



## INFOCADO WEEKLY REPORT: 30th March — 5th April 2013 (Wk 14)



### Comments

- The 2013/2014 New Zealand seasonal forecast has been included in this report. See page three. It should be noted that this is an early forecast which will of course be revised closer to the start of the season.
- Coles stores in Sydney have a catalogue special running this week. Prices peaked in some Melbourne independent stores at \$4.50 per fruit. There are a number of store specials in place across Brisbane this week.
- 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.

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

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### 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.
- 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 1,155,505 5.5kg eqv trays are expected in the market place for May. 1,115,080 5.5kg eqv trays are Hass with the remainder being other varieties.

### Upcoming Holidays

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:

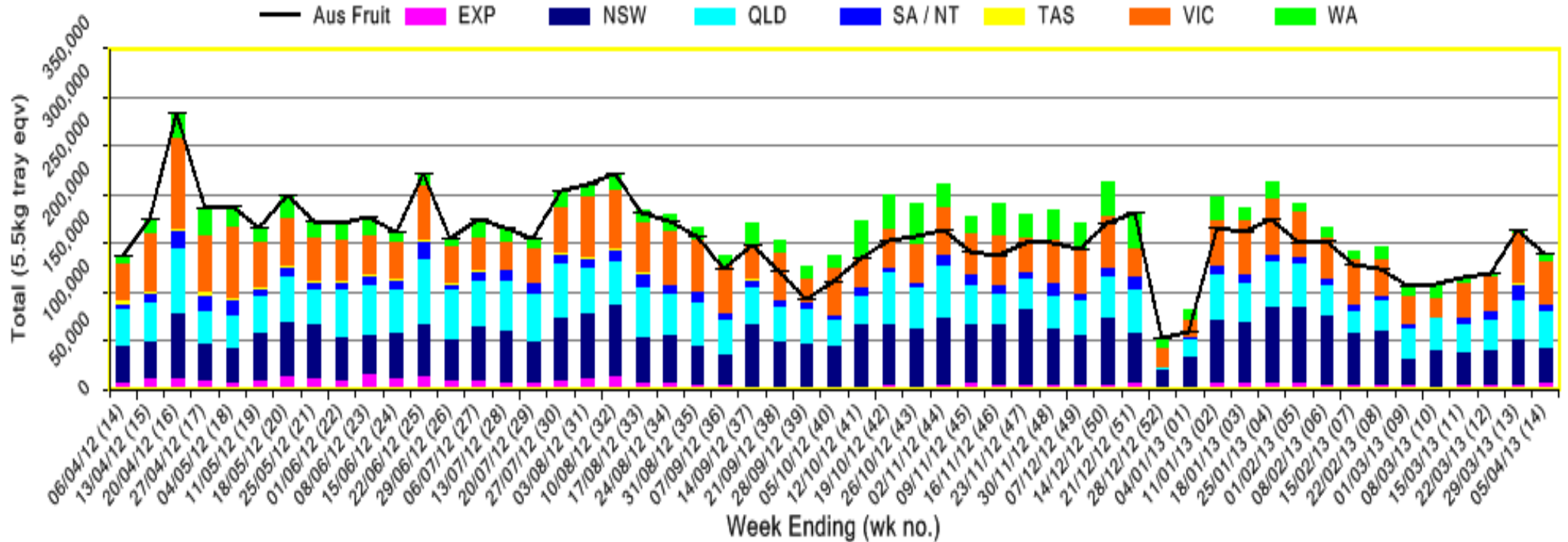
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 30th March - 5th April 2013 (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	Oil	Proc	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP								570	3,366	3,936	1,248					6,205
NSW	89	837	3,638	5,162	616	4,033	4,393	5,241	957	24,966	5,462	5,400				35,879
QLD	1	88	700	3,346	1,700	3,147	5,345	6,674	480	21,481	7,386	14,253		9,028		39,142
SA / NT			288	1,705		1,264	304	1,410		4,971	99	1,500				5,424
TAS							480			480	192					829
VIC	349	893	2,647	4,798	1,627	5,817	9,710	2,368	568	28,777	7,131	6,800				42,978
WA	6	27	26	852		997	2,360	764	169	5,201	1,656		40			8,219
<b>Total</b>	<b>445</b>	<b>1,845</b>	<b>7,299</b>	<b>15,863</b>	<b>3,943</b>	<b>15,258</b>	<b>22,592</b>	<b>17,027</b>	<b>5,540</b>	<b>89,812</b>	<b>23,174</b>	<b>27,953</b>	<b>40</b>	<b>9,028</b>	<b>138,677</b>	

