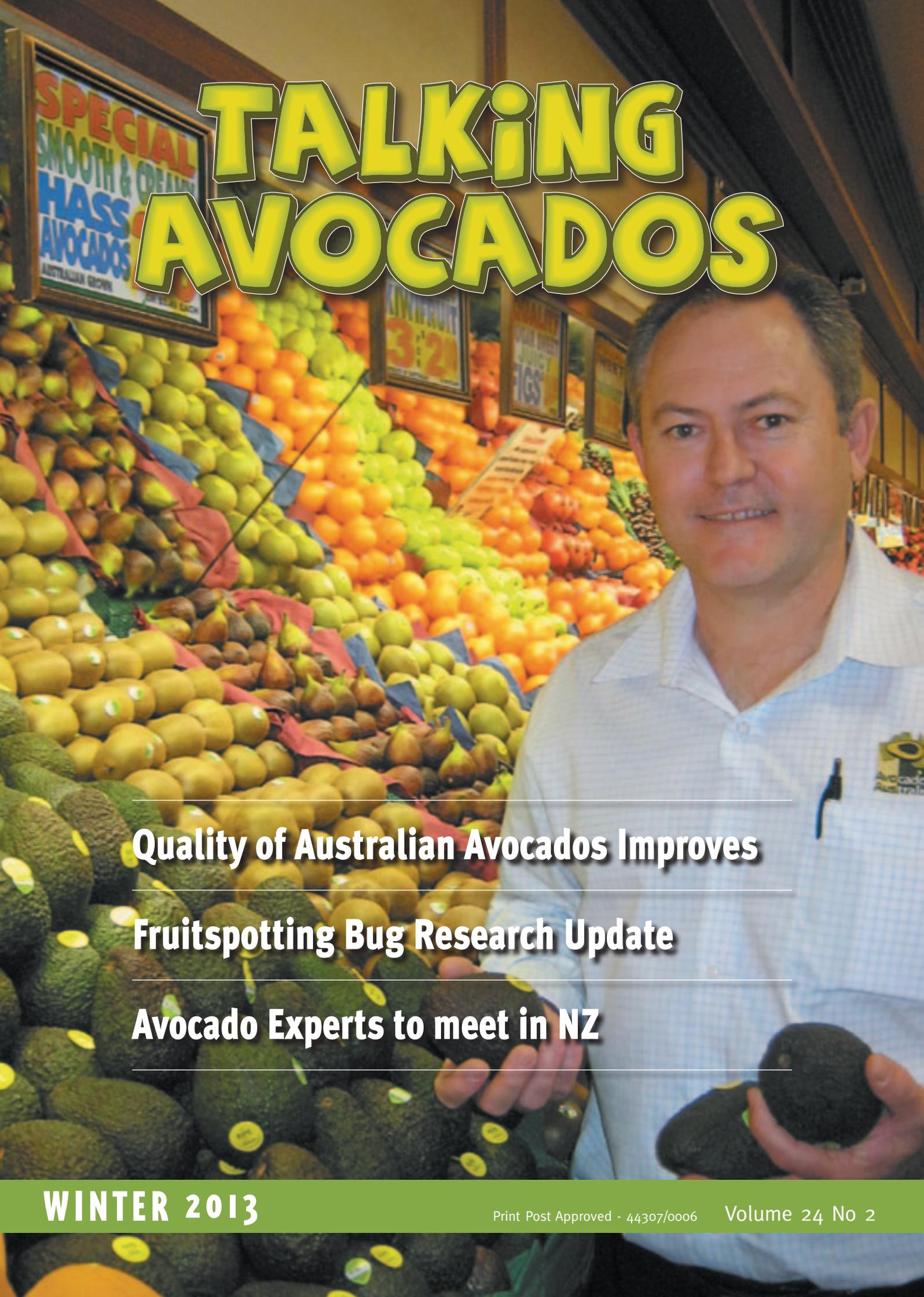


# TALKING AVOCADOS



---

**Quality of Australian Avocados Improves**

---

**Fruitspotting Bug Research Update**

---

**Avocado Experts to meet in NZ**

---

**WINTER 2013**

Print Post Approved - 44307/0006

Volume 24 No 2

# Avocados Australia Limited

Talking Avocados is published using avocado grower levies which are matched by the Australian Government through Horticulture Australia.

**Avocados Australia Limited**  
**ABN 87 105 853 807**

Level 1, 8/63 Annerley Road  
 Woolloongabba, Qld 4102 Australia

PO Box 8005 Woolloongabba  
 Qld 4102 Australia

Phone: 07 3846 6566  
 Fax: 07 3846 6577

Email: [admin@avocado.org.au](mailto:admin@avocado.org.au)  
 Web: [www.industry.avocado.org.au](http://www.industry.avocado.org.au)

John Tyas [j.tyas@avocado.org.au](mailto:j.tyas@avocado.org.au)  
 Chief Executive Officer

## Avocados Australia Directors

Jim Kochi Chairman North Queensland	07 4054 2188 <a href="mailto:j.kochi@avocado.org.au">j.kochi@avocado.org.au</a>
Peter Annand Sunshine Coast	07 3300 5660 <a href="mailto:p.annand@avocado.org.au">p.annand@avocado.org.au</a>
Daryl Boardman South Queensland	07 4697 8000 <a href="mailto:d.boardman@avocado.org.au">d.boardman@avocado.org.au</a>
Lachlan Donovan Central Queensland	07 4159 7670 <a href="mailto:l.donovan@avocado.org.au">l.donovan@avocado.org.au</a>
Tom Silver Tamborine & Northern Rivers	02 6628 8929 <a href="mailto:t.silver@avocado.org.au">t.silver@avocado.org.au</a>
John Walsh Central Queensland	07 4126 8200 <a href="mailto:j.walsh@avocado.org.au">j.walsh@avocado.org.au</a>
Barry Avery Tri State	0428 219 186 <a href="mailto:b.avery@avocado.org.au">b.avery@avocado.org.au</a>

## Talking Avocados

Talking Avocados is published by Avocados Australia Limited.

### Published:

Quarterly - Autumn, Winter, Spring and Summer

**Editor in Chief:** John Tyas

**Managing Editor:** Anna Petrou

PO Box 8005 Woolloongabba Qld 4102  
 Phone: 07 3846 6566 Fax: 07 3846 6577

Email: [TalkingAvocados@avocado.org.au](mailto:TalkingAvocados@avocado.org.au)

**Circulation:** 1000 Copies

**Printed by:** Snap Brisbane Felix Street, Level 3, 10 Felix St Brisbane 4000  
 Phone: 07 3221 5850, Fax: 07 3221 3208

Email: [brisfelix@snap.com.au](mailto:brisfelix@snap.com.au) [www.brisfelix.snap.com.au](http://www.brisfelix.snap.com.au)

**Subscriptions:** Four issues per year:  
 Australia: AUS \$65.00  
 New Zealand: AUS \$85.00  
 Rest of the World: AUS \$100.00

**Advertising:** Avocados Australia Limited,  
 PO Box 8005 Woolloongabba Qld 4102 - Phone: 07 3846 6566,  
 Fax: 07 3846 6577 Email: [TalkingAvocados@avocado.org.au](mailto:TalkingAvocados@avocado.org.au)

**Disclaimer:** This publication is produced upon the understanding that no responsibility is accepted by Avocados Australia Limited (ABN 87 105 853 807), its Directors and Officers or the Editor for any opinions, claims, statements made and views expressed in any edition of Talking Avocados. Readers should rely on their own inquiries when making decisions concerning their interests. All material in the magazine is copyright. Reproduction in whole or part is not permitted without written permission of the editor.

**We all make mistakes:** If we make a mistake please let us know so a correction may be made in the next issue.

## In this issue

Chairman's Perspective	3
CEO's Report	4
Around Australia	6
Industry Matters	9
Internal Quality of Australian Avocados Improves In-store - research shows	24
Grower Profile - Richard Shaw	28
Hard Condition of Avocados Operational Procedure ICA-30	30
Member Profile - Alan Corke	32
Update on Fruitspotting Bug Research	36
Industry Service Provider Profile Tristate Agronomist Lisa Martin	39
Avocado growers and international experts to meet in New Zealand	41
A Tribute to Tony Whiley	46
Australian Avocado's New Strategic Marketing Plan	48
News from Around the World	53

**Cover:** John Tyas, CEO of AAL, looks at avocados for sale at retail outlet "Fruity Capers"

# Chairman's Perspective

Over the past few months I have been asked what is happening in Avocados Australia referring generally to the changes in the structure of the AAL board and the Avocado IAC. Now, there has been a lot written about this and there have been grower meetings, teleconferences and many articles in Talking Avocados. It has been a difficult time for our industry but in spite of that our resolve to serve the industry according to the *key aspirations* and *objectives* in the Australian Avocado Industry Strategic Plan 2010- 2015 are front of mind for the board and the IAC. I recommend that you read the Strategic Plan. You can access this on the Avocados Australia website by entering <http://industry.avocado.org.au> in your web browser, glide your mouse to the "About Us" option on the maroon menu then go down the list and select "Strategic Plan".

One of our objectives (#2) was to *increase demand for Australian Avocados* and the numbers in infocado show that production continues to increase and the consumption rate has increased to take up that production. This has resulted in the maintenance of wholesale prices over the past few years. It is now a regular occurrence to see 200 K + tray equivalents per week supplied to the market and the prices have remained high and stable. Four years ago 150K tray equivalents were causing market prices to drop and supplies backing up in cold stores. At a recent



meeting with a major retailer John Tyas and I were told that the avocado category had broken the normal paradigm of increasing supply and reducing prices. Avocado was the only fruit category that increased supply and sales and returns to the retailer. This resulted in corresponding increased returns to the growers.

The answer to this success lies in the *key aspiration: to deliver a consistent, good quality product*. The Retail Quality Surveys conducted by Avocados Australia show that there have been significant improvements in the internal quality of fresh Australian Hass in the order of a 38% increase since 2008.

This is a great result for the effort growers have made over the past five years to take up and apply the advice and research findings that have come from the R&D programmes and the grower workshops.

Full credit also goes to the staff at AAL who have "kept the faith" through the distractions of these past months and continued their good work to manage and report our programmes.

I would recommend that all growers take a look at the **Best Practice** module on the Avocados website. If you have not already registered to access the Best Practice Resource you can do this by going to the Avocados Australia website. Type this address in your web browser: <http://industry.avocado.org.au> then go to the top menu bar on the page and click on "Best Practice". Click on "Apply to Access" and follow the prompts. If you need assistance call toll free 1300 303 971 or email [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au).

In particular I would recommend growers look at the **Study Group Minutes** because it will allow you to "time travel" to workshops and field days in every growing region over the past few years without leaving your home. To do this log-in to the Best Practice Resource online then go to the maroon menu. Glide your mouse to "Growers", follow the menu list down and click on "Study Group Minutes". All that information is there for you free of charge, at your leisure.

How good is that!

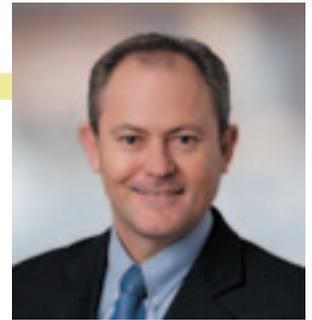
How good is your industry!

Hope to see you in New Zealand for the conference in September.

*Jim Kochi*

Jim Kochi, Chairman, Avocados Australia

# CEO's Report



Did you know that collectively, the Australian horticultural industry is worth about \$10 billion at farm gate and is Australia's second-largest and the fastest growing industry in agriculture? It includes some 30,000 businesses nationally and employs around one-third of Australia's total agriculture workforce. These are some of the messages that a delegation of industry representatives (including myself) took to Canberra in May, as part of a horticulture policy platform to communicate in the lead up to the September election.

The horticulture industry in Australia is in some ways a conglomeration of many, many individual industries, from avocados to pecans, from turf to zucchinis. While some industries are very different, there are many issues which are common to all of horticulture.

Industry representation, policy development and lobbying is something that individual horticultural industries at a national level currently must deal with largely alone. Unfortunately, as individual industries, we are relatively

small and our voice is not always heard. However, collectively our strength is irrefutable.

Years ago when Horticulture Australia Limited (HAL) was formed to manage R&D and Marketing for the national horticulture industry, The Horticulture Australia Council (HAC) was also formed as an agri-political body for horticulture. For various reasons, HAC did not survive and was disbanded a few years ago. Following its demise, another entity was formed in 2010 called the Horticulture Task Force (HTF). This organisation aims to deal with a small number of high priority issues for horticulture. HTF is not an incorporated body and does not represent all of horticulture. It currently has 17 industry members, including Avocados Australia (as a comparison HAL has 42 industry members).

The HTF delegation to Canberra provided a good



*Designers & manufacturers of quality self-adhesive labels & tags*

- Fruit & Vegetable Labels & Tags
- Pallet Labels
- Punny Labels
- Crate Tags
- Carton & Box Labels
- Tomato Tags



**Label 1,000+ trays per/hr**  
The Mac & Label Vision System identifies each item surface to be labelled with speed & accuracy



**Save on time, money & space**  
Use 1 simplified system & 1 conveyor to pack any produce configuration consecutively



**Own your own system**  
No need to be bound to a lease agreement



*Contact us for a FREE demo DVD & find out how you can implement one of these cost cutting systems in your packhouse*

Australasian Agents for  
**MAC & LABEL**  
Labelling & Research

**FREE CALL 1800 773 207**

[www.labelpressaustralia.com.au](http://www.labelpressaustralia.com.au)

demonstration that individual horticulture industries do have common issues and can work together for a common purpose. The top six priorities in the policy platform are:

1. Employment conditions and innovation
2. Trade and market access
3. Matched levy R&D funding
4. Biosecurity
5. Better regulation of Agvet Chemicals
6. Clarity in food labelling

It is important that horticulture industries are adequately represented in Canberra, and that their needs are properly considered when policy is developed. Some horticulture industries (not many) are large enough to employ their own staff to engage in agri-political activity. However, most lack the scale and resources to achieve significant influence.

An across-industry project is currently under way to provide a feasibility study into the potential for a whole of horticulture peak industry body to represent horticulture in Canberra. This study is considering issues such as potential structures, funding levels and mechanisms, objectives and scope. Industry consultation is underway with recommendations to be considered later this year.

But there are many issues that we need to address on our own. This year Avocados Australia has been working hard to improve our communication and engagement processes with industry, particularly with avocado growers. We were encouraged by the results from our independent communications review undertaken by PRISM Communications which showed a high level of satisfaction with our communication program. In fact, 82% of respondents were 'Very satisfied' or 'Satisfied' with Avocados Australia's industry communications. However, we are not about to rest on our laurels and have a number of improvements planned to further enhance our communications which you will see rolled out over the coming months.

We ran a series of telephone hook ups in April-May which gave all Australian avocado growers the opportunity to have contact with AAL Directors and myself through eight regional teleconferences. These teleconferences have helped to shape face-to-face contact that is now occurring. For example, on 20 June we ran a field day in Central Queensland to help growers manage soil, root diseases and fruit spotting bug. A grower's meeting was held at Alstonville on 28 June dealing with similar issues. During the first week of July, we ran a WA R&D Workshop at the Western Australian Department of Agriculture in Manjimup. 17% of all WA growers attended the workshop. These twenty participants identified R&D priorities for the

region. Information was also presented about AAL's current R&D and marketing activity. As a part of the workshop WA growers also identified the actions they wished AAL to take from here on and these points along with AAL's response were incorporated into the WA R&D Workshop Outcome Report which has been distributed to all WA growers. This report will be provided to the Avocado IAC. We have been proactive in taking up opportunities to engage with growers and we encourage you to engage with us.

On another positive note, we were also very pleased with the 2012 results from the retail monthly quality surveys which confirmed that the industry efforts to improve retail quality are paying off. Since 2008, we have been tracking retail fruit quality through monthly surveys of 64 retail stores across Brisbane, Sydney, Melbourne and Perth. Analysis of the latest data shows that Hass quality has improved 38% since 2008. There is clearly more to do and there will be challenges as we have seen in the 2013 season, but that is a remarkable achievement and something the industry should be proud of.

Avocados Australia has commenced a new project to further improve avocado quality through an extension approach. "QUALICADO" is the name we have given to this new program which will launch its on ground activities in North Queensland on Thursday the 15<sup>th</sup> of August at Sony Koci's farm "Koci Avocados" in Dimbulah.

A series of workshops is being planned with growers, packers, wholesalers, transporters and retailers. These workshops will use an extension approach with relevant experts to improve fruit quality across all sectors of the supply chain. It will focus on assessing business practices against agreed industry 'best practice' and develop 'action plans' for participating businesses to address any deficiencies identified. We have contracted the services of DAFF Queensland specialists to assist with the delivery of technical advice and will draw on other service providers as required. We encourage you to become involved in this program which aims to achieve further improvement in fruit quality at retail level.



# Around Australia

## Central Queensland Report

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

With the big wet that we have had it has certainly taken its toll on tree health this season; everyone has been affected though to different degrees. There have been a large number of tree losses and even now we are still seeing the effect and with flowering coming up no doubt there will still be some damage showing up. Generally though there has been a change in tree colour and they are starting to look better overall. From what early in the season was looking like a huge crop generally everyone has struggled to get size in the fruit and hence the volume has not been there. Certainly not in the bigger sizes, this has created a two tier market, the larger premium fruit has been in demand and possibly the strongest prices seen for many a year while the abundant supply of small fruit has been in over supply mode and conversely possibly the lowest prices seen for quite a while. Let's hope we all have a reasonable season without all the extremes although that does appear more and more unlikely each year.

Fantastic turn up for the field day and a big thank you to Jim, Lois and Eric Carney where it was held, it is quite an effort preparing for these days and without someone putting their hand up to have it the experience just wouldn't be the same. The farm walks are always a highlight, everyone always learns something. It was no surprise that so many people attended, it has been quite a



while since the last one and with the quality of presenters that were there, it was a must attend event. A big thank you to John Tyas and Anna Petrou for making the event happen and also the presenters, Simon Newett, Ruth Huwer, Liz Dann and Mike Harrison. We need to make these events more regular and tackle specific areas of concern that is relevant to the region, the research is being done let's get it back to grower level.

The joint Australian New Zealand conference is coming up in September this year and would be well worth attending, there is a project developed that growers can jump on board with and receive some funding to attend.

## Tri State Report

By Barry Avery, Avocados Australia Director for the Tri State Growing Area



I would like to start this report by congratulating the SA group for an excellent growers' day held in conjunction with their AGM.

A good attendance had the opportunity to hear John Tyas give an excellent presentation on the working of the organisation and how levies are spent. This was followed by a very informative display by Peter Young and Dennis Roe from Birdwood Nursery on new rootstocks that are available to the industry. This coincides with the new rootstock trial that was planted in S A late last season. Although it will be some time before we have some results from this trial, at least we all know what is available. Growers should be proactive and not be worried about trying some of this new material, as Peter had good information on most of the planting material,

# ANVAS ACCREDITED NURSERIES

ANVAS accredited trees can be purchased from the following nurseries:

**Anderson's Nursery**  
Graham & Vivienne Anderson  
Duranbah Road  
**Duranbah NSW**  
Ph: 02 6677 7229

**Avocado Coast Nursery**  
Greg Hopper  
Schulz Road,  
**Woombye Qld**  
Ph: 07 5442 2424

**Birdwood Nursery**  
Peter and Sandra Young  
71-83 Blackall Range Rd  
**Nambour Qld**  
Ph: 07 5442 1611

**Turkinje Nursery**  
Peter & Pam Lavers  
100 Henry Hannam Drive  
**Walkamin Qld**  
Ph: 0419 781 723



which included production figures, it must be remembered that these trials were held in the north and may not be replicated down here.

A follow up farm walk to Kim Thiel's farm proved to be most interesting as Kim is heavily committed to the organic industry.

Growers can look forward to the 10th Annual General Meeting (AGM) of Avocados Australia Limited which is to be held on Tuesday 8th October 2013 at the Mecure in Mildura. I urge all growers to attend as there will be a lot of valuable information available on production of Avocados in the Southern areas as well as, where we sit with regard to the marketing program.

It is interesting to note that prices have held up even though winter is upon us, which is a good sign for southern growers. Normally at this time, prices have started to soften.

On a recent trip to Bundaberg I was able to observe the dramatic affect the constant rain has had on the area. It has made me appreciate the climate that we have down here, as many areas around Bundaberg have had their annual rainfall already this year, leading to large areas of very sick trees.

In conclusion growers need to remember the Mildura AGM the details are posted on the website at [www.avocados.org.au](http://www.avocados.org.au) (go to "Events" click on "Whats On"). If you have any friends who are interested in becoming involved in the industry bring them along.

