

AVOCADOS **and the** **INFORMATION AGE**

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Department of Primary Industries**

This presentation

- **What is the information age?**
- **Implications for agriculture**
- **Opportunities for avocado industry**

What is the information age?

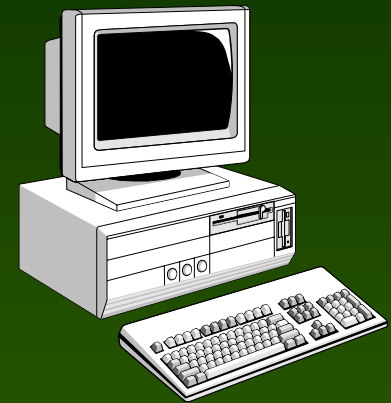
- Information revolution

- Revolution . . .

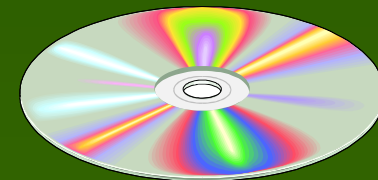
“Dramatic rearrangement of power & money about who comes out on top & who loses out”

Info. age brought about by ...

**1. Rapid development & use
of the microcomputer**



**2. Technology which enables us to
receive, store, sort & access vast
amounts of information**

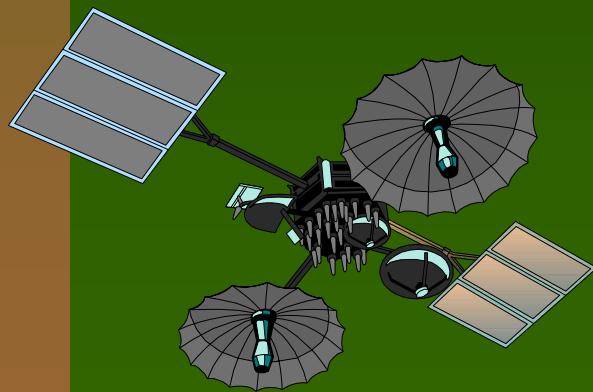


continued

Info. age brought about by ...

3. The convergence of computer & telecommunications technology

eg. Internet



WORLD INTERNET USE (Jan 2000)



This has resulted in ...

- **Faster,**
- **Better,**
- **Cheaper communications.**
- **Exponential growth in amount of information**

What does it mean?

The individual has greater power to access information and learn



- better informed

- wants more diversified & customised products eg. range of milks

- wants more information about the products

continued

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What does it mean? (cont.)

Change is happening at a faster rate



- what is new and relevant today may be obsolete by tomorrow

continued

Encyclopaedia Britannica story

YEAR	STAFF & TURNOVER	COMMENT	COST
1989	2300 staff \$650m	Hardcopy volumes	\$2000+
1992		Britannica puts out CD in competition to Encarta	\$1200
1995		Britannica drops CD price	\$79
1999	350 staff	Britannica Website, dependant on advertising	Free!

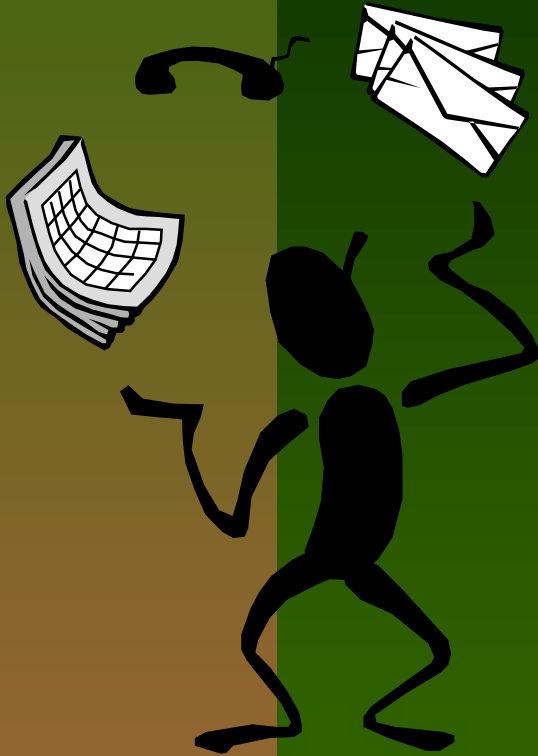
What does it mean? (cont.)

