

# HAL Avocado Strategy and Implementation 2009/2010

Presented: 23rd July 2009



Australian  
Avocados



# Communications Strategy

To expand consumers' current usage of Avocados by demonstrating how **truly versatile** they are.

***YOU CAN ADD AN AVO TO ANYTHING!***

Versatility =

Add an Avo to anything

Give me confidence by =

Demonstrating how to build into her meals via recipes.

Give me confidence by =

Highlighting the health benefits of eating an Avocado.

Give me confidence by =

Establishing the product in the minds of Mums.

## Communications Strategy:

To expand consumers' current usage of Avocados by demonstrating how **truly versatile** they are.

### *Creative Strategy*

Value proposition – 'Add an avo'

#### **Morphing shapes**

An interesting device which is now iconic to Avocados.

#### **Valued content**

Recipes – inspire me.  
Health facts – inform me.  
Mums – assure me.

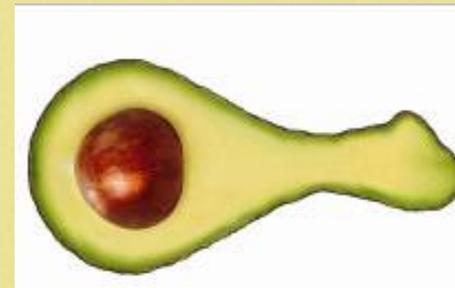
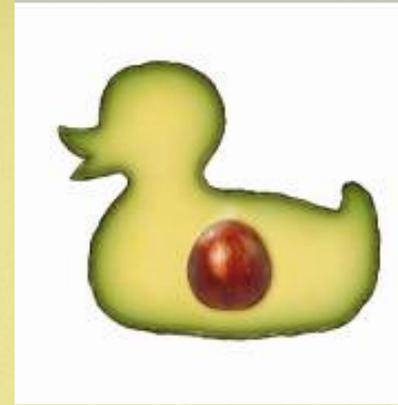
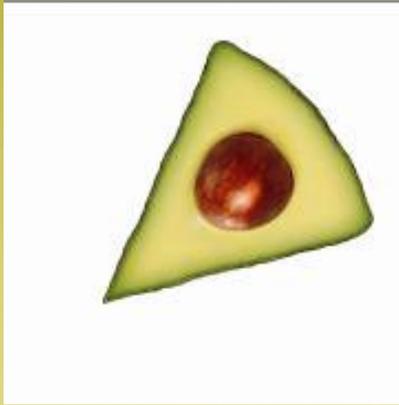
# Value Proposition

- The Value Proposition:

**“ Add an Avo ”**

- This value proposition takes advantage of the Avocado's key functional benefit as an 'added ingredient' to complement the taste of a meal, or supplement a diet
- It is a natural extension from the successful “ave an Avo” campaign of the last 3 to 4 years
- Importantly it is a simple expression off ALL the key messages

# Shapes



# What we delivered in 2008/09

## Television

Kitchen Nightmares: 307,750 (W18-54)  
Fresh: Avg. aud 49,000  
Better Homes: 360,086 (GBs 18-39)  
Iron Chef America: 938,000 (total GBs)

## Magazines

### Reach & Frequency

GBs 20-39: 56% (2.1m) AF. 3.8  
GBs 40-54: 60% (1.8m) AF. 4.0  
Mums w' kids: 75% (1.0m) AF. 4.07

## Online

Jun08 - Dec08  
3.3m impressions  
27,981 clicks

Jan09 – Jun 09  
8.1m impressions  
1.5m Expansions (interactions)  
19% Expansion rate

# 2009/10 An evolution - the idea

Where people find food inspiration, they will find avocado inspiration

## Target food inspiration moments

- Searching for new recipe ideas
- TV celebrity chefs, food role models



## Provide Avocado inspiration

'Add an Avo' comm message will be aligned next to or within these vital environments



Isolate moments where the purchase and consumption of food is considered

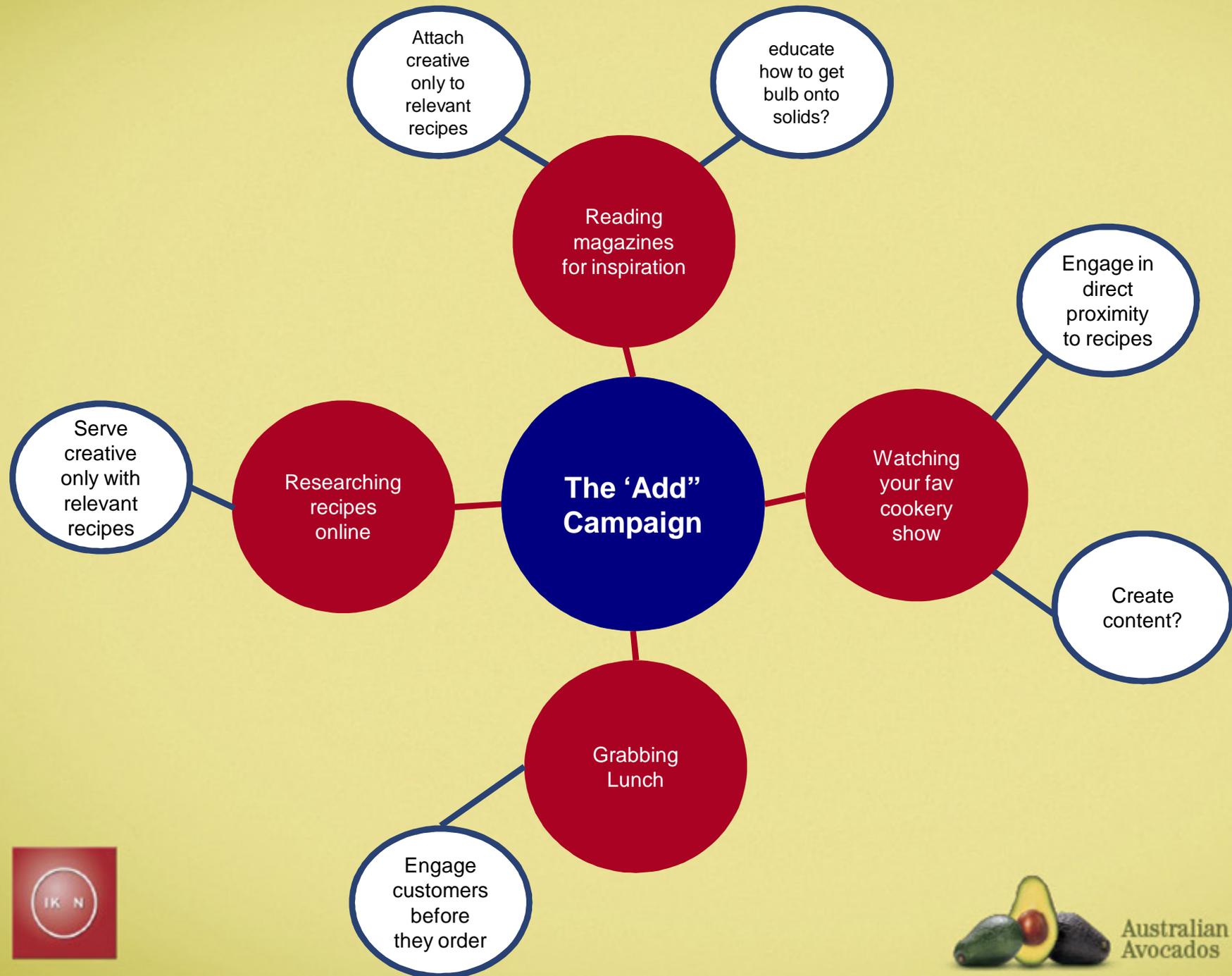
Complement these moments with a reminder of the connection between avocados and a wide variety of appropriate meals

Therefore highlighting the versatility of avocados

+

Increase consideration of avocados at mealtimes

# Activation – how will this look?



# Television

- The challenge for television was to find properties that allows us to demonstrate the versatility of Avocados, utilising existing creative. We considered:

length of time in  
market

We're trying to change  
attitudes

engaging content

Can we push beyond  
spot placement

audience targeting

food, food, food



8 week  
sponsorship

in show  
integration

2 x 30 sec 'add  
an avo' ads per  
show

Opening and  
closing billboards

**The Best in  
Australia  
(Lifestyle Food)  
8 week  
Sponsorship  
commences  
August 16<sup>th</sup>**



**In Show  
Integration  
will appear on  
September 26<sup>th</sup>**

Online  
Integration

16 week support  
schedule





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4 week  
sponsorship

2 x 30 sec 'add  
and avo' ads per  
show

Opening and  
closing billboards

**Food Safari (SBS)  
4 week  
Sponsorship  
commences  
in February 2010**



Logo association  
with all on air  
promotion

Overhead  
voiceover  
directing viewers  
to Avo recipes on  
www

*"Fantastic. It will appeal to hardcore  
foodies as well as those who aren't so  
confident. It's beautiful, simple and I  
recommend it!"*

Tetsuya Wakuda – World Leading  
Culinary Chef



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# Magazines

## Variables to consider:

does the magazine  
have food content

Food magazines are  
not the only titles to  
consider here

Is it targeted to each of  
our audiences

There are 3 audiences  
to consider

What is its role in our  
magazine mix

A balance of reach and  
targeting needs to be  
achieved



# A strong core of titles...

targeted to all audiences

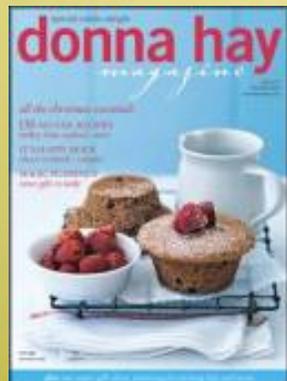
food

driving additional reach

mass women's

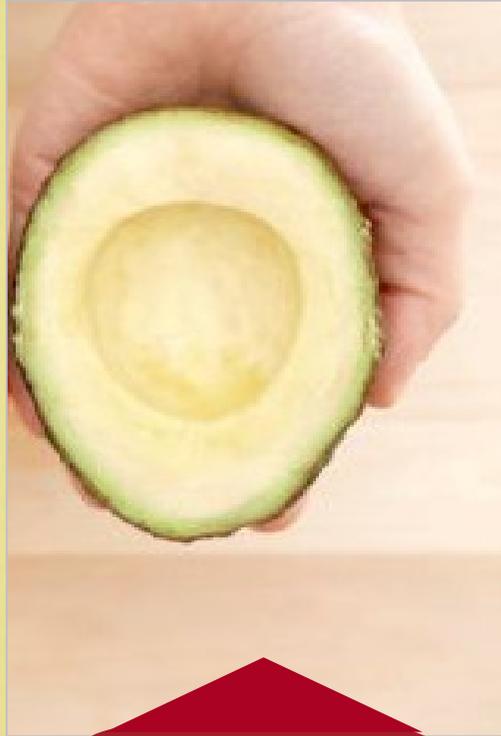
Targeted to niche audience

parenting



Italian ados

# How do we deliver the 'add campaign' within mags



Placement of  
creative in  
proximity to  
relevant recipes



Something  
extra?



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# Good taste

## TAKE 5 CHALLENGE

A unique & valuable opportunity to feature Good Taste's Food Editors using **avocados**. Appearing in the Good Food section, the promotion challenges our food team to create a quick and easy recipe using avocados, together with four other selected generic ingredients. Recipes are developed to have the maximum appeal for readers – quick, easy and versatile.



Product Pic

Product Reference

Full Page Strip

Food Ed Team

Appearance date will be August 19<sup>th</sup>

### Includes:

- Pics and comments by food editors
- Product mention in the two challenge recipes developed by the *Good Taste* food team
- Avocados prominently included in the shopping list on the introduction page
- A pic of avocados on the introduction page
- A sponsorship strip and logo on page creating ownership of the feature
- The DPS dedicated to the promotion
- All production costs including recipe development, photography, design, layout, copy and most importantly editorial integration



# Super food ideas



Logo with pointer & product in cover shot

**Appearance date will be in May 2010 issue (on-sale TBC)**



FP advertorial using SFI branding + brand or advertorial on RH

## FRONT COVER PACKAGE

Super Food Ideas have a unique opportunity in the market place to deliver advertisers the opportunity to have branding & product usage on the most prized magazine real estate – the front cover

### Includes:

- The recipe shot on the front cover using avocado
- Avocado logo on the cover, plus a few words to describe the cover recipe
- Page pointer on the front cover to the DPS within the magazine with full recipe DPS advertorial within the magazine
- The left hand page has the front cover recipe with branded mention in the ingredients, a tip in the recommends box and product shot
- The right hand page will be the avocado brand ad or super food ideas will create an integrated advertorial
- All production included
- The recipe and avocado's will be promoted at point of sale. It is easily visible to shoppers in supermarkets, without them having to open the magazine they see your message.
- The front cover is used as a promotional tool and will be promoted in News Limited newspapers nationally and Simply Food.
- All the newsagents carry large posters of the cover, with logos included
- All Super Food Ideas recipes on the Taste website have a picture of the current issue front cover next to the recipe

## “CHEF’S SECRET’S” SILVER SPONSORSHIP

Tipped on to the front cover of the April 2010 issue, the “Chef’s Secrets” booklet will offer readers inspiring recipes from *delicious*’ favourite chefs all in a handy 96-page mini cookbook that can easily be kept in the recipe collection and referred to time and again.

