



INFOCADO WEEKLY REPORT: 18th — 24th July 2015 (Week 30)

Comments

- The weekly dispatch volume (239,405 trays) edged higher again than the weeks forecast by about 15,000 trays (6%). The 4 week forecast indicates a steady uniform supply till the fourth week from today (refer P 2).
- The wide range of greenskin varieties continue to be represented in dispatches along with the dominant supply of Hass (refer P 2).
- The largest volume of dispatches originated from Central Queensland (85,411 trays) with the Sydney and Brisbane markets receiving the majority , with size 20 dominating total supplies (refer P 3).
- Average retail prices for Hass continues to hover around the \$3.00 / fruit across all cities, although this does not include multi-buy offers. Highest recorded retail price was \$4.99 / fruit again seen in Sydney & Perth, Brisbane & Melbourne recorded \$3.99 / fruit. Brisbane recorded the lowest retail price at \$0.68 / fruit on discounted stock in Brisbane followed by Perth at \$1.99 / fruit (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

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Australian Avocado back on TV in September

Australian Avocados television advertising will restart with a four week campaign commencing from 20 September 2015. After a significant off-air break, this strong burst of advertising will re-build consumer awareness of avocados and help to build consumer purchase momentum into the summer period. Similar to previous bursts, this advertising is timed to key fruit availability and will be screened across the five capital cities and key regional markets using a combination of the 30 second ad to build brand image and the 15 second ad for cost efficient reach and frequency.

Search activities on social media will also increase during the advertising period to make it easier for consumers to find nutrition and recipe information, redirecting them back to the Australian Avocado website.

For a full brief please refer to the Guacamole Enewsletter - 24 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.

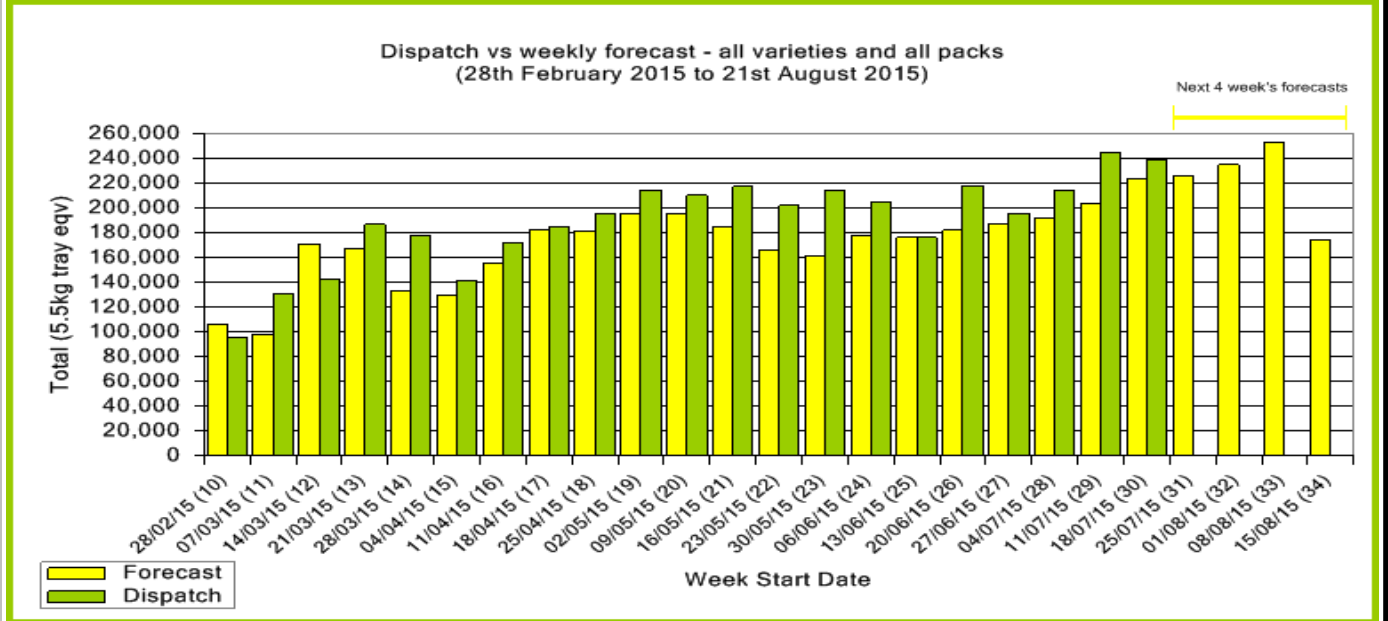
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 30 - 34)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	179,660	15,770	14,400	6,000	212,042
Lamb Hass	5,000				5,000
Other	400	10			418
Reed	6,000				6,000
Sharwil	1,250				1,250
Week Total	193,640	15,844	14,400	6,000	226,156
Week 32 - begin 01/08/2015					
Edrinol	80				80
Fuerte	722	40			795
Hass	195,728	14,970	19,000	6,850	227,646
Reed	6,000				6,000
Sharwil	722				722
Week Total	203,252	15,010	19,000	6,850	235,243
Week 33 - begin 08/08/2015					
Edrinol	80	24			124
Fuerte	846	40			919
Hass	214,380	14,491	19,000	7,300	245,509
Reed	6,000				6,000
Sharwil	846				846
Week Total	222,152	14,555	19,000	7,300	253,398
Week 34 - begin 15/08/2015					
Edrinol	80				80
Fuerte	333	40			406
Gwen	1,667				1,667
Hass	140,260	11,696	19,000	7,300	166,307
Reed	6,000				6,000
Sharwil	333				333
Week Total	148,673	11,736	19,000	7,300	174,793

