



INFOCADO WEEKLY REPORT: 2nd —8th June 2012 (Wk 23)



Comments

- Seasonal Forecast Forms have been sent to all packers. The revised forecasts are due back by the end of this week. Once the forecasts have been checked and aggregated a revised industry forecast will be distributed to all contributors. The July Quarterly Report will be sent out as usual in mid July. Please take the time to review your forecast and resubmit it. Obviously the report is only as accurate as the data submitted. The updated forecast is being distributed early to give businesses as much time as possible to review their plans for the coming months.
- The retail prices report this week shows a number of store and catalogue specials particularly in Brisbane.
- 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

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Matter tests at home](#)

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contribute to Infocado](#)

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Infocado Reports](#)

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education materials](#)

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

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:

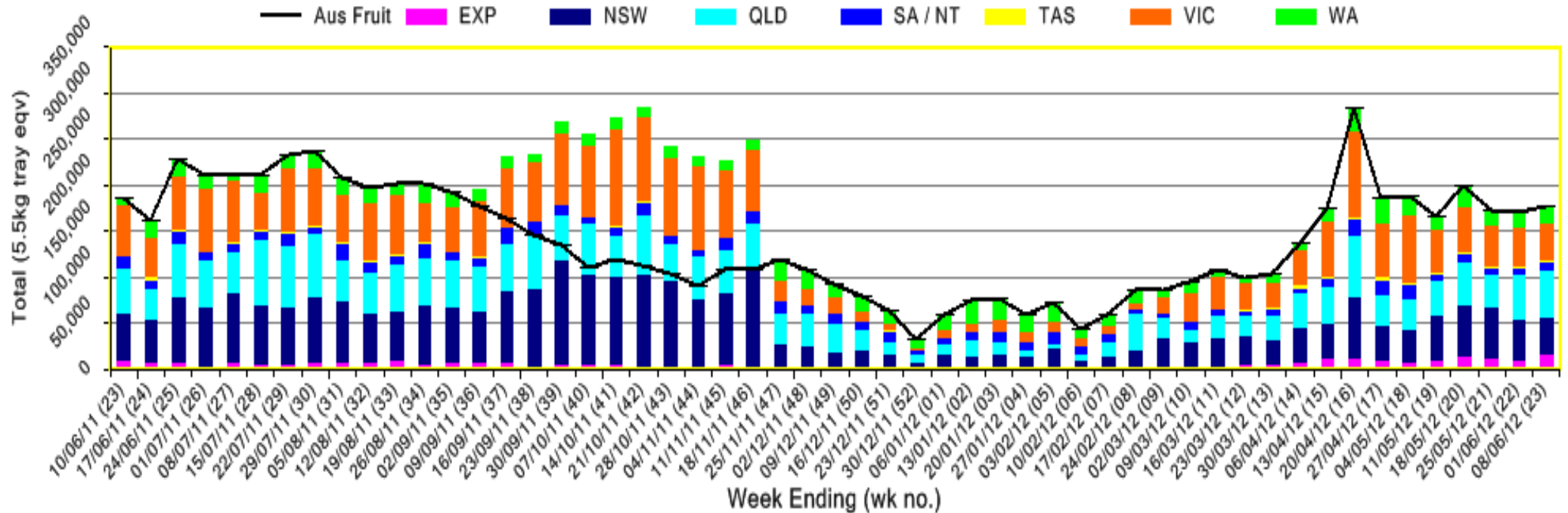
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 2nd June - 8th June 2012 (Wk 23)

