



INFOCADO WEEKLY REPORT: 3rd — 9th March 2012 (Wk 10)



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- Welcome to the new look Weekly Infocado Report! On this cover page you'll find links to Dry Matter Results and how to test at home, links to instructions on contributing to the Infocado system, links to information on how to use the Weekly Report and where the data comes from and links to download supply chain educational materials.
- The March seasonal forecast forms have been sent to all packhouses for review. Please take the time to review and resubmit your forecast. This information will be collated and used in the April Quarterly Report.
- NZ forecasts and dispatches are not included in this report. The most up to date import data has been included on page 3 and has been sourced from Australia Customs records.
- Volumes into the market place increased slightly last week with 93,434 5.5 kg eqv trays vs 85,373 the week before.
- Retail prices in most states are getting higher with few specials in place this week. Wet and slightly cooler weather is forecasted for Brisbane, Sydney and Melbourne for the coming week and this may affect sales for salad items.

What you need to be aware of for next month

- Promotions in March and April will be on Pay TV nationally, on channels Lifestyle YOU and Food Bites Lifestyle Food. In magazines nationally, Australian Good Taste, Australian Womens Weekly, Recipes +, Super Food Ideas, Woman's Day, Donna Hay, Naturally. Online at Allrecipes.com.au and Taste.com.au. As well as direct email newsletters and Foodservice Chef Training in Sydney and Melbourne.
- The Weekly Volumes teleconference will be essential in managing this year's crop. Please contact Maree Tyrrell on 07 3846 6566 or admin@avocado.org.au to participate in this teleconference, held every Tuesday morning.
- Based off the January 2012 Quarterly Report 412,983 5.5kg eqv trays are expected in the market place for April. 496,998 5.5kg eqv trays are expected for Shepard and 31,003 5.5kg eqv trays for other varieties.

Upcoming Holidays

Good Friday: 6 April | Easter Sunday: 8 April | Easter Monday: 9 April | ANZAC Day: 25 April

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P2: Dispatches | P3: 4 Weekly Forecasts and Import Data | P4: Dispatches by Region and Contributors | P5: Wholesale data | P6-8: Retail Pricing data

IMPORTANT and PLEASE NOTE:

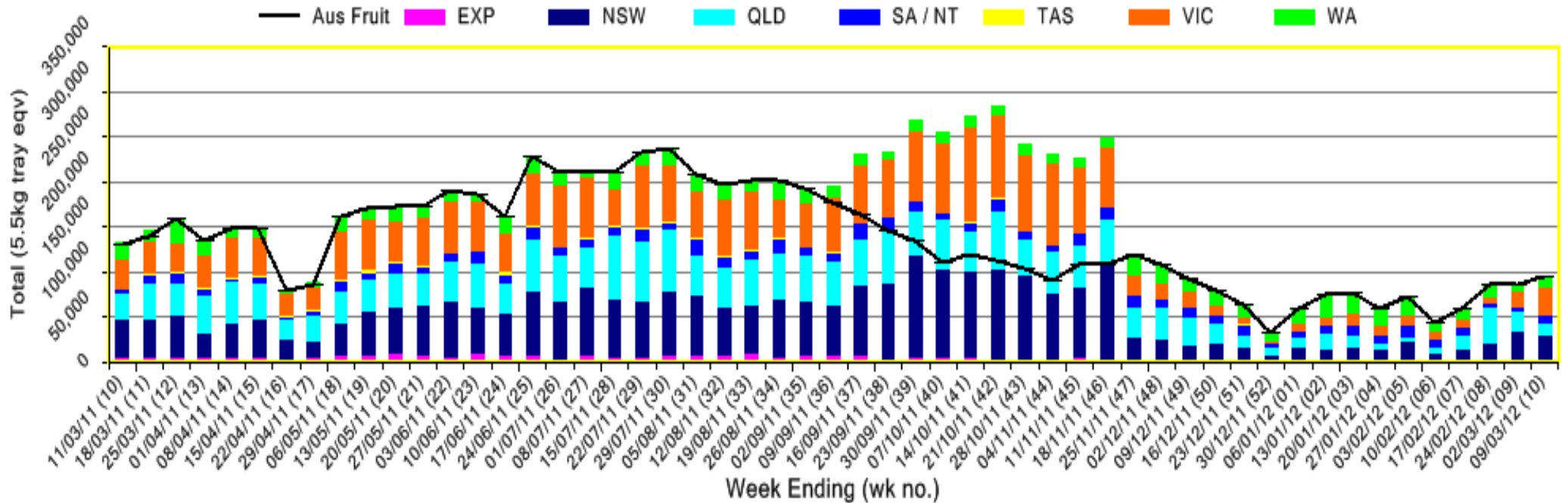
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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Industry Dispatches By Destination State and Count Size : 3rd March - 9th March 2012 (Wk 10)

