



INFOCADO WEEKLY REPORT: 2nd May — 8th May 2015 (Week 19)

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Comments

- The majority of dispatches for the past week were to Brisbane, with a high proportion of Bulks (refer P 2).
- The weekly dispatch volume (214,335 trays) was slightly higher than the weeks forecast by about 19,000 trays (9%). The four week forecast indicates volumes to stabilise over the next few weeks (refer P 3).
- Market volumes are dominated by Hass once again as 2015 progresses with a range of minor varieties also available (refer P 3).
- NQ is approaching the end of their season and CQ is now about a quarter of the way through their season (refer P 4).
- The total number of weekly national sales has continued to gently increase in line with industry dispatches (refer P 5).
- Average retail prices have remained steady with the exception of Brisbane which has seen a significant decrease for Hass. The lowest retail price recorded was \$0.48 / Hass avocado, seen in Brisbane, whilst the highest retail price recorded was \$5.49 / Hass avocado, seen in Perth. A number of store specials were observed whilst monitoring retail pricing over the last week (refer P 6 - 8).

Holy Guacamole its May Mexican Month

This May, we're going mad for all things Mexican on the Australian Avocados facebook page and website. Throughout the month our facebook fans will be posted with messages of great Mexican recipes, fun Mexican facts as well as some fun competitions.

As Mexican cuisine is a perfect partner for avocados May is also a perfect time to encourage usage ideas to promote avocado consumption. With new season fruit starting to emerge and the cooler nights, Mexican is an easy and accessible family meal alternative.

Suggestions to fans are to adopt Taco Tuesday or Fajita Friday, guess the ingredients of a guacamole or try our killer Quesadilla. New recipes are available on the website in the Mexican collection such as Mexican pulled pork, Fajitas with chicken and guacamole and tortillas with prawns.

For a full brief please refer to the next edition of the 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.

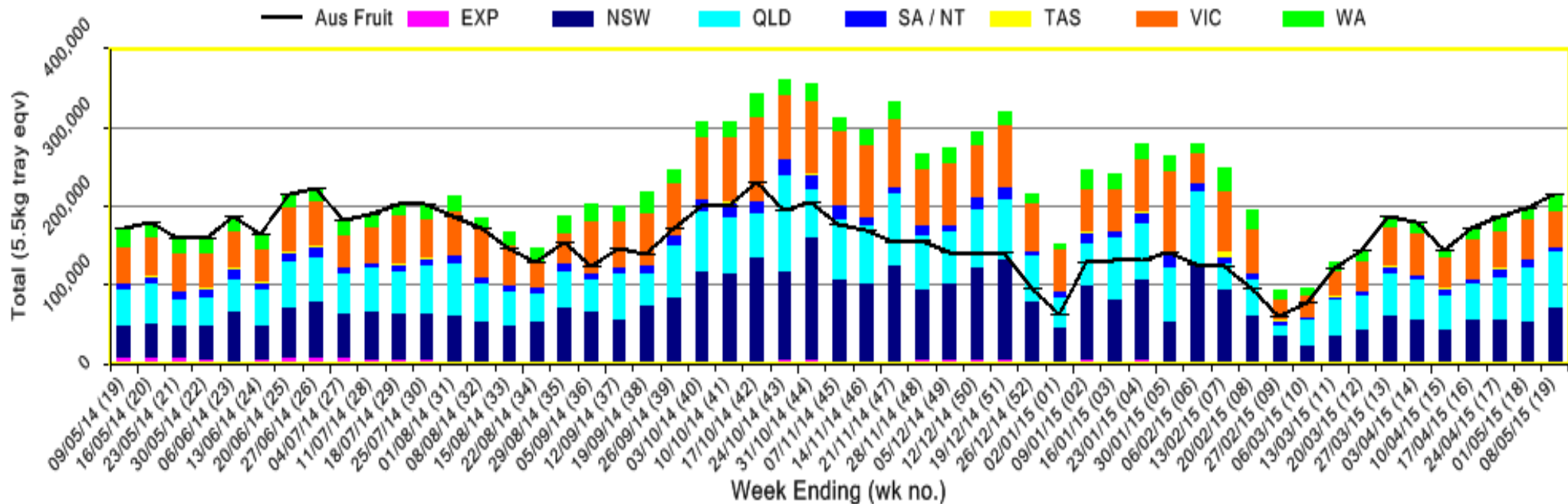
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 2nd May - 8th May 2015 (Wk 19)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP				20					1,426	1,446	487			2,331
NSW	2	644	3,547	11,581	541	12,610	9,924	3,614	1,403	43,866	13,512	15		68,436
QLD	4	299	2,521	4,952	2,551	8,601	9,597	16,064	2,443	47,032	11,746	11,592	5,079	71,419
SA / NT			134	210		1,002	1,056	2,141	232	4,775	192	960		5,299
TAS							632			632				632
VIC		1,234	2,641	8,652		8,172	7,184	3,739	1,601	33,223	6,424	7,082		46,191
WA			728	2,305		2,688	5,245	4,711	339	16,016	2,206			20,027
Total	6	2,177	9,571	27,720	3,092	33,073	33,638	30,269	7,444	146,990	34,567	19,649	5,079	214,335

