



INFOCADO WEEKLY REPORT: 19th April — 25th April 2014 (Wk 17)



Comments

- Last week Hass and Shepard retail prices remained steady around the country. However Shepard prices in Melbourne and Perth have continued to increase while in Sydney they have begun to decrease.
- Hass dispatches for the week just gone are approximately four times higher than Shepard. Shepard volumes are expected to decrease in 2014.
- For the last two weeks weekly dispatches have been consistent with the forecast volumes. All packhouses are reminded to update their four week forecast as their season progresses.

[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](#)

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

For visitors to the Avocados Australia website would of seen the new look webpage since its launch last week. This has been conducted in conjunction with the television campaign that is soon set to launch which made it an ideal opportunity to refresh the Australian Avocados website. Since the 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

Upcoming Holidays

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

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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:

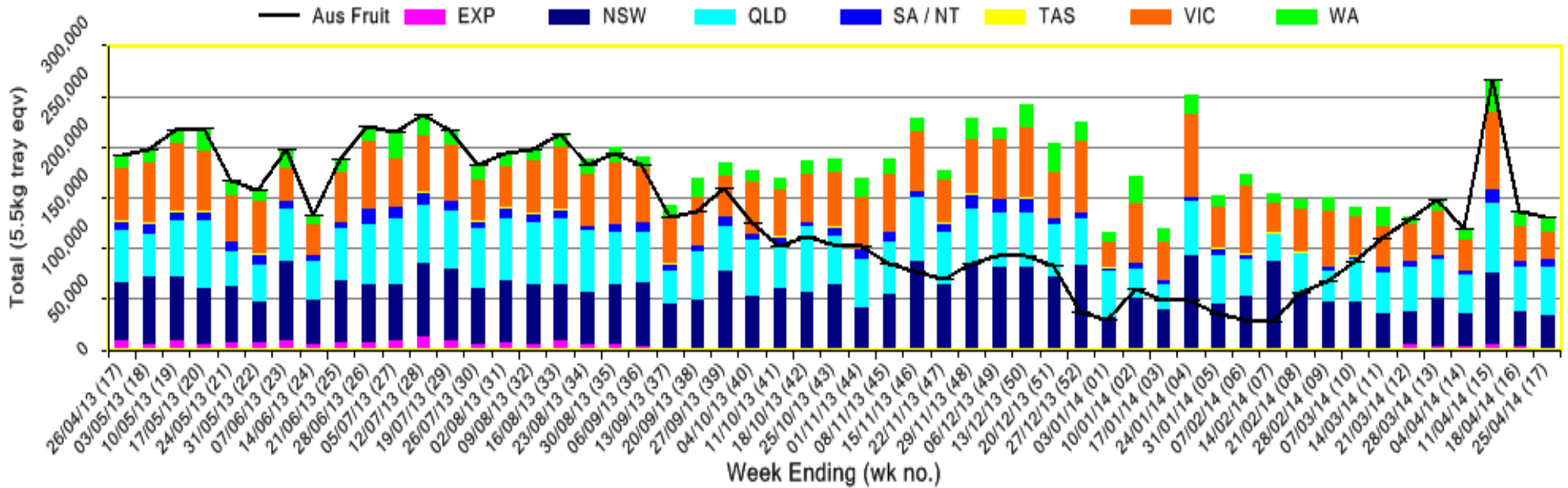
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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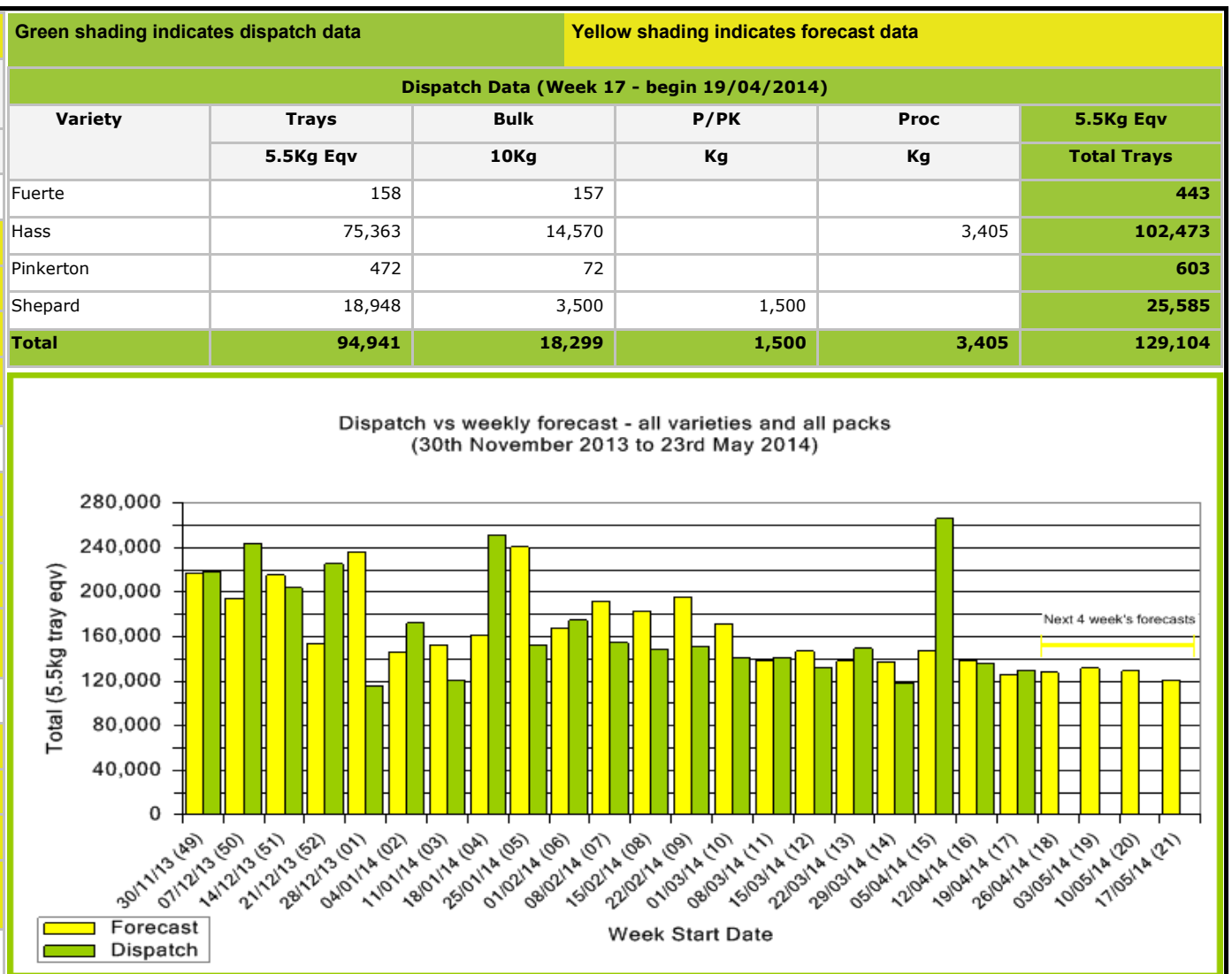
Industry Dispatches By Destination State and Count Size : 19th April - 25th April 2014 (Wk 17)

Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv				10Kg	Kg
EXP										1,920	1,920	288			2,444
NSW		643	3,392	5,228	196	3,917	4,476	2,100	1,617	21,569	5,594	120		31,762	
QLD	133	266	3,790	3,867	894	3,721	9,651	9,708	2,341	34,371	6,878	960	3,405	47,670	
SA / NT			162	807		540	1,097	1,815	349	4,770	1,273	360		7,150	
TAS							800			800				800	
VIC	1	621	2,064	6,693		7,103	4,318	904	747	22,451	2,342	60		26,720	
WA		4	715	553		1,004	5,544	586	654	9,060	1,924			12,558	
Total	134	1,534	10,123	17,148	1,090	16,285	25,886	15,113	7,628	94,941	18,299	1,500	3,405	129,104	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 2,653,359 5.5kg tray eqv



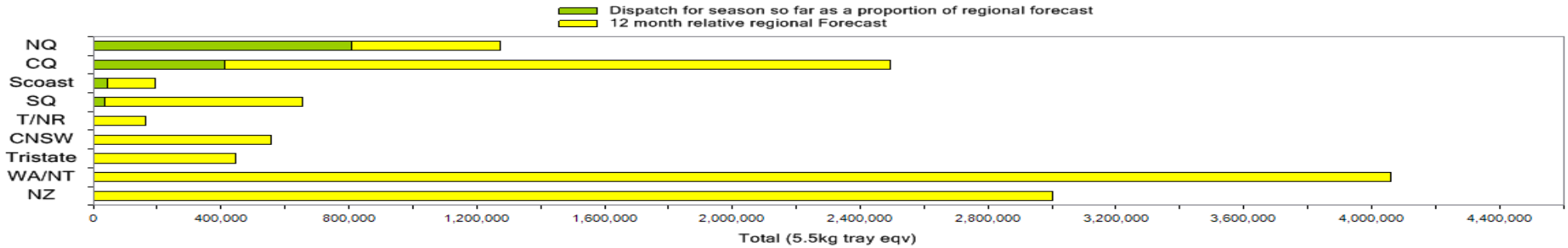
Forecast Data (Week 17 - 21)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 17 - begin 19/04/2014					
Hass	81,000	9,300	10,000	2,600	100,200
Sharwil	93	40			166
Shepard	22,277	2,000			25,913
Week Total	103,370	11,340	10,000	2,600	126,279
Week 18 - begin 26/04/2014					
Hass	95,000	13,500	5,000	3,600	121,109
Sharwil	49	30			104
Shepard	5,800	500			6,709
Week Total	100,849	14,030	5,000	3,600	127,922
Week 19 - begin 03/05/2014					
Hass	99,600	16,000	5,000	2,400	130,036
Sharwil	68	40			141
Shepard	800	500			1,709
Week Total	100,468	16,540	5,000	2,400	131,886
Week 20 - begin 10/05/2014					
Hass	98,600	15,550	5,000	2,400	128,218
Shepard	500	200			864
Week Total	99,100	15,750	5,000	2,400	129,081
Week 21 - begin 17/05/2014					
Hass	91,600	15,550	5,000	2,000	121,146
Week Total	91,600	15,550	5,000	2,000	121,146



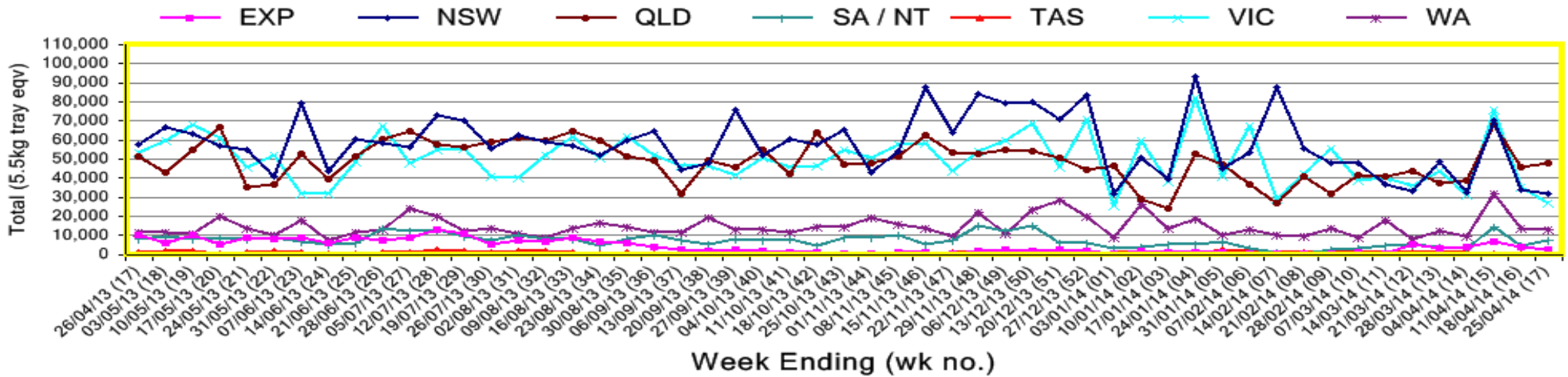
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
Australia (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

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 2,653,359 5.5kg tray eqv



Week 17 contributors - Packhouses

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

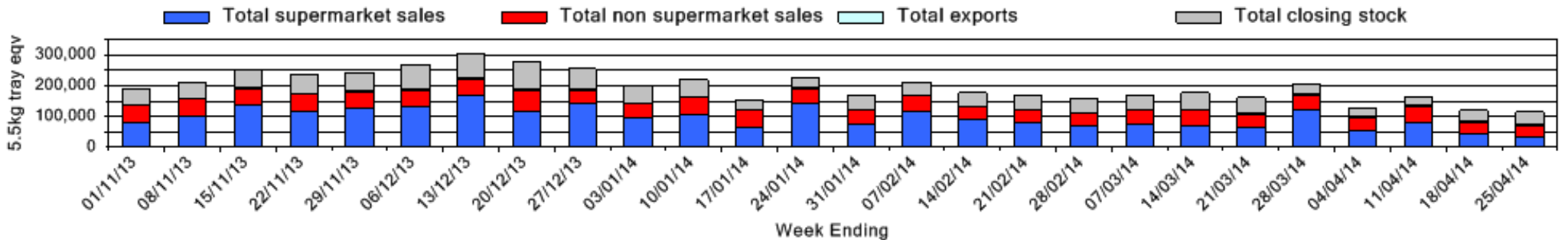
Week 17 contributors - Wholesalers

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

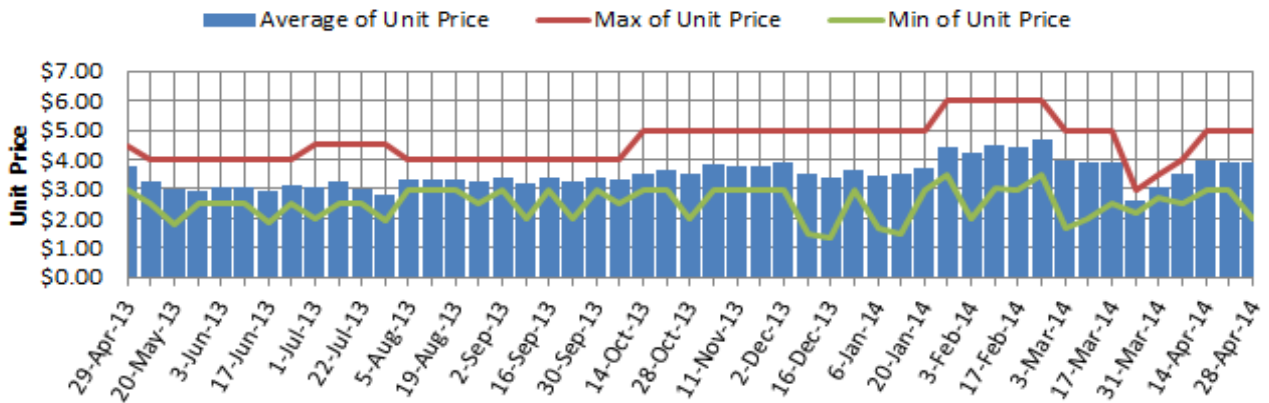
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	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	5,487	1,000	51	6,538	554			554	1,007		120		120	22	6,494	1,022	51	7,567
Total Stock on Hand																		
QLD																		
Total supermarket sales	9,086	2,607		11,693	804			804	1,462		960		960	175	10,548	2,782		13,329
Total non supermarket sales	11,594	1,516	200	13,310	1,553	323		1,876	3,411						14,418	2,103	200	16,721
Total exports	1,920			1,920	288			288	524						2,444			2,444
Total sales	22,600	4,123	200	26,923	2,645	323		2,968	5,396		960		960	175	27,409	4,885	200	32,494
Total Stock on Hand	14,607	459	120	15,186	1,118			1,118	2,033						16,640	459	120	17,219
SA & TAS																		
Total supermarket sales		2,131	560	2,691							360		360	65		2,196	560	2,756
Total non supermarket sales	1,549	677	120	2,346	748	2	102	852	1,549						2,909	681	305	3,895
Total exports																		
Total sales	1,549	2,808	680	5,037	748	2	102	852	1,549		360		360	65	2,909	2,877	865	6,652
Total Stock on Hand	4,842	1,002	322	6,166	2,006		275	2,281	4,147						8,489	1,002	822	10,313
VIC																		
Total supermarket sales	6,016	4,877		10,893		53		53	96		60		60	11	6,016	4,984		11,000
Total non supermarket sales	2,813	2,991	89	5,893	583	503		1,086	1,975						3,873	3,906	89	7,868
Total exports																		
Total sales	8,829	7,868	89	16,786	583	556		1,139	2,071		60		60	11	9,889	8,890	89	18,868
Total Stock on Hand	4,192	1,546	391	6,129	407	1,101		1,508	2,742						4,932	3,548	391	8,871
WA																		
Total supermarket sales	144	1,832		1,976											144	1,832		1,976
Total non supermarket sales	2,841			2,841	1,495			1,495	2,718						5,559			5,559
Total exports																		
Total sales	2,985	1,832		4,817	1,495			1,495	2,718						5,703	1,832		7,535
Total Stock on Hand	2,091			2,091	454			454	825						2,916			2,916
Total																		
Total supermarket sales	19,486	12,447	560	32,493	804	53		857	1,558		1,500		1,500	273	20,948	12,816	560	34,324
Total non supermarket sales	20,044	5,184	460	25,688	4,933	828	102	5,863	10,660						29,013	6,690	645	36,348
Total exports	1,920			1,920	288			288	524						2,444			2,444
Total sales	41,450	17,631	1,020	60,101	6,025	881	102	7,008	12,742		1,500		1,500	273	52,405	19,506	1,205	73,115
Total Stock on Hand	26,078	3,007	866	29,952	4,657	1,101	275	6,033	10,969						34,546	5,009	1,366	40,921

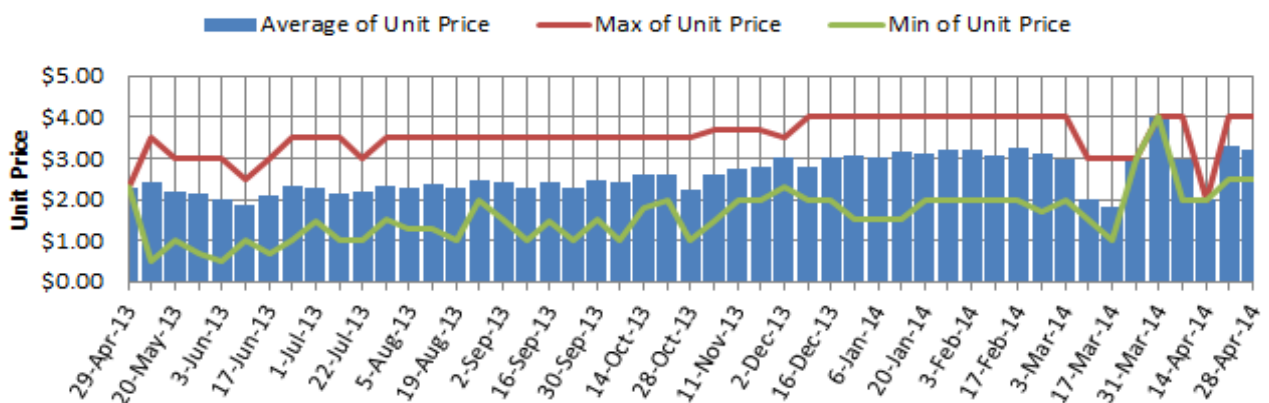
Weekly National Sales



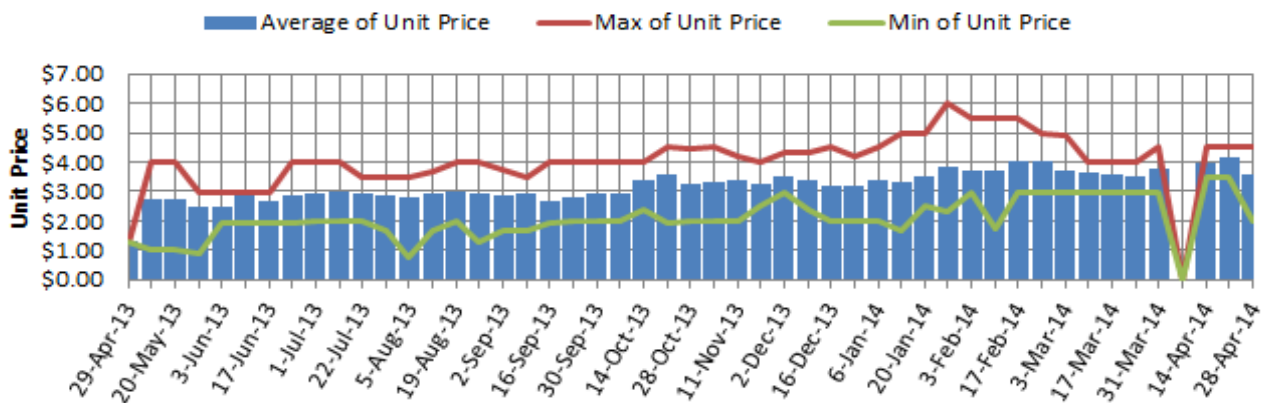
Hass Avocado Average Retail Prices - Sydney



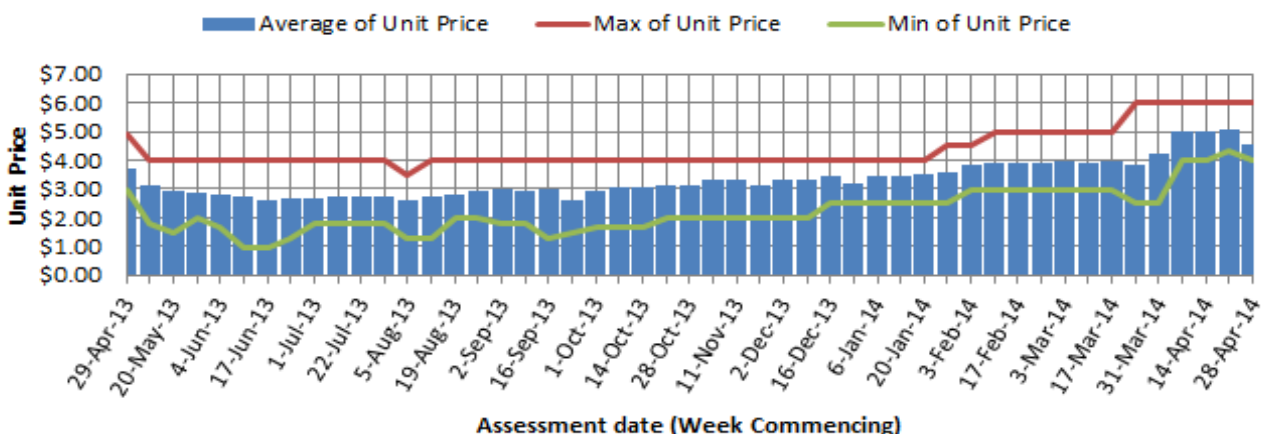
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

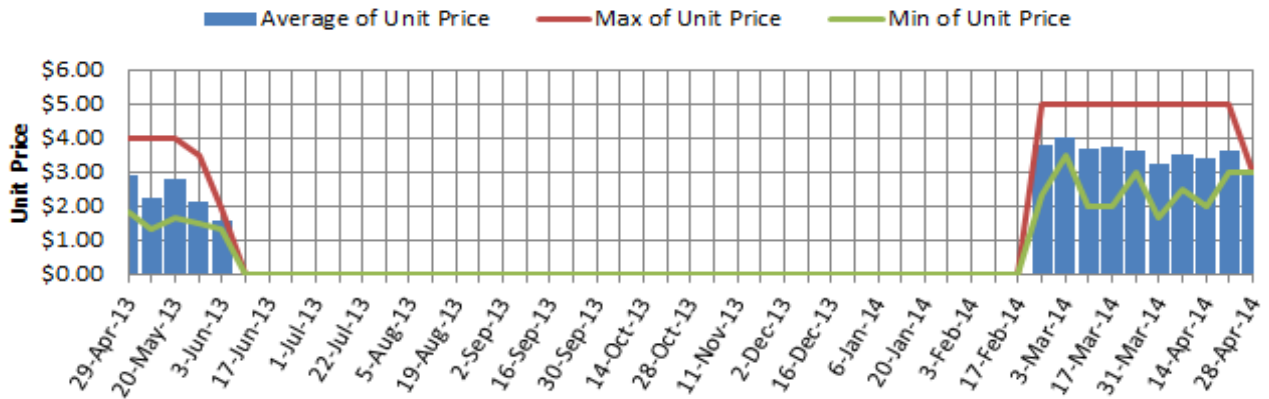


Hass Avocado Average Retail Prices - Perth

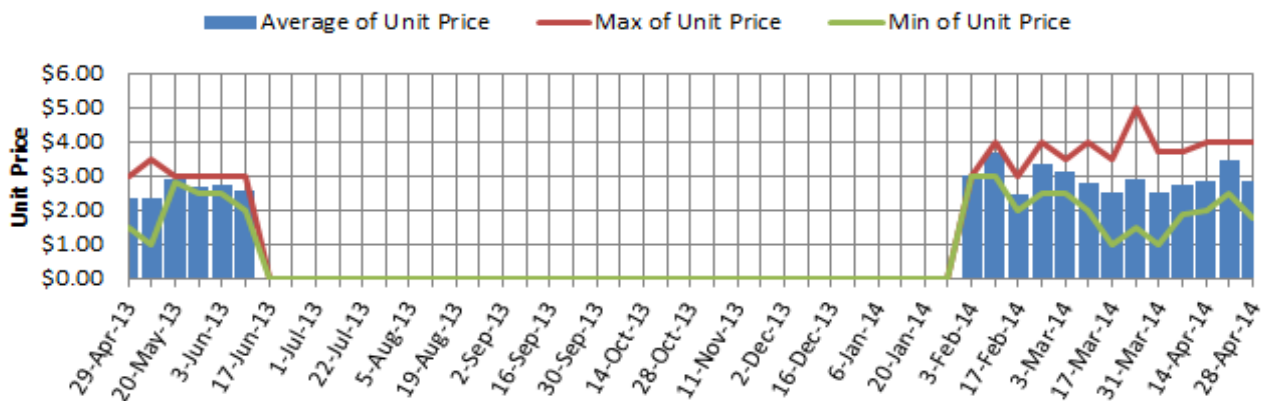


Assessment date (Week Commencing)

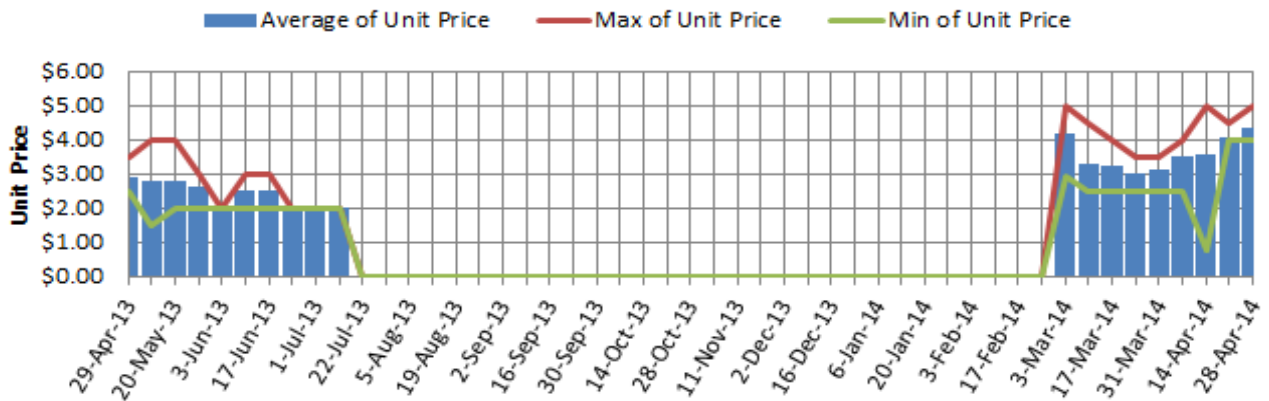
Shepard Avocado Average Retail Prices - Sydney



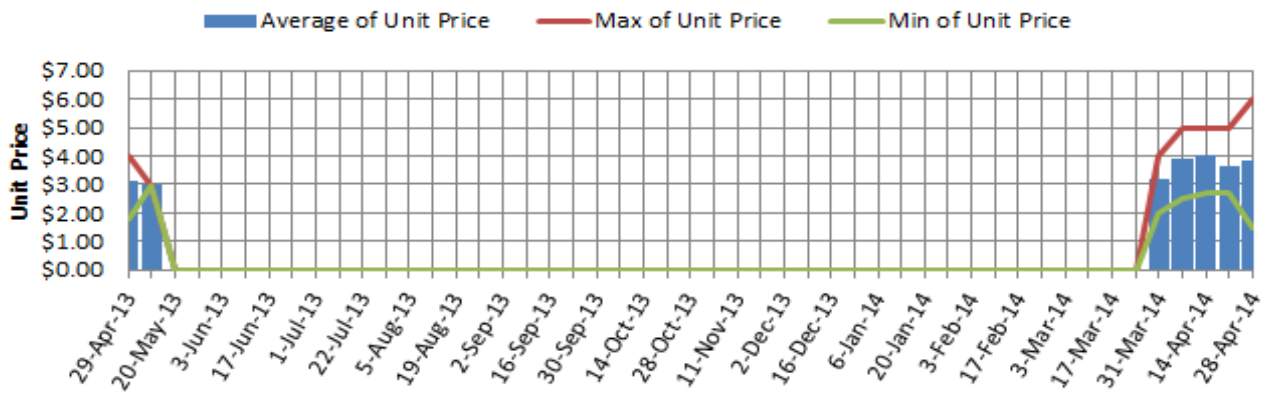
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 28th 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					
Woolworths	Hass	250	1.98	Store	Aus	I	Hass	125	1.99	No	NS
I	Hass	220	2.99	No	Aus	Coles	Hass	230	3.48	No	Aus
I	Shepard	200	3.00	Store	Aus	Coles	Hass	225	3.48	No	Aus
I	Shepard	180	3.00	Store	Aus	Coles	Hass	225	3.48	No	Aus
Woolworths	Hass	290	3.48	No	Aus	I	Hass	220	3.49	No	Aus
Coles	Hass	290	3.48	No	Aus	I	Hass	230	3.49	No	Aus
IIGA	Hass	230	3.48	No	Aus	I	Hass	250	3.49	No	NS
Coles	Hass	240	3.48	No	Aus	Safeway	Shepard	260	3.98	No	Aus
Woolworths	Hass	270	3.48	No	Aus	Safeway	Shepard	260	3.98	No	Aus
Coles	Hass	270	3.48	No	Aus	Safeway	Hass	210	3.98	No	Mixed
IIGA	Hass	270	3.95	No	Aus	Safeway	Hass	270	3.98	No	Aus
Foodworks	Hass	260	3.99	No	Aus	IIGA	Hass	300	3.99	No	Aus
I	Hass	250	3.99	No	Aus	I	Hass	305	4.49	No	Aus
I	Hass	260	3.99	No	Aus	IS	Shepard	250	4.99	No	Aus
I	Hass	310	4.99	No	Aus	PERTH					
I	Hass	280	4.99	No	Aus	Woolworths	Shepard	185	1.50	No	Aus
I	Hass	300	4.99	No	Aus	IS	Shepard	175	2.69	Store	Aus
I	Hass	300	4.99	No	Aus	I	Shepard	160	2.98	No	Aus
I	Hass	310	4.99	No	Aus	Woolworths	Shepard	180	3.98	No	Aus
BRISBANE						Coles	Shepard	220	3.98	No	Aus
IIGA	Shepard	140	1.75	Cat	Aus	Coles	Shepard	195	3.98	No	Aus
IIGA	Shepard	200	1.75	Cat	Aus	Woolworths	Shepard	185	3.98	Store	Aus
IIGA	Shepard	140	1.99	Cat	Aus	Coles	Shepard	210	3.98	No	Aus
IIGA	Shepard	200	1.99	Cat	Aus	I	Hass	195	3.99	No	Aus
I	Hass	145	2.49	No	Aus	IIGA	Hass	220	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	I	Shepard	170	3.99	No	Aus
Woolworths	Shepard	240	2.98	No	Aus	IIGA	Shepard	230	3.99	No	Aus
Coles	Hass	280	2.98	No	Aus	I	Hass	240	3.99	No	Aus
I	Hass	240	2.99	No	Aus	I	Shepard	215	3.99	No	Aus
I	Hass	230	2.99	No	Aus	I	Shepard	230	3.99	No	Aus
Woolworths	Shepard	250	3.48	No	Aus	IIGA	Hass	220	4.29	No	Aus
Woolworths	Shepard	290	3.48	No	Aus	IIGA	Shepard	255	4.99	No	Aus
I	Hass	318	3.99	No	Aus	IIGA	Hass	220	4.99	No	Aus
I	Shepard	272	3.99	No	Aus	I	Hass	250	5.99	No	Aus
I	Shepard	280	3.99	No	Aus	I	Shepard	290	5.99	No	Aus
I	Hass	230	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

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