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	Other	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP								459	766	1,225	96					1,400
NSW	399	726	2,178	4,077	1,567	4,466	5,026	1,778	30	20,247	3,790	600		1,000	27,429	
QLD	16	172	239	1,279	515	2,412	1,740	4,626	264	11,263	838	924	3,600		13,610	
SA / NT		6	1,015	3,909		821	1,501	400	46	7,698	223	240			8,147	
TAS								640		640					640	
VIC	108	1,317	3,092	4,959	2,258	8,930	5,765	292	49	26,770	1,970				30,352	
WA	773	1,619	1,274	3,015		1,902	1,282	593	4	10,462	767				11,857	
Total	1,296	3,840	7,798	17,239	4,340	18,531	15,954	8,148	1,159	78,305	7,684	1,764	3,600	1,000	93,434	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 700,097 5.5kg tray eqv



Forecast Data (Week 10 - 14)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 10 - begin 03/03/2012					
Hass	10,292	720			11,601
Shepard	90,923	4,130	6,000	8,000	100,978
Week Total	101,215	4,850	6,000	8,000	112,579

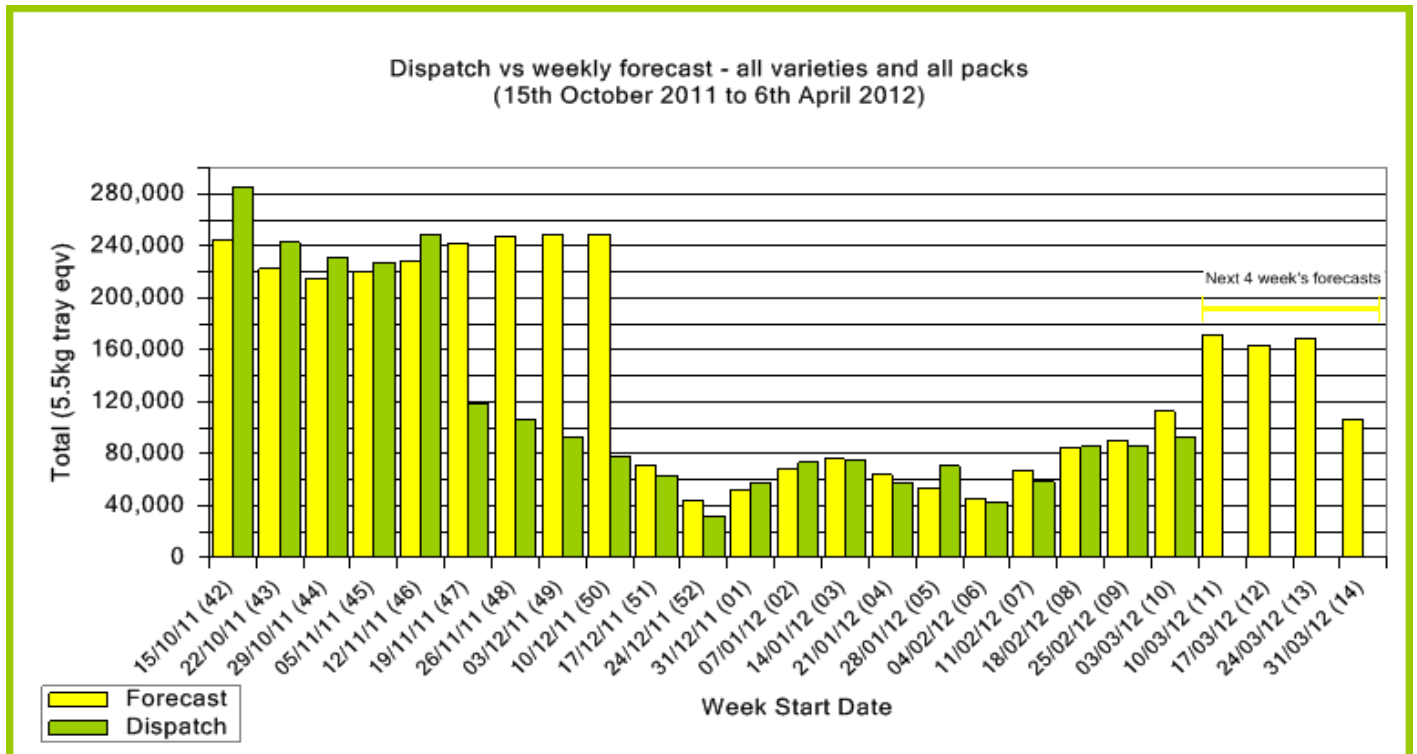
Week 11 - begin 10/03/2012					
Fuerte	3,000	400			3,727
Hass	7,892	800			9,347
Lamb Hass	50	40			123
Shepard	143,548	7,031	6,500	7,000	158,787
Week Total	154,490	8,271	6,500	7,000	171,983