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 3,648,054 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 19 - 23)

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

Week 19 - begin 02/05/2015

Fuerte	900	300			1,445
Hass	133,480	14,130	1,500	1,200	159,662
Other	5,000				5,000
Sharwil	350	150			623
Shepard	24,700	1,300	3,300		27,664
Wurtz	1,000				1,000
Week Total	165,430	15,880	4,800	1,200	195,394

Week 20 - begin 09/05/2015

Fuerte	750	250			1,205
Hass	157,580	13,730	2,000	1,200	183,126
Sharwil	700	120			918
Shepard	10,000	100	300		10,237
Week Total	169,030	14,200	2,300	1,200	195,484

Week 21 - begin 16/05/2015

Hass	162,840	13,890	700	2,400	188,658
Sharwil	50	40			123
Shepard	5,000	100			5,182
Wurtz	1,000				1,000
Week Total	168,890	14,030	700	2,400	194,962

Week 22 - begin 23/05/2015

Hass	167,790	12,740	500	2,400	191,481
Sharwil	50	50			141
Shepard	3,000	50			3,091
Wurtz	1,000				1,000
Week Total	171,840	12,840	500	2,400	195,712

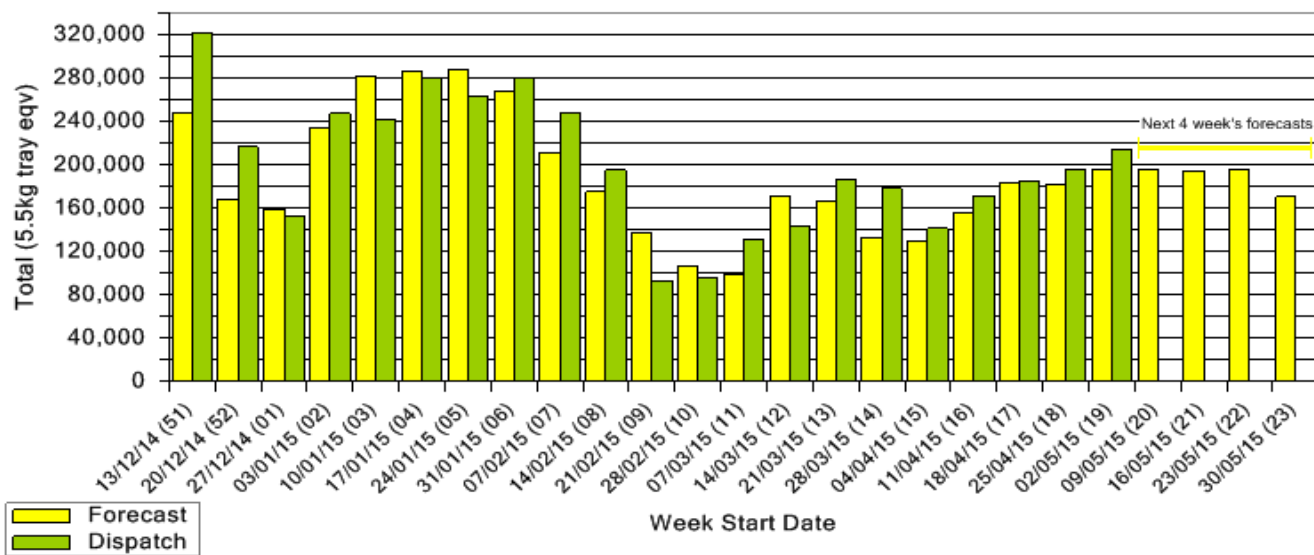
Week 23 - begin 30/05/2015

Hass	147,690	11,710	200	2,400	169,453
Sharwil	50	50			141
Shepard	1,000	50			1,091
Week Total	148,740	11,810	200	2,400	170,685

