



# INFOCADO WEEKLY REPORT: 7th — 13th April 2012 (Wk 15)



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- Volumes into the market place increased slightly last week with 174,797 5.5kg eqv trays vs 135,450 5.5kg eqv trays the week before. The forecast for the next 4 weeks shows volumes hovering around this figure.
- All growers need to ensure fruit has reached the relevant Dry Matter levels prior to harvest. Hass needs to be at least 23% and Shepard at least 21%. Instructions on how to test Dry Matter at home can be found on our website by following the link on the left.
- 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.

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

- 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](mailto: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](mailto: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.

## 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

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:

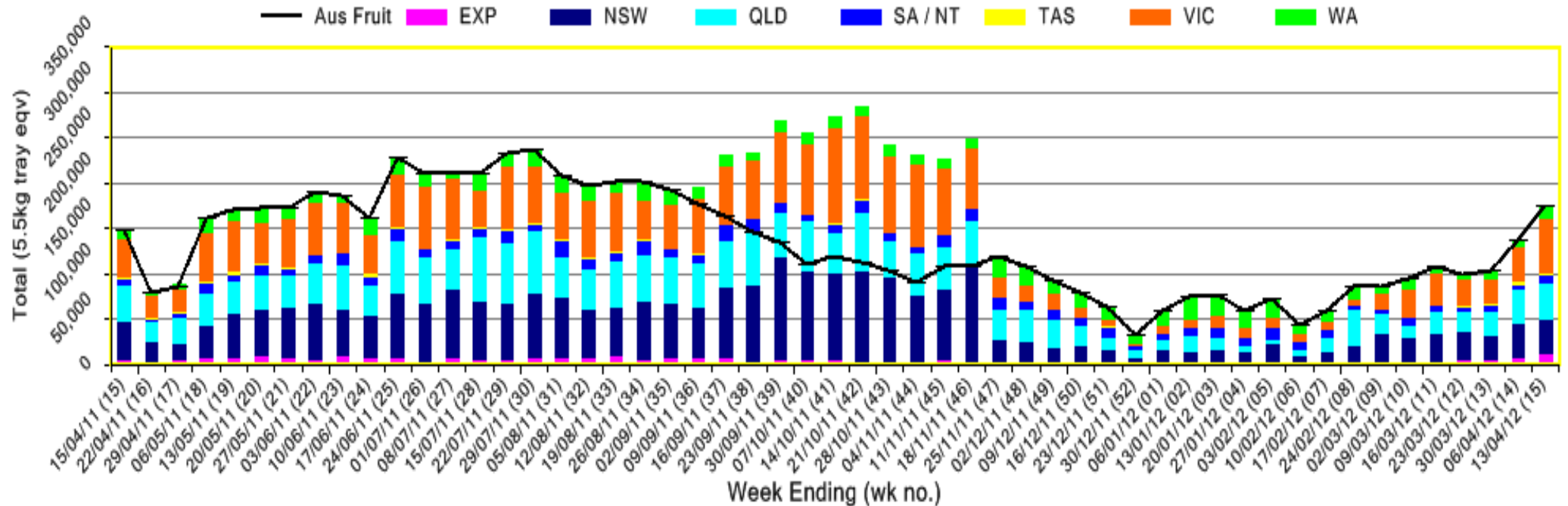
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 7th April - 13th April 2012 (Wk 15)**

