



## INFOCADO WEEKLY REPORT: 14th —20th July 2012 (Wk 29)



### Comments

- Fruit size and volumes have been compared for the first three weeks in July 2011 and 2012. In 2012 the number of <16s dispatched was 3.5 times greater than the volumes in 2011. In 2011 dispatches for sizes 18, 20, 23 and 25 were greater than 2012. An additional (approximate) 35,000 5.5kg tray eqv of sizes 20 and 25 were dispatched in 2011 vs 2012. In size 23s an additional 40,000 5.5kg tray eqv were dispatched in 2011 vs 2012. For size 18s almost 24,000 more 5.5kg tray eqv were dispatched in 2011 vs 2012.
- QLD received the most fruit last week with 49,351kg tray eqv. Volumes forecasted to enter the market for the next four weeks appear steady.
- Feedback on the pilot Wholesaler Accreditation program is due by the end of this month. 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

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### 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:

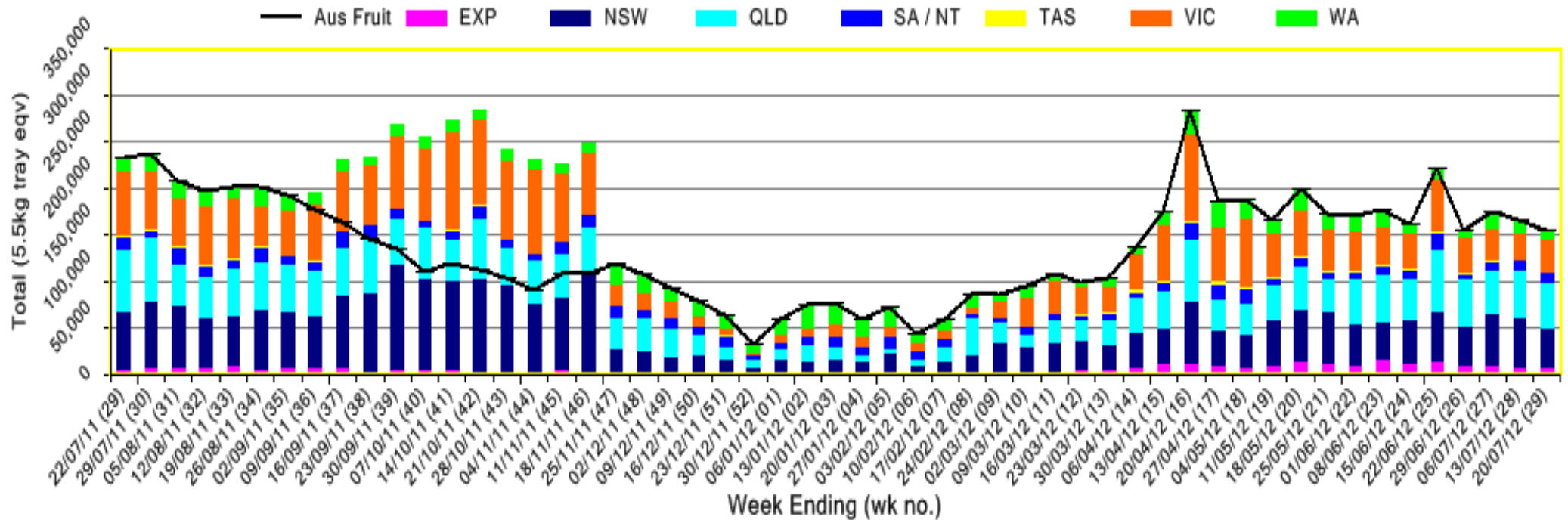
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 14th July - 20th July 2012 (Wk 29)**

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP			183	650		258	123	1,022	2,649	4,885	613	480			6,087
NSW	888	1,163	3,267	8,190	1,570	5,712	4,376	2,062	631	27,859	7,999	432			42,482
QLD	7,604	4,465	4,252	6,185	2,166	3,708	5,518	2,919	624	37,441	6,274	972	1,440	350	49,351
SA / NT	892	74	2,929	720	251	1,008	1,312	1,501	203	8,890	758	360			10,333
TAS	185							800		985	48				1,072
VIC	5,413	1,918	2,562	5,354	637	3,492	3,212	1,605	1,271	25,464	4,891	2,808			34,868
WA	2	47	150	873		1,108	2,043	440		4,663	2,427				9,076
<b>Total</b>	<b>14,984</b>	<b>7,667</b>	<b>13,343</b>	<b>21,972</b>	<b>4,624</b>	<b>15,286</b>	<b>17,384</b>	<b>9,549</b>	<b>5,378</b>	<b>110,187</b>	<b>23,010</b>	<b>5,052</b>	<b>1,440</b>	<b>350</b>	<b>153,268</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2012 to date = 3,880,234 5.5kg tray eqv



