



INFOCADO WEEKLY REPORT: 26th July — 1st August 2014 (Wk 31)



Comments

- The average retail price per avocado has remained steady again for another week across the major cities depicted in this report with volumes similar to past weeks (refer pages 6 & 8).
- The dispatches for the week were again higher than forecast creating a trend over the past few weeks of production increasing. Though when looking at the four weekly forecast outlook the opposite trend can be observed, AAL would like to remind all contributing packhouses to update their four weekly forecast as the year progresses (refer page 3).
- Avocado volumes have started to trickle in from New Zealand indicating an early start to their harvest season (refer page 3).

[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](#)

What you need to be aware of for next month

The 29th International Horticultural Congress (IHC2014) will be held in Brisbane on 17 - 22 August 2014 at the Brisbane Convention Centre. The theme is "Sustaining Lives, Livelihoods and Landscapes". This is the first time this Congress has been held in the southern hemisphere.

Changes to Nielsen Reports

As part of Avocados Australia and HAL's commitment to tracking the impact and effectiveness of marketing activities on consumer behaviour and sales, a source used is the Nielsen scan data. The scan data is available in four weekly intervals, once analysed is reported back to industry via monthly Brand Health reports made available through the Avocados Australia online resource centre.

The data that is used to create the Brand Health reports are from Homescan and Scan-data. The data is captured through some of Australia's largest retailers capturing household behaviour and actual sales. Feedback from members and the Avocado IAC has suggested changes to the reporting of the data through the Brand Health reports. The reports often labelled information heavy will be timed to be monthly and quarterly.

The report changes will dissect available information enabling readers to understand the full extent of information that is currently available. The dynamic monthly report proposed will allow user interaction to allow them to see how the different data sets change. The deeper quarterly report will track the different classes of avocado consumers, aligning the reports with the new consumer segmentation.

For a full brief read the latest Guacamole edition.

Upcoming Holidays

EKKA holiday (QLD): 13th August | Queens Birthday (WA): 29th September | Labour Day (QLD, NSW & SA): 6th October |

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:

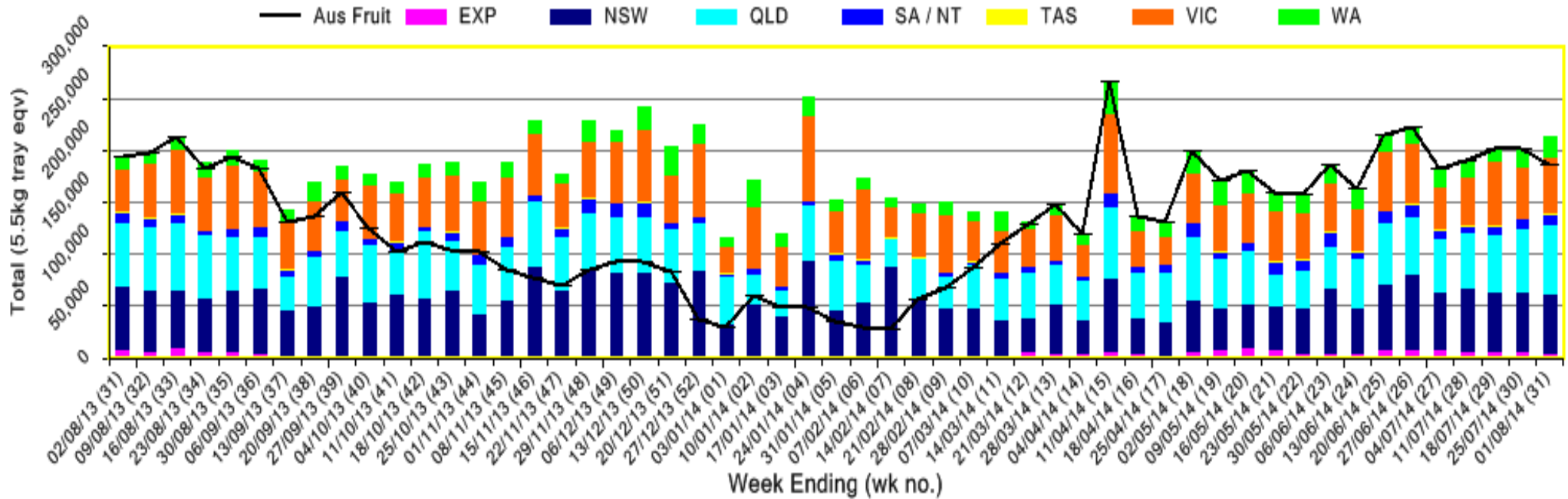
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 26th July - 1st August 2014 (Wk 31)

