



INFOCADO WEEKLY REPORT: 9th May — 15th May 2015 (Week 20)

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Comments

- The majority of dispatches for the past week were to Sydney and Brisbane, with a high proportion of Bulks (refer P 2).
- The weekly dispatch volume (210,459 trays) was slightly higher than the weeks forecast by about 15,000 trays (8%). The four week forecast indicates variation to dispatches over the next few weeks (refer P 3).
- Market volumes are dominated by Hass once again as the Shepard volumes retract, a range of minor varieties also available (refer P 3).
- Average retail prices have remained steady across the major cities hovering around the \$3.00 mark. The lowest retail price recorded was \$1.48 / Shepard avocado, seen in Brisbane, whilst the highest retail price recorded was \$4.99 / Hass avocado, seen in Perth and Sydney. A number of store specials were observed for individual avocados whilst monitoring retail pricing over the last week (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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.

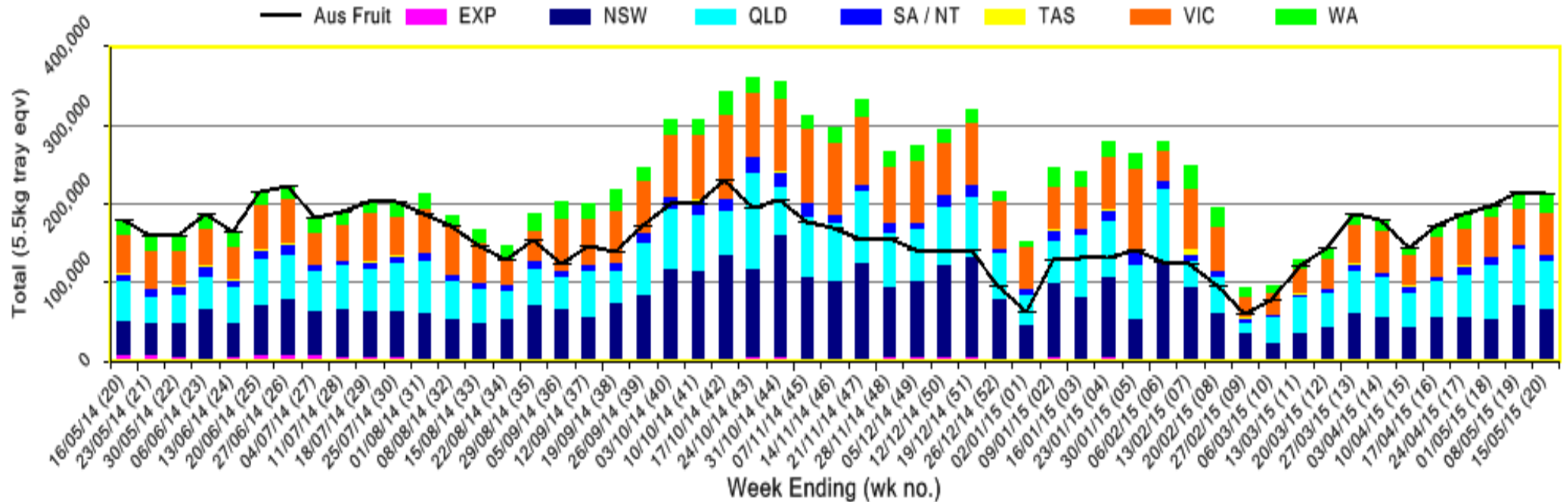
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 9th May - 15th May 2015 (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			30						800	830	852			2,379
NSW		356	1,904	10,164	812	9,866	9,820	2,945	1,269	37,136	13,727	3,456		62,722
QLD	376	450	2,170	3,373	649	5,816	7,302	13,374	1,469	34,979	13,294	7,777	4,238	61,335
SA / NT		12	111	150		2,605	845	3,157	133	7,013	516			7,951
TAS								320		320	96			495
VIC	3	607	1,575	8,077	378	10,478	9,601	5,300	678	36,697	8,665	2,681		52,939
WA			529	1,772		2,702	7,618	5,827		18,448	2,304			22,637
Total	379	1,425	6,319	23,536	1,839	31,467	35,186	30,923	4,349	135,423	39,454	13,914	4,238	210,459

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 3,858,512 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

