



# INFOCADO WEEKLY REPORT: 28th December 2013—3rd January 2014 (Wk 1)



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## Comments

- Dispatches this week, specifically from NZ were down significantly on last week and on all weeks in December. As such forecasts for the coming weeks are also significantly down on December volumes.
- Retail prices at this stage continue to be quite stable. There are no catalogue specials in any of the capital cities.
- So far there are no forecasts for Shepard avocados through to the week beginning 25th January.
- It is important at this point in the season to remain vigilant in ensuring that all avocados reach the industry standards for maturity of 23% for Hass and 21% for Shepard before sending fruit to market.

## What you need to be aware of for next month

The Australian Avocados Facebook page continues to grow in both fans and engagement. One of the biggest focus points for our media agency, IKON, is ensuring that any content we post on the Facebook page is well received and interesting to our fans. We want to make sure we're sharing content that not only makes avocados look delicious, but also makes our fans want to engage with it. This allows us to create a deeper influence with our fans, and help drive that avocado loving feeling.

The best way to make sure we're doing this is to calculate a 'reaction rate'. This calculates how many people are taking an action on the content (i.e. 'liking', sharing or commenting), and divides it by how many people have seen it. Australian Avocados reaction rates are through the roof! In the last week our average reaction rate was 8.3%. This is about 2-3% higher than similar brands in the industry. This shows that our audience aren't just viewers of our content, but are actively participating in our messaging on a regular basis.

If you haven't yet, remember to join us over at [www.facebook.com/AustralianAvocados](http://www.facebook.com/AustralianAvocados). And don't forget to like, comment and share!

## Upcoming Holidays

Australia Day: 27th January | Waitangi Day (NZ): 6th February | Labour Day (WA): 3rd March | Labour Day (VIC & SA): 10th March

## 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:

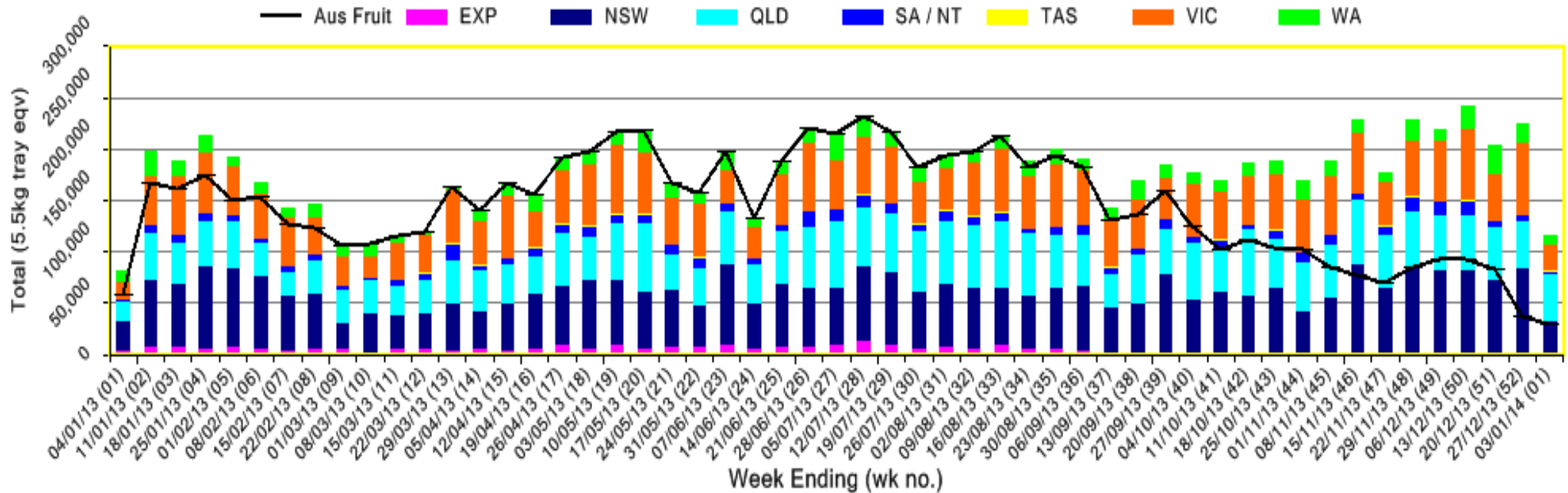
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 28th December 2013 - 3rd January 2014 (Wk 1)**

