



# INFOCADO WEEKLY REPORT: 17th — 23rd March 2012 (Wk 12)



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- Volumes into the market place decreased last week with 98,079 5.5kg eqv trays vs 108,096 5.5kg eqv trays the week before. The forecast for the next 4 weeks shows this volume increasing. As volumes increase in the market it will be critical to work closely with wholesalers and retailers to ensure fruit is moving through the system. Export markets should also be considered to help shift stocks.
- SC growers are reminded to enter their 4 weekly forecast as they near harvest.
- The March seasonal forecast forms have been sent to all packhouses for review. Submitted forecasts will be collated and used in the April Quarterly Report. Forms are due back by the end of this month.
- NZ forecasts and dispatches are not included in this report. The most up to date import data has been included on page 3 and has been sourced from Australia Customs records.

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

- Australian Avocados and the NRL are renegotiating their contract for the 2012 season. The I Heart Footy website and competition will be running again with a recipe competition as well as new teams and recipes to promote. More information on April marketing and promotional events will be featured in the coming editions of the Guacamole email newsletter.
- The food service campaign is ongoing with a chef training class with Delaware North catering group (operating in over 30 locations nationally) in Melbourne. Two educational videos of training events, held in clubs will be finalised, uploaded to YouTube and publicised via email and twitter.
- Promotions in March and April will be on Pay TV nationally, on channels Lifestyle YOU and Food Bites Lifestyle Food. In magazines nationally, Australian Good Taste, Australian Womens Weekly, Recipes +, Super Food Ideas, Woman's Day, Donna Hay, Naturally. Online at Allrecipes.com.au and Taste.com.au. As well as direct email newsletters and Foodservice Chef Training in Sydney and Melbourne.
- The Weekly Volumes teleconference will be essential in managing this year's crop. Please contact Maree Tyrrell on 07 3846 6566 or [admin@avocado.org.au](mailto:admin@avocado.org.au) to participate in this teleconference, held every Tuesday morning.
- Based off the January 2012 Quarterly Report 412,983 5.5kg eqv trays are expected in the market place for April. 496,998 5.5kg eqv trays are expected for Shepard and 31,003 5.5kg eqv trays for other varieties.

## Upcoming Holidays

Good Friday: 6 April | Easter Sunday: 8 April | Easter Monday: 9 April | ANZAC Day: 25 April

## 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:

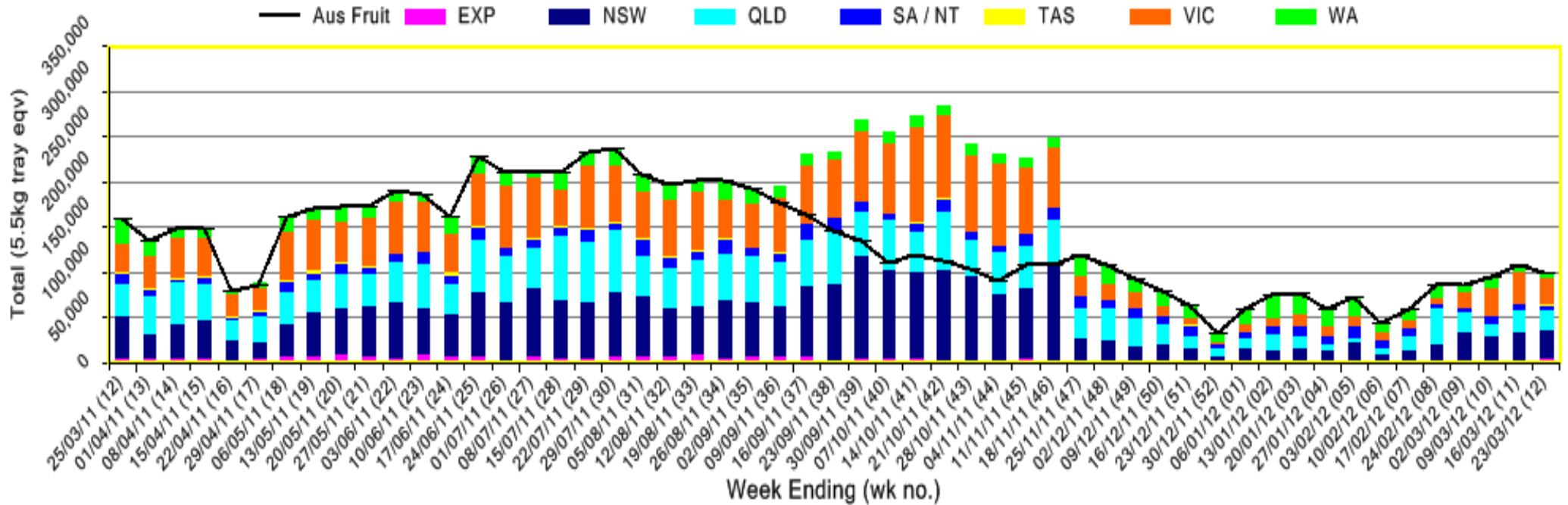
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 17th March - 23rd March 2012 (Wk 12)**

