



INFOCADO WEEKLY REPORT: 27th April — 3rd May 2013 (Wk 18)



Comments

- Forecasted volumes are increasing for weeks 19 and 20, see page three for more information. All packers are reminded to review and update their forecasts, including those for weeks three and four every week.
- All growers are reminded that the Dry Matter benchmark for Hass is 23%. Fruit below 23% is considered immature and can cause issues throughout the supply chain such as inconsistent ripening as well as being a disappointing experience for the consumer.
- Prices peaked in Perth, Sydney and Melbourne independent stores at \$3.99 per fruit.
- If you are about to start your season please start thinking about putting your four weekly forecast in.
- Did you know the Best Practice Resource (BPR) has some handy crop cycle calendars for each growing region and major variety in that region? It also includes helpful tips and handling recommendations for packhouses and wholesalers. To apply for access go to www.avocado.org.au, click on the Best Practice tab and follow the prompts.

[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

- During the coming month 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.
- Over the coming months Restaurant Masterclasses will be held in Melbourne, Sydney and Brisbane targeting restaurant chefs.
- According to the April 2013 Quarterly Report 1,161,191 5.5kg eqv trays are expected in the market place for June. Of that total 1,085,528 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:

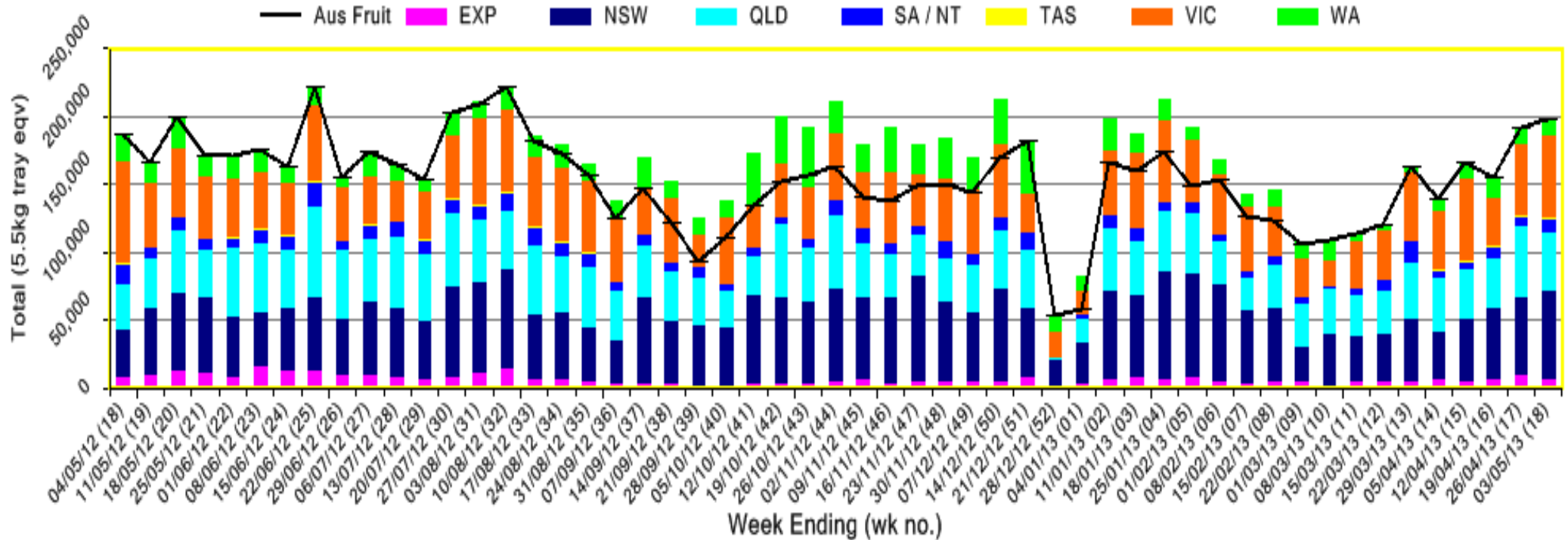
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

Industry Dispatches By Destination State and Count Size : 27th April - 3rd May 2013 (Wk 18)