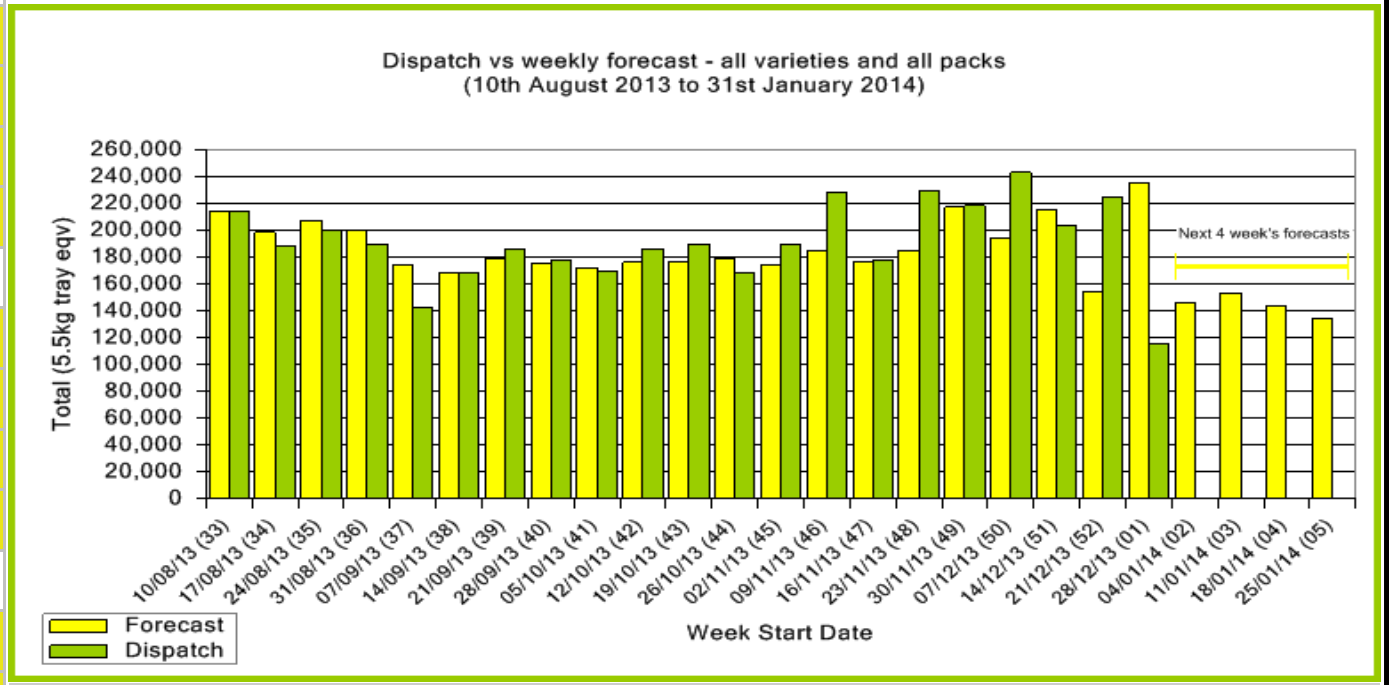
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
NSW		868	2,579	5,027	5,526	6,372	4,083	4,686	29,141	1,310	660		1,140	31,850
QLD	14	898	3,056	7,339	8,641	10,112	6,006	7,419	43,485	1,579		1		46,356
SA / NT			1,611	438	320		480		2,849					2,849
TAS					230	366			596					596
VIC	210	871	4,123	3,928	4,652	5,072	3,032	3,335	25,223	197		192		25,616
WA	47	264	392	3,899	1,891	1,079	344		7,916	394		89		8,648
<b>Total</b>	<b>271</b>	<b>2,901</b>	<b>11,761</b>	<b>20,631</b>	<b>21,260</b>	<b>23,001</b>	<b>13,945</b>	<b>15,440</b>	<b>109,210</b>	<b>3,480</b>	<b>660</b>	<b>282</b>	<b>1,140</b>	<b>115,915</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2014 to date = 115,915 5.5kg tray eqv



