



INFOCADO WEEKLY REPORT: 26th Dec 2015 — 1st Jan 2016 (Week 1)

Comments

- The weekly dispatch volume (56,071 trays) was significantly lower than the week's forecast by about 68,500 trays. This is due to actuals from New Zealand not being represented due to the holiday period. The estimated figures for Week 52 is 104,877 trays and for Week 1 is 105,281 trays. In the coming weeks these figures will be reported once we have the actuals (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (52,552 tray eqv.). The Melbourne market received the highest volume (33,679 tray eqv.), size 20 continues to be the dominant size (refer P 3).
- More regions have finished for the 2015 season as the year comes to a close. CNSW, TRI and WA will continue into the new year (refer P 4).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast forms** when available. The 15mth forecast is important as AAL uses this data to lock in the pre-harvest forecast before each region commences harvest (as now shown on P 4).

[Click here to learn How to conduct Dry Matter tests at home](#)

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Marketing Update: Advisory Marketing Workshop

Late last year the advisory marketing workshop was held in Brisbane and the results have been collated and fed into the development of the full three-year marketing plan. The workshop found the past three of years of marketing avocados to consumers has been successful and would have grown our enthusiastic consumer base. Our marketing strategy has broadened to take in television advertising, and to boost social media and online engagement.

The key outtakes from the discussions included a need to continue to focus on the enthusiasts segments, but also include the challenged and/or functional segments. The group also discussed how we can increase the messaging around health, usage and quality – and will this actually help increase consumption. It was also identified that the value proposition needs to be elevated to support price – and these messages could also assist with this.

For a full brief please refer to the Guacamole Enewsletter - 11 Dec 2015.

Upcoming Holidays

Australia Day (Aus): 26th Jan | Auckland Anniversary (NZ): 1st Feb | Waitangi Day (NZ): 8th Feb | Labour Day (WA): 7th Mar

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale 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 Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 1 - 4)

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv

Week 1 - begin 26/12/2015

Hass	120,481	855		122,036
Reed	2,200	276		2,702
Week Total	122,681	1,131		124,737

Week 1 - begin 02/01/2016

Hass	185,351	6,310		196,824
Lamb Hass	1,120	108		1,316
Reed	4,200	552		5,204
Week Total	190,671	6,970		203,344

Week 2 - begin 09/01/2016

Hass	221,066	6,626	15,000	235,840
Lamb Hass	600	30		655
Reed	3,200	452		4,022
Week Total	224,866	7,108	15,000	240,517

Week 3 - begin 16/01/2016

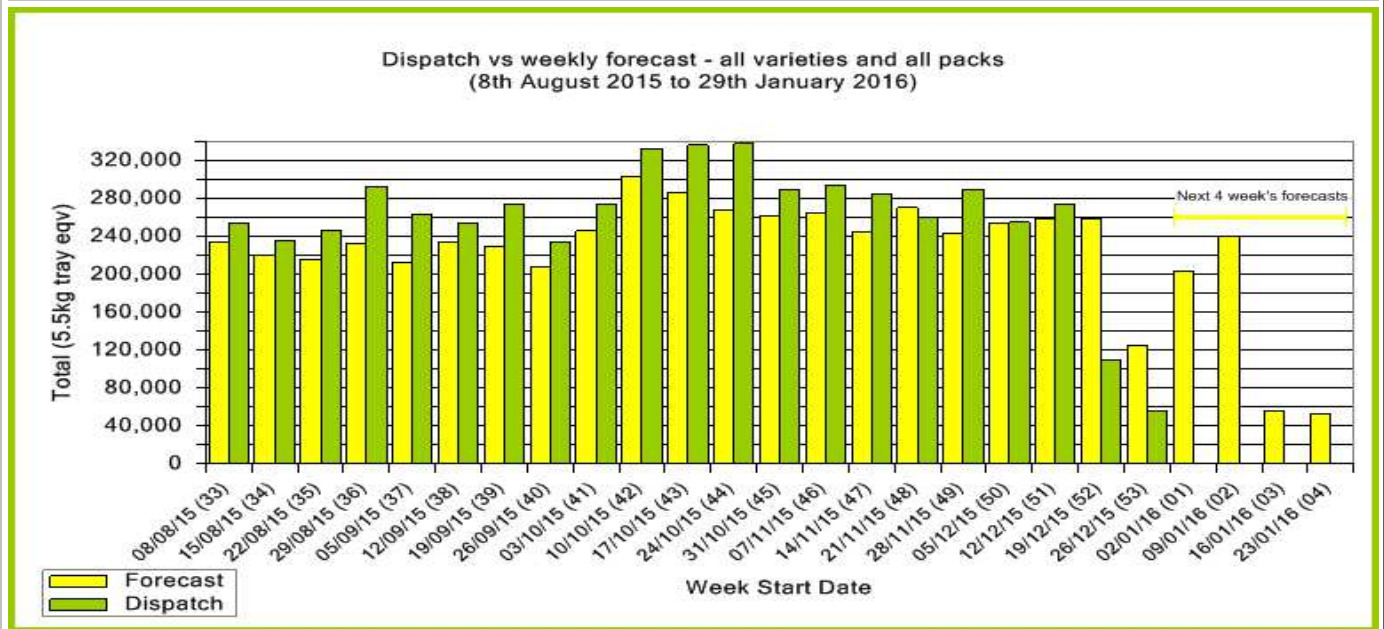
Hass	46,370	1,247		48,637
Lamb Hass	5,600	91		5,765
Reed	1,250	176		1,570
Week Total	53,220	1,514		55,973

