



INFOCADO WEEKLY REPORT: 25th May — 31st May 2013 (Wk 22)



Comments

- Once again dispatches were down on what was forecast for this week and again there was a high proportion of small fruit/bulk boxes that was not forecast.
- The Sales Report on page four is showing a relatively high level of stock on hand since April—if lower dispatches (compared to weeks 17 to 20) continue this should hopefully help to move some of that fruit. Also good to see catalogue specials in Sydney (Coles), Brisbane (Woolworths) and Melbourne (Coles and Woolworths)
- You will be receiving your seasonal forecast form in a couple of days time. Please complete as quickly and accurately as possible so that you get the best information available in terms of fruit expected over the next 12 months.
- To support the Australian Avocados health professional education and research program a new section has now been added to the Australian Avocados website specifically targeting Health Professionals. Described as a one stop avocado science shop this is where all the science behind the health benefits of avocado can be found. Through targeted communication we are empowering health professionals to recommend avocados as part of a healthy diet to their clients.

[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](#)

[Click here to
download
avocado supply chain](#)

What you need to be aware of for next month

- Australian Avocados Facebook Page has 63,000 (and growing) facebook fans. 2-3 posts a week are made on the page using relevant and timely content. For example when a chocolate avocado dipping sauce and churros was featured on the My Kitchen Rules TV program, the next day it was posted on the Australian Avocados Facebook Page.
- Over the coming months Restaurant Masterclasses will be held in Melbourne, Sydney and Brisbane targeting restaurant chefs.
- Australian avocado exports were valued at \$8.54 million for the 12 months to March 2013. Main export destinations were Singapore (42%), Thailand (25%), Malaysia (12%), UAE (9%) and Hong Kong (8%). Avocado exports in the 2013 March quarter however decreased in volume compared with 2012 although overall value was still up by 4% for that quarter due to higher prices (\$3.64/kg 2012 vs \$4.51/kg 2013). These higher price points have impacted on trade to the Middle East with almost no trade to the UAE in the March quarter.

Upcoming Holidays

WA Foundation Day: 3 June | Queens Birthday (all states except WA): 10 June

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:

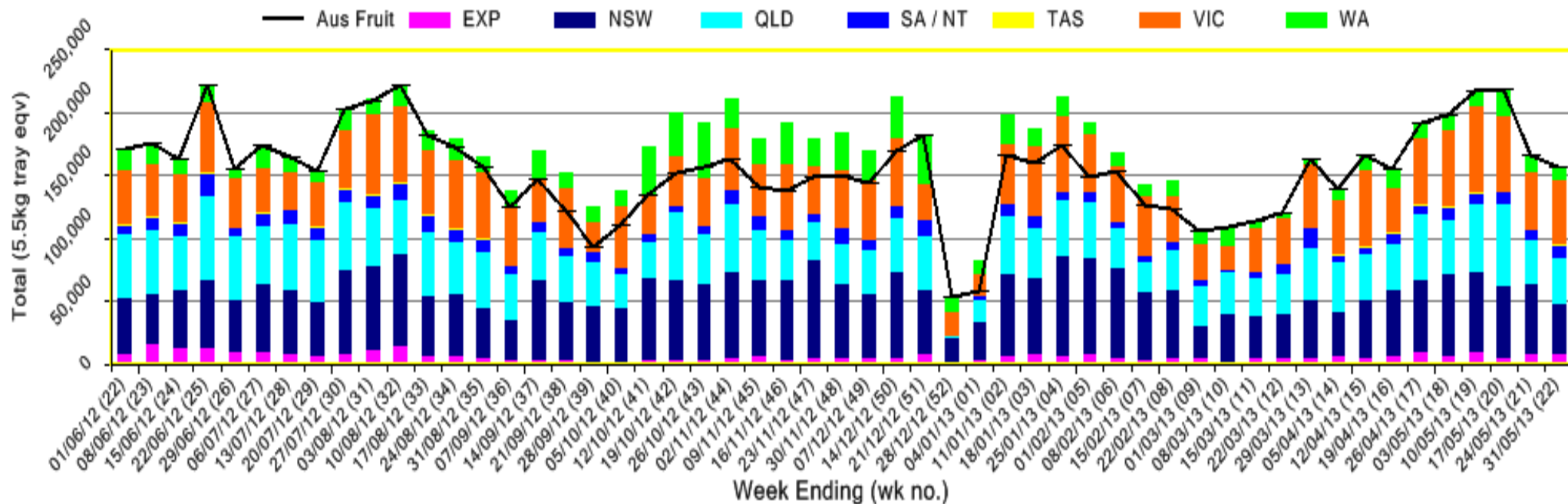
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 25th May - 31st May 2013 (Wk 22)

