



## INFOCADO WEEKLY REPORT: 15th — 21st June 2013 (Wk 25)



### Comments

- In week 25 wet weather continued to interfere with harvesting across Queensland. Dispatches increased slightly vs what had been forecasted. The forecast for weeks 26, 27 and 28 indicate slight volume increases going forward.
- The June Dry Matter sampling was undertaken in the Sydney markets yesterday. Results should be available in time for next week's report.
- Growers and packers attending the upcoming Northern New South Wales and Western Australian meetings will have the opportunity to talk to Avocados Australia CEO John Tyas about Infocado, Dry Matters or any other industry issues.
- All packhouses are reminded that their June seasonal forecasts are due back by the end of this month. This information will feed into the July Quarterly Report.

[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 Winter edition of Talking Avocados will be available in July and includes an update on the Australian Avocado's new strategic marketing plan. Some key points are included below, but please check out the full article when you receive Talking Avocados.

- Extensive consumer research was conducted in 2012 and these findings have driven the new three year marketing plan which begins in July.
- Avocado buyers have been segmented based off their behaviours and attitudes. Importantly this has identified a group of people across all life stages who's passion for avocados sets them apart. They account for 2/3 of purchases already and research showed that they, out of all consumer segments were most likely to purchase more. This is a key opportunity.
- Except for the above mentioned passionate consumers, most other buyers still lack confidence around the fundamentals of choosing, handling and ripening avocados. Consumer focused education around these points is necessary to improve buyer confidence.
- Price continues to be a barrier to purchase. 2/3 of buyers have at some point deferred purchase based on price. 40% of buyers say that avocados are too expensive at \$2.50. This provides an opportunity to enhance perceived value for the consumer. The new marketing strategy is therefore designed to drive a "value" perception that enables everyday consumption, with less price sensitivity.

### Upcoming Holidays

WA Queen's Birthday: 30 September

### Report Index

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#### IMPORTANT and PLEASE NOTE:

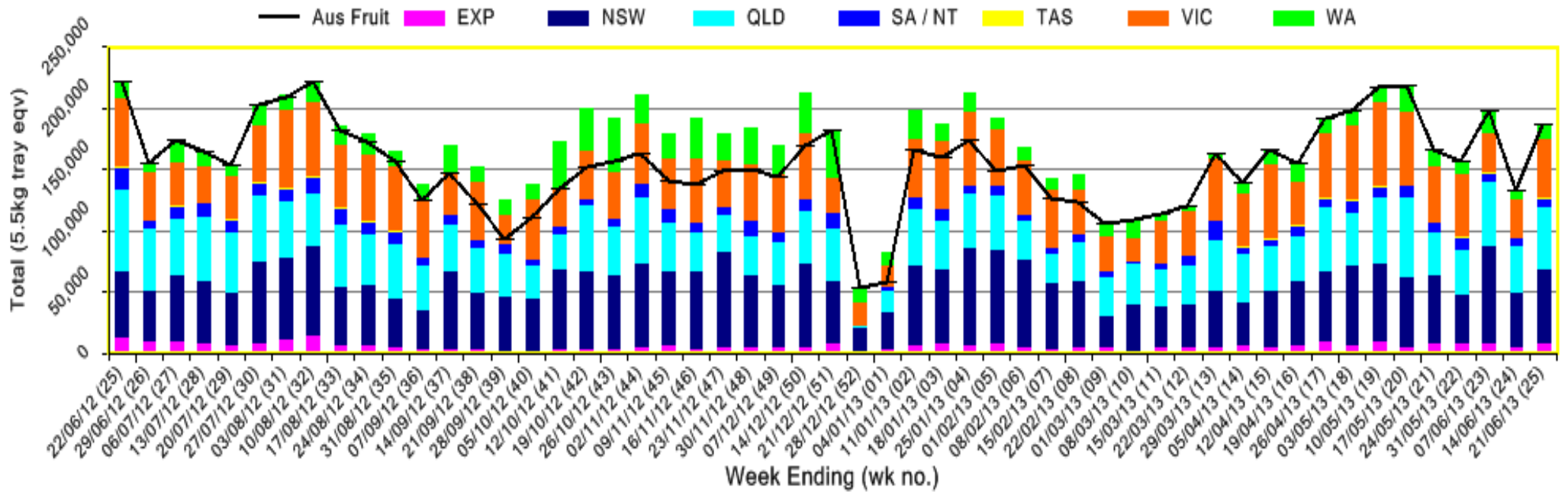
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 15th June - 21st June 2013 (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		10						1,431	4,369		5,810	1,470			8,483
NSW	41	1,169	4,235	11,146	1,859	7,115	6,521	3,057	297		35,440	13,335	2,640		60,165
QLD	2	487	1,428	4,971	346	4,601	7,123	6,914	874		26,746	10,716	4,968	22,875	51,292
SA / NT				779	42	68	764	1,815	320		3,788	1,193	960		6,132
TAS									480		480				480
VIC	456	1,106	2,711	6,196	601	5,479	6,946	2,976	1,240		27,711	10,643	8,160		48,546
WA		177	411	1,121		679	2,374	2,062			6,824	2,616			11,580
<b>Total</b>	<b>499</b>	<b>2,949</b>	<b>8,785</b>	<b>24,213</b>	<b>2,848</b>	<b>17,942</b>	<b>24,208</b>	<b>18,255</b>	<b>7,100</b>		<b>106,799</b>	<b>39,973</b>	<b>16,728</b>	<b>22,875</b>	<b>186,677</b>

