



INFOCADO WEEKLY REPORT: 13th — 19th July 2013 (Wk 29)



Comments

- The July Quarterly Report will hopefully be published to all contributors this week. Thank you to all those packers who submitted their seasonal forecasts. This report is being compiled with feedback from the Regional Review Committees which were established in late 2012. This group of growers, researchers and packers are assisting AAL to make estimates for non-contributing growers/packers.
- The forecast for the coming four weeks is steady at the moment.
- The cool, overcast weather forecasted for parts of the country in the coming days will unfortunately affect sales as people opt for cool weather fruit and vegetables instead of salad items.
- With the exception of Brisbane, there are very few store specials in place this week and no catalogue specials at all.

[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

- All North Queensland growers and packers are encouraged to attend the Qualicado workshop on 15 August. Agenda topics include Fruit Spotting Bug, Phosphorus Acid Applications, understanding fruit size and of course an overview of Qualicado and the current levy funded R&D program. RSVPs should be directed to Julie Petty on 07 3846 6566 or supplychain@avocado.org.au
- In terms of the levy funded promotional campaign, the focus of the next 6 months will be the launch of a tactical advertising campaign targeting breakfast as a specific opportunity to grow avocado usage. This was identified in the market research as an opportunity for growth particularly with consumers classified through the segmentation analysis as Avocado Lovers and Enthusiasts. This campaign will encourage Avocado Lovers to include avocados for breakfast (more often) during the week, which is about reinforcing and extending existing behaviour, rather than trying to change behaviour. During August the breakfast campaign will be started via social media and the Australian Avocado website before starting proposed magazine advertising during September, October and November. Food and lifestyle magazine titles will be the main focus supported by digital display banner advertising online.

Upcoming Holidays

QLD EKKA Show Holiday: 14 August | WA Queen's Birthday: 30 September

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IMPORTANT and PLEASE NOTE:

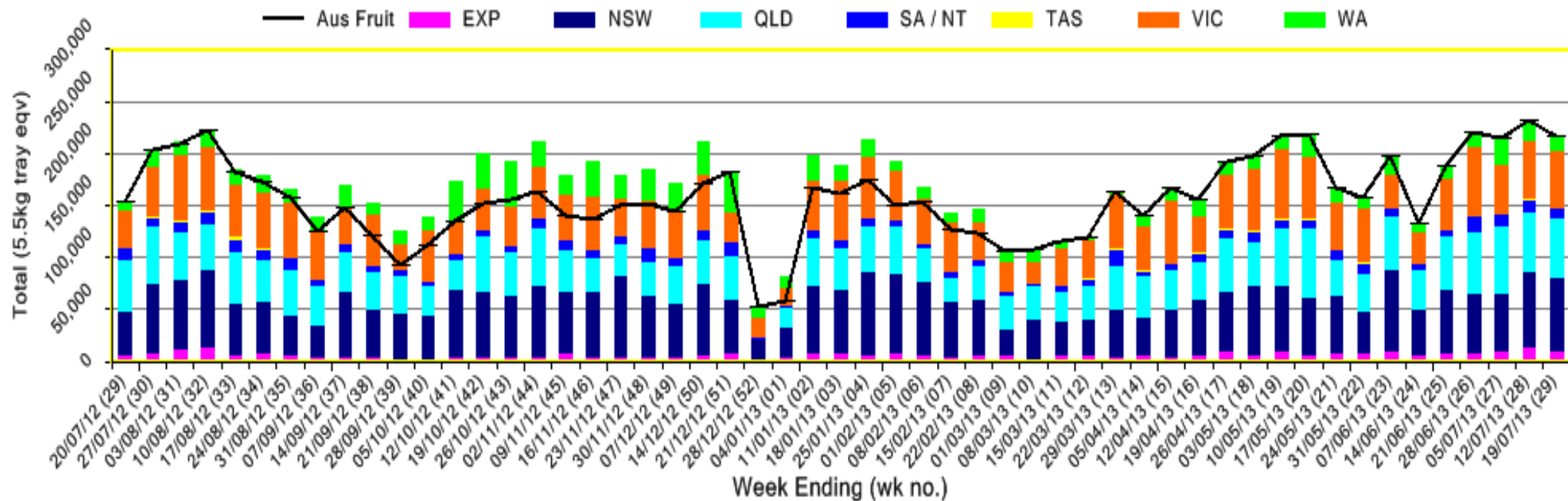
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 13th July - 19th July 2013 (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								2,375	5,394	7,769	1,490				10,478
NSW	332	1,481	4,607	11,349	3,030	8,863	6,361	4,243	2,160	42,426	15,130	1,180			70,150
QLD	16	1,001	1,682	2,485	369	4,019	8,168	6,761	412	24,913	14,900	8,152	13,970	1,350	56,271
SA / NT			811	2,458		488	1,283	2,901		7,941	656	240			9,178
TAS								1,360		1,360	192				1,709
VIC	287	2,172	4,366	10,060	1,870	8,488	6,906	1,467	186	35,802	10,618	1,752			55,426
WA	6	64	472	1,069		1,225	3,825	1,129	10	7,800	2,232				11,858
Total	641	4,718	11,938	27,421	5,269	23,083	27,903	18,876	8,162	128,011	45,218	11,324	13,970	1,350	215,070

