



INFOCADO WEEKLY REPORT: 7th — 13th June 2014 (Wk 24)



Comments

- The highest price for Hass in the week gone was seen in Sydney with fruit reaching \$4.99 per avocado. The average retail Hass price has slightly increased in Sydney and Brisbane whilst in Melbourne and Perth the average retail price has remained steady.
- The harvest season for the NQ region is close to finishing for the 2014 season. AAL would like to thank all who contributed from NQ. A large proportion of the fruit is originating from CQ at present with increasing volumes from the regions further south; SC, SQ, TNR and CNSW.
- The dispatches for the week were slightly lower than the forecast, levelling the dispatches with forecasts across the past month. AAL would like to remind all contributors to continually reassess and amend their 4 week forecast accordingly as harvests continue.

[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](#)

What you need to be aware of for next month

The Perth metropolitan and the WA / NT regional Qualicado workshops are to be held on 23 and 24 July 2014 respectively. AAL would like to invite all wholesalers / ripeners / transporters and growers / packers in the area to attend the respective day. For more information please visit the AAL website or contact our office directly.

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

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IMPORTANT and PLEASE NOTE:

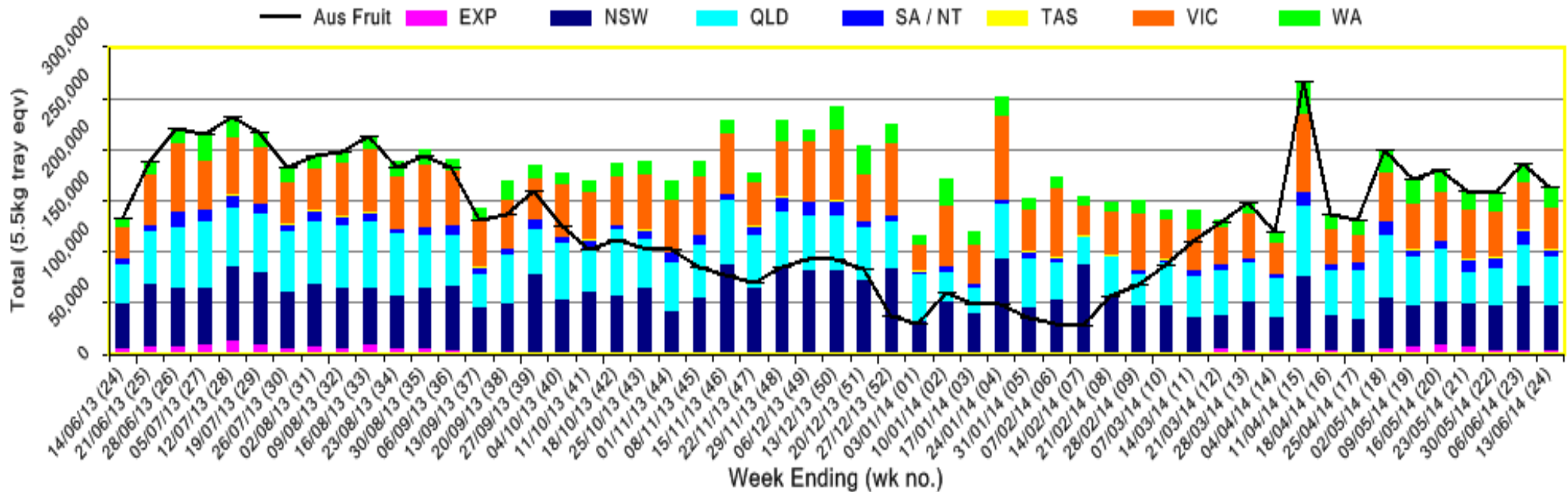
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 7th June - 13th June 2014 (Wk 24)

