



INFOCADO WEEKLY REPORT: 5th July — 11th July 2014 (Wk 28)



Comments

- All average retail prices across the major metropolitan cities have held steady. There has been a slight decline in total stock on hand within the wholesale sector in comparison to last week though up slightly from the previous month volume (refer page 5).
- The dispatches for the week were slightly higher than the dispatch volume last week, though still remaining lower than this weeks forecast. The four week forecast outlook has continued to trend downwards with lower expected yields compared to the month past (refer page 3).
- A wide mix of varieties may be seen throughout the supply chain over the coming weeks though total volume of these varieties are minor in comparison to Hass (refer page 3).

[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:

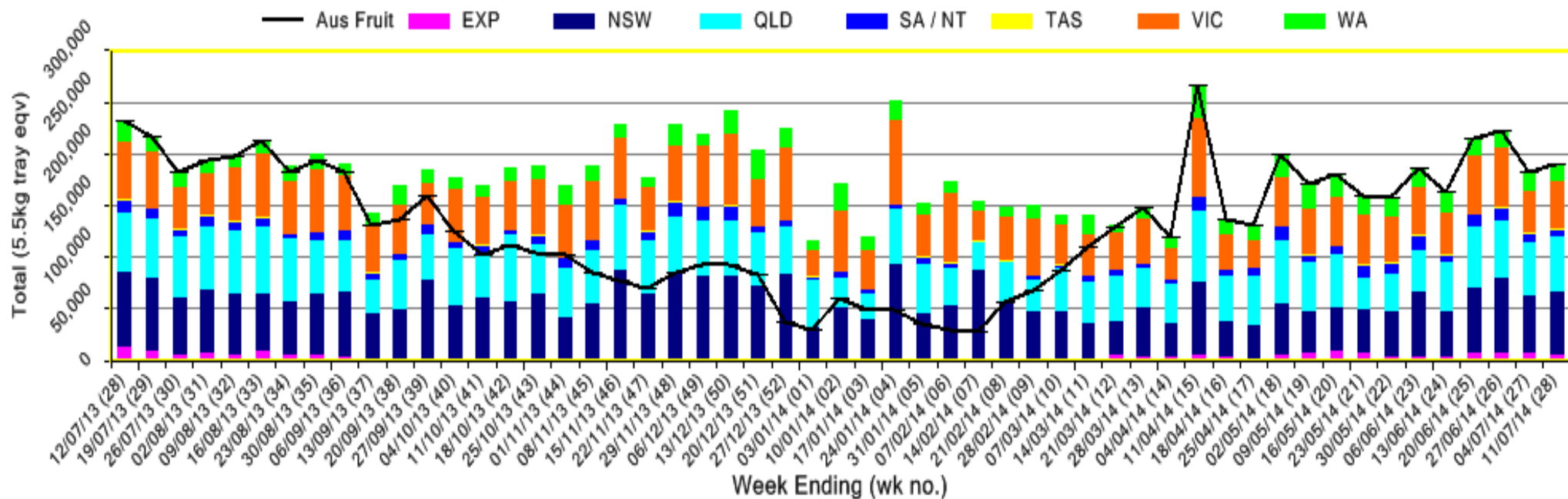
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 5th July - 11th July 2014 (Wk 28)

