



## INFOCADO WEEKLY REPORT: 4th April — 10th April 2015 (Week 15)

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### Comments

- The majority of dispatches for the past week were to Brisbane and Melbourne, size 20 to 28 dominating (refer P 2).
- The weekly dispatch volume (141,597 trays) was slightly higher than the weeks forecast by about 12,000 trays (9%). The four week forecast indicates similar levels of supply for the next few weeks (refer P 3).
- A range of varieties are currently flowing through markets with Shepard dominating volumes and Hass expected to increase in late April (refer P 3).
- NQ is about half way through the volume forecast for the season, CQ is about 10% through with Scoast and SQ just started (refer P 4).
- Retail price surveys only recorded Hass in a few stores in Melbourne and Perth with Shepard dominating.
- Average retail price per Shepard avocado is holding steady at around \$2.50 to \$3.50 / avocado (refer P 6 - 8).

### Avocado Health Report: Out Now

Australian Avocados Dietitian Lisa Yates has reviewed the past 20 years scientific research on the nutritional benefits of avocados to create a 12 page summary report for health professionals. **“Australian Avocados – An Update on Nutrition and Health”** was created as a resource specifically for health professionals to share the information with their patients, clients and the general public. The publication of the avocado health report was an opportunity for a target media campaign to the health professional audience. The report, infographics and a news release were sent to 200 health professionals including dietitians, nutritionists, GPs, diabetes educators and fitness professionals.

Initial results of the campaign have been very encouraging with immediate coverage through digital and social channels as well as anticipated longer lead magazine articles. To download a copy of the report go to; <http://www.avocado.org.au/professionals/health-professionals> . To view the infographics go to; <http://www.avocado.org.au/professionals/health-professionals/resources>

For a full brief please refer to the next Guacamole Enewsletter.

### Upcoming Holidays

Anzac Day: 25th April | Anzac Day WA: 27th April | Queen's Birthday NZ & Western Australia Day: 1st June | Queen's Birthday NSW, QLD, SA & VIC: 8th 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.

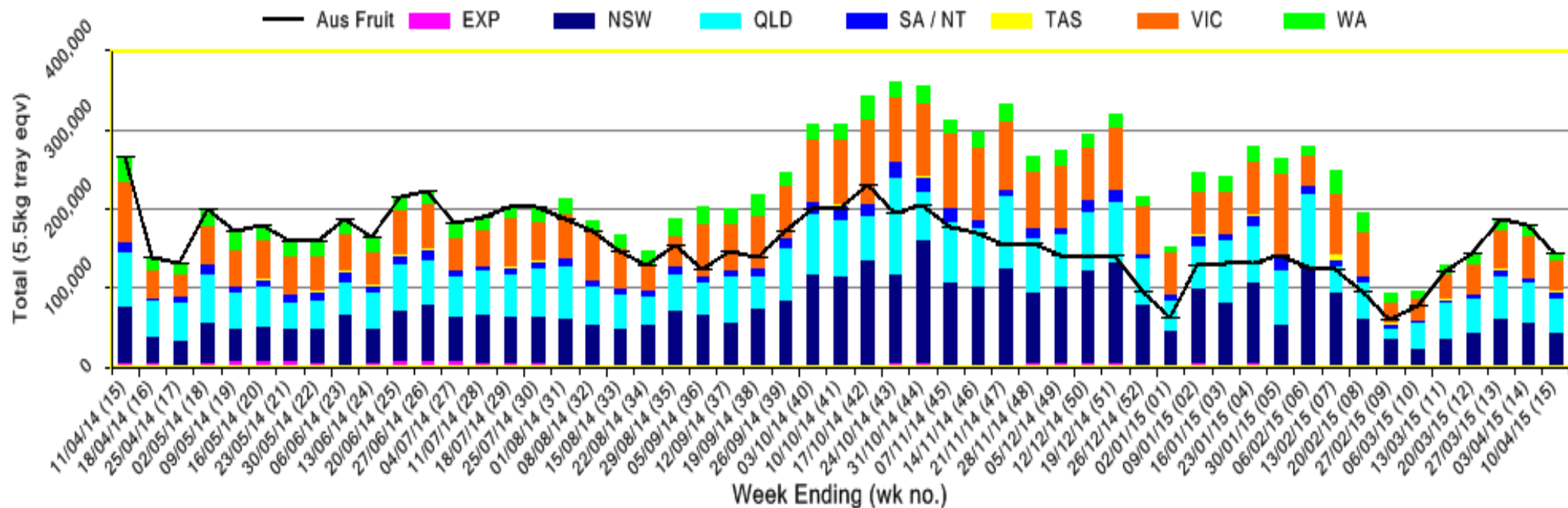
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

