



INFOCADO WEEKLY REPORT: 8th — 14th August 2015 (Week 33)

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Comments

- The weekly dispatch volume (254,685 trays) edged higher than the weeks forecast by about 20,000 trays (9%).
- Small number of greenskin varieties, Reed appearing in small volume dispatches along with the dominant supply of Hass (refer P 2).
- The largest volume of dispatches originated from Central Queensland (77,280 trays). The Sydney market all received the heaviest volume of (87,697 trays), with size 20 again dominating total supplies (refer P 3).
- Average retail prices for Hass ranged from \$2.60 - \$3.30 / fruit across the major cities, 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 recorded a high incidence low retail prices all below \$1.00 / fruit on discounted stock (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.

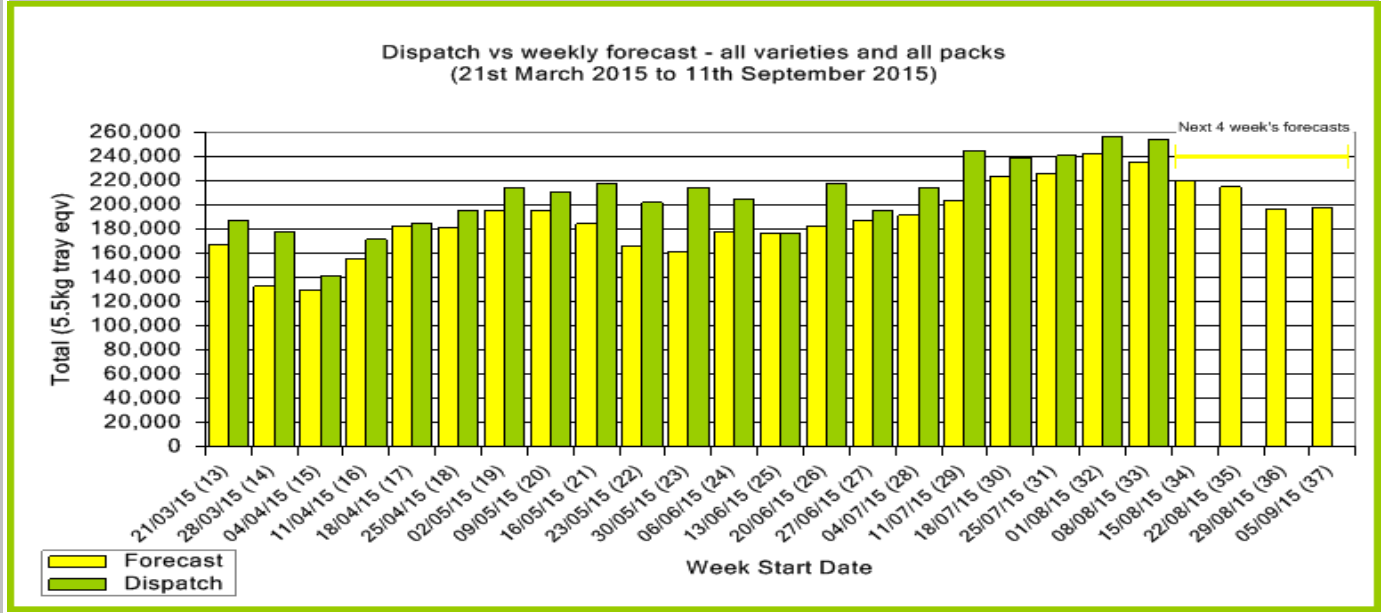
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 33 - 37)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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
Week Total	204,018	13,545	25,000	9,300	234,881
Week 34 - begin 15/08/2015					
Edrinol	72				72
Fuerte	333	40			406
Gwen	1,833				1,833
Hass	181,200	12,426	20,000	9,300	209,120
Lamb Hass	1,300	700			2,573
Reed	6,000				6,000
Sharwil	333				333
Week Total	191,071	13,166	20,000	9,300	220,336
Week 35 - begin 22/08/2015					
Edrinol	72	24			116
Fuerte	303	40			376
Gwen	1,667				1,667
Hass	177,005	11,936	20,000	9,500	204,070
Lamb Hass	1,300	700			2,573
Reed	6,000				6,000
Sharwil	303				303
Week Total	186,650	12,700	20,000	9,500	215,104
Week 36 - begin 29/08/2015					
Edrinol	72				72
Fuerte		40			73
Gwen	1,250				1,250
Hass	170,095	11,086	20,000	8,300	195,396
Week Total	171,417	11,126	20,000	8,300	196,791
Week 37 - begin 05/09/2015					
Edrinol	72				72
Fuerte		40			73
Gwen	556				556
Hass	175,510	10,111	10,000	8,300	197,221
Week Total	176,138	10,151	10,000	8,300	197,921