## North Queensland Report

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



The last two issues of TA have had talked about avocado quality so perhaps it is prudent to explain the commitment the growers in this region have taken in the past to the issue of quality.

The group Shepard Australia, officially known as "Northern Avocado Growers Association Limited", was formed in 18 June 1999 under the cooperatives act 1997 and operated with a properly constructed set of rules.

The group was formed primarily to have a group effort to develop the variety Shepard at a time when there was confusion between many green skin varieties (Shepard, Fuerte, Rincon, Sharwill, Wurtz) and late season Hass from NZ. It was considered a priority to establish the Shepard with a good reputation for quality and supply. Consequently, systems were set up to establish DM testing, MRL testing, Picking charts, Grading charts, transporter plans, ripening and handling instructions and

these systems were subject to audit by the group. The growers also continued the commitment to quality and supply by developing a forecast system to inform the market (especially the marketing agent and the major customer ,Woolworths, at that time).

Field days were held to exchange ideas about canopy management, spraying, to reduce the incidence of diseases and insects, and mulching.

Marketing was organized through a single, or sometimes two, wholesalers and the marketing plan was discussed to suit all growers and weekly teleconferences were held to discuss the progress of marketing over the 12 week Shepard season.

All this was done in a cooperative spirit, by the members for the members of Shepard Australia.

The success of this variety is not something that just happened naturally. It was the result of years of diligent effort and commitment. This is the commitment the Shepard growers made to develop and support their variety which is the foundation for the success of this variety.

I would ask growers in other regions to consider their own efforts to develop systems to make the product, they grow to a level where quality and supply are reliable enough for them to access the markets that matter for their supply time period.

## South Queensland Report

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



Winter has arrived in Southern Qld and we all have the fires burning I am sure.

Tree health still seems to be showing in orchards and the cool wet weather we have been getting will not help with the recovery.

It will be interesting to get some idea of the amount of damage that is out there, I think some orchards are worse than others but I am sure most of us would like to see next summer a little dryer than what we have seen in 2011 and 2013.

One thing that is good news is that the market for premium fruit size 28 and larger has remained at very good sales levels. If you have this type of fruit I would think that you will see this hold for the rest of the season.

If you have small fruit or lower grade due to insect damage, etc then that's another story. The markets are overloaded with this quality and the gap between has never been so great.

## *Around Australia continued*

In September we have the Australia /NZ conference being held in the Bay of Plenty NZ this time. This is held every 4 years and was last held in Cairns.

These conferences are always very worthwhile attending so I would encourage you all to think about attending. Talk to Avocados Australia for information on how you can apply for some assistance to travel to the event, email [co@avocado.org.au](mailto:co@avocado.org.au) or call toll free 1300 303 971.

This year's AGM is to be held in the Tri State Region so will be a bit far for Southern Qld growers to attend but I am sure if you would like to attend and see some farms in a different region you would be more than welcome.

In the coming months you will start to see the new avocado marketing campaign start up, hopefully you will all like what is being done and we hope it will continue to build the consumption and awareness of avocados.

You will also see some new training videos as well with the latest one on picking. You can find all these on the Best Practice Resource (BPR) section on the web site and they are designed to be used for induction and training of new staff. Make the most of this and please let us know if you can see anything that needs improvement of something that we have missed.

I wish everyone in Southern Qld a great harvest and hope that we all enjoy the prices that have now been seen for nearly the past 12 months.

### **Sunshine Coast Report**

**By Peter Annand, Avocados Australia Director for the Sunshine Coast Growing Area**



As at the start of June, picking has started for Wurtz but most growers are a few weeks off starting to pick Hass. There was a good fruit set last year but some was lost during the summer storms and there is still a lot of small fruit, perhaps partly because of the drought between June and January.

Here at Bellthorpe we are piling on potassium and dolomite in an effort to help the fruit size up, while we bait and slash to keep the bush rats at bay.

Prices are still good for larger fruit but very low for bulk, so disciplined harvesting and marketing will be essential if we are to see a good return.

### **Tamborine and Northern Rivers Report**

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



By now most growers would be well into their 2013 harvest. Quality seems to be a mixed bag with a lot of severe wind rub from the summer storms and sun burn and exposure injuries from later in the growing season. I sincerely hope that prices will remain high throughout our picking season and allow us a chance to get on top of things.

A field day would now have been held at Summerland House Farm. Thank you to Mark, Dave and Chris for hosting the day and for Craig Maddox and Liz Dann for presenting at it. Thank you to all growers who attended, I hope you found it interesting and engaging.

An excellent new initiative by the local sugar, macadamia and tea tree industry has been the establishment of the North Coast Agricultural Shared Labour Pool. The pool offers growers the ability to employ skilled and ticketed workers on a short term, casual basis to meet their seasonal needs, I believe that such a service will be very helpful on avocado farms during pruning, harvest, planting etc. More info is available at [www.sharedlabourpool.com.au](http://www.sharedlabourpool.com.au) or telephone 0448 031 295.

As a result of the resignations of the Central NSW and Western Australia grower reps, elections will be held at the end of the year for these growing regions in addition to the usual annual elections. I implore growers in these areas to put up their hand and stand for election. I understand that it is a difficult decision in light of the attitude and hostility of some growers in these regions, and not wanting to put your head above the parapets at risk of it being knocked off is understandable. As a young small grower in this industry I am always impressed at the behaviour and humility of all board members big small, corporate or independent. Those who describe AAL as crooked and a basket case speak nonsense. In my six years I have never seen board members make decisions to favour themselves, their growing region, their state or AAL members versus non AAL members. It is important that all growing areas are represented and that the concerns and input of growers is brought to the AAL table. Our industry is currently strong and profitable but will only remain there through unity and good representation.

# Industry Matters

## Get Ready for Harvesting!

Did you know that the Australian Avocado Best Practice Resource (BPR) contains some up to date information and reminders of things to be aware of in the lead up to harvest? There is also a short training course available for pickers to undertake highlighting the critical things they need to keep in mind. Growers located in every region of Australia will find this information useful. As the business owner you can also track which employees have completed this training.

To access the BPR you need to register for access. To register go to the website by entering this address in your web browser: <http://bestpractice.avocado.org.au>. Click on “Apply to Access” and this will take you to a page with a form to complete. Just follow the prompts. If you have not registered to access the Best Practice Resource as yet and need assistance please don’t hesitate to contact Avocados Australia’s friendly staff. Call toll free 1300 303 971 and we will be more than happy to go through the process with you.

If you have already got access to the Best Practice Resource here are the steps to follow to access the Harvesting section:

**STEP 1:** Enter this website address into your web browser: <http://bestpractice.avocado.org.au>

**STEP 2:** When you come to the log-in page enter your email address and password then click “Login”



**STEP 3:** Glide your mouse across the maroon menu bar to “Growing”. In the menu that appears scroll down and click on the word “Harvesting”.



## QUALICADO

### A Quality Improvement Program for the Avocado Industry



Avocados Australia is proud to announce that it has developed a new quality improvement program to benefit the Australian avocado industry. This program is called “QUALICADO” and gets its name from the ultimate goal of the program, to enhance the quality of Australian avocados.

Qualicado will deliver extension and training to support continuous improvement for avocado industry members. Growers, packers, wholesalers, ripeners and transporters are encouraged to participate in this program with the overarching goal being to improve quality for the end consumer.

Avocados Australia is establishing and managing the Qualicado program in close collaboration with experienced service providers from the Department of Agriculture, Fisheries and Forestry (DAFF). It has been developed as an alternative to a formal accreditation system given that industry feedback, collected in 2012, opposed the implementation of a formal accreditation system. Industry was supportive of a nationwide quality improvement and extension program aimed at supporting continuous improvement by avocado industry members. The Qualicado program will achieve this.

Through Qualicado, support and monitoring systems are being developed to empower industry members to track their progress in improving quality. The program involves the identification of issues, education and training.

Growers can undertake self-assessments using tools provided through the program to determine areas for improvement. Packers, wholesalers, ripeners and transporters will be eligible to undertake a system review with a qualified service provider contracted by Avocados Australia, who can offer advice and suggestions for improving practices and thus quality. Following this review an action plan will be developed in consultation with the business to address the issues identified. The cost of this consultation is covered through the Qualicado program, however should further expertise be needed this would be at the businesses’ own cost.

Industry Matters continued

Workshops in each growing region and most major cities will be scheduled over the coming 12 months to 'launch' Qualicado and begin the grower self-assessments and system reviews for other businesses. Guest speakers on a range of quality related topics will be invited to attend the workshops. Information will also be available through the Best Practice Resource for interested parties to access at any time. For more information please see the Grower Notices section on the Avocados Australia website.

**Queensland Fruit Fly changes now in effect**

Changes to Queensland fruit fly (QFF) management are now in effect and have been since the 1st of July. QFF host fruits entering Victoria (with the exception of the Greater Sunraysia Pest Free Area) will now no longer require certification and treatment for fruit fly.

Requirements for host fruits entering the Greater Sunraysia Pest Free Area remain unchanged. All consignments to this area still require certification and verification on arrival within the district.

The marketing of host fruits infested with QFF remains an offence with heavy penalties applying to businesses found

not to be complying with legislative requirements including the return, treatment or destruction at the owner's expense.

For more information visit the Victorian Department of Environment and Primary Industries (DEPI) website at <http://www.dse.vic.gov.au> and search for "QFF management changes".

**Tailored Biosecurity advice for every**



Every avocado producer can now find practical farm-based biosecurity information that's tailored to their specific needs, on the new Farm Biosecurity website, [www.farmbiosecurity.com.au](http://www.farmbiosecurity.com.au).

Mr Brad Siebert, Program Manager for Biosecurity Planning and Implementation at Plant Health Australia (PHA), said that the website was the face of the Farm Biosecurity Program—a joint initiative between PHA and Animal Health Australia (AHA)

*"In addition to generic farm hygiene advice, the new site lets producers tailor their experience so that only the biosecurity information and resources that are important to them are displayed"* Mr Siebert said.

*"So if you are an avocado farmer with some beef cattle and egg production, all the relevant information on safeguarding each of those aspects of your farm is presented to you on a single page."*

*"The customised page also links to all the other available resources that may be of use to you,"* he said. YouTube videos, national codes of practice, and relevant industry resources, it really is a one stop shop for on-farm biosecurity. The site holds industry-specific information including the *Orchard Biosecurity Manual for the Avocado Industry* which shows the pests that pose the greatest threat and suggest simple measures that a producer can take to safeguard their business.

Other useful features include self-assessment checklists to assess current biosecurity practices, templates for

# NOW YOU HAVE A CHOICE...

- High speed inline & tray labelling
- Up to 780 fruit per minute
- Hand labelling - Electric & Battery
- Micro thin - Poly Labels
- No Contracts or Minimum orders required
- Lowest "per box" label costs

**Warehouse Design & Packaging**  
 Ph: 02 9905 0963  
 Fax: 02 9905 4350  
 Peter: 0412 643 517  
 Greg: 0411 178 817

biosecurity record keeping and the declarations that producers need when offering animals for sale or when they want to move livestock interstate. It also contains fact sheets on the high priority exotic pests for avocado farmers such as Avocado scab and Avocado seed moth, which everyone needs to keep an eye out for.

Mr Siebert said that PHA was proud to have worked in partnership with AHA to produce such a valuable resource for Australian farmers. *“The site is designed for ease of use and all farmers, from large scale grains, cattle or cotton producers to small-scale vegetable farmers on the edges of our cities. They all should take advantage of this great resource to protect themselves, their industry and the environment.”*

Farm biosecurity – secure your farm, secure your future.

## Thailand’s New Conditions for Australian imports

Thailand’s Department of Agriculture (DOA) has advised that new import protocols for Australian avocado have been gazetted. The new import conditions specified in the

protocol will enter into force on 19 July 2013 meaning that consignments arriving from that date must comply with the new conditions. The DOA factsheet can be accessed by going to the Avocados Australia industry website at <http://industry.avocado.org.au> go to the maroon menu bar and click on “News”. Find the news item and click on the link provided.

The new protocol will require cold disinfestation of avocados from outside fruit fly pest free areas. Avocados Australia has been pushing for acceptance of conditional non-host status for Hass and Lamb Hass and/or chemical treatments in the short term. Industries’ concerns and comments have been conveyed to DOA on numerous occasions and requests made by the Department of Agriculture, Forestry and Fisheries (DAFF) for amendments to be made prior to gazettal. However DOA made it clear that amendments will only be considered after the new conditions are made active. DAFF continues to press DOA for timeframes on its amendment process for both gazetted and pending new import protocols.

Avocados Australia is working with DAFF and exporters on a strategy to expedite the protocol amendment.



SuperPak Group Pty Ltd  
64 Kevin Livingston Drive  
Childers Qld 4660  
[www.superpak.net.au](http://www.superpak.net.au)

**Superpak** was created for you. We pack and market your fruit at the best rate possible, keeping more return for you. We can help you achieve the best return from your orchard and offer one free on farm consultation to help maximise your yields with healthy trees. We offer the best equipped most labour efficient shed - **saving you, the grower, money on your packing cost.**

- **Value - About \$3.70 a Tray, Pack and Box\***
- **Super Competitive Marketing Rates**
- **Market Placement in all Markets**
- **On Farm Assistance - FREE Consult**
- **Grower Owned and we pay the same rate**
- **Servicing Bundaberg region to NSW border**
- **Offering Retailers what THEY need... means we get more regular business**
- **Transparency and Experience since 1984**

Contact: Eric Carney  
PH 07 4126 6900 - FAX 07 4126 6955  
Email: [admin@superpak.net.au](mailto:admin@superpak.net.au)

\* STANDARD 5.5KG TRAY WITH INSERT - LOCAL AREA



*Industry Matters continued*

**Additional disaster assistance for NSW farmers**

The Attorney-General and Minister for Emergency Management and NSW Minister for Police and Emergency Services recently announced additional assistance for farmers hit by the January and February 2013 floods and storms in Ballina, Byron, Gloucester and Richmond Valley. Category C clean-up and recovery grants of up to \$15,000 are now available to eligible primary producers through the NSW Disaster Assistance Arrangements that are jointly funded with the Commonwealth Government through the Natural Disaster Relief and Recovery Arrangements (NDRRA).

For further information on the grants, including eligibility, refer to the NSW Rural Assistance Authority by calling 1800 678 593, or visit their website at <http://www.raa.nsw.gov.au/> Further information on Australian Government assistance is available at [www.disasterassist.gov.au](http://www.disasterassist.gov.au). The Australian Government Disaster Assist website provides better access to information about recovery assistance it is updated constantly. The Australian Government Disaster Recovery Payment Emergency Assistance Hotline is 180 2266.

**Engaging with Growers**

As mentioned in our previous edition of Talking Avocados early this year AAL undertook a stakeholder engagement initiative in the form of a series of eight Grower Phone Hook-ups (one for each growing region in Australia). The phone hook-ups provided AAL and growers with a two-way means of communication to identify growers' needs, provide updates on issues and cover items of interest. Region by region, AAL has been systematically addressing the activities and needs of growers as identified by those regional phone hook-ups.

As part of this, Avocados Australia (AAL) over the last few months delivered on the ground events for growers located in the Mt Tamborine Qld/Northern NSW region, Central Queensland and Western Australia. These events provided the chance for Avocados Australia to provide an update on current activity and other important points of interest.

At the recent NNSW Field Day and Central QLD workshop key researchers were on hand to answer growers' questions. Growers also found out ways to manage root health, address the condition of their soils and here the latest research on managing Fruit Spotting Bug. Growers

**APMS paid growers the highest prices seen in 15 years**

-  Over 20 years packing and marketing knowledge
-  State of the art facilities
-  Established domestic and export markets
-  Very competitive rates
-  Personalised and detailed pack-out reports
-  Your information is strictly confidential
-  Located in the Southwest



**ADVANCE**  
 PACKING & MARKETING SERVICES  
[www.westnfresh.net.au](http://www.westnfresh.net.au)

Ph 08 9771 1632 Fax 08 9771 1633  
 email [info@westnfresh.net.au](mailto:info@westnfresh.net.au)

who attended these events said they were very satisfied with the usefulness and value of these events and would like to see them happen regularly. Plans are underway to do just that with Avocados Australia's Supply Chain Project and the Qualicado Quality Improvement Program.

## Avocados Australia's proposed extension events calendar 2013-2014

Over the next 12 months events are happening to support the rollout of the Qualicado Quality Improvement Program across Australia. More news on this will be sent out through our Industry Updates and Grower Updates including the details of the agendas and other information so keep an eye out.

At this stage the proposed Avocados Australia national calendar of events is looking something like this (note this calendar is subject to change):

### QUALICADO's Proposed Extension Events for 2013-2014

#### REGIONAL WORKSHOPS:

**North Queensland:**  
Thursday 15 August 2013, Atherton.

**Tristate (VIC, SA, NSW):**  
November 2013

**Sunshine Coast, Queensland:** March 2014

**Mt Tamborine/Northern Rivers NSW:** April 2014

**South Queensland:**  
May 2014

**Central New South Wales:**  
June 2014

**Western Australia:**  
July 2014

**Central Queensland:**  
September 2014

#### METROPOLITAN WORKSHOPS:

**Brisbane:** February 2014

**Melbourne:** February 2014

**Perth:** March 2014

**Sydney:** March 2014

**Adelaide:** April 2014

John Tyas the CEO of AAL believes that the value of face-to-face events for members of the avocado industry is enormous as it also provides growers with a good reason to come together to share news, compare experiences and network as well as hear updates on AAL R&D and marketing activities.

*"Certainly from Avocados Australia's perspective these events are a great opportunity to see growers and other*

*members of the industry to network and find out what's current and emerging,"* he said.

Avocados Australia particularly wishes to thank all of the researchers that took time out to speak and make presentations at AAL's recent events. Thank you to Simon Newett Principal Extension Horticulturalist at Queensland Department of Forestry and Fisheries (QDAFF), Elizabeth Dann Plant Pathologist with the Queensland Alliance for Agriculture & Food Innovation (QAAFI), Ruth Huwer Research Entomologist at New South Wales Department of Primary Industries (NSW DPI) and Craig Maddox Technical Officer (Entomology) also at NSW DPI.

## Central Queensland Soils & Fruit Spotting Bug Workshop (20 June – Childers, Qld)

Sixty-five growers and other avocado industry members attended Avocados Australia's Central Queensland Workshop that focussed on providing information on soils management and an update on the Fruit Spotting Bug research currently underway by the team of researchers based out of the New South Wales Department of Primary Industries. Jim Carney and his wife Lois hosted the event at their farm "Avocado Ridge" on Morrisons Road in Childers. Here are some key photographs taken on the day.



*Jim Carney's shed at Avocado Ridge housed around 65 growers*



*Jim and Lois Carney hosts of the Central Qld Workshop*

*Industry Matters continued*



Summerland Farm's orchard. Despite the rain the orchard tour providing some good opportunities to inspect tree root systems and the approach that Summerland Farm are taking to provide good drainage. Here are some highlights from the day.



*Update on Phytophthora research by Liz Dann*



*Growers investigate the established orchard.*

*Jim Carney toured the group around his orchard.*

**Tamborine/Northern Rivers Field Day  
(28 June – Alstonville, NSW)**

A good cross-section of the industry was represented at the Tamborine/Northern Rivers Field Day that was held at Summerland Farm House in Alstonville in Northern NSW. Forty people attended including growers, packers and other members of the industry. Avocados Australia thanks the House With No Steps for providing such a great venue. We also would like to thank their farm manager David Brine and pack shed manager Chris Smith for the tour of



*John Tyas, David Brine and Liz Dann discuss the root system of a large avocado tree.*



*Despite the rain growers inspected the orchard at Summerland House Farm and asked questions of plant pathologist Dr Elizabeth Dann.*



*Summerland House Farm's orchard has trees as old as 35 years of age*

## **Western Australian – WA R&D Workshop (4 July – Manjimup, WA) & Orchard Visit**

As a result of the topics and issues raised by WA growers during the Regional Phone Hook-up that took place earlier in the year, and from feedback garnered from a telephone survey of WA growers, AAL was involved in a WA R&D Workshop that was held at the Department of Agriculture in Manjimup on Thursday 4<sup>th</sup> of July. As part of the day AAL provided an overview of the R&D and marketing activity currently underway. 17% of all WA growers attended the workshop. These twenty participants identified R&D priorities relevant to their region and these were incorporated into a report that has been submitted to the Avocado Industry Advisory Committee (IAC) for their consideration at their meeting to be held in late July. AAL will be providing WA growers with progress updates. AAL provided all WA growers with a copy of the report including

details of the outcome along with other information. If any WA growers did not receive this information please email Anna Petrou at [co@avocado.org.au](mailto:co@avocado.org.au) or call toll free 1300 303 971 and we can send you a copy.