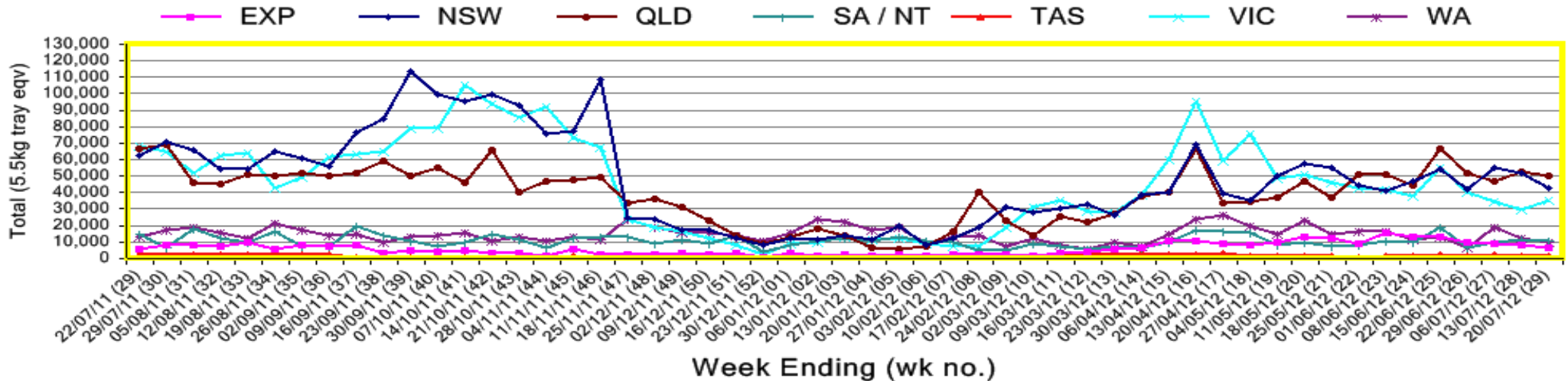


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 3,880,234 5.5kg tray eqv



**Week 29 contributors - Packhouses**

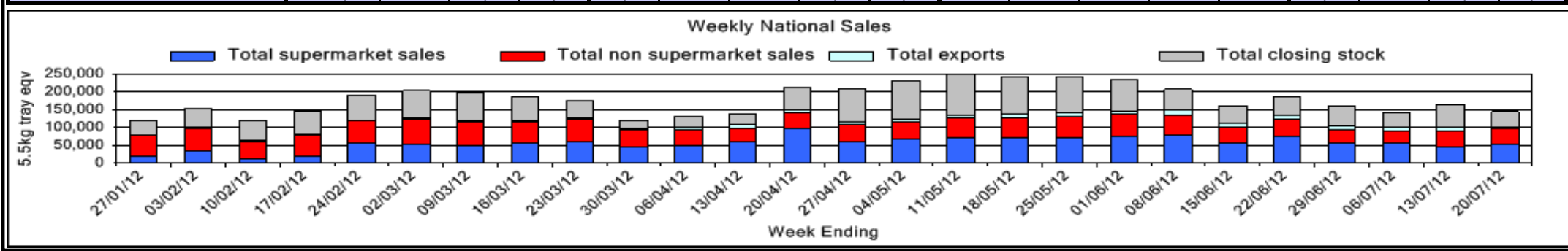
Balmoral Orchard	Natures Fruit Company
Coastal Avocados	One Harvest
Donovan Family Investment Trust	Simpson Farms Pty Ltd (Goodwood Home)
G & C Christensen	Sunfresh
Googa Farms	Sunny Bluff Produce Pty Ltd
Green Nugget Orchards	Sunnyspot Packhouse Pty Ltd
I & A Tolson	SuperPak
Midcoast Avocados	Touchwood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