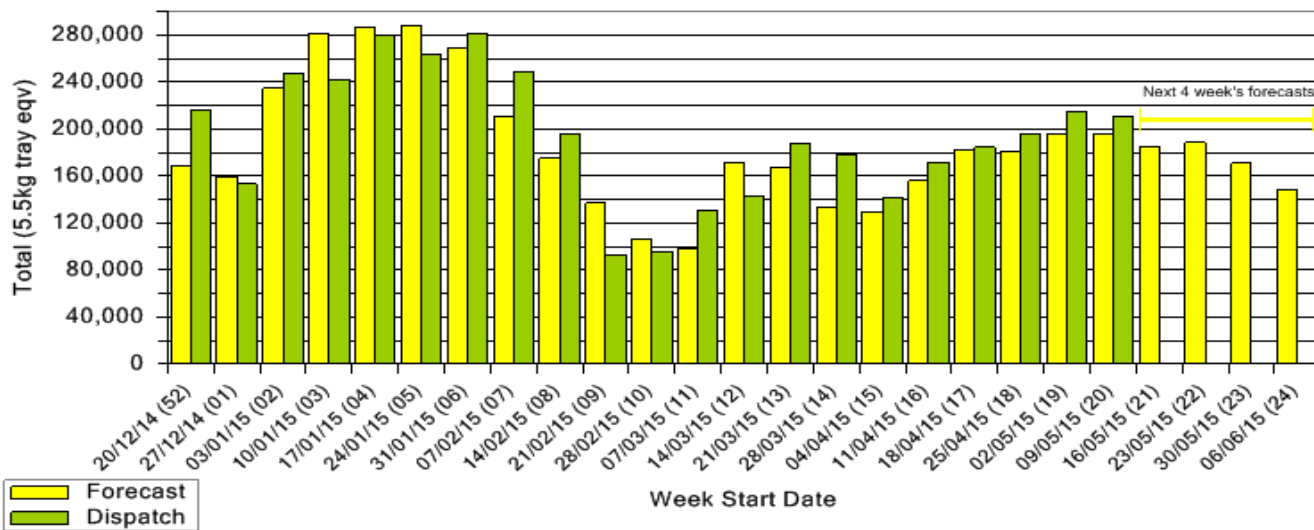
Forecast Data (Week 20 - 24)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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					
Bacon		80			145
Hass	164,601	10,070	1,200	3,600	183,783
Sharwil	550	140			805
Week Total	165,151	10,290	1,200	3,600	184,733
Week 22 - begin 23/05/2015					
Bacon		120			218
Hass	166,850	9,100	500	2,400	183,922
Sharwil	50	50			141
Shepard	3,000	50			3,091
Wurtz	1,000				1,000
Week Total	170,900	9,320	500	2,400	188,372
Week 23 - begin 30/05/2015					
Bacon		160			291
Hass	152,500	9,110	200	2,400	169,536
Sharwil	50	50			141
Shepard	1,000	50			1,091
Week Total	153,550	9,370	200	2,400	171,058
Week 24 - begin 06/06/2015					
Bacon		80			145
Fuerte		80			145
Hass	131,750	8,330		2,400	147,331
Wurtz	1,000				1,000
Week Total	132,750	8,490		2,400	148,622

Dispatch Data (Week 20 - begin 9/05/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte		710			995
Hass	119,897	36,682	9,098	4,238	189,017
Other	717	16			746
Pinkerton	389	115			598
Sharwil	2,798	2,243			6,876
Shepard	9,769	225	4,816		11,054
Wurtz	1,143	16			1,172
Total	135,423	39,454	13,914	4,238	210,459

Dispatch vs weekly forecast - all varieties and all packs (20th December 2014 to 12th June 2015)

