



## INFOCADO WEEKLY REPORT: 5th — 11th January 2013 (Wk 2)



### Comments

- Retail prices peaked in Sydney this week at \$4.49 per avocado in several independent stores. Brisbane, Perth and Melbourne weren't far behind at \$3.99. Only a small number of store specials are in place this week.
- Want to learn more about where and how avocado bruising happens in the supply chain? Check out this video: <http://www.youtube.com/watch?v=yDn-4YbV9BE> and let us know what you think!
- NQ packers are reminded to begin entering their four weekly forecast. Reports are that some very immature Shepard fruit has arrived in the Brisbane markets already. The ramifications from consumers purchasing immature fruit has been well publicised and we strongly encourage growers to hold off picking until their Shepard fruit is at least 21% Dry Matter. For instructions on how to test Dry Matter please see the link to the left.
- Rumours are circulating about there being significant fruit drop in WA in the last week or so due to the hot weather. Our information suggests that most growers have only had minimal fruit drop with some sunburn. If concerned, for more information please contact your supplier directly.
- Some other growing regions have had quite extreme weather conditions in the last few weeks. If you feel this will impact your seasonal forecast please email [infocado@avocado.org.au](mailto:infocado@avocado.org.au) and we can change it for you. We are now waiting for import statistics from the Australian Customs Department before publishing the January Quarterly Report. These should arrive in the next few days.

[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

- Growers about to start their 2013 season are reminded to ensure their fruit is mature before harvest. The Shepard benchmark is 21% Dry Matter and the Hass benchmark is 23%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 1,038,408 5.5kg eqv trays are expected in the market place for February. 696,391 5.5kg eqv trays are Hass, 334,756 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the latest seasonal forecasts are reviewed.

### Upcoming Holidays

28th January | Australia Day Holiday

### 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:

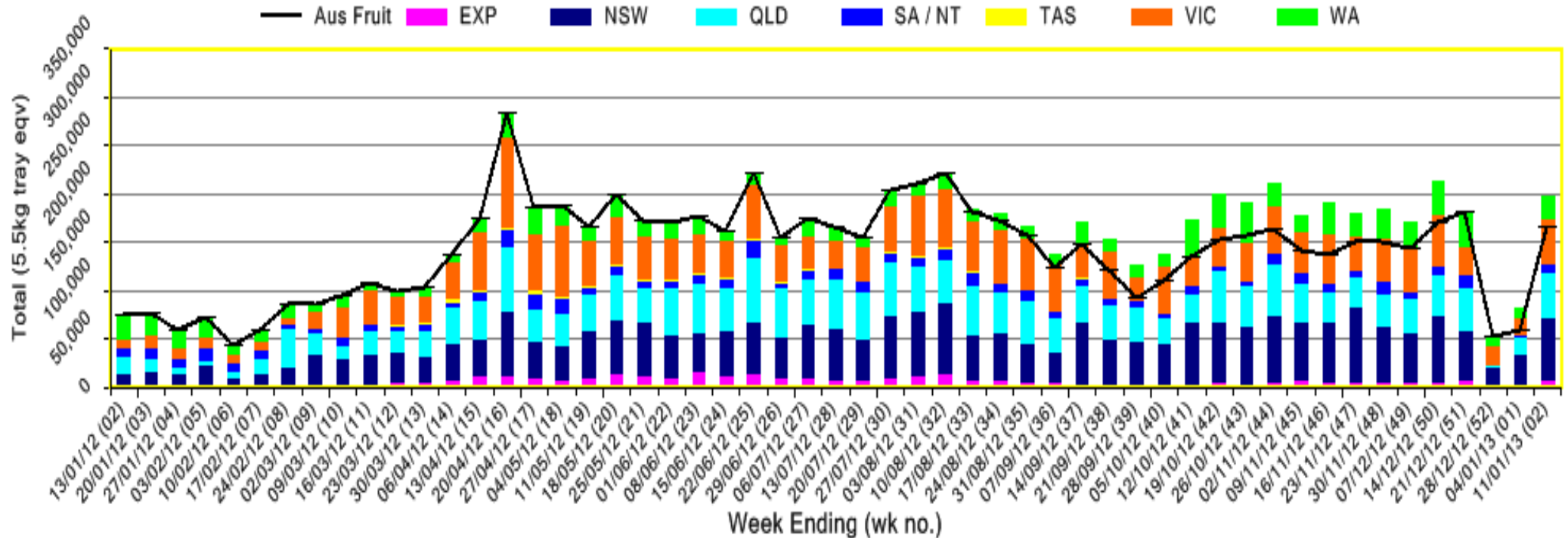
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