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 4,942,455 5.5kg tray eqv

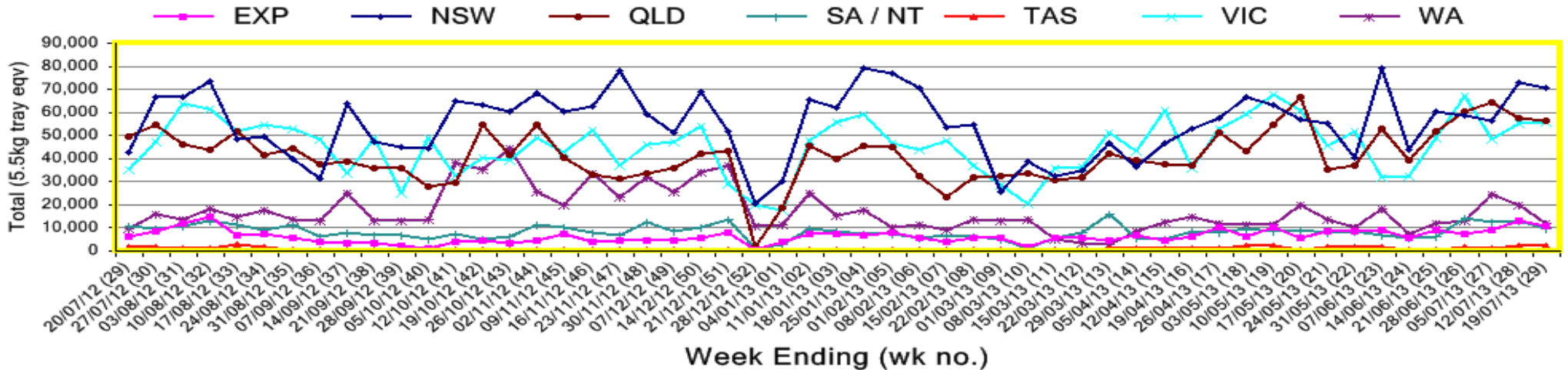


Percentage dispatched by region (Based on seasonal forecast - 2013)

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 2013 to date = 4,942,455 5.5kg tray eqv



