



INFOCADO WEEKLY REPORT: 2nd March — 8th March 2013 (Wk 10)



Comments

- North Queensland growers are reminded to begin including 4 weekly forecasts for Hass if they are looking to start harvesting in the coming weeks.
- The March Dry Matter tests are currently underway and results should be available for next week's Infocado report.
- The March seasonal forecast reminder emails will be sent to all packhouses shortly. Please take the time to review your forecast and resubmit it. This information will be used in generating the April Quarterly report. The report will include updated forecast information following the January 2013 flooding in some parts of the country.
- The Western Australian growing region has virtually finished with only small quantities left to be dispatched.
- Sydney and Melbourne Woolworths stores have catalogue specials in place this week. There are numerous store specials in place in Brisbane this week.
- Please note that when entering your dispatch data if you are supplying another packhouse with fruit and that packhouse also contributes to Infocado then to avoid your data being counted twice in this report please include those volumes in the consolidators row. For a list of report contributors for this week please see page 4 or contact the Avocado Australia office for clarification.

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How to conduct Dry
Matter tests at home](#)

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What you need to be aware of for next month

- According to the January 2013 Quarterly Report 1,172,927 5.5kg eqv trays are expected in the market place for April. 788,068 5.5kg eqv trays are Hass, 359,428 5.5kg eqv trays are expected for Shepard with the remainder being other varieties.
- Growers in flood affected areas will be monitoring their trees for signs of stress from water logging and related issues.
- The April Quarterly Report will be published. This report will include a revised forecast based off affects from the January 2013 flooding and rain events.

Upcoming Holidays

11th March - Adelaide Cup Day SA, Labour Day VIC & Canberra Day ACT | 29th March - Good Friday |

Report Index

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:

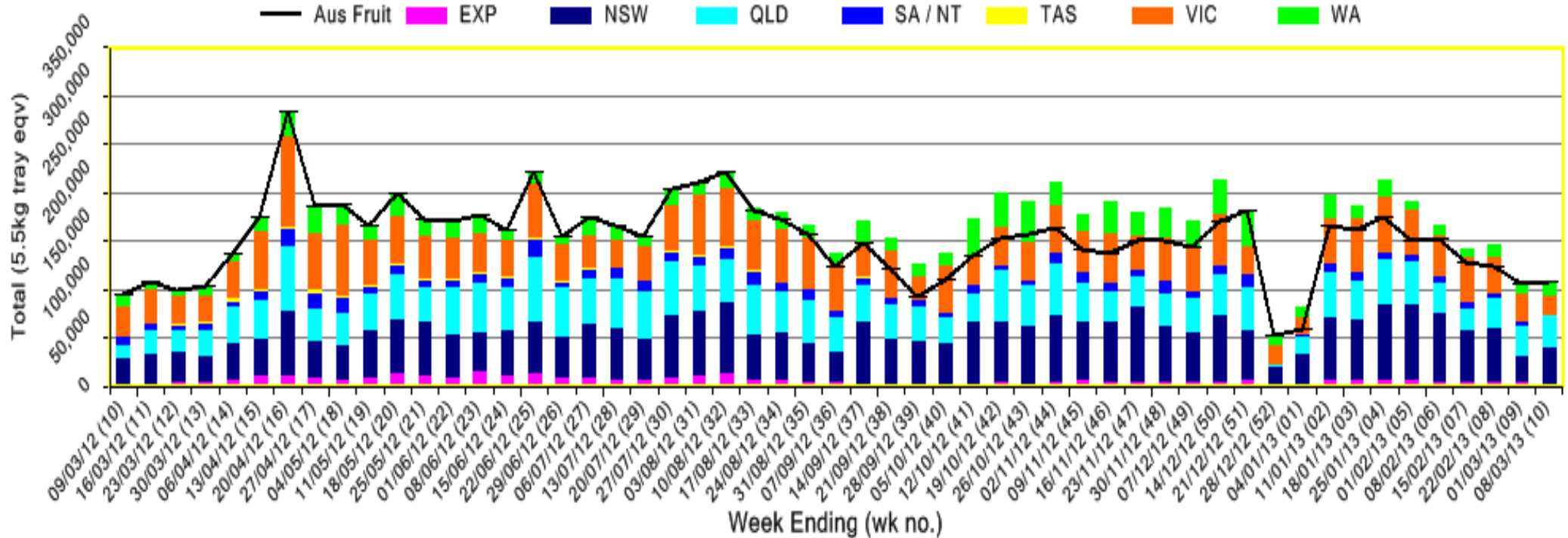
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 2nd March - 8th March 2013 (Wk 10)