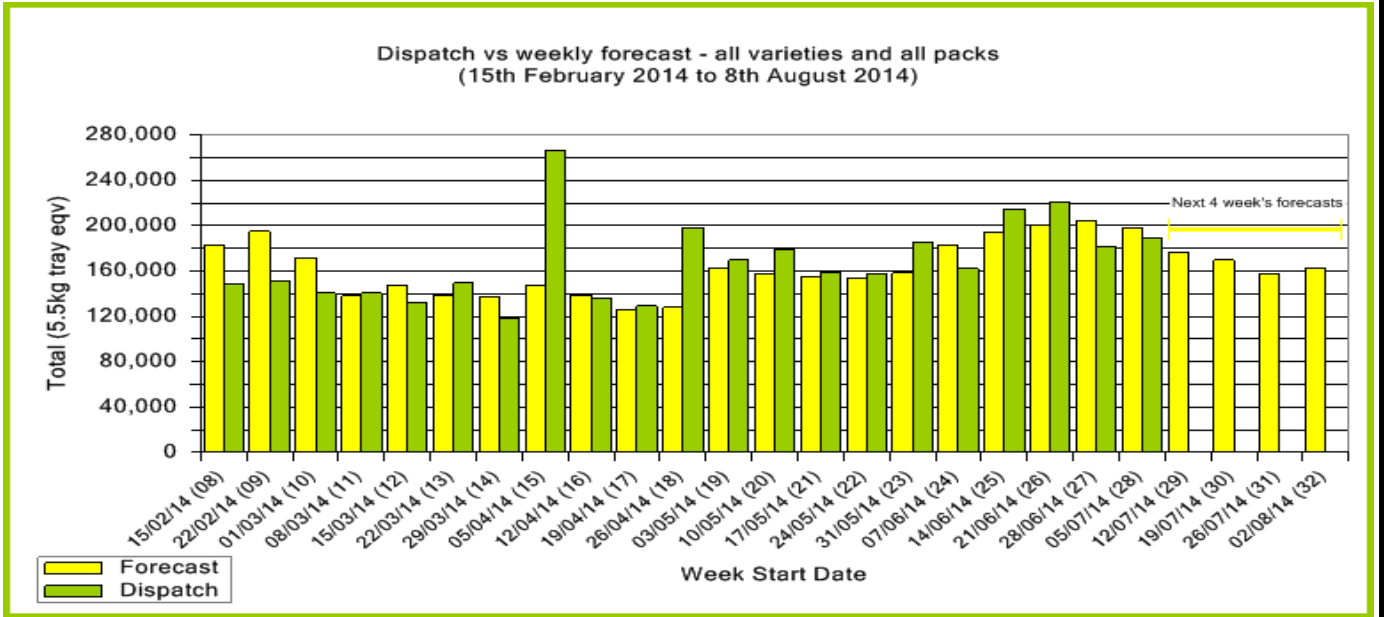
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP			20					250		2,670				2,940	1,440			5,558
NSW	91	811	4,683	11,802	1,311	11,289	11,241	3,191	1,275	45,694	8,670	656	400	61,650				
QLD	31	300	2,876	3,253	678	5,964	9,084	15,419	813	38,418	7,869	1,702	3,960	53,754				
SA / NT			460	2,329		498	634	925	45	4,891	277			5,395				
TAS								960		960				960				
VIC	183	1,809	2,668	8,073	812	6,302	10,278	2,427	757	33,309	6,659	1,196		45,633				
WA	55	271	549	1,023		1,054	5,827	4,027	5	12,811	1,970			16,393				
Total	360	3,191	11,256	26,480	2,801	25,107	38,274	25,989	5,565	139,023	26,885	3,554	4,360	189,344				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 4,668,939 5.5kg tray eqv



Forecast Data (Week 28 - 32)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 28 - begin 05/07/2014					
Bacon		15			27
Fuerte		55			100
Gem	1,000	30			1,055
Hass	159,150	16,907	5,500	2,700	191,381
Pinkerton	300				300
Sharwil	2,200	150			2,473
Wurtz	3,000				3,000
Week Total	165,650	17,157	5,500	2,700	198,336
Week 29 - begin 12/07/2014					
Fuerte		90			164
Gem	2,500	60			2,609
Hass	141,468	15,108	5,200	5,500	170,882
Other	600	50			691
Sharwil	1,000	180			1,327
Wurtz	1,000				1,000
Week Total	146,568	15,488	5,200	5,500	176,673
Week 30 - begin 19/07/2014					
Gem	2,500	60			2,609
Hass	133,920	11,574	5,200	5,250	156,864
Other	600	50			691
Reed	6,000				6,000
Sharwil	1,000	150			1,273
Wurtz	2,000				2,000
Week Total	146,020	11,834	5,200	5,250	169,436
Week 31 - begin 26/07/2014					
Hass	129,670	10,734	5,200	3,150	150,704
Other	600	50			691
Reed	6,000				6,000
Week Total	136,270	10,784	5,200	3,150	157,395
Week 32 - begin 02/08/2014					
Hass	134,170	11,384	4,200	3,150	156,205
Other	600	50			691
Reed	6,000				6,000
Week Total	140,770	11,434	4,200	3,150	162,896

