



# INFOCADO WEEKLY REPORT: 25th April — 1st May 2015 (Week 18)

## Comments

- The majority of dispatches for the past week were to Sydney and Brisbane, size 23 dominating (refer P 2).
- The weekly dispatch volume (195,741 trays) was slightly higher than the weeks forecast by about 14,200 trays (7%). The four week forecast indicates variability in production volumes over the next few weeks (refer P 3).
- Market volumes are beginning to be dominated by Hass once again as 2015 progresses with a range of minor varieties also available (refer P 3).
- The average retail price per Shepard avocado is steadily reducing as the Hass season gains momentum. Hass avocado has recorded similar average prices to Shepard for the week past (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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

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## Avocado Health Report: Out Now

Australian Avocados Dietitian Lisa Yates has reviewed the past 20 years scientific research on the nutritional benefits of avocados to create a 12 page summary report for health professionals. **“Australian Avocados – An Update on Nutrition and Health”** was created as a resource specifically for health professionals to share the information with their patients, clients and the general public. The publication of the avocado health report was an opportunity for a target media campaign to the health professional audience. The report, infographics and a news release were sent to 200 health professionals including dietitians, nutritionists, GPs, diabetes educators and fitness professionals.

Initial results of the campaign have been very encouraging with immediate coverage through digital and social channels as well as anticipated longer lead magazine articles. To download a copy of the report go to; <http://www.avocado.org.au/professionals/health-professionals> . To view the infographics go to; <http://www.avocado.org.au/professionals/health-professionals/resources>.

For a full brief please refer to the 22 April Guacamole Enewsletter.

## Upcoming Holidays

Queen's Birthday NZ & Western Australia Day: 1st June | Queen's Birthday NSW, QLD, SA & VIC: 8th June | Queen's Birthday WA: 28th September

## 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.

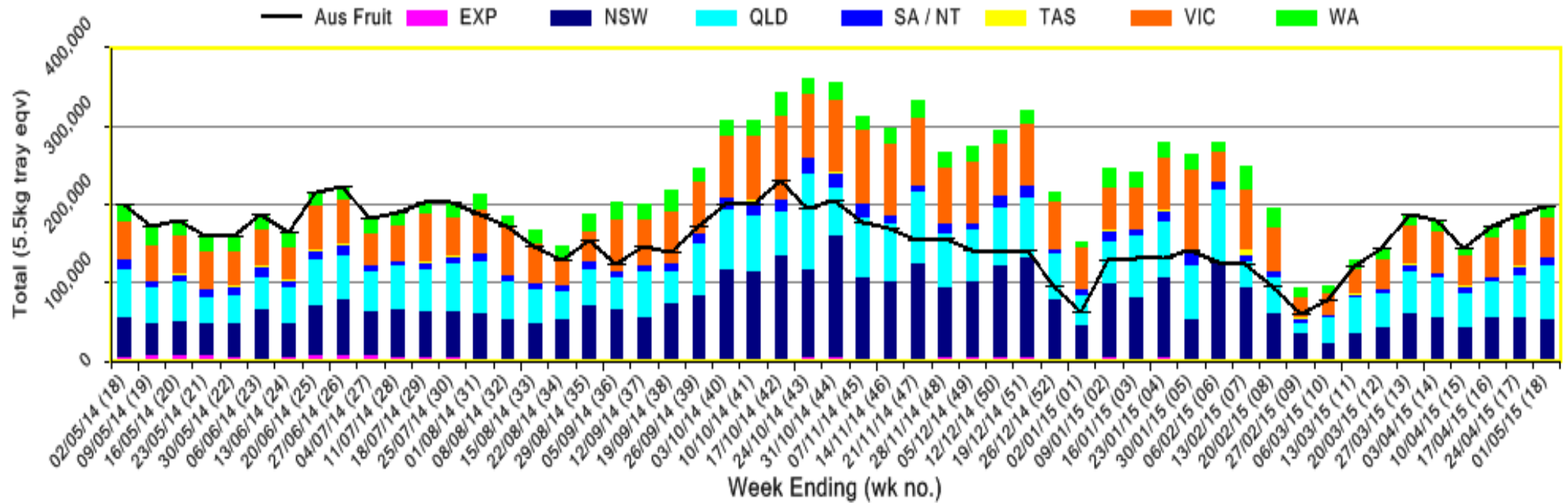
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

