



## MEDIA RELEASE

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# Shepard avocados to be showcased in Hong Kong

**Australia's Shepard avocado season has started and to showcase this special fruit Avocados Australia, Hort Innovation, Trade Investment Queensland and the Australian Trade and Investment Commission are presenting the "Queensland Shepard Avocados Workshop & Networking Function" on Friday 3 March at the Grand Hyatt (Drawing Room) in Hong Kong.**

The purpose of the workshop is to promote Shepard avocados and engage with importers and retailers in Hong Kong. During the workshop a range of knowledge will be shared from supply chain management, benefits of Shepard avocados and the introduction of the levy funded marketing program. The event aims to:

- Raise awareness of Shepard avocados (this variety is unique to Queensland, Australia),
- Share some great benefits of using Shepard avocados (i.e., the flesh colour doesn't change when cut open),
- Build relationships with Hong Kong importers and retailers,
- Further build the Australian avocados brand in Hong Kong

Avocados Australia is very excited to be able to showcase Shepard avocados in Hong Kong as it is a very important overseas market for Australian avocado growers. Shepard avocados, also known as a "green skin variety", always stays green when ripe. They have smooth, glossy green skin and a delicious taste. Another great benefit is that the flesh of Shepard avocados doesn't go brown when cut. They are grown only in the state of Queensland and are available from February through to May.

Queensland Shepard avocados will be in Hong Kong retail stores from early March. With 2023 being the Year of the Rabbit, said to bring hope and prosperity, Avocados Australia would like to invite Hong Kong shoppers to celebrate by buying something special, Shepard avocados.

Australian avocado growers will also be visiting Hong Kong at this time taking part in a half-day tour of an importer's facility, the wholesale market and retail chains because they are keen to find out more about the Hong Kong market.

John Tyas, the Chief Executive Officer of Avocados Australia, believes Hong Kong people will like the look and feel of Shepard avocados and they will find that the taste and texture makes it a versatile fruit to eat.

*"Shepard avocados have a unique flavour and texture and can be used in a range of dishes," he said.*

*"Shepard avocados can be added in lots of recipes such as with seafood, with noodles, with eggs, in a salad, or as a dessert."*

*"There are a lot of different recipes that Hong Kongese can try."*

Fabulous Shepard avocado recipes are available online from the Australian Avocados website here:

<https://australianavocados.com.au> .



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### **ENDS**

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***About Avocados Australia – [www.avocado.org.au](http://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.*