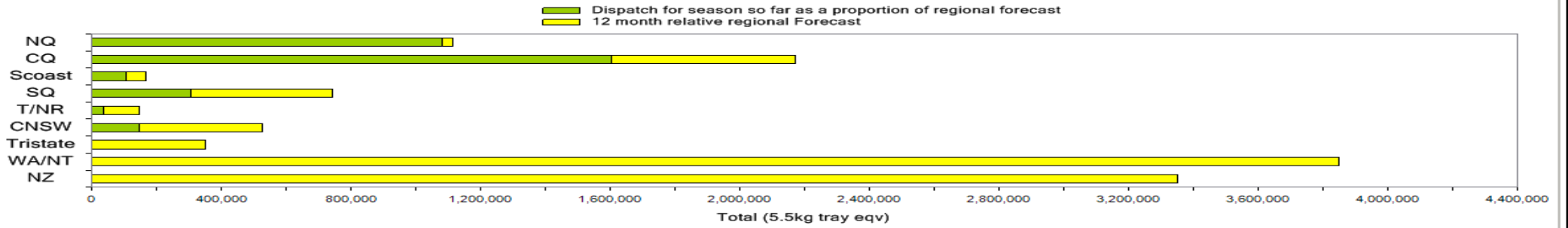
Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 28 - begin 5/07/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		12			22
Fuerte	165	183			498
Gem	558	7			571
Hass	132,125	25,909	3,554	4,360	180,671
Lamb Hass	1,307	128			1,540
Other	776	58			881
Pinkerton	712	92			879
Sharwil	160	16			189
Wurtz	3,220	480			4,093
Total	139,023	26,885	3,554	4,360	189,344



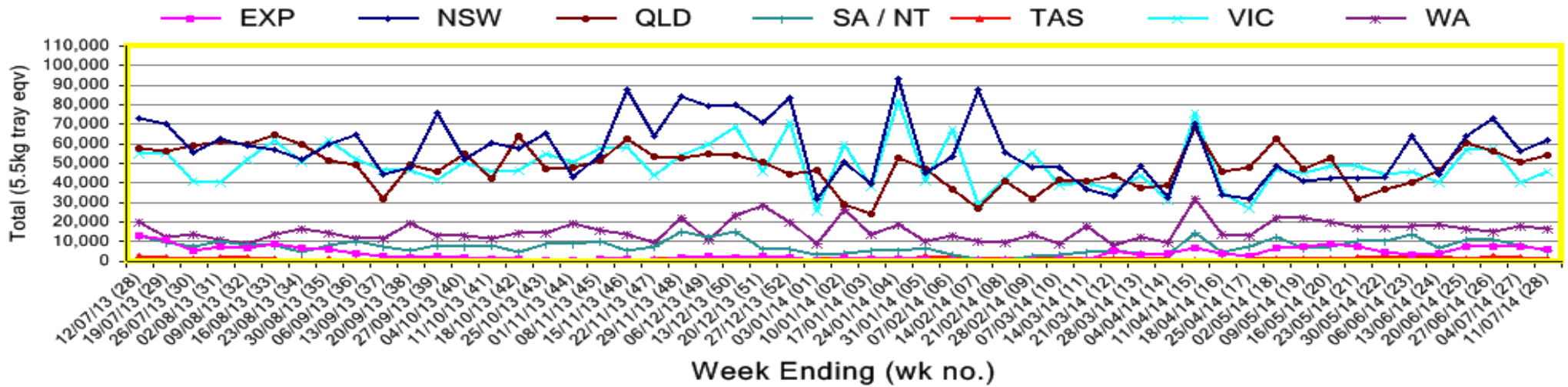
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	512,077	474,424	524,894	636,960	511,304	329,556	5,280	3,352,347
Australia (from Infocado)										
USA ¹										
Japan ¹										
Other Asia ¹										
Total										

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 = 4,668,939 5.5kg tray eqv



Week 28 contributors - Packhouses

Natures Fruit Company (Consolidator)	Green Nugget Orchards (SQ)
One Harvest (Consolidator)	G & J Krenske (SQ)
Sunfresh (Consolidator)	Balmoral Orchard (SQ)
The Avolution (Consolidator)	Touchwood Farming (SQ)
Coastal Avocados (CNSW)	Sunnyspot Packhouse Pty Ltd (SQ)
I & A Tolson (CNSW)	Googa Farms (SQ)
Midcoast Avocados (CNSW)	Perseverance Farming Co (SQ)
Lava Valley Produce (CQ)	Wodonga Park Fruit and Nuts (SQ)
Simpson Farms Pty Ltd (CQ)	SC: Less than 3 Packhouse Contributors
Sunnyspot Packhouse Pty Ltd (CQ)	TNR: Less than 3 Packhouse Contributors
SuperPak (CQ)	TRI: Less than 3 Packhouse Contributors
Donovan Family Investment Trust (CQ)	WA: Less than 3 Packhouse Contributors
Sunny Bluff Produce Pty Ltd (CQ)	

