



# INFOCADO WEEKLY REPORT: 3rd — 9th January 2015 (Week 2)



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## Comments

- Across the major markets higher volumes have flowed into Sydney with Brisbane and Melbourne being on par with each other for the week. Size 20 fruit dominating (refer P 2).
- The weekly dispatch volume was slightly higher than forecast with the dispatch volume increasing after the festive season. The four weekly forecast indicates supply to level out over January 2015 at the current level (refer P 3).
- Weekly national sales continues to increase in line with the higher dispatch volumes. Agents have recorded low volumes on hand at the close of the trading week (refer P 5).
- Average retail price per Hass avocado continues to hold steady across all major cities. Coles are currently running Store specials in Melbourne (refer P 6 - 8).

## Driving Social Engagement and Advocacy in 2015

2014 was a hugely successful year for the Australian Avocados within the social sphere. In the last 12 months the Facebook audience increased by 200%. The Australian Avocados brand page now has 106,690 fans with an average engagement rate of 7.5%, eclipsing all industry benchmarks. The most recent festive season social campaign, '12 Days of Christmas' focused on keeping avocados top of mind throughout the December period. A series of recipes were shared with the Facebook community to provide inspiration for meals from snacks to the dinner party. In 2015, the focus on social will be to place the Avocado Lovers and Avocado Enthusiasts at the center of the social content. The 2015 objective is to continue to convert Avocado enthusiasts into lovers, with increasingly good results derived from engagement with our Facebook Community fans. The social initiatives will continue to work closely with creative, digital and media touchpoints to ensure an omnichannel approach to drive reach and awareness of messaging. The 'Back to School' campaign at the end of January will be the next initiative.

For a full brief please refer to the Guacamole Enewsletter - 9/01/2015

## Upcoming Holiday

Australia Day: 26th Jan 2015 | Labour Day (WA): 2nd March 2015 | Good Friday: 3rd April 2015 | Easter Monday: 6th April 2015

## 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:

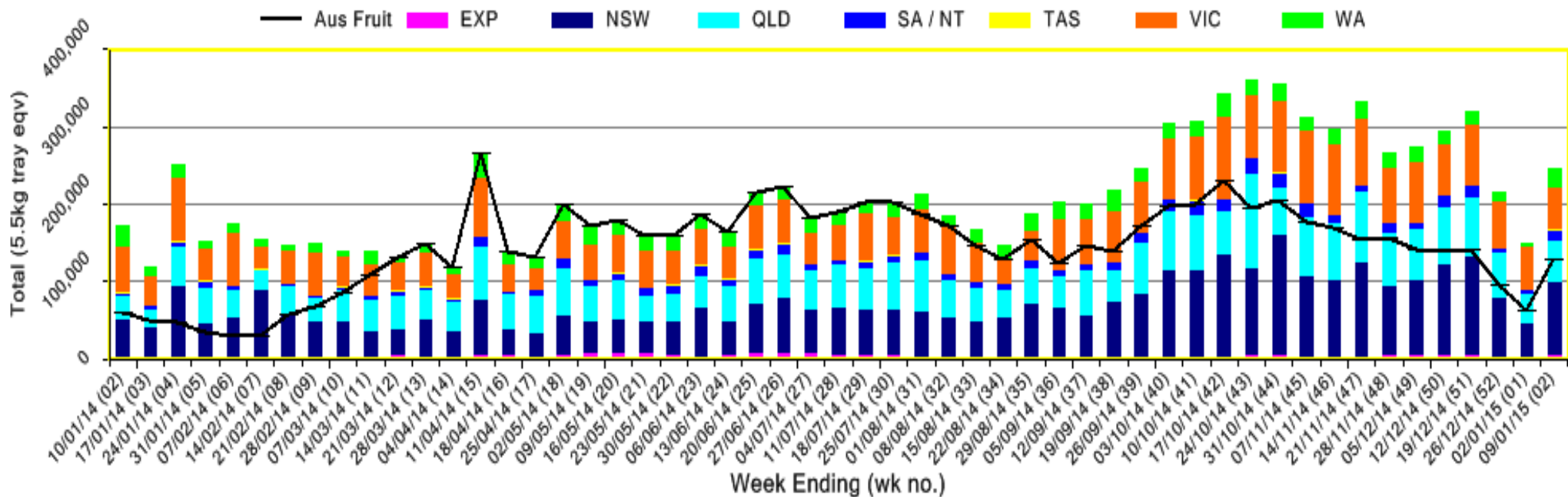
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 3rd January - 9th January 2015 (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	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP			20					3,040	3,060	1,056				4,980
NSW	1,708	6,493	9,650	18,620	15,599	18,145	9,414	9,338	88,967	2,409	1,056		1,000	93,721
QLD	602	4,802	7,798	11,319	9,219	8,400	4,922	4,125	51,187	1,919	528		1,000	54,954
SA / NT	1,217	1,170	2,321	3,433	800	800	2,480		12,221	88				12,381
TAS							912		912					912
VIC	671	1,565	6,780	13,892	10,196	12,884	3,264	2,366	51,618	1,766				54,829
WA	480	605	999	3,021	5,752	5,389	8,118	130	24,494	638		80		25,669
<b>Total</b>	<b>4,678</b>	<b>14,635</b>	<b>27,568</b>	<b>50,285</b>	<b>41,566</b>	<b>46,530</b>	<b>28,198</b>	<b>18,999</b>	<b>232,459</b>	<b>7,876</b>	<b>1,584</b>	<b>80</b>	<b>2,000</b>	<b>247,446</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2015 to date = 398,847 5.5kg tray eqv**