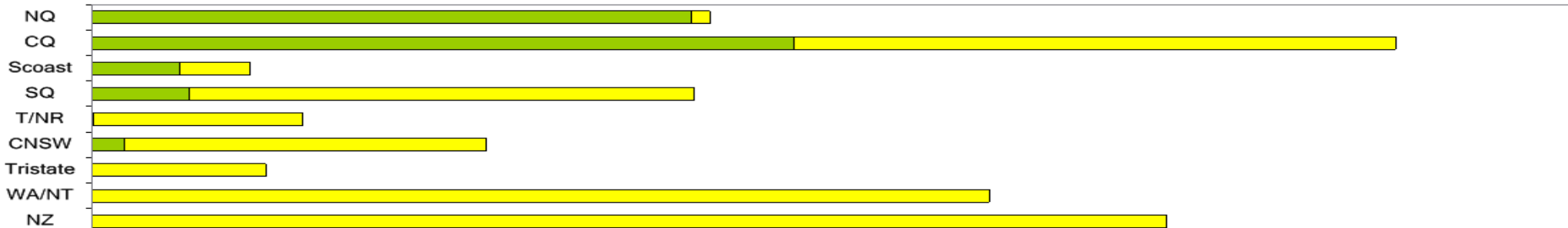
**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 4,061,883 5.5kg tray eqv



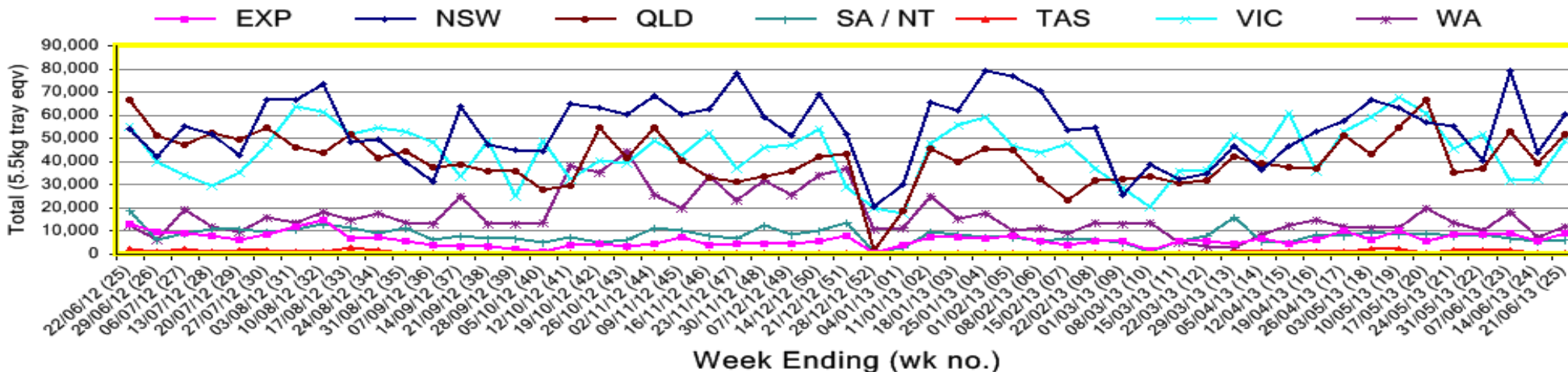


Percentage dispatched by region (Based on seasonal forecast - 2013)

