



INFOCADO WEEKLY REPORT: 11th — 17th July 2015 (Week 29)

Comments

- The weekly dispatch volume (245,001 trays) edged higher again than the weeks forecast by about 41,000 trays (20%). The 4 week forecast indicates a reduction of supply for the next four weeks (refer P 2).
- The wide range of varieties continue to be represented in dispatches, Hass obviously dominating these volumes (refer P 2).
- The largest volume of dispatches originated from Central Queensland (99,296 trays) with the Brisbane market receiving the majority , with size 20 dominating total supplies (refer P 3).
- Average retail prices for Hass has slightly retracted from past weeks except in Perth where it has held steady, although this does not include multi-buy offers. Highest recorded retail price was \$4.99 / fruit again seen in Sydney & Perth whilst the highest prices recorded in Brisbane & Melbourne were \$3.99 / fruit. The lowest retail price recorded was \$0.59 / fruit on discounted stock 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.

[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](#)

'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.

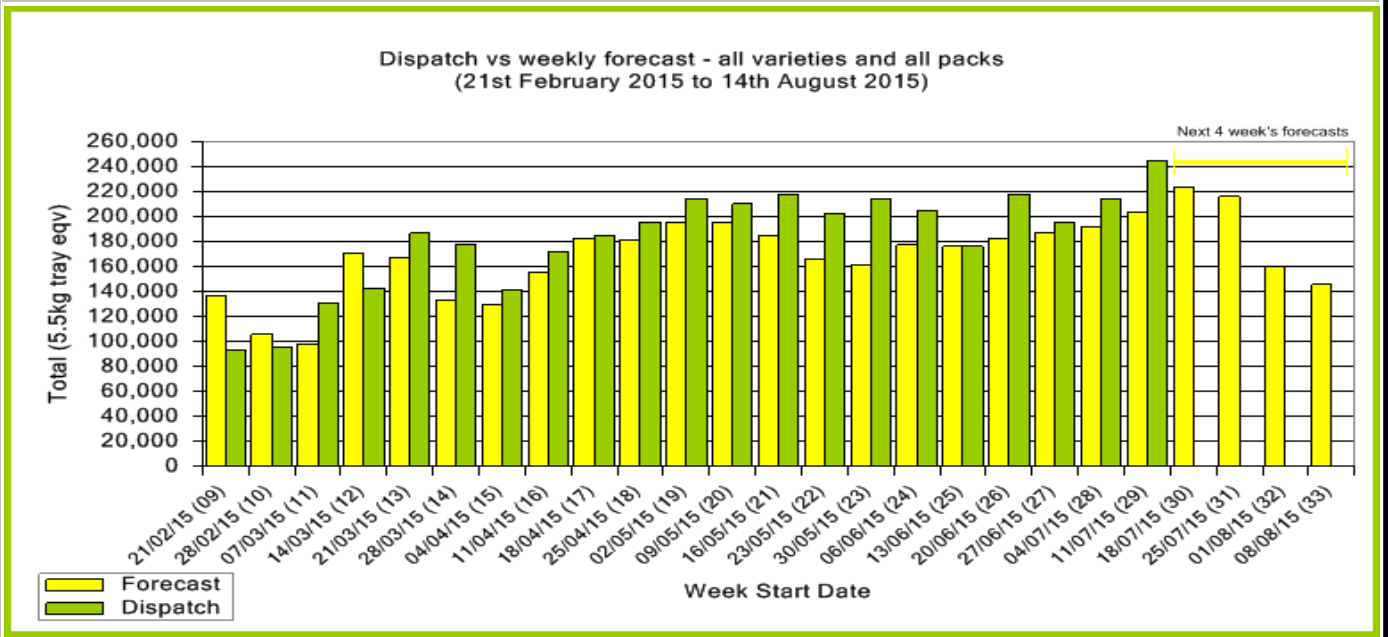
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 29 - 33)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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					
Edrinol	64				64
Fuerte	1,667	40			1,740
Hass	176,917	15,030	14,000	6,500	207,971
Lamb Hass	5,000				5,000
Other		80			145
Sharwil	4,000	100			4,182
Wurtz	5,000				5,000
Week Total	192,648	15,250	14,000	6,500	224,102
Week 31 - begin 25/07/2015					
Edrinol	80	24			124
Fuerte	1,250	40			1,323
Hass	175,000	16,800	14,400	6,500	209,345
Lamb Hass	5,000				5,000
Other	400	10			418
Week Total	181,730	16,874	14,400	6,500	216,210
Week 32 - begin 01/08/2015					
Edrinol	80				80
Fuerte		40			73
Hass	131,200	14,300	10,000	6,850	160,263
Week Total	131,280	14,340	10,000	6,850	160,416
Week 33 - begin 08/08/2015					
Edrinol	80	24			124
Fuerte		40			73
Hass	118,500	13,145	10,000	7,300	145,545
Week Total	118,580	13,209	10,000	7,300	145,741