Week 12 - begin 17/03/2012					
Fuerte	3,000	400			3,727
Hass	8,092	840			9,619
Shepard	134,597	7,210	5,500	7,000	149,979
Week Total	145,689	8,450	5,500	7,000	163,326

Week 13 - begin 24/03/2012					
Fuerte	2,000	300			2,545
Hass	14,392	1,060	500	1,000	16,592
Shepard	132,797	8,410	4,500	5,000	149,815
Week Total	149,189	9,770	5,000	6,000	168,953

Week 14 - begin 31/03/2012					
Hass	16,892	1,420	1,000	2,000	20,020
Shepard	74,297	5,800	3,000	3,000	85,932
Week Total	91,189	7,220	4,000	5,000	105,952

Green shading indicates dispatch data				Yellow shading indicates forecast data			
Dispatch Data (Week 10 - begin 3/03/2012)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Fuerte	160					160	
Hass	13,367	1,448				16,000	
Reed	1,569	153				1,847	
Shepard	63,209	6,083	1,764	3,600	1,000	75,427	
Total	78,305	7,684	1,764	3,600	1,000	93,434	



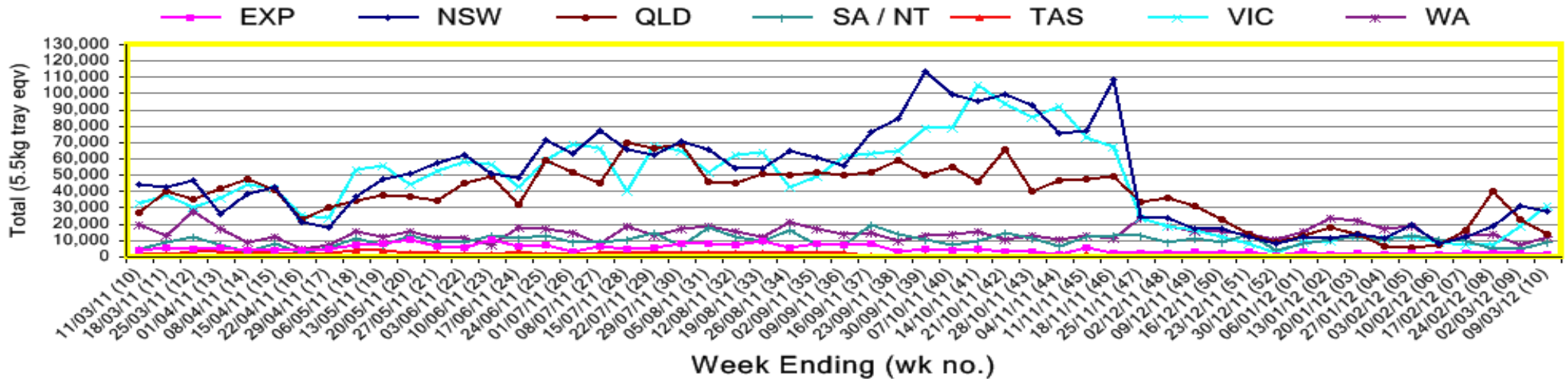
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	655,540	685,179	460,319				2,732,937
USA		11,782	47,380	36,098						95,260
Japan	818	24,196	106,337	123,344						254,695
Total	818	350,187	771,407	814,982	685,179	460,319				3,082,892

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ Dispatch for season so far as a proportion of regional forecast
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 700,097 5.5kg tray eqv