**Industry Dispatches By Destination State and Count Size : 5th January - 11th January 2013 (Wk 2)**

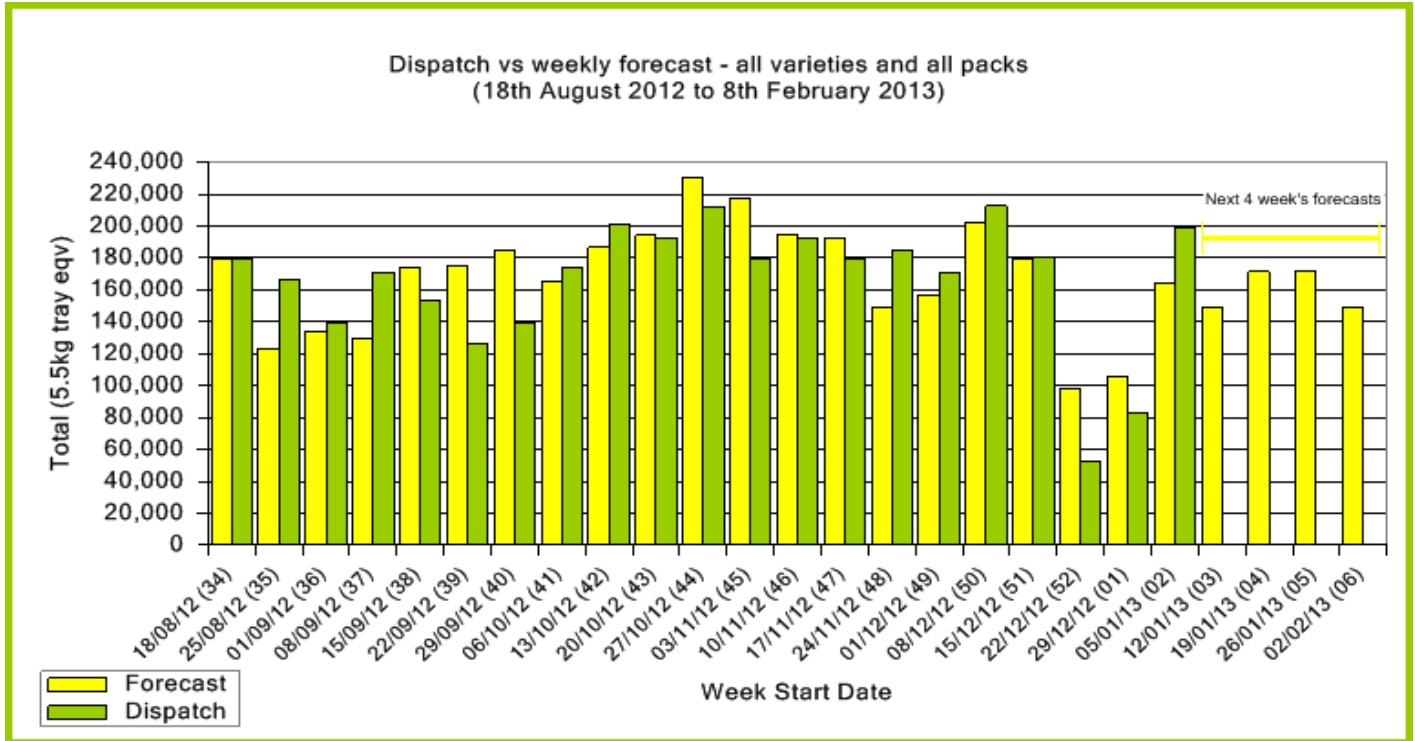
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP							1,141	3,354	4,495	1,344	550			7,039
NSW	3,264	4,299	7,114	15,527	17,743	6,148	1,976	1,297	57,368	4,261				65,115
QLD	1,118	6,532	6,212	7,574	6,468	8,553	2,363	1,942	40,762	1,459			10,260	45,280
SA / NT	311	106	2,089	1,329	2,238	1,329	631		8,033	712	105			9,347
VIC	3,313	3,420	4,205	10,134	5,798	11,827	1,797	683	41,177	3,552	87			47,651
WA	643	540	1,176	2,213	4,471	8,686	782	163	18,674	3,207	330	250		24,610
<b>Total</b>	<b>8,649</b>	<b>14,897</b>	<b>20,796</b>	<b>36,777</b>	<b>36,718</b>	<b>36,543</b>	<b>8,690</b>	<b>7,439</b>	<b>170,509</b>	<b>14,535</b>	<b>1,072</b>	<b>250</b>	<b>10,260</b>	<b>199,041</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 281,567 5.5kg tray eqv



