



INFOCADO WEEKLY REPORT: 30th July — 5th August 2016 (Week 32)

Horticulture
Innovation
Australia

Comments

- Tamborine/Northern Rivers, Tri State & WA packers and consolidators — if your season is about to start please start entering your four week forecast data
- The weekly dispatch volume (292,896 trays) is nearly on par with this week's forecast of 291,567 trays (refer P 2).
- Central Queensland fruit continues to be dominant in the market.
- New Zealand fruit is also available on the Sydney market floor.
- Insufficient data was received from the NSW, SA & VIC wholesalers this week to provide a full wholesale report (refer P 5).
- Online Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 32 (Wed, 3rd —Tues, 9th Aug).
- Weekly retail prices will be published Thursday, 11 August due to the Brisbane Public Holiday.
- **TNR, Tri-State & WA packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases.**

[Click here to learn How to conduct Dry Matter tests at home](#)

[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

Marketing Update: Consumer sentiment & E-newsletters (eDMs)

Consumers consistently provide the Australian Avocados Page with updates on their trial of recipes, providing us with new tips, tricks, and interesting twists to the content. Avocados as a substitute for spreads etc is seeping through within comments on social and we are seeing more of this behaviour each month.

June saw a strong performance of our eDM with click-through rates the highest throughout the year, beating the industry average (2.7%) – proving the value of producing beautifully-shot photos to accompany recipes.

Upcoming Holidays

Ekka Holiday (Brisbane): 10th Aug | Queen's Birthday (WA): 26th Sept | Labour Day (NSW & SA) & Queens' Birthday (QLD): 3rd Oct | Labour Day (NZ): 24th October |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale Data | P6&7 Retail Price Data |

IMPORTANT and PLEASE NOTE:

The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons including some packhouse's unwillingness to engage with industry and/or lack of computer access. For this reason it is not possible to extrapolate the figures from the Weekly Infocado Report to come up with either the dispatch and/or forecast figures in the Quarterly Infocado Report. At any time the Weekly Infocado Report incorporates around 85% of total production and forecasts however this does vary depending on time of year (as a result of the fruit coming from different regions with different levels of packhouse input). It is not functionally possible to incorporate allowances for missing data into the Weekly Infocado Report hence the variance between it and the Quarterly Infocado Report.

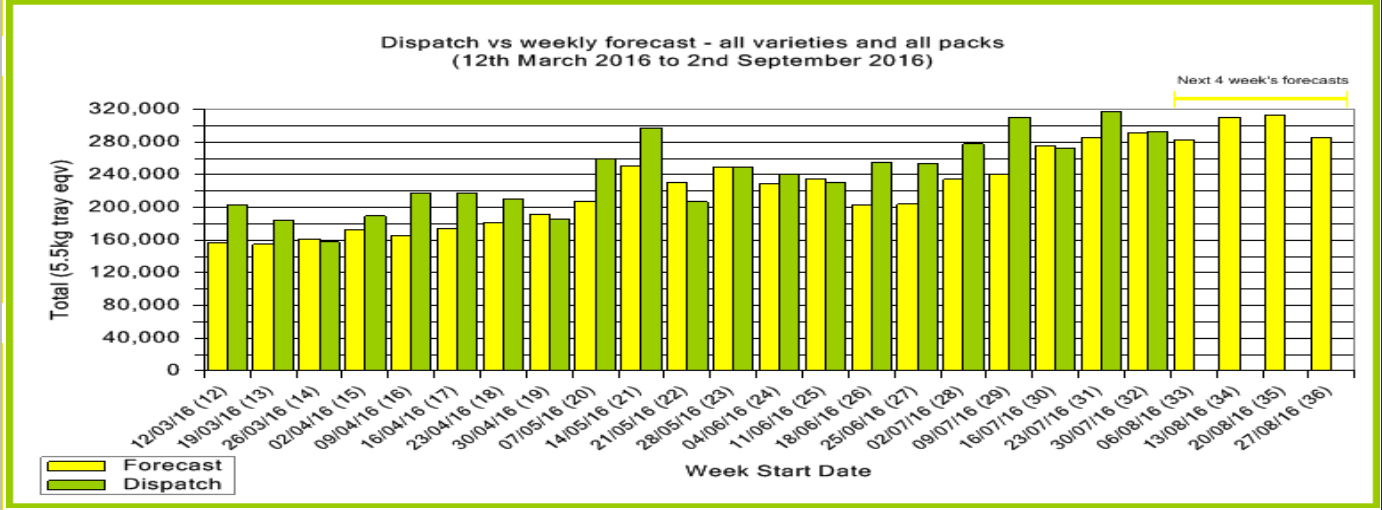
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 32 - 36)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 32 - begin 30/07/2016					
Edrinol	100	8			115
Hass	231,580	21,410	20,600	13,000	276,616
Lamb Hass	2,000	1,000			3,818
Other	1,000	10			1,018
Reed	10,000				10,000
Week Total	244,680	22,428	20,600	13,000	291,567
Week 33 - begin 06/08/2016					
Edrinol	100	8			115
Hass	227,620	18,510	20,600	13,000	267,384
Lamb Hass	2,000	1,000			3,818
Other	1,000	10			1,018
Reed	10,000				10,000
Week Total	240,720	19,528	20,600	13,000	282,334
Week 34 - begin 13/08/2016					
Edrinol	100	8			115
Hass	255,110	18,880	20,600	13,000	295,546
Lamb Hass	2,000	1,000			3,818
Other	1,000	10			1,018
Reed	10,000				10,000
Week Total	268,210	19,898	20,600	13,000	310,497
Week 35 - begin 20/08/2016					
Hass	261,801	16,510	20,000	13,000	297,819
Lamb Hass	2,000	1,000			3,818
Other	1,000	10			1,018
Reed	10,000				10,000
Week Total	274,801	17,520	20,000	13,000	312,656
Week 36 - begin 27/08/2016					
Hass	240,801	13,340	20,000	13,000	271,056
Lamb Hass	2,000	1,000			3,818
Other	1,000	10			1,018
Reed	10,000				10,000
Week Total	253,801	14,350	20,000	13,000	285,892

Dispatch Data (Week 32 - begin 30/07/2016)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	321	7			334
Gwen	63	16			92
Hass	217,896	35,370	19,838	8,000	287,267
Lamb Hass	296	1,307			2,672
Other	1,548	25			1,593
Pinkerton	53	4			60
Sharwil	726	19			761
Wurtz	104	7			117
Total	221,007	36,755	19,838	8,000	292,896



New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2016 – April 2017

Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	Total to Date
NZ-Aus-Pre Season Forecast¹	20,936	146,782	593,173	608,847	661,481	744,263	844,138	837,098	56,375	1,980	4,515,073
NZ-Aus-Disp + Mthly Forecast²	0	146,782	593,173	608,847	661,481	744,263	844,138	837,098	56,375	1,980	4,494,137
Australia (from ABS)											
USA³											
Japan³											
Other Asia³											
Total Dispatch (Infocado 2+3)	0	6,887	0	0	0	0	0	0	0	0	6,887

1 Source: Infocado AAL, Seasonal Forecast provided by NZ at start of season
 2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast provided by NZ (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port
 * - waiting on final volumes from Infoshare NZ.
 ** - ABS import data is now not provided until at least 5 weeks after the close of the month.