Dispatch Data (Week 19 - begin 2/05/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	258	53			354
Hass	121,135	30,689	4,073	5,079	178,597
Sharwil	57	55			157
Shepard	24,840	3,748	15,576		34,487
Wurtz	700	22			740
Total	146,990	34,567	19,649	5,079	214,335

Dispatch vs weekly forecast - all varieties and all packs
(13th December 2014 to 5th June 2015)

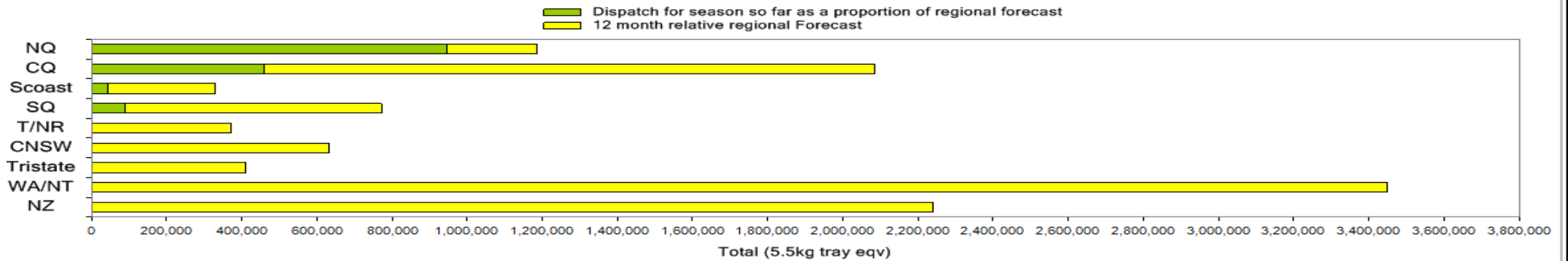


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

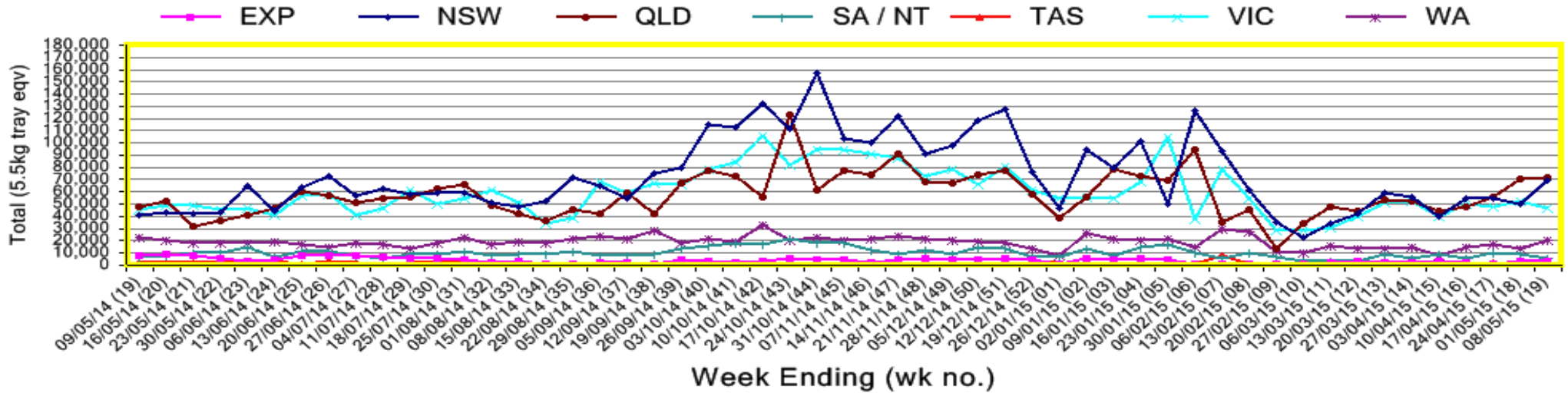
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	245,195	150,504	0	33	0	0	511,440
Japan¹	1,916	12,999	41,077	63,301	31,631	49,680	8,280	0	0	208,884
Other Asia¹	7,609	43,179	85,640	71,813	77,550	69,707	34,452	9,289	336	399,575
Total	133,278	362,783	882,733	941,495	855,693	717,214	459,895	42,894	336	4,396,321

¹ 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 = 3,648,054 5.5kg tray eqv



