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7 April 2016

### The latest industry news at your fingertips

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

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## Qualicado Workshops kick off

Avocados Australia's 2016 series of Qualicado grower workshops will begin this year at the Sunshine Coast on Thursday, 28 April at Jocelyn and Neil Donovan's Bellthorpe farm.

According to Avocados Australia's CEO John Tyas, this year's program will cover a range of topics aimed at helping the industry to improve quality and productivity.

"Our Qualicado workshops represent a program of continuous improvement for avocado industry members," Mr Tyas said.

"Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program because our goal is to improve fruit quality for Australian households."

All growers from all regions are welcome to attend sessions from the other regions as well as their own if they are interested.

All dates have now been locked in ([click here](#) to view them) with the Sunshine Coast being the first event of the season:

Sunshine Coast - Thursday 28 April 2016  
Tamborine/Northern Rivers - Thursday 5 May 2016  
Central NSW - Thursday 26 May 2016  
South Queensland - Thursday 9 June 2016  
Western Australia - Thursday 23 June 2016  
North Queensland - Thursday 14 July 2016  
Tri-State - Thursday 28 July 2016  
Central Queensland - Thursday 11 August 2016

The Sunshine Coast's Qualicado program can be viewed on Avocados Australia's website ([click here](#)).

## New proposed industry levy won't be an extra cost to growers

Avocados Australia is proposing to change the national Avocado Levy to provide resources for biosecurity management through Plant Health Australia.

Avocados Australia's CEO John Tyas said this will not effect the cost of levies paid by growers.

"Our Board of Directors has agreed to this proposal because it recognises the importance of the avocado industry meeting its biosecurity commitments on an ongoing basis and that appropriate resources need to be in place to achieve this," Mr Tyas said.

"The current levy (for R&D and Marketing) on fresh avocados is set at 7.5 cents per kilogram, split between R&D (3 cents per kilogram) and Marketing (4.5 cents per kilogram).

"Avocados Australia is proposing to reduce the R&D Levy on fresh avocados by 0.1 of a cent per kilogram (3.33 per cent) and to divert this to a Plant Health Australia Levy for biosecurity.

"There will be absolutely no change to the total levy paid."

Growers can [click here](#) to download the detailed proposal which sets out why Avocados Australia is requesting this change, how the Plant Health Australia Levy will be managed, and an indication of the amount of funds that would be diverted from R&D to biosecurity following this change.

"It is important we demonstrate to the Australian Government that the majority of avocado

levy payers support this change,” Mr Tyas said.

Next week Avocados Australia will be asking all growers to fill out a simple survey indicating whether they support this change or not.

## **Marketing Update**

*From the Hort Innovation Marketing Team*

### **Australian Avocado masterclass launches in Melbourne next month**

The food service program’s masterclasses are due to start on 4 April at ESP (Estelle by Scott Pickett) in Melbourne.

As usual the classes are an opportunity to educate food service professionals about handling and using avocados and include demonstrations of interesting and creative ways to prepare and plate avocados with leading chefs around the country. The Brisbane masterclass will be held at Gerard’s Bistro at the end of May and the Sydney venue and date is still yet to be confirmed.



Some of the dishes from previous masterclasses can be found on the food professional section of the website ([click here](#) to view) with some new editions such as Avocado, White Chocolate, Apple, Eucalyptus by Thomas Woods & Hayden McFarland. More details will be provided after the masterclasses are completed.

### **Crushing avocado seeds**

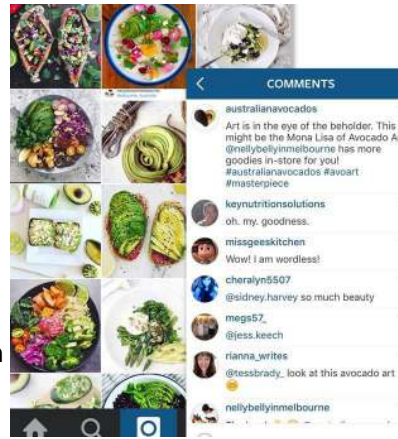
Another big thing that is in the media at the moment is using avocado seeds. This is not new, but it has resurfaced recently and really trending in social media posts across the

board.

Nourish Me Whole posted a video on Facebook which had over 13 million views - [click here](#) to view.

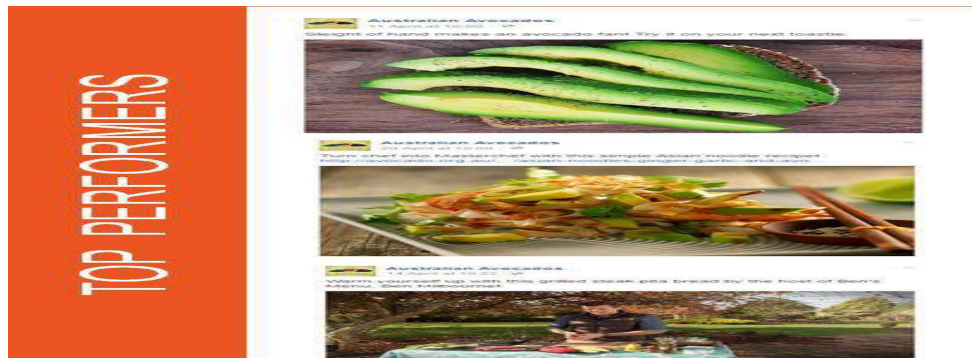
We will re-post this on our social pages and provide this content when people specifically ask about using avocado seeds.

