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**Reports indicate that the damage has been variable across the region**  
30 September 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.

Make sure you check out:

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### Infocado and Retail Prices update

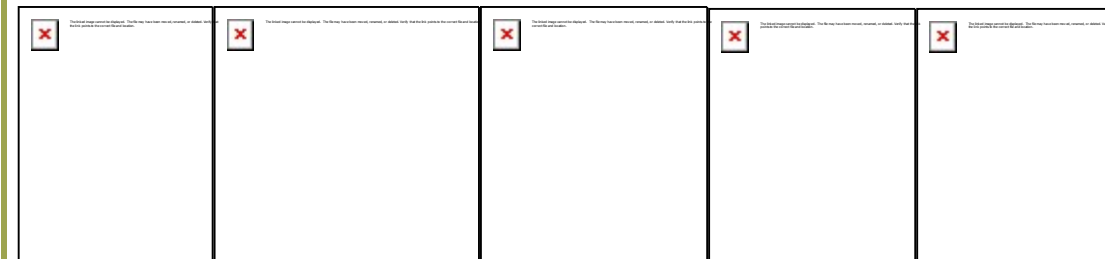
#### Industry News

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## Superstorm a mixed bag for Tristate region

Reports of damage due to high winds and hail damage in the Tristate region are starting to flow out after the storm that hit South Australia on Wednesday and yesterday.

One grower reported that the high winds overnight had left fruit on the ground.

Reports indicate the damage has been variable across the region. Some growers have reported only minor damage as most of their fruit had been picked.

There is some concern that some fruit might be downgraded as a result of the high winds.

Robinvale has recorded a lot of rain over the last fortnight (around 90ml) but seems to have escaped the high winds and hail.

The rain has been welcomed by some following a dry spell.

## Eight candidates in the running for Board positions

*Hort Innovation media release*

In the lead up to its Annual General Meeting on November 25, the nation's horticulture Research and Development Corporation - Horticulture Innovation Australia (Hort Innovation) - has announced eight candidates are in the running to fill five new Board positions.\*

Hort Innovation Deputy Chairman and Chair of the 2016 Director Nomination Committee\*\* Mark Napper said: "This is an exciting time.

"The organisation is approaching its second year as Horticulture Innovation Australia and, with industry, it is driving a significant amount of positive change in the areas of research and development, marketing and trade."

Mr Napper said the new Board will play a pivotal role in ensuring the organisation's, and the Australia horticultural industry's, ongoing success.

"The candidate line up is strong, and it will be interesting to see who grower members will elect to help steer the organisation into its next phase of growth."

Following a call for nominations in May, applications were formally assessed by recruitment company, Rimfire Resources.

The Hort Innovation Director Nomination Committee - made up of Mr Napper and two independent third parties - then interviewed shortlisted candidates, rating their suitability against a number of set criteria including their experience across areas such as growing, marketing, exporting and agriscience.

Mr Napper said each candidate conveyed a commitment to horticulture and a drive to increase the productivity, farm-gate profitability and global competitiveness of Australian horticulture industries.

The Committee has nominated the following eight candidates for election or appointment as a Board Director in 2016:

### ***Renata Brooks:***

*With a background in leadership and governance of agricultural research and development (R&D) in the public sector, Renata has a long-standing interest in creating opportunities*

*through innovation. Renata is currently Deputy Chair of the Fisheries Research and Development Corporation, having been a non-executive director of FRDC for 7 years.*

*She has significant experience in public policy, particularly in relation to agriculture, biosecurity and natural resource management, and has a proven executive management track record. Renata is a graduate and fellow of the Australian Institute of Company Directors.*

**Prof. Rob Clark:**

*Rob is a current Director of Hort Innovation and Emeritus Professor of Agricultural Science at the University of Tasmania. Rob is also a horticultural producer, as owner and Managing Partner of Lanoma Estate, a 500ha intensive agricultural property in the Derwent Valley Tasmania.*