Forecast Data (Week 2 - 6)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 2 - begin 05/01/2013</b>						
Gwen	1,600	350				2,236
Hass	140,689	9,639	4,000	40	7,000	160,221
Lamb Hass	500					500
Reed	1,200	62	100			1,331
<b>Week Total</b>	<b>143,989</b>	<b>10,051</b>	<b>4,100</b>	<b>40</b>	<b>7,000</b>	<b>164,289</b>
<b>Week 3 - begin 12/01/2013</b>						
Hass	119,116	8,781	1,000	100	5,000	136,190
Lamb Hass	600					600
Reed	12,150	102	100			12,353
<b>Week Total</b>	<b>131,866</b>	<b>8,883</b>	<b>1,100</b>	<b>100</b>	<b>5,000</b>	<b>149,144</b>
<b>Week 4 - begin 19/01/2013</b>						
Hass	144,569	6,997	1,000	100	5,000	158,400
Lamb Hass	600					600
Reed	11,600	50				11,691
Shepard	1,000					1,000
<b>Week Total</b>	<b>157,769</b>	<b>7,047</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>171,691</b>
<b>Week 5 - begin 26/01/2013</b>						
Hass	147,243	5,589	1,000	100	5,000	158,514
Lamb Hass	600					600
Reed	10,500	50				10,591
Shepard	2,000	300				2,545
<b>Week Total</b>	<b>160,343</b>	<b>5,939</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>172,250</b>
<b>Week 6 - begin 02/02/2013</b>						
Hass	121,254	5,089	1,000	100	5,000	131,616
Lamb Hass	600					600
Reed	10,000					10,000
Shepard	5,000	1,000				6,818
<b>Week Total</b>	<b>136,854</b>	<b>6,089</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>149,034</b>

Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 2 - begin 5/01/2013)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	1,318	440				2,118
Hass	157,483	14,011	880	250	10,260	185,028
Reed	11,708	84	192			11,896
<b>Total</b>	<b>170,509</b>	<b>14,535</b>	<b>1,072</b>	<b>250</b>	<b>10,260</b>	<b>199,041</b>



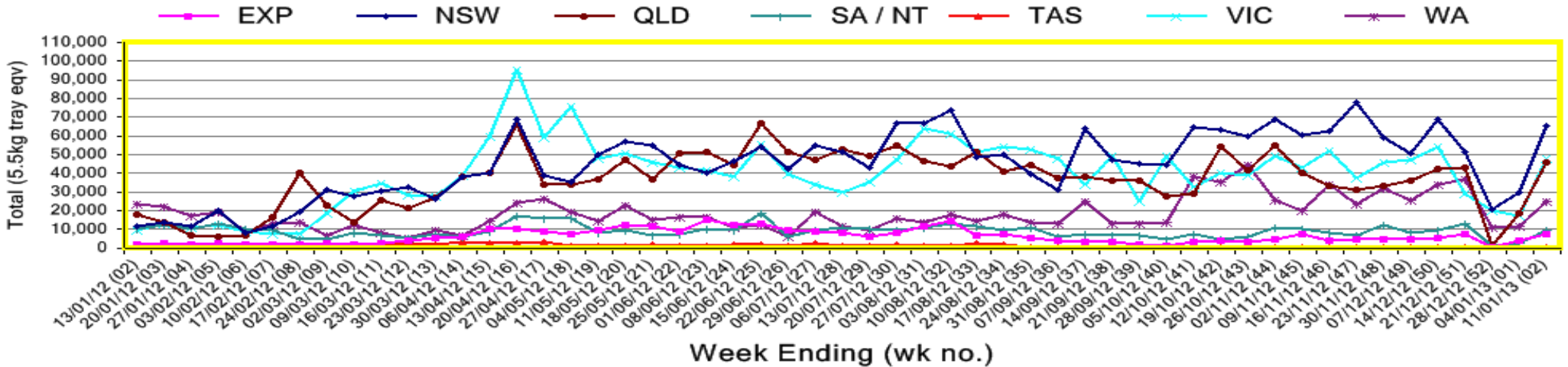
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	<b>933,459</b>
<b>Australia</b>	27,768	106,347	156,090	211,721	71,661	58,339				<b>631,926</b>
<b>USA</b>			7							
<b>Japan</b>	374	9,797	38,653							
<b>Total</b>	<b>28,142</b>	<b>116,144</b>	<b>194,750</b>	<b>211,721</b>	<b>71,661</b>	<b>58,339</b>				<b>680,757</b>

