



INFOCADO WEEKLY REPORT: 28th February—6th March 2015 (Week 10)

Comments

- Brisbane markets absorbed the majority of dispatches from packhouses for the week gone, size 20 dominating (refer P 2).
- The weekly dispatch volume was relatively level with the volume forecast for the week. The four-weekly forecast is starting to indicate a rise in volumes as the NQ Shepard season starts to mature (refer P 3).
- Shepard volumes are starting to overtake the strong Hass dominance, with small volumes of Fuerte forecast in the coming weeks (refer P 3).
- Average retail price per Hass avocado continues to hold steady across all major cities. Increasing volumes of Shepard continue to be distributed along the eastern seaboard with the average retail price levelling at approx. \$3.00 / avocado (refer P 6 - 8).
- NQ packers are reminded to carefully monitor fruit maturity as the harvest season approaches, 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](#)

Australian Avocado Back on Television

Australian Avocados re-started television advertising with a 6 week campaign from 15 February 2015. After a significant off-air break this burst of television and digital advertising will re-build consumer awareness of avocados and help to maintain consumer purchase momentum into the autumn period. The first weeks will showcase the 30 second ad to build brand image followed by consecutive weeks of the 15 second ad for cost efficient reach and frequency.

The advertising will be across channels 7 & 9 as these continue to be the number 1 and 2 ranking stations against our target audience nationally. This will be replicated in regional areas with affiliated networks Prime (7) and Win/NBN (9). The ads will be seen in popular peak programmes such as MKR (My Kitchen Rules), the Block, the evening news and 60 minutes as examples.

For a full brief please refer to the Guacamole Enewsletter - 23/02/2015

Upcoming Holidays

Good Friday: 3rd April | Easter Monday: 6th April | Anzac Day: 25th April | Anzac Day (Additional Day) WA: 27th April | Queen's Birthday NZ: 1st June

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.

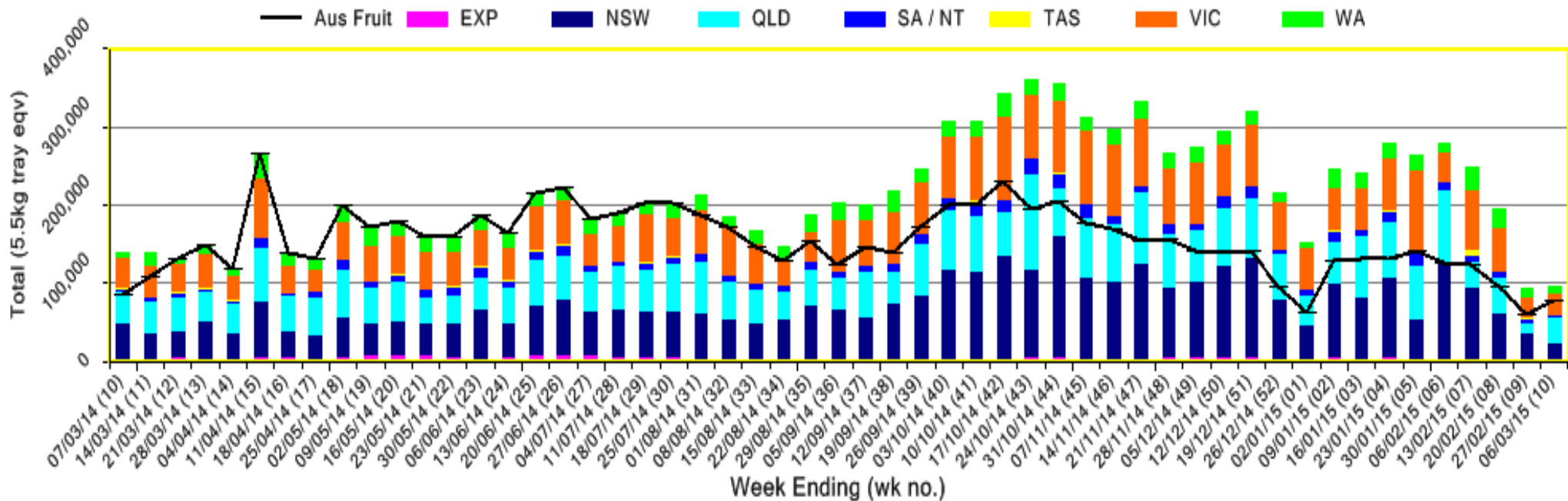
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This project has been funded by Horticulture Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 28th February - 6th March 2015 (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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								160		160				160
NSW	1	659	2,974	5,045	58	4,957	3,809	2,078	930	20,511	856			22,067
QLD		706	1,275	6,751	414	6,460	8,261	4,337	2,230	30,434	1,378	1,440	3,138	33,772
SA / NT				480		2,013				2,493	96			2,668
TAS						320	160			480				480
VIC	736	2,332	7,798	8,411	435	2,563	2,190	852	586	25,903	750			27,267
WA	103	96	240	851		1,654	3,489	2,324	29	8,786	442			9,590
Total	840	3,793	12,287	21,538	907	17,967	17,909	9,751	3,775	88,767	3,522	1,440	3,138	96,004