■ 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 2013 to date = 4,061,883 5.5kg tray eqv



**Week 25 contributors - Packhouses**

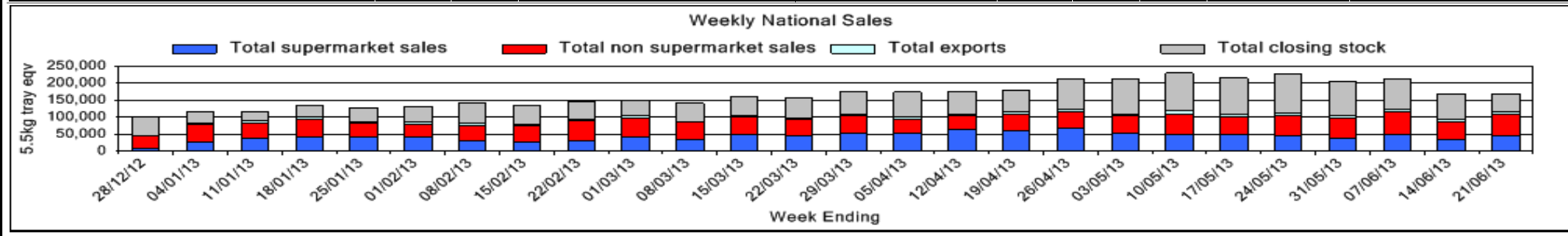
Balmoral Orchard	Simpson Farms Pty Ltd
Donovan Family Investment Trust	Sunfresh
G & J Krenske	Sunny Bluff Produce Pty Ltd
Googa Farms	Sunnyspot Packhouse Pty Ltd
Green Nugget Orchards	Wodonga Park Fruit and Nuts
Lava Valley Produce	SuperPak
Mountain Fresh	The Avolution
Natures Fruit Company	Touchwood Farming
One Harvest	

**Week 25 contributors - Wholesalers**

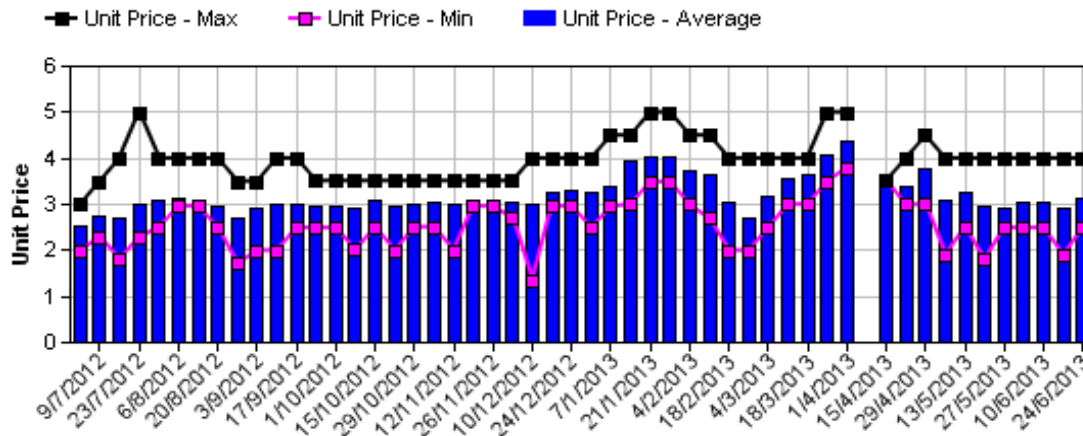
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes 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**