**Industry Dispatches By Destination State and Count Size : 25th April - 1st May 2015 (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			15						1,496	1,511	684			2,755
NSW	15	689	4,867	5,064	382	6,712	5,250	5,618	880	29,477	9,960	11,520		49,681
QLD		933	4,234	9,874	1,370	9,042	13,330	11,554	1,209	51,546	8,877	12,480	1,110	70,157
SA / NT	12	36	57	323		2,818	2,106	1,480	344	7,176	672	960		8,573
TAS								480		480				480
VIC	7	1,910	4,825	8,593	693	8,417	5,345	5,252	1,141	36,183	7,686	6,110		51,269
WA		31	486	1,270		2,470	2,860	3,106	1	10,224	1,432			12,828
<b>Total</b>	<b>34</b>	<b>3,599</b>	<b>14,484</b>	<b>25,124</b>	<b>2,445</b>	<b>29,459</b>	<b>28,891</b>	<b>27,490</b>	<b>5,071</b>	<b>136,597</b>	<b>29,311</b>	<b>31,070</b>	<b>1,110</b>	<b>195,741</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2015 to date = 3,433,719 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 18 - 22)**

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

**Week 18 - begin 25/04/2015**

Fuerte	350	120			568
Hass	103,640	9,970	1,000		121,949
Other	3,000				3,000
Sharwil	250	90			414
Shepard	50,000	2,200	3,300		54,600
Wurtz	1,000				1,000
<b>Week Total</b>	<b>158,240</b>	<b>12,380</b>	<b>4,300</b>		<b>181,531</b>

**Week 19 - begin 02/05/2015**

Fuerte	900	300			1,445
Hass	133,980	14,330	1,500	1,200	160,526
Other	5,000				5,000
Sharwil	350	150			623
Shepard	24,700	1,300	3,300		27,664
Wurtz	1,000				1,000
<b>Week Total</b>	<b>165,930</b>	<b>16,080</b>	<b>4,800</b>	<b>1,200</b>	<b>196,257</b>

**Week 20 - begin 09/05/2015**

Fuerte	750	250			1,205
Hass	137,880	15,330	1,500	1,200	166,244
Shepard	10,000	500	300		10,964
Wurtz	1,000				1,000
<b>Week Total</b>	<b>149,630</b>	<b>16,080</b>	<b>1,800</b>	<b>1,200</b>	<b>179,411</b>

**Week 21 - begin 16/05/2015**

Hass	207,740	13,090	700	2,400	232,103
Sharwil	50	40			123
Shepard	5,000	500			5,909
Wurtz	1,000				1,000
<b>Week Total</b>	<b>213,790</b>	<b>13,630</b>	<b>700</b>	<b>2,400</b>	<b>239,135</b>

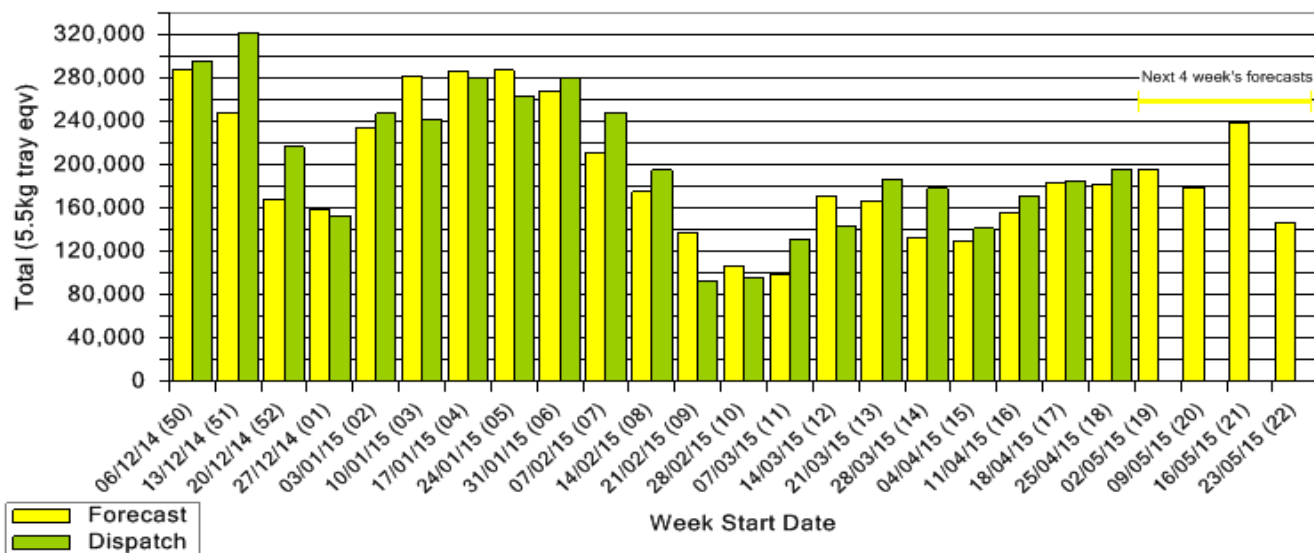
**Week 22 - begin 23/05/2015**

Hass	119,740	12,090	500	2,400	142,249
Shepard	3,000	500			3,909
Wurtz	1,000				1,000
<b>Week Total</b>	<b>123,740</b>	<b>12,590</b>	<b>500</b>	<b>2,400</b>	<b>147,158</b>