Week 19 Contributors - Packhouses

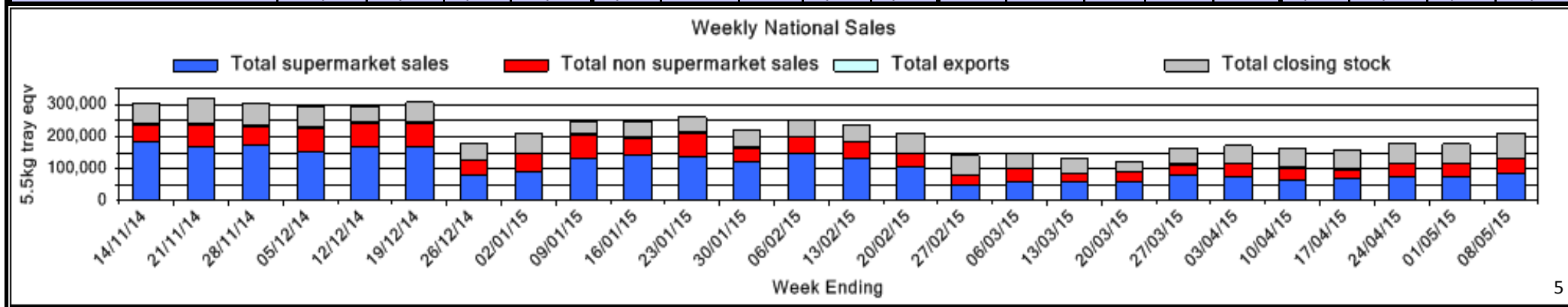
Natures Fruit Company (Consolidator)	Golden Triangle Avocados (NQ)
One Harvest (Consolidator)	Battistin Orchards Pty Ltd (NQ)
Simpson Farms Pty Ltd (Consolidator)	Avocado Estates (NQ)
Sunfresh (Consolidator)	Avocados with Altitude (NQ)
The Avolution (Consolidator)	Gunnado Farm (NQ)
SuperPak/Avocado Ridge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

Week 19 Contributors - Wholesalers

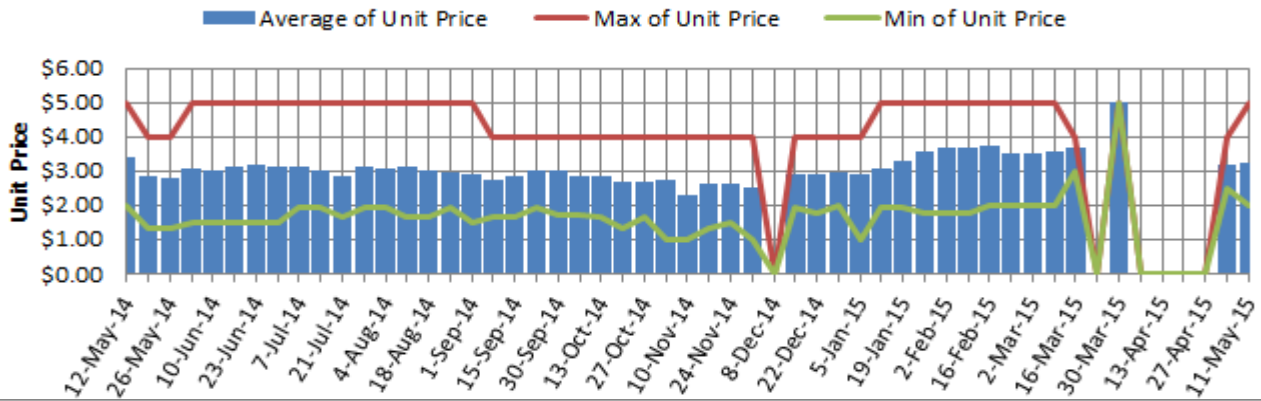
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Brisbane)	The La Manna Group (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Melbourne)
Dykes Bros (Melbourne)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

