



INFOCADO WEEKLY REPORT: 10th — 16th January 2015 (Week 3)



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Comments

- The Brisbane and Sydney markets have absorbed the majority share of the weeks dispatches. Fruit size has held steady with 20's to 25's dominating (refer P 2).
- The weekly dispatch volume fell short of the forecast volume. AAL would like to remind all contributors to update their forecasts as their season progresses (refer P 3).
- Forecasts from the Western Australian region indicate their season coming to a close in the coming weeks. Higher volumes have been reported to continue from New Zealand in the interim (refer P 4).
- There was good participation from the wholesale market this week. AAL would like to thank contributors (refer P 5).
- Average retail price per Hass avocado has edged slightly higher over the past week with a limited number sales occurring around the country (refer P 6 - 8).

Driving Social Engagement and Advocacy in 2015

2014 was a hugely successful year for the Australian Avocados within the social sphere. In the last 12 months the Facebook audience increased by 200%. The Australian Avocados brand page now has 106,690 fans with an average engagement rate of 7.5%, eclipsing all industry benchmarks. The most recent festive season social campaign, '12 Days of Christmas' focused on keeping avocados top of mind throughout the December period. A series of recipes were shared with the Facebook community to provide inspiration for meals from snacks to the dinner party. In 2015, the focus on social will be to place the Avocado Lovers and Avocado Enthusiasts at the center of the social content. The 2015 objective is to continue to convert Avocado enthusiasts into lovers, with increasingly good results derived from engagement with our Facebook Community fans. The social initiatives will continue to work closely with creative, digital and media touchpoints to ensure an omnichannel approach to drive reach and awareness of messaging. The 'Back to School' campaign at the end of January will be the next initiative.

For a full brief please refer to the Guacamole Enewsletter - 9/01/2015

Upcoming Holiday

Australia Day: 26th Jan 2015 | Labour Day (WA): 2nd March 2015 | Good Friday: 3rd April 2015 | Easter Monday: 6th April 2015

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:

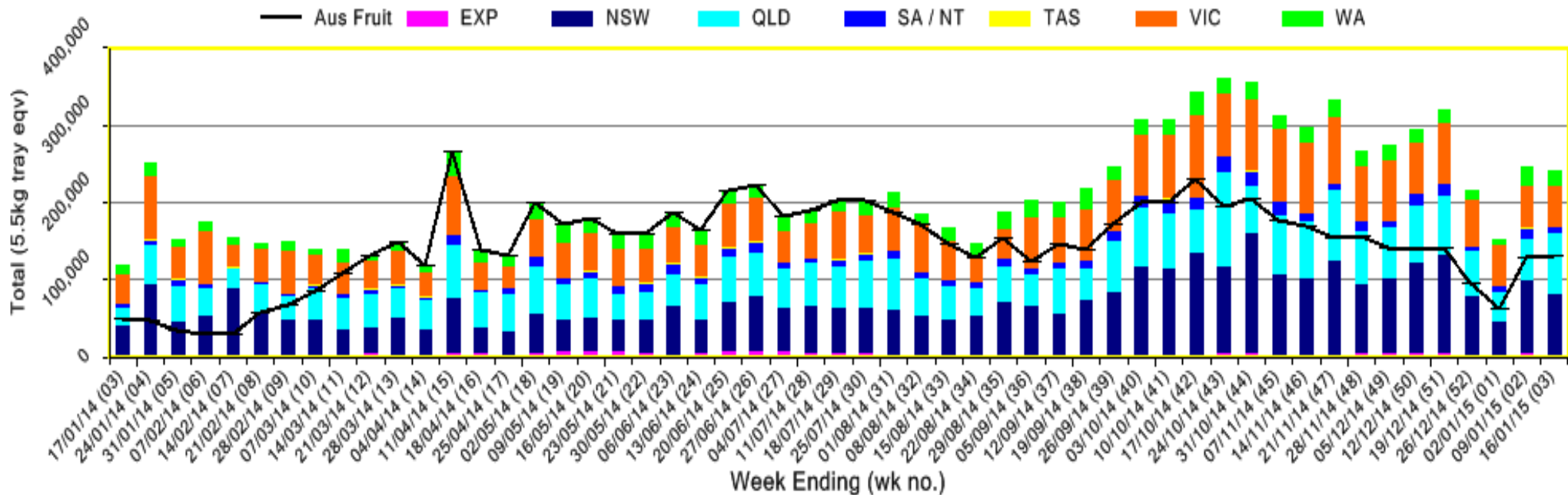
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 10th January - 16th January 2015 (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	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP	50		20					2,400	2,470	704				3,750
NSW	4,612	5,667	8,981	13,124	11,514	14,376	7,680	7,940	73,894	2,374	1,584			78,498
QLD	944	7,956	12,356	16,749	10,316	12,391	7,410	5,262	73,384	2,148	1,128		800	77,639
SA / NT	638	480	783	785	2,080	800	1,980		7,546	96				7,721
TAS					160	464			624					624
VIC	1,228	2,811	5,418	12,563	10,846	12,388	3,086	2,537	50,877	1,427				53,472
WA	986	1,312	807	1,789	5,008	4,729	3,894	121	18,646	1,132		80		20,719
Total	8,458	18,226	28,365	45,010	39,924	45,148	24,050	18,260	227,441	7,881	2,712	80	800	242,423

