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News

New Advertising Agency for Australian Avocados - 30/01/2006

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The Australian Avocado industry is set for the future with the appointment of the Brisbane based agency De Pasquale to continue the development of the "Avocado" brand nationally. De Pasquale has demonstrated experience in food with current clients Parmalat and Coffee Club. Horticulture Australia Limited (HAL) and Avocados Australia are excited to be working with such a creative and professional team.

The Australian avocado industry has recently demonstrated an increased commitment to the marketing of our product said Mr Rod Dalton, Chair of Avocados Australia. We are looking forward with the appointment of De Pasquale, he explained.

De Pasquale has an exciting goal over the coming years: "To double consumption from the current the 2.2kg per person to 4.5kg per person" while retaining value for growers.

Gino De Pasquale, CEO of the newly appointed agency said he was pleased to be working with the Avocado industry.

"De Pasquale is very excited to be appointed to produce the advertising and marketing plan for the Avocado brand for the next three years. We believe that our exciting new creative campaign will position Avocados as a market leader in its category," he said.

Avocado growers have benefited through investing in their industry in the past, explained Mr Dalton and growers are clearly supporting the need to invest in the future of the their industry. Avocado growers have always been progressive and they continue to see the benefits of working together.

Sarah Pennell, HAL general manager said that the appointment was an important part of the strategic approach that has always been the focus of the Avocado marketing program.

"The Avocado marketing program has always been innovative and for more than a decade we have been working on the positioning of Avocados in the minds of the consumer," she said.

"The successes we've had in educating consumers about the "good fats" in avocados and the everyday uses for avocado have been reflected by the growth in consumption over time. We are looking forward to working with De Pasquale to continue growing the market and delivering returns to the Avocado industry."

Avocado growers help to create many jobs throughout the supply chain and contribute to the Australian community in many ways including through the promotion of the worlds most nutritious fruit. Not only can avocados help to lower cholesterol, but they have more vitamin B1, B2, niacin, folate, potassium and magnesium per serving than any other fruit or vegetable.

For further information please contact:

Rod Dalton Avocados Australia Chair on 0414 461 316 or www.avocado.org.au

Sarah Pennell, HAL General Manager Professional Services on 02 8295 2300 or www.horticulture.com.au

Gino De Pasquale, De Pasquale CEO on 07 3852 4588 or www.depasquale.com.au

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