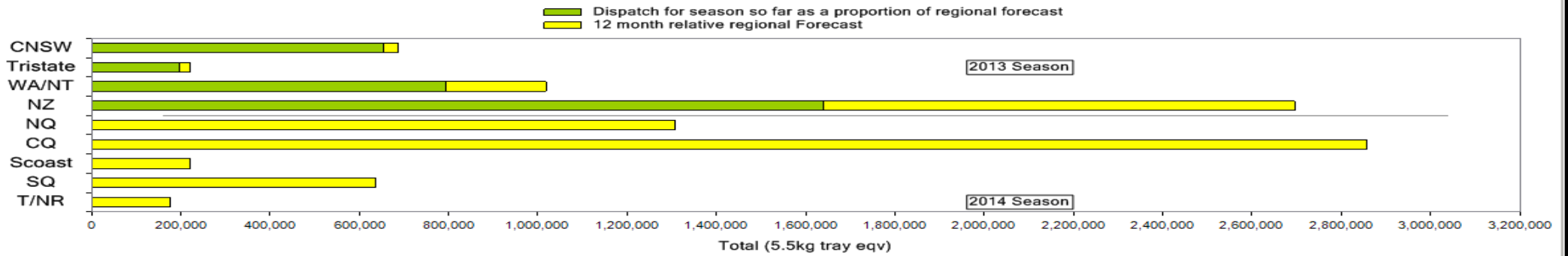
Forecast Data (Week 1 - 5)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 1 - begin 28/12/2013</b>				
Hass	227,245	4,425	10	<b>235,292</b>
<b>Week Total</b>	<b>227,245</b>	<b>4,425</b>	<b>10</b>	<b>235,292</b>
<b>Week 2 - begin 04/01/2014</b>				
Hass	132,821	5,108	10	<b>142,110</b>
Lamb Hass	740	10		<b>758</b>
Reed	2,450	540		<b>3,432</b>
<b>Week Total</b>	<b>136,011</b>	<b>5,658</b>	<b>10</b>	<b>146,300</b>
<b>Week 3 - begin 11/01/2014</b>				
Hass	144,462	4,150		<b>152,007</b>
Lamb Hass	740	10		<b>758</b>
Reed	800	30		<b>855</b>
<b>Week Total</b>	<b>146,002</b>	<b>4,190</b>		<b>153,620</b>
<b>Week 4 - begin 18/01/2014</b>				
Hass	137,720	3,300		<b>143,720</b>
Lamb Hass	400	40		<b>473</b>
<b>Week Total</b>	<b>138,120</b>	<b>3,340</b>		<b>144,193</b>
<b>Week 5 - begin 25/01/2014</b>				
Hass	133,108	400		<b>133,835</b>
Lamb Hass	800	80		<b>945</b>
<b>Week Total</b>	<b>133,908</b>	<b>480</b>		<b>134,781</b>

Green shading indicates dispatch data		Yellow shading indicates forecast data				
Dispatch Data (Week 1 - begin 28/12/2013)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	108,514	2,873	660	281	1,140	<b>114,116</b>
Lamb Hass	696	43				<b>774</b>
Reed		564		1		<b>1,025</b>
<b>Total</b>	<b>109,210</b>	<b>3,480</b>	<b>660</b>	<b>282</b>	<b>1,140</b>	<b>115,915</b>

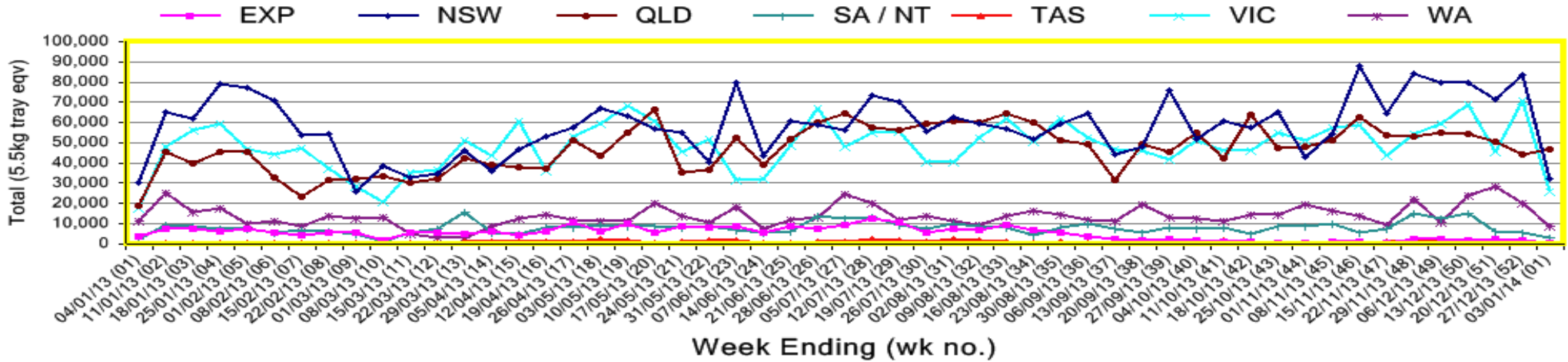


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	<b>2,588,932</b>
<b>Australia</b>	16,341	83,173	283,934	582,190	587,056	88,091				<b>1,640,785</b>
<b>USA</b>	0	0	0							
<b>Japan</b>	0	0	0							
<b>Total</b>	<b>16,341</b>	<b>83,173</b>	<b>283,934</b>	<b>582,190</b>	<b>587,056</b>	<b>88,091</b>				<b>1,640,785</b>

