



INFOCADO WEEKLY REPORT: 10th May — 16th May 2014 (Wk 20)



Comments

- Hass average retail price have continued to ease with increasing volumes, whilst Shepard avocados have all but disappeared from metropolitan cities with only small volumes noted in Melbourne.
- As 2014 progresses more regions have started to harvest with avocado volumes increasing from Sunshine Coast and Southern Queensland whilst some growers in the Tamborine / Northern Rivers region are starting their harvest.
- 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 learn How to conduct Dry Matter tests at home](#)

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

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

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

What you need to be aware of for next month

The Adelaide Metro Qualicado workshop will be held at the Adelaide Produce Markets Boardroom on 22 May 2014. AAL would like to invite all wholesalers, ripeners and transporters in the area to attend. For more information visit the AAL website or contact the office direct.

New Avocados Campaign Launch

An exciting new consumer marketing campaign is currently rolling out nationally. Look out for the new avocado television commercial, and you can now explore the new consumer website at <http://www.avocado.org.au>.

The campaign is the result of the latest consumer research. The research has found that avocado consumers are better segmented based on their attitudes and behaviours not just their demographic life-stage. The two major groups identified through the research can be best described as "Avocado Lovers" and "Avocado Enthusiasts". The new consumer marketing campaign aims to increase avocado consumption by turning "Avocado Enthusiasts" into "Avocado Lovers". The campaign aims at evolving the consumer focus from HOW TO USE avocados to building a DESIRE to use them MORE OFTEN.

You can read all about the new avocado marketing campaign in the next edition of Talking Avocados out soon.

Upcoming Holidays

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

Report Index

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IMPORTANT and PLEASE NOTE:

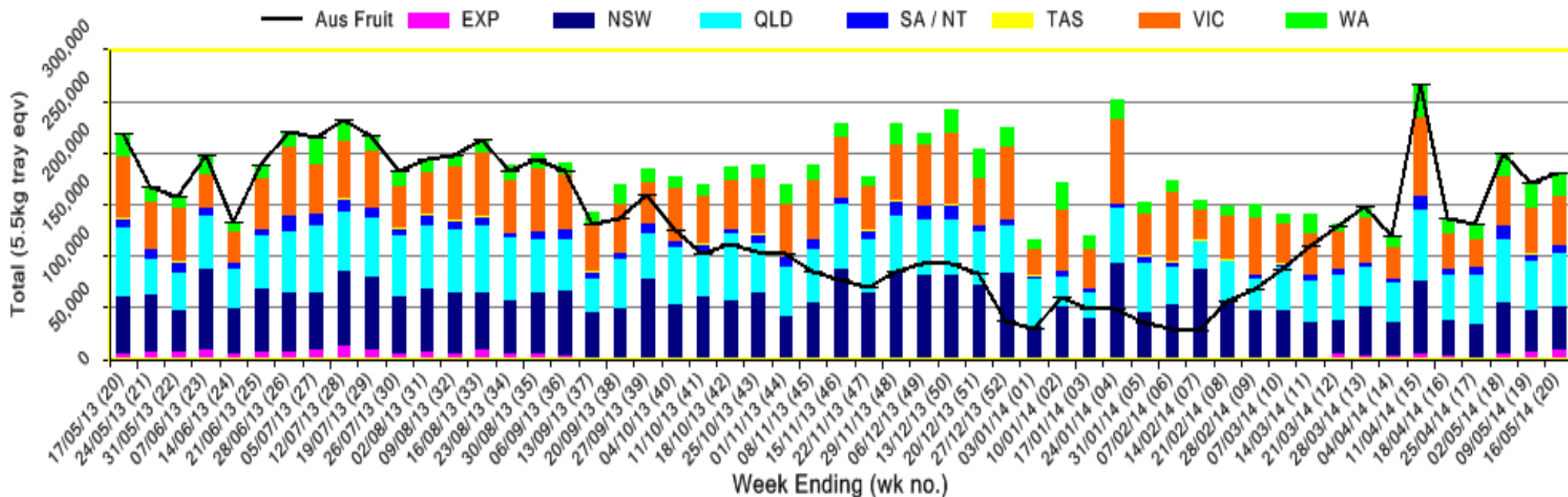
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 10th May - 16th May 2014 (Wk 20)

