



INFOCADO WEEKLY REPORT: 7th — 13th July 2012 (Wk 28)



Comments

- Few store or catalogue specials are in place this week. Prices are steady, averaging approximately \$2.50 per fruit in all cities except Brisbane.
- All packers are reminded to review and complete their 4 weekly forecast each week.
- Avocados Australia is reviewing the supply chain education materials which have been developed for all sectors over the last 3 years. We want to know if you have found the materials useful in your business and if you would recommend any improvements. A short questionnaire is being included in the Winter edition of Talking Avocados and will be emailed out to the supply chain. Feedback should be directed to Julie Petty on 07 3846 6566 or supplychain@avocado.com.au
- A pilot Wholesaler Accreditation program is also under development. The program is designed to identify and reward those wholesalers who are following Industry Best Recommended Practices and thus ensuring the highest quality avocados are distributed to retailers and consumers. Copies of the draft accreditation plan have been emailed to all avocado wholesalers and packers for feedback. Questions and feedback should be directed to Julie Petty on 07 3846 6566 or supplychain@avocado.com.au

[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

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IMPORTANT and PLEASE NOTE:

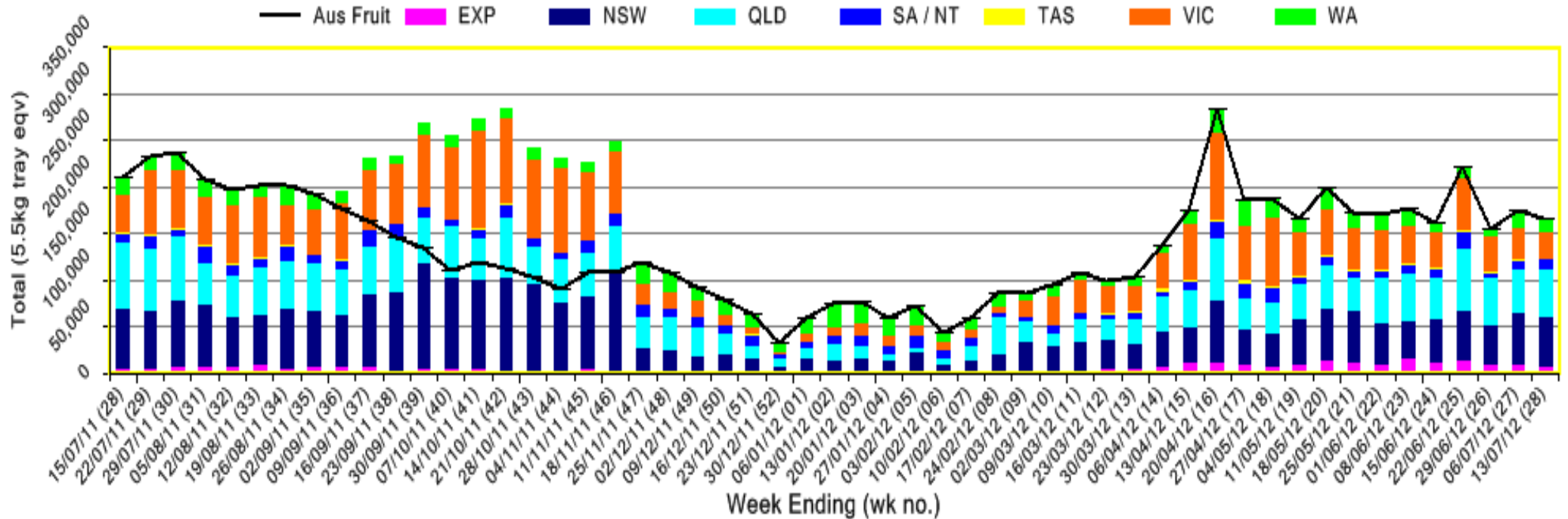
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 7th July - 13th July 2012 (Wk 28)

