



INFOCADO WEEKLY REPORT: 6th June — 12th June 2015 (Week 24)

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Comments

- The majority of dispatches for the past week were to Brisbane, with a dominant proportion of Bulks and size 20, 23 & 25 fruit (refer P 2).
- The weekly dispatch volume (204,893 trays) was slightly higher than the weeks forecast by about 27,000 trays (15%). 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).
- NQ is nearing their end of season, CQ is halfway through whilst SC, SQ, TNR and CNSW are all well underway (refer P 4).
- Average retail prices for Hass continue to hover at \$3.00 / fruit in Sydney and Perth whilst average prices in Brisbane and Melbourne are slightly lower at around \$2.60, 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.

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.

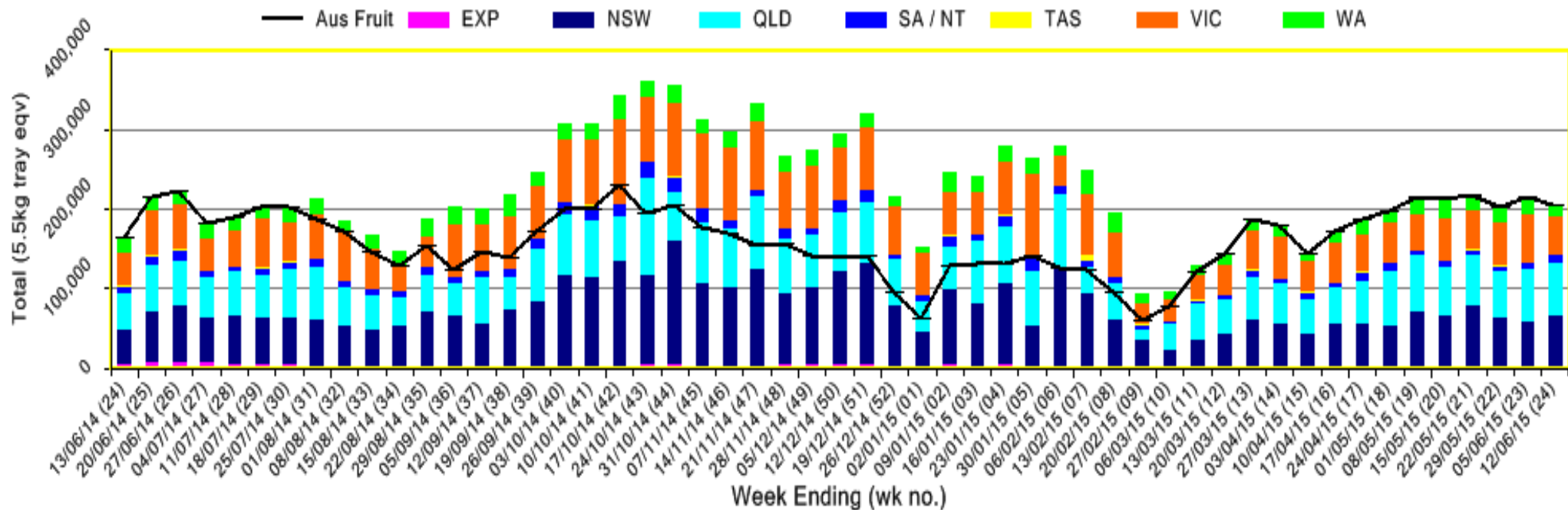
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 6th June - 12th June 2015 (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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP			10						2,023	2,033	923				3,711
NSW	16	924	3,949	13,719	817	11,611	9,050	2,380	548	43,014	9,746	2,728			61,230
QLD	10	262	1,007	3,011	953	4,395	6,746	11,050	2,380	29,814	19,216	8,640	2,561	540	66,887
SA / NT		13	24	344	160	3,409	1,212	3,588	6	8,756	784	1,344			10,425
TAS							160	640		800					800
VIC	6	1,670	2,835	11,193	366	8,886	8,499	3,157	204	36,816	4,522	8,814	2,000		47,005
WA		35	553	1,801		998	3,765	4,720	2	11,874	1,629				14,836
Total	32	2,904	8,378	30,068	2,296	29,299	29,432	25,535	5,163	133,107	36,820	21,526	4,561	540	204,893