As dual sponsor of the booklet, avocados will have valuable association with the *delicious.* brand and prime placement on the front cover. Coverage will run throughout the booklet and also within the magazine over a course of issues through an associated media schedule.

Some of the recipes throughout the booklet will feature avocados, for example in recipes that people would not normally consider adding an avocado to.

There will also be ad placement within the booklet

### Sponsorship Package:

- Avocados logo on front cover of booklet
  - 3x full page ads within booklet
  - 3x full pages within main magazine
  - 2x Agenda Mentions
  - 5,000 run-ons of booklet
- 
- **Timing of tip-on booklet:** April 2010 issue
  - **Timing of associated media pages:** From July 2009 to June 2010



**Booklet appearance date is still TBC, it is planned for early 2010**



# Practical parenting



**Recipe booklet  
will be in March  
2010 issue  
(on-sale TBC)**

Annabel Karmel, best selling author of 16 books on baby and children's food and nutrition. She is an expert in devising tasty and nutritious meals that don't require hours in the kitchen.

In conjunction with Avocados, Practical Parenting and Annabel will produce a 16 page Recipe Guide which will run within the magazine.

This will be sponsored by Avocados and feature 3 ad pages.



## Variables to consider:

does the website have  
food content

It may be a large portal  
however; it's food  
content needs to be  
strong

Is it targeted to each of  
our audiences

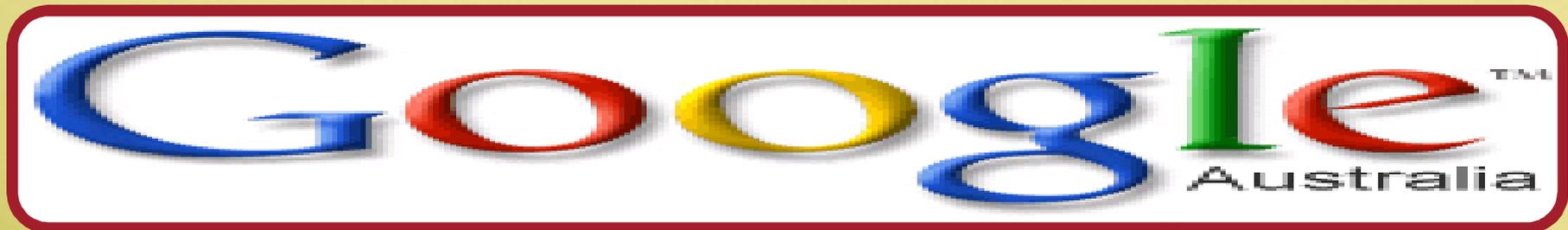
There are 3 audiences  
to consider

What is its role in our  
online mix

A balance of reach and  
targeting needs to be  
achieved



# Online Architecture



# Fairfax digital – Add an Avo



This went live on July 1<sup>st</sup> and will run for 12 months

A BRAND NEW SECTION

**Key facts for Fairfax Cuisine**

- 300k monthly users
- 2.5 million page views
- 2.5 sessions per use per month
- 3 minute user sessions

SOURCE: NNR MI Domestic November 2008



- Sponsorship of healthy eating and kid friendly recipes across Kidspot and their sister site best recipes
- Sponsored links across the site giving helpful hints re Avocados including nutritional information and recipe solutions.
- Publisher EDMs targeting both the Kidspot and best recipes database



## Sponsored Links



- Versatile and healthy
- In season now
- Add an Avo today

This went live on  
July 19<sup>th</sup> and will  
run for 12 months



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# Yahoo – category sponsorship

The screenshot shows the Yahoo! Food website interface. At the top, there's a navigation bar with 'Home', 'Collections', 'My Cookbook', and 'Conversations'. Below that is a search bar and a 'Web Search' button. The main content area features a recipe for 'Grilled pork with avocado, black bean & lime salad' by 'Automama'. The recipe includes an image of the dish, a star rating, and details like 'Preparation time: 30 minutes' and 'Cooking time: 2 hours'. To the right of the recipe, there are sections for 'User Name', 'My Cookbook', and 'Popular New Recipes'. At the bottom of the page, there are sections for 'What's in the Kitchen?', 'Yahoo! Lifestyle', 'Also on Yahoo!', and 'Fun Stuff'. The footer includes the 'think climate. think change.' slogan and the Australian Avocados logo.

Monthly sponsorship commencing from August 1<sup>st</sup>

- ### Key Facts for Yahoo!7 Lifestyle
- 454K monthly users
  - 3.6 million page views
  - 8 PVs per user per month
  - 2.24 sessions per user per month
  - 4 minutes and 35 seconds spent per user per month

Source: Nielsen/NetRatings NetView, Home and Work Panel, Applications Included, August 2008



- Our aim is to increase brand search volume and search results through a 2 tiered approach.
- Supporting the “healthy eating” or “recipe” element of the campaign utilizing “healthy eating” and “recipe” related key words
- Focusing on generic food related key words
  - This is achieved through Search Engine Marketing – which involves bidding on key words – with an aim for Avocado to achieve high rankings in the paid search lists.



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# A focus on food - Year 1 Magazine/print



## ADD AN AVO TO CHICKEN



### AVOCADO & CHICKEN BURRITOS

Makes 4  
Preparation time: 8 mins  
Cooking time: 10 mins

#### INGREDIENTS

4 small chicken breasts  
1 tablespoon olive oil  
4 tortillas  
1 cup reduced fat sour cream  
or natural yogurt  
1 250g jar of salsa  
2 large lettuce leaves  
1 large red onion, cut into wedges  
1 red capsicum, seeds removed  
and finely sliced  
2 avocados sliced

#### PREPARATION

• Heat olive oil in a large frying pan and cook chicken for 10 minutes each side.

- Remove chicken and allow to rest for 5 minutes.
- Warm tortillas according to packet instructions.
- Smooth a quarter of sour cream and salsa over each tortilla and top with lettuce, chicken, onion, capsicum and avocado.
- Roll and serve.

#### MORE IDEAS:

Avocados are a deliciously versatile fruit that can be enjoyed all year round. For more easy recipe ideas including Avocado & Glazed Pork Rice Noodles, and Avocado Prawn Pasta visit [www.australianavocados.org.au](http://www.australianavocados.org.au)



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## ADD AN AVO TO SEAFOOD



### GRILL-GRILLED SWORDFISH WITH WARM AVOCADO CORN SALAD

Serves 4  
Preparation time: 15 mins  
Cooking time: 15 mins

#### INGREDIENTS

4 swordfish steaks, about 150g each  
2 shallots, chopped  
Corn from 5 cobs  
½ red capsicum, finely sliced  
1 large sweet potato  
½ cup chopped fresh coriander  
½ cup white wine  
2 tablespoons lemon juice  
2 tablespoons red wine vinegar  
1 tablespoon olive oil

#### PREPARATION

- Pre-heat a non-stick pan to high, add the oil and sear the swordfish for 1 to 2 minutes on each side in a medium.
- Remove from pan. Cover with foil and keep warm in a low oven.
- Add the shallot, onion and capsicum

- to pan and cook, stirring for 1 to 2 minutes to each side, starting in onion.
- Add the avocado, coriander and white wine. Cover and steam for 1 minute until tender through.
- Place avocado core sections on heated plates and top with swordfish.
- Add lemon and vinegar to pan and whisk into pan juices.
- Pour over the fish and serve immediately.

#### MORE IDEAS:

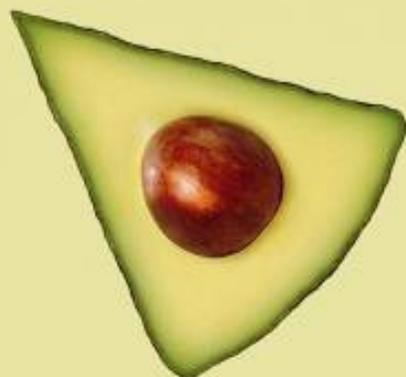
Avocados are a deliciously versatile fruit that can be enjoyed all year round. For more easy recipe ideas including Avocado & Roast Corn On The Cob, Spicy Fish Potatoes, and Avocado & Beef, then visit [www.australianavocados.org.au](http://www.australianavocados.org.au)



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# A focus on food - Year 2 Magazine/print



## ADD AN AVO TO PIZZA



### AVOCADO AND PRAWN PIZZA

Serves 2

#### Ingredients

- 1 medium pizza base, 18cm
- 1/2 tablespoon olive oil
- 1/2 tablespoon apple, finely chopped
- 1/2 cup red wine, drained
- 1 avocado cut into slices (see note)
- 1/2 cup roasted and capers, carefully chopped
- 1/2 cup lightly packed packed prawns
- 1/4 cup fresh dill, chopped
- 1/2 cup fresh basil, shredded

\*If you don't have fresh prawns it is the pizza when the dill, basil or apple with the base.

#### Method

- Preheat pizza base with olive oil, sprinkle with apple.
- Transfer mix to a large bowl, crush roasted capers and prawns.
- Transfer with dill.
- Place on 200°C and lightly browned, about 15 minutes.
- Lightly sprinkle with basil.
- Cut into 8 slices.



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For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)



## ADD AN AVO TO EGGS



### AVOCADO OMELETTE

Serves 2

Prep/Info time 15-20 mins  
Cooking time 10 mins

#### Ingredients

- 2 eggs
- 1/2 tablespoon toasted butter
- 1 slice toast, grilled (see note)
- 1/2 cup shredded cheddar
- 2 avocado slices
- 1/2 cup sliced raw prawns
- 1/2 cup sliced mushrooms

#### Preparation

- Whisk the eggs with...
- about 1/2 cup of a...

- Heat 1/2 tablespoon butter in a small frying pan and pour in half the egg.
- Cook until soft but still creamy on the inside.
- Using a spatula, fold the omelette over the side of the pan to seal the outside and add second half of the egg.
- Fill the omelette and cook, basting with the butter, for 1-2 minutes until the omelette is golden.
- Place the omelette on the plate and top with toast, cheddar, prawns, mushrooms, avocado and sliced prawns.
- Drizzle with remaining toasted butter.
- For a light touch, serve with a drizzle of olive oil and a pinch of sea salt.



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For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)



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# A focus on food - Year 3 Magazine/print



## ADD AN AVO TO MEXICAN



**MEXICAN STEAK BREADS SERVED WITH AVOCADO**

**Ingredients:**

- 1 beef steak (about 1/2 lb) (cut into 1/2 inch slices)
- 1/2 cup olive oil
- 1/2 cup lime juice
- 1/2 cup onion (chopped)
- 1/2 cup tomato (chopped)
- 1/2 cup avocado (chopped)
- 1/2 cup cheese (shredded)
- 1/2 cup cilantro (chopped)
- 1/2 cup salt
- 1/2 cup pepper

**Directions:**

1. Heat the oil in a pan over medium heat.
2. Add the steak and cook for 3-4 minutes on each side.
3. Remove the steak from the pan and let it rest for 5 minutes.
4. In a bowl, mix the lime juice, onion, tomato, avocado, cheese, cilantro, salt, and pepper.
5. Slice the steak into 1/2 inch slices.
6. Serve the steak with the avocado mixture.

