



## INFOCADO WEEKLY REPORT: 11th — 17th August 2012 (Wk 33)



### Comments

- Western Australian fruit volumes will be ramping up with quantities increasing in the weeks to come. However other regions are slowing down.
- The latest New Zealand dispatch information has been included on page 3. See the bottom right hand table. Small volumes of New Zealand fruit have been spotted in some Melbourne stores this week (based on signage and stickers).
- Sydney Coles stores have a catalogue special in place this week. There is a smattering of store specials in place across the other states.
- Due to anticipated increasing supply over the next few months, the industry is supporting retail promotions with the major chains using levy funds during September and October. It is expected that these promotion activities at retail level will help to drive consumer demand at point of purchase during this period, so it is important that growers match this with supply, wherever mature fruit is available.
- A reminder that if there are not 3 packhouses contributing from any one growing region in a given week then the names of those packhouses who have contributed will not be listed in the contributors list - to safeguard confidentiality of data. If you have contributed data but your name does not appear then this will be the reason. This may also be the reason that a packer you know to be packing may be absent from the contributors list.

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

- The 2012/2013 HAL marketing and promotional campaign is a continuation of the 2011/2012 objectives. The goal is to bring about behavioural change ie increasing purchase frequency. This goal was based off the predicted bumper crop in 2012 and recent Australian Grown Research which was undertaken to better understand the impact of imports. Steps have been taken to position Australian avocados as 'fresher' and 'less travelled/handled' as these messages are claimed to resonate with consumers. For all 2012/2013 promotional materials, the new Australian Avocado Kangaroo logo will be included to call consumers to 'buy Australian'. Information on season and supply will also be communicated.
- The consumer homepage has been refreshed and an official Avocados Australia blog 'The Daily Spread' has been launched. Weekly updates will be included on the blog to update subscribers about the latest avocado activities. Check it out [here](#).
- For more information on these and other marketing and promotional news items, check out the [July Australian Avocados Marketing Program Update](#).
- Based off the July 2012 Quarterly Report 736,575 5.5kg eqv trays are expected in the market place for September. 710,062 5.5kg eqv trays are expected for Hass. All packers are due to review their seasonal forecast next month in preparation for the October Quarterly Report.

### Upcoming Holidays

QLD Queens Birthday 1 October

### 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:

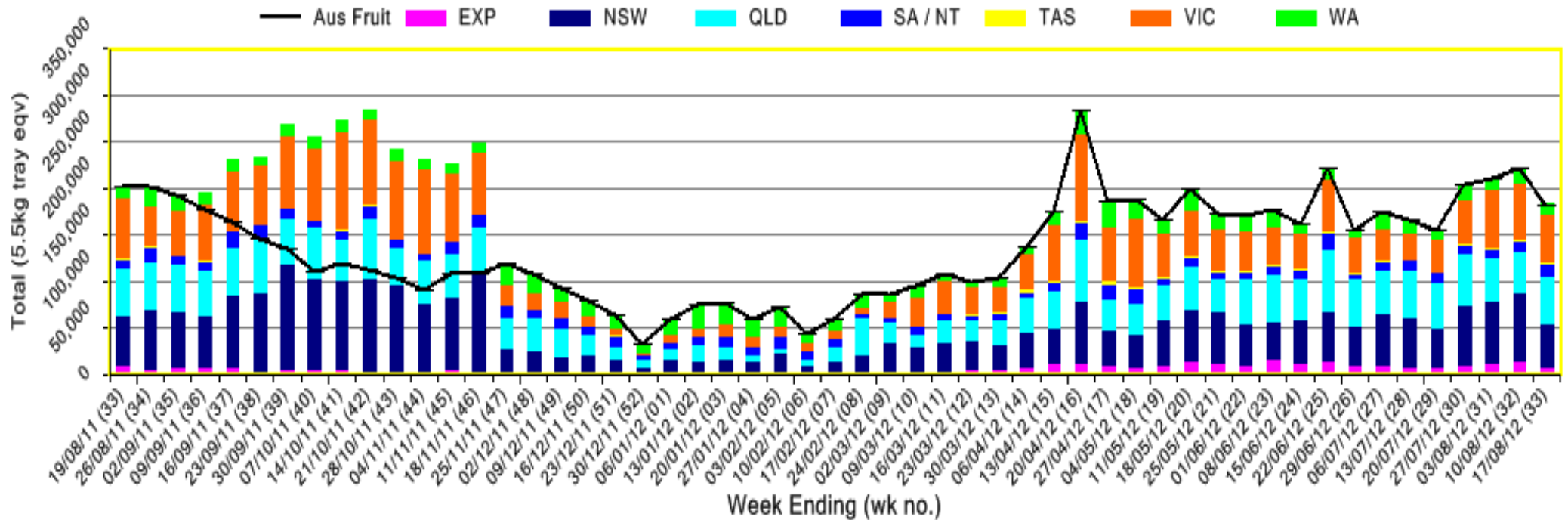
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 11th August - 17th August 2012 (Wk 33)**

