



## INFOCADO WEEKLY REPORT: 19th — 25th March 2016 (Week 13)

### Comments

- The weekly dispatch volume (184,356 trays) was higher than the week's forecast of 155,296 trays (refer P 2).
- Shepard fruit continue to dominate the market. This is supported by last week's online pricing data (refer to P6&7) showing that Woolworths and Coles in Brisbane, Sydney & Melbourne are not providing an online offering of Hass fruit, only Shepard.
- The largest volume of dispatches in week 13 originated from North Queensland (96,817 tray eqv.). The Queensland market received the highest volume (63,113 tray eqv.) and the dominant size in the market was size 20 (33,344 tray eqv.) (refer P 3).
- Insufficient data was received from the NSW & WA wholesalers this week to provide a full wholesale report (refer P 5).
- Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 13 (Wed, 23rd Mar —Tues, 29th Mar). These prices are sourced from online retailer shopping sites and online catalogues.
- **We encourage NQ and CQ packers and consolidators to ensure their forecast data is up-to-date :)**
- **NQ and CQ packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases (refer P 2).**
- Due to changes in reporting, ABS data on imports from NZ will not be available until at least 5 weeks after the close of the month.

[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](#)

### Marketing Update: Social Media Results

Our social media results for February have shown our two top performing posts were the trout and avocado; and the chocolate and avocado videos from the Perfect Match campaign. These posts both had an engagement rate of 9.7% – which is double the benchmark used social media content ( 5%). The 'Oscar' related post ([click here](#) to view) also performed very well. It reached more than 95,000 people – with almost 4,500 people engaging (liking or commenting) on the post.

### Upcoming Holidays

Anzac Day: 25th April | Labour Day (QLD): 2nd May | Western Australia Day (WA): 6th June | Queen's Birthday (VIC, NSW & SA): 13th June |

### Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale Data | P6&7 Retail Price 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 13 - 17)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 13 - begin 19/03/2016					
Fuerte	1,500	50			1,591
Hass	10,900	148			11,169
Shepard	116,500	11,050		7,700	137,991
Wurtz	4,000	300			4,545
<b>Week Total</b>	<b>132,900</b>	<b>11,548</b>		<b>7,700</b>	<b>155,296</b>

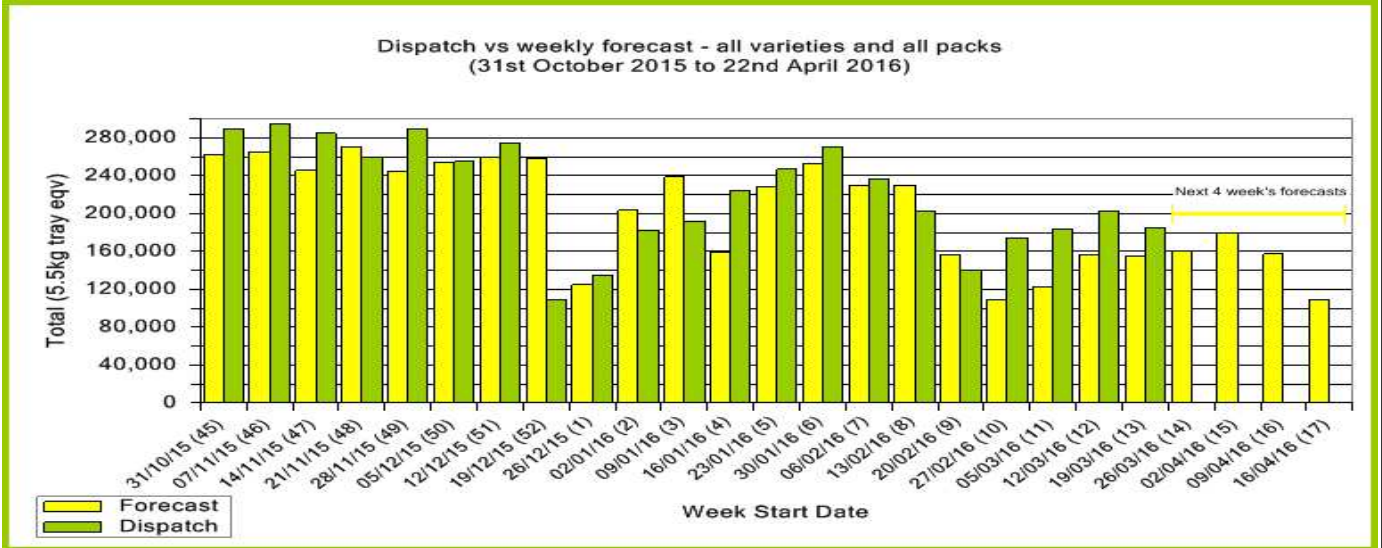
Week 14 - begin 26/03/2016					
Fuerte	100	10			118
Shepard	132,000	13,400	200	7,000	157,673
Wurtz	3,000	200			3,364
<b>Week Total</b>	<b>135,100</b>	<b>13,610</b>	<b>200</b>	<b>7,000</b>	<b>161,154</b>

