



## INFOCADO WEEKLY REPORT: 11th—17th January 2014 (Wk 3)



### Comments

- There are now small volumes of Shepard forecast for the week beginning 8th February. At this stage there are very low forecasts for NZ from that week however long term forecasts tell us that there should still be NZ fruit through to March. We will double check this for next week's report.
- Retail prices remain quite stable and are in fact slightly lower than this time last year. This is good for maintaining ongoing consumer demand.
- Nathan Symonds has now replaced Julie Petty as Avocados Australia's supply chain program manager. Nathan is now your main contact to do with all aspects of the supply chain program. We welcome Nathan and know he will be a valuable addition to the team. More information about Nathan will appear in the next edition of Guacamole and Talking Avocados magazine.

[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

Consumer research recently completed illustrated some fundamental gaps in consumer knowledge about avocados. It confirmed that most consumers approach Avocados with a sense of uncertainty, expressing concerns about their ability to select and ripen the fruit to enable themselves to use it how and when they want. It identified that best-practice educational materials, delivered via a combination of in-store and in-home communications, can improve understanding of these stages and thereby increase consumer confidence in their ability, reducing damage to in-store merchandise and improving the end-user experience. Importantly their exposure to educational tools identified an exponential increase in consumer confidence across all stages of the process.

As a result of this research a clear brief will now be developed for the design and implementation of the best education materials!

### Upcoming Holidays

Australia Day: 27th January | Waitangi Day (NZ): 6th February | Labour Day (WA): 3rd March | Labour Day (VIC & SA): 10th March

### 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:

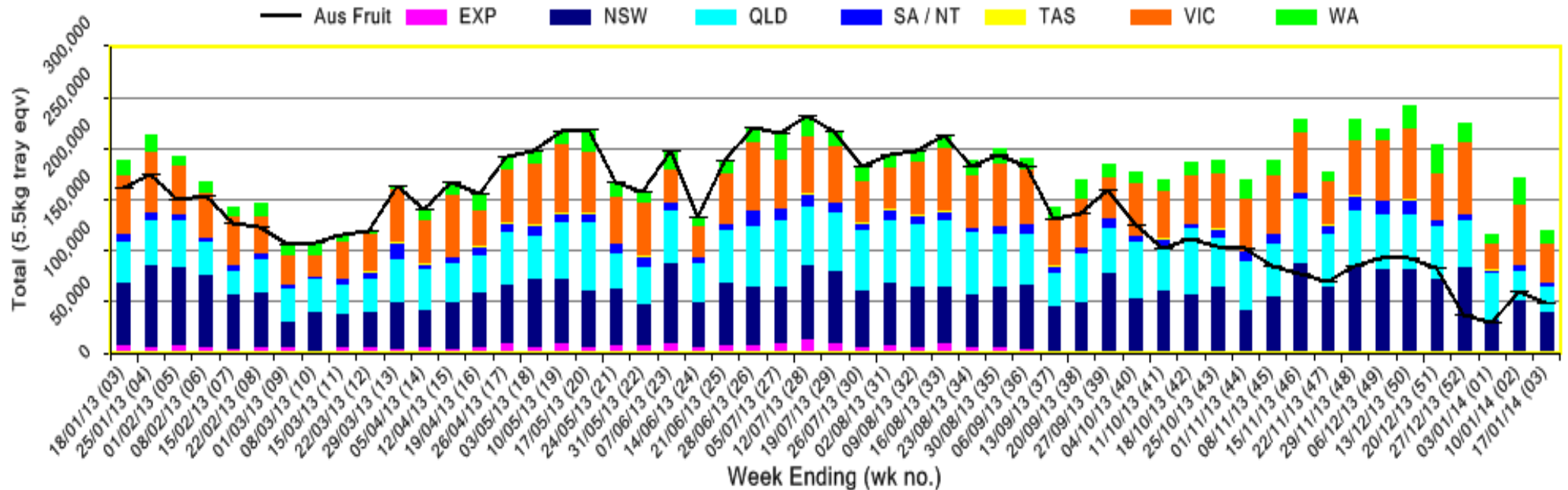
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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.

