



INFOCADO WEEKLY REPORT: 14th — 20th June 2014 (Wk 25)



Comments

- The highest price for Hass in the week gone was again in Sydney with fruit holding steady at \$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 dispatches for the week were slightly higher than the forecast. AAL would like to remind all contributors to continually reassess and amend their 4 week forecast accordingly as harvests continue and thank all for their efforts in this task.
- Total sales into the retail sector has inclined steadily in comparison to past weeks (see page 5 through previous reports), whilst total stock on hand has been maintained at moderate levels as well compared to figures provided over the past month from the wholesale sector.

[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:

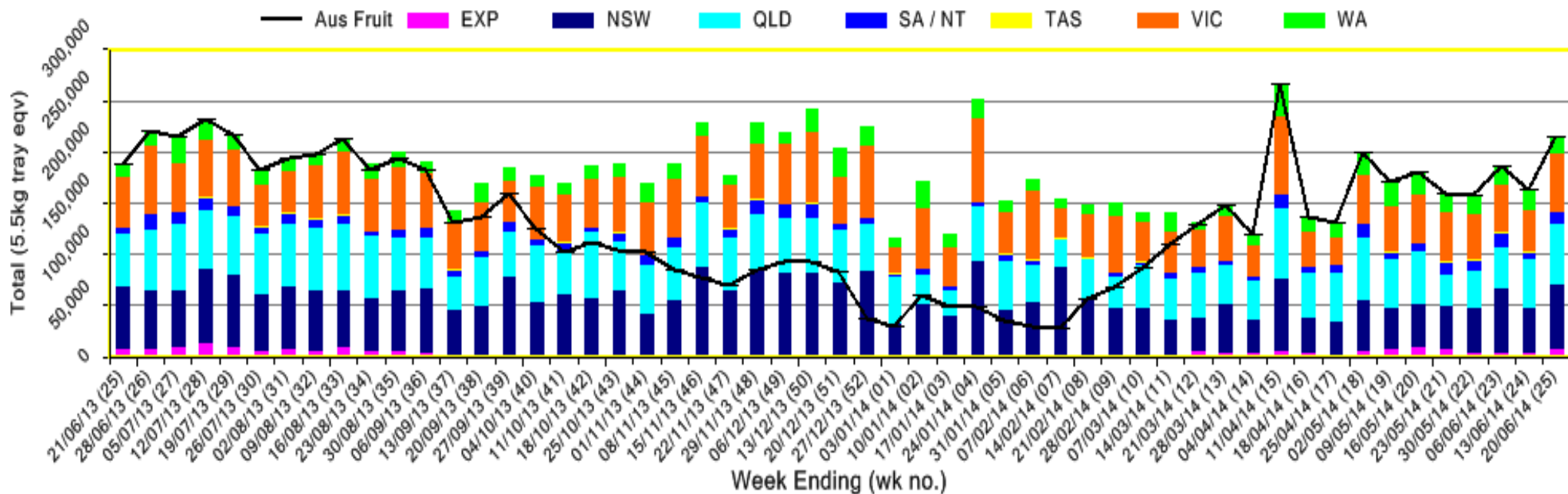
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 14th June - 20th June 2014 (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			1							2,235	2,236	2,596			6,956
NSW	247	1,418	4,556	9,981	540	13,574	9,742	2,844	2,062	44,964	10,080	1,260		63,520	
QLD	64	567	3,462	4,606	224	9,463	5,500	14,194	1,986	40,066	10,673	120	2,991	60,037	
SA / NT	20	80	300	3,317		636	516	3,396	392	8,657	1,072			10,606	
TAS							500	472		972				972	
VIC	218	1,768	2,441	8,344	365	9,433	13,752	2,161	698	39,180	9,434	1,116		56,536	
WA			168	3,632		1,416	4,850	1,424		11,490	2,520			16,072	
Total	549	3,833	10,928	29,880	1,129	34,522	34,860	24,491	7,373	147,565	36,375	2,496	2,991	214,699	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 4,077,725 5.5kg tray eqv

