



INFOCADO WEEKLY REPORT: 9th —15th June 2012 (Wk 24)



Comments

- Seasonal Forecast Forms have been sent to all packers. The revised forecasts are due back as soon as possible. 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.
- Both Coles and Woolworths have catalogue specials in NSW this week. Most of the stores surveyed in Brisbane this week have store specials in place.
- 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 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

What you need to be aware of for next month

- Presently Winter Warmer recipes are being featured on the Australian Avocados website with avocado being used to 'spice up' some traditional cold weather recipes.
- All creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message.
- 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

WA Annual Marble Race Weekend 9 July | NSW Bank Holiday and WA Community Festival 6 August | QLD Royal Brisbane Show 8 August

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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Matter tests at home](#)

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refresher on how to
contribute to Infocado](#)

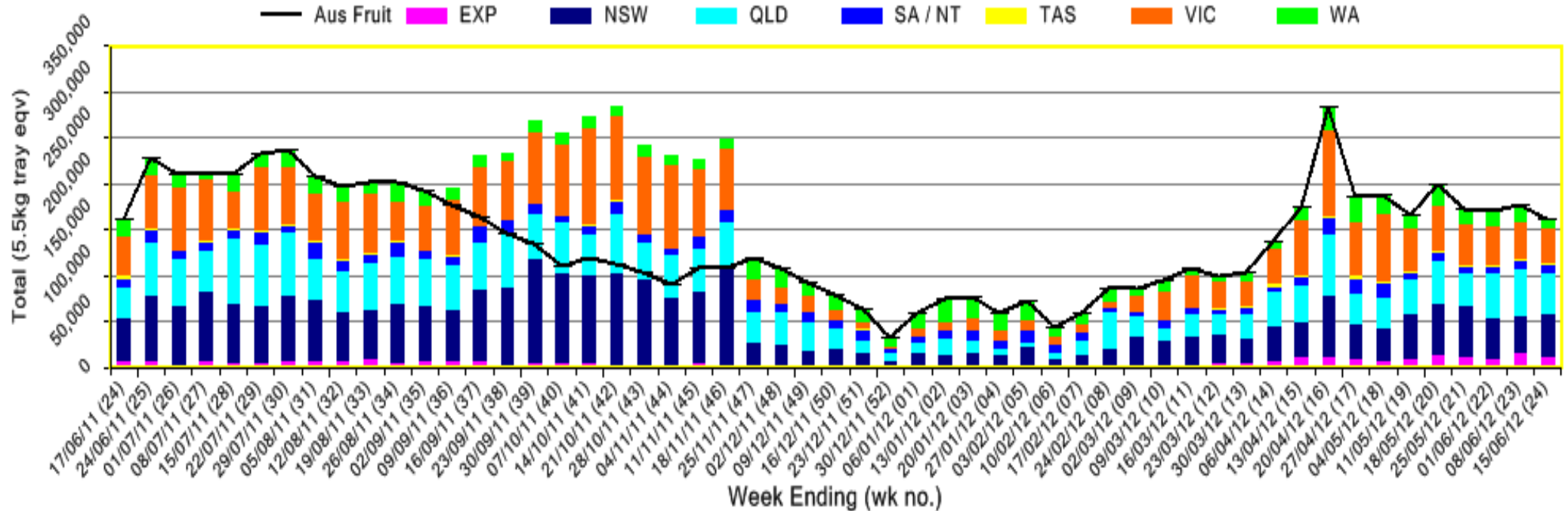
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Infocado Reports](#)

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download
avocado supply chain
education materials](#)

Industry Dispatches By Destination State and Count Size : 9th June - 15th June 2012 (Wk 24)

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			99	631	11	69		2,542	5,947	9,299	1,646				12,292
NSW	258	1,874	3,760	7,141	647	6,174	9,033	2,415	237	31,539	8,126	144			46,340
QLD	87	708	2,322	4,491	394	4,159	7,668	4,903	1,118	25,850	9,069	5,220	3,500		43,924
SA / NT			1,070	2,596	57	887	1,096	1,440		7,146	1,096	192			9,174
TAS							1,096			1,096	192				1,445
VIC	109	3,504	7,526	7,665	618	4,335	4,420	878	5	29,060	4,417	3,098			37,654
WA	5	254	231	2,226		1,832	2,964	599		8,111	1,394				10,646
Total	459	6,340	15,008	24,750	1,727	17,456	26,277	12,777	7,307	112,101	25,940	8,654	3,500		161,474

