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3 March 2017

The latest industry news at your fingertips...

'Guacamole' is the Australian avocado industry's fortnightly email newsletter delivering the latest news to the Australian avocado industry.

Due to layout changes prior to our new look being launched, please scroll down to view articles.



What's inside

- Avocado Strategic Investment Plan - advanced draft for comment
- Copper residues causing fruit rejections
- Conditional Quadbike Registrations
- 60 years of service in plant pathology
- Avocado Industry Communications Manager moves on
- Hort Innovation Marketing Update
- Industry News

Avocado Strategic Investment Plan - advanced draft for comment

John Tyas, CEO Avocados Australia



The advanced draft Strategic Investment Plan for the avocado industry is now available for comment. This plan has been developed through extensive industry consultation and strategy development over the past year. It will guide industry R&D and Marketing programs funded from avocado levies, managed by Hort Innovation over the next five years. It will also guide

Avocados Australia in its allocation of resources to support the ongoing development of the industry.

The next stage in the process is an economic modelling exercise that will help to guide the levy investment across the plan over the next five years and model potential return on investment.

Please click on this link to access the document: [Draft HIA Avocado SIP 2017_2021.pdf](#).

If you have any feedback, you can contact Hort Innovation's avocado Relationship Manager, Astrid Hughes on 0405 306 334 or astrid.hughes@horticulture.com.au.

Copper residues causing fruit rejections

John Tyas, CEO Avocados Australia



With the start of the Shepard season in North Queensland, there have been reports of fruit being rejected by customers due to visible copper residues.

Most quality specification for all fresh produce have a nil tolerance for visible residues on the produce. This is understandable, as consumers expect their produce to be clean and safe to eat. Whether fruit with copper fungicide residues on the skin is safe or not to eat is beside the point. The perception that it is unsafe is the reality in the consumers' eyes!

All suppliers need to be aware of the risk that fruit with visible residues may be rejected.

We understand that the seasonal conditions have meant that the residues are remaining on the fruit due to lack of rainfall that would normally wash it off.

We are discussing with Hort Innovation the possibility of commissioning some research to:

- Understand the extent of the problem;
- Understand the cause of the problem;
- Develop recommendations to address the issue for next season.

In the meantime, growers and packers should seek relevant professional advice to manage the problem. This may include:

- Modifications to washing/brushing equipment and/or procedures;
- Modifications to the type and/or volume of fungicide mix, wetting or sticking agents;
- Modifications to spray application equipment and/or procedures.

Conditional Registrations and Helmet requirements

Queensland Department of Transport and Main Roads

Conditional registrations apply in Queensland and New South Wales for vehicles travelling on roads and road related areas. If your vehicle is a non-standard vehicle and you intend to use it on a road, it must be registered. A road is any area that is open to or accessible to the public and is intended for the use of motor vehicles. This definition includes, for example, gazetted roads on private property, car parks, driveways and road related areas such as footpaths and nature strips.

Transport contractors and growers are obligated to be aware of the conditions that apply to their specific vehicles and to make their own inquiries to ensure compliance.

Please access the relevant information here:

- [Queensland](#)
- [New South Wales](#)

Queensland Helmet Requirements: From the 1st February 2017 the helmet requirements for quad bikes and side-by-side vehicles have moved into the Queensland Road Rules and as a result the penalties for not wearing a helmet whilst riding a quadbike are the same for those riding a motorbike. Please always remember to keep safe while at work.

For more information regarding these changes in Queensland please read the Queensland Department of Transport and Main Roads Fact Sheet - [Conditional Registration Scheme and Quad Bikes.pdf](#)

60 years of service in plant pathology

John Tyas, CEO Avocados Australia



This year marks 60 years of dedicated service to DAF by 80 year old Dr Ken Pegg AM. A celebration afternoon was held on Monday, 20 February in the ground floor conference rooms at Ecosciences Precinct, Dutton Park, Brisbane.