Dispatch Data (Week 29 - begin 11/07/2015)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon			40		73
Edrinol	64				64
Fuerte			71		129
Hass	169,669	33,443	12,704	11,080	234,799
Lamb Hass	2,055	3,229			7,926
Other	1,908	18			1,941
Sharwil		38			69
Total	173,696	36,839	12,704	11,080	245,001



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
USA ¹										0
Japan ¹										0
Other Asia ¹										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. 2

Industry Dispatches By Origin Region and Count Size : 11th July - 17th July 2015 (Wk 29)

Origin Region	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
Central NSW		1,213	3,205	11,487		9,315	6,045	3,565	760	35,590	3,409	6,000	4,000	43,606
Central Qld		1,717	4,022	15,950	83	14,524	11,368	13,290	2,758	63,712	19,100	632	4,080	99,296
South Qld	26	724	1,996	6,436	4,188	4,704	6,916	3,962	1,533	30,485	5,625	3,072		41,271
Sunshine Coast	141	582	1,406	4,666	672	6,363	3,808	2,659	524	20,821	6,518			32,672
Tamborine/ Northern Rivers	12	260	1,306	3,143	562	4,359	2,714	1,392	689	14,437	1,492	3,000	3,000	18,240
Tri State		5	15	20		15	6	3		64	40			137
WA/NT	126	347	679	2,354		2,038	1,942	1,101		8,587	655			9,778
	305	4,848	12,629	44,056	5,505	41,318	32,799	25,972	6,264	173,696	36,839	12,704	11,080	245,001

Origin of Avocado



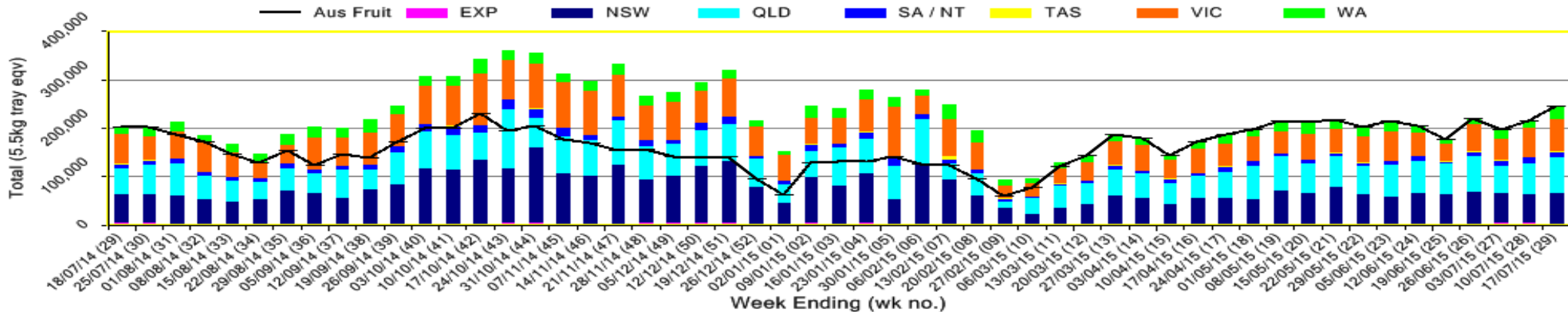
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 11th July - 17th July 2015 (Wk 29)