Week 15 - begin 02/04/2016					
Hass	1,180	364			1,842
Pinkerton	950	120			1,168
Shepard	153,500	12,180	300	6,950	176,964
<b>Week Total</b>	<b>155,630</b>	<b>12,664</b>	<b>300</b>	<b>6,950</b>	<b>179,974</b>

Week 16 - begin 09/04/2016					
Hass	2,000	500			2,909
Shepard	135,500	9,900	200	5,200	154,481
<b>Week Total</b>	<b>137,500</b>	<b>10,400</b>	<b>200</b>	<b>5,200</b>	<b>157,390</b>

Week 17 - begin 16/04/2016					
Shepard	94,000	7,600	200	5,000	108,763
<b>Week Total</b>	<b>94,000</b>	<b>7,600</b>	<b>200</b>	<b>5,000</b>	<b>108,763</b>

Dispatch Data (Week 13 - begin 19/03/2016)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	3,156	175			3,474
Hass	11,858	646			13,033
Shepard	131,764	17,906	3,813	15,600	167,849
<b>Total</b>	<b>146,778</b>	<b>18,727</b>	<b>3,813</b>	<b>15,600</b>	<b>184,356</b>



**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
<b>NZ-Aus - Pre Season Forecast<sup>1</sup></b>	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
<b>NZ-Aus - Disp + Mthly Forecast<sup>2</sup></b>	16,725	80,567	191,340	420,417	324,356	388,566	420,639	263,434	0	2,097,044
<b>Australia (from ABS)</b>	27,589	107,037	232,868	444,023	373,317	526,550	426,445	**		2,137,829
<b>USA<sup>3</sup></b>	0	0	0	0	0	0	0	0		0
<b>Japan<sup>3</sup></b>	0	0	4,212	20,473	26,484	9,286	1,089	8*		61,551
<b>Other Asia<sup>3</sup></b>	973	6,951	28,265	61,567	63,798	52,651	38,817	16,747*		269,768
<b>Total Dispatch (Infocado 2 + 3)</b>	<b>17,698</b>	<b>87,518</b>	<b>223,817</b>	<b>502,457</b>	<b>414,637</b>	<b>450,503</b>	<b>460,545</b>	<b>271,189</b>	<b>0</b>	<b>2,428,364</b>

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)  
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port  
 \* - waiting on final volumes from Infoshare NZ.  
 \*\* - ABS import data is now not provided until at least 5 weeks after the close of the month.

**Industry Dispatches By Origin Region and Count Size : 19th March - 25th March 2016 (Wk 13)**

Origin Region	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
Central Qld		931	3,081	10,722		9,080	10,136	10,544	912	45,406	5,025	960		54,717
North Qld	91	1,557	12,258	17,013	1,406	13,660	14,024	11,413	2,811	74,233	10,576	2,853	15,600	96,817
South Qld			331	1,090	552	1,841	1,069	889		5,772	2,155			9,690
Sunshine Coast			50	611		2,266	2,364	2,543	1,675	9,509	325			10,100
WA/NT	87	1,149	2,020	3,908		1,992	1,487	1,197	18	11,858	646			13,033
	<b>178</b>	<b>3,637</b>	<b>17,740</b>	<b>33,344</b>	<b>1,958</b>	<b>28,839</b>	<b>29,080</b>	<b>26,586</b>	<b>5,416</b>	<b>146,778</b>	<b>18,727</b>	<b>3,813</b>	<b>15,600</b>	<b>184,356</b>