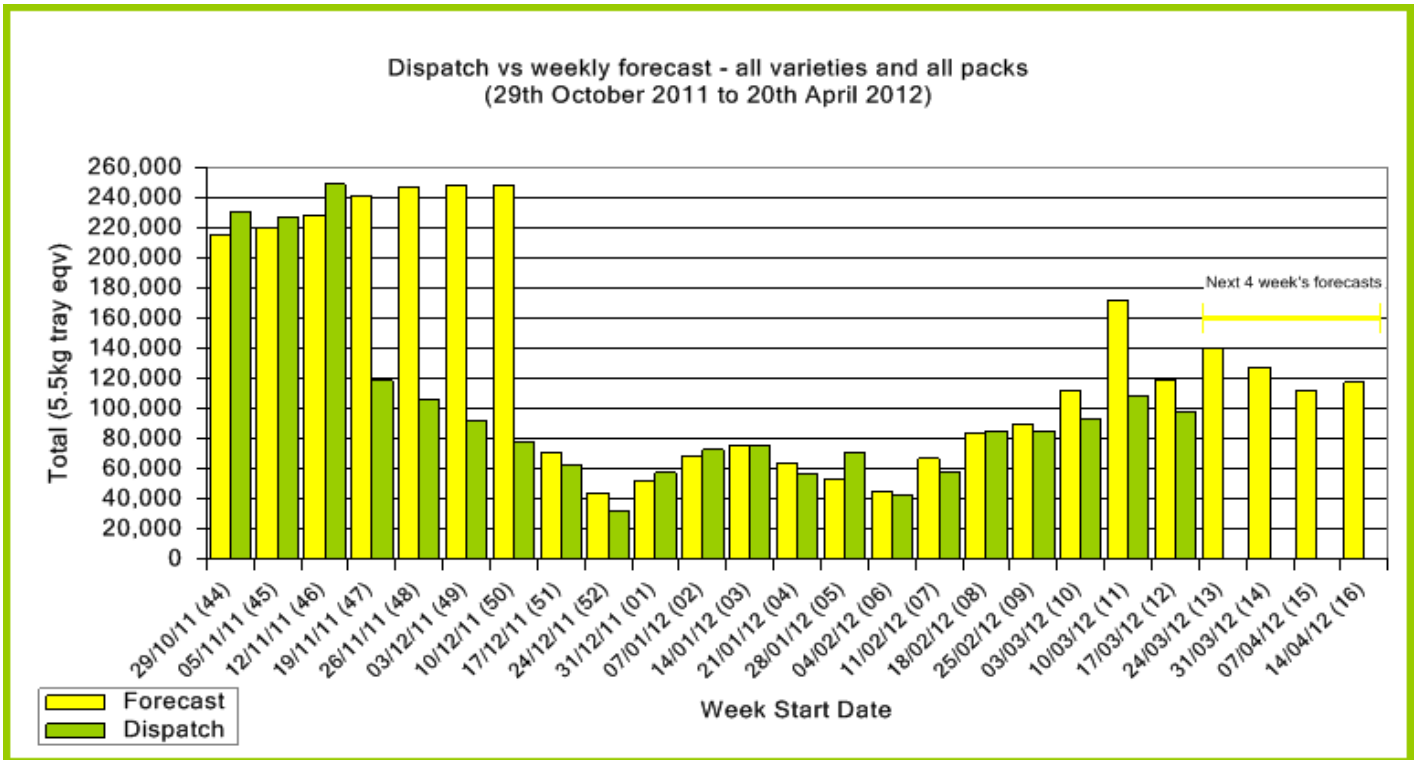
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP						150	150	1,193	895	2,388	801			3,844
NSW	15	712	2,948	6,545	1,285	5,749	5,047	1,786	138	24,225	4,312	2,016		32,432
QLD	3	174	1,173	2,129	858	2,605	4,054	2,554	152	13,702	3,668	1,620	4,400	21,466
SA / NT			60	3,128			766	726	88	4,768	176	60		5,099
TAS							480	1,552		2,032	96			2,207
VIC	105	604	2,593	7,516	1,973	5,954	4,454	1,281	96	24,576	1,848	936		28,106
WA		43	65	373			345	3,212	4	4,042	486			4,926
<b>Total</b>	<b>123</b>	<b>1,533</b>	<b>6,839</b>	<b>19,691</b>	<b>4,116</b>	<b>16,049</b>	<b>19,195</b>	<b>6,906</b>	<b>1,281</b>	<b>75,733</b>	<b>11,387</b>	<b>4,632</b>	<b>4,400</b>	<b>98,079</b>

**Throughput Australian & NZ avocados by destination state**  
Throughput 1st January 2012 to date = 906,247 5.5kg tray eqv