Week 4 - begin 23/01/2016

Hass	45,695	1,047		47,599
Lamb Hass	5,000	88		5,160
Week Total	50,695	1,135		52,759

Dispatch Data (Week 1 - begin 26/12/2015)

Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	48,581	2,324	52,806
Lamb Hass	720	8	735
Reed	1,861	368	2,530
Total	51,162	2,700	56,071



New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016

Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total to Date
NZ-Aus - Pre Season Forecast ¹	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus - Disp + Mthly Forecast ²	16,725	80,567	191,340	420,417	324,356	253,835	491,678	35,260	3,520	1,817,698
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317					1,184,834
USA ³	0	0	0	0	0	0				0
Japan ³	0	0	4,212	20,473	23,509	8,924				60,092
Other Asia ³	973	6,951	28,265	61,567	49,940	41,573				203,126
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	397,805	304,331	0	0	0	1,550,458

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 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)

Industry Dispatches By Origin Region and Count Size : 26th December 2015 - 1st January 2016 (Wk 1)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
Tamborine/ Northern Rivers										140	255
Tri State	1,276	547	525	223	10				2,581	376	3,265
WA/NT	292	1,399	10,204	11,284	8,731	10,107	6,557	7	48,581	2,184	52,552
	1,568	1,946	10,729	11,507	8,741	10,107	6,557	7	51,162	2,700	56,071

Origin of Avocado



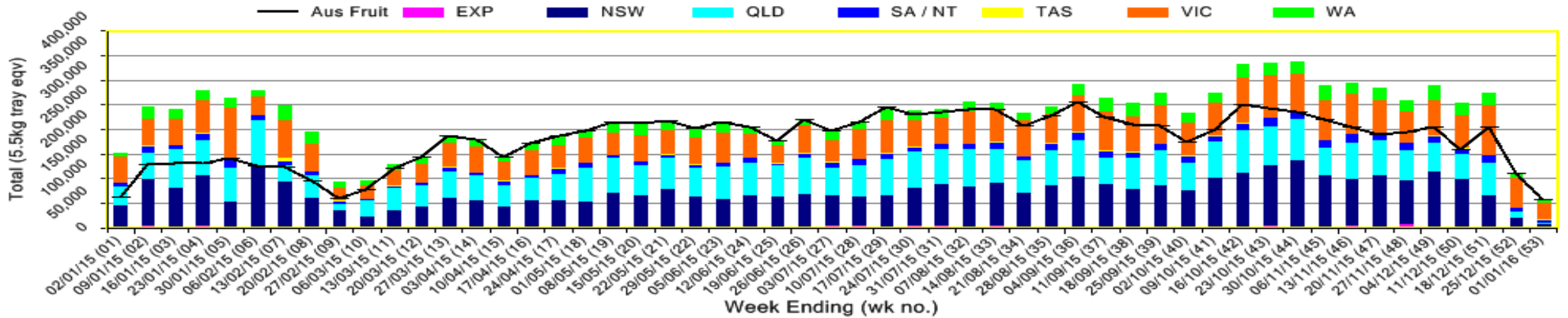
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 26th December 2015 - 1st January 2016 (Wk 1)