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 2,081,915 5.5kg tray eqv



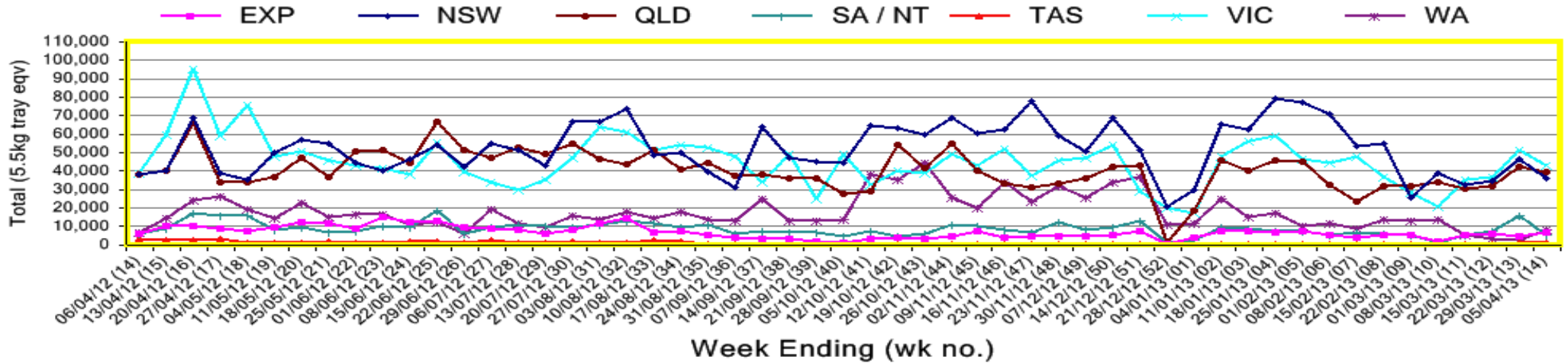


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 = 2,081,915 5.5kg tray eqv



**Week 14 contributors - Packhouses**

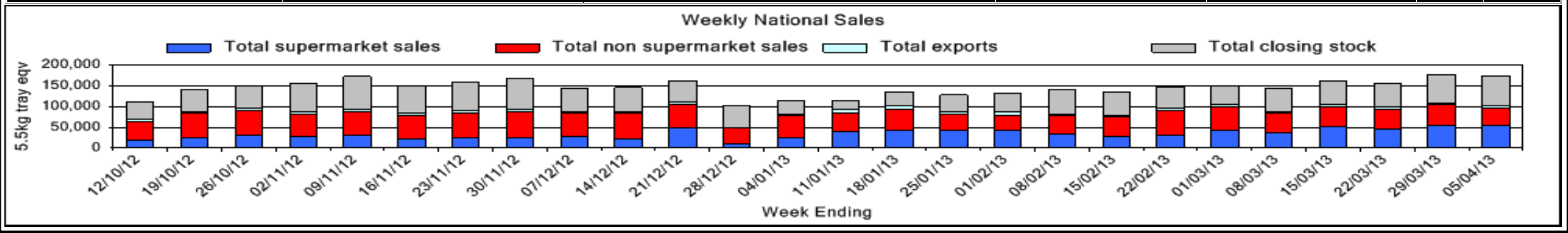
- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| Aussie Orchards Growers & Packers | One Harvest                           |
| Avocado Estates                   | R & M Waterman                        |
| B & F Sanderson Farming           | Simpson Farms Pty Ltd (Goodwood Home) |
| Bellview Orchards Pty Ltd         | Sunfresh                              |
| Donovan Family Investment Trust   | Sunnyspot Packhouse Pty Ltd           |
| Gunnado Farm                      | SuperPak                              |
| Hilltop Mareeba                   | The Avolution                         |
| ID & AM Leighton                  | Tinaroo Falls Avocado Trust           |
| Lavers Orchards                   | Tropicado Avocados                    |
| Natures Fruit Company             |                                       |