Forecast Data (Week 12 - 16)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 12 - begin 17/03/2012</b>					
Fuerte	1,600	400			2,327
Hass	2,592	340			3,210
Shepard	102,742	5,310	2,500	5,000	113,761
<b>Week Total</b>	<b>106,934</b>	<b>6,050</b>	<b>2,500</b>	<b>5,000</b>	<b>119,298</b>
<b>Week 13 - begin 24/03/2012</b>					
Fuerte	1,550	340			2,168
Hass	12,892	996			14,703
Sharwil	500	50			591
Shepard	110,300	6,210	2,000	3,000	122,500
<b>Week Total</b>	<b>125,242</b>	<b>7,596</b>	<b>2,000</b>	<b>3,000</b>	<b>139,962</b>
<b>Week 14 - begin 31/03/2012</b>					
Fuerte	300	80			445
Hass	19,392	2,220	1,000	2,000	23,974
Pinkerton	800	600			1,891
Shepard	89,500	6,260	2,000	2,000	101,610
<b>Week Total</b>	<b>109,992</b>	<b>9,160</b>	<b>3,000</b>	<b>4,000</b>	<b>127,919</b>
<b>Week 15 - begin 07/04/2012</b>					
Fuerte	250	70			377
Hass	26,000	2,295	1,000	2,000	30,719
Pinkerton	800	600			1,891
Sharwil	400	50			491
Shepard	70,000	4,500	2,000	2,000	78,910
<b>Week Total</b>	<b>97,450</b>	<b>7,515</b>	<b>3,000</b>	<b>4,000</b>	<b>112,386</b>
<b>Week 16 - begin 14/04/2012</b>					
Fuerte	200	60			309
Hass	41,500	4,000	2,000	1,000	49,319
Shepard	61,500	3,100	1,500	2,000	67,773
<b>Week Total</b>	<b>103,200</b>	<b>7,160</b>	<b>3,500</b>	<b>3,000</b>	<b>117,399</b>

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 12 - begin 17/03/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	1,053	97			1,229
Hass	894	207			1,270
Sharwil	130	40			203
Shepard	73,656	11,043	4,632	4,400	95,376
<b>Total</b>	<b>75,733</b>	<b>11,387</b>	<b>4,632</b>	<b>4,400</b>	<b>98,079</b>



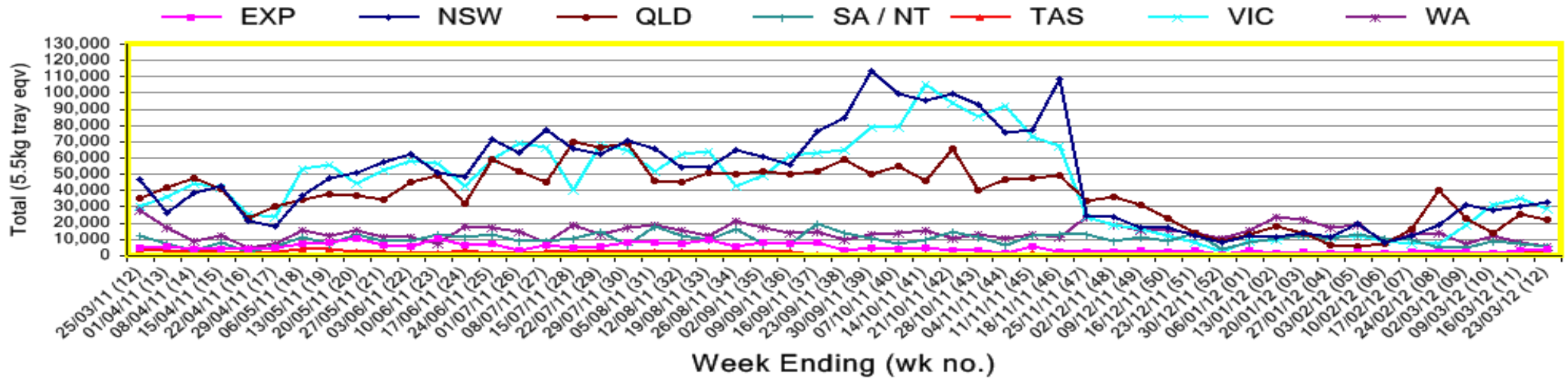
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	<b>3,115,656</b>
<b>Australia</b>		314,209	617,690	655,540	685,179	460,319	456,519			<b>3,189,456</b>
<b>USA</b>		11,782	47,380	36,098	3,000	9,358	1,073			<b>108,691</b>
<b>Japan</b>	818	24,196	106,337	123,344	4,760	17,582	12,322			<b>289,359</b>
<b>Total</b>	<b>818</b>	<b>350,187</b>	<b>771,407</b>	<b>814,982</b>	<b>692,939</b>	<b>487,259</b>	<b>469,914</b>			<b>3,587,506</b>

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 906,247 5.5kg tray eqv



**Week 12 contributors - Packhouses**

Aussie Orchards Growers & Packers	Natures Fruit Company
Donovan Family Investment Trust	One Harvest
Gunnado Farm	R & M Waterman
Hilltop Mareeba	Simpson Farms Pty Ltd (Goodwood Home)
ID & AM Leighton	Sunfresh
Lavers Orchards	Sunnyspot Packhouse Pty Ltd
Tinaroo Falls Avocado Trust	SuperPak

