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14 October 2016

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.

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Mexican imports

Research is currently underway to analyse the likelihood of Mexican avocado imports to Australia and the potential implications for the Australian market, if Mexican avocados gained market access.

Avocados Australia's CEO John Tyas said this research was being undertaken by a small team of highly qualified analysts and will provide a very detailed assessment of the issues for the Australian industry to consider.

Recently there was an on line media article [Mexican avocado entry "inevitable", says exec](#) published by freshfruitportal.com providing commentary on this point.

Avocados Australia does not yet have a position on the potential of Mexican imports to Australia or the likely implications for the Australian industry if access was to be granted.

However, once this important research has been completed, the findings will be considered by the Avocados Australia board and appropriate responses will be incorporated into the new Avocado Industry Strategic Plan that is currently under development.

Avocados Australia's Stakeholder Survey results and survey winner

Avocados Australia's 2016 External Stakeholder Survey (communications survey) has been completed for the year and CEO John Tyas would like to thank all those who responded.

"Every year's survey tells us how our industry is changing, what our industry wants to know about, what the industry expects of us, and how industry-related information is most effectively communicated," Mr Tyas said.

Mr Tyas said the organisation's move this coming year to refresh the industry website and embrace social media will match the increase in social media use amongst the survey's respondents.

Key findings:

- Nearly 98 per cent of respondents indicated they were either satisfied or highly satisfied with AAL's communications. **(up from 89 per cent last year)**
- More than 96 per cent identified Avocados Australia as effective or very effective in sharing industry related knowledge **(up from 92 per cent last year)**
- More than 83 per cent identified Avocados Australia as effective or very effective in building relationships and alliances with strategic partners **(up from 77 per cent last year)**
- More than 80 per cent identified Avocados Australia as effective or very effective in building industry leadership, capacity and resilience **(up from 77 per cent last year)**
- More than 94 per cent identified Avocados Australia as effective or very effective in continuous improvements in delivering information to industry **(up from 91.5 per cent last year)**

- More than 86 per cent identified Avocados Australia as effective or very effective in supporting relevant policy development dialogues (*up from 76 per cent last year*)
- Of the information provided our respondents most value R&D activities, Industry Events, Industry Issues and Innovations

Mr Tyas said Avocados Australia always welcomes feedback from the industry.

“Please feel free to contact us at the office with any suggestions for how we can improve our communications with you,” he said.

The winner of this year’s \$500 cash prize for filling out the survey is Paul Bartle. Congratulations Paul and thank you and all respondents for your feedback.

Blackbutt Festival’s new name now official

It is official - Blackbutt has Queensland’s ONLY Avocado Festival.

On Saturday 9th September 2017, lovers of this bumpy fruit will flock to Blackbutt for all things avocado according to festival Chair Jeff Connor.

“We are very excited to be able to claim this title,” he said.

“There are big plans for next year with more avocado activities including the now famous Avocado roll, Avocado Cooking Demonstrations with Jason Ford, Blackbutt’s biggest avocado, avocado Juggling, and avocado mash - all these will be on the table - literally.”

For more information on the Blackbutt Avocado Festival visit the BBBF Facebook page or website at www.bbbf.com.au

Marketing Update

By Claire Tindale-Penning, Hort Innovation Marketing Manager

A month of avocado television promotion kicked off the week commencing 18 September running until the week ending 15 October.

September and October are one of the most exciting times for television as all networks bring out some of the years’ strongest programming.

In the first week of the campaign we were featured in The Bachelorette across all metro markets.

Australian Avocados was also featured in the launch of X Factor in four metro markets The Case of Jonbenet Ramsey was the strongest program of September. Avocados featured in the first episode in every metro market which ended up being the number one program of the night attracting 1,282,000 total people audience or 215,000 for our target demographic - Female Grocery Buyers 25-49.