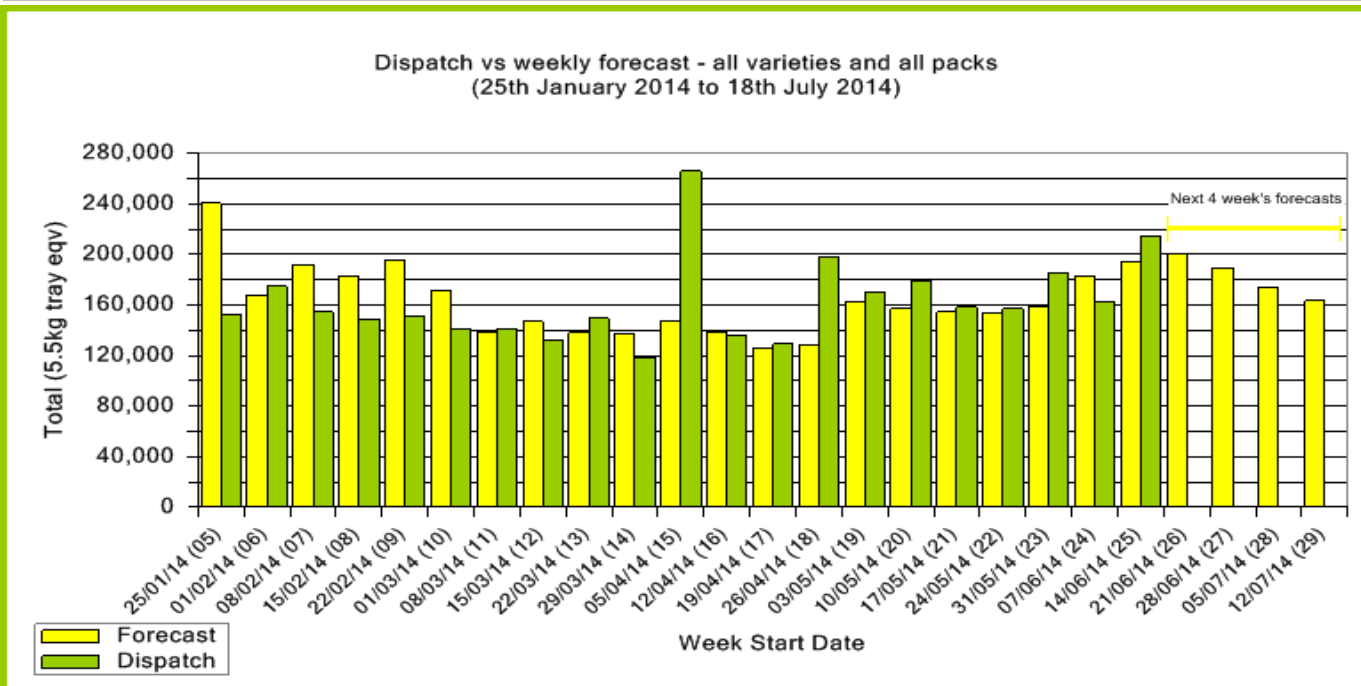


Forecast Data (Week 25 - 29)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 25 - begin 14/06/2014					
Bacon		40			73
Fuerte	50	85			205
Hass	158,120	15,960	4,100		187,883
Sharwil	4,050	210			4,432
Wurtz	2,000				2,000
Week Total	164,220	16,295	4,100		194,592
Week 26 - begin 21/06/2014					
Bacon		60			109
Fuerte		60			109
Hass	161,770	17,360	6,000		194,425
Sharwil	2,450	210			2,832
Wurtz	3,000				3,000
Week Total	167,220	17,690	6,000		200,475
Week 27 - begin 28/06/2014					
Bacon		40			73
Fuerte		80			145
Hass	152,520	16,110	6,000	2,300	183,320
Sharwil	2,300	210			2,682
Wurtz	3,000				3,000
Week Total	157,820	16,440	6,000	2,300	189,220
Week 28 - begin 05/07/2014					
Fuerte		80			145
Hass	141,570	13,890	4,000	2,300	167,970
Sharwil	2,200	190			2,545
Wurtz	3,000				3,000
Week Total	146,770	14,160	4,000	2,300	173,660
Week 29 - begin 12/07/2014					
Hass	136,250	11,880	9,000	2,300	159,904
Sharwil	1,000	150			1,273
Wurtz	2,000				2,000
Week Total	139,250	12,030	9,000	2,300	163,177

Green shading indicates dispatch data

Yellow shading indicates forecast data

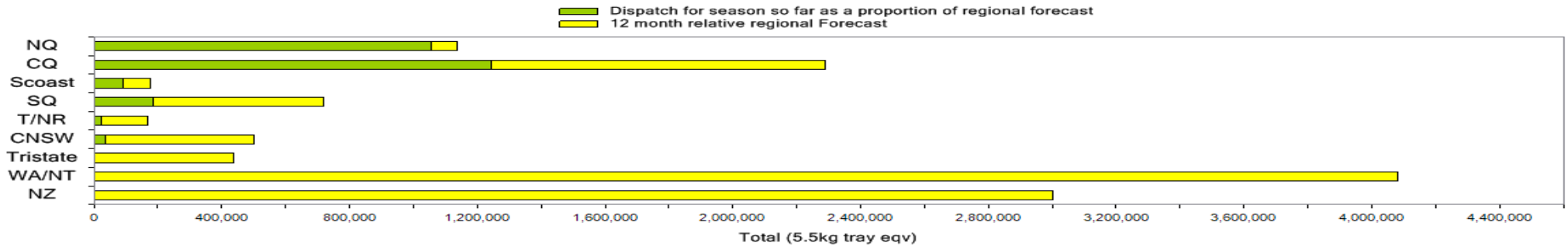
Dispatch Data (Week 25 - begin 14/06/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		39			71
Fuerte		81			147
Hass	139,469	34,232	2,496	2,991	202,707
Pinkerton	741	77			881
Sharwil	1,083	532			2,050
Wurtz	6,272	1,414			8,843
Total	147,565	36,375	2,496	2,991	214,699



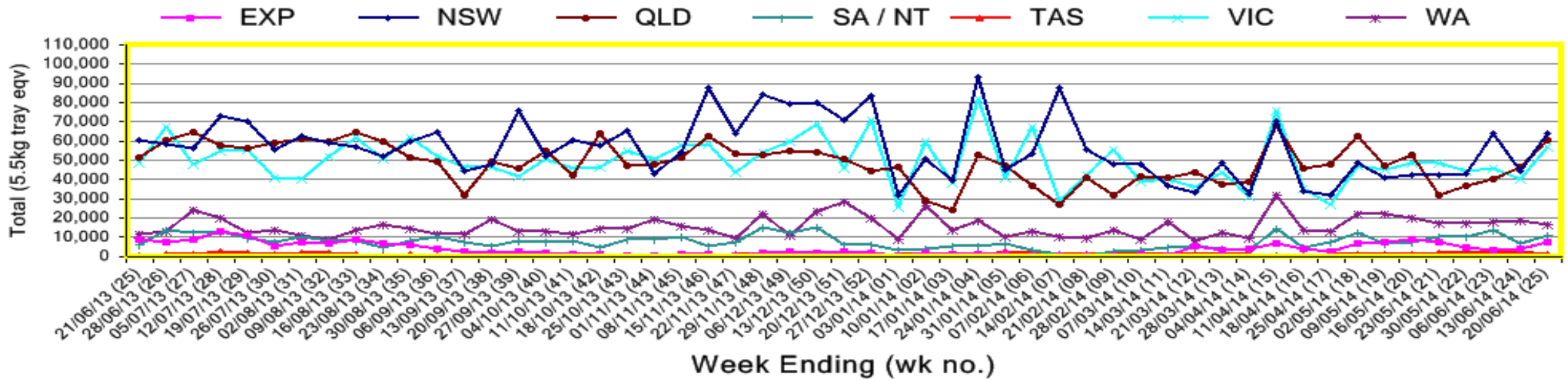
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	500	2,590,141
Australia (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 = 4,077,725 5.5kg tray eqv