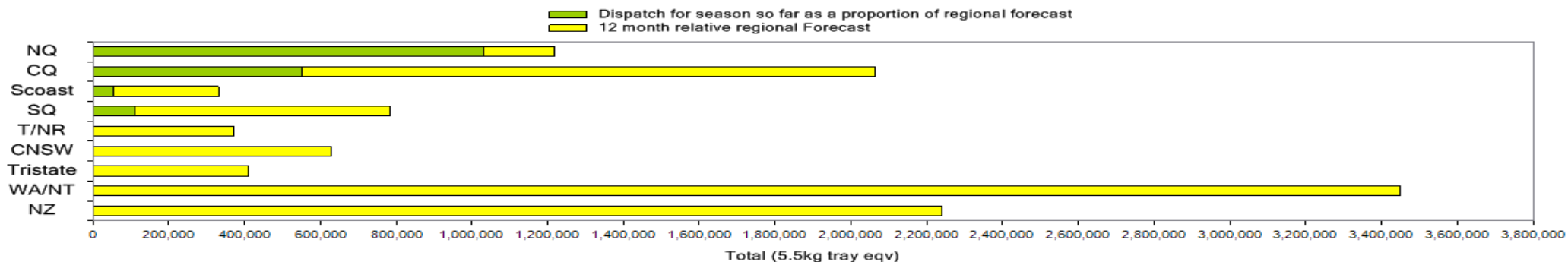


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

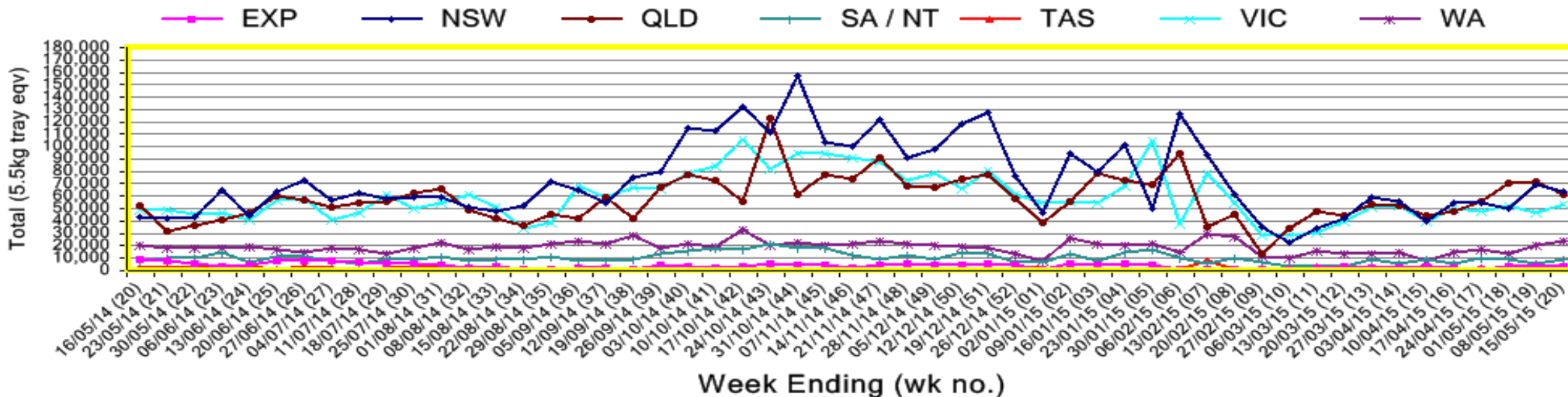
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	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 = 3,858,512 5.5kg tray eqv



Week 20 Contributors - Packhouses

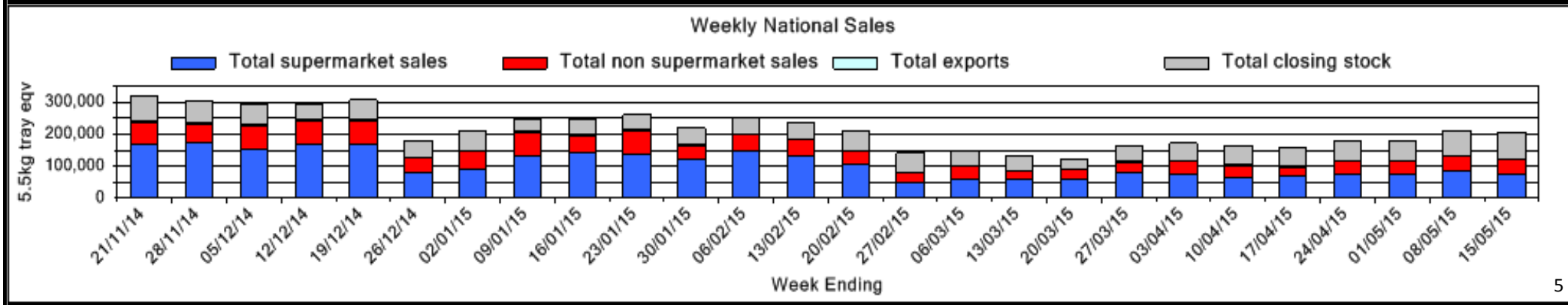
- | | |
|--------------------------------------|----------------------------------|
| Natures Fruit Company (Consolidator) | Avocado Estates (NQ) |
| One Harvest (Consolidator) | Battistin Orchards Pty Ltd (NQ) |
| Sunfresh (Consolidator) | Gunnado Farm (NQ) |
| Simpson Farms Pty Ltd (Consolidator) |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

