



# INFOCADO WEEKLY REPORT: 26th April — 2nd May 2014 (Wk 18)



## Comments

[Click here to learn How to conduct Dry Matter tests at home](#)

- Hass average retail prices have remained steady over the past week with supply slowly increasing around the country. Shepard average retail prices have started to decrease along with the national supply volume of Shepard.
- Industry dispatches have spiked in comparison to the current weeks forecast. The four week forecast is indicative that supply of avocados to the domestic market will increase over the coming weeks.
- With 3 or more wholesaler contributors providing information to the Infocado system this week across the major cities, all data supplied has been illustrated on page 5. AAL would like to thank all wholesalers for their efforts and encourage them to continue.

[Click here to for a refresher on how to contribute to Infocado](#)

## 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.

[Click here for tips for using and interpreting Infocado Reports](#)

## 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.

[Click here to download avocado supply chain education materials](#)

More detailed information about the marketing campaign will appear in the next issue of Talking Avocados magazine (see the Marketing Update Section).

## Upcoming Holidays

Foundation Day (WA): 2nd June | Queens Birthday (All states except WA):9th June | EKKA holiday (QLD): 13th August

## 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:

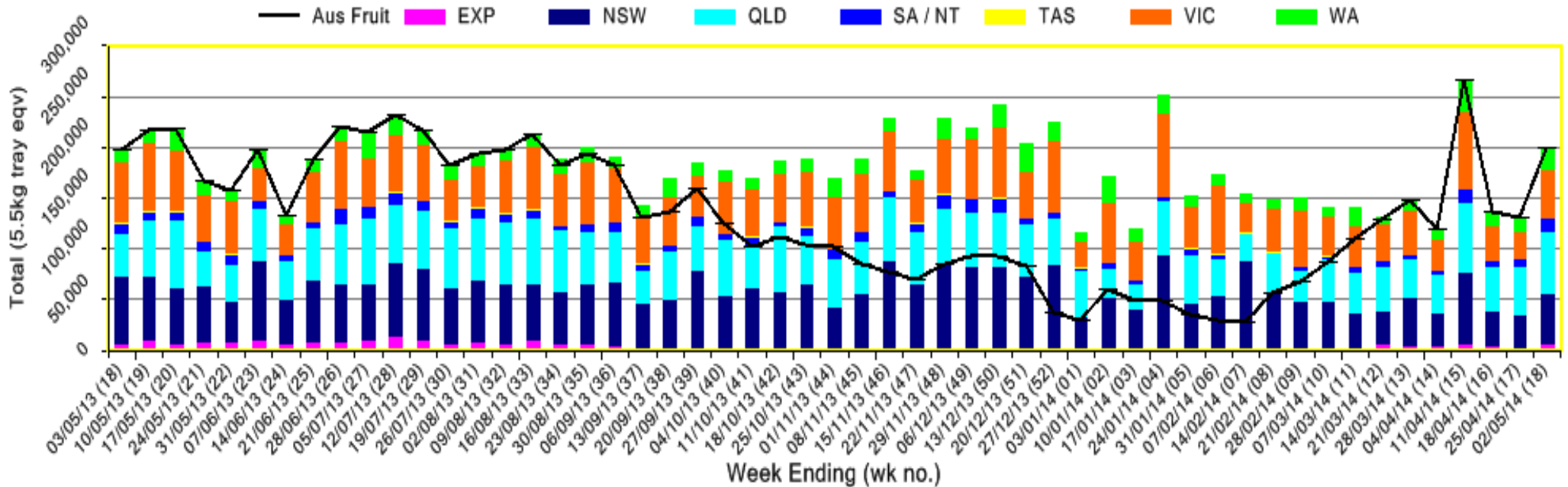
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 26th April - 2nd May 2014 (Wk 18)**

