



INFOCADO WEEKLY REPORT: 27th June — 3rd July 2015 (Week 27)

[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 size 23 dominating (refer P 2).
- The weekly dispatch volume (195,879 trays) was higher than the weeks forecast by about 8,500 trays (5%). The 4 week forecast is estimated to remain steady over next month period. AAL would like to thank all packhouses for updating their 4 week forecasts (refer P 3).
- A wide range of varieties are being dispatched, Hass obviously dominating these volumes (refer P 3).
- Average retail prices for Hass continues to inflate slightly hovering just above \$3.00 / fruit in all cities, although this does not include multi-buy offers. Highest recorded retail price was \$4.99 / fruit in Sydney, Melbourne and Perth (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

Optimising the Avocado Consumer Website for a better user experience (UX)

The Australian Avocados consumer website continues to be an excellent source of inspiration and information for avocado consumers. Delicious recipe ideas, information on the health benefits of avocados and the “how to’s” of getting the most from your avocado are the most frequently visited pages of the Australian Avocados consumer website. To ensure we continue to keep these pages relevant, appealing and easy to navigate we have recently completed some optimisations on key pages to enhance the user experience.

The Australian Avocado consumer website has on average 16,000 visitors per month. Visitors are directed to the website either via activities on the Australian Avocados Facebook page, through paid search engine marketing or organically resulting from general interest in avocados. Whatever the source of traffic, our aim is to keep visitors on site for longer and to increase navigation.

For a full brief please refer to the Guacamole Enewsletter - 26/06/2015.

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.

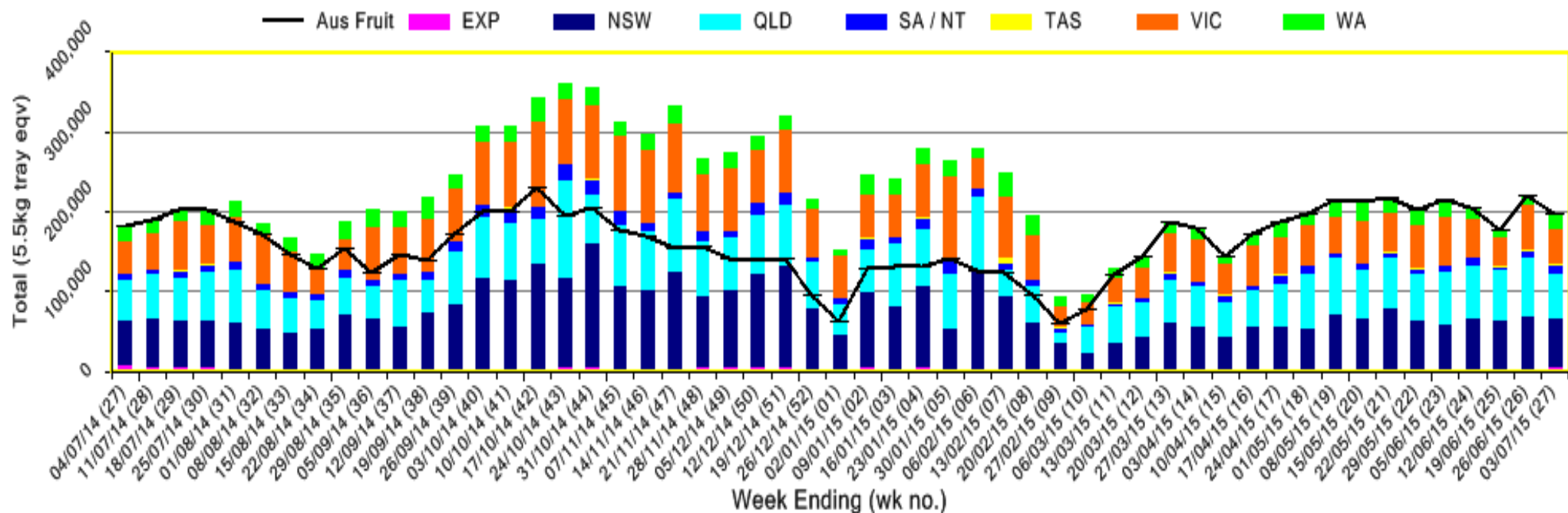
This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received 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 : 27th June - 3rd July 2015 (Wk 27)

