



## INFOCADO WEEKLY REPORT: 30th June —6th July 2012 (Wk 27)



### Comments

- A forecast for New Zealand exports into Australia for the coming season is included in this report.
- Sydney wholesale markets took the highest volumes last week with 54,882 5.5kg eqv trays.
- Contributors are reminded that if they are packing fruit for a Consolidator such as One Harvest, Sunfresh or Natures Fruit Company, these volumes need to be included in the dispatch form in the **Consolidator** row. When completing their dispatch form the Consolidator will include this fruit as well, broken up into the destination market. These volumes are **not** counted twice in the system and by the packer including these volumes in their dispatch forms, it ensures a more complete dispatch record is kept for that business. For more information please consult the Infocado Instructions on our website by clicking on the link to the left.
- For tips on more ways you can use the Infocado system in your business, check out the next edition of Talking Avocados which is due out in the coming weeks.

[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

- 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.
- All creative materials are being updated from July onwards to incorporate a kangaroo and the new 'buy Australia' message.
- Based off the July 2012 Quarterly Report 861,303 5.5kg eqv trays are expected in the market place for August. 753,137 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

NSW Bank Holiday and WA Community Festival 6 August | QLD Royal Brisbane Show 8 August

### 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:

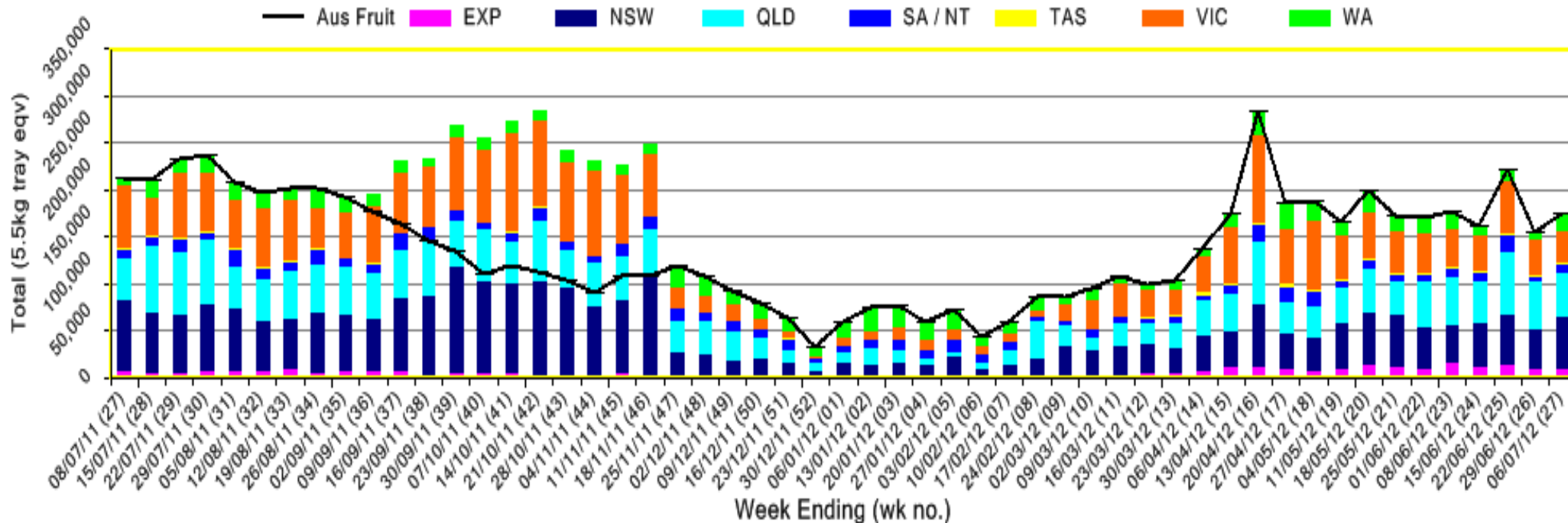
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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**Industry Dispatches By Destination State and Count Size : 30th June - 6th July 2012 (Wk 27)**