**Week 29 contributors - Wholesalers**

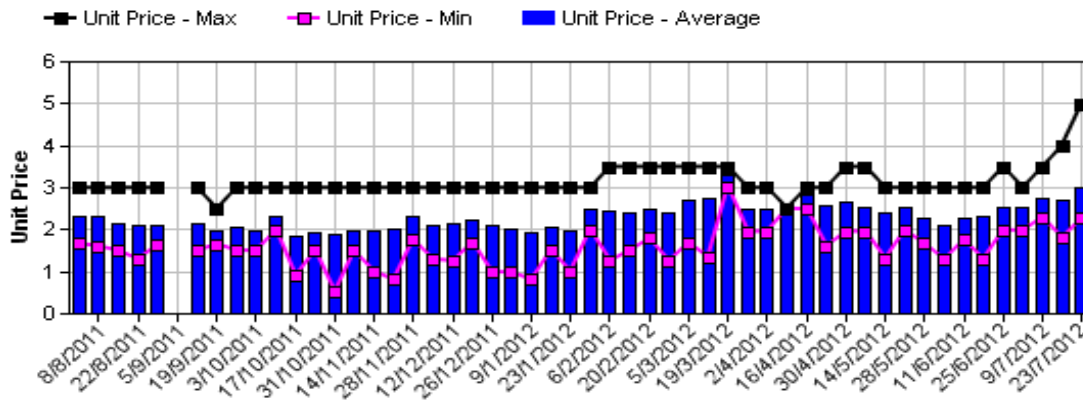
Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & 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