**Origin of Avocado**



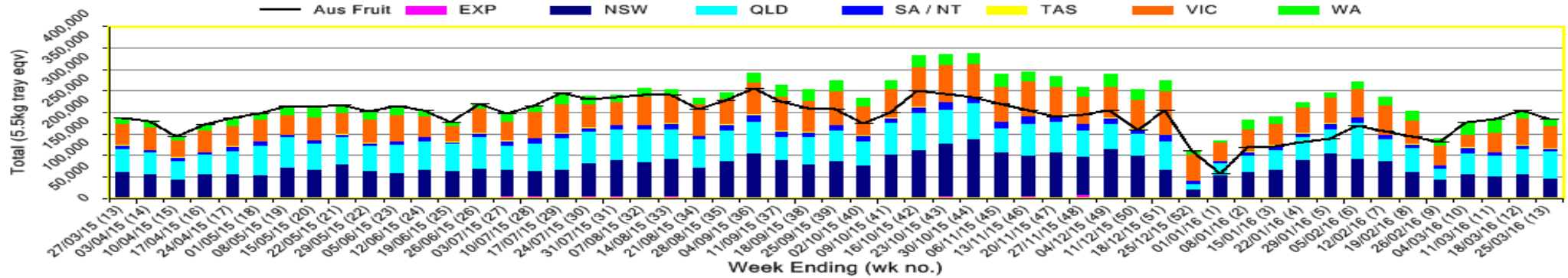
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 19th March - 25th March 2016 (Wk 13)**

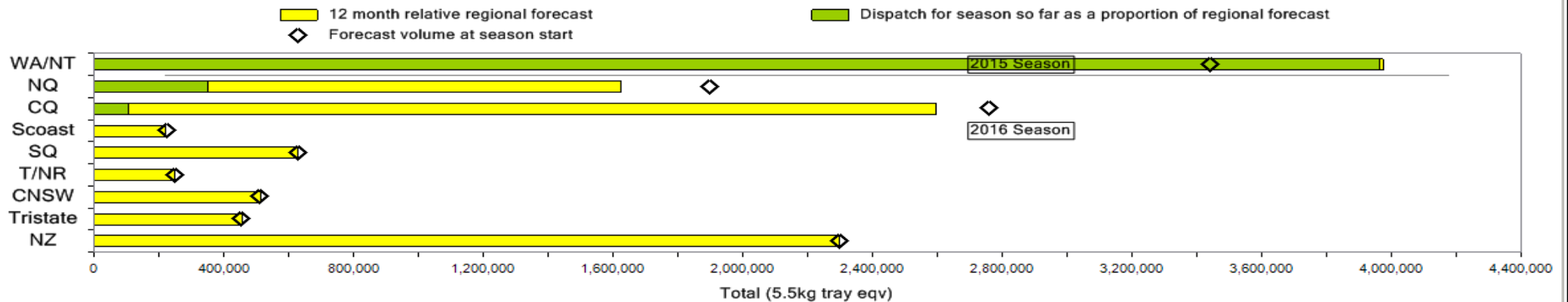
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									1,820	1,820	288			2,344
NSW	112	710	7,332	10,183	444	7,766	4,764	3,185	1,105	35,601	4,696	1,538		44,419
QLD		433	4,697	4,535	568	6,051	10,761	14,742	2,003	43,790	9,056	122	15,600	63,113
SA / NT		3	2	694		2,572	1,563	385		5,219	151	41		5,501
TAS							480	624		1,104				1,104
VIC	36	2,143	5,344	15,178	946	10,517	6,535	2,809	488	43,996	3,920	2,112		51,507
WA	30	348	365	2,754		1,933	4,977	4,841		15,248	616			16,368
<b>Total</b>	<b>178</b>	<b>3,637</b>	<b>17,740</b>	<b>33,344</b>	<b>1,958</b>	<b>28,839</b>	<b>29,080</b>	<b>26,586</b>	<b>5,416</b>	<b>146,778</b>	<b>18,727</b>	<b>3,813</b>	<b>15,600</b>	<b>184,356</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2016 to date = 2,576,226 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