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							250		2,461	2,711	480			3,584
NSW	162	1,117	2,171	6,542	431	10,753	11,670	5,307	4,341	42,494	8,559	1,320		58,296
QLD	36	395	2,719	6,413	340	9,626	9,775	14,725	2,727	46,756	8,998	3,621	9,512	65,503
SA / NT			840	2,539		1,615	1,316	1,947	191	8,448	640	2,880		10,136
TAS			192				800			992				992
VIC	99	1,585	2,888	7,722	531	10,354	10,785	4,374	1,367	39,705	7,135	10,200		54,533
WA	15	128	475	1,894		2,988	5,386	4,928	132	15,946	2,701	3,680		21,526
Total	312	3,225	9,285	25,110	1,302	35,336	39,982	31,281	11,219	157,052	28,513	21,701	9,512	214,569

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 5,285,340 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 31 - 35)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 31 - begin 26/07/2014

Fuerte	144	176			464
Gem	600	20			636
Hass	144,380	15,046	4,540	3,250	173,152
Lamb Hass	900	100			1,082
Other	600	20			636
Reed	6,000				6,000
Sharwil	100	5			109
Week Total	152,724	15,367	4,540	3,250	182,080

Week 32 - begin 02/08/2014

Fuerte		88			160
Gem	620	20			656
Hass	107,111	16,536	4,860	6,800	139,296
Lamb Hass	650	450			1,468
Other	600	20			636
Reed	2,000				2,000
Sharwil	100	5			109
Week Total	111,081	17,119	4,860	6,800	144,326

Week 33 - begin 09/08/2014

Fuerte		88			160
Gem	620	20			656
Hass	112,325	14,056	3,800	3,000	139,117
Lamb Hass	900	100			1,082
Other	600	20			636
Week Total	114,445	14,284	3,800	3,000	141,652

Week 34 - begin 16/08/2014

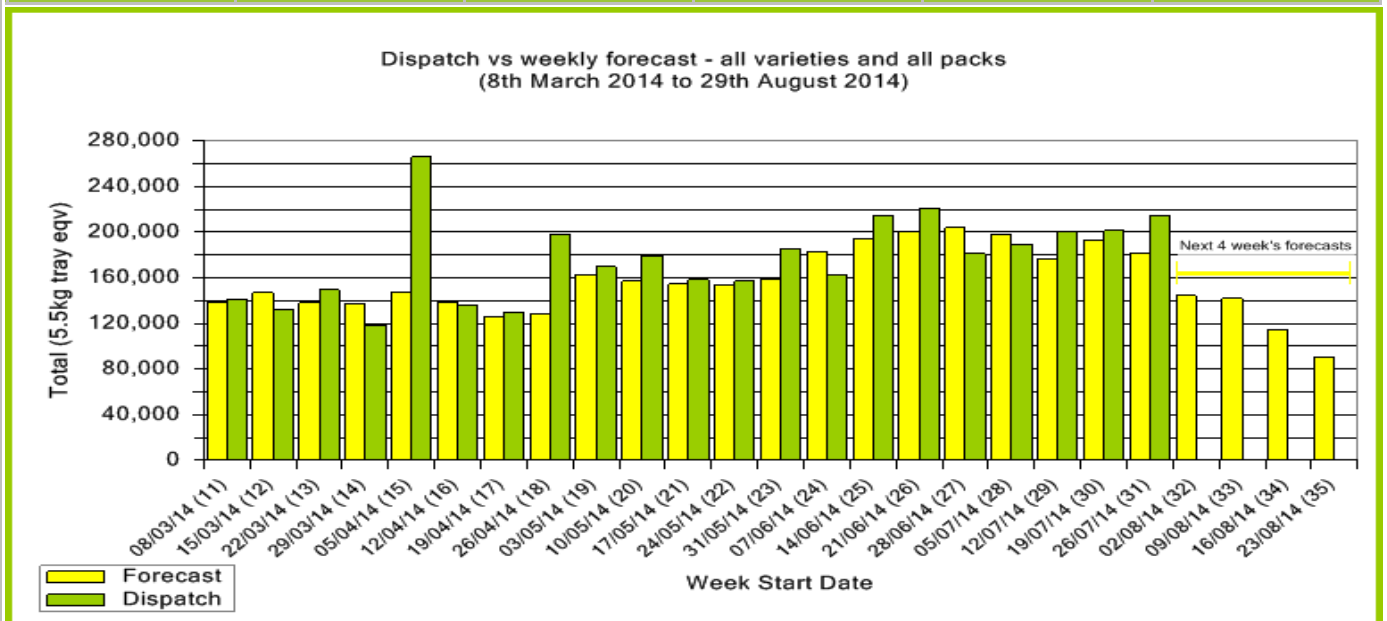
Fuerte		88			160
Gem	620	20			656
Hass	92,812	11,156	3,500	1,000	113,914
Week Total	93,432	11,264	3,500	1,000	114,730

