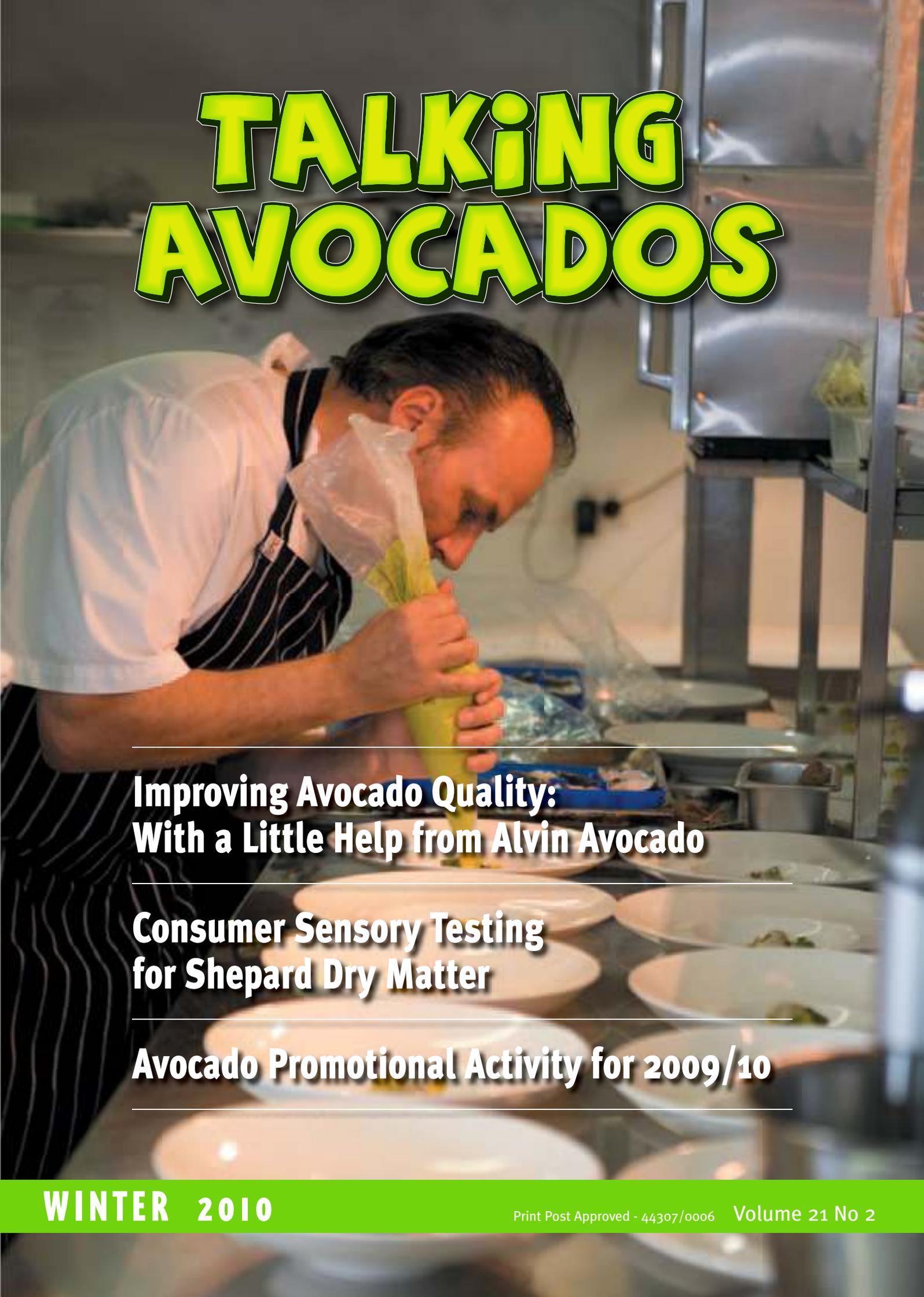


TALKING AVOCADOS

A chef in a white shirt and striped apron is focused on piping a vibrant green avocado puree onto a white plate. The kitchen background is filled with stainless steel equipment and other plates, creating a professional culinary atmosphere.

**Improving Avocado Quality:
With a Little Help from Alvin Avocado**

**Consumer Sensory Testing
for Shepard Dry Matter**

Avocado Promotional Activity for 2009/10

Chairman's Perspective

Where have the years gone? The Autumn edition of our magazine featured the first edition published 20 years ago in March 1990. What a wonderful effort for our first editor Marie Piccone, and all editors since, and to the present editor Antony Allen. We have a terrific magazine and it really is the envy of many other horticultural industries here in Australia and overseas. Talking Avocados has been a very effective way for the industry to inform growers and third parties of the latest developments in research, marketing, overseas topics and much more. How much more this magazine can offer really depends on how growers use it to interact with others opinions and ideas.

It seems that the 20 years went so fast that the problems we faced as growers in the orchards back then are still the problems we face now. I know, as we all know, the enormous effort that has gone into research and development, and yet we still face issues in:

- managing quality in avocados,
- *Phytophthora cinnimomi* control,
- Clonal rootstocks,
- growth cycles/phenology charts,
- insect control,

WARNING

Avocados Australia has for a number of years paid a large amount of money for the industry's right to use the **Heart Foundation "Heart Tick"** on avocados.

If you are using a "Heart Tick" logo from anyone other than the label companies Label Press, Spicer Labels, Sinclair International and Warehouse Packaging and Design you are acting illegally.

No other label printers are able to legally print the "Heart Tick" for use on avocados. Avocados Australia is undertaking a clean up of the "Heart Tick" printing. We will lose access to the "Heart Tick" logo if it is used illegally.

Avocados Australia, AUF and the Heart Foundation will enforce their Registered Trademark rights to the fullest extent.

If you have non-genuine labels do not use them. If you know of label companies offering to print non-genuine "Heart Tick" labels for you please let us know on **1300 303 971**, so we can all help keep this valuable tool.

All growers could lose access to the "Heart Tick" logo if you don't act now.



CERT TM

- spray technology,
- avocado export marketing and lots more.

The Avocado Study Group Meetings project has come to an end after its three year term. These meetings have been a great success with very high grower participation, and more is definitely wanted. The final question now is to evaluate how successfully the information has filtered through to the orchard floor.

In May 2010, HAL hosted a forum of all member industries of which Avocados Australia took part in. One of the topics of great interest to all avocado growers is the HAL submission to the Commonwealth Government Productivity Commission. One of the key submissions before the Commission is an examination of the policy rationale for the Commonwealth Government investment in rural R&D. In brief, this could result in changes to the current funding model through an examination of the appropriateness of the current funding levels and arrangements, and Commonwealth matching and other financial contributions to agriculture, fisheries and forestry, research and development corporations.

Bottom line: There could be changes to the current funding model of grower levies being matched by the Commonwealth Government, or even allowing the collection of levies at all.

The reflection of Talking Avocados in 1990 compared to 2010, highlights the effort and importance that research and development projects have to our industry and how important it is for these projects to continue. We must continue to develop the science in growing this great healthy fruit.

The last Avocado R&D Integration Workshop was held at Parliament House, Canberra on 24-25 June 2010, and hopefully we were able emphasize a message that I saw once on a bumper sticker that read: "AGRICULTURE SERVES YOU THREE TIMES A DAY".

Jim Kochi

Jim Kochi,
Chairman, Avocados Australia



Industry Matters

Written, edited and compiled by
Antony Allen, CEO of Avocados Australia

Australian Avocados Everyday for a Healthy Life

Australian political history was made in the last week of June when the first female Prime Minister came to power. On that same day, inside the walls of Parliament House and only a few rooms away, the future direction of the Australian avocado industry was also being decided.

The next component of the Australian Avocado Industry Strategic Plan 2010-2015 was held at Parliament House in Canberra on Thursday, 28 June. A selection of the key industry stakeholders attended the meeting to discuss appropriate strategies that will address the challenges of the next five years.

“Australian Avocados Everyday for a Healthy Life” has been chosen as the avocado industry’s new vision. This encapsulates the industry’s intention to make Australian avocados an everyday food for consumers.

“We aim to deliver consistent, good quality avocados; innovation and choice; and a product that is recognised and appreciated by consumers as Australian and an essential healthy food option” commented Mr Jim Kochi, Chairman of Avocados Australia, who was very pleased with the outcome of the day.

A number of MP’s from a range of political parties in major growing regions, as well as the Shadow Minister for Agriculture, Food Security, Fisheries and Forestry, the Hon John Cobb, attended the strategic workshop to listen and discuss issues the avocado growers felt were important.

avocados to meet the needs of consumers, increasing the demand for Australian avocados, and continuing to build opportunities and provide a range of resources and information to avocado growers and other key stakeholders.

“We have over the last five years built a strong base for the Australian avocado industry, focusing on the whole avocado supply chain and consumer directed and focused marketing, we will continue to build on our successes” explained Mr Antony Allen, CEO of Avocados Australia.

Avocados Australia would like to thank Jenny Margetts from p2p business solutions for co-ordinating the strategic planning process, Steven Cork from EcoInsights for leading the ‘Future Scenario Planning’ workshop, and Michael Clarke from AgEconPlus for presenting an analysis of the Strategic Plan from an investment perspective.

The Draft Strategic Plan will be released to avocado growers for comment in August; the industry welcomes and encourages growers to offer any feedback they may have. Source: Avocados Australia



The Hon John Cobb receiving an Avocados Australia gift box from Mr Jim Kochi.

Objectives for the next five years will include building a sustainable and competitive supply of Australian

Register for FREE Your Business in the Avocado Supply Chain Directory

Avocados Australia has established an online directory of all businesses involved in the avocado industry. Our Supply Chain Directory is a valuable resource area for both buyers and suppliers of industry-related products. The directory enables buyers to find suppliers, while allowing suppliers to create and maintain a web presence on the Australian Avocados website for **FREE**. The Supply Chain Directory lists all registered suppliers, in alphabetical order. The directory is also searchable.

To view this directory, simply go to www.avocado.org.au and select the ‘**Supply Chain Directory**’ tab in the top right hand corner of the page.

To become a registered supplier in the directory, please complete the online application form found on the website.

It is a **free service** for the whole avocado supply chain.



International Irregular/Biennial Bearing Project

In an attempt to find an alternate bearing solution, the California Avocado Commission is proceeding with initial involvement in the International Biennial Bearing Project; a collaborative research project, wherein at least four countries will pool scientific and economic resources, intent on solving the worldwide alternate bearing problem.

Spearheading the project is Antony Allen, Chief Executive Officer (CEO) of Avocados Australia, who extended participation invites to Alan Thorn, CEO of the Avocado Industry Council (New Zealand); Derek Donkin, CEO of the South African Avocado Growers' Association; and the California Avocado Commission (CAC). These four countries – while not limited to such – were selected based on similarities in climate/production, research funding history, industry assessment income and governance structure.

The expected return on investment is at least a 5% productivity increase, with yield variability controlled, at least in early project stages. The project is anticipated to last a minimum five years, with a combined annual funding commitment of \$1 million.

The subsequent project step, following a June meeting with the CAC, Antony Allen and Alan Thorn, is an International Research Summit on Biennial Bearing,

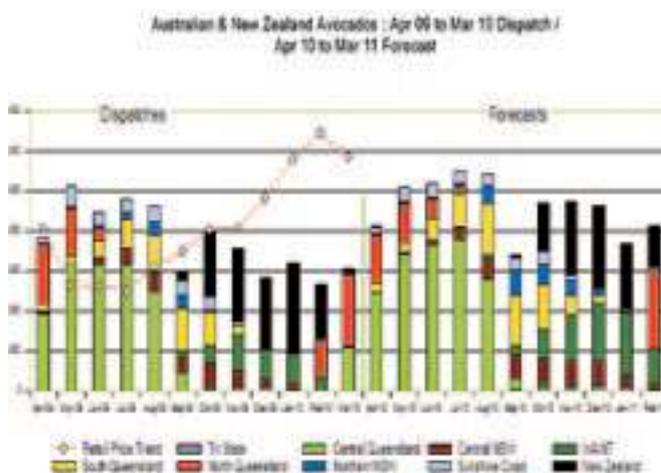


wherein pre-eminent researchers knowledgeable about alternate bearing (representing a range of tree-fruit crops) can identify research topics and theories regarding alternate-bearing mechanisms. The outcome of the meeting, which is expected to occur in September in California, will form the basis from which the International Biennial Bearing Project proceeds. Source CAC

Infocado Update

Below are extracts from the April 2010 Infocado quarterly report.

Volumes have increased markedly since April, as was forecast in the graph below. The Shepard season finished at the end of May going slightly longer than was initially thought, due mainly to the late start in Central Queensland.

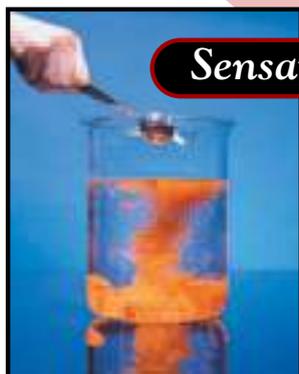


Apr 09 to Mar 10 Dispatches and Apr 10 to Mar 11 Avocado Production Estimates 5.5kg eqv trays

Region	Apr 09 to Mar 10	Apr 10 to Mar 11
North Queensland	1,120,776	1,225,913
Central Queensland	3,108,800	3,531,024
Sunshine Coast	530,126	490,183
Southern Queensland	927,313	1,262,244
Northern NSW	228,938	455,798
Central NSW	556,442	747,999
Tri State	71,644	103,852
WA	701,805	1,272,118
Total	7,245,844	9,089,131

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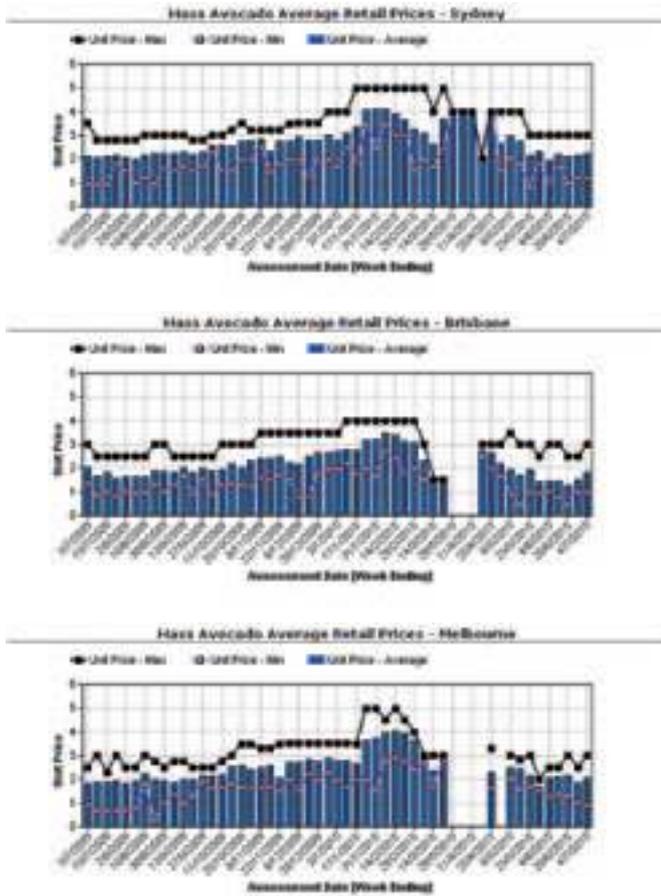


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Industry Matters continued

Retail prices have reflected the increase in market volumes as the Hass retail price graphs illustrate below.



Biosecurity: Avocado Thrips

The nations Avocado growers have been asked to keep a close lookout for thrips which could cause significant production losses if they were to be introduced into Australia.

Scirtothrips perseae was discovered damaging avocado fruit and leaves in the US state of California in 1996 but is a native of Mexico and Guatemala.



For Antony Allen, the Chief Executive Officer for Avocados Australia, keeping pests like the avocado thrip out of Australia is a high priority. “The introduction of a pest like this would be a disaster to the Australian industry.”

“The feeding by adults and larvae causes serious distortion to young leaves,

as well as extensive corky damage to the surface of young avocado fruit,” he said.

In southern California, the thrips build to high densities on immature avocado foliage and fruit in late winter and spring. The cumulative feeding damage by larvae and adults can induce premature tree defoliation. The brown scarring and damaged fruit is either unmarketable or downgraded in packing sheds.

“It would cost growers a great deal of money to control and it would have a substantial impact on production and fruit quality,” Mr Allen said. “I urge all producers to follow biosecurity plans when introducing new planting material into their orchards.”

Mr Allen says it’s important any suspicious pests are reported to government agencies under this plan. “Maintenance of our plant health status is vital for retaining existing trade opportunities, negotiating access to new overseas markets and ensuring the future profitability and sustainability of the avocado industry.”