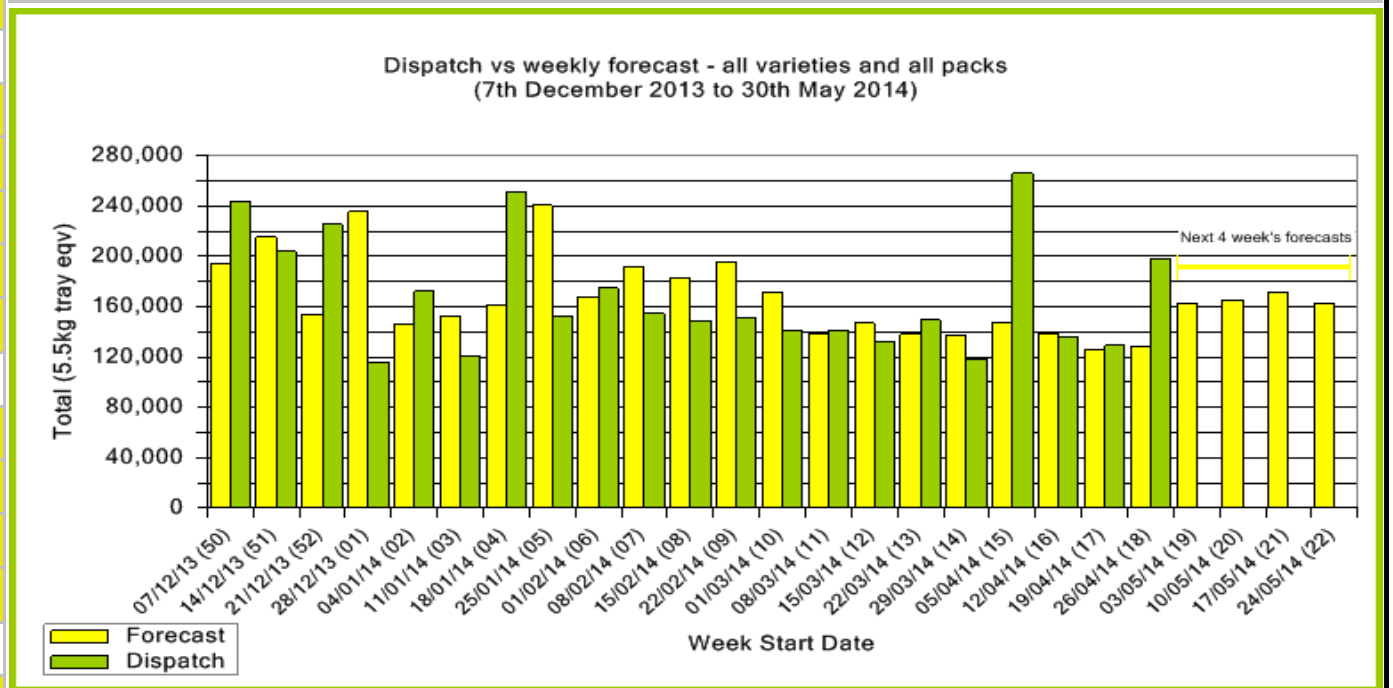
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									5,668	5,668	384				6,366
NSW	2	573	3,978	10,725	818	9,207	5,851	2,339	3,058	36,551	6,518	360			48,467
QLD	94	255	4,095	5,225	1,146	5,512	11,441	10,642	2,901	41,311	11,176	240	2,605	1,000	62,331
SA / NT		3	201	1,828		948	1,290	4,599	693	9,562	1,514	120			12,337
TAS								640		640					640
VIC	13	426	3,527	10,249	452	9,358	9,374	860	735	34,994	6,375	1,080			46,781
WA		5	723	2,283		2,336	9,501	2,013	450	17,311	2,302				21,496
<b>Total</b>	<b>109</b>	<b>1,262</b>	<b>12,524</b>	<b>30,310</b>	<b>2,416</b>	<b>27,361</b>	<b>37,457</b>	<b>21,093</b>	<b>13,505</b>	<b>146,037</b>	<b>28,269</b>	<b>1,800</b>	<b>2,605</b>	<b>1,000</b>	<b>198,418</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2014 to date = 2,851,777 5.5kg tray eqv**



Forecast Data (Week 18 - 22)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 18 - begin 26/04/2014</b>					
Hass	95,000	13,500	5,000	3,600	121,109
Sharwil	49	30			104
Shepard	5,800	500			6,709
<b>Week Total</b>	<b>100,849</b>	<b>14,030</b>	<b>5,000</b>	<b>3,600</b>	<b>127,922</b>
<b>Week 19 - begin 03/05/2014</b>					
Hass	135,100	11,750	8,000	3,600	158,574
Sharwil	68	40			141
Shepard	1,900	500			2,809
Wurtz	1,000				1,000
<b>Week Total</b>	<b>138,068</b>	<b>12,290</b>	<b>8,000</b>	<b>3,600</b>	<b>162,523</b>
<b>Week 20 - begin 10/05/2014</b>					
Hass	139,100	12,400	8,000	2,400	163,536
Shepard	500	200			864
Wurtz	1,000				1,000
<b>Week Total</b>	<b>140,600</b>	<b>12,600</b>	<b>8,000</b>	<b>2,400</b>	<b>165,400</b>
<b>Week 21 - begin 17/05/2014</b>					
Hass	141,100	15,100	8,000	2,000	170,374
Wurtz	1,000				1,000
<b>Week Total</b>	<b>142,100</b>	<b>15,100</b>	<b>8,000</b>	<b>2,000</b>	<b>171,374</b>
<b>Week 22 - begin 24/05/2014</b>					
Hass	135,600	13,550	8,000	2,000	162,055
Wurtz	1,000				1,000
<b>Week Total</b>	<b>136,600</b>	<b>13,550</b>	<b>8,000</b>	<b>2,000</b>	<b>163,055</b>