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 3,014,434 5.5kg tray eqv

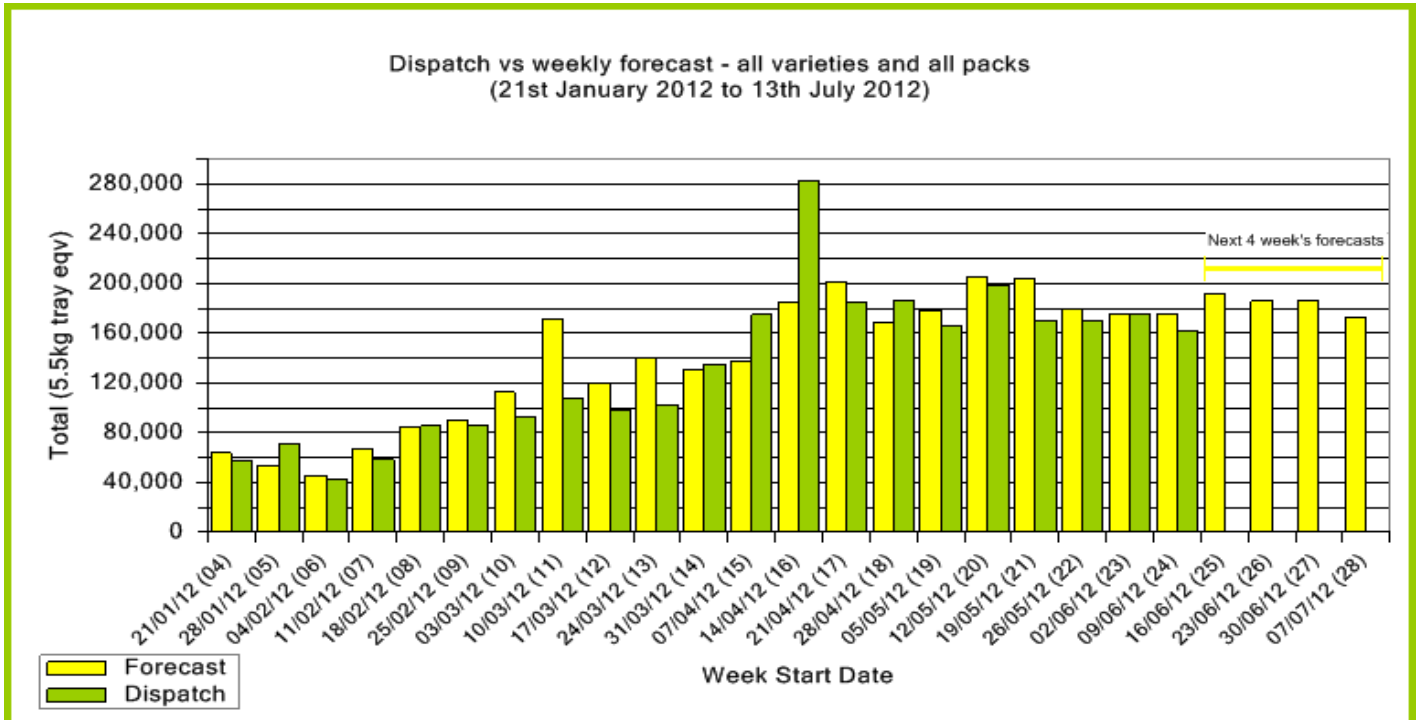


Forecast Data (Week 24 - 28)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 24 - begin 09/06/2012					
Bacon		200			364
Fuerte	225	205			598
Hass	123,444	24,550	5,000	8,000	170,444
Pinkerton	100	160			391
Sharwil	100	5			109
Shepard	35	24			79
Wurtz	3,000				3,000
Week Total	126,904	25,144	5,000	8,000	174,984
Week 25 - begin 16/06/2012					
Bacon		230			418
Fuerte	45				45
Hass	135,044	27,120	5,000		185,262
Lamb Hass	1,700	100			1,882
Pinkerton	580	25			625
Sharwil	180	5			189
Shepard	70	24			114
Wurtz	3,000				3,000
Week Total	140,619	27,504	5,000		191,535
Week 26 - begin 23/06/2012					
Bacon		200			364
Fuerte	88	80			233
Hass	134,594	25,870	5,000		182,539
Sharwil	60				60
Shepard	35	24			79
Wurtz	3,000				3,000
