



## INFOCADO WEEKLY REPORT: 13th April — 19th April 2013 (Wk 16)



### Comments

- Coles stores in Sydney have a catalogue special running this week as do IGA stores in Brisbane. Prices peaked in a Melbourne independent store at \$4.49 per fruit.
- The CQ Shepard season is only a few weeks away from ending and Hass volumes from this area will be increasing in the coming weeks. Growers are reminded to check their Dry Matter levels prior to harvest. The benchmark for Hass is 23%.
- If you are about to start your season please start thinking about putting your four weekly forecast in.
- Don't forget that the Qld Labour Day holiday has been moved from the start of May to the 7th October.
- The April Quarterly Report will be published to contributors by the end of this week.
- 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](http://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

### 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:

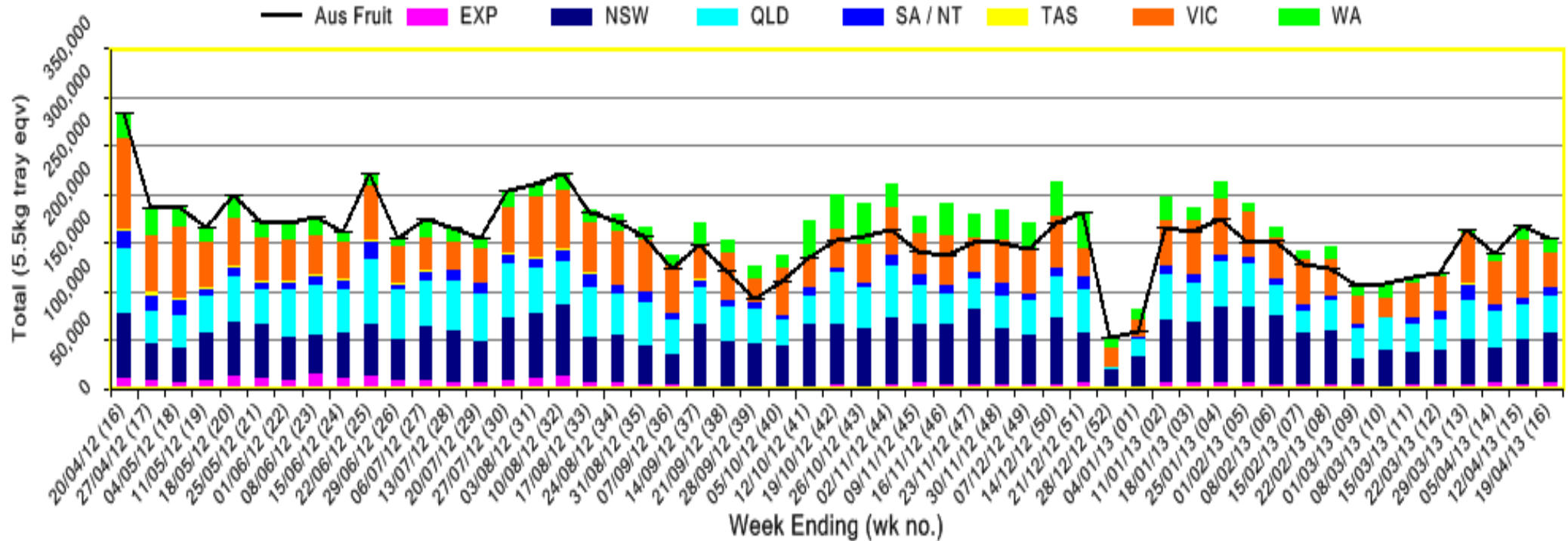
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 13th April - 19th April 2013 (Wk 16)**

