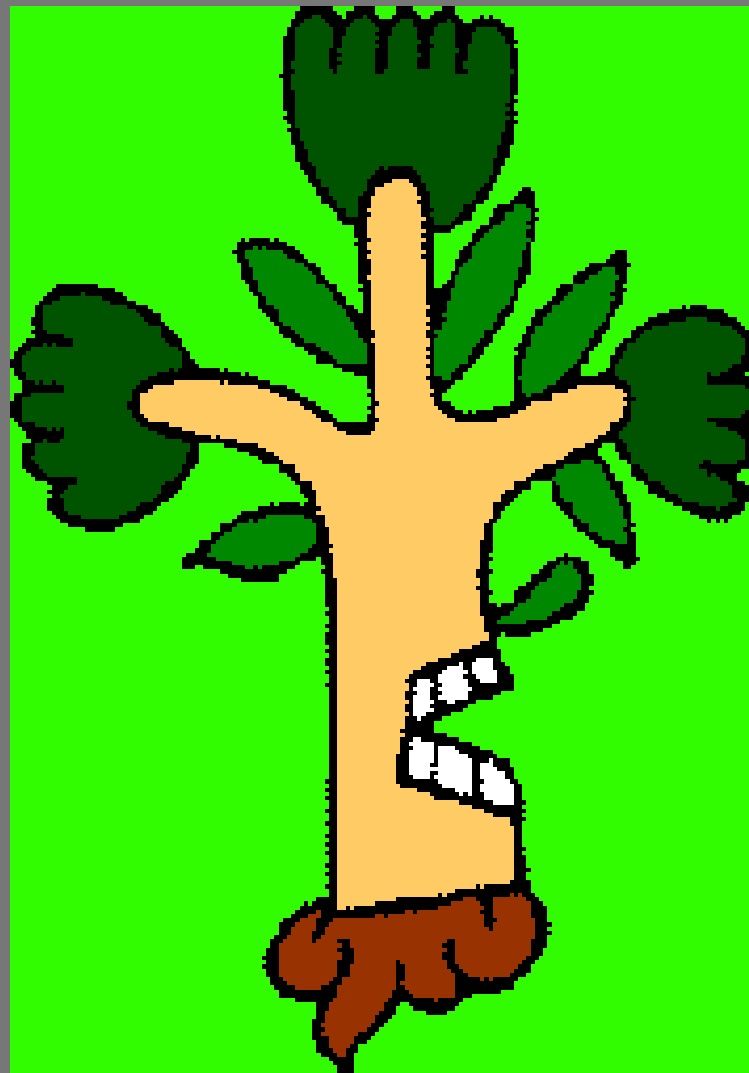
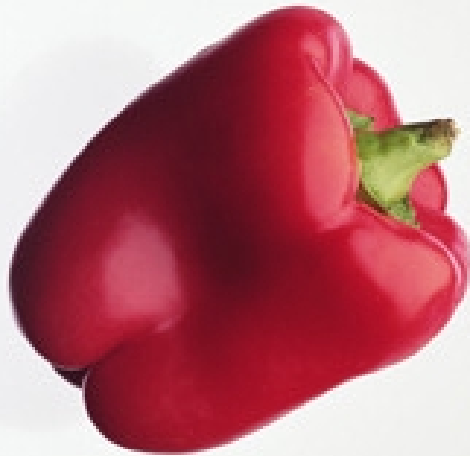


New Directions
in
Promoting the Promised
Fruit

Wayne Prowse
Horticulture Australia
4 June 2001















Ripe sunshine



comes in



different colours



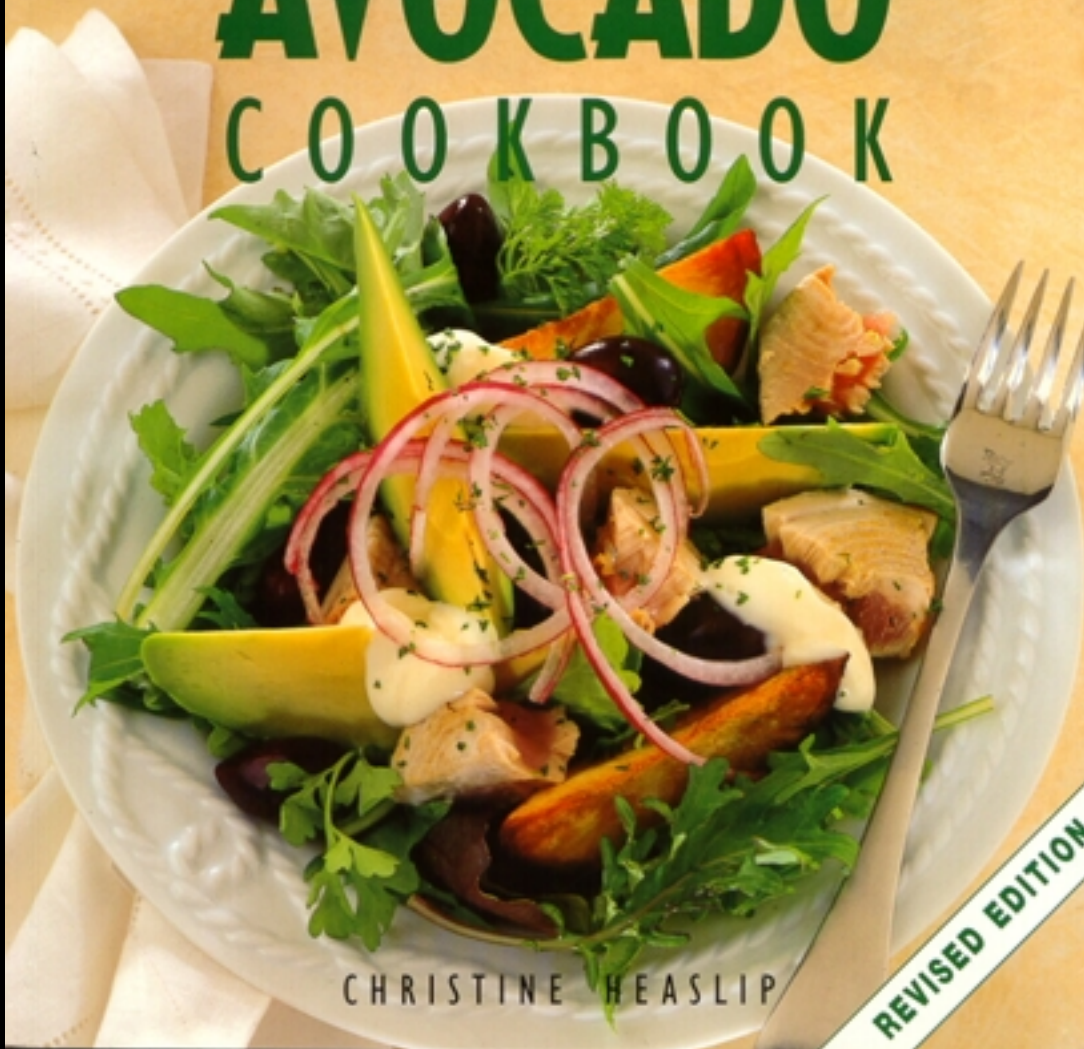
and shapes.



Deliciously creamy avocados. The Queensland sun in every one.

