



## INFOCADO WEEKLY REPORT: 31st May—6th June 2014 (Wk 23)



### Comments

- Shepard avocados have finished for another season with no samples being found across the capital cities. However, it has been replaced by a few other green skin varieties i.e. Sharwil, Wurtz, Fuerte.
- The week's dispatches were slightly higher than forecast with the four-weekly outlook estimated to further increase as the harvest season begins for more growers along the eastern seaboard.
- The stock on hand amounts that have been recorded by wholesalers on page 5 show that the volumes held have reduced in comparison to the past few weeks. As more than 3 wholesalers per capital city have provided data to Infocado a full data set across the cities have been provided. AAL would like to thank all wholesalers who have provided data in the week past and encourage all to contribute.

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### What you need to be aware of for next month

The Central New South Wales Qualicado workshop was held at 224 Herbert Gill Road near Comboyne today, 11 June 2014. AAL would like to thank all who attended and contributed to making the day a success. With approximately 76 attendees all information was well received.

### Another Bite of the Current Marketing Strategy

Another part of the current avocado marketing strategy is the delivery of Avocado Chef Masterclasses. These masterclasses engage with some of the country's most innovative chefs and up-and-coming chefs to educate the food service sector about avocados and how to incorporate them into a wide range of dishes. Through this program of special chef lunches and dinners, the versatility and value of avocados is showcased in both sweet and savoury dishes. The emerging clever use of avocados in dishes is clear evidence of chefs thinking outside the culinary square. June marks the first month of winter – and a month of lip-smacking avocado masterclass lunches across the country.

Research shows Australian consumers love avocados. In fact Australia has the highest avocado consumption rate per capita (at 2.7kg per person and growing) than any other English speaking country in the world and the food service sector is expected to play an important role in future consumption growth. From canapés and entrees to mains and desserts, avocados are perfect. So savvy chefs should play to the house – and put Aussie avocados on their menus.

### Upcoming Holidays

EKKA holiday (QLD): 13th August | Queens Birthday (WA): 29th September | Labour Day (QLD, NSW & SA): 6th October |

### 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:

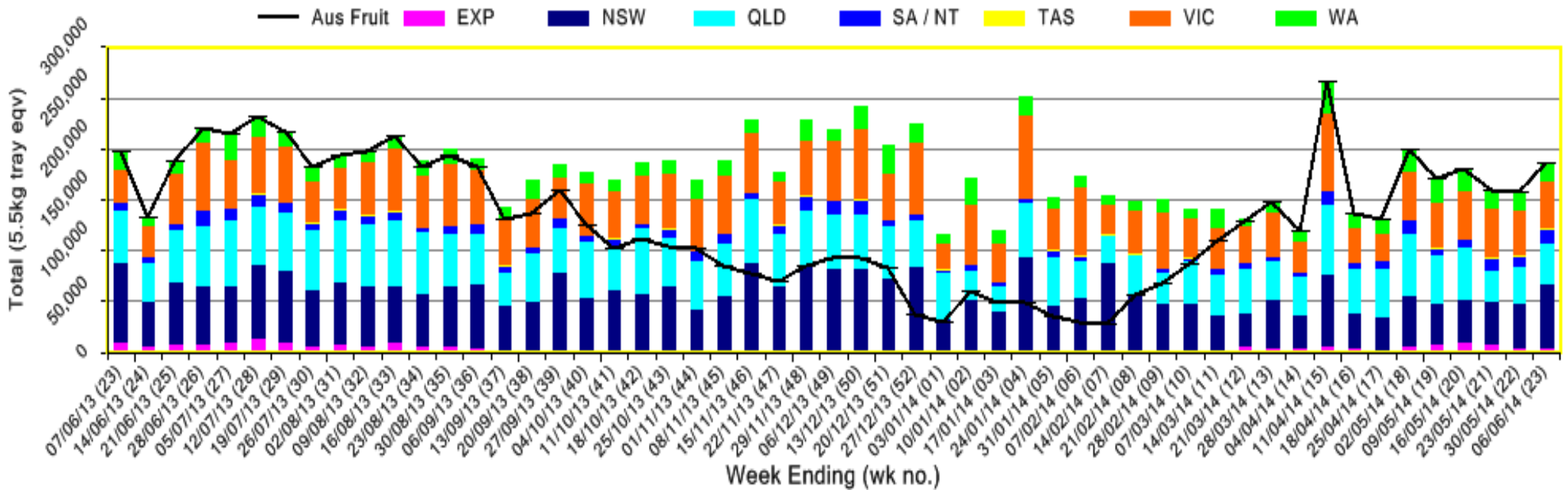
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 31st May - 6th June 2014 (Wk 23)**