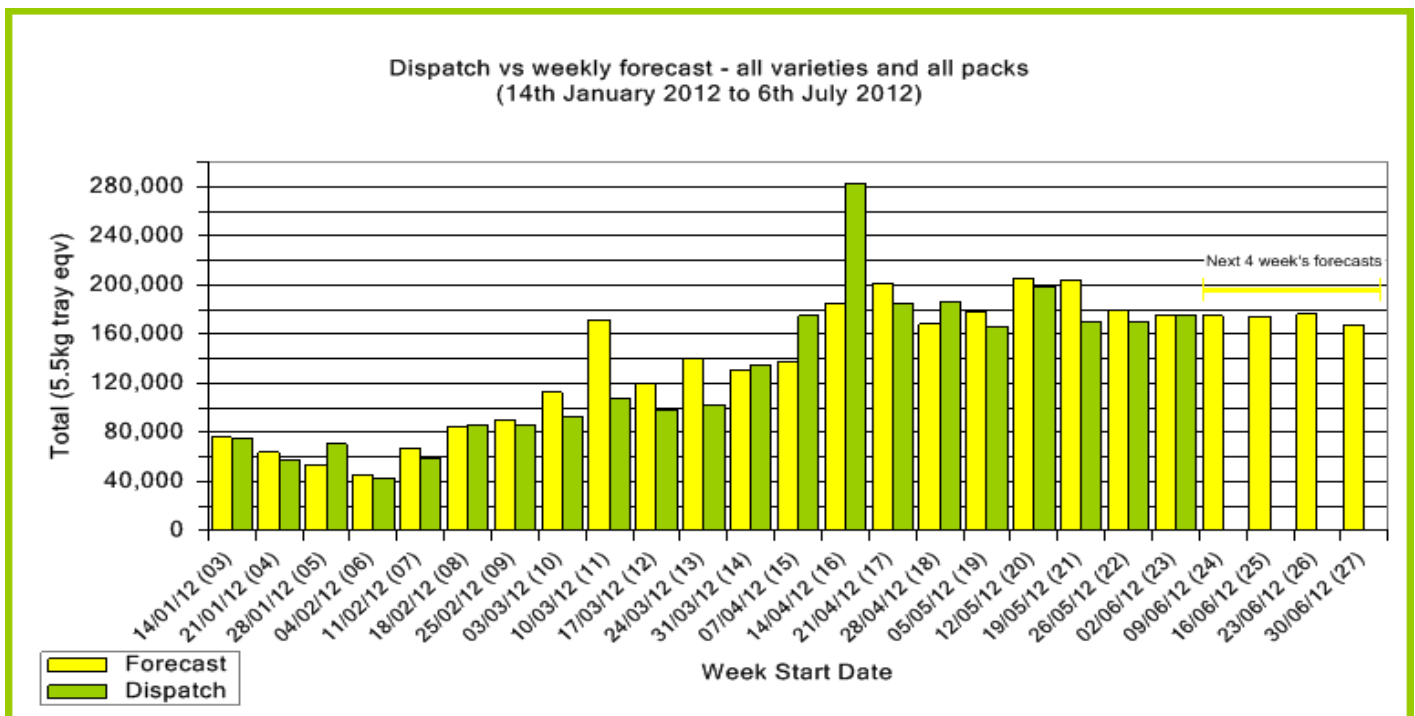
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP			172	1,258				3,628	4,642	9,700	2,997					15,149
NSW	206	1,438	3,821	8,809	1,314	5,380	8,794	4,418		34,180	3,230	1,320			40,293	
QLD	82	422	1,744	5,464	358	5,882	7,204	7,123	1,164	29,443	10,888	3,560	5,000	30	50,800	
SA / NT		960	1,640	797		1,364	2,427	1,659		8,847	748				10,207	
TAS								1,088		1,088					1,088	
VIC	99	4,252	7,301	8,319	656	4,739	2,929	1,186	336	29,817	5,480	7,888			41,215	
WA	6	201	371	2,409		1,947	6,637	1,829	320	13,720	1,299	684			16,206	
Total	393	7,273	15,049	27,056	2,328	19,312	29,079	19,843	6,462	126,795	24,642	13,452	5,000	30	174,959	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 2,852,959 5.5kg tray eqv



Forecast Data (Week 23 - 27)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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		200			364
Fuerte	225	205			598
Hass	123,444	24,550	5,000	8,000	170,444
Pinkerton	100	160			391
Sharwil	100	5			109
Shepard	35	24			79
Wurtz	3,000				3,000
Week Total	126,904	25,144	5,000	8,000	174,984
Week 25 - begin 16/06/2012					
Bacon		260			473
Hass	123,444	24,620	5,000	10,000	170,935
Sharwil	80				80
Shepard	70	24			114
Wurtz	3,000				3,000
Week Total	126,594	24,904	5,000	10,000	174,601
Week 26 - begin 23/06/2012					
Bacon		80			145
Fuerte	88	80			233
Hass	125,094	24,770	5,000	10,000	172,857
Sharwil	60				60
Shepard	35	24			79
Wurtz	3,000				3,000
Week Total	128,277	24,954	5,000	10,000	176,375
Week 27 - begin 30/06/2012					
Fuerte	88	120			306
Hass	120,400	23,825	5,000		164,627
Sharwil	40				40
Wurtz	3,000				3,000
Week Total	123,528	23,945	5,000		167,973

