



INFOCADO WEEKLY REPORT: 29th December 2012—4th January 2013 (Wk 1)



Comments

- As was to be expected dispatches last week were very low at only 82,524 5.5kg eqv trays. This was of course due to the public holidays and some businesses either closing down that week or operating with reduced staff levels. New Zealand dispatches for last week and an updated four weekly forecast are included in this report.
- The forecast for the next four weeks is gradually increasing. NQ packhouses are reminded to begin entering their four weekly forecast a month out from harvest. For a refresher on how to contribute please see the instructions to your left. If you have changed computers since contributing last season you may need to download Formatta Filler again. This should only take a couple of minutes and instructions to help you through this are included in the same document.
- Nearly all packhouses have reviewed their seasonal forecasts and resubmitted them. Given the extreme temperatures some parts of the country have been experiencing recently and what is expected for the next couple of weeks, if you feel you need to revise your forecast again please email infocado@avocado.org.au and we can change it for you. Teleconferences have also been held with representatives from all growing regions to get estimates for non-contributing packhouses. These estimates will be included in the January Quarterly Report. The report will be published in the next couple of weeks once all the data is in.

[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](#)

What you need to be aware of for next month

- Growers about to start their 2013 season are reminded to ensure their fruit is mature before harvest. The Shepard benchmark is 21% Dry Matter and the Hass benchmark is 23%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 1,038,408 5.5kg eqv trays are expected in the market place for February. 696,391 5.5kg eqv trays are Hass, 334,756 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the latest seasonal forecasts are reviewed.

Upcoming Holidays

28th January | Australia Day Holiday

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IMPORTANT and PLEASE NOTE:

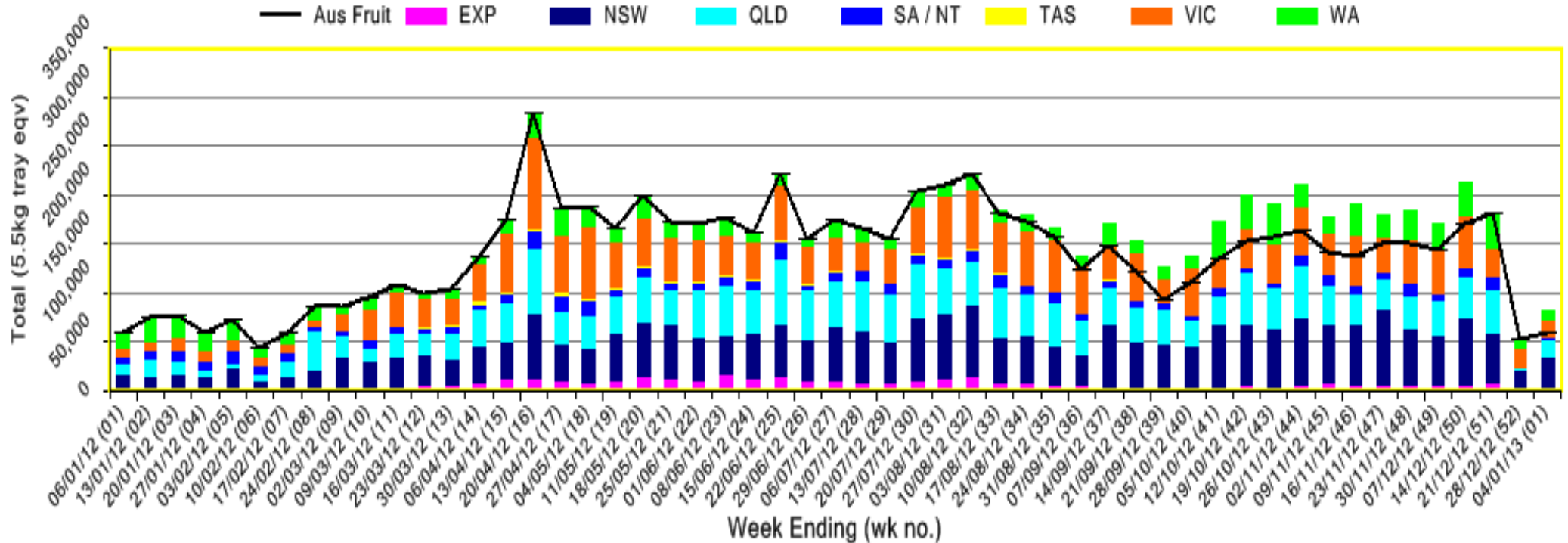
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 29th December 2012 - 4th January 2013 (Wk 1)

