon Recipes	<b>3.12%</b> AVG. CTR	<b>249</b> CLICKS
Healthy Food Recipes	<b>1.30%</b> AVG. CTR	<b>397</b> CLICKS	Lower Cholesterol	<b>3.76%</b> AVG. CTR	<b>176</b> CLICKS

## Minor use chemical permits for horticulture

Have you had a non-performance or adverse experience with products for uses covered by a minor use permit?

An adverse experience is an unintended or unexpected effect on plants, plant products, animals, human beings or the environment, including injury, sensitivity reactions or lack of efficacy associated with the use of an agricultural chemical product(s) when used according to label (or permit) directions.

Hort Innovation facilitates the management of a number of minor use permits for horticultural industries.

You can view the permits available for your horticultural industry at the following Australian Pesticides & Veterinary Medicines Authority (APVMA) website:

<https://portal.apvma.gov.au/permits>

If you believe you have had a non-performance or an adverse experience following use under a minor use permit, please complete the below “Non-Performance form for Horticulture Pesticides” and return it to Hort Innovation: [jodie.pedrana@horticulture.com.au](mailto:jodie.pedrana@horticulture.com.au)

This information will be forwarded onto the APVMA. This mechanism will assist the APVMA to receive and consider horticultural industry feedback on non-performance or adverse experiences relating to the use of agricultural chemicals under minor use permits.

This information may also assist in making informed decisions on the suitability of pesticides for the future needs of your horticultural industry.

Further details about the APVMA’s Adverse Experience Reporting Program for Agricultural Chemicals may be found at: [www.apvma.gov.au](http://www.apvma.gov.au) or <http://apvma.gov.au/node/69>

## Infocado and retail prices update

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website’s [Infocado](#) and [Retail Pricing](#) pages.

## Industry News

### Australian news

**Growers happy as avocado consumption skyrockets**

After decades of annual growth, Australians are now the fourth biggest consumers of avocados and grower Tony Dugdell isn't complaining. In a month's time, the Kumbia farmer will go into harvest and reap the benefits of a marketing campaign put in place eight years ago. [More](#)

**Fresh veg top priority for health-conscious Aussies**

Australians are focusing heavily on their health in 2016, with new consumer research showing that most consumers consider eating more fresh produce to be the top priority to improve their eating habits over the coming year. [More](#)

**International News****Avocados break record for New Zealand sales at \$41million**

New Zealand's love affair with avocados has produced record-breaking domestic sales of \$41 million during the 2015-16 season. [More](#)

**New Zealand seeks to distribute Mexican food in Asia**

New Zealand aims to become the distribution center for Mexican food products in the Asian market in view of the possible entry into force of the Trans-Pacific Partnership (TPP) agreement, said the ambassador of the country in Mexico, Claire Kelly. [More](#)

**Peru kicks off 2016 avo campaign in China**

The first container of Peruvian Hass avocados of the 2016 season arrived in Shanghai last week. Peru's Economic and Trade Office in Shanghai said the fruit was shipped by Camet Trading and the receiver was Supafresh. Peru kicks off 2016 avo campaign in China. [More](#)

**Peruvian avocados to reach India in August**

The Commercial Office (OCEX) of Peru in New Delhi reported that Peruvian avocados will be able to make their entry into India from August this year, after the Department of Agriculture and Cooperation of the Ministry of Agriculture of the Asian nation notified the World Trade Organization (WTO) what the new phytosanitary requirements will be for the importation of these fruits (*Persea americana*) from Peru intended for consumption in India. [More](#)

**US: Avocado prices high heading into summer**

Avocados have jumped in price this month as Mexican imports have dropped off. It is likely prices will remain high until imports increase once again. [More](#)

**USDA to allow Hass avocado imports from all Mexican states**

USDA's Animal Plant Health Inspection Service (APHIS) will amend 7 CFR 319.56-30 of the "Fruits and Vegetables" regulations to allow importation of fresh Hass avocado fruit into the continental United States, Hawaii and Puerto Rico from all areas of Mexico subject to a systems approach. [More](#)

**Salty water damages San Diego avocado growing**

For decades, San Diego and its 18,000 acres of avocado trees has been the top avocado-producing county in the United States. Yet, due to amount of salt in the irrigation water going up by 20 percent, according to one expert, production there is suffering. Ventura County is now on the verge of overtaking San Diego, in part because water there is cheaper and not as salty. [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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This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to [co@avocado.org.au](mailto:co@avocado.org.au)



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