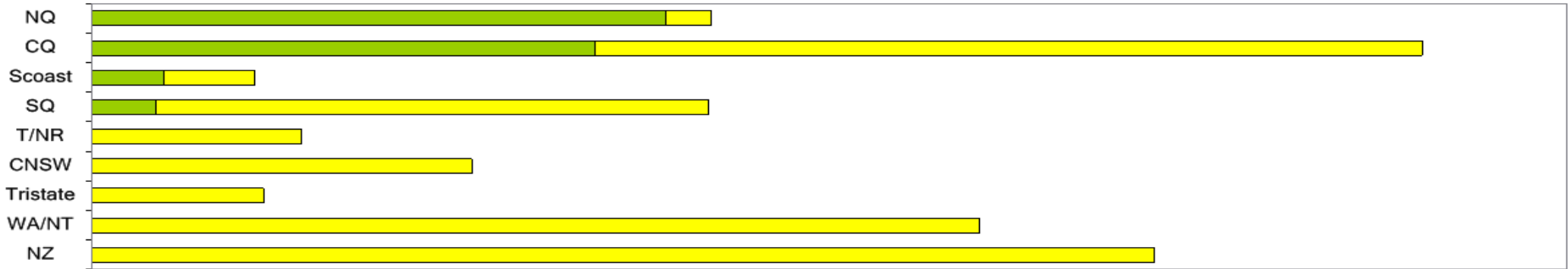
| Dest. State | 5.5kg | 5.5kg | 5.5kg | 5.5kg | 5.5kg | 5.5kg | 5.5kg | 5.5kg | 5.5kg | Trays - Total | Bulk | P/PK | Proc | Other | 5.5Kg Eqv Trays All |
|--------------|------------|--------------|--------------|---------------|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|--------------|--------------|---------------------|
| | <16 | 16 | 18 | 20 | 22 | 23 | 25 | 28 | 28+ | 5.5Kg Eqv | 10Kg | Kg | Kg | Kg | Total |
| EXP | | | | | | | | 730 | 3,924 | 4,654 | 1,834 | | | | 7,989 |
| NSW | 1 | 641 | 2,261 | 4,741 | 1,673 | 5,555 | 4,191 | 1,850 | 1,968 | 22,881 | 9,458 | 1,200 | 70 | | 40,308 |
| QLD | 92 | 146 | 1,257 | 3,094 | 115 | 2,963 | 8,824 | 3,443 | 1,228 | 21,162 | 7,638 | 6,096 | 2,400 | | 36,593 |
| SA / NT | | 28 | 382 | 1,459 | | 365 | 941 | 3,264 | 162 | 6,601 | 878 | 960 | | | 8,372 |
| TAS | | | | | | | | 1,280 | 320 | 1,600 | | | | | 1,600 |
| VIC | 40 | 1,375 | 4,911 | 10,460 | 270 | 7,396 | 3,202 | 1,992 | 826 | 30,472 | 11,283 | 1,920 | | 1,000 | 51,518 |
| WA | | 2 | 15 | 59 | | 327 | 2,162 | 2,925 | | 5,490 | 2,526 | | | | 10,083 |
| Total | 133 | 2,192 | 8,826 | 19,813 | 2,058 | 16,606 | 20,600 | 14,524 | 8,108 | 92,860 | 33,617 | 10,176 | 2,470 | 1,000 | 156,463 |