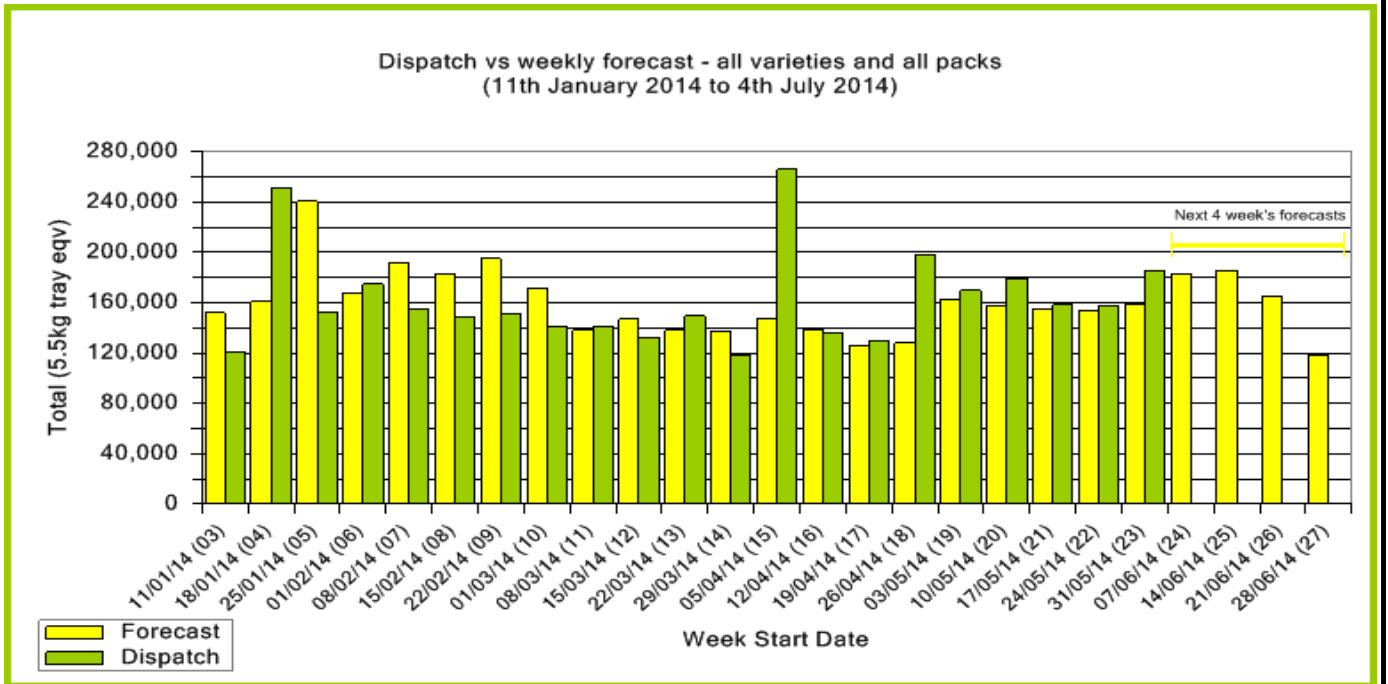
Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP			20				1		2,080	2,101	596			3,185
NSW	117	1,320	3,497	10,069	876	11,907	14,148	2,733	653	45,320	10,098	1,180		63,895
QLD		134	3,369	3,136	416	3,134	4,411	9,798	2,058	26,456	7,050	240	3,401	39,936
SA / NT			485	4,843		734	581	5,700	343	12,686	561			13,706
TAS								1,280		1,280	96			1,455
VIC	1	679	4,529	8,676	262	6,693	7,898	1,695	290	30,723	8,118	866		45,640
WA	1	2	469	1,112		1,536	2,943	5,609	288	11,960	3,049			17,504
<b>Total</b>	<b>119</b>	<b>2,135</b>	<b>12,369</b>	<b>27,836</b>	<b>1,554</b>	<b>24,004</b>	<b>29,982</b>	<b>26,815</b>	<b>5,712</b>	<b>130,526</b>	<b>29,568</b>	<b>2,286</b>	<b>3,401</b>	<b>185,320</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2014 to date = 3,700,918 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
<b>Week 23 - begin 31/05/2014</b>					
Bacon		120			<b>218</b>
Fuerte	200	10			<b>218</b>
Hass	128,670	11,519	4,100	500	<b>150,450</b>
Sharwil	3,700	270			<b>4,191</b>
Wurtz	3,000	96			<b>3,175</b>
<b>Week Total</b>	<b>135,570</b>	<b>12,015</b>	<b>4,100</b>	<b>500</b>	<b>158,251</b>
<b>Week 24 - begin 07/06/2014</b>					
Bacon		30			<b>55</b>
Fuerte	100	80			<b>245</b>
Hass	147,820	15,560	2,100		<b>176,493</b>
Sharwil	3,350	315			<b>3,923</b>
Wurtz	2,000				<b>2,000</b>
<b>Week Total</b>	<b>153,270</b>	<b>15,985</b>	<b>2,100</b>		<b>182,716</b>
<b>Week 25 - begin 14/06/2014</b>					
Bacon		40			<b>73</b>
Fuerte	50	85			<b>205</b>
Hass	153,320	14,260	4,100	500	<b>180,083</b>
Sharwil	3,000	210			<b>3,382</b>
Wurtz	2,000				<b>2,000</b>
<b>Week Total</b>	<b>158,370</b>	<b>14,595</b>	<b>4,100</b>	<b>500</b>	<b>185,742</b>
<b>Week 26 - begin 21/06/2014</b>					
Bacon		40			<b>73</b>
Fuerte		80			<b>145</b>
Hass	135,320	13,060	4,500		<b>159,883</b>
Sharwil	2,800	200			<b>3,164</b>
Wurtz	2,000				<b>2,000</b>
<b>Week Total</b>	<b>140,120</b>	<b>13,380</b>	<b>4,500</b>		<b>165,265</b>
<b>Week 27 - begin 28/06/2014</b>					
Bacon		40			<b>73</b>
Fuerte		80			<b>145</b>
Hass	92,820	12,410	2,500		<b>115,839</b>
Sharwil	2,200				<b>2,200</b>
<b>Week Total</b>	<b>95,020</b>	<b>12,530</b>	<b>2,500</b>		<b>118,257</b>