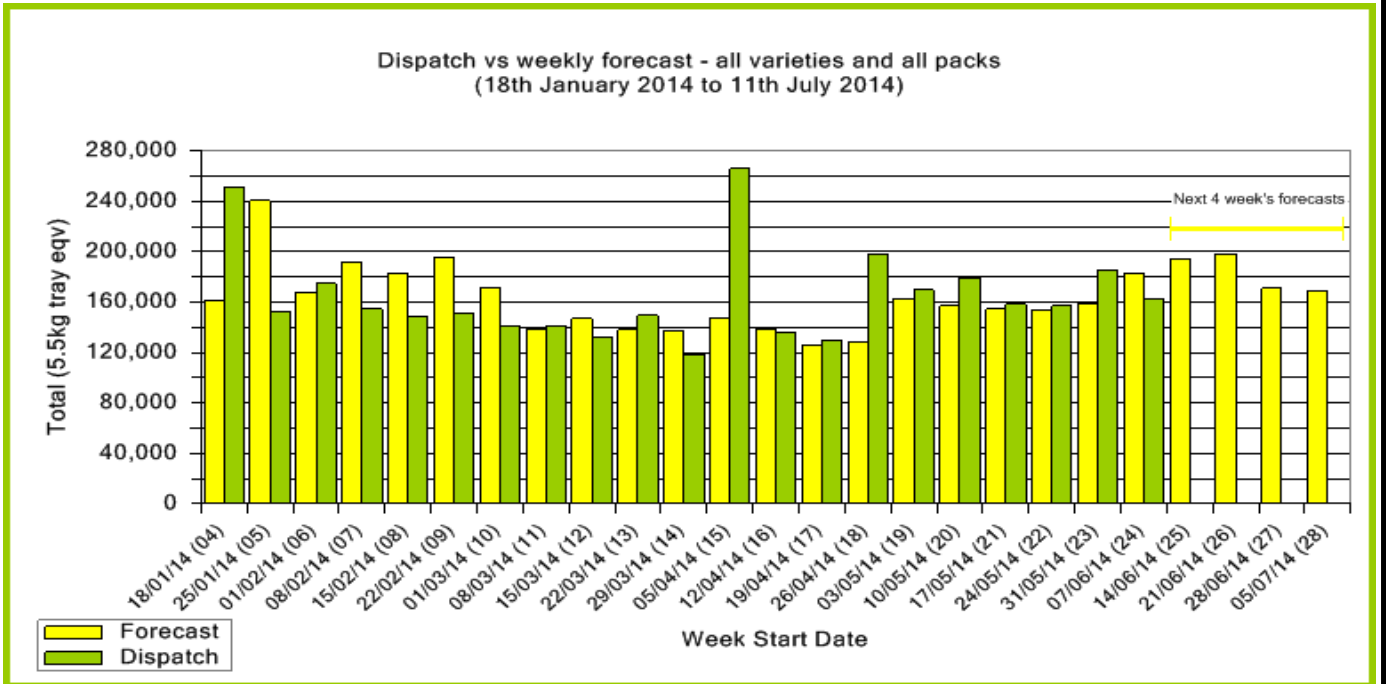
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP			122						2,990	3,112	480			3,985
NSW	115	694	2,765	5,484	66	8,359	9,005	2,142	1,215	29,845	7,795	694		44,144
QLD	49	668	2,817	4,946	46	4,466	4,691	12,897	1,672	32,252	7,764	360	401	46,506
SA / NT		80	114	2,678		448	624	606	310	4,860	960	120		6,627
TAS							640	1,912		2,552				2,552
VIC	91	878	2,143	6,860	172	6,819	9,032	2,776	939	29,710	5,616	972		40,098
WA			352	800		1,656	4,846	5,960		13,614	2,520			18,196
Total	255	2,320	8,313	20,768	284	21,748	28,838	26,293	7,126	115,945	25,135	2,146	401	162,108

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 3,863,026 5.5kg tray eqv



Forecast Data (Week 24 - 28)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 24 - begin 07/06/2014				
Bacon		30		55
Fuerte	100	80		245
Hass	147,820	15,560	2,100	176,493
Sharwil	3,350	315		3,923
Wurtz	2,000			2,000
Week Total	153,270	15,985	2,100	182,716
Week 25 - begin 14/06/2014				
Bacon		40		73
Fuerte	50	85		205
Hass	158,120	15,960	4,100	187,883
Sharwil	4,050	210		4,432
Wurtz	2,000			2,000
Week Total	164,220	16,295	4,100	194,592
Week 26 - begin 21/06/2014				
Bacon		40		73
Fuerte		80		145
Hass	162,620	16,160	4,500	192,820
Sharwil	2,850	200		3,214
Wurtz	2,000			2,000
Week Total	167,470	16,480	4,500	198,252
Week 27 - begin 28/06/2014				
Bacon		40		73
Fuerte		80		145
Hass	141,120	13,510	2,500	166,139
Sharwil	2,200	150		2,473
Wurtz	2,000			2,000
Week Total	145,320	13,780	2,500	170,830
Week 28 - begin 05/07/2014				
Fuerte		80		145
Hass	138,120	14,260	1,000	164,229
Sharwil	2,200	190		2,545
Wurtz	2,000			2,000
Week Total	142,320	14,530	1,000	168,920

