

## INFOCADO WEEKLY REPORT: 10th Sept — 16th Sept 2016 (Week 38)



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### Comments

- WA packers and consolidators — if your season is about to start please start entering your four week forecast data.
- The weekly dispatch volume of 321,062 trays was higher than the forecast of 291,965 trays (refer P 2).
- The main supply is now coming from New Zealand and , Western Australia and Central NSW.
- Please note the New Zealand Avocado Export Table (P 2) has been adjusted to improve the clarity of data
- Online Weekly Retail Prices are provided for week 38 (Wed, 14th Sept. —Tues, 20th Sept).
- **All packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases.**

### Marketing Update: TV start next week

A month of avocado television promotion kicked off this week and will finish the week ending 15 October.

September and October are one of the most exciting times for television as all networks bring out some of the years' strongest programming.

We have Australian Avocados featured in the launch episode of The Bachelorette Australian in every metro market.

### Upcoming Holidays

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 |

Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 38 - 42)**

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

**Week 38 - begin 10/09/2016**

Hass	252,216	14,562	21,000	8,000	<b>283,965</b>
Reed	8,000				<b>8,000</b>
<b>Week Total</b>	<b>260,216</b>	<b>14,562</b>	<b>21,000</b>	<b>8,000</b>	<b>291,965</b>

**Week 39 - begin 17/09/2016**

Hass	242,596	12,254	16,000	8,000	<b>269,240</b>
Reed	8,000				<b>8,000</b>
<b>Week Total</b>	<b>250,596</b>	<b>12,254</b>	<b>16,000</b>	<b>8,000</b>	<b>277,240</b>

**Week 40 - begin 24/09/2016**

Hass	264,016	11,852	16,000	8,000	<b>289,929</b>
<b>Week Total</b>	<b>264,016</b>	<b>11,852</b>	<b>16,000</b>	<b>8,000</b>	<b>289,929</b>

**Week 41 - begin 01/10/2016**

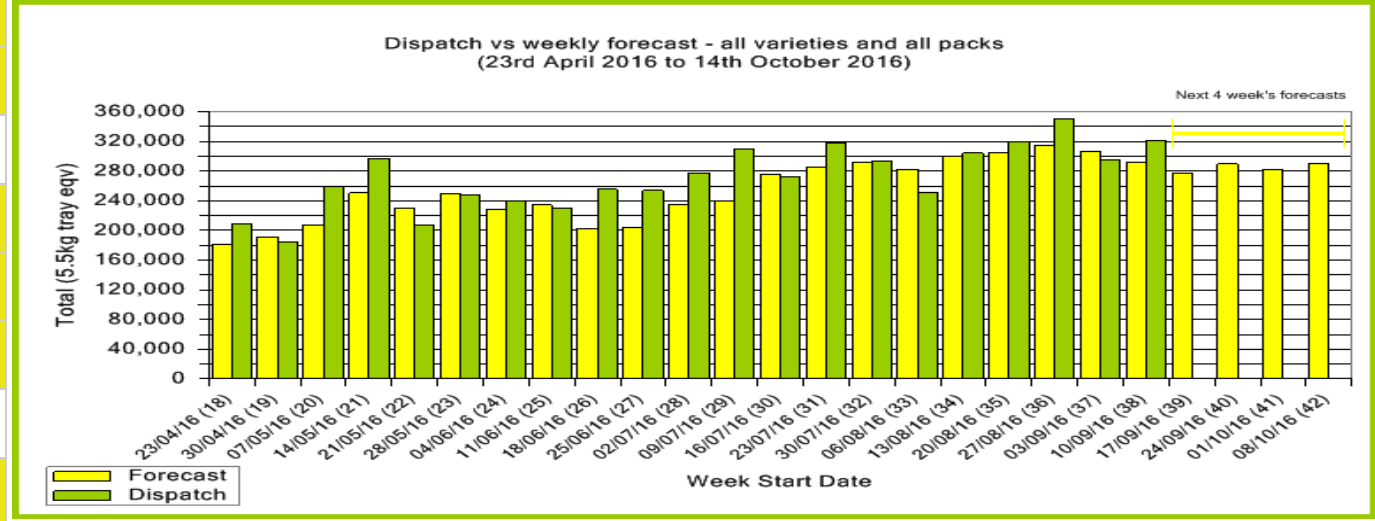
Hass	256,962	11,455	16,100	8,000	<b>282,171</b>
<b>Week Total</b>	<b>256,962</b>	<b>11,455</b>	<b>16,100</b>	<b>8,000</b>	<b>282,171</b>