We have access to incredible new technology



- **wonderful opportunities to better grow, and manage our orchards**

Information overload !



Two aspects to this crisis:

- 1. Sheer volume of info**
- 2. Short lifespan**

Three types of activities in the information business

1. **transmission**
2. **storage**
3. **understanding**

Data, information & knowledge

- **Data** - *known facts*



- **Information** - *contents of a message*



- **Knowledge** - *understanding of a particular topic*



- **Commercial advantage**

"Information architects"

- Professionals who arrange and package information in a way that will assist others to gain knowledge from it
 - Eg. role of the authors of the Agrilink kit and the AVOMAN software

Examples of a few Websites

- Use your imagination for ideas that could be applied to the avocado industry

Imagination



*"Imagination is
more important
than
information"*

Albert Einstein

- HOME
 - WHATS NEW
 - PRODUCTS
 - RECIPES
 - NUTRITION
 - EXPORT
 - ABOUT US
 - FACTORY TOUR
 - CONTACT US
 - COMPETITIONS
 - MEDIA RELEASES
 - IMAGE LIBRARY
 - GROWERS
- Kids**

welcome



You are my sunshine

Welcome to the Golden Circle Website

Australia's biggest fruit and vegetable manufacturer is proudly Australian owned. We use the finest local fruit and vegetable crops in our nutritious product range of over 400 quality foods and beverages.

Golden Circle is committed to meeting consumer needs with healthy, innovative premium quality products that are safe to eat and provide real value for money.

Find out how Golden Circle has caught a wave with Surf Life Saving Queensland in What's New. And how 50 young Australians are learning lessons down on the farm through Kid Start Farms.



Find out our latest news on What's New, Media Releases, Products and Competitions.

Check Golden Circle's Anti-dumping



Golden Circle Ltd, Website

- grower's delivery weights and reject levels

Pineapples			
Date Loaded	No. of Bins	Nett Kilos	Rejects
20/11/00	1	462	28
01/02/01	2	1,609	28
02/02/01	1	738	51
06/02/01	1	933	22
08/02/01	1	789	32
15/02/01	1	788	9
Total	7	5,319	170



- Consumer News • About Avocados • Nutrition • Recipes • Cali's Kids
- Trade News • Foodservice • Growers • Merchandising
- Home • The Commission • Links • FAQs • Contact Us • Search

Growers' Toolbox

The Central Resource for California Avocado Growers

Latest Weather Bulletin

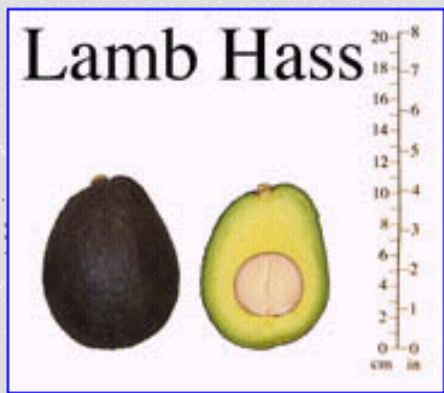
Forecast for May 23
 Hazy sun, dry and warm with highs middle 80's coastal valleys to near 100 inland areas. Patchy clouds and mild tonight with lows in the upper 50's to lower 60's. Sunny and warm tomorrow with highs in the 80's to near 100 again.



The many useful tools in this area utilize the latest in Internet technology. Please make sure you are using version 3.0 or higher of [Netscape Navigator](#) or [Internet Explorer](#) to take full advantage of these great new tools

- [JJ12](#)
- [JULIA](#)
- [KHAN](#)
- [KONA SHARWIL](#)
- [L137](#)
- [L141](#)
- [L28](#)
- [LAMB HASS](#)
- [LL1](#)
- [LL13](#)
- [LYON](#)
- [LYPPS](#)
- [MAYO](#)
- [McDONALD](#)
- [MEXICOLA](#)
- [Mexicola Grande](#)
- [MS9](#)
- [NA251](#)
- [NA37](#)
- [NABAL](#)
- [NB86](#)
- [NIMLIOH](#)
- [NN10](#)
- [NN63](#)
- [NOGA](#)

Parentage: Hybrid
Peels: Yes
Seed Size: Medium
Skin Texture: Pebbly
Blossom Type: A
Fruit Shape: Pear
Color Hard: Black
Color Soft: Black
Skin Thickness: Medium
Average Fruit Weight oz: 10 to 18



Additional Information:

Originally named BL122. Usually is a shouldered pear shape and is normally black with green spots. It is a substantial appearing fruit. Is starting to be grown commercially in California. Matures later than Hass.



