



INFOCADO WEEKLY REPORT: 26th May — 1st June 2012 (Wk 22)



Comments

- Volumes forecasted into the market place for the next 4 weeks are relatively consistent, ranging between 179,636 5.5kg eqv trays and 166,472 5.5kg eqv trays.
- The next Quarterly Report is due to be published in July. Forecast forms will be emailed out to all packers in the coming days. Please take the time to review your forecast and resubmit it. Keep in mind that smaller fruit sizes will impact on expected tray counts. It is important to be as accurate as possible as this will aid all parties in making more informed marketing decisions to endure efficient fruit flow through the market place. Dramatically over or under forecasting can lead to confusion in the market.
- SC, SQ and Tam/NR growers are reminded to enter their 4 weekly forecast as they near harvest.
- The most up to date import data has been included on page 3 and has been sourced from Australia Customs records.
- PMA Fresh Connections 2012 is scheduled for 26-28 June in Melbourne. Growers, packers and marketers are strongly encouraged to attend as one of the keynote speakers at this year's event is Dr Jan de Lyser who is the Vice President Marketing for the California Avocado Commission (CAC), the US Produce Marketer of the Year 2011 and PMA Chair-elect. To register follow this link: www.pmafreshconnections.com.au

What you need to be aware of for next month

- All creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message. The I Heart Footy website and competition will be running again with a recipe competition as well as new teams and recipes to promote.
- Avocado TV commercials will be seen across the Lifestyle channel network including Lifestyle YOU, HOME and the Lifestyle Channel. Programming includes Jamie's 30 Minute Meals, Good Chef Bad Chef, Come Dine with Me, Cake Boss, Secrets of a restaurant Chef and Mexican Food Made Simple.
- Based off the April 2012 Quarterly Report 1,232,302 5.5kg eqv trays are expected in the market place for July. 1,111,750 5.5kg eqv trays are expected for Hass with the remainder being other varieties.
- An advertorial page continues to be run with Taste.com.au. Taste is Australia's most popular food website; with an audience of over 1.72 million each month and over 23,000 recipes. To visit Taste.com.au please [click here](#).

Upcoming Holidays

QLD, NSW, VIC, NZ Queens Birthday: 11 June | WA Annual Marble Race Weekend 9 July

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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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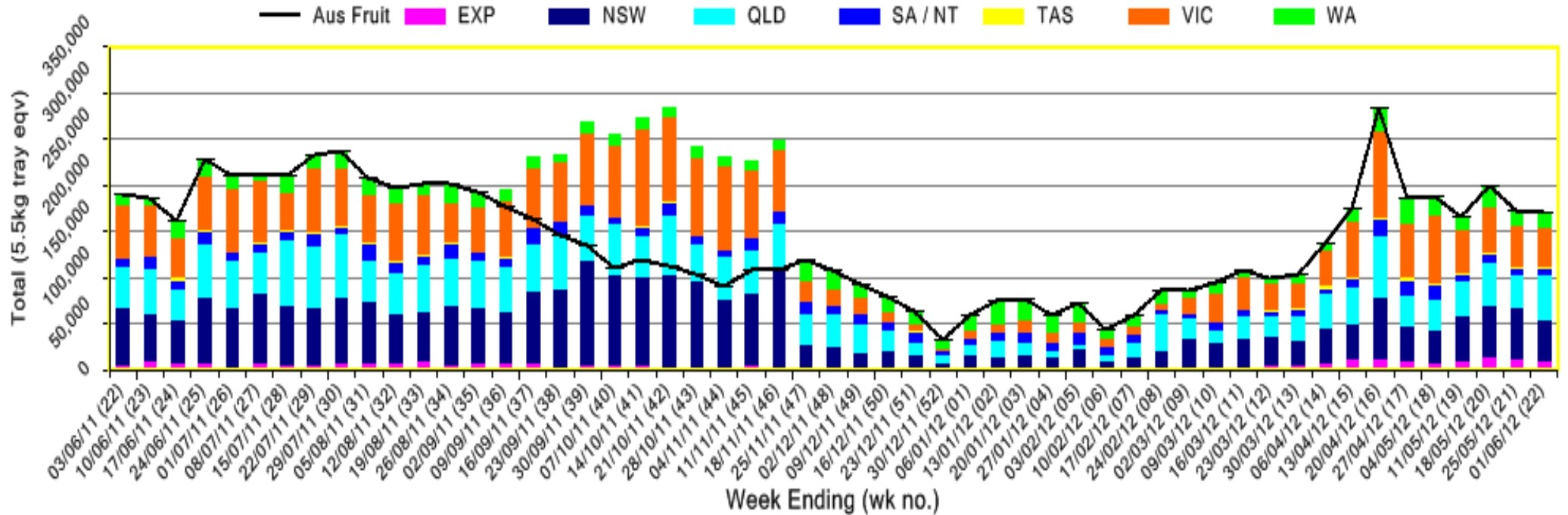
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Industry Dispatches By Destination State and Count Size : 26th May - 1st June 2012 (Wk 22)

