



INFOCADO WEEKLY REPORT: 4th July — 10th July 2015 (Week 28)

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Comments

- The majority of dispatches for the past week were to Brisbane, with size 20 dominating total supplies (refer P 2).
- The weekly dispatch volume (214,467 trays) was slightly higher than the weeks forecast by about 23,000 trays (12%). The 4 week forecast indicates steady supply for the next three weeks. AAL would like to thank all packhouses for updating their 4 week forecasts (refer P 3).
- The wide range of available varieties are estimated to continue for the next fortnight, Hass obviously dominating these volumes (refer P 3).
- Average retail prices for Hass continues to hover around \$3.00 / fruit in most cities, although this does not include multi-buy offers. Highest recorded retail price was \$4.99 / fruit in Sydney & Perth whilst the lowest recorded retail price was \$0.99 / fruit in Brisbane (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

'Avocado Mash-Up'

Australian Avocados recently launched the 'Avocado Mash-Up' video series on Facebook, which was inspired by the popular 'mashup' food trend that combines the best of two well-known recipes to create a unique and delicious dish.

A series of 30 second videos were created, taking two popular meals - with the core ingredient being an avocado - and giving them the 'mash-up' treatment, creating 12 unique dishes.

The key objective of the 'mash-up' series is to inspire the Australian Avocados social audience to think outside the box and try something new in order to give their family meals or snacks a healthy and guaranteed lift.

For a full brief please refer to the Guacamole Enewsletter - 10 Jul 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.

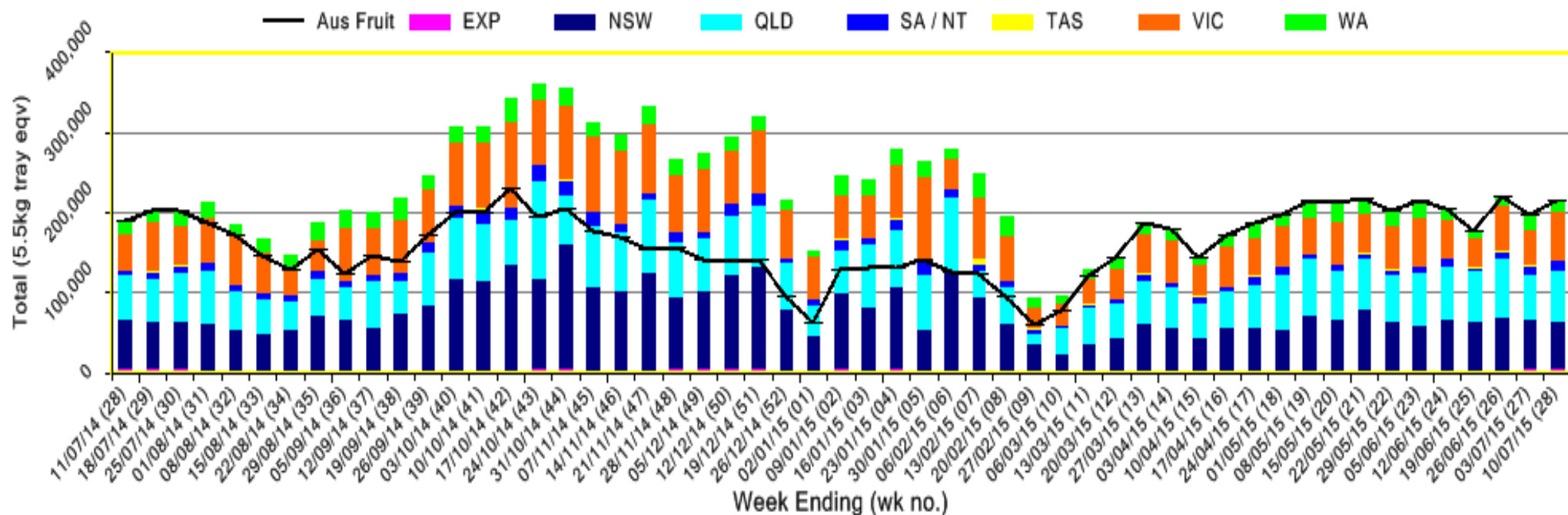
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Industry Dispatches By Destination State and Count Size : 4th July - 10th July 2015 (Wk 28)

