



## INFOCADO WEEKLY REPORT: 12th — 18th January 2013 (Wk 3)



### Comments

- Retail prices peaked in Sydney this week at \$4.99 per avocado in several independent stores. Melbourne prices reached \$4.49 while Brisbane and Perth weren't far behind at \$3.99. Only a small number of store specials are in place this week.
- Shepards from NQ are starting to dribble into the market in quite small quantities. Most NQ growers have indicated that they are likely to begin picking in mid to late February as much of the fruit is still too immature. Thank you to those packers who have entered their 4 weekly forecasts already. As harvesting gets closer we expect there will be more forecasts in next week's report. Reports are that harvesting may be delayed slightly due to this week's wet weather on the Tablelands. If the industry is disciplined with its marketing the indications are that prices will remain steady with good returns to growers. The last thing we would want to see is immature fruit in the market place as we all know that disappointed consumers can take some time to return.
- The Tristate and NNSW growing regions are almost finished harvesting for this season. Only a few growers are still picking.
- The January Quarterly Report will be published next week. This is the first report we have developed using the regional committees to make estimates for non-contributing packhouses to replacing the factor system. Please take the time to review the report and let us know what you think.
- Tell us what you thought about the new avocado bruising video! To view please follow this link: <http://www.youtube.com/watch?v=yDn-4YbV9BE>

[Click here to learn  
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Matter tests at home](#)

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### What you need to be aware of for next month

- Growers about to start their 2013 season are reminded to ensure their fruit is mature before harvest. The Shepard benchmark is 21% Dry Matter and the Hass benchmark is 23%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 1,038,408 5.5kg eqv trays are expected in the market place for February. 696,391 5.5kg eqv trays are Hass, 334,756 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the latest seasonal forecasts are reviewed.

### Upcoming Holidays

28th January | Australia Day Holiday

### Report Index

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#### IMPORTANT and PLEASE NOTE:

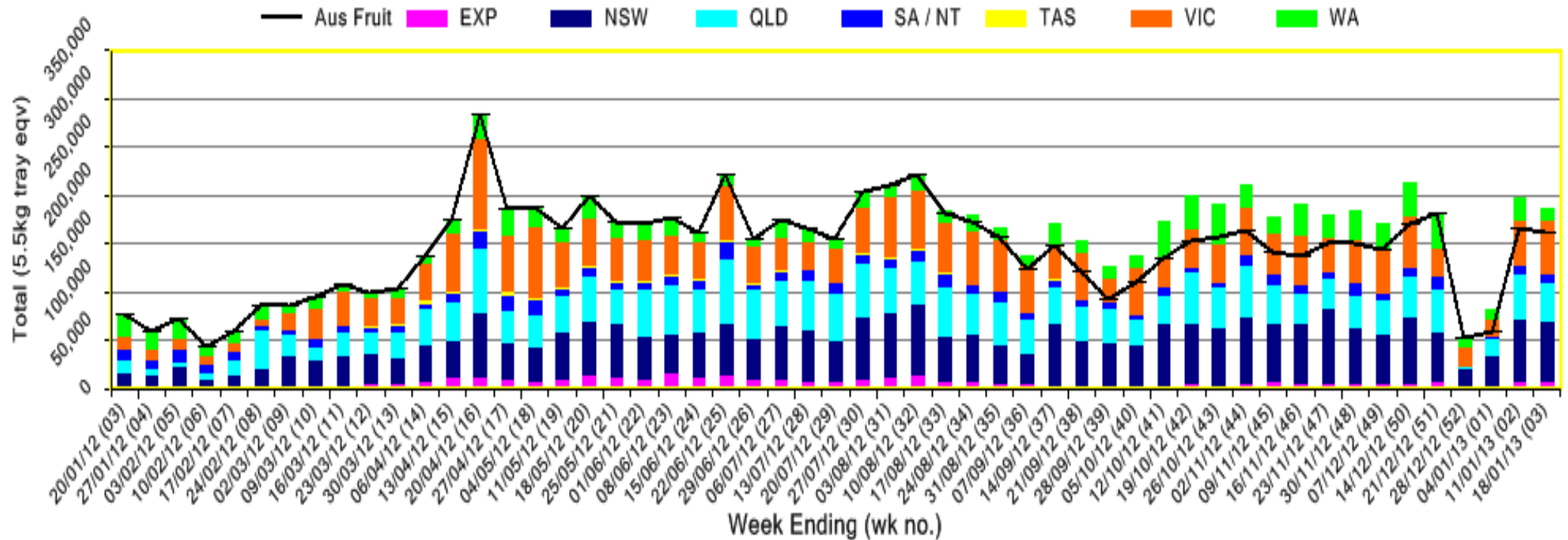
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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**Industry Dispatches By Destination State and Count Size : 12th January - 18th January 2013 (Wk 3)**

