



## INFOCADO WEEKLY REPORT: 14th March — 20th March 2015 (Week 12)

### Comments

- Brisbane markets absorbed the majority of dispatches from packhouses again for the week gone, size 20 dominating (refer P 2).
- The weekly dispatch volume (142,976 trays) was lower than the weeks forecast by approx. 28,000 5.5kg tray eqv. The four-week forecast indicates the steady dispatch volumes to continue with no major fluctuations (refer P 3).
- Shepard variety is currently dominating markets with minor volumes of Hass (refer P 3).
- Average retail price per Hass avocado has slightly declined from last week except in Perth as available Hass volumes reduce. The average retail price per Shepard avocado has held steady ranging from \$3.00 to \$3.50 / avocado across the major cities (refer P 6 - 8).
- CQ packers are reminded to carefully monitor fruit maturity as the harvest season begins, to ensure consumer satisfaction which drives future purchases.

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### Australian Avocado Evolution A Winner

As part of the Australian Avocado Chef Masterclasses targeting the next generation of chefs, a unique training session was held at the Evolution Hospitality Institute in Sydney at the beginning of March. Twenty two students were put through their paces in hands-on instructional sessions. The classes taught students a broad understanding of the versatility of fresh Australian avocados. Many of the dishes prepared were served later in the evening to 60 invited hospitality industry guests in the Institute's dining room that evening.

All participating cooking students were challenged to create a special avocado dish for the event ensuring they pushed the boundaries of their understanding and potential of the fruit - with the winning dish being served as the entrée. In addition to the honour and accolade, the winner received an Australian Avocados engraved Tojiro knife as a prize.

For a full brief please refer to the Guacamole Enewsletter - 23/3/2015.

### Upcoming Holidays

Good Friday: 3rd April | Easter Monday: 6th April | Anzac Day: 25th April | Anzac Day (Additional Day) WA: 27th April | Queen's Birthday NZ: 1st June

### 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.

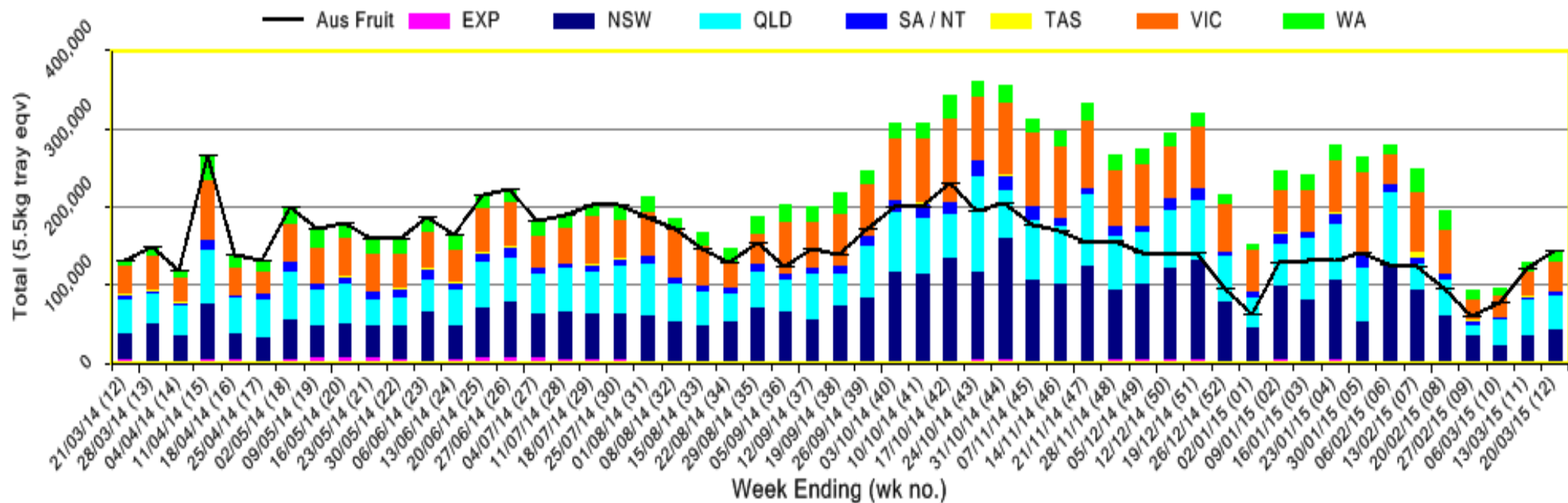
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This project has been funded by Horticulture Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