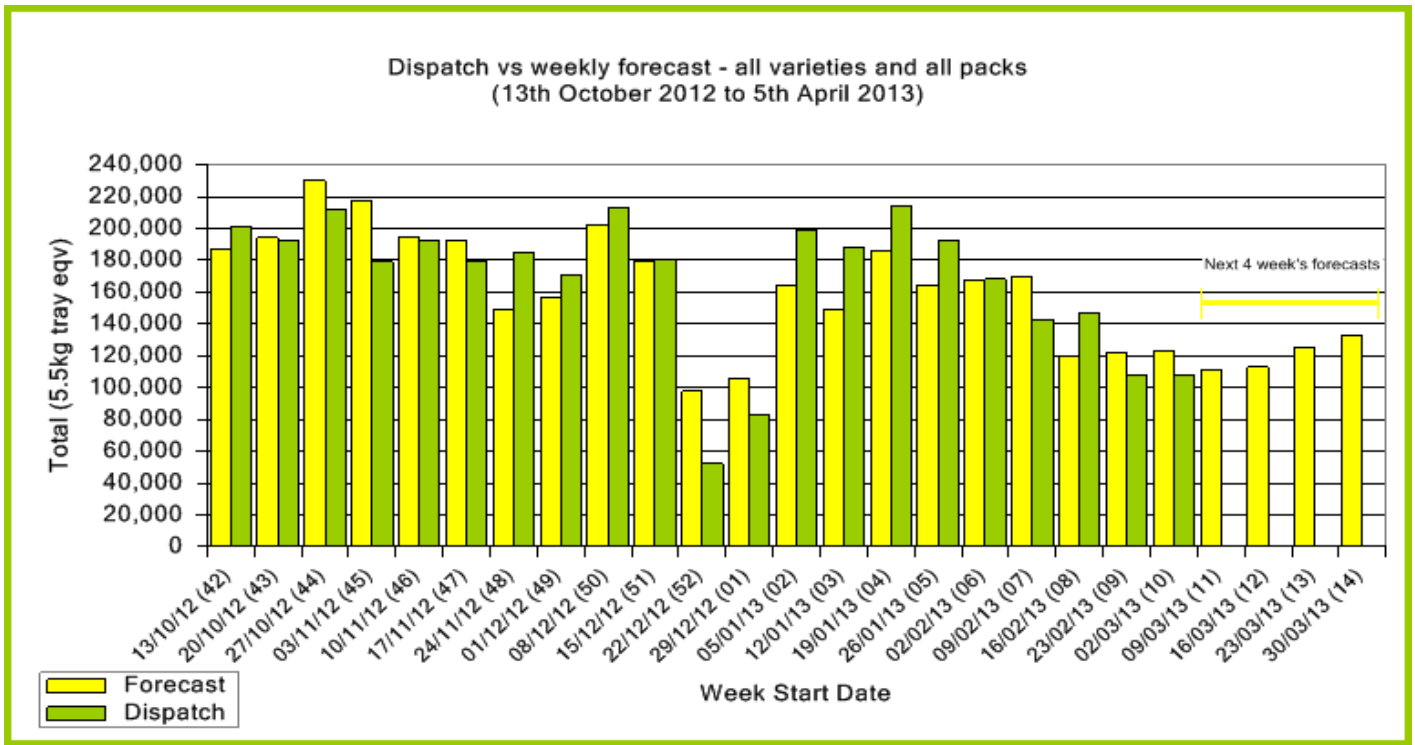
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								750	752	1,502					1,502
NSW	34	4,448	4,372	4,093	652	6,260	7,123	4,924	177	32,083	3,457	429			38,446
QLD		266	1,293	3,956	817	3,840	6,503	5,984	40	22,699	3,676	11,051	1,600	9,120	33,341
SA / NT		168	296	160				144		768	96				943
VIC	10	1,601	2,140	3,238	1,362	3,852	3,020	1,401	516	17,140	1,780				20,376
WA		810	1,511	2,523		2,196	1,501	547	983	10,071	1,683		60		13,142
Total	44	7,293	9,612	13,970	2,831	16,148	18,147	13,750	2,468	84,263	10,692	11,480	1,660	9,120	107,750