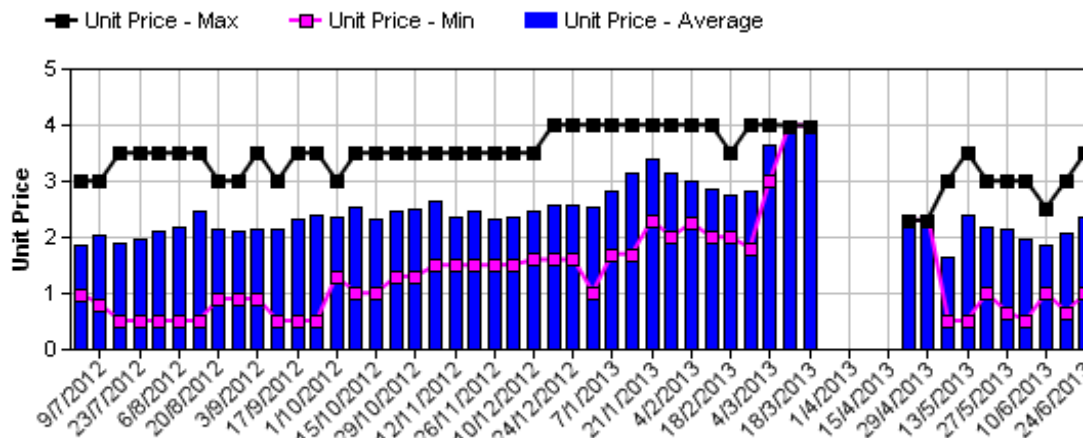
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Not enough NSW Wholesalers contributed this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	14,211			14,211	2,870			2,870	5,218	2,640			2,640	480	19,909			19,909
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	13,531			13,531	480		64	544	989	3,600			3,600	655	15,058		116	15,175
<b>Total non supermarket sales</b>	16,864			16,864	2,185			2,185	3,973						20,837			20,837
<b>Total exports</b>	5,810			5,810	1,470			1,470	2,673						8,483			8,483
<b>Total sales</b>	36,205			36,205	4,135		64	4,199	7,635	3,600			3,600	655	44,378		116	44,494
<b>Total Stock on Hand</b>	20,336			20,336	1,157			1,157	2,104						22,440			22,440
SA & TAS																		
<b>Total supermarket sales</b>	6,951			6,951						960			960	175	7,126			7,126
<b>Total non supermarket sales</b>	4,935			4,935	768			768	1,396						6,331			6,331
<b>Total exports</b>																		
<b>Total sales</b>	11,886			11,886	768			768	1,396	960			960	175	13,457			13,457
<b>Total Stock on Hand</b>	3,153			3,153	571			571	1,038						4,191			4,191
VIC																		
<b>Total supermarket sales</b>	6,304			6,304	192			192	349	8,160			8,160	1,484	8,137			8,137
<b>Total non supermarket sales</b>	8,485	544	1,743	10,772	4,375	1,540	774	6,689	12,162	7			7	1	16,441	3,344	3,150	22,935
<b>Total exports</b>																		
<b>Total sales</b>	14,789	544	1,743	17,076	4,567	1,540	774	6,881	12,511	8,167			8,167	1,485	24,578	3,344	3,150	31,072
<b>Total Stock on Hand</b>	4,776	103	2,904	7,783	2,233	936	1,010	4,179	7,598						8,836	1,805	4,740	15,381
WA																		
<b>Total supermarket sales</b>	1,300			1,300	72			72	131						1,431			1,431
<b>Total non supermarket sales</b>	3,558			3,558	2,410			2,410	4,382						7,940			7,940
<b>Total exports</b>																		
<b>Total sales</b>	4,858			4,858	2,482			2,482	4,513						9,371			9,371
<b>Total Stock on Hand</b>	4,210			4,210	1,056			1,056	1,920						6,130			6,130
Total																		
<b>Total supermarket sales</b>	40,284			40,284	936		64	1,000	1,818	15,360			15,360	2,793	44,779		116	44,895
<b>Total non supermarket sales</b>	35,855	544	1,743	38,142	12,416	1,540	774	14,730	26,782	7			7	1	58,431	3,344	3,150	64,925
<b>Total exports</b>	5,810			5,810	1,470			1,470	2,673						8,483			8,483
<b>Total sales</b>	81,949	544	1,743	84,236	14,822	1,540	838	17,200	31,273	15,367			15,367	2,794	111,692	3,344	3,267	118,303
<b>Total Stock on Hand</b>	33,366	103	2,904	36,373	6,471	936	1,010	8,417	15,304						45,131	1,805	4,740	51,676