Week 35 - begin 23/08/2014

Gem	600	20			636
Hass	76,839	6,580	3,500	1,000	89,621
Week Total	77,439	6,600	3,500	1,000	90,257

Dispatch Data (Week 31 - begin 26/07/2014)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	144	88			304
Gem	613	19			648
Hass	150,168	22,841	21,701	7,547	197,015
Lamb Hass	4,362	1,969		1,965	8,299
Other	620	12			642
Reed	1,145	3,584			7,661
Total	157,052	28,513	21,701	9,512	214,569

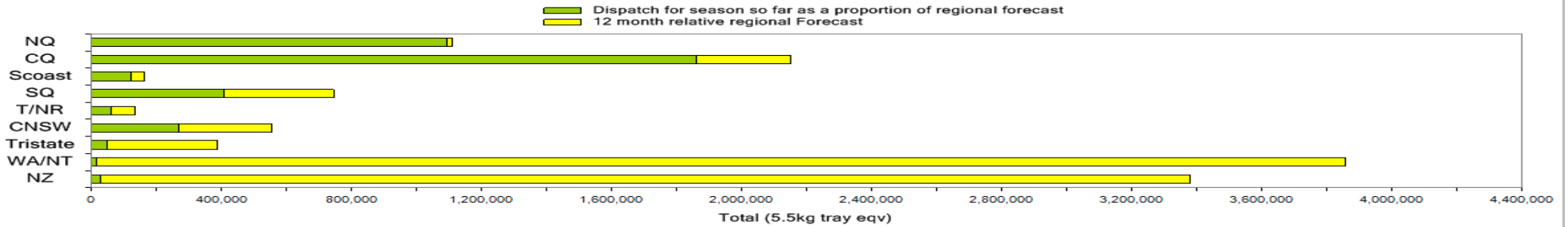


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

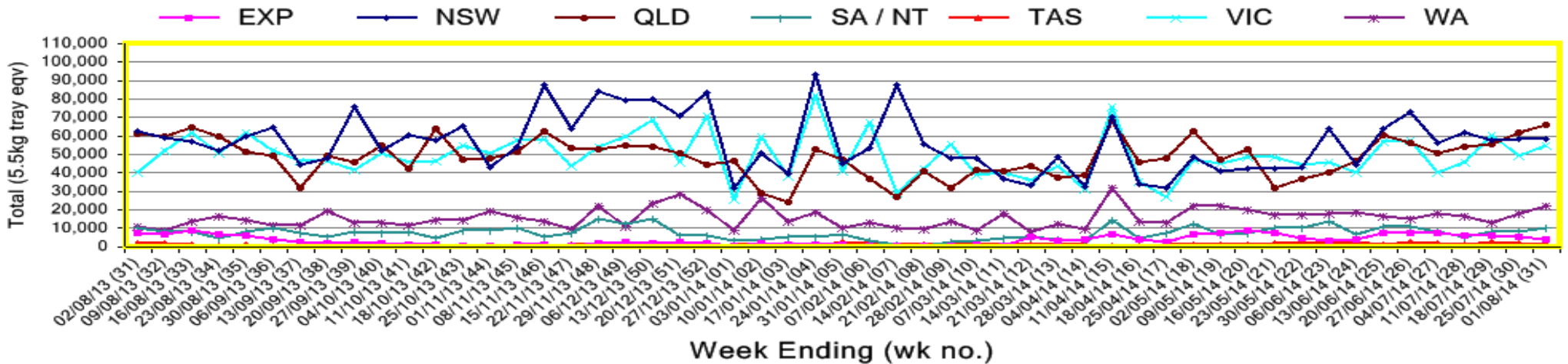
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	512,077	474,424	524,894	636,960	511,304	329,556	5,280	3,352,347
Australia (from Infocado)	29,888									29,888
USA¹										
Japan¹										
Other Asia¹										
Total	29,888									29,888