Dispatch Data (Week 30 - begin 18/07/2015)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Edrinol					580	105
Fuerte	25	84				178
Gem	157	14				182
Hass	177,598	24,708	17,664	8,450		227,270
Lamb Hass	5,280	3,120				10,953
Sharwil	669	81				816
Total	183,729	28,007	17,664	8,450	580	239,504



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)	9,685									9,685
Australia (from ABS)										0
USA ¹										0
Japan ¹										0
Other Asia ¹										0
Total Dispatch (inc. ABS + 1)	9,685	0	0	0	0	0	0	0	0	9,685

1 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port. 2

Industry Dispatches By Origin Region and Count Size : 18th July - 24th July 2015 (Wk 30)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
Central NSW	12	1,379	2,196	10,738		11,148	5,035	5,210	1,064	36,782	4,387	10,000	6,000		47,667
Central Qld		578	1,379	17,373		15,034	15,105	7,807	2,706	59,982	13,941		450		85,411
New Zealand		503	911	1,956		1,705	2,227	1,143	1,240	9,685					9,685
South Qld	21	420	1,995	5,941	3,533	3,797	6,246	3,583	889	26,425	4,467	5,664			35,577
Sunshine Coast	57	229	1,491	4,562	72	6,785	5,302	4,350	1,704	24,552	3,501				30,917
Tamborine/ Northern Rivers		246	1,183	4,167	1,287	3,282	2,857	1,489	880	15,391	881	2,000	2,000		17,721
Tri State	2	8	133	295		462	583	392	344	2,219	307			580	2,882
WA/NT	64	368	720	2,443		2,288	1,893	917		8,693	523				9,644
Total	156	3,731	10,008	47,475	4,892	44,501	39,248	24,891	8,827	183,729	28,007	17,664	8,450	580	239,504