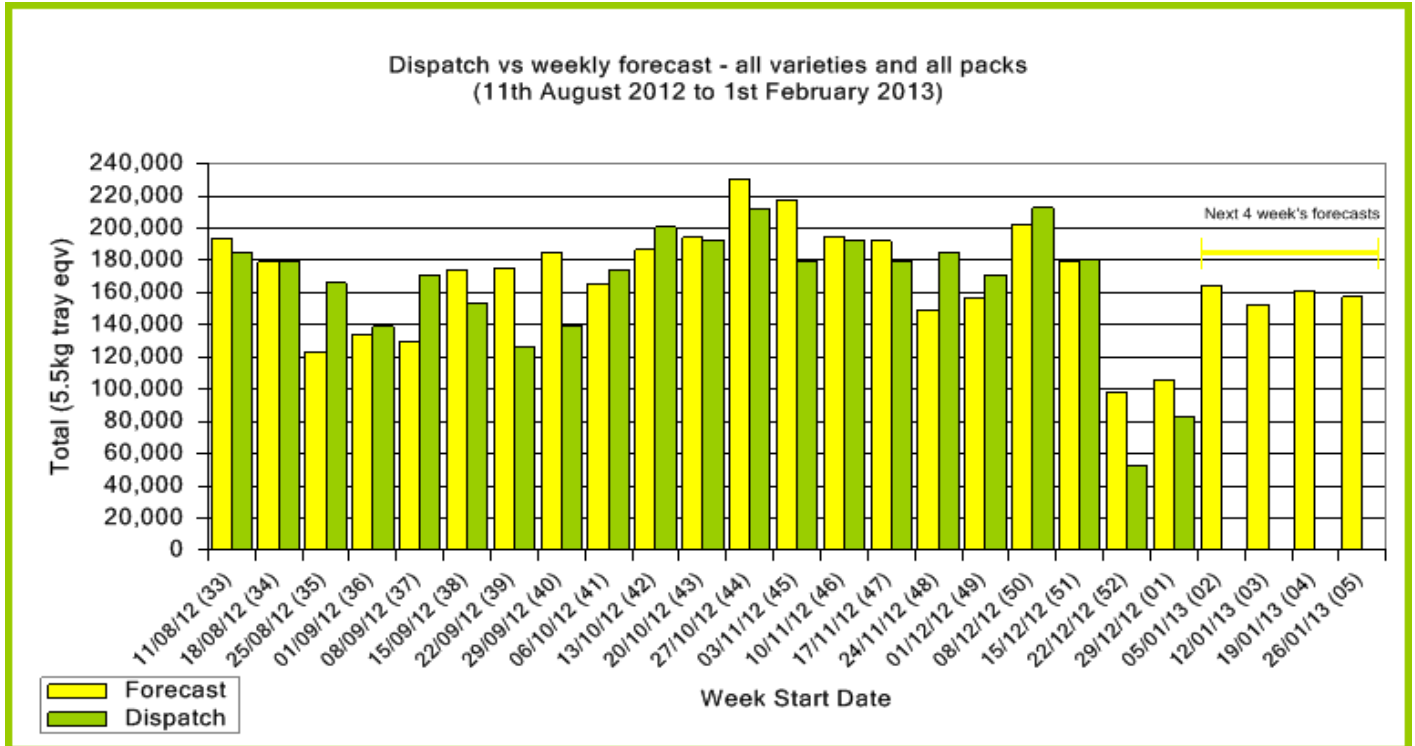
Dest. State	5.5kg								Trays - Total	Bulk	Proc	5.5Kg Eqv	
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP								740	1,780	2,520	480		3,393
NSW		2,501	5,013	7,859	4,391	4,555	1,489	1,648		27,456	1,298		29,816
QLD		4,044	1,363	2,275	3,109	3,817	852	707		16,167	796	4,560	18,443
SA / NT		56	67	355	483	568	327			1,856	272		2,351
VIC	2	651	2,116	4,827	3,018	2,212	740	529		14,095	1,748		17,273
WA		381	945	1,339	2,882	3,522	187			9,256	1,096		11,249
Total	2	7,633	9,504	16,655	13,883	14,674	4,335	4,664		71,350	5,690	4,560	82,524

