



## INFOCADO WEEKLY REPORT: 12th — 18th May 2012 (Wk 20)



### Comments

- Volumes forecasted into the market in the coming weeks are high. The NQ Hass supply is almost finished and the last of the CQ Shepard supply is in retail outlets now. Presently CQ growers are picking large volumes of Hass.
- Retail prices this week indicate that some stores are trying to shift fruit through in store specials. If fruit is to move through the system more quickly supply chain partners will need to work together to ensure retail customers are aware of the higher volumes expected in coming weeks and can make the necessary promotional arrangements.
- The review of the HAL funded avocado marketing program is underway and the Avocado IAC agreed to appoint research and consulting firm Review Partners Pty Ltd to conduct it. As part of their consultation process, Review Partners has set up an online survey for growers and other industry participants. The survey covers a range of topics and gives you the chance to explain your views in detail. If you would like to add your feedback, the survey will remain active until COB Friday 25th May and can be found at [www.reviewpartners.com/avocados](http://www.reviewpartners.com/avocados)
- SC, SQ and Tam/NR growers are reminded to enter their 4 weekly forecast as they near harvest.
- The most up to date import data has been included on page 3 and has been sourced from Australia Customs records.

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### What you need to be aware of for next month

- PMA Fresh Connections 2012 is scheduled for 26-28 June in Melbourne. Growers, packers and marketers are strongly encouraged to attend as one of the keynote speakers at this year's event is Dr Jan de Lyser who is the Vice President Marketing for the California Avocado Commission (CAC), the US Produce Marketer of the Year 2011 and PMA Chair-elect. To register or learn more about the event follow this link: [www.pmafreshconnections.com.au](http://www.pmafreshconnections.com.au)
- All creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message. The I Heart Footy website and competition will be running again with a recipe competition as well as new teams and recipes to promote.
- Avocado TV commercials will be seen across the Lifestyle channel network including Lifestyle YOU, HOME and the Lifestyle Channel. Programming includes Jamie's 30 Minute Meals, Good Chef Bad Chef, Come Dine with Me, Cake Boss, Secrets of a restaurant Chef and Mexican Food Made Simple.
- Based off the April 2012 Quarterly Report 1,159,558 5.5kg eqv trays are expected in the market place for June. 1,103,148 5.5kg eqv trays are expected for Hass with the remainder being other varieties. No Shepards are forecasted for June.

### Upcoming Holidays

WA Foundation Day: 4 June | QLD, NSW, VIC, NZ Queens Birthday :11 June

### 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:

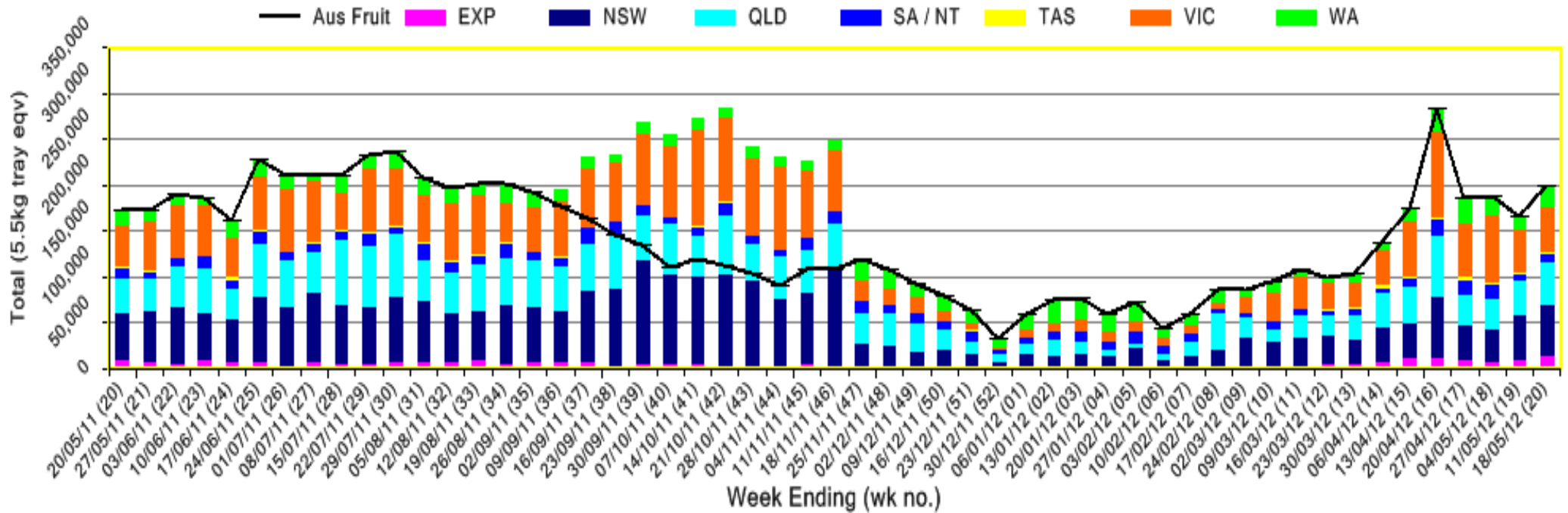
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 12th May - 18th May 2012 (Wk 20)**

Dest. State	5.5kg	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
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP			119	537				3,134	6,184		9,974	1,258	684		12,385
NSW	7	1,242	2,449	7,618	915	5,823	8,721	7,678		34,453	12,072	3,201		56,984	
QLD		101	1,162	4,174	676	7,125	11,333	5,216	1,012	30,799	7,616	1,440	9,200	46,581	
SA / NT		485	3,266	2,381		1,433	522	484		8,571	192	492		9,009	
TAS						152	928			1,080				1,080	
VIC	11	3,043	5,628	9,764	685	7,694	5,761	3,173	20	35,779	7,420	5,927		50,348	
WA		320	108	2,529		1,582	8,325	700	96	13,660	4,778			22,347	
<b>Total</b>	<b>18</b>	<b>5,191</b>	<b>12,732</b>	<b>27,003</b>	<b>2,276</b>	<b>23,809</b>	<b>35,590</b>	<b>20,385</b>	<b>7,312</b>	<b>134,316</b>	<b>33,336</b>	<b>11,744</b>	<b>9,200</b>	<b>198,735</b>	

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2012 to date = 2,337,829 5.5kg tray eqv



Forecast Data (Week 20 - 24)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 20 - begin 12/05/2012</b>					
Bacon		32			58
Fuerte	250	10			268
Hass	136,100	33,850	9,000	11,000	201,281
Pinkerton	30	10			48
Sharwil	40	10			58
Shepard	380	20			416
Wurtz	3,120	20			3,156
<b>Week Total</b>	<b>139,920</b>	<b>33,952</b>	<b>9,000</b>	<b>11,000</b>	<b>205,287</b>

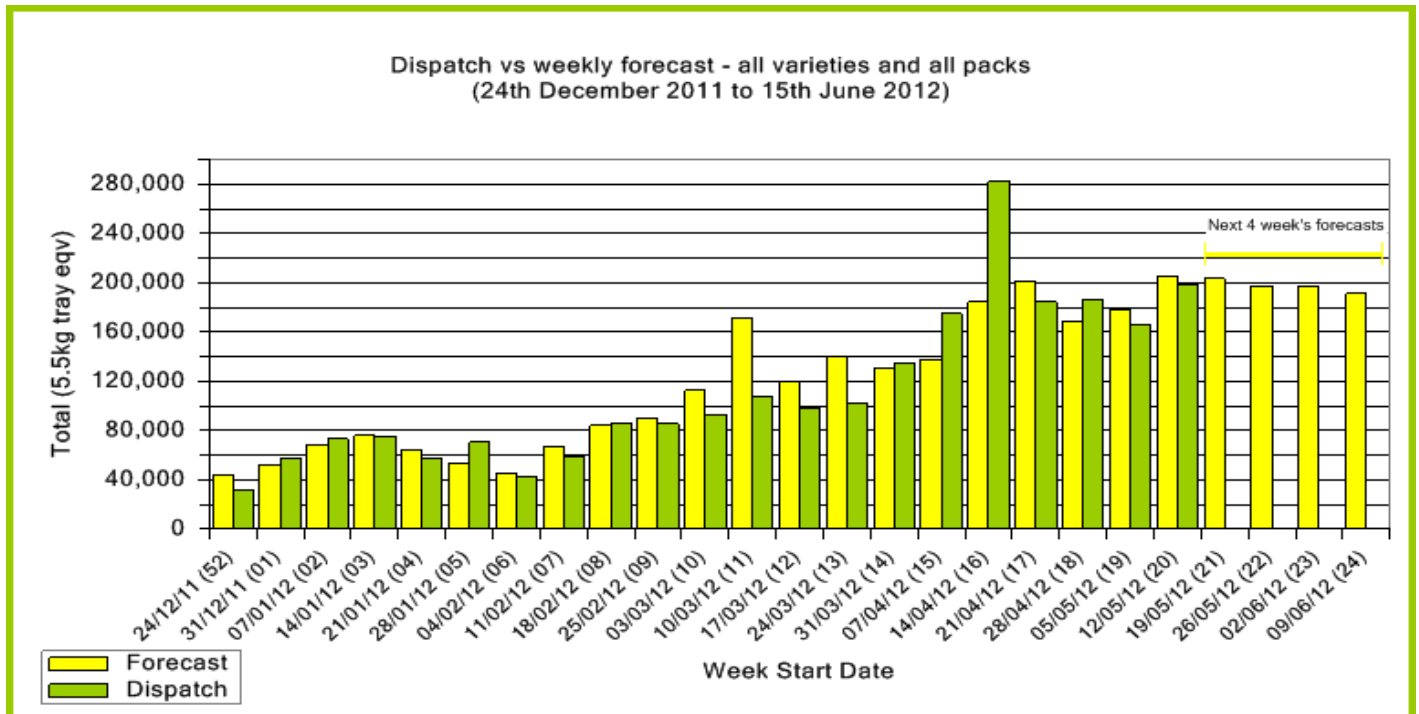
<b>Week 21 - begin 19/05/2012</b>					
Bacon		120			218
Fuerte	250	10			268
Hass	136,000	30,150	9,600	13,000	194,927
Pinkerton	30	10			48
Shepard	4,000				4,000
Wurtz	4,050				4,050
<b>Week Total</b>	<b>144,330</b>	<b>30,290</b>	<b>9,600</b>	<b>13,000</b>	<b>203,512</b>