Week 20 Contributors - Wholesalers

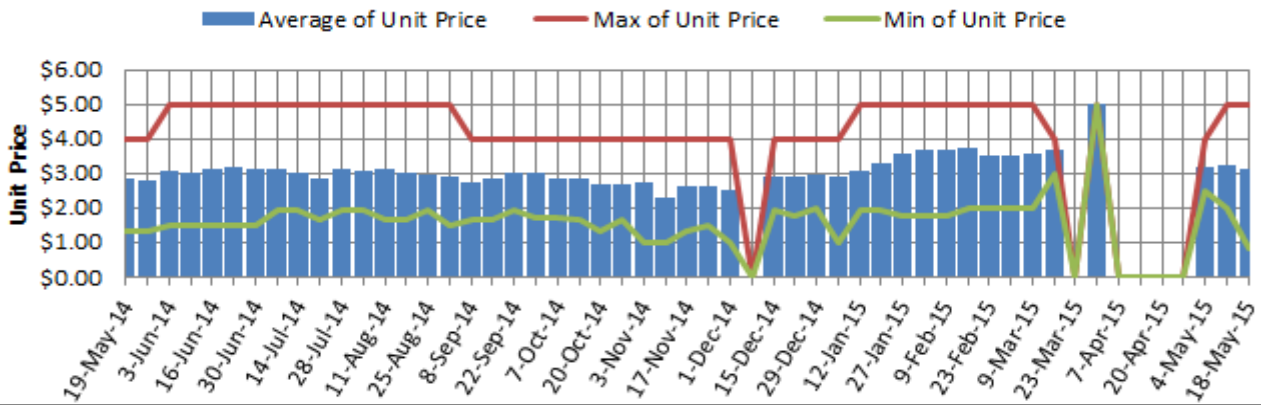
- | | |
|-------------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Fresh Express Produce Pty Ltd (Perth) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Melbourne) | The La Manna Group (Adelaide) |
| 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

