



INFOCADO WEEKLY REPORT: 2nd —8th April 2016 (Week 15)

Comments

- The weekly dispatch volume (189,438 trays) was slightly higher than the week's forecast of 173,284 trays (refer P 2).
- Shepard fruit continue to dominate the market. This is supported by last week's online pricing data (refer to P6&7) showing that only Woolworths in Melbourne and Coles in Perth provided an offline offering of Hass.
- The largest volume of dispatches in week 15 originated from North Queensland (80,348 tray eqv.). The New South Wales market received the highest volume (56,653 tray eqv.) and the dominant size in the market was size 20 (42,620 tray eqv.) (refer P 3).
- Insufficient data was received from the NSW & WA wholesalers this week to provide a full wholesale report (refer P 5).
- The WA season has now come to an end, as indicated on the "Percentage dispatched by region graph" (refer P 4). In total WA dispatched 3.96m tray eqv.. This was 0.52m tray eqv. above the forecast volume at the commencement of their season.
- Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 15 (Wed, 6th —Tues, 12th April). These prices are sourced from online retailer shopping sites and online catalogues.
- **We encourage NQ and CQ packers and consolidators to ensure their forecast data is up-to-date :)**
- **NQ and CQ packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases (refer P 2).**

[Click here to learn How to conduct Dry Matter tests at home](#)

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

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

Marketing Update: New television advertising campaign

Australian Avocados' new television advertising campaign commenced on Sunday 10 April. The advertisements will run for three weeks, finishing on 30 April and is expected to reach almost 7 million people on the free to air channels. Subscription reach will be available once the advertising schedule has been finalised for the period.

Upcoming Holidays

Anzac Day: 25th April | Labour Day (QLD): 2nd May | Western Australia Day (WA): 6th June | Queen's Birthday (VIC, NSW & SA): 13th June |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale Data | P6&7 Retail Price 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.

Yellow shading indicates forecast data						Green shading indicates dispatch data											
Forecast Data (Week 15 - 19)						Dispatch Data (Week 15 - begin 2/04/2016)											
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total	Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv						
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv		5.5Kg Eqv	10Kg	Kg	Kg	Total Trays						
Week 15 - begin 02/04/2016																	
Hass	4,180	564			5,205	Fuerte	1,142	58			1,247						
Shepard	149,000	9,250	2,880	6,000	167,433	Hass	3,985	1,051			5,896						
Wurtz	600	25			645	Shepard	140,780	19,735	9,504	9,072	180,039						
Week Total	153,780	9,839	2,880	6,000	173,284	Wurtz	2,070	102			2,255						
Week 16 - begin 09/04/2016						Total	147,977	20,946	9,504	9,072	189,438						
Hass	4,000	1,000			5,818	<div style="text-align: center;"> Dispatch vs weekly forecast - all varieties and all packs (14th November 2015 to 6th May 2016) </div>											
Shepard	141,500	8,400	2,000	6,000	158,228												
Wurtz	800	40			873												
Week Total	146,300	9,440	2,000	6,000	164,919												
Week 17 - begin 16/04/2016																	
Hass	14,000	1,500			16,727												
Shepard	110,000	6,900	500	5,192	123,580												
Week Total	124,000	8,400	500	5,192	140,308												
Week 18 - begin 23/04/2016																	
Hass	38,500	3,000	1,000	500	44,228												
Shepard	119,000	7,300	2,000	6,000	133,728												
Week Total	157,500	10,300	3,000	6,500	177,954												
Week 19 - begin 30/04/2016																	
Hass	49,000	2,500	2,000	1,000	54,091												
Shepard	78,000	2,900			83,273												
Week Total	127,000	5,400	2,000	1,000	137,364												
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016																	
Export Destination	Jul	Aug	Sep	Oct	Nov							Dec	Jan	Feb	Mar	Total to Date	
NZ-Aus - Pre Season Forecast ¹	17,160	109,680	384,240	330,990	378,100							496,690	463,096	232,050	3,520	2,415,526	
NZ-Aus - Disp + Mthly Forecast ²	16,725	80,567	191,340	420,417	324,356	388,566	420,639	254,434	0	2,097,044							
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550	426,445	245,613	TBA**	2,383,442							
USA ³	0	0	0	0	0	0	0	0	0	0							
Japan ³	0	0	4,212	20,473	26,484	9,286	1,089	8	0	61,551							
Other Asia ³	973	6,951	28,265	61,567	63,798	52,651	38,817	19,235	7,463	279,719							
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	450,503	460,545	273,676	7,463	2,438,314							
<p>1 Source: Infocado AAL, Seasonal Forecast provided by NZ at start of season</p> <p>2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast provided by NZ (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)</p> <p>3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port</p> <p>* - waiting on final volumes from Infoshare NZ.</p> <p>** - ABS import data is now not provided until at least 5 weeks after the close of the month.</p>																	

