



INFOCADO WEEKLY REPORT: 16th — 22nd March 2013 (Wk 12)



Comments

- A second Dry Matter test for March was carried out this week. Results should be available in time for next week's Infocado report. Feedback has highlighted some difficulty for growers this season with harvesting mature fruit, due to a wide range of fruit maturity on individual trees. This is in part due to a very staggered flowering for Shepards followed by much of the younger fruit sizing up quickly in response to irrigation. More information will be published in the upcoming edition of Talking Avocados.
- The March seasonal forecast forms have been emailed to all packhouses. Please take the time to review your forecast and resubmit it. This information will be used to generate the April Quarterly report. The report will include updated forecast information following the January 2013 flooding in some parts of the country.
- There are no catalogue specials in place this week at all. Only Shepards were spotted in Brisbane stores.
- Please note that when entering your dispatch data if you are supplying another packhouse with fruit and that packhouse also contributes to Infocado then to avoid your data being counted twice in this report please include those volumes in the consolidators row. For a list of report contributors for this week please see page four or contact the Avocado Australia office for clarification.

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

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refresher on how to
contribute to Infocado](#)

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Infocado Reports](#)

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education materials](#)

What you need to be aware of for next month

- During the coming 3 months there will be continuous advertising on the recipe website Taste.com and its mobile phone app.
- In April a TV advertising burst will be targeted at any food related program across the Lifestyle network for approximately 3 weeks.
- Australian Avocados Facebook Page has 63,000 (and growing) facebook fans. 2-3 posts a week are made on the page using relevant and timely content. For example when a chocolate avocado dipping sauce and churros was featured on the My Kitchen Rules TV program, the next day it was posted on the Australian Avocados Facebook Page. March posts included a St Patricks Day themed green shamrock (oven baked) chips with an avocado salad.
- Over the coming months Restaurant Masterclasses will be held in Melbourne, Sydney and Brisbane targeting restaurant chefs.
- According to the January 2013 Quarterly Report 1,172,927 5.5kg eqv trays are expected in the market place for April. 788,068 5.5kg eqv trays are Hass, 359,428 5.5kg eqv trays are expected for Shepard with the remainder being other varieties.

Upcoming Holidays

29th March - Good Friday | 1st April—Easter Monday | 25th April—ANZAC Day

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:

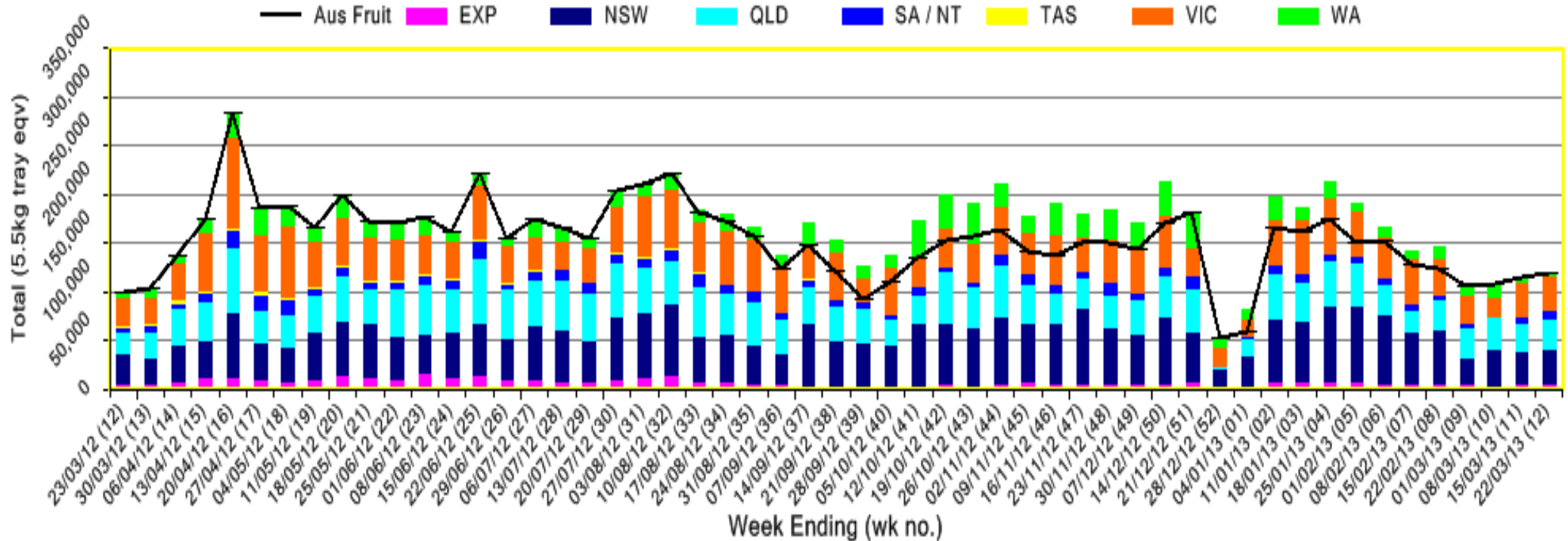
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 16th March - 22nd March 2013 (Wk 12)