Yellow shading indicates forecast data

Green shading indicates dispatch data

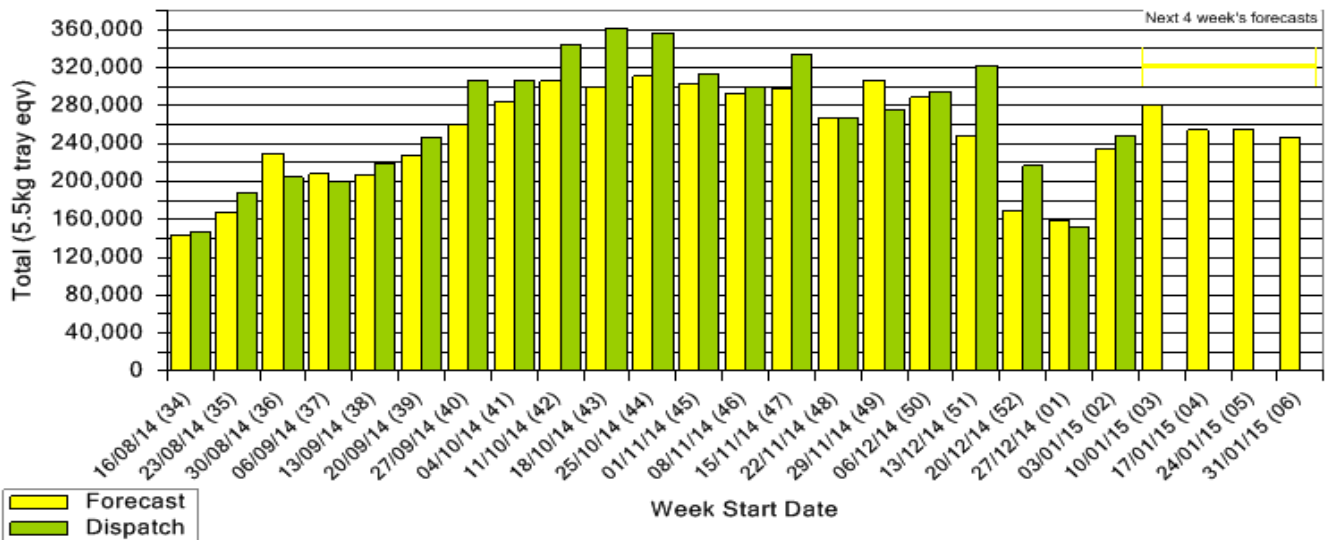
**Forecast Data (Week 2 - 6)**

Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 2 - begin 03/01/2015</b>						
Hass	223,579	4,477	2,000	40		232,090
Lamb Hass		88				160
Reed	1,547	300			2,000	2,456
<b>Week Total</b>	<b>225,126</b>	<b>4,865</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>234,706</b>
<b>Week 3 - begin 10/01/2015</b>						
Hass	266,239	4,516	5,000	40		275,366
Reed	5,000	200			2,000	5,728
<b>Week Total</b>	<b>271,239</b>	<b>4,716</b>	<b>5,000</b>	<b>40</b>	<b>2,000</b>	<b>281,094</b>
<b>Week 4 - begin 17/01/2015</b>						
Hass	242,425	4,765	2,000	40		251,460
Lamb Hass	1,500					1,500
Reed	1,000	200			2,000	1,728
<b>Week Total</b>	<b>244,925</b>	<b>4,965</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>254,687</b>
<b>Week 5 - begin 24/01/2015</b>						
Hass	244,685	4,855	2,000	40		253,883
Reed	1,000	200			2,000	1,728
<b>Week Total</b>	<b>245,685</b>	<b>5,055</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>255,611</b>
<b>Week 6 - begin 31/01/2015</b>						
Hass	237,705	4,431	2,000	40		246,132
<b>Week Total</b>	<b>237,705</b>	<b>4,431</b>	<b>2,000</b>	<b>40</b>		<b>246,132</b>