Industry Dispatches By Origin Region and Count Size : 2nd April - 8th April 2016 (Wk 15)

Origin Region	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
Central Qld		1,090	3,620	24,353		11,184	9,319	9,937	1,016	60,519	5,901	864	3,775	72,091
North Qld	5	1,420	6,564	14,195	1,421	12,851	12,193	9,243	2,273	60,165	9,707	8,640	5,297	80,348
South Qld			911	2,442	304	3,684	3,536	1,586		12,463	4,629			20,879
Sunshine Coast	40	95	742	1,630		3,683	4,121	3,494	1,025	14,830	709			16,119
Total	45	2,605	11,837	42,620	1,725	31,402	29,169	24,260	4,314	147,977	20,946	9,504	9,072	189,438

Origin of Avocado



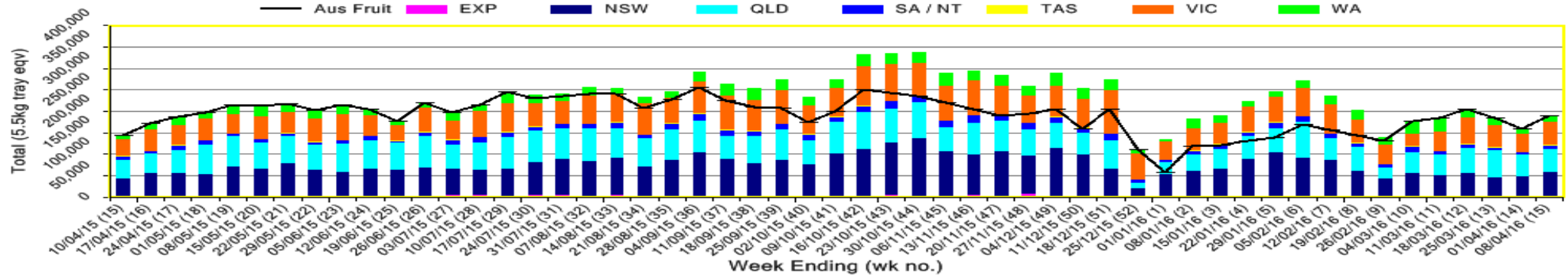
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 2nd April - 8th April 2016 (Wk 15)

