



INFOCADO WEEKLY REPORT: 16th —22nd June 2012 (Wk 25)



Comments

- The July Quarterly report is due to be published in the coming weeks. We had hoped to send a revised industry forecast to all contributors last week but unfortunately we are still missing data from some packhouses. If you have not reviewed your forecast yet, please submit it as soon as possible. Obviously the report is only as accurate as the data submitted.
- Brisbane stores have multiple store specials this week which the other states have very few specials in place.
- In June, Masterclasses at TAFE institutes in Sydney have been targeting budding chefs and encouraging the use of avocado in their future careers. Masterclasses in Newcastle and Melbourne are also scheduled for June.
- 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.

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. A refreshed consumer website design and blog are being developed for a planned launch in July. The website will also feature Frequently Asked Questions (FAQs) about maintaining a healthy weight during winter. This information has been supplied by Australian Avocados nutritionist Zoe Bingley-Pullin.
- During September a major retailer will be promoting Australian avocados. In store activities are planned nationally for this retail chain to promote eating healthy snacks like guacamole during footy season. Point of sale recipe cards will be distributed through the retail chain with a strong focus on buying Australian avocados. Brand ambassadors will be in store to encourage consumers to buy Australian and support Aussie avo farmers.
- All creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message.
- 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

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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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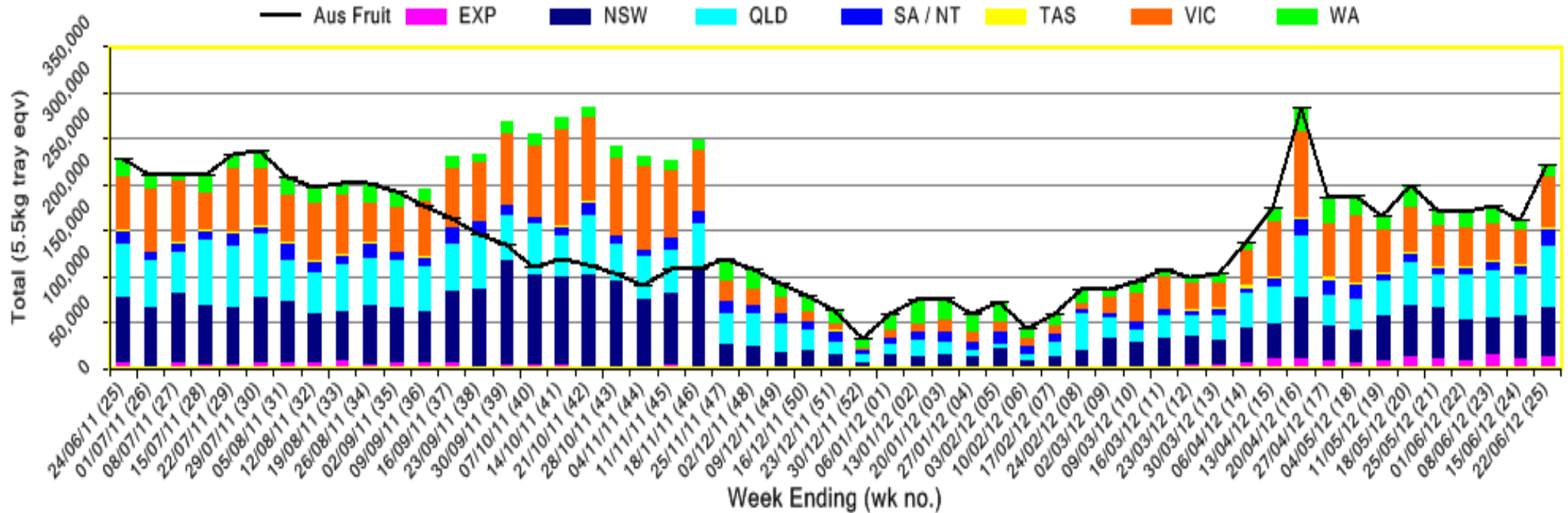
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Industry Dispatches By Destination State and Count Size : 16th June - 22nd June 2012 (Wk 25)