The program manager for Plant Health Australia, Rod Turner, says avocado thrips were presumably introduced inadvertently into California, most likely on young seedlings, and now infest about 95 per cent of farms.

“However, the avocado thrips have not, as yet, been dispersed more widely, despite a worldwide trade in avocado fruits on which all life stages of this insect might be suspected of being able to survive.”

“Thus, for purposes of breeding, this thrips appears to be fully dependent on the young growing tissues of the avocado tree.”

“This shows the importance for any member of the public not to introduce foreign plant material into the country because of the potential pest and disease risk,” Mr Turner said.

The thrip is easily recognised from the two pairs of long



slender wings with their rough surface and long fringes of marginal cilia. However, because of the small body size, scarcely 2mm long and the undistinguished yellow colour, satisfactory recognition of an adult as a member of the genus *Scirtothrips* needs examination under a microscope. The avocado thrips is not known to vector any virus diseases.

Biological control of avocado thrips has been attempted.

However, the rate of breeding of this pest thrips usually outstrips that of any predators, and traditional biological control is not considered a viable option in commercial orchards.

For more information on biosecurity and a range of tools to help you secure your Farm, and your future, visit:

www.farmbiosecurity.com.au. If you spot anything unusual in your avocado orchard call the Emergency Plant Pest Hotline on 1800 084 881.

Photographs:

Department of Agriculture, Fisheries and Forestry

Hoddle, M.S. 2002a. Oviposition preferences of *Scirtothrips perseae* Nakahara

(Thysanoptera: Thripidae) in southern California avocado orchards. *Pan-Pacific Entomologist* 78: 177-183.

Hoddle, M.S. 2002b. Developmental and reproductive biology of *Scirtothrips perseae* (Thysanoptera: Thripidae): a new avocado pest in California. *Bulletin of Entomological Research* 92: 279-285.

Hoddle, M.S., Oevering, P., Phillips, P.A. & Faber, B.A. 2004. Evaluation of augmentative releases of *Franklinothrips orizabensis* for control of *Scirtothrips perseae* in California avocado orchards. *Biological Control* 30: 456-465.

Source: ABC

Infocado Summit

2010 will see the 3rd Infocado Summit, repeating the events held in Brisbane 2006 and Sydney 2008. The Summit will be held in Melbourne on the 26 and 27 October 2010. It continues to be an invitation only event with only Infocado contributors eligible to attend. There will be guest speakers and trips to both the wholesale markets and notable retailers. Source: Avocados Australia

ProFruit

Veteran family-owned fruit wholesalers A&H Fruit Supply and Cremona Bros have merged to create a new company, ProFruit. The Cremona and Petulla families have more than 51 years' experience in the Sydney Wholesale Markets. They supply produce to independent retailers throughout Sydney, Wollongong and Canberra.

"We are excited about the ProFruit venture and increasing our continued commitment to providing a premium service across all areas. Our combined knowledge of the wholesale industry will allow for a customised and attentive experience for each and every customer," said Frank Petulla, ProFruit General Manager. ProFruit will officially open its doors on Monday, June 28. Source: ProFruit

Agrilink Avocado Information Kit Now Accessible via the Internet

The avocado Agrilink kit, published in 2001, sold out a couple of years ago but can now be accessed on DEEDI's website via the following link: <http://era.deedi.qld.gov.au/1642/>

The information is available in 10 separate PDF documents. Note that the 'Problem Solver' is split into two parts; A and B. Since the Agrilink kit was published in 2001 some things will be out of date, but the intention is to develop a new up-to-date information resource on avocado growing as part of the next avocado extension project.

Any queries please contact Simon Newett or Peter Rigden at the DEEDI office in Nambour on 07 5453 5800.

The AEC: Not Just Another Avocado Exporter

The excellent quality of Australian avocados means they are a greatly desired product to overseas consumers, and therefore they are a highly sought after commodity on the

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Industry Matters continued

international market. Recognising this, the Avocado Export Company (AEC), trading as Avoz Exports, was formed in May 2009 by a group of growers, packers and marketers representing approximately 50% of all avocado production in Australia. Based in Brisbane, Queensland, the AEC has positioned itself as a market leader in quality, volume and year-round supply of avocados to all international markets.

The AEC is currently exporting numerous air freight and reefer containers of Auspak Avocados to customers in Singapore, Thailand, Malaysia, Hong Kong and the United Arab Emirates (UAE). Mr Louis Grey, General Manager of the AEC commented that the company “enjoyed an incredibly successful Shepard season, with actual export numbers reaching more than three times the original estimated figures”.

Committed to helping its customers maximise profit, every AEC customer is offered free training in the handling and merchandising of avocados to maximise consumer satisfaction and build consumer awareness. This project was launched in conjunction with the Department of Employment, Economic Development and Innovation (DEEDI), with DEEDI representative Jodie Campbell appointed as Project Leader.

Training programs seek to educate participants in quality assurance issues, the ripening process and distribution, as well as approaches to merchandising and promotion. Approximately 281 participants have already been trained in Singapore and Kuala Lumpur. Training is currently underway in Hong Kong, with Thailand and the Middle East scheduled for the coming months.



DEEDI representative Jodie Campbell conducting a training session.

“Our continued supply of quality avocados, and support to our customer base in South East Asia has opened new market opportunities in the Middle East and Eastern Europe, we are very excited for the future” said Mr Grey. The AEC would like to thank DEEDI, Horticulture Australia

Limited (HAL), Avocados Australia and the Global Markets Initiative, Austrade offices in Singapore and Kuala Lumpur, as well as Trade Queensland personnel in Hong Kong, China and Dubai for all of their assistance.



Jodie Campbell (DEEDI) with graduating training group.

Source: AEC

Mad Mex Plans Expansion

The Mad Mex Fresh Mexican Grill franchise has opened its seventh restaurant in Sydney’s Castle Towers Shopping Centre.

Mad Mex is the newest addition to the Piazza District, Castle Tower’s upscale dining destination. The fully licensed eatery offers a choice of tacos, burritos, fajitas and quesadillas filled with freshly grilled or slow-cooked meats and black beans, complemented with market-fresh produce, hand-made salsas and guacamole.

The Baja-Mexican themed chain is also celebrating its inclusion on the 'BRW 2010 Fast Starter list'. The Fast Starters are successful Australian entrepreneurs and start-up businesses which have been trading since June 2005.

Mad Mex founder Clovis Young says he has plans to grow Mad Mex to more than 40 stores by 2016 from its current seven outlets in NSW and Victoria. The company plans to open outlets in Queensland in the next year, as well as further expand within NSW and Melbourne. Source: Mad Mex

APVMA Looks Again at Endosulfan

The authority which regulates farm chemicals in Australia says it’s reviewing studies on the insecticide endosulfan, in the wake of a United States ban.

The US Environmental Protection Authority has announced it’s moving to end the use of the chemical, saying it poses an unacceptable risk to farm workers and wildlife.

But Simon Cubit, from the Australian Pest and Veterinary Medicine Authority, says tight controls were put in place for Australian use in 2005, and current advice is that there are no occupational health and safety concerns.

He says the authority is reviewing new science about the effect of the chemical on polar regions. “There’s been some quite significant research in recent times,” he says. “A lot of that research relates to what’s called long-range transport”.

“What that basically means is that it evaporates around the tropical and temperate regions of the world, and it blows with the wind, and settles, if you like, in the north and south poles.” Source: ABC

Vigilant Wharfies Keep Out Black-Spined Toad

A team of North Queensland stevedores can be credited with saving Australia from a menace potentially worse than the cane toad. Black-spined toads can live in a wider temperature range than cane toads, and are found throughout Asia. On many occasions, the toads have hitched a ride on a freight ship which travels between West Papua and Cairns.

Ken Freeman says his stevedore team never let them in. “Of the toads we found, 90 per cent were found in the hold of the vessel, they really can’t get out unless they come out on cargo,” he says. “Then there’s probably another 5 per cent we may have found on the wharf itself.

“As a container hits the wharf, they get shaken off on the wharf.. Then the other 5 per cent might make it all

the way through to the container cleaning process. The ones we find there are normally lodged in dirt under the containers and couldn’t get out.” Source: ABC

DAFF - Less Money, More Staff

The Federal Government will spend about \$44 million less in the agriculture, fisheries and forestry portfolio in the upcoming financial year, due to an expected decrease in drought payments.

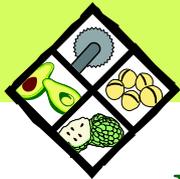
The Federal Government is estimating a drop in spending from \$1.98 billion to \$1.94 billion in the portfolio, with most of that decrease from the Department itself.

Budget papers say that expenses for agriculture, forestry and fishing are estimated to decrease by 39 per cent in real terms from 2010-2011 over the forward years. This is due to an assumed return to normal seasonal conditions in affected parts of Australia and a consequent reduction in drought assistance.

Spending remains the same for the portfolio’s research and development corporations, such as the Australian Wine and Brandy Corporation and the Sugar Research

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Industry Matters continued

and Development Corporation, with slight increases in the RIRDC and Grains Research and Development Corporation.

The Department is expected to spend more on natural resources this financial year, particularly through the Water for the Future package. Budget papers also suggest that DAFF will get 52 more staff in 2010-11. Source: ABC

Future Leaders of the Food Industry Get a Lesson in Avocados

In July, Tom Silver welcomed the finalists of the 2010 Electrolux Appetite for Excellence (EAFE) competition to his avocado farm, Laurel Park, on the Alstonville Plateau.

The finalists, comprising of seven chefs, seven waiters and three of five young restaurateurs from around Australia visited Laurel Park to learn about growing and handling practices, some of the issues growers face, and the good environmental credentials of conventionally grown avocados.

Tom's family started growing avocados on the Alstonville Plateau in 1987, after completing a degree in environmental science he stepped in to run the family business. Today, Laurel Park produces around 60 tonnes of Hass avocados annually, with the fruit ultimately finding its way to the Melbourne and Brisbane central markets.



Mr Tom Silver with EAFE finalists at his avocado farm, Laurel Park.

Tom applies an environmentally sustainable approach to farming at Laurel Park. This approach involves regenerating the rainforest along creek beds to boost biodiversity, using organic-based fertilisers, and implementing an integrated pest management approach to specifically target pests without requiring broad spectrum blanket spraying.



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“It’s hard work growing avocados, but it’s a labour of love really” said Tom.

Tom’s recommendation to food service professionals as well as consumers to ensure a better eating quality avocado: “You need to minimise the amount of handling, and the time between picking and consumption - the longer fruit is off the tree, the longer bruising and internal disorders have to develop”.

Tom also recommends purchasing the fruit through agents, providores and retailers that reliably supply a quality avocado.

Tom also grows the lesser known Australian variety, called Sharwil. The Sharwil avocado is prized by local foodies, and although the crop is too small to see these creamy avocados travel beyond the Northern Rivers, the EAFE finalists were lucky enough to try Tom’s specialty; the ‘Sharwil Avocado Milkshake’.

The visit, facilitated by Avocados Australia, was part of a prize package sponsored by Horticulture Australia Limited (HAL) and six other rural research and development corporations. The winners of the Electrolux Appetite for Excellence competition will be announced on Monday 9 August. Source: Avocados Australia

What Kids Love About Avocados

Grade three and four kids from primary schools across South East Queensland attended Rural Discovery Day in Brisbane on Thursday, April 22, where they had the opportunity to learn everything there is to know about Australian avocados.

A free, fun, educational and hands-on experience, the day was a chance for the kids to learn about where avocados come from; how they are grown and picked on farms; and the valuable contribution avocados make to their everyday life, from their mum’s chicken and avocado salad to the shampoo with avocado oil they use.

Mr Peter Rigden, avocado Extension Officer from the Department of Primary Industries and Fisheries (DPI), and Ms Amanda, Madden from Avocados Australia, represented Australian avocados on the day.

“The students were just so eager to learn about all the different aspects of avocados, they were really interested in how avocados are grown, and came up with really fun ideas about how best to eat avocados” said Amanda.

A competition was held on the day to discover how kids like best to eat their avocados. Some of the great meal ideas were avocado smoothies; avocado with roast chicken, pine nuts, salsa, mayonnaise and mango pieces; and avocado on toast with tomato, cheese and pepper.



Primary school students with Australian avocado show bags.

The winner of the competition was drawn soon after the event. The winning meal idea was ‘Avocado and Vegemite on Toast’. This surprising and tasty combination was one of the most popular ways the students liked to eat their avocados. The winner has won a double pass to a movie of their choice, as well as a sun-smart avocado hat.

Avocados are a great healthy food for Australian kids, it’s

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Industry Matters continued

exciting to see that they love to eat them, and have so many fun ideas for including them in their everyday meals. Source: Avocados Australia

How Much For an Avocado?

Every week Avocados Australia collects and reports retail avocado prices and other relevant information from retail markets in Brisbane, Sydney, Melbourne and Perth. Consistent reporting on avocado retail prices combined with the information already reported by the industry helps avocado growers, and the whole supply chain, make better informed management decisions.

When retail price information is transparent, growers can compare the trends in retail prices with the trends in production volume throughout the season. The ability to do this helps ensure that retailers are working with growers in times of high volume to sell the fruit; this in turn helps maintain the availability of high quality avocados throughout the year.

Joanna Embry from Avocados Australia commented that the availability of such information can also “help growers as well as consumers to monitor what retailers are charging consumers, and provides the avocado supply chain transparent and clear market signals on a weekly basis”.

Retail price information is collected from major supermarket chains, independent supermarkets and independent fruit and vegetable stores. Such information includes avocado variety, pack type, fruit weight, price, details of price specials (when relevant), and whether the fruit is local or imported.

By viewing this information growers can quickly learn the average retail price for avocados that week, the highest and lowest price for Hass and Shepard varieties, catalogue special prices in the supermarket chain stores, and a variety of other collected information that may be of interest to them.

Price trends are also available to view for the previous 52 weeks, so the price of avocados for one week can be compared to the price of avocados in the same week last year. This information is also compared to weekly avocado volumes giving a detailed picture of the real supply and demand dynamic in the Australian avocado market.

Retail Price Surveys are correlated and published weekly in both a graphical and tabulated format. They are free to view and available now in the Industry section of the Avocados Australia website www.avocado.org.au.

Meeting the Challenges of Global Food Security: Implications for Horticulture

The world’s population is predicted to reach 9 billion by 2050, additionally a growing middle class in developing nations will place even greater pressure on global food supply.

It’s no surprise therefore, that global food security has become a red hot issue for the media and governments worldwide.

In July 2009, at the G8 summit in L’Aquila, Italy, 26 countries including Australia and 14 multilateral agencies endorsed ‘The Joint Statement on Global Food Security’ which outlines a coordinated approach to food security.

The supporting countries and agencies (among these the United Nations, World Bank and World Trade Organisation) agreed “to act with the scale and urgency needed to achieve sustainable global food security”. They acknowledged that “the food security agenda should focus on agriculture and rural development by promoting sustainable production, productivity and rural economic growth”.

So what does ‘food security’ mean? According to the United Nations Food and Agriculture Organisation (UN FAO) the following definition applies:

“Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life”.

Horticulture’s Submission to the Agriculture and Food Policy Reference Group (C2005) provided a more ‘local’ definition:

“Food security refers to the ability of Australians to have access to a safe and healthy food supply grown domestically.”

The productivity and sustainability of food-producing industries, like horticulture, is now firmly part of the international and national agendas.

In March 2010, the Minister for Agriculture, the Hon Tony Burke MP, raised the issue of global food security at the ABARE Outlook Conference, noting that food security is one of the “three biggest issues in the world” along with climate change and the global financial crisis.

The CEO of the Australian Centre for International Agricultural Research, Dr Nick Austin, also spoke on the need for a revolution in productivity to deal with global food security.

“Population growth and constraints on food production,

including from the anticipated affects of climate change and shifting supply and demand patterns, must be balanced by improved agricultural yields,” Dr Austin said.

“What is necessary is not one revolution in agricultural productivity, but a series of country specific responses to spark a range of mini-revolutions in productivity that leverages off intellectual capital and an understanding of the environment.”

For more than 20 years Australia’s horticultural industries, along with other agricultural industries, have been investing through rural research and development corporations, such as Horticulture Australia (HAL), in sustainably improving their productivity.

Productivity improvements in horticulture have been achieved through developments across all areas of production including improved seed and nursery stock through breeding and evaluation programs, optimising plant densities and growing systems, and management of soil, water, nutrition, pests, diseases and weeds.

The avocado industry has invested in many of these areas.

Additionally, climate change will affect productivity across all industries and therefore will impact on food security.

Some of the risks to food supply because of climate change include increased crop failure, new patterns of pests and diseases, lack of appropriate seeds and planting material, and loss of livestock.

Speaking at the UN Secretary-General’s High-Level Task Force on the Global Food Security Crisis in January 2009, Minister Burke said the global financial crisis and climate change were interrelated with food security. The Minister said “Climate change represents a significant risk to the sustainability of the world’s agricultural production... We face the challenge of improving food security, while at the same time reducing the emissions profile of agriculture.”