Week 29 contributors - Packhouses

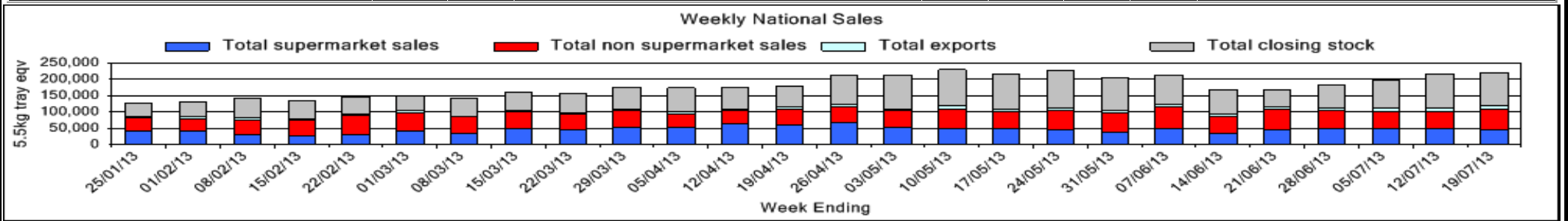
- | | |
|-----------------------------------|---------------------------------------|
| Aussie Orchards Growers & Packers | Simpson Farms Pty Ltd (Goodwood Home) |
| Balmoral Orchard | Summerland House With No Steps |
| Donovan Family Investment Trust | Sunfresh |
| G & J Krenske | Sunny Bluff Produce Pty Ltd |
| Googa Farms | Sunnyspot Packhouse Pty Ltd |
| Green Nugget Orchards | SuperPak |
| Lava Valley Produce | T W Silver |
| Mountain Fresh | The Avolution |
| Natures Fruit Company | Touchwood Farming |
| One Harvest | Wodonga Park Fruit and Nuts |
| Perseverance Farming Co | |

Week 29 contributors - Wholesalers

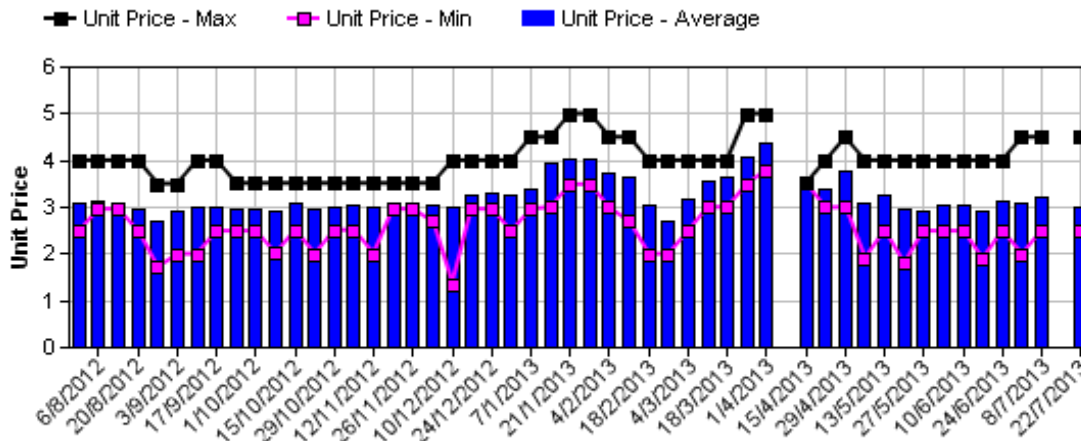
- | | |
|---|---|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| C & S Ponte Produce Pty Ltd (Melbourne) | Fresh Express Produce Pty Ltd (Perth) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne)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