**Dispatch Data (Week 18 - begin 25/04/2015)**

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	840	1,045			2,740
Hass	97,559	24,327	2,990	1,110	142,536
Sharwil	686	255			1,150
Shepard	35,667	3,596	28,080		47,310
Wurtz	1,845	88			2,005
<b>Total</b>	<b>136,597</b>	<b>29,311</b>	<b>31,070</b>	<b>1,110</b>	<b>195,741</b>

Dispatch vs weekly forecast - all varieties and all packs  
(6th December 2014 to 29th May 2015)

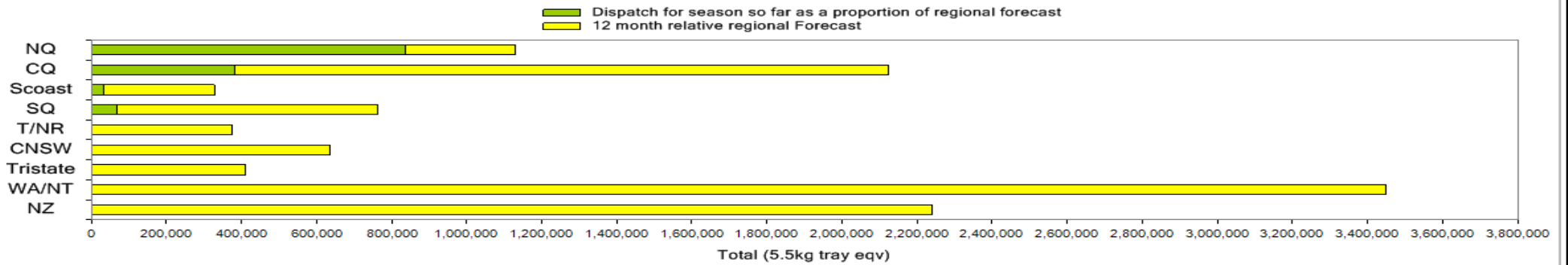


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

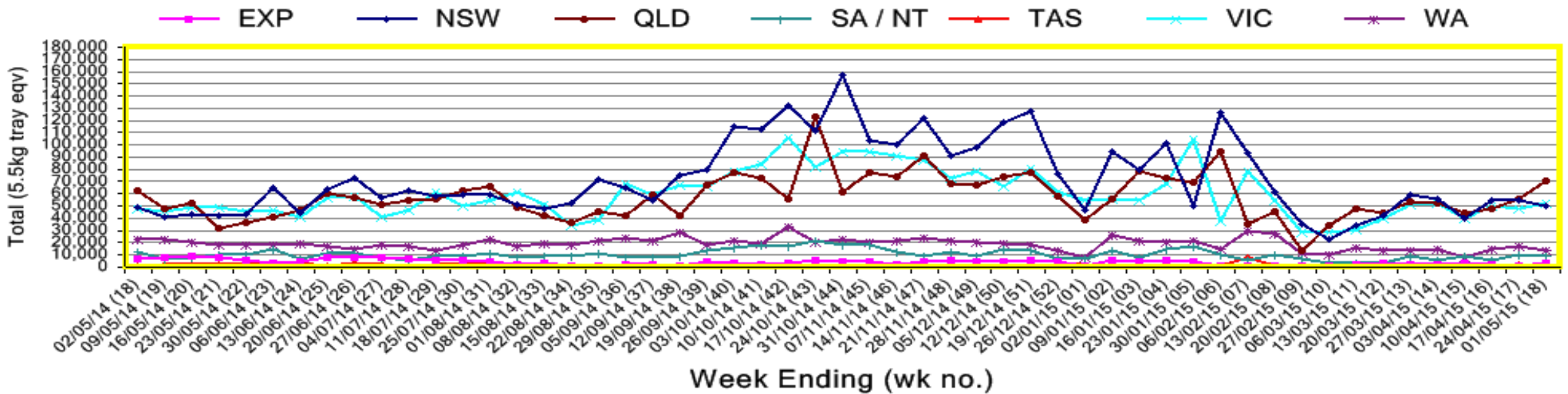
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	<b>2,806,420</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	<b>3,276,422</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504	0	33	0	0	<b>511,440</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	31,631	49,680	8,280	0	0	<b>208,884</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	77,550	69,707	34,452	9,289	336	<b>399,127</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>855,693</b>	<b>717,214</b>	<b>459,895</b>	<b>42,782</b>	<b>336</b>	<b>4,395,873</b>

