



## INFOCADO WEEKLY REPORT: 17th May — 23rd May 2014 (Wk 21)



### Comments

- The average retail price for both Hass and Shepard have continued to ease with increasing Hass volumes. Alternative green skin varieties have also made their way into the marketplace with Bacon, Fuerte, Sharwil and Wurst being recorded in small volumes.
- In the past month total stock on hand in the wholesale and retail sectors have gently increased with grower returns taking a hit this week.
- The four week forecast illustrates the volume of avocados entering the domestic marketplace is set to rise. Over the course of the next month it is suggested that the total dispatch volume will increase by 20,000 5.5kg tray equivalents from today's figures.
- The Adelaide Metropolitan Qualicado workshop was held on 22 May 2014 at the Adelaide Fresh Produce Markets. AAL would like to thank all wholesalers for attending as well as the Market staff that contributed to making the day a success.

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

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

The Central New South Wales Qualicado workshop will be held at 224 Herbert Gill Road near Comboyne on the 11 June 2014. AAL would like to invite all growers and packers in the area to attend. For more information visit the AAL website or contact the office direct.

### Rationale of New Australia Avocados Consumer Website

AAL invites all industry members to explore the new Australian Avocados consumer website at <http://www.avocado.org.au>.

The website has kept up well with consumers over the past 5-7 years. Though as consumers begin to diversify across the technological field in accessing information the need to upgrade "aged" digital systems becomes apparent. Through the redevelopment of the website new technologies have been able to be harnessed that weren't previously available. The benefits of implementing these technologies will enable the website to be more easily managed moving forward in a cost effective manner.

The recent upgrade has allowed the website to be more device responsive. This allows the design elements to be retained no matter what device the website is being viewed upon. Another advantage from the upgrade is the integration of social media and its current usage in today's world. The redevelopment has also allowed the re-alignment of the site with the strategic marketing plan. 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

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:

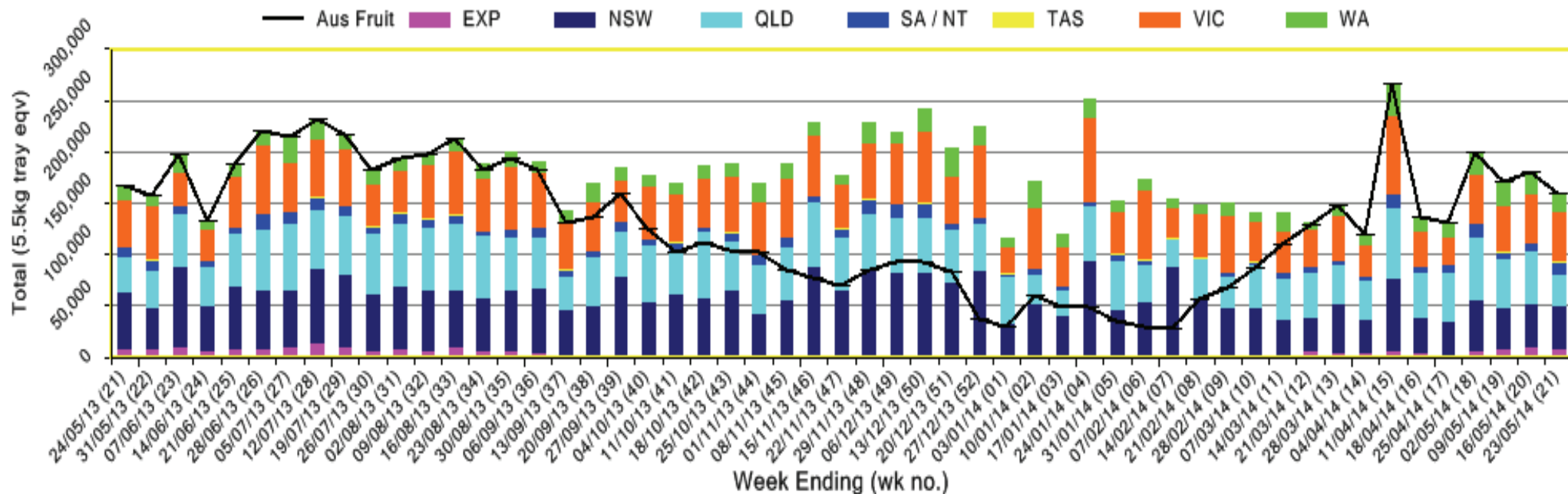
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 17th May - 23rd May 2014 (Wk 21)**