As the health benefits are not clear, we do not make a stand in supporting this - we just provide the content as an idea/interesting usage.



### TV commencing next month

Our 15 second ad will start airing on Sunday 10 April on programs such as Weekend Sunrise, Sunday Night, People vs. OJ Simpson and My Kitchen Rules on channels 7 and 10 in major cities and regional areas.



We have selected high-reaching programs for our demographic of female grocery buyers (25-49) including the launch season of Long Lost Family, the new season of Australia's Got Talent, Home & Away, Family Feud, The Good Wife, and Sunrise. We have also selected 'really love to watch' programming of food lovers such as My Kitchen Rules, Modern Family and The Project as well as SBS food programming including Nigella Feasts & Heston's World.



The free to air programs are based on our current scheduling, but as networks continue to change program formats, these will not be confirmed until closer to the on-air date.

Subscription television (STV) will include high reaching channels targeting female grocery buyers (25-49) such as TV Hits, Lifestyle, Lifestyle Food and ShowTime. For STV we buy an



audience rather than a network, so our advertising will appear across a multitude of stations. Also trading takes place in real time - meaning spots are bought daily rather than forward planning like we do with free to air.



#### Advertising campaign snapshot

- Target audience: female grocery buyers 25-49
- Timing: 10-30 April 2016
- Markets: Sydney, Melbourne, Brisbane, Adelaide, Perth; regional New south Wales, Victoria and Queensland; National subscription TV and free-to-air.
- Duration: 15 second advertisements
- Peak/off peak split: 60/40

#### Networks:

- Metro: 60% share Seven (7, 7mate, 7two) and 40% share Ten (ten, oneHD, 11)
- Regional: 60% share WINNBN (9NBN, Gem, 9Life, Go) and 40% Southern Cross Austero (one HD, 11).
- Subscription TV: 15% of buy.

The television campaign will run for three weeks, finishing on 30 April and is expected to reach almost 7 million people on the free to air channels - who will see the advertising at least twice during this period. Subscription reach will be available once the advertising schedule has been finalised for the period.

## Infocado and retail prices update

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website's [Infocado](#) and [Retail Pricing](#) pages.

## Industry News

### Australian News

#### Ministers reach agreement for Australia's new Country of Origin Labels

Reforms to the country of origin labelling system were agreed to at a meeting of the Australian Consumer Affairs Ministers on 31 March 2016. The reforms are expected to be operative from 1 July 2016 with a two-year transition period for business. Current stock will be allowed to see out its use-by date. [More](#)

### **India-Australia could sign FTA within two months**

This week a high-level Australian delegation will visit New Delhi to resolve pending issues on the free-trade agreement (FTA) with India, which could be signed within two months. [More](#)

### **Fed Gov provides funding package for small exporters**

Funding is now available to assist the horticulture export industry to meet the costs associated with the appointment of officers under the Plant Export Authorised Officer Model (AO Model). [More](#)

### **Last chance to register for WA ChemClear collection**

With the booking line for the West Australian collection closing on 22 April 2016, now is the perfect time to register your obsolete agvet chemicals. [More](#)

## **International News**

### **Australia's fresh produce attracting attention in Malaysia**

Australian fresh produce exporters should consider the opportunities that Malaysia has to offer, with the increasing affluence of the country's growing middle class driving the demand for greater choice and higher-quality fruits and vegetables. Susan Kahwati, Austrade's Senior Trade Commissioner for Malaysia, said Australia has for many years been a source of agrifood for Malaysia. [More](#)

### **Supafresh invests in ready-to-eat ripening rooms**

One avocado trading company has responded to China's growing demand for avocados by investing in ready-to-eat ripening rooms according to Fresh Plaza. A media release from Supafresh explains the work the company has done to grow demand and how the Chinese are wanting their newly discovered fruit. [More](#)

### **South Africa: Avocado volumes increase despite hail**

As the South African avocado harvest gets underway, we can see from the table that the export volumes have not changed much since 2010, but the figures do not tell the full story. Avocados have an on-year and an off-year. 2013 for example was an off year, but the volumes were not much below those of the previous year. 2014 saw a big jump from the previous year, a combination of an on-year and increased planting. [More](#)

Can't wait for Guacamole? You can read all the latest [Avocado News](#) and industry-related [National & International News](#) on the Avocados Australia industry website.

**Horticulture  
Innovation  
Australia**

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