All industries that receive R&D funding through HAL contribute to the Across Industry Program. One of the projects being completed through the program this year aims to increase industry capability and understanding of climate change and climate variability implications and begins to identify the actions required to address these impacts.

In essence it is a national strategic response to the risk of climate change and climate variability.

The long-term goal is to increase the resilience of the

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Industry Matters continued

horticulture industry to respond to climate challenges and subsequently maximise sustainable production, increase productivity and decrease the commercial risk of climate change and climate variability.

The project is being implemented from March 2010 to March 2011, under the three objectives of Positioning & Planning; Research & Development; and Communication; and will result in the following outputs:

- The final version of the Horticulture Climate Research, Development and Extension (RD&E) Matrix.
- A horticulture climate position paper, which will include a summary of commodity specific climate RDE needs and gaps.
- Up to 10 topic-specific grower fact sheets based on currently available information.
- A research-industry forum/workshop.
- A consumer fact sheet.

The Positioning & Planning component commenced in April 2010. Climate Change Officer, David Putland has been commissioned to develop a strong industry position on the climate research, RD&E needs of industry and increase the incorporation of climate RD&E within the commodity investment plans. David's role is to consult

with the industry, identify synergies/opportunities within investment plans, highlight any gaps in the Preliminary Horticulture Climate RD&E Matrix and then develop the Horticulture Climate Position Paper. The Horticulture Climate Position Paper will sit in front of the Climate Matrix as a public summary and both documents will be available for all industry members to use. David will use the Climate Matrix as a trigger for discussions with industry members regarding their commodity-specific climate RD&E needs.

Australia and its horticultural industries have a vital part to play in meeting the challenge of the global food crisis. The investment in programs to increase productivity over the past 20 years and going forward will not only benefit the avocado industry, it will help to meet the increasing global demand for food.

Avocados in Early Childhood Health Initiative

A scoping study completed in 2009 identified early childhood teachers and carers as being key influencers in child education settings. Using the expertise of two noted nutrition educators, Shelley Woodrow and Nadine McCrea (each with more than 20 years experience in school or early childhood education), an avocado-focused education resource was developed with the preliminary title of 'Eating my colourful plant-foods'.

From July, the 'Eating my colourful plant-foods' will be implemented, with a launch taking place in an early childhood centre on the 17 August, 2010. The educational packs for teachers will be offered to 440 centres.

Early Childhood support agencies such as local councils, private providers, area health promotion officers, early childhood nurses, TAFE early childcare and hospitality course providers and food educators will be targeted with telephone and web-based briefings





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Around Australia

Tamborine and Northern Rivers Report

By Tom Silver, Avocados Australia Director for the Tamborine and Northern Rivers Growing Area



Northern NSW and Tamborine avocado growers should be well into harvest mode by now, assuming they are lucky enough to have crop and that prices are at acceptable levels. It is at this time of the year that I always wish to remind growers of the importance of delivering a quality guaranteed product to the consumer. An inferior product, be it immature, over mature, diseased, bruised or insect stung, will impact upon the future short term buying pattern of that consumer. Let's give them a reason to come back.

Orchards in the north and west of this region continue to enjoy a very good growing season and a good to excellent crop outlook with some reporting their biggest and best season ever. Orchards on the Alstonville plateau are patchy with some bumper crops and some disappointing. On the morning of the Lennox Head tornado, orchards south

of Alstonville received in excess of 250mm of rainfall, with most falling in a six hour period. Small hail, 50km/hr wind gusts and flash flooding were associated with the storm. Damage and erosion was severe in other crops but avocado orchards seemed to fair quite well considering the circumstance. Follow up rainfall events should remind growers that all possible *phytophthora* controls need to be in place especially leading up to bud burst and flowering.

The 3rd edition of Freshcare has been launched. Though not compulsory in all markets, Freshcare is still demanded by the majority of fresh produce handlers and as we know with these things, their implementation can only get tighter. Having said that, a program like Freshcare is an excellent way to ensure our houses are all in order and delivering a quality safe product. The course can cater to both new Freshcare members and existing Freshcare members wishing to upgrade to the new 3rd edition. The course can be funded by FarmReady, though it is important that you speak to your trainer and register with FarmReady before you enrol. I encourage all of you to become a part of this program if you haven't already. More information is available at the Freshcare and FarmReady websites.



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Around Australia continued

Central Queensland Report

By Lachlan Donovan and John Walsh, Avocados Australia Directors for Central Queensland Growing Area

Bucket-loads of rainfall in February and March have delayed the start of the Shepard season in the Bundaberg and Childers area. The Shepard season this year started the highest that it has ever been coming off an exceptional summer for prices. This coupled with promotions, moved the Shepard crop through the system easily up until Anzac Day. Again the change over between Shepard and Hass has seen the market come off dramatically to prices a touch under that of last year.

It is important to always think a month ahead, about the impacts of changing varieties, seasons (climate), volumes, and to plan ahead. While all is going well, price wise we must not forget to keep promoting, as this helps not only the now but the future. As an aside, the lemon market realised the folly of not promoting at Easter this year as opposed to last year and suffered accordingly. The talk among the trade, both retail and independent, is that the dollars being spent on purchasing fruit and vegetables are down this year compared to last.

With the high amounts of rainfall at the start of the year growers must be aware of the short and long term potential impact on their crop and trees. In the short term growers must adjust their spraying practices to cope with the increase in pest and disease pressure. In the long term be aware of *Phytophthora*, and do not wait for the symptoms to rear their ugly head. Be proactive and preventative. This will help to maintain fruit and tree quality. There is no excuse for not doing these things because there is a lot of information out there. There is no use in taking short cuts and not spending the money as it will result in poor fruit quality that will not only affect the individual grower but the industry itself.

Exports are also well underway, and the efforts of the groups from last year are paying dividends shown in the moving of more fruit overseas. By going through these groups the return to the grower is greater, rather than having the fruit picked up off the floor and sent overseas.

North Queensland Report

By Jim Kochi, Avocados Australia Director for the North Queensland Growing Area

The last of the Avocado Study Group meetings discussing canopy management



was held at the Leighton and Collins farms in May, and it was attended by 42 eager participants. On behalf of all growers in North Queensland region I would like to extend my thanks to the Leighton and Collins families for their generosity in opening their farms and ideas to other growers.

The real secret to these study group meetings is not about what you learn, but more about importing what you see and learn to your own farm, and applying it in a way that suits your management. I do hope growers have done that and have seen the benefits.

These study groups are now at an end after the finalization of a three year group project that was funded from your levies and matched funds from the Federal Government.

Now that everyone has all the important information for growing avocados we can look forward to a good crop next year. The winter has been mild so far, so Shepards are budding up well and the first flowers are out. Let's hope they set and hold.

Again, thanks to all growers who opened their farms to others, and to DPI staff, Avocados Australia staff and re-sellers who have organized and participated in these study groups.

South Queensland Report

By Daryl Boardman, Avocados Australia Director for the South Queensland Growing Area



Welcome to winter in Southern Queensland (SQ). Luckily, we have had a mild start to winter with only a few cool days so far. Frosts have not as yet become a problem and with a bit of luck growers that are in these areas will be lucky enough to escape any damage this season.

The high prices that I spoke about in the last report quickly reduced, yet volumes were not at levels that I would have expected such a drop. Most markets over the past couple of months have all reported slow sales in all commodities, and even the likes of bananas at sales prices in the high \$1.00/kg have been slow selling. It seems like consumers have tightened their purse strings, due to maybe the uncertainty of the current economic climate and increased interest rates, who knows.

Luckily as I write this we are seeing strong activity from the major retailers with good promotions of avocados, and this has been a great help to keep the fruit moving through the system. This needs to keep happening for the foreseeable future while volumes are high.

Fruit quality has been a mixed bag this year from what

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Around Australia continued

I have seen, with maybe the heavy rains earlier in the year catching us out a bit. It has shown that a good spray program is extremely important in years like this, and those that have been on the ball will reap the rewards. For those that haven't, the proof will be in the packout when the fruit is picked and graded.

The SQ region has now started picking and volumes seem to be all over the place, with some orchards having good crop loads and others not so good. It seems like the time of flowering was very important and if the flowers were setting during the dust storms it has affected yields considerably, if they flowered before the storm they seem to be quite good. There is always something that nature throws at us to keep us on our toes.

Maturity for the region seems to be earlier, but for those that can hang on I would think they will reap the rewards of better pricing later in the season.

Talking about later in the season, remember to put the Infocado Summit into your diaries for the 26 and 27 October in Melbourne. This event will give everyone a look at another one of our important markets, you will get to network with industry members, and have input into the Infocado system that is envied by other industries. It's because of all the contributors to Infocado that makes the system such a good tool for us all to use in our businesses. I hope to see as many of you there as possible.

I wish everyone the best for a great harvest.

Sunshine Coast Report

By Henry Kwaczynski, Avocados Australia Director for the Sunshine Coast Growing Area



I have reported in the past on the avocado stand at the Brisbane Exhibition (the 'Ekka'). In the last few years, the organizing committee from the Sunshine Coast Avocado Growers' Association (SCAGA) has been reviewing its commitment to this event. It is with considerable regret that the decision has been made to no longer participate in the horticulture pavilion at the Ekka. This decision was based on the difficulties faced by a very small labour force in its coordination and staffing of the avocado stand. From meetings that I have attended regarding the future of the horticulture pavilion, this year is likely to be the last year that the pavilion will keep its current form and focus.

Many growers in this region are reporting a marked decrease in production for this year. The bag is mixed, with some down as much as 70 per cent, and others having a reasonable crop. Let's hope that the next flowering and fruit set period will bring a better result. It's interesting to note that the price of avocados in a national retail outlet

in a local shopping centre has dropped significantly from \$2.25 per fruit to 95c, in just a matter of two weeks. One has to be concerned about the level of returns to the growers.

Over the last two years the proposed Traveston Dam has often featured in my reports. Now that the matter has been put to bed and the dam is off the political agenda, an interesting situation has arisen in regard to the land previously purchased by the State Government for the dam site. This land is now being offered for sale, but the take up is reportedly very low. It is reported that there is a lack of clarity from the State Government regarding access to Mary River water allocations. It is not surprising that people are reluctant to commit themselves to farming rural land without certainty of water availability.

It is with much sadness that I report that my good friend, our colleague and staunch supporter of the avocado industry, Ian Goodall passed away recently. For many years, Ian was on the committee of SCAGA, always thinking strategically and willing to take action when required. I have mentioned Ian previously in this column, for his outstanding work (with his wife Beris) coordinating the avocado stand at the Brisbane Ekka. To me, Ian was a true gentleman and he will be sadly missed.

Tri State Report

By Nick Hobbs, Avocados Australia Director for the Tri State Growing Area



Nearly 60 growers attended our recent field day at Robinvale to look at misting systems - a fantastic turn out. With new and intending growers present, most of the established growers were looking at expansion or orchard rejuvenation, and a lot of interest was also shown in planting methods, planting densities, and rootstock selection.

Sincere thanks must go to the growers that allowed us to visit and inspect their orchards. Field days are always held at the better orchards and these were no exception. Certainly the overhead misting system as a part of overall management was resulting in significant crops for these growers, with many growers coming away with ideas about how this can be incorporated on their farms. Those with the biggest challenge will be growers from further down the Murray, where higher salinities may have negative impacts.

Looking at the quality of the properties visited, and hearing stories in the district of blocks being removed due to a lack of viable cropping from frost and heat issues in recent years, has reinforced that site selection for growing avocados is the most important factor. Is the block frost

free in the severe years and if not will frost fans overcome this? Will your local council let you operate frost fans? Do you have guaranteed access to irrigation water in summer particularly on those very hot days that can induce crop loss? Are your soil type's right? It is too big an investment to get site selection wrong.

The best outcome from the day was to see the discussion that was occurring between growers and the resultant exchange of ideas and information.

Most growers are indicating that their trees are in the best condition that they have been in for years, with the good January and February period and that trees look to be budding up well for flowering. There has been immediate interest in holding another information day but this time to do it in spring and to look at flowering and pollination. Work has started already toward this outcome.

Central New South Wales Report

By Chris Nelson, Avocados Australia
Director for the Central New South Wales
Growing Area



I predicted last October that the 2 dust storms and subsequent cold events experienced during the 2009 flowering may have cost many of us the yields

we desired. As it turned out, only the early flowering trees/orchards held their sets. All the late sets turned into cocktails or that most expensive of mulches (consisting of nothing but flowers and match head sized fruitlets). The theory that most of our fruit was set very early is further supported by the fact our dry matters are running weeks ahead of the norm and size profiles are excellent for the beginning of June. As an example, on our blocks in Stuarts Point virtually no fruit set after the first day of dust.

With this in mind, it seems clear that in seasons containing adverse pollination events, timing is fairly critical. I have noticed the application of Sunny tends to speed up the flowering process, perhaps by a week or so. Experience during periods of water shortage has also shown that water stress can bring forward the flowering window. What other ways can we mitigate against such events that we have no control over? Could cincturing be part of the solution or perhaps the use of growth regulators. I guess growers north of about Brisbane would wonder what I'm worried about but I believe most cool climate producers in Australia would recognize the need for us to better understand the causes of poor fruit set outside the standard biennial scenario.

It is true that as an industry we are getting better at managing our trees out of biennial bearing and indeed, in



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Around Australia continued

the absence of adverse weather events, how to keep them producing more consistently. In light of summer supply last year and increasing overall demand, it is important to continue working on this area. The hole that was left in the Australian supply last summer, while good for some grower's bank balances was not necessarily good for our industries long term best interests. Between alarming our consumers and attracting unwanted attention from our friends across the Pacific we must do our best to solve this problem of inconsistent summer production.

And for those of you that are starting to worry that I won't mention the weather – it has been pretty good.

Best wishes to all for the coming season.

Western Australia Report

By Russell Delroy, Avocados Australia
Director for the Western Australia Growing Area



The last event for the Avocado Study Group was recently held at Avonova in Pemberton. With over 60 growers present to hear Dr Ken Pegg and Dr Liz Dann this was again a well attended and received event. Present growers indicated this series of workshops to be very informative and would like to see them continue. A special thanks to Simon Newett for having organized such a well received and productive workshop series. It is clearly important that these workshops continue, enabling practical extension of our R&D investment and improved

orchard productivity.

A recent biosecurity scare for WA producers with the possible detection of Cercospora Spot on fruit imported from Queensland has turned out to be a false alarm. Further testing failed to detect Cercospora Spot on any further fruit imports, or on orchards from the suspected growing area in Queensland. However, it serves as a timely reminder that in WA we have very low pest and disease pressures, and biosecurity is important to maintain this. It also should be a reminder to the national industry that current strategies to minimize the risk of Cercospora spreading should be revisited and refreshed.

The current avocado crop for growers north of Perth is generally lighter. The south west region has a good solid crop, and with younger plantings coming into production the total WA crop is well up. Fruit size is looking very good at this stage. Whilst New Zealand's forecast crop for the coming summer supply period is down on last year, combined total avocado supply this summer will be well up. Good planning and orderly harvesting and marketing programs will be needed for growers to achieve the best returns. Early planning with your packer/marketer and continued communication through the season will avoid unnecessary periods of oversupply.

Recent frost events in the Manjimup/Pemberton region have not had any significant impact to date. Forecasts for an unseasonably dry July signal more possible frost events – hopefully these will only be mild. Spring and warmer night temperatures can't come soon enough!

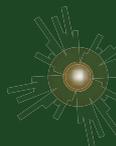


Contributors to Infocado are invited to the

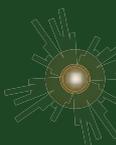
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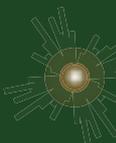
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Avocado Study Group Finishes on a High Note

Peter Rigden and Simon Newett

Department of Employment, Economic Development and Innovation (DEEDI), Queensland

Workshop Program Now Complete

The final workshop of this project, which began in April 2007, was held on 25 May 2010 in Western Australia. It is very pleasing to report that the project finished on a high note with a record attendance of 82!

The project has been far reaching in the topics covered, guest speakers and attendees. Here are a few numbers that illustrate this:

- 42 workshops have been held for nine groups.
- 22 different topics have been covered, ranging from 'Biennial bearing' to 'Workplace health and safety'.
- 57 different guest speakers have



Vanessa Kennedy (Industry Liaison Officer, Brisbane Markets Ltd.) conducted tours for the West Moreton and Sunshine Coast groups around the Brisbane Markets.



Abigail Jenkins (NSW Industry and Investment) showed the Central Coast NSW group some simple techniques for assessing soil health.



Liz Dann, Ken Pegg and Luke Smith (Queensland DEEDI) who were guest presenters on avocado diseases at a number of meetings.