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 4,697,248 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

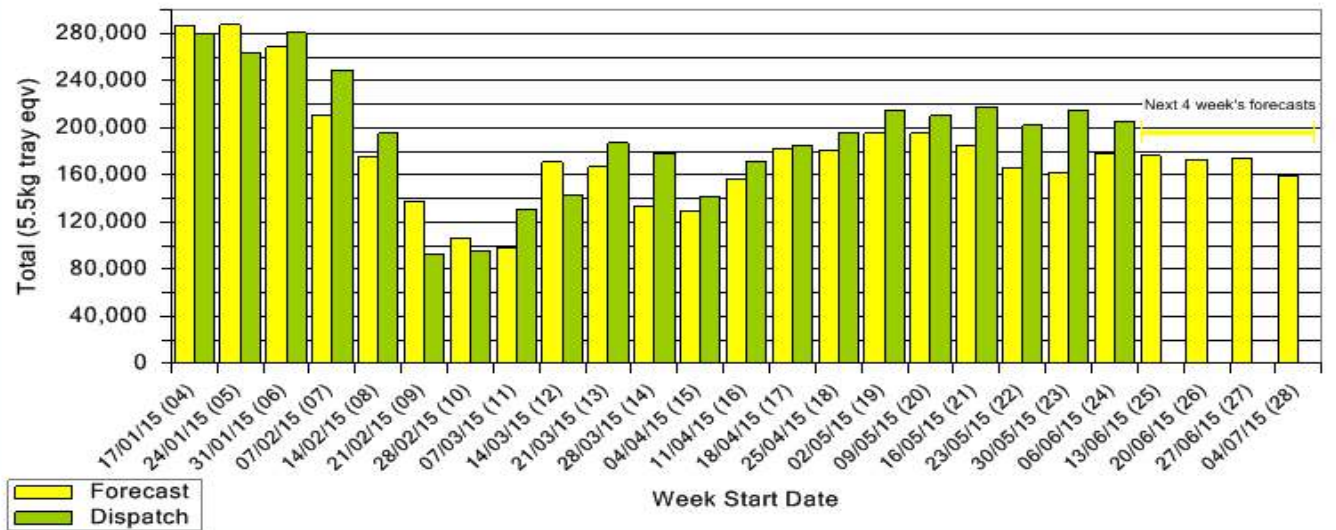
Forecast Data (Week 24 - 28)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 24 - begin 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	110			533
Fuerte	333	120			551
Hass	143,340	13,320	2,400	4,000	168,721
Sharwil	1,354	118			1,569
Wurtz	5,000				5,000
Week Total	150,360	13,668	2,400	4,000	176,374
Week 26 - begin 20/06/2015					
Bacon	832	40			905
Fuerte	832	120			1,050
Hass	142,140	11,740	2,400	2,000	164,285
Sharwil	1,288	170			1,597
Wurtz	5,000				5,000
Week Total	150,092	12,070	2,400	2,000	172,837
Week 27 - begin 27/06/2015					
Bacon	1,167				1,167
Fuerte	1,166	120			1,384
Hass	144,540	10,868	3,400	2,000	165,282
Sharwil	1,000	100			1,182
Wurtz	5,000				5,000
Week Total	152,873	11,088	3,400	2,000	174,015
Week 28 - begin 04/07/2015					
Bacon	1,360				1,360
Fuerte	2,640	40			2,713
Hass	128,600	10,678	4,400	3,000	149,360
Other	80	40			153
Sharwil	1,000	100			1,182
Wurtz	5,000				5,000
Week Total	138,680	10,858	4,400	3,000	159,767

