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News

VII World Avocado Congress planning 'full steam ahead' - 02/03/2011

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Planning is 'full steam ahead' for the World Avocado Congress 2011, the premier event on the world avocado calendar. Held every four years this amazing event is the only place where the world wide avocado industry comes together to meet, share and discuss all there is to know about the avocado industry.

"We are very busy organizing the social and scientific programs of the congress", explained Mr Antony Allen, President of the International Avocado Society and CEO of Avocados Australia. "We expect to cater for the interests of over 1000 delegates (plus their partners) comprising of avocado producers, wholesalers, food service providers, market traders, retailers and government representatives from over 15 countries around the world", outlined Mr Allen.

For an amazing day filled with genuine Aussie experiences the 'Field Trip and Cultural Activity' has been planned as a part of the Social Program for congress delegates and their partners. Delegates and their partners will have the opportunity to visit working Australian avocado farms where they can explore vast avocado orchards. The day will also include a visit to the unique and eco-friendly tourist attraction Kuranda where delegates can participate in an 'Army Duck Rainforest Tours' that includes a visit to a Tropical Fruit Orchard, a 'Pamagirri Aboriginal Experience', and also visit Kuranda's largest Koala & Wildlife Park.

The Social Program also includes the 'Accompanying Persons Program', which has been designed especially for the partners of congress delegates. While delegates attend the Congress, their partners will be busy experiencing the best North Queensland has to offer; relaxing beside the Great Barrier Reef at Cape Tribulation, exploring the breath-taking Daintree Rainforest, snorkelling the clear waters of Frankland Island, and shopping their hearts out in trendy Port Douglas.

To sign up to one or both of the great experiences offered in the Social Program, interested parties need to register as a delegate of the VII World Avocado Congress. Registering now will not only ensure a place as a congress delegate but those who register early can receive a discount of up to A\$400 on full registration prices.



Congress delegates and their partners will have the best of North Queensland at their fingertips.

The Scientific Program will offer delegates the chance to hear expert insights on the latest techniques for growing; learn about the newest trends in avocado marketing; and listen to up-to-date information about how issues, such as the state of the economy and climate change, will impact the future of the avocado industry.

To be a Presenter at the VII World Avocado Congress will be a key opportunity to share and showcase good practice or research with others from the world wide avocado industry, and it's the perfect event to create networks and communities of practice with people that are interested in the same topic or issue. Those interested in presenting at this premier event are strongly urged to submit their abstract/s before the deadline on 6 April 2011.

To register as a delegate and/or learn more about the benefits of presenting and submitting an abstract, please visit the VII World Avocado Congress 2011 website at www.worldavocadocongress2011.com. To automatically receive congress updates please become a fan of the World Avocado Congress Facebook page at www.facebook.com/WAC2011.

For enquiries or further comment please contact:

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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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