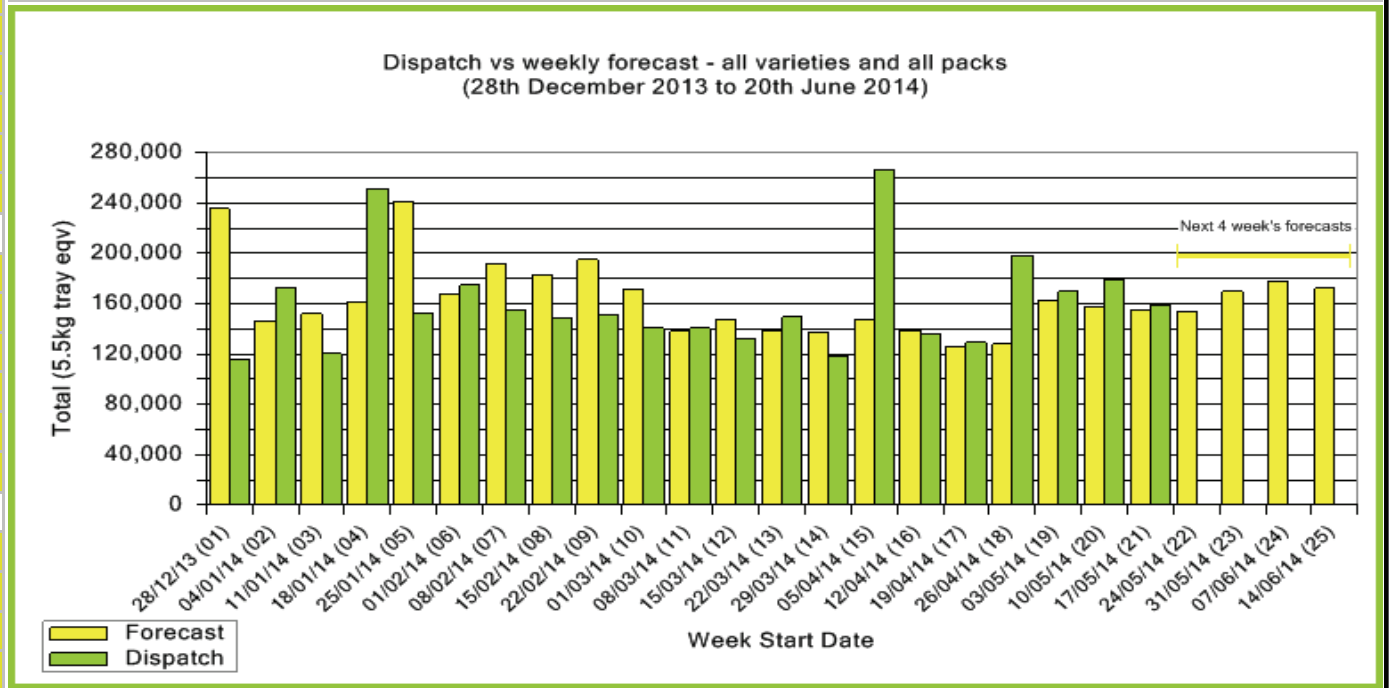
Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									6,325	6,325	480				7,198
NSW	46	702	2,611	4,912	553	7,817	7,468	2,513	621	27,243	8,028	543		41,938	
QLD	13	136	1,423	1,937	275	1,020	3,745	7,945	666	17,160	7,343	2,054	2,800	1,500	31,666
SA / NT	48	104	750	1,525		266	779	6,153	40	9,665	184	120		10,022	
TAS							800	960		1,760				1,760	
VIC		354	3,388	11,438	616	8,801	13,726	2,574	1,186	42,083	3,442	660		48,461	
WA		152	666	859		1,323	5,638	2,275	480	11,393	3,152			17,124	
<b>Total</b>	<b>107</b>	<b>1,448</b>	<b>8,838</b>	<b>20,671</b>	<b>1,444</b>	<b>19,227</b>	<b>32,156</b>	<b>22,420</b>	<b>9,318</b>	<b>115,629</b>	<b>22,629</b>	<b>3,377</b>	<b>2,800</b>	<b>1,500</b>	<b>158,169</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2014 to date = 3,358,561 5.5kg tray eqv



Forecast Data (Week 21 - 25)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 21 - begin 17/05/2014</b>					
Hass	130,579	10,520	1,460	3,600	150,626
Sharwil	2,550	115			2,759
Wurtz	1,000				1,000
<b>Week Total</b>	<b>134,129</b>	<b>10,635</b>	<b>1,460</b>	<b>3,600</b>	<b>154,385</b>
<b>Week 22 - begin 24/05/2014</b>					
Bacon		120			218
Fuerte	300	10			318
Hass	126,820	10,028	2,100		145,435
Sharwil	3,300	190			3,645
Wurtz	4,000	96			4,175
<b>Week Total</b>	<b>134,420</b>	<b>10,444</b>	<b>2,100</b>		<b>153,791</b>
<b>Week 23 - begin 31/05/2014</b>					
Bacon		120			218
Fuerte	200	10			218
Hass	138,060	11,859	4,100	2,000	160,731
Sharwil	3,800	240			4,236
Wurtz	4,000	96			4,175
<b>Week Total</b>	<b>146,060</b>	<b>12,325</b>	<b>4,100</b>	<b>2,000</b>	<b>169,578</b>
<b>Week 24 - begin 07/06/2014</b>					
Bacon		40			73
Fuerte	100	90			264
Hass	145,160	14,360	2,100	2,000	172,015
Sharwil	3,200	200			3,564
Wurtz	2,000				2,000
<b>Week Total</b>	<b>150,460</b>	<b>14,690</b>	<b>2,100</b>	<b>2,000</b>	<b>177,915</b>
<b>Week 25 - begin 14/06/2014</b>					
Bacon		40			73
Fuerte	50	85			205
Hass	142,660	13,260	4,100	2,000	167,878
Sharwil	1,700	160			1,991
Wurtz	2,000				2,000
<b>Week Total</b>	<b>146,410</b>	<b>13,545</b>	<b>4,100</b>	<b>2,000</b>	<b>172,146</b>

