



# INFOCADO WEEKLY REPORT: 1st — 7th August 2015 (Week 32)

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## Comments

- The weekly dispatch volume (257,059 trays) edged higher than the weeks forecast by about 15,000 trays (6%).
- The wide range of greenskin varieties continue to be represented in dispatches along with the dominant supply of Hass (refer P 2).
- The largest volume of dispatches originated from Central Queensland (52,931 trays). The Sydney, Melbourne and Brisbane markets all received relatively level volumes (56,000 - 57,200 trays), with size 20 again dominating total supplies (refer P 3).
- Average retail prices for Hass ranged from \$2.90 - \$3.40 / fruit across the major cities. Brisbane recorded the lowest average whilst Sydney recorded the highest, although this does not include multi-buy offers. Highest recorded retail price was \$4.99 / fruit in Sydney; Perth, Brisbane & Melbourne recorded \$3.99 / fruit. Brisbane once again recorded the lowest retail price at \$0.98 / fruit on discounted stock followed by Perth at \$2.39 / fruit (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

## Australian Avocados to Launch onto Instagram

Australian Avocados are set to expand their social media presence by launching onto Instagram. Having prioritised Facebook as the core social platform for avocados, it is now time to capitalise on the growing audience using Instagram daily.

Instagram is an online mobile photo and video-sharing social networking service that enables users to take pictures and videos and easily share them across a variety of social networking platforms including Facebook.

There are 4 million Australians currently using Instagram on a daily basis of which 500,000 are main grocery buyers. That's a significant opportunity for Australian Avocados to tap into and share other Lovers content. Stay tuned for more details as we launch later this month!

For a full brief please refer to the Guacamole Enewsletter - 7 Aug 2015.

## Upcoming Holidays

Queens's Birthday WA: 28th September | Labour Day NSW, QLD & SA: 5th October | Labour Day NZ: 26th October | Melbourne Cup VIC: 3rd November |

## 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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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 32 - 36)**

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

**Week 32 - begin 01/08/2015**

|                   |                |               |               |              |                |
|-------------------|----------------|---------------|---------------|--------------|----------------|
| Edrinol           | 72             |               |               |              | 72             |
| Fuerte            | 722            | 40            |               |              | 795            |
| Hass              | 200,052        | 14,416        | 22,000        | 8,850        | 231,872        |
| Lamb Hass         | 1,300          | 700           |               |              | 2,573          |
| Reed              | 6,000          |               |               |              | 6,000          |
| Sharwil           | 722            |               |               |              | 722            |
| <b>Week Total</b> | <b>208,868</b> | <b>15,156</b> | <b>22,000</b> | <b>8,850</b> | <b>242,033</b> |

**Week 33 - begin 08/08/2015**

|                   |                |               |               |              |                |
|-------------------|----------------|---------------|---------------|--------------|----------------|
| Edrinol           | 72             | 24            |               |              | 116            |
| Fuerte            | 846            | 40            |               |              | 919            |
| Hass              | 194,954        | 12,781        | 25,000        | 9,300        | 224,428        |
| Lamb Hass         | 1,300          | 700           |               |              | 2,573          |
| Reed              | 6,000          |               |               |              | 6,000          |
| Sharwil           | 846            |               |               |              | 846            |
| <b>Week Total</b> | <b>204,018</b> | <b>13,545</b> | <b>25,000</b> | <b>9,300</b> | <b>234,881</b> |

**Week 34 - begin 15/08/2015**

|                   |                |               |               |              |                |
|-------------------|----------------|---------------|---------------|--------------|----------------|
| Edrinol           | 72             |               |               |              | 72             |
| Fuerte            | 333            | 40            |               |              | 406            |
| Gwen              | 1,833          |               |               |              | 1,833          |
| Hass              | 178,105        | 12,806        | 20,000        | 9,300        | 206,716        |
| Lamb Hass         | 1,300          | 700           |               |              | 2,573          |
| Reed              | 6,000          |               |               |              | 6,000          |
| Sharwil           | 333            |               |               |              | 333            |
| <b>Week Total</b> | <b>187,976</b> | <b>13,546</b> | <b>20,000</b> | <b>9,300</b> | <b>217,932</b> |

**Week 35 - begin 22/08/2015**

|                   |                |               |               |              |                |
|-------------------|----------------|---------------|---------------|--------------|----------------|
| Edrinol           | 72             | 24            |               |              | 116            |
| Fuerte            | 303            | 40            |               |              | 376            |
| Gwen              | 1,667          |               |               |              | 1,667          |
| Hass              | 153,805        | 12,306        | 20,000        | 9,500        | 181,543        |
| Lamb Hass         | 1,300          | 700           |               |              | 2,573          |
| Reed              | 6,000          |               |               |              | 6,000          |
| Sharwil           | 303            |               |               |              | 303            |
| <b>Week Total</b> | <b>163,450</b> | <b>13,070</b> | <b>20,000</b> | <b>9,500</b> | <b>192,577</b> |

