



INFOCADO WEEKLY REPORT: 13th June — 19th June 2015 (Week 25)

[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](#)

Comments

- The majority of dispatches for the past week were to Sydney, with a dominant proportion of Bulks (refer P 2).
- The weekly dispatch volume (176,184 trays) was in line with forecast. AAL would like to thank all packhouses for updating their 4 week forecast (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 are starting to creep upwards slightly with average price above \$3.00 / fruit in all cities. Coles is running store specials in Brisbane at \$2.00 per fruit (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.

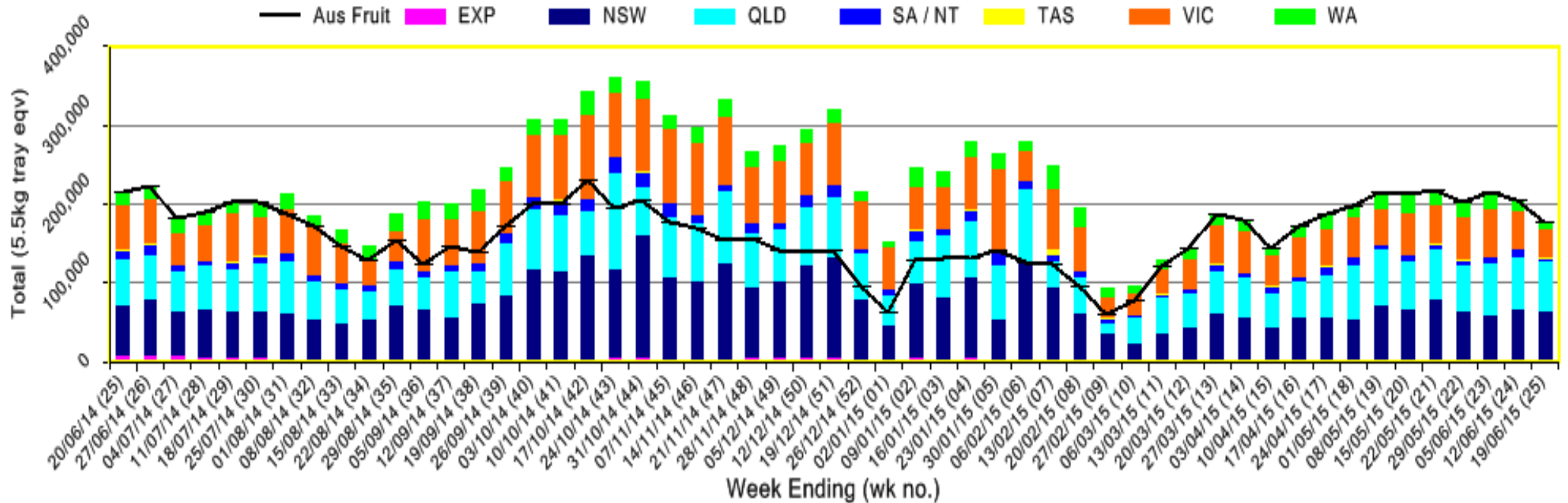
This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

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 : 13th June - 19th June 2015 (Wk 25)

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				24					1,212	1,236	807				2,703
NSW	7	1,566	2,459	11,806	1,135	9,395	8,384	1,765	465	36,982	13,537	2,592			62,066
QLD	100	657	1,609	5,070	1,814	4,974	5,774	10,844	1,623	32,465	14,432	8,640	5,390	2,550	61,720
SA / NT						1,839	433	1,681	125	4,078	96	1,344			4,497
TAS								320	320	640					640
VIC	233	2,519	2,054	8,557	375	8,672	4,640	2,140	382	29,572	3,222	7,419			36,779
WA		24	303	824		655	1,770	2,754		6,330	797				7,779
Total	340	4,766	6,425	26,281	3,324	25,535	21,321	19,504	3,807	111,303	32,891	19,995	5,390	2,550	176,184

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 4,873,432 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

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 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	80			977
Hass	152,620	10,140	7,400	2,000	172,765
Sharwil	2,288	170			2,597
Wurtz	5,000				5,000
Week Total	161,572	10,430	7,400	2,000	182,245