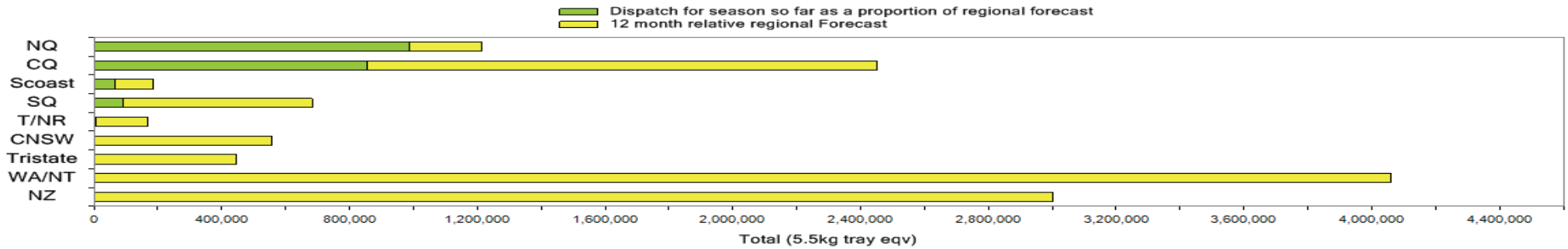
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 21 - begin 17/05/2014)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon		80				145
Fuerte	234	6				245
Hass	111,237	21,611	3,377	2,800	1,500	151,926
Sharwil	566	466				1,413
Shepard		6				11
Wurtz	3,592	460				4,428
<b>Total</b>	<b>115,629</b>	<b>22,629</b>	<b>3,377</b>	<b>2,800</b>	<b>1,500</b>	<b>158,169</b>



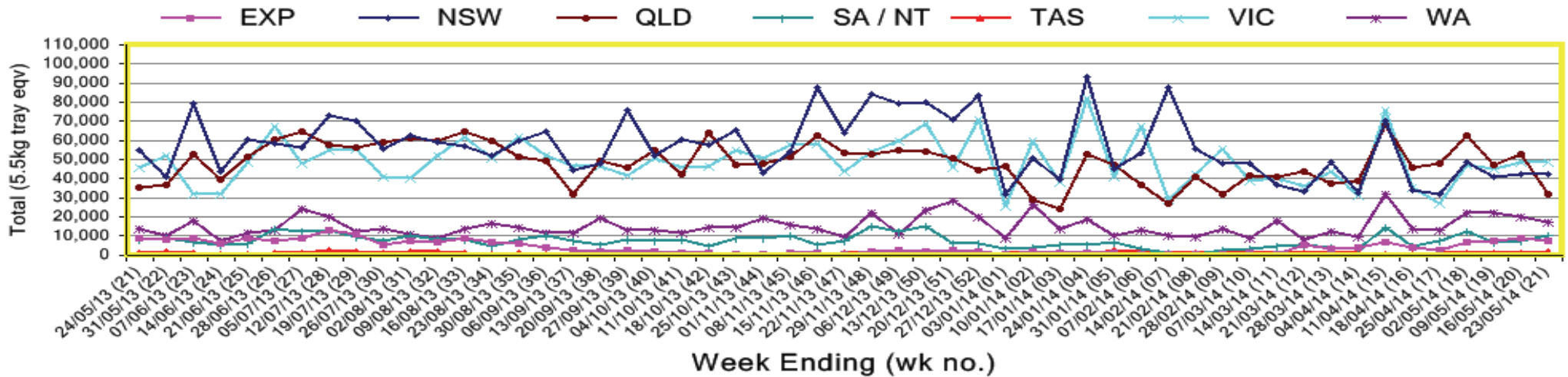
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
<b>Australia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