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



Week 13 Contributors - Packhouses

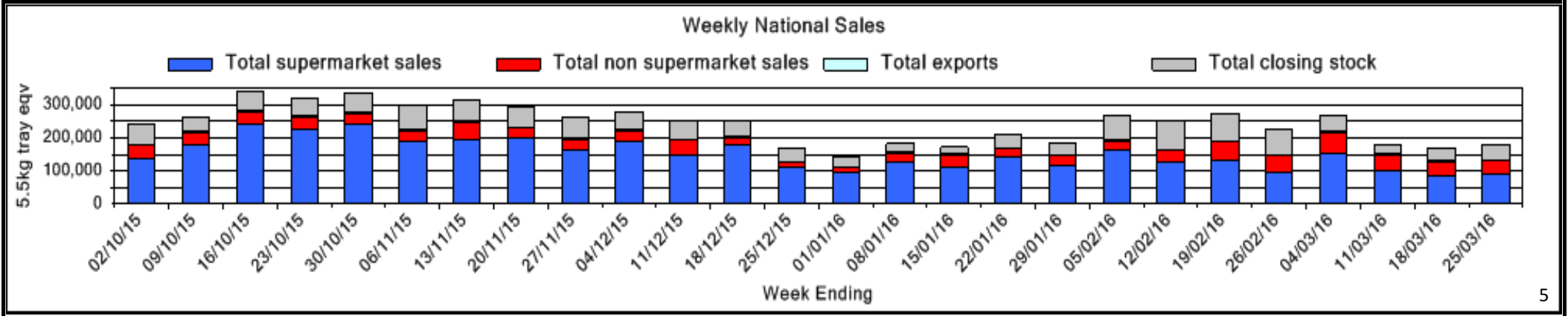
Green Skin Avocados (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Mackays Banana Marketing Co (Consolidator)	Koci Avocado's (NQ)
Simpson Farms Pty Ltd (Consolidator)	Avocados with Altitude (NQ)
Sunfresh (Consolidator)	Avocado Estates (NQ)
The Avolution (Consolidator)	Aussie Orchards Growers & Packers Mutchilba (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Gunnado Farm (NQ)
SuperPak/Avocado Ridge (CQ)	Cobra Hill Orchards (NQ)
Donovan Family Investment Trust (CQ)	Tinaroo Falls Avocado Trust (NQ)
Sunny Bluff Produce Pty Ltd (CQ)	WA: Less than 3 contributors
Hilltop Mareeba (NQ)	

Week 13 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Brisbane)	The La Manna Group (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	

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

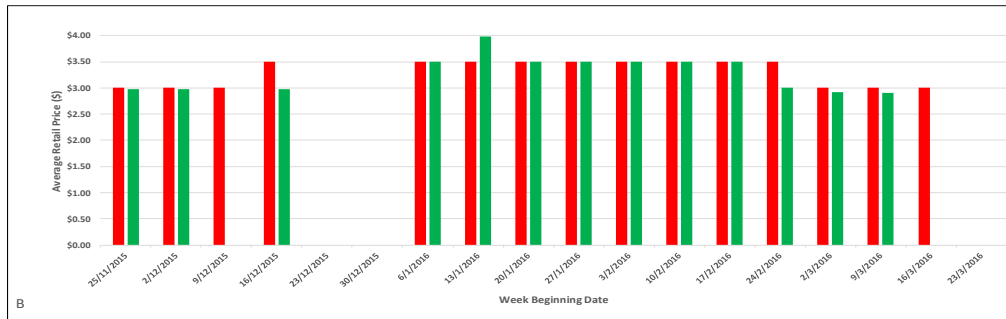
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data 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	4,640	13,251		17,891	480	717		1,197	2,176						5,513	14,555		20,067
Total Stock on Hand																		
QLD																		
Total supermarket sales	4,822	25,713		30,535		948		948	1,724						4,822	27,437		32,259
Total non supermarket sales	8	9,207		9,215		88		88	160						8	9,367		9,375
Total exports		1,820		1,820		288		288	524							2,344		2,344
Total sales	4,830	36,740		41,570		1,324		1,324	2,407						4,830	39,147		43,977
Total Stock on Hand	19,137	2,810		21,947		226		226	411						19,137	3,221		22,358
SA & TAS																		
Total supermarket sales	792	6,524		7,316											792	6,524		7,316
Total non supermarket sales	2,346	1,010	398	3,754	101	400		501	911						2,530	1,737	398	4,665
Total exports																		
Total sales	3,138	7,534	398	11,070	101	400		501	911						3,322	8,261	398	11,981
Total Stock on Hand	1,228	5,610	226	7,064	13	191		204	371						1,252	5,957	226	7,435
VIC																		
Total supermarket sales	3,810	23,643		27,453	51			51	93						3,903	23,643		27,546
Total non supermarket sales	1,973	4,671	1,954	8,598	354	741	167	1,262	2,295						2,617	6,018	2,258	10,893
Total exports																		
Total sales	5,783	28,314	1,954	36,051	405	741	167	1,313	2,387						6,519	29,661	2,258	38,438
Total Stock on Hand	3,928	4,155	159	8,242	64	232	3	299	544						4,044	4,577	164	8,786
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	10,329	6,483	100	16,912	1,075		48	1,123	2,042						12,284	6,483	187	18,954
Total Stock on Hand																		
Total																		
Total supermarket sales	18,275	68,156		86,431	634	1,044		1,678	3,051						19,428	70,054		89,482
Total non supermarket sales	10,445	22,346	2,452	35,243	1,427	1,850	215	3,492	6,349						13,040	25,710	2,843	41,592
Total exports		1,820		1,820		288		288	524							2,344		2,344
Total sales	28,720	92,322	2,452	123,494	2,061	3,182	215	5,458	9,924						32,467	98,107	2,843	133,418
Total Stock on Hand	27,871	16,148	1,061	45,080	236	789	3	1,028	1,869						28,300	17,583	1,066	46,949



# Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 23rd March 2016 (Week 13)

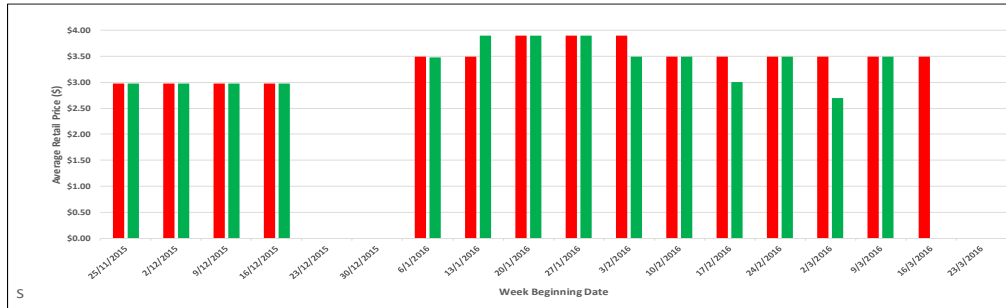
Key: ■ Coles online ■ Woolworths online

Brisbane

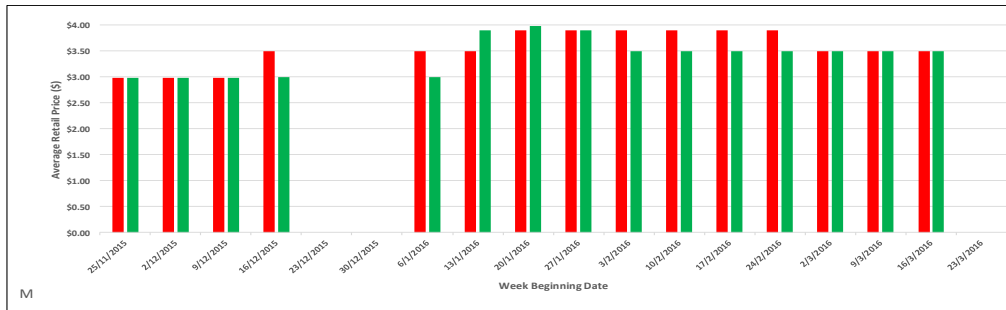


**Please note:** Brisbane, Sydney & Melbourne: There is no online pricing published for single Hass fruit in these markets this week, only Shepard – please see online pricing for single Shepard fruit in each market on the next page'

Sydney



Melbourne



Perth



Single Fruit, Multi-buy and Pack Pricing for Week Beginning-Wed, 23rd March 2016 (Week 13)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		-	-	-	\$3.00
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		↓\$2.00	\$3.00	\$3.00	-
	Shepard	Multi-buy	2 for \$x	-	-	-	-
	Hass	Single Fruit	Organic	-	-	-	-
	Hass	3 Pack		-	-	-	-
Woolworths	Hass	Single Fruit		-	-	-	↑\$3.00
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		↓\$2.50	↓\$3.00	↓\$2.90	-
	Shepard	Multi-buy	2 for \$x	2 for \$4.00*	2 for \$5*	2 for \$5*	-
	Hass	Single Fruit	Organic	\$5.50	\$5.50	-	-
	Hass	2 Pack	Ripe	\$7.90	-	-	-
	Hass	2 Pack	Organic	-	-	-	-
	Hass	3 Pack		\$5.98	↓\$4.98	\$6.98	\$7.00
	Hass	4 Pack	Mini Ripe	↓\$7.90	-	-	-
	Hass	5 Pack	Mini Disney	↑\$5.90	\$5.98	-	\$7.00
	Hass	1kg Bag	Odd Bunch	\$5.69	\$7.50	\$8.98	-

Other information

Note: Online catalogues are published by major retailers each Wednesday.

Prices published in this report are reflective of online shopping and catalogue prices from Wednesday to Tuesday.

\*denotes offer was advertised as a weekly and/or catalogue special

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Red) + ↓ = decrease in price from previous week

Catalogue Offers - Others

Aldi - No catalogue offers found

IGA- No catalogue offers found

Foodworks - No catalogue offers found

Woolworths - Brisbane - Shepard - Multi-buy - 2 for \$4.40 (inconsistent with in-store special)

Woolworths - Perth - Shepard - Multi-buy - 2 for \$4.40 (not listed online)