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 115,915 5.5kg tray eqv



**Week 1 contributors - Packhouses**

Avocado Industry Council (NZAGA)      Not enough contributors from any other region to report

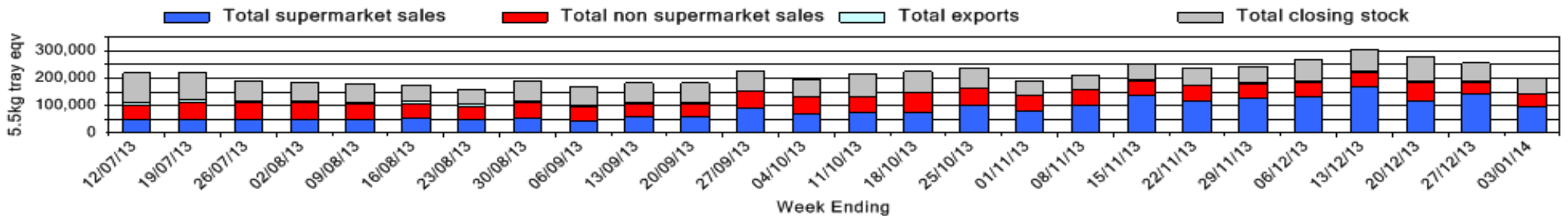
**Week 1 contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)      Murray Bros (Brisbane)  
 Costa Farms (Adelaide)      Sculli & Co Pty Ltd (Melbourne)  
 Dykes Bros (Melbourne)      Sinclair & Antico (Aust) Pty Ltd (Sydney)  
 Etherington (Perth)      The La Manna Group (Adelaide)  
 Favco Queensland Pty Ltd (Brisbane)      The La Manna Group (Melbourne)  
 Fresh Choice WA Pty Ltd (Perth)      United Fresh (Adelaide)  
 Fresh Express Produce Pty Ltd (Perth)

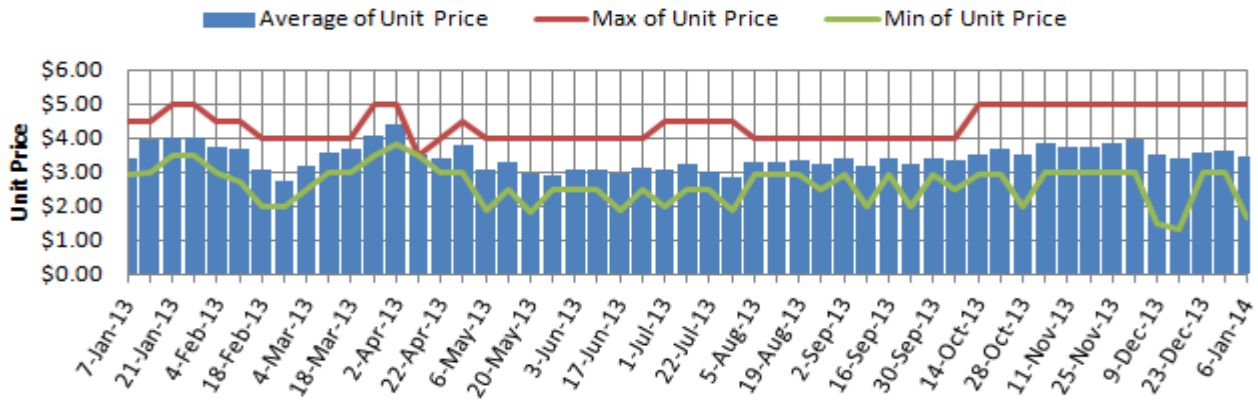
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	28,952		403	29,355	54		3	57	104						29,050		409	29,459
<b>Total Stock on Hand</b>																		
QLD	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	44,949			44,949	99			99	180						45,129			45,129
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>	9,811			9,811											9,811			9,811
<b>Total non supermarket sales</b>	7,277		110	7,387	308		7	315	573					7,837		123	7,960	
<b>Total exports</b>																		
<b>Total sales</b>	17,088		110	17,198	308		7	315	573					17,648		123	17,771	
<b>Total Stock on Hand</b>	14,358		231	14,589	1,329		22	1,351	2,456					16,774		271	17,045	
VIC																		
<b>Total supermarket sales</b>	23,116			23,116											23,116			23,116
<b>Total non supermarket sales</b>	9,192		802	9,994	808			808	1,469					10,661		802	11,463	
<b>Total exports</b>																		
<b>Total sales</b>	32,308		802	33,110	808			808	1,469					33,777		802	34,579	
<b>Total Stock on Hand</b>	15,843		652	16,495	1,230			1,230	2,236					18,080		652	18,732	
WA																		
<b>Total supermarket sales</b>	6,412			6,412	394			394	716					7,128			7,128	
<b>Total non supermarket sales</b>	4,836			4,836	614			614	1,116					5,952			5,952	
<b>Total exports</b>																		
<b>Total sales</b>	11,248			11,248	1,008			1,008	1,833					13,081			13,081	
<b>Total Stock on Hand</b>	5,832			5,832	17			17	31					5,863			5,863	
Total																		
<b>Total supermarket sales</b>	93,977			93,977	493			493	896					94,873			94,873	
<b>Total non supermarket sales</b>	40,568		1,316	41,883	1,784		10	1,794	3,262					43,811		1,334	45,145	
<b>Total exports</b>																		
<b>Total sales</b>	134,545		1,316	135,860	2,277		10	2,287	4,158					138,685		1,334	140,018	
<b>Total Stock on Hand</b>	53,916		883	54,799	2,576		22	2,598	4,724					58,600		923	59,523	