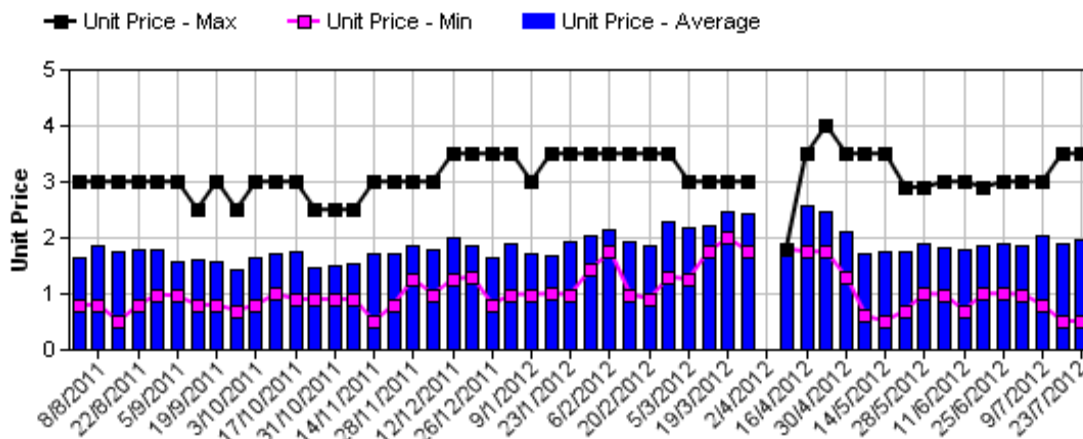
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	5,489		3,344	<b>8,833</b>	231		76	307	<b>558</b>	432			432	<b>79</b>	5,987		3,482	<b>9,469</b>
<b>Total non supermarket sales</b>	3,845		61	<b>3,906</b>	884		349	1,233	<b>2,242</b>						5,452		696	<b>6,148</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>9,334</b>		<b>3,405</b>	<b>12,739</b>	<b>1,115</b>		<b>425</b>	<b>1,540</b>	<b>2,800</b>	<b>432</b>			<b>432</b>	<b>79</b>	<b>11,439</b>		<b>4,178</b>	<b>15,617</b>
<b>Total Stock on Hand</b>	<b>734</b>		<b>17</b>	<b>751</b>	<b>130</b>			<b>130</b>	<b>236</b>						<b>970</b>		<b>17</b>	<b>987</b>
QLD																		
<b>Total supermarket sales</b>	12,317		10,569	<b>22,886</b>	215			215	<b>391</b>	972			972	<b>177</b>	12,885		10,569	<b>23,453</b>
<b>Total non supermarket sales</b>	12,508		164	<b>12,672</b>	932			932	<b>1,695</b>						14,203		164	<b>14,367</b>
<b>Total exports</b>	4,885			<b>4,885</b>	613			613	<b>1,115</b>	480			480	<b>87</b>	6,087			<b>6,087</b>
<b>Total sales</b>	<b>29,710</b>		<b>10,733</b>	<b>40,443</b>	<b>1,760</b>			<b>1,760</b>	<b>3,200</b>	<b>1,452</b>			<b>1,452</b>	<b>264</b>	<b>33,174</b>		<b>10,733</b>	<b>43,907</b>
<b>Total Stock on Hand</b>	<b>17,190</b>			<b>17,190</b>	<b>530</b>			<b>530</b>	<b>964</b>						<b>18,154</b>			<b>18,154</b>
SA & TAS																		
<b>Total supermarket sales</b>	5,946		3,449	<b>9,395</b>	180		1,724	1,904	<b>3,462</b>	360			360	<b>65</b>	6,339		6,584	<b>12,923</b>
<b>Total non supermarket sales</b>	2,960		71	<b>3,031</b>	781			781	<b>1,420</b>						4,380		71	<b>4,451</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>8,906</b>		<b>3,520</b>	<b>12,426</b>	<b>961</b>		<b>1,724</b>	<b>2,685</b>	<b>4,882</b>	<b>360</b>			<b>360</b>	<b>65</b>	<b>10,719</b>		<b>6,655</b>	<b>17,374</b>
<b>Total Stock on Hand</b>	<b>5,353</b>		<b>10</b>	<b>5,363</b>	<b>503</b>			<b>503</b>	<b>915</b>						<b>6,268</b>		<b>10</b>	<b>6,278</b>
VIC																		
<b>Total supermarket sales</b>	4,119		2,522	<b>6,641</b>						1,440			1,440	<b>262</b>	4,381		2,522	<b>6,903</b>
<b>Total non supermarket sales</b>	7,737	50	1,664	<b>9,450</b>	1,805		11	1,816	<b>3,302</b>						11,019	50	1,684	<b>12,752</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>11,856</b>	<b>50</b>	<b>4,186</b>	<b>16,092</b>	<b>1,805</b>		<b>11</b>	<b>1,816</b>	<b>3,302</b>	<b>1,440</b>			<b>1,440</b>	<b>262</b>	<b>15,400</b>	<b>50</b>	<b>4,206</b>	<b>19,655</b>
<b>Total Stock on Hand</b>	<b>5,540</b>		<b>1,189</b>	<b>6,729</b>	<b>963</b>		<b>1</b>	<b>964</b>	<b>1,753</b>	<b>103</b>			<b>103</b>	<b>19</b>	<b>7,310</b>		<b>1,191</b>	<b>8,501</b>
WA																		
<b>Total supermarket sales</b>	1,790			<b>1,790</b>											1,790			<b>1,790</b>
<b>Total non supermarket sales</b>	2,448			<b>2,448</b>	838		63	901	<b>1,638</b>						3,972		115	<b>4,086</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>4,238</b>			<b>4,238</b>	<b>838</b>		<b>63</b>	<b>901</b>	<b>1,638</b>						<b>5,762</b>		<b>115</b>	<b>5,876</b>
<b>Total Stock on Hand</b>	<b>4,284</b>			<b>4,284</b>	<b>2,174</b>			<b>2,174</b>	<b>3,953</b>						<b>8,237</b>			<b>8,237</b>
Total																		
<b>Total supermarket sales</b>	29,661		19,884	<b>49,545</b>	626		1,800	2,426	<b>4,411</b>	3,204			3,204	<b>583</b>	31,381		23,157	<b>54,539</b>
<b>Total non supermarket sales</b>	29,498	50	1,960	<b>31,507</b>	5,240		423	5,663	<b>10,296</b>						39,025	50	2,729	<b>41,804</b>
<b>Total exports</b>	4,885			<b>4,885</b>	613			613	<b>1,115</b>	480			480	<b>87</b>	6,087			<b>6,087</b>
<b>Total sales</b>	<b>64,043</b>	<b>50</b>	<b>21,844</b>	<b>85,937</b>	<b>6,479</b>		<b>2,223</b>	<b>8,702</b>	<b>15,822</b>	<b>3,684</b>			<b>3,684</b>	<b>670</b>	<b>76,493</b>	<b>50</b>	<b>25,886</b>	<b>102,429</b>
<b>Total Stock on Hand</b>	<b>33,101</b>		<b>1,216</b>	<b>34,317</b>	<b>4,300</b>		<b>1</b>	<b>4,301</b>	<b>7,820</b>	<b>103</b>			<b>103</b>	<b>19</b>	<b>40,938</b>		<b>1,218</b>	<b>42,156</b>



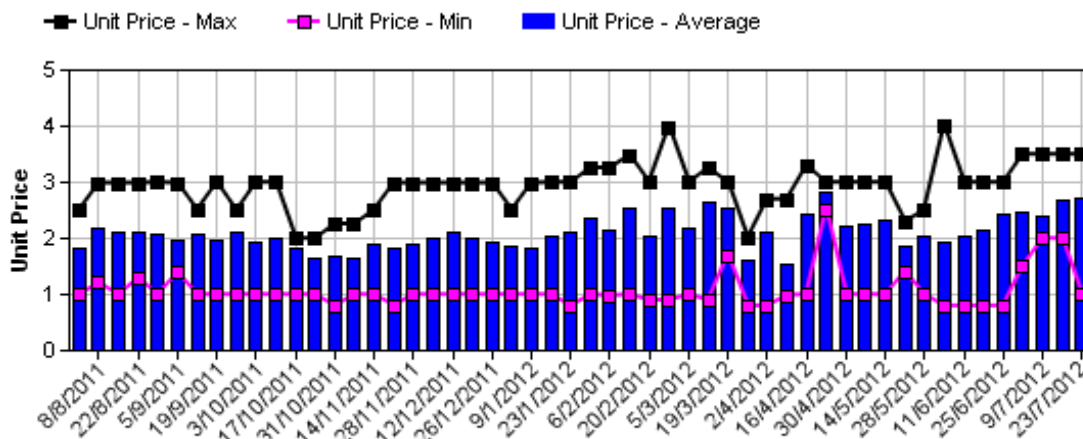
### Hass Avocado Average Retail Prices - Sydney



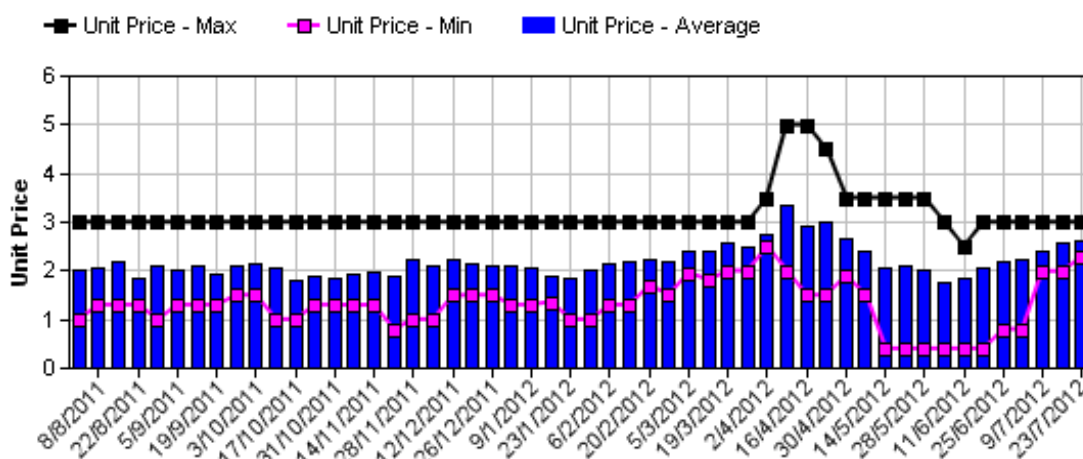
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