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

■ Dispatch for season so far as a proportion of regional forecast  
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2013 to date = 281,567 5.5kg tray eqv



Week 2 contributors - Packhouses

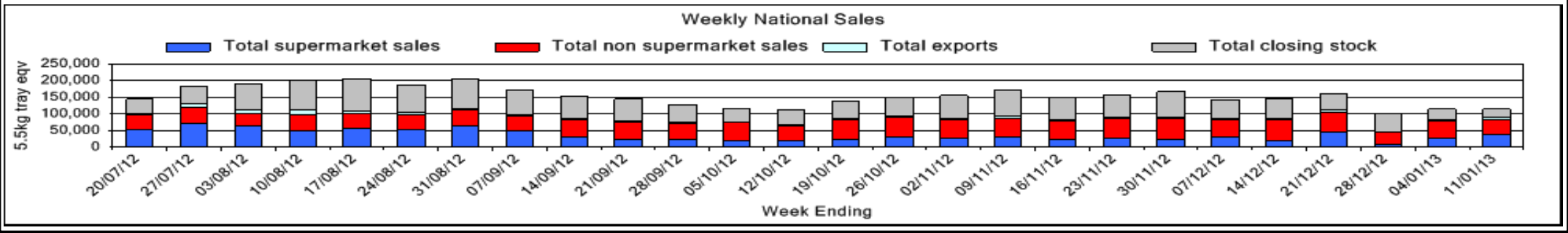
- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- Box Organics
- Delroy Orchards
- Mariners Rest
- Natures Fruit Company
- Sunfresh
- VP & EA Farrell
- Willow Creek

Week 2 contributors - Wholesalers

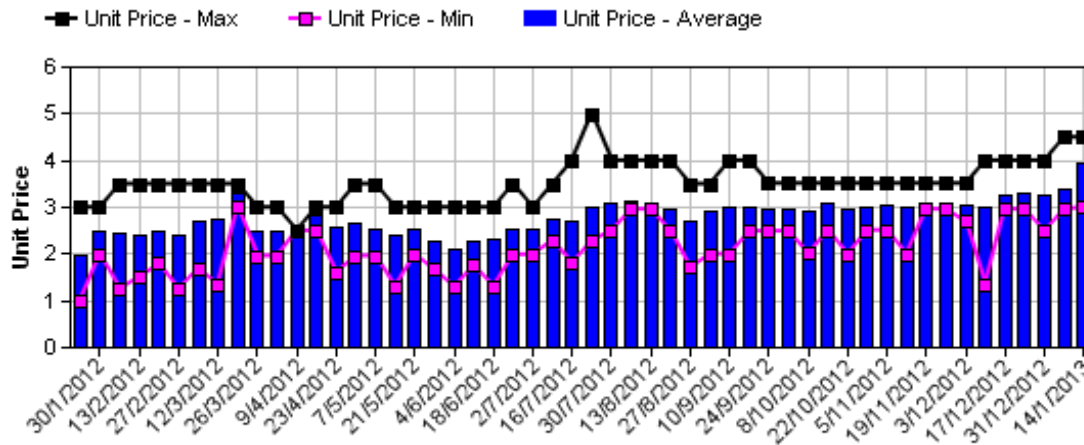
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Kelly's Citrus (Melbourne)
- Murray Bros (Brisbane)
- Sculli & Co Pty 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**

