



INFOCADO WEEKLY REPORT: 16th — 22nd April 2016 (Week 17)

Comments

- **South Queensland & Sunshine Coast packers and consolidators — if your season is about to start can you please start entering your four week forecast data**
- The weekly dispatch volume (217,056 trays) was higher than the week's forecast of 173,615 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 Woolworths and Coles in all states provided no online offering of Hass.
- The largest volume of dispatches in week 17 originated from North Queensland (109,197 tray eqv.). The Queensland market received the highest volume (80,968 tray eqv.) and the dominant size in the market was size 28 (37,667 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 17 (Wed, 20th — Tues, 26th April). These prices are sourced from online retailer shopping sites and online catalogues.
- **CQ, SQ & SC 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).**

[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

Labour Day (QLD): 2nd May | Western Australia Day (WA): 6th June | Queen's Birthday (VIC, NSW & SA): 13th June | Queen's Birthday (WA): 26th Sept

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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 17 - 21)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 17 - begin 16/04/2016

Hass	31,500	6,500			43,318
Shepard	117,700	6,500	288	4,000	130,297
Week Total	149,200	13,000	288	4,000	173,615

Week 18 - begin 23/04/2016

Hass	65,700	9,750		400	83,500
Sharwil	1,800	320			2,382
Shepard	85,000	5,000	500	3,500	94,818
Week Total	152,500	15,070	500	3,900	180,700

Week 19 - begin 30/04/2016

Hass	87,600	9,050	1,000	500	104,328
Sharwil	1,600	345			2,227
Shepard	84,000	2,900			89,273
Week Total	173,200	12,295	1,000	500	195,828

Week 20 - begin 07/05/2016

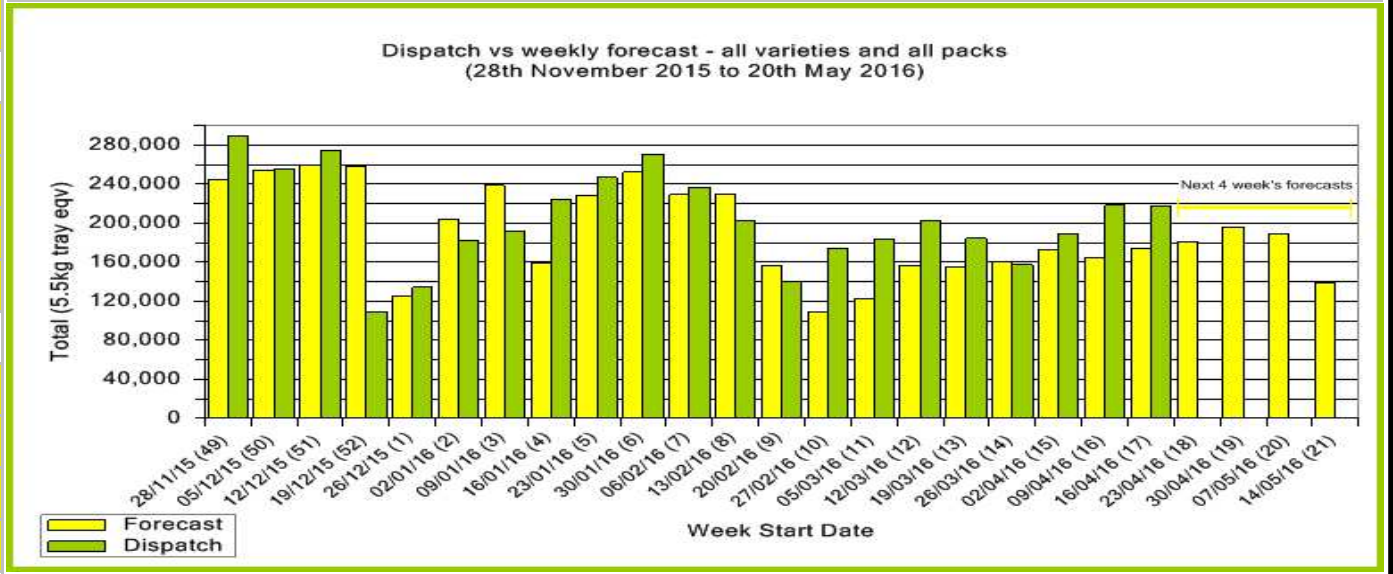
Hass	121,100	9,450	2,000	1,000	138,828
Sharwil	1,500	300			2,045
Shepard	46,000	1,200			48,182
Week Total	168,600	10,950	2,000	1,000	189,055

Week 21 - begin 14/05/2016

Hass	114,100	8,750	2,000	2,000	130,737
Sharwil	1,600	350			2,236
Shepard	6,000	200			6,364
Week Total	121,700	9,300	2,000	2,000	139,337

Dispatch Data (Week 17 - begin 16/04/2016)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	432					432
Hass	30,583	10,694		1,055	4,472	51,032
Sharwil	116	44				196
Shepard	129,586	17,438	4,016	15,889	2,675	165,396
Total	160,717	28,176	4,016	16,944	7,147	217,056



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
NZ-Aus - Pre Season Forecast¹	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus - Disp + Mthly Forecast²	16,725	80,567	191,340	420,417	324,356	388,566	420,639	254,434	0	2,097,044
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550	426,445	245,613	TBA**	2,383,442
USA³	0	0	0	0	0	0	0	0	0	0
Japan³	0	0	4,212	20,473	26,484	9,286	1,089	8	0	61,551
Other Asia³	973	6,951	28,265	61,567	63,798	52,651	38,817	19,235	7,463	279,719
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	450,503	460,545	273,676	7,463	2,438,314

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 : 16th April - 22nd April 2016 (Wk 17)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
Central Qld		521	3,161	10,989		11,433	9,748	15,420	2,281	53,553	10,218	2,647	2,126		72,999
North Qld	11	1,861	6,676	19,940	2,518	15,597	17,464	17,094	2,354	83,515	11,792	1,369	14,818	7,147	109,197
South Qld		101	463	1,063		2,038	416	1,399		5,480	2,174				9,433
Sunshine Coast	36	126	1,219	4,215	104	3,749	3,161	3,754	1,805	18,169	3,992				25,427
	47	2,609	11,519	36,207	2,622	32,817	30,789	37,667	6,440	160,717	28,176	4,016	16,944	7,147	217,056

Origin of Avocado



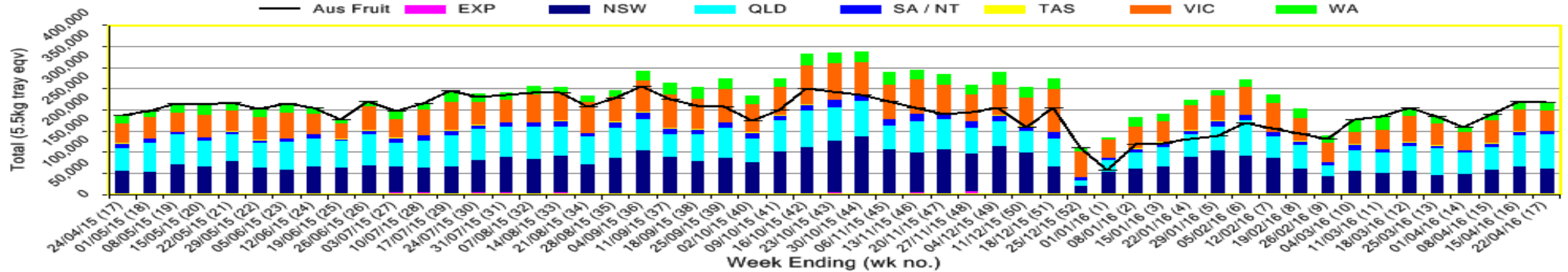
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 16th April - 22nd April 2016 (Wk 17)

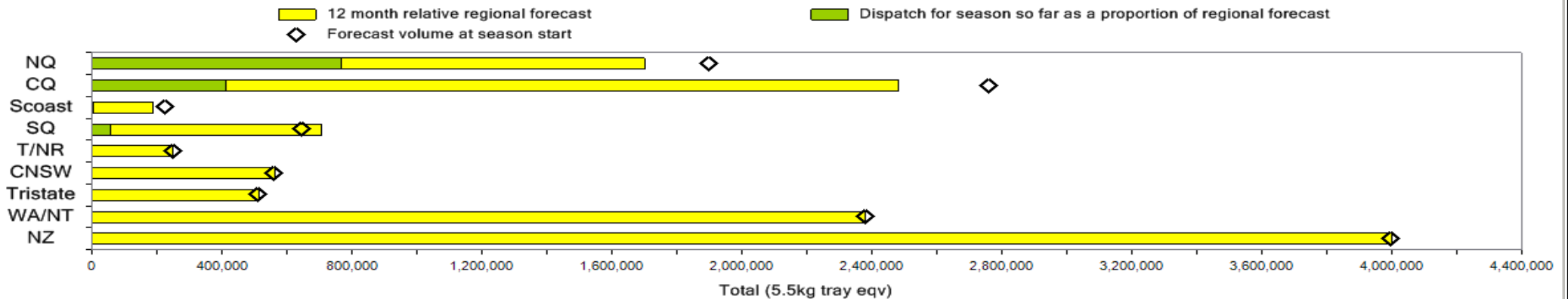
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									1,949	1,949	1,032				3,825
NSW	5	743	2,987	15,827	734	10,851	8,571	3,295	695	43,708	7,819	754			58,061
QLD		557	4,022	6,107	276	9,204	11,069	21,034	3,372	55,641	11,473	481	16,944	7,147	80,968
SA / NT		85	103	184		2,587	1,433	1,153		5,545	348	665			6,299
TAS							633	800		1,433					1,433
VIC	42	1,224	3,783	12,178	1,612	8,185	7,412	2,616	424	37,476	5,071	1,270			46,927
WA			624	1,911		1,990	1,671	8,769		14,965	2,433	846			19,543
Total	47	2,609	11,519	36,207	2,622	32,817	30,789	37,667	6,440	160,717	28,176	4,016	16,944	7,147	217,056

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 3,358,587 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 17 Contributors - Packhouses

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

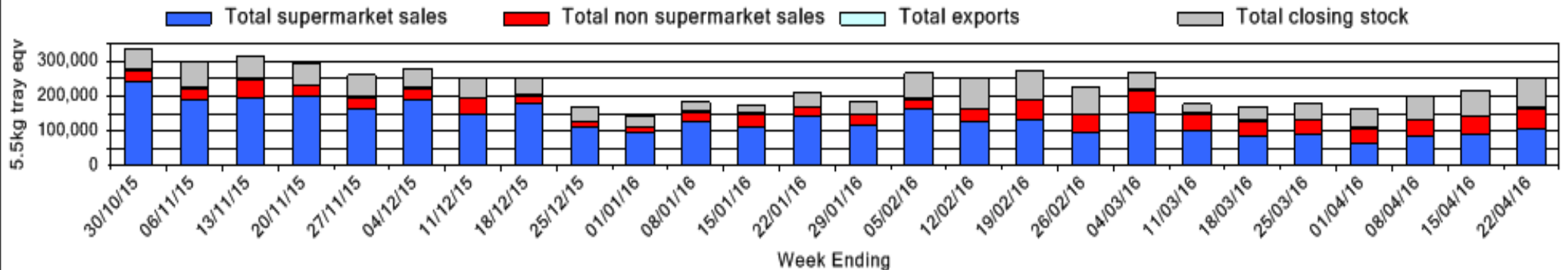
Week 17 Contributors - Wholesalers

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 (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total sales	160	29,826	52	30,038	320	781		1,101	2,002		516		516	94	742	31,340	52	32,134
Total Stock on Hand																		
QLD																		
Total supermarket sales	11,077	31,055		42,132	1,235	833		2,068	3,760		397		397	72	13,322	32,642		45,964
Total non supermarket sales	133	13,393		13,526		1,040		1,040	1,891						133	15,284		15,417
Total exports		1,949		1,949		1,032		1,032	1,876							3,825		3,825
Total sales	11,210	46,397		57,607	1,235	2,905		4,140	7,527		397		397	72	13,455	51,751		65,206
Total Stock on Hand	32,178	16,453		48,631		377		377	685						32,178	17,139		49,317
SA & TAS																		
Total supermarket sales	960	8,213		9,173							624		624	113	960	8,326		9,286
Total non supermarket sales	2,025	9,114	601	11,740	493	409		902	1,640						2,921	9,858	601	13,380
Total exports																		
Total sales	2,985	17,327	601	20,913	493	409		902	1,640		624		624	113	3,881	18,184	601	22,666
Total Stock on Hand	3,855	9,545	373	13,773	251	1,226		1,477	2,685						4,311	11,774	373	16,458
VIC																		
Total supermarket sales		19,574		19,574							264		264	48		19,622		19,622
Total non supermarket sales	2,435	8,698	981	12,114	583	1,113	216	1,912	3,476						3,495	10,722	1,374	15,590
Total exports																		
Total sales	2,435	28,272	981	31,688	583	1,113	216	1,912	3,476		264		264	48	3,495	30,344	1,374	35,212
Total Stock on Hand	5,787	5,154	421	11,362	352	393	72	817	1,485						6,427	5,869	552	12,847
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	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	4,267	6,078		10,345	1,127	184	39	1,350	2,455		846		846	154	6,316	6,566	71	12,953
Total Stock on Hand																		
Total																		
Total supermarket sales	13,609	88,621		102,230	1,251	855	18	2,124	3,862		2,647		2,647	481	15,884	90,657	33	106,573
Total non supermarket sales	7,448	37,330	1,634	46,412	2,507	3,505	237	6,249	11,362						12,006	43,703	2,065	57,774
Total exports		1,949		1,949		1,032		1,032	1,876							3,825		3,825
Total sales	21,057	127,900	1,634	150,591	3,758	5,392	255	9,405	17,100		2,647		2,647	481	27,890	138,185	2,098	168,172
Total Stock on Hand	44,658	33,452	794	78,904	699	2,542	72	3,313	6,024						45,929	38,074	925	84,928

Weekly National Sales



Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 20th April 2016 (Week 17)

Key: ■ Coles online ■ Woolworths online

Brisbane

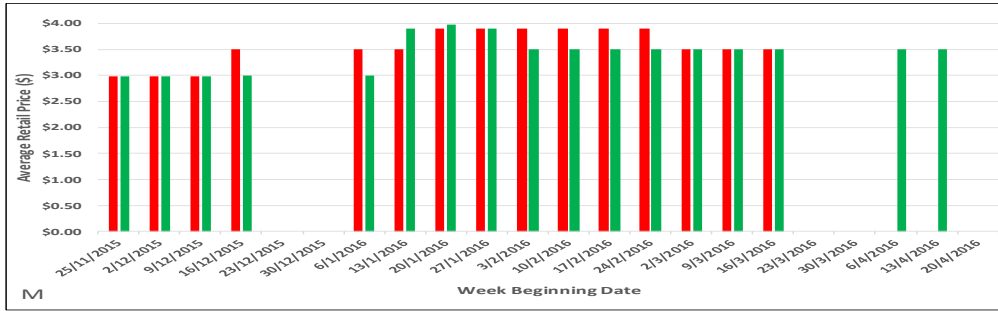


Please note: Brisbane, Sydney, Melbourne & Perth: There is no online pricing published for single Hass fruit in these markets this week, only Shepard – please see online pricing for single Shepard fruit in each market on the next page’

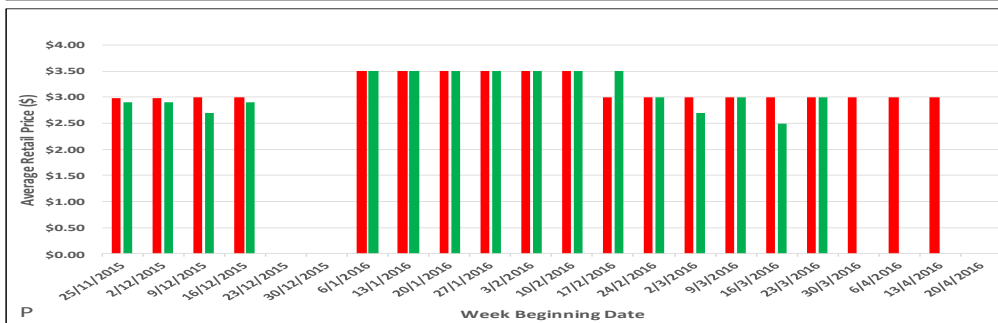
Sydney



Melbourne



Perth



Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wed, 20th April 2016 (Week 17)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		-	-	-	-
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		\$1.90	\$3.50	\$3.50	\$3.00
	Shepard	Multi-buy	2 for \$x	-	*2 for \$5	*2 for \$5	-
	Hass	Single Fruit	Organic	\$6.00	\$5.50	-	-
	Hass	3 Pack		-	-	-	-
Woolworths	Hass	Single Fruit		-	-	-	-
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		\$1.90	↓\$2.50	↓\$2.50	↓\$2.50
	Shepard	Multi-buy	2 for \$x	-	↓2 for \$4*	↓2 for \$4*	2 for \$4*
	Hass	Single Fruit	Organic	-	\$5.50	-	-
	Hass	2 Pack	Ripe	\$7.90	-	\$7.98	-
	Hass	2 Pack	Organic	\$9.98	-	\$9.98	-
	Hass	3 Pack		↓\$5.40	\$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	↓\$6.90	\$8.98	↑\$9.50

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- No catalogue offers found

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

Woolworths - Brisbane, Melbourne & Perth - Shepard - Single fruit - \$1.90 or Multi-buy - 2 for \$4