| 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          |              |              | 376           | 354           |              |               |               | 2,020         | 3,345        |           | 6,095          | 1,500         |               |              | 8,822               |
| NSW          | 724          | 2,979        | 4,303         | 8,680         | 1,751        | 7,178         | 7,450         | 2,083         | 2,110        |           | 37,258         | 9,356         | 3,372         |              | 54,882              |
| QLD          | 37           | 2,617        | 1,728         | 6,104         | 1,010        | 3,959         | 7,421         | 5,346         | 1,577        |           | 29,799         | 8,091         | 4,030         | 8,000        | 46,698              |
| SA / NT      | 3            | 71           | 872           | 1,360         | 286          | 1,063         | 3,341         | 1,157         |              |           | 8,153          | 334           | 1,140         |              | 8,967               |
| TAS          |              |              |               |               |              |               |               | 1,248         |              |           | 1,248          | 446           |               |              | 2,059               |
| VIC          | 545          | 4,223        | 6,233         | 7,222         | 652          | 3,376         | 2,085         | 794           | 675          |           | 25,805         | 4,237         | 1,800         |              | 33,836              |
| WA           | 4            | 62           | 268           | 2,587         |              | 1,744         | 4,866         | 1,256         | 304          |           | 11,091         | 4,235         |               |              | 18,791              |
| <b>Total</b> | <b>1,313</b> | <b>9,952</b> | <b>13,780</b> | <b>26,307</b> | <b>3,699</b> | <b>17,320</b> | <b>26,411</b> | <b>12,656</b> | <b>8,011</b> |           | <b>119,449</b> | <b>28,199</b> | <b>10,342</b> | <b>8,000</b> | <b>174,055</b>      |

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2012 to date = 3,563,112 5.5kg tray eqv



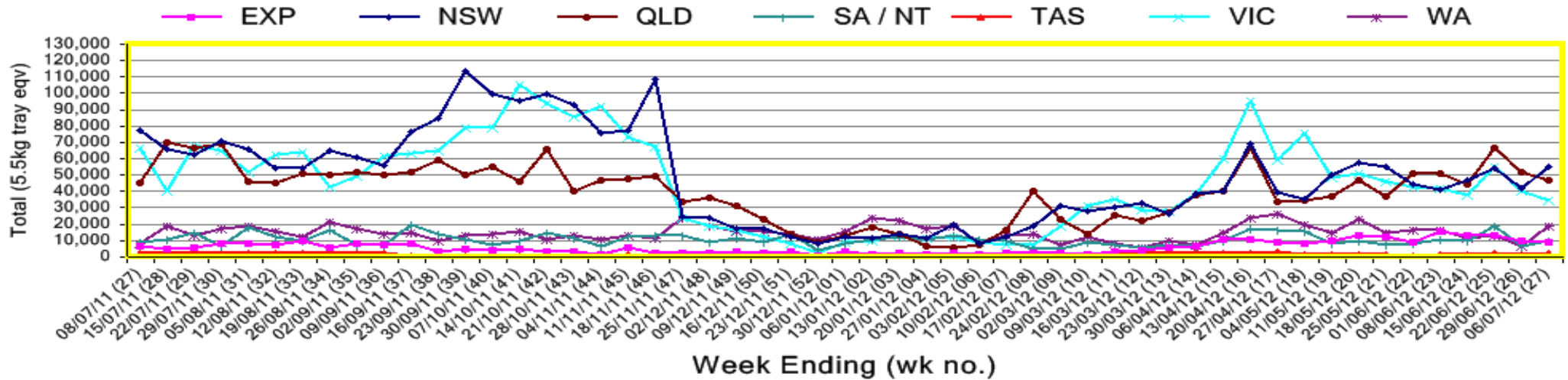


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 3,563,112 5.5kg tray eqv



**Week 27 contributors - Packhouses**

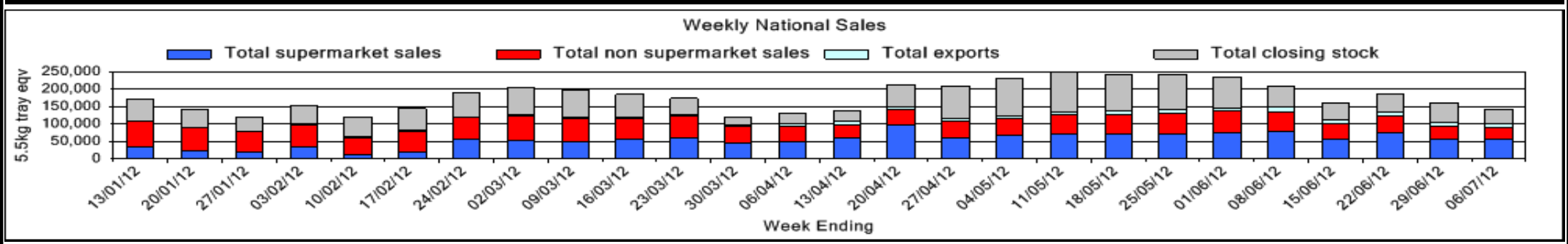
|                                 |                                       |
|---------------------------------|---------------------------------------|
| Balmoral Orchard                | One Harvest                           |
| Coastal Avocados                | Simpson Farms Pty Ltd (Goodwood Home) |
| Donovan Family Investment Trust | Sunfresh                              |
| G & C Christensen               | Sunny Bluff Produce Pty Ltd           |
| Green Nugget Orchards           | Sunnyspot Packhouse Pty Ltd           |
| I & A Tolson                    | SuperPak                              |
| Midcoast Avocados               | Touchwood Farming                     |
| Natures Fruit Company           |                                       |