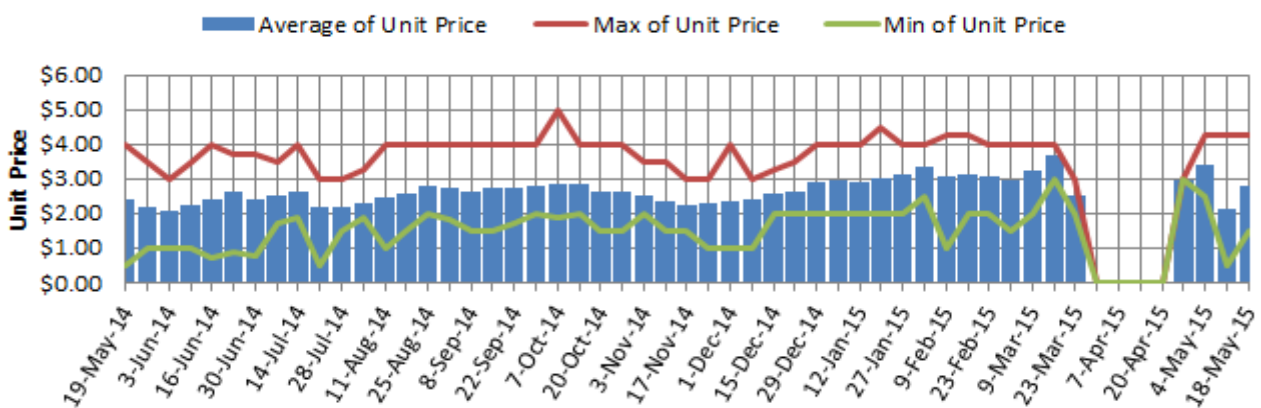
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	18,522			18,522						3,420	36		3,456	628	19,144	7		19,150
Total non supermarket sales	4,354	278	322	4,954	1,515	258		1,773	3,224						7,109	747	322	8,178
Total exports																		
Total sales	22,876	278	322	23,476	1,515	258		1,773	3,224	3,420	36		3,456	628	26,252	754	322	27,328
Total Stock on Hand	5,244		100	5,344	480	127		607	1,104						6,117	231	100	6,448
QLD																		
Total supermarket sales	10,941	7,566		18,507						3,996	3,780		7,776	1,414	11,668	8,253		19,921
Total non supermarket sales	3,988	1,919		5,907	2,722	409		3,131	5,693	15			15	3	8,940	2,663		11,602
Total exports	830			830	852			852	1,549						2,379			2,379
Total sales	15,759	9,485		25,244	3,574	409		3,983	7,242	4,011	3,780		7,791	1,417	22,986	10,916		33,902
Total Stock on Hand	35,670	246		35,916	2,030	23		2,053	3,733	285	3,780		285	52	39,413	288		39,701
SA & TAS																		
Total supermarket sales	9,360			9,360											9,360			9,360
Total non supermarket sales	2,787	1,513		4,300	826	98		924	1,680						4,289	1,691		5,980
Total exports																		
Total sales	12,147	1,513		13,660	826	98		924	1,680						13,649	1,691		15,340
Total Stock on Hand	9,988	359		10,347	1,711	69		1,780	3,236						13,099	484		13,583
VIC																		
Total supermarket sales	19,305			19,305	480			480	873	1,680	1,000		2,680	487	20,483	182		20,665
Total non supermarket sales	7,503	3,695	84	11,281	1,288	175		1,463	2,660	14			14	3	9,847	4,013	84	13,944
Total exports																		
Total sales	26,808	3,695	84	30,586	1,768	175		1,943	3,533	1,694	1,000		2,694	490	30,330	4,195	84	34,609
Total Stock on Hand	14,010	956	626	15,592	1,515	136		1,651	3,002	184			184	33	16,798	1,203	626	18,627
WA																		
Total supermarket sales	7,217			7,217	42			42	76						7,293			7,293
Total non supermarket sales	2,545			2,545	1,391			1,391	2,529						5,074			5,074
Total exports																		
Total sales	9,762			9,762	1,433			1,433	2,605						12,367			12,367
Total Stock on Hand	3,609			3,609	592			592	1,076						4,685			4,685
Total																		
Total supermarket sales	65,345	7,566		72,911	522			522	949	9,096	4,816		13,912	2,529	67,948	8,442		76,390
Total non supermarket sales	21,177	7,405	406	28,987	7,742	940		8,682	15,785	29			29	5	35,258	9,114	406	44,778
Total exports	830			830	852			852	1,549						2,379			2,379
Total sales	87,352	14,971	406	102,728	9,116	940		10,056	18,284	9,125	4,816		13,941	2,535	105,585	17,555	406	123,547
Total Stock on Hand	68,521	1,561	726	70,808	6,328	355		6,683	12,151	469			469	85	80,112	2,206	726	83,044



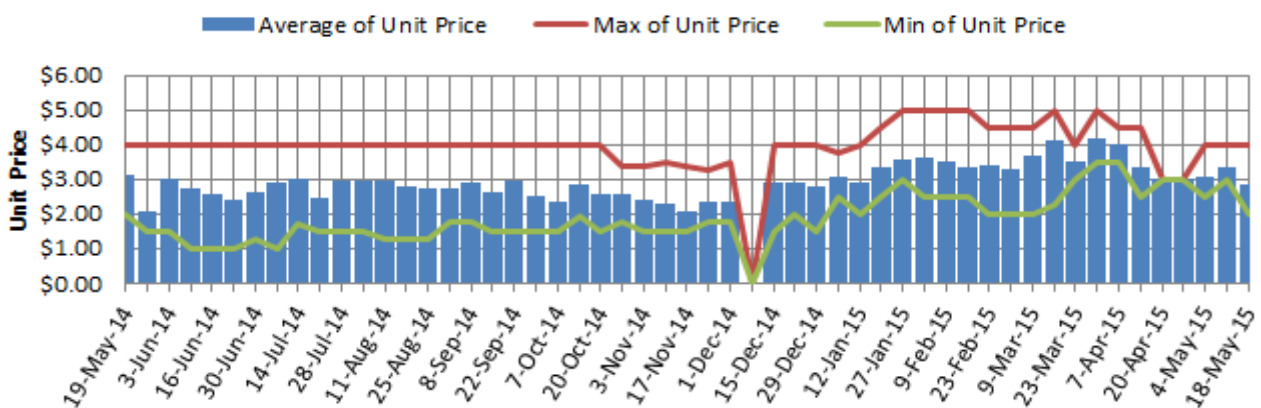
Hass Avocado Average Retail Prices - Sydney



