



INFOCADO WEEKLY REPORT: 6th April — 12th April 2013 (Wk 15)



Comments

- The Infocado team is aiming to publish the April 2013 Quarterly Report within the next week. Only a couple of packhouses are yet to resubmit their forecasts and we are in the process of following up with them.
- Woolworths stores in Sydney have a catalogue special running this week. Prices peaked in a Perth independent store at \$4.89 per fruit. Shepards were spotted frequently in Perth stores yesterday. To help educate consumers an article on green skin avocados was supplied to a major Western Australian newspaper. The message about some varieties of avocados not changing colour as they ripen is certainly something industry needs to continue to communicate, particularly at this time of year.
- All Australian industry members are encouraged to apply to access the Best Practice Resource (BPR). The system is designed to house all information relating to best recommended practices for each supply chain sector. The content is extensive and additional materials will be uploaded in the coming months. To apply for access go to www.avocado.org.au, click on the Best Practice tab and follow the prompts.

[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

- 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

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IMPORTANT and PLEASE NOTE:

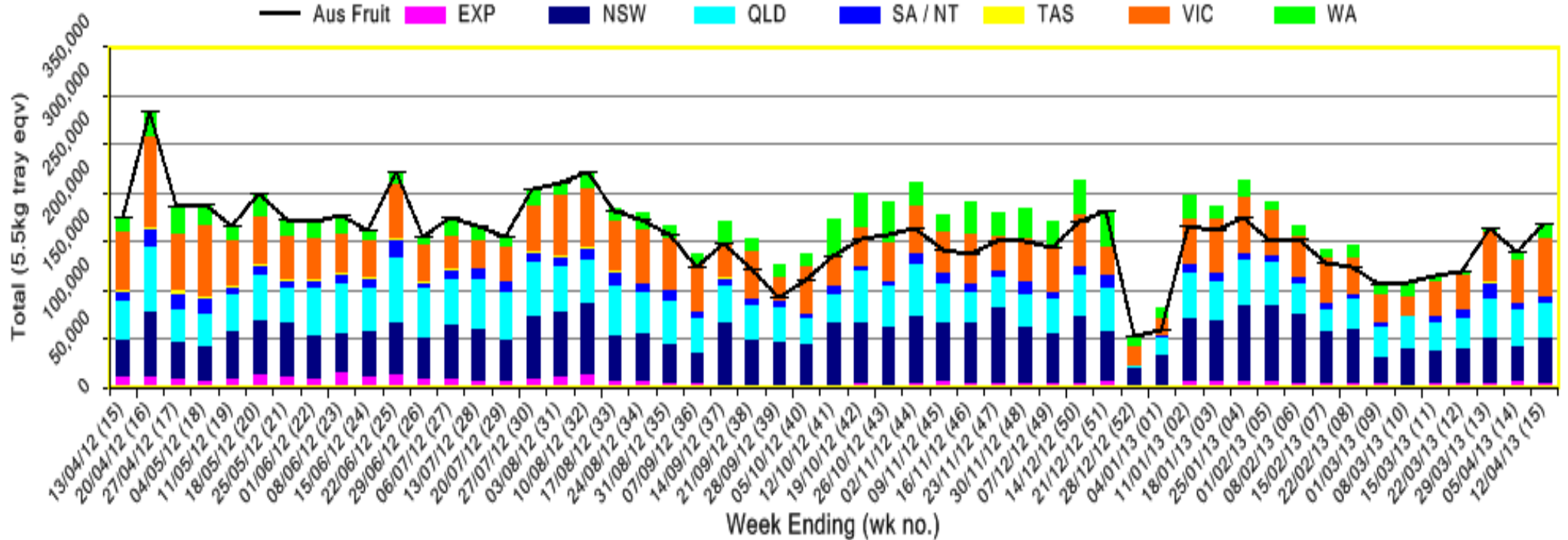
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 6th April - 12th April 2013 (Wk 15)