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Deer Creek Equipment, Inc.

460 Limestone Road
 Oxford, Pennsylvania 19363
 Off. 610-932-8858 Fax: 610-932-8774

Toll Free: 800-255-6567
www.dcequip.com
agsales.ox@dcequip.com

JOHN DEERE 4600



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Finance Waiver Unit May 2001 On All Used Tractors! Finance Waiver Until September On All Used Combines! Finance Waiver Until May 2001 On All Used Hay Equipment! Call For Details.

Contact: Scott Slavin.

ID#63751	Availability and price subject to change and/or prior sale.		
EQUIP LOCATION	F.O.B. Oxford, Pennsylvania, USA		
STOCK#	12053	WEIGHTED	No
CATEGORY	For Sale	CREEPER	No
STATUS	On Yard	TYPE	4WD
CLASS	Used	TRANS	Hydro
		WARRANTY	No
		EXT. WARRANTY	No
		EXT. WARR.	N/A



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Search this site

- About McMahon
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- Specifications
- Wine Exports

J M McMahon & Co Pty Ltd is one of Australia's leading exporters of dairy foods and other food products. Approved by the Australian Dairy Corporation as an exporter of Australian dairy products, McMahon's export performance has also been recognised in some significant business awards.

OUR PRODUCTS

- Cheese
- Powders
- Milk Fats
- Other Dairy
- Other Non-Dairy

1999 Governor of Victoria Export Awards

TELSTRA & AUSTRALIAN GOVERNMENT SMALL BUSINESS AWARDS 1998

Case study - McMahon Global Foods

- E-mail has largely replaced phone & fax
- Linked to National Australia bank on-line international marketing services
- Linked to Australian Customs Service
 - shipping documents produced quickly & accurately using “Ozdocs”
- Developed a Website

Case study - Reasons for developing Website

- Establish an international presence
- Promote the company
- Provide information on its products & operations
- Facilitate communications with customers

Case study - Results of McMahon's efforts

- **Big improvement in the quality & efficiency of communications**
- **Greatly improved ability to respond to enquiries**
- **Sales: from \$2.7m in 1994 to \$24.5m in 1999**

