



INFOCADO WEEKLY REPORT: 31st March — 6th April 2012 (Wk 14)



Comments

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- Volumes into the market place increased slightly last week with 135,450 5.5kg eqv trays vs 102,868 5.5kg eqv trays the week before. The forecast for the next 4 weeks shows this volume increasing as Hass begins to dominate the market again.
- Retail prices this week on average are strong with few specials in place.
- More information on May marketing and promotional events will be featured in the coming editions of the Guacamole email newsletter.
- SC growers are reminded to enter their 4 weekly forecast as they near harvest.
- 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.

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

What you need to be aware of for next month

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

- In April/May the Avocados Australia Facebook page will be running a recipe competition encouraging fans to post quick and easy avocado recipes. Also, all creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message. The I Heart Footy website and competition will be running again with a recipe competition as well as new teams and recipes to promote.
- Avocado TV commercials will be seen across the Lifestyle channel network including Lifestyle YOU, HOME and the Lifestyle Channel. Programming includes Jamie's 30 Minute Meals, Good Chef Bad Chef, Come Dine with Me, Cake Boss, Secrets of a restaurant Chef and Mexican Food Made Simple.
- 250 chefs and key purchasers in the food service sector in Hong Kong, Singapore and Malaysia are being targeted in May for seven training classes on ways to use Australian avocados. The goal is to increase the understanding and usage of avocados, thus increasing sales. The classes are open for anyone in the industry to attend at their own expense. For more information contact Gunjan Tandan at HAL on gunjan.tandan@horticulture.com.au
- 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 to participate in this teleconference, held every Tuesday morning.
- Based off the January 2012 Quarterly Report 1,205,994 5.5kg eqv trays are expected in the market place for May. 1,095,029 5.5kg eqv trays are expected for Hass, 23,014 5.5kg trays for Shepard and 87,951 5.5kg eqv trays for other varieties. The April Quarterly Report will shed more light on volumes.

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

Upcoming Holidays

ANZAC Day: 25 April | QLD Labour Day: 7 May | WA Foundation Day: 4 June | QLD, NSW, VIC, NZ Queens Birthday :11 June

Report Index

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IMPORTANT and PLEASE NOTE:

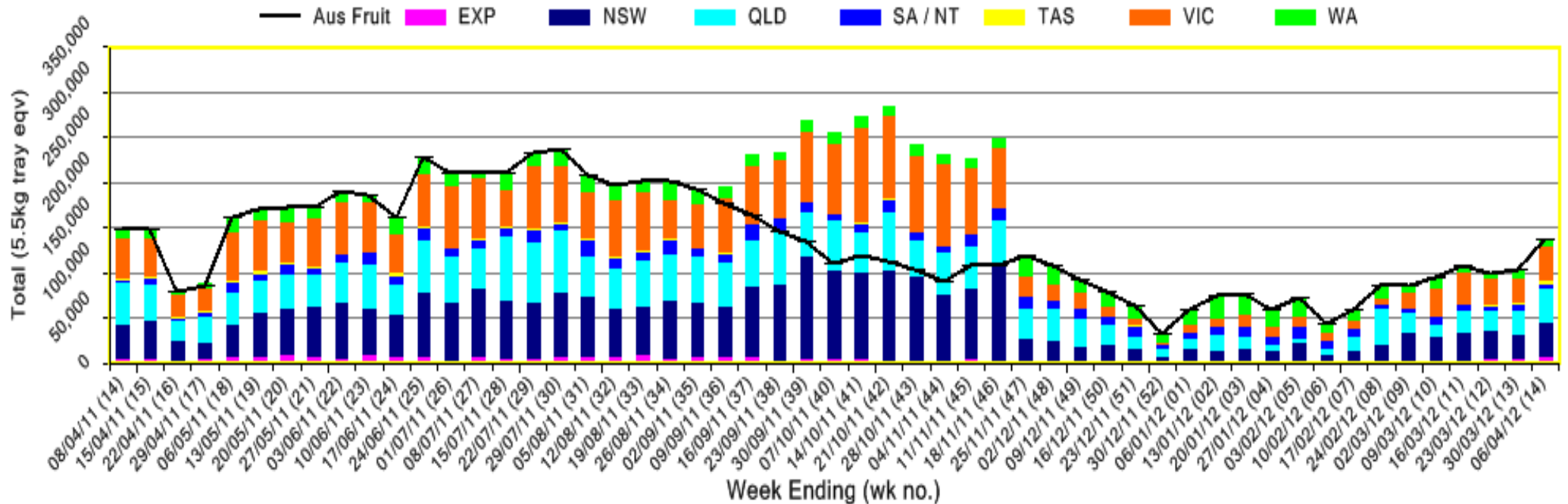
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 31st March - 6th April 2012 (Wk 14)

