

AUSTRALIAN INDUSTRY REPORT

A.Allen

Avocados Australia. PO Box 663, Stones Corner, Queensland 4120, Australia.

E-mail: ceo@avocado.org.au

The Australian avocado industry is undergoing continued rapid growth. The industry has grown by 30% over the last 5 years as new orchards are established and continues to grow by 8% per year. Currently Australia is producing 41,000 tonnes per year.

There are approximately 1,200 growers producing avocados in Australia. The strong R&D program has assisted growers to improve quality and efficiencies in farm production whilst retailers have embraced “ripe for eating” programs that have had a dramatic impact on consumer sales. Australian avocados are produced year round.

Avocados have become a more desirable fruit with increased awareness of the health benefits, taste and versatility of use. For example the popularity of avocados as a spread can be noted in sandwich shops alone. The recent TV campaign and success of public relations programs have helped achieve this outcome that has helped the industry maintain viable prices in the wake of ever increasing volumes.

Australian avocados are predominantly sold to the domestic market with less than 4% exported. During the summer period over 12,000 tonnes of avocados from New Zealand are imported. The major emphasis of the marketing program is to increase consumption of avocados in the winter months where supply is at its peak and demand has traditionally been weaker and tending to impact negatively on prices.