For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)



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## ADD AN AVO TO RED MEAT



**MEAT WITH AVOCADO, MUSHROOMS AND CHEESE**

**Ingredients:**

- 1/2 lb of beef (steak)
- 1/2 cup olive oil
- 1/2 cup onion (chopped)
- 1/2 cup tomato (chopped)
- 1/2 cup avocado (chopped)
- 1/2 cup cheese (shredded)
- 1/2 cup mushrooms (chopped)
- 1/2 cup salt
- 1/2 cup pepper

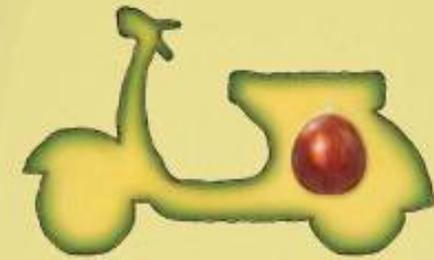
**Directions:**

1. Heat the oil in a pan over medium heat.
2. Add the steak and cook for 3-4 minutes on each side.
3. Remove the steak from the pan and let it rest for 5 minutes.
4. In a bowl, mix the onion, tomato, avocado, cheese, mushrooms, salt, and pepper.
5. Slice the steak into 1/2 inch slices.
6. Serve the steak with the avocado mixture.

For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)



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## ADD AN AVO TO ITALIAN



**AVOCADO AND MUSHROOM PASTAS**

**Ingredients:**

- 1/2 lb of pasta
- 1/2 cup olive oil
- 1/2 cup onion (chopped)
- 1/2 cup tomato (chopped)
- 1/2 cup avocado (chopped)
- 1/2 cup mushrooms (chopped)
- 1/2 cup cheese (shredded)
- 1/2 cup salt
- 1/2 cup pepper

**Directions:**

1. Heat the oil in a pan over medium heat.
2. Add the pasta and cook for 8-10 minutes.
3. Remove the pasta from the pan and let it rest for 5 minutes.
4. In a bowl, mix the onion, tomato, avocado, mushrooms, salt, and pepper.
5. Slice the pasta into 1/2 inch slices.
6. Serve the pasta with the avocado mixture.

For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)



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# A focus on health – extending usage Year 2 Magazine/print



## ADD AN AVO FOR A HEALTHY LIFESTYLE

If you love getting active, Australian Avocados are perfect for you. They contain over 25 essential vitamins and minerals, plus have more protein than any other fruit. They're also chock full of good mono-unsaturated fats, which are healthy for your heart. And you'll be glad to know that avo's are a great source of antioxidants, which help prevent cancer. So add an avo today.

[www.avocado.org.au](http://www.avocado.org.au)

ADD AN AVO



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## SHOW YOUR BODY SOME LOVE

You'll probably like to know that avocados are packed full of vitamins, contain no cholesterol for a healthy heart and are great for a nutritious diet. It's no wonder avocados are one of the healthiest fruits in the world. For more fresh facts, visit [avocado.org.au](http://avocado.org.au)

[www.avocado.org.au](http://www.avocado.org.au)

ADD AN AVO



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# A focus on health – extending usage Year 2 Magazine/print



## ADD AN AVO FOR VITAMINS

As well as being absolutely delicious, Avocados are the most nutritious fruit in the world according to the Guinness Book of Records. They come jam-packed with vitamins and minerals including Vitamins A, C, E, Vitamin, Riboflavin, Niacin and Magnesium. They also happen to be rich in mono-unsaturated (good) fats that contribute to a healthy heart, particularly when they replace saturated fats in your diet. In fact, despite their distinctly creamy taste, Avocados carry the Heart Foundation Tick. So what are you waiting for?

To treat your taste buds and your body, add an avo today.

For more Avocado nutritional information and tasty recipe ideas visit [www.avocado.org.au](http://www.avocado.org.au)



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# A focus on family – new consumer segments Year 2 Magazine/print



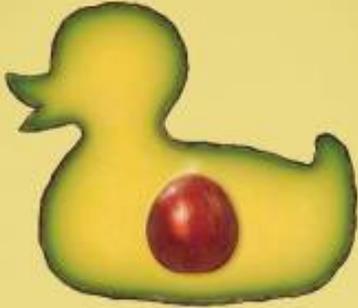
## HEALTHY FOR YOUR BABY

The avocado is a healthy vegetable and avocado makes them one of the first fruits a new born can eat. They also contain the essential nutrients and fats essential for a baby's development, and are a great source of fibre for growing tummies.

It's no wonder Avocados are one of the most mentioned fruits in the world.

[www.avocado.org.au](http://www.avocado.org.au)

ADD AN AVO  Australian Avocados

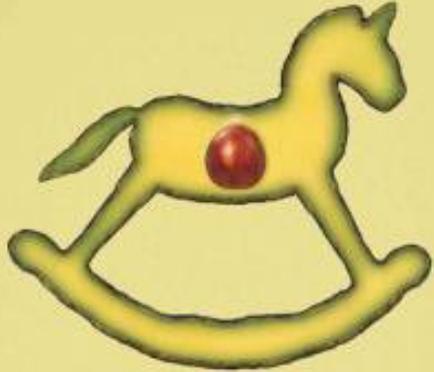


## ADD AN AVO FOR YOUR CHILD'S GROWTH

Australian Avocados are great for your little one's development. They contain over 25 essential vitamins and minerals, plus have more protein than any other fruit. They're also chock full of good mono-unsaturated fats, which are healthy for your child's heart. And to top it all off, avocados make a tasty addition to any baby meal.

[www.avocado.org.au](http://www.avocado.org.au)

ADD AN AVO  Australian Avocados



## ADD AN AVO FOR EASY KIDS MEALS



**SALISAGES BURGERS ON AVOCADO-POTATO MASH**

**Serves 4**

**Ingredients:**

- 1kg potatoes, washed and peeled
- 1 onion, washed and sliced
- 1/2 cup butter, melted
- 200g sausage mince
- 1 egg
- 1/2 cup bread crumbs
- 1/2 cup cheddar cheese, grated
- 1/2 cup tomato sauce
- 1/2 cup ketchup
- 1/2 cup mayonnaise
- 1/2 cup avocado mash
- 1/2 cup lettuce, shredded
- 1/2 cup cheese, shredded
- 1/2 cup tomato sauce
- 1/2 cup ketchup
- 1/2 cup mayonnaise

**Method:**

- Place potatoes and onion in a large pot with water to cover. Boil for 15 minutes or until very tender.
- Drain the potatoes and onion. Mash the potatoes and onion with the melted butter.
- Place the mince, egg, bread crumbs, cheddar cheese, tomato sauce, ketchup, and mayonnaise in a bowl. Mix well.
- Form the mince into 4 patties.
- Place the patties on a preheated grill or oven. Cook for 10 minutes or until the patties are cooked through.
- Place the patties on a plate with the avocado mash, lettuce, cheese, tomato sauce, ketchup, and mayonnaise.

For more easy recipe ideas, visit [avocado.org.au](http://avocado.org.au)

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# A focus on food – in the Home Year 2 Recipe Book

**ADD AN AVO**  
TO A FANTASY OF RECIPES

**Australian Avocados**

For more great recipe ideas visit [www.australianavocado.org.au](http://www.australianavocado.org.au)

**AVOCADO & CRISP FARFALLE PASTA**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 200g farfalle pasta, uncooked
- 1 avocado, peeled and cubed
- 1 onion, red, finely ground, peeled
- 1/2 cup green beans, cut into 1cm pieces
- 1/2 cup cherry tomatoes, halved
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the pasta in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the pasta, avocado, onion, green beans, cherry tomatoes, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**CHICKEN SALAD WITH MARINATED RED MULLET FILLETS**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1 cup chicken breast, cooked and cubed
- 1/2 cup red mullet fillets, marinated
- 1/2 cup green beans, cut into 1cm pieces
- 1/2 cup cherry tomatoes, halved
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the chicken in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the chicken, red mullet fillets, green beans, cherry tomatoes, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**AVOCADO, ROAST CORN DIP & SPICY BBQ PRAWNS**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1/2 cup avocado, cubed
- 1/2 cup corn, roasted
- 1/2 cup prawns, cooked and spicy
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the corn in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the avocado, corn, prawns, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**AVOCADO & BASIL BRUSCHETTA**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1/2 cup avocado, cubed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the bruschetta in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the avocado, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**ADD AN AVO FOR VITAMINS**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1/2 cup avocado, cubed
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the smoothie in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the avocado, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**CHICKEN DONUT**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1/2 cup chicken breast, cooked and cubed
- 1/2 cup avocado, cubed
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the chicken in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the chicken, avocado, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)

**AVOCADO TOASTS**

**Serves 4**  
Preparation Time: 20 minutes  
Cooking Time: 20 minutes

**INGREDIENTS:**

- 1/2 cup avocado, cubed
- 1/2 cup fresh spinach, washed
- 1/2 cup fresh basil, washed
- 1/2 cup fresh parsley, washed
- 1/2 cup fresh coriander, washed
- 1/2 cup fresh dill, washed
- 1/2 cup fresh mint, washed
- 1/2 cup fresh oregano, washed
- 1/2 cup fresh thyme, washed
- 1/2 cup fresh rosemary, washed
- 1/2 cup fresh sage, washed
- 1/2 cup fresh lavender, washed
- 1/2 cup fresh lemon balm, washed

**PREPARATION:**

1. Preheat the oven to 200°C. Cook the avocado toast in a large pot of salted water for 10 minutes. Drain and rinse with cold water. Toss with olive oil.

2. In a large bowl, combine the avocado, spinach, basil, parsley, coriander, dill, mint, oregano, thyme, rosemary, sage, lavender, lemon balm, and fresh herbs. Toss well.

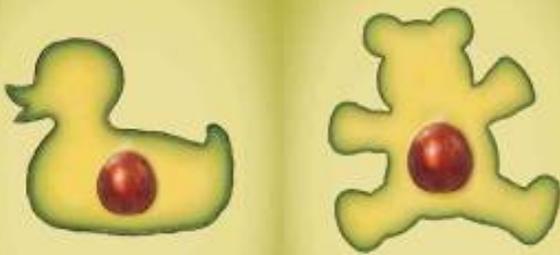
3. Serve immediately.

**NOTE:** This recipe is for 4 servings. Double the quantities for 8 servings.

[www.australianavocado.org.au](http://www.australianavocado.org.au)



# A focus on family – in the home Year 3 Recipe Book for Mums



**ADD AN AVO**  
FOR EASY KIDS MEALS

**Australian Avocados**  
The taste that makes you smile  
www.australianavocado.com.au



**ADD AN AVO**  
www.australianavocado.com.au

Avocado is a super and delicious fruit that can make an amazing addition to your diet. It's rich in healthy fats, fibre and vitamins. It's also low in calories and has a creamy texture. Avocado is a great source of potassium, which is important for heart health. It's also a good source of vitamin E, which is important for skin health. Avocado is a versatile fruit that can be used in many different ways. It can be eaten on its own, sliced, or added to salads, sandwiches, and smoothies. It's a great way to get your daily dose of healthy fats and vitamins.



**AVOCADO TOASTER**

**INGREDIENTS:**

- 1 slice of wholemeal bread
- 1 avocado
- 1 slice of cheddar cheese

**PREPARATION:**

Preheat the oven to 180°C. Cut the avocado into small cubes. Spread the avocado cubes on the bread. Bake for 10 minutes. Top with the cheddar cheese. Serve hot.

**QUICK TIPS!**

- Add a slice of ham
- Sprinkle with salt
- Top with a slice of tomato

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**THE NEW BREADCRUMBS WITH AVOCADO CRUSTED CHICKEN**

**INGREDIENTS:**

- 1 chicken breast
- 1/2 cup breadcrumbs
- 1/2 cup avocado
- 1/2 cup cheese
- 1/2 cup flour
- 1/2 cup oil

**PREPARATION:**

Preheat the oven to 180°C. Cut the chicken breast into two pieces. Mix the breadcrumbs, avocado, cheese, and flour. Dip the chicken pieces in the mixture. Fry in the oil for 10 minutes. Bake in the oven for 15 minutes. Serve hot.

**BACONED BREADS OR AVOCADO POTATO KATSU**

**INGREDIENTS:**

- 1 slice of bread
- 1 slice of avocado
- 1 slice of potato
- 1 slice of bacon
- 1 slice of cheese

**PREPARATION:**

Preheat the oven to 180°C. Cut the bread, avocado, potato, and bacon into small pieces. Mix them together. Spread the mixture on the bread. Bake for 10 minutes. Top with the cheese. Serve hot.

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



**AVOCADO TOAST WITH TOMATO AND ANCHOVIES**

**INGREDIENTS:**

- 1 slice of wholemeal bread
- 1 avocado
- 1 slice of tomato
- 1 slice of anchovy
- 1 slice of cheese

**PREPARATION:**

Preheat the oven to 180°C. Cut the bread, avocado, tomato, and anchovy into small pieces. Mix them together. Spread the mixture on the bread. Bake for 10 minutes. Top with the cheese. Serve hot.