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 3,546,072 5.5kg tray eqv

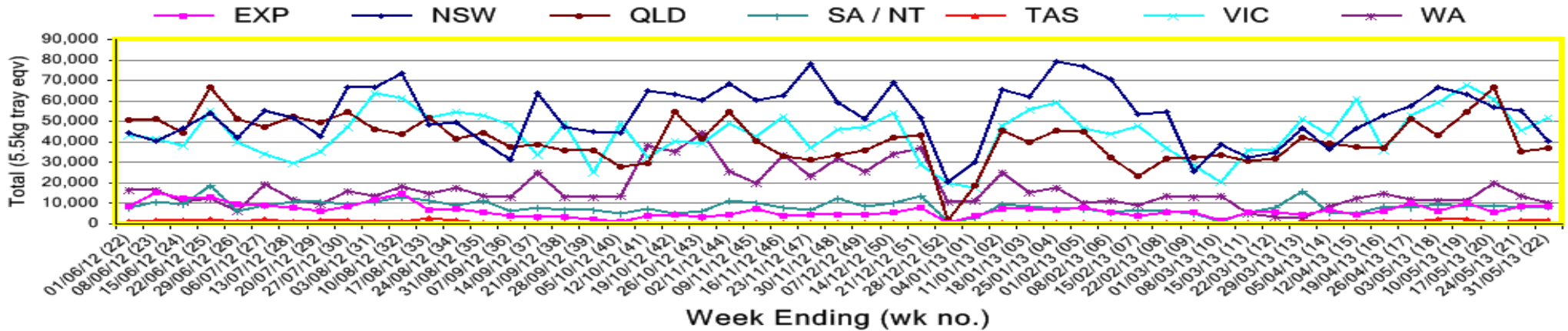


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 = 3,546,072 5.5kg tray eqv



Week 22 contributors - Packhouses

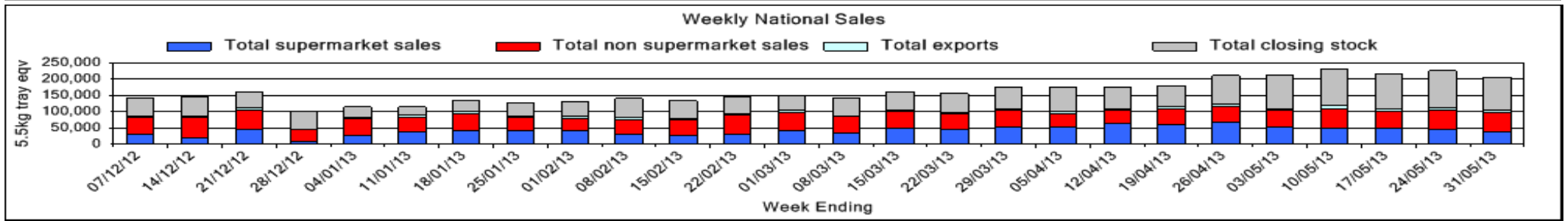
- | | |
|---------------------------------|-----------------------------|
| Avocado Estates | Natures Fruit Company |
| Balmoral Orchard | One Harvest |
| Battistin Orchards Pty Ltd | Simpson Farms Pty Ltd |
| Donovan Family Investment Trust | Sunfresh |
| G & C Christensen | Sunny Bluff Produce Pty Ltd |
| G & J Krenske | Sunnyspot Packhouse Pty Ltd |
| Googa Farms | SuperPak |
| Green Nugget Orchards | The Avolution |
| Lava Valley Produce | Tropicado Avocados |
| Mountain Fresh | |

Week 22 contributors - Wholesalers

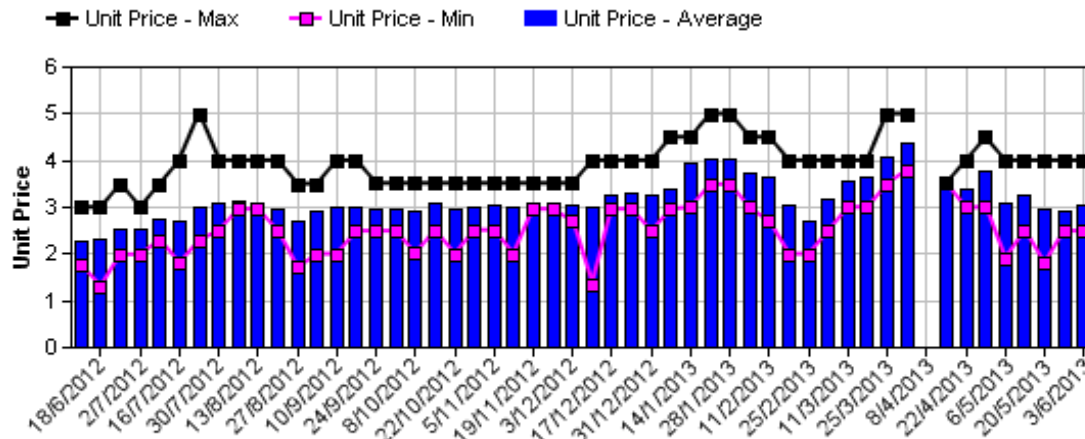
- | | |
|---|---|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| C & S Ponte Produce Pty Ltd (Melbourne) | Fresh Express Produce Pty Ltd (Perth) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne)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