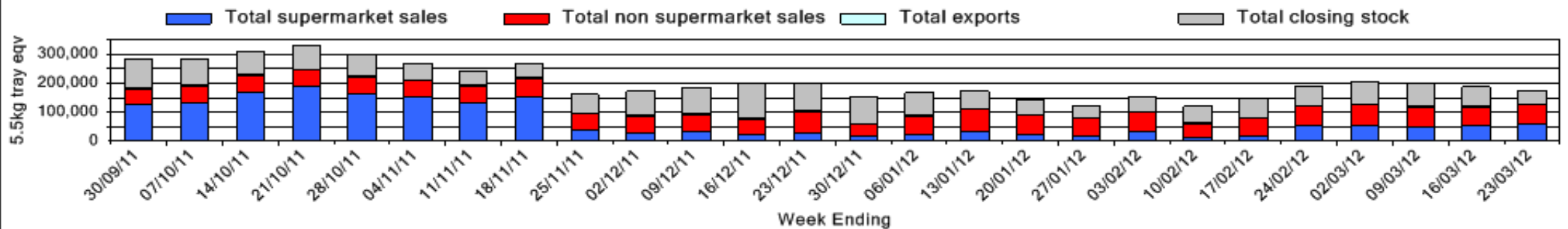
**Week 12 contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Freshmax Pty Ltd (Brisbane)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	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)
Fresh Express Produce Pty Ltd (Perth)	