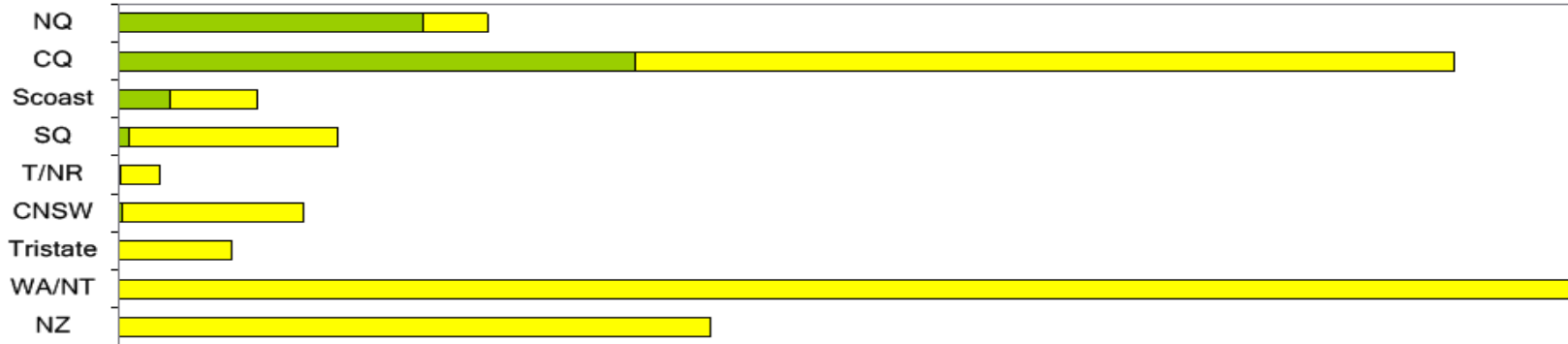
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 23 - begin 2/06/2012)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon	355	272				850
Fuerte	160					160
Hass	124,432	23,861	13,452	5,000		171,171
Pinkerton	116	161				409
Sharwil	336	11				356
Shepard	35	24			30	84
Wurtz	1,361	313				1,930
Total	126,795	24,642	13,452	5,000	30	174,959



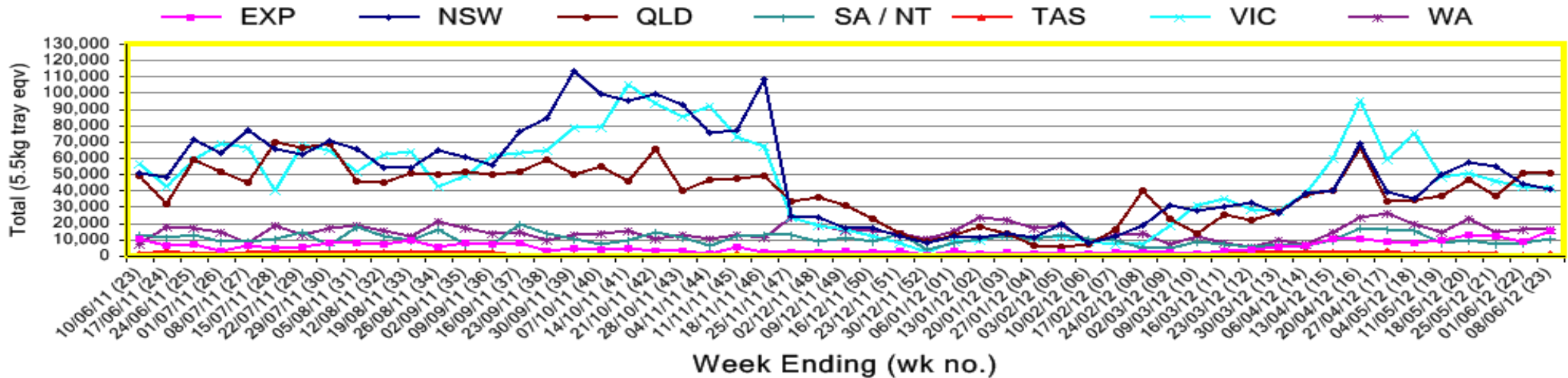
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	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 = 2,852,959 5.5kg tray eqv