**Week 42 - begin 08/10/2016**

Hass	256,050	16,510	15,900	8,000	<b>290,414</b>
<b>Week Total</b>	<b>256,050</b>	<b>16,510</b>	<b>15,900</b>	<b>8,000</b>	<b>290,414</b>

**Dispatch Data (Week 38 - begin 10/09/2016)**

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	90	34				<b>152</b>
Hass	289,028	11,743	22,906	10,000	351	<b>316,426</b>
Lamb Hass	1,625	352				<b>2,265</b>
Reed	800					<b>800</b>
Sharwil	1,012	51				<b>1,105</b>
Wurtz	315					<b>315</b>
<b>Total</b>	<b>292,870</b>	<b>12,180</b>	<b>22,906</b>	<b>10,000</b>	<b>351</b>	<b>321,062</b>



**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
<b>NZ-Aus-Pre Season Forecast<sup>1</sup></b>	20,936	146,782	593,173	608,847	661,481	744,263	844,138	837,098	56,375	1,980	<b>4,515,073</b>
<b>NZ-Aus-Season Forecast Updated (Aug 2016)<sup>2</sup></b>	20,936	146,782	624,548	604,455	729,070	986,746	869,439	406,213	8,067	1,439	<b>4,397,695</b>
<b>NZ-Aust-Infocado Dispatches<sup>3</sup></b>	0	98,497	247,323 <sup>c</sup>								<b>345,820</b>
<b>NZ Imports (from ABS)</b>	0	NA <sup>ac</sup>	NA <sup>ac</sup>								<b>0</b>
<b>NZ-USA<sup>4</sup></b>	0	NA <sup>bc</sup>	NA <sup>bc</sup>								<b>0</b>
<b>NZ-Japan<sup>4</sup></b>	0	NA <sup>bc</sup>	NA <sup>bc</sup>								<b>0</b>
<b>NZ-Other Asia<sup>4</sup></b>	180	60 <sup>bc</sup>	NA <sup>bc</sup>								<b>240</b>
<b>Total Dispatch (Infocado 3+4)</b>	<b>180</b>	<b>98,557</b>	<b>247,323</b>								<b>346,060</b>

1 Source: Infocado data, Seasonal Forecast provided by NZ at start of season  
 2 Source: Infocado data, Updated Seasonal Forecast provided by NZ at time indicated in brackets  
 3 Source: Infocado data, Aggregated weekly dispatch data provided by NZ. Data for current month shows volume to date of current report  
 (a) Import data not yet available from ABS. (b) Export data not yet available from Infoshare NZ (NZ Govt) (c) Data not complete for month

**Industry Dispatches By Origin Region and Count Size : 10th September - 16th September 2016 (Wk 38)**

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
Central NSW		3,324	9,011	10,669		9,219	8,337	2,277	1,287	44,124	2,045	22,000	10,000		53,660
Central Qld			299	2,900		1,891	5,925	2,320	472	13,807	579				14,860
New Zealand		5,601	10,127	21,761		18,960	24,777	12,712	13,786	107,724					107,724
South Qld	63	743	3,223	5,507	980	5,016	4,645	3,930	2,430	26,537	3,352				32,632
Sunshine Coast	85	214	798	1,430	364	1,731	1,640	968	362	7,592	1,697				10,677
Tamborine/ Northern Rivers		949	1,857	1,965	1,304	373	1,005	604	448	8,505	402	906		351	9,465
Tri State	1	55	744	2,840	216	6,394	5,683	5,427	2,748	24,108	1,259				26,397
WA/NT	37	2,041	3,698	17,683		17,951	13,190	5,613	260	60,473	2,846				65,648
<b>Total</b>	<b>186</b>	<b>12,927</b>	<b>29,757</b>	<b>64,755</b>	<b>2,864</b>	<b>61,535</b>	<b>65,202</b>	<b>33,851</b>	<b>21,793</b>	<b>292,870</b>	<b>12,180</b>	<b>22,906</b>	<b>10,000</b>	<b>351</b>	<b>321,062</b>