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 1,548,722 5.5kg tray eqv



Forecast Data (Week 10 - 14)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 10 - begin 02/03/2013						
Hass	37,246	2,435	500	50	5,000	42,682
Shepard	70,800	4,416	7,000		2,000	80,466
Week Total	108,046	6,851	7,500	50	7,000	123,148
Week 11 - begin 09/03/2013						
Hass	3,640	35		50		3,713
Shepard	95,700	5,210	9,000		2,000	107,173
Week Total	99,340	5,245	9,000	50	2,000	110,885
Week 12 - begin 16/03/2013						
Hass	1,520	25		50		1,574
Shepard	100,100	5,160	9,000		2,000	111,482
Week Total	101,620	5,185	9,000	50	2,000	113,056
Week 13 - begin 23/03/2013						
Hass	700					700
Reed	50	10				68
Shepard	110,600	6,760	9,000		2,000	124,891
Week Total	111,350	6,770	9,000		2,000	125,659
Week 14 - begin 30/03/2013						
Shepard	118,100	7,400	7,000			132,828
Week Total	118,100	7,400	7,000			132,828

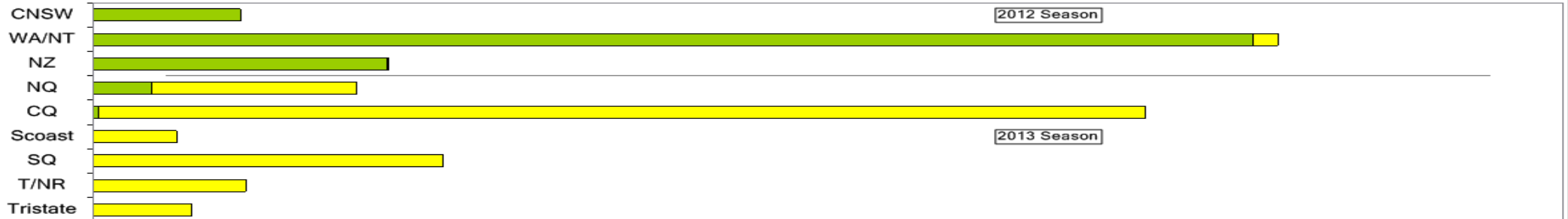
Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 10 - begin 2/03/2013)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	22,247	2,731	429	60	9,120	28,959
Shepard	62,016	7,961	11,051	1,600		78,791
Total	84,263	10,692	11,480	1,660	9,120	107,750



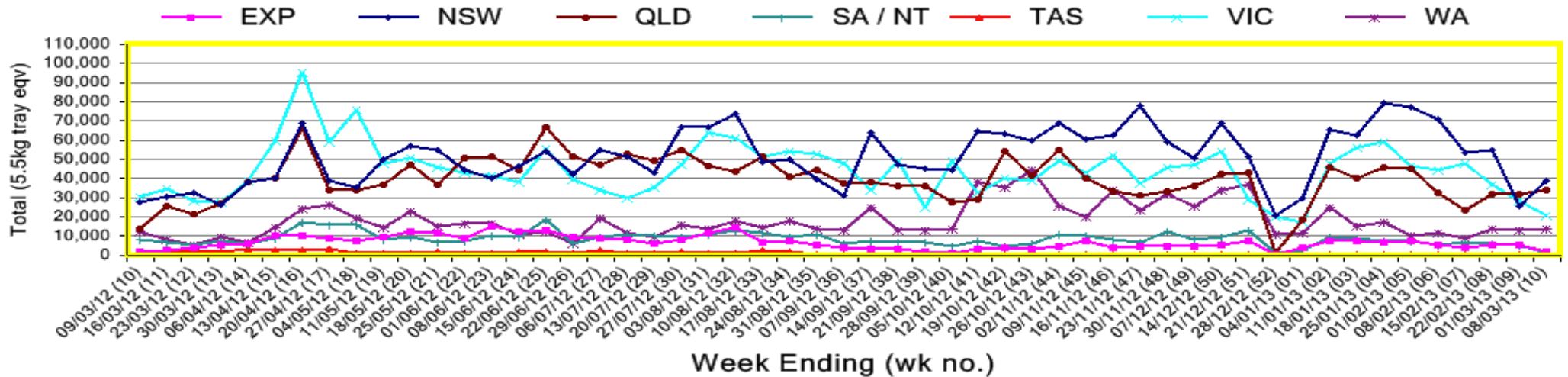
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	75,000	2,480	0	963,860
Australia	27,768	106,347	156,090	211,721	71,661	126,478	99,827	2,480		802,372
USA			17	51		3	10			
Japan	374	9,797	38,598	44,827	22,186	2,549				
Total	28,142	116,144	194,705	256,599	93,847	129,030	99,837	2,480		920,784

