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News

Kids Go Crazy for Aussie Avocados - 07/06/2011

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More than 1300 primary school students and 250 teachers and carers from across South East Queensland attended Rural Discovery Day in Brisbane last month, where they had the opportunity to learn everything there is to know about Australian avocados.

Rural Discovery Day, hosted by the RNA, is a free, fun, educational and hands-on experience of Queensland's primary industries aimed at educating primary students from Brisbane schools, home schools and distance education schools about food, fibre and foliage.

For Avocados Australia, it is a day where kids can learn where avocados come from; how they are grown and picked on farms; and the valuable contribution avocados make to their everyday life, from their mum's chicken and avocado salad to the shampoo with avocado oil they use.

"Rural Discovery Day is an event Avocados Australia looks forward to attending every year. It was fantastic to see so many kids attending who were genuinely interested in learning and talking about Australian avocados," commented Mr John Leonardi, Program Officer for Avocados Australia who represented Australian Avocados on the day.



Mr John Leonardi speaking to and answering avocado questions from enthusiastic students.

At the last Rural Discovery Day avocado and vegemite on crackers was one of the most popular ways kids liked to eat avocado. This year, Avocados Australia brought the best quality avocados Australia has to offer and offered students the chance to try this tasty combination.

"Our avocado and vegemite on crackers was a big hit with the kids - some had never tried avocado before!" said Julie Petty, Program Manager for Avocados Australia, who also represented Australian avocados on the day.

A competition was held on the day to learn more about how kids like best to eat their avocados. Some of the fantastic meal ideas included avocado and lemon yogurt; avocado, orange, apple, grape and strawberry salad; avocado, red onion, feta cheese and cucumber salad dressed with olive oil and vinegar; and chicken, avocado (mixed with garlic and cream), lettuce, tomato, cheese wrap.

The winner of the competition was randomly drawn soon after the event. The winning meal idea was 'Avocado Pizza with Cheese'; a very tasty, simple and very popular recipe idea. The winner has won a family pass to a movie of their choice.

"Avocados are a great healthy food for Australian kids, it's so good to see that they love to eat them, and have so many imaginative recipe ideas. There were definitely a few junior masterchefs in the making!" commented Ms Petty.

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of avocados each year worth **\$AUD180 million at farm gate and \$430 million at retail level.**

Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

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