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 2,100,823 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

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 28/02/2015

Hass	54,628	2,910	1,000	10		60,103
Lamb Hass	1,818	100				2,000
Shepard	38,000	2,500	7,680		400	44,014
Week Total	94,446	5,510	8,680	10	400	106,117

Week 11 - begin 07/03/2015

Hass	14,898	1,540				17,698
Shepard	71,000	4,200	7,680		3,200	80,614
Week Total	85,898	5,740	7,680		3,200	98,312

Week 12 - begin 14/03/2015

Fuerte	3,000	500				3,909
Hass	2,096	532				3,063
Shepard	123,000	4,996	15,000		2,800	135,320
Week Total	128,096	6,028	15,000		2,800	142,292

Week 13 - begin 21/03/2015

Fuerte	4,000	500				4,909
Hass	96	32				154
Shepard	122,000	5,480	15,000		2,800	135,200
Week Total	126,096	6,012	15,000		2,800	140,263

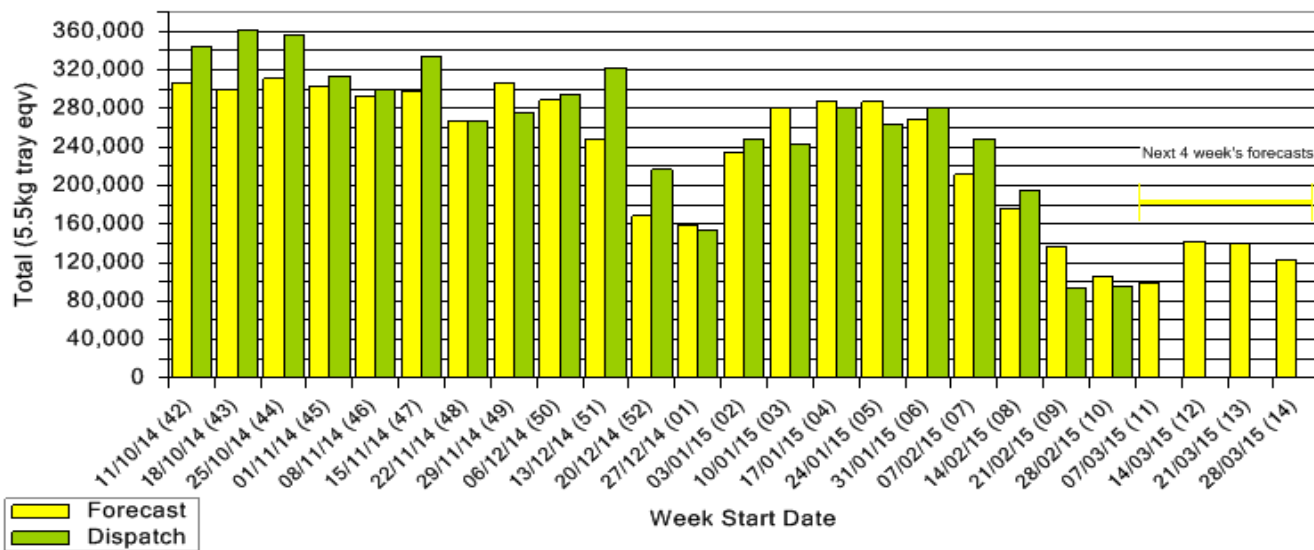
Week 14 - begin 28/03/2015

Hass	96	32				154
Shepard	111,000	6,096			2,800	122,593
Week Total	111,096	6,128			2,800	122,747

Dispatch Data (Week 10 - begin 28/02/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	50,537	998			52,352
Shepard	38,230	2,524	1,440	3,138	43,652
Total	88,767	3,522	1,440	3,138	96,004