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2015 to date = 643,031 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

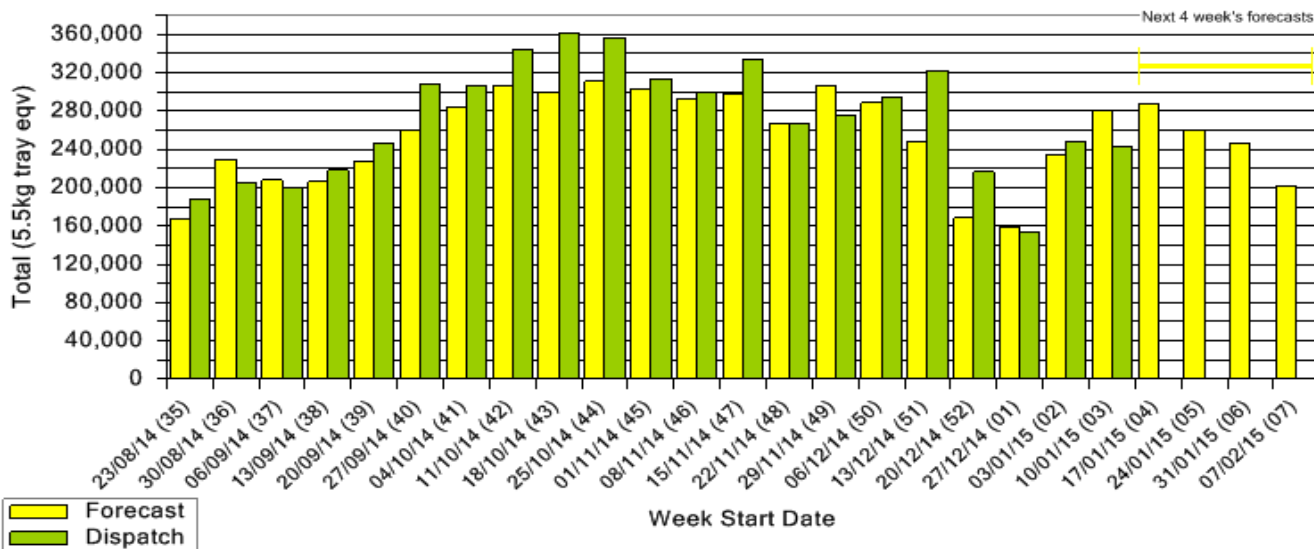
Forecast Data (Week 3 - 7)

Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 3 - begin 10/01/2015						
Hass	266,239	4,516	5,000	40		275,366
Reed	5,000	200			2,000	5,728
Week Total	271,239	4,716	5,000	40	2,000	281,094
Week 4 - begin 17/01/2015						
Hass	272,325	4,760	2,000	40		281,351
Reed	5,000	200			2,000	5,728
Week Total	277,325	4,960	2,000	40	2,000	287,078
Week 5 - begin 24/01/2015						
Hass	244,685	4,855	2,000	40		253,883
Reed	5,000	200			2,000	5,728
Week Total	249,685	5,055	2,000	40	2,000	259,611
Week 6 - begin 31/01/2015						
Hass	237,705	4,431	2,000	40		246,132
Week Total	237,705	4,431	2,000	40		246,132
Week 7 - begin 07/02/2015						
Hass	192,969	4,840	1,000	40		201,958
Week Total	192,969	4,840	1,000	40		201,958