¹ source: Statistics NZ adjusted for freight time to destination port

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 5,285,340 5.5kg tray eqv



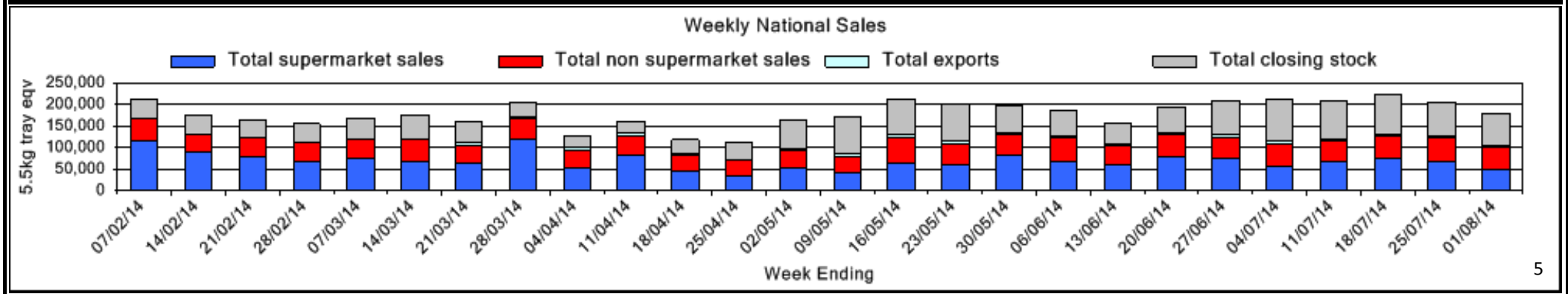
Week 31 contributors - Packhouses

Lava Valley Produce (CQ)	Perseverance Farming Co (SQ)
Donovan Family Investment Trust (CQ)	Touchwood Farming (SQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Sunfresh (Consolidator)
The Evolution (Consolidator)	Natures Fruit Company (Consolidator)
Simpson Farms Pty Ltd (CQ)	Chinoola Orchards (TRI)
Avocado Industry Council (NZAGA)	Golden Hill Packing Pty Ltd (TRI)
Avocado Industry Council (NZAGA)	Bonyaricall Vineyards (TRI)
Green Nugget Orchards (SQ)	The Avocado Grove (WA)
Balmoral Orchard (SQ)	Green Pear Avocado (WA)
Sunnyspot Packhouse Pty Ltd (SQ)	Avowest (WA)
Wodonga Park Fruit and Nuts (SQ)	CNSW: Less than 3 Packhouse Contributors
One Harvest (Consolidator)	SC: Less than 3 Packhouse Contributors
G & J Krenske (SQ)	TNR: Less than 3 Packhouse Contributors

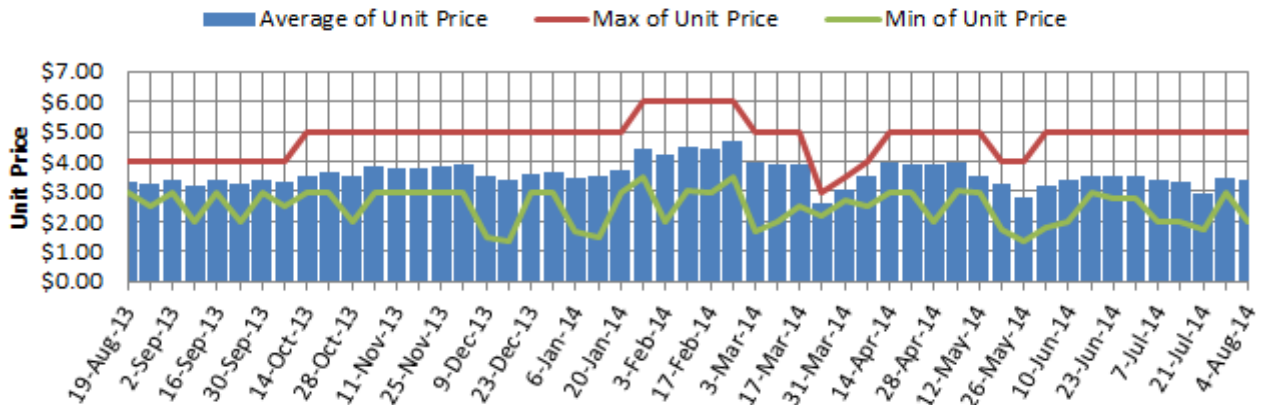
Week 31 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	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)	WA Farm Direct (Perth)