Richard Otto (Farmsafe Queensland) explains the key elements of elevated work platform workplace health and safety legislation to the West Moreton group.

presented at the workshops, delivering 106 presentations.

- 1524 people have attended the meetings (an average 36 per meeting).

The project team members were:

- Simon Newett, Peter Rigden, Shane Mulo and Debby Maxfield (DEEDI, Nambour)
- Matt Weinert (DEEDI, Mareeba)
- Danielle Le Lagadec (DEEDI, Bundaberg)
- Phillip Wilk (NSW Industry & Investment, Alstonville)
- Sandra Hardy (NSW Industry & Investment, Gosford)
- Lisa Martin (EE Muir & Sons, Robinvale)
- Alec McCarthy (Department of Agriculture and Food WA, Bunbury)

Importantly, in addition to this team a large number of people have contributed their time and expertise to the project. Without naming specific people (too numerous to mention individually) we would like to thank the following:

- The members of the project steering committee, the Avocados Australia Directors and the research staff of participating State government departments who, especially in the early days, provided helpful guidance on the planning and development of the project.
- The guest speakers who were critical to the success of the project, without their expert presentations it would have not been possible to maintain the quality of information and discussion provided at the meetings.



Geoff Waite (ex Queensland, DEEDI) goes through some of the practicalities of integrated pest management with the Northern NSW group.

- The host growers and businesses (again too numerous to mention individually), who provided venues for the workshops and were so generous with their time, hospitality and information about their operations.
- The Study Group grower co-ordinators who assisted

with advice regarding planning and organising the meetings.

- The Avocados Australia Directors for their support and the time they took to update growers at each meeting on industry issues.

We would also like to acknowledge the funding bodies for providing the means - Department of Employment, Economic Development and Innovation, Queensland (formerly DPI&F), Avocados Australia and Horticulture Australia, plus the support of the Department of Agriculture & Food WA, NSW Department of Industry and Investment, and EE Muir & Sons.

As you can see there were many people who have contributed to the workshops and here are a few photos which provide a representative cross-section of those who have been involved in the workshops and the topics covered.

Evaluation Survey

There is one final task before the project is completed and we need your help to do it!

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Avocado Study Group Finishes on a High Note continued



West Moreton growers Des & Bev McCulloch found their own excellent fruit during the group's visit to the Brisbane markets.



Time to network with other growers was one of the benefits of the workshops.



Tony Whiley (Sunshine Horticulture Services) explains to the West Australian group the theory and management of biennial bearing and rootstock selection.

As many will know, a formal evaluation is an important part of the project process because this allows the funders, Avocados Australia, HAL and DEEDI, to decide if the project has been effective and whether or not further investment in this type of work is worthwhile in the future. We will therefore over the next two months be undertaking a web and postal survey to evaluate the project.

When you get your postal or email survey please take a few minutes to complete and return it to us. We will be using the results of this survey, as well as the information you provided on the feedback sheets after each workshop, to conduct the evaluation.



Graeme Thomas (GLT Horticultural Services Pty. Ltd) talks to the Sunshine Coast group about avocado nutrition.

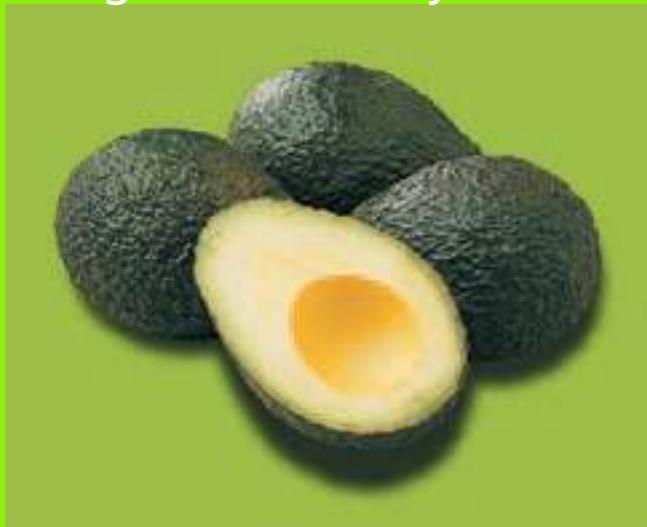


Eric Erbacher was just one of many hosts who generously provided venues for the workshops.

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Shepard Avocado Promotional Activity 2010

Thomas Dux Campaign

For consumers, buying avocados is still something of a minefield, “you take a risk”, “it’s a gamble”, “it’s pot luck”, “it’s hit and miss”. The ability to judge ripeness and internal quality are major barriers to purchasing.

The objective of the Thomas Dux campaign was to establish consumer confidence and trust by providing a Shepard avocado that was consistently reliable. Ripe and full of flavour, every avocado, every time!

The product was supported by a promotional campaign that encouraged trial and strong repeat purchase. Key elements of the campaign included retailer launch and briefing; in store displays; Point of Sale (POS) banners and recipe leaflets; in-store demonstrations; interactive kiosks, and a ‘meet and greet the grower’ store tour.

Retailer launch briefings were held with Produce Managers and ‘Foodies’ in Sydney and Melbourne. This activity engaged, excited, and educated the team. It brought focus, engendered healthy competition, and enabled executional excellence at a store level.



Inspired by the information and team discussions at the briefing sessions, Produce Managers were highly motivated and that led to prominent, high impact displays in multiple locations within each store. In addition, ‘Foodies’ and Produce Managers regularly incorporated ‘Shepard Tastings’ in their displays and daily activity.



Multiple locations, strong impact displays, included high traffic Gondola Ends...



Large, front of store displays...



And even, external store displays...



Strongly branded **POS** material included recipe information leaflets and large ‘life-size’ double-sided banners.



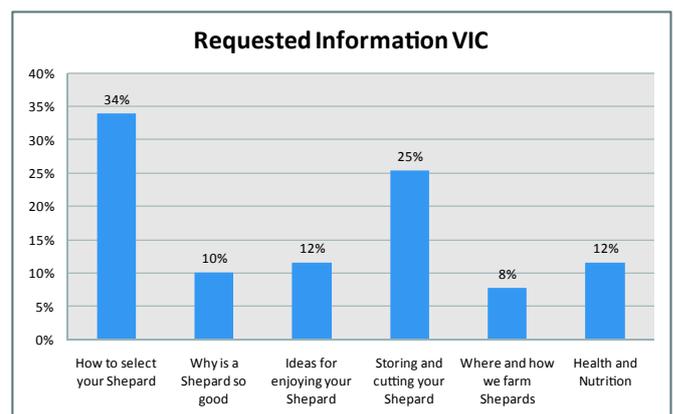
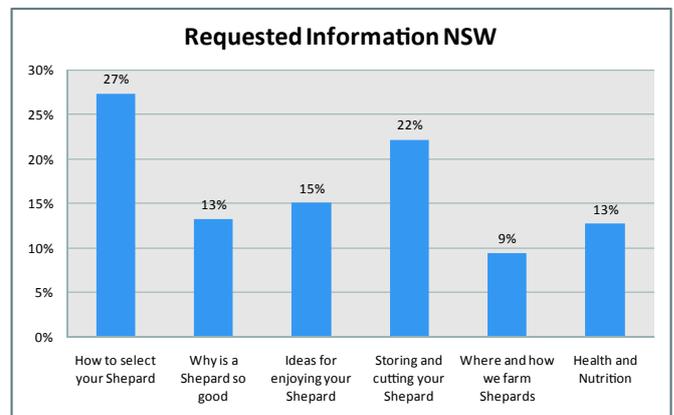
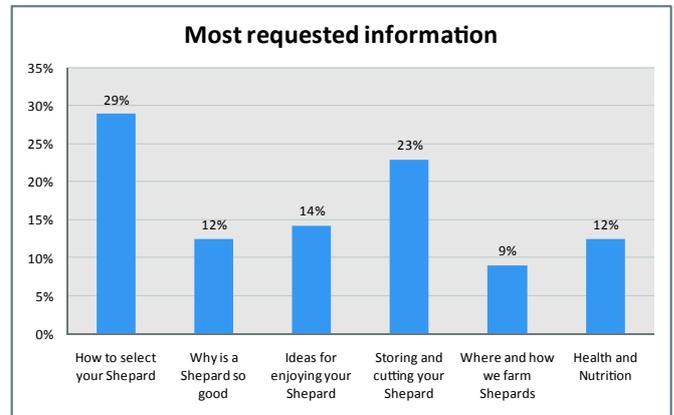
Interactive Display Kiosks were used in all stores for a period of a week, giving consumers the opportunity to view and interact with Shepard Avocado growers via the touch screen.



“ADD an AVO EVERYDAY” was used as the ‘screen saver’ for the Interactive Kiosk. Consumers were able to have their questions answered by following the ‘menu’ buttons below.



Results and Findings



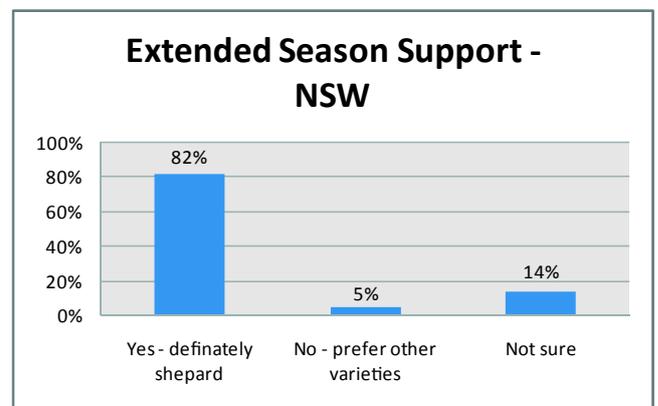
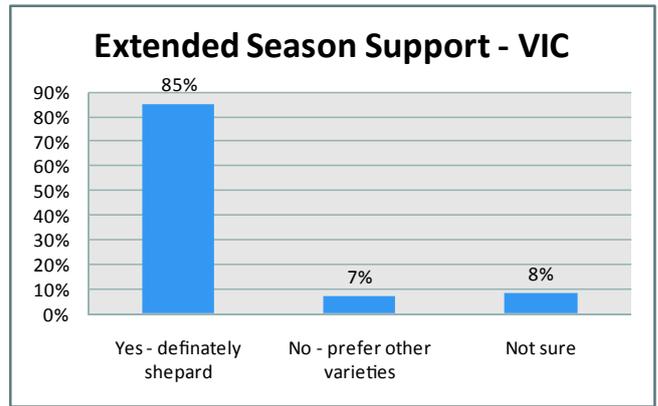
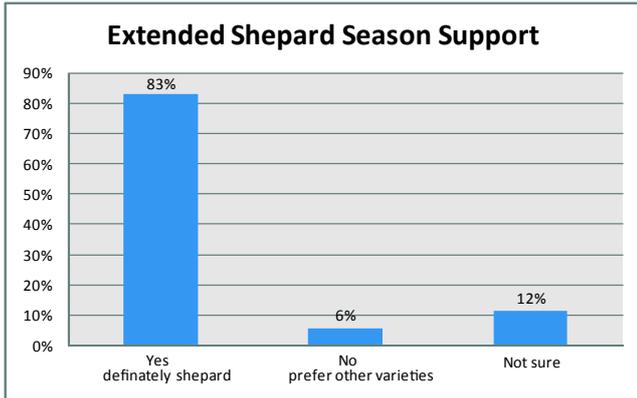
Shepard Avocado Promotional Activity 2010 continued

Results and Findings

Survey Question -

Would you choose to buy Shepard if its season was extended and there were other varieties available?

NB: It was explained that the season could be extended naturally.





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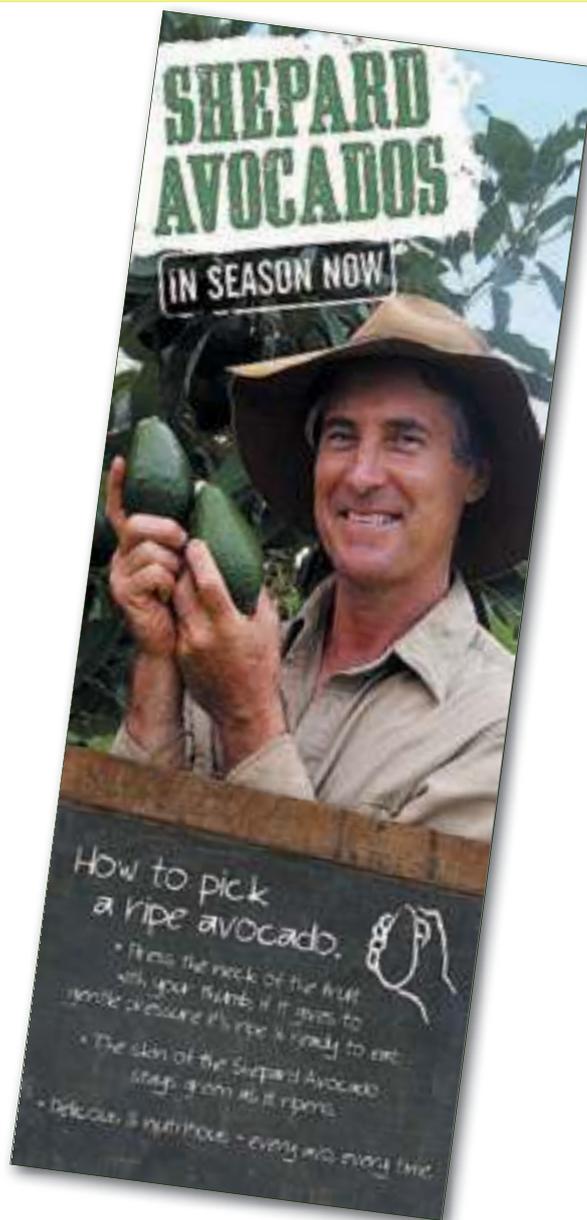
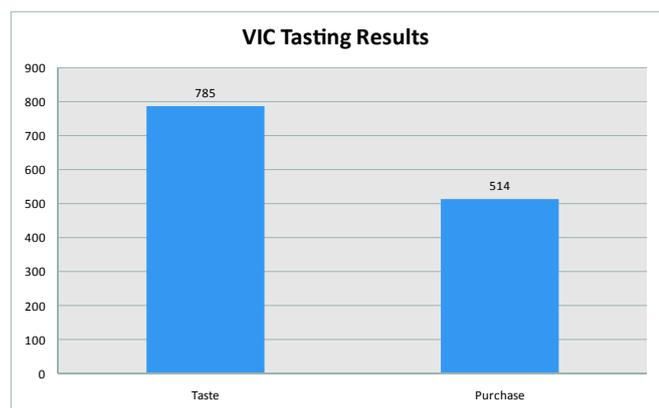
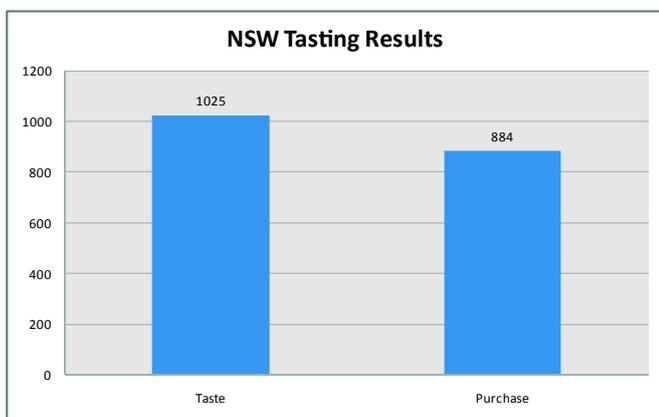
* STANDARD 5.5KG TRAY WITH INSERT

Grower Ambassadors were used to manage the in-store activity, educate consumers via in-store demonstrations, and were integral in supply chain feedback.

In-store demonstrations resulted in strong sales conversions. A sampling of 1810 converted to sales of 1398; a sales conversion rate of 77 per cent.



Results and Findings



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Improving Avocado Quality: With a Little Help

Education Materials

Avocados Australia, in partnership with Agri Science Queensland (DEEDI), have developed and released a set of supply chain education materials and handling guides to ensure that the excellent quality of avocados is maintained from the packing shed right through to the retail floor. Alvin Avocado, the new Australian Avocados mascot, features heavily in the new material.

In recent years consumer sensory testing has been completed, to determine quality levels which provide an acceptable eating experience for consumers, and therefore does not negatively impact on future purchasing decisions. Based on results from this consumer research the industry standard for maturity (measured by Dry Matter %) has changed from 21% to 23% for Hass.

In terms of ripeness, the results showed that 85% of consumers prefer to buy avocados at a level of ripeness that they can consume that evening and that level of ripeness is in the range of ripe to soft ripe.

With regards to internal flesh quality, consumers indicated that at all price points any internal quality defects to more than 10% of the overall flesh would impact negatively on future purchase intent.

