



## INFOCADO WEEKLY REPORT: 2nd — 8th January 2016 (Week 2)

### Comments

- *Readers will observe some of the table and graph titles indicate differing week numbers, the Week 2 above is correct. This is due to a technical problem which is currently being fixed. There are no problems with the reported data.*
- The weekly dispatch volume (182,253 trays) was slightly lower than the week's forecast by about 21,091 trays (10%).
- The dispatches over the Christmas period have now been updated for New Zealand. The actual dispatches for Week 52 is 134,731 trays and for Week 1 is 78,325 trays (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (109,014 tray eqv.). The Sydney market received the highest volume (59,182 tray eqv.), size 20 continues to dominant sizing (refer P 3).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast forms** when available. The 15mth forecast is important as AAL uses this data to lock in the pre-harvest forecast before each region commences harvest (as now shown on P 4).

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### Marketing Update: Advisory Marketing Workshop

Late last year the advisory marketing workshop was held in Brisbane and the results have been collated and fed into the development of the full three-year marketing plan. The workshop found the past three of years of marketing avocados to consumers has been successful and would have grown our enthusiastic consumer base. Our marketing strategy has broadened to take in television advertising, and to boost social media and online engagement.

The key outtakes from the discussions included a need to continue to focus on the enthusiasts segments, but also include the challenged and/or functional segments. The group also discussed how we can increase the messaging around health, usage and quality – and will this actually help increase consumption. It was also identified that the value proposition needs to be elevated to support price – and these messages could also assist with this.

For a full brief please refer to the Guacamole Enewsletter - 11 Dec 2015.

### Upcoming Holidays

Australia Day (Aus): 26th Jan | Auckland Anniversary (NZ): 1st Feb | Waitangi Day (NZ): 8th Feb | Labour Day (WA): 7th Mar

### Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale 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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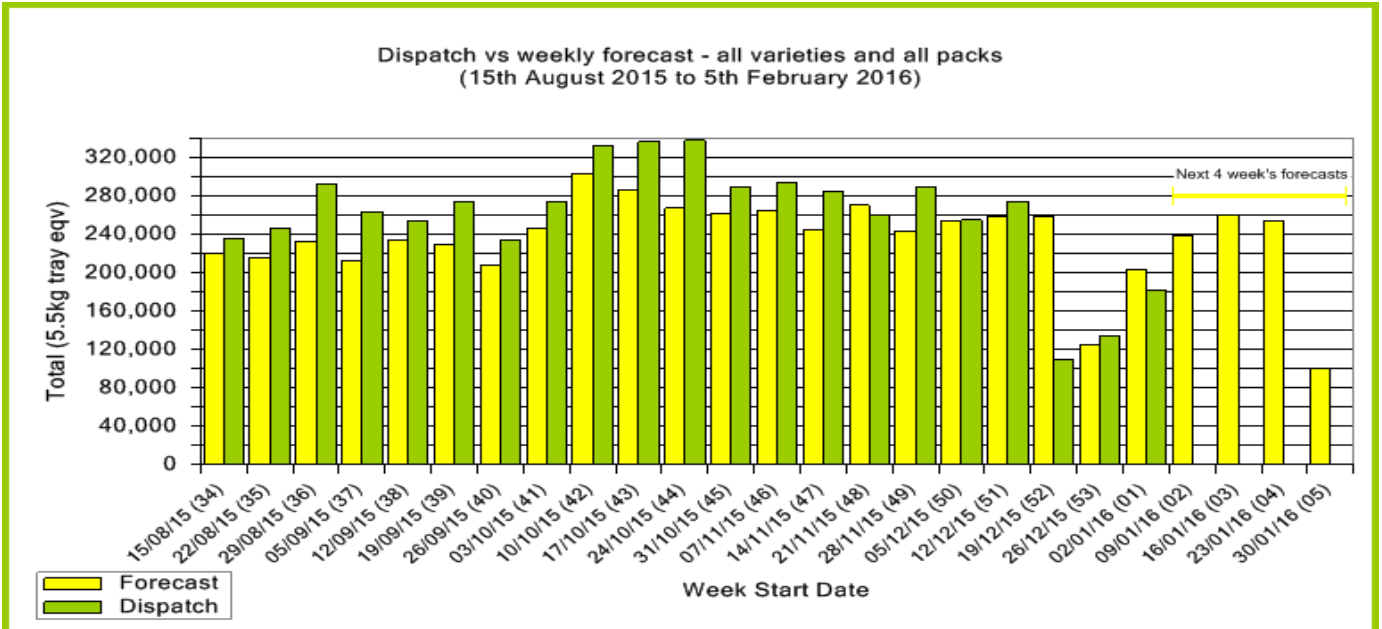
This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