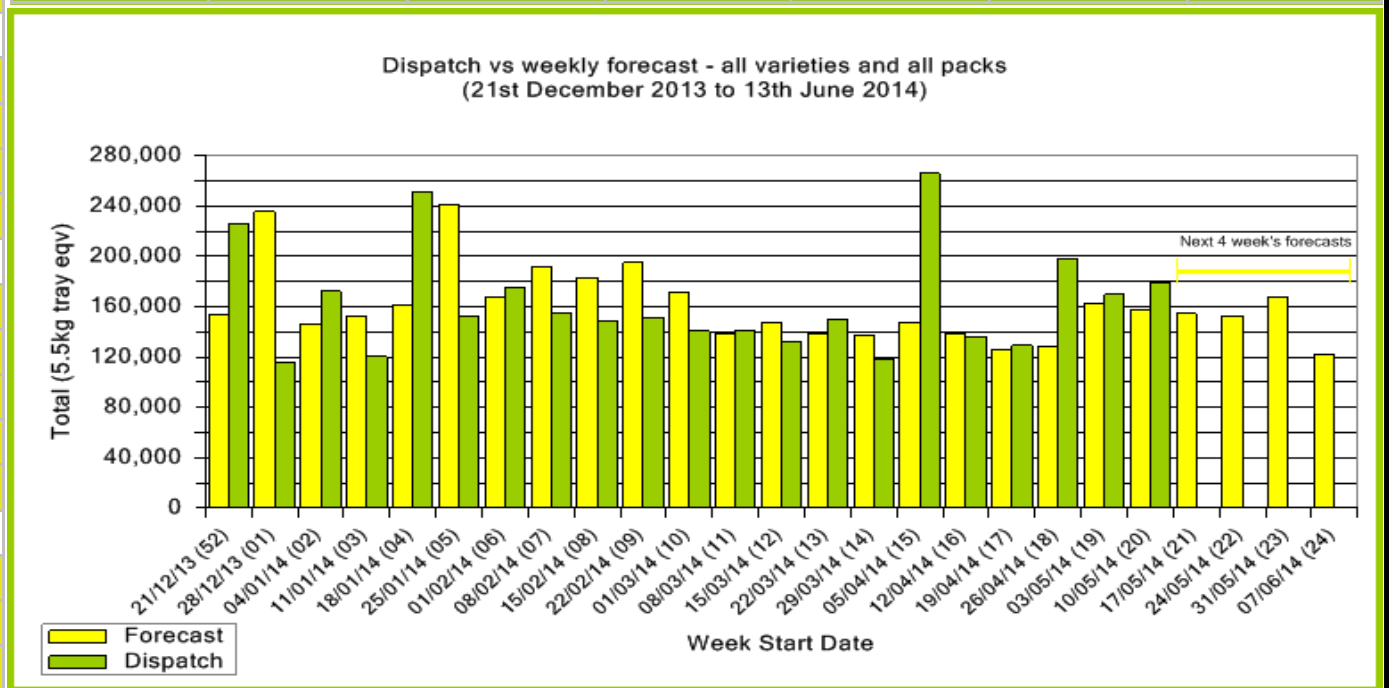
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									6,792	6,792	1,056				8,712
NSW		608	8,007	7,061	475	8,581	3,759	2,364	1,177	32,032	5,481	672			42,119
QLD	283	400	1,938	3,024	930	3,060	11,055	9,595	1,860	32,145	10,695	140	1,600	1,600	52,197
SA / NT		54	568	1,513		580	572	2,796	21	6,104	584	60			7,177
TAS							799	320		1,119					1,119
VIC	19	1,158	1,617	7,436	1,664	9,150	7,786	2,559	846	32,235	8,325	3,320			47,975
WA		62	133	1,075		1,568	8,836	1,760	320	13,754	3,370				19,881
Total	302	2,282	12,263	20,109	3,069	22,939	32,807	19,394	11,016	124,181	29,511	4,192	1,600	1,600	179,181

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 3,200,392 5.5kg tray eqv



Forecast Data (Week 20 - 24)					
Variety	Trays -	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 20 - begin 10/05/2014					
Hass	131,400	10,370	8,000	3,600	152,365
Sharwil	600	30			655
Shepard	1,500	200			1,864
Wurtz	2,000	100			2,182
Week Total	135,500	10,700	8,000	3,600	157,065
Week 21 - begin 17/05/2014					
Hass	130,579	10,520	1,460	3,600	150,626
Sharwil	2,550	115			2,759
Wurtz	1,000				1,000
Week Total	134,129	10,635	1,460	3,600	154,385
Week 22 - begin 24/05/2014					
Bacon		120			218
Hass	123,880	12,098	1,960	2,000	146,596
Sharwil	2,550	115			2,759
Wurtz	3,000	96			3,175
Week Total	129,430	12,429	1,960	2,000	152,748
Week 23 - begin 31/05/2014					
Bacon		120			218
Hass	137,060	13,010	8,100	2,000	162,552
Sharwil	1,950	75			2,086
Wurtz	3,000	96			3,175
Week Total	142,010	13,301	8,100	2,000	168,031
Week 24 - begin 07/06/2014					
Bacon		40			73
Fuerte		80			145
Hass	96,160	12,560	100	2,000	119,378
Sharwil	1,950	75			2,086
Week Total	98,110	12,755	100	2,000	121,683