Dest. State	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			15						2,010	2,025	1,632			4,992
NSW	10	1,708	2,784	13,716	149	11,693	7,039	2,144	566	39,809	11,407	2,000		60,913
QLD	19	471	2,382	9,095	331	11,249	8,865	8,003	2,073	42,488	6,909	48	6,523	56,245
SA / NT			160	869		3,971	1,444	2,164	348	8,956	1,150	120		11,069
TAS							480	320		800	312			1,367
VIC	148	1,753	2,923	9,950	115	9,920	7,487	2,420	281	34,997	4,509	3,248		43,786
WA	12	64	568	2,150		2,690	5,073	3,969	27	14,553	1,525	1,000		17,508
Total	189	3,996	8,832	35,780	595	39,523	30,388	19,020	5,305	143,628	27,444	6,416	6,523	195,879

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 5,287,641 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 27 - 31)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 27 - begin 27/06/2015					
Bacon	1,167				1,167
Fuerte	1,166	120			1,384
Hass	152,990	11,294	3,400	1,500	174,416
Other	700	50			791
Sharwil	4,102	100			4,284
Wurtz	5,000				5,000
Week Total	165,125	11,564	3,400	1,500	187,041

Week 28 - begin 04/07/2015					
Fuerte	2,640	120			2,858
Hass	156,520	13,600	4,400	2,500	182,502
Other	700	250			1,155
Sharwil		40			73
Wurtz	5,000				5,000
Week Total	164,860	14,010	4,400	2,500	191,588

Week 29 - begin 11/07/2015					
Fuerte	1,667				1,667
Hass	160,970	13,920	4,400	2,500	187,534
Other	780	70			907
Sharwil	4,000	100			4,182
Wurtz	5,000				5,000
Week Total	172,417	14,090	4,400	2,500	199,290

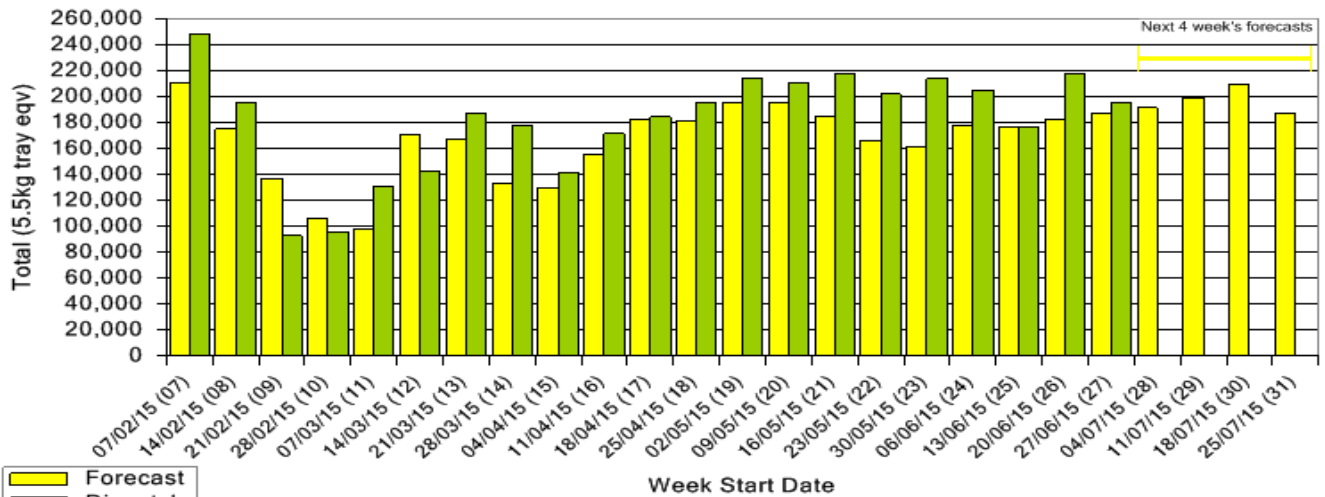
Week 30 - begin 18/07/2015					
Fuerte	1,667				1,667
Hass	170,217	13,900	10,400	4,500	198,199
Other	700	110			900
Sharwil	4,000	100			4,182
Wurtz	5,000				5,000
Week Total	181,584	14,110	10,400	4,500	209,948

Week 31 - begin 25/07/2015					
Fuerte	1,250				1,250
Hass	160,150	12,450	10,400	4,500	185,495
Other	400	10			418
Week Total	161,800	12,460	10,400	4,500	187,164

Dispatch Data (Week 27 - begin 27/06/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte		120			218
Gem		42			76
Hass	139,033	26,521	6,416	5,773	189,470
Lamb Hass		179			325
Other	892	17			923
Pinkerton	346	45			428
Sharwil	3,002	520		750	4,083
Wurtz	355				355
Total	143,628	27,444	6,416	6,523	195,879

Dispatch vs weekly forecast - all varieties and all packs (7th February 2015 to 31st July 2015)

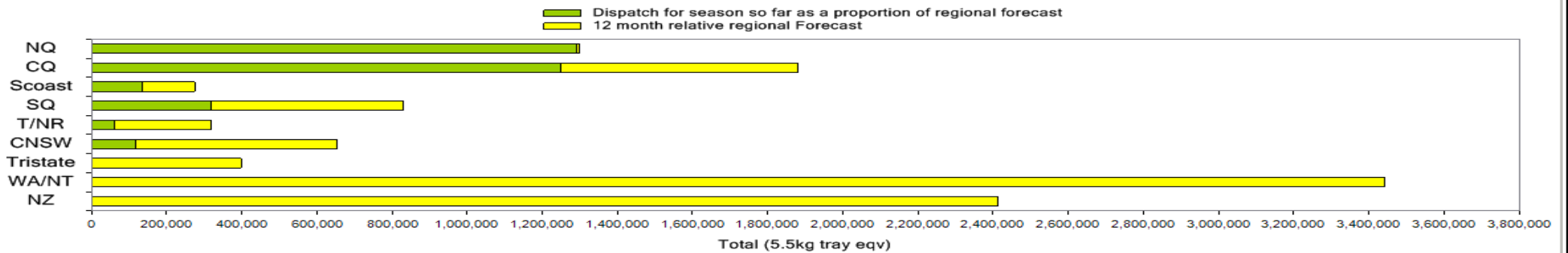


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

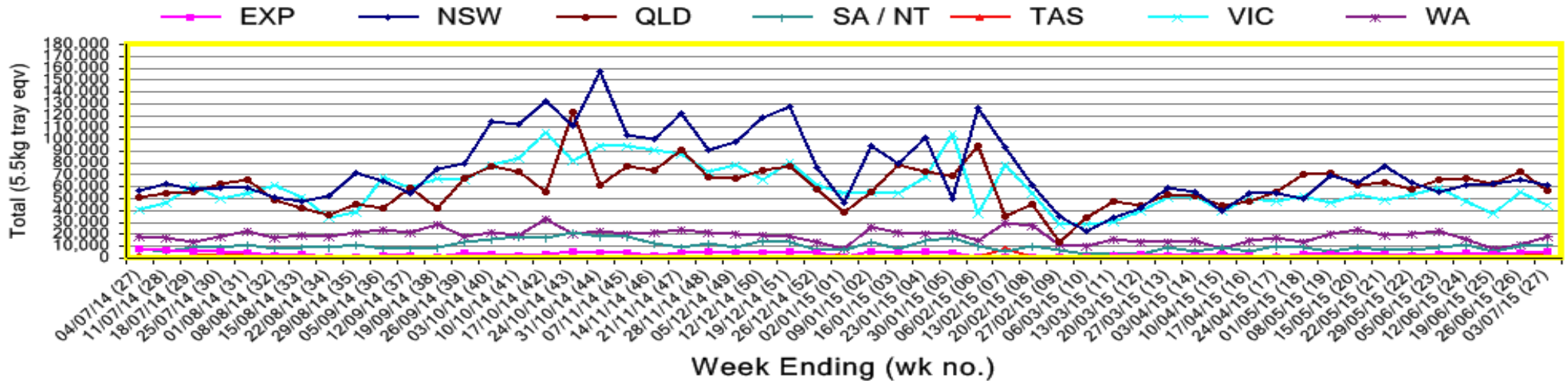
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	5280	2,806,420
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	597,827	417,130	33,605	0	3,276,422
USA¹	6	12,687	103,015	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 = 5,287,641 5.5kg tray eqv



Week 27 Contributors - Packhouses

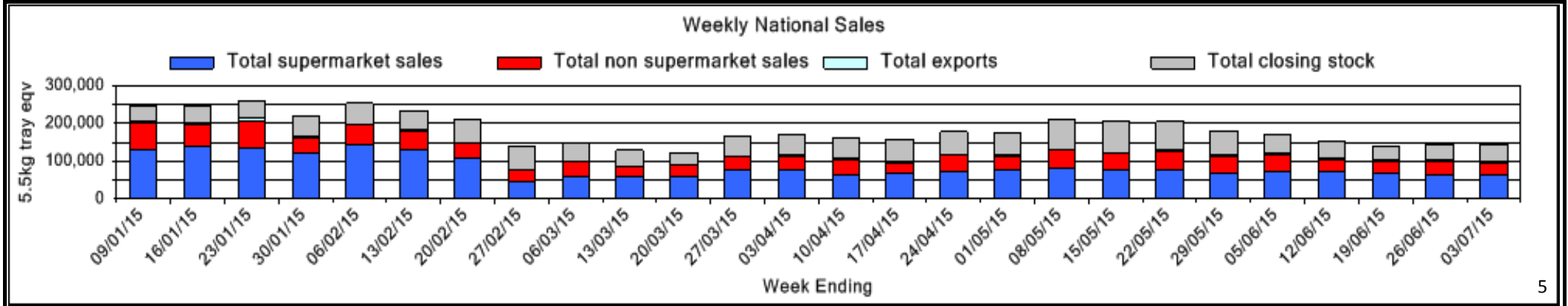
Natures Fruit Company (Consolidator)	Wodonga Park Fruit and Nuts (SQ)
Simpson Farms Pty Ltd (Consolidator)	One Harvest (Consolidator)
Sunfresh (Consolidator)	Touchwood Farming (SQ)
The Avolution (Consolidator)	Mountain Fresh (SQ)
Coastal Avocados (CNSW)	Sunnyspot Packhouse Pty Ltd (SQ)
I & A Tolson (CNSW)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

Week 27 Contributors - Wholesalers

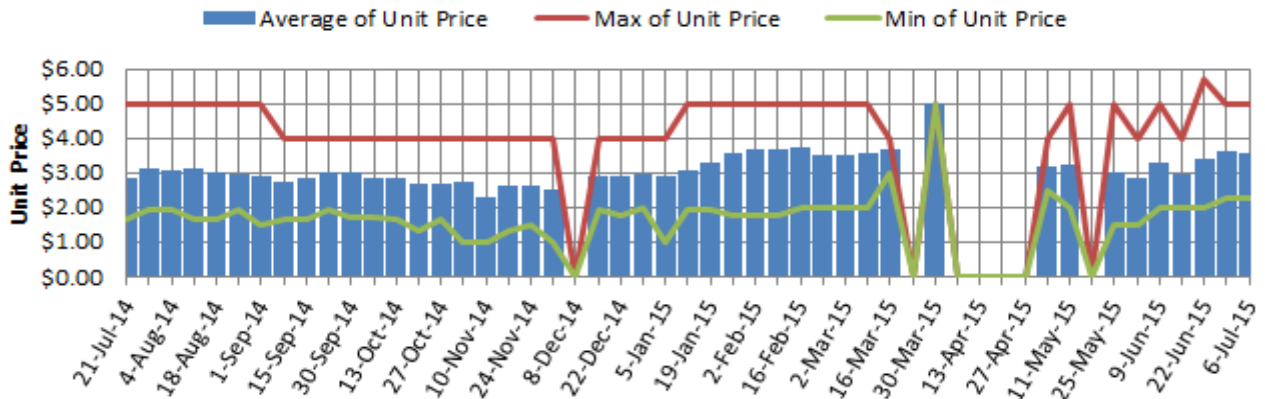
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
Dykes Bros (Melbourne)	The La Manna Group (Melbourne)
Etherington (Perth)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

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

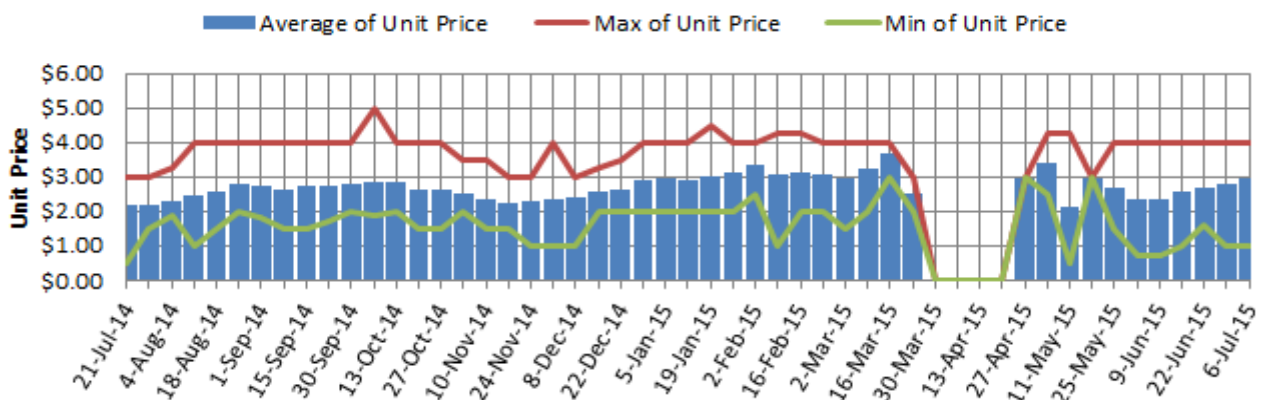
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	17,196			17,196	864			864	1,571	186			186	34	18,801			18,801
Total Stock on Hand																		
QLD																		
Total supermarket sales	22,134			22,134											22,134			22,134
Total non supermarket sales	2,446		16	2,462	764			764	1,389			520	520	95	3,835		111	3,946
Total exports	2,025			2,025	1,632			1,632	2,967						4,992			4,992
Total sales	26,605		16	26,621	2,396			2,396	4,356			520	520	95	30,961		111	31,072
Total Stock on Hand	26,659		148	26,807	815			815	1,482						28,141		148	28,289
SA & TAS																		
Total supermarket sales	7,384			7,384						120			120	22	7,406			7,406
Total non supermarket sales	3,739		23	3,762	731		10	741	1,347						5,068		41	5,109
Total exports																		
Total sales	11,123		23	11,146	731		10	741	1,347	120			120	22	12,474		41	12,515
Total Stock on Hand	5,770	1	25	5,796	402			402	731						6,501	1	25	6,527
VIC																		
Total supermarket sales	11,076			11,076	192			192	349	720			720	131	11,556			11,556
Total non supermarket sales	8,868		2,099	10,967	1,817		357	2,174	3,953						12,172		2,748	14,920
Total exports																		
Total sales	19,944		2,099	22,043	2,009		357	2,366	4,302	720			720	131	23,728		2,748	26,476
Total Stock on Hand	6,931		824	7,755	422		27	449	816						7,698		873	8,571
WA																		
Total supermarket sales	7,239			7,239	75			75	136						7,375			7,375
Total non supermarket sales	2,639			2,639	478		228	706	1,284						3,508		415	3,923
Total exports																		
Total sales	9,878			9,878	553		228	781	1,420						10,883		415	11,298
Total Stock on Hand	1,234			1,234	3		60	63	115						1,239		109	1,349
Total																		
Total supermarket sales	62,949			62,949	1,131			1,131	2,056	840			840	153	65,158			65,158
Total non supermarket sales	19,772		2,138	21,910	3,790		595	4,385	7,973	186		520	706	128	26,697		3,314	30,011
Total exports	2,025			2,025	1,632			1,632	2,967						4,992			4,992
Total sales	84,746		2,138	86,884	6,553		595	7,148	12,996	1,026		520	1,546	281	96,847		3,314	100,162
Total Stock on Hand	42,194	1	997	43,192	1,642		87	1,729	3,144	6			6	1	45,181	1	1,155	46,337



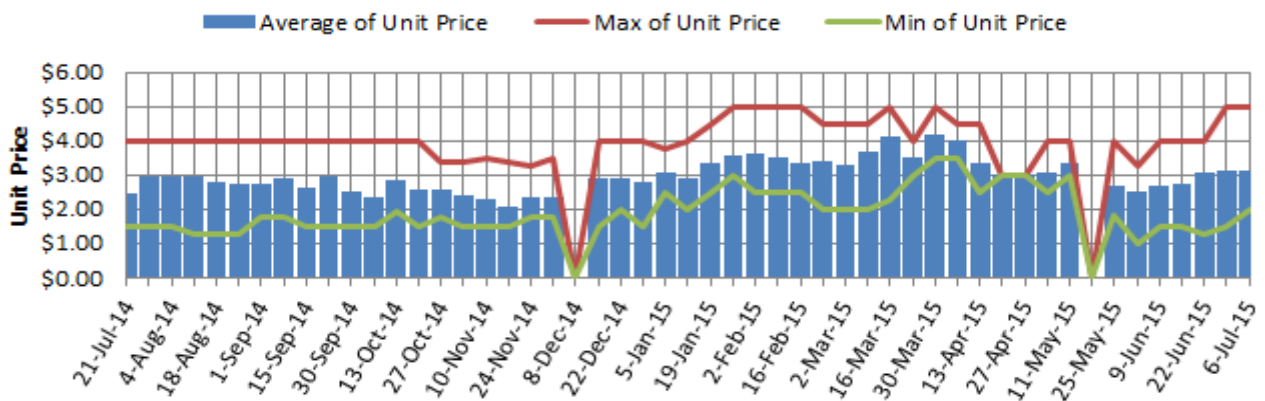
Hass Avocado Average Retail Prices - Sydney



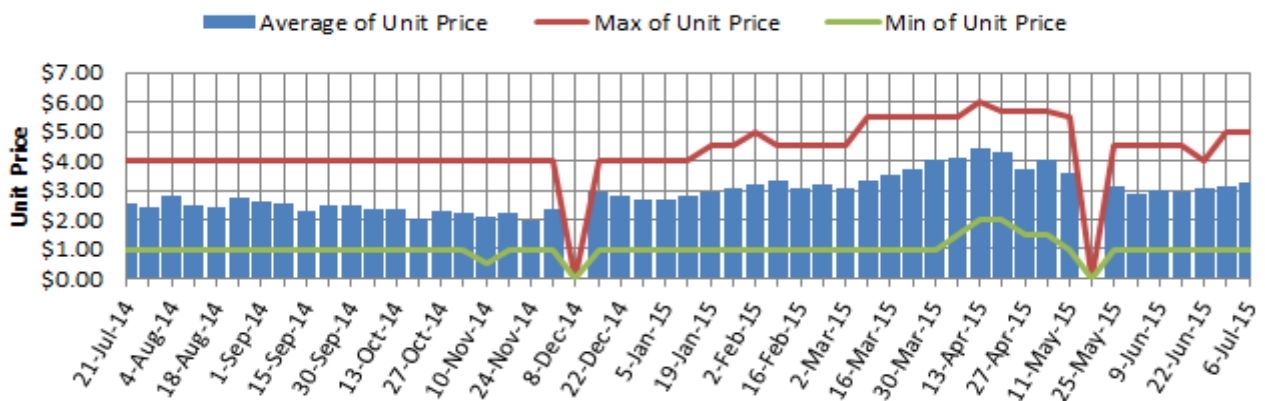
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

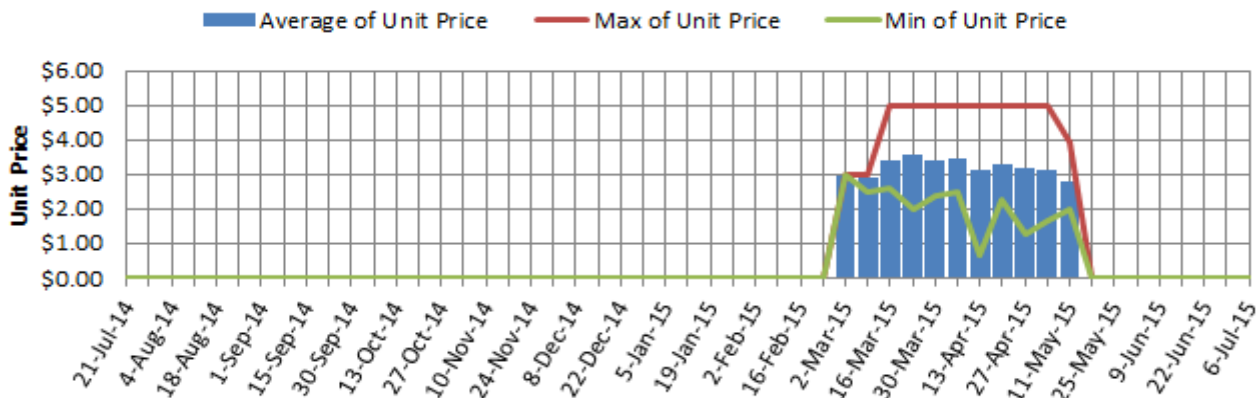


Hass Avocado Average Retail Prices - Perth

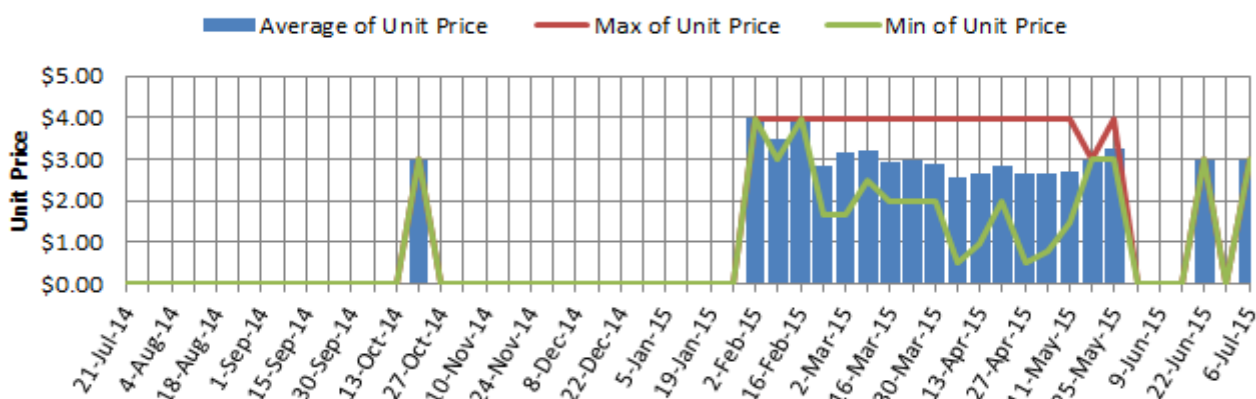


Assessment date (Week Commencing)

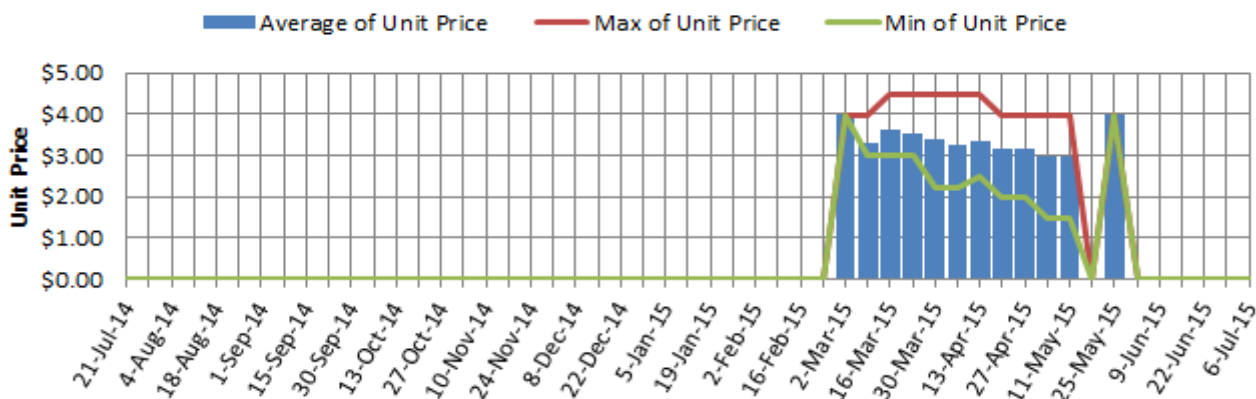
Shepard Avocado Average Retail Prices - Sydney



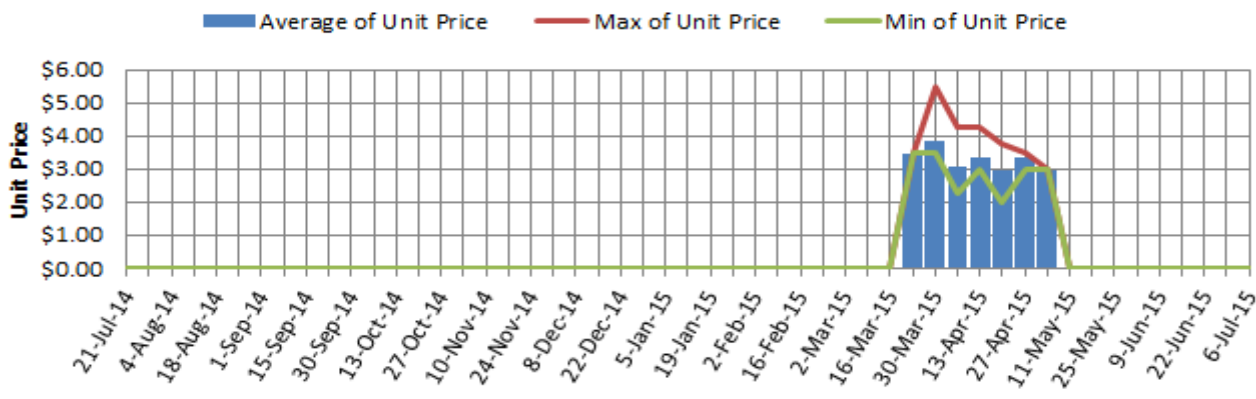
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 6th July 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	285	2.98	No	Aus	I	Hass	170	2.40	No	Aus
Woolworths	Hass	295	2.98	No	Aus	Coles	Hass	260	2.90	No	Aus
Coles	Hass	250	2.98	No	Aus	Woolworths	Hass	240	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	240	2.98	No	Aus
IGA	Hass	210	2.98	No	Aus	Coles	Hass	280	2.98	No	Aus
Coles	Hass	265	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
I	Hass	265	3.49	No	Aus	Coles	Hass	270	2.98	No	Aus
IGA	Hass	245	3.50	No	Aus	IS	Hass	240	2.99	No	Aus
I	Hass	265	3.99	No	Aus	I	Hass	230	2.99	No	Aus
Foodworks	Hass	275	3.99	No	Aus	I	Hass	215	2.99	No	NS
I	Hass	260	3.99	No	Aus	I	Hass	320	3.25	Store	Aus
IC	Hass	310	4.99	No	Aus	I	Hass	220	3.49	No	Aus
IC	Hass	300	4.99	No	Aus	IGA	Hass	260	3.49	No	Aus
IC	Hass	340	4.99	No	Aus	I	Hass	250	3.49	No	Aus
BRISBANE						PERTH					
I	Hass	160	0.99	Store	Aus	I	Hass	135	1.78	No	Aus
I	Hass	230	1.98	No	Aus	IGA	Hass	170	2.79	No	Aus
I	Hass	230	1.99	No	Aus	Woolworths	Hass	205	2.98	No	Aus
I	Hass	210	1.99	No	Aus	Coles	Hass	200	2.98	No	Aus
IGA	Hass	180	2.49	No	Aus	Woolworths	Hass	210	2.98	No	Aus
I	Hass	230	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	230	2.98	No	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	235	2.99	No	Aus
Coles	Hass	220	2.98	No	Aus	IGA	Hass	225	3.49	No	Aus
IGA	Hass	170	2.98	No	Aus	I	Hass	255	3.99	No	Aus
I	Shepard	330	2.99	No	Aus	IGA	Hass	295	3.99	No	Aus
I	Hass	360	2.99	No	Aus	IS	Hass	325	3.99	No	Aus
Coles	Hass	200	3.48	No	Aus	IGA	Hass	280	3.99	No	Aus
I	Hass	304	3.49	No	Aus	I	Hass	260	3.99	No	Aus
Woolworths	Hass	180	3.98	No	Aus	I	Hass	280	4.99	No	Aus
I	Hass	280	3.99	No	Aus						
IGA	Hass	240	3.99	No	Aus						
I	Hass	300	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
 Mixed = display sign indicates fruit is from multiple origins