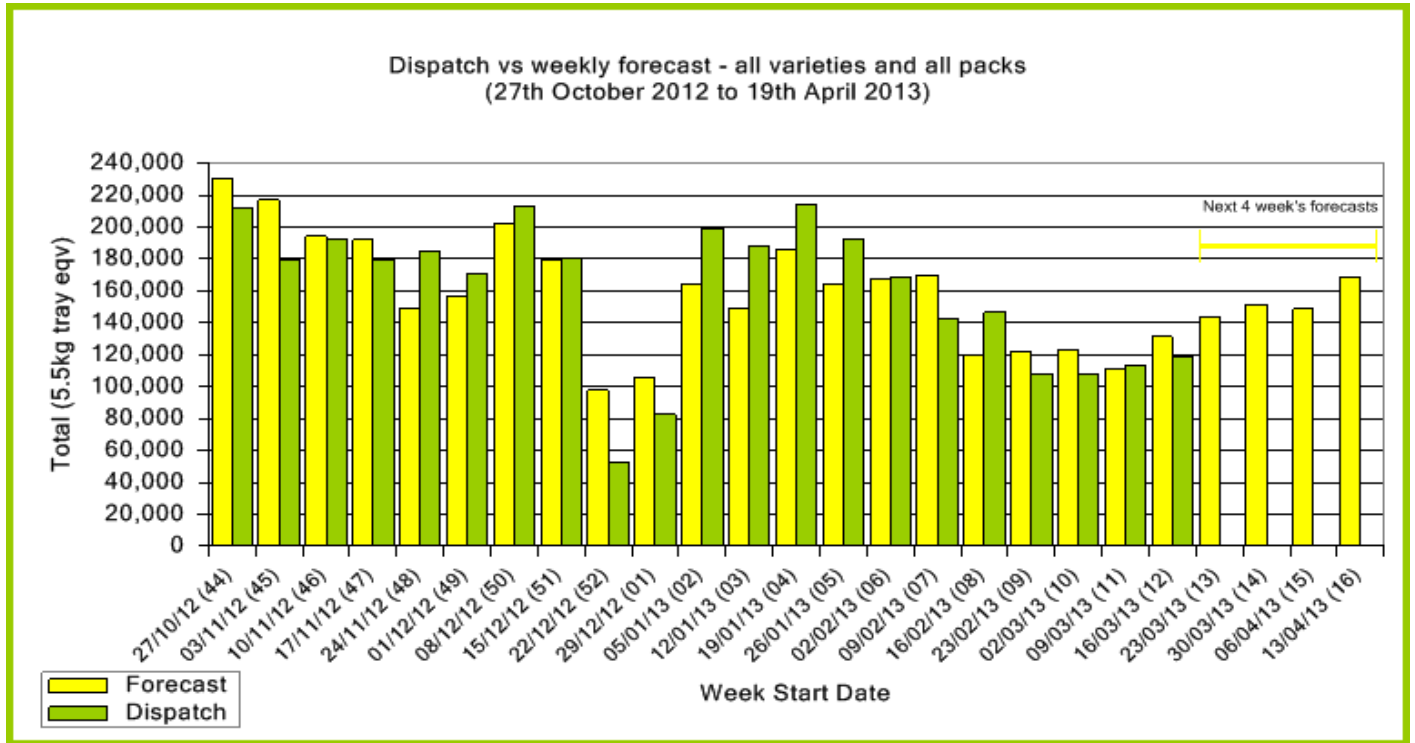
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								250	3,764	4,014	864				5,585
NSW	2	558	2,596	3,115	953	7,707	2,651	4,626	532	22,740	5,735	7,105			34,459
QLD		81	200	1,804	646	2,060	3,478	6,175	2,270	16,714	6,881	7,966		5,600	31,691
SA / NT		69	395	784		320	2,200	2,832		6,600	384	600			7,407
TAS											192				349
VIC	1	219	1,193	3,662	1,067	6,589	3,923	1,733	1,264	19,651	8,696	4,200			36,226
WA		27	40	69		189	2,278	23	11	2,637	219		60		3,046
Total	3	954	4,424	9,434	2,666	16,865	14,530	15,639	7,841	72,356	22,971	19,871	60	5,600	118,763