Dispatch vs weekly forecast - all varieties and all packs (11th October 2014 to 3rd April 2015)

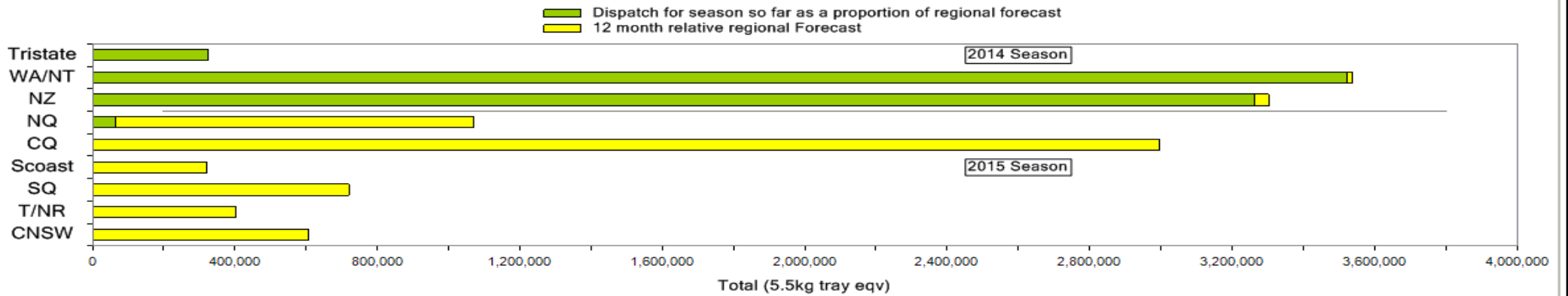


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

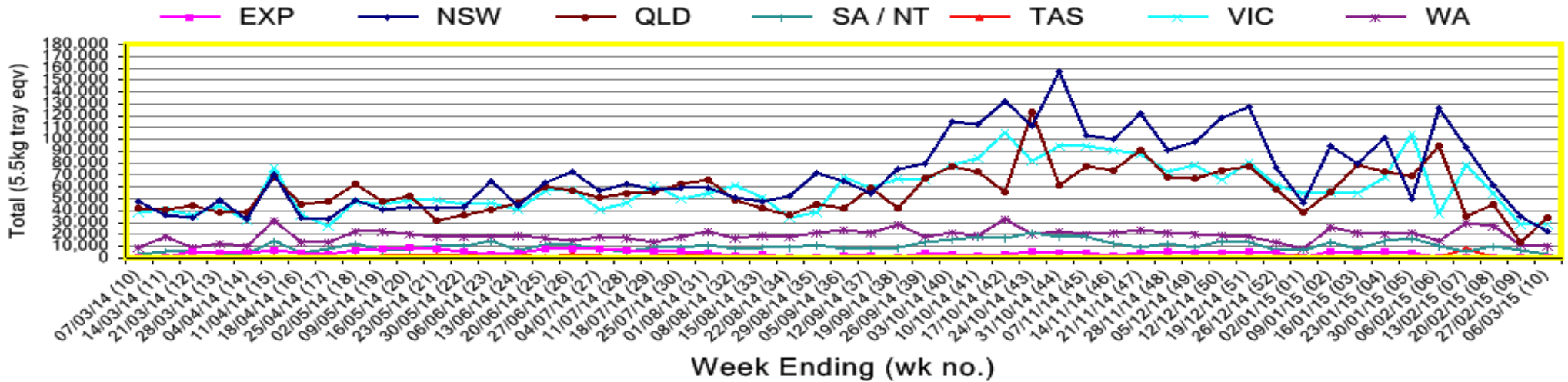
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	0	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	20,369		3,263,186
USA¹	6	12,687	103,015	245,195	150,504	0	0			511,407
Japan¹	1,916	12,999	41,077	63,301	31,631	49,680	8,280			208,884
Other Asia¹	7,609	43,179	85,640	71,813	77,550	69,707	31,393			386,891
Total	133,278	362,783	882,733	941,495	855,693	717,214	456,803	20,369		4,370,368

¹ Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 2,100,823 5.5kg tray eqv



Week 10 Contributors - Packhouses

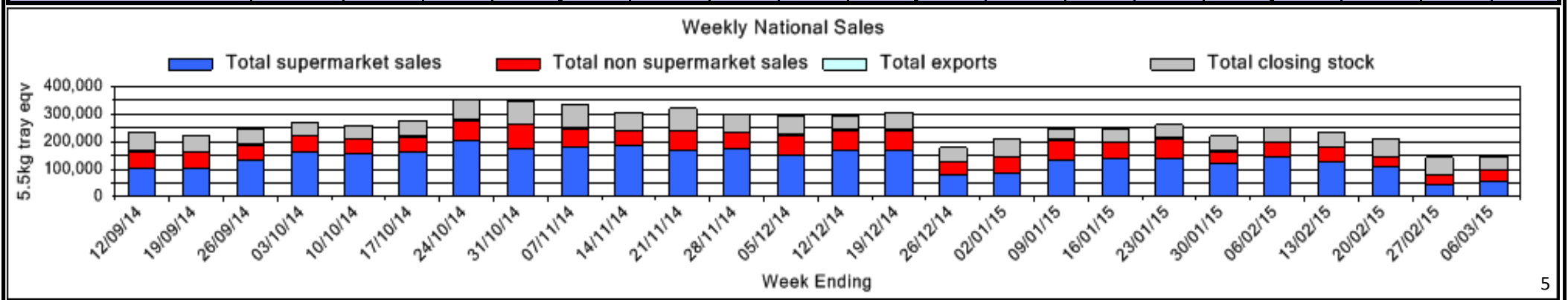
- | | |
|--------------------------------------|---|
| Natures Fruit Company (Consolidator) | Aussie Orchards Growers & Packers (NQ) |
| One Harvest (Consolidator) | Gunnado Farm (NQ) |
| Simpson Farms Pty Ltd (Consolidator) | Avocado Estates (NQ) |
| Sunfresh (Consolidator) | Hilltop Mareeba (NQ) |
| The Evolution (Consolidator) | Golden Triangle Avocados (NQ) |
| Donovan Family Investment Trust (CQ) | Cobra Hill Orchards (NQ) |
| Sunnyspot Packhouse Pty Ltd (CQ) | Advance Packing & Marketing Services P/L (WA) |
| SuperPak/Avocado Ridge (CQ) | VP & EA Farrell (WA) |
| Avocado Industry Council (NZAGA) | West Aussie Avos (WA) |
| Battistin Orchards Pty Ltd (NQ) | Delroy Orchards (WA) |
| R & M Waterman (NQ) | |

Week 10 Contributors - Wholesalers

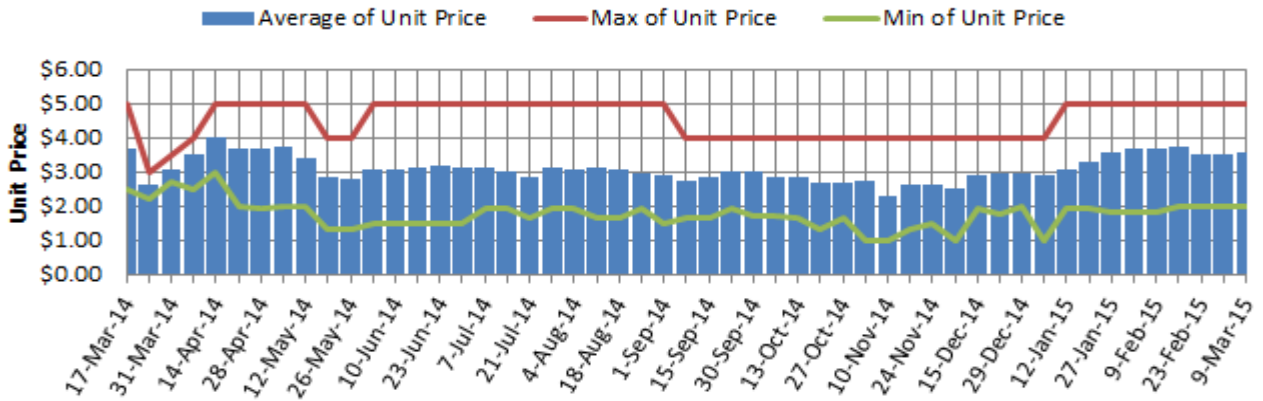
- | | |
|---|---------------------------------|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| C & S Ponte Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Brisbane) | The La Manna Group (Adelaide) |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

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

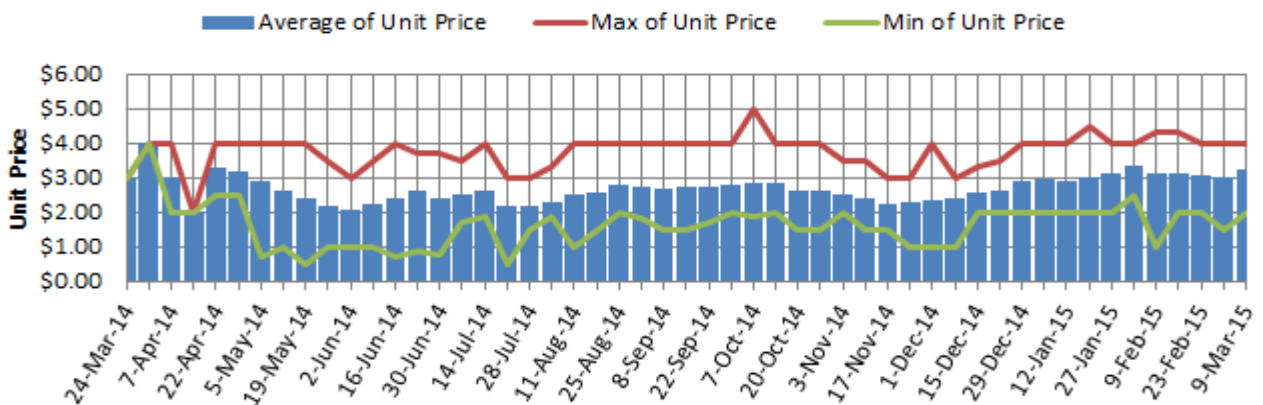
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data 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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total sales	6,563	2,606		9,169		19		19	35						6,563	2,641		9,204
Total Stock on Hand																		
QLD	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total supermarket sales	7,715	10,983		18,698		806		806	1,465		1,440		1,440	262	7,715	12,710		20,425
Total non supermarket sales	1,245	975	922	3,142		1,017		1,017	1,849						1,245	2,824	922	4,991
Total exports		160		160												160		160
Total sales	8,960	12,118	922	22,000		1,823		1,823	3,315		1,440		1,440	262	8,960	15,694	922	25,576
Total Stock on Hand	9,537	13,496	98	23,131		144		144	262						9,537	13,758	98	23,393
SA & TAS	Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
Total supermarket sales	7,938	240		8,178	96			96	175						8,113	240		8,353
Total non supermarket sales	5,431		98	5,529	617		71	688	1,251						6,553		227	6,780
Total exports																		
Total sales	13,369	240	98	13,707	713		71	784	1,425						14,665	240	227	15,132
Total Stock on Hand	10,893	1,785	36	12,714	252	384		636	1,156						11,351	2,483	36	13,870
VIC	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total supermarket sales	14,231	3,744		17,975											14,231	3,744		17,975
Total non supermarket sales	16,739	360	377	17,476	408	47	417	872	1,585						17,481	445	1,135	19,061
Total exports																		
Total sales	30,970	4,104	377	35,451	408	47	417	872	1,585						31,712	4,189	1,135	37,036
Total Stock on Hand	5,020	56		5,076	37	78		115	209						5,087	56	142	5,285
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	10,557			10,557	830			830	1,509						12,066			12,066
Total Stock on Hand																		
Total	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales	38,650	17,039		55,689	349	806		1,155	2,100		1,440		1,440	262	39,285	18,766		58,051
Total non supermarket sales	31,769	1,869	1,397	35,035	1,602	1,083	488	3,173	5,769						34,682	3,838	2,284	40,804
Total exports		160		160												160		160
Total sales	70,419	19,068	1,397	90,884	1,951	1,889	488	4,328	7,869		1,440		1,440	262	73,966	22,764	2,284	99,015
Total Stock on Hand	30,693	15,376	134	46,203	383	528	78	989	1,798						31,389	16,336	276	48,001