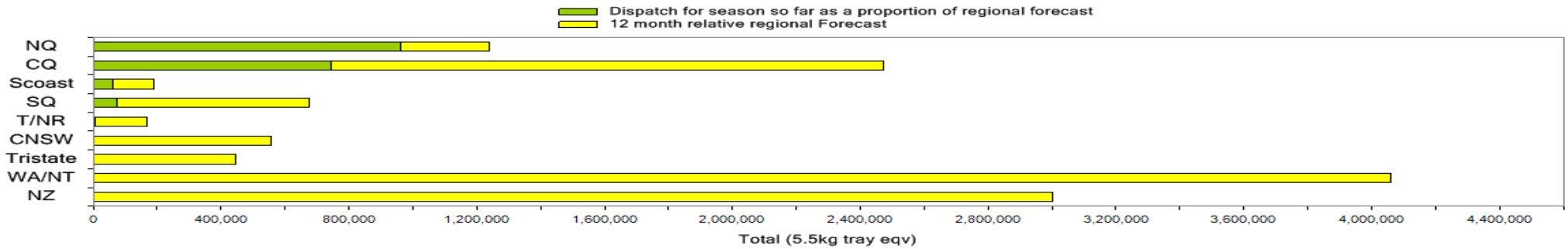
Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 20 - begin 10/05/2014)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Hass	118,685	28,487	4,192	1,600	1,600	171,824	
Sharwil	858	447				1,671	
Shepard	1,373	405				2,109	
Wurtz	3,265	172				3,578	
Total	124,181	29,511	4,192	1,600	1,600	179,181	



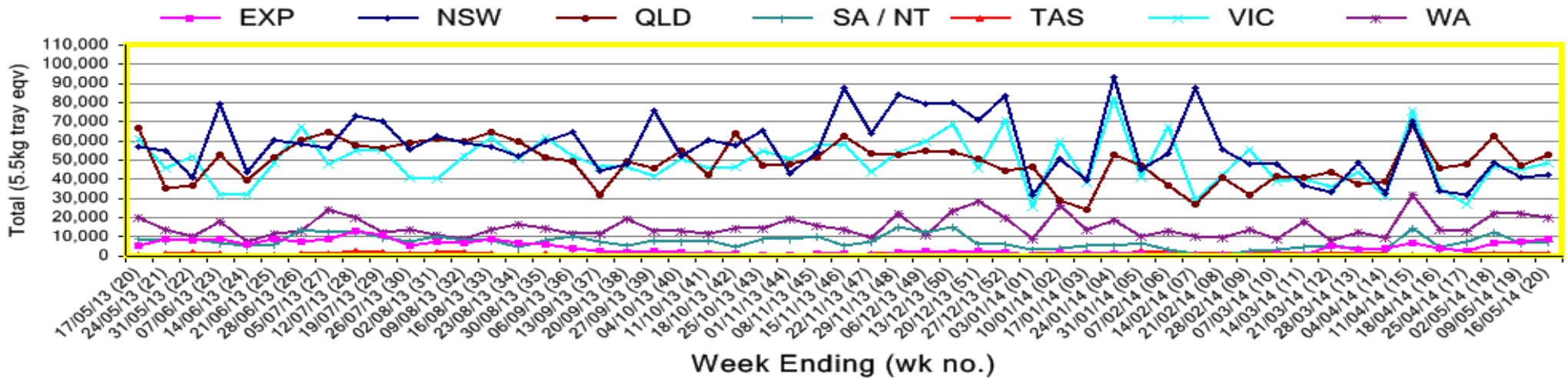
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
Australia (from Infocado)	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727	835	2,693,019
USA¹	0	0	0	0	14	48	19	0		81
Japan¹	0	8,272	38,102	48,498	26,806	3,010	1,129	0		125,817
Other Asia¹	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		201,391
Total	16,341	103,520	355,143	674,981	660,948	639,905	467,893	100,742	835	3,020,308

