



INFOCADO WEEKLY REPORT: 1st — 7th June 2013 (Wk 23)



Comments

- Dispatches have increased in volume again with Southern regions entering the market. These higher volumes are set to continue for the next 4 weeks based on forecasts.
- There were catalogue specials for Hass avocados in Sydney in both Coles and Woolworths this week.
- There is still a small amount of Shepard showing up in independent stores in both Brisbane and Melbourne however it is at the very tail end.
- Packhouses should have received your seasonal forecast form yesterday. 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.

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How to conduct Dry
Matter tests at home](#)

[Click here to for a
refresher on how to
contribute to Infocado](#)

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using and interpreting](#)

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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 Queen's Birthday: 30 September

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:

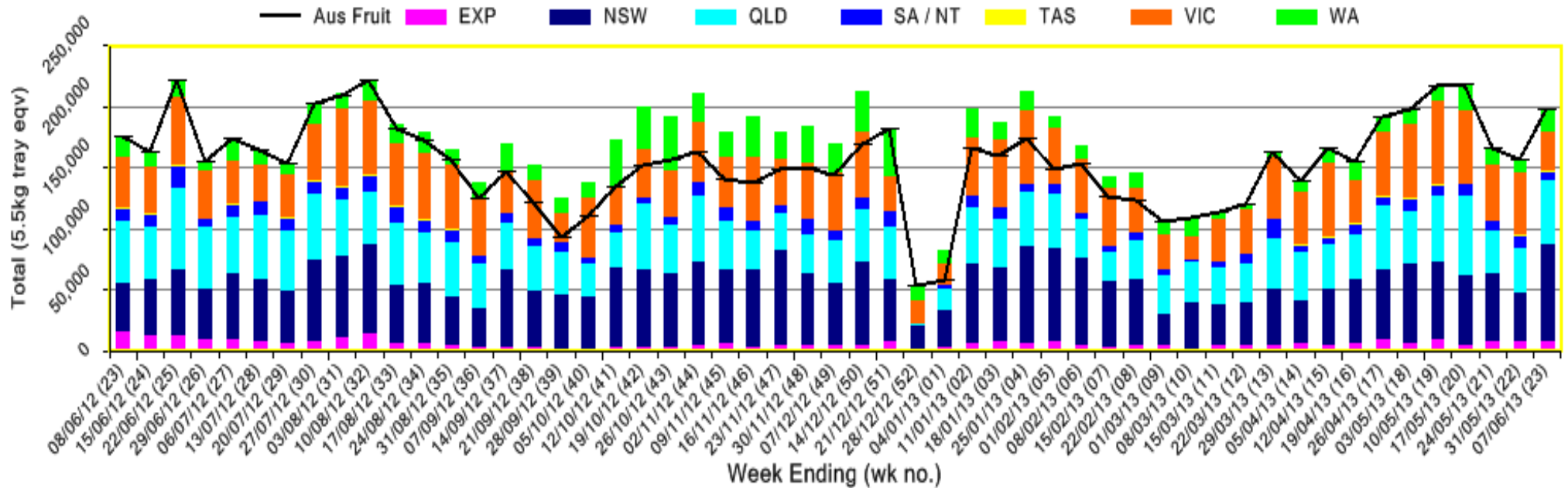
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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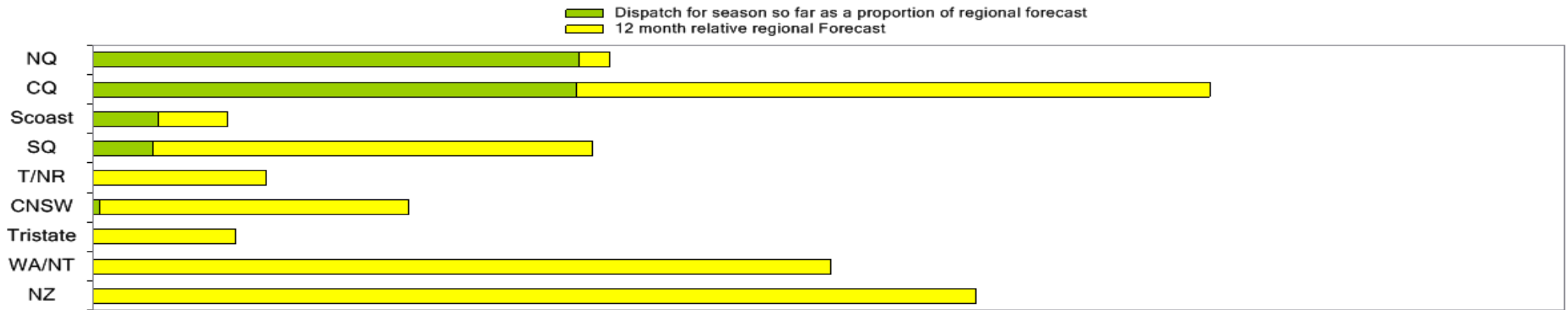
Industry Dispatches By Destination State and Count Size : 1st June - 7th June 2013 (Wk 23)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								1,141	4,440	5,581	1,632	684		8,672
NSW	14	1,307	5,437	14,266	839	9,413	6,429	1,467	1,809	40,981	20,953			79,077
QLD	49	143	850	3,165	354	3,342	8,021	7,072	906	23,902	14,130	3,204	12,570	52,461
SA / NT			476	1,199		62	511	1,918		4,166	1,214			6,373
TAS								160	160	320	480			1,193
VIC	38	567	1,247	4,103	109	5,226	5,509	4,595	867	22,261	5,055			31,452
WA		185	488	1,133		874	6,372	2,104	320	11,476	3,448			17,745
Total	101	2,202	8,498	23,866	1,302	18,917	27,002	18,457	8,342	108,687	46,912	3,888	12,570	196,974