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						50		1,460	2,120	3,630	1,499				6,355
NSW	113	1,256	3,331	7,925	727	6,007	8,446	1,752	1,562	31,119	9,198	1,008		500	48,117
QLD	9	74	1,460	5,410	1,304	6,785	12,584	8,105	1,160	36,891	6,681	7,124	5,000	150	51,269
SA / NT		4	674	1,323	77	1,084	1,364	4,533	2	9,061	1,096	864			11,211
TAS		50	94	134	20	154	1,678	398		2,528					2,528
VIC	199	1,602	4,860	14,578	455	7,695	4,325	2,026	1,260	37,000	7,382	4,932			51,319
WA		157	512	2,246		3,241	3,709	1,646		11,511	1,625				14,466
<b>Total</b>	<b>321</b>	<b>3,143</b>	<b>10,931</b>	<b>31,616</b>	<b>2,583</b>	<b>25,016</b>	<b>32,106</b>	<b>19,920</b>	<b>6,104</b>	<b>131,740</b>	<b>27,481</b>	<b>13,928</b>	<b>5,000</b>	<b>650</b>	<b>185,264</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2012 to date = 4,702,977 5.5kg tray eqv



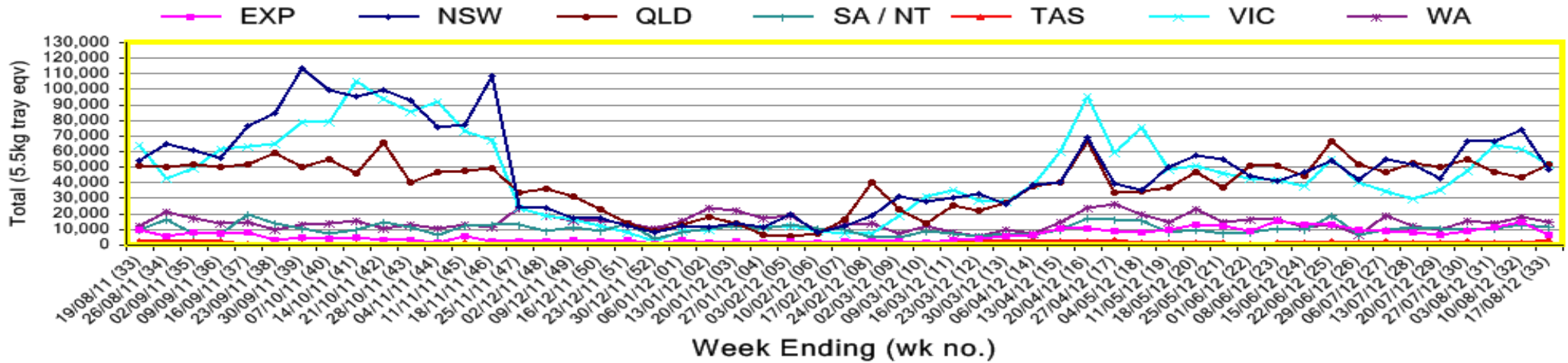


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ Dispatch for season so far as a proportion of regional forecast  
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2012 to date = 4,702,977 5.5kg tray eqv