Dispatch Data (Week 3 - begin 10/01/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	222,724	7,689	2,712	80		237,212
Reed	4,717	192			800	5,211
Total	227,441	7,881	2,712	80	800	242,423

Dispatch vs weekly forecast - all varieties and all packs (23rd August 2014 to 13th February 2015)

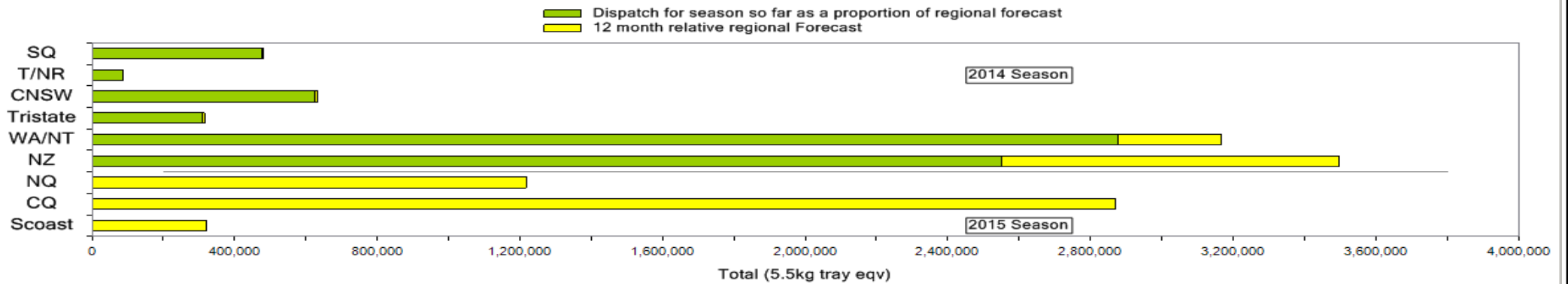


New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015

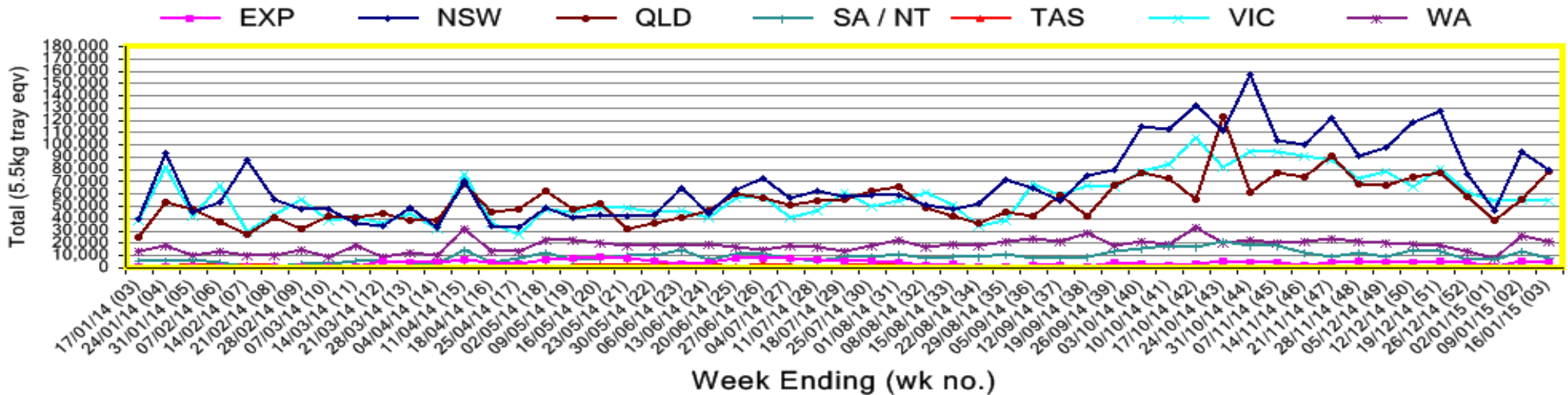
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	56,168	301,684	443,740	379,760	393,210	552,900	563,784	252,876	5,280	2,949,402
Australia (from Infocado)	123,747	293,918	653,001	561,186	596,008	324,188				2,552,048
USA¹	6	12,687	103,015	245,195	150,504					511,407
Japan¹	1,916	12,999	41,077	63,301	15,991					135,284
Other Asia¹	7,609	43,179	85,640	71,813	57,802					266,043
Total	133,278	362,783	882,733	941,495	820,305	324,188				3,464,782