Week 25 contributors - Packhouses

Week 25 contributors - Wholesalers

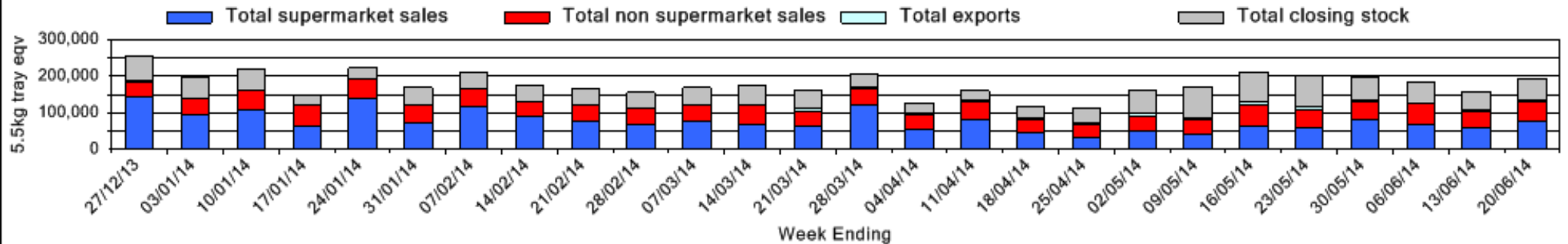
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|--------------------------------------|--|
| Natures Fruit Company (Consolidator) | Green Nugget Orchards (SQ) |
| One Harvest (Consolidator) | Touchwood Farming (SQ) |
| Sunfresh (Consolidator) | Balmoral Orchard (SQ) |
| The Avolution (Consolidator) | Mountain Fresh (SQ) |
| Lava Valley Produce (CQ) | Sunnyspot Packhouse Pty Ltd (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 |
| G & J Krenske (SQ) | |

- | | |
|---|---|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| C & S Ponte 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 (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) | WA Farm Direct (Perth) |

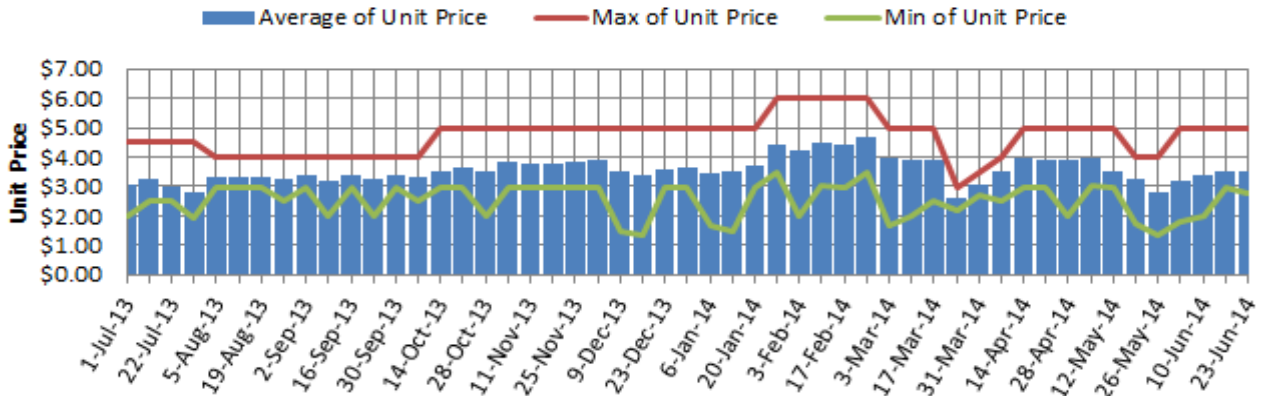
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	21,294			21,294											21,294			21,294
Total non supermarket sales	3,666		134	3,800	1,714		25	1,739	3,162						6,782		179	6,961
Total exports																		
Total sales	24,960		134	25,094	1,714		25	1,739	3,162						28,076		179	28,255
Total Stock on Hand	1,281		101	1,382	776		3	779	1,416						2,692		107	2,799
QLD																		
Total supermarket sales	19,031			19,031						120				120	22			19,053
Total non supermarket sales	13,429		250	13,679	645		204	849	1,544						14,602		621	15,223
Total exports	2,236			2,236	2,596			2,596	4,720						6,956			6,956
Total sales	34,696		250	34,946	3,241		204	3,445	6,264	120			120	22	40,611		621	41,231
Total Stock on Hand	18,354		184	18,538	648		1	649	1,180						19,532		186	19,718
SA & TAS																		
Total supermarket sales	12,460			12,460											12,460			12,460
Total non supermarket sales	4,504		153	4,657	580			580	1,055						5,559		153	5,712
Total exports																		
Total sales	16,964		153	17,117	580			580	1,055						18,019		153	18,172
Total Stock on Hand	10,714			10,714	864			864	1,571						12,285			12,285
VIC																		
Total supermarket sales	15,746			15,746	1,056			1,056	1,920						17,666			17,666
Total non supermarket sales	9,547	846	1,809	12,202	2,499		352	2,851	5,184						14,090	846	2,449	17,385
Total exports																		
Total sales	25,293	846	1,809	27,948	3,555		352	3,907	7,104						31,756	846	2,449	35,051
Total Stock on Hand	11,635		4,418	16,054	1,893	8	10	1,911	3,475	4			4	1	15,078	15	4,437	19,529
WA																		
Total supermarket sales	8,070			8,070	26			26	47						8,117			8,117
Total non supermarket sales	2,966			2,966	1,425		155	1,580	2,873						5,557		282	5,839
Total exports																		
Total sales	11,036			11,036	1,451		155	1,606	2,920						13,674		282	13,956
Total Stock on Hand	2,773			2,773	896			896	1,629						4,402			4,402
Total																		
Total supermarket sales	76,601			76,601	1,082			1,082	1,967	120				120	22			78,590
Total non supermarket sales	34,112	846	2,346	37,304	6,863		736	7,599	13,816						46,590	846	3,684	51,120
Total exports	2,236			2,236	2,596			2,596	4,720						6,956			6,956
Total sales	112,949	846	2,346	116,141	10,541		736	11,277	20,504	120			120	22	132,136	846	3,684	136,666
Total Stock on Hand	44,757		4,704	49,461	5,077	8	14	5,099	9,271	4			4	1	53,989	15	4,729	58,733

