



MEDIA RELEASE

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Western Australian avocado growers welcome access to Thailand

Western Australian avocado growers have successfully shipped a verification shipment of Hass avocados to Thailand. Western Australian avocado growers can provide a strong supply of avocados so access to this market comes at the perfect time.

Peak industry body Avocados Australia welcomes the news and is very pleased that the participants involved in making the successful verification shipment achieved this excellent outcome.

"I would like to thank the exporters and other key stakeholders for participating in the verification shipment to Thailand and for their professionalism in the way they approached the process," said John Tyas, CEO of Avocados Australia.

"Our access to Thailand rested on the success of this verification shipment so we are very grateful that the process went smoothly," he said.

"I would also like to thank the Department of Agriculture, Fisheries and Forestry, the Western Australian Department of Primary Industries and Regional Development, the Thailand Department of Agriculture, Amber Parr (Australian Agricultural Counsellor located in Bangkok) and her colleagues, and Hort Innovation."

Thailand is a promising market for Western Australian avocado growers. In the 2022 calendar year Thailand imports were at 1,575 tonnes which were valued at AU\$12.28 million. Western Australian avocado growers and exporters see Thailand as a significant opportunity.

Ben Walker, marketing manager from Delroy Orchards (a grower, packer and exporter), is very positive about Thailand market access.

"We're excited to be able to supply Thailand with Australian Avocados. Our quality, flavour and freshness will be appreciated by the Thai people who live a very healthy life and love good fresh fruit," he said.

Avocado exporters, The Avocado Collective, are also thrilled with Thailand market access.

"The Avocado Collective team are very excited to have played a part in the verification shipment and Thailand market access gives our growers a wonderful option for exporting their avocados. So much work goes into these access protocols, so thank you to all who have participated!" said Sophie Cremasco, from The Avocado Collective.

Avocados Australia is planning a special launch at the Sukhothai Hotel in Bangkok on 27 September. The launch will celebrate Australian avocados and include cooking demonstrations. This will be followed by business engagements with the support of the Western Australian government and Austrade.

Additionally the plan for a comprehensive marketing campaign managed by Hort Innovation is in place



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including consumer-facing activities, store activations and social media. The industry intends to retain a strong presence in Thailand to support on-going marketing activities.

“The launch and various activities that are planned will provide participating Western Australian avocado growers and exporters with the chance to forge strong relationships with Thai market contacts and these initiatives will be the first of many we plan to organise in Thailand,” said John Tyas.

“We look forward to making Australian avocados an important part of a healthy Thai 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.

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