



INFOCADO WEEKLY REPORT: 11th April — 17th April 2015 (Week 16)

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Comments

- The majority of dispatches for the past week were to Brisbane, size 25 dominating (refer P 2).
- The weekly dispatch volume (171,606 trays) was slightly higher than the weeks forecast by about 16,000 trays (9%). The four week forecast indicates similar levels of supply for the next few weeks (refer P 3).
- Market volumes continue to be dominated by Shepard with Hass expected to return to dominant levels over the next 2 weeks (refer P 3).
- NQ is over half way through the volume forecast for the season, CQ is about 15% through with SC and SQ just started (refer P 4).
- The average retail price per Shepard avocado continues to hold at around \$3.00 avocado. Average price of Hass has eased off in most cities with some higher priced Hass recorded in the west. (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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.

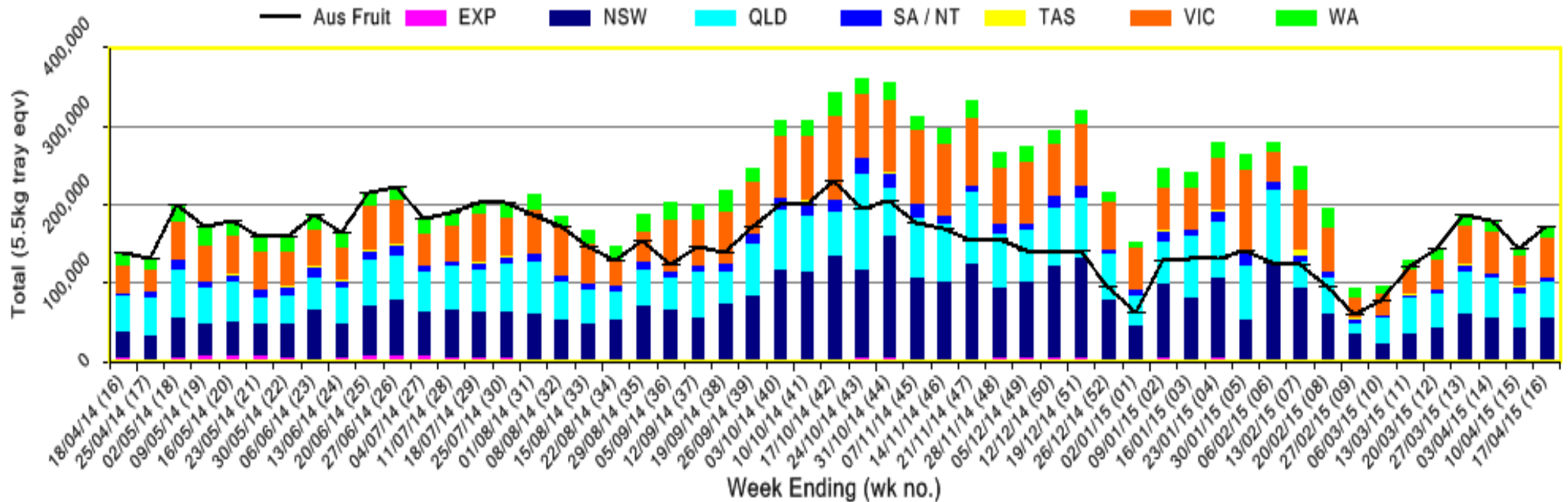
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 11th April - 17th April 2015 (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	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									1,708	1,708	96				1,883
NSW	182	219	3,028	8,941	576	8,075	7,498	3,286	1,754	33,559	10,259	7,616			53,597
QLD	66	311	2,814	5,781	901	4,337	6,869	15,127	3,254	39,460	3,454	2,546	4,400	1,200	47,221
SA / NT	101		79	151		3,097	343	730	278	4,779		1,157			4,989
TAS								456		456					456
VIC	56	838	3,446	7,549	352	7,762	8,444	4,447	1,617	34,511	7,881	2,063			49,215
WA		113	388	1,574		1,617	3,884	3,335	338	11,249	1,648				14,245
Total	405	1,481	9,755	23,996	1,829	24,888	27,494	26,925	8,949	125,722	23,338	13,382	4,400	1,200	171,606

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 3,053,164 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