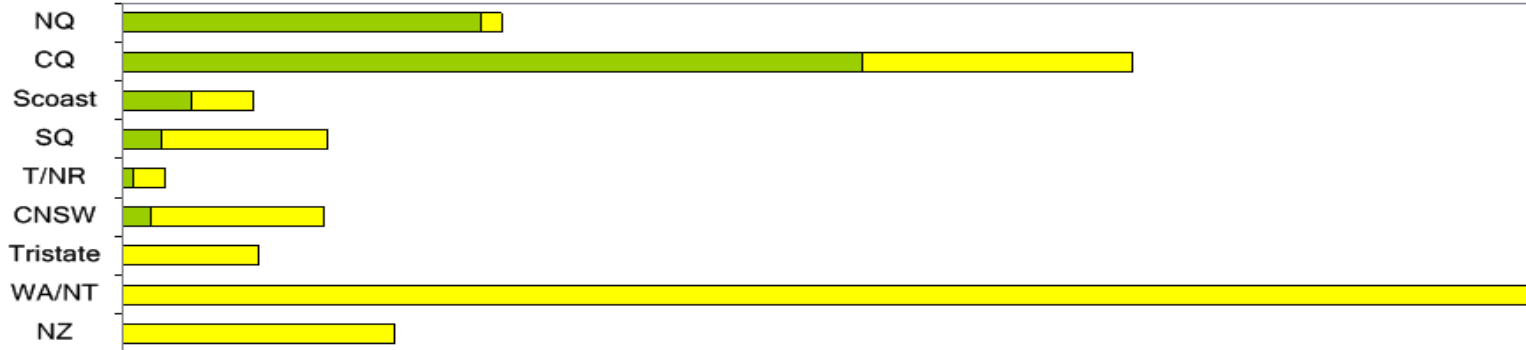
Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP					92	38		701	4,850	5,681	1,152				7,776
NSW	241	1,107	2,915	8,964	1,871	6,405	9,175	3,071	968	34,717	9,071	1,260			51,439
QLD	1,251	1,020	3,152	3,486	1,857	4,922	6,933	6,977	1,123	30,721	11,360	2,880	2,000	150	52,291
SA / NT	1,185	695	726	629	388	451	3,111	1,502		8,687	1,012	636			10,643
TAS								936		936					936
VIC	386	853	2,170	6,471	488	4,238	2,065	1,516	554	18,741	5,590	2,160			29,298
WA	2	53	303	2,002		969	3,642	364	657	7,992	1,913				11,470
Total	3,065	3,728	9,266	21,552	4,696	17,023	25,862	14,131	8,152	107,475	30,098	6,936	2,000	150	163,851

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 3,726,965 5.5kg tray eqv

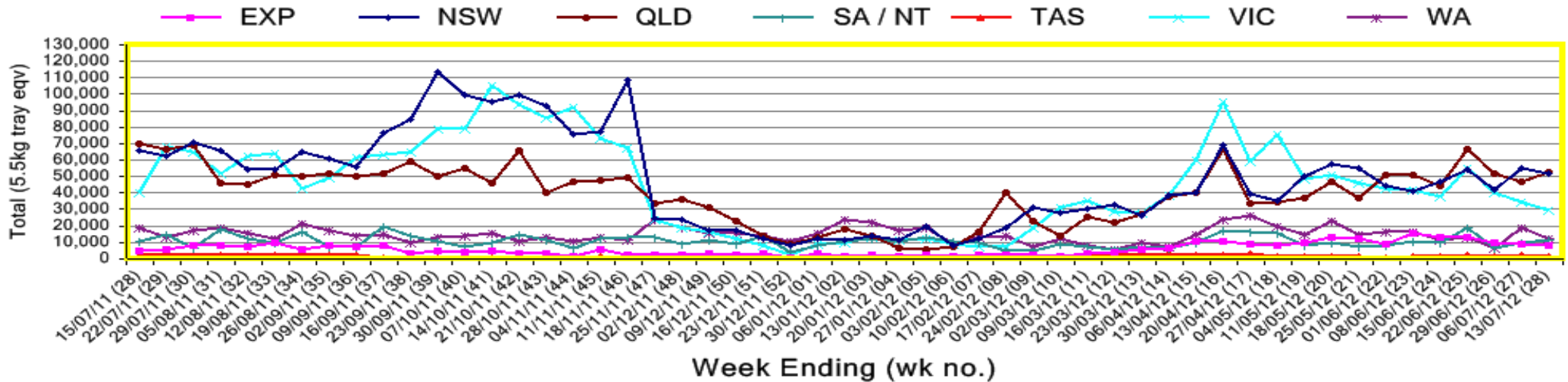


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 3,726,965 5.5kg tray eqv



Week 28 contributors - Packhouses

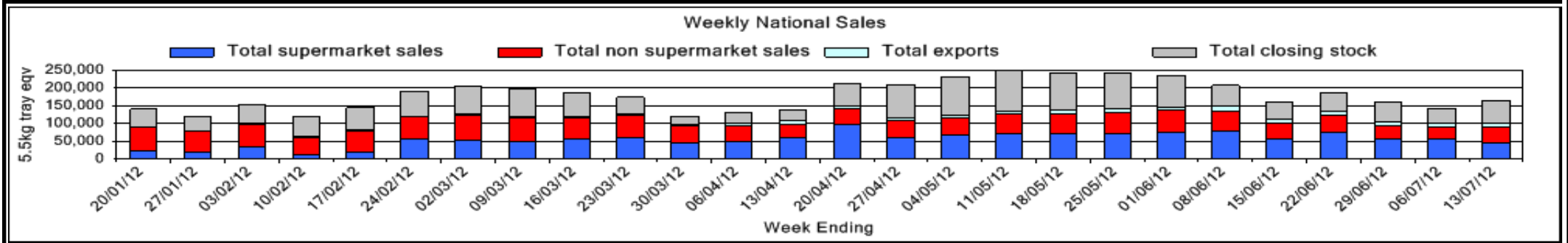
Balmoral Orchard	Natures Fruit Company
Coastal Avocados	One Harvest
Donovan Family Investment Trust	Simpson Farms Pty Ltd (Goodwood Home)
G & C Christensen	Sunfresh
Green Nugget Orchards	Sunny Bluff Produce Pty Ltd
I & A Tolson	Sunnyspot Packhouse Pty Ltd
Midcoast Avocados	SuperPak
Mountain Fresh	Touchwood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

Week 28 contributors - Wholesalers

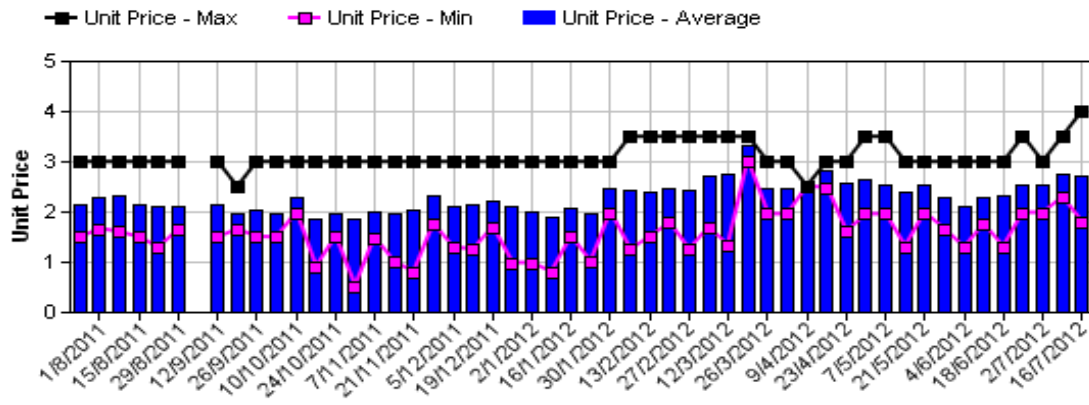
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)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