**Dispatch Data (Week 2 - begin 3/01/2015)**

Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	228,619	7,412	1,584	80		242,398
Reed	3,840	464			2,000	5,048
<b>Total</b>	<b>232,459</b>	<b>7,876</b>	<b>1,584</b>	<b>80</b>	<b>2,000</b>	<b>247,446</b>

Dispatch vs weekly forecast - all varieties and all packs (16th August 2014 to 6th February 2015)

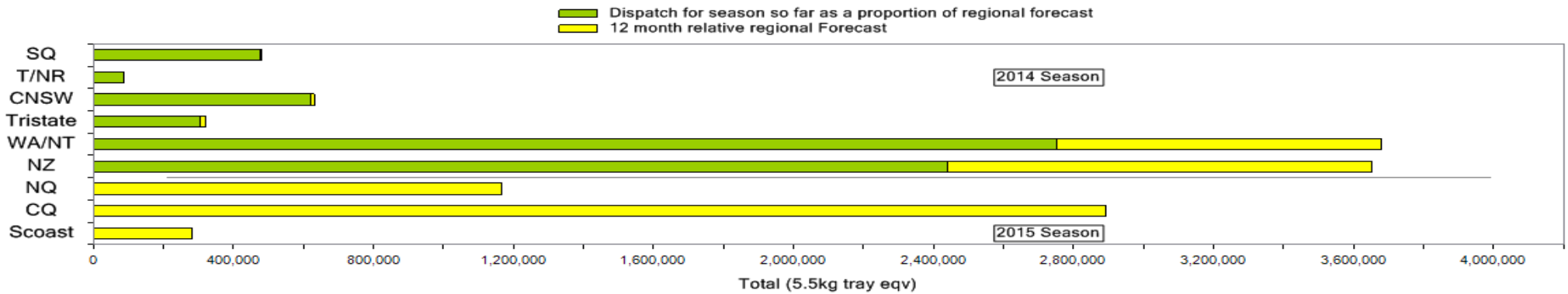


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

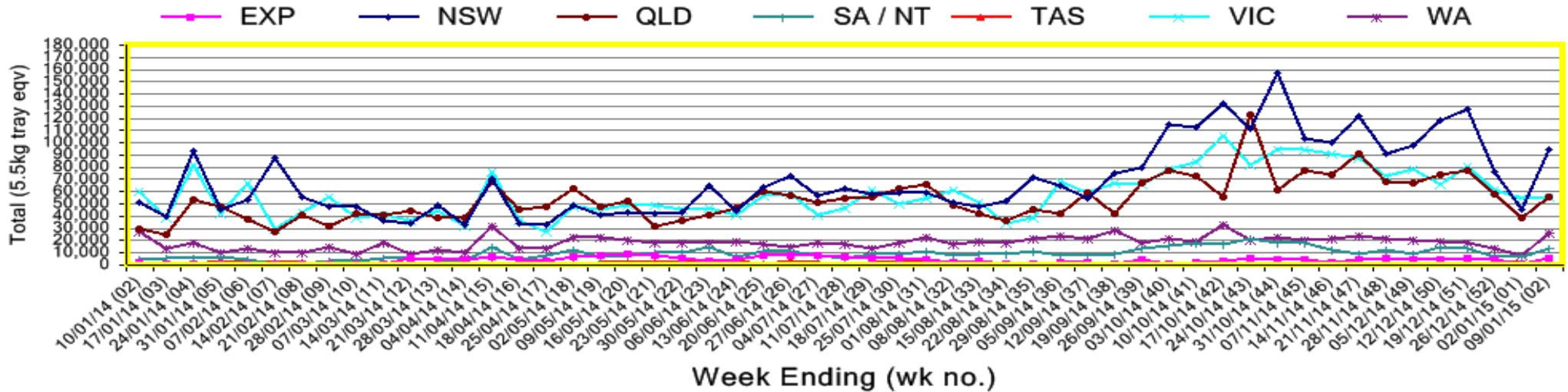
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	552,900	563,784	252,876	5,280	<b>2,949,402</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	211,678				<b>2,439,538</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504					<b>511,407</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	15,991					<b>135,284</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	57,802					<b>266,043</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>820,305</b>	<b>211,678</b>				<b>3,352,272</b>

<sup>1</sup> 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 = 398,847 5.5kg tray eqv



**Week 2 Contributors - Packhouses**

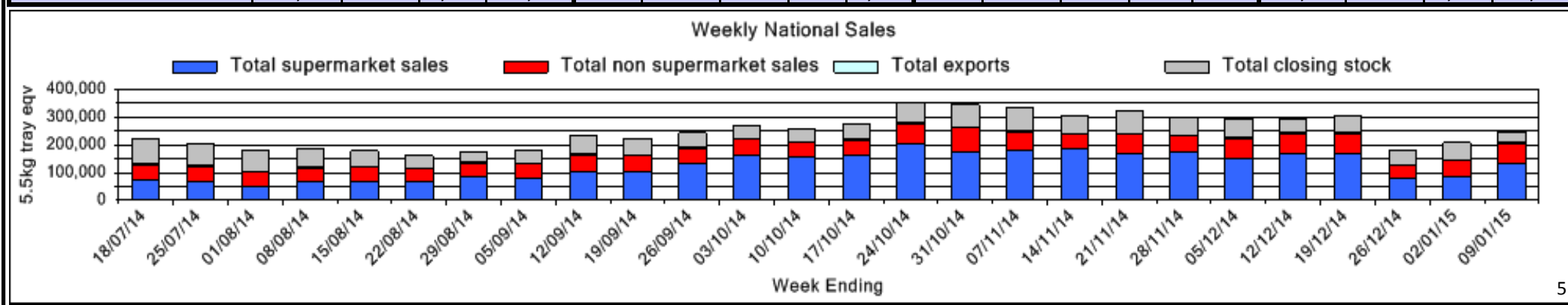
- Simpson Farms Pty Ltd (Consolidator)
- The Evolution (Consolidator)
- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Midcoast Avocados (CNSW)
- Avocado Industry Council (NZAGA)
- Advance Packing & Marketing Services P/L (WA)
- Avonova (WA)
- Willow Creek (WA)
- Delroy Orchards (WA)
- West Aussie Avos (WA)
- Mariners Rest (WA)
- Box Organics (WA)
- VP & EA Farrell (WA)
- TRI: Less than 3 contributors

**Week 2 Contributors - Wholesalers**

- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Favco Queensland Pty Ltd (Brisbane)
- Fresh Choice WA Pty Ltd (Perth)
- 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)
- WA Farm Direct (Perth)