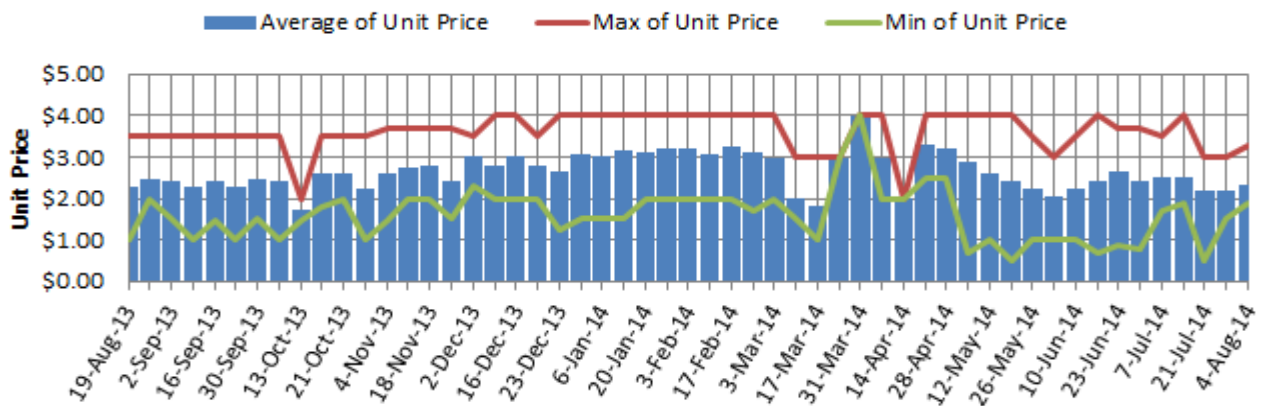
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	6,798			6,798	96			96	175	480			480	87	7,060			7,060
Total non supermarket sales	3,344		16	3,360	961			961	1,747						5,091		16	5,107
Total exports																		
Total sales	10,142		16	10,158	1,057			1,057	1,922	480			480	87	12,151		16	12,167
Total Stock on Hand	1,093			1,093	676			676	1,229						2,322			2,322
QLD																		
Total supermarket sales	14,233		480	14,713	40			40	73	181			181	33	14,339		480	14,819
Total non supermarket sales	12,017		12	12,029	695		108	803	1,460						13,281		208	13,489
Total exports	2,711			2,711	480			480	873						3,584			3,584
Total sales	28,961		492	29,453	1,215		108	1,323	2,405	181			181	33	31,203		688	31,891
Total Stock on Hand	27,186			27,186	215			215	391						27,577			27,577
SA & TAS																		
Total supermarket sales	10,516			10,516						2,880			2,880	524	11,040			11,040
Total non supermarket sales	3,937			3,937	846		21	867	1,576						5,475		38	5,513
Total exports																		
Total sales	14,453			14,453	846		21	867	1,576	2,880			2,880	524	16,515		38	16,553
Total Stock on Hand	11,636			11,636	2,588		17	2,605	4,736						16,341		31	16,372
VIC																		
Total supermarket sales	10,914			10,914						10,200			10,200	1,855	12,769			12,769
Total non supermarket sales	11,250		1,379	12,629	1,901		246	2,147	3,904			24	24	4	14,706		1,831	16,537
Total exports																		
Total sales	22,164		1,379	23,543	1,901		246	2,147	3,904	10,200		24	10,224	1,859	27,475		1,831	29,306
Total Stock on Hand	16,255		2,839	19,094	3,175		42	3,217	5,849						22,028		2,916	24,943
WA																		
Total supermarket sales	5,042			5,042	36			36	65	3,680			3,680	669	5,777			5,777
Total non supermarket sales	4,479			4,479	2,127		198	2,325	4,227						8,346		360	8,706
Total exports																		
Total sales	9,521			9,521	2,163		198	2,361	4,293	3,680			3,680	669	14,123		360	14,483
Total Stock on Hand	4,905		7	4,912	391			391	711						5,616		7	5,623
Total																		
Total supermarket sales	47,503		480	47,983	172			172	313	17,421			17,421	3,167	50,983		480	51,463
Total non supermarket sales	35,027		1,407	36,434	6,530		573	7,103	12,915			24	24	4	46,900		2,453	49,353
Total exports	2,711			2,711	480			480	873						3,584			3,584
Total sales	85,241		1,887	87,128	7,182		573	7,755	14,100	17,421		24	17,445	3,172	101,467		2,933	104,400
Total Stock on Hand	61,075		2,846	63,921	7,045		59	7,104	12,916						73,884		2,954	76,838