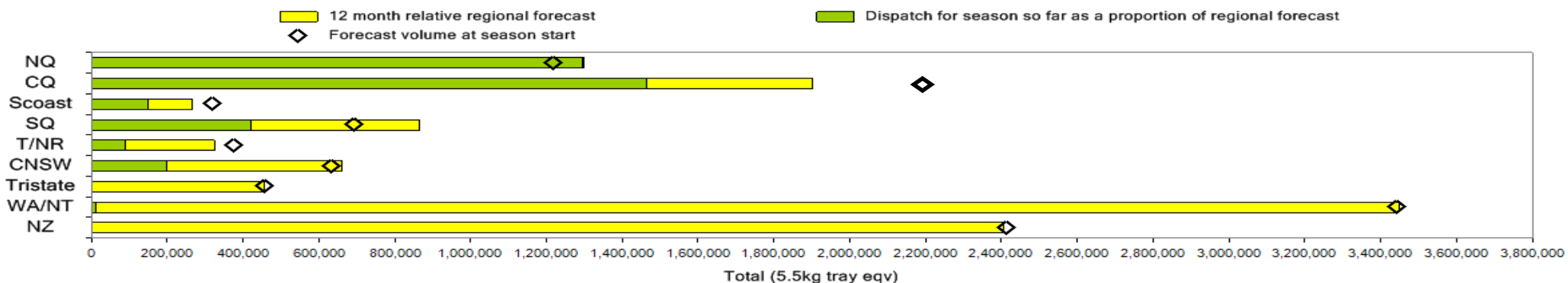
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	148		10						1,335	1,345	747			2,703
NSW	12	1,262	2,229	12,163	2,138	12,508	7,929	3,393	1,445	43,079	11,350		3,000	64,260
QLD	1	138	2,550	12,552	692	10,056	8,473	10,789	2,431	47,682	12,025	7,864	6,080	72,081
SA / NT		5	17	305		2,136	624	4,187	311	7,585	1,160	2,208		10,095
TAS							1,280	320		1,600	480			2,473
VIC	166	3,052	6,789	15,693	2,675	13,468	7,751	2,662	742	52,998	7,946	2,632	2,000	68,288
WA	126	391	1,034	3,343		3,150	6,742	4,621		19,407	3,131			25,100
Total	305	4,848	12,629	44,056	5,505	41,318	32,799	25,972	6,264	173,696	36,839	12,704	11,080	245,001

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 5,747,109 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). This can be updated monthly by contributors.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Week 29 Contributors - Packhouses

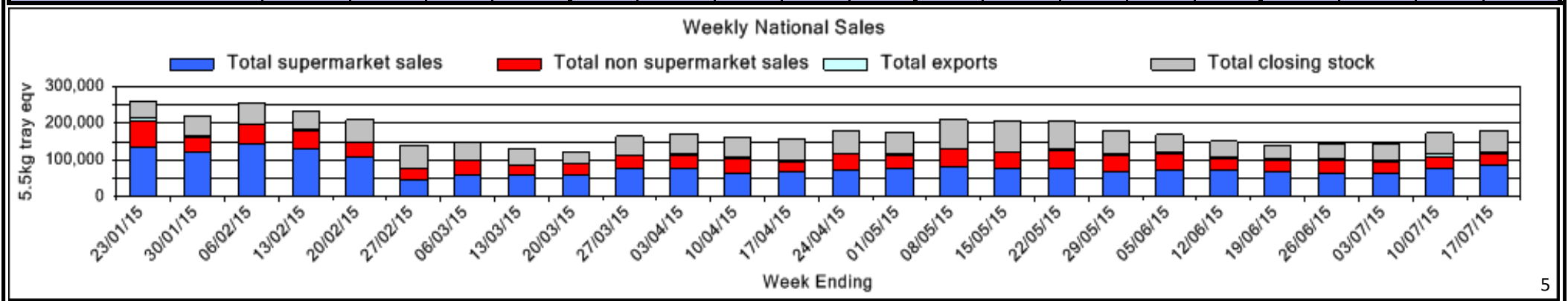
- Natures Fruit Company (Consolidator)
- One Harvest (Consolidator)
- Simpson Farms Pty Ltd (Consolidator)
- Sunfresh (Consolidator)
- The Avolution (Consolidator)
- Midcoast Avocados (CNSW)
- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Lava Valley Produce (CQ)
- Sunnyspot Packhouse Pty Ltd (CQ)
- Donovan Family Investment Trust (CQ)
- Sunny Bluff Produce Pty Ltd (CQ)
- Green Nugget Orchards (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ)
- Balmoral Orchard (SQ)
- Mountain Fresh (SQ)
- Perseverance Farming Co (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Touchwood Farming (SQ)
- Coastal Avocados (TNR)
- Summerland House With No Steps (TNR)
- Aussie Orchards Growers & Packers (TNR)
- Klingbiel Family Trust (TRI)
- Golden Hill Packing Pty Ltd (TRI)
- Sunvale Produce Pty Ltd (TRI)
- Green Pear Avocado (WA)
- The Avocado Grove (WA)
- Avowest (WA)
- SC: Less than 3 contributors