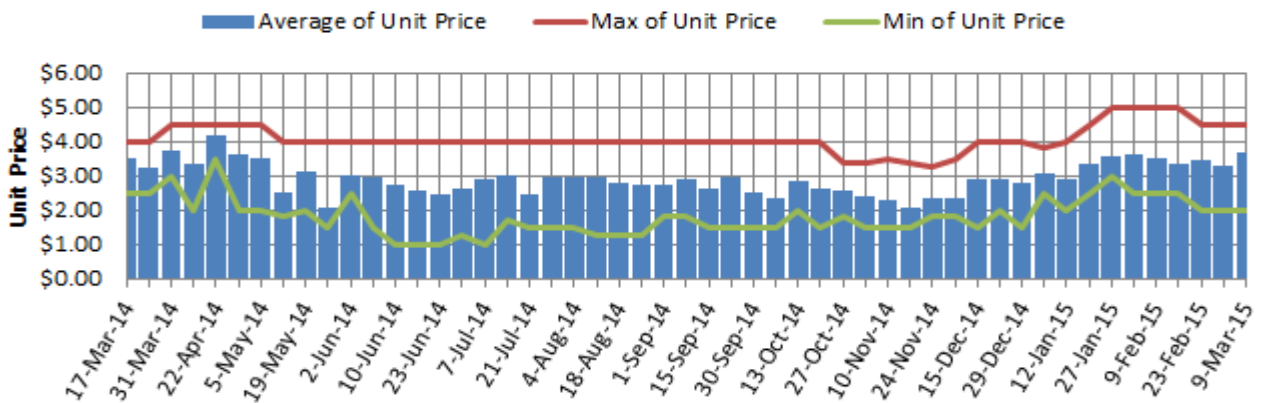
Hass Avocado Average Retail Prices - Sydney



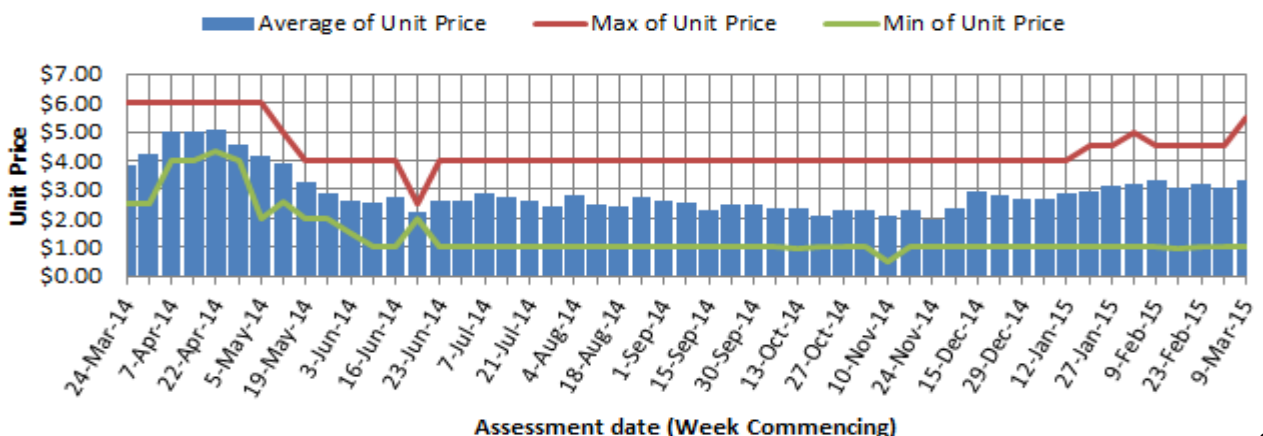
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