Week Total	137,777	26,174	5,000		186,275
Week 27 - begin 30/06/2012					
Bacon		40			73
Fuerte	176	120			394
Hass	135,400	24,725	5,000	10,000	183,082
Sharwil	40				40
Wurtz	3,000				3,000
Week Total	138,616	24,885	5,000	10,000	186,588
Week 28 - begin 07/07/2012					
Fuerte	210	120			428
Hass	122,000	24,650	5,000	10,000	169,545
Sharwil	20				20
Wurtz	3,000				3,000
Week Total	125,230	24,770	5,000	10,000	172,993

Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 24 - begin 9/06/2012)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		160			291
Fuerte	320				320
Hass	108,521	25,082	8,654	3,500	156,334
Pinkerton	691	112			895
Wurtz	2,569	586			3,634
Total	112,101	25,940	8,654	3,500	161,474



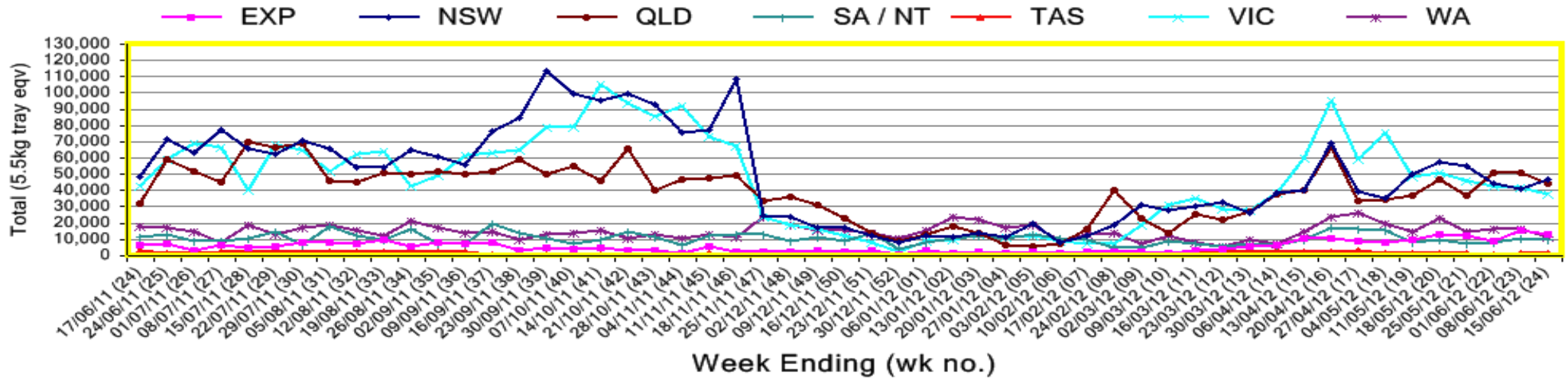
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	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 = 3,014,434 5.5kg tray eqv