**Week 33 contributors - Packhouses**

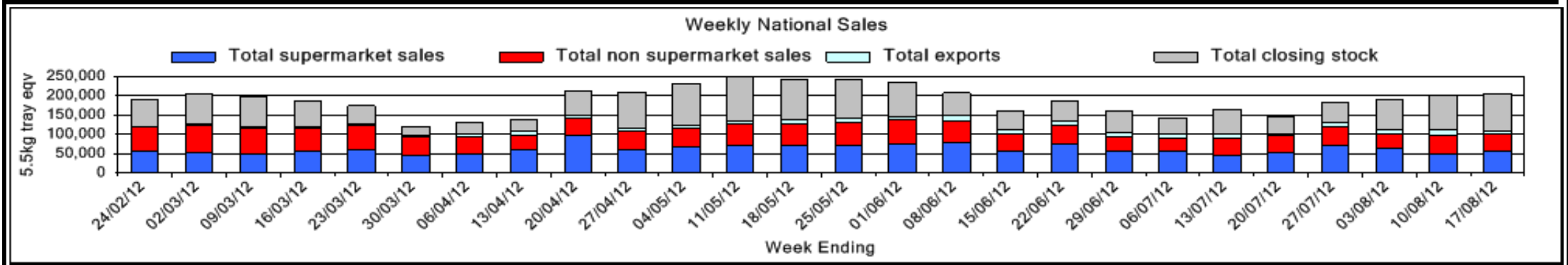
- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| Aussie Orchards Growers & Packers | One Harvest                           |
| Avocado Industry Council (NZAGA)  | Perseverance Farming Co               |
| Avowest                           | Simpson Farms Pty Ltd (Goodwood Home) |
| Balmoral Orchard                  | Summerland House With No Steps        |
| Coastal Avocados                  | Sunfresh                              |
| Delroy Orchards                   | Sunnyspot Packhouse Pty Ltd           |
| Donovan Family Investment Trust   | SuperPak                              |
| Green Nugget Orchards             | The Avocado Grove                     |
| Green Pear Avocado                | Touchwood Farming                     |
| I & A Tolson                      | Wodonga Park Fruit and Nuts           |
| Jirel Holdings                    | Natures Fruit Company                 |
| Midcoast Avocados                 |                                       |

**Week 33 contributors - Wholesalers**

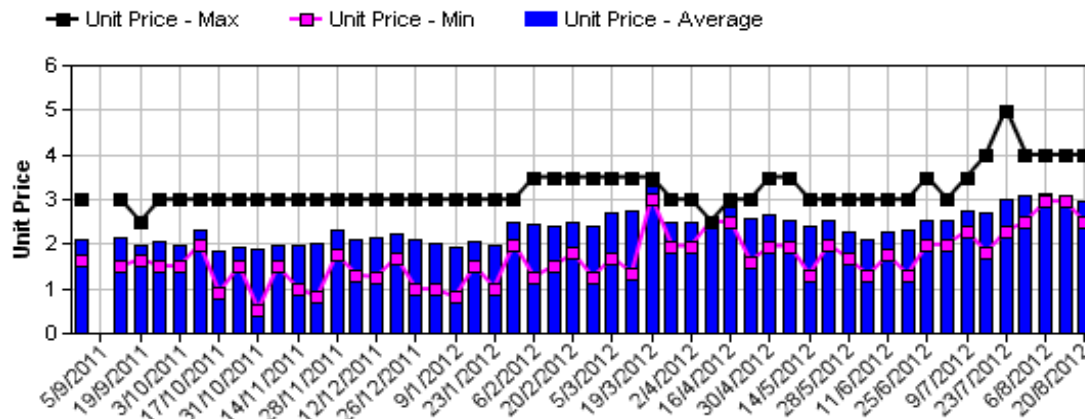
- |                               |   |
|-------------------------------|---|
| Allcrops Pty Ltd (Sydney)     | Fresh Choice WA Pty Ltd (Perth)           |
| Costa Farms (Adelaide)        | Kelly's (Melbourne)                       |
| Costa Farms (Brisbane)        | Murray Bros (Brisbane)                    |
| Costa Farms (Melbourne)       | Sculli & Co Pty Ltd (Melbourne)           |
| Costa Farms (Perth)           | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Dykes Bros (Melbourne)        | The La Manna Group (Adelaide)             |
| Etherington (Perth)           | The La Manna Group (Brisbane)             |
| Exotic Fruit Traders (Sydney) | The La Manna Group (Melbourne)            |
| United Fresh (Adelaide)       |   |