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

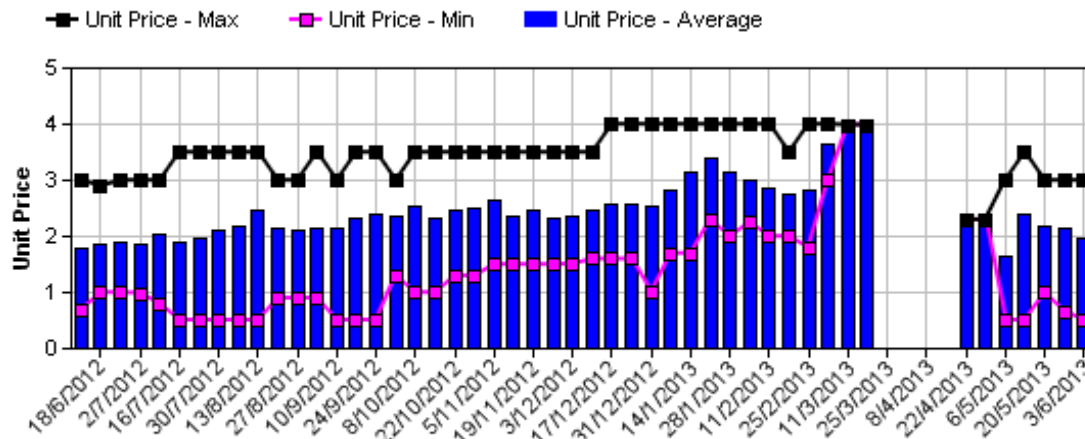
| | Trays 5.5kg eqv (incl. Mod6 & P84) | | | | Bulk 10Kg Cartons | | | | | Pre-Pack Kg | | | | | Total (5.5Kg Eqv) | | | |
|-----------------------------|------------------------------------|---------|-------|--------|-------------------|---------|-------|--------|-----------|-------------|---------|-------|-------|-----------|-------------------|---------|-------|---------|
| | 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 | 4,200 | 743 | | 4,943 | | | | | | 1,200 | | | 1,200 | 218 | 4,418 | 743 | | 5,161 |
| Total non supermarket sales | 5,705 | | 463 | 6,168 | 2,690 | | 148 | 2,838 | 5,160 | | | | | | 10,596 | | 732 | 11,328 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 9,905 | 743 | 463 | 11,111 | 2,690 | | 148 | 2,838 | 5,160 | 1,200 | | | 1,200 | 218 | 15,014 | 743 | 732 | 16,489 |
| Total Stock on Hand | 877 | | 179 | 1,056 | 4,174 | | | 4,174 | 7,589 | | | | | | 8,466 | | 179 | 8,645 |
| QLD | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 12,949 | | | 12,949 | 177 | | | 177 | 322 | 3,360 | | | 3,360 | 611 | 13,882 | | | 13,882 |
| Total non supermarket sales | 14,125 | 2,429 | 293 | 16,847 | 2,759 | 387 | 25 | 3,171 | 5,765 | | | | | | 19,141 | 3,133 | 338 | 22,612 |
| Total exports | 4,654 | | | 4,654 | 1,834 | | | 1,834 | 3,335 | | | | | | 7,989 | | | 7,989 |
| Total sales | 31,728 | 2,429 | 293 | 34,450 | 4,770 | 387 | 25 | 5,182 | 9,422 | 3,360 | | | 3,360 | 611 | 41,012 | 3,133 | 338 | 44,483 |
| Total Stock on Hand | 27,282 | 1,774 | | 29,056 | 1,983 | | | 1,983 | 3,605 | | | | | | 30,887 | 1,774 | | 32,661 |
| SA & TAS | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 8,246 | | | 8,246 | | | | | 95 | 960 | | | 960 | 175 | 8,421 | | | 8,421 |
| Total non supermarket sales | 3,963 | | | 3,963 | 787 | | | 787 | 1,431 | | | | | | 5,394 | | | 5,394 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 12,209 | | | 12,209 | 787 | | | 787 | 1,431 | 960 | | | 960 | 175 | 13,814 | | | 13,814 |
| Total Stock on Hand | 12,869 | 22 | | 12,891 | 2,996 | | | 2,996 | 5,447 | | | | | | 18,316 | 22 | | 18,338 |
| VIC | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 7,666 | 90 | | 7,756 | | | | | 95 | 1,920 | | | 1,920 | 349 | 8,015 | 90 | | 8,105 |
| Total non supermarket sales | 8,401 | 661 | 834 | 9,895 | 2,358 | 39 | 181 | 2,578 | 4,687 | | | | | | 12,688 | 732 | 1,163 | 14,583 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 16,067 | 751 | 834 | 17,651 | 2,358 | 39 | 181 | 2,578 | 4,687 | 1,920 | | | 1,920 | 349 | 20,703 | 822 | 1,163 | 22,688 |
| Total Stock on Hand | 12,723 | 1,598 | 2,898 | 17,220 | 3,446 | 2,597 | 1,180 | 7,223 | 13,133 | | | | | | 18,989 | 6,320 | 5,043 | 30,352 |
| WA | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 2,686 | | | 2,686 | 52 | | | 52 | 95 | | | | | | 2,781 | | | 2,781 |
| Total non supermarket sales | 3,384 | | | 3,384 | 1,952 | | | 1,952 | 3,549 | | | | | | 6,933 | | | 6,933 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 6,070 | | | 6,070 | 2,004 | | | 2,004 | 3,644 | | | | | | 9,714 | | | 9,714 |
| Total Stock on Hand | 3,245 | | | 3,245 | 3,216 | | | 3,216 | 5,847 | | | | | | 9,092 | | | 9,092 |
| Total | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 35,747 | 833 | | 36,580 | 229 | | | 229 | 416 | 7,440 | | | 7,440 | 1,353 | 37,516 | 833 | | 38,349 |
| Total non supermarket sales | 35,578 | 3,090 | 1,590 | 40,257 | 10,546 | 426 | 354 | 11,326 | 20,593 | | | | | | 54,752 | 3,865 | 2,233 | 60,850 |
| Total exports | 4,654 | | | 4,654 | 1,834 | | | 1,834 | 3,335 | | | | | | 7,989 | | | 7,989 |
| Total sales | 75,979 | 3,923 | 1,590 | 81,491 | 12,609 | 426 | 354 | 13,389 | 24,344 | 7,440 | | | 7,440 | 1,353 | 100,257 | 4,698 | 2,233 | 107,188 |
| Total Stock on Hand | 56,996 | 3,394 | 3,077 | 63,468 | 15,815 | 2,597 | 1,180 | 19,592 | 35,622 | | | | | | 85,751 | 8,116 | 5,222 | 99,089 |