Week 24 contributors - Packhouses

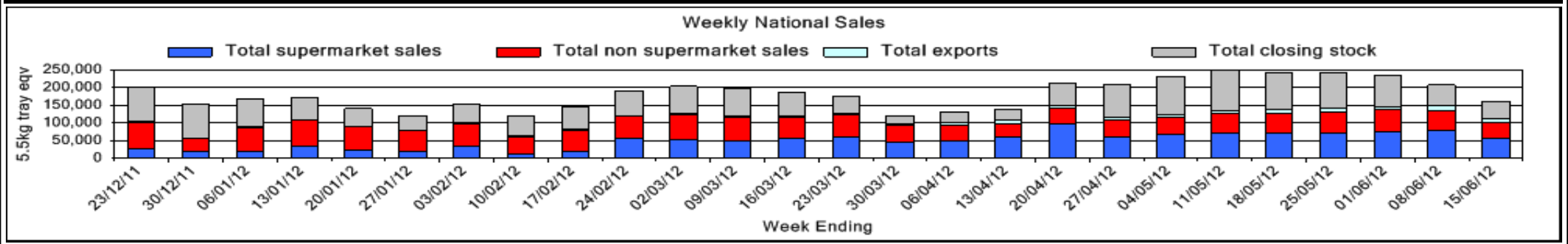
Balmoral Orchard	One Harvest
Coastal Avocados	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
I & A Tolson	Sunny Bluff Produce Pty Ltd
Midcoast Avocados	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak

Week 24 contributors - Wholesalers

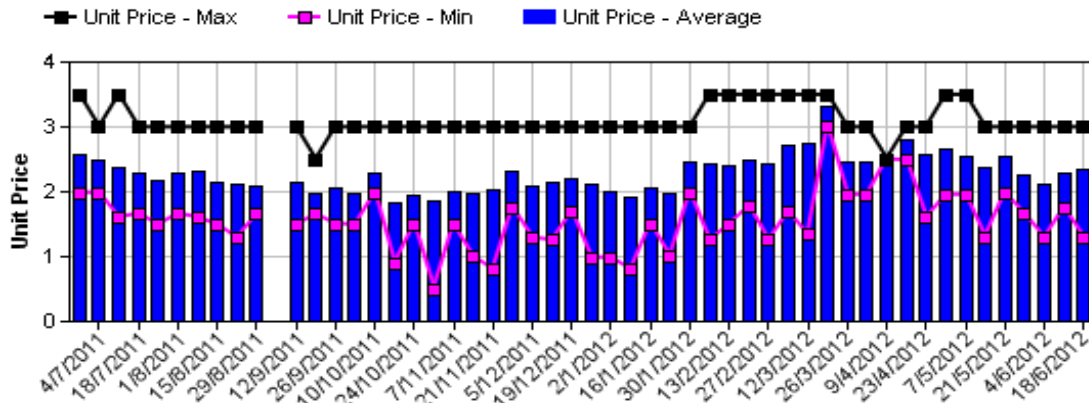
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)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