**Week 14 contributors - Wholesalers**

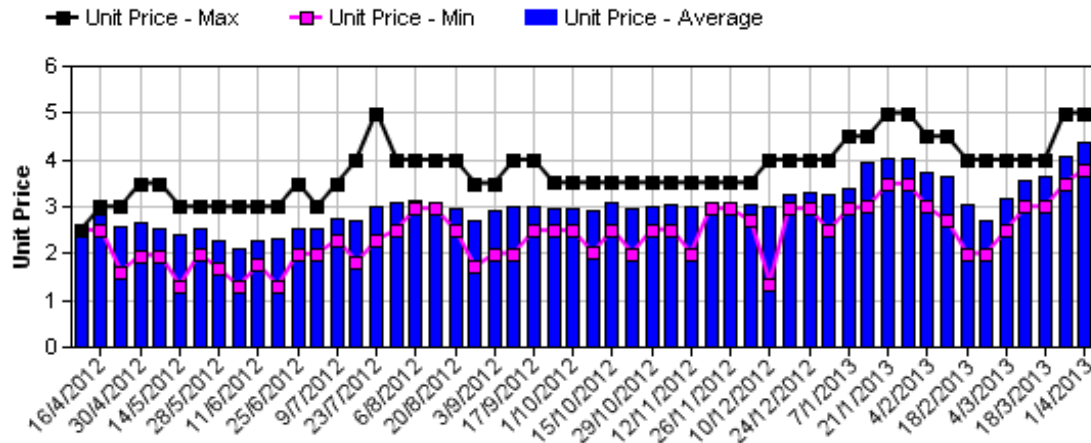
- |   |   |
|---|---|
| Allcrops Pty Ltd (Sydney)               | Fresh Choice WA Pty Ltd (Perth)           |
| C & S Ponte Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane)                    |
| Costa Farms (Adelaide)                  | Sculli & Co Pty Ltd (Melbourne)           |
| Costa Farms (Brisbane)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