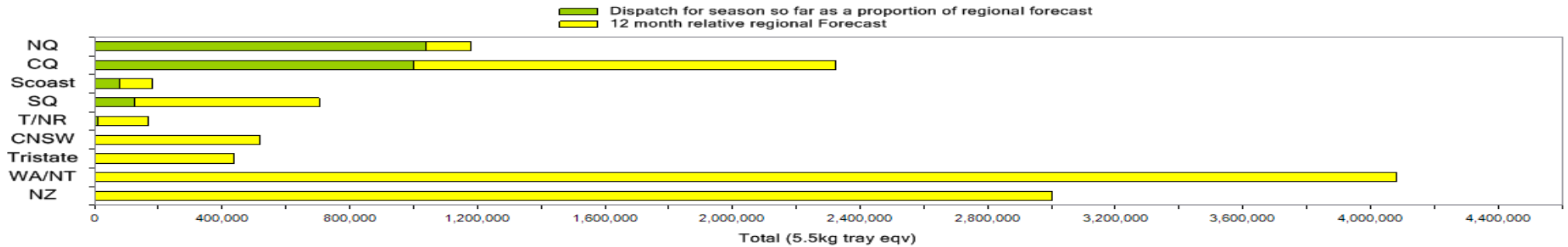
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 23 - begin 31/05/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		120			<b>218</b>
Fuerte	210	7			<b>223</b>
Hass	129,632	28,940	2,286	3,401	<b>183,284</b>
Sharwil	115	328			<b>711</b>
Wurtz	569	173			<b>884</b>
<b>Total</b>	<b>130,526</b>	<b>29,568</b>	<b>2,286</b>	<b>3,401</b>	<b>185,320</b>



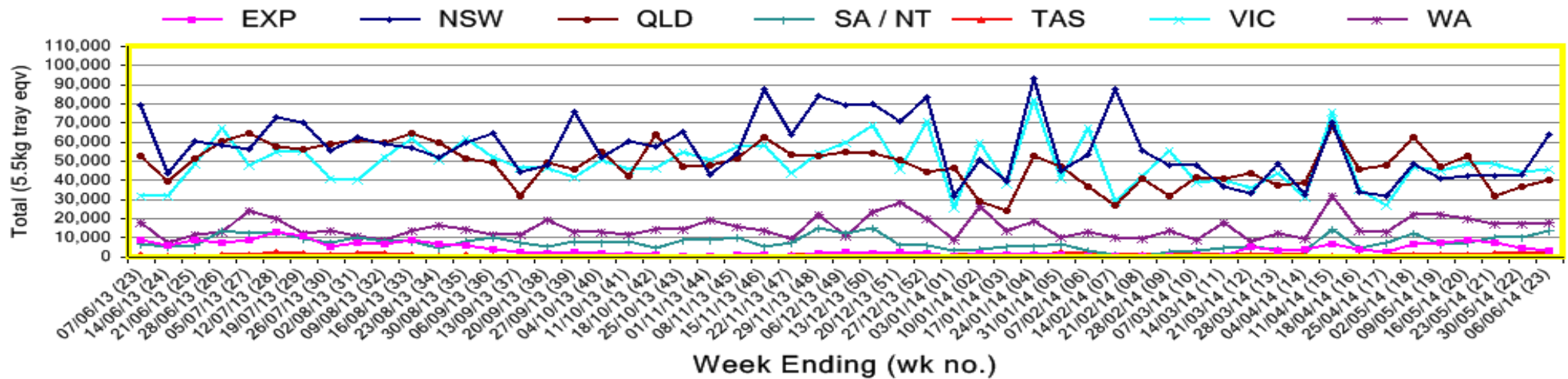
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013–April 2014											
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date	
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	<b>2,590,141</b>	
<b>Australia (from Infocado)</b>	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727	835	<b>2,693,019</b>	
<b>USA<sup>1</sup></b>	0	0	0	0	14	48	19	0		<b>81</b>	
<b>Japan<sup>1</sup></b>	0	8,272	38,102	48,498	26,806	3,010	1,129	0		<b>125,817</b>	
<b>Other Asia<sup>1</sup></b>	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		<b>201,391</b>	
<b>Total</b>	<b>16,341</b>	<b>103,520</b>	<b>355,143</b>	<b>674,981</b>	<b>660,948</b>	<b>639,905</b>	<b>467,893</b>	<b>100,742</b>	<b>835</b>	<b>3,020,308</b>	

