

Maree Tyrrell

From: Avocados Australia <co@avocado.org.au>
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GUACAMOLE

FORTNIGHTLY INDUSTRY E-NEWSLETTER

17 February 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.



Strengthening the future of Australian horticulture

Source: Media release issued from Senator Anne Ruston

The Australian Government has today announced its response to the independent review of the Horticulture Code of Conduct, which will see a range of improvements put in place to address key concerns and ensure the ongoing sustainability and productivity of Australian horticulture.

Assistant Minister for Agriculture and Water Resources, Anne Ruston, said it was important that the Code supported constructive and fair business between horticulture growers and traders.

"Australia's horticulture industry is one of our most valuable and important industries. It is our third largest agriculture industry, contributes \$9.13 billion to the economy and employs around 57,000 people across the country," Minister Ruston said.

"The Horticulture Code of Conduct is important for the industry, because it provides a framework for the transactions between growers and traders to occur in a mutually beneficial and fair manner.

“We understand the concerns that have been raised regarding the overall effectiveness of the Code, especially the number of transactions occurring outside its coverage.

“It is important that the Code helps our growers receive fair and timely returns for their valuable produce, but we also need to ensure it does not restrict the trade of horticulture products.

“That is why we commissioned the independent review to identify ways to address the concerns that have been raised and to improve the Code for the benefit of Australian horticulture.

“The Australian Government has carefully considered the recommendations from the review to identify those that will effectively address those concerns, and our response will help ensure the Code can adequately support the industry into the future.”

The Australian Government has accepted nine recommendations from the review of the Horticulture Code of Conduct. The government’s response to the recommendations will:

- provide better guidance to make it easier for traders and growers to comply with the Code
- ensure that growers and traders have a fair, binding horticulture produce agreement in place to support a more productive and fair trading relationship
- allow the ACCC to better identify and rapidly respond to breaches to further support compliance with the Code
- remove unnecessary regulation where appropriate and allow growers and traders greater flexibility in the trading relationship.

“Our response demonstrates an appropriate balance between the need for transparency in the trading relationship and the need for the code to ensure that trade is not tied up in red tape,” Minister Ruston said.

“This is another example of the Australian government delivering on real, tangible improvements for Australian horticulture and I look forward to seeing the benefits of the revised code flow onto our producers and farmers across the nation.”

The government’s full response can be found online - [click here](#).

The draft Horticulture Code of Conduct will be released in due course and made available on the department’s website.

Fast facts

- **The Horticulture Code is a mandatory industry code under section 51AE of the Competition and Consumer Act 2010 and is enforced by the Australian Competition and Consumer Commission (ACCC).**
- **The code exists to provide clarity and transparency of transactions between growers and wholesalers of fresh fruit and vegetables.**
- **The independent review of the Horticulture Code of Conduct was commissioned by the Australian Government and undertaken by Mr Mark Napper and Mr Alan Wein.**
- **Industry, traders, growers and the ACCC were involved in consultations as part of the review.**
- **The review made a range of findings that informed various recommendations provided to the government for consideration.**

Tool to manage heat stress

Source: *Worksafe Queensland*

Employers are being reminded to protect workers from heat stress throughout Queensland's warmer months. Employers have a duty of care for their employees and must provide their workers with heat and sun protection, as well as general sun safety tips.

Employers need to ensure workers wear protective gear including a hat and sunscreen, take adequate breaks, seek shade and keep hydrated to prevent heat exhaustion, heat stroke, fainting and cramps.

However, employees should also speak up if they are concerned that they're working in unsafe, hot environments.

To assist employers, Workplace Health and Safety Queensland (WHSQ) has a heat stress calculator on its website to predict if heat-induced illness is likely. It can be used as a basic guide and/or training tool to help identify and manage risks of heat related stress. It is based on the 'Basic thermal risk assessment' developed for the Australian Institute of Occupational Hygienists.

The new calculator is very easy to use and only takes a few minutes to input the required information. The website also has advice on how to prevent heat stress including the Managing the work environment and facilities code of practice 2011 which provides guidance for managing the risks associated with outdoor work.

The risk of heat stress is not only related to temperature, but rather a combination of factors which contribute to heat-related problems at work. These include:

- exposure to direct sunlight, especially during the hottest part of the day
- exposure to reflected heat from construction materials, polished aluminium and glass
- carrying out strenuous tasks or work for sustained long periods
- exposure to additional heat from machinery
- inadequate cooling off, rest periods or insufficient water consumption
- combined climatic conditions such as low air movement, high humidity and high temperature
- inappropriate clothing
- dehydration caused by poor diet, vomiting, diarrhoea or alcohol and caffeine consumption.

For more information on protecting your workers this summer, visit worksafe.qld.gov.au.