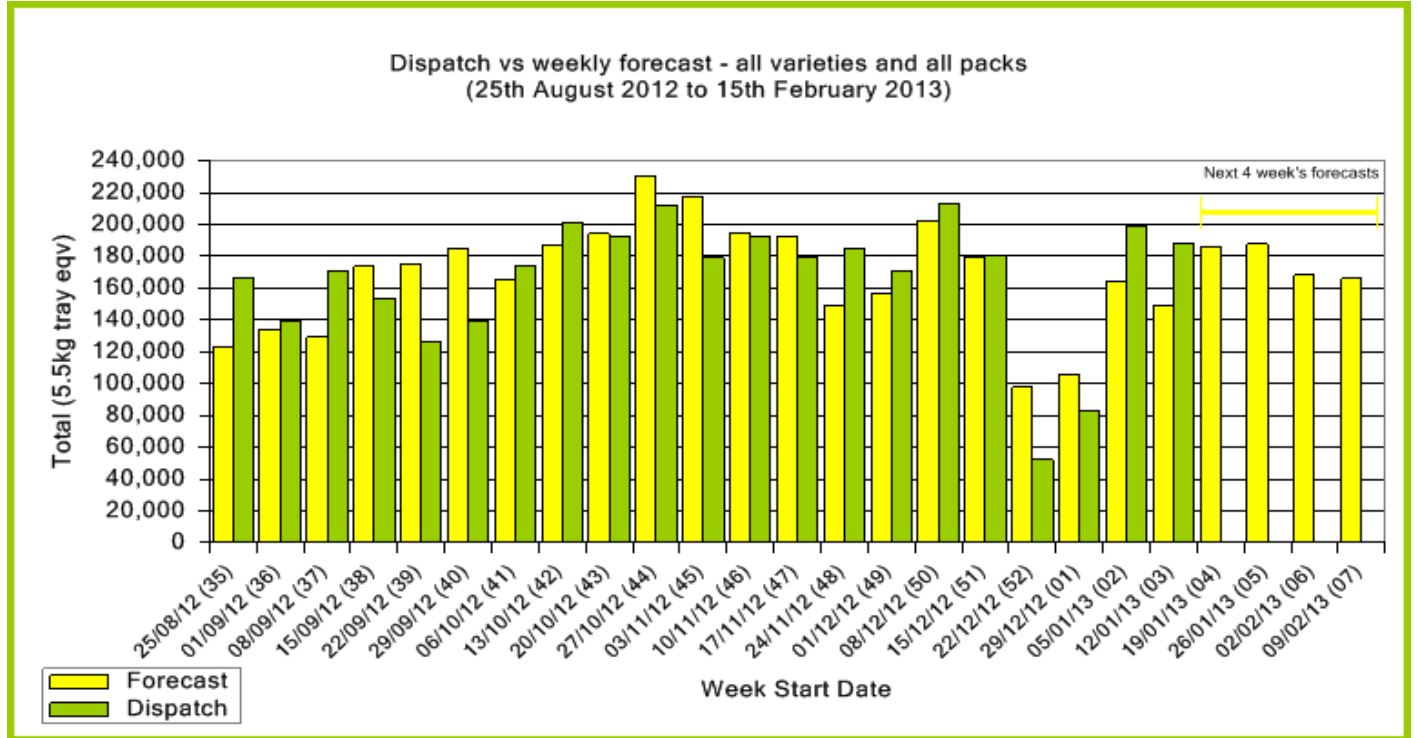
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								2,515	2,878	5,393	960	550		7,238
NSW	3,011	3,520	7,130	14,296	21,400	4,948	1,526	1,720	57,551	2,418				61,947
QLD		6,726	5,012	5,436	5,401	10,632	1,468	993	35,668	1,158			10,260	39,638
SA / NT	842	562	794	2,138	1,300	1,152	1,327		8,115	109				8,313
VIC	3,564	3,092	6,870	17,251	9,318	7,053	2,405	571	50,124	3,081				55,726
WA	1,440	752	481	1,026	2,128	2,762	460	107	9,156	3,306		230		15,209
<b>Total</b>	<b>8,857</b>	<b>14,652</b>	<b>20,287</b>	<b>40,147</b>	<b>39,547</b>	<b>26,547</b>	<b>9,701</b>	<b>6,269</b>	<b>166,007</b>	<b>11,032</b>	<b>550</b>	<b>230</b>	<b>10,260</b>	<b>188,072</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 469,638 5.5kg tray eqv



