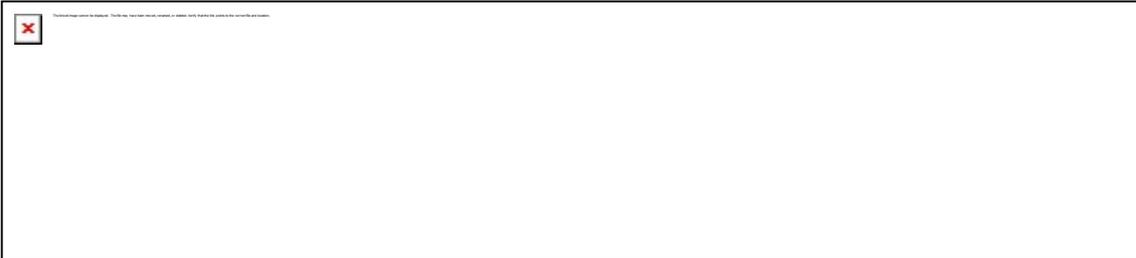


**From:** Avocados Australia <co@avocado.org.au>  
**Sent:** Monday, 8 August 2016 4:10 PM  
**To:** Caroline Page  
**Subject:** Guacamole Newsletter 8 August 2016

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**8 August 2016**

## The latest industry news at your fingertips

'Guacamole' is the Australian avocado industry's fortnightly email newsletter delivering the latest news to the Australian avocado industry.

Make sure you check out:

- [Tri State Qualicado continues high attendee rate](#)
- [Colin Fechner receives Avocados Australia's Order of Merit](#)
- [New Avocado Strategic Plan](#)

### Infocado and Retail Prices update

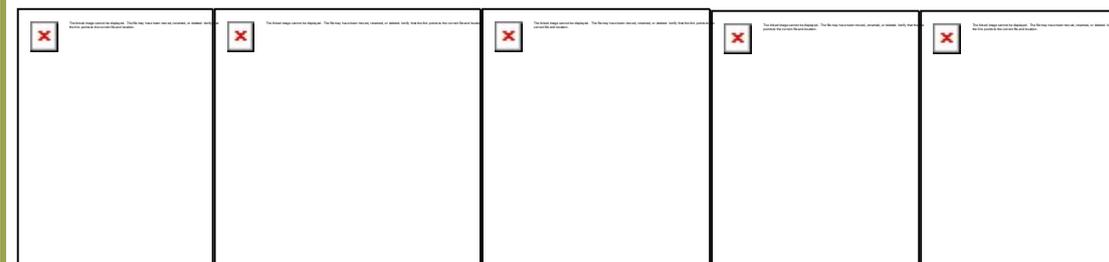
#### Industry News

##### Australian News

- [Contract changes offer farmers more protection](#)
- [Independent supermarkets pulling out all the stops](#)
- [Avocados drop to 79 cents each](#)

##### International News

- [Mexico: "We'll export avocados to other markets to prevent saturation"](#)
- [Overview of Global Avocado Market](#)
- [Peruvian avos benefit from price boom](#)
- [Avocado Oil Industry: 2016 Global Market Trends, Share, Size & 2021 Forecast Report](#)
- [Chile: "There will be 15% more avocado this campaign"](#)
- [NZ: Bumper harvest causes avocado prices to drop](#)
- [Partners host China avocado conference](#)



## Tri State Qualicado continues attendee record

Avocados Australia's Tri State Qualicado workshop again, like the rest of the workshops this year, had record numbers of attendees willing to brave the chilly packhouse to catch up on the latest industry information.

Attendees travelled from as far away as Perth, the Sunshine Coast and Tasmania to the Marr family's property at Alfred Elms Road, Trentham Cliffs, NSW.

Avocados Australia's CEO John Tyas said it was great to see so many turn out for the day.

"This day was particularly special as we presented long-time grower Colin Fechner with our Avocados Australia Order of Merit award for his many years of hard work for the industry," Mr Tyas said.



"Obviously we're pleased our industry sees the value in these workshops as they not only provide an opportunity for growers and the industry to learn about the latest trends, but they're also great networking opportunities and a chance to catch up with old friends," Mr Tyas said.

"For those who travelled to this event, it also provides an opportunity to see what growers are doing in different regions and take those insights home to your own business.

"Thanks must go to the Marr family for opening their gates to us and showing us around - it's fabulous to be able to see how the climate changes growing practices so dramatically here in the south."

The next and final Qualicado Workshop will be held in Central Queensland this Thursday 11 August at the Department Agriculture & Fisheries

Queensland (DAFQ) Address: DAFQ Bundaberg Research Facility 49 Ashfield Road, Kalkie (Bundaberg). [Click here](#) for the program and directions to the site.



The final workshops being held are the Wholesalers Qualicado Updates in the metropolitan areas. [Click here](#) for dates and more information.

## Colin Fechner receives Avocados Australia's Order of Merit

Ramco (South Australia) avocado grower Colin Fechner was awarded Avocados Australia's Order of Merit last week.



*Above from left - Kym Thiel, Colin Fechner and John Tyas*

This award recognises people who have demonstrated exceptional service over a long period of time to the Australian avocado industry and was presented to him in front of more than 80 of the region's growers at an Avocados Australia field day.

Avocados Australia's Tri State Director Kym Thiel presented the award to Mr Fechner and said he was one of the region's first successful growers.

"Colin was one of the original growers in this area who removed a lot of the trial and error in growing avocados for the rest of us by adopting information from Queensland to local conditions.

"Effectively we have been trying to grow a tropical crop in a desert," said Mr Thiel.

"He not only grows avocados but he also packed them for many of us in the district and he was always a good, genuine packer who sought the best prices he could."