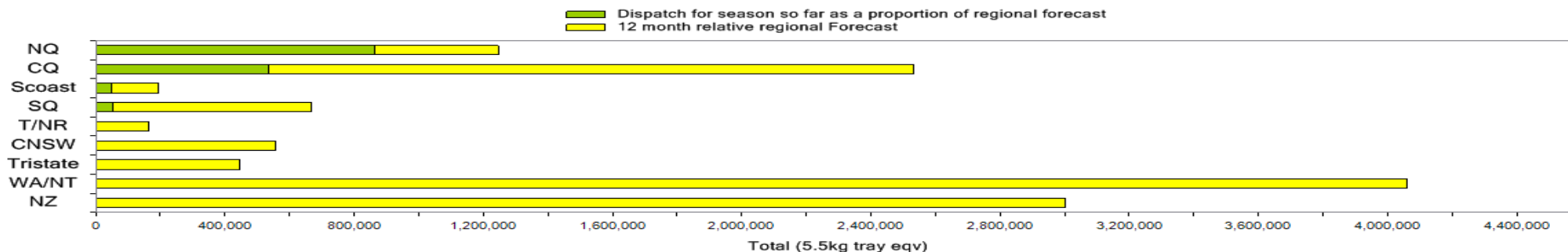
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 18 - begin 26/04/2014)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	126,791	25,634	840	2,605	1,000	174,207
Other	28	23				70
Pinkerton	397	2				401
Sharwil	134	60				243
Shepard	17,875	2,542	960			22,672
Wurtz	812	8				827
<b>Total</b>	<b>146,037</b>	<b>28,269</b>	<b>1,800</b>	<b>2,605</b>	<b>1,000</b>	<b>198,418</b>



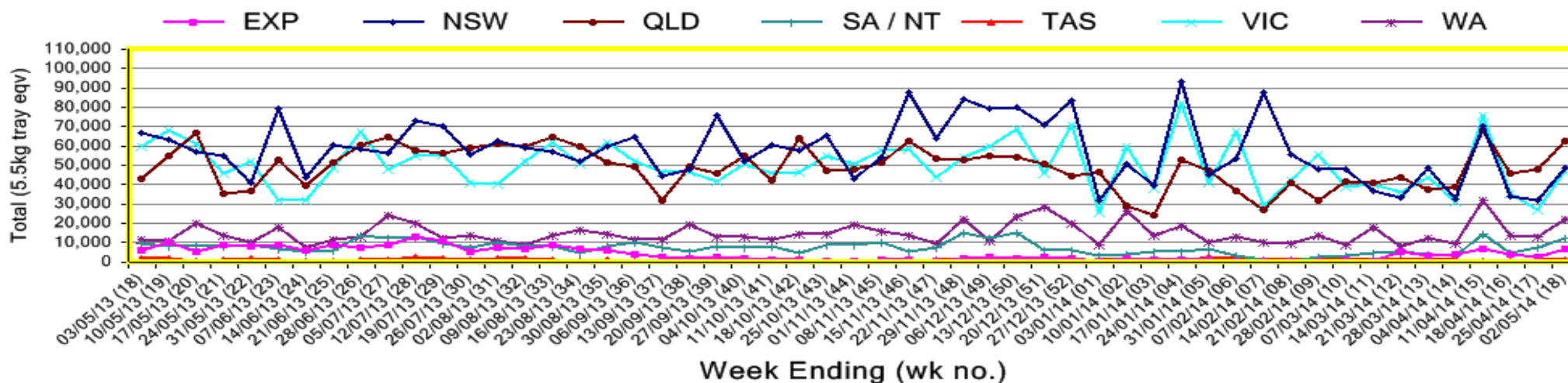
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
<b>Australia (from Infocado)</b>	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727	835	2,693,019
<b>USA<sup>1</sup></b>	0	0	0	0	14	48	19	0		81
<b>Japan<sup>1</sup></b>	0	8,272	38,102	48,498	26,806	3,010	1,129	0		125,817
<b>Other Asia<sup>1</sup></b>	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		201,391
<b>Total</b>	<b>16,341</b>	<b>103,520</b>	<b>355,143</b>	<b>674,981</b>	<b>660,948</b>	<b>639,905</b>	<b>467,893</b>	<b>100,742</b>	<b>835</b>	<b>3,020,308</b>