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

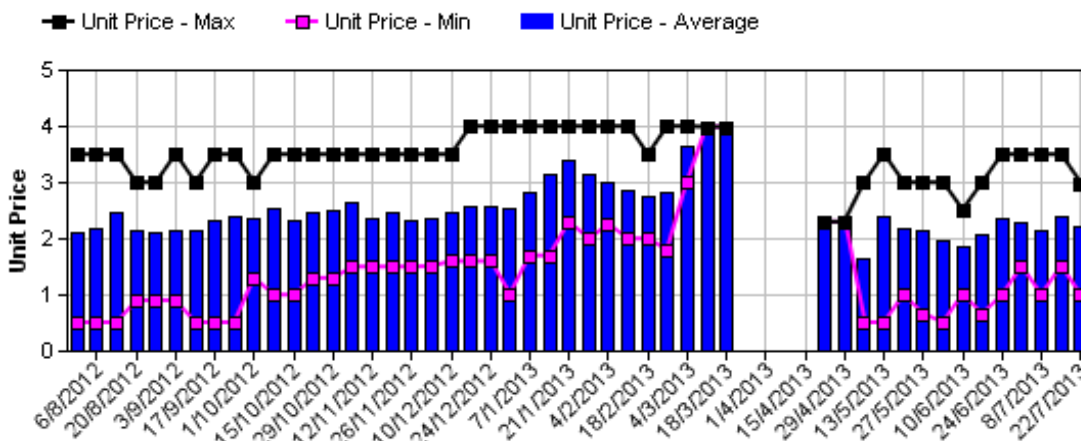
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	9,188			9,188	6			6	11	1,180			1,180	215	9,413			9,413
Total non supermarket sales	4,891		86	4,977	2,006			2,006	3,647						8,538		86	8,624
Total exports																		
Total sales	14,079		86	14,165	2,012			2,012	3,658	1,180			1,180	215	17,951		86	18,037
Total Stock on Hand	1,155			1,155	1,528			1,528	2,778						3,933			3,933
QLD																		
Total supermarket sales	13,627			13,627	295			295	536	3,600			3,600	655	14,818			14,818
Total non supermarket sales	16,574			16,574	2,846			2,846	5,175						21,749			21,749
Total exports	7,769			7,769	1,490			1,490	2,709						10,478			10,478
Total sales	37,970			37,970	4,631			4,631	8,420	3,600			3,600	655	47,045			47,045
Total Stock on Hand	25,609			25,609	2,646			2,646	4,811						30,420			30,420
SA & TAS																		
Total supermarket sales	8,046			8,046						240			240	44	8,090			8,090
Total non supermarket sales	5,064			5,064	596			596	1,084						6,148			6,148
Total exports																		
Total sales	13,110			13,110	596			596	1,084	240			240	44	14,237			14,237
Total Stock on Hand	12,840	24		12,864	3,117			3,117	5,667						18,507	24		18,531
VIC																		
Total supermarket sales	11,703			11,703						1,680			1,680	305	12,008			12,008
Total non supermarket sales	7,769		3,218	10,987	4,618		726	5,344	9,716	485			485	88	16,253		4,538	20,792
Total exports																		
Total sales	19,472		3,218	22,690	4,618		726	5,344	9,716	2,165			2,165	394	28,262		4,538	32,800
Total Stock on Hand	15,095		6,585	21,680	5,962		2,226	8,188	14,887	138			138	25	25,960		10,632	36,592
WA																		
Total supermarket sales	2,203			2,203	24			24	44						2,247			2,247
Total non supermarket sales	3,225			3,225	1,652		66	1,718	3,124						6,229		120	6,349
Total exports																		
Total sales	5,428			5,428	1,676		66	1,742	3,167						8,475		120	8,595
Total Stock on Hand	6,199			6,199	2,777		41	2,818	5,124						11,248		75	11,323
Total																		
Total supermarket sales	44,767			44,767	325			325	591	6,700			6,700	1,218	46,576			46,576
Total non supermarket sales	37,523		3,304	40,827	11,718		792	12,510	22,745	485			485	88	58,916		4,744	63,661
Total exports	7,769			7,769	1,490			1,490	2,709						10,478			10,478
Total sales	90,059		3,304	93,363	13,533		792	14,325	26,045	7,185			7,185	1,306	115,970		4,744	120,715
Total Stock on Hand	60,898	24	6,585	67,507	16,030		2,267	18,297	33,267	138			138	25	90,069	24	10,707	100,799