*Hass trees are the main variety in the orchard at Avonova, Pemberton WA.*

After the workshop John Tyas CEO of AAL and Jim Kochi AAL Chairman had the opportunity for a farm visit at Avonova orchards near Pemberton. Orchard manager Dudley Mitchell provided a brief tour of their operation.

## **Qualicado Rolling-out nationally - First Workshop in North Queensland – 15<sup>th</sup> August**

Avocados Australia is pleased to announce that a workshop is scheduled for Thursday 15 August to be held near Dimbulah in North Queensland. All growers and other members of the industry in the region and surrounding areas are invited to attend. The program includes presentations from leading researchers and an orchard walk with our event host, Sony Koci from Koci Avocados. The workshop will focus on issues such as Fruit Spotting Bug, Phosphorus Acid applications and crop nutrition. As stated earlier in this article more workshops for the other growing regions are in the pipeline.

If you would like to attend the workshop please let us know by emailing [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) or by calling 1300 303 971 before Wednesday the 14<sup>th</sup> of August.

This is a project that has been funded by HAL using the avocado levy and matched funds from the Australian Government.

For more information about Qualicado please see the Grower Notices section on the Avocados Australia website or contact Julie Petty at Avocados Australia on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au).

Industry Matters continued

**Avocado Videos Showing the Way Forward!**

Want to know how and why you should do a reject bin analysis? Want a quick and easy way to train your pickers? Industry has funded the development of two short videos to help you do just that!

Undertaking a reject bin analysis is a quick and easy way for packers and growers understand more about what is happening in the packing shed and the paddock. This process can identify if you have issues with over grading or specific pest and disease pressures in some blocks.

*“The information it gives you (a reject bin analysis), is critical to next year’s planning. If you have an incursion by something in particular, you know when it happens and how you are going to go about preventing it. How else can you get that information if you don’t look in your reject bin?”* stated Peter Lavers of Lavers Orchards.

Kylie Collins of Blushing Acres also does a reject bin analysis. Kylie highly recommended going through this process as it gives you a final check on what your practices are for the year.

Of course once you have identified the issue, its then time to work on a solution. Industry has funded the development of a range of tools to assist with this such as the Australian Avocado Best Practice Resource (BPR) and the Avocado Problem Solver Field Guide.

The second video focuses on the main things avocado pickers need to know before heading out into the orchard. This video is designed to be an induction aid for growers to use when training new staff. It gives a visual demonstration on things like how to pick different varieties of avocados, how to safely empty the picking bags and why you should not overfill picking bins.

Jim Carney from SuperPak hosted the film crew on his orchard in Bundaberg.

*“I think this video will be extremely helpful for inexperienced pickers. It will be very handy for us as well as it will be available on YouTube and we will be able to forward the link to our contacts across the country and overseas for them to watch before coming to our orchard. It will give them an idea of what to expect and what they will be doing on our farm.”*

**2013 AVOCADO INDUSTRY ANNUAL LEVY PAYERS’ MEETING NOTICE**

Notice is hereby given that the **2013 Avocado Industry Annual Levy Payers’ Meeting** will be held on **Tuesday 8th October 2013.**

Where: **EJ Faulkhead Room, Mecure Mildura, 120 Eighth Street Mildura Victoria 3500**

When: **1:30pm – 4:30pm**

We look forward to seeing you there,

Yours sincerely,  
**The Avocado Industry Advisory Committee**



Know-how for Horticulture™

**10th Avocados Australia ANNUAL GENERAL MEETING NOTICE**

Notice is hereby given to the voting members of Avocados Australia Limited that the 10th Annual General Meeting of Avocados Australia Limited will be held on **Tuesday 8th October 2013.**

Where: **EJ Faulkhead Room, Mecure Mildura 120 Eighth Street Mildura Victoria 3500**

When: **12.30pm to 1.30pm**

By Order of the Board,

John Tyas  
Company Secretary, AAL  
ABN 87 105 853 807



**Note:** If you are unable to attend the AGM, a member entitled to attend and vote is entitled to appoint a proxy to attend and vote in their stead. Proxy forms will be provided on request to all members of Avocados Australia Limited.

To view these videos log onto the BPR <http://bestpractice.avocado.org.au/Login.aspx> Alternatively, the videos have been uploaded to YouTube and can be found by searching for: *Reject Bin Analysis: A smart tool for understanding your orchard* or *Avocado Harvesting: The picker's guide*.



*Growers can now gain tips from watching AAL's Reject Bin Analysis video available on the BPR on the AAL website or YouTube.*



*An online do-it-yourself guide about avocado picking.*

The videos have been developed by Applied Horticultural Research (AHR) in conjunction with Avocados Australia, numerous industry representatives and the Queensland Department of Agriculture, Fisheries and Forestry (DAFF). This project has been funded by Horticulture Australia Limited (HAL) using the avocado industry levy and matching funds from the Australian Government.

**PROTECTS YOUR NUTS  
AND YOUR AVOCADOS AND CUSTARD  
APPLES AGAINST A RANGE OF  
BORERS AND CATERPILLAR PESTS**

For more information contact your local Dow AgroSciences representative on **TOLL FREE 1800 700 096**  
[www.hortsolutions.com.au](http://www.hortsolutions.com.au)

©™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow.

**Prodigy™**  
INSECTICIDE



**Confidence  
in a drum**



**Dow AgroSciences**

*Solutions for the Growing World*

Industry Matters continued

For more information please contact Avocados Australia on 07 3846 6566.

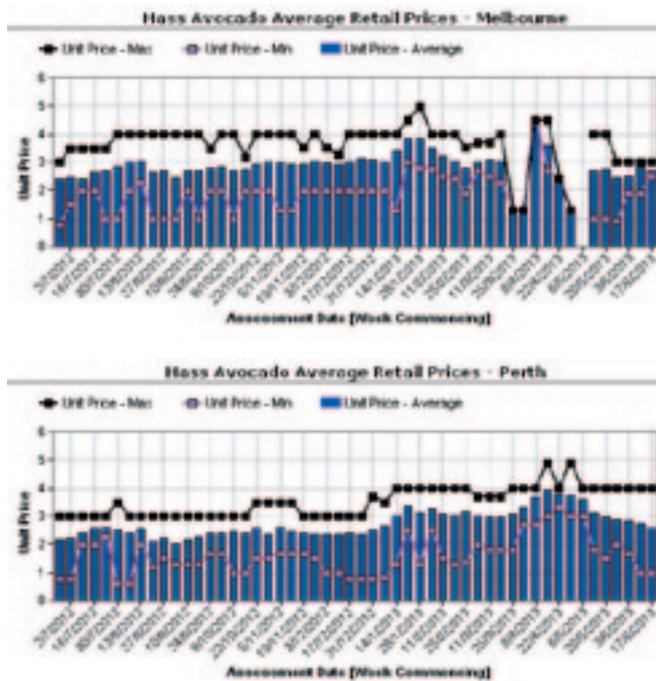
Retail Prices Report

Retail prices continue to be collected on a weekly basis from a variety of stores in Perth, Sydney, Melbourne and Brisbane. Information collected includes: variety, packtype, fruit weight, price, display location and type, country of origin and type of price special (if any).

A range of stores are included in this program including Coles, Woolworths, independent supermarkets, independent fruit and vegetable stores and chain fruit and vegetable stores. This real time information is reported in the Weekly Infocado Reports and on our industry website on a weekly basis. To view the latest retail price data please log onto [avocado.org.au](http://avocado.org.au) on the top menu bar click on "Industry" then glide your mouse to the maroon menu to "services" go down the list and click on 'Retail Pricing'. To view past Weekly Infocado Reports which include the retail pricing data for that week follow the previous steps however when you glide your mouse to "Services" on the maroon menu bar go down the list and click on 'Infocado'.



Figure 1: Screen shot of Avocados Australia website



Below are recent examples of the updated information you will receive by following the steps above.

For more information please contact Julie Petty on 07 3846 6566 or [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au)

OrchardInfo – Making it easier and you could win and iPad

Interested in winning a free iPad? Make sure you fill in your OrchardInfo forms for the 2012 season! All Australian growers should now have received new OrchardInfo forms to collect tree number and productivity information. For those growers who have never entered data before the forms will only be asking for information on tree numbers and not information on yields. If this is your first time contributing to OrchardInfo you can go in the draw for a new Apple iPad 32GB Wi-Fi, valued at approximately \$649! If you have contributed to the system previously but only included your tree numbers not your yield information you too will receive a copy of the new simplified form and be eligible to go in the draw to win the above mentioned iPad.



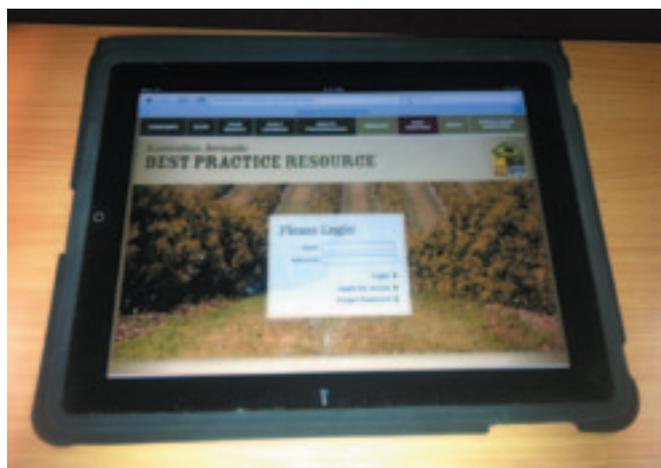
If you contributed your 2011 data, including your yield information, don't worry you won't miss out either. By contributing your 2012 data including your yield information, you can enter a separate draw for an Apple iPad 64GB 3G, valued at approximately \$899!

All forms are due back to Avocados Australia by 30 September to be eligible to go in the iPad draw.

Growers who have entered their data in the past will also soon be receiving a report summarising the data recorded to date. The report will include tree numbers by major variety (Hass and Shepard) and average yields. This report will be qualified to specify how many growers in each region have contributed their data in the past but will be fully vetted to ensure that no individual's data is compromised or exposed.

Reports have not been provided in the past due to concern regarding the number of growers who contribute and the associated accuracy of the data. However we now intend to provide an interim report based on the data we have already with the aim of providing more complete reports in approximately 12 months time after more people have contributed data using this new, simplified system.

We would very much value your opinions and thoughts on both the updated system and the interim reports once they arrive. More information regarding the iPad competition has been provided with the OrchardInfo forms via email and post.



*Chance to win a free iPad.*

For more information please contact Julie Petty on 07 3846 6566 or [infocado@avocado.org.au](mailto:infocado@avocado.org.au).



# AVOCADO GROWERS

- ◆ Searching for an alternative to your packing and marketing requirements?
- ◆ Questioning your charges, returns, fees and lack of transparency?

Sunnyspot Packhouse offers a packing and marketing service that aims to achieve the highest returns for your business through:

- Very competitive packing and freight rates
- High quality and packing standards.
- QA to service all major wholesale markets and chain stores in Australia.
- Modern approach to packing and marketing with good old fashioned, personalised service.
- Fruit pick-up and drop off points from Ravensbourne to Kingaroy, Bundaberg to Northern NSW and every where in-between.
- Custom packing and marketing for individual needs is available if you have your own brand or market that you would like use.
- Market reports regularly throughout the season.
- Stable and experienced management.

To find out how Sunnyspot can get you a higher Nett \$ return per bin/kg, call Daryl or Sally Boardman to discuss this seasons packing and marketing requirements.

Ph 07 4697 8000 Mob 0427 151 033  
[sunnyspot@bigpond.com](mailto:sunnyspot@bigpond.com)



FRUIT MARKETED BY



*Industry Matters continued*

**Contractors undertake Training**



Contractors from across Australia recently converged in Brisbane for a refresher training course on avocado quality assessments and retailer training. Avocados Australia has for a number of years commissioned monthly retail quality surveys in Perth, Sydney, Melbourne and Brisbane to monitor the quality of avocados available to consumers. More recently contractors have also been undertaking face to face retailer training in the same cities to educate staff about ways to improve their handling practices and thus fruit quality. This training was undertaken to ensure consistency, particularly in the retail quality surveys.

The retail quality surveys provide insightful information into the overall quality of fruit consumers have access to across the country. When the data is pooled and statistically analysed we are able to track trends and new developments. For example this work enabled the industry several years ago to identify bruising as the most common internal quality issue and has led to further research being undertaken to understand this issue better and recommend ways to begin resolving the problem. Certainly part of the solution to improving fruit quality at store level is the education of store staff, and this is where the retailer training comes into play.

Terry Campbell, Principal Extension Horticulturist from Department of Agriculture, Fisheries and Forestry (DAFF Queensland) facilitated the training session on retail quality surveys. Fruit was dissected and assessed for internal damage and Terry was on hand to offer advice and answer questions.

On day two, Murray Bros and Costa Farms kindly hosted the group during a tour of the Brisbane Wholesale Markets. It was important for the group of retail trainers to get a better understanding of what process the fruit goes through before reaching the retail outlets.



***Terry Campbell from QDAFF instructs two retail contractors***

Jeremy Poole and Jorge Lizana of Murray Bros talked the group through what happens to fruit at their facilities and Karl Gygar of Costa Farms led a tour through the company's Brisbane ripening centre.



***Jeremy and Jorge from Murray Brothers at Brisbane Markets provide the Wholesale perspective.***

Following the market tour, the group met with Daryl Joyce and Christine Nolan from DAFFQ and Duncan Sinclair Duncan Sinclair, the Marketing Services Manager from Horticulture Australia Limited to get an overview of other relevant avocado programs. Daryl and Christine gave an overview of the work they have been undertaking as a part of their HAL funded project investigating where avocados are likely to bruise within the supply chain and how those bruises develop. The project was recently summarised in a video on YouTube: <http://www.youtube.com/watch?v=yDn-4YbVgBE>

Duncan Sinclair gave an overview of the marketing and promotional work HAL has been undertaking on behalf of the Australian avocado industry, and provided all of the relevant information for retailers.



A group photograph showing the retail quality data collection team with trainer (front centre) researcher Terry Campbell, Principal Extension Horticulturist with DAFF Queensland.

The retailer training, collection of retail prices and assessments of internal fruit quality are extremely important to the Australian avocado industry. The people who undertake this work are a dedicated, passionate group of professionals and they do a great job! Thank you to Carmel Carmichael from Brisbane, Joy Walker and Jan

Cranney from Melbourne, Johanne Appelbee and Patsy Appelbee from Perth and Brenda Morse, Blair Foots and Yianni Vrachnas from Sydney for their valued contributions to the improvement of our industry!

### New Federal Agriculture Minister

The Hunter Valley MP Joel Fitzgibbon has been appointed as the new Federal Agriculture Minister following the recent Federal Government leadership change and Cabinet reshuffle. To read more information about the new minister go online to: <http://www.maff.gov.au/Pages/Home.aspx>

### Scholarships available for women in the Queensland avocado industry

The “Supporting Women Scholarship”, an initiative being transitioned to the Department of Education, Training and Employment (from Skills Queensland), is aimed at opening doors for women to undertake study and ultimately employment in a range of fields, including agricultural science. To find out more information and to apply call (07) 3836 0015 or go online to: <http://www.skills.qld.gov.au/Initiatives/Supporting-Women-Scholarships.aspx>

**The Ultimate Marketing Package for Fresh Produce!**



[www.naturesfruit.com.au](http://www.naturesfruit.com.au)

[admin@naturesfruit.com.au](mailto:admin@naturesfruit.com.au)

Phone (07) 5496 9922

## YOU'RE MUCH MORE THAN AVOCADO GROWERS TO US...

At Natures Fruit Company our members:

- Become shareholders of a **grower owned and controlled** packing and marketing enterprise
- Receive payments **four weeks** after the fruit has been received by NFC
- Gain access to **diversified markets** including direct access to supermarkets
- Are supplied with **packout information within 24 hours** and return estimates every Wednesday for fruit received in the previous pool week
- **Payments are guaranteed** through insurance against potential bad debts

**...ISN'T IT TIME YOU CAME ON BOARD?**

## Industry Matters continued

### Free Cyclone Oswald Assistance Announced

Minister McVeigh has just announced an extension of the grants under the assistance package from 30th August to 29th November. We are aware that some Queensland growers are still struggling to get contractors to meet the earlier deadline so this extension is welcome news. Growers that are eligible need to take advantage of this opportunity as soon as they can.

The grants are up to \$25,000 and low interest loans are also available for people to get back in business as soon as possible after the rains and floods from ex-Tropical Cyclone Oswald (covering the period 21-29 January 2013).

Both state and federal governments provide this assistance so you can employ people, purchase goods in your local communities and provide your great products to consumers across Australia.

Do not self-assess contact the Industry Recovery Officer IRO team to assist you they can provide advice about what is eligible for your circumstances.

Four industry recovery officers (IROs) are available to assist with your application:

- Rowena Beveridge: 0417 783 313  
(Lockyer Valley, Scenic Rim, Somerset, Southern Downs, Western Downs, Toowoomba, Goondiwindi and Ipswich)
- Robert Doyle: 07 4153 2555  
(North and South Burnett)
- Margie Milgate: 0429 000 179  
(Gympie, Sunshine Coast, Logan, Gold Coast)
- Bundaberg Fruit & Vegetable Growers: 07 4153 3007  
(Bundaberg, Central Highlands, Rockhampton, Gladstone, Banana and Fraser Coast).

Funding available\* includes:

- A non-repayable \$25 000 grant
- Low interest loans of up to \$250 000
- Low interest loans of up to \$650 000
- Freight subsidies of up to \$5000
- \$1000 per adult and \$400 per child.

If you are a primary producer affected by the January floods and severe weather, please contact the IRO closest to your district. The service is free for all farmers. You do not need to be a horticulture grower or a member of Growcom to take advantage of it. Please help spread the word. You can discuss the issues over the telephone with the IRO or they can come and visit you on your farm.

This project is part of the Queensland Farmers' Federation's Industry Recovery Initiative.

\* Conditions apply: Information on funding and eligibility criteria can be found on the Queensland Rural Adjustment Authority website at [www.qraa.qld.gov.au](http://www.qraa.qld.gov.au).

### Agvet Chemicals Reforms Update

Recently the Australian Pesticide and Veterinary Medicines Authority (APVMA) sent out an update about changes to the regulation of agricultural and veterinary chemicals and the progress of reform legislation that has been passed. The bulk of the reforms are made possible by the Agricultural and Veterinary Chemicals Legislation Amendment Act 2013, which was passed by the parliament in June 2013 and commences on 1 July 2014. Amendments made by the Act reform the approval, registration and review of Agvet chemicals to better protect human, animal and environmental health and safety, improve the efficiency and effectiveness of the current regulatory arrangements (for the regulator, the Australian Pesticides and Veterinary Medicines Authority (APVMA)) and aim to provide greater certainty to the community that chemicals approved for use in Australia are safe.

The reforms are in five areas, to:

- Simplify and modernise Agvet chemicals legislation to improve the efficiency and effectiveness of assessment processes for Agvet chemical applications for approvals, registrations, permits and licenses and for reconsiderations (reviews) of chemical approvals and registrations;
- Enhance the consistency, efficiency and transparency of agvet chemical approvals, registrations and reconsiderations by publishing principles and processes for APVMA regulatory action and by implementing these principles and processes to better align regulatory effort with chemical risk;
- Ensure the ongoing safety of Agvet chemicals and improve the effectiveness of current Agvet chemical review arrangements by implementing a mandatory re-approval and re-registration scheme, designed to identify potentially problematic chemicals while minimising impacts on affected businesses; and by providing legislated guidance to the regulator about its application of discretion;
- Improve the ability of the APVMA to enforce compliance with its regulatory decisions by providing the APVMA with a graduated range of compliance enforcement powers; and
- Improve consistency in data protection provisions and removes disincentives for industry to provide data in

support of ongoing registration of Agvet chemicals and in support of permit applications.

The Act provides for a five year review of the amendments made by the Act and for rolling 10 year reviews of all Agvet chemicals legislation. The Act also enables the Minister to prescribe reviews into certain matters which relate to the functions and powers of the APVMA that are prescribed by the regulations.

To view the Bill as passed by both houses of the Parliament and the revised explanatory memorandum, please visit the Bill home page at [www.aph.gov.au](http://www.aph.gov.au) The Act is also available on the ComLaw website [www.comlaw.gov.au/](http://www.comlaw.gov.au/).

The Council of Australian Governments is also progressing reforms of the control of chemical use of Agvet chemicals. According to the government this process is meant to 'complement' the government's better regulation reforms and aims to improve consistency of Agvet chemical regulation across Australia. You can find further details on COAG reforms at [www.daff.gov.au/agriculture-food/ag-vet-chemicals/domestic-policy/history-of-coag-reforms](http://www.daff.gov.au/agriculture-food/ag-vet-chemicals/domestic-policy/history-of-coag-reforms).