1 source: Statistics NZ adjusted for freight time to destination port

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 2,851,777 5.5kg tray eqv



**Week 18 contributors - Packhouses**

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

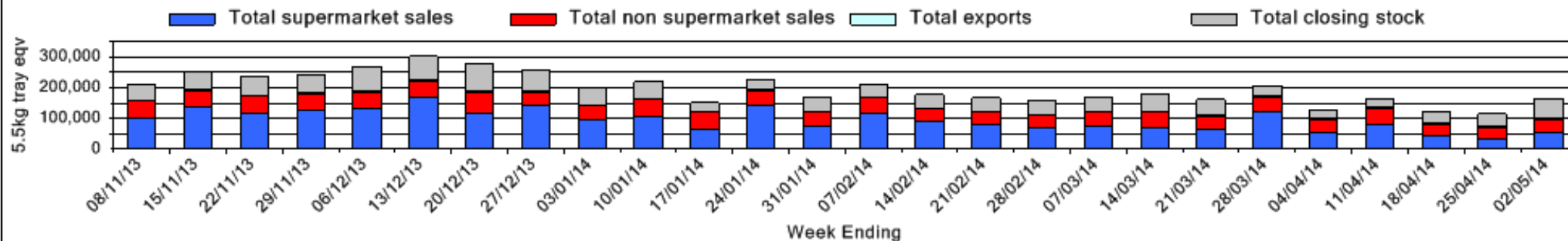
**Week 18 contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Fresh Express Produce 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)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	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

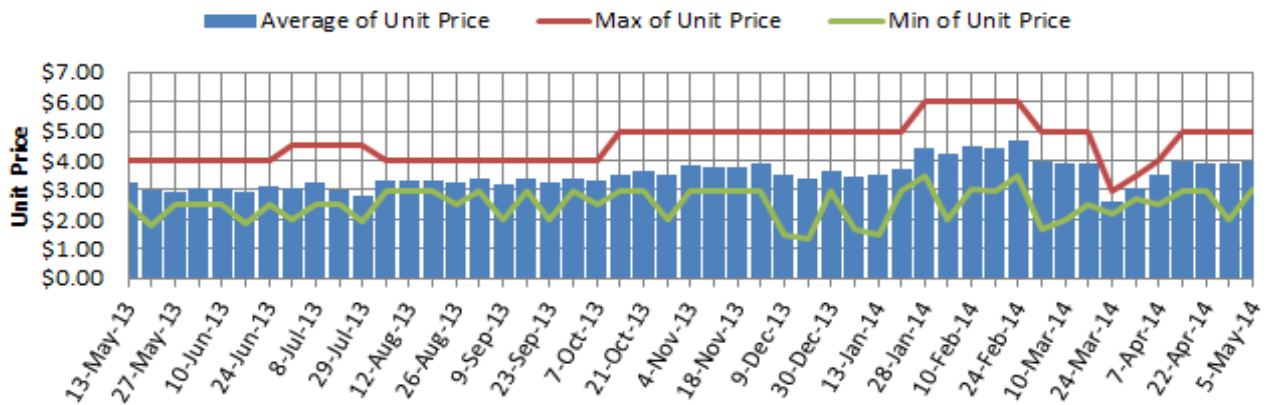
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	9,080			9,080						360			360	65	9,145			9,145
Total non supermarket sales	4,749		140	4,889	540		83	623	1,133						5,731		291	6,022
Total exports																		
Total sales	13,829		140	13,969	540		83	623	1,133	360			360	65	14,876		291	15,168
Total Stock on Hand	2,203		120	2,323	1,314			1,314	2,389						4,592		120	4,712
QLD																		
Total supermarket sales	14,710			14,710	597			597	1,085		240		240	44	15,795	44		15,839
Total non supermarket sales	11,429	376		11,805	1,234	164		1,398	2,542						13,673	674		14,347
Total exports	5,508	160		5,668	384			384	698						6,206	160		6,366
Total sales	31,647	536		32,183	2,215	164		2,379	4,325		240		240	44	35,674	878		36,552
Total Stock on Hand	21,029	83		21,112	1,283	8		1,291	2,347						23,362	98		23,459
SA & TAS																		
Total supermarket sales	2,400	480	640	3,520											2,400	480	640	3,520
Total non supermarket sales	1,729	925	160	2,814	991		110	1,101	2,002						3,531	925	360	4,816