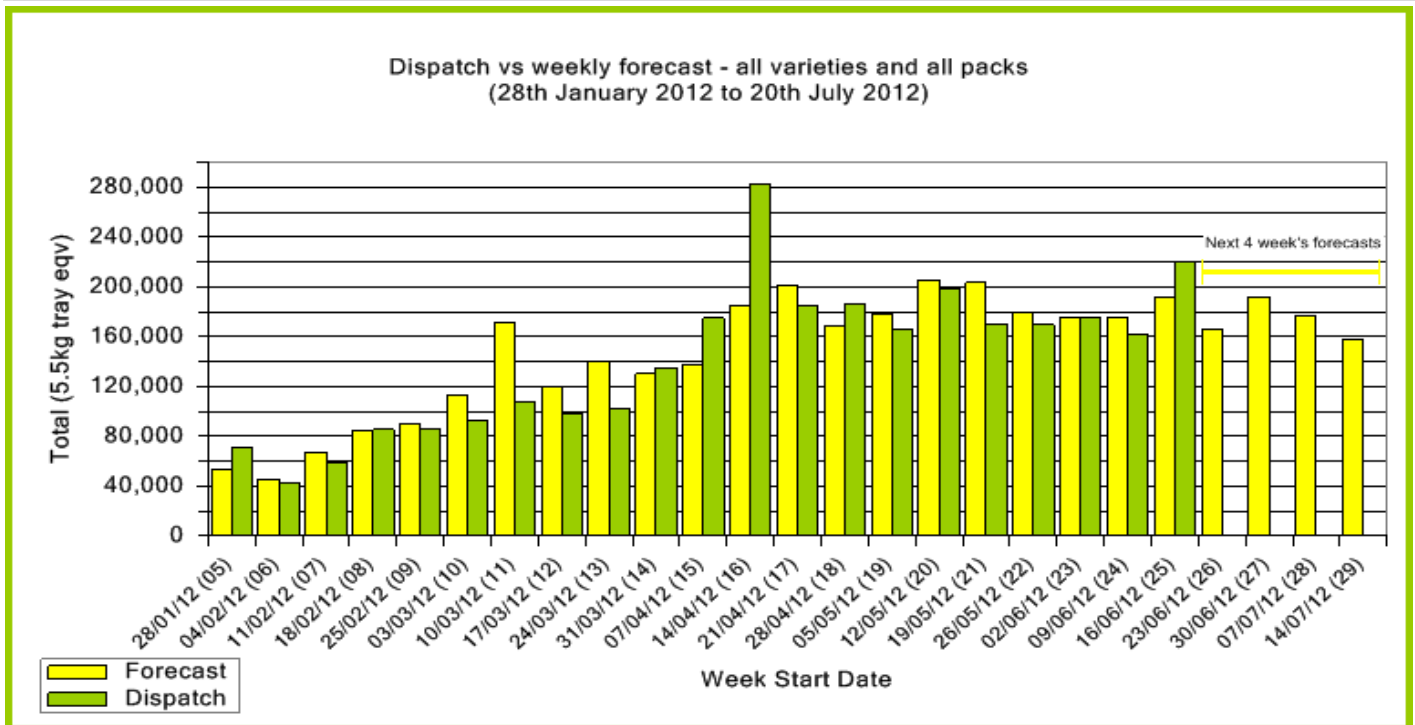
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP			172	1,288				2,861	6,337	10,658	1,297				13,016
NSW	301	2,085	4,897	9,202	1,230	8,145	9,749	2,900	352	38,861	7,956	1,248			53,553
QLD	62	738	3,154	10,980	959	6,485	10,397	9,341	2,094	44,210	11,352	4,120	3,500		66,235
SA / NT	1	13	3,093	1,982		1,893	1,532	315		8,829	5,376	252			18,650
TAS							1,552	384		1,936					1,936
VIC	266	4,543	9,459	14,389	1,660	7,256	5,126	2,366	437	45,502	4,859	3,494			54,972
WA	6	94	205	2,211		1,053	6,193	768	43	10,573	992				12,377
Total	636	7,473	20,980	40,052	3,849	24,832	34,549	18,935	9,263	160,569	31,832	9,114	3,500		220,738