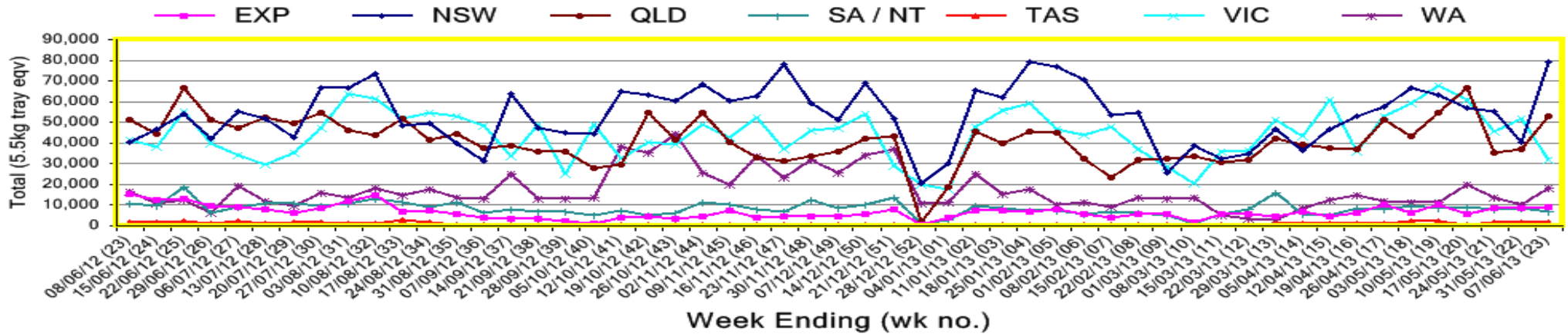
**Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 3,743,045 5.5kg tray eqv**