**Industry Dispatches By Destination State and Count Size : 4th April - 10th April 2015 (Wk 15)**

Dest. State	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			4							1,980	1,984	666			3,195
NSW	174	180	2,227	8,680	627	6,384	5,688	1,633	1,586	27,179	6,485	807		39,117	
QLD	46	153	2,600	4,280	1,204	4,110	7,408	12,330	1,545	33,676	4,718	1,975	4,800	43,486	
SA / NT	49	1	130	296	1,237	3,547	673	939	110	6,982	1,016	571		8,933	
TAS							608	320		928				928	
VIC	430	1,031	4,300	8,961	1,068	5,836	6,137	3,219	811	31,793	3,093	7,794		38,834	
WA			117	407		468	3,169	1,547		5,708	768			7,104	
<b>Total</b>	<b>699</b>	<b>1,365</b>	<b>9,378</b>	<b>22,624</b>	<b>4,136</b>	<b>20,345</b>	<b>23,683</b>	<b>19,988</b>	<b>6,032</b>	<b>108,250</b>	<b>16,746</b>	<b>11,147</b>	<b>4,800</b>	<b>141,597</b>	

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2015 to date = 2,881,558 5.5kg tray eqv**



Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 15 - 19)**

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

**Week 15 - begin 04/04/2015**

Hass	2,500	100			<b>2,682</b>
Shepard	113,000	7,390	2,400	1,500	<b>127,145</b>
<b>Week Total</b>	<b>115,500</b>	<b>7,490</b>	<b>2,400</b>	<b>1,500</b>	<b>129,827</b>

**Week 16 - begin 11/04/2015**

Hass	24,050	2,220			<b>28,086</b>
Sharwil	50	40			<b>123</b>
Shepard	113,200	6,900	5,500	2,700	<b>127,236</b>
Wurtz	500	5			<b>509</b>
<b>Week Total</b>	<b>137,800</b>	<b>9,165</b>	<b>5,500</b>	<b>2,700</b>	<b>155,955</b>

**Week 17 - begin 18/04/2015**

Hass	61,000	3,500	1,000	2,000	<b>67,910</b>
Sharwil	50	40			<b>123</b>
Shepard	86,500	6,500	3,400	1,200	<b>99,154</b>
Wurtz	500	5			<b>509</b>
<b>Week Total</b>	<b>148,050</b>	<b>10,045</b>	<b>4,400</b>	<b>3,200</b>	<b>167,696</b>

**Week 18 - begin 25/04/2015**

Hass	90,800	4,800	1,000	2,000	<b>100,073</b>
Other	3,000				<b>3,000</b>
Shepard	49,000	2,350	3,300		<b>53,873</b>
<b>Week Total</b>	<b>142,800</b>	<b>7,150</b>	<b>4,300</b>	<b>2,000</b>	<b>156,946</b>

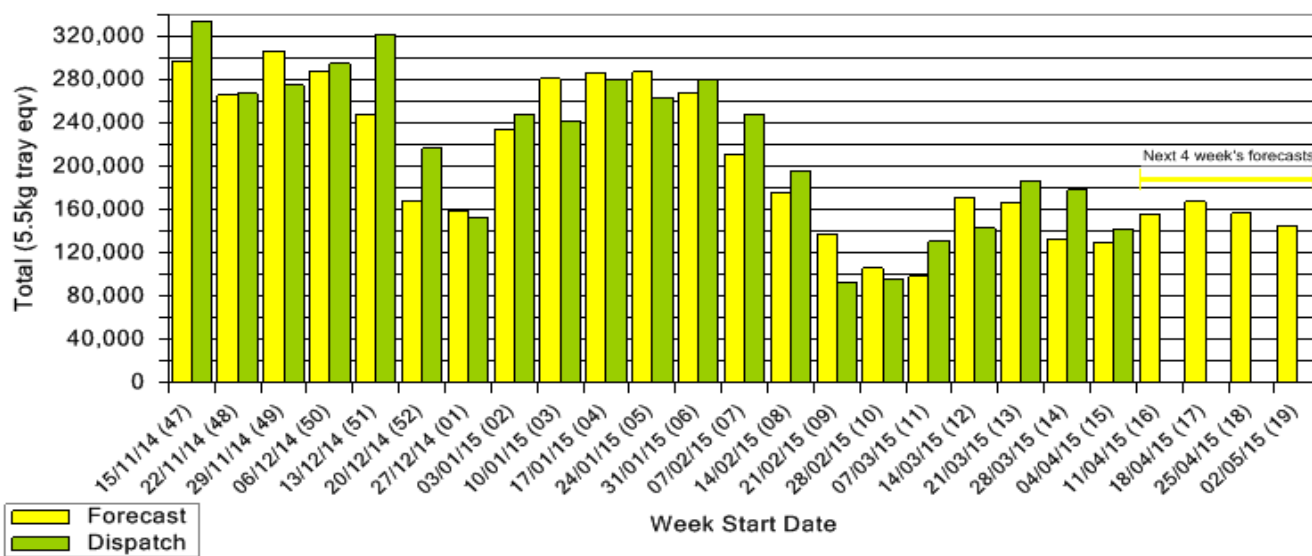
**Week 19 - begin 02/05/2015**

Hass	95,800	5,800	1,000	2,000	<b>106,891</b>
Other	5,000				<b>5,000</b>
Sharwil	300	100			<b>482</b>
Shepard	31,000	750	3,300		<b>32,964</b>
<b>Week Total</b>	<b>132,100</b>	<b>6,650</b>	<b>4,300</b>	<b>2,000</b>	<b>145,337</b>