Dispatch Data (Week 33 - begin 8/08/2015)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Edrinol	68	24			112
Fuerte		56			102
Hass	183,451	26,114	16,827	8,000	235,445
Lamb Hass	456	1,263			2,752
Reed	7,004	4,389			14,984
Sharwil	177	473			1,037
Wurtz	170	46			254
Total	191,326	32,365	16,827	8,000	254,685



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 Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus Updated Mthly Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
Australia (from Infocado)	16,725	31,375								48,100
Australia (from ABS)										0
USA ¹										0
Japan ¹										0
Other Asia ¹										0
Total Dispatch (Infocado + 1)	16,725	31,375	0	0	0	0	0	0	0	48,100

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

Industry Dispatches By Origin Region and Count Size : 8th August - 14th August 2015 (Wk 33)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW		1,748	4,236	14,972		10,630	6,819	4,780	608	43,793	4,168	576	6,000	52,567
Central Qld	712	6,496	2,440	10,021		9,462	7,523	8,076	1,739	46,469	16,946			77,280
New Zealand		757	1,370	2,943		2,564	3,351	1,720	1,865	14,570				14,570
South Qld	24	659	1,700	8,890	1,074	6,659	4,631	2,547	927	27,111	4,430	9,516		36,896
Sunshine Coast	78	252	1,055	2,300	84	4,129	3,266	2,139	1,118	14,421	3,974			21,646
Tamborine/ Northern Rivers		802	5,188	7,394	522	4,095	2,967	1,489	936	23,393	1,510	6,735	2,000	27,727
Tri State		84	1,432	2,214	200	2,376	2,206	475	521	9,508	694			10,770
WA/NT	68	229	513	2,722		3,659	3,334	1,536		12,061	643			13,230
	882	11,027	17,934	51,456	1,880	43,574	34,097	22,762	7,714	191,326	32,365	16,827	8,000	254,685

Origin of Avocado



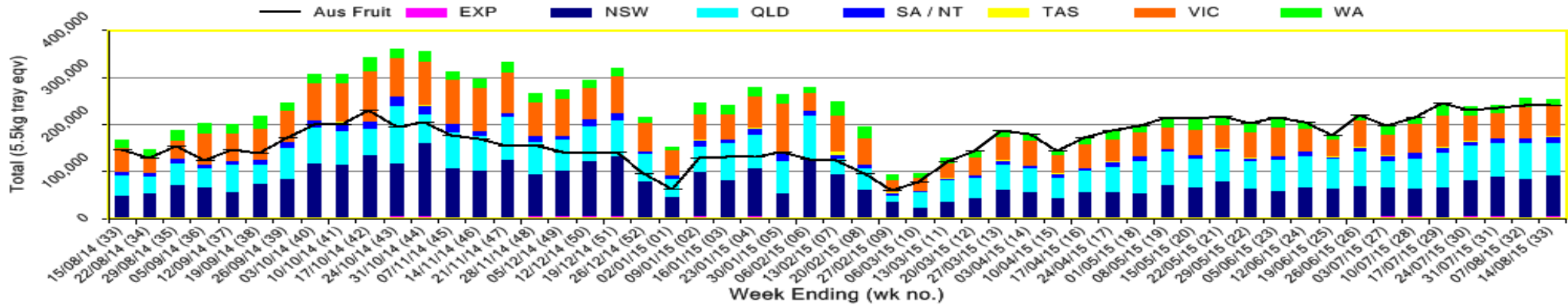
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 8th August - 14th August 2015 (Wk 33)