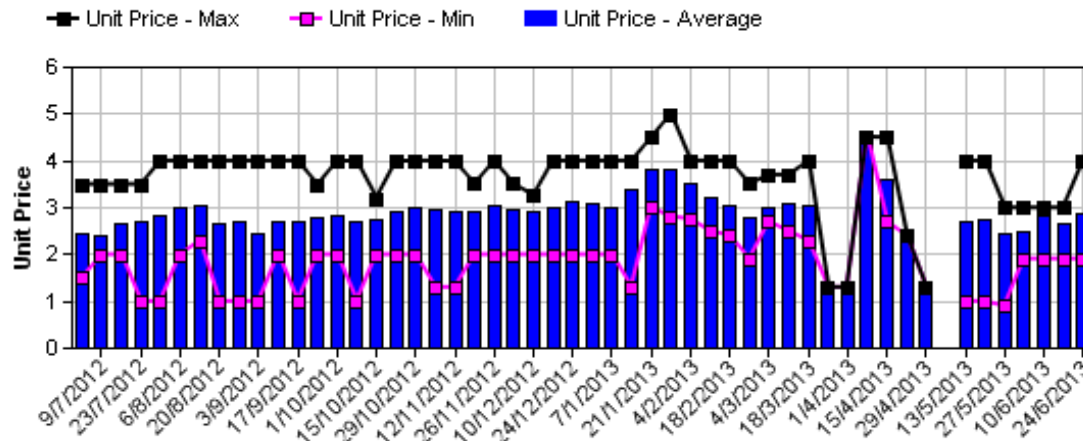
### Hass Avocado Average Retail Prices - Sydney



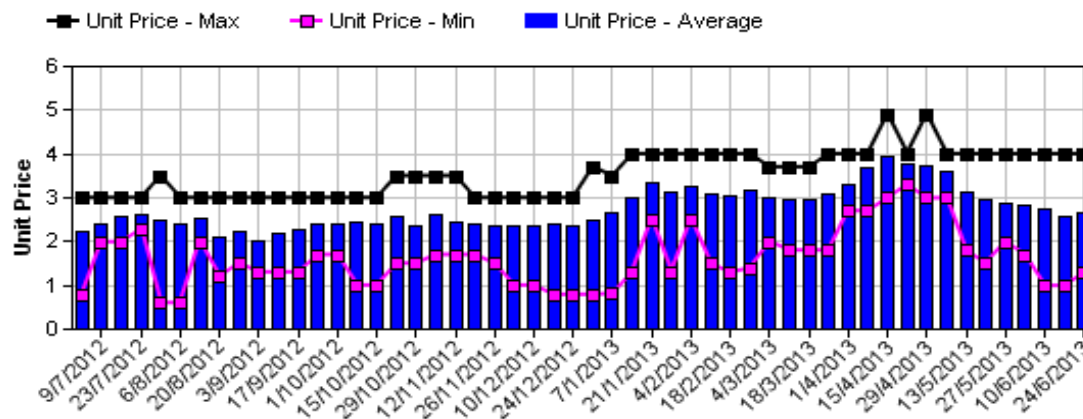
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



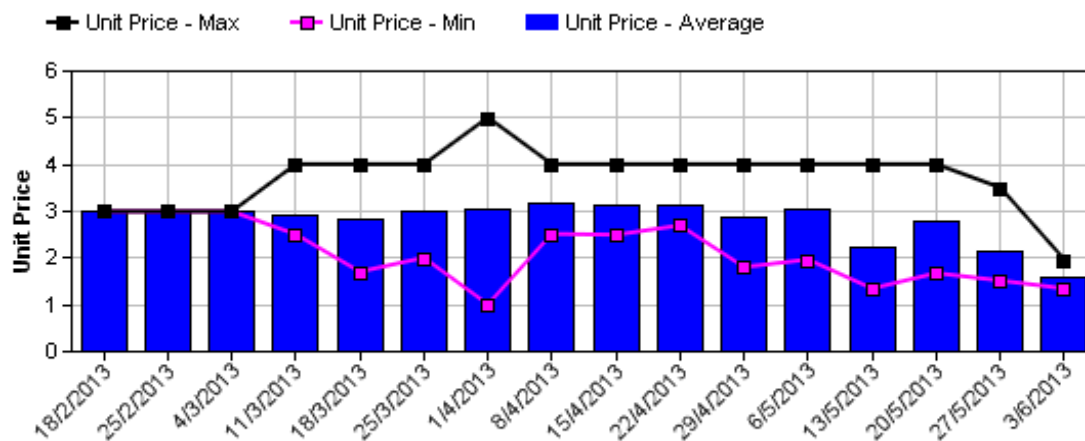
### Hass Avocado Average Retail Prices - Perth