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 82,525 5.5kg tray eqv



Forecast Data (Week 1 - 5)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 1 - begin 29/12/2012						
Gwen	700	250				1,155
Hass	93,969	4,479	2,000	40	3,000	103,029
Lamb Hass	900	50				991
Reed	700	2	100			722
Week Total	96,269	4,781	2,100	40	3,000	105,896
Week 2 - begin 05/01/2013						
Gwen	1,600	350				2,236
Hass	140,689	9,639	4,000	40	7,000	160,221
Lamb Hass	500					500
Reed	1,200	62	100			1,331
Week Total	143,989	10,051	4,100	40	7,000	164,289
Week 3 - begin 12/01/2013						
Hass	127,654	6,789	1,000		5,000	141,089
Lamb Hass	10,000					10,000
Reed	1,200	82	100			1,367
Week Total	138,854	6,871	1,100		5,000	152,456
Week 4 - begin 19/01/2013						
Hass	138,077	5,939	1,000		5,000	149,966
Lamb Hass	10,000					10,000
Reed	700	100				882
Week Total	148,777	6,039	1,000		5,000	160,848
Week 5 - begin 26/01/2013						
Hass	136,593	3,524	1,000		5,000	144,091
Lamb Hass	10,000					10,000
Reed	500	50				591
Shepard	2,000	300				2,545
Week Total	149,093	3,874	1,000		5,000	157,228

Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 1 - begin 29/12/2012)						
Variety	Trays	Bulk	Proc	5.5Kg Eqv		
	5.5Kg Eqv	10Kg	Kg	Total Trays		
Gwen	955	372		1,631		
Hass	69,577	5,294	4,560	80,031		
Lamb Hass	818	24		862		
Total	71,350	5,690	4,560	82,524		



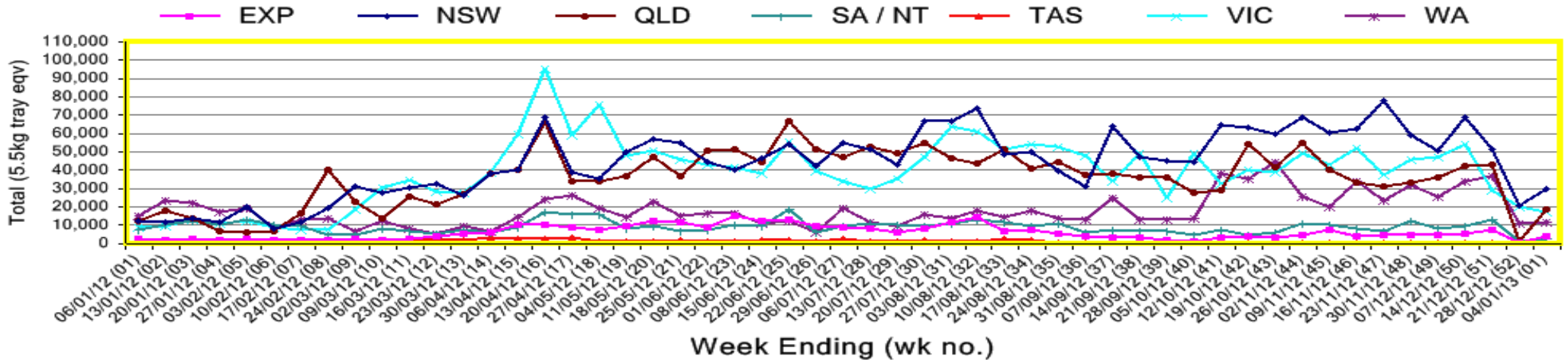
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	933,459
Australia	27,768	106,347	156,090	211,721	71,661	24,672				598,259
USA			7							
Japan	374	9,797	38,653							
Total	28,142	116,144	194,750	211,721	71,661	24,672				647,090