Week 10 contributors - Packhouses

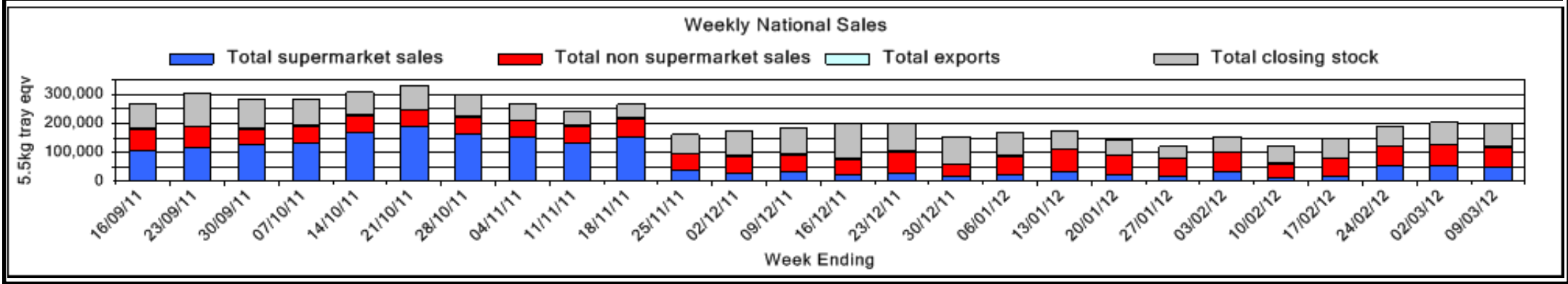
Advance Packing & Marketing Services P/L	Lavers Orchards
Aussie Orchards Growers & Packers	Natures Fruit Company
Battistin Orchards Pty Ltd	One Harvest
Bellview Orchards Pty Ltd	R & M Waterman
Delroy Orchards	Sunfresh
Gunnado Farm	Tinaroo Falls Avocado Trust
Hilltop Mareeba	VP & EA Farrell
ID & AM Leighton	Willow Creek

Week 10 contributors - Wholesalers

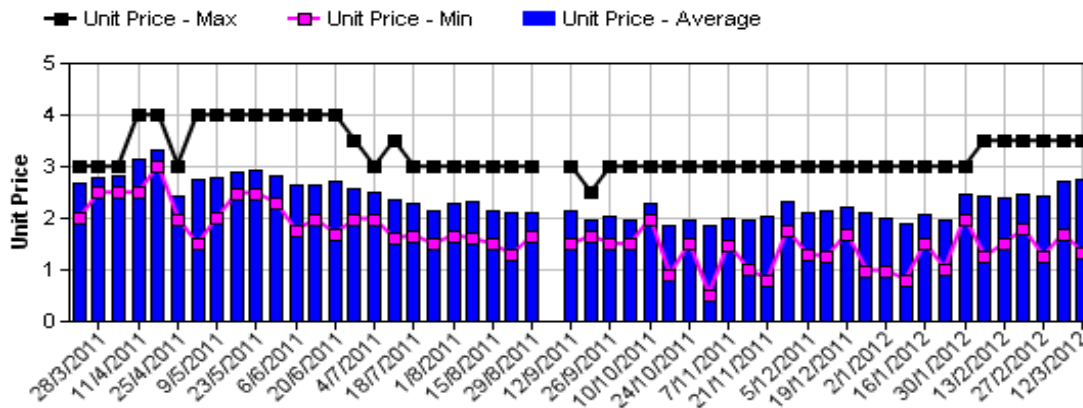
Allcrops Pty Ltd (Sydney)	Freshmax Pty Ltd (Brisbane)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)
Fresh Express Produce Pty Ltd (Perth)	