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

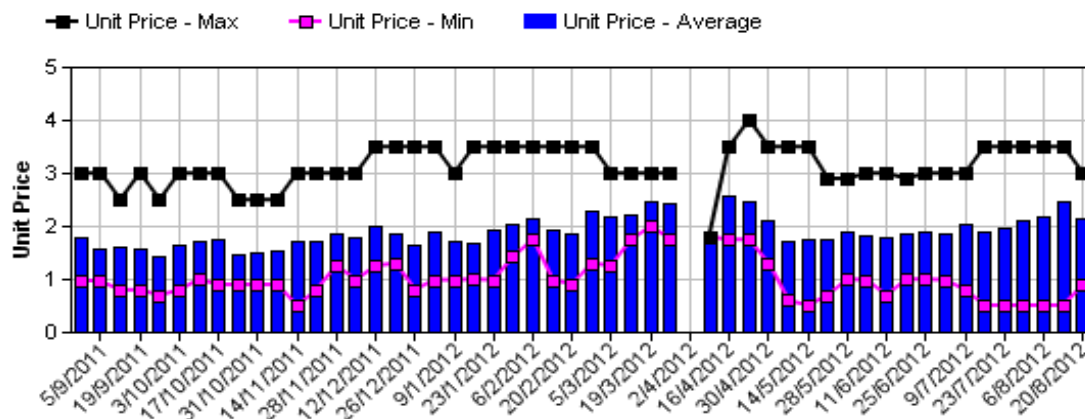
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	10,200		2,720	<b>12,920</b>						1,008			1,008	<b>183</b>	10,383		2,720	<b>13,103</b>
<b>Total non supermarket sales</b>	6,311		574	<b>6,885</b>	2,191		80	2,271	<b>4,129</b>						10,295		719	<b>11,014</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>16,511</b>		<b>3,294</b>	<b>19,805</b>	<b>2,191</b>		<b>80</b>	<b>2,271</b>	<b>4,129</b>	<b>1,008</b>			<b>1,008</b>	<b>183</b>	<b>20,678</b>		<b>3,439</b>	<b>24,117</b>
<b>Total Stock on Hand</b>	<b>4,207</b>			<b>4,207</b>	<b>1,501</b>			<b>1,501</b>	<b>2,729</b>						<b>6,936</b>			<b>6,936</b>
QLD																		
<b>Total supermarket sales</b>	21,048		1,457	<b>22,505</b>	167			167	<b>304</b>	5,064			5,064	<b>921</b>	22,272		1,457	<b>23,729</b>
<b>Total non supermarket sales</b>	10,812		446	<b>11,258</b>	949		134	1,083	<b>1,969</b>						12,537		690	<b>13,227</b>
<b>Total exports</b>	3,541		89	<b>3,630</b>	1,406		93	1,499	<b>2,725</b>						6,097		258	<b>6,355</b>
<b>Total sales</b>	<b>35,401</b>		<b>1,992</b>	<b>37,393</b>	<b>2,522</b>		<b>227</b>	<b>2,749</b>	<b>4,998</b>	<b>5,064</b>			<b>5,064</b>	<b>921</b>	<b>40,907</b>		<b>2,405</b>	<b>43,312</b>
<b>Total Stock on Hand</b>	<b>31,582</b>		<b>734</b>	<b>32,316</b>	<b>341</b>		<b>32</b>	<b>373</b>	<b>678</b>						<b>32,202</b>		<b>792</b>	<b>32,994</b>
SA & TAS																		
<b>Total supermarket sales</b>	5,151		640	<b>5,791</b>			942	942	<b>1,713</b>	180			180	<b>33</b>	5,184		2,353	<b>7,536</b>
<b>Total non supermarket sales</b>	4,246		644	<b>4,890</b>	205		102	307	<b>558</b>						4,619		829	<b>5,448</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>9,397</b>		<b>1,284</b>	<b>10,681</b>	<b>205</b>		<b>1,044</b>	<b>1,249</b>	<b>2,271</b>	<b>180</b>			<b>180</b>	<b>33</b>	<b>9,802</b>		<b>3,182</b>	<b>12,985</b>
<b>Total Stock on Hand</b>	<b>11,684</b>		<b>525</b>	<b>12,209</b>	<b>2,291</b>		<b>678</b>	<b>2,969</b>	<b>5,398</b>						<b>15,849</b>		<b>1,758</b>	<b>17,607</b>
VIC																		
<b>Total supermarket sales</b>	9,200		800	<b>10,000</b>						2,880			2,880	<b>524</b>	9,724		800	<b>10,524</b>
<b>Total non supermarket sales</b>	7,864		1,497	<b>9,361</b>	1,387		247	1,634	<b>2,971</b>	81			81	<b>15</b>	10,401		1,946	<b>12,347</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>17,064</b>		<b>2,297</b>	<b>19,361</b>	<b>1,387</b>		<b>247</b>	<b>1,634</b>	<b>2,971</b>	<b>2,961</b>			<b>2,961</b>	<b>538</b>	<b>20,124</b>		<b>2,746</b>	<b>22,871</b>
<b>Total Stock on Hand</b>	<b>16,594</b>		<b>1,957</b>	<b>18,551</b>	<b>6,170</b>		<b>448</b>	<b>6,618</b>	<b>12,033</b>	<b>532</b>			<b>532</b>	<b>97</b>	<b>27,909</b>		<b>2,771</b>	<b>30,680</b>
WA																		
<b>Total supermarket sales</b>	868			<b>868</b>											868			<b>868</b>
<b>Total non supermarket sales</b>	2,066			<b>2,066</b>	1,470			1,470	<b>2,673</b>						4,739			<b>4,739</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>2,934</b>			<b>2,934</b>	<b>1,470</b>			<b>1,470</b>	<b>2,673</b>						<b>5,607</b>			<b>5,607</b>
<b>Total Stock on Hand</b>	<b>5,487</b>			<b>5,487</b>	<b>1,974</b>			<b>1,974</b>	<b>3,589</b>						<b>9,076</b>			<b>9,076</b>
Total																		
<b>Total supermarket sales</b>	46,467		5,617	<b>52,084</b>	167		942	1,109	<b>2,016</b>	9,132			9,132	<b>1,660</b>	48,431		7,330	<b>55,760</b>
<b>Total non supermarket sales</b>	31,299		3,161	<b>34,460</b>	6,202		563	6,765	<b>12,300</b>	81			81	<b>15</b>	42,590		4,185	<b>46,775</b>
<b>Total exports</b>	3,541		89	<b>3,630</b>	1,406		93	1,499	<b>2,725</b>						6,097		258	<b>6,355</b>
<b>Total sales</b>	<b>81,307</b>		<b>8,867</b>	<b>90,174</b>	<b>7,775</b>		<b>1,598</b>	<b>9,373</b>	<b>17,042</b>	<b>9,213</b>			<b>9,213</b>	<b>1,675</b>	<b>97,118</b>		<b>11,772</b>	<b>108,891</b>
<b>Total Stock on Hand</b>	<b>69,554</b>		<b>3,216</b>	<b>72,769</b>	<b>12,277</b>		<b>1,158</b>	<b>13,435</b>	<b>24,427</b>	<b>532</b>			<b>532</b>	<b>97</b>	<b>91,972</b>		<b>5,321</b>	<b>97,293</b>



