



INFOCADO WEEKLY REPORT: 16th May — 22nd May 2015 (Week 21)

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Comments

- The majority of dispatches for the past week were to Sydney and Brisbane, with a high proportion of size 28 and Bulks (refer P 2).
- The weekly dispatch volume (217,589 trays) was slightly higher than the weeks forecast by about 32,000 trays (8%). The four week forecast indicates uniform volumes of approx. 164,000 trays / week to be dispatched over the next few weeks (refer P 3).
- Hass is now dominating supply and a range of minor varieties are moving steadily through the markets (refer P 3).
- There has been good participation from the wholesale sector this week. AAL would like to thank all contributing wholesalers (refer P 5).
- Average retail prices have remained steady across the major cities hovering around \$3.00 / Hass avocado, although this average price doesn't reflect multi-buy options being run across the majors. Shepard stocks have retracted in supply and lower volumes seen in the retail sector for the 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.

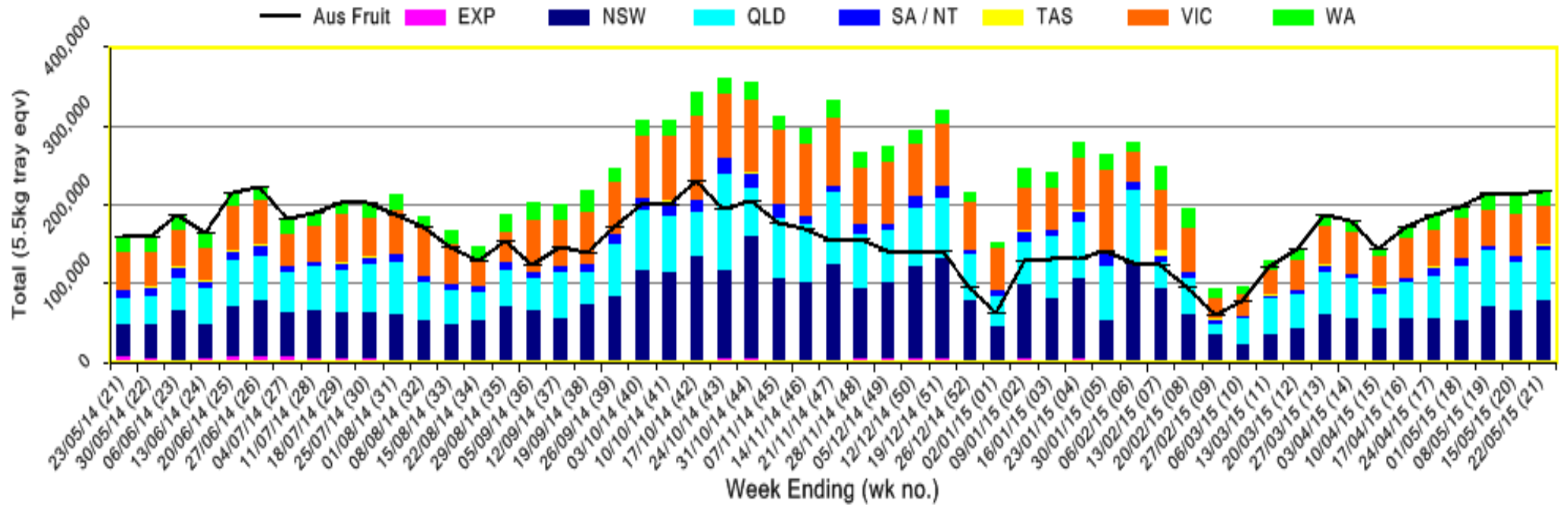
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 16th May - 22nd May 2015 (Wk 21)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									1,854	1,854	762			3,239
NSW		608	3,647	10,381	1,544	10,151	9,535	2,623	1,501	39,990	19,780	1,728		76,268
QLD	37	616	2,207	3,952	1,611	7,048	8,153	14,308	1,191	39,123	12,164	7,776	3,062	63,210
SA / NT			52	6		1,575	972	2,392	189	5,186	294	2,400		6,157
TAS								31	1,835	1,866				1,866
VIC	2	1,480	2,810	8,261	273	7,656	7,193	5,065	239	32,979	6,850	14,832		48,131
WA		24	428	1,398		1,257	4,463	7,778	163	15,511	1,764			18,718
Total	39	2,728	9,144	23,998	3,428	27,687	30,347	34,001	5,137	136,509	41,614	26,736	3,062	217,589

