



## **MEDIA RELEASE**

12 December 2023

# **Australian avocado exporting is set to get FASTA**

**On 7 December an important research forum took place hosted jointly by Avocados Australia (AAL) and the Fresh and Secure Trade Alliance (FASTA) at the Department of Agriculture and Fisheries' Redlands Research Facility in Cleveland, Queensland. The event brought together professionals with the aim of working toward building capabilities toward technical market access. The forum gathered ideas to inform the development of an avocado Market Access R&D plan.**

This was the first roundtable forum to be held as part of the [FASTA initiative](#) and AAL was the first peak industry body to benefit. The initiative will develop robust datasets, open new export markets for fresh Aussie avocados, and strengthen access to existing markets.

FASTA's 8-year, national program unites state governments and several universities to strengthen Australia's biosecurity and support Australia's pest management.

More than 70 scientists from the 9 partner agencies across Australia will test new technologies to improve understanding and management of fruit fly and other key pests.

The research forum was facilitated by Penny Measham (Department of Agriculture and Fisheries (DAF) and FASTA Director) and included presentations from Brendan Missenden (DAF), Pauline Wyatt (DAF), Craig Hull (Department of Agriculture, Fisheries and Forestry (DAFF)), Alicia De Mamiel (DAFF), Anthony Baker (Hort Innovation), John Tyas (Avocados Australia), Richard Magney (Avocados Australia) and Wayne Prowse (Fresh Intelligence).

The Fresh and Secure Trade Alliance is a partnership between Hort Innovation, the Department of Agriculture and Fisheries Queensland, the Department of Primary Industries and Regional Development (WA); the Queensland University of Technology, the Department of Energy, Environment and Climate Action (VIC), the Western Sydney University, the Department of Tourism, Industry and Trade (NT), the Australian Blueberry Growers' Association, James Cook University, the Department of Primary Industries and Regions (SA) and GreenSkin Avocados, with levy funding from the avocado and strawberry industries, and support from the Australian Government.



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### **Minister's Quote:**

#### **Agricultural Industry Development and Fisheries Minister Mark Furner's direct quote:**

*"Queensland produces the lion's share of avocados and we all benefit from a vibrant and innovative avocado industry."*

*"Growth and prosperity for our avocado industry requires export growth. Shelf-life, quality nutrition and market access are all critical aspects that DAF researchers are working on with industry."*

*"DAF is leading the new \$130 million Fresh and Secure Trade Alliance (FASTA) initiative to accelerate technical market access, which will build confidence in our trading partners."*

### **Avocados Australia – CEO's direct quote:**

John Tyas, Avocados Australia's CEO, is very supportive of the FASTA initiative.

*"The FASTA initiative brings together world class scientists across Australia with recognised expertise in market access, biosecurity and pest management and their combined efforts can help the Australian avocado industry advance our market access efforts and ultimately realise our Avocado Export Strategy objectives,"* he said.

**ENDS**

**For more information contact:**

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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.*