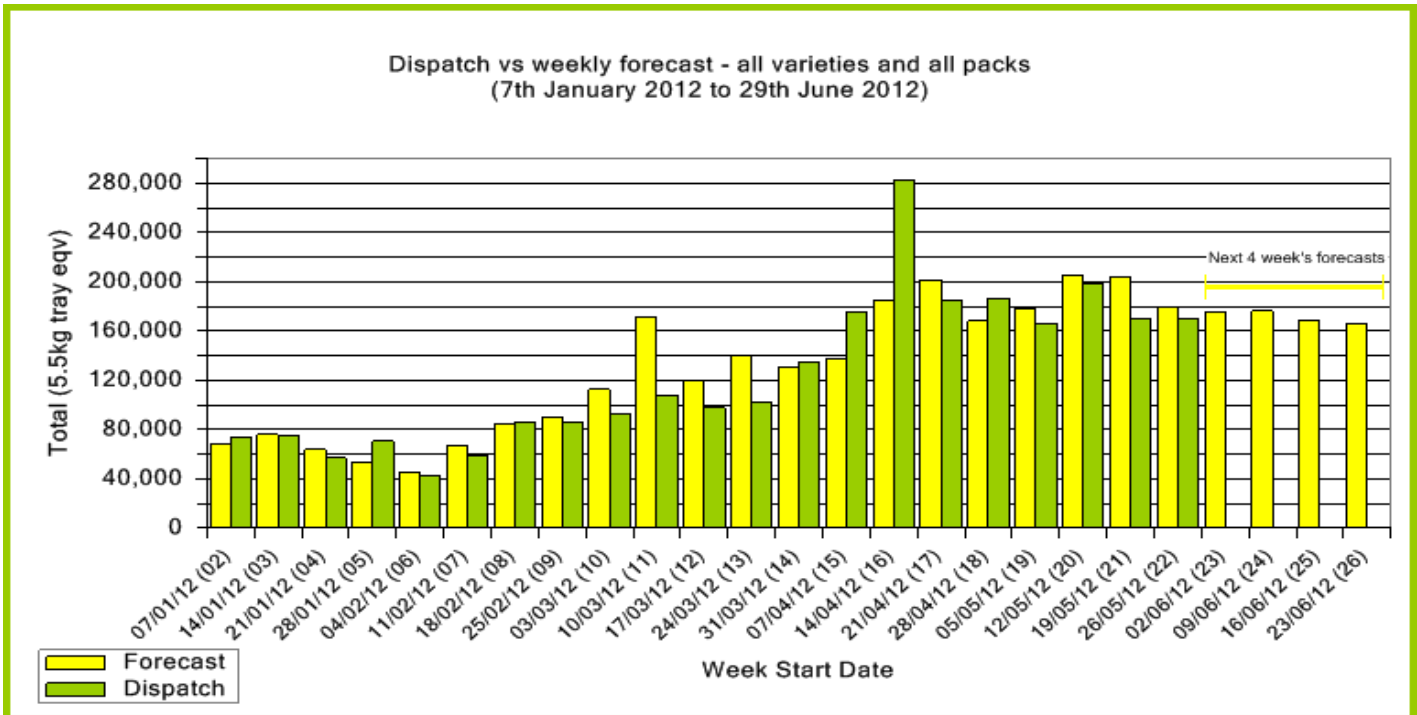
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									256	7,352				7,608	393			8,323
NSW	18	688	1,025	11,490	1,046	5,434	7,202	4,466		160				31,529	6,833	588		44,060
QLD		272	1,110	3,066	210	5,033	10,662	6,066		366			1,000	26,785	12,532	3,168		50,328
SA / NT	1	9	830	823		1,852	2,451	657						6,623	472	60		7,492
TAS								640						640				640
VIC	46	1,904	7,330	11,237	510	5,969	4,437	1,455						32,888	4,986	3,927		42,667
WA			6	1,723	800	1,110	7,197	2,915						13,751	1,319			16,149
Total	65	2,873	10,301	28,339	2,566	19,398	32,589	15,815	7,878	119,824	26,535	7,743	1,000	169,659				