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 4,076,101 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 21 - 25)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

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		300			545
Hass	146,700	9,964	1,000	4,000	165,725
Sharwil	50	50			141
Week Total	146,750	10,314	1,000	4,000	166,412

Week 23 - begin 30/05/2015

Bacon		120			218
Hass	150,700	10,040	200	1,200	169,209
Sharwil	50	50			141
Shepard	1,000	50			1,091
Week Total	151,750	10,260	200	1,200	170,659

Week 24 - begin 06/06/2015

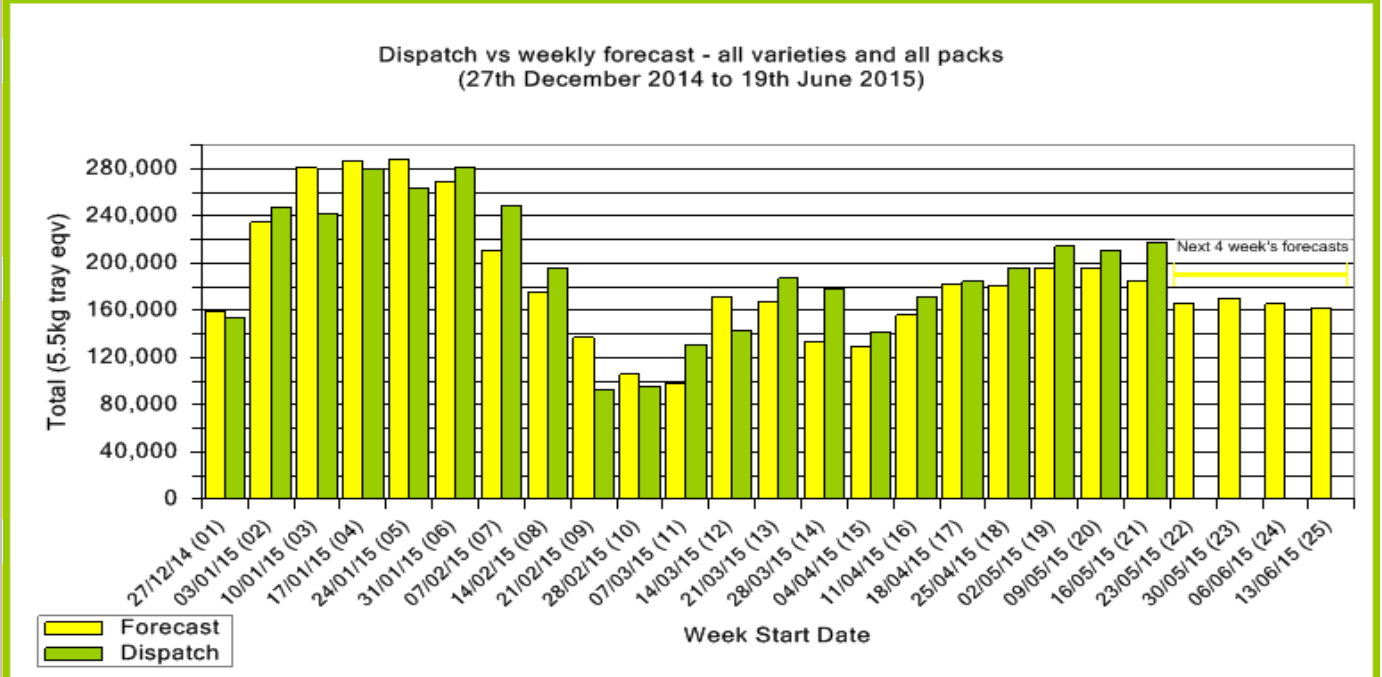
Bacon	667	40			740
Fuerte		120			218
Hass	141,650	11,280	200	7,000	163,468
Wurtz	1,000				1,000
Week Total	143,317	11,440	200	7,000	165,426

Week 25 - begin 13/06/2015

Bacon	667	40			740
Fuerte		120			218
Hass	139,900	10,680	200	3,000	159,899
Wurtz	1,000				1,000
Week Total	141,567	10,840	200	3,000	161,857

Dispatch Data (Week 21 - begin 16/05/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	307	160			598
Hass	130,684	37,815	25,572	3,062	204,645
Pinkerton		146			265
Sharwil	1,617	185			1,953
Shepard	1,281	3,222	1,164		7,351
Wurtz	2,620	86			2,776
Total	136,509	41,614	26,736	3,062	217,589