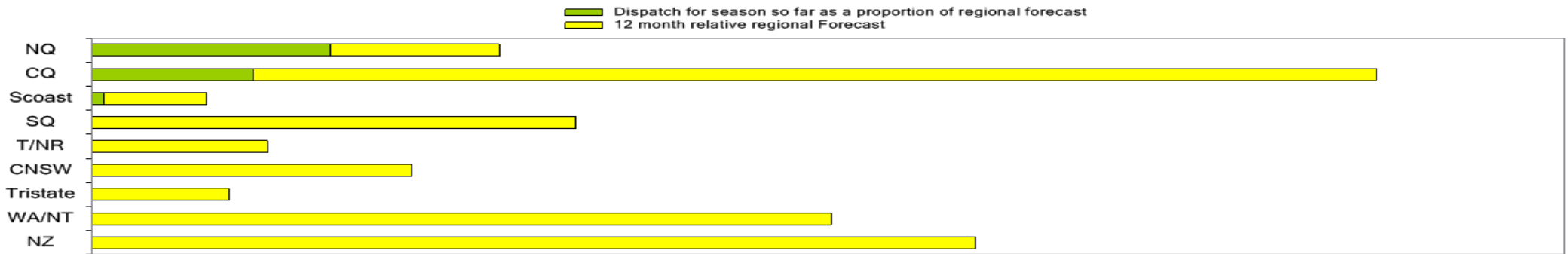
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								907	4,622	5,529	217			5,924
NSW	1	881	1,486	5,024	2,141	4,251	6,293	5,954	743	26,774	11,678	26,400		52,807
QLD		159	533	2,109	320	4,537	6,419	7,351	539	21,967	6,615	8,294	7,526	36,870
SA / NT		112	1,046	2,563			451	1,939	312	6,652	593	1,500		8,003
TAS							480			480	192			829
VIC	39	914	2,637	4,457	1,565	6,301	6,587	2,220	770	25,490	4,962	6,300		35,657
WA		1	52	850			1,348	6,176	862	9,609	2,625			14,382
<b>Total</b>	<b>40</b>	<b>2,067</b>	<b>5,754</b>	<b>15,003</b>	<b>4,026</b>	<b>16,666</b>	<b>26,406</b>	<b>19,233</b>	<b>7,306</b>	<b>96,501</b>	<b>26,882</b>	<b>42,494</b>	<b>7,526</b>	<b>154,471</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 2,402,350 5.5kg tray eqv

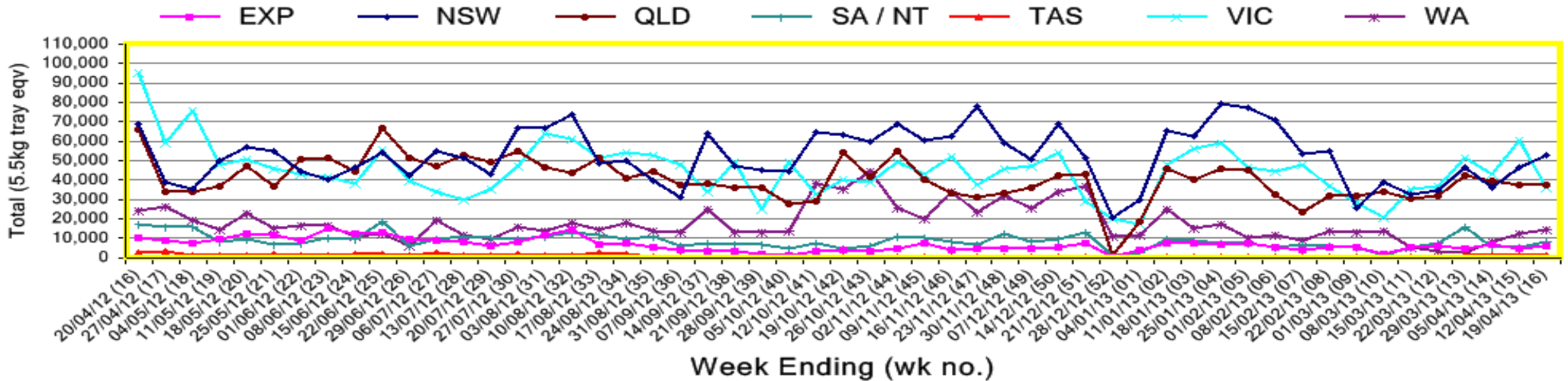




Percentage dispatched by region (Based on seasonal forecast - 2013)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2013 to date = 2,402,350 5.5kg tray eqv