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 2,678,001 5.5kg tray eqv



Forecast Data (Week 22 - 26)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 22 - begin 26/05/2012					
Bacon		200			364
Fuerte	250	10			268
Hass	123,800	27,440	5,000	6,000	175,691
Pinkerton	30	10			48
Sharwil	180	15			207
Shepard	40	10			58
Wurtz	3,000				3,000
Week Total	127,300	27,685	5,000	6,000	179,636
Week 23 - begin 02/06/2012					
Bacon	200	440			1,000
Fuerte	450	210			832
Hass	118,544	26,900	5,000	6,000	169,453
Sharwil	150	10			168
Wurtz	4,000				4,000
Week Total	123,344	27,560	5,000	6,000	175,453
Week 24 - begin 09/06/2012					
Bacon		160			291
Fuerte	225	205			598
Hass	119,644	26,900	5,000	10,000	171,280
Sharwil	100	5			109
Wurtz	4,000				4,000
Week Total	123,969	27,270	5,000	10,000	176,278
Week 25 - begin 16/06/2012					
Bacon		160			291
Hass	116,144	25,100	5,000	10,000	164,507
Sharwil	80				80
Wurtz	4,000				4,000
Week Total	120,224	25,260	5,000	10,000	168,878
Week 26 - begin 23/06/2012					
Bacon		80			145
Fuerte		80			145
Hass	114,394	24,750	5,000	10,000	162,121
Sharwil	60				60
Wurtz	4,000				4,000
Week Total	118,454	24,910	5,000	10,000	166,472

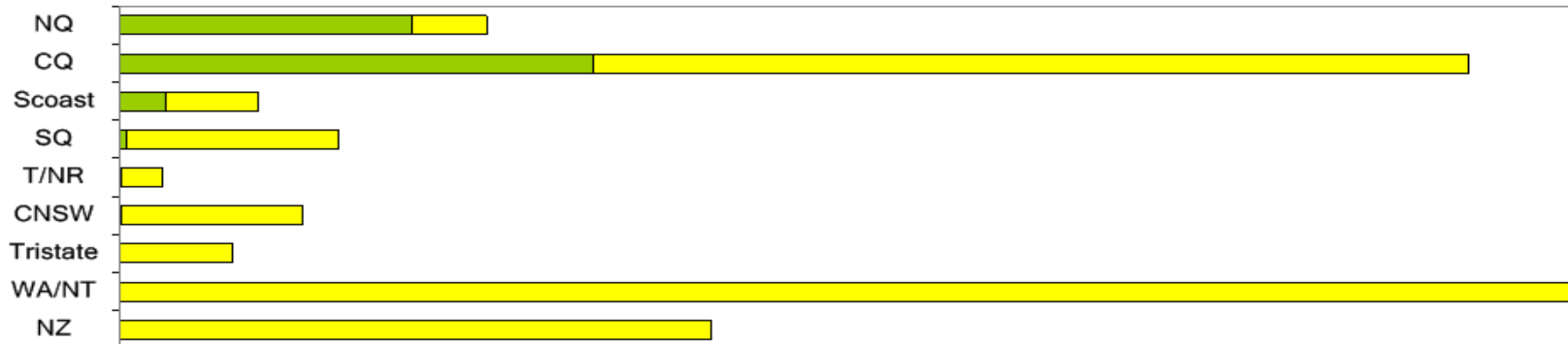
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 22 - begin 26/05/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		80			145
Fuerte	291	5			300
Hass	115,161	25,526	7,743	1,000	163,162
Sharwil	194	17			225
Wurtz	4,178	907			5,827
Total	119,824	26,535	7,743	1,000	169,659



