



## INFOCADO WEEKLY REPORT: 22nd—28th March 2014 (Wk 13)



### Comments

- The average retail prices of Shepard avocado are comparatively similar to the retail prices from last year. The average retail price for Hass compared to last year indicates that Sydney prices are slightly down and Brisbane has slightly increased whilst prices remain quite similar across Perth and Melbourne.
- Shepard being the dominant variety available on the market at this point in time with small numbers of Hass, Fuerte and Sharwil being amongst the available fruit.
- In preparation of the Quarterly Infocado report all packhouses are kindly reminded to update their 15 month seasonal forecast as soon as possible as the March deadline has now lapsed.
- The Tamborine / Northern Rivers Qualicado workshop will be held 3 April 2014 which will be focused on growers and packers and those in the area are invited to attend. For more information visit the AAL website and view Events or contact our office directly.

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

[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

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

The new advertising campaign for Australian Avocados will launch in the week commencing 27 April. The timing has been recommended by the IAC to better align the advertising investment with stronger overall fruit availability, identified through the Infocado data. With the April dispatches forecast to increase by 44% over March dispatch forecasts, this presents a significant opportunity for advertising. It allows the building of consumer awareness with an increase of avocados supplying the market. The timing of the launch will ensure media ratings are at their most effective with consumers back in their normal routine with the April school holidays and Easter period past. The national television media campaign will run for 7 weeks over May and June initially featuring the new 30 second commercial then also supported by a 15 second version for increased frequency. Both formats are ideal for video online advertising which will run over an extended 9 week period featured through catch up TV as well as targeted sites. This approach to media advertising is consistent with the Australian Avocados strategic marketing plan recommendation for investment in more concentrated media bursts that are timed to seasonal fruit availability.

### Upcoming Holidays

Easter: 18th—21st April | Anzac Day: 25th April | Foundation Day WA: 2nd 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:

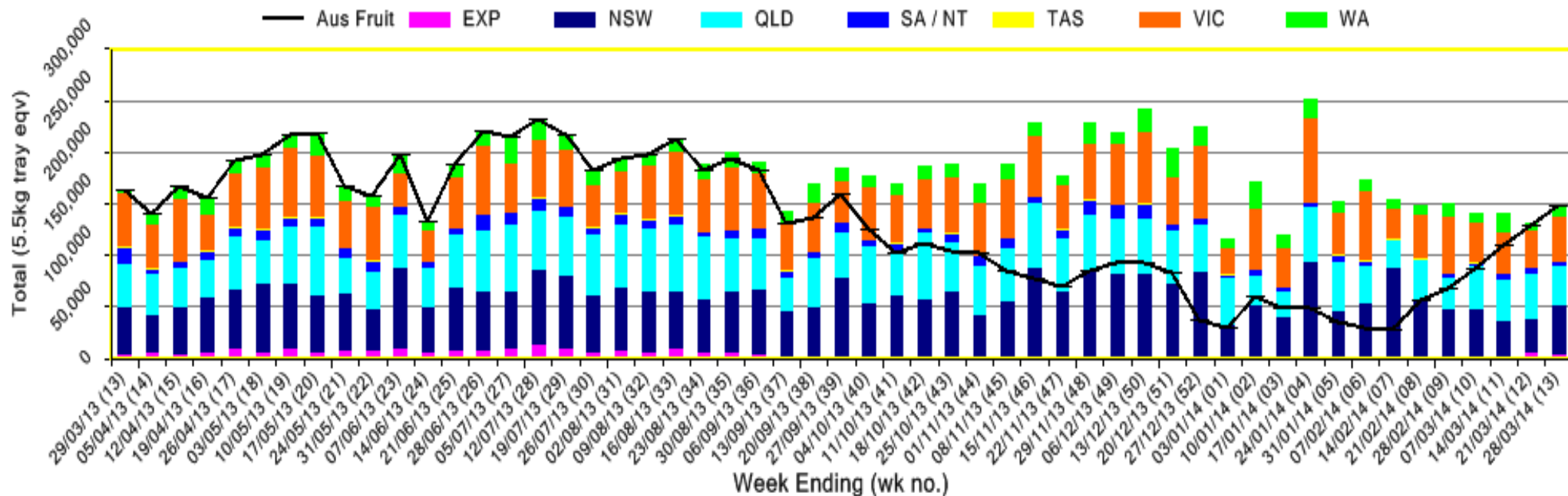
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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**Industry Dispatches By Destination State and Count Size : 22nd March - 28th March 2014 (Wk 13)**