**Yellow shading indicates forecast data**

Forecast Data (Week 2 - 6)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 2 - begin 02/01/2016</b>				
Hass	185,351	6,310		<b>196,824</b>
Lamb Hass	1,120	108		<b>1,316</b>
Reed	4,200	552		<b>5,204</b>
<b>Week Total</b>	<b>190,671</b>	<b>6,970</b>		<b>203,344</b>
<b>Week 3 - begin 09/01/2016</b>				
Hass	211,196	8,141	15,000	<b>228,725</b>
Lamb Hass	6,600	382		<b>7,295</b>
Reed	1,940	276		<b>2,442</b>
<b>Week Total</b>	<b>219,736</b>	<b>8,799</b>	<b>15,000</b>	<b>238,461</b>
<b>Week 4 - begin 16/01/2016</b>				
Hass	236,444	8,257	10,000	<b>253,275</b>
Lamb Hass	5,600	91		<b>5,765</b>
Reed	1,250	176		<b>1,570</b>
<b>Week Total</b>	<b>243,294</b>	<b>8,524</b>	<b>10,000</b>	<b>260,610</b>
<b>Week 5 - begin 23/01/2016</b>				
Hass	233,793	7,747	10,000	<b>249,696</b>
Lamb Hass	5,000	88		<b>5,160</b>
<b>Week Total</b>	<b>238,793</b>	<b>7,835</b>	<b>10,000</b>	<b>254,856</b>
<b>Week 6 - begin 30/01/2016</b>				
Hass	85,820	6,131	10,000	<b>98,785</b>
Lamb Hass	2,000	88		<b>2,160</b>
<b>Week Total</b>	<b>87,820</b>	<b>6,219</b>	<b>10,000</b>	<b>100,945</b>

**Green shading indicates dispatch data**

Dispatch Data (Week 2 - begin 2/01/2016)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	166,479	5,519	6,756	<b>177,742</b>
Lamb Hass	2,571	32		<b>2,629</b>
Reed	1,395	268		<b>1,882</b>
<b>Total</b>	<b>170,445</b>	<b>5,819</b>	<b>6,756</b>	<b>182,253</b>



**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016**

Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total to Date
<b>NZ-Aus - Pre Season Forecast<sup>1</sup></b>	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	<b>2,415,526</b>
<b>NZ-Aus - Disp + Mthly Forecast<sup>2</sup></b>	16,725	80,567	191,340	420,417	324,356	388,566	491,678	35,260	3,520	<b>1,952,429</b>
<b>Australia (from ABS)</b>	27,589	107,037	232,868	444,023	373,317					<b>1,184,834</b>
<b>USA<sup>3</sup></b>	0	0	0	0	0	0				<b>0</b>
<b>Japan<sup>3</sup></b>	0	0	4,212	20,473	26,484	8,924				<b>60,092</b>
<b>Other Asia<sup>3</sup></b>	973	6,951	28,265	61,567	63,798	41,573				<b>203,126</b>
<b>Total Dispatch (Infocado 2 + 3)</b>	<b>17,698</b>	<b>87,518</b>	<b>223,817</b>	<b>502,457</b>	<b>414,637</b>	<b>304,331</b>	<b>144,640</b>	<b>0</b>	<b>0</b>	<b>1,829,829</b>

1 Source: Infocado AAL, Seasonal Forecast provided at start of season  
 2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)

**Industry Dispatches By Origin Region and Count Size : 2nd January - 8th January 2016 (Wk 2)**

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
Central NSW		134	137	530	338	182	349		1,670	373		2,348
New Zealand		2,541	5,447	11,788	10,966	14,823	5,863	14,887	66,315			66,315
Sunshine Coast		40	56						96			96
Tri State	627	1,238	1,002	840	150	77			3,934	300		4,479
WA/NT	3,557	12,154	17,023	21,491	19,350	13,894	9,326	1,635	98,430	5,146	6,756	109,014
	<b>4,184</b>	<b>16,107</b>	<b>23,665</b>	<b>34,649</b>	<b>30,804</b>	<b>28,976</b>	<b>15,538</b>	<b>16,522</b>	<b>170,445</b>	<b>5,819</b>	<b>6,756</b>	<b>182,253</b>

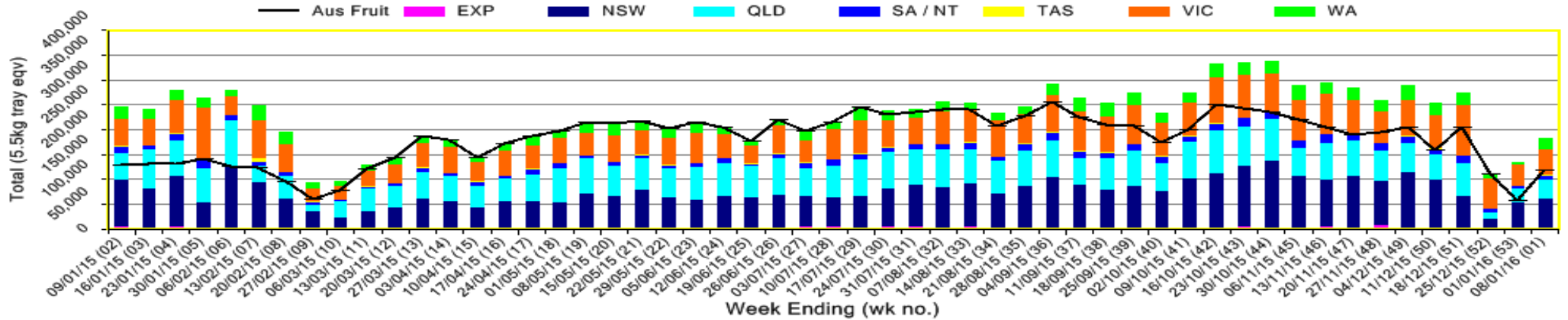
**Origin of Avocado** 

**Destination of Avocado** 

**Industry Dispatches By Destination State and Count Size : 2nd January - 8th January 2016 (Wk 2)**

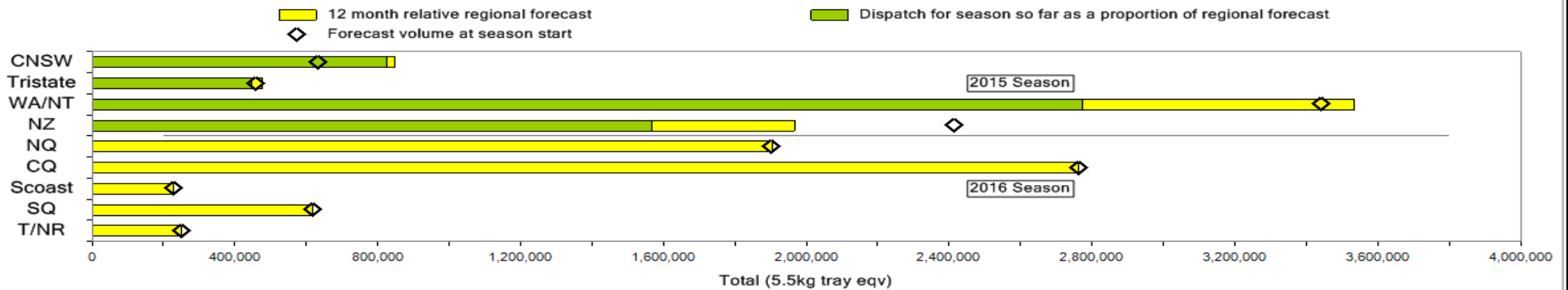
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	50	50						1,070	1,170	930		2,861
NSW	1,874	6,591	6,459	9,127	7,941	11,252	4,319	8,199	55,762	1,881		59,182
QLD	480	5,105	7,970	6,896	4,430	5,124	2,478	3,855	36,338	960		38,083
SA / NT	163	200	167	379	4,037	1,637	320		6,903	234		7,328
TAS						888			888			888
VIC	575	3,193	7,956	16,338	10,119	4,555	2,878	3,292	48,906	1,475		51,588
WA	1,042	968	1,113	1,909	4,277	5,520	5,543	106	20,478	339	6,756	22,322
<b>Total</b>	<b>4,184</b>	<b>16,107</b>	<b>23,665</b>	<b>34,649</b>	<b>30,804</b>	<b>28,976</b>	<b>15,538</b>	<b>16,522</b>	<b>170,445</b>	<b>5,819</b>	<b>6,756</b>	<b>182,253</b>

**Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2016 to date = 316,648 5.5kg tray eqv**



**NB:** The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which can be updated monthly by contributors.

**Percentage dispatched by region (Based on seasonal forecast - 2016)**



**Week 2 Contributors - Packhouses**

Natures Fruit Company (Consolidator)	Avonova (WA)
The Evolution (Consolidator)	Delroy Orchards (WA)
Avocado Industry Council (NZAGA)	Golden Hill Avocados (WA)
Golden Hill Packing Pty Ltd (TRI)	Mariners Rest (WA)
KV & JM Lehmann (TRI)	VP & EA Farrell (WA)
Advance Packing & Marketing Services P/L (WA)	CNSW: Less than 3 contributors

**Week 2 Contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	WA Farm Direct (Perth)
Fresh Choice WA Pty Ltd (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																		
<b>Total supermarket sales</b>	33,030			33,030	898			898	1,633						34,663			34,663
<b>Total non supermarket sales</b>	8,746		354	9,100	9		5	14	25						8,762		363	9,125
<b>Total exports</b>																		
<b>Total sales</b>	41,776		354	42,130	907		5	912	1,658						43,425		363	43,788
<b>Total Stock on Hand</b>	397			397											397			397
QLD																		
<b>Total supermarket sales</b>	30,781			30,781	960			960	1,745						32,526			32,526
<b>Total non supermarket sales</b>	1,865		208	2,073						281			281	51	1,916		208	2,124
<b>Total exports</b>																		
<b>Total sales</b>	32,646		208	32,854	960			960	1,745	281			281	51	34,443		208	34,651
<b>Total Stock on Hand</b>	13,173			13,173						24			24	4	13,177			13,177
SA & TAS																		
<b>Total supermarket sales</b>	8,536		144	8,680	192			192	349						8,885		144	9,029
<b>Total non supermarket sales</b>	4,323		706	5,029	908		331	1,239	2,253						5,974		1,308	7,282
<b>Total exports</b>																		
<b>Total sales</b>	12,859		850	13,709	1,100		331	1,431	2,602						14,859		1,452	16,311
<b>Total Stock on Hand</b>	6,142		1,680	7,822	454		387	841	1,529						6,967		2,384	9,351
VIC																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
<b>Total exports</b>	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
<b>Total sales</b>	39,342		1,728	41,070	968			968	1,760						41,102		1,728	42,830
<b>Total Stock on Hand</b>																		
WA																		
<b>Total supermarket sales</b>	11,771			11,771	170			170	309	6,756			6,756	1,228	13,308			13,308
<b>Total non supermarket sales</b>	3,433			3,433	135			135	245						3,678			3,678
<b>Total exports</b>	1,170			1,170	930			930	1,691						2,861			2,861
<b>Total sales</b>	16,374			16,374	1,235			1,235	2,245	6,756			6,756	1,228	19,848			19,848
<b>Total Stock on Hand</b>	1,729			1,729	82			82	149						1,878			1,878
Total																		
<b>Total supermarket sales</b>	116,443		1,872	118,315	2,801			2,801	5,093	6,756			6,756	1,228	122,764		1,872	124,636
<b>Total non supermarket sales</b>	25,384		1,268	26,652	1,439		336	1,775	3,227	281			281	51	28,051		1,879	29,930
<b>Total exports</b>	1,170			1,170	930			930	1,691						2,861			2,861
<b>Total sales</b>	142,997		3,140	146,137	5,170		336	5,506	10,011	7,037			7,037	1,279	153,676		3,751	157,427
<b>Total Stock on Hand</b>	22,764		1,680	24,444	536		387	923	1,678	24			24	4	23,743		2,384	26,127

**Weekly National Sales**