Avocados Australia CEO John Tyas attended the event on behalf of the avocado industry along with about 80 other attendees including local DAF staff, former colleagues and industry representatives.

Ken has played a key role in the development of the Australian avocado industry with his pioneering work on phytophthora root rot and other avocado diseases.

Tribute speeches were given by Malcolm Letts (Acting Director-General), Nick Macleod (Director, Vegetables & Deciduous Fruit), David Peasley (Peasley Horticulture), Tony Whiley, Melda Moffett, Bob Dodman and John Harden.

Avocados Australia Chairman Jim Kochi noted that Ken has been an outstanding asset to the Australian avocado industry for the work that he has conducted and supervised in the field of plant pathology. Equal recognition should be made of Ken's encouragement and supervision of younger plant pathologists who were encouraged to work in the avocado field.

He said, "The avocado industry in Australia and all the other producing countries owe Ken and his family our best wishes for the future and our gratitude for the interest and work Ken has done for the world avocado industry."

"Ken, you are a gentleman and a scholar and we will always be reminded of that each time we look at the "Pegg Wheel Chart" that should be proudly displayed, in your honour, in every avocado shed in this country."

Avocado Industry Communications Manager moves on

John Tyas, CEO Avocados Australia

Our Communications Manager, Caroline Page, has recently moved on from Avocados Australia and we thank her for her contribution to the role.

We are currently recruiting a new full time Communications Manager to continue to support the implementation of our industry communication program.

If you have any feedback or queries in relation to the communication program during this

transition period, please direct these to John Tyas at ceo@avocado.org.au.

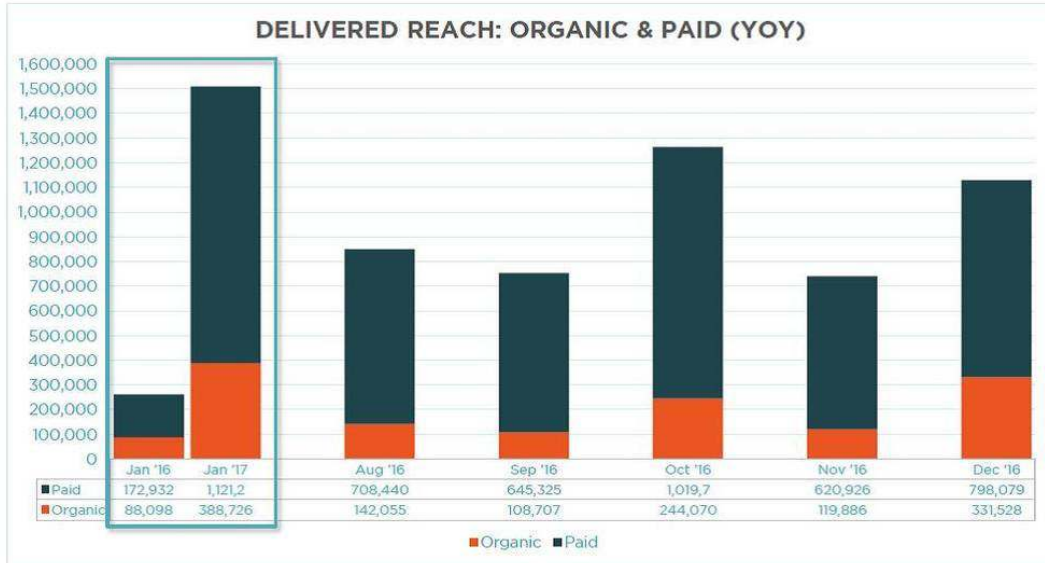
Hort Innovation Marketing Update

Claire Tindale-Penning, Marketing Manager Hort Innovation

Social and Digital media

Simple twists on classic recipes combined with a number of video posts resulted in the highest reach seen for this financial year in the month of January 2017.

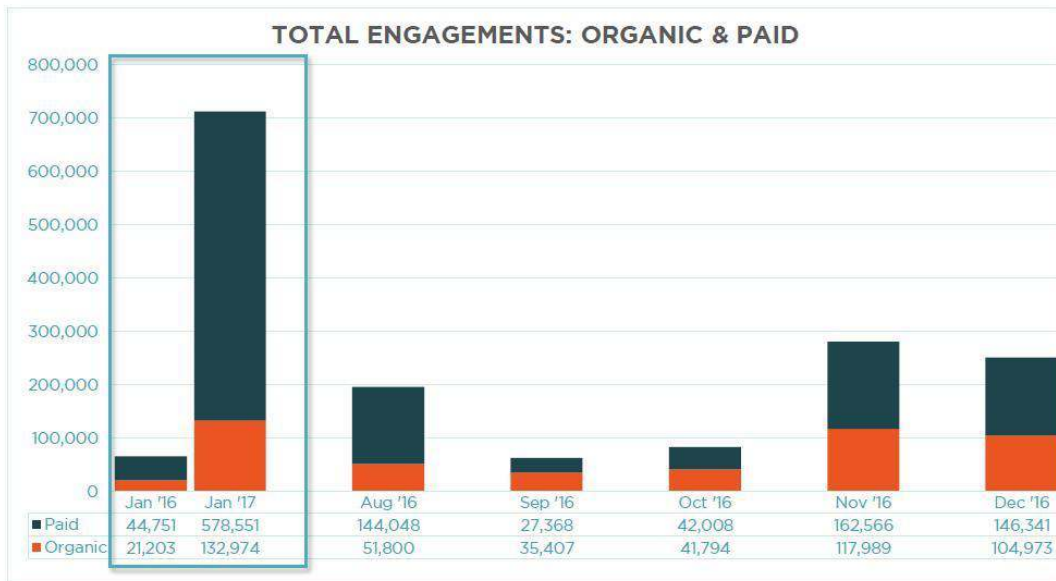
Monthly delivered reach is up 40% on December 2016 numbers with paid media contributing to 66% of total reach. An impressive 34% of delivered reach coming from organic reach demonstrates that the content being posted is resonating with our audience.



Source: Facebook Business Manager.

Reach: The unique number of people who saw your post across Facebook.

January 2017 recorded the highest engagement in the accounts' history and a 183% increase month on month. There were 3 video and 4 static images posted in January.



Source: Facebook Business Manager

Total Engagements: combined Reactions, Comments, Shares, Photo Views, 3 second Video Views from Organic and Paid Audiences across Facebook and Instagram

Top Performers

TOP PERFORMERS

 **Australian Avocadoes**
Sponsored ·  [Like Page](#)

A pair of avocs, swinging on their tree!



 **Australian Avocadoes**
Sponsored ·  [Like Page](#)

Happy New Year, avo-lovers! Whose resolution is eating more Australian Avocadoes? 🥑👉



 **Australian Avocadoes**
Sponsored ·  [Like Page](#)

Avocado, Prawn Cocktail Skewer at your next dinner party. The perfect starter to a summer evening! [goo.gl/HpDc1e](#)

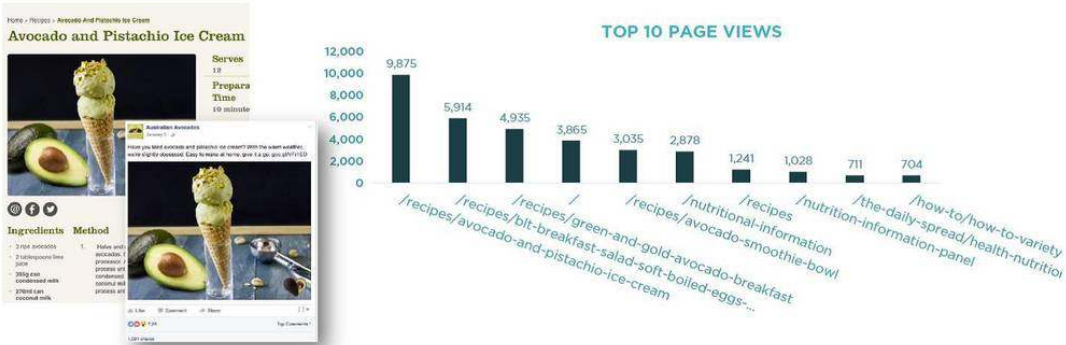


The top performing content for January was “A pair of Avo’s swinging on their tree” which saw a 37.7% engagement rate.