BAY COOKERY
COLLECTION

THE COMPLETE
AVOCADO
COOKBOOK

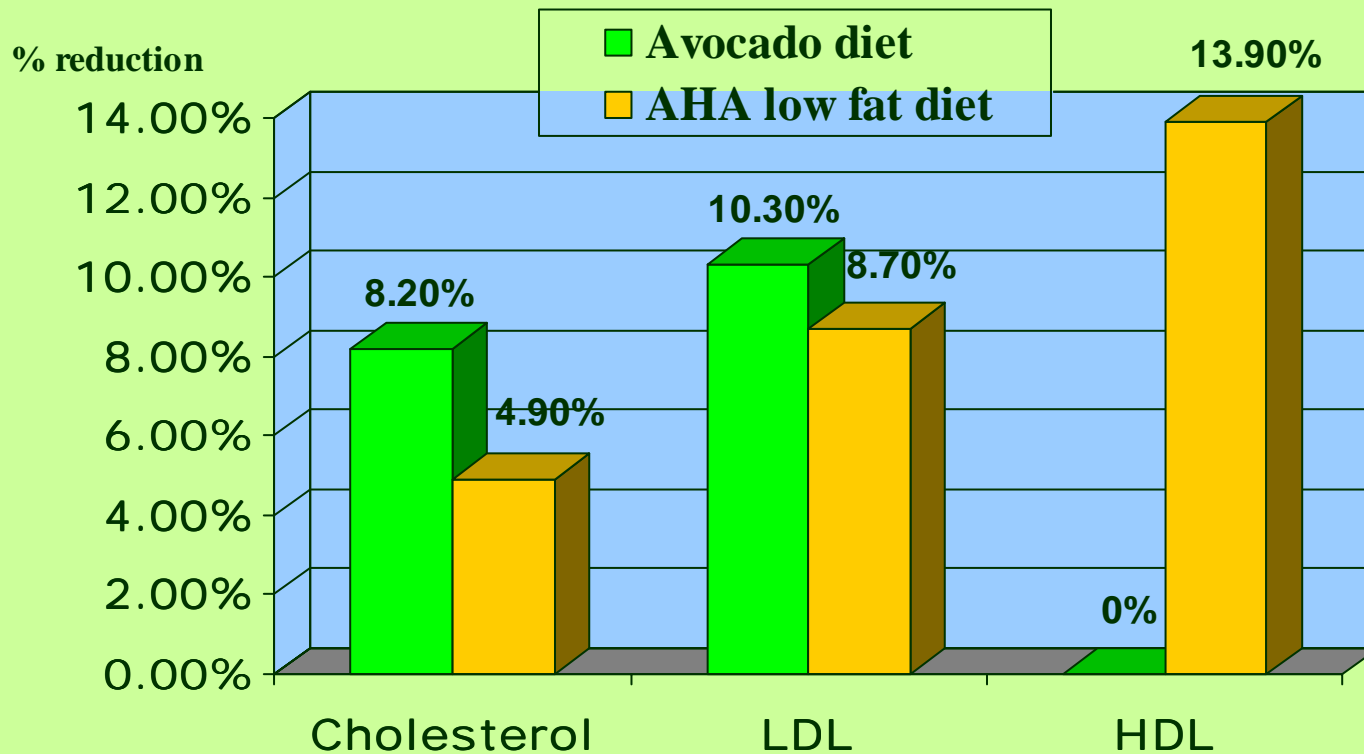


CHRISTINE HEASLIP

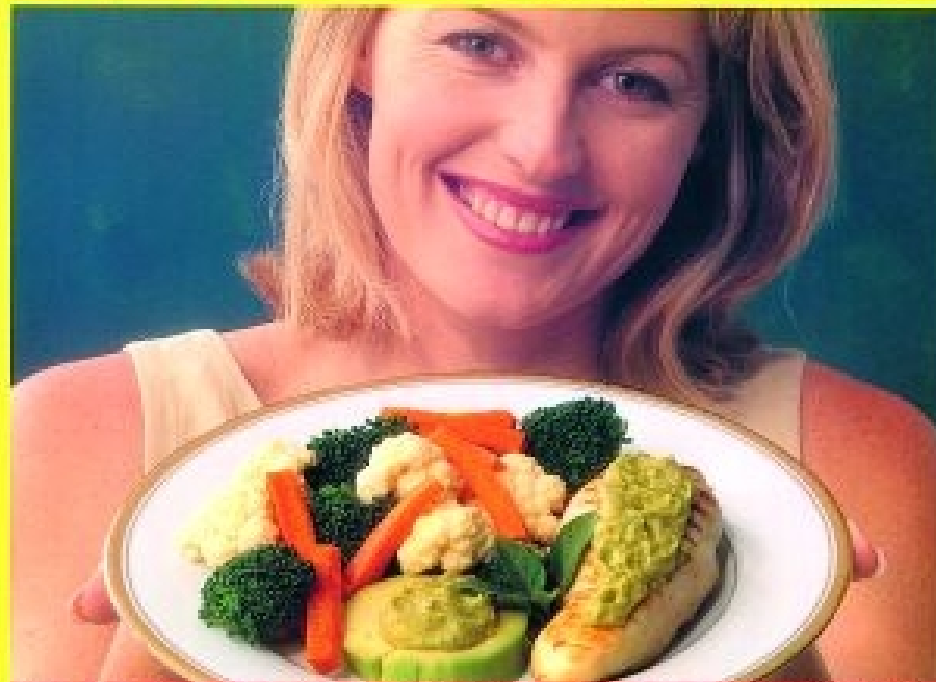
REVISED EDITION

**FAT IS
BAD**

Professor David Colquhorn's Avocado study demonstrated cholesterol lowering properties of avocados



Avocado



UNIQUE, CREAMY, DELICIOUS.

Bravo!



AUSTRALIAN
AVOCADOS

DELICIOUS ALL YEAR ROUND

Heart Foundation

the tick program



avocado advocate



Nutritionist
**CATHERINE
SAXELBY** gives
avocados the
thumbs-up.

avocados — with their smooth, creamy flesh implying indulgence, luxury and even aphrodisiac qualities — still carry the twin dietary crosses of fat and cholesterol.

But how bad are they? Are they to be hidden from low-fat diets, deemed to be a dietary danger to the waistline and heart?

First, the bad news. Yes, they do contain fat — on average about 23 per cent (or 20 grams per half a medium avocado). This makes them different from other fruit and vegetables, which in the main have virtually no fat at all. It also means that a dieter has to eat them in moderation or else substitute them for other fats or spreads.

Second, here's the good news: the fat is mainly in the form of mono-unsaturated fat, the same type of heart-healthy fat found in almonds, macadamias, olive oil and canola oil.

Third, avocados have little saturated fat and carry no cholesterol (a myth that's hard to dispel).

Fourth, their vitamin E content adds antioxidant protection by keeping LDL-cholesterol from being oxidised and harmful.

Fifth, they are an excellent source of folate, a B vitamin that seems to protect against heart disease by lowering the concentration of a substance known as homocysteine in the bloodstream. As they do not need cooking, their folate — which is heat-sensitive — is not lost.

Despite all these nutritional advantages, research commissioned by the Australian Horticultural Corporation shows that fewer than 20 per cent of avocado buyers do so regularly. It appears that avocados find their way into almost half the households in Australia but, in most cases, they are bought only on rare occasions.

Clean and green
Although avocados are often associated with salads and summer eating, they are more abundant through winter from March to October. The greenish varieties — furtis, shepard, wurt, shawell and reed — stay green when ripe. They have a smooth texture and golden flesh with a buttery flavour. Their season runs from February until August. Hass avocados are the only ones to turn purple when ripe.



The many ways with avocados

CHOLESTEROL CONFUSION

Research from the Wesley Hospital in Brisbane reveals that an avocado-enriched diet is more effective at lowering blood cholesterol than a standard low-fat, high-carbohydrate diet.

The research involved 15 middle-aged female volunteers with normal blood cholesterol who consumed a high-fat diet based on avocados for three weeks and then were swapped to the low-fat diet for three more weeks.

The subjects ate between half and 1½ avocados over the day any way they liked. Usually it was added to salads or used on bread or cracker biscuits.

The avocado diet decreased the harmful LDL-cholesterol and apo-lipoprotein B, a blood marker for heart problems. Best of all, the healthy HDL, the type of cholesterol that sweeps plaque away from vessel walls, did not change.

Around the world avocados appear in many ways. Did you know that:

- Mexicans use them as a weaning food for babies, perfect with its soft, smooth texture.
- Japanese eat them in sushi rolls.
- Taiwanese eat them with milk and sugar.
- Koreans mix them with milk to use for facials or body massage.
- French Caribbeans blend them with salt cod, cassava meal, garlic and coconut and serve it as a dip.

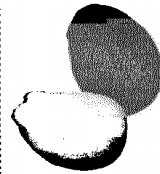
The researchers concluded: "This provides further evidence that a mono-unsaturated-enriched diet in general, and an avocado-enriched diet in particular, is effective in improving blood lipid profiles."

Catherine Saxelby is a nutritionist and author of Nutrition For Life (Hardie Grant Books).

QUICK BITES

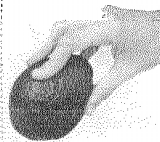
What's in season?

At the moment, the Hass variety of avocados is plentiful and a good buy. They are rounder and smaller than the green-skinned types and their skins are knobbly and purplish when ripe.



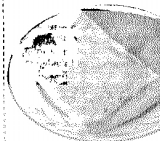
The right squeeze

How to tell if an avocado is ripe. When it's ready to eat, an avocado will yield to gentle pressure applied at the stem end. You can buy one a few days before you require it. Store at room temperature or, if you need to ripen it quickly, place in a paper bag with a banana. Once ripe, it can be kept in the refrigerator for two to three days.



Spread for bread

Avocados do a great job as a smooth spread for crusty bread and crackers instead of butter (which is mainly saturated fat).



Go for a dip?

For an easy dip, mash an avocado with lime or lemon juice, crushed garlic and some chopped fresh coriander or dill. Serve with raw vegetables or crackers.

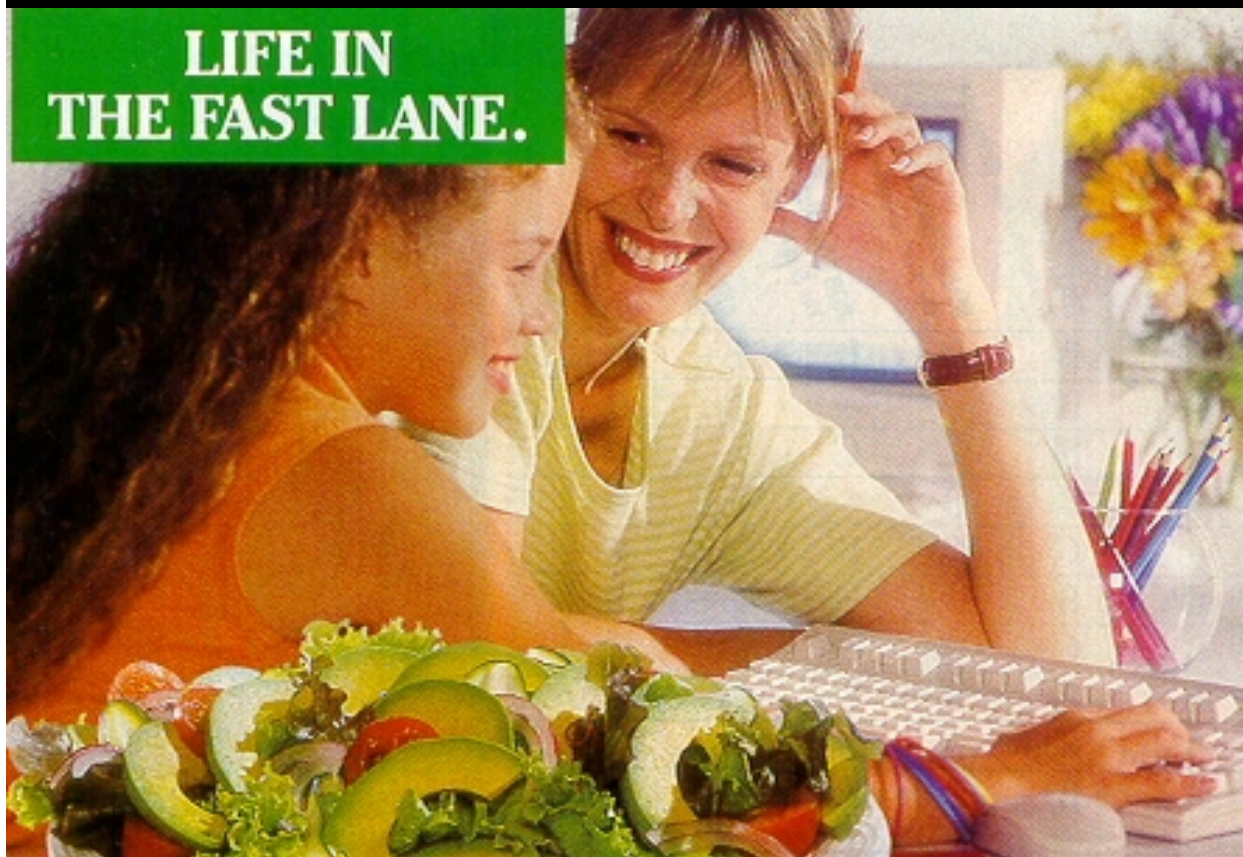




'The Fresh Food People'
WOOLWORTHS

Bringing food to life.