<sup>1</sup> Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 3,433,719 5.5kg tray eqv



**Week 18 Contributors - Packhouses**

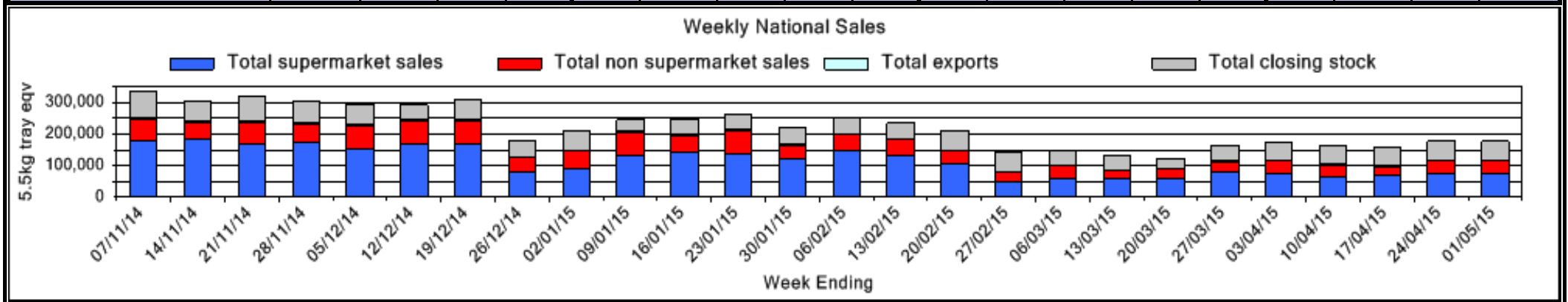
Natures Fruit Company (Consolidator)	Golden Triangle Avocados (NQ)
One Harvest (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Simpson Farms Pty Ltd (Consolidator)	Avocados with Altitude (NQ)
Sunfresh (Consolidator)	Gunnado Farm (NQ)
The Avolution (Consolidator)	Tinaroo Falls Avocado Trust (NQ)
SuperPak/Avocado Ridge (CQ)	Avocado Estates (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Googa Farms (SQ)
Donovan Family Investment Trust (CQ)	Balmoral Orchard (SQ)
Sunny Bluff Produce Pty Ltd (CQ)	Touchwood Farming (SQ)
Lava Valley Produce (CQ)	CNSW: Less than 3 contributors
Tropicado Avocados (NQ)	SC: Less than 3 contributors
R & M Waterman (NQ)	TNR: Less than 3 contributors

**Week 18 Contributors - Wholesalers**

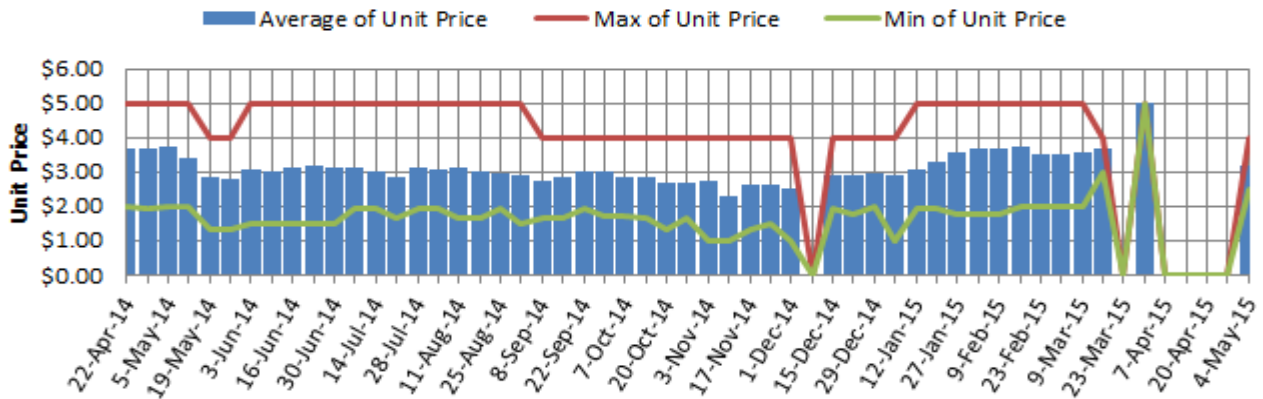
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington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