Week 27 - begin 27/06/2015

Bacon	1,167				1,167
Fuerte	1,166	120			1,384
Hass	149,340	9,344	8,400	2,000	168,220
Sharwil	1,102	100			1,284
Wurtz	5,000				5,000
Week Total	157,775	9,564	8,400	2,000	177,055

Week 28 - begin 04/07/2015

Bacon	1,360				1,360
Fuerte	2,640	40			2,713
Hass	153,700	10,920	9,400	3,000	175,809
Other	80	40			153
Sharwil	1,000	100			1,182
Wurtz	5,000				5,000
Week Total	163,780	11,100	9,400	3,000	186,216

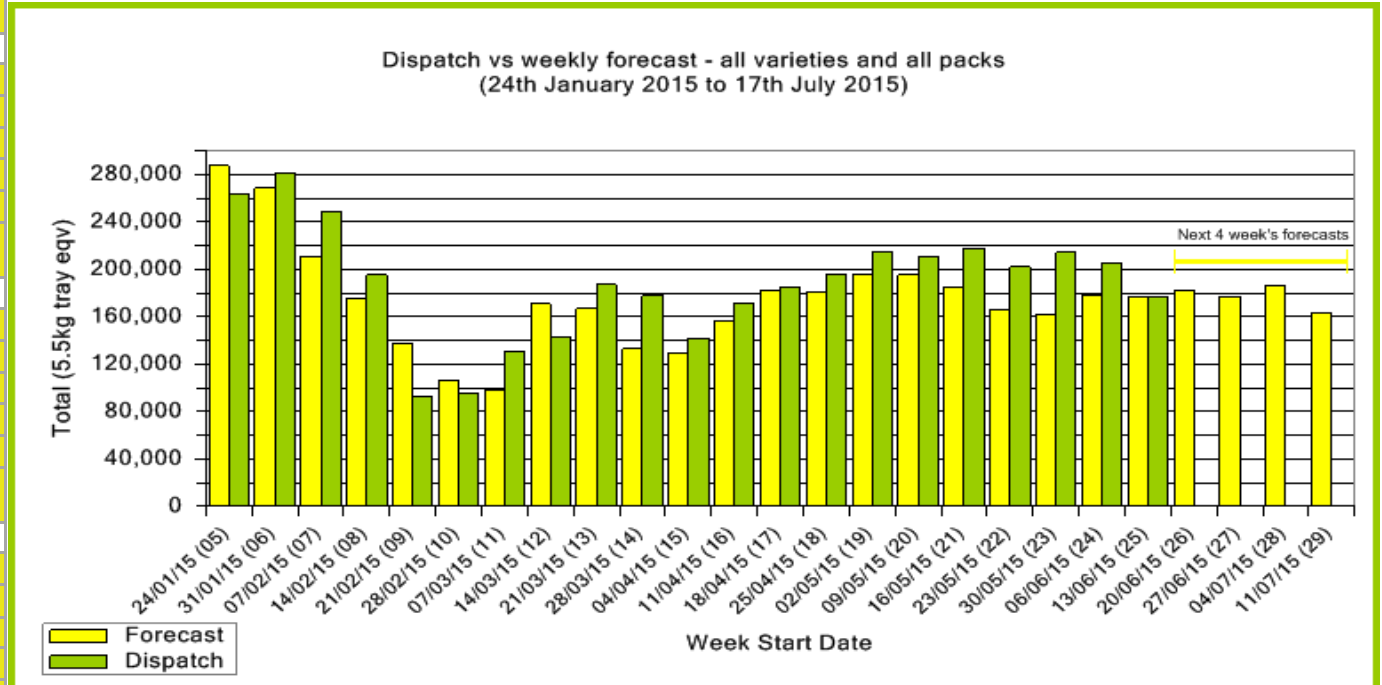
Week 29 - begin 11/07/2015

Fuerte	1,667				1,667
Hass	137,700	9,120	5,400	1,200	155,482
Other	80	40			153
Sharwil	1,000	100			1,182
Wurtz	5,000				5,000
Week Total	145,447	9,260	5,400	1,200	163,483

Dispatch Data (Week 25 - begin 13/06/2015)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays

Bacon	306	144				568
Fuerte	1,058	244				1,502
Hass	106,799	31,831	19,995	5,390	2,550	169,753
Other	27	3				32
Sharwil	2,168	199				2,530
Wurtz	945	470				1,800
Total	111,303	32,891	19,995	5,390	2,550	176,184