**Week 16 contributors - Packhouses**

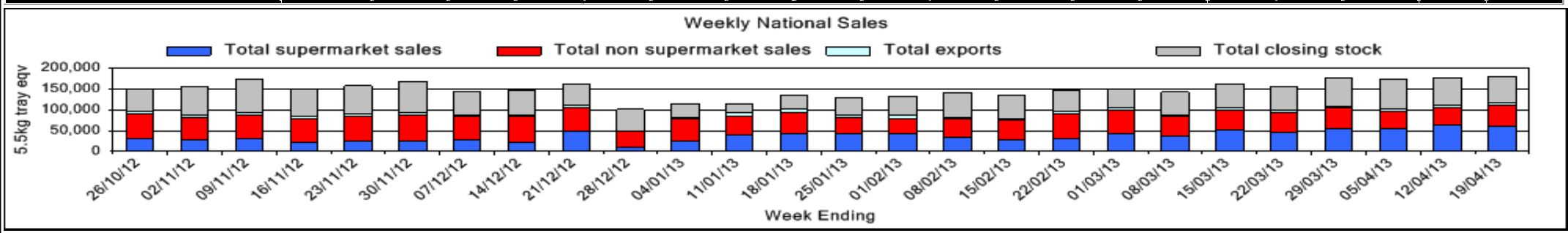
- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| Aussie Orchards Growers & Packers | R & M Waterman                        |
| Avocado Estates                   | Simpson Farms Pty Ltd (Goodwood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