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

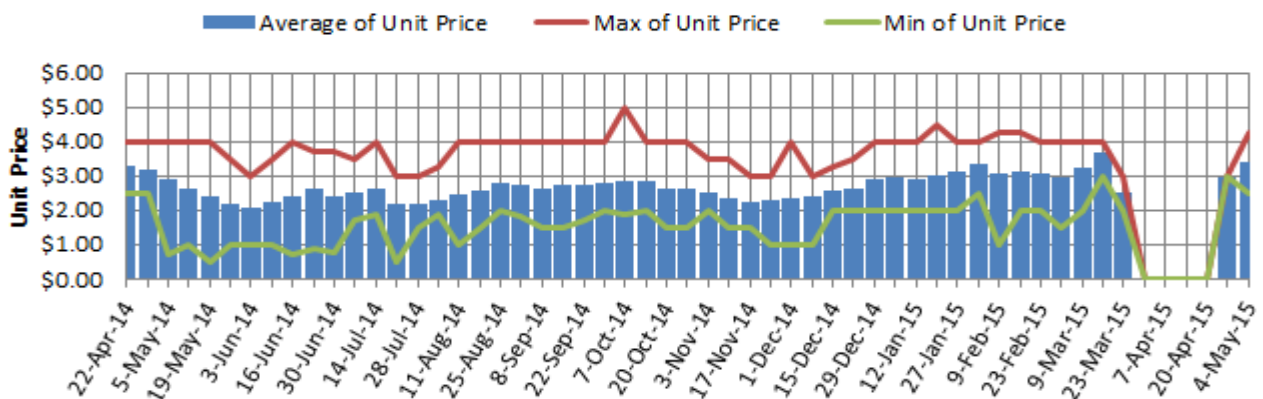
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	10,034	4,654		14,688	576			576	1,047		11,520		11,520	2,095	11,081	6,749		17,830
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	12,751	14,179		26,930	1,463			1,463	2,660		12,480		12,480	2,269	15,411	16,448		31,859
<b>Total non supermarket sales</b>	895	4,914	36	5,845	87	1,866		1,953	3,551						1,053	8,307	36	9,396
<b>Total exports</b>	1,511			1,511	684			684	1,244						2,755			2,755
<b>Total sales</b>	15,157	19,093	36	34,286	2,234	1,866		4,100	7,455		12,480		12,480	2,269	19,219	24,755	36	44,010
<b>Total Stock on Hand</b>	18,146	17,200	51	35,397	800	433		1,233	2,242						19,601	17,987	51	37,639
SA & TAS																		
<b>Total supermarket sales</b>	6,624	1,724		8,348	336			336	611		960		960	175	7,235	1,899		9,133
<b>Total non supermarket sales</b>	3,794	1,357		5,151	696	387		1,083	1,969						5,059	2,061		7,120
<b>Total exports</b>																		
<b>Total sales</b>	10,418	3,081		13,499	1,032	387		1,419	2,580		960		960	175	12,294	3,959		16,254
<b>Total Stock on Hand</b>	3,688	825		4,513	700	198		898	1,633						4,961	1,185		6,146
VIC																		
<b>Total supermarket sales</b>	12,403	4,448		16,851	192			192	349		3,120		3,120	567	12,752	5,015		17,767
<b>Total non supermarket sales</b>	795	4,848	634	6,277	3,691	813	150	4,654	8,462						7,506	6,326	907	14,739
<b>Total exports</b>																		
<b>Total sales</b>	13,198	9,296	634	23,128	3,883	813	150	4,846	8,811		3,120		3,120	567	20,258	11,341	907	32,506
<b>Total Stock on Hand</b>	7,246	2,705	663	10,614	36	364	150	550	1,000						7,312	3,366	935	11,614
WA																		
<b>Total supermarket sales</b>	2,351	160		2,511	111			111	202						2,553	160		2,713
<b>Total non supermarket sales</b>	2,289			2,289	1,036			1,036	1,884						4,173			4,173
<b>Total exports</b>																		
<b>Total sales</b>	4,640	160		4,800	1,147			1,147	2,085						6,725	160		6,885
<b>Total Stock on Hand</b>	2,682			2,682	576			576	1,047						3,729			3,729
Total																		
<b>Total supermarket sales</b>	41,049	25,165		66,214	2,390			2,390	4,345		28,080		28,080	5,105	45,394	30,270		75,665
<b>Total non supermarket sales</b>	10,887	11,119	670	22,676	5,798	3,066	150	9,014	16,389						21,429	16,693	943	39,065
<b>Total exports</b>	1,511			1,511	684			684	1,244						2,755			2,755
<b>Total sales</b>	53,447	36,284	670	90,401	8,872	3,066	150	12,088	21,978		28,080		28,080	5,105	69,578	46,964	943	117,485
<b>Total Stock on Hand</b>	31,848	20,730	714	53,292	2,304	995	150	3,449	6,271						36,037	22,539	986	59,562