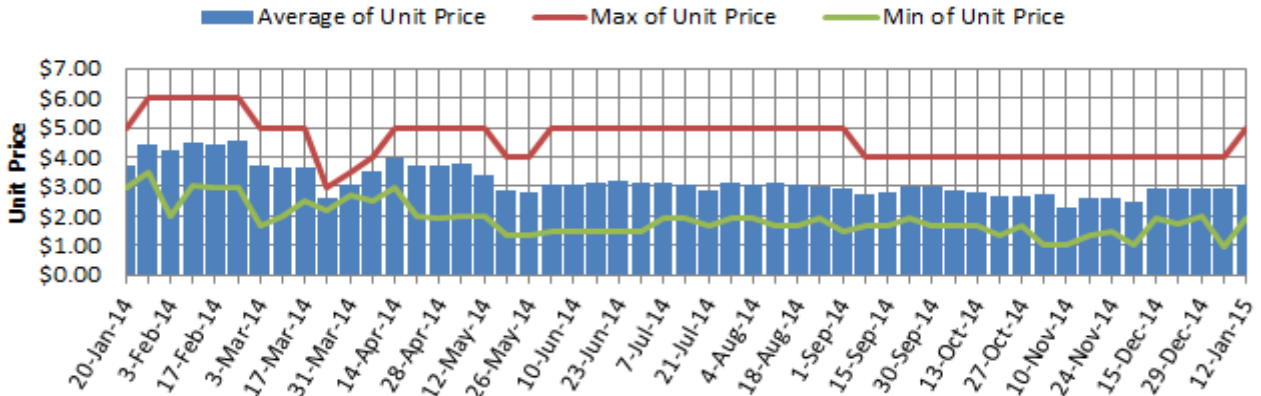
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	41,030		442	41,472	1,356			1,356	2,465						43,495		442	43,937
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	25,968		288	26,256	1,631			1,631	2,965						28,933		288	29,221
<b>Total non supermarket sales</b>	20,646			20,646	176			176	320	46			46	8	20,974			20,974
<b>Total exports</b>																		
<b>Total sales</b>	46,614		288	46,902	1,807			1,807	3,285	46			46	8	49,908		288	50,196
<b>Total Stock on Hand</b>	14,037			14,037											14,037			14,037
SA & TAS																		
<b>Total supermarket sales</b>	15,857			15,857											15,857			15,857
<b>Total non supermarket sales</b>	7,310		434	7,744	782		152	934	1,698						8,732		710	9,442
<b>Total exports</b>																		
<b>Total sales</b>	23,167		434	23,601	782		152	934	1,698				46	8	24,589		710	25,299
<b>Total Stock on Hand</b>	5,302		318	5,620	137		121	258	469						5,551		538	6,089
VIC																		
<b>Total supermarket sales</b>	32,084			32,084	480			480	873						32,957			32,957
<b>Total non supermarket sales</b>	26,924		2,498	29,422	1,535		242	1,777	3,231						29,715		2,938	32,653
<b>Total exports</b>																		
<b>Total sales</b>	59,008		2,498	61,506	2,015		242	2,257	4,104				46	8	62,672		2,938	65,610
<b>Total Stock on Hand</b>	7,950		1,969	9,919	165		88	253	460						8,250		2,129	10,379
WA																		
<b>Total supermarket sales</b>	12,874		61	12,935	201			201	365						13,239		61	13,300
<b>Total non supermarket sales</b>	3,683		257	3,940	556			556	1,011	108			108	20	4,714		257	4,971
<b>Total exports</b>	3,060			3,060	1,056			1,056	1,920						4,980			4,980
<b>Total sales</b>	19,617		318	19,935	1,813			1,813	3,296	108			108	20	22,933		318	23,251
<b>Total Stock on Hand</b>	5,331			5,331	246			246	447						5,778			5,778
Total																		
<b>Total supermarket sales</b>	124,776		493	125,269	3,464			3,464	6,298						131,074		493	131,567
<b>Total non supermarket sales</b>	61,600		3,487	65,087	3,253		394	3,647	6,631	154			154	28	67,543		4,204	71,746
<b>Total exports</b>	3,060			3,060	1,056			1,056	1,920						4,980			4,980
<b>Total sales</b>	189,436		3,980	193,416	7,773		394	8,167	14,849	154			154	28	203,597		4,697	208,294
<b>Total Stock on Hand</b>	33,746		2,390	36,136	548		209	757	1,376						34,742		2,770	37,513