**Dispatch Data (Week 15 - begin 4/04/2015)**

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	2,410	46			<b>2,494</b>
Hass	2,560	586			<b>3,625</b>
Other	1,113	95			<b>1,286</b>
Shepard	99,520	15,929	11,147	4,800	<b>131,382</b>
Wurtz	2,647	90			<b>2,811</b>
<b>Total</b>	<b>108,250</b>	<b>16,746</b>	<b>11,147</b>	<b>4,800</b>	<b>141,597</b>

Dispatch vs weekly forecast - all varieties and all packs  
(15th November 2014 to 8th May 2015)

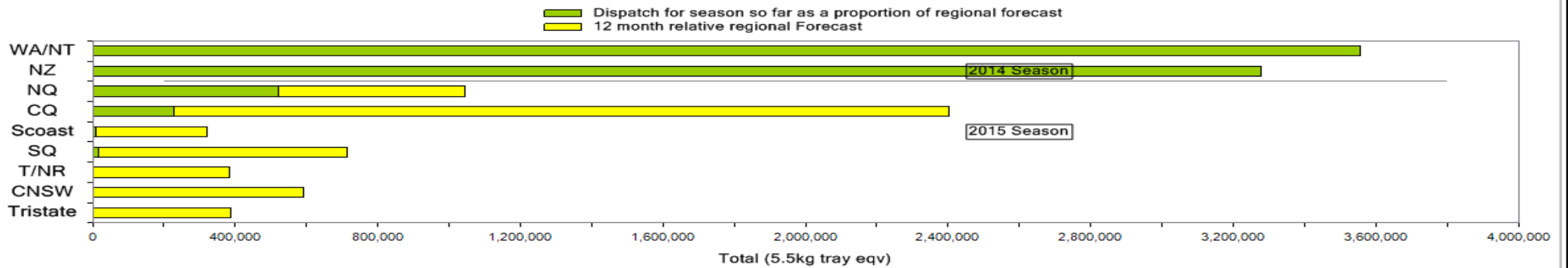


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

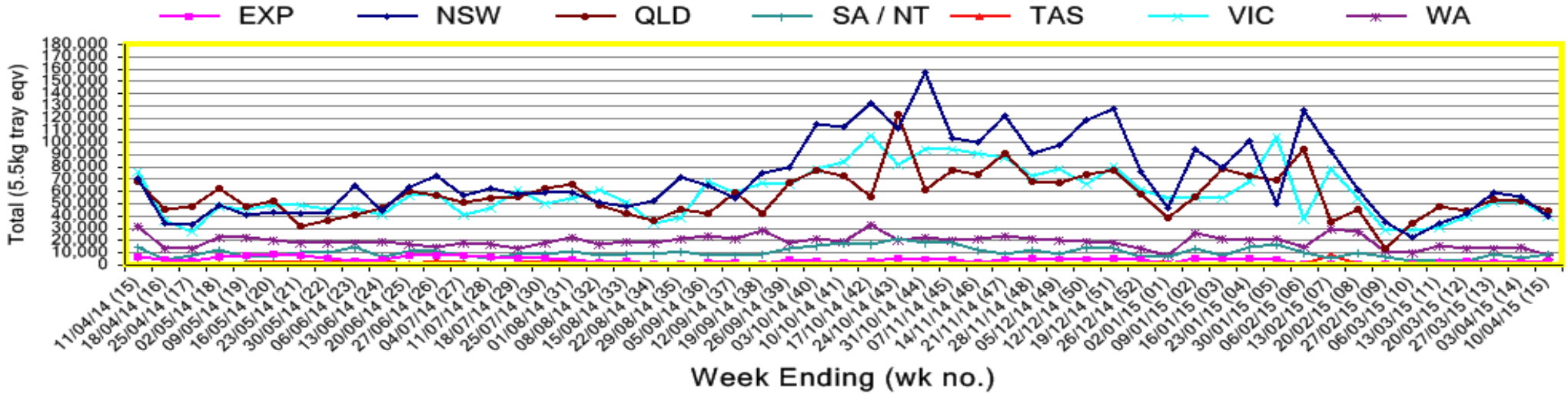
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	0	<b>2,806,420</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605		<b>3,276,422</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504	0	33	0		<b>511,440</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	31,631	49,680	8,280	0		<b>208,884</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	77,550	69,707	34,452	9,177		<b>399,127</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>855,693</b>	<b>717,214</b>	<b>459,895</b>	<b>42,782</b>		<b>4,395,873</b>

<sup>1</sup> Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 2,881,558 5.5kg tray eqv



**Week 15 Contributors - Packhouses**

- |                                      |  |
|--------------------------------------|--|
| Natures Fruit Company (Consolidator) | Avocados with Altitude (NQ)            |
| One Harvest (Consolidator)           | R & M Waterman (NQ)                    |
| Simpson Farms Pty Ltd (Consolidator) | Avocado Estates (NQ)                   |
| Sunfresh (Consolidator)              | Cobra Hill Orchards (NQ)               |
| The Avolution (Consolidator)         | Hilltop Mareeba (NQ)                   |
| SuperPak/Avocado Ridge (CQ)          | Gunnado Farm (NQ)                      |
| Donovan Family Investment Trust (CQ) | Aussie Orchards Growers & Packers (NQ) |
| Sunny Bluff Produce Pty Ltd (CQ)     | Avocado Estates (NQ)                   |
| Tinaroo Falls Avocado Trust (NQ)     | Golden Triangle Avocados (NQ)          |
| Battistin Orchards Pty Ltd (NQ)      | Tropicado Avocados (NQ)                |

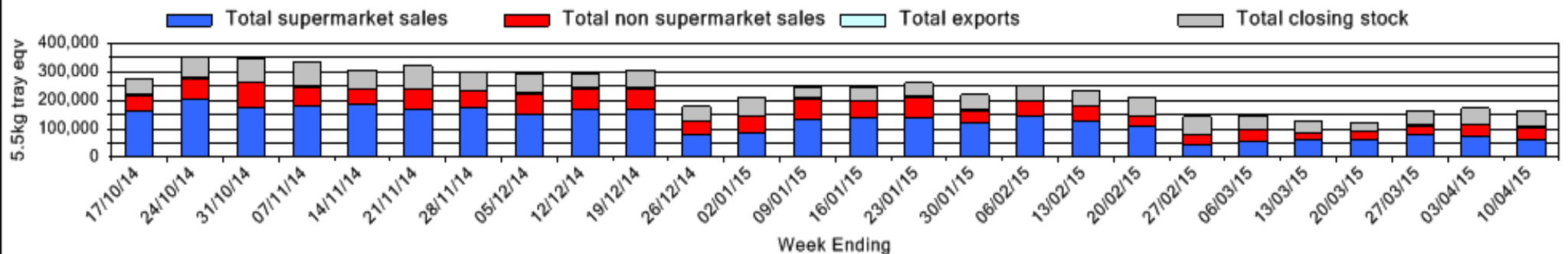
**Week 15 Contributors - Wholesalers**

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

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

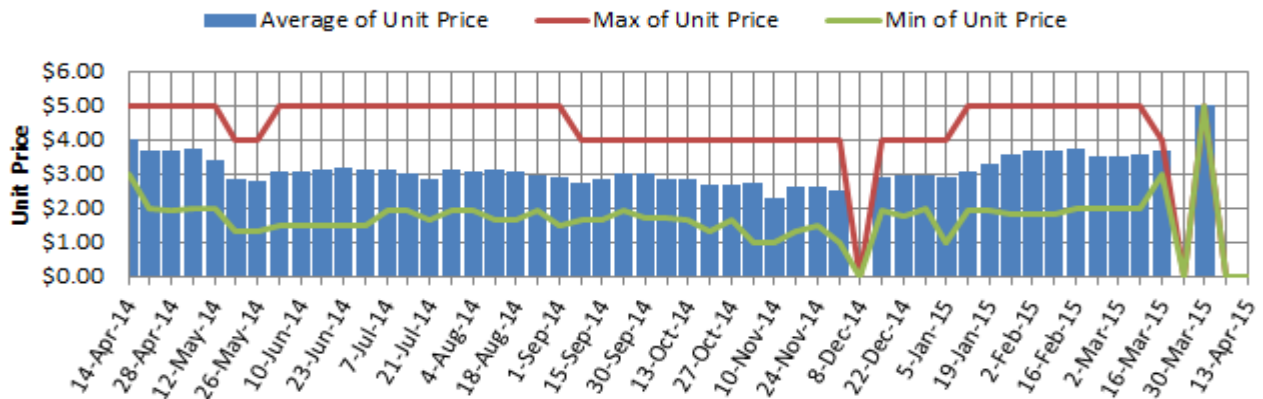
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
<b>Total supermarket sales</b>		13,904		<b>13,904</b>							480			480	<b>87</b>		13,991		<b>13,991</b>
<b>Total non supermarket sales</b>	1,888	3,456	60	<b>5,404</b>		369		369	<b>671</b>						1,888	4,127	60	<b>6,075</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>1,888</b>	<b>17,360</b>	<b>60</b>	<b>19,308</b>		<b>369</b>		<b>369</b>	<b>671</b>		<b>480</b>		<b>480</b>	<b>87</b>	<b>1,888</b>	<b>18,118</b>	<b>60</b>	<b>20,066</b>	
<b>Total Stock on Hand</b>		<b>3,732</b>		<b>3,732</b>		<b>816</b>		<b>816</b>	<b>1,484</b>							<b>5,216</b>		<b>5,216</b>	
QLD																			
<b>Total supermarket sales</b>		16,163		<b>16,163</b>		1,435		1,435	<b>2,609</b>		1,920		1,920	<b>349</b>		19,121		<b>19,121</b>	
<b>Total non supermarket sales</b>		3,387		<b>3,387</b>		1,378		1,378	<b>2,505</b>							5,892		<b>5,892</b>	
<b>Total exports</b>		1,984		<b>1,984</b>		666		666	<b>1,211</b>							3,195		<b>3,195</b>	
<b>Total sales</b>		<b>21,534</b>		<b>21,534</b>		<b>3,479</b>		<b>3,479</b>	<b>6,325</b>		<b>1,920</b>		<b>1,920</b>	<b>349</b>		<b>28,209</b>		<b>28,209</b>	
<b>Total Stock on Hand</b>	<b>56</b>	<b>30,684</b>		<b>30,740</b>		<b>961</b>		<b>961</b>	<b>1,747</b>						<b>56</b>	<b>32,431</b>		<b>32,487</b>	
SA & TAS																			
<b>Total supermarket sales</b>		8,187		<b>8,187</b>							480		480	<b>87</b>		8,274		<b>8,274</b>	
<b>Total non supermarket sales</b>	631	9,497		<b>10,128</b>	198	1,277		1,475	<b>2,682</b>						991	11,819		<b>12,810</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>631</b>	<b>17,684</b>		<b>18,315</b>	<b>198</b>	<b>1,277</b>		<b>1,475</b>	<b>2,682</b>		<b>480</b>		<b>480</b>	<b>87</b>	<b>991</b>	<b>20,093</b>		<b>21,084</b>	
<b>Total Stock on Hand</b>	<b>3,236</b>	<b>2,278</b>		<b>5,514</b>	<b>1,398</b>	<b>222</b>		<b>1,620</b>	<b>2,945</b>						<b>5,778</b>	<b>2,682</b>		<b>8,459</b>	