Forecast Data (Week 3 - 7)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 3 - begin 12/01/2013</b>						
Hass	119,116	8,781	1,000	100	5,000	136,190
Lamb Hass	600					600
Reed	12,150	102	100			12,353
<b>Week Total</b>	<b>131,866</b>	<b>8,883</b>	<b>1,100</b>	<b>100</b>	<b>5,000</b>	<b>149,144</b>
<b>Week 4 - begin 19/01/2013</b>						
Hass	152,929	8,432	1,000	100	5,000	169,369
Lamb Hass	1,400	50				1,491
Reed	11,200	40				11,273
Shepard	3,500	50				3,591
<b>Week Total</b>	<b>169,029</b>	<b>8,572</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>185,723</b>
<b>Week 5 - begin 26/01/2013</b>						
Hass	158,043	6,324	1,000	100	5,000	170,650
Lamb Hass	1,000					1,000
Reed	10,500	50				10,591
Shepard	5,000	350				5,636
<b>Week Total</b>	<b>174,543</b>	<b>6,724</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>187,877</b>
<b>Week 6 - begin 02/02/2013</b>						
Hass	132,304	5,604	1,000	100	5,000	143,602
Lamb Hass	1,000					1,000
Reed	10,000					10,000
Shepard	11,500	1,100				13,500
<b>Week Total</b>	<b>154,804</b>	<b>6,704</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>168,102</b>
<b>Week 7 - begin 09/02/2013</b>						
Hass	125,550	5,065	1,000	100	5,000	135,868
Reed	10,000					10,000
Shepard	18,000	1,100				20,000
<b>Week Total</b>	<b>153,550</b>	<b>6,165</b>	<b>1,000</b>	<b>100</b>	<b>5,000</b>	<b>165,868</b>

Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 3 - begin 12/01/2013)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	150,347	10,569	550	230	8,360	171,225
Lamb Hass	3,330	304				3,883
Reed	11,427	153			1,900	12,050
Shepard	903	6				914
<b>Total</b>	<b>166,007</b>	<b>11,032</b>	<b>550</b>	<b>230</b>	<b>10,260</b>	<b>188,072</b>



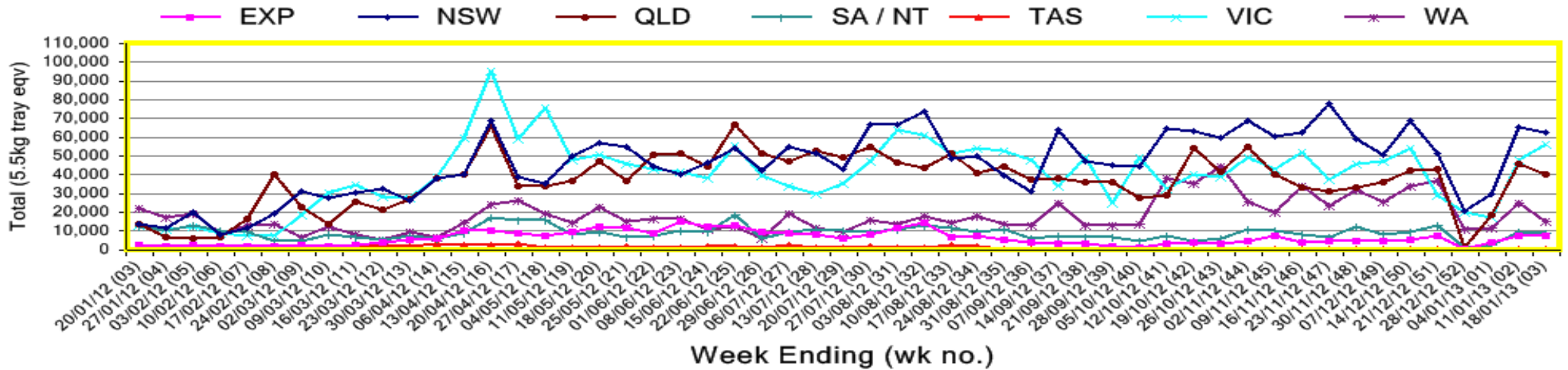
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	<b>933,459</b>
<b>Australia</b>	27,768	106,347	156,090	211,721	71,661	86,574				<b>660,161</b>
<b>USA</b>			7							
<b>Japan</b>	374	9,797	38,653							
<b>Total</b>	<b>28,142</b>	<b>116,144</b>	<b>194,750</b>	<b>211,721</b>	<b>71,661</b>	<b>86,574</b>				<b>708,992</b>

