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Australian Avocados a smash hit on international awards stage

Australian Avocados has clinched 'Marketing Campaign of the Year' at the Asia Fruit Awards – presented at Asia Fruit Logistica – celebrating an extraordinary campaign and trade development efforts that reached seven countries. The campaign engaged more than 30 retail chains throughout Asia Pacific and the Middle East and made a significant impact with top importers and other key stakeholders as well as leading online platforms.

Delivered through Hort Innovation, funded by grower levies, and executed in-market by Bastion, the consumer-focused campaign effectively showcased Australian Avocados as the premium choice, enlightening consumers on the superior quality of Australian-grown avocados compared to international competitors.

Complementing the consumer campaign was the *Avocados export development and market access* project led by Avocados Australia – also funded by grower levies – which played a major role in business-to-business activities as part of the market development program working closely with Hort Innovation and other service providers.

Hort Innovation and Avocados Australia were both delighted with the win.

Hort Innovation chief executive officer Brett Fifield said the award recognises the avocado industry's commitment to excellence.

"We are honoured to receive this award as it is a testament to Australia's dedication to providing premium-quality fresh produce, including avocados, to our global consumers," Mr Fifield said.

"Our mission is to bring the great taste, quality, and versatility of Australian avocados to consumers internationally. This achievement validates our efforts and fuels our passion to share the goodness of Australian avocados with the world."

The highly coveted Marketing Campaign of the Year Award was presented by Asia Fruit Logistica and Asiafruit Magazine at the Asia Fruit Awards, the premier annual awards celebrating excellence in Asia's fresh fruit and vegetable businesses.

Avocados Australia chief executive officer John Tyas said the award recognises the extraordinary efforts of a highly successful team that is supporting the avocado industry's commitment to serving the needs of their international customers.

"Avocado exports have gone from strength to strength, for 2023/24 exports increased to 21,979 tonnes that's 106 per cent above the previous period's result," Mr Tyas said.

"As a collective industry, we are committed to working with our export partners to deliver our excellent produce reliably all-year round and are continually investing in research and development, marketing and trade initiatives through our levy to support that goal."

The campaign involved a wide range of activities to reach its audiences targeting both trade partners and consumers, including presence at tradeshows, collaboration with importers, inbound and outbound trade missions, in-store displays, sampling sessions, promotional discounts, partnerships with restaurant chains, launch events at key retailers, training sessions for retail staff, online advertising, gifts with purchase, social media, cooking demonstrations, and more.

Asiafruit Magazine editor John Hey said Australian Avocados had been selected as the winner for its extensive international marketing campaign across Asia in 2023/24.

"The campaign succeeded in boosting brand awareness and driving sales of Australian avocados especially in new markets such as Japan, Thailand, India and the GCC region," Mr Hey said.

"Avocados are an emerging category in several Asian markets, and the campaign also helped to educate trade and consumers about handling, ripening, preparation and usage."

A highlight of the campaign was the involvement of Australian cricketer Brett Lee as the Australian Avocados Brand Ambassador in India. The announcement was made at Avocados Australia's Launch Trade Reception held at the Australian High Commission in New Delhi in India after Hass avocados were granted market access.

Key facts and figures:

- Since 2017, avocado export value has grown by 666 per cent and volume has grown by 849 per cent
- In 2023/24, 21,979 tonnes of avocados were exported at a value of A\$96.1m, which was 106 per cent above the previous years' result.*
- For 2023/24, the top five countries Australian avocados were exported to are Hong Kong (42 per cent), Singapore (24 per cent), Malaysia (19 per cent), Japan (four per cent) and the UAE (four per cent).*

Hort Innovation is Australia's grower-owned, not-for-profit organisation that invests in research and development, marketing, and trade initiatives to build a prosperous and sustainable future for growers.

*Source: Avocados Australia Monthly Export/Import Update Report – June 2024

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