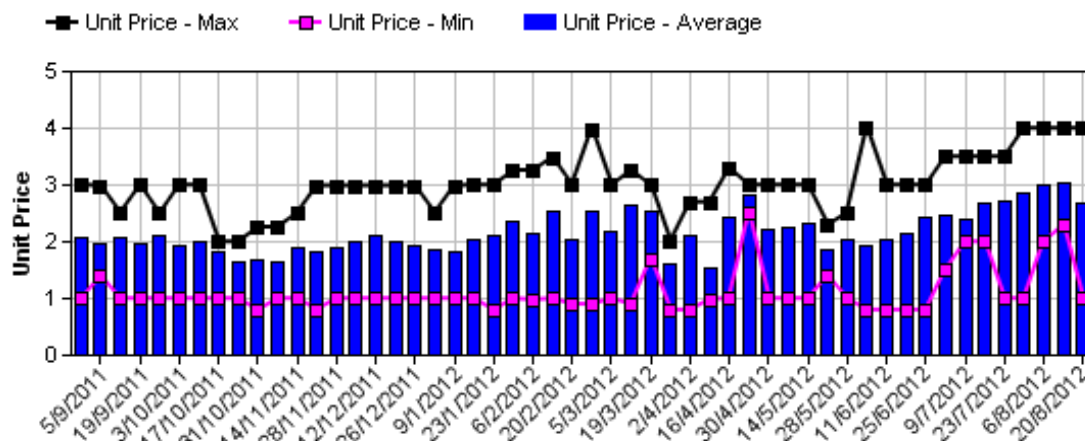
### Hass Avocado Average Retail Prices - Sydney



