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**20 May 2016**

## ABC Landline set to feature avocados on Sunday

ABC's Landline will be showcasing the state of Australia's avocado industry this Sunday at midday.

Landline has already been promoting the program heavily through its social media - Facebook and Twitter - as of late yesterday.

The program looks at avocado trends, our growing regions and emerging industry areas as well as industry innovation.

The Western Australian growers also feature and one article specifically on that region has already been posted online on ABC Rural also acting as a promo - click on the title to view:

[Western Australia's avocado production set to boom as farmers eye international markets](#)

Definitely one to watch.

This is a screenshot of a Facebook post from the 'ABC Landline' page. The post is dated '1 hr' ago. The text of the post reads: 'Holy Guacamole! Australians are now the fourth biggest eaters of avocados in the world. This didn't come about by accident either - our growers planned it. On Landline this weekend, Pip Courtney looks at how the industry is booming. Those behind the push say we are nowhere near "peak avocado" yet! Tune in at 12pm Sunday on ABC TV.' Below the text is a video player showing a person harvesting avocados from a tree. The video has a title overlay that says 'GROWERS SAY AUSTRALIA'S NOWHERE NEAR "PEAK AVOCADO"'. The video player shows a progress bar at 0:35 and various control icons. Below the video, it says '3.2k Views' and has buttons for 'Like', 'Comment', and 'Share'.

([Click here](#) to view the Facebook promo)

 **ABC Landline** @abclandline · 3h

Has Australia reached "Peak Avocado"? Not according to this farmer. Catch the full story, Sunday 12pm on ABC TV. 🌱



  6  3 

 **ABC Landline** 29 mins · 🌱

WA's Southern Forests region is renowned locally for producing stellar fruits and vegetables. The next step is taking their produce to the world market. See the full story on this Sunday's episode of Landline.



**Southern Forests looks to build international brand** 🌱

Having rebounded from January's avocado shortage, farmers are investing millions in new technology to capitalise on the growing popularity of the fruit.

ABC.NET.AU



Regards,  
John Tyas  
Avocados Australia CEO



*This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.*

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to [co@avocado.org.au](mailto:co@avocado.org.au)

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