**Week 16 contributors - Wholesalers**

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

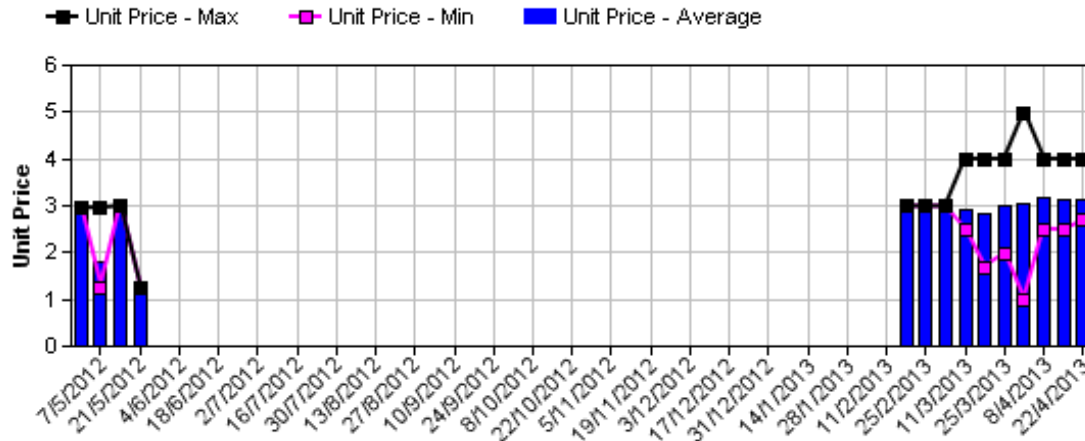
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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>		7,555		<b>7,555</b>		420		420	<b>764</b>		26,400		26,400	<b>4,800</b>		13,119		<b>13,119</b>
<b>Total non supermarket sales</b>	1,299	3,702	256	<b>5,257</b>	651	459	4	1,114	<b>2,025</b>						2,483	4,537	263	<b>7,283</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>1,299</b>	<b>11,257</b>	<b>256</b>	<b>12,812</b>	<b>651</b>	<b>879</b>	<b>4</b>	<b>1,534</b>	<b>2,789</b>		<b>26,400</b>		<b>26,400</b>	<b>4,800</b>	<b>2,483</b>	<b>17,655</b>	<b>263</b>	<b>20,401</b>
<b>Total Stock on Hand</b>	<b>203</b>	<b>3,553</b>	<b>20</b>	<b>3,776</b>	<b>692</b>	<b>528</b>		<b>1,220</b>	<b>2,218</b>						<b>1,461</b>	<b>4,513</b>	<b>20</b>	<b>5,994</b>
QLD																		
<b>Total supermarket sales</b>					Not enough QLD wholesalers contributed data this week.													
<b>Total non supermarket sales</b>					Not enough QLD wholesalers contributed data this week.													
<b>Total exports</b>					Not enough QLD wholesalers contributed data this week.													
<b>Total sales</b>	<b>507</b>	<b>37,327</b>		<b>37,834</b>	<b>185</b>	<b>1,547</b>		<b>1,732</b>	<b>3,149</b>		<b>6,600</b>		<b>6,600</b>	<b>1,200</b>	<b>843</b>	<b>41,340</b>		<b>42,183</b>
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>	160	8,758		<b>8,918</b>							1,500		1,500	<b>273</b>	160	9,031		<b>9,191</b>
<b>Total non supermarket sales</b>	1,489	2,773		<b>4,262</b>	92	331		423	<b>769</b>						1,656	3,375		<b>5,031</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>1,649</b>	<b>11,531</b>		<b>13,180</b>	<b>92</b>	<b>331</b>		<b>423</b>	<b>769</b>		<b>1,500</b>		<b>1,500</b>	<b>273</b>	<b>1,816</b>	<b>12,406</b>		<b>14,222</b>
<b>Total Stock on Hand</b>	<b>3,643</b>	<b>5,509</b>		<b>9,152</b>	<b>429</b>	<b>38</b>		<b>467</b>	<b>849</b>						<b>4,423</b>	<b>5,578</b>		<b>10,001</b>
VIC																		
<b>Total supermarket sales</b>		10,764		<b>10,764</b>		1,389		1,389	<b>2,525</b>		6,300		6,300	<b>1,145</b>		14,435		<b>14,435</b>
<b>Total non supermarket sales</b>	1,292	8,264	1,074	<b>10,630</b>	313	1,448	288	2,049	<b>3,725</b>						1,861	10,896	1,598	<b>14,356</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>1,292</b>	<b>19,028</b>	<b>1,074</b>	<b>21,394</b>	<b>313</b>	<b>2,837</b>	<b>288</b>	<b>3,438</b>	<b>6,251</b>		<b>6,300</b>		<b>6,300</b>	<b>1,145</b>	<b>1,861</b>	<b>25,331</b>	<b>1,598</b>	<b>28,791</b>
<b>Total Stock on Hand</b>	<b>3,093</b>	<b>8,404</b>		<b>11,498</b>		<b>3,837</b>	<b>140</b>	<b>3,977</b>	<b>7,231</b>						<b>3,093</b>	<b>15,381</b>	<b>255</b>	<b>18,729</b>
WA																		
<b>Total supermarket sales</b>	86	5,837		<b>5,923</b>	22	552		574	<b>1,044</b>						126	6,841		<b>6,967</b>
<b>Total non supermarket sales</b>	623	2,439		<b>3,062</b>	75	48		123	<b>224</b>						759	2,526		<b>3,286</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>709</b>	<b>8,276</b>		<b>8,985</b>	<b>97</b>	<b>600</b>		<b>697</b>	<b>1,267</b>						<b>885</b>	<b>9,367</b>		<b>10,252</b>
<b>Total Stock on Hand</b>	<b>909</b>	<b>884</b>		<b>1,793</b>	<b>120</b>			<b>120</b>	<b>218</b>						<b>1,127</b>	<b>884</b>		<b>2,011</b>
Total																		
<b>Total supermarket sales</b>	246	48,557		<b>48,803</b>	22	2,841		2,863	<b>5,205</b>		40,800		40,800	<b>7,418</b>	286	61,141		<b>61,427</b>
<b>Total non supermarket sales</b>	5,210	33,333	1,330	<b>39,874</b>	1,316	3,136	292	4,744	<b>8,625</b>						7,603	39,035	1,861	<b>48,499</b>
<b>Total exports</b>		5,529		<b>5,529</b>		217		217	<b>395</b>							5,924		<b>5,924</b>
<b>Total sales</b>	<b>5,456</b>	<b>87,419</b>	<b>1,330</b>	<b>94,206</b>	<b>1,338</b>	<b>6,194</b>	<b>292</b>	<b>7,824</b>	<b>14,225</b>		<b>40,800</b>		<b>40,800</b>	<b>7,418</b>	<b>7,889</b>	<b>106,099</b>	<b>1,861</b>	<b>115,849</b>
<b>Total Stock on Hand</b>	<b>8,417</b>	<b>43,504</b>	<b>20</b>	<b>51,942</b>	<b>1,706</b>	<b>4,707</b>	<b>140</b>	<b>6,553</b>	<b>11,915</b>						<b>11,519</b>	<b>52,062</b>	<b>275</b>	<b>63,856</b>

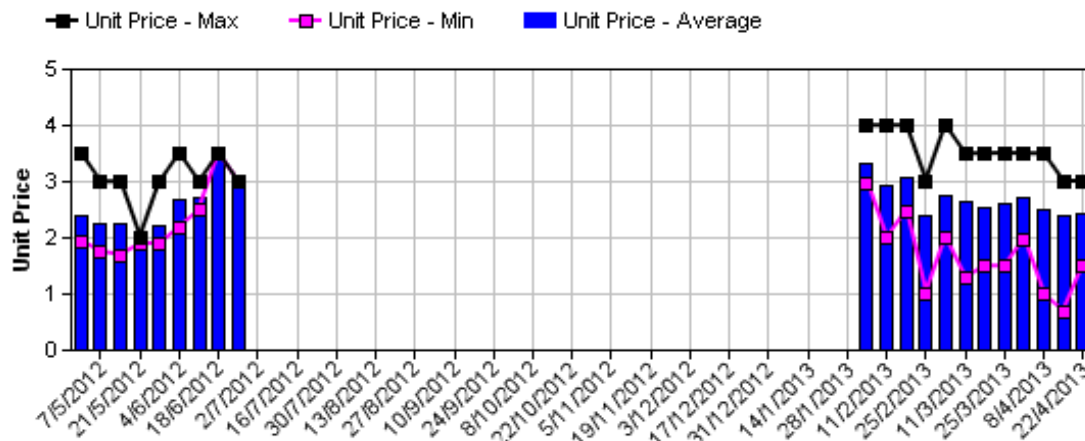




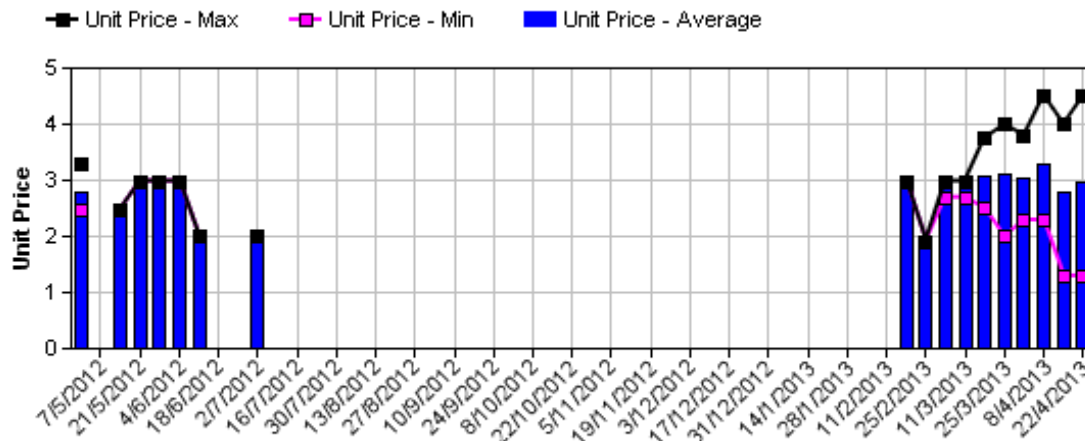
### Shepard Avocado Average Retail Prices - Sydney