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

█ 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 2013 to date = 469,638 5.5kg tray eqv



Week 3 contributors - Packhouses

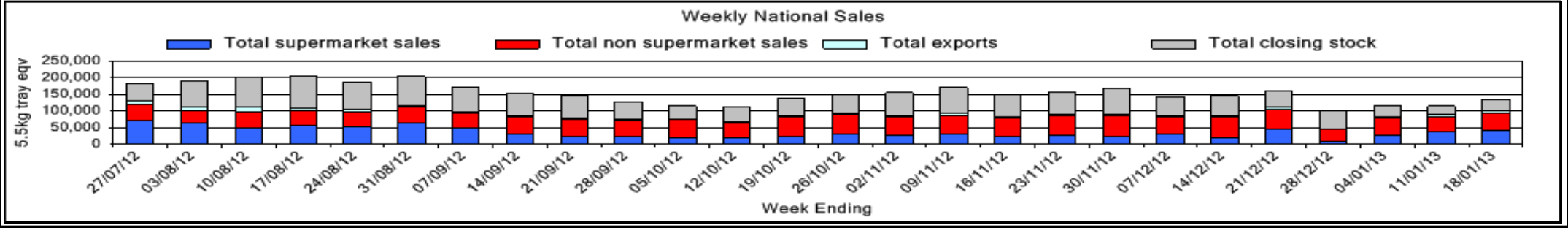
Advance Packing & Marketing Services P/L	KV & JM Lehmann
Avocado Industry Council (NZAGA)	Mariners Rest
Avonova	Natures Fruit Company
Box Organics	Sunfresh
C F Fechner	VP & EA Farrell
Chinoola Orchards	Willow Creek
Delroy Orchards	

Week 3 contributors - Wholesalers

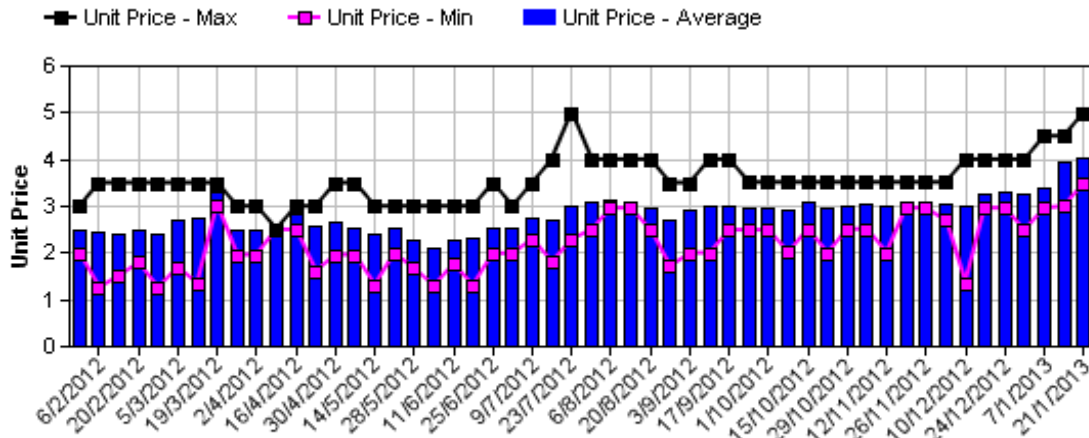
C & S Ponte Produce Pty Ltd (Melbourne)	Kelly's Citrus (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Romeos Marketing (Brisbane)
Costa Farms (Perth)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Exotic Fruit Traders (Sydney)	The La Manna Group (Brisbane)
Fresh Choice WA Pty Ltd (Perth)	The La Manna Group (Melbourne)
United Fresh (Adelaide)	

