



## INFOCADO WEEKLY REPORT: 5th — 11th March 2016 (Week 11)

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### Comments

- The weekly dispatch volume (183,724 trays) was considerably higher than the week's forecast of 122,720 trays (refer P 2).
- The dispatch and forecast data shows that Shepard fruit from North Queensland is now the dominant fruit in the Australian market. This is supported by this week's online pricing data (Week 12— currently available at the Avocados Australia website) showing that Woolworths in Brisbane and Sydney are not offering single unit Hass fruit only Shepard.
- **We encourage NQ packers and consolidators to ensure their forecast data is up-to-date :)**
- NQ packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases (refer P 2).
- The largest volume of dispatches in week 11 originated from Western Australia (89,983 tray eqv.). The Queensland market received the highest volume (49,796 tray eqv.) and the dominant size in the market was size 20 (36,311 tray eqv.) (refer P 3).
- Due to changes in reporting, ABS data on imports from NZ will not be available until at least 5 weeks after the close of the month.
- Insufficient data was received from the NSW & WA wholesalers this week to provide a full wholesale report (refer P 5).
- Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 11 (Wed, 9th Mar —Tues, 15th Mar).

### Marketing Update: Perfect Match results to date

The Perfect Match content series was launched on 17 February – with some great results being achieved to date. The first post on the Australian Avocados Facebook page was the 'chocolate and avocado' date which had 162,000 views – a great result. The trout and avocado post had 167,000 views.

To support the short films, there were other posts (still images) with quirky one-liners such as 'you're a real catch', 'you're so sweet' and 'you make me all gooey inside'.

These posts also did really well with 1,100 likes, 559 and 852 likes respectively. The content was also shared and has hundreds of people commenting on the posts. There are two more short films to be released over the coming weeks (Haloumi and Chicken) with the campaign wrapping up at the end of the month. Check out the page – [www.facebook.com/AustralianAvocados](http://www.facebook.com/AustralianAvocados).

### Upcoming Holidays

Good Friday: 25th March | Easter Monday: 28th March | Anzac Day: 25th April | Labour Day (QLD): 2nd May | Western Australia Day (WA): 6th June |

### 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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Yellow shading indicates forecast data					Green shading indicates dispatch data										
Forecast Data (Week 11 - 15)					Dispatch Data (Week 11 - begin 5/03/2016)										
Variety	Trays - Total	Bulk	Proc	All - Total	Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv				
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv		5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays				
<b>Week 11 - begin 05/03/2016</b>					Hass	85,094	3,434	864			91,495				
Hass	46,711	2,325		50,938	Shepard	74,102	9,425	347	5,000	105	92,229				
Lamb Hass	800	10		818	<b>Total</b>	<b>159,196</b>	<b>12,859</b>	<b>1,211</b>	<b>5,000</b>	<b>105</b>	<b>183,724</b>				
Shepard	60,000	5,500	5,300	70,964	<b>Dispatch vs weekly forecast - all varieties and all packs (17th October 2015 to 8th April 2016)</b>										
<b>Week Total</b>	<b>107,511</b>	<b>7,835</b>	<b>5,300</b>	<b>122,720</b>	<b>New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016</b>										
<b>Week 12 - begin 12/03/2016</b>					<b>Export Destination</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Total to Date</b>
Hass	27,704	824		29,202	NZ-Aus - Pre Season Forecast <sup>1</sup>	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
Shepard	111,000	8,380	5,750	127,281	NZ-Aus - Disp + Mthly Forecast <sup>2</sup>	16,725	80,567	191,340	420,417	324,356	388,566	420,639	263,434	0	2,097,044
<b>Week Total</b>	<b>138,704</b>	<b>9,204</b>	<b>5,750</b>	<b>156,484</b>	Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550	426,445	**		2,137,829
<b>Week 13 - begin 19/03/2016</b>					USA <sup>3</sup>	0	0	0	0	0	0	0	0		0
Hass	7,200	248		7,651	Japan <sup>3</sup>	0	0	4,212	20,473	26,484	9,286	1,089	8*		61,551
Shepard	111,500	11,000	5,000	132,409	Other Asia <sup>3</sup>	973	6,951	28,265	61,567	63,798	52,651	38,817	16,747*		269,768
<b>Week Total</b>	<b>118,700</b>	<b>11,248</b>	<b>5,000</b>	<b>140,060</b>	<b>Total Dispatch (Infocado 2 + 3)</b>	<b>17,698</b>	<b>87,518</b>	<b>223,817</b>	<b>502,457</b>	<b>414,637</b>	<b>450,503</b>	<b>460,545</b>	<b>271,189</b>	<b>0</b>	<b>2,428,364</b>
<b>Week 14 - begin 26/03/2016</b>					<sup>1</sup> Source: Infocado AAL, Seasonal Forecast provided at start of season <sup>2</sup> Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table) <sup>3</sup> 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.										
Hass	100	24		144											
Shepard	118,500	9,580	5,750	136,963											
<b>Week Total</b>	<b>118,600</b>	<b>9,604</b>	<b>5,750</b>	<b>137,107</b>											
<b>Week 15 - begin 02/04/2016</b>															
Shepard	103,500	7,580	5,750	118,327											
<b>Week Total</b>	<b>103,500</b>	<b>7,580</b>	<b>5,750</b>	<b>118,327</b>											

