



MEDIA RELEASE

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A shortage of some fresh produce? - Buy Avos!

Shoppers faced with shortages and current high prices for some fresh produce lines should consider buying avocados and take advantage of their excellent value for money.

Media coverage has been lamenting that inflation is going up at a time when wages are “stagnant” and so the current increase in the cost of fresh produce is putting pressure on households. Avocados Australia has the answer, buy and eat Australian avocados!

While avocados have experienced their own shortages and high prices in the past, Aussie avocados currently offer excellent value, packed with nutrition, so why not make them an everyday purchase. There are so many recipes you can try with the healthy “Green Gold” fruit for every meal occasion.

With the current lower prices, shoppers will find that they will be able to add more to their household meals, in a range of dishes, by using affordable Australian avocados.

“While households are feeling the pinch with inflation, we recommend that shoppers take advantage of the health giving properties of avocados,” said John Tyas, CEO of Avocados Australia.

“We want to let shoppers know that they can buy avocados and have a great value product that is not only delicious but also a healthy and versatile meal option.”

Avocados are truly the most versatile fruit. You can start the day with a smoothie. Boost your brunch with avocado on toast. Layer your sanga with some avocado for lunch. Go Mexican for dinner adding great guacamole. Dessert is covered too, try rich and creamy avocado chocolate mousse or tiramisu. There are plenty of inspirational recipes for all meal occasions at this website <https://australianavocados.com.au/>

“Like all growers, avocado growers have also been experiencing high input costs from increases in the cost of fertiliser, fuel and labour shortages, however despite this, avocados are being sold at prices that are offering excellent value for shoppers at the moment.”

“Australian avocados offer great value to consumers and they are affordable right now so why not shop smart, save money and support Australian growers at the same time,” said John Tyas.

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For more information contact: Anna Petrou, Communications Manager, Avocados Australia Limited on (07) 3846 6566 or 0488 384 222 or co@avocado.org.au.

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.