**LIFE IN
THE FAST LANE.**



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**AVOCADOS
REALLY MAKE A MEAL**
convenient.

Finding time to eat well during your busy day can be a challenge. But it's easy with avocados. Tossed in a salad or as a rich, creamy spread on a bagel, avocados really make a meal convenient.



And delicious!



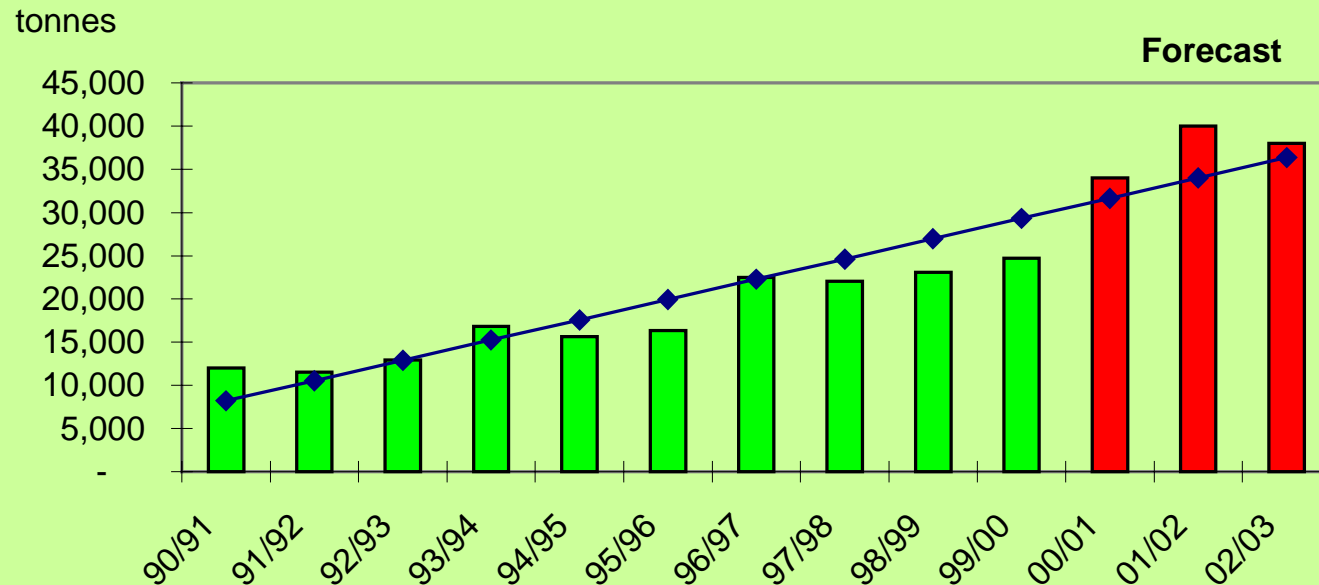
**AUSTRALIAN
AVOCADOS**

DELICIOUS ON ANY OCCASION

FV0206/98

Production Growth

AVOCADOS - 10 YEAR TREND and FORECAST



source: AAGF, ABS, Flemington Market Reporting Service, Horticulture Australia Analysis,

Avocado



**INTERNATIONAL HEART FOUNDATION
APPROVED**

GREAT TASTING

Br



avocados

really make a meal
unique.



**INTERNATIONAL HEART FOUNDATION
APPROVED**



© 1999 1998 used

Avocados really make a meal.



**INTERNATIONAL HEART FOUNDATION
APPROVED**



**AUSTRALIAN
AVOCADOS**
DELICIOUS ON ANY OCCASION

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delicious
ways
to spread
good

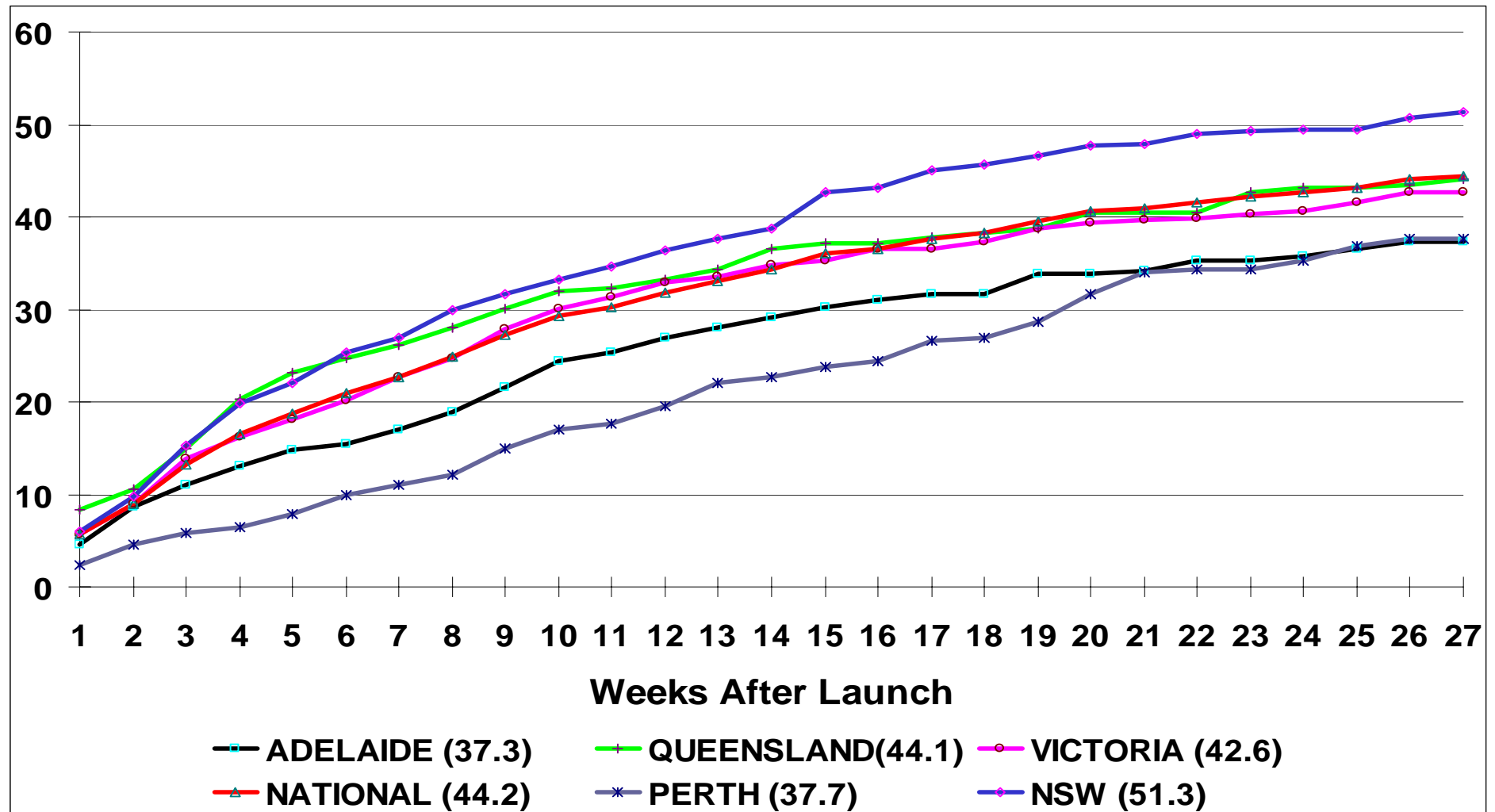


AVOCADOS - AVOCADOS

Cumulative Penetration Comparison



Actual Trial - ADELAIDE BRISBANE MELBOURNE METRO-NATIONAL PERTH SYDNEY



Research comments

- Creamy
- Smooth
- Good for you
- I love them
- kids love them
- Hubby spreads them on toast

'AVE AN AVO TODAY

- Shift emphasis from an “occasional luxury” to an “every day” use item
- Spread as a healthier alternative for butter
- A natural alternative to cholesterol reducing margarines
- Versatile usage in meal solutions in winter as well as summer

**SOME BUTTERS ACTUALLY
LOWER YOUR CHOLESTEROL**



'AVE AN AVO TODAY



**AVOCADOS
AVOCADOS**

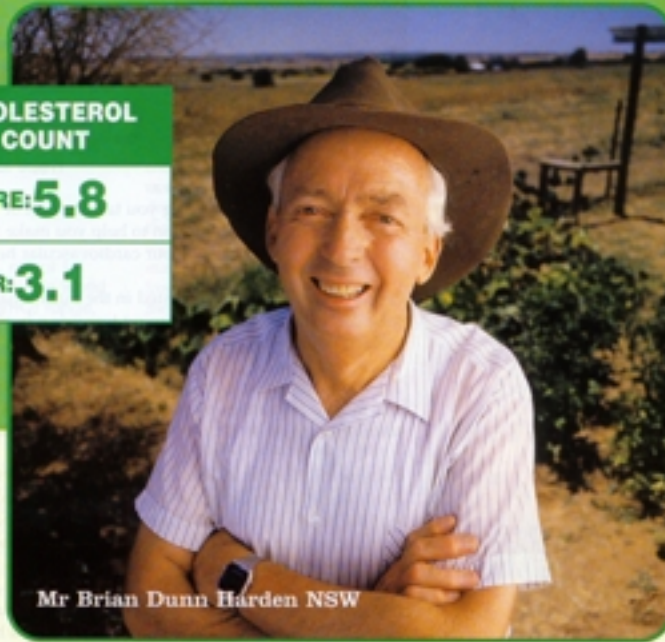
**OUTDOOR
PLAY**

SJB 108

“I’ve got a lot of living left to do.”