**Industry Dispatches By Destination State and Count Size : 14th March - 20th March 2015 (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			24							1,723	544			2,736
NSW	84	975	4,372	9,040	703	8,826	6,100	1,800	1,690	33,590	3,953	652		40,896
QLD		89	3,905	5,592		4,759	6,726	8,122	3,879	33,072	5,157	480	7,628	43,922
SA / NT				320		1,628	160	960		3,068		960		3,243
TAS								800		800				800
VIC	69	511	2,599	9,503	465	6,736	6,955	3,200	512	30,550	4,172	2,619		38,611
WA		112	978	1,876		1,955	3,792	2,683		11,396	754			12,767
<b>Total</b>	<b>153</b>	<b>1,687</b>	<b>11,878</b>	<b>26,331</b>	<b>1,168</b>	<b>23,904</b>	<b>24,533</b>	<b>16,765</b>	<b>7,804</b>	<b>114,223</b>	<b>14,580</b>	<b>4,711</b>	<b>7,628</b>	<b>142,976</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2015 to date = 2,374,818 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 12 - 16)**

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

**Week 12 - begin 14/03/2015**

Fuerte	3,000	500			<b>3,909</b>
Hass	5,896	1,092			<b>7,881</b>
Shepard	145,000	5,896	15,200	3,200	<b>159,066</b>
<b>Week Total</b>	<b>153,896</b>	<b>7,488</b>	<b>15,200</b>	<b>3,200</b>	<b>170,857</b>

**Week 13 - begin 21/03/2015**

Fuerte	2,500	100			<b>2,682</b>
Hass	946	132			<b>1,186</b>
Shepard	146,000	7,800	15,300	1,500	<b>163,237</b>
<b>Week Total</b>	<b>149,446</b>	<b>8,032</b>	<b>15,300</b>	<b>1,500</b>	<b>167,105</b>

**Week 14 - begin 28/03/2015**

Fuerte	1,200	50			<b>1,291</b>
Hass	2,604	224			<b>3,011</b>
Shepard	121,500	7,650	300	2,700	<b>135,955</b>
<b>Week Total</b>	<b>125,304</b>	<b>7,924</b>	<b>300</b>	<b>2,700</b>	<b>140,257</b>

**Week 15 - begin 04/04/2015**

Hass	104	24			<b>148</b>
Shepard	113,000	5,400	300	1,500	<b>123,146</b>
<b>Week Total</b>	<b>113,104</b>	<b>5,424</b>	<b>300</b>	<b>1,500</b>	<b>123,294</b>

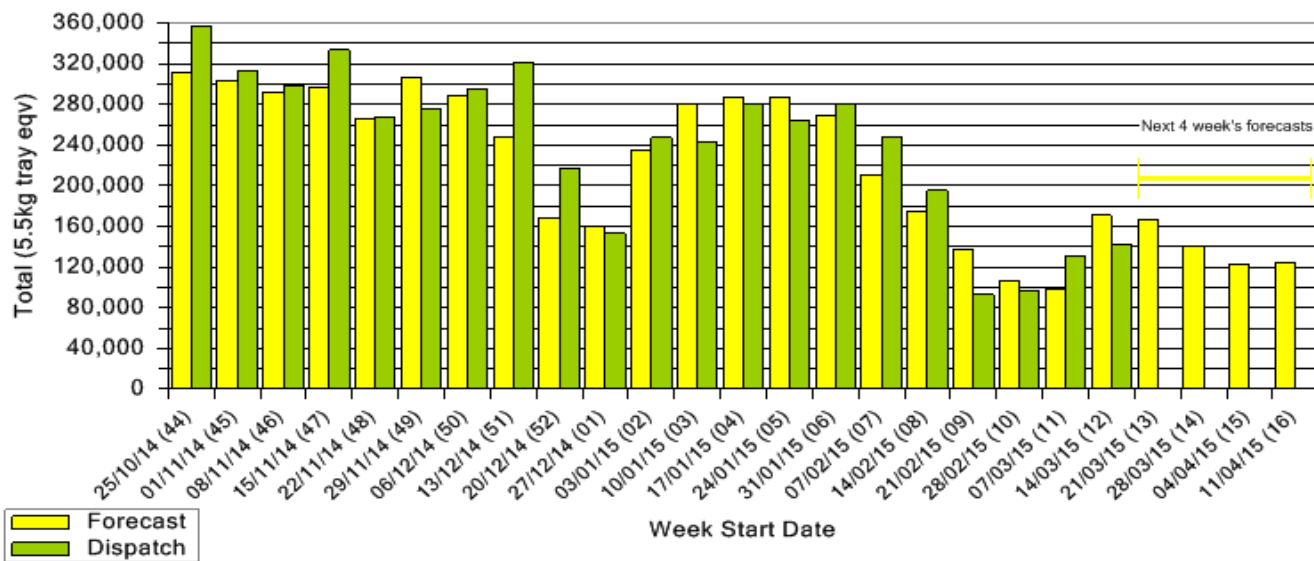
**Week 16 - begin 11/04/2015**

Hass	10,000	500			<b>10,909</b>
Shepard	98,500	7,700	300	2,700	<b>113,046</b>
<b>Week Total</b>	<b>108,500</b>	<b>8,200</b>	<b>300</b>	<b>2,700</b>	<b>123,955</b>