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 = 82,525 5.5kg tray eqv



Week 1 contributors - Packhouses

Advance Packing & Marketing Services P/L	Natures Fruit Company
Avocado Industry Council (NZAGA)	Sunfresh
Avonova	VP & EA Farrell
Box Organics	Willow Creek
Delroy Orchards	

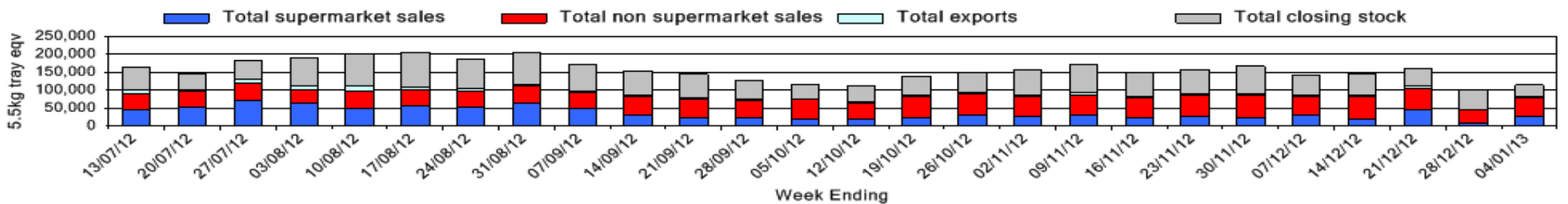
Week 1 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Express Produce (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Kelly's Citrus (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	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)

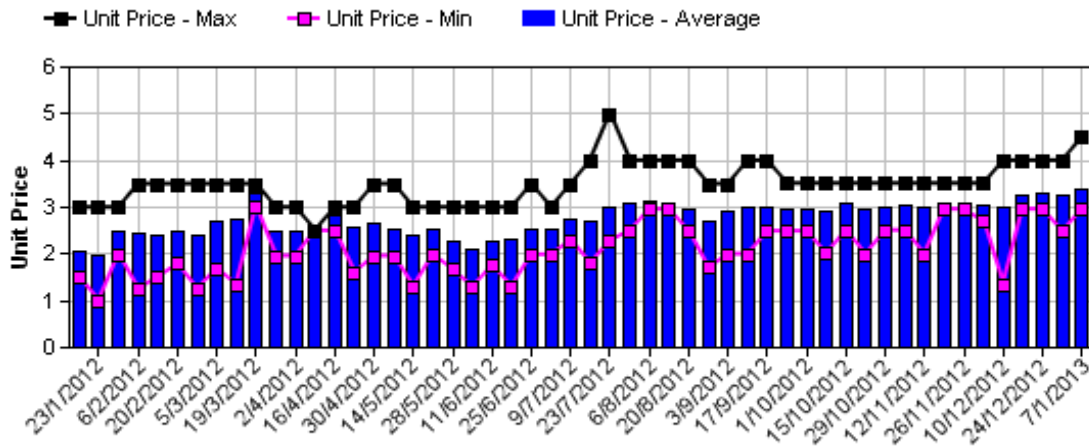
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	464			464	96			96	175						639			639
Total non supermarket sales	10,498		255	10,753	1,809		2	1,811	3,293						13,787		259	14,046
Total exports																		
Total sales	10,962		255	11,217	1,905		2	1,907	3,467					14,426			259	14,684
Total Stock on Hand	1,697			1,697	570			570	1,036					2,733				2,733
QLD																		
Total supermarket sales	8,976		320	9,296	286			286	520					9,496		320	9,816	
Total non supermarket sales	16,427		19	16,446										16,427		19	16,446	
Total exports																		
Total sales	25,403		339	25,742	286			286	520					25,923			339	26,262
Total Stock on Hand	11,999		117	12,116	131			131	238					12,237			117	12,354
SA & TAS																		
Total supermarket sales	5,843			5,843	192			192	349					6,192				6,192
