



INFOCADO WEEKLY REPORT: 30th May — 5th June 2015 (Week 23)

Comments

- The majority of dispatches for the past week were to Brisbane, with a dominant proportion of Bulks and size 23 fruit (refer P 2).
- The weekly dispatch volume (214,269 trays) was slightly higher than the weeks forecast by about 53,000 trays. AAL would like to encourage all packhouses to update their 4 week forecast if dispatches are expected to vary from original estimates (refer P 3).
- A range of varieties are being dispatched, strongly dominated by Hass as expected (refer P 3).
- Wholesalers have contributed strongly across the major cities. AAL would like to thank all involved for their efforts (refer P 5).
- Average retail prices for Hass continue to hold at a lower level across the major cities in comparison to the past 3 months, although this average price doesn't reflect multi-buy options being run across the majors (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

[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 Infocado Reports](#)

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

Avocados get the Healthy Thumbs Up

Australian avocados have been ripe for the picking this month, with magazines around the country featuring information from our latest health summary report. **Australian Avocados – An Update on Nutrition and Health** was authored by dietitian Lisa Yates and summarises the last 20 years of scientific research on the health benefits of avocados.

The information was sent earlier in March to the top 30 women's, health and lifestyle magazines around the country, with journalists from the top 10 being sent a beautiful hamper of avocados to inspire them to prepare stories.

The media send out has resulted in the information being included in 11 publications to date, including Better Homes and Gardens, New Idea, Healthy Food Guide and YMCA Healthy Living. Australian Women's Health magazine also shared the information via their Facebook, Twitter and Instagram social media pages. So far the magazine outreach has reached a potential audience of 4.7 million Australians, which is a great result.

For a full brief please refer to the Guacamole Enewsletter - 27/05/2015.

Upcoming Holidays

Queens's Birthday WA: 28th September | Labour Day NSW, QLD & SA: 5th October | Labour Day NZ: 26th October | Melbourne Cup VIC: 3rd November |

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.

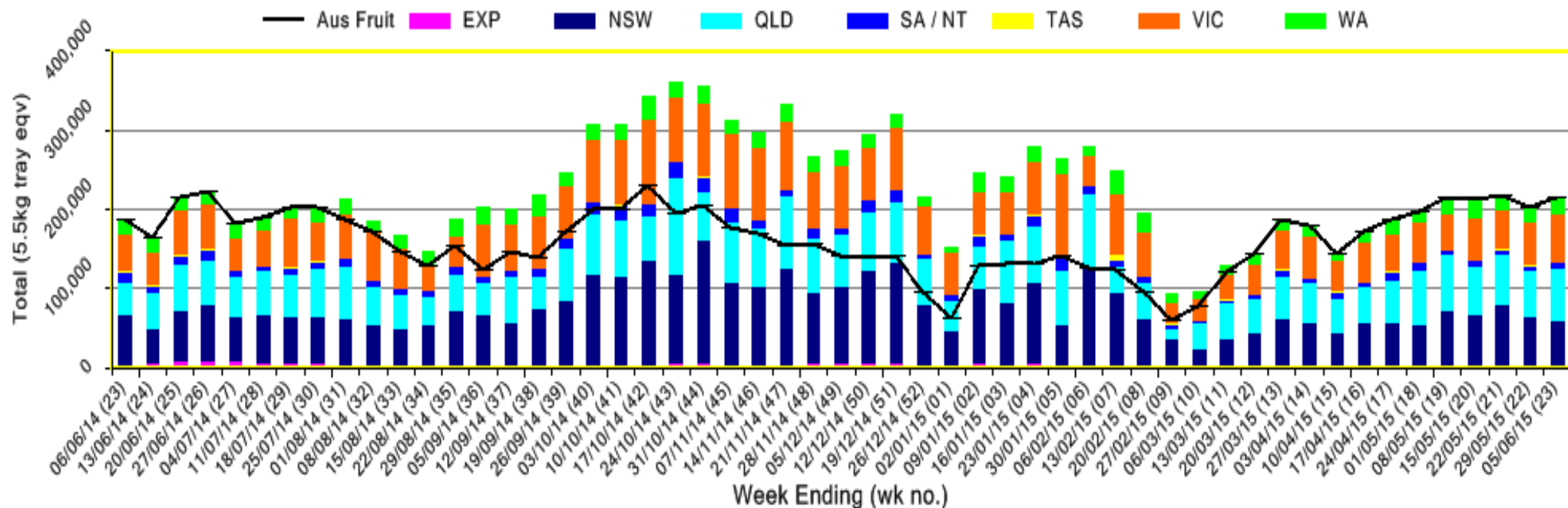
This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 30th May - 5th June 2015 (Wk 23)