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

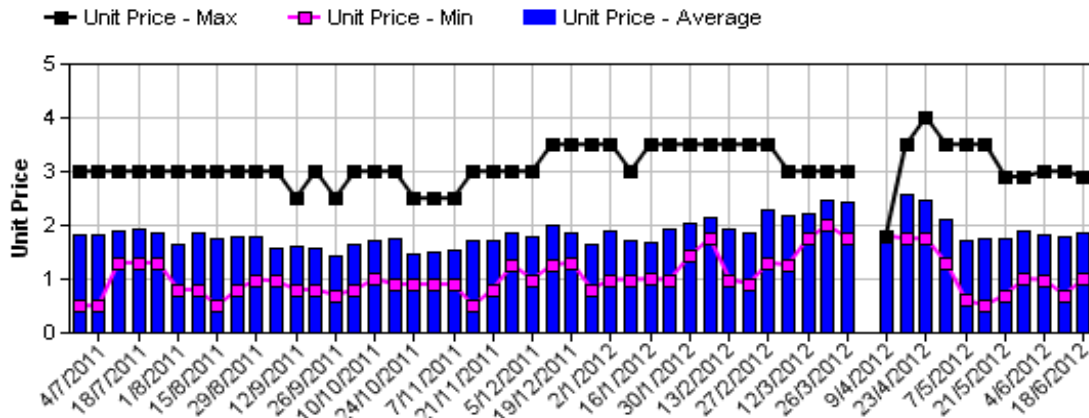
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	11,995			11,995						144			144	26	12,021			12,021
Total non supermarket sales	3,206		70	3,276	1,609			1,609	2,925						6,131		70	6,201
Total exports																		
Total sales	15,201		70	15,271	1,609			1,609	2,925	144			144	26	18,152		70	18,222
Total Stock on Hand	1,089		28	1,117	1,154			1,154	2,098						3,187		28	3,215
QLD																		
Total supermarket sales	15,036			15,036	1,048			1,048	1,905	1,440			1,440	262	17,203			17,203
Total non supermarket sales	13,433			13,433	1,896			1,896	3,447						16,880			16,880
Total exports	9,299			9,299	1,646			1,646	2,993						12,292			12,292
Total sales	37,768			37,768	4,590			4,590	8,345	1,440			1,440	262	46,375			46,375
Total Stock on Hand	13,915		2	13,917	271			271	493						14,408		2	14,410
SA & TAS																		
Total supermarket sales	11,126			11,126	81			81	147	192			192	35	11,308			11,308
Total non supermarket sales	3,321			3,321	614			614	1,116						4,437			4,437
Total exports																		
Total sales	14,447			14,447	695			695	1,264	192			192	35	15,746			15,746
Total Stock on Hand	6,929			6,929	633			633	1,151						8,080			8,080
VIC																		
Total supermarket sales	11,656			11,656	288			288	524	1,730			1,730	315	12,494			12,494
Total non supermarket sales	7,620		1,055	8,675	1,866		242	2,108	3,833	541			541	98	11,111		1,495	12,606
Total exports																		
Total sales	19,276		1,055	20,331	2,154		242	2,396	4,356	2,271			2,271	413	23,605		1,495	25,100
Total Stock on Hand	5,378		1,577	6,956	2,784		261	3,045	5,536	303			303	55	10,495		2,052	12,547
WA																		
Total supermarket sales	3,272			3,272	96			96	175						3,447			3,447
Total non supermarket sales	2,548		4	2,552	1,336		17	1,353	2,460						4,977		35	5,012
Total exports					191			191	347						347			347
Total sales	5,820		4	5,824	1,623		17	1,640	2,982						8,771		35	8,806
Total Stock on Hand	5,706		122	5,828	1,815			1,815	3,300						9,006		122	9,128
Total																		
Total supermarket sales	53,085			53,085	1,513			1,513	2,751	3,506			3,506	637	56,473			56,473
Total non supermarket sales	30,128		1,129	31,257	7,321		259	7,580	13,782	541			541	98	43,537		1,600	45,137
Total exports	9,299			9,299	1,837			1,837	3,340						12,639			12,639
Total sales	92,512		1,129	93,641	10,671		259	10,930	19,873	4,047			4,047	736	112,649		1,600	114,249
Total Stock on Hand	33,017		1,729	34,747	6,657		261	6,918	12,578	303			303	55	45,176		2,204	47,380



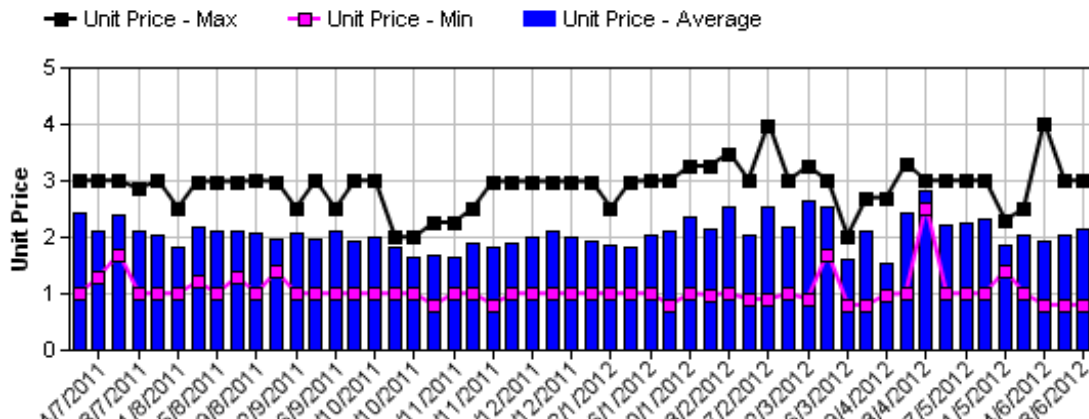
Hass Avocado Average Retail Prices - Sydney