## Regulations are being finalised

Amendments to the regulations associated with the Agricultural and Veterinary Chemicals Legislation Amendment Act 2013 are currently being finalised by the Department of Agriculture, Fisheries and Forestry.

## Implementation of the reforms

The APVMA is an Australian Government statutory authority established in 1993 responsible for registration, quality assurance and compliance of agvet chemicals up to and including the point of retail sale.

The APVMA's focus for 2013–14 will be working with the industry and the Department of Agriculture, Fisheries and Forestry to implement their reforms. For details of the reform implementation by the APVMA, please visit their reform webpage at [http://www.apvma.gov.au/about/work/better\\_regulation/index.php](http://www.apvma.gov.au/about/work/better_regulation/index.php).

If you have any questions about the regulation of Agvet chemicals email [agvetreform@daff.gov.au](mailto:agvetreform@daff.gov.au) or visit the website [www.daff.gov.au/agvet](http://www.daff.gov.au/agvet) for further updates.

## Looking for the Total Solution to your Packhouse Labelling needs...?

j-tech systems pty ltd



...let J-Tech and Sinclair help

**Equipment** 'Made to measure' labelling solutions, including high-speed in-line systems, tray labellers and the new generation hand labelling system.

**Labels** Providing the labels of choice for suppliers, retailers and consumers, including EAN and DataBar barcodes compliant with GS1 requirements.

**Service** All-inclusive agreement, which includes pre-season overhauls, operator training, parts and repairs.

**J-Tech Systems**  
Creating value around fresh produce



Give our Sinclair sales team a call to customise a solution for your needs on 1300 301 784



42C Conrad Place  
Albury, NSW 2641

T: +61 2 6049 5000  
F: +61 2 6040 1292

E: [sales@jtechsystems.com.au](mailto:sales@jtechsystems.com.au)  
W: [www.jtechsystems.com.au](http://www.jtechsystems.com.au)

# Internal Quality of Australian Avocados Improves In-store - research shows



The internal quality of avocados available to consumers in retail outlets has improved significantly since 2008, according to the findings of retail quality monitoring surveys conducted by Avocados Australia. Surveys show that there has been a 38% improvement in the internal quality of fresh Australian Hass avocados at retail level since 2008. In particular avocado fruit in retail stores are showing less bruising than they did five years ago.

The quality surveys involve testing for internal quality at the retail level and testing for Dry Matter percentage (as a measure of maturity) at the wholesale level. These results also indicate that the research and development investments over many years are paying dividends for both consumers and industry. The on-going retail quality monitoring surveys are providing clear evidence that the avocado quality improvement program and related R&D activities - funded by Horticulture Australia Ltd (using the national avocado levy and matched funds from the Australian Government) - are making dramatic in-roads into improving fruit quality for consumers. The Queensland Government, through the Department of Agriculture, Fisheries and Forestry, has also provided significant resources to help achieve this outcome in collaboration with Avocados Australia.

## About the Quality Surveys

Avocados Australia's quality improvement program focuses on the entire avocado supply chain and provides the latest best practice educational resources (in print & online) and training direct to growers, pack houses, transporters, wholesalers and retail staff.

Quality surveys are conducted in four capital cities

including Sydney, Brisbane, Melbourne and Perth. In each city, 16 stores are surveyed on a monthly basis. Up to 15 pieces of fruit are sampled (depending on availability) from each store and tested for the percentage of overall damage and then proportions attributable to specific types of damage, including bruising, body rots, diffuse flesh discolouration, stem end rot and vascular browning.

## The Quality Surveys' Results – In Detail

Incidences of internal defects had a significant association with sampling month, state, and store type of purchase. Figures 1 and 2 below represent the change in proportion of fruit that has more than 10% internal damage to the flesh.

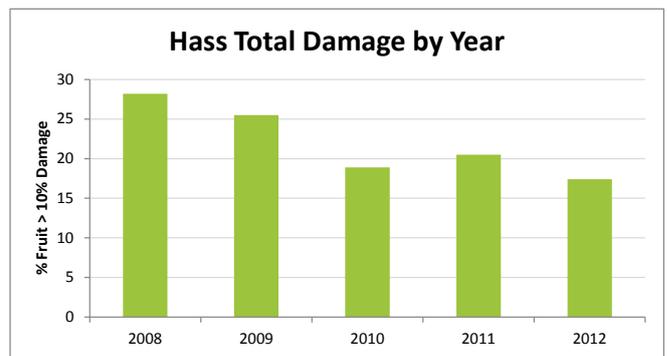


Figure 1: Proportion of Hass with more than 10% internal damage

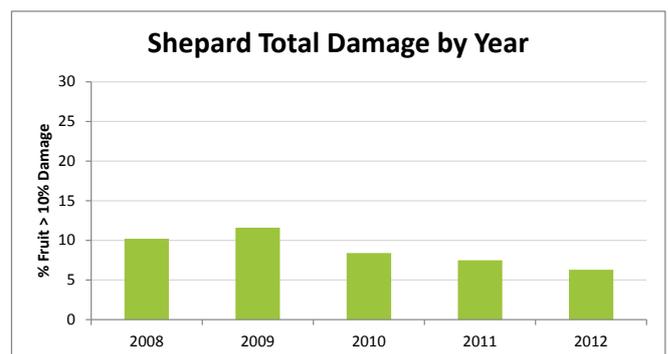
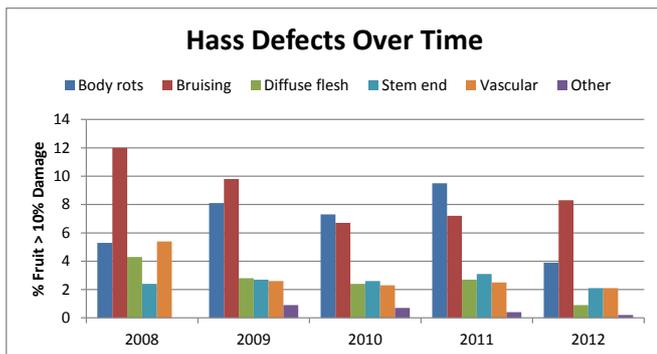


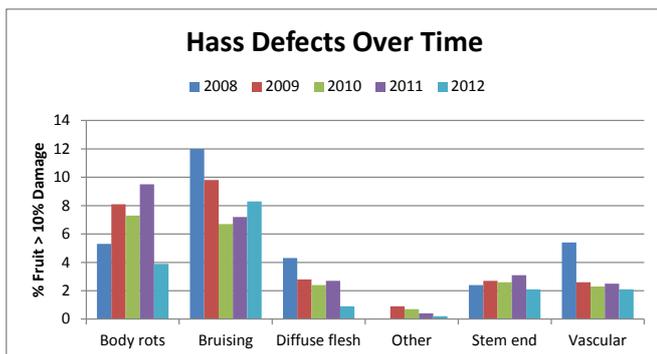
Figure 2: Proportion of Shepard with more than 10% internal damage

Up until 2010 bruising was always the most significant quality issue however in 2010 a reduction in the level of bruising resulted in the overall level of damage decreasing and the significance of bruising as the cause of internal damage reduced below body rots for the first time. Figure 3 shows that the proportion of Hass avocados with more than 10% bruising to the flesh decreased by 50% between 2008 and 2010 from 12% to 6%. This proportion increased again slightly in 2011 and 2012 and average about 8% in

2012. Figure 4 shows that in 2010 and 2011 this was less than the proportion of Hass avocados with more than 10% damage due to body rots. In 2012 however incidence of body rots dropped significantly to the lowest level since the sampling began in 2008 to less than 4%. The most significant improvements have been made in New South Wales (NSW) and Victoria (VIC).

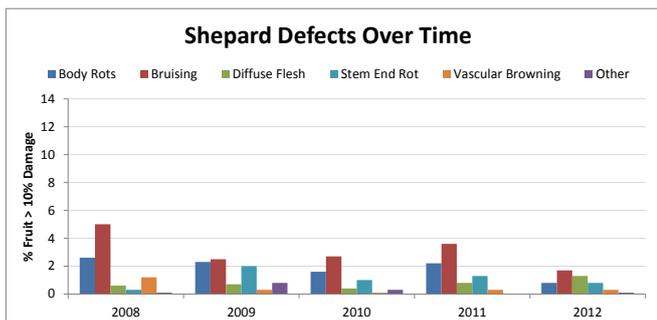


**Figure 3: Proportion of Hass with more than 10% specific internal defects 2008 – 2011**

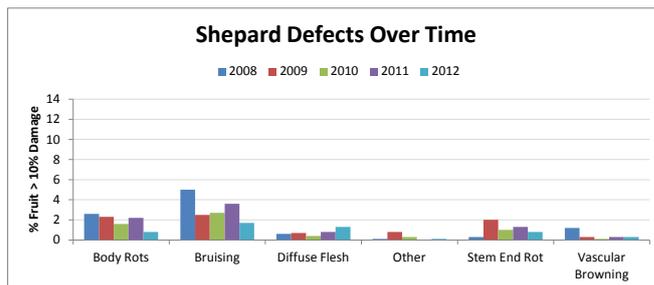


**Figure 4: Proportion of Hass with more than 10% of specific defects by year**

In Shepard avocados, bruising is still the most significant issue (as shown in Figure 5). The reduction in body rots and bruising has been the largest contributing factor to the overall reduction in internal damage. Figure 6 shows that bruising actually increased very slightly in 2010 and 2011 although not nearly to the levels it was at in 2008 and it reduced significantly to less than half 2008 levels in 2012.



**Figure 5: Proportion of Shepard with more than 10% specific internal defects 2008 - 2011**



**Figure 6: Proportion of Shepard with more than 10% of specific defects by year**

In terms of store type, the data has been summarised into four store type groupings; Major Supermarket 1 (M1), Major Supermarket 2 (M2), Independent Supermarkets (IS) and Independent Fruit and Vegetable Stores (I). The results indicate that both supermarkets have improved overall in terms of total damage since 2008, independent supermarkets have had the least improvement and consistently the highest level of damage and independent fruit and vegetable stores have except for 2011 consistently had either the lowest or second lowest level of damage.



*John Tyas CEO of AAL with a local retail outlet owner Nuccio Camuglia of 'Fruity Capers' at Toowong in Qld.*

This is consistent when looking at bruising specifically in Hass avocados. There was however a significant increase in bruising damage in independent stores in 2011 which dropped again in 2012. This improvement could be attributed at least in part to the retailer training programs run by Industry over the past 18 months which seems to have its biggest impact in the independent retail stores.

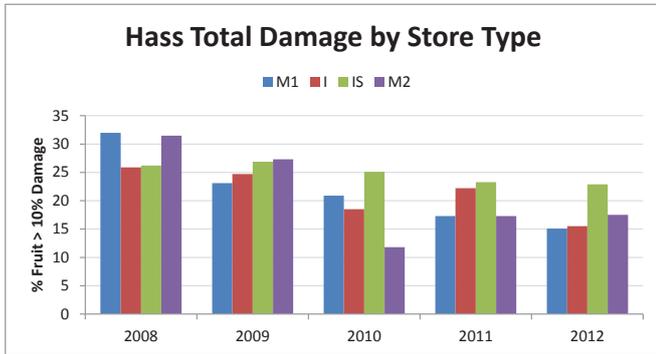


Figure 7: Hass with more than 10% total internal damage by store type 2008 – 2011

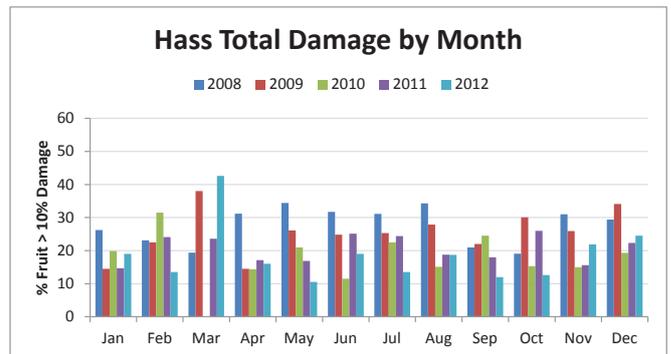


Figure 9: Proportion of Hass with more than 10% total damage by month/year

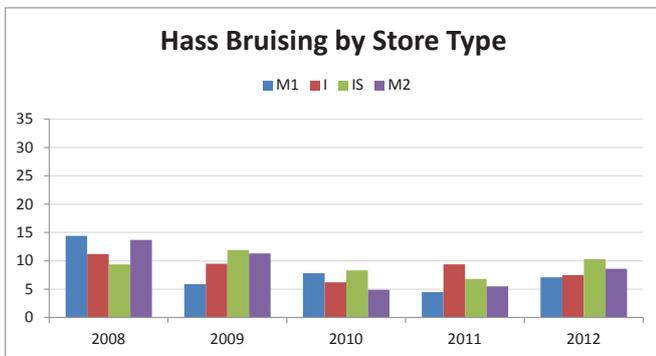


Figure 8: Proportion of Hass with more than 10% bruising by store type 2008 - 2011

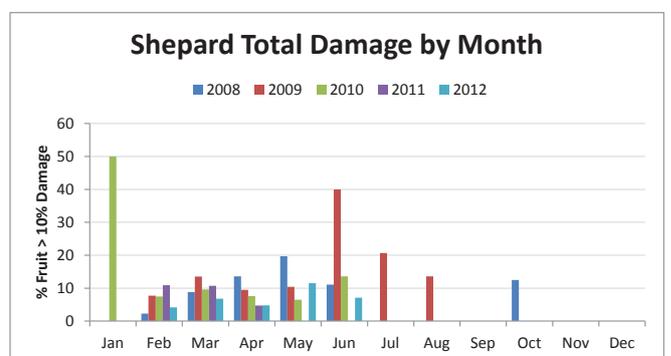


Figure 10: Proportion of Shepard with more than 10% total damage by year/month

See figures 9 and 10 below for comparisons of overall damage for Hass and Shepard by month.

When the results from the first 12 months of the program were analysed in conjunction with the consumer sensory research conducted in 2007 it could be determined that



the cheaper fruit have a higher predicted probability of purchase. However the cheaper fruit also had the larger estimated reduction in purchase probability due to defects. Figure 11 below illustrates this relationship in NSW stores.

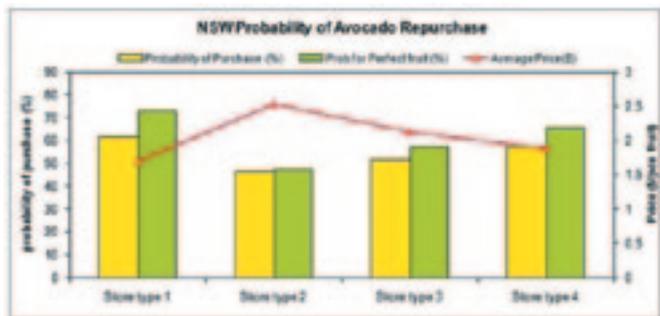


Figure 11: NSW Probability of Avocado Repurchase

In terms of Dry Matter testing, the common theme with all of the results is that Dry Matter is generally more of an issue at the beginning of each growing region’s season. As the season progresses and fruit becomes more mature Dry Matter increases.

Avocados Australia CEO, John Tyas, said that by being able to improve the quality of Australian avocados in retail outlets every member of the Australian avocado supply chain is working to build consumer confidence in buying Australian avocados.

*“All sectors of the supply chain impact on the final quality of avocados available at the retail shelf. Consumer research shows that Australian consumers love Australian Avocados but we need to ensure they can consistently buy fruit that meets their expectations and we will continue to direct R&D resources to achieve this outcome. The progress from our efforts thus far is a good example of the benefits that can be achieved for industry and consumers through collaborative industry and government R&D funding,”* said Mr Tyas.

To find out more about Avocados Australia’s quality improvement program email the supply chain project team at [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) or call toll free 1300 303 971.

## ITS ALL ABOUT PRODUCTIVITY AND PERFORMANCE

More avocado growers are realising the potential *HYDRALADA* machines have to increase productivity and provide a better return for their dollar.

The Maxi Series reaches working heights of up to 12 metres with an automatic braking system meaning the machine can be safely operated on slopes of up to 20°. Machines are built to comply with Australian Standard AS 1418-10.

DEALER NETWORK THOUGHOUT AUSTRALIA

*HYDRALADA*

COMPANY

FREEPHONE 1800 124 352

[www.hydralada.com](http://www.hydralada.com)

- Tandem 4WD • Telescopic Boom
- Up to 12m working height • Proportional Drive
- Hydraulic Slew Cage • Hydrafork Bin Shifter
- Chainsaws

# Grower Profile

# Richard Shaw

## Spreyton Avocados, Tasmania

If you ever find yourself having breakfast at Hobart's Pigeon Hole Café be sure to ask for their fresh avocado served on toasted rye with salt and a slice of lemon. The star of the dish is the irresistibly creamy and perfect Tasmanian avocados and this fruit has attracted so much attention by locals and gourmet travelers alike that word has spread. In fact the quality of the avocado is so impressive it recently caught the attention of Gourmet Traveller magazine that ranked the produce 54th place in this year's Global Hot 100 list of exciting food.

The fruit comes from local grower Richard Shaw's farm "Spreyton Avocados" located just outside of Devonport in Tasmania's North. His fruit is not available all year, but in season, it is sold at Alps & Amici in Launceston and the New Town Greenstore in the South.

Many growers or even consumers are probably not aware that avocados are grown in Tasmania, in fact Avocados Australia is aware of only a small handful of growers based there at the present time, so we thought we would share Richard's story with you all and provide insight on how this cold climate is capable of producing such noteworthy fruit.

Richard - a geologist by profession - settled near Devonport with his late wife and set about planting their orchard in 1995/96. Here is his story:

### What do you like about growing avocados particularly?

The challenge and "real" avocados to consume.

### How does it feel as a grower to have your fruit so highly regarded by so many people in the food industry (including the Gourmet Traveller's magazine and others)?

It is overwhelming. Our fruit have always been well received but this recognition takes it to a whole new level. The pressure is on to keep standards high.

### What farming methods do you use on your avocado farm?

I am not certified as an organic grower. However, there is a strict NO SPRAYS policy and we operate using HACCP principles (for more information about these principles visit <http://www.foodsafety.com.au>).

### You have said that it is the "slow ripening" that produces the delicate creaminess of your avocados. What does this entail?

"Slow ripening" is a short hand way of explaining the dual process in achieving quality fruit. The fruit must be mature before they are harvested. The ripening process does not happen on the tree. The fruit are held at ambient



temperature and are perfect in about 10 days. This can be varied by holding the fruit in a warmer or cooler location - but when ready to eat they will keep perfectly in the refrigerator for a week or two.

### What varieties of avocado do you grow and which varieties of avocado are most popular with providers/local restaurants?

I grow Hass, Reed, Sharwil and Bacon. All varieties are equally acceptable - though there seems to be a grab for the Reeds (big is beautiful). The choice of varieties was to achieve a spread of harvesting dates and to see what performed well in our environment.

### Most people are not aware of the different varieties of avocado available. In your opinion, should the avocado industry be educating the food industry and the public about the different varieties and how they should be handling them?

Perhaps education should start earlier than the customer. Get mature fruit to the end user without prolonged chilling. Having then exposed people to what avocados are supposed to be like the differences between varieties will be appreciated.

### Can you give me an example of a unique farming method that you developed yourself? Was this method a result of serendipity (a happy accident), instinct, constant study/observation, or all of these?

Nothing is unique. It is just critical to monitor each Step from orchard to customer. The fruit must be perfect on the inside as well as aesthetically acceptable on the outside.

### What are the most valuable lessons you have learnt about growing avocados?

Drainage, water stress control, and patience.

**What approach do you take in deciding time of harvest?**

I assess the physical signs that the fruit are mature. Harvest a few as a sample. See how long it takes the sample to ripen. Finally check to confirm texture and taste make the grade.

**What in your opinion are the main challenges that you need to overcome in successfully running an avocado farm?**

Initial site selection is probably the most critical. My location is blessed with clayey dirt. I would not flatter it by calling it soil. However, soil types change rapidly here over short distances peaking at deep, well drained rich red volcanic.

**Would you like to see the Tasmanian avocado growing community grow?**

In my area at the moment I am 'it' apart from the odd back yard tree. However, an orchard is currently being established a few kilometers away along the coast. I have been talking up avocados for years to little effect – perhaps things will now change.

**How long does it take to harvest your fruit?**

This depends on the size of the crop, on average 2 or 3 short days a week for 5 to 7 months of the year.

**Which pests are of most concern to you in your orchard at the moment? Does the colder climate mean fewer pests?**

Possums are a nuisance otherwise we are pest free.