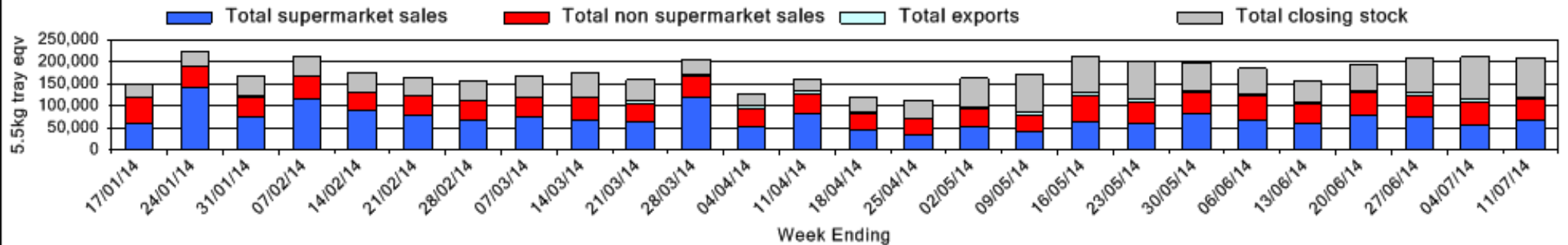
Week 28 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) 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)	WA Farm Direct (Perth)
Fresh Choice WA Pty Ltd (Perth)	

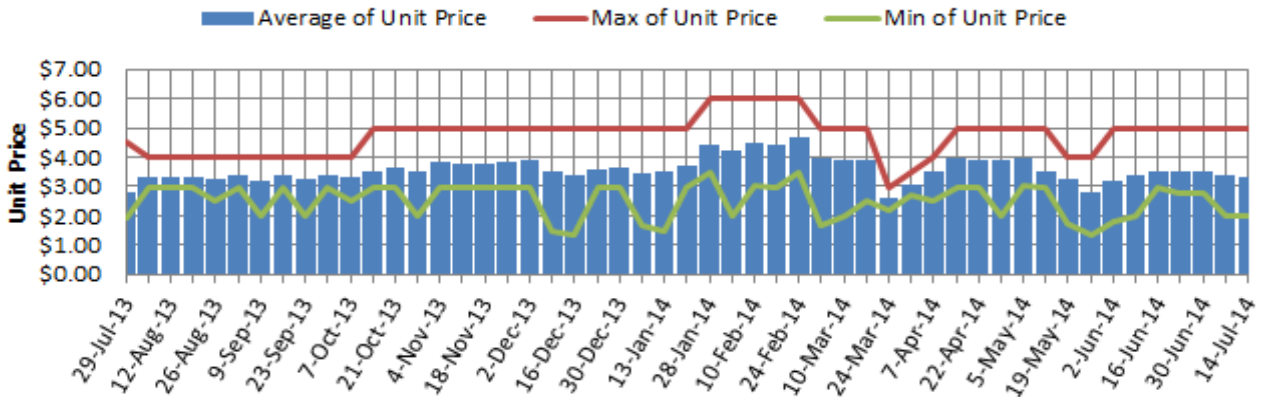
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	23,110			23,110	15			15	27						23,137			23,137
Total non supermarket sales	3,727		582	4,309	1,059		116	1,175	2,136						5,652		793	6,445
Total exports																		
Total sales	26,837		582	27,419	1,074		116	1,190	2,164						28,790		793	29,583
Total Stock on Hand	926		582	1,508	164			164	298						1,224		582	1,806
QLD																		
Total supermarket sales	17,621			17,621						1,200			1,200	218	17,839			17,839
Total non supermarket sales	11,701		313	12,014	876			876	1,593						13,294		313	13,607
Total exports	2,940			2,940	1,440			1,440	2,618						5,558			5,558
Total sales	32,262		313	32,575	2,316			2,316	4,211	1,200			1,200	218	36,691		313	37,004
Total Stock on Hand	31,909		2	31,911	977			977	1,776						33,685		2	33,687
SA & TAS																		
Total supermarket sales	9,167			9,167			40	40	73						9,167		73	9,240
Total non supermarket sales	3,801	30		3,831	1,024	2		1,026	1,865						5,663	34		5,696
Total exports																		
Total sales	12,968	30		12,998	1,024	2	40	1,066	1,938						14,830	34	73	14,936
Total Stock on Hand	16,325	37		16,362	4,487	15		4,502	8,185						24,483	64		24,547
VIC																		
Total supermarket sales	10,992			10,992	384			384	698	120			120	22	11,712			11,712
Total non supermarket sales	8,800		1,596	10,396	2,525		243	2,768	5,033						13,391		2,038	15,429
Total exports																		
Total sales	19,792		1,596	21,388	2,909		243	3,152	5,731	120			120	22	25,103		2,038	27,141
Total Stock on Hand	18,659		1,901	20,560	1,814		1	1,815	3,300						21,957		1,903	23,860
WA																		
Total supermarket sales	6,706			6,706											6,706			6,706
Total non supermarket sales	2,475		307	2,782	1,573		151	1,724	3,135						5,335		582	5,917
Total exports																		
Total sales	9,181		307	9,488	1,573		151	1,724	3,135						12,041		582	12,623
Total Stock on Hand	2,991		112	3,103	598		74	672	1,222						4,078		247	4,325
Total																		
Total supermarket sales	67,596			67,596	399		40	439	798	1,320			1,320	240	68,561		73	68,634
Total non supermarket sales	30,504	30	2,798	33,332	7,057	2	510	7,569	13,762						43,335	34	3,725	47,094
Total exports	2,940			2,940	1,440			1,440	2,618						5,558			5,558
Total sales	101,040	30	2,798	103,868	8,896	2	550	9,448	17,178	1,320			1,320	240	117,455	34	3,798	121,286
Total Stock on Hand	70,810	37	2,597	73,444	8,040	15	75	8,130	14,782						85,428	64	2,734	88,226

