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## News

### WA Avocado Growers Meet in Pemberton - 14/03/2011

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The Avocados Australia Board held a Western Australian grower meeting in Pemberton, the heart of avocado production in the south west of Western Australia.

Two weeks ago the Board of Avocados Australia met in Western Australia. Each year the Board meets in an avocado production area; giving growers of each region the opportunity to meet and discuss issues from their own area. Of equal importance, the regional meetings give the Board members that are from other areas a perspective and first-hand knowledge of key avocado production regions.

The Board and Avocado Industry Advisory Committee (IAC) met in Perth and Pemberton during the week-long visit to Western Australia. These meetings are a very important part of the strategic investment program for the avocado industry's R&D and Promotion program. The program for 2011-12 was determined during the week's extensive schedule of meetings.

As it happens each year, an avocado grower meeting was held. Pemberton was the venue for over 60 avocado growers to meet to see and hear a full overview of the avocado R&D and Promotion program. The avocado program is extremely integrated, with key investments in avocado quality improvement, sustainability, rootstocks, crop data management and promotion.

"Growers were very enthusiastic to see where the industry's levies are invested and to understand the investment decision process" explained Mr Antony Allen, Chief Executive Officer of Avocados Australia, "the meeting was well attended and very interactive, which allowed everyone to explore all the issues".

The Avocados Australia Board also visited a number of key avocados orchards and packing houses, including Mr Neil Delroy at Jasper Farms, Stewart Ipsen at West Pemberton Avocados, and Mr Russell Delroy's Donnybrook based packing house.

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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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