Total exports																		
Total sales	4,129	1,405	800	6,334	991		110	1,101	2,002					5,931	1,405	1,000		8,336
Total Stock on Hand	9,470	77	2	9,549	2,671		165	2,836	5,156					14,326	77	302		14,705
VIC																		
Total supermarket sales	19,969	108		20,077		36		36	65	480	600		1,080	196	20,056	283		20,339
Total non supermarket sales	4,754	1,497	31	6,282	281	698		979	1,780		4		4	1	5,265	2,767	31	8,063
Total exports																		
Total sales	24,723	1,605	31	26,359	281	734		1,015	1,845	480	604		1,084	197	25,322	3,049	31	28,402
Total Stock on Hand	5,529	4,052	531	10,112	934	1,126		2,060	3,745						7,227	6,099	531	13,858
WA																		
Total supermarket sales	96	3,327		3,423											96	3,327		3,423
Total non supermarket sales	4,691			4,691	1,584			1,584	2,880						7,571			7,571
Total exports																		
Total sales	4,787	3,327		8,114	1,584			1,584	2,880						7,667	3,327		10,994
Total Stock on Hand	4,806			4,806	1,330			1,330	2,418						7,224			7,224
Total																		
Total supermarket sales	46,255	3,915	640	50,810	597	36		633	1,151	840	840		1,680	305	47,493	4,133	640	52,266
Total non supermarket sales	27,352	2,798	331	30,481	4,630	862	193	5,685	10,336		4		4	1	35,771	4,366	682	40,819
Total exports	5,508	160		5,668	384			384	698						6,206	160		6,366
Total sales	79,115	6,873	971	86,959	5,611	898	193	6,702	12,185	840	844		1,684	306	89,470	8,659	1,322	99,451
Total Stock on Hand	43,037	4,212	653	47,902	7,532	1,134	165	8,831	16,056						56,732	6,274	953	63,959