1 source: Statistics NZ adjusted for freight time to

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 3,200,392 5.5kg tray eqv



Week 20 contributors - Packhouses

Natures Fruit Company (Consolidator)	Tropicado Avocados (NQ)
One Harvest (Consolidator)	Tinaroo Falls Avocado Trust (NQ)
Sunfresh (Consolidator)	Avocado Estates (NQ)
The Avolution (Consolidator)	Balmoral Orchard (SQ)
Lava Valley Produce (CQ)	G & J Krenske (SQ)
Simpson Farms Pty Ltd (CQ)	Sunnyspot Packhouse Pty Ltd (SQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Touchwood Farming (SQ)
Donovan Family Investment Trust (CQ)	SC: Less than 3 Packhouse contributors
Sunny Bluff Produce Pty Ltd (CQ)	TNR: Less than 3 Packhouse contributors
SuperPak (CQ)	

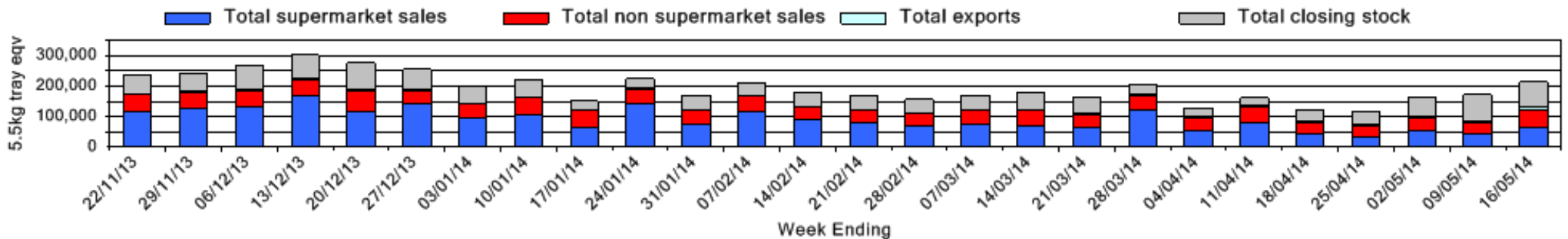
Week 20 contributors - Wholesalers

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)