Dispatch Data (Week 24 - begin 6/06/2015)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon	196	80				341
Fuerte	449	116				660
Hass	131,833	36,560	21,526	4,561	540	203,147
Sharwil	629	64				745
Total	133,107	36,820	21,526	4,561	540	204,893

Dispatch vs weekly forecast - all varieties and all packs
(17th January 2015 to 10th July 2015)

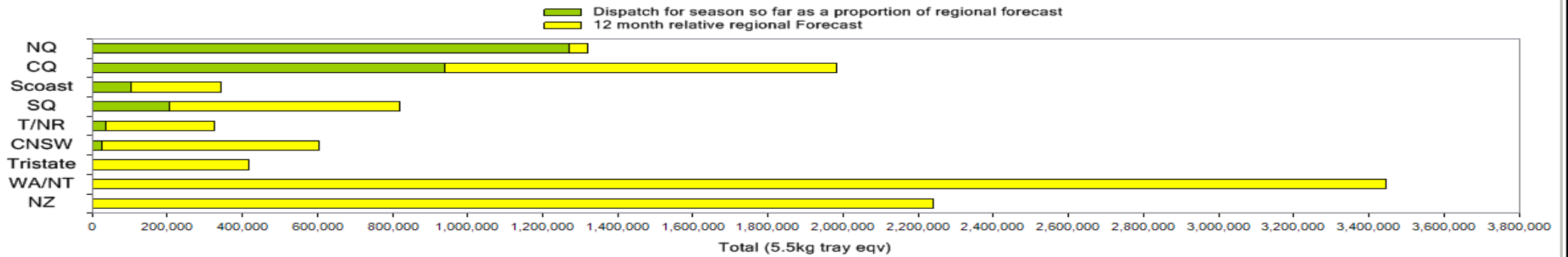


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

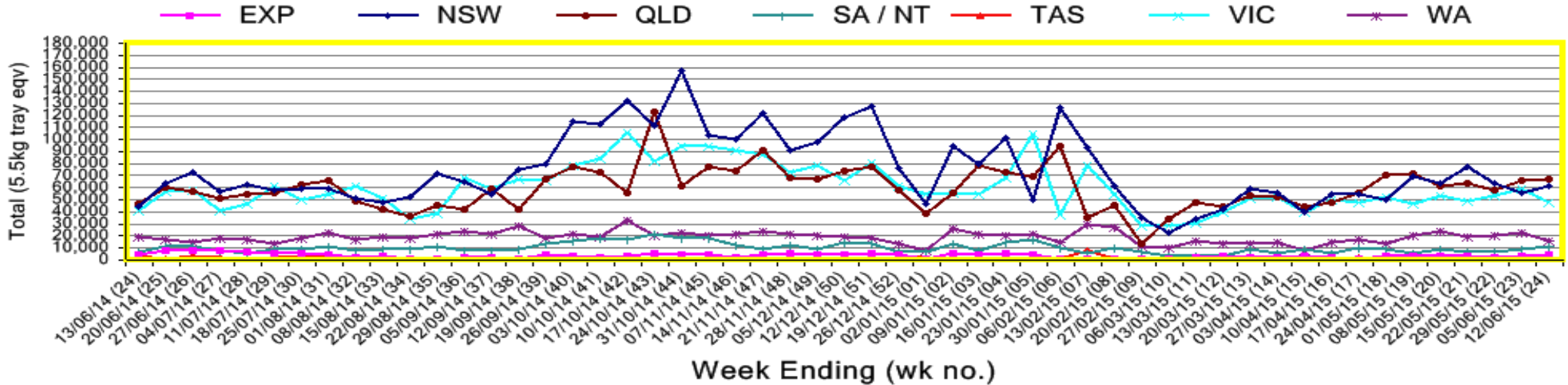
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	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 = 4,697,248 5.5kg tray eqv