Dest. State	5.5kg	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			16					29	1,308		1,353	648			2,531
NSW	32	1,160	2,917	10,977	1,208	11,666	8,004	2,144	607	38,715	8,707	3,592	1,000	55,381	
QLD	91	449	1,377	5,575	303	5,547	5,904	10,106	2,083	31,435	16,915	6,912	12,076	65,643	
SA / NT			9	161	320	2,336	2,380	2,993	21	8,220	152	960		8,671	
TAS								960		960	192			1,309	
VIC	72	2,106	4,303	11,060	836	10,155	9,806	5,374	737	44,449	7,469	3,456		58,657	
WA		227	793	2,067	811	3,772	5,888	5,639	8	19,205	1,480	1,000		22,078	
Total	195	3,942	9,415	29,840	3,478	33,476	31,982	27,245	4,764	144,337	35,563	15,920	13,076	214,269	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 4,492,354 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

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 30/05/2015

Bacon		120			218
Hass	143,500	9,500	2,200	500	161,264
Sharwil	50	50			141
Week Total	143,550	9,670	2,200	500	161,623

Week 24 - begin 06/06/2015

Bacon	333	80			478
Fuerte	333	40			406
Hass	151,840	12,820	2,200	6,000	176,640
Week Total	152,506	12,940	2,200	6,000	177,524

Week 25 - begin 13/06/2015

Bacon	333	40			406
Fuerte	333	120			551
Hass	146,840	11,920	2,200	6,000	170,004
Sharwil	288	30			343
Wurtz	1,000				1,000
Week Total	148,794	12,110	2,200	6,000	172,303

Week 26 - begin 20/06/2015

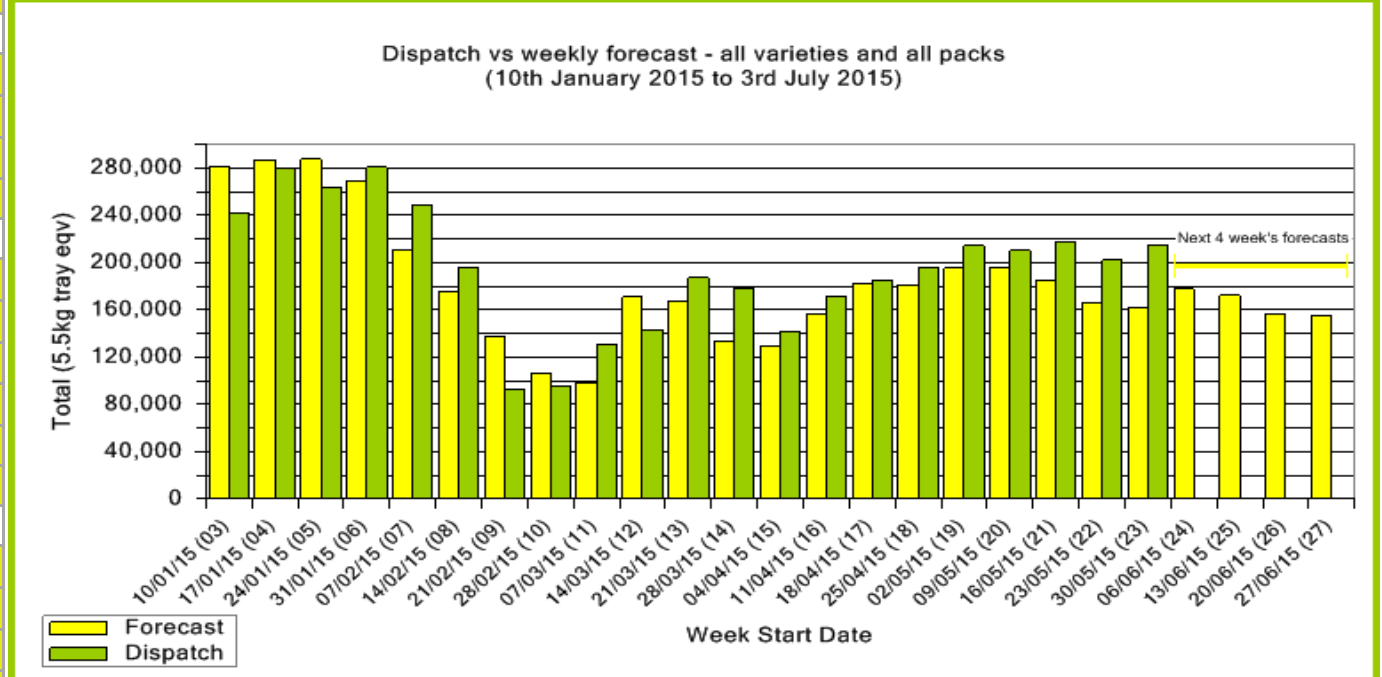
Bacon	832	40			905
Fuerte	832	120			1,050
Hass	134,740	9,468	2,200	4,000	153,082
Sharwil	288	30			343
Wurtz	1,000				1,000
Week Total	137,692	9,658	2,200	4,000	156,379