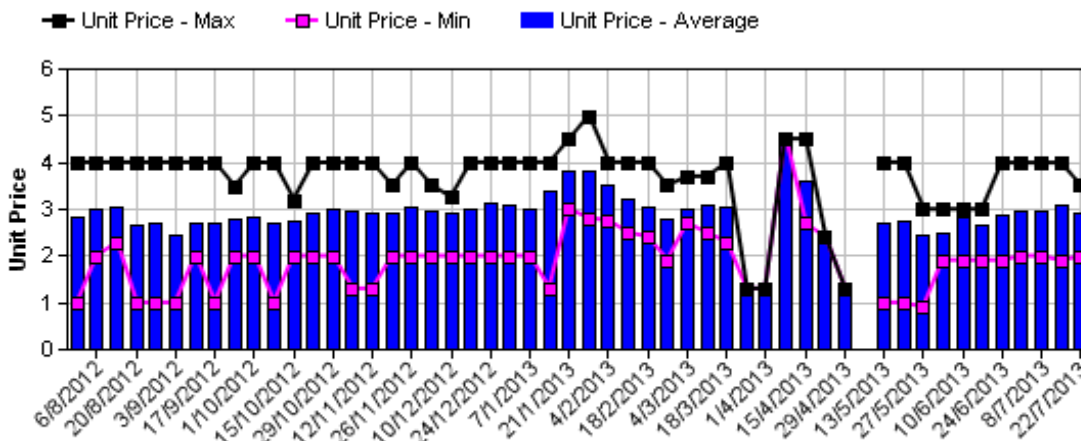
Hass Avocado Average Retail Prices - Sydney



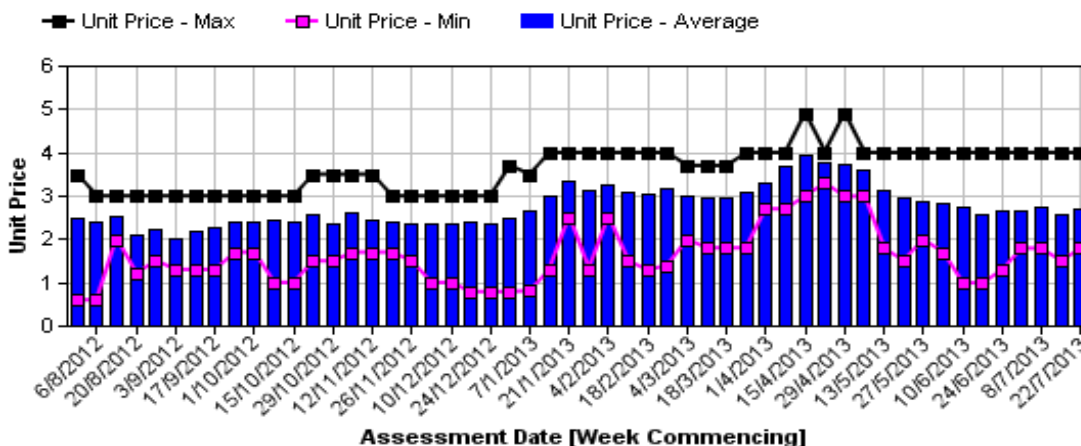
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

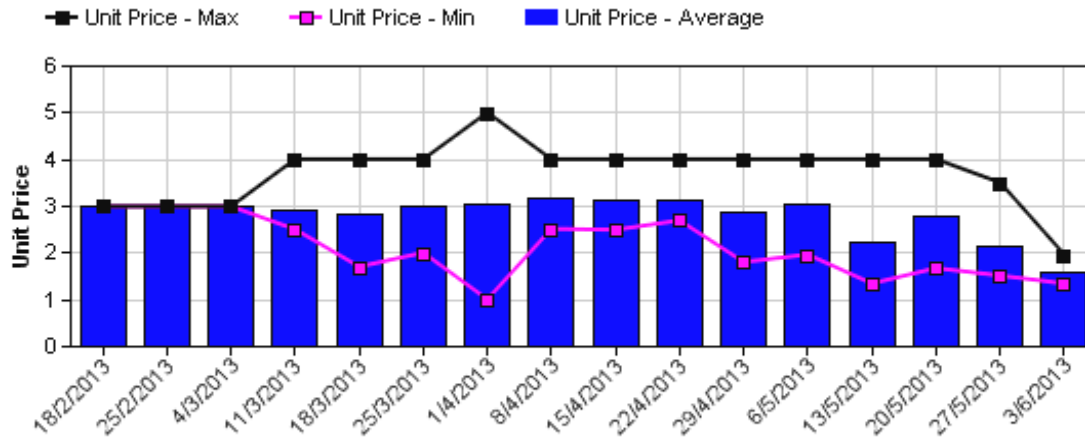


Hass Avocado Average Retail Prices - Perth

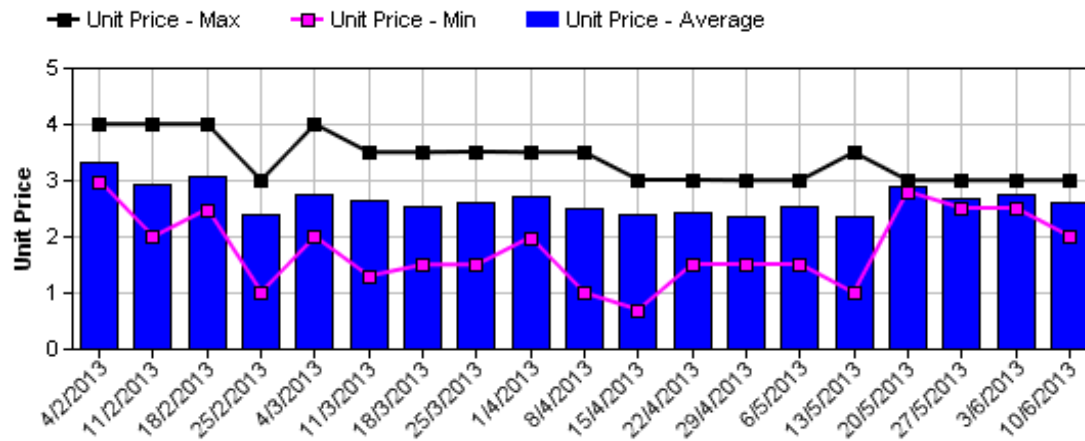


Assessment Date [Week Commencing]

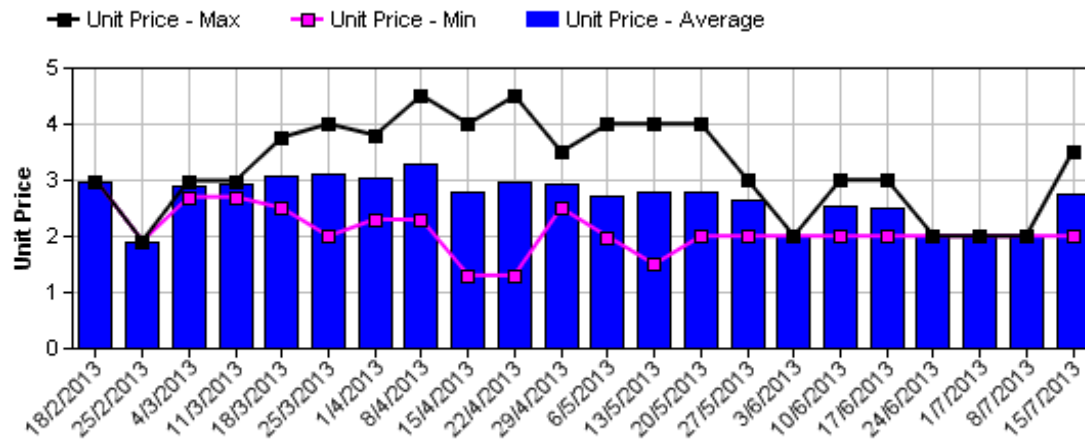
Shepard Avocado Average Retail Prices - Sydney