**CHOLESTEROL
COUNT**

BEFORE:	5.8
AFTER:	3.1



Mr Brian Dunn Harden NSW

Brian Dunn is a very active 50-something year old who is involved in all areas of his local community, from the volunteer fire brigade to meals on wheels.

But as he got older, he became concerned about his cholesterol absorption. “I didn’t know where it was going to go”. And he decided to do something about it, after all he was planning to stick around for some years yet. So he gave Flora

pro-activ a shot “I could just spread it on my morning toast”. Brian was amazed at the results. Today he feels “fitter than a fiddle”. And he can get on doing what he does best, living life to the fullest.

For more information about how Flora pro-activ can reduce cholesterol absorption as part of a healthy diet, call the Flora pro-activ Careline on 1800 628 400 or visit us at www.flora.net.au



SOME BUTTERS ACTUALLY LOWER YOUR CHOLESTEROL

Not only are avocados a delicious, easy to spread alternative to conventional butters and margarines, they are also rich in natural monounsaturated fats, which, unlike the saturated fats in dairy butter and the trans fats in margarine, actually lower your cholesterol. So now you know which side of your bread is buttered, 'ave an avo instead.



'AVE AN AVO TODAY



AUSTRALIAN
AVOCADOS

HOW WELL IS YOUR UNBORN BABY EATING?



When you're pregnant, the diet of your unborn child will have far more consequence than at any other time in their life. Delicious, creamy avocados provide not only a unique combination of body building proteins, vitamins and minerals, but are also an invaluable source of folate, the essential nutrient that is destroyed in most other folate rich foods by cooking or processing. So for you and your baby's sake...



'AVE AN AVO TODAY

AUSTRALIAN
AVOCADOS

FROM ONE PERFECT PAIR TO ANOTHER



When you're a busy mum, it's great to know one of the most nutritious of all natural foods is also the most convenient. Avocados are not only rich in vitamins, minerals and proteins, with their soft, creamy texture, you can feed them to baby straight from the skin. Or simply mash with banana, rice or vegetables. So when your baby is ready to experiment with solids, get them off to a fresh start.



'AVE AN AVO TODAY

AUSTRALIAN
AVOCADOS

Avocados

- what the other spreads miss

Many of us are aware that avocados contain good fats and are very low in the harmful saturated fats and salt. Many of us are also aware that they have no cholesterol and carry the National Heart Foundation tick of approval. New research however is revealing that various components present in avocados may have additional positive effects that are important in the fight against heart disease.

Avocados contain certain plant compounds called phytosterols. In a number of studies the inclusion of phytosterols in the diet have been shown to significantly reduce the harmful LDL cholesterol in the blood. They appear to work by competing for cholesterol absorption in the gut thereby reducing the absorption of cholesterol into the blood stream. They are thus complementary to a healthy eating pattern in reducing the risk of heart disease.

Avocados are rich sources of the vitamin folate which is well promoted as an important dietary component for women of childbearing age. What is not as well known is the importance of this vitamin in the protection against heart disease. Folate, along with vitamin B6 and B12 are key components in

regulating the level of an amino acid in our blood known as homocysteine. High levels of homocysteine in the blood has emerged as a strong risk factor for heart disease. The recommended intake of folate for adults is 200 micrograms per day (although optimal levels for heart disease protection are now believed to be more around 350 micrograms per day).

Avocados, as an excellent source of folate, provide 100 micrograms per half avocado. Other sources of folate include green leafy vegetables, cabbage, oranges and broccoli although these are not as high in folate as avocados.

Avocados are also a good source of another important vitamin for heart health, vitamin E. Vitamin E is an antioxidant vitamin which helps prevent cholesterol from sticking to the inside of the artery walls. This helps keep the blood flowing smoothly through the blood vessels. The best way to increase your intake of vitamin E is to eat foods rich in this important nutrient. The recommended daily intake for men and women is 10



**AUSTRALIAN
AVOCADOS**
DELICIOUS ON ANY OCCASION

milligrams per day. 1 medium avocado provides an important 2mg vitamin E.

Cholesterol, high blood pressure, obesity and the risk of heart disease and diabetes are plaguing Australians. These lifestyle diseases can be prevented if more people improve their daily diet by reducing saturated fat, cholesterol and salt and by increasing their antioxidant intake.

Any Australian aiming to eat well for health would be advised to avoid butter, which is high in saturated fats and cholesterol, and opt for healthier alternative spreads such as avocados.

The presence of these healthy components, in addition to its great unique taste, makes avocados a very tasty alternative to butter. Try using avocados in the following ways:

- As an alternative to butter in sandwiches or on toast, dinner rolls and crackers
- As a delicious addition to a salad
- As a dip with crackers when entertaining (or just for yourself)
- In sauces: try using in a tomato based pasta sauce with your favorite herbs.

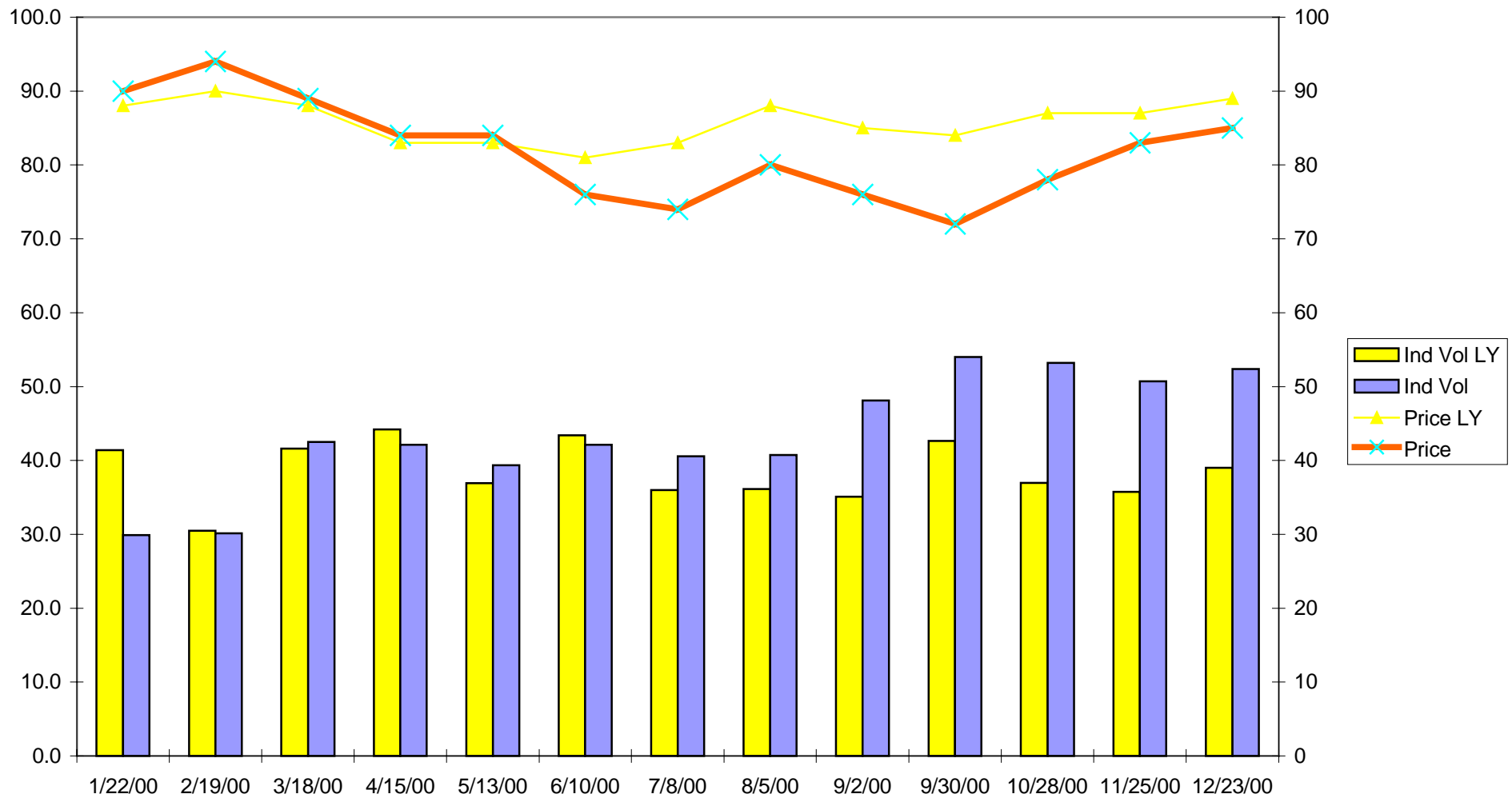


So where to now ??

