



## INFOCADO WEEKLY REPORT: 4th—10th January 2014 (Wk 2)



### Comments

- With low volumes of fruit in the market there are still no catalogue specials in any of the capital cities.
- So far there are still no forecasts for Shepard avocados through to the week beginning 1st February however it is believed there will be some Shepard in the market by this time—make sure you do your maturity tests before sending fruit to the markets!
- It is good to see significantly more packhouses from the relevant regions contributing to Infocado after the Christmas break.
- Increased wholesale and retail prices and the light supply of Australian avocados attracted media attention in late December/early January. Avocados Australia proactively responded to explain the reason for the light supply and advised that Australian avocado growers have been working to meet strong summer demand for future years. Media coverage was successfully achieved as a result of Avocados Australia media release “How to get the best value from Avocados”. The aim of this communication was to respond in an informative, positive and proactive way.

[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

Consumer research recently completed illustrated some fundamental gaps in consumer knowledge about avocados. It confirmed that most consumers approach Avocados with a sense of uncertainty, expressing concerns about their ability to select and ripen the fruit to enable themselves to use it how and when they want. It identified that best-practice educational materials, delivered via a combination of in-store and in-home communications, can improve understanding of these stages and thereby increase consumer confidence in their ability, reducing damage to in-store merchandise and improving the end-user experience. Importantly their exposure to educational tools identified an exponential increase in consumer confidence across all stages of the process.

As a result of this research a clear brief will now be developed for the design and implementation of the best education materials!

### Upcoming Holidays

Australia Day: 27th January | Waitangi Day (NZ): 6th February | Labour Day (WA): 3rd March | Labour Day (VIC & SA): 10th March

### 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:

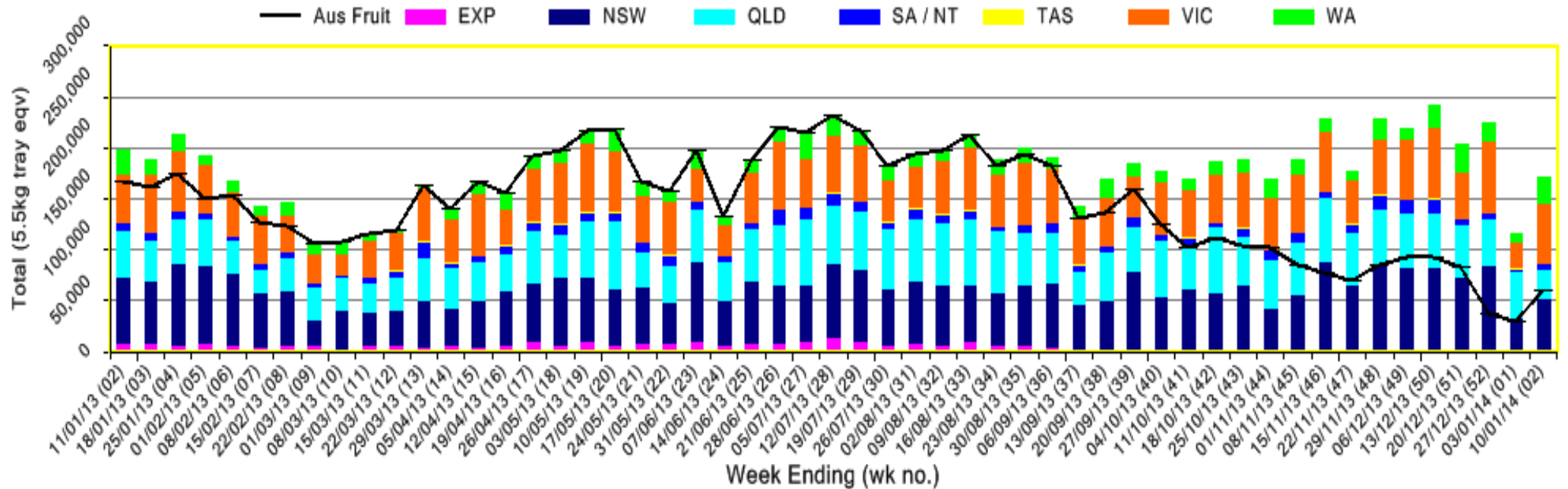
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 4th January - 10th January 2014 (Wk 2)**

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP								672	447	1,119	384		1,817
NSW	127	2,637	4,163	8,479	58	8,698	9,397	6,418	7,192	47,169	1,662	192	50,226
QLD	43	1,353	2,460	4,686		5,380	5,916	3,776	4,462	28,076	457		28,907
SA / NT	111	429	1,721	440		300	112	146		3,259	416		4,015
TAS				32		594	937			1,563			1,563
VIC	337	3,077	8,554	10,013		10,226	10,561	6,918	7,661	57,347	1,108	205	59,399
WA	17	1,089	4,673	9,317		5,677	3,369	640	595	25,377	434	332	26,226
<b>Total</b>	<b>635</b>	<b>8,585</b>	<b>21,571</b>	<b>32,967</b>	<b>58</b>	<b>30,875</b>	<b>30,292</b>	<b>18,570</b>	<b>20,357</b>	<b>163,910</b>	<b>4,461</b>	<b>729</b>	<b>172,154</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2014 to date = 288,068 5.5kg tray eqv**