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

**Industry Dispatches By Destination State and Count Size : 11th January - 17th January 2014 (Wk 3)**

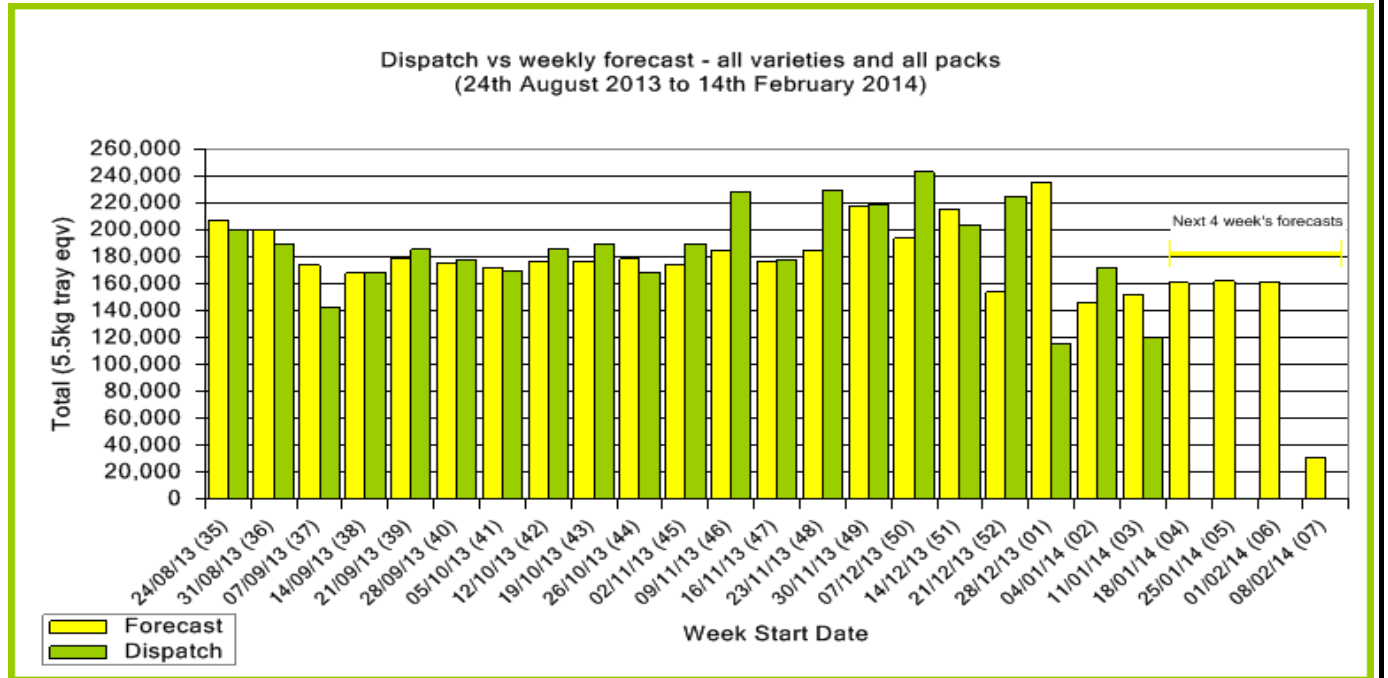
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								628	628				628
NSW	1,030	3,436	4,142	6,420	5,710	5,937	4,248	4,448	35,371	2,293	240		39,584
QLD	61	672	1,583	3,923	4,717	5,250	3,357	3,931	23,494	213		97	23,899
SA / NT	997	328	1,930	1,133	69	190	8	152	4,807	51		62	4,911
TAS					140	288			428				428
VIC	523	2,946	3,844	6,014	6,411	6,668	4,261	4,298	34,965	1,552			37,787
WA	269	819	3,341	4,245	2,046	1,148	640		12,508	391		27	13,224
<b>Total</b>	<b>2,880</b>	<b>8,201</b>	<b>14,840</b>	<b>21,735</b>	<b>19,093</b>	<b>19,481</b>	<b>12,514</b>	<b>13,457</b>	<b>112,201</b>	<b>4,500</b>	<b>240</b>	<b>186</b>	<b>120,461</b>

**Throughput Australian & NZ avocados by destination state**  
Throughput 1st January 2014 to date = 408,529 5.5kg tray eqv