#### Weekly National Sales

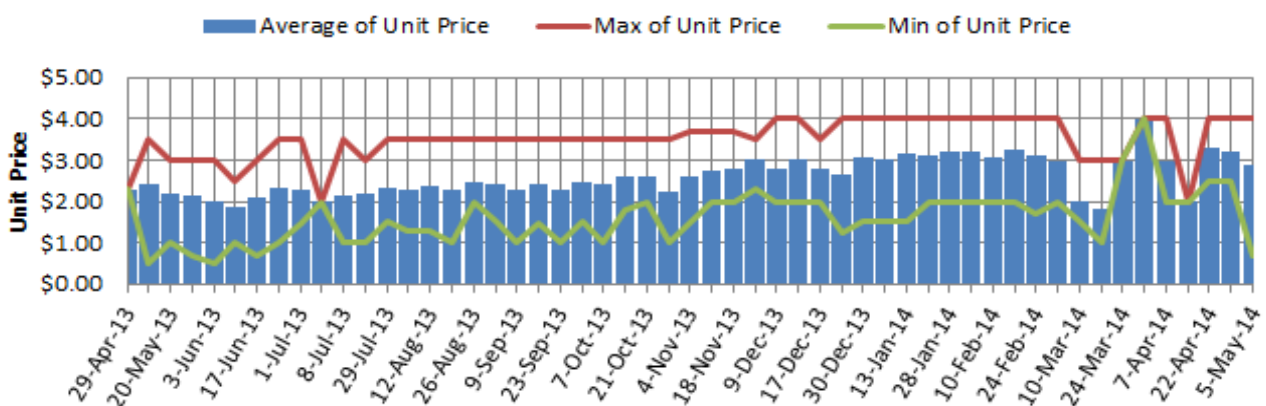




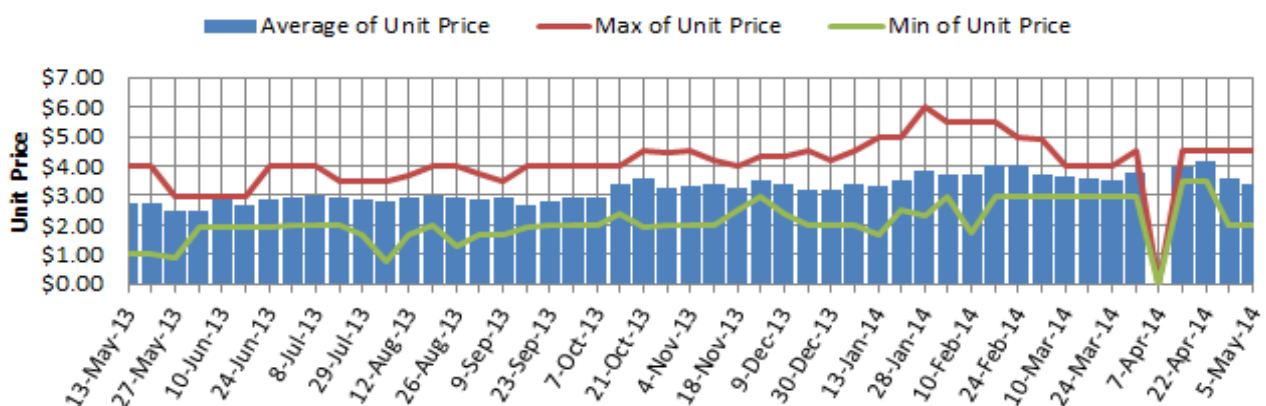
### Hass Avocado Average Retail Prices - Sydney



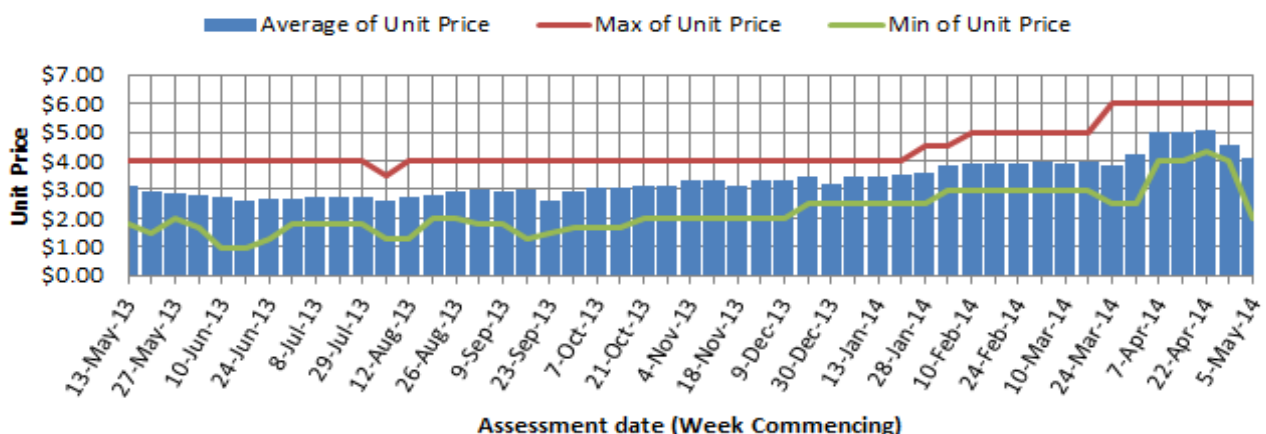
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

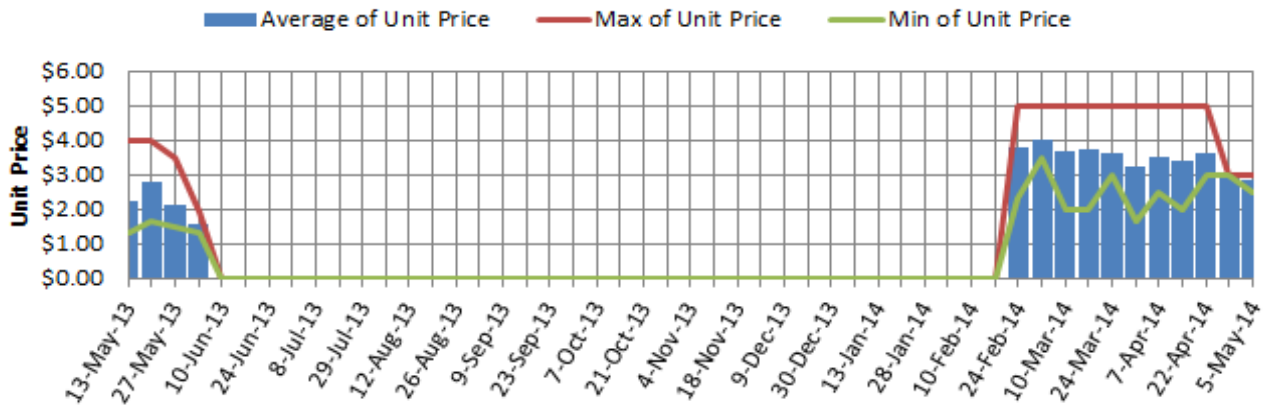


### Hass Avocado Average Retail Prices - Perth

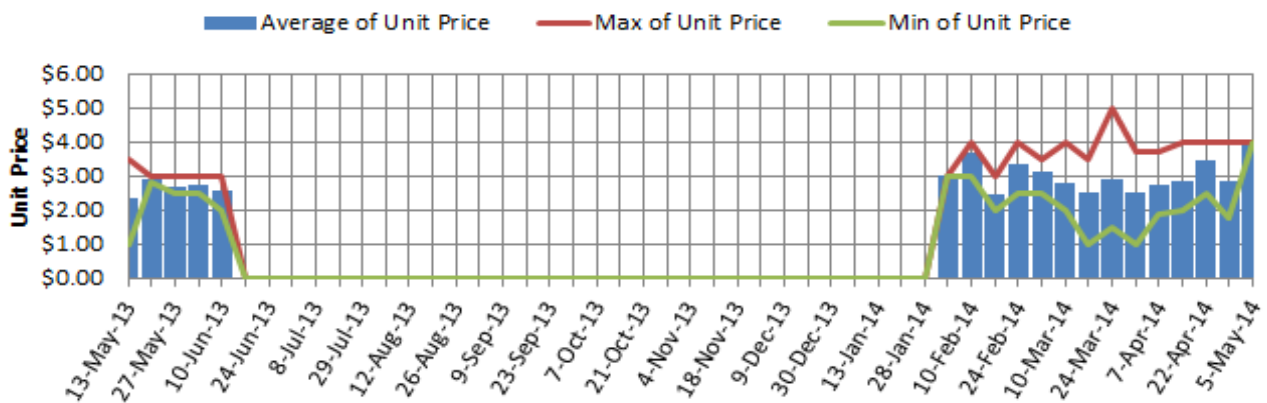


Assessment date (Week Commencing)

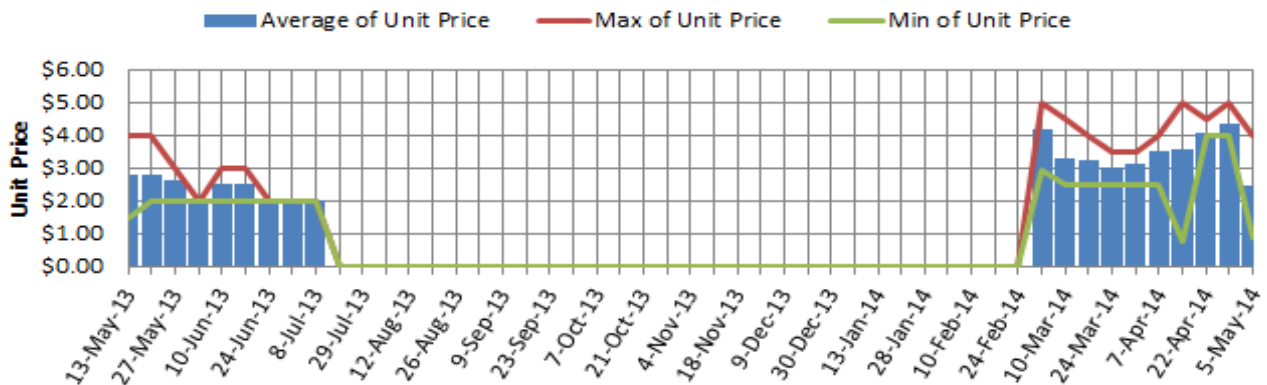
## Shepard Avocado Average Retail Prices - Sydney