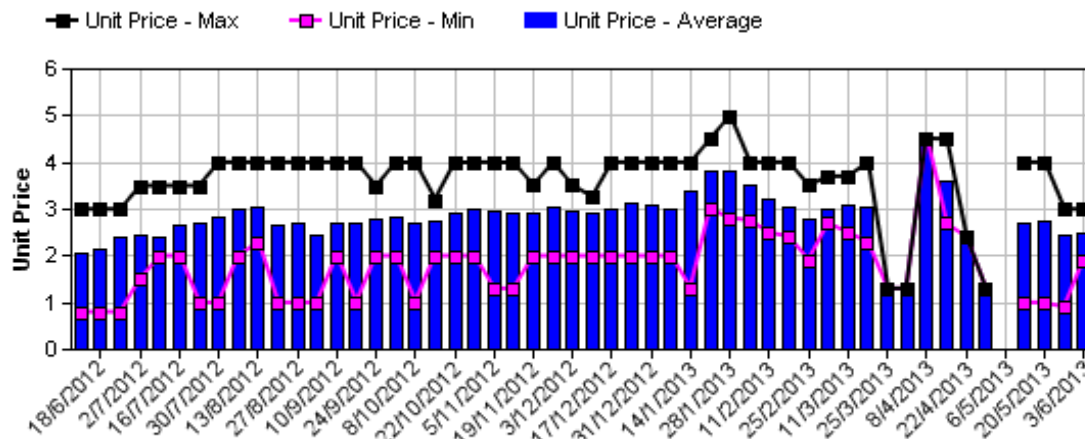
Hass Avocado Average Retail Prices - Sydney



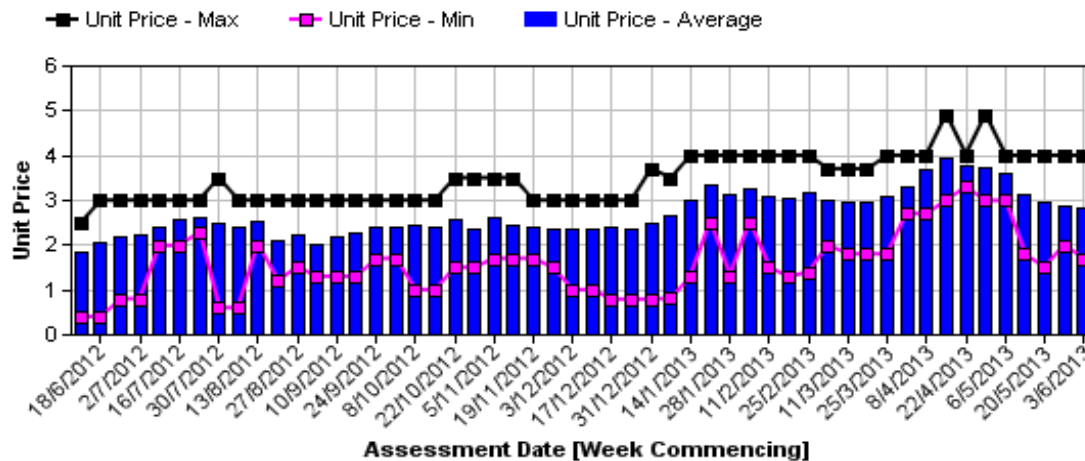
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

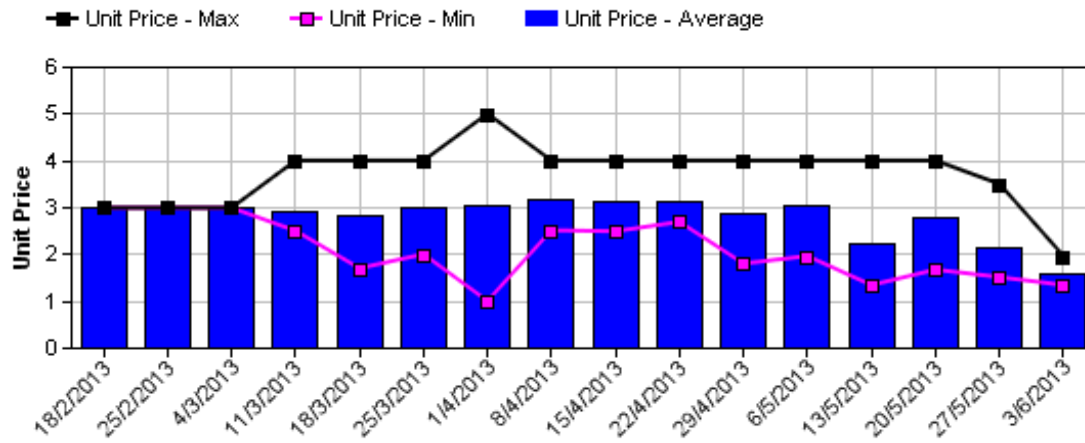


Hass Avocado Average Retail Prices - Perth

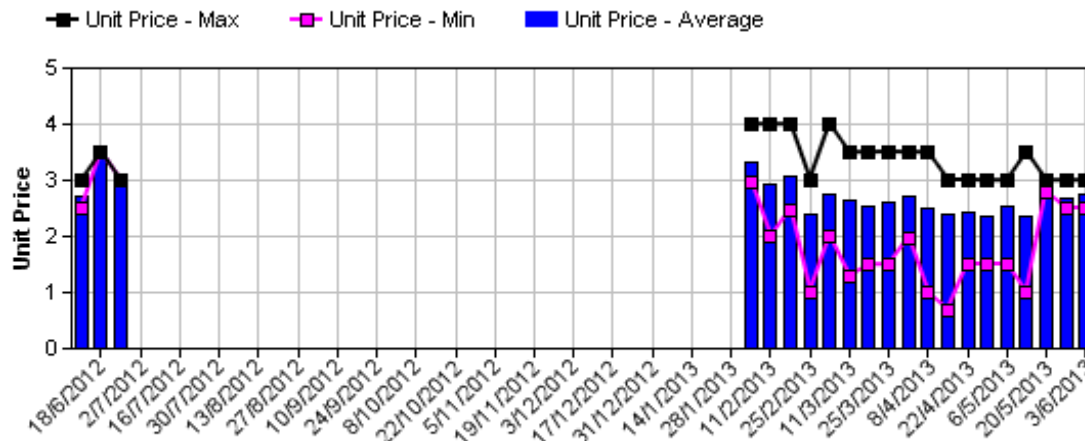


Assessment Date [Week Commencing]

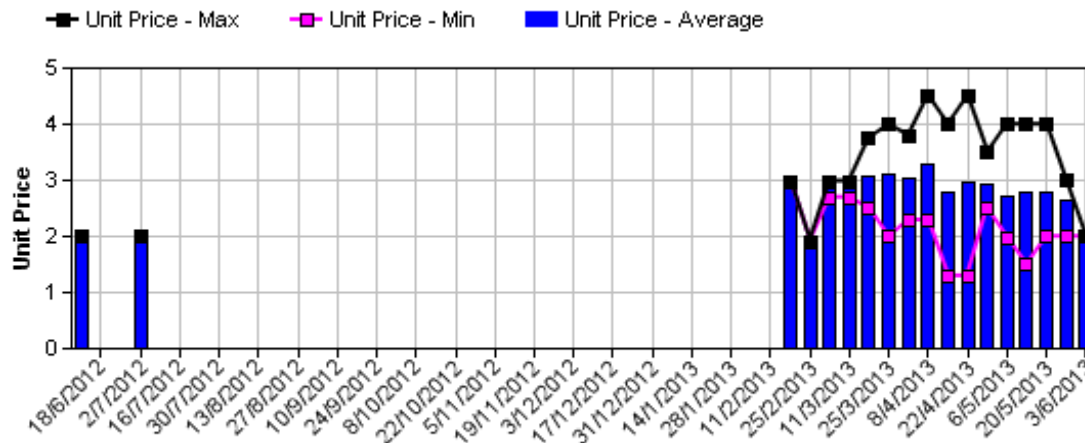
Shepard Avocado Average Retail Prices - Sydney



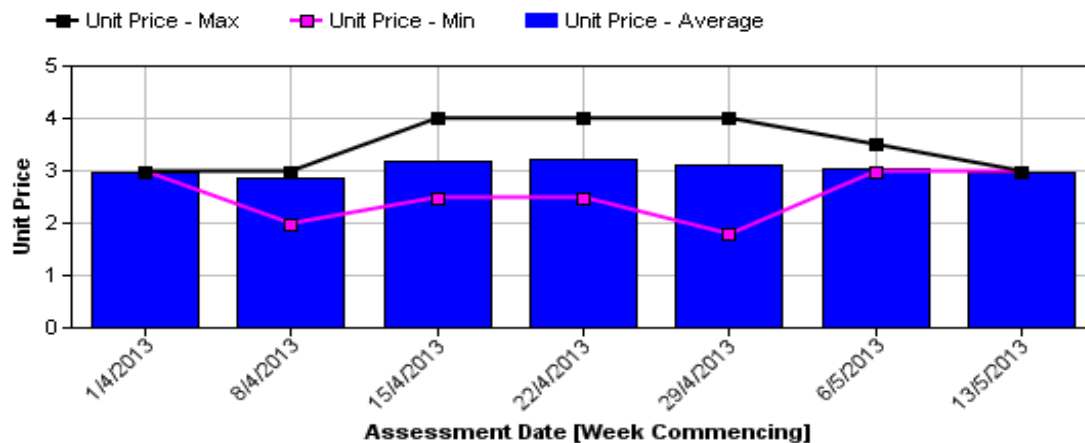
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 3rd & 4th June 2013