The NEW Direction

Consumption & Price movements

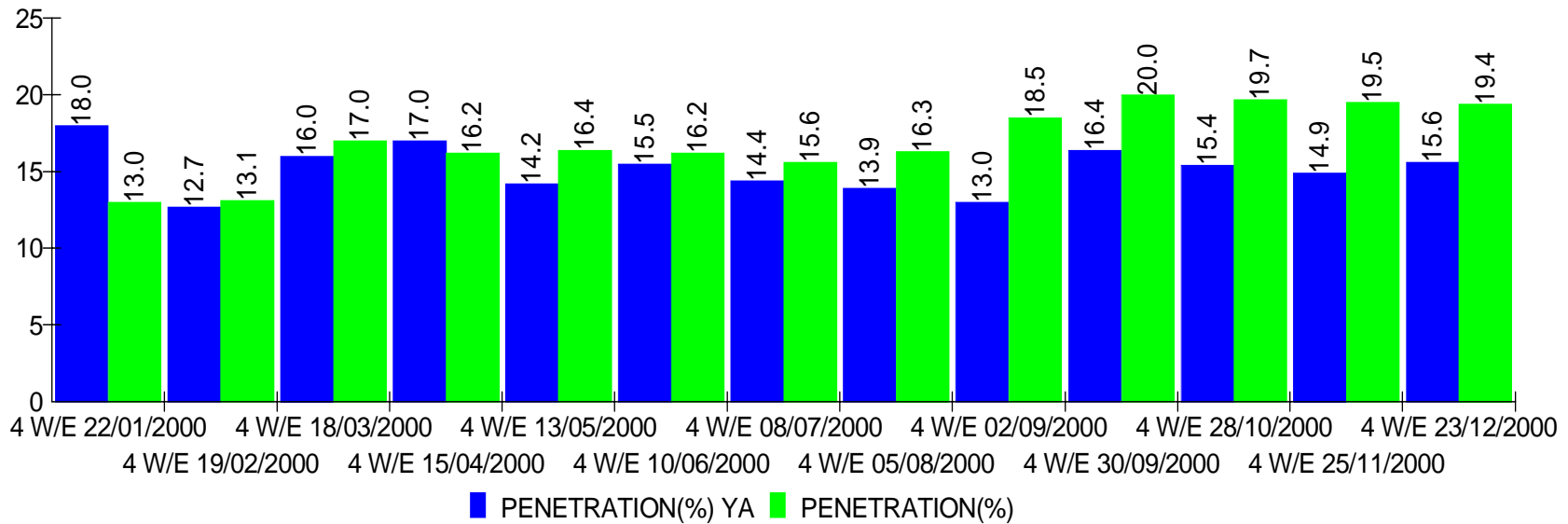
AVOCADO - NATIONAL RELATIVE PRICE & VOLUME to LY



source : AC Nielsen, HAL Analysis Feb 2001

Market penetration by month

TOTAL AVOCADO - NATIONAL



	4 W/E 22/01/2000	4 W/E 19/02/2000	4 W/E 18/03/2000	4 W/E 15/04/2000	4 W/E 13/05/2000	4 W/E 10/06/2000	4 W/E 08/07/2000	4 W/E 05/08/2000	4 W/E 02/09/2000	4 W/E 30/09/2000	4 W/E 28/10/2000	4 W/E 25/11/2000	4 W/E 23/12/2000
AWOP(UNITS) YA	2.3	2.4	2.6	2.6	2.6	2.8	2.5	2.6	2.7	2.6	2.4	2.4	2.5
AWOP(UNITS)	2.3	2.3	2.5	2.6	2.4	2.6	2.6	2.5	2.6	2.7	2.7	2.6	2.7

TV Advertising works

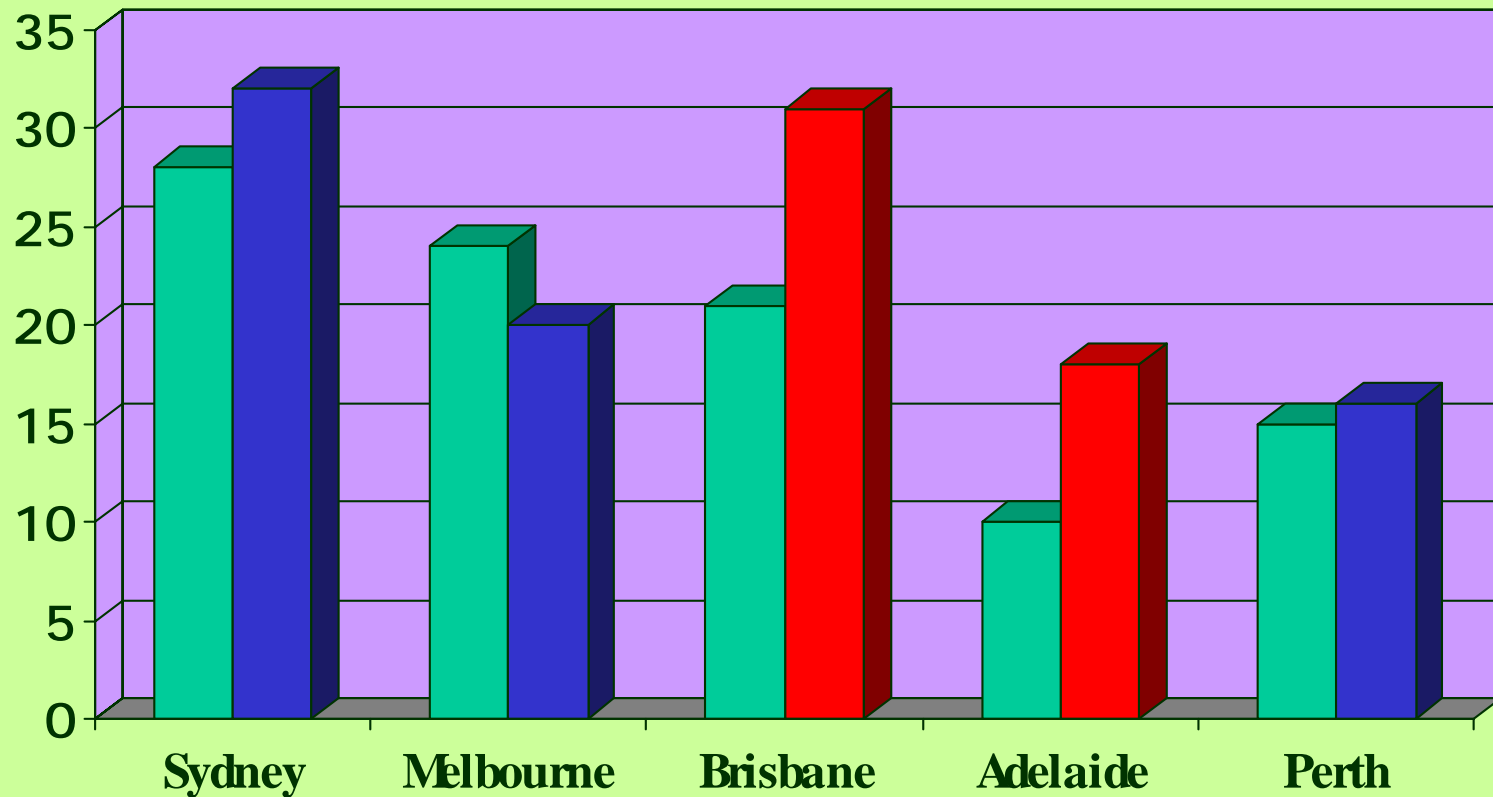


TV in horticulture

- Bananas
- Stone Fruit
- Mandarins
- Mushrooms
- Apples



Stone Fruit buyers conversion to heavier users after TV ads



TV Commercial brief

- Avocado to be the hero
- A modern and catchy jingle
- Shows versatility of avocados
- Shows people / lifestyles enjoying avocados
- Portrays a healthy product image

AVOCADO
TV

Supporting material

- In store promotion posters to extend the TV image
- PR Program with health benefit focus
- Recipe Leaflets for usage ideas
- Recipes and Nutrition information on the internet at www.avocados.org