Since the completion of the consumer research, retail quality surveys have been conducted that identify that there is still up to 25% of avocados at the retail level that have more than 10% internal flesh damage, with bruising being the biggest issue in terms of internal damage.

The education materials developed through this project have therefore been designed to assist in addressing these quality issues including maturity, ripeness and internal damage, with a significant focus on reducing bruising damage at all points of the supply chain.

Because of the close relationship between level of ripeness and susceptibility to damage the first piece of material developed, a 'Colour and Ripeness Chart', was aimed at providing a tool to better identify



Colour and Ripeness Guide
(210 x 594mm)



Avocado Handling: Packhouse
(210 x 594mm)

From Alvin Avocado



Avocado Handling: Wholesale
(210 x 594mm)



Avocado Handling: Retail
(210 x 594mm)

the different levels of ripeness both by colour and firmness. You would have received a copy of this chart in the Summer edition of Talking Avocados. This material was then used as a basis to determine handling requirements for fruit at different levels of ripeness, from the packing shed to the retail floor.

Handling guides were designed in poster format to ensure that throughout the supply chain avocados are handled correctly and damage is minimised. In conjunction with the handling guides 'The Little Green Book' was developed, featuring Alvin Avocado as the main character. Alvin talks about how he and his other avocado friends came to Australia, as well giving an entertaining account of an avocados journey through the supply chain. The book has been designed to give everyone in the supply chain an indication of how their treatment of avocados will impact on the end quality of the product.

You will find enclosed with this edition of Talking Avocados, a copy of 'The Little Green Book – The Adventures of Alvin'. Copies of the handling guides have



Cover of "The Little Green Book: The Adventures of Alvin"

been mailed to members of the relevant sectors. If you require copies of any of the materials as pictured on the effacing pages please contact:
Joanna Embry at Avocados Australia
ph: 0448 113 007 or email: j.embry@avocado.org.au

Consumer Sensory Testing for Shepard Dry Matter

This article is based on the report

'Shepard' Avocado Maturity Consumer Sensory Research

Prepared by Plant and Food Research
 Harker FR, White A, Beresford M, Wohlers M,
 Corbett T, Hofman P, Stubbings B,
 Marques R, Smyth H, Gething K

In March this year, consumer sensory research was undertaken in Brisbane. The purpose of the research was to determine the minimum maturity, as measured by percentage of dry matter (DM%) that produces Shepard avocados that are of an acceptable eating quality to Australian consumers. Consumers were recruited on the basis that a third fell into each of the categories of 'high frequency', 'medium' and 'occasional' eaters of avocados. The Shepard avocados were sourced from a wide range of locations in Northern Queensland (Atherton Tablelands) in order to ensure DM levels varied from about 18% to about 32%. All fruit were successfully ripened and sorted into four distinct DM bands (~19.5%, ~22.6%, ~25.3% and ~28.5% DM) of similar firmness.

The results confirmed that consumers liking of flavour increased progressively as the DM content of avocados increased from 18% to 23%, but then reached a plateau, where further increases in DM did not result in corresponding increases in liking. Furthermore,

the immature avocado treatment (mean DM = 19.5%; treatment DM range = 18% to 21%) was significantly less liked by Australian consumers than early or late maturity fruit. The mean liking score for avocados harvested at the middle stage of maturity (~25.3% DM) was between the scores received by immature and late maturity avocados and not significantly different from the scores for either treatment. These results are displayed in Figure A below.

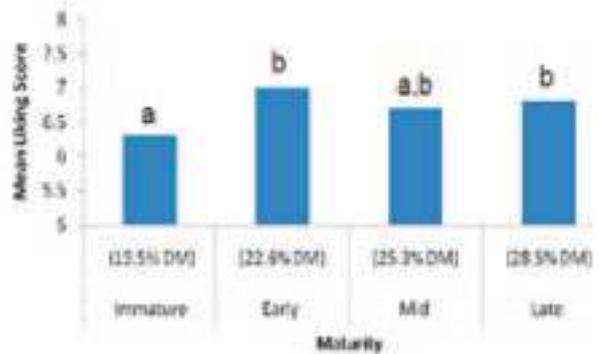


Figure A: Liking

There was also a higher frequency with which consumers used the descriptors 'tasteless/bland' and 'watery' to describe the flavour of the immature avocados, as can be seen in Figures B and C (next page).

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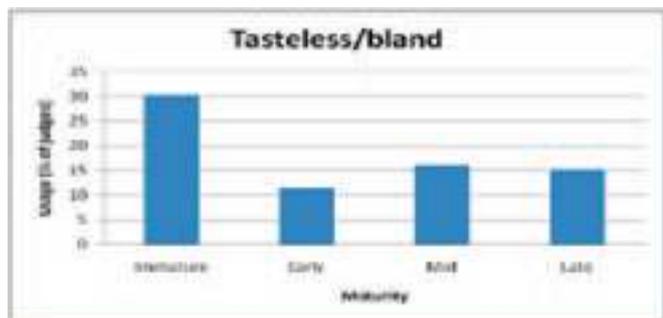


Figure B: The frequency with which consumers described the flavour of avocados from various maturity treatments as being ‘tasteless/bland’ or ‘watery’

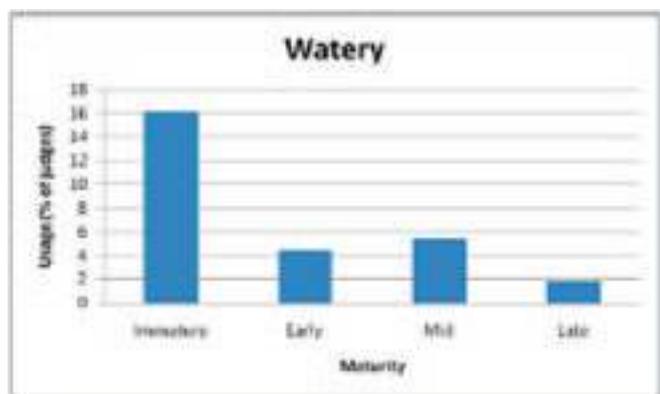


Figure C: The frequency with which consumers described the flavour of avocados from various maturity treatments as being watery

Similarly, the frequency with which consumers identified avocados as delivering positive flavour attributes such as ‘creamy’, ‘buttery’, ‘smooth’, and ‘rich’ showed a trend of increasing use of the positive descriptors with advancing harvest maturity (Figure D). While none of these trends was statistically significant, the increasing use of the descriptor ‘creamy’ was approaching a statistical level of ‘significant’ ($P = 0.056$; Wald test).

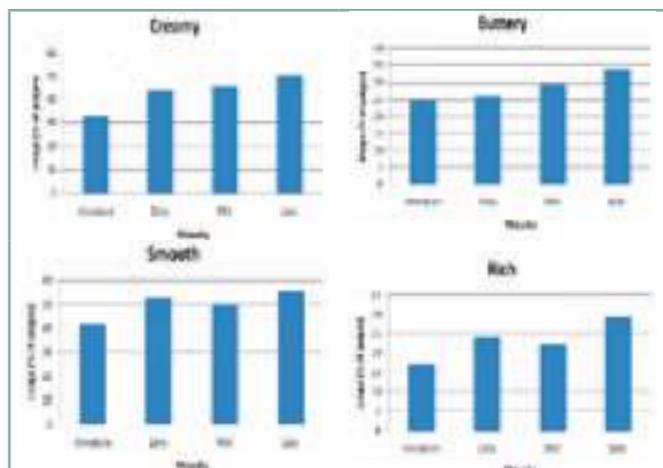


Figure D: The frequency with which consumers described the flavour of avocados from various maturity treatments as being Creamy, Buttery, Smooth and Rich.

The recommendation from the research was that immature Shepard avocados (DM less than 23%) should be excluded from the marketplace to optimise consumer flavour preferences. There is no advantage of imposing a DM standard higher than 23% because no further increase in consumer preference for Shepard avocados was observed beyond this DM%. So far this recommendation has not been taken up by the industry.

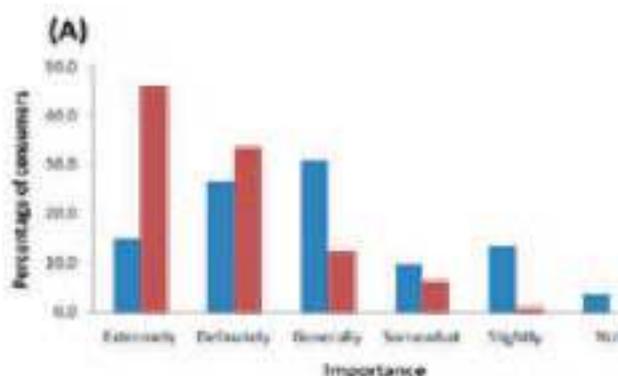
Avocado Quality Guarantee Proposition

In conjunction with the Shepard Maturity sensory testing, research was also undertaken to conduct a preliminary assessment of the potential impact on consumers of the introduction of a quality guarantee by the industry.

This research involved collecting consumer responses and opinions on external defects and internal damage (e.g. bruising) that can be found in avocados, and considering how these barriers to purchase/consumption may be mitigated through the provision of an industry guarantee for internal quality (refund or replacement of damaged fruit).

Relative Importance of Cosmetic Defects and Internal Damage

The presence of damaged flesh in avocados was considered to be a greater problem for consumers than cosmetic defects. This was the case immaterial whether the questions were asked individually (e.g. How important is it that there are no marks, blemishes or imperfections on the outside of your avocados? Or, how important is it that there are no portions of the avocado that you need to throw away?) or together (e.g. How important is external appearance relative to internal quality of the avocados you buy?). Notably, 60% of consumers indicated that external appearance was less important than internal quality, 17% thought they were of equal importance, and 22% considered external appearance to be more important than internal quality.



Consumer Sensory Testing for Shepard Dry Matter continued

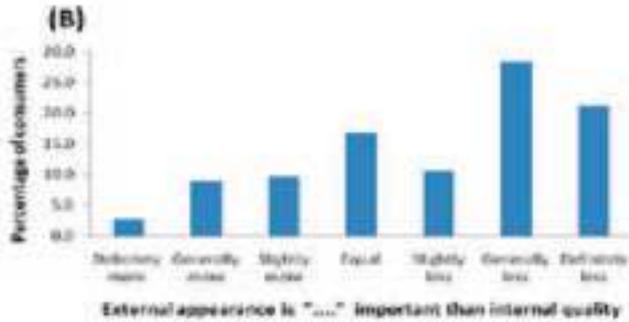


Figure 1: The importance of avocado external defects (blue bars) and internal quality (absence of damage, red bars) to consumers when asked as individual questions (A) and the associated rating of relative importance (B).

Consumer Responses to a Guarantee for Internal Quality

Internal quality in this part of the study was defined as absence of internal damage. Consumers all responded positively to the idea of a quality guarantee, with 60% of consumers indicating that they would definitely be more willing to buy a fruit with a guarantee (Figure 2). Only 9% of consumers indicated that a guarantee would not alter their willingness to buy the avocados, and no consumer indicated that they were less likely to purchase fruit as a result of a guarantee (Figure 2).

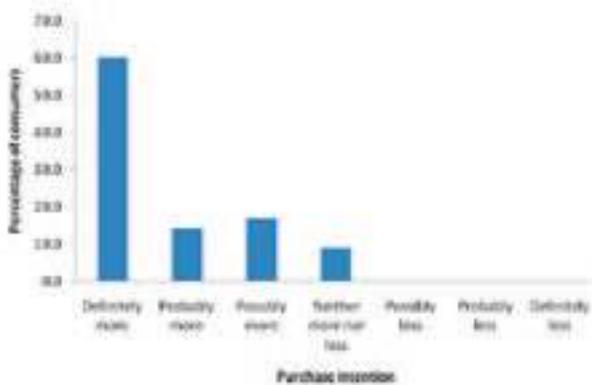


Figure 2: Influence of guarantee on consumer intention to purchase avocados

The reasons that consumers were responding this way were apparent from their responses to the open-ended question: "How would this guarantee affect your decision to buy an avocado?". Responses were predominantly positive, with neutral responses relating to consumers not being currently worried by quality of avocados and comments that the guarantee would only be useful if shops were at a convenient location. Negative responses were mainly that it would be difficult/annoying to return avocados or that consumers thought that prices would be higher as a result of the guarantee. There was also a theme relating to how believable such a guarantee would be. Many consumers specifically indicated that the value

of the guarantee was not so much related to the need to replace damaged fruit, but more to the confidence that the industry has in that the product is defect free. A number of consumers specifically commented that the industry would be showing confidence in their own product, with a substantial number of consumers indicating that, even though they approved of the guarantee and would buy more avocados, they probably wouldn't return their avocados if they were damaged, because of the inconvenience of going back to the shop and the need to keep receipts. Two consumers commented on their bad experiences when trying to return products to retailers. A small minority of consumers specifically commented that they would return their fruit

Consumers were presented with four different levels of replacement guarantee including a) Replace or refund, b) Replace with 2 avocados, c) 150% refund and d) Replace with 2 fruit or 150% refund. As the scale or value of the guarantee increased, consumers became increasingly willing to purchase the avocados (Figure 3). All levels of guarantee evoked statistically significant differences in consumer response, with the exception of the '150% refund' and 'replace with 2 avocados. For example, consumer responses became increasingly favourable as guarantee increases from replace or reimburse to replace with two new avocados, to 150% refund, to replace with two avocados or refund 150% of price (Figure 2). Essentially this data suggest that consumers were responding to their judgment of the value of the offer/guarantee and also to increased options of how to implement the guarantee. One might speculate that the decision to receive a refund or a replacement may reflect the original reason the fruit was purchased, e.g. to use when entertaining/a special occasion versus everyday use.

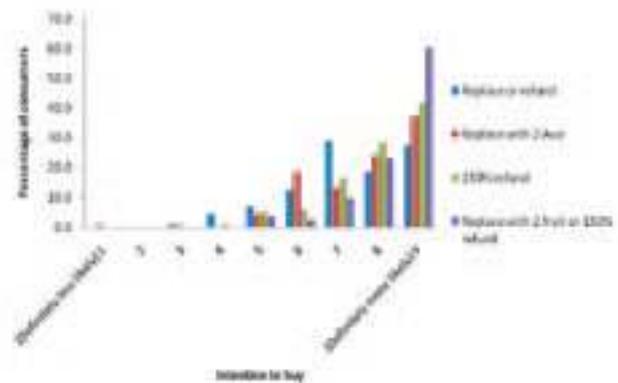


Figure 2: Influence of different magnitudes of guarantee for replacement or refund incentives on consumer intention to purchase avocados

Influence of Cosmetic Defects, Price and Guarantees on Consumer Willingness to Purchase Avocados

Consumers were asked to indicate their purchase intentions for a series of eight scenarios where external defects (present/absent), price (\$1.99/\$2.49) and guarantee (present/absent) were systematically altered. All factors (defect, price and guarantee) had a significant influence on consumer purchase intentions with a significant interaction between presence or absence of defect and price. A third of consumers assessed scenarios based on each of the external defects (ridging, spotting and tree rub), respectively. Statistical analysis of individual defects produced similar results to the combined analysis (described above), with the exception that the interaction between presence or absence of defect and price was not significant for ridging. Given the similarity of data collected and the low numbers of participants associated with analysis of individual defects, all further discussion relates to the combined analysis (Figure 3).

The price point at which avocados were sold had a dramatic influence on purchase intention. For this reason we have presented separate graphs showing the influence of defects and guarantee on purchase intention (Figure 3). It is not unexpected consumers were most willing to purchase avocados without external defects and a guarantee, and were least willing to purchase avocados with an external skin defect and no guarantee (Figure 3a, b). However, purchase intentions for avocados without external damage but no guarantee and avocados with an external defect but covered by a guarantee for internal damage were similar (Figure 3a, b). The relative importance of the guarantee seemed to differ for these two treatments depending on price point. Consumers seemed relatively more interested in an avocado that had a guarantee (even if there was an external defect) at the higher price point (Figure 3b) than at the lower price point (Figure 3a).

Consumers overwhelming response was that provision of a quality guarantee would increase their intention to purchase fruit, but few would return avocados for refunds or replacement because of the inconvenience.

The Conclusions and Recommendations from this Project:

Consumers responded positively to the suggestion that the industry might guarantee the internal quality of avocados. The advantage of such a guarantee was seen as a reassurance consumers would gain from the industry’s own confidence in the product, and many consumers indicated that they probably wouldn’t use the guarantee to return damaged avocados for replacement or reimbursement. There are two obvious risks identified in the current study that the industry would need to assess before implementing any guarantee.

Firstly, if the value of the guarantee is associated with reassuring consumers that the industry can be trusted to deliver damage-free avocados, then one would need to be certain that the industry could achieve this – otherwise consumer trust would be lost and the guarantee devalued.

The second risk is apparent in the high reporting of damaged avocados in consumers’ homes, which suggests that significant damage occurs from handling of avocados by consumers after purchase. The industry would need to consider how they would address this issue and its impact on their guarantee without damaging relationships with consumers.

This project was funded using avocado grower R&D levies which were matched by the Australian Government through Horticulture Australia.

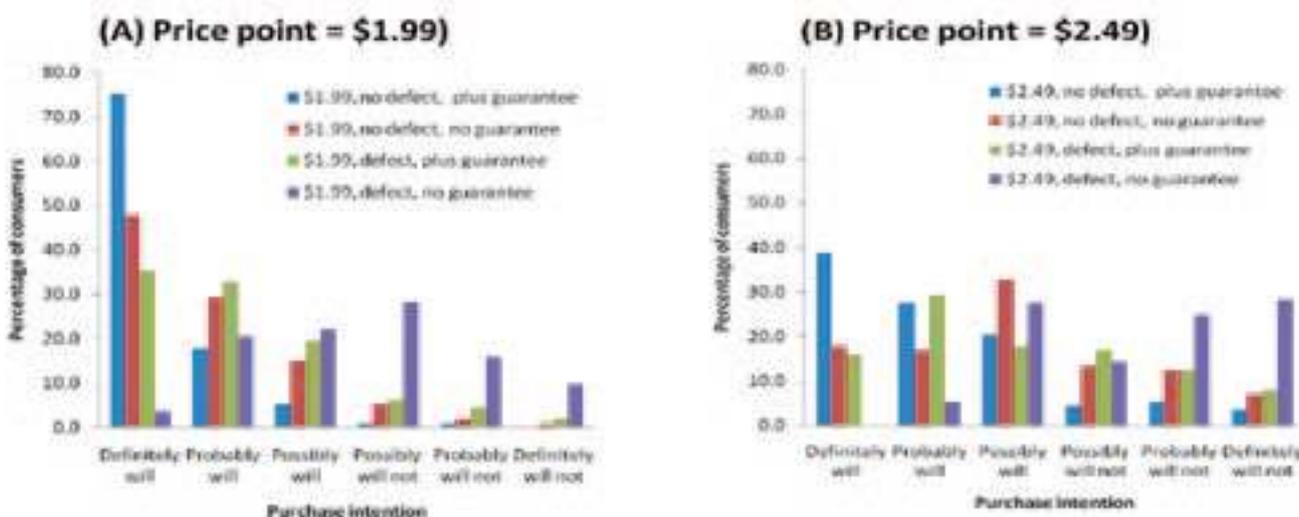


Figure 3: Consumer purchase intentions for avocados with and without external defects and with and without guarantee for internal quality (absence of flesh damage) at price points of \$1.99 (A) and \$2.49 (B) per fruit.

Foodservice Program 2010

While they are loved by consumers, avocados have not been widely adopted by chefs and consequently have limited visibility on restaurant menus. This gap presents a potent opportunity, and Australian Avocados has embarked on a program to engage with the food service sector (restaurants, cafés, clubs, hotels, pubs) to increase the use of avocado on their menus.

A campaign has been developed with leading chef Victor Pisapia, of Victor's Food, to run avocado masterclasses for chefs. The masterclass gives an introductory insight into the history, world usage, global production, types and nutritional benefits of avocados. Chefs were also given the 'Fresh Avocados Masterbook for Food Service', containing information on seasons, handling, storing, purchasing, myths and tips.

Recipe ideas were the foundation of the classes, whether devised by the host chef or taken directly from the 'Fresh Avocados Masterbook for Food Service'. Every session begins with a sensory exercise. To educate their palates and inspire their imaginations, the chefs were given an avocado tasting plate, featuring raw, salted, sugared, flash fried avocado as well as an avocado and coconut shooter.

The host chefs were encouraged to create the menu for the event. The research and experimentation to do this fulfils the program's key objective while also providing an instant successful 'peer end-user story' for other chefs attending the masterclass.

At the end of each masterclass participants were asked to fill out a questionnaire to gauge their level of interest during the class and the likelihood that they would



Educational 'Knowledge' bag.

include more avocados on their future menus.

Each participant of the masterclass was provided with a knowledge bag which contains a manual and three avocados.

In January 2010 Chef Pisapia conducted the first of Australian Avocados' Fresh Avocados Masterclasses at Canterbury League Club in conjunction with the club's executive chef Simon McNamara. With a staff of 400 and a kitchen brigade of 27, the club produces a high volume of food seven days a week, making it an ideal venue to debut the program.

The second masterclass was held in an executive chef club event at the Sydney Hilton, involving chefs from star-rated



hotels and some restaurant groups.

In February, Chef Pisapia teamed with the Hilton Hotel's executive chef Gary Johnson to present a similar program. The Hilton chefs interpreted the recipes and created their own avocado dishes which were tasted by their peers at a chefs' table in the Hilton kitchen. Later, the participating chefs were served a series of avocado dishes while Chef Pisapia gave a running commentary on each plate and discussed the process of ordering and handling avocados, and the multitude of potential uses in recipes.

To date there have been 13 masterclasses held in Sydney, Brisbane and Melbourne. Feedback has been positive with chefs on average rating the class 3.6 (Sydney Hilton Hotel), 4.3 (Restaurant Two, Brisbane) and 4.3 (Matteo's, Melbourne) out of 5 for usefulness and 3.7 (Sydney Hilton Hotel), 3.1 (Restaurant Two, Brisbane) and 3.4 out of 5 (Matteo's, Melbourne) for the likelihood of increasing avocado usage.

The Melbourne restaurants masterclass was exceptionally dynamic in its presentation of avocado possibilities and the interactivity of attendees. Raymond Capaldi, as a well-known and daring chef, generated interest around the event.

Restaurant Two chef, David Pugh, was named The Courier Mail's Queensland Chef of the Year in 2008. Pugh is known for his dedication to mentoring young chefs and educating the next generation of food professionals. Awarded two stars in the Queensland Food and Wine Guide 2010, Restaurant Two was an elegant setting that aptly reflected the tone of the event.

Taste of Young Sydney (T.O.Y.S.) Morgan McGlone was approached to host the Sydney restaurants masterclass at his restaurant in conjunction

Melbourne restaurants masterclass menu – Matteo's.



Brisbane restaurants masterclass menu – Restaurant Two.



Foodservice Program 2010 continued

with a special guest from the T.O.Y.S. collective. As a group of innovative food professionals, the T.O.Y.S. collective has garnered interest within the industry and associated media. Hosting the masterclass at Flinders Inn with these young chefs creates anticipation about what's 'new and inventive' around the event, will appeal to the 'next generation' and seasoned food professionals alike.

One hundred and thirty two chefs attended the class and attendees ranked the masterclass on an average 4.1 out of 5 for usefulness, and an average of 3.54 out of 5 for likelihood of increasing avocado usage following the session.

One of the most important pieces of feedback received from the masterclasses was that recipe development/ideas were the most valued aspect of the class. Therefore, in the next campaign, there will be continued recipe development to maintain currency and interest. The most popular dish from each masterclass will be produced and shot and accredited back to the chef. This will be published and distributed via the avocado database.

Dovetailing with the masterclasses was a public relations program aimed at purchasers/chefs in the food service industry. It followed the program's progress from one food service segment to another and reported on successes and end-user stories of menu adoption by participants after they had attended the masterclasses. Below are some examples of the press coverage garnered:

Club Life included a two page feature on the inaugural masterclass, taking place at Sydney's Canterbury League Club, with photos and two recipes. The magazine's editor attended and participated in the inaugural Masterclass held at Canterbury Leagues Club Sydney

As its popularity grows, Twitter is utilised more and more by organisations to promote their agenda and facilitate two-way communication with stakeholders. An Australian Avocados — Fresh Avocados Masterclass Twitter account advises of upcoming masterclasses and general avocado food service initiatives. The Twitter community also provides an easy way to keep chefs engaged beyond the masterclass session. Currently the avocado account has 67 food service professional followers and is following 97 chefs and restaurants.

An Australian Avocados — Fresh Avocados Masterclass YouTube channel was created to showcase the masterclass program to industry decision-makers. The upload of the masterclass visuals to the Australian Avocados website has been held back until the editing process is finalised for each video. This was done to avoid misrepresenting the program by using only one sector of the food service industry. In the future, the channel will feature footage from Sydney and Brisbane clubs; 4-5 star hotel chefs Sydney as well as



Melbourne, Brisbane and Sydney restaurants masterclasses.

In addition to this, advertisements have been taken out in food service magazines such as *Australian Gourmet Traveller*, *Open House*, *Club Life*, *Food Service News*, *Food Companion International* and *Hospitality*.

The food service strategy is further supported by a newly developed food service mini-site. This is an area of the Australian Avocados website that helps to promote and support the Food Service masterclasses, present food service specific recipes, as well as build a database of food service professionals. This new section of the website has been live for approximately six months and has attracted close to 9500 page views. The most popular content on this site consists of recipes, 'Victor's picks', 'Meal ideas with a twist' and storage and ripening information.

In addition, the food service mini-site covers much of the information that can be found in the 'Fresh Avocados Masterbook for Food Service'. This supports the industry by positioning the Australian Avocados website as the best resource for chefs for information on avocado usage.



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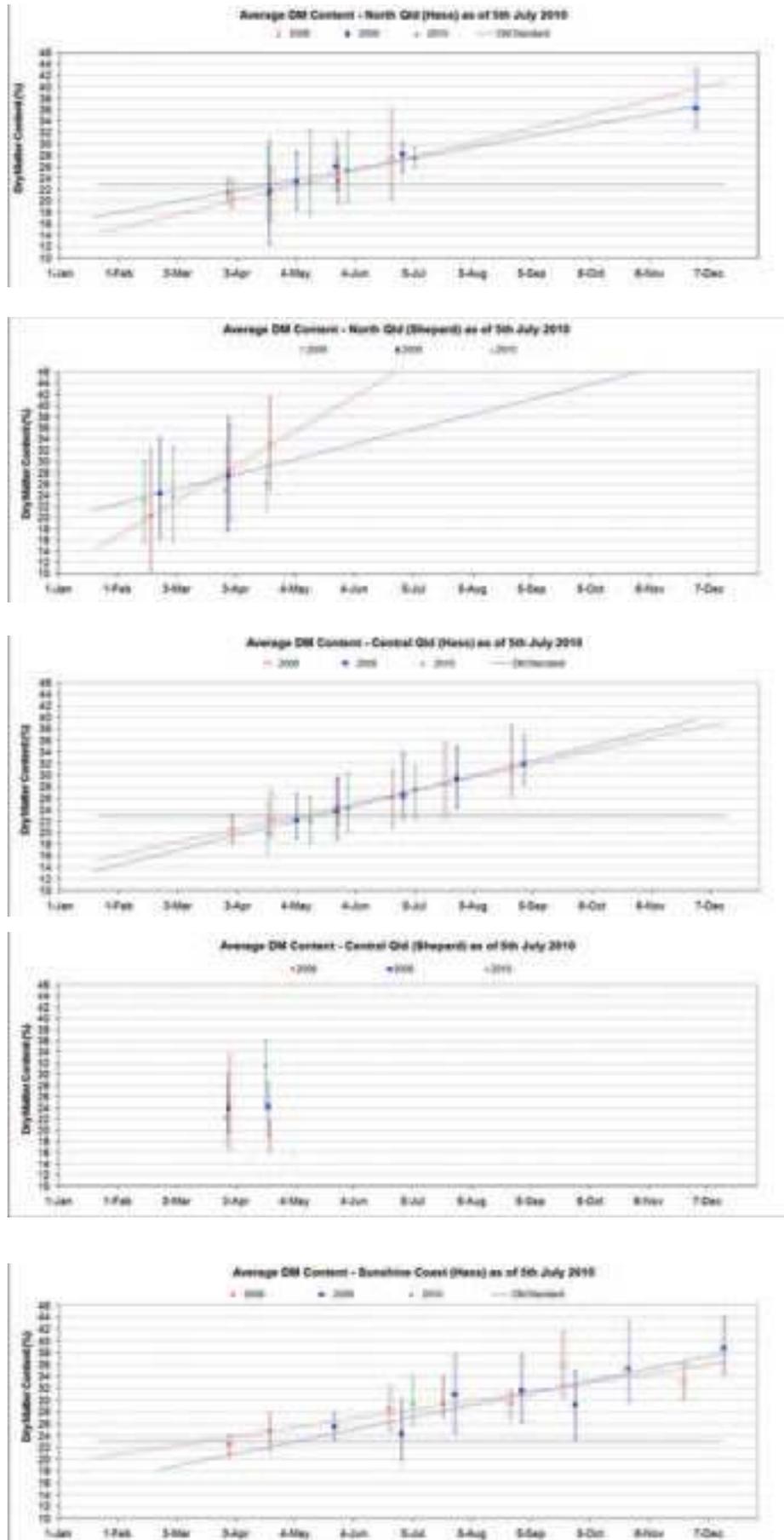


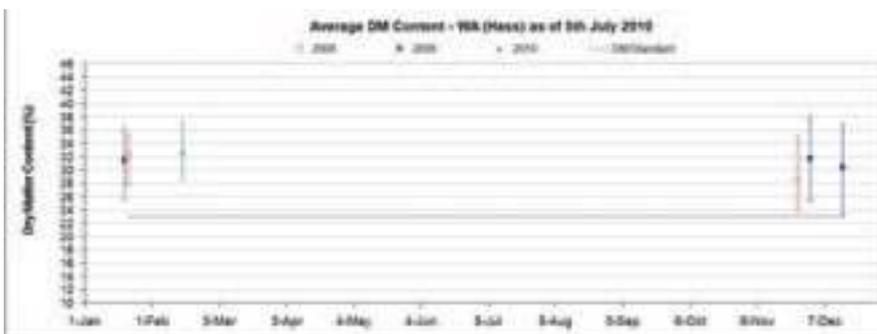
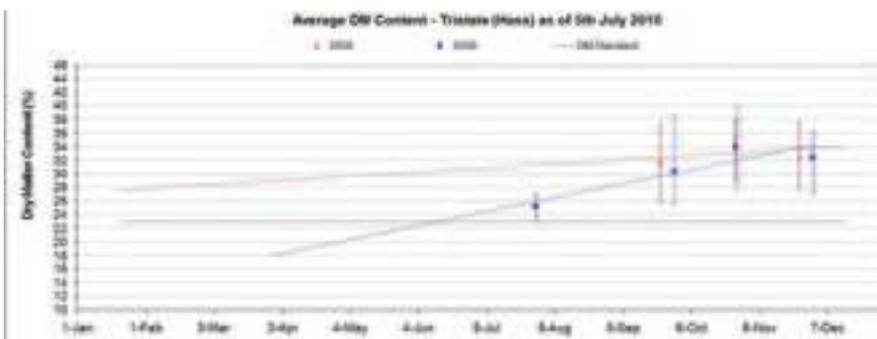
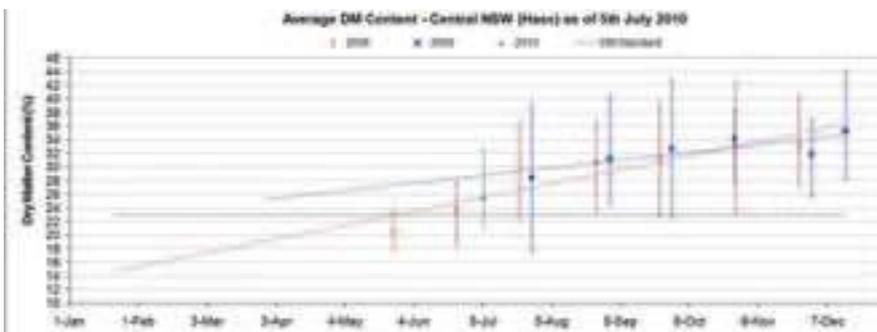
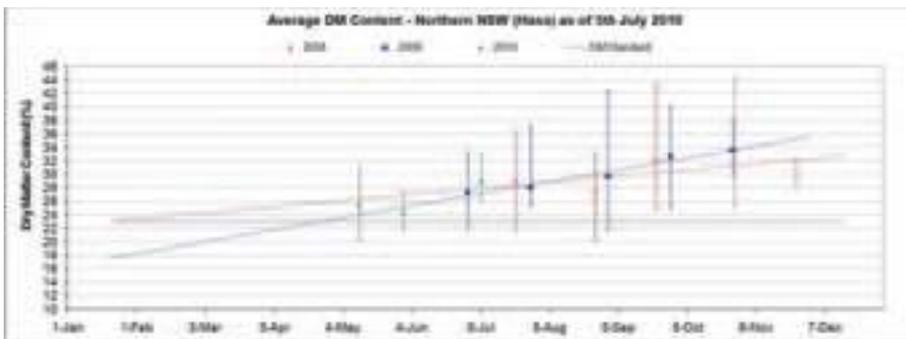
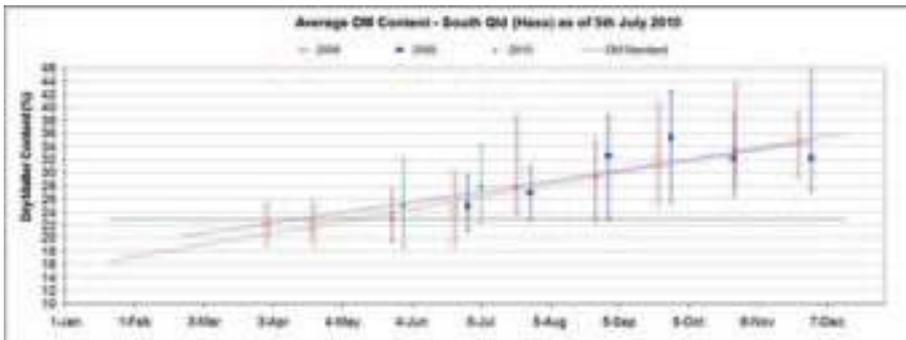
Dry Matter Testing

At the beginning of each growing regions season there are still varying degrees of fruit quality issues related to the marketing of immature fruit. Consumer research was conducted in 2007 which determined that harvesting Hass avocados that had a lower dry matter percentage (as a measure of maturity) than 23% impacted on consumer purchasing. As a result the industry standard for Hass was increased from 21% to 23% DM.

Since 2007, to monitor the progress made in reducing the amount of immature fruit that is harvested in Australia, avocados have been collected on a monthly basis from the wholesale markets and then tested for dry matter content (%). The averages, and highest and lowest values, are calculated for each growing region and these results are published on the Avocados Australia website (www.avocado.org.au). Individual dry matter results are also sent to the growers whose fruit has been tested.

These are the most up to date graphs illustrating average and highest and lowest dry matter percentages for each growing region.





Update on the Evaluation of Sustainable Orchard Mana

John Leonardi
Avocados Australia

The project aims to identify sustainable orchard management practices that are currently used by avocado growers across Australia; conduct trials to evaluate the effectiveness of these practices; and provide recommendations on the most promising practices for inclusion into a revised orchard management system.

Evaluate Orchard Management Sites

Currently a total of 23 sites from the major production areas across Australia have been selected as case studies. Growers from each site provide information on tree age and spacing; the timing of flowering, vegetative flushing and harvesting; the timing and cost of their orchard management operations; and the impact of these practices on tree health, yield and fruit quality. The aim is to have 3-5 sites from each region with around thirty growers providing information on their practices.

Over the last few months several orchards in North Queensland, Central New South Wales, the Tri-State and Western Australia were visited. In these regions a range of orchard management strategies are being used including:

- mulching (Rhodes grass hay, sugarcane tops, avocado woodchip, composted vegetation waste, filter-press),
- natural mineral fertilisers eg. rock dust,
- fish and kelp concentrates,
- compost teas and other brewed microbes,
- molasses,
- and branch scoring (particularly in southern production areas).

Grower collaborators in the Central and Southern Queensland will be visited in July and August to collect information on the timing and cost of orchard management practices and the impact of these strategies on yield and pack-out figures for the 2010 harvest.

Conduct Orchard Management Trials

Several trials have been established to test the effectiveness of a range of products and orchard management practices.

Mulching Trials

A trial investigating the effect of mulching treatments on tree growth, fruit yield and quality was established in Central Queensland during September 2009. 2½ year old Hass trees were mulched with filter-press (a sugar industry by-product), avocado chip and cane-tops to a depth of 5, 10 and 20cm respectively. A grower treatment (inter-row

slashes with a thin layer of filter-press of less than 2 cm) was included for comparison.

Shoot Growth and Yield

The effect of mulching on shoot growth (spring and summer flush length) and fruiting was assessed in 10 shoots in each of seven trees. Fruit was harvested at maturity on the 3 June 2010 and the number and weight from each tree recorded. Average fruit weight was calculated from the data (Table 1).

Table 1 Effect of mulching on shoot growth, percentage of shoots bearing fruit, number of fruit, average fruit weight and yield in 'Hass' avocado trees. Shoot growth and percentage fruiting data are means of 70 shoots from seven trees per treatment. Yield data are means of seven trees per treatment.

Treatment	Shoot growth (spring + summer) (cm)	% of shoots with fruit	No. of fruit	Yield (kg/tree)	Av. fruit wt (g)
Grower treatment	40.0	31.4	58.3	15.8	292.6
Filter-press	39.1	28.6	42.9	12.2	289.5
Avocado woodchip	40.2	32.9	54.6	14.9	290.7
Cane-tops	38.2	40.0	64.3	18.1	291.5

There was no effect of mulching on shoot growth and mean fruit size. However mulching with cane-tops tended to increase yield with 18.3 kg/tree compared to 15.8 kg/tree in the grower control treatment (data to be statistically analysed).



Figure 1. Body rots

Management Practices (AVo8020)

Fruit Quality

At harvest, 20 fruit of uniform size were sampled from five trees from each treatment and ripened at 20°C. At the eating soft stage fruit were cut into quarters, the seed removed, and the skin peeled from the flesh. The quarters were visually rated for the severity of rots and internal disorders as the percentage of flesh volume affected. Body rots were characterised as those developing from the skin into the body of the fruit (Figure 1), stem end rots as those starting from the stem end of the fruit (Figure 2) and vascular browning as the percentage of the flesh rendered non-useable by the disorder (Figure 3). The effect of mulching on the severity (% of flesh volume affected) and incidence (% of fruit affected) of fruit rots and disorders is presented in Table 2 and Table 3, respectively.

Table 2 Effect of mulching on the severity (% of flesh volume affected) of body rots, stem end rots and vascular browning in fruit ripened at 20°C. Values are the means of 100 fruit from five trees per treatment.

Treatment	Body rots	Stem end rots	Vascular browning
Grower treatment	6.6	4.5	3.6
Filter-press	5.3	3.4	2.4
Avocado woodchip	5.7	3.4	2.7
Cane-tops	4.5	3.3	2.8

Table 3 Effect of mulching on the incidence of body rots, stem end rots and vascular browning in fruit ripened at 20°C. Values represent the percentage of fruit with at least 10% of the flesh affected and are the means of 100 fruit from five trees per treatment.

Treatment	Body rots	Stem end rots	Vascular browning
Grower treatment	36	21	20
Filter-press	29	14	9
Avocado woodchip	28	17	12
Cane-tops	13	17	12

All mulching treatments tended to reduce the severity and incidence of fruit rots and flesh disorders compared with the grower control treatment (data to be statistically analysed). Mulching reduced the severity of body rots by 0.9-2.1%, stem end rots by 1.1-1.2%, vascular browning by 0.8-1.2%, and reduced the incidence of body rots by 7-23%, stem end rots by 4-7%, and vascular browning by 8-11%.



Figure 2. Stem end rot

Where to From Here?

Mulching trials established in Central Queensland during September 2009 are continuing. Mulches will be re-applied in August 2010. Additional mulching trials will be established in other regions during 2010.

A range of soil and foliar treatments were also established in Central and Southern Queensland in September/October 2009. These trials were harvested in June and data will be analysed in July. Further trials will be established in other regions during 2010.

Acknowledgements

Thanks to all growers who provided information on their orchard management practices and have assisted in conducting trials. Thanks to Peter Hofman, Barbara Stubbings and the postharvest team at DEEDI, Maroochy Research Station for their assistance and use of the ripening facilities. This project is funded by using avocado grower R&D levies which are matched by the Australian Government through Horticulture Australia.



Figure 3. Vascular browning

Promotional Activity for 2009/2010

June 2010 saw the finalisation of the current three-year avocado marketing strategy which was designed to highlight its versatility through inspiring recipes.

The marketing campaign incorporates a mix of TV, print and web-based advertising, public relations and consumer and food service promotion. The campaign has generated positive results in the past 12 months, outlined in detail below.

Media

A mix of media is used to reach avocados' core consumer target, primary grocery buyers aged between 18 and 39. This ensures the key message repeatedly reaches the core consumer target from multiple sources.

The media mix used in 2009/2010 has included television, both free-to-air and subscription; print advertising in prominent food and women's magazines (Delicious, Donna Hay, Mother & Baby), and the internet. The campaign had a strong online element, featuring sponsorships with three large publishers – Fairfax Digital, Yahoo!7 and News Digital. It focused on editorial content rather than display advertising.

To date the 2009/10 television activity has reached 1.1 million grocery buyers aged between 18 and 39; the magazine advertising reached 654,000 people an average of 3.5 times; and the online campaign had delivered 924 million impressions against a target of 922 million with six weeks to go.

Of the digital publishers, Fairfax delivered the highest overall CTR of 0.58 per cent followed by Yahoo! 7 with 0.10 per cent. Fairfax also outperformed other publishers in terms of engagement with an 18.62 per cent interaction rate i.e. people engaging with the online banner advertisements, and 17.93 per cent expansion rate i.e. the rate at which people interacted with the expanding banner adverts.

*The click through rate or CTR is calculated on the number of impressions or banners that appeared by the number of people who actually clicked on those banners.

Website

The 2009/2010 financial year has seen some fantastic results for the Australian Avocados website. Most impressively the site has achieved a 50 per cent increase in traffic for the period, reaching more than 116,000 visitors compared to 77,000 in 2008/2009.

Website reports show that the increase in traffic has been significantly impacted by search traffic, with close to 30,000 different keywords leading people to the website.

The graph below represents the search traffic for *www.avocado.org.au* in both the 2009/2010 and 2008/2009 periods.

The increase in traffic navigating around the avocados website demonstrates the relevance of content. Over the past three years the site has maintained the same content strategy, focusing growth on the most popular areas: recipes, 'how to grow' and nutritional information.

Promotional Activity for 2010/2011

During 2009 research was conducted in three stages. Stage two was an evaluation of the new creative direction for avocados moving into 2010. This was achieved using a qualitative methodology. Four focus groups of light to medium avocado users reported their behaviour.

Based on the research results, over the next three years the new strategy will specifically target light and medium users of avocados, aiming to shift the fruit from being a versatile product ingredient in the kitchen to an indispensable ally, a must-have.

The promotional activity will be in the marketplace from July 2010 with some press material appearing from February 2010.

A new creative concept has been developed for this year's promotion, with the campaign tag line evolving to 'Add an Avo **Every Day**'. This new tag line will strengthen the call to action. New advertising material has been created demonstrating how avocados can be used in a variety of useful, easy and everyday ways, in order to drive regular use. The advertising collateral has also been designed to drive consumers to the avocado consumer website, where the focus will be on demonstrating how easy it is to 'add an avo everyday' through quick and simple recipes, snacks



and meal ideas.

A new media strategy has been developed that looks to move the advertising placement from food oriented titles and environments, to environments where the target audience would be looking for food solutions. These environments include TV, print, online, word-of-mouth and sampling, with a focus on integration across the channels.

PR - Add an Avo to Footy Entertaining

In Market from March 2010 - September 2010

Following on from the success of the 2009 NRL campaign, the recipe competition is back and this year hosted on a custom-built 'I ♥ Footy' microsite at www.avocados.org.au.

In 2010, PR will focus on driving awareness of the recipe competition at a grass roots level. Instead of partnering with the NRL One Community program, Australian Avocados has partnered with individual NRL clubs.

The website features a team ladder that will track votes for the best NRL team recipes. PR will be used to alert local media to each club's ranking, and call on football and avocado fans to log on and vote.

Media releases announcing the promotion were distributed in early June. Affiliated NRL clubs will also be supporting the avocado industry by promoting the competition to their members and databases.

In 2010, supporting clubs come from the ranks of first and reserve grades, allowing Australian Avocados to tap into large junior membership ranks.

Again the competition will offer footy fans the opportunity to win Grand Final

tickets and a signed jersey of the winning team.

To position avocados as the perfect partner to half time snacking, Zoe Bingely-Pullin will undertake a 'mystery shop review' of canteens and catering at club grounds. PR will be used to promote the clubs with the best menus as the heroes of half-time nutrition.

Long-lead media will also be targeted in June. Magazine, newspaper and online food editors will receive information on why avocados are the perfect partner of half time entertaining to help them plan Footy Final features.

Media

Moving forward the focus of the media activity reflects the move towards an everyday usage message, building on the versatility platform built from the 'add an avo' campaigns.

This shift manifests itself most clearly in the television activity which has seen the avocado marketing program make a larger commitment to pay TV and, more specifically to the Lifestyle Network.

The Lifestyle Network will create 45 second interstitials (short ads that run between programs promoting other programs on the network) utilising the talent of Rachael and Kim from the program *4 Ingredients* to drive home the everyday possibilities for avocados. The TV activity sees avocados in market from May 2010 to June 2011 and will engage 585,000 grocery buyers with children, an estimated 12 times in the period.

With the magazine activity, the promotion program will be taking advantage of creative executions that include more everyday recipe ideas. This allows us to efficiently place page advertising while investing in a higher level of television activity without sacrificing reach in the magazine environment. To that end, magazine activity will be seen by 74% of the target at a frequency of 3.5 times.

The online strategy will target women's lifestyle and family websites such as kidspot.com.au and cuisine.com.au, sites where primary grocery buyers with children actively seek information on food. These sites will also be used to drive traffic to the avocados' website as will search engine marketing (SEM), for example Google and Yahoo.

Foodservice Program

The foodservice program will also be built upon in 2010/11. The 2010/2011 Avocados Australia – Fresh Avocados Masterclass sees the program launching in two new sectors and tested in two new states. Vegetarian masterclass sessions will be held with commercial catering group Alliance in Western Australia and South Australia as well as along the eastern seaboard.



Promotional Activity for 2009/2010 period continued

The masterclasses will be part of the group's national education program for its chefs. The program will also be introduced into the TAFE curriculum, accompanied by specifically developed educational materials.

Efforts to target restaurants and 'star' hotels in Victoria, New South Wales and Queensland will continue. 'Star' hotels have been targeted as their chefs are most likely to deliver the desired outcomes of versatility and creativity of use, as well as high volume usage.

Ongoing public relation work, including advertising in foodservice magazines and improvements on the foodservice website, will support the chef training program.

Sampling

In 2010 avocados will increase NRL sponsorship activity, placing product sampling teams at selected NRL games. Through the sampling NRL fans will have a first-hand association of avocados with the game.

A branded sampling station will be set up during the games to distribute a simple recipe featured on the Avocados Australia website: the Zesty Balsamic Avocado. Trained promotional staff will not only distribute product but will also speak to NRL fans on a one-on-one basis, passing on key messages about the diverse uses of avocados.

To reach avocados' key audience of mothers with infants, the avocados marketing campaign will have a stall at the Pregnancy, Babies & Children's (PBC) Expo to be held in Sydney and Melbourne and possibly another state. Over the past 19 years the PBC expo has grown into a well respected national event and is committed to providing:

- a high quality, information rich event;
- advice from the best early childhood experts;

- latest innovations and essential parenting products;
- free entertainment for kids and parents to enjoy together;
- a comfortable and enjoyable environment.

The avocado stall will provide a one-on-one interaction directly with avocados' target market and will offer different avocado samples for different key age groups e.g. avocado mash for babies. The avocado industry resident nutritionist, Zoe Bingley Pullin will also be at the stand offering free advice to mums on health and nutrition, as well as meal ideas for kids and the entire family.

The PBC expo will be used to communicate the key message that avocados are the perfect first food. It will also be a further opportunity for interaction with the target audience through a 'cutest baby photo' competition. Parents will be able to place their baby into a custom made plush avocado for the photo to be taken. It will then be posted on the Avocados Australia website as a way to increase traffic and boost the number of database members.

Website

The new strategy means new additions to the website, but also finessing what is currently available. The following additions are what can be expected over the next few months:

- a fresh new look for the homepage that brings together the entire, updated marketing plan;
- a streamlined membership system for all consumer, Food Service and Early Learning;
- a focus on 'Quick and Easy' ways to Add an Avo Everyday;
- a refined recipe database and design;
- updates to the Mums and Bubs content, including quick family meals for all ages;
- a new Early Learning mini-site that introduces and promotes the Australian Avocados Early Learning program to teachers;
- an email campaign targeting Food Service professionals about Fresh Avocados as a product that adds value to menus;
- a photo gallery to support the Baby Expo component of the consumer campaign.

So keep an eye out on the website to see the upcoming developments. We would love for you to drop in and vote in the 'I ♥ Footy' recipe competition, or even submit your best avocado recipe; we're sure the best avocado recipes start with those who know the fruit best!



News from Around the World

US: Demand Blossoms for Avocados

For years, bananas have been advertised as the perfect food, but Steve Barnard doesn't think so. "I think it's getting dislodged," said Barnard, CEO of Oxnard, Calif.-based Mission Produce, an avocado importer, packer and shipper. "I think the avocado is giving it a run for its money."