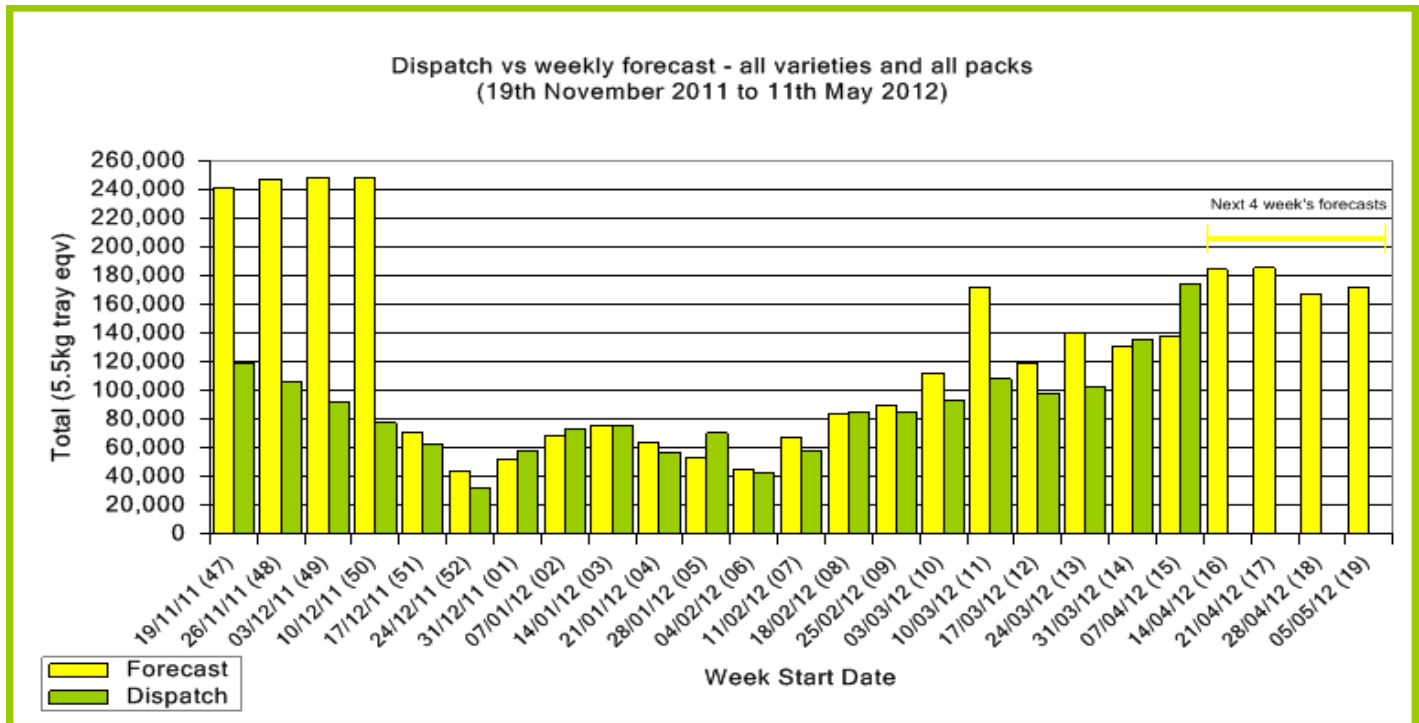
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP									2,686	2,021	4,707	2,967			10,102
NSW	36	620	1,889	4,745	1,504	2,957	8,863	2,340	22	22,976	9,157	1,194		39,842	
QLD	119	284	1,114	4,268	1,664	4,066	6,627	8,138		26,280	7,126	2,280	2,000	40,015	
SA / NT		38	813	3,343	40	1,103	2,654	527		8,518	192	400		8,940	
TAS						450	1,232			1,682	192			2,031	
VIC	308	2,285	5,558	10,177	2,798	11,313	9,408	3,027	70	44,944	7,645	4,276		59,621	
WA		99	268	2,230		1,568	2,877	1,604		8,646	3,080			14,246	
<b>Total</b>	<b>463</b>	<b>3,326</b>	<b>9,642</b>	<b>24,763</b>	<b>6,006</b>	<b>21,457</b>	<b>31,661</b>	<b>18,322</b>	<b>2,113</b>	<b>117,753</b>	<b>30,359</b>	<b>8,150</b>	<b>2,000</b>	<b>174,797</b>	

**Throughput Australian & NZ avocados by destination state**  
Throughput 1st January 2012 to date = 1,319,361 5.5kg tray eqv