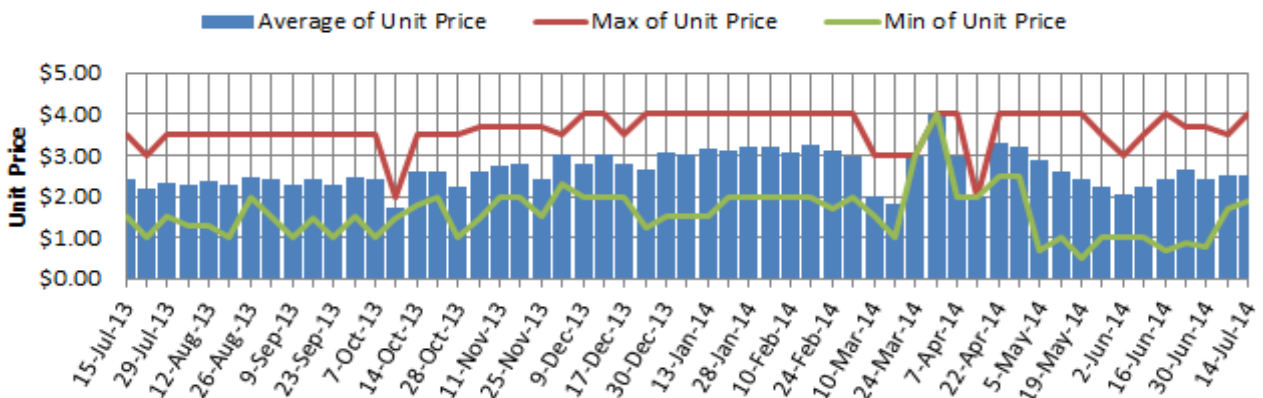
Weekly National Sales



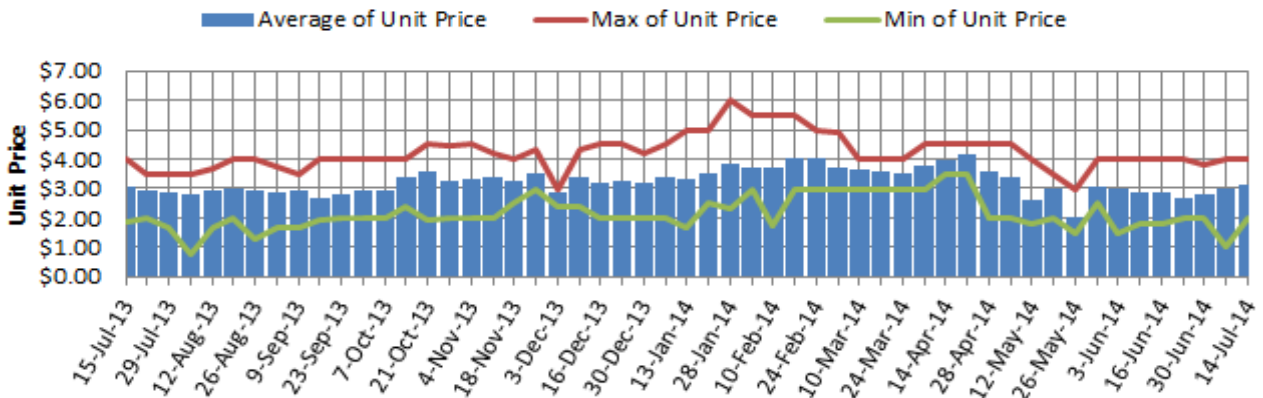
Hass Avocado Average Retail Prices - Sydney



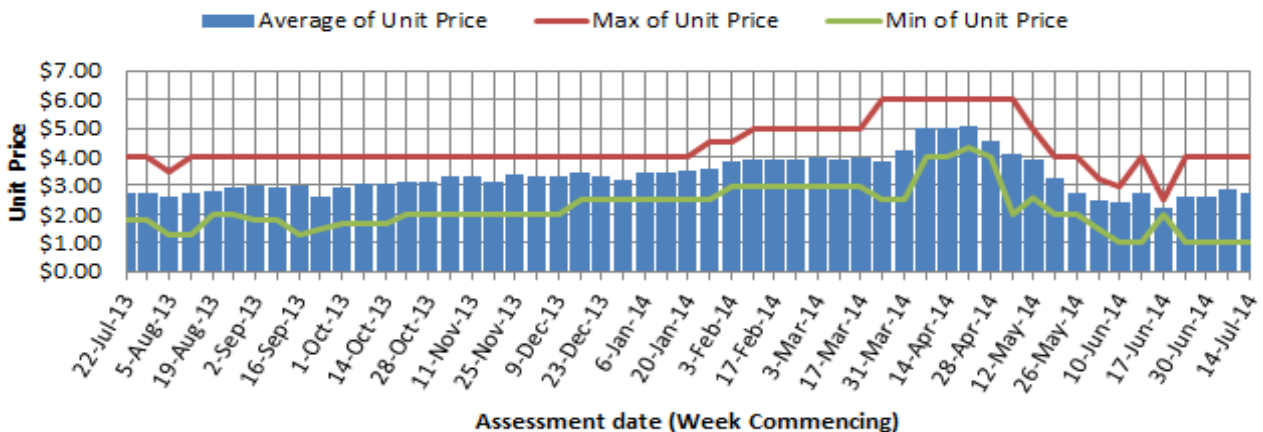
Hass Avocado Average Retail Prices - Brisbane



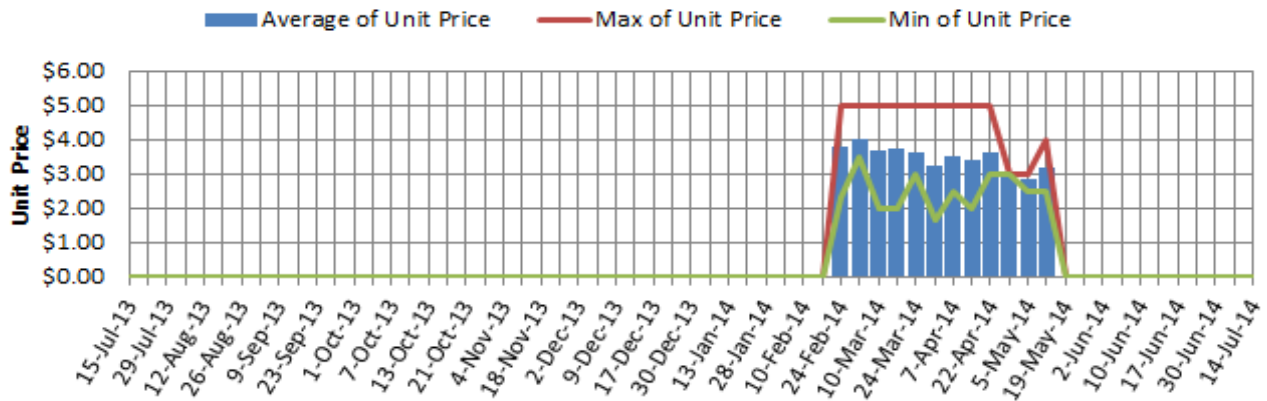
Hass Avocado Average Retail Prices - Melbourne