**What do you think are the biggest opportunities for the avocado industry in Australia?**

Get the fruit quality to the consumer right and demand should go exponential.

**What advice would you give to farmers looking to move to avocado farming?**

Decide on the market you are targeting this will determine the scale of the venture. Thoroughly research everything you can think of about avocados. Look at the environment of the orchard you propose to establish, weather, hydrology, wind protection – especially extreme events. There are no advantages to be gained from short cuts in planning and site preparation.

**Have you received your copy of Avocados Australia's "Avocado Problem Solver Field Guide"? Is any of its content of value to you as an avocado grower in Tasmania?**

I have received a copy. It is a fantastic document – a wonderful resource.



**How do you enjoy eating avocados, can you recommend a favourite recipe?**

Mostly I enjoy them au naturelle. However, a favorite recipe is as follows:

- Dice and fry a couple of rashers of bacon
- Transfer to a bowl with a dribble of balsamic vinegar
- Halve and de-stone an avocado and peel off the skin
- Place the avocado halves on a slice of toast and fill the cavity of the avocado to overflowing with the bacon.

Simple as that!

**It's time to protect your Avo Trees with AVO-JECTS!**

\* Low Pressure \* Cost Effective \* Will not damage trees \* Easy to use \* Suitable for all trees

SPECIAL OFFER

ONLY \$3.95 each

+ FREE POSTAGE with your Avo-Ject

\*Minimum order of 50 Avo-Jects apply. Offer expires 31st August 2013

Call now to order +64 7 552 0916 Fax +64 7 552 0671  
enquiry@coolstore.co.nz www.coolstore.co.nz

AONGATETE  
advisors of South Island

# Hard Condition of Avocados

## Market Access with ICA-30

The Interstate Certification Assurance (ICA) Operational Procedure Hard Condition of Avocados [ICA-30] is being taken up by some producers and it is not hard to see why. They can certify some varieties of avocado as meeting interstate plant quarantine entry conditions for Queensland fruit fly and Mediterranean fruit fly without the need to apply the traditional chemical disinfestation treatments. Many growers believe that chemicals have a place on the farm however, at a time when producers are looking at reducing their production costs, savings are savings. Add to this the growing number of consumers keen to buy produce free of chemicals and adopting this procedure is a win-win situation.

In Queensland and New South Wales the ICA-30 procedure is offered to producers of Hass and Lamb Hass to meet quarantine entry conditions for Queensland fruit fly (Qfly) (*Bactrocera tryoni*) set by all states excluding Northern Territory's fruit fly exclusion zone. In Western Australia it is offered to producers of Hass, Lamb Hass, Sharwil, Reed and Fuerte to meet interstate plant quarantine entry conditions for Mediterranean fruit fly (Medfly) (*Ceratitidis capitata*) set by the all states and the Northern Territory.

### So what is involved in Operational Procedure ICA-30

Avocado fruit to be certified for hard condition under this procedure must be harvested and packed in a hard condition. This means the fruit has been deliberately detached from healthy branches of living trees and show no signs of softening or spotted areas, or of having any areas of breakdown or broken skin. The procedure defines all processes required for grower and packer activities.

To find out more information about the procedure, what it entails and how it applies in your state, you can visit the Queensland Department of Agriculture, Fisheries and Forestry website (<http://www.daff.qld.gov.au>), New South Wales Department of Primary Industries website (<http://www.dpi.nsw.gov.au/>), the WA Department of Agriculture and Food website ([www.agric.wa.gov.au](http://www.agric.wa.gov.au)) or go to the Domestic Quarantine and Market Access Working Group website at <http://domesticquarantine.org.au>.

In case you were unaware of them, the Domestic Quarantine and Market Access Working Group (DQMAWG) works to ensure that the development of domestic market access conditions for plants and plant products in Australia



Queensland Fruit Fly (QFF) (*Bactrocera tryoni*)

are: technically justified to minimise regulatory burdens on industry; and coordinated and harmonised (aligned and compatible), where possible, across the country and regions, and consistent with Australia's international import and export market access conditions and policies.

### A grower's perspective on ICA-30

Early this year Mr Daryl Boardman, AAL's director for the South Queensland growing region, attended a Biosecurity Queensland's Certification Assurance Operational Procedure workshop that covered operational procedure ICA-30.

*"The workshop provided an overview of how the procedure can be operationalised if you are a grower packer, or a grower that sends to a Packhouse. Overall I thought that its implementation appears to be easy and worth implementing,"* said Mr Boardman.

Mr Boardman believes that growers and packhouses who adopt Hard Green Protocol ICA-30 can benefit from the procedure because of the non use of chemicals on the product, in terms of being safer for staff and consumers.

*"This procedure eliminates any chemical handling by packing staff and a cleaner greener product to the consumer."*

According to Mr Boardman the ICA-30 operational procedure was initially developed for the domestic industry as *"we were aware that we may lose fenthion and dimethoate"*.

*"These chemicals have been lost to industries dealing with edible skin fruit but due to avocados not having an edible skin these chemicals are still in use, for the moment."*

It is due to the actions of Avocado Australia's directors and Avocado Industry Advisory Committee members that the industry will have an alternative procedure to access markets in the event the Australian Pesticide and Veterinary Medicines Authority's (APVMA's) Chemical Review Program makes further changes.

In terms of the potential cost savings in not using chemicals it depends on a growers operation however Mr Boardman estimates that in his own operation - if using the ICA-30 procedure - it could save him thousands of dollars.

Mr Boardman encourages growers and pack houses to do their own research, find out more about the procedure or attend a workshop if one is scheduled in your region.

*"The protocol is really easy to implement though it can restrict some varieties being sent to some states however I think that industry members will love it as it will give us some advantages to hopefully get access into new markets,"* said Mr Boardman.

Growers and packhouses interested in adoption of operational procedure ICA-30 can contact their local state or territory plant biosecurity or plant health officer. A list of all of the regional offices is located on the Biosecurity Australia website at [www.daff.gov.au/biosecurity/about/contact/regional](http://www.daff.gov.au/biosecurity/about/contact/regional).

*"It would be good for industry to keep pushing for trials on Shepard and Reed and Wurtz and if these could be used then I would put ICA 30 in place tomorrow,"* said Mr Boardman.

*"Given that we do not have a suitable outcome for Shepard, and with Victoria opening up, it would be unlikely that most pack houses in the eastern states will adopt the procedure until it is either needed for an export market or the use of chemicals is taken away. But at least we will have the procedure in place and ready to go when it is needed."*

Avocados Australia is interested to hear your views about operational procedure ICA-30. You can send your comments to us by email to [co@avocado.org.au](mailto:co@avocado.org.au) or fax them to toll free fax number 1300 303 972.



**Mediterranean Fruit Fly (MFF) (*Ceratitidis capitata*)**

# Member Profile

# Alan Corke

## Costa Farms, Western Australia

*Avocados Australia recently spoke to Costa Farms in Western Australia and had a chance to speak with Alan Corke the Commercial Manager. Costa Farms is a part of the Costa Group of companies that have growing and marketing businesses not just in Western Australia but throughout the country. They handle a variety of fresh produce, avocados of course being among them. Here is the view from Western Australia as Alan sees it:*

### Describe your role at Costa Farms?

I have 3 main roles. I'm involved with procurement mainly of avocados for our national business and our Canning Vale market stand. Within my role, I'm also focused on local non-chain store opportunities in WA which is something I find challenging and enjoyable, as there are a number of very innovative and clever operators out there that we are finding we can add genuine value to. I'm also involved with procurement of some other lines for the Canning Vale business which has me dealing with growers across numerous Costa Farms categories.

### How long have you been working in the fruit & vegetable business?

Indirectly, I've been involved with this industry for about 20 years.

### How did you get into the fruit & vegetable business?

After about 8 years as a fresh flower grower I spent about 10 years in Sales/Agronomy roles dealing with a wide range of horticultural and broad-acre crops in WA and, to some extent, in the NT. I originally came from a wheat and wool background in the WA wheat belt that my family continue to farm in.

### What are you striving to achieve in the business?

To continue to build a business that brings value to customers and growers.

### What is it like being a part of one of Australia's largest private suppliers of fresh fruit and vegetables?

The Costa group is a very large business with many farming and marketing arms within, this brings a lot of sales and marketing intelligence to my role. It's a busy environment.

### What does Costa Farms specialise in?

Costa is vertically integrated across 7 key crops (categories). These are avocados, banana's, berries, mushrooms, citrus, table grapes & truss tomatoes. Avocados are the only one of these where we are not a large producer. In all other crops we are a grower and

marketer. In the other categories we tend to be very significant producers such as mushrooms where the group would produce over 500 tonne of fresh product every week from 6 farms. As well as direct supply into the major supermarkets Costa's run market stands in most of the major Australian produce markets and we sell a lot of product from other producers. Costa

has their own ripening facilities for avocados and bananas in Tasmania, Melbourne, Sydney, Brisbane, Adelaide and Perth. Additionally Costa's own and run some distribution centres for one of the major supermarkets. So when growers deal with the Costa group they are dealing with a business that knows intimately the challenges of growing and marketing produce.

### Where do you source your produce from?

Costa's source avocado's out of all the major growing regions. We have a small team dedicated to procuring product all year round.

### What has changed over the years at the wholesale markets? And what trends do you see emerging for the future?

I'm relatively new to dealing in the markets but it seems as growers have become larger and more specialised there's much more trade outside of the markets either direct to the major chains or export. However, the markets still provide an essential function for linking producers and consumers particularly through the smaller independent retailers. What we've tried to do is add value for our customers e.g. local retailers by providing in store point of sales material (to help educate consumers about our products) which our in-house marketing team has helped us produce (thanks Sonia!). We've also consciously tried to add value to our grower partners through agronomic help and through sharing post-harvest insights. Whilst needing to see a return for our efforts we are mindful of adding value to our customers and growers, as a large business we are fortunate to have broad skill sets in the



Costa business to call on. I have colleagues that can help me with consumer insights & marketing, agronomic help from our farm Agronomists or post-harvest help from our Technical Managers across our categories.

**How does Avocados Australia's Infocado reporting system assist your business?**

It's good to have up to date information about what is happening across the whole of the country. It helps build the picture about what is influencing the market.

**Which avocado varieties does Costa Farms handle each season, do some perform better than others and what improvements could industry make?**

Being based in WA; you are dealing with a state that historically only really understands Hass. We have made a conscious effort to try and improve the market acceptance here of green skins (Shepards) this year.

We developed some point of sale material that we used on the market stand and with some of the premium retailers like Herdsman Fresh and we received a pretty good response. The idea of this was to try and build a platform for increased sales next season. We have also promoted the Avocado's Australia information sheets and posters etc

to our retail customers which provide some great insights for novice handlers of avocados.

**What volume of avocados is sold through your business each year and what is the estimated total value?**

The Costa group total demand for supermarkets and the trading floors would well exceed 2 million trays of which the value fluctuates year on year. This number shows the size of the business we have within this category and is the reason why we have so much focus on procurement, marketing and ripening of this product.

**Which varieties of avocado are most popular in the WA market?**

Hass, Hass and Hass but we're working on that! As I said, we have tried to improve the understanding of green skins and we even gave Sir Prize a run for a few weeks this year. We also sell a few Lamb Hass, Reed, Fuerte etc but these are very minor sales for us.

**Who do you sell to?**

We sell to the whole market which means we can move a grower's entire crop. We have a range of premium retailers who come to us for Costa's premium lines (mushrooms, berries, bananas, table grapes & truss tomatoes) but we

**Why Sunfresh is your #1 marketing choice**

- Leaders in innovative, future-focussed research and development
- Experienced, friendly and reliable customer service
- Grower-owned cooperative working for growers
- Largest direct exporter of Australian avocados
- Reputation for outstanding quality control
- Consistent high returns
- Lowest fees
- Modern packing facility available

☎ 07 5478 8999  
 ✉ [sunfresh.fruit@bigpond.com](mailto:sunfresh.fruit@bigpond.com)  
 🌐 [www.sunfresh.com.au](http://www.sunfresh.com.au)  
 Marketing avocados and selected subtropical fruits

*Member Profile - Alan Corke continued*

also have a lot of mid-tier retailers looking for smaller lines and seconds. Another part of the market where we move large volumes of material is to the commercial providers. These are businesses that service everything from prisons, the military, mining camps, commercial kitchens, restaurants, hotels, cruise ships etc. This is a significant part of our customer base.

**What would you change about the avocado industry if you could?**

I'm not sure I'd change a great deal but I think the industry needs to be utterly customer focused. There's some fruit hitting the market in recent weeks that would have probably been better staying on farm.

**What does the future hold for the avocado industry?**

I think the future is very positive. However, there needs to be value in the product for the consumer. There may also be an issue with many inexperienced people tending to rush into avocado's, in the short term, on the back of very good returns to the industry in recent seasons.

**Does Costa Farms favour Australian produce over imports?**

Absolutely.

**In your opinion how should the avocado industry respond to imports?**

With a quality product consistently! It's all about the consumer. We need to ensure that our customers receive a product that meets their expectations.

**What is the demand for avocado like in WA?**

There is a good demand for quality avocado's in WA and with the right focus on the consumer this will continue to grow, which is to the benefit of everyone involved in the

supply chain.

To find out more about the Costa Group you can visit their website: [www.costagroup.com.au](http://www.costagroup.com.au)

Avocados Australia's free Infocado service - as mentioned by Alan - is an internet-based system that has been developed to assist with the collection of meaningful and timely data on the volume of avocados entering the Australian market place. It has been developed to assist individual packhouses and grower packers in making better informed management and marketing decisions.



*Infocado*

There are currently four modules in Infocado – the seasonal forecasts, the weekly forecasts, the dispatch and the wholesale modules. You can view quarterly and weekly Infocado reports on the AAL website:

Step 1: Enter this website address into your web browser: <http://industry.avocado.org.au>;

Step 2: Then glide your mouse over the word “Services” on the maroon menu bar then click on “Infocado”. Contact Avocados Australia to find out more email [supplychain@avocado.org.au](mailto:supplychain@avocado.org.au) or call toll free 1300 303 971.

**jacto** NOW IN STOCK IN QUEENSLAND AND WESTERN AUSTRALIA

ARBUS 4000      JATAO 600 CANNON      ARBUS 2000

For more information please contact: Broadlands Agricultural Systems    Ph: 07 3118 5659    [sales@broadlandtag.com.au](mailto:sales@broadlandtag.com.au)    [www.broadlandtag.com.au](http://www.broadlandtag.com.au)

# Compact, Lightweight and Flexible. Change the way you work with an Ausa.



## Ausa T133 & T144

These are the worlds most compact telehandlers. The Ausa telehandler offers many additional attachments making them flexible and perfect for any job. Ausa telehandlers excel in rough conditions because of their built in 4x4 capability. Let us show you what an Ausa Telehandler can do for you, **call us today to arrange your free demonstration.**



A wide range of solutions

# 1300 455 525

[www.ausaaustralasia.com](http://www.ausaaustralasia.com)  
[angela@ausaaustralasia.com](mailto:angela@ausaaustralasia.com)



# Update on Fruitspotting Bug Research

The HAL funded MT 10049 *A multi target approach to fruitspotting bug management* project has now been running for two years, and the project team has had a busy season conducting trials in the laboratory and on-farm. This article provides an update on where the research is up to.



*Assessing avocados for external FSB damage*



*Assessing avocado for internal FSB damage*

## Mass-rearing & releasing *Anastatus* wasps

Richard Llewellyn from Biological Resources reports that the bug egg parasitoid *Anastatus* sp. collected on the Atherton Tableland has been selected as the biological control agent for commercialisation. A mass rearing system has been developed using unviable silkworm eggs imported from China as the rearing host.

Twenty two case study sites were set up and regular releases of the wasp have been made over the last 12 months. Most adult bugs present in the crop have come from nearby bug breeding areas so the strategy with the wasps is to release them around the property boundaries and in any on farm breeding areas. The aim being to gradually reduce the numbers of bugs flying into the crop from one season to the next. Early results are very encouraging with a number of sites having much less damage than usual. The trials will continue and we will be watching closely to see if these results can be confirmed next season.

Between 1 July 2012 and mid Jan 2013, approximately 700,000 wasps were released over 22 trial sites. Each site received consignments about every 3 weeks with 8-10 consignments in total. Each site received approximately 30,000 wasps over this period.



*Anastatus release trial*

In September 2012 BioResources also conducted an *Anastatus* experiment in macadamias. The trial sought to compare parasitism rates on bug egg sentinel cards with and without the presence of adult bugs. The wasps had to travel approximately 9 meters to reach the closest egg sentinel cards. About 1,000 *Anastatus* wasps were then released in the central tree of each replicate. The egg cards were collected 5 days later and examined for parasitism.



*Sentinel card - to recapture egg parasitoids*

Twenty out of the 96 sample trees had some parasitism - 7 "egg only" trees and 13 "with bug" trees. This suggests that the presence of adult spotting bugs and the scent trails they leave assists the wasp to locate the bug eggs in the trees. Seven of the twenty trees with parasitism were at the extremity of the sample area so many wasps travelled over 30 meters from the release point.

## *Anastatus* monitoring trials in Northern NSW (NSW DPI)

A number of *Anastatus* release sites in the Northern Rivers region were selected for closer monitoring by NSW DPI. Results were not conclusive and need to be repeated using

a revised methodology.

Ultimately we need to be able to relate the impact of wasp release to damage. At some of the 9 case study sites nut samples were taken in late January and checked for FSB damage.

## Pheromones (DAFF Queensland)

### Trap selection completed:

Field trials of the different trap designs have been completed. A plastic panel trap consisting of green corflute and a double sided tape was found to be significantly better than anything else tested. It was thought that the strength of adhesive was the key to its success. A major problem is that the adhesive on the currently used tape is not UV stable and dries within a few days under direct sunlight. Ideally a trap should last for at least the length of the lure, which is about 6 weeks for the *A. lutescens* lure.

Although this current trap can be used for trial purposes, more research should be undertaken before it is fully commercialised. Additional trap design work will be completed, which will include “one-sided horizontal” traps,

### Field assessments of *A. lutescens* lures:

In the past season a final component trial was conducted in limes at Dimbulah (limes have reliable and consistent high numbers of bugs). The lure has been shown to be an aggregation pheromone which is attractive to both male and female adults as well as nymphs. The trials have included testing various combinations of chemical compounds.

The final results have shown that the most attractive *A. lutescens* lure combination uses just two chemical compounds.



Harvesting avocados in chemical trial at Woodgate

### Field trials of *A. lutescens* trap densities on commercial farms and research facilities

Field trials have begun testing the efficacy of the *A. lutescens* lure/trap on a number different crops and farms. These trials included three avocado farms (two conventional and one certified organic grower, at Dimbulah, Mareeba and Walkamin QLD), a custard apple orchard (near Bibbohra QLD), a papaya plantation (near Mareeba) and a small research station macadamia orchard (Walkamin). The trials were run from September 2012 to April 2013. The data has not been fully analysed. However, the preliminary results are showing some interesting patterns.

In the organic avocado trial, a high density of traps (36 traps/ha) did not catch significantly more bugs than 22 traps/ha. There was very little difference in the amount of bug damage to the fruit between trap density treatments and controls. The custard apple trial showed very similar results.

The results coming from a large papaya trial are quite different. In this trial the highest density plots (60 traps/ha) caught more bugs (per ha), than the low density plots (36 traps/ha) and untreated controls. The results showed that there was no difference in bug damage between the trapping plots and the untreated controls.

The initial results show that the pheromone trap could prove to be a good monitoring tool for bug activity, but more work is required if the lure is to be used as a control tool.

### Optimisation of *A. nitida* pheromone components:

The *A. nitida* pheromone components have not yet been optimised. Aeration was completed on populations of bugs collected from North Queensland and NSW as well as cultured bugs. The aeration collecting tubes were sent to Dr Ashot Khrimian (USDA) in the USA for GC analysis. Dr Khrimian has synthesised several candidate chemical compounds and sent them to Australia. These compounds will be tested in the field (using our standard sticky panel traps) in known high populations of *A. nitida* in North QLD and NSW.

Furthermore, Dr Andrew Hayes (a chemical ecologist based in Brisbane, DAFFQ) will also run *A. nitida* bio-assays of the chemicals in the laboratory.

Update on Fruitspotting Bug Research continued

Chemical control



Testing first compounds for *A nitida lures* at CTH Alstonville

The new Bayer compound tested at a high rate (1.0ml/L) initially gave the best results in the macadamia trial at Centre for Tropical Horticulture (CTH) at Alstonville CTH with increased yield and reduced damage. On the basis of the initial results Bayer CropScience initiated their own project in order to collect efficacy data in a number of crops to assist registration.