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

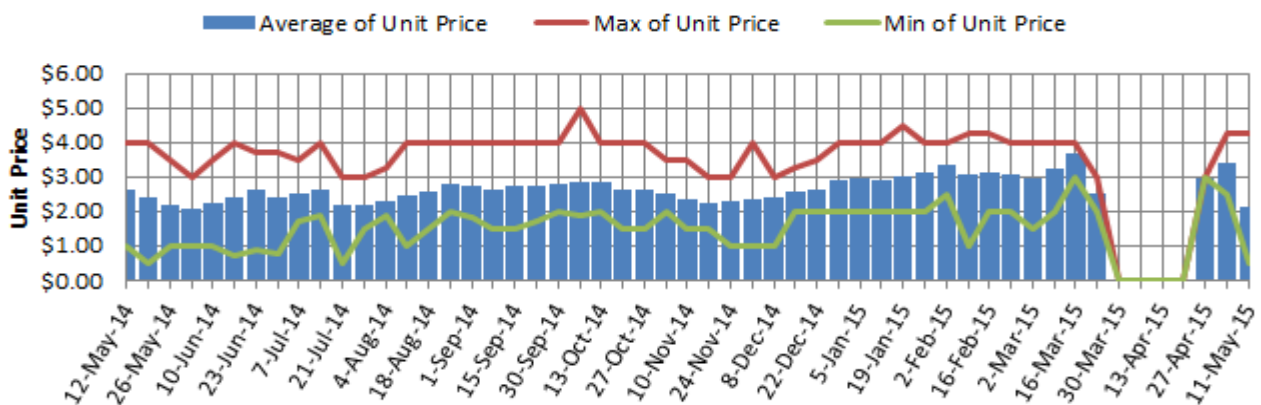
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	20,868	4,999		25,867	2,232	950		3,182	5,785						24,926	6,726		31,652
Total Stock on Hand																		
QLD																		
Total supermarket sales	13,791	13,661		27,452	3,398			3,398	6,178		11,592		11,592	2,108	19,969	15,769		35,738
Total non supermarket sales	1,300	2,050	51	3,401	1,251	1,329		2,580	4,691						3,575	4,466	51	8,092
Total exports	1,446			1,446	487			487	885						2,331			2,331
Total sales	16,537	15,711	51	32,299	5,136	1,329		6,465	11,755		11,592		11,592	2,108	25,875	20,235	51	46,161
Total Stock on Hand	27,478	8,153		35,631	3,037	348		3,385	6,155						33,000	8,786		41,786
SA & TAS																		
Total supermarket sales	5,316	760		6,076							960		960	175	5,316	935		6,251
Total non supermarket sales	2,191	565	360	3,116	899	315		1,214	2,207						3,826	1,138	360	5,323
Total exports																		
Total sales	7,507	1,325	360	9,192	899	315		1,214	2,207		960		960	175	9,142	2,072	360	11,574
Total Stock on Hand	9,313	383	738	10,434	1,168	105		1,273	2,315						11,437	574	738	12,749
VIC																		
Total supermarket sales	14,952	1,349		16,301	288			288	524		3,024		3,024	550	15,476	1,899		17,374
Total non supermarket sales	7,106	4,487	1,443	13,036	1,040	723	238	2,001	3,638						8,997	5,802	1,876	16,674
Total exports																		
Total sales	22,058	5,836	1,443	29,337	1,328	723	238	2,289	4,162		3,024		3,024	550	24,472	7,700	1,876	34,048
Total Stock on Hand	9,605	3,753	710	14,067	820	234		1,054	1,916						11,096	4,178	710	15,984
WA																		
Total supermarket sales	4,215			4,215	59			59	107						4,322			4,322
Total non supermarket sales	2,975			2,975	1,029			1,029	1,871						4,846			4,846
Total exports																		
Total sales	7,190			7,190	1,088			1,088	1,978						9,168			9,168
Total Stock on Hand	2,519			2,519	492			492	895						3,414			3,414
Total																		
Total supermarket sales	55,129	17,813		72,942	4,129			4,129	7,507		15,576		15,576	2,832	62,636	20,645		83,281
Total non supermarket sales	17,585	10,058	1,854	29,497	6,067	3,317	238	9,622	17,495						28,616	16,089	2,287	46,991
Total exports	1,446			1,446	487			487	885						2,331			2,331
Total sales	74,160	27,871	1,854	103,885	10,683	3,317	238	14,238	25,887		15,576		15,576	2,832	93,584	36,734	2,287	132,604
Total Stock on Hand	51,676	12,867	1,448	65,990	5,844	930		6,774	12,316						62,302	14,557	1,448	78,307



