

Western Australia's avocado exports increase by 400%

05 November 2024 | News

In the 2023-24 period, avocado exports from Western Australia reached \$36.8 million



In the 2023-24 period, avocado exports from Western Australia reached \$36.8 million

Western Australian avocados are becoming increasingly popular in the global marketplace, with exports experiencing significant growth over the past year.

In the 2023-24 period, avocado exports from Western Australia reached \$36.8 million, a remarkable increase of more than 400 per cent compared to \$7.1 million in 2022-23. Shipments to Japan tripled during this time, with 1,044 tonnes exported, valued at \$4.26 million. Additionally, trade with Thailand resumed under new protocols after a 10-year hiatus, resulting in the export of 789 tonnes of WA avocados worth \$3.71 million.

Exports to the Gulf region also saw significant growth in 2023-24, with the acceptance of sea shipments leading to 275 tonnes being sent to market, valued at over \$970,000. Avocados are now WA's highest-value fruit industry, achieving a record production of 65,000 tonnes in 2023-24, and supplies are expected to increase as more orchards reach full maturity over the next five years.

The demand for WA avocados is being driven by markets in Asia and the Middle East, where they are prized for their appealing appearance, flavour, creamy texture, and quality upon arrival.

This week, the Cook Government, in collaboration with Avocados Australia, will host a trade delegation from India, Japan, Thailand, and the Gulf region as part of an inbound buyers mission aimed at further expanding the market.

The international buyers will engage in a series of activities, including a business matching event, a retail tour, and a visit to Market City in Perth, before travelling to the South West. In the South West, they will visit the Bunbury Farmers Market and meet with avocado producers and packers in Donnybrook, Manjimup, Pemberton, and Busselton.