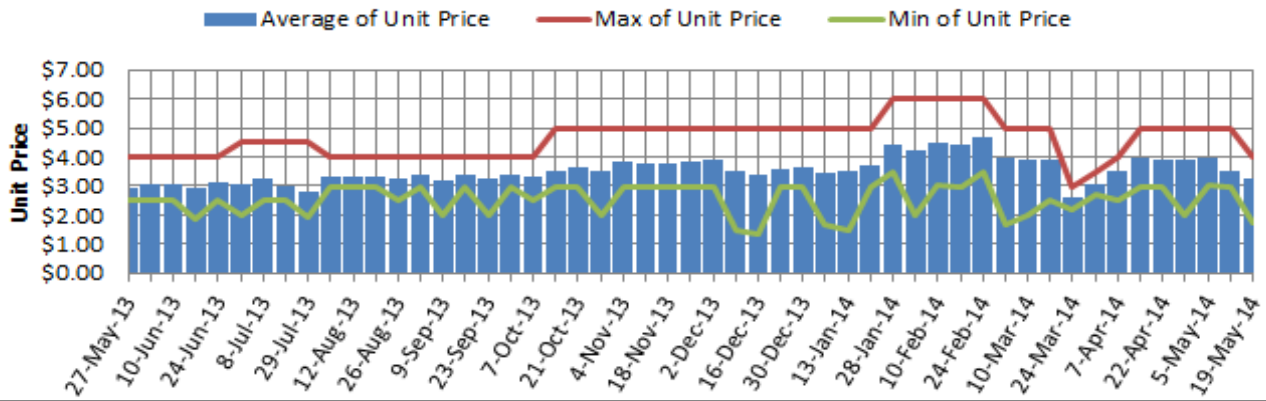
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	15,360			15,360						600			600	109	15,469			15,469
Total non supermarket sales	5,492		302	5,794	1,153	42	2	1,197	2,176						7,588	76	306	7,970
Total exports																		
Total sales	20,852		302	21,154	1,153	42	2	1,197	2,176	600			600	109	23,057	76	306	23,439
Total Stock on Hand	2,357		121	2,478	737			737	1,340						3,697		121	3,818
QLD																		
Total supermarket sales	16,870			16,870						120			120	22	16,892			16,892
Total non supermarket sales	17,664			17,664	2,655			2,655	4,827						22,491			22,491
Total exports	6,792			6,792	1,056			1,056	1,920						8,712			8,712
Total sales	41,326			41,326	3,711			3,711	6,747	120			120	22	48,095			48,095
Total Stock on Hand	27,065	109		27,174	1,116	2		1,118	2,033						29,094	113		29,207
SA & TAS																		
Total supermarket sales	5,259			5,259						60			60	11	5,270			5,270
Total non supermarket sales	6,365		2	6,367	854			854	1,553						7,918		2	7,920
Total exports																		
Total sales	11,624		2	11,626	854			854	1,553	60			60	11	13,188		2	13,190
Total Stock on Hand	13,251			13,251	3,289			3,289	5,980						19,231			19,231
VIC																		
Total supermarket sales	17,218			17,218						540			540	98	17,316			17,316
Total non supermarket sales	5,663	1,318	1,459	8,440	1,618	873		2,491	4,529	11			11	2	8,607	2,905	1,459	12,971
Total exports																		
Total sales	22,881	1,318	1,459	25,658	1,618	873		2,491	4,529	551			551	100	25,923	2,905	1,459	30,287
Total Stock on Hand	14,420	2,156	2,266	18,843	1,416	323	314	2,053	3,733						16,995	2,744	2,837	22,575
WA																		
Total supermarket sales	8,769	384		9,153											8,769	384		9,153
Total non supermarket sales	4,155			4,155	1,561			1,561	2,838						6,993			6,993
Total exports																		
Total sales	12,924	384		13,308	1,561			1,561	2,838						15,762	384		16,146
Total Stock on Hand	5,791			5,791	575			575	1,045						6,836			6,836
Total																		
Total supermarket sales	63,476	384		63,860						1,320			1,320	240	63,716	384		64,100
Total non supermarket sales	39,339	1,318	1,763	42,420	7,841	915	2	8,758	15,924	11			11	2	53,598	2,982	1,767	58,346
Total exports	6,792			6,792	1,056			1,056	1,920						8,712			8,712
Total sales	109,607	1,702	1,763	113,072	8,897	915	2	9,814	17,844	1,331			1,331	242	126,026	3,366	1,767	131,158
Total Stock on Hand	62,884	2,265	2,387	67,537	7,133	325	314	7,772	14,131						75,853	2,856	2,958	81,667

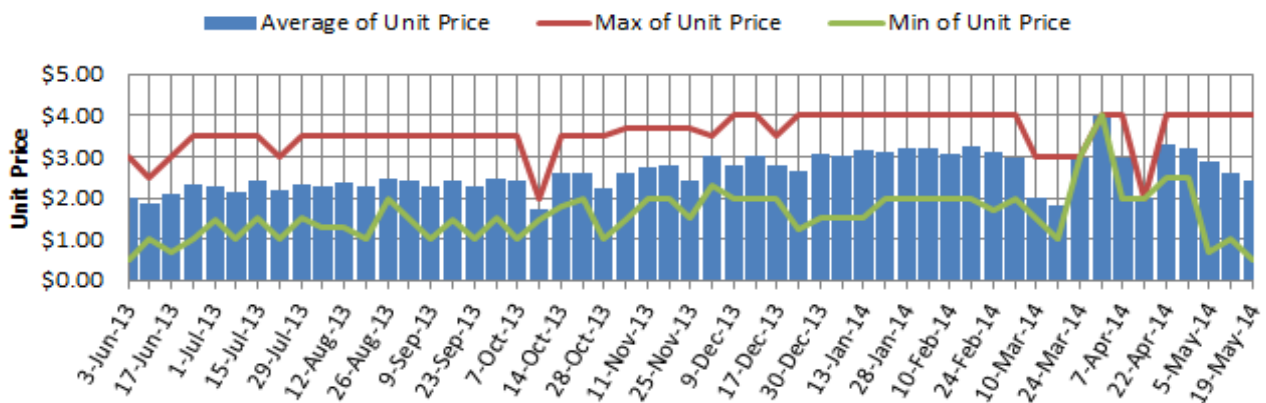
Weekly National Sales



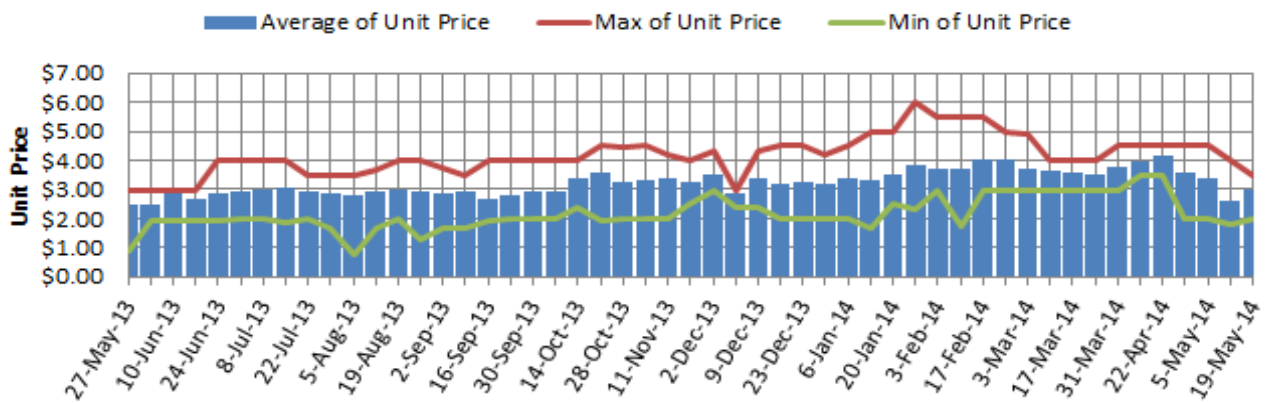
Hass Avocado Average Retail Prices - Sydney



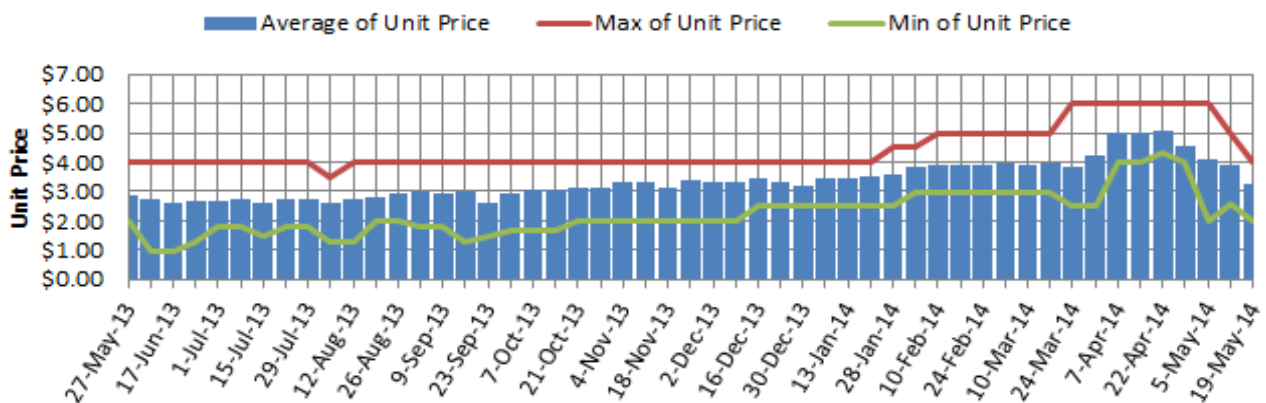
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

