



INFOCADO WEEKLY REPORT: 20th April — 26th April 2013 (Wk 17)



Comments

- Hass and Shepard volumes dispatched into the market in week 17 were almost equal. Hass was 90,363 5.5kg eqv trays and Shepard was 97,518. See page three for more information.
- The forecast for the coming four weeks is steady, hovering between 160,000 and 170,000 5.5eqv trays. See page three for more information.
- Don't forget to check out the April Quarterly Report which was emailed to contributors on Sunday. Thank you to everyone who sent their data in.
- There are no catalogue specials in place this week. Prices peaked in a Perth independent store at \$4.89 per fruit.
- 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.
- 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, click on the Best Practice tab and follow the prompts.

[Click here to learn
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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 April 2013 Quarterly Report 1,101,856 5.5kg eqv trays are expected in the market place for May. Of that total 1,054,903 5.5kg eqv trays are Hass.

Upcoming Holidays

6 June—Queens Birthday (all states but WA)

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:

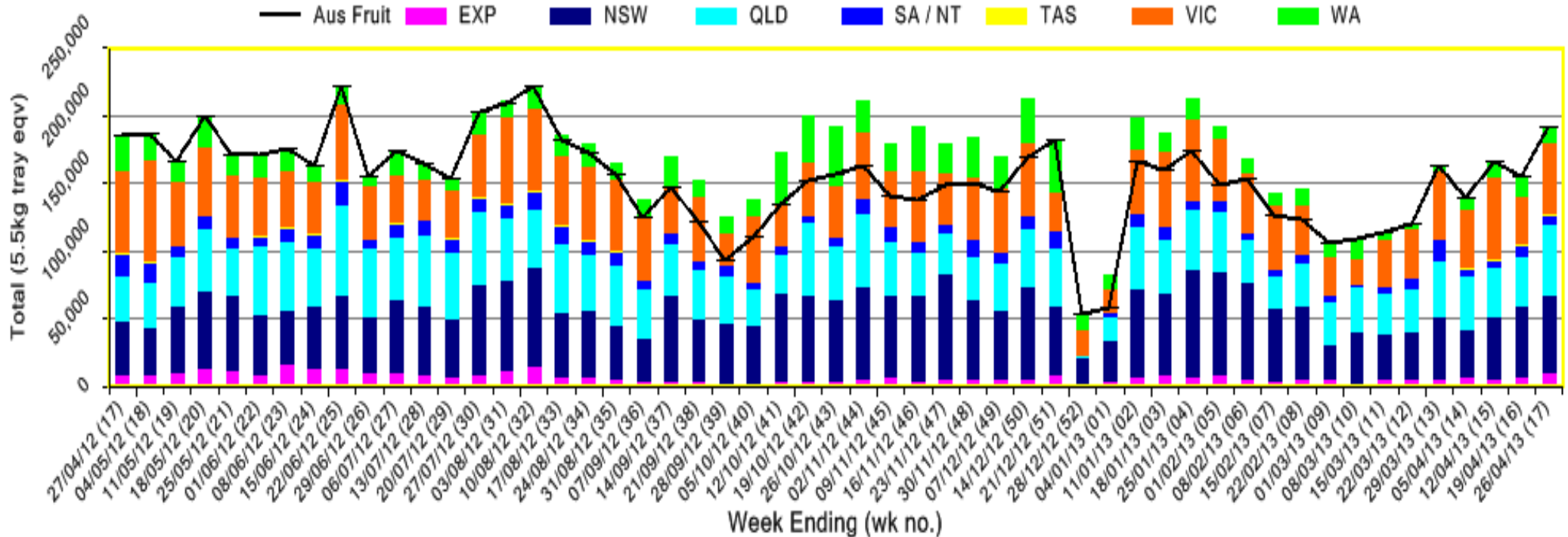
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 20th April - 26th April 2013 (Wk 17)

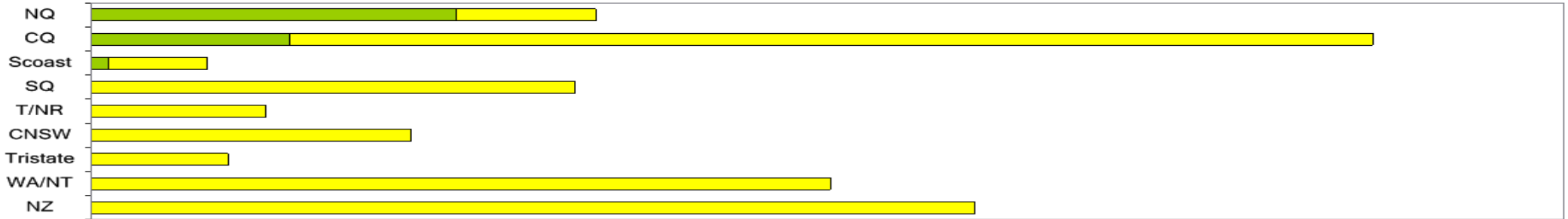
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									2,170	5,431				7,601	1,388			10,125
NSW	3	891	3,172	10,052	797	10,675	10,542	6,906	698					43,736	7,503			57,378
QLD		277	451	2,718	209	6,404	7,472	11,322	2,073					30,926	8,330	17,263	10,426	51,106
SA / NT			570	1,393	15	288	967	2,156	160					5,549	944	1,800		7,592
TAS						160	640							800				800
VIC	58	3,018	4,308	5,566	1,732	11,199	9,895	3,866	495					40,137	6,550	4,500		52,864
WA			66	519		1,312	2,690	994	480					6,061	2,954			11,432
Total	61	4,186	8,567	20,248	2,753	30,038	32,206	27,414	9,337	134,810	27,669	23,563	10,426	191,297				

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 2,593,647 5.5kg tray eqv

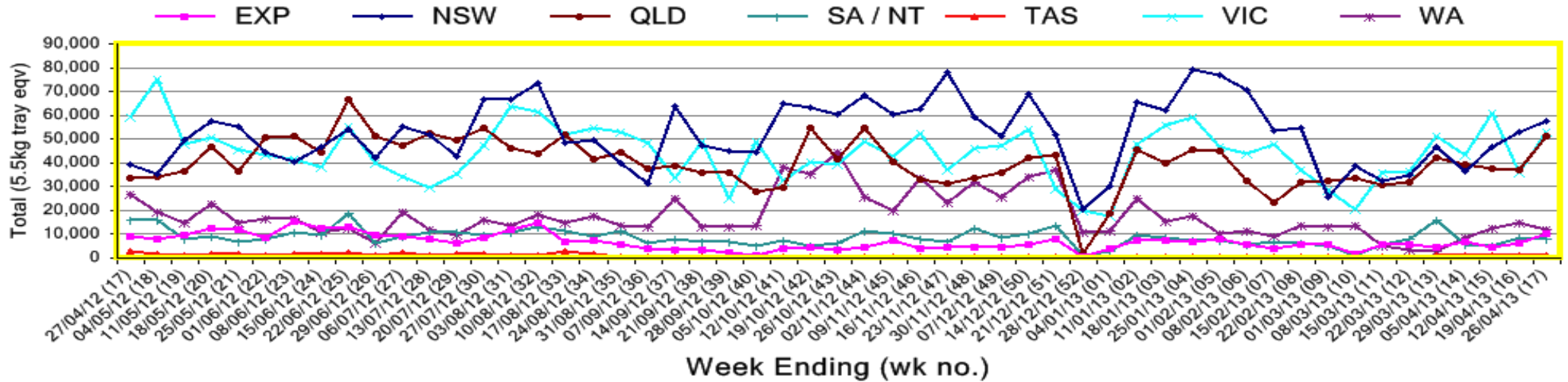


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 2013 to date = 2,593,647 5.5kg tray eqv



Week 17 contributors - Packhouses

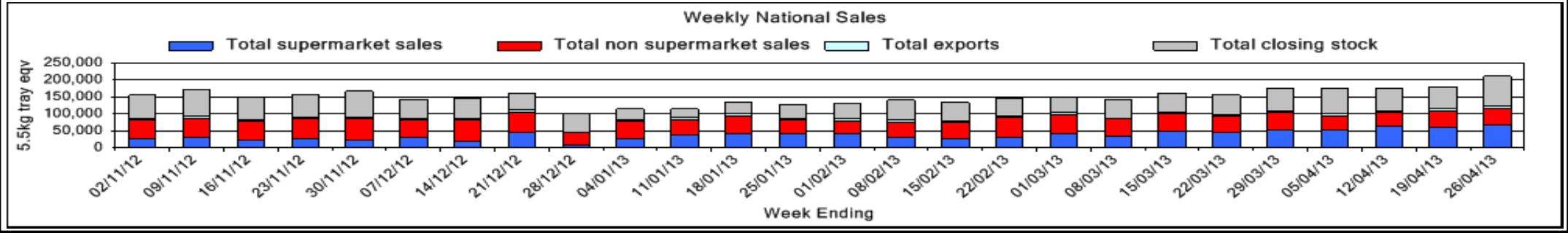
Aussie Orchards Growers & Packers	One Harvest
Avocado Estates	R & M Waterman
B & F Sanderson Farming	Simpson Farms Pty Ltd
Battistin Orchards Pty Ltd	Sunfresh
Bellview Orchards Pty Ltd	Sunny Bluff Produce Pty Ltd
Donovan Family Investment Trust	Sunnyspot Packhouse Pty Ltd
Gunnado Farm	SuperPak
ID & AM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

Week 17 contributors - Wholesalers

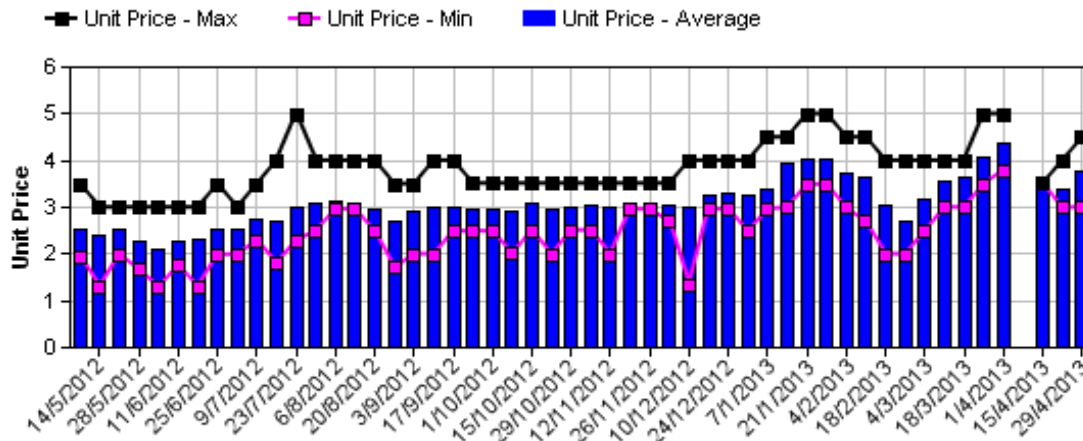
Allcrops Pty Ltd (Sydney)	Exotic Fruit Traders (Sydney)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa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

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

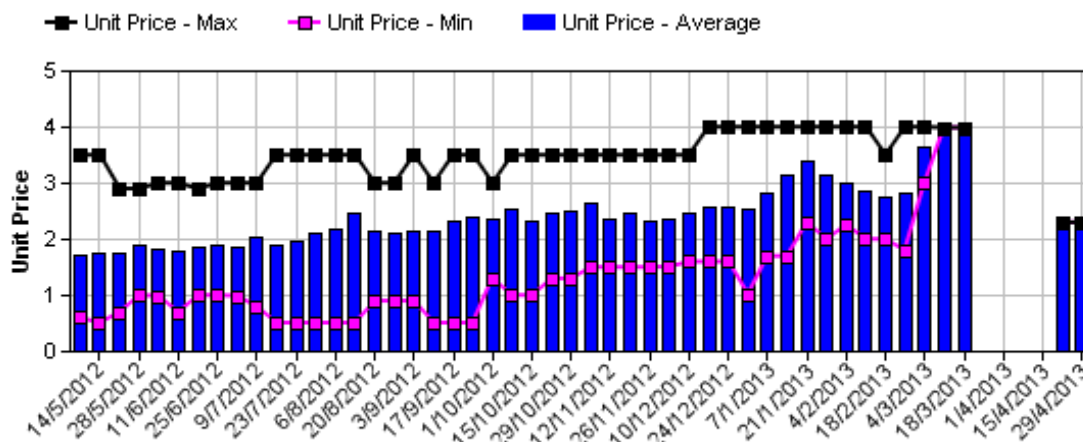
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	11,640	14,585		26,225		242		242	440						11,640	15,025		26,665
Total non supermarket sales	1,266	2,547	380	4,193	692	1,429		2,121	3,856						2,524	5,145	380	8,049
Total exports																		
Total sales	12,906	17,132	380	30,418	692	1,671		2,363	4,296						14,164	20,170	380	34,714
Total Stock on Hand	926	2,190	204	3,320	768	773		1,541	2,802						2,322	3,595	204	6,122
QLD	Not enough QLD Wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,517	32,134		35,651	1,668	786		2,454	4,462		14,400		14,400	2,618	6,550	36,181		42,731
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	1,088	3,125		4,213							1,800		1,800	327	1,088	3,452		4,540
Total non supermarket sales	1,635	1,390		3,025	443	28		471	856						2,440	1,441		3,881
Total exports																		
Total sales	2,723	4,515		7,238	443	28		471	856		1,800		1,800	327	3,528	4,893		8,422
Total Stock on Hand	10,792	3,234		14,026	1,913	10		1,923	3,496						14,270	3,252		17,522
VIC																		
Total supermarket sales	9,592	7,237	326	17,155		41	7	48	87		4,500		4,500	818	9,592	8,130	339	18,060
Total non supermarket sales	1,748	8,243	198	10,189	192	2,133	236	2,561	4,656						2,097	12,121	627	14,845
Total exports																		
Total sales	11,340	15,480	524	27,344	192	2,174	243	2,609	4,744		4,500		4,500	818	11,689	20,251	966	32,905
Total Stock on Hand	4,551	3,534		8,085	190	3,796		3,986	7,247						4,897	10,436		15,333
WA																		
Total supermarket sales	2,444	1,088		3,532											2,444	1,088		3,532
Total non supermarket sales	657	1,800		2,457	145			145	264						921	1,800		2,721
Total exports																		
Total sales	3,101	2,888		5,989	145			145	264						3,365	2,888		6,253
Total Stock on Hand	4,279	207		4,486	1,468			1,468	2,669						6,948	207		7,155
Total																		
Total supermarket sales	24,764	39,023	326	64,113	96	733	7	836	1,520		20,700		20,700	3,764	24,939	44,119	339	69,397
Total non supermarket sales	5,693	28,655	578	34,926	1,656	3,926	236	5,818	10,578						8,704	35,793	1,007	45,504
Total exports	3,130	4,471		7,601	1,388			1,388	2,524						5,654	4,471		10,125
Total sales	33,587	72,149	904	106,640	3,140	4,659	243	8,042	14,622		20,700		20,700	3,764	39,296	84,384	1,346	125,025
Total Stock on Hand	22,484	44,830	204	67,518	5,274	4,931		10,205	18,555						32,073	53,796	204	86,073



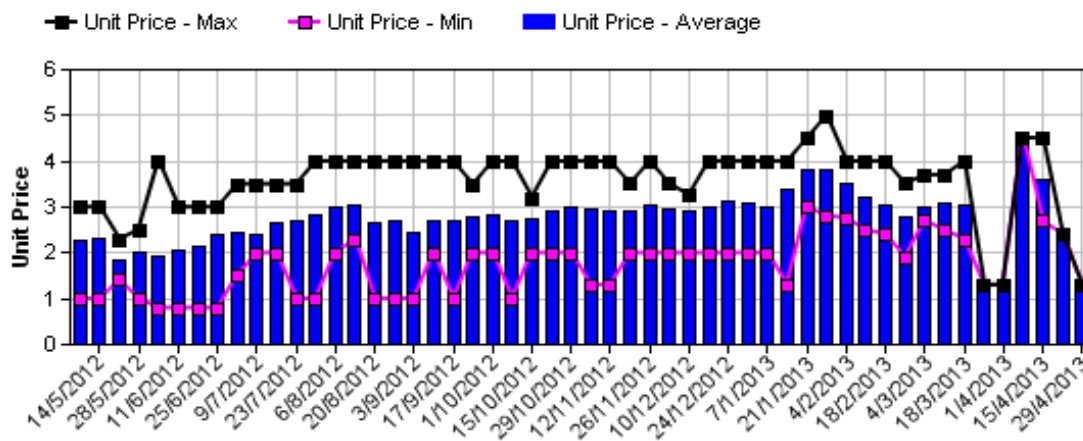
Hass Avocado Average Retail Prices - Sydney



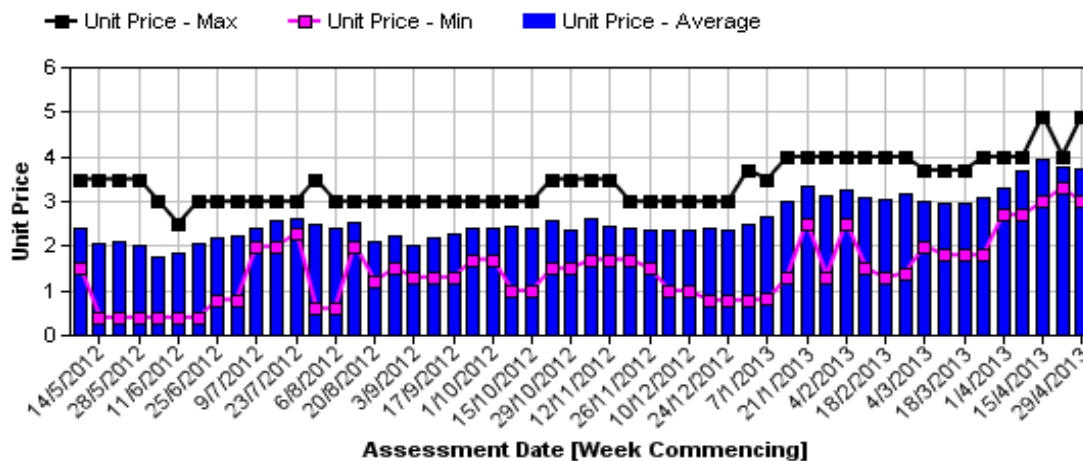
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

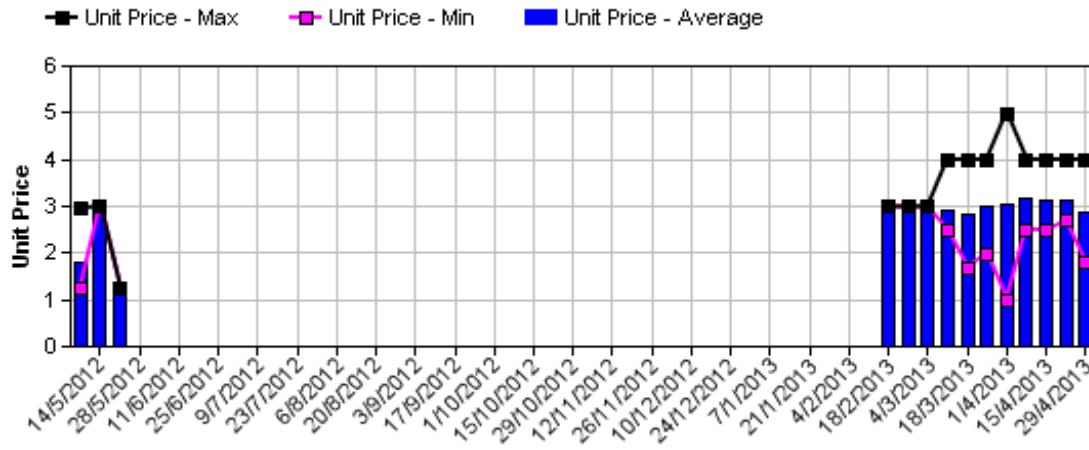


Hass Avocado Average Retail Prices - Perth

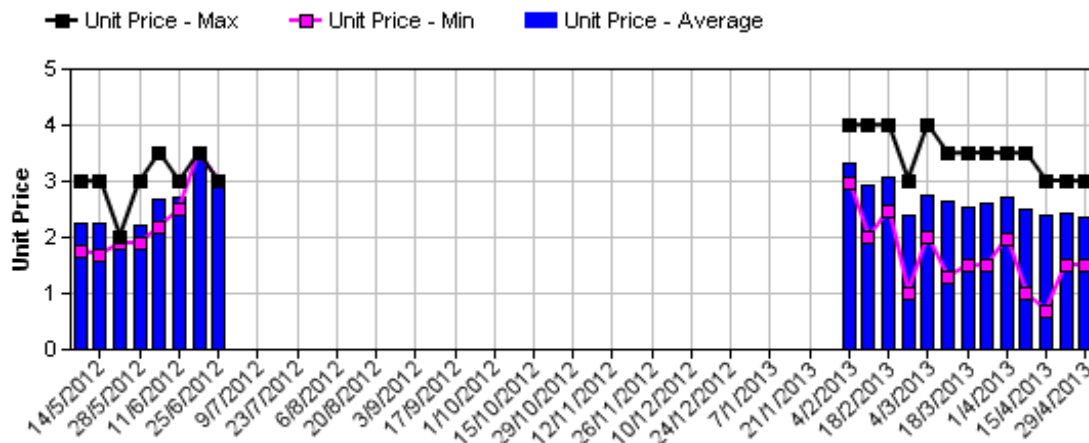


Assessment Date [Week Commencing]

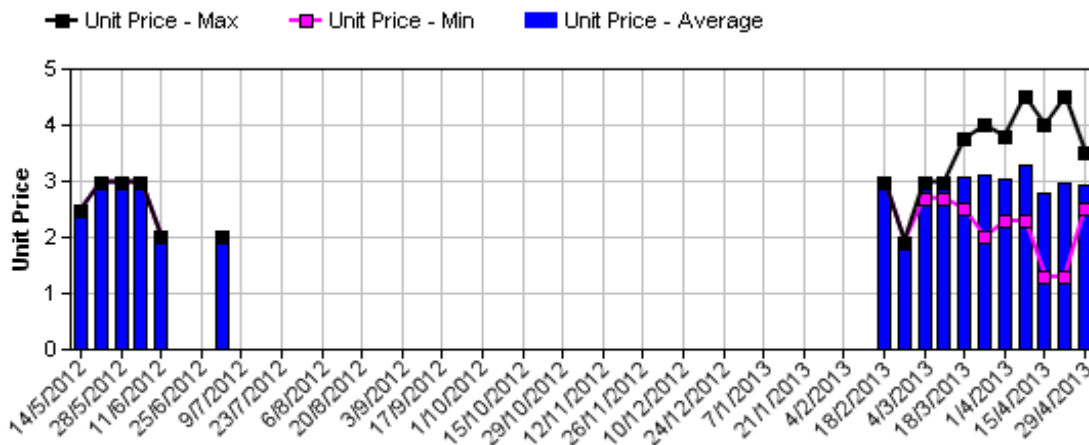
Shepard Avocado Average Retail Prices - Sydney



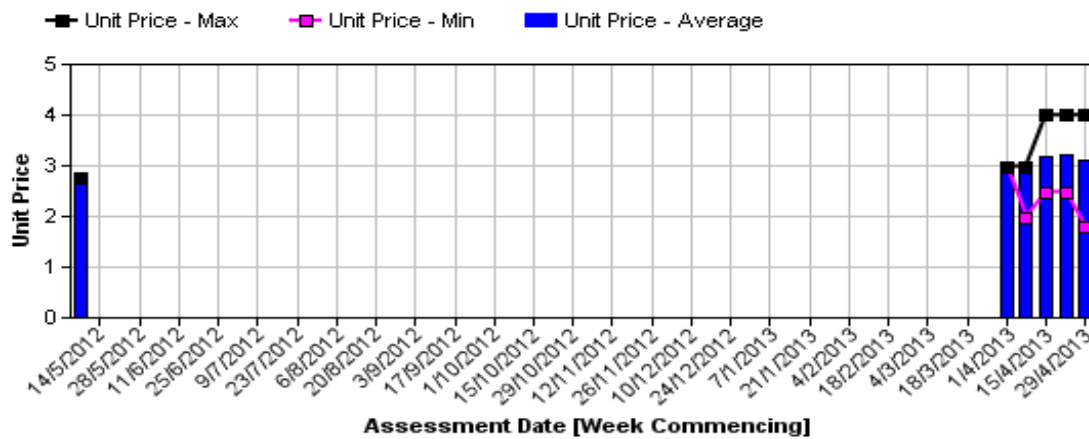
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 29th April 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	220	1.79	No	Aus
Woolworths	Shepard	270	1.98	Store	Aus
Woolworths	Shepard	270	1.98	No	Aus
Woolworths	Shepard	270	1.98	Store	Aus
Coles	Shepard	250	2.98	No	Aus
Coles	Shepard	260	2.98	No	Aus
Coles	Shepard	280	2.98	No	Aus
Foodworks	Hass	300	2.99	No	Aus
IGA	Hass	190	2.99	No	Aus
I	Shepard	210	2.99	No	Aus
I	Hass	270	3.29	No	Aus
I	Hass	260	3.49	No	Aus
IGA	Hass	280	3.50	No	Aus
I	Hass	310	3.99	No	Aus
I	Hass	270	3.99	No	Aus
I	Shepard	320	3.99	No	Aus
I	Shepard	300	3.99	No	Aus
I	Shepard	300	3.99	No	Aus
Coles	Hass	230	4.48	No	Aus
Coles	Hass	240	4.48	No	Aus
Coles	Hass	240	4.48	No	Aus
BRISBANE					
Woolworths	Shepard	200	1.50	Store	Aus
I	Shepard	200	1.50	Store	Aus
I	Shepard	225	1.99	Store	Aus
IGA	Shepard	190	1.99	No	Aus
I	Hass	205	2.29	Store	Aus
Coles	Shepard	200	2.48	No	Aus
Coles	Shepard	190	2.48	No	Aus
Coles	Shepard	190	2.48	No	Aus
IGA	Shepard	200	2.48	No	Aus
IGA	Shepard	180	2.48	No	Aus
Woolworths	Shepard	210	2.48	No	Aus
Woolworths	Shepard	225	2.78	No	Aus
I	Shepard	245	2.79	Store	Aus
I	Shepard	200	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	215	1.29	Store	NS
I	Shepard	255	2.49	No	NS
I	Shepard	246	2.50	Store	Aus
I	Shepard	270	2.69	No	NS
I	Shepard	230	2.69	No	NS
IS	Shepard	250	2.69	No	Aus
Safeway	Shepard	248	2.98	No	Aus
I	Shepard	290	2.98	Store	Aus
Coles	Shepard	260	2.98	No	Aus
Safeway	Shepard	270	2.98	No	Aus
Coles	Shepard	245	2.98	No	Aus
Coles	Shepard	230	2.98	No	Aus
IGA	Shepard	274	2.99	No	Aus
Safeway	Shepard	245	2.99	No	Aus
I	Shepard	280	3.49	No	Aus
I	Shepard	275	3.49	No	Aus
I	Reed	265	3.99	No	Aus
PERTH					
I	Shepard	130	1.78	No	Aus
Woolworths	Shepard	195	2.98	No	Aus
I	Hass	250	2.98	No	Aus
Coles	Shepard	210	2.98	No	Aus
Coles	Shepard	210	2.98	No	Aus
Woolworths	Shepard	195	2.98	No	Aus
Woolworths	Shepard	195	2.98	Store	Aus
Coles	Shepard	210	2.99	No	Aus
IGA	Shepard	235	2.99	No	Aus
I	Shepard	225	2.99	No	Aus
IS	Hass	220	2.99	Store	Aus
IS	Shepard	205	2.99	Store	Aus
I	Fuerte	560	3.00	Store	NS
IGA	Shepard	220	3.29	No	Aus
IGA	Hass	235	3.29	No	Aus
I	Shepard	220	3.49	No	Aus
IGA	Shepard	240	3.99	No	Aus
IGA	Shepard	260	3.99	No	Aus
I	Hass	285	3.99	No	Aus
IGA	Hass	280	3.99	No	Aus
I	Hass	240	3.99	No	Aus
I	Hass	290	4.89	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