**Dispatch Data (Week 12 - begin 14/03/2015)**

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	7,042	574			<b>8,086</b>
Other	220	49			<b>309</b>
Shepard	106,961	13,957	4,711	7,628	<b>134,581</b>
<b>Total</b>	<b>114,223</b>	<b>14,580</b>	<b>4,711</b>	<b>7,628</b>	<b>142,976</b>

Dispatch vs weekly forecast - all varieties and all packs (25th October 2014 to 17th April 2015)

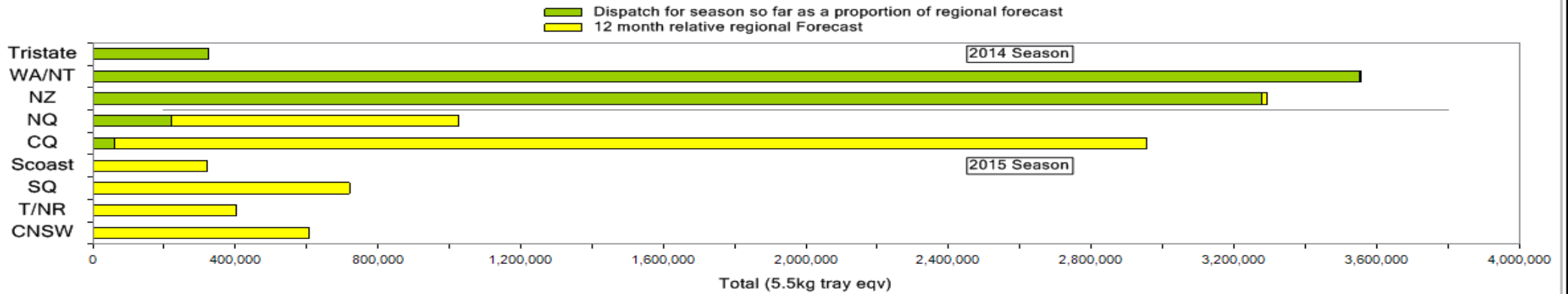


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

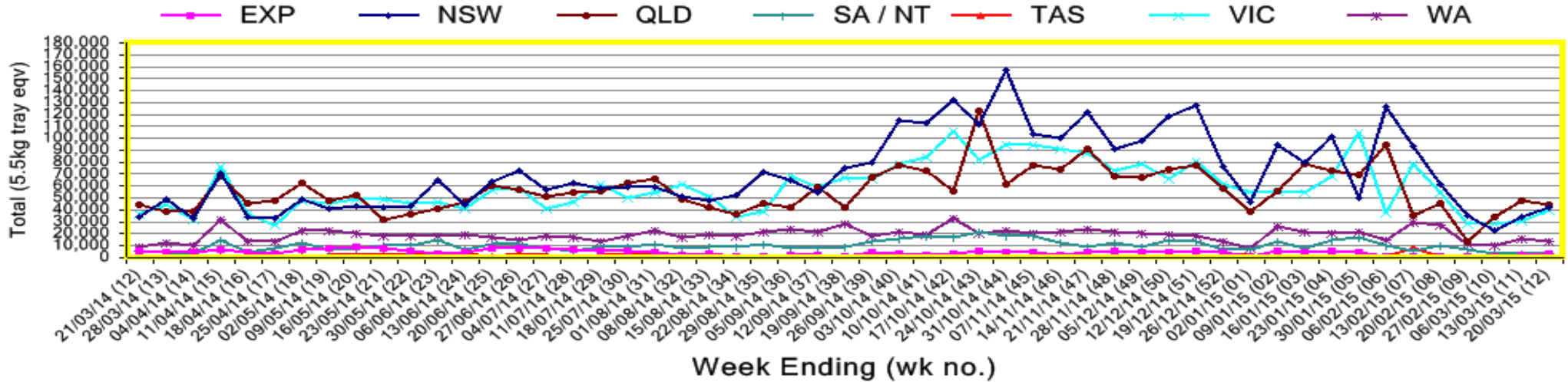
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	0	<b>2,806,420</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605		<b>3,276,422</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504	0	0			<b>511,407</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	31,631	49,680	8,280			<b>208,884</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	77,550	69,707	31,393			<b>386,891</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>855,693</b>	<b>717,214</b>	<b>456,803</b>	<b>33,605</b>		<b>4,383,604</b>

