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**26 August 2016**

## **Talking Avocados correction: WA Director's Report for Winter edition.**

*You should have received the latest Talking Avocados (Winter edition) by now and many of you have probably noticed it was missing a report from our Western Australian director Neil Shenton.*

*Avocados Australia would like to apologise for this accidental exclusion. Please find the report below.*

*WA is a vital growing region and last year produced approximately 36 per cent of our national crop.*

### **WA Director's Report** *by Neil Shenton*

Well the last of the Qualicados for WA has been and gone, and what a fantastic series they have been for us.

We have lots of new growers here and not all from a farming background, so the messages, while possibly being a little repetitive for the more experienced growers, have been a great grounding for most.

The inestimable Simon Newett, a constant in Qualicado and in Avocados generally, must get tired of constantly hammering away at growing the perfect avocado.

Ross Milne got people thinking about fertilising, describing the Calcium Boron tie up. If your Ca is low, and nearly everyone's is in WA, then B uptake is compromised.

Now we need to think about the other ratios and anomalies in our orchards, and all growing blocks are different. This is one of the reasons that we need consultants specialising in avocados - they are in short supply here, so use the ones you can get! (Better still, try and get your children to marry one from somewhere other than here, and bring them back!)

Consider also the amazing information that satellite technology is sending our way. I won't pretend that I absorbed it all but it's coming to you sooner rather than later and there are a myriad of facets to it.

Avocados Australia's online technology will be progressing to embrace social media and the BPR continues to expand. It is a vital resource, so make use of it and get the best out of your crops. John Tyas and his team of smiling superstars need every congratulation we can send.

Winter is now in full swing, good rains have been had all around and now a mixture of clear sunny days and rain events is what we need and we seem to be getting it, so far. New Zealand will be a major supplier this year and we all need to keep up and improve our information to the clever people marketing our produce from this State. It doesn't just happen and a huge amount of work goes into the continuing smooth selling of our produce. Last season was a masterclass in the dark art of getting fruit eaten.

At the last Qualicado, very few if any growers admitted to being members of Hort Innovation. While I can see your point, I think you really do need to sign-up, as this is the

only way you will be able to keep any semblance of an eye on your levies and the only way you can have a direct say over them. While all PIBs are now involved with Voice of Horticulture, it is a broad-based organisation and can't always be focussed on us.

Avocados Australia is still looking for another WA representative so please consider putting your name forward, either to me or to John Tyas.

Regards,

**John Tyas**  
Avocados Australia CEO

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