Week 23 contributors - Packhouses

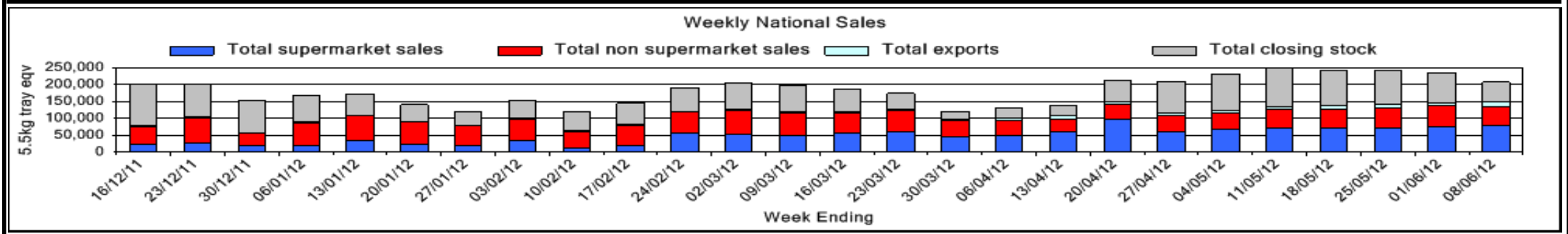
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
Natures Fruit Company	Sunny Bluff Produce Pty Ltd
One Harvest	Sunnyspot Packhouse Pty Ltd
SuperPak	

Week 23 contributors - Wholesalers

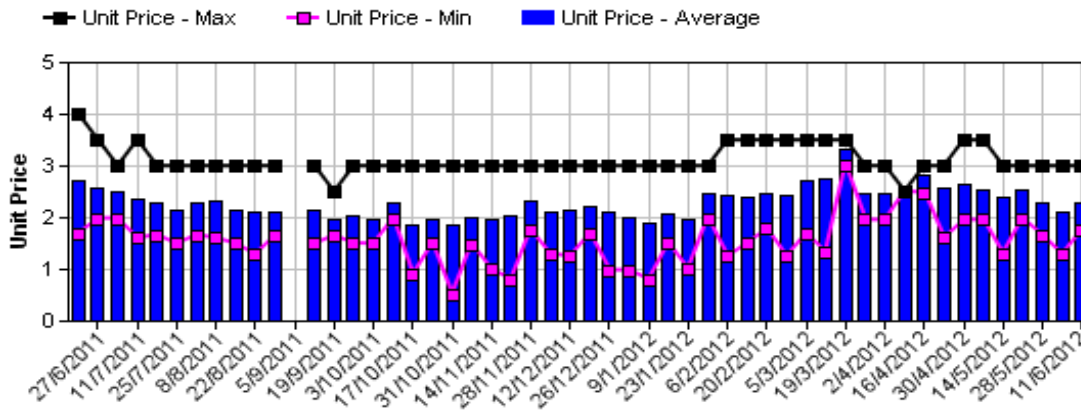
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)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