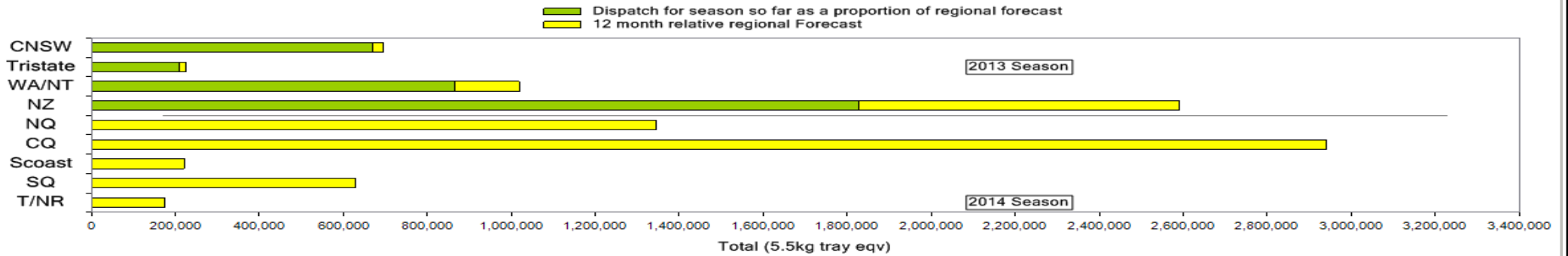
Forecast Data (Week 3 - 7)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 3 - begin 11/01/2014</b>				
Gwen	1,250	880		<b>2,850</b>
Hass	137,925	4,080		<b>145,343</b>
Lamb Hass	1,300	50		<b>1,391</b>
Reed	2,000	230		<b>2,418</b>
<b>Week Total</b>	<b>142,475</b>	<b>5,240</b>		<b>152,002</b>
<b>Week 4 - begin 18/01/2014</b>				
Hass	144,720	4,250	1	<b>152,447</b>
Lamb Hass	4,100	208		<b>4,478</b>
Reed	3,232	388		<b>3,937</b>
<b>Week Total</b>	<b>152,052</b>	<b>4,846</b>	<b>1</b>	<b>160,863</b>
<b>Week 5 - begin 25/01/2014</b>				
Hass	148,858	3,800		<b>155,767</b>
Lamb Hass	5,500	296		<b>6,038</b>
Reed	600	50		<b>691</b>
<b>Week Total</b>	<b>154,958</b>	<b>4,146</b>		<b>162,496</b>
<b>Week 6 - begin 01/02/2014</b>				
Hass	155,981	2,300		<b>160,163</b>
Lamb Hass	1,600	50		<b>1,691</b>
<b>Week Total</b>	<b>157,581</b>	<b>2,350</b>		<b>161,854</b>
<b>Week 7 - begin 08/02/2014</b>				
Hass	11,200	1,100		<b>13,200</b>
Shepard	18,000			<b>18,000</b>
<b>Week Total</b>	<b>29,200</b>	<b>1,100</b>		<b>31,200</b>

Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 3 - begin 11/01/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	2,501	1,076			<b>4,457</b>
Hass	102,770	2,761	240	185	<b>107,868</b>
Lamb Hass	2,950	108			<b>3,146</b>
Reed	3,980	555		1	<b>4,989</b>
<b>Total</b>	<b>112,201</b>	<b>4,500</b>	<b>240</b>	<b>186</b>	<b>120,461</b>

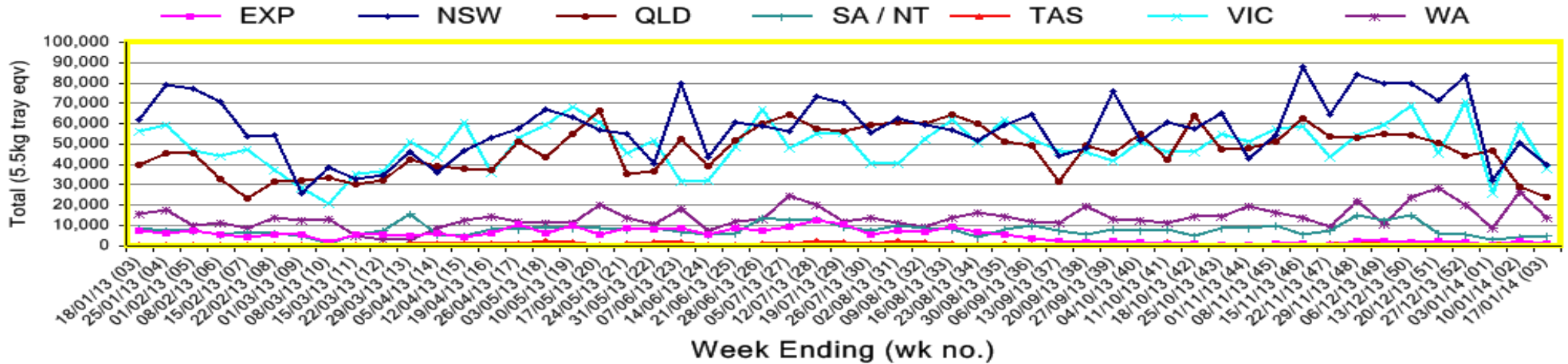


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013–April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	<b>2,588,932</b>
<b>Australia</b>	16,341	83,173	283,934	582,190	587,056	274,242				<b>1,826,936</b>
<b>USA</b>	0	0	0							
<b>Japan</b>	0	0	0							
<b>Total</b>	<b>16,341</b>	<b>83,173</b>	<b>283,934</b>	<b>582,190</b>	<b>587,056</b>	<b>274,242</b>				<b>1,826,936</b>

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 408,529 5.5kg tray eqv



Week 3 contributors - Packhouses

Natures Fruit Company (Consolidator)	Lakeshore Pty Ltd (NQ)
The Avolution (Consolidator)	KV & JM Lehmann (TRI)
I & A Tolson (CNSW)	Golden Hill Packing Pty Ltd (TRI)
Coastal Avocados (CNSW)	Chinoola Orchards (TRI)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Avocado Estates (NQ)	Advance Packing & Marketing Services P/L (WA)
Battistin Orchards Pty Ltd (NQ)	Willow Creek (WA)
Hilltop Mareeba (NQ)	Sth Qld: Less than 3 contributors