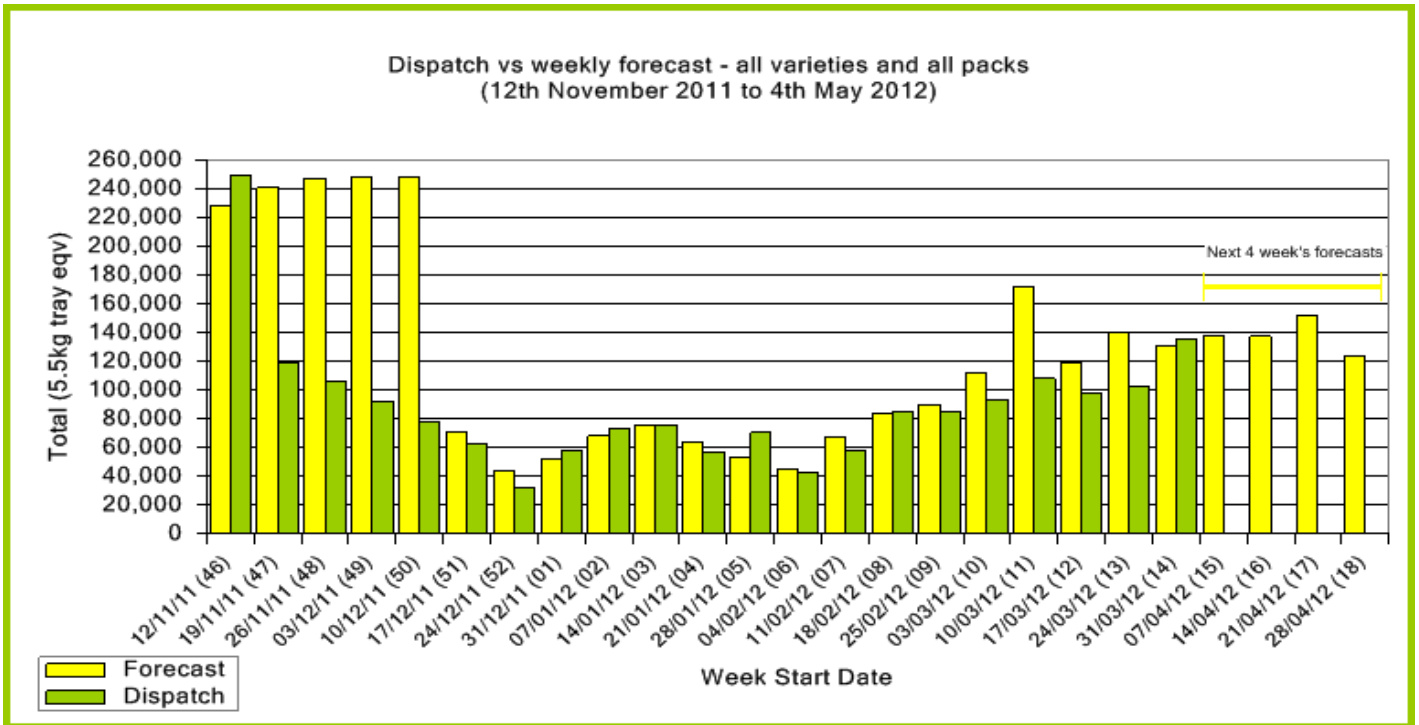
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									2,444	607				3,051	1,710			6,160
NSW	21	1,108	2,157	5,560	4,135	3,502	5,096	2,788		123		1,440		24,490	7,188			37,821
QLD	112	651	1,912	3,713	1,753	4,012	4,134	7,139		12		5,880	2,000	23,438	6,985			37,571
SA / NT		20	51	949		1,073	2,408	1,355				60		5,856				5,867
TAS								2,320						2,320	384			3,018
VIC	261	1,685	3,869	7,877	2,144	7,430	6,529	1,550		12		3,816		31,357	3,524			38,458
WA		72	64	558		782	3,699	183						5,358	658			6,554
Total	394	3,536	8,053	18,657	8,032	16,799	24,186	15,459	754	95,870	20,449	11,196	2,000	135,450				