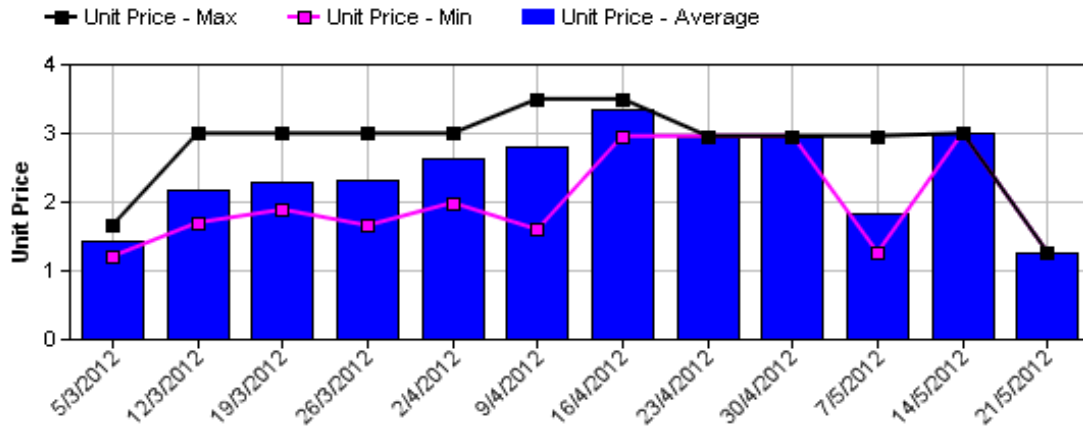


### Hass Avocado Average Retail Prices - Perth

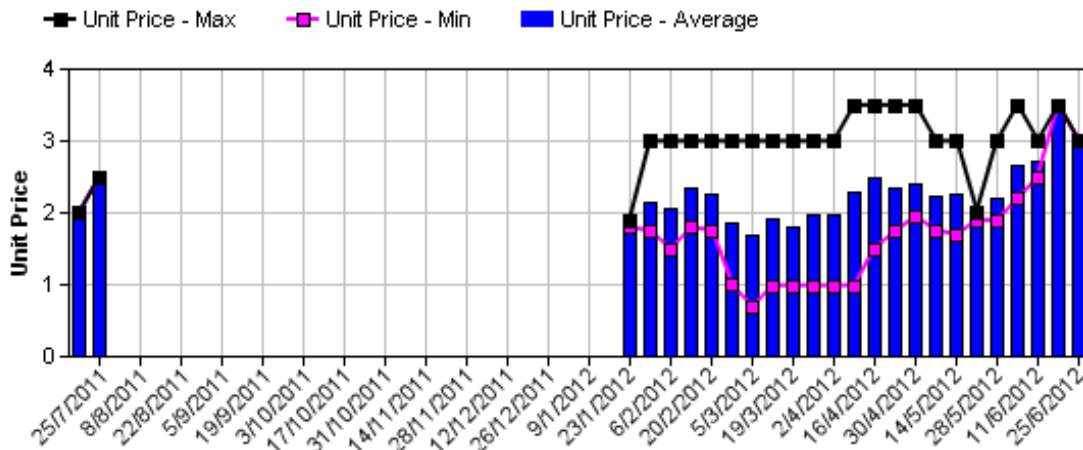


Assessment Date [Week Commencing]

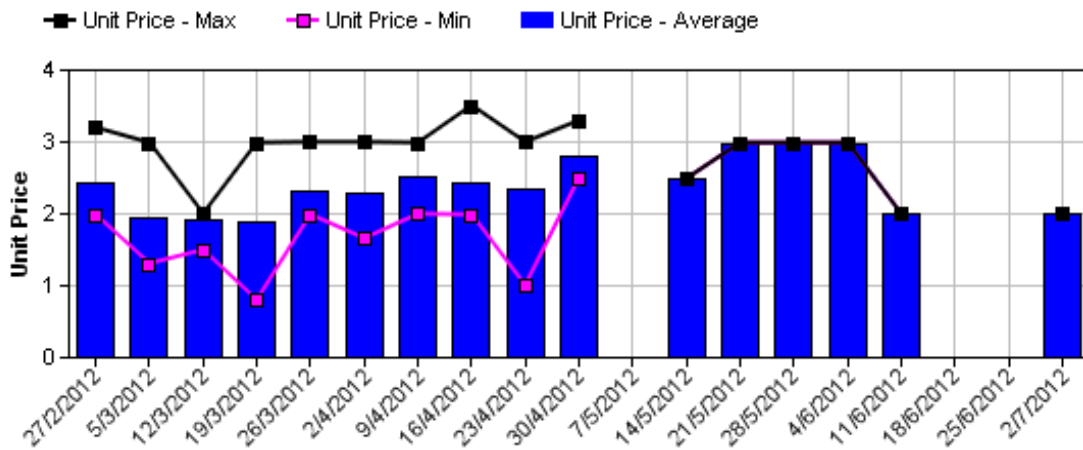
Shepard Avocado Average Retail Prices - Sydney



