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Avocado industry levy investment program direction: have your say

The Australian avocado industry has been very successful and we want to ensure that continues. This success is partly due to the quality of past strategic plans that have guided industry initiatives, including the investment of R&D and marketing levies.

Avocados Australia is working with Hort Innovation to develop a new plan that will provide direction for the industry in the coming years, including a Strategic Investment Plan to guide the avocado levy investment program managed by Hort Innovation.

Recently we sent you a link to the [situation analysis](#) that provides information and analysis to underpin the new plan.

Inovact Consulting is preparing the draft plan and consultations with key members of the industry have already taken place.

We now want to give individual growers and others interested in the industry a chance to have a say about the risks and opportunities facing the industry over the next few years.

Horticulture Innovation has commissioned Taverner Research, an independent survey research company, to conduct this survey.

Avocados Australia encourages all those involved in the industry to complete the survey, which will take 15 to 20 minutes of your time.

Hort Innovation is also distributing invitations to those on its mailing list to complete the survey. If you received their invitation and have already completed the survey, you do not need to do anything further to have your say.

If you have not received that invitation or have not as yet completed the survey, please click on [this link](#), to log in and give the industry the benefit of your views.

You will need to complete the full questionnaire once you start, or what you have entered will be lost, and you would have to start again from the beginning. Please make sure you will have 15 to 20 minutes to work through the survey with minimal interruptions.

Everyone who completes the survey and provides a name and email address will be sent a summary of the survey results before these are generally released.

Please give the industry the benefit of your views by completing the attached survey as soon as possible.

Note that someone from Taverner Research will be calling you to check that you have received this invitation.

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.



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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