

PRESS RELEASE

FOR IMMEDIATE RELEASE



Australian avocado industry deepens Malaysia collaboration as exports reach record growth

KUALA LUMPUR, Malaysia, 4 Mar 2026 — Avocados Australia Limited, the peak body representing Australian avocado growers, has signed a Memorandum of Understanding (MOU) with Monash University Malaysia and a Memorandum of Agreement (MOA) with UOW Malaysia, reinforcing collaboration in nutrition education, culinary innovation and industry engagement.

These partnerships are part of Avocados Australia’s long-term Southeast Asia strategy to strengthen knowledge exchange and trade relationships – a move that fortifies the Australian avocado industry’s engagement with Malaysia.

According to the latest *2025 Australian Avocado Exports and Imports Report*, Australian avocado exports reached 18,487 tonnes in 2025, an 8.6 per cent increase year-on-year, with export value rising to AUD99.10 million.

Over the past decade, Australian avocado exports have grown at an average rate of 26 per cent per year, reflecting sustained international demand.

Hong Kong, Singapore and Malaysia accounted for 84 per cent of Australia’s total export volumes in 2025, with Malaysia recording particularly strong growth, rising 54 per cent year-on-year. Australia currently holds approximately 70 to 72 per cent market share in Malaysia and Singapore, maintaining market leadership in both countries since 2021.

Chairman of Avocados Australia, Matthew Kleyn, said the partnerships with Monash University Malaysia and UOW Malaysia reflect a long-term commitment to Malaysia that extends beyond trade volumes.

“Malaysia is an important partner for the Australian avocado industry. With exports growing strongly and Malaysia emerging as one of our top three markets globally, it is important that we invest not only in trade, but also in knowledge exchange, nutrition education and culinary capability that supports long-term market development,” said Kleyn.

The MOU with Monash University Malaysia establishes a framework for collaboration centred on health and nutrition education, student engagement initiatives and industry briefings on the nutritional profile of Australian avocados. The partnership will support knowledge exchange on evidence-based health messaging, promote awareness of nutrient-dense foods within balanced diets, and provide opportunities for students to engage directly with industry expertise.

By connecting academic research with real-world agrifood insights, the collaboration aims to strengthen consumer education and graduate readiness in health, nutrition and food science disciplines.

The MOA with UOW Malaysia formalises cooperation under the Australian Fruits Culinary Training Program, a regional initiative funded by the ASEAN-Australia Centre. The program is designed to enhance knowledge and practical application of Australian horticultural produce – including avocados, table

grapes, summerfruit and cherries – among culinary institutions and hospitality professionals across Southeast Asia.

The initiative is supported by Audra Morrice, internationally recognised chef and Culinary Ambassador under the Australian Fruits Culinary Training program. Her involvement brings international culinary perspective and industry credibility to the program, inspiring emerging chefs to incorporate premium Australian produce into contemporary cuisine.

Under the MOA, UOW Malaysia will collaborate on culinary workshops, industry-led demonstrations and applied student engagement activities that strengthen linkages between Australian producers and Malaysia's hospitality sector. As Malaysia continues to position itself as a regional food and hospitality hub, such collaborations support skills development, quality standards and sustainable sourcing practices.

The MOU and MOA were signed by Matthew Kleyn, Chairman of Avocados Australia; Professor Dato' Dr Adeeba Kamarulzaman, President and Pro Vice-Chancellor of Monash University Malaysia; and Professor Dr Hiew Pang Leang, Vice-Chancellor and Chief Executive Officer of UOW Malaysia. The signing was witnessed by Her Excellency Ms Danielle Heinecke, Australian High Commissioner to Malaysia.

As Asian markets imported over 181,635 tonnes of avocados in 2025, up 26 per cent year-on-year, collaboration between producers and educational institutions plays an increasingly important role in supporting informed consumption, workforce development and sustainable agrifood growth across the region.

The agreements signal the Australian avocado industry's continued commitment to Malaysia as both a valued market and a strategic regional partner.

- ENDS -

NOTE TO EDITORS

About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a not-for-profit member-based organisation and our members include avocado growers, associated businesses and industry people. Avocados Australia seeks to work with all parts of the chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.

For more information contact:

Anne Larard, Communications Manager, Avocados Australia Limited on (07) 3846 6566 or ldm@avocado.org.au