**Week 27 contributors - Wholesalers**

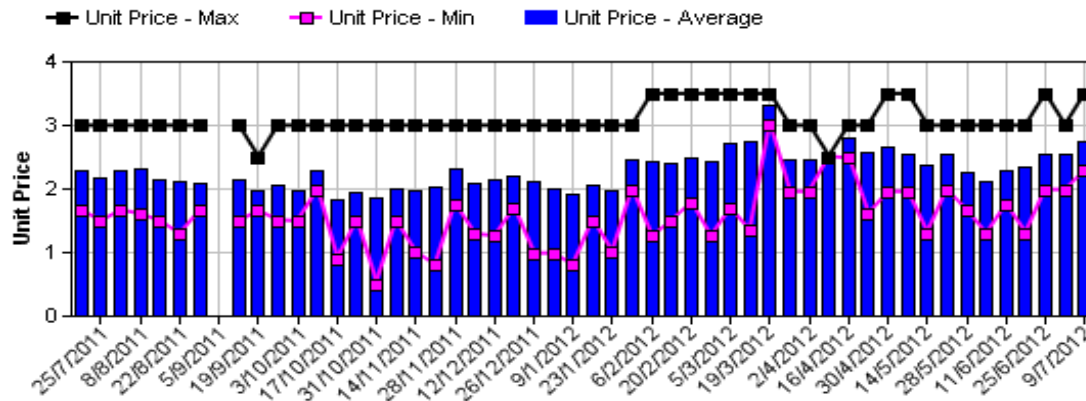
|  |   |
|--|---|
| Allcrops Pty Ltd (Sydney)                | Fresh Choice WA Pty Ltd (Perth)           |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane)                    |
| Costa Farms (Adelaide)                   | Sculli & Co Pty Ltd (Melbourne)           |
| Costa Farms (Brisbane)                   | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Melbourne)                  | The La Manna Group (Adelaide)             |
| Costa Farms (Perth)                      | The La Manna Group (Brisbane)             |
| Dykes Bros (Melbourne)                   | The La Manna Group (Melbourne)            |
| Etherington (Perth)                      | United Fresh (Adelaide)                   |
| Exotic Fruit Traders (Sydney)            |   |