Total non supermarket sales	5,729		356	6,085	184		2	186	338					6,064		360	6,423	
Total exports																		
Total sales	11,572		356	11,928	376		2	378	687					12,256			360	12,615
Total Stock on Hand	7,672		529	8,201	103		8	111	202					7,859			544	8,403
VIC																		
Total supermarket sales	3,338			3,338	835			835	1,518					4,856				4,856
Total non supermarket sales	9,160		275	9,435	957			957	1,740	56			56	10	10,910		275	11,186
Total exports																		
Total sales	12,498		275	12,773	1,792			1,792	3,258	56			56	10	15,766		275	16,042
Total Stock on Hand	6,506		278	6,784	136			136	247					6,753			278	7,031
WA																		
Total supermarket sales	4,284			4,284	96			96	175					4,459				4,459
Total non supermarket sales	3,234			3,234	440			440	800					4,034				4,034
Total exports	2,520			2,520	480			480	873					3,393				3,393
Total sales	10,038			10,038	1,016			1,016	1,847					11,885				11,885
Total Stock on Hand	2,931			2,931	206			206	375					3,306				3,306
Total																		
Total supermarket sales	22,905		320	23,225	1,505			1,505	2,736					25,641		320	25,961	
Total non supermarket sales	45,048		905	45,953	3,390		4	3,394	6,171	56			56	10	51,222		913	52,134
Total exports	2,520			2,520	480			480	873					3,393				3,393
Total sales	70,473		1,225	71,698	5,375		4	5,379	9,780	56			56	10	80,256		1,233	81,489
Total Stock on Hand	30,805		924	31,729	1,146			1,154	2,098					32,889			939	33,827