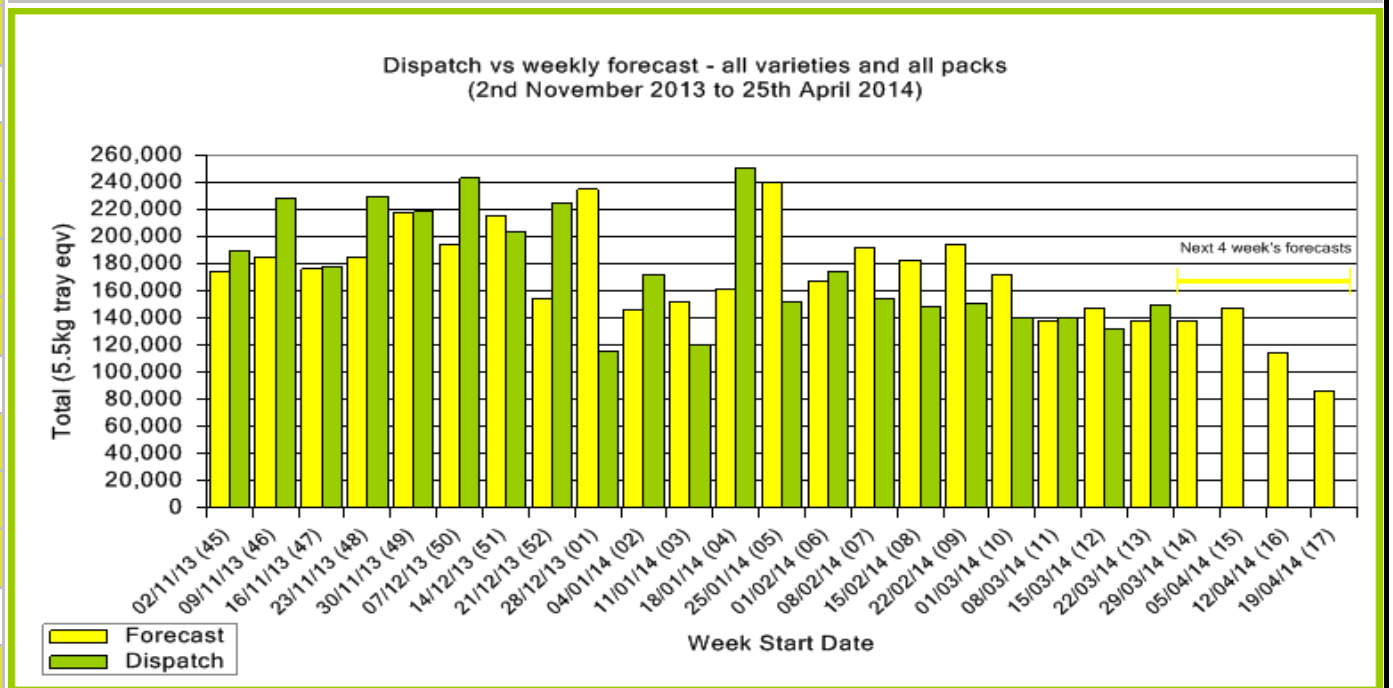
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP										2,775	2,775	288			3,299
NSW	6	1,557	5,953	10,002	1,478	10,269	4,782	3,193	393	37,633	5,153	5,760		48,049	
QLD	1	599	1,721	2,587	869	3,954	10,883	5,068	227	25,909	5,560	5,760	2,400	37,501	
SA / NT			696	1,387		200	864	319		3,466	16	1,920		3,844	
TAS							1,104	160		1,264				1,264	
VIC	37	837	2,500	7,250	1,738	8,344	5,742	1,975	1,453	29,876	6,748	7,200		43,454	
WA		36	490	1,456		1,469	3,166	1,578	645	8,840	1,632			11,807	
<b>Total</b>	<b>44</b>	<b>3,029</b>	<b>11,360</b>	<b>22,682</b>	<b>4,085</b>	<b>24,236</b>	<b>26,541</b>	<b>12,293</b>	<b>5,493</b>	<b>109,763</b>	<b>19,397</b>	<b>20,640</b>	<b>2,400</b>	<b>149,219</b>	

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2014 to date = 2,003,618 5.5kg tray eqv