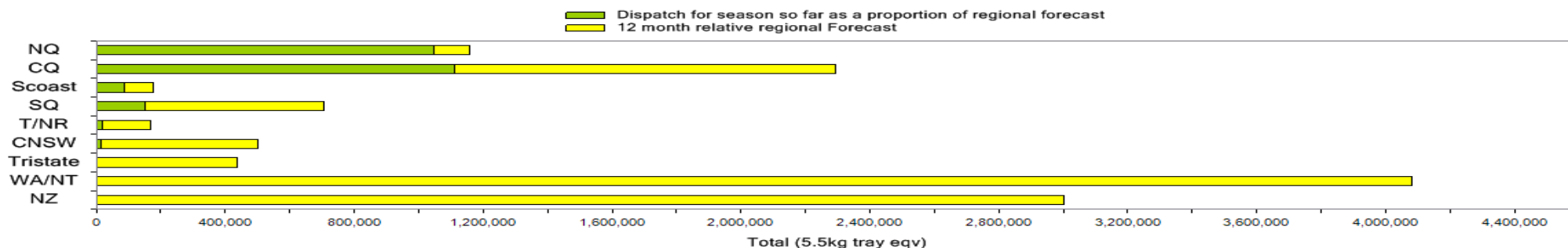
Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 24 - begin 7/06/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		50			91
Fuerte	137	77			277
Hass	111,673	23,973	2,146	401	155,723
Sharwil	1,560	555			2,569
Wurtz	2,575	480			3,448
Total	115,945	25,135	2,146	401	162,108



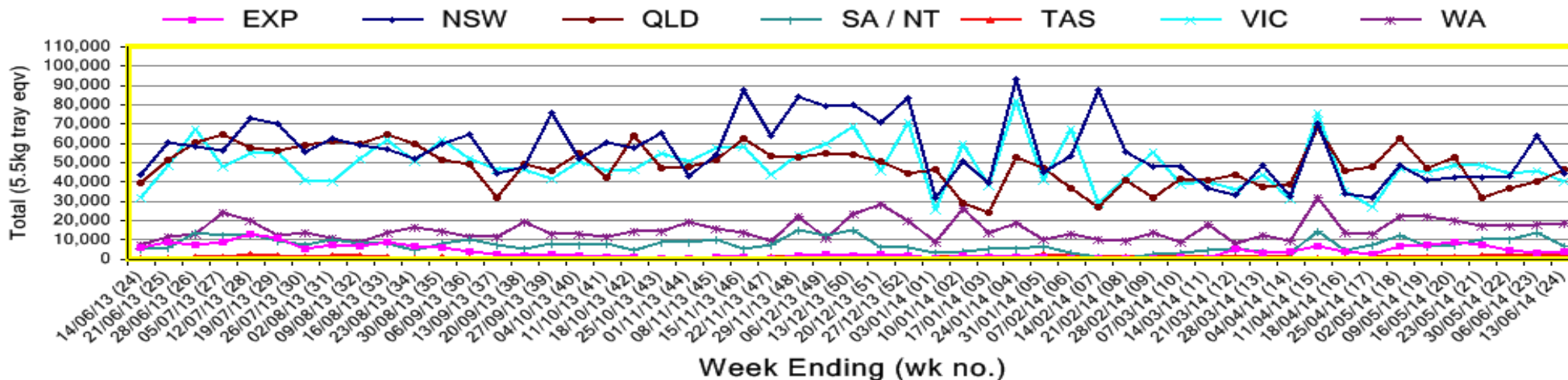
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
Australia (from Infocado)	16,341	83,173	283,934	582,190	587,056	596,527	450,236	92,727	835	2,693,019
USA¹	0	0	0	0	14	48	19	0		81
Japan¹	0	8,272	38,102	48,498	26,806	3,010	1,129	0		125,817
Other Asia¹	0	12,075	33,107	44,293	47,072	40,320	16,509	8,015		201,391
Total	16,341	103,520	355,143	674,981	660,948	639,905	467,893	100,742	835	3,020,308