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 3,743,045 5.5kg tray eqv



Week 23 contributors - Packhouses

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

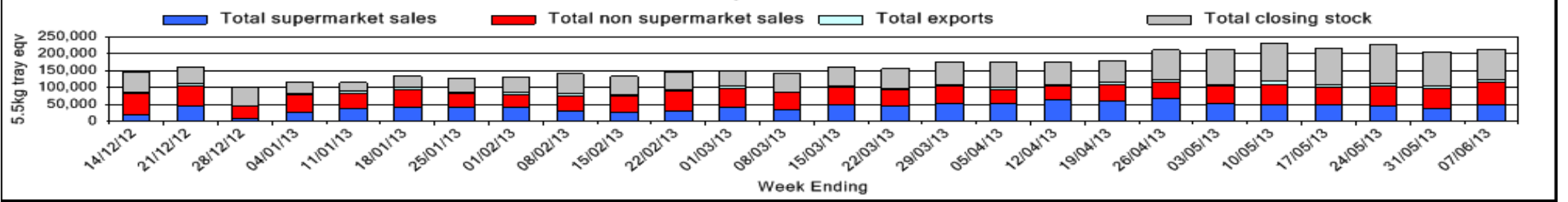
Week 23 contributors - Wholesalers

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

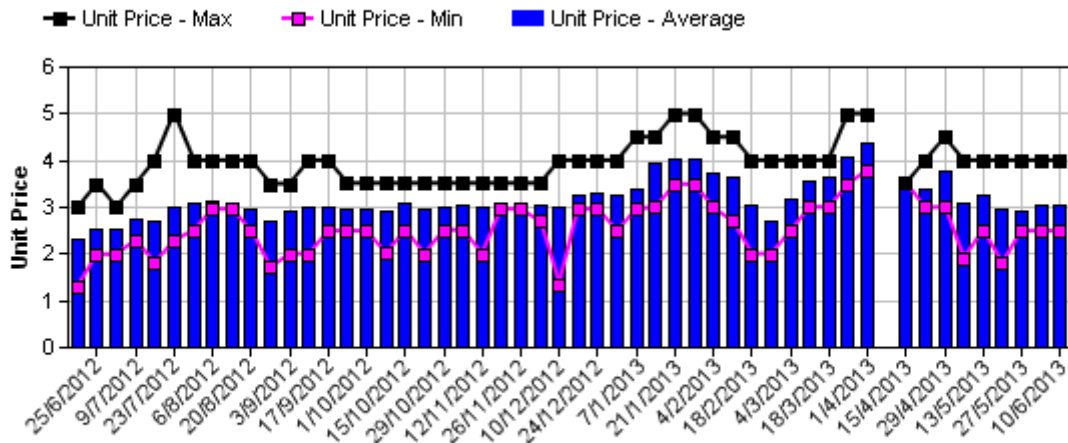
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,990	213		11,203	263			263	478						11,468	213		11,681
Total non supermarket sales	3,970		549	4,519	2,034		70	2,104	3,825						7,668		676	8,344
Total exports																		
Total sales	14,960	213	549	15,722	2,297		70	2,367	4,304						19,136	213	676	20,026
Total Stock on Hand	903		170	1,073	4,104			4,104	7,462						8,365		170	8,535
QLD																		
Total supermarket sales	12,462		18	12,480	1,040		101	1,141	2,075	2,520			2,520	458	14,811		202	15,013
Total non supermarket sales	17,708	3,499	293	21,500	3,130	195	25	3,350	6,091						23,399	3,854	338	27,591
Total exports	5,581			5,581	1,632			1,632	2,967	684			684	124	8,673			8,673
Total sales	35,751	3,499	311	39,561	5,802	195	126	6,123	11,133	3,204			3,204	583	46,883	3,854	540	51,276
Total Stock on Hand	25,340	64		25,404	1,046			1,046	1,902	1			1		27,242	64		27,306
SA & TAS																		
Total supermarket sales	8,825			8,825											8,825			8,825
Total non supermarket sales	3,792			3,792	769			769	1,398						5,190			5,190
Total exports																		
Total sales	12,617			12,617	769			769	1,398						14,015			14,015
Total Stock on Hand	10,054	22		10,076	2,198			2,198	3,996						14,050	22		14,072
VIC																		
Total supermarket sales	11,976	61		12,037	192			192	349						12,325	61		12,386
Total non supermarket sales	6,640	206	2,114	8,960	4,853	96	636	5,585	10,155	110			110	20	15,484	381	3,270	19,135
Total exports																		
Total sales	18,616	267	2,114	20,997	5,045	96	636	5,777	10,504	110			110	20	27,809	442	3,270	31,521
Total Stock on Hand	12,319	1,392	2,552	16,263	3,118	2,597	1,120	6,835	12,427	118			118	21	18,009	6,114	4,588	28,712
WA																		
Total supermarket sales	3,422			3,422	8			8	15						3,437			3,437
Total non supermarket sales	2,670			2,670	833			833	1,515						4,185			4,185
Total exports																		
Total sales	6,092			6,092	841			841	1,529						7,621			7,621
Total Stock on Hand	3,637			3,637	3,426			3,426	6,229						9,866			9,866
Total																		
Total supermarket sales	47,675	274	18	47,967	1,503		101	1,604	2,916	2,520			2,520	458	50,866	274	202	51,342
Total non supermarket sales	34,780	3,705	2,956	41,441	11,619	291	731	12,641	22,984	110			110	20	55,926	4,234	4,285	64,445
Total exports	5,581			5,581	1,632			1,632	2,967	684			684	124	8,673			8,673
Total sales	88,036	3,979	2,974	94,989	14,754	291	832	15,877	28,867	3,314			3,314	603	115,464	4,508	4,487	124,459
Total Stock on Hand	52,253	1,478	2,722	56,453	13,892	2,597	1,120	17,609	32,016	119			119	22	77,532	6,200	4,758	88,491