**AVOCADO SPREAD**

**INGREDIENTS:**

- 1 avocado
- 1 slice of tomato
- 1 slice of onion
- 1 slice of garlic
- 1 slice of salt

**PREPARATION:**

Preheat the oven to 180°C. Cut the avocado, tomato, onion, and garlic into small pieces. Mix them together. Spread the mixture on the bread. Bake for 10 minutes. Top with the salt. Serve hot.

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



**ADD AN AVO FOR VITAMINS**

Avocado is a super fruit that is rich in healthy fats, fibre and vitamins. It's also low in calories and has a creamy texture. Avocado is a great source of potassium, which is important for heart health. It's also a good source of vitamin E, which is important for skin health. Avocado is a versatile fruit that can be used in many different ways. It can be eaten on its own, sliced, or added to salads, sandwiches, and smoothies. It's a great way to get your daily dose of healthy fats and vitamins.

**SELECTING THE BEST AVOCADO**

1. Look for a firm avocado that yields slightly to pressure.

2. The stem should be green and not black.

3. The skin should be dark green and not black.

4. The avocado should be ripe and not overripe.

5. The avocado should be fresh and not old.

**EASY PEELING**

1. Cut the avocado in half and remove the stone.

2. Score the skin of the avocado with a knife.

3. Dip the avocado in hot water for 30 seconds.

4. Peel the avocado with a knife.

5. Cut the avocado into small pieces.

**AVOCADO STORAGE**

1. Store avocados in a cool, dry place.

2. Do not store avocados in the refrigerator.

3. Avocados should be eaten within 2-3 days of purchase.

4. Avocados should be stored in a paper bag.

5. Avocados should be stored in a plastic bag.

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# Activating online Year 2

SUPERB IN A CRAB SALAD



ADD AN AVO.

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

GREAT WITH CHICKEN



ADD AN AVO.

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

GOOD FOR YOUR HEALTH



ADD AN AVO.

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CLICK HERE FOR MORE NUTRITIONAL INFO.



Australian Avocados

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



## WARM LAMB SALAD ON AVOCADO MINT COUSCOUS

1 cup couscous  
2 tablespoons olive oil  
grated zest and juice of 2 lemons  
500g lean lamb fillets  
2 avocados  
¼ cup chopped fresh mint  
2 tablespoons currants  
¼ cup flaked almonds, toasted  
1 tablespoon olive oil, extra

Serves 4  
Preparation time: 10 minutes  
Cooking time: 30 minutes

- Bring 276ml water to boil in a large saucepan. Sprinkle over couscous. Cover.
- Remove from heat and allow to steam for 10 minutes.
- Combine 1 tablespoon of olive oil and 2 tablespoons of lemon juice and brush over the lamb fillets.
- Char-grill or barbeque, brushing with the oil and lemon until cooked, as preferred. (medium-rare will be most tender)
- Cover with foil and allow to sit for 10 minutes.
- Dice avocados.
- When the couscous has absorbed all the liquid, gently fluff with a fork and fold in the diced avocado, mint, currants, almond, lemon zest and 1 tablespoon juice.
- Place on serving plates.
- Slice the lamb and arrange on top of couscous.
- Drizzle with the remaining lemon juice and olive oil.
- Garnish with mint leaves.

PRINT BACK NEXT

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Australian Avocados

ADD AN AVO FOR EASY KIDS MEALS



Australian Avocados

[www.avocado.org.au](http://www.avocado.org.au)



Australian Avocados

Global warming (rising temperatures worldwide) has you probably agree that winter is still as cold as ever! The folks of the Australian avocado website will take a look at the right foods for the time of year, providing state-of-the-art and some cooking ideas about raw salads. We also have some tasty new recipes for you to try.

### POTATOES FOOD ON DIE

There's a potato revolution, it's happening around the world. It's all about eating more potato and eating potato. The old notion of you'll get fat if you eat potatoes is a thing of the past. Light colors on the skin and high in fiber, it's considered a great source of fiber and potassium. Check out our new avocado recipes to make healthy winter meals here.



### CHICKPEAS IN SPICY SAUCE WITH AVOCADO SALSA

Click here to download the recipe.

### WINTERS NO REASON TO CHILL

You shouldn't use cold weather as an excuse to avoid eating. It's all about eating more avocado and eating more avocado. The old notion of you'll get fat if you eat potatoes is a thing of the past. Light colors on the skin and high in fiber, it's considered a great source of fiber and potassium. Check out our new avocado recipes to make healthy winter meals here.

- 1. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.
- 2. Stay the hell out of the cold. The best way to stay warm is to stay warm. The best way to stay warm is to stay warm. The best way to stay warm is to stay warm.
- 3. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.
- 4. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.



### MEXICAN STYLE BAKED POTATOES WITH SAUCE AND AVOCADO

Click here to download the recipe.

### THE FUTURE'S LOOKING GREENS

You'll be glad to hear we're bringing our Australian avocado website. It will include new recipes and healthy avocado information. We also provide a variety of avocado recipes and information. The Avocado website will be available to answer all your avocado related questions throughout the year.

Spring is back and it's better than ever. In this issue, we've got updates on a great competition run by the Lifestyle Food Channel. You can also check out some fantastic spring dinner tips. Or read up on exciting news about Channel 9's 'Ready Steady Cook'. But most importantly, we've got two mouth-watering avocado recipes for you to try.

### SPRING TRULY PRIZES PRODUCTIONS

The Lifestyle Food Channel has launched the online avocado contest for the best avocado recipe. You can also check out some fantastic spring dinner tips. Or read up on exciting news about Channel 9's 'Ready Steady Cook'. But most importantly, we've got two mouth-watering avocado recipes for you to try.



### Avocado & Basil Bruschetta

Click here to download the recipe.

### SPRING CLEANING DON'T JUST STOP WITH THE SPRING

- 1. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.
- 2. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.
- 3. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.
- 4. Stay up and stay hydrated. The best temperatures are not too hot or too cold and stay up and stay hydrated.



### SECRET INGREDIENT REVEALED

Channel 9's exciting new series, 'Ready Steady Cook', starts again in March. And this time, delicious Australian Avocado will be one of the stars. The show's chefs will be demonstrating unique and creative ways to use the amazingly versatile fruit. Keep an eye out for what it best has to offer.



### WARM LAMB SALAD ON AVOCADO AND LENTILS

Click here to download the recipe.

### TOP 470 TIP

When you look at the mouth-watering meals of avocado, you'll be glad to hear we're bringing our Australian avocado website. It will include new recipes and healthy avocado information. We also provide a variety of avocado recipes and information. The Avocado website will be available to answer all your avocado related questions throughout the year.



**The heat is on.**  
You'll be happy to know that the warmer weather has arrived. It's time to get ready for the hot summer months. We have some mouth-watering recipes for you to try.

**Reduce your intake of simple carbohydrates and increase complex carbohydrates.**  
By decreasing the amount of simple carbohydrates (sugar, bread, pasta, rice, etc.) you eat and increasing the amount of complex carbohydrates (whole grains, fruits, vegetables, etc.) you eat, you can improve your energy levels and overall health. This is a great way to stay healthy and fit.

**Bring it on by Joe, our resident nutritionist.**

But don't stress. This can be avoided and it's a simple matter of eating complex carbohydrates (like whole grains, fruits, and vegetables) instead of simple carbohydrates (like sugar, bread, and pasta). This is a great way to stay healthy and fit.

### Increase your hydration by 2.5L per day.

Dehydration is one of the major causes of fatigue. To keep your fluids up, you need to drink more. It's all about staying hydrated. The best way to stay hydrated is to drink more water. This is a great way to stay healthy and fit.

### Get 7-8 hours of sleep per night.

Having the correct amount of sleep is a great way of maintaining your energy levels. If you aren't getting enough sleep, you'll be tired and stressed. This is a great way to stay healthy and fit.

### B Vitamin helps increase your energy production and is fantastic for many reasons.

Increasing your energy levels is a great way of staying healthy. B vitamins are essential for many reasons. This is a great way to stay healthy and fit.

### Recommended Recipe by Joe

- 1. Avocado and Salmon Fingers
- 2. Avocado and Lentil Salad



**The ingredients for a warmer winter.**  
The warmer weather has arrived. And so have the ingredients for a warmer winter. It's all about staying healthy and fit. This is a great way to stay healthy and fit.



**Recipe 1: Avocado and Salmon Fingers**  
Ingredients: Avocado, Salmon, Lemon, Olive Oil, Salt, Pepper.  
Method: 1. Preheat oven to 200°C. 2. Cut salmon into fingers. 3. Brush with olive oil. 4. Bake for 10-12 minutes. 5. Top with avocado slices.



**Recipe 2: Avocado and Lentil Salad**  
Ingredients: Avocado, Lentils, Lemon, Olive Oil, Salt, Pepper.  
Method: 1. Preheat oven to 200°C. 2. Cook lentils. 3. Cut avocado into slices. 4. Mix with lentils and dressing.



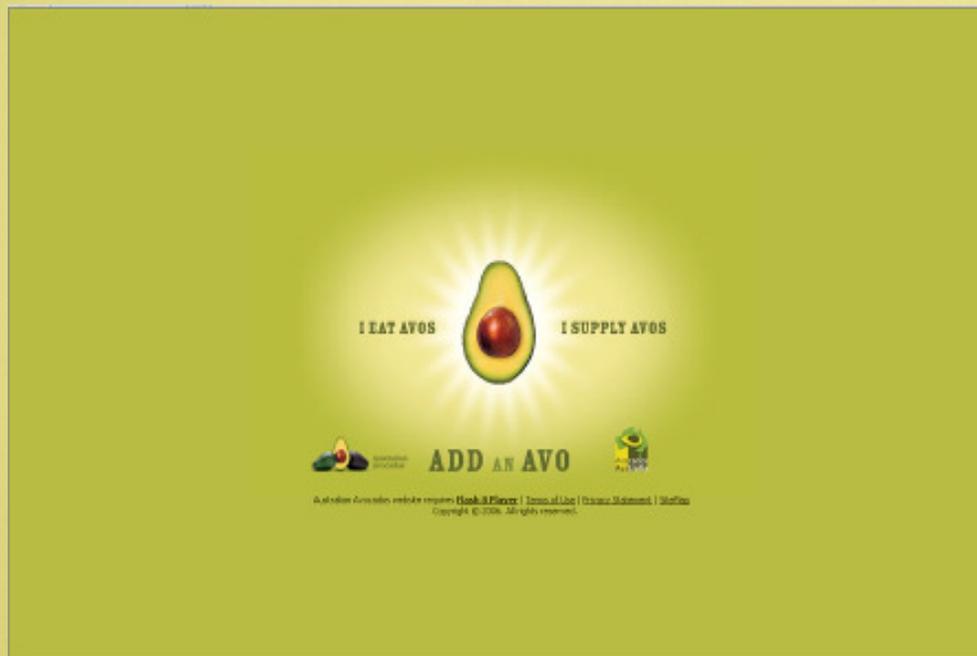
**Recipe 3: Avocado and Lentil Salad**  
Ingredients: Avocado, Lentils, Lemon, Olive Oil, Salt, Pepper.  
Method: 1. Preheat oven to 200°C. 2. Cook lentils. 3. Cut avocado into slices. 4. Mix with lentils and dressing.



Keep your eyes out for more healthy recipes that'll be on our website shortly.