Outside of Jonbenet, The Block was the strongest general entertainment program of the month. It consistently rates as number one program of the night for our demographic, attracting a nightly audience of around 150,000 each episode. We regularly appeared in the show, with at least one spot in every metro and regional market.

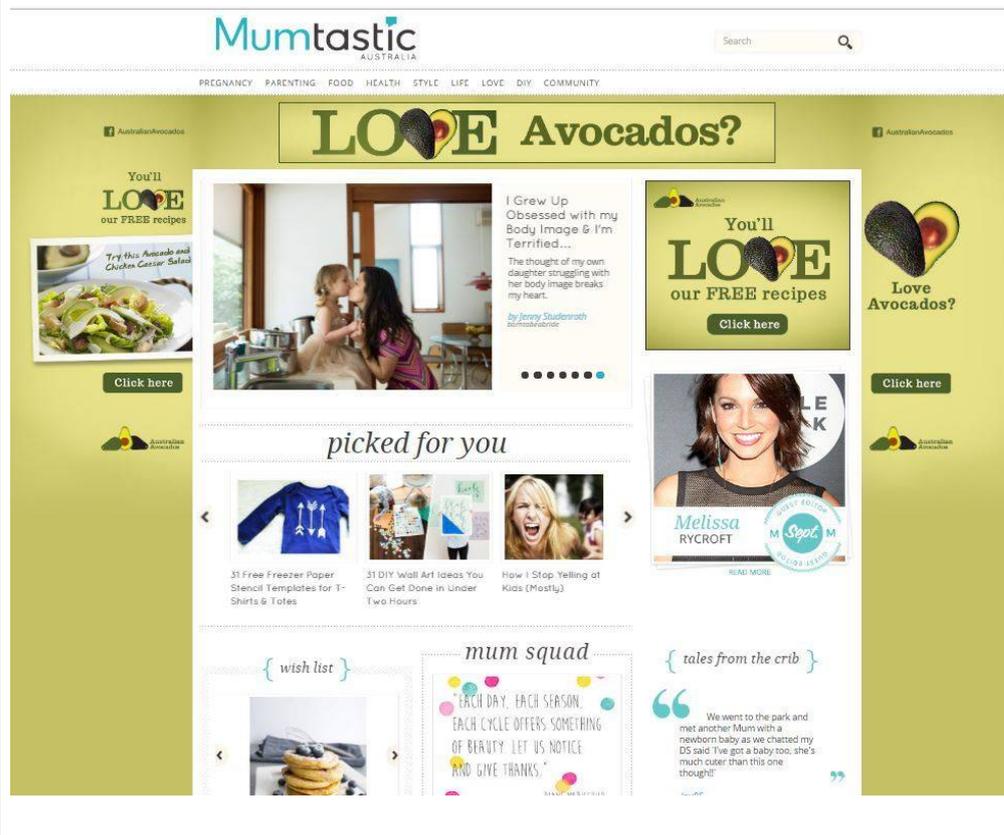
Outside of these key shows, we also regularly appeared in reliable programming like Nine News, Current Affair, 60 Minutes, as well as appearing across relevant food based programming across the SBS Food Network.

Our TV ad is running across premium catch up sites such as TEN Play and 9Now. Video is also targeted at sites that are consistent with our strategy to influence women, parents and those seeking healthy lifestyle options.

Results to date: 410,389 Impressions (the amount of times the ad has been displayed), 1,550 Clicks (where the user clicks on your ad), 0.38 per cent Click through rate (CTR). The campaign is due to finish 17 November 2016.

Between the 22 September and 21 December, publisher Totally Her is featuring Australian Avocados in the content series titled #NeedMoreAvocados that will be broadcast across a collection of female digital properties including Mumtastic, She Knows and The Fashion Spot.

As at early October, results are looking strong for the first two weeks of activity. Our high impact home page “take overs” are driving this strong result, which has seen us average 54 per cent click through rate (CTR) of our advert since the beginning of the campaign.