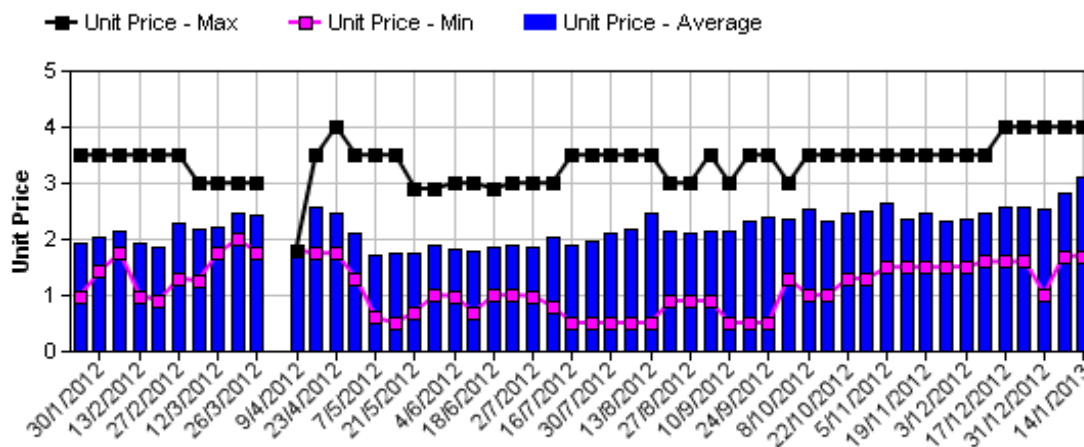
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales					95			95	173						173			173
Total non supermarket sales	4,033	744		4,777	1,459			1,459	2,653						6,686	744		7,430
Total exports																		
Total sales	4,033	744		4,777	1,554			1,554	2,825						6,858	744		7,602
Total Stock on Hand	110	24		134	96			96	175						285	24		309
QLD																		
Total supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week.																	
Total non supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week.																	
Total exports																		
Total sales	35,599		1,878	37,477	102			102	185						35,784		1,878	37,662
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	4,162			4,162											4,162			4,162
Total non supermarket sales	2,256		762	3,018	264		44	308	560						2,736		842	3,578
Total exports																		
Total sales	6,418		762	7,180	264		44	308	560						6,898		842	7,740
Total Stock on Hand	9,602		598	10,200	435		10	445	809						10,393		616	11,009
VIC																		
Total supermarket sales	6,240		3,360	9,600											6,240		3,360	9,600
Total non supermarket sales	9,129		1,198	10,327	675		1	676	1,229						10,356		1,199	11,556
Total exports																		
Total sales	15,369		4,558	19,927	675		1	676	1,229						16,596		4,559	21,156
Total Stock on Hand	3,111		111	3,221											3,111		111	3,221
WA																		
Total supermarket sales	4,314		1,121	5,435	145			145	264						4,578		1,121	5,699
Total non supermarket sales	3,298		400	3,698	783			783	1,424						4,722		400	5,122
Total exports	4,245			4,245	1,344			1,344	2,444	550			550	100	6,789			6,789
Total sales	11,857		1,521	13,378	2,272			2,272	4,131	550			550	100	16,088		1,521	17,609
Total Stock on Hand	4,827		560	5,387	173			173	315						5,142		560	5,702
Total																		
Total supermarket sales	33,475		6,242	39,717	338			338	615						34,090		6,242	40,332
Total non supermarket sales	35,306	744	2,477	38,527	3,185		45	3,230	5,873						41,097	744	2,558	44,399
Total exports	4,495			4,495	1,344			1,344	2,444	550			550	100	7,039			7,039
Total sales	73,276	744	8,719	82,739	4,867		45	4,912	8,931	550			550	100	82,225	744	8,800	91,770
Total Stock on Hand	20,427	24	1,269	21,719	831		10	841	1,529						21,938	24	1,287	23,248