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

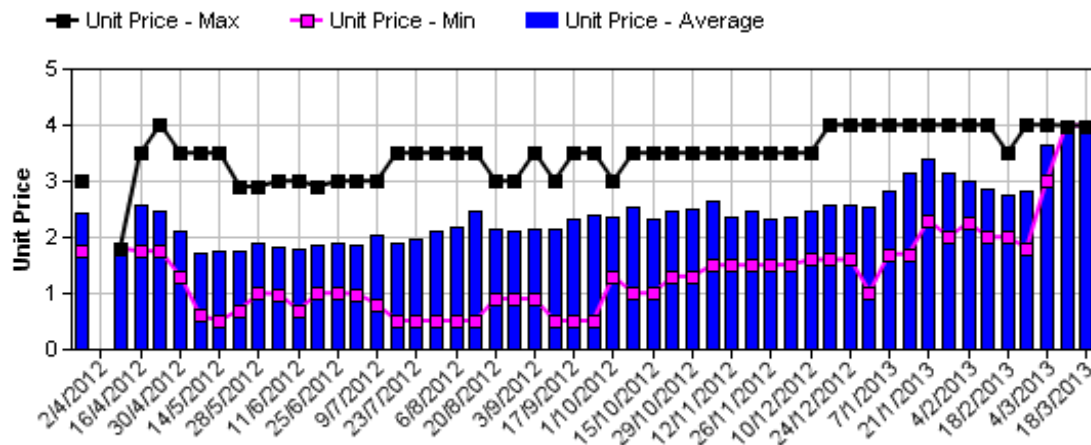
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>		8,688		<b>8,688</b>							5,400		5,400	<b>982</b>		9,670		<b>9,670</b>
<b>Total non supermarket sales</b>	2,877	3,958	83	<b>6,918</b>	1,152	700		1,852	<b>3,367</b>						4,972	5,231	83	<b>10,285</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>2,877</b>	<b>12,646</b>	<b>83</b>	<b>15,606</b>	<b>1,152</b>	<b>700</b>		<b>1,852</b>	<b>3,367</b>		<b>5,400</b>		<b>5,400</b>	<b>982</b>	<b>4,972</b>	<b>14,901</b>	<b>83</b>	<b>19,955</b>
<b>Total Stock on Hand</b>	<b>137</b>	<b>3,370</b>	<b>49</b>	<b>3,556</b>	<b>384</b>	<b>257</b>		<b>641</b>	<b>1,165</b>						<b>835</b>	<b>3,837</b>	<b>49</b>	<b>4,721</b>
QLD																		
<b>Total supermarket sales</b>		12,405		<b>12,405</b>		480	96	576	<b>1,047</b>		4,800		4,800	<b>873</b>		14,150	175	<b>14,325</b>
<b>Total non supermarket sales</b>		13,720	2	<b>13,722</b>		496	309	805	<b>1,464</b>							14,622	564	<b>15,186</b>
<b>Total exports</b>		3,936		<b>3,936</b>		1,248		1,248	<b>2,269</b>							6,205		<b>6,205</b>
<b>Total sales</b>		<b>30,061</b>	<b>2</b>	<b>30,063</b>		<b>2,224</b>	<b>405</b>	<b>2,629</b>	<b>4,780</b>		<b>4,800</b>		<b>4,800</b>	<b>873</b>		<b>34,977</b>	<b>738</b>	<b>35,716</b>
<b>Total Stock on Hand</b>	<b>876</b>	<b>29,871</b>		<b>30,747</b>	<b>600</b>	<b>692</b>	<b>174</b>	<b>1,466</b>	<b>2,665</b>						<b>1,967</b>	<b>31,129</b>	<b>316</b>	<b>33,412</b>
SA & TAS																		
<b>Total supermarket sales</b>		8,321		<b>8,321</b>							1,500		1,500	<b>273</b>		8,594		<b>8,594</b>
<b>Total non supermarket sales</b>	567	1,686		<b>2,253</b>	252	410		662	<b>1,204</b>						1,025	2,431		<b>3,457</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>567</b>	<b>10,007</b>		<b>10,574</b>	<b>252</b>	<b>410</b>		<b>662</b>	<b>1,204</b>		<b>1,500</b>		<b>1,500</b>	<b>273</b>	<b>1,025</b>	<b>11,025</b>		<b>12,050</b>
<b>Total Stock on Hand</b>	<b>2,960</b>	<b>9,909</b>		<b>12,869</b>	<b>225</b>	<b>835</b>		<b>1,060</b>	<b>1,927</b>						<b>3,369</b>	<b>11,427</b>		<b>14,796</b>
VIC																		
<b>Total supermarket sales</b>		13,995		<b>13,995</b>		576		576	<b>1,047</b>		4,800		4,800	<b>873</b>		15,915		<b>15,915</b>
<b>Total non supermarket sales</b>	1,429	6,705		<b>8,134</b>	381	1,289		1,670	<b>3,036</b>						2,122	9,048		<b>11,170</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>1,429</b>	<b>20,700</b>		<b>22,129</b>	<b>381</b>	<b>1,865</b>		<b>2,246</b>	<b>4,084</b>		<b>4,800</b>		<b>4,800</b>	<b>873</b>	<b>2,122</b>	<b>24,963</b>		<b>27,085</b>
<b>Total Stock on Hand</b>	<b>2,811</b>	<b>7,689</b>		<b>10,500</b>	<b>827</b>	<b>3,112</b>		<b>3,939</b>	<b>7,162</b>						<b>4,315</b>	<b>13,347</b>		<b>17,662</b>
WA																		
<b>Total supermarket sales</b>	351	3,630		<b>3,981</b>	23	384		407	<b>740</b>						393	4,328		<b>4,721</b>
<b>Total non supermarket sales</b>	2,343	37		<b>2,380</b>	95			95	<b>173</b>						2,516	37		<b>2,553</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>2,694</b>	<b>3,667</b>		<b>6,361</b>	<b>118</b>	<b>384</b>		<b>502</b>	<b>913</b>						<b>2,909</b>	<b>4,365</b>		<b>7,274</b>
<b>Total Stock on Hand</b>	<b>1,369</b>	<b>305</b>		<b>1,674</b>	<b>31</b>			<b>31</b>	<b>56</b>						<b>1,425</b>	<b>305</b>		<b>1,730</b>
Total																		
<b>Total supermarket sales</b>	351	47,039		<b>47,390</b>	23	1,440	96	1,559	<b>2,835</b>		16,500		16,500	<b>3,000</b>	393	52,657	175	<b>53,225</b>
<b>Total non supermarket sales</b>	7,216	26,106	85	<b>33,407</b>	1,880	2,895	309	5,084	<b>9,244</b>						10,634	31,369	647	<b>42,650</b>
<b>Total exports</b>		3,936		<b>3,936</b>		1,248		1,248	<b>2,269</b>							6,205		<b>6,205</b>
<b>Total sales</b>	<b>7,567</b>	<b>77,081</b>	<b>85</b>	<b>84,733</b>	<b>1,903</b>	<b>5,583</b>	<b>405</b>	<b>7,891</b>	<b>14,347</b>		<b>16,500</b>		<b>16,500</b>	<b>3,000</b>	<b>11,027</b>	<b>90,232</b>	<b>821</b>	<b>102,080</b>
<b>Total Stock on Hand</b>	<b>8,153</b>	<b>51,144</b>	<b>49</b>	<b>59,346</b>	<b>2,067</b>	<b>4,896</b>	<b>174</b>	<b>7,137</b>	<b>12,976</b>						<b>11,911</b>	<b>60,046</b>	<b>365</b>	<b>72,322</b>