Origin of Avocado



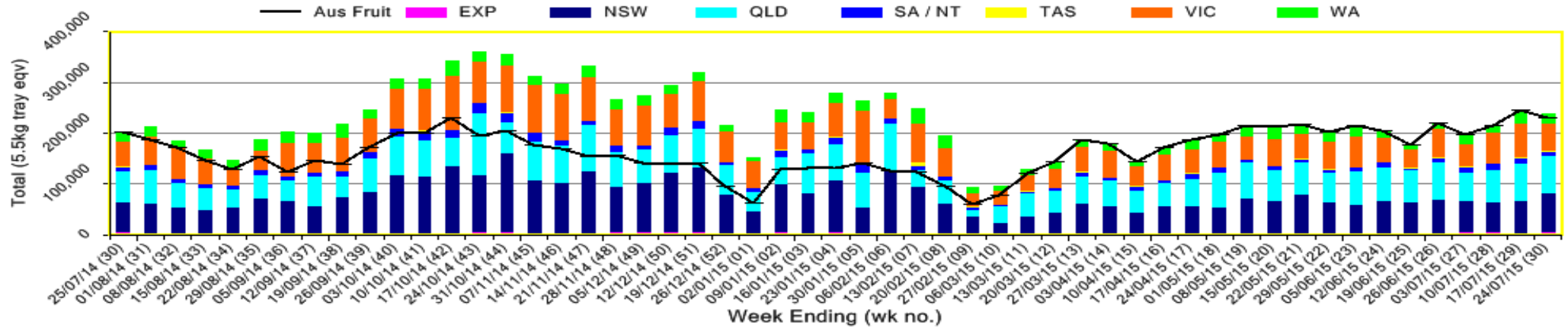
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 18th July - 24th July 2015 (Wk 30)

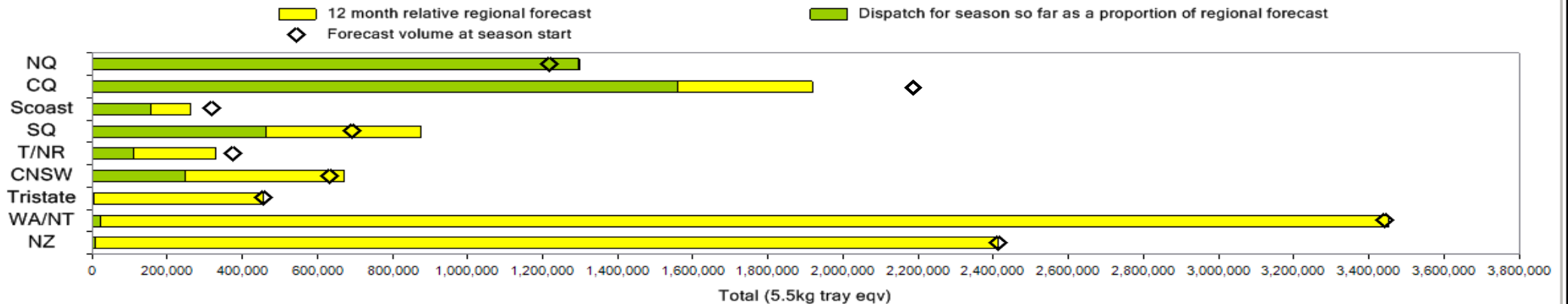
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP			16						3,302	3,318	916				4,983
NSW	23	1,131	3,254	16,580	1,838	15,755	11,245	3,009	2,000	54,835	10,315	5,000	4,000		75,226
QLD	63	776	2,318	13,906	2,213	10,968	11,835	11,710	2,767	56,556	9,154	2,728	2,450		74,141
SA / NT		1	106	342	215	2,549	1,902	1,112	152	6,379	1,267	3,936		580	9,504
TAS							800	928		1,728	288				2,252
VIC	6	1,411	3,271	13,819	626	12,005	7,757	3,231	606	42,732	4,168	6,000	2,000		51,765
WA	64	412	1,043	2,828		3,224	5,709	4,901		18,181	1,899				21,634
Total	156	3,731	10,008	47,475	4,892	44,501	39,248	24,891	8,827	183,729	28,007	17,664	8,450	580	239,504

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 5,986,614 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 30 Contributors - Packhouses