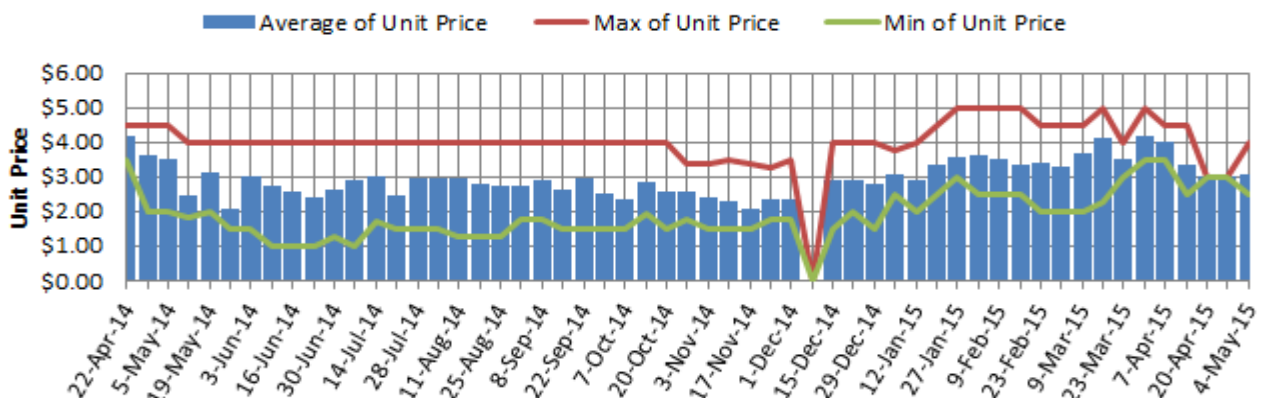
### Hass Avocado Average Retail Prices - Sydney



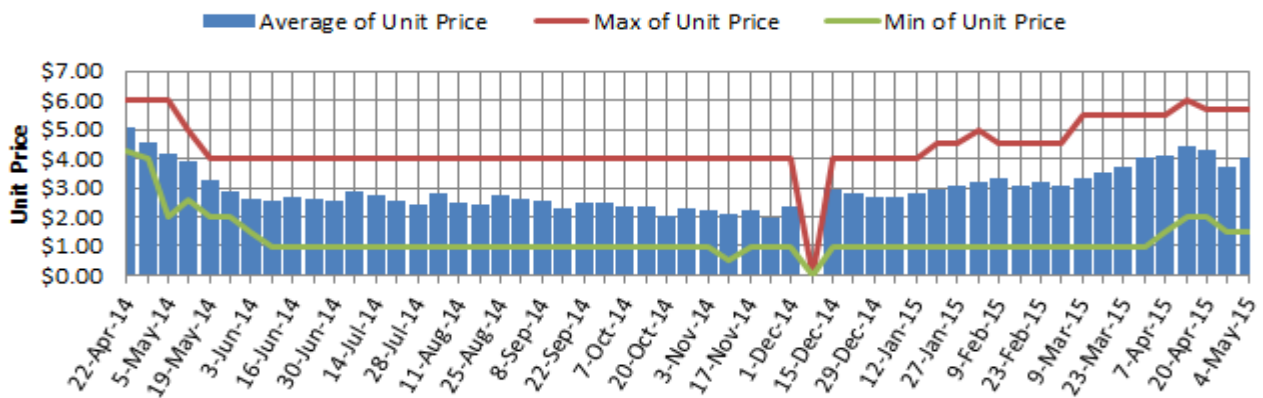
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