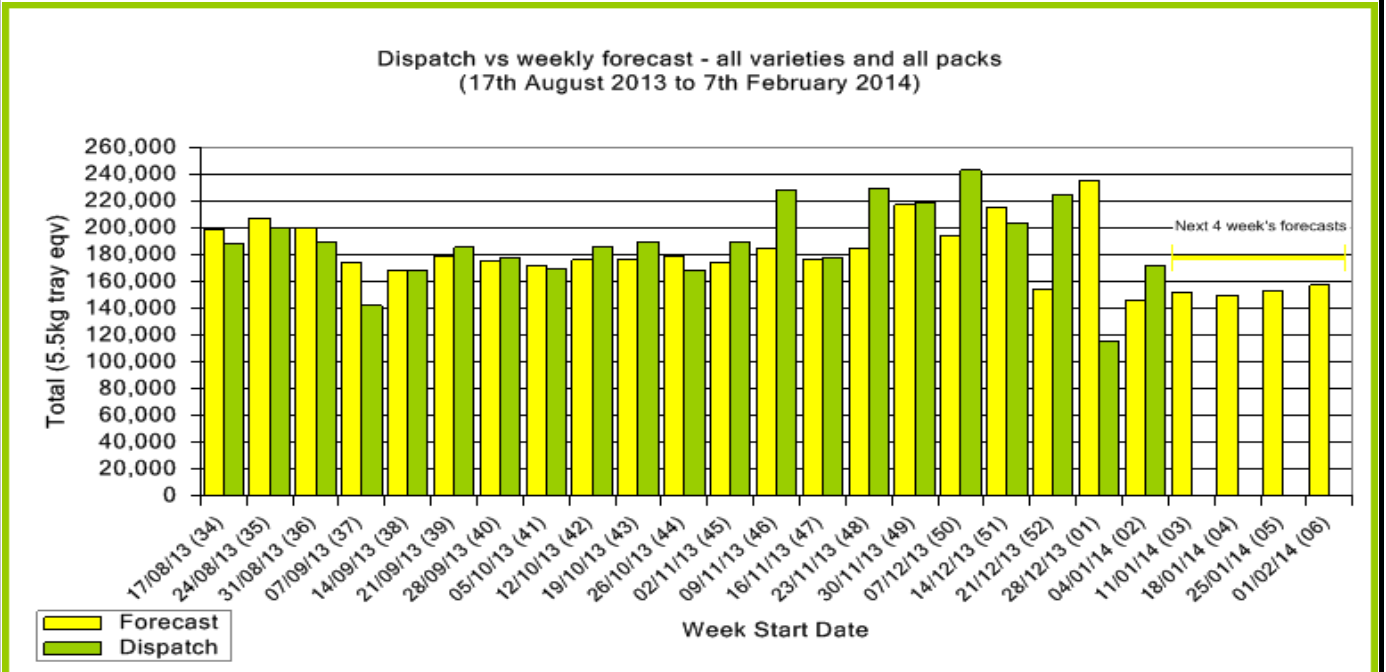


Forecast Data (Week 2 - 6)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 2 - begin 04/01/2014</b>				
Hass	132,821	5,108	10	<b>142,110</b>
Lamb Hass	740	10		<b>758</b>
Reed	2,450	540		<b>3,432</b>
<b>Week Total</b>	<b>136,011</b>	<b>5,658</b>	<b>10</b>	<b>146,300</b>
<b>Week 3 - begin 11/01/2014</b>				
Gwen	1,250	880		<b>2,850</b>
Hass	137,925	4,080		<b>145,343</b>
Lamb Hass	1,300	50		<b>1,391</b>
Reed	2,000	230		<b>2,418</b>
<b>Week Total</b>	<b>142,475</b>	<b>5,240</b>		<b>152,002</b>
<b>Week 4 - begin 18/01/2014</b>				
Hass	142,220	3,300		<b>148,220</b>
Lamb Hass	1,500	80		<b>1,645</b>
<b>Week Total</b>	<b>143,720</b>	<b>3,380</b>		<b>149,865</b>
<b>Week 5 - begin 25/01/2014</b>				
Hass	147,608	2,400		<b>151,972</b>
Lamb Hass	1,500	80		<b>1,645</b>
<b>Week Total</b>	<b>149,108</b>	<b>2,480</b>		<b>153,617</b>
<b>Week 6 - begin 01/02/2014</b>				
Hass	154,731	900		<b>156,367</b>
Lamb Hass	1,000	50		<b>1,091</b>
<b>Week Total</b>	<b>155,731</b>	<b>950</b>		<b>157,458</b>