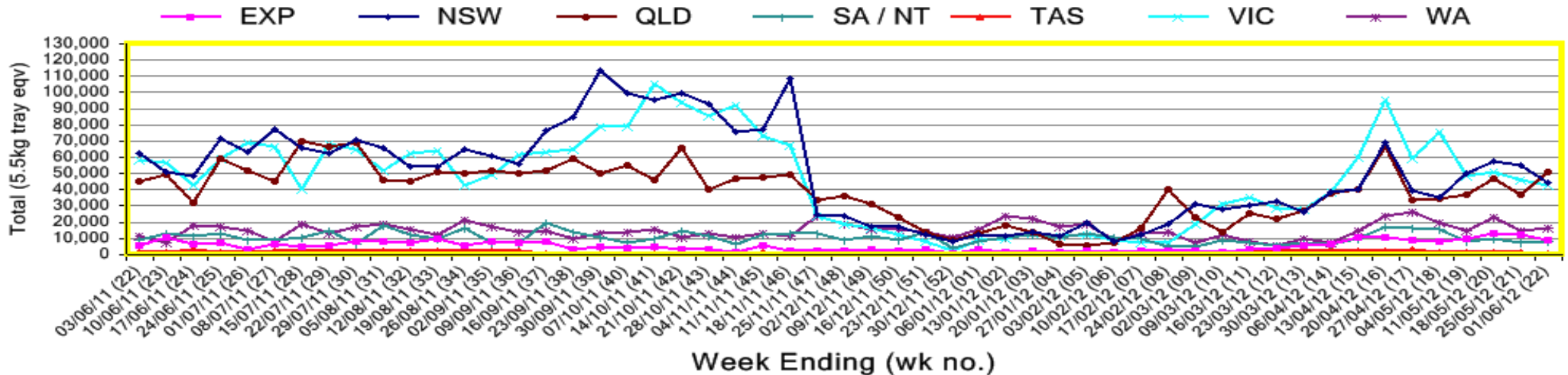
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	655,540	685,179	460,319	456,519	57,591	1,417	3,248,464
USA		11,782	47,380	36,098	3,000	9,358	1,073			108,691
Japan	818	24,196	106,337	123,344	4,760	17,582	12,322			289,359
Total	818	350,187	771,407	814,982	692,939	487,259	469,914	57,591		3,646,514

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 2,678,001 5.5kg tray eqv



Week 22 contributors - Packhouses

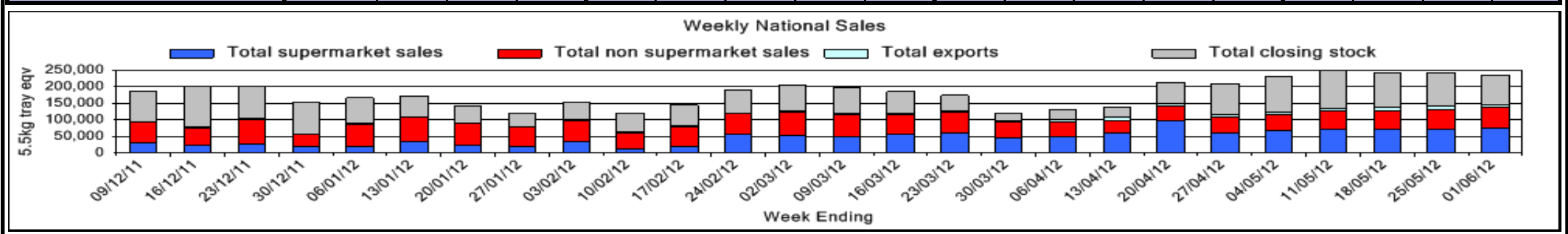
Balmoral Orchard	Sunfresh
Donovan Family Investment Trust	Sunny Bluff Produce Pty Ltd
Natures Fruit Company	Sunnyspot Packhouse Pty Ltd
One Harvest	SuperPak
Simpson Farms Pty Ltd (Goodwood Home)	Touchwood Farming