Week 27 - begin 27/06/2015

Bacon	1,167				1,167
Fuerte	1,166	120			1,384
Hass	136,000	7,840	2,400	4,000	151,418
Wurtz	1,000				1,000
Week Total	139,333	7,960	2,400	4,000	154,969

Dispatch Data (Week 23 - begin 30/05/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	232	220			632
Fuerte	944	120			1,162
Hass	139,312	35,155	15,920	13,076	208,502
Sharwil	963	25			1,008
Wurtz	2,886	43			2,964
Total	144,337	35,563	15,920	13,076	214,269

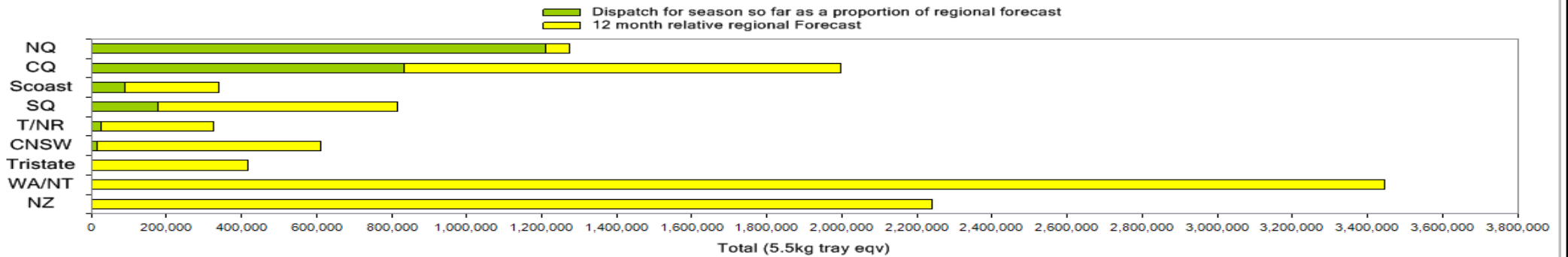


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

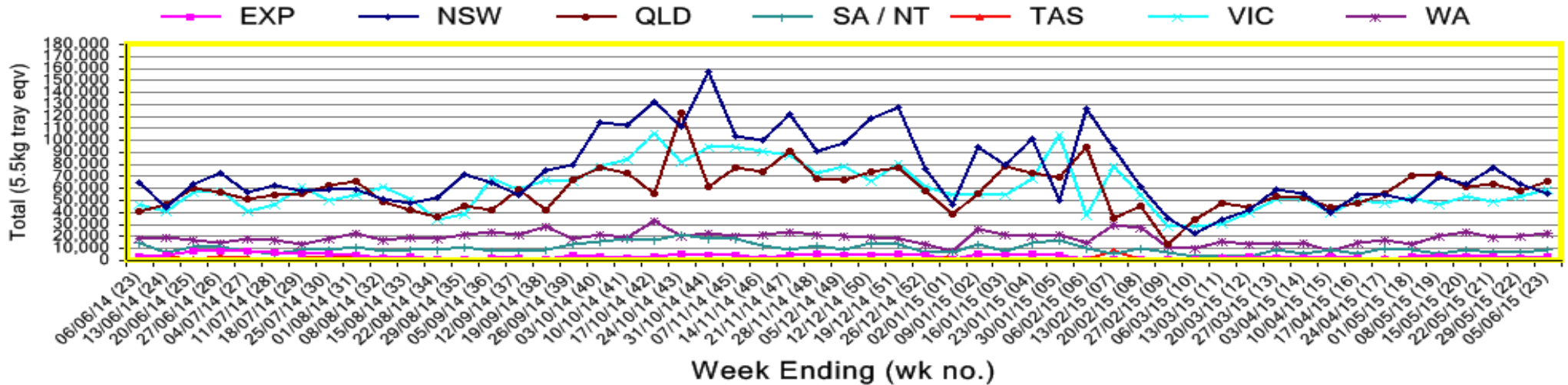
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	245,195	150,504	0	33	0	0	511,440
Japan¹	1,916	12,999	41,077	63,301	31,631	49,680	8,280	0	0	208,884
Other Asia¹	7,609	43,179	85,640	71,813	77,550	69,707	34,452	9,289	336	399,575
Total	133,278	362,783	882,733	941,495	855,693	717,214	459,895	42,894	336	4,396,321