Week 24 Contributors - Packhouses

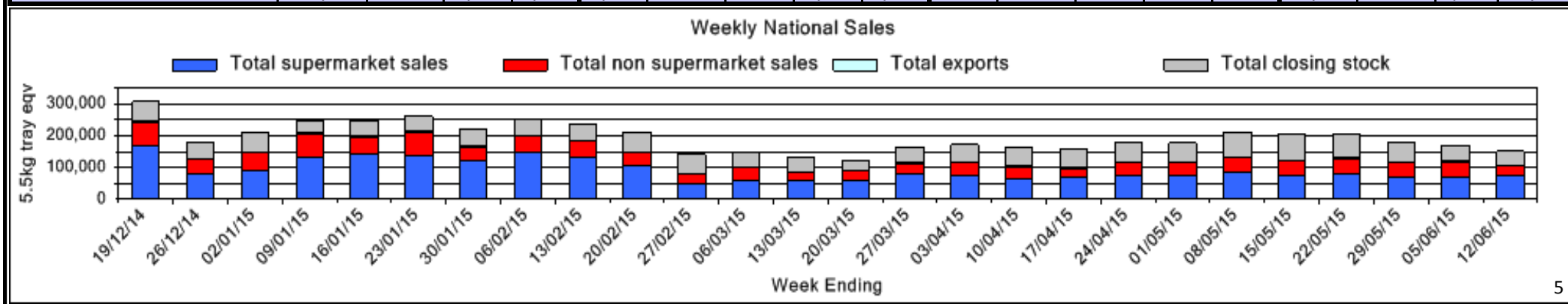
- | | |
|--------------------------------------|----------------------------------|
| Natures Fruit Company (Consolidator) | Touchwood Farming (SQ) |
| One Harvest (Consolidator) | Wodonga Park Fruit and Nuts (SQ) |
| Simpson Farms Pty Ltd (Consolidator) | Googa Farms (SQ) |
| Sunfresh (Consolidator)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

Week 24 Contributors - Wholesalers

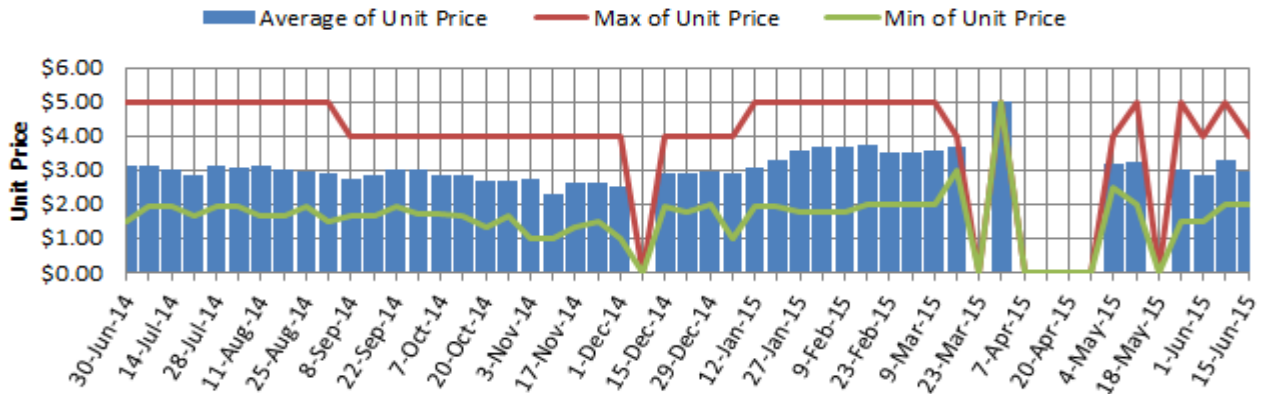
- | | |
|---|---|
| C & S Ponte Produce Pty Ltd (Melbourne) | Fresh Express Produce Pty Ltd (Perth) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Melbourne) | The La Manna Group (Adelaide) |
| Dykes Bros (Melbourne)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