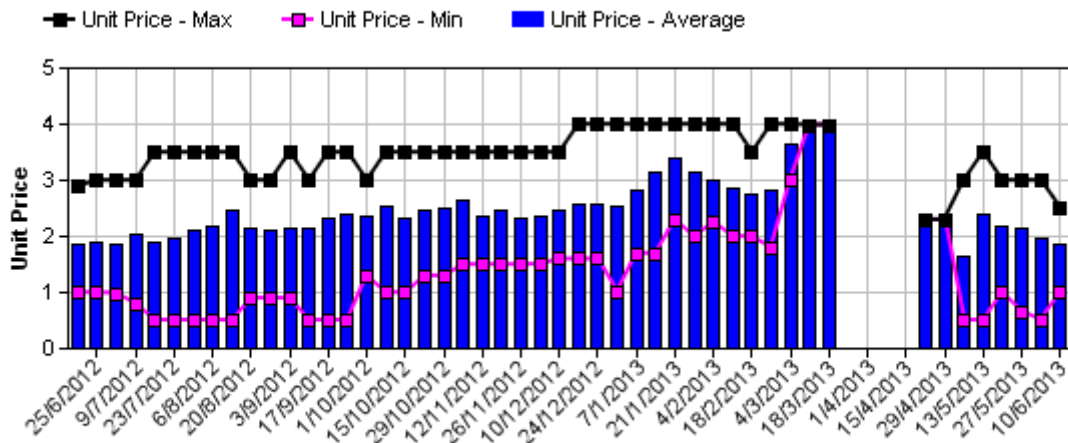
Weekly National Sales



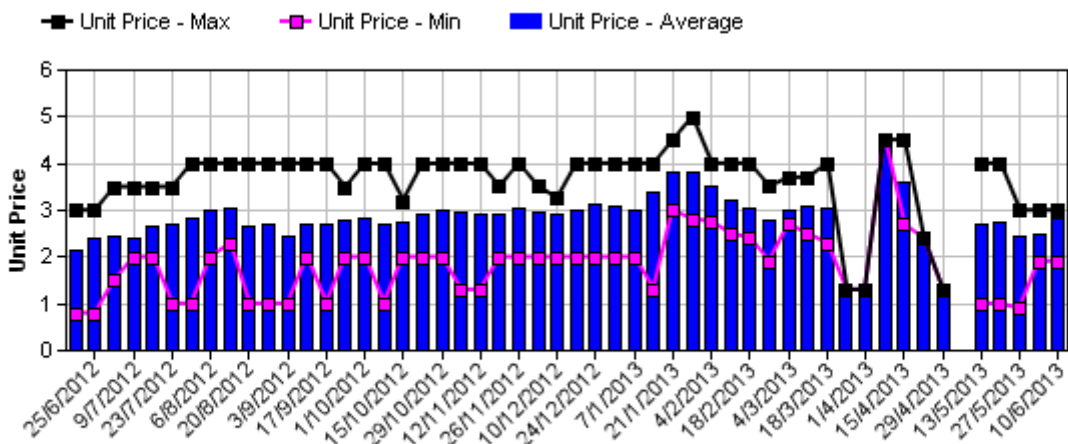
Hass Avocado Average Retail Prices - Sydney