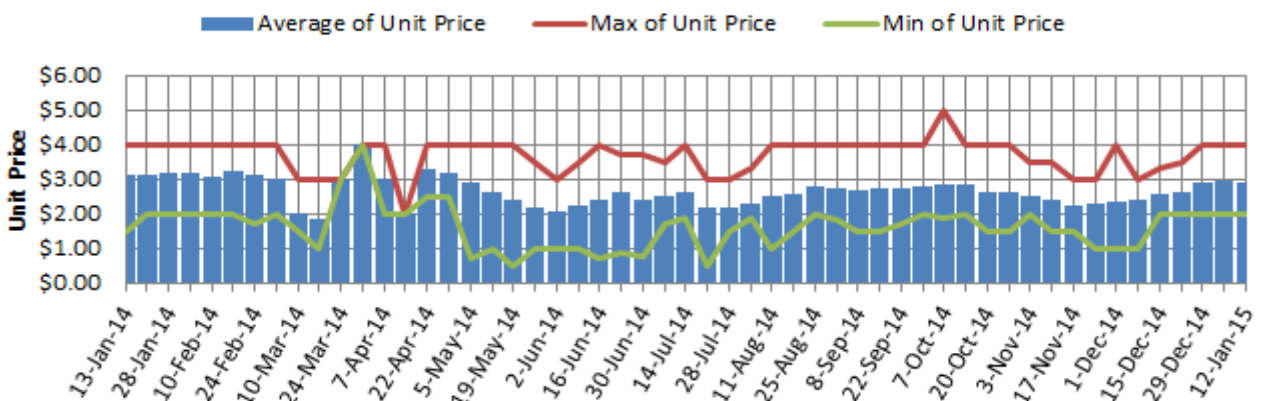




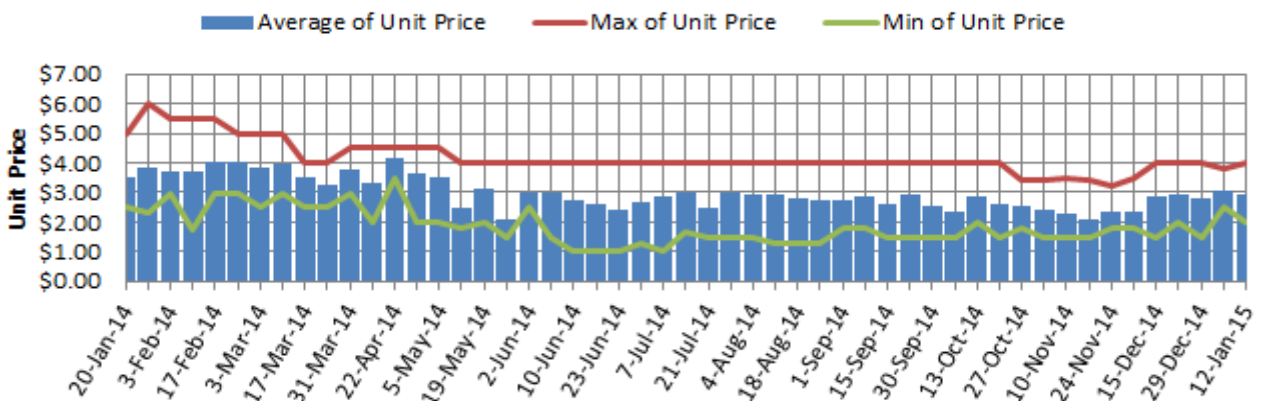
### Hass Avocado Average Retail Prices - Sydney



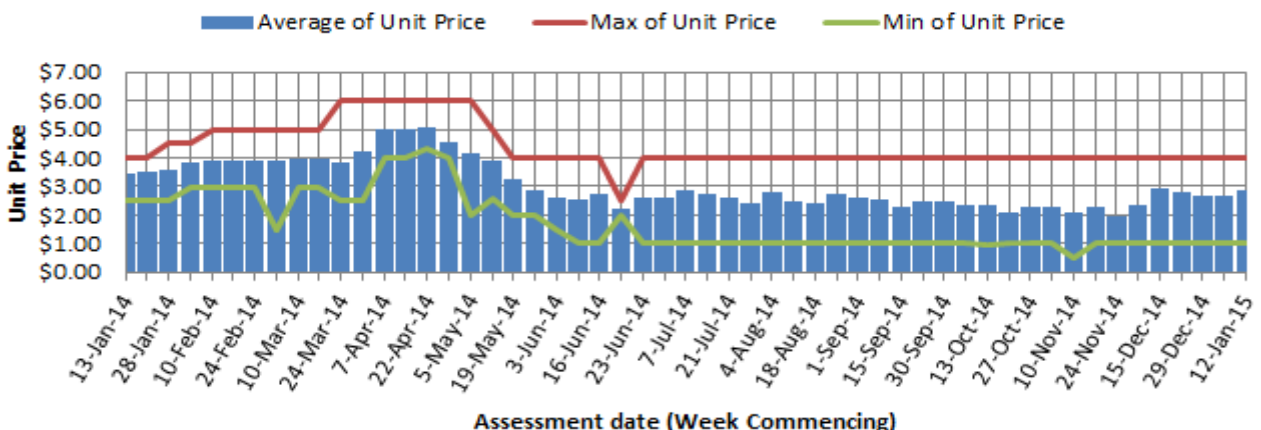
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