Percentage dispatched by region (Based on seasonal forecast - 2013)

█ 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 2013 to date = 1,548,722 5.5kg tray eqv



Week 10 contributors - Packhouses

Advance Packing & Marketing Services P/L	Mariners Rest
Aussie Orchards Growers & Packers	Natures Fruit Company
Avocado Estates	One Harvest
Battistin Orchards Pty Ltd	R & M Waterman
Bellview Orchards Pty Ltd	Simpson Farms Pty Ltd
Delroy Orchards	Sunfresh
Gunnado Farm	Sunnyspot Packhouse Pty Ltd
Hilltop Mareeba	SuperPak
ID & AM Leighton	Tropicado Avocados
Lavers Orchards	Willow Creek
Lone Gum Avocados	

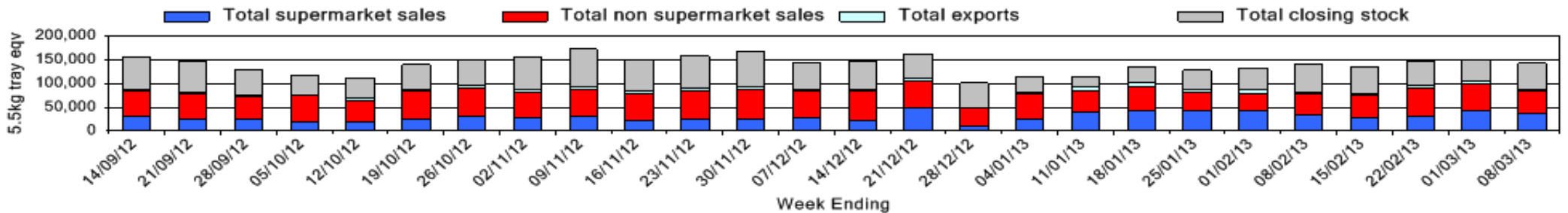
Week 10 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Exotic Fruit Traders (Sydney)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Costa Farms (Perth)	The La Manna Group (Brisbane)
Dykes Bros (Melbourne)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)

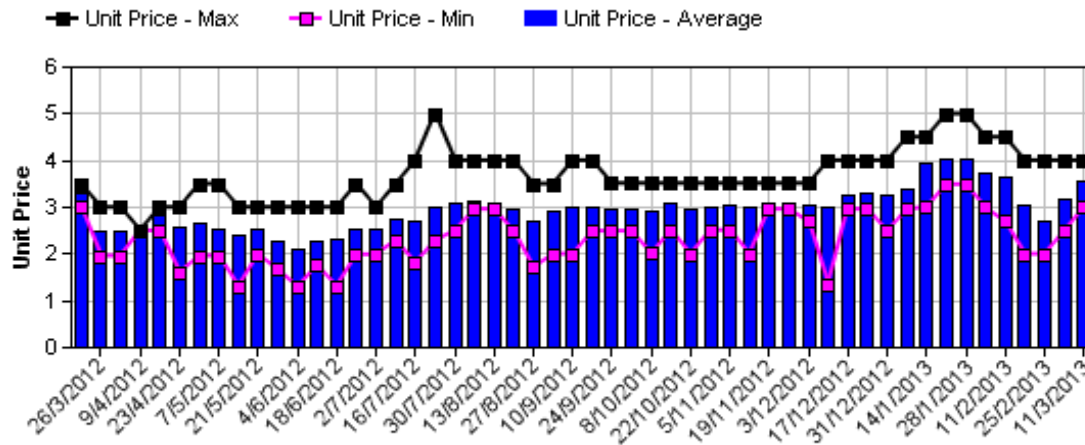
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Not enough NSW wholesalers contributed data this week.																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,025	9,021		12,046	664	355		1,019	1,853						4,232	9,666		13,899
Total Stock on Hand																		
QLD																		
Total supermarket sales	4,167	10,493		14,660		1,920		1,920	3,491		600		600	109	4,167	14,093		18,260
Total non supermarket sales	11,287	2,772	420	14,479		775		775	1,409						11,287	4,181	420	15,888
Total exports		1,502		1,502												1,502		1,502
Total sales	15,454	14,767	420	30,641		2,695		2,695	4,900		600		600	109	15,454	19,776	420	35,650
Total Stock on Hand	21,399	6,504	234	28,137		526		526	956						21,399	7,460	234	29,093
SA & TAS																		
Total supermarket sales	3,178	1,223		4,401											3,178	1,223		4,401
Total non supermarket sales	3,614	16	1,036	4,666	454		41	495	900						4,439	16	1,111	5,566
Total exports																		
Total sales	6,792	1,239	1,036	9,067	454		41	495	900						7,617	1,239	1,111	9,967
Total Stock on Hand	3,741	2,033	502	6,276	284		58	342	622						4,257	2,033	607	6,898
VIC																		
Total supermarket sales		3,665		3,665												3,665		3,665
Total non supermarket sales	6,642	4,879	2,806	14,327	446	479	97	1,022	1,858						7,453	5,750	2,982	16,185
Total exports																		
Total sales	6,642	8,544	2,806	17,992	446	479	97	1,022	1,858						7,453	9,415	2,982	19,850
Total Stock on Hand	2,261	3,981		6,242	469	129	47	645	1,173						3,114	4,216	85	7,415
WA																		
Total supermarket sales	724			724	20			20	36						760			760
Total non supermarket sales	4,802			4,802	895			895	1,627						6,429			6,429
Total exports																		
Total sales	5,526			5,526	915			915	1,664						7,190			7,190
Total Stock on Hand	9,058			9,058	157			157	285						9,343			9,343
Total																		
Total supermarket sales	8,725	23,402		32,127	108	2,112		2,220	4,036		600		600	109	8,921	27,351		36,272
Total non supermarket sales	28,714	8,667	4,262	41,643	2,371	1,417	138	3,926	7,138						33,025	11,243	4,513	48,781
Total exports		1,502		1,502												1,502		1,502
Total sales	37,439	33,571	4,262	75,272	2,479	3,529	138	6,146	11,175		600		600	109	41,946	40,096	4,513	86,556
Total Stock on Hand	37,579	13,135	736	51,450	1,678	655	105	2,438	4,433						40,630	14,326	927	55,883