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VIDEO
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Food Advertising by GourmetAds

OFFICE EATS

Kitchn Editors' Brilliant Work-from-Home Lunches



Egg and Avocado Salad on Toast
(image credit: Lauren Solo)

by
Sheela Prakash
Sep 21, 2016

LUNCH
TIPS & TECHNIQUES

While many of our editors here at Kitchn work from home, the question of what's for lunch remains a dilemma we face daily — just like those who head to the office. Sure, we benefit from having our kitchen and pantry at our disposal, but with a busy day of typing away at our computers, finding the time to pull away for even a few moments to prepare our midday meal is a challenge. Here's how we conquer it.

Lunch as Respite

Just like for those in office settings, the lunch break for us editors at home is indeed a break — or at least we try hard for it to be. Desk lunches are a real thing, even for us.

You'll
LOVE
our **FREE** recipes

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KITCHN VIDEO OF THE DAY

As part of the Totally Her package, Sneha Roy, a prominent Instagram foodie known as Cook Republic has begun her "30 days of Avocados" campaign across her social channels for October. This will see her post an Avocados post to her 130,000 followers daily for 30 days.



cookrepublic

Follow

4,679 likes

2d

cookrepublic Do you have an Avo everyday?? It is sooooo good for you! And I have teamed up with @australianavocados and @hellomumtastic to show you how amazing the mighty avocado is, everyday in the month of October with fun facts, delicious recipes and awesome photos. If YOU COMMENT below and tell me what your favorite way/recipe is to eat an avocado, I shall recreate the most interesting answers, post it here and TAG YOU in the caption!! So let the Avo Ideas flow and watch this space 🍋🍋🍋❤️ #cookrepublic

view all 72 comments

ibreatheimhungry Can't get enough avocados!!!

larissa.naomi Avocado tacos!

ana_kutija So good 😊

♥️ Add a comment...



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4,073 likes

3d

cookrepublic It's time for our daily dose of Avocados!! And today I have a buttery velvet green Avocado Watercress And Lime Smoothie for you that will rock your world. Having recently converted to more grown up, sugar free smoothies .. this one is just delicious with all the lime and mint. Packed with avocado and a whole cup of watercress, I have been having this for 5 days straight and my skin is PLUMPER and bouncy! No kidding 🍋😊 read all about it and get recipe link in profile 🍋❤️🌿 #cookrepublic #australianavocados #loveavocado @australianavocados @hellomumtastic #plantbased #eatwell

view all 44 comments

tombiggoingvegan Nice!

weekendatthecottage This beautiful picture just reminded me to put #avocado into my #smoothie this

♥️ Add a comment...

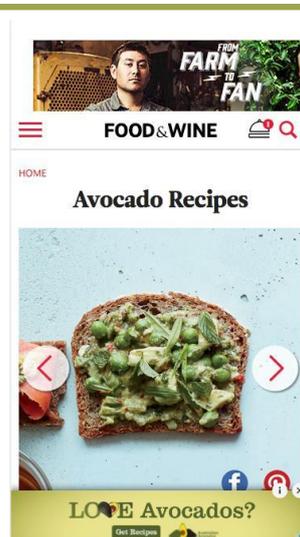


Using key word analysis and image recognition technology, Australian Avocados kicked off on 19 September across mobile and tablet executions to feature where consumers are looking in related areas.

Gum Gum is a platform that delivers adverts in this way. Activity has started well with 364,280 impressions and 4,555 clicks.

YouTube Trueview will see our ads played either before or during video playback which adds incremental reach on top of the audience that has seen the TV commercial on free to air.

Our advert will be delivered across video content that appeals to Foodies, health and food buffs, cooking enthusiasts and family focused.



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

A nation of food wasters, oblivious to how it's produced

Australians spend more than \$720 billion in groceries every year, but those born in the 1980s or early '90s are likely to be wasting about 20 per cent of their weekly food purchases.