Green shading indicates dispatch data

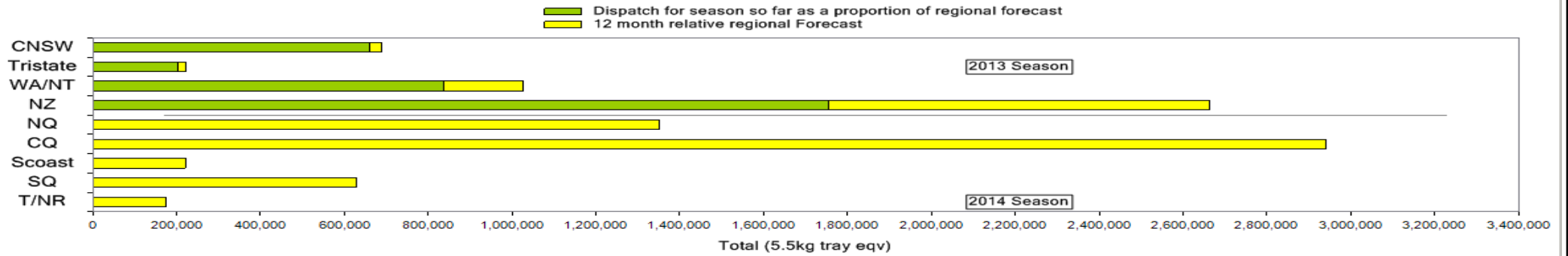
Yellow shading indicates forecast data

Dispatch Data (Week 2 - begin 4/01/2014)				
Variety	Trays	Bulk	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	720	539		<b>1,700</b>
Hass	159,543	3,429	729	<b>165,911</b>
Lamb Hass	1,380	229		<b>1,796</b>
Reed	2,267	264		<b>2,747</b>
<b>Total</b>	<b>163,910</b>	<b>4,461</b>	<b>729</b>	<b>172,154</b>

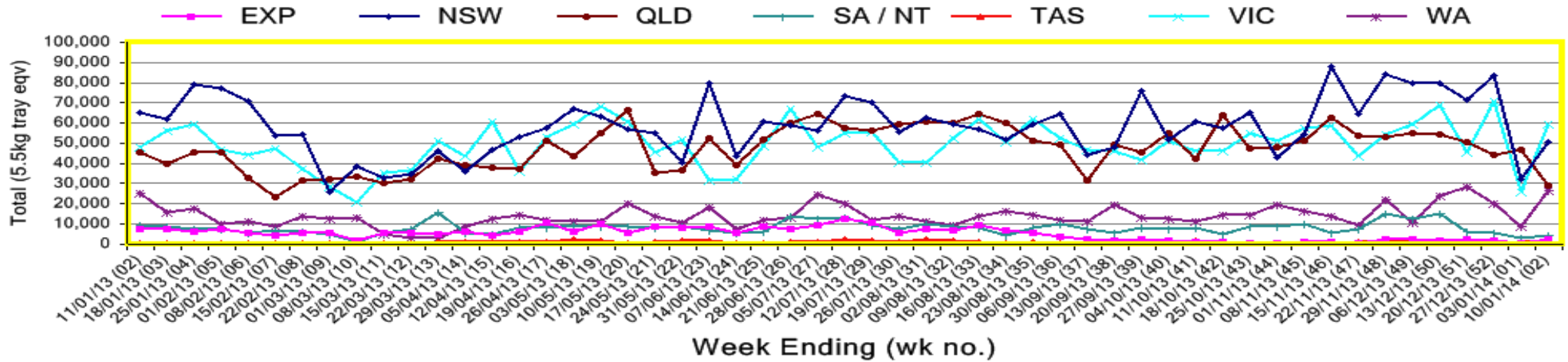


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013–April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	<b>2,588,932</b>
<b>Australia</b>	16,341	83,173	283,934	582,190	587,056	201,616				<b>1,754,310</b>
<b>USA</b>	0	0	0							
<b>Japan</b>	0	0	0							
<b>Total</b>	<b>16,341</b>	<b>83,173</b>	<b>283,934</b>	<b>582,190</b>	<b>587,056</b>	<b>201,616</b>				<b>1,754,310</b>