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

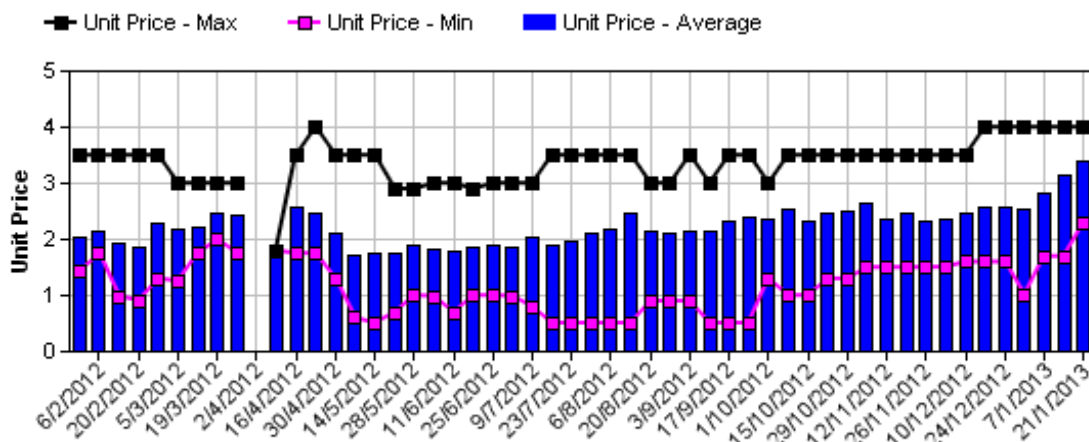
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week.																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	6,978		1,794	8,772	672			672	1,222						8,200		1,794	9,994
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	13,540		960	14,500											13,540		960	14,500
<b>Total non supermarket sales</b>	13,872		340	14,212											13,872		340	14,212
<b>Total exports</b>	750			750											750			750
<b>Total sales</b>	28,162		1,300	29,462											28,162		1,300	29,462
<b>Total Stock on Hand</b>	3,673		140	3,813	127			127	231						3,904		140	4,044
SA & TAS																		
<b>Total supermarket sales</b>	6,585		960	7,545	96			96	175						6,760		960	7,720
<b>Total non supermarket sales</b>	6,274		1,806	8,080	499		53	552	1,004						7,181		1,902	9,084
<b>Total exports</b>																		
<b>Total sales</b>	12,859		2,766	15,625	595		53	648	1,178						13,941		2,862	16,803
<b>Total Stock on Hand</b>	12,024		1,842	13,866	1,011		93	1,104	2,007						13,862		2,011	15,873
MIC																		
<b>Total supermarket sales</b>	10,500		2,880	13,380											10,500		2,880	13,380
<b>Total non supermarket sales</b>	12,737	174	1,655	14,566	760		68	828	1,505						14,118	174	1,778	16,071
<b>Total exports</b>																		
<b>Total sales</b>	23,237	174	4,535	27,946	760		68	828	1,505						24,618	174	4,658	29,451
<b>Total Stock on Hand</b>	7,280			7,280	259		13	272	495						7,751		24	7,775
WA																		
<b>Total supermarket sales</b>	2,481		2,239	4,720	2			2	4						2,485		2,239	4,724
<b>Total non supermarket sales</b>	3,611		80	3,691	478			478	869						4,480		80	4,560
<b>Total exports</b>	4,643			4,643	960			960	1,745	550			550	100	6,488			6,488
<b>Total sales</b>	10,735		2,319	13,054	1,440			1,440	2,618	550			550	100	13,453		2,319	15,772
<b>Total Stock on Hand</b>	3,113		160	3,273	506			506	920						4,033		160	4,193
Total																		
<b>Total supermarket sales</b>	35,106		8,388	43,494	98			98	178						35,284		8,388	43,672
<b>Total non supermarket sales</b>	41,472	174	4,326	45,972	2,409		121	2,530	4,600						45,852	174	4,546	50,572
<b>Total exports</b>	5,393			5,393	960			960	1,745	550			550	100	7,238			7,238
<b>Total sales</b>	81,971	174	12,714	94,859	3,467		121	3,588	6,524	550			550	100	88,374	174	12,934	101,482
<b>Total Stock on Hand</b>	26,690		2,393	29,083	2,287		106	2,393	4,351						30,849		2,586	33,434