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 1,144,564 5.5kg tray eqv



Forecast Data (Week 14 - 18)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 14 - begin 31/03/2012					
Fuerte	1,100	300			1,645
Hass	26,292	2,340	1,000	2,000	31,093
Shepard	85,742	6,160	2,000	2,000	97,670
Week Total	113,134	8,800	3,000	4,000	130,406
Week 15 - begin 07/04/2012					
Fuerte	1,250	535			2,223
Hass	52,093	5,041	2,000	2,000	61,986
Pinkerton	500	1,000			2,318
Sharwil	1,500	350			2,136
Shepard	60,600	4,100	2,000	2,000	68,783
Wurtz	250	50			341
Week Total	116,193	11,076	4,000	4,000	137,785
Week 16 - begin 14/04/2012					
Fuerte	980	305			1,535
Hass	77,596	7,550	2,000	1,000	91,869
Pinkerton	500	1,000			2,318
Sharwil	600	100			782
Shepard	35,800	2,300	1,500	2,000	40,619
Wurtz	300	50			391
Week Total	115,776	11,305	3,500	3,000	137,512
Week 17 - begin 21/04/2012					
Fuerte	60				60
Hass	114,000	6,820	2,000	1,000	126,946
Shepard	19,000	200			19,364
Wurtz	5,441	50			5,532
Week Total	138,501	7,070	2,000	1,000	151,902
Week 18 - begin 28/04/2012					
Fuerte	40				40
Hass	105,600	6,630	2,000	1,000	118,201
Shepard	250	50			341
Wurtz	5,491	60			5,600
Week Total	111,381	6,740	2,000	1,000	124,182

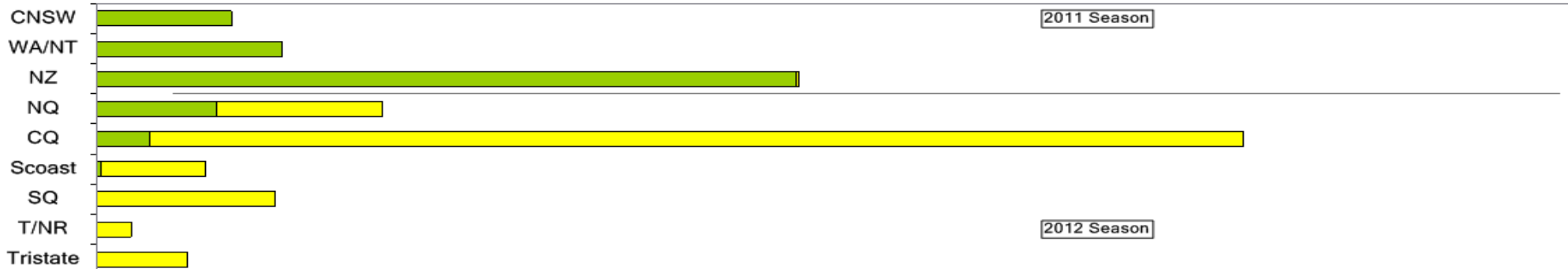
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 14 - begin 31/03/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	1,431	729			2,756
Fuerte	3,283	621			4,412
Hass	31,137	3,075	1,920		37,077
Sharwil	897	86			1,053
Shepard	58,312	15,719	9,276	2,000	88,943
Wurtz	810	219			1,208
Total	95,870	20,449	11,196	2,000	135,450



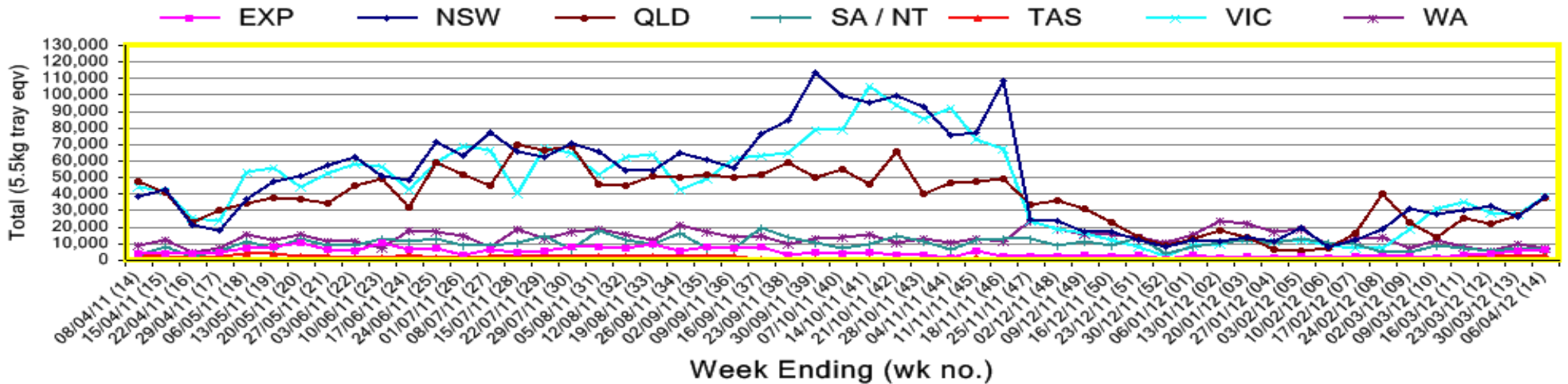
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209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