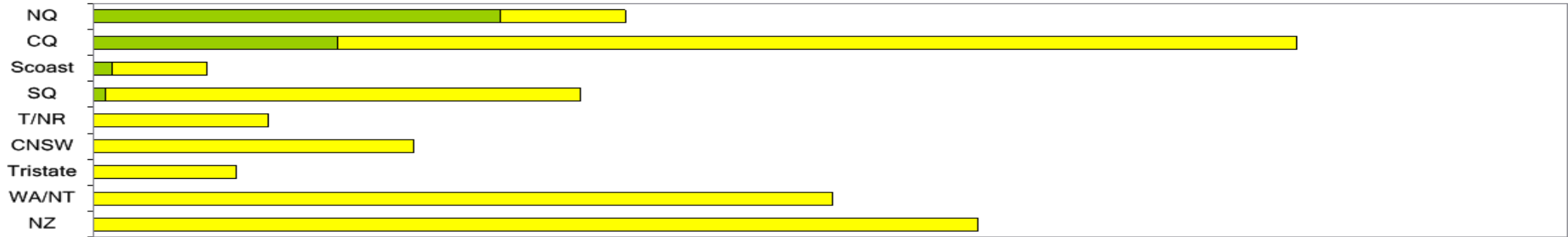
Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								1,246	4,400	5,646	96			5,821
NSW	5	1,252	3,140	10,399	221	11,022	6,419	7,513	2,455	42,426	13,190			66,408
QLD	3	238	688	2,520	376	3,758	5,524	7,284	200	20,591	10,770	8,298	7,524	43,050
SA / NT	4	38	678	1,724		709	1,861	1,979	800	7,793	751	900		9,322
TAS						160	652	480		1,292	288			1,816
VIC	32	2,776	4,700	7,906	650	5,580	13,273	6,938	335	42,190	9,029	3,000		59,151
WA			36	1,276		1,141	1,372	1,683	480	5,988	2,893			11,248
Total	44	4,304	9,242	23,825	1,247	22,370	29,101	27,123	8,670	125,926	37,017	12,198	7,524	196,816