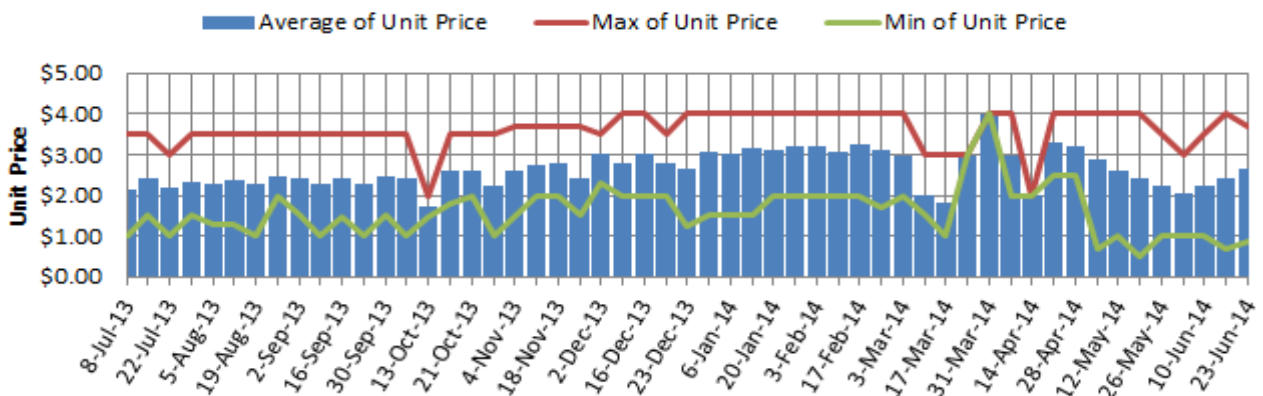
Weekly National Sales



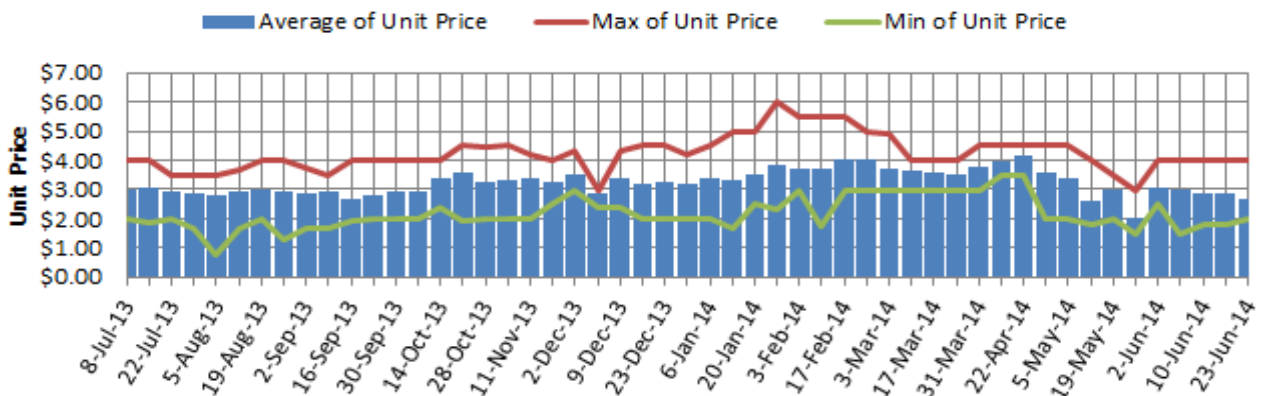
Hass Avocado Average Retail Prices - Sydney