Dest. State	5.5kg		5.5kg		5.5kg		5.5kg		5.5kg		Trays - Total		Bulk	P/PK	Proc	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP			10						3,040	3,050	1,440					5,668
NSW	60	1,093	2,622	14,429	1,931	10,066	7,433	1,932	2,313	41,879	9,077	1,000	2,000		58,929	
QLD	201	533	2,834	9,475	504	9,483	9,048	10,639	2,219	44,936	9,620	2,000	1,310		63,029	
SA / NT	1	21	53	974		3,112	1,691	2,826	540	9,218	1,091				11,202	
TAS							640	640		1,280	192				1,629	
VIC	80	3,685	4,100	16,795	1,740	9,835	8,519	2,838	56	47,648	6,325	1,000	1,000		59,512	
WA	31	157	742	2,143		2,779	3,976	2,224		12,052	1,346				14,499	
Total	373	5,489	10,361	43,816	4,175	35,275	31,307	21,099	8,168	160,063	29,091	4,000	4,310		214,467	

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 5,502,109 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

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 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	80			1,812
Hass	164,500	14,380	6,400	2,500	192,264
Other	780	70			907
Sharwil	4,000	140			4,255
Wurtz	5,000				5,000
Week Total	175,947	14,670	6,400	2,500	204,239

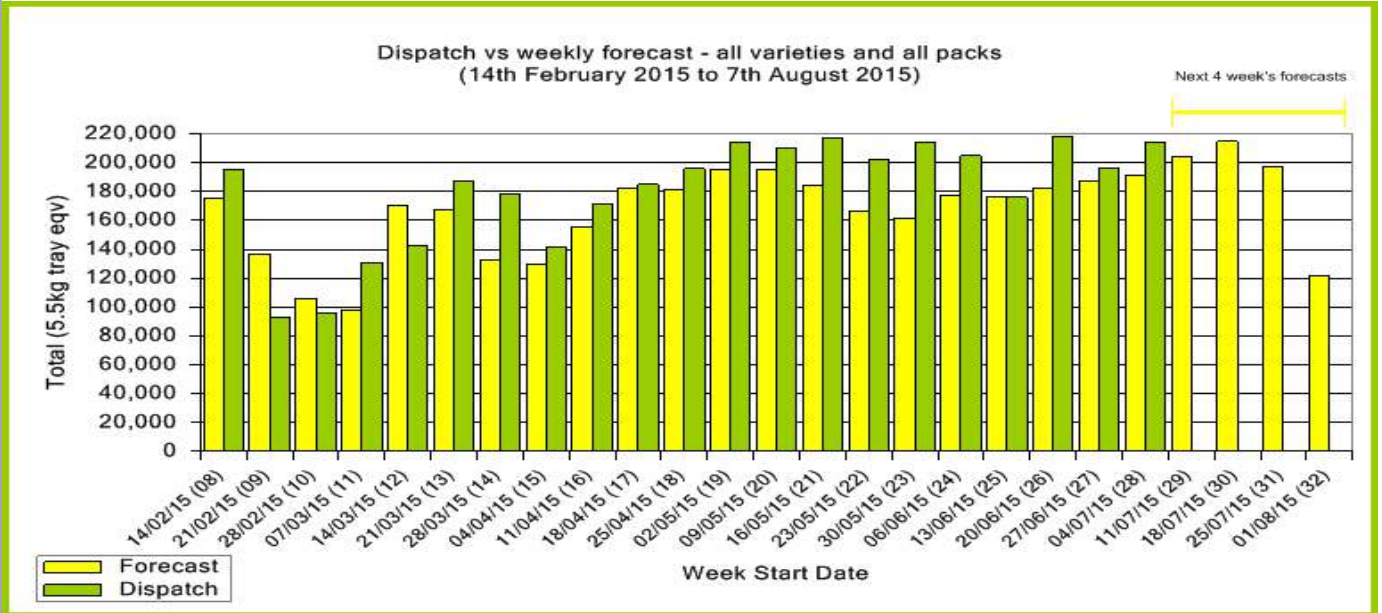
Week 30 - begin 18/07/2015					
Fuerte	1,667				1,667
Hass	173,017	15,060	10,400	4,500	203,108
Other	700	110			900
Sharwil	4,000	100			4,182
Wurtz	5,000				5,000
Week Total	184,384	15,270	10,400	4,500	214,857

Week 31 - begin 25/07/2015					
Fuerte	1,250				1,250
Hass	167,850	13,880	10,400	4,500	195,795
Other	400	10			418
Week Total	169,500	13,890	10,400	4,500	197,464