Forecast Data (Week 15 - 19)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 15 - begin 07/04/2012</b>					
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
<b>Week Total</b>	<b>116,193</b>	<b>11,076</b>	<b>4,000</b>	<b>4,000</b>	<b>137,785</b>
<b>Week 16 - begin 14/04/2012</b>					
Fuerte	980	1,005			2,807
Hass	80,000	29,200	4,000		133,818
Pinkerton	1,200	900			2,836
Sharwil	950	360			1,605
Shepard	38,500	1,900	3,000	2,500	42,955
Wurtz	300	50			391
<b>Week Total</b>	<b>121,930</b>	<b>33,415</b>	<b>7,000</b>	<b>2,500</b>	<b>184,413</b>
<b>Week 17 - begin 21/04/2012</b>					
Fuerte	60				60
Hass	99,000	29,520	4,000		153,400
Shepard	26,500	700	3,000	2,500	28,773
Wurtz	3,300	50			3,391
<b>Week Total</b>	<b>128,860</b>	<b>30,270</b>	<b>7,000</b>	<b>2,500</b>	<b>185,624</b>
<b>Week 18 - begin 28/04/2012</b>					
Fuerte	40				40
Hass	99,000	30,150	4,000		154,545
Shepard	9,500	200			9,864
Wurtz	3,250	40			3,323
<b>Week Total</b>	<b>111,790</b>	<b>30,390</b>	<b>4,000</b>		<b>167,772</b>
<b>Week 19 - begin 05/05/2012</b>					
Hass	136,500	12,200	4,000		159,409
Shepard	9,100	100			9,282
Wurtz	3,200	40			3,273
<b>Week Total</b>	<b>148,800</b>	<b>12,340</b>	<b>4,000</b>		<b>171,963</b>

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 15 - begin 7/04/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	1,654	943			3,369
Fuerte	1,578	488			2,465
Hass	66,013	16,030	6,700		96,376
Pinkerton	800	882			2,404
Sharwil	1,341	344			1,966
Shepard	43,597	11,199	1,450	2,000	64,587
Wurtz	2,770	473			3,630
<b>Total</b>	<b>117,753</b>	<b>30,359</b>	<b>8,150</b>	<b>2,000</b>	<b>174,797</b>



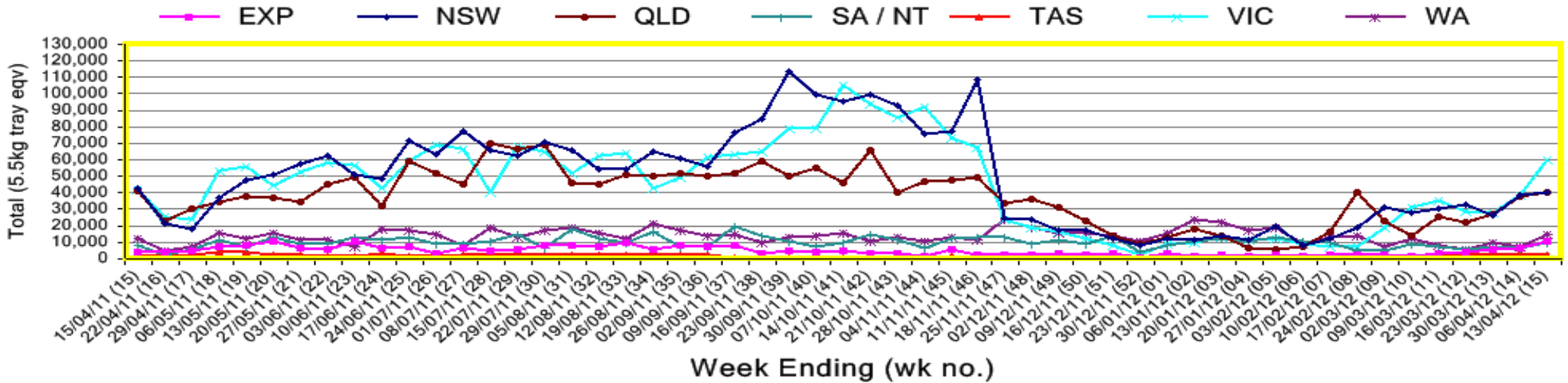
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	<b>3,115,656</b>
<b>Australia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

