



AVOCADOS AUSTRALIA'S

# Sydney Wholesalers' QUALICADO UPDATE



## PROGRAM

**When:** Wednesday, 17<sup>th</sup> August 2016  
**Session 1: Industry Update** - 8.15am for 8.30am start to 9.30am  
**Session 2: Technical Update** - 9.30am start to 10.15am

**Where:** Scala's Cafe, Back Section of Cafe  
Sydney Markets, Shop 5-6 Block J, Flemington

**RSVP:** Contact Amanda Madden on 07 3846 6566 or [admin2@avocado.org.au](mailto:admin2@avocado.org.au)  
by Friday 12<sup>th</sup> August 2016

### Qualicado Update Program

This year the program has been split into two shorter sessions.

The first session 'Industry Update' is for those that are interested in getting a higher level snapshot of what is happening in the industry, in regard to production trends, supply issues, future export opportunities, relevant industry R&D etc.

The second session 'Technical Update' is a more detailed look at technical issues related to avocado supply chain management, including the latest research findings regarding fruit management to maximise quality, future research and industry support.

### Who should attend?

**Session 1: Industry Update:** Anyone involved in avocado marketing, sales and handling, including CEOs, business managers, sales people and technical managers.

**Session 2: Technical Update:** Anyone involved in the technical aspects of avocado handling and ripening including technical /QA managers, ripeners and other technical staff.

*We encourage attendance both sessions as this will give you a good overview of everything happening in industry.*

### Purpose of the Qualicado Update:

The Qualicado Update is part of a broader program to engage industry participants and foster better business outcomes driven by improved product quality for the end consumer. To find out more about the Qualicado program select the 'Services' tab at the Avocados Australia website (<http://industry.avocado.org.au>).



**Agenda:**

08.15am

**Coffee / tea on arrival**

08.30am

**Session 1: Industry Update** - John Tyas, CEO, Avocados Australia

- Industry trends (plantings, regional volumes, pricing etc.)
- A new approach to industry data collection – Infocado Refresh
- Export development initiatives
- New research programs to support product demand
- Industry marketing update & support

09.30am

**Close – Session 1**

09.30am

**Session 2: Technical Update**

- Noel Ainsworth, Principal Supply Chain Horticulturist, DAFQ

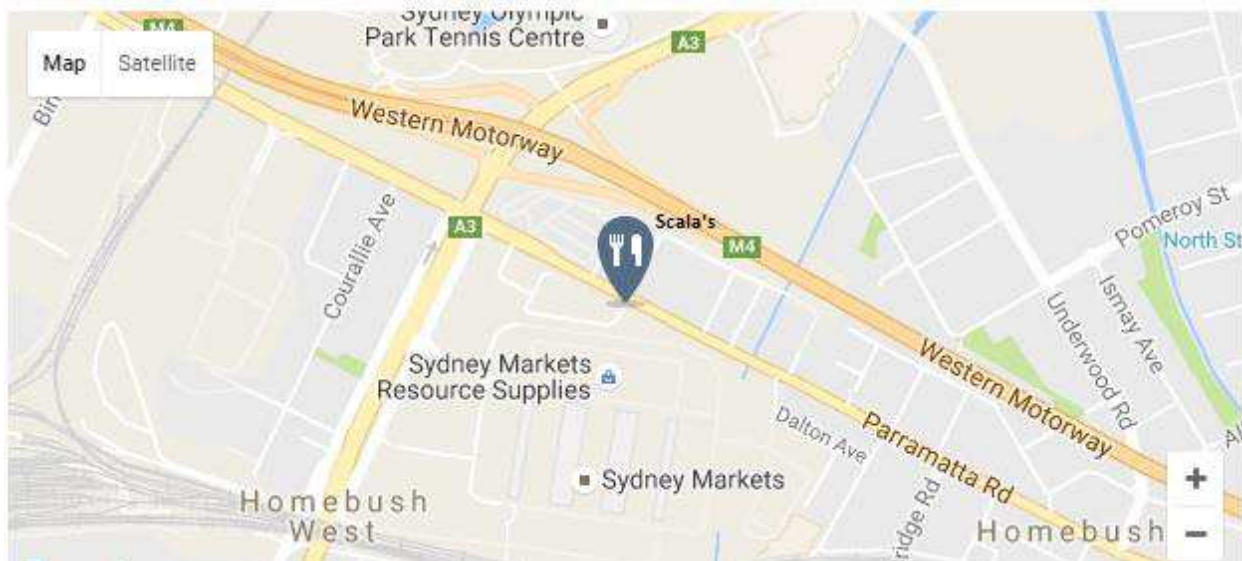
- John Tyas, CEO, Avocados Australia

- Latest findings from industry research
- Identifying and addressing quality issues
- Current industry research & support
- Using the Best Practice Resource

10.15am

**Close**

**Location map for the Sydney Qualicado Workshop:**



**Contact:**

To RSVP or for more information please contact **Amanda Madden** on **07 3846 6566** or email [admin2@avocado.org.au](mailto:admin2@avocado.org.au)

**Acknowledgements:**

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