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

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 643,031 5.5kg tray eqv



Week 3 Contributors - Packhouses

Simpson Farms Pty Ltd (Consolidator)	Advance Packing & Marketing Services P/L (WA)
The Evolution (Consolidator)	West Aussie Avos (WA)
I & A Tolson (CNSW)	Delroy Orchards (WA)
Coastal Avocados (CNSW)	Willow Creek (WA)
Midcoast Avocados (CNSW)	Mariners Rest (WA)
Avocado Industry Council (NZAGA)	TRI: Less than 3 contributors
Box Organics (WA)	

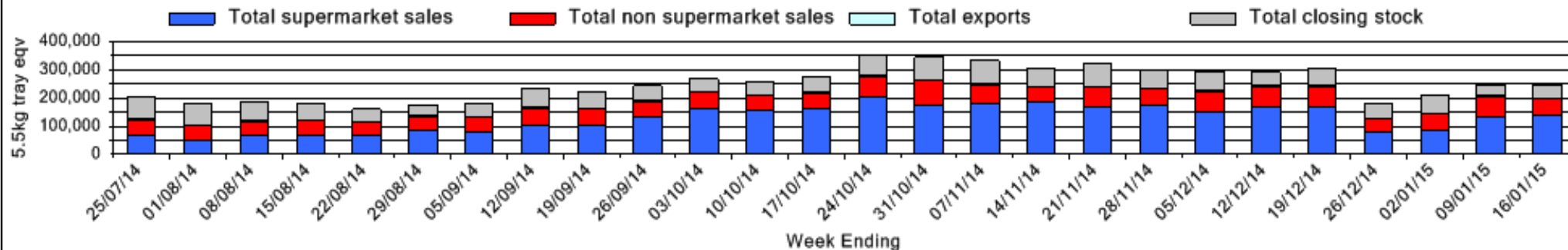
Week 3 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Adelaide)	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)
Favco Queensland Pty Ltd (Brisbane)	WA Farm Direct (Perth)
Fresh Choice WA Pty Ltd (Perth)	