Week 32 - begin 01/08/2015					
Hass	101,050	10,430	6,000	4,850	121,987
Week Total	101,050	10,430	6,000	4,850	121,987

Dispatch Data (Week 28 - begin 4/07/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	83	36			148
Fuerte	124				124
Hass	152,518	27,191	4,000	4,310	203,467
Lamb Hass	600	500			1,509
Other	870	256			1,335
Sharwil	2,289				2,289
Wurtz	3,579	1,108			5,594
Total	160,063	29,091	4,000	4,310	214,467

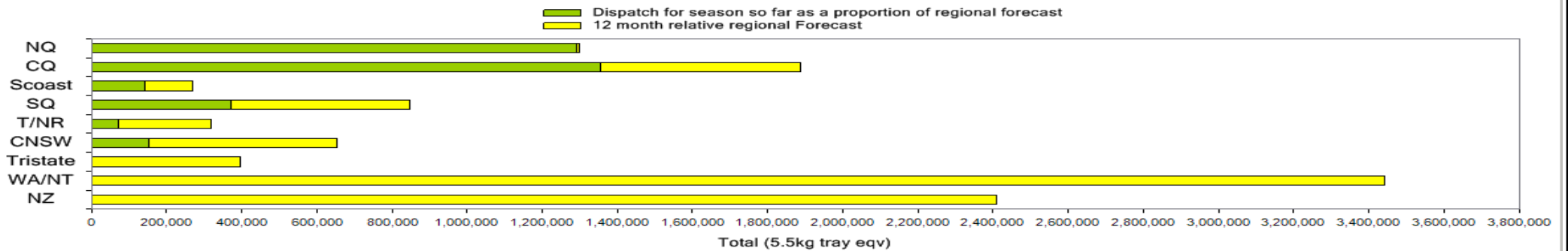


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015-March 2016

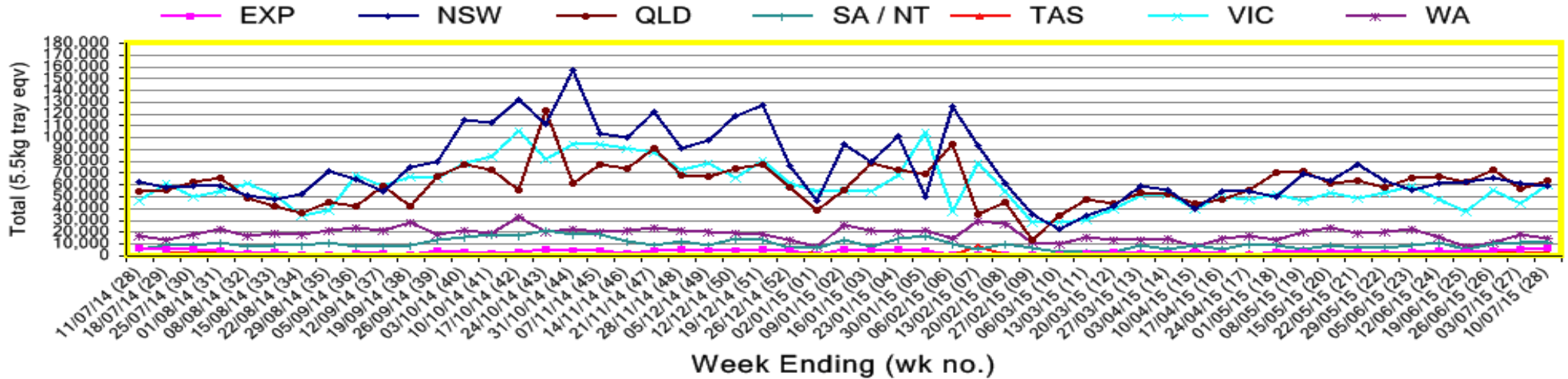
Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total to Date
NZ-Aus Pre Season Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus Updated Mthly Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
Australia (from Infocado)										0
Australia (from ABS)										0
USA¹										0
Japan¹										0
Other Asia¹										0
Total Dispatch (inc. ABS + 1)	0	0	0	0	0	0	0	0	0	0

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 = 5,502,109 5.5kg tray eqv



Week 28 Contributors - Packhouses

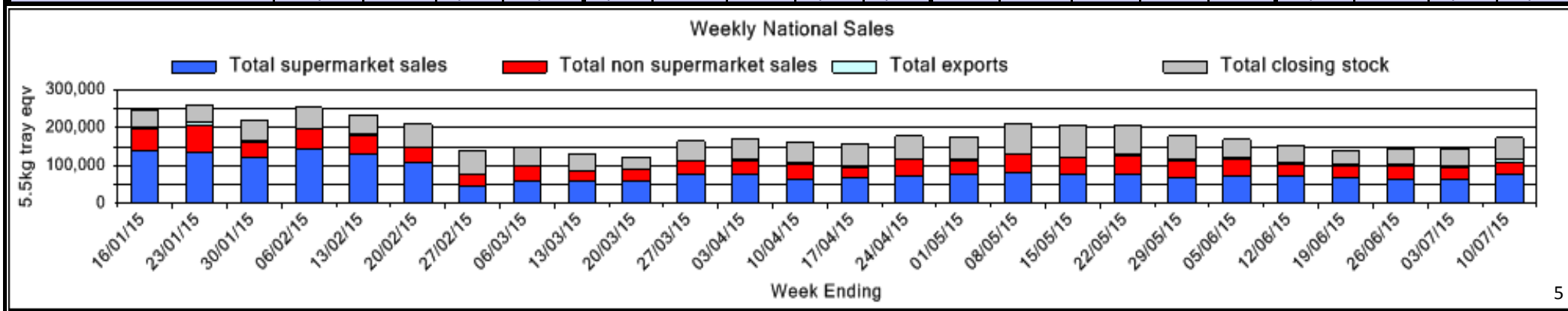
Natures Fruit Company (Consolidator)	Avocado Industry Council (NZAGA)
One Harvest (Consolidator)	Green Nugget Orchards (SQ)
Simpson Farms Pty Ltd (Consolidator)	Balmoral Orchard (SQ)
Sunfresh (Consolidator)	Wodonga Park Fruit and Nuts (SQ)
The Avolution (Consolidator)	Mountain Fresh (SQ)
Midcoast Avocados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

Week 28 Contributors - Wholesalers

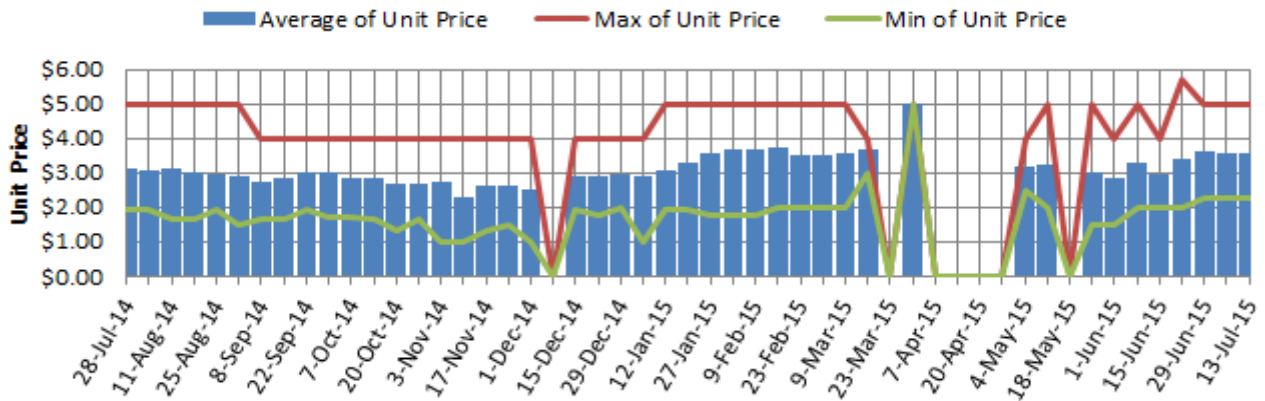
C & S Ponte Produce Pty Ltd (Melbourne)	Premier Fruits Pty Ltd (Melbourne)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Favco Queensland Pty Ltd (Brisbane)	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

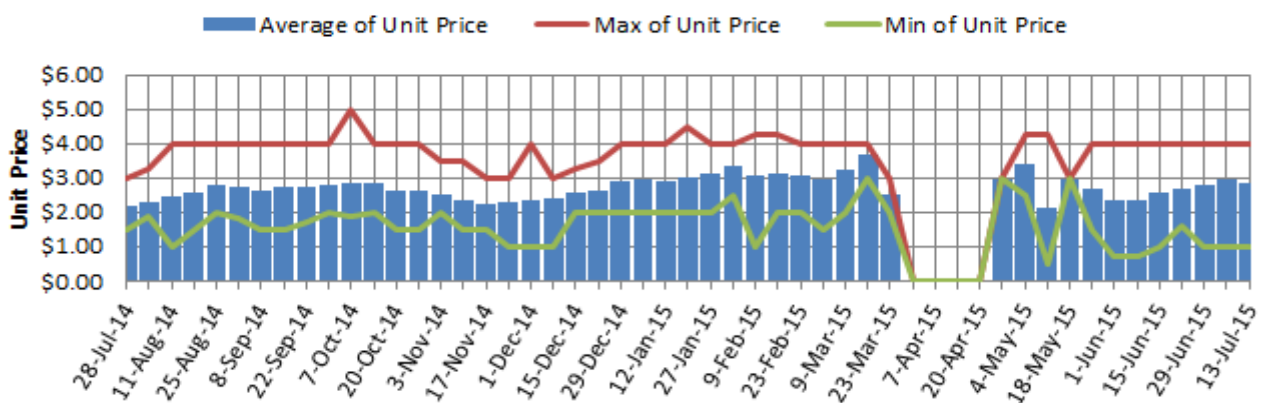
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	14,703			14,703	768			768	1,396						16,099			16,099
Total non supermarket sales	2,714		62	2,776	120			120	218						2,932		62	2,994
Total exports																		
Total sales	17,417		62	17,479	888			888	1,615						19,032		62	19,094
Total Stock on Hand	486		34	520										486		34	520	
QLD																		
Total supermarket sales	26,658			26,658	864			864	1,571						28,229			28,229
Total non supermarket sales	3,253		118	3,371	539			539	980			697	697	127	4,233		245	4,478
Total exports	3,050			3,050	1,440			1,440	2,618						5,668			5,668
Total sales	32,961		118	33,079	2,843			2,843	5,169			697	697	127	38,130		245	38,375
Total Stock on Hand	31,231		30	31,261	447			447	813						32,044		30	32,074
SA & TAS																		
Total supermarket sales	7,956			7,956											7,956			7,956
Total non supermarket sales	3,146	1	17	3,164	839		43	882	1,604						4,671	1	95	4,768
Total exports																		
Total sales	11,102	1	17	11,120	839		43	882	1,604						12,627	1	95	12,724
Total Stock on Hand	6,367		8	6,375	866			866	1,575						7,942		8	7,950
VIC																		
Total supermarket sales	18,588		120	18,708	288			288	524						19,112		120	19,232
Total non supermarket sales	10,504		2,086	12,590	2,287		507	2,794	5,080	4			4	1	14,663		3,008	17,671
Total exports																		
Total sales	29,092		2,206	31,298	2,575		507	3,082	5,604	4			4	1	33,775		3,128	36,903
Total Stock on Hand	8,673		1,298	9,971	1,518			1,518	2,760	2			2		11,433		1,298	12,731
WA																		
Total supermarket sales	4,967			4,967	25			25	45						5,012			5,012
Total non supermarket sales	2,399			2,399	738		66	804	1,462						3,741		120	3,861
Total exports																		
Total sales	7,366			7,366	763		66	829	1,507						8,753		120	8,873
Total Stock on Hand	3,191			3,191	425		52	477	867						3,964		95	4,058
Total																		
Total supermarket sales	72,872		120	72,992	1,945			1,945	3,536						76,408		120	76,528
Total non supermarket sales	22,016	1	2,283	24,300	4,523		616	5,139	9,344	4		697	701	127	30,241	1	3,530	33,771
Total exports	3,050			3,050	1,440			1,440	2,618						5,668			5,668
Total sales	97,938	1	2,403	100,342	7,908		616	8,524	15,498	4		697	701	127	112,317	1	3,650	115,968
Total Stock on Hand	49,948		1,370	51,318	3,256		52	3,308	6,015	2			2		55,868		1,465	57,333