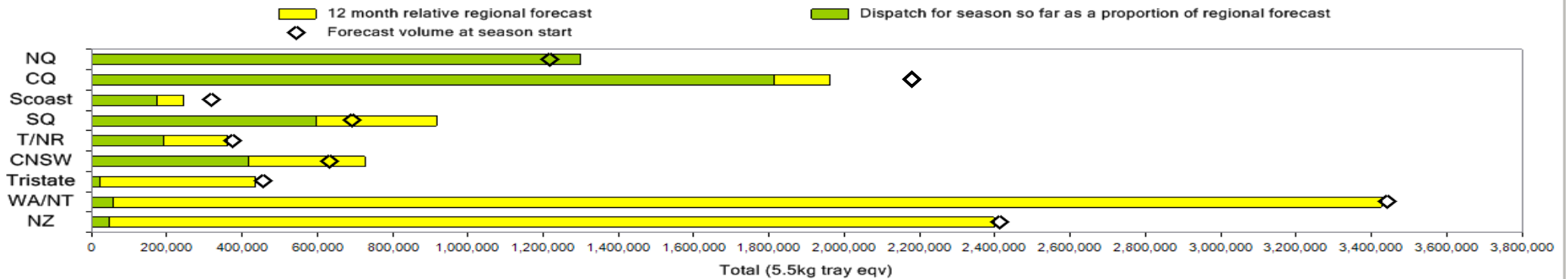
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									3,509	3,509	617			4,631
NSW	26	1,694	6,380	19,565	849	15,671	11,143	3,003	1,157	59,488	14,776	3,404	4,000	87,699
QLD	14	3,219	5,044	12,744	614	13,159	7,664	10,849	1,528	54,835	6,499	6,391	2,000	68,177
SA / NT		2	34	258		3,039	3,373	2,335	162	9,203	1,377	2,832		12,222
TAS							1,264	456		1,720				1,720
VIC	774	5,883	5,954	15,937	417	8,014	6,355	3,595	1,358	48,287	7,853	4,200	2,000	63,693
WA	68	229	523	2,952		3,691	4,298	2,524		14,285	1,243			16,545
Total	882	11,027	17,934	51,456	1,880	43,574	34,097	22,762	7,714	191,326	32,365	16,827	8,000	254,685

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 6,739,442 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 33 Contributors - Packhouses

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

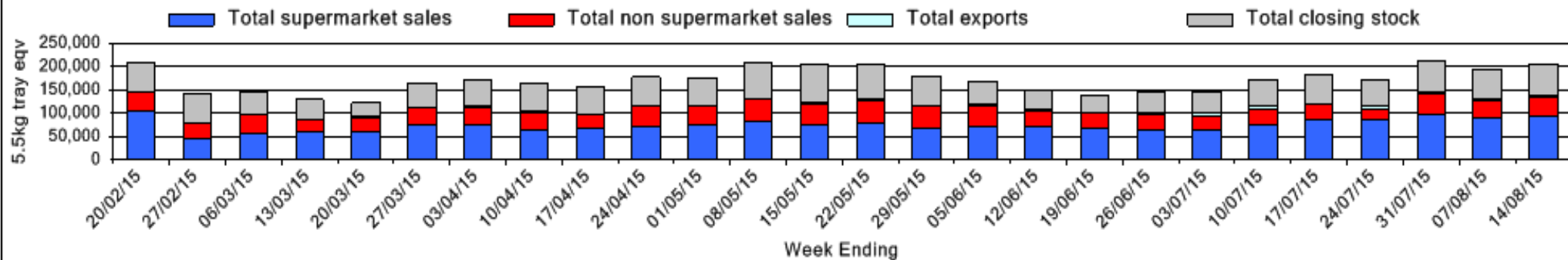
Week 33 Contributors - Wholesalers

Alfred E Chave Pty Ltd (Brisbane)	Murray Bros (Brisbane)
Allcrops Pty Ltd (Sydney)	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)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Favco Queensland Pty Ltd (Brisbane)	VB Sculli (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	WA Farm Direct (Perth)