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 = 1,144,564 5.5kg tray eqv



Week 14 contributors - Packhouses

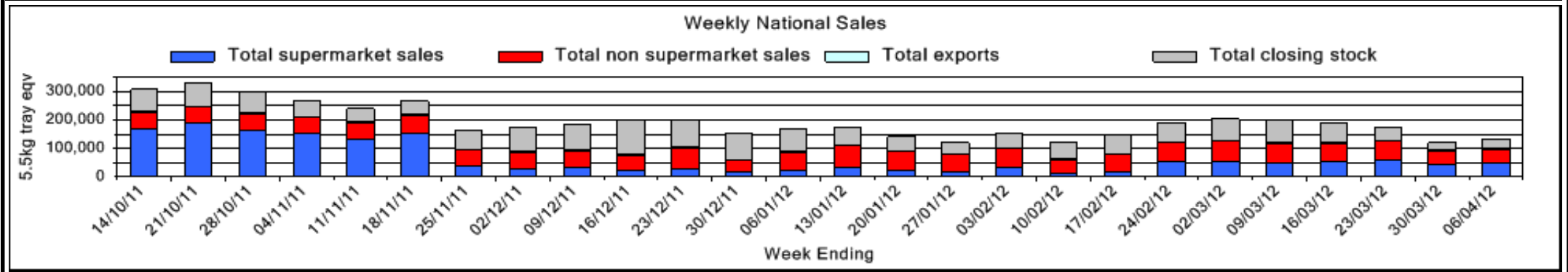
Bellview Orchards Pty Ltd	R & M Waterman
Donovan Family Investment Trust	Simpson Farms Pty Ltd (Goodwood Home)
Gunnado Farm	Sunfresh
Lavers Orchards	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak
One Harvest	Tinaroo Falls Avocado Trust

Week 14 contributors - Wholesalers

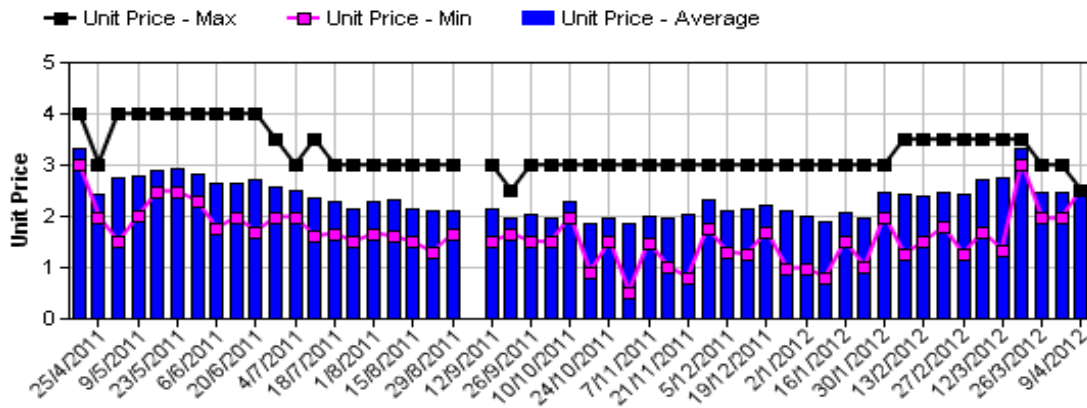
Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
Avanti Fresh Produce Pty Ltd (Melbourne)	Freshmax Pty Ltd (Brisbane)
Costa Farms (Adelaide)	Kelly's (Melbourne)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair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