# A digital evolution New & Improved



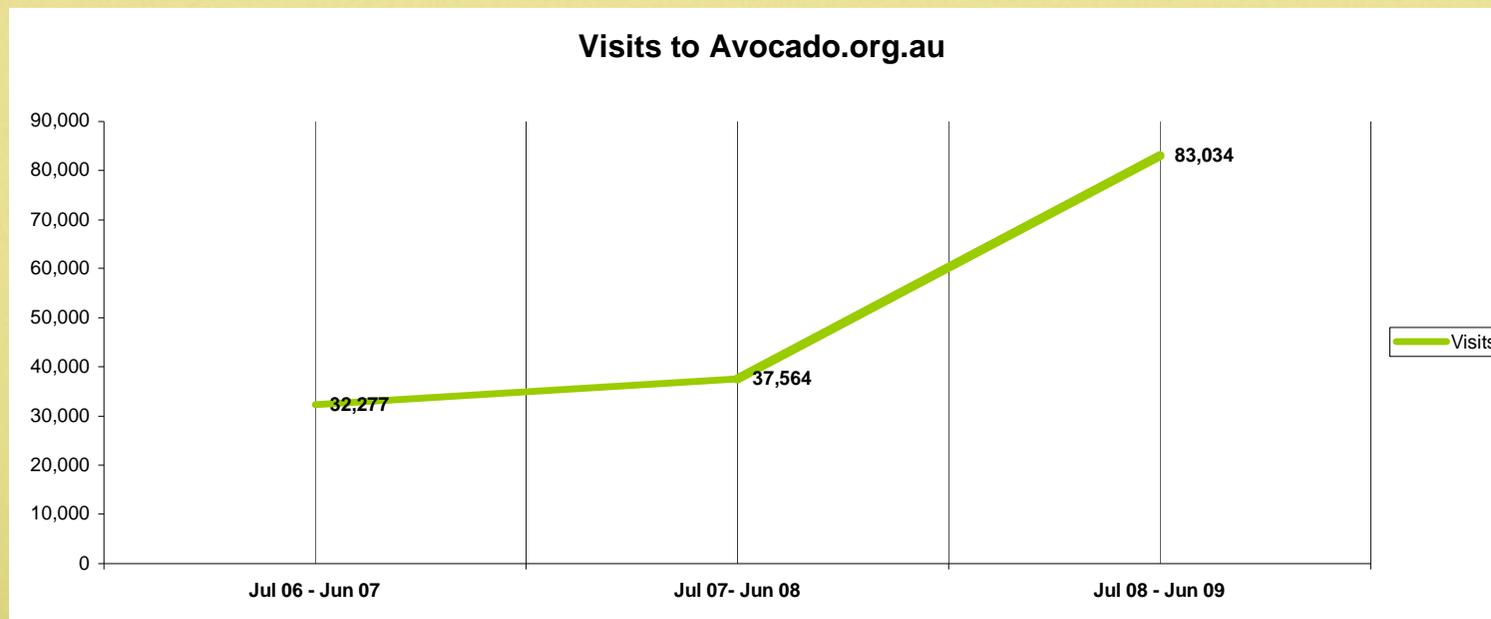
*From this*



*To this*

# 2006 / 2009 Digital Results

	Jul 06 - Jun 07	Jul 07- Jun 08	Jul 08 - Jun 09
<b>Visits</b>	32,277	37,564	83,034
<b>Pages per Visit</b>	2.1	2.14	2.86
<b>Avg. Time on Site</b>	1:29	1:34	2:22
<b>% New Visitors</b>	71.48%	75.51%	81.48%
<b>% Repeat Visitors</b>	28.52%	24.49%	18.52%



# 2006 / 2008 Digital Activity Overview





# RECIPES

Search Recipes by Category

All recipe categories

Type recipe here

Search Recipes by Keyword

Type recipe here

Search by Ingredients

RECIPE FINDER

SERVING SUGGESTIONS

SUBMIT YOUR RECIPE



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LIQUID  
INTERACTIVE



Australian  
Avocados



## NUTRITION FACTS

As the Nutritional Information label shows, there's a lot of healthy goodness inside every fresh Australian avocado. Avocados are cholesterol-free, sodium-free and low in saturated fat. They're a nutrient dense food that offers potassium, magnesium, folate, dietary fiber, riboflavin and vitamins C, E and B6.

**NUTRITIONAL FACTS**

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**NUTRITIONAL INFORMATION**

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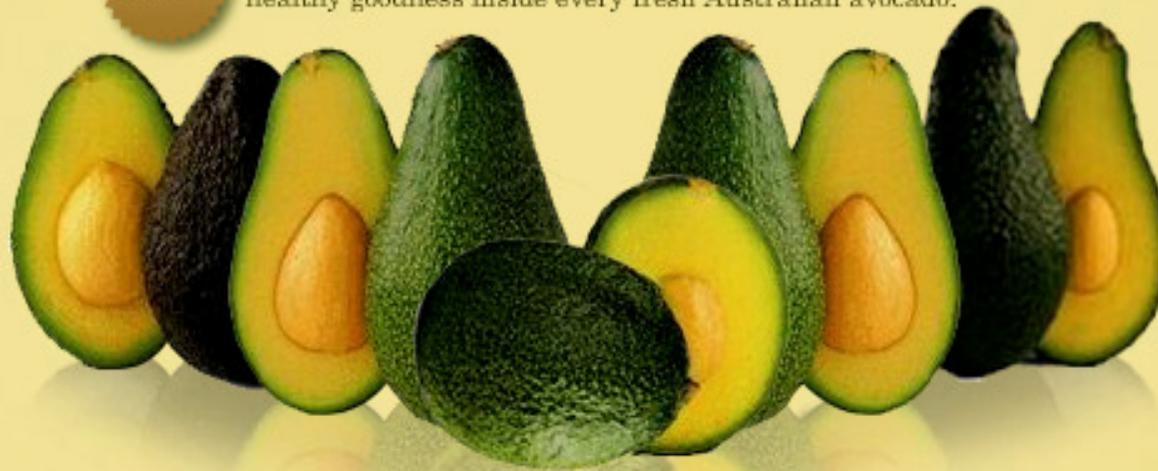


Australian  
Avocados

# VARIETIES

HASS

As the Nutritional Information label shows, there's a lot of healthy goodness inside every fresh Australian avocado.



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HISTORY **VARIETIES** SELECTING & HANDLING

HISTORY **VARIETIES** SELECTING & HANDLING



Australian  
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# 2008 / 2009 Digital Activity Overview

- 2008 we created a new HTML website
- To aid our **key strategy goal** to provide new and regular content to develop a stronger relationship with the target consumer and become a high quality and valuable resource in their eyes.
- This will support the brand value proposition of **'Health'** and **'Versatility'**



# Recipe Finder

The screenshot shows the 'Recipe Finder' section of the Australian Avocados website. At the top, the logo 'ADD AN AVO' is displayed next to an image of avocados and the text 'Australian Avocados'. Below the logo is a navigation menu with links for Home, Recipes, Feature Articles, Your Health, Mothers Group, How To, and About, along with a search bar and a RSS icon. The main content area is titled 'Recipe Finder' and includes a 'Keyword Search' input field, a 'Category Search' dropdown menu, and a 'Search' button. Below the search area, the 'Recipe of the Month' is featured as 'Avocado & Mushroom Fettuccine' with a 'View Recipe' link. The 'Recipe Search Results' section shows 'Recipes Found: 85' and lists four recipes: 'Angel Hair Pasta with Salmon and Avocado', 'Avocadamia & Pear Salad', 'Avocado & Antipasto Bread Rounds', and 'Avocado & Bacon Pizza', each with a small image and a 'View Recipe' link. To the right, the 'Quick Bites' section contains a short article about avocados' potassium content and a 'Next' link. Below that is a 'Join Us' section with a form for name, email, gender, and interests.

**ADD AN AVO** Australian Avocados

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## Recipe Finder

Keyword Search   Search ▶

**Recipe of the Month**  
Avocado & Mushroom Fettuccine [View Recipe ▶](#)

Home > Recipes > Recipe Finder

### Recipe Search Results

Recipes Found: 85

- **Angel Hair Pasta with Salmon and Avocado**  
With angel hair pasta and avocado, this quick and easy dish is truly heaven-sent.  
[View Recipe ▶](#)
- **Avocadamia & Pear Salad**  
This sure-to-impress unique salad is great for summer entertaining.  
[View Recipe ▶](#)
- **Avocado & Antipasto Bread Rounds**  
Great for entertaining, this recipe is sure to impress.  
[View Recipe ▶](#)
- **Avocado & Bacon Pizza**  
Pizza has never been as delicious as this unique combination.  
[View Recipe ▶](#)

### Quick Bites

Avocados are a healthy food with 50% more potassium than bananas.

[Next](#)

### Join Us

Stay updated on the latest news from Australian Avocados by entering your details in the form below.

Name:

Email:

Male  Female

I'm interested in:

Health & Nutrition

# Recipe Page

Home > Recipes > Recipe Finder

## Angel Hair Pasta with Salmon and Avocado

Serves: 4  
Prep Time: 15 minutes  
Cook Time: 40 minutes

350g dried angel hair pasta  
400g fresh salmon fillets or steaks  
Olive Oil  
2 ripe avocados  
Lemon juice  
2 cups Dijon beurre blanc (recipe follows)  
1/3 cup black olives, pitted and sliced  
Fresh dill or basil, chopped

**Dijon beurre blanc (Mustard Butter Sauce):**  
3/4 cup water  
1/3 cup finely sliced shallots or small onions  
1/2 teaspoon white pepper  
3/4 teaspoon salt  
1/2 cup white wine vinegar  
2 tablespoons cream  
1 tablespoon Dijon mustard  
600-700g unsalted butter, at room temperature



- In a stainless steel saucepan combine the water, shallots, pepper, salt and vinegar.
- Bring to the boil and simmer very gently for 20 minutes, adding a little extra water if it dries up.
- Pass through a fine nylon strainer into a small saucepan, forcing the onion through. There should be about 1/3 cup. Add the cream and mustard and place on a very low heat.
- Cut the butter into cubes and one by one whisk them into the sauce until you have a smooth, creamy sauce. Press plastic wrap onto the surface of the sauce to prevent skinning or separating, and set aside, keeping warm.
- Bring a large pan of salted water to the boil. Add the pasta and cook to al dente, about 7 minutes. Drain, toss with a few teaspoons of olive oil and set aside.
- Cook the salmon in a lightly oiled nonstick pan over high heat, for about 1 1/2 minutes on each side, until seared on the surface and still pink inside. Remove and let rest while you prepare the avocado.
- Cut avocados into small cubes and toss gently in a bowl with lemon juice, black olives and chopped herbs.
- Gently stir the butter sauce through the drained pasta, and carefully fold in the avocado mixture and the salmon cut into bite-sized cubes.
- Serve into warmed bowls and garnish with sprigs of fresh herbs.

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# Ask Zoe

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Recipe Finder

## ADD AN AVO FOR YOUR HEALTH

Home > Feature Articles > Ask Zoe

### Ask Zoe

If you want to know more about the many benefits of an avocado-rich diet, just ask our resident Nutritionist, Zoe. Simply fill in your details and submit your question.

Name:

Email:

Question:

Keep my name anonymous

Male  Female

I'm interested in:

Health & Nutrition  Entertaining Solutions

Easy Everyday Ideas  Health for my Family

[Click here to subscribe to our Email list](#)

#### Submit Your Own Recipes

If you know how to work culinary magic with an avocado, send us your best recipes for a chance to have them published on the website.

#### 30 WAYS IN 30 DAYS

To feel revitalised

[Click here to find out how to feel revitalised](#)

#### Downloads

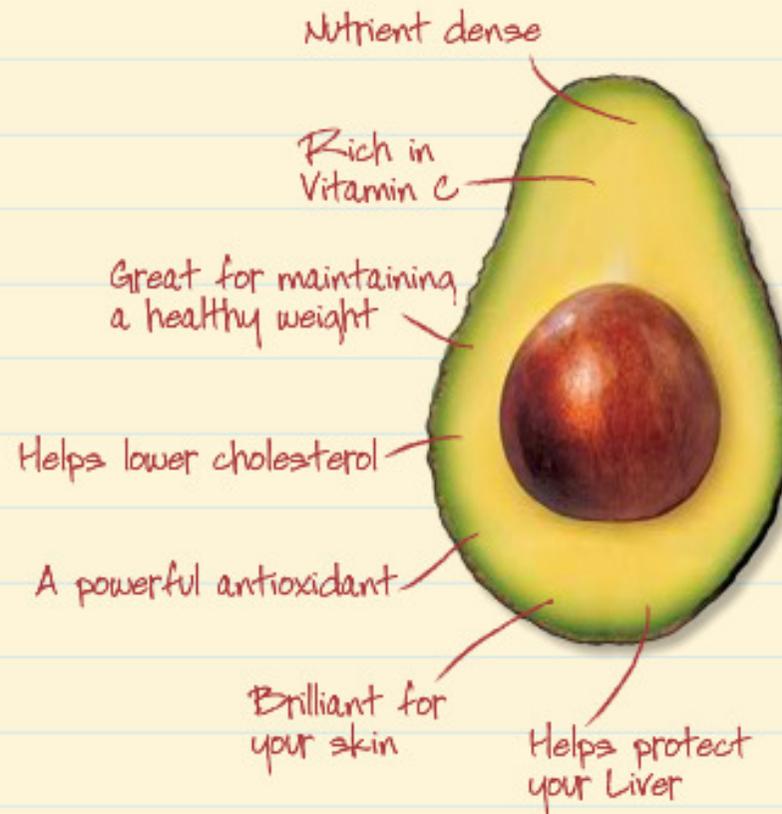
Add an Avo recipe book to your collection. Download a booklet filled with great ideas for everyone's tastes.