**Industry Dispatches By Origin Region and Count Size : 5th March - 11th March 2016 (Wk 11)**

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 Qld		52	239	846		1,066	718	814	2,750	6,485	2,080				10,267
North Qld	58	963	4,318	14,507	2,718	13,293	12,503	10,839	3,155	62,354	7,106	347	5,000	105	76,265
South Qld						140	140	40		320	72				451
Sunshine Coast			11	487	5	1,351	851	1,638	600	4,943	167				5,247
Tri State							160	312		472	572				1,512
WA/NT	4,723	18,529	22,098	20,471		9,633	5,155	3,294	719	84,622	2,862	864			89,983
	<b>4,781</b>	<b>19,544</b>	<b>26,666</b>	<b>36,311</b>	<b>2,723</b>	<b>25,483</b>	<b>19,527</b>	<b>16,937</b>	<b>7,224</b>	<b>159,196</b>	<b>12,859</b>	<b>1,211</b>	<b>5,000</b>	<b>105</b>	<b>183,724</b>

**Origin of Avocado**



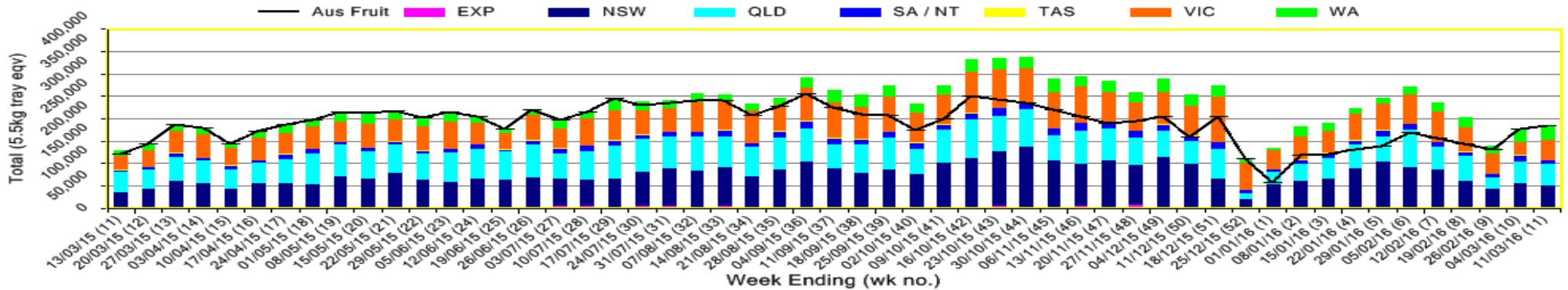
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 5th March - 11th March 2016 (Wk 11)**