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

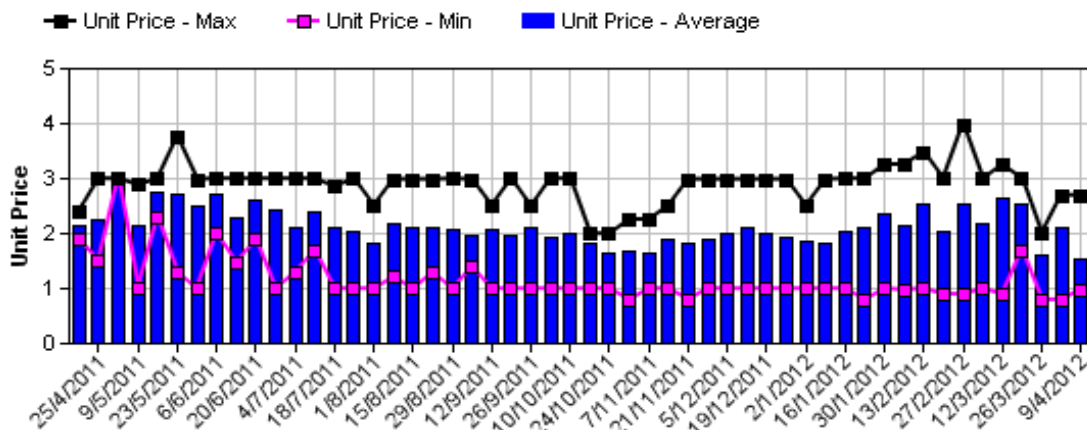
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales		2,952		2,952							1,440		1,440	262		3,214		3,214	
Total non supermarket sales	3,061	2,655	143	5,859	1,040	46		1,086	1,975						4,952	2,739	143	7,834	
Total exports																			
Total sales	3,061	5,607	143	8,811	1,040	46		1,086	1,975		1,440		1,440	262	4,952	5,952	143	11,047	
Total Stock on Hand	809	600	111	1,520	130	131		261	475						1,045	838	111	1,995	
QLD																			
Total supermarket sales	4,175	8,169		12,344		898		898	1,633		3,960		3,960	720	4,175	10,522		14,697	
Total non supermarket sales	9,168	5,465	41	14,674	147	2,707	16	2,870	5,218						9,435	10,387	70	19,892	
Total exports	152	2,899		3,051		1,710		1,710	3,109						152	6,008		6,160	
Total sales	13,495	16,533	41	30,069	147	5,315	16	5,478	9,960		3,960		3,960	720	13,762	26,917	70	40,749	
Total Stock on Hand	9,884	1,103	-41	10,946	297	620	14	931	1,693						10,424	2,230	-16	12,639	
SA & TAS																			
Total supermarket sales																			
Total non supermarket sales	Full data set not displayed because not enough SA wholesalers contributed data this week																		
Total exports																			
Total sales	2,522	8,176	1,517	12,215	123			181	304	553		60		60	11	2,746	8,187	1,846	12,779
Total Stock on Hand																			
VIC																			
Total supermarket sales	3,984	13,571	358	17,913		525		525	955		3,816		3,816	694	3,984	15,219	358	19,561	
Total non supermarket sales	1,017	3,165	2,983	7,166		345	102	447	813						1,017	3,792	3,169	7,978	
Total exports																			
Total sales	5,001	16,736	3,341	25,079		870	102	972	1,767		3,816		3,816	694	5,001	19,011	3,527	27,540	
Total Stock on Hand	882	1,558	41	2,481		9	13	22	40						882	1,574	65	2,521	
WA																			
Total supermarket sales	63	4,960		5,023		288		288	524						63	5,484		5,547	
Total non supermarket sales	1,468	1,022		2,490	164			164	298						1,766	1,022		2,788	
Total exports																			
Total sales	1,531	5,982		7,513	164	288		452	822						1,829	6,506		8,335	
Total Stock on Hand	262	117		379	3	237		240	436						267	548		815	
Total																			
Total supermarket sales	8,942	37,355	358	46,655		1,711		1,711	3,111		9,276		9,276	1,687	8,942	42,152	358	51,452	
Total non supermarket sales	16,516	12,780	4,684	33,981	1,474	3,098	299	4,871	8,856						19,196	18,413	5,228	42,837	
Total exports	152	2,899		3,051		1,710		1,710	3,109						152	6,008		6,160	
Total sales	25,610	53,034	5,042	83,687	1,474	6,519	299	8,292	15,076		9,276		9,276	1,687	28,290	66,573	5,586	100,450	
Total Stock on Hand	15,421	5,301	4,295	25,017	747	1,220	1,683	3,650	6,636						16,779	7,519	7,355	31,653	