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 3,235,173 5.5kg tray eqv



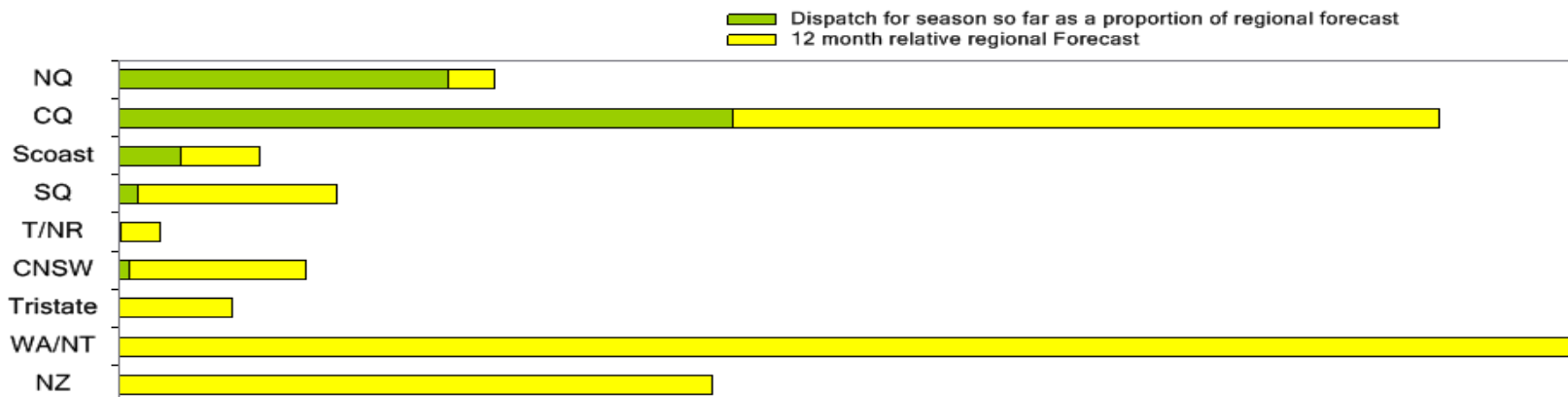
Forecast Data (Week 25 - 29)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 25 - begin 16/06/2012					
Bacon		230			418
Fuerte	45				45
Hass	135,044	27,120	5,000		185,262
Lamb Hass	1,700	100			1,882
Pinkerton	580	25			625
Sharwil	180	5			189
Shepard	70	24			114
Wurtz	3,000				3,000
Week Total	140,619	27,504	5,000		191,535
Week 26 - begin 23/06/2012					
Bacon		160			291
Fuerte	88	120			306
Hass	119,205	20,690	5,000		157,732
Lamb Hass	3,000	200			3,364
Pinkerton	500	5			509
Sharwil	1,060				1,060
Shepard	35	24			79
Wurtz	3,000				3,000
Week Total	126,888	21,199	5,000		166,341
Week 27 - begin 30/06/2012					
Bacon		40			73
Fuerte	176	120			394
Hass	140,900	24,625	5,000	10,000	188,400
Pinkerton	200				200
Sharwil	40				40
Wurtz	3,000				3,000
Week Total	144,316	24,785	5,000	10,000	192,107
Week 28 - begin 07/07/2012					
Bacon		40			73
Fuerte	210	120			428
Hass	126,000	24,550	5,000	10,000	173,363
Pinkerton	100				100
Sharwil	20				20
Wurtz	3,000				3,000
Week Total	129,330	24,710	5,000	10,000	176,984
Week 29 - begin 14/07/2012					
Hass	108,992	25,120		1,000	154,847
Pinkerton	50				50
Sharwil	10				10
Wurtz	3,000				3,000
Week Total	112,052	25,120		1,000	157,907

Green shading indicates dispatch data					Yellow shading indicates forecast data	
Dispatch Data (Week 25 - begin 16/06/2012)						
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays	
Bacon		160			291	
Hass	151,951	30,490	9,114	3,500	209,680	
Lamb Hass	4,494	380			5,185	
Pinkerton	1,118	186			1,456	
Sharwil	309	7			322	
Shepard	69	12			91	
Wurtz	2,628	597			3,713	
Total	160,569	31,832	9,114	3,500	220,738	