¹ Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 4,492,354 5.5kg tray eqv



Week 23 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Golden Triangle Avocados (NQ)
One Harvest (Consolidator)	Balmoral Orchard (SQ)
Simpson Farms Pty Ltd (Consolidator)	Touchwood Farming (SQ)
Sunfresh (Consolidator)	Googa Farms (SQ)
The Avolution (Consolidator)	Wodonga Park Fruit and Nuts (SQ)
SuperPak/Avocado Ridge (CQ)	Green Nugget Orchards (SQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Mountain Fresh (SQ)
Donovan Family Investment Trust (CQ)	Touchwood Farming (SQ)
Lava Valley Produce (CQ)	CNSW: Less than 3 contributors
Sunny Bluff Produce Pty Ltd (CQ)	TNR: Less than 3 contributors
Tropicado Avocados (NQ)	TRI: Less than 3 contributors
Avocados with Altitude (NQ)	WA: Less than 3 contributors
Avocado Estates (NQ)	

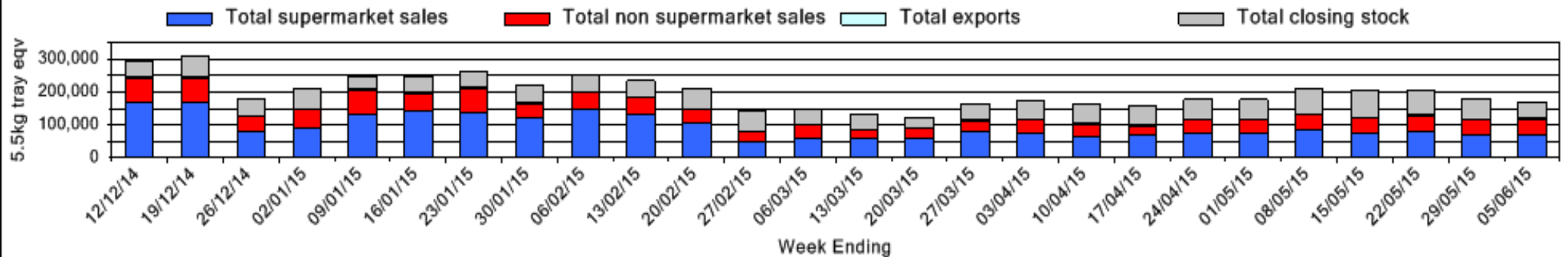
Week 23 Contributors - Wholesalers

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

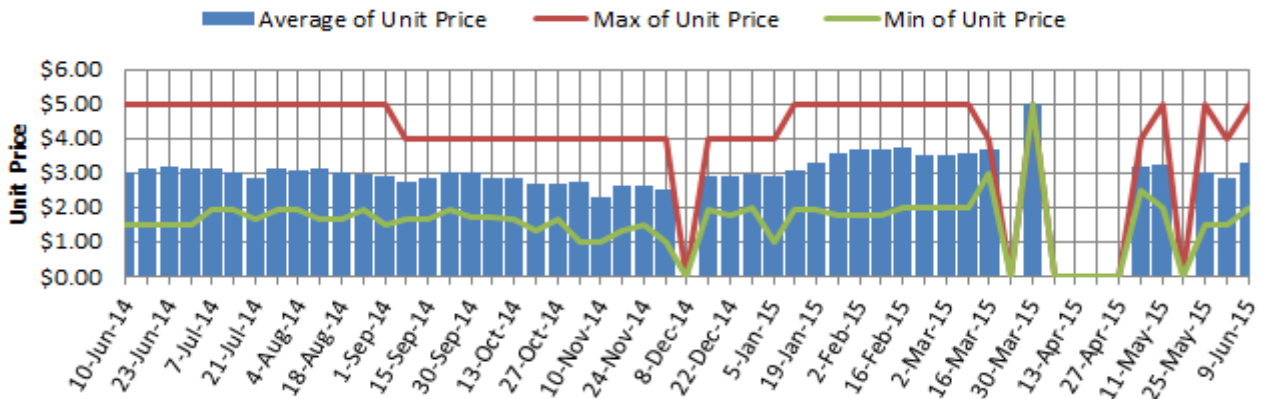
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	15,471			15,471	96			96	175	2,592			2,592	471	16,117			16,117
Total non supermarket sales	3,964			3,964	621			621	1,129						5,093			5,093
Total exports	376			376	48			48	87						463			463
Total sales	19,811			19,811	765			765	1,391	2,592			2,592	471	21,673			21,673
Total Stock on Hand	1,088		121	1,209	53			53	96						1,184		121	1,305
QLD																		
Total supermarket sales	14,108			14,108						6,912			6,912	1,257	15,365			15,365
Total non supermarket sales	4,710		320	5,030	1,799		96	1,895	3,445	76			76	14	7,995		495	8,489
Total exports	977			977	600			600	1,091						2,068			2,068
Total sales	19,795		320	20,115	2,399		96	2,495	4,536	6,988			6,988	1,271	25,427		495	25,922
