



INFOCADO WEEKLY REPORT: 12th April — 18th April 2014 (Wk 16)



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Comments

- Perth consumers continue to see high retail prices with the retail price peaking at \$5.99 / fruit. Whilst Brisbane consumers are seeing lower prices at \$3.99.
- As the Shepard season winds down greater volumes of Hass will become more available at the retail level relative to the volumes that have been forecast. The SC and SQ regions have started their harvest seasons so fruit volumes can be expected from these regions in the coming weeks.
- The weekly dispatches this week have followed the volume that has been forecast through the 4 week forecast with the oncoming weeks forecast continuing to decrease. All packhouses are reminded to update their 4 week forecast as their season progresses.

What you need to be aware of for next month

The next Qualicado workshop will be held in the Southern Queensland region on 8 May 2014 which will be focused on growers and packers. All in the area are invited to attend. For more information visit the AAL website and view Events or contact our office directly.

New Look Australian Avocado Website

The launch of the new television campaign later this month is also an ideal opportunity to launch a refresh of the Australian Avocados website. From week commencing 27 April the consumer website will feature new device response technology and design changes will provide improved page navigation and search functionality from any mobile or desk top device. With over 15,000 unique visitors a month these changes are aimed at providing a better overall user experience for consumers.

More detailed information about the marketing campaign will appear in the next issue of Talking Avocados magazine (see the Marketing Update section).

Upcoming Holidays

Anzac Day: 25th April | Foundation Day WA: 2nd June | Queens Birthday (All states except WA): 9th 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:

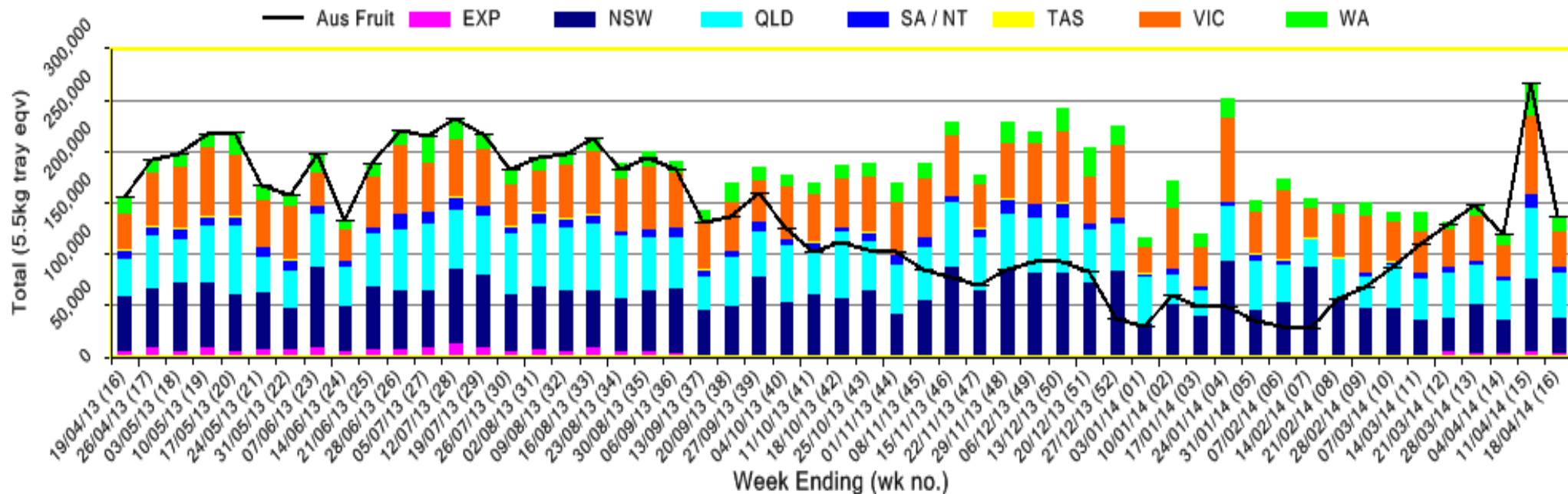
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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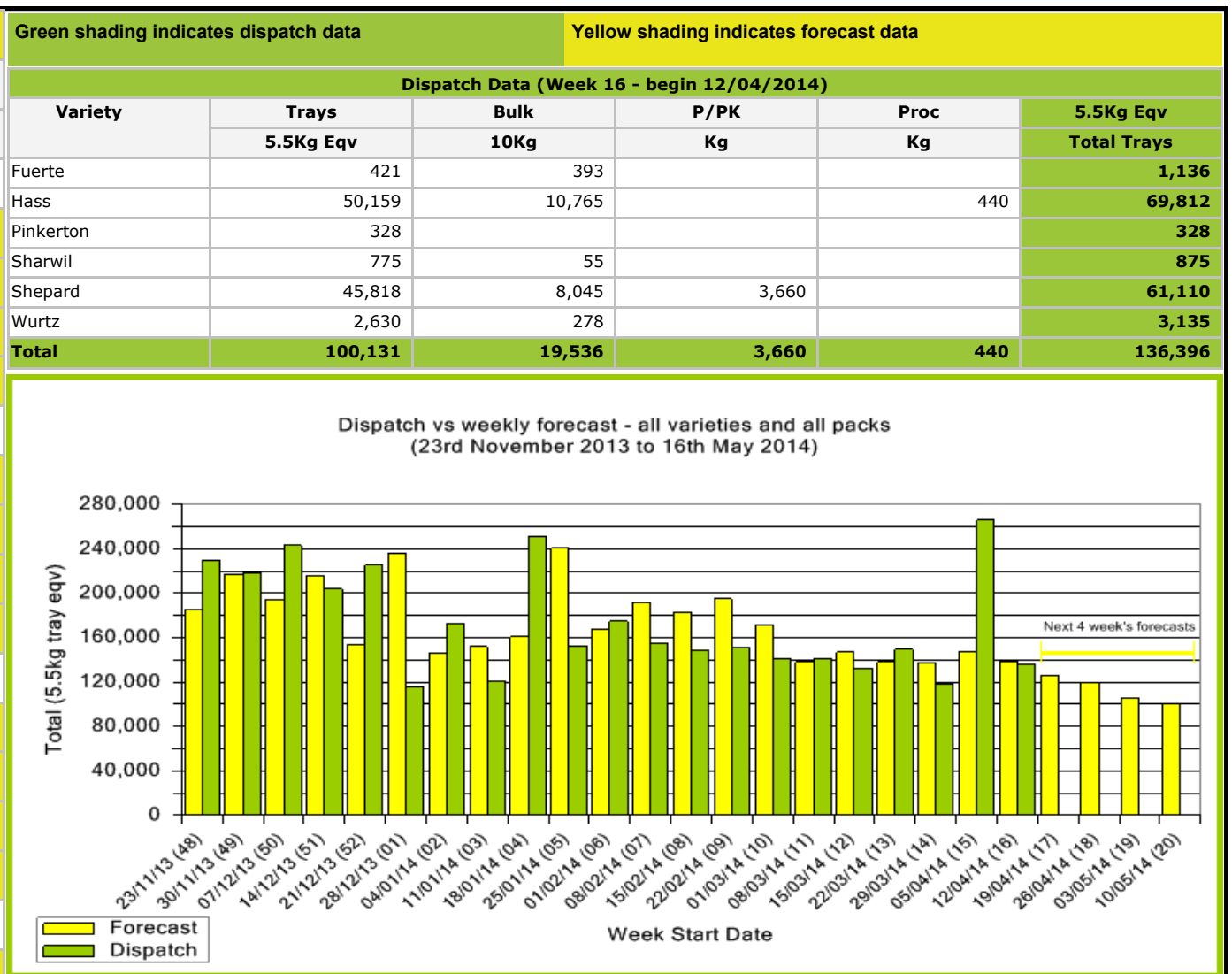
Industry Dispatches By Destination State and Count Size : 12th April - 18th April 2014 (Wk 16)

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										3,634	3,634	192			3,983
NSW		644	3,907	6,589	695	5,524	3,710	1,025	913	23,007	5,673	960		33,497	
QLD	123	264	4,143	4,054	409	3,861	9,513	7,786	3,401	33,554	6,327	1,320	440	45,378	
SA / NT			201	810			214	362	1,312	3,113	672	240		4,379	
TAS									320	320				320	
VIC	29	552	3,185	7,753	514	6,856	5,275	1,439	1,212	26,815	4,608	1,140		35,400	
WA			436	1,420			1,298	4,454	1,349	9,688	2,064			13,441	
Total	152	1,460	11,872	20,626	1,618	17,753	23,314	13,231	10,105	100,131	19,536	3,660	440	136,396	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 2,524,255 5.5kg tray eqv



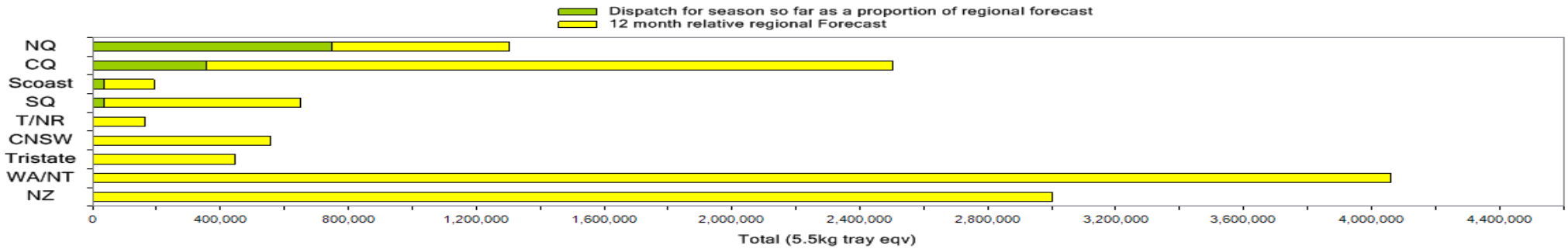
Forecast Data (Week 16 - 20)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 16 - begin 12/04/2014					
Hass	75,250	6,500	10,000	2,700	89,377
Sharwil	37	25			82
Shepard	45,500	1,950			49,045
Week Total	120,787	8,475	10,000	2,700	138,505
Week 17 - begin 19/04/2014					
Hass	81,000	9,300	10,000	2,600	100,200
Sharwil	93	40			166
Shepard	22,277	2,000			25,913
Week Total	103,370	11,340	10,000	2,600	126,279
Week 18 - begin 26/04/2014					
Hass	89,000	8,700	5,000	2,400	106,163
Sharwil	49	30			104
Shepard	10,400	1,600			13,309
Week Total	99,449	10,330	5,000	2,400	119,576
Week 19 - begin 03/05/2014					
Hass	81,500	9,700		2,400	99,572
Sharwil	68	40			141
Shepard	5,000	500			5,909
Week Total	86,568	10,240		2,400	105,622
Week 20 - begin 10/05/2014					
Hass	82,500	9,700		2,400	100,572
Week Total	82,500	9,700		2,400	100,572



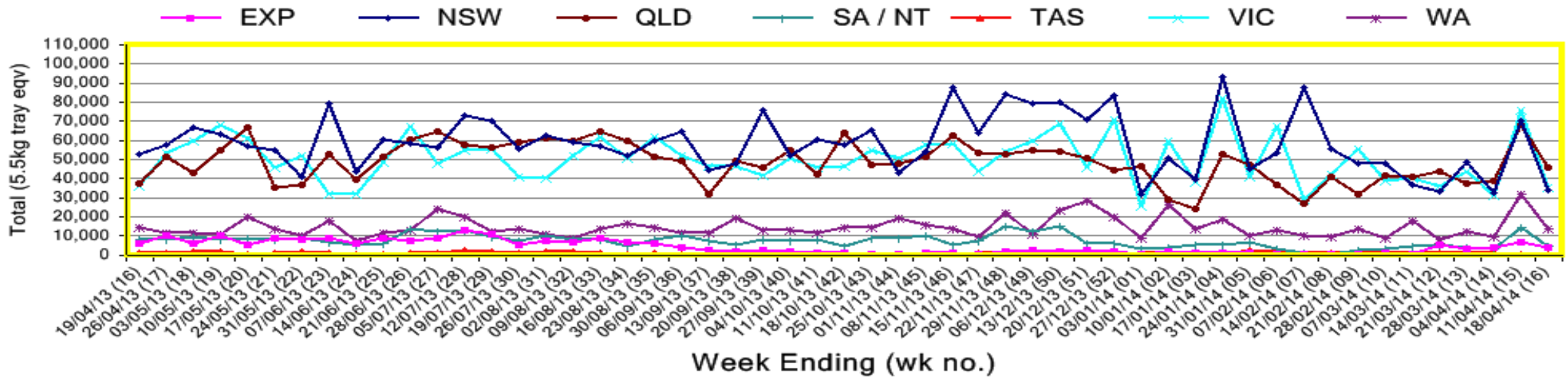
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
Australia (from Infocado)	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727	835	2,693,019
USA¹	0	0	0	0	14	48	19	0		81
Japan¹	0	8,272	38,102	48,498	26,806	3,010	1,129	0		125,817
Other Asia¹	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		201,391
Total	16,341	103,520	355,143	674,981	660,948	639,905	467,893	100,742	835	3,020,308

