



## MEDIA RELEASE

5 November 2024

# WA Avocados the focus of an Inbound Trade Mission

**This week, from 4-7 November, through Hort Innovation, Avocados Australia is jointly hosting an Inbound Trade Mission in association with the Department of Primary Industries and Regional Development, Western Australia (DPIRD, WA) involving 15 delegates from four countries and a number of WA avocado packers and growers. The delegation includes prominent retailers and importers from India, Thailand, the Gulf Cooperation Council (GCC Middle East) and Japan, all of them wanting to explore the region's avocado production and packing facilities to see how quality Australian avocados are grown and handled.**

The Inbound Trade Mission enables buyers to establish connections and develop an understanding of farm operations, see best practices on farm and how the industry sizes and packs avocados. The networking and lead generation opportunities generated by taking part in this initiative was extremely valuable. This initiative is designed to showcase the region's strengths in avocado production and export.

According to Avocados Australia's latest "Facts at a Glance 2023-24 Report", in FY2023-24 WA produced a record volume of over 65,000 tonnes of avocados, this represented 44% of the total volume produced in Australia.\*

Market access has been gained for WA avocados to Thailand and India over the past 18 months, expanding its global reach. Exports to Japan and Thailand from WA has shown impressive growth. WA avocado exports to Japan increased 226% in FY2024. WA avocados captured 40% market share in Thailand for FY2024.

Given the industry's current strong supply, effort is underway to increase demand domestically as well as in overseas markets. John Tyas, Avocados Australia's CEO, believes hosting Inbound Trade Missions is an important part of the industry's export development.

*"Inbound Trade Missions bring buyers and suppliers together and the partnerships they form are vital in supporting export trade."*

This initiative was conducted in collaboration with the WA Government, with support from the Minister for Agriculture and Food, the Hon Jackie Jarvis MLC.

The Inbound Trade Mission is an initiative of the *Avocado market access and trade development (AV20004)* project, funded by Hort Innovation, using the avocado research and development levy and contributions from the Australian government and led by Avocados Australia. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

For more information about the WA Inbound Trade Mission contact Avocados Australia on 07 3846 6566 or email [export@avocado.org.au](mailto:export@avocado.org.au).

\* Source: [2023/24 Avocados Australia Facts at a Glance](#)

**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. Our purpose is to support Australian growers in becoming world leading sustainable producers. 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 supply chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy and safe product for all consumers.*