



MEDIA RELEASE

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Australian Avocado industry aiming to increase exports to Japan

The Australian avocado industry is set to increase exports to Japan this year. In fact, in the coming years, the industry plans to increase its export volume year-on-year, says John Tyas, CEO of Avocados Australia.

“Japan is the largest avocado market in Asia, and it has lots of growth potential for us,” said John Tyas.

“Australian avocados were very well received in Japan last year and our exporters made substantial inroads into developing partnerships with Japanese importers.”

“Despite a lighter crop in Western Australia this year we are expecting a three-fold increase in the quantity of avocados that will be exported to Japan,” said John Tyas.

The Australian avocado industry has invested in a marketing campaign scheduled to promote Australian avocados to Japanese shoppers. This activity is managed by Hort Innovation, on behalf of the industry, and is funded by the avocado marketing levy. The campaign commenced in mid-September and will continue through to November. It will include social marketing and in-store retail promotions.

“We expect next year to be even bigger, and this is all part of a long-term strategy to grow our exports and support the Australian avocado industry,” said John Tyas.

“We have been trading with Japan for a number of years and have built a solid foundation with them,” said Trevor Bendotti, from Bendotti Avocado.

“We will continue to grow and develop this market with them as it is very important to us.”

Avocados Australia and Australian exporters intend to take part in trade events in Japan to promote Australian avocados in the market there such as having a presence at FOOD EX JAPAN.

Avocados Australia has also been working closely with Austrade, Hort Innovation and the Western Australian Government to grow the market in Japan and the industry welcomes the opportunity to utilise the WA trade office based there.

The Australian avocado industry has worked hard to ensure that the fruit exported to Japan is of the highest quality and one Japanese importer has observed that Australian avocados are arriving in great condition.

“From the internal quality of the fruit received, it [Australian avocado] had better internals than Chile and Peru,” said Noel Shield from Farmind.

“The fruit would be excellent for both retail and food service.”

Avocados Australia would welcome the opportunity to export to Japan all year-round supplying quality avocados from all regions of Australia. Australia’s production jumped to over 120,000t in 2021-22 and is expected to reach 170,000t by 2026.



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“We are committed to increasing our exports to Japan and once our Australian government negotiates a market access protocol for all regions of Australia our aim is to supply quality Australian avocados to Japan all year round,” said John Tyas.

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For an interview or 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’s purpose is to support Australian growers to become world leading sustainable producers. Our vision is to see a globally competitive and trusted Australian Avocado Industry.