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

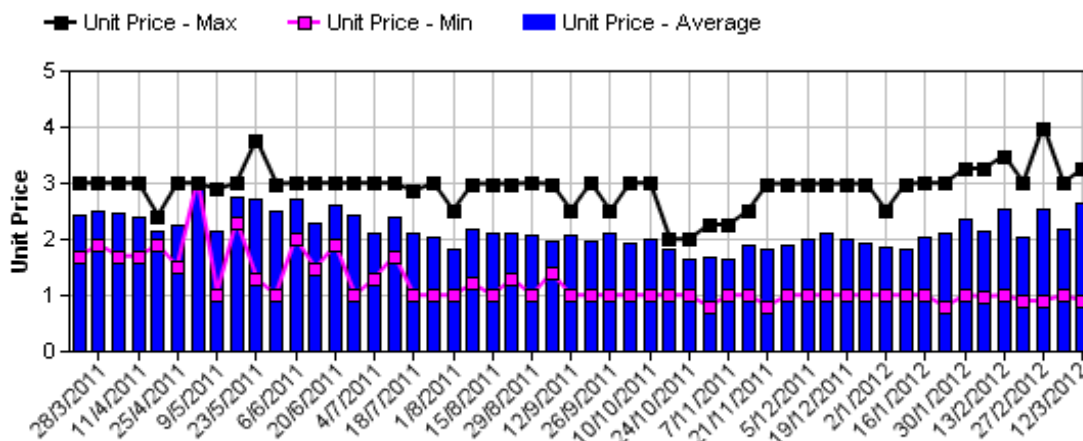
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	5,220	8,478	1,320	15,018	459	283	38	780	1,418		600		600	109	6,055	9,102	1,389	16,545
Total Stock on Hand																		
QLD																		
Total supermarket sales	10,607	4,341		14,948		202		202	367		924		924	168	10,607	4,876		15,483
Total non supermarket sales	22,622	1,419	117	24,158		1,560	32	1,592	2,895						22,622	4,255	175	27,053
Total exports		725		725		96		96	175							900		900
Total sales	33,229	6,485	117	39,831		1,858	32	1,890	3,436		924		924	168	33,229	10,031	175	43,435
Total Stock on Hand	33,697	1,681	509	35,887		474	20	494	898						33,697	2,543	545	36,785
SA & TAS																		
Total supermarket sales	1,141	6,229		7,370							240		240	44	1,141	6,273		7,414
Total non supermarket sales	3,647		371	4,018	270		18	288	524						4,138		404	4,542
Total exports																		
Total sales	4,788	6,229	371	11,388	270		18	288	524		240		240	44	5,279	6,273	404	11,955
Total Stock on Hand	10,421	2,016	4,243	16,680	453		1,609	2,062	3,749						11,245	2,016	7,168	20,429
VIC																		
Total supermarket sales		14,018		14,018		94		94	171							14,189		14,189
Total non supermarket sales	10,442	1,041	1,422	12,905	617		4	621	1,129						11,563	1,041	1,430	14,034
Total exports																		
Total sales	12,771	15,059	1,422	29,252	617	94	4	715	1,300						13,892	15,229	1,430	30,552
Total Stock on Hand	13,616	716	2,006	16,338	7			7	13						13,629	716	2,006	16,351
WA																		
Total supermarket sales	5,815		1,119	6,934											5,815		1,119	6,934
Total non supermarket sales	7,161			7,161	1,481			1,481	2,693						9,854			9,854
Total exports	500			500											500			500
Total sales	13,476		1,119	14,595	1,481			1,481	2,693						16,169		1,119	17,288
Total Stock on Hand	3,728			3,728	37			37	67						3,795			3,795
Total																		
Total supermarket sales	17,563	30,908	1,119	49,590		579		579	1,053		1,764		1,764	321	17,563	32,281	1,119	50,963
Total non supermarket sales	49,092	4,618	3,230	56,940	2,827	1,560	92	4,479	8,144						54,232	7,454	3,398	65,083
Total exports	2,829	725		3,554		96		96	175						2,829	900		3,729
Total sales	69,484	36,251	4,349	110,084	2,827	2,235	92	5,154	9,371		1,764		1,764	321	74,624	40,635	4,517	119,775
Total Stock on Hand	62,015	6,244	7,019	75,278	497	474	1,629	2,600	4,727						62,919	7,106	9,981	80,005



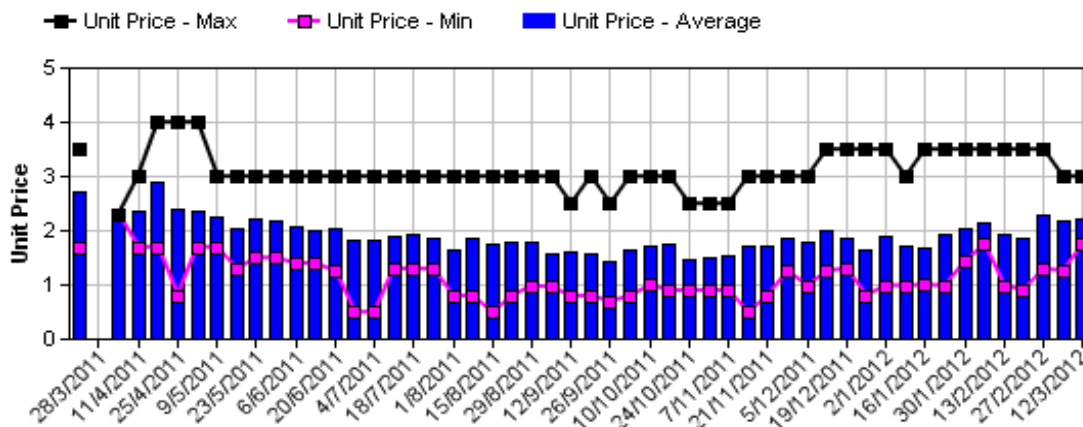
Hass Avocado Average Retail Prices - Sydney