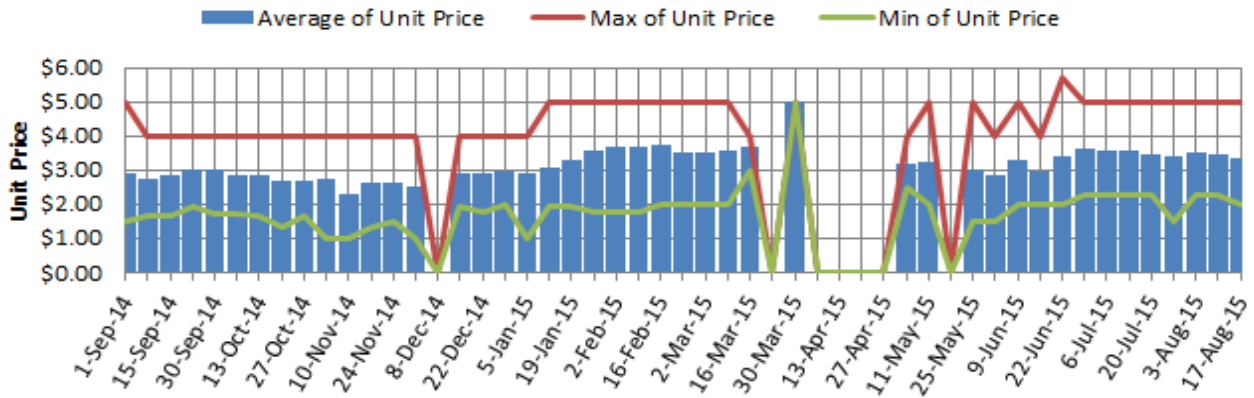
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	29,262			29,262	672			672	1,222	192			192	35	30,519			30,519
Total non supermarket sales	3,952			3,952	377			377	685						4,637			4,637
Total exports	686			686	233			233	424						1,110			1,110
Total sales	33,900			33,900	1,282			1,282	2,331	192			192	35	36,266			36,266
Total Stock on Hand	2,052			2,052	53			53	96						2,148			2,148
QLD																		
Total supermarket sales	27,116		2,166	29,282	384			384	698	4,391			4,391	798	28,613		2,166	30,779
Total non supermarket sales	5,476			5,476	671			671	1,220	1,238			1,238	225	6,921			6,921
Total exports	3,390			3,390	384			384	698						4,088			4,088
Total sales	35,982		2,166	38,148	1,439			1,439	2,616	5,629			5,629	1,023	39,622		2,166	41,788
Total Stock on Hand	39,685			39,685	341			341	620						40,305			40,305
SA & TAS																		
Total supermarket sales	10,125			10,125						2,832			2,832	515	10,640			10,640
Total non supermarket sales	5,278			5,278	1,147		61	1,208	2,196						7,363		111	7,474
Total exports																		
Total sales	15,403			15,403	1,147		61	1,208	2,196	2,832			2,832	515	18,003		111	18,114
Total Stock on Hand	7,823		1	7,824	1,017		36	1,053	1,915						9,672		66	9,739
VIC																		
Total supermarket sales	14,954		4,659	19,613	96			96	175	3,408			3,408	620	15,748		4,659	20,407
Total non supermarket sales	9,125		1,018	10,143	1,457			1,457	2,649	4			4	1	11,775		1,018	12,793
Total exports	183			183											183			183
Total sales	24,262		5,677	29,939	1,553			1,553	2,824	3,412			3,412	620	27,706		5,677	33,383
Total Stock on Hand	6,932		654	7,586	1,469		50	1,519	2,762	30			30	5	9,608		745	10,353
WA																		
Total supermarket sales	3,589			3,589	78			78	142						3,731			3,731
Total non supermarket sales	3,018			3,018	871		488	1,359	2,471						4,602		887	5,489
Total exports																		
Total sales	6,607			6,607	949		488	1,437	2,613						8,332		887	9,220
Total Stock on Hand	5,053			5,053	403			403	733						5,786			5,786
Total																		
Total supermarket sales	85,046		6,825	91,871	1,230			1,230	2,236	10,823			10,823	1,968	89,250		6,825	96,075
Total non supermarket sales	26,849		1,018	27,867	4,523		549	5,072	9,222	1,242			1,242	226	35,298		2,016	37,315
Total exports	4,259			4,259	617			617	1,122						5,381			5,381
Total sales	116,154		7,843	123,997	6,370		549	6,919	12,580	12,065			12,065	2,194	129,929		8,841	138,770
Total Stock on Hand	61,545		655	62,200	3,283		86	3,369	6,125	30			30	5	67,520		811	68,331