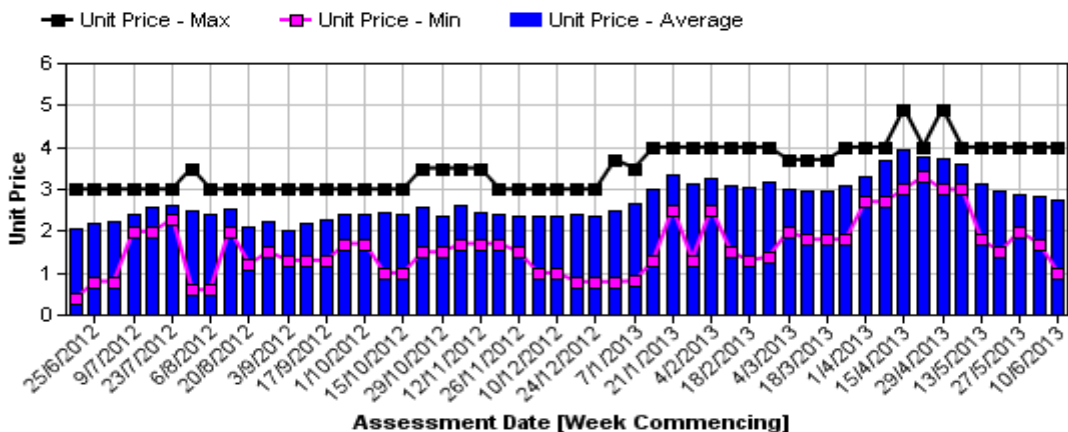
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

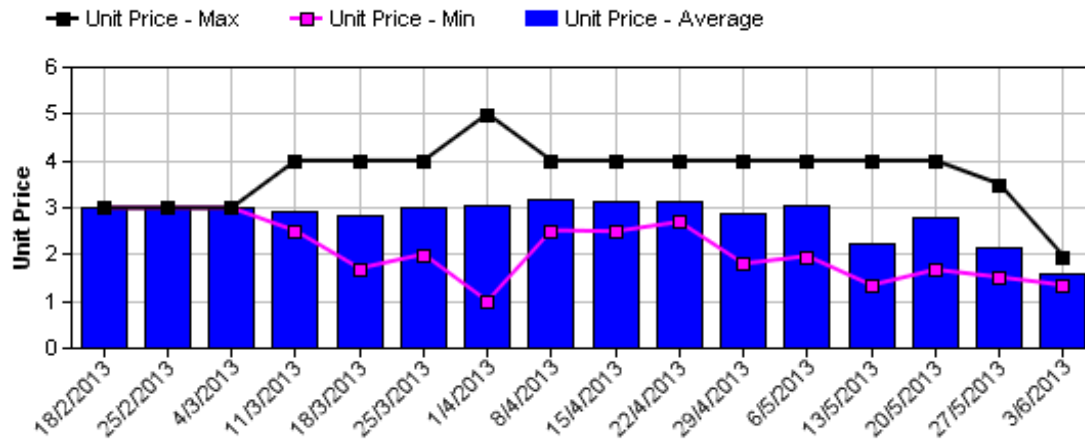


Hass Avocado Average Retail Prices - Perth

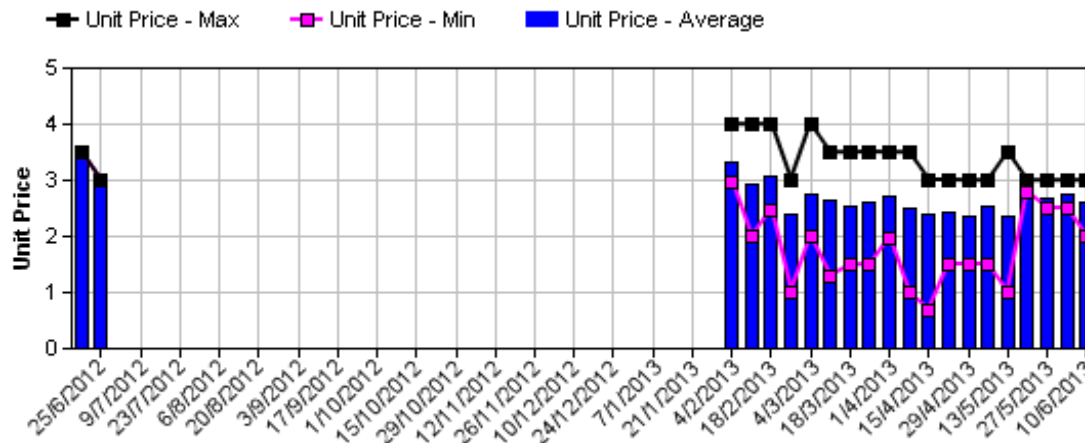


Assessment Date [Week Commencing]

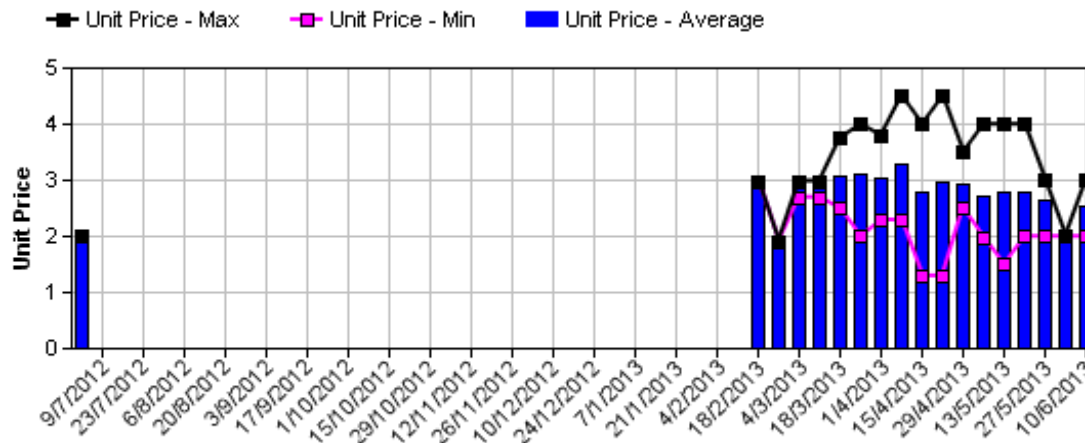
Shepard Avocado Average Retail Prices - Sydney



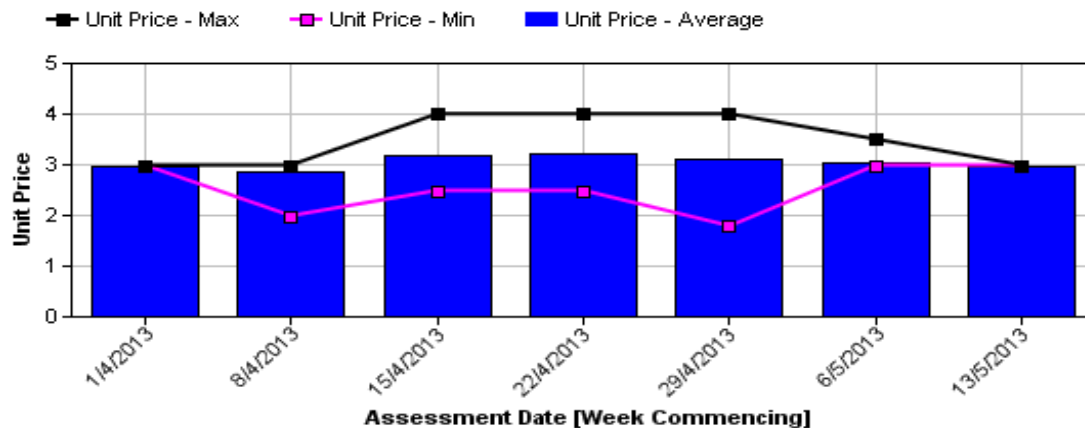
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 9th & 10th June 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin																		
SYDNEY						MELBOURNE																							
Foodworks	Hass	130	0.79	No	Aus	I	Hass	253	1.9	No	Aus																		
IC	Hass	160	1.33	Store	Aus	I	Shepard	240	1.99	No	Aus																		
IGA	Hass	180	1.95	No	Aus	I	Shepard	230	1.99	No	NS																		
IC	Hass	200	1.99	No	Aus	I	Hass	235	2.49	No	NS																		
IC	Hass	210	1.99	Store	Aus	I	Shepard	265	2.69	No	NS																		
Woolworths	Hass	270	2.48	Cat	Aus	Safeway	Hass	260	2.98	No	Aus																		
Coles	Hass	310	2.48	Cat	Aus	Coles	Hass	260	2.98	No	Aus																		
Woolworths	Hass	280	2.48	Cat	Aus	I	Shepard	250	2.98	No	Aus																		
Coles	Hass	270	2.48	Cat	Aus	Coles	Hass	275	2.98	No	Aus																		
Coles	Hass	270	2.48	Cat	Aus	Coles	Hass	230	2.98	No	Aus																		
Woolworths	Hass	280	2.48	Cat	Aus	I	Hass	240	2.98	No	Aus																		
I	Hass	200	2.49	No	Aus	Safeway	Hass	270	2.98	No	Aus																		
IGA	Hass	300	2.95	No	Aus	I	Shepard	287	2.99	No	Aus																		
Coles	Hass	210	2.98	No	Aus	IGA	Hass	235	2.99	No	Aus																		
Coles	Hass	240	2.98	No	Aus	I	Hass	250	2.99	No	Aus																		
Foodworks	Hass	290	2.99	No	Aus	I	Hass	290	2.99	No	Aus																		
I	Hass	190	2.99	No	Aus	I	Hass	285	2.99	No	NS																		
I	Hass	260	2.99	No	Aus	PERTH																							
I	Hass	270	2.99	No	Aus	I	Hass	160	0.98	Store	Aus																		
I	Hass	260	2.99	No	Aus	I	Hass	145	0.99	No	Aus																		
IGA	Hass	230	2.99	No	NZ	I	Hass	200	1.69	Store	Aus																		
IC	Hass	300	3.99	No	Aus	I	Hass	260	2.48	No	Aus																		
IC	Hass	330	3.99	No	Aus	Coles	Hass	205	2.48	No	Aus																		
I	Hass	300	3.99	No	Aus	Coles	Hass	210	2.48	No	Aus																		
IC	Hass	320	3.99	No	Aus	Coles	Hass	210	2.48	No	Aus																		
BRISBANE						I	Hass	230	2.5	No	Aus																		
I	Hass	185	1	Store	Aus	IGA	Hass	230	2.69	No	Aus																		
IGA	Hass	120	1.2	Store	Aus	Woolworths	Hass	210	2.98	Store	Aus																		
Coles	Hass	200	1.48	Store	Aus	Woolworths	Hass	220	2.98	Store	Aus																		
IGA	Hass	185	1.49	Cat	Aus	Woolworths	Hass	205	2.98	Store	Aus																		
IGA	Hass	150	1.49	Store	Aus	I	Hass	280	2.99	No	Aus																		
I	Hass	175	1.5	Store	Aus	I	Hass	260	2.99	No	Aus																		
Woolworths	Hass	200	1.98	No	Aus	IGA	Hass	250	2.99	No	Aus																		
IC	Hass	300	1.99	No	Aus	IGA	Hass	280	2.99	No	Aus																		
I	Hass	255	2	Store	Aus	I	Hass	260	3.49	No	Aus																		
I	Shepard	255	2	Store	Aus	I	Hass	270	3.49	No	Aus																		
Woolworths	Hass	210	2.48	No	Aus	IGA	Hass	255	3.99	No	Aus																		
Coles	Hass	175	2.48	No	Aus	<table border="1" style="width: 100%; border-collapse: collapse;"> <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																												
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I	Shepard	275	2.79	Store	Aus																								
I	Shepard	228	2.99	Store	Aus																								
I	Hass	312	3.49	No	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