Hass Avocado Average Retail Prices - Sydney



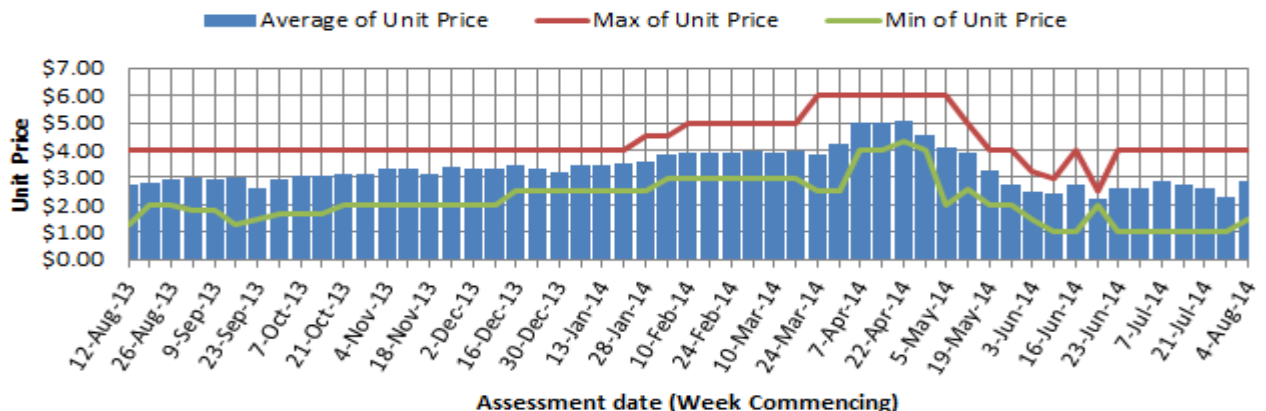
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