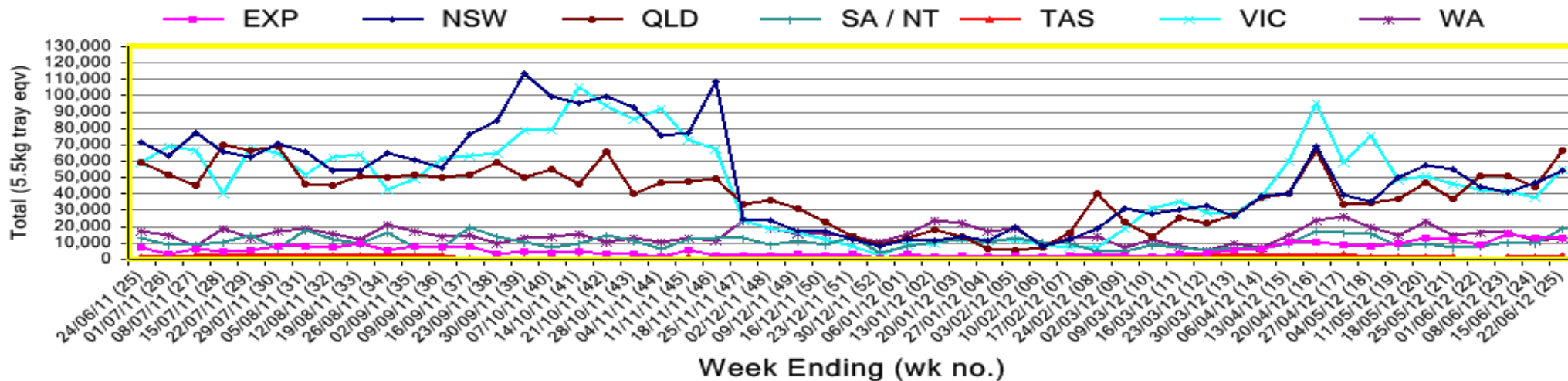


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 3,235,173 5.5kg tray eqv



Week 25 contributors - Packhouses

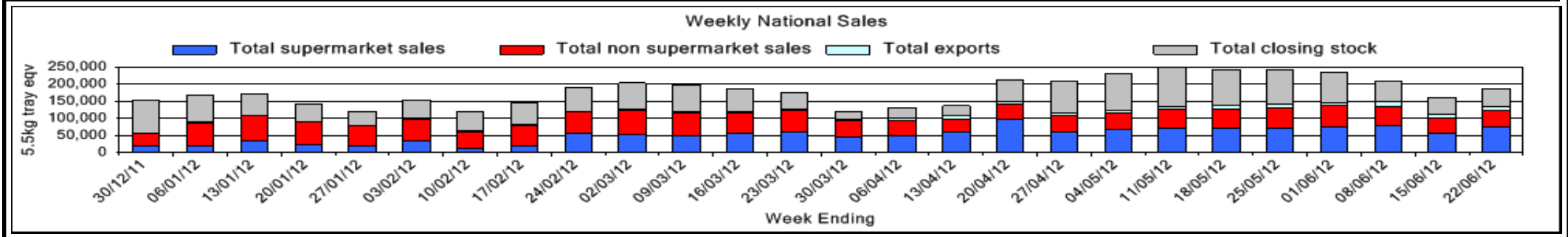
Balmoral Orchard	Simpson Farms Pty Ltd (Goodwood Home)
Chris and Sue Allan	Sunfresh
Donovan Family Investment Trust	Sunny Bluff Produce Pty Ltd
G & C Christensen	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak
One Harvest	Touchwood Farming

Week 25 contributors - Wholesalers

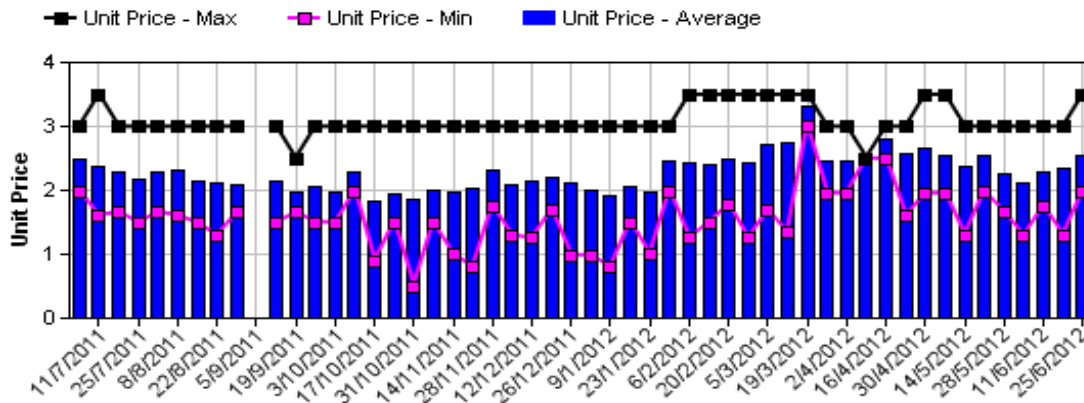
Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (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

