



INFOCADO WEEKLY REPORT: 21st —27th July 2012 (Wk 30)



Comments

- Avocados Australia have been advised that due to a current supply shortage of avocados, Coles buyers are looking to source fruit from New Zealand in the next 2 to 3 weeks in order to meet market demand. Coles have assured Avocados Australia that this is only a short term solution and that they are committed to buying Australian fruit first. Coles will revert back to buying all Australian-grown as soon as sufficient volumes are available. Growers are encouraged to consider the implications of low supply in this short term period, particularly given that large volumes of supply are expected from October. Fruit maturity is also an important consideration. Avocados Australia will keep an open line of conversation with Coles on this matter and will advise growers on any changes to the supply policy.
- Supplies into the market increased slightly in week 30 compared with week 29 with 202,301 5.5kg tray eqv vs 153,268 5.5kg tray eqv. NSW attracted the most fruit in week 30 with 66,262 5.5kg tray eqv.
- High volumes of <16 sized fruit entered the market in week 30 with 27,641 5.5kg tray eqv. This brings the July 2012 volume of size <16 fruit to 47,003 5.5kg tray eqv. By comparison the total for size <16 fruit during July 2011 was 6,145 5.5kg tray eqv.

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 15 August

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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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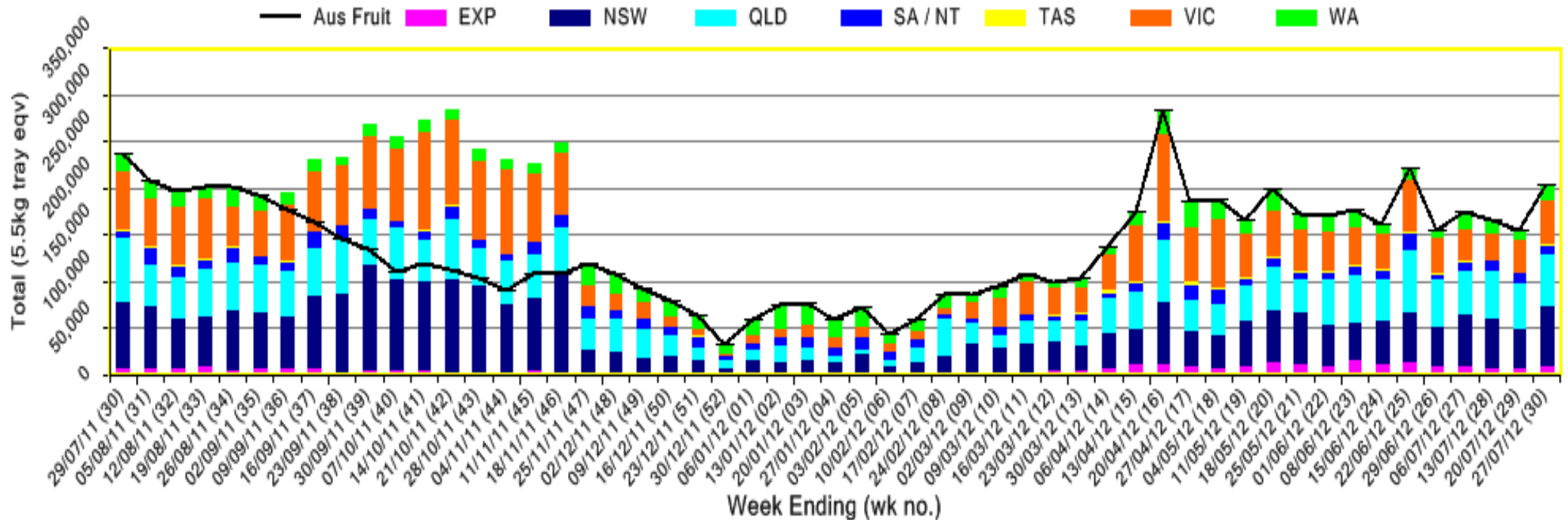
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Industry Dispatches By Destination State and Count Size : 21st July - 27th July 2012 (Wk 30)

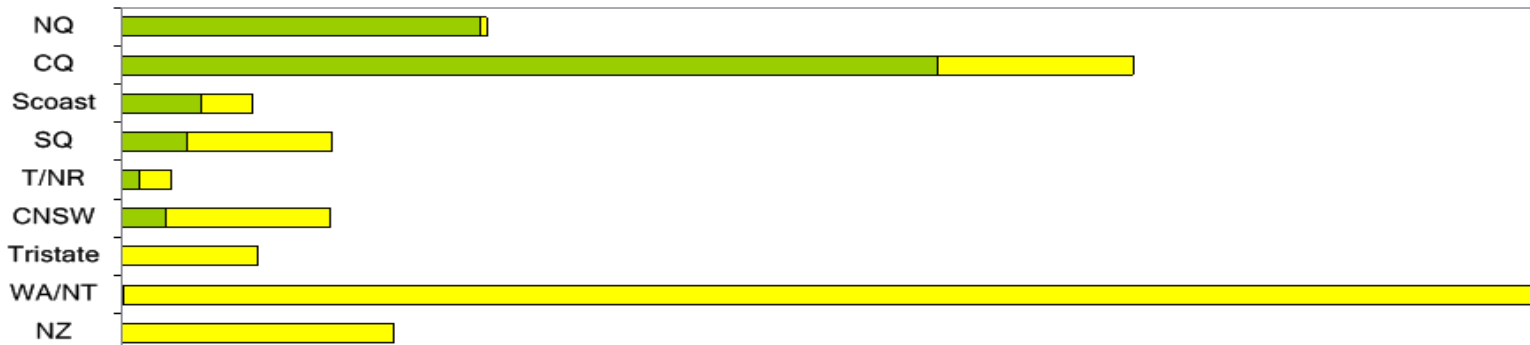
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total		
EXP				732		50		1,956	4,046		6,784	808				8,253
NSW	11,866	5,562	3,123	6,780	1,906	5,920	7,739	3,232	1,516		47,644	9,923	3,168			66,262
QLD	6,730	2,295	3,484	8,692	1,566	7,975	6,423	3,218	1,363		41,746	5,820	7,210	3,830		54,335
SA / NT	3,598	10	174	1,280	160	364	267	502	290		6,645	1,411	1,560			9,494
TAS							1,440				1,440	96				1,615
VIC	5,447	1,269	6,207	5,750	586	3,866	3,940	1,416	1,345		29,826	9,036	3,204			46,838
WA		29	177	700		1,170	3,780	2,164			8,020	4,117				15,505
Total	27,641	9,165	13,165	23,934	4,218	19,345	23,589	12,488	8,560		142,105	31,211	15,142	3,830		202,301

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 4,082,536 5.5kg tray eqv

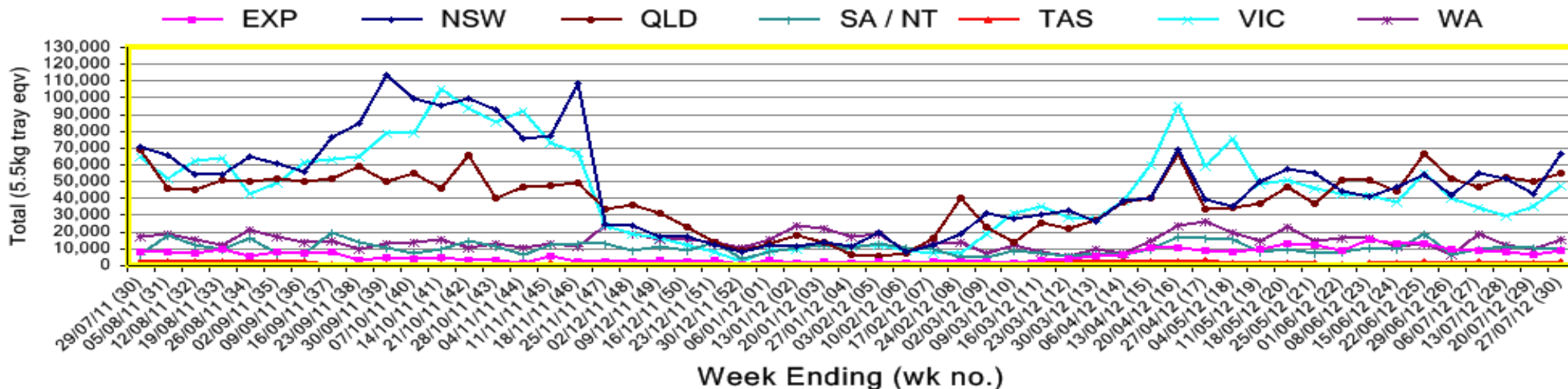


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 4,082,536 5.5kg tray eqv



Week 30 contributors - Packhouses

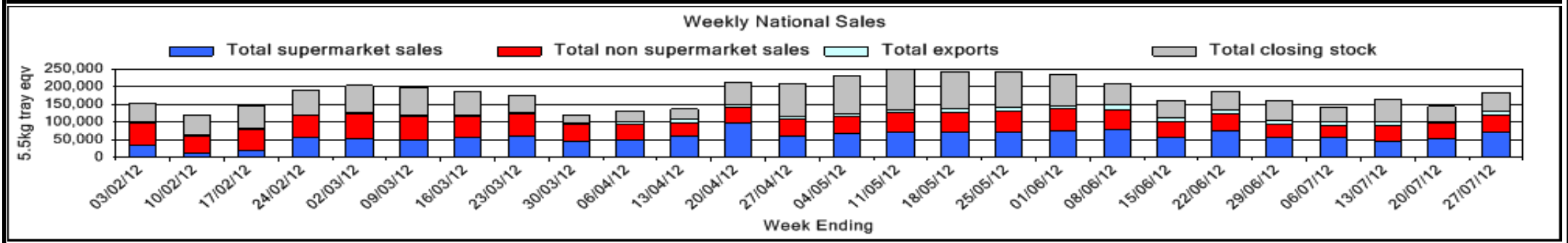
- | | |
|---------------------------------|---------------------------------------|
| Avowest | Natures Fruit Company |
| Balmoral Orchard | One Harvest |
| Coastal Avocados | Perseverance Farming Co |
| Donovan Family Investment Trust | Simpson Farms Pty Ltd (Goodwood Home) |
| Googa Farms | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse Pty Ltd |
| Green Pear Avocado | SuperPak |
| I & A Tolson | The Avocado Grove |
| Midcoast Avocados | Touchwood Farming |
| Mountain Fresh | Wodonga Park Fruit and Nuts |

Week 30 contributors - Wholesalers

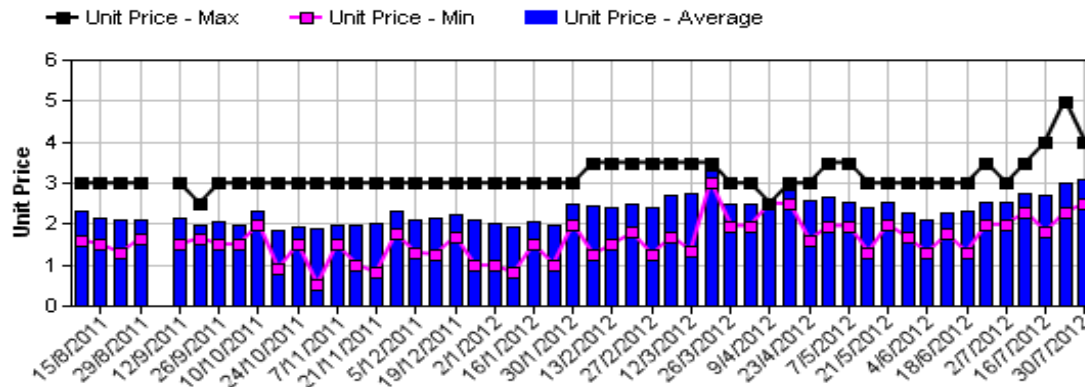
- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Kelly's (Melbourne) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Romeos Marketing (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | Sinclair & Antico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

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

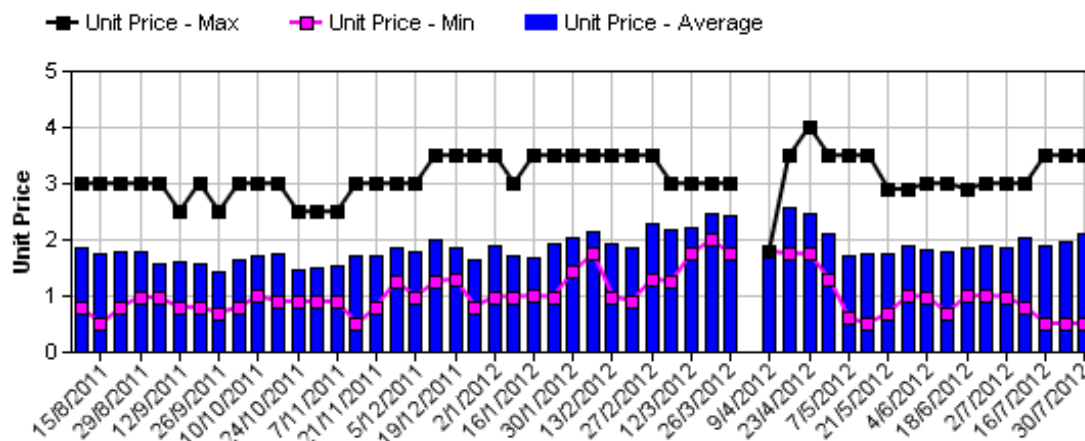
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	7,195		11,572	18,767	10			10	18	1,800			1,800	327	7,541		11,572	19,113
Total non supermarket sales	4,355		501	4,856	687		909	1,596	2,902						5,604		2,153	7,758
Total exports																		
Total sales	11,550		12,073	23,623	697		909	1,606	2,920	1,800			1,800	327	13,145		13,726	26,870
Total Stock on Hand	1,178		336	1,514	976			976	1,775						2,953		336	3,289
QLD																		
Total supermarket sales	16,210		12,180	28,390	151			151	275	4,530			4,530	824	17,308		12,180	29,488
Total non supermarket sales	14,844		280	15,124	1,015			1,015	1,845						16,689		280	16,969
Total exports	6,784			6,784	808			808	1,469						8,253			8,253
Total sales	37,838		12,460	50,298	1,974			1,974	3,589	4,530			4,530	824	42,250		12,460	54,711
Total Stock on Hand	16,521		460	16,981	779			779	1,416						17,937		460	18,397
SA & TAS																		
Total supermarket sales	4,458		3,598	8,056	60		1,416	1,476	2,684	1,560			1,560	284	4,851		6,172	11,023
Total non supermarket sales	2,306		55	2,361	547		20	567	1,031						3,301		91	3,392
Total exports																		
Total sales	6,764		3,653	10,417	607		1,436	2,043	3,715	1,560			1,560	284	8,151		6,264	14,415
Total Stock on Hand	8,073		328	8,401	897		514	1,411	2,565						9,704		1,263	10,966
VIC																		
Total supermarket sales	6,739		3,561	10,300						2,520			2,520	458	7,198		3,561	10,758
Total non supermarket sales	8,634		2,297	10,931	2,120		333	2,453	4,460	307		12	319	58	12,545		2,904	15,449
Total exports																		
Total sales	15,374		5,857	21,231	2,120		333	2,453	4,460	2,827		12	2,839	516	19,742		6,465	26,207
Total Stock on Hand	7,298		2,793	10,091	1,952		1	1,953	3,551	24			24	4	10,851		2,795	13,647
WA																		
Total supermarket sales	3,280			3,280											3,280			3,280
Total non supermarket sales	2,652			2,652	836		40	876	1,593						4,172		73	4,245
Total exports																		
Total sales	5,932			5,932	836		40	876	1,593						7,452		73	7,525
Total Stock on Hand	4,173			4,173	2,496			2,496	4,538						8,711			8,711
Total																		
Total supermarket sales	37,882		30,911	68,793	221		1,416	1,637	2,976	10,410			10,410	1,893	40,177		33,486	73,663
Total non supermarket sales	32,791		3,132	35,924	5,205		1,302	6,507	11,831	307		12	319	58	42,311		5,502	47,813
Total exports	6,784			6,784	808			808	1,469						8,253			8,253
Total sales	77,458		34,044	111,501	6,234		2,718	8,952	16,276	10,717		12	10,729	1,951	90,741		38,988	129,728
Total Stock on Hand	37,243		3,918	41,161	7,100		515	7,615	13,845	24			24	4	50,156		4,854	55,010



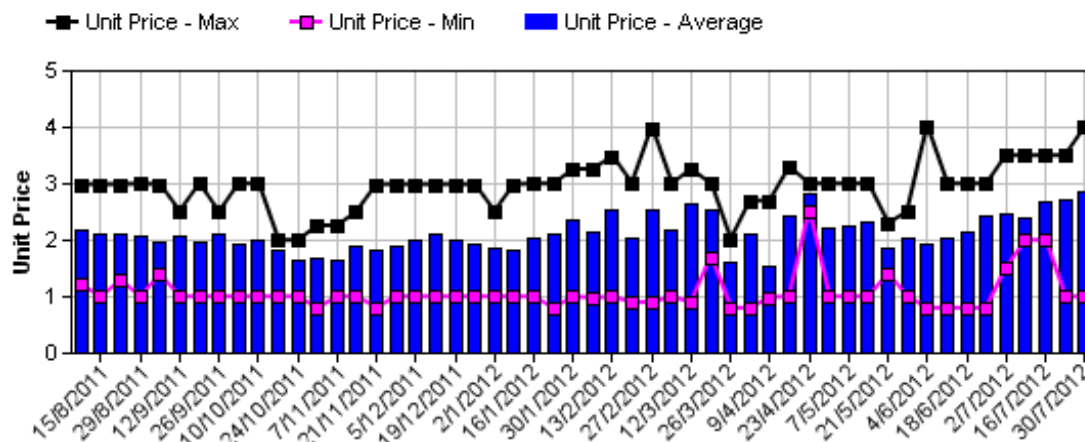
Hass Avocado Average Retail Prices - Sydney



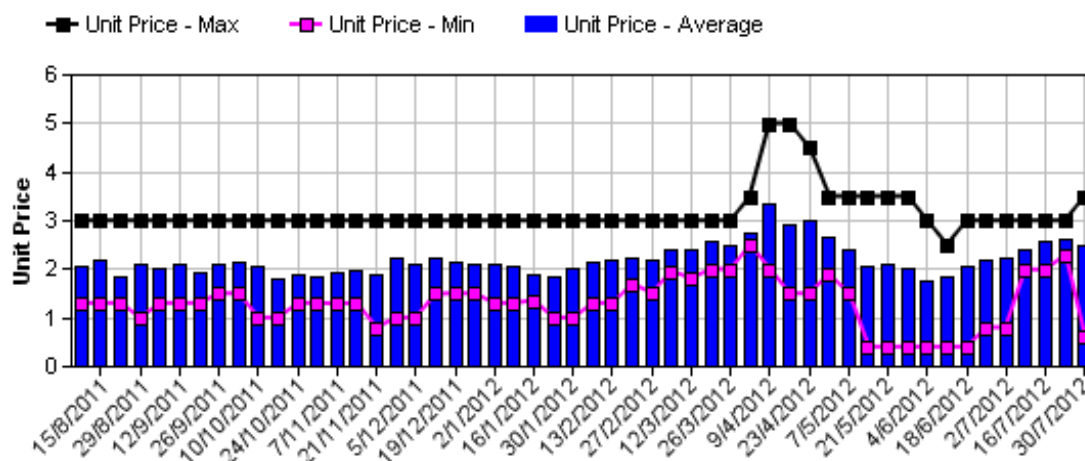
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

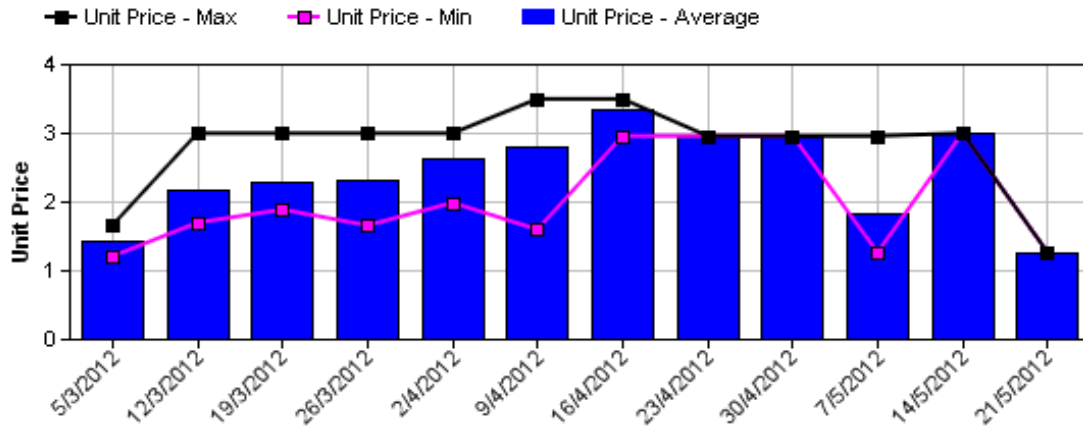


Hass Avocado Average Retail Prices - Perth

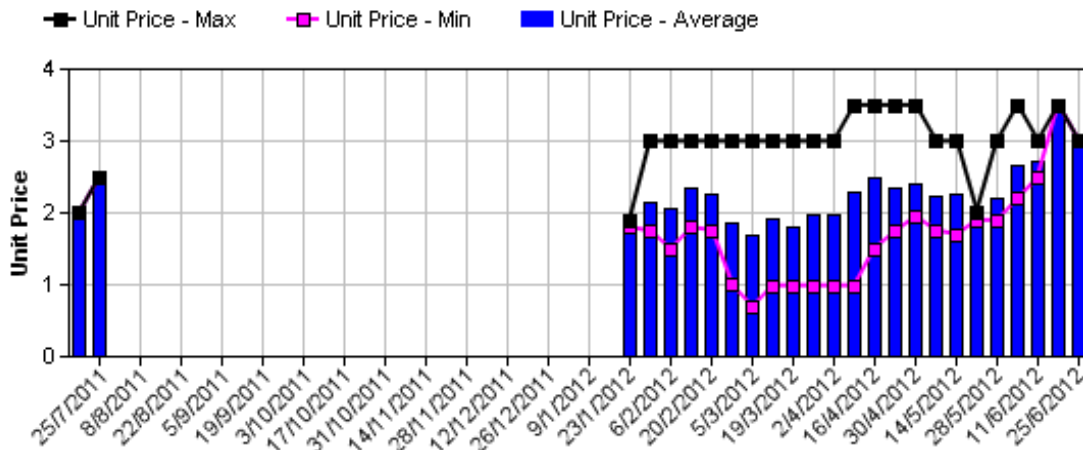


Assessment Date [Week Commencing]

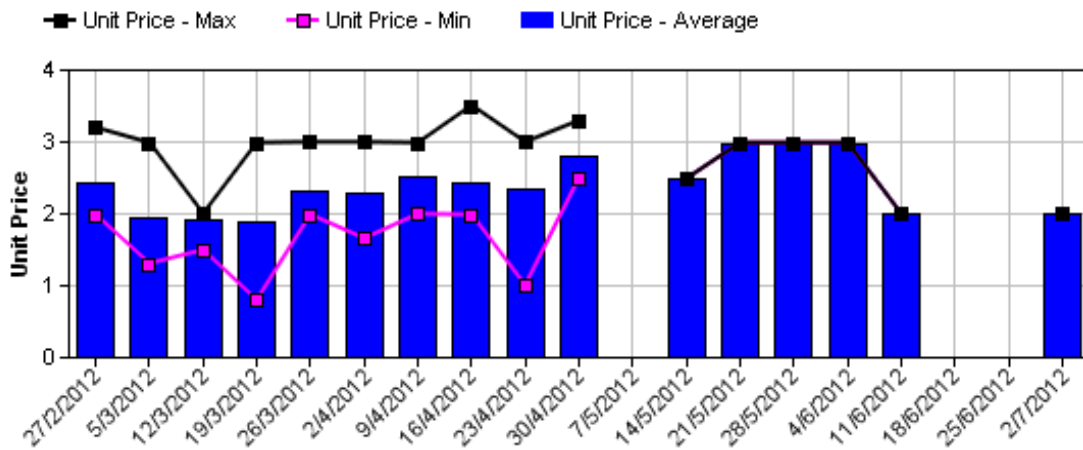
Shepard Avocado Average Retail Prices - Sydney



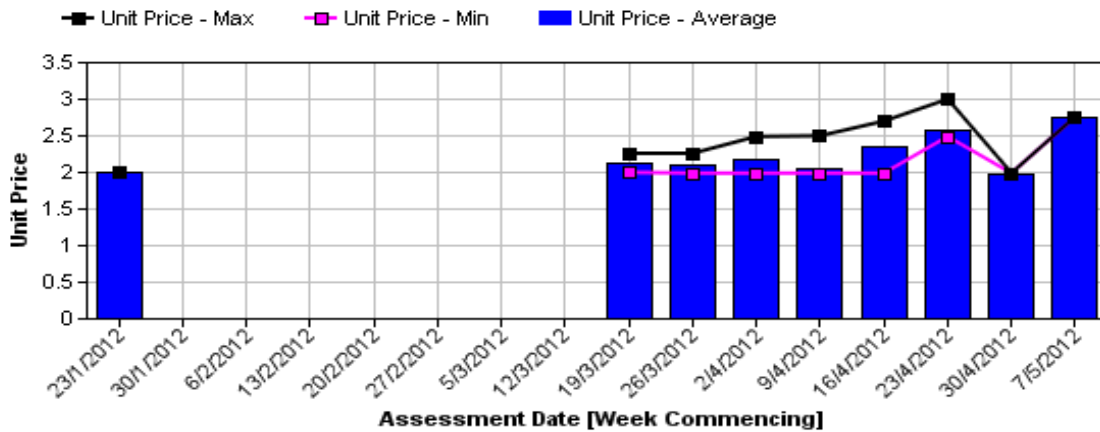
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 30th July 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	230	2.49	No	Aus
IGA	Hass	275	2.95	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Coles	Hass	245	2.98	No	Aus
Woolworths	Hass	255	2.98	No	Aus
I	Hass	260	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Reed	425	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	285	2.99	No	Aus
I	Hass	260	3.29	No	Aus
I	Reed	430	3.49	No	Aus
I	Reed	450	3.49	No	Aus
I	Hass	250	3.49	No	Aus
I	Hass	290	3.99	No	Aus
I	Reed	415	3.99	No	Aus
BRISBANE					
I	Hass	0.95	0.50	Store	Aus
IGA	Hass	220	0.69	Store	Aus
I	Reed	280	0.79	Store	Aus
I	Hass	175	0.79	Store	Aus
I	Reed	275	1.49	Store	Aus
Woolworths	Hass	220	1.75	No	Aus
Woolworths	Reed	300	1.75	No	Aus
Woolworths	Hass	205	1.75	No	Aus
Woolworths	Reed	230	1.75	Store	Aus
Woolworths	Reed	260	1.75	No	Aus
Coles	Reed	400	1.98	Store	Aus
Coles	Reed	365	1.98	Store	Aus
I	Reed	425	1.99	Store	Aus
Coles	Hass	300	2.28	No	Aus
Coles	Hass	280	2.28	No	Aus
Coles	Hass	200	2.28	No	Aus
IGA	Hass	220	2.48	Cat	Aus
IGA	Hass	220	2.49	No	Aus
I	Hass	235	2.50	Store	Aus
I	Hass	375	2.99	Store	Aus
I	Hass	275	2.99	No	Aus
I	Wurtz	220	2.99	Store	Aus
I	Hass	245	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	170	0.99	Cat	NS
I	Reed	300	2.29	No	Aus
I	Hass	264	2.40	No	Aus
Coles	Hass	240	2.49	No	NS
I	Hass	240	2.69	No	NS
Safeway	Hass	190	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Safeway	Hass	260	2.98	No	Aus
Coles	Hass	265	2.98	No	Aus
Safeway	Hass	240	2.98	No	Aus
IGA	Hass	270	2.99	No	Aus
IS	Hass	255	2.99	No	Aus
I	Hass	300	3.19	No	Aus
I	Hass	295	3.19	No	Aus
I	Hass	310	3.99	No	Aus
PERTH					
I	Hass	110	0.59	Store	Aus
IS	Hass	155	0.99	Store	Aus
Coles	Hass	225	2.48	No	Aus
Woolworths	Hass	210	2.48	No	Aus
Woolworths	Hass	210	2.48	No	Aus
Woolworths	Hass	210	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Coles	Hass	230	2.48	No	Aus
IGA	Hass	270	2.49	No	Aus
IGA	Hass	270	2.49	No	Aus
IGA	Hass	260	2.98	No	Aus
I	Hass	275	2.99	No	Aus
I	Hass	245	2.99	No	Aus
IGA	Hass	230	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	255	3.49	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