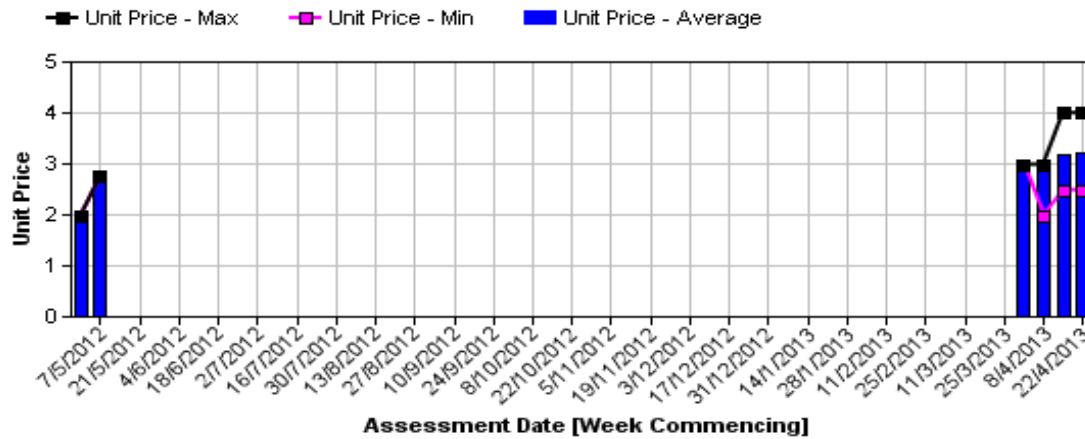
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 22nd 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>					
Woolworths	Shepard	280	2.68	No	Aus	I	Shepard	150	1.29	No	NS
Woolworths	Shepard	260	2.68	No	Aus	I	Shepard	160	1.99	Store	NS
Woolworths	Shepard	300	2.68	No	Aus	I	Hass	175	2.40	No	NS
I	Shepard	260	2.69	No	Aus	I	Shepard	285	2.49	No	NS
Coles	Shepard	260	2.98	Cat	Aus	I	Shepard	250	2.69	No	NS
Coles	Hass	240	2.98	No	Aus	Safeway	Shepard	250	2.98	No	Aus
Coles	Shepard	260	2.98	Cat	Aus	Coles	Shepard	220	2.98	No	Aus
Coles	Shepard	250	2.98	Cat	Aus	Safeway	Shepard	300	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Coles	Shepard	200	2.98	No	Aus
I	Shepard	270	2.99	No	Aus	Coles	Shepard	250	2.98	No	Aus
I	Hass	265	2.99	No	Aus	Safeway	Shepard	300	2.98	No	Aus
Foodworks	Shepard	260	2.99	No	Aus	I	Shepard	250	2.98	No	Aus
IGA	Shepard	200	2.99	No	Aus	IS	Shepard	250	2.99	No	NS
I	Shepard	200	2.99	No	Aus	IGA	Shepard	200	2.99	No	NS
I	Shepard	320	3.49	No	Aus	I	Shepard	300	3.69	No	Aus
IGA	Shepard	270	3.50	No	Aus	I	Shepard	350	3.69	No	Aus
I	Hass	275	3.99	No	Aus	I	Shepard	250	4.49	No	Aus
I	Shepard	310	3.99	No	Aus	<b>PERTH</b>					
I	Shepard	280	3.99	No	Aus	Coles	Shepard	220	2.48	No	Aus
I	Hass	260	3.99	No	Aus	Coles	Shepard	210	2.48	No	Aus
<b>BRISBANE</b>						Coles	Shepard	220	2.48	No	Aus
I	Shepard	180	1.50	Store	Aus	Woolworths	Shepard	220	2.98	No	Aus
IGA	Shepard	180	1.69	Cat	Aus	Woolworths	Shepard	200	2.98	Store	Aus
IGA	Shepard	190	1.69	Cat	Aus	Woolworths	Shepard	220	2.98	No	Aus
IGA	Shepard	170	1.69	Cat	Aus	I	Fuerte	220	2.99	No	Aus
I	Shepard	195	1.97	Store	Aus	IGA	Shepard	230	2.99	No	Aus
Woolworths	Shepard	230	1.98	No	Aus	IS	Shepard	210	2.99	Store	Aus
I	Hass	180	2.29	Store	Aus	IGA	Hass	230	3.29	No	Aus
Woolworths	Shepard	180	2.48	No	Aus	I	Shepard	240	3.49	No	Aus
Woolworths	Shepard	190	2.48	Cat	Aus	IGA	Shepard	235	3.99	No	Aus
I	Shepard	200	2.50	Store	Aus	IGA	Shepard	255	3.99	No	Aus
I	Shepard	240	2.79	Store	Aus	I	Shepard	280	3.99	No	Aus
Coles	Shepard	240	2.98	Store	Aus	IGA	Hass	270	3.99	No	Aus
Coles	Shepard	210	2.98	Store	Aus	I	Shepard	260	3.99	No	Aus
Coles	Shepard	230	2.98	Store	Aus	I	Hass	240	3.99	No	Aus
I	Shepard	300	2.99	Store	Aus						
I	Shepard	240	2.99	No	Aus						
I	Shepard	240	3.00	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

### 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