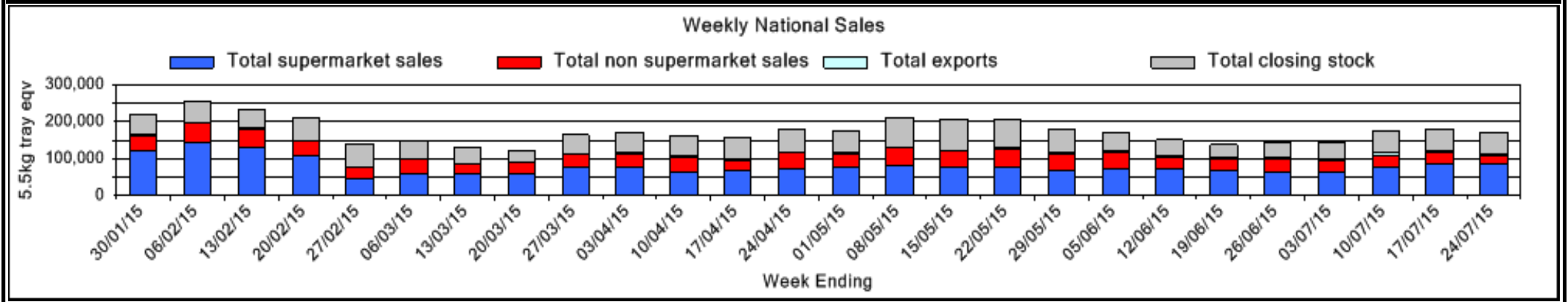
- | | |
|--------------------------------------|-----------------------------------|
| Natures Fruit Company (Consolidator) | Wodonga Park Fruit and Nuts (SQ) |
| One Harvest (Consolidator) | Golden Hill Packing Pty Ltd (TRI) |
| Simpson Farms Pty Ltd (Consolidator) | Klingbiel Family Trust (TRI) |
| Sunfresh (Consolidator) | Mildura Fruit Company (TRI) |
| The Avolution (Consolidator) | Sunvale Produce Pty Ltd (TRI) |
| Avocado Industry Council (NZAGA) | Avowest (WA) |
| Balmoral Orchard (SQ) | The Avocado Grove (WA) |
| Green Nugget Orchards (SQ) | Green Pear Avocado (WA) |
| Mountain Fresh (SQ) | CNSW: Less than 3 contributors |
| Perseverance Farming Co (SQ) | CQ: Less than 3 contributors |
| Sunnyspot Packhouse Pty Ltd (SQ) | SC: Less than 3 contributors |
| Touchwood Farming (SQ) | TNR: Less than 3 contributors |

Week 30 Contributors - Wholesalers

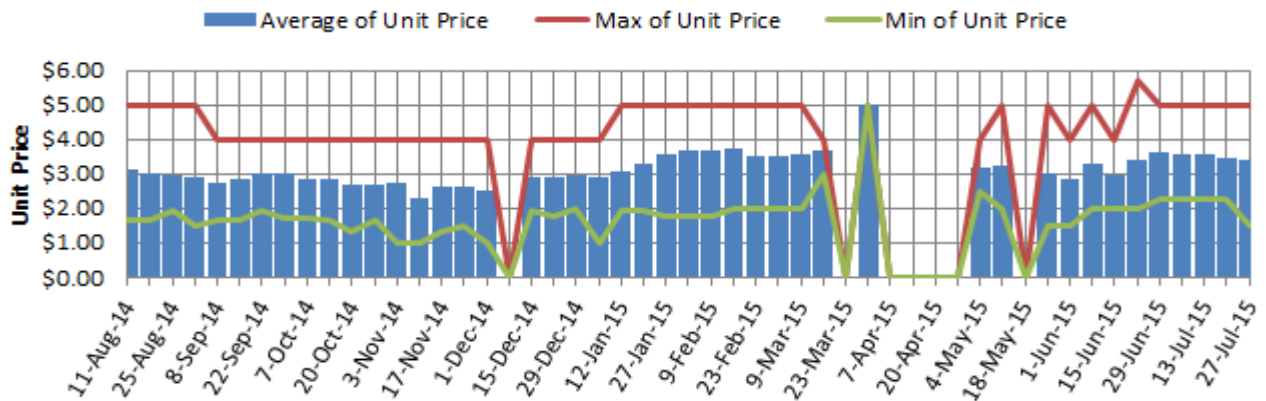
- | | |
|---|---|
| C & S Ponte Produce Pty Ltd (Melbourne) | Southern Cross Produce Pty Ltd (Sydney) |
| Costa Farms (Adelaide) | The La Manna Group (Adelaide) |
| Costa Farms (Brisbane) | The La Manna Group (Brisbane) |
| Etherington (Perth) | The La Manna Group (Melbourne) |
| Exotic Fruit Traders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

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

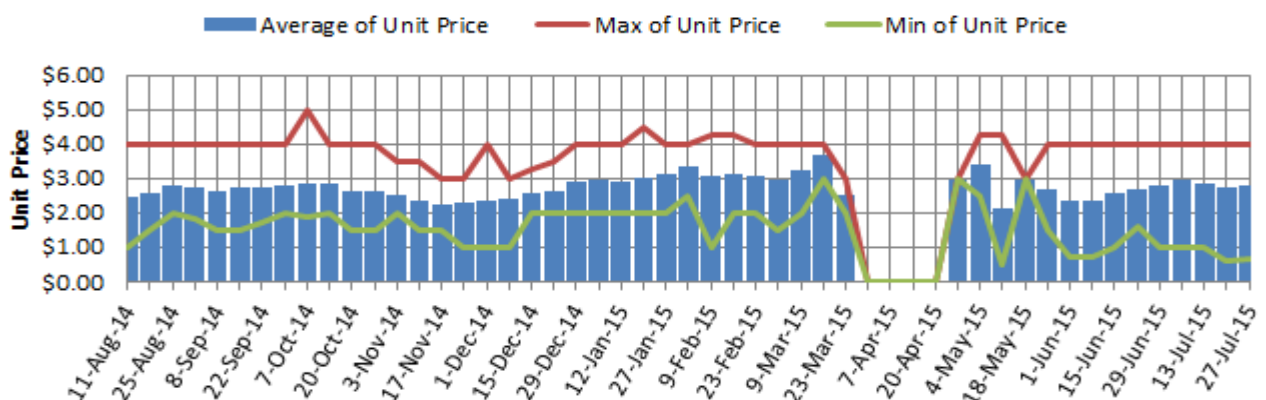
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	23,254			23,254	864			864	1,571						24,825			24,825
Total non supermarket sales	2,277			2,277	237			237	431						2,708			2,708
Total exports																		
Total sales	25,531			25,531	1,101			1,101	2,002						27,533			27,533
Total Stock on Hand																		
QLD																		
Total supermarket sales	29,698			29,698	384			384	698						30,396			30,396
Total non supermarket sales	3,256			3,256	707			707	1,285			407	407	74	4,541		74	4,615
Total exports	3,318			3,318	916			916	1,665						4,983			4,983
Total sales	36,272			36,272	2,007			2,007	3,649			407	407	74	39,921		74	39,995
Total Stock on Hand	35,681			35,681	642			642	1,167						36,848			36,848
SA & TAS																		
Total supermarket sales	6,351			6,351	288			288	524	3,936			3,936	716	7,590			7,590
Total non supermarket sales	2,830		21	2,851	1,078		92	1,170	2,127						4,790		188	4,978
Total exports																		
Total sales	9,181		21	9,202	1,366		92	1,458	2,651	3,936			3,936	716	12,380		188	12,569
Total Stock on Hand	8,196			8,196	1,427		57	1,484	2,698						10,791		104	10,894
VIC																		
Total supermarket sales	15,915			15,915	672			672	1,222						17,137			17,137
Total non supermarket sales	2,667	457	584	3,708	571		434	1,005	1,827						3,705	457	1,373	5,535
Total exports																		
Total sales	18,582	457	584	19,623	1,243		434	1,677	3,049						20,842	457	1,373	22,672
Total Stock on Hand	1,940	87	908	2,935	205		5	210	382						2,313	87	917	3,317
WA																		
Total supermarket sales	6,905			6,905	61			61	111						7,016			7,016
Total non supermarket sales	2,685		229	2,914	1,078		46	1,124	2,044						4,645		313	4,958
Total exports																		
Total sales	9,590		229	9,819	1,139		46	1,185	2,155						11,661		313	11,974
Total Stock on Hand	5,582		2	5,584	933		16	949	1,725						7,278		31	7,309
Total																		
Total supermarket sales	82,123			82,123	2,269			2,269	4,125	3,936			3,936	716	86,964			86,964
Total non supermarket sales	13,715	457	834	15,006	3,671		572	4,243	7,715			407	407	74	20,390	457	1,948	22,795
Total exports	3,318			3,318	916			916	1,665						4,983			4,983
Total sales	99,156	457	834	100,447	6,856		572	7,428	13,505	3,936		407	4,343	790	112,337	457	1,948	114,742
Total Stock on Hand	51,399	87	910	52,396	3,207		78	3,285	5,973						57,230	87	1,052	58,369