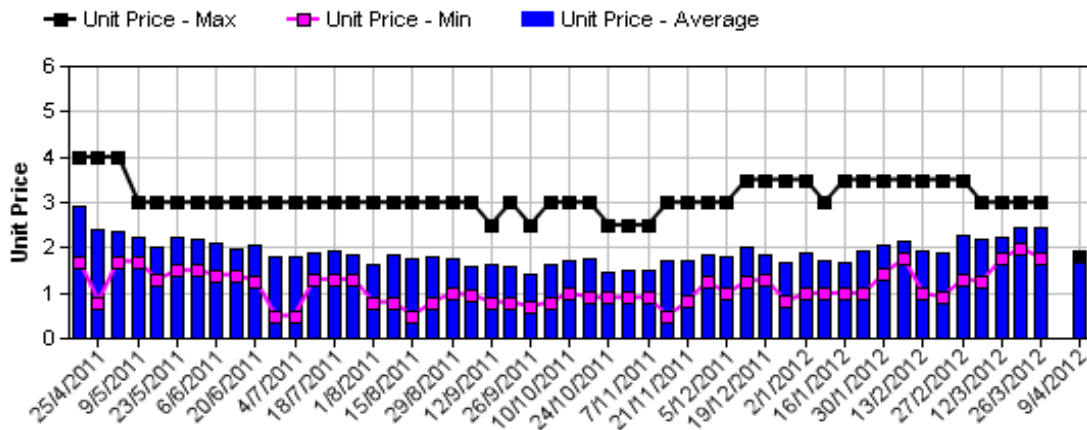
Hass Avocado Average Retail Prices - Sydney



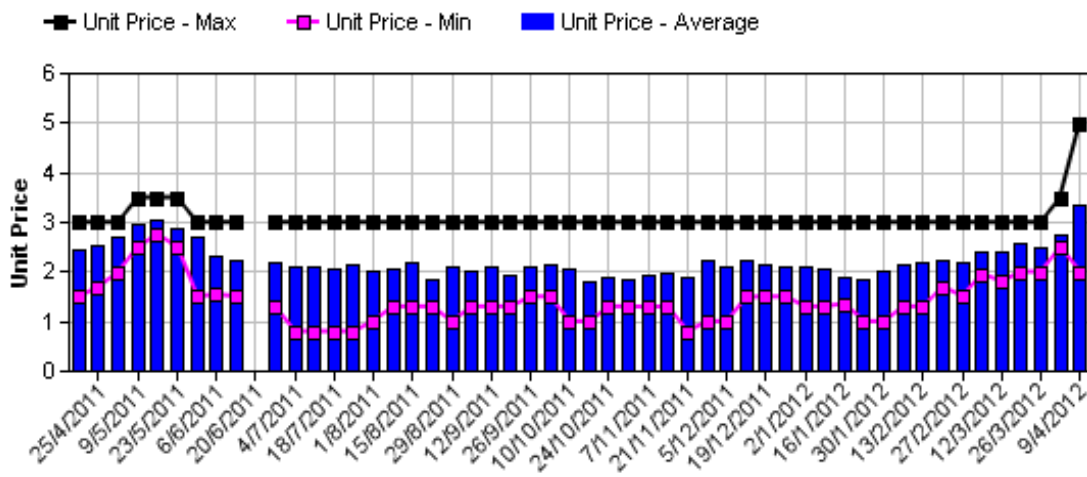
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