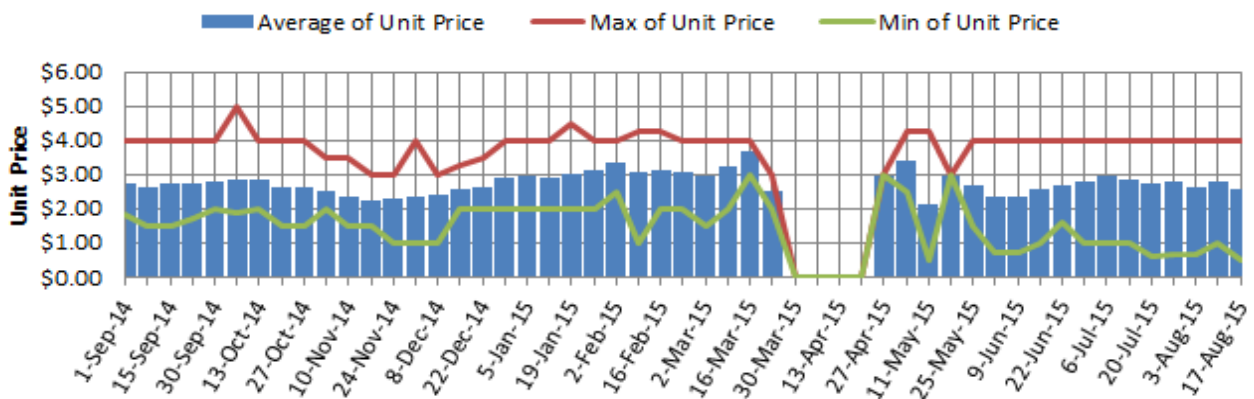
Weekly National Sales



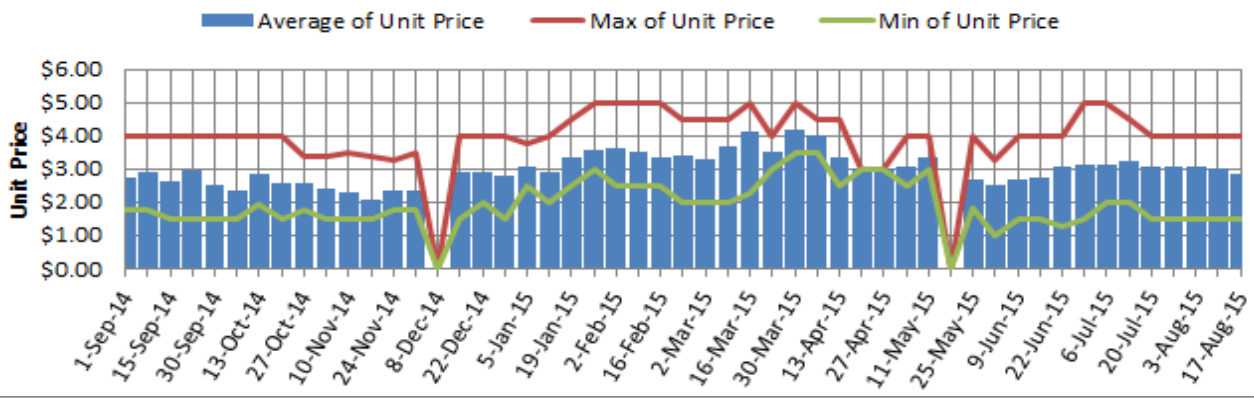
Hass Avocado Average Retail Prices - Sydney