**Origin of Avocado**



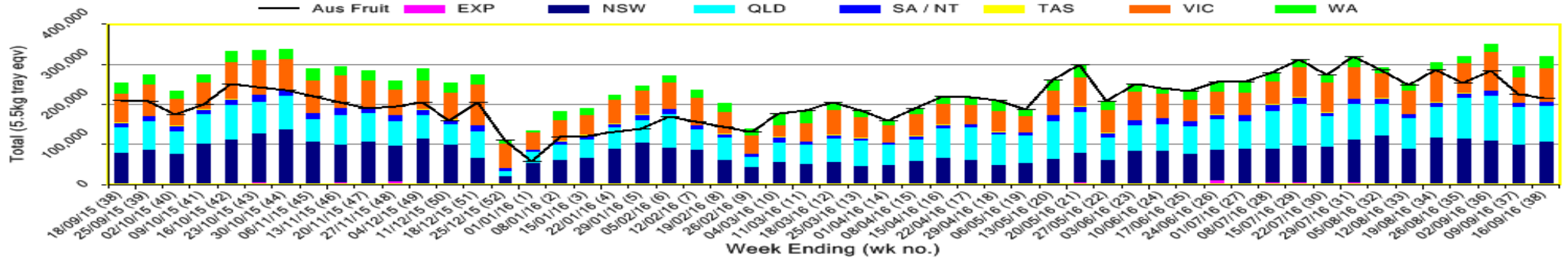
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 10th September - 16th September 2016 (Wk 38)**

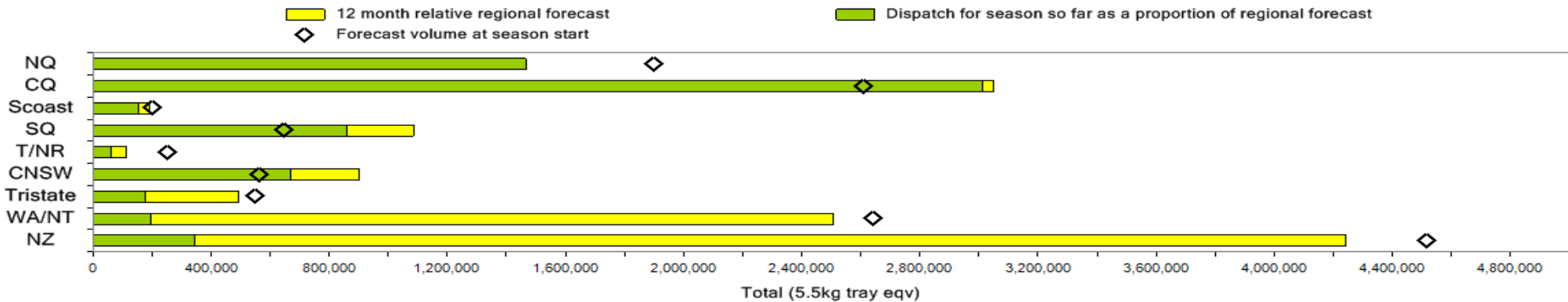
Destination State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									280	280					280
NSW	55	4,118	11,429	21,926	981	19,025	22,326	8,018	4,030	91,908	5,410	12,900	8,000	15	105,547
QLD	96	3,762	8,697	17,288	1,294	15,903	17,867	11,005	10,007	85,919	2,642	6	2,000	336	91,149
SA / NT		2	79	235	144	853	1,213	4,126	1,022	7,674	634				8,827
TAS							35	24		59					59
VIC	29	3,050	8,718	20,490	445	18,723	18,346	5,328	5,514	80,643	1,309	10,000			84,841
WA	6	1,995	834	4,816		7,031	5,415	5,350	940	26,387	2,185				30,360
<b>Total</b>	<b>186</b>	<b>12,927</b>	<b>29,757</b>	<b>64,755</b>	<b>2,864</b>	<b>61,535</b>	<b>65,202</b>	<b>33,851</b>	<b>21,793</b>	<b>292,870</b>	<b>12,180</b>	<b>22,906</b>	<b>10,000</b>	<b>351</b>	<b>321,062</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2016 to date = 9,060,618 5.5kg tray eqv