| Store | Var | Av Wt (g) | Unit Price | Special | Country of Origin |
|-----------------|---------|-----------|------------|---------|-------------------|
| SYDNEY | | | | | |
| I | Shepard | 170 | 1.33 | Store | Aus |
| I | Shepard | 170 | 1.50 | Store | Aus |
| IGA | Shepard | 170 | 1.95 | No | Aus |
| Woolworths | Hass | 290 | 2.48 | No | Aus |
| Coles | Hass | 280 | 2.48 | Cat | Aus |
| Woolworths | Hass | 290 | 2.48 | No | Aus |
| Coles | Hass | 270 | 2.48 | Cat | Aus |
| Coles | Hass | 270 | 2.48 | Cat | Aus |
| Woolworths | Hass | 250 | 2.48 | Store | Aus |
| IGA | Hass | 300 | 2.95 | No | Aus |
| I | Hass | 250 | 2.99 | No | Aus |
| I | Hass | 270 | 2.99 | No | Aus |
| Foodworks | Hass | 320 | 2.99 | No | Aus |
| IGA | Hass | 210 | 2.99 | No | Aus |
| I | Hass | 260 | 2.99 | No | Aus |
| I | Hass | 330 | 3.99 | No | Aus |
| I | Hass | 340 | 3.99 | No | Aus |
| I | Hass | 300 | 3.99 | No | Aus |
| I | Hass | 320 | 3.99 | No | Aus |
| BRISBANE | | | | | |
| I | Hass | 108 | 0.50 | Store | Aus |
| IGA | Hass | 122 | 1.49 | Cat | Aus |
| IGA | Hass | 205 | 1.49 | Cat | Aus |
| I | Hass | 175 | 1.50 | Store | Aus |
| I | Hass | 165 | 1.50 | Store | Aus |
| IGA | Hass | 180 | 1.98 | No | Aus |
| Woolworths | Hass | 200 | 1.98 | Store | Aus |
| Woolworths | Hass | 240 | 2.38 | Cat | Aus |
| Coles | Hass | 220 | 2.48 | Store | Aus |
| Coles | Hass | 190 | 2.48 | Store | Aus |
| Coles | Hass | 220 | 2.48 | Store | Aus |
| Woolworths | Hass | 215 | 2.48 | Cat | Aus |
| I | Shepard | 245 | 2.50 | Store | Aus |
| I | Shepard | 235 | 2.79 | Store | Aus |
| I | Shepard | 272 | 2.99 | Store | Aus |
| Cocos | Hass | 310 | 2.99 | No | Aus |

| Store | Var | Av Wt (g) | Unit Price | Special | Country of Origin |
|------------------|---------|-----------|------------|---------|-------------------|
| MELBOURNE | | | | | |
| I | Hass | 247 | 1.90 | No | Aus |
| I | Shepard | 225 | 1.99 | No | NS |
| IS | Hass | 235 | 1.99 | Store | Aus |
| I | Hass | 230 | 1.99 | No | NS |
| IGA | Hass | 265 | 1.99 | Store | Aus |
| Coles | Hass | 248 | 2.48 | Cat | Aus |
| Coles | Hass | 250 | 2.48 | Cat | Aus |
| Coles | Hass | 215 | 2.48 | Cat | Aus |
| Safeway | Hass | 225 | 2.68 | Cat | Aus |
| Safeway | Hass | 225 | 2.68 | Cat | Aus |
| I | Hass | 235 | 2.69 | No | Aus |
| I | Hass | 270 | 2.75 | No | NS |
| I | Hass | 240 | 2.75 | No | NS |
| I | Hass | 265 | 2.98 | No | Aus |
| I | Hass | 260 | 2.99 | No | Aus |
| PERTH | | | | | |
| IS | Hass | 205 | 1.69 | Store | Aus |
| I | Hass | 165 | 1.78 | Store | Aus |
| Coles | Hass | 210 | 2.48 | No | Aus |
| Coles | Hass | 210 | 2.48 | No | Aus |
| Coles | Hass | 200 | 2.48 | No | Aus |
| I | Hass | 295 | 2.50 | No | Aus |
| Woolworths | Hass | 220 | 2.98 | Store | Aus |
| Woolworths | Hass | 220 | 2.98 | No | Aus |
| Woolworths | Hass | 200 | 2.98 | No | Aus |
| IGA | Hass | 255 | 2.99 | No | Aus |
| I | Hass | 275 | 2.99 | No | Aus |
| I | Hass | 260 | 2.99 | No | Aus |
| IGA | Hass | 255 | 2.99 | No | Aus |
| IGA | Hass | 230 | 2.99 | Store | Aus |
| I | Hass | 280 | 3.69 | No | Aus |
| IGA | Hass | 245 | 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

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