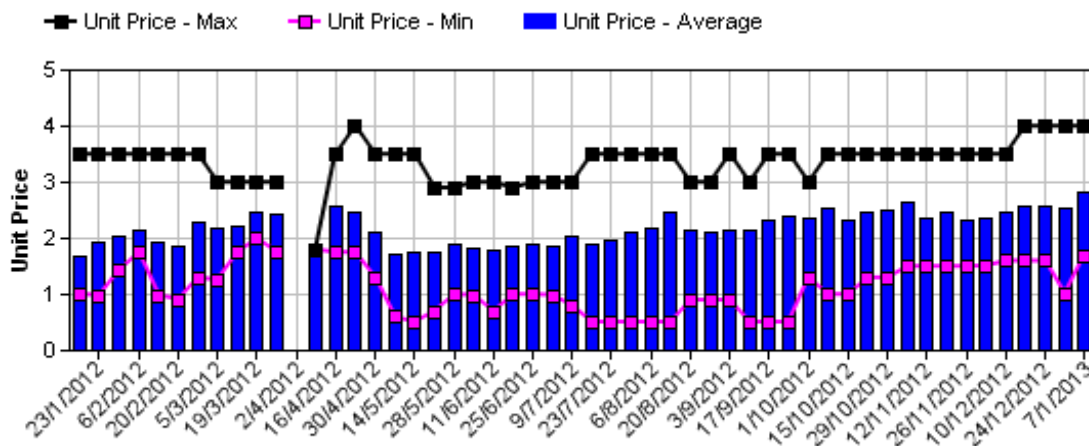
Weekly National Sales



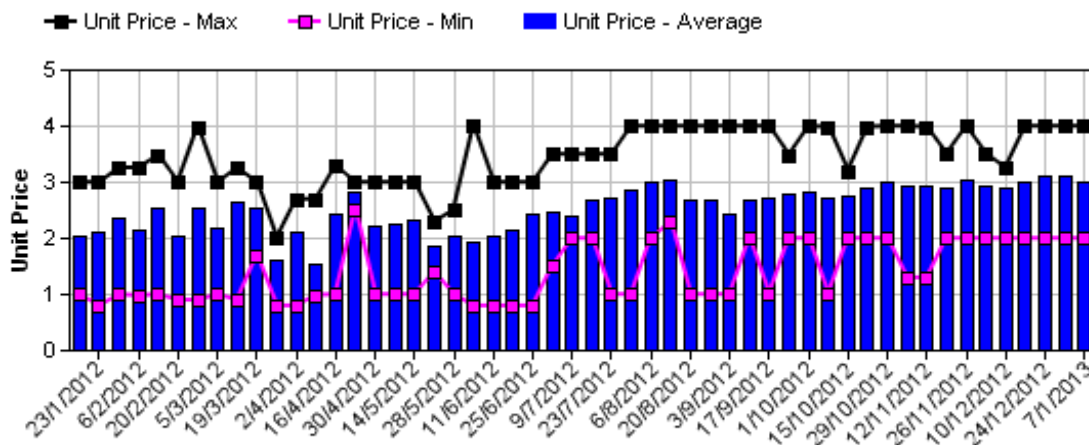
Hass Avocado Average Retail Prices - Sydney



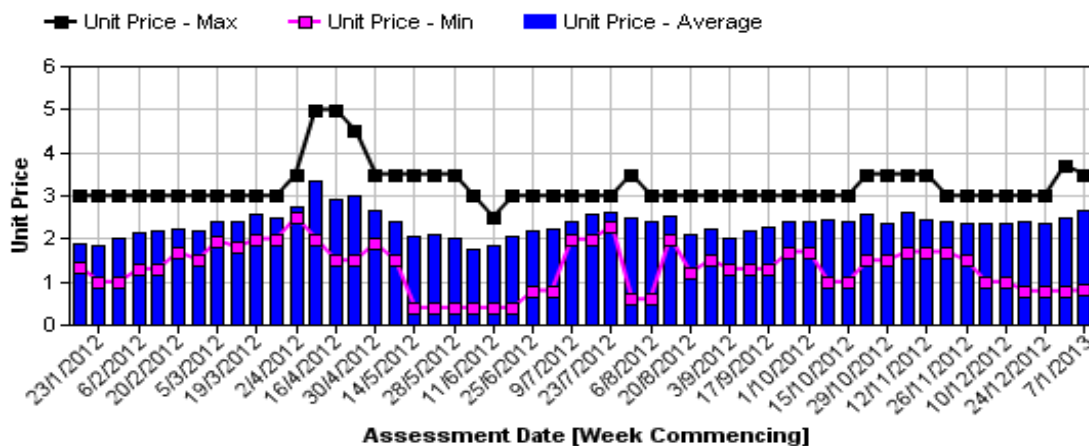
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