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 288,068 5.5kg tray eqv



**Week 2 contributors - Packhouses**

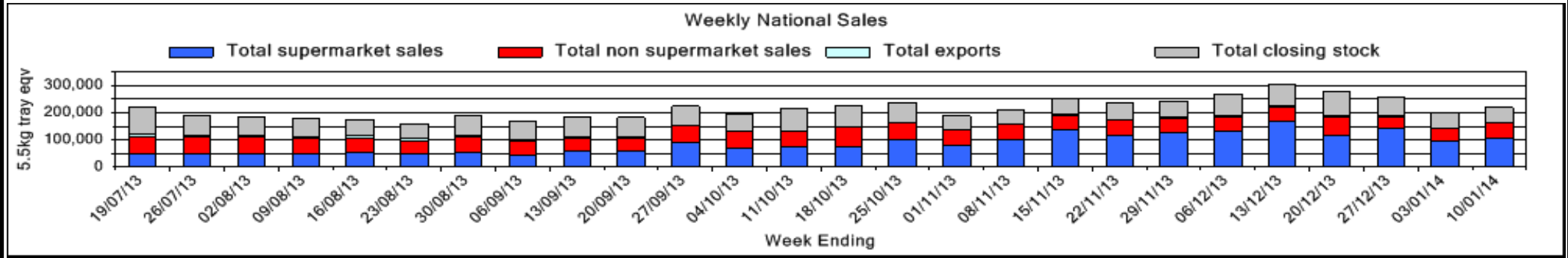
Natures Fruit Company (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
The Avolution (Consolidator)	VP & EA Farrell (WA)
I & A Tolson (CNSW)	Box Organics (WA)
Coastal Avocados (CNSW)	Advance Packing & Marketing Services P/L (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Chinoola Orchards (TRI)	Sth Qld: Less than 3 contributors

**Week 2 contributors - Wholesalers**

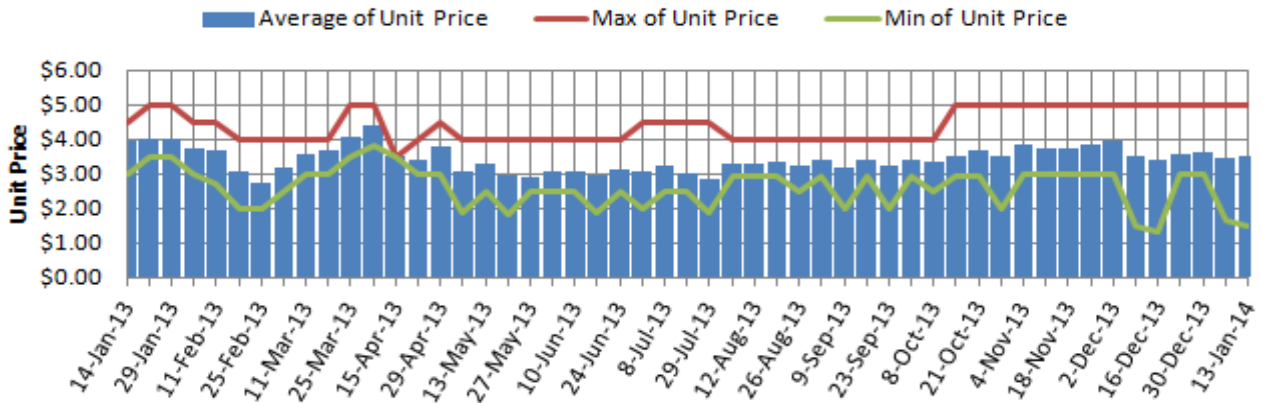
Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Premier Fruits Pty Ltd (Melbourne)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Exotic Fruit Traders (Sydney)	The La Manna Group (Brisbane)
Fresh Choice WA Pty Ltd (Perth)	The La Manna Group (Melbourne)
Fresh Express Produce Pty Ltd (Perth)	United Fresh (Adelaide)