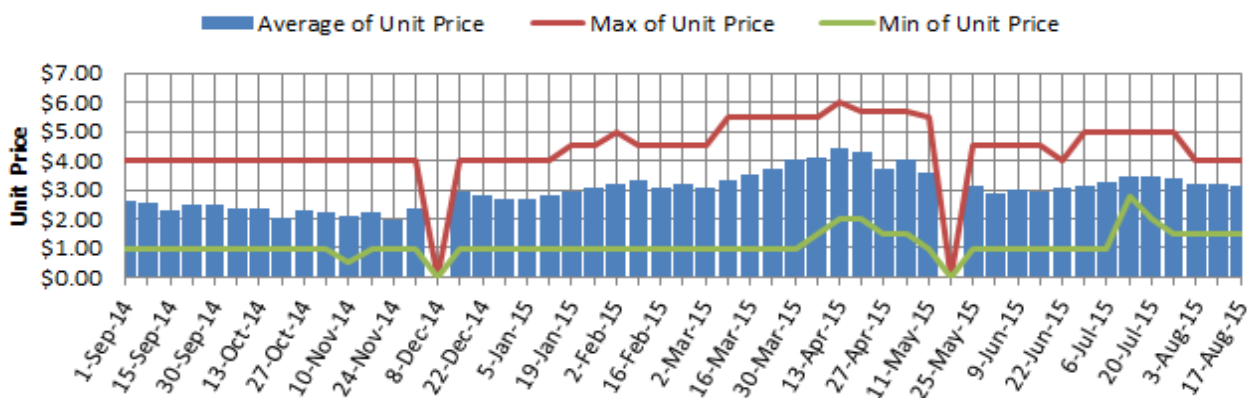
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

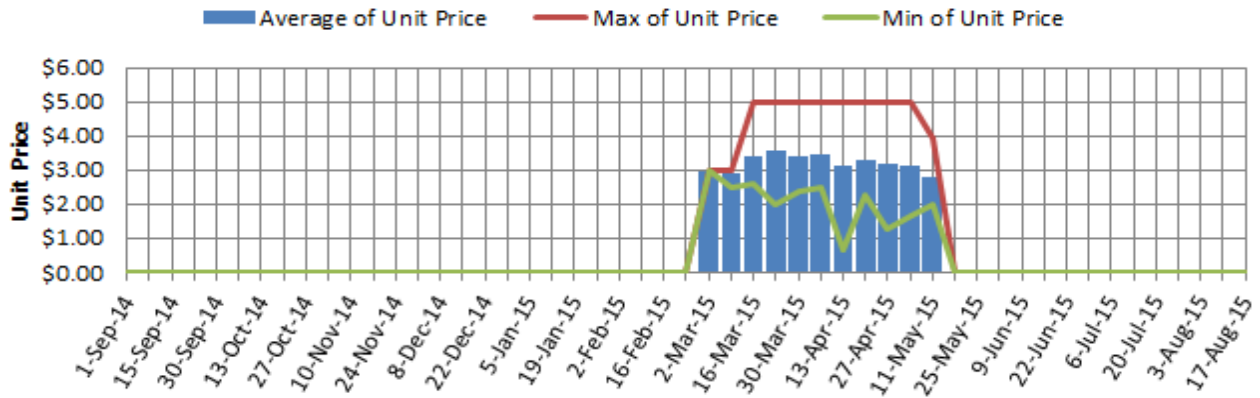


Hass Avocado Average Retail Prices - