



INFOCADO WEEKLY REPORT: 11th May — 17th May 2013 (Wk 20)



Comments

- Weekly volumes remain higher than this time last year and average retail prices are also still higher than the same time last year eg. Sydney Hass prices week 19 and 20, 2012 were around \$2.45 and \$2.60/unit respectively as compared to \$3.20 and \$3.00 in 2013. It will be important for retail prices to soften to ensure the high volumes flow through the market.
- Australian avocado exports were valued at \$8.54 million for the 12 months to March 2013. Main export destinations were Singapore (42%), Thailand (25%), Malaysia (12%), UAE (9%) and Hong Kong (8%). Avocado exports in the 2013 March quarter however decreased in volume compared with 2012 although overall value was still up by 4% for that quarter due to higher prices (\$3.64/kg 2012 vs \$4.51/kg 2013). These higher price points have impacted on trade to the Middle East with almost no trade to the UAE in the March quarter.
- Please note the high volume of bulk boxes dispatched this week compared with what was forecast (see page 3). If you are expecting a continued high proportion of small fruit/bulk boxes please be sure to allocate it correctly in your weekly forecast forms.

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How to conduct Dry
Matter tests at home](#)

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contribute to Infocado](#)

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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

WA Foundation Day: 3 June | Queens Birthday (all states except WA): 10 June

Report Index

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IMPORTANT and PLEASE NOTE:

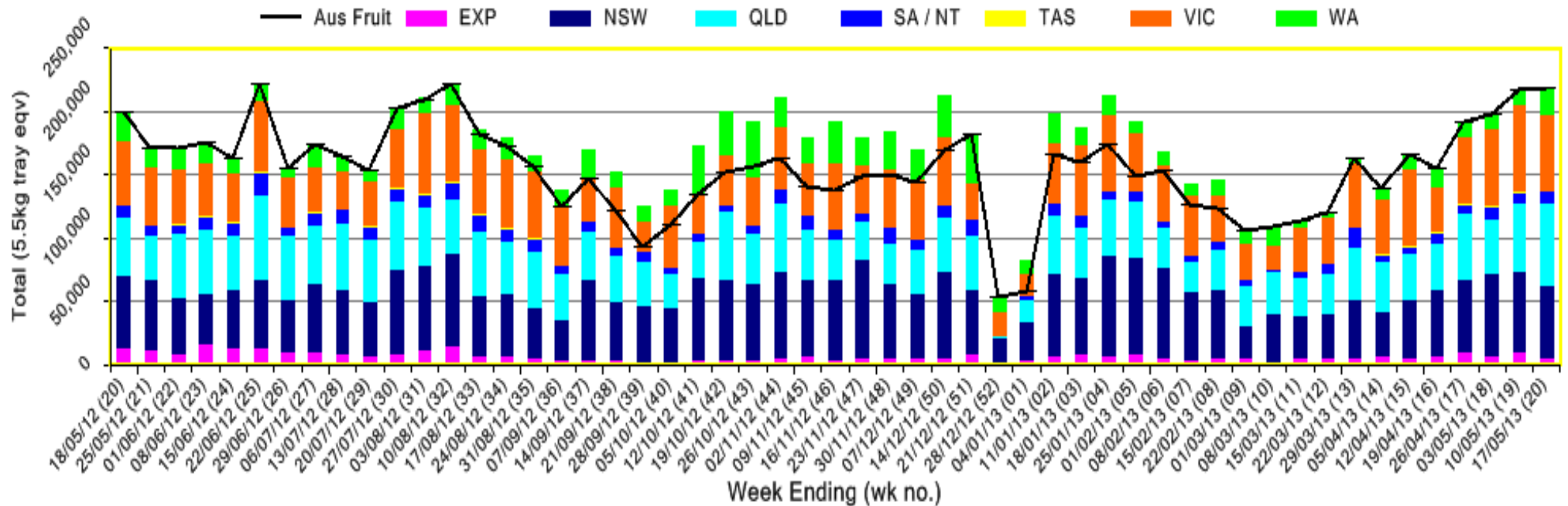
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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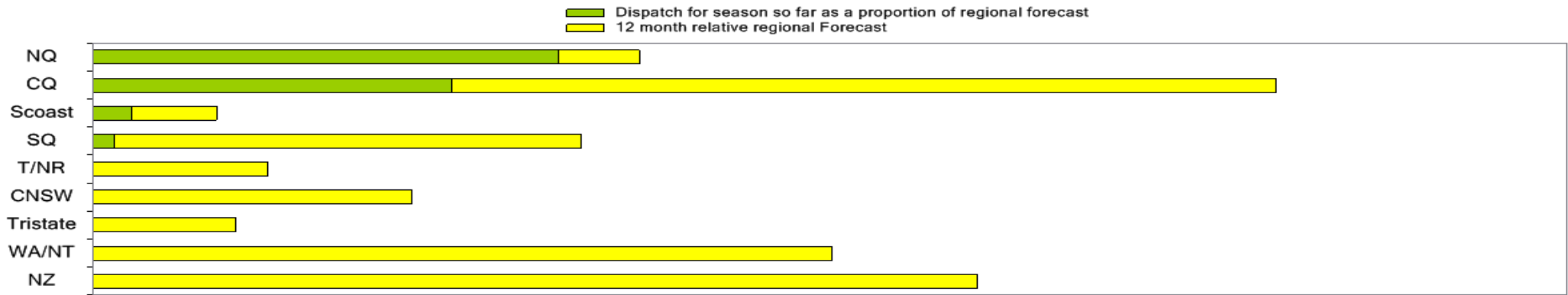
Industry Dispatches By Destination State and Count Size : 11th May - 17th May 2013 (Wk 20)

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									1,117	3,257	4,374	384		5,072
NSW	7	381	3,524	7,769	1,034	6,864	6,576	3,224	1,003	30,382	13,839	5,040		56,460
QLD	114	356	1,267	4,807	1,403	5,557	11,204	8,381	3,126	36,215	14,974	11,962	4,286	66,394
SA / NT		10	676	1,764		484	1,338	2,152		6,424	1,056	960		8,519
TAS								480		480				480
VIC	53	3,027	3,943	8,845	666	8,239	4,887	4,684	1,053	35,397	13,496	3,360		60,546
WA			179	1,051	160	950	8,007	1,607	160	12,114	4,205			19,759
Total	174	3,774	9,589	24,236	3,263	22,094	32,492	21,165	8,599	125,386	47,954	21,322	4,286	217,231

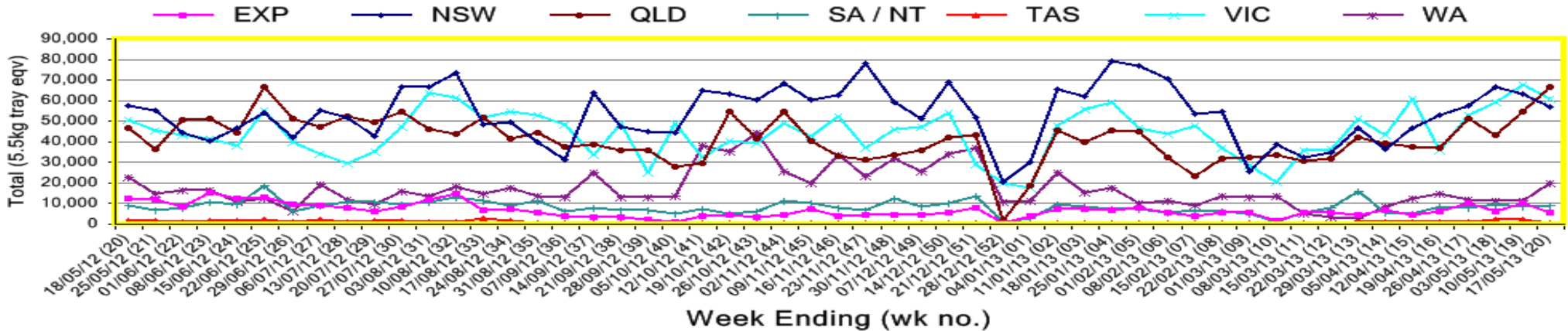
Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 3,223,636 5.5kg tray eqv



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 3,223,636 5.5kg tray eqv



Week 20 contributors - Packhouses

- Avocado Estates
- Balmoral Orchard
- Battistin Orchards Pty Ltd
- Donovan Family Investment Trust
- G & C Christensen
- G & J Krenske
- Googa Farms
- Lava Valley Produce
- Lavers Orchards
- Natures Fruit Company
- One Harvest
- R & M Waterman
- Simpson Farms Pty Ltd
- Sunfresh
- Sunny Bluff Produce Pty Ltd
- Sunnyspot Packhouse Pty Ltd
- SuperPak
- The Avolution
- Tinaroo Falls Avocado Trust
- Touchwood Farming
- Tropicado Avocados

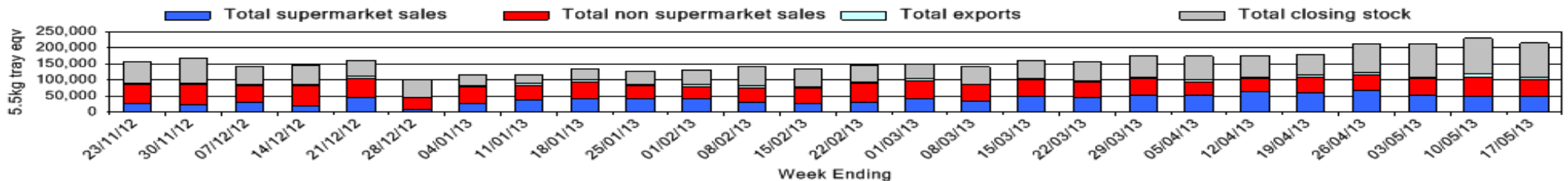
Week 20 contributors - Wholesalers

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

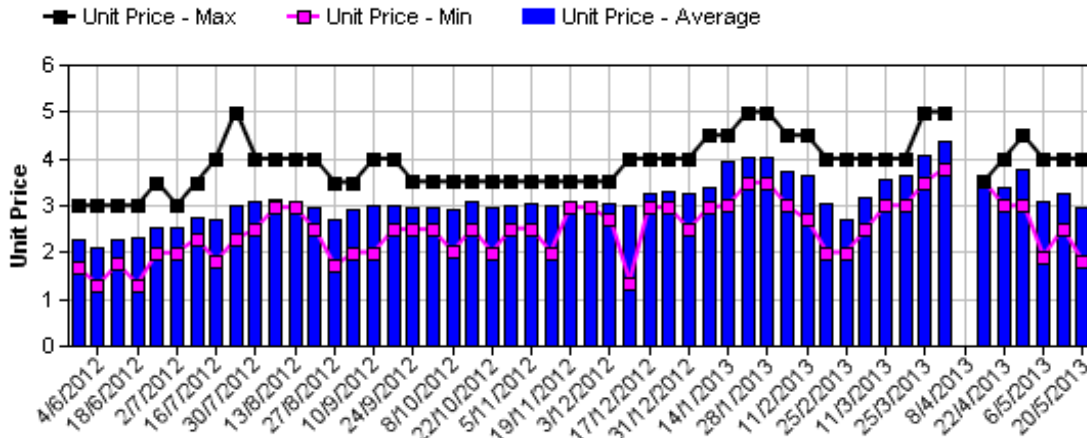
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,866	936		11,802						5,040				5,040	916	11,782	936		12,718
Total non supermarket sales	4,256	108	986	5,350	2,236	269		2,505	4,555						8,321	597	986		9,905
Total exports																			
Total sales	15,122	1,044	986	17,152	2,236	269		2,505	4,555	5,040			5,040	916	20,104	1,533	986		22,623
Total Stock on Hand	3,736	71	568	4,375	3,026			3,026	5,502						9,238	71	568		9,877
QLD																			
Total supermarket sales	15,401			15,401	4,090			4,090	7,436						22,837				22,837
Total non supermarket sales	12,103	3,281		15,384	2,398	765		3,163	5,751						16,463	4,672			21,135
Total exports	4,374			4,374	384			384	698						5,072				5,072
Total sales	31,878	3,281		35,159	6,872	765		7,637	13,885						44,373	4,672			49,044
Total Stock on Hand	36,874	5,394	160	42,428	1,884	979		2,863	5,205						40,299	7,174	160		47,633
SA & TAS																			
Total supermarket sales	5,843			5,843	84			84	153	960			960	175	6,170				6,170
Total non supermarket sales	3,908			3,908	467	36		503	915						4,757	65			4,823
Total exports																			
Total sales	9,751			9,751	551	36		587	1,067	960			960	175	10,927	65			10,993
Total Stock on Hand	14,634	168		14,802	2,842	36		2,878	5,233						19,801	233			20,035
VIC																			
Total supermarket sales	6,908			6,908						3,360			3,360	611	7,519				7,519
Total non supermarket sales	5,513	753	1,211	7,477	1,058	128	270	1,456	2,647						7,437	986	1,702		10,124
Total exports																			
Total sales	12,421	753	1,211	14,385	1,058	128	270	1,456	2,647	3,360			3,360	611	14,955	986	1,702		17,643
Total Stock on Hand	11,765	2,285	399	14,449	2,828	2,782	110	5,720	10,400						16,907	7,343	599		24,849
WA																			
Total supermarket sales	1,576			1,576											1,576				1,576
Total non supermarket sales	3,693			3,693	1,661			1,661	3,020						6,713				6,713
Total exports																			
Total sales	5,269			5,269	1,661			1,661	3,020						8,289				8,289
Total Stock on Hand	3,828			3,828	600			600	1,091						4,919				4,919
Total																			
Total supermarket sales	40,594	936		41,530	4,174			4,174	7,589	9,360			9,360	1,702	49,885	936			50,821
Total non supermarket sales	29,473	4,142	2,197	35,812	7,820	1,198	270	9,288	16,887						43,691	6,320	2,688		52,699
Total exports	4,374			4,374	384			384	698						5,072				5,072
Total sales	74,441	5,078	2,197	81,716	12,378	1,198	270	13,846	25,175	9,360			9,360	1,702	98,648	7,256	2,688		108,592
Total Stock on Hand	70,837	7,918	1,127	79,882	11,180	3,797	110	15,087	27,431						91,164	14,821	1,327		107,313

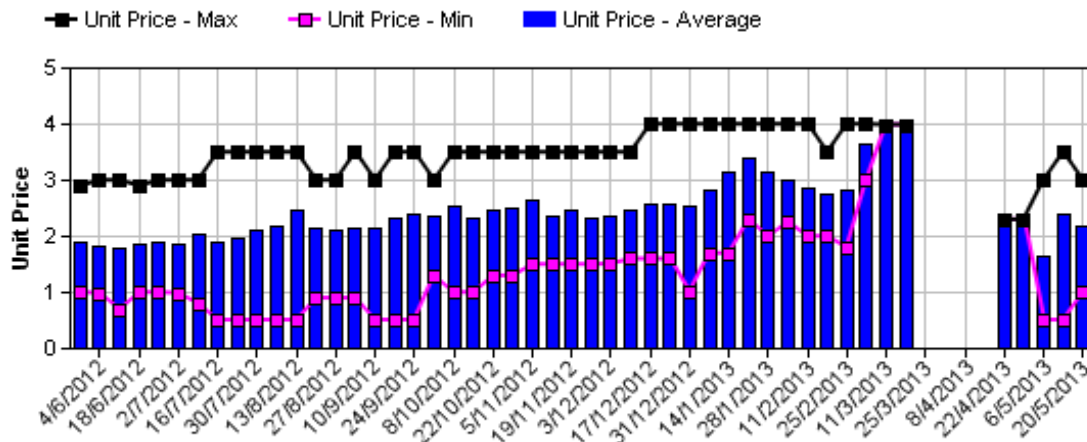
Weekly National Sales



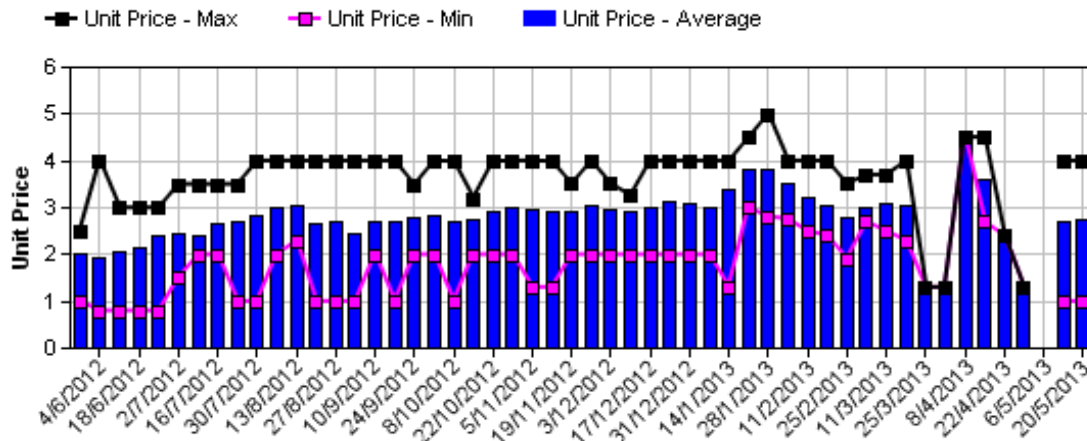
Hass Avocado Average Retail Prices - Sydney



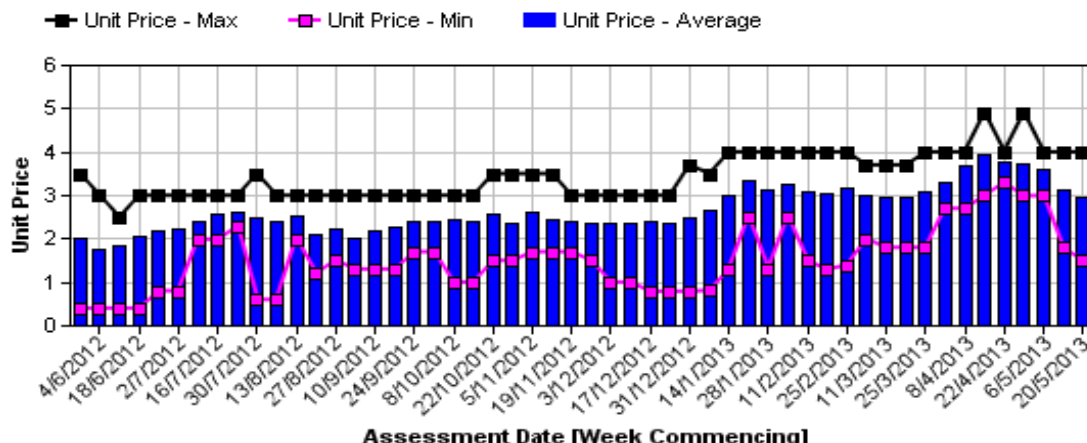
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

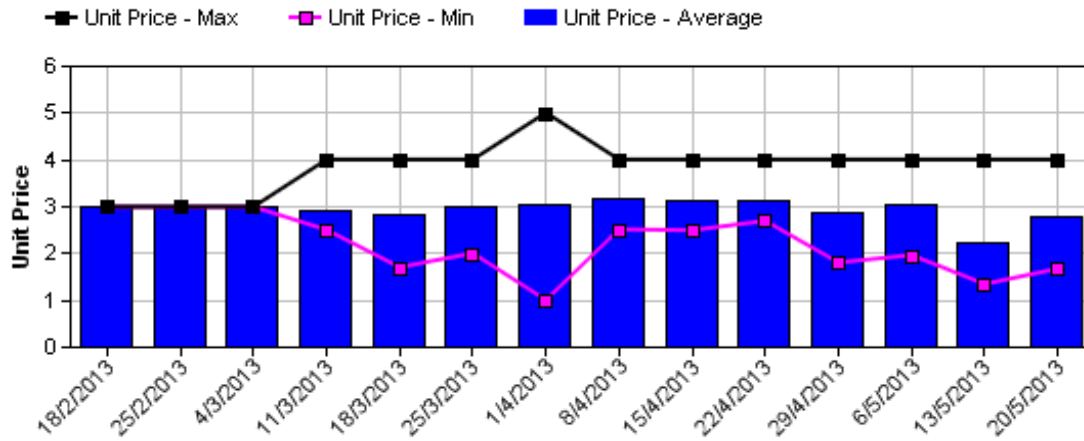


Hass Avocado Average Retail Prices - Perth

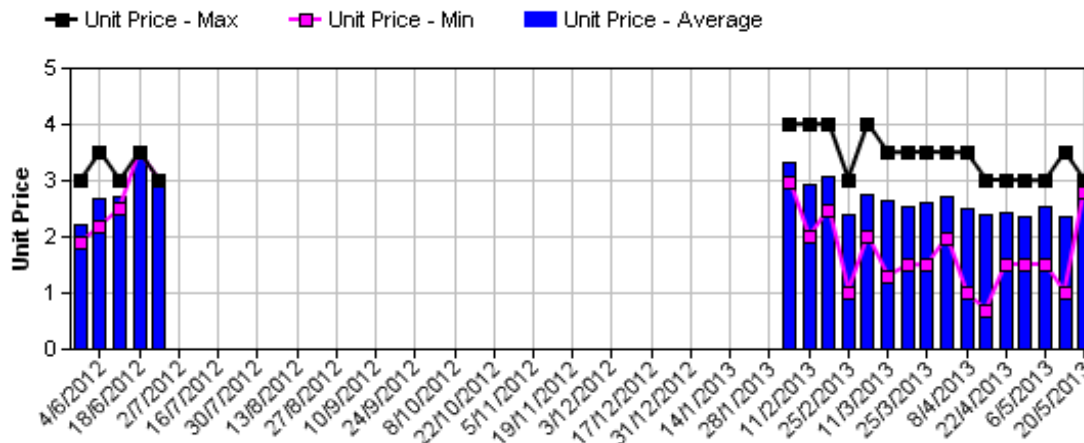


Assessment Date [Week Commencing]

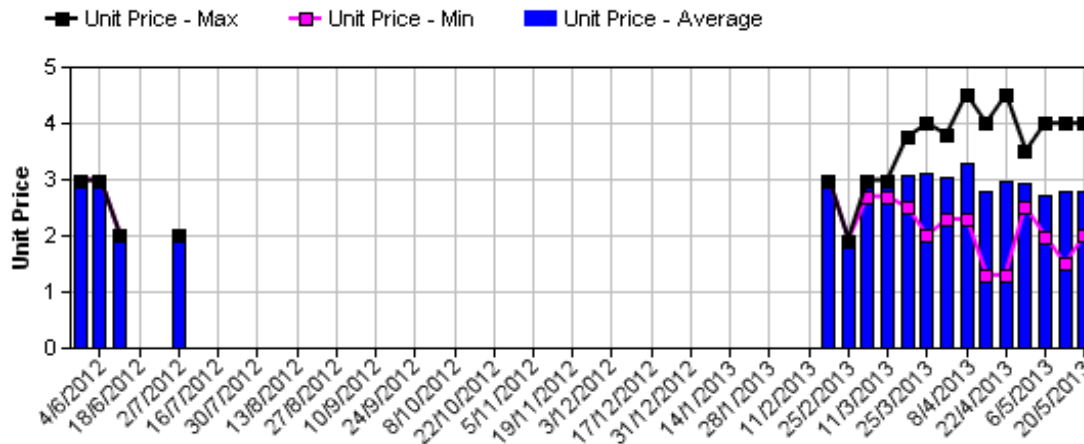
Shepard Avocado Average Retail Prices - Sydney



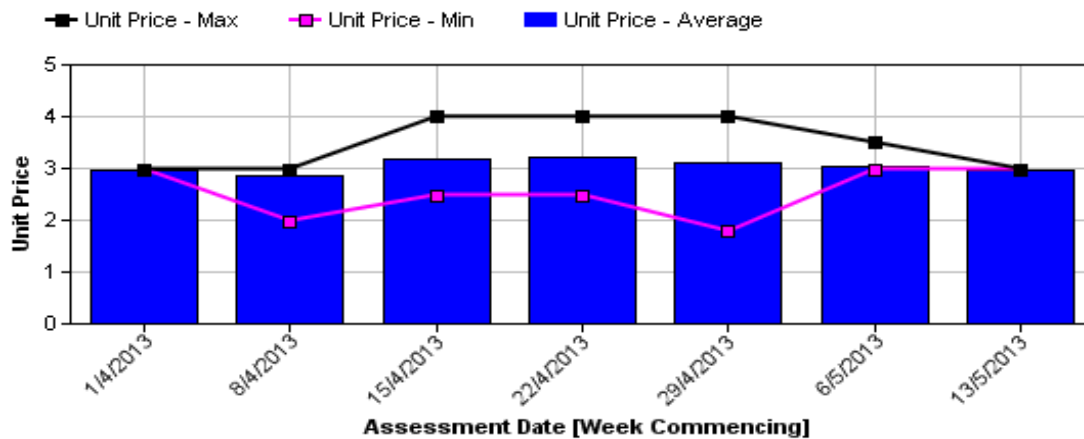
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 20th 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					
I	Shepard	210	1.66	No	Aus	I	Hass	230	0.99	Store	NS
IGA	Hass	190	1.79	Store	Aus	I	Hass	260	1.49	No	NS
IGA	Shepard	180	1.95	No	Aus	I	Hass	247	1.90	No	Aus
Woolworths	Hass	320	2.48	Cat	Aus	I	Shepard	270	1.99	No	Aus
Woolworths	Hass	320	2.48	Cat	Aus	I	Shepard	245	1.99	No	NS
Woolworths	Hass	290	2.48	Cat	Aus	I	Shepard	260	2.48	No	Aus
Coles	Hass	300	2.98	No	Aus	IS	Hass	268	2.49	No	Aus
Coles	Hass	290	2.98	No	Aus	Safeway	Shepard	270	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Coles	Hass	225	2.98	Cat	Aus
Foodworks	Hass	300	2.99	No	Aus	Safeway	Hass	240	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Coles	Hass	265	2.98	Cat	Aus
I	Hass	280	2.99	No	Aus	Coles	Shepard	255	2.98	Cat	Aus
I	Hass	270	2.99	No	Aus	Safeway	Shepard	255	2.98	No	Aus
I	Shepard	330	3.49	No	Aus	I	Hass	275	2.99	No	Aus
IGA	Hass	240	3.50	No	Aus	IGA	Hass	265	2.99	No	Aus
I	Hass	300	3.99	No	Aus	Safeway	Hass	270	2.99	No	Aus
I	Hass	320	3.99	No	Aus	I	Hass	280	3.98	No	NS
I	Shepard	320	3.99	No	Aus	I	Hass	230	3.99	No	Aus
BRISBANE						I	Shepard	298	3.99	No	Aus
I	Hass	205	0.99	Store	Aus	PERTH					
I	Hass	185	1.50	Store	Aus	IS	Hass	205	1.50	Store	Aus
IGA	Hass	200	1.69	Cat	Aus	I	Hass	145	1.78	No	Aus
IGA	Hass	230	1.69	Cat	Aus	Woolworths	Hass	215	2.68	No	Aus
IGA	Hass	195	1.69	Cat	Aus	Woolworths	Hass	210	2.68	No	Aus
Woolworths	Hass	180	1.98	Cat	Aus	Woolworths	Hass	195	2.68	No	Aus
Woolworths	Hass	220	2.48	Cat	Aus	Coles	Hass	210	2.98	No	Aus
I	Hass	240	2.50	Store	Aus	Coles	Hass	215	2.98	No	Aus
Coles	Hass	220	2.68	No	Aus	Coles	Hass	200	2.98	No	Aus
I	Shepard	240	2.79	Store	Aus	I	Hass	280	2.99	No	Aus
Coles	Hass	240	2.98	No	Aus	IGA	Hass	260	2.99	No	Aus
Coles	Hass	220	2.98	No	Aus	IGA	Hass	275	2.99	No	Aus
I	Hass	300	2.99	No	Aus	I	Hass	255	2.99	No	Aus
I	Shepard	242	2.99	Store	Aus	IGA	Hass	260	3.19	No	Aus
						IGA	Hass	215	3.99	No	Aus
						I	Hass	240	3.99	No	Aus
						I	Hass	270	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