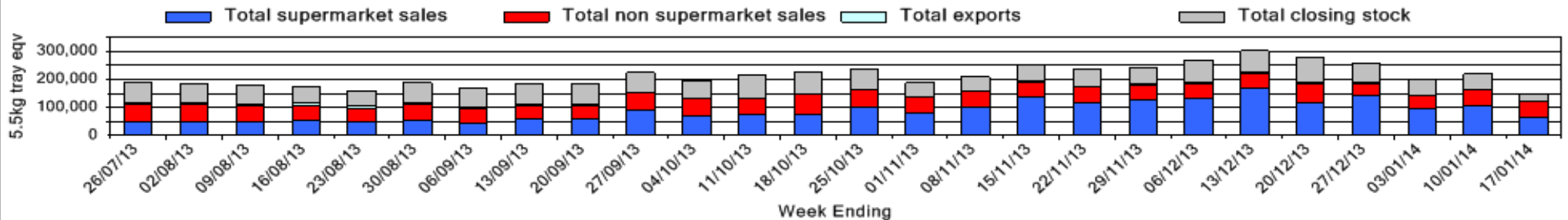
Week 3 contributors - Wholesalers

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)
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)
Favco Queensland Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	

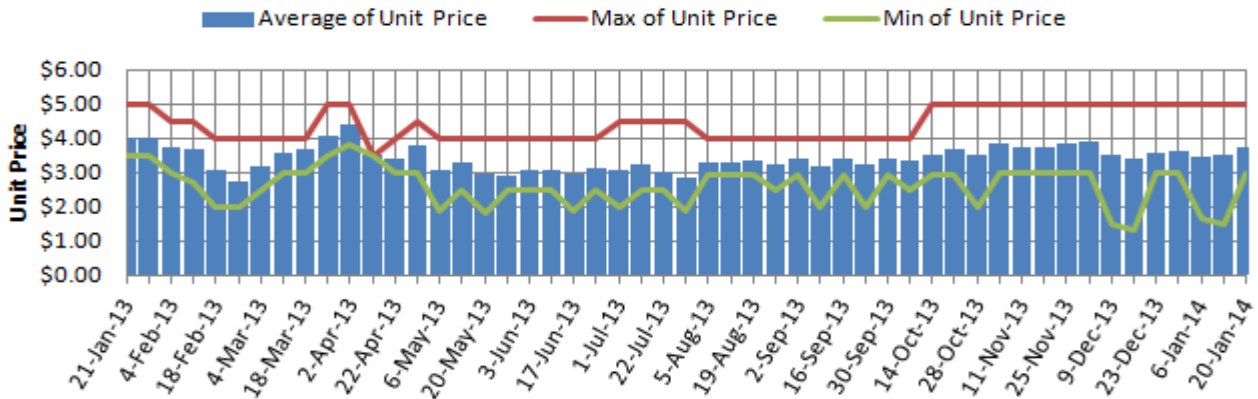
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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																		
<b>Total supermarket sales</b>	16,558			<b>16,558</b>											16,558			<b>16,558</b>
<b>Total non supermarket sales</b>	4,735		148	<b>4,883</b>	1,290			1,290	<b>2,345</b>						7,080		148	<b>7,229</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>21,293</b>		<b>148</b>	<b>21,441</b>	<b>1,290</b>			<b>1,290</b>	<b>2,345</b>						<b>23,638</b>		<b>148</b>	<b>23,787</b>
<b>Total Stock on Hand</b>	<b>2,235</b>			<b>2,235</b>	<b>196</b>			<b>196</b>	<b>356</b>						<b>2,591</b>			<b>2,591</b>
QLD																		
<b>Total supermarket sales</b>	18,564			<b>18,564</b>	22			22	<b>40</b>						18,604			<b>18,604</b>
<b>Total non supermarket sales</b>	21,434			<b>21,434</b>	3			3	<b>5</b>						21,439			<b>21,439</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>39,998</b>			<b>39,998</b>	<b>25</b>			<b>25</b>	<b>45</b>						<b>40,043</b>			<b>40,043</b>
<b>Total Stock on Hand</b>	<b>3,497</b>		<b>20</b>	<b>3,517</b>			<b>9</b>	<b>9</b>	<b>16</b>						<b>3,497</b>		<b>36</b>	<b>3,533</b>
SA & TAS																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
<b>Total exports</b>	Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
<b>Total sales</b>	<b>10,113</b>		<b>604</b>	<b>10,717</b>	<b>708</b>		<b>439</b>	<b>1,147</b>	<b>2,085</b>						<b>11,400</b>		<b>1,402</b>	<b>12,802</b>
<b>Total Stock on Hand</b>																		