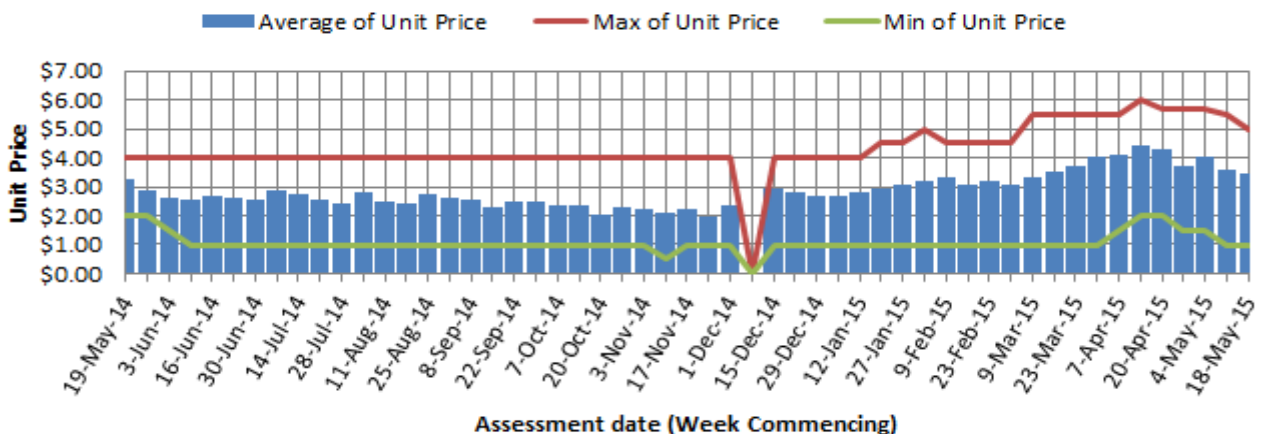
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

