



## **MEDIA RELEASE**

### **The rise and rise of Australian avocado production**

5 December 2018

Australia's avocado production increased to 77,000 tonnes in 2017/18, and the industry's long-term trend is also on the rise.

Avocados Australia Chief Executive Officer John Tyas said the industry was now on track to produce about 115,000 tonnes a year by 2025.

"One-third of Australia's avocado trees have yet to reach their prime production years but enough of the new plantings have come on line this year to boost the industry above last year's 66,000t," Mr Tyas said.

"Our production in 2017/18 was 17% more than the previous year, with a gross value of production estimated at \$557 million."

Mr Tyas said production had almost doubled in the past decade, from close to 40,000t in 2007/8, to 77,000 in 2017/18.

He said the good news for industry was the ongoing Australian love affair with the smashed avocado.

"Australian domestic consumption held at 3.5kg per person per year for the second year in a row but we're confident there's room for growth there as well," Mr Tyas said.

"Queensland continues to produce the majority of Australia's avocados, accounting for 62% of the national harvest," Mr Tyas said.

"Western Australia has the next highest production levels, providing 25% of the crop, followed by New South Wales, Victoria and South Australia."

Mr Tyas said almost every growing region was experiencing a growth in plantings, primarily of the dominant Hass variety but also Shepard in Queensland.

"In Australia, avocados are produced all year round due to the range of climates and conditions in our eight major avocado growing regions," Mr Tyas said.

"In 2017/18 Hass represented 78% of production. Shepard, a greenskin variety grown in Queensland through late Summer and Autumn, made up 19% of production, and at that time of year, is the dominant Australian variety on the market."

Mr Tyas said as production climbed, Avocados Australia was working with Hort Innovation to expand domestic and existing international markets. Avocados Australia is also working actively with the Australian Government to open new export markets to ensure sustainable growth of the industry into the future.



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“Australia will always be a supplier of top-quality Premium avocados, mainly Hass, in the international market, rather than a bulk supplier,” he said.

“At the moment, we export less than 5% of our production annually but that will increase as our production increases.

“Gaining access to new markets ahead of that increased supply is a high priority for the Australian industry, as is boosting our current markets, Malaysia and Singapore in particular.”

## **ENDS**

The full Avocados Australia 2017/18 *Facts at a Glance* is available online at <https://www.avocado.org.au/news-publications/statistics/>. Some of the graphs are available as jpgs; please contact us.

### **For more information contact:**

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### **About Avocados Australia – [www.avocado.org.au](http://www.avocado.org.au)**

*Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a “not for profit” member-based organisation and our members include avocado growers, associated businesses and industry people. Avocados Australia seeks to work with all parts of the chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.*