VIC																		
<b>Total supermarket sales</b>	17,715			<b>17,715</b>	22			22	<b>40</b>						17,755			<b>17,755</b>
<b>Total non supermarket sales</b>	11,408		2,546	<b>13,954</b>	1,468		196	1,664	<b>3,025</b>						14,077		2,903	<b>16,980</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>29,123</b>		<b>2,546</b>	<b>31,669</b>	<b>1,490</b>		<b>196</b>	<b>1,686</b>	<b>3,065</b>						<b>31,832</b>		<b>2,903</b>	<b>34,735</b>
<b>Total Stock on Hand</b>	<b>10,876</b>		<b>47</b>	<b>10,923</b>	<b>566</b>			<b>566</b>	<b>1,029</b>						<b>11,905</b>		<b>47</b>	<b>11,952</b>
WA																		
<b>Total supermarket sales</b>	4,938			<b>4,938</b>	117			117	<b>213</b>						5,151			<b>5,151</b>
<b>Total non supermarket sales</b>	3,942			<b>3,942</b>	458			458	<b>833</b>						4,775			<b>4,775</b>
<b>Total exports</b>	628			<b>628</b>											628			<b>628</b>
<b>Total sales</b>	<b>9,508</b>			<b>9,508</b>	<b>575</b>			<b>575</b>	<b>1,045</b>						<b>10,553</b>			<b>10,553</b>
<b>Total Stock on Hand</b>	<b>3,233</b>			<b>3,233</b>	<b>18</b>			<b>18</b>	<b>33</b>						<b>3,266</b>			<b>3,266</b>
Total																		
<b>Total supermarket sales</b>	62,051		354	<b>62,405</b>	161			161	<b>293</b>						62,344		354	<b>62,698</b>
<b>Total non supermarket sales</b>	47,356		2,945	<b>50,301</b>	3,927		635	4,562	<b>8,295</b>						54,496		4,099	<b>58,595</b>
<b>Total exports</b>	628			<b>628</b>											628			<b>628</b>
<b>Total sales</b>	<b>110,035</b>		<b>3,299</b>	<b>113,334</b>	<b>4,088</b>		<b>635</b>	<b>4,723</b>	<b>8,587</b>						<b>117,468</b>		<b>4,453</b>	<b>121,921</b>
<b>Total Stock on Hand</b>	<b>26,098</b>		<b>415</b>	<b>26,513</b>	<b>985</b>		<b>174</b>	<b>1,159</b>	<b>2,107</b>						<b>27,889</b>		<b>731</b>	<b>28,621</b>

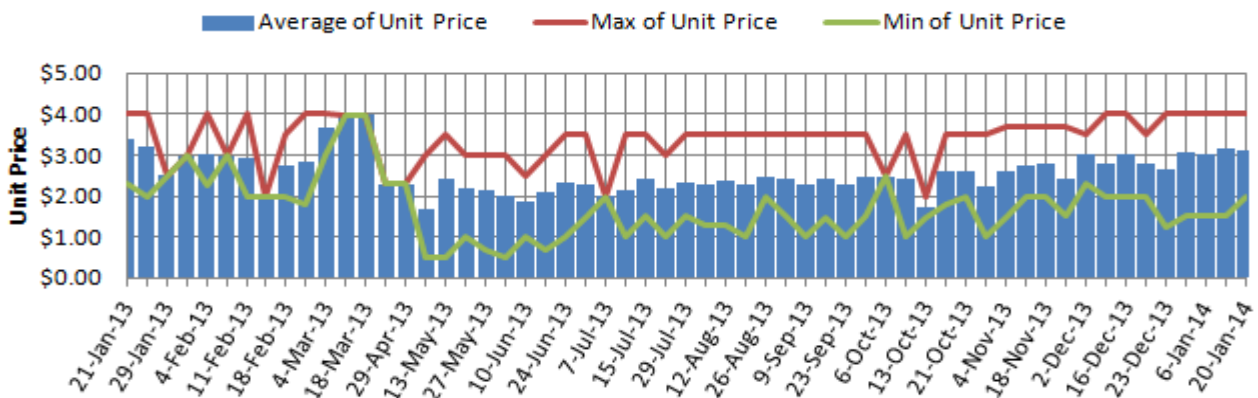
**Weekly National Sales**



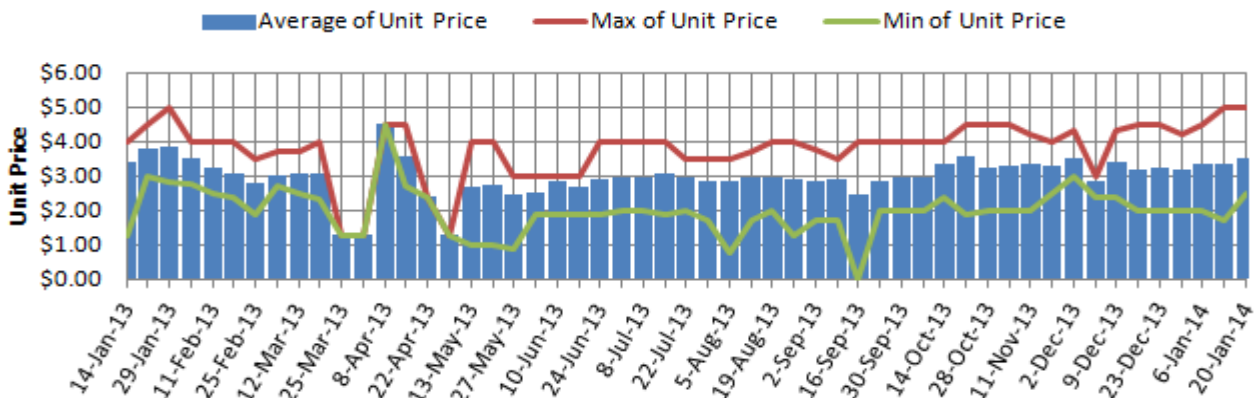
### Hass Avocado Average Retail Prices - Sydney



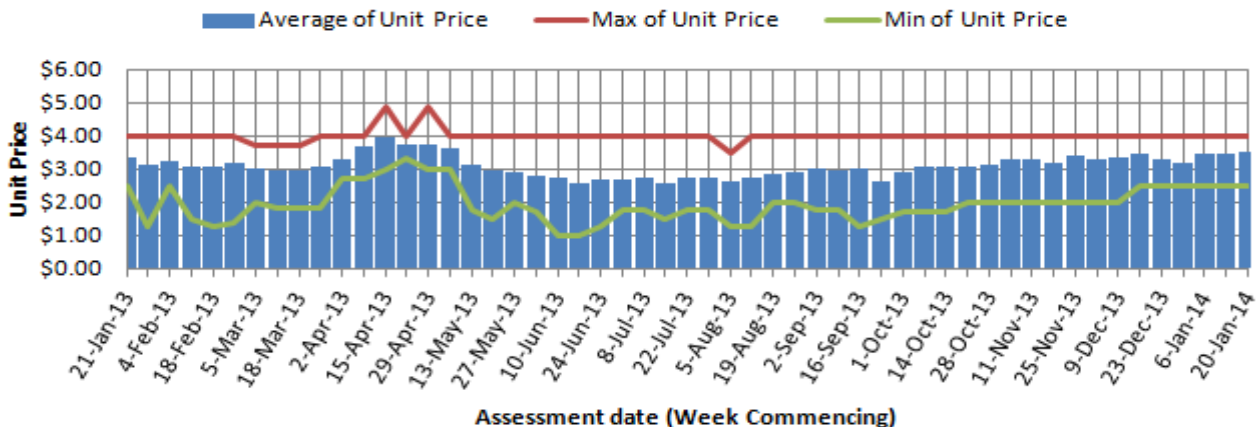
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