Week 22 contributors - Wholesalers

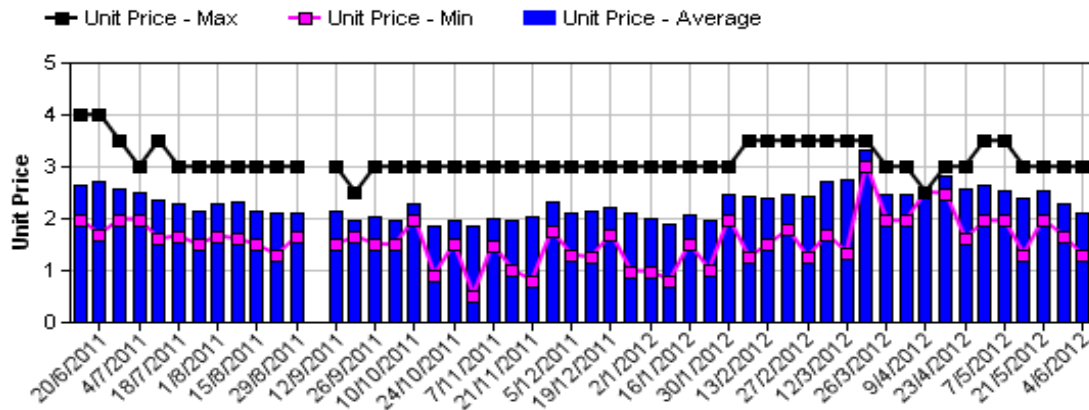
Allcrops Pty Ltd (Sydney)	Freshmax Pty Ltd (Brisbane)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)

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

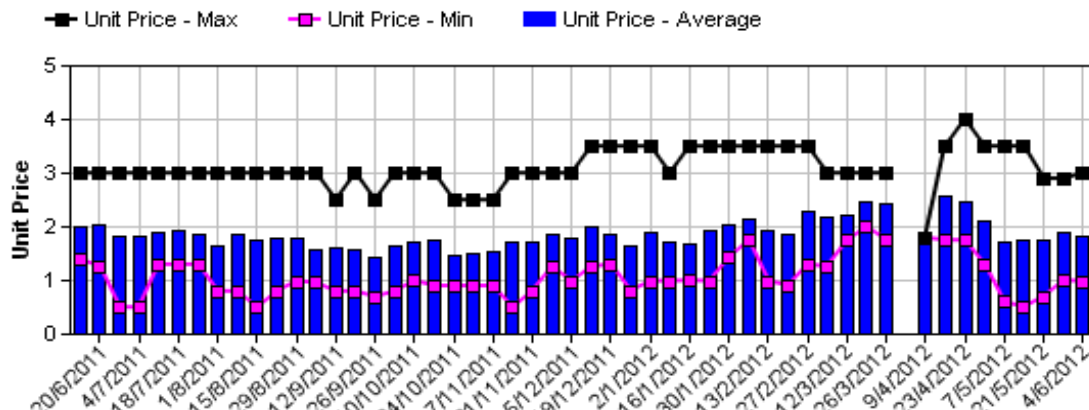
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	16,892			16,892						588			588	107	16,999			16,999
Total non supermarket sales	4,983		115	5,098	3,236		22	3,258	5,924						10,867		155	11,022
Total exports																		
Total sales	21,875		115	21,990	3,236		22	3,258	5,924	588			588	107	27,866		155	28,021
Total Stock on Hand	3,463			3,463	3,760			3,760	6,836						10,299			10,299
QLD																		
Total supermarket sales	15,949			15,949	882			882	1,604	1,800			1,800	327	17,880			17,880
Total non supermarket sales	22,085	19		22,104	1,747	11		1,758	3,196						25,261	39		25,300
Total exports	7,608			7,608	393			393	715						8,323			8,323
Total sales	45,642	19		45,661	3,022	11		3,033	5,515	1,800			1,800	327	51,464	39		51,503
Total Stock on Hand	29,054			29,054	2,441			2,441	4,438						33,492			33,492
SA & TAS																		
Total supermarket sales	11,037			11,037	156			156	284	60			60	11	11,332			11,332
Total non supermarket sales	3,363		625	3,988	359			359	653						4,016		625	4,641
Total exports																		
Total sales	14,400		625	15,025	515			515	936	60			60	11	15,347		625	15,972
Total Stock on Hand	13,940		595	14,535	1,541			1,541	2,802						16,742		595	17,337
VIC																		
Total supermarket sales	19,259			19,259	384			384	698	1,080			1,080	196	20,154			20,154
Total non supermarket sales	9,359		3,002	12,361	901	499		1,400	2,545	112			112	20	11,018	3,909		14,927
Total exports																		
Total sales	28,618		3,002	31,620	1,285	499		1,784	3,244	1,192			1,192	217	31,171	3,909		35,081
Total Stock on Hand	9,432		1,520	10,952	2,697		200	2,897	5,267	102			102	19	14,354		1,884	16,238
WA																		
Total supermarket sales	9,260		16	9,276											9,260		16	9,276
Total non supermarket sales	3,695		90	3,785	1,285			1,285	2,336	112			112	20	6,052		90	6,142
Total exports																		
Total sales	12,955		106	13,061	1,285			1,285	2,336	112			112	20	15,312		106	15,418
Total Stock on Hand	5,434		16	5,450	3,943			3,943	7,169						12,603		16	12,619
Total																		
Total supermarket sales	72,397		16	72,413	1,422			1,422	2,585	3,528			3,528	641	75,624		16	75,640
Total non supermarket sales	43,485	19	3,832	47,336	7,528	11	521	8,060	14,655	224			224	41	57,213	39	4,779	62,032
Total exports	7,608			7,608	393			393	715						8,323			8,323
Total sales	123,490	19	3,848	127,357	9,343	11	521	9,875	17,955	3,752			3,752	682	141,159	39	4,795	145,994
Total Stock on Hand	61,323		2,131	63,454	14,382		200	14,582	26,513	102			102	19	87,490		2,495	89,985