VIC																			
<b>Total supermarket sales</b>	800	15,951		<b>16,751</b>	394			394	<b>716</b>		7,680		7,680	<b>1,396</b>	1,516	17,347		<b>18,864</b>	
<b>Total non supermarket sales</b>	3,683	3,799		<b>7,482</b>	1,191	1,298		2,489	<b>4,525</b>						5,848	6,159		<b>12,007</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>4,483</b>	<b>19,750</b>		<b>24,233</b>	<b>1,585</b>	<b>1,298</b>		<b>2,883</b>	<b>5,242</b>		<b>7,680</b>		<b>7,680</b>	<b>1,396</b>	<b>7,364</b>	<b>23,507</b>		<b>30,871</b>	
<b>Total Stock on Hand</b>	<b>2,481</b>	<b>3,526</b>		<b>6,007</b>	<b>673</b>	<b>609</b>		<b>1,282</b>	<b>2,331</b>						<b>3,705</b>	<b>4,633</b>		<b>8,337</b>	
WA																			
<b>Total supermarket sales</b>	1,331	2,225		<b>3,556</b>	31			31	<b>56</b>						1,387	2,225		<b>3,612</b>	
<b>Total non supermarket sales</b>	1,402	203		<b>1,605</b>	614			614	<b>1,116</b>						2,518	203		<b>2,721</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>2,733</b>	<b>2,428</b>		<b>5,161</b>	<b>645</b>			<b>645</b>	<b>1,173</b>						<b>3,906</b>	<b>2,428</b>		<b>6,334</b>	
<b>Total Stock on Hand</b>	<b>1,171</b>	<b>547</b>		<b>1,718</b>	<b>322</b>			<b>322</b>	<b>585</b>						<b>1,756</b>	<b>547</b>		<b>2,303</b>	
Total																			
<b>Total supermarket sales</b>	2,131	56,430		<b>58,561</b>	425	1,435		1,860	<b>3,382</b>		10,560		10,560	<b>1,920</b>	2,904	60,959		<b>63,863</b>	
<b>Total non supermarket sales</b>	7,604	20,342	60	<b>28,006</b>	2,003	4,322		6,325	<b>11,500</b>						11,245	28,200	60	<b>39,506</b>	
<b>Total exports</b>		1,984		<b>1,984</b>		666		666	<b>1,211</b>							3,195		<b>3,195</b>	
<b>Total sales</b>	<b>9,735</b>	<b>78,756</b>	<b>60</b>	<b>88,551</b>	<b>2,428</b>	<b>6,423</b>		<b>8,851</b>	<b>16,093</b>		<b>10,560</b>		<b>10,560</b>	<b>1,920</b>	<b>14,149</b>	<b>92,354</b>	<b>60</b>	<b>106,564</b>	
<b>Total Stock on Hand</b>	<b>6,944</b>	<b>40,767</b>		<b>47,711</b>	<b>2,393</b>	<b>2,608</b>		<b>5,001</b>	<b>9,093</b>						<b>11,295</b>	<b>45,508</b>		<b>56,803</b>	

