



INFOCADO WEEKLY REPORT: 21st — 27th April 2012 (Wk 17)



Comments

- Given the volume of fruit in the market this week and what's forecasted for coming weeks, it is crucial for suppliers to work closely with wholesalers and supermarkets to move fruit through the system. Prices at a retail level have shifted down slightly this week and this should help to move stock through the system.
- All growers need to ensure fruit has reached the relevant Dry Matter levels prior to harvest. Hass needs to be at least 23% and Shepard at least 21%. Instructions on how to test Dry Matter at home can be found on our website by following the link on the left.
- An Australian Avocado Grading Guide will be sent to all packhouses in coming weeks. It replaces the Australian Avocado Quality Standards poster. It describes the industry standards for Classes 1-3 and defects or injuries not acceptable in any class for packers. Electronic copies of the poster will be available for download from the Avocados Australia website by the end of the week and can be viewed by clicking on the link to the left.
- SC growers are reminded to enter their 4 weekly forecast as they near harvest.
- NZ forecasts and dispatches are not included in this report. The most up to date import data has been included on page 3 and has been sourced from Australia Customs records.

What you need to be aware of for next month

- In April/May the Avocados Australia Facebook page will be running a recipe competition encouraging fans to post quick and easy avocado recipes. Also, all creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message. The I Heart Footy website and competition will be running again with a recipe competition as well as new teams and recipes to promote.
- Avocado TV commercials will be seen across the Lifestyle channel network including Lifestyle YOU, HOME and the Lifestyle Channel. Programming includes Jamie's 30 Minute Meals, Good Chef Bad Chef, Come Dine with Me, Cake Boss, Secrets of a restaurant Chef and Mexican Food Made Simple.
- 250 chefs and key purchasers in the food service sector in Hong Kong, Singapore and Malaysia are being targeted in May for seven training classes on ways to use Australian avocados. The goal is to increase the understanding and usage of avocados, thus increasing sales. The classes are open for anyone in the industry to attend at their own expense. For more information contact Gunjan Tandan at HAL on gunjan.tandan@horticulture.com.au
- Based off the April 2012 Quarterly Report 1,325,715 5.5kg eqv trays are expected in the market place for May. 1,218,405 5.5kg eqv trays are expected for Hass, 35,348 5.5kg trays for Shepard and 71,962 5.5kg eqv trays for other varieties.

Upcoming Holidays

QLD Labour Day: 7 May | WA Foundation Day: 4 June | QLD, NSW, VIC, NZ Queens Birthday :11 June

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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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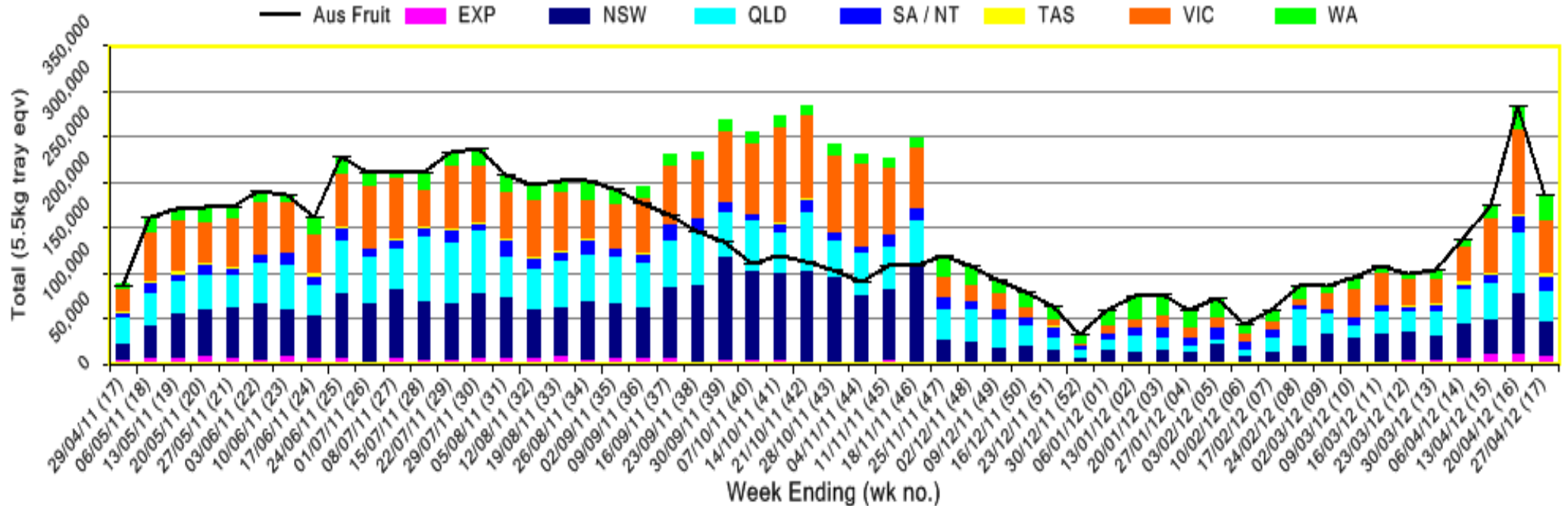
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Infocado Reports](#)

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Industry Dispatches By Destination State and Count Size : 21st April - 27th April 2012 (Wk 17)

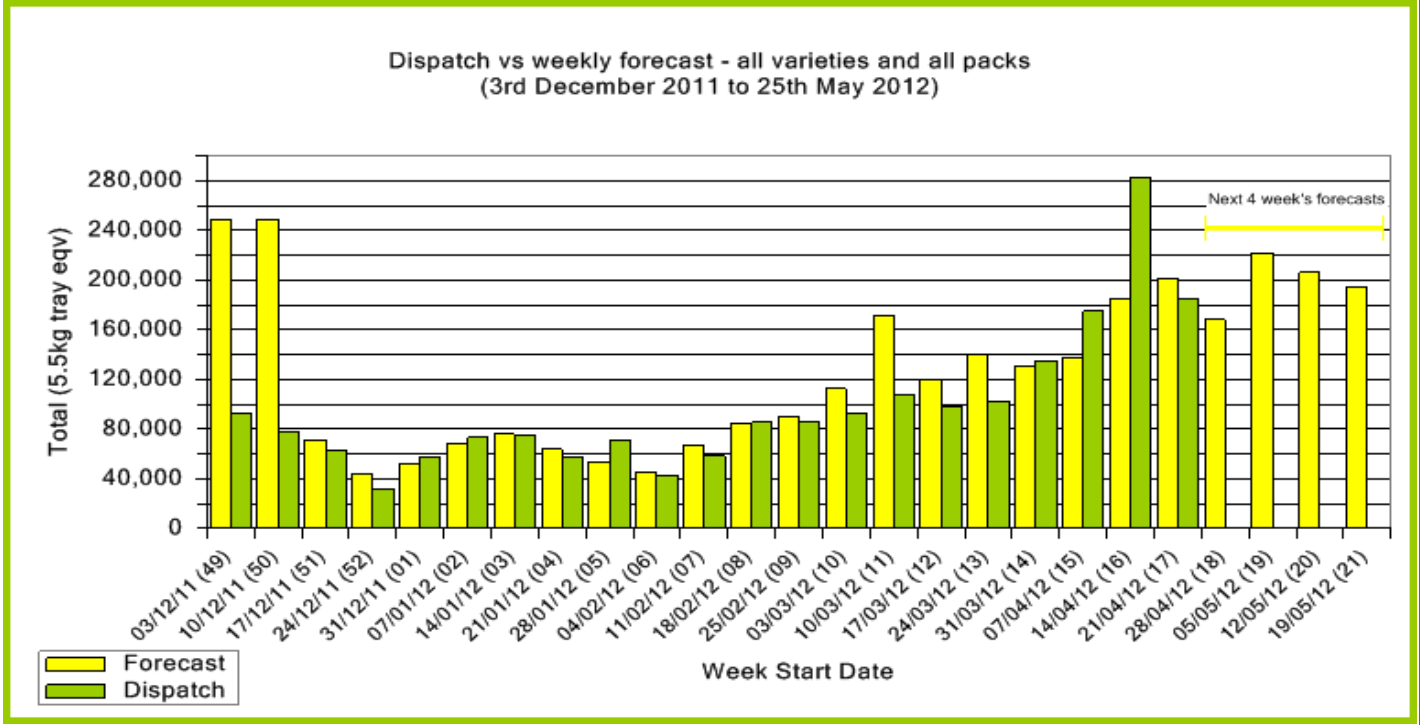
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP								3	2,778	3,030	5,811	1,537	10		8,608
NSW	9	531	1,233	2,147	1,446	5,561	6,357	1,393	1	18,678	10,940	1,752		38,888	
QLD	8	92	628	4,230	934	4,645	5,934	5,305	1,743	23,519	4,454	4,160	5,600	33,391	
SA / NT			162	671		1,151	1,653	8,369		12,006	2,021	180		15,714	
TAS							1,544			1,544	672			2,766	
VIC	368	1,413	3,702	7,195	767	6,335	6,741	3,384	183	30,088	15,424	5,223		59,082	
WA			252	2,517		3,758	9,034	1,867		17,428	4,814			26,181	
Total	385	2,036	5,977	16,760	3,147	21,450	31,266	23,096	4,957	109,074	39,862	11,325	5,600	184,627	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 1,786,453 5.5kg tray eqv



Forecast Data (Week 17 - 21)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 17 - begin 21/04/2012					
Fuerte	60				60
Hass	108,800	33,300	4,000	1,500	170,345
Pinkerton	1,000	1,200			3,182
Sharwil	200	50			291
Shepard	20,550	400	3,000	2,500	22,277
Wurtz	4,600	300			5,145
Week Total	135,210	35,250	7,000	4,000	201,301
Week 18 - begin 28/04/2012					
Fuerte	10				10
Hass	105,500	23,200	4,000	5,000	149,318
Pinkerton	1,000	400			1,727
Sharwil	180	35			244
Shepard	12,180	460		2,000	13,380
Wurtz	3,180	80			3,325
Week Total	122,050	24,175	4,000	7,000	168,005
Week 19 - begin 05/05/2012					
Hass	142,500	32,800	8,000	5,000	204,500
Pinkerton	600	80			745
Sharwil	60	20			96
Shepard	12,100	440		2,000	13,264
Wurtz	3,150	70			3,277
Week Total	158,410	33,410	8,000	7,000	221,883
Week 20 - begin 12/05/2012					
Hass	138,500	30,600	6,000	5,000	196,136
Pinkerton	400	60			509
Sharwil	40	10			58
Shepard	9,080	20			9,116
Wurtz	120	60			229
Week Total	148,140	30,750	6,000	5,000	206,049
Week 21 - begin 19/05/2012					
Hass	138,500	29,600	6,000	5,000	194,318
Pinkerton	300	30			355
Sharwil	40	10			58
Shepard	60	10			78
Wurtz	100	50			191
Week Total	139,000	29,700	6,000	5,000	195,000

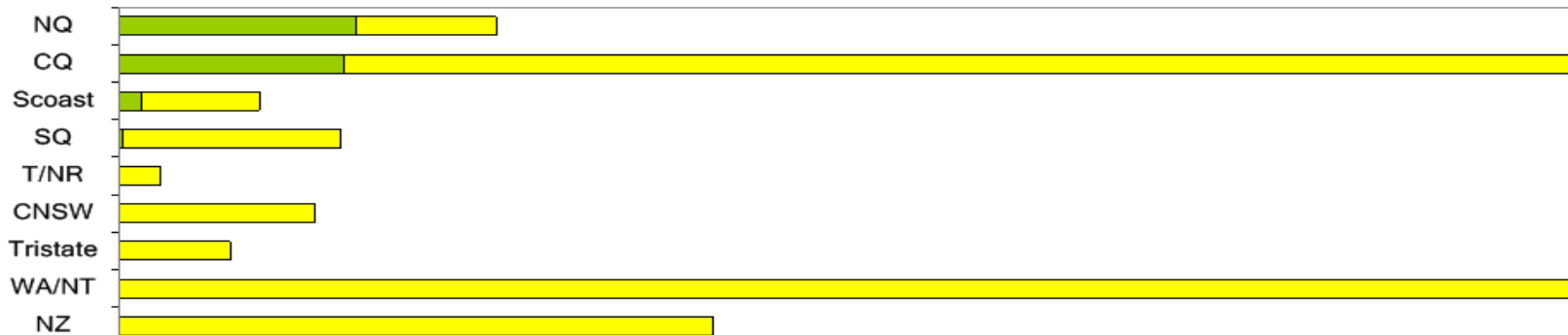
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 17 - begin 21/04/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	30		59		137
Hass	96,551	37,720		9,165	5,600
Pinkerton	2,434	783			3,858
Sharwil	845	278			1,350
Shepard	8,943	913		2,160	10,996
Wurtz	271	109			469
Total	109,074	39,862		11,325	5,600



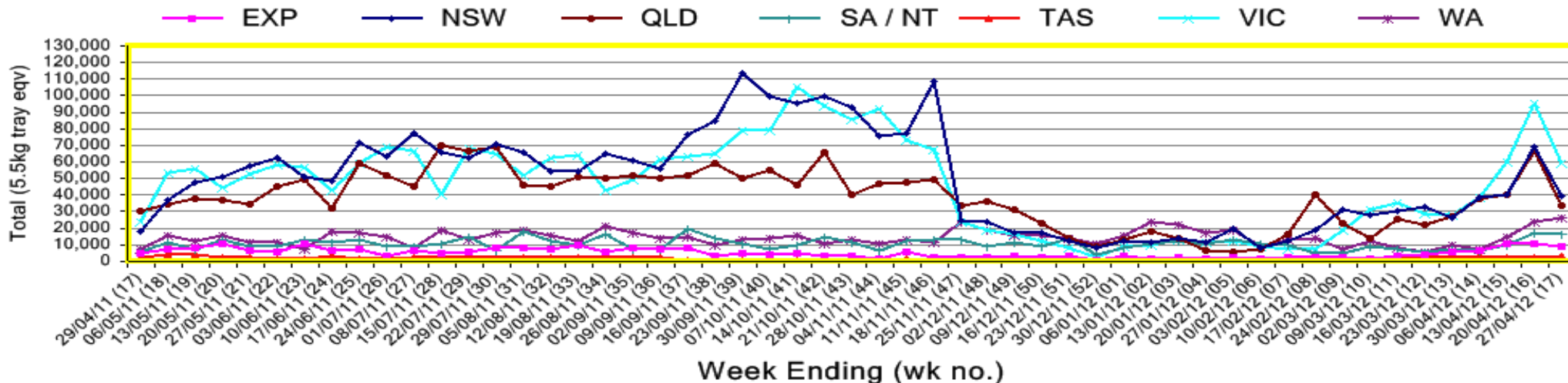
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	655,540	685,179	460,319	456,519	57,591		3,247,047
USA		11,782	47,380	36,098	3,000	9,358	1,073			108,691
Japan	818	24,196	106,337	123,344	4,760	17,582	12,322			289,359
Total	818	350,187	771,407	814,982	692,939	487,259	469,914	57,591		3,645,097

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ Dispatch for season so far as a proportion of regional forecast
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 1,786,453 5.5kg tray eqv



Week 17 contributors - Packhouses

Donovan Family Investment Trust	Sunfresh
G & C Christensen	Sunny Bluff Produce Pty Ltd
Lavers Orchards	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak
One Harvest	Tinaroo Falls Avocado Trust
Simpson Farms Pty Ltd (Goodwood Home)	Tropicado Avocados

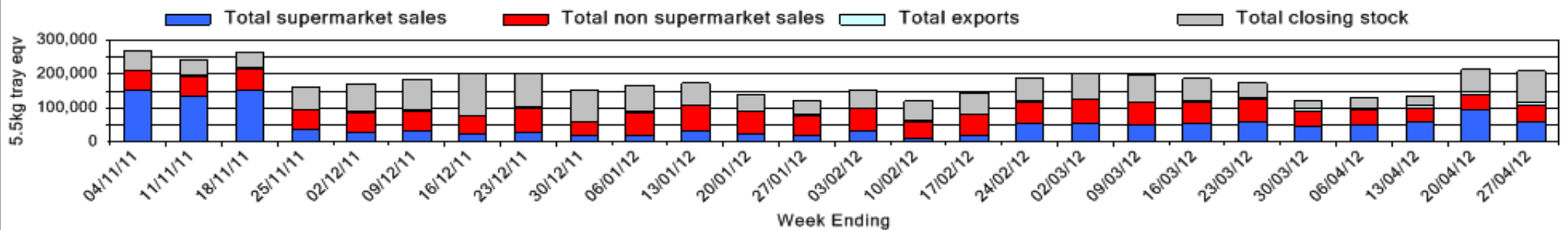
Week 17 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Freshmax Pty Ltd (Brisbane)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
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 (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Fresh Choice WA Pty Ltd (Perth)	

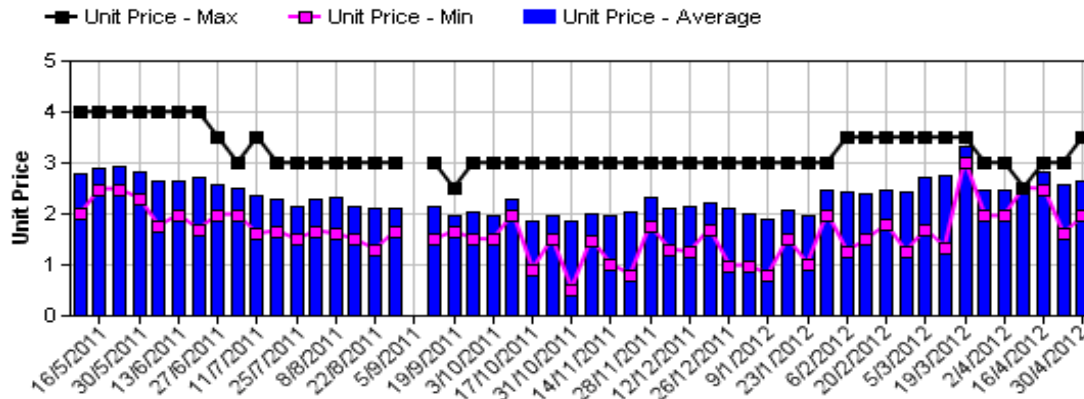
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	10,000	130		10,130	660	44		704	1,280	432			432	79	11,279	210		11,489
Total non supermarket sales	4,120	705	69	4,894	1,325			1,325	2,409						6,529	705	69	7,303
Total exports																		
Total sales	14,120	835	69	15,024	1,985	44		2,029	3,689	432			432	79	17,808	915	69	18,792
Total Stock on Hand	1,647	175		1,822	1,030	96		1,126	2,047						3,520	350		3,869
QLD																		
Total supermarket sales	4,298	7,241		11,539	523			523	951		2,160		2,160	393	5,249	7,634		12,883
Total non supermarket sales	12,363	2,715		15,078	1,660	912		2,572	4,676						15,381	4,373		19,754
Total exports	5,811			5,811	1,537			1,537	2,795	10			10	2	8,607			8,607
Total sales	22,472	9,956		32,428	3,720	912		4,632	8,422	10	2,160		2,170	395	29,237	12,007		41,244
Total Stock on Hand	33,702	730		34,432	953	424		1,377	2,504						35,435	1,501		36,936
SA & TAS																		
Total supermarket sales	12,830		300	13,130						180			180	33	12,863		300	13,163
Total non supermarket sales	2,601		61	2,662	569			569	1,035						3,636		61	3,697
Total exports																		
Total sales	15,431		361	15,792	569			569	1,035	180			180	33	16,498		361	16,859
Total Stock on Hand	22,629		3,468	26,097	1,069			1,069	1,944						24,573		3,468	28,041
VIC																		
Total supermarket sales	11,312	201		11,513	672	20		692	1,258	936			936	170	12,704	237		12,941
Total non supermarket sales	5,069	2,257	3,116	10,442	315	557	429	1,301	2,365						5,642	3,270	3,896	12,808
Total exports																		
Total sales	16,381	2,458	3,116	21,955	987	577	429	1,993	3,624	936			936	170	18,346	3,507	3,896	25,749
Total Stock on Hand	8,561	1,910	2,388	12,859	1,624	153	8	1,785	3,245						11,514	2,188	2,403	16,105
WA																		
Total supermarket sales	10,820			10,820											10,820			10,820
Total non supermarket sales	2,384			2,384	952			952	1,731						4,115			4,115
Total exports																		
Total sales	13,204			13,204	952			952	1,731						14,935			14,935
Total Stock on Hand	5,239			5,239	1,336			1,336	2,429						7,668			7,668
Total																		
Total supermarket sales	49,260	7,572	300	57,132	1,855	64		1,919	3,489	1,548	2,160		3,708	674	52,914	8,081	300	61,295
Total non supermarket sales	26,537	5,677	3,246	35,460	4,821	1,469	429	6,719	12,216						35,303	8,348	4,026	47,676
Total exports	5,811			5,811	1,537			1,537	2,795	10			10	2	8,607			8,608
Total sales	81,608	13,249	3,546	98,403	8,213	1,533	429	10,175	18,500	1,558	2,160		3,718	676	96,824	16,429	4,326	117,579
Total Stock on Hand	71,778	2,815	5,856	80,449	6,012	673	8	6,693	12,169						82,709	4,038	5,871	92,618

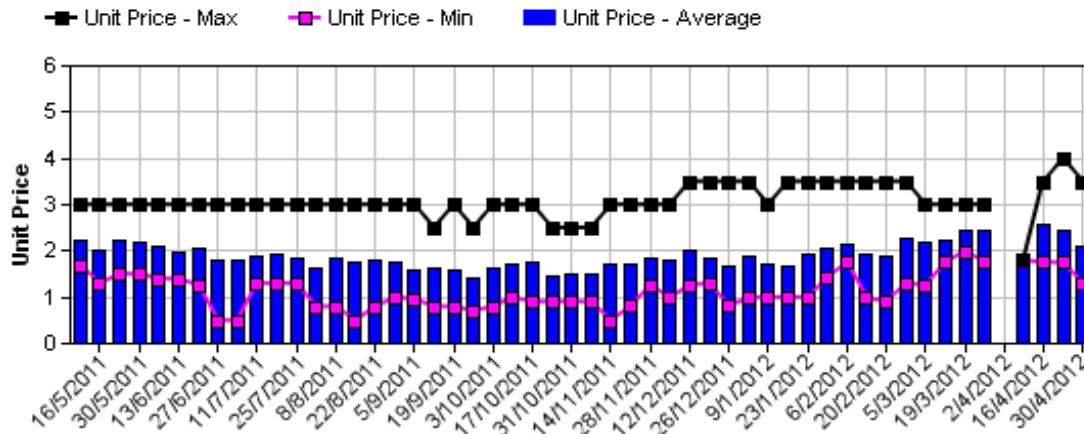
Weekly National Sales



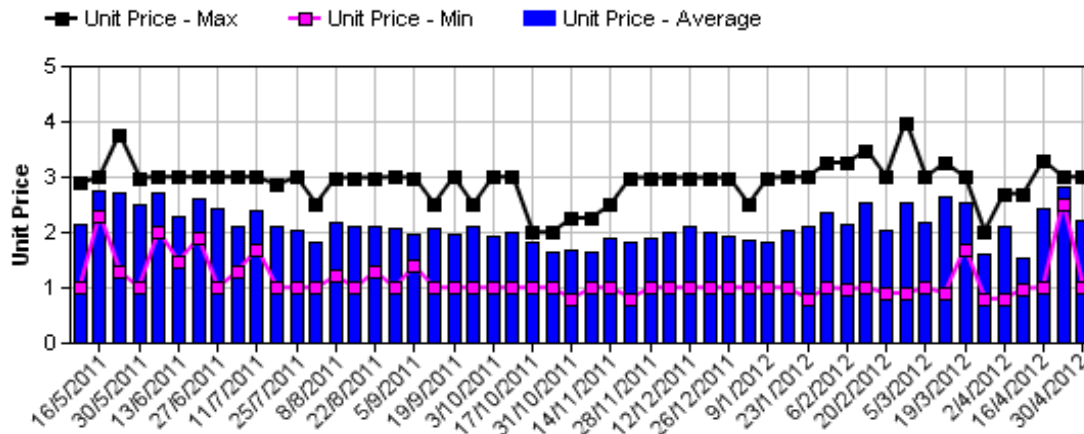
Hass Avocado Average Retail Prices - Sydney



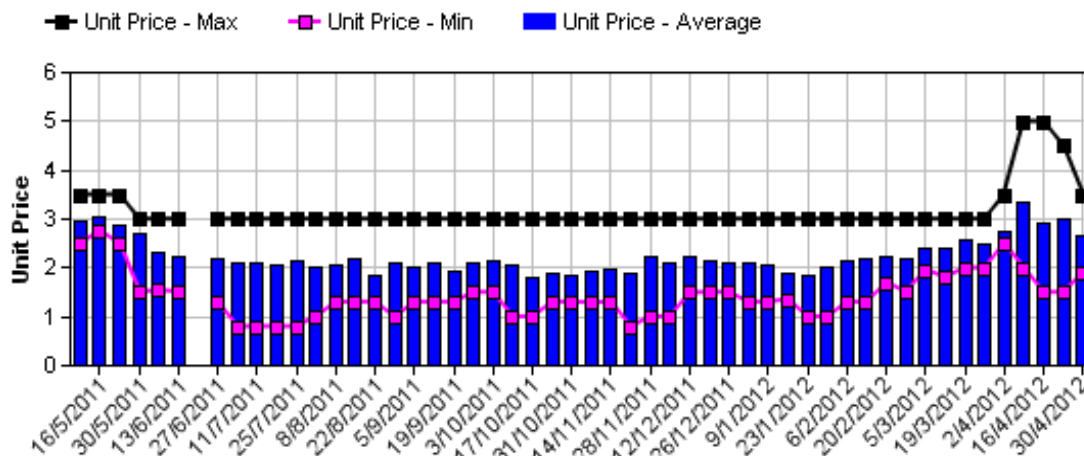
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

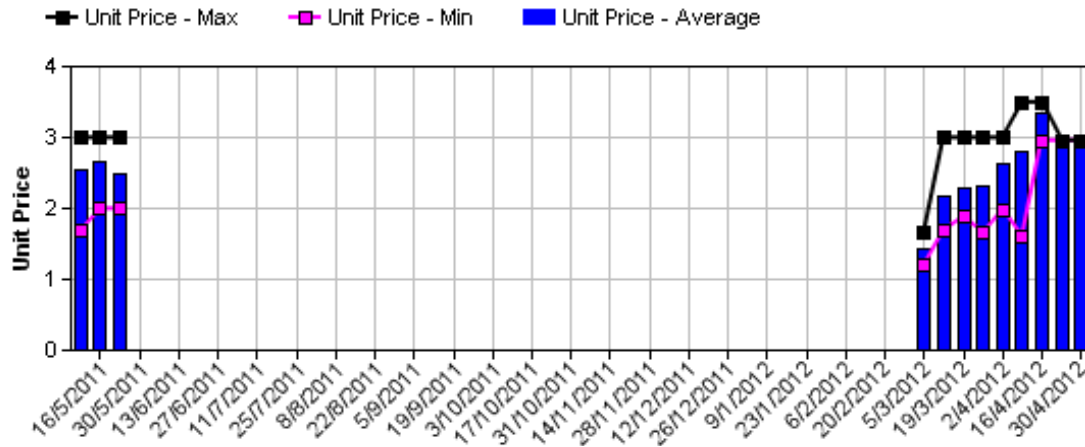


Hass Avocado Average Retail Prices - Perth

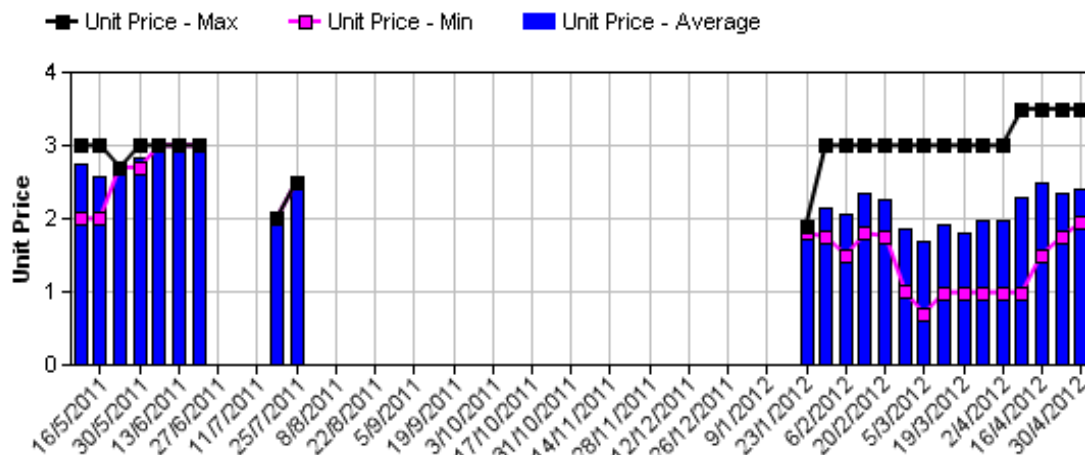


Assessment Date [Week Commencing]

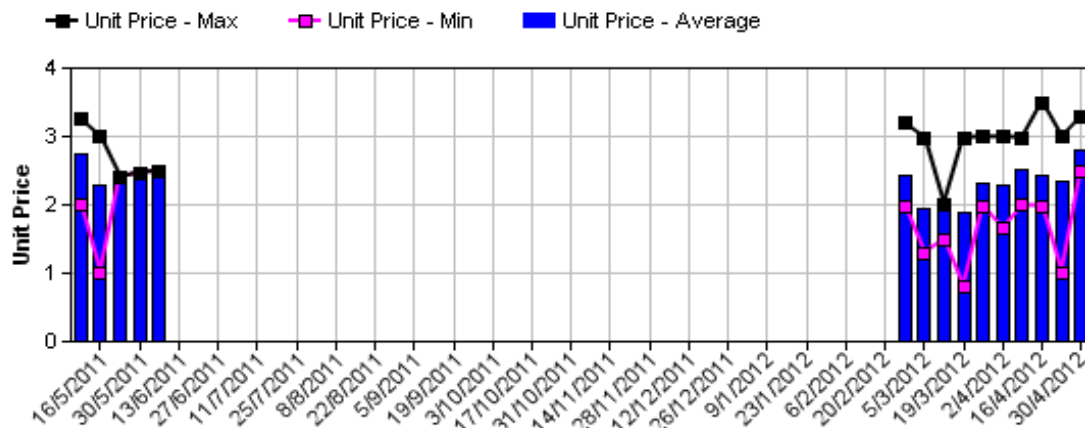
Shepard Avocado Average Retail Prices - Sydney



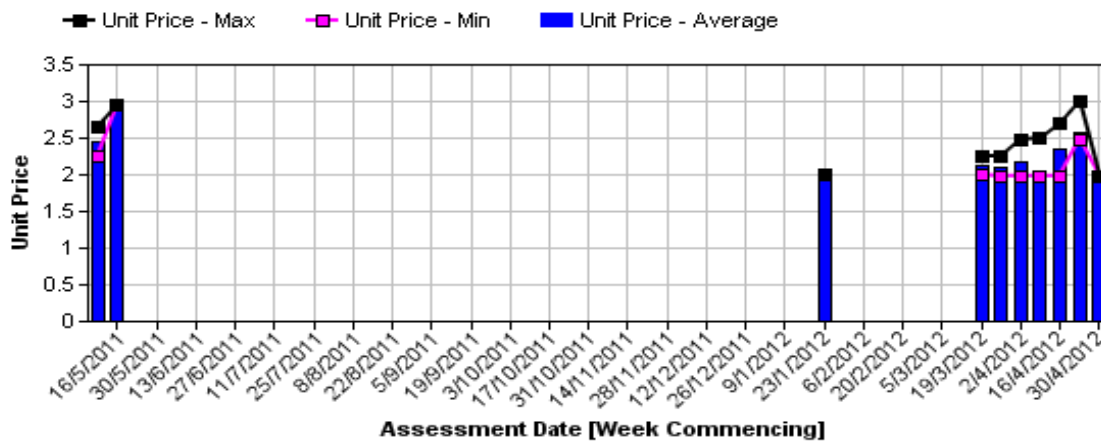
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 30th April 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	180	1.95	No	Aus
Coles	Hass	220	1.98	Store	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	210	1.98	No	Aus
Woolworths	Hass	275	2.48	No	Aus
Woolworths	Hass	275	2.48	Store	Aus
Woolworths	Hass	305	2.48	No	Aus
I	Hass	310	2.69	No	Aus
IGA	Shepard	265	2.95	No	Aus
Foodworks	Hass	270	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	315	2.99	No	Aus
Foodworks	Pinkerton	410	2.99	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	300	3.49	No	Aus
BRISBANE					
IGA	Hass	120	1.29	Cat	Aus
IGA	Hass	200	1.74	Store	Aus
IGA	Hass	170	1.74	No	Aus
Woolworths	Hass	200	1.94	No	Aus
Woolworths	Hass	235	1.94	Store	Aus
Woolworths	Shepard	205	1.94	Store	Aus
Woolworths	Hass	170	1.94	No	Aus
Woolworths	Shepard	280	1.94	Store	Aus
Coles	Hass	220	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
Coles	Hass	245	1.98	No	Aus
I	Hass	250	1.99	Store	Aus
I	Hass	240	1.99	No	NS
I	Shepard	305	1.99	Store	Aus
I	Shepard	210	1.99	Store	Aus
I	Shepard	220	2.49	Store	Aus
I	Hass	240	2.49	Store	NS
I	Shepard	295	2.99	Store	Aus
I	Hass	245	2.99	Store	Aus
I	Hass	280	3.49	Store	Aus
I	Shepard	274	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	0.99	No	NS
Coles	Hass	270	1.98	No	Aus
Coles	Hass	280	1.98	No	Aus
Coles	Hass	265	1.98	No	Aus
I	Hass	255	1.99	No	NS
IS	Hass	280	1.99	Cat	Aus
I	Hass	243	1.99	No	Aus
Safeway	Shepard	265	2.48	No	Aus
Safeway	Hass	280	2.48	No	Aus
I	Shepard	270	2.48	Store	Aus
Safeway	Hass	250	2.48	No	Aus
I	Shepard	270	2.49	No	NS
I	Hass	275	2.69	No	NS
I	Hass	260	2.98	No	Aus
I	Shepard	290	2.99	No	NS
I	Shepard	285	2.99	No	NS
IGA	Hass	250	2.99	No	Aus
I	Shepard	275	3.29	No	Aus
PERTH					
I	Hass	230	1.89	Store	Aus
Coles	Shepard	250	1.98	No	Aus
Coles	Shepard	265	1.98	No	Aus
Coles	Shepard	240	1.98	No	Aus
IS	Hass	200	1.99	Store	Aus
Woolworths	Hass	200	2.25	Store	Aus
Woolworths	Hass	200	2.48	No	Aus
Woolworths	Hass	190	2.48	No	Aus
I	Hass	245	2.49	No	Aus
IGA	Hass	200	2.49	No	Aus
IGA	Hass	170	2.75	No	Aus
IGA	Fuerte	300	2.75	No	Aus
IGA	Hass	220	2.79	No	Aus
I	Hass	230	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	270	3.3	No	Aus
I	Hass	240	3.49	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