The second best content piece for engagement rate was the “Happy new year with Australian avocados” post which was a video piece of content. This saw 27% engagement.

In third place, the “Avocado and prawn cocktail skewer” video piece had a very healthy 24% engagement rate.

TOP PERFORMING PAGES



• The 'Avocado and Pistachio Ice Cream' recipe page was the most visited page during January with 33% of total traffic, 80% of visitors found the recipes through the Facebook ad proving that delicious, seasonal and simple recipes resonate really well amongst the audience, with the highest intention to try

Facebook

- **Current Post:** “Filling and no guilty conscience...” on 24th February
- **Ad Metrics:** Reach - 440,709 / Comments - 362 / Likes - 4,031 / Reactions - 179 / Shares - 229 / Video Views - 4,798



Filling and no guilty conscience... Win! Recipe here: goo.gl/5v7APO



Industry News

Australian News

Shenzhen Kondari to acquire Australian avocado orchards

Chinese A-share-listed company Shenzhen Kondarl (Group) Co., Ltd has announced it intends to purchase avocado plantations in Western Australia owned by the Delroy family. In a public announcement the company said the acquisitions involving the Delroy family were not yet finalized but would not exceed one billion RMB (US\$145 million). [More](#)

How well do you know your avocado?

The Bundaberg region is expected to produce almost three million trays of avocados this year as growers begin packing up their fruit in anticipation of a bumper season. Childers avocado grower Lachlan Donovan said he began packing shepard avocados today. Mr Donovan said this year's yield appeared, at this early stage, to be more than last year. [More](#)

Above-average season tipped as Tablelands shepard avocado harvest kicks off

The secateurs have been dusted off for the dawn of the Far North's 2017 avocado harvest. Atherton growers are gearing up for their first pick this month, while many Mareeba farmers are entering their third week of harvest. More than two million trays are forecast to clear from Tablelands orchards in the next five months, meeting the steady increase in Australia's hunger for the green fruit. [More](#)

Tablelands avocado growers eyeing off sweets and dessert market

Yuppies could be eating avocados with their waffles and drinking the fruit through a straw if the industry has its way. The soft green fruit, which has hijacked breakfast in recent years, now has the sweets market in its sights. Avocado Australia chairman and Atherton grower Jim Kochi said avocados could be used as a replacement for ice-cream in just about anything. [More](#)

\$16.5M to bolster Australia's export reputation in Asia

The grower-owned research and development corporation, Horticulture Innovation Australia, announced a \$16.5M strategy to take the nation's reputation for delivering premium produce in Asia to new heights. Being delivered in partnership with the Queensland Department of Agriculture and Fisheries (QLD DAF), the national four-year project will explore a tightening of export operations along all stages of the supply chain - from the way produce is packed, to how it is stored, to shortening the time from picking to arriving on supermarket shelves. [More](#)

North Motton avocado growers have proven the doubters wrong

When avocado grower Paul Bidwell, moved from Western Australia with semi-retirement in mind he did not expect to find the best avocado country in the coldest state. Eight years later, the only commercial avocado grower in Tasmania has proven the North-West Coast's rich red basalt soils and temperate climate are ideal for avocado production. Mr Bidwell said there's an opportunity for more Tasmanian farmers to join him and start growing avocados to supply the market with year-round fruit. [More](#)