# 2009 / 2010 Digital Activity Overview

## An Avocado's Nutritional Information

Click on a topic for more information



# Interactive Recipes

## ‘Comment’ functionality

## ‘Rate this Recipe’

- Gauge recipes based on feedback
- Prior to commenting, ask users to opt-in to database

## ‘SMS Shopping List’

- Sends users a list of the ingredients they will need to make the recipes
- Builds the database

## ‘Recipe Book’

- Allows users to save their favourite recipes
- With regularly updated recipes, encourages return visits

Home > Recipes > Recipe Finder > Lamb burger with avocado and chilli jam

### Lamb burger with avocado and chilli jam

Average User Rating: ★★★★★

Serves: 4  
Prep Time: 15 minutes  
Cook Time: 15 minutes

480g Lean lamb mince  
1 med size Brown onion (peeled and diced)  
½ bunch Flat leaf parsley (chopped)  
½tsp Lemon zest  
Salt and pepper to taste  
2 Avocados  
2tsp Lemon juice  
2tbsp Plain yoghurt (greek style is best)  
½ bunch Mint (chopped)  
1 Tomato, sliced  
4tbsp Chilli jam (or sweet chilli sauce)  
4 Damper rolls

- In a bowl, combine mince, onion, parsley, lemon zest and seasoning.
- Form mixture into four burger patties and cook in a fry pan, under the grill or on the BBQ.
- Cut avocado in half, remove seed and skin, cut flesh into chunks, drizzle with lemon juice, add yoghurt, mint and season with salt and pepper then set aside.
- Toast the rolls lightly, place patty, chilli jam, tomato, avocado mix into the rolls and serve.

**Tip:**  
You can use soft rolls or burger buns instead of the damper rolls.

Add to my Recipe Book | Rate this Recipe | Conversion Table | Send to a Friend | Print

#### No Comments

Leave a comment

Comment:

Post your Comment ▶

# Talk to an Expert

INDUSTRY MEDIA MARKETING SUPPLY CHAIN DIRECTORY

ADD

Home Recipes Resources Nutrition Mothers Group How To Lifestyle

Recipe Finder

Keyword Search

Category Search

Recipe of the Month

Warm Lamb Salad on Avocado Mint Couscous View Recipe

Home > Resources > Talk to an expert

## Talk to an Expert

Welcome to Talk to an Expert. This section is a space for you to get into direct contact with nutrition and other experts across different lifestyle areas.

New topics will be posted regularly for you to comment or ask questions in. In addition to topics posted by the experts, you can comment and ask questions of other Avocados Australia website members. Experts will only be available for 2 months from when a topic is opened, but all the topics will stay open for members to comment and ask questions amongst each other. In addition to talking directly to the experts, they will also ensure that any information discussed by website members is accurate. Being authorities in their subject areas, the experts will aim to clarify any untrue or misleading information.

There are general guidelines to Talk to an Expert such as no inappropriate language and no advertising by other members. All of the topics will be moderated by an administrator to maintain the quality of the site.

Zoe has recently written her first book called Eat Taste Nourish published by New Holland, covering nutrition, lifestyle and cooking. It focuses on functional nutrition information and fantastically healthy food made the easy way.

So take a look at Talk to an Expert and remember, you can always let us know what you think on the [Your Feedback](#) page.

Click here to find out how to feel revitalised

## How to grow Avocados

Who better to kick off Talk to an Expert than Avocados Australia CEO Antony Allen, in our first topic of 'How to Grow'?

So how do you grow avocados? Have you discovered any tips or tricks? Try out Talk to an Expert and see what others are doing or ask a direct question about growing avocados to Antony.

2 Comments

Antony - on 29 June 2008

Hi Everyone - I'm Antony Allen, CEO of Avocados Australia. Welcome to one of the new website sections, Talk to an Expert. For July and August I'll be helping to host a discussion around how to grow avocados. I have been CEO at Avocados Australia for 7 years and working in horticulture for over 15 years, my background is as a horticulturalist.

Currently avocado orchards are found in Queensland, New South Wales, South Australia, Victoria, Western Australia and Tasmania by growing in a range of climates in Australia we are able to naturally produce avocados year round for our consumers.

On our website, you will see that I have put the best techniques about growing an avocado at home. If you have any other questions, comments, tips and tricks you've discovered, please do post them online. It would be great to even read about any of your experiences growing avocados. I will endeavor to answer your questions and clarify your queries where I can.

Happy growing!

Antony

marcrose - on 04 July 2009

Hi Antony,  
I am a new member of the group and hoping to grow avocados in my back garden. What would be the best type for Eyre Peninsula, South Australia?

Do I need a pollinator - if so what do you recommend? I am only thinking of 2 trees?

My soil is quite alkaline would I need to improve it?

Regards, Marc

## Quick Bites

Avocados contain more than 25 essential vitamins and minerals.

Next

## Ask Zoe

Avocados are great for your health. If you want to know more about good health, ask Zoe our resident nutritionist.

Ask Zoe

## Kids in the Kitchen

A talk smoothie or some lucky toast? Let your kids have fun in the kitchen too.

View Recipes

## Join eNews

Stay updated on the latest news from Australian Avocados by entering your

# Kids in the Kitchen

Simple picture based, print-friendly recipes using avocado, for children themselves to make.



Ants have never tasted so good.



He might not be able to swim very well, but at least he'll taste good.



How much can you stuff in?



Cheese hair, a mushroom nose... what's on your face?



Green...mean... and furiously delicious



The luckiest kind of toast



# Easy Meal Solutions WIDGET

- Widgets used by businesses globally, such as *Kraft* and *Huggies* - **keep consumers engaged** with a brand.
- Opportunity to show **product versatility** and establish **regular product use**.

Easy Meal Solutions

ADD AN AVO Australian Avocados

AVO RECIPES ALARM MY RECIPES

IT'S LUNCHTIME!  
WHY NOT  
ADD AN AVO  
TO YOUR SALAD

Today's Easy Meal Solutions.

1 Chicken and Avocado Burritos  
View Recipe ▶

2 Avocado Mouse  
View Recipe ▶

For other ideas...

Search Keywords

Category Search ▶

Your next alarm is set for **7.45am.**  
**Alarm Description:** Get a recipe for mum coming round on Tuesday. She said he wanted something healthy.

Settings Send to a Friend www.avocado.org.au

# Easy Meal Solutions WIDGET

**Recipes** (from the current Australian Avocados recipe database) – images, videos, information which they can also Send-to-a-Friend

**SMS Shopping lists** – of items needed for the meals/recipes chosen

A **'My Recipes'** of personal favourite recipes

**Direct access to consumers** without them having to return to the website – keeps Australian Avocados top of mind.

Easy Meal Solutions

ADD AN AVO  Australian Avocados

AVO RECIPES ALARM MY RECIPES

**Today's Easy Meal Solutions.**

**1** Chicken and Avocado Burritos  [View Recipe ▶](#)

**2** Avocado Mouse  [View Recipe ▶](#)

IT'S LUNCHTIME!  
WHY NOT  
ADD AN AVO  
TO YOUR SALAD

For other ideas...

Search

Category  [Search ▶](#)

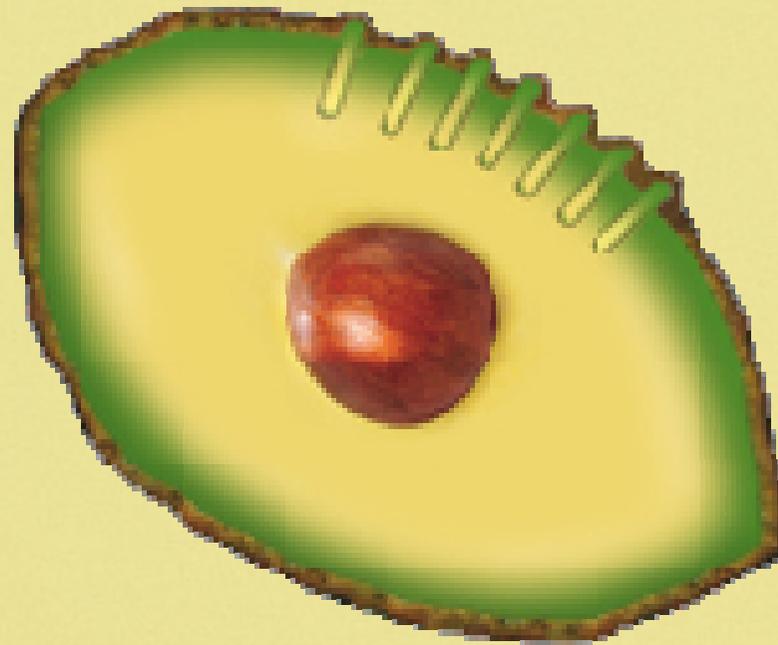
Your next alarm is set for **7.45am**.  
**Alarm Description:** Get a recipe for mum coming round on Tuesday. She said he wanted something healthy.

 Settings  Send to a Friend [www.avocado.org.au](http://www.avocado.org.au)

# SEO, Database and Email Marketing

- SEO was incorporated to improve rankings in major search engines. **Since 2006 35% of traffic has come directly from Google**
- EDM has gone from **Quarterly to Monthly Distribution** in 2009.
- Current database has approximately **8,300** contacts with various fields of information.

# ADD AN AVO TO YOUR FOOTY FINAL PARTY



**IMPACT**  
communications australia

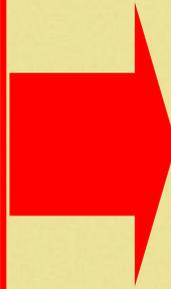


Australian  
Avocados

# ADD AN AVO TO FOOTY FINALS STRATEGIC VISION

## ***The American Experience***

- Promotion started in 90's & built over 20 years
- Now 'guac' & Super Bowl go hand-in-hand
- Even Martha Stewart writes on the 'guac' tradition
- 10m kilo of avocados consumed on Super Bowl Sunday
- Equivalent to putting 30 x 250g avocados on every seat at the NRL Grand Final
- Super Bowl 'at-home party day' of the year with average of 18 guests
- US campaign integrates celebrity spokespeople, radio ads, POS, PR, in-store events & sampling



## ***The Australian Strategy***

- Carve out a unique space/occasion that that requires planned avocado purchase(s)
- Adapt US experience by creating a genuine link with NRL & at-home footy parties
- Create milestones building to finals (reverse of US)
- Target MGBs plus 'snackers'
- Aim to leverage perception to make avocados routine for entertaining & at-home use
- First year in long term campaign.