Industry Dispatches By Origin Region and Count Size : 30th July - 5th August 2016 (Wk 32)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW		1,284	4,445	10,597		11,232	7,524	7,429	335	42,846	1,871	16,000	8,000	50,612
Central Qld	3	336	4,283	20,750	13	22,537	22,647	22,644	6,981	100,194	24,477	3,138		145,269
New Zealand		359	647	1,391		1,212	1,584	812	882	6,887				6,887
North Qld			163	296		255	203	85		1,002	36			1,067
South Qld	60	431	3,715	7,523	1,051	6,601	5,474	4,231	968	30,054	3,898			37,141
Sunshine Coast	105	583	1,469	6,774	120	9,592	7,484	5,575	1,725	33,427	6,021			44,374
Tamborine/ Northern Rivers			33	120	46	50	146	68		463	35	700		654
Tri State	62	65	106	710		477	550	595	257	2,822	147			3,089
WA/NT	13	79	288	720		1,440	432	340		3,312	270			3,803
Total	243	3,137	15,149	48,881	1,230	53,396	46,044	41,779	11,148	221,007	36,755	19,838	8,000	292,896

Origin of Avocado



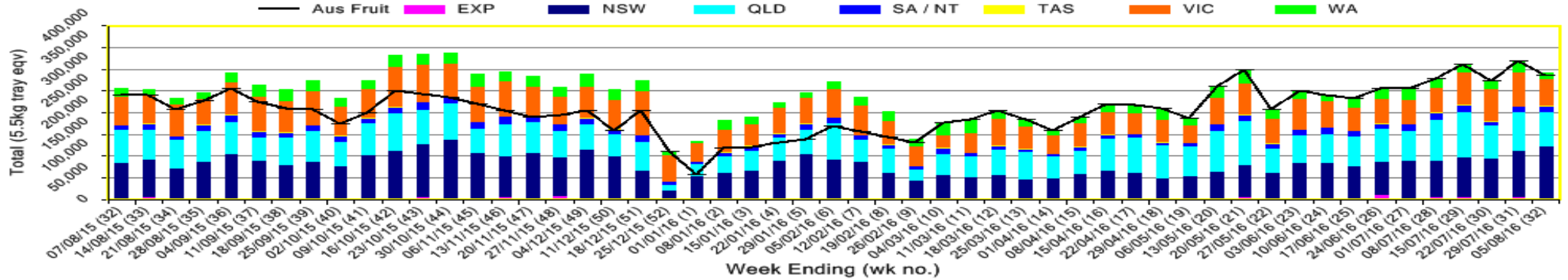
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 30th July - 5th August 2016 (Wk 32)

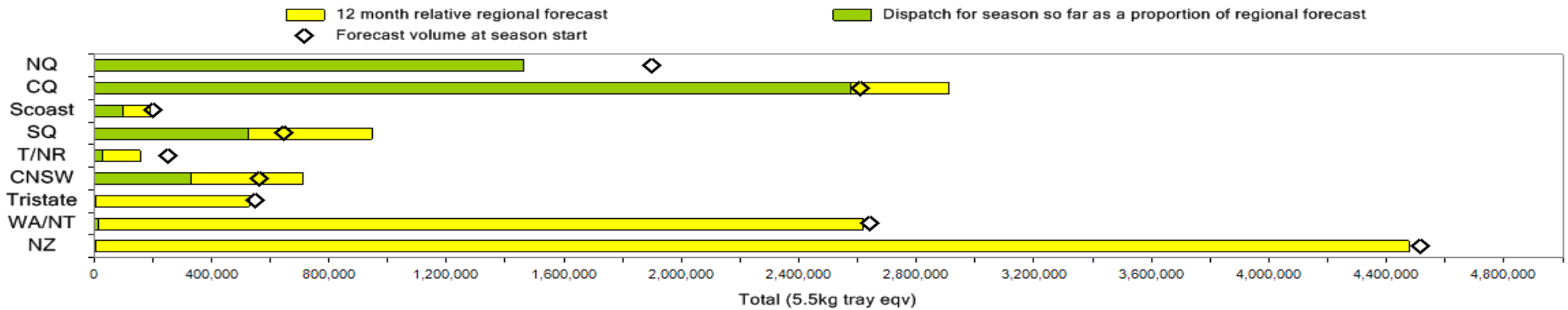
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									1,810	1,810	792			3,250
NSW	44	1,429	7,029	22,823	477	25,940	17,807	4,051	3,775	83,375	17,936	11,348	8,000	119,504
QLD	5	436	2,480	5,751	544	9,230	14,687	19,016	5,127	57,276	11,334	1,080		78,079
SA / NT	2	25	111	620		1,038	460	8,447	226	10,929	995	408		12,812
TAS							960	760		1,720				1,720
VIC	179	1,108	4,767	18,332	209	14,606	11,523	3,867	210	54,801	3,762	6,240		62,776
WA	13	139	762	1,355		2,582	607	5,638		11,096	1,936	762		14,755
Total	243	3,137	15,149	48,881	1,230	53,396	46,044	41,779	11,148	221,007	36,755	19,838	8,000	292,896