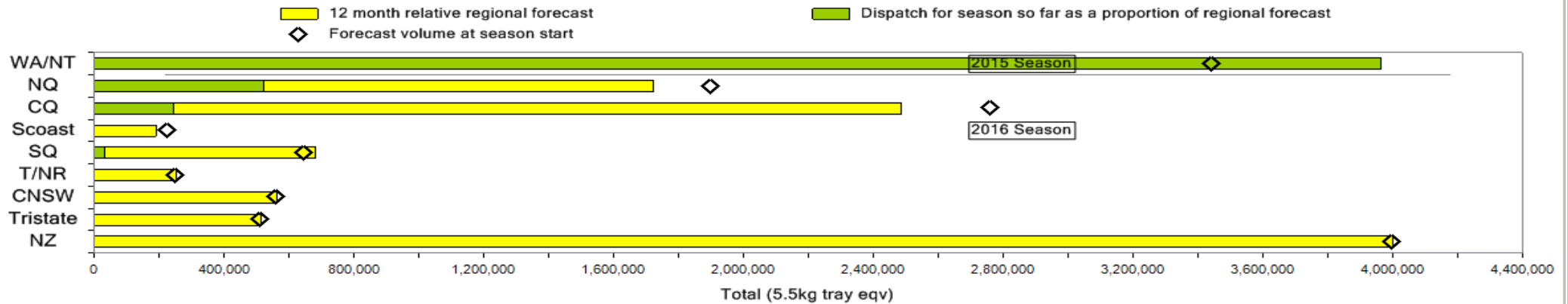
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									985	985	340			1,603
NSW	3	693	4,031	13,508	462	13,274	9,175	3,465	532	45,143	6,244	864		56,653
QLD		1,013	3,995	5,812	826	7,282	6,492	8,804	2,186	36,410	9,002		9,072	54,426
SA / NT				320		2,337	2,043	1,386		6,086	480			6,959
TAS							1,120	160		1,280				1,280
VIC	42	899	3,401	22,290	437	7,297	6,817	4,447	611	46,241	3,568	8,640		54,299
WA			410	690		1,212	3,522	5,998		11,832	1,312			14,217
Total	45	2,605	11,837	42,620	1,725	31,402	29,169	24,260	4,314	147,977	20,946	9,504	9,072	189,438

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 2,923,346 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which

Percentage dispatched by region (Based on seasonal forecast - 2016)



Week 15 Contributors - Packhouses

Green Skin Avocados (Consolidator)	Koci Avocado's (NQ)
Simpson Farms Pty Ltd (Consolidator)	Cobra Hill Orchards (NQ)
Sunfresh (Consolidator)	Avocados with Altitude (NQ)
The Avolution (Consolidator)	Aussie Orchards Growers & Packers Mutchilba (NQ)
Sunny Bluff Produce Pty Ltd (CQ)	Avocado Estates (NQ)
SuperPak/Avocado Ridge (CQ)	Gunnado Farm (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Tinaroo Falls Avocado Trust (NQ)
Donovan Family Investment Trust (CQ)	Golden Triangle Avocados (NQ)
Battistin Orchards Pty Ltd (NQ)	SQ: Less than 3 contributors

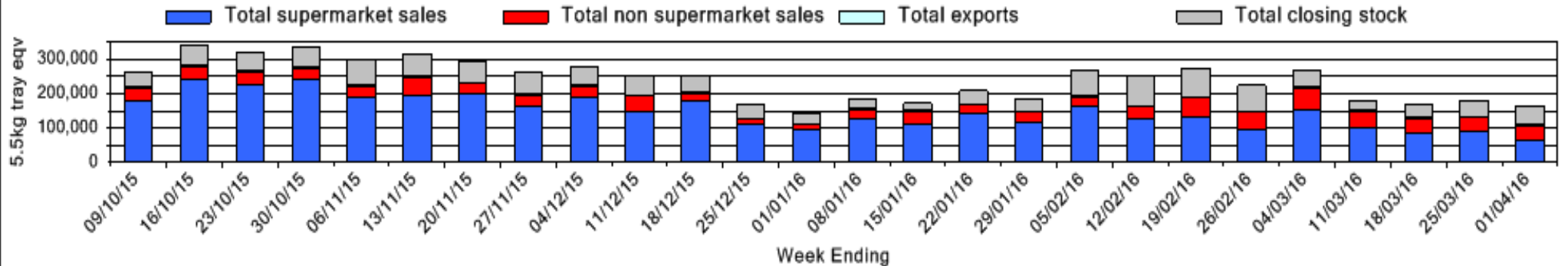
Week 15 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (Melbourne)
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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,981	22,869		26,850		1,169		1,169	2,125		864		864	157	3,981	25,152		29,133
Total Stock on Hand																		
QLD																		
Total supermarket sales	10,276	7,858		18,134	1,051	156		1,207	2,195						12,187	8,142		20,329