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

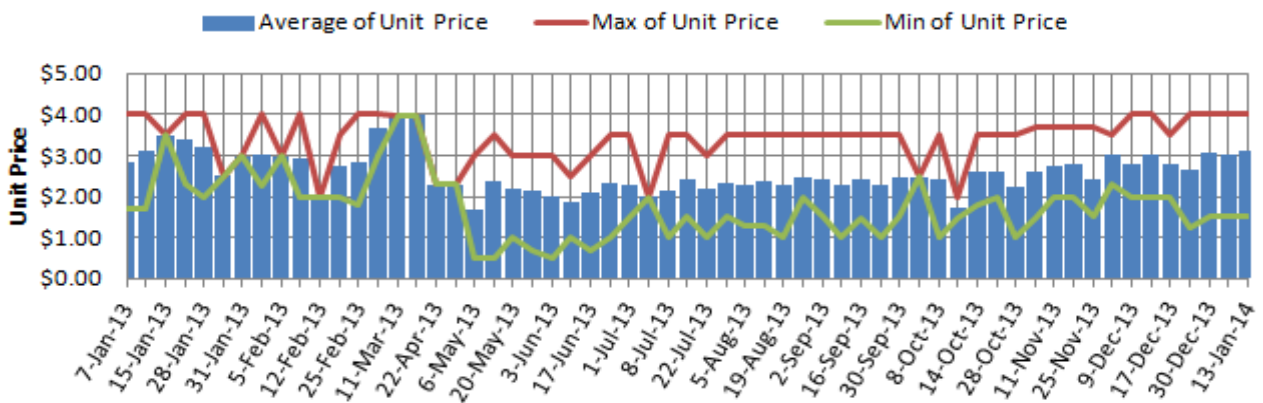
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	33,530			<b>33,530</b>											33,530			<b>33,530</b>
<b>Total non supermarket sales</b>	4,217		297	<b>4,514</b>	1,107			1,107	<b>2,013</b>						6,230		297	<b>6,526</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>37,747</b>		<b>297</b>	<b>38,044</b>	<b>1,107</b>			<b>1,107</b>	<b>2,013</b>						<b>39,760</b>		<b>297</b>	<b>40,056</b>
<b>Total Stock on Hand</b>	<b>582</b>			<b>582</b>	<b>96</b>			<b>96</b>	<b>175</b>						<b>757</b>			<b>757</b>
QLD																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total exports</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total sales</b>	<b>31,899</b>		<b>337</b>	<b>32,236</b>	<b>199</b>		<b>129</b>	<b>328</b>	<b>596</b>						<b>32,261</b>		<b>572</b>	<b>32,832</b>
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>	7,249		576	<b>7,825</b>											7,249		576	<b>7,825</b>
<b>Total non supermarket sales</b>	5,009		47	<b>5,056</b>	589			589	<b>1,071</b>						6,080		47	<b>6,127</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>12,258</b>		<b>623</b>	<b>12,881</b>	<b>589</b>			<b>589</b>	<b>1,071</b>						<b>13,329</b>		<b>623</b>	<b>13,952</b>
<b>Total Stock on Hand</b>	<b>12,578</b>		<b>388</b>	<b>12,966</b>	<b>812</b>		<b>604</b>	<b>1,416</b>	<b>2,575</b>						<b>14,054</b>		<b>1,486</b>	<b>15,541</b>
VIC																		
<b>Total supermarket sales</b>	29,687			<b>29,687</b>	127			127	<b>231</b>						29,918			<b>29,918</b>
<b>Total non supermarket sales</b>	13,799		1,628	<b>15,426</b>	1,051		214	1,265	<b>2,300</b>						15,709		2,017	<b>17,726</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>43,486</b>		<b>1,628</b>	<b>45,113</b>	<b>1,178</b>		<b>214</b>	<b>1,392</b>	<b>2,531</b>						<b>45,627</b>		<b>2,017</b>	<b>47,644</b>
<b>Total Stock on Hand</b>	<b>14,463</b>		<b>971</b>	<b>15,434</b>	<b>1,433</b>			<b>1,433</b>	<b>2,605</b>						<b>17,069</b>		<b>971</b>	<b>18,040</b>
WA																		
<b>Total supermarket sales</b>	19,655			<b>19,655</b>	283			283	<b>515</b>						20,170			<b>20,170</b>
<b>Total non supermarket sales</b>	5,614			<b>5,614</b>	647			647	<b>1,176</b>						6,790			<b>6,790</b>
<b>Total exports</b>	1,119			<b>1,119</b>	384			384	<b>698</b>						1,817			<b>1,817</b>
<b>Total sales</b>	<b>26,388</b>			<b>26,388</b>	<b>1,314</b>			<b>1,314</b>	<b>2,389</b>						<b>28,777</b>			<b>28,777</b>
<b>Total Stock on Hand</b>	<b>4,140</b>			<b>4,140</b>	<b>275</b>			<b>275</b>	<b>500</b>						<b>4,640</b>			<b>4,640</b>
Total																		
<b>Total supermarket sales</b>	105,641		576	<b>106,217</b>	506			506	<b>920</b>						106,561		576	<b>107,137</b>
<b>Total non supermarket sales</b>	45,018		2,309	<b>47,326</b>	3,497		343	3,840	<b>6,982</b>						51,376		2,932	<b>54,308</b>
<b>Total exports</b>	1,119			<b>1,119</b>	384			384	<b>698</b>						1,817			<b>1,817</b>
<b>Total sales</b>	<b>151,778</b>		<b>2,885</b>	<b>154,662</b>	<b>4,387</b>		<b>343</b>	<b>4,730</b>	<b>8,600</b>						<b>159,754</b>		<b>3,508</b>	<b>163,262</b>
<b>Total Stock on Hand</b>	<b>49,272</b>		<b>1,379</b>	<b>50,651</b>	<b>2,619</b>		<b>613</b>	<b>3,232</b>	<b>5,876</b>						<b>54,034</b>		<b>2,494</b>	<b>56,528</b>



