



INFOCADO WEEKLY REPORT: 20th — 26th July 2013 (Wk 30)



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Comments

- Please note a small change has been made to the packhouse contributor's list on page 4. The packhouses have been listed by growing region for easy reference and if less than 3 contributors have participated from any one region this has been noted. Some packers do pull fruit from multiple regions and in this case to avoid duplication we have listed their names once, in their main growing region. We welcome your feedback on this change and we hope it makes it easier to see who from your region has contributed.
- The July Quarterly Report was published to all contributors last week. Please take the time to review the document.
- Early bird registration for the 5th NZ & Australian Avocado Grower's Conference is about to close. For more information click [here](#).
- In the coming months Avocados Australia will be reviewing the Infocado Wholesale Module in light of recent low contributor levels, particularly in Sydney. If you have any feedback about the usefulness of the information on page 5, or recommendations on how it can be improved please contact Avocados Australia on 07 3846 6566 or infocado@avocado.org.au

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

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:

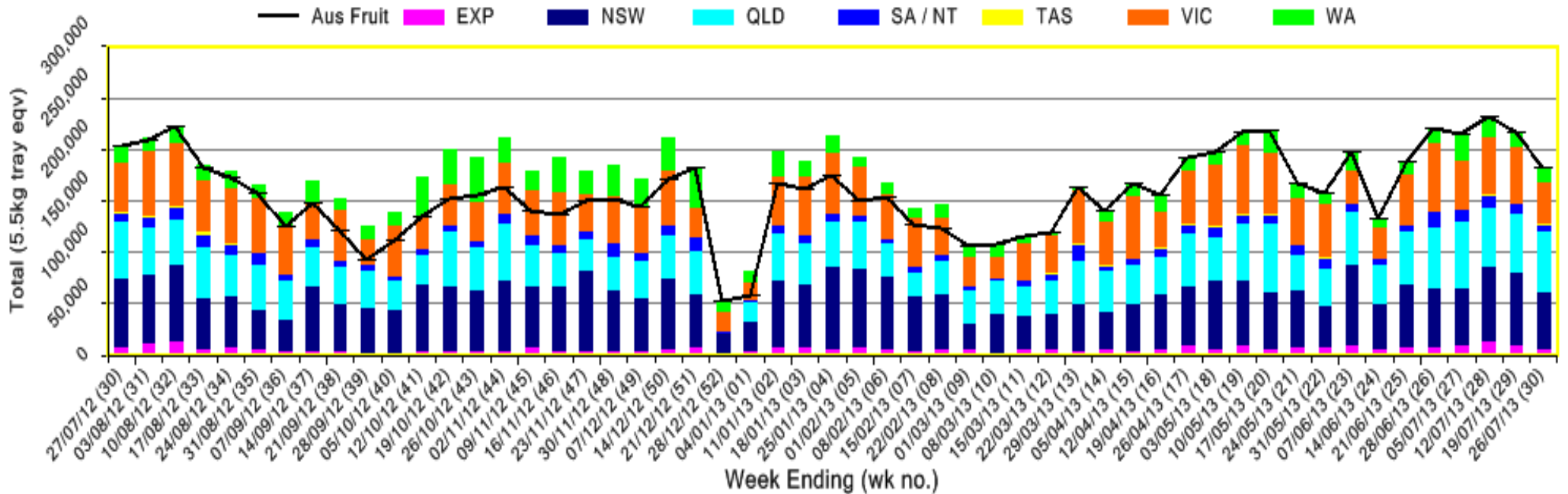
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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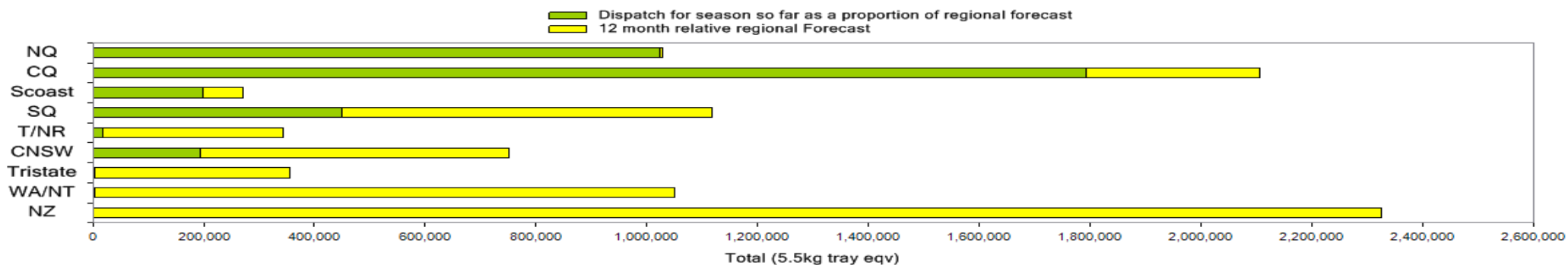
Industry Dispatches By Destination State and Count Size : 20th July - 26th July 2013 (Wk 30)

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									2,192	2,192	1,719			5,317
NSW	217	2,241	4,401	10,810	1,875	8,808	5,838	2,628	1,069	37,887	9,481	1,440		55,387
QLD	136	3,666	1,879	3,223	239	4,840	7,963	8,042	788	30,776	14,096	6,276	8,010	59,002
SA / NT			286	2,449	61	673	1,272	1,778	40	6,559	176	240		6,923
TAS							640			640	96			815
VIC	396	1,520	3,232	5,753	1,511	6,899	4,136	1,690	425	25,562	8,042	1,032		40,372
WA	1	41	385	855		1,753	6,657	703		10,395	1,888			13,828
Total	750	7,468	10,183	23,090	3,686	22,973	26,506	14,841	4,514	114,011	35,498	8,988	8,010	181,643

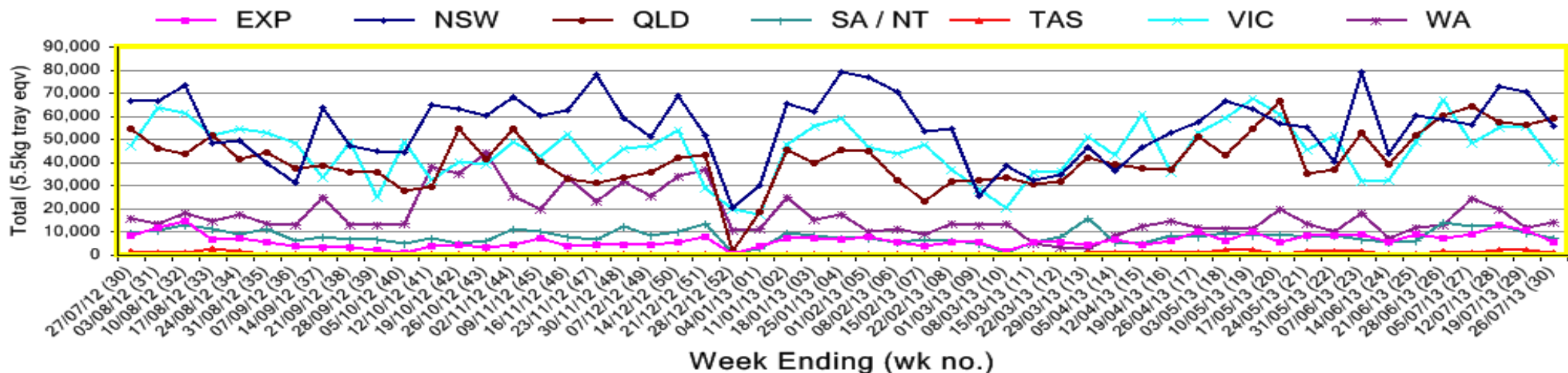
Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 5,124,099 5.5kg tray eqv



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 5,124,099 5.5kg tray eqv



Week 30 contributors - Packhouses

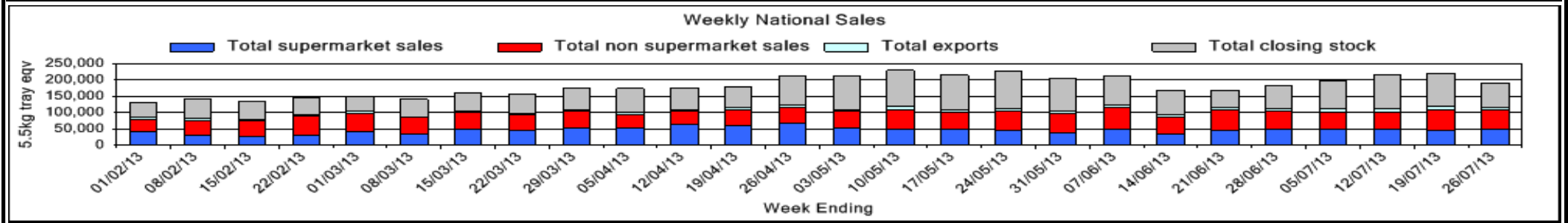
- Balmoral Orchard (SQ)
- Googa Farms (SQ)
- Green Nugget Orchards (SQ)
- Mountain Fresh (SQ)
- One Harvest (SQ)
- Perseverance Farming Co (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ)
- The Avolution (SQ)
- Touchwood Farming (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Donovan Family Investment Trust (CQ)
- Simpson Farms Pty Ltd (CQ)
- Sunny Bluff Produce Pty Ltd (CQ)
- SuperPak (CQ)
- G & C Christensen (SC)
- Natures Fruit Company (SC)
- Sunfresh (SC)
- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Midcoast Avocados (CNSW)
- Tamborine/Northern Rivers**
- Less than 3 packhouse contributors
- Tri State**
- Less than 3 packhouse contributors
- WA/NT**
- Less than 3 packhouse contributors

Week 30 contributors - Wholesalers

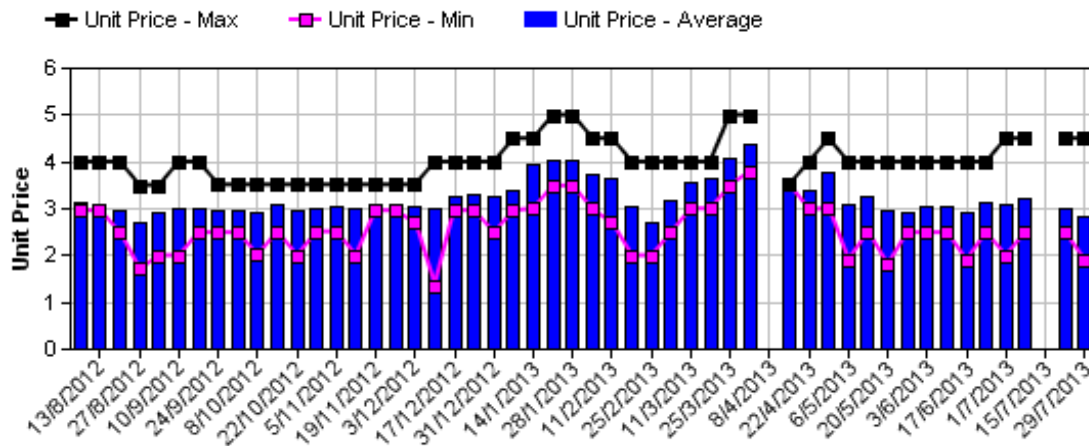
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

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

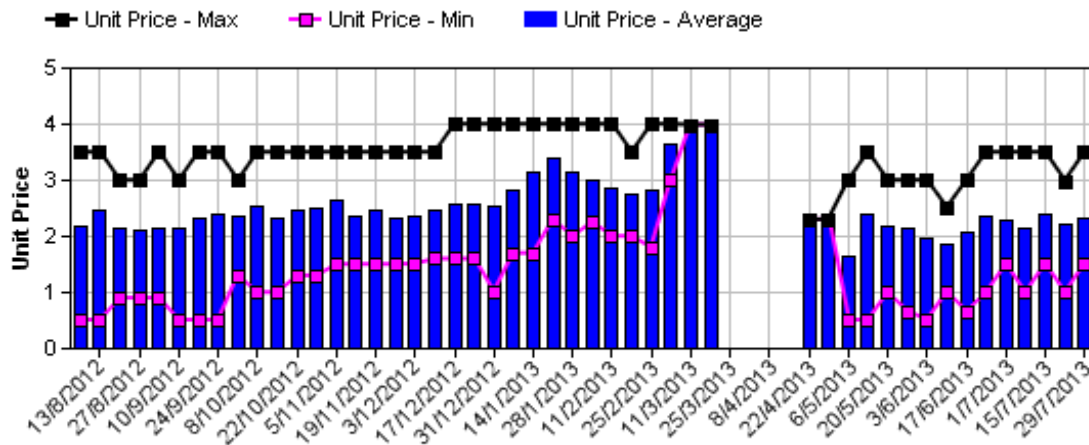
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Not enough NSW Wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	12,161			12,161	1,394			1,394	2,535	1,440			1,440	262	14,958			14,958
Total Stock on Hand																		
QLD																		
Total supermarket sales	15,558		2,819	18,377	96			96	175	5,280			5,280	960	16,693		2,819	19,511
Total non supermarket sales	18,262			18,262	2,314			2,314	4,207						22,469			22,469
Total exports	2,192			2,192	1,719			1,719	3,125						5,317			5,317
Total sales	36,012		2,819	38,831	4,129			4,129	7,507	5,280			5,280	960	44,479		2,819	47,298
Total Stock on Hand	17,854			17,854	1,963			1,963	3,569						21,423			21,423
SA & TAS																		
Total supermarket sales	6,492			6,492						240			240	44	6,536			6,536
Total non supermarket sales	2,827			2,827	724			724	1,316						4,143			4,143
Total exports																		
Total sales	9,319			9,319	724			724	1,316	240			240	44	10,679			10,679
Total Stock on Hand	10,680	24		10,704	2,360			2,360	4,291						14,971	24		14,995
VIC																		
Total supermarket sales	6,785			6,785						960			960	175	6,960			6,960
Total non supermarket sales	10,746		2,514	13,260	5,361	95	414	5,870	10,673	359			359	65	20,558	173	3,267	23,998
Total exports																		
Total sales	17,531		2,514	20,045	5,361	95	414	5,870	10,673	1,319			1,319	240	27,518	173	3,267	30,957
Total Stock on Hand	12,932		5,576	18,508	3,286		1,944	5,230	9,509	79			79	14	18,921		9,110	28,031
WA																		
Total supermarket sales	4,389			4,389	16			16	29						4,418			4,418
Total non supermarket sales	3,488			3,488	1,619		160	1,779	3,235						6,432		291	6,723
Total exports																		
Total sales	7,877			7,877	1,635		160	1,795	3,264						10,850		291	11,141
Total Stock on Hand	5,408			5,408	2,528		16	2,544	4,625						10,004		29	10,033
Total																		
Total supermarket sales	43,600		2,819	46,419	112			112	204	7,920			7,920	1,440	45,244		2,819	48,063
Total non supermarket sales	37,108		2,514	39,622	11,412	95	574	12,081	21,965	359			359	65	57,922	173	3,558	61,653
Total exports	2,192			2,192	1,719			1,719	3,125						5,317			5,317
Total sales	82,900		5,333	88,233	13,243	95	574	13,912	25,295	8,279			8,279	1,505	108,483	173	6,377	115,033
Total Stock on Hand	47,479	24	5,576	53,079	10,789		1,960	12,749	23,180	79			79	14	67,110	24	9,139	76,273