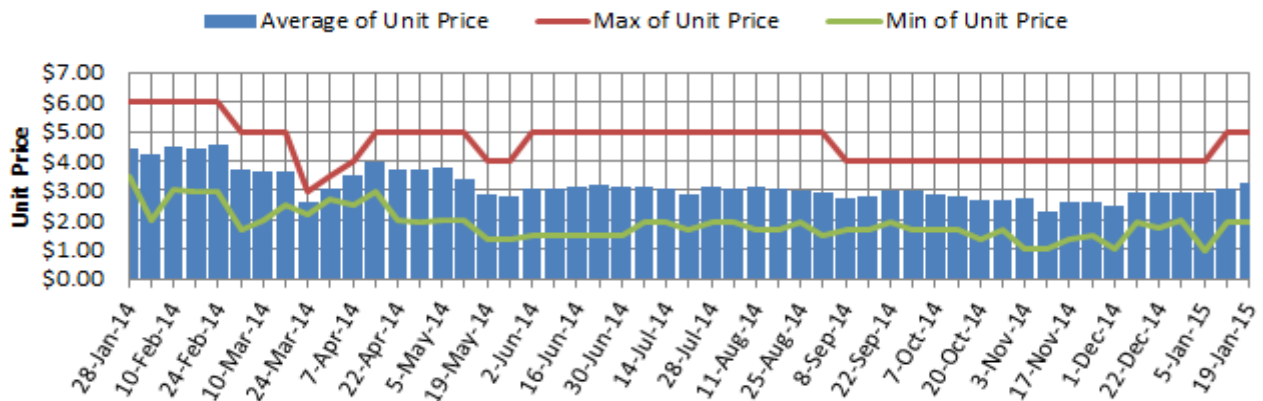
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	27,572		208	27,780	1,475			1,475	2,682						30,254		208	30,462
Total non supermarket sales	7,259		343	7,602	87			87	158						7,417		343	7,760
Total exports																		
Total sales	34,831		551	35,382	1,562			1,562	2,840						37,671		551	38,222
Total Stock on Hand	1,812			1,812											1,812			1,812
QLD																		
Total supermarket sales	48,180		288	48,468	2,052			2,052	3,731	600			600	109	52,020		288	52,308
Total non supermarket sales	21,495			21,495						120			120	22	21,517			21,517
Total exports																		
Total sales	69,675		288	69,963	2,052			2,052	3,731	720			720	131	73,537		288	73,825
Total Stock on Hand	9,346			9,346											9,346			9,346
SA & TAS																		
Total supermarket sales	13,526			13,526	96			96	175						13,701			13,701
Total non supermarket sales	6,990		771	7,761	839		138	977	1,776						8,515		1,022	9,537
Total exports																		
Total sales	20,516		771	21,287	935		138	1,073	1,951						22,216		1,022	23,238
Total Stock on Hand	16,549		880	17,429	388		99	487	885						17,254		1,060	18,314
VIC																		
Total supermarket sales	29,879			29,879	1,043			1,043	1,896						31,775			31,775
Total non supermarket sales	8,408		2,055	10,463	1,155		428	1,583	2,878						10,508		2,834	13,342
Total exports																		
Total sales	38,287		2,055	40,342	2,198		428	2,626	4,775						42,283		2,834	45,117
Total Stock on Hand	10,803		1,226	12,029	54		140	194	353						10,901		1,481	12,381
WA																		
Total supermarket sales	11,068			11,068	406			406	738						11,806			11,806
Total non supermarket sales	3,110			3,110	579			579	1,053						4,163			4,163
Total exports	2,470			2,470	704			704	1,280						3,750			3,750
Total sales	16,648			16,648	1,689			1,689	3,071						19,719			19,719
Total Stock on Hand	5,344			5,344	56			56	102						5,446			5,446
Total																		
Total supermarket sales	130,225		496	130,721	5,072			5,072	9,222	600			600	109	139,556		496	140,052
Total non supermarket sales	47,262		3,169	50,431	2,660		566	3,226	5,865	120			120	22	52,120		4,199	56,319
Total exports	2,470			2,470	704			704	1,280						3,750			3,750
Total sales	179,957		3,665	183,622	8,436		566	9,002	16,367	720			720	131	195,426		4,695	200,120
Total Stock on Hand	43,854		2,106	45,960	498		239	737	1,340						44,759		2,541	47,300