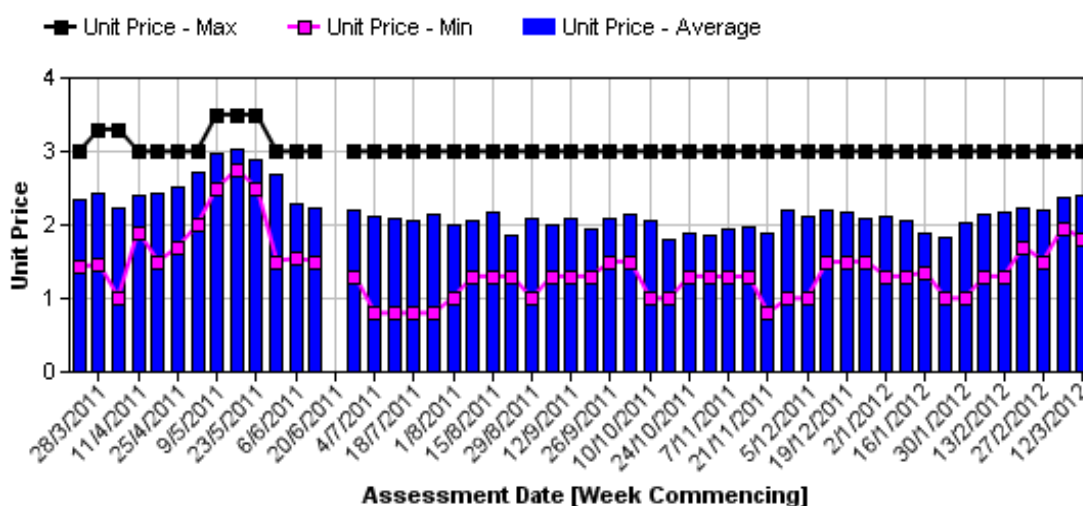
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

