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## News

### Register now for the VII World Avocado Congress! - 16/11/2010

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The premier event on the avocado calendar is the World Avocado Congress; held only every four years this amazing event brings together the world wide avocado industry. Online registration to attend the VII World Avocado Congress, to be hosted by Avocados Australia from 5-9 September 2011 in Cairns, Queensland, Australia is now open and readily available at [www.worldavocadocongress2011.com](http://www.worldavocadocongress2011.com)

"We have developed a simple, easy and fast registration process for those interested in participating in what is shaping up to be an unmissable event" commented Mr Antony Allen, President Elect of the International Avocado Society and CEO of Avocados Australia.

The VII World Avocado Congress will be delivered in English and Spanish to cater for over 1000 expected delegates comprising of avocado producers, wholesalers, food service providers, market traders, retailers and government representatives from 15 countries around the world.

Congress delegates will have the chance to hear expert insights on the latest techniques for growing; learn about the newest trends in avocado marketing; and listen to up-to-date information about how issues, such as the state of the economy and climate change, will impact the future of the avocado industry.

The Congress program will also allow delegates the time and opportunity to take advantage of global networking opportunities; to strengthen old relationships and establish new connections within the industry.

"The last World Congress in Chile saw researchers, growers and marketers all attend in large numbers," explains Mr Allen, "attending the Congress was in such high demand among industry stakeholders that unfortunately many missed out and were left disappointed, so I would urge everyone to register early."

Registering now will ensure your place as a delegate of the VII World Avocado Congress. Those who register early will also receive a discounted 'Early Bird' registration price. Special prices are also available to all members of Avocados Australia and the NZ Avocado Growers Association.

To register as a delegate or for more registration, accommodation, sponsorship and exhibition information please visit the VII World Avocado Congress 2011 website at [www.worldavocadocongress2011.com](http://www.worldavocadocongress2011.com)

#### For further comment please contact:

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with 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 we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth \$AUD180 million at farm gate and \$430 million at retail level. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

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