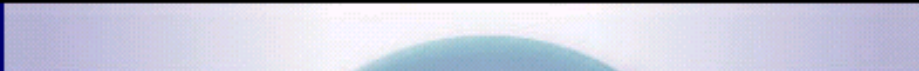


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Search this site



OUR PRODUCTS

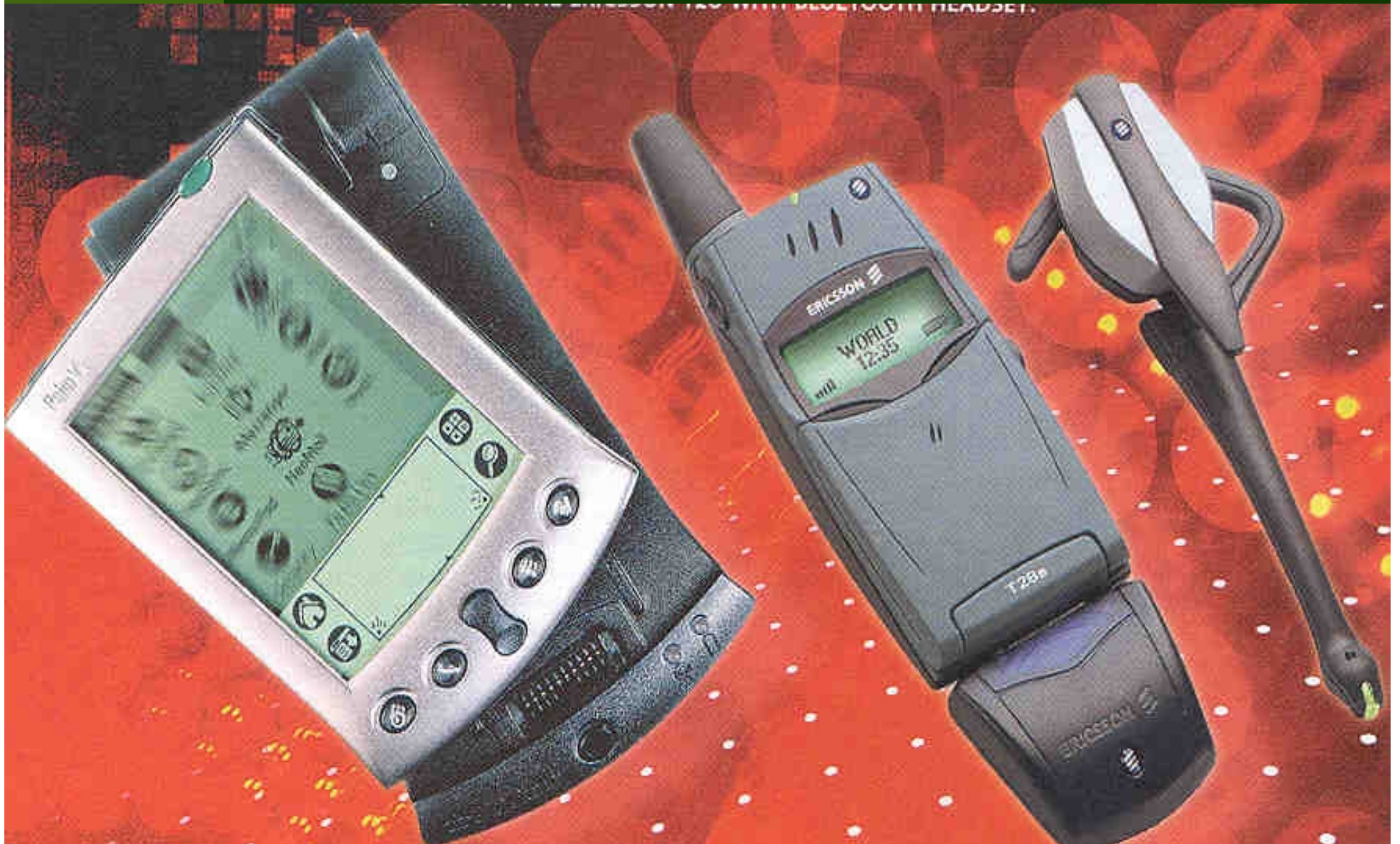
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- Cheese
- Powders
- Milk Fats
- Other Dairy
- Other Non-Dairy



Emerging technology



Where will growers get their information from?

- **Social interchange of ideas will always be important**
- **More information will be delivered quickly and efficiently by electronic means**

The ages

	INDUSTRIAL	INFORMATION
WHEN	From 1700s	From 1990s
FOCUS	Mass production (controlled by industry)	Customer wants (consumer has more say)
SUCCESS FACTORS	Economy of scale	Responsiveness, flexibility

In conclusion

- **Customise & value-add our products using information**
- **Become better at turning information into knowledge**
- **Take advantage of new technology**

Vision in 2020

1. We will be turning more of our information into knowledge . . .
. . . & turning this knowledge into better practices !

- ☐ Eg. correlating grower records with quality out-turn as a powerful means of improving quality (something AVOMAN could do)

Vision in 2020

2. Industry will have an effective means of communicating information to the significant number of industry members who don't attend conferences

eg. industry field day

- pitched at practical level**
- short duration**
- low cost**

Vision in 2020

- 3. The Australian avocado industry will have its own highly effective and popular Website that . . .**
 - provides a valuable service to growers**
 - is a powerful promotional tool**

Vision in 2020

4. The AVOMAN software is being continually improved in response to the changing needs of growers and is being used by more than 75% of the industry

Acknowledgments

- **Australian Avocado Growers' Federation**
- **Horticulture Australia Ltd**
- **Queensland Department of Primary Industries**
 - **both for bringing me to this conference and . .**
 - **for their continued support of the AVOMAN project.**