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 7,217,275 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which

Percentage dispatched by region (Based on seasonal forecast - 2016)



Week 32 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Green Nugget Orchards (SQ)
Simpson Farms Pty Ltd (Consolidator)	Balmoral Orchard (SQ)
Sunfresh (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
The Avolution (Consolidator)	Wodonga Park Fruit and Nuts (SQ)
Midcoast Avocados (CNSW)	Mountain Fresh (SQ)
I & A Tolson (CNSW)	Touchwood Farming (SQ)
Coastal Avocados (CNSW)	NQ: Less than 3 contributors
SuperPak/Avocado Ridge (CQ)	SC: Less than 3 contributors
Donovan Family Investment Trust (CQ)	TNR: Less than 3 contributors
Lava Valley Produce (CQ)	TRI: Less than 3 contributors
Avocado Industry Council (NZAGA)	WA: Less than 3 contributors

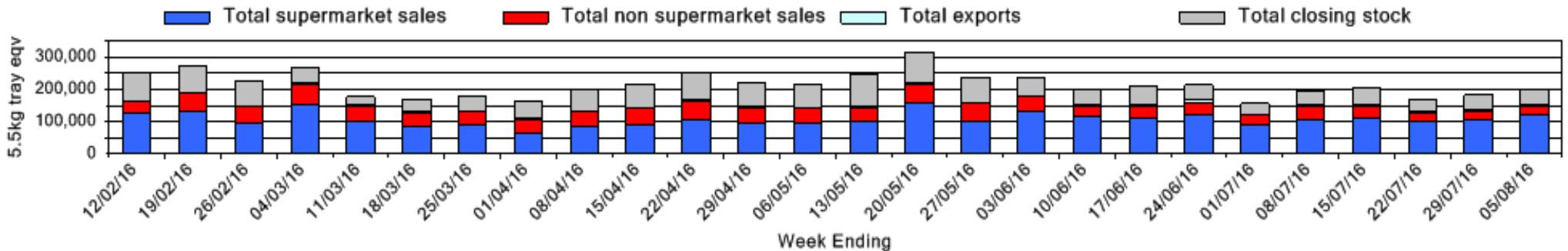
Week 32 Contributors - Wholesalers

Alfred E Chave Pty Ltd (Brisbane)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Favco Queensland Pty Ltd (Brisbane)	WA Farm Direct (Perth)

Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	41,837			41,837	404			404	735	11,348			11,348	2,063	44,635			44,635
Total Stock on Hand																		
QLD																		
Total supermarket sales	32,198			32,198	768			768	1,396	1,080			1,080	196	33,791			33,791
Total non supermarket sales	1,778			1,778	702			702	1,276					3,054			3,054	
Total exports	1,830			1,830				792	1,440					3,270			3,270	
Total sales	35,806			35,806	2,262			2,262	4,113	1,080			1,080	196	40,115			40,115
Total Stock on Hand	16,815		3	16,818	996			996	1,811					18,626		3	18,629	
SA & TAS	Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total exports																		
Total sales	16,429			16,429	764			764	1,389	408			408	74	17,892			17,892
Total Stock on Hand																		
VIC	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total exports																		
Total sales	33,616			33,616	2,357			2,357	4,285	6,240			6,240	1,135	39,036			39,036
Total Stock on Hand																		
WA																		
Total supermarket sales	4,749			4,749	79			79	144	863			863	157	5,050			5,050
Total non supermarket sales	2,497		501	2,998	1,222			1,222	2,222					4,719		501	5,220	
Total exports																		
Total sales	7,246		501	7,747	1,301			1,301	2,365	863			863	157	9,768		501	10,269
Total Stock on Hand	3,773			3,773	657			657	1,195					4,968				4,968
Total																		
Total supermarket sales	116,510			116,510	1,451			1,451	2,638	19,939			19,939	3,625	122,773			122,773
Total non supermarket sales	16,594		501	17,095	4,845			4,845	8,809					25,403		501	25,904	
Total exports	1,830			1,830				792	1,440					3,270				3,270
Total sales	134,934		501	135,435	7,088			7,088	12,887	19,939			19,939	3,625	151,447		501	151,948
Total Stock on Hand	42,062		3	42,065	3,114			3,114	5,662	1			1	47,724		3		47,727