<sup>1</sup> Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 2,374,818 5.5kg tray eqv



Week 12 Contributors - Packhouses

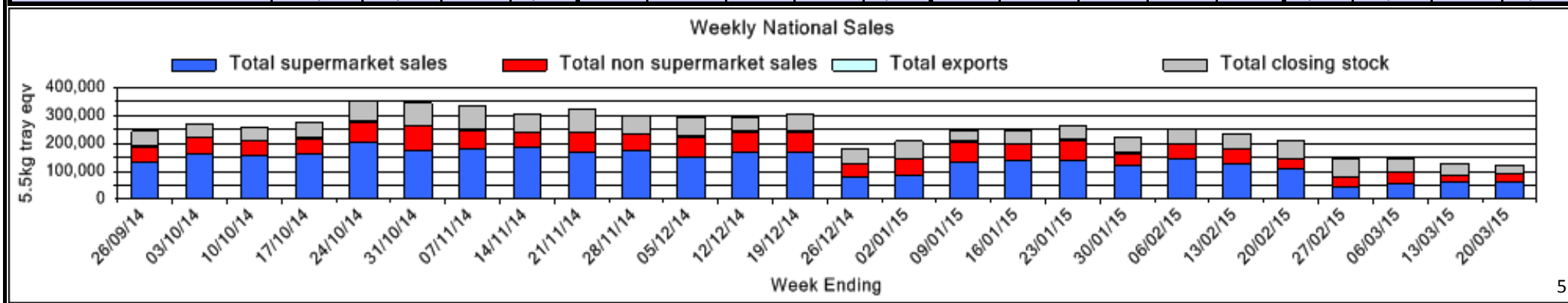
Natures Fruit Company (Consolidator)	Gunnado Farm (NQ)
One Harvest (Consolidator)	Aussie Orchards Growers & Packers (NQ)
Simpson Farms Pty Ltd (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Sunfresh (Consolidator)	Golden Triangle Avocados (NQ)
The Avolution (Consolidator)	Hilltop Mareeba (NQ)
Avocado Industry Council (NZAGA)	Cobra Hill Orchards (NQ)
Avocados with Altitude (NQ)	CNSW: Less than 3 contributors
R & M Waterman (NQ)	CQ: Less than 3 contributors
Avocado Estates (NQ)	WA: Less than 3 contributors

Week 12 Contributors - Wholesalers

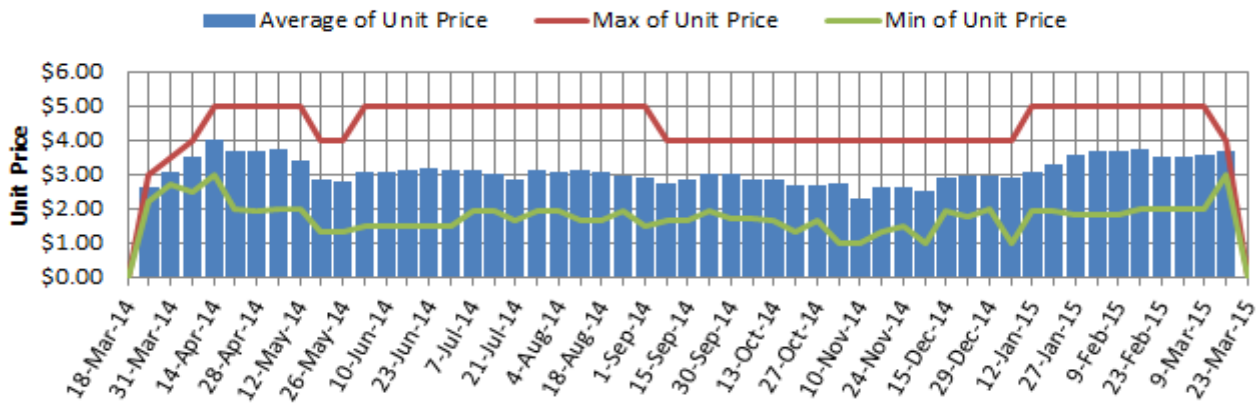
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington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

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

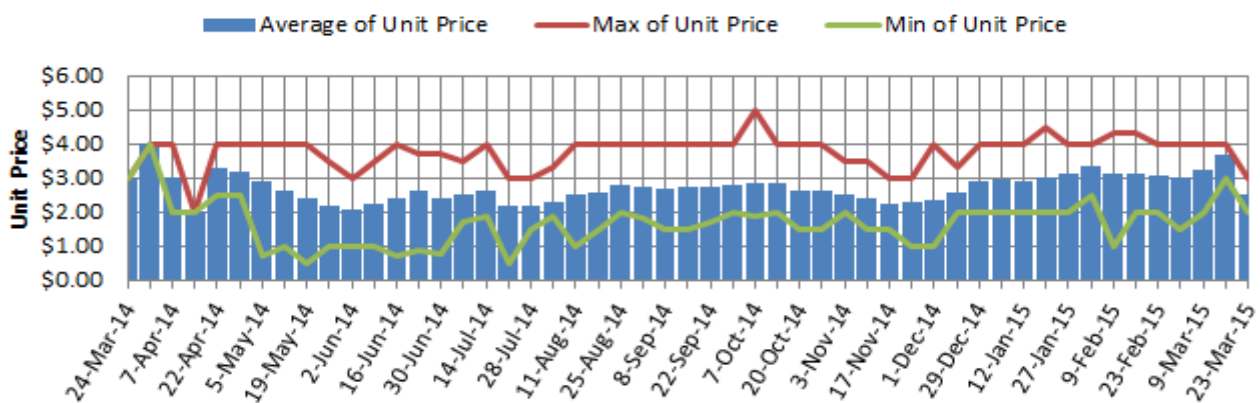
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)					
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total		
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																			
<b>Total supermarket sales</b>																				
<b>Total non supermarket sales</b>																				
<b>Total exports</b>																				
<b>Total sales</b>	3,720	11,278	209	15,207				23	23	42			480		480	87	3,720	11,365	251	15,336
<b>Total Stock on Hand</b>																				
QLD																				
<b>Total supermarket sales</b>		16,371		16,371		1,344		1,344	2,444									18,815		18,815
<b>Total non supermarket sales</b>	219	2,033		2,252		851		851	1,547								219	3,580		3,799
<b>Total exports</b>		1,747		1,747		544		544	989									2,736		2,736
<b>Total sales</b>	219	20,151		20,370		2,739		2,739	4,980								219	25,131		25,350
<b>Total Stock on Hand</b>		19,396		19,396		115		115	209									19,605		19,605
SA & TAS																				
<b>Total supermarket sales</b>		9,536		9,536									960		960	175		9,711		9,711
<b>Total non supermarket sales</b>	4,255	942	217	5,414	440	962	43	1,445	2,627								5,055	2,691	295	8,041
<b>Total exports</b>																				
<b>Total sales</b>	4,255	10,478	217	14,950	440	962	43	1,445	2,627				960		960	175	5,055	12,402	295	17,752
<b>Total Stock on Hand</b>	915	3,745	102	4,762	77	378		455	827								1,055	4,432	102	5,589
VIC																				
<b>Total supermarket sales</b>		17,299		17,299									2,400		2,400	436		17,735		17,735
<b>Total non supermarket sales</b>	3,448	5,791		9,239	347	551		898	1,633								4,079	6,792		10,872
<b>Total exports</b>																				
<b>Total sales</b>	3,448	23,090		26,538	347	551		898	1,633				2,400		2,400	436	4,079	24,528		28,607
<b>Total Stock on Hand</b>	2,639	195		2,834	52	30		82	149								2,733	250		2,983
WA																				
<b>Total supermarket sales</b>	560	2,967		3,527	65			65	118								678	2,967		3,645
<b>Total non supermarket sales</b>	893			893	604			604	1,098								1,991			1,991
<b>Total exports</b>																				
<b>Total sales</b>	1,453	2,967		4,420	669			669	1,216								2,669	2,967		5,636
<b>Total Stock on Hand</b>	1,945			1,945	336			336	611								2,556			2,556
Total																				
<b>Total supermarket sales</b>	600	57,451		58,051	65	1,344		1,409	2,562				3,840		3,840	698	718	60,593		61,311
<b>Total non supermarket sales</b>	12,495	8,766	426	21,687	1,391	2,364	66	3,821	6,947								15,024	13,064	546	28,634
<b>Total exports</b>		1,747		1,747		544		544	989									2,736		2,736
<b>Total sales</b>	13,095	67,964	426	81,485	1,456	4,252	66	5,774	10,498				3,840		3,840	698	15,743	76,393	546	92,681
<b>Total Stock on Hand</b>	5,499	23,336	102	28,937	465	523		988	1,796								6,344	24,287	102	30,733