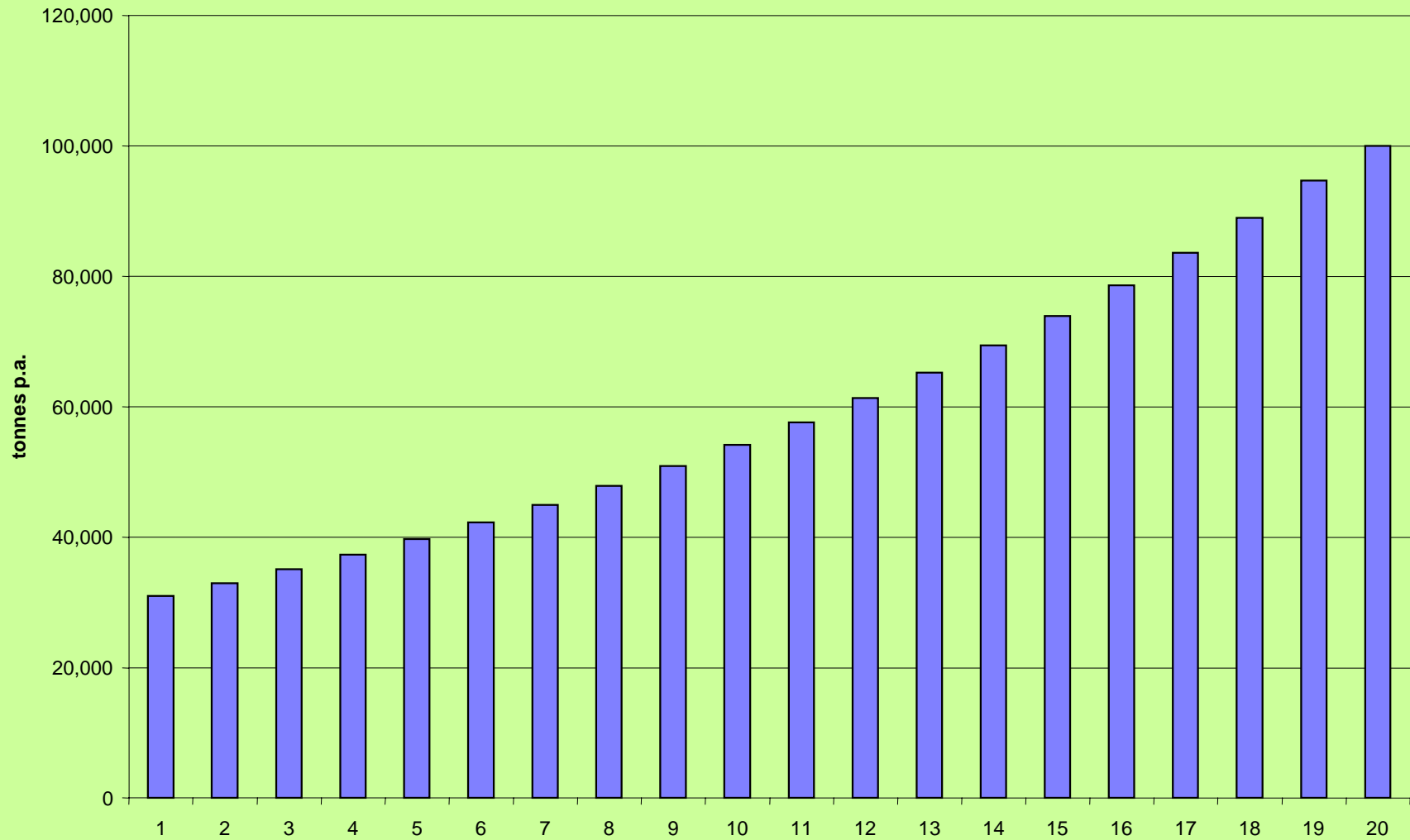
Deliver the Promise

- New consumers are converting to avocados
- They want clean fruit - no fuss
- We must work through the supply chain to ensure that the fruit that we promise is the fruit that they get
- A **WIN WIN** for consumers and industry

Vision 2020

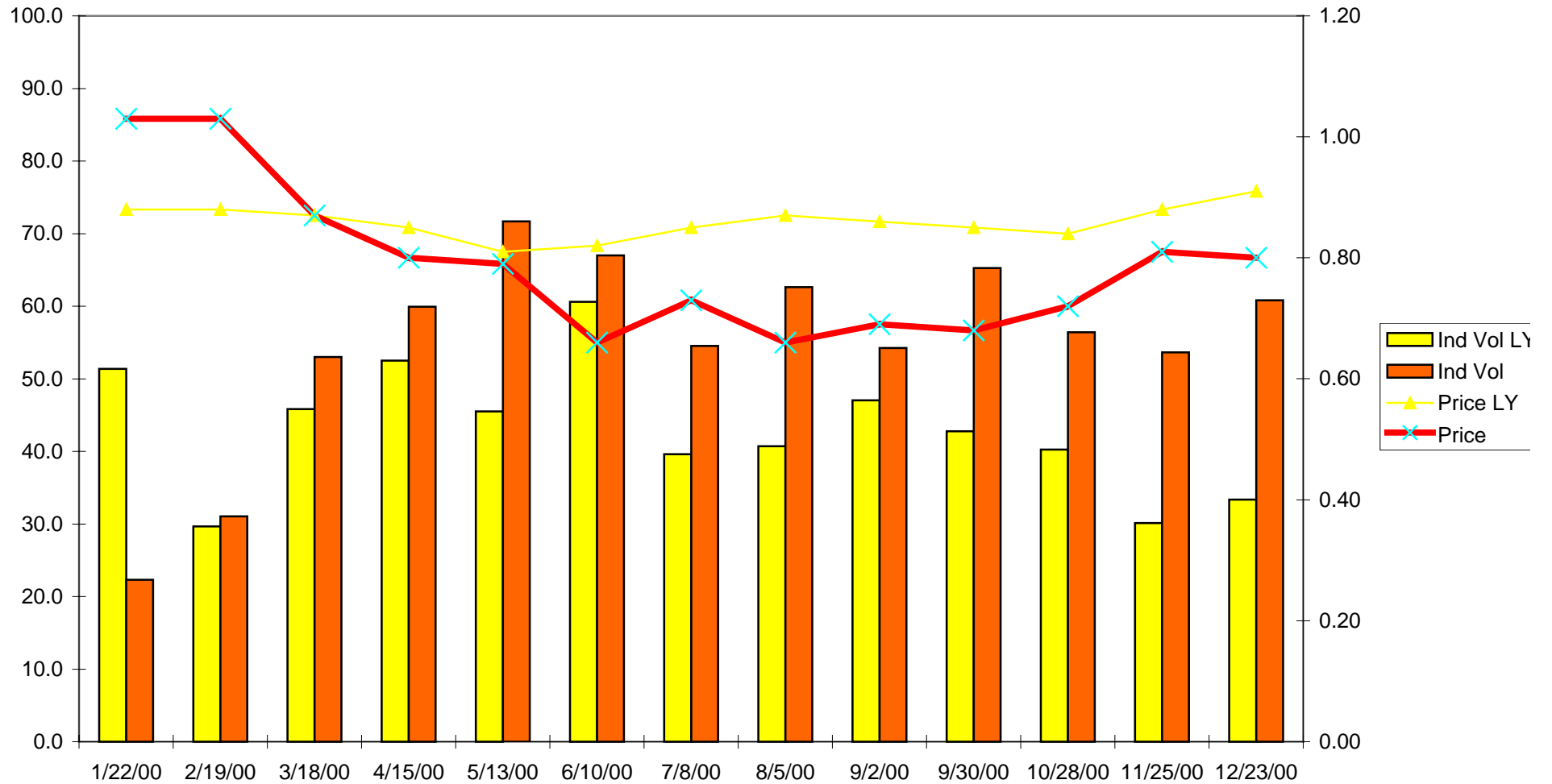
- 20 Years from now
- If 50% of Australian households consumed just 2 avocados per week that would be 10 million avocados.
- 10 million avocados is 2,000 tonne p.w.
- That is 100,000 tonnes per year or 3 x the current volume.