Total non supermarket sales	1	11,482	8	11,491		316	8	324	589						1	12,057	23	12,080
Total exports		985		985		340		340	618							1,603		1,603
Total sales	10,277	20,325	8	30,610	1,051	812	8	1,871	3,402						12,188	21,801	23	34,012
Total Stock on Hand	32,467	9,423	8	41,898		175		175	318						32,467	9,741	8	42,216
SA & TAS																		
Total supermarket sales	2,388	11,592		13,980											2,388	11,592		13,980
Total non supermarket sales	939	1,882	211	3,032	417	741		1,158	2,105						1,697	3,229	211	5,137
Total exports																		
Total sales	3,327	13,474	211	17,012	417	741		1,158	2,105						4,085	14,821	211	19,117
Total Stock on Hand	2,477	6,365	1,243	10,085	522	673		1,195	2,173						3,426	7,589	1,243	12,258
VIC																		
Total supermarket sales		25,898		25,898												25,898		25,898
Total non supermarket sales	4,825	4,825	2,134	11,784	887	1,047	18	1,952	3,549						6,438	6,729	2,167	15,333
Total exports																		
Total sales	4,825	30,723	2,134	37,682	887	1,047	18	1,952	3,549						6,438	32,627	2,167	41,231
Total Stock on Hand	1,703	2,164	1,197	5,064	358	462		820	1,491						2,354	3,004	1,197	6,555
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	1,699	6,694		8,393	522	29		551	1,002						2,648	6,747		9,395
Total Stock on Hand																		
Total																		
Total supermarket sales	12,884	70,293		83,177	1,056	717		1,773	3,224		864		864	157	14,804	71,754		86,558
Total non supermarket sales	11,225	22,807	2,353	36,385	1,821	2,741	26	4,588	8,342						14,536	27,791	2,400	44,727
Total exports		985		985		340		340	618							1,603		1,603
Total sales	24,109	94,085	2,353	120,547	2,877	3,798	26	6,701	12,184		864		864	157	29,340	101,148	2,400	132,888
Total Stock on Hand	40,323	20,515	2,448	63,286	880	1,622		2,502	4,549						41,923	23,464	2,448	67,835