<b>Week 22 - begin 26/05/2012</b>					
Bacon		120			218
Fuerte	250	10			268
Hass	134,800	30,100	6,600	10,000	192,545
Pinkerton	30	10			48
Sharwil	40	10			58
Shepard	40	10			58
Wurtz	4,040				4,040
<b>Week Total</b>	<b>139,200</b>	<b>30,260</b>	<b>6,600</b>	<b>10,000</b>	<b>197,236</b>

<b>Week 23 - begin 02/06/2012</b>					
Fuerte	250	10			268
Hass	132,400	31,500	6,600	10,000	192,691
Pinkerton	30	5			39
Wurtz	4,020				4,020
<b>Week Total</b>	<b>136,700</b>	<b>31,515</b>	<b>6,600</b>	<b>10,000</b>	<b>197,018</b>

<b>Week 24 - begin 09/06/2012</b>					
Fuerte	25	5			34
Hass	129,500	30,000	6,600	10,000	187,063
Wurtz	4,000				4,000
<b>Week Total</b>	<b>133,525</b>	<b>30,005</b>	<b>6,600</b>	<b>10,000</b>	<b>191,098</b>

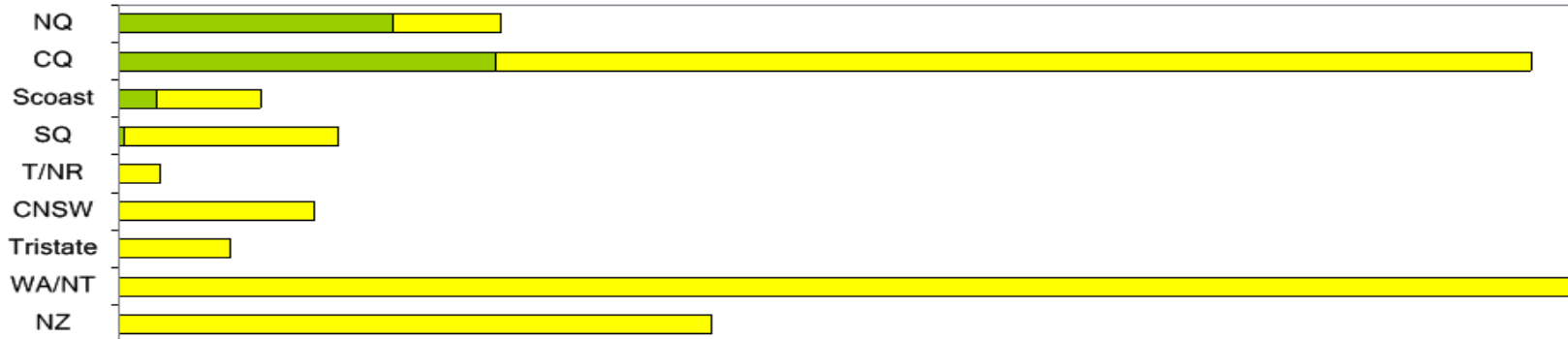
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 20 - begin 12/05/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	284	23			326
Hass	128,763	32,223	11,744	9,200	191,158
Sharwil	229	328			825
Shepard	268				268
Wurtz	4,772	762			6,157
<b>Total</b>	<b>134,316</b>	<b>33,336</b>	<b>11,744</b>	<b>9,200</b>	<b>198,735</b>