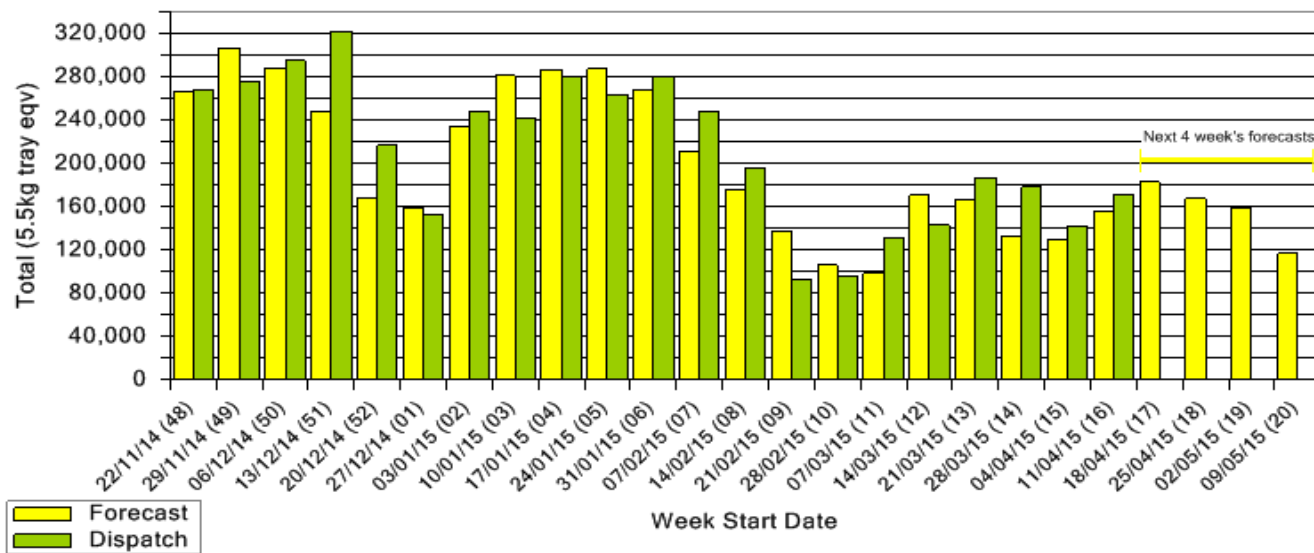
Forecast Data (Week 16 - 20)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 16 - begin 11/04/2015					
Hass	24,050	2,220			28,086
Sharwil	50	40			123
Shepard	113,200	6,900	5,500	2,700	127,236
Wurtz	500	5			509
Week Total	137,800	9,165	5,500	2,700	155,955
Week 17 - begin 18/04/2015					
Fuerte	350	120			568
Hass	70,600	4,900	1,000	2,000	80,055
Pinkerton	500	40			573
Sharwil	50	40			123
Shepard	88,500	6,650	3,400	1,200	101,427
Week Total	160,000	11,750	4,400	3,200	182,746
Week 18 - begin 25/04/2015					
Fuerte	350	120			568
Hass	100,800	6,200	1,000	2,000	112,619
Other	3,000				3,000
Sharwil	50	40			123
Shepard	46,000	2,550	3,300		51,236
Week Total	150,200	8,910	4,300	2,000	167,546
Week 19 - begin 02/05/2015					
Fuerte	750	250			1,205
Hass	105,800	7,100	2,200	2,000	119,473
Other	5,000				5,000
Sharwil	350	140			605
Shepard	31,000	750	3,300		32,964
Week Total	142,900	8,240	5,500	2,000	159,246
Week 20 - begin 09/05/2015					
Fuerte	750	250			1,205
Hass	77,200	6,800			89,564
Shepard	25,000	500	300		25,964
Week Total	102,950	7,550	300		116,732

Dispatch Data (Week 16 - begin 11/04/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	199	46				283
Hass	31,440	5,021	960	1,200		40,962
Other		192				349
Sharwil	690	203				1,059
Shepard	91,656	17,799	12,422	3,200	1,200	127,077
Wurtz	1,737	77				1,877
Total	125,722	23,338	13,382	4,400	1,200	171,606

Dispatch vs weekly forecast - all varieties and all packs (22nd November 2014 to 15th May 2015)