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

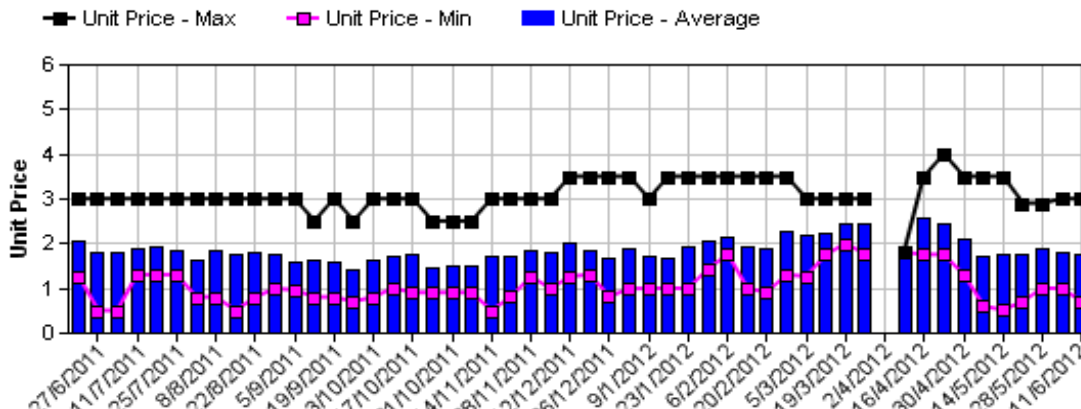
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	17,942			17,942	672			672	1,222	636			636	116	19,279			19,279
Total non supermarket sales	5,200		64	5,264	3,147			3,147	5,722						10,922		64	10,986
Total exports																		
Total sales	23,142		64	23,206	3,819			3,819	6,944	636			636	116	30,201		64	30,265
Total Stock on Hand	1,733			1,733	1,352			1,352	2,458						4,191			4,191
QLD																		
Total supermarket sales	19,875			19,875	707			707	1,285	720			720	131	21,291			21,291
Total non supermarket sales	17,579	2		17,581	2,030			2,030	3,691						21,270	2		21,272
Total exports	9,700			9,700	2,997			2,997	5,449						15,149			15,149
Total sales	47,154	2		47,156	5,734			5,734	10,425	720			720	131	57,710	2		57,712
Total Stock on Hand	17,603			17,603	415			415	755						18,358			18,358
SA & TAS																		
Total supermarket sales	11,612			11,612	432			432	785						12,397			12,397
Total non supermarket sales	4,637		595	5,232	497			497	904						5,541		595	6,136
Total exports																		
Total sales	16,249		595	16,844	929			929	1,689						17,938		595	18,533
Total Stock on Hand	9,666			9,666	814			814	1,480						11,146			11,146
VIC																		
Total supermarket sales	11,999			11,999	2,105			2,105	3,827	4,620			4,620	840	16,666			16,666
Total non supermarket sales	7,779		2,549	10,328	967		340	1,307	2,376	56			56	10	9,547		3,167	12,714
Total exports																		
Total sales	19,778		2,549	22,327	3,072		340	3,412	6,204	4,676			4,676	850	26,213		3,167	29,381
Total Stock on Hand	7,369		549	7,918	2,826		167	2,993	5,442	388			388	71	12,577		853	13,430
WA																		
Total supermarket sales	7,932			7,932	288			288	524						8,456			8,456
Total non supermarket sales	3,218		30	3,248	979		8	987	1,795						4,998		45	5,043
Total exports																		
Total sales	11,150		30	11,180	1,267		8	1,275	2,318						13,454		45	13,498
Total Stock on Hand	5,426		55	5,481	3,418			3,418	6,215						11,641		55	11,696
Total																		
Total supermarket sales	69,360			69,360	4,204			4,204	7,644	5,976			5,976	1,087	78,090			78,090
Total non supermarket sales	38,413	2	3,238	41,653	7,620		348	7,968	14,487	56			56	10	52,278	2	3,871	56,150
Total exports	9,700			9,700	2,997			2,997	5,449						15,149			15,149
Total sales	117,473	2	3,238	120,713	14,821		348	15,169	27,580	6,032			6,032	1,097	145,517	2	3,871	149,390
Total Stock on Hand	41,797		604	42,401	8,825		167	8,992	16,349	388			388	71	57,913		908	58,820



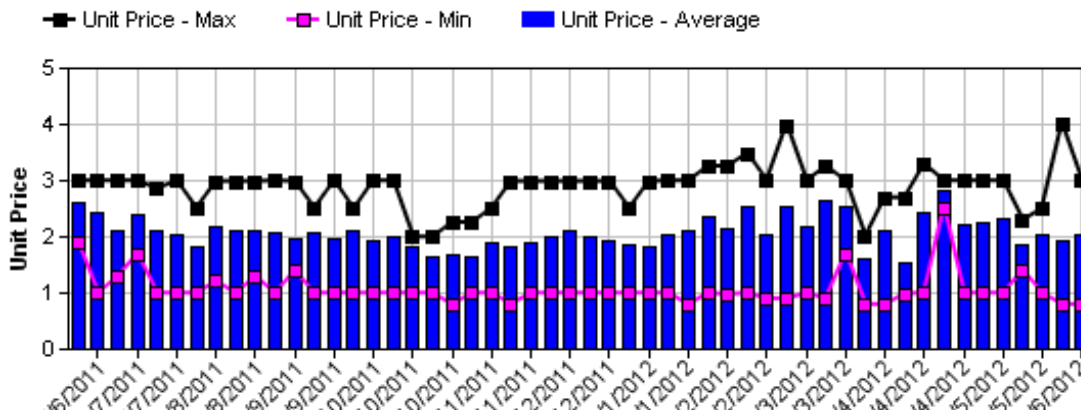
Hass Avocado Average Retail Prices - Sydney



