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**15 August 2016**

## Help plan the future of the Australian Avocado industry

Dear Grower,

The Avocado Industry Strategic Plan is an important document that is used to provide strategic direction for the future development of the Australian avocado industry.

It provides a focus for Avocados Australia and many other agencies that support the development of the industry.

In particular, it will provide guidance for Hort Innovation and the Strategic Industry Advisory Panel with allocating avocado R&D and marketing levies.

The current Plan was developed in 2011 and needs to be reviewed and updated. Much of the current plan is still valid but the operating environment and the shape of the industry has changed significantly over this time, so it is important the new plan addresses the key issues into the future.

You are invited to a meeting in Pemberton on Wednesday 31 August to provide input into the new Avocado Industry Strategic Plan. This meeting will be facilitated by Mr Brian Ramsay from Inovact Consulting who has been contracted by Hort Innovation to assist with developing the plan.

Brian is working on developing background documents that will be available prior to the meeting, to ensure we can get the most out of our time together.

**Date:** Wednesday 31 August  
**Time:** 9.00am to 12.00pm, followed by lunch  
**Venue:** Gloucester Hotel, Pemberton  
**Facilitator:** Brian Ramsay, Inovact Consulting

*In order to manage venue arrangements and catering, please RSVP by COB Friday 19 August on 07 3846 6566 or email [admin2@avocado.org.au](mailto:admin2@avocado.org.au)*

We hope you can participate in this important meeting.

Regards,

**John Tyas**  
Avocados Australia CEO

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The logo for Horticulture Innovation Australia, featuring the words 'Horticulture' in blue, 'Innovation' in red, and 'Australia' in blue, stacked vertically.

*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  
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