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**31 October 2016**

## **New Avocado Industry Strategic Plan**

Avocados Australia is working with Hort Innovation to develop a new Avocado Industry Strategic Plan to provide direction for Avocados Australia and Hort Innovation's avocado levy investment program in the coming years.

We believe industry is at a major turning point and, as a valued industry stakeholder, we are seeking your input to this planning process.

Brian Ramsay from Inovact Consulting has been engaged to help develop this plan.

A situation analysis has been prepared and some initial consultation undertaken with industry. I'd encourage you to review this document and provide any feedback to Brian at [Brian.Ramsay@inovact.com.au](mailto:Brian.Ramsay@inovact.com.au)

For a copy of the situation analysis, please [click here](#).

As part of the consultation process, Taverner Research has been engaged to undertake an industry-wide survey to enable all Australian avocado industry stakeholders to formally provide input.

You will receive an email in the next few days inviting you to complete this survey which should take about 15 minutes to complete.

This is a rare opportunity to have a direct say in the future direction of the industry. I hope you will take the time to participate.

Regards,

John Tyas  
Chief Executive Officer

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

**Horticulture  
Innovation  
Australia**

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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