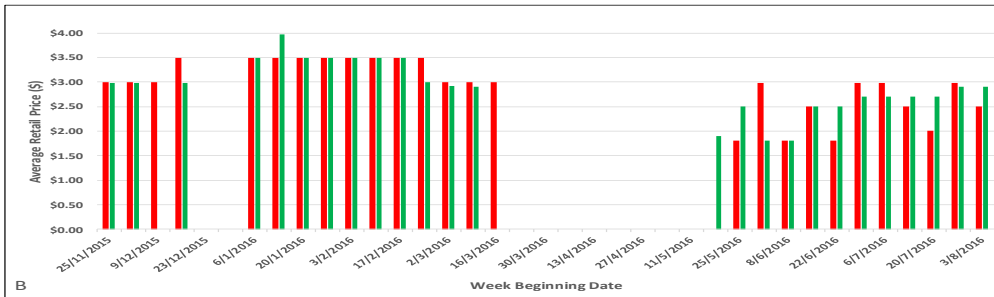
Weekly National Sales



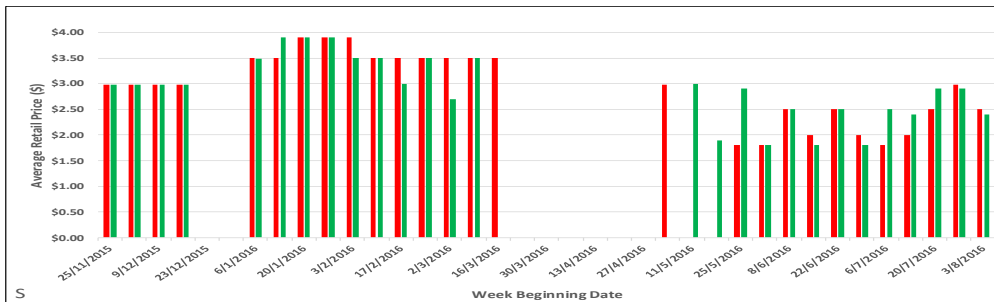
Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 3rd August July 2016 (Week 32)