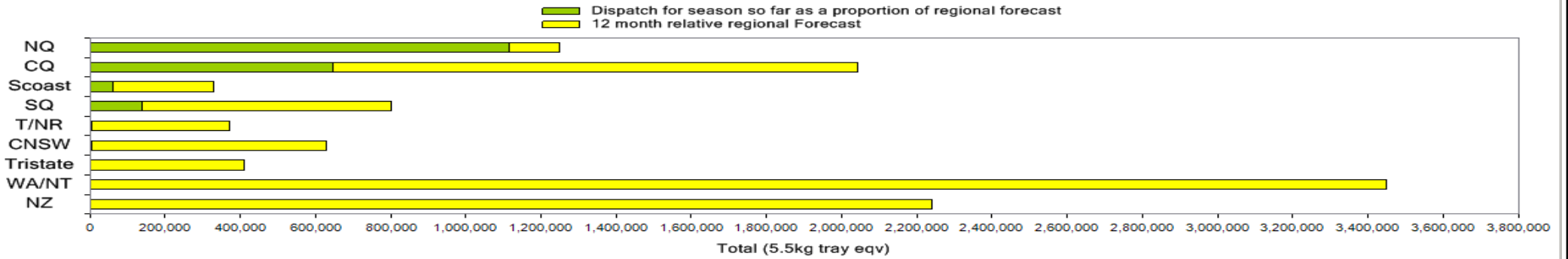


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

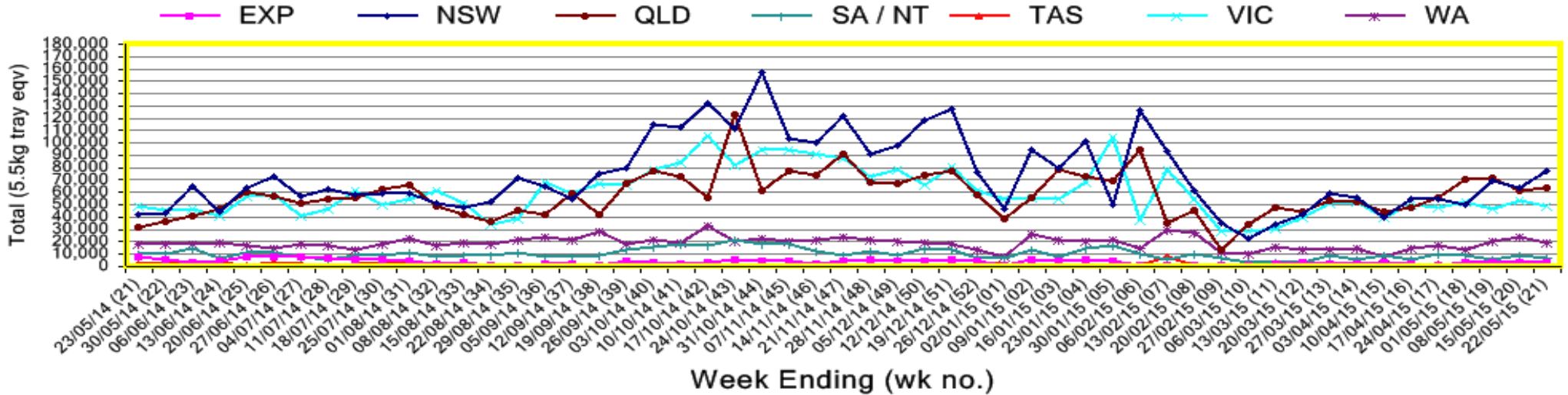
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	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 = 4,076,101 5.5kg tray eqv