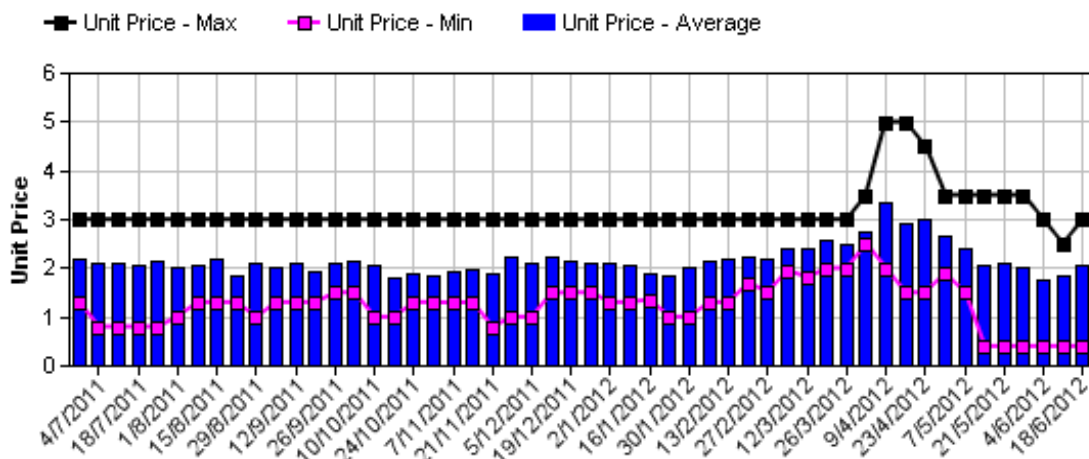
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