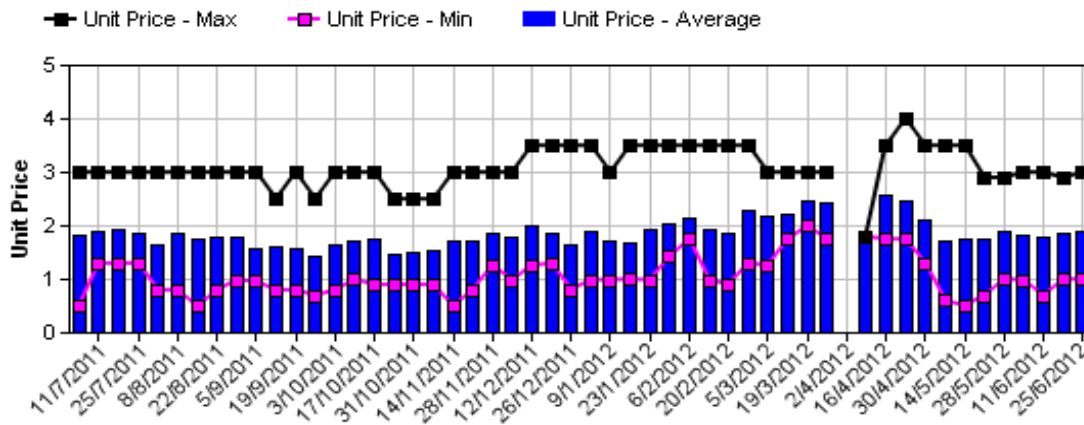
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	17,399			17,399						564			564	103	17,501			17,501
Total non supermarket sales	3,866		87	3,953	2,490		8	2,498	4,542						8,393		102	8,495
Total exports																		
Total sales	21,265		87	21,352	2,490		8	2,498	4,542	564			564	103	25,894		102	25,996
Total Stock on Hand	589			589	210			210	382						971			971
QLD																		
Total supermarket sales	21,423			21,423	1,324			1,324	2,407	2,160			2,160	393	24,223			24,223
Total non supermarket sales	12,854			12,854	1,346			1,346	2,447						15,301			15,301
Total exports	10,658			10,658	1,297			1,297	2,358						13,016			13,016
Total sales	44,935			44,935	3,967			3,967	7,213	2,160			2,160	393	52,540			52,540
Total Stock on Hand	19,171		231	19,402	655			655	1,191						20,362		231	20,593
SA & TAS																		
Total supermarket sales	10,684			10,684	61			61	111	252			252	46	10,841			10,841
Total non supermarket sales	3,137			3,137	544			544	989						4,126			4,126
Total exports																		
Total sales	13,821			13,821	605			605	1,100	252			252	46	14,967			14,967
Total Stock on Hand	7,616			7,616	821			821	1,493						9,109			9,109
VIC																		
Total supermarket sales	15,070			15,070	497		192	689	1,253	1,860			1,860	338	16,312		349	16,661
Total non supermarket sales	6,784		2,807	9,590	2,091		124	2,215	4,027	206			206	37	10,623		3,032	13,655
Total exports																		
Total sales	21,854		2,807	24,660	2,588		316	2,904	5,280	2,066			2,066	376	26,935		3,381	30,316
Total Stock on Hand	6,393		1,653	8,045	2,133		518	2,651	4,820	439			439	80	10,351		2,595	12,945
WA																		
Total supermarket sales	7,272			7,272	96			96	175						7,447			7,447
Total non supermarket sales	2,473		50	2,523	928		30	958	1,742						4,160		105	4,265
Total exports																		
Total sales	9,745		50	9,795	1,024		30	1,054	1,916						11,607		105	11,711
Total Stock on Hand	5,456		72	5,528	1,699			1,699	3,089						8,545		72	8,617
Total																		
Total supermarket sales	71,848			71,848	1,978		192	2,170	3,945	4,836			4,836	879	76,323		349	76,672
Total non supermarket sales	29,114		2,944	32,057	7,399		162	7,561	13,747	206			206	37	42,604		3,238	45,842
Total exports	10,658			10,658	1,297			1,297	2,358						13,016			13,016
Total sales	111,619		2,944	114,563	10,674		354	11,028	20,051	5,042			5,042	917	131,943		3,587	135,531
Total Stock on Hand	39,225		1,956	41,180	5,518		518	6,036	10,975	439			439	80	49,337		2,898	52,235



