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## **Brett Lee going in to bat for Australian Avocados in India**

One of the world's fastest and most iconic bowlers, former Australian cricketer Brett Lee, is taking Australian avocados to consumers in India.

Hort Innovation has announced that the popular sportsman, at home and across the globe, has signed up as the new Australian avocado ambassador.

Hort Innovation chief executive officer Brett Fifield said the cricketer is the perfect match for the Australian Avocados marketing campaign in India.

"Brett Lee needs no introduction to our target audience in India," Mr Fifield said.

"He is something of an icon there, where in addition to his cricketing exploits he starred in a Bollywood movie, wrote and recorded a popular song and has appeared on numerous prime time television talk shows.

"Who better to encourage our Indian consumers that Australia is best when it comes to avocados, and what perfect timing given the Australian Government's announcement this year that Australian Hass avocados can be exported to India."

Now an international cricket commentator, businessman, author and philanthropist, Mr Lee will soon be spruiking the attributes of avocados on various media platforms in India.

As the new avocado ambassador, Mr Lee will be delivering positive messages about Australian avocados, sharing their virtues in terms of taste, nutrition and versatility. Light-hearted in its approach, the campaign will feature Mr Lee in the orchard, in the kitchen and at home relaxing. His genuine love of avocados will be at the heart of the campaign which will encourage consumption at all meal times.

Mr Lee said he is looking forward to telling people why Australian avocados should be their first choice.

"I am thrilled to announce my partnership with Australian Avocados, who share my passion for healthy living and Aussie grown produce," Mr Lee said.

"Throughout my career, I've known how important it is to fuel my body with good food and it is why I am so excited to fuse this with my special connection to India and its unique culture. I look forward to championing the great taste, quality, and versatility of Aussie avocados at home and abroad."

The campaign is funded by growers through Hort Innovation, using industry levies. Set to launch across India in mid-July, activities include a social media campaign, event appearances and television content.

Antony Allen, avocado grower from The Avolution said industry was thrilled that Australian avocados would be entering the India market with Brett Lee as their ambassador.

"Australian avocados are world-class, just like Brett Lee," Mr Allen said. "Being able to enter the Indian market with the endorsement of Brett Lee will let Indian consumers know that our avocados are of high quality."

The campaign comes after Australia recently secured market access for trial consignments of Hass avocados into India. The new market access is underpinned by more than \$3M in initiatives by Hort Innovation into research and development to support the export of the fruit.

**Media contact:** Lauren Jones | 0427 140 765 | [lauren.jones@horticulture.com.au](mailto:lauren.jones@horticulture.com.au)