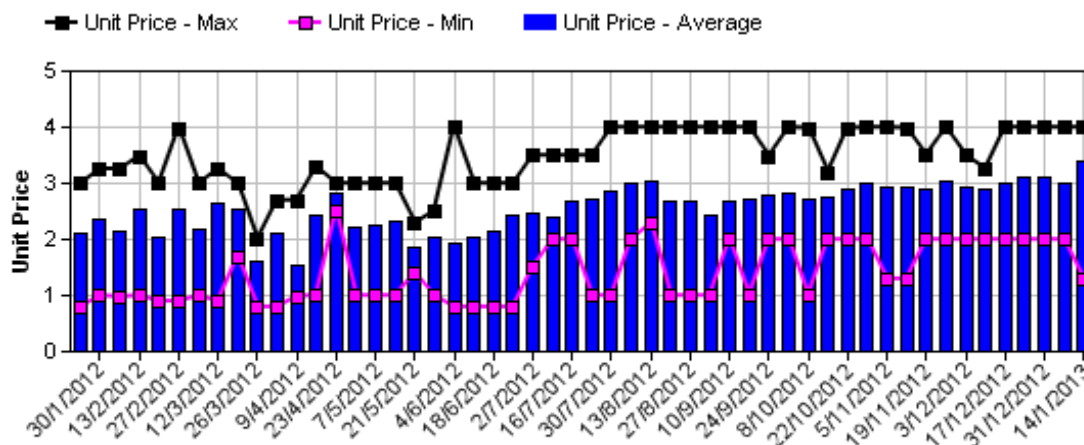
### Hass Avocado Average Retail Prices - Sydney



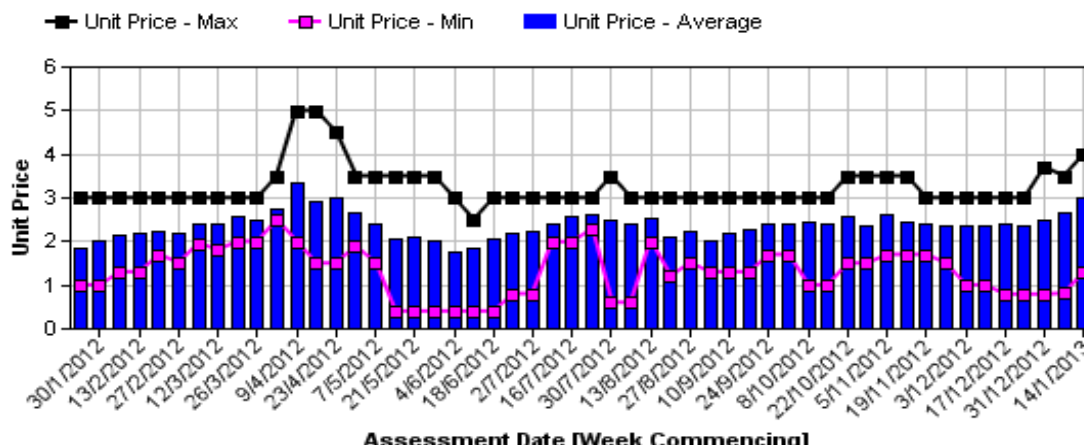
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