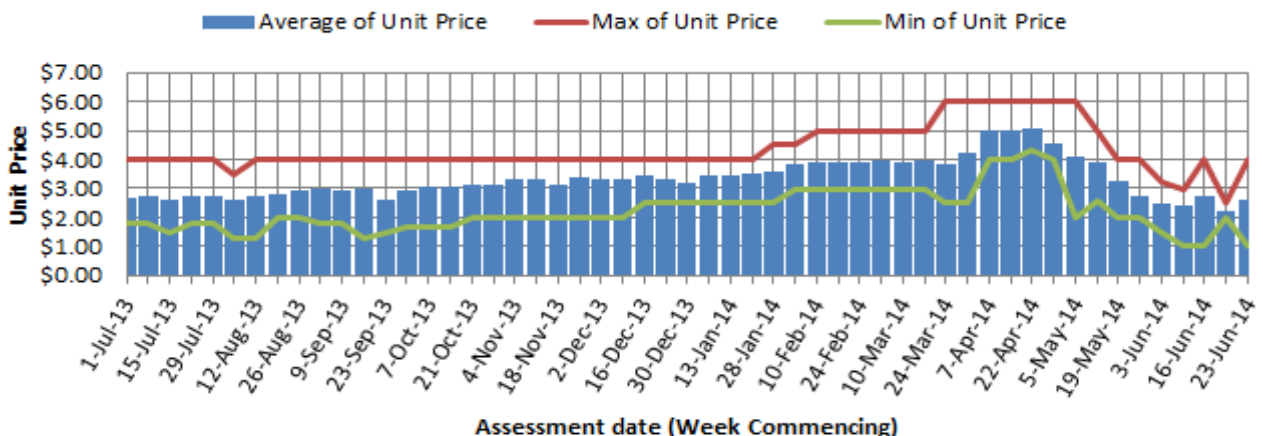
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