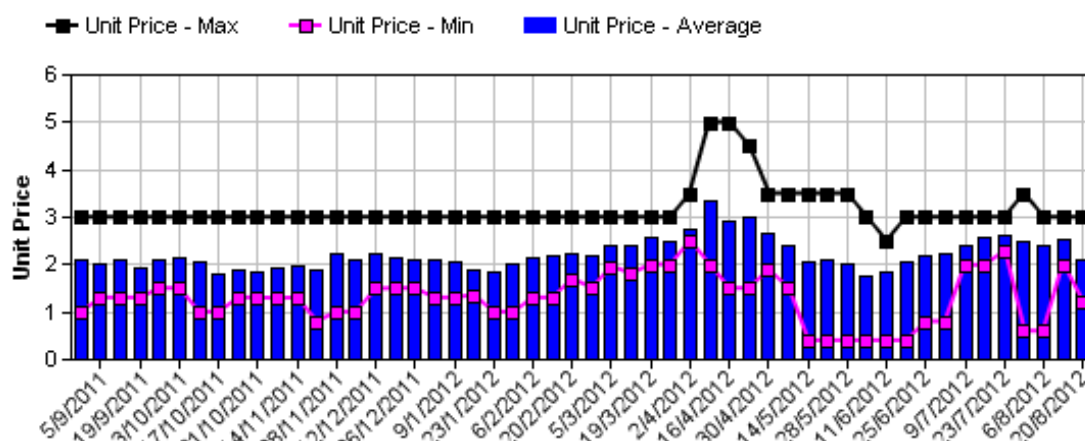
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