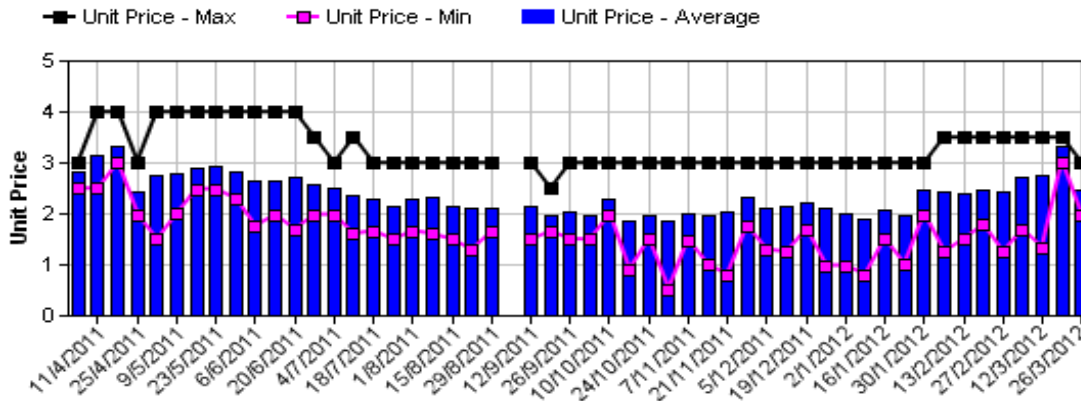
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
<b>Total supermarket sales</b>		9,600		<b>9,600</b>		2,060		2,060	<b>3,745</b>		2,016		2,016	<b>367</b>		13,712		<b>13,712</b>
<b>Total non supermarket sales</b>	2,564	5,061	1,724	<b>9,349</b>	96	499	72	667	<b>1,213</b>						2,739	5,968	1,855	<b>10,562</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>2,564</b>	<b>14,661</b>	<b>1,724</b>	<b>18,949</b>	<b>96</b>	<b>2,559</b>	<b>72</b>	<b>2,727</b>	<b>4,958</b>		<b>2,016</b>		<b>2,016</b>	<b>367</b>	<b>2,739</b>	<b>19,680</b>	<b>1,855</b>	<b>24,274</b>
<b>Total Stock on Hand</b>	<b>300</b>	<b>373</b>	<b>50</b>	<b>723</b>											<b>300</b>	<b>373</b>	<b>50</b>	<b>723</b>
QLD																		
<b>Total supermarket sales</b>	10,968	7,461		<b>18,429</b>							1,620		1,620	<b>295</b>	10,968	7,756		<b>18,724</b>
<b>Total non supermarket sales</b>	15,956	5,466	249	<b>21,671</b>		2,055	38	2,093	<b>3,805</b>						15,956	9,202	318	<b>25,476</b>
<b>Total exports</b>		2,388		<b>2,388</b>		801		801	<b>1,456</b>							3,844		<b>3,844</b>
<b>Total sales</b>	<b>26,924</b>	<b>15,315</b>	<b>249</b>	<b>42,488</b>		<b>2,856</b>	<b>38</b>	<b>2,894</b>	<b>5,262</b>		<b>1,620</b>		<b>1,620</b>	<b>295</b>	<b>26,924</b>	<b>20,802</b>	<b>318</b>	<b>48,044</b>
<b>Total Stock on Hand</b>	<b>10,212</b>	<b>4,095</b>	<b>380</b>	<b>14,687</b>		<b>851</b>	<b>32</b>	<b>883</b>	<b>1,605</b>						<b>10,212</b>	<b>5,642</b>	<b>438</b>	<b>16,292</b>
SA & TAS																		
<b>Total supermarket sales</b>		10,708		<b>10,708</b>		96		96	<b>175</b>		60		60	<b>11</b>		10,893		<b>10,893</b>
<b>Total non supermarket sales</b>	4,942	405	863	<b>6,210</b>	183	162	40	385	<b>700</b>						5,275	700	936	<b>6,910</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>4,942</b>	<b>11,113</b>	<b>863</b>	<b>16,918</b>	<b>183</b>	<b>258</b>	<b>40</b>	<b>481</b>	<b>875</b>		<b>60</b>		<b>60</b>	<b>11</b>	<b>5,275</b>	<b>11,593</b>	<b>936</b>	<b>17,803</b>
<b>Total Stock on Hand</b>	<b>5,836</b>	<b>4,028</b>	<b>4,989</b>	<b>14,853</b>	<b>272</b>	<b>103</b>	<b>1,688</b>	<b>2,063</b>	<b>3,751</b>						<b>6,331</b>	<b>4,215</b>	<b>8,058</b>	<b>18,604</b>
VIC																		
<b>Total supermarket sales</b>		13,192		<b>13,192</b>		34		34	<b>62</b>		936		936	<b>170</b>		13,424		<b>13,424</b>
<b>Total non supermarket sales</b>	6,709	4,753	1,113	<b>12,575</b>	27	306		333	<b>605</b>						6,758	5,309	1,113	<b>13,180</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>6,709</b>	<b>17,945</b>	<b>1,113</b>	<b>25,767</b>	<b>27</b>	<b>340</b>		<b>367</b>	<b>667</b>		<b>936</b>		<b>936</b>	<b>170</b>	<b>6,758</b>	<b>18,733</b>	<b>1,113</b>	<b>26,604</b>
<b>Total Stock on Hand</b>	<b>4,675</b>	<b>1,584</b>	<b>173</b>	<b>6,432</b>	<b>24</b>		<b>70</b>	<b>94</b>	<b>171</b>						<b>4,718</b>	<b>1,584</b>	<b>300</b>	<b>6,602</b>
WA																		
<b>Total supermarket sales</b>	95	3,840		<b>3,935</b>	298	96		394	<b>716</b>						637	4,015		<b>4,651</b>
<b>Total non supermarket sales</b>	4,984	683	453	<b>6,120</b>	801		142	943	<b>1,715</b>						6,440	683	711	<b>7,835</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>5,079</b>	<b>4,523</b>	<b>453</b>	<b>10,055</b>	<b>1,099</b>	<b>96</b>	<b>142</b>	<b>1,337</b>	<b>2,431</b>						<b>7,077</b>	<b>4,698</b>	<b>711</b>	<b>12,486</b>
<b>Total Stock on Hand</b>	<b>2,646</b>	<b>192</b>	<b>118</b>	<b>2,956</b>	<b>118</b>		<b>42</b>	<b>160</b>	<b>291</b>						<b>2,861</b>	<b>192</b>	<b>194</b>	<b>3,247</b>
Total																		
<b>Total supermarket sales</b>	11,063	44,801		<b>55,864</b>	298	2,286		2,584	<b>4,698</b>		4,632		4,632	<b>842</b>	11,605	49,800		<b>61,404</b>
<b>Total non supermarket sales</b>	35,155	16,368	4,402	<b>55,925</b>	1,107	3,022	292	4,421	<b>8,038</b>						37,168	21,862	4,933	<b>63,963</b>
<b>Total exports</b>		2,388		<b>2,388</b>		801		801	<b>1,456</b>							3,844		<b>3,844</b>
<b>Total sales</b>	<b>46,218</b>	<b>63,557</b>	<b>4,402</b>	<b>114,177</b>	<b>1,405</b>	<b>6,109</b>	<b>292</b>	<b>7,806</b>	<b>14,193</b>		<b>4,632</b>		<b>4,632</b>	<b>842</b>	<b>48,773</b>	<b>75,506</b>	<b>4,933</b>	<b>129,212</b>
<b>Total Stock on Hand</b>	<b>23,669</b>	<b>10,272</b>	<b>5,710</b>	<b>39,651</b>	<b>414</b>	<b>954</b>	<b>1,832</b>	<b>3,200</b>	<b>5,818</b>						<b>24,421</b>	<b>12,006</b>	<b>9,041</b>	<b>45,469</b>