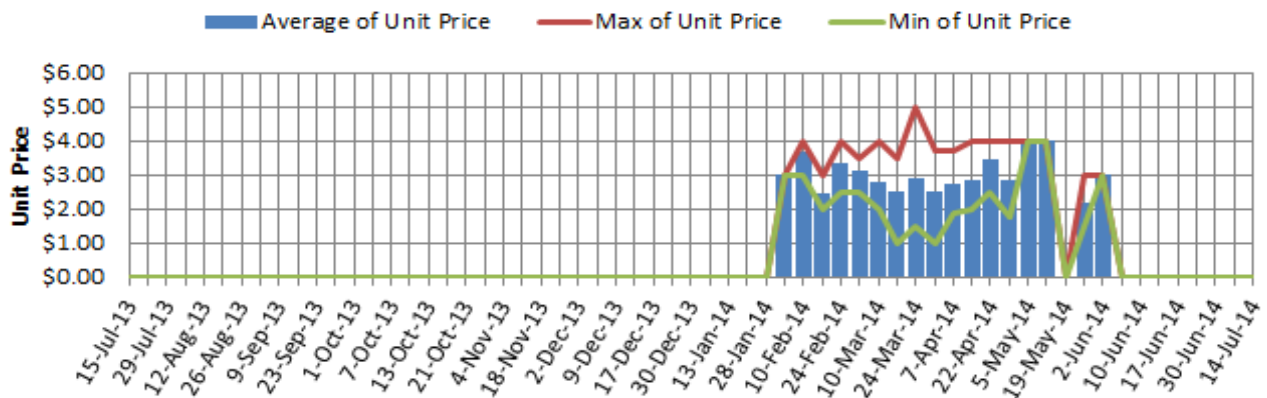
Hass Avocado Average Retail Prices - Perth



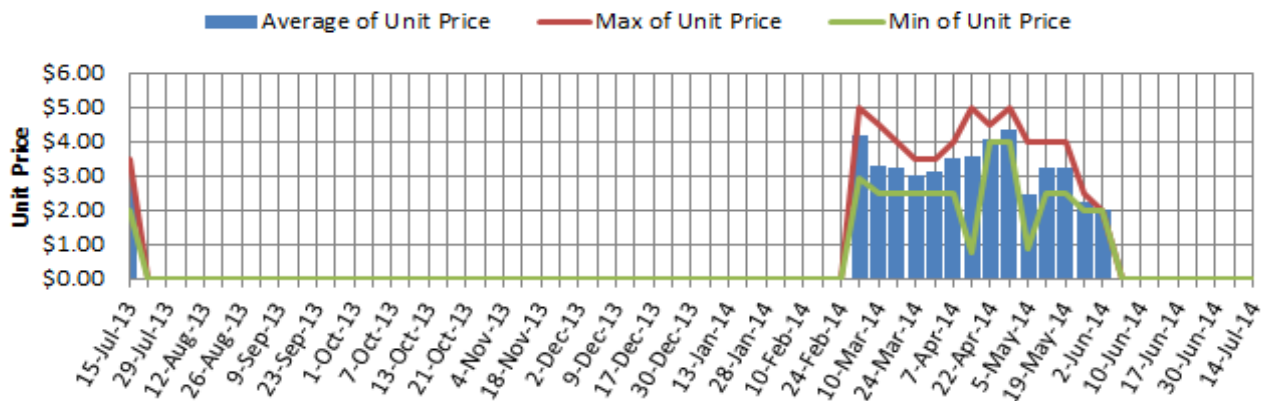
Shepard Avocado Average Retail Prices - Sydney



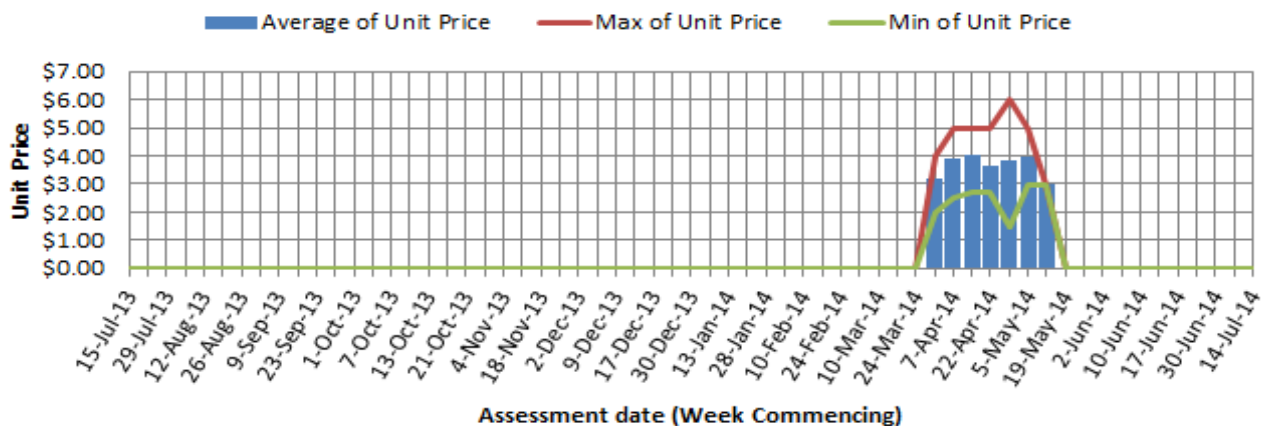
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 14th July 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	230	2.00	Cat	Aus
Coles	Hass	230	2.00	Cat	Aus
Coles	Hass	240	2.00	Cat	Aus
Woolworths	Hass	290	2.68	No	Aus
Woolworths	Hass	280	2.68	No	Aus
Woolworths	Hass	260	2.68	No	Aus
IGA	Hass	180	2.98	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	250	2.99	No	Aus
Foodworks	Hass	300	3.49	No	Aus
I	Hass	250	3.49	No	Aus
IGA	Hass	290	3.49	No	Aus
I	Hass	300	3.99	No	Aus
I	Hass	320	4.99	No	Aus
I	Hass	380	4.99	No	Aus
I	Hass	360	4.99	No	Aus
BRISBANE					
Coles	Hass	240	1.90	Store	Aus
Coles	Hass	200	1.90	Store	Aus
Coles	Hass	220	1.90	Store	Aus
Woolworths	Hass	200	1.98	Store	Aus
I	Hass	220	1.99	No	Aus
I	Hass	240	1.99	No	Aus
IGA	Hass	160	1.99	Store	Aus
Woolworths	Hass	305	2.98	No	Aus
Woolworths	Hass	325	2.98	No	Aus
I	Hass	285	3.00	Store	Aus
I	Hass	400	3.49	No	Aus
IGA	Hass	220	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	190	1.99	No	Aus
I	Hass	230	2.49	No	Aus
I	Hass	220	2.49	No	Aus
I	Hass	220	2.69	No	NS
Coles	Hass	270	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
IS	Hass	255	2.99	No	Aus
I	Hass	255	2.99	No	Aus
Safeway	Hass	220	3.48	No	Aus
Woolworths	Hass	260	3.48	No	Aus
Woolworths	Hass	270	3.48	No	Aus
I	Hass	350	3.79	No	Aus
I	Hass	350	3.79	No	Aus
I	Hass	350	3.98	No	Aus
PERTH					
IGA	Hass	120	0.99	No	Aus
IS	Hass	140	0.99	Store	Aus
I	Bacon	200	1.70	No	Aus
Coles	Hass	170	2.48	No	Aus
Coles	Hass	170	2.48	No	Aus
Coles	Hass	180	2.48	No	Aus
Woolworths	Hass	205	2.68	No	Aus
Woolworths	Hass	200	2.68	No	Aus
Woolworths	Hass	200	2.68	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	290	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	220	3.29	No	Aus
IGA	Hass	235	3.49	No	Aus
I	Hass	235	3.99	No	Aus
I	Hass	260	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