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 = 3,863,026 5.5kg tray eqv



Week 24 contributors - Packhouses

Natures Fruit Company (Consolidator)	G & J Krenske (SQ)
One Harvest (Consolidator)	Green Nugget Orchards (SQ)
Sunfresh (Consolidator)	Touchwood Farming (SQ)
The Avolution (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
Lava Valley Produce (CQ)	Mountain Fresh (SQ)
SuperPak (CQ)	CNSW: Less than 3 Packhouse Contributors
Simpson Farms Pty Ltd (CQ)	NQ: Less than 3 Packhouse Contributors
Sunnyspot Packhouse Pty Ltd (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
Lava Valley Produce (CQ)	

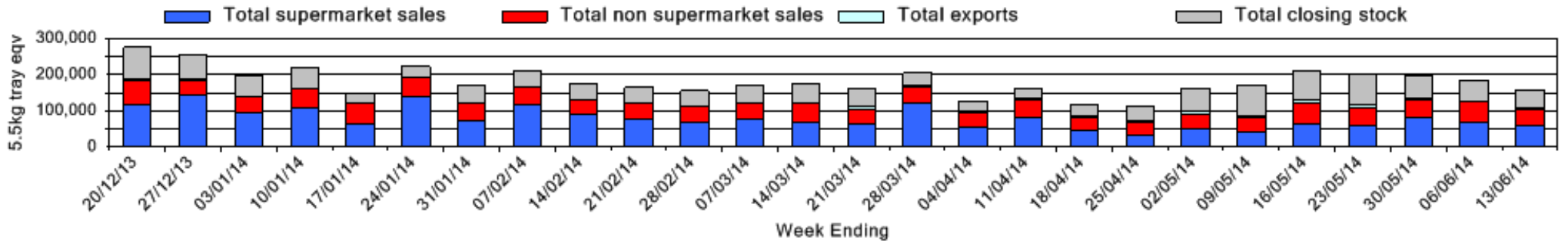
Week 24 contributors - Wholesalers

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

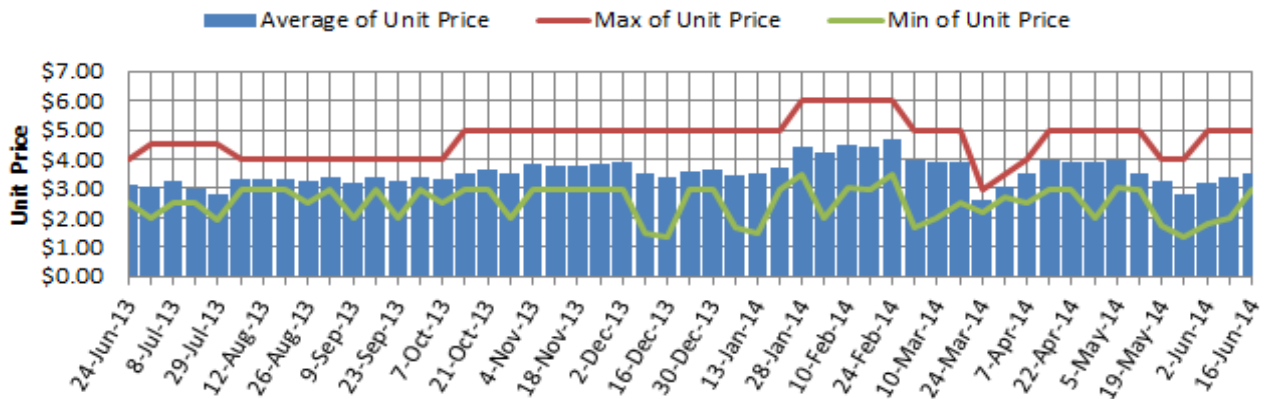
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Full data set not displayed because not enough NSW Wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	16,005		242	16,247	832		4	836	1,520	120			120	22	17,540		249	17,789
Total Stock on Hand																		
QLD																		
Total supermarket sales	17,578			17,578						360			360	65	17,643			17,643
Total non supermarket sales	13,215		30	13,245	1,092		44	1,136	2,065						15,200		110	15,310
Total exports	3,112			3,112	480			480	873						3,985			3,985
Total sales	33,905		30	33,935	1,572		44	1,616	2,938	360			360	65	36,829		110	36,939
Total Stock on Hand	12,572		130	12,702	333		50	383	696						13,177		221	13,398
SA & TAS																		
Total supermarket sales	6,220			6,220						120			120	22	6,242			6,242
Total non supermarket sales	4,819		111	4,930	845			845	1,536						6,355		111	6,467
Total exports																		
Total sales	11,039		111	11,150	845			845	1,536	120			120	22	12,597		111	12,708
Total Stock on Hand	11,541		114	11,655	361			361	656						12,197		114	12,311
VIC																		
Total supermarket sales	12,828			12,828	384			384	698						13,526			13,526
Total non supermarket sales	7,168	40	1,222	8,429	1,574		152	1,726	3,138						10,030	40	1,498	11,568
Total exports																		
Total sales	19,996	40	1,222	21,257	1,958		152	2,110	3,836						23,556	40	1,498	25,094
Total Stock on Hand	7,914	846	2,463	11,223	2,532	26	74	2,632	4,785						12,518	893	2,598	16,009
WA																		
Total supermarket sales	8,938			8,938	20			20	36						8,974			8,974
Total non supermarket sales	3,857			3,857	1,729		129	1,858	3,378						7,001		235	7,235
Total exports																		
Total sales	12,795			12,795	1,749		129	1,878	3,415						15,975		235	16,210
Total Stock on Hand	2,650			2,650	1,422		17	1,439	2,616						5,235		31	5,266
Total																		
Total supermarket sales	59,172			59,172	404			404	735	600			600	109	60,016			60,016
Total non supermarket sales	31,456	40	1,605	33,101	6,072		329	6,401	11,638						42,496	40	2,203	44,739
Total exports	3,112			3,112	480			480	873						3,985			3,985
Total sales	93,740	40	1,605	95,385	6,956		329	7,285	13,245	600			600	109	106,497	40	2,203	108,739
Total Stock on Hand	35,157	846	2,707	38,710	5,512	26	141	5,679	10,325						45,179	893	2,964	49,035

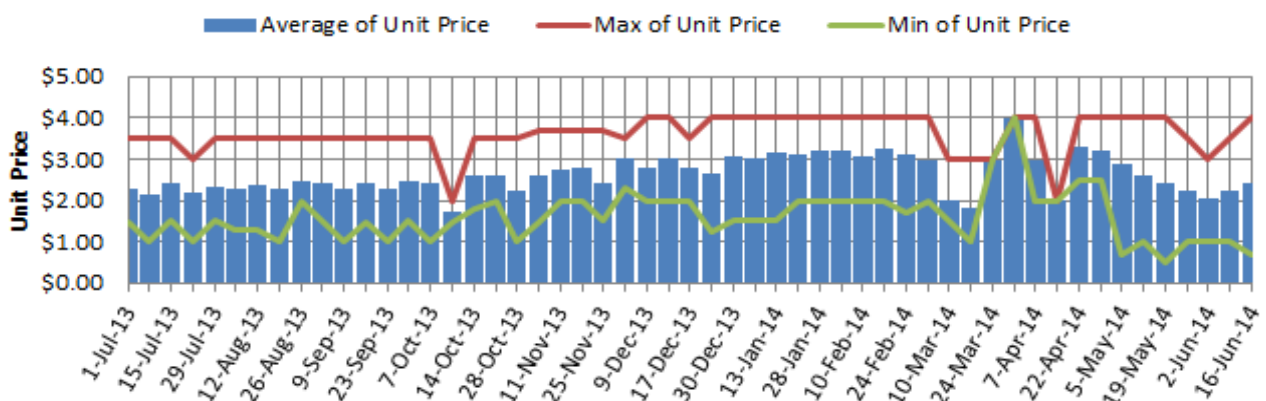
Weekly National Sales



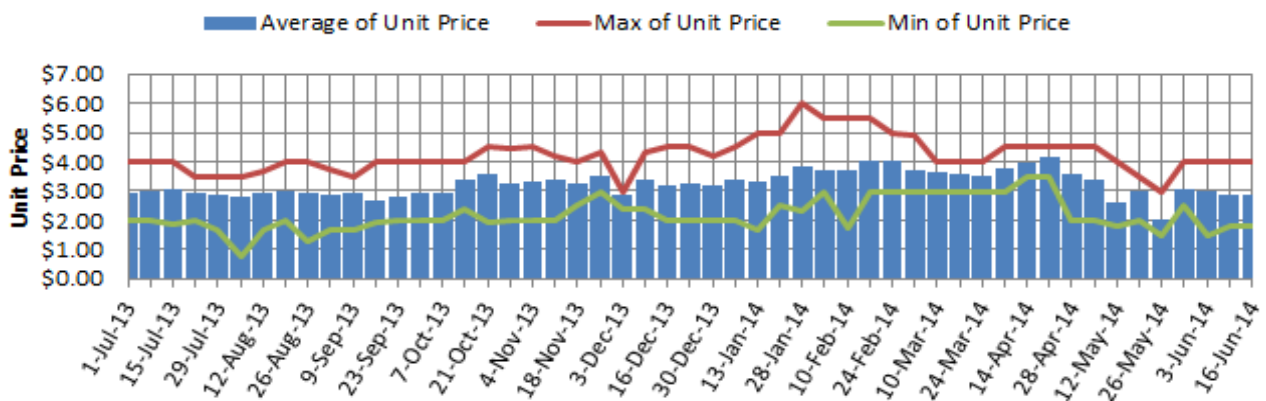
Hass Avocado Average Retail Prices - Sydney



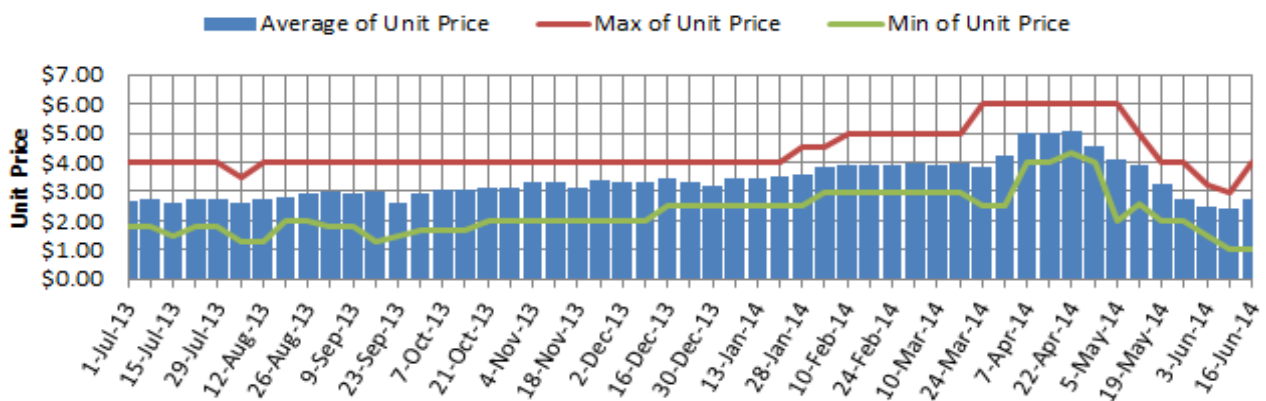
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

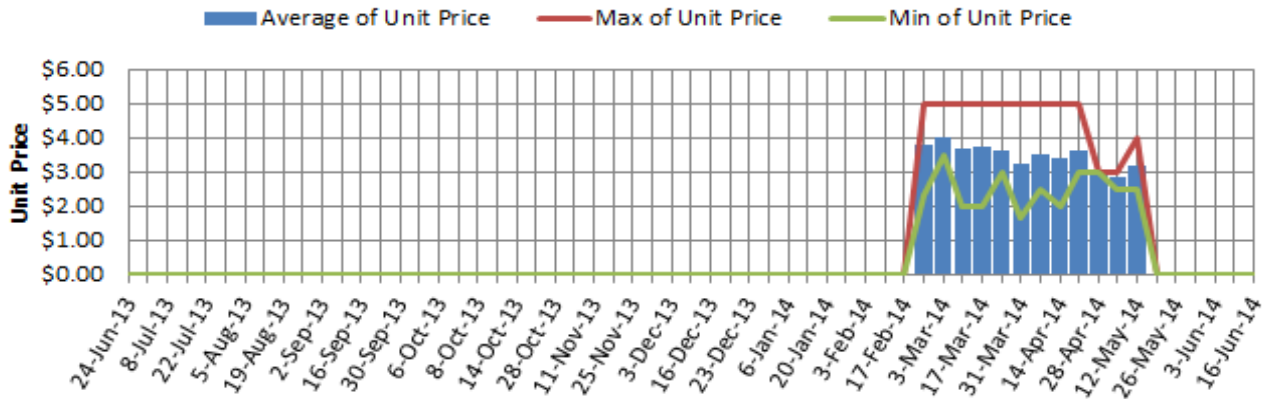


Hass Avocado Average Retail Prices - Perth

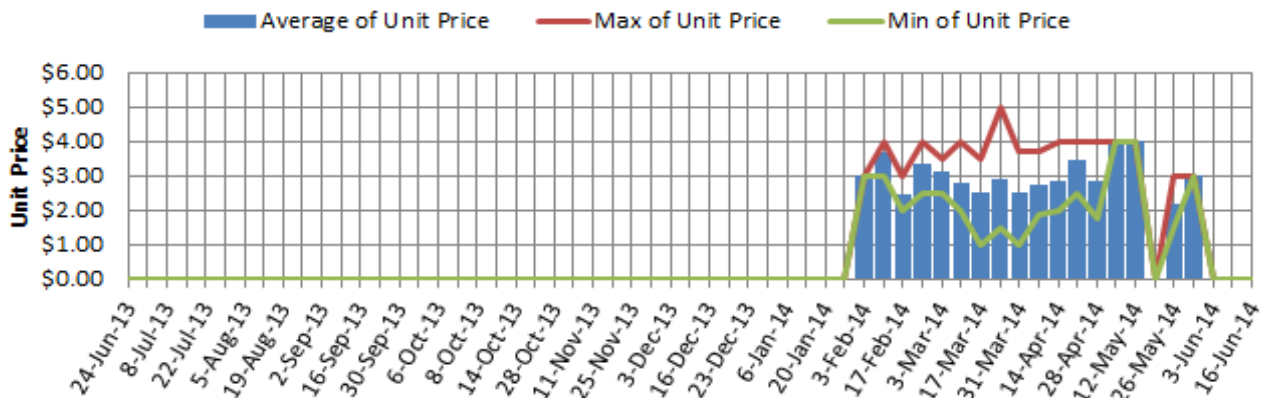


Assessment date (Week Commencing)

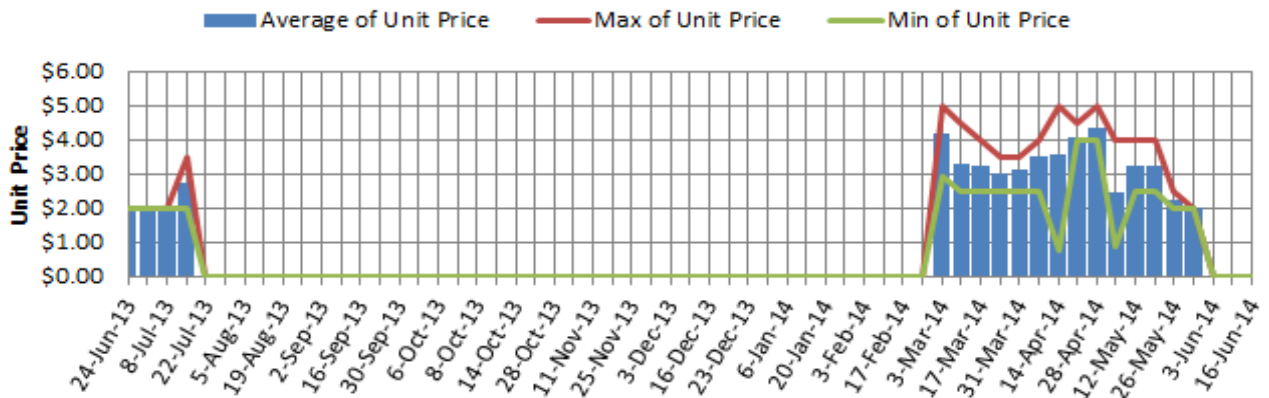
Shepard Avocado Average Retail Prices - Sydney



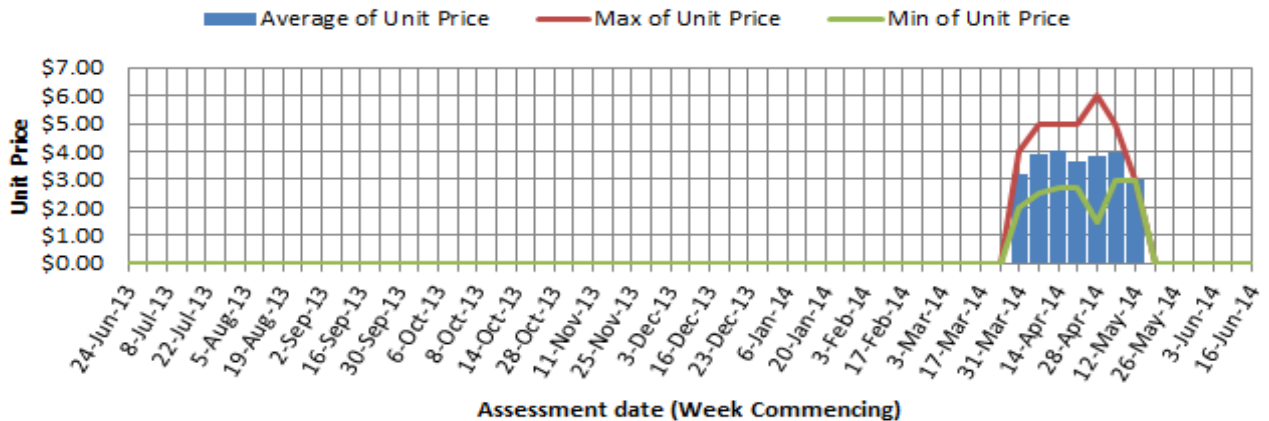
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 16th June 2014

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	300	2.98	No	Aus
Coles	Hass	290	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	230	3.48	No	Aus
Foodworks	Hass	280	3.49	No	Aus
I	Hass	280	3.49	No	Aus
IGA	Hass	280	3.49	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	300	3.99	No	Aus
I	Hass	340	4.99	No	Aus
I	Hass	330	4.99	No	Aus
I	Hass	320	4.99	No	Aus
BRISBANE					
I	Hass	130	0.69	Store	Aus
I	Hass	145	0.99	Store	Aus
IGA	Hass	205	1.69	Store	Aus
Woolworths	Hass	200	1.98	No	Aus
I	Hass	220	1.99	No	Aus
Coles	Hass	200	2.48	Store	Aus
Coles	Hass	200	2.48	Store	Aus
Coles	Hass	200	2.48	No	Aus
IGA	Hass	170	2.49	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Woolworths	Hass	275	2.98	No	Aus
I	Wurtz	265	2.99	No	Aus
I	Hass	270	3.00	Store	Aus
I	Hass	248	3.49	No	Aus
I	Hass	350	3.99	No	Aus

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	205	1.79	No	Aus
Coles	Hass	240	1.80	Cat	Aus
Coles	Hass	210	1.80	Cat	Aus
Coles	Hass	205	1.80	Cat	Aus
I	Hass	180	1.99	No	Aus
I	Hass	160	2.40	No	Aus
I	Hass	225	2.69	No	NS
IGA	Hass	260	2.99	Store	Aus
I	Hass	165	2.99	No	Aus
Safeway	Hass	350	3.48	No	Aus
Coles	Hass	300	3.48	No	Aus
I	Hass	370	3.99	No	Aus
I	Hass	290	3.99	No	Aus
I	Hass	290	3.99	No	Aus
I	Hass	290	3.99	No	Aus
PERTH					
IGA	Hass	120	0.99	No	Aus
IGA	Hass	180	1.79	Store	Aus
I	Hass	225	1.98	No	Aus
Woolworths	Hass	205	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
IS	Hass	210	2.69	Store	Aus
I	Hass	245	2.98	No	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	245	2.99	No	Aus
I	Hass	225	2.99	No	Aus
IGA	Hass	245	3.49	No	Aus
I	Hass	250	3.99	No	Aus
I	Hass	250	3.99	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