1 source: Statistics NZ adjusted for freight time to destination port

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 3,700,918 5.5kg tray eqv



**Week 23 contributors - Packhouses**

Natures Fruit Company (Consolidator)	Touchwood Farming (SQ)
One Harvest (Consolidator)	Mountain Fresh (SQ)
Sunfresh (Consolidator)	G & J Krenske (SQ)
The Evolution (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
Lava Valley Produce (CQ)	Green Nugget Orchards (SQ)
Simpson Farms Pty Ltd (CQ)	CNSW: Less than 3 Packhouse Contributors
Sunnyspot Packhouse Pty Ltd (CQ)	NQ: Less than 3 Packhouse Contributors
SuperPak (CQ)	SC: Less than 3 Packhouse Contributors
Donovan Family Investment Trust (CQ)	TNR: Less than 3 Packhouse Contributors
Sunny Bluff Produce Pty Ltd (CQ)	WA: Less than 3 Packhouse Contributors

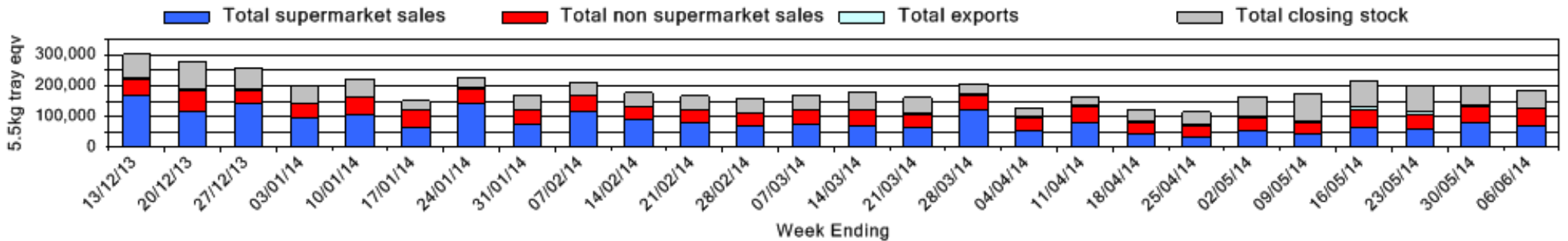
**Week 23 contributors - Wholesalers**

Allcrops Pty Ltd (Sydney)	Fresh Express Produce 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)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
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>	22,736			<b>22,736</b>											22,736			<b>22,736</b>
<b>Total non supermarket sales</b>	3,718		119	<b>3,837</b>	1,080			1,080	<b>1,964</b>						5,682		119	<b>5,801</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>26,454</b>		<b>119</b>	<b>26,573</b>	<b>1,080</b>			<b>1,080</b>	<b>1,964</b>						<b>28,418</b>		<b>119</b>	<b>28,537</b>
<b>Total Stock on Hand</b>	<b>1,262</b>			<b>1,262</b>	<b>910</b>			<b>910</b>	<b>1,655</b>						<b>2,917</b>			<b>2,917</b>
QLD																		
<b>Total supermarket sales</b>	12,059			<b>12,059</b>						240			240	44	12,103			<b>12,103</b>
<b>Total non supermarket sales</b>	12,145			<b>12,145</b>	747			747	<b>1,358</b>						13,503			<b>13,503</b>
<b>Total exports</b>	2,101			<b>2,101</b>	596			596	<b>1,084</b>						3,185			<b>3,185</b>
<b>Total sales</b>	<b>26,305</b>			<b>26,305</b>	<b>1,343</b>			<b>1,343</b>	<b>2,442</b>	<b>240</b>			<b>240</b>	<b>44</b>	<b>28,790</b>			<b>28,790</b>
<b>Total Stock on Hand</b>	<b>12,790</b>			<b>12,790</b>	<b>233</b>			<b>233</b>	<b>424</b>						<b>13,214</b>			<b>13,214</b>
SA & TAS																		
<b>Total supermarket sales</b>	14,720			<b>14,720</b>											14,720			<b>14,720</b>
<b>Total non supermarket sales</b>	5,885			<b>5,885</b>	1,348			1,348	<b>2,451</b>						8,336			<b>8,336</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>20,605</b>			<b>20,605</b>	<b>1,348</b>			<b>1,348</b>	<b>2,451</b>						<b>23,056</b>			<b>23,056</b>
<b>Total Stock on Hand</b>	<b>13,229</b>		<b>109</b>	<b>13,338</b>	<b>752</b>			<b>752</b>	<b>1,367</b>						<b>14,597</b>		<b>109</b>	<b>14,705</b>
VIC																		
<b>Total supermarket sales</b>	11,056			<b>11,056</b>	384			384	<b>698</b>	120			120	22	11,776			<b>11,776</b>
<b>Total non supermarket sales</b>	11,968	1,076	2,663	<b>15,706</b>	1,933		759	2,692	<b>4,895</b>						15,482	1,076	4,043	<b>20,600</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>23,024</b>	<b>1,076</b>	<b>2,663</b>	<b>26,762</b>	<b>2,317</b>		<b>759</b>	<b>3,076</b>	<b>5,593</b>	<b>120</b>			<b>120</b>	<b>22</b>	<b>27,258</b>	<b>1,076</b>	<b>4,043</b>	<b>32,376</b>
<b>Total Stock on Hand</b>	<b>14,863</b>	<b>885</b>	<b>2,381</b>	<b>18,129</b>	<b>1,793</b>	<b>43</b>	<b>16</b>	<b>1,852</b>	<b>3,367</b>						<b>18,123</b>	<b>963</b>	<b>2,410</b>	<b>21,496</b>
WA																		
<b>Total supermarket sales</b>	8,736			<b>8,736</b>	34			34	<b>62</b>						8,798			<b>8,798</b>
<b>Total non supermarket sales</b>	3,950			<b>3,950</b>	1,619			1,619	<b>2,944</b>						6,894			<b>6,894</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>12,686</b>			<b>12,686</b>	<b>1,653</b>			<b>1,653</b>	<b>3,005</b>						<b>15,691</b>			<b>15,691</b>
<b>Total Stock on Hand</b>	<b>3,796</b>			<b>3,796</b>	<b>486</b>			<b>486</b>	<b>884</b>						<b>4,680</b>			<b>4,680</b>
Total																		
<b>Total supermarket sales</b>	69,307			<b>69,307</b>	418			418	<b>760</b>	360			360	65	70,132			<b>70,132</b>
<b>Total non supermarket sales</b>	37,665	1,076	2,782	<b>41,523</b>	6,727		759	7,486	<b>13,611</b>						49,896	1,076	4,162	<b>55,133</b>
<b>Total exports</b>	2,101			<b>2,101</b>	596			596	<b>1,084</b>						3,185			<b>3,185</b>
<b>Total sales</b>	<b>109,073</b>	<b>1,076</b>	<b>2,782</b>	<b>112,931</b>	<b>7,741</b>		<b>759</b>	<b>8,500</b>	<b>15,455</b>	<b>360</b>			<b>360</b>	<b>65</b>	<b>123,213</b>	<b>1,076</b>	<b>4,162</b>	<b>128,451</b>
<b>Total Stock on Hand</b>	<b>45,940</b>	<b>885</b>	<b>2,490</b>	<b>49,315</b>	<b>4,174</b>	<b>43</b>	<b>16</b>	<b>4,233</b>	<b>7,696</b>						<b>53,529</b>	<b>963</b>	<b>2,519</b>	<b>57,012</b>