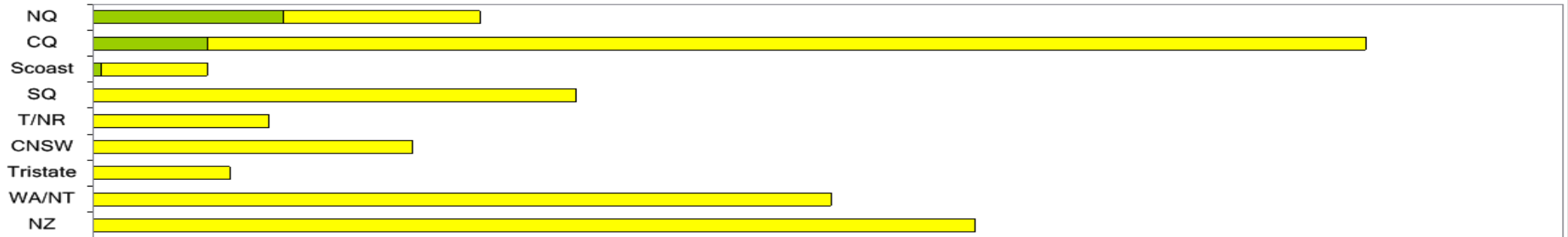
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP								1,140	2,604		3,744	288			4,268
NSW	4	552	2,904	5,841	834	5,670	9,265	4,729	1,393		31,192	7,642	6,600		46,287
QLD		179	568	2,765	832	2,782	6,372	6,347	555		20,400	7,390	13,393	6,250	37,407
SA / NT		211	869	1,120		160	1,120	1,096			4,576		1,500		4,849
TAS												384			698
VIC	141	1,061	5,964	9,416	1,868	7,558	8,876	4,908	985		40,777	10,359	4,500		60,430
WA			119	1,665			2,138	5,803	377		10,102	1,057			12,024
Total	145	2,003	10,424	20,807	3,534	18,308	31,436	18,597	5,537	110,791	27,120	25,993	6,250	165,962	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 2,247,878 5.5kg tray eqv

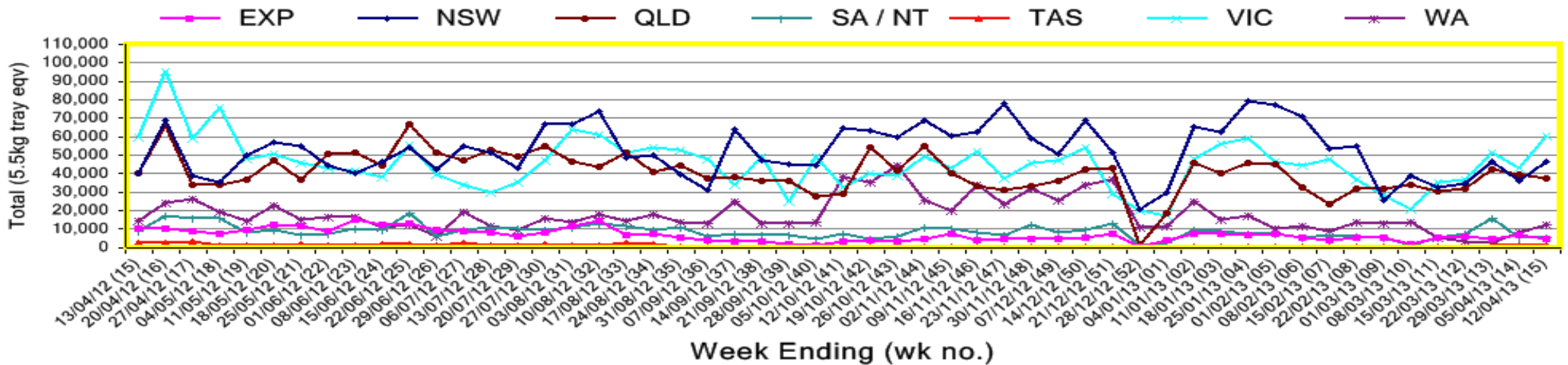


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 = 2,247,878 5.5kg tray eqv



Week 15 contributors - Packhouses

- | | |
|-----------------------------------|-----------------------------|
| Aussie Orchards Growers & Packers | Natures Fruit Company |
| Avocado Estates | One Harvest |
| B & F Sanderson Farming | R & M Waterman |
| Battistin Orchards Pty Ltd | Simpson Farms Pty Ltd |
| 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 |