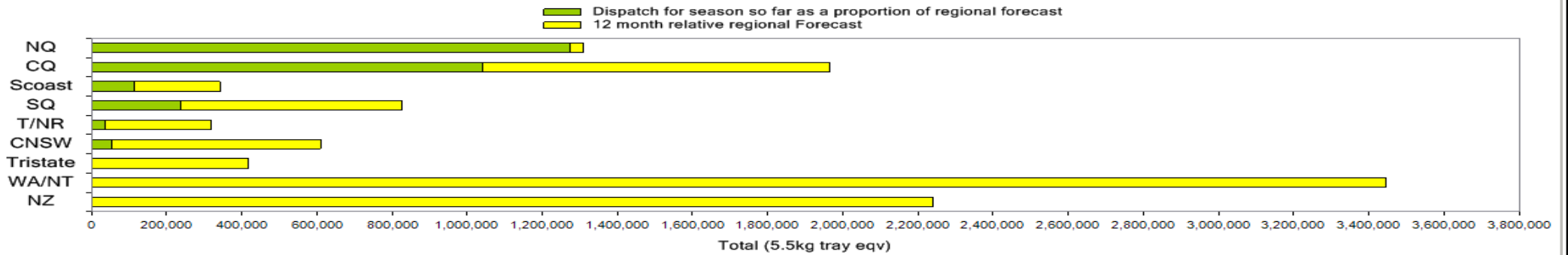


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

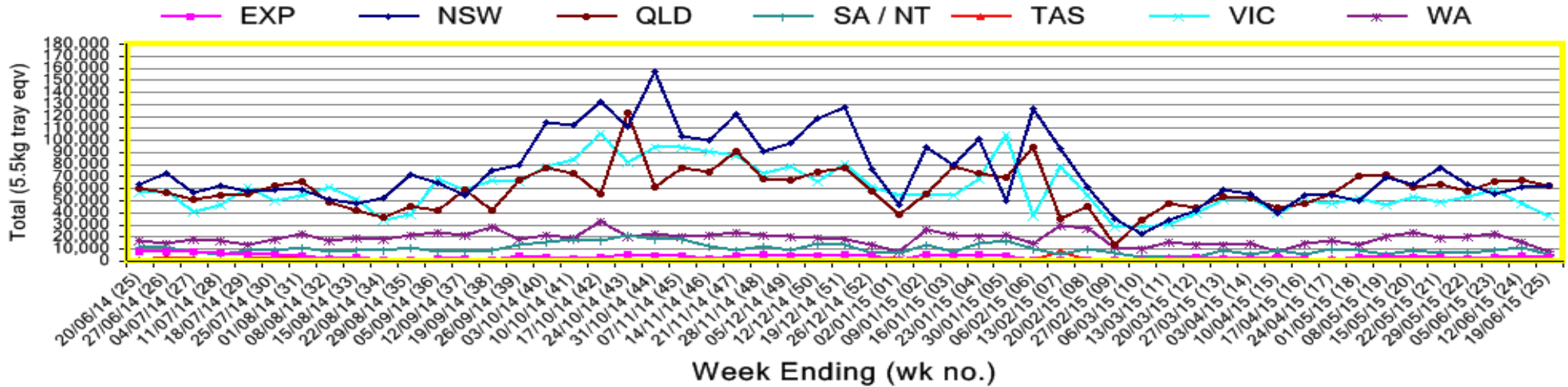
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	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 = 4,873,432 5.5kg tray eqv