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 1,781,135 5.5kg tray eqv



Forecast Data (Week 12 - 16)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 12 - begin 16/03/2013						
Hass	920	25		20		969
Shepard	112,400	7,164	25,320		1,200	130,247
Week Total	113,320	7,189	25,320	20	1,200	131,217
Week 13 - begin 23/03/2013						
Hass	2,706	25		20		2,755
Reed	50	10				68
Shepard	120,750	9,014	19,500		1,200	140,902
Week Total	123,506	9,049	19,500	20	1,200	143,726
Week 14 - begin 30/03/2013						
Hass	3,636	180				3,963
Shepard	127,410	9,514	14,500		1,200	147,562
Week Total	131,046	9,694	14,500		1,200	151,525
Week 15 - begin 06/04/2013						
Hass	5,000	360				5,655
Shepard	123,910	8,740	16,000		1,200	142,928
Week Total	128,910	9,100	16,000		1,200	148,582
Week 16 - begin 13/04/2013						
Hass	13,236	720				14,545
Sharwil	300					300
Shepard	133,410	9,300	16,000		1,200	153,446
Week Total	146,946	10,020	16,000		1,200	168,291

Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 12 - begin 16/03/2013)						
Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	25	141				281
Hass	1,197	27		60		1,257
Shepard	71,134	22,803	19,871		5,600	117,225
Total	72,356	22,971	19,871	60	5,600	118,763



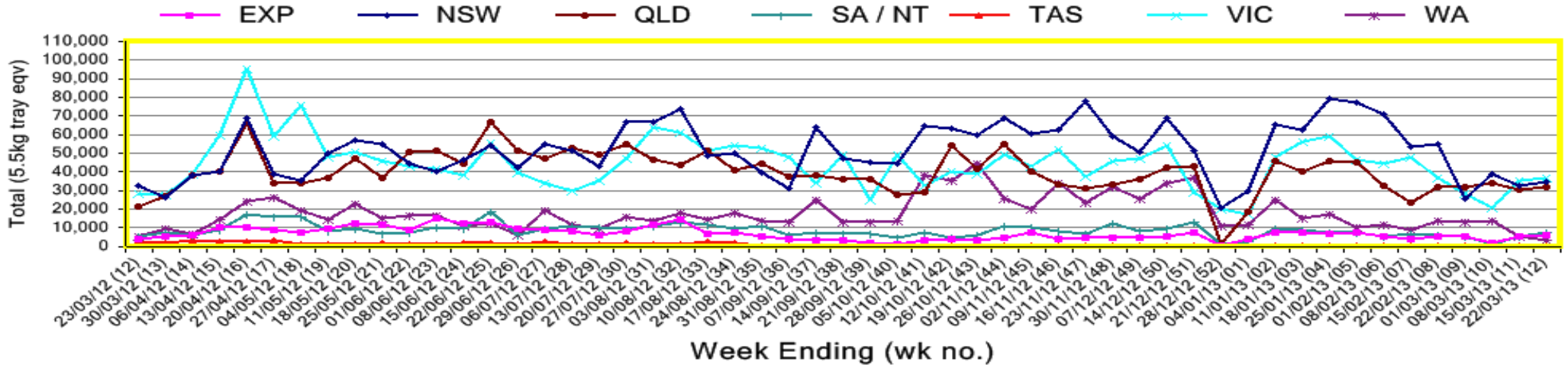
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	75,000	2,480	0	963,860
Australia	27,768	106,347	156,090	211,721	71,661	126,478	99,827	2,480		802,372
USA			17	51		3	10			
Japan	374	9,797	38,598	44,827	22,186	2,549				
Total	28,142	116,144	194,705	256,599	93,847	129,030	99,837	2,480		920,784