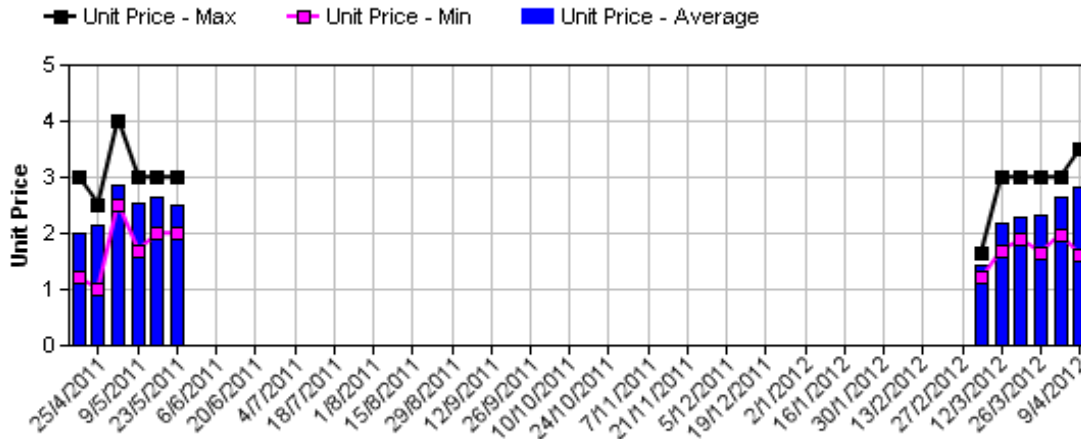


Hass Avocado Average Retail Prices - Perth

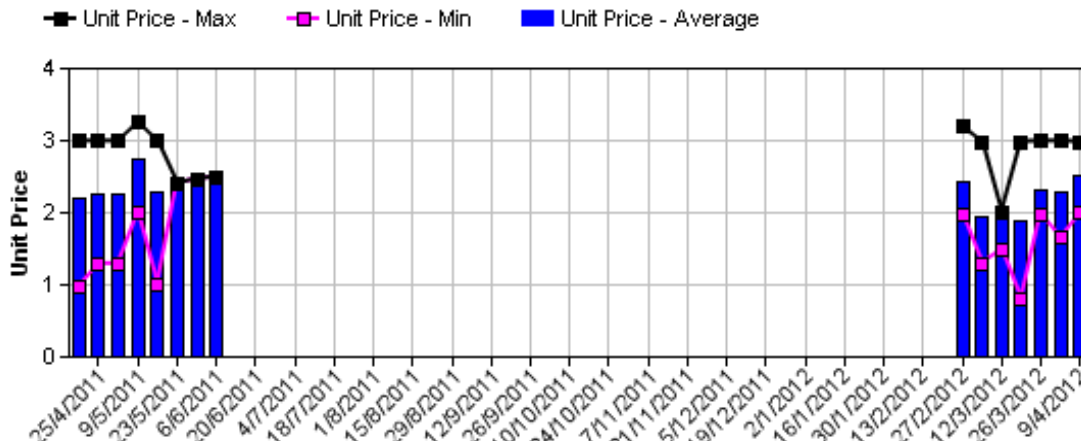


Assessment Date [Week Commencing]

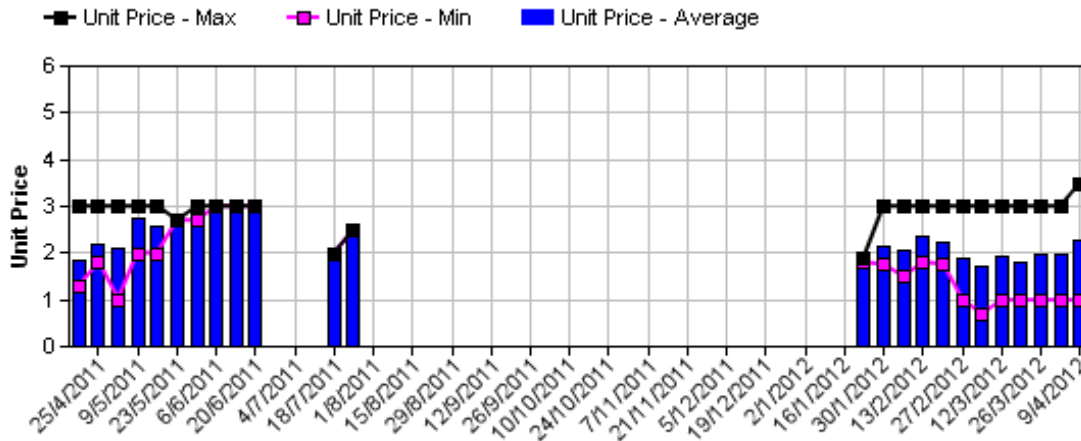
Shepard Avocado Average Retail Prices - Sydney