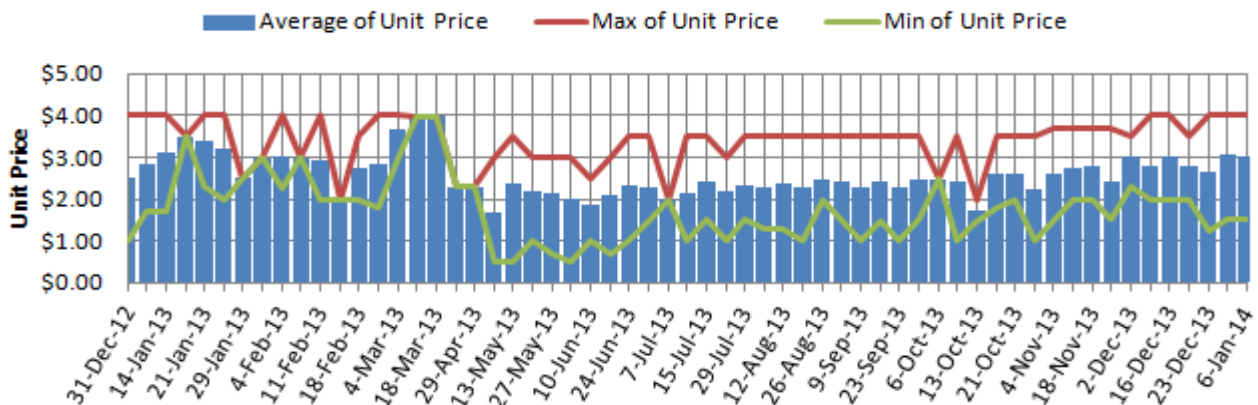
**Weekly National Sales**



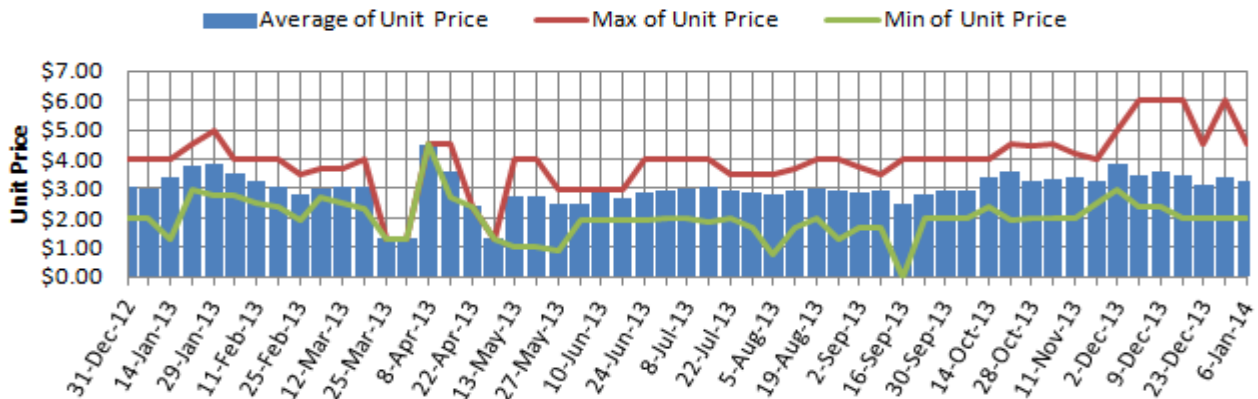
### Hass Avocado Average Retail Prices - Sydney



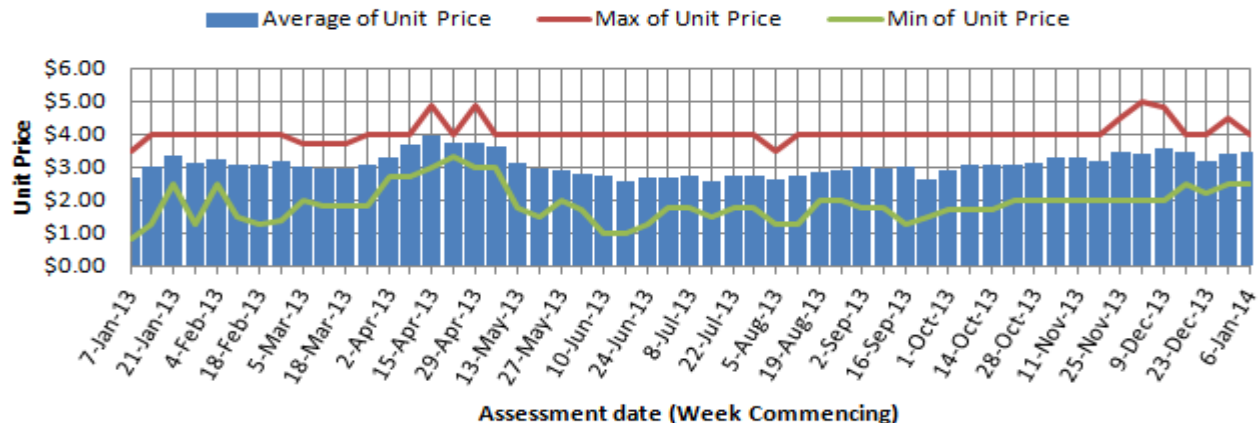
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