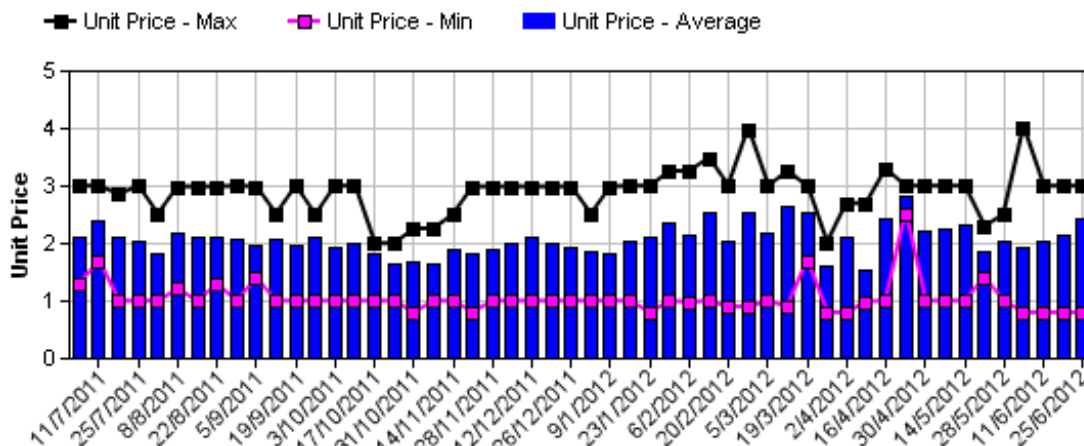
Hass Avocado Average Retail Prices - Sydney



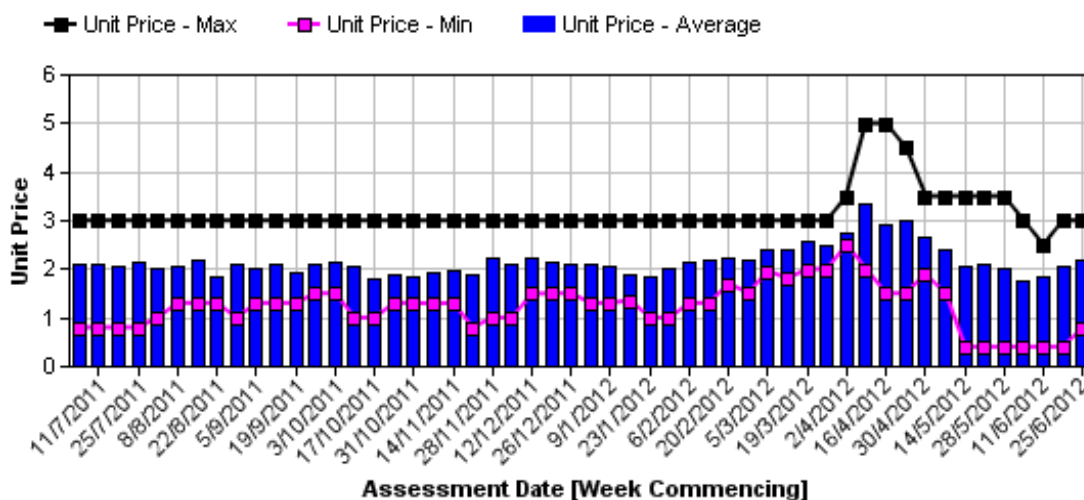
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