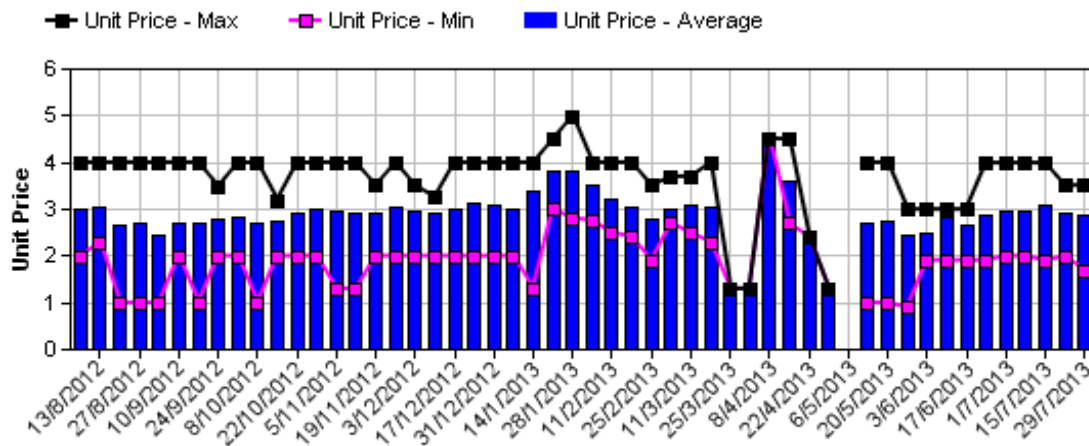
Hass Avocado Average Retail Prices - Sydney



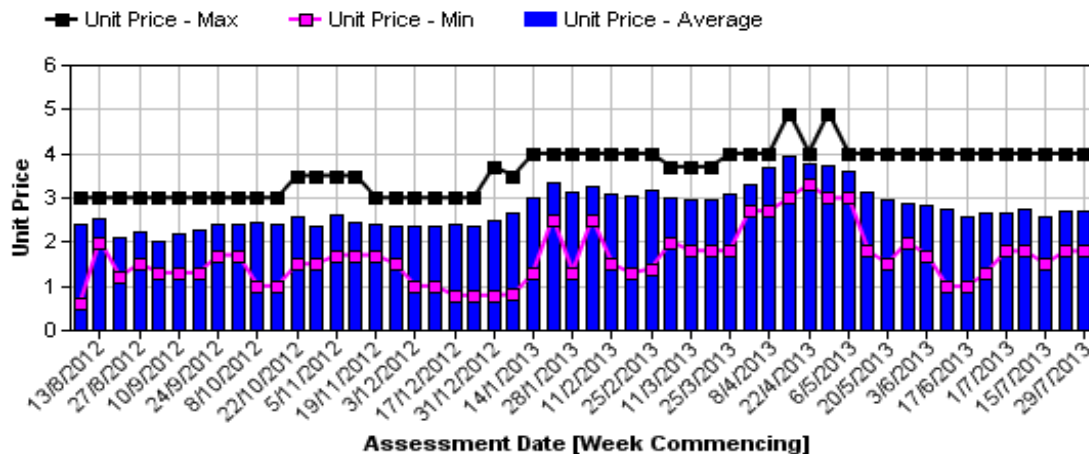
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

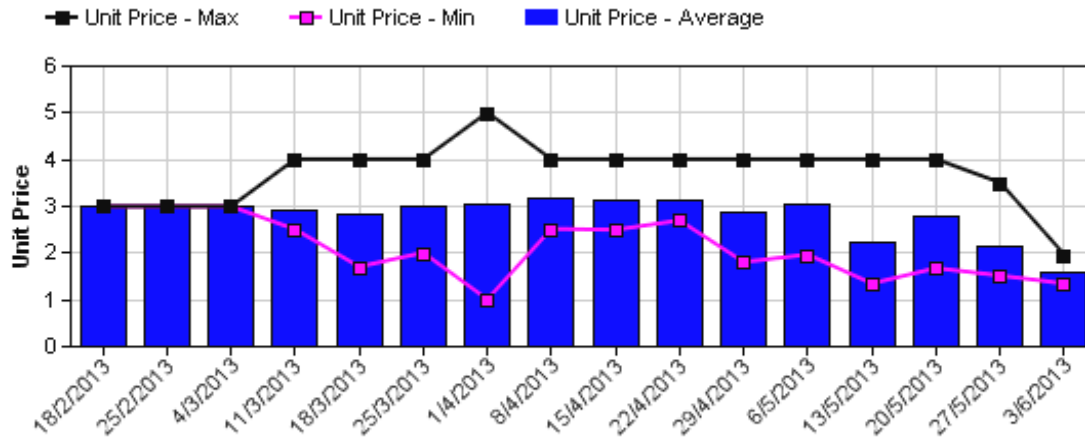


Hass Avocado Average Retail Prices - Perth

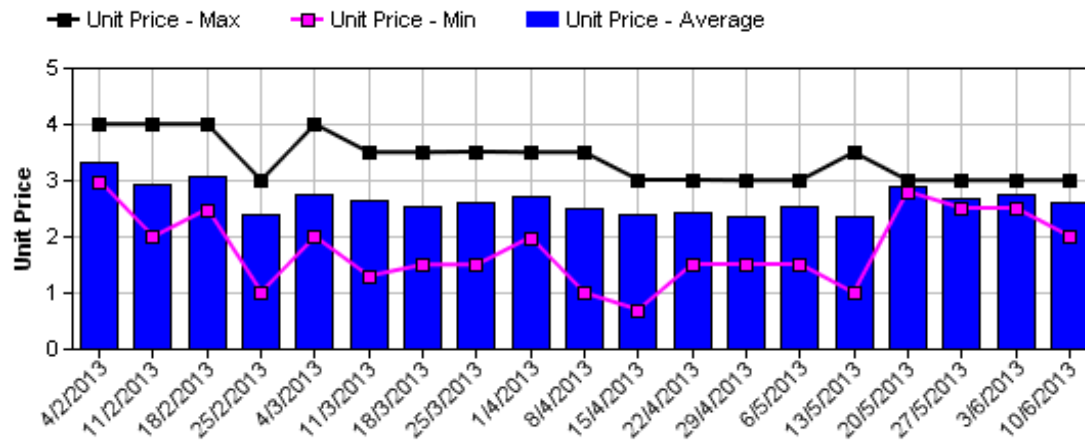


Assessment Date [Week Commencing]

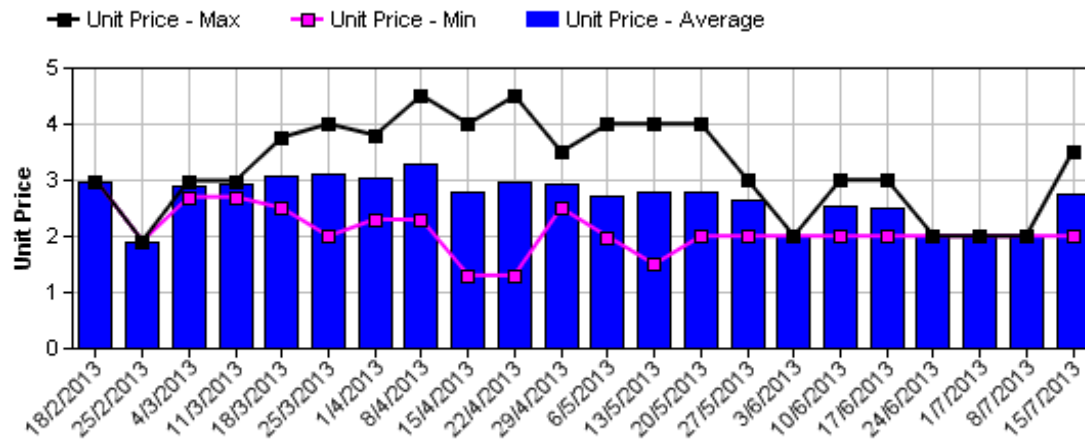
Shepard Avocado Average Retail Prices - Sydney



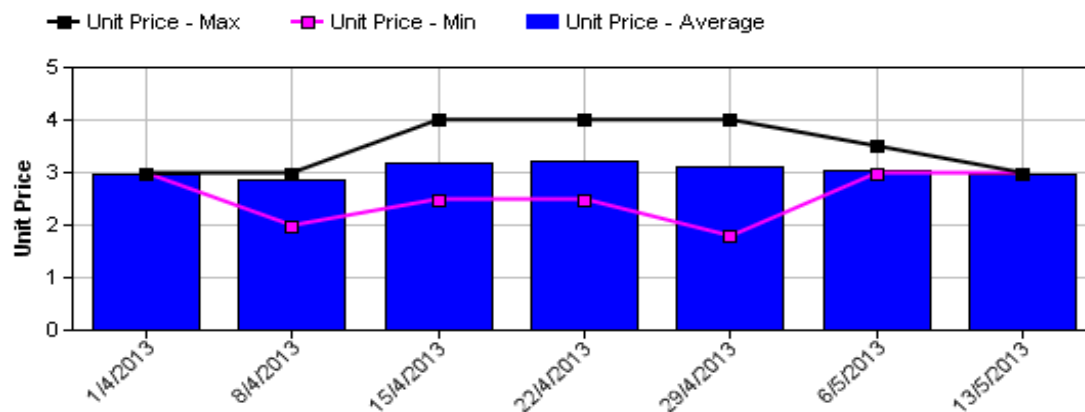
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 29th July 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	260	1.90	No	Aus
I	Hass	180	1.90	Store	Aus
I	Hass	250	1.99	No	Aus
I	Hass	250	1.99	No	Aus
Coles	Hass	260	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
I	Hass	310	2.50	Store	Aus
IGA	Hass	320	2.95	No	Aus
Woolworths	Hass	280	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Woolworths	Hass	275	2.98	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Reed	400	2.99	No	Aus
I	Hass	290	3.49	No	Aus
IGA	Hass	235	3.99	No	Aus
I	Hass	290	4.49	No	Aus
BRISBANE					
I	Hass	165	1.50	Store	Aus
I	Reed	490	1.79	Store	Aus
I	Hass	285	1.79	Store	Aus
Woolworths	Hass	280	1.98	No	Aus
I	Hass	220	1.99	No	Aus
IGA	Hass	195	1.99	Store	Aus
I	Hass	220	1.99	Store	Aus
I	Hass	240	1.99	No	Aus
Coles	Hass	220	2.48	No	Aus
Coles	Hass	220	2.48	No	Aus
I	Hass	245	2.50	Store	Aus
Woolworths	Hass	195	2.98	Store	Aus
Woolworths	Hass	250	2.98	No	Aus
I	Hass	278	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	270	1.69	No	NS
I	Hass	236	1.99	No	Aus
I	Hass	260	2.25	No	NS
I	Hass	250	2.69	No	NS
Coles	Hass	290	2.98	No	Aus
Safeway	Hass	260	2.98	No	Aus
Safeway	Hass	255	2.98	No	Aus
Coles	Hass	230	2.98	No	NS
Coles	Hass	240	2.98	No	Aus
IGA	Hass	262	2.99	No	Aus
IS	Hass	245	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	275	3.48	No	Aus
I	Hass	285	3.50	No	NS
I	Hass	255	3.50	No	NS
PERTH					
I	Hass	315	1.78	Store	Aus
IS	Hass	225	1.99	Store	Aus
Coles	Hass	170	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Coles	Hass	185	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Coles	Hass	190	2.48	No	Aus
I	Hass	225	2.50	No	Aus
IGA	Hass	230	2.79	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	275	2.99	No	Aus
I	Hass	255	3.49	No	Aus
IGA	Hass	250	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