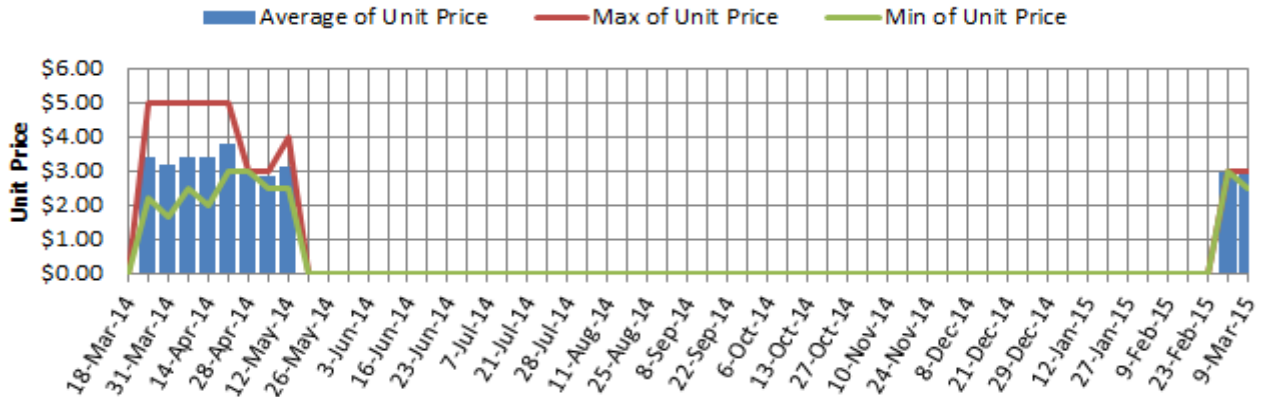


Hass Avocado Average Retail Prices - Perth

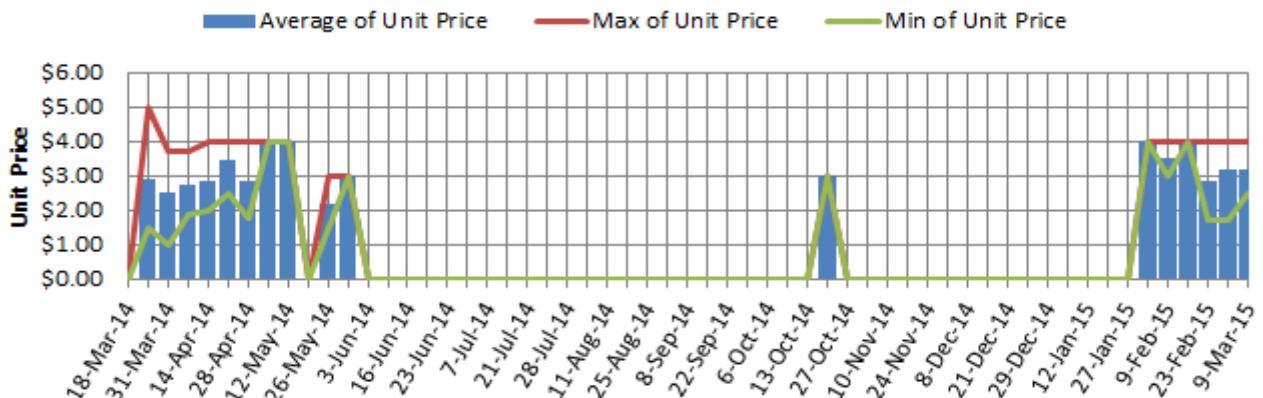


Assessment date (Week Commencing)

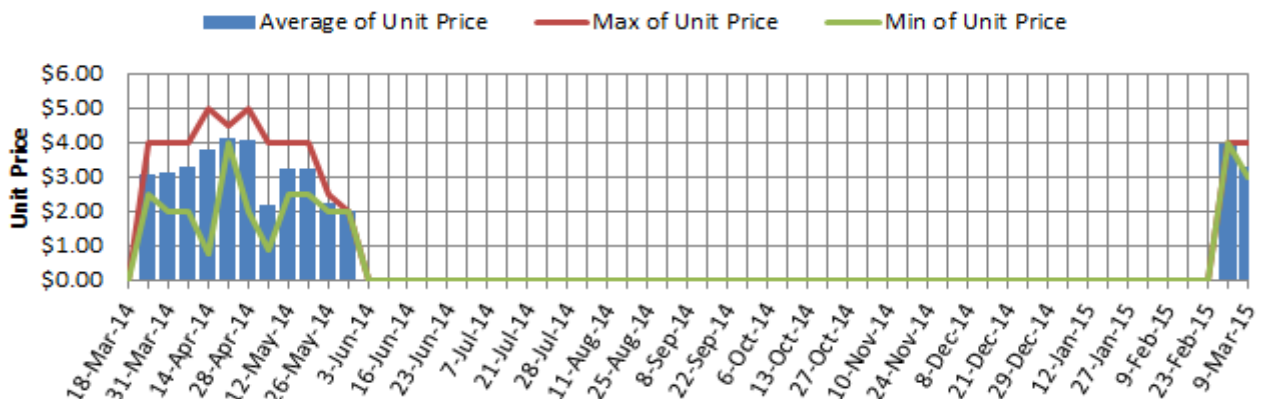
Shepard Avocado Average Retail Prices - Sydney