Markets price reporter responds to flak in Hort Code debate

The sole provider of fruit and vegetable wholesale marketing price reports says he was the "meat in the sandwich" during the recent Horticulture Code of Conduct debate. In February, the federal government released its response to the independent review of the Horticulture Code of Conduct, which was largely well received among industry representative groups. However, an ongoing sticking point has been that of price transparency with growers claiming there isn't enough and wholesalers saying the system works as best it can. The Horticulture Code of Conduct is scheduled to sunset in about a month's time. [More](#)

Claims government biosecurity cutbacks have put Australia at risk of new pests and diseases

After a huge increase in exotic pests and diseases, Australian agriculture and environmentalists are demanding more focus on biosecurity. The past five years of failures ranges from the attacking red fire ants, banana diseases, myrtle rust and a melon disease to an exotic disease in Queensland's prawn farms. Global movement of goods and people is partly to blame, but the blame is also being levelled at reduced spending and staff cutbacks by state and federal governments. [More](#)

International News

USA: Social media to drive Hass avocado sales

Shoppers like to feel connected and informed as they toggle their attention across different

social media channels throughout the day, including apps, email and internet searches. Marketers and retailers can take advantage of digital media to drive Hass Avocado sales. The Hass Avocado Board has recently released the Digital and Social Media Tip Sheet, which showcases key insights from the 2016 study Digital and Social Media Influence on Shopping Behaviors. [More](#)

NZ: Dairy to make way for avocados

Avocados will replace dairy on a 405ha farm on the shores of the Kaipara Harbour. The Overseas Investment Office (OIO) has paved the way for reportedly New Zealand's biggest avocado orchard, to be planted at Tapora, in lower Northland. [More](#)

NZ: New player set to enter NZ avocado sector

Harbour Edge Avocados a step closer to setting up on the shores of Kaipara Harbour New Zealand's Overseas Investment Office (OIO) has paved the way for the establishment of the country's largest avocado orchard, Fairfax Media has reported. [More](#)

NZ: Korea fastest growing market for NZ avocados

The world's avocado production is increasing every year but according to those within the industry demand is still far higher than supply. The Australians are renowned for their love of the avocado, this is music to the ears of both Australian and New Zealand producers. [More](#)

USA: New Discovery Smells Like Victory for Florida Avocado Growers

UF/IFAS scientists might have just tracked down the right scents to help deter a beetle that's been delivering disease and devastation to Florida avocado growers. According to a recently published study, UF/IFAS researchers found when infected with the laurel wilt fungus, redbay trees (a close cousin to the avocado) emit methyl salicylate to repel redbay ambrosia beetles, the vector of the deadly pathogen. [More](#)

USA: The Hass Horn: U.S. avocado consumption trend reversed in early 2017

For over a decade, avocado consumption in North America has increased at a steady pace. Based on the first eight weeks of 2017, this year will reverse the trend. This decrease is not caused by a production failure (the avocado crop in Mexico has not been overestimated) or a market saturation situation. Avocado demand continues and will continue to rise. [More](#)

USA: Strong avocado market expected to continue

Strong avocado market conditions in February are likely to persist through the summer amid reports of lower than expected volume from Mexico and reduced volume of California fruit. [More](#)

Mexico: Mexico vows to impose tariffs if Trump presses wall payment

Mexico City (AFP) - Mexico's foreign minister has warned the United States that his country will impose tariffs on US products if President Donald Trump taxes Mexican imports to finance a border wall. Videgaray noted that if Trump places tariffs on Mexican goods, it would hit US households that buy all sorts of products from south of the border, including avocados, cars, phones and appliances. [More](#)

South Africa: Growing the European market for avocados

Local and overseas demand for South African avocados has grown substantially over the past five years, according to Subtrop CEO, Derek Donkin... Although local prices for avocados had increased from 2015 to 2016, demand had grown by between 25% and 30%. Growth in production over this period had been only 10%. [More](#)

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



This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to admin@avocado.org.au

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