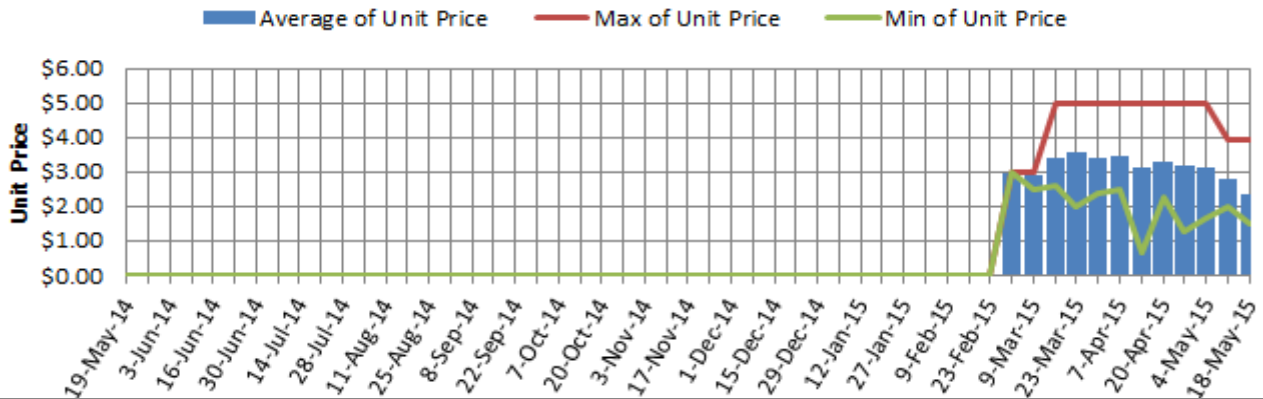


Hass Avocado Average Retail Prices - Perth

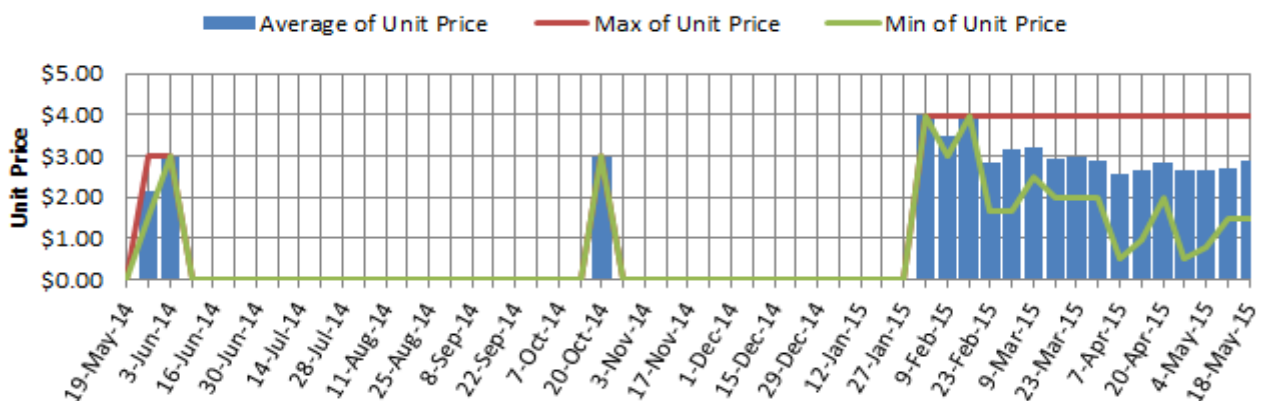


Assessment date (Week Commencing)

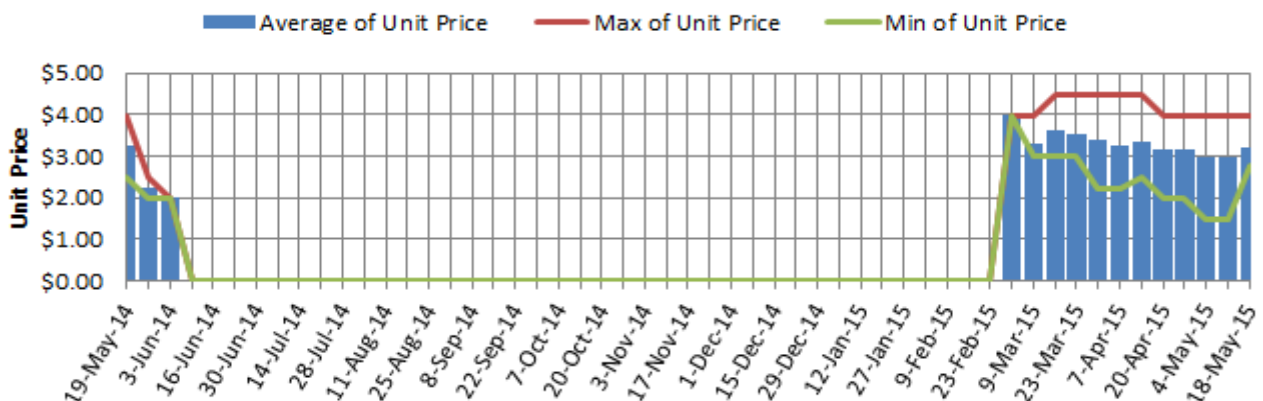
Shepard Avocado Average Retail Prices - Sydney