Total Stock on Hand	26,287			26,287	259			259	471	52			52	9	26,767			26,767
SA & TAS																		
Total supermarket sales	10,219			10,219						960			960	175	10,394			10,394
Total non supermarket sales	2,386	1	167	2,554	1,081		17	1,098	1,996						4,351	1	198	4,550
Total exports																		
Total sales	12,605	1	167	12,773	1,081		17	1,098	1,996	960			960	175	14,745	1	198	14,944
Total Stock on Hand	5,423		53	5,476	1,739			1,739	3,162						8,585		53	8,638
VIC																		
Total supermarket sales	21,204		232	21,436	384			384	698	3,456			3,456	628	22,531		232	22,763
Total non supermarket sales	11,278	160	1,015	12,453	5,561		175	5,736	10,429	98			98	18	21,407	160	1,333	22,900
Total exports																		
Total sales	32,482	160	1,247	33,889	5,945		175	6,120	11,127	3,554			3,554	646	43,938	160	1,565	45,663
Total Stock on Hand	5,635	266	1,320	7,221	765	93	113	971	1,765	84			84	15	7,041	435	1,525	9,001
WA																		
Total supermarket sales	6,899			6,899	25			25	45						6,944			6,944
Total non supermarket sales	2,531			2,531	1,137		208	1,345	2,445						4,598		378	4,976
Total exports																		
Total sales	9,430			9,430	1,162		208	1,370	2,491						11,543		378	11,921
Total Stock on Hand	2,908			2,908	560			560	1,018						3,926			3,926
Total																		
Total supermarket sales	67,901		232	68,133	505			505	918	13,920			13,920	2,531	71,350		232	71,582
Total non supermarket sales	24,869	161	1,502	26,532	10,199		496	10,695	19,445	174			174	32	43,445	161	2,404	46,009
Total exports	1,353			1,353	648			648	1,178						2,531			2,531
Total sales	94,123	161	1,734	96,018	11,352		496	11,848	21,542	14,094			14,094	2,563	117,326	161	2,636	120,123
Total Stock on Hand	41,341	266	1,494	43,101	3,376	93	113	3,582	6,513	136			136	25	47,504	435	1,699	49,638