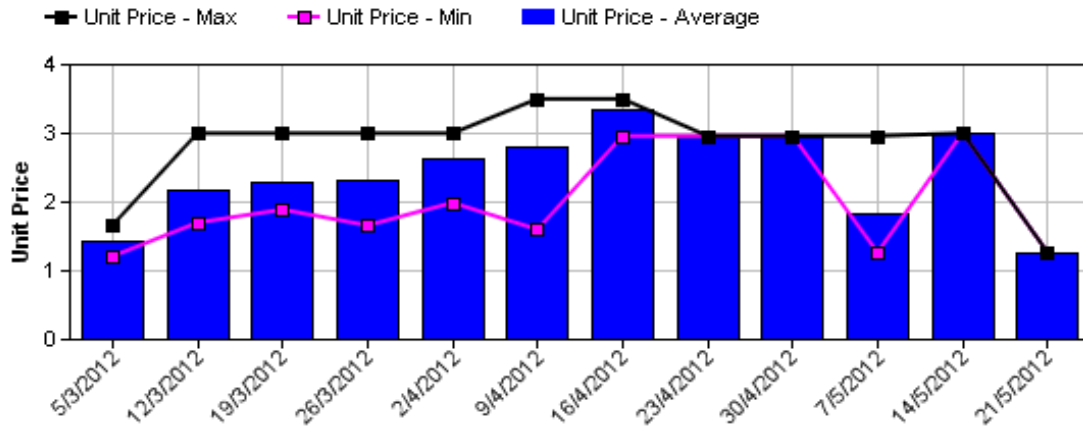


Hass Avocado Average Retail Prices - Perth

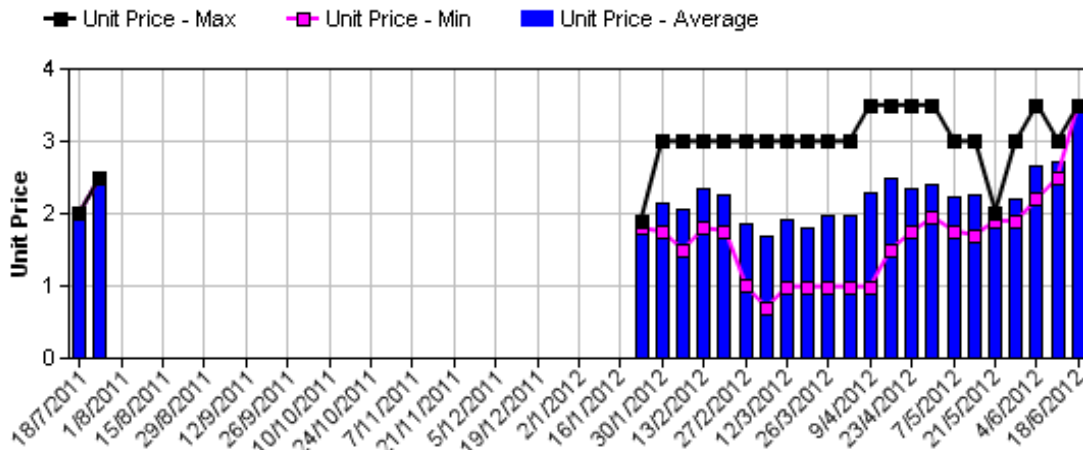


Assessment Date [Week Commencing]

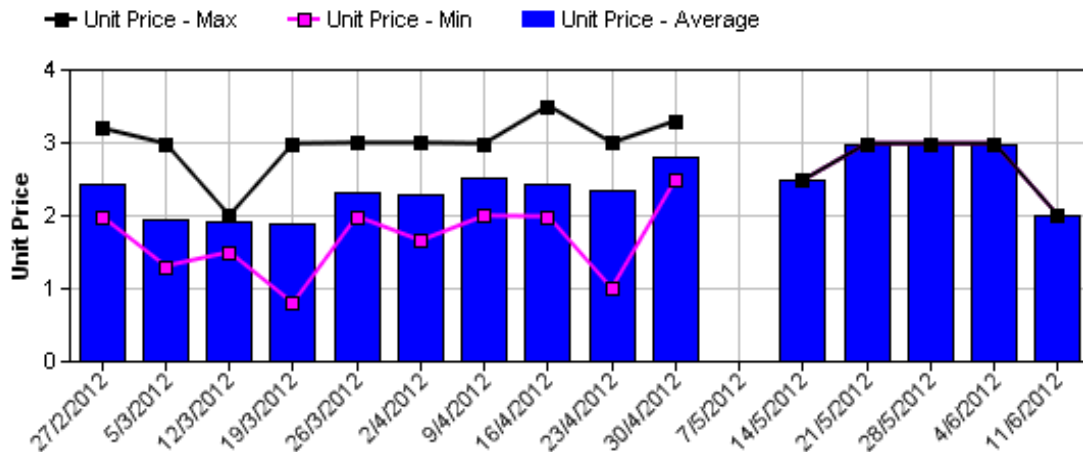
Shepard Avocado Average Retail Prices - Sydney