Forecast Data (Week 13 - 17)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 13 - begin 22/03/2014</b>					
Fuerte	2,800	710			4,091
Hass	1,500				1,500
Shepard	117,582	7,037	5,760	4,400	132,224
<b>Week Total</b>	<b>121,882</b>	<b>7,747</b>	<b>5,760</b>	<b>4,400</b>	<b>137,814</b>
<b>Week 14 - begin 29/03/2014</b>					
Fuerte	1,300	400			2,027
Hass	5,382	1,100			7,382
Shepard	108,306	9,562	11,030	3,300	128,296
<b>Week Total</b>	<b>114,988</b>	<b>11,062</b>	<b>11,030</b>	<b>3,300</b>	<b>137,706</b>
<b>Week 15 - begin 05/04/2014</b>					
Hass	43,700	4,600			52,064
Shepard	85,000	4,180	15,000	2,500	95,782
<b>Week Total</b>	<b>128,700</b>	<b>8,780</b>	<b>15,000</b>	<b>2,500</b>	<b>147,846</b>
<b>Week 16 - begin 12/04/2014</b>					
Hass	52,000	5,900			62,727
Shepard	50,000	1,250			52,273
<b>Week Total</b>	<b>102,000</b>	<b>7,150</b>			<b>115,000</b>
<b>Week 17 - begin 19/04/2014</b>					
Hass	50,000	5,000		1,000	59,273
Shepard	27,000	300			27,545
<b>Week Total</b>	<b>77,000</b>	<b>5,300</b>		<b>1,000</b>	<b>86,818</b>

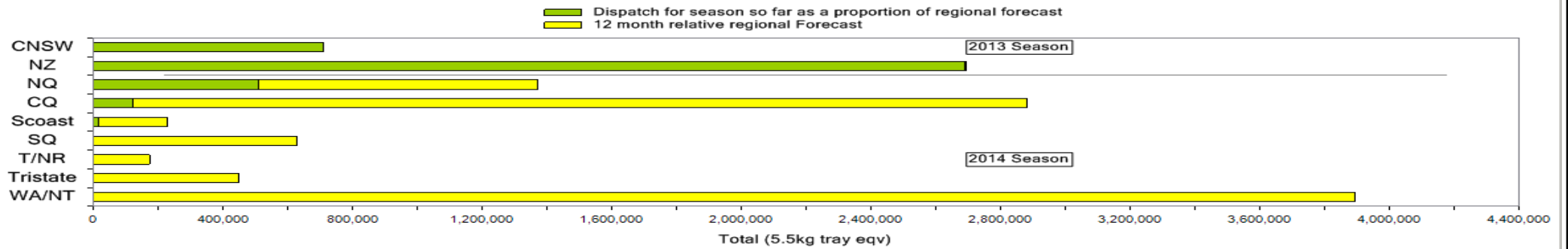
Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 13 - begin 22/03/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	3,734	605			4,834
Hass	1,483				1,483
Other	720				720
Sharwil	170	63			285
Shepard	103,656	18,729	20,640	2,400	141,898
<b>Total</b>	<b>109,763</b>	<b>19,397</b>	<b>20,640</b>	<b>2,400</b>	<b>149,219</b>



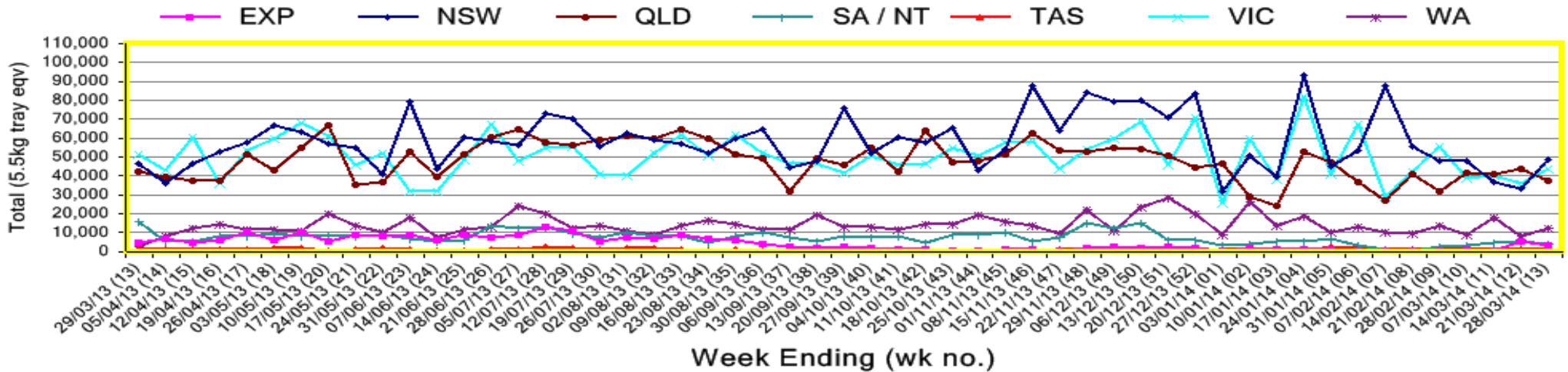
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
<b>Australia (from Infocado)</b>	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727		2,692,184
<b>USA<sup>1</sup></b>	0	0	0	0	14	48	19	0		81
<b>Japan<sup>1</sup></b>	0	8,272	38,102	48,498	26,806	3,010	1,129	0		125,817
<b>Other Asia<sup>1</sup></b>	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		201,391
<b>Total</b>	<b>16,341</b>	<b>103,520</b>	<b>355,143</b>	<b>674,981</b>	<b>660,948</b>	<b>639,905</b>	<b>467,893</b>	<b>100,742</b>		<b>3,019,473</b>