1 source: Statistics NZ adjusted for freight time to destina-

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 3,358,561 5.5kg tray eqv



**Week 21 contributors - Packhouses**

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

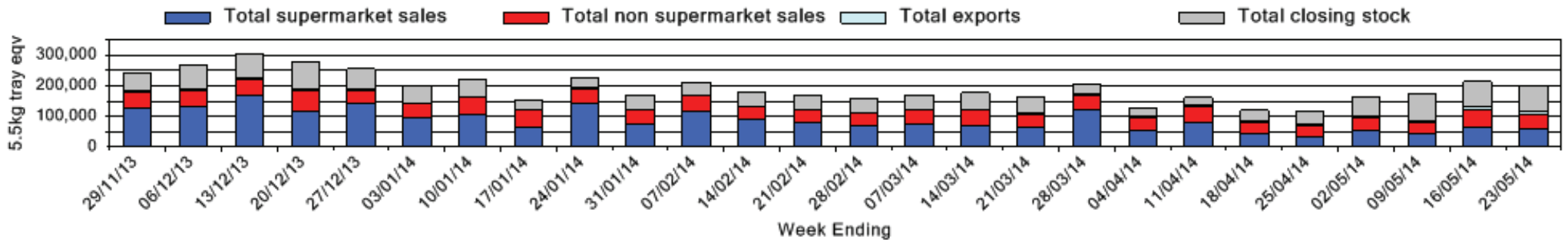
**Week 21 contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	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)
Favco Queensland Pty Ltd (Brisbane)	United Fresh (Adelaide)