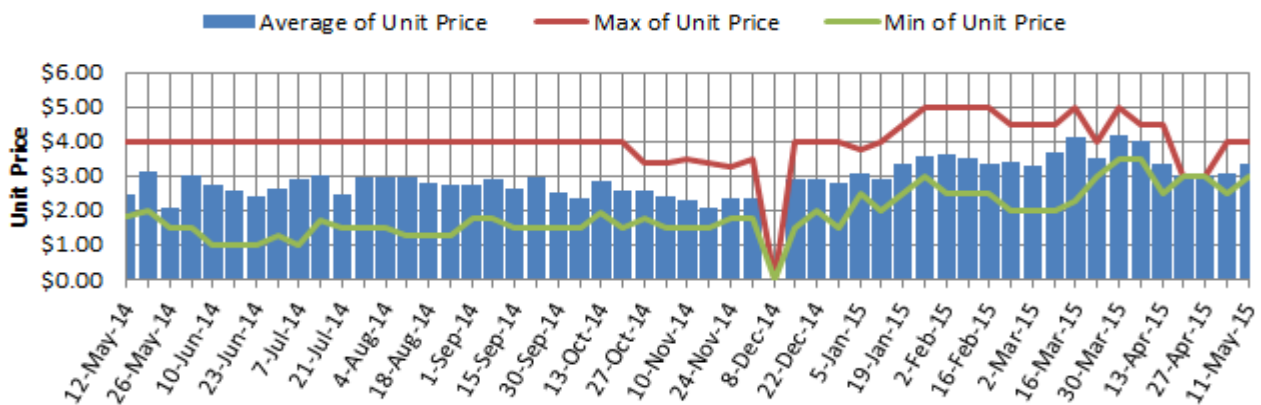
Hass Avocado Average Retail Prices - Sydney



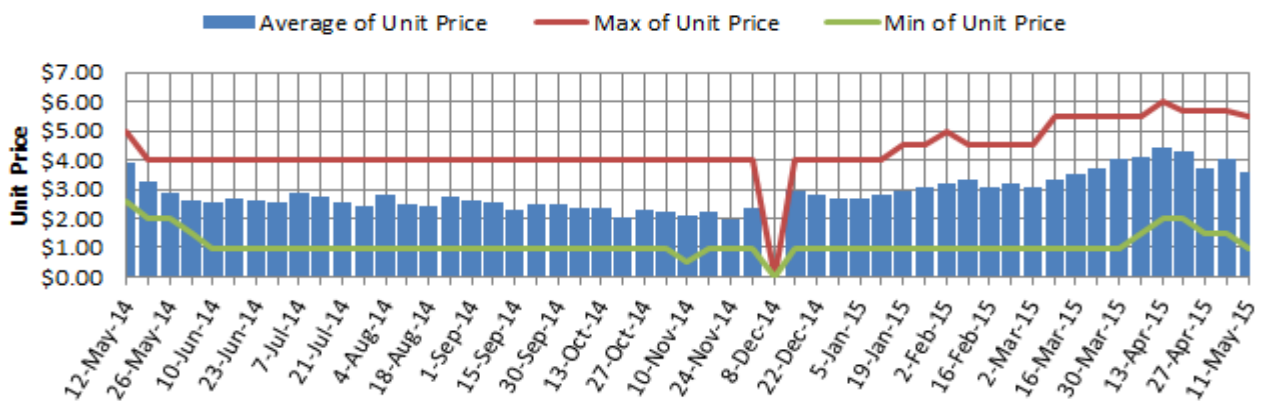
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