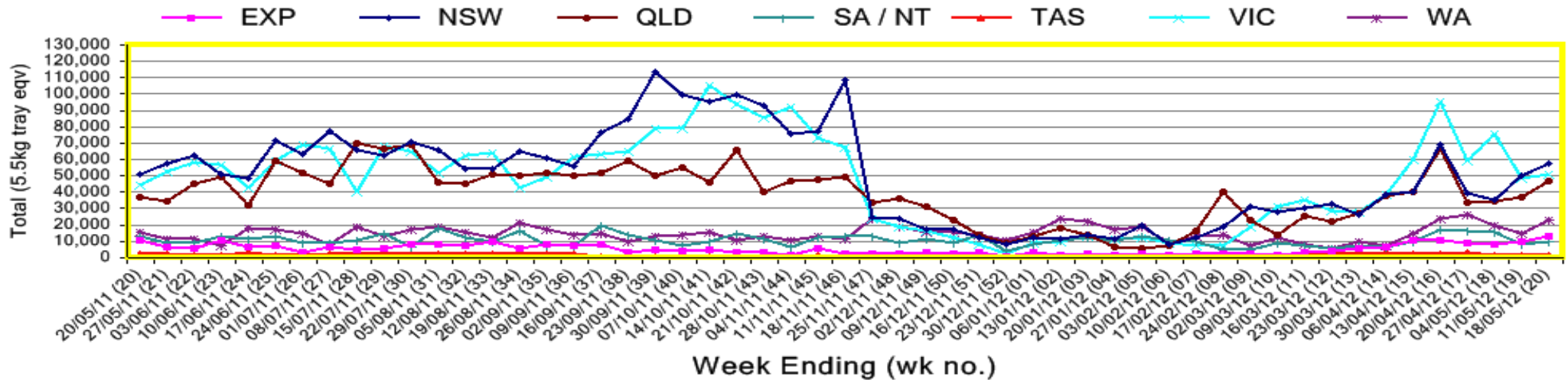
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	<b>3,115,656</b>
<b>Australia</b>		314,209	617,690	655,540	685,179	460,319	456,519	57,591	1,417	<b>3,248,464</b>
<b>USA</b>		11,782	47,380	36,098	3,000	9,358	1,073			<b>108,691</b>
<b>Japan</b>	818	24,196	106,337	123,344	4,760	17,582	12,322			<b>289,359</b>
<b>Total</b>	<b>818</b>	<b>350,187</b>	<b>771,407</b>	<b>814,982</b>	<b>692,939</b>	<b>487,259</b>	<b>469,914</b>	<b>57,591</b>		<b>3,646,514</b>

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 2,337,829 5.5kg tray eqv



Week 20 contributors - Packhouses

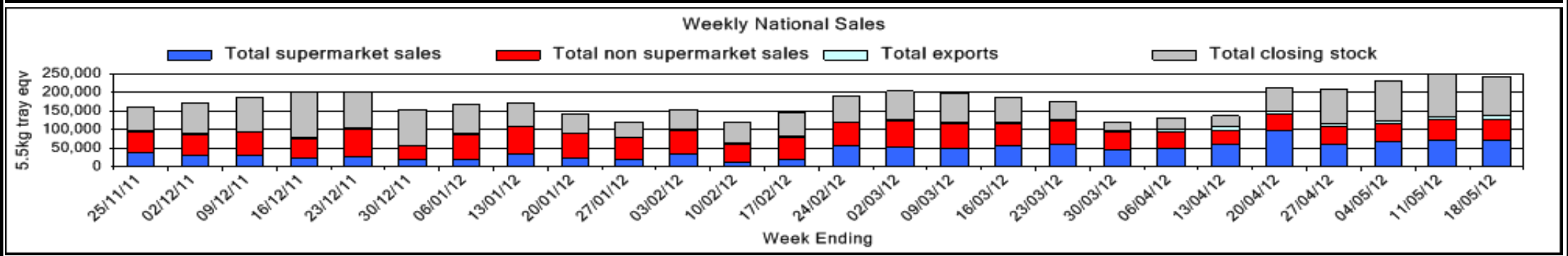
Donovan Family Investment Trust	Sunfresh
Lavers Orchards	Sunny Bluff Produce Pty Ltd
Natures Fruit Company	Sunnyspot Packhouse Pty Ltd
One Harvest	SuperPak
Simpson Farms Pty Ltd (Goodwood Home)	Tinaroo Falls Avocado Trust
Tropicado Avocados	

