



MEDIA RELEASE

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Avocado label helps Aussies buy Aussie avocados

Avocados Australia's new Industry Label has been found to help consumers identify Aussie avocados. In a recent survey by Avocados Australia 72% of consumers said that buying Australian avocados is important. However, it was also found that 55% of consumers surveyed find it difficult to identify Australian avocados at point-of-sale. This highlighted the importance of ensuring that Australian grown avocados should be clearly identifiable at point-of-sale. Avocados Australia has investigated the problem and found the answer with their new Industry label.

When consumers were presented with 10 different avocado labels, 90% of consumers identified Avocados Australia's Industry Label as the label that most clearly identifies Australia grown avocados.

Avocados Australia is the representative industry body for the Australian avocado industry. We constantly strive to support Australian avocado growers and encourage consumers to buy Australian avocados. Those growers and packers who use the new Avocados Australia's Industry Label can be confident they are helping consumers to purchase Australian grown avocados.

John Tyas, CEO of Avocados Australia, believes that the Avocados Australia's Industry Label is an important asset to the industry.

"We know that 72% of consumers stated when purchasing avocados, it is either very important or extremely important that their avocados are grown in Australia. By having a label that clearly identifies Australian grown avocados we are helping consumers easily identify and buy Australian grown avocados".

For more information about Avocados Australia's Industry Label visit <https://avocado.org.au/our-programs/kangaroo-label/>

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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.