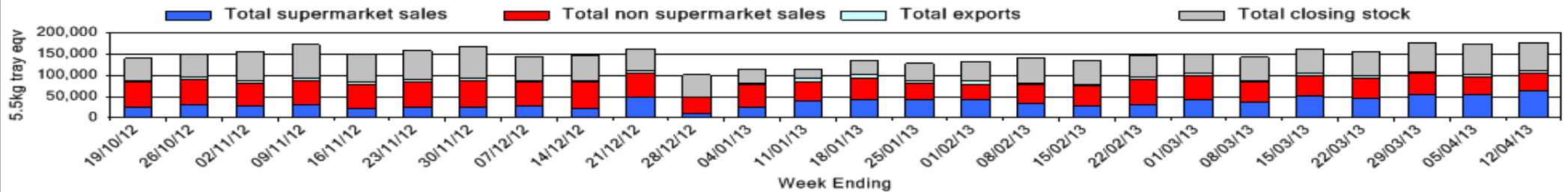
Week 15 contributors - Wholesalers

- | | |
|---|---|
| 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 (Melbourne) |
| Dykes Bros (Melbourne) | United Fresh (Adelaide) |
| Etherington (Perth) | |

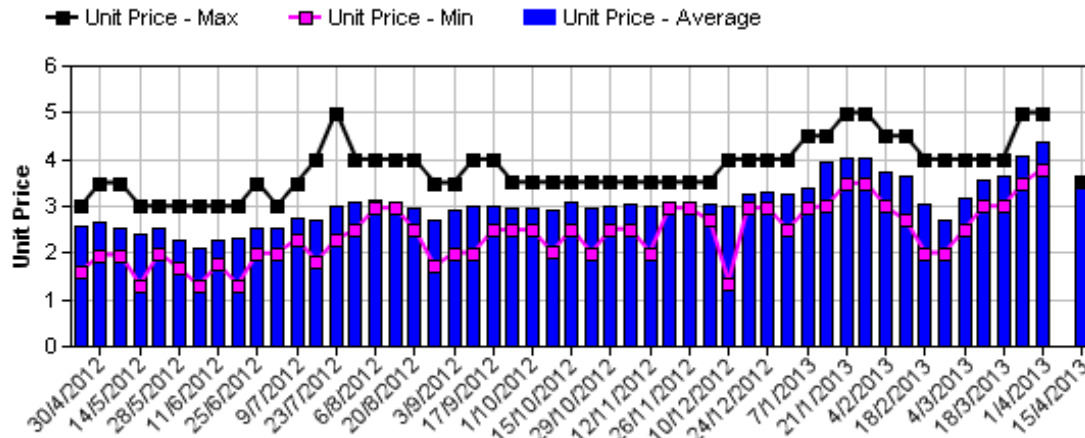
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Not enough NSW wholesalers contributed data this week.																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,256	13,259	290	16,805			977	977	1,776			6,600	6,600	1,200	3,256	16,235	290	19,781
Total Stock on Hand																		
QLD	Not enough QLD wholesalers contributed data this week.																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	480	30,319		30,799	286	489		775	1,409			6,000	6,000	1,091	1,000	32,299		33,299
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales		6,252		6,252								1,500	1,500	273		6,525		6,525
Total non supermarket sales	1,566	1,763		3,329	241	562		803	1,460						2,004	2,785		4,789
Total exports																		
Total sales	1,566	8,015		9,581	241	562		803	1,460			1,500	1,500	273	2,004	9,310		11,314
Total Stock on Hand	1,808	7,820		9,628	76	369		445	809						1,946	8,491		10,437
VIC																		
Total supermarket sales		15,014		15,014		3,128		3,128	5,687			4,500	4,500	818		21,519		21,519
Total non supermarket sales	765	8,464		9,229	866	1,442		2,308	4,196						2,339	11,086		13,425
Total exports																		
Total sales	765	23,478		24,243	866	4,570		5,436	9,884			4,500	4,500	818	2,339	32,605		34,944
Total Stock on Hand	1,083	9,971		11,055	405	2,951		3,356	6,102						1,819	15,337		17,156
WA																		
Total supermarket sales	145	7,716		7,861	8	96		104	189						160	7,891		8,050
Total non supermarket sales	1,495	1,181		2,676	191	72		263	478						1,842	1,312		3,154
Total exports																		
Total sales	1,640	8,897		10,537	199	168		367	667						2,002	9,202		11,204
Total Stock on Hand	727	816		1,543		120		120	218						727	1,034		1,761
Total																		
Total supermarket sales	145	54,199		54,344	8	3,648		3,656	6,647			18,600	18,600	3,382	160	64,214		64,373
Total non supermarket sales	7,562	26,025	290	33,877	1,584	2,830		4,414	8,025						10,442	31,171	290	41,902
Total exports		3,744		3,744		288		288	524							4,268		4,268
Total sales	7,707	83,968	290	91,965	1,592	6,766		8,358	15,196			18,600	18,600	3,382	10,601	99,652	290	110,543
Total Stock on Hand	7,344	50,549	58	57,952	795	3,590		4,385	7,973						8,790	57,077	58	65,924