In fact, on a national scale we throw out an average 14pc of our groceries, which equates to \$10b wasted annually. [More](#)

Australia's first high-pressure processed baby food to help reduce food wastage

A Western Australian processing facility is about to launch the country's first high-pressure processed baby food range, in the hope it will tap into the growing market for nutritional food and help with fruit and vegetable wastage. Fresh Produce Alliance, based in Manjimup, decided to launch its baby food range as a way of utilising fruit and vegetable produce that did not meet fresh market specifications. [More](#)

Is tourism funding agriculture?

Australia's Treasurer Scott Morrison has said that modelling confirms the revamped backpacker tax puts Australia on a competitive footing with New Zealand, the United Kingdom and Canada. Morrison was defending the new measures amid complaints from tourism that it is subsidising agriculture. [More](#)

Labor accused of delaying backpacker tax

In Australia, the Labor party has refused to immediately pass the new version of the backpacker tax. On October 11, the Labor caucus decided to delay the passage of the bills that would have resolved the working holiday-maker tax which the federal government recently revised to be set at 19 per cent instead of the 32.5pc proposed earlier this year. [More](#)

Handy free app - first aid in your pocket

As the temperature rises, so does the risk of sustaining injuries outdoors. Whether it's a sprained ankle or a bite from one of Australia's most venomous residents, St John

Ambulance (QLD) has got you covered with our First Aid App for iPhone and Android. Packed with some of the most common and critical conditions that require immediate life-saving first aid, we encourage everyone to be prepared for whatever unfortunate event may occur this Spring. [More](#)

Australia's first horticulture robotics centre opens in Sydney

The first horticultural robotics hub in Australia was officially opened in Sydney last week. The Horticulture Innovation Centre for Robotics and Intelligent Systems, located at the University of Sydney, will initially host \$10 million worth of projects in robotics and autonomous technology. [More](#)

Smaller trees could boast bigger outputs

QUEENSLAND researchers are applying the adage of good things being in small packages to subtropical and tropical tree production. The Queensland Department of Agriculture and Fisheries (QDAF) is leading the long-term multi-disciplinary Small Tree High Productivity Initiative which aims to achieve higher avocado, macadamia and mango yields from smaller trees. [More](#)

International News

U.S.: FDA declares avocados as "healthy" food

While the health benefits of avocados are evident to those in the know, a recent decision from the U.S. Food and Drug Administration (FDA) will go a long way towards clearing up misconceptions about the fruit's fat content. [More](#)

Avocado trade is intensely concentrated in Mexico

An increase in US demand and weak production in Mexico and California has left the Americas in short supply of avocados, with chefs seeking alternatives like sweet potato. On the other side of the world, Australia and New Zealand recently had the same problem. Avocado theft rose in New Zealand along with prices earlier this year. There were nearly 40 large-scale avocado thefts from growers on the north island of New Zealand in the first half of the year, according to The Guardian. [More](#)

Chile: Danger of avocado producers losing out to rivals

Marco Mattar stated, in the Fedefruta's Regional Meeting in Quillota, that if avocado producers did not acknowledge their problems, Chile would be overtaken by its competitors. Thus, the country would lose its reputation as a major fruit power and become just "a country that produces fruit". [More](#)

Colombia: Major avocado packhouse upgrade to aid 'booming' industry

A Colombian company has made a multimillion dollar investment to upgrade and expand its avocado packhouse and cold storage facility, providing a much-needed service to growers in the rapidly-growing industry. [More](#)

Mexico: Still no agreement on avocado imports to Costa Rica

Fernando Baeza, the Mexican Ambassador to Costa Rica, said that they were looking for options to find the ideal channel to formalize the trade dispute regarding the entry of Mexican Hass Avocados to Costa Rica. [More](#)

The European guacamole market will continue to grow

Guacamole is one of the most consumed products derived from avocados. Agora America is a German company that produces avocados in Mexico in order to process them and import them to Europe. The company is mainly focused on the distribution of guacamole and frozen avocados, but does not rule out the marketing of fresh avocados in the future. [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.

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

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