*Rob was a Foundation Director of the Tasmanian Institute of Agriculture Research, and his prior appointments also include Deputy Chair of Rural Industries Research and Development Corporation, a member of the National Research and Development Council, and a member of the Queensland Alliance for Agriculture and Food Innovation Advisory Board, among others.*

**Paul Harker:**

*Paul has more than 20 years of retail experience spanning store operations, supply chain, and buying and marketing, including four years heading up the fresh produce buying team of one of Australia's largest retailers.*

*Through his professional background, Paul has an extensive understanding of retail, including strategy, operations, logistics, technology, and consumer marketing coupled with an extensive knowledge of the produce supply and value chain.*

*Paul is a former non-executive Director of PMA A-NZ, and is currently the Director and owner of Highland Farms Pty Ltd, a small horticultural operation in the central tablelands of NSW.*

**Jenny Margetts:**

*Jenny has worked in the horticultural industry for more than 25 years in a range of roles across the supply chain.*

*She has a background in agronomy, R&D management, industry planning and business management, and holds qualifications in applied science (horticulture technology), business and marketing.*

*Jenny has a wealth of experience from both an industry and commercial perspective, and for the past 12 years Jenny has managed her own consulting business.*

**Dr Lesley McLeod:**

*Lesley has 17 years general management experience in the agribusiness sector, has spent nine years as CEO of Dairy Innovation Australia and is a current Director of Fisheries Research and Development Corporation.*

*Lesley has a depth of skill and experience in innovation, agribusiness, strategic planning and corporate governance, as well as experience in managing academic and applied research, sourcing research funding and designing and delivering training.*

*Lesley is a graduate member of the Australian Institute of Company Directors.*

***Fran Raymond:***

*Fran is an experienced Director with an extensive background in financial services, member-owned organisations, and the not-for-profit sector, and as an executive in the Commonwealth Government in a number of Chief Financial Officer and Chief Operating Officer roles.*

*Fran has worked as the Chief Financial Officer for the Department of Prime Minister and Cabinet and the General Manager Corporate at the Rural Industries Research and Development Corporation.*

*She is also a Board member of UN Women Australia and the Chair of Audit, Risk and Compliance Committee for the Canberra Institute of Technology, among other roles.*

***Selwyn Snell:***

*Selwyn is the current Chair of Hort Innovation and Barawyn Pty Ltd. With more than 40 years of experience at senior executive and CEO level in agriculture, biotech and life sciences industries, Selwyn has served on numerous listed, unlisted and not-for-profit companies both internationally and domestically.*

*Selwyn has served as the former chairman of the Council of Rural Research and Development Corporations, non-executive Director of Plant Health Australia Ltd, and non-executive Director of the APVMA, among other roles.*

*Selwyn is a fellow of the Australian Institute of Management and a graduate member of the Australian Institute of Company Directors.*

***Peter Wauchope:***

*Peter is a current Director of Hort Innovation, and current Chair of the Hort Innovation Trade Assessments Panel.*

*Peter is also CEO of Center West Exports, a vertically integrated carrot growing, packing and marketing enterprise and recognised as one of Australia's leading carrot producers and exporters, with customers in over 17 countries.*

*Peter has enjoyed more than 30-years-experience in marketing fresh produce overseas and has travelled extensively throughout Asia, Middle East, Europe and USA visiting and servicing customers, and increasing market access for Australian fresh produce.*

*Originally from the Manjimup district of Western Australia, Peter's family still grow stone fruit and avocados in the district.*

Two of these eight candidates will be elected as Directors by voting members at the AGM in the Sydney CBD on Friday, November 25.

Three further candidates will then be appointed as Directors by the continuing Hort Innovation Board members (those who were elected / appointed in 2015). More information about each of the candidates will be provided to Members with the Notice of AGM next month, along with proxy voting details.

Levy-paying members of Hort Innovation are encouraged to complete and return their Annual Levy Return Forms by the cut-off date of Friday, September 30 to be eligible to vote

at the AGM. Any levy-payers who are not current members of Hort Innovation may submit a Member Application Form and have the opportunity to complete an Annual Levy Return Form by the end of the month to secure their voting entitlement.

*\*The organisation's Constitution requires that five (5) Directors retire from the Board.*

*\*\*The committee responsible for the nomination of Director candidates for election / appointment.*

*Horticulture Innovation Australia is a not-for-profit organisation charged with investing more than \$100 million in research and development (R&D) and marketing programs annually and is funded by levies, Commonwealth Government matching funds for R&D, and external co-investment funds.*

## **Win for farmers with proposed backpacker tax rate cut**

*Media release from The Deputy Prime Minister and Minister for Agriculture and Water Resources, the Hon. Barnaby Joyce*

The proposed 32.5 per cent tax rate that was to apply to working holiday visa holders will be slashed to 19 per cent following strong representations by The Nationals in Government.

Deputy Prime Minister and Minister for Agriculture and Water Resources, Barnaby Joyce, and Assistant Minister to the Deputy Prime Minister, Luke Hartsuyker, said the change recognised the importance of keeping regional economies strong.

“The win on backpacker tax is a win for our farmers who can get their fruit off the tree, off the vine and off to market,” Minister Joyce said.

“The Nationals, including Assistant Minister Luke Hartsuyker and our Senators and Members of Parliament have been fearless champions on behalf of their regions, their agricultural stakeholders and common sense.

“The decision to reduce the proposed tax rate from 32.5 per cent to 19 per cent tax maintains Australia’s status as one of the most competitive destinations for working holiday makers, while ensuring they pay a fair level of tax.

“Australia’s Working Holiday Maker programme provides a vital source of labour, particularly across the agriculture and tourism sectors.

“The peak tourism and harvest season is ahead of us - from mangoes, lychees, bananas and avocados in the north, to asparagus, cherries and berries in the south.

“I would also like to thank Assistant Minister Luke Hartsuyker for his hard work on the review.”

Assistant Minister to the Deputy Prime Minister, Luke Hartsuyker, said the government had remained committed to resolving the issue quickly and fairly.

“More than 1700 stakeholders contributed to the review through written submissions and face to face consultations. They made it clear that an early resolution to the tax rate issue was needed.

“Today’s announcement demonstrates the Government listened and is now providing certainty to stakeholders for the upcoming harvest and tourism seasons.

“Today’s outcome has been made with an informed understanding not only of the labour

challenges facing our agriculture and tourism sectors, but also the challenges facing the Australian economy in a global labour market.

“The review was about more than the tax rate, and the government will continue to consider a number of issues and suggestions that emerged through the review.”

Information about the changes will be progressively uploaded to [ato.gov.au](http://ato.gov.au)

## Marketing update

By Claire Tindale-Penning, Hort Innovation

### Guren Transfer talks Avos

Avocados got a great plug on the ABC’s Gruen Transfer this week.

“This ad will sell more avocados on the back of it” says Russell Howcroft from Channel 10.

“It shows usage occasions, colour, it will create sales.”

Host Will Anderson poked a bit of fun at the expressions of the actors in the ad (implying they looked like they had wind!) which did bring a laugh, but that is the role of the host who is a comedian - poking fun for quick gags.



A bit of humour around the ad doesn’t hurt and the takeaway message from the expert panel; a very clear thumbs up on the advert creative.

To view this week’s Gruen [click here](#).

The avocados piece was on the back of the bigger question at the beginning of the show around “why does fresh fruit need to advertise?” It’s well worth watching the whole episode.

Avocado Perfect Match Campaign Shortlisted!

The shortlist for Mumbrella’s BEfest Awards has been revealed, following a record number of entries and the biggest line-up of marketers to join the jury team.

The annual BEfest Awards is the only awards program dedicated to recognising the best in branded entertainment in Australia and New Zealand, this year saw a 43 per cent rise in entries, with 65 entries making it through to the shortlists.

**The Perfect Match** campaign got shortlisted in the category of Best Use of Film Craft. The short list included:

- Infinity Squared for James Boag - Return to Rugged
- MediaCom for Queensland Government SunWater - Don’t visit these places for the wrong reasons
- Ikon Communications with The Precinct for Australian Avocados - Perfect Match
- The Precinct for Tourism Australia - Restaurant Australia

The winner will be announced on November 10 at a gala event in Sydney.

### Social Engagement

Avocado fans continue to share their love of avocados with strong engagement on social

platforms.

With warmer weather coming and a focus on lunch meals, this delicious sandwich (*pictured right*) posted on 26 September got the social audience buzzing with a reach of 154,668 Likes - 2,423 Reactions - 80 Comments - 59 Shares - 60.



Proving that guacamole is one of the favourite meals with avocados, this post (*pictured left*) on 11 September hit the right spot with these results: Reach - 301,960 Likes - 3,642 Reactions - 145 Comments - 218 Shares - 431

Australian avocado lovers seem to have no bounds to their creativity and devotion to the fruit!

These pictures *below* are posted from Australians on the Avocados Instagram account demonstrating their devotion.



## 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

#### Amazon to shake up Aussie retailers

Amazon is eyeing space for its first warehouse in Australia after last year quadrupling its office space in Sydney, according to Fairfax. The US-headquartered online retail giant is reportedly looking for warehouse space, with Goodman Group's A\$50m estimate in Oakdale in Sydney's west, a site of interest. [More](#)

#### Freshcare to benchmark against Globalgap

Australian growers are set to save on certification costs after Freshcare announced it will standardise its requirements to the internationally recognised Globalgap standard.

“Freshcare is the most widely adopted food safety standard in the Australian fresh produce sector, with over 5,000 participating horticulture businesses using the standard to meet domestic market requirements,” Freshcare executive officer Clare Hamilton-Bate said. “However, the Freshcare standard is not widely recognised in export markets.” [More](#)

#### **Avocado export cooperation bears fruit**

As we previously reported here, earlier this month Australian avocado growers were displeased that Woolworths had switched to New Zealand suppliers a month earlier than expected, raising fears of a glut of avocados in Queensland. However, in a move that reflects increased co-operation within the NZ industry, key exporters agreed to hold back on the Australian market to allow the locally grown product to clear. [More](#)

#### **International News**

##### **Mission Produce opens new avocado ripening facilities in Shanghai-China**

The American specialist of avocados Mission Produce has exhibited this year again at Asia Fruit Logistica, Hong-Kong. Tommy Padilla, Mission Produce Asia Sales Manager and Martin Napper, Marketing Manager AVANZA met their Asian customers and commented on strong avocado growth in the region. Mission Produce is a global company with operations in the United States, Mexico, Peru, Chile, New Zealand, Canada and the Netherlands. This organization enables a stable supply of Hass avocados all year-long. [More](#)

##### **NZ avocado growers rejoice in bumper season**

Earlier this year avocados were in short supply in Taranaki in New Zealand's North Island, but now avocado aficionados can rejoice as a bumper crop is about to go on sale. Prices of avocados soared to \$5 each and there was a ripe black market for the fruit earlier in the year, due to freak storms which caused a national shortage, but with a plentiful supply expected in the region starting this weekend, prices are set to fall. [More](#)

##### **NZ avos top of the list for China access**

New Zealand avocados do not yet have access into China, but they are top of the Ministry for Primary Industries negotiating list, says New Zealand Avocados chief executive Jen Scoular, who was in China last week looking at the potential market for the fruit. [More](#)

##### **NZ: Supermarket gives avocado picking tips**

Retailers are losing money as customers poke and prod sensitive avocados to check whether they are ripe. Prices for the fruit hit record levels through winter - reaching almost \$4.50 per avocado in May, compared to \$2 the same time the year before. But prices are now back down to normal levels as a bumper crop becomes available; avocados were selling for \$3 for three this week. Industry group NZ Avocado said growers would deliver 7.6 million trays this year - nearly double the volume available last year. [More](#)

##### **Rwanda builds its first avocado factory**

Rwanda is set to build its first avocado processing factory in 2017, which will start processing avocado based products by 2019, according to the new Huye district plan fiscal year 2016/ 2017. This will be the first factory of its kind in the country and is expected to boost the economy and provide jobs to many citizens. [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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