Week 29 Contributors - Wholesalers

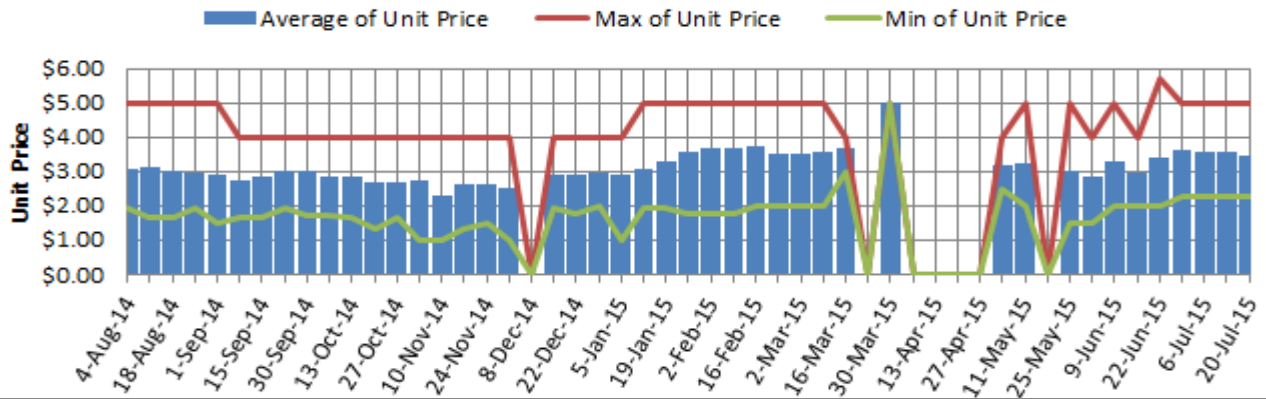
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)
- VB Sculli (Melbourne)
- WA Farm Direct (Perth)