The NSW DPI entomology team conducted a small research trial in macadamias and avocados at the CTH and compared 7 different treatments as follows:

1. Abamectin (18g/L) (Abamectin® 18) at 1ml/L
2. Compound 1 at 0.5ml/L
3. Acephate ( 750g/kg) (Lancer® 750 DE) at 0.5g/L
4. Compound 2 at 1ml/L
5. Trichlorfon (500g/L) (Lepidex® 500) at 2ml/L
6. Compound 1 at 0.75 ml/L
7. Unsprayed control

The harvest data from this season is not available yet and damage data from this season is important to make any further decisions about the chemicals. It is also necessary to investigate secondary effects of chemicals and we need to establish the economics of chemicals.

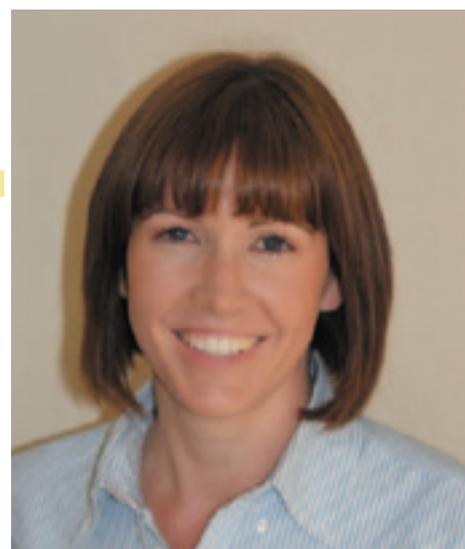
Preliminary results suggest that more than one new chemical will be very useful. They belong to different groups and could be used in a rotation, which will be important for resistance management.

The project has been funded by R&D levies from the Avocado, Macadamia, Lychee, Papaya, Passionfruit and Custard Apple industries, with additional funding via the Across Industry Committee and matched by the Australian Government through HAL. NSW Department of Primary Industries (NSW DPI) and Queensland Department of Agriculture Forestry and Fisheries (QDAFF) are also contributing in-kind funds to the project, and NSW DPI is managing the project on behalf of all partners. Other project partners include the University of Queensland, Australian Centre for International Agricultural Research (ACIAR) and BioResources.



# Industry Service Provider Profile

## Tristate Agronomist Lisa Martin



Avocados Australia early this year attended the Growers Meeting in the Tristate Growing region and had a chance to see a number of farms. In the course these visits John Tyas Avocados Australia's CEO had the chance to meet a local agronomist that provides support to a number of avocado growers in that region. This profile is the first in series of Industry Service Provider profiles that aim to make the wider avocado industry aware of the people having a positive impact in each growing region. Avocados Australia is pleased to introduce Lisa Martin.

Lisa Martin is the Director and Senior Consultant of Ripe Horticulture Pty Ltd. She established her consultancy two years ago in Mildura in Victoria. She has been hard at work ever since.

### What attracted you to the idea of becoming an agronomist for the avocado industry?

I was working as an agronomist for a Reseller company and identified that there was a severe lack of information /skills available in our area regarding the growing of Avocado in a cooler climate and I decided it would be a good niche market that I could tap into.

### What attracted you to working in the agriculture sector?

My family had a cattle property growing up and the many hours spent playing on the farm, coupled with the fact that I have always had an interest in plants, I believe it was just a natural progression that I moved into an industry that included all of these elements.

### What do you find most rewarding about working with the avocado industry?

I love the passion that everyone I deal with seems to have it's exciting to work in an Industry that is so positive, especially when there is a lot of negativity in the agricultural sector.

### How long have you been an agronomist and where did you complete your study?

Nearly 9 years. I studied a Bachelor of Agricultural Science (with honours) at The University of Melbourne, at their Melbourne campus.

### What has been your work history?

After Uni I did a short stint working in a Vineyard, then I got a job as a Sales agronomist for a chemical and fertiliser reseller, I did this for 7 years, then 2 years ago I decided to take the leap and go out on my own as a consultant, and I haven't looked back. I now have an employee and things are going really well.

### What are your professional areas of interest/specialty?

I have concentrated on the table grape Industry and the Avocado

Industry, and we are recently looking at trying to grow Mangoes in our area. I have predominantly specialised in plant nutrition and pest and disease management, as well as soil improvement. I have learnt that you can't just look at one aspect of a farm you really need to look at the whole farm production system.

### Which of your skills are most in demand in your region at the present time?

Currently in our area, Independent agronomists are very light on the ground. Advice that isn't coupled with a sale is highly sort after. Advice on Nutrition and soil improvement are in demand, and due to the increases in inputs over the last few years, aiming to target nutrients to phenological growth cycles is important and to get the soil as healthy as possible so that any nutrient additions are used correctly.

### Where do you see the avocado industry going?

In our area, I believe there is still a lot of room for more development, majority of growers in our area are a mixed farming enterprise and no-one is purely concentrating on avocados. I believe this is mostly due to reducing the risk involved in growing avocados in our area, however with what we have learnt and developed over the last few years, our tree growth rates and yields have improved so that Avocados are a sustainable and reliable crop year after year. I believe there is still a big room for improvement for the entire area to increase their yields and improve their return on investment

### What do you think the future holds for avocado R&D?

With the reduction of DPI and CSIRO in our area in the last 2-3years, R&D is almost extinct. However with my clients we have taken on our own R& D, with the growers willing to contribute to the cost of inputs, while I manage and monitor and record results. Without growers' input this couldn't happen.

We have rootstock trials in our area, due to having a highly alkaline soil we get very different results out of rootstock

*Industry Service Provider Profile - Tristate Agronomist Lisa Martin continued*

that are seen in other states.

I believe Private R & D will increase in the future, however the only issue with this is that the knowledge is then contained with a small group of people and not available to the industry for others to learn from. My aim down the track is to purchase a farm with the idea of having many R & D trial sites on it.

**What do you think are the biggest challenges for the avocado industry?**

Trying to get consistent bearing trees year after year.

**What do you think are the biggest opportunities for the avocado industry?**

I think the biggest opportunities for the avocado Industry will be the increase in domestic consumption of avocados, also by improving the marketing of avocados to the domestic market and the export market.

**Which avocado varieties perform best in your region?**

Hass

**Which are the most popular rootstocks in use in your region?**

The most planted rootstock by far is Zutano, however Velvick, Dusa, Reed, Ashdot and a selection of Birdwood and Anderson varieties are in the ground.



**Which type of rootstock do you consider to be the best performing rootstock in the region and why?**

Velvick and Dusa, they appear to have better iron chlorosis tolerance, good growth rates and higher yielding than Zutano.

**What is the most valuable lesson you have learnt about helping avocado growers?**

The most valuable lesson I've learnt is to be highly observant, always listen to the grower about what they are trying to achieve and to have good communication.

**Is managing soil health an all-year round job, or is it seasonal?**

All year round monitoring of soil health is crucial, whether it is nutrient testing to soil microbe testing, constant monitoring coupled with soil moisture monitoring is very important. With our area we have both extreme cold and then extreme heat, any loss of root development due to reduced soil health can result in a significant reduction in yield potential.

**Do you advocate the use of biological methods, chemical methods or both in an avocado orchard?**

I believe in the use of both biological and chemical methods, however I have found that biological control alone under high pressure situations can fail, I believe that biological control works well in conjunction with conventional agriculture.

**What are the soil types like in your growing region? What work do avocado growers need to do to the soils there to promote healthy trees?**

High pH alkaline soils - with a high presence of calcium carbonate. Sandy loam – clay loam soils. A major issue in our area is low organic matter, water holding capacity in the soil needs to be increased as well as soil biology.

**What is it like running your own agronomy consultancy?**

I love it – being independent is great and being able to follow the avocado season through with different growers' year after year and see an improvement in the orchards, increasing crop yields and quality. As well as over-coming any obstacles during the season.

**Do you enjoy eating avocados yourself? If so, how do you enjoy eating them best?**

I love them. My favourite is avocado with a bit of hummus on a biscuit.

# Avocado growers and international experts to meet in Tauranga



## Nutritional Values

5th New Zealand and Australian Avocado Growers' Conference  
9-12 September 2013



*The 5th NZ & Australia Avocado Growers' Conference 2013 set for Tauranga in New Zealand, photo courtesy of Tourism Bay of Plenty.*

Some of the world's top avocado experts are coming to the New Zealand industry's heartland for a major international conference in Tauranga – only held in New Zealand every eight years – enhancing the region's reputation as a global fruit bowl.

The Bay of Plenty is this country's prime region for avocado orchards, backed strongly by Northland. Local growers will be able to sharpen their expertise and growing methods at this high-level, three-day conference.

New Zealand Avocado Growers Association Inc. and Avocados Australia welcome all growers and members of the supply chain to attend Nutritional Values, the fifth quadrennial New Zealand and Australian Avocado Growers' Conference, at the ASB Arena Baypark, 9-12 September 2013.



*ASB Arena Baypark the venue.*

Fifty experts from New Zealand, Australia, South Africa and USA will present advanced thinking on pruning techniques, irregular bearing, disease management, new cultivars, nutrient management, pollination, quality improvement, new market development, promotions, economics, biosecurity, and supply chain improvement. Sessions are divided into three topic streams: Marketing Nutrition, Healthy Orchard and Strong Industry.

"This conference offers Australian growers the opportunity to hear from a fantastic line up of speakers it will be the perfect international fact-finding and networking avenue for the avocado industry this year," says John Tyas CEO of AAL.

The joint New Zealand and Australia Avocado growers' conference is hosted in New Zealand only every eight years. It is held as part of the memorandum of understanding between NZ Avocado Growers Association Inc. and Australian counterparts Avocado Australia Ltd to foster a stronger working relationship between the two peak industry bodies.

Nutritional Values also represents a great opportunity for avocado industry product and service providers to promote their businesses to growers.

"We have had excellent support from businesses involved in the avocado industry, both local, national and from Australia," says Midge Munro, conference organiser and the New Zealand Avocado Communications Manager.

New exporter collaboration AVOCO™ is the Nutritional Values Principal Conference Partner. AVOCO™ was created by New Zealand's two largest avocado exporters – Auckland-based Primor Produce Ltd and Te Puna's Southern Produce Ltd.

"We are pleased to be able to introduce this new initiative to the industry at what is sure to be an exciting event," says Alistair Young, a director of AVOCO. "The interests of the New Zealand avocado industry and its growers are best served by a unified entity that is focused totally on getting the best orchard-gate returns for growers."

Delegates can register for the conference online at [www.avocadoconference.co.nz](http://www.avocadoconference.co.nz).



## Avocado growers and international experts to meet in Tauranga continued

### Speaker highlights

- **Dr Elizabeth Dann**, Plant Pathologist with the Queensland Alliance for Agriculture and Food Innovation. Liz leads an industry-funded project on reducing the impact of soilborne, fruit and nursery diseases in avocado.
- **Dr Ruth Huwer**, Entomologist with the NSW Department of Primary Industries, Australia. Ruth specialises in Integrated Pest Management strategies in tropical and subtropical horticulture.
- **Lisa Cork**, recent winner of the PMA-A marketer of the year award, whose involvement is sponsored by Jenkins Freshpac Systems, Sinclair International and j-tech systems, will share her insights on innovative marketing and messaging.
- **Simon Newett**, Principal Extension Horticulturist with the Department of Agriculture Fisheries and Forestry, Queensland, Australia. Simon's avocado work has included the AVOMAN and AVOINFO software, the Agrilink Avocado Information Kit, the Avocado Grower Study Groups, the Avocado Problem Solver Field Guide and the on-line Best Practice Resource.
- **Dr Andrew Geering** is a Senior Research Fellow at the University of Queensland and works to improve food security through providing control options for diseases that affect sub-tropical and tropical horticultural crops such as banana, pineapple, avocado, tomato and other vegetables.
- **Dr Zelda Van Rooyen** from South Africa will share the South African experience of growing avocados and the evaluation and commercialisation of new cultivar and rootstock material.
- **Terry Campbell**, the Principal Extension Horticulturist at the Department of Agriculture Fisheries and Forestry in Queensland Australia has over 30 years experience in helping improve horticulture systems. He provides technical leadership in the supply chain component of the Avocado Export Initiative.
- **Top avocado researchers** from Plant and Food Research New Zealand, University of Queensland and Department of Agriculture Fisheries and Forestry Australia will present on a variety of orchard management and post-harvest topics.

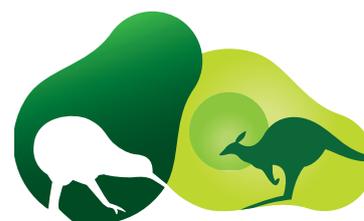
### Register Now

Register now go to [www.avocadoconference.co.nz](http://www.avocadoconference.co.nz). If you would like to register for the conference over the phone, Midge Munro and Jo Nunn are happy to assist, please call +64 7 571 6147 alternatively to register online click here.

### Conference Program:

This is the Conference Program current at 16th of July 2013. It provides only the details of the conference so please refer to the conference website to view the details about the other Pre-Conference and Post-Conference activities. This program is subject to change so please also refer to the website closer to the event.





## Nutritional Values

5th New Zealand and Australian  
Avocado Growers' Conference  
9-12 September 2013

## Conference Program

### Day 1: Monday 9 September – ASB Arena Baypark

4:00pm – 6:00pm	Conference registration open – Conference registration desk
5:30pm – 7:30pm	AVOCO™ welcome reception – Industry exhibition hall

### Day 2: Tuesday 10 September – ASB Arena Baypark

8:00am	Conference registration and speaker support centre opens
--------	--

#### Session 1:

##### Opening session

9:00am – 9:05am	Official conference open - Hon Simon Bridges
9:05am – 9:15am	Conference welcome - Ashby Whitehead and Jim Kochi
9:15am – 9:55am	The amazing avocado - Nadia Lim
9:55am – 10:35am	The Avocado sector in the context of the NZ Agri-food sector - Dr Russell Ballard
10:35am – 11:05am	Cooltainer morning tea - Industry exhibition hall

#### Session 2:

11:05am – 11:25am	New Zealand avocado industry update - Jen Scoular (NZ)
11:25am – 11:45am	Australian avocado industry update - John Tyas (AU)
11:45am – 12:30am	Hass Avocado Board nutrition research update – Dr Mark Dreher (USA)
12:30am – 12:55pm	Overview of Californian Avocado Commission research programme – Dr Jonathan Dixon (USA)
12:55pm – 1:15pm	NZ Avocado R & D Strategy – Dr Alvaro Vidiella (NZ)
1:15pm – 2:10pm	Compac lunch – Industry exhibition hall

#### Session 3: Concurrent sessions

	Marketing Nutrition	Healthy Orchard	Strong Industry
2:10pm – 2:30pm	NZ Avocado promotion programme - Midge Munro (NZ)	Impact of irregular bearing on the New Zealand avocado industry - Alvaro Vidiella (NZ)	Importance of government role in market access for New Zealand avocados – Tim Knox (NZ)
2:30pm – 2:50pm	HAL Australian avocado promotion programme - Duncan Sinclair (AU)	Irregular bearing survey in Australia - Simon Newett (AU)	The Challenge of Market Access – How can global supplying countries work to attain and maintain access to Asian markets - Simon Hegarty (NZ)
2:50pm – 3:10pm	HAL nutrition programme - Lisa Yates (AU)	Irregular bearing in New Zealand - Grant Thorp (NZ)	Biosecurity and Government Industry Agreements - Mike Chapman (NZ)
3:10pm – 3:30pm	Comvita case study: competitive successful marketing and export of health positioned products - Brett Hewlett (NZ)	Phloem transport of boron within avocado trees - Peter Minchin (NZ)	NZ Avocado biosecurity planning - Henry Pak (NZ)
3:30pm – 4:00pm	Afternoon tea – Industry exhibition hall		
4:00pm – 6:00pm	NZAGA Annual General Meeting – for NZAGA members only		
4:00pm – 6:00pm	AAL grower meeting – for AAL members only		

*Avocado growers and international experts to meet in Tauranga continued*

**Day 3: Wednesday 11 September**

8:00am	<b>Conference registration and speaker support centre opens</b>		
<b>Session 1:</b>			
9:00am – 9:40am	<b>Selling nutrition through branding and packaging: ideas and insights</b> – Lisa Cork (NZ)		
9:40am – 10:00am	<b>Rootstock and Cultivar screening and commercialisation at Westfalia Technological Services, South Africa</b> - Zelda van Rooyen (ZA)		
10:00am – 10:30am	<b>The Asian economy outlook</b> - Stephen Toplis (NZ)		
10:30am – 11:00am	<b>Morning tea – Industry exhibition hall</b>		
<b>Session 2: Concurrent sessions</b>	<b>Marketing Nutrition</b>	<b>Healthy Orchard</b>	<b>Strong Industry</b>
11:00am – 11:20am	<b>Marketing nutrition from kiwifruit perspective and importance of health to Asian consumers</b> - Natalie Milne (NZ)	<b>Update on approaches to managing <i>Phellinus noxius</i> and postharvest fruit diseases in Australia</b> - Elizabeth Dann (AU)	<b>Biosecurity capacity building for the Australian avocado industry</b> - Andrew Geering (AU)
11:20am – 11:40am	<b>Countdown supermarkets avocado marketing programme</b> -Ben Bartlett (NZ)	<b>Tree decline in South Africa</b> - Zelda van Rooyen (ZA)	<b>Best management practices and internet based information delivery</b> - Simon Newett (AU)
11:40am – 12:00pm	<b>Sensory responses to avocado</b> - Sara Jaegar (NZ)	<b>A multi targeted approach to fruitspotting bug management</b> - Ruth Huwer (AU)	<b>Cultivar evaluation in New Zealand</b> - Alvaro Vidiella (NZ)
12:00pm – 12:20pm	<b>Social media: What is it and why is it important to promoting products</b> - Rebecca Gannaway (NZ)	<b>Mechanisms of cultivar and race-based disease resistance in avocado</b> - Merran Neilsen (AU)	<b>RNA silencing based PRR resistant avocado rootstocks for improved production of GM free fruit</b> - Neena Mitter (AU)
12:20pm – 12:40pm	<b>World trends and potential for organic agri products</b> - Michelle Glogau (NZ)	<b>Pollination trials in avocado in New Zealand</b> - David Pattemore (NZ)	<b>High pressure waterblasting</b> - Allan Woolf (NZ)
12:40pm – 1:40pm	<b>Lunch – Industry exhibition hall</b>		
<b>Session 3: Concurrent sessions</b>	<b>Marketing Nutrition</b>	<b>Healthy Orchard</b>	<b>Strong Industry</b>
1:40pm – 2:00pm	<b>A retailers perspective on marketing avocados in New Zealand</b> - Andrew Keaney (NZ)	<b>Nitrogen management</b> - Jonathan Cutting (NZ) Colin Partridge (NZ)	<b>Avocado sunblotch and potato spindle tube viroid: Old foes for the Australasian industry</b> - Andrew Geering (AU)
2:00pm – 2:20pm	<b>5 + A Day promotion of fruit and vegetable consumption in New Zealand</b> – Bronwen Anderson (NZ)	Simon Newett (AU)	<b>Maximising the New Zealand market</b> - Bevan Jelley (NZ)
2:20pm – 2:40pm	<b>Avocado as part of a Mediterranean style diet to reduce inflammation</b> - Karen Bishop (NZ)	Panel discussion	<b>Development of best-practice guidelines for avocado ripening</b> - Terry Campbell (AU)
	<b>Healthy Orchard</b>	<b>Pruning case studies</b>	
2:40pm – 3:00pm	<b>Effect of rootstock on avocado tree health and fruit yield when grown under high <i>Phytophthora</i> root rot pressure</b> - Elizabeth Dann (AU)	Grant Thorp (NZ) Alvaro Vidiella (NZ) Panel discussion	<b>Reducing flesh bruising and skin spotting in Hass avocados</b> - Peter Hofman (AU)
3:00pm – 3:20pm	- Kerry Everett (NZ)		<b>NZ avocado quality programme and AvoGreen™</b> - Henry Pak (NZ)
3:20pm – 3:50pm	<b>Afternoon tea – Industry exhibition hall</b>		

Session 4: Concurrent sessions	Strong Industry	Healthy Orchard	Strong Industry
3:50pm – 4:10pm	Rootstock review in Australia discussion forum	Regional Challenges discussion forum: Bay of Plenty and Rest of New Zealand	Supply chain information to improve decision making - Joanna Embry (AU)
4:10pm – 4:30pm			Supply chain improvement through education and extension - Julie Petty (AU)
4:30pm – 4:50pm		Regional challenges discussion forum: Whangarei and Far North	DCA for inventory management - Jeremy Burdon (NZ)

7:30pm – 11:30pm **Freshmax conference gala dinner – ASB Arena Baypark**

**Day 4: Thursday 12 September**  
**Conference field trip 10:00am – 4pm**



# A Tribute to Tony Whiley

## Thanks from the avocado industry

by Don Lavers, Lavers Orchards, Walkamin Qld



*Tony Whiley planting rootstock*

Dr Tony Whiley has been hinting at reducing his involvement in research and advisory work for the avocado industry for a long time but with the acquisition of a caravan and the desire to become a grey nomad, it would seem that the moment of retirement has finally arrived.

Tony has had a most remarkable lifetime of contact with the industry as a researcher and communicator in Australia and around the world. He sat on the Avocados Australia advisory committees – Varieties and R&D committees and found time to write hundreds of research papers and be chief editor and author of the prestigious textbook *Avocado Botany Production and Uses* published in 2002.

He was given the Australian avocado industry Order of Merit in 1988 and awarded Member in the Order of Australia (AM) in 2008. Growers remember him warmly for the development of the avocado phenological cycle, which became a powerful management tool for the timing of nutrition and the management of tree health and growth. With his friend Ken Pegg, another distinguished researcher, they developed much of the ground work that led to the control of the dreaded *Phytophthora* root rot through orchard management and tree injection.

The avocado industry owes a great debt of gratitude to Tony Whiley for the lifetime of help and advice he has so liberally given. I think everybody in the industry joins me in hoping that hitting the bitumen proves to be just as



*A flash back to the 80's, Tony Whiley and Ken Pegg trialling methods for phosphonate injection.*

satisfying to Tony and his wife Dorothy as fifty odd years of research in avocados.

### A Note from the Editor:

Avocados Australia thanks Tony for all of his hard work and dedication throughout the years. Though Tony is looking to wind back his role in the industry we know he won't be too far away. We wish Tony and his wife Dorothy safe travels as they make their way around Australia.

Tony has made an impact on so many colleagues and friends in the avocado industry. Here are just some of the words of thanks:

*"Tony has been an inspirational mentor to me for many years. I have valued his depth of experience in all areas of avocado nursery and tree husbandry, and knowledge of avocado-related research in Australia and internationally. He is always willing to help with advice in a very calm and considered way. Tony's input and assistance will always be welcome and I am looking forward to many more years of scientific interaction and friendship, as far as his fishing and caravan trips allow!"*

**- Elizabeth Dann**

Plant Pathologist with the Queensland Alliance for Agriculture & Food Innovation (QAAFI)

*"In short, Tony Whiley has made enormous contributions to Australia's and the world's horticulture industries and has been an example to agricultural producers and researchers throughout the world of the quality, insights, dedication, and integrity of Australian horticultural scientists. I feel honoured and extremely proud to have him as a professional colleague and even prouder to have him as a very good personal friend."*

**- Bruce Schaffer**

Professor of Plant Physiology, University of Florida,  
Tropical Research and Education Center, Florida, USA

*“Tony’s selfless contributions have been recognised far and wide. He received an award from the Sunshine Coast region and an Order of Australia medal for his contributions to horticulture. He also received a*



*Tony Whiley at the North Qld Road Show in November 2007*

*prestigious Visiting Scientist award from the University of California, and there may have been some other awards that I have missed. Tony, I and the avocado industry will miss your contributions as you hang up your spade and pedal into the next phase – a well deserved time to enjoy your love of our environment with Dorothy and your travelling buddies. Travel far, long and safe Tony and Dorothy– you deserve it. We will miss you.”*

**- Peter Hofman**

*“The influence that Tony Whiley has had on the growing of avocados world-wide, will never be calculated. But it is very significant. Tony has played a role in developing a scientifically sound method that allows the commercial success of avocado growing, not only in Australia, but overseas. There comes a time in life when your priorities change. To Tony & Dorothy, I wish you all the best. The avocado industry is in your debt. But please remember to keep your mobile phone charged, as there will always be a need to tap into your knowledge bank, regardless where your tours take you.”*

**- Graeme Thomas**

*“As new growers, Mary and I found Tony Whiley’s writings extremely informative on many practical issues. The avocado industry has been fortunate to have had such dedicated researchers applying their energy and skills to our questions and we look forward to a new generation building on the solid foundations that Tony and his colleagues have laid.”*

**- Peter and Mary Annand**

Bellthorpe Qld



Economical, efficient and refillable to control plant diseases by injecting trees.

**PHOSPHONATES, PESTICIDES, FUNGICIDES, FERTILIZERS & TRACE ELEMENTS**

**CONTACT US FOR MORE INFORMATION**

Head Office: 8 Ivedon Street, Banyo Queensland, 4014 Australia  
Phone: +61 7 3267 0611 Fax: +61 7 3267 0686  
Email: info@chemjet.com.au  
www.chemjet.com.au



# Australian Avocado's New Strategic Marketing Plan

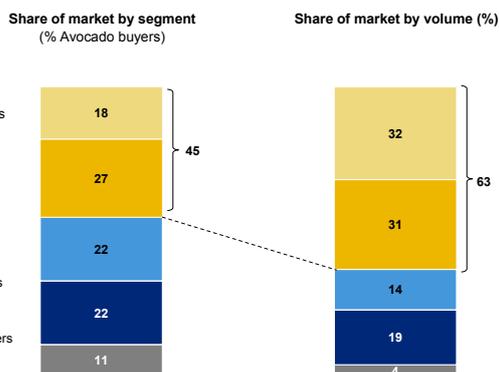
## Background to the new Strategic Marketing Plan

This year was the final year of the existing three year strategic marketing plan for Australian Avocados. As has been the case with previous strategic plan development, an allocation of funds was provided in this final plan year's budget (2012/13) to conduct a thorough consumer market research study to support the process. The purpose of this research was to provide an up to date understanding of consumers' usage and attitude towards avocados that could provide overall marketing direction on potential future messaging as well as a full evaluation of the current program.

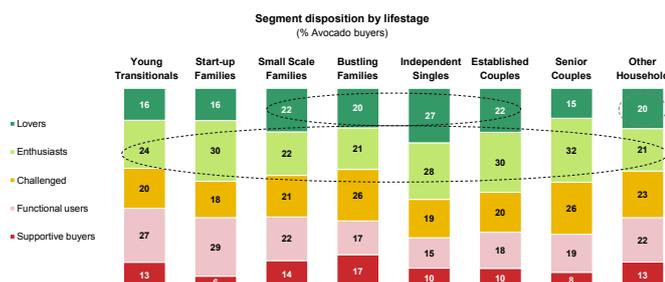
Prior to investing in this research Avocados Australia recommended a further step be added to the process to help fine tune the research scope and get the most out of the investment. In March 2012 HAL commissioned a specialist consultancy, the Review Partners, to conduct a critical review of all avocado marketing activities to provide recommendations for consideration in the next strategic marketing plan. This comprehensive review process was finalised by the end of July and the results presented to the Avocados IAC in early August. In conjunction with tabling the report and its recommendations HAL sought endorsement from the IAC to proceed with the strategic consumer research.

### The strategic marketing process – Key Steps

<b>Avocado Industry Marketing Review</b>	
<b>- The Review Partners</b>	<b>April-June 2012</b>
Independent critical analysis of all Australian Avocado marketing activities with detailed recommendations for consumer research and marketing communications	
<b>Consumer Research Tender</b>	
	<b>August 2012</b>
IAC approved a research brief and four agencies to submit tenders. These were independently reviewed and the IAC appointed BDRC Jones Donald	
<b>Project Avocado Accelerator</b>	
	<b>Sep-December 2012</b>
A five stage research process is using qualitative and quantitative techniques	
<b>Communications and Creative Development</b>	
	<b>Nov-February 2013</b>
Based on Project Accelerator recommendations develop communications platform	
<b>Recommendation of Marketing Communications</b>	
	<b>February 2013</b>
Present the recommendation on future marketing to the IAC at the scheduled February meeting	
<b>Advertising Concept Testing</b>	
	<b>March 2013</b>
Qualitative research testing of the proposed television commercial	
<b>Creative Refinement &amp; pre-production</b>	
	<b>Apr-June 2013</b>
Refinement of the concept to research findings	



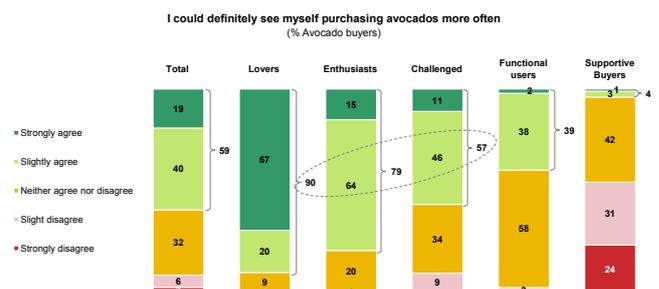
Graph 1: Lovers & Enthusiasts



Graph 2: Bespoke Segmentation

## Consumer Research: Project Avocado Accelerator

Project Avocado Accelerator was a comprehensive five stage consumer research study designed to provide a deeper and more up to date understanding of consumers' usage and attitude towards avocados. This study was designed to provide a comprehensive assessment of the current avocado marketing activities and make recommendations on the most appropriate strategy for



Graph 3: Scope for Increased Consumption

stimulating consumer demand for Australian Avocados over the next 3 years.

The key outcomes that the research set out to achieve were;

- Provided a recommended approach to new attitudinal segmentation of avocado purchasers
- Identified the purchase motivations and emotional connections consumers have with avocados
- Identified the scope for further consumption and identified the key barriers to consumption that need to be overcome
- Recommended a draft value proposition and possible positioning for avocados moving forward

Having established a new value proposition the final stage of this research was to test alternative brand territory's that could be used in future advertising development.

## The Key Research Findings that underpin the new marketing plan

The research findings are comprehensive and have helped build a more rounded and up to date story about avocado buyers. Many of the findings were an evolution of previous research that indicate that more consumers are becoming more engaged with the fruit as seen by increased household penetration rates and purchase frequency. Importantly the research also uncovered some specific consumer insights that are central to underpinning the new marketing plan framework;

### New "Bespoke" Avocado Segmentation

A key insight and outcome from the research was that Avocado buyers can also be segmented on the basis of their **behaviour and attitudes**. Life-stage demographics (such as the bustling families and independent singles etc) in isolation are not a sole determinant of attitudes towards avocados. Through a process that groups consumers based on common segmentation variables five distinct segments revealed the clearest attitude, purchasing and consumption differences. These have been identified and labelled according to their level of engagement with avocados. These new avocado consumer segments are;

- Lovers
- Enthusiasts
- Challenged
- Supportive
- Functional

Specifically, two of the five segments (Lovers & Enthusiasts) account for two-thirds of avocado purchasing (*refer graph 1*). **Lovers & Enthusiasts** have a wider repertoire of uses, have a greater passion for food and meal preparation, than other segments and have a positive view of avocados that is mirrored by others in their household. The important point is that that Lovers and Enthusiasts transcend all demographic life stage segments and it's their passion that sets them apart from others. (*Refer graph 2*).

### Scope for Increased Consumption

Another significant insight was that our most engaged segments Lovers and Enthusiasts are also the most open to purchasing more. Consumer strongly agreed with the statement "I could definitely see myself purchasing more often" indicating clear purchase intention. The implication for marketing strategy is to focus on the segments that are more likely to purchase more than those that aren't. (*Refer graph 3*)

### Building emotional connections with Avocados

For many buyers there is still limited emotional engagement with the avocado experience despite increased repertoires and occasions. Seen as a possible reflection of the more rational versatility campaign of the last three years the opportunity is to develop an emotional platform reflecting "lovers" enthusiasm and everyday usage.

## Key Barriers to Consumption that influence strategy

However the research also pointed to some key consumer barriers that appear to have remained largely unchanged from when the last research was undertaken in 2010. These all have implications for the marketing strategy development of the new plan.

### Wastage and lack of confidence

Except for Lovers, most buyers still lack confidence around the fundamentals of choosing, handling and ripening avocados. This increases the risk of potential wastage for many consumers and perceived as a significant barrier to increasing purchase. The implication for marketing strategy is to introduce educative strategies to make successful selection and ripening more predictable.

## Australian Avocado's New Strategic Marketing Plan continued

### Price

Price continues to be a significant barrier and is a key influence on consumers' propensity to purchase. The research indicates that two-thirds of buyers have at some point deferred purchase based on price. For example a significant 40% of buyers say that avocados are too expensive at \$2.50. Whilst the dynamics of price cannot be controlled the opportunity for marketing is to build strategies that enhance perceived value for the consumer.

### Special occasion

Avocados are still seen by most as a product for special recipes or eating occasions. Other than amongst the heaviest users, few buyers see avocados as a staple household commodity. 57% of consumers still see avocados as adding a "luxury" a perception potentially reinforced by higher price points. For marketing communications, whilst playing up the buyer's sense of anticipation (and perception of a little luxury) portray consumption in everyday circumstances.

## Strategy Development

In developing the new plan for avocados future growth strategies must be based on both exploiting current

consumer strengths and addressing barriers to further consumption. The new strategy is therefore designed to drive a "value" perception that enables everyday consumption, with less price sensitivity.

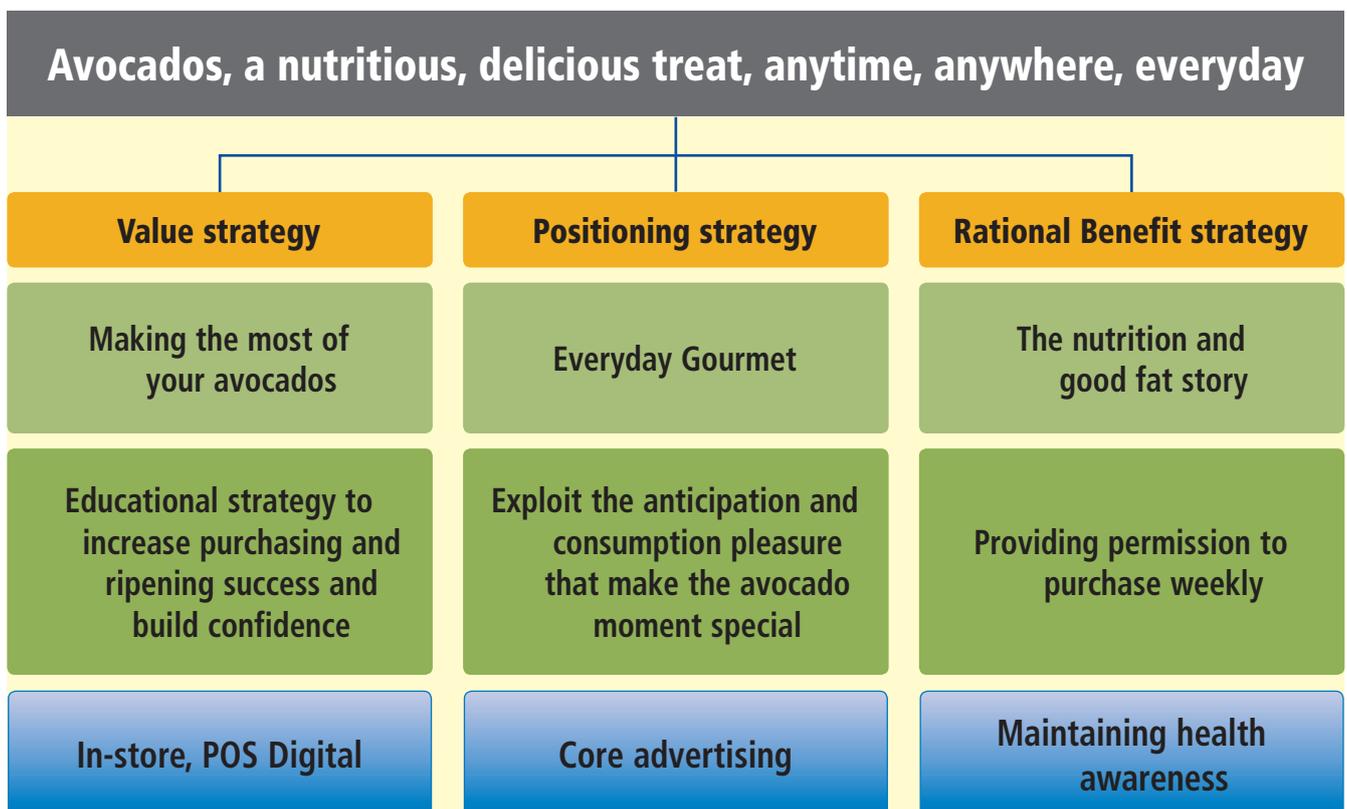
Overall the findings from this research suggest that avocado purchasing is driven by two (of five) buyer segments representing two thirds of volume. These two segments, Lovers and Enthusiasts, offer the greatest potential for further development. To drive increased consumption a multi-strand value proposition has been developed to address the emotional and rational needs of these target segments if they are to increase consumption significantly.

## The Strategic Pillars: A Framework

There are three core pillars to the new strategy targeted to the new core target segments of Enthusiasts and Lovers.

### The Positioning Strategy

The strategy is to position avocados as *a nutritious, delicious treat, anytime anywhere, everyday* and exploit the anticipation and consumption pleasure that make the avocado moment special. This positioning appeals to our target segments that have a greater passion for food and meal preparation, than other segments and have a positive view of avocados that is



### The Rational Benefit Strategy

mirrored by others in their household. This positioning will be delivered in an emotional way via a **new 30 second television commercial** that aims to bring the campaign to life building desire and a greater emotional connection to avocados.

**The Value Strategy**

This education strategy is to increase purchasing and ripening success and build confidence for ongoing purchasing. Underpinning this strategy is consumer research projects specifically focussed on understanding the knowledge gaps consumer currently have so that relevant messaging can be developed and delivered by the most appropriate vehicles. An important part of this process is working with our major retail partners to ensure they can be part of the solution at the point of purchase.

**The Rational Benefit Strategy**

This supporting strategy is designed to reinforce the nutrition and good fat story for avocados that underpins perceptions that avocados are a healthy purchase. Almost all buyers agree that avocados have strong health benefits however some confusion still exists around the good fats story. The avocado health and nutrition program targeted at influencing health professionals is a complimentary strategy which can be leveraged against consumers over time.

**Campaign Objective and Strategy**

Our campaign strategy is built on evolving the avocado campaign from a rational message to an emotional one. Inherent in this strategy is moving from the rational versatility platform of “add an avo everyday” to a more emotional based “gourmet, everyday” position. Our 3 year goal is to turn avocado enthusiasts into avocado lovers.

**The Campaign Framework and Media Strategy**

The campaign framework is built around targeting avocado Enthusiasts as our core audience and Lovers and the secondary audience. The strategy is to deliver a ‘big launch’ scenario for Year 1 of the new campaign by delivering a concentrated media approach with distinct media bursts to see our media activity work harder. The media plan will have a much stronger presence on the main free-to-air channels than in previous years and will introduce more innovative digital formats across pre-rolls and non-standard formats. Lovers will also be targeted with a tactical breakfast message through magazines to start to grow breakfast as an alternative occasion for heavier users.

<b>Target Audience</b>	<b>ENTHUSIASTS (core audience)</b> <i>“My family and I enjoy avocados but they can be a bit of a risk”</i>	<b>LOVERS (secondary audience)</b> <i>“Avocados are an exciting ingredient in my food experience. I love them”</i>
<b>Campaign Approach</b>	Build desire by creating an emotional connection using TV and digital online advertising channel approach	
<b>Tactical Opportunity</b>	Seasonal media up weight to address winter sales	
<b>Tactical Messaging</b>	Themed Retail Promotion	Targeted Breakfast Campaign
<b>Value Messaging</b>	Educational strategy to build confidence – POS, Digital, Social	
<b>Rational Benefit</b>	Continue ‘good fats’ conversation through PR/expert endorsement	

**Rational**

"add an avo"



**Emotional**

"Gourmet, Everyday"



Australian Avocado's New Strategic Marketing Plan continued

CHANNEL	WHY?	HOW?	MESSAGE	%
1. VIDEO - TV	High impact, medium consumption channel for campaign launch	Selective prime time spots for launch, supported by STV and pre-roll	Core Campaign	52%
2. VIDEO - ONLINE	High impact, medium consumption channel for campaign launch	Selective prime time spots for launch, supported by STV and pre-roll	Core Campaign	5%
3. DIGITAL - DISPLAY	Highest consumption channel for Enthusiasts and Lovers	Impactful tactics supported by ongoing display	Core Campaign	14%
4. DIGITAL - HIGH IMPACT	Highest consumption channel for Enthusiasts and Lovers	Impactful tactics supported by ongoing display	Core Campaign	7%
5. MAGS	Medium consumption channel, strong resonance for food lovers	Tactical buy for Lovers message in 'foodie' titles	Breakfast	14%
6. SOCIAL	Develop growing fan base by supporting Facebook activity	Sponsored posts and marketplace activity	TBC on FB activity	4%
7. SEARCH	Continue to drive qualified traffic to AA website	Copy and key words around foodie searches	Recipes for Lovers	4%

The Media Split for Year 1:

The channel split for media is focused on high impact TV and TV online that is complimentary to the new television advertisement. A 15 second version of the new advertisement will build frequency and extend opportunities across digital platforms.