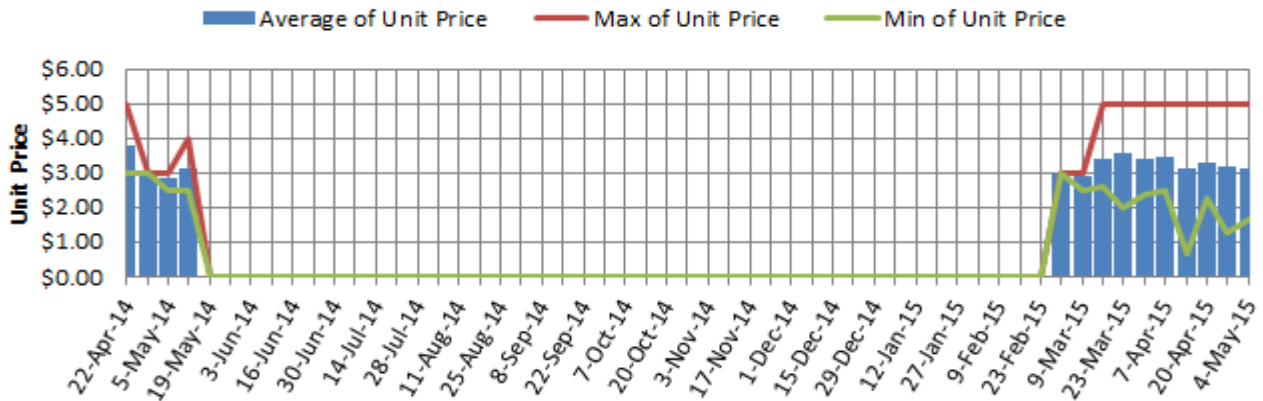


### Hass Avocado Average Retail Prices - Perth

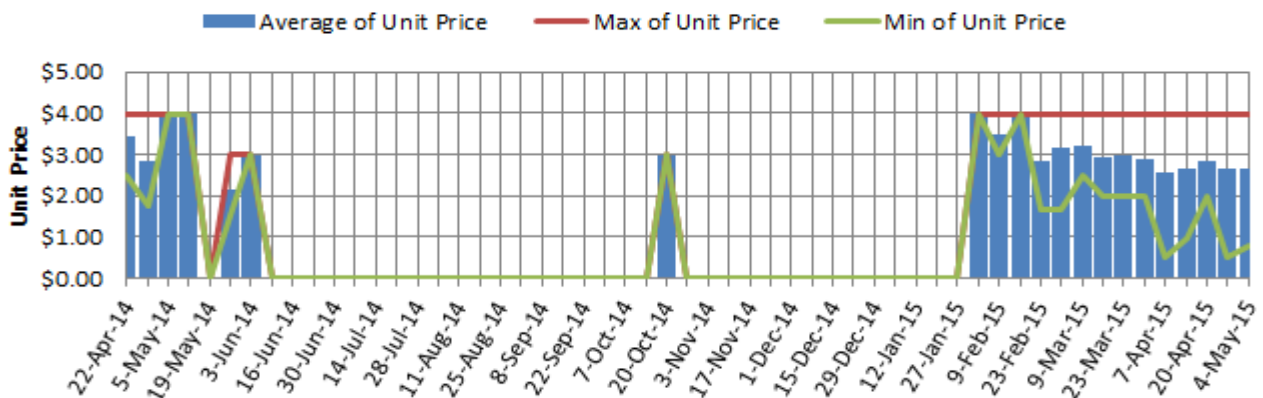


Assessment date (Week Commencing)

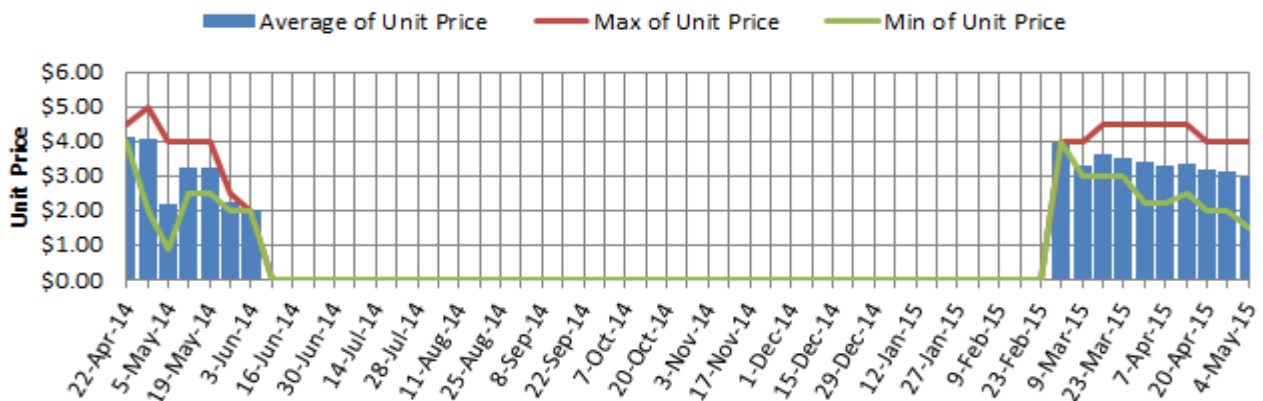
## Shepard Avocado Average Retail Prices - Sydney