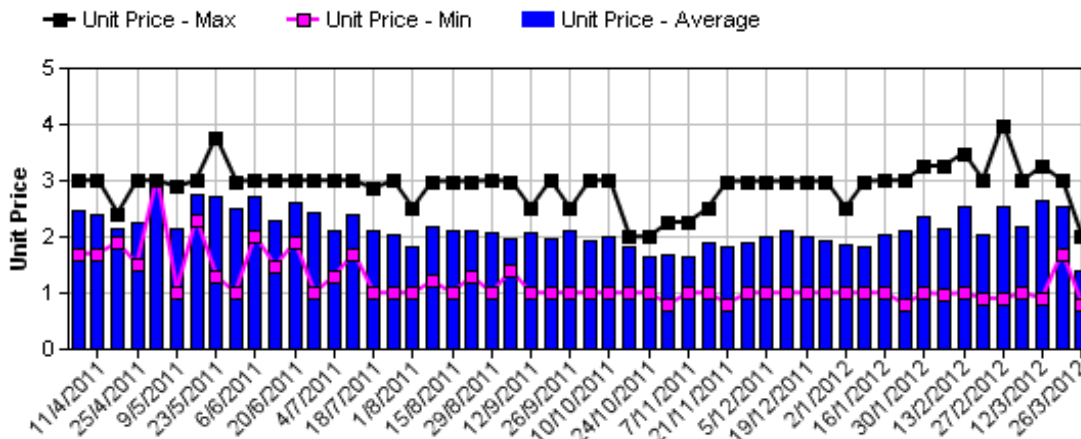
#### Weekly National Sales



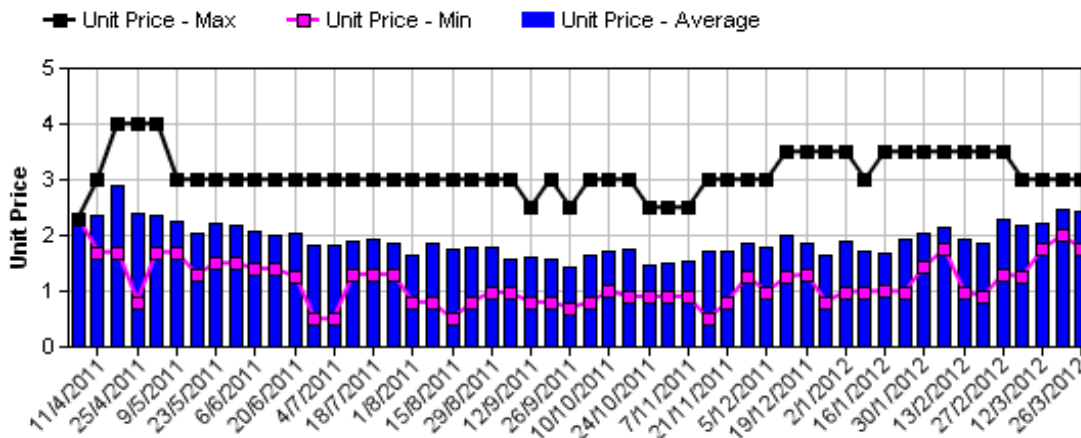
Hass Avocado Average Retail Prices - Sydney



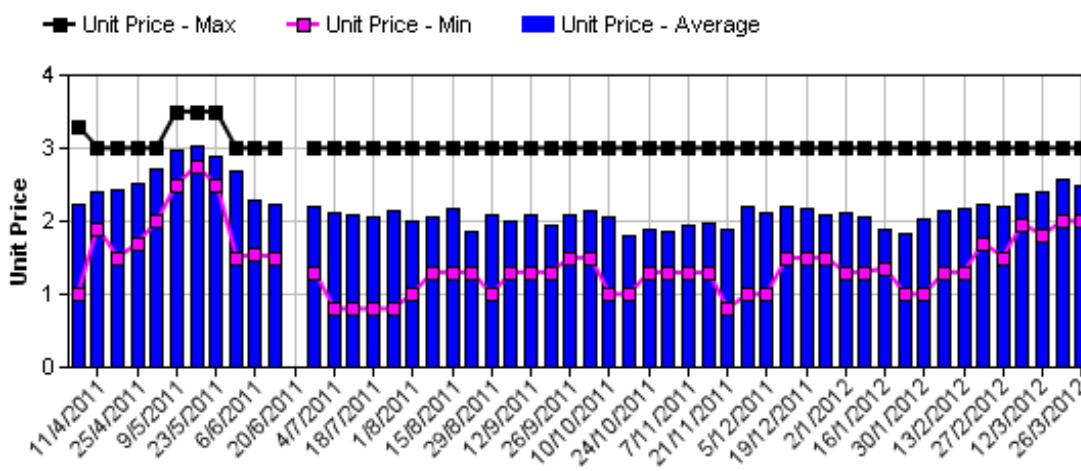
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