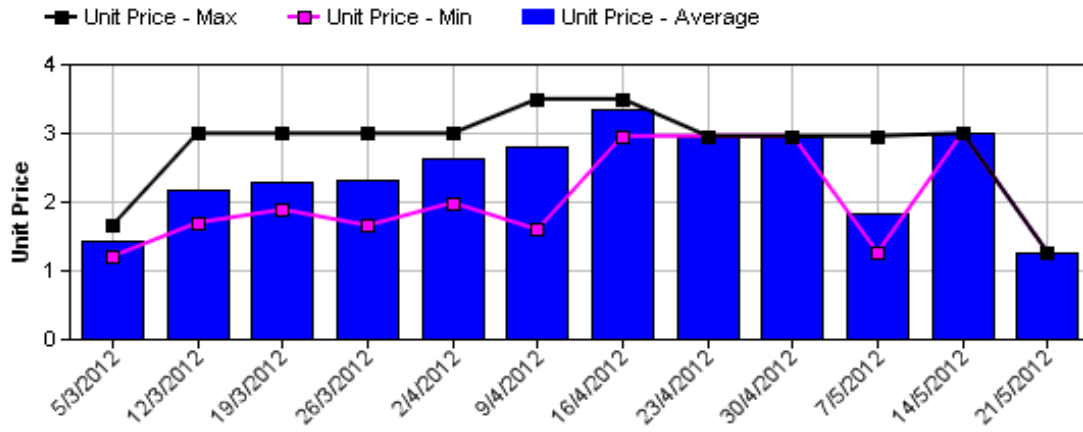


Hass Avocado Average Retail Prices - Perth

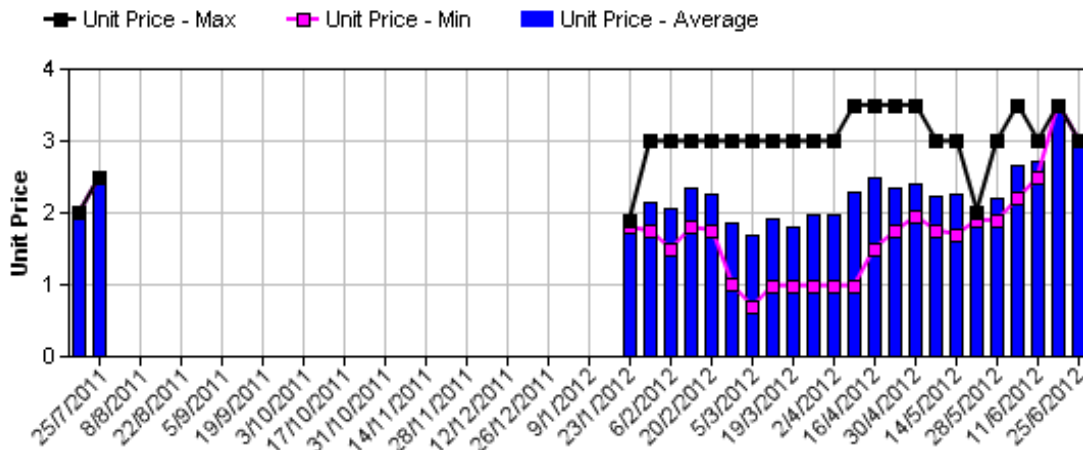


Assessment Date [Week Commencing]

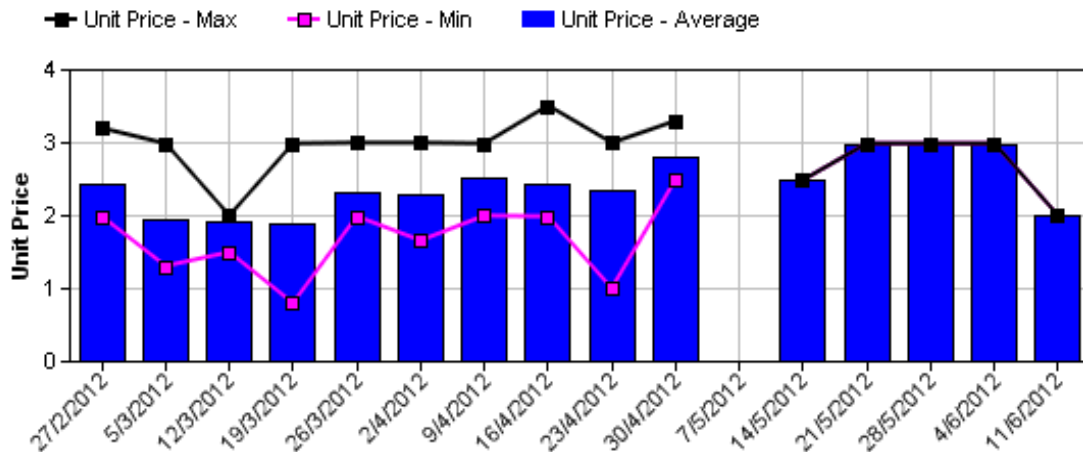
Shepard Avocado Average Retail Prices - Sydney