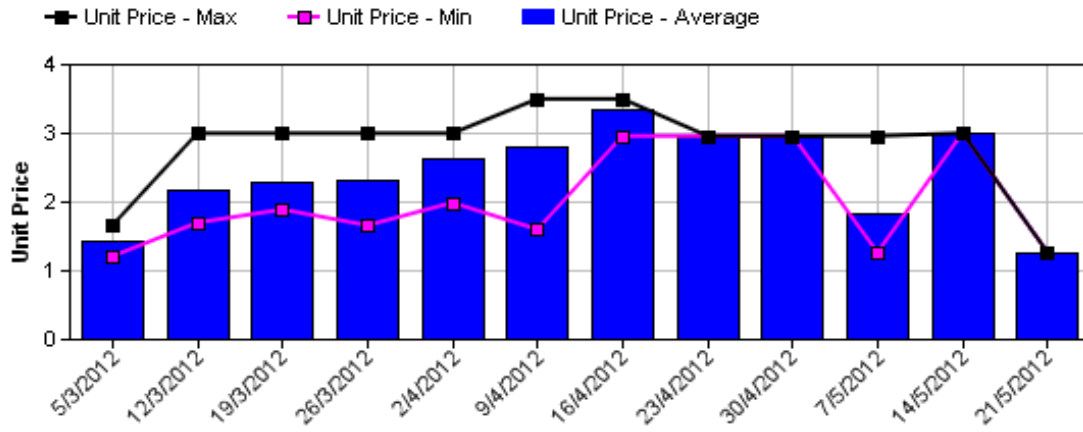


### Hass Avocado Average Retail Prices - Perth

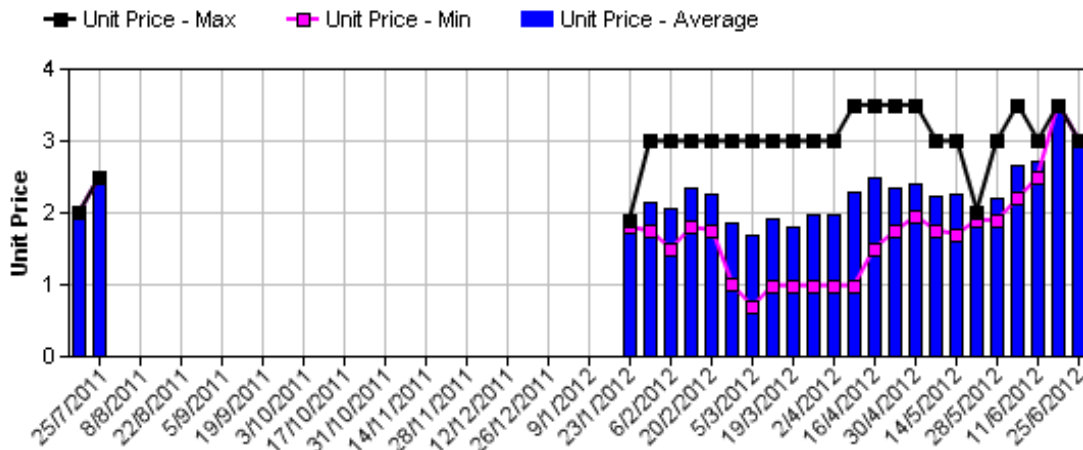


Assessment Date [Week Commencing]

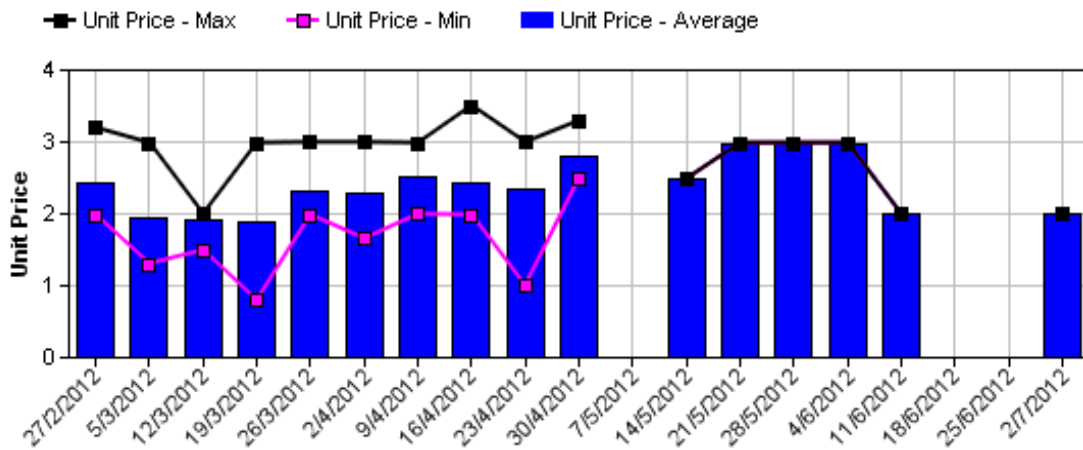
Shepard Avocado Average Retail Prices - Sydney