Hass Avocado Average Retail Prices - Sydney



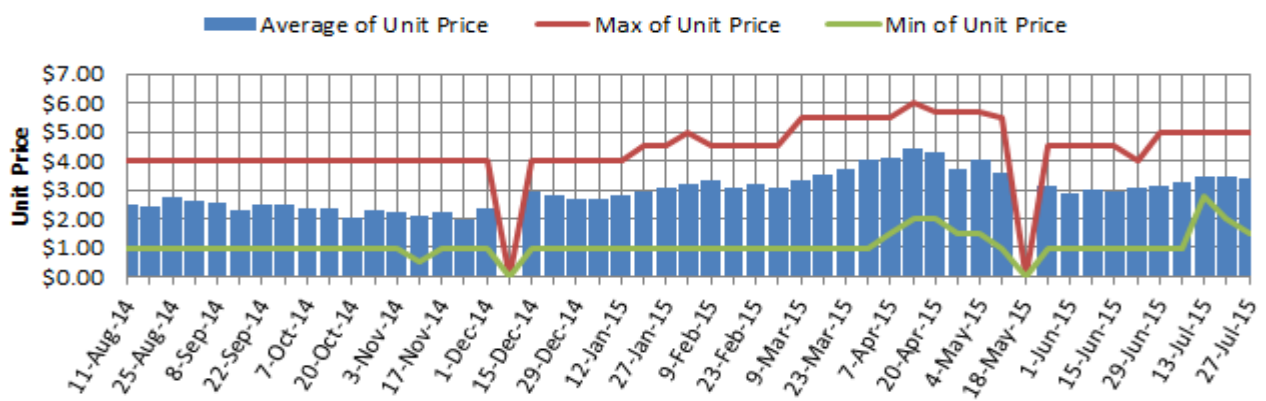
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