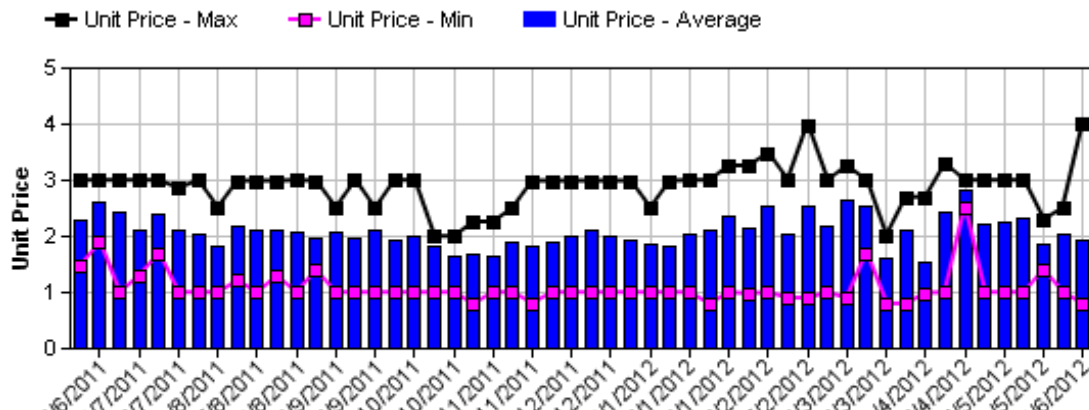
Hass Avocado Average Retail Prices - Sydney



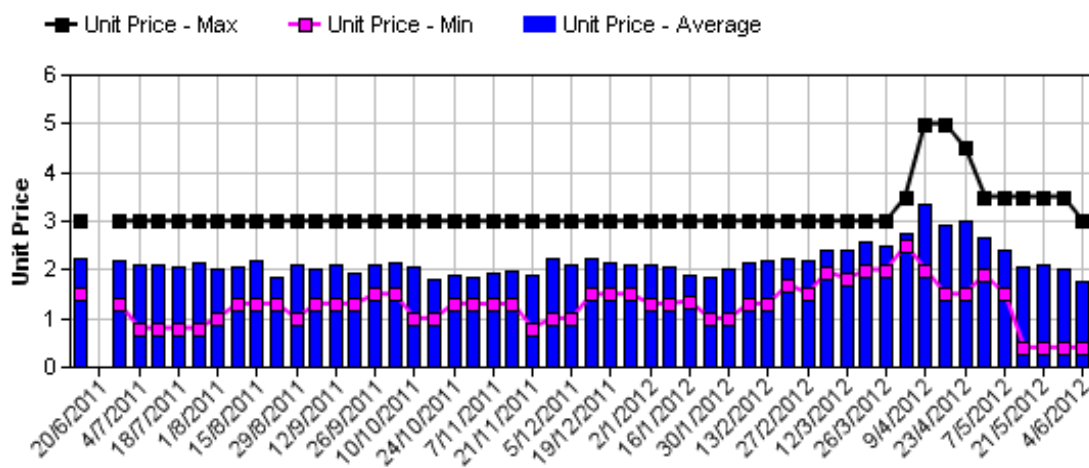
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

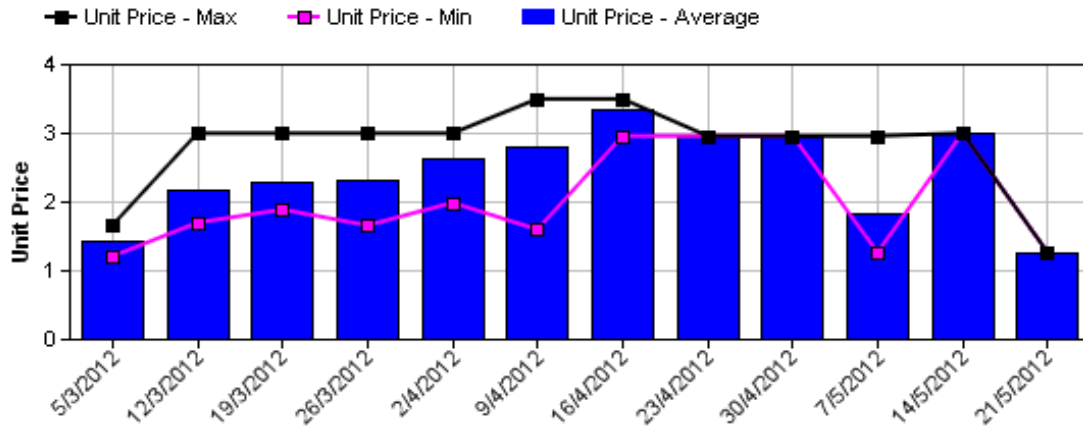


Hass Avocado Average Retail Prices - Perth

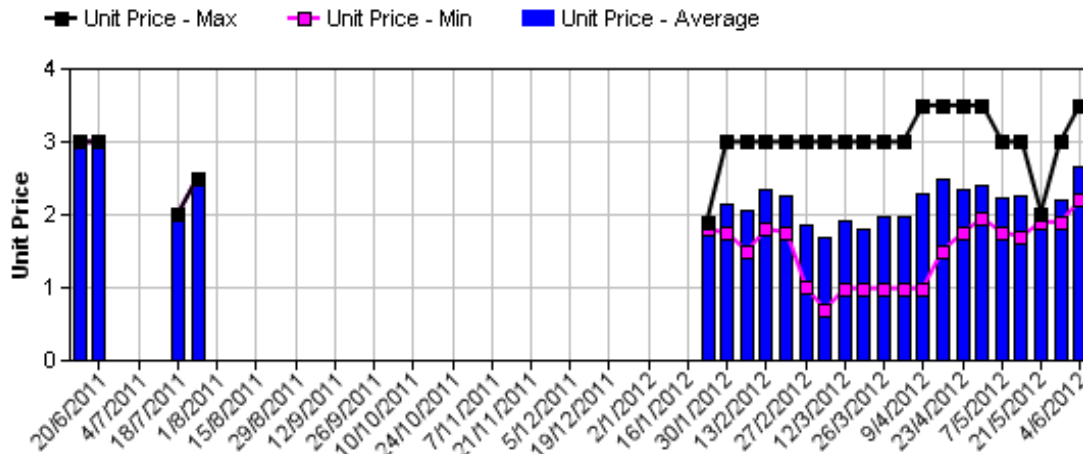


Assessment Date [Week Commencing]