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

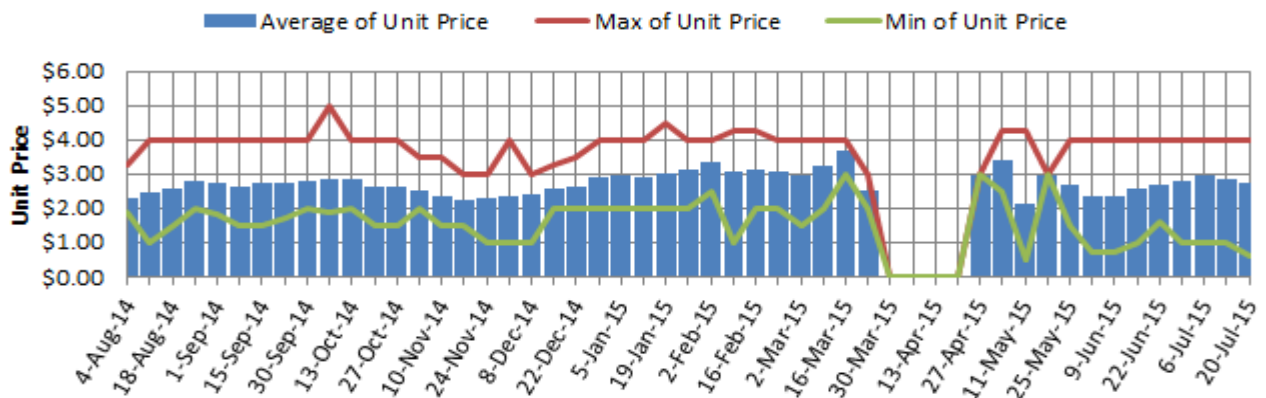
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total sales	17,132		34	17,166	768			768	1,396						18,528		34	18,562
Total Stock on Hand																		
QLD																		
Total supermarket sales	28,821			28,821	576			576	1,047	6,864			6,864	1,248	31,116			31,116
Total non supermarket sales	3,471		30	3,501	727			727	1,322			592	592	108	4,793		138	4,930
Total exports	1,345			1,345	747			747	1,358						2,703			2,703
Total sales	33,637		30	33,667	2,050			2,050	3,727	6,864		592	7,456	1,356	38,612		138	38,750
Total Stock on Hand	31,719			31,719	338			338	615						32,334			32,334
SA & TAS																		
Total supermarket sales	9,009			9,009						2,208			2,208	401	9,410			9,410
Total non supermarket sales	2,620		27	2,647	913			913	1,660						4,280		27	4,307
Total exports																		
Total sales	11,629		27	11,656	913			913	1,660	2,208			2,208	401	13,690		27	13,717
Total Stock on Hand	7,006		21	7,027	1,223		87	1,310	2,382						9,230		179	9,409
VIC																		
Total supermarket sales	23,149		40	23,189	96			96	175						23,324		40	23,364
Total non supermarket sales	8,048		2,319	10,367	1,643		384	2,027	3,685	2			2		11,036		3,017	14,053
Total exports																		
Total sales	31,197		2,359	33,556	1,739		384	2,123	3,860	2			2		34,359		3,057	37,416
Total Stock on Hand	8,410		861	9,271	1,922			1,922	3,495						11,905		861	12,766
WA																		
Total supermarket sales	8,365			8,365	107			107	195						8,560			8,560
Total non supermarket sales	2,387			2,387	1,105		146	1,251	2,275						4,396		265	4,662
Total exports																		
Total sales	10,752			10,752	1,212		146	1,358	2,469						12,956		265	13,221
Total Stock on Hand	4,797			4,797	108		72	180	327						4,993		131	5,124
Total																		
Total supermarket sales	84,065		40	84,105	1,355			1,355	2,464	9,072			9,072	1,649	88,178		40	88,218
Total non supermarket sales	18,937		2,410	21,347	4,580		530	5,110	9,291	2		592	594	108	27,265		3,481	30,746
Total exports	1,345			1,345	747			747	1,358						2,703			2,703
Total sales	104,347		2,450	106,797	6,682		530	7,212	13,113	9,074		592	9,666	1,757	118,146		3,521	121,667
Total Stock on Hand	52,152		882	53,034	3,591		159	3,750	6,818						58,681		1,171	59,852



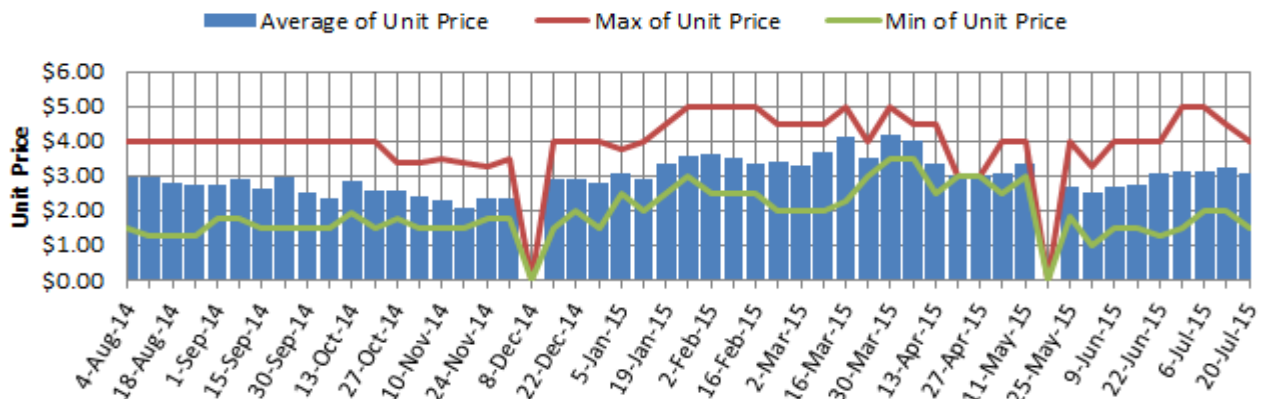
Hass Avocado Average Retail Prices - Sydney



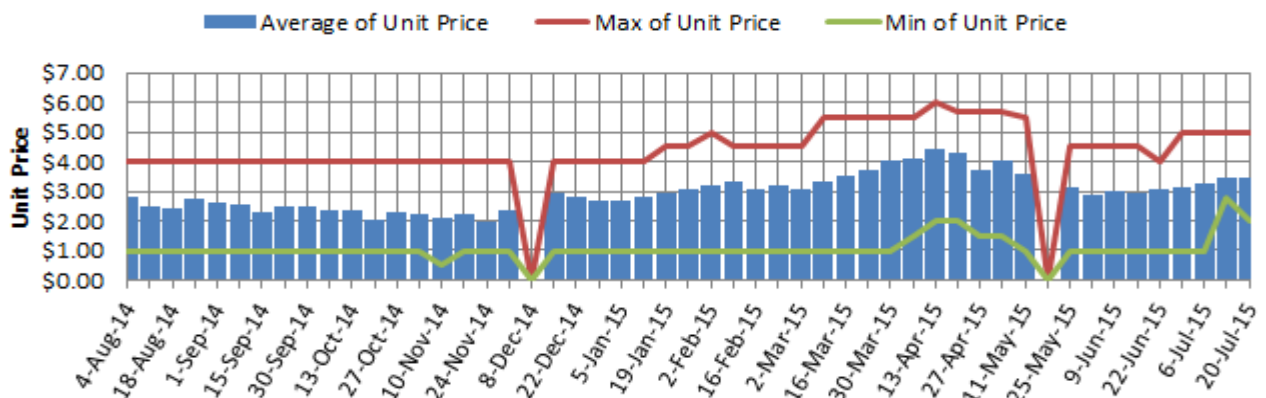
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

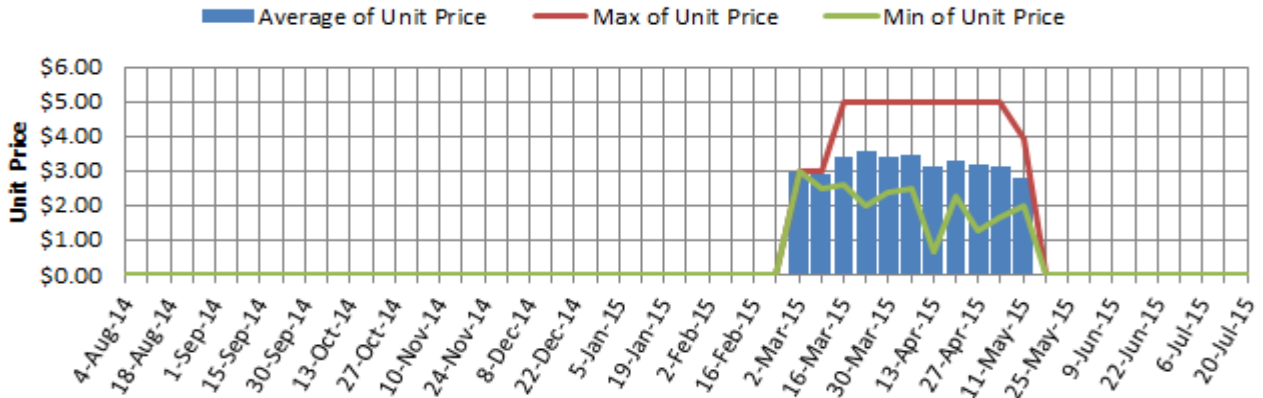


Hass Avocado Average Retail Prices - Perth

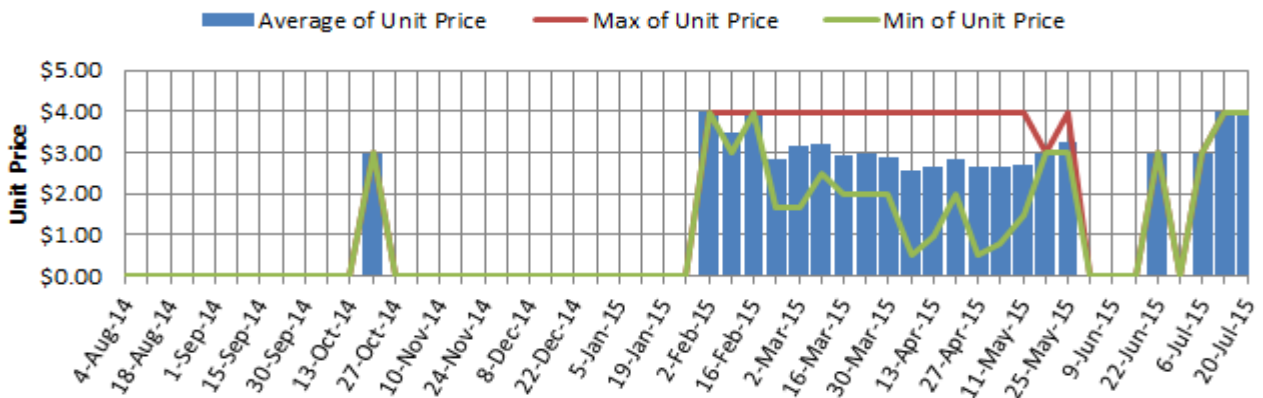


Assessment date (Week Commencing)

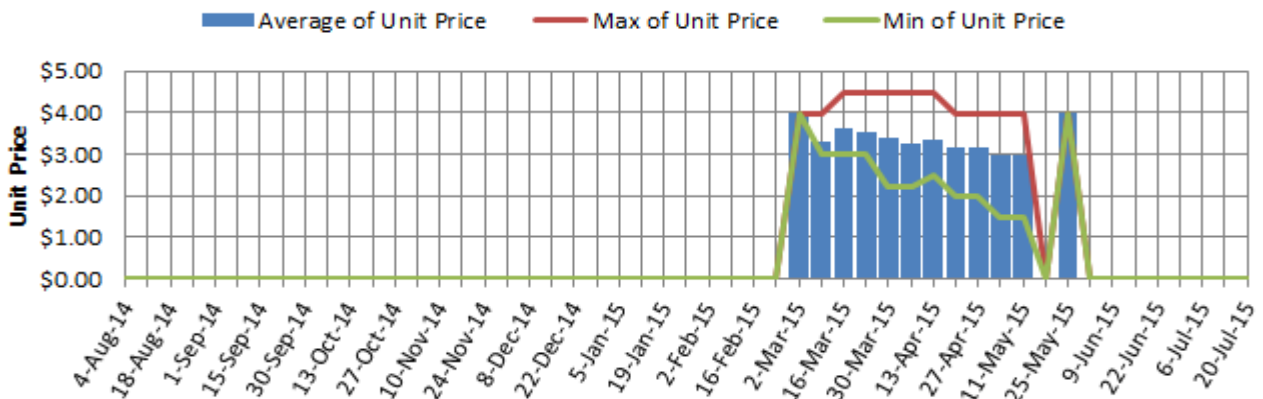
Shepard Avocado Average Retail Prices - Sydney



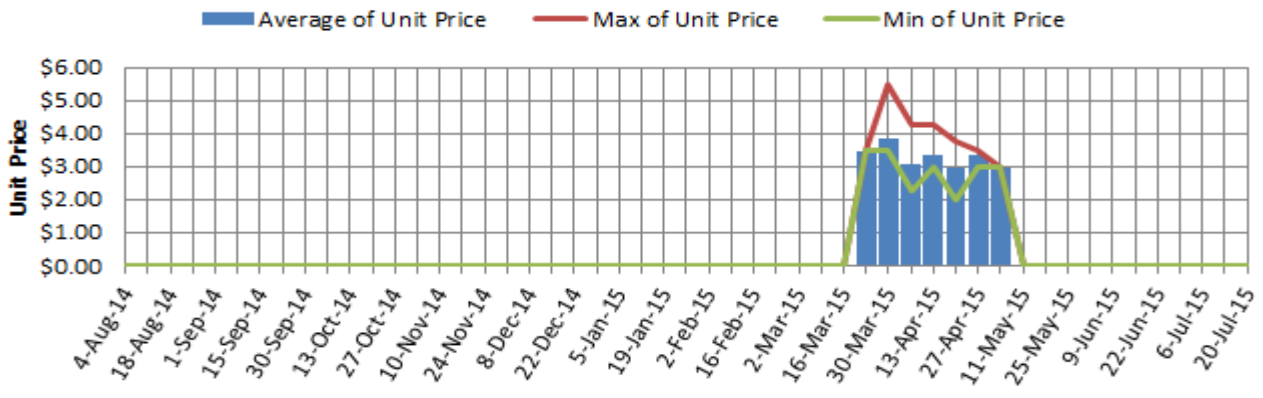
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 20th 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	2.48	No	Aus	Coles	Hass	300	2.20	No	Aus
Woolworths	Hass	270	2.98	No	Aus	I	Hass	210	2.49	No	NS
Woolworths	Hass	270	2.98	No	Aus	I	Hass	180	2.50	No	Aus
Coles	Hass	270	2.98	No	Aus	Woolworths	Hass	295	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Woolworths	Hass	205	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Coles	Hass	230	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Woolworths	Hass	225	2.98	No	Aus
I	Hass	250	3.49	No	Aus	I	Hass	215	2.99	No	Aus
IGA	Hass	240	3.50	No	Aus	I	Hass	230	2.99	No	Aus
Foodworks	Hass	320	3.99	No	Aus	IS	Hass	260	3.49	No	Aus
I	Hass	250	3.99	No	Aus	I	Hass	250	3.69	No	Aus
I	Reed	510	3.99	No	Aus	I	Hass	330	3.79	No	Aus
I	Reed	520	3.99	No	Aus	I	Hass	240	3.98	No	Aus
I	Reed	420	3.99	No	Aus	I	Hass	310	3.99	No	Aus
IC	Hass	300	3.99	No	Aus	PERTH					
IC	Hass	290	4.99	No	Aus	I	Hass	200	2.68	No	Aus
I	Hass	290	4.99	No	Aus	Coles	Hass	225	2.98	No	Aus
IC	Hass	320	4.99	No	Aus	Woolworths	Hass	210	2.98	No	Aus
BRISBANE						Coles	Hass	210	2.98	No	Aus
I	Hass	100	0.59	No	Aus	Woolworths	Hass	210	2.98	No	Aus
I	Hass	185	0.88	Store	NS	Woolworths	Hass	190	2.98	No	Aus
I	Hass	165	1.50	Store	Aus	Coles	Hass	180	2.98	No	Aus
I	Hass	210	1.98	Store	Aus	I	Hass	255	2.99	No	Aus
IGA	Hass	192	2.49	No	Aus	IGA	Hass	225	3.49	No	Aus
I	Hass	205	2.69	No	Aus	I	Hass	240	3.99	No	Aus
Woolworths	Hass	330	2.98	No	Aus	IGA	Hass	250	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	IS	Hass	275	3.99	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Hass	220	3.99	No	Aus
Coles	Hass	220	2.98	No	Aus	IGA	Hass	210	4.49	No	Aus
Woolworths	Hass	260	2.98	No	Aus	IGA	Hass	310	4.49	No	Aus
IGA	Hass	190	2.98	No	Aus	I	Hass	265	4.99	No	Aus
I	Hass	300	2.99	No	Aus						
I	Hass	240	3.00	No	Aus						
Coles	Hass	190	3.48	No	Aus						
I	Hass	292	3.69	No	Aus						
IGA	Hass	245	3.99	No	Aus						
I	Shepard	500	3.99	No	Aus						
I	Wurtz	300	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