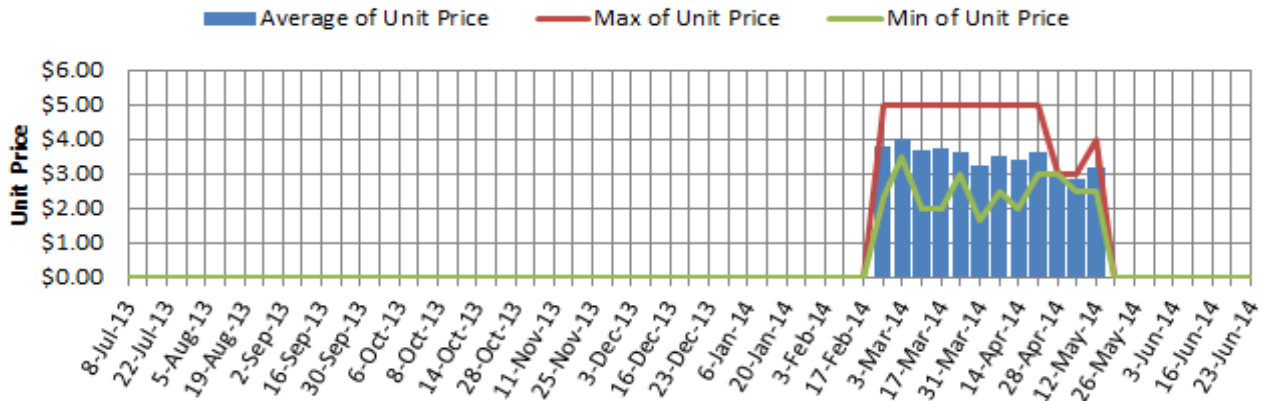


Hass Avocado Average Retail Prices - Perth

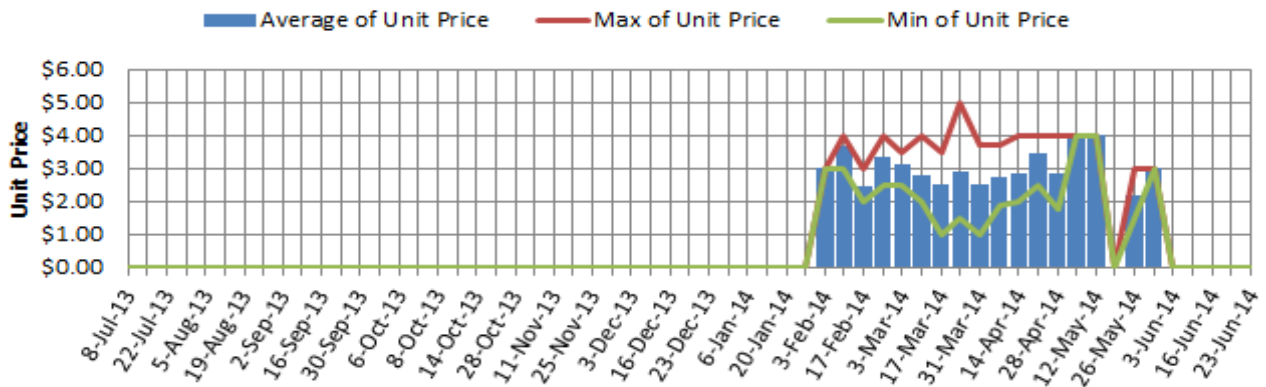


Assessment date (Week Commencing)

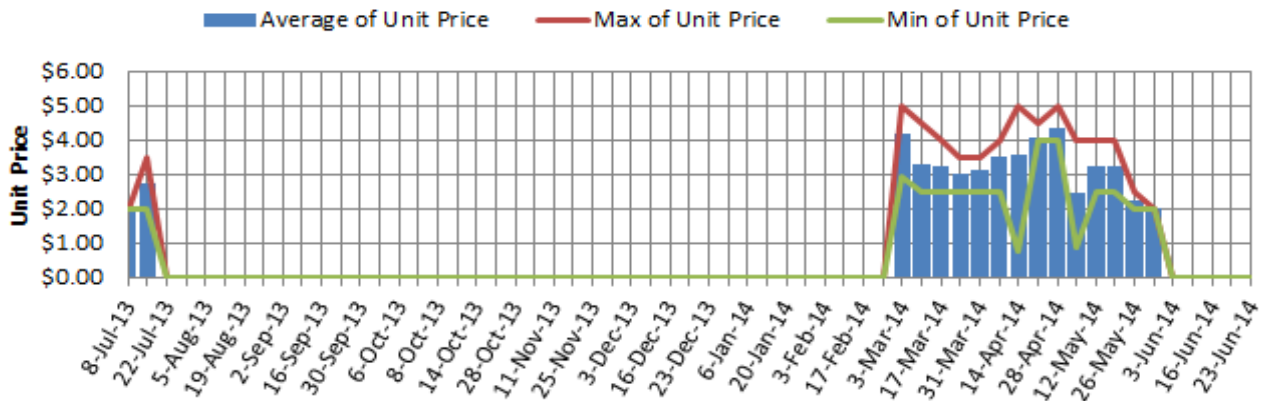
Shepard Avocado Average Retail Prices - Sydney



