



## MEDIA RELEASE

21 July 2023

# 10 Trial Avocado Shipments to India successfully received

**This week Avocados Australia received confirmation that all 10 trial shipments of Australian avocados were successfully received by Indian officials. Australian Hass avocado growers will be able to proceed to the next step towards export to India. This is great news for the Australian avocado industry as it has been working hard to increase exports to overseas markets.**

Peak industry body Avocados Australia, welcomes the news and is very pleased that the thorough process adopted by all the participants involved with all ten shipments resulted in this excellent outcome.

*"I would like to thank The Avolution, Costa Group, Simpson Farms and Dons Fort Packing for participating in the ten trial shipments and for their professionalism in the way they approached the process,"* said John Tyas, CEO of Avocados Australia.

*"Our access to India rested on the success of these ten trial shipments so we are very grateful that the process went smoothly, more steps are ahead of us but we are closer to our end goal,"* he said.

*"I would also like to thank Hort Innovation, the Department of Agriculture, Fisheries and Forestry, Austrade, Kiran Karamil our Indian Agricultural Counsellor and Joe Siana from the Australian Horticultural Exporters' and Importers' Association."*

Early this month John Tyas visited India and met with key stakeholders such as importers, government officials and other important contacts that will have a part to play in the success of Australian avocados in the Indian market.

Avocados Australia intends to retain a strong presence in India to support on-going marketing activities.

Avocados Australia has an avocado launch planned in Delhi in the coming months that will be organised by Delhi-based business, AMPRO marketing. Market visits to Mumbai and other Indian cities are also planned so that Australian avocado growers and exporters can further connect with Indian importers and retailers.

*"The launch and market visits will provide participating Australian avocado growers and exporters with the chance to forge strong relationships with Indian market contacts and these initiatives will be the first of many we plan to organise in India,"* said John Tyas.

*"We look forward to great Aussie avocados becoming an important part of a healthy Indian diet."*

Avocados Australia would like to also acknowledge the support provided by the *Avocado market access and trade development (AV20004)* project. This project has been funded by Hort Innovation, using the Avocado research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

**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's purpose is to support Australian growers to become world leading sustainable producers.*