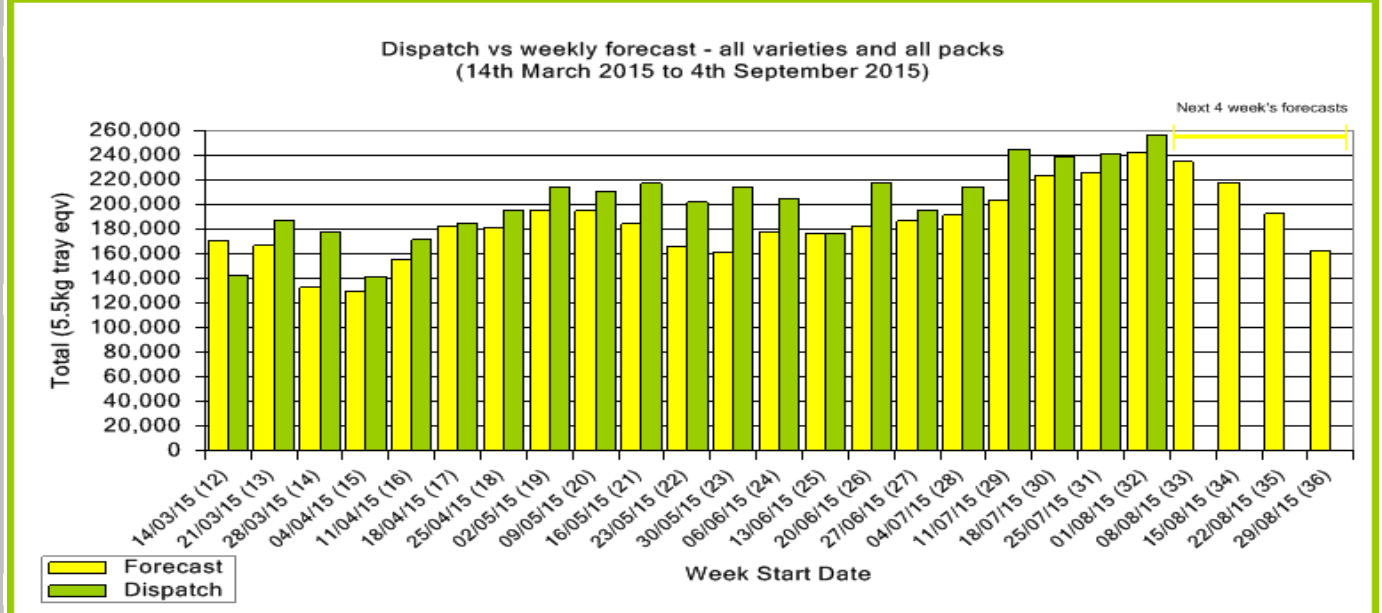
**Week 36 - begin 29/08/2015**

|                   |                |              |               |              |                |
|-------------------|----------------|--------------|---------------|--------------|----------------|
| Edrinol           | 72             |              |               |              | 72             |
| Fuerte            |                | 40           |               |              | 73             |
| Gwen              | 1,250          |              |               |              | 1,250          |
| Hass              | 141,075        | 8,486        | 20,000        | 8,300        | 161,649        |
| <b>Week Total</b> | <b>142,397</b> | <b>8,526</b> | <b>20,000</b> | <b>8,300</b> | <b>163,044</b> |

**Dispatch Data (Week 32 - begin 1/08/2015)**

| Variety | Trays     | Bulk | P/PK | Proc | Other | 5.5Kg Eqv   |
|---------|-----------|------|------|------|-------|-------------|
|         | 5.5Kg Eqv | 10Kg | Kg   | Kg   | Kg    | Total Trays |

|              |                |               |               |              |            |                |
|--------------|----------------|---------------|---------------|--------------|------------|----------------|
| Edrinol      | 72             |               |               |              |            | 72             |
| Fuerte       |                |               | 40            |              |            | 73             |
| Hass         | 186,183        | 25,363        | 27,914        | 8,340        | 600        | 238,998        |
| Lamb Hass    | 4,029          | 1,899         |               |              |            | 7,482          |
| Reed         | 7,304          | 1,159         |               |              |            | 9,411          |
| Sharwil      | 12             | 1             |               |              |            | 14             |
| Wurtz        | 917            | 51            |               |              |            | 1,010          |
| <b>Total</b> | <b>198,517</b> | <b>28,513</b> | <b>27,914</b> | <b>8,340</b> | <b>600</b> | <b>257,059</b> |



**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    |
|--------------------------------------|---------------|---------------|----------|----------|----------|----------|----------|----------|----------|------------------|
| <b>NZ-Aus Pre Season Forecast</b>    | 17,160        | 109,680       | 384,240  | 330,990  | 378,100  | 496,690  | 463,096  | 232,050  | 3,520    | <b>2,415,526</b> |
| <b>NZ-Aus Updated Mthly Forecast</b> | 17,160        | 109,680       | 384,240  | 330,990  | 378,100  | 496,690  | 463,096  | 232,050  | 3,520    | <b>2,415,526</b> |
| <b>Australia (from Infocado)</b>     | 16,725        | 16,805        |          |          |          |          |          |          |          | <b>33,530</b>    |
| <b>Australia (from ABS)</b>          |               |               |          |          |          |          |          |          |          | <b>0</b>         |
| <b>USA<sup>1</sup></b>               |               |               |          |          |          |          |          |          |          | <b>0</b>         |
| <b>Japan<sup>1</sup></b>             |               |               |          |          |          |          |          |          |          | <b>0</b>         |
| <b>Other Asia<sup>1</sup></b>        |               |               |          |          |          |          |          |          |          | <b>0</b>         |
| <b>Total Dispatch (Infocado + 1)</b> | <b>16,725</b> | <b>16,805</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>33,530</b>    |

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

**Industry Dispatches By Origin Region and Count Size : 1st August - 7th August 2015 (Wk 32)**

| Origin Region                 | 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               |
| Central NSW                   |              | 2,079        | 4,861         | 16,024        |              | 10,539        | 7,465         | 5,204         | 912          | <b>47,084</b>  | 4,421         | 11,000        | 8,000        |            | <b>58,577</b>       |
| Central Qld                   | 119          | 5,110        | 2,476         | 11,013        | 160          | 14,268        | 9,150         | 8,509         | 2,126        | <b>52,931</b>  | 13,416        |               | 340          |            | <b>77,386</b>       |
| New Zealand                   |              | 873          | 1,580         | 3,394         |              | 2,958         | 3,865         | 1,983         | 2,152        | <b>16,805</b>  |               |               |              |            | <b>16,805</b>       |
| North Qld                     |              |              |               | 123           |              |               | 152           | 141           |              | <b>416</b>     | 169           |               |              |            | <b>723</b>          |
| South Qld                     | 88           | 378          | 1,426         | 7,897         | 1,240        | 5,945         | 6,101         | 3,243         | 849          | <b>27,167</b>  | 3,462         | 10,464        |              |            | <b>35,365</b>       |
| Sunshine Coast                | 815          | 191          | 843           | 3,296         | 39           | 5,283         | 4,023         | 3,701         | 1,351        | <b>19,542</b>  | 4,192         |               |              |            | <b>27,164</b>       |
| Tamborine/<br>Northern Rivers |              | 871          | 3,009         | 5,044         | 347          | 4,402         | 3,236         | 2,289         | 1,274        | <b>20,472</b>  | 1,851         | 6,450         |              | 600        | <b>25,119</b>       |
| Tri State                     | 1            | 13           | 70            | 217           |              | 314           | 369           | 402           | 544          | <b>1,930</b>   | 442           |               |              |            | <b>2,734</b>        |
| WA/NT                         | 57           | 202          | 595           | 2,501         |              | 3,080         | 3,654         | 2,081         |              | <b>12,170</b>  | 560           |               |              |            | <b>13,188</b>       |
| <b>Total</b>                  | <b>1,080</b> | <b>9,717</b> | <b>14,860</b> | <b>49,509</b> | <b>1,786</b> | <b>46,941</b> | <b>38,004</b> | <b>27,412</b> | <b>9,208</b> | <b>198,517</b> | <b>28,513</b> | <b>27,914</b> | <b>8,340</b> | <b>600</b> | <b>257,059</b>      |