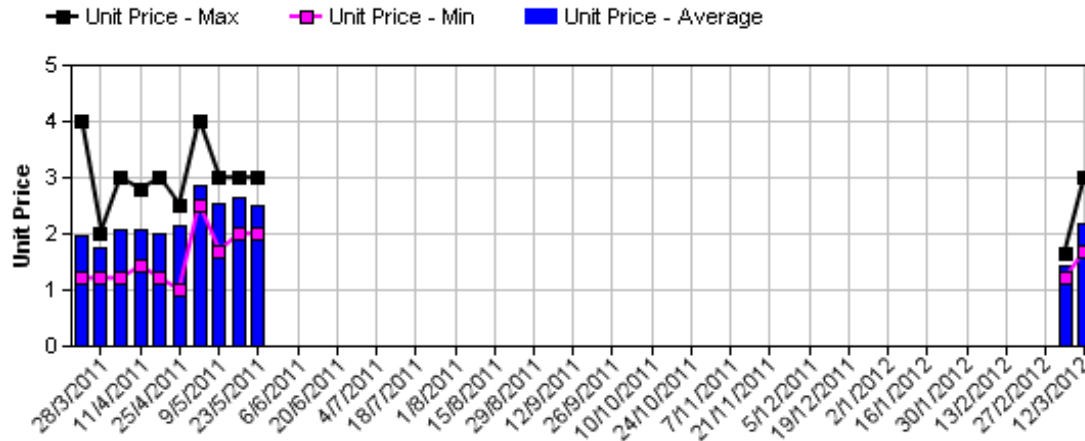


Hass Avocado Average Retail Prices - Perth

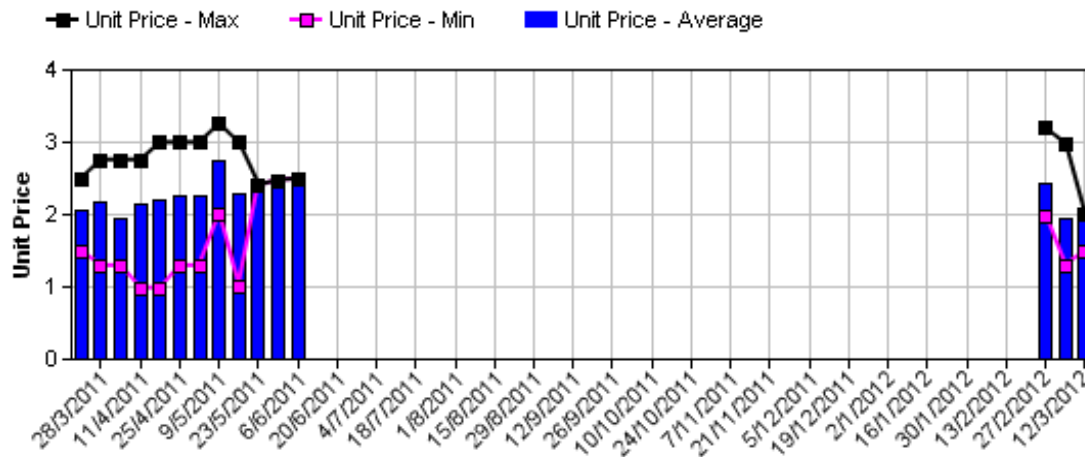


Assessment Date [Week Commencing]

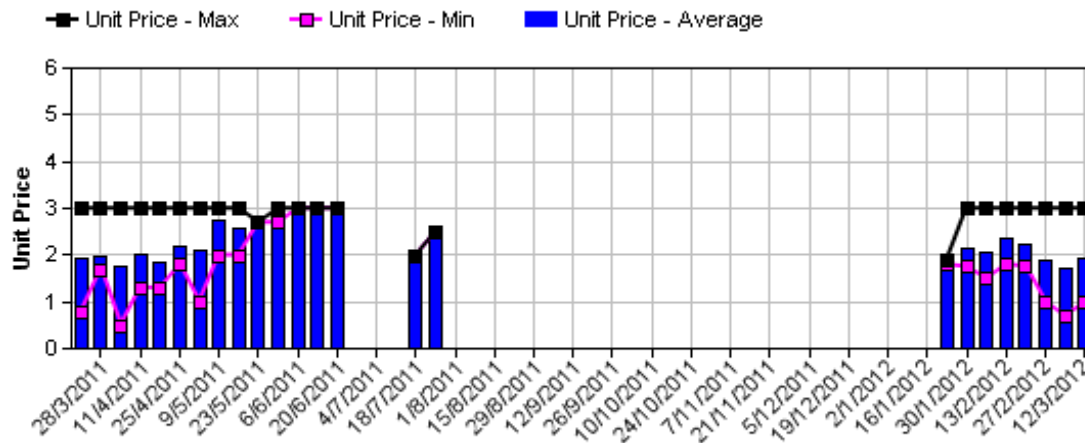
Shepard Avocado Average Retail Prices - Sydney