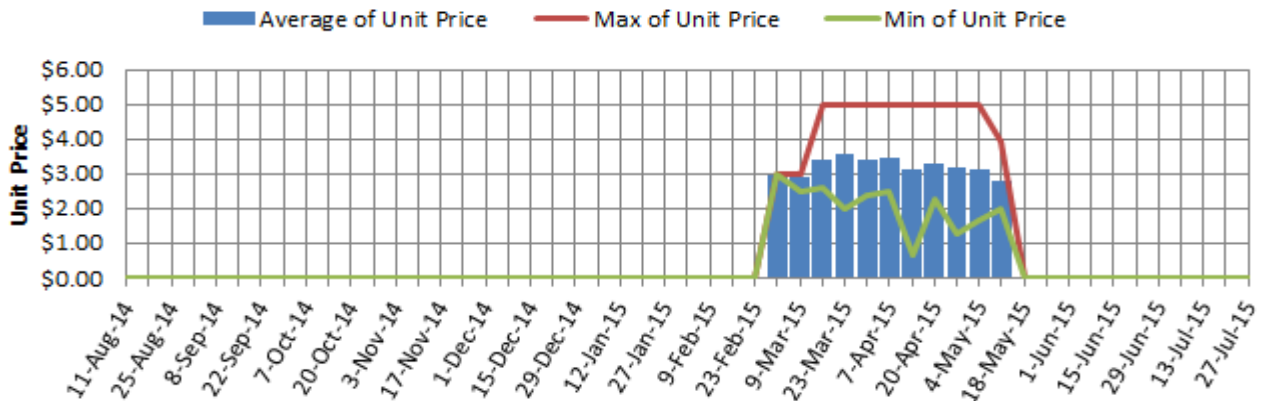


Hass Avocado Average Retail Prices - Perth

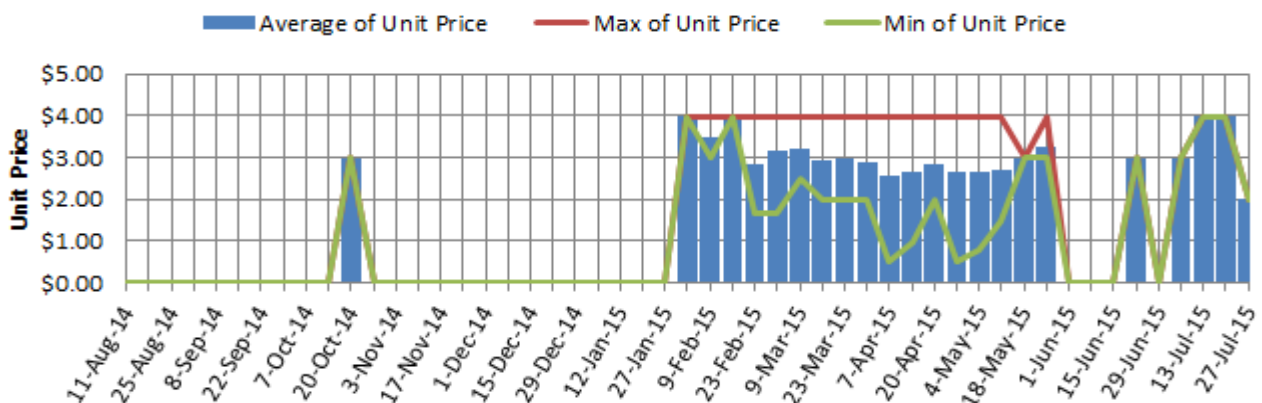


Assessment date (Week Commencing)

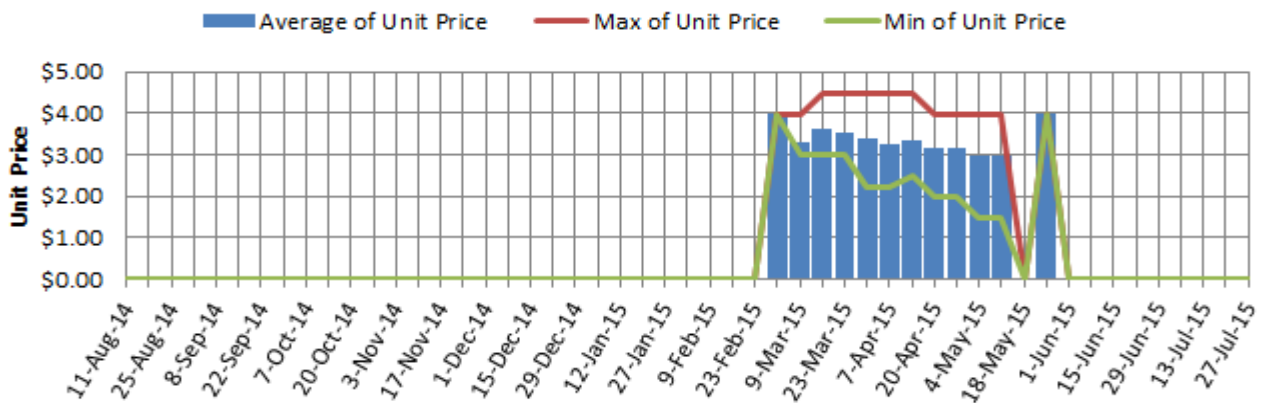
Shepard Avocado Average Retail Prices - Sydney