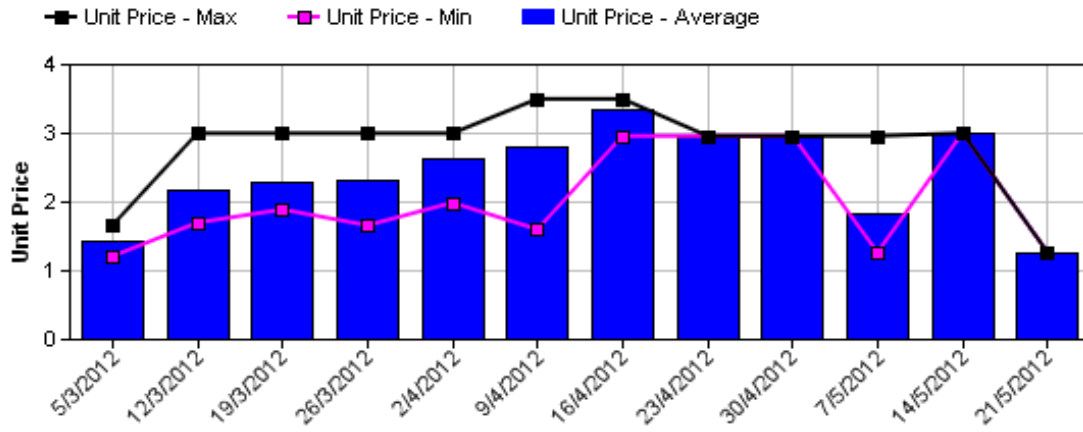


Hass Avocado Average Retail Prices - Perth

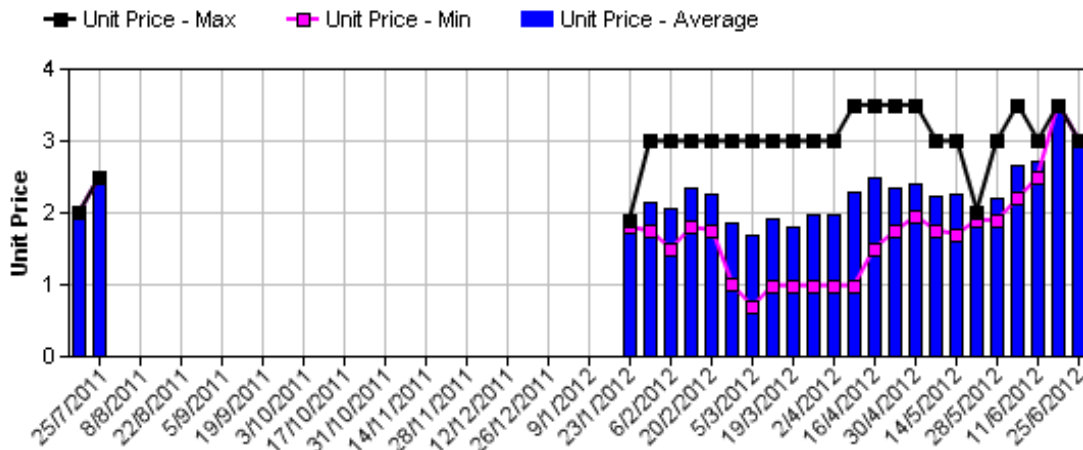


Assessment Date [Week Commencing]

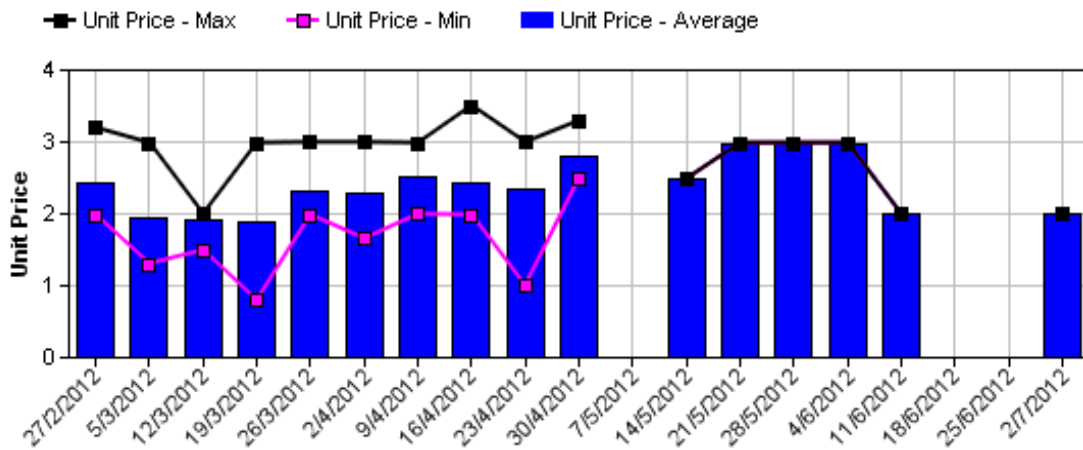
Shepard Avocado Average Retail Prices - Sydney