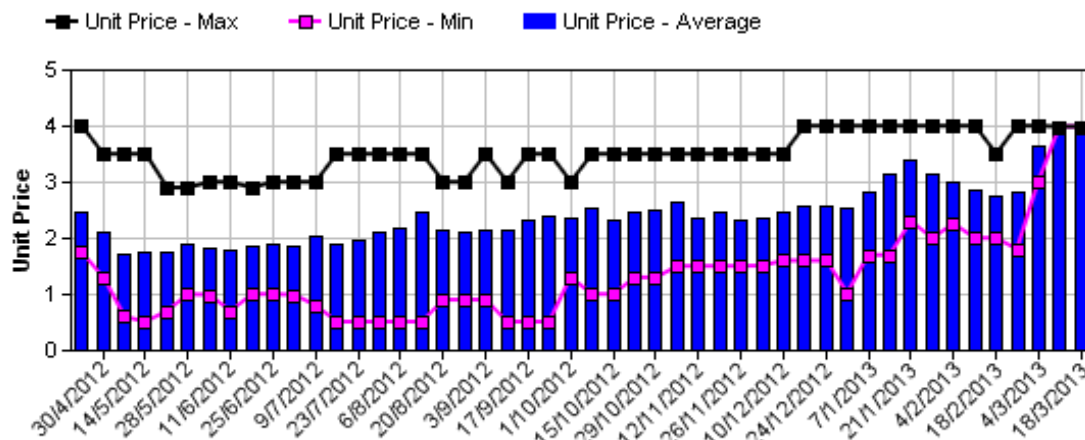
Weekly National Sales



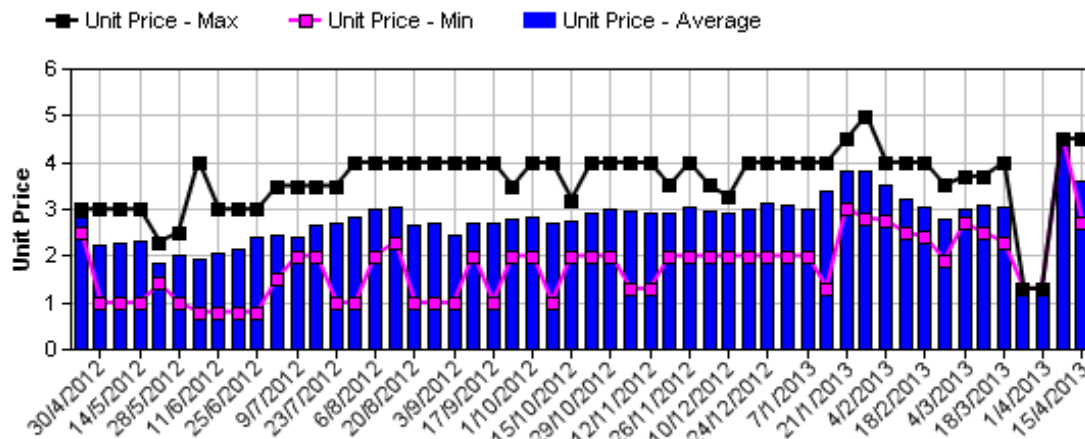
Hass Avocado Average Retail Prices - Sydney