***We're creating the Australian experience from scratch***

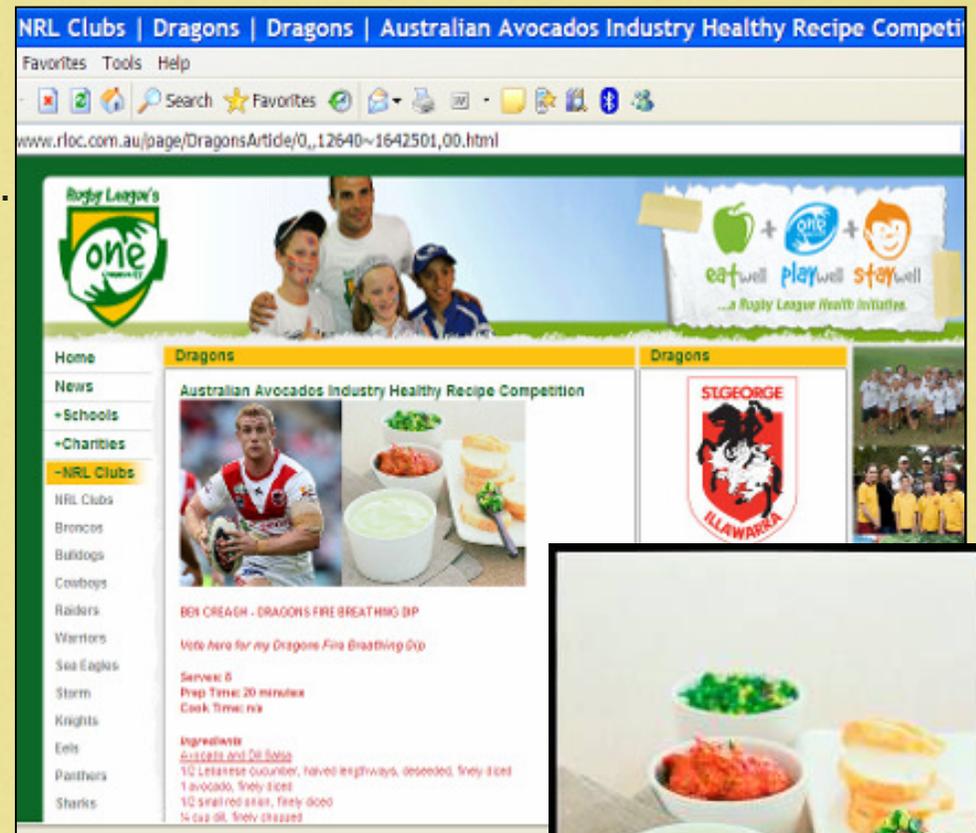
# AVOCADOS: OFFICIAL PARTNER OF RUGBY LEAGUE'S ONE COMMUNITY

- Deliberately formed partnership with NRL One Community to gain kudos from 'good will' initiatives
- NRL & One Community set nutrition campaigns as priority in 2009. Aims to tackle childhood obesity with one in four children overweight & number of obese boys doubling in past 10 years.
- Australian Avocados sole partner. As an Official Partner of Rugby League's One Community, Avocados Australia receives:
  - Acknowledgement as a partner on the One Community website
  - Use of the One Community and/or Eat Well, Play Well, Stay Well (EWPWSW) logo on approved media releases, recipe cards and flyers.
  - Branding, advertising and/or competition information in EWPWSW brochure sent to registered jnr rugby league players
  - Opportunities to run joint promotions targeting mothers and female rugby league fans re at-home entertaining
  - Eric the Eel (Parramatta Mascot) solely eats avocados



# 'EAT WELL, STAY WELL, PLAY WELL' AVOCADO RECIPE COMPETITION

- Hosted on Rugby League's One Community Website
- Utilizes a first grade player ('health ambassador') from each of the 16 NRL clubs.
- Each player allocated avocado recipe to champion during the football season, eg:
  - Dragon's Ben Creagh's 'Fire Breathing Dip'
  - Bulldog's Michael Hodgson 'Bulldogs Bruschetta'
- Footy fans vote on the best recipe to win Grand Final tickets (funded by NRL) and cash for the club's One Community program
- Again, need to create enthusiasm for avocado comp at Club level. Set a KPI for 80% club involvement, surpassed at 94%.



# WHO'S LEADING THE NRL AVO LADDER?

RANKING	% VOTE
1.Bulldogs: Bulldogs Bruschetta	25%
2.Dragons: Fire Breathing Dip	18%
3.Eels: Swirling Sausages	13%
4.Cowboys: Lasso Chicken	8%
5.Rabbitohs: Red & Green Army Salad	5%
6.Storm: Storm's Spuds	4%
7.Broncos: Bucking Bread Rounds	4%
8.Roosters: Chicken Sticks	3%
9.Wests Tigers: Tiger Prawn Bites	3%
10.Knights: Novocastrian Sandwich	3%
11.Titans: Titans Pies	3%
12.Sea Eagles: Sea Eagles Salsa	2%
13.Panthers: Panthers' Pasta	2%
14.Sharks: Shark Bites	2%
15.Raiders: Green Machine Ice Cream	2%
16.Warriors: Pacific Pattie Burger	2%

- Target of 20 votes per week
- Currently running at more than almost 833 votes; approx 80 votes per a week

*"I love Avocados this much is true/ with potatoes and a spicy kick, / it's a winner through & through"*

**Melbourne Storm Fan**

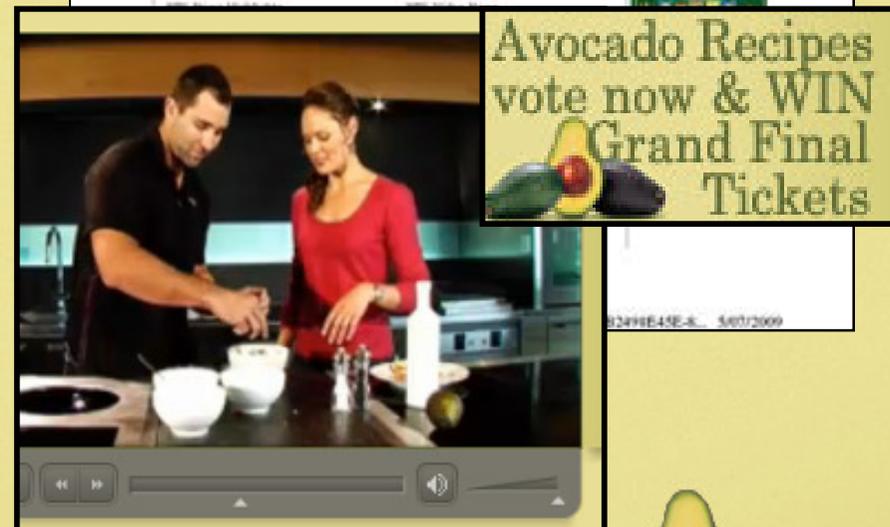
*"Because its got yummy avocado. Healthy and RED and GREEN like me!"*

**Rabbitohs Fan**



# DRIVING TRAFFIC TO THE RECIPE COMPETITION

- Click through button on:
  - 2 x NRL's "Insider" e-newsletters distributed to 300,000
  - All 16 x NRL Club Websites (value of \$20,000+ per month)
  - So far button has appeared 2.75 million times
  - integrated with avocado.org.au
  - IMPACT secured Cronulla Shark, Ben Ross for online video with Zoe Bingley-Pullin



# MEDIA RELEASE & PR ACTIVITY

- Media releases calling on fans to vote for their favourite recipe & announcing the competition
- Launched on Channel 9's Today Show via a series of 6 live weather crosses by Steve Jacobs from the Penrith Panthers
  - Footage featured junior players breakfasting on avocado wraps with first grade player, Adam Woolnough & Zoe Bingelly-Pullin
  - Focus was on importance of healthy eating and avocados link to the NRL
  - Live crosses equated to \$300,000 in advertising value



# MEDIA RELEASE & PR ACTIVITY

## the prince of guacamole



- Issued 15 tailored releases for use at grass roots and club level
- KPI of localised 16 articles for tailored release (one per club).
- To date 40 clips across campaign. Focus now on spreading coverage across the club network with extra 'predictions release'.
- Media coverage included: *The Toasted TV* (filming 28 July), *Penrith Press*



- Coverage will continue until finals in September when recipe comp ends
- Built credibility of avo/football link via sports media & targeting MGBs
- Player involvement highly attractive to all media
- At-home entertaining message carried across all activity



Australian Avocados

<b>NORTH QUEENSLAND COWBOYS</b> P T O B P S 8 5 0 22 7 4 0 16 <b>Matt BOWEN 1</b> <b>Ben FARRAR 2</b>		<b>ST GEORGE ILLAWARRA DRAGONS</b> P T O B P S 1 0 0 0 2 0 0 0 <b>Uarius BOYD 1</b> <b>Drew MORRIS 2</b>	
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<b>PENRITH PANTHERS</b> P T O B P S 1 2 0 0 <b>Jaime SAMMUT 1</b> <b>Geoff DANIELA 2</b>		<b>CRONULLA-SUTHERLAND SHARKS</b> P T O B P S 1 0 0 0 <b>Bronx GOODWIN 1</b> <b>David SIMMONS 2</b>	
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<b>WARRIOR RUGBY</b> P T O B P S 1 0 0 0 <b>1 0 0 0</b>		<b>WARRIOR RUGBY</b> P T O B P S 1 0 0 0 <b>1 0 0 0</b>	
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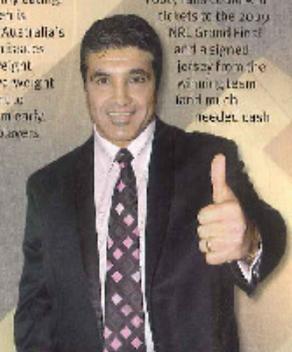
Uniting the Rugby League family to make a positive difference to people's lives

# MESSAGE FROM MARIO

With almost one in four Australian children overweight or obese, Australian avocados growers have joined forces with the NRL's One Community program to help a footy fan's health from the about healthy eating.

Obesity in children is emerging as one of Australia's most serious health issues and because overweight children become overweight adults it is important to address this problem early.

It's not just NRL players who need to eat a healthy and active lifestyle - it's important for everyone. That's why in 2009 we've launched our *eat well, play well, stay well* program. Through One Community, the NRL is focusing on using the profits of the game to reduce the incidence of childhood obesity.



**Mario Fenech**  
One Community Ambassador

You can check out all the recipes at [rugbyleague.com.au/onecommunity](http://rugbyleague.com.au/onecommunity)

**ADD AN AVO**

Round 10 LITTLE LEAGUE 2009 5

<b>PENRITH PANTHERS</b> P T O B P S 1 2 0 0 <b>Jaime SAMMUT 1</b> <b>Geoff DANIELA 2</b>		<b>CRONULLA-SUTHERLAND SHARKS</b> P T O B P S 1 0 0 0 <b>Bronx GOODWIN 1</b> <b>David SIMMONS 2</b>	
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<b>WARRIOR RUGBY</b> P T O B P S 1 0 0 0 <b>1 0 0 0</b>		<b>WARRIOR RUGBY</b> P T O B P S 1 0 0 0 <b>1 0 0 0</b>	
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Uniting the Rugby League family to make a positive difference to people's lives

# HEALTHY RECIPE COMPETITION

Who knew so many kids out there aren't healthy and they should be, with the help of Australian avocados growers. NRL's One Community program is helping young heroes learn how to eat healthy eating.

It's not just NRL players who need to eat a healthy and active lifestyle - it's important for everyone. That's why in 2009 we've launched our *eat well, play well, stay well* program.

Forty fans could win tickets to the 2009 NRL Grand Final and a signed jersey from the winning team by voting for their favourite avocados recipe.

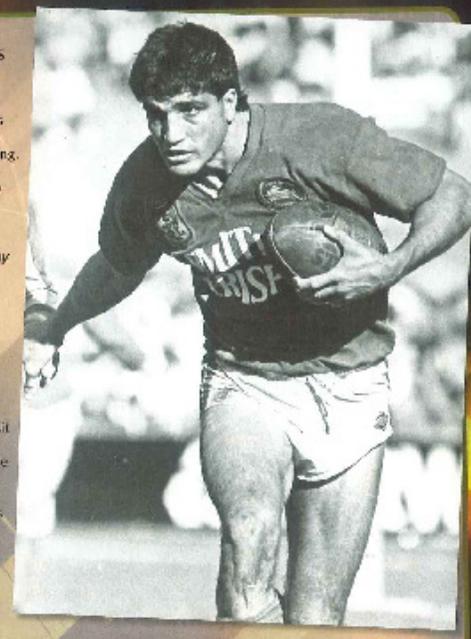
If you're not voting, we're looking for the ways that you can use avocados at home with your family. Just like our NRL players do.