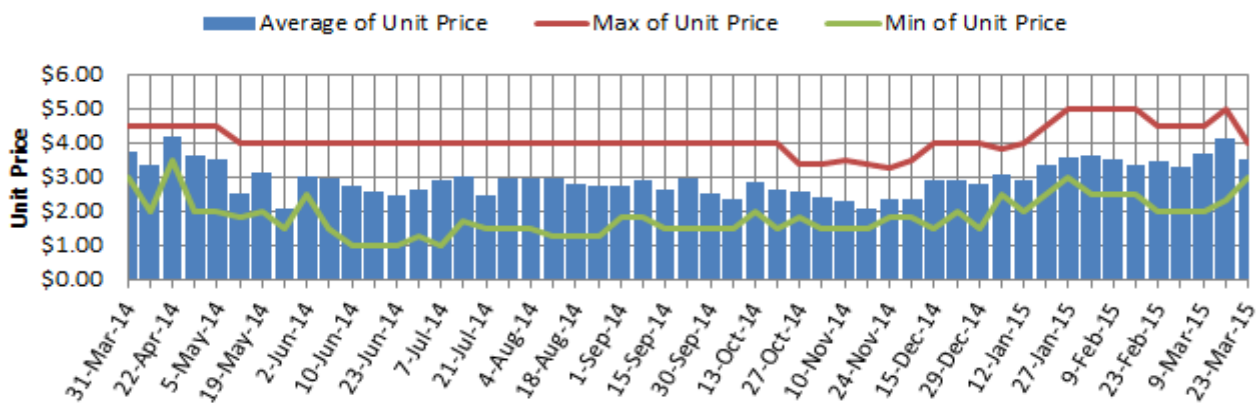
### Hass Avocado Average Retail Prices - Sydney



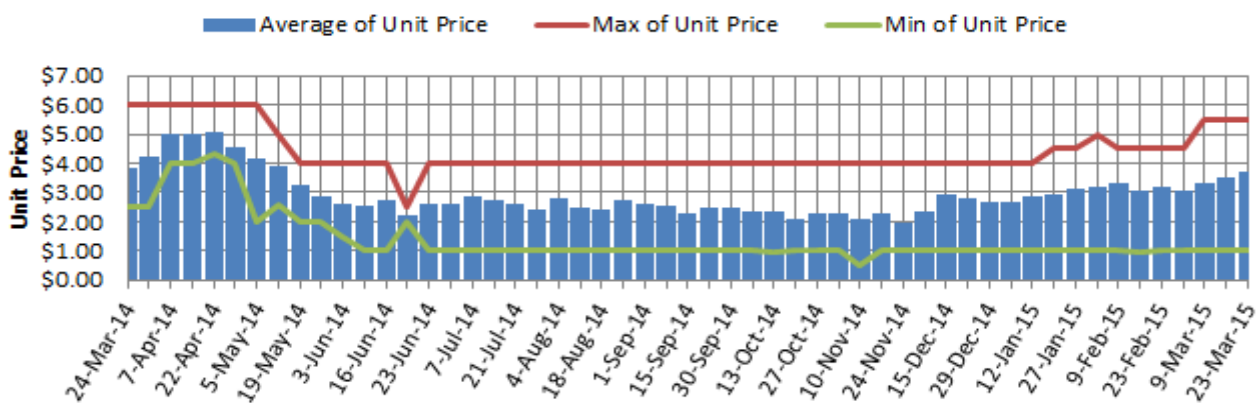
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