Week 21 Contributors - Packhouses

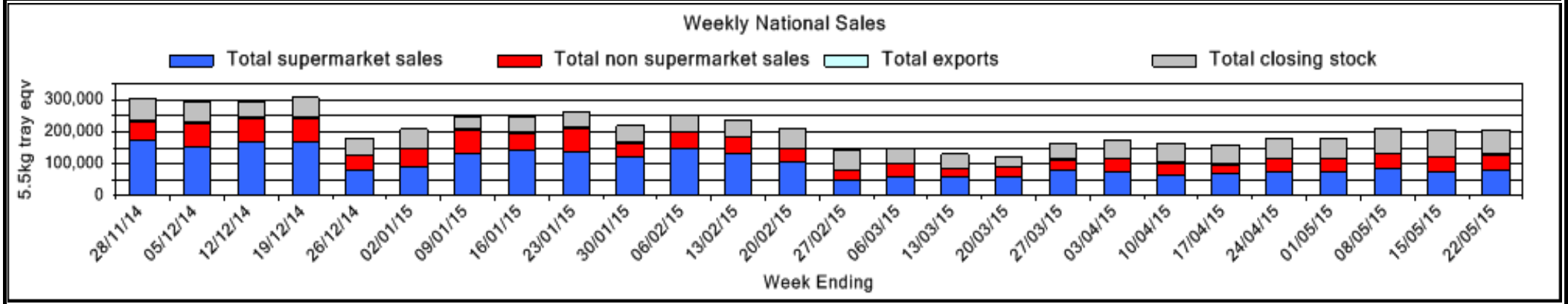
Natures Fruit Company (Consolidator)	Avocados with Altitude (NQ)
One Harvest (Consolidator)	Golden Triangle Avocados (NQ)
Simpson Farms Pty Ltd (Consolidator)	Avocado Estates (NQ)
Sunfresh (Consolidator)	Balmoral Orchard (SQ)
The Avolution (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
SuperPak/Avocado Ridge (CQ)	Googa Farms (SQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Mountain Fresh (SQ)
Sunny Bluff Produce Pty Ltd (CQ)	Touchwood Farming (SQ)
Donovan Family Investment Trust (CQ)	CNSW: Less than 3 contributors
Lava Valley Produce (CQ)	TNR: Less than 3 contributors
R & M Waterman (NQ)	TRI: Less than 3 contributors
Tropicado Avocados (NQ)	WA: Less than 3 contributors

Week 21 Contributors - Wholesalers

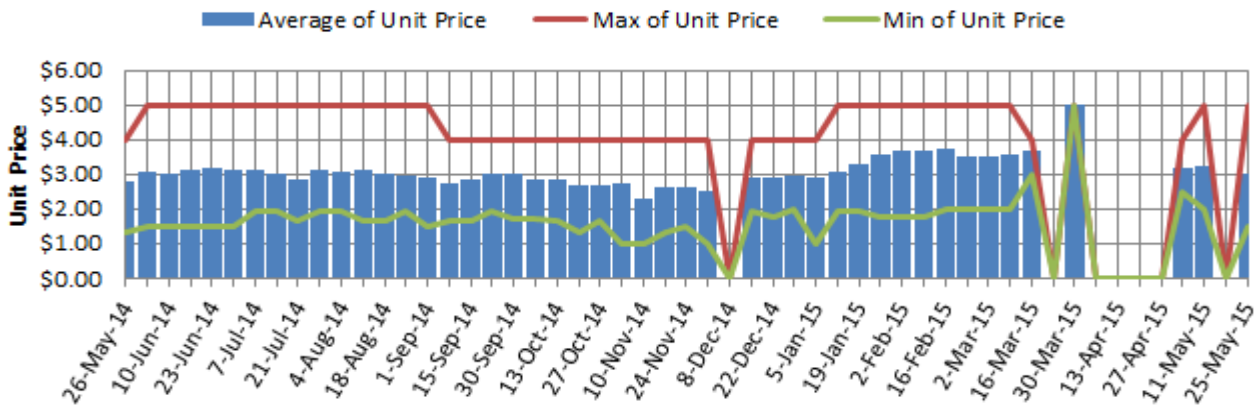
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
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)