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 = 1,781,135 5.5kg tray eqv



Week 12 contributors - Packhouses

Aussie Orchards Growers & Packers	One Harvest
Avocado Estates	R & M Waterman
Battistin Orchards Pty Ltd	Simpson Farms Pty Ltd
Bellview Orchards Pty Ltd	Sunfresh
Donovan Family Investment Trust	Sunnyspot Packhouse Pty Ltd
Gunnado Farm	SuperPak
Hilltop Mareeba	The Evolution
ID & AM Leighton	Tinaroo Falls Avocado Trust
Lavers Orchards	Tropicado Avocados
Natures Fruit Company	

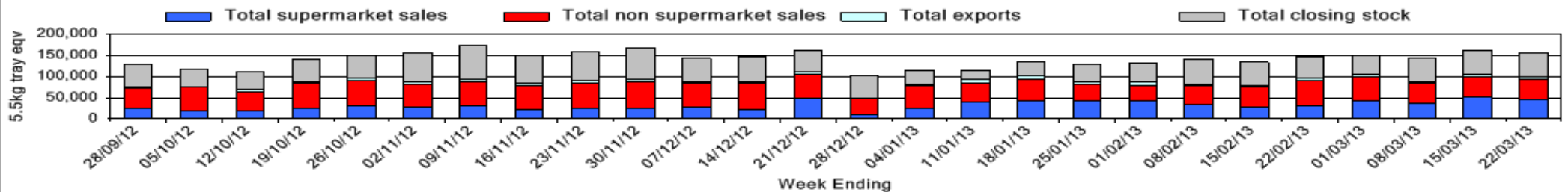
Week 12 contributors - Wholesalers

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

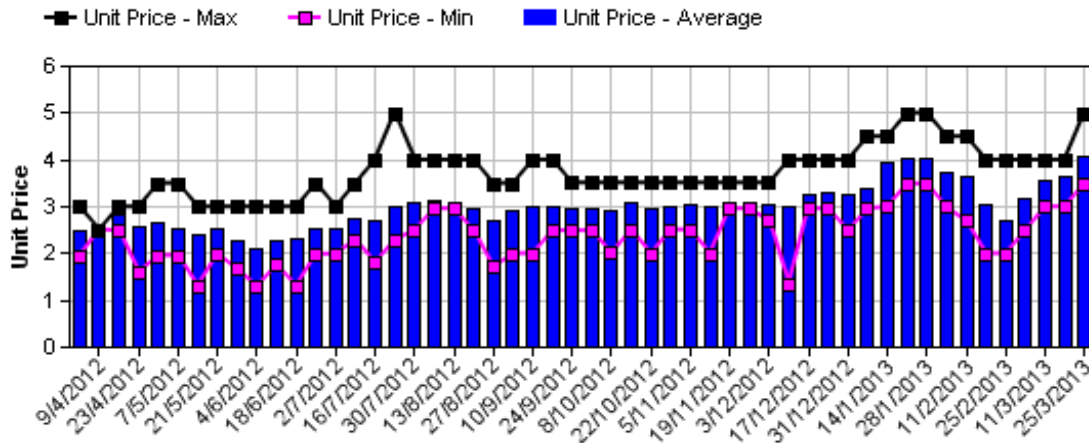
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	800	7,884		8,684							7,105		7,105	1,292	800	9,176		9,976
Total non supermarket sales	1,231	3,445		4,676	384	512		896	1,629						1,929	4,376		6,305
Total exports																		
Total sales	2,031	11,329		13,360	384	512		896	1,629		7,105		7,105	1,292	2,729	13,552		16,281
Total Stock on Hand	103	1,501		1,604	480	206		686	1,247						976	1,876		2,851
QLD																		
Total supermarket sales	452	9,922		10,374		188		188	342		5,400		5,400	982	452	11,246		11,698
Total non supermarket sales	2,450	14,976		17,426	341	4		345	627						3,070	14,983		18,053
Total exports		4,014		4,014		864		864	1,571							5,585		5,585
Total sales	2,902	28,912		31,814	341	1,056		1,397	2,540		5,400		5,400	982	3,522	31,814		35,336
Total Stock on Hand	2,431	27,403		29,836	356	327		683	1,242						3,078	27,998		31,078
SA & TAS																		
Total supermarket sales		4,589		4,589							600		600	109		4,698		4,698