Shepard Avocado Average Retail Prices - Sydney



Shepard Avocado Average Retail Prices - Brisbane



Retail Prices by City, Store and Variety - 5th June 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	240	1.29	Store	Aus	I	Hass	225	0.79	No	NS
Woolworths	Hass	255	1.75	No	Aus	I	Hass	175	1.00	No	NS
Woolworths	Hass	275	1.88	No	Aus	I	Hass	180	1.25	No	NS
Coles	Hass	280	1.88	Cat	Aus	I	Hass	180	1.50	No	NS
Coles	Hass	250	1.88	Cat	Aus	Coles	Hass	250	1.58	No	Aus
Woolworths	Hass	265	1.88	Store	Aus	IS	Hass	250	1.79	No	NS
Coles	Hass	260	1.88	Cat	Aus	I	Hass	245	1.89	No	NS
I	Hass	260	1.99	No	Aus	Safeway	Hass	290	1.98	No	Aus
I	Hass	310	1.99	No	Aus	Coles	Hass	255	1.98	No	Aus
I	Hass	310	1.99	No	Aus	Coles	Hass	270	1.98	No	Aus
I	Hass	300	1.99	No	Aus	Safeway	Hass	280	1.98	No	Aus
Foodworks	Hass	280	2.49	No	Aus	Safeway	Hass	335	1.98	No	Aus
I	Hass	270	2.49	No	Aus	IGA	Hass	255	1.99	No	NS
I	Hass	305	2.49	No	Aus	I	Hass	200	2.48	No	Aus
IGA	Hass	270	2.95	No	Aus	I	Hass	235	2.49	No	Aus
I	Hass	275	2.99	No	Aus	I	Shepard	250	2.98	No	Aus
BRISBANE						I	Hass	300	3.99	No	NS
IGA	Hass	220	0.98	Store	Aus	PERTH					
I	Hass	170	0.99	Store	Aus	IS	Hass	120	0.39	Store	Aus
Woolworths	Hass	200	0.99	Store	Aus	IGA	Hass	220	0.79	Store	NS
I	Hass	230	1.00	Store	Aus	I	Hass	160	0.89	Store	Aus
IGA	Hass	200	1.74	Store	Aus	IGA	Hass	295	1.29	Cat	NS
IGA	Hass	195	1.74	No	Aus	IGA	Hass	290	1.29	Cat	Aus
Woolworths	Hass	200	1.75	No	Aus	IGA	Hass	270	1.29	Cat	Aus
Coles	Hass	220	1.98	No	Aus	Coles	Hass	270	1.98	No	Aus
I	Hass	240	1.99	Store	Aus	Coles	Hass	200	1.98	No	Aus
I	Hass	300	2.19	Store	Aus	Woolworths	Hass	240	1.98	No	Aus
I	Shepard	200	2.19	Store	Aus	Coles	Hass	260	1.98	No	Aus
I	Shepard	325	2.49	Store	Aus	Woolworths	Hass	210	1.98	Store	Aus
I	Shepard	300	2.49	Store	Aus	Woolworths	Hass	185	1.98	No	Aus
I	Hass	225	2.49	Store	Aus	I	Hass	230	1.99	No	NS
I	Shepard	400	2.69	Store	Aus	I	Hass	290	2.49	No	Aus
I	Hass	305	2.89	Store	Aus	I	Hass	325	2.49	No	Aus
I	Hass	366	2.99	Store	Aus	I	Hass	275	2.99	No	Aus
I	Shepard	390	3.49	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

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

Store Codes

I = Independent Fruit and Vegetable stores
IC = Independent Fruit and Vegetable store Chains
IS = Independent Supermarkets