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

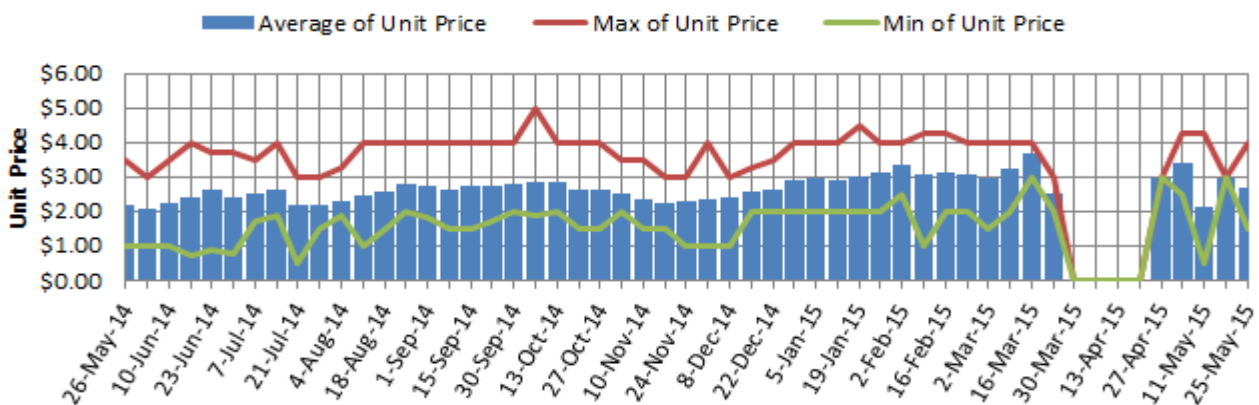
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	19,532			19,532	96			96	175	1,044	684		1,728	314	19,896	124		20,021
Total non supermarket sales	6,592		208	6,800	618	127		745	1,355						7,716	231	208	8,155
Total exports																		
Total sales	26,124		208	26,332	714	127		841	1,529	1,044	684		1,728	314	27,612	355	208	28,175
Total Stock on Hand	818		107	925	222			222	404						1,222		107	1,329
QLD																		
Total supermarket sales	17,543	993		18,536						7,296	480		7,776	1,414	18,870	1,080		19,950
Total non supermarket sales	6,847	246		7,093	2,378	23	155	2,556	4,647	69			69	13	11,183	288	282	11,753
Total exports	1,854			1,854	762			762	1,385						3,239			3,239
Total sales	26,244	1,239		27,483	3,140	23	155	3,318	6,033	7,365	480		7,845	1,426	33,292	1,368	282	34,942
Total Stock on Hand	34,180			34,180	811			811	1,475	288			288	52	35,707			35,707
SA & TAS																		
Total supermarket sales	8,772			8,772						2,400			2,400	436	9,208			9,208
Total non supermarket sales	4,603	330		4,933	939	69		1,008	1,833						6,310	455		6,766
Total exports																		
Total sales	13,375	330		13,705	939	69		1,008	1,833	2,400			2,400	436	15,519	455		15,974
Total Stock on Hand	9,789	29		9,818	3,430			3,430	6,236						16,025	29		16,054
VIC																		
Total supermarket sales	17,014			17,014	96			96	175	14,832			14,832	2,697	19,885			19,885
Total non supermarket sales	12,622	1,219	115	13,956	2,188	249		2,437	4,431	121			121	22	16,622	1,672	115	18,409
Total exports																		
Total sales	29,636	1,219	115	30,970	2,284	249		2,533	4,605	14,953			14,953	2,719	36,508	1,672	115	38,294
Total Stock on Hand	14,152	163	637	14,952	791	93		884	1,607	63			63	11	15,601	332	637	16,570
WA																		
Total supermarket sales	8,731			8,731	86			86	156						8,887			8,887
Total non supermarket sales	2,418			2,418	1,000			1,000	1,818						4,236			4,236
Total exports	6			6	32			32	58						64			64
Total sales	11,155			11,155	1,118			1,118	2,033						13,188			13,188
Total Stock on Hand	3,762			3,762	960			960	1,745						5,507			5,507
Total																		
Total supermarket sales	71,592	993		72,585	278			278	505	25,572	1,164		26,736	4,861	76,747	1,205		77,952
Total non supermarket sales	33,082	1,795	323	35,200	7,123	468	155	7,746	14,084	190			190	35	46,068	2,646	605	49,318
Total exports	1,860			1,860	794			794	1,444						3,304			3,304
Total sales	106,534	2,788	323	109,645	8,195	468	155	8,818	16,033	25,762	1,164		26,926	4,896	126,118	3,851	605	130,574
Total Stock on Hand	62,701	192	744	63,637	6,214	93		6,307	11,467	351			351	64	74,063	361	744	75,168



