



MEDIA RELEASE

7 December 2021

Survey finds that Aussies want to buy Aussie avocados

An Avocados Australia online research survey conducted recently found that the majority of respondents want to buy avocados grown in Australia.

72 percent of consumers rated purchasing Australian grown avocados as either “Very important” (34.11%) or “Extremely important” (37.81%) to their household.

However, 55 percent of consumers find it difficult to identify Australian avocados in store. Consumers stated that this was because *“(the country of origin) is not usually clear unless the brand states it on their label”, “because the labels aren’t always clear or don’t state they are grown in Australia” and because “the labels are too small to read”*. Therefore it is no surprise that 55.44% of consumers were unaware whether they had purchased an imported avocado in the past 12 months.

Consumers want to support Australian avocado growers but they find it difficult to identify Australian avocados on shelf and can you blame them?

Respondents aged 18-65 years old living in Australian major capital cities took part in the survey that asked questions about consumers’ preferences when purchasing avocados.

“These survey findings are timely as now more than ever Australian growers are keen to see Australian avocados being sold in retail stores,” Avocados Australia CEO John Tyas said.

“Consumers want to buy Australian avocados so Australian retail stores should ensure signage at the point of sale is very clear.”

Mr Tyas said that the updated long-term forecast suggests Australia’s avocado production is expected to continue to increase to about 170,000 tonnes by 2026, more than double the 2020-21 crop.

So with production at an all time high Australian avocado growers can easily supply Australian avocados to retail stores across Australia throughout the year.

“Australian avocados are in abundant supply this year and great value.”

“This year’s Hass crop is of excellent quality, and at this time of the year Australian Hass avocados are coming from the Western Australian and Tristate growing regions,” he said.

From February to April consumers will be able to buy Australian Shepard avocados (also known as “green skins”) that stay green when they become ripe. Shepard avocados are only grown in Australia and grown mainly on the Atherton Tablelands in North Queensland and around the Bundaberg region.

“Australian avocado growers take pride in what they produce and are committed to growing quality avocados,” Mr Tyas said.

“Australian avocados are less travelled than imports and our growers have a commitment to quality and best practice.”



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If you are looking for Australian avocados in store and can't find them, ask for them, because there are plenty available.

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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.