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 2,790,463 5.5kg tray eqv

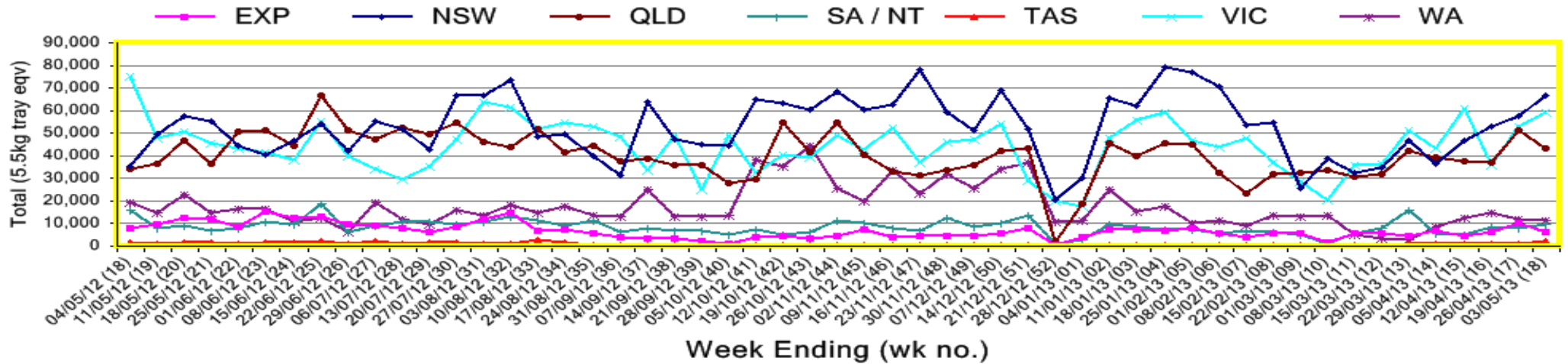


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 = 2,790,463 5.5kg tray eqv



Week 18 contributors - Packhouses

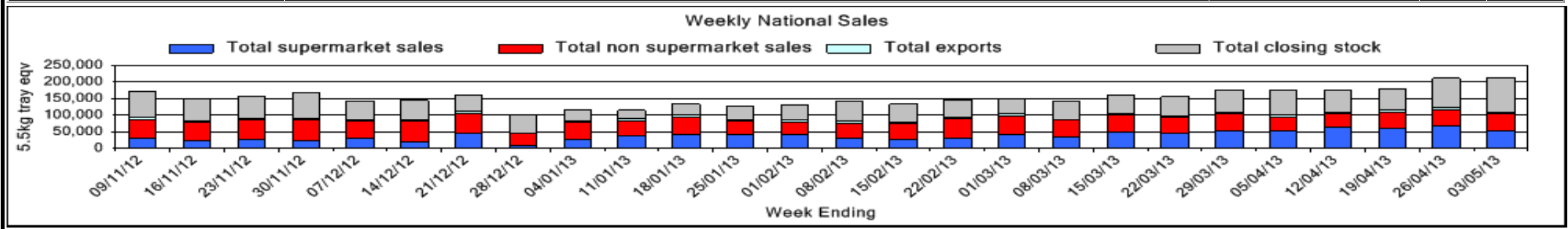
Aussie Orchards Growers & Packers	One Harvest
Avocado Estates	R & M Waterman
Balmoral Orchard	Simpson Farms Pty Ltd (Goodwood Home)
Bellview Orchards Pty Ltd	Sunfresh
Donovan Family Investment Trust	Sunnyspot Packhouse Pty Ltd
G & C Christensen	SuperPak
Gunnado Farm	The Avolution
Lava Valley Produce	Tinaroo Falls Avocado Trust
Lavers Orchards	Touchwood Farming
Natures Fruit Company	Tropicado Avocados

Week 18 contributors - Wholesalers

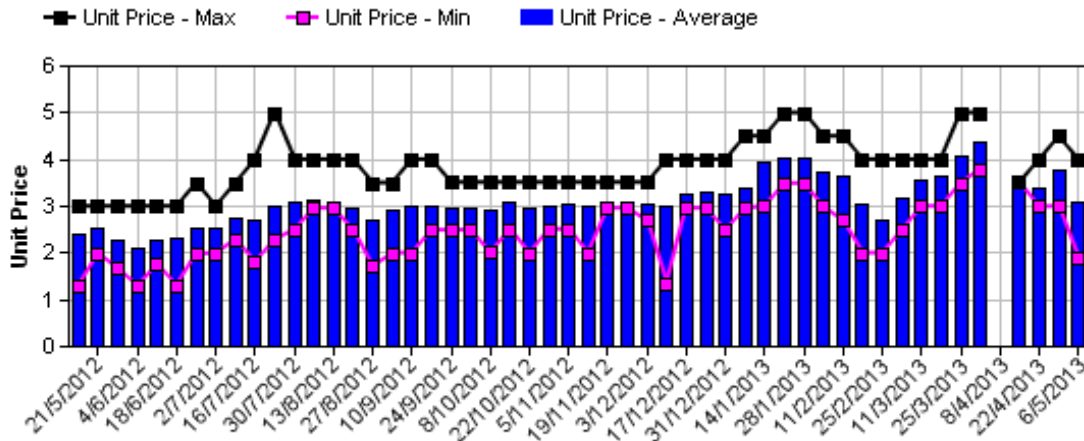
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Costa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

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

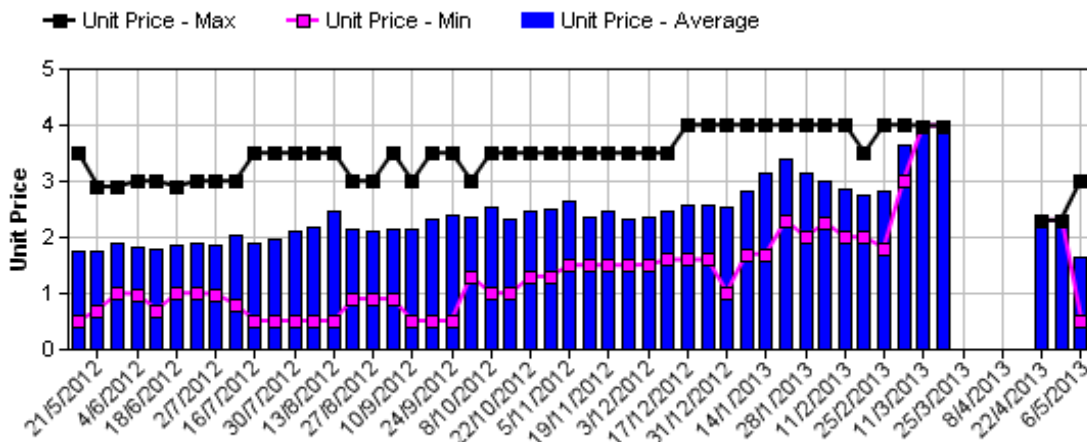
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	11,384	3,508		14,892		560		560	1,018						11,384	4,526		15,910
Total non supermarket sales	1,876	2,190	583	4,649	857	549	84	1,490	2,709						3,434	3,188	736	7,358
Total exports																		
Total sales	13,260	5,698	583	19,541	857	1,109	84	2,050	3,727						14,818	7,714	736	23,268
Total Stock on Hand	1,384	1,752	180	3,316	1,386	779		2,165	3,936						3,904	3,168	180	7,252
QLD																		
Total supermarket sales	276	8,170		8,446		50	46	96	175		3,000		3,000	545	276	8,806	84	9,166
Total non supermarket sales	1,656	16,625		18,281	772	1,569		2,341	4,256						3,060	19,478		22,537
Total exports	4,322	1,324		5,646	96			96	175						4,497	1,324		5,821
Total sales	6,254	26,119		32,373	868	1,619	46	2,533	4,605		3,000		3,000	545	7,832	29,608	84	37,524
Total Stock on Hand	2,112	36,445		38,557	1,696	2,309		4,005	7,282						5,196	40,643		45,839
SA & TAS																		
Total supermarket sales	4,073	3,204		7,277		96		96	175		900		900	164	4,073	3,542		7,615
Total non supermarket sales	2,952	1,025		3,977	538	4		542	985						3,930	1,032		4,962
Total exports																		
Total sales	7,025	4,229		11,254	538	100		638	1,160		900		900	164	8,003	4,574		12,578
Total Stock on Hand	11,090	1,129		12,219	2,414	102		2,516	4,575						15,479	1,314		16,794
VIC																		
Total supermarket sales	13,336	2,856		16,192							3,000		3,000	545	13,336	3,401		16,737
Total non supermarket sales	3,624	2,671	773	7,068	1,964	1,004	351	3,319	6,035						7,195	4,496	1,411	13,103
Total exports																		
Total sales	16,960	5,527	773	23,260	1,964	1,004	351	3,319	6,035		3,000		3,000	545	20,531	7,898	1,411	29,840
Total Stock on Hand	11,421	4,180		15,601	1,951	3,806		5,757	10,467						14,968	11,100		26,068
WA																		
Total supermarket sales	3,022			3,022											3,022			3,022
Total non supermarket sales	2,645	198		2,843	565	8		573	1,042						3,672	213		3,885
Total exports																		
Total sales	5,667	198		5,865	565	8		573	1,042						6,694	213		6,907
Total Stock on Hand	4,162			4,162	2,009			2,009	3,653						7,815			7,815
Total																		
Total supermarket sales	32,091	17,738		49,829		706	46	752	1,367		6,900		6,900	1,255	32,091	20,276	84	52,451
Total non supermarket sales	12,753	22,709	1,356	36,818	4,696	3,134	435	8,265	15,027						21,291	28,407	2,147	51,846
Total exports	4,322	1,324		5,646	96			96	175						4,497	1,324		5,821
Total sales	49,166	41,771	1,356	92,293	4,792	3,840	481	9,113	16,569		6,900		6,900	1,255	57,879	50,007	2,231	110,117
Total Stock on Hand	30,169	43,506	180	73,855	9,456	6,996		16,452	29,913						47,362	56,226	180	103,768