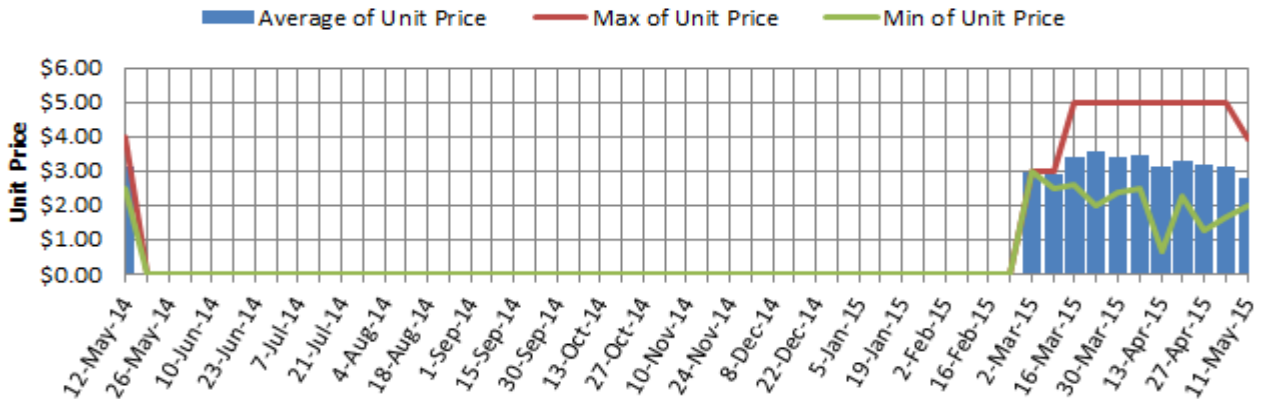


Hass Avocado Average Retail Prices - Perth

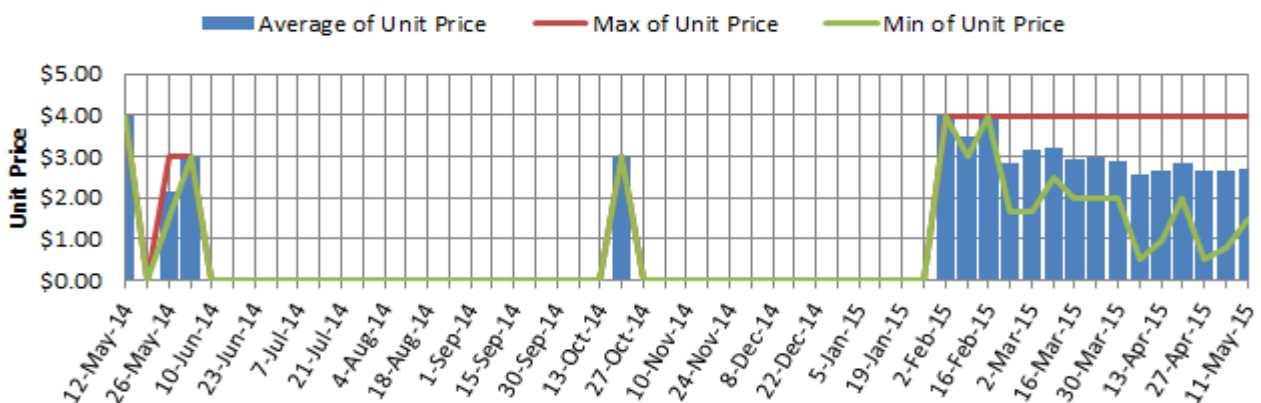


Assessment date (Week Commencing)

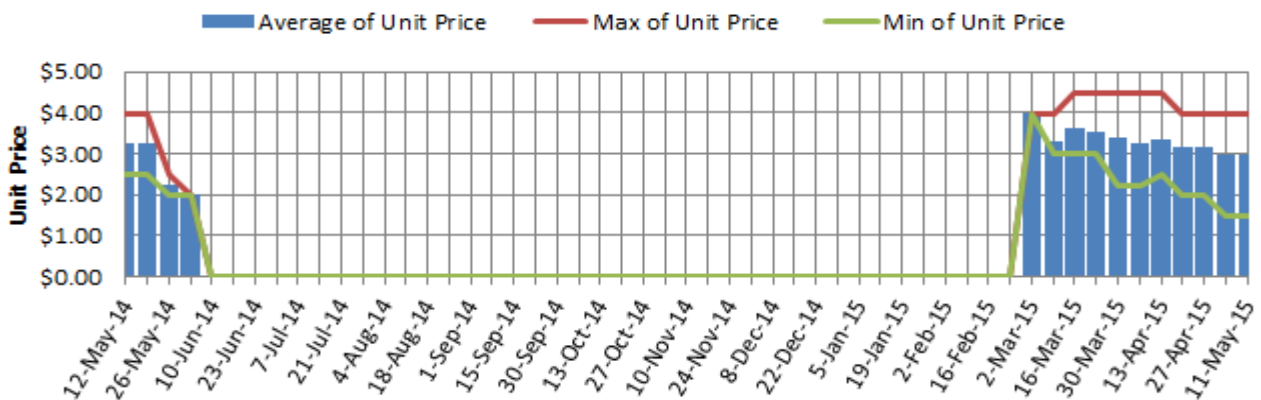
Shepard Avocado Average Retail Prices - Sydney