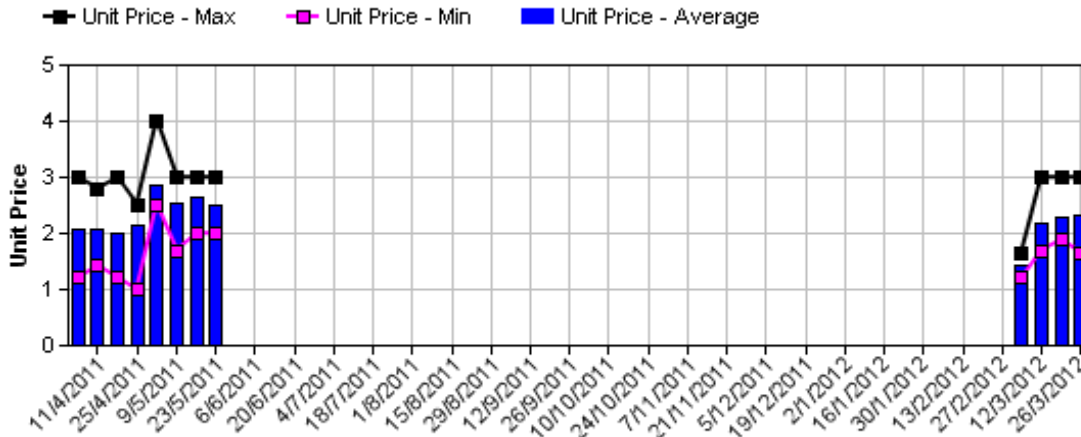
Hass Avocado Average Retail Prices - Perth



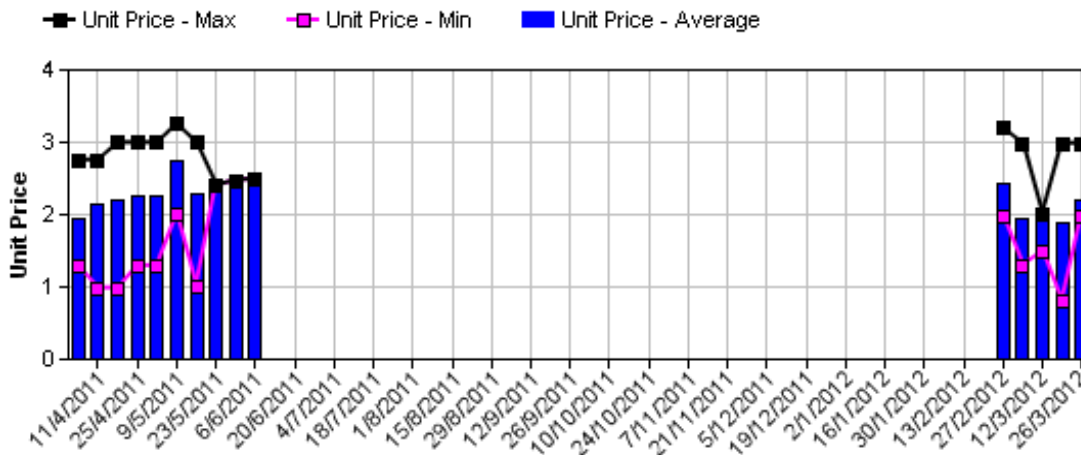
Assessment Date [Week Commencing]



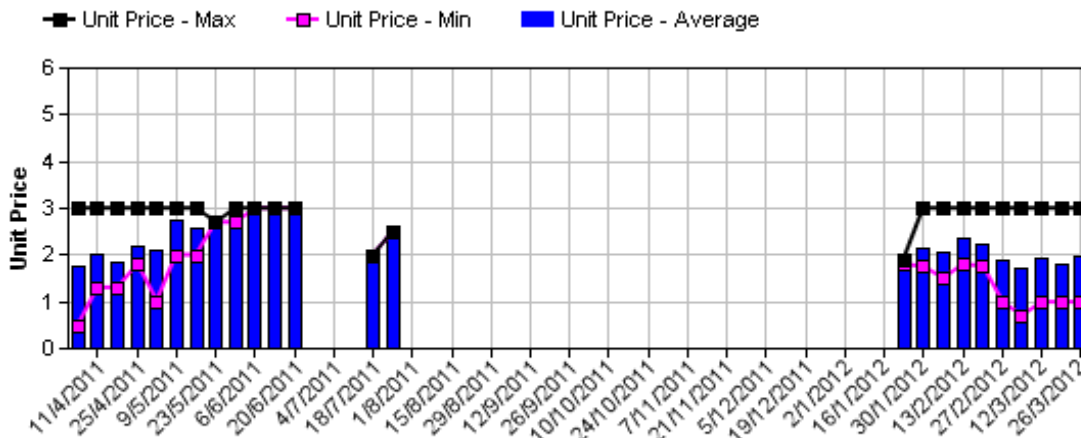
### Shepard Avocado Average Retail Prices - Sydney