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

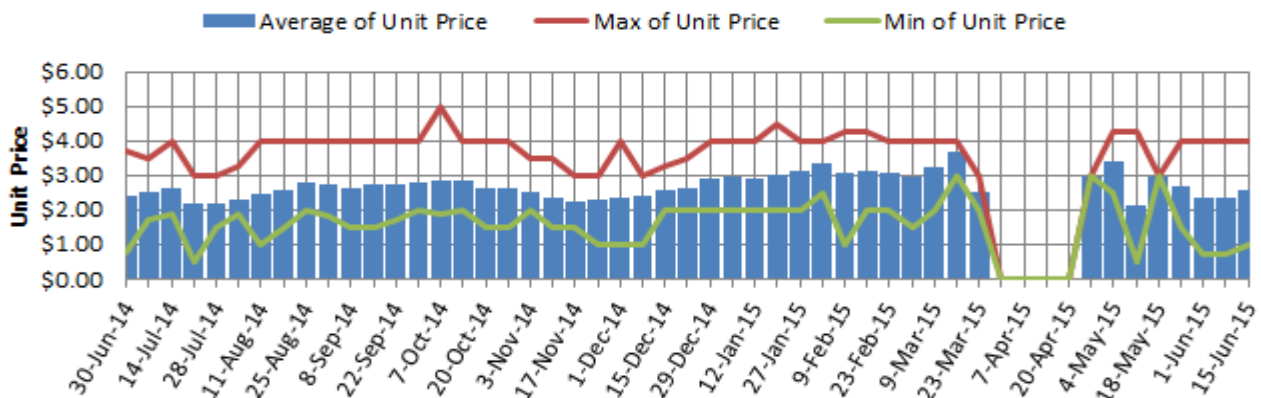
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	21,589		98	21,687	384			384	698	1,728			1,728	314	22,601		98	22,699
Total Stock on Hand																		
QLD																		
Total supermarket sales	15,062			15,062						8,640			8,640	1,571	16,633			16,633
Total non supermarket sales	5,736			5,736	1,424			1,424	2,589	52		734	786	143	8,335		133	8,468
Total exports	2,033			2,033	923			923	1,678						3,711			3,711
Total sales	22,831			22,831	2,347			2,347	4,267	8,692		734	9,426	1,714	28,679		133	28,812
Total Stock on Hand	18,166			18,166	48			48	87						18,253			18,253
SA & TAS																		
Total supermarket sales	7,874			7,874						1,344			1,344	244	8,118			8,118
Total non supermarket sales	3,122		53	3,175	967			967	1,758						4,880		53	4,933
Total exports																		
Total sales	10,996		53	11,049	967			967	1,758	1,344			1,344	244	12,999		53	13,052
Total Stock on Hand	7,233	1		7,234	1,305		6	1,311	2,384						9,606	1	11	9,618
VIC																		
Total supermarket sales	18,374			18,374	288			288	524	7,248			7,248	1,318	20,215			20,215
Total non supermarket sales	7,909	250	1,221	9,380	964	93	366	1,423	2,587	1,318			1,318	240	9,902	419	1,886	12,207
Total exports																		
Total sales	26,283	250	1,221	27,754	1,252	93	366	1,711	3,111	8,566			8,566	1,557	30,117	419	1,886	32,423
Total Stock on Hand	8,737		1,000	9,737	729		3	732	1,331						10,063		1,006	11,068
WA																		
Total supermarket sales	6,616			6,616	49			49	89						6,705			6,705
Total non supermarket sales	2,604			2,604	892			892	1,622						4,226			4,226
Total exports																		
Total sales	9,220			9,220	941			941	1,711						10,931			10,931
Total Stock on Hand	4,165			4,165	95		85	180	327						4,338		155	4,492
Total																		
Total supermarket sales	67,968			67,968	529			529	962	18,960			18,960	3,447	72,377			72,377
Total non supermarket sales	20,918	250	1,372	22,540	4,439	93	366	4,898	8,905	1,370		734	2,104	383	29,238	419	2,170	31,828
Total exports	2,033			2,033	923			923	1,678						3,711			3,711
Total sales	90,919	250	1,372	92,541	5,891	93	366	6,350	11,545	20,330		734	21,064	3,830	105,327	419	2,170	107,916
Total Stock on Hand	38,445	1	1,014	39,460	2,177		94	2,271	4,129						42,404	1	1,185	43,590