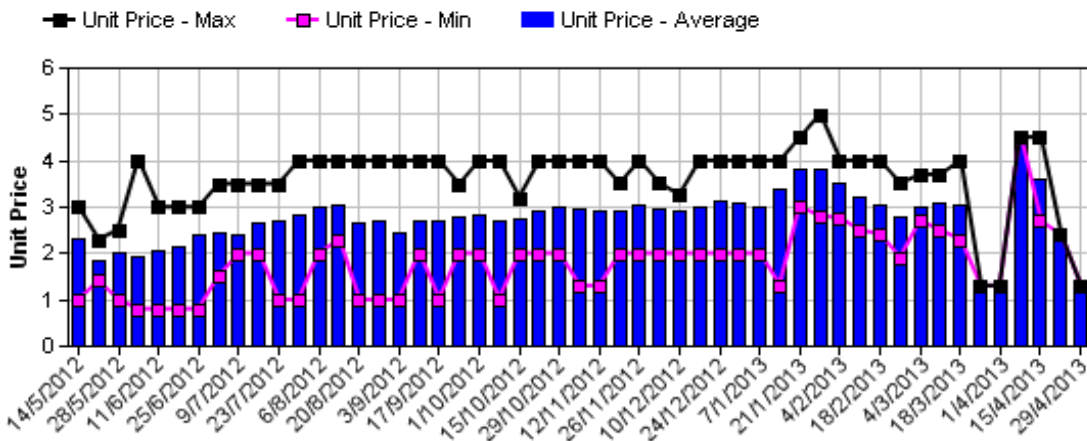
Hass Avocado Average Retail Prices - Sydney



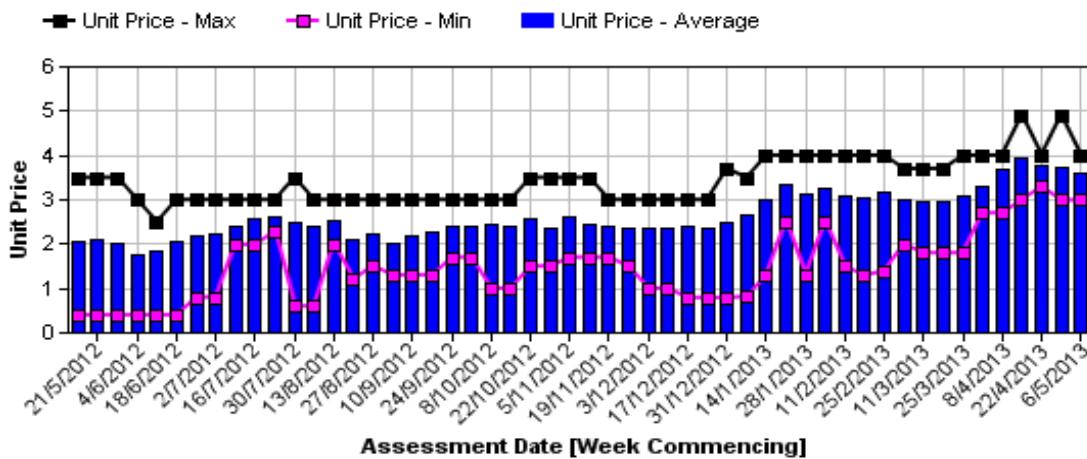
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

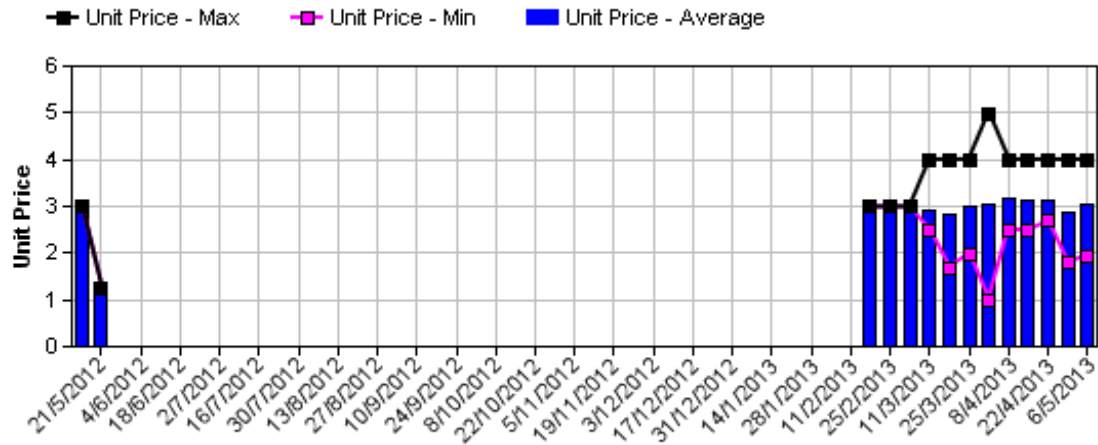


Hass Avocado Average Retail Prices - Perth

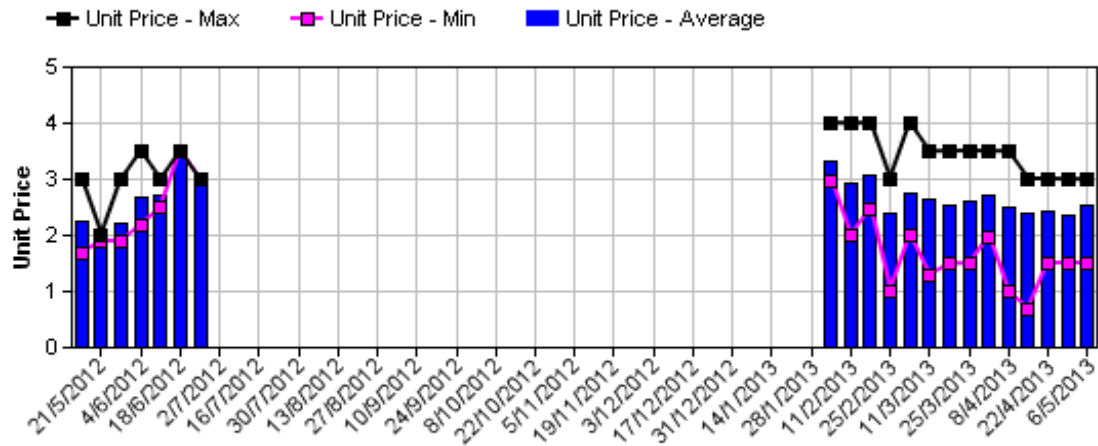


Assessment Date [Week Commencing]

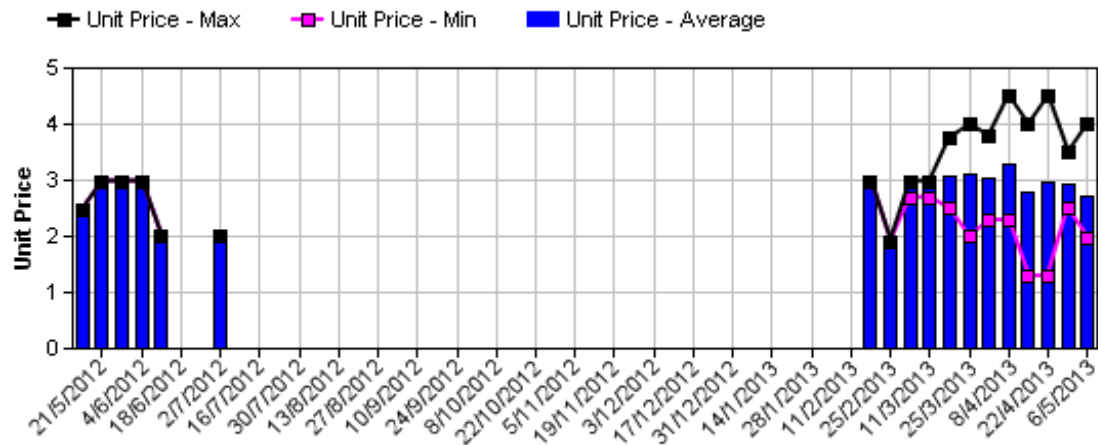
Shepard Avocado Average Retail Prices - Sydney



