



MEDIA RELEASE

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Australian avocados impress in Malaysia and Singapore

A fresh, modern image of Australian avocados is being promoted by key supply chain members in Malaysia and Singapore.

Avocados Australia Chief Executive Officer John Tyas said promoting high-quality Ripe & Ready avocados in key Asian markets was an important part of the country's longer term export goals.

Avocados Australia recently held an event in Malaysia, the culmination of a multi-year project to introduce ripe Australian avocados to retail shelves.

Mr Tyas said at the final event in Malaysia, hosted by Euro-Atlantic and featuring nutritionist and media personality Alexandra Prabakaran, reiterated the main messages of the project regarding the boost in sales from retailing ripe avocados, and the nutritional benefits of avocados.

The 'Ripe & Ready' program has been managed by Avocados Australia and funded through the Australian Government Department of Agriculture and Water Resource's Package Assisting Small Exporters program (PASE), Sunfresh, The Avolution and the Avocado Export Company.

"One of the challenges that we have had from the start of the program was the reluctance of retailers to offer a 'ripe' product for consumers," Mr Tyas said.

"This reluctance is typically driven by the additional cost and risk in providing this offering. However, we have been able to convince some key retailers that there is a benefit of additional sales, warranting the investment in managing a 'ripe' offering and we are now starting to see the benefits of the work undertaken to date.

"To support the development of the 'Ripe & Ready' program, Avocados Australia, with the Department of Agriculture & Fisheries Queensland and the exporters involved in the program, has been providing support and training to importers and retailers in key markets, as well as tailored information brochures for consumers."

Mr Tyas said this work was a key part of the industry's development, as domestic production continued to grow.

"However, competition from other countries is only increasing in our export markets and the requirement for servicing the market with the highest quality product is now greater than ever.

"This is why the entire Australian avocado supply chain is working to make sure we get export right, including a focus on high-quality fruit. It is so important for the prosperity of our industry as we move into a higher supply environment," Mr Tyas said.

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IMAGES:

Avocados Australia_PASE1

Euro-Atlantic General Manager Adrian Ung (right) introduces nutritionist Alexandra Prabakaran, Western Australian avocado exporter Jennie Franceschi and Avocados Australia CEO John Tyas at a recent event in Malaysia. The team was in-country to present the benefits of ripe and ready avocado marketing at the retail level.

Avocados Australia_PASE2

The Euro-Atlantic team from Malaysia with Western Australian avocado exporter Jennie Franceschi and nutritionist Alexandra Prabakaran (centre front) at a recent event in Malaysia.

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About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a “not for profit” member-based organisation and our members include avocado growers, 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.