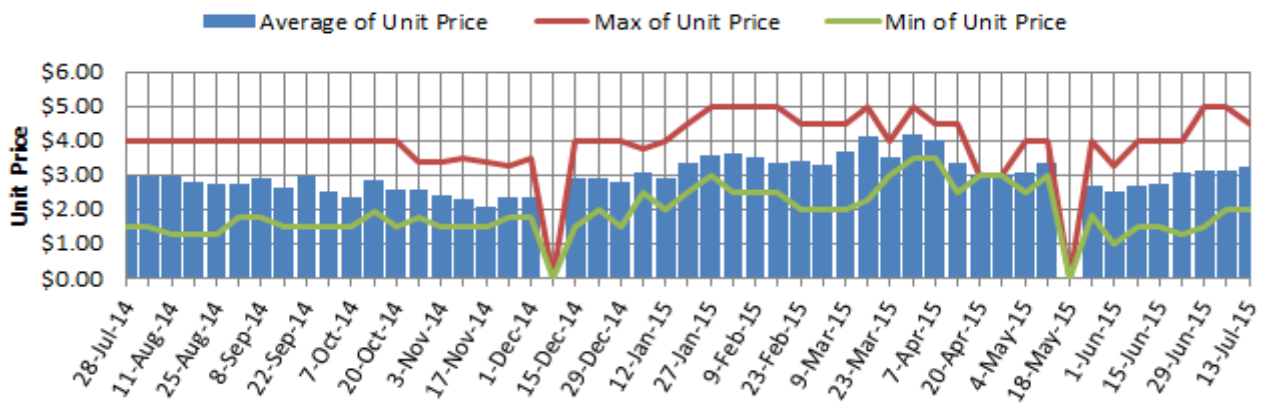
Hass Avocado Average Retail Prices - Sydney



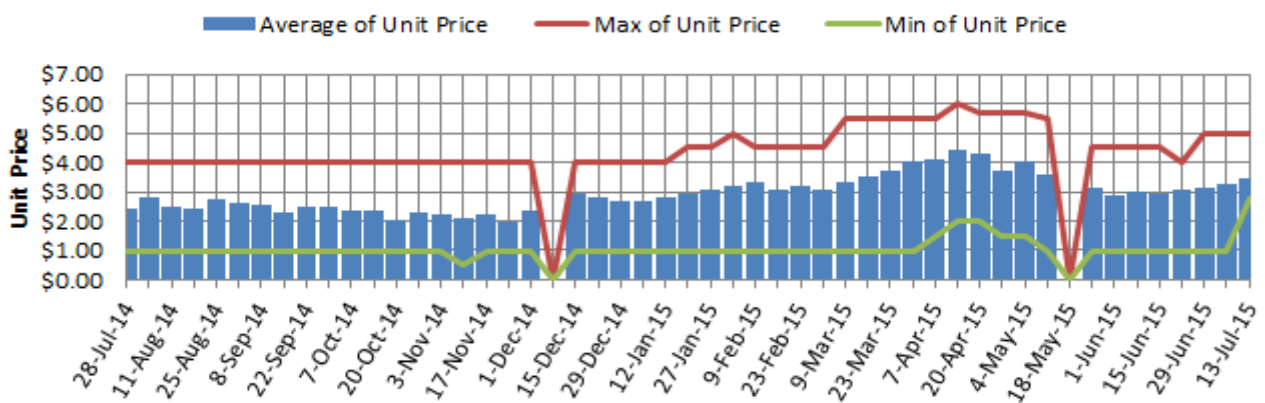
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

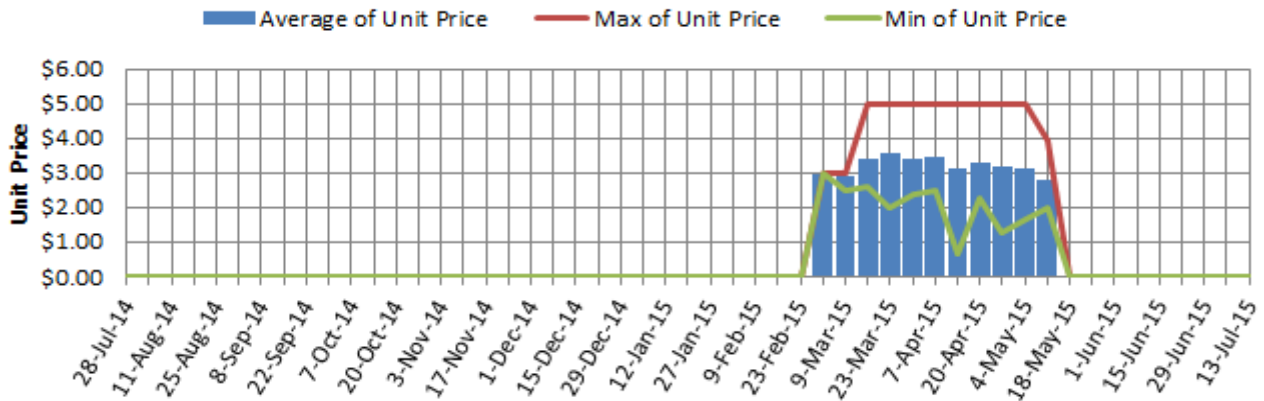


Hass Avocado Average Retail Prices - Perth

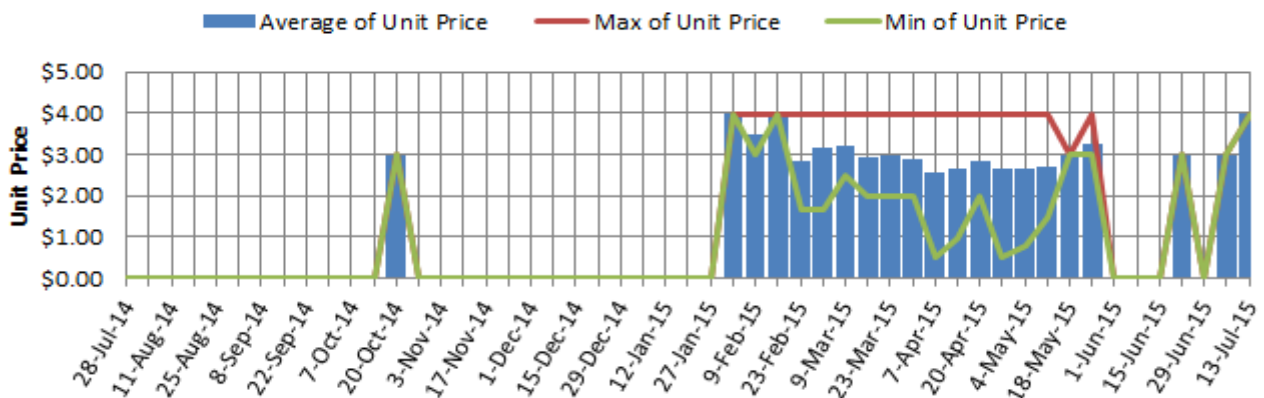


Assessment date (Week Commencing)

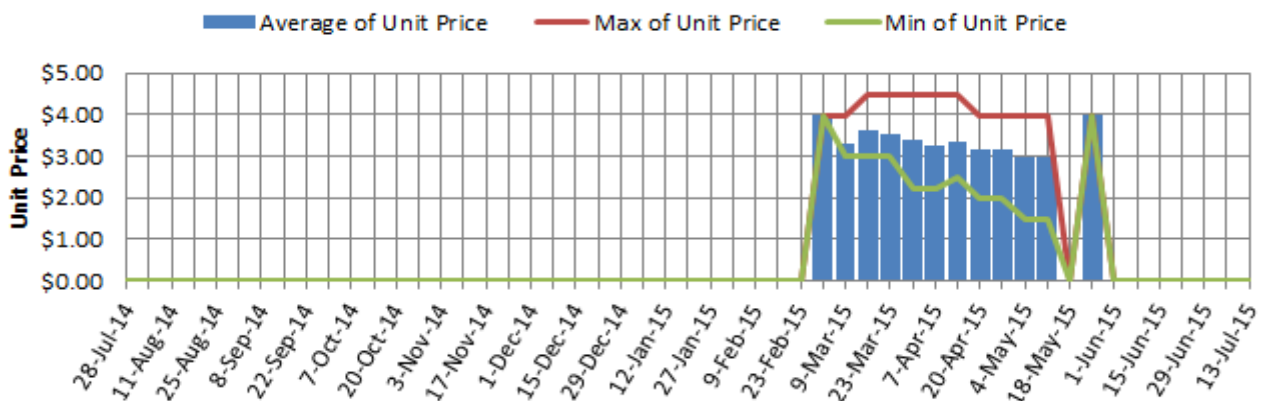
Shepard Avocado Average Retail Prices - Sydney



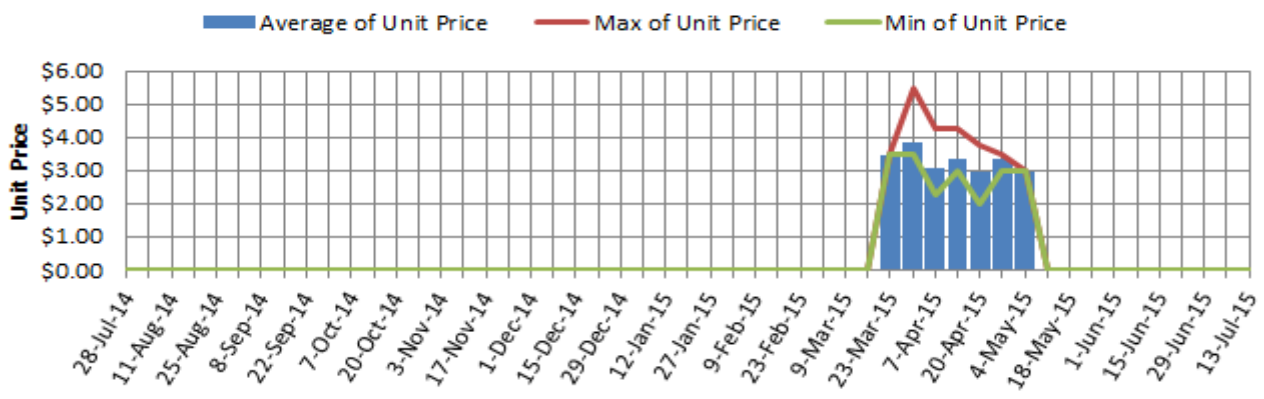
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 13th 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					
IGA	Hass	210	2.49	Store	Aus	I	Hass	175	2.50	No	Aus
Woolworths	Hass	230	2.98	No	Aus	Coles	Hass	250	2.90	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Woolworths	Hass	175	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Coles	Hass	270	2.98	No	Aus
I	Hass	250	3.49	No	Aus	I	Hass	270	2.99	No	Aus
IGA	Hass	240	3.50	No	Aus	I	Hass	230	2.99	No	NS
I	Hass	260	3.99	No	Aus	I	Hass	270	3.49	No	Aus
Foodworks	Hass	310	3.99	No	Aus	IGA	Hass	250	3.49	No	Aus
I	Hass	260	3.99	No	Aus	IS	Hass	270	3.49	No	Aus
IC	Hass	330	4.99	No	Aus	I	Hass	250	3.69	No	Aus
I	Hass	320	4.99	No	Aus	I	Sharwil	250	3.79	No	Aus
IC	Hass	320	4.99	No	Aus	I	Hass	320	3.99	No	Aus
IC	Hass	310	4.99	No	Aus	I	Hass	300	4.48	No	Aus
BRISBANE						PERTH					
I	Hass	155	0.99	Store	Aus	IGA	Hass	175	2.79	No	Aus
I	Hass	180	1.98	No	Aus	Woolworths	Hass	200	2.98	No	Aus
I	Wurtz	200	1.98	No	NS	Coles	Hass	180	2.98	No	Aus
I	Hass	180	1.99	No	Aus	Coles	Hass	180	2.98	No	Aus
I	Hass	160	2.00	Store	Aus	Woolworths	Hass	200	2.98	No	Aus
IGA	Hass	172	2.49	No	Aus	Woolworths	Hass	205	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	Coles	Hass	180	2.98	No	Aus
I	Hass	200	2.98	No	Aus	I	Hass	220	2.98	No	Aus
Coles	Hass	180	2.98	No	Aus	I	Hass	220	2.99	No	Aus
Coles	Hass	200	2.98	No	Aus	IGA	Hass	225	3.49	No	Aus
Woolworths	Hass	244	2.98	No	Aus	I	Hass	255	3.99	No	Aus
Woolworths	Hass	260	2.98	No	Aus	IGA	Hass	240	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	IS	Hass	270	3.99	No	Aus
IGA	Hass	190	2.98	No	Aus	IGA	Hass	320	3.99	No	Aus
I	Hass	300	2.99	No	Aus	I	Hass	270	3.99	No	Aus
I	Hass	300	3.00	No	Aus	I	Hass	265	4.99	No	Aus
Coles	Hass	200	3.48	No	Aus						
I	Hass	300	3.69	No	Aus						
IGA	Hass	270	3.99	No	Aus						
I	Shepard	700	3.99	No	Aus						
I	Hass	285	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