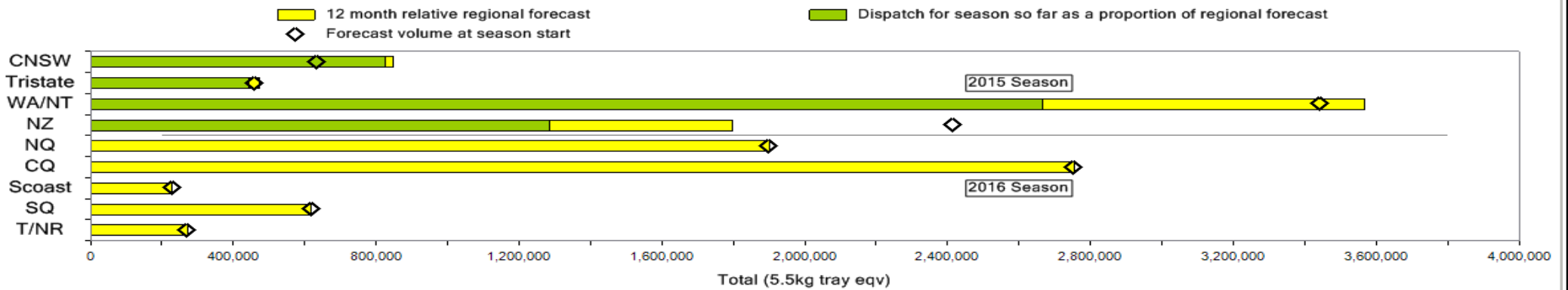
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
NSW	1,044	1,036	2,152	960	960	640			6,792	824	8,290
QLD		160	480		320	504	320		1,784	485	2,666
SA / NT	164	140	160	1,280	784	1,304	840		4,672	88	4,832
TAS						456	456		912		912
VIC	360	609	7,932	8,986	6,533	6,979	102	5	31,506	1,195	33,679
WA		1	5	281	144	224	4,839	2	5,496	108	5,692
Total	1,568	1,946	10,729	11,507	8,741	10,107	6,557	7	51,162	2,700	56,071

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 56,071 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 can be updated monthly by contributors.

Percentage dispatched by region (Based on seasonal forecast - 2016)



Week 1 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Delroy Orchards (WA)
The Evolution (Consolidator)	Golden Hill Avocados (WA)
Golden Hill Packing Pty Ltd (TRI)	VP & EA Farrell (WA)
Sunvale Produce Pty Ltd (TRI)	SC: Less than 3 contributors
Advance Packing & Marketing Services P/L (WA)	TNR: Less than 3 contributors
Avonova (WA)	CNSW: Less than 3 contributors

Week 1 Contributors - Wholesalers

Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)
Murray Bros (Brisbane)	VB Sculli (Melbourne)
Sinclair & Antico (Aust) Pty Ltd (Sydney)	WA Farm Direct (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																	
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	5,600		648	6,248	96		88	184	335						5,775		808	6,583
Total Stock on Hand																		
QLD	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total sales	3,853			3,853	723			723	1,315	295			295	54	5,221			5,221
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	10,808			10,808											10,808			10,808
Total non supermarket sales	2,958		407	3,365	371		70	441	802						3,633		534	4,167
Total exports																		
Total sales	13,766		407	14,173	371		70	441	802						14,441		534	14,975
Total Stock on Hand	9,078		1,826	10,904	1,098		518	1,616	2,938						11,074		2,768	13,842
VIC	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total sales	34,332		576	34,908	728			728	1,324						35,656		576	36,232
Total Stock on Hand																		
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	6,601			6,601	424			424	771						7,372			7,372
Total Stock on Hand																		
Total																		
Total supermarket sales	53,563		1,224	54,787	1,013		88	1,101	2,002						55,405		1,384	56,789
Total non supermarket sales	10,589		407	10,996	1,329		70	1,399	2,544	295			295	54	13,059		534	13,593
Total exports																		
Total sales	64,152		1,631	65,783	2,342		158	2,500	4,545	295			295	54	68,464		1,918	70,382
Total Stock on Hand	27,504		1,826	29,330	1,221		518	1,739	3,162	305			305	55	29,779		2,768	32,547

Weekly National Sales