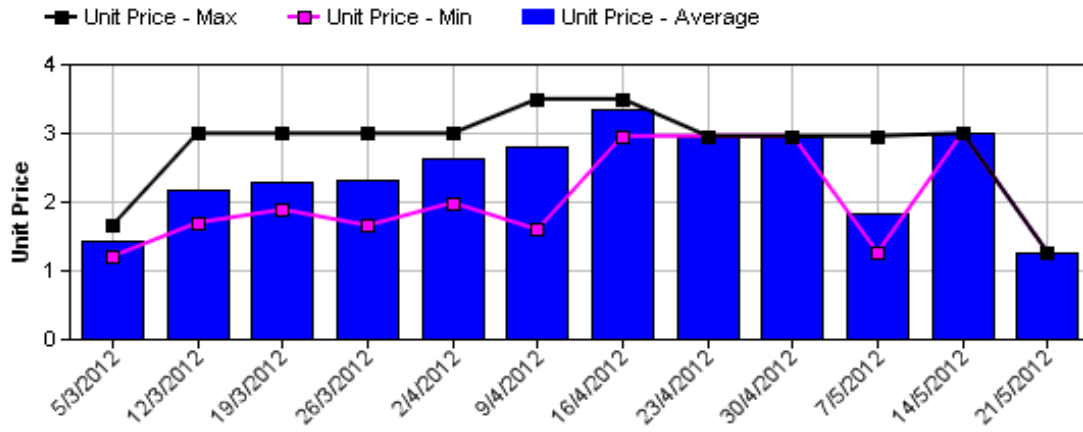


### Hass Avocado Average Retail Prices - Perth

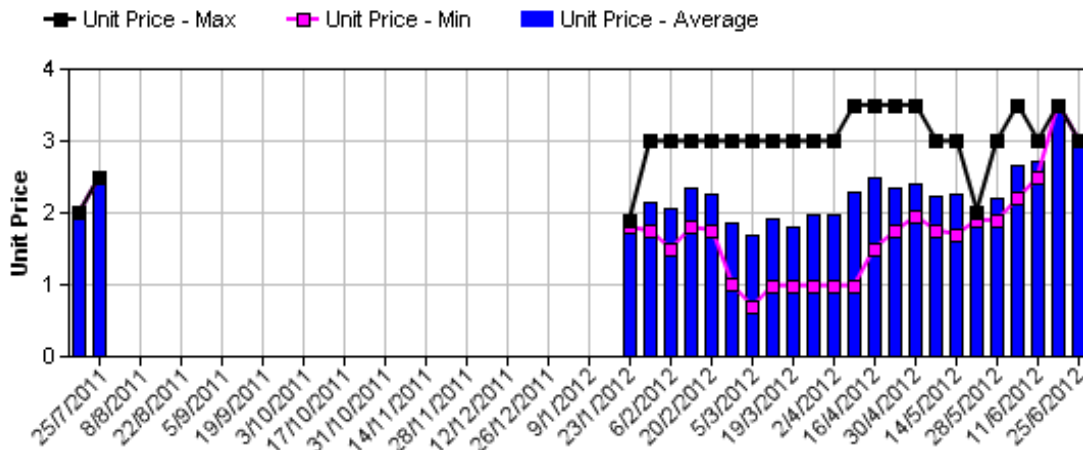


Assessment Date [Week Commencing]

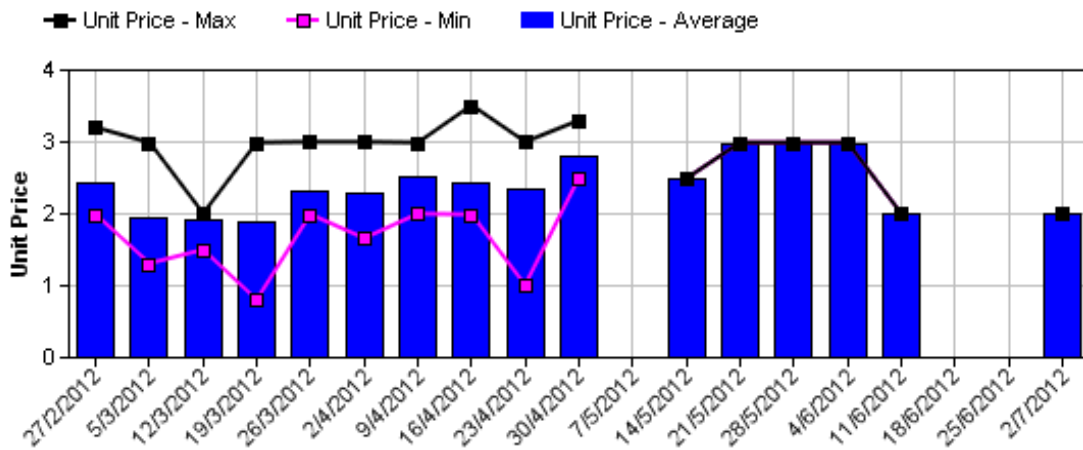
Shepard Avocado Average Retail Prices - Sydney



