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What Kids Love About Avocados - 17/05/2010

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Grade three and four kids from primary schools across South East Queensland attended Rural Discovery Day in Brisbane on Thursday, April 22, where they had the opportunity to learn everything there is to know about Australian avocados.

A free, fun, educational and hands-on experience, the day was a chance for the kids to learn about 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.

Mr Peter Rigden, avocado Extension Officer from the Department of Primary Industries and Fisheries (DPI), and Ms Joanna Embry, Program Manager from Avocados Australia, represented Australian avocados on the day.

"The students were just so eager to learn about all the different aspects of avocados, they were really interested in how avocados are grown, and came up with really fun ideas about how best to eat avocados" said Joanna.

A competition was held on the day to discover how kids like best to eat their avocados. Some of the great meal ideas were avocado smoothies; avocado with roast chicken, pine nuts, salsa, mayonnaise and mango pieces; and avocado on toast with tomato, cheese and pepper.

The winner of the competition was drawn soon after the event. The winning meal idea was 'Avocado and Vegemite on Toast'. This surprising and tasty combination was one of the most popular ways the students liked to eat their avocados. The winner has won a double pass to a movie of their choice, as well as a sun-smart avocado hat.

Avocados are a great healthy food for Australian kids, it's exciting to see that they love to eat them, and have so many fun ideas for including them in their everyday meals.

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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 **\$AUD140 million at farm gate and \$380 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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