1 source: Statistics NZ adjusted for freight time to destination port

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 2,003,618 5.5kg tray eqv



**Week 13 contributors - Packhouses**

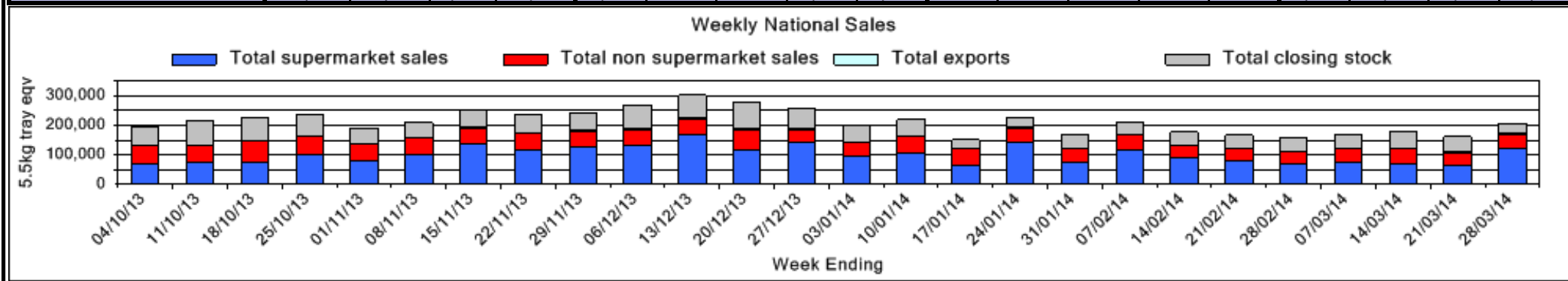
Natures Fruit Company (Consolidator)	Avocado Industry Council (NZAGA)
One Harvest (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Sunfresh (Consolidator)	R & M Waterman (NQ)
The Avolution (Consolidator)	Avocado Estates (NQ)
SuperPak (CQ)	Tinaroo Falls Avocado Trust (NQ)
Simpson Farms Pty Ltd (CQ)	Aussie Orchards Growers & Packers (NQ)
Donovan Family Investment Trust (CQ)	Gunnado Farm (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Tropicado Avocados (NQ)
Sunny Bluff Produce Pty Ltd (CQ)	CNSW: Less than 3 contributors

**Week 13 contributors - Wholesalers**

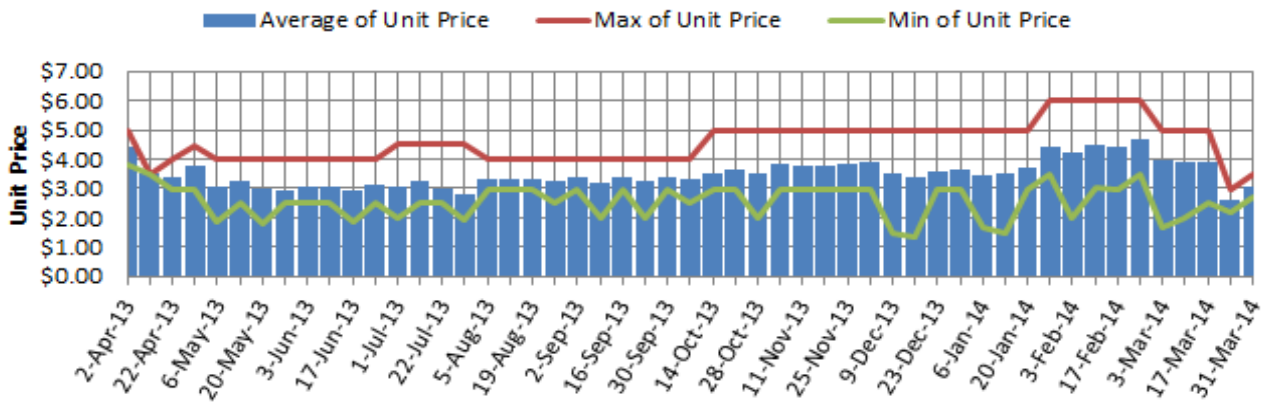
Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)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