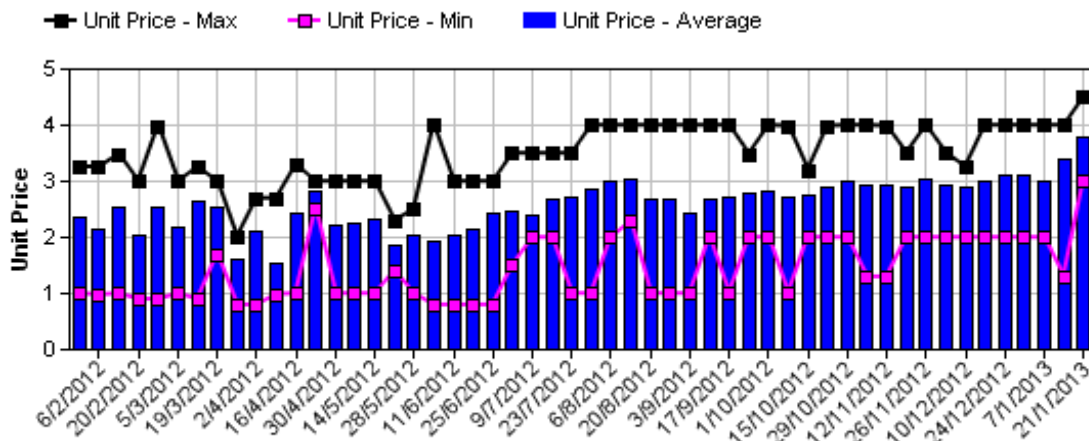
### Hass Avocado Average Retail Prices - Sydney



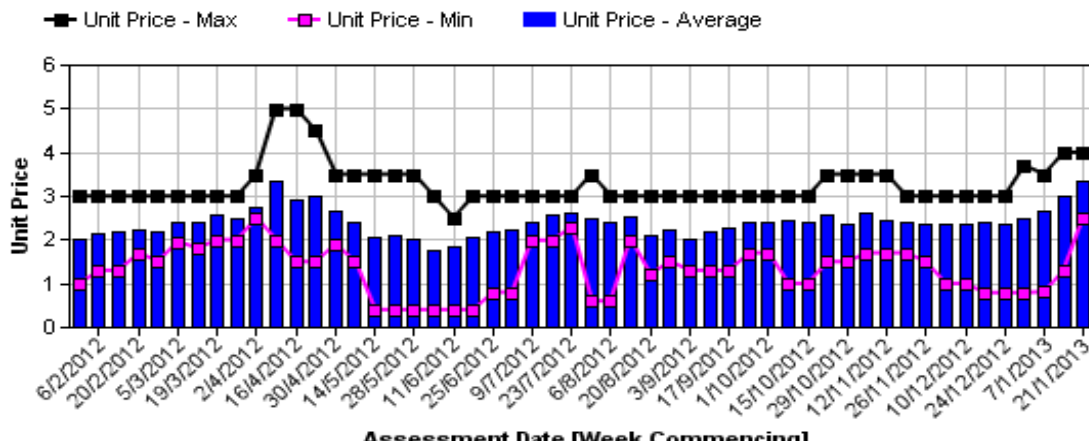
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