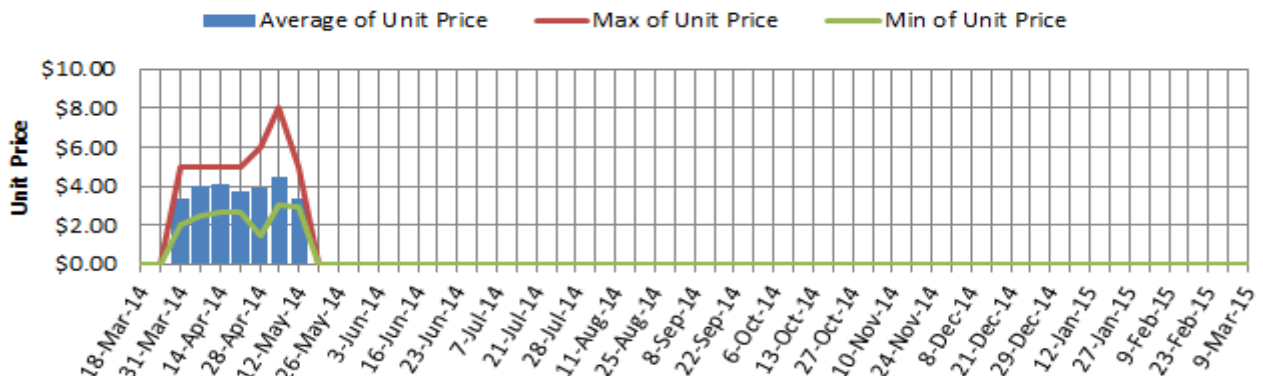
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 9th March 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	300	1.98	Store	NZ	Coles	Shepard	240	2.98	No	Aus
I	Shepard	160	2.50	Store	Aus	Coles	Shepard	240	2.98	No	Aus
Woolworths	Hass	200	2.98	No	NZ	Coles	Hass	260	2.98	No	Aus
Woolworths	Hass	210	2.98	No	Mixed	I	Hass	185	2.99	No	Aus
Coles	Shepard	250	2.98	No	Aus	I	Hass	190	2.99	No	NS
Coles	Shepard	220	2.98	No	Aus	Woolworths	Hass	320	3.48	No	Aus
IGA	Shepard	220	2.98	No	Aus	Woolworths	Hass	330	3.48	No	Aus
I	Shepard	210	2.99	No	Aus	I	Hass	320	3.49	No	NS
I	Shepard	180	3.00	No	Aus	I	Hass	210	3.49	No	NS
I	Hass	270	3.49	No	Aus	I	Shepard	270	3.98	No	NS
IGA	Hass	260	3.95	No	Aus	IS	Hass	270	3.99	No	NZ
I	Hass	280	3.99	No	Aus	I	Hass	290	3.99	No	Aus
Foodworks	Hass	270	3.99	No	NZ	IGA	Hass	240	4.49	No	Aus
I	Hass	260	3.99	No	Aus	I	Hass	330	4.49	No	Aus
I	Hass	320	3.99	No	Aus	I	Hass	330	4.49	No	Aus
I	Reed	430	3.99	No	Aus	PERTH					
I	Hass	300	3.99	No	Aus	Woolworths	Hass	210	2.28	No	Aus
I	Reed	400	3.99	No	Aus	Woolworths	Hass	210	2.28	No	Aus
I	Reed	520	4.99	No	Aus	Woolworths	Hass	220	2.28	No	Aus
I	Hass	310	4.99	No	Aus	Coles	Hass	230	2.98	No	Aus
I	Reed	540	5.99	No	Aus	Coles	Hass	200	2.98	No	Aus
BRISBANE						I	Hass	220	2.98	No	Aus
I	Hass	180	1.99	No	NZ	Coles	Hass	215	2.98	No	Aus
IGA	Shepard	162	2.49	No	Aus	I	Hass	240	2.99	No	Aus
Woolworths	Shepard	220	2.98	No	Aus	IGA	Hass	270	3.49	No	Aus
Coles	Shepard	220	2.98	No	Aus	I	Hass	260	3.99	No	Aus
Woolworths	Shepard	190	2.98	No	Aus	I	Hass	280	3.99	No	Aus
Coles	Shepard	220	2.98	No	Aus	IGA	Hass	340	3.99	No	Aus
I	Hass	300	2.99	No	NZ	IS	Hass	290	3.99	No	Aus
I	Hass	245	2.99	No	NZ	I	Hass	245	3.99	No	Aus
I	Shepard	245	3.29	No	Aus	IGA	Hass	200	4.99	No	Aus
IGA	Hass	240	3.48	No	NZ						
I	Shepard	300	3.99	No	Aus						
IGA	Hass	285	3.99	No	NZ						
I	Hass	395	3.99	No	Aus						
I	Shepard	375	3.99	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

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