Strategy Evolution: A Summary

The last 3 years has focused on extending the versatility message from occasional usage to everyday applications. The campaign message evolved from "Add an Avo" to "Add an Avo everyday" as did the breadth of versatility as demonstrated through multiple creative executions and messages. Last year the campaign added a health dimension to the versatility message to more strongly position avocados for a healthy lifestyle.



The research findings clearly indicate that the foundations of versatility have been achieved. Consumers generally have a much wider repertoire of uses particularly those segments that are more positive towards avocados. The opportunity identified for the new marketing plan is to build an emotional connection that elevates value for the consumer that is delivered in single minded message through concentrated and seasonally timed media.

Evolving the Avocado Strategy from versatility to desirability	
2009/10 – 2012/13	2013/14 – 2015/16
Rational Base (versatility)	➔ Emotional base (desirability)
Everyday applications	➔ Everyday appetite
Demographic segments	➔ New Bespoke segmentation
'Always on' media	➔ Concentrated bursts
Multiple messages	➔ Consistent, single minded messaging
Driving usage	➔ Increasing value

# News from Around the World

## Mexico makes advances in Japan

Asia is being viewed as a “high potential” market for Mexican fresh produce exporters, with both the government and producer organizations hoping to build on a strong performance in Japan to move into other Asian markets.

The push into Asia forms part of a period of impressive growth for Mexican agricultural exports over the last 12 months, with the country demonstrating progress in several Asian countries, alongside Europe, the U.S. and Latin America.

According to figures from the Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), agricultural exports to Japan, including avocados, pork products and beer, increased by 11.8% year-on-year in 2012, while exports to eight other Asian countries also rose by a combined 11%.

Other notable increases were achieved in exports to Russia (9.2%), Europe (3.8%) and South America (31.9%). The only downturn was recorded in sales to Canada, which dropped by 18.5%.

Speaking to [www.freshfruitportal.com](http://www.freshfruitportal.com), Juan Laborín, president of promotional organization Mexico Calidad Suprema, described Japan in particular as a market with “high potential” for Mexican agricultural exports, with the country achieving record exports to Japan during 2012 in 10 categories.

Although pork products accounted for a large part of this total, Laborín said Mexico recorded avocado exports to Japan worth an estimated US\$91.5 million last year.

“Japan is seen as a potential destination for our exports to East Asia and will be a launching point for products that have already achieved success in this market,” he said.

“We will also look to do the same in China, Hong Kong, South Korea and Taiwan.”

As an organization, Laborín said Mexico Calidad Suprema was currently undergoing a period of technical restructuring during 2013, with the aim of being able to offer associated producer members a more complete certification system that complied with global supplier demands.

Laborín said a total of 720 associated producers were now certified under MexicoGAP and Mexico Calidad Suprema’s own certification, representing an increase of 28% compared with 2011.

Source: [www.freshfruitportal.com](http://www.freshfruitportal.com)

## Mexican scientists map avocado genome

Scientists from Mexico’s National Laboratory of Genomics for Biodiversity (Langebio) have successfully completed genome sequencing for a native variety of avocado, website [Noticierotelevisa.esmas.com](http://Noticierotelevisa.esmas.com) reported. *langebio - Mexico - small*

The story reported the project aimed to help breed new avocados with longer shelf life and stronger disease resistance.

“We have already finished the genetic mapping for the Mexican paper-skin avocado and are starting to work with about eight types of avocados,” researcher Alberto Estrella told the publication.

Another researcher, Luis Estrella, said a goal of the DNA sequencing was to assist in breeding avocados that didn’t grow as tall and therefore didn’t need as much water, allowing Mexican growers to stay competitive.

He added that 900 million genetic base pairs had been sequenced, among which adenine, thiamine and cytosine were found.

“We are finding some very interesting things in that proteins are involved in the avocado flesh being able to accumulate oil,” he was quoted as saying.

Source: [www.freshfruitportal.com](http://www.freshfruitportal.com)

## Avocado exporters hope collaboration bears fruit

The trend for New Zealand avocado exporters to co-operate rather than compete in offshore markets has taken another step.

The country’s two biggest avocado exporters have joined forces in a new partnership, AVOCO, to sell their fruit in Australia, the biggest overseas market, where they have formerly been rivals.

The partnership is anticipating higher returns this year and says the trade there could reach \$50 million for the first time.

Southern Produce in the Bay of Plenty and Primor Produce in Auckland have already been co-operating as part of another export grouping, AVANZA, which is focusing on other markets such as Japan.

AVOCO director John Carroll says the new entity means they are now collaborating in all their markets.

He says New Zealand is a small supplier of avocados with 2% of the world’s trade in the crop available for only a portion of year.

*News from Around the World continued*

Mr Carroll says AVOCO expects to handle about three quarters of New Zealand’s export crop and supply about 75% of the avocado trade to the main Australian market.

He says the partnership is looking at a pretty favourable market in Australia this year despite a Buy Australian campaign running.

He says that while that’s not ideal, commercial realities mean supermarket are keen to supply and offer quality to their customers - which New Zealand growers can supply.

Mr Carroll says after Australia, Japan is the next most important market for New Zealand avocado exports.

Source: radionz.co.nz

**Healthy diet cuts risk of breast cancer - says Pakistan news**

According to a news article published on Pakistan’s well-known Online International News Network, genetic mutation alone is not responsible for increasing the chances of breast cancer in women, according to researchers who claim diet plays an equally important role in keeping the disease at bay.

The article says that researchers at Harvard Medical School have suggested a woman who eats lots of plant-based foods such as fruits, vegetables and beans, legumes, whole grains and less of red meat, processed foods, salt and sugar, has lower odds of developing oestrogen-receptor-negative breast cancer.

Vegetables such as carrots, sweet potatoes, kale, spinach, winter squash and red peppers may be particularly helpful in lowering the risk of breast cancer.

Researchers have also found that antioxidants in peaches and plums may kill breast cancer cells while leaving normal cells unharmed.

According to the Journal of National Cancer Institute, high-fat dairy that includes whole milk, cream, cheese and ice cream create a higher risk for breast cancer.

The study also suggests that a ketogenic diet, comprising of non-starchy vegetables and healthy fats, such as avocado, coconut oil, olive oil and macadamia nuts and moderate amounts of high-quality protein, can also reduce chances of breast cancer.

Most cancers are highly responsive to therapeutic ketosis, a natural physiological state induced during prolonged states of decreased glucose in combination with calorie restriction, the study says.

In addition to all above, the study also suggests to avoid sugary drinks, limit consumption of energy-dense foods

as well as those processed with sodium, shun smoking or chewing tobacco and participate in physical activity to maintain a healthy weight in order to lower the risk of breast cancer.

Source: www.onlinenews.com.pk

**Kenyan avocados struggle under pressure from Peru**

A leading Kenyan avocado supplier has accused Peruvian exporters of making Europe “uneconomically viable” for African growers by flooding the market with excess products and creating an oversupply in Kenya’s principal European export destinations. [avocado\\_69588181](#)

Anton Bothma of Kenya’s fourth largest avocado exporter, Eagle Fruit Alliance, said that despite having good quality fruit, Kenyan growers were struggling to compete with rapidly emerging Peruvian exporters.

Speaking to [www.freshfruitportal.com](#), he claimed the huge expansion of production combined with existing exports from South Africa and Mexico was creating an oversupply situation in Europe, which was making it extremely difficult for Kenyan exporters to maintain their previous market share.

In fact, Bothma said that given the increase in Peruvian volumes this season, Kenya has effectively had to halt avocado exports to Europe, potentially putting in jeopardy the growers’ livelihoods.

“Peru started planting avocado a few years ago in very big volume and plantings are increasing by about 30% per year,” he explained.

“Their main market is the U.S. and any ‘overspill’ will go to Europe, but the volume is, however, so huge that as from May they are loading between 180 and 200 containers a week to Europe.

“At the same time South Africa and Mexico are also loading to Europe, resulting in an oversupply situation in Europe.”

Unlike grapes, apples or citrus, Bothma said consumption per capita of avocado was relatively low in Europe, meaning that during peak season times it had become “uneconomically viable to compete with Peru.”

Typically, Kenya begins packing in February and volumes increase in March, before reaching peak season in May. However, Bothma said that Kenya had to completely halt packing during May as volumes arriving in Europe from Peru were just too big.

“This is devastating to the Kenyan producer as avocado

exports are one of the main export commodities in Kenya,” he said.

“All packers stopped during May as Peru just had too many containers arriving.

“Kenya is not a rich country and without a good income from avocados, producers are struggling just to keep children in school and to try to make a living.”

Bothma said the situation had been exacerbated by a perception in Europe of Kenyan avocados being a lower-quality product, despite much work having been done to improve the cosmetic quality of the fruit.

“Today, it compares very well with Peruvian avocados, yet the market still discounts the Kenya product,” he said.

Fortunately, Bothma said Kenyan growers benefited from having a second annual harvest, which began in late August and ran through to November. Although this was a smaller crop than Kenya’s ain harvest, he said the second crop allowed Kenya to have a window of opportunity at a time when no other competitors were exporting to Europe.

However, Bothma said shipping from Kenya was still a major challenge as costs were 40% higher compared with those from Peru, largely a result of smaller Kenyan ships having a higher cost per unit and being forced to go wide around the Horn of Africa to avoid Somali pirates.

Despite the advantage of the second harvest, Bothma said that Kenya would continue to struggle to compete with Peru.

“As long as Peru keeps on flooding the market, there is no solution other than to supply very early or very late so to avoid the onslaught of Peru,” he said.

However, Bothma believes there may yet be hope for Kenyan growers. Increasing consumption in Europe may yet, he argued, provide hope for Kenyan suppliers, while growing Peruvian focus on North America and the Far East may leave space for African producers.

“The biggest challenge now is to get shipping costs in line with those of Peru, although shipping companies are ready to cooperate in this matter,” Bothma added.



## Get ready for spring QLD! Soil Conditioning and Tree Health



Are your trees suffering from weather events, phytophthora or seasonal deficiencies?

We offer cost effective proven tree and soil amendments to get your soil, tree and production back in shape

### Potassium Silicate

**AgSil® 32 (K<sub>2</sub>O 21% - SiO<sub>2</sub> 32%)**

Description – AgSil potassium silicate provides readily available silicate to your plants which improves strength, health and vigour and stimulates photosynthesis, carbohydrate production and increased root growth. Shown to reduce the effects of Phytophthora in avocados and improve fruit robustness, in studies. Priced from **\$130 20L drum, \$940/200L**

**ASK FOR \$130 OFF COUPON!**

Telephone:

Jim at 0433 935 933

or Eric Carney 0403 917 769

35 Morrisons Road; Childers, QLD 4660

### Gypsum (Sulphur 17-18%, Calcium 22-25%):

Description – Calcium Sulphate mineral, CaSO<sub>4</sub>·2H<sub>2</sub>O, used in agriculture since 1797, to increase yields, increase drought tolerance, reclaim sodic and high ph soils, flocculate clays to improve soil structure, ameliorates soil toxicity with exchangeable Ca, and provides Ca and S. Priced from **\$90/ton Delivered**

**Sizes: Fine, 6mm, 10mm available**

### Soft Rock Phosphates:

Description – Natural Organic Phosphatic fertiliser and soil conditioner composed of ancient coral, sea bird skeletons and droppings, fish and seaweed; citrate soluble 9% Phosphorus, 19% Calcium, 15-26% Silica and 2% Iron in a natural organic product for fast AND slow release. From **\$237 ton + \$45 Delivery** to most Southern Queensland areas.

### Premium Organic Humates (57% Organic Matter, 28.9% Organic Carbon)

Description – Natural raw mined humates WILL make an improvement to your soil as a premier source of organic matter. They are a powerful biological stimulate which increase the carbon building capacity of your soil.

Priced from **\$255 ton/ Delivered So. QLD**

### Molasses:

Description – Natural Sugar Cane Molasses for enhancing the growth of beneficial microbial enzymatic activity and is a carbon source. **\$395/shuttle**

### Fish Emulsion (Hydroslate):

Description – Natural Organic Fish Hydroslate. Supplies a wide spectrum of nutrients and trace elements which work to increase soil fertility by encouraging soil biology growth. **\$1450/shuttle**

Brought to you by: SuperPak and Prime Orchards



[www.superpak.net.au](http://www.superpak.net.au)

[www.primeorchards.net.au](http://www.primeorchards.net.au)

Southern Queensland pricing, GST to be added. Prices correct at time of add submission, subject to change. Deposits required on some containers.

News from Around the World continued

Source: [www.freshfruitportal.com](http://www.freshfruitportal.com)

### Eastern Colombia welcomes Hass avocado plant

Eastern Colombia's first processing plant for fresh Hass avocados and Tahiti lemons has opened its doors in the Cauca Valley.

The plant comes with GlobalGAP certification and can process up to three containers of fruit a week, the Colombian Agriculture Avocado Institute (ICA) reported.

"This plant is very important for Colombian agricultural trade since Hass avocados are one of the most prioritized products for Colombian exports, mainly with the United States where the institute is working hard to achieve entrance of the product," institute manager Teresita Beltrán Ospina said.

The eastern central region of Colombia produces a third of the nation's Hass avocados with 1,832 planted Ha.

The new plant is able to process 7.5 tons (MT) of fruit an hour, ICA said. It was built with the contribution of

specialists from Mexico, Peru and Chile.

For 2013, Colombia hopes to produce 27,000 MT of Hass avocados and increase production to 62,000 by 2016.

Source: [www.freshfruitportal.com](http://www.freshfruitportal.com)

### Will Colombia be the next U.S. avocado exporter?

Here's a little-known avofact: Colombia enjoys one of the world's highest per capita consumptions of avocados. Its crop was estimated at 500 million pounds in 2009. The very marketable Hass variety currently comprises only about 25 percent of the crop — around 14,000 acres. With a population of around 47 million, that per-person 10.5 pounds per year is more than twice the 4.5 pounds Americans eat. It is no wonder that an energetic cadre of Colombian avocado growers has not only emerged but is thinking big.

Responding to an invitation to the 4th National Reunion of the Colombian Avocado Industry, organized by my good friend Juan Camilo Ruiz and the "Corporación de Antioquia del Aguacate", I recently visited Medellin to get



**SIDEWINDER  
TREE INJECTORS  
HAVE MOVED**

New – Phone **07 5447 1621**  
New – Address **12 Sunrise Ave  
Tewantin Qld 4565**  
Email **info@treeinjectors.com**  
**www.treeinjectors.com**

an update about where the Colombian avocado industry is heading. The answer: Pretty much everywhere. Last year, the group began a process with the U.S. Department of Agriculture that could lead to permission to export here. The growers are also exploring the potential of playing an important role during certain weeks of the year in the European market and, of course, working hard to expand their domestic customers who are mostly familiar with greenskin varieties.

Progress presents many challenges for the relatively young Hass Industry in Colombia. To date, the growers have yet to form a single voice, a problem in a country with diverse growing conditions. Different regions battle diverse problems, and they will soon find that the whole is more than the sum of its parts given their recently-announced national association representing the Colombian avocado industry.

Transporting avocados that are ready for market can be daunting in a country whose transportation infrastructure is yet to be fully modernized. In fact, my hosts told me that it can be more expensive to get fruit to a packing house and then to a port than it costs to send the fruit from the port to Europe. Packing technology, and access to quality packaging material remain limited. And as with many tropical climates, pest problems must be solved.

Despite these obstacles, the Colombian avocado industry boasts great potential. Colombia is the only country in South America with direct access to the Atlantic and Pacific Oceans. Though there are mixed feelings about the image of Colombia as a “brand” they have had many successes in the past. Many will remember the iconic Colombian Juan Valdez in advertising that created a strong brand image for Colombian Coffee (if you also remember the name of Juan’s mule – Conchita – you are a testament to the creation of a very successful brand). In 2012, Westfalia, which provides warehousing and logistics services for food producers, partnered with some of the largest and most serious growers in a venture that resulted in about 15 containers shipped to Europe. This was a big win for Colombia and it is motivating many more growers to meet the challenges of exporting fruit to global markets. In fact, their goal for next year is to export 100 containers.

As in the case of Michoacán, the climate that is just right for growing coffee is also very favourable for growing avocados. Combining great climate with good soil and plenty of rain creates conditions for several blooms in a single year that yield quality fruit. There are thousands of small coffee farmers with less than an acre throughout Colombia eyeing the success of avocados. Pests are a problem, but they can be managed; and the cost of land, labour and other resources are relatively cheap.

# 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](http://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 tick)?

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

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

- 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:

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

*Grower Member Application 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: \_\_\_\_\_

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](http://www.avocado.org.au)** or call on **07 3846 6566**



*News from Around the World continued*

Water availability is a non-issue. In visiting some of the orchards, I was impressed with the level of sophistication, which I have not always found in other countries. From the standpoint of quality operations and quality fruit, Colombia can be competitive in the world market because their climate allows them to produce avocados year round. Another factor that bodes well for expansion success is a strong and loyal domestic market, which has thrived and grown without any promotional effort.

So what does this mean for the current market and countries that market avocados in the U.S.? Should they be worried about additional competition? For sure, we will be paying attention to Colombian industry developments. But it is a Hass Avocado Board strategic imperative to maintain a global perspective on its business. What happens in Europe affects the U.S. market and vice versa. If Colombia ships to Europe in its likely window in March and April, its growers will establish their market prior to that of Spain's avocado growers. Peru may see this as a good season as well, creating competition with the Spaniards. On the other hand, Spain and Peru are not limited to European markets and can go elsewhere, including the U.S.

The HAB community is well aware of the value of cooperative distribution because it works very well across the United States now. But the other reality we must accept is that new entrants to the market are inevitable. Thinking about growing the market for everybody is what drives the Hass Avocado Board because we recognize that's critical to our industry's long-term sustainability.

We have conquered these competitive challenges in the past by increasing demand from consumers, which is expected to reach nearly 1.7 billion pounds this year. Expanding our customers — and encouraging them to eat more — will keep us successful in the future. We will watch the globalization of our industry with great interest as we explore new and better ways to participate.

Source: Avocado Express (Vol 2, No. 1, author Emiliano Escobedo, Executive Director of the Hass Avocado Board in Irvine, CA)



Champ Dry Prill  
mixing Demonstration



youtube.com/  
nufarmaustralia

**Champ Dry Prill.  
Undisputed heavyweight  
disease protection.**



When it comes to coppers, Champ Dry Prill is the undisputed heavyweight champion. Champ's high level of available copper hydroxide provides outstanding protection with reduced application rates. If you're looking to deliver a telling blow to disease then it's time you had Champ Dry Prill in your corner.

[nufarm.com.au](http://nufarm.com.au)

**Lowest dose rate for maximum punch**





Join fellow growers and national  
and international avocado experts  
at this not to be missed event

## 5th Quadrennial New Zealand and Australian Avocado Growers' Conference

9 – 12 September 2013, ASB Arena, Tauranga.

- **Needing to improve productivity?**
- **Questions on which rootstocks to use?**
- **Wanting to discuss pruning methods?**
- **Interested in meeting other growers?**

**...then then be at Nutritional Values.**

The programme of international and Australian experts will share the latest knowledge, research and opportunities on a range of issues vital to maximise industry value. Attendees can also visit successful orchards and postharvest facilities in the Bay of Plenty. Check out the updated programme on the conference website.

### REGISTER NOW AND PAY LATER!

Select the invoice option when registering and pay nothing until 30 August 2013.

**Early bird rates available until 31 July 2013.**

Register online at [www.avocadoconference.co.nz](http://www.avocadoconference.co.nz) or over the phone by calling **0800 286 2236** or **+64 7 571 6147** if calling from outside New Zealand.



 [facebook.com/nutritionalvalues2013](https://www.facebook.com/nutritionalvalues2013)  
[www.avocadoconference.co.nz](http://www.avocadoconference.co.nz)



## Nutritional Values

5th New Zealand and Australian  
Avocado Growers' Conference  
9-12 September 2013

### Conference organising committee:

**Ashby Whitehead**

Chairman of NZ Avocado Growers' Association Inc.

**Mr Jim Kochi**

Chairman of Avocados Australia Limited

**Ms Jen Scoular**

CEO, New Zealand Avocado

**Mr John Tyas**

CEO, Avocados Australia Limited

If you are interested in sponsorship or exhibition opportunities please contact Edwina  
[edwina@nzavocado.co.nz](mailto:edwina@nzavocado.co.nz)

To be added to the Nutritional Values email update list please send your details to [NZAAGC@nzavocado.co.nz](mailto:NZAAGC@nzavocado.co.nz)