**Weekly National Sales**

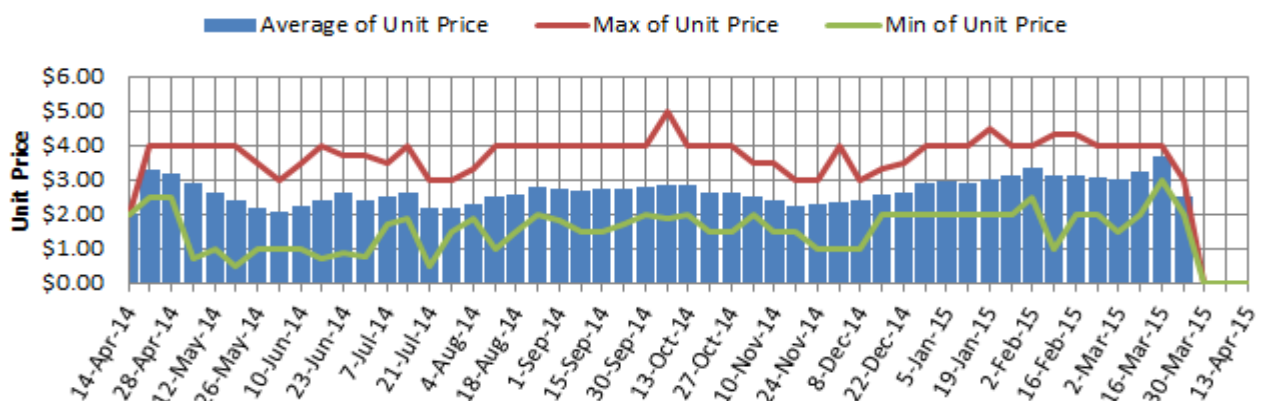




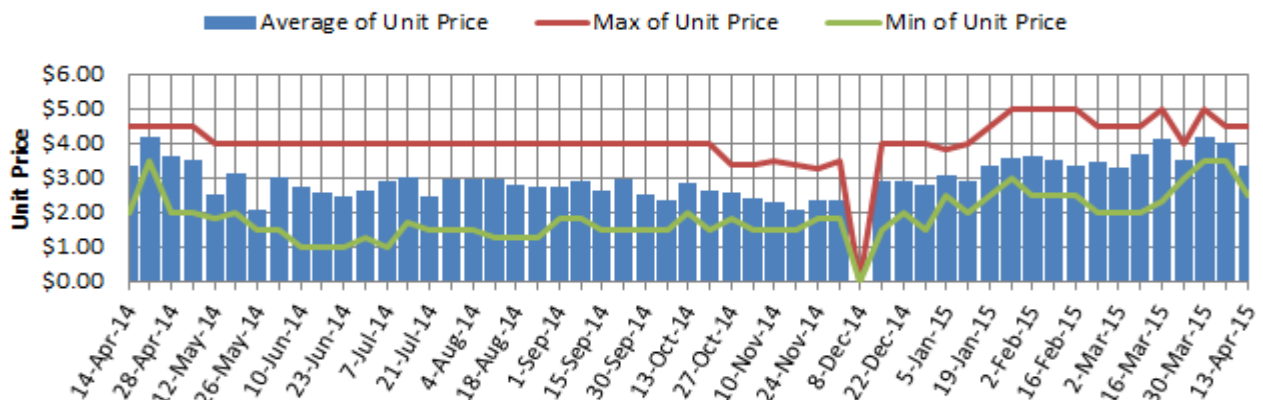
### Hass Avocado Average Retail Prices - Sydney



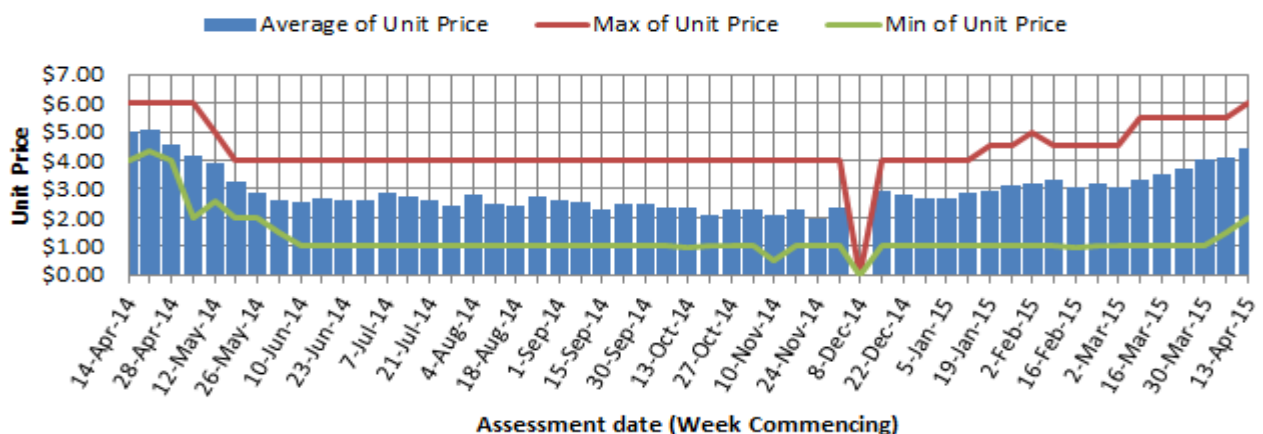
### Hass Avocado Average Retail Prices - Brisbane