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

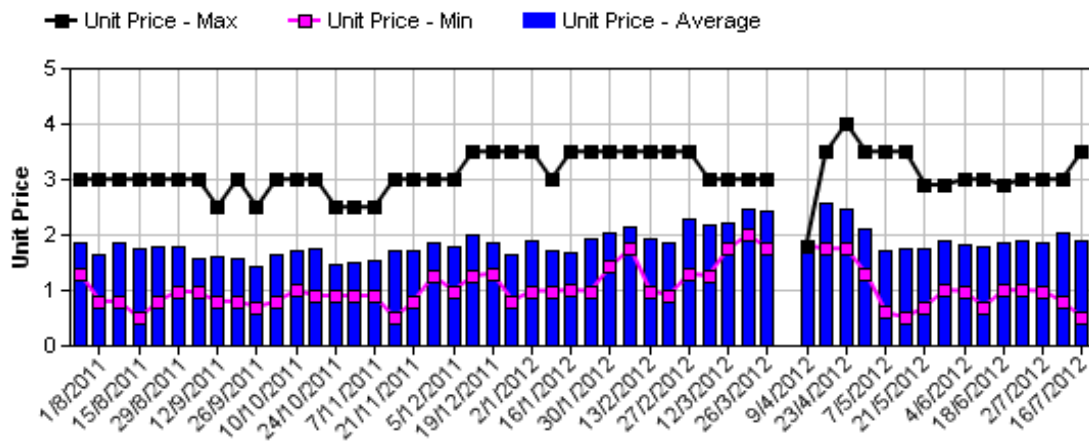
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	10,976			10,976	3			3	5	576			576	105	11,086			11,086
Total non supermarket sales	3,867			3,867	1,715		176	1,891	3,438						6,985		320	7,305
Total exports																		
Total sales	14,843			14,843	1,718		176	1,894	3,444	576			576	105	18,071		320	18,391
Total Stock on Hand	1,743			1,743	687		3	690	1,255						2,992		5	2,998
QLD																		
Total supermarket sales	14,880			14,880	144			144	262	2,880			2,880	524	15,665			15,665
Total non supermarket sales	12,742		288	13,030	969			969	1,762						14,504		288	14,792
Total exports	5,681			5,681	1,152			1,152	2,095						7,776			7,776
Total sales	33,303		288	33,591	2,265			2,265	4,118	2,880			2,880	524	37,945		288	38,233
Total Stock on Hand	27,034		164	27,198	691			691	1,256						28,290		164	28,454
SA & TAS																		
Total supermarket sales	5,876		2,131	8,007	712			712	1,295	636			636	116	7,286		2,131	9,418
Total non supermarket sales	1,560		618	2,178	607			607	1,104						2,664		618	3,282
Total exports																		
Total sales	7,436		2,749	10,185	1,319			1,319	2,398	636			636	116	9,950		2,749	12,699
Total Stock on Hand	8,811		81	8,892	1,022			1,022	1,858						10,669		81	10,750
VIC																		
Total supermarket sales	7,374			7,374	192			192	349	2,160			2,160	393	8,116			8,116
Total non supermarket sales	6,466		5,036	11,503	1,799		427	2,226	4,047	110			110	20	9,757		5,813	15,570
Total exports																		
Total sales	13,840		5,036	18,877	1,991		427	2,418	4,396	2,270			2,270	413	17,873		5,813	23,686
Total Stock on Hand	10,387		2,349	12,736	2,405		11	2,416	4,393	103			103	19	14,778		2,369	17,147
WA																		
Total supermarket sales	3,256			3,256											3,256			3,256
Total non supermarket sales	2,200			2,200	869		26	895	1,627						3,780		47	3,827
Total exports																		
Total sales	5,456			5,456	869		26	895	1,627						7,036		47	7,083
Total Stock on Hand	3,183			3,183	2,046		7	2,053	3,733						6,903		13	6,916
Total																		
Total supermarket sales	42,362		2,131	44,493	1,051			1,051	1,911	6,252			6,252	1,137	45,409		2,131	47,541
Total non supermarket sales	26,835		5,942	32,778	5,959		629	6,588	11,978	110			110	20	37,690		7,086	44,776
Total exports	5,681			5,681	1,152			1,152	2,095						7,776			7,776
Total sales	74,878		8,074	82,952	8,162		629	8,791	15,984	6,362			6,362	1,157	90,875		9,217	100,092
Total Stock on Hand	51,158		2,594	53,752	6,851		21	6,872	12,495	103			103	19	63,633		2,632	66,265



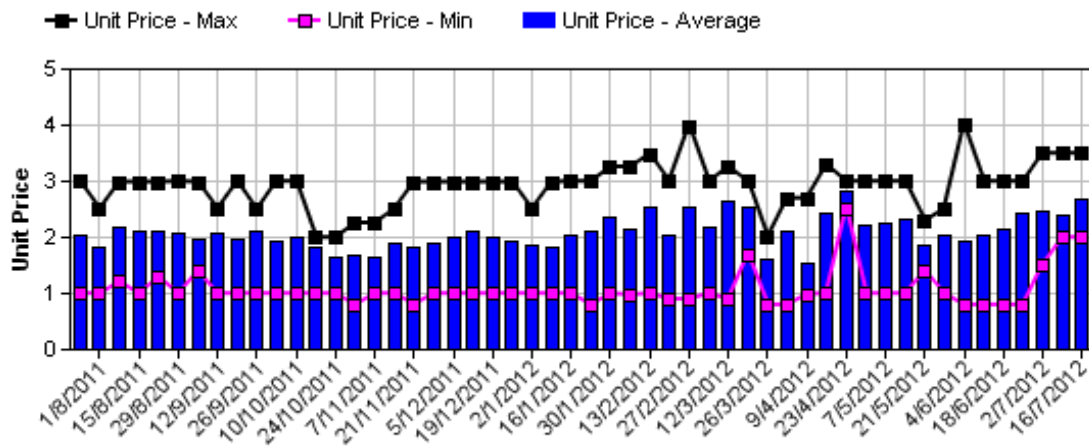
Hass Avocado Average Retail Prices - Sydney



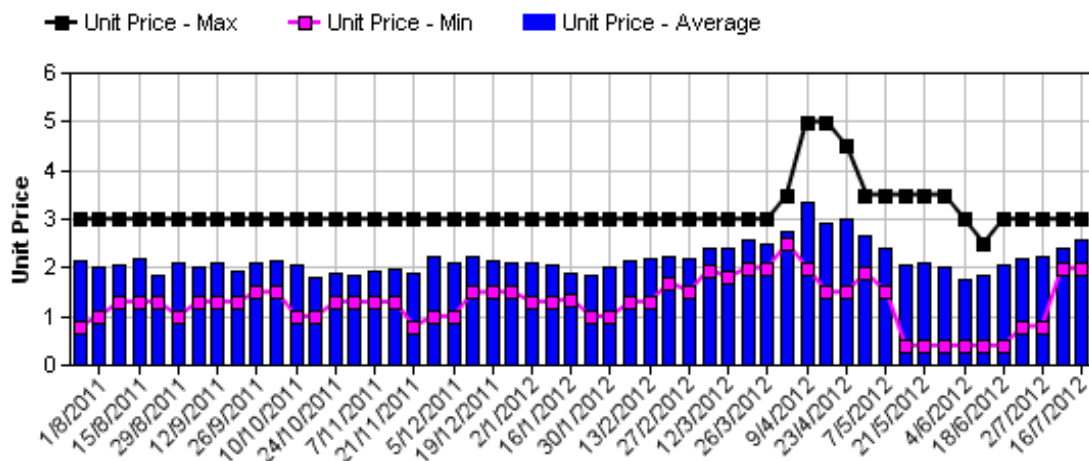
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

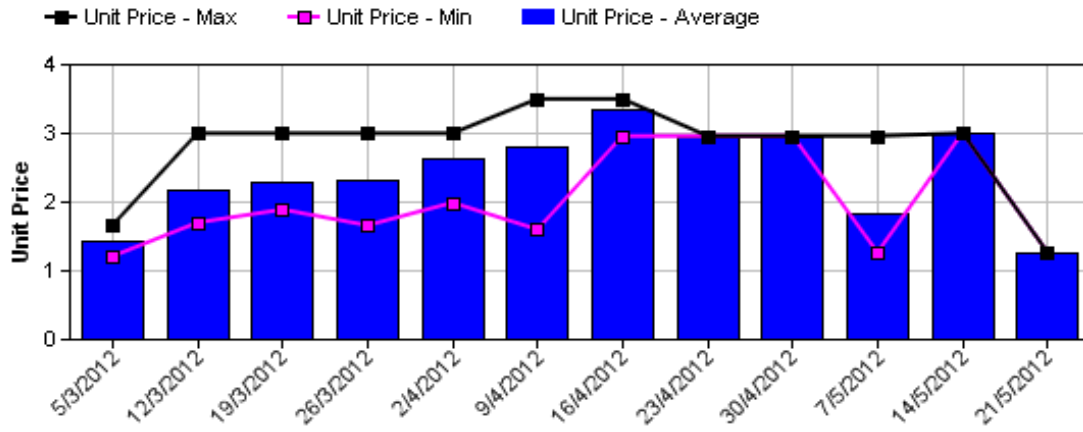


Hass Avocado Average Retail Prices - Perth

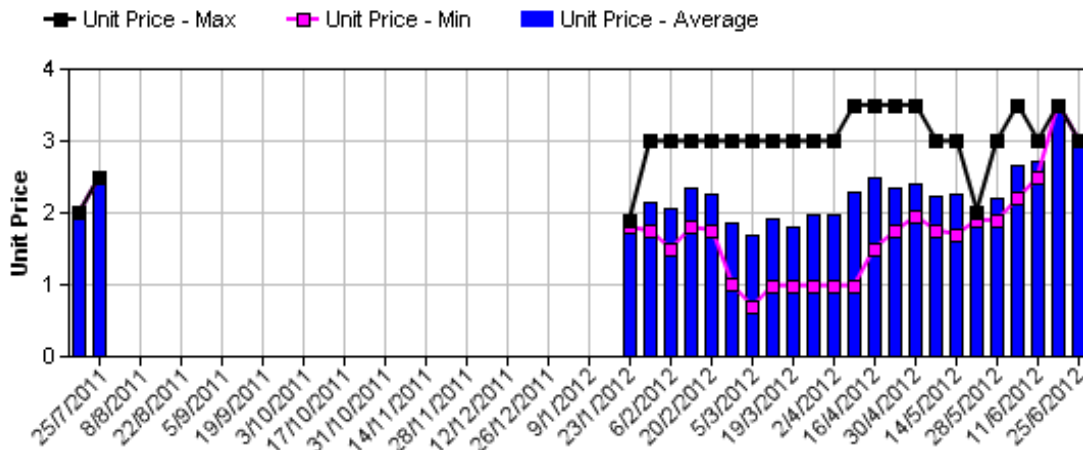


Assessment Date [Week Commencing]

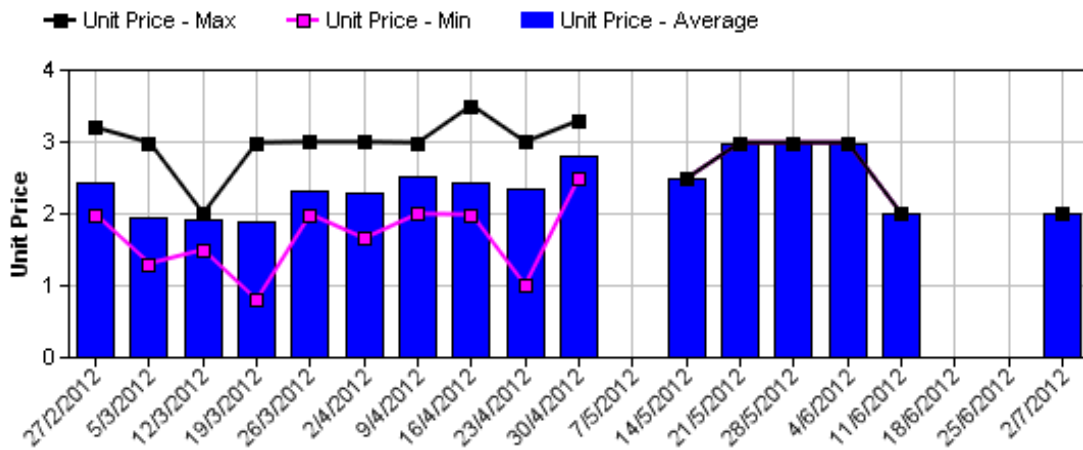
Shepard Avocado Average Retail Prices - Sydney



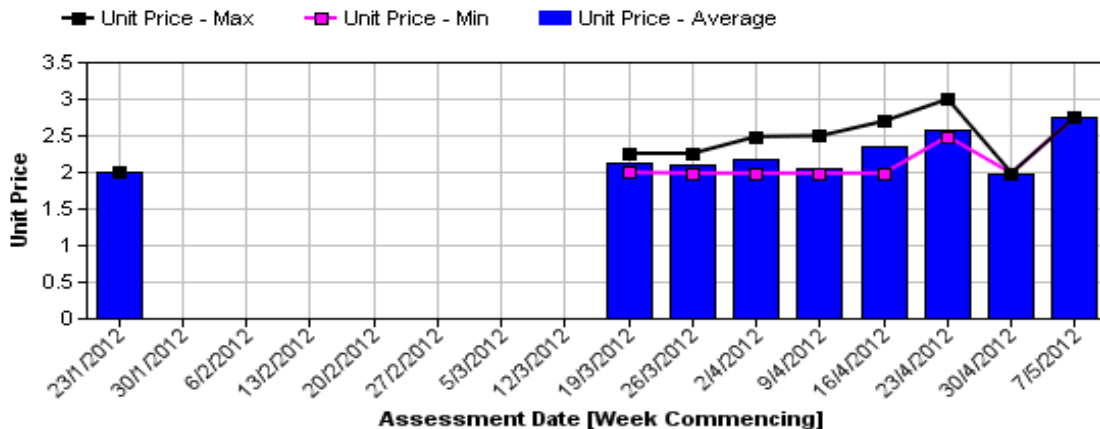
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 16th July 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	280	1.80	Cat	Aus
I	Hass	280	1.80	Cat	Aus
I	Hass	255	1.80	Cat	Aus
I	Hass	235	1.99	No	Aus
I	Hass	300	2.25	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	290	2.95	No	Aus
I	Hass	255	2.98	No	Aus
I	Hass	295	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	330	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	340	2.99	No	Aus
I	Hass	305	2.99	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	305	3.99	No	Aus
BRISBANE					
I	Hass	138	0.50	Store	Aus
I	Hass	200	0.99	Store	Aus
I	Hass	180	1.00	Store	Aus
I	Hass	100	1.29	Store	Aus
I	Hass	140	1.94	No	Aus
I	Hass	220	1.94	No	Aus
I	Hass	305	1.94	No	Aus
I	Hass	185	1.94	No	Aus
I	Hass	170	1.98	No	Aus
I	Hass	810	1.99	Store	Aus
I	Hass	210	2.48	No	Aus
I	Hass	240	2.48	No	Aus
I	Hass	220	2.48	No	Aus
I	Wurtz	305	2.49	Store	Aus
I	Reed	540	2.69	Store	Aus
I	Hass	254	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	255	1.99	No	NS
I	Hass	310	2.48	No	Aus
I	Hass	340	2.48	No	Aus
I	Hass	260	2.48	No	Aus
I	Hass	275	2.48	No	Aus
I	Hass	310	2.48	No	Aus
I	Hass	275	2.48	No	Aus
I	Hass	285	2.49	No	NS
I	Hass	290	2.49	No	Aus
I	Hass	295	2.49	No	NS
I	Hass	300	2.98	No	Aus
I	Sharwil	285	2.98	No	Aus
I	Hass	320	2.99	No	NS
I	Hass	303	2.99	No	Aus
I	Hass	300	2.99	No	NS
I	Hass	260	2.99	No	Aus
I	Hass	305	3.49	No	Aus
PERTH					
I	Hass	260	1.98	No	Aus
I	Hass	240	2.28	No	Aus
I	Hass	240	2.28	No	Aus
I	Hass	190	2.35	Store	Aus
I	Hass	200	2.35	No	Aus
I	Hass	210	2.35	No	Aus
I	Hass	240	2.49	No	Aus
I	Hass	280	2.49	Store	Aus
I	Hass	230	2.49	No	Aus
I	Hass	225	2.49	No	Aus
I	Hass	245	2.49	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	220	2.99	Store	Aus
I	Hass	240	2.99	No	Aus
I	Hass	275	2.99	No	Aus
I	Hass	285	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

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