Week 20 contributors - Wholesalers

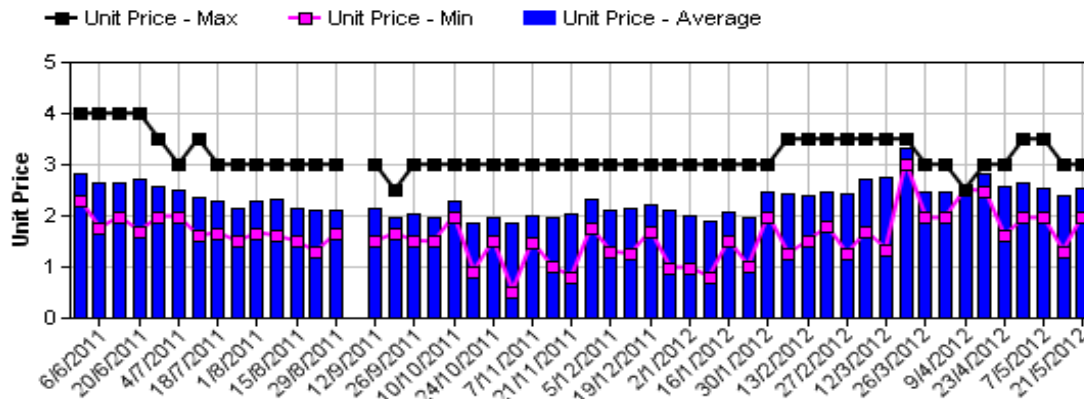
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)
Freshmax Pty Ltd (Brisbane)	

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

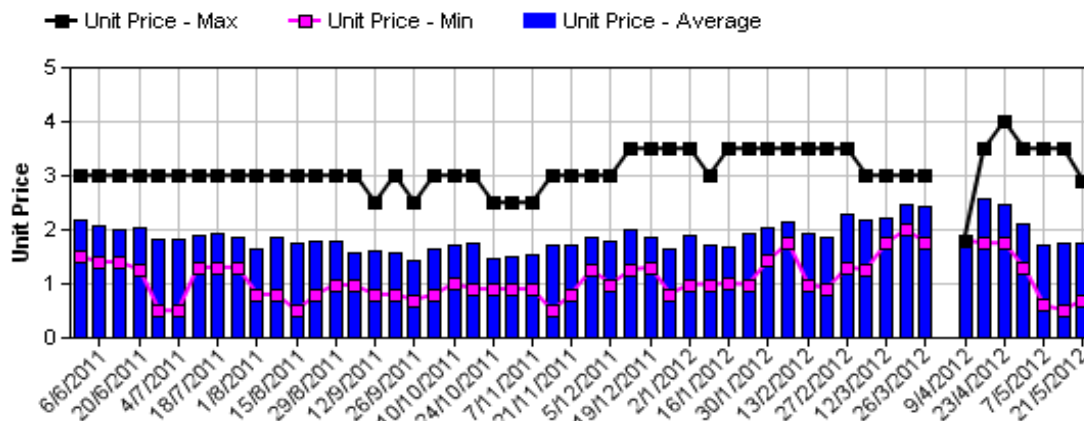
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	15,845	190		16,035	1,990			1,990	3,618	1,272			1,272	231	19,694	190		19,884
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	21,397			21,397	686			686	1,247	1,440			1,440	262	22,906			22,906
<b>Total non supermarket sales</b>	16,903	1,544		18,447	2,435	318		2,753	5,005						21,330	2,122		23,452
<b>Total exports</b>	9,974			9,974	1,258			1,258	2,287	684			684	124	12,386			12,386
<b>Total sales</b>	48,274	1,544		49,818	4,379	318		4,697	8,540	2,124			2,124	386	56,622	2,122		58,744
<b>Total Stock on Hand</b>	39,703	266	145	40,114	2,508	109	17	2,634	4,789						44,263	464	176	44,903
SA & TAS																		
<b>Total supermarket sales</b>	12,360			12,360	36			36	65	492			492	89	12,515			12,515
<b>Total non supermarket sales</b>	3,388		660	4,048	426			426	775						4,163		660	4,823
<b>Total exports</b>																		
<b>Total sales</b>	15,748		660	16,408	462			462	840	492			492	89	16,677		660	17,337
<b>Total Stock on Hand</b>	18,455		1,800	20,255	1,936			1,936	3,520						21,975		1,800	23,775
VIC																		
<b>Total supermarket sales</b>	14,777	78	1,440	16,295	576		288	864	1,571	936			936	170	15,994	78	1,964	18,036
<b>Total non supermarket sales</b>	9,275		778	10,053	2,335		465	2,800	5,091	3			3	1	13,521		1,624	15,145
<b>Total exports</b>																		
<b>Total sales</b>	24,052	78	2,218	26,348	2,911		753	3,664	6,662	939			939	171	29,516	78	3,587	33,181
<b>Total Stock on Hand</b>	10,218		5,349	15,568	3,199	58	165	3,422	6,222	197			197	36	16,071	105	5,649	21,825
WA																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough WA wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough WA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	9,186			9,186	691			691	1,256	4			4	1	10,443			10,443
<b>Total Stock on Hand</b>																		
Total																		
<b>Total supermarket sales</b>	68,179	268	1,440	69,887	1,298		288	1,586	2,884	4,140			4,140	753	71,292	268	1,964	73,523
<b>Total non supermarket sales</b>	34,952	1,544	1,438	37,934	7,877	318	465	8,660	15,745	7			7	1	49,275	2,122	2,284	53,681
<b>Total exports</b>	9,974			9,974	1,258			1,258	2,287	684			684	124	12,386			12,386
<b>Total sales</b>	113,105	1,812	2,878	117,795	10,433	318	753	11,504	20,916	4,831			4,831	878	132,953	2,390	4,247	139,590
<b>Total Stock on Hand</b>	74,776	266	7,294	82,337	11,278	167	182	11,627	21,140	281			281	51	95,333	570	7,625	103,528