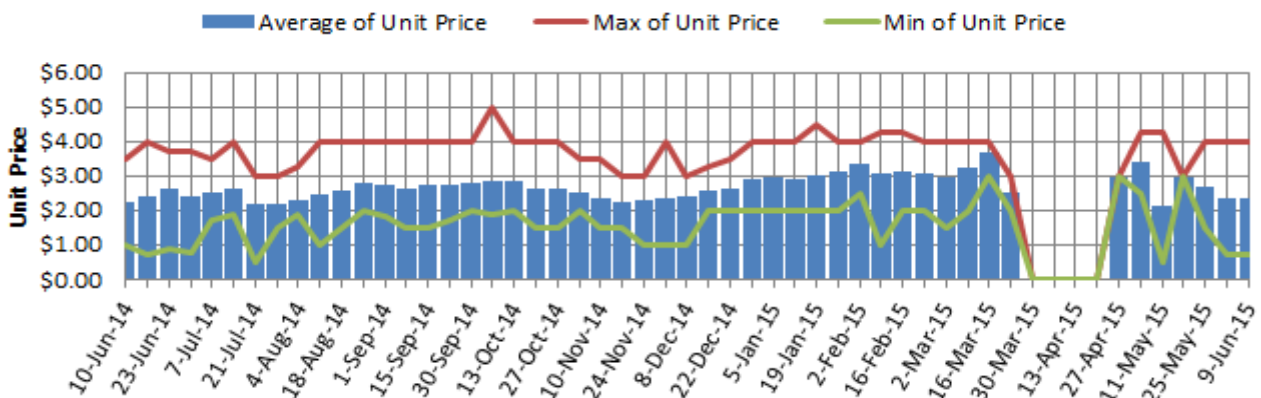
Weekly National Sales



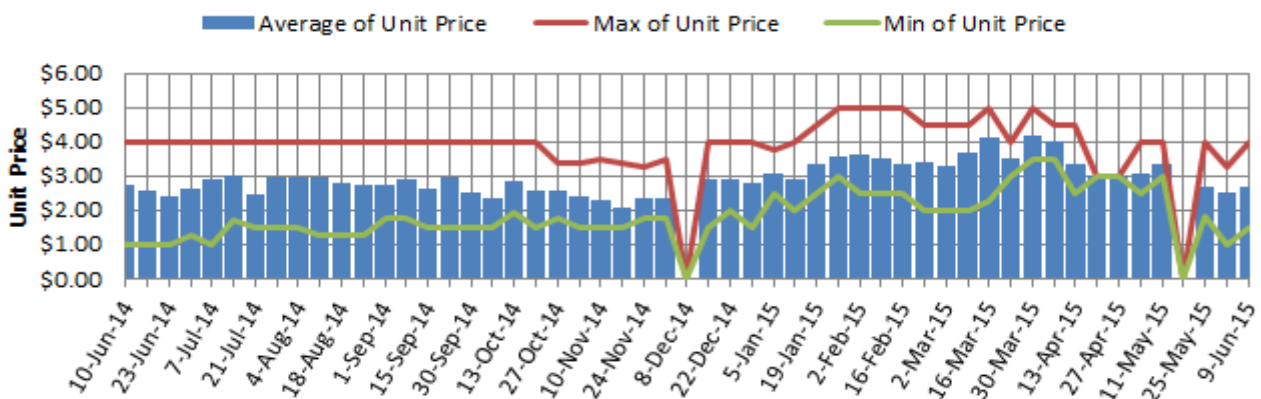
Hass Avocado Average Retail Prices - Sydney



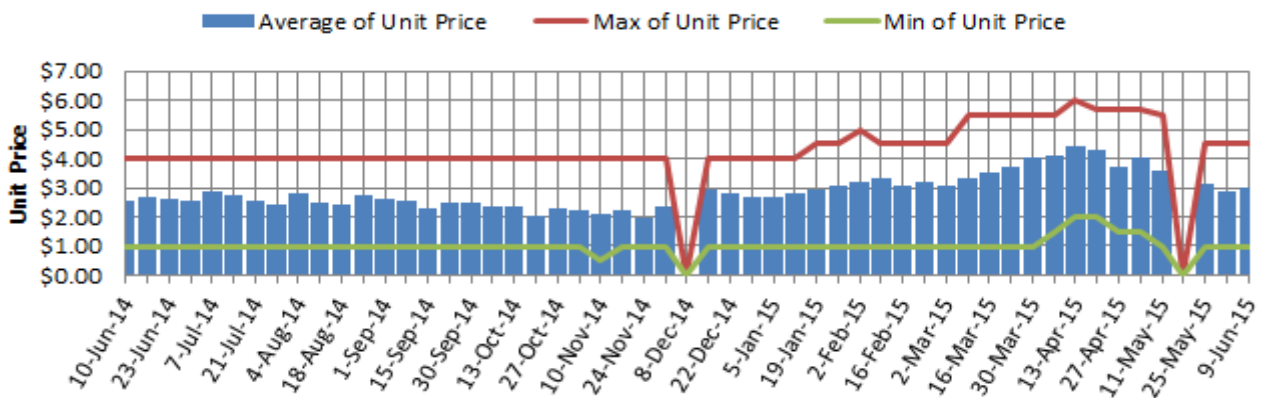
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