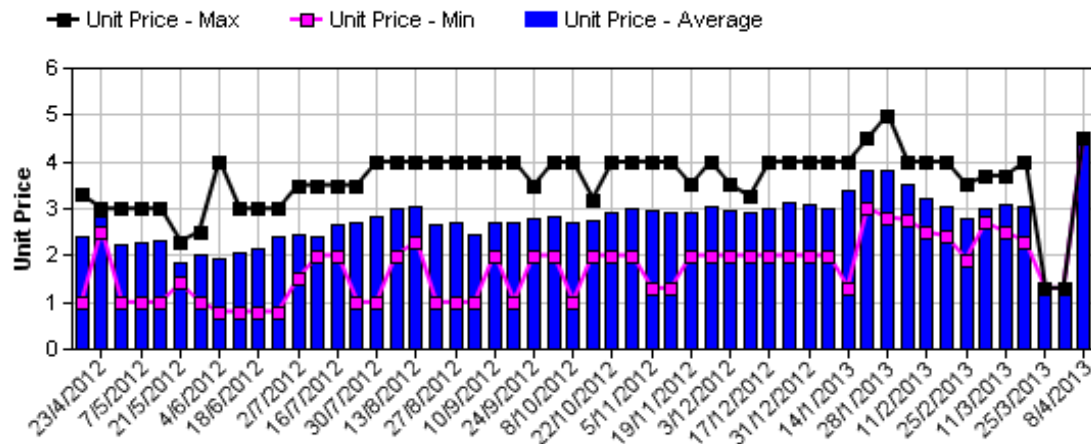
### Hass Avocado Average Retail Prices - Sydney