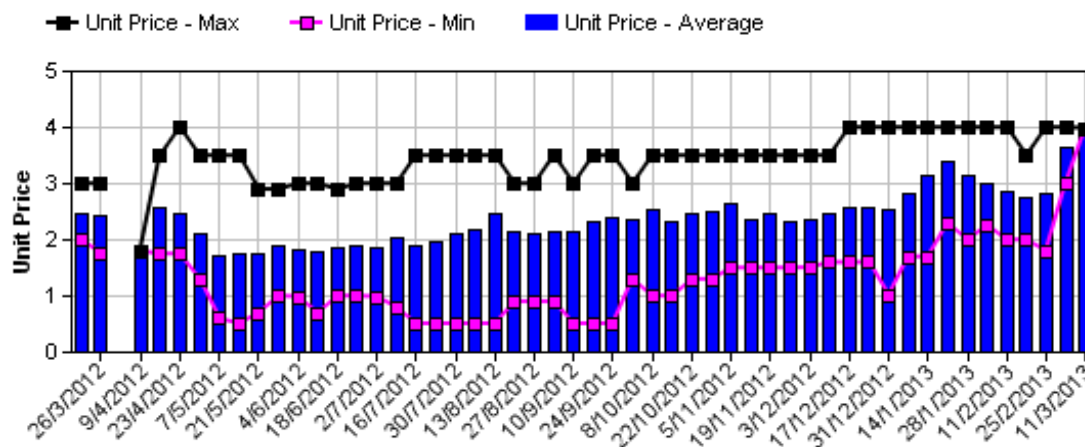
Weekly National Sales



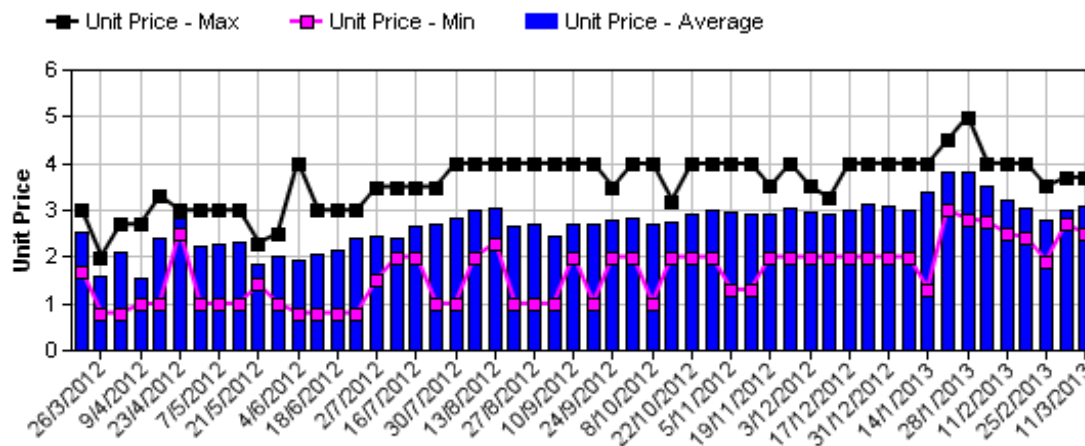
Hass Avocado Average Retail Prices - Sydney



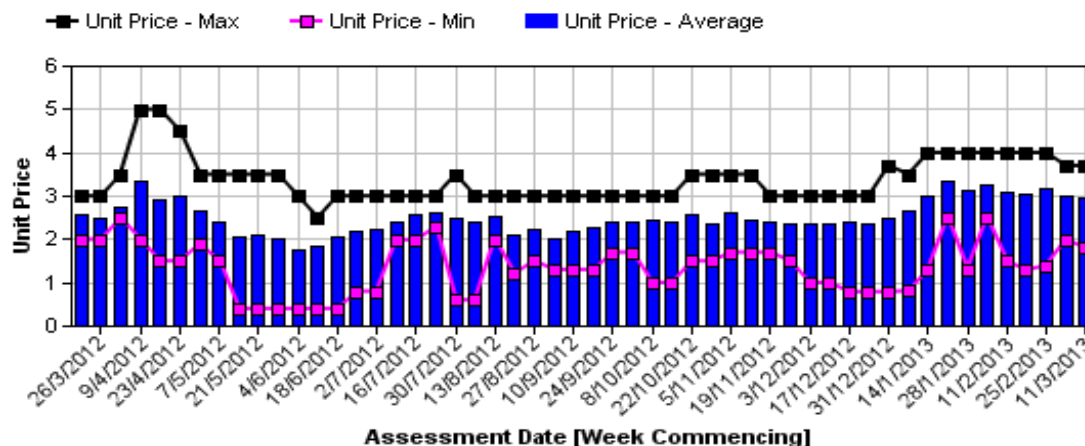
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