**Origin of Avocado**



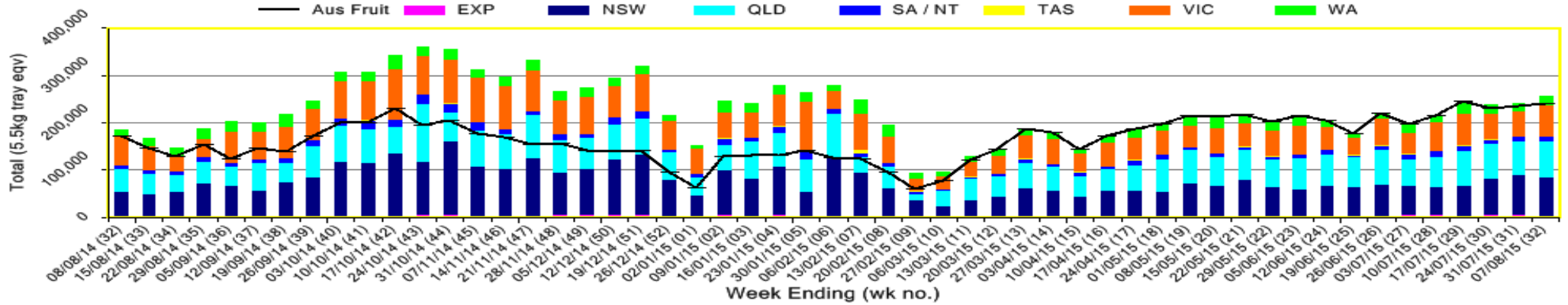
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 1st August - 7th August 2015 (Wk 32)**

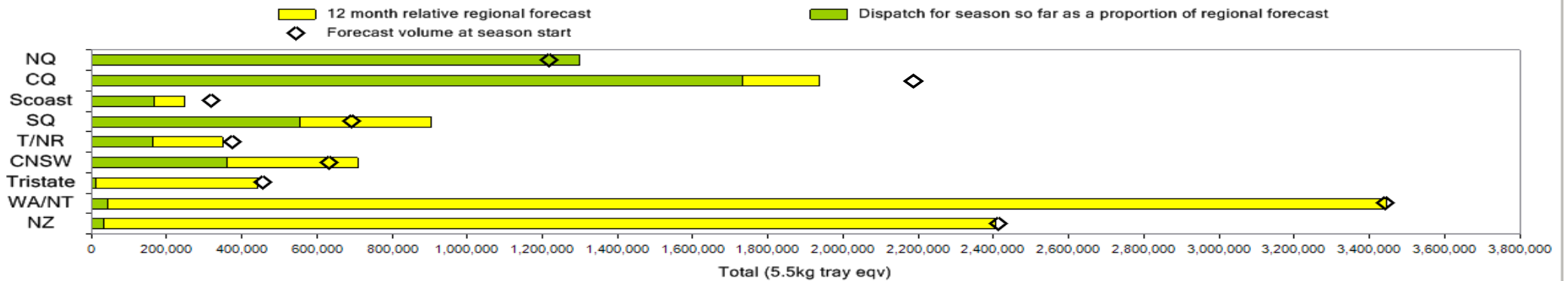
| Dest. State  | 5.5kg        | 5.5kg        | 5.5kg         | 5.5kg         | 5.5kg        | 5.5kg         | 5.5kg         | 5.5kg         | 5.5kg        | Trays - Total  | Bulk          | P/PK          | Proc         | Other      | 5.5Kg Eqv Trays All |
|--------------|--------------|--------------|---------------|---------------|--------------|---------------|---------------|---------------|--------------|----------------|---------------|---------------|--------------|------------|---------------------|
|              | <16          | 16           | 18            | 20            | 22           | 23            | 25            | 28            | 28+          | 5.5Kg Eqv      | 10Kg          | Kg            | Kg           | Kg         | Total               |
| EXP          |              |              | 9             |               |              |               |               |               | 3,021        | <b>3,030</b>   | 359           |               |              |            | <b>3,683</b>        |
| NSW          | 83           | 1,641        | 4,677         | 16,143        | 742          | 17,207        | 10,477        | 3,675         | 2,567        | <b>57,212</b>  | 11,880        | 5,314         | 4,000        |            | <b>80,505</b>       |
| QLD          | 192          | 2,771        | 3,013         | 12,189        | 605          | 10,635        | 10,906        | 14,073        | 1,521        | <b>55,905</b>  | 9,261         | 11,456        | 4,340        | 600        | <b>75,724</b>       |
| SA / NT      | 2            | 20           | 126           | 605           |              | 3,553         | 1,953         | 1,087         | 306          | <b>7,652</b>   | 790           | 3,936         |              |            | <b>9,804</b>        |
| TAS          |              |              |               |               |              |               | 800           | 608           |              | <b>1,408</b>   | 192           |               |              |            | <b>1,757</b>        |
| VIC          | 746          | 5,083        | 6,403         | 17,828        | 439          | 12,102        | 8,210         | 3,428         | 1,793        | <b>56,032</b>  | 4,847         | 7,208         |              |            | <b>66,156</b>       |
| WA           | 57           | 202          | 632           | 2,744         |              | 3,444         | 5,658         | 4,541         |              | <b>17,278</b>  | 1,184         |               |              |            | <b>19,431</b>       |
| <b>Total</b> | <b>1,080</b> | <b>9,717</b> | <b>14,860</b> | <b>49,509</b> | <b>1,786</b> | <b>46,941</b> | <b>38,004</b> | <b>27,412</b> | <b>9,208</b> | <b>198,517</b> | <b>28,513</b> | <b>27,914</b> | <b>8,340</b> | <b>600</b> | <b>257,059</b>      |

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 6,484,755 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). This can be updated monthly by contributors.