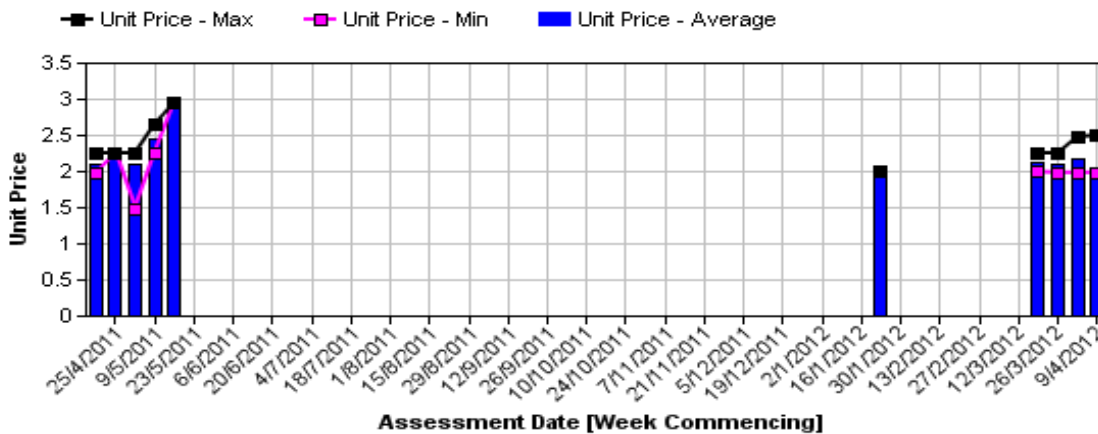
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 10th April 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Shepard	240	1.59	Store	Aus
Woolworths	Shepard	270	1.98	Cat	Aus
Coles	Shepard	250	2.48	No	Aus
Coles	Shepard	265	2.48	No	Aus
Coles	Shepard	255	2.48	No	Aus
IGA	Hass	190	2.50	No	Aus
IGA	Shepard	250	2.95	No	Aus
I	Shepard	280	2.99	No	Aus
I	Reed	570	2.99	No	Aus
I	Shepard	280	2.99	No	Aus
Foodworks	Shepard	280	2.99	No	Aus
I	Shepard	280	2.99	No	Aus
I	Shepard	290	2.99	No	Aus
I	Reed	530	3.49	No	Aus
I	Shepard	260	3.49	No	Aus
I	Shepard	280	3.49	No	Aus
I	Shepard	275	3.49	No	Aus
I	Reed	570	3.99	No	Aus
BRISBANE					
Woolworths	Shepard	280	0.98	Cat	Aus
IGA	Shepard	120	0.99	Store	Aus
Woolworths	Shepard	195	1.74	Cat	Aus
Woolworths	Shepard	230	1.74	Cat	Aus
I	Hass	190	1.79	Store	NS
IGA	Shepard	180	1.99	No	Aus
I	Shepard	200	1.99	Store	Aus
IGA	Shepard	220	1.99	No	Aus
I	Shepard	220	1.99	No	NS
I	Shepard	330	2.49	Store	Aus
Coles	Shepard	220	2.68	No	Aus
Coles	Shepard	245	2.68	No	Aus
Coles	Shepard	220	2.68	No	Aus
I	Shepard	215	2.79	Store	Aus
I	Shepard	315	2.99	Store	Aus
I	Shepard	260	3.49	Store	Aus
I	Shepard	326	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	0.98	No	NS
I	Hass	230	0.99	Store	NS
I	Shepard	260	1.99	No	NS
I	Shepard	257	1.99	No	Aus
Coles	Shepard	275	2.48	No	Aus
Coles	Shepard	275	2.48	No	Aus
Coles	Shepard	300	2.48	No	Aus
I	Shepard	280	2.49	No	NS
I	Shepard	265	2.49	No	NS
Safeway	Shepard	260	2.50	No	Aus
Safeway	Shepard	300	2.50	No	Aus
Safeway	Shepard	285	2.50	No	Aus
IGA	Shepard	275	2.69	No	Aus
IS	Hass	280	2.69	No	Aus
I	Shepard	270	2.69	No	Aus
I	Shepard	310	2.75	No	NS
I	Shepard	295	2.75	No	NS
I	Shepard	275	2.98	No	Aus
PERTH					
Woolworths	Shepard	210	1.98	No	Aus
Coles	Shepard	255	1.98	No	Aus
Coles	Shepard	250	1.98	No	Aus
Woolworths	Shepard	200	1.98	No	Aus
Coles	Shepard	255	1.98	No	Aus
Woolworths	Shepard	220	1.98	No	Aus
I	Hass	155	1.99	No	Aus
I	Fuerte	250	1.99	No	Aus
IGA	Hass	280	2.49	No	Aus
IS	Shepard	195	2.49	Store	Aus
IGA	Hass	245	2.99	No	Aus
IGA	Hass	290	3.69	No	NZ
I	Hass	225	3.99	No	Aus
I	Hass	285	4.99	No	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

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets