



INFOCADO WEEKLY REPORT: 9th July — 15th July 2016 (Week 29)

Comments

- **New Zealand Seasonal Forecast Data 2016-2017 has now been provided (refer P 2).**
- Tamborine/Northern Rivers, Central New South Wales, Tri State & WA packers and consolidators — if your season is about to start please start entering your four week forecast data
- The weekly dispatch volume (310,420 trays) is higher than this week's forecast of 239,969 trays (refer P 2).
- Central Queensland fruit continues to be dominant in the market.
- Insufficient data was received from the NSW & WA wholesalers this week to provide a full wholesale report (refer P 5).
- Online Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 29 (Wed, 13th — Tues, 19th July).
- **TNR, CNSW, Tri-State & WA packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, 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](#)

Marketing Update: Avocado Advertisements Are Back On!

Avocado advertisements are back on TV starting next Sunday 17 July for 3 weeks, finishing on Sunday 7 August.

TV buying in July has been difficult because of the amount of demand to advertise pre and post Olympics, yet we managed to secure weekly presence in high reaching programming which includes regular appearances in the return of Offspring and the new and final season of Winners & Losers.

Upcoming Holidays

Queen's Birthday (WA): 26th Sept | Labour Day (NSW & SA) & Queens' Birthday (QLD): 3rd Oct | Labour Day (NZ): 24th October |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale Data | P6&7 Retail Price 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.

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 09/ 07/ 2016

Fuerte	100	8			115
Hass	198,000	20,600	7,200	17,000	239,855
Week Total	198,100	20,608	7,200	17,000	239,969

Week 30 - begin 16/ 07/ 2016

Fuerte	100	8			115
Hass	227,080	24,610	9,200	9,000	275,134
Week Total	227,180	24,618	9,200	9,000	275,249

Week 31 - begin 23/ 07/ 2016

Hass	250,357	25,335	11,200	11,000	300,457
Other	800	10			818
Week Total	251,157	25,345	11,200	11,000	301,275

Week 32 - begin 30/ 07/ 2016

Hass	247,739	22,360	10,600	11,000	292,321
Other	1,000	10			1,018
Week Total	248,739	22,370	10,600	11,000	293,339

Week 33 - begin 06/ 08/ 2016

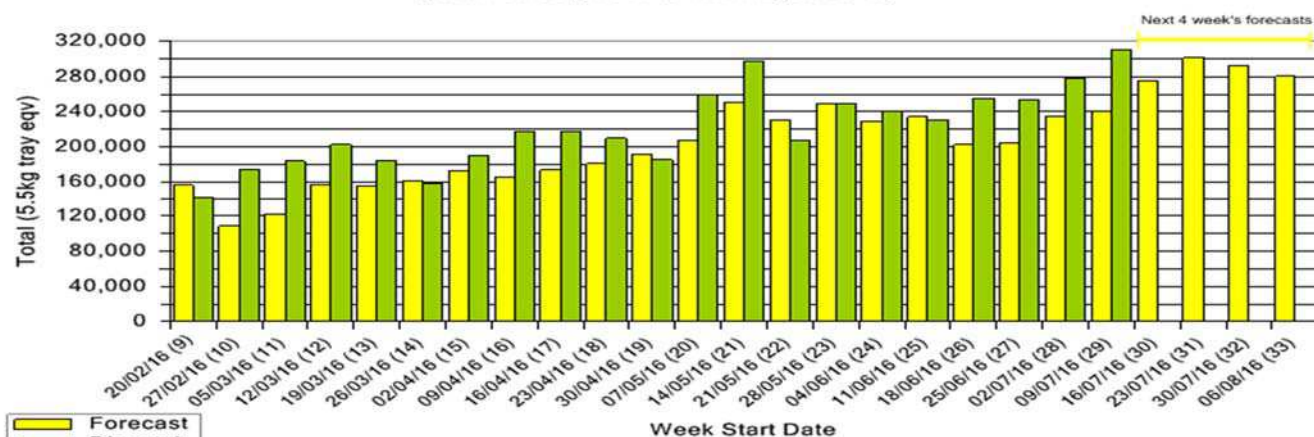
Hass	237,665	20,810	10,600	11,000	279,428
Other	1,000	10			1,018
Week Total	238,665	20,820	10,600	11,000	280,447

Green shading indicates dispatch data

Dispatch Data (Week 29 - begin 9/ 07/ 2016)

Variety	Trays	Bulk	P/ PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	839				839
Hass	232,138	40,324	11,466	10,500	309,448
Wurtz	113	11			133
Total	233,090	40,335	11,466	10,500	310,420

Dispatch vs weekly forecast - all varieties and all packs (20th February 2016 to 12th August 2016)



New Zealand Avocado Exports—Forecast v Actual Infocado/ Export Statistics (5.5kg eqv trays) July 2016 – April 2017

Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	Total to Date
NZ-Aus-Pre Season Forecast ¹	20,936	146,782	593,173	608,847	661,481	744,263	844,138	837,098	56,375	1,980	4,515,073
NZ-Aus-Disp + Mthly Forecast ²	20,936	146,782	593,173	608,847	661,481	744,263	844,138	837,098	56,375	1,980	4,515,073
Australia (from ABS)											
USA ³											
Japan ³											
Other Asia ³											
Total Dispatch (Infocado 2 + 3)	0	0	0	0	0	0	0	0	0	0	0

1 Source: Infocado AAL, Seasonal Forecast provided by NZ at start of season

2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast provided by NZ (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)

3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port

* - waiting on final volumes from Infoshare NZ.

** - ABS import data is now not provided until at least 5 weeks after the close of the month.

Industry Dispatches By Origin Region and Count Size : 9th July - 15th July 2016 (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		3,189	6,198	11,508	4,104	5,431	5,519	4,703	210	40,862	1,806	8,000	3,000	46,146
Central Qld	15	404	5,873	23,492	5,184	27,900	32,336	22,080	11,621	128,905	25,545	2,766	7,500	177,217
North Qld		3	245	404		487	262	71	22	1,494	36			1,559
South Qld	63	314	1,563	7,359	1,361	6,413	7,438	5,166	1,394	31,071	4,443			39,149
Sunshine Coast	1	103	865	4,401	130	6,880	6,970	8,035	1,049	28,434	8,367			43,647
Tamborine/ Northern Rivers			20	50		40	100	100		310	20	700		473
Tri State	125	139	198	178		102	65	42	27	876	44			956
WA/NT	1	19	114	288		432	181	103		1,138	74			1,273
	205	4,171	15,076	47,680	10,779	47,685	52,871	40,300	14,323	233,090	40,335	11,466	10,500	310,420

Origin of Avocado



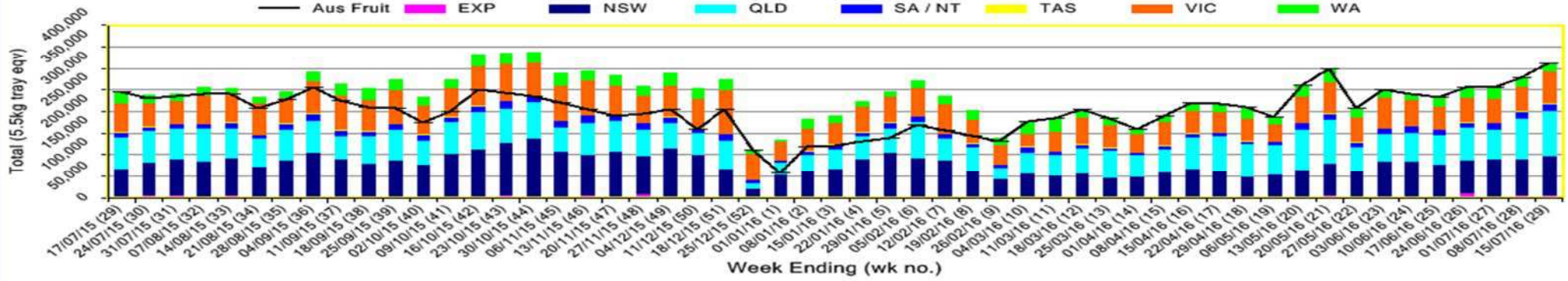
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 9th July - 15th July 2016 (Wk 29)

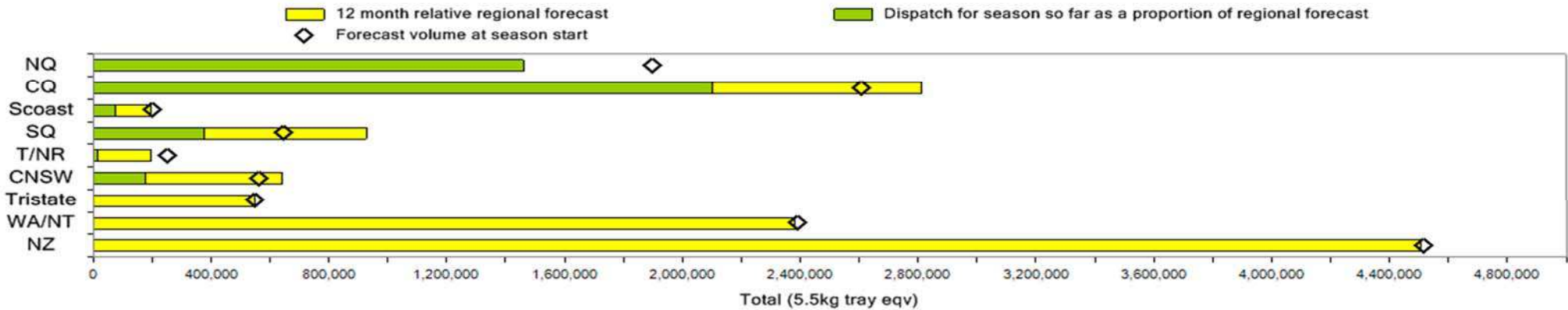
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/ PK	Proc	5.5Kg Eqv Trays All
	< 16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP			18					1	3,311	3,330	695			4,594
NSW	167	872	7,099	21,071	8,606	11,195	11,371	2,910	3,509	66,800	12,774	9,330	2,000	92,085
QLD	6	552	2,610	7,382	632	15,475	21,042	18,738	6,809	73,246	16,466	264	7,500	104,596
SA / NT		10	26	812	152	1,849	4,102	5,196	480	12,627	1,358	336	1,000	15,339
TAS							960	304		1,264	480			2,137
VIC	31	2,689	4,865	17,220	1,389	16,690	14,069	4,656	214	61,823	6,088	264		72,940
WA	1	48	458	1,195		2,476	1,327	8,495		14,000	2,474	1,272		18,729
Total	205	4,171	15,076	47,680	10,779	47,685	52,871	40,300	14,323	233,090	40,335	11,466	10,500	310,420

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 6,333,708 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which

Percentage dispatched by region (Based on seasonal forecast - 2016)



Week 29 Contributors - Packhouses

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

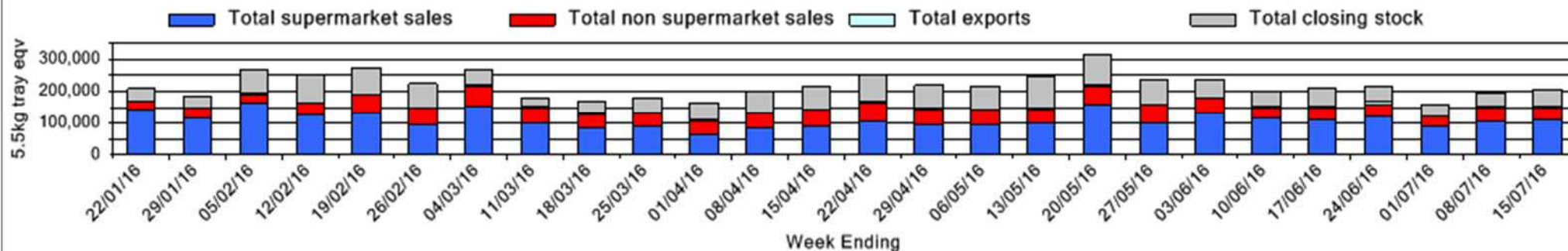
Week 29 Contributors - Wholesalers

- Alfred E Chave Pty Ltd (Brisbane)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- De Luca Banana Marketing Pty Ltd (Brisbane)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Favco Queensland Pty Ltd (Brisbane)
- 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)

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																		
Total non supermarket sales																		
Total exports																		
Total sales	28,460		112	28,572	1,152			1,152	2,095	8,630			8,630	1,569	32,124		112	32,236
Total Stock on Hand																		
QLD																		
Total supermarket sales	40,095			40,095	1,368			1,368	2,487	264			264	48	42,630			42,630
Total non supermarket sales	11,774			11,774	874			874	1,589						13,363			13,363
Total exports	3,350			3,350	695			695	1,264						4,614			4,614
Total sales	55,219			55,219	2,937			2,937	5,340	264			264	48	60,607			60,607
Total Stock on Hand	18,394			18,394	1,005			1,005	1,827						20,221			20,221
SA & TAS																		
Total supermarket sales	11,459			11,459	488			488	887	336			336	61	12,407			12,407
Total non supermarket sales	3,046			3,046	453			453	824						3,870			3,870
Total exports																		
Total sales	14,505			14,505	941			941	1,711	336			336	61	16,277			16,277
Total Stock on Hand	12,415			12,415	668			668	1,215						13,630			13,630
VIC																		
Total supermarket sales	19,486			19,486	192			192	349	264			264	48	19,883			19,883
Total non supermarket sales	7,088		667	7,755	2,017			2,017	3,667	53			53	10	10,765		667	11,432
Total exports																		
Total sales	26,574		667	27,241	2,209			2,209	4,016	317			317	58	30,648		667	31,315
Total Stock on Hand	6,300		75	6,375	462			462	840	1			1		7,140		75	7,215
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	10,188			10,188	1,835			1,835	3,336	1,317			1,317	239	13,764			13,764
Total Stock on Hand																		
Total																		
Total supermarket sales	105,381			105,381	2,621			2,621	4,765	10,811			10,811	1,966	112,112			112,112
Total non supermarket sales	26,215		779	26,994	5,758			5,758	10,469	53			53	10	36,693		779	37,472
Total exports	3,350			3,350	695			695	1,264						4,614			4,614
Total sales	134,946		779	135,725	9,074			9,074	16,498	10,864			10,864	1,975	153,419		779	154,198
Total Stock on Hand	44,613		75	44,688	3,435			3,435	6,245	1			1		50,859		75	50,934

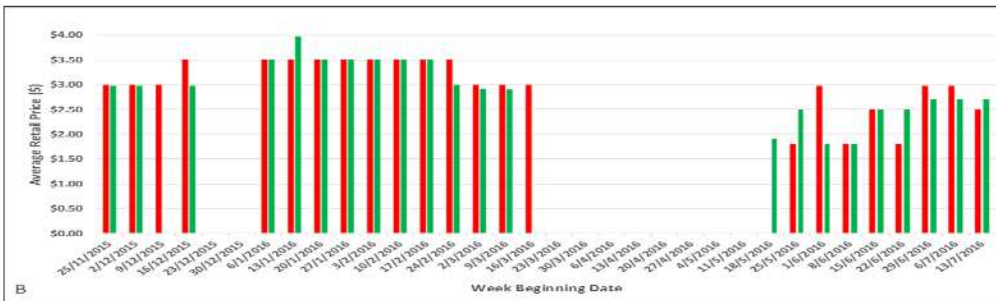
Weekly National Sales



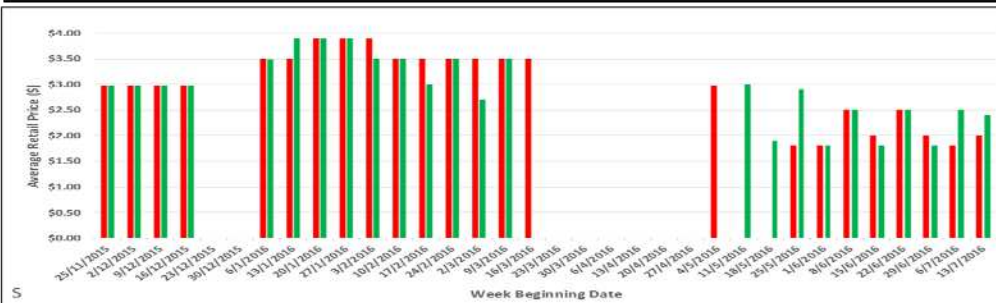
Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 13th July 2016 (Week 29)

Key: ■ Coles online ■ Woolworths online

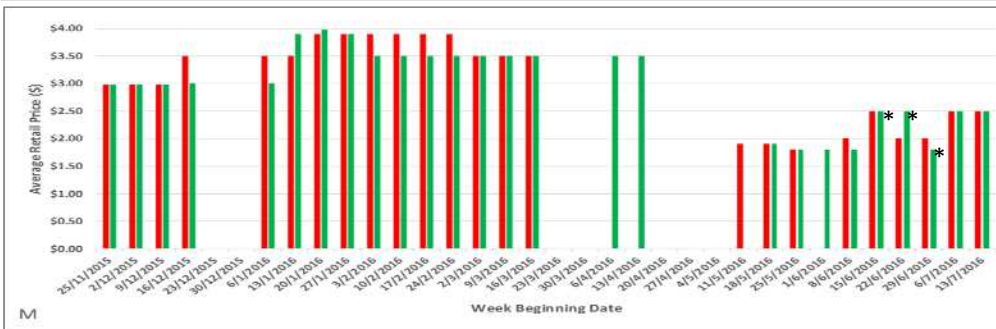
Brisbane



Sydney

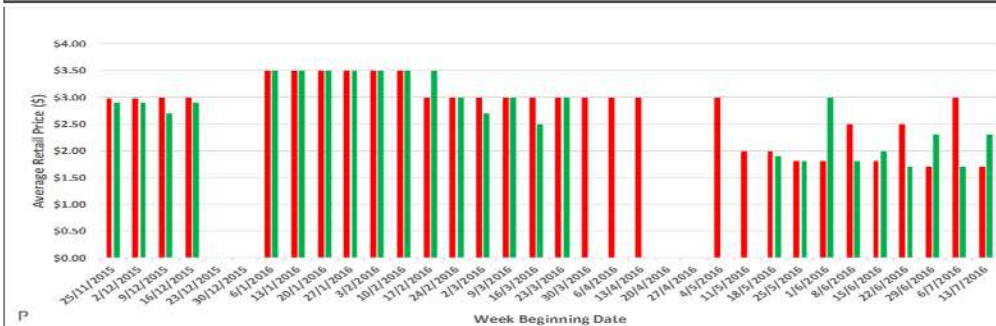


Melbourne



* Please note that Woolworths online prices for single fruit purchases in Melbourne differed depending on the store location. In the graph we have shown the higher price. For details of pricing in a given week please refer to previous reports.

Perth



Single Fruit, Multi-buy and Pack Pricing for Week Beginning - Wed, 13th July 2016 (Week 29)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		↓\$2.50*	↑\$2.00*	\$2.50*	↓\$1.70*
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Shepard	Single Fruit		-	-	-	-
	Shepard	Multi-buy	2 for \$x	-	-	-	-
	Hass	Single Fruit	Organic	\$4.00	-	\$3.50	-
	Hass	3 Pack		-	-	-	-
Woolworths	Hass	Single Fruit		\$2.70	↓\$2.40	\$2.50	↑\$2.30*
	Hass	Multi-buy	2 for \$x	↑2 for \$5*	2 for \$4*	↓\$2 for \$4*	-
	Shepard	Single Fruit		-	-	-	-
	Shepard	Multi-buy	2 for \$x	-	-	-	-
	Hass	Single Fruit	Organic	-	-	-	-
	Unknown**	2 Pack	Ripe	\$5.90	\$7.00	\$6.98	-
	Hass	2 Pack	Organic	↓\$4.00	\$5.50	↑\$5.50	-
	Unknown**	3 Pack		↑\$5.90	\$3.70	\$4.98	\$4.98
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Unknown**	5 Pack	Mini Disney	\$4.90	↓\$3.00	\$3.98	\$3.98
	Unknown**	1kg Bag	Odd Bunch	\$5.40	↑4.50	\$4.98	↑4.40*

Other information

Note: Online catalogues are published by major retailers each Wednesday.

Prices published in this report are reflective of online shopping and catalogue prices from Wednesday to Tuesday.

*denotes offer was advertised as a weekly and/or catalogue special

**denotes variety not indicated in online shopping offer

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Red) + ↓ = decrease in price from previous week

Catalogue Offers

Aldi - National - No catalogue offers found

IGA - No catalogue offers found

Foodworks - Sydney - Hass - Multi-buy - 2 for \$3.00

Foodworks - Perth - Hass - 4 pack - \$3.50

Woolworths - Brisbane - Organic Hass - 2 pack - \$4.00

Woolworths - Sydney - Hass - Single fruit - \$2.40 & Multi-buy - 2 for \$4.00

Woolworths - Melbourne - Hass - Single fruit - \$2.50 & Multi-buy - 2 for \$4.00

Coles - No catalogue offers found