



## INFOCADO WEEKLY REPORT: 9th—15th April 2016 (Week 16)

Horticulture  
Innovation  
Australia

### Comments

- **South Queensland packers and consolidators — if your season is about to start can you please start entering your four week forecast data**
- The weekly dispatch volume (218,184 trays) was higher than the week's forecast of 164,919 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 16 originated from North Queensland (116,319 tray eqv.). The Queensland market received the highest volume (75,545 tray eqv.) and the dominant size in the market was size 20 (42,980 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).
- Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 16 (Wed, 13th —Tues, 19th April). These prices are sourced from online retailer shopping sites and online catalogues.
- **CQ & SQ 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).**
- Due to changes in reporting, ABS data on imports from NZ will not be available until at least 5 weeks after the close of the month.

[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](#)

### Marketing Update: Hort Innovation Marketing Update

Hort Innovation has been tracking our results from our monthly e-newsletters and top performing content (based on clicks through to our website) are the recipes.

This is no surprise as we know that our avocado fans are always looking for inspiring and creative ways to use avocados, but what is interesting is that there is an increased interest around using avocados in desserts.

### 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 16 - 20)						Dispatch Data (Week 16 - begin 9/04/2016)					
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
<b>Week 16 - begin 09/04/2016</b>											
Hass	4,000	1,000			<b>5,818</b>	Fuerte	288				<b>288</b>
Shepard	141,500	8,400	2,000	6,000	<b>158,228</b>	Hass	12,051	2,269			<b>16,176</b>
Wurtz	800	40			<b>873</b>	Shepard	162,594	20,651	4,454	4,222	<b>201,719</b>
<b>Week Total</b>	<b>146,300</b>	<b>9,440</b>	<b>2,000</b>	<b>6,000</b>	<b>164,919</b>	<b>Total</b>	<b>174,933</b>	<b>22,920</b>	<b>4,454</b>	<b>4,222</b>	<b>218,184</b>
<b>Week 17 - begin 16/04/2016</b>											
Hass	31,500	6,500			<b>43,318</b>						
Shepard	117,700	6,500	288	4,000	<b>130,297</b>						
<b>Week Total</b>	<b>149,200</b>	<b>13,000</b>	<b>288</b>	<b>4,000</b>	<b>173,615</b>						
<b>Week 18 - begin 23/04/2016</b>											
Hass	62,000	8,500	1,000	500	<b>77,728</b>						
Sharwil	300	20			<b>336</b>						
Shepard	116,000	6,800	2,000	3,500	<b>129,364</b>						
<b>Week Total</b>	<b>178,300</b>	<b>15,320</b>	<b>3,000</b>	<b>4,000</b>	<b>207,427</b>						
<b>Week 19 - begin 30/04/2016</b>											
Hass	80,500	8,800	2,000	1,000	<b>97,046</b>						
Shepard	78,000	2,400			<b>82,364</b>						
<b>Week Total</b>	<b>158,500</b>	<b>11,200</b>	<b>2,000</b>	<b>1,000</b>	<b>179,410</b>						
<b>Week 20 - begin 07/05/2016</b>											
Hass	107,000	9,700	2,000	2,000	<b>125,364</b>						
Shepard	30,000	200			<b>30,364</b>						
<b>Week Total</b>	<b>137,000</b>	<b>9,900</b>	<b>2,000</b>	<b>2,000</b>	<b>155,728</b>						

**Dispatch vs weekly forecast - all varieties and all packs  
(21st November 2015 to 13th May 2016)**

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
<b>NZ-Aus - Pre Season Forecast<sup>1</sup></b>	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	<b>2,415,526</b>
<b>NZ-Aus - Disp + Mthly Forecast<sup>2</sup></b>	16,725	80,567	191,340	420,417	324,356	388,566	420,639	254,434	0	<b>2,097,044</b>
<b>Australia (from ABS)</b>	27,589	107,037	232,868	444,023	373,317	526,550	426,445	245,613	TBA**	<b>2,383,442</b>
<b>USA<sup>3</sup></b>	0	0	0	0	0	0	0	0	0	<b>0</b>
<b>Japan<sup>3</sup></b>	0	0	4,212	20,473	26,484	9,286	1,089	8	0	<b>61,551</b>
<b>Other Asia<sup>3</sup></b>	973	6,951	28,265	61,567	63,798	52,651	38,817	19,235	7,463	<b>279,719</b>
<b>Total Dispatch (Infocado 2 + 3)</b>	<b>17,698</b>	<b>87,518</b>	<b>223,817</b>	<b>502,457</b>	<b>414,637</b>	<b>450,503</b>	<b>460,545</b>	<b>273,676</b>	<b>7,463</b>	<b>2,438,314</b>

1 Source: Infocado AAL, Seasonal Forecast provided by NZ at start of season  
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)  
3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port  
\* - waiting on final volumes from Infoshare NZ.  
\*\* - ABS import data is now not provided until at least 5 weeks after the close of the month.

**Industry Dispatches By Origin Region and Count Size : 9th April - 15th April 2016 (Wk 16)**

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		935	3,764	15,085		12,026	12,093	8,600	1,952	54,455	7,081	2,940		67,865
North Qld	14	2,161	5,130	23,320	3,963	15,230	22,059	18,407	2,596	92,880	12,318	1,514	4,222	116,319
South Qld			891	1,899	1,904	1,398	1,955	1,977		10,024	2,586			14,726
Sunshine Coast		3	1,005	2,676	72	5,396	3,694	3,792	936	17,574	935			19,274
<b>Total</b>	<b>14</b>	<b>3,099</b>	<b>10,790</b>	<b>42,980</b>	<b>5,939</b>	<b>34,050</b>	<b>39,801</b>	<b>32,776</b>	<b>5,484</b>	<b>174,933</b>	<b>22,920</b>	<b>4,454</b>	<b>4,222</b>	<b>218,184</b>

**Origin of Avocado**



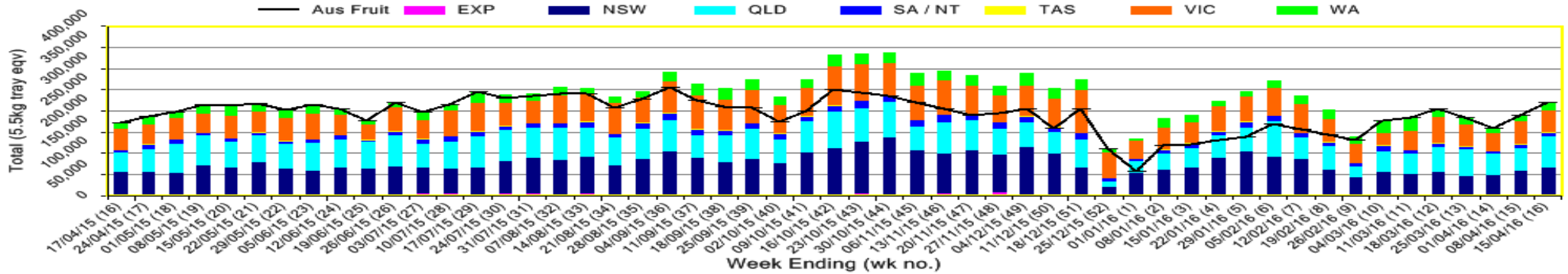
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 9th April - 15th April 2016 (Wk 16)**

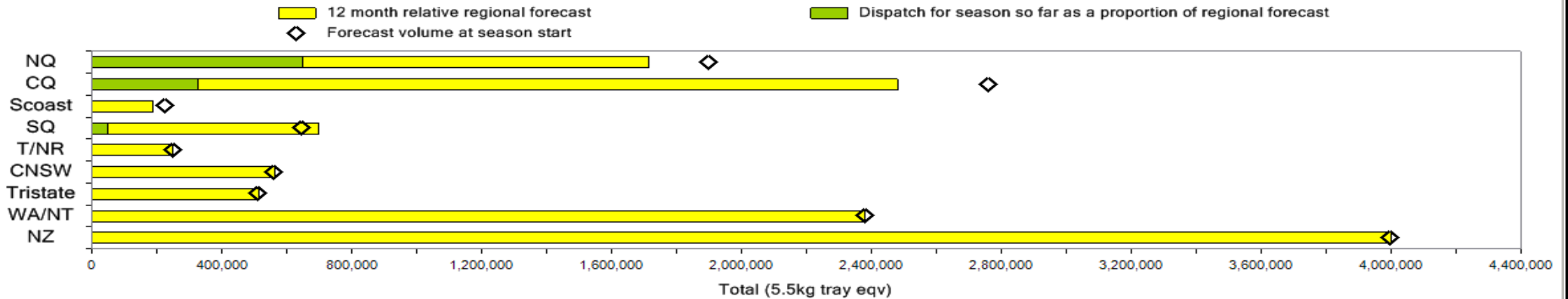
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									1,980	1,980	252			2,438
NSW	10	1,327	3,771	17,251	4,299	9,314	10,394	4,283	356	51,005	6,454	708		62,869
QLD		541	1,434	7,592	282	10,545	16,318	18,141	1,993	56,846	9,827	352	4,222	75,545
SA / NT		15	15	138		2,307	2,387	2,007	160	7,029	480	456		7,985
TAS				152			616	304		1,072				1,072
VIC	4	1,113	5,182	15,334	1,358	9,414	7,792	2,793	611	43,601	3,884	2,434		51,106
WA		103	388	2,513		2,470	2,294	5,248	384	13,400	2,023	504		17,170
<b>Total</b>	<b>14</b>	<b>3,099</b>	<b>10,790</b>	<b>42,980</b>	<b>5,939</b>	<b>34,050</b>	<b>39,801</b>	<b>32,776</b>	<b>5,484</b>	<b>174,933</b>	<b>22,920</b>	<b>4,454</b>	<b>4,222</b>	<b>218,184</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2016 to date = 3,141,531 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 16 Contributors - Packhouses**

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

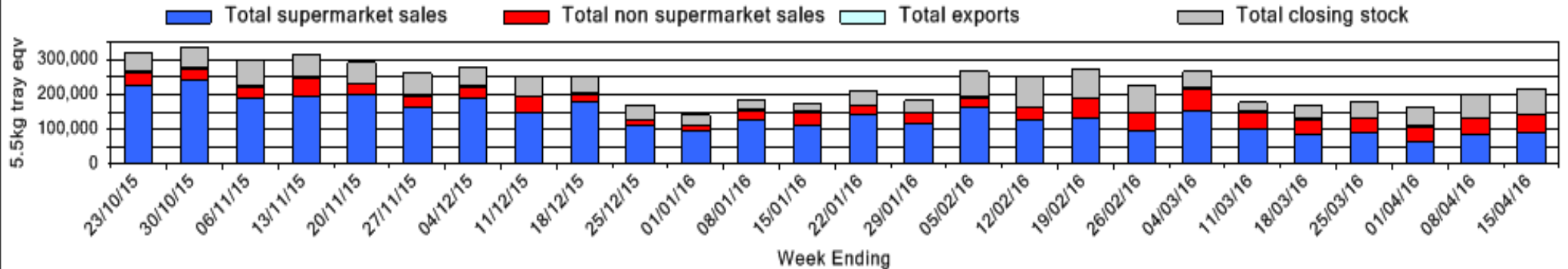
**Week 16 Contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Favco Queensland Pty Ltd (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	320	32,125	201	32,646	800	1,057		1,857	3,376		396		396	72	1,775	34,119	201	36,094
Total Stock on Hand																		
QLD																		
Total supermarket sales	12,832	18,119		30,951	1,580	96		1,676	3,047		240		240	44	15,705	18,337		34,042
Total non supermarket sales		12,893		12,893		694		694	1,262							14,155		14,155
Total exports		1,980		1,980		252		252	458							2,438		2,438
Total sales	12,832	32,992		45,824	1,580	1,042		2,622	4,767		240		240	44	15,705	34,931		50,635
Total Stock on Hand	30,422	11,372		41,794											30,422	11,372		41,794
SA & TAS																		
Total supermarket sales	1,080	9,024		10,104							456		456	83	1,080	9,107		10,187
Total non supermarket sales	1,773	2,123	604	4,500	505	367		872	1,585						2,691	2,790	604	6,085
Total exports																		
Total sales	2,853	11,147	604	14,604	505	367		872	1,585		456		456	83	3,771	11,897	604	16,272
Total Stock on Hand	4,280	12,246	1,062	17,588	744	733		1,477	2,685						5,633	13,579	1,062	20,273
VIC																		
Total supermarket sales		14,051		14,051												14,051		14,051
Total non supermarket sales	5,158	5,153	1,625	11,936	488	1,046		1,534	2,789						6,045	7,055	1,625	14,725
Total exports																		
Total sales	5,158	19,204	1,625	25,987	488	1,046		1,534	2,789						6,045	21,106	1,625	28,776
Total Stock on Hand	1,714	4,901	682	7,297	158	838	6	1,002	1,822						2,001	6,425	693	9,119
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	1,964	7,283		9,247	591	245		836	1,520		504		504	92	3,039	7,820		10,859
Total Stock on Hand																		
Total																		
Total supermarket sales	13,912	70,209		84,121	1,580	447		2,027	3,685		1,596		1,596	290	16,785	71,312		88,097
Total non supermarket sales	9,215	30,562	2,430	42,207	2,384	3,058		5,442	9,895						13,550	36,122	2,430	52,102
Total exports		1,980		1,980		252		252	458							2,438		2,438
Total sales	23,127	102,751	2,430	128,308	3,964	3,757		7,721	14,038		1,596		1,596	290	30,334	109,873	2,430	142,637
Total Stock on Hand	37,181	29,975	1,796	68,952	1,476	1,644	6	3,126	5,684						39,865	32,964	1,807	74,636

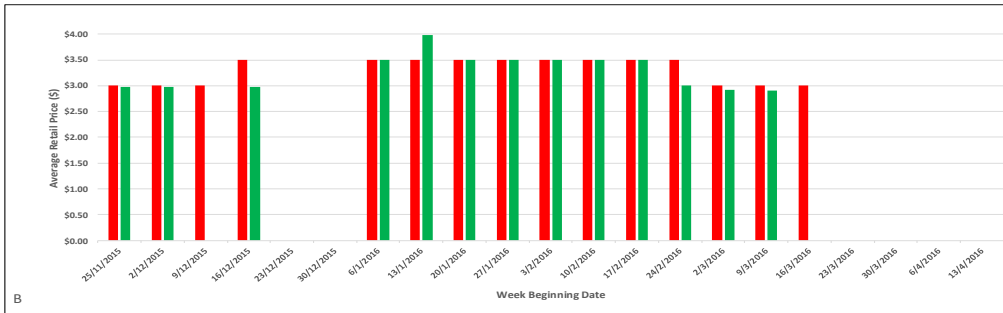
Weekly National Sales



# Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 13th April 2016 (Week 16)

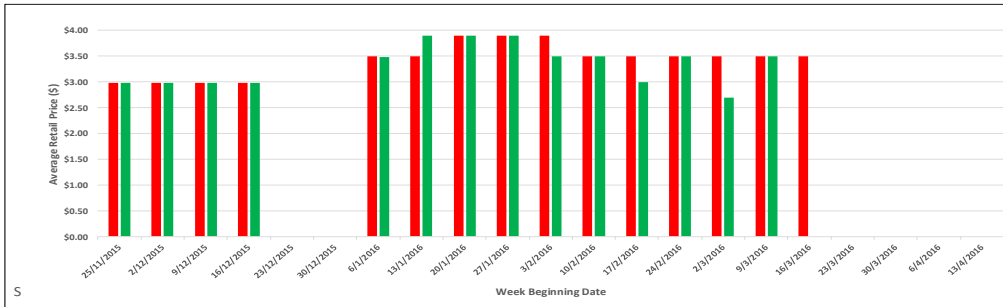
Key: ■ Coles online ■ Woolworths online

Brisbane

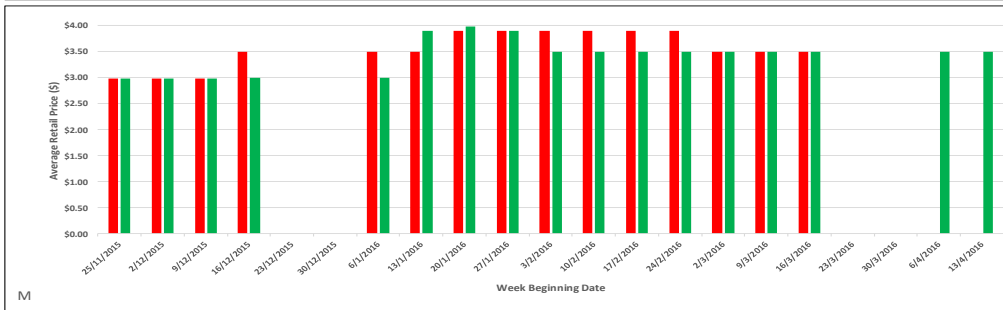


Please note: Brisbane & Sydney: There is no online pricing published for single Hass fruit in these markets this week, only Shepard – please see online pricing for single Shepard fruit in each market on the next page’

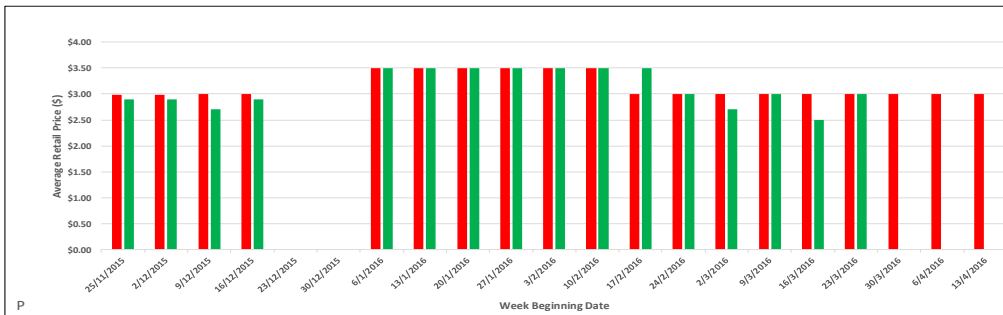
Sydney



Melbourne



Perth



**Single Fruit, Multi-buy and Pack Pricing for Week Beginning-Wed, 13th April 2016 (Week 16)**

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		-	-	\$3.00	-
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		-	\$3.50	↓\$3.50	\$3.00
	Shepard	Multi-buy	2 for \$x	-	2 for \$5*	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		↓\$1.90*	↑\$3.00	\$3.50	↑\$3.00
	Shepard	Multi-buy	2 for \$x	-	2 for \$5*	2 for \$5.50*	-
	Hass	Single Fruit	Organic	-	\$5.50	-	-
	Hass	2 Pack	Ripe	-	-	\$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	\$7.50

**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**

Aldi - No catalogue offers found

IGA- Brisbane - Shepard - Multi-buy - 2 for \$4

Foodworks - Brisbane - Shepard - 3 pack -\$3.99

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

Foodworks - Melbourne - Shepard - Multi-buy -2 for \$5

Foodworks - Perth - Shepard - 3 pack -\$5.00

Woolworths - Brisbane - Shepard - Single fruit - \$1.90

**To be Noted Online**

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