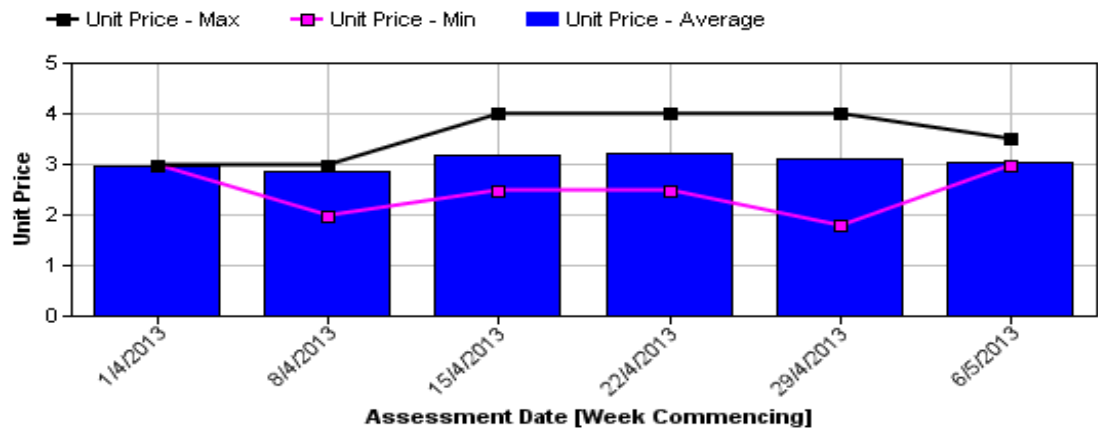
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 6th May 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	210	1.89	Store	Aus	Safeway	Shepard	260	1.98	No	Aus
IGA	Shepard	170	1.95	No	Aus	Safeway	Shepard	222	1.98	Cat	Aus
Woolworths	Shepard	260	2.48	No	Aus	Coles	Shepard	240	1.98	Cat	Aus
Woolworths	Shepard	280	2.48	No	Aus	I	Shepard	230	1.99	No	NS
Woolworths	Shepard	250	2.48	No	Aus	I	Shepard	255	1.99	No	Aus
Coles	Hass	240	2.98	No	Aus	I	Shepard	240	2.49	No	Aus
Coles	Hass	280	2.98	No	Aus	I	Shepard	245	2.49	No	NS
Coles	Hass	270	2.98	No	Aus	IGA	Shepard	266	2.90	No	Aus
I	Hass	250	2.99	No	Aus	I	Shepard	260	2.98	No	Aus
Foodworks	Hass	300	2.99	No	Aus	Coles	Shepard	265	2.98	Store	Aus
I	Hass	240	2.99	No	Aus	IS	Shepard	235	2.99	No	Aus
I	Hass	250	3.49	No	Aus	I	Shepard	270	3.59	No	Aus
IGA	Hass	280	3.50	No	Aus	I	Shepard	240	3.69	No	Aus
I	Hass	300	3.99	No	Aus	I	Shepard	285	3.99	No	Aus
I	Shepard	270	3.99	No	Aus	PERTH					
I	Shepard	320	3.99	No	Aus	Woolworths	Shepard	180	2.98	No	Aus
I	Shepard	300	3.99	No	Aus	Coles	Shepard	205	2.98	No	Aus
BRISBANE						I	Hass	230	2.98	No	Aus
I	Hass	70	0.50	Store	Aus	Woolworths	Shepard	185	2.98	No	Aus
I	Hass	155	1.50	Store	Aus	Coles	Shepard	220	2.98	No	Aus
Woolworths	Shepard	200	1.50	Store	Aus	Woolworths	Shepard	195	2.98	Store	Aus
I	Shepard	210	1.95	Store	Aus	Coles	Shepard	210	2.98	No	Aus
IGA	Shepard	175	1.99	No	Aus	IS	Hass	220	2.99	Store	Aus
IGA	Shepard	180	2.48	No	Aus	IGA	Hass	260	2.99	No	Aus
I	Shepard	230	2.50	Store	Aus	I	Fuerte	210	2.99	No	Aus
Woolworths	Shepard	205	2.78	No	Aus	I	Hass	240	3.49	No	Aus
Woolworths	Shepard	235	2.78	No	Aus	I	Shepard	220	3.49	No	Aus
I	Shepard	255	2.79	Store	Aus	IGA	Hass	240	3.69	No	Aus
Coles	Shepard	180	2.98	Store	Aus	IGA	Hass	255	3.99	No	Aus
Coles	Shepard	230	2.98	Store	Aus	I	Hass	275	3.99	No	Aus
I	Shepard	270	2.99	Store	Aus	I	Hass	280	3.99	No	Aus
I	Hass	220	2.99	No	Aus	IGA	Hass	250	3.99	No	Aus
						I	Hass	255	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