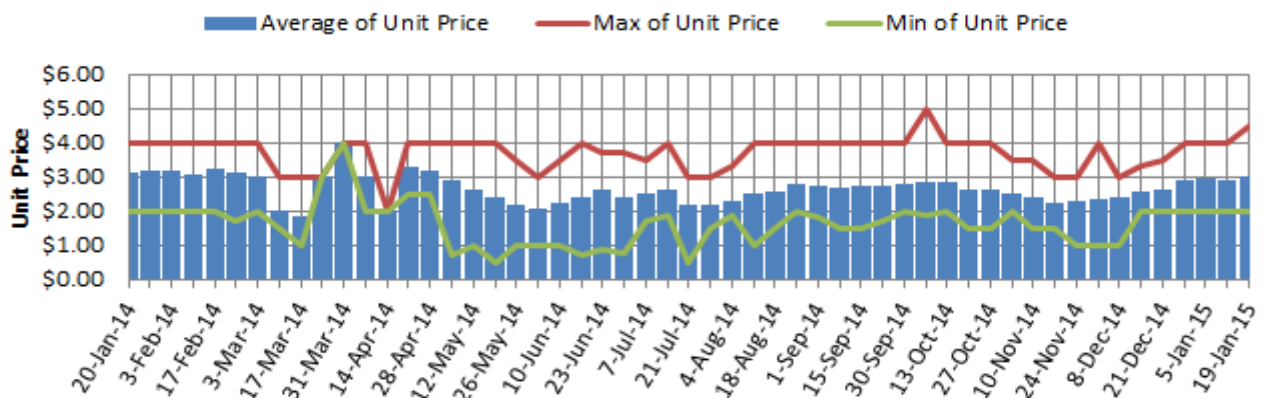
Weekly National Sales



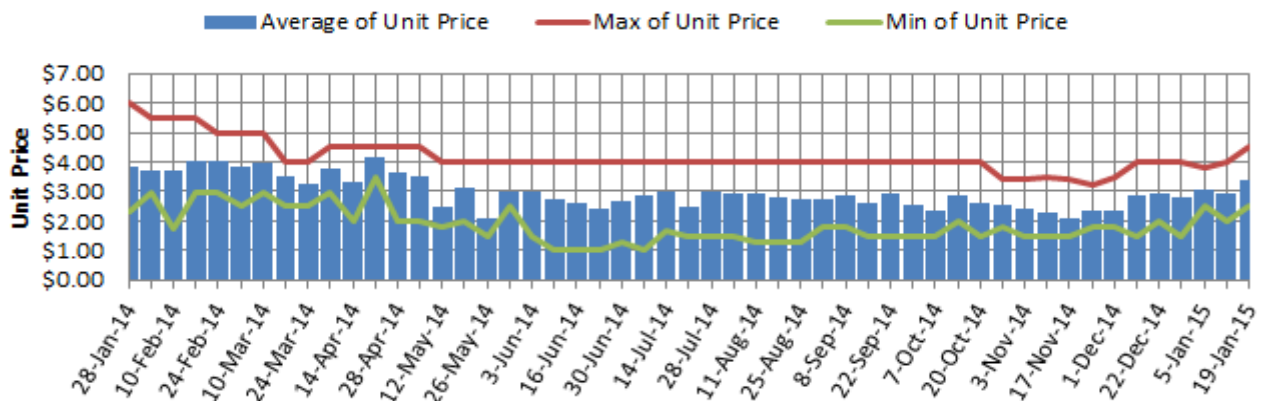
Hass Avocado Average Retail Prices - Sydney



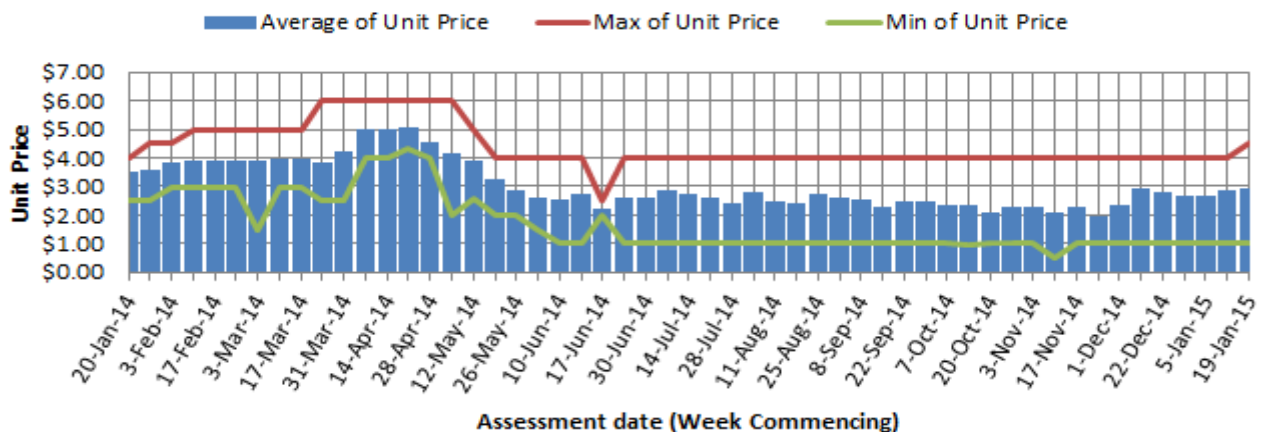
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