Vision 2020



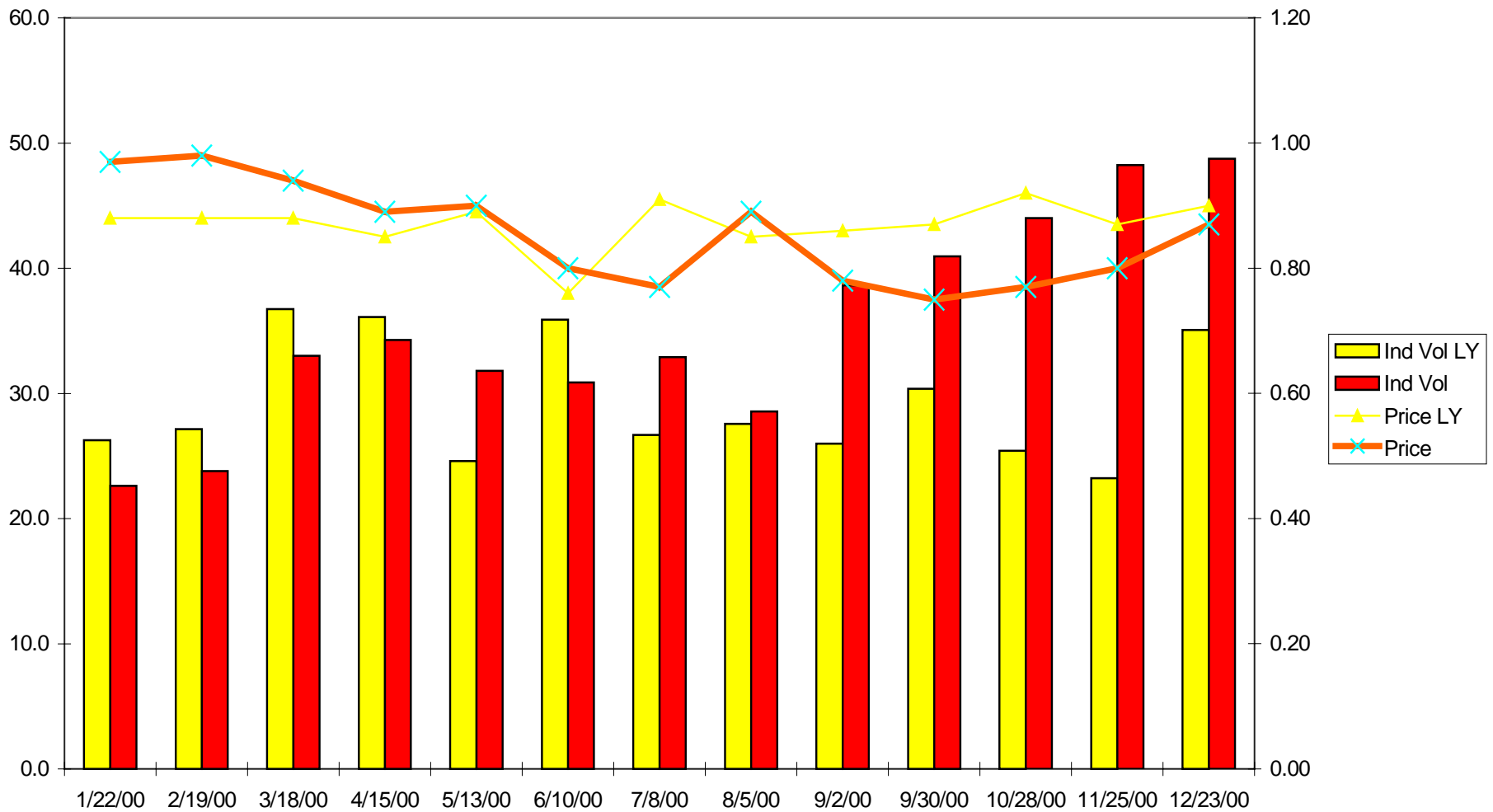
**Let's
make it
happen**

AVOCADOS - QUEENSLAND RELATIVE PRICE & VOLUME to LY



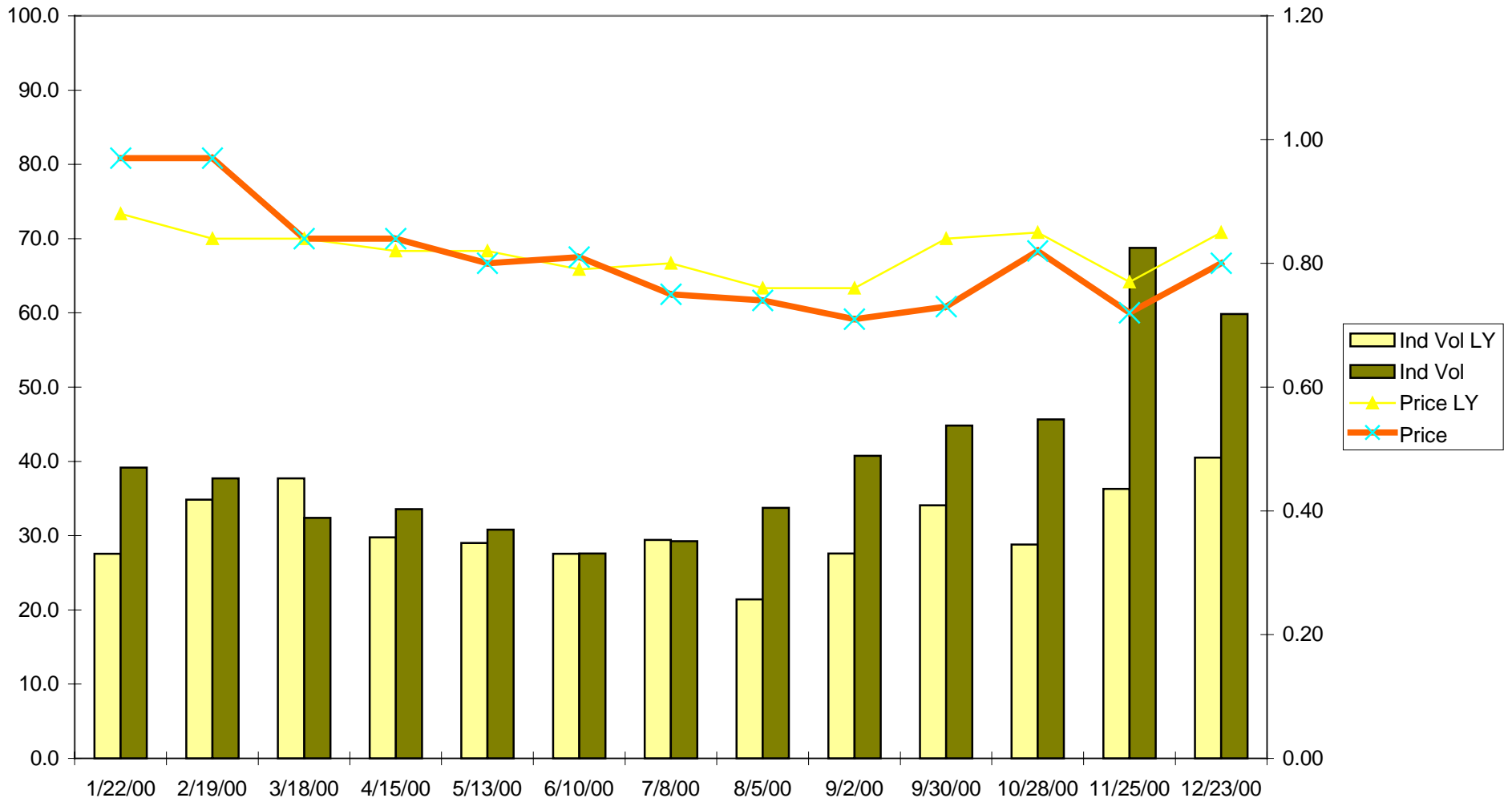
source : AC Nielsen, HAL Analysis

AVOCADOS - VICTORIA - RELATIVE PRICE & VOLUME to LY

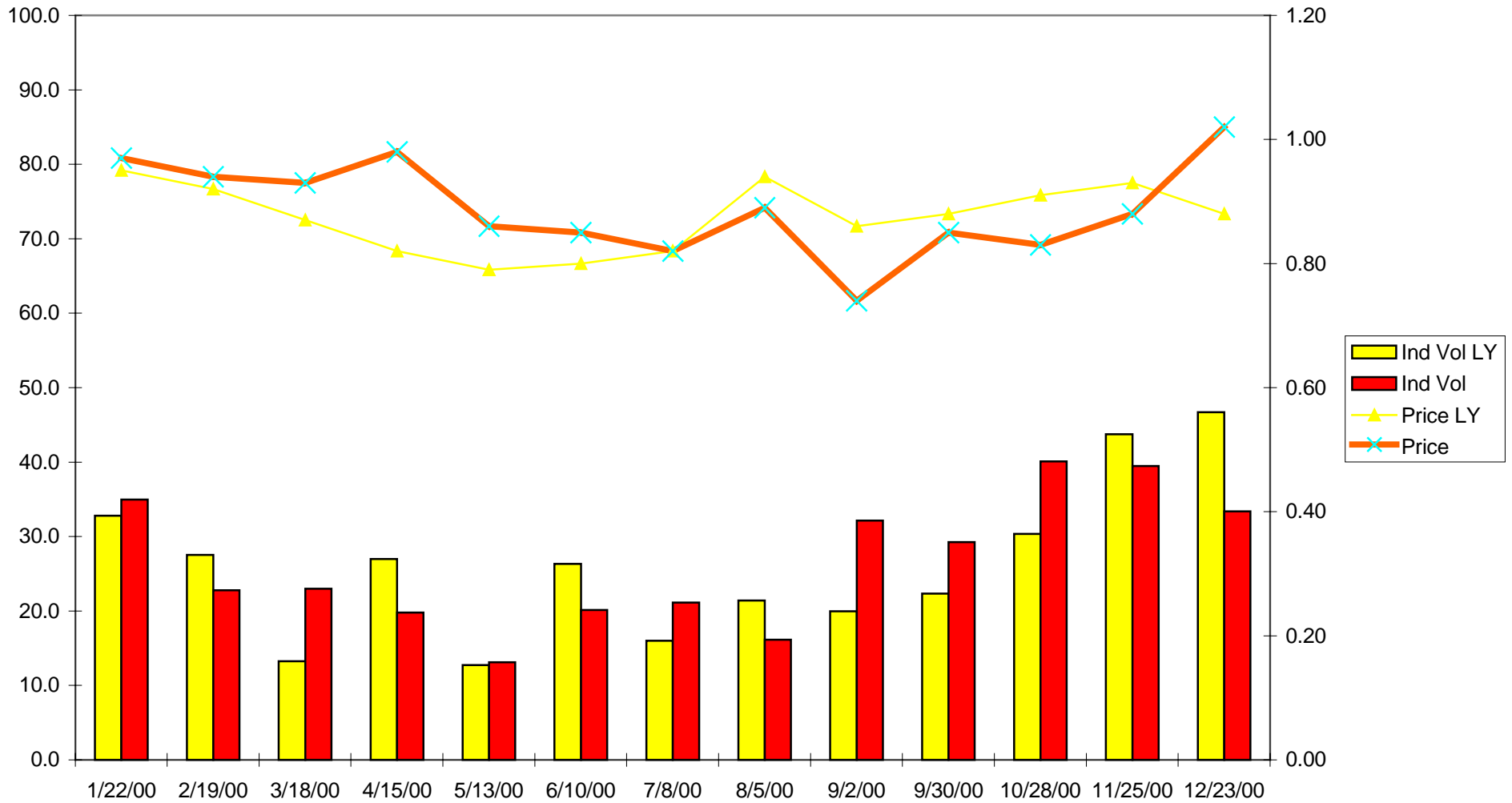


Source : AC Nielsen, HAL Analysis

AVOCADOS - ADELAIDE RELATIVE PRICE & VOLUME vs LY



AVOCADOS - PERTH - RELATIVE PRICE & VOLUME to LY

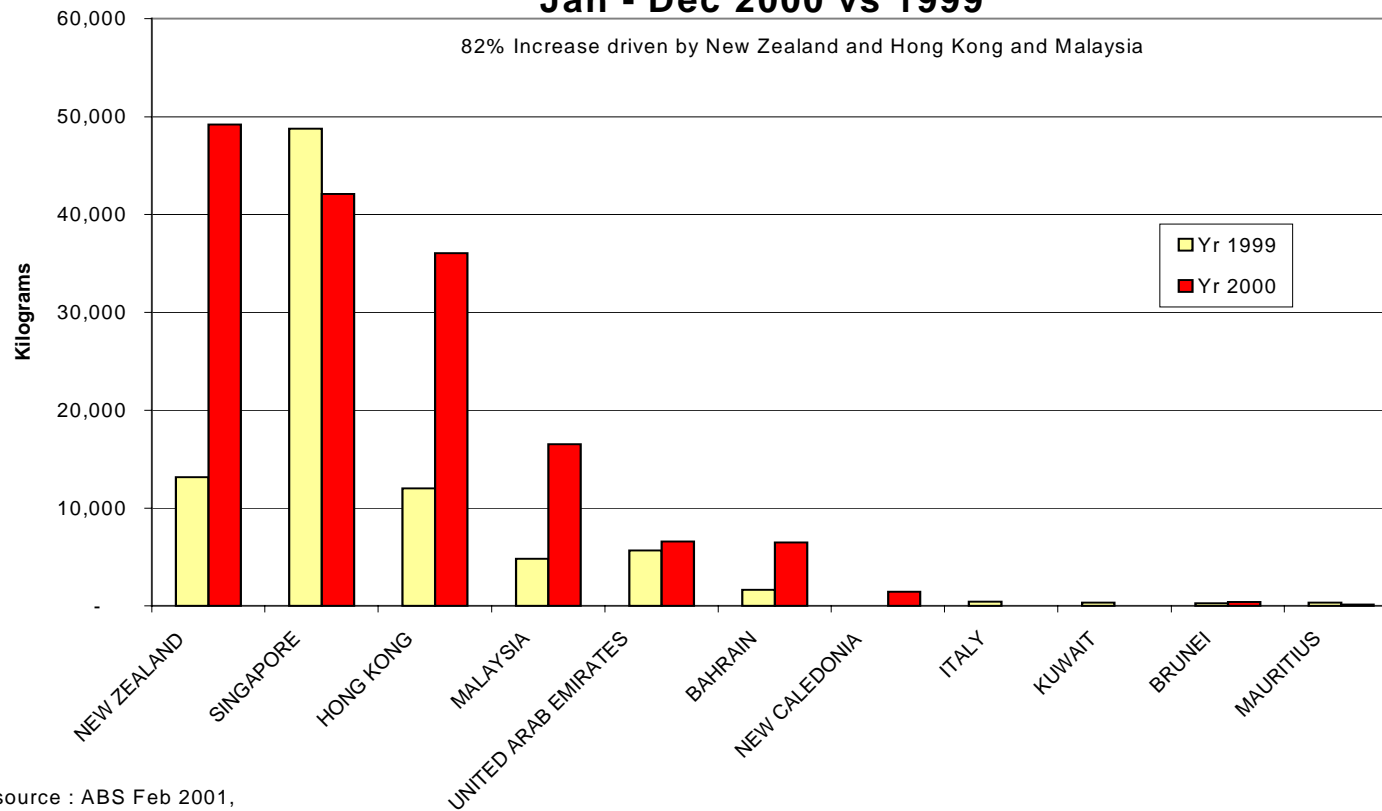


Source : AC Nielsen, HAL Analysis Feb 2001

Exports by Market

158 tonnes +82%

Australian Avocados - Exports by market destination Jan - Dec 2000 vs 1999

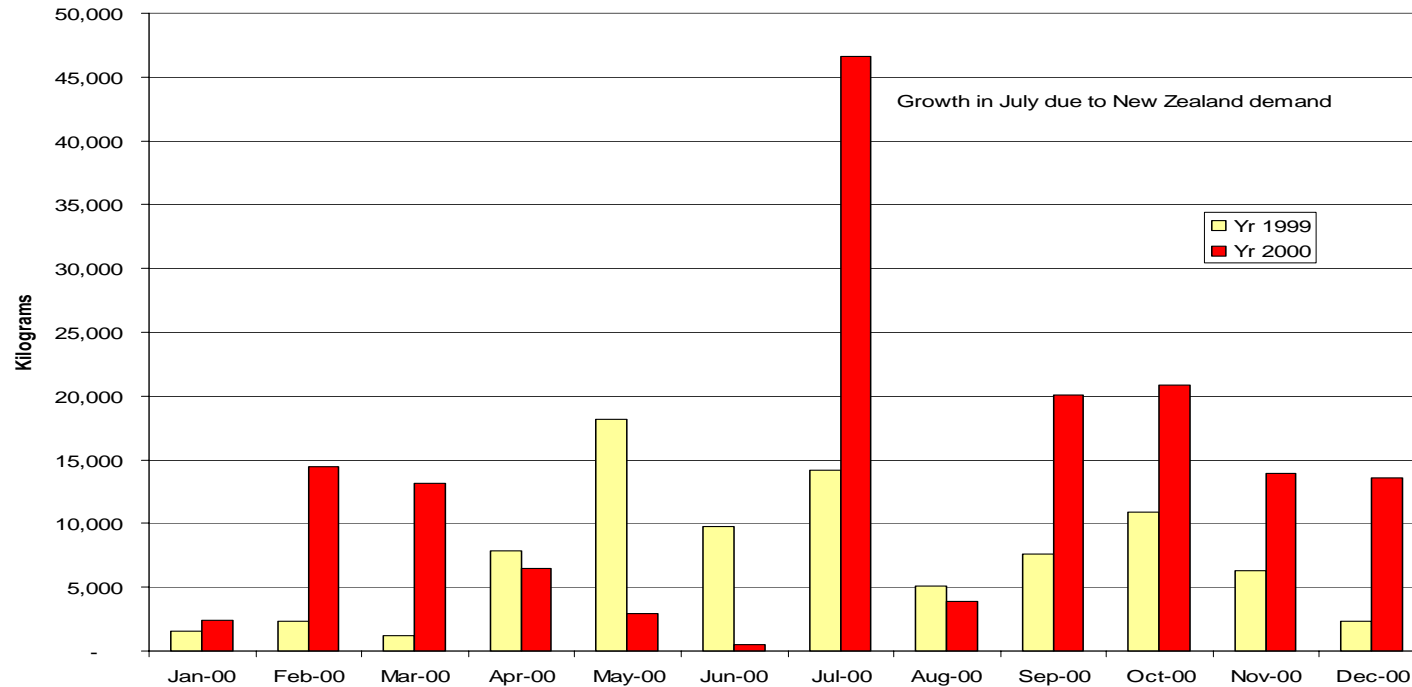


source : ABS Feb 2001,
Horticulture Australia Analysis

Exports by Month

Australian Avocado Exports 2000 vs 1999

Total exports (kg) were 82% higher in 2000



source : ABS Feb 2001, Horticulture Australia Analysis

Product Quality

- On farm production R&D is helping with disease control, plant nutrition, canopy management and optimum water management.
- Rootstock evaluations are leading to better varieties that should improve quality.
- Post harvest research is tackling issues associated with improving handling through the supply chain.
- Merchandising program is tackling handling and display issues inside retail stores to improve quality of avocados as consumers buy.

2001/02 Budget Outline

	Full Year Budget 01/2002 \$	Forecast 00 / 01 \$	
INCOME			
Gross Levies	\$ 1,000,000	\$ 850,000	Significant crop increase
Less : Levy Collection Costs	\$ 24,000	\$ 24,000	
	<u>\$ 976,000</u>	<u>\$ 826,000</u>	
Non Levy Income	\$ 30,000	\$ 26,000	Additional interest earnings
Total Income	<u><u>\$ 1,006,000</u></u>	<u><u>\$ 852,000</u></u>	
EXPENDITURE			
Total Marketing	<u><u>\$ 1,044,375</u></u>	<u><u>\$ 683,152</u></u>	
General :			
PIB Funding	\$ 80,000	\$ 59,000	Consultation project (AAGF)
Statutory Services	\$ 31,000	\$ 22,800	subject to HA structure
Total General	<u><u>\$ 111,000</u></u>	<u><u>\$ 81,800</u></u>	
Total Expenditure	<u><u>\$ 1,155,375</u></u>	<u><u>\$ 764,952</u></u>	