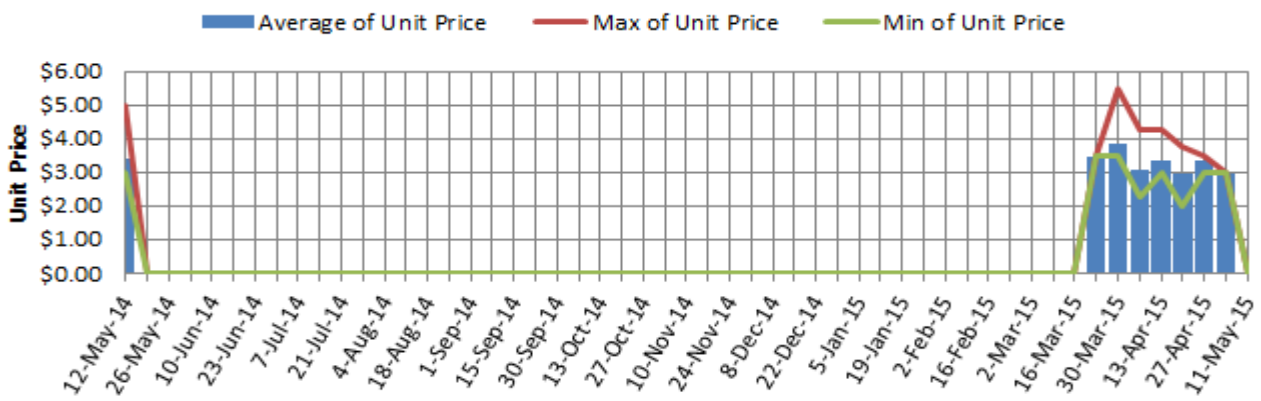
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 11th May 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IC	Shepard	190	2.00	Store	Aus	I	Shepard	330	2.49	Store	Aus
I	Shepard	190	2.49	No	Aus	Coles	Hass	300	2.98	Store	Aus
Woolworths	Hass	290	2.80	No	Aus	Coles	Hass	200	2.98	No	Aus
Woolworths	Hass	300	2.80	No	Aus	Coles	Hass	220	2.98	Store	Aus
Woolworths	Hass	250	2.80	No	Aus	IC	Shepard	315	3.19	No	Aus
Coles	Hass	250	2.98	No	Aus	IC	Shepard	325	3.19	No	Aus
Coles	Hass	240	2.98	No	Aus	Woolworths	Hass	315	3.48	No	Aus
IGA	Hass	220	2.98	No	Aus	Woolworths	Hass	270	3.48	No	Aus
Coles	Hass	250	2.98	No	Aus	Woolworths	Shepard	170	3.48	No	Aus
I	Hass	270	2.99	No	Aus	Woolworths	Hass	240	3.48	No	Aus
IGA	Shepard	300	3.95	No	Aus	I	Hass	250	3.49	No	Aus
Foodworks	Hass	350	3.99	No	Aus	IC	Shepard	250	3.98	No	Aus
I	Hass	260	3.99	No	Aus	PERTH					
IC	Hass	330	3.99	No	Aus	Woolworths	Hass	230	2.88	No	Aus
IC	Hass	330	3.99	No	Aus	Woolworths	Hass	190	2.88	No	Aus
IC	Hass	340	3.99	No	Aus	Woolworths	Hass	180	2.88	No	Aus
I	Hass	310	4.99	No	Aus	Coles	Hass	180	2.98	No	Aus
BRISBANE						Coles	Hass	180	2.98	No	Aus
I	Hass	115	0.48	Store	Aus	Coles	Hass	180	2.98	No	Aus
I	Hass	205	1.48	No	Aus	I	Lamb Hass	295	3.98	No	Aus
I	Shepard	170	1.48	No	Aus	I	Hass	265	3.99	No	Aus
I	Shepard	185	1.98	No	Aus	IGA	Hass	200	3.99	No	Aus
Coles	Shepard	260	2.00	Store	Aus	I	Hass	220	3.99	No	Aus
Coles	Hass	200	2.00	Store	Aus	IGA	Hass	240	3.99	No	Aus
Coles	Shepard	200	2.00	Store	Aus	IS	Hass	255	3.99	No	Aus
Coles	Hass	200	2.00	Store	Aus	I	Hass	200	3.99	No	Aus
Coles	Hass	240	2.00	Store	Aus	IGA	Hass	255	4.29	No	Aus
Coles	Hass	240	2.00	Store	Aus	I	Hass	270	4.99	No	Aus
Woolworths	Shepard	245	2.68	Store	Aus	IGA	Hass	240	5.49	No	Aus
Woolworths	Shepard	256	2.68	No	Aus						
Woolworths	Shepard	320	2.69	No	Aus						
I	Shepard	230	2.79	No	Aus						
IGA	Hass	199	2.99	No	Aus						
I	Shepard	220	2.99	No	Aus						
I	Shepard	300	3.00	Store	Aus						
IGA	Shepard	260	3.99	No	Aus						
I	Shepard	300	3.99	No	Aus						
I	Hass	360	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

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