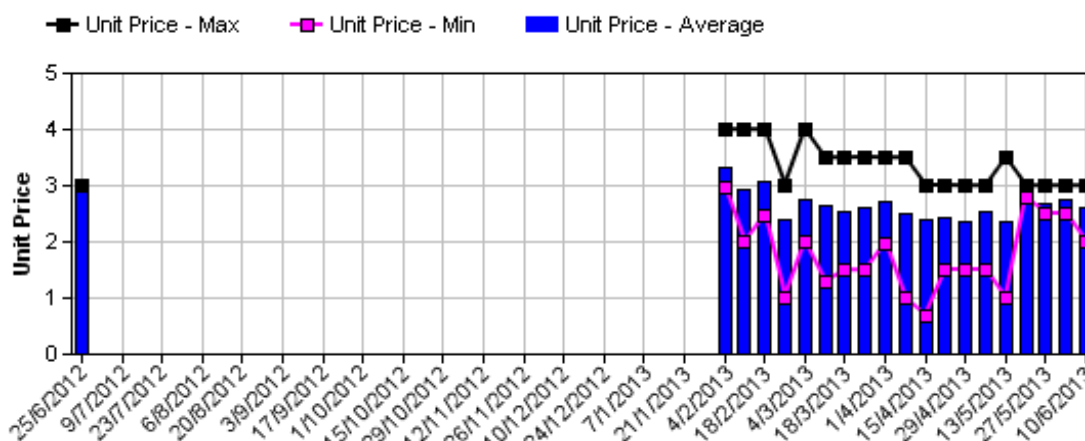
Assessment Date [Week Commencing]



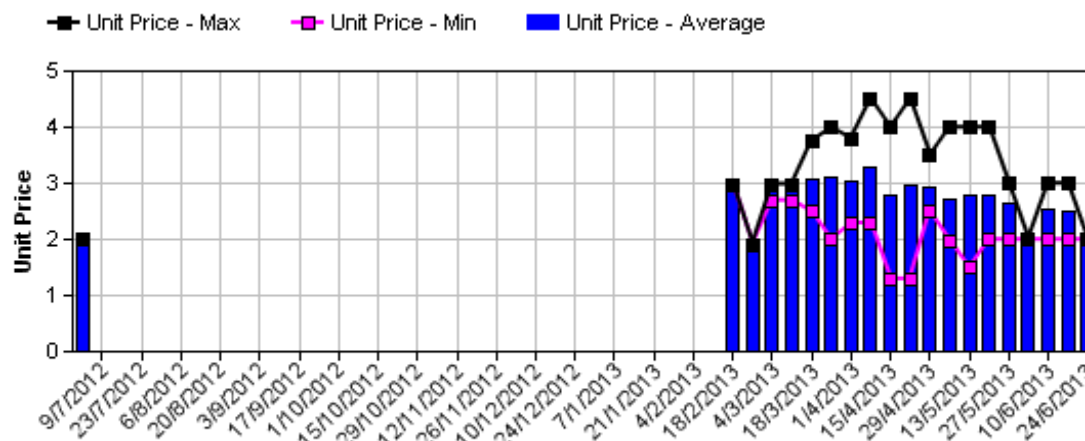
### Shepard Avocado Average Retail Prices - Sydney