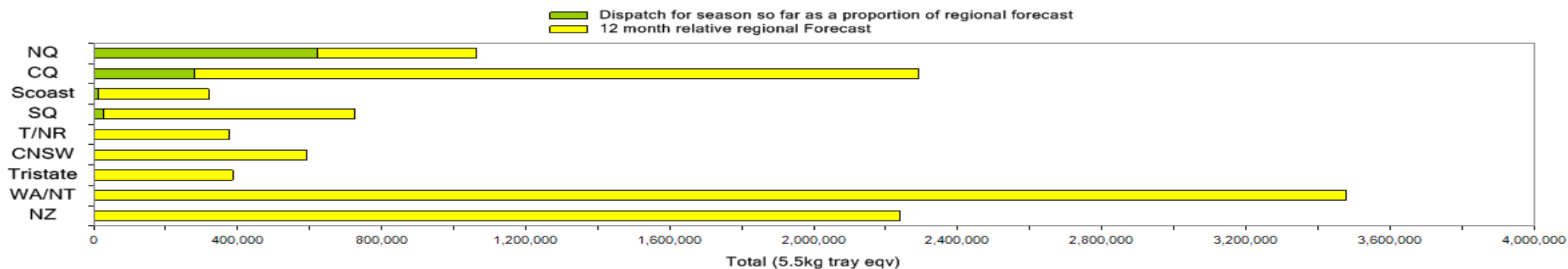


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

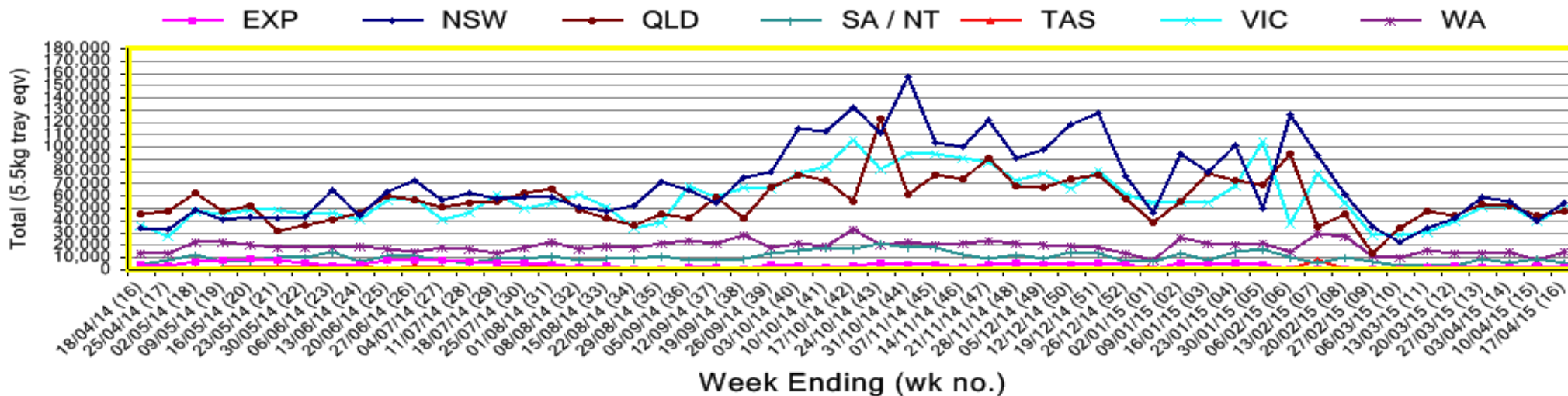
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	0	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605		3,276,422
USA¹	6	12,687	103,015	245,195	150,504	0	33	0		511,440
Japan¹	1,916	12,999	41,077	63,301	31,631	49,680	8,280	0		208,884
Other Asia¹	7,609	43,179	85,640	71,813	77,550	69,707	34,452	9,177		399,127
Total	133,278	362,783	882,733	941,495	855,693	717,214	459,895	42,782		4,395,873

¹ 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 = 3,053,164 5.5kg tray eqv



Week 16 Contributors - Packhouses

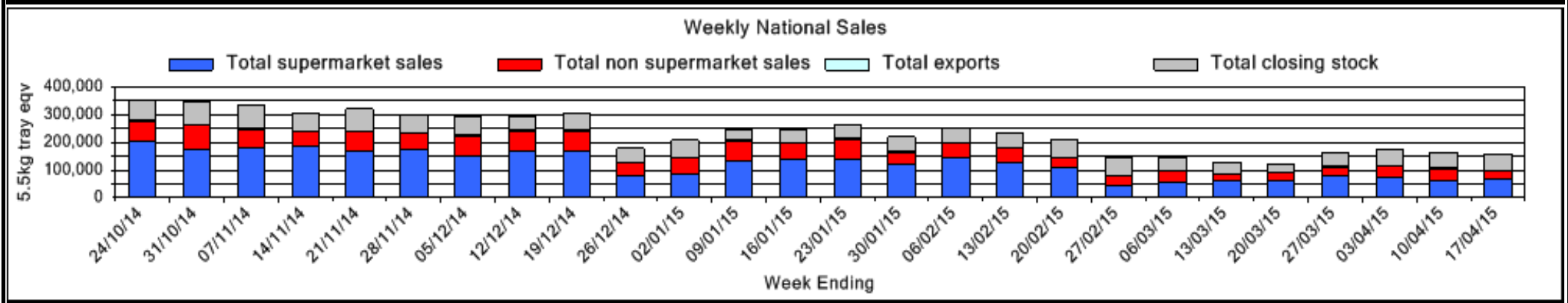
Natures Fruit Company (Consolidator)	Hilltop Mareeba (NQ)
One Harvest (Consolidator)	Avocado Estates (NQ)
Simpson Farms Pty Ltd (Consolidator)	Avocados with Altitude (NQ)
Sunfresh (Consolidator)	Gunnado Farm (NQ)
The Evolution (Consolidator)	Tinaroo Falls Avocado Trust (NQ)
SuperPak/Avocado Ridge (CQ)	Aussie Orchards Growers & Packers (NQ)
Donovan Family Investment Trust (CQ)	Golden Triangle Avocados (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Tropicado Avocados (NQ)
Sunny Bluff Produce Pty Ltd (CQ)	Balmoral Orchard (SQ)
Lava Valley Produce (CQ)	Touchwood Farming (SQ)
R & M Waterman (NQ)	SQ: Less than 3 contributors
Cobra Hill Orchards (NQ)	SC: Less than 3 contributors
Battistin Orchards Pty Ltd (NQ)	TNR: Less than 3 contributors

Week 16 Contributors - Wholesalers

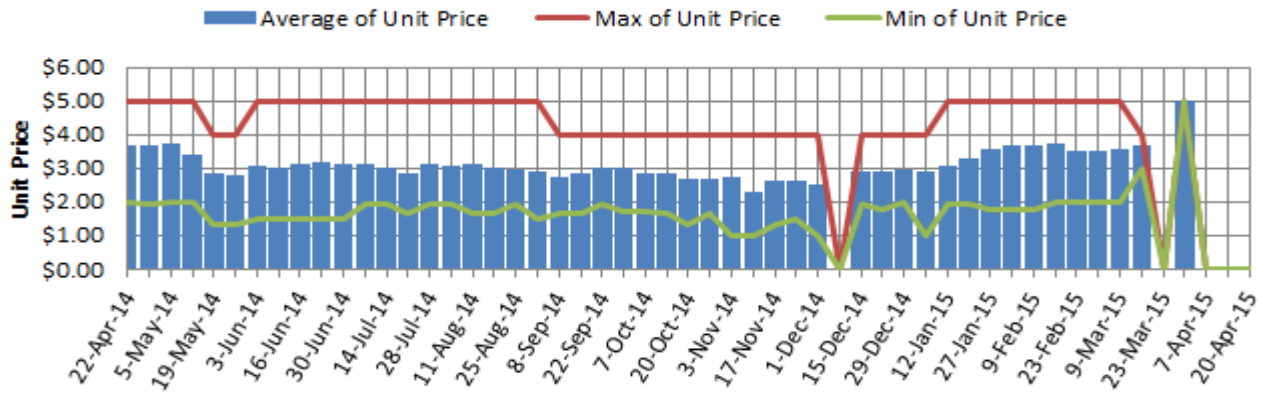
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington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

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

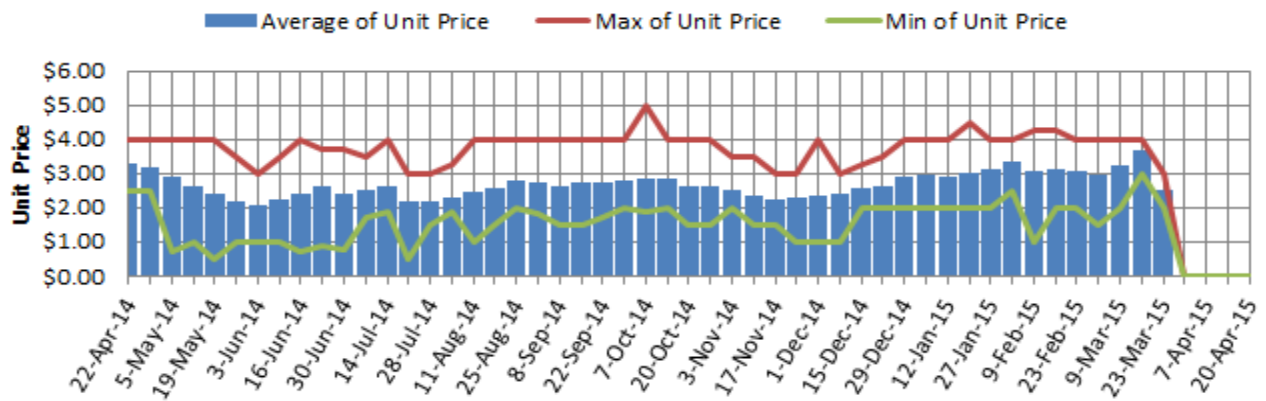
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,441	13,941	57	17,439	250			250	455		7,200		7,200	1,309	3,896	15,250	57	19,203
Total Stock on Hand																		
QLD																		
Total supermarket sales	4,998	16,117		21,115	844			844	1,535		2,400		2,400	436	6,533	16,553		23,086
Total non supermarket sales	58	4,626		4,684		1,662		1,662	3,022						58	7,648		7,706
Total exports		1,708		1,708		96		96	175							1,883		1,883
Total sales	5,056	22,451		27,507	844	1,758		2,602	4,731		2,400		2,400	436	6,591	26,084		32,674
Total Stock on Hand	158	35,598		35,756		1,492		1,492	2,713						158	38,311		38,469
SA & TAS																		
Total supermarket sales	480	4,938		5,418											480	4,938		5,418
Total non supermarket sales	1,937	1,825		3,762	834	151		985	1,791						3,453	2,100		5,553
Total exports																		
Total sales	2,417	6,763		9,180	834	151		985	1,791						3,933	7,038		10,971
Total Stock on Hand	2,019	5,265		7,284	858	406		1,264	2,298						3,579	6,003		9,582
VIC																		
Total supermarket sales	6,872	10,086		16,958	1,248	23		1,271	2,311						9,141	10,128		19,269
Total non supermarket sales	3,661	3,186	586	7,433	755	490	188	1,433	2,605						5,034	4,077	928	10,039
Total exports																		
Total sales	10,533	13,272	586	24,391	2,003	513	188	2,704	4,916						14,175	14,205	928	29,307
Total Stock on Hand	1,501	2,261	83	3,845	512	1,283	100	1,895	3,445						2,432	4,594	265	7,291
WA																		
Total supermarket sales	260	4,351		4,611	13			13	24						284	4,351		4,635
Total non supermarket sales	987	100		1,087	621			621	1,129						2,116	100		2,216
Total exports																		
Total sales	1,247	4,451		5,698	634			634	1,153						2,400	4,451		6,851
Total Stock on Hand	2,064	640		2,704	379			379	689						2,753	640		3,393
Total																		
Total supermarket sales	14,210	49,433		63,643	2,105	23		2,128	3,869		9,600		9,600	1,745	18,037	51,220		69,258
Total non supermarket sales	8,484	9,737	643	18,864	2,460	2,303	188	4,951	9,002						12,957	13,924	985	27,866
Total exports		1,708		1,708		96		96	175							1,883		1,883
Total sales	22,694	60,878	643	84,215	4,565	2,422	188	7,175	13,045		9,600		9,600	1,745	30,994	67,027	985	99,006
Total Stock on Hand	5,742	43,764	83	49,589	1,749	3,181	100	5,030	9,145						8,922	49,548	265	58,735



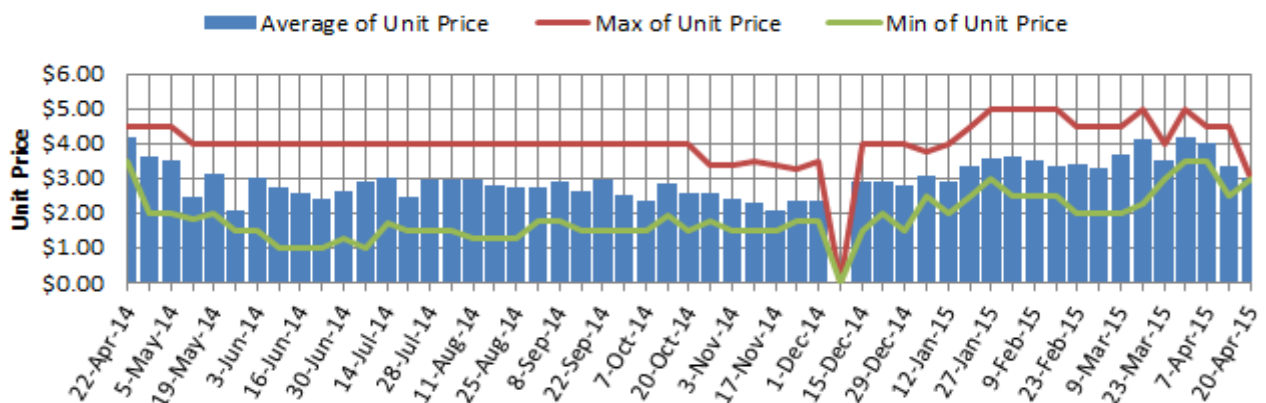
Hass Avocado Average Retail Prices - Sydney



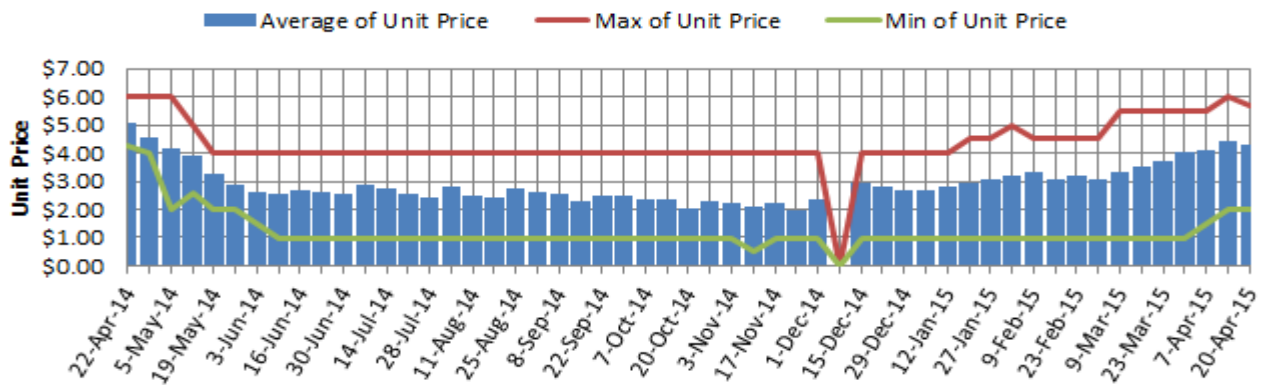
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

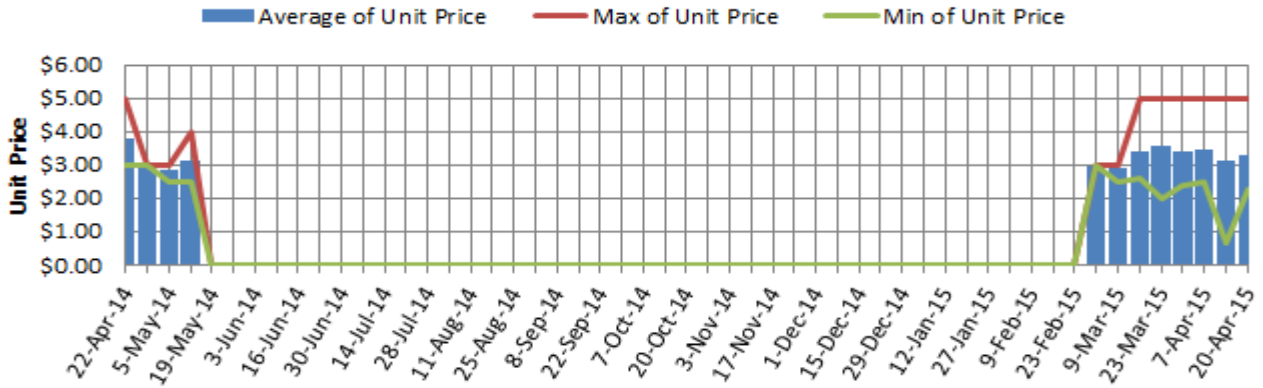


Hass Avocado Average Retail Prices - Perth

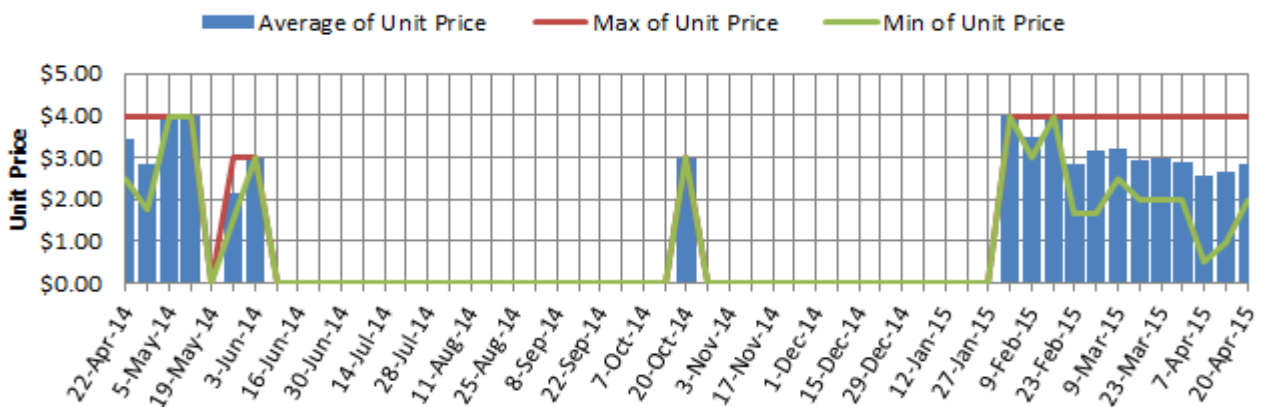


Assessment date (Week Commencing)

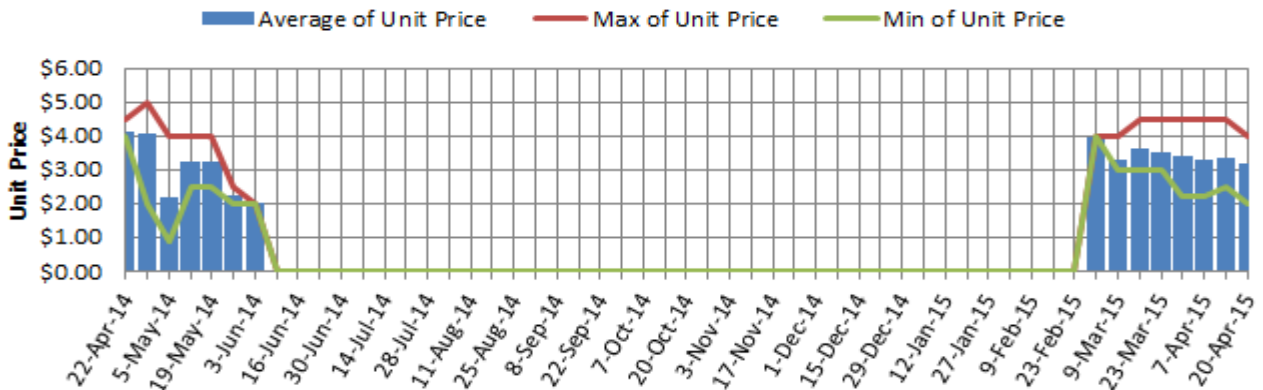
Shepard Avocado Average Retail Prices - Sydney



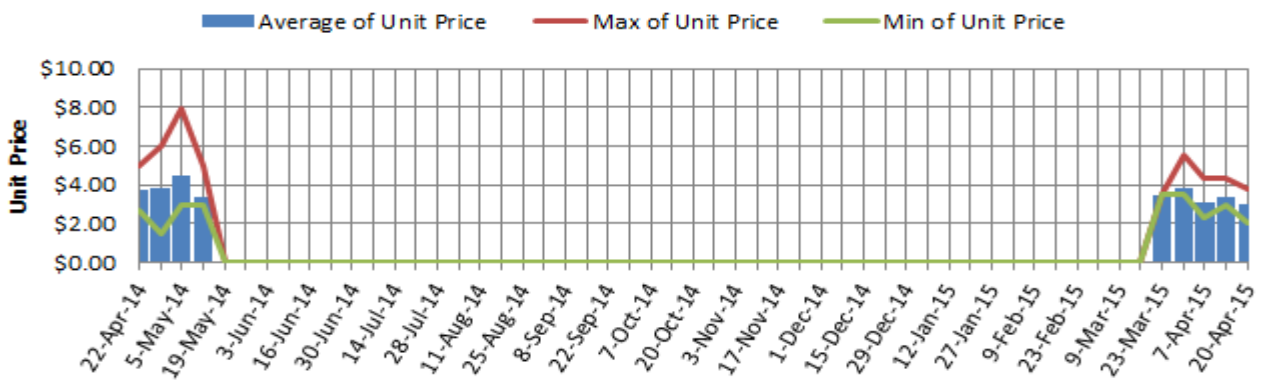
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety –20th April 2015

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	290	2.50	Store	Aus	I	Unnamed	175	2.49	No	NS
Coles	Shepard	260	2.98	No	Aus	Safeway	Shepard	320	2.98	Cat	Aus
Woolworths	Shepard	270	2.98	No	Aus	Coles	Shepard	250	2.98	No	Aus
Woolworths	Shepard	270	2.98	No	Aus	Woolworths	Shepard	300	2.98	Cat	Aus
Coles	Shepard	240	2.98	No	Aus	Coles	Shepard	240	2.98	No	Aus
Coles	Shepard	260	2.98	No	Aus	Coles	Shepard	250	2.98	No	Aus
IS	Shepard	260	2.98	No	Aus	Woolworths	Shepard	240	2.98	Store	Aus
I	Shepard	250	3.49	No	Aus	I	Shepard	215	2.99	No	Aus
IS	Shepard	250	3.95	No	Aus	I	Unnamed	180	2.99	No	Aus
IS	Shepard	310	3.99	No	Aus	I	Unnamed	250	2.99	No	NS
IC	Shepard	290	3.99	No	Aus	I	Unnamed	205	2.99	No	NS
I	Shepard	260	3.99	No	Aus	I	Hass	225	2.99	No	NS
I	Shepard	320	3.99	No	Aus	I	Shepard	270	3.98	No	NS
IC	Shepard	310	3.99	No	Aus	IS	Unnamed	250	3.99	No	Aus
I	Shepard	280	4.99	No	Aus	IC	Shepard	350	3.99	No	Aus
BRISBANE						I	Unnamed	250	3.99	No	Aus
I	Shepard	120	1.98	No	Aus	IC	Shepard	300	3.99	No	Aus
I	Shepard	215	1.98	No	Aus	PERTH					
I	Shepard	190	1.99	No	Aus	I	Shepard	140	1.99	No	Aus
IS	Shepard	150	1.99	No	Aus	Coles	Shepard	180	2.98	No	Aus
IS	Shepard	210	2.38	Cat	Aus	Woolworths	Shepard	180	2.98	No	Aus
Coles	Shepard	200	2.70	No	Aus	Woolworths	Shepard	210	2.98	No	Aus
Coles	Shepard	200	2.70	No	Aus	Coles	Shepard	205	2.98	No	Aus
Coles	Shepard	200	2.70	No	Aus	Woolworths	Shepard	190	2.98	No	Aus
I	Shepard	215	2.79	No	Aus	Coles	Shepard	205	2.98	No	Aus
Woolworths	Shepard	320	2.98	No	Aus	IS	Shepard	160	3.79	No	Aus
Woolworths	Shepard	290	2.98	No	Aus	I	Hass	274	3.98	No	Aus
Woolworths	Shepard	245	2.98	No	Aus	I	Hass	275	3.99	No	Aus
IC	Shepard	240	2.99	No	Aus	I	Hass	320	3.99	No	Aus
I	Shepard	250	3.99	No	Aus	I	Hass	255	3.99	No	Aus
IS	Shepard	280	3.99	No	Aus	I	Hass	270	3.99	No	Aus
I	Shepard	300	3.99	No	Aus	IS	Hass	330	4.99	No	Aus
						I	Hass	290	4.99	No	Aus
						IS	Hass	310	5.49	No	Aus
						IS	Hass	255	5.69	No	NS

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