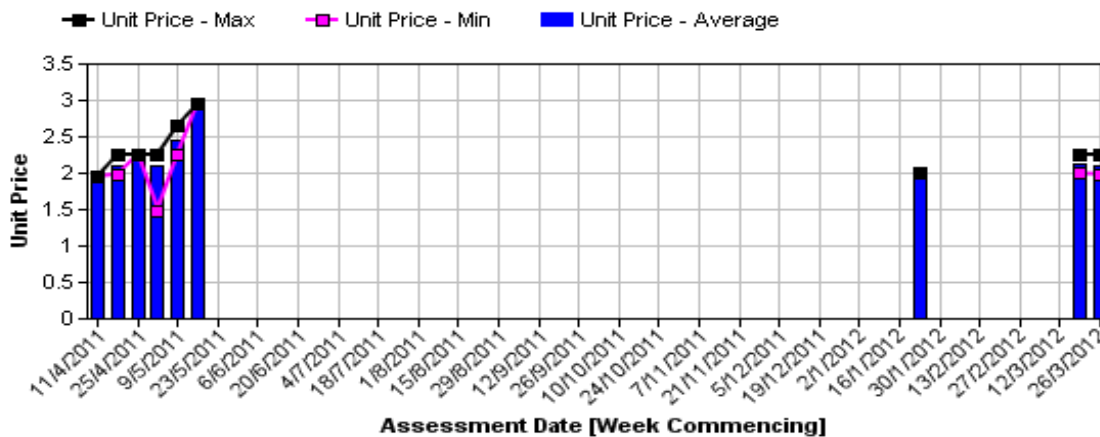
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 26th March 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Woolworths	Shepard	260	1.65	Cat	Aus	I	Hass	255	0.79	No	NS
Woolworths	Shepard	300	1.65	Cat	Aus	Coles	Shepard	305	1.98	No	Aus
Woolworths	Shepard	290	1.65	Cat	Aus	Coles	Shepard	260	1.98	No	Aus
IGA	Shepard	270	1.69	Store	Aus	Safeway	Shepard	260	1.98	No	Aus
IGA	Hass	220	1.95	No	Aus	Safeway	Shepard	270	1.98	No	Aus
Coles	Shepard	280	1.98	No	Aus	Safeway	Shepard	285	1.98	No	Aus
Coles	Shepard	280	1.98	No	Aus	Coles	Shepard	290	1.98	No	Aus
Coles	Shepard	260	1.98	No	Aus	I	Hass	262	1.99	No	Aus
I	Shepard	300	2.49	No	Aus	I	Hass	245	1.99	No	Aus
Foodworks	Shepard	265	2.49	No	Aus	I	Shepard	260	1.99	No	NS
I	Shepard	310	2.49	No	Aus	IS	Shepard	280	2.49	No	Aus
I	Shepard	290	2.49	No	Aus	IGA	Shepard	285	2.49	No	Aus
I	Shepard	280	2.50	No	Aus	I	Shepard	300	2.69	No	NS
I	Reed	580	2.50	No	Aus	I	Shepard	275	2.69	No	NS
I	Reed	490	2.50	No	Aus	I	Shepard	270	2.98	Store	Aus
I	Reed	470	2.50	No	Aus	I	Shepard	290	2.99	No	Aus
IGA	Shepard	275	2.95	No	Aus	Safeway	Hass	655	3.98	No	Aus
I	Shepard	310	2.99	No	Aus	<b>PERTH</b>					
I	Shepard	300	2.99	No	Aus	Woolworths	Shepard	200	1.98	No	Aus
I	Reed	485	2.99	No	Aus	Woolworths	Shepard	175	1.98	No	Aus
Foodworks	Hass	300	2.99	No	NZ	Woolworths	Shepard	210	1.98	No	Aus
I	Reed	470	2.99	No	Aus	IS	Hass	270	1.99	Store	NZ
I	Shepard	295	2.99	No	Aus	I	Hass	240	1.99	No	NZ
I	Reed	550	2.99	No	Aus	Coles	Hass	230	2.25	No	Aus
I	Reed	510	3.99	No	Aus	Coles	Shepard	260	2.25	No	Aus
<b>BRISBANE</b>						Coles	Shepard	275	2.25	No	Aus
Woolworths	Shepard	240	0.98	Store	Aus	I	Hass	250	2.49	No	Aus
IGA	Shepard	155	0.99	Store	Aus	IGA	Hass	270	2.49	No	Aus
Woolworths	Shepard	140	1.74	No	Aus	IGA	Hass	290	2.49	No	NZ
Woolworths	Shepard	180	1.74	Cat	Aus	IGA	Hass	260	2.49	No	NZ
Coles	Shepard	220	1.75	Store	Aus	I	Hass	270	2.49	Store	NZ
Coles	Hass	200	1.75	Store	Aus	I	Hass	270	2.69	No	NZ
Coles	Shepard	240	1.75	Store	Aus	I	Hass	280	2.99	No	NZ
I	Shepard	185	1.79	Store	Aus	IGA	Hass	360	2.99	No	NZ
I	Shepard	225	1.79	Store	Aus						
IGA	Shepard	180	1.99	No	NS						
I	Hass	295	1.99	Store	NZ						
I	Shepard	280	1.99	Store	Aus						
IGA	Shepard	140	1.99	No	Aus						
I	Shepard	300	1.99	No	Aus						
I	Reed	415	1.99	No	Aus						
I	Hass	255	1.99	No	NZ						
I	Hass	290	2.89	Store	NS						
I	Shepard	308	2.98	Store	Aus						
Coles	Hass	170	2.98	No	Aus						
I	Shepard	240	2.99	Store	Aus						
I	Shepard	270	2.99	Store	Aus						
I	Hass	275	2.99	Store	NZ						

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