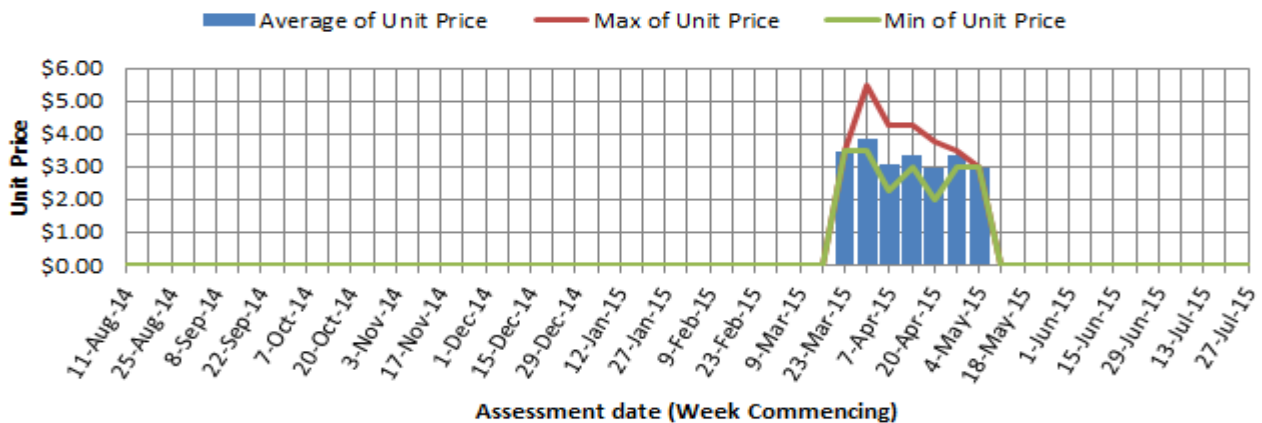
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 27th 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	I	Hass	140	2.40	No	Aus
Woolworths	Hass	270	2.98	No	Aus	IGA	Hass	230	2.49	Store	Aus
Woolworths	Hass	270	2.98	No	Aus	I	Hass	210	2.49	No	NS
Coles	Hass	270	2.98	No	Aus	Coles	Hass	270	2.90	No	Aus
Coles	Hass	270	2.98	No	Aus	Woolworths	Hass	290	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus	Coles	Hass	220	2.98	No	Aus
I	Hass	280	2.99	No	Aus	Coles	Hass	210	2.98	No	Aus
I	Hass	270	3.49	No	Aus	Woolworths	Hass	280	2.98	No	Aus
IGA	Hass	200	3.50	No	Aus	I	Hass	270	2.99	No	Aus
Foodworks	Hass	280	3.99	No	Aus	I	Hass	210	2.99	No	NS
I	Hass	270	3.99	No	Aus	IS	Hass	250	3.49	No	Aus
I	Reed	480	3.99	No	Aus	I	Hass	285	3.69	No	Aus
I	Reed	500	3.99	No	Aus	I	Hass	270	3.79	No	Aus
I	Reed	450	3.99	No	Aus	I	Hass	310	3.98	No	Aus
IC	Hass	310	4.99	No	Aus	I	Hass	300	3.99	No	Aus
I	Hass	300	4.99	No	Aus	PERTH					
IC	Hass	320	4.99	No	Aus	IS	Hass	205	1.99	Store	Aus
IC	Hass	330	4.99	No	Aus	Coles	Hass	200	2.98	No	Aus
BRISBANE						Woolworths	Hass	200	2.98	No	Aus
I	Hass	125	0.68	Store	NS	Coles	Hass	185	2.98	No	Aus
I	Hass	165	1.50	Store	Aus	Woolworths	Hass	210	2.98	No	Aus
I	Hass	195	1.98	No	Aus	Woolworths	Hass	205	2.98	No	Aus
I	Shepard	300	1.99	No	Aus	I	Hass	210	2.98	No	Aus
IGA	Hass	190	2.29	Cat	Aus	Coles	Hass	200	2.98	No	Aus
IGA	Hass	180	2.49	No	Aus	I	Hass	220	2.99	No	Aus
I	Hass	190	2.69	No	Aus	IGA	Hass	220	3.49	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Hass	240	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus	IGA	Hass	315	3.99	No	Aus
Coles	Hass	220	2.98	No	Aus	I	Hass	240	3.99	No	Aus
Woolworths	Hass	280	2.98	No	Aus	IGA	Hass	185	4.49	No	Aus
Coles	Hass	240	2.98	No	Aus	IGA	Hass	285	4.49	No	Aus
Woolworths	Hass	240	2.98	No	Aus	I	Hass	275	4.99	No	Aus
I	Hass	290	2.99	No	Aus						
I	Hass	260	3.00	No	Aus						
Coles	Hass	220	3.48	No	Aus						
I	Hass	360	3.49	No	Aus						
IGA	Hass	305	3.99	No	Aus						
I	Hass	280	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