New country of origin labelling laws passed

Source: *Joint media release issued by Deputy Prime Minister Barnaby Joyce and Senator Arthur Sinodinos*

Another step in delivering sweeping reforms to Australia's country of origin labelling program was completed this week with the Coalition Government's Competition and Consumer Amendment (Country of Origin) Bill 2016 passing through the Senate.

Senator Arthur Sinodinos said the legislation's passing would make it easier for businesses to determine the correct country of origin claim for their product, including when to use "made in" and "packed in" claims.

"It's an issue many manufacturers have raised with us, and I am pleased we were able to

address it,” he said.

“These changes complement the country of origin labelling reforms which recently began for food businesses.”

These reforms greatly enhance the effectiveness of a new Information Standard for country of origin labelling for food that commenced on 1 July 2016.

The Standard introduces new labels for food grown, produced or made in Australia that include the iconic kangaroo logo, together with a bar chart and text to indicate the proportion of Australian ingredients.

Deputy Prime Minister and Minister for Agriculture and Water Resources, Barnaby Joyce, said clearer country of origin information helps Australians make more informed decisions about the food and other products they buy.

“Australians want to know where their food was made or packed, and how much was sourced for Australian growers,” Minister Joyce said.

“With the new requirements passing through the Senate, businesses that have not already started the process can begin rolling out the new labels with confidence.

For food businesses, an online tool to assist businesses in creating labels, along with a range of other information and support for business, is available [here](#) or by calling 13 28 46.

Dry Matter Testing Service

By Kaila Ridgway, Mareeba DAF

The avocado dry matter testing service will again be offered by Mareeba DAF in 2017, carefully conducted by Anahita Mizani - Department of Agriculture and Fisheries PHD student from the University of Queensland.

DM standards for optimum avocado quality are 23% for Hass and 21% for Shepard and other varieties.

Each sample (5 fruit pieces) should be delivered to Mareeba DAF, 28 Peters Street on Wednesdays prior to 12pm. DM results will then be sent to growers mid Thursday afternoon.



The cost is \$20/sample, with discounts for more than 2 samples.

For more information please contact Kaila Ridgway, Mareeba DAF, 07 4048 4623 or 0417 335 271.

Hort Innovation Marketing Update

By Claire Tindale-Penning, Hort Innovation Marketing Manager

Regular social activity on Facebook and Instagram continues to generate discussion, engagement and inspiration.

A post for Valentine's Day shows a "berry beautiful" avocado dish for lovers to share.

Facebook

- **Post:** "Be still my beeting heart, avo berry delicious salad..." on 14th February
- **Ad Metrics:** Reach - 104,704 / Comments - 105 / Likes - 1,723 / Reactions - 116 / Shares - 108



You may have heard that the Dutch are equally as obsessed by Avocados as we are with an "all avocado" restaurant about to open.

We thought we would try and get Aussie consumers to get behind the idea for Australia and their support was felt.

- **Post** "Amsterdam is opening Europe's first All-Avocado restaurant..." on 9th February.
- **Ad Metrics:** Reach - 125,266 / Comments - 315 / Likes - 2,249 / Reactions - 227 / Shares - 105



This post has been one of our best yet this year with huge reach and likes and lots of positive reactions.

Further reinforces our focus to keep it simple but with a little something different.

- **Current Post:** "Roll up some delicious starters for your next party..." on 5 February 2017
- **Ad Metrics:** Reach - 580,849 / Comments - 1,024 / Likes - 8,300 / Reactions - 602 / Shares - 1,218



Australian Avocados

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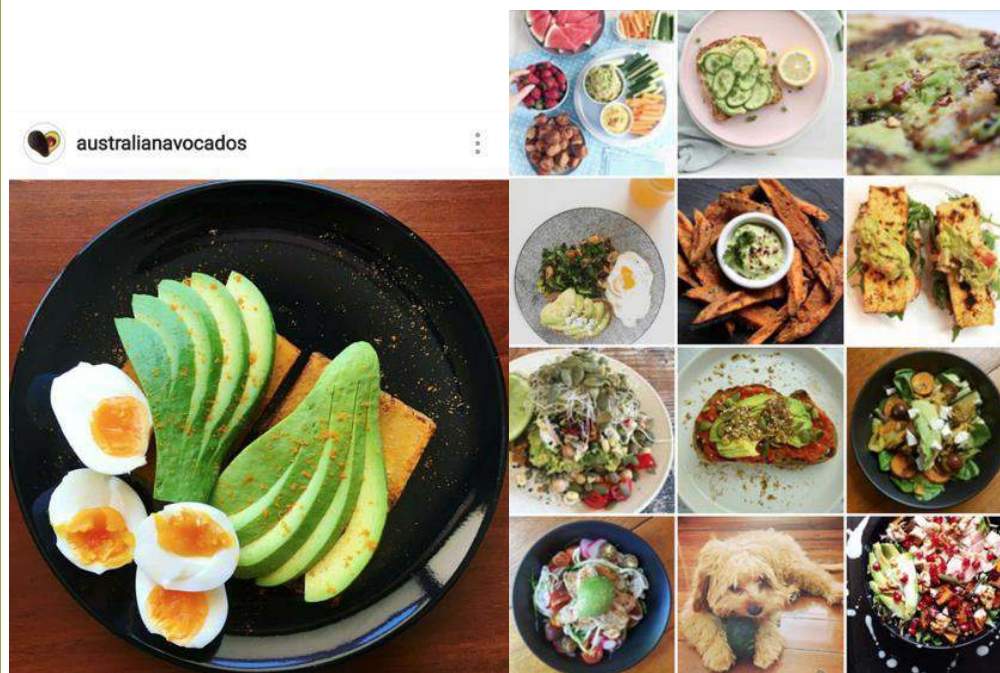
Roll up some delicious starters for your next party or simply to treat yourself. Delight your tastebuds with the recipe here: goo.gl/OtyO6X



Instagram

A kaleidoscope of avocado dishes feature on Instagram. Stunning toast toppings paired with avocados, salads full of avocados and other fresh, healthy ingredients mixing textures and colours to make the most eye catching and delicious dishes.

This is how consumers see avocados and this is how we continue to position ourselves. They can be as simple or as elaborate as you make them, but they are versatile, tasty and healthy and compliment pretty much anything.



Industry News

Australian News

Suzie passionate about the orchard road

Next time you enjoy an avocado or a kiwi fruit, give a thought to the person who grew it. There is a good chance it was produced by Suzie Delroy, Delroy Orchards near Pemberton.

[More](#)

Franceschis have fresh take on exports

Cutting edge technology and new partnerships are helping a West Australian family develop baby food, juice and seafood ranges which are growing the State's export markets. Jennie and Wayne Franceschi, Advance Packing and Marketing Services and Fresh Produce Alliance, based in Manjimup, are opening international doors with their fresh approach to exports.

[More](#)

PHA photo competition calls for entries

In an effort to promote the benefits of a strong plant biosecurity system, Plant Health Australia is running the Bountiful Harvest photo competition, with two vouchers for the RM Williams store as prizes: \$300 to the winner and \$150 to the runner up. It's open to all Australian residents aged 18 or over, and we're seeking digital images of some aspect of plant production - the crops that produce food and fibre - anywhere in Australia. Entries close 10 March 2017. [More](#)

Australia could save \$3.4bn with sugar tax and healthy food subsidies

Linda Cobiac, a senior research fellow at the University of Melbourne's school of public health, led research that found that food taxes on unhealthy foods and subsidies on healthier alternatives could save Australia \$3.4 billion in healthcare costs. The results were published on Wednesday in the journal Plos Medicine. [More](#)

International News

New player set to enter NZ avocado sector

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](#)

Swedish supermarket tests lasers to label organic produce

MALMO, Sweden (AP) – Something high-tech is happening in the produce aisle at some Swedish supermarkets, where laser marks have replaced labels on the organic avocados and sweet potatoes. Swedish supermarket chain ICA started experimenting in December with "natural branding," a process that uses low-energy carbon dioxide lasers to remove the pigment from the outer skins of fruits and vegetables. [More](#)

Avocados from Mexico Avo Secrets

Avocados From Mexico's Super Bowl 2017, "Avo Secrets", focuses on the well kept secret that avocados contribute predominantly good fats like mono and polyunsaturated fat, and so are now deemed healthy. [More](#)

Experts call for increased biosecurity in New Zealand

A newly published study has shown that the number of invasive species worldwide has been increasing in the past 200 years, with no sign of slowing down. The findings have led experts in New Zealand to ask for increased bio security and to emphasise that vigilance was more necessary now than ever before. [More](#)

Mexico wants to dodge Trump with a transoceanic corridor

The president of Mexico, Enrique Peña Nieto, has green-lighted the Trans-isthmus project and Mexico has already begun studies for the realization of the planned infrastructure. A rail and road corridor between the Gulf of Mexico and the Pacific, in the narrowest part of the Mexican Isthmus of Tehuantepec, is an old national aspiration. Its recent momentum, within

an initiative of the SEZs, predates the presidency of Donald Trump in the United States, but his arrival at the White House makes it especially appropriate. [More](#)

Sweden: Retaining avocado quality remains a challenge for growers

Avocados have seen a huge boost in worldwide demand in the last few years, especially because of their nutritional value and general health benefits. However, satisfying the demand for premium exotic and organic products is not always easy, with production heavily influenced by the seasons and good harvesting methods. The current market has very high standards and fresh avocados with imperfections and/or odd-sizes are usually rejected.

[More](#)

Mission Produce to open four new avocado ripening centers worldwide

One of California's leading avocado companies is lifting its game to improve fruit condition in both developing and established markets, through the construction of four new ripening centers spanning three continents. [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.



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

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