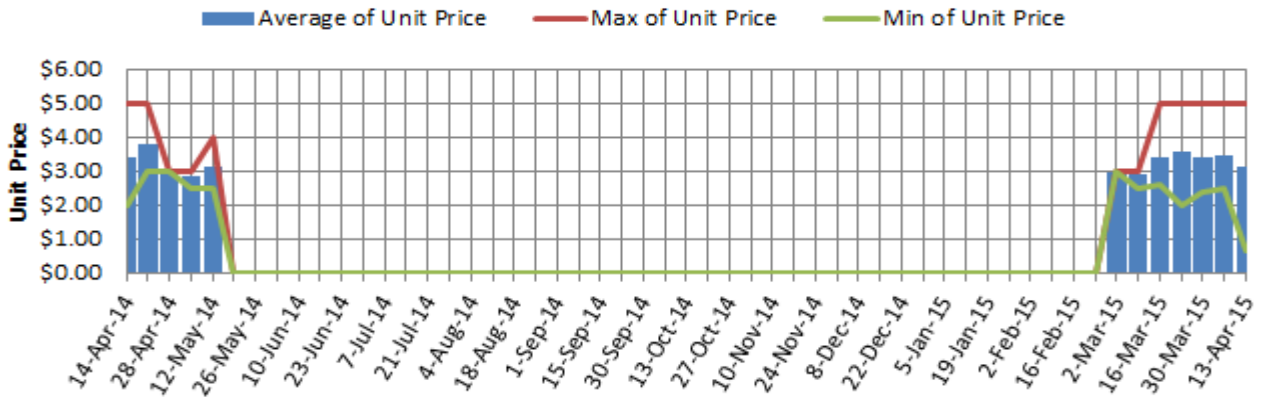
### Hass Avocado Average Retail Prices - Melbourne



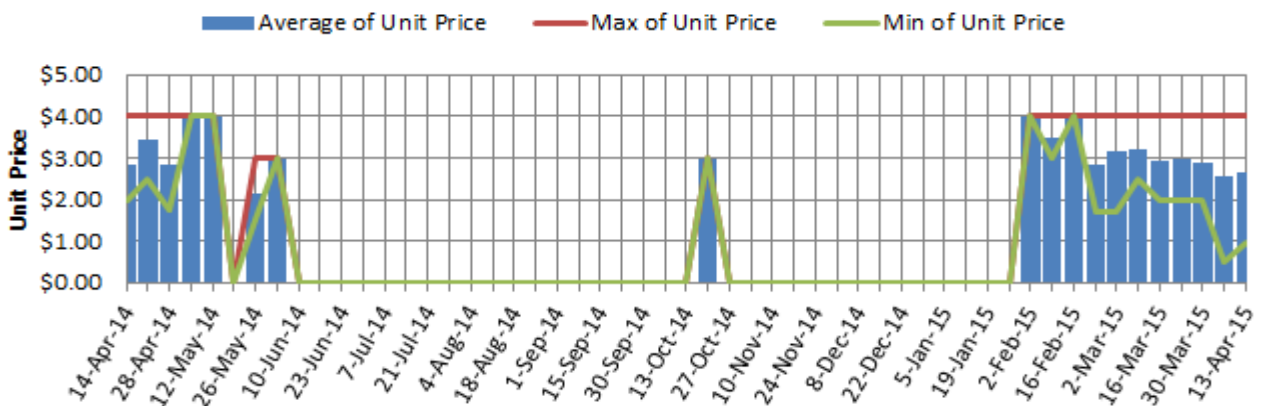
### Hass Avocado Average Retail Prices - Perth



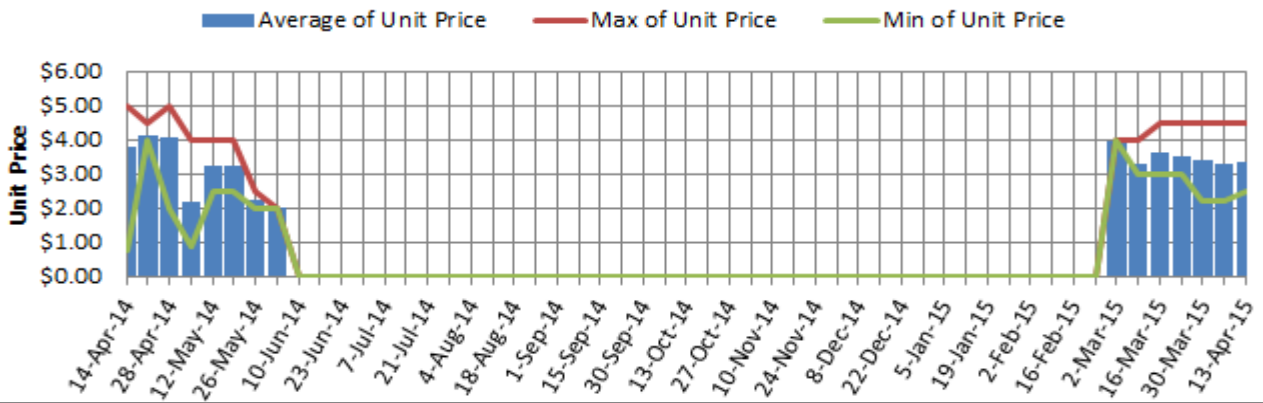
### Shepard Avocado Average Retail Prices - Sydney