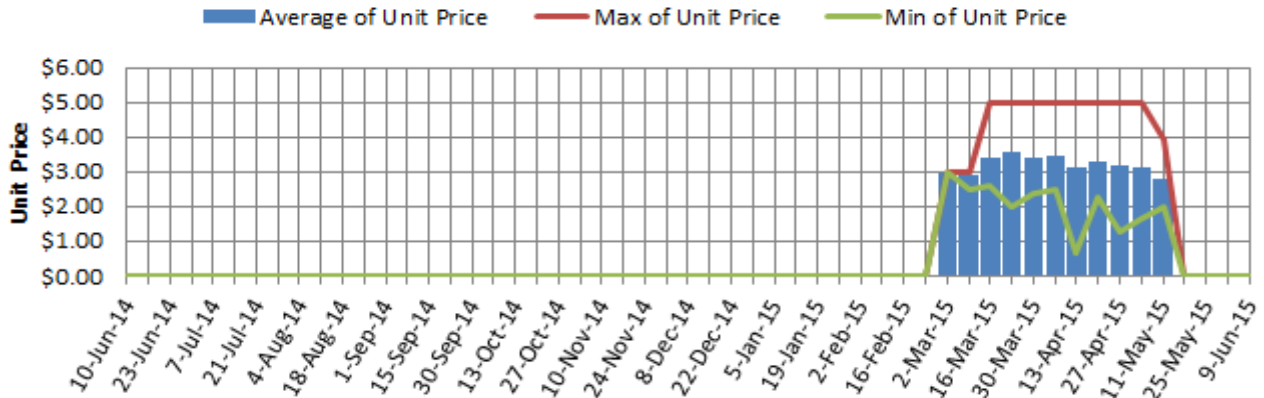


Hass Avocado Average Retail Prices - Perth

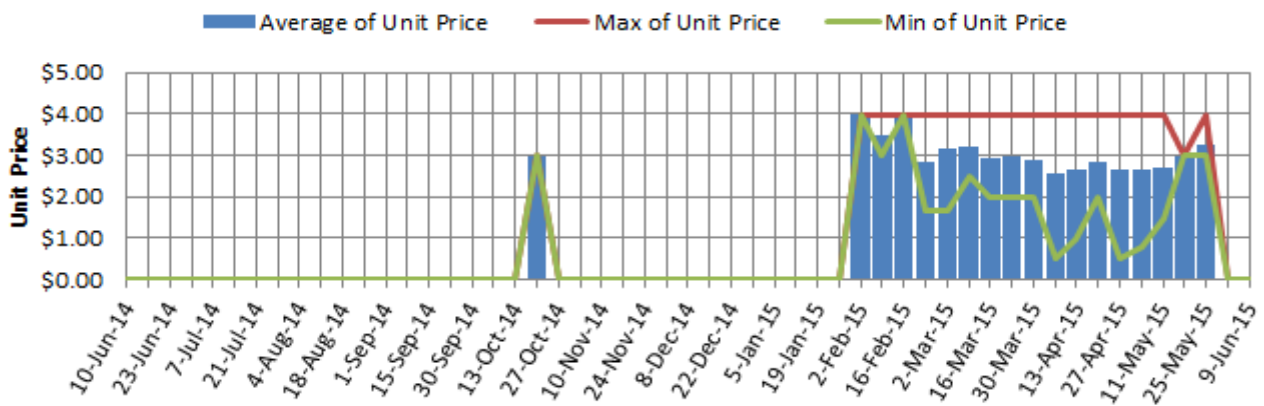


Assessment date (Week Commencing)

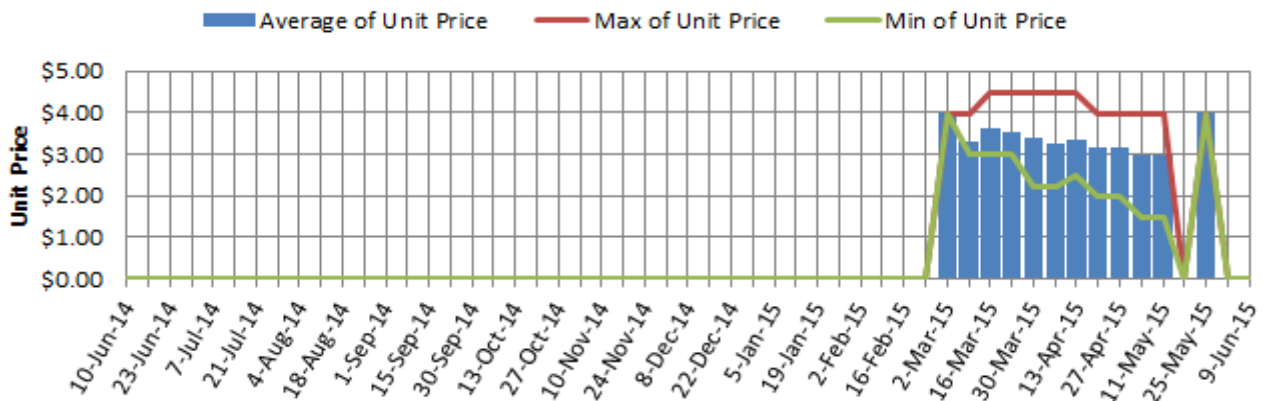
Shepard Avocado Average Retail Prices - Sydney