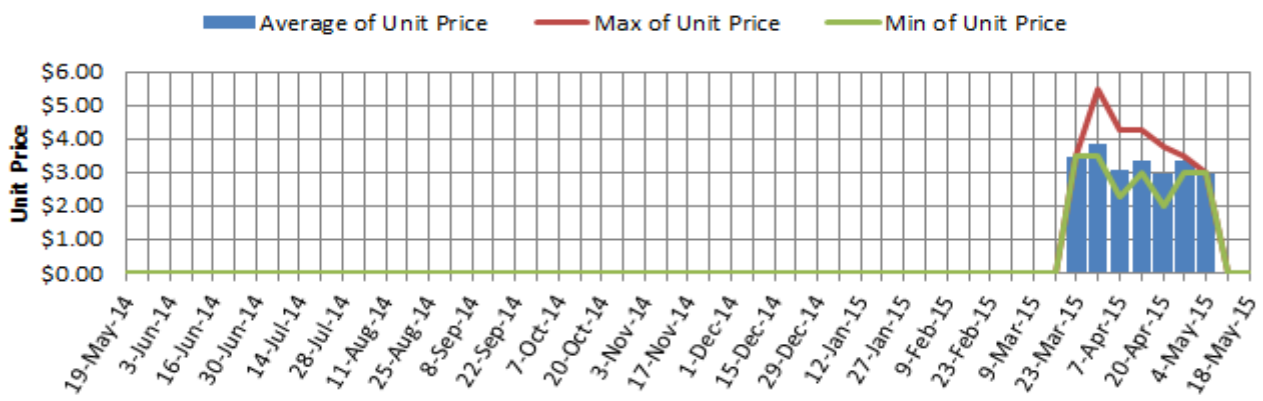
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 18th 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	1.50	Store	Aus	I	Hass	200	1.99	Store	Aus
IC	Sharwil	190	1.50	Store	Aus	I	Hass	175	2.29	No	NS
IC	Shepard	220	1.66	Store	Aus	I	Hass	190	2.40	No	NS
I	Hass	200	2.49	No	Aus	Woolworths	Hass	220	2.70	Store	Aus
Woolworths	Hass	280	2.98	No	Aus	Woolworths	Hass	230	2.70	Store	Aus
Woolworths	Hass	250	2.98	No	Aus	Woolworths	Hass	240	2.70	Store	Aus
Coles	Hass	220	2.98	No	Aus	I	Shepard	320	2.79	No	Aus
Coles	Hass	230	2.98	No	Aus	Coles	Hass	280	2.98	No	Aus
IGA	Hass	230	2.98	No	Aus	Coles	Hass	180	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus	Coles	Hass	210	2.98	Store	Aus
Coles	Hass	280	2.98	No	Aus	I	Shepard	320	2.99	No	Aus
I	Hass	260	2.99	No	Aus	I	Shepard	270	2.99	No	Aus
I	Hass	270	2.99	No	Aus	I	Hass	260	3.49	No	Aus
IGA	Hass	260	3.95	No	Aus	I	Shepard	260	3.98	No	Aus
IGA	Shepard	310	3.95	No	Aus	I	Hass	290	3.98	No	Aus
Foodworks	Hass	300	3.99	No	Aus	PERTH					
IC	Hass	320	3.99	No	Aus	Coles	Hass	190	2.98	No	Aus
IC	Hass	320	3.99	No	Aus	Woolworths	Hass	195	2.98	No	Aus
IC	Hass	310	3.99	No	Aus	Coles	Hass	205	2.98	No	Aus
I	Hass	300	4.99	No	Aus	I	Hass	230	2.98	No	Aus
BRISBANE						Coles	Hass	185	2.98	No	Aus
I	Shepard	165	1.48	No	Aus	Woolworths	Hass	185	2.98	No	Aus
I	Hass	155	1.48	No	Aus	I	Hass	230	2.99	No	Aus
I	Hass	165	1.50	No	Aus	Woolworths	Hass	195	3.48	No	Aus
I	Hass	195	1.99	No	Aus	I	Hass	250	3.99	No	Aus
IGA	Shepard	140	2.19	Cat	Aus	IGA	Hass	230	3.99	No	Aus
I	Shepard	240	2.49	No	Aus	IGA	Hass	260	3.99	No	Aus
I	Shepard	264	2.79	No	Aus	IS	Hass	250	3.99	No	Aus
Woolworths	Shepard	200	2.98	No	Aus	I	Hass	215	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	IGA	Hass	260	4.29	No	Aus
Coles	Shepard	220	2.98	No	Aus	IGA	Hass	265	4.49	No	Aus
Woolworths	Shepard	270	2.98	No	Aus	I	Hass	265	4.99	No	Aus
Coles	Hass	200	2.98	No	Aus						
Coles	Shepard	240	2.98	No	Aus						
Woolworths	Shepard	200	2.98	No	Aus						
Coles	Hass	200	2.98	No	Aus						
Coles	Shepard	200	2.98	No	Aus						
IGA	Hass	192	2.99	No	Aus						
I	Hass	300	2.99	No	Aus						
I	Hass	300	3.00	Store	Aus						
I	Hass	265	3.50	No	Aus						
IGA	Shepard	240	3.99	No	Aus						
I	Shepard	280	3.99	No	Aus						
I	Hass	355	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