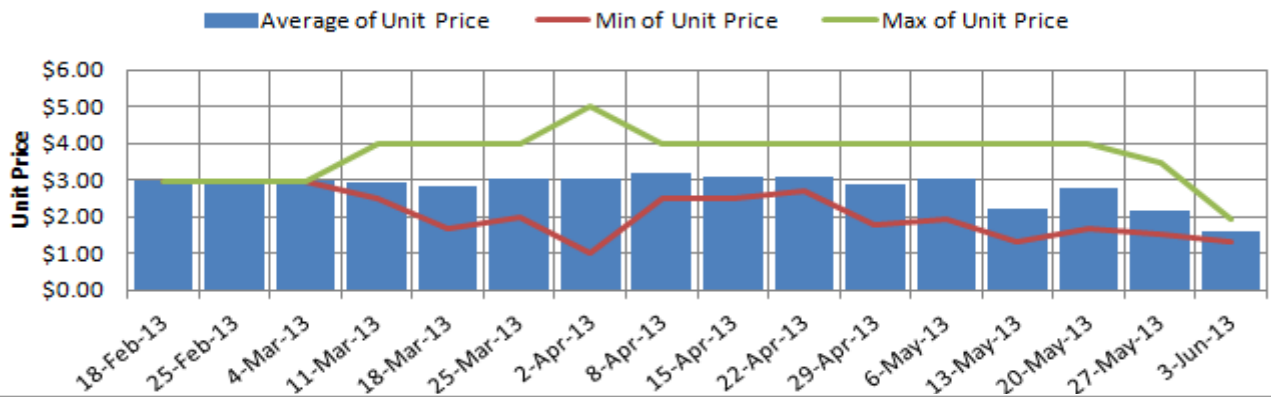


### Hass Avocado Average Retail Prices - Perth

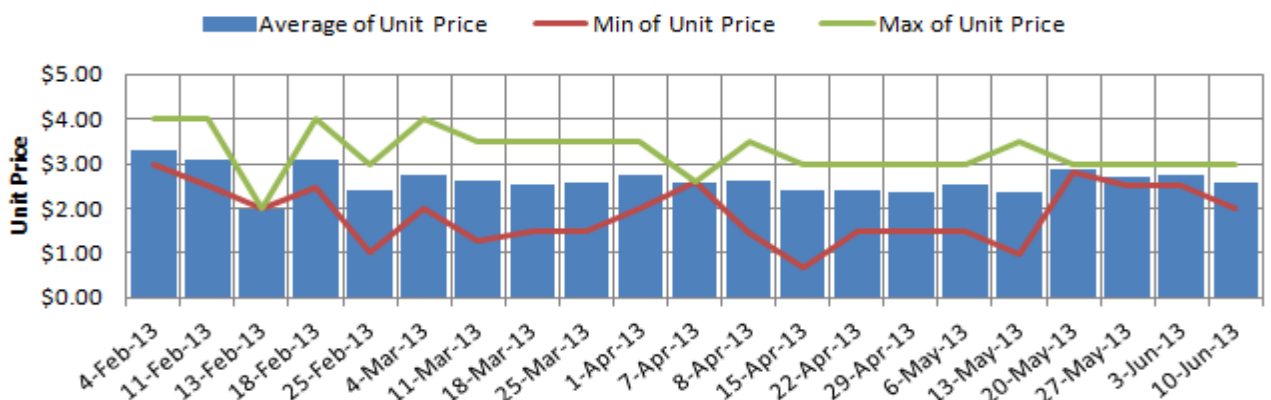


Assessment date (Week Commencing)

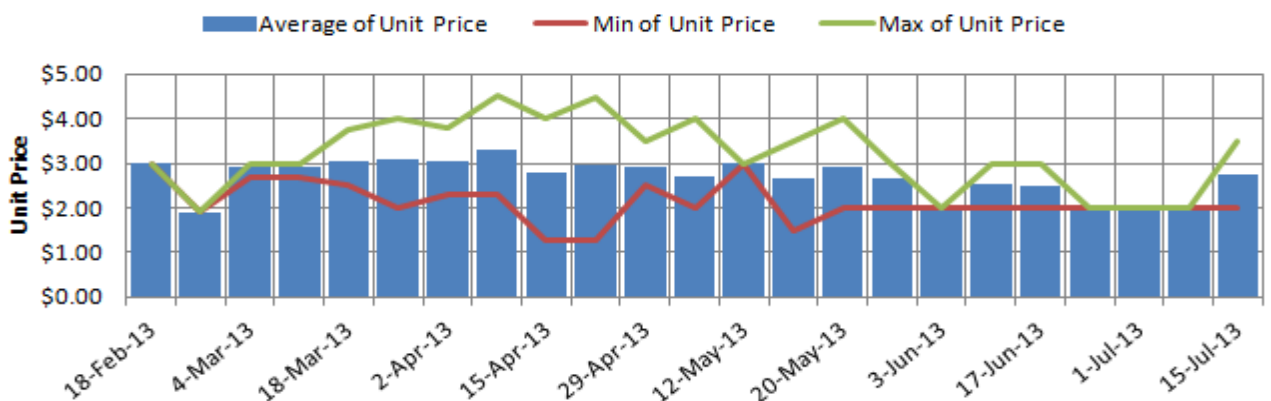
### Shepard Avocado Average Retail Prices - Sydney