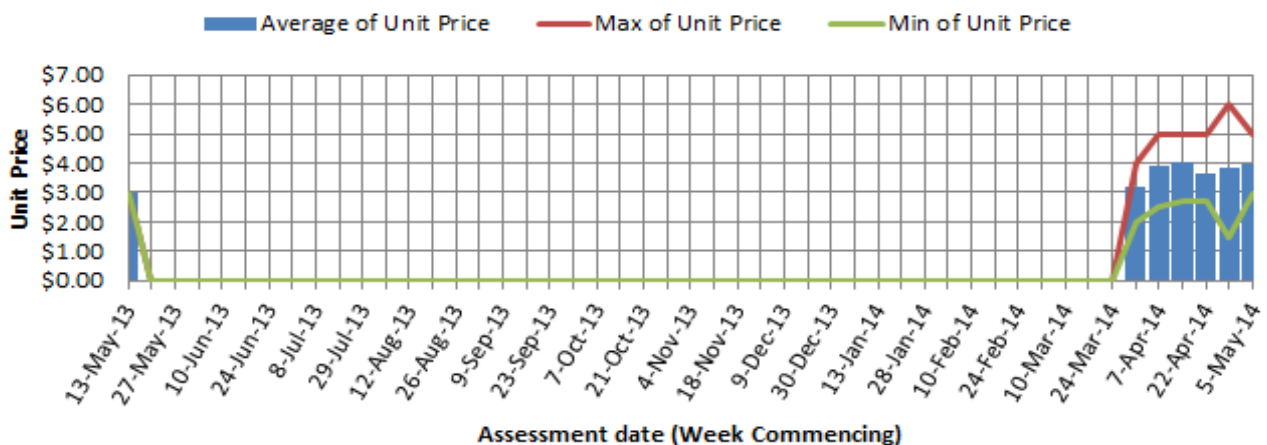
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 5th May 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
I	Shepard	200	2.50	Store	Aus	I	Shepard	160	0.90	Store	Aus
I	Shepard	190	3.00	Store	Aus	I	Hass	125	1.99	No	NS
I	Hass	310	3.00	Store	Aus	I	Hass	170	2.99	No	Aus
I	Shepard	180	3.00	Store	Aus	Coles	Hass	250	3.48	No	Aus
Woolworths	Hass	310	3.48	No	Aus	Safeway	Hass	255	3.48	No	Aus
Coles	Hass	310	3.48	No	Aus	Coles	Hass	230	3.48	No	Aus
Coles	Hass	270	3.48	No	Aus	Coles	Hass	220	3.48	No	Aus
IGA	Hass	230	3.48	No	Aus	IS	Hass	260	3.49	No	NS
Woolworths	Hass	310	3.48	No	Aus	I	Hass	280	3.49	No	Aus
Woolworths	Hass	310	3.48	No	Aus	Safeway	Hass	225	3.49	No	Aus
Coles	Hass	300	3.48	No	Aus	I	Hass	270	3.49	No	Aus
IGA	Hass	300	3.95	No	Aus	I	Shepard	330	3.98	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	250	4.49	No	Aus
I	Hass	260	3.99	No	Aus	<b>PERTH</b>					
Foodworks	Hass	300	3.99	No	Aus	IGA	Hass	220	1.99	Store	Aus
I	Hass	300	4.99	No	Aus	I	Hass	140	2.78	No	Aus
I	Hass	260	4.99	No	Aus	IS	Hass	175	2.99	No	Aus
I	Hass	300	4.99	No	Aus	IS	Shepard	145	2.99	Store	Aus
I	Hass	310	4.99	No	Aus	Coles	Hass	210	3.98	No	Aus
<b>BRISBANE</b>						Coles	Hass	205	3.98	No	Aus
I	Hass	100	0.69	Store	Aus	Coles	Shepard	200	3.98	No	Aus
I	Hass	150	1.99	Store	Aus	Woolworths	Shepard	215	3.98	No	Aus
Coles	Hass	190	2.00	Cat	Aus	Woolworths	Shepard	185	3.98	Store	Aus
Coles	Hass	200	2.00	Cat	Aus	Woolworths	Shepard	190	3.98	No	Aus
Coles	Hass	200	2.00	Cat	Aus	Coles	Shepard	240	3.98	No	Aus
Coles	Hass	190	2.48	Cat	Aus	I	Shepard	185	3.99	No	Aus
Coles	Hass	200	2.48	Cat	Aus	I	Hass	260	3.99	No	Aus
Coles	Hass	200	2.48	Cat	Aus	IGA	Hass	215	4.29	No	Aus
Woolworths	Hass	200	2.98	No	Mixed	IGA	Hass	270	4.99	No	Aus
IGA	Hass	175	2.98	No	Aus	IGA	Shepard	260	4.99	No	Aus
I	Hass	275	2.99	No	Aus	I	Hass	255	4.99	No	Aus
I	Fuerte	230	2.99	No	Aus	IGA	Hass	240	4.99	No	Aus
I	Hass	200	2.99	No	Aus	I	Hass	255	5.99	No	Aus
Woolworths	Hass	195	3.48	No	Mixed						
Woolworths	Hass	235	3.48	No	NS						
I	Hass	300	3.99	No	Aus						
I	Hass	354	3.99	No	Aus						
IGA	Hass	200	3.99	No	Aus						
I	Shepard	275	3.99	No	Aus						
I	Hass	248	3.99	No	Aus						
I	Hass	235	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

### 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