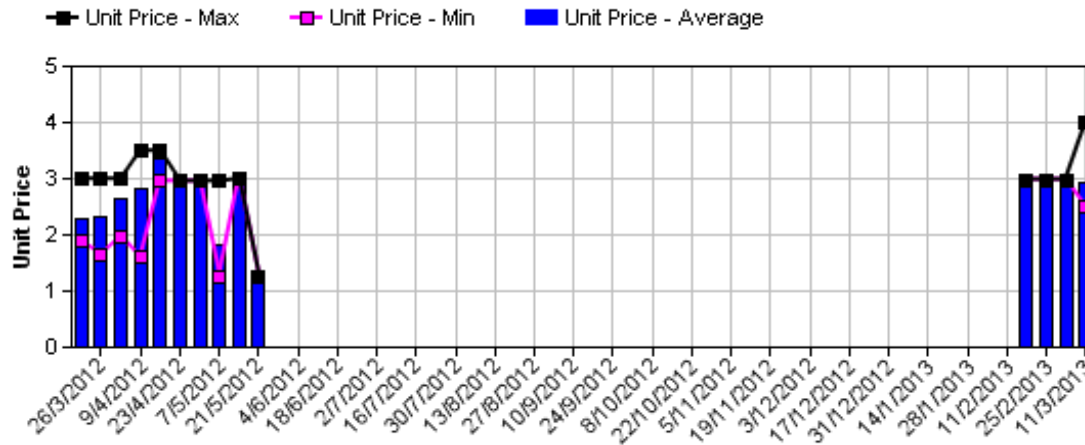


Hass Avocado Average Retail Prices - Perth

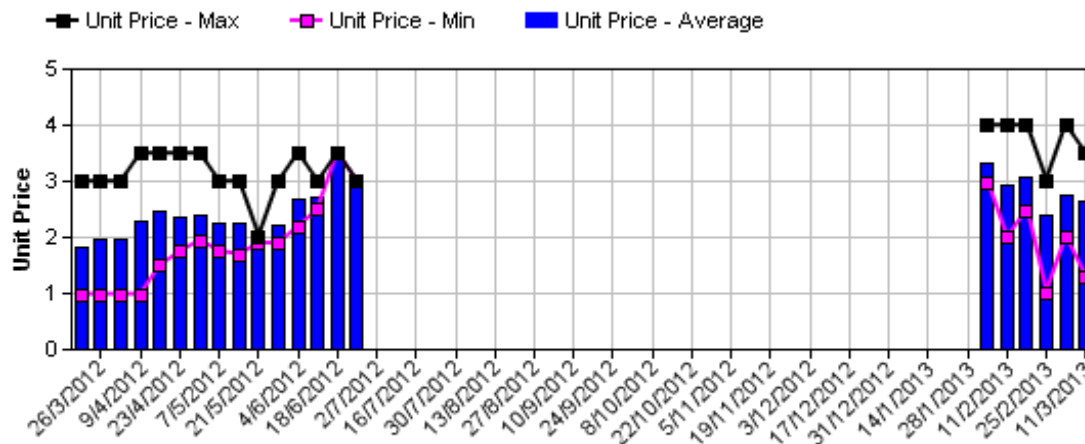


Assessment Date [Week Commencing]

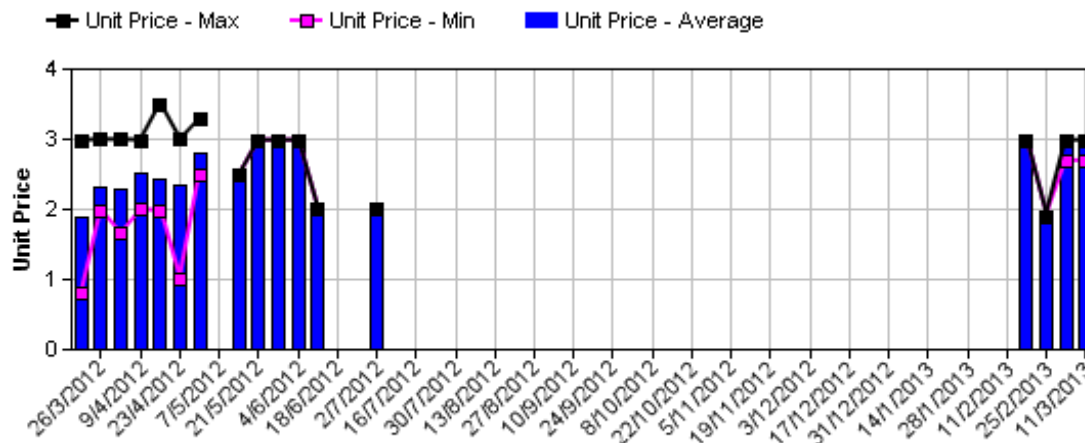
Shepard Avocado Average Retail Prices - Sydney



