



INFOCADO WEEKLY REPORT: 9th — 15th January 2016 (Week 3)

Comments

- The weekly dispatch volume (192,082 trays) was slightly lower than the week's forecast by about 46,379 trays (19%).
- The four weekly forecast is yet to indicate the beginning of the NQ Shepard season. Infocado packhouse contributors are reminded to update their four week forecast a month before they start harvesting (refer P 2).
- The largest volume of dispatches originated from Western Australia (111,035 tray eqv.). The Sydney market received the highest volume (63,539 tray eqv.), size 20 continues to dominant sizing (35,876 tray eqv.) (refer P 3).
- Improved participation from wholesalers has allowed data from across all cities to be presented. AAL would like to thank all wholesalers for their efforts in contributing their weekly data (refer P 5).

[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](#)

Marketing Update:

AAL's Chairman Jim Kochi featured on 666ABC (Canberra's local ABC radio show) The Fit Dietitian: Summer Foods edition just before Christmas chatting with the hosts about his love for avocados.

And avocados continued to gain traction on social media over the Christmas break with many avo recipes being "liked" or "shared" on Facebook.

For a full brief please refer to the Guacamole Enewsletter - 8 Jan 2016.

Upcoming Holidays

Australia Day (Aus): 26th Jan | Auckland Anniversary (NZ): 1st Feb | Waitangi Day (NZ): 8th Feb | Labour Day (WA): 7th March |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale 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.

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 3 - 7)

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

Week 3 - begin 09/01/2016

Hass	211,196	8,141	15,000	228,725
Lamb Hass	6,600	382		7,295
Reed	1,940	276		2,442
Week Total	219,736	8,799	15,000	238,461

Week 4 - begin 16/01/2016

Hass	126,646	5,275	5,000	137,146
Lamb Hass	7,388	193		7,739
Reed	13,600	196		13,956
Week Total	147,634	5,664	5,000	158,841

Week 5 - begin 23/01/2016

Hass	215,170	9,047	5,000	232,528
Lamb Hass	5,000	288		5,524
Reed	8,000			8,000
Week Total	228,170	9,335	5,000	246,052

Week 6 - begin 30/01/2016

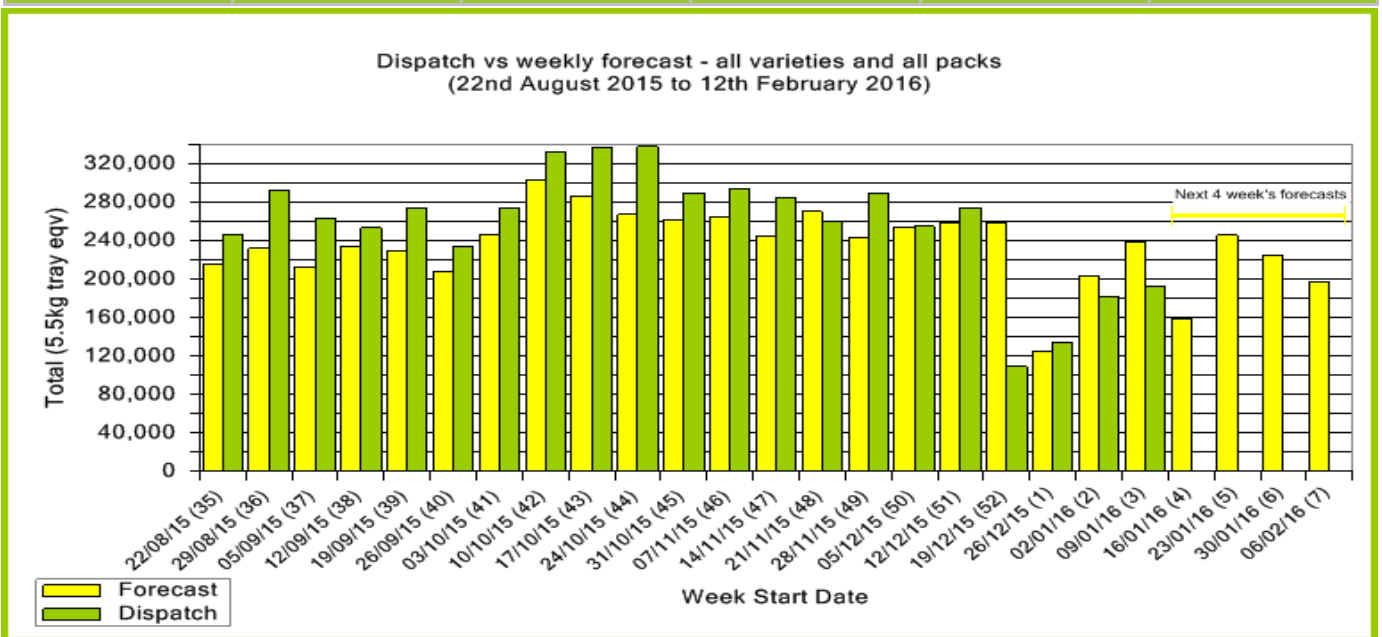
Hass	197,583	7,631	5,000	212,367
Lamb Hass	4,000	288		4,524
Reed	8,000			8,000
Week Total	209,583	7,919	5,000	224,890

Week 7 - begin 06/02/2016

Hass	174,860	7,036	5,000	188,562
Lamb Hass	1,000	88		1,160
Reed	8,000			8,000
Week Total	183,860	7,124	5,000	197,722

Dispatch Data (Week 3 - begin 9/01/2016)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	167,654	7,284	504	9,785	182,769
Lamb Hass	5,554	103			5,741
Reed	3,199	205			3,572
Total	176,407	7,592	504	9,785	192,082



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 Forecast¹	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus - Disp + Mthly Forecast²	16,725	80,567	191,340	420,417	324,356	388,566	491,678	35,260	3,520	1,952,429
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550				1,184,834
USA³	0	0	0	0	0	0				0
Japan³	0	0	4,212	20,473	26,484	8,924				60,092
Other Asia³	973	6,951	28,265	61,567	63,798	41,573				203,126
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	439,062	216,022	0	0	1,901,211

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)

Industry Dispatches By Origin Region and Count Size : 9th January - 15th January 2016 (Wk 3)

Origin Region	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
Central NSW		428	334	866	249	82	103		2,062	132			2,302
New Zealand		2,735	5,865	12,690	11,803	15,954	6,311	16,024	71,382				71,382
Tri State	1,229	2,138	1,480	1,462	471	155			6,935	235			7,362
WA/NT	8,626	12,252	15,353	20,858	16,659	11,224	8,747	2,309	96,028	7,225	504	9,785	111,035
	9,855	17,553	23,032	35,876	29,182	27,415	15,161	18,333	176,407	7,592	504	9,785	192,082

Origin of Avocado



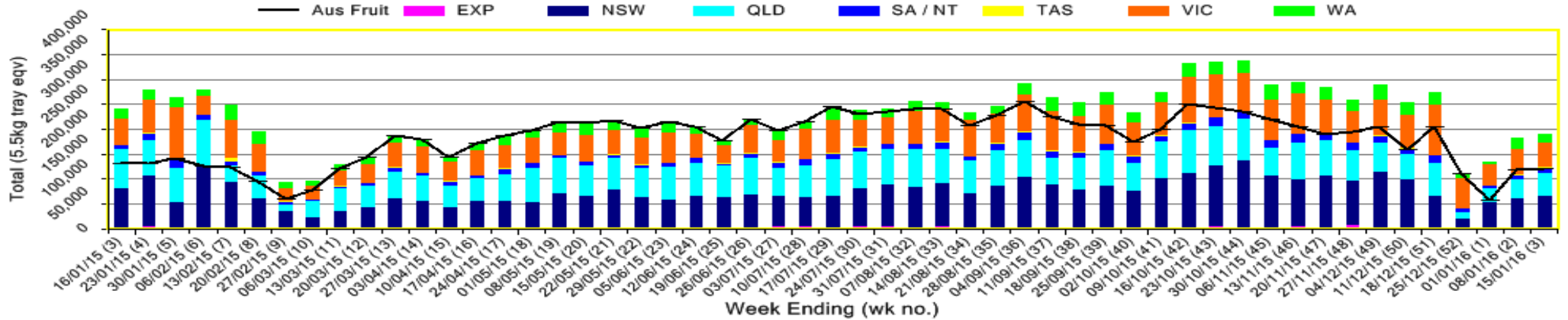
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 9th January - 15th January 2016 (Wk 3)