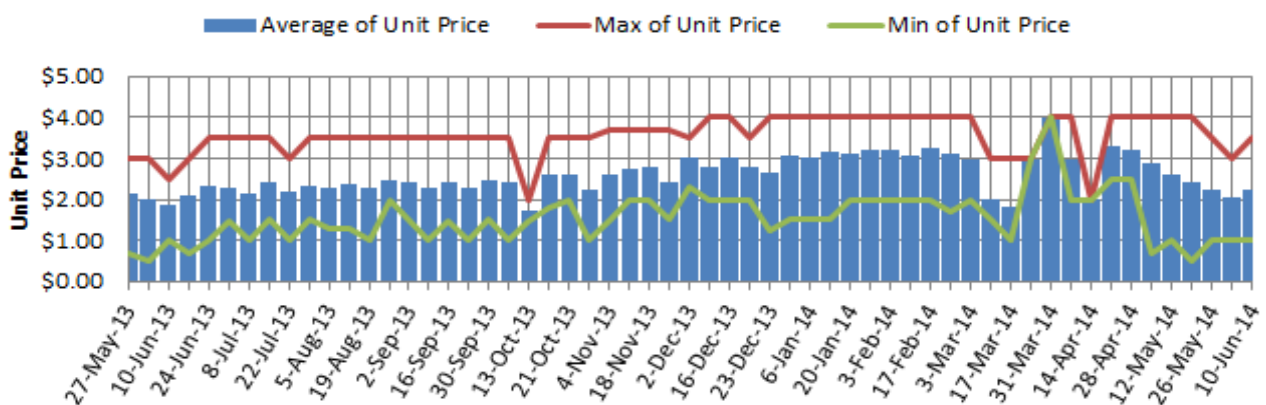
**Weekly National Sales**



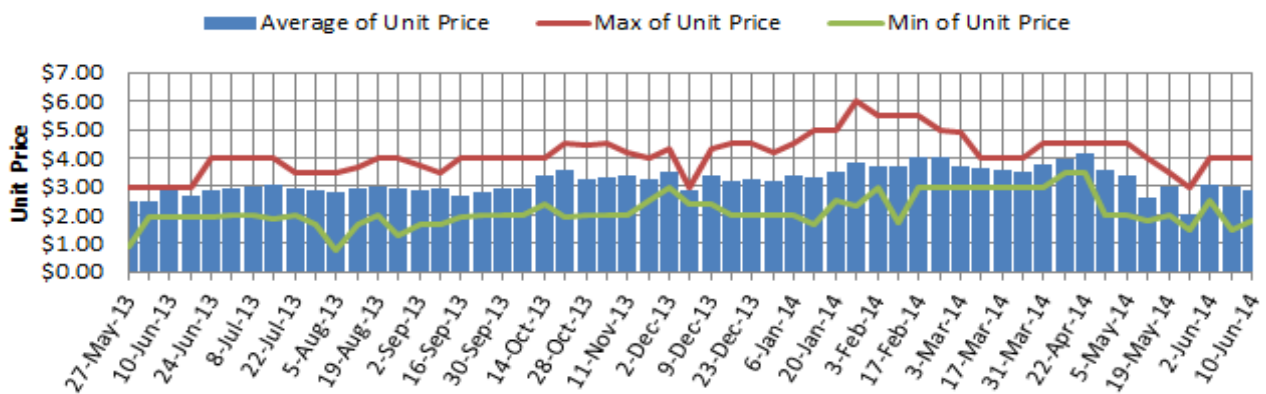
### Hass Avocado Average Retail Prices - Sydney



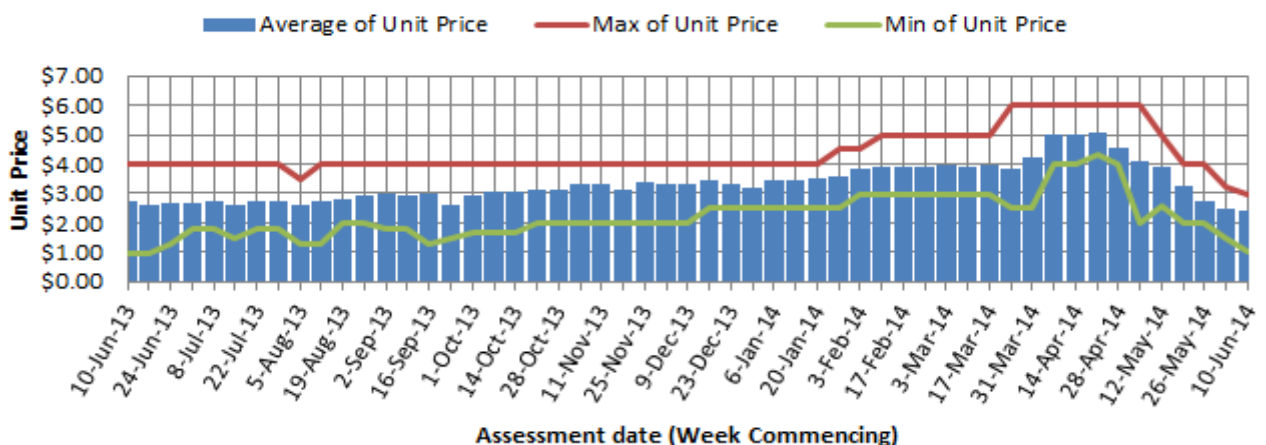
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