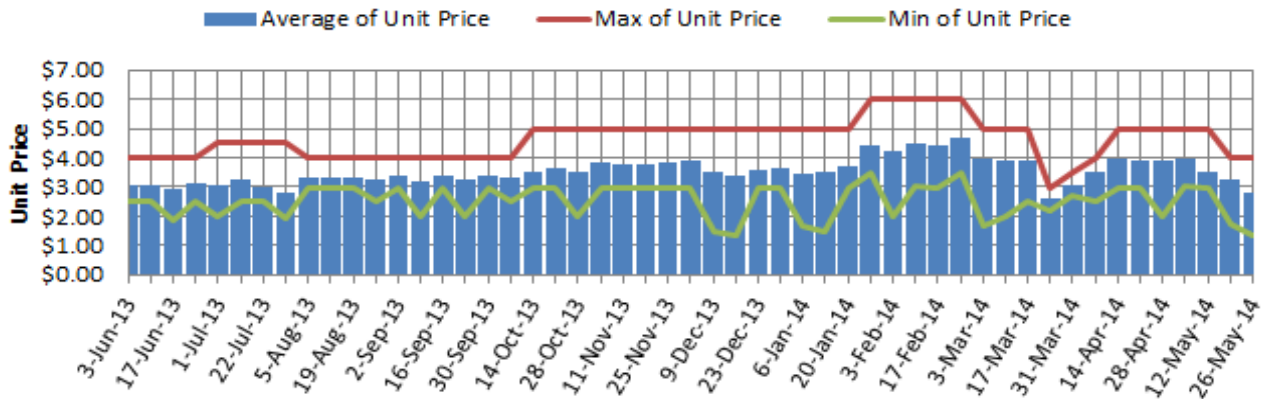
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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																			
<b>Total supermarket sales</b>	9,064			<b>9,064</b>						480				480	<b>87</b>	9,151			<b>9,151</b>
<b>Total non supermarket sales</b>	4,062			<b>4,062</b>	1,653			1,653	<b>3,005</b>						7,067			<b>7,067</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>13,126</b>			<b>13,126</b>	<b>1,653</b>			<b>1,653</b>	<b>3,005</b>	<b>480</b>			<b>480</b>	<b>87</b>	<b>16,219</b>			<b>16,219</b>	
<b>Total Stock on Hand</b>	<b>2,434</b>			<b>2,434</b>	<b>1,068</b>			<b>1,068</b>	<b>1,942</b>						<b>4,376</b>			<b>4,376</b>	
QLD																			
<b>Total supermarket sales</b>	12,774			<b>12,774</b>						1,080				1,080	<b>196</b>	12,970			<b>12,970</b>
<b>Total non supermarket sales</b>	13,792	9		<b>13,801</b>	1,457	2	49	1,508	<b>2,742</b>						16,441	13	89	<b>16,543</b>	
<b>Total exports</b>	6,325			<b>6,325</b>	480			480	<b>873</b>						7,198			<b>7,198</b>	
<b>Total sales</b>	<b>32,891</b>	<b>9</b>		<b>32,900</b>	<b>1,937</b>	<b>2</b>	<b>49</b>	<b>1,988</b>	<b>3,615</b>	<b>1,080</b>			<b>1,080</b>	<b>196</b>	<b>36,609</b>	<b>13</b>	<b>89</b>	<b>36,711</b>	
<b>Total Stock on Hand</b>	<b>27,007</b>	<b>100</b>	<b>161</b>	<b>27,268</b>	<b>1,592</b>			<b>1,592</b>	<b>2,895</b>						<b>29,902</b>	<b>100</b>	<b>161</b>	<b>30,163</b>	
SA & TAS																			
<b>Total supermarket sales</b>	9,605			<b>9,605</b>						120				120	<b>22</b>	9,627			<b>9,627</b>
<b>Total non supermarket sales</b>	3,701			<b>3,701</b>	1,342			1,342	<b>2,440</b>						6,141			<b>6,141</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>13,306</b>			<b>13,306</b>	<b>1,342</b>			<b>1,342</b>	<b>2,440</b>	<b>120</b>			<b>120</b>	<b>22</b>	<b>15,768</b>			<b>15,768</b>	
<b>Total Stock on Hand</b>	<b>18,404</b>			<b>18,404</b>	<b>2,383</b>			<b>2,383</b>	<b>4,333</b>						<b>22,737</b>			<b>22,737</b>	
VIC																			
<b>Total supermarket sales</b>	23,551			<b>23,551</b>						660				660	<b>120</b>	23,671			<b>23,671</b>
<b>Total non supermarket sales</b>	9,511	161		<b>9,672</b>	1,552	319		1,871	<b>3,402</b>	3	1		4	<b>1</b>	12,334	741		<b>13,075</b>	
<b>Total exports</b>																			
<b>Total sales</b>	<b>33,062</b>	<b>161</b>		<b>33,223</b>	<b>1,552</b>	<b>319</b>		<b>1,871</b>	<b>3,402</b>	<b>663</b>	<b>1</b>		<b>664</b>	<b>121</b>	<b>36,005</b>	<b>741</b>		<b>36,746</b>	
<b>Total Stock on Hand</b>	<b>12,985</b>	<b>2,710</b>	<b>3,632</b>	<b>19,326</b>	<b>1,337</b>	<b>297</b>	<b>640</b>	<b>2,274</b>	<b>4,135</b>		<b>2</b>		<b>2</b>		<b>15,415</b>	<b>3,250</b>	<b>4,795</b>	<b>23,461</b>	
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>	Full data set not displayed because not enough WA wholesalers contributed data this week																		
<b>Total sales</b>	<b>7,248</b>			<b>7,248</b>	<b>1,519</b>			<b>1,519</b>	<b>2,762</b>						<b>10,010</b>			<b>10,010</b>	
<b>Total Stock on Hand</b>																			
Total																			
<b>Total supermarket sales</b>	59,063			<b>59,063</b>	8			8	<b>15</b>	2,340				2,340	<b>425</b>	59,503			<b>59,503</b>
<b>Total non supermarket sales</b>	34,245	170		<b>34,415</b>	7,515	321	49	7,885	<b>14,336</b>	3	1		4	<b>1</b>	47,910	754	89	<b>48,752</b>	
<b>Total exports</b>	6,325			<b>6,325</b>	480			480	<b>873</b>						7,198			<b>7,198</b>	
<b>Total sales</b>	<b>99,633</b>	<b>170</b>		<b>99,803</b>	<b>8,003</b>	<b>321</b>	<b>49</b>	<b>8,373</b>	<b>15,224</b>	<b>2,343</b>	<b>1</b>		<b>2,344</b>	<b>426</b>	<b>114,610</b>	<b>754</b>	<b>89</b>	<b>115,453</b>	
<b>Total Stock on Hand</b>	<b>63,927</b>	<b>2,810</b>	<b>3,793</b>	<b>70,529</b>	<b>6,844</b>	<b>297</b>	<b>640</b>	<b>7,781</b>	<b>14,147</b>		<b>2</b>		<b>2</b>		<b>76,370</b>	<b>3,350</b>	<b>4,956</b>	<b>84,677</b>	