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

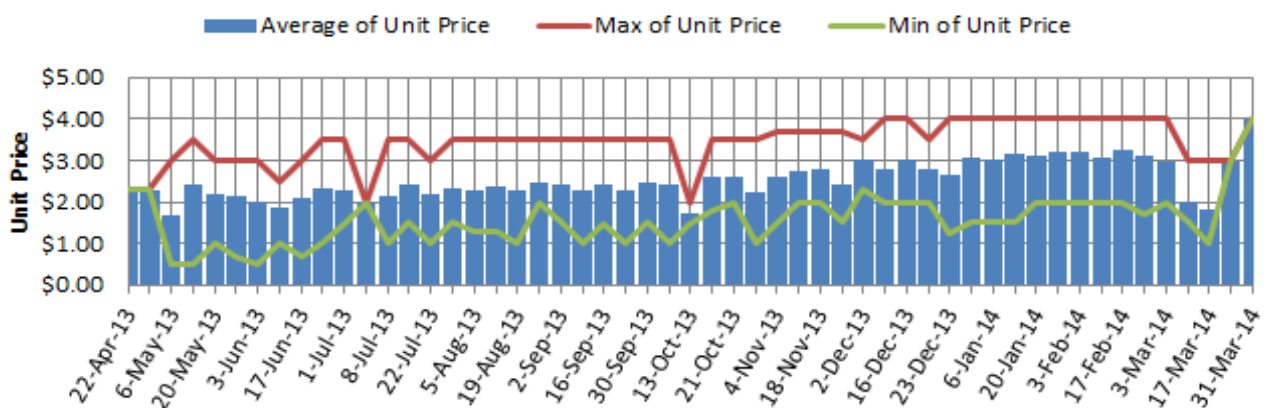
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW Wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>		51,663		51,663		182		182	331		5,280		5,280	960		52,954		52,954
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	3,456	32,605		36,061							4,800		4,800	873	3,456	33,478		36,934
<b>Total non supermarket sales</b>	10,830	3,877		14,707		2,074		2,074	3,771						10,830	7,648		18,478
<b>Total exports</b>		2,775		2,775		288		288	524							3,299		3,299
<b>Total sales</b>	14,286	39,257		53,543		2,362		2,362	4,295		4,800		4,800	873	14,286	44,224		58,710
<b>Total Stock on Hand</b>	11,672	2,545		14,217		190		190	345						11,672	2,890		14,562
SA & TAS																		
<b>Total supermarket sales</b>		8,304	1,280	9,584							960		960	175		8,479	1,280	9,759
<b>Total non supermarket sales</b>	2,171	4,742	1,330	8,243	234	42	104	380	691						2,596	4,818	1,519	8,934
<b>Total exports</b>																		
<b>Total sales</b>	2,171	13,046	2,610	17,827	234	42	104	380	691		960		960	175	2,596	13,297	2,799	18,692
<b>Total Stock on Hand</b>	1,696	4,676	1,877	8,249	119	343	137	599	1,089						1,912	5,300	2,126	9,338
VIC																		
<b>Total supermarket sales</b>		22,096		22,096							5,280		5,280	960		23,056		23,056
<b>Total non supermarket sales</b>	4,056	5,022		9,078	249	629		878	1,596	6			6	1	4,510	6,166		10,675
<b>Total exports</b>																		
<b>Total sales</b>	4,056	27,118		31,174	249	629		878	1,596	6	5,280		5,286	961	4,510	29,222		33,731
<b>Total Stock on Hand</b>	437	3,486		3,922	214	218		432	785						826	3,882		4,708
WA																		
<b>Total supermarket sales</b>	1,715	317		2,032	6			6	11						1,726	317		2,043
<b>Total non supermarket sales</b>	3,839	554		4,393	476	182		658	1,196						4,704	885		5,589
<b>Total exports</b>																		
<b>Total sales</b>	5,554	871		6,425	482	182		664	1,207						6,430	1,202		7,632
<b>Total Stock on Hand</b>	1,649	1,046		2,695	757	10		767	1,395						3,025	1,064		4,090
Total																		
<b>Total supermarket sales</b>	5,171	112,529	1,280	118,980	6			6	11		16,320		16,320	2,967	5,182	115,496	1,280	121,958
<b>Total non supermarket sales</b>	20,896	16,651	1,330	38,877	959	3,109	104	4,172	7,585	6			6	1	22,641	22,304	1,519	46,463
<b>Total exports</b>		2,775		2,775		288		288	524							3,299		3,299
<b>Total sales</b>	26,067	131,955	2,610	160,632	965	3,397	104	4,466	8,120	6	16,320		16,326	2,968	27,823	141,099	2,799	171,720
<b>Total Stock on Hand</b>	15,454	13,367	1,877	30,697	1,090	761	137	1,988	3,615						17,436	14,750	2,126	34,312