1 source: Statistics NZ adjusted for freight time to destination port

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 2,524,255 5.5kg tray eqv



Week 16 contributors - Packhouses

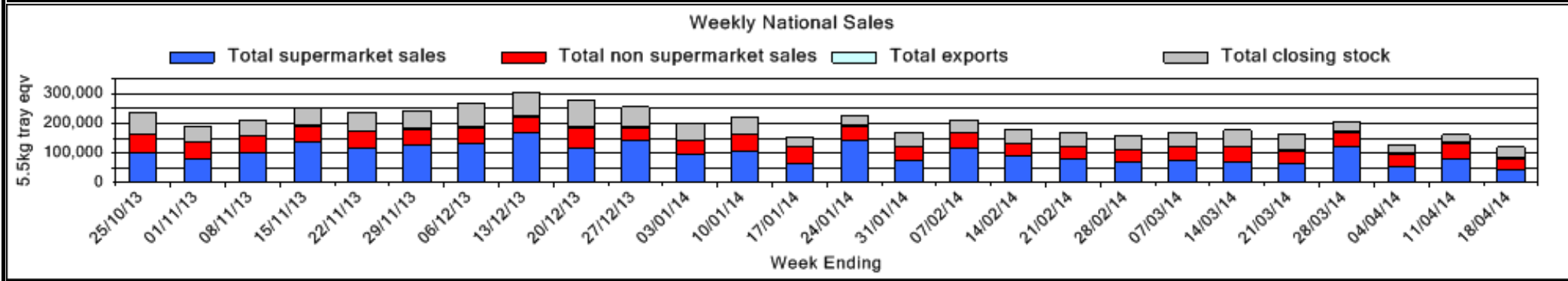
Natures Fruit Company (Consolidator)	Donovan Family Investment Trust (CQ)
One Harvest (Consolidator)	Aussie Orchards Growers & Packers (NQ)
Sunfresh (Consolidator)	Battistin Orchards Pty Ltd (NQ)
The Evolution (Consolidator)	Tinaroo Falls Avocado Trust (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Gunnado Farm (NQ)
SuperPak (CQ)	Avocado Estates (NQ)
Simpson Farms Pty Ltd (CQ)	SC: Less than 3 contributors
Sunny Bluff Produce Pty Ltd (CQ)	

Week 16 contributors - Wholesalers

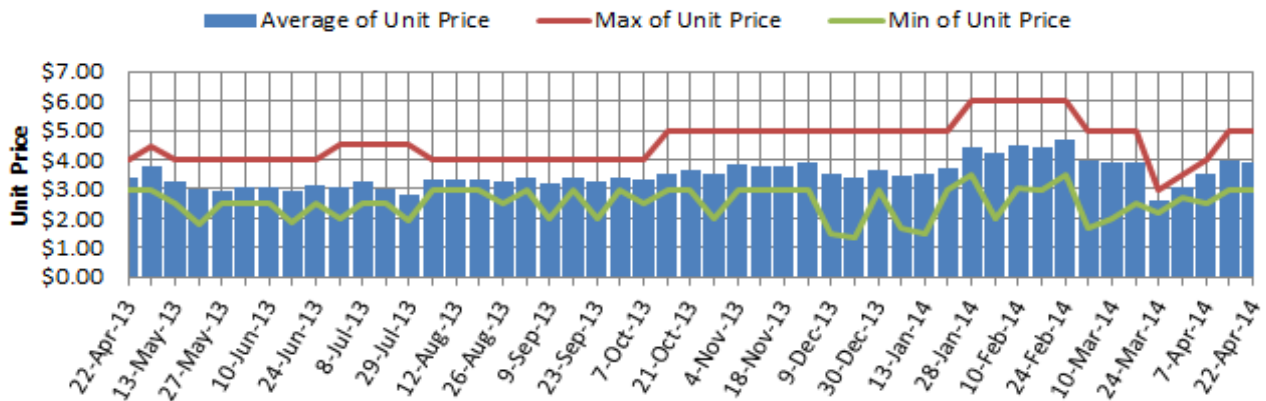
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Favco Queensland Pty Ltd (Brisbane)	United Fresh (Adelaide)

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

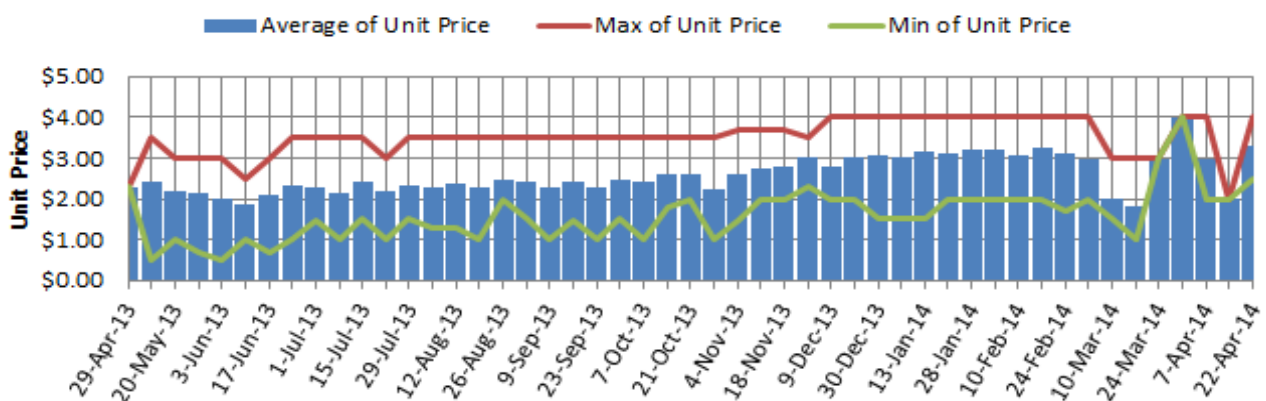
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	5,382	7,150		12,532	938			938	1,705		960		960	175	7,087	7,325		14,412
Total Stock on Hand																		
QLD																		
Total supermarket sales	6,466	7,167		13,633	531			531	965		1,320		1,320	240	7,431	7,407		14,838
Total non supermarket sales	11,279	2,082		13,361	244	764		1,008	1,833						11,723	3,471		15,194
Total exports	480	3,154		3,634		192		192	349						480	3,503		3,983
Total sales	18,225	12,403		30,628	775	956		1,731	3,147		1,320		1,320	240	19,634	14,381		34,015
Total Stock on Hand	11,775	975		12,750	516	242		758	1,378						12,713	1,415		14,128
SA & TAS																		
Total supermarket sales		2,687	1,160	3,847							240		240	44		2,731	1,160	3,891
Total non supermarket sales	3,288	393	126	3,807	690	4	11	705	1,282						4,543	400	146	5,089
Total exports																		
Total sales	3,288	3,080	1,286	7,654	690	4	11	705	1,282		240		240	44	4,543	3,131	1,306	8,979
Total Stock on Hand	2,963	1,730	682	5,375	1,055	2	281	1,338	2,433						4,881	1,734	1,193	7,808
VIC																		
Total supermarket sales	3,200	7,343		10,543		140		140	255		1,140		1,140	207	3,200	7,805		11,005
Total non supermarket sales	2,519	3,580		6,099	320	923		1,243	2,260						3,101	5,258		8,359
Total exports																		
Total sales	5,719	10,923		16,642	320	1,063		1,383	2,515		1,140		1,140	207	6,301	13,063		19,364
Total Stock on Hand	3,310	2,304		5,614	193	501		694	1,262						3,661	3,215		6,876
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	2,919	4,932		7,851	869			869	1,580						4,499	4,932		9,431
Total Stock on Hand																		
Total																		
Total supermarket sales	12,072	29,274	1,160	42,506	531	140		671	1,220		3,660		3,660	665	13,037	30,194	1,160	44,391
Total non supermarket sales	22,981	6,060	126	29,167	3,061	1,691	11	4,763	8,660						28,547	9,135	146	37,827
Total exports	480	3,154		3,634		192		192	349						480	3,503		3,983
Total sales	35,533	38,488	1,286	75,307	3,592	2,023	11	5,626	10,229		3,660		3,660	665	42,064	42,832	1,306	86,202
Total Stock on Hand	20,043	5,009	682	25,734	2,916	745	281	3,942	7,167						25,345	6,363	1,193	32,901



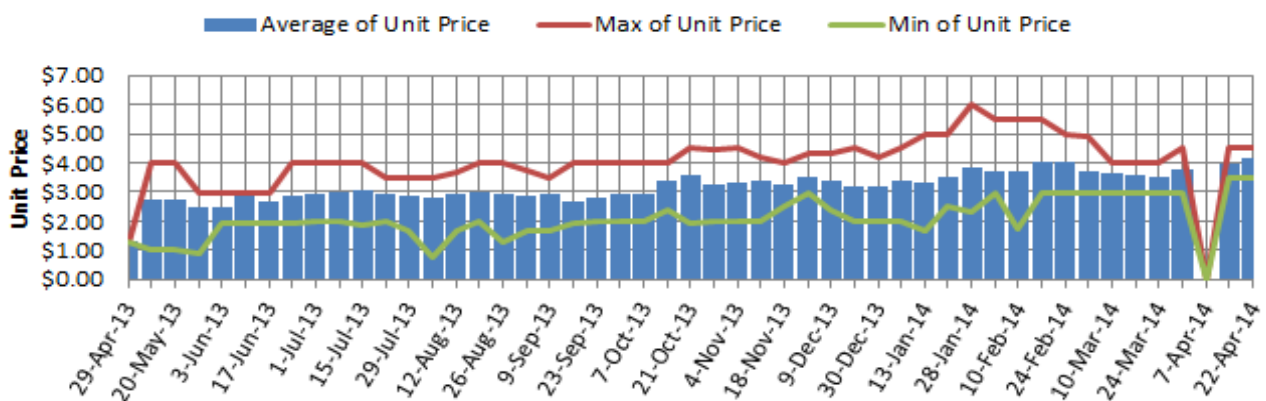
Hass Avocado Average Retail Prices - Sydney



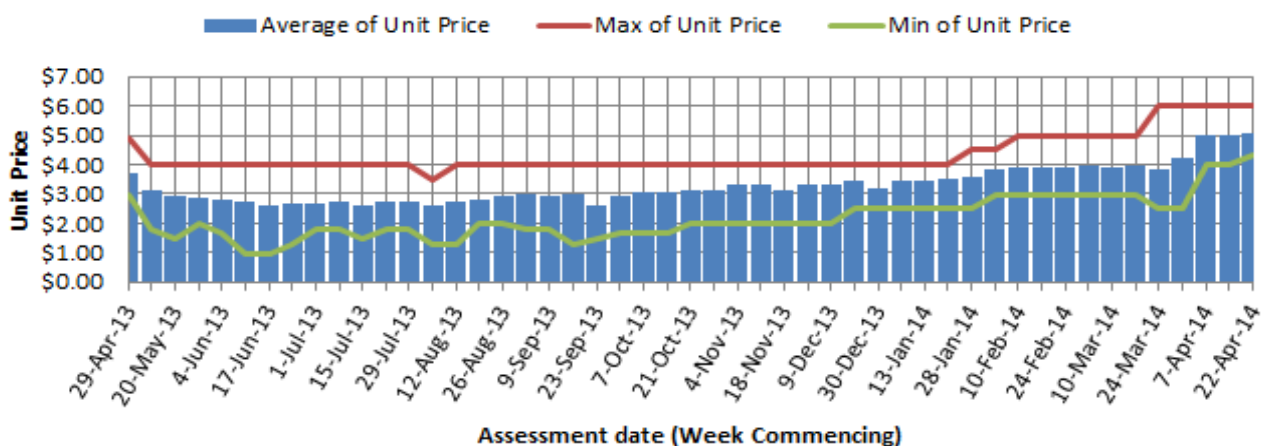
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

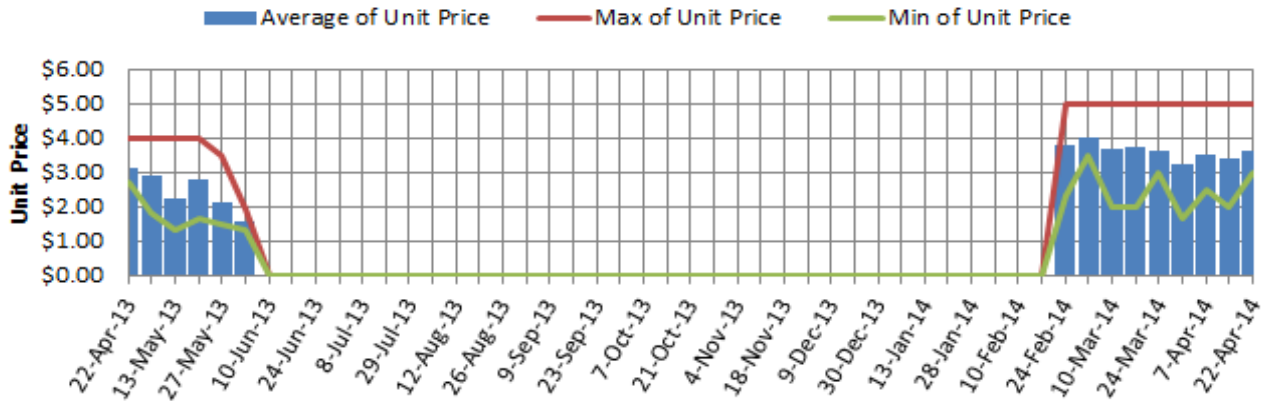


Hass Avocado Average Retail Prices - Perth

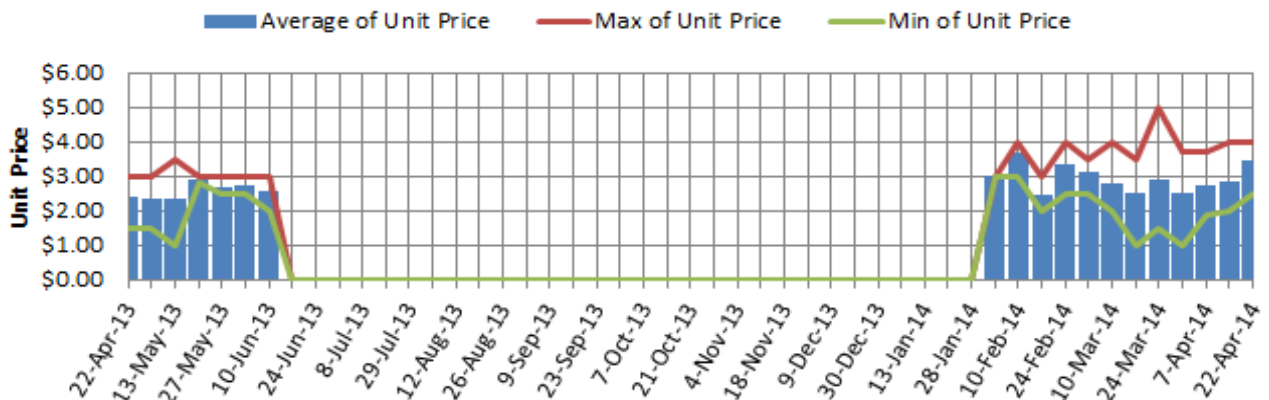


Assessment date (Week Commencing)

Shepard Avocado Average Retail Prices - Sydney



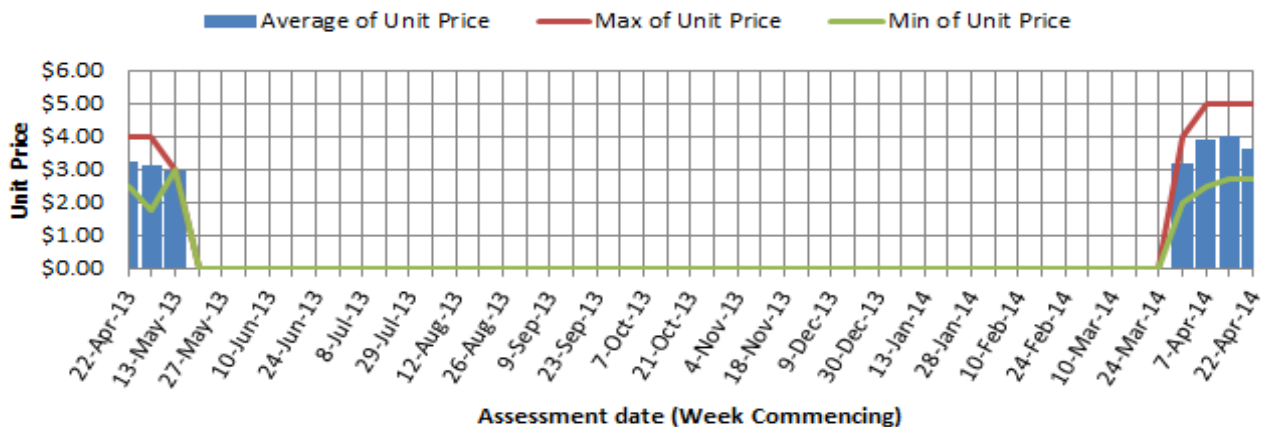
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 22nd April 2014

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin	StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	140	2.95	No	Aus	I	Hass	270	3.49	No	Aus
I	Shepard	260	2.99	No	Aus	I	Shepard	300	3.98	Store	Aus
I	Shepard	190	3.00	Store	Aus	Safeway	Shepard	260	3.98	No	Aus
I	Shepard	170	3.00	Store	Aus	Coles	Shepard	205	3.98	No	Aus
Woolworths	Shepard	280	3.48	No	Aus	Safeway	Shepard	205	3.98	No	Aus
Woolworths	Shepard	290	3.48	No	Aus	Coles	Hass	250	3.98	No	Aus
Woolworths	Shepard	290	3.48	No	Aus	Safeway	Shepard	270	3.98	No	Aus
Coles	Hass	270	3.48	No	Aus	Coles	Shepard	240	3.98	No	Aus
Coles	Hass	280	3.48	No	Aus	IGA	Hass	320	3.99	No	Aus
IGA	Hass	220	3.48	No	Aus	I	Hass	230	4.49	No	Aus
Coles	Hass	290	3.48	No	Aus	I	Hass	260	4.49	No	Aus
IGA	Shepard	270	3.95	No	Aus	I	Shepard	310	4.49	No	Aus
I	Shepard	220	3.99	No	Aus	I	Hass	250	4.49	No	Aus
I	Hass	270	3.99	No	Aus	PERTH					
I	Hass	240	3.99	No	Aus	IS	Shepard	155	2.69	Store	Aus
Foodworks	Hass	300	3.99	No	Aus	Woolworths	Shepard	195	2.98	No	Aus
I	Hass	260	4.99	No	Aus	I	Shepard	170	2.98	No	Aus
I	Shepard	290	4.99	No	Aus	Woolworths	Shepard	185	2.98	No	Aus
I	Hass	300	4.99	No	Aus	Woolworths	Shepard	180	2.98	No	Aus
BRISBANE						Coles	Shepard	215	3.98	No	Aus
I	Shepard	185	2.49	No	Aus	Coles	Shepard	200	3.98	No	Aus
I	Hass	200	2.49	No	Aus	Coles	Shepard	205	3.98	No	Aus
Coles	Shepard	180	2.98	No	Aus	IGA	Shepard	230	3.99	No	Aus
Coles	Shepard	220	2.98	No	Aus	I	Shepard	235	3.99	No	Aus
Coles	Shepard	200	2.98	No	Aus	I	Shepard	250	3.99	No	Aus
IGA	Hass	200	2.99	No	Aus	IGA	Hass	185	4.29	No	Aus
I	Hass	220	2.99	No	Aus	IGA	Shepard	265	4.99	No	Aus
I	Hass	210	2.99	No	Aus	IGA	Hass	240	4.99	No	Aus
Woolworths	Shepard	180	3.48	No	Aus	I	Hass	270	5.99	No	Aus
IGA	Hass	180	3.48	No	Aus						
Woolworths	Shepard	260	3.48	No	Aus						
I	Shepard	220	3.50	Store	Aus						
I	Shepard	180	3.99	No	Aus						
I	Shepard	314	3.99	No	Aus						
I	Hass	380	3.99	No	Aus						
I	Shepard	300	3.99	No	Aus						
I	Shepard	220	3.99	Store	Aus						
I	Hass	240	3.99	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