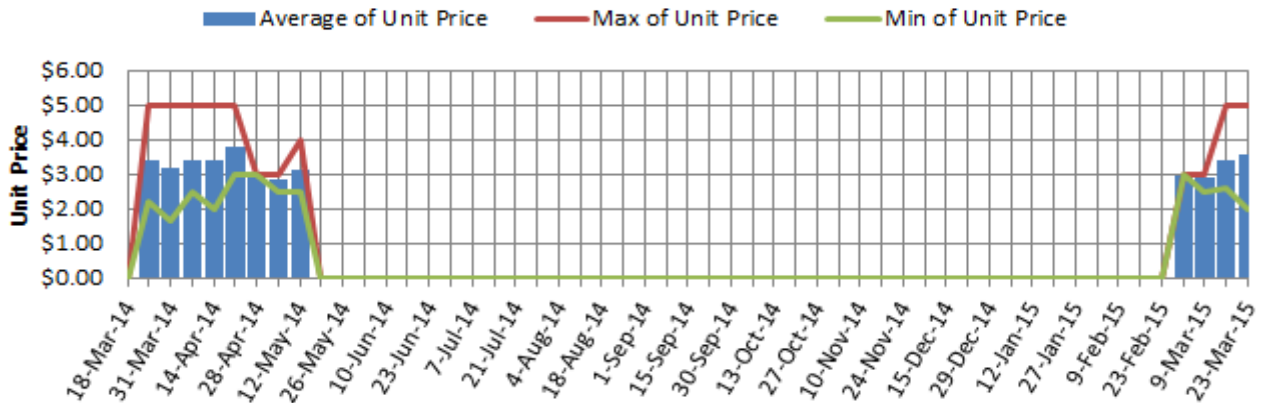


### Hass Avocado Average Retail Prices - Perth

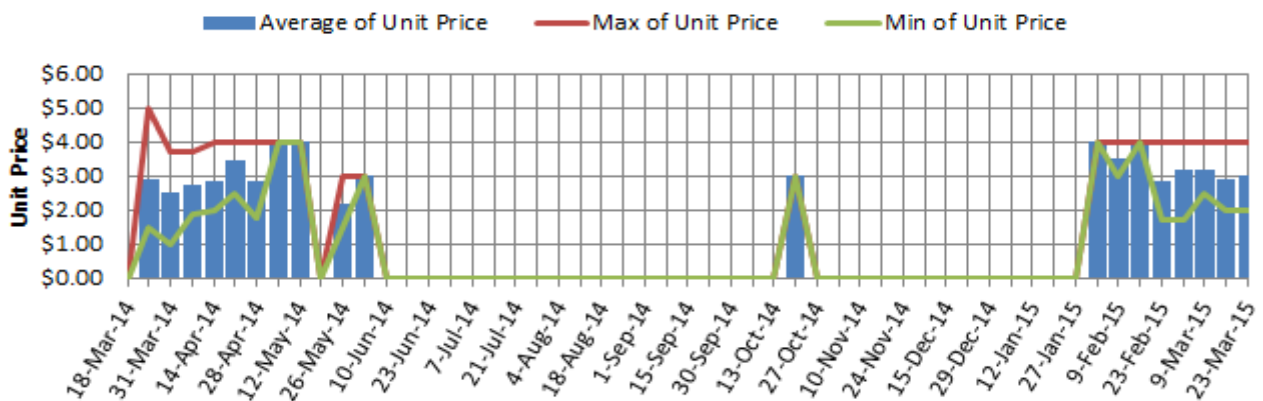


Assessment date (Week Commencing)

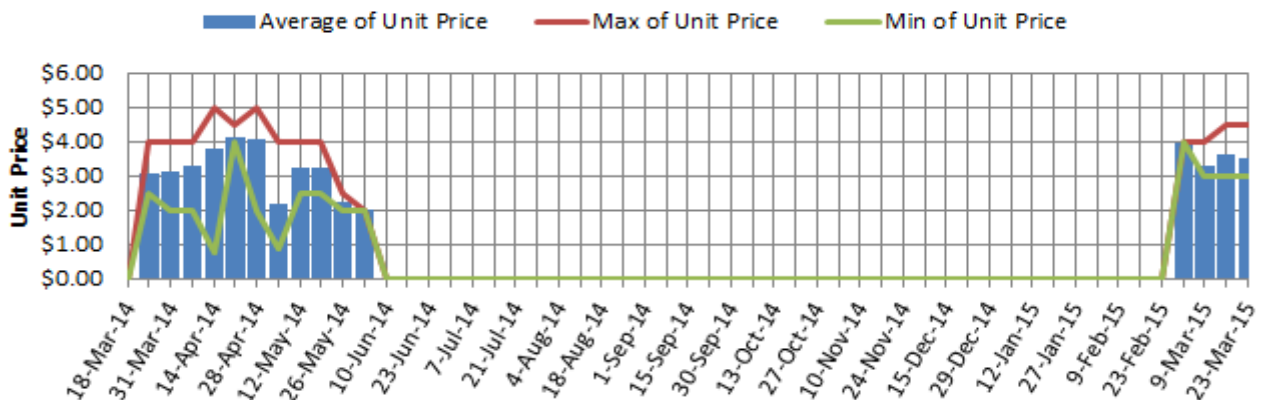
## Shepard Avocado Average Retail Prices - Sydney



