

## AUSTRALIAN AVOCADOS: MARKETING AND PROMOTION

A-162

Antony Allen

Australian Avocado Growers' Federation Inc. PO Box 19 Brisbane Market Qld 4106 Australia.  
[a.allen@aagf.org.au](mailto:a.allen@aagf.org.au)

The Australian Avocado industry has for a number of years undertaken a marketing program for avocados. The marketing program has a number of components which are integrated under the slogan " 'AVE AN AVO TODAY" maximizing the value of our program dollar. The components include television advertising, media PR, niche magazine advertising, point of sale material, recipe leaflets and in-store merchandising.