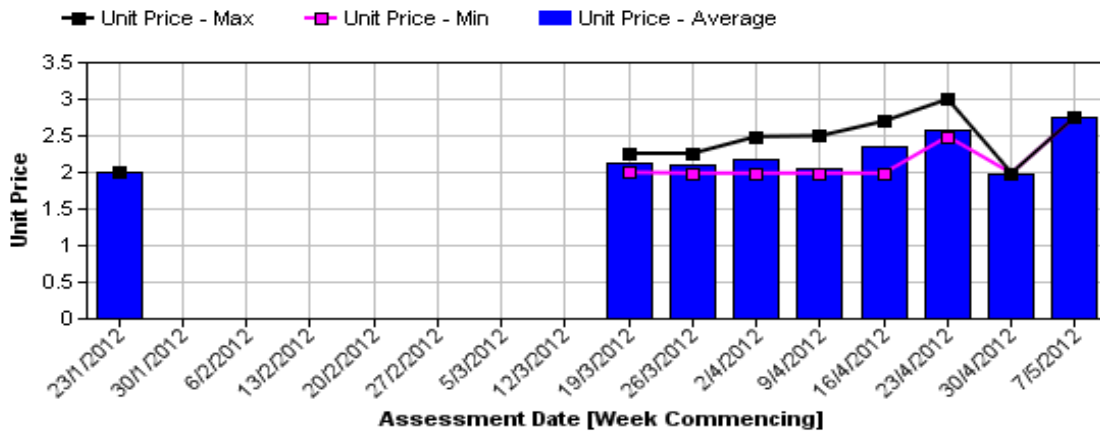
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 25th June 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	240	1.98	No	Aus
Woolworths	Hass	250	1.98	Store	Aus
Coles	Hass	250	1.98	No	Aus
Woolworths	Hass	260	1.98	No	Aus
Woolworths	Hass	270	1.98	No	Aus
Coles	Hass	260	1.98	No	Aus
IGA	Hass	230	2.29	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	285	2.95	No	Aus
I	Hass	330	2.99	No	Aus
I	Hass	270	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	305	3.49	No	Aus
BRISBANE					
I	Hass	160	0.99	Store	Aus
I	Hass	230	1.00	Store	Aus
Woolworths	Hass	200	1.25	Store	Aus
Woolworths	Hass	275	1.25	Store	Aus
Woolworths	Hass	200	1.25	No	Aus
IGA	Hass	220	1.68	No	Aus
IGA	Hass	175	1.74	No	Aus
IGA	Hass	200	1.74	No	Aus
Coles	Hass	230	1.98	No	Aus
Coles	Hass	300	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
I	Hass	260	2.19	Store	Aus
I	Wurtz	305	2.49	Store	Aus
I	Hass	442	2.69	Store	Aus
I	Hass	255	2.69	Store	Aus
I	Wurtz	285	2.69	Store	Aus
I	Hass	230	2.89	Store	Aus
I	Hass	315	2.99	Store	Aus
I	Shepard	315	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	0.79	Store	NS
IS	Hass	290	1.99	No	Aus
I	Hass	255	1.99	No	NS
Coles	Hass	260	2.25	No	Aus
Coles	Hass	285	2.25	No	Aus
Coles	Hass	305	2.25	No	Aus
Safeway	Hass	290	2.25	at	Aus
Safeway	Hass	300	2.25	at	Aus
I	Hass	275	2.50	No	Aus
Safeway	Hass	295	2.50	at	Aus
I	Hass	301	2.80	No	Aus
I	Sharwil	280	2.98	No	Aus
I	Hass	295	2.99	No	NS
I	Hass	280	2.99	No	NS
I	Hass	310	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	275	2.99	No	Aus
PERTH					
I	Hass	160	0.79	Store	Aus
Coles	Hass	220	1.98	No	Aus
Woolworths	Hass	200	1.98	No	Aus
Coles	Hass	255	1.98	No	Aus
Woolworths	Hass	210	1.98	No	Aus
Coles	Hass	205	1.98	No	Aus
I	Hass	230	1.99	No	NS
Woolworths	Hass	205	1.99	No	Aus
IS	Hass	235	1.99	Store	Aus
IGA	Hass	260	2.29	No	Aus
IGA	Hass	230	2.49	No	Aus
IGA	Hass	240	2.49	No	Aus
I	Hass	285	2.49	No	Aus
I	Hass	280	2.79	No	Aus
IGA	Hass	310	2.99	No	Aus
I	Hass	290	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