Week 25 Contributors - Packhouses

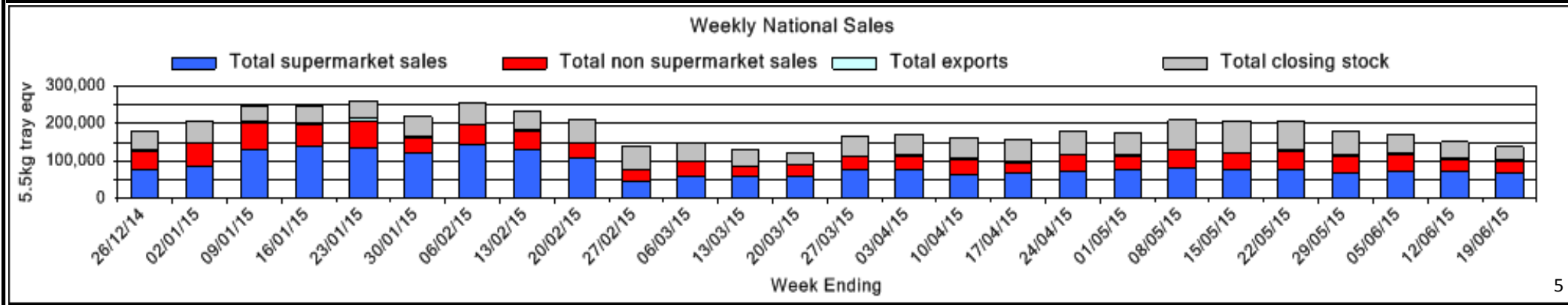
- | | |
|--------------------------------------|----------------------------------|
| Natures Fruit Company (Consolidator) | Balmoral Orchard (SQ) |
| One Harvest (Consolidator) | Wodonga Park Fruit and Nuts (SQ) |
| Simpson Farms Pty Ltd (Consolidator) | Mountain Fresh (SQ) |
| Sunfresh (Consolidator)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

Week 25 Contributors - Wholesalers

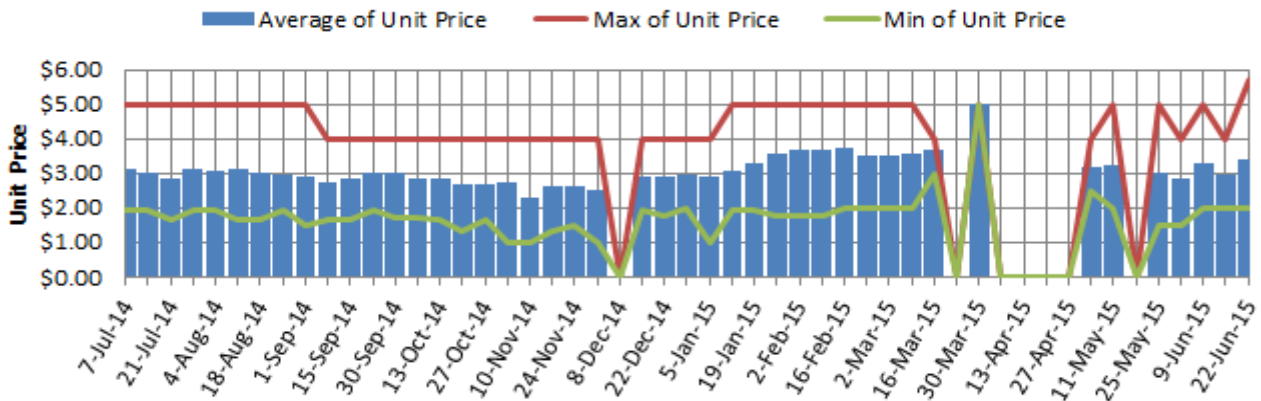
- | | |
|---|---|
| C & S Ponte Produce Pty Ltd (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Adelaide) | The La Manna Group (Adelaide) |
| Costa Farms (Brisbane) | The La Manna Group (Brisbane) |
| Costa Farms (Melbourne) | The La Manna Group (Melbourne) |
| Etherington (Perth)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

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

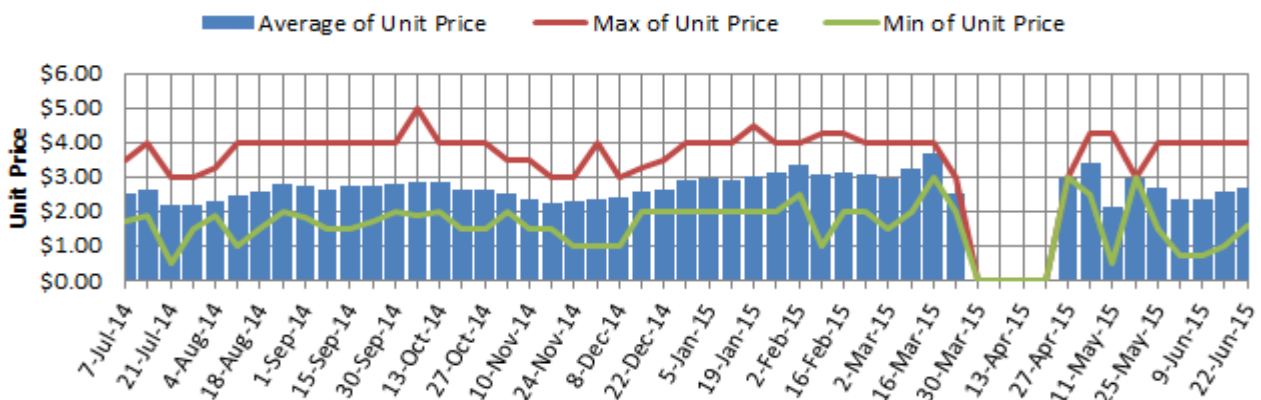
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	22,935		14	22,949	288		208	496	902	2,592			2,592	471	23,930		392	24,322
Total Stock on Hand																		
QLD																		
Total supermarket sales	17,798			17,798						8,640			8,640	1,571	19,369			19,369
Total non supermarket sales	2,195			2,195	272			272	495			1,025	1,025	186	2,690		186	2,876
Total exports	1,236			1,236	807			807	1,467						2,703			2,703
Total sales	21,229			21,229	1,079			1,079	1,962	8,640		1,025	9,665	1,757	24,762		186	24,948
Total Stock on Hand	17,165			17,165	24			24	44						17,209			17,209
SA & TAS																		
Total supermarket sales	4,349			4,349						1,344			1,344	244	4,593			4,593
Total non supermarket sales	3,665			3,665	1,111		5	1,116	2,029						5,685		9	5,694
Total exports																		
Total sales	8,014			8,014	1,111		5	1,116	2,029	1,344			1,344	244	10,278		9	10,287
Total Stock on Hand	8,720	1		8,721	1,050		1	1,051	1,911						10,629	1	2	10,632
VIC																		
Total supermarket sales	16,426			16,426	192			192	349	7,152			7,152	1,300	18,075			18,075
Total non supermarket sales	12,942		768	13,710	1,106		352	1,458	2,651	78			78	14	14,967		1,408	16,375
Total exports																		
Total sales	29,368		768	30,136	1,298		352	1,650	3,000	7,230			7,230	1,315	33,043		1,408	34,451
Total Stock on Hand	2,772		32	2,804	382			382	695						3,467		32	3,499
WA																		
Total supermarket sales	5,424			5,424	35			35	64						5,488			5,488
Total non supermarket sales	2,144			2,144	451		173	624	1,135						2,964		315	3,279
Total exports																		
Total sales	7,568			7,568	486		173	659	1,198						8,452		315	8,766
Total Stock on Hand	3,413			3,413	443		56	499	907						4,218		102	4,320
Total																		
Total supermarket sales	64,688			64,688	227			227	413	19,728			19,728	3,587	68,688			68,688
Total non supermarket sales	23,190		782	23,972	3,228		738	3,966	7,211	78		1,025	1,103	201	29,073		2,310	31,383
Total exports	1,236			1,236	807			807	1,467						2,703			2,703
Total sales	89,114		782	89,896	4,262		738	5,000	9,091	19,806		1,025	20,831	3,787	100,464		2,310	102,774
Total Stock on Hand	32,070	1	32	32,103	1,899		57	1,956	3,556						35,523	1	136	35,659