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

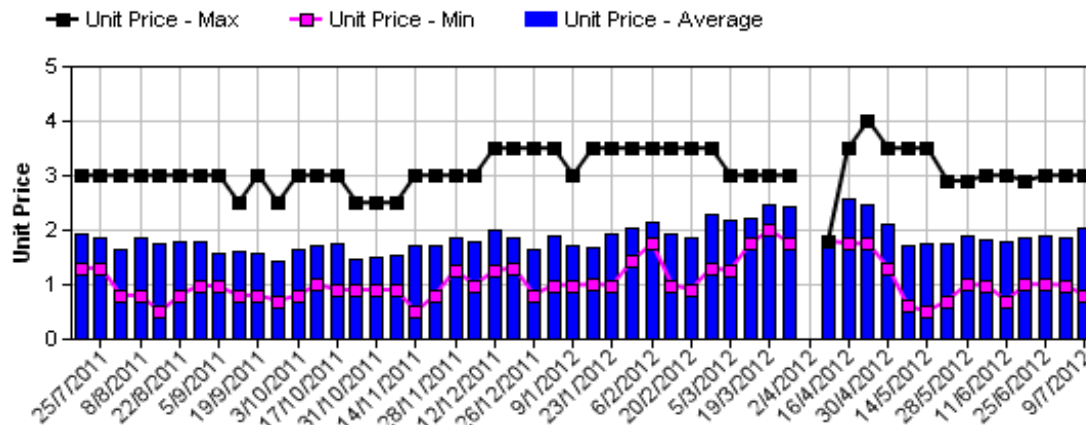
|                                    | Trays 5.5kg eqv (incl. Mod6 & P84) |         |              |               | Bulk 10Kg Cartons |         |            |              |               | Pre-Pack Kg  |         |       |              |              | Total (5.5Kg Eqv) |         |              |                |
|------------------------------------|------------------------------------|---------|--------------|---------------|-------------------|---------|------------|--------------|---------------|--------------|---------|-------|--------------|--------------|-------------------|---------|--------------|----------------|
|                                    | Hass                               | Shepard | Other        | Total         | Hass              | Shepard | Other      | Total        | 5.5Kg Eqv     | Hass         | Shepard | Other | Total        | 5.5Kg Eqv    | Hass              | Shepard | Other        | Total          |
| NSW                                |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 14,570                             |         |              | <b>14,570</b> |                   |         |            |              |               | 636          |         |       | 636          | <b>116</b>   | 14,685            |         |              | <b>14,685</b>  |
| <b>Total non supermarket sales</b> | 2,857                              |         |              | <b>2,857</b>  | 1,556             |         |            | 1,556        | <b>2,829</b>  |              |         |       |              |              | 5,686             |         |              | <b>5,686</b>   |
| <b>Total exports</b>               |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>17,427</b>                      |         |              | <b>17,427</b> | <b>1,556</b>      |         |            | <b>1,556</b> | <b>2,829</b>  | <b>636</b>   |         |       | <b>636</b>   | <b>116</b>   | <b>20,371</b>     |         |              | <b>20,371</b>  |
| <b>Total Stock on Hand</b>         | <b>789</b>                         |         |              | <b>789</b>    | <b>314</b>        |         |            | <b>314</b>   | <b>571</b>    |              |         |       |              |              | <b>1,360</b>      |         |              | <b>1,360</b>   |
| QLD                                |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 15,681                             |         |              | <b>15,681</b> | 623               |         |            | 623          | <b>1,133</b>  | 2,160        |         |       | 2,160        | <b>393</b>   | 17,206            |         |              | <b>17,206</b>  |
| <b>Total non supermarket sales</b> | 12,827                             |         | 104          | <b>12,931</b> | 625               |         |            | 625          | <b>1,136</b>  |              |         |       |              |              | 13,963            |         | 104          | <b>14,067</b>  |
| <b>Total exports</b>               | 6,095                              |         |              | <b>6,095</b>  | 1,500             |         |            | 1,500        | <b>2,727</b>  |              |         |       |              |              | 8,822             |         |              | <b>8,822</b>   |
| <b>Total sales</b>                 | <b>34,603</b>                      |         | <b>104</b>   | <b>34,707</b> | <b>2,748</b>      |         |            | <b>2,748</b> | <b>4,996</b>  | <b>2,160</b> |         |       | <b>2,160</b> | <b>393</b>   | <b>39,992</b>     |         | <b>104</b>   | <b>40,096</b>  |
| <b>Total Stock on Hand</b>         | <b>15,254</b>                      |         |              | <b>15,254</b> | <b>890</b>        |         |            | <b>890</b>   | <b>1,618</b>  |              |         |       |              |              | <b>16,872</b>     |         |              | <b>16,872</b>  |
| SA & TAS                           |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 9,488                              |         |              | <b>9,488</b>  | 48                |         |            | 48           | <b>87</b>     | 1,140        |         |       | 1,140        | <b>207</b>   | 9,783             |         |              | <b>9,783</b>   |
| <b>Total non supermarket sales</b> | 1,805                              |         |              | <b>1,805</b>  | 576               |         |            | 576          | <b>1,047</b>  |              |         |       |              |              | 2,852             |         |              | <b>2,852</b>   |
| <b>Total exports</b>               |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>11,293</b>                      |         |              | <b>11,293</b> | <b>624</b>        |         |            | <b>624</b>   | <b>1,135</b>  | <b>1,140</b> |         |       | <b>1,140</b> | <b>207</b>   | <b>12,635</b>     |         |              | <b>12,635</b>  |
| <b>Total Stock on Hand</b>         | <b>5,313</b>                       |         | <b>304</b>   | <b>5,617</b>  | <b>995</b>        |         |            | <b>995</b>   | <b>1,809</b>  |              |         |       |              |              | <b>7,122</b>      |         | <b>304</b>   | <b>7,426</b>   |
| VIC                                |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 7,470                              |         |              | <b>7,470</b>  | 288               |         |            | 288          | <b>524</b>    | 1,800        |         |       | 1,800        | <b>327</b>   | 8,321             |         |              | <b>8,321</b>   |
| <b>Total non supermarket sales</b> | 4,291                              |         | 3,485        | <b>7,775</b>  | 1,306             |         | 73         | 1,379        | <b>2,507</b>  | 309          |         |       | 309          | <b>56</b>    | 6,722             |         | 3,617        | <b>10,339</b>  |
| <b>Total exports</b>               |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>11,761</b>                      |         | <b>3,485</b> | <b>15,245</b> | <b>1,594</b>      |         | <b>73</b>  | <b>1,667</b> | <b>3,031</b>  | <b>2,109</b> |         |       | <b>2,109</b> | <b>383</b>   | <b>15,042</b>     |         | <b>3,617</b> | <b>18,660</b>  |
| <b>Total Stock on Hand</b>         | <b>7,483</b>                       |         | <b>4,084</b> | <b>11,566</b> | <b>2,200</b>      |         | <b>68</b>  | <b>2,268</b> | <b>4,124</b>  | <b>213</b>   |         |       | <b>213</b>   | <b>39</b>    | <b>11,521</b>     |         | <b>4,207</b> | <b>15,729</b>  |
| WA                                 |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 5,451                              |         |              | <b>5,451</b>  | 96                |         |            | 96           | <b>175</b>    |              |         |       |              |              | 5,626             |         |              | <b>5,626</b>   |
| <b>Total non supermarket sales</b> | 2,418                              |         |              | <b>2,418</b>  | 366               |         | 42         | 408          | <b>742</b>    |              |         |       |              |              | 3,083             |         | 76           | <b>3,160</b>   |
| <b>Total exports</b>               |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>7,869</b>                       |         |              | <b>7,869</b>  | <b>462</b>        |         | <b>42</b>  | <b>504</b>   | <b>916</b>    |              |         |       |              |              | <b>8,709</b>      |         | <b>76</b>    | <b>8,785</b>   |
| <b>Total Stock on Hand</b>         | <b>1,434</b>                       |         |              | <b>1,434</b>  | <b>44</b>         |         |            | <b>44</b>    | <b>80</b>     |              |         |       |              |              | <b>1,514</b>      |         |              | <b>1,514</b>   |
| Total                              |                                    |         |              |               |                   |         |            |              |               |              |         |       |              |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 52,660                             |         |              | <b>52,660</b> | 1,055             |         |            | 1,055        | <b>1,918</b>  | 5,736        |         |       | 5,736        | <b>1,043</b> | 55,621            |         |              | <b>55,621</b>  |
| <b>Total non supermarket sales</b> | 24,198                             |         | 3,589        | <b>27,786</b> | 4,429             |         | 115        | 4,544        | <b>8,262</b>  | 309          |         |       | 309          | <b>56</b>    | 32,307            |         | 3,798        | <b>36,104</b>  |
| <b>Total exports</b>               | 6,095                              |         |              | <b>6,095</b>  | 1,500             |         |            | 1,500        | <b>2,727</b>  |              |         |       |              |              | 8,822             |         |              | <b>8,822</b>   |
| <b>Total sales</b>                 | <b>82,952</b>                      |         | <b>3,589</b> | <b>86,541</b> | <b>6,984</b>      |         | <b>115</b> | <b>7,099</b> | <b>12,907</b> | <b>6,045</b> |         |       | <b>6,045</b> | <b>1,099</b> | <b>96,750</b>     |         | <b>3,798</b> | <b>100,547</b> |
| <b>Total Stock on Hand</b>         | <b>30,273</b>                      |         | <b>4,388</b> | <b>34,660</b> | <b>4,443</b>      |         | <b>68</b>  | <b>4,511</b> | <b>8,202</b>  | <b>213</b>   |         |       | <b>213</b>   | <b>39</b>    | <b>38,389</b>     |         | <b>4,511</b> | <b>42,901</b>  |



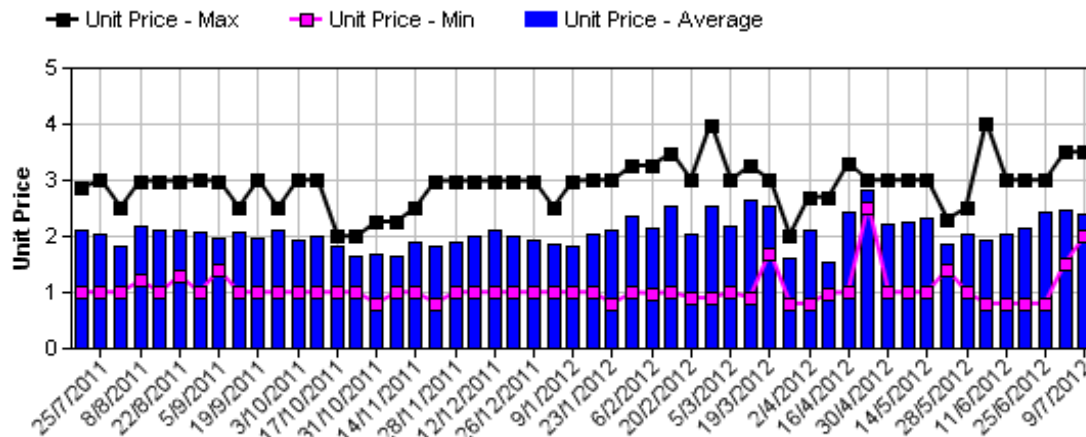
Hass Avocado Average Retail Prices - Sydney



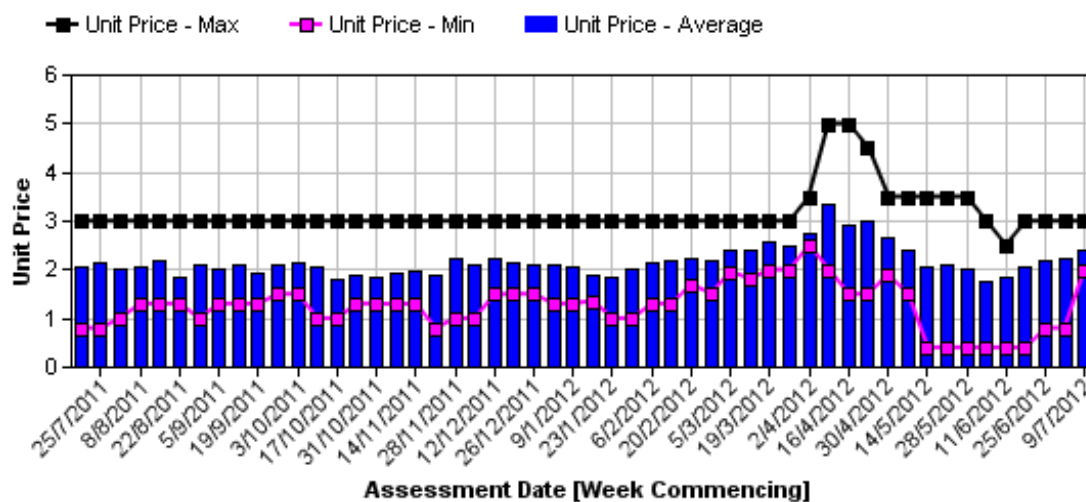
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

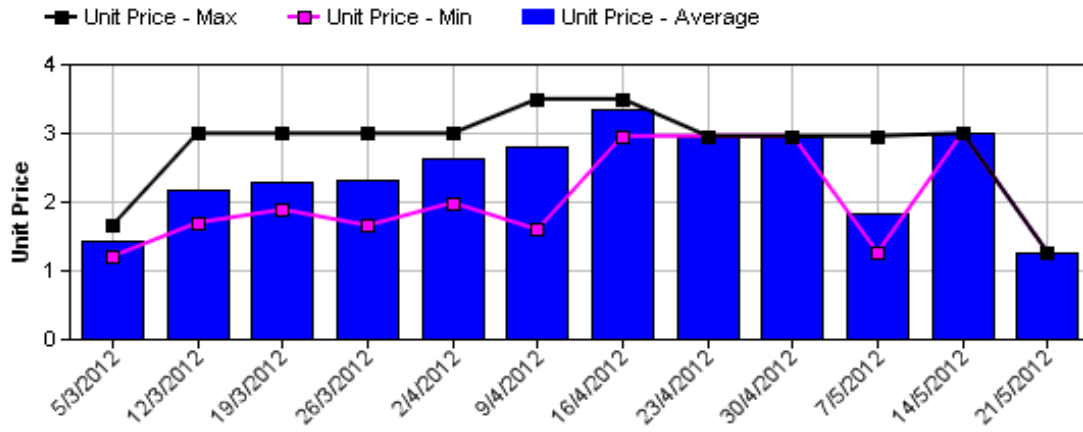


Hass Avocado Average Retail Prices - Perth

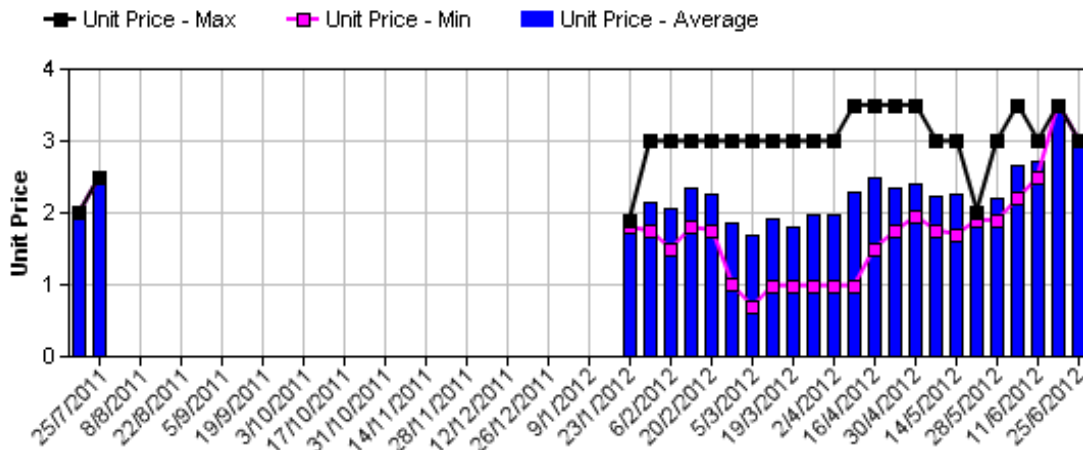


Assessment Date [Week Commencing]