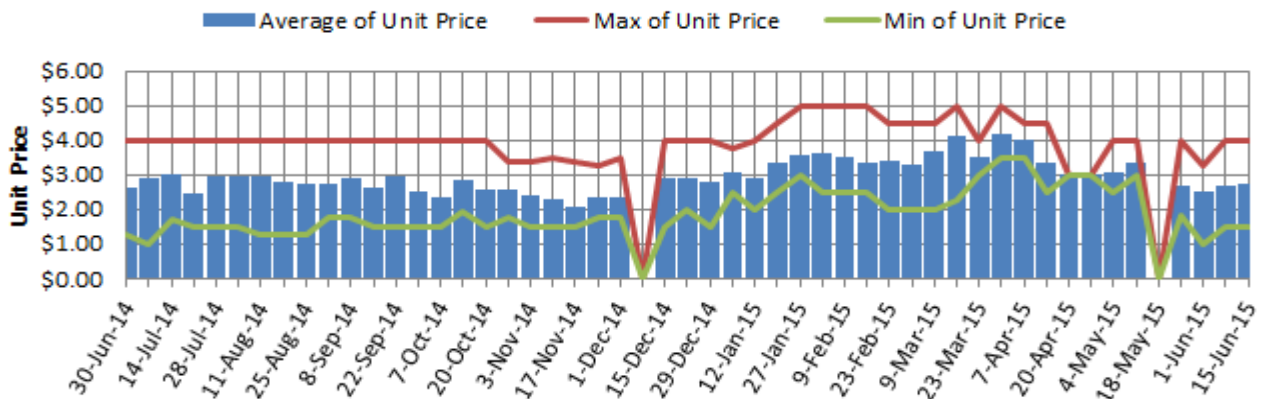
Hass Avocado Average Retail Prices - Sydney



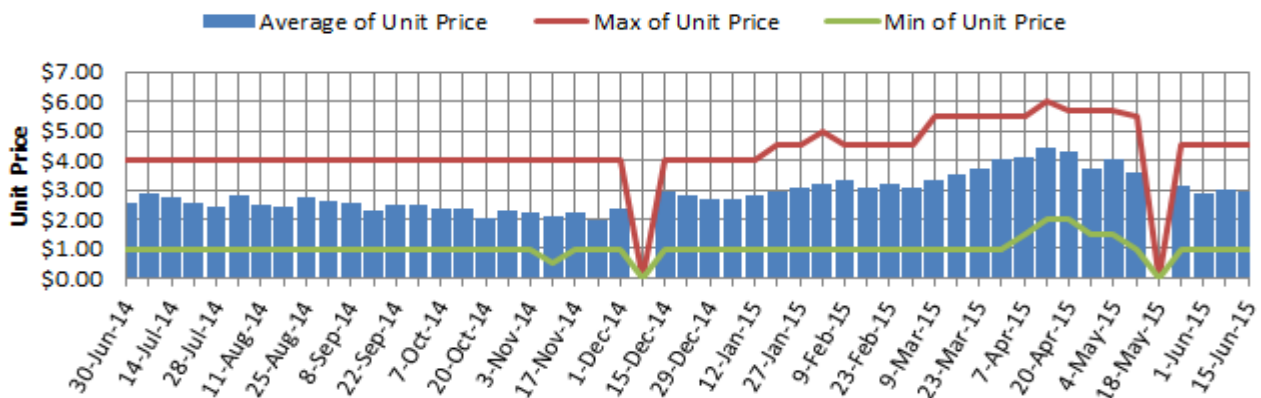
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