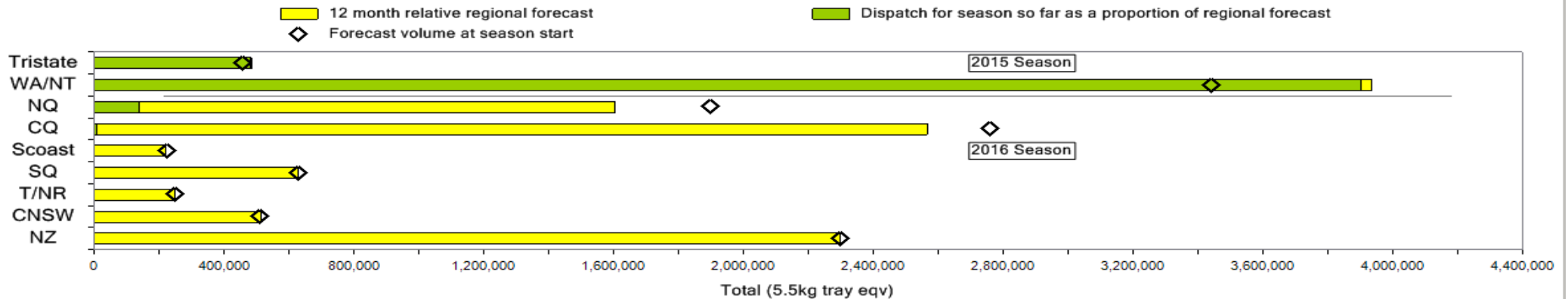
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP	70		24						1,300	1,394	750				2,758
NSW	1,738	7,012	7,276	10,566	34	6,799	3,747	1,851	117	39,140	4,380	149		99	47,149
QLD		176	1,816	7,339	2,325	6,314	8,032	9,677	5,078	40,757	4,467	45	5,000		49,796
SA / NT		127	894	658		3,221	852	387		6,139	66	57		6	6,270
TAS							160	952		1,112					1,112
VIC	58	5,598	11,338	12,906	364	4,423	4,423	1,590	729	41,429	2,614	96			46,199
WA	2,915	6,631	5,318	4,842		4,726	2,313	2,480		29,225	582	864			30,440
<b>Total</b>	<b>4,781</b>	<b>19,544</b>	<b>26,666</b>	<b>36,311</b>	<b>2,723</b>	<b>25,483</b>	<b>19,527</b>	<b>16,937</b>	<b>7,224</b>	<b>159,196</b>	<b>12,859</b>	<b>1,211</b>	<b>5,000</b>	<b>105</b>	<b>183,724</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2016 to date = 2,189,148 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 11 Contributors - Packhouses

Green Skin Avocados (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Mackays Banana Marketing Co (Consolidator)	Avocados with Altitude (NQ)
Simpson Farms Pty Ltd (Consolidator)	Gunnado Farm (NQ)
Sunfresh (Consolidator)	Aussie Orchards Growers & Packers Mutchilba (NQ)
The Avolution (Consolidator)	Tinaroo Falls Avocado Trust (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Hilltop Mareeba (NQ)
Donovan Family Investment Trust (CQ)	Advance Packing & Marketing Services P/L (WA)
SuperPak/Avocado Ridge (CQ)	VP & EA Farrell (WA)
Sunny Bluff Produce Pty Ltd (CQ)	Delroy Orchards (WA)
Avocado Estates (NQ)	SQ: Less than 3 contributors
Cobra Hill Orchards (NQ)	TRI: Less than 3 contributors
Koci Avocado's (NQ)	