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 = 1,319,361 5.5kg tray eqv



**Week 15 contributors - Packhouses**

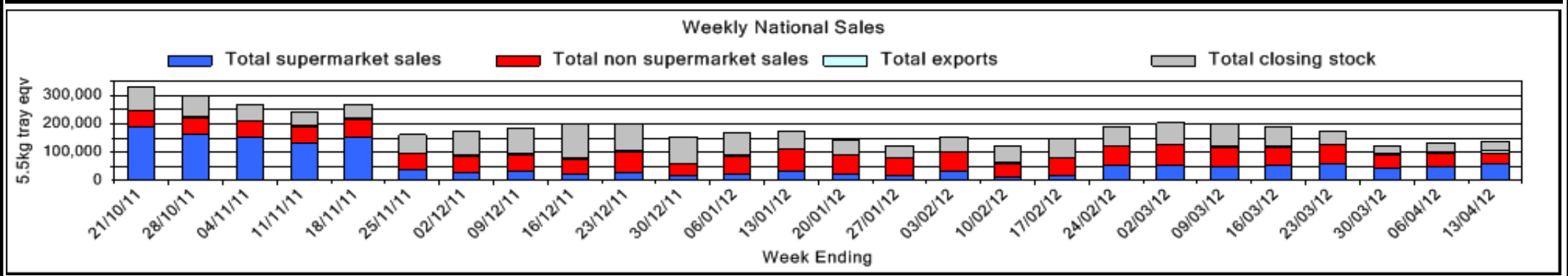
Donovan Family Investment Trust	Simpson Farms Pty Ltd (Goodwood Home)
ID & AM Leighton	Sunfresh
Lavers Orchards	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak
One Harvest	Tinaroo Falls Avocado Trust
R & M Waterman	

**Week 15 contributors - Wholesalers**

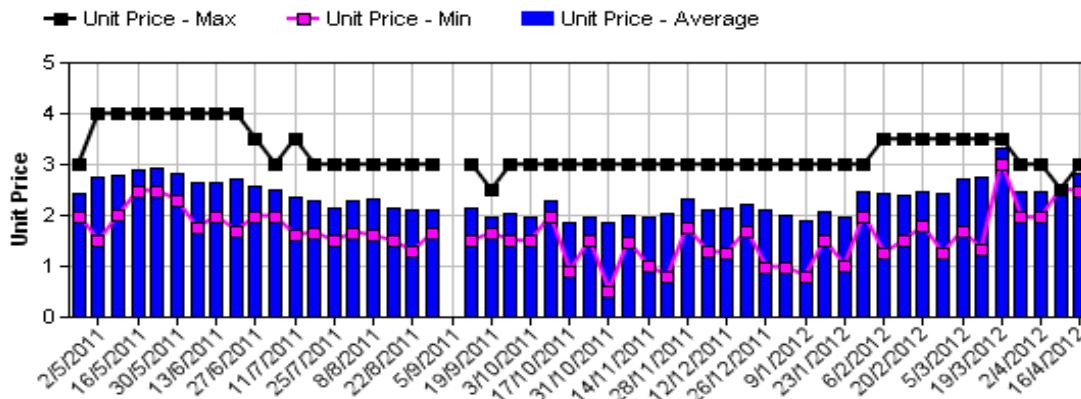
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)