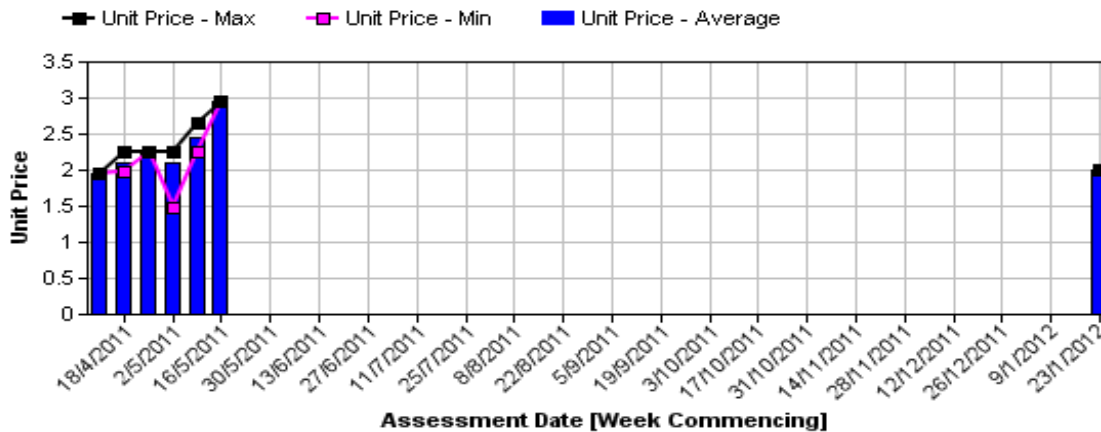
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 12th March 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	220	1.33	No	NZ
I	Shepard	190	1.69	No	Aus
Foodworks	Shepard	160	1.69	No	Aus
Coles	Shepard	250	1.98	No	NZ
Coles	Shepard	260	1.98	No	Aus
Woolworths	Shepard	270	1.98	No	Aus
Woolworths	Shepard	270	1.98	No	Aus
Coles	Shepard	260	1.98	No	Aus
Woolworths	Shepard	250	1.98	No	Aus
I	Shepard	270	1.99	No	Aus
Coles	Hass	265	2.48	No	Aus
I	Hass	310	2.49	No	Aus
I	Reed	480	2.49	No	Aus
IGA	Shepard	250	2.49	No	Mixed
I	Reed	410	2.50	No	Aus
I	Shepard	310	2.50	No	Aus
I	Reed	460	2.50	No	Aus
IGA	Shepard	295	2.95	No	Aus
I	Shepard	280	2.99	No	Aus
Foodworks	Hass	310	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Reed	550	2.99	No	Aus
I	Reed	540	2.99	No	Aus
I	Hass	320	2.99	No	Aus
I	Reed	580	2.99	No	Aus
I	Hass	390	2.99	No	Aus
I	Hass	320	3.49	No	Aus
BRISBANE					
Woolworths	Shepard	200	0.98	Store	Aus
IGA	Shepard	200	1.25	Store	Aus
I	Shepard	215	1.69	Store	Aus
Woolworths	Shepard	180	1.74	No	Aus
IGA	Hass	200	1.74	No	NZ
IGA	Hass	200	1.74	No	NZ
Coles	Shepard	200	1.75	No	Aus
Coles	Shepard	220	1.75	No	Aus
Coles	Shepard	220	1.75	No	Aus
I	Shepard	205	1.79	Store	Aus
Woolworths	Shepard	275	1.94	No	NS
I	Reed	650	1.98	No	Aus
I	Shepard	280	1.99	No	Aus
I	Shepard	250	1.99	Store	NZ
I	Hass	290	1.99	Store	NZ
I	Hass	265	1.99	No	NZ
I	Shepard	312	2.29	No	Aus
I	Hass	270	2.89	Store	NS
I	Shepard	265	2.99	No	Aus
I	Hass	275	2.99	Store	NZ
I	Shepard	200	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	0.89	No	NS
I	Shepard	310	1.49	Store	Aus
Safeway	Shepard	290	1.98	Cat	Aus
Safeway	Shepard	275	1.98	Cat	Aus
Coles	Shepard	295	1.98	No	Aus
Coles	Shepard	275	1.98	No	Aus
Safeway	Shepard	280	1.98	Cat	Aus
I	Hass	268	1.99	No	Mixed
Coles	Shepard	285	1.99	No	Aus
I	Shepard	280	1.99	No	NZ
I	Hass	275	2.49	No	NS
I	Hass	300	2.98	No	Aus
I	Hass	265	2.99	No	Aus
IS	Hass	315	2.99	No	NZ
IGA	Hass	285	2.99	No	Aus
I	Hass	290	3.25	No	NS
I	Hass	300	3.25	No	Aus
PERTH					
Coles	Hass	280	1.80	Store	Aus
I	Hass	290	1.99	Store	Aus
IS	Hass	270	1.99	Store	Aus
I	Hass	260	1.99	No	Aus
Woolworths	Hass	220	2.25	No	Aus
Woolworths	Hass	250	2.25	No	Aus
Woolworths	Hass	240	2.25	No	Aus
Coles	Hass	320	2.48	No	Aus
Coles	Hass	300	2.48	No	Aus
I	Hass	250	2.49	No	Aus
IGA	Hass	250	2.49	No	Aus
IGA	Hass	250	2.49	No	Aus
IGA	Hass	290	2.59	No	Aus
I	Hass	270	2.69	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	295	2.99	No	Aus

Size ranges based on 5.5kg trays	
Size	Weight Range
28	185 - 208g
25	208 - 230g
23	230 - 245g
22	245 - 263g
20	263 - 290g
18	290 - 325g
16	325 - 363g

Special Codes

Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets

Country of Origin Codes

Aus = display sign indicates fruit is from Australia
 NZ = display sign indicates fruit is from New Zealand
 NS = display sign doesn't say where fruit is from