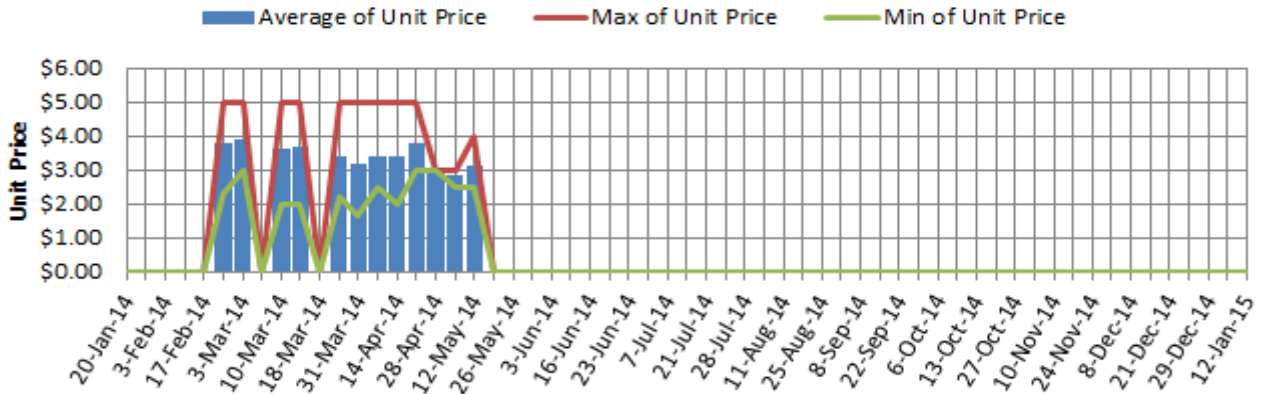


### Hass Avocado Average Retail Prices - Perth

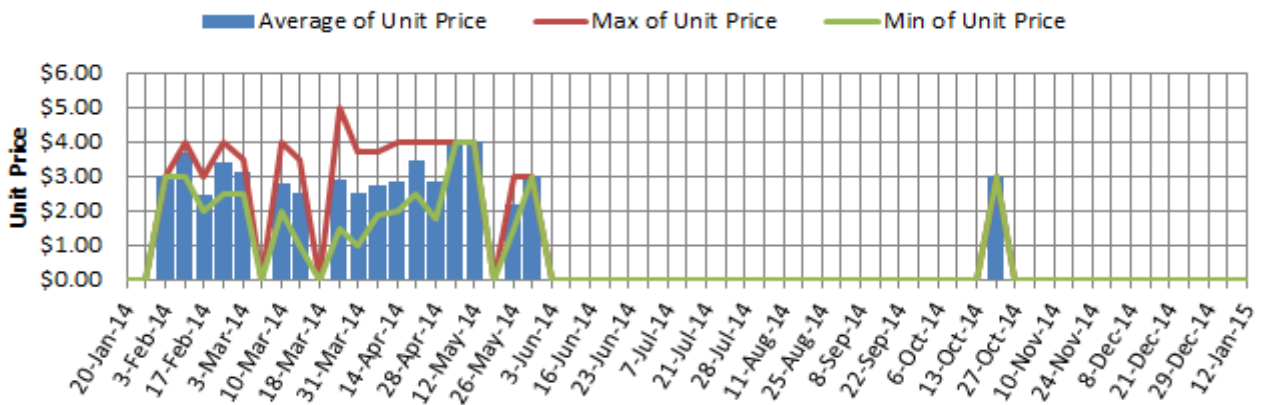


Assessment date (Week Commencing)

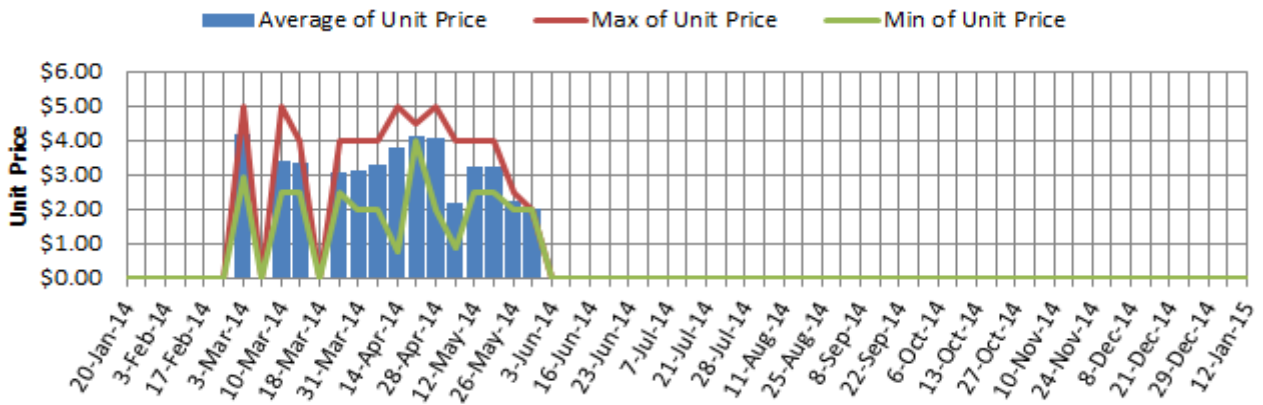
### Shepard Avocado Average Retail Prices - Sydney