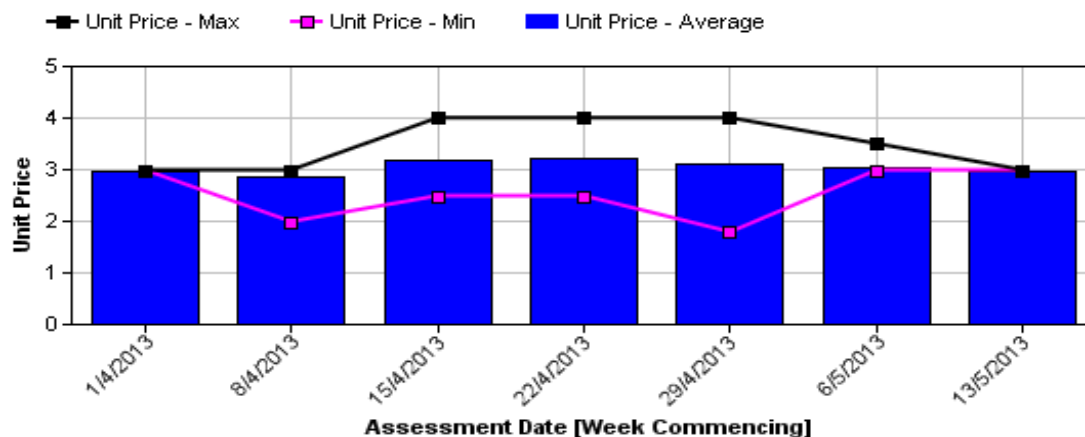
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 24th June 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Woolworths	Hass	270	2.48	Store	Aus	I	Hass	224	1.90	No	Aus
Woolworths	Hass	260	2.48	Store	Aus	I	Shepard	240	1.99	No	NS
Woolworths	Hass	260	2.48	No	Aus	I	Hass	235	2.49	No	NS
Foodworks	Hass	290	2.69	No	Aus	I	Hass	227	2.49	No	NS
IGA	Hass	310	2.95	No	Aus	I	Hass	285	2.75	No	NS
Coles	Hass	280	2.98	No	Aus	I	Hass	280	2.75	No	NS
Coles	Hass	280	2.98	No	Aus	Safeway	Hass	270	2.98	No	Aus
Coles	Hass	275	2.98	No	Aus	Coles	Hass	255	2.98	No	Aus
I	Hass	250	2.99	No	Aus	I	Hass	270	2.98	No	Aus
I	Hass	270	2.99	No	Aus	Coles	Hass	245	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Coles	Hass	240	2.98	No	Aus
IGA	Hass	200	2.99	No	Aus	Safeway	Hass	260	2.98	No	Aus
I	Hass	300	3.99	No	Aus	IS	Hass	237	2.99	No	Aus
I	Hass	330	3.99	No	Aus	IGA	Hass	262	2.99	No	Aus
I	Hass	300	3.99	No	Aus	I	Hass	275	2.99	No	Aus
I	Hass	320	3.99	No	Aus	Safeway	Hass	255	3.98	No	Aus
<b>BRISBANE</b>						<b>PERTH</b>					
IGA	Hass	180	0.99	Cat	Aus	I	Hass	185	1.28	No	Aus
IGA	Hass	110	0.99	Cat	Aus	IS	Hass	240	1.29	Store	Aus
Woolworths	Wurtz	315	1.79	Store	Aus	Coles	Hass	185	2.48	No	Aus
IGA	Hass	100	1.98	Store	Aus	Coles	Hass	190	2.48	No	Aus
Woolworths	Hass	200	1.98	No	Aus	Coles	Hass	180	2.48	No	Aus
I	Hass	260	1.99	No	Aus	I	Hass	230	2.50	No	Aus
Coles	Hass	240	2.48	No	Aus	IGA	Hass	240	2.69	No	Aus
Coles	Hass	200	2.48	No	Aus	Woolworths	Hass	210	2.98	Store	Aus
Coles	Hass	210	2.48	No	Aus	Woolworths	Hass	220	2.98	Store	Aus
I	Hass	245	2.50	Store	Aus	IGA	Hass	250	2.99	No	Aus
I	Hass	260	2.50	Store	Aus	IGA	Hass	260	2.99	No	Aus
Woolworths	Hass	220	2.98	No	Aus	I	Hass	250	2.99	No	Aus
Woolworths	Hass	200	2.98	No	Aus	I	Hass	260	2.99	No	Aus
I	Hass	280	3.00	Store	Aus	I	Hass	255	2.99	No	Aus
I	Hass	234	3.49	Store	Aus	IGA	Hass	295	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