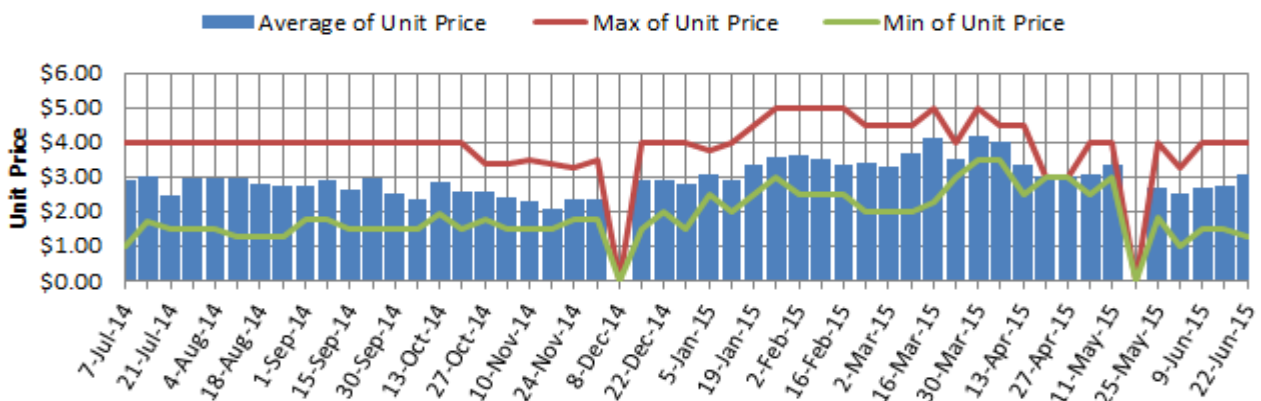
Hass Avocado Average Retail Prices - Sydney



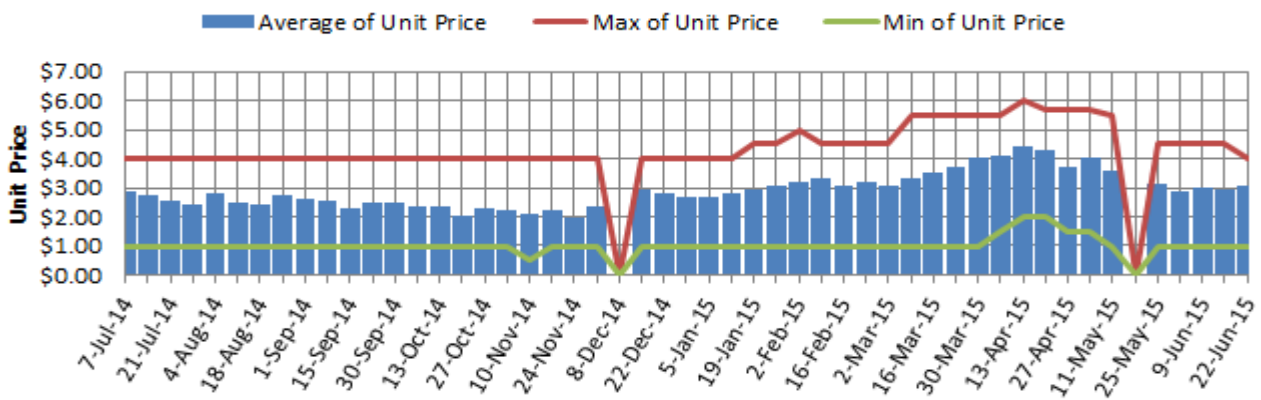
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

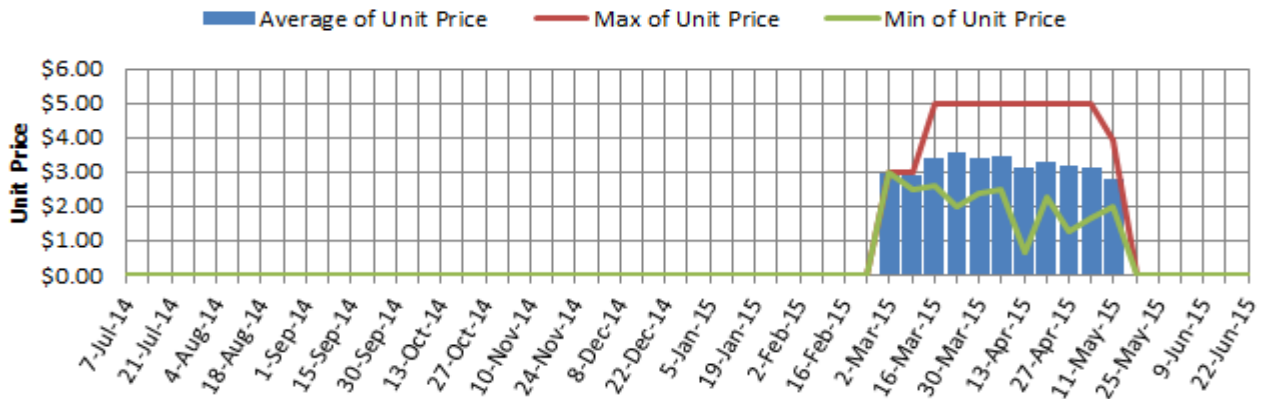


Hass Avocado Average Retail Prices - Perth

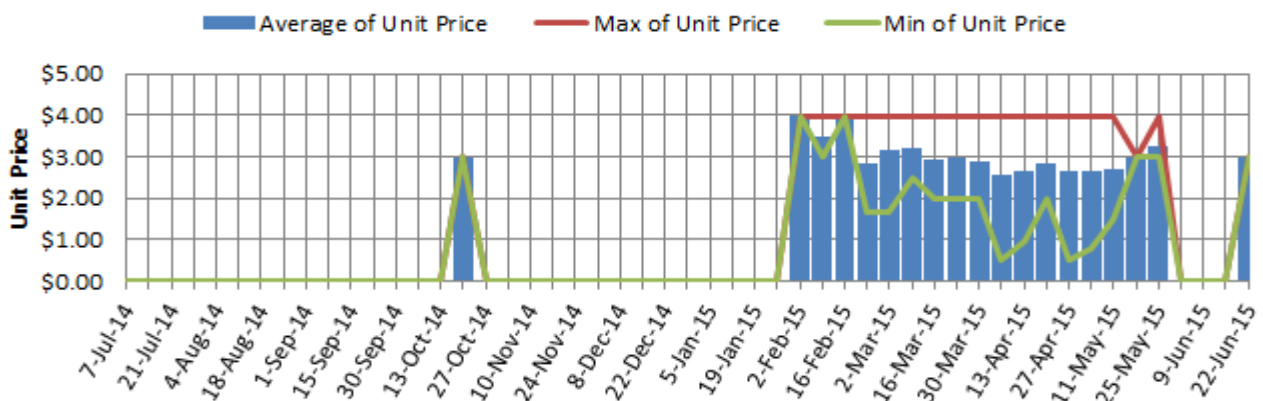


Assessment date (Week Commencing)

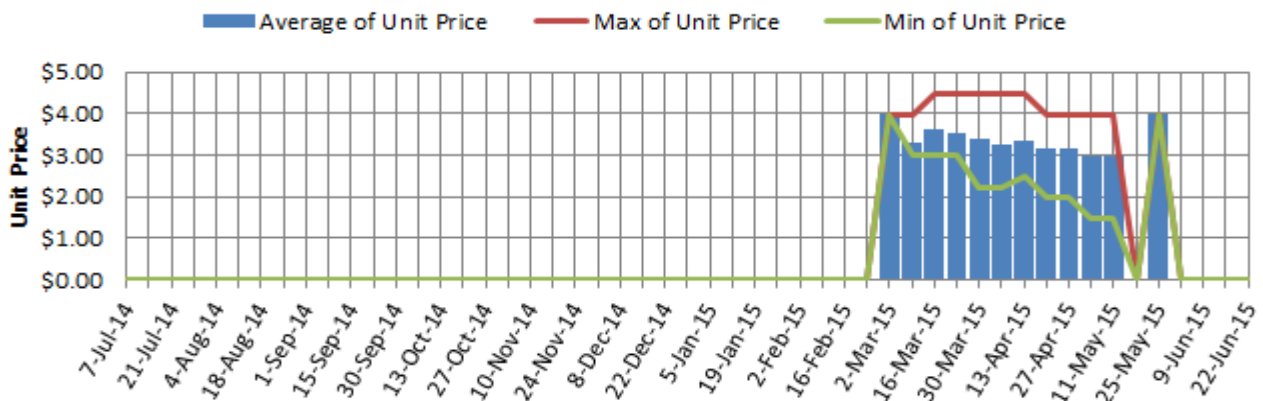
Shepard Avocado Average Retail Prices - Sydney