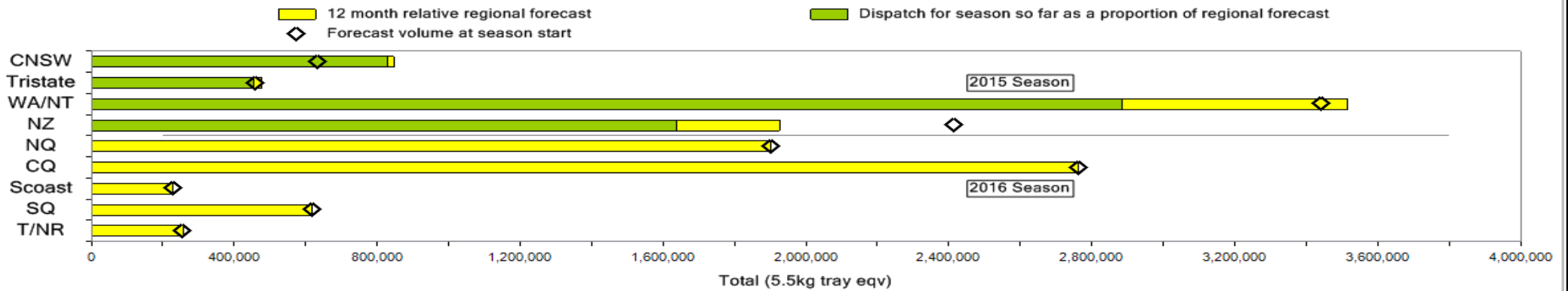
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	50		40					1,030	1,120	960			2,865
NSW	4,440	4,649	6,501	11,534	8,736	10,658	4,673	9,403	60,594	1,620			63,539
QLD	3,391	7,458	7,067	7,485	5,315	5,263	2,188	4,742	42,909	864			44,480
SA / NT		480	818	2,045	5,096	2,640	624	159	11,862	192			12,211
TAS				801		289	151		1,241				1,241
VIC	1,452	4,395	7,491	12,373	7,764	4,847	1,960	2,811	43,093	3,426			49,322
WA	522	571	1,115	1,638	2,271	3,718	5,565	188	15,588	530	504	9,785	18,423
Total	9,855	17,553	23,032	35,876	29,182	27,415	15,161	18,333	176,407	7,592	504	9,785	192,082

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 508,729 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which can be updated monthly by contributors.

Percentage dispatched by region (Based on seasonal forecast - 2016)



Week 3 Contributors - Packhouses

The Avolution (Consolidator)	Mariners Rest (WA)
Natures Fruit Company (Consolidator)	Golden Hill Avocados (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
KV & JM Lehmann (TRI)	Willow Creek (WA)
Golden Hill Packing Pty Ltd (TRI)	Advance Packing & Marketing Services P/L (WA)
Chinoola Orchards (TRI)	VP & EA Farrell (WA)
Avonova (WA)	CNSW: Less than 3 contributors

Week 3 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Brisbane)	The La Manna Group (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	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	31,879		1,530	33,409	480		71	551	1,002						32,752		1,659	34,411
Total non supermarket sales	11,543		682	12,225	89		56	145	264						11,705		784	12,489
Total exports																		
Total sales	43,422		2,212	45,634	569		127	696	1,265						44,457		2,443	46,899
Total Stock on Hand	24			24											24			24
QLD																		
Total supermarket sales	19,540			19,540	768			768	1,396						20,936			20,936
Total non supermarket sales	2,487			2,487						24			24	4	2,491			2,491
Total exports																		
Total sales	22,027			22,027	768			768	1,396	24			24	4	23,428			23,428
Total Stock on Hand	8,234			8,234											8,234			8,234
SA & TAS																		
Total supermarket sales	15,889		432	16,321	192			192	349						16,238		432	16,670
Total non supermarket sales	6,434		1,547	7,981	753		368	1,121	2,038						7,803		2,216	10,019
Total exports																		
Total sales	22,323		1,979	24,302	945		368	1,313	2,387						24,041		2,648	26,689
Total Stock on Hand	4,597		1,114	5,711	334		114	448	815						5,204		1,321	6,526
VIC																		
Total supermarket sales	24,753		2,552	27,305	958		88	1,046	1,902						26,495		2,712	29,207
Total non supermarket sales	5,960		588	6,548	302		288	590	1,073						6,509		1,112	7,621
Total exports																		
Total sales	30,713		3,140	33,853	1,260		376	1,636	2,975						33,004		3,824	36,828
Total Stock on Hand	2,643		52	2,695											2,643		52	2,695
WA																		
Total supermarket sales	11,231		288	11,519	340		2	342	622						11,849		292	12,141
Total non supermarket sales	2,727			2,727	189			189	344						3,071			3,071
Total exports	1,120			1,120	960			960	1,745						2,865			2,865
Total sales	15,078		288	15,366	1,489		2	1,491	2,711						17,785		292	18,077
Total Stock on Hand	2,145			2,145	104			104	189						2,334			2,334
Total																		
Total supermarket sales	103,292		4,802	108,094	2,738		161	2,899	5,271						108,270		5,095	113,365
Total non supermarket sales	29,151		2,817	31,968	1,333		712	2,045	3,718	24			24	4	31,579		4,112	35,691
Total exports	1,120			1,120	960			960	1,745						2,865			2,865
Total sales	133,563		7,619	141,182	5,031		873	5,904	10,735	24			24	4	142,715		9,206	151,921
Total Stock on Hand	17,643		1,166	18,809	438		114	552	1,004						18,439		1,373	19,813

Weekly National Sales