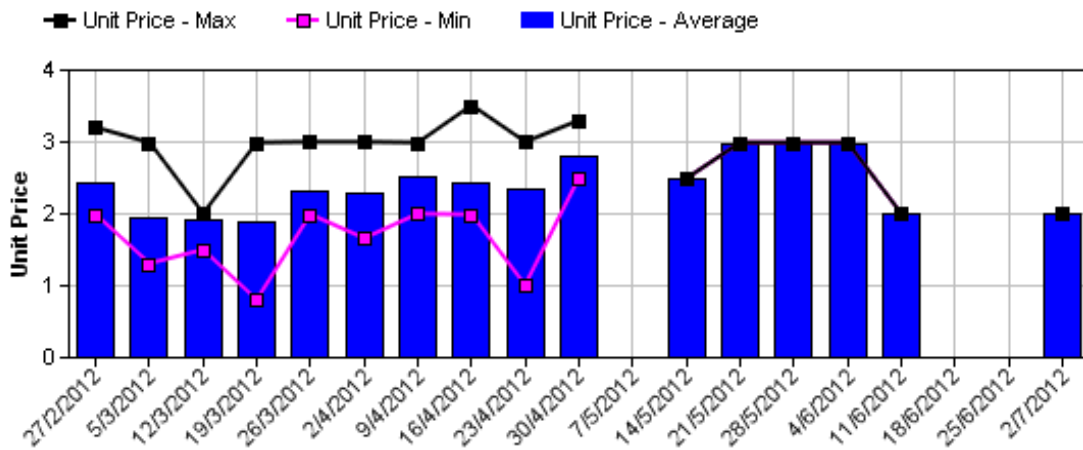
Shepard Avocado Average Retail Prices - Sydney



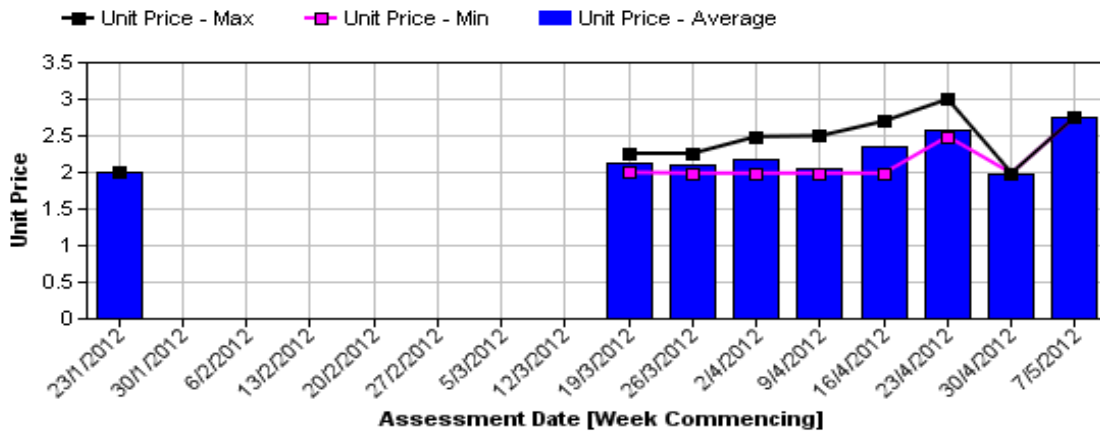
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 9th July 2012

| Store           | Var   | Av Wt (g) | Unit Price | Special | Country of Origin |
|-----------------|-------|-----------|------------|---------|-------------------|
| <b>SYDNEY</b>   |       |           |            |         |                   |
| IGA             | Hass  | 255       | 2.29       | No      | Aus               |
| Woolworths      | Hass  | 275       | 2.48       | No      | Aus               |
| Woolworths      | Hass  | 265       | 2.48       | No      | Aus               |
| Coles           | Hass  | 265       | 2.48       | No      | Aus               |
| Woolworths      | Hass  | 280       | 2.48       | No      | Aus               |
| Coles           | Hass  | 270       | 2.48       | No      | Aus               |
| Coles           | Hass  | 270       | 2.48       | No      | Aus               |
| I               | Hass  | 260       | 2.49       | No      | Aus               |
| IGA             | Hass  | 290       | 2.95       | No      | Aus               |
| I               | Hass  | 315       | 2.99       | No      | Aus               |
| I               | Hass  | 285       | 2.99       | No      | Aus               |
| I               | Hass  | 310       | 2.99       | No      | Aus               |
| Foodworks       | Hass  | 305       | 2.99       | No      | Aus               |
| I               | Hass  | 300       | 2.99       | No      | Aus               |
| I               | Hass  | 285       | 2.99       | No      | Aus               |
| I               | Hass  | 295       | 3.49       | No      | Aus               |
| <b>BRISBANE</b> |       |           |            |         |                   |
| I               | Hass  | 165       | 0.79       | Store   | Aus               |
| IGA             | Hass  | 180       | 1.74       | No      | Aus               |
| IGA             | Hass  | 180       | 1.74       | No      | Aus               |
| Coles           | Hass  | 260       | 1.78       | No      | Aus               |
| Coles           | Hass  | 260       | 1.78       | No      | Aus               |
| IGA             | Hass  | 180       | 1.89       | No      | Aus               |
| Woolworths      | Hass  | 185       | 1.94       | Cat     | Aus               |
| Woolworths      | Hass  | 220       | 1.94       | No      | Aus               |
| Woolworths      | Hass  | 220       | 1.94       | Cat     | Aus               |
| I               | Hass  | 280       | 2.19       | Store   | Aus               |
| Coles           | Hass  | 200       | 2.48       | No      | Aus               |
| I               | Hass  | 285       | 2.69       | Store   | Aus               |
| I               | Hass  | 325       | 2.69       | Store   | Aus               |
| I               | Wurtz | 315       | 2.98       | Store   | Aus               |
| I               | Hass  | 325       | 2.99       | Store   | Aus               |

| Store            | Var     | Av Wt (g) | Unit Price | Special | Country of Origin |
|------------------|---------|-----------|------------|---------|-------------------|
| <b>MELBOURNE</b> |         |           |            |         |                   |
| I                | Hass    | 235       | 1.99       | No      | NS                |
| I                | Hass    | 250       | 1.99       | No      | NS                |
| I                | Hass    | 253       | 1.99       | No      | Aus               |
| IS               | Hass    | 265       | 1.99       | No      | Aus               |
| Coles            | Hass    | 255       | 2.25       | No      | Aus               |
| Coles            | Hass    | 270       | 2.25       | No      | Aus               |
| Coles            | Hass    | 290       | 2.25       | No      | Aus               |
| I                | Hass    | 255       | 2.29       | No      | NS                |
| IGA              | Hass    | 245       | 2.29       | No      | Aus               |
| Safeway          | Hass    | 275       | 2.48       | No      | Aus               |
| Safeway          | Hass    | 300       | 2.48       | No      | Aus               |
| Safeway          | Hass    | 270       | 2.48       | No      | Aus               |
| I                | Hass    | 300       | 2.98       | No      | Aus               |
| I                | Sharwil | 270       | 2.98       | No      | Aus               |
| I                | Hass    | 300       | 2.99       | No      | NS                |
| I                | Hass    | 295       | 3.49       | No      | Aus               |
| <b>PERTH</b>     |         |           |            |         |                   |
| I                | Bacon   | 250       | 1.49       | Store   | Aus               |
| Woolworths       | Hass    | 200       | 1.98       | No      | Aus               |
| Coles            | Hass    | 190       | 1.98       | No      | Aus               |
| Coles            | Hass    | 210       | 1.98       | No      | Aus               |
| Coles            | Hass    | 230       | 1.98       | No      | Aus               |
| Woolworths       | Hass    | 180       | 1.98       | No      | Aus               |
| Woolworths       | Hass    | 210       | 1.98       | No      | Aus               |
| I                | Hass    | 225       | 1.99       | No      | Aus               |
| I                | Hass    | 270       | 1.99       | Store   | Aus               |
| IGA              | Hass    | 210       | 2.49       | No      | Aus               |
| IGA              | Hass    | 225       | 2.49       | No      | Aus               |
| IS               | Hass    | 235       | 2.69       | Store   | Aus               |
| IGA              | Hass    | 265       | 2.99       | No      | Aus               |
| I                | Hass    | 260       | 2.99       | No      | Aus               |
| IGA              | Hass    | 270       | 2.99       | No      | Aus               |
| I                | Hass    | 270       | 2.99       | No      | Aus               |
| I                | Hass    | 275       | 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

### 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