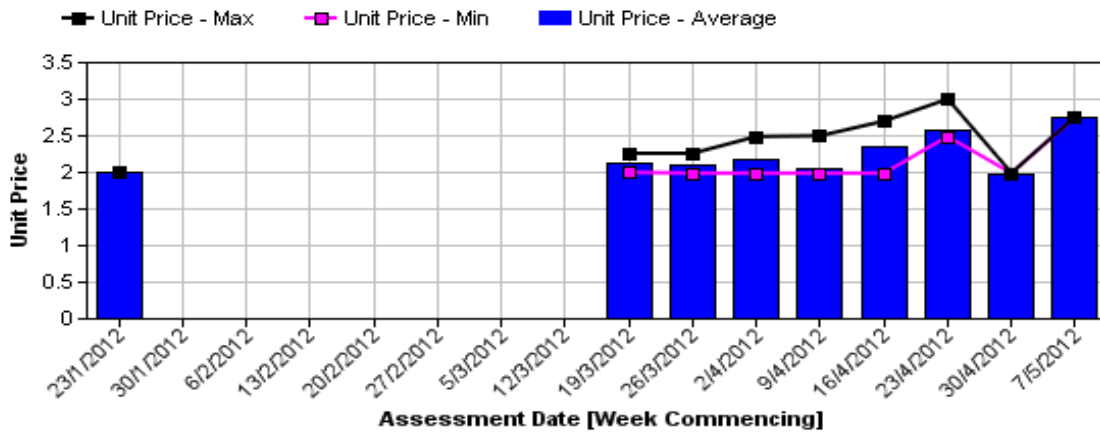
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 20th August 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Reed	405	0.99	Store	Aus
I	Reed	380	1.50	No	Aus
Coles	Hass	270	2.48	Cat	Aus
Coles	Hass	280	2.48	Cat	Aus
Coles	Hass	290	2.48	Cat	Aus
I	Reed	410	2.49	No	Aus
I	Reed	420	2.49	No	Aus
IGA	Hass	265	2.95	No	Aus
Woolworths	Hass	320	2.98	No	Aus
Woolworths	Hass	310	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Reed	455	2.99	No	Aus
I	Hass	315	2.99	No	Aus
Foodworks	Hass	270	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	285	3.29	No	Aus
I	Hass	290	3.99	No	Aus
I	Reed	425	3.99	No	Aus
<b>BRISBANE</b>					
I	Hass	180	0.89	Store	Aus
IGA	Hass	180	1.59	No	Aus
Woolworths	Hass	200	1.80	No	Aus
Woolworths	Hass	180	1.80	No	Aus
Woolworths	Hass	190	1.80	Store	Aus
Woolworths	Reed	290	1.80	Store	Aus
I	Hass	240	1.99	No	Aus
I	Hass	200	1.99	Store	Aus
Coles	Hass	200	2.28	No	Aus
IGA	Hass	190	2.28	No	Aus
Coles	Hass	240	2.28	No	Aus
IGA	Hass	220	2.48	No	Aus
I	Reed	0.65	2.50	Store	Aus
I	Hass	265	2.50	No	Aus
I	Hass	295	2.50	Store	Aus
Coles	Hass	220	2.98	No	Aus
I	Hass	300	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	215	0.99	No	NS
I	Hass	245	1.99	No	NS
I	Hass	253	2.40	No	Mixed
Coles	Reed	460	2.48	No	Aus
I	Hass	240	2.49	No	NS
I	Hass	270	2.50	No	NS
I	Hass	285	2.50	No	NS
Coles	Hass	260	2.78	No	Aus
Coles	Hass	245	2.78	No	Aus
Safeway	Hass	235	2.98	No	Aus
Safeway	Hass	255	2.98	No	Aus
I	Hass	245	2.98	Store	Aus
IS	Hass	285	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	260	3.99	No	Aus
<b>PERTH</b>					
Coles	Hass	220	1.20	Store	Aus
IS	Hass	180	1.50	Store	Aus
IGA	Hass	235	1.79	Cat	Aus
I	Hass	190	1.79	Store	Aus
IGA	Hass	240	1.79	Cat	Aus
IGA	Hass	215	1.79	Cat	Aus
IGA	Hass	255	1.79	Cat	Aus
Woolworths	Hass	200	1.98	No	Aus
Woolworths	Hass	210	1.98	No	Aus
Woolworths	Hass	220	1.98	No	Aus
Coles	Hass	225	2.48	No	Aus
Coles	Hass	220	2.48	No	Aus
I	Hass	230	2.49	No	Aus
I	Hass	235	2.49	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	245	2.99	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