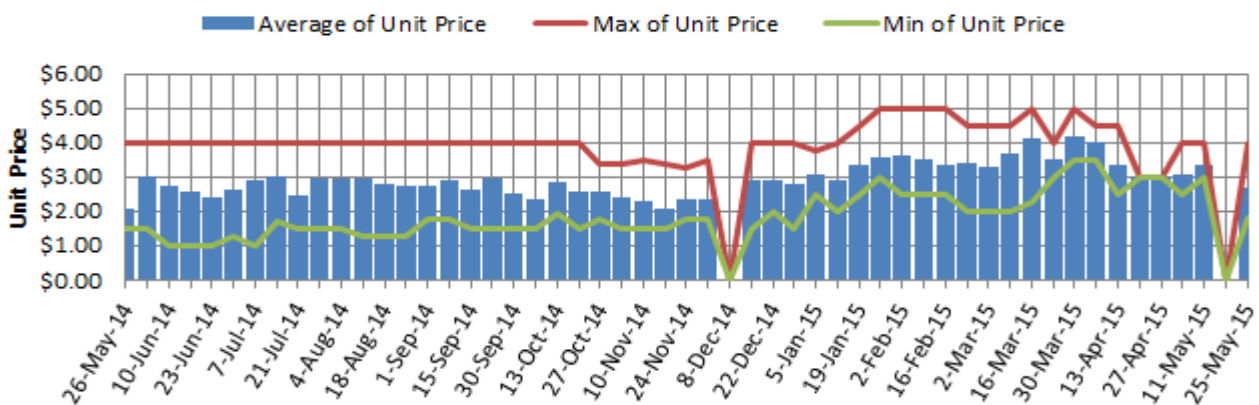
Hass Avocado Average Retail Prices - Sydney



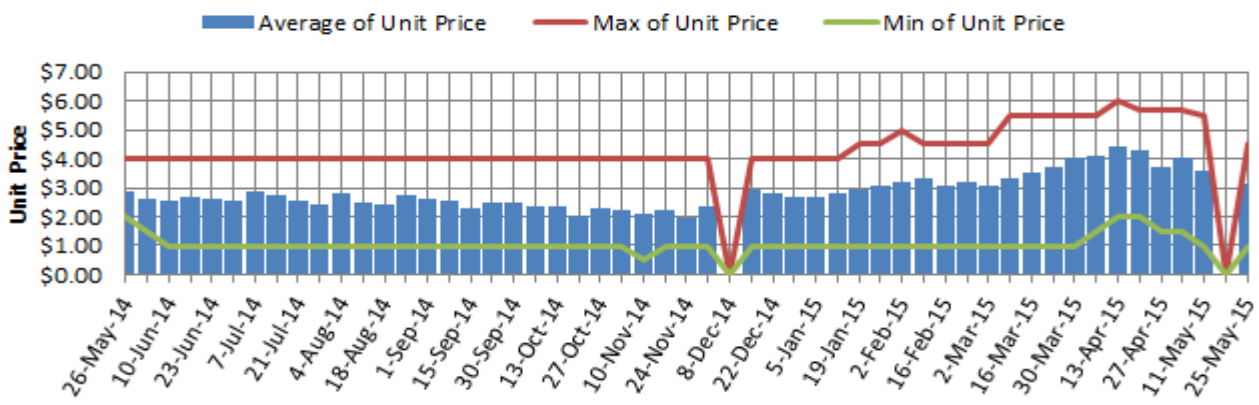
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

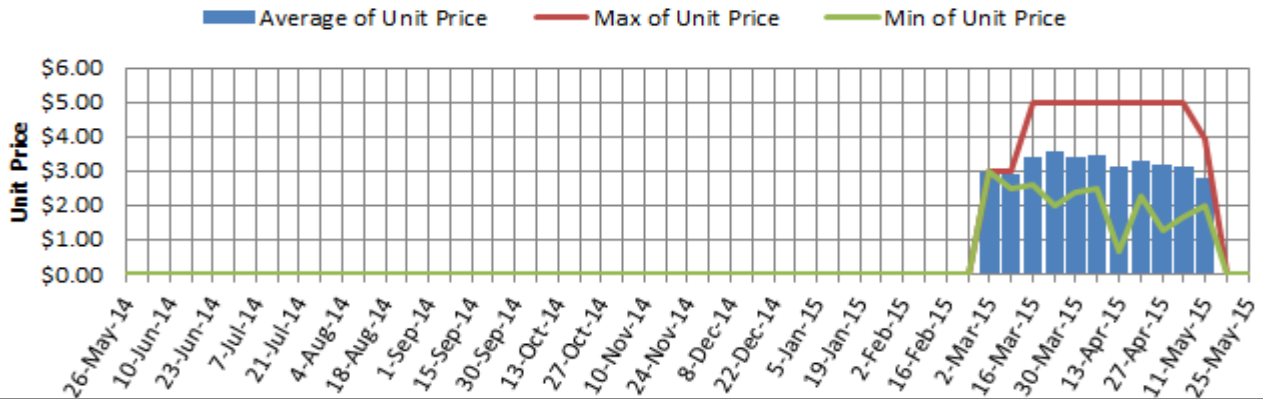


Hass Avocado Average Retail Prices - Perth

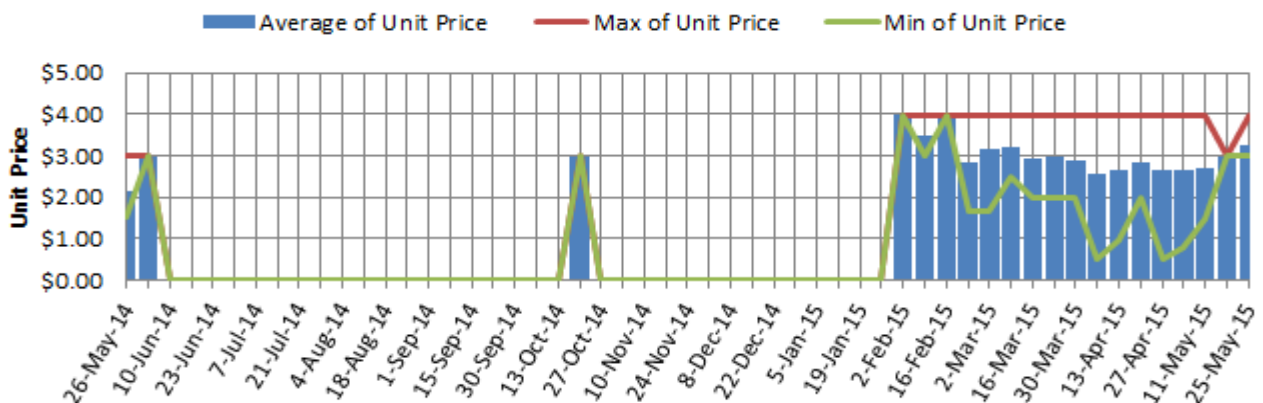


Assessment date (Week Commencing)

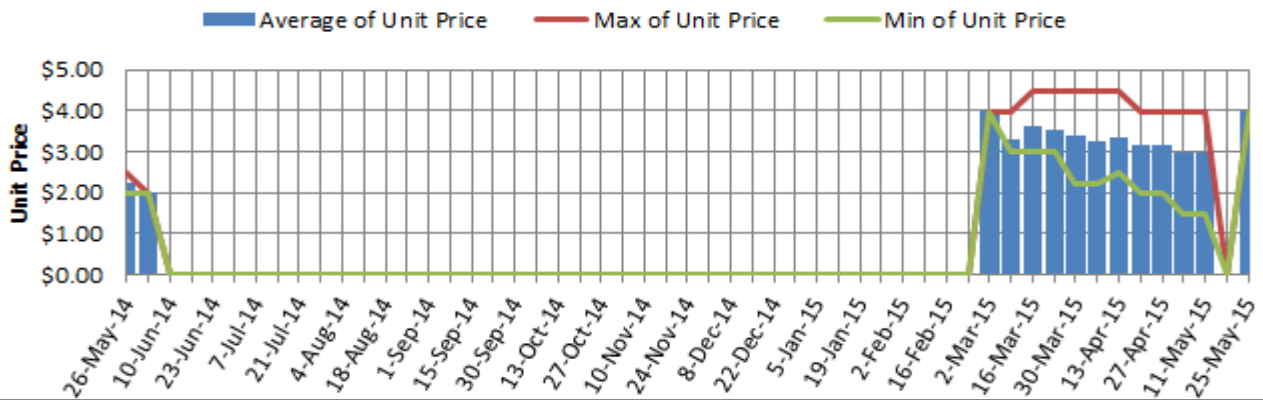
Shepard Avocado Average Retail Prices - Sydney



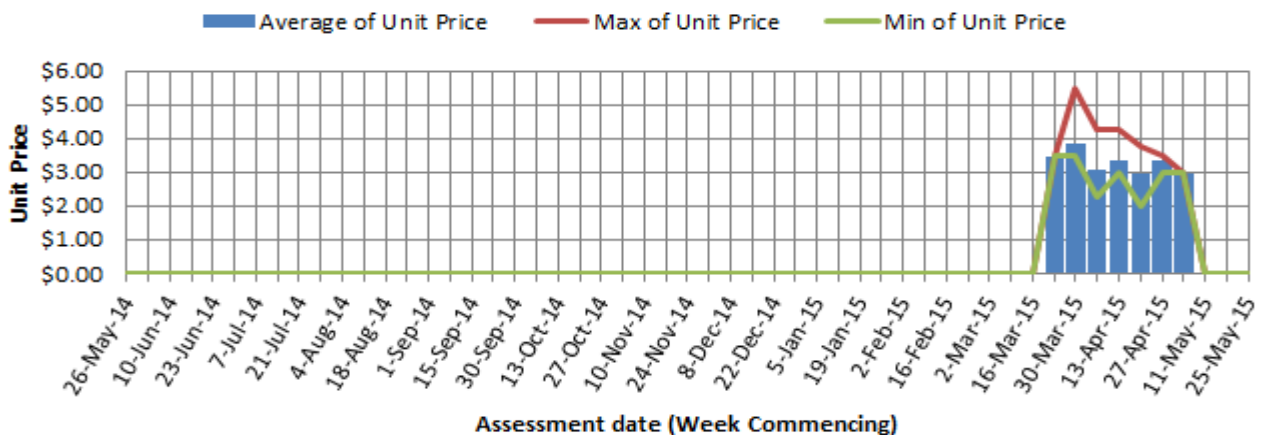
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 25th 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					
Coles	Hass	230	2.50	No	Aus	Coles	Hass	280	1.80	No	Aus
Coles	Hass	250	2.50	No	Aus	I	Hass	190	1.99	No	Aus
Coles	Hass	250	2.50	No	Aus	I	Hass	190	2.00	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	180	2.29	No	NS
Woolworths	Hass	270	2.98	No	Aus	I	Hass	300	2.79	No	Aus
IGA	Hass	190	2.98	No	Aus	Woolworths	Hass	240	2.98	Store	Aus
Woolworths	Hass	260	2.98	No	Aus	Woolworths	Hass	260	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Coles	Hass	190	2.98	No	Aus
IC	Hass	330	2.99	Store	Aus	Coles	Hass	205	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Woolworths	Hass	295	2.98	No	Aus
IGA	Hass	240	3.95	No	Aus	I	Hass	330	2.99	No	Aus
I	Hass	270	3.99	No	Aus	I	Hass	270	2.99	No	Aus
Foodworks	Hass	280	3.99	No	Aus	I	Shepard	270	3.98	No	Aus
IC	Hass	330	3.99	No	Aus	I	Hass	290	3.98	No	Aus
IC	Hass	310	3.99	No	Aus	PERTH					
I	Hass	290	4.99	No	Aus	Coles	Hass	195	2.50	Store	Aus
BRISBANE						Coles	Hass	180	2.50	No	Aus
I	Lamb Hass	170	1.48	No	Aus	Woolworths	Hass	180	2.50	Store	Aus
I	Hass	275	1.50	Store	Aus	Coles	Hass	190	2.50	No	Aus
I	Hass	175	1.50	No	Aus	Woolworths	Hass	190	2.68	No	Aus
IGA	Hass	185	1.75	Cat	Aus	Woolworths	Hass	180	2.68	No	Aus
I	Hass	160	1.99	No	Aus	I	Hass	230	2.98	No	Aus
IGA	Hass	170	1.99	No	Aus	IGA	Hass	140	2.99	No	Aus
I	Hass	300	2.49	No	Aus	I	Hass	225	2.99	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	245	3.69	No	Aus
Coles	Hass	180	2.98	No	Aus	I	Hass	260	3.99	No	Aus
Coles	Shepard	220	2.98	No	Aus	IS	Hass	260	3.99	No	Aus
Woolworths	Hass	275	2.98	No	Aus	IS	Hass	255	3.99	No	Aus
Woolworths	Shepard	260	2.98	No	Aus	I	Hass	220	3.99	No	Aus
Coles	Hass	220	2.98	No	Aus	IGA	Hass	250	4.29	No	Aus
Coles	Shepard	200	2.98	No	Aus	IGA	Hass	260	4.49	No	Aus
Woolworths	Hass	195	2.98	No	Aus						
I	Hass	300	3.00	No	Aus						
I	Hass	300	3.29	No	Aus						
I	Hass	330	3.50	No	Aus						
IGA	Hass	275	3.99	No	Aus						
IGA	Shepard	280	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