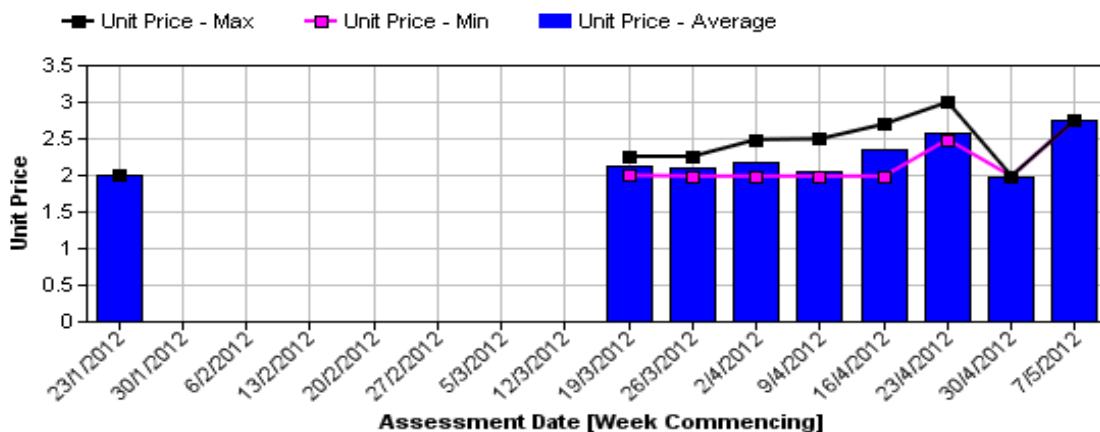
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 7th January 2013

Store	Var	AV Wt (g)	Unit Price	Store	Country of Origin
SYDNEY					
IGA	Hass	280	2.95	No	Aus
Coles	Hass	310	2.98	No	Aus
Coles	Hass	320	2.98	No	Aus
Coles	Hass	290	2.98	No	Aus
Woolworths	Hass	310	2.98	No	Aus
Woolworths	Hass	310	2.98	No	Aus
Woolworths	Hass	290	2.98	No	Aus
I	Reed	400	2.99	No	Aus
IGA	Hass	230	2.99	No	NZ
I	Reed	410	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Reed	480	3.49	No	Aus
I	Hass	240	3.49	No	Aus
I	Hass	250	3.50	No	Aus
I	Reed	480	3.99	No	Aus
I	Hass	320	3.99	No	Aus
I	Reed	460	3.99	No	Aus
I	Hass	330	3.99	No	Aus
Foodworks	Hass	280	3.99	No	NZ
I	Reed	500	3.99	No	Aus
I	Hass	340	3.99	No	Aus
I	Hass	300	4.49	No	Aus
BRISBANE					
IGA	Hass	190	1.69	Store	NZ
Woolworths	Hass	200	1.98	No	Aus
I	Hass	200	1.99	No	NZ
IGA	Hass	200	2.48	No	NS
I	Hass	220	2.49	Store	NZ
IGA	Hass	220	2.98	No	NZ
Coles	Hass	270	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Woolworths	Hass	205	2.98	No	Aus
Coles	Hass	275	2.98	No	Aus
I	Hass	200	2.99	Store	NZ
I	Hass	270	2.99	No	NZ
I	Reed	400	2.99	No	Aus
I	Hass	290	3.00	Store	Aus
I	Hass	220	3.50	Store	Aus
I	Hass	280	3.99	Store	Aus

Store	Var	AV Wt (g)	Unit Price	Store	Country of Origin
MELBOURNE					
I	Hass	240	1.99	No	Aus
I	Hass	260	1.99	No	Aus
Coles	Hass	240	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus
I	Hass	220	2.98	No	Aus
Safeway	Hass	245	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
I	Hass	255	2.99	No	NS
IS	Hass	300	2.99	No	NZ
IGA	Hass	275	2.99	No	Aus
I	Hass	260	2.99	No	NS
I	Hass	255	2.99	No	Aus
I	Hass	265	3.50	No	Aus
I	Hass	280	3.50	No	Aus
I	Hass	285	3.99	No	Aus
PERTH					
I	Hass	120	0.80	Store	Aus
IS	Hass	165	1.99	Store	Aus
I	Hass	220	2.50	No	Aus
Coles	Hass	220	2.68	No	Aus
Woolworths	Hass	190	2.68	No	Aus
Woolworths	Hass	200	2.68	Store	Aus
Woolworths	Hass	190	2.68	No	Aus
Coles	Hass	220	2.68	No	Aus
Coles	Hass	215	2.68	No	Aus
IGA	Hass	230	2.69	No	Aus
IGA	Hass	245	2.98	Store	Aus
I	Hass	275	2.99	Store	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
IGA	Hass	320	2.99	No	Aus
I	Hass	250	3.49	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