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13 June 2016

Perth Qualicado Update handlers - invitation.

Attention: Perth-based wholesalers, proveedores and ripeners:

On **Wednesday 22 June** Avocados Australia and expert speakers will hold the **Perth Qualicado Update**, a free informative event for wholesalers, ripeners and transporters at the Chamber of Fruit and Vegetable Industries in WA (Inc), in the Boardroom, 280 Bannister Road Canning Vale.

Purpose of the Qualicado Update:

The Qualicado Update is part of a broader program to engage industry participants and foster better business outcomes driven by improved product quality for the end consumer.

[Click here](#) to find out more about the Qualicado program.

Qualicado Update Program

This year the program has been split into two one-hour sessions. You are invited to either or both sessions.

The first session 'Industry Update' is for those who are interested in getting a higher level snapshot of what is happening in the industry, in regard to production trends, supply issues, future export opportunities, relevant industry R&D etc.

The second session 'Technical Update' is a more detailed look at technical issues related to avocado supply chain management, including the latest research findings regarding fruit management to maximise quality, future research and industry support.

Who should attend:

Session 1: Industry Update: Anyone involved in avocado marketing, sales and handling, including CEOs, business managers, sales people and technical managers.

Session 2: Technical Update: Anyone involved in the technical aspects of avocado handling and ripening including technical /QA managers, ripeners and other technical staff.

Agenda:

08.15am Coffee / tea on arrival

08.30am Session 1: Industry Update from John Tyas, CEO, Avocados Australia

- Industry trends (plantings, regional volumes, pricing etc.)
- Export development initiatives
- New research programs to support product demand
- Industry marketing update & support

09.30am Session 1 close.

Morning tea break

09.45am Session 2: Technical Update from Noel Ainsworth, Principal Supply Chain Horticulturist, DAFQ and John Tyas, CEO, Avocados Australia

- Latest findings from industry research
- Identifying and addressing quality issues
- Current industry research & support
- Using the Best Practice Resource

10.45am Close

[Click here](#) for the day's program and direction details.

Please RSVP by 20 June 2016 or for more information please contact Amanda Madden on 07 3846 6566 or email admin2@avocado.org.au

Regards

John Tyas
Avocados Australia CEO



This project has been funded by Horticulture Innovation Australia Limited using the Avocado Industry 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

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