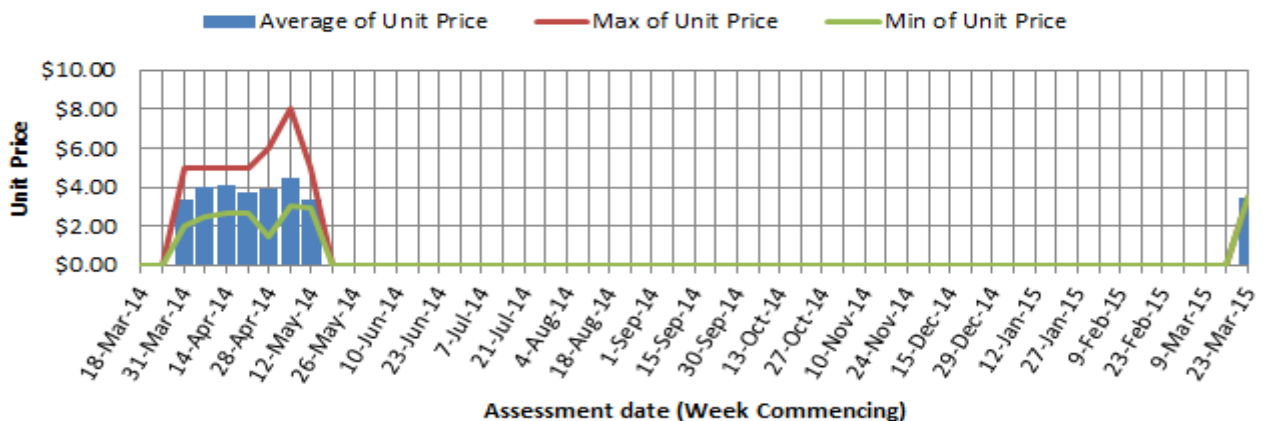
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 23rd March 2015

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>					
IGA	Shepard	190	2.00	Store	Aus	Coles	Shepard	270	2.98	Store	Aus
Woolworths	Shepard	230	2.50	Store	Aus	Coles	Shepard	200	2.98	Store	Aus
Coles	Shepard	210	3.48	No	Aus	I	Hass	190	2.99	No	Aus
Coles	Shepard	210	3.48	No	Aus	I	Hass	140	2.99	No	NS
Coles	Shepard	220	3.48	No	Aus	Woolworths	Shepard	260	3.48	No	Aus
Woolworths	Shepard	200	3.49	No	Aus	Woolworths	Shepard	280	3.48	No	Aus
Woolworths	Shepard	220	3.49	No	Aus	I	Shepard	220	3.49	No	Aus
IGA	Shepard	260	3.95	No	Aus	I	Shepard	250	3.49	No	NS
Foodworks	Shepard	270	3.99	No	Aus	I	Shepard	260	3.98	No	Aus
I	Shepard	240	3.99	No	Aus	I	Shepard	260	3.98	No	Aus
I	Shepard	280	3.99	No	Aus	IS	Hass	290	3.99	No	Aus
I	Shepard	260	3.99	No	Aus	I	Shepard	280	3.99	No	Aus
I	Shepard	250	3.99	No	Aus	I	Hass	240	3.99	No	Aus
I	Shepard	270	3.99	No	Aus	IGA	Shepard	250	4.49	No	Aus
I	Shepard	300	3.99	No	Aus	<b>PERTH</b>					
I	Reed	420	4.99	No	Aus	Coles	Hass	230	2.98	No	Aus
I	Shepard	290	4.99	No	Aus	IGA	Hass	220	3.29	No	Aus
<b>BRISBANE</b>						Woolworths	Hass	195	3.48	No	Aus
I	Hass	160	1.98	No	NZ	Coles	Hass	250	3.48	No	Aus
I	Shepard	170	1.98	No	Aus	Woolworths	Hass	230	3.48	No	Aus
Woolworths	Shepard	200	1.98	No	Aus	Woolworths	Shepard	210	3.48	No	Aus
IGA	Shepard	170	2.00	No	Aus	Coles	Hass	215	3.48	No	Aus
IGA	Shepard	150	2.49	No	Aus	Woolworths	Hass	215	3.48	No	Aus
Coles	Shepard	200	2.50	No	Aus	Woolworths	Shepard	195	3.48	No	Aus
Coles	Hass	180	2.50	No	Aus	I	Hass	270	3.98	No	Aus
Coles	Hass	190	2.50	No	Aus	I	Hass	255	3.99	No	Aus
Woolworths	Shepard	285	2.98	No	Aus	I	Hass	230	3.99	No	Aus
Woolworths	Shepard	225	2.98	No	Aus	IGA	Hass	240	3.99	No	Aus
I	Shepard	270	2.99	No	Aus	IS	Hass	290	3.99	No	Aus
I	Hass	220	2.99	No	NZ	I	Hass	240	3.99	No	Aus
I	Shepard	220	2.99	No	Aus	IGA	Hass	230	4.19	No	Aus
I	Shepard	300	3.99	No	Aus	I	Hass	260	4.99	No	Aus
IGA	Shepard	265	3.99	No	Aus						
I	Shepard	295	3.99	No	Aus						
I	Shepard	185	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