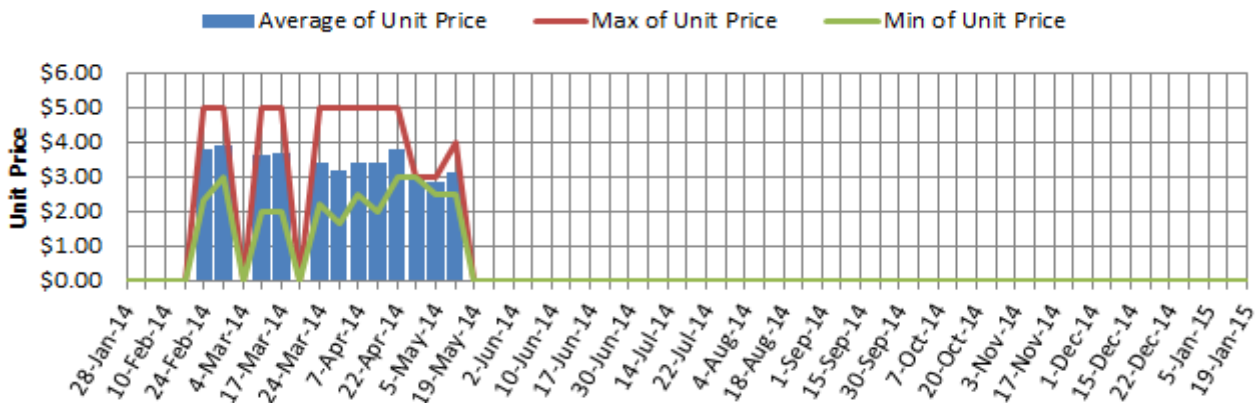


Hass Avocado Average Retail Prices - Perth

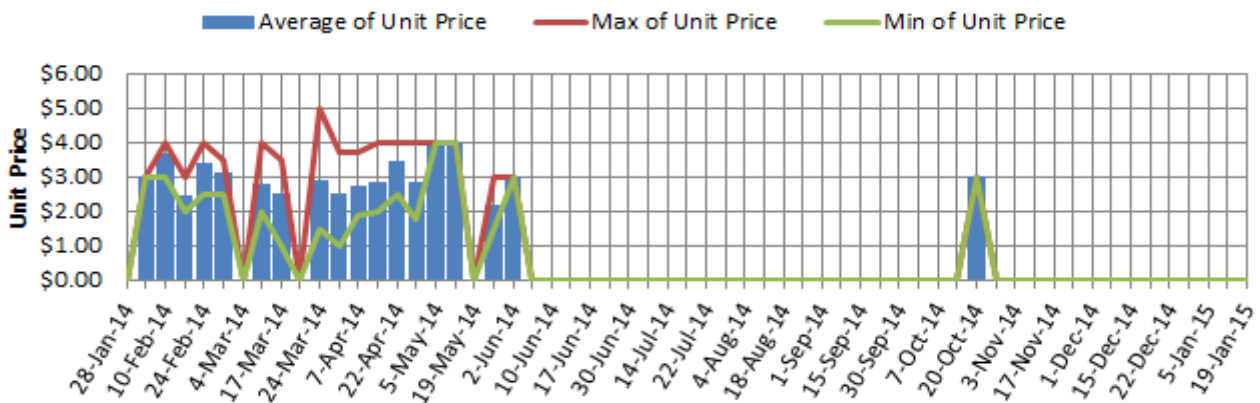


Assessment date (Week Commencing)

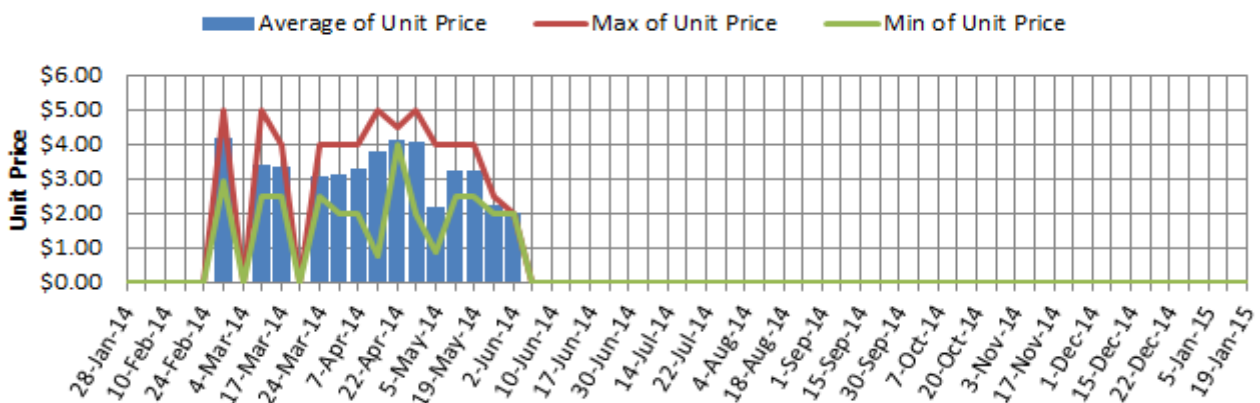
Shepard Avocado Average Retail Prices - Sydney