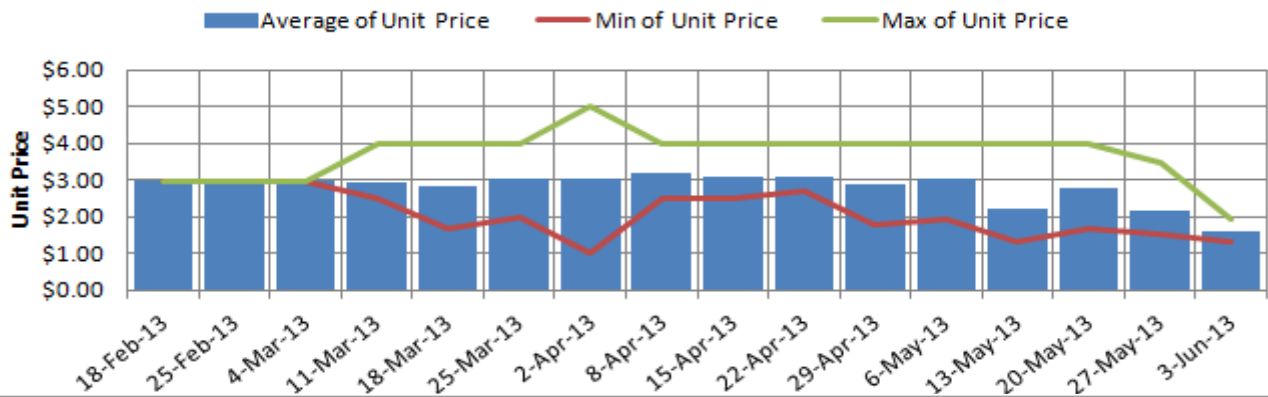


### Hass Avocado Average Retail Prices - Perth

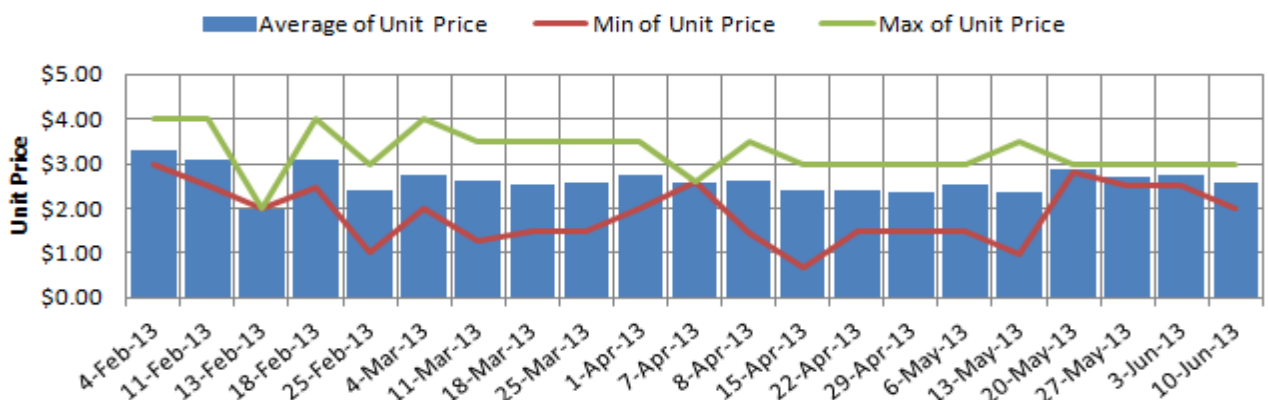


Assessment date (Week Commencing)

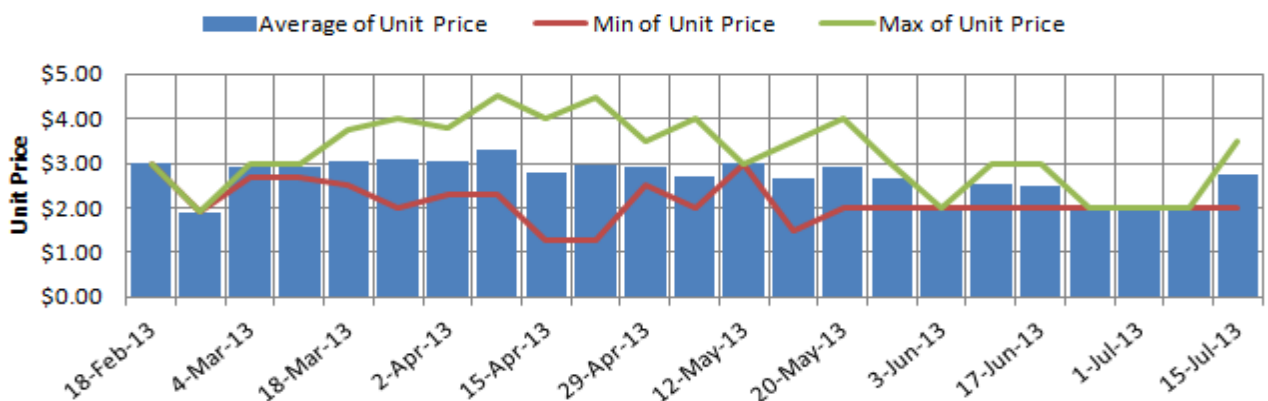
### Shepard Avocado Average Retail Prices - Sydney