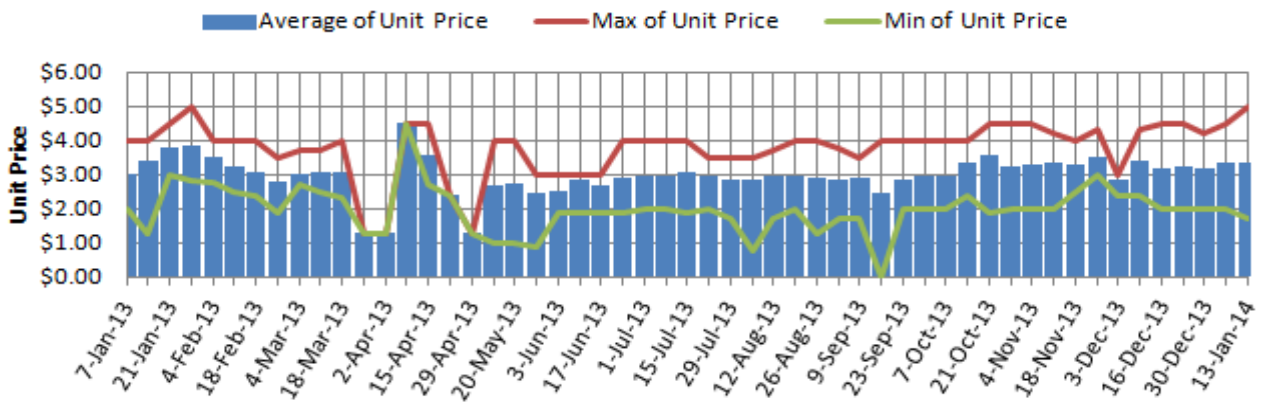
### Hass Avocado Average Retail Prices - Sydney



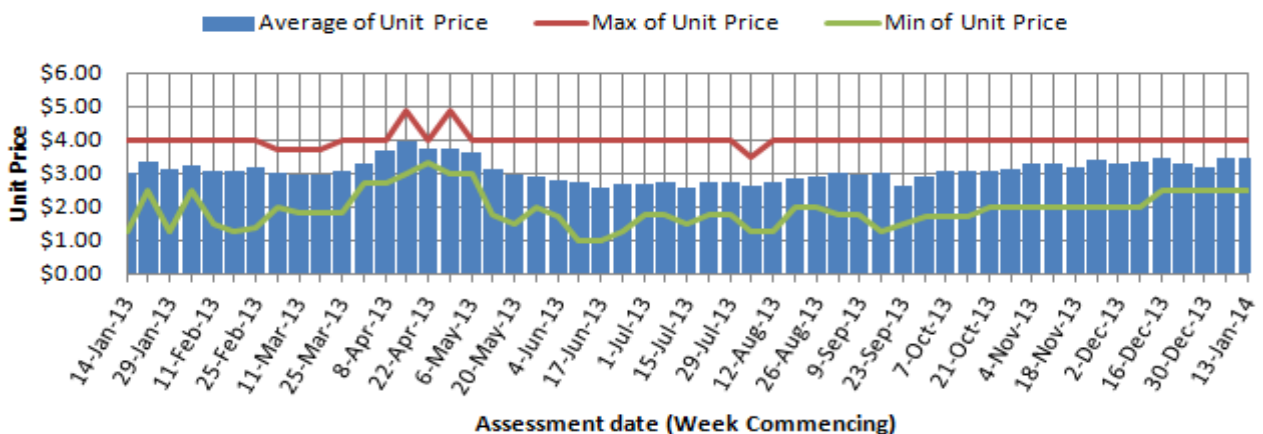
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



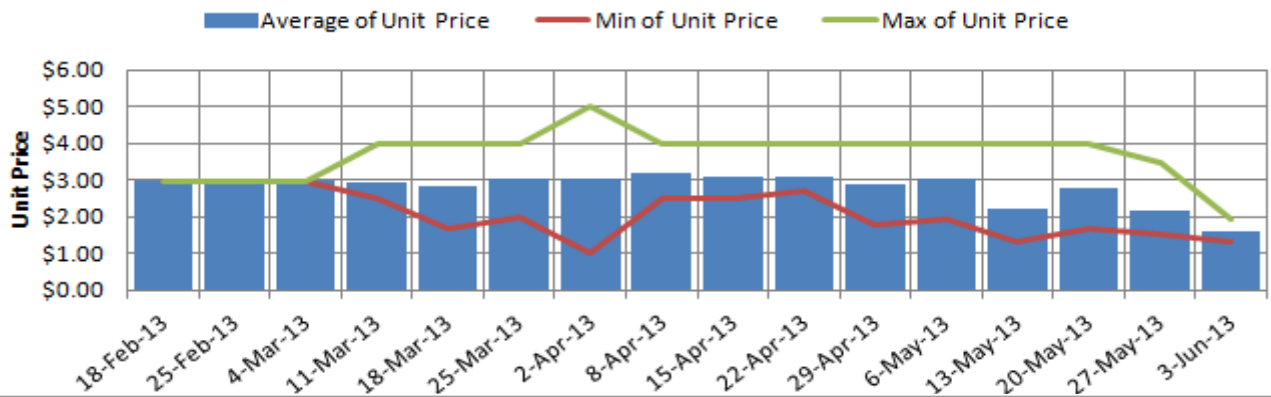
### Hass Avocado Average Retail Prices - Perth