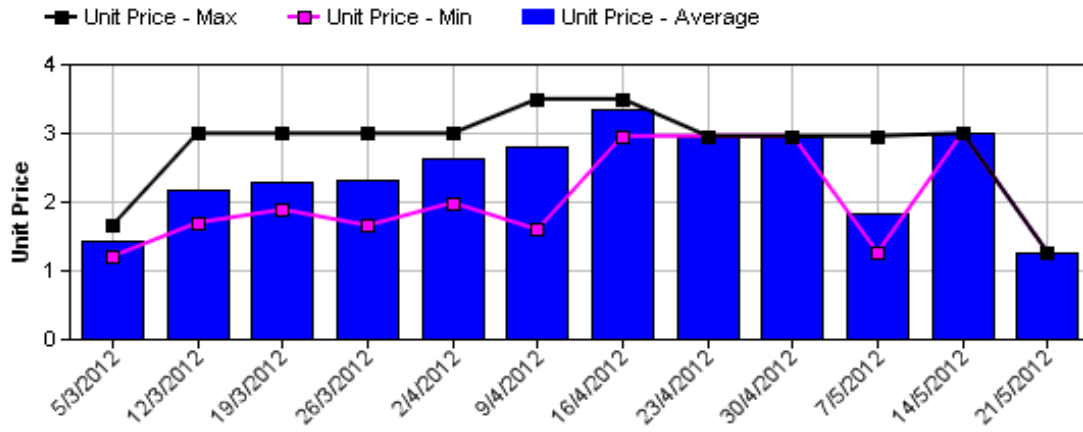


### Hass Avocado Average Retail Prices - Perth

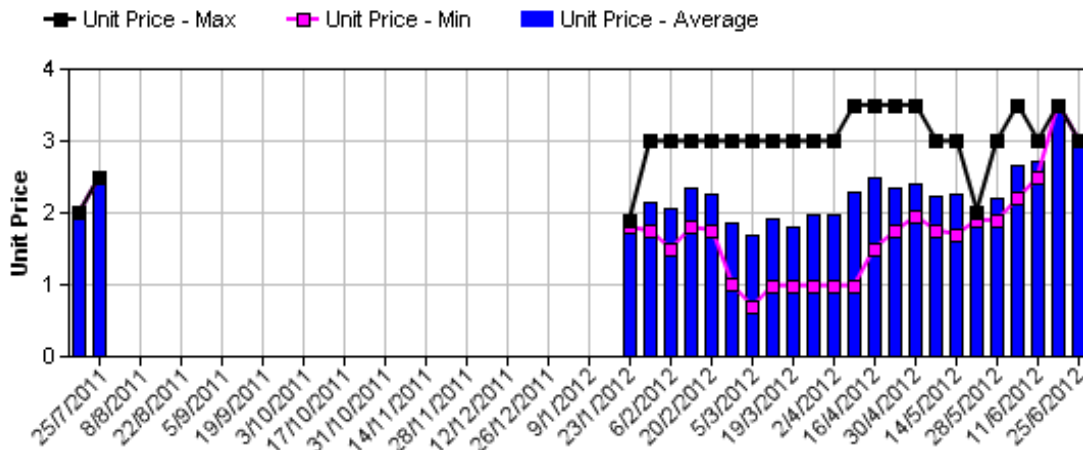


Assessment Date [Week Commencing]

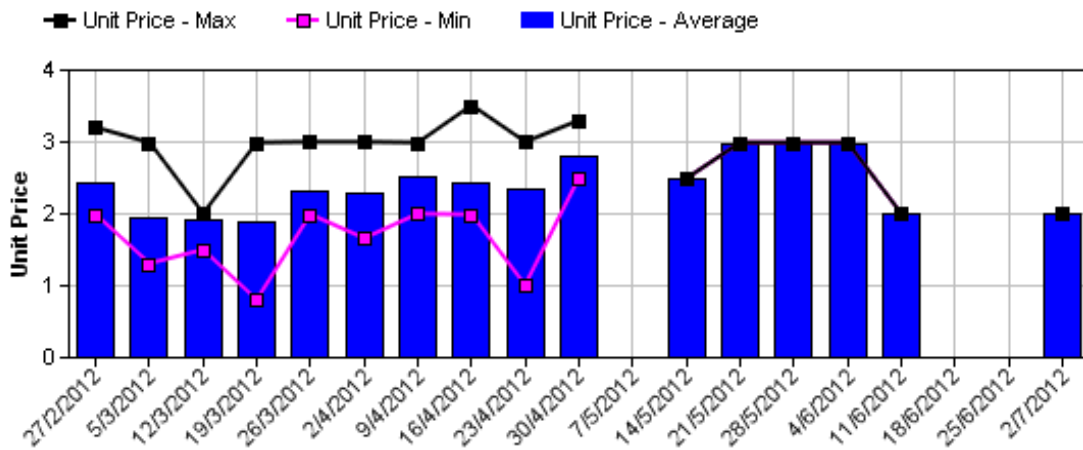
Shepard Avocado Average Retail Prices - Sydney