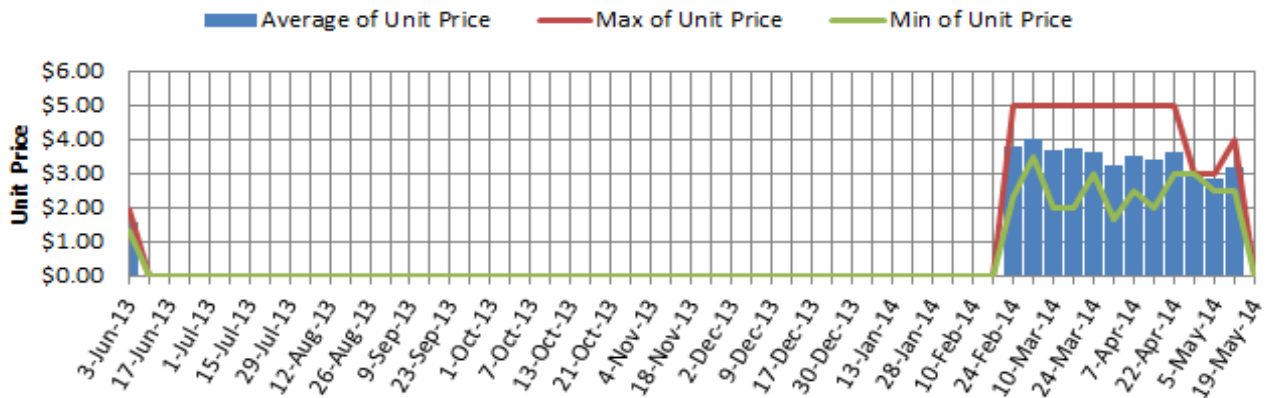


Hass Avocado Average Retail Prices - Perth

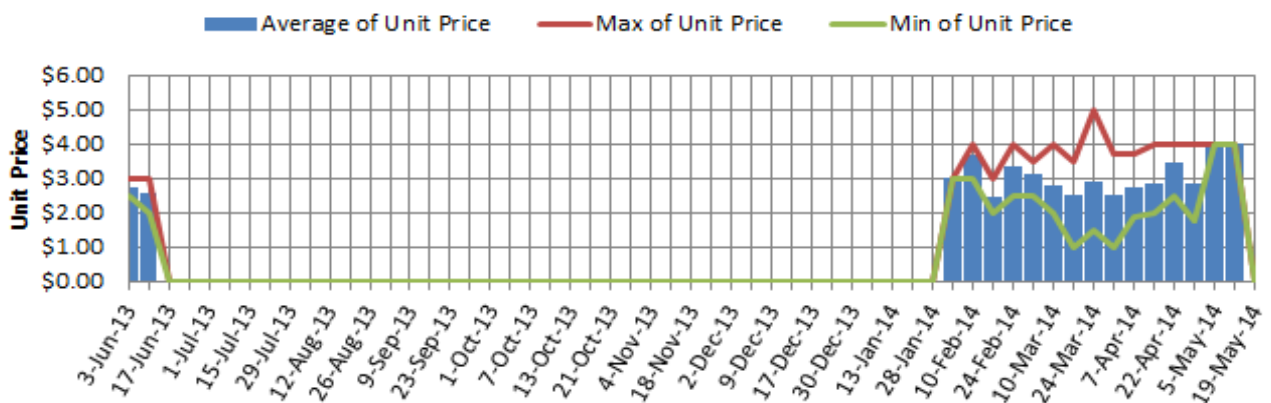


Assessment date (Week Commencing)

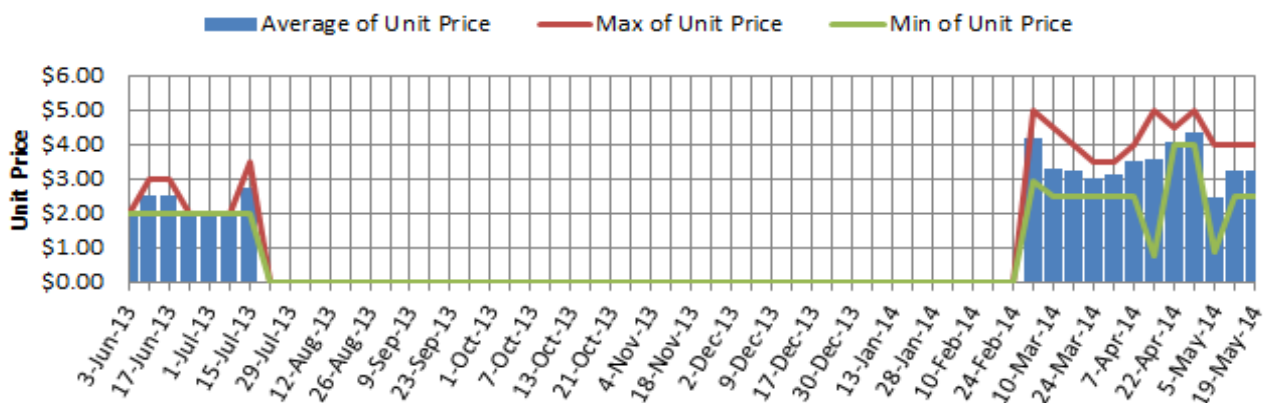
Shepard Avocado Average Retail Prices - Sydney



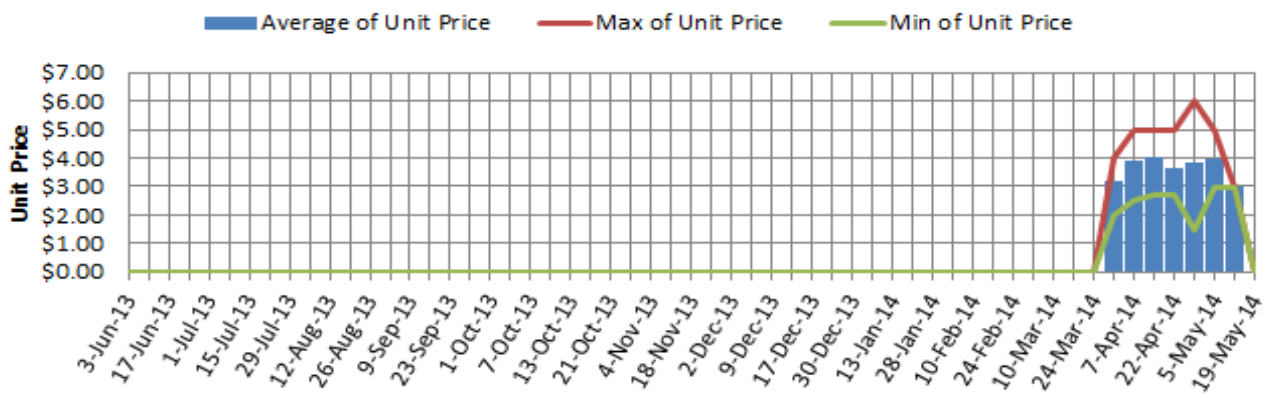
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 19th May 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	290	1.70	Cat	Aus	I	Hass	150	1.99	No	Aus
Coles	Hass	280	1.70	Cat	Aus	I	Shepard	230	2.49	No	NS
Woolworths	Hass	280	2.98	No	Aus	I	Hass	185	2.49	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	280	2.69	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Safeway	Hass	250	2.98	No	Aus
I	Hass	270	2.99	No	Aus	Coles	Hass	250	2.98	No	Aus
I	Hass	270	2.99	No	Aus	Coles	Hass	205	2.98	No	Aus
IGA	Hass	220	3.48	No	Aus	Coles	Hass	200	2.98	No	Aus
IGA	Hass	280	3.49	No	Aus	IS	Hass	225	2.99	No	NS
I	Hass	270	3.49	No	Aus	IS	Hass	220	2.99	No	Aus
I	Hass	320	3.99	No	Aus	I	Hass	160	2.99	No	Aus
I	Hass	310	3.99	No	Aus	Safeway	Hass	270	3.48	No	Mixed
I	Hass	310	3.99	No	Aus	Safeway	Hass	230	3.48	No	Mixed
I	Hass	290	3.99	No	Aus	I	Hass	370	3.49	No	NS
Foodworks	Hass	290	3.99	No	Aus	IGA	Shepard	240	3.99	No	Aus
BRISBANE						PERTH					
I	Hass	100	0.50	Store	Aus	Coles	Hass	210	2.00	No	Aus
I	Hass	100	0.69	Store	Aus	IGA	Hass	185	2.79	No	Aus
I	Hass	150	0.99	Store	Aus	I	Hass	275	2.98	No	Aus
I	Hass	200	1.50	Store	Aus	Coles	Hass	220	2.98	No	Aus
I	Hass	320	1.66	Store	Aus	I	Hass	250	2.99	No	Aus
Woolworths	Hass	200	1.98	Cat	Mixed	I	Hass	225	2.99	No	Aus
Woolworths	Hass	220	2.00	Cat	Mixed	IS	Hass	170	2.99	Store	Aus
Woolworths	Hass	215	2.00	Cat	NS	IGA	Hass	220	3.19	No	Aus
I	Hass	200	2.00	Store	Aus	Woolworths	Hass	210	3.48	No	Aus
Woolworths	Hass	200	2.00	Cat	Mixed	Woolworths	Hass	200	3.48	No	Aus
Coles	Hass	220	2.98	No	Aus	Woolworths	Hass	190	3.48	Store	Aus
Coles	Hass	220	2.98	No	Aus	IGA	Hass	220	3.69	No	Aus
Woolworths	Hass	220	2.98	Cat	Mixed	IGA	Hass	290	3.99	No	Aus
Woolworths	Hass	215	2.98	Cat	NS	I	Hass	260	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	I	Hass	250	3.99	No	Aus
I	Hass	200	2.99	No	Aus						
IGA	Hass	160	2.99	No	Aus						
I	Hass	270	3.00	Store	Aus						
I	Hass	270	3.00	Store	Aus						
I	Hass	270	3.49	Store	Aus						
I	Hass	270	3.49	Store	Aus						
IGA	Hass	150	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