Key: ■ Coles online ■ Woolworths online

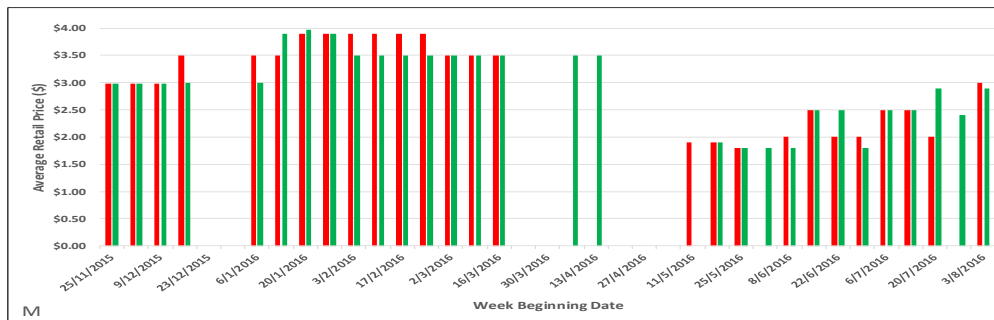
Brisbane



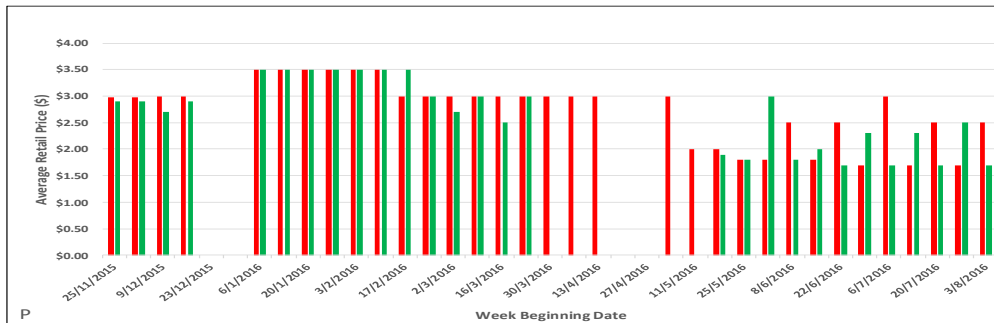
Sydney



Melbourne



Perth



Notes:

15/06/16 (Wk 25), 22/06/16 (Wk 26) & 29/06/16 (Wk 27) -

Please note that Woolworths online prices for single fruit purchases in Melbourne differed depending on the store location. In the graph we have shown the higher price. For details of pricing in a given week please refer to previous reports.

27/07/16 (Wk 31) -

Please note that Coles online prices for single fruit purchases in Melbourne were temporarily unavailable for week 31.

Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wednesday, 3rd August 2016 (Week 32)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		↓\$2.50	↓\$2.50	\$3.00	↑\$2.50
	Hass	Multi-buy	2 for \$x	2 for \$4*	2 for \$4*	2 for \$4*	2 for \$4*
	Reed	Single Fruit		\$3.00	-	-	-
	Hass	Single Fruit	Organic	\$4.00	-	\$4.50	-
	Hass	2 Pack	Organic	\$5.00	\$5.00	-	-
	Hass	3 Pack		\$5.90	\$5.90	\$5.90	-
Woolworths	Hass	Single Fruit		\$2.90	↓\$2.40	↑\$2.90	↓\$1.70*
	Hass	Multi-buy	2 for \$x	2 for \$5*	2 for \$4*	↑2 for \$5*	-
	Shepard	Single Fruit		-	-	-	-
	Shepard	Multi-buy	2 for \$x	-	-	-	-
	Hass	Single Fruit	Organic	-	-	-	-
	Unknown**	2 Pack	Ripe	-	\$7.00	↓\$6.90	-
	Hass	2 Pack	Organic	\$5.50	\$5.50	↑\$5.50	-
	Unknown**	3 Pack		↑\$5.90	↓\$3.70	↑\$5.90	\$4.98
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Unknown**	5 Pack	Mini Disney	↓\$3.00*	↑\$4.00	\$2.90	\$3.98
	Unknown**	1kg Bag	Odd Bunch	↑\$5.90	↑\$5.50	\$3.90	\$5.50

Other information

Note: Online catalogues are published by major retailers each Wednesday.

Prices published in this report are reflective of online shopping and catalogue prices from Wednesday to Tuesday.

*denotes offer was advertised as a weekly and/or catalogue special

**denotes variety not indicated in online shopping offer

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Red) + ↓ = decrease in price from previous week

Catalogue Offers

Aldi - National - No catalogue offers found

IGA - No catalogue offers found

Foodworks - Brisbane - Hass - 4 pack - \$2.99

Woolworths - Sydney - Hass - Single fruit - \$2.40 & Multi-buy - 2 for \$4.00

Woolworths - Sydney - Hass - Single fruit from NZ - \$3.50

Woolworths - Melbourne - Unknown - 1kg Odd Bunch Bag - \$3.90

Woolworths - Perth - Hass - Single fruit - \$1.70

Coles - No catalogue offers found