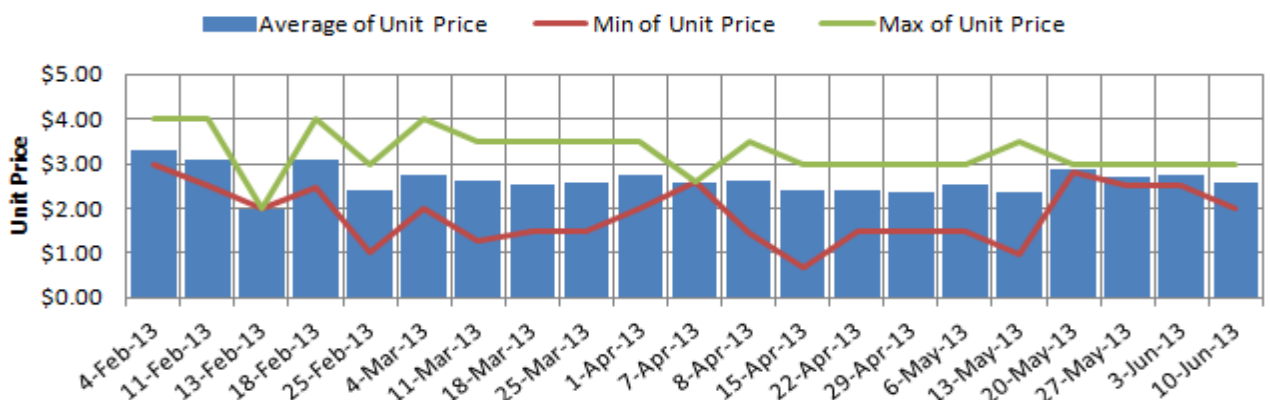
Assessment date (Week Commencing)



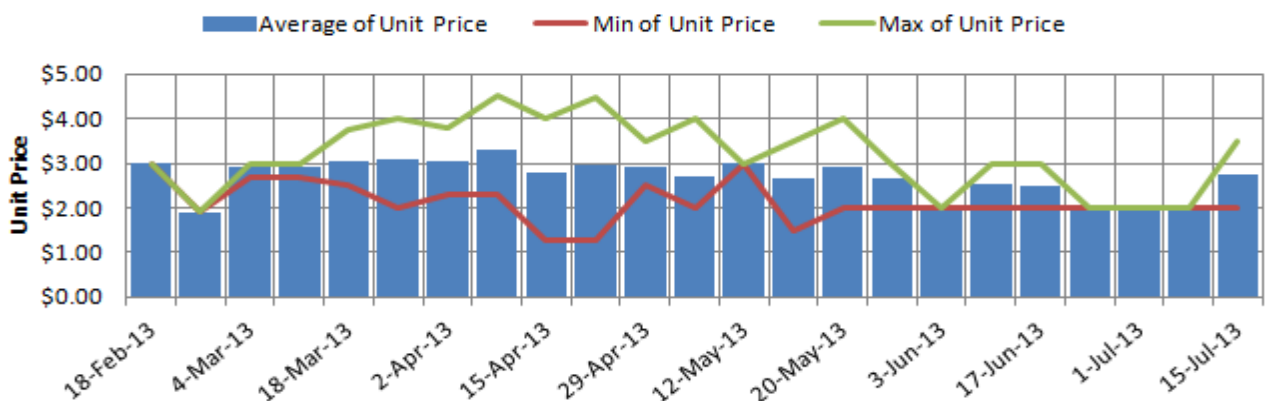
### Shepard Avocado Average Retail Prices - Sydney