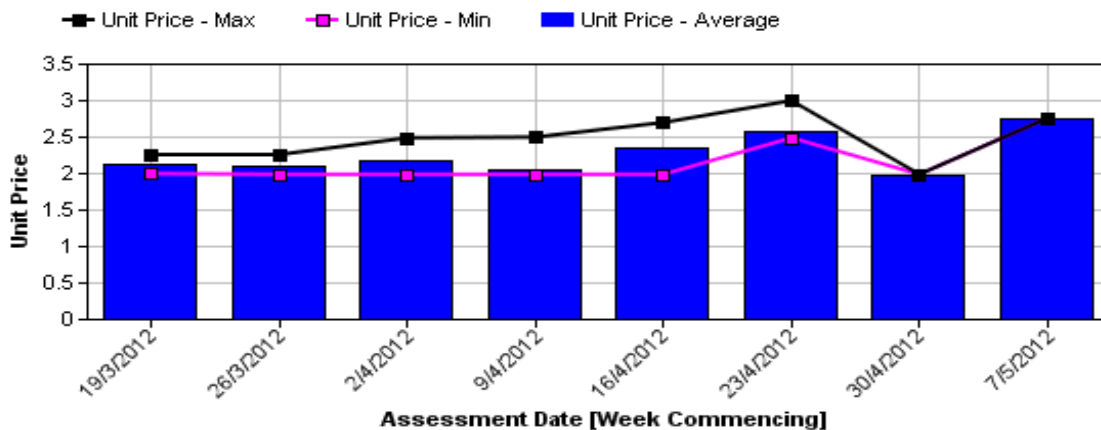
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 11th March 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
I	Shepard	210	2.49	No	Aus	I	Hass	260	2.49	No	Aus
Woolworths	Shepard	190	2.68	Cat	Aus	I	Shepard	260	2.69	No	NS
Woolworths	Shepard	215	2.68	Cat	Aus	I	Hass	235	2.69	No	NZ
Woolworths	Shepard	255	2.68	Cat	Aus	Safeway	Hass	270	2.98	Cat	Aus
Coles	Shepard	245	2.98	Store	Aus	Coles	Shepard	250	2.98	No	Aus
Coles	Shepard	240	2.98	Store	Aus	Coles	Shepard	275	2.98	No	Aus
Coles	Shepard	245	2.98	Store	Aus	Safeway	Hass	235	2.98	Cat	Aus
I	Hass	275	2.99	No	Aus	I	Hass	255	2.98	No	Aus
I	Reed	430	2.99	No	Aus	Coles	Shepard	235	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Safeway	Hass	245	2.98	Cat	Aus
I	Hass	245	2.99	No	Aus	IS	Hass	260	2.99	No	NZ
IGA	Hass	230	3.49	No	Aus	I	Hass	284	2.99	No	Aus
IGA	Hass	255	3.50	No	Aus	IGA	Hass	240	2.99	No	Aus
I	Hass	230	3.69	No	Aus	I	Hass	273	3.50	No	Aus
I	Hass	300	3.79	No	Aus	I	Hass	285	3.69	No	Aus
I	Reed	375	3.99	No	Aus	I	Hass	305	3.69	No	Aus
I	Shepard	250	3.99	No	Aus	PERTH					
I	Hass	305	3.99	No	Aus	I	Hass	160	1.79	No	Aus
I	Hass	315	3.99	No	Aus	IS	Hass	275	1.99	Store	Aus
I	Hass	285	3.99	No	Aus	Woolworths	Hass	280	2.98	Store	Aus
BRISBANE						Coles	Hass	210	2.98	No	Aus
IGA	Shepard	110	1.29	Cat	Aus	Woolworths	Hass	280	2.98	No	Aus
I	Shepard	210	1.99	No	Aus	Coles	Hass	245	2.98	No	Aus
IGA	Shepard	205	1.99	Store	Aus	Woolworths	Hass	295	2.98	No	Aus
Woolworths	Shepard	260	2.25	Store	Aus	Coles	Hass	205	2.98	No	Aus
I	Shepard	225	2.50	Store	Aus	IGA	Hass	260	2.99	No	Aus
I	Shepard	180	2.59	Store	Aus	IGA	Hass	270	2.99	No	Aus
Woolworths	Shepard	235	2.68	Store	Aus	I	Hass	240	2.99	No	Aus
Woolworths	Shepard	225	2.68	Store	Aus	I	Hass	275	2.99	No	Aus
Coles	Shepard	200	2.98	Store	Aus	IGA	Hass	235	2.99	No	Aus
IGA	Shepard	180	2.98	No	Aus	I	Hass	275	2.99	No	Aus
Coles	Shepard	215	2.98	Store	Aus	I	Hass	280	3.69	No	Aus
I	Shepard	280	2.99	No	Aus	IGA	Hass	300	3.69	No	Aus
I	Shepard	280	2.99	No	Aus						
I	Reed	460	2.99	No	Aus						
I	Shepard	240	3.00	Store	Aus						
I	Shepard	270	3.49	Store	Aus						
Coles	Hass	200	3.98	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

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

Store Codes

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