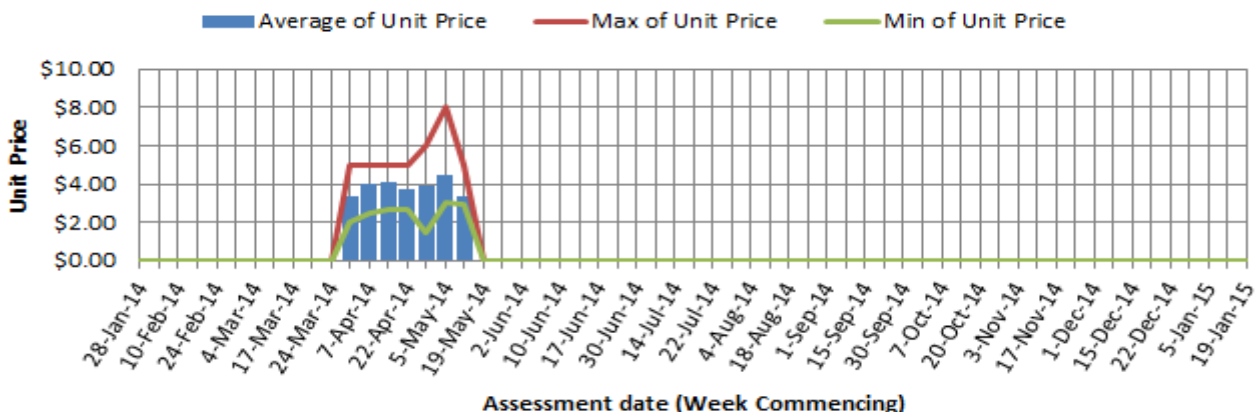
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 19th January 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	280	2.48	No	NZ
Woolworths	Hass	280	2.48	No	NZ
Woolworths	Hass	280	2.48	No	NZ
I	Reed	420	2.50	Store	Aus
Coles	Hass	250	2.98	No	NZ
Coles	Hass	240	2.98	No	NZ
IGA	Hass	230	2.98	No	Aus
Coles	Hass	270	2.98	No	NZ
Foodworks	Hass	250	2.99	No	NZ
I	Hass	270	3.48	No	Aus
IGA	Hass	250	3.49	No	NZ
I	Hass	250	3.49	No	Aus
I	Hass	310	3.99	No	NZ
I	Hass	320	3.99	No	NZ
I	Hass	310	3.99	No	NZ
I	Hass	300	4.99	No	Aus
BRISBANE					
I	Hass	195	1.99	No	NZ
I	Hass	182	1.99	Store	NZ
Coles	Hass	200	2.50	No	NZ
Coles	Hass	200	2.50	No	NZ
Coles	Hass	220	2.50	No	NZ
I	Hass	305	2.50	No	NZ
I	Reed	400	2.69	Store	NZ
IGA	Hass	230	2.98	No	NZ
I	Reed	455	2.99	No	NZ
Woolworths	Hass	305	3.45	No	Aus
Woolworths	Hass	220	3.48	No	Aus
I	Hass	335	3.69	No	Aus
I	Hass	295	3.79	No	NZ
IGA	Hass	310	3.99	No	NZ
Coles	Hass	220	2.50	No	NZ

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	160	2.49	No	Aus
I	Hass	210	2.49	No	NZ
Woolworths	Hass	280	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	180	2.98	No	Aus
Coles	Hass	215	2.98	No	Aus
Woolworths	Hass	255	2.98	No	Aus
I	Reed	420	3.99	No	Aus
I	Hass	305	3.99	No	Aus
I	Hass	320	4.50	No	Aus
I	Hass	330	4.50	No	Aus
I	Reed	420	4.98	No	Aus
PERTH					
Woolworths	Hass	245	1.98	No	Aus
Woolworths	Hass	235	1.98	No	Aus
Woolworths	Hass	205	1.98	No	Aus
I	Hass	200	2.48	No	Aus
Coles	Hass	175	2.68	No	Aus
Coles	Hass	200	2.68	No	Aus
Coles	Hass	215	2.68	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	230	2.99	No	Aus
IS	Hass	245	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	175	3.49	No	Aus
I	Hass	280	3.99	No	Aus
I	Hass	250	3.99	No	Aus
IGA	Hass	330	3.99	No	Aus
IGA	Hass	305	4.49	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