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



Week 32 Contributors - Packhouses

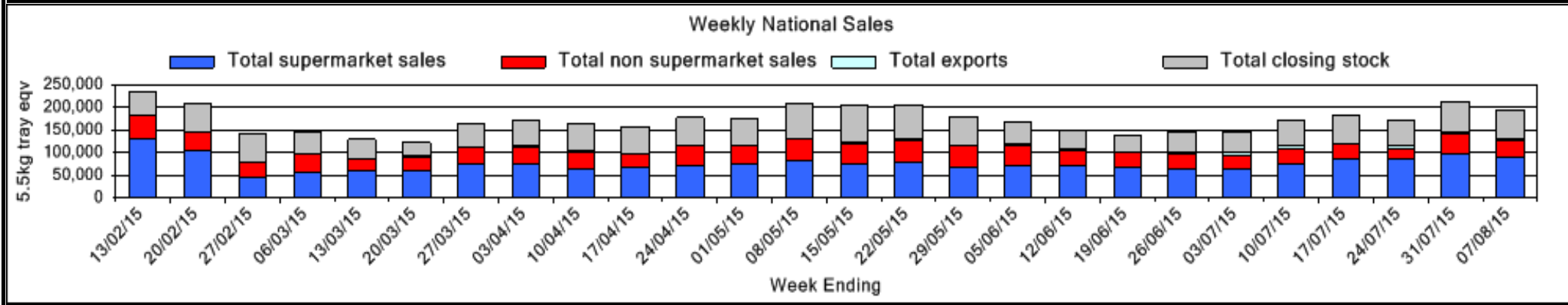
- |                                      |   |
|--------------------------------------|---|
| Natures Fruit Company (Consolidator) | Sunnyspot Packhouse Pty Ltd (SQ)        |
| One Harvest (Consolidator)           | Summerland House With No Steps (TNR)    |
| Simpson Farms Pty Ltd (Consolidator) | Aussie Orchards Growers & Packers (TNR) |
| Sunfresh (Consolidator)              | Coastal Avocados (TNR)                  |
| The Avolution (Consolidator)         | Golden Hill Packing Pty Ltd (TRI)       |
| Midcoast Avocados (CNSW)             | Justin Loffler (TRI)                    |
| I & A Tolson (CNSW)                  | Sunvale Produce Pty Ltd (TRI)           |
| Coastal Avocados (CNSW)              | Mildura Fruit Company (TRI)             |
| Avocado Industry Council (NZAGA)     | Klingbiel Family Trust (TRI)            |
| Mountain Fresh (SQ)                  | Green Pear Avocado (WA)                 |
| Green Nugget Orchards (SQ)           | The Avocado Grove (WA)                  |
| Wodonga Park Fruit and Nuts (SQ)     | Avowest (WA)                            |
| Touchwood Farming (SQ)               | CQ: Less than 3 contributors            |
| Perseverance Farming Co (SQ)         | SC: Less than 3 contributors            |
| Balmoral Orchard (SQ)                |   |

Week 32 Contributors - Wholesalers

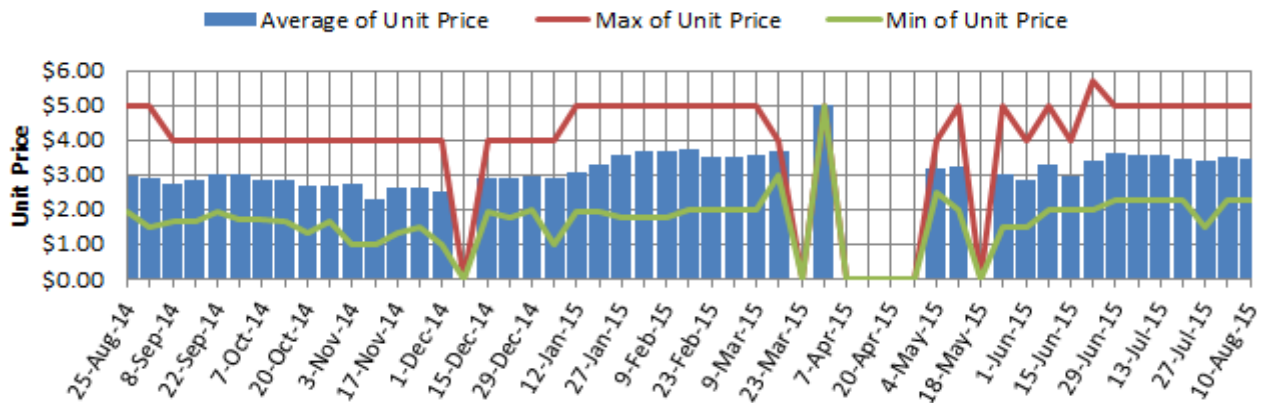
- |   |   |
|---|---|
| Allcrops Pty Ltd (Sydney)                   | Murray Bros (Brisbane)                    |
| C & S Ponte Produce Pty Ltd (Melbourne)     | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Adelaide)                      | Southern Cross Produce Pty Ltd (Sydney)   |
| Costa Farms (Brisbane)                      | The La Manna Group (Adelaide)             |
| Costa Farms (Melbourne)                     | The La Manna Group (Brisbane)             |
| De Luca Banana Marketing Pty Ltd (Brisbane) | The La Manna Group (Melbourne)            |
| Etherington (Perth)                         | United Fresh (Adelaide)                   |
| Exotic Fruit Traders (Sydney)               | VB Sculli (Melbourne)                     |
| 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

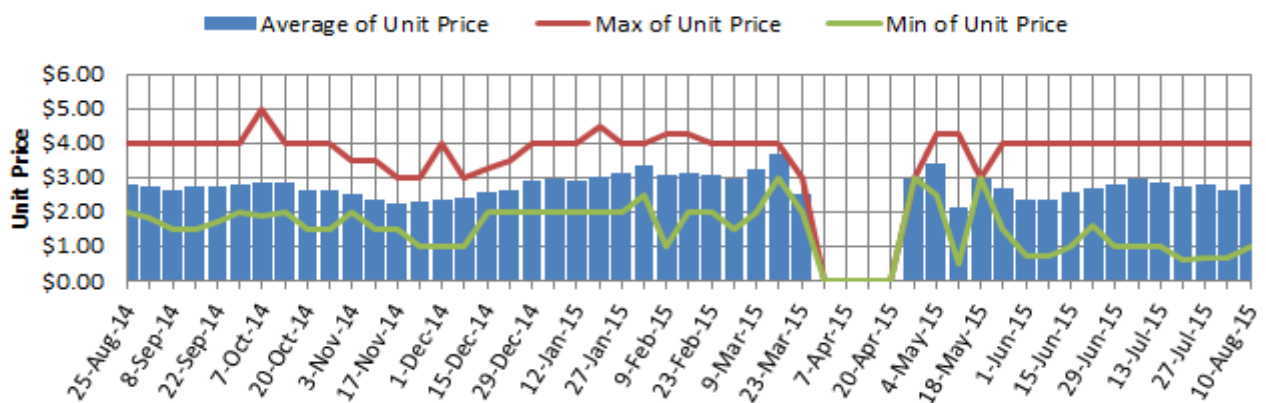
|                                    | Trays 5.5kg eqv (incl. Mod6 & P84) |         |              |                | Bulk 10Kg Cartons |         |            |              |               | Pre-Pack Kg   |         |            |               |              | Total (5.5Kg Eqv) |         |              |                |
|------------------------------------|------------------------------------|---------|--------------|----------------|-------------------|---------|------------|--------------|---------------|---------------|---------|------------|---------------|--------------|-------------------|---------|--------------|----------------|
|                                    | Hass                               | Shepard | Other        | Total          | Hass              | Shepard | Other      | Total        | 5.5Kg Eqv     | Hass          | Shepard | Other      | Total         | 5.5Kg Eqv    | Hass              | Shepard | Other        | Total          |
| NSW                                |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 25,777                             |         |              | <b>25,777</b>  | 480               |         |            | 480          | <b>873</b>    | 1,864         |         |            | 1,864         | <b>339</b>   | 26,989            |         |              | <b>26,989</b>  |
| <b>Total non supermarket sales</b> | 4,565                              |         |              | <b>4,565</b>   | 897               |         |            | 897          | <b>1,631</b>  |               |         |            |               |              | 6,196             |         |              | <b>6,196</b>   |
| <b>Total exports</b>               | 225                                |         |              | <b>225</b>     | 77                |         |            | 77           | <b>140</b>    |               |         |            |               |              | 365               |         |              | <b>365</b>     |
| <b>Total sales</b>                 | <b>30,567</b>                      |         |              | <b>30,567</b>  | <b>1,454</b>      |         |            | <b>1,454</b> | <b>2,644</b>  | <b>1,864</b>  |         |            | <b>1,864</b>  | <b>339</b>   | <b>33,550</b>     |         |              | <b>33,550</b>  |
| <b>Total Stock on Hand</b>         | <b>1,608</b>                       |         |              | <b>1,608</b>   | <b>43</b>         |         |            | <b>43</b>    | <b>78</b>     |               |         |            |               |              | <b>1,686</b>      |         |              | <b>1,686</b>   |
| QLD                                |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 29,154                             |         | 2,077        | <b>31,231</b>  | 576               |         |            | 576          | <b>1,047</b>  | 3,456         |         |            | 3,456         | <b>628</b>   | 30,830            |         | 2,077        | <b>32,907</b>  |
| <b>Total non supermarket sales</b> | 5,962                              |         | 4            | <b>5,966</b>   | 993               |         | 5          | 998          | <b>1,815</b>  |               |         | 765        | 765           | <b>139</b>   | 7,767             |         | 152          | <b>7,920</b>   |
| <b>Total exports</b>               | 2,805                              |         |              | <b>2,805</b>   | 282               |         |            | 282          | <b>513</b>    |               |         |            |               |              | 3,318             |         |              | <b>3,318</b>   |
| <b>Total sales</b>                 | <b>37,921</b>                      |         | <b>2,081</b> | <b>40,002</b>  | <b>1,851</b>      |         | <b>5</b>   | <b>1,856</b> | <b>3,375</b>  | <b>3,456</b>  |         | <b>765</b> | <b>4,221</b>  | <b>767</b>   | <b>41,915</b>     |         | <b>2,229</b> | <b>44,144</b>  |
| <b>Total Stock on Hand</b>         | <b>37,349</b>                      |         |              | <b>37,349</b>  | <b>475</b>        |         |            | <b>475</b>   | <b>864</b>    |               |         |            |               |              | <b>38,213</b>     |         |              | <b>38,213</b>  |
| SA & TAS                           |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 6,147                              |         |              | <b>6,147</b>   |                   |         |            |              |               | 3,936         |         |            | 3,936         | <b>716</b>   | 6,863             |         |              | <b>6,863</b>   |
| <b>Total non supermarket sales</b> | 3,930                              |         | 1            | <b>3,931</b>   | 1,127             |         | 41         | 1,168        | <b>2,124</b>  |               |         |            |               |              | 5,979             |         | 76           | <b>6,055</b>   |
| <b>Total exports</b>               |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>10,077</b>                      |         | <b>1</b>     | <b>10,078</b>  | <b>1,127</b>      |         | <b>41</b>  | <b>1,168</b> | <b>2,124</b>  | <b>3,936</b>  |         |            | <b>3,936</b>  | <b>716</b>   | <b>12,842</b>     |         | <b>76</b>    | <b>12,917</b>  |
| <b>Total Stock on Hand</b>         | <b>7,617</b>                       |         |              | <b>7,617</b>   | <b>1,226</b>      |         | <b>71</b>  | <b>1,297</b> | <b>2,358</b>  |               |         |            |               |              | <b>9,846</b>      |         | <b>129</b>   | <b>9,975</b>   |
| VIC                                |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 14,681                             |         | 3,412        | <b>18,093</b>  | 96                |         |            | 96           | <b>175</b>    | 2,208         |         |            | 2,208         | <b>401</b>   | 15,257            |         | 3,412        | <b>18,669</b>  |
| <b>Total non supermarket sales</b> | 8,158                              |         | 872          | <b>9,030</b>   | 920               |         | 110        | 1,030        | <b>1,873</b>  | 16            |         |            | 16            | <b>3</b>     | 9,834             |         | 1,072        | <b>10,906</b>  |
| <b>Total exports</b>               |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>22,839</b>                      |         | <b>4,284</b> | <b>27,123</b>  | <b>1,016</b>      |         | <b>110</b> | <b>1,126</b> | <b>2,047</b>  | <b>2,224</b>  |         |            | <b>2,224</b>  | <b>404</b>   | <b>25,091</b>     |         | <b>4,484</b> | <b>29,575</b>  |
| <b>Total Stock on Hand</b>         | <b>7,927</b>                       |         | <b>1,672</b> | <b>9,599</b>   | <b>262</b>        |         | <b>50</b>  | <b>312</b>   | <b>567</b>    |               |         |            |               |              | <b>8,403</b>      |         | <b>1,763</b> | <b>10,166</b>  |
| WA                                 |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 5,543                              |         |              | <b>5,543</b>   | 104               |         |            | 104          | <b>189</b>    |               |         |            |               |              | 5,732             |         |              | <b>5,732</b>   |
| <b>Total non supermarket sales</b> | 2,456                              |         |              | <b>2,456</b>   | 1,028             |         |            | 1,028        | <b>1,869</b>  |               |         |            |               |              | 4,325             |         |              | <b>4,325</b>   |
| <b>Total exports</b>               |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total sales</b>                 | <b>7,999</b>                       |         |              | <b>7,999</b>   | <b>1,132</b>      |         |            | <b>1,132</b> | <b>2,058</b>  |               |         |            |               |              | <b>10,057</b>     |         |              | <b>10,057</b>  |
| <b>Total Stock on Hand</b>         | <b>4,564</b>                       |         |              | <b>4,564</b>   | <b>446</b>        |         |            | <b>446</b>   | <b>811</b>    |               |         |            |               |              | <b>5,375</b>      |         |              | <b>5,375</b>   |
| Total                              |                                    |         |              |                |                   |         |            |              |               |               |         |            |               |              |                   |         |              |                |
| <b>Total supermarket sales</b>     | 81,302                             |         | 5,489        | <b>86,791</b>  | 1,256             |         |            | 1,256        | <b>2,284</b>  | 11,464        |         |            | 11,464        | <b>2,084</b> | 85,670            |         | 5,489        | <b>91,159</b>  |
| <b>Total non supermarket sales</b> | 25,071                             |         | 877          | <b>25,948</b>  | 4,965             |         | 156        | 5,121        | <b>9,311</b>  | 16            |         | 765        | 781           | <b>142</b>   | 34,101            |         | 1,300        | <b>35,401</b>  |
| <b>Total exports</b>               | 3,030                              |         |              | <b>3,030</b>   | 359               |         |            | 359          | <b>653</b>    |               |         |            |               |              | 3,683             |         |              | <b>3,683</b>   |
| <b>Total sales</b>                 | <b>109,403</b>                     |         | <b>6,366</b> | <b>115,769</b> | <b>6,580</b>      |         | <b>156</b> | <b>6,736</b> | <b>12,247</b> | <b>11,480</b> |         | <b>765</b> | <b>12,245</b> | <b>2,226</b> | <b>123,454</b>    |         | <b>6,789</b> | <b>130,243</b> |
| <b>Total Stock on Hand</b>         | <b>59,065</b>                      |         | <b>1,672</b> | <b>60,737</b>  | <b>2,452</b>      |         | <b>121</b> | <b>2,573</b> | <b>4,678</b>  |               |         |            |               |              | <b>63,523</b>     |         | <b>1,892</b> | <b>65,415</b>  |



### Hass Avocado Average Retail Prices - Sydney



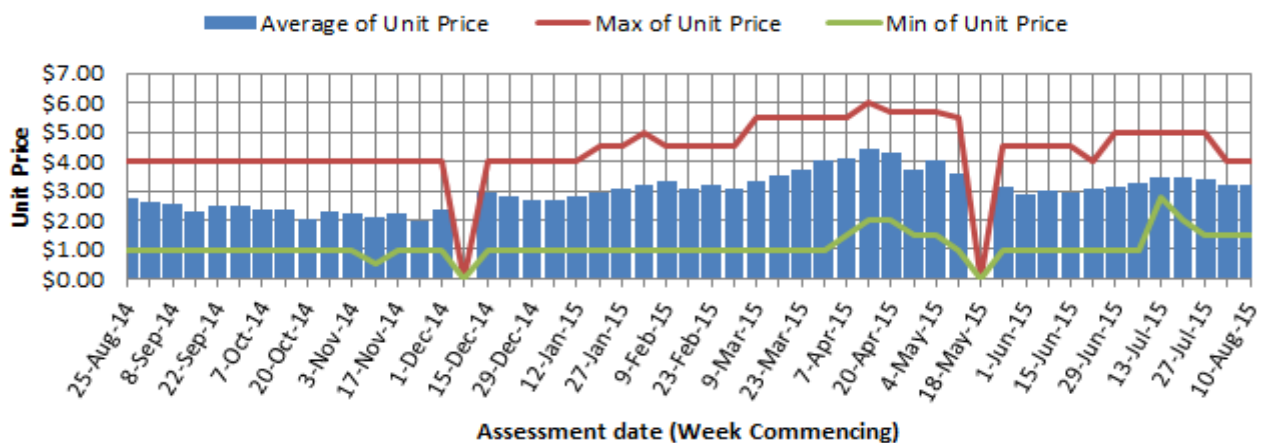
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

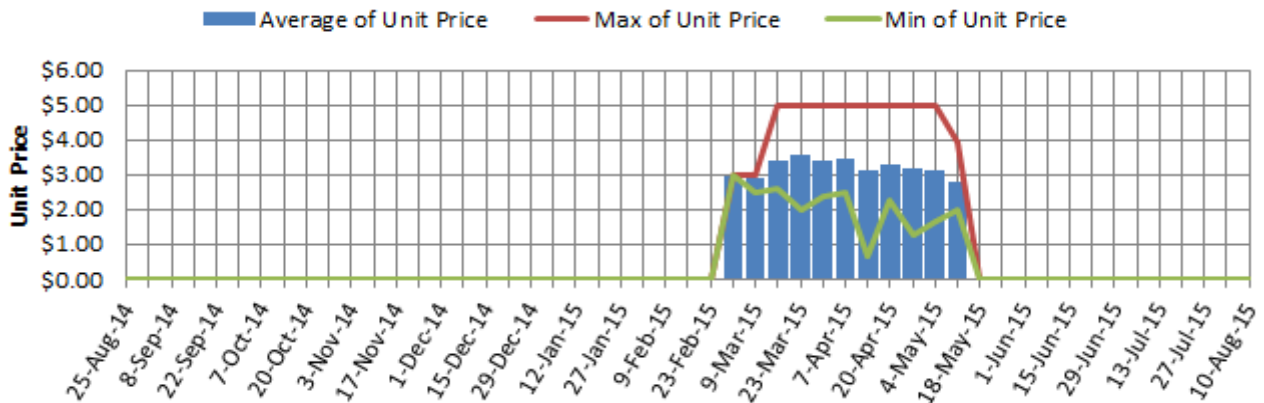


### Hass Avocado Average Retail Prices - Perth

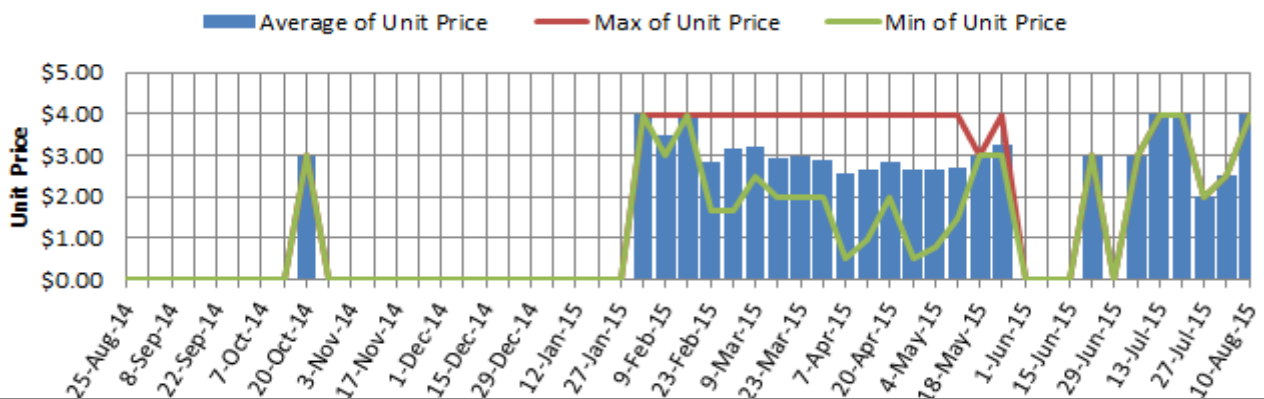


Assessment date (Week Commencing)

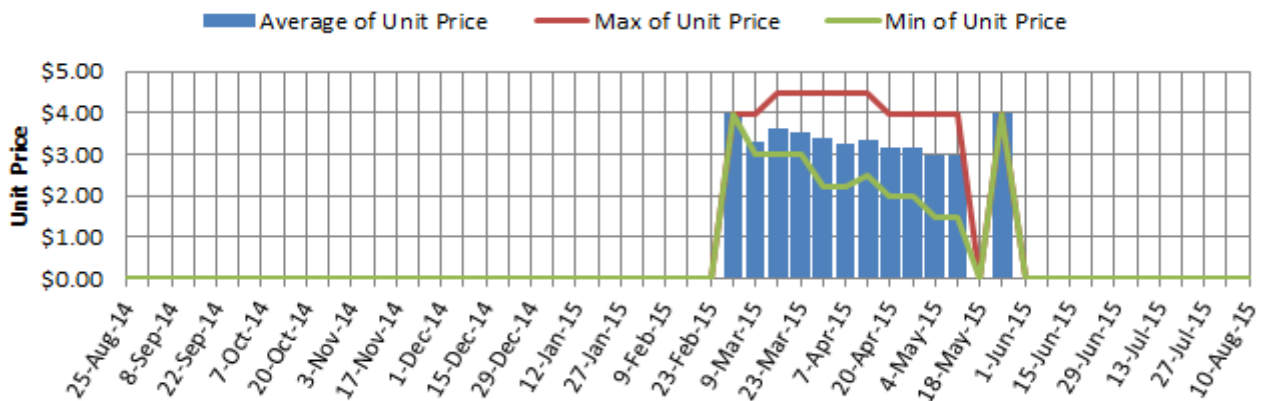
## Shepard Avocado Average Retail Prices - Sydney



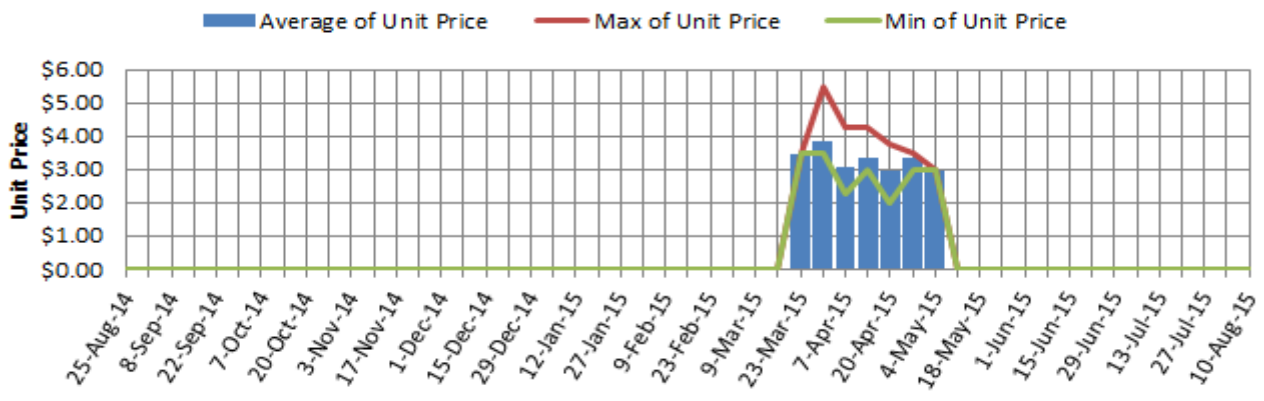
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 10th August 2015

| Store           | Var     | Av Wt (g) | Unit Price | Special | Country of Origin |
|-----------------|---------|-----------|------------|---------|-------------------|
| <b>SYDNEY</b>   |         |           |            |         |                   |
| IGA             | Hass    | 190       | 2.48       | No      | Aus               |
| Woolworths      | Hass    | 250       | 2.50       | No      | Aus               |
| Woolworths      | Hass    | 250       | 2.50       | No      | Aus               |
| Woolworths      | Hass    | 290       | 2.98       | No      | Aus               |
| Coles           | Hass    | 260       | 2.98       | No      | Aus               |
| Coles           | Hass    | 270       | 2.98       | No      | Aus               |
| Coles           | Hass    | 260       | 2.98       | No      | Aus               |
| I               | Hass    | 250       | 3.49       | No      | Aus               |
| I               | Hass    | 260       | 3.49       | No      | Aus               |
| IGA             | Hass    | 270       | 3.95       | No      | Aus               |
| Foodworks       | Hass    | 320       | 3.99       | No      | Aus               |
| I               | Hass    | 260       | 3.99       | No      | Aus               |
| IC              | Hass    | 340       | 4.99       | No      | Aus               |
| I               | Hass    | 310       | 4.99       | No      | Aus               |
| IC              | Hass    | 330       | 4.99       | No      | Aus               |
| IC              | Hass    | 320       | 4.99       | No      | Aus               |
| <b>BRISBANE</b> |         |           |            |         |                   |
| I               | Reed    | 230       | 0.98       | Store   | Aus               |
| I               | Hass    | 215       | 0.99       | Store   | Aus               |
| Woolworths      | Hass    | 180       | 1.48       | Store   | Aus               |
| IGA             | Hass    | 174       | 1.69       | No      | Aus               |
| I               | Hass    | 225       | 1.98       | No      | Aus               |
| I               | Reed    | 380       | 1.99       | No      | Aus               |
| I               | Hass    | 195       | 2.69       | No      | Aus               |
| Coles           | Hass    | 200       | 2.98       | No      | Aus               |
| Coles           | Hass    | 180       | 2.98       | No      | Aus               |
| Coles           | Reed    | 300       | 2.98       | No      | Aus               |
| Woolworths      | Hass    | 290       | 2.98       | No      | Aus               |
| Woolworths      | Hass    | 220       | 2.98       | No      | Aus               |
| Coles           | Hass    | 180       | 2.98       | No      | Aus               |
| Coles           | Reed    | 500       | 2.98       | No      | Aus               |
| Coles           | Hass    | 200       | 2.98       | No      | Aus               |
| IGA             | Hass    | 190       | 2.98       | No      | Aus               |
| I               | Hass    | 340       | 2.99       | No      | Aus               |
| I               | Hass    | 320       | 3.00       | No      | Aus               |
| I               | Hass    | 308       | 3.49       | No      | Aus               |
| IGA             | Hass    | 278       | 3.99       | No      | Aus               |
| I               | Shepard | 320       | 3.99       | No      | Aus               |
| I               | Hass    | 380       | 3.99       | No      | Aus               |

| Store            | Var  | Av Wt (g) | Unit Price | Special | Country of Origin |
|------------------|------|-----------|------------|---------|-------------------|
| <b>MELBOURNE</b> |      |           |            |         |                   |
| I                | Hass | 180       | 2.40       | No      | Aus               |
| Woolworths       | Hass | 310       | 2.48       | No      | Aus               |
| I                | Hass | 205       | 2.49       | No      | Aus               |
| Woolworths       | Hass | 320       | 2.50       | No      | Aus               |
| Woolworths       | Hass | 270       | 2.50       | No      | Aus               |
| IGA              | Hass | 250       | 2.69       | Store   | Aus               |
| Coles            | Hass | 210       | 2.90       | No      | Aus               |
| Coles            | Hass | 220       | 2.98       | No      | Aus               |
| Coles            | Reed | 420       | 2.98       | No      | Aus               |
| Coles            | Hass | 240       | 2.98       | No      | Aus               |
| Coles            | Reed | 470       | 2.98       | No      | Aus               |
| I                | Hass | 240       | 2.99       | No      | NS                |
| I                | Hass | 280       | 3.49       | No      | Aus               |
| IS               | Hass | 275       | 3.49       | No      | Aus               |
| I                | Hass | 260       | 3.69       | No      | Aus               |
| I                | Hass | 305       | 3.98       | No      | Aus               |
| I                | Hass | 360       | 3.99       | No      | Aus               |
| I                | Hass | 300       | 3.99       | No      | Aus               |
| <b>PERTH</b>     |      |           |            |         |                   |
| IS               | Hass | 180       | 2.39       | No      | Aus               |
| Woolworths       | Hass | 185       | 2.50       | No      | Aus               |
| Woolworths       | Hass | 190       | 2.50       | No      | Aus               |
| Woolworths       | Hass | 230       | 2.50       | No      | Aus               |
| Coles            | Hass | 195       | 2.98       | No      | Aus               |
| Coles            | Hass | 220       | 2.98       | No      | Aus               |
| Coles            | Hass | 180       | 2.98       | No      | Aus               |
| I                | Hass | 240       | 2.99       | No      | Aus               |
| IGA              | Hass | 185       | 3.49       | No      | Aus               |
| IGA              | Hass | 235       | 3.49       | No      | Aus               |
| I                | Hass | 230       | 3.49       | No      | Aus               |
| I                | Hass | 275       | 3.98       | No      | Aus               |
| I                | Hass | 240       | 3.99       | No      | Aus               |
| I                | Hass | 255       | 3.99       | No      | Aus               |
| IGA              | Hass | 280       | 3.99       | No      | Aus               |
| IGA              | Hass | 255       | 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  
 Mixed = display sign indicates fruit is from multiple origins