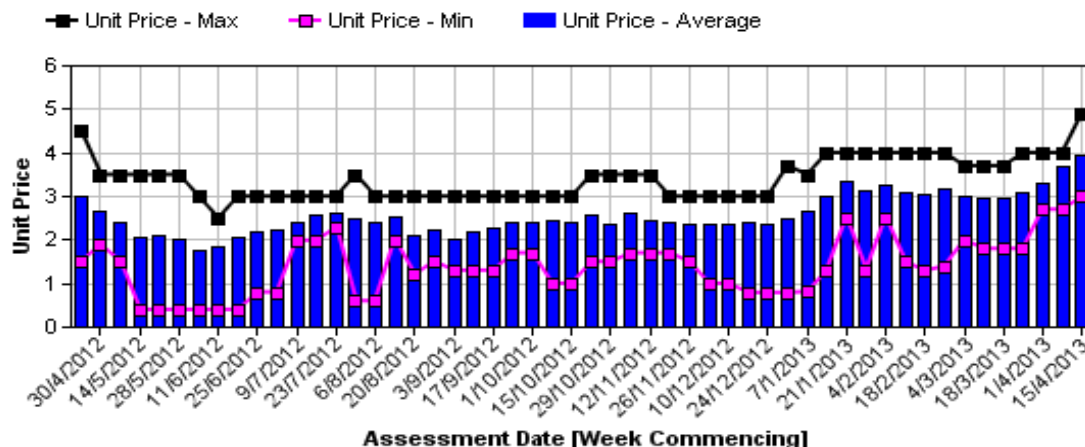
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

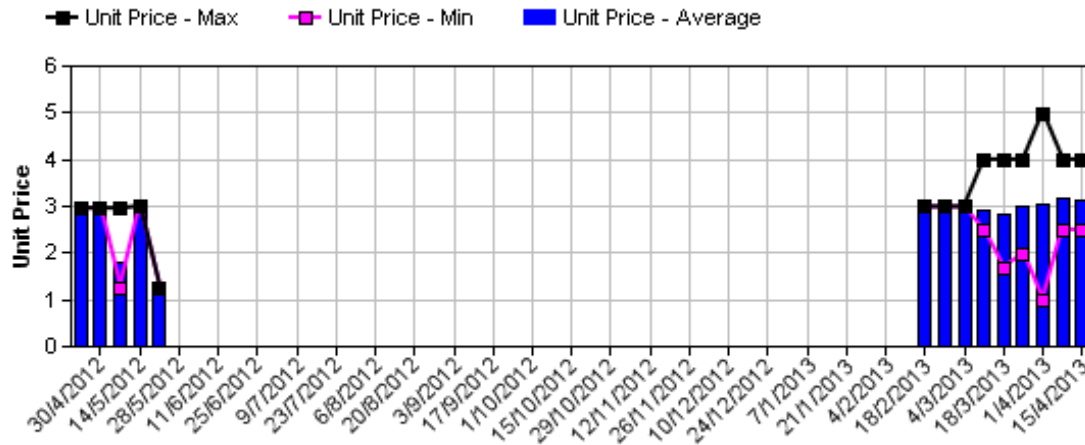


Hass Avocado Average Retail Prices - Perth

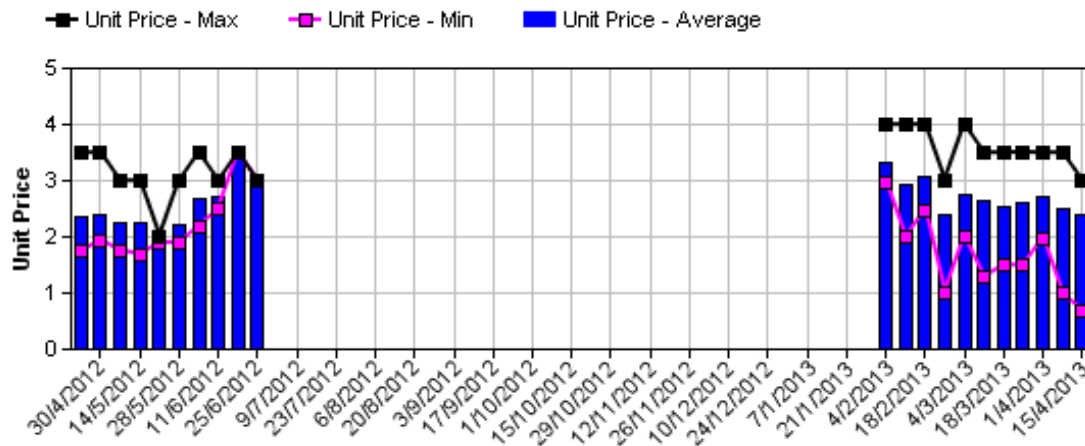


Assessment Date [Week Commencing]

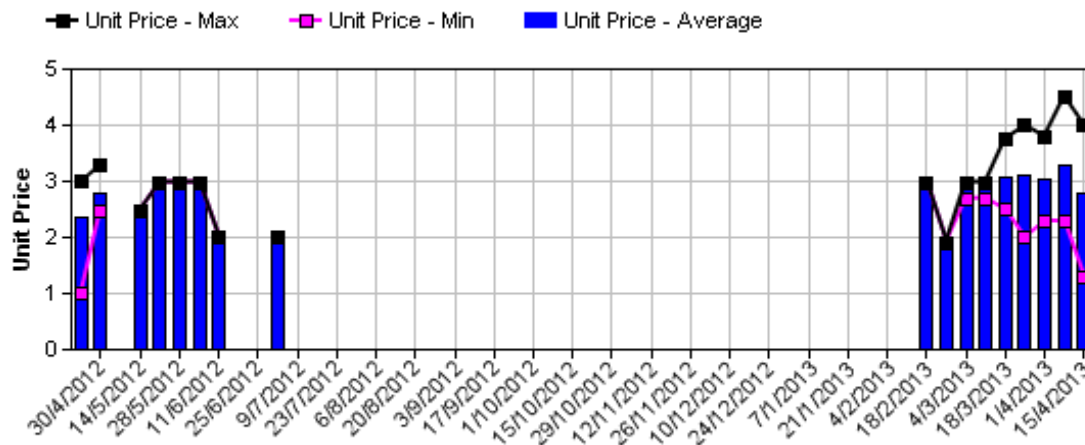
Shepard Avocado Average Retail Prices - Sydney



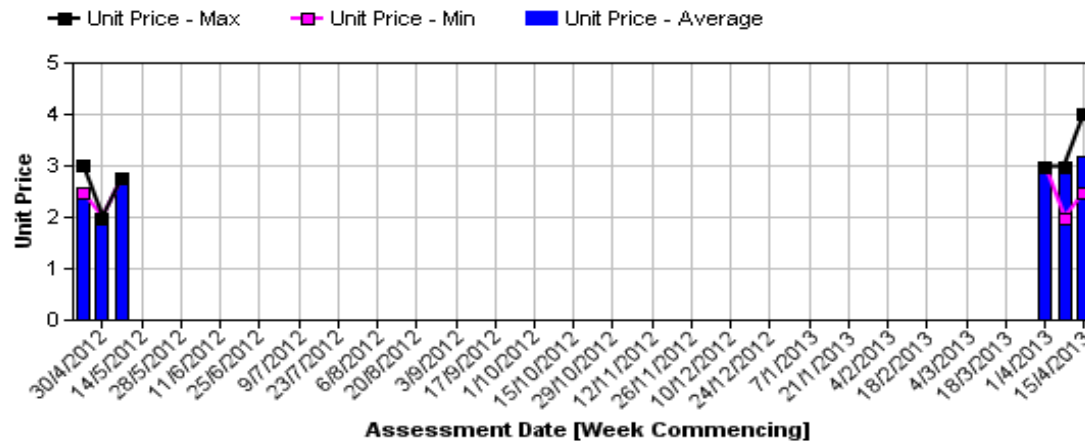
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 15th April 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Shepard	200	2.48	Cat	Aus	I	Shepard	130	1.29	No	NS
Woolworths	Shepard	200	2.48	Cat	Aus	I	Shepard	175	1.49	No	NS
Woolworths	Shepard	200	2.48	Cat	Aus	Safeway	Shepard	250	2.48	No	Aus
Coles	Shepard	300	2.98	No	Aus	Safeway	Shepard	255	2.48	Store	Aus
Coles	Shepard	280	2.98	No	Aus	Safeway	Shepard	235	2.48	Store	Aus
Coles	Shepard	280	2.98	No	Aus	I	Shepard	215	2.49	No	NS
I	Shepard	270	2.99	No	Aus	I	Hass	230	2.69	No	NS
Foodworks	Shepard	310	2.99	No	Aus	I	Shepard	400	2.98	Store	Aus
I	Shepard	250	2.99	No	Aus	Coles	Shepard	200	2.98	No	Aus
IGA	Shepard	190	2.99	No	Aus	Coles	Shepard	210	2.98	Store	Aus
I	Shepard	250	2.99	No	Aus	Coles	Shepard	225	2.98	Store	Aus
I	Shepard	300	2.99	No	Aus	IS	Shepard	225	2.99	No	NS
IGA	Hass	240	3.50	No	Aus	IGA	Shepard	250	2.99	No	NS
IGA	Shepard	260	3.50	No	Aus	I	Shepard	300	3.69	Store	Aus
I	Shepard	300	3.99	No	Aus	I	Shepard	220	3.69	Store	Aus
I	Shepard	280	3.99	No	Aus	I	Shepard	185	3.99	No	NS
I	Shepard	310	3.99	No	Aus	I	Hass	240	4.49	No	Aus
BRISBANE						PERTH					
I	Shepard	140	0.69	Store	Aus	Woolworths	Shepard	190	2.48	No	Aus
I	Shepard	180	1.97	Store	Aus	Woolworths	Shepard	210	2.48	No	Aus
I	Shepard	215	1.99	No	Aus	I	Shepard	230	2.48	No	Aus
IGA	Shepard	180	1.99	No	Aus	Coles	Shepard	210	2.98	No	Aus
Woolworths	Shepard	200	2.48	No	Aus	Coles	Shepard	200	2.98	No	Aus
IGA	Shepard	190	2.48	No	Aus	Coles	Shepard	200	2.98	No	Aus
Woolworths	Shepard	225	2.48	No	Aus	Woolworths	Shepard	190	2.98	No	Aus
I	Shepard	205	2.79	Store	Aus	I	Hass	265	2.99	No	Aus
Coles	Shepard	220	2.98	No	Aus	IS	Shepard	220	2.99	Store	Aus
Coles	Shepard	210	2.98	No	Aus	IGA	Hass	255	3.99	No	Aus
I	Shepard	316	3.00	Store	Aus	I	Hass	275	3.99	No	Aus
I	Shepard	250	3.00	Store	Aus	IGA	Shepard	250	3.99	No	Aus
						IGA	Shepard	200	3.99	No	Aus
						IGA	Shepard	220	3.99	No	Aus
						I	Shepard	230	3.99	No	Aus
						I	Hass	280	4.89	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

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