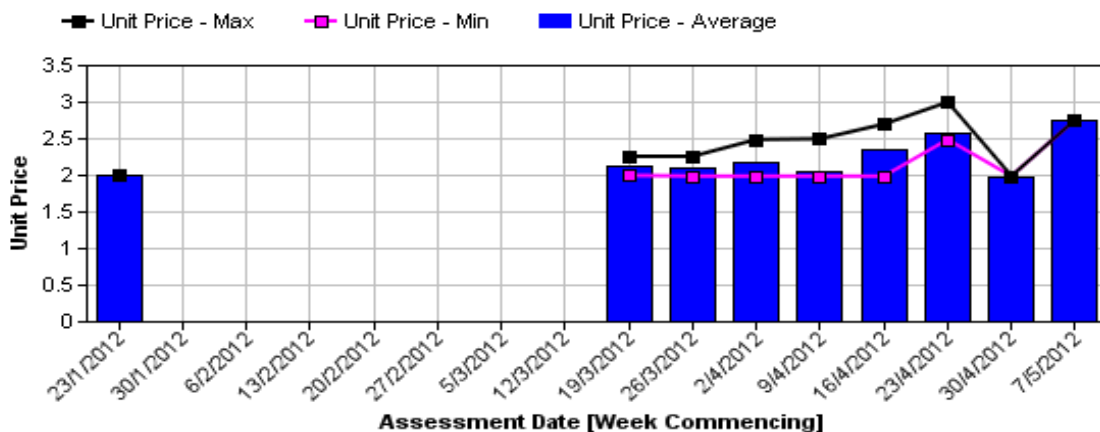
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 24th July 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	240	2.28	No	Aus
Coles	Hass	260	2.28	No	Aus
IGA	Hass	230	2.49	No	Aus
I	Hass	250	2.69	No	Aus
IGA	Hass	295	2.95	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Woolworths	Hass	330	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	320	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	265	3.49	No	Aus
I	Hass	295	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	105	0.50	Store	Aus
I	Hass	130	0.79	Store	Aus
IGA	Hass	200	1.29	Store	Aus
IGA	Hass	200	1.94	No	Aus
IGA	Hass	180	1.94	No	Aus
I	Reed	435	1.99	Store	Aus
I	Reed	405	2.19	Store	Aus
Woolworths	Reed	304	2.25	No	Aus
Woolworths	Hass	220	2.25	No	Aus
Woolworths	Reed	265	2.25	No	Aus
Coles	Hass	260	2.28	No	Aus
Coles	Hass	235	2.28	No	Aus
Coles	Hass	300	2.28	No	Aus
I	Hass	245	2.50	Store	Aus
I	Hass	314	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	240	0.99	No	NS
I	Hass	255	1.99	No	NS
I	Hass	280	1.99	No	NS
I	Hass	230	2.40	No	Aus
Safeway	Hass	275	2.48	No	Aus
Safeway	Hass	260	2.48	No	Aus
Safeway	Hass	245	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
IS	Hass	265	2.99	No	Aus
I	Sharwil	270	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
I	Hass	295	3.19	No	NS
I	Hass	310	3.19	No	NS
I	Hass	305	3.49	No	Aus
I	Hass	285	3.49	No	Aus
<b>PERTH</b>					
Woolworths	Hass	195	2.28	Store	Aus
Woolworths	Hass	215	2.28	No	Aus
Woolworths	Hass	200	2.28	No	Aus
Coles	Hass	260	2.35	No	Aus
Coles	Hass	255	2.35	No	Aus
Coles	Hass	220	2.35	No	Aus
I	Hass	280	2.49	Store	Aus
IGA	Hass	230	2.49	No	Aus
I	Hass	250	2.49	No	Aus
IGA	Hass	240	2.49	No	Aus
IS	Hass	235	2.99	Store	Aus
IGA	Hass	280	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	235	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