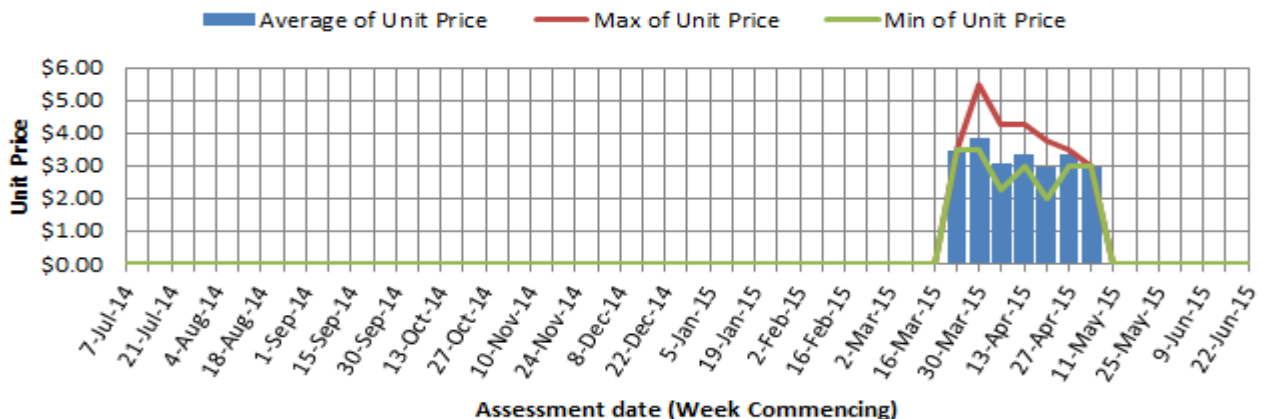
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 22nd June 2015

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	2.58	No	Aus	I	Hass	165	2.40	No	Aus
Woolworths	Hass	270	2.58	No	Aus	I	Hass	205	2.49	No	Aus
Woolworths	Hass	300	2.58	No	Aus	I	Hass	200	2.49	No	NS
Woolworths	Hass	270	2.58	No	Aus	Woolworths	Hass	290	2.98	Store	Aus
Coles	Hass	245	2.98	No	Aus	Coles	Hass	270	2.98	No	Aus
IGA	Hass	180	2.98	No	Aus	Coles	Hass	210	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
I	Hass	285	2.99	No	Aus	Woolworths	Hass	280	2.98	No	Aus
I	Hass	280	2.99	No	Aus	IS	Hass	290	2.99	No	Aus
IC	Hass	245	3.49	No	Aus	I	Hass	250	2.99	No	Aus
I	Hass	275	3.49	No	Aus	Woolworths	Hass	300	3.48	No	Aus
IGA	Hass	250	3.50	No	Aus	IGA	Hass	250	3.49	No	Aus
Foodworks	Hass	260	3.99	No	Aus	I	Hass	240	3.49	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	300	3.98	No	Aus
IC	Hass	345	4.99	No	Aus	I	Hass	330	3.99	Store	Aus
IC	Hass	265	4.99	No	Aus	I	Sharwil	350	3.99	No	Aus
BRISBANE						I	Hass	270	3.99	No	Aus
I	Hass	190	1.59	Store	Aus	PERTH					
I	Hass	165	1.59	No	Aus	I	Hass	200	1.98	No	Aus
I	Hass	215	1.98	No	Aus	IGA	Hass	180	1.99	No	Aus
Coles	Hass	200	2.00	Store	Aus	Coles	Hass	180	2.98	No	Aus
Coles	Hass	200	2.00	Store	Aus	Woolworths	Hass	180	2.98	No	Aus
Coles	Hass	200	2.00	Store	Aus	Coles	Hass	195	2.98	No	Aus
IGA	Hass	196	2.49	No	Aus	Woolworths	Hass	220	2.98	No	Aus
I	Hass	210	2.50	No	Aus	Woolworths	Hass	185	2.98	No	Aus
I	Hass	360	2.98	No	Aus	Coles	Hass	180	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Hass	245	2.99	No	Aus
Woolworths	Hass	265	2.98	No	Aus	IGA	Hass	230	3.29	No	Aus
Woolworths	Hass	235	2.98	No	Aus	IS	Hass	285	3.49	No	Aus
IGA	Shepard	230	2.98	No	Aus	I	Hass	235	3.49	No	Aus
I	Hass	320	2.99	No	Aus	I	Hass	255	3.99	No	Aus
I	Hass	215	2.99	No	Aus	I	Hass	250	3.99	No	Aus
I	Hass	320	3.50	No	Aus	IGA	Hass	285	3.99	No	Aus
IGA	Hass	265	3.99	No	Aus	IGA	Hass	295	3.99	No	Aus
I	Hass	290	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