



MEDIA STATEMENT

13 April 2023

An Avocados Australia Statement concerning the current price of avocados and clarification of the situation

Recent media articles have stated that avocados are currently retailing at prices as low as 80 cents each in Australia. John Tyas, the Chief Executive Officer of Avocados Australia, was recently contacted by various media channels to provide comment on this statement.

Despite some mis-quoting that has been reported, Avocados Australia has responded to the media enquiries by clarifying that avocados are currently retailing at between \$1.80 and \$2.00 each in the major retailers across the country, and that we have no evidence of avocados being sold at 80 cents each. We monitor avocado retail chain prices across Australia on a weekly basis.

Despite clarifying the current retail prices, some media channels are continuing to report that avocado prices are currently very low, which is incorrect.

Be it Hass avocados or Shepard avocados, the price varies depending on supply and demand. Whilst we currently have good supplies of Australia avocados, domestic demand is currently strong and we are expanding our footprint in key export markets.

Every month of the year, Australian avocado growers work hard to produce quality avocados to meet consumers' expectations. Shepard avocados supply the February to April window that enables Australian growers to supply all year round. The Shepard season is coming to a close and new season Hass will begin to dominate supplies in the coming weeks.

What is Avocados Australia doing about the strong supply of Australian avocados:

- 1) Avocados Australia is working across the industry to increase domestic consumption and to increase consumption of Australian avocados in our key export markets.
- 2) Avocados Australia is working with the Australian Government to open new export markets and we are supporting growers to increase their capacity and capability to export.

What can the Australian public do:

Support Australian avocado growers by buying Australian avocados in retail stores. Be it Shepard or Hass, avocados are incredibly healthy and versatile, they add something special to a wide range of meals. There are plenty of recipes consumers can try on the Australian Avocados website -

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

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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



MEDIA RELEASE

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.