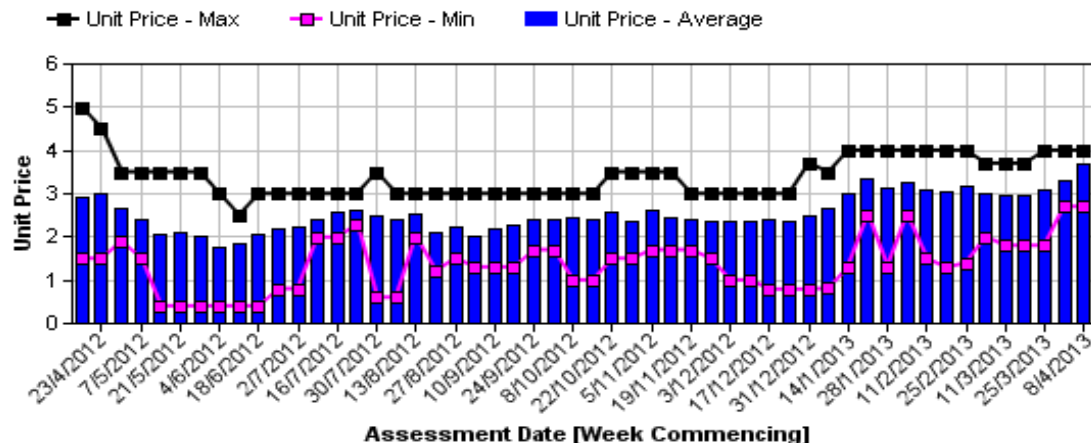
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