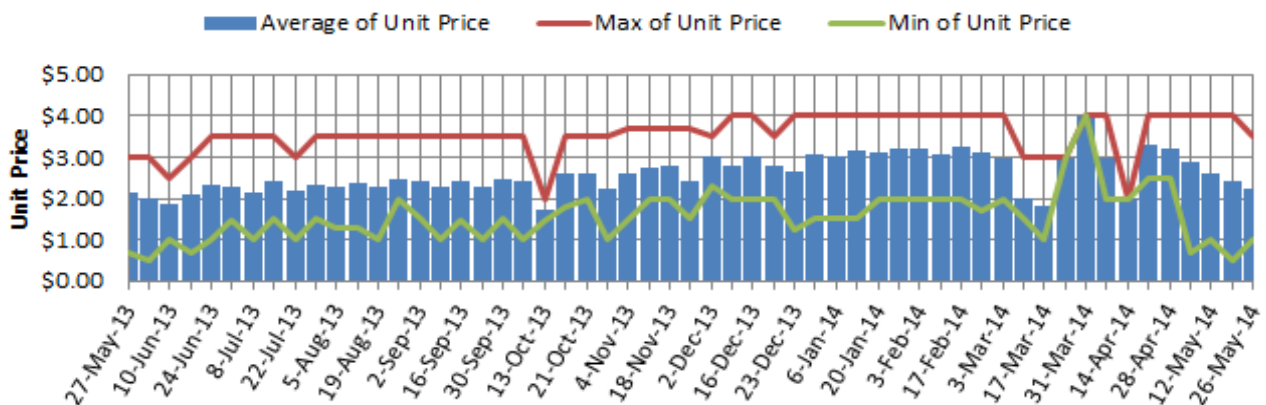
**Weekly National Sales**



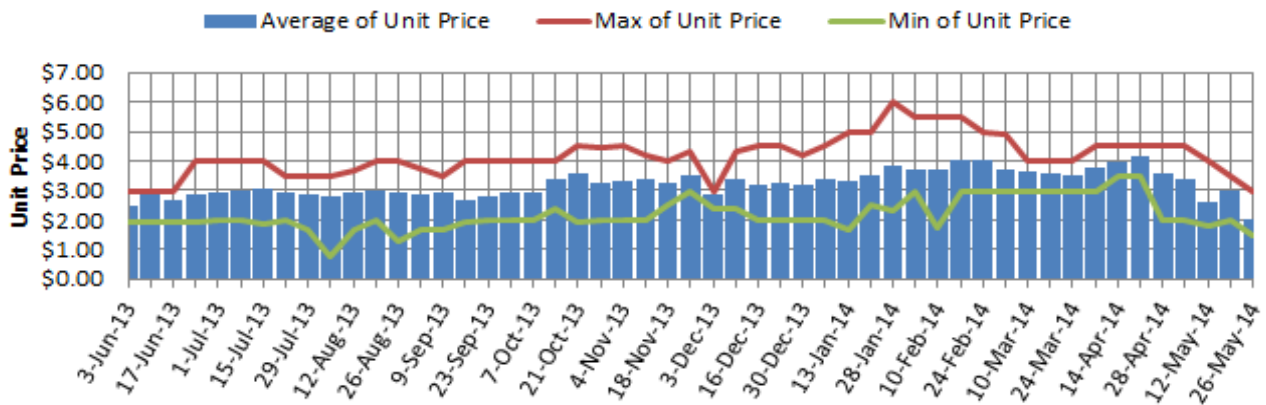
### Hass Avocado Average Retail Prices - Sydney



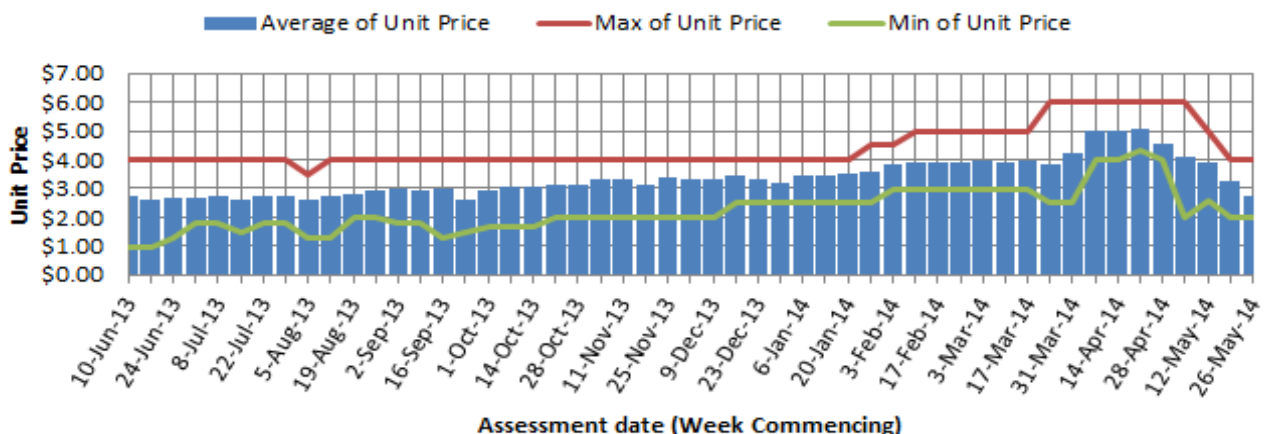
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

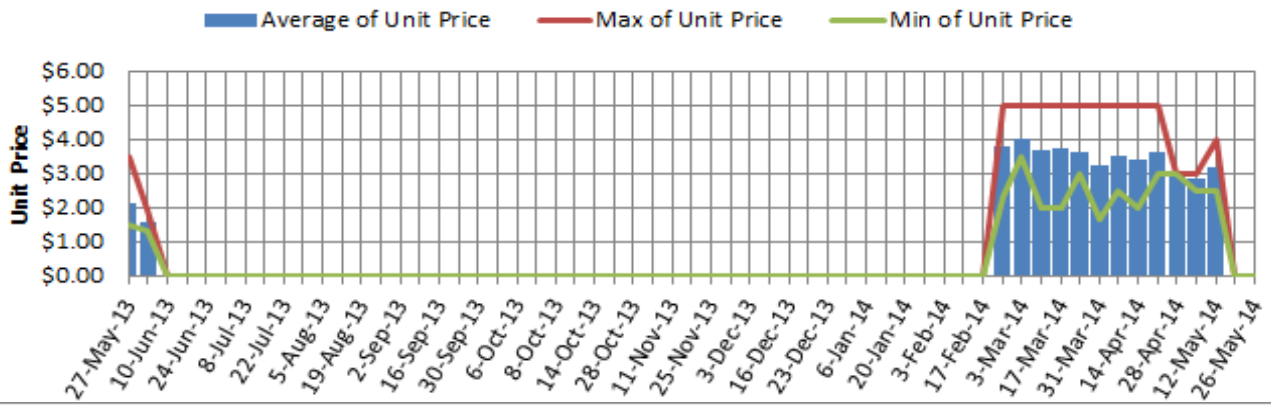


### Hass Avocado Average Retail Prices - Perth

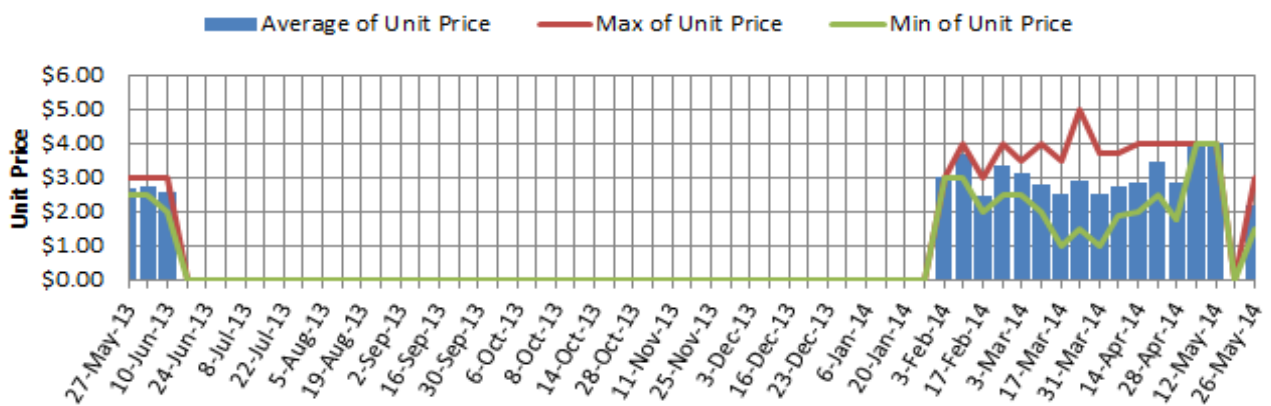


Assessment date (Week Commencing)

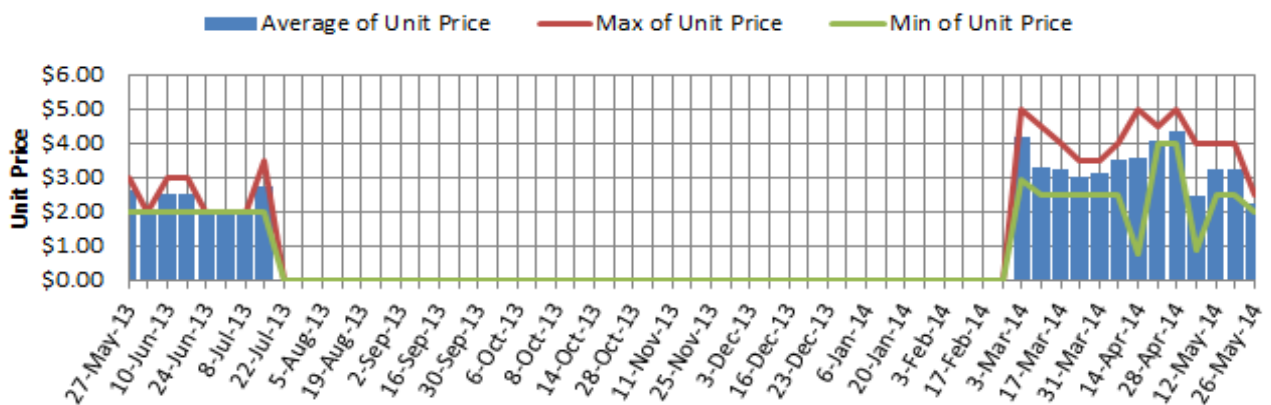
### Shepard Avocado Average Retail Prices - Sydney