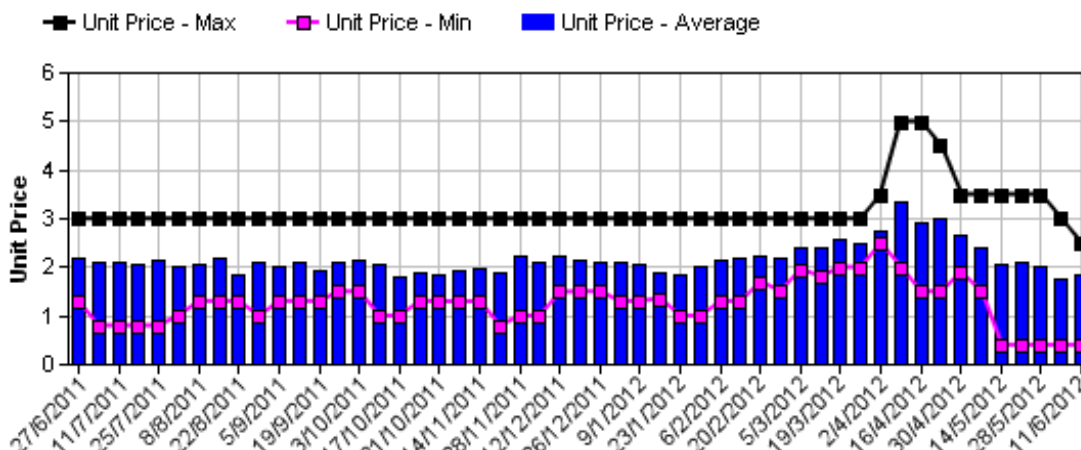
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

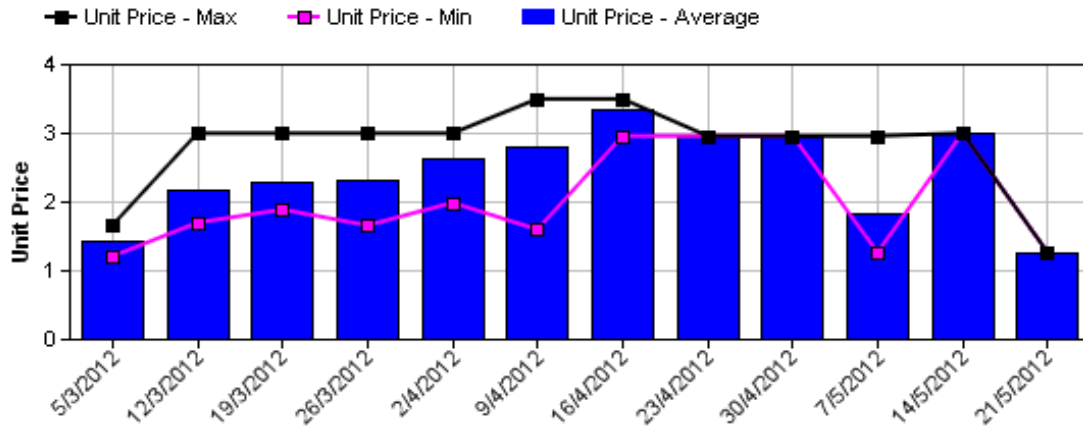


Hass Avocado Average Retail Prices - Perth

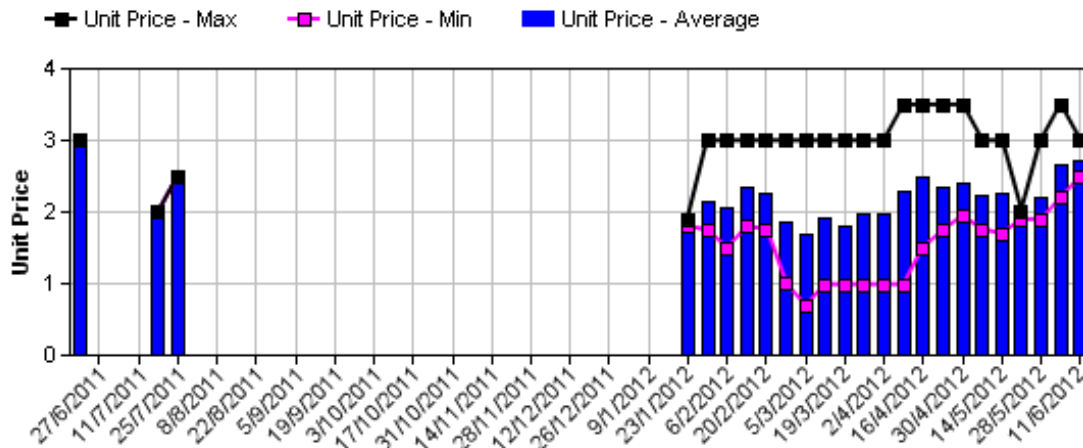


Assessment Date [Week Commencing]

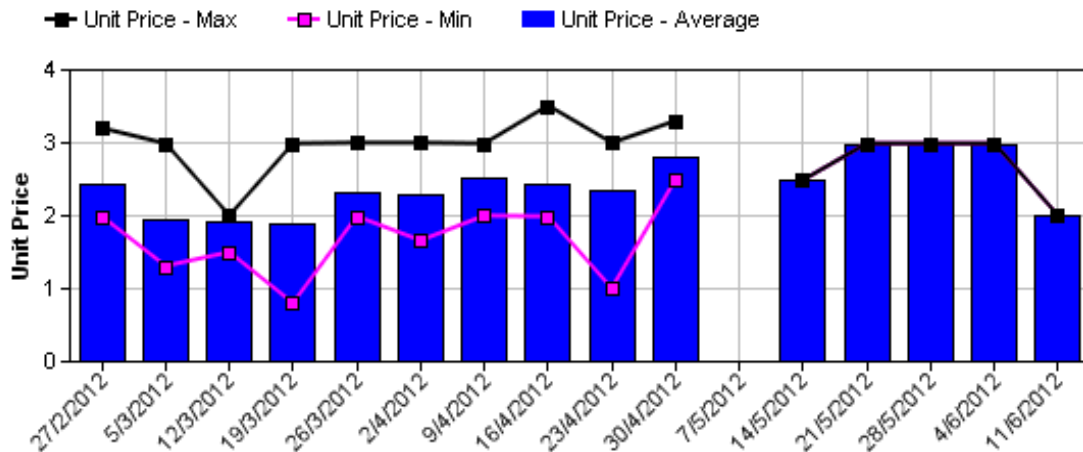
Shepard Avocado Average Retail Prices - Sydney



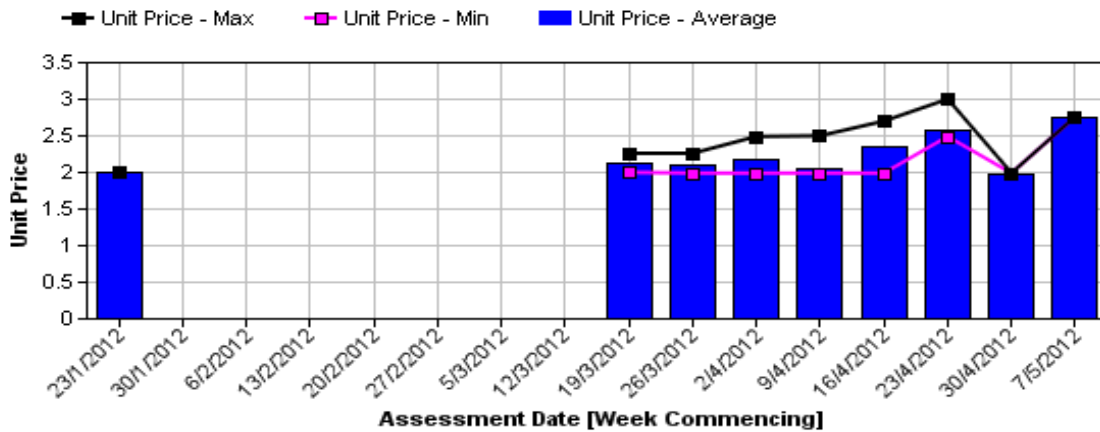
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 12th 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																							
Woolworths	Hass	260	1.75	No	Aus	I	Hass	220	0.79	No	NS																		
Woolworths	Hass	315	1.88	No	Aus	I	Hass	215	1.00	Store	NS																		
Coles	Hass	300	1.88	No	Aus	Safeway	Hass	275	1.88	Cat	Aus																		
Coles	Hass	250	1.88	No	Aus	Safeway	Hass	280	1.88	Cat	Aus																		
Woolworths	Hass	300	1.88	Store	Aus	Safeway	Hass	280	1.88	Cat	Aus																		
Coles	Hass	255	1.88	No	Aus	Coles	Hass	305	1.98	Cat	Aus																		
IIGA	Hass	225	1.89	No	NS	Coles	Hass	265	1.98	Cat	Aus																		
I	Hass	270	1.99	No	Aus	Coles	Hass	270	1.98	Cat	Aus																		
I	Hass	255	2.49	No	Aus	I	Sharwil	265	1.98	No	Aus																		
Foodworks	Hass	265	2.49	No	Aus	IS	Hass	250	1.99	No	Aus																		
I	Hass	300	2.50	No	Aus	I	Shepard	255	1.99	No	Aus																		
I	Hass	290	2.50	No	Aus	I	Hass	245	1.99	No	NS																		
I	Hass	300	2.50	No	Aus	I	Hass	290	2.25	No	NS																		
IIGA	Hass	290	2.95	No	Aus	I	Hass	300	2.25	No	NS																		
I	Hass	320	2.99	No	Aus	I	Hass	294	2.80	No	Aus																		
I	Hass	260	2.99	No	Aus	I	Hass	290	2.98	No	Aus																		
BRISBANE						PERTH																							
I	Hass	180	0.69	Store	Aus	IS	Hass	85	0.39	Store	Aus																		
IIGA	Hass	220	0.89	Cat	Aus	I	Hass	200	0.89	Store	Aus																		
Woolworths	Hass	240	0.99	Store	Aus	Coles	Hass	215	1.30	Store	Aus																		
I	Hass	190	1.00	Store	Aus	Coles	Hass	240	1.30	Store	Aus																		
I	Pinkerton	220	1.19	Store	Aus	Coles	Hass	260	1.30	Store	Aus																		
Woolworths	Hass	208	1.30	Cat	Aus	IIGA	Hass	205	1.39	No	Aus																		
IIGA	Hass	220	1.74	No	Aus	Woolworths	Hass	190	1.98	No	Aus																		
IIGA	Hass	185	1.74	No	Aus	Woolworths	Hass	200	1.98	No	Aus																		
Woolworths	Hass	180	1.75	Cat	Aus	Woolworths	Hass	220	1.98	No	Aus																		
I	Hass	255	1.90	Store	Aus	I	Hass	230	1.99	No	NS																		
Coles	Hass	220	1.98	Store	Aus	IIGA	Hass	245	2.49	No	Aus																		
Coles	Hass	240	1.98	Store	Aus	IIGA	Hass	230	2.49	No	Aus																		
Coles	Hass	230	1.98	Store	Aus	I	Hass	285	2.49	No	Aus																		
I	Hass	224	1.99	Store	Aus	IIGA	Hass	220	2.49	No	Aus																		
I	Shepard	280	2.49	Store	Aus	I	Hass	290	2.49	No	Aus																		
I	Hass	308	2.49	Store	Aus	I	Hass	270	2.49	No	Aus																		
I	Shepard	356	2.69	Store	Aus	<table border="1"> <thead> <tr> <th colspan="2">Size ranges based on 5.5kg trays</th> </tr> <tr> <th>Size</th> <th>Weight Range</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>185 - 208g</td> </tr> <tr> <td>25</td> <td>208 - 230g</td> </tr> <tr> <td>23</td> <td>230 - 245g</td> </tr> <tr> <td>22</td> <td>245 - 263g</td> </tr> <tr> <td>20</td> <td>263 - 290g</td> </tr> <tr> <td>18</td> <td>290 - 325g</td> </tr> <tr> <td>16</td> <td>325 - 363g</td> </tr> </tbody> </table>						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
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																												
I	Hass	285	2.89	Store	Aus																								
I	Shepard	326	2.99	Store	Aus																								
I	Hass	350	2.99	Store	Aus																								

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

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