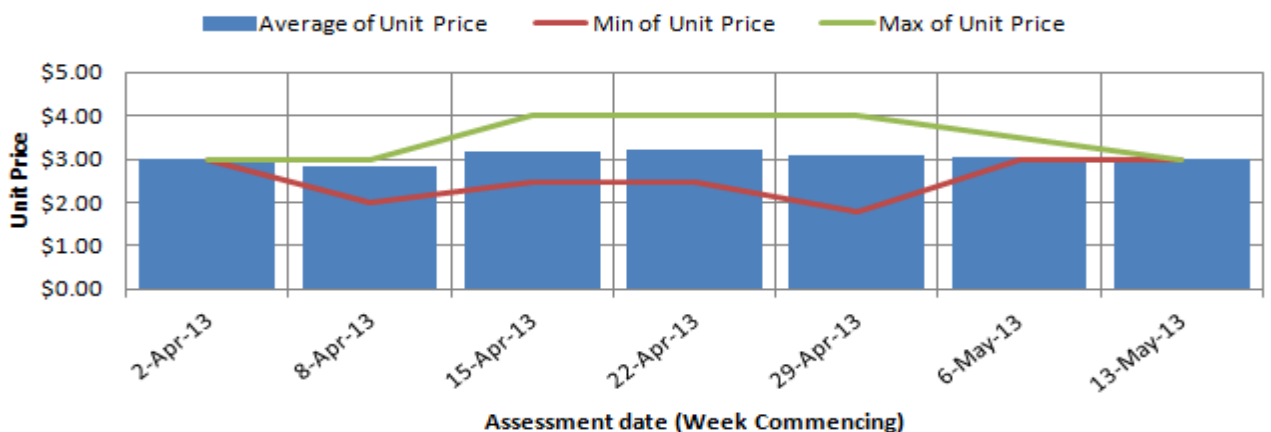
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store a Variety – 13th January 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	170	1.50	Store	NZ
Foodworks	Hass	160	2.29	No	NZ
IGA	Hass	150	2.50	No	Aus
Coles	Hass	270	2.98	No	NZ
Woolworths	Hass	240	2.98	No	NZ
Coles	Hass	250	2.98	No	NZ
Coles	Hass	240	2.98	No	NZ
Woolworths	Hass	280	2.98	No	NZ
Woolworths	Hass	280	2.98	No	NZ
I	Reed	460	2.99	No	Aus
I	Hass	210	2.99	No	Aus
I	Reed	460	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	200	3.49	No	Aus
I	Hass	210	3.49	No	NZ
I	Hass	230	3.50	Store	NZ
IGA	Hass	250	3.50	No	Mixed
I	Reed	400	3.99	No	Aus
I	Reed	400	3.99	No	Aus
I	Reed	390	3.99	No	Aus
IGA	Hass	240	3.99	No	NZ
I	Hass	270	3.99	No	Aus
Foodworks	Hass	280	3.99	No	Aus
I	Reed	340	3.99	No	Aus
I	Hass	340	4.99	No	Aus
I	Hass	330	4.99	No	Aus
I	Hass	300	4.99	No	Aus
I	Hass	330	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	360	1.50	Store	NZ
IGA	Hass	248	2.48	No	NZ
Woolworths	Hass	200	2.48	No	NZ
IGA	Hass	200	2.68	No	NZ
Coles	Hass	190	2.98	Store	NZ
Coles	Hass	220	2.98	No	NZ
I	Hass	300	2.99	No	Aus
I	Hass	365	2.99	No	NZ
I	Hass	240	3.00	Store	NZ
Woolworths	Hass	220	3.48	No	NZ
Woolworths	Hass	270	3.48	No	NZ
I	Hass	240	3.50	Store	NZ
I	Hass	240	3.50	Store	NZ
I	Hass	354	3.50	Store	Aus
I	Hass	380	3.50	No	Aus
I	Hass	285	3.95	Store	Aus
I	Hass	354	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	150	1.69	No	NS
I	Hass	135	1.99	No	NS
I	Hass	180	2.50	No	NS
Coles	Hass	240	2.98	No	NZ
Coles	Hass	245	2.98	No	NZ
Coles	Hass	250	2.98	No	NZ
I	Hass	170	2.99	No	NS
I	Hass	230	2.99	No	NS
I	Reed	330	2.99	No	Aus
IS	Hass	300	2.99	No	NZ
IS	Hass	250	2.99	No	NS
I	Hass	190	2.99	No	NS
Safeway	Hass	280	3.48	No	NZ
Safeway	Hass	270	3.48	No	NZ
I	Hass	350	3.48	No	Aus
Safeway	Hass	250	3.48	No	NZ
I	Hass	280	3.49	No	NS
I	Hass	250	3.89	No	NZ
IGA	Hass	300	3.99	No	NS
I	Hass	320	4.50	No	NS
I	Hass	330	4.99	No	Aus
I	Reed	420	4.99	No	Aus
I	Hass	360	4.99	No	Aus
I	Reed	380	4.99	No	Aus
<b>PERTH</b>					
I	Hass	130	1.49	No	Aus
IS	Hass	230	2.49	Store	Mixed
I	Hass	235	2.98	No	Aus
I	Hass	235	2.99	No	Aus
I	Hass	230	2.99	No	Aus
Coles	Hass	220	3.48	No	Aus
Woolworths	Hass	260	3.48	No	Aus
Coles	Hass	235	3.48	No	Aus
Woolworths	Hass	245	3.48	Store	Aus
Coles	Hass	240	3.48	No	Aus
Woolworths	Hass	230	3.48	No	Aus
IGA	Hass	260	3.49	No	NZ
IGA	Hass	295	3.69	No	Aus
IGA	Hass	230	3.89	No	NZ
I	Hass	280	3.99	No	Aus
I	Hass	260	3.99	No	NZ
IGA	Hass	285	3.99	No	NZ
IS	Hass	275	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