Operating Surplus (Deficit)	\$ (149,375)	\$ 87,048	
Industry Reserves			
Estimated Reserves 1/7	\$ 542,388	\$ 455,340	
Transfer to / (from) Reserves	\$ (149,375)	\$ 87,048	
Estimated Reserves 30/6	\$ 393,013	\$ 542,388	\$250,000 is minimum required

EXPENDITURE

		Full Year	Forecast	
		Budget 01/2002	00 / 01	
		\$	\$	
Marketing :				
4	Domestic Promotion			
97010	QFVG Fee	\$ 57,375	\$ 28,000	QFVG fee is 7.5% of program
98074	Instore Promotions (incl Co operative)	\$ 25,000	\$ 35,000	agreed Woolworths activity
98075	Public Relations	\$ 20,000	\$ 25,000	Reduced activity
98085	Advertising - Outdoor	\$ -	\$ 130,000	No further outdoor - all to TV
	Advertising - TV Media	\$ 600,000	\$ 120,000	TV campaign, extra budget
98181	Advertising - Magazines	\$ 60,000	\$ 125,000	Magazine activity - Mar - May
97012	Point of Sale	\$ 60,000	\$ 60,000	no reduction in POS
	sub total: domestic promotion	<u>\$ 822,375</u>	<u>\$ 523,000</u>	
5	Export Promotion			
98185	Market evaluation / export projects	\$ 20,000	\$ 5,000	Export projects TBA
	sub total: export promotion	<u>\$ 20,000</u>	<u>\$ 5,000</u>	
7	Market Research / Information			
98192		\$ 30,000	\$ 20,000	AC Nielsen and Focus groups
3	Programme Management			
		\$ 60,000	\$ 54,000	Subject to HA structures
6	Market Access & Development			
		\$ -		
9	Quality			
98070	Retail Education (Merchandising)	\$ 74,000	\$ 47,000	allows three cycles, not two.
98076	Retail / Wholesale relationship developmen	\$ -	\$ -	
98075	Wholesale Quality Surveys	\$ -	\$ -	
98184	Poster development & printing	\$ -	\$ -	
	sub total:quality programs	<u>\$ 74,000</u>	<u>\$ 47,000</u>	
2	Communication			
98081	Marketing Forum	\$ 12,000	\$ 6,000	2 meetings - change to IAC
98084	Industry Publications	\$ 19,000	\$ 16,000	Publications
98087	Strategic Alliance Committee	\$ -	\$ 6,000	no futher funding
	HAL Meeting with Industry	\$ 3,500	\$ 2,500	consultation travel (HA)
98088	Industry Meeting with HAL	\$ 3,500	\$ 3,652	consultation travel (Industry)
	sub total:communication	<u>\$ 38,000</u>	<u>\$ 34,152</u>	
	Strategic Planning	\$ -	\$ -	
	Total Marketing	<u><u>\$ 1,044,375</u></u>	<u><u>\$ 683,152</u></u>	