Total non supermarket sales	1,065	2,455	52	3,572	381	108		489	889						1,758	2,651	52	4,461
Total exports																		
Total sales	1,065	7,044	52	8,161	381	108		489	889		600		600	109	1,758	7,349	52	9,159
Total Stock on Hand	85	4,437		4,522	301	202		503	915						632	4,804		5,437
VIC																		
Total supermarket sales		8,310		8,310		2,711		2,711	4,929		4,200		4,200	764		14,003		14,003
Total non supermarket sales	2,741	8,818		11,558	298	1,548	96	1,942	3,531		14		14	3	3,282	11,635	175	15,092
Total exports																		
Total sales	2,741	17,128		19,868	298	4,259	96	4,653	8,460		4,214		4,214	766	3,282	25,638	175	29,095
Total Stock on Hand	1,220	7,474		8,694	81	2,998		3,079	5,598						1,367	12,925		14,292
WA																		
Total supermarket sales	368	2,933	288	3,589	10	192		202	367						386	3,282	288	3,956
Total non supermarket sales	4,247			4,247	485			485	882						5,129			5,129
Total exports																		
Total sales	4,615	2,933	288	7,836	495	192		687	1,249						5,515	3,282	288	9,085
Total Stock on Hand	4,336			4,336	1			1	2						4,338			4,338
Total																		
Total supermarket sales	1,620	33,638	288	35,546	10	3,091		3,101	5,638		17,305		17,305	3,146	1,638	42,404	288	44,331
Total non supermarket sales	11,734	29,694	52	41,479	1,889	2,172	96	4,157	7,558		14		14	3	15,168	33,645	227	49,040
Total exports		4,014		4,014		864		864	1,571							5,585		5,585
Total sales	13,354	67,346	340	81,039	1,899	6,127	96	8,122	14,767		17,319		17,319	3,149	16,806	81,635	515	98,956
Total Stock on Hand	8,175	40,815	2	48,992	1,219	3,733		4,952	9,004						10,391	47,603	2	57,996

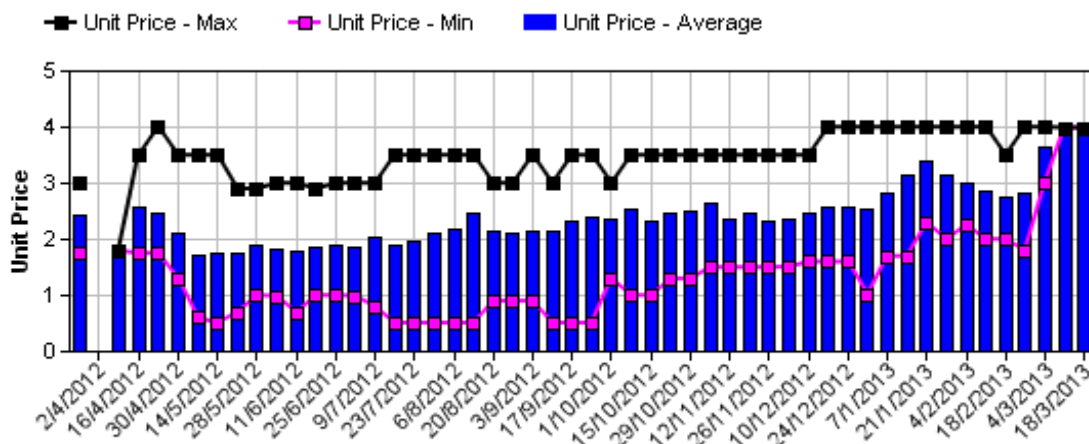
Weekly National Sales



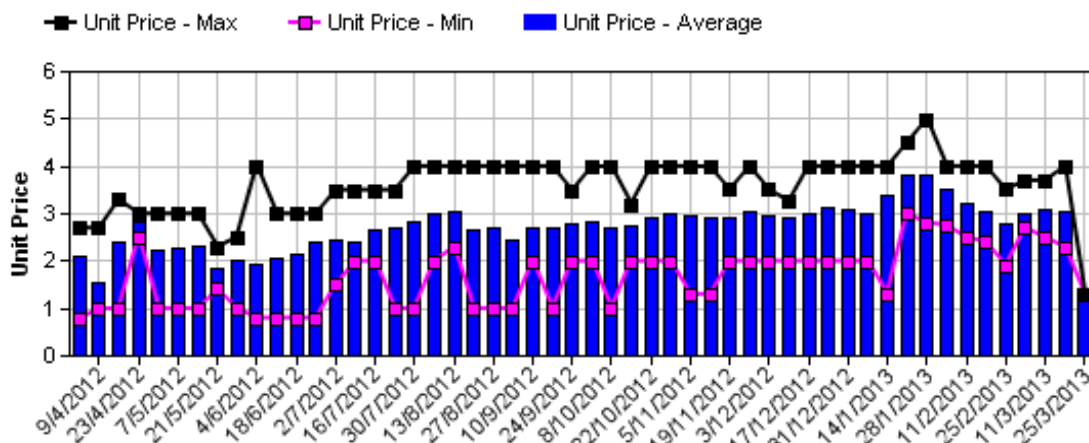
Hass Avocado Average Retail Prices - Sydney



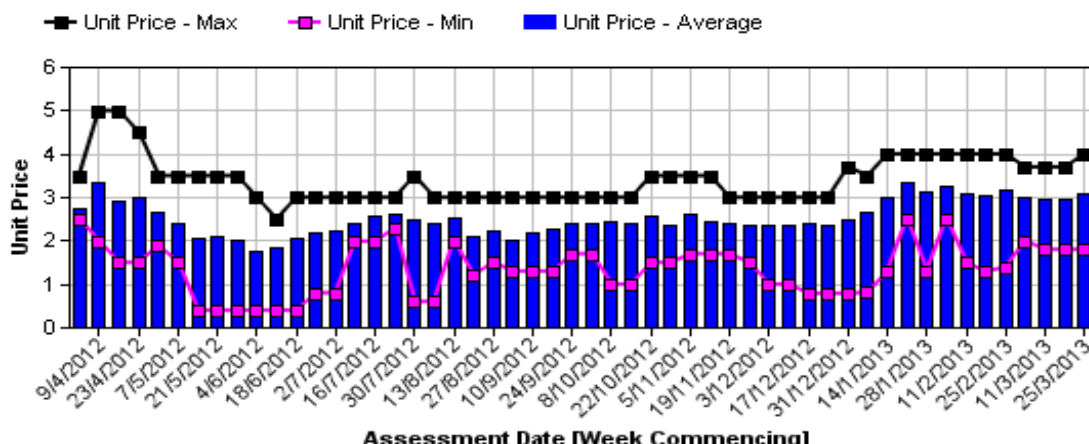
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

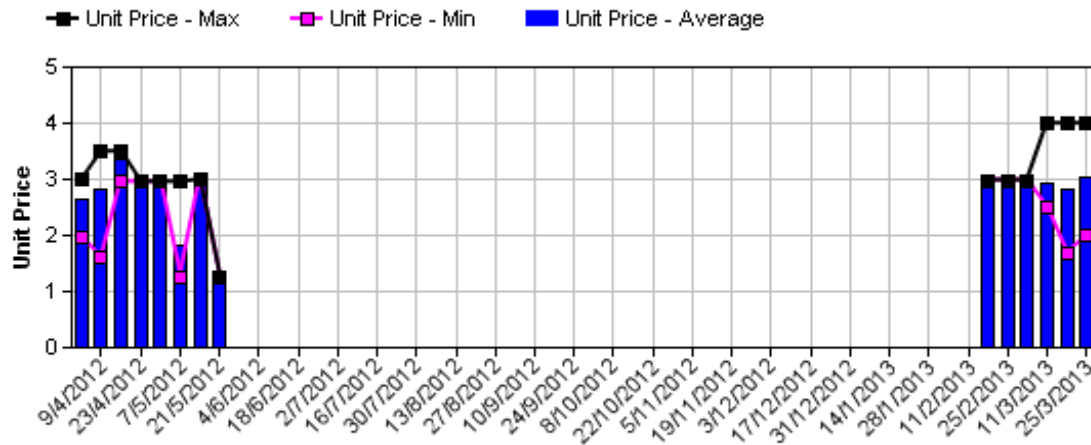


Hass Avocado Average Retail Prices - Perth

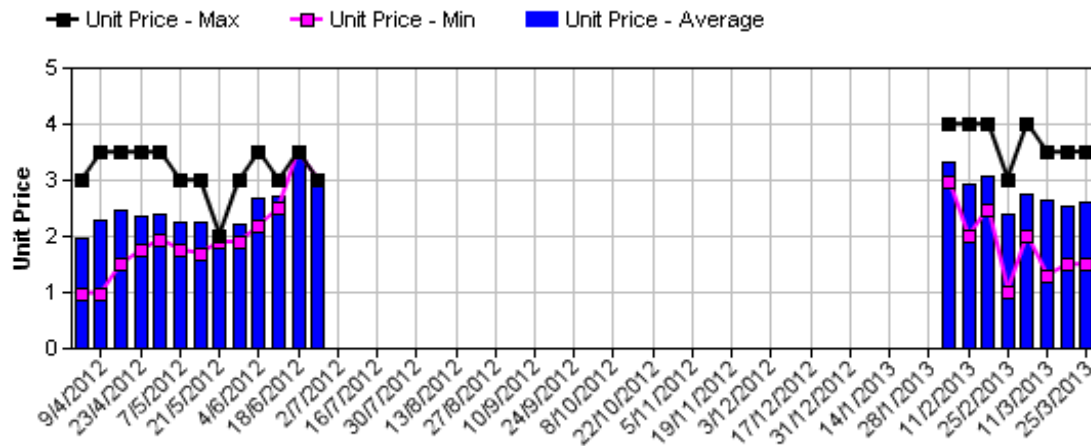


Assessment Date [Week Commencing]

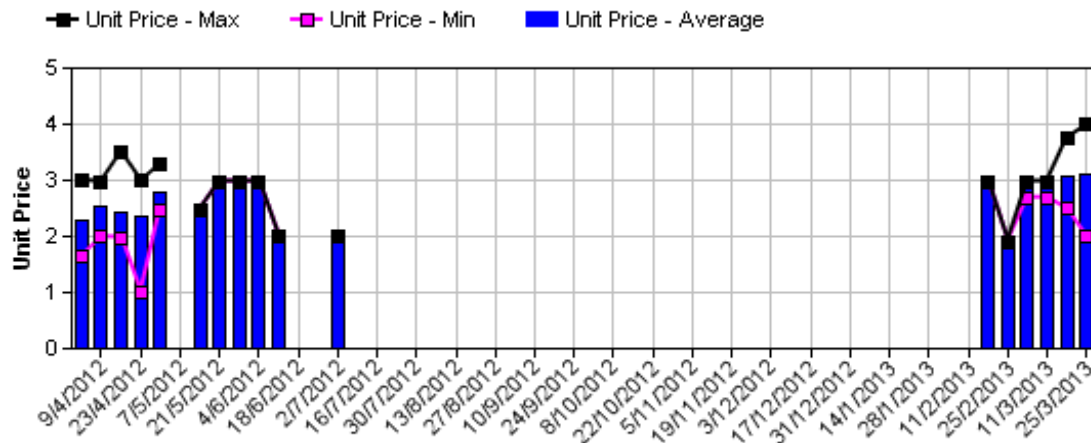
Shepard Avocado Average Retail Prices - Sydney