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

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



Week 38 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Green Nugget Orchards (SQ)	KV & JM Lehmann (TRI)
Simpson Farms Pty Ltd (Consolidator)	Touchwood Farming (SQ)	Mildura Fruit Company (TRI)
Sunfresh (Consolidator)	Wodonga Park Fruit and Nuts (SQ)	Chinoola Orchards (TRI)
The Avolution (Consolidator)	Aussie Orchards Growers & Packers (TNR)	Avonova (WA)
Coastal Avocados (CNSW)	Jirel Holdings (TNR)	Avowest (WA)
I & A Tolson (CNSW)	T W Silver (TNR)	Delroy Orchards (WA)
Midcoast Avocados (CNSW)	WJ Row (TNR)	Green Pear Avocado (WA)
Avocado Industry Council (NZAGA)	Barham Avocados (TRI)	The Avocado Grove (WA)
Balmoral Orchard (SQ)	Golden Hill Packing Pty Ltd (TRI)	CQ: Less than 3 packhouse contributors
Googa Farms (SQ)	J.G. Loffler (TRI)	SC: Less than 3 packhouse contributors

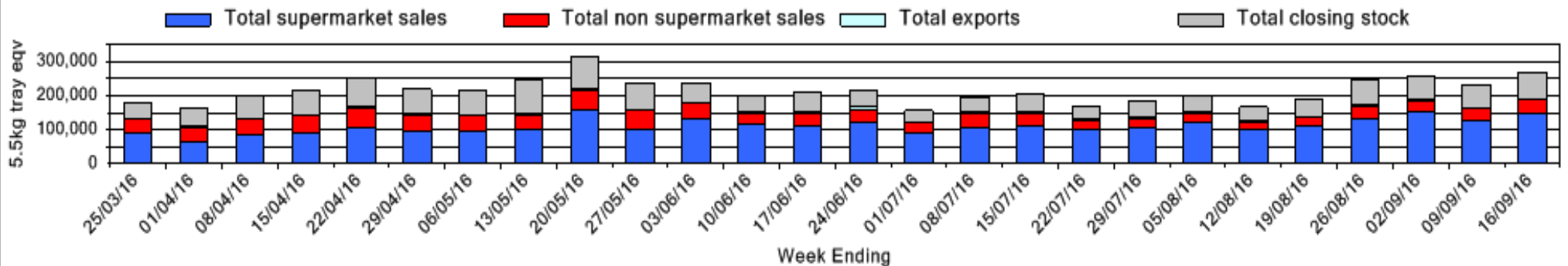
Week 38 Contributors - Wholesalers

Alfred E Chave Pty Ltd (Brisbane)	Murray Bros (Brisbane)
Allcrops Pty Ltd (Sydney)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Brisbane)	The La Manna Group (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Favco Queensland Pty Ltd (Brisbane)	WA Farm Direct (Perth)
Fresh Choice WA Pty Ltd (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																		
Total non supermarket sales																		
Total exports																		
Total sales	38,253		506	38,759	714			714	1,298	12,900			12,900	2,345	41,897		506	42,403
Total Stock on Hand																		
QLD																		
Total supermarket sales	51,772		800	52,572						6			6	1	51,773		800	52,573
Total non supermarket sales	10,921		67	10,988	181			181	329						11,250		67	11,317
Total exports	280			280											280			280
Total sales	62,973		867	63,840	181			181	329	6			6	1	63,303		867	64,170
Total Stock on Hand	37,444		85	37,529	56			56	102						37,546		85	37,631
SA & TAS																		
Total supermarket sales	9,498			9,498											9,498			9,498
Total non supermarket sales	3,312		54	3,366	1,095			1,095	1,991						5,303		54	5,357
Total exports																		
Total sales	12,810		54	12,864	1,095			1,095	1,991						14,801		54	14,855
Total Stock on Hand	14,997		586	15,583	1,359			1,359	2,471						17,468		586	18,054
VIC																		
Total supermarket sales	29,223			29,223	464			464	844	10,000			10,000	1,818	31,885			31,885
Total non supermarket sales	9,812		758	10,570	406		57	463	842						10,550		862	11,412
Total exports																		
Total sales	39,035		758	39,793	870		57	927	1,685	10,000			10,000	1,818	42,435		862	43,297
Total Stock on Hand	10,188		300	10,488	946		77	1,023	1,860						11,908		440	12,348
WA																		
Total supermarket sales	13,378			13,378	1,170			1,170	2,127	134			134	24	15,530			15,530
Total non supermarket sales	5,526			5,526	880			880	1,600						7,126			7,126
Total exports																		
Total sales	18,904			18,904	2,050			2,050	3,727	134			134	24	22,656			22,656
Total Stock on Hand	9,781		15	9,796	438			438	796	31			31	6	10,583		15	10,598
Total																		
Total supermarket sales	139,902		800	140,702	2,027			2,027	3,685	23,040			23,040	4,189	147,777		800	148,577
Total non supermarket sales	31,793		1,385	33,178	2,883		57	2,940	5,345						37,035		1,489	38,523
Total exports	280			280											280			280
Total sales	171,975		2,185	174,160	4,910		57	4,967	9,031	23,040			23,040	4,189	185,091		2,289	187,380
Total Stock on Hand	74,317		1,486	75,803	2,831		77	2,908	5,287	31			31	6	79,470		1,626	81,096

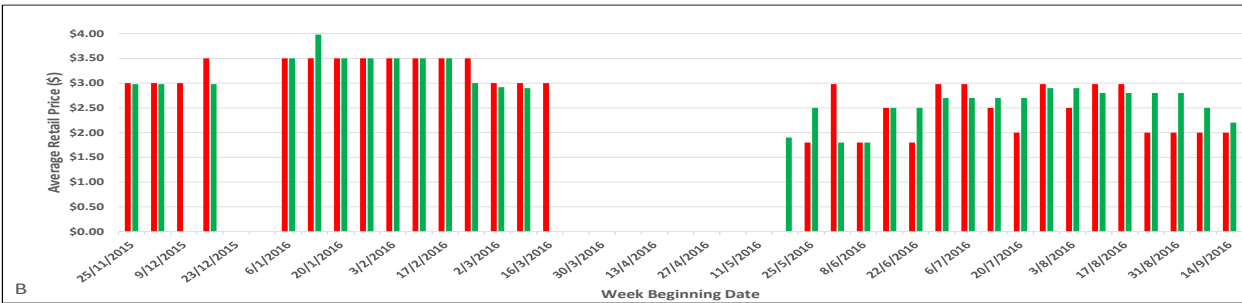
**Weekly National Sales**



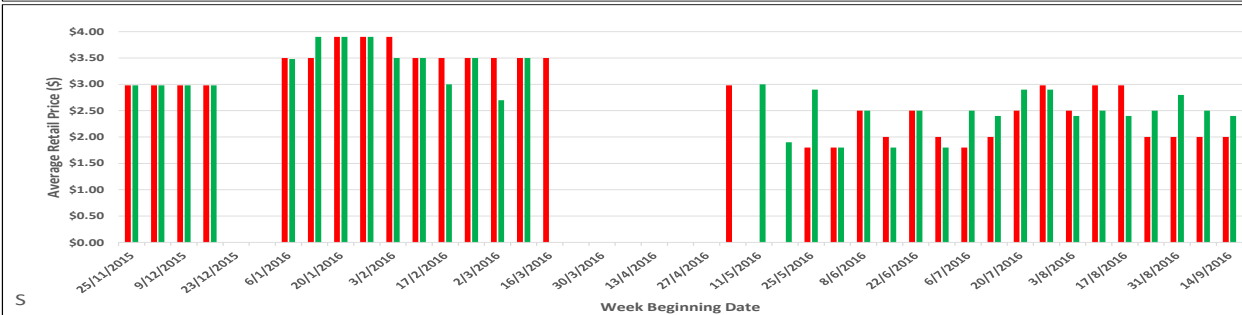
# Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 14th September 2016 (Week 38)

Key: ■ Coles online ■ Woolworths online

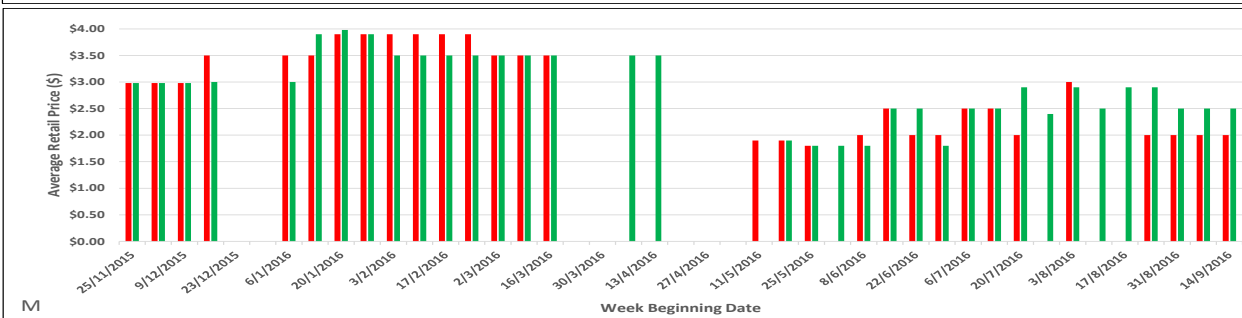
Brisbane



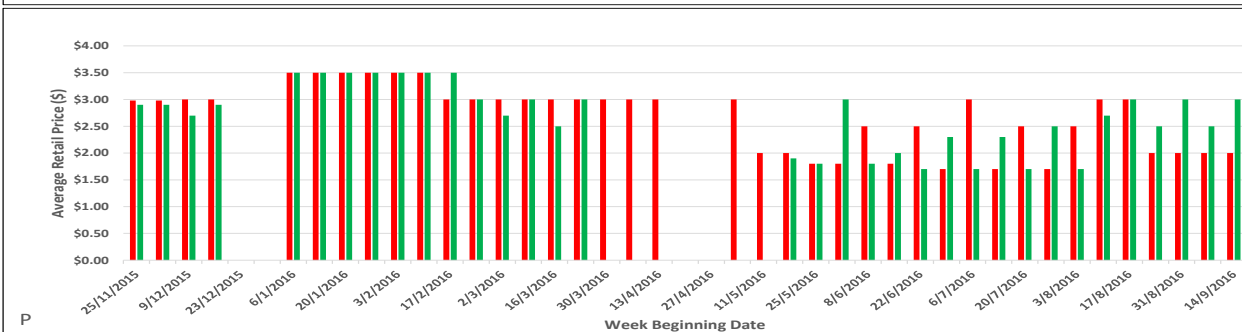
Sydney



Melbourne



Perth



**Notes:**

**15/06/16 (Wk25), 22/06/16 (Wk26) & 29/06/16 (Wk27)**

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 (Wk31), 10/08/16 (Wk33) & 17/08/16 (Wk34)**

Please note that Coles online prices for single fruit purchases in Melbourne were unavailable for week 31, 33 & 34.

Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wed, 14th September 2016

(Week 38)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		\$2.00	\$2.00	\$2.00	\$2.00
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Reed	Single Fruit		\$2.00	\$2.00	-	-
	Reed	Multi-buy	2 for \$x	-	-	-	-
	Unknown**	Single Fruit	Organic	\$4.00	\$4.00	-	-
	Hass	2 Pack	Organic	\$5.00	\$5.00	\$7.00	-
	Hass	3 Pack		\$5.90	\$4.90	\$4.90	\$4.90
Woolworths	Hass	Single Fruit		↓\$2.20	↓\$2.40	\$2.50	↑\$3.00
	Hass	Multi-buy	2 for \$x	2 for \$3.50*	2 for \$4*	2 for \$4.50	↑2 for \$4.50*
	Hass	Single Fruit	Organic	-	-	-	-
	Unknown**	2 Pack	Ripe	-	\$7.00	-	-
	Hass	2 Pack	Organic	\$4.40	↓\$3.00	↓\$3.50*	-
	Unknown**	3 Pack		\$4.90	↓\$3.90	↓\$3.90	↓\$4.90
	Unknown**	5 Pack	Mini Disney	\$3.90	\$4.00	\$2.90	↑\$4.00
	Unknown**	1kg Bag	Odd Bunch	\$5.90	↓\$5.50	\$5.40	↑\$7.00

Catalogue Offers

Aldi - National - No catalogue offers found

IGA - No catalogue offers found

Foodworks - Brisbane - Hass - Aus & NZ - Multi-buy - 2 for \$4.00

Foodworks - Sydney - Hass - Aus & NZ - Multi-buy - 2 for \$3.00

Foodworks - Melbourne - Unknown - Aus & NZ - 3 pack -\$2.99

Woolworths - Brisbane - Hass - NZ - Single fruit - \$2.20 & Multi-buy - 2 for

Woolworths - Brisbane - Hass - Aus & NZ - Single fruit -\$2.20 & Multi-buy - 2

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

Woolworths - Melbourne - Organic Hass - Aus - 2 pack -\$3.50

Coles - No catalogue offers found

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