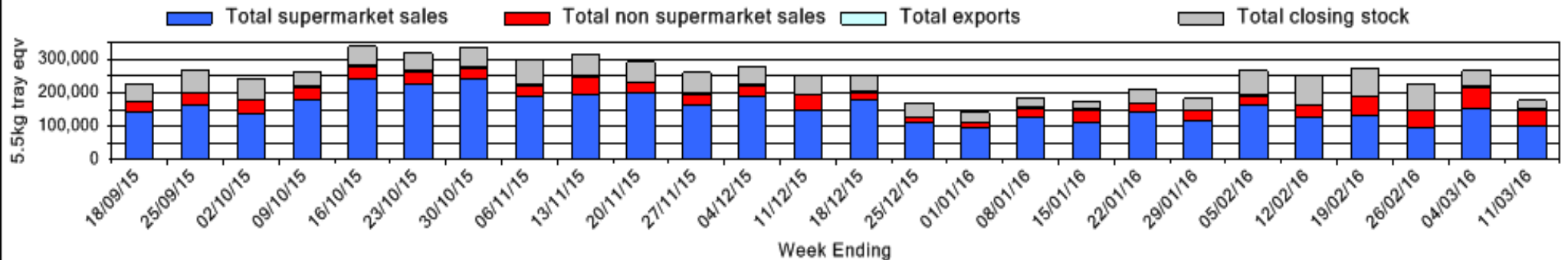
Week 11 Contributors - Wholesalers

C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Favco Queensland Pty Ltd (Brisbane)	VB Sculli (Melbourne)

### 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																		
Total supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	21,626	2,217		23,843											21,626	2,217		23,843
Total Stock on Hand																		
QLD																		
Total supermarket sales	7,485	18,099		25,584	211	48		259	471						7,869	18,186		26,055
Total non supermarket sales	1,976	7,189	728	9,893											1,976	7,189	728	9,893
Total exports		600		600												600		600
Total sales	9,461	25,888	728	36,077	211	48		259	471						9,845	25,975	728	36,548
Total Stock on Hand	11,220	480	396	12,096											11,220	480	396	12,096
SA & TAS																		
Total supermarket sales	14,120			14,120											14,120			14,120
Total non supermarket sales	4,667	2,311	1,062	8,040	506	361		867	1,576					5,587	2,967	1,062	9,616	
Total exports																		
Total sales	18,787	2,311	1,062	22,160	506	361		867	1,576					19,707	2,967	1,062	23,736	
Total Stock on Hand	3,152	2,892	505	6,549	117	128		245	445					3,365	3,125	505	6,994	
VIC																		
Total supermarket sales	18,405	7,247		25,652	526	136		662	1,204					19,361	7,494		26,856	
Total non supermarket sales	14,853	1,717	256	16,826	376	319	195	890	1,618					15,537	2,297	611	18,444	
Total exports																		
Total sales	33,258	8,964	256	42,478	902	455	195	1,552	2,822					34,898	9,791	611	45,300	
Total Stock on Hand	2,131	44	32	2,207		39	28	67	122					2,131	115	83	2,329	
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	18,669			18,669	1,130			1,130	2,055	864			864	157	20,881			20,881
Total Stock on Hand																		
Total																		
Total supermarket sales	72,835	27,563		100,398	884	184		1,068	1,942	864			864	157	74,599	27,898		102,497
Total non supermarket sales	28,172	11,217	2,046	41,435	1,115	680	195	1,990	3,618					30,199	12,453	2,401	45,053	
Total exports	794	600		1,394	750			750	1,364					2,158	600		2,758	
Total sales	101,801	39,380	2,046	143,227	2,749	864	195	3,808	6,924	864			864	157	106,956	40,951	2,401	150,308
Total Stock on Hand	21,281	3,416	933	25,630	121	167	28	316	575					21,501	3,720	984	26,205	

#### Weekly National Sales



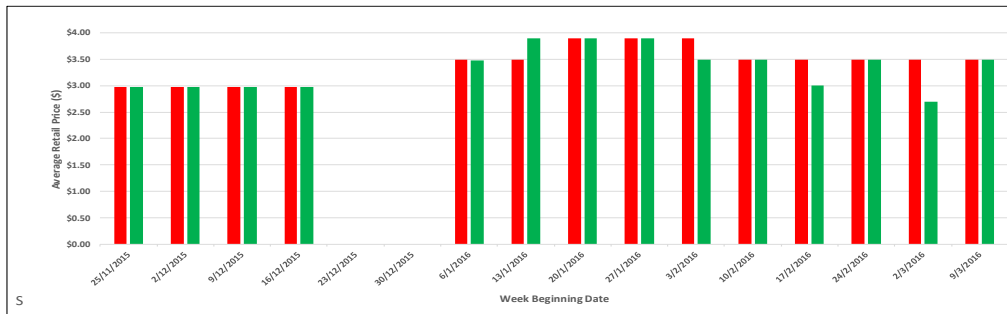
# Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 9th March 2016 (Week 11)