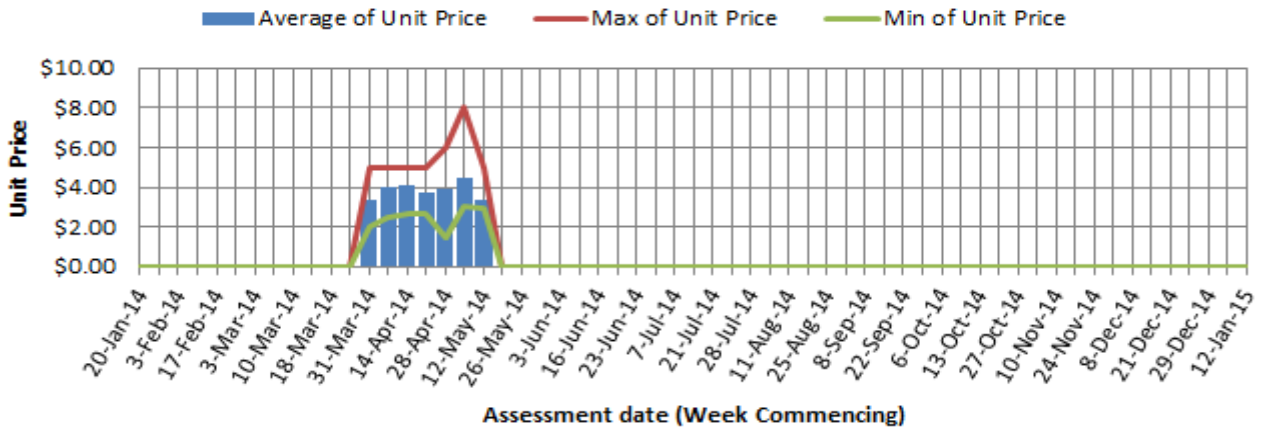
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 12th January 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	270	2.50	No	NZ
Coles	Hass	260	2.50	No	NZ
I	Hass	320	2.50	Store	NZ
Coles	Hass	270	2.50	No	NZ
Woolworths	Hass	290	2.98	No	Mixed
Woolworths	Hass	270	2.98	No	Mixed
IGA	Hass	225	2.98	No	NZ
Woolworths	Hass	270	2.98	No	NZ
I	Hass	260	2.99	No	Aus
Foodworks	Hass	300	2.99	No	NZ
I	Hass	260	2.99	No	Aus
IGA	Hass	250	3.49	No	NZ
I	Hass	270	3.49	No	Aus
I	Hass	340	3.49	No	NZ
I	Hass	350	3.99	No	Aus
I	Hass	300	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	270	1.99	No	NZ
I	Hass	290	2.49	No	NZ
I	Hass	260	2.50	No	NZ
Coles	Hass	210	2.50	No	NZ
Coles	Hass	240	2.50	No	NZ
Coles	Hass	250	2.50	No	NZ
I	Hass	250	2.69	No	NZ
IGA	Hass	250	2.98	No	NZ
I	Hass	190	2.99	No	NZ
Woolworths	Hass	200	3.20	No	NS
Woolworths	Hass	350	3.28	No	Aus
Woolworths	Hass	335	3.28	No	Aus
I	Hass	322	3.29	No	Aus
I	Hass	290	3.50	No	NZ
IGA	Hass	265	3.99	No	NZ

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Woolworths	Hass	280	2.48	No	Aus
Woolworths	Hass	300	2.48	No	Aus
Woolworths	Hass	285	2.48	No	Mixed
I	Hass	180	2.49	No	NZ
Coles	Hass	220	2.50	Store	Aus
Coles	Hass	200	2.50	Store	Aus
Coles	Hass	210	2.50	Store	Aus
I	Hass	205	2.99	No	Aus
I	Hass	310	3.48	Store	NS
I	Hass	330	3.99	No	Aus
I	Hass	330	3.99	No	Aus
I	Hass	300	3.99	No	Aus
<b>PERTH</b>					
I	Hass	170	1.98	No	Aus
IS	Hass	230	1.99	Store	Aus
Coles	Hass	160	2.48	No	Aus
Coles	Hass	175	2.48	No	Aus
Coles	Hass	185	2.48	No	Aus
Woolworths	Hass	230	2.88	No	Aus
Woolworths	Hass	240	2.88	Store	Aus
Woolworths	Hass	220	2.88	No	Aus
IGA	Hass	160	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	230	2.99	No	Aus
I	Hass	225	2.99	No	Aus
I	Hass	270	3.49	No	Aus
IGA	Hass	305	3.69	No	Aus
I	Hass	260	3.99	No	Aus
IGA	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