Avocados Australia's CEO John Tyas said Mr Fechner had been described by the local growing community as the 'glue holding the locals together'.

"Colin has been a highly-respected member of the southern growing community and his hard work educating households about our wonderful fruit is well recognised, particularly from his work at the Royal Adelaide Show."

Mr Fechner said he was thrilled to receive the award.

"I've been in the industry for 40 years - planted my first trees in 1976," he said.

"My Dad and I had a lot of stone fruit - canning peaches, pears, olives - you name it - and when they all went bottom up in the late 70s a friend said, "Why not try some of these?", so I ended up planting 60 trees - some Bacon, Fuertes and Hass, on whatever seed could be found.

"After about 5-6 years we started planting some more, and by the time we got to the mid to late 80s, I found I was earning more money from three acres of avocados than I was from 20 acres of citrus, so over the next 15 years, I changed everything over to avocados."

Mr Fechner spent many years attending the Royal Adelaide Show promoting avocados to its visitors.

“When they first tried the fruit, they had no idea whether it grew on a tree or bush or whether it grew underground,” Mr Fechner said.

“In the early days people would taste our avocados and then come back and get more and ask lot of questions and so over the years we were doing it, the consumers’ awareness grew and they would be coming along wanting to buy fruit. We then started teaching them how to choose a ripe one or how to ripen one and a lot of knowledge was going home with them.”

Mr Fechner said the beauty of growing avocados in the Tri State climate was the greatly-reduced need to spray for pests; farmers just had to learn to manage the frost and the heat.

## **New Avocado Strategic Plan**

The current Avocado Industry Strategic Plan was developed in 2011 and needs to be reviewed and updated.

Much of the current plan is still valid but the operating environment and the shape of the industry has changed significantly over this time, so it is important the new plan addresses the key issues.

Avocados Australia's CEO John Tyas is working closely with Hort Innovation staff to develop a new plan to provide direction for Avocados Australia and Hort Innovation’s avocado levy investment program in the coming years.

“I am very keen for all industry stakeholders to provide input to the plan as it is developed to ensure we consider all of the views and perspectives across the different regions and sectors of the industry,” he said.

“To this end, we plan to establish a mechanism online where we can share information and seek comment on draft documents.”

## **Infocado and retail prices update**

Past Infocado Reports and Retail Prices data are available for access from the Avocados Australia website. You can regularly access this information by going to the Avocados Australia website’s [Infocado](#) and [Retail Pricing](#) pages.

## **Industry News**

### **Australian News**

#### **Contract changes offer farmers more protection**

Small businesses and farmers are set to gain from the changes to contract law instigated by the Australian Competition and Consumer Commission, as the changes will ensure they have more protection against unfair terms offered to them by big business. [More](#)

#### **Independent supermarkets pulling out all the stops**

With the arrival of discount supermarket chain Aldi back in 2001, the Australian food retail

playing field changed. Now, independent supermarkets are pulling out all the stops to compete with discount giants and remain relevant in one of the most competitive times for Australia's food and grocery sector. [More](#)

#### **Avocados drop to 79 cents each**

It's welcome news for those of us with serious smashed avo on toast habits. Cheap avocados are back, baby! [More](#)

#### **International News**

##### **Mexico: "We'll export avocados to other markets to prevent saturation"**

The Mexican avocado season is now starting. Even though the harvest period had been expected to kick off on 4 July, it did so a few days earlier; a situation that has led to some dissatisfaction among producers, who have obtained relatively low prices, as these plummeted in just a week because of the sudden saturation of the US market. [More](#)

#### **Overview of Global Avocado Market**

In April this year, the product Avocado is very popular, we decided to take another look at the global situation. The market conditions are currently similar to those of a few months ago: a good demand and high prices. The global avocado consumption is growing rapidly, faster than the production. [More](#)

#### **Peruvian avos benefit from price boom**

Peru is enjoying record-high market prices for avocados thanks to galloping demand for its fruit on major markets, especially in Europe where it now sells more than two-thirds of its total exports. [More](#)

#### **Avocado Oil Industry: 2016 Global Market Trends, Share, Size & 2021 Forecast Report**

The Global Avocado Oil Industry Report 2016 is a professional and in-depth study on the current state of the Avocado Oil industry. [More](#)

#### **Chile: "There will be 15% more avocado this campaign"**

Under normal conditions, Chile has the ideal geographical and climatic conditions to produce fruits, such as avocado, which has transformed the country into one of the leading producers in the southern hemisphere. [More](#)

#### **NZ: Bumper harvest causes avocado prices to drop**

The avocado harvest is under way in New Zealand and a bumper crop means that prices will come tumbling down. Harvesting of the new crop started early in July and on Thursday 28 July, the Countdown website had avocados at \$2.29 for one, or \$4 for two. The New World Willis St Metro in downtown Wellington was charging \$2.49 for a good-sized avocado, or \$4 for two. [More](#)

#### **Partners host China avocado conference**

Chinese importer Lantao International and major global avocado grower-packer-shipper Mission Produce launched the China Avocado Congress last week. Held in Guangzhou on 28 July, the conference brought together more than 200 wholesalers, distributors, retailers and other industry stakeholders to discuss market development for avocados in China. [More](#)

Can't wait for Guacamole? You can read all the latest [Avocado News](#) and industry-related [National & International News](#) on the Avocados Australia industry website.

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The logo for Horticulture Innovation Australia, featuring the words "Horticulture", "Innovation", and "Australia" stacked vertically. "Horticulture" is in a dark blue font, "Innovation" is in a red font, and "Australia" is in a dark blue font.

*This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.*

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to  
co@avocado.org.au

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