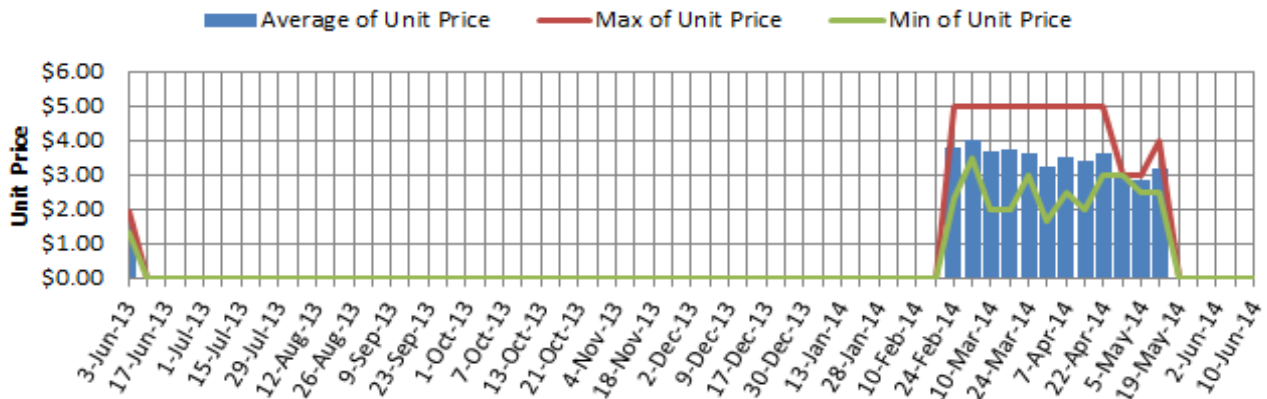


### Hass Avocado Average Retail Prices - Perth

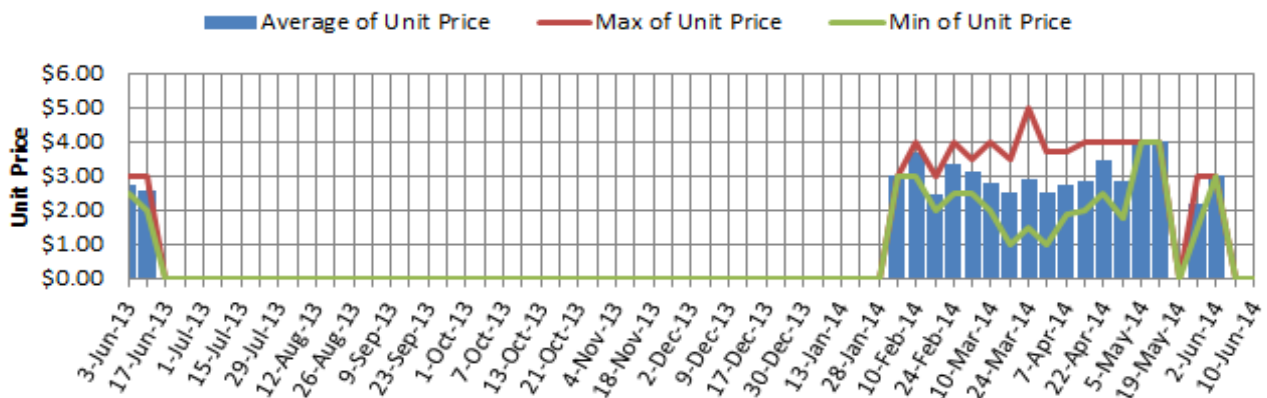


Assessment date (Week Commencing)

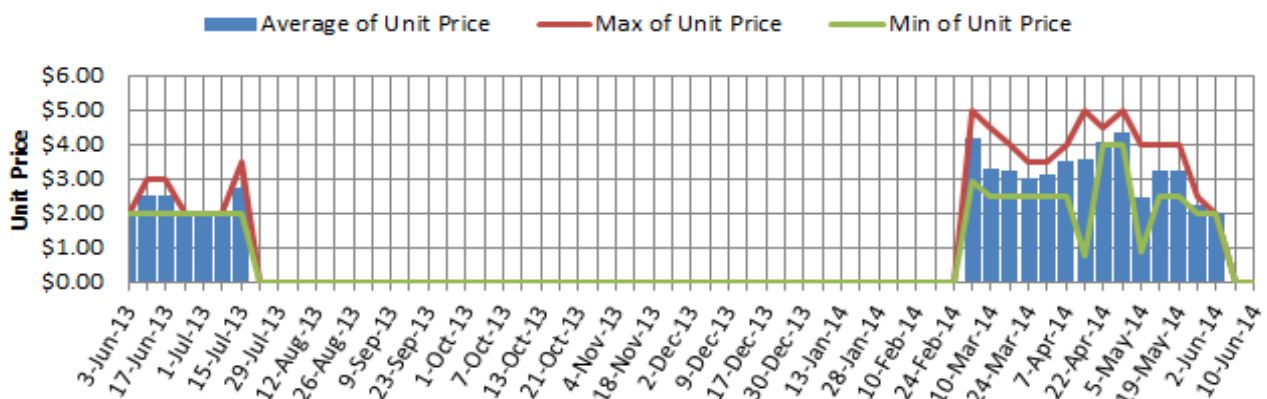
## Shepard Avocado Average Retail Prices - Sydney



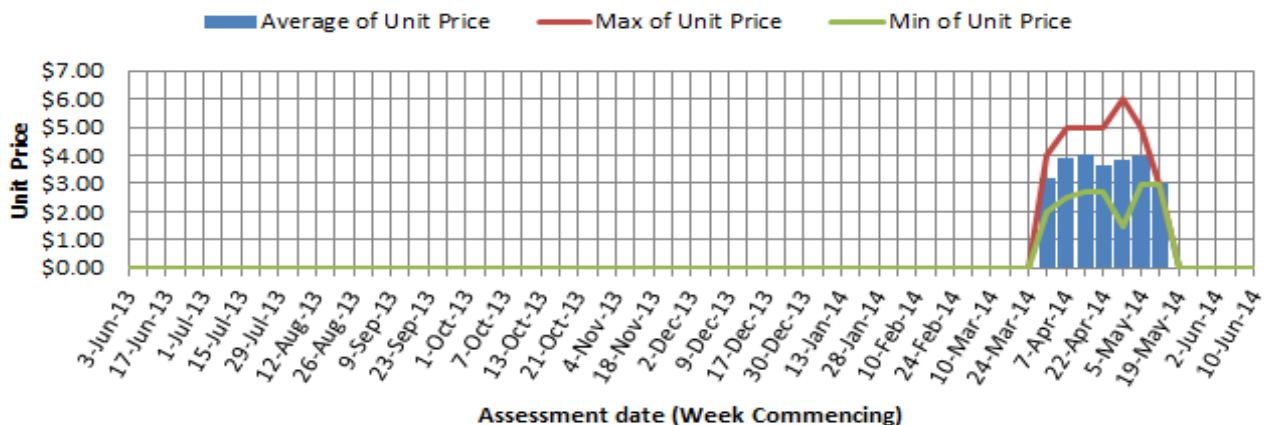
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 10th June 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
IGA	Hass	260	1.99	Store	Aus
Woolworths	Hass	230	2.48	Store	Aus
Woolworths	Hass	230	2.48	No	Aus
Woolworths	Hass	220	2.48	No	Aus
Coles	Hass	320	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	320	3.49	No	Aus
Foodworks	Hass	300	3.49	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	250	3.49	No	Aus
I	Hass	320	3.99	No	Aus
I	Hass	330	4.99	No	Aus
I	Hass	310	4.99	No	Aus
I	Hass	290	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	165	0.99	Store	Aus
Woolworths	Hass	200	1.50	Store	Aus
IGA	Hass	215	1.69	No	Aus
IGA	Hass	180	1.69	No	Aus
I	Hass	245	1.99	No	Aus
I	Hass	220	1.99	No	Aus
Coles	Hass	240	2.48	No	Aus
Coles	Hass	220	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Woolworths	Hass	285	2.74	No	Aus
Woolworths	Hass	215	2.74	No	Aus
I	Wurtz	255	2.99	No	Aus
I	Hass	275	3.00	Store	Aus
I	Hass	348	3.49	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	190	1.79	No	NS
I	Hass	190	1.99	No	Aus
I	Hass	170	2.40	No	Aus
IS	Hass	260	2.49	No	Aus
I	Hass	230	2.69	No	Aus
Safeway	Hass	300	2.98	No	Aus
Safeway	Hass	260	2.98	No	Aus
Safeway	Hass	255	2.98	No	Aus
Coles	Hass	230	2.98	Store	Aus
Coles	Hass	210	2.98	No	Aus
Coles	Hass	190	2.98	No	Aus
I	Hass	220	2.99	No	Aus
I	Sharwil	300	3.50	No	Aus
I	Sharwil	290	3.50	No	Aus
I	Hass	340	3.98	No	Aus
I	Hass	250	3.99	No	Aus
<b>PERTH</b>					
IGA	Hass	145	0.99	No	Aus
IGA	Hass	245	1.89	Cat	Aus
IGA	Hass	195	1.89	Cat	Aus
I	Hass	180	1.98	No	Aus
IS	Hass	180	1.99	Store	Aus
I	Hass	160	1.99	No	Aus
Coles	Hass	185	2.48	No	Aus
Coles	Hass	175	2.48	No	Aus
Coles	Hass	170	2.48	No	Aus
Woolworths	Hass	200	2.98	No	Aus
Woolworths	Hass	200	2.98	Store	Aus
Woolworths	Hass	185	2.98	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	230	2.99	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

### Store Codes

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

### 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