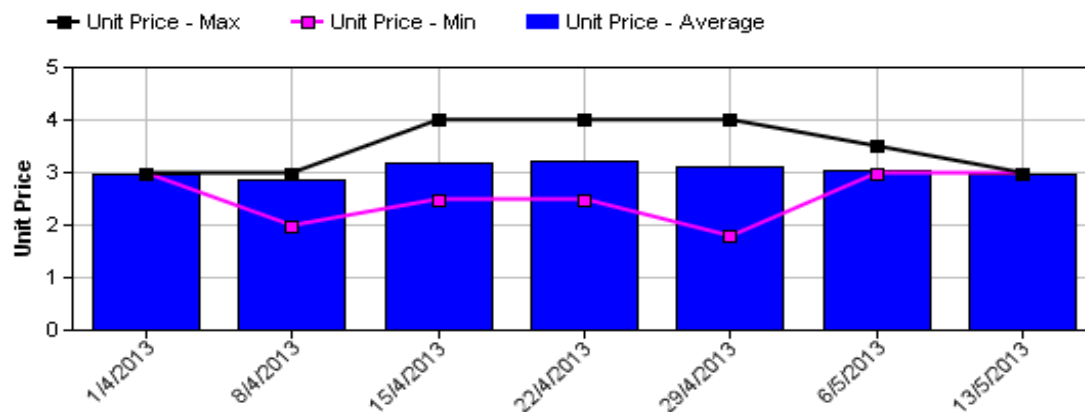
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 22nd July 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	275	2.48	Store	Aus
Woolworths	Hass	300	2.48	Store	Aus
Woolworths	Hass	260	2.48	Store	Aus
I	Reed	410	2.50	No	Aus
IGA	Hass	260	2.95	No	Aus
Coles	Hass	260	2.97	No	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
I	Hass	260	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Reed	420	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
I	Hass	320	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Reed	390	2.99	No	Aus
I	Hass	350	3.49	No	Aus
I	Hass	290	4.49	No	Aus
BRISBANE					
I	Hass	270	0.99	Store	Aus
I	Hass	170	1.50	Store	Aus
I	Hass	290	1.79	Store	Aus
I	Wurtz	235	1.79	Store	Aus
Woolworths	Hass	200	1.98	No	Aus
IGA	Hass	195	1.99	No	Aus
I	Hass	245	1.99	No	Aus
IGA	Hass	180	2.48	No	Aus
IGA	Hass	170	2.48	No	Aus
Coles	Hass	200	2.48	Store	Aus
Coles	Hass	215	2.48	Store	Aus
I	Hass	230	2.50	Store	Aus
Woolworths	Hass	215	2.98	Store	Aus
Woolworths	Hass	215	2.98	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	1.99	No	NS
I	Hass	247	1.99	No	Aus
I	Hass	280	2.55	No	NS
Coles	Hass	265	2.98	No	Aus
Safeway	Hass	235	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
Safeway	Hass	255	2.98	No	Aus
Safeway	Hass	246	2.98	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	240	2.99	No	NS
IS	Hass	265	2.99	No	Aus
IGA	Hass	245	2.99	No	Aus
I	Hass	280	3.48	No	Aus
I	Hass	290	3.50	No	Aus
I	Hass	265	3.50	No	NS
PERTH					
I	Hass	200	1.78	No	Aus
IS	Hass	235	1.99	Store	Aus
Woolworths	Hass	225	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Woolworths	Hass	210	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Coles	Hass	205	2.48	No	Aus
I	Hass	225	2.50	No	Aus
IGA	Hass	200	2.79	No	Aus
IGA	Hass	280	2.99	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	300	2.99	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	265	3.49	No	Aus
IGA	Hass	240	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