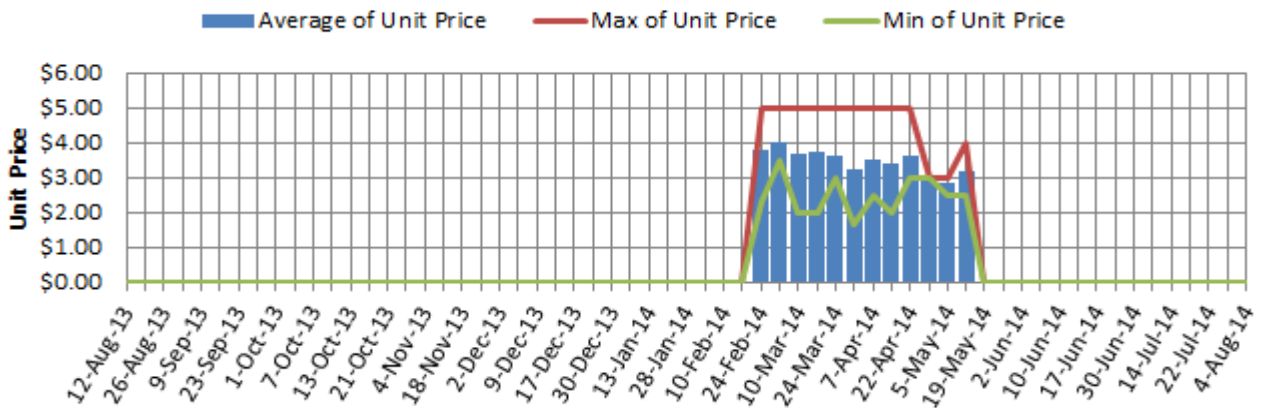


Hass Avocado Average Retail Prices - Perth

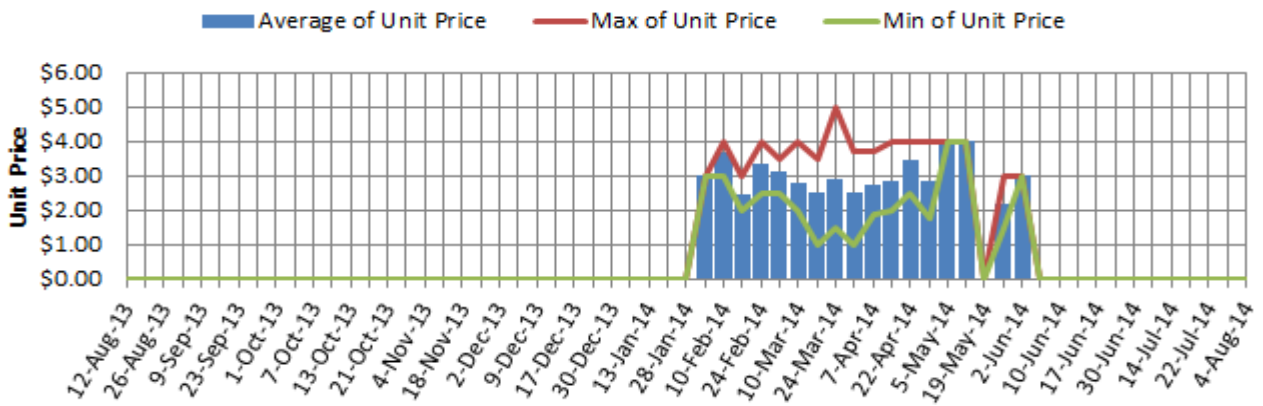


Assessment date (Week Commencing)

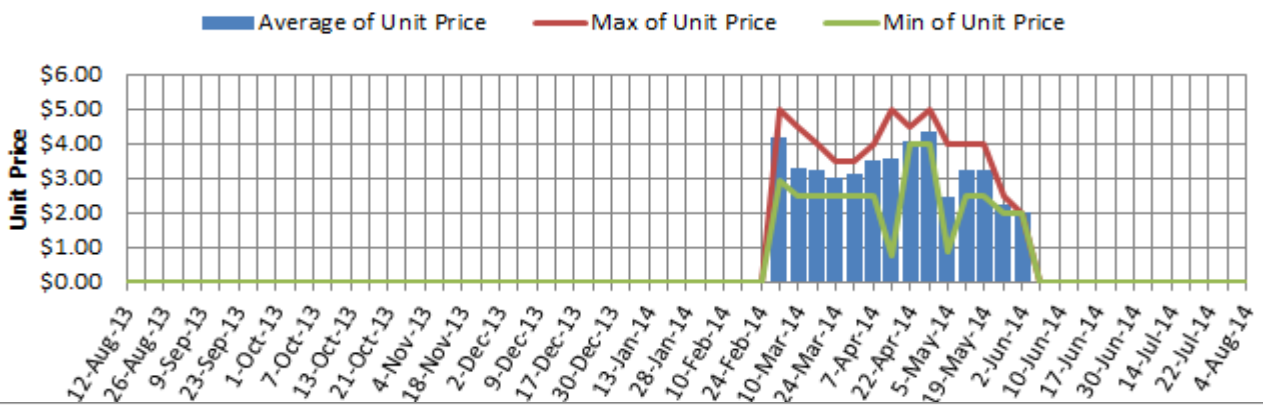
Shepard Avocado Average Retail Prices - Sydney