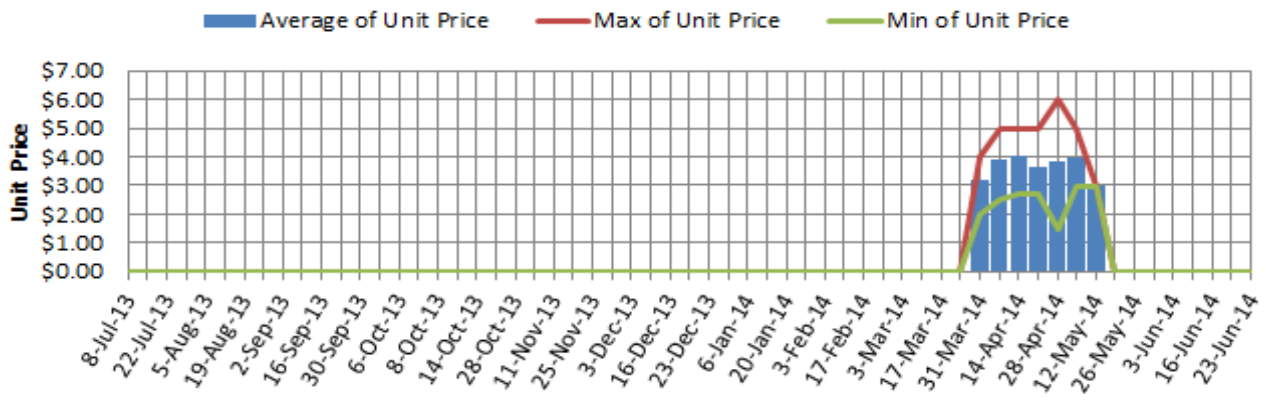
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 23rd June 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	270	2.78	Cat	Aus	Coles	Hass	260	1.98	No	Aus
Woolworths	Hass	260	2.78	Cat	Aus	Coles	Hass	200	1.98	No	Aus
Woolworths	Hass	260	2.78	Cat	Aus	Coles	Hass	205	1.98	No	Aus
Coles	Hass	240	2.98	No	Aus	I	Hass	200	1.99	No	Aus
Coles	Hass	230	2.98	No	Aus	I	Hass	230	1.99	No	Aus
IGA	Hass	230	2.98	No	Aus	I	Hass	190	2.40	No	Aus
Coles	Hass	230	2.98	No	Aus	I	Hass	230	2.69	No	NS
I	Hass	260	2.99	No	Aus	IGA	Hass	250	2.99	No	Aus
I	Reed	420	2.99	No	Aus	I	Hass	250	2.99	No	Aus
I	Hass	280	3.49	No	Aus	Safeway	Hass	250	3.28	No	Aus
Foodworks	Hass	310	3.49	No	Aus	Woolworths	Hass	260	3.28	No	Aus
I	Hass	260	3.49	No	Aus	Woolworths	Hass	245	3.28	No	Aus
IGA	Hass	250	3.49	No	Aus	I	Sharwil	270	3.50	No	Aus
I	Hass	300	3.99	No	Aus	I	Sharwil	350	3.50	No	Aus
I	Reed	430	3.99	No	Aus	I	Hass	390	3.98	No	Aus
I	Hass	300	4.99	No	Aus	PERTH					
I	Hass	290	4.99	No	Aus	IGA	Hass	125	0.99	No	Aus
I	Hass	320	4.99	No	Aus	I	Hass	145	1.98	No	Aus
BRISBANE						IGA	Hass	200	1.99	Cat	Aus
I	Hass	170	0.89	Store	Aus	IGA	Hass	205	1.99	Cat	Aus
IGA	Hass	170	1.69	Store	Aus	Woolworths	Hass	210	2.48	No	Aus
Woolworths	Hass	200	1.98	No	Aus	Coles	Hass	180	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus	Woolworths	Hass	200	2.48	Store	Aus
Coles	Hass	200	2.98	No	Aus	Woolworths	Hass	200	2.48	Store	Aus
Woolworths	Hass	305	2.98	No	Aus	Coles	Hass	190	2.48	No	Aus
Coles	Hass	200	2.98	No	Aus	Coles	Hass	180	2.48	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Coles	Hass	180	2.48	No	Aus
I	Hass	280	2.99	No	Aus	IS	Hass	190	2.69	Store	Aus
I	Wurtz	230	2.99	No	Aus	I	Hass	265	2.99	No	Aus
I	Hass	290	2.99	No	Aus	I	Hass	230	2.99	No	Aus
I	Hass	255	3.00	Store	Aus	IGA	Hass	235	3.49	No	Aus
I	Hass	3.69	3.69	No	Aus	I	Hass	260	3.99	No	Aus
						I	Hass	270	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

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets