



## INFOCADO WEEKLY REPORT: 3rd — 9th August 2013 (Wk 32)



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### Comments

- At this time last year volumes started to drop off quite significantly on a weekly basis. If the weekly forecasts are currently correct however volumes for the next three weeks at least will be maintained at around the same levels as they are this week with only Australian fruit in the market. Longer term forecasts show that NZ fruit will start to enter the market some time in September.
- Please note a change has been made to the Percentage Dispatched by Region graph on page 4 of this report. A scale has been included at the bottom of the graph to give a more clear indication of volume. If you have any feedback about this change please email [infocado@avocado.org.au](mailto:infocado@avocado.org.au) or phone 07 3846 6466.
- There were no catalogue specials in any states this week however the warmer temperatures on the Eastern Seaboard should hopefully help to push volumes through the market.
- The Qualicado Workshop in NQ is being held this Thursday 15 August. The RSVP date has closed however if you have any last minute questions about the workshop please contact Julie Petty on 0458 004 198 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au).

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

- In terms of the levy funded promotional campaign, the focus of the next 6 months will be the launch of a tactical advertising campaign targeting breakfast as a specific opportunity to grow avocado usage. This was identified in the market research as an opportunity for growth particularly with consumers classified through the segmentation analysis as Avocado Lovers and Enthusiasts. This campaign will encourage Avocado Lovers to include avocados for breakfast (more often) during the week, which is about reinforcing and extending existing behaviour, rather than trying to change behaviour. During August the breakfast campaign will be started via social media and the Australian Avocado website before starting proposed magazine advertising during September, October and November. Food and lifestyle magazine titles will be the main focus supported by digital display banner advertising online.
- The July 2013 Quarterly Report forecasts a total of 747,474 5.5kg eqv trays in the market place for September with 723,065 5.5kg eqv trays being Hass.
- The weekly Infocado Report will be published as usual despite the Australia/New Zealand Conference taking place from the 9-12th September. If you are planning on attending the conference please either submit your data before you leave or make arrangements for another staff member to fill in for you. The Avocados Australia office will be attended if you do have any concerns or questions regarding Infocado that week. Please call 07 3846 6566 or email [infocado@avocado.org.au](mailto:infocado@avocado.org.au)

### Upcoming Holidays

QLD EKKA Show Holiday: 14 August | WA Queen's Birthday: 30 September

### 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:

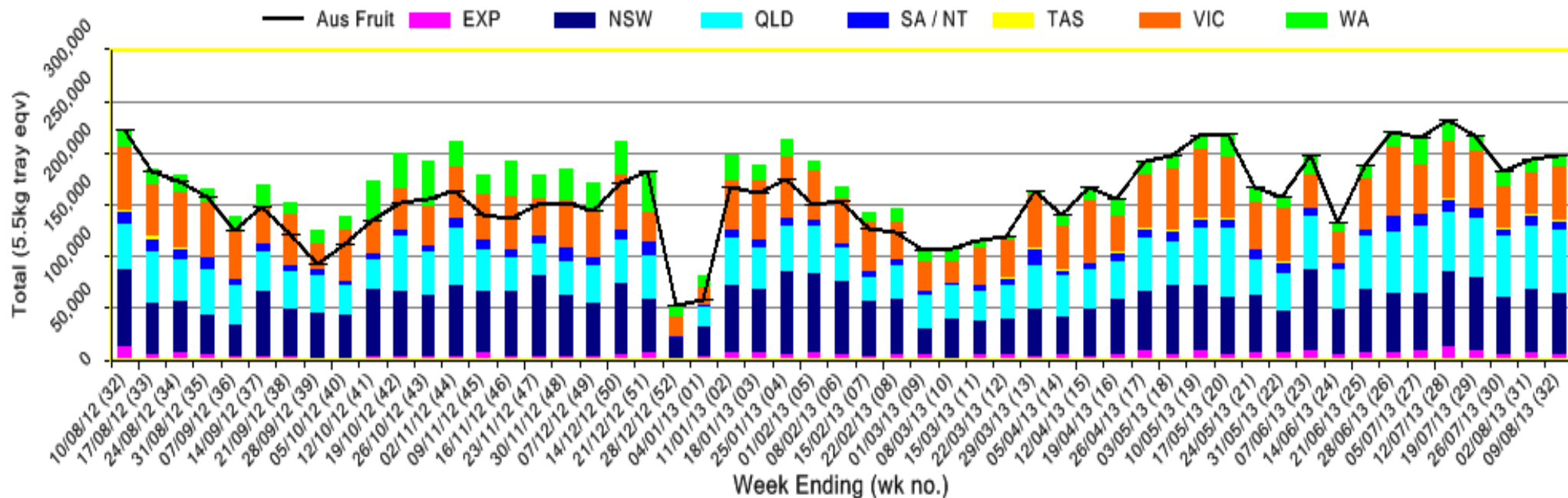
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 3rd August - 9th August 2013 (Wk 32)**

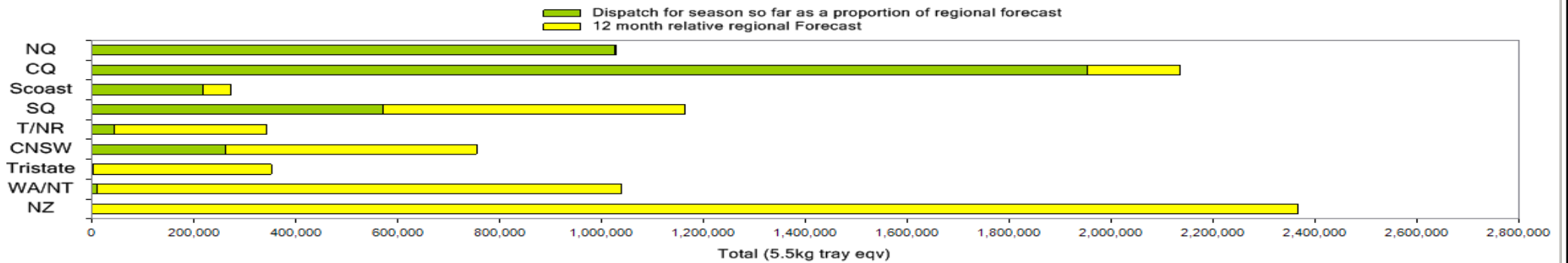
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP									1	3,628						<b>6,698</b>
NSW	365	942	3,819	10,799	1,717	6,545	4,898	3,053	1,519	<b>33,657</b>	13,703	1,105		1,000	<b>58,955</b>	
QLD	384	628	2,141	3,689	1,402	4,881	5,818	10,895	720	<b>30,558</b>	15,375	990	6,060		<b>59,795</b>	
SA / NT		307	167	1,761	9	359	863	1,624	34	<b>5,124</b>	1,712				<b>8,237</b>	
TAS							960			<b>960</b>	192				<b>1,309</b>	
VIC	291	9,483	6,025	7,477	2,728	6,501	6,127	1,724	1,115	<b>41,471</b>	5,781	312			<b>52,039</b>	
WA	11	103	467	1,264		1,934	2,300	857		<b>6,936</b>	1,028				<b>8,805</b>	
<b>Total</b>	<b>1,051</b>	<b>11,463</b>	<b>12,619</b>	<b>24,990</b>	<b>5,856</b>	<b>20,220</b>	<b>20,966</b>	<b>18,154</b>	<b>7,016</b>	<b>122,335</b>	<b>39,479</b>	<b>2,407</b>	<b>6,060</b>	<b>1,000</b>	<b>195,837</b>	

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 5,512,320 5.5kg tray eqv

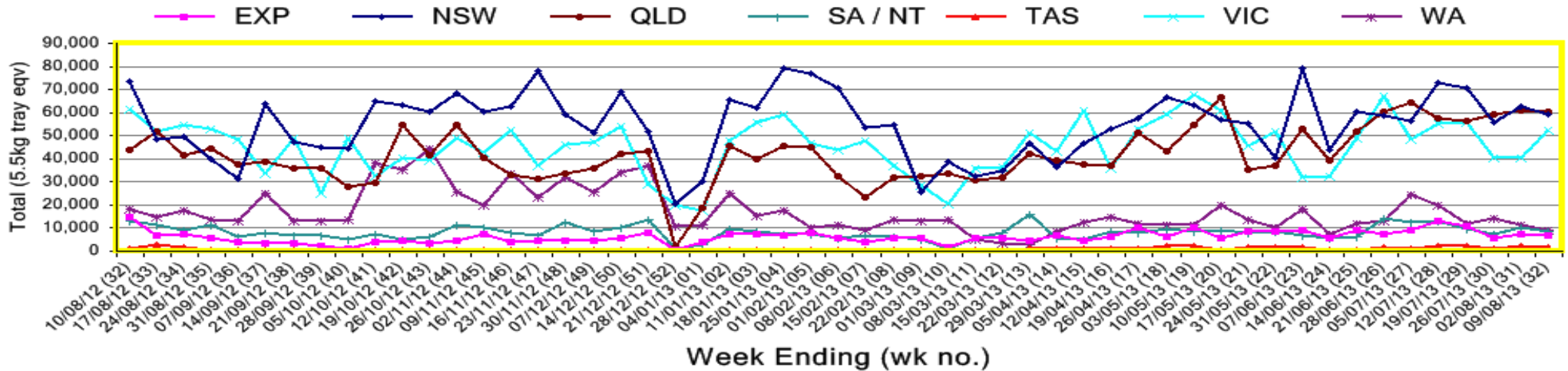




Percentage dispatched by region (Based on seasonal forecast - 2013)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2013 to date = 5,512,320 5.5kg tray eqv



**Week 32 contributors - Packhouses**

- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Midcoast Avocados (CNSW)
- Donovan Family Investment Trust (CQ)
- Simpson Farms Pty Ltd (CQ)
- Sunny Bluff Produce Pty Ltd (CQ)
- SuperPak (CQ)
- The Avolution (CQ, SQ)
- Avocado Industry Council (NZAGA)
- Balmoral Orchard (SQ)
- Green Nugget Orchards (SQ)
- Mountain Fresh (SQ)
- Perseverance Farming Co (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ, SC)
- Touchwood Farming (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Natures Fruit Company (SC)
- Sunfresh (SC)
- Aussie Orchards Growers & Packers (TAM/NR)
- Summerland House With No Steps (TAM/NR)
- T W Silver (TAM/NR)
- Tri State**
- Less than 3 packhouses contributors
- WA/NT**
- Less than 3 packhouses contributors

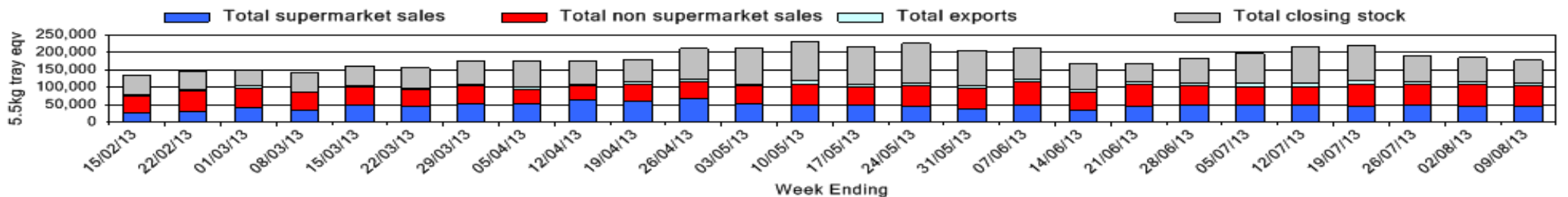
**Week 32 contributors - Wholesalers**

- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Premier Fruits Pty Ltd (Melbourne)
- Sculli & Co Pty Ltd (Melbourne)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

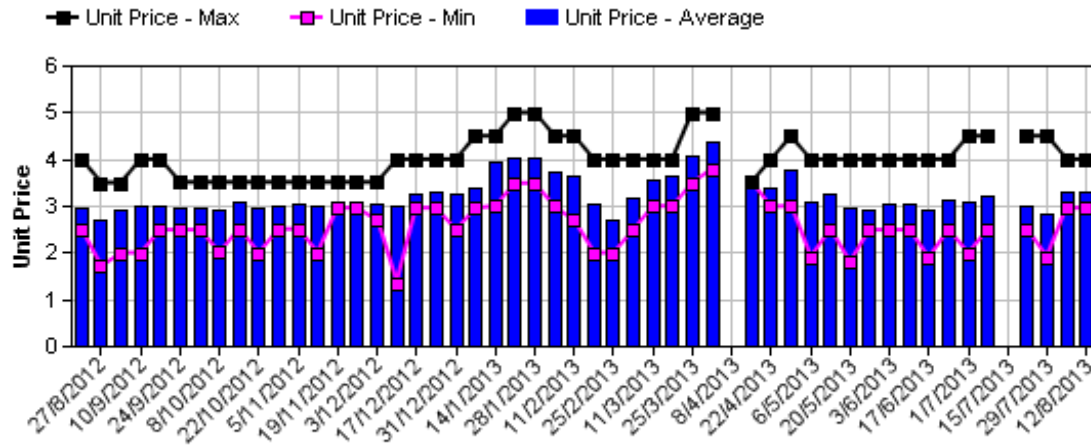
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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	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>	9,059		421	9,480	1,315			1,315	2,391	700			700	127	11,577		421	11,998
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	14,671		480	15,151											14,671		480	15,151
<b>Total non supermarket sales</b>	17,102			17,102	1,277			1,277	2,322						19,424			19,424
<b>Total exports</b>	3,629			3,629	1,592		96	1,688	3,069						6,524		175	6,698
<b>Total sales</b>	35,402		480	35,882	2,869		96	2,965	5,391					40,618		655	41,273	
<b>Total Stock on Hand</b>	20,781			20,781	785			785	1,427					22,208				22,208
SA & TAS																		
<b>Total supermarket sales</b>	7,105		457	7,562	174		80	254	462					7,421		602	8,024	
<b>Total non supermarket sales</b>	4,380			4,380	1,253			1,253	2,278					6,658				6,658
<b>Total exports</b>																		
<b>Total sales</b>	11,485		457	11,942	1,427		80	1,507	2,740					14,080		602	14,682	
<b>Total Stock on Hand</b>	8,977	24		9,001	4,503			4,503	8,187					17,164	24			17,188
VIC																		
<b>Total supermarket sales</b>	4,984		10,178	15,162	288			288	524					5,508		10,178	15,685	
<b>Total non supermarket sales</b>	8,199	49	4,909	13,158	3,473		311	3,784	6,880	81			81	15	14,529	49	5,474	20,052
<b>Total exports</b>																		
<b>Total sales</b>	13,183	49	15,087	28,319	3,761		311	4,072	7,404	81			81	15	20,036	49	15,652	35,738
<b>Total Stock on Hand</b>	12,504		1,442	13,946	1,946		930	2,876	5,229	25			25	5	16,047		3,133	19,180
WA																		
<b>Total supermarket sales</b>	1,646			1,646	24			24	44					1,690				1,690
<b>Total non supermarket sales</b>	2,265			2,265	1,768		145	1,913	3,478					5,480		264		5,743
<b>Total exports</b>																		
<b>Total sales</b>	3,911			3,911	1,792		145	1,937	3,522					7,169		264		7,433
<b>Total Stock on Hand</b>	4,737		5	4,742	824		41	865	1,573					6,235		80		6,315
Total																		
<b>Total supermarket sales</b>	33,947		11,535	45,482	526		80	606	1,102	700			700	127	35,031		11,681	46,712
<b>Total non supermarket sales</b>	35,464	49	4,909	40,423	9,046		456	9,502	17,276	81			81	15	51,926	49	5,738	57,714
<b>Total exports</b>	3,629			3,629	1,592		96	1,688	3,069						6,524		175	6,698
<b>Total sales</b>	73,040	49	16,444	89,534	11,164		632	11,796	21,447	781			781	142	93,481	49	17,593	111,123
<b>Total Stock on Hand</b>	48,623	24	1,447	50,094	8,572		971	9,543	17,351	25			25	5	64,213	24	3,213	67,450

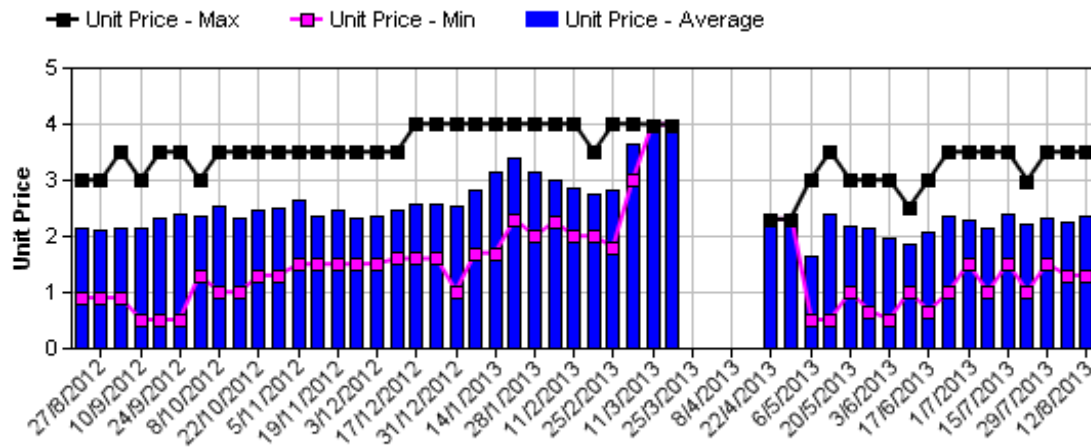
**Weekly National Sales**



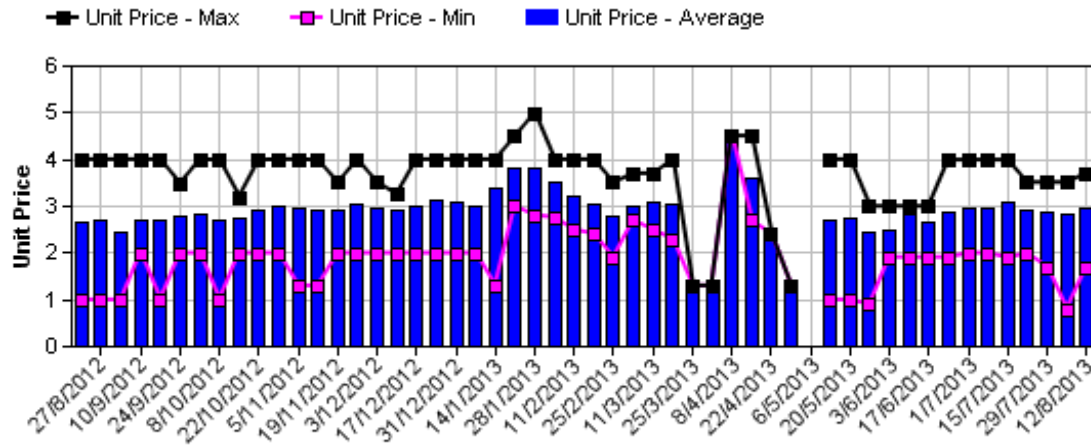
### Hass Avocado Average Retail Prices - Sydney



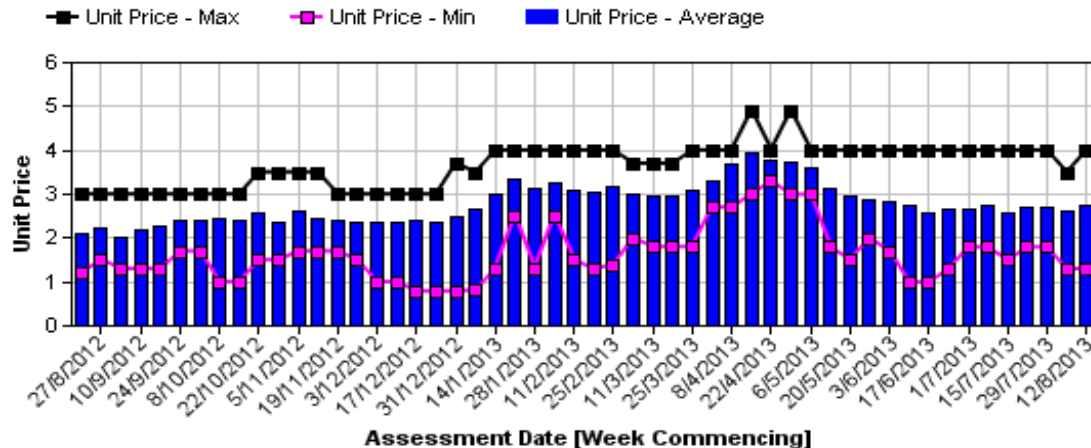
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



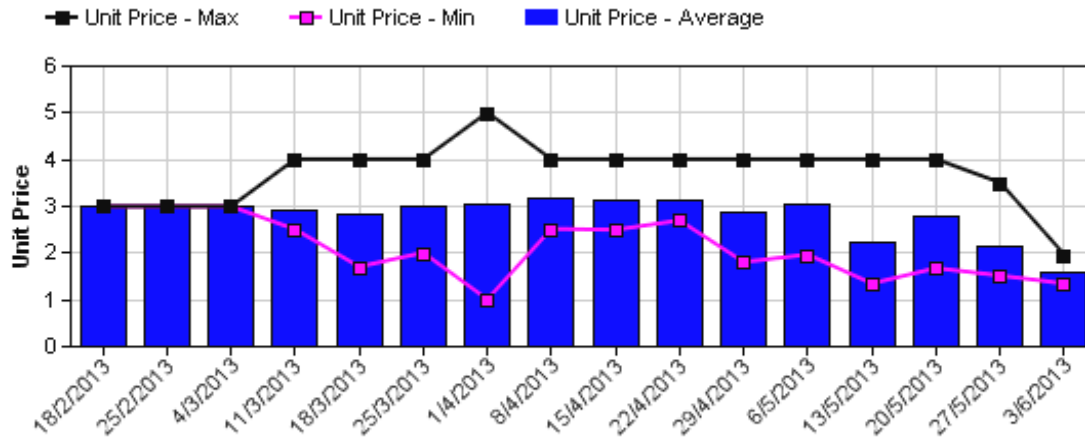
### Hass Avocado Average Retail Prices - Perth



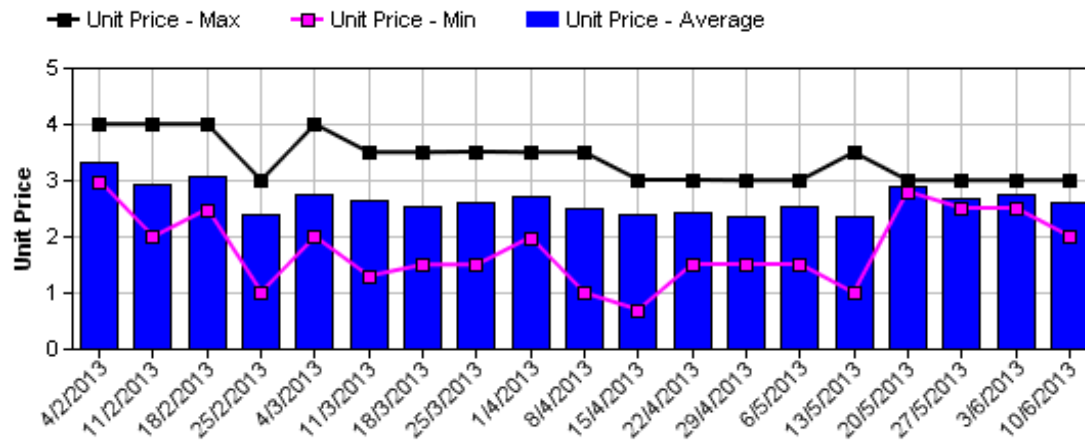
Assessment Date [Week Commencing]



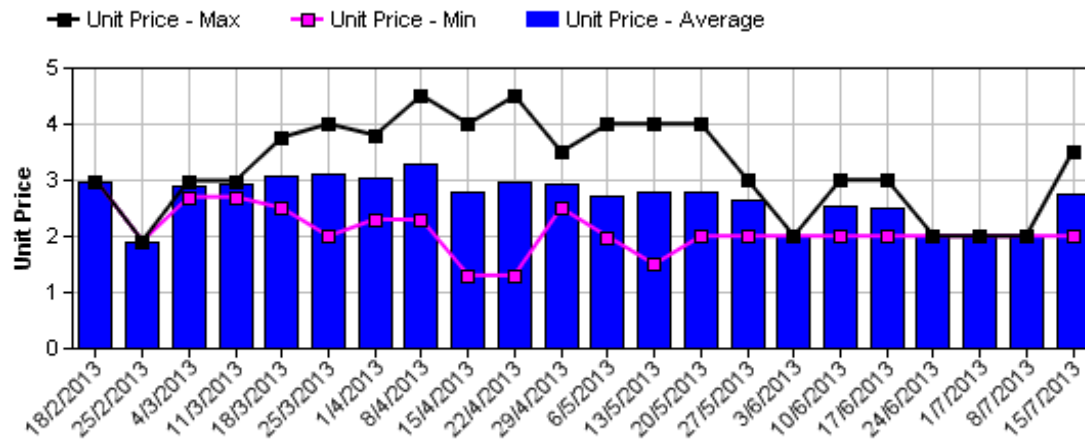
Shepard Avocado Average Retail Prices - Sydney



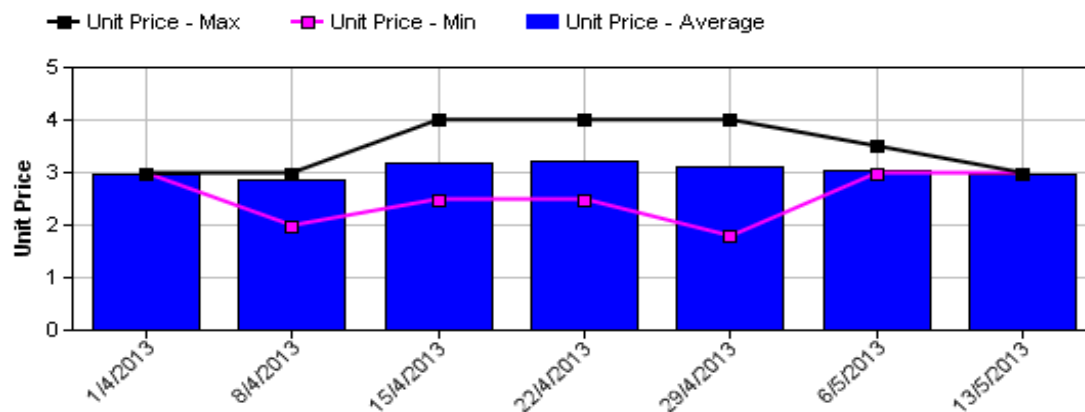
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 12th August 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
IGA	Hass	270	2.95	No	Aus
Woolworths	Hass	300	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	290	2.98	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	290	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	320	3.99	No	Aus
I	Hass	300	3.99	No	Aus
I	Hass	330	3.99	No	Aus
IGA	Hass	240	3.99	No	Aus
I	Hass	300	3.99	No	Aus
<b>BRISBANE</b>					
I	Reed	400	0.49	No	Aus
I	Hass	185	1.29	No	Aus
I	Hass	240	1.50	No	Aus
I	Hass	210	1.79	No	Aus
I	Reed	300	1.79	No	Aus
Woolworths	Hass	180	1.98	No	Aus
IGA	Hass	210	1.99	No	Aus
I	Hass	185	1.99	No	Aus
I	Reed	590	1.99	No	Aus
Coles	Hass	220	2.47	No	Aus
Coles	Hass	200	2.48	No	Aus
Coles	Reed	410	2.48	No	Aus
Coles	Hass	210	2.48	No	Aus
IGA	Hass	170	2.48	No	Aus
IGA	Hass	180	2.48	No	Aus
I	Hass	225	2.50	No	Aus
I	Hass	200	2.79	No	Aus
Woolworths	Hass	235	2.98	No	Aus
Woolworths	Hass	240	2.98	No	Aus
I	Hass	302	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	235	1.69	No	NS
I	Hass	260	1.99	No	Aus
I	Hass	230	2.29	No	NS
I	Hass	250	2.69	No	NS
Safeway	Hass	235	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Safeway	Hass	230	2.98	No	Aus
Coles	Hass	255	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Safeway	Hass	250	2.98	No	Aus
IS	Hass	240	2.99	No	Aus
IGA	Hass	285	2.99	No	Aus
I	Hass	275	3.48	No	Aus
I	Hass	274	3.69	No	Aus
I	Hass	255	3.70	No	NS
I	Hass	270	3.70	No	NS
<b>PERTH</b>					
IS	Hass	165	1.29	Store	Aus
I	Hass	265	1.98	No	Aus
Coles	Hass	200	2.48	No	Aus
Woolworths	Hass	210	2.48	No	Aus
Coles	Hass	195	2.48	No	Aus
Woolworths	Hass	190	2.48	No	Aus
Woolworths	Hass	195	2.48	No	Aus
Coles	Hass	212	2.48	No	Aus
IGA	Hass	195	2.79	No	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	246	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	275	3.49	No	Aus
IGA	Hass	290	3.49	No	Aus
IGA	Hass	248	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