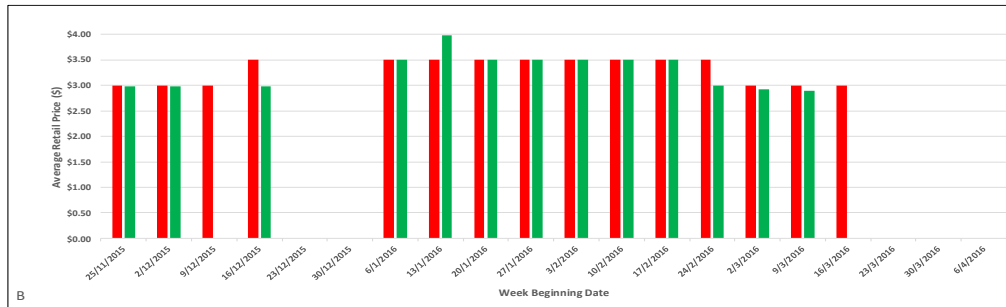
Weekly National Sales



Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 6th April 2016 (Week 15)

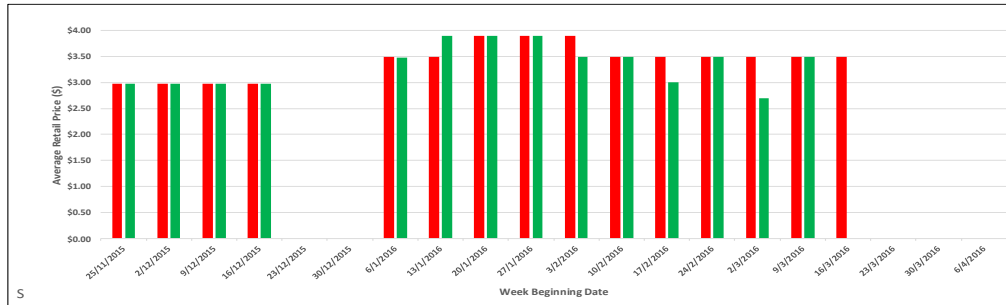
Key: ■ Coles online ■ Woolworths online

Brisbane

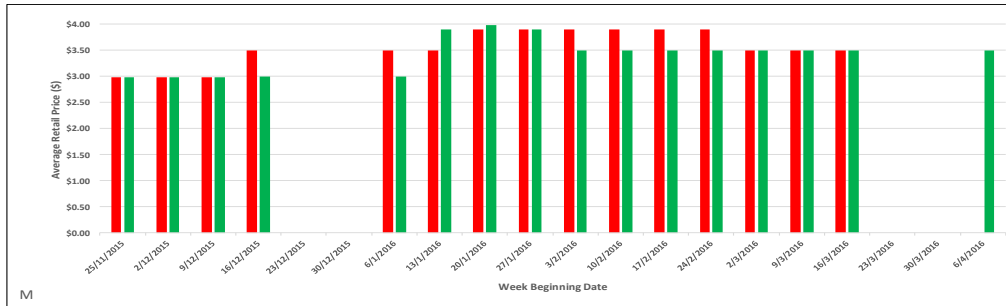


Please note: Brisbane & Sydney: There is no online pricing published for single Hass fruit in these markets this week, only Shepard – please see online pricing for single Shepard fruit in each market on the next page'

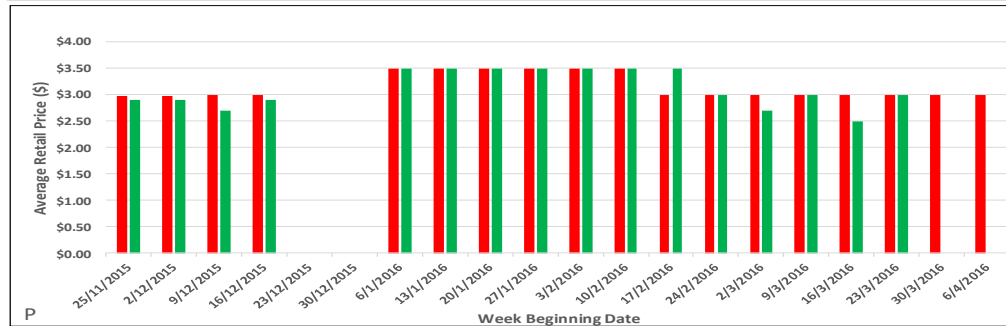
Sydney



Melbourne



Perth



Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wed, 6th April 2016 (Week 15)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		-	-	-	\$3.00
	Hass	Multi-buy	2 for \$x	-	-	-	2 for \$5*
	Shepard	Single Fruit		\$2.50*	\$3.50	\$3.90	-
	Shepard	Multi-buy	2 for \$x	-	2 for \$5*	-	-
	Hass	Single Fruit	Organic	\$6.00	-	-	-
	Hass	3 Pack		-	-	-	-
Woolworths	Hass	Single Fruit		-	-	\$3.50	-
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		\$3.00	↓\$2.90	\$3.50	↓\$2.90
	Shepard	Multi-buy	2 for \$x	-	↓2 for \$5*	2 for \$5.50*	2 for \$5*
	Hass	Single Fruit	Organic	-	\$5.50	-	-
	Hass	2 Pack	Ripe	\$7.90	-	\$7.98	-
	Hass	2 Pack	Organic	-	-	-	-
	Hass	3 Pack		\$5.98	\$4.98	\$5.98	\$7.00
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Hass	5 Pack	Mini Disney	\$5.90	\$5.98	\$5.48	\$7.00
	Hass	1kg Bag	Odd Bunch	\$7.50	\$7.50	\$8.98	\$9.50

Other information

Note: Online catalogues are published by major retailers each Wednesday.

Prices published in this report are reflective of online shopping and catalogue prices from Wednesday to Tuesday.

*denotes offer was advertised as a weekly and/or catalogue special

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Red) + ↓ = decrease in price from previous week

Catalogue Offers - Others

Aldi - No catalogue offers found

IGA- Sydney - Shepard - Multi-buy - 2 for \$5

Foodworks - No catalogue offers found

Woolworths - Sydney - Hass - 3 pack from NZ - \$5.98

Woolworths - Melbourne - Hass - Single fruit from NZ - \$3.50