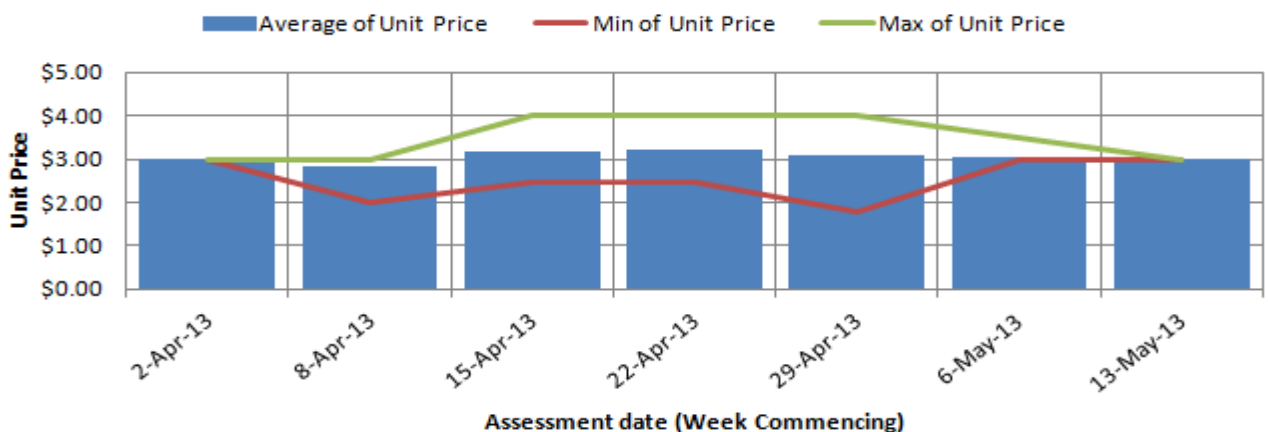
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store a Variety – 20th January 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Foodworks	Hass	160	2.29	No	NZ	I	Hass	95	1.99	No	NS
IGA	Hass	160	2.50	No	Aus	I	Hass	145	2.49	No	NS
Coles	Hass	280	2.98	No	NZ	I	Hass	165	2.49	No	NS
Coles	Hass	270	2.98	No	NZ	Coles	Hass	290	2.98	No	NZ
Coles	Hass	280	2.98	No	NZ	Coles	Hass	250	2.98	No	NZ
Woolworths	Hass	270	2.98	No	NZ	Coles	Hass	250	2.98	No	NZ
Woolworths	Hass	270	2.98	No	NZ	I	Hass	225	2.99	No	NS
Woolworths	Hass	250	2.98	No	NZ	I	Hass	185	2.99	No	NS
I	Reed	500	2.99	No	Aus	IS	Hass	230	2.99	No	NZ
I	Hass	210	2.99	No	Aus	IS	Hass	230	2.99	No	NS
I	Hass	220	3.49	No	NZ	Coles	Hass	280	3.48	No	Aus
I	Reed	450	3.49	No	Aus	Safeway	Hass	240	3.48	No	NZ
IGA	Hass	250	3.50	No	NZ	Safeway	Hass	270	3.48	No	NZ
Foodworks	Hass	270	3.99	No	Aus	Safeway	Hass	320	3.48	No	NZ
I	Reed	440	3.99	No	Aus	I	Hass	300	3.49	No	NS
I	Reed	340	3.99	No	Aus	I	Reed	250	3.50	No	Aus
I	Hass	240	3.99	No	NZ	I	Reed	280	3.50	No	Aus
I	Reed	510	3.99	No	Aus	I	Hass	320	3.98	No	Aus
I	Hass	270	3.99	No	NZ	IGA	Hass	305	3.99	No	NS
IGA	Hass	250	3.99	No	NZ	I	Hass	225	4.50	No	Aus
I	Reed	340	3.99	No	Aus	I	Reed	520	4.99	No	Aus
I	Hass	260	3.99	No	Aus	I	Hass	370	4.99	No	Aus
I	Hass	310	3.99	No	Aus	I	Reed	470	4.99	No	Aus
I	Hass	260	3.99	No	Aus	I	Hass	370	4.99	No	Aus
I	Hass	230	3.99	No	Aus	<b>PERTH</b>					
I	Hass	330	4.99	No	Aus	I	Hass	140	1.49	No	Aus
I	Hass	330	4.99	No	Aus	IS	Hass	180	2.49	Store	Aus
I	Hass	290	4.99	No	Aus	I	Hass	280	2.98	No	Aus
<b>BRISBANE</b>						I	Hass	275	2.99	No	Aus
I	Hass	140	1.98	Store	NZ	I	Hass	230	2.99	No	Aus
I	Hass	175	1.99	Store	NZ	Coles	Hass	290	3.48	No	Aus
Coles	Hass	200	2.00	Store	NZ	Woolworths	Hass	245	3.48	No	Aus
Coles	Hass	240	2.00	Store	Mixed	Woolworths	Hass	250	3.48	Store	Aus
Coles	Hass	200	2.00	Store	NZ	Coles	Hass	265	3.48	No	Aus
IGA	Hass	124	2.48	Cat	NZ	Woolworths	Hass	245	3.48	No	Aus
Woolworths	Hass	200	2.48	No	NZ	IGA	Hass	250	3.69	No	Aus
Coles	Hass	200	2.98	Store	NZ	IGA	Hass	285	3.99	No	Aus
Coles	Hass	240	2.98	Store	NZ	I	Hass	295	3.99	No	Aus
Coles	Hass	200	2.98	Store	NZ	I	Hass	305	3.99	No	Aus
IGA	Hass	200	2.98	No	NZ	IGA	Hass	260	3.99	No	Aus
I	Hass	300	2.99	No	NZ	IS	Hass	260	3.99	No	Aus
I	Hass	275	3.00	Store	NZ						
Woolworths	Hass	200	3.48	No	NZ						
I	Hass	300	3.50	Store	Aus						
I	Hass	310	3.50	Store	Aus						
I	Hass	340	3.50	Store	Aus						
I	Hass	220	3.50	Store	NZ						
I	Hass	300	3.95	Store	Aus						
I	Hass	340	3.99	Store	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