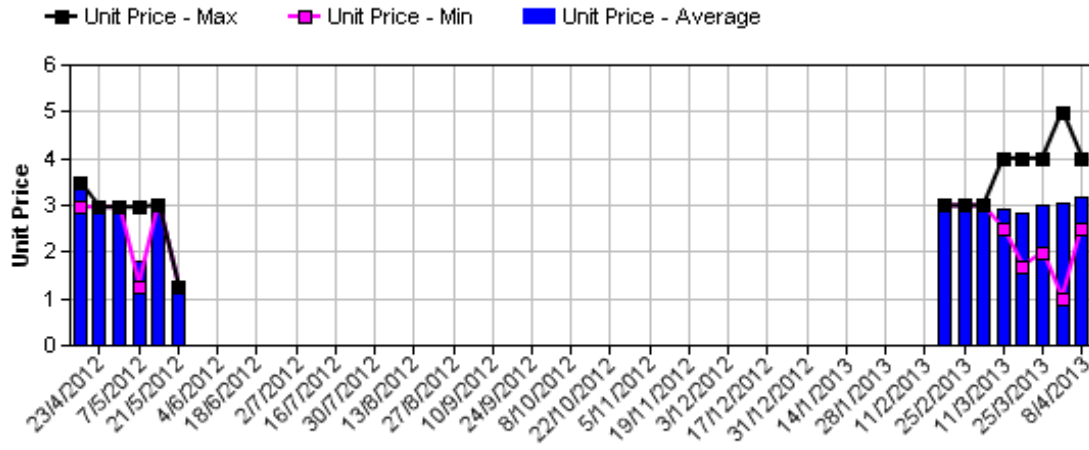


### Hass Avocado Average Retail Prices - Perth

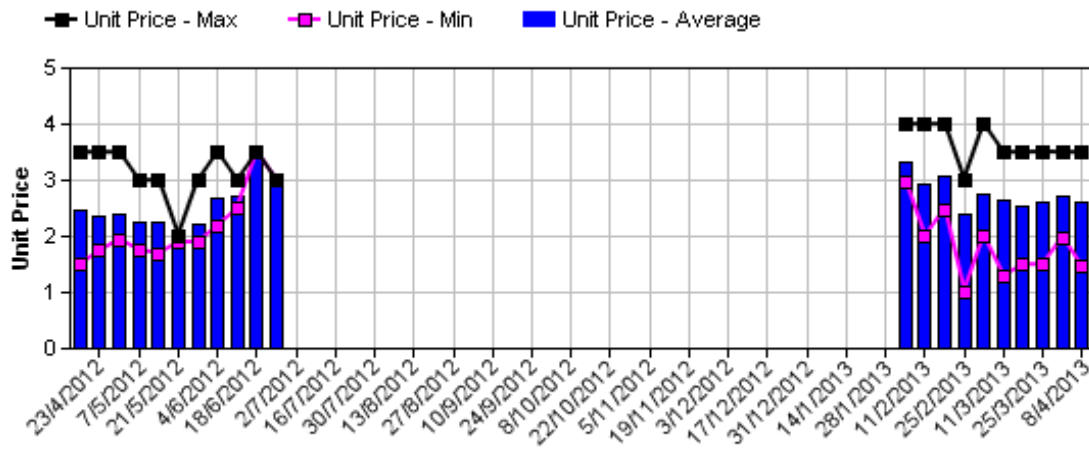


Assessment Date [Week Commencing]

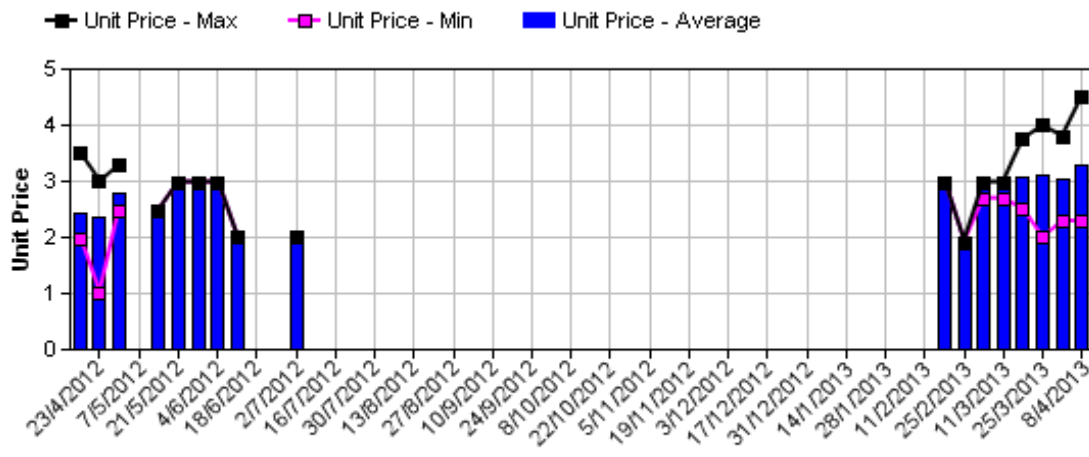
### Shepard Avocado Average Retail Prices - Sydney



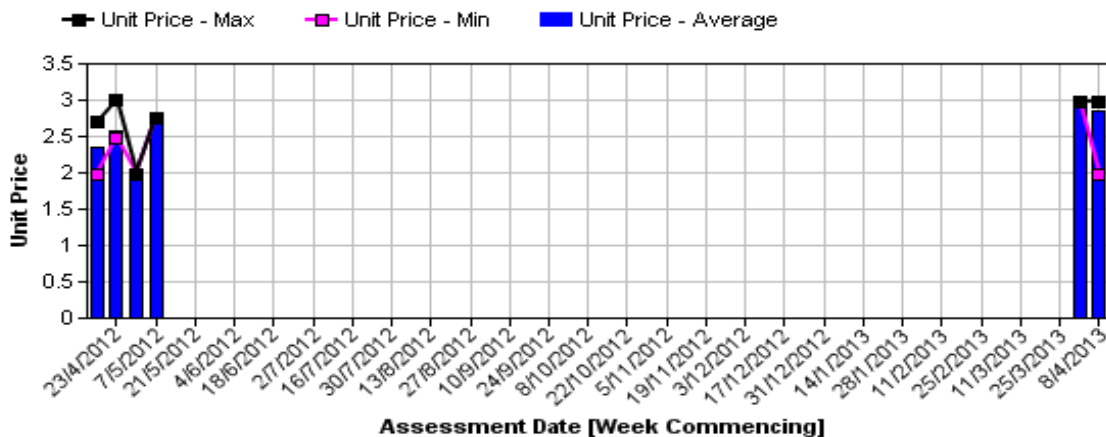
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 8th April 2013