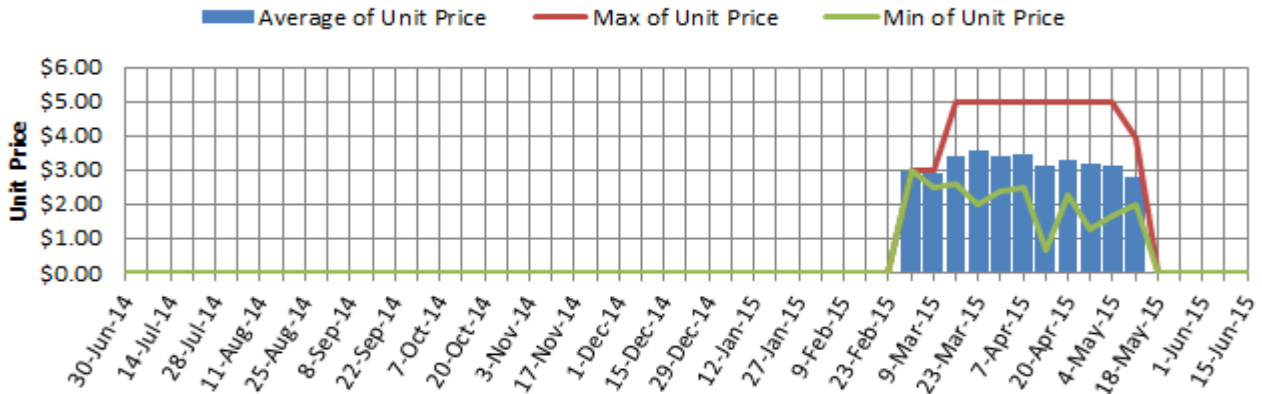


Hass Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

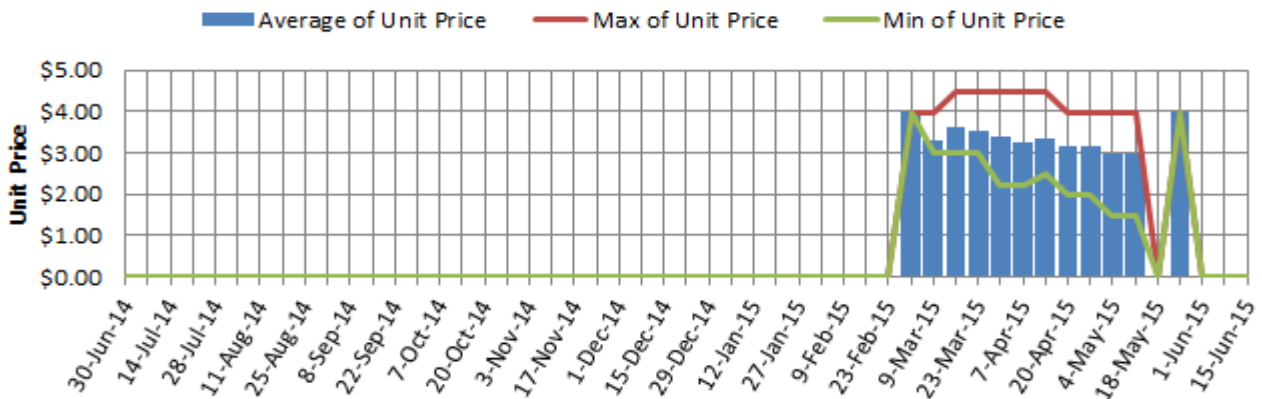
Shepard Avocado Average Retail Prices - Sydney



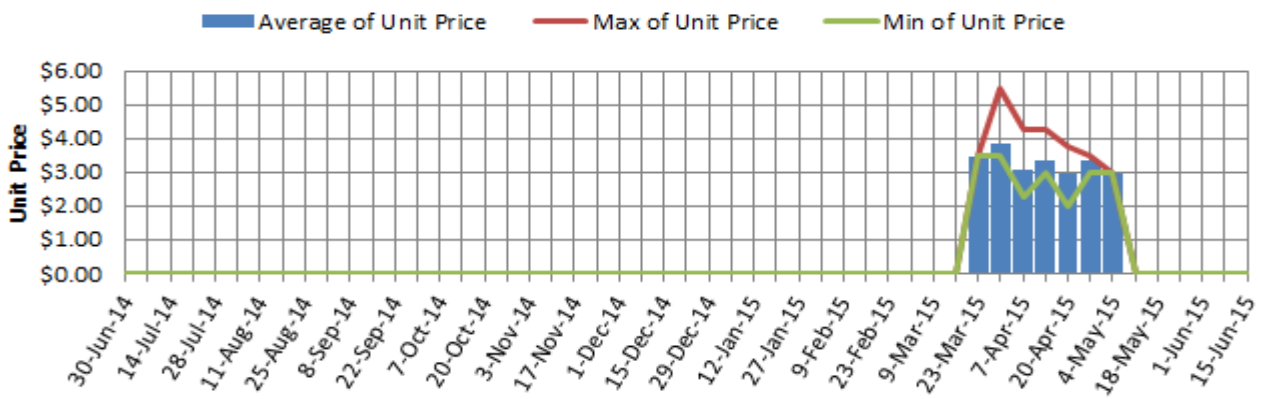
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 15th June 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	210	2.00	No	Aus
Woolworths	Hass	270	2.58	No	Aus
Woolworths	Hass	250	2.58	No	Aus
Woolworths	Hass	320	2.58	No	Aus
Coles	Hass	250	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	250	2.99	No	Aus
IC	Hass	280	2.99	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	260	3.50	No	Aus
Foodworks	Hass	300	3.69	Store	Aus
I	Hass	280	3.99	No	Aus
IC	Hass	320	3.99	No	Aus
IC	Hass	300	3.99	No	Aus
BRISBANE					
I	Hass	160	0.99	Store	Aus
I	Hass	205	1.48	No	Aus
IGA	Hass	205	1.89	No	Aus
I	Hass	235	2.00	Store	Aus
I	Hass	240	2.49	No	Aus
Coles	Hass	180	2.50	No	Aus
Coles	Hass	200	2.50	No	Aus
Coles	Hass	200	2.50	No	Aus
I	Hass	310	2.98	No	Aus
Woolworths	Hass	320	2.98	No	Aus
Woolworths	Hass	288	2.98	No	Aus
Woolworths	Hass	235	2.98	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	300	3.00	Store	Aus
I	Wurtz	300	3.00	Store	Aus
I	Hass	252	3.29	No	Aus
IGA	Hass	245	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	150	1.29	No	NS
Coles	Hass	250	1.60	No	Aus
I	Hass	205	2.40	No	Aus
I	Hass	210	2.49	No	Aus
IGA	Hass	225	2.49	No	Aus
Woolworths	Hass	200	2.98	No	Aus
Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
IS	Hass	240	2.99	No	NS
I	Hass	250	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Wurtz	240	2.99	No	Aus
I	Hass	290	3.19	No	Aus
I	Hass	270	3.19	No	Aus
I	Hass	320	3.98	No	Aus
PERTH					
I	Hass	165	1.98	No	Aus
IS	Hass	190	1.99	Store	Aus
Woolworths	Hass	200	2.48	No	Aus
Woolworths	Hass	185	2.48	No	Aus
Woolworths	Hass	180	2.48	No	Aus
IGA	Hass	180	2.69	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	190	2.98	No	Aus
I	Hass	235	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	195	3.29	No	Aus
I	Hass	275	3.69	No	Aus
IGA	Hass	240	3.99	No	Aus
I	Hass	260	3.99	No	Aus
IGA	Hass	305	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