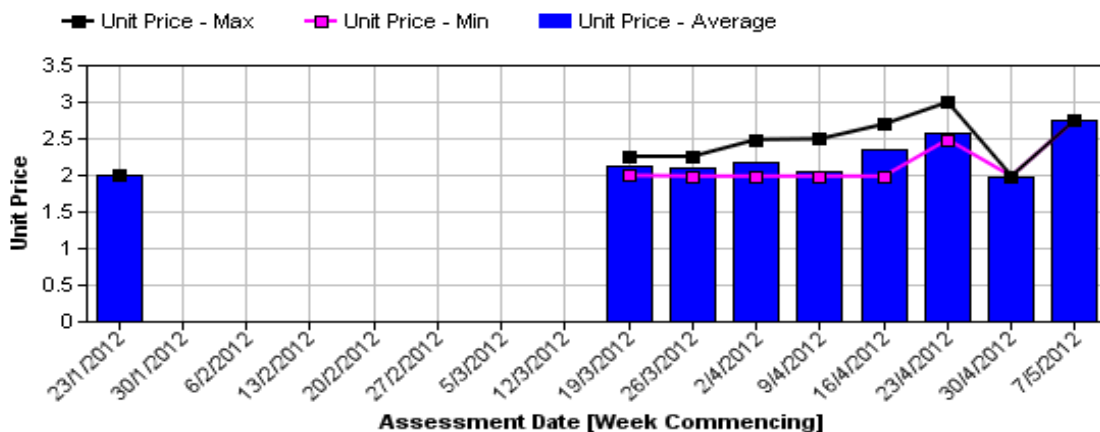
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 14th January 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
IGA	Hass	250	2.99	No	Mixed
I	Hass	270	3.29	No	Aus
Woolworths	Hass	290	3.48	No	Aus
I	Hass	260	3.49	No	Aus
I	Reed	490	3.49	No	Aus
IGA	Hass	270	3.95	No	Aus
Coles	Hass	280	3.98	No	Aus
Coles	Hass	290	3.98	No	Aus
Coles	Hass	270	3.98	No	Aus
Foodworks	Hass	300	3.99	No	NZ
I	Reed	400	3.99	No	Aus
I	Reed	480	3.99	No	Aus
I	Hass	270	3.99	No	Aus
I	Reed	470	3.99	No	Aus
I	Reed	450	3.99	No	Aus
I	Hass	280	4.49	No	Aus
I	Hass	310	4.49	No	Aus
I	Hass	330	4.49	No	Aus
I	Hass	300	4.49	No	Aus
<b>BRISBANE</b>					
IGA	Hass	200	1.69	Store	Aus
Woolworths	Hass	160	2.48	No	Aus
I	Hass	180	2.69	No	NZ
IGA	Hass	200	2.98	No	NZ
IGA	Hass	200	2.98	No	Aus
I	Hass	265	2.99	No	NZ
I	Hass	240	2.99	No	NZ
I	Hass	175	2.99	Store	NZ
Coles	Hass	260	3.48	No	Aus
Woolworths	Hass	250	3.48	No	Aus
Woolworths	Hass	315	3.48	No	Aus
Coles	Hass	230	3.48	Store	Aus
Coles	Hass	300	3.48	No	Aus
I	Hass	245	3.50	Store	Aus
I	Hass	320	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	225	1.29	No	NS
I	Hass	253	1.99	No	Aus
I	Hass	245	2.99	No	NS
IS	Hass	270	2.99	No	NZ
Safeway	Hass	275	3.48	No	Aus
Safeway	Hass	255	3.48	No	Aus
Coles	Hass	255	3.48	No	Aus
Safeway	Hass	250	3.48	No	Aus
Coles	Hass	260	3.48	No	Aus
Coles	Hass	290	3.48	No	Aus
I	Hass	275	3.98	No	Aus
I	Reed	380	3.99	No	Aus
IGA	Hass	265	3.99	No	Aus
I	Hass	240	3.99	No	Aus
I	Hass	285	3.99	No	Aus
I	Hass	280	3.99	No	NZ
I	Reed	400	3.99	No	Aus
I	Hass	290	3.99	No	Aus
<b>PERTH</b>					
I	Hass	145	1.29	No	Aus
IS	Hass	140	1.99	Store	Aus
I	Hass	240	2.50	No	Aus
Woolworths	Hass	230	2.68	No	Aus
Woolworths	Hass	205	2.68	Store	Aus
Woolworths	Hass	220	2.68	No	Aus
I	Hass	250	2.99	Store	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	230	3.19	No	Aus
Coles	Hass	210	3.48	No	Aus
Coles	Hass	230	3.48	No	Aus
Coles	Hass	205	3.48	No	Aus
IGA	Hass	230	3.49	No	Aus
IGA	Hass	250	3.49	No	Aus
I	Hass	240	3.99	No	Aus
IGA	Hass	260	3.99	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

### 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