



## **MEDIA RELEASE**

15 August 2016

### **Australians can boast highest industry standards for our avocados**

Australian households can be assured the fresh avocados they buy at their local grocers or supermarkets are grown either in Australian or New Zealand – and are not from Mexico.

CEO John Tyas said today's report in The Guardian, *Can hipsters stomach the unpalatable truth about avocado toast?* by Joanna Blythman, ([click here](#) to view) details the impacts of the rising demand on the Mexican industry such as deforestation, environmentally unsustainable practices and slave labour and is featuring heavily on social media amongst Australians.

"I want to assure Australian households the fresh avocados produced in Australia and New Zealand must match the country's very high environmental, food safety and employment requirements," Mr Tyas said.

"Australia does not allow fresh Mexican imports at the moment."

Mr Tyas said the industry has worked hard for many years to build a strong reputation for premium quality fruit.

"Australia produces our own crops from most states nearly all year with some top-ups from New Zealand over summer to match the increased household demand over the festive season," he said.

"Our industry is closely regulated in terms of environmental, food safety and social standards, so the fresh fruit (and the Australian processed product) all match the highest standard.

"This ensures our households are getting premium, locally grown fruit all year round."

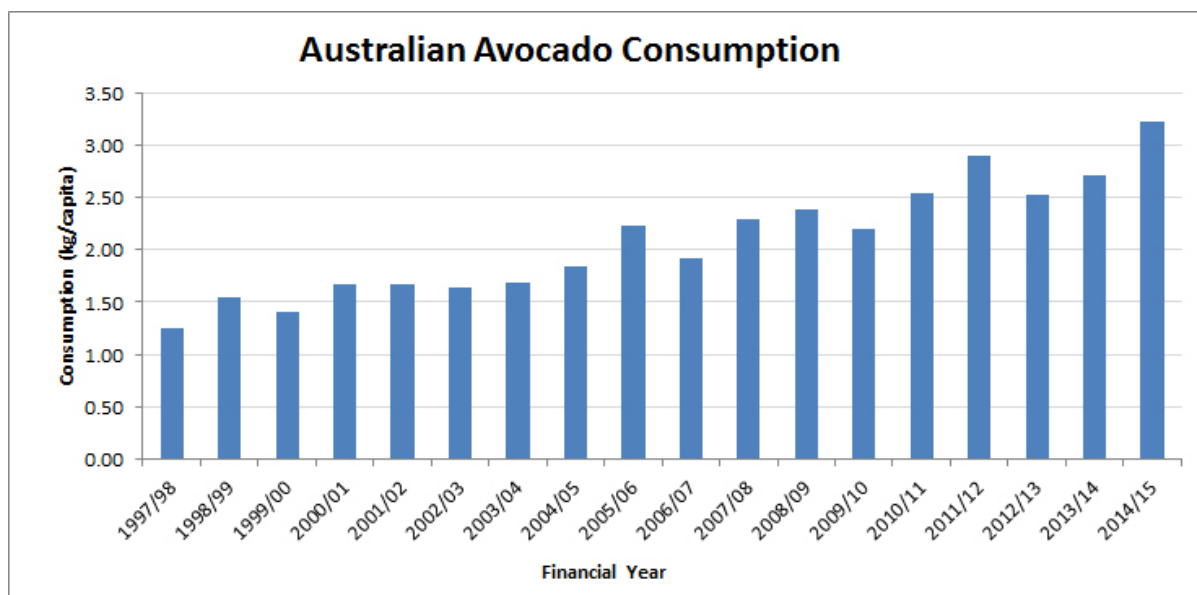
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*[See over for consumption per capita graph, Hass vs Shepard description and About Avocados Australia.]*

## Growth of Australian per capita consumption of avocados since 1997-1998



<b>HASS</b>		<b>SHEPARD</b>	
<ul style="list-style-type: none"> <li>• Classic oval shape</li> <li>• Distinctive pebbly textured skin</li> <li>• Changes colour as it ripens – green to purple black</li> <li>• Mostly available all year round</li> <li>• Creamy texture and taste</li> </ul>		<ul style="list-style-type: none"> <li>• Longer and more elongated</li> <li>• Smooth glossy green skin</li> <li>• Always stays green</li> <li>• Available March to May</li> <li>• Nutty flavour and buttery texture</li> </ul>	

### **About Avocados Australia**

*Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development.*

*Avocados Australia is a “not for profit” member-based organisation and our members include avocado growers, associated businesses and industry people.*

*Avocados Australia seeks to work with all parts of the chain, from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.*

*As part of this continual improvement, an industry Research and Development Program and a Promotional Program for the Australian avocado industry is managed in conjunction with Horticulture Innovations Australia and a range of external service providers.*