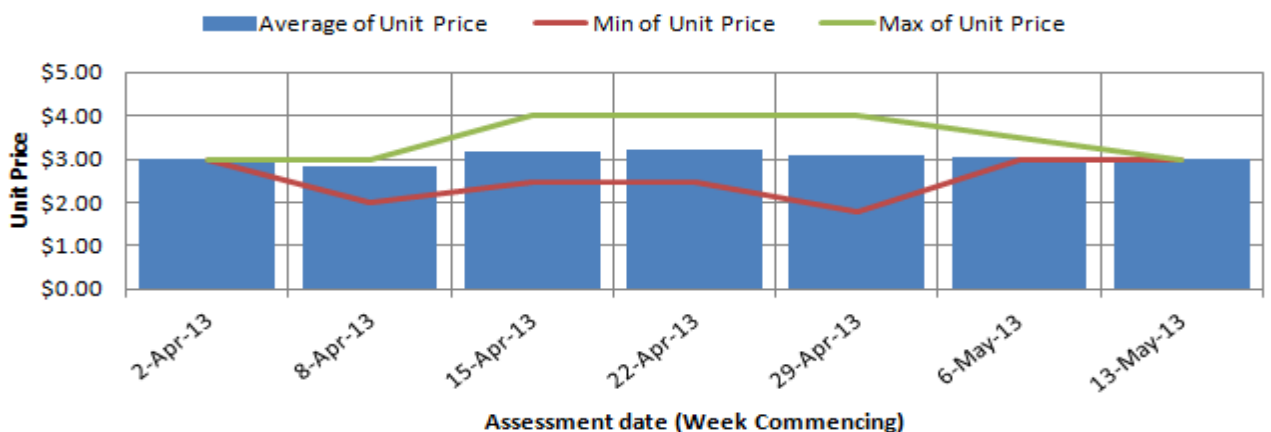
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety – 6th January 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	170	1.66	Store	NZ
Foodworks	Hass	150	2.29	No	NZ
IGA	Hass	160	2.50	No	Aus
Coles	Hass	280	2.98	No	Aus
Coles	Hass	280	2.98	No	NZ
Woolworths	Hass	280	2.98	No	NZ
Coles	Hass	260	2.98	No	NZ
Coles	Hass	280	2.98	No	Aus
Coles	Hass	270	2.98	No	NZ
Woolworths	Hass	250	2.98	No	NZ
Woolworths	Hass	270	2.98	No	NZ
I	Hass	210	2.99	No	NZ
I	Reed	350	2.99	No	Aus
I	Hass	210	2.99	No	Aus
I	Reed	390	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	200	3.49	No	Aus
I	Hass	220	3.49	No	NZ
I	Hass	260	3.49	No	Aus
IGA	Hass	270	3.50	No	Aus
Coles	Hass	280	3.98	No	Aus
I	Reed	480	3.99	No	Aus
I	Hass	330	3.99	No	Aus
I	Reed	420	3.99	No	Aus
I	Hass	320	3.99	No	Aus
I	Reed	500	3.99	No	Aus
IGA	Hass	260	3.99	No	NZ
Foodworks	Hass	290	3.99	No	Aus
I	Hass	290	4.99	No	Aus
I	Hass	340	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	155	1.50	Store	NZ
Coles	Hass	240	2.00	Store	NZ
Coles	Hass	260	2.00	Store	NZ
IGA	Hass	170	2.48	No	NZ
Woolworths	Hass	200	2.48	No	NZ
IGA	Hass	180	2.68	No	NZ
I	Hass	310	2.98	No	Aus
Coles	Hass	240	2.98	Store	NZ
Coles	Hass	260	2.98	Store	NZ
I	Hass	280	2.99	Store	NZ
I	Reed	360	3.00	Store	Aus
I	Hass	240	3.00	Store	Aus
Woolworths	Hass	205	3.48	No	NZ
Woolworths	Hass	300	3.48	No	NZ
I	Reed	360	3.50	No	Aus
I	Hass	240	3.50	Store	Aus
I	Hass	380	3.50	Store	Aus
I	Hass	320	3.50	Store	Aus
I	Hass	335	3.95	Store	NZ
I	Hass	380	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	135	1.99	No	NS
I	Hass	215	2.29	No	NS
I	Hass	185	2.50	No	NS
I	Hass	230	2.99	No	NS
I	Hass	175	2.99	No	NS
IS	Hass	270	2.99	No	NZ
I	Hass	200	2.99	No	NS
Coles	Hass	280	3.48	No	Aus
Coles	Hass	260	3.48	No	NZ
Safeway	Hass	300	3.48	No	NZ
Safeway	Hass	290	3.48	No	NZ
Coles	Hass	245	3.48	No	NZ
I	Hass	350	3.48	No	Aus
Coles	Hass	290	3.48	No	NZ
Safeway	Hass	230	3.48	No	NZ
I	Hass	250	3.49	No	NS
IGA	Hass	230	3.49	No	NS
I	Hass	230	3.89	No	NS
I	Hass	375	4.29	No	Aus
I	Hass	350	4.29	No	Aus
I	Hass	300	4.50	No	NS
<b>PERTH</b>					
I	Hass	155	1.49	No	Aus
IS	Hass	190	2.49	Store	Mixed
I	Hass	305	2.98	No	Aus
I	Hass	305	2.98	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	230	2.99	No	Aus
Woolworths	Hass	220	3.48	No	Aus
Coles	Hass	280	3.48	No	Aus
Woolworths	Hass	270	3.48	No	Aus
Coles	Hass	260	3.48	No	Aus
Woolworths	Hass	265	3.48	No	Aus
IGA	Hass	255	3.49	No	NZ
IGA	Hass	285	3.69	No	Aus
IGA	Hass	220	3.89	No	NZ
I	Hass	300	3.99	No	Aus
I	Hass	280	3.99	No	Aus
IGA	Hass	310	3.99	No	Aus
IS	Hass	270	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

### 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