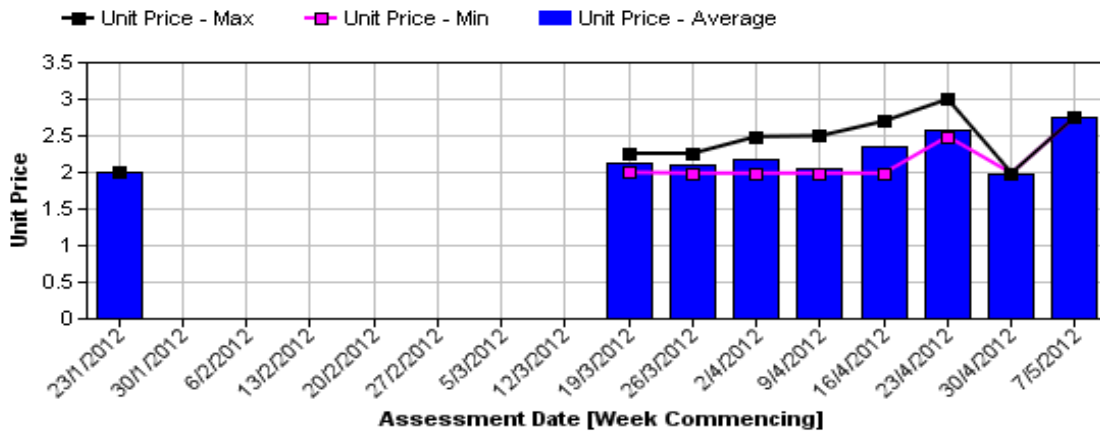
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 21st January 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Woolworths	Hass	310	3.48	No	Aus
Woolworths	Hass	275	3.48	No	Aus
Coles	Hass	300	3.48	No	Aus
Coles	Hass	250	3.48	No	Aus
Woolworths	Hass	290	3.48	No	Aus
Coles	Hass	290	3.48	No	Aus
I	Hass	270	3.69	No	Aus
IGA	Hass	250	3.95	No	Mixed
I	Hass	255	3.99	No	Aus
I	Reed	460	3.99	No	Aus
IGA	Hass	230	3.99	No	NZ
I	Reed	480	3.99	No	Aus
I	Hass	260	3.99	No	Aus
I	Reed	510	3.99	No	Aus
I	Reed	440	3.99	No	Aus
I	Hass	320	4.49	No	Aus
I	Hass	300	4.49	No	Aus
Foodworks	Hass	310	4.99	No	Mixed
I	Hass	320	4.99	No	Aus
I	Reed	400	4.99	No	Aus
I	Hass	340	4.99	No	Aus
<b>BRISBANE</b>					
IGA	Hass	190	2.29	No	NZ
Woolworths	Hass	200	2.48	No	Aus
I	Hass	215	2.99	No	NZ
I	Hass	180	3.00	Store	NZ
IGA	Hass	200	3.48	No	NS
Coles	Hass	220	3.48	No	Aus
Coles	Hass	220	3.48	No	Aus
Woolworths	Reed	410	3.48	No	Aus
Woolworths	Hass	298	3.48	No	Aus
Woolworths	Hass	276	3.48	Store	Aus
IGA	Hass	200	3.48	No	NZ
Coles	Hass	200	3.48	No	Aus
I	Hass	255	3.49	No	NZ
I	Hass	260	3.79	Store	Aus
I	Hass	258	3.99	Store	Aus
I	Hass	260	3.99	No	NZ
I	Hass	230	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Coles	Reed	325	2.29	No	Aus
I	Reed	470	2.29	No	NS
I	Hass	256	2.99	No	Aus
I	Hass	270	3.29	No	NS
Safeway	Hass	265	3.48	No	Aus
Safeway	Hass	305	3.48	No	Aus
Safeway	Hass	260	3.48	No	Aus
I	Hass	280	3.90	No	Aus
Coles	Hass	270	3.98	No	Aus
I	Hass	275	3.98	No	Aus
Coles	Hass	280	3.98	No	Aus
I	Hass	270	3.99	No	NS
I	Hass	265	3.99	No	NS
I	Reed	370	3.99	No	NS
IS	Hass	275	3.99	No	NZ
IGA	Hass	265	3.99	No	Aus
I	Hass	270	3.99	No	NS
I	Hass	285	4.49	No	Aus
<b>PERTH</b>					
IS	Hass	220	2.49	Store	Aus
I	Hass	230	2.50	No	Aus
Woolworths	Hass	225	2.98	No	Aus
Woolworths	Hass	195	2.98	No	Aus
Coles	Reed	285	2.98	No	Aus
Woolworths	Hass	185	2.98	Store	Aus
I	Hass	230	2.99	No	Aus
Coles	Hass	210	3.48	No	Aus
Coles	Hass	235	3.48	No	Aus
I	Hass	290	3.49	No	Aus
IGA	Hass	235	3.49	No	Aus
IGA	Hass	240	3.49	No	Aus
IGA	Hass	250	3.49	No	Aus
Coles	Hass	205	3.49	No	Aus
IGA	Hass	260	3.99	Store	Aus
I	Hass	220	3.99	No	Aus
I	Hass	245	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