**Mario Fenech**  
One Community Ambassador

You can check out all the recipes at [rugbyleague.com.au/onecommunity](http://rugbyleague.com.au/onecommunity)

**ADD AN AVO**

Round 10 LITTLE LEAGUE 2009 5



<b>TELSTRA PREMIERSHIP</b> Panthers vs Sharks Points For: 174 vs 177 Tries: 10 vs 11 <b>ATTACK</b> Tries: 27 vs 12 Conversions: 7 (85%) vs 0 (0%) Drop Goals: 1 (100%) vs 1 (100%) Penalties: 4 (80%) vs 0 (0%)	
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<b>DEFENCE</b> Tries: 27 vs 12 Tackles: 14 (52%) vs 22 (73%) Missed Tackles: 7 (27%) vs 5 (16%) Penalties: 6 (23%) vs 3 (10%)	
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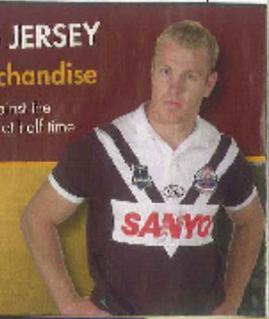
<b>MATCH AVERAGES</b> Points: 3.4 vs 2.4 Tries: 2.4 vs 0.8 Conversions: 21.4 vs 0.0 Drop Goals: 20.0 vs 25.0 Penalties: 10.7 vs 16.2 Missed Tackles: 3.0 vs 3.0 Tackles: 12.0 vs 17.0 Line Breaks: 1.5 vs 1.0 Tries Allowed: 13.9 vs 10.4 Penalties: 4.4 vs 3.3 Line Breaks: 8.9% vs 7.5%	
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<b>WARRIOR RUGBY</b> Round 10, Sharks vs Panthers Round 11, Sharks vs Panthers Round 12, Sharks vs Panthers Round 13, Sharks vs Panthers Round 14, Sharks vs Panthers Round 15, Sharks vs Panthers Round 16, Sharks vs Panthers Round 17, Sharks vs Panthers Round 18, Sharks vs Panthers Round 19, Sharks vs Panthers Round 20, Sharks vs Panthers Round 21, Sharks vs Panthers Round 22, Sharks vs Panthers Round 23, Sharks vs Panthers Round 24, Sharks vs Panthers Round 25, Sharks vs Panthers Round 26, Sharks vs Panthers Round 27, Sharks vs Panthers Round 28, Sharks vs Panthers Round 29, Sharks vs Panthers Round 30, Sharks vs Panthers Round 31, Sharks vs Panthers Round 32, Sharks vs Panthers Round 33, Sharks vs Panthers Round 34, Sharks vs Panthers Round 35, Sharks vs Panthers Round 36, Sharks vs Panthers Round 37, Sharks vs Panthers Round 38, Sharks vs Panthers Round 39, Sharks vs Panthers Round 40, Sharks vs Panthers Round 41, Sharks vs Panthers Round 42, Sharks vs Panthers Round 43, Sharks vs Panthers Round 44, Sharks vs Panthers Round 45, Sharks vs Panthers Round 46, Sharks vs Panthers Round 47, Sharks vs Panthers Round 48, Sharks vs Panthers Round 49, Sharks vs Panthers Round 50, Sharks vs Panthers Round 51, Sharks vs Panthers Round 52, Sharks vs Panthers Round 53, Sharks vs Panthers Round 54, Sharks vs Panthers Round 55, Sharks vs Panthers Round 56, Sharks vs Panthers Round 57, Sharks vs Panthers Round 58, Sharks vs Panthers Round 59, Sharks vs Panthers Round 60, Sharks vs Panthers Round 61, Sharks vs Panthers Round 62, Sharks vs Panthers Round 63, Sharks vs Panthers Round 64, Sharks vs Panthers Round 65, Sharks vs Panthers Round 66, Sharks vs Panthers Round 67, Sharks vs Panthers Round 68, Sharks vs Panthers Round 69, Sharks vs Panthers Round 70, Sharks vs Panthers Round 71, Sharks vs Panthers Round 72, Sharks vs Panthers Round 73, Sharks vs Panthers Round 74, Sharks vs Panthers Round 75, Sharks vs Panthers Round 76, Sharks vs Panthers Round 77, Sharks vs Panthers Round 78, Sharks vs Panthers Round 79, Sharks vs Panthers Round 80, Sharks vs Panthers Round 81, Sharks vs Panthers Round 82, Sharks vs Panthers Round 83, Sharks vs Panthers Round 84, Sharks vs Panthers Round 85, Sharks vs Panthers Round 86, Sharks vs Panthers Round 87, Sharks vs Panthers Round 88, Sharks vs Panthers Round 89, Sharks vs Panthers Round 90, Sharks vs Panthers Round 91, Sharks vs Panthers Round 92, Sharks vs Panthers Round 93, Sharks vs Panthers Round 94, Sharks vs Panthers Round 95, Sharks vs Panthers Round 96, Sharks vs Panthers Round 97, Sharks vs Panthers Round 98, Sharks vs Panthers Round 99, Sharks vs Panthers Round 100, Sharks vs Panthers	
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<b>SPORTS BETTING</b> Telstra Premiership <b>BEST HEAD TO HEAD WINS</b> 100% SHARKS 6 at 14/10/09 100% SHARKS 4 at 14/10/09	
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<b>WARRIOR RUGBY</b> Round 10, Sharks vs Panthers Round 11, Sharks vs Panthers Round 12, Sharks vs Panthers Round 13, Sharks vs Panthers Round 14, Sharks vs Panthers Round 15, Sharks vs Panthers Round 16, Sharks vs Panthers Round 17, Sharks vs Panthers Round 18, Sharks vs Panthers Round 19, Sharks vs Panthers Round 20, Sharks vs Panthers Round 21, Sharks vs Panthers Round 22, Sharks vs Panthers Round 23, Sharks vs Panthers Round 24, Sharks vs Panthers Round 25, Sharks vs Panthers Round 26, Sharks vs Panthers Round 27, Sharks vs Panthers Round 28, Sharks vs Panthers Round 29, Sharks vs Panthers Round 30, Sharks vs Panthers Round 31, Sharks vs Panthers Round 32, Sharks vs Panthers Round 33, Sharks vs Panthers Round 34, Sharks vs Panthers Round 35, Sharks vs Panthers Round 36, Sharks vs Panthers Round 37, Sharks vs Panthers Round 38, Sharks vs Panthers Round 39, Sharks vs Panthers Round 40, Sharks vs Panthers Round 41, Sharks vs Panthers Round 42, Sharks vs Panthers Round 43, Sharks vs Panthers Round 44, Sharks vs Panthers Round 45, Sharks vs Panthers Round 46, Sharks vs Panthers Round 47, Sharks vs Panthers Round 48, Sharks vs Panthers Round 49, Sharks vs Panthers Round 50, Sharks vs Panthers Round 51, Sharks vs Panthers Round 52, Sharks vs Panthers Round 53, Sharks vs Panthers Round 54, Sharks vs Panthers Round 55, Sharks vs Panthers Round 56, Sharks vs Panthers Round 57, Sharks vs Panthers Round 58, Sharks vs Panthers Round 59, Sharks vs Panthers Round 60, Sharks vs Panthers Round 61, Sharks vs Panthers Round 62, Sharks vs Panthers Round 63, Sharks vs Panthers Round 64, Sharks vs Panthers Round 65, Sharks vs Panthers Round 66, Sharks vs Panthers Round 67, Sharks vs Panthers Round 68, Sharks vs Panthers Round 69, Sharks vs Panthers Round 70, Sharks vs Panthers Round 71, Sharks vs Panthers Round 72, Sharks vs Panthers Round 73, Sharks vs Panthers Round 74, Sharks vs Panthers Round 75, Sharks vs Panthers Round 76, Sharks vs Panthers Round 77, Sharks vs Panthers Round 78, Sharks vs Panthers Round 79, Sharks vs Panthers Round 80, Sharks vs Panthers Round 81, Sharks vs Panthers Round 82, Sharks vs Panthers Round 83, Sharks vs Panthers Round 84, Sharks vs Panthers Round 85, Sharks vs Panthers Round 86, Sharks vs Panthers Round 87, Sharks vs Panthers Round 88, Sharks vs Panthers Round 89, Sharks vs Panthers Round 90, Sharks vs Panthers Round 91, Sharks vs Panthers Round 92, Sharks vs Panthers Round 93, Sharks vs Panthers Round 94, Sharks vs Panthers Round 95, Sharks vs Panthers Round 96, Sharks vs Panthers Round 97, Sharks vs Panthers Round 98, Sharks vs Panthers Round 99, Sharks vs Panthers Round 100, Sharks vs Panthers	
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PORT

Fenech about avocados

official line with 00



# BIG LEAGUE SUPPORT

- Avocados featured in nine of 16 pages of new junior rugby magazine.
- Distribution of 70,000
- Feature included by-lined article drafted on behalf of Zoe Bingley-Pullin
- Zoe's involvement added credibility to the overall program

**Kicking Goals from the Inside Out!**  
with Nutritionist Zoe Bingley Pullin

**Zoe** "Active kids need fat to grow and develop their bodies. Making sure you are getting the right amount of the right fat is the key".

**Why eat healthy snacks?**  
They give you energy to live, learn, and be active. When you're active, you need to eat healthy snacks for energy to live, learn and play. Your snacks should provide nutrients and energy to your body and ensure that a variety of foods is well balanced diet.

Choose a range of food from the following groups:

- Protein:** Used to build and repair cells in the body, protein can be found in dairy products, meat, seafood, eggs, nuts, legumes, grains and cereals.
- Carbohydrates:** Fueling the brain and muscles, carbohydrates can come from breads, cereals, potatoes, rice, pasta, legumes (beans) or fruit.
- Fats:** Fueling the body with reserves of energy, fat is important for how the cells, it can be found in oils, butter, margarine, full cream dairy products, nuts, seeds and avocados.

**The different types of fat**

**Why do you need 'Good Fat'?**  
Good fat will help your body absorb vitamins and develop your brain cells and nervous system. It will make you feel full faster, so you won't need to eat as much. But knowing that there are 2 main types of fat is very important.

**The Good Fat:** (include Dairy) Unsaturated fats can be found in pasta and fruit. It will help you grow. Avocados are a great source of good fats and taste good too! A great snack is an avocado and chicken sandwich.

**The Bad Fat:** (Saturated) Saturated fats increase your cholesterol levels and have a negative effect on your heart. It can be found in butter, margarine, milk and cream. Eat in moderation.

**The Ugly Fat:** Trans fats are the worst type of fat you can eat. It increases cholesterol levels in the blood and is bad for your heart. It is found in hard processed snack foods in fast food shops and chips - Eat rarely for special occasions only. These are what we call **SOMETIMES** foods.

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

**Ben Creagh's Dragons**

## Fire Breathing DIP

Avocado Dip Trio served with crusty bread

Serves: 8  
Prep Time: 20 minutes Cook Time: n/a

**Avocado and Dill Salsa**  
1/2 Lebanese cucumber, halved lengthwise, deseeded, finely diced  
1 avocado, finely diced  
1/2 small red onion, finely diced  
1/4 cup dill, finely chopped  
1 lemon, juiced  
1 teaspoon white sugar  
1/4 cup olive oil  
Salt and freshly ground black pepper to taste

**Preparation**  
Combine the cucumber, avocado, onion, dill, lemon juice, sugar, olive oil, salt and pepper in a bowl and mix to combine.

**Creamy Lime Avocado**  
1 avocado, roughly chopped  
2 lemons, finely grated, juiced  
1 x 300g light sour cream  
Pinch of cayenne pepper  
Salt, to taste

**Preparation**  
Place the avocado, lime rind and juice, sour cream, cayenne and salt in a food processor and blend until smooth and creamy.

**Spicy Red Capsicum and Avocado Purée**  
1 red capsicum, roasted, sliced and deseeded  
1 avocado, roughly chopped  
2 clove garlic  
1 tablespoon extra virgin olive oil  
1 teaspoon Tabasco sauce  
1/2 teaspoon lemon pepper  
Salt, to taste

**Preparation**  
Place the capsicum, avocado, garlic, olive oil, Tabasco, lemon pepper and salt in a food processor, blend for 3-4 seconds until the ingredients are combined but still chunky.

Serve the three dips with crusty bread.

# ONGOING PR ACTIVITY

- Ongoing promotion of club & player involvement
- An SMS & Win television promotion to highlight avocados and footy final party/at home entertaining. Moved from commencement of campaign by preference of *Today Show*.
- *New Idea* wrap-around in Round 20 of the NRL competition. The magazine will be distributed to some 10,000 attendees at the Ch 9 Sunday charity match.
- New NRL kid's website (to be launched end of July) has a dedicated health space that will be used to help promote the recipe competition
- Editorial re Footy Final Parties & how to plan the perfect footy party targeting MGBS.
- Short lead nutrition story focuses on at-home entertaining asking footy fans will be asked to swap pies for guacamole



# LONG TERM VISION

Campaign strategy builds year on year to increase avocados association with football and at-home parties. 2010 builds on first year experience.

## 2010

- Develop recipe comp with new angles
- grass roots/NRL campaign
- Support via advertising and instore
- Develop relationship with AFL
- Launch with Super Bowl party
- Involve with grounds, catering, family fun days
- Zoe Bingelly-Pullin to train clubs

## 2011/12

- Build AFL program as per NRL
- Target avo usage for awards nights Daly M/ Bronlow
- Ground POS
- Mascot stickers
- Endorsed by DAA
- Merchandise guac kits

## 2013/14

- National recipe comps
- State v State, code v code
- TVC inc players/retired players
- Build seasonal media coverage