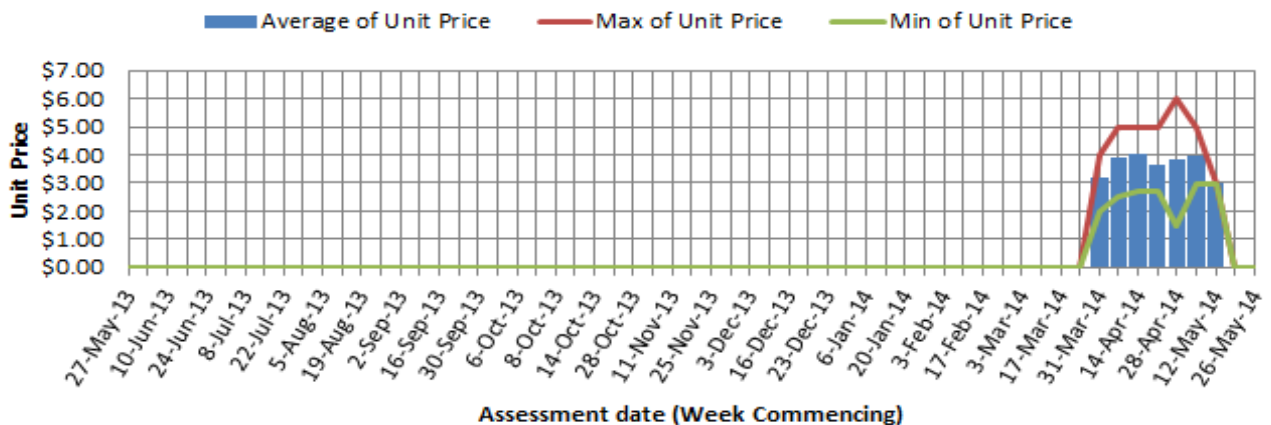
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 26th May 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
I	Hass	170	1.33	Store	Aus	I	Hass	160	1.49	No	Aus
I	Hass	180	1.33	Store	Aus	Coles	Hass	290	1.50	Store	Aus
IGA	Hass	230	1.79	Store	Aus	Coles	Hass	210	1.50	Store	Aus
Woolworths	Hass	270	1.98	Store	Aus	Coles	Hass	220	1.50	Store	Aus
Woolworths	Hass	290	2.48	No	Aus	I	Hass	185	1.79	No	Aus
Woolworths	Hass	300	2.48	Store	Aus	I	Shepard	220	1.99	No	Aus
Coles	Hass	300	2.98	No	Aus	IGA	Shepard	240	2.49	No	Aus
Coles	Hass	290	2.98	No	Aus	IS	Hass	250	2.49	No	Aus
Coles	Hass	280	2.98	No	Aus	I	Hass	260	2.69	No	Aus
I	Hass	280	2.99	No	Aus	I	Hass	250	2.99	No	Aus
I	Hass	260	2.99	No	Aus	<b>PERTH</b>					
Foodworks	Hass	270	3.49	No	Aus	I	Hass	225	1.98	No	Aus
IGA	Hass	260	3.49	No	Aus	IS	Hass	155	1.99	Store	Aus
I	Hass	270	3.49	No	Aus	IGA	Hass	180	1.99	Store	Aus
I	Hass	290	3.99	No	Aus	Coles	Hass	200	2.00	Cat	Aus
I	Hass	300	3.99	No	Aus	Coles	Hass	180	2.00	Cat	Aus
<b>BRISBANE</b>						Coles	Hass	200	2.00	Cat	Aus
I	Hass	160	0.99	No	Aus	I	Hass	130	2.49	No	Aus
I	Shepard	220	1.50	Store	Aus	IGA	Hass	220	2.98	Store	Aus
Coles	Hass	200	1.75	Store	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	1.75	Store	Aus	Woolworths	Hass	190	2.98	No	Aus
I	Hass	170	1.75	Store	Aus	Woolworths	Hass	205	2.98	Store	Aus
Coles	Hass	200	1.98	Store	Aus	I	Hass	240	2.99	No	Aus
Woolworths	Hass	210	1.98	No	Mixed	I	Hass	240	2.99	No	Aus
I	Shepard	220	1.99	Store	Aus	IGA	Hass	250	3.19	No	Aus
I	Hass	170	1.99	No	Aus	I	Hass	265	3.99	No	Aus
IGA	Hass	100	2.00	Store	Aus	IGA	Hass	240	3.99	No	Aus
IGA	Hass	170	2.00	Cat	Aus						
Woolworths	Hass	280	2.48	No	Mixed						
Woolworths	Hass	190	2.48	No	Aus						
IGA	Hass	100	2.49	Store	Aus						
IGA	Hass	170	2.49	Cat	Aus						
I	Hass	220	2.50	Store	Mixed						
I	Hass	220	2.69	Store	Mixed						
I	Shepard	205	2.99	No	Aus						
I	Hass	386	3.00	Store	Aus						
I	Hass	386	3.49	Store	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