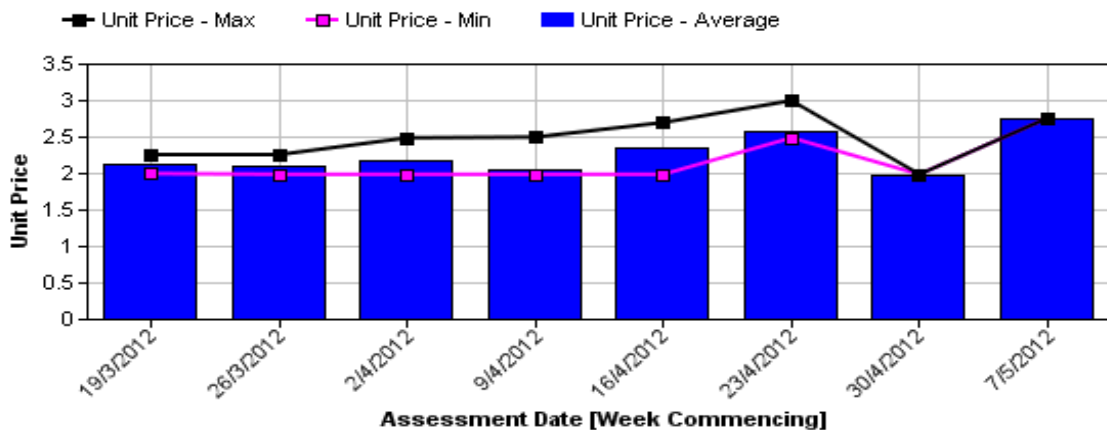
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 25th March 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	190	1.99	Store	Aus
Foodworks	Shepard	150	1.99	No	Aus
Coles	Shepard	240	2.98	No	Aus
Woolworths	Shepard	220	2.98	No	Aus
Coles	Shepard	260	2.98	No	Aus
Coles	Shepard	260	2.98	No	Aus
Woolworths	Shepard	230	2.98	No	Aus
Woolworths	Shepard	220	2.98	No	Aus
IGA	Shepard	240	2.99	No	Aus
I	Shepard	265	2.99	No	Aus
I	Shepard	220	2.99	No	Aus
I	Shepard	170	3.00	No	Aus
I	Hass	270	3.49	No	Aus
IGA	Shepard	250	3.50	No	Aus
Foodworks	Hass	300	3.79	No	Aus
I	Hass	275	3.99	No	Aus
I	Shepard	280	3.99	No	Aus
I	Shepard	310	3.99	No	Aus
I	Hass	290	4.99	No	Aus
BRISBANE					
IGA	Shepard	180	1.49	Store	Aus
IGA	Shepard	178	1.49	Store	Aus
Woolworths	Shepard	200	1.74	No	Aus
IGA	Shepard	190	1.99	No	Aus
I	Shepard	160	1.99	No	Aus
I	Shepard	260	2.49	No	Aus
I	Shepard	200	2.59	Store	Aus
I	Shepard	180	2.79	No	Aus
Coles	Shepard	240	2.98	No	Aus
Woolworths	Shepard	285	2.98	No	Aus
Coles	Shepard	220	2.98	No	Aus
Coles	Shepard	2.15	2.98	No	Aus
Woolworths	Shepard	210	2.98	No	Aus
I	Shepard	280	3.00	No	Aus
I	Shepard	304	3.49	Store	Aus
I	Shepard	250	3.50	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	215	1.29	Store	Aus
I	Shepard	240	1.99	No	NS
I	Shepard	268	2.49	No	Aus
Safeway	Shepard	275	2.98	No	Aus
Safeway	Shepard	290	2.98	No	Aus
I	Shepard	270	2.98	No	Aus
Coles	Shepard	273	2.98	No	Aus
Safeway	Shepard	265	2.98	No	Aus
Coles	Shepard	284	2.98	No	Aus
IS	Shepard	278	2.99	No	Aus
I	Shepard	265	2.99	No	Aus
IGA	Shepard	355	2.99	No	Aus
I	Shepard	276	3.49	No	Aus
I	Shepard	290	3.75	No	Aus
I	Shepard	305	3.75	No	Aus
I	Shepard	406	3.99	No	Aus
PERTH					
I	Hass	170	1.79	No	Aus
IS	Hass	230	2.69	Store	Aus
Woolworths	Hass	265	2.98	Store	Aus
Coles	Hass	210	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
Woolworths	Hass	280	2.98	Store	Aus
Woolworths	Hass	285	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	235	2.99	Store	Aus
IGA	Hass	270	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	275	3.49	No	Aus
IGA	Hass	290	3.69	No	Aus
I	Hass	265	3.89	No	Aus
IGA	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