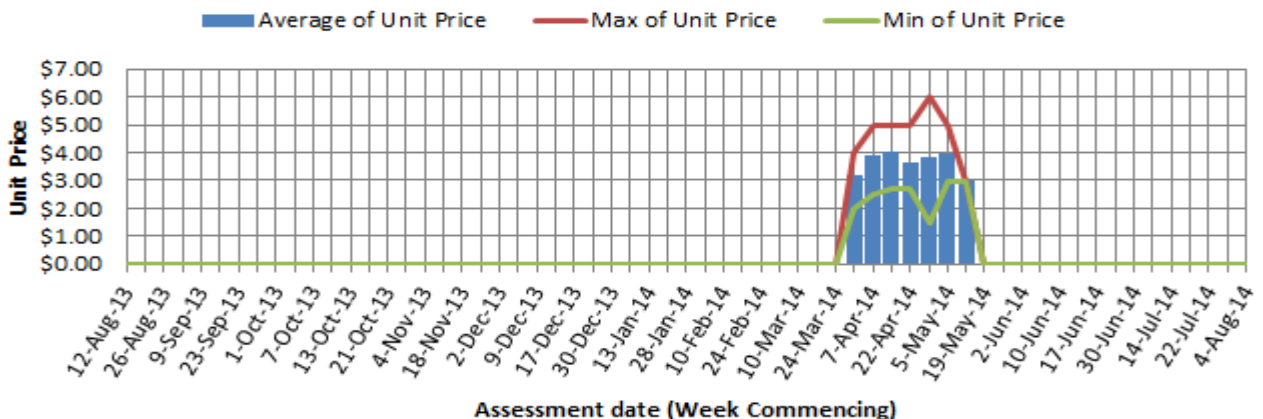
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 4th August 2014

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	190	1.99	Store	Aus	I	Hass	170	1.99	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Hass	190	2.49	No	Aus
Woolworths	Hass	280	2.98	No	Aus	I	Hass	210	2.49	No	Aus
Coles	Hass	240	2.98	No	Aus	I	Hass	240	2.69	No	Aus
Woolworths	Hass	280	2.98	No	Aus	Coles	Hass	230	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Woolworths	Hass	315	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Woolworths	Hass	250	2.98	Store	Aus
I	Hass	260	2.99	No	Aus	Coles	Hass	230	2.98	No	Aus
Foodworks	Hass	300	3.49	No	Aus	Woolworths	Hass	200	2.98	No	Aus
IGA	Hass	280	3.49	No	Aus	IGA	Hass	190	2.99	No	Aus
I	Hass	260	3.49	No	Aus	IS	Hass	250	2.99	No	Aus
I	Hass	320	3.99	No	Aus	I	Hass	175	3.59	No	Aus
I	Hass	300	3.99	No	Aus	I	Hass	320	3.98	No	Aus
I	Hass	330	4.99	No	Aus	I	Hass	290	3.99	No	Aus
I	Hass	310	4.99	No	Aus	I	Hass	300	3.99	No	Aus
BRISBANE						PERTH					
I	Hass	305	1.90	Store	Aus	IGA	Bacon	150	0.99	No	Aus
IGA	Hass	200	1.98	No	Aus	IS	Hass	155	1.49	Store	Aus
Woolworths	Hass	215	1.98	Store	Aus	Coles	Hass	180	2.48	No	Aus
I	Hass	220	1.99	No	Aus	Coles	Hass	195	2.48	No	Aus
I	Hass	250	1.99	No	Aus	Coles	Hass	195	2.48	No	Aus
Woolworths	Hass	200	1.99	No	Aus	I	Hass	235	2.48	No	Aus
Coles	Hass	200	2.00	No	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	2.00	Store	Aus	Woolworths	Hass	230	2.98	No	Aus
Coles	Hass	200	2.00	No	Aus	Woolworths	Hass	220	2.98	No	Aus
I	Hass	300	2.50	Store	Aus	I	Hass	255	2.99	No	Aus
IGA	Hass	185	2.68	No	Aus	IGA	Hass	270	2.99	No	Aus
Woolworths	Hass	225	2.98	No	Aus	IGA	Hass	260	2.99	No	Aus
I	Hass	280	3.00	No	Aus	IGA	Hass	240	2.99	No	Aus
I	Hass	252	3.29	No	Aus	I	Hass	220	2.99	No	Aus
						I	Hass	250	3.99	No	Aus
						I	Hass	255	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