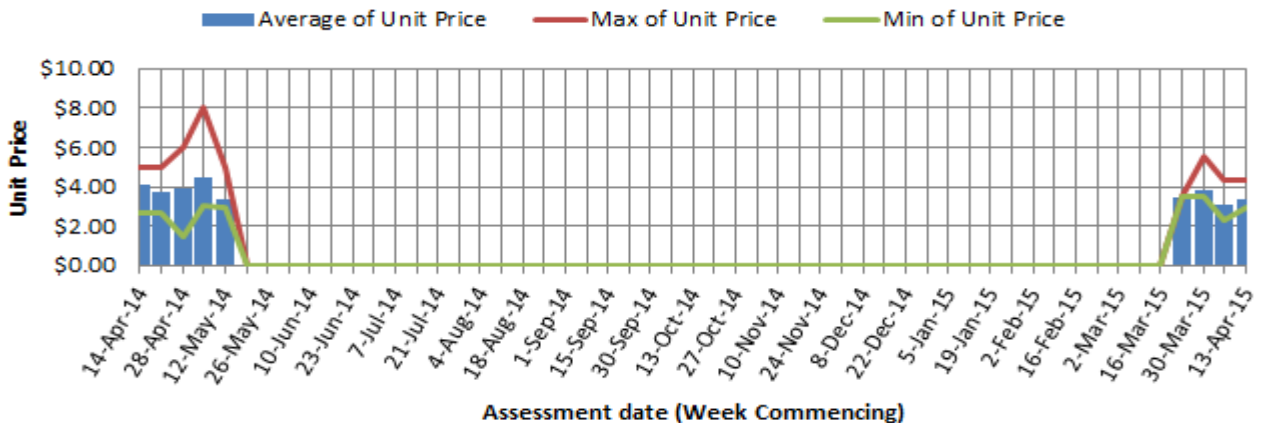
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety –13th April 2015

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>					
IGA	Shepard	190	1.99	Store	Aus	I	Shepard	195	2.49	No	NS
Woolworths	Shepard	240	2.50	No	Aus	I	Hass	190	2.50	No	Aus
Woolworths	Shepard	270	2.98	No	Aus	Coles	Shepard	260	2.70	No	Aus
Woolworths	Shepard	270	2.98	No	Aus	Coles	Shepard	190	2.98	Store	Aus
Coles	Shepard	240	2.98	No	Aus	Coles	Shepard	235	2.98	No	Aus
Coles	Shepard	250	2.98	No	Aus	I	Shepard	215	2.99	No	Aus
Coles	Shepard	250	2.98	No	Aus	IGA	Shepard	240	2.99	Cat	Aus
I	Shepard	250	3.49	No	Aus	IS	Shepard	260	2.99	Cat	Aus
IGA	Shepard	280	3.95	No	Aus	I	Hass	260	2.99	No	Aus
Foodworks	Shepard	280	3.99	No	Aus	Woolworths	Shepard	230	3.48	No	Aus
I	Shepard	260	3.99	No	Aus	Woolworths	Shepard	270	3.48	No	Aus
I	Shepard	320	3.99	No	Aus	Woolworths	Shepard	270	3.48	No	Aus
I	Shepard	310	3.99	No	Aus	I	Shepard	300	3.98	No	Aus
I	Shepard	320	3.99	No	Aus	I	Shepard	250	3.99	No	Aus
I	Shepard	300	4.99	No	Aus	I	Shepard	330	3.99	No	Aus
<b>BRISBANE</b>						I	Shepard	280	3.99	No	Aus
<b>PERTH</b>						I	Hass	210	1.99	No	Aus
Woolworths	Shepard	190	0.98	Store	Aus	Coles	Shepard	200	2.98	No	Aus
I	Shepard	140	1.98	No	NS	Coles	Shepard	230	2.98	No	Aus
I	Shepard	175	1.98	No	Aus	Coles	Shepard	190	2.98	No	Aus
IGA	Shepard	138	1.99	No	Aus	Coles	Shepard	190	2.98	No	Aus
I	Shepard	180	1.99	No	Aus	Coles	Shepard	190	2.98	No	Aus
Coles	Shepard	220	2.15	No	Aus	Woolworths	Shepard	210	3.48	No	Aus
Coles	Shepard	200	2.50	No	Aus	Woolworths	Shepard	210	3.48	No	Aus
Coles	Shepard	200	2.50	No	Aus	Woolworths	Shepard	180	3.48	No	Aus
I	Shepard	215	2.79	No	Aus	I	Hass	265	3.99	No	Aus
IGA	Shepard	190	2.90	No	Aus	IS	Hass	295	3.99	No	Aus
Woolworths	Shepard	245	2.98	No	Aus	I	Hass	270	3.99	No	Aus
Woolworths	Shepard	245	2.98	No	Aus	IGA	Shepard	160	4.29	No	Aus
I	Shepard	300	2.99	No	Aus	I	Hass	295	4.48	No	Aus
I	Shepard	300	3.99	No	Aus	IGA	Hass	260	4.99	No	Aus
IGA	Shepard	270	3.99	No	Aus	I	Hass	255	5.49	No	Aus
I	Shepard	314	3.99	No	Aus	IGA	Hass	275	5.49	No	Aus
						IGA	Hass	265	5.99	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