Global demand has blossomed for the green fruit, once considered an expensive luxury. Touted for its energizing nutritional qualities, the avocado has turned up on lists of super foods and as an Oprah favorite.

As Mission Produce ramps up to meet the demand, the company has been shipping about 32 million pounds of avocados a week — and that's just in the United States.

"We're shipping record numbers," Barnard said.

After three years of light crops due to a major freeze in 2007 and a heat spell in 2008 that affected last year's supply, it's finally a robust year for avocado growers. "Finally, the trees have recovered and we're off and running," Barnard said. "It's not a record, but it's a larger crop."

About 84 million pounds of avocados are expected to be consumed around the Cinco de Mayo holiday alone, with outstanding quality fruit from California in abundance this year, said Jan DeLyser, vice president of marketing for the California Avocado Commission. Barnard estimates a 20 percent increase this year in consumption, which had previously been hampered by lack of supply. There's pent-up demand, Barnard said, that's being met by good value and good prices.

"Last year, prices got extremely high, and there were early shipments of slow maturity fruit, which really turned off the consumer" he said.

California this year will produce about 470 million pounds of avocados, compared with a historic light crop of 170 million pounds last year, DeLyser said. In 2009, many growers in the southern district were required to reduce water use by 30 percent, so they stumped their groves — cut their trees and took them out of production, DeLyser said.

"This year, we've had ideal growing conditions, good rains, ideal temperatures and a good fruit set on the fruit trees," she said. The external quality of the fruit is "gorgeous," DeLyser said, adding that it tastes as good as it looks. "It's got the full nutty, buttery flavor."

While last year's shortage meant volume started winding down in July and was finished in early August, growers anticipate this year's volume will remain strong through October.

"This was a good, good year for growing avocados," said Lee Cole, president and CEO of Calavo Growers in Santa Paula, a leading marketer of avocados and other fresh produce.

Despite this year's heavier crop, demand for avocados far exceeds California's supply, making the state reliant on imports from Mexico and Chile. During the past three years, the United States consumed about 1 billion pounds of avocados each year, the majority imported from Mexico, Cole said. "It's definitely going to be a growth year for avocados," Cole said. "Consumers have been waiting for the fruit."

Consumption of avocados has increased about 15 percent annually for the past seven or eight years, he said. Despite the healthy increase in supply, Cole doesn't expect to see much decline in prices. Growers are fetching about 65 cents a pound for small avocados and about \$1 a pound for large ones, Cole said.

Part of the reason for the avocado's popularity has been a strong push from avocado commissions in Mexico, Chile and the United States. Among the three organizations, about \$50 million is spent annually on advertising the fruit, he said. Source: seattletimes.nwsources.com

Peru: Avocado Replaces Coca

In the valley of the rivers Apurimac and Ene (VRAE), a Palta production product gains ground. In Acobamba and Andamarca, Junin, some country people have set aside their coca crops and they are now opting for Hass and Forte avocados. In reward, the soil has rewarded them with high quality products that can weight by as much as two kilos each.

These avocados, located 2,400 to 2,600m above sea level, are produced organically due to the weather and the soil's benefits. Thus, Junin's regional government arranged the delivery of 100,000 plants in order to broaden the production and encourage the development in these remote places.

Poor farmers coming from 35 communities in the area flocked to the towns of Andamarca, Acoma, Milopata and Matichacra in order to receive the first lot of 5,617 trees for their fields. The project, with an investment of 1,182,000, aims to plant 100 acres of this fruit. The plants are produced in a nursery located in an area of 5000 square meters donated by the District Municipality of Andamarca.

The plans:

The regional president of Junin, Vladimiro Huaroc, indicated that these areas will be reforested with 80 hectares of lucuma and cherimoya plants.

News from Around the World *continued*

Huaroc added that the certification of the avocados produced in this area is being arranged through the respective managements so that they can be sold abroad.

Oscar Calixto Gavino, Regional Director of Agriculture, manifested that the project has the support of trade technicians who guide the producers in this area to obtain export-quality avocados.

The president of the Avocado Growers Association in Junin, René Sarapura said that 50 farmers will soon provide avocados for Andamarca mall Plaza Vea Huancayo. "We are currently producing up to half a ton of avocados per week in this area", she said.

Source: www.agrorural.gob.pe

Turkish University Looks to Increase Avocado Yield

Hatay's Mustafa Kemal University, or MKU, is conducting a project to increase the yield of the avocado, a tropical fruit rich in vitamins C and E.

The project, which aims to expand the cultivation of avocados in Turkey, has been approved by the State Planning Organization, or DPT, and has received 250,000 Turkish Liras in financial support, according to Professor Mustafa Kaplankiran, head of the Horticulture Department at the Faculty of Agriculture at MKÜ. Within the scope of the project, the faculty is growing avocados on 4 hectares of land in the southern province's Dörtiyol district, said Kaplankiran.

"We made a study on the most preferred 5 types of avocado in European countries. We realized that the avocado, known as an 'aphrodisiac fruit' due to its richness in vitamins and proteins, is suitable for [our] region. We observed that the avocado can grow in every place that lemons grow and can be preserved for two months at six degrees Celsius," said Kaplankiran.

"Avocado growing should be increased to provide producers more export revenues. Our producers can make more money with avocados, which can find buyers for four liras per fruit," he said. The faculty is working to make avocados an alternative product in the region, Kaplankiran said. "Within the scope of the project, we obtain 40 kilos of avocado per tree."

On average, 60,000 tons of avocados are exported annually from Israel and 70,000 tons from Spain. "Producers from Hatay should also benefit from the European market," Kaplankiran said.

Turkey does not have conclusive data on avocado production, but according to Kaplankiran's estimates, the annual yield could reach 50,000 tons. "Farmers should be

informed of this issue," he said.

Avocado consumption in Turkey is extremely low, said Kaplankiran. "Its taste is strange for our citizens. They describe it as 'tasteless' so they do not consume it much." Nonetheless, public awareness about consuming the fruit should be raised, Kaplankiran said. "In this way, cultivation would be positively affected." Source: hurriyetdailynews.com

US: California Avocado Growers Worried About Peru Pest

Southern California avocado growers are no strangers to hardship.

In recent years, the men and women who have made fresh guacamole a summer mainstay in Southland homes have faced tough competition from cheap imports from Mexico and Chile, water shortages and rising land management costs. Some have been put out of business, while others are barely hanging on.

Now, some growers and scientists say a threat has emerged that could wipe out - or at least significantly damage - the state's \$300 million-a-year avocado industry.

The culprit is *stenoma catenifer*, better known as the avocado seed moth. Native to South America, the moth - which burrows into the fruit to lay eggs and grow its larvae - is currently wreaking havoc on Peruvian avocado growers. And since the U.S. government began allowing imports of Peruvian avocados in January, growers fear it's just a matter of time before it arrives in the U.S. and begins destroying local crops.

"They don't have any idea of how to deal with it," said Mark Bruce, a Simi Valley avocado grower who is struggling to bring his 68-acre orchard into profitability after 11 years. "If it comes here, it could be the end of the avocado industry in California."

The U.S. Department of Agriculture maintains that existing safety guidelines will protect California's avocados from the Peruvian moth. Currently, all imported Peruvian avocados come from only certified pest-free areas and are inspected upon arrival.

"We believe that the restrictions that are in place are sufficient to protect the U.S. from this pest, otherwise we wouldn't allow the product in," said USDA spokesman Larry Hawkins. "We're not going to wreck U.S. agriculture."

But University of California, Riverside, entomologist Mark Hoddle, who is an expert on the pest, says it's almost inevitable the seed moth will one day make its way to the United States. Hoddle also agrees with growers that it

could devastate state avocado crops.

“Given (imports of) enough fruit from risky areas over a long enough time, (the moth) is likely at some stage to enter California,” said Hoddle, who is also the director for UC Riverside’s Center for Invasive Species Research.

Between February and April of this year, the U.S. has imported 120,000 pounds of avocados from Peru.

“It is a numbers game,” said Hoddle, who is now in Peru studying the moth on a research project funded by the California Avocado Commission. “Large numbers of fruit moving into the same areas over long periods of time increase the chances that it will come in accidentally.”

California grows 90 percent of the nation’s avocados, which are harvested on 60,000 acres throughout San Diego, Riverside, Ventura, and Santa Barbara counties and in the San Joaquin Valley. Avocados also rank in the top 10 most valuable Ventura County crops, worth about \$63 million a year. Source: dailynews.com

Peru: First Arrivals of Hass Avocados from CAMPOSOL Peru in Europe

The first Peruvian Hass avocados from the fields of CAMPOSOL are due to arrive in Europe. CAMPOSOL’s avocados are harvested at the best moment to assure a perfect ripening, and they are distributed under the brand names of Camposol, Andes, Amazonas, and Sol Produce. CAMPOSOL is co-packer in Peru of the brands Hall’s for Great Britain, Trops for Spain, and Black Sensation for Germany.

CAMPOSOL, the largest agro industrial company of Peru and leader in avocado exports, owns 22,000 hectares in the regions of La Libertad and Piura, in the Northwest of the country, only 6,000 of which are currently cultivated, thus leaving considerable reserves for the company’s further consolidation and diversification into new products.

With estimated exports of about 49,000 metric tons of Hass avocados and 5,000 tons of green varieties, Peru will become the major supplier of avocados for the European market this year. At the same time, the opening of the North American market for avocados from Peru extends the opportunities for the Peruvian industry.

CAMPOSOL is looking forward with great optimism to the new avocado season in Europe, a market that keeps on growing from year to year and has found in the Peruvian company an important source of high quality produce. This is the result of profound knowledge of the product and postharvest processes, state of the art production systems and excellent climatic conditions. The favourable climate enables CAMPOSOL to reduce the use of chemicals

Grower Member Application Form

Avocados Australia Limited

ACN 105 853 807

For Associate and Affiliate membership application forms please go to www.avocado.org.au or call 07 3846 6566

Member Details

Business name and/or trading name: _____

ABN: _____

Key contacts: _____

Preferred address (postal): _____

Address of property (if different): _____

Contact Details

Business phone: _____

Home phone: _____

Fax: _____

Mobile: _____

Email: _____

Corporate Structure

How would you describe the nature of your operations (please circle)?

- Individual
 Partnership
 Company
 Trust
 Lessee
 Cooperative
 Other (please specify) _____

Please indicate the area of property that you crop for avocados (please circle)

- 0.5 - 5 ha
 6-19 ha
 20-49 ha
 50-99 ha
 100-149 ha
 150-199 ha
 200-499 ha
 500 ha+

Special Interests

Please tick your main areas of interest from any of the following:

- Consumer information
 Production management
 Environmental management/ sustainability
 Quality Assurance
 Organic farming systems
 Technology/innovations
 Water management
 Marketing
 Field days
 Supply chain management
 Pest management
 Key political issues
 Food safety
 Other (please specify) _____

Grower Member Application Form continued

Payment Options

Grower Membership of Avocados Australia is \$143 pa (including GST). You can pay your membership by cheque or credit card. To pay your membership fee, please choose one of the following options:

Cheque

Please find enclosed a cheque for \$143.00 made payable to Avocados Australia Ltd.

Please charge \$143.00 to my credit card. Details are listed below.

Credit card (please circle):

MasterCard Visa

Credit card number: _____

Name on credit card: _____

Expiry date: _____

Signature: _____

Privacy Options

Avocados Australia Ltd adheres to privacy rules with respect to the way we collect, use, secure and disclose personal information. Please indicate below (tick) if you do not wish to receive additional information.

I do **not** give Avocados Australia Ltd permission to allow my postal contact details to be accessed by other organisations other than Avocados Australia Ltd which offer beneficial products and services.

- NB - No personal details other than name and postal address will be given out under any circumstances.

Once you have completed this form please place it in an envelope addressed to:

Avocados Australia
Reply Paid 8005
Woolloongabba Qld 4102

(no stamp required within Australia):

For more information or assistance please go to

www.avocado.org.au or call on **07 3846 6566**



News from Around the World continued

to a minimum. The company attributes utmost importance to biological pest control and has an own department responsible for the Integrated Pest Management (IPM) – a sustainable approach that is highly appreciated by its European customers. Source: Camposol

Natural Hass, Presents Avocados from Colombia

Natural Hass is a brand that is being supported by the Colombian company CI AgroHuila - Colombia. The company produces Hass avocados from the Department of Huila in Colombia in an area of 70 hectares planted with a growth potential of up to 300 hectares that arise from networks of producers in the same region.

The company has assisted in promoting this product at international fairs which is of very good quality and is looking to reach the European market which is open to the Colombian avocado. In the U.S. the situation is unclear due to the fact that Colombia has not signed a protocol with this country. Anyway, the local market appears as a good alternative for Hass consumers. Source: Natural Hass

Chile: Avocado Hill Crops Propose New Challenges to Science

Of the romantic image of our fields of leafy boulevards, green lands and plots producing colored flowers, tinged with plantations that are often mixed avocados apples, citrus, and lucuma is becoming scarce.

You just have drive on the modern highways of the province of Quillota to realize that the rural landscape is different, particularly towards the hills where avocado plantations proliferate. Producers say that nearer to the top of the hill, trees more protected from frosts are becoming smaller due to pruning.

“Each project has sought to generate effective solutions to technological problems that have been detected in the avocado production process,” said Pilar Gil, Agronomic Engineer and a plant physiology doctor.

The specialist suggests that the research challenges associated with avocado today tend to reduce production costs, as well as quantify and mitigate the carbon and water footprints, improve fruit quality and tree conditions under periods of drought and to incorporate new environmentally friendly methods. Source: INIA

US: UC Riverside Entomologist Helps Manage Threats to Avocados

Avocado seed moth could devastate California's avocados, warns Mark Hoddle, currently on a field trip in Peru

California's avocado industry is worth more than \$320

million annually, and has about 6,000 growers farming more than 6,000 acres of land. Indeed, California grows nearly 95 percent of the country's avocados.

University of California, Riverside entomologist Mark Hoddle is in Peru until the end of July 2010 to look for known avocado pests, in particular, the avocado seed moth, *Stenomoma catenifer*, that could wreak havoc on California's avocados should the pest make its way to the state.

"This pest is native to Peru, and is particularly destructive in avocado-growing areas in the Chanchamayo region of the Junin District – a somewhat warm and humid jungle zone," said Hoddle, the director of the Center for Invasive Species Research, who, like an Indiana Jones of invasive species, travels several times a year to locations around the world in search of invasive pests that could threaten California's agriculture, urban, and wilderness areas.

Hoddle, also a bio-control specialist in the Department of Entomology, and his research team have collected almost 300 pest-infected avocados from orchards and fruit vendors in Peru, and are rearing out the pests and their natural enemies in their lab. Later, these pests and their bio-control agents will be identified by taxonomic specialists, and described and named if they turn out to be species new to science. Source: *newsroom.ucr.edu*

Mexico: The Mexican Avocado and its Challenge in Exports

The agri-alimentary supply chains considered that in addition to the relevant supplies and equipment, all the services that significantly affect such activities as research, training and technical assistance, amongst others, are going well. One of the main challenges is the use of biological methods of pest control, which restructures the environment for our crops.

The avocado is a native tropical fruit of the highlands of central and eastern Mexico, Central America to Colombia, Venezuela, Ecuador and Peru. This country is the largest producer and exporter of avocados in the world, besides being the largest area planted for this purpose.

In 2008, Mexico reported a total production of avocado of 124 000 565 million tons, grown in an area of 114 000 471 hectares and an estimated yield of 9000 824 kg per hectare. During 2009, it contributed with the 65.35 percent of the total value of exports worldwide. U.S, Japan, Canada, El Salvador, Costa Rica and France, among others, are important destinations. Source: *inforural.com.mx*

Mexico: Avocado Could Become More Important than Guava

The avocado development in the east region of the state is such that it could soon become the spearhead of the agricultural production, well above the guava, said Gildardo Pérezcastro.

The newly elected president of the avocado producers of Zitacuaro said that the municipality has had fruit in quantity and quality for many years. The majority of the avocado from Zitacuaro is sold to the marketers of Uruapan, who cut and then send the avocado to the U.S. market.

He noted that so far it has been a good business for the producers of Zitacuaro, who produce quality, but can't sell directly, because the municipality doesn't count with the plague release declaration.

He noted that once they get this declaration, they will be able to market the avocados in foreign markets. This would bring greater benefits to producers than the indirect sales made through intermediaries.

Source: *primerplanoweb.com.mx*

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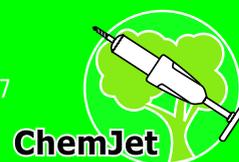
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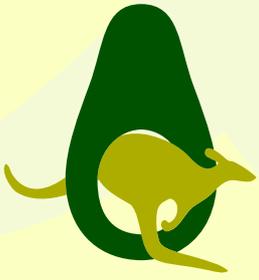
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