Key: ■ Coles online ■ Woolworths online

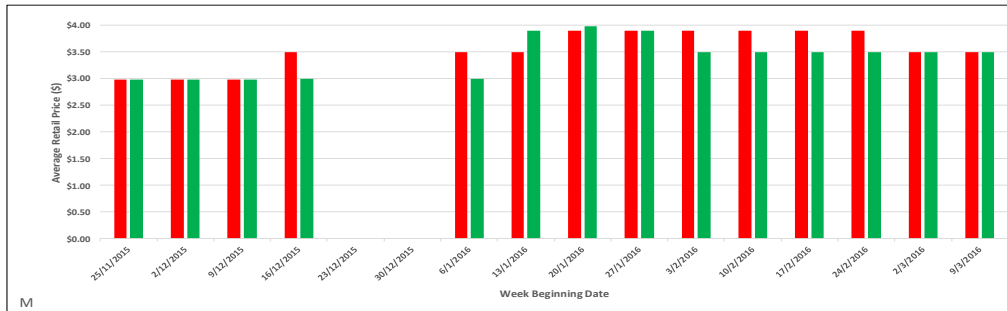
Brisbane



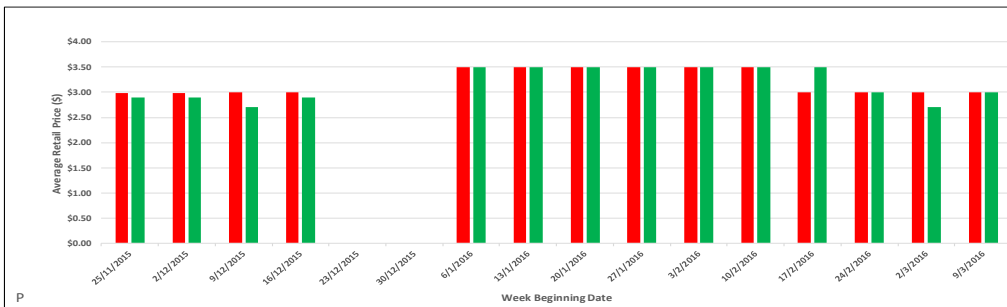
Sydney



Melbourne



Perth



## Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wed, 9th March 2016 (Week 11)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		\$3.00	\$3.50	\$3.50	\$3.00
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		\$3.00	-	-	-
	Hass	Single Fruit	Organic	-	\$5.50	-	-
	Hass	3 Pack		\$6.50	-	-	-
Woolworths	Hass	Single Fruit		↓\$2.90	↑\$3.50	\$3.50	↑\$3.00*
	Hass	Multi-buy	2 for \$x	2 for \$4*	-	-	-
	Shepard	Single Fruit		\$2.90	-	-	-
	Shepard	Multi-buy	2 for \$x	2 for \$4	-	-	-
	Hass	Single Fruit	Organic	\$5.50	\$5.50	\$5.50	-
	Hass	2 Pack	Ripe	-	-	-	-
	Hass	2 Pack	Organic	-	-	\$9.98	\$11.98
	Hass	3 Pack		\$5.98	\$5.98	\$6.98	\$7.00
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Hass	5 Pack	Mini Disney	\$4.98	\$5.98	\$4.98	\$7.00
	Hass	1kg Bag	Odd Bunch	-	\$9.90	\$8.98	\$9.50

### 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

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

(Yellow) = same price as previous week

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

### Catalogue Offers - Others

Aldi - No catalogue offers found

IGA- No catalogue offers found

Foodworks - No catalogue offers found