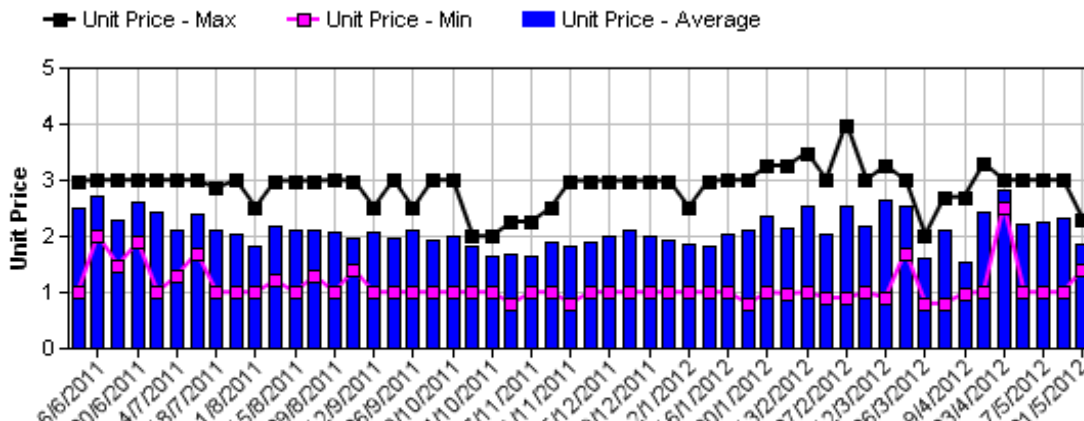
### Hass Avocado Average Retail Prices - Sydney



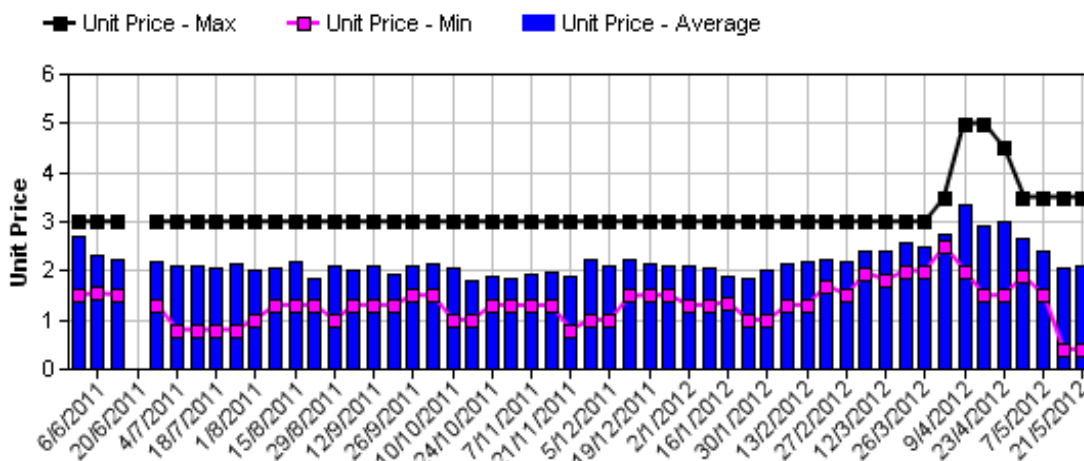
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