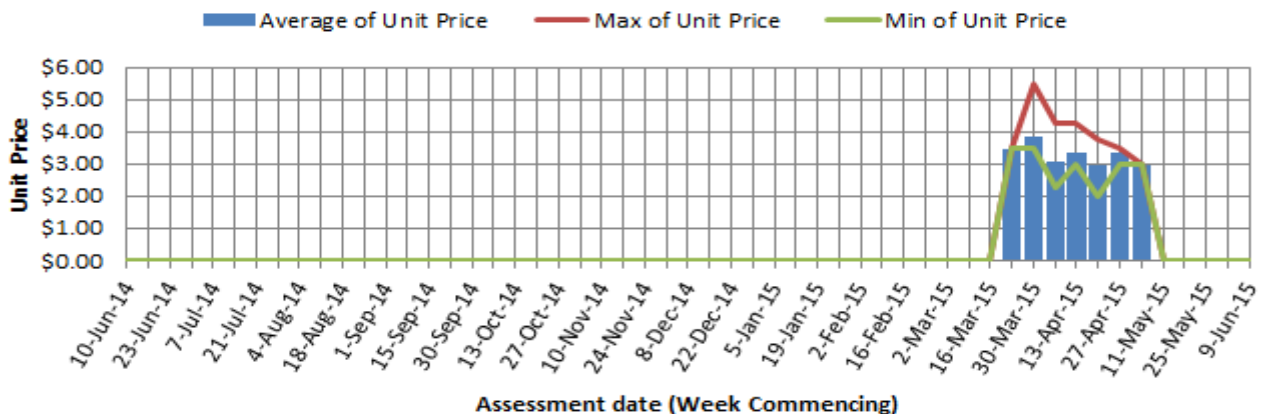
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 9th June 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	320	1.98	Store	Aus
Woolworths	Hass	280	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
IS	Hass	200	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	250	3.50	No	Aus
Foodworks	Hass	300	3.69	Store	Aus
I	Hass	290	3.99	No	Aus
IC	Hass	280	4.49	No	Aus
IC	Hass	310	4.99	No	Aus
IC	Hass	300	4.99	No	Aus
BRISBANE					
I	Hass	160	0.69	No	Aus
IGA	Hass	170	1.29	Cat	Aus
I	Hass	195	1.48	No	Aus
IGA	Hass	180	1.89	Store	Aus
I	Hass	225	1.99	No	Aus
Coles	Hass	190	2.00	No	Aus
Coles	Hass	200	2.00	No	Aus
I	Hass	200	2.00	No	Aus
Coles	Hass	200	2.00	No	Aus
I	Hass	280	2.49	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Woolworths	Hass	310	2.98	No	Aus
Woolworths	Hass	320	2.98	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	320	3.00	Store	Aus
I	Hass	285	3.29	No	Aus
IGA	Hass	275	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	190	1.99	No	Aus
I	Hass	155	1.99	No	NS
I	Hass	190	2.40	No	Aus
I	Hass	240	2.49	No	Aus
Coles	Hass	230	2.60	No	Aus
Safeway	Hass	255	2.78	No	Aus
Woolworths	Hass	290	2.78	No	Aus
Woolworths	Hass	260	2.78	Store	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	260	2.98	Store	Aus
IS	Hass	230	2.99	Store	Aus
I	Hass	270	2.99	No	Aus
I	Sharwil	260	2.99	No	Aus
I	Wurtz	260	2.99	No	Aus
I	Sharwil	320	3.45	No	Aus
I	Sharwil	370	3.45	No	Aus
I	Hass	230	3.98	No	Aus
PERTH					
I	Hass	170	1.98	No	Aus
IS	Hass	225	1.99	Store	Aus
IGA	Hass	135	2.49	No	Aus
Coles	Hass	195	2.98	No	Aus
Woolworths	Hass	210	2.98	No	Aus
Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	180	2.98	No	Aus
Woolworths	Hass	205	2.98	No	Aus
Coles	Hass	170	2.98	No	Aus
I	Hass	245	2.99	No	Aus
IGA	Hass	200	2.99	No	Aus
I	Hass	235	2.99	No	Aus
I	Hass	250	3.69	No	Aus
I	Hass	255	3.99	No	Aus
IGA	Hass	245	3.99	No	Aus
IGA	Hass	265	4.49	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