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	300	2.50	Store	Aus	I	Fuerte	155	1.99	No	NS
Coles	Shepard	260	2.98	Cat	Aus	Safeway	Shepard	230	2.28	No	Aus
Woolworths	Shepard	260	2.98	No	Aus	I	Shepard	300	2.49	No	NS
Woolworths	Shepard	240	2.98	No	Aus	I	Shepard	220	2.49	No	NS
Coles	Shepard	270	2.98	Cat	Aus	Coles	Shepard	220	2.98	No	Aus
Woolworths	Shepard	260	2.98	No	Aus	Safeway	Shepard	215	2.98	No	Aus
Coles	Shepard	250	2.98	Cat	Aus	Coles	Fuerte	200	2.98	No	Aus
I	Shepard	260	2.99	No	Aus	Safeway	Shepard	200	2.98	No	Aus
IGA	Shepard	220	2.99	No	Aus	Coles	Shepard	240	2.98	No	Aus
I	Shepard	260	2.99	No	Aus	IS	Fuerte	300	2.99	No	Aus
I	Shepard	280	2.99	No	Aus	IGA	Shepard	200	2.99	No	NS
I	Shepard	280	3.49	No	Aus	I	Shepard	250	3.48	No	Aus
I	Shepard	300	3.50	No	Aus	I	Shepard	300	3.69	No	Aus
IGA	Shepard	260	3.50	No	Aus	I	Shepard	300	3.69	No	Aus
Foodworks	Shepard	280	3.79	No	Aus	I	Shepard	240	4.49	No	Aus
I	Shepard	310	3.99	No	Aus	I	Shepard	330	4.50	No	Aus
<b>BRISBANE</b>						I	Hass	280	4.50	No	Aus
IGA	Shepard	180	1.45	Store	Aus	<b>PERTH</b>					
Woolworths	Shepard	200	1.98	Store	Aus	I	Shepard	165	1.98	No	Aus
IGA	Shepard	180	1.99	No	Aus	IS	Hass	200	2.69	Store	Aus
Woolworths	Shepard	210	2.48	Store	Aus	Coles	Shepard	220	2.98	No	Aus
Woolworths	Shepard	255	2.48	Store	Aus	Woolworths	Shepard	215	2.98	No	Aus
I	Shepard	220	2.50	Store	Aus	Woolworths	Shepard	215	2.98	No	Aus
I	Shepard	225	2.79	Store	Aus	Woolworths	Shepard	210	2.98	No	Aus
Coles	Shepard	240	2.98	Store	Aus	Coles	Shepard	215	2.98	No	Aus
Coles	Shepard	200	2.98	Store	Aus	Coles	Shepard	215	2.98	No	Aus
IGA	Shepard	190	2.98	No	Aus	I	Hass	295	2.99	No	Aus
I	Shepard	260	2.99	No	Aus	I	Hass	245	3.50	No	Aus
I	Shepard	240	3.00	Store	Aus	I	Hass	270	3.99	No	Aus
I	Shepard	286	3.49	Store	Aus	IGA	Hass	300	3.99	No	Aus
						IGA	Hass	340	3.99	No	Aus
						IGA	Hass	240	3.99	No	Aus
						IGA	Hass	240	3.99	No	Aus
						I	Hass	295	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