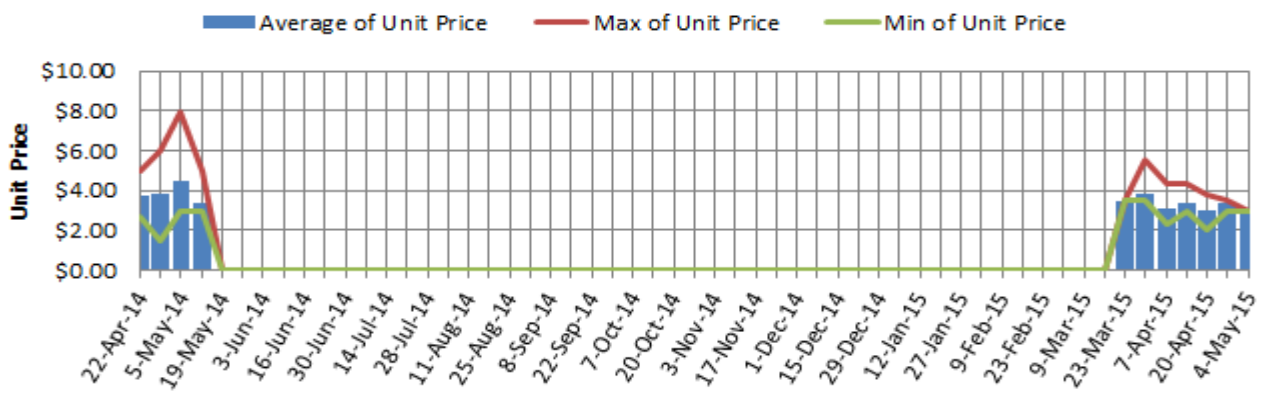
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 4th May 2015

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>					
IC	Shepard	150	1.66	No	Aus	I	Shepard	250	2.49	No	Aus
I	Hass	190	2.49	No	Aus	I	Hass	210	2.49	No	NS
Woolworths	Shepard	280	2.50	No	Aus	Coles	Hass	210	2.50	No	Aus
Foodworks	Hass	170	2.59	No	Aus	I	Shepard	160	2.50	No	Aus
Woolworths	Shepard	270	2.98	No	Aus	Coles	Shepard	250	2.50	No	Aus
Coles	Hass	200	2.98	No	Aus	Coles	Hass	240	2.50	Store	Aus
Coles	Hass	230	2.98	No	Aus	Woolworths	Shepard	175	2.98	No	Aus
IGA	Hass	190	2.98	No	Aus	Woolworths	Shepard	300	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus	Woolworths	Shepard	200	2.98	No	Aus
I	Shepard	280	2.99	No	Aus	IS	Hass	260	2.99	No	Aus
IC	Hass	180	2.99	No	Aus	I	Shepard	325	3.79	No	Aus
IC	Shepard	170	2.99	No	Aus	I	Hass	310	3.98	Store	Aus
I	Shepard	250	3.00	No	Aus	I	Shepard	310	3.98	No	Aus
IGA	Shepard	270	3.95	No	Aus	I	Hass	240	3.99	No	Aus
Foodworks	Shepard	300	3.99	No	Aus	I	Shepard	300	3.99	No	Aus
I	Hass	260	3.99	No	Aus	<b>PERTH</b>					
IC	Hass	270	3.99	No	Aus	Woolworths	Shepard	190	2.98	No	Aus
I	Hass	190	3.99	No	Aus	Coles	Hass	200	2.98	No	Aus
IC	Hass	310	3.99	No	Aus	Woolworths	Shepard	205	2.98	No	Aus
I	Shepard	310	4.99	No	Aus	Coles	Hass	215	2.98	No	Aus
<b>BRISBANE</b>						Woolworths	Shepard	215	2.98	No	Aus
I	Shepard	155	0.79	Store	Aus	Coles	Hass	220	2.98	No	Aus
I	Shepard	235	1.48	No	Aus	I	Lamb Hass	320	3.98	No	Aus
I	Shepard	175	1.98	No	Aus	I	Hass	225	3.99	No	Aus
I	Shepard	360	2.00	Store	Aus	IS	Hass	265	3.99	No	Aus
Coles	Shepard	240	2.50	No	Aus	I	Hass	240	3.99	No	Aus
Coles	Shepard	200	2.50	No	Aus	I	Hass	290	3.99	No	Aus
Coles	Hass	200	2.50	No	Aus	IGA	Hass	280	4.99	No	Aus
Coles	Shepard	220	2.50	No	Aus	IGA	Hass	125	4.99	No	Aus
I	Shepard	210	2.79	No	Aus	I	Hass	240	4.99	No	Aus
Woolworths	Shepard	220	2.98	No	Aus	IGA	Hass	290	5.49	No	Aus
Woolworths	Shepard	265	2.98	No	Aus	IGA	Hass	190	5.69	No	Aus
Woolworths	Shepard	280	2.98	No	Aus						
IGA	Shepard	180	2.99	No	Aus						
I	Shepard	320	2.99	No	Aus						
IGA	Shepard	265	3.99	No	Aus						
I	Shepard	285	3.99	No	Aus						
I	Hass	350	4.29	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