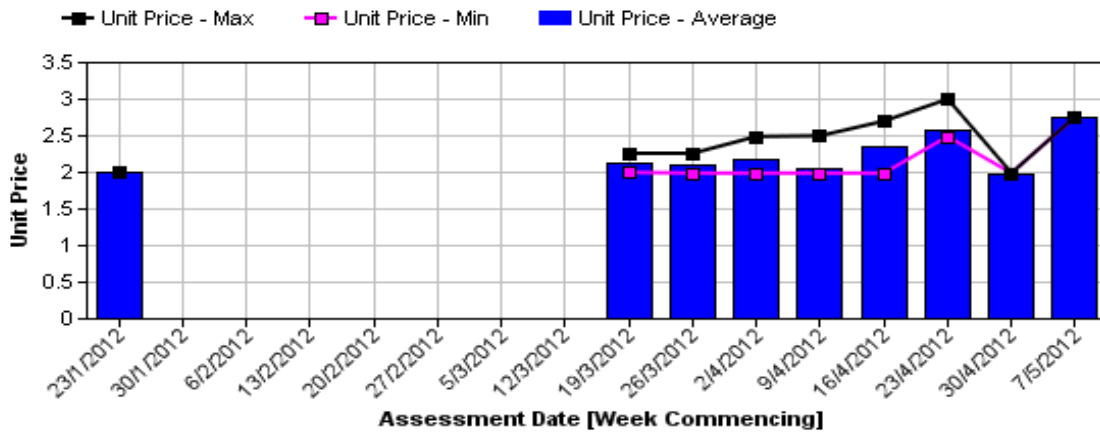
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 18th 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																							
Coles	Hass	230	1.30	Cat	Aus	I	Hass	225	0.79	No	NS																		
Coles	Hass	290	1.30	Cat	Aus	I	Hass	240	1.49	No	NS																		
Coles	Hass	255	1.30	Cat	Aus	Safeway	Hass	265	1.80	Store	Aus																		
Woolworths	Hass	295	1.88	Cat	Aus	Coles	Hass	265	1.98	No	Aus																		
Woolworths	Hass	275	1.88	Cat	Aus	Coles	Hass	270	1.98	No	Aus																		
Woolworths	Hass	300	1.88	Cat	Aus	Safeway	Hass	310	1.98	No	Aus																		
IGA	Hass	235	1.99	No	Aus	Coles	Hass	325	1.98	No	Aus																		
I	Hass	270	2.29	No	Aus	Safeway	Hass	335	1.98	No	Aus																		
I	Hass	260	2.49	No	Aus	I	Hass	250	1.99	No	NS																		
IGA	Hass	270	2.95	No	Aus	I	Hass	246	1.99	No	Aus																		
I	Hass	320	2.99	No	Aus	IS	Hass	290	1.99	No	Aus																		
I	Hass	330	2.99	No	Aus	I	Hass	275	2.50	No	Aus																		
Foodworks	Hass	300	2.99	No	Aus	I	Sharwil	290	2.98	No	Aus																		
I	Hass	305	2.99	No	Aus	I	Hass	315	2.99	No	Aus																		
I	Hass	350	2.99	No	Aus	I	Hass	285	2.99	No	Aus																		
I	Hass	270	2.99	No	Aus	IGA	Hass	265	2.99	No	Aus																		
BRISBANE						PERTH																							
Woolworths	Hass	220	0.99	Store	Aus	IS	Hass	110	0.39	Store	Aus																		
I	Hass	269	1.00	Store	Aus	I	Hass	200	0.89	Store	Aus																		
IGA	Hass	200	1.28	Store	Aus	Coles	Hass	270	1.68	Store	Aus																		
I	Hass	280	1.69	Store	Aus	Woolworths	Hass	200	1.98	No	Aus																		
IGA	Hass	200	1.74	Store	Aus	Coles	Hass	210	1.98	No	Aus																		
IGA	Hass	190	1.74	No	Aus	Woolworths	Hass	200	1.98	No	Aus																		
Woolworths	Hass	260	1.75	No	Aus	Coles	Hass	230	1.98	No	Aus																		
Woolworths	Hass	235	1.75	No	Aus	Woolworths	Hass	220	1.98	No	Aus																		
Coles	Hass	200	1.98	No	Aus	I	Hass	230	1.99	No	NS																		
Coles	Hass	260	1.98	No	Aus	IGA	Hass	270	2.29	No	Aus																		
Coles	Hass	240	1.98	No	Aus	IGA	Hass	245	2.49	No	Aus																		
I	Hass	235	1.99	Store	Aus	I	Hass	220	2.49	No	Aus																		
I	Hass	260	2.49	Store	Aus	IGA	Hass	240	2.49	No	Aus																		
I	Wurtz	330	2.49	Store	Aus	I	Hass	270	2.49	No	Aus																		
I	Wurtz	285	2.49	Store	Aus	IGA	Hass	310	2.99	No	Aus																		
I	Hass	260	2.49	Store	Aus	I	Hass	260	2.99	No	Aus																		
I	Wurtz	240	2.69	Store	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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22	245 - 263g																												
20	263 - 290g																												
18	290 - 325g																												
16	325 - 363g																												
I	Hass	310	2.89	Store	Aus																								
I	Wurtz	350	2.99	Store	Aus																								
I	Shepard	310	3.49	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