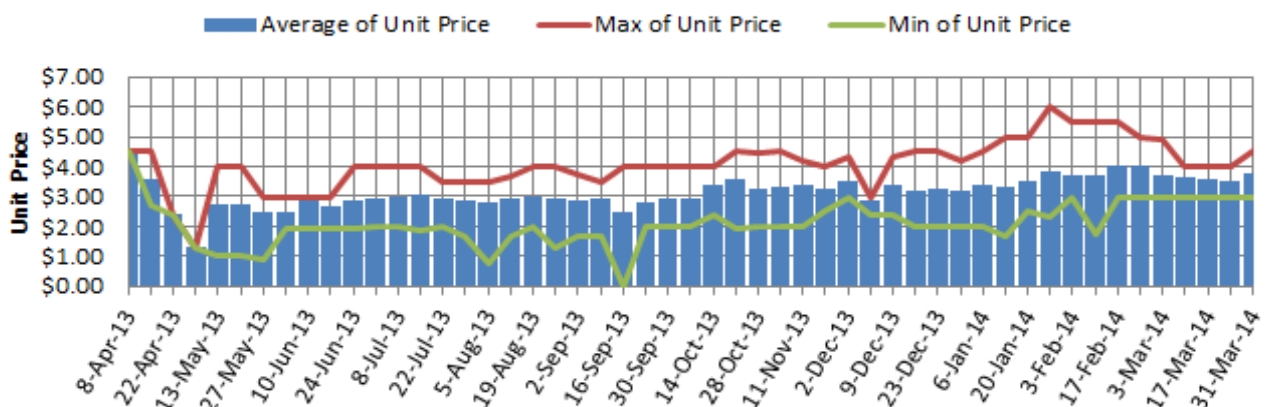
### Hass Avocado Average Retail Prices - Sydney



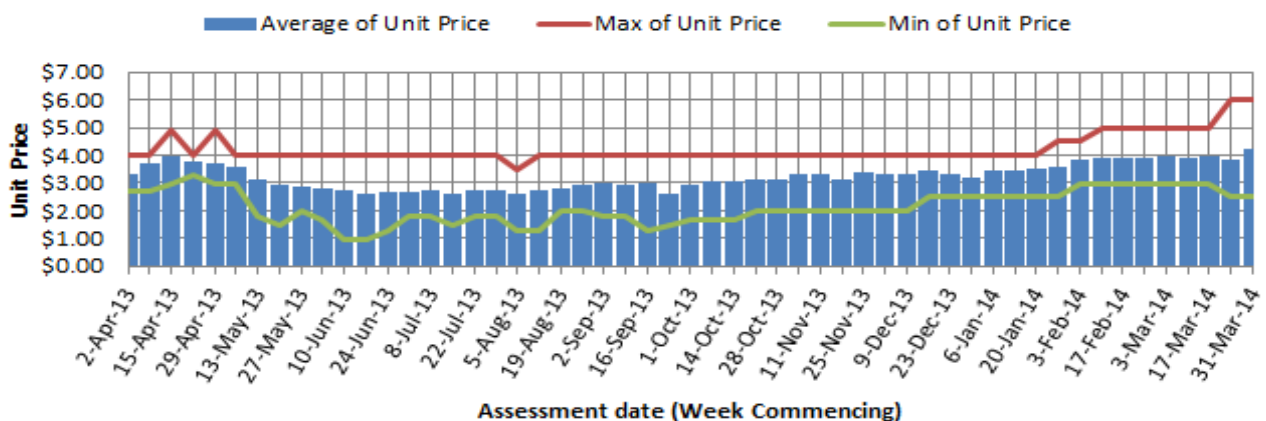
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

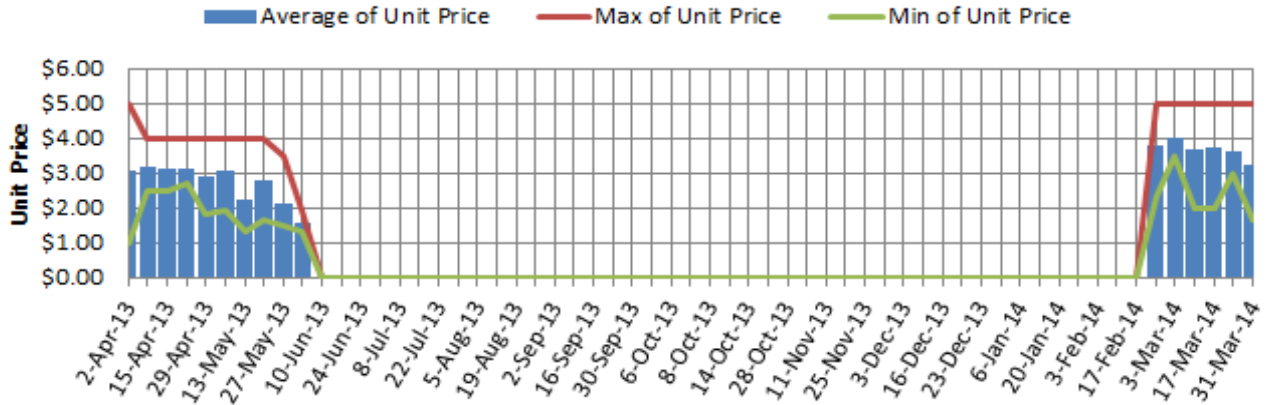


### Hass Avocado Average Retail Prices - Perth

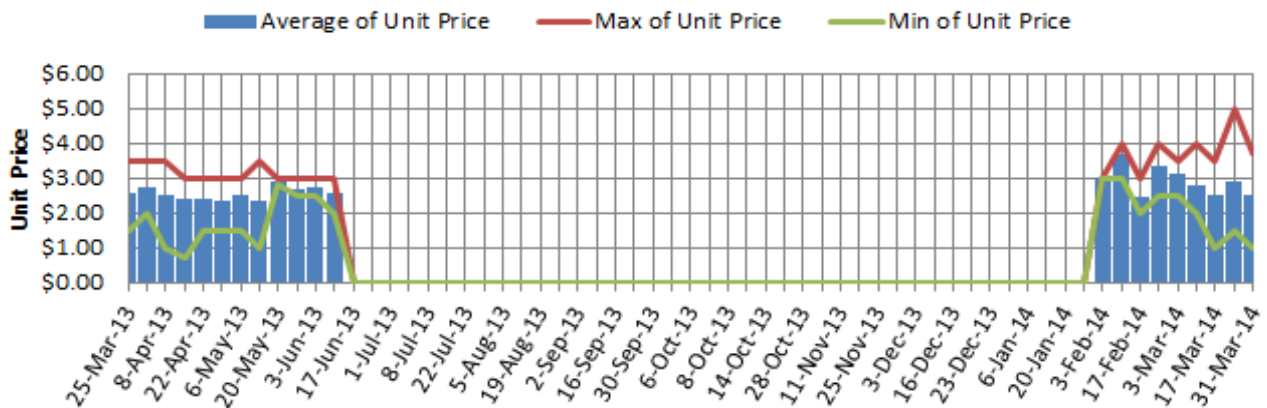


Assessment date (Week Commencing)

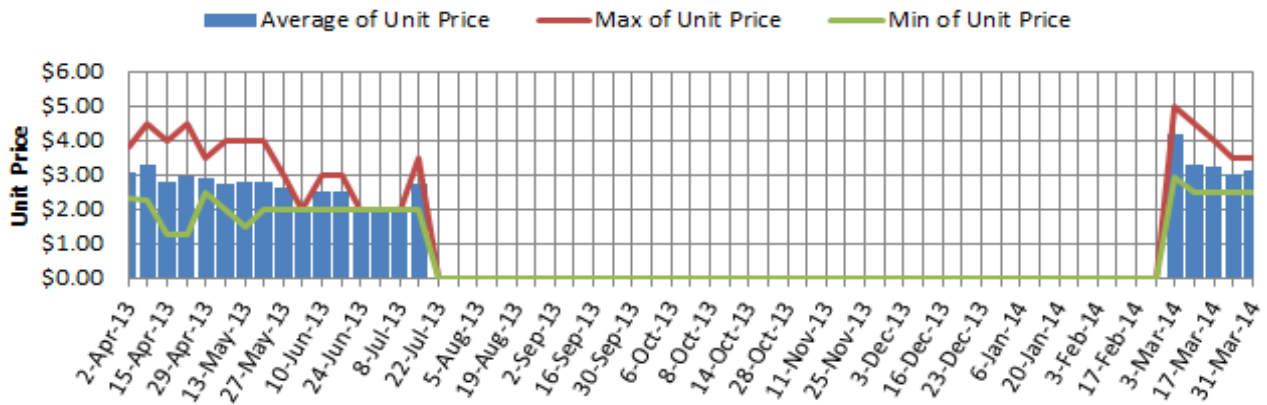
## Shepard Avocado Average Retail Prices - Sydney



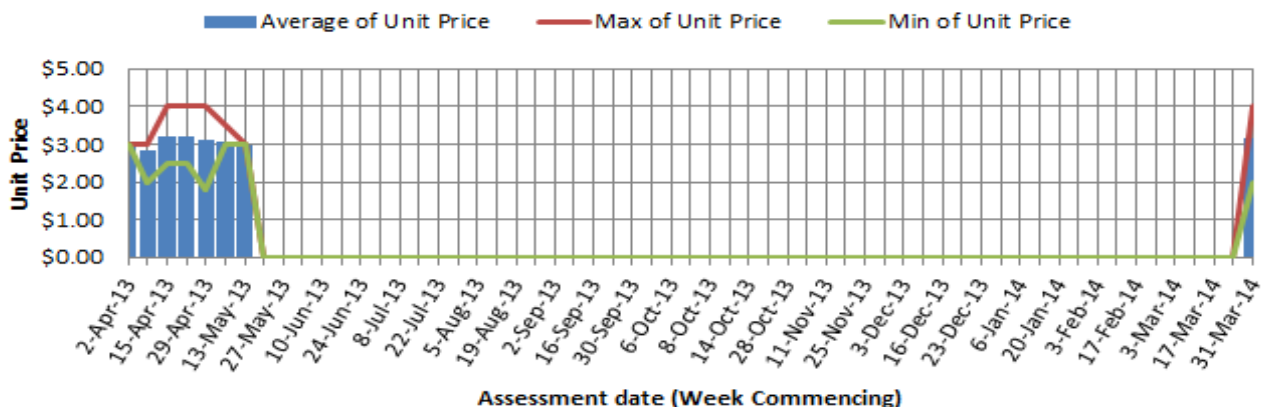
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 31st March 2014

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>					
I	Shepard	170	1.66	Store	Aus	I	Shepard	215	2.49	No	NS
I	Shepard	170	1.66	Store	Aus	Safeway	Shepard	265	2.88	Store	Aus
IGA	Shepard	200	2.49	No	Aus	Coles	Shepard	250	2.98	No	Aus
Foodworks	Hass	180	2.69	No	Aus	Coles	Shepard	240	2.98	No	Aus
Coles	Shepard	290	2.98	No	Aus	I	Shepard	270	2.99	No	Aus
Woolworths	Shepard	260	2.98	No	Aus	I	Hass	190	2.99	No	NZ
Coles	Shepard	280	2.98	No	Aus	Safeway	Shepard	270	3.48	No	Aus
Woolworths	Shepard	290	2.98	No	Aus	Coles	Shepard	200	3.48	Store	Aus
Woolworths	Shepard	260	2.98	No	Aus	Safeway	Shepard	255	3.48	No	Aus
Coles	Shepard	270	2.98	No	Aus	I	Hass	280	3.49	No	Aus
I	Shepard	260	2.99	No	Aus	IS	Shepard	270	3.49	No	Mixed
I	Hass	270	3.49	No	Aus	IGA	Hass	270	3.99	No	NZ
IGA	Shepard	230	3.98	No	Aus	I	Hass	280	4.49	No	Mixed
Foodworks	Shepard	290	3.99	No	Aus	<b>PERTH</b>					
I	Shepard	270	3.99	No	Aus	IS	Shepard	155	1.99	Store	Aus
I	Shepard	320	4.99	No	Aus	I	Hass	175	2.49	No	NZ
I	Shepard	300	4.99	No	Aus	Coles	Shepard	230	2.98	No	Aus
<b>BRISBANE</b>						Woolworths	Shepard	195	2.98	No	Aus
I	Shepard	210	1.00	Store	Aus	Coles	Shepard	255	2.98	No	Aus
I	Shepard	210	1.39	Store	Aus	Woolworths	Shepard	200	2.98	No	Aus
Coles	Shepard	200	1.70	Cat	Aus	Coles	Shepard	220	2.98	No	Aus
Coles	Shepard	260	1.70	Cat	Aus	I	Shepard	145	2.98	No	Aus
Coles	Shepard	210	1.70	Cat	Aus	Woolworths	Shepard	220	2.98	No	Aus
I	Shepard	210	1.99	No	Aus	IGA	Shepard	220	3.98	No	Aus
Woolworths	Shepard	200	2.48	No	Aus	I	Hass	265	3.99	No	NZ
Woolworths	Shepard	215	2.98	No	Aus	I	Shepard	235	3.99	No	Aus
Woolworths	Shepard	210	2.98	No	Aus	IGA	Hass	255	3.99	No	NZ
IGA	Shepard	130	2.98	No	Aus	I	Shepard	225	3.99	No	Aus
IGA	Shepard	105	2.99	No	Aus	IGA	Hass	225	4.49	No	NZ
I	Shepard	225	2.99	No	Aus	IGA	Hass	270	4.49	No	NZ
I	Shepard	256	3.00	Store	Aus	I	Hass	260	5.99	No	NZ
I	Shepard	210	3.00	Store	Aus						
I	Shepard	210	3.50	Store	Aus						
I	Shepard	318	3.69	Store	Aus						
I	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