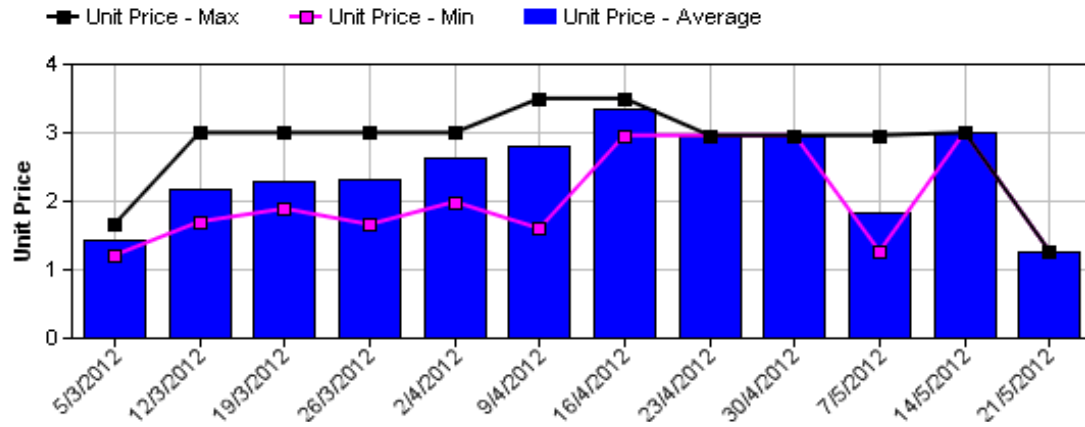


### Hass Avocado Average Retail Prices - Perth

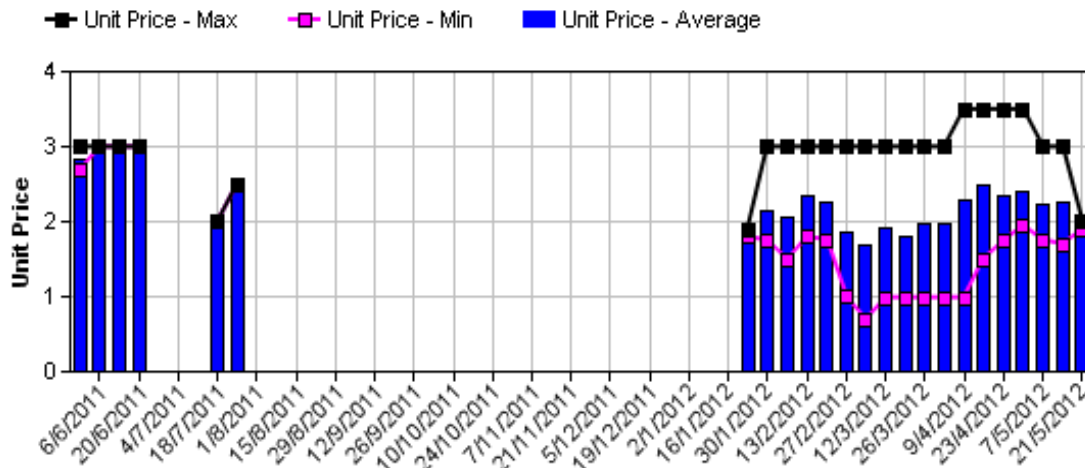


Assessment Date [Week Commencing]

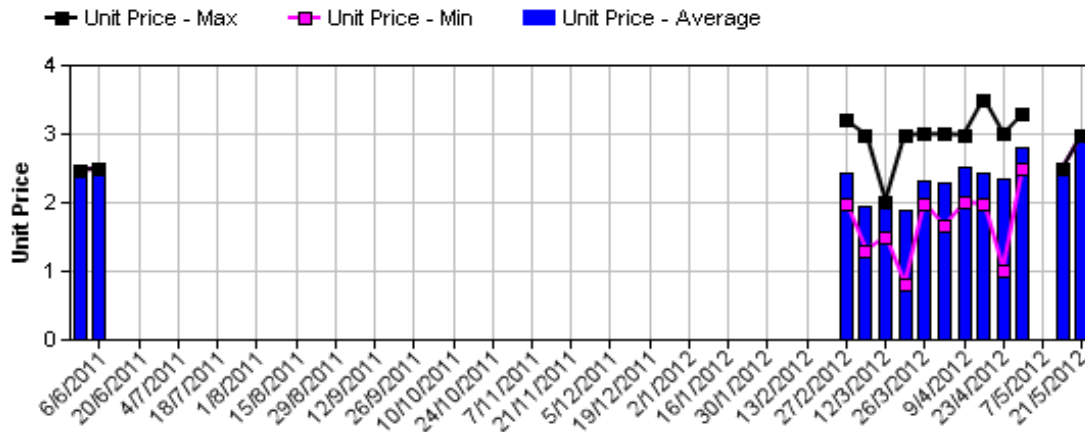
Shepard Avocado Average Retail Prices - Sydney



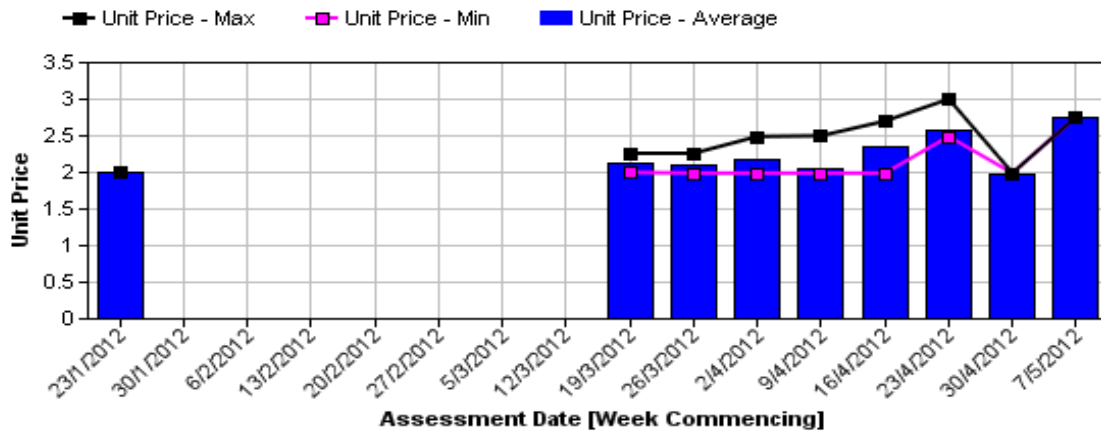
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 21th May 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Shepard	190	1.25	Store	Aus
Woolworths	Hass	280	1.98	Cat	Aus
Woolworths	Hass	270	1.98	Cat	Aus
Coles	Hass	265	1.98	No	Aus
Woolworths	Hass	280	1.98	Cat	Aus
Coles	Hass	310	1.98	No	Aus
Coles	Hass	270	1.98	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	270	2.49	No	Aus
I	Hass	255	2.69	No	Aus
IGA	Hass	265	2.95	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	310	2.99	No	Aus
Foodworks	Hass	270	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	285	2.99	No	Aus
<b>BRISBANE</b>					
I	Hass	165	0.69	Store	Aus
IGA	Hass	200	0.99	Cat	Aus
IGA	Hass	175	0.99	Cat	Aus
Woolworths	Hass	200	0.99	Store	Aus
IGA	Hass	200	0.99	Cat	Aus
Woolworths	Hass	265	1.50	Cat	Aus
I	Shepard	325	1.89	Store	Aus
I	Hass	275	1.90	Store	Aus
Woolworths	Hass	170	1.94	Cat	Aus
Coles	Hass	260	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
I	Hass	230	1.99	Store	Aus
I	Shepard	230	1.99	Store	Aus
I	Hass	230	1.99	Store	Aus
I	Shepard	280	1.99	Store	Aus
I	Hass	350	2.49	Store	Aus
I	Hass	340	2.49	No	NS
I	Hass	310	2.89	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Coles	Hass	220	1.40	No	Aus
Coles	Hass	275	1.40	No	Aus
Coles	Hass	230	1.40	No	Aus
I	Hass	170	1.50	Store	NS
I	Hass	270	1.69	No	Aus
I	Hass	220	1.79	No	NS
IS	Hass	250	1.79	No	NS
I	Hass	250	1.98	No	Aus
Safeway	Hass	265	1.98	No	Aus
Safeway	Hass	275	1.98	No	Aus
Safeway	Hass	240	1.98	No	Aus
IGA	Hass	215	1.99	No	Aus
I	Hass	200	2.19	No	NS
I	Hass	260	2.29	No	NS
I	Hass	300	2.29	No	NS
I	Shepard	260	2.98	No	Aus
<b>PERTH</b>					
IS	Hass	120	0.39	Store	Aus
I	Hass	165	0.69	Store	Aus
Woolworths	Hass	190	1.98	No	Aus
Woolworths	Hass	220	1.98	No	Aus
Coles	Hass	215	1.98	No	Aus
Coles	Hass	245	1.98	No	Aus
Woolworths	Hass	205	1.98	No	Aus
Coles	Hass	210	1.98	No	Aus
I	Hass	235	1.99	No	Aus
IGA	Hass	305	2.49	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	280	2.49	No	Aus
I	Hass	255	2.49	No	Aus
IGA	Hass	250	2.69	No	Aus
IGA	Hass	250	2.75	No	Aus
I	Hass	300	3.49	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