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

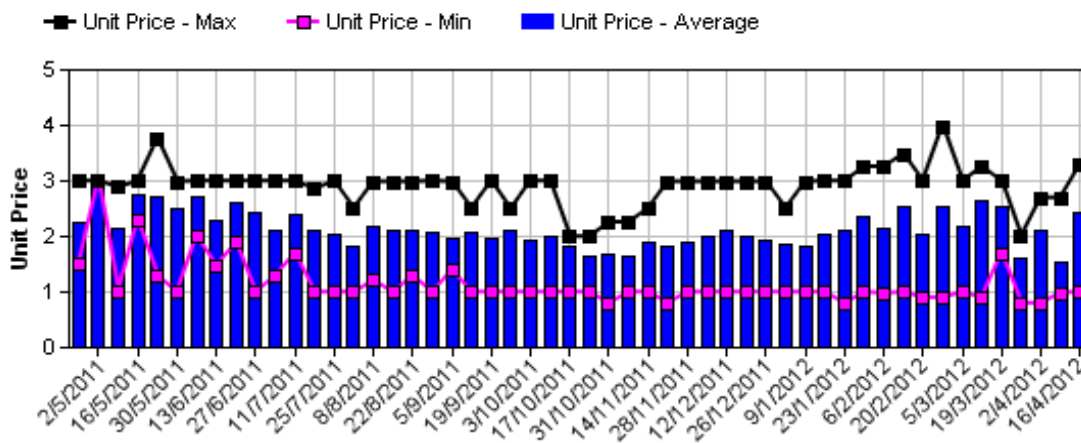
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	7,064	2,013	321	9,398	47	360		407	740	864	330		1,194	217	7,307	2,728	321	10,355
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	5,502	7,249		12,751	384	384		768	1,396		360		360	65	6,200	8,013		14,213
<b>Total non supermarket sales</b>	13,334	2,161		15,495	694	1,476		2,170	3,945						14,596	4,845		19,440
<b>Total exports</b>	3,854	853		4,707	1,806	1,161		2,967	5,395						7,138	2,964		10,102
<b>Total sales</b>	22,690	10,263		32,953	2,884	3,021		5,905	10,736		360		360	65	27,934	15,821		43,755
<b>Total Stock on Hand</b>	9,765	1,317		11,082	634	417		1,051	1,911						10,918	2,075		12,993
SA & TAS																		
<b>Total supermarket sales</b>	3,040	5,047		8,087		192		192	349		400		400	73	3,040	5,469		8,509
<b>Total non supermarket sales</b>	2,109	155	1,220	3,484	175	56	52	283	515						2,427	257	1,315	3,999
<b>Total exports</b>																		
<b>Total sales</b>	5,149	5,202	1,220	11,571	175	248	52	475	864		400		400	73	5,467	5,726	1,315	12,507
<b>Total Stock on Hand</b>	5,358	945	4,221	10,524	308	167	1,613	2,088	3,796						5,918	1,249	7,154	14,320
VIC																		
<b>Total supermarket sales</b>	13,729	9,874		23,603	1,440			1,440	2,618		360		360	65	16,347	9,939		26,287
<b>Total non supermarket sales</b>	3,039	3,747	1,259	8,045		296	69	365	664						3,039	4,285	1,385	8,709
<b>Total exports</b>																		
<b>Total sales</b>	16,768	13,621	1,259	31,648	1,440	296	69	1,805	3,282		360		360	65	19,386	14,224	1,385	34,995
<b>Total Stock on Hand</b>	519	782	502	1,803											519	782	502	1,803
WA																		
<b>Total supermarket sales</b>	804	3,670		4,474											804	3,670		4,474
<b>Total non supermarket sales</b>	623	634		1,257	356			356	647						1,270	634		1,904
<b>Total exports</b>																		
<b>Total sales</b>	1,427	4,304		5,731	356			356	647						2,074	4,304		6,378
<b>Total Stock on Hand</b>		2		2												2		2
Total																		
<b>Total supermarket sales</b>	29,227	26,550		55,777	1,824	613		2,437	4,431	864	1,450		2,314	421	32,700	27,928		60,629
<b>Total non supermarket sales</b>	20,017	8,000	2,800	30,817	1,272	2,151	121	3,544	6,444						22,330	11,911	3,020	37,261
<b>Total exports</b>	3,854	853		4,707	1,806	1,161		2,967	5,395						7,138	2,964		10,102
<b>Total sales</b>	53,098	35,403	2,800	91,301	4,902	3,925	121	8,948	16,269	864	1,450		2,314	421	62,168	42,803	3,020	107,991
<b>Total Stock on Hand</b>	15,642	3,337	4,723	23,702	942	584	1,613	3,139	5,707						17,355	4,398	7,656	29,409



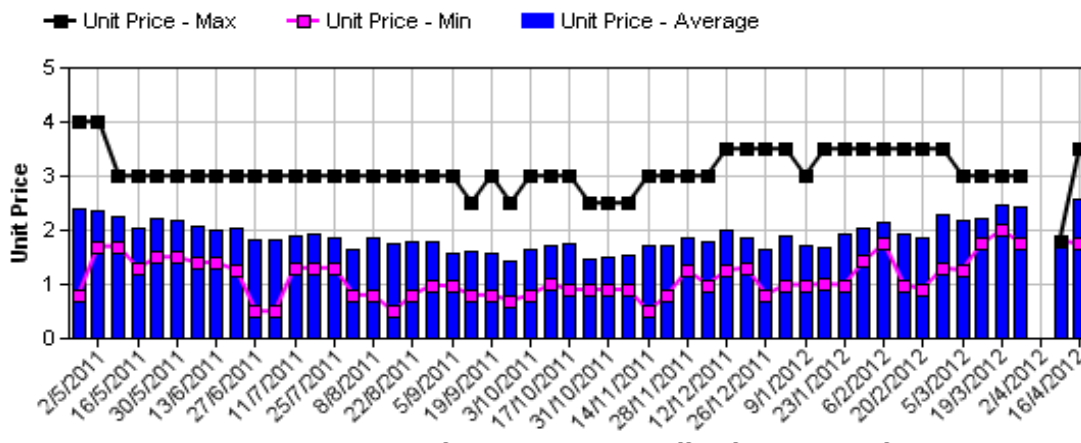
Hass Avocado Average Retail Prices - Sydney



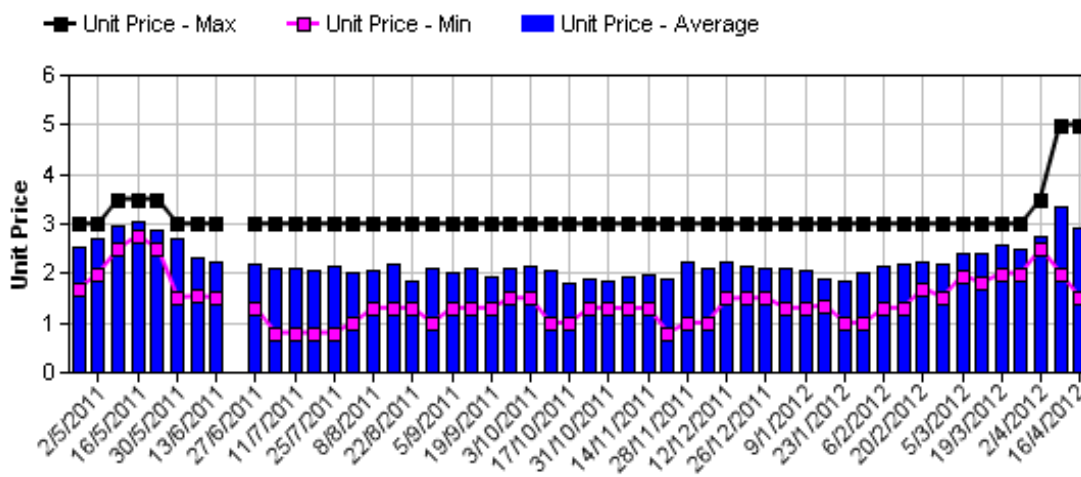
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



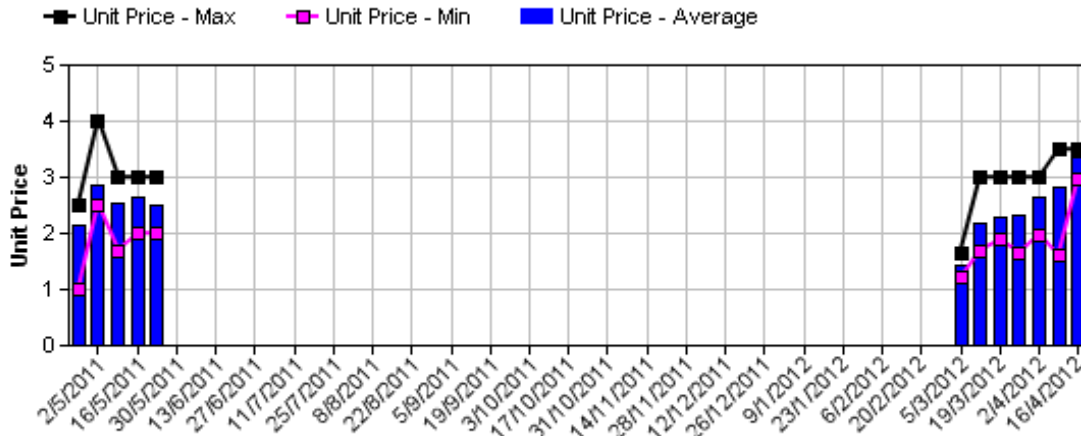
Hass Avocado Average Retail Prices - Perth



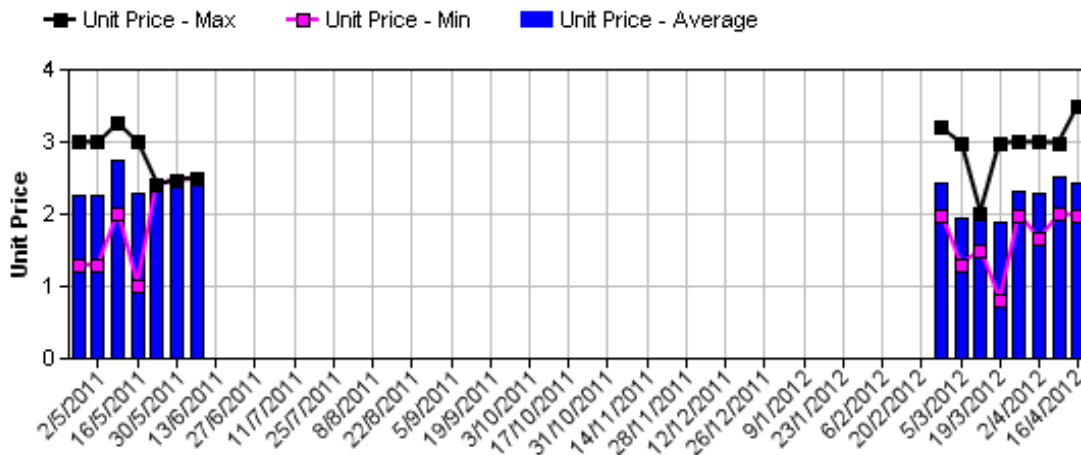
Assessment Date [Week Commencing]



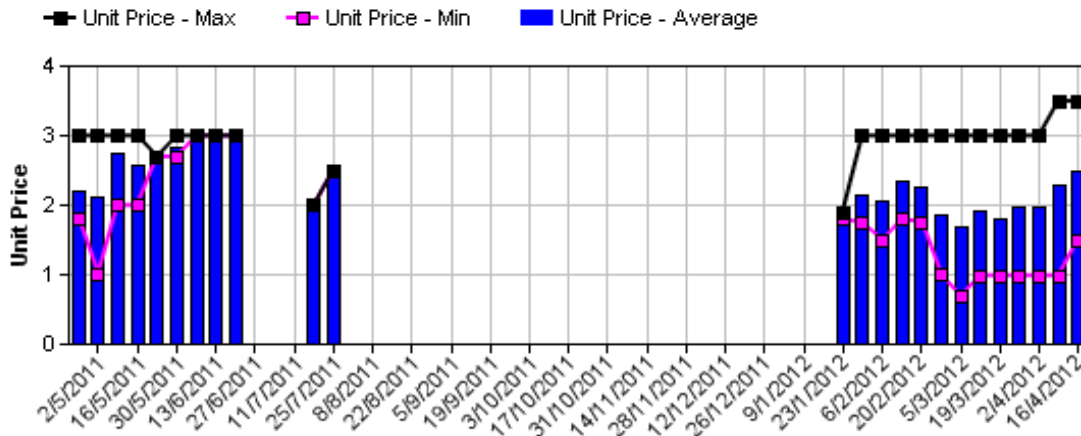
### Shepard Avocado Average Retail Prices - Sydney



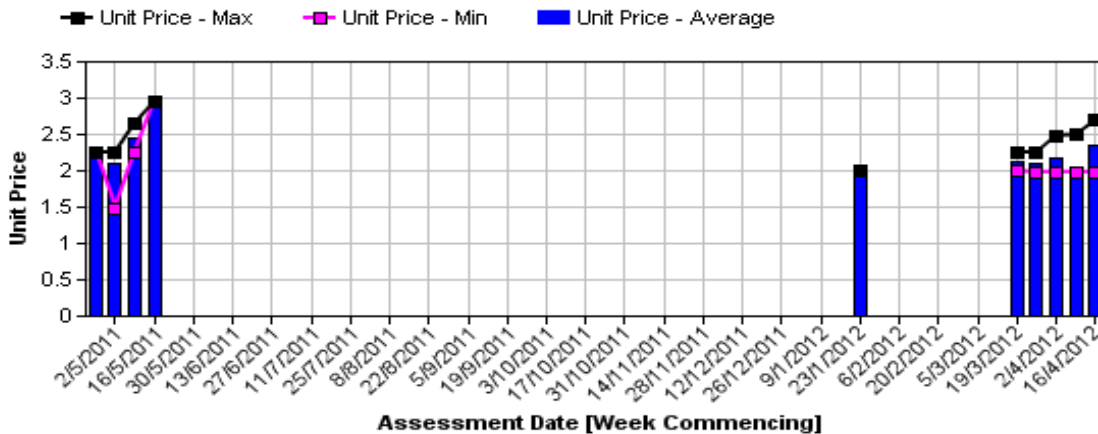
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 16th April 2012

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>					
Coles	Hass	280	2.48	No	Aus	I	Hass	240	0.99	No	NS
Coles	Hass	270	2.48	No	Aus	Safeway	Shepard	260	1.98	Cat	Aus
Coles	Hass	260	2.48	No	Aus	Safeway	Shepard	260	1.98	Cat	Aus
IGA	Hass	200	2.50	No	Aus	Coles	Shepard	245	1.98	No	Aus
I	Hass	280	2.69	No	Aus	Coles	Shepard	255	1.98	No	Aus
IGA	Shepard	310	2.95	No	Aus	Coles	Shepard	265	1.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Shepard	235	1.99	No	NS
Woolworths	Hass	305	2.98	No	Aus	IS	Shepard	270	1.99	Cat	Aus
Woolworths	Hass	240	2.98	No	Aus	I	Shepard	247	2.40	No	NS
IGA	Hass	260	2.99	No	Aus	I	Shepard	2.85	2.49	No	NS
I	Hass	250	2.99	No	Aus	I	Shepard	300	2.98	No	Aus
Foodworks	Hass	270	2.99	No	Aus	I	Shepard	260	2.99	No	NS
I	Hass	250	2.99	No	Aus	IGA	Hass	280	2.99	No	Aus
I	Hass	280	2.99	No	Aus	I	Hass	305	3.29	No	Aus
I	Shepard	340	3.49	No	Aus	I	Shepard	290	3.50	No	NS
I	Shepard	330	3.49	No	Aus	I	Shepard	285	3.50	No	NS
I	Shepard	310	3.49	No	Aus	<b>PERTH</b>					
<b>BRISBANE</b>						I	Hass	165	1.49	No	Aus
Woolworths	Shepard	275	1.50	Store	Aus	Coles	Shepard	210	1.98	No	Aus
IGA	Hass	195	1.74	No	Aus	Coles	Shepard	210	1.98	No	Aus
Woolworths	Shepard	185	1.94	No	Aus	Coles	Shepard	200	1.98	No	Aus
I	Hass	200	1.99	No	NS	I	Fuerte	180	1.99	No	Aus
I	Shepard	235	1.99	Store	Aus	I	Hass	165	1.99	No	Aus
IGA	Hass	200	1.99	No	NS	Woolworths	Shepard	200	2.48	Store	Aus
Coles	Shepard	260	2.48	No	Aus	Woolworths	Shepard	210	2.48	Store	Aus
Coles	Hass	280	2.48	No	Aus	Woolworths	Shepard	210	2.48	Store	Aus
Coles	Hass	235	2.48	Cat	Aus	I	Hass	210	2.49	No	Aus
I	Hass	275	2.89	Store	Aus	IGA	Hass	180	2.49	No	Aus
I	Hass	235	2.99	No	Aus	IGA	Shepard	200	2.69	No	Aus
I	Shepard	250	2.99	Store	Aus	IS	Shepard	180	2.69	Store	Aus
I	Hass	275	2.99	Store	Aus	I	Fuerte	250	2.99	No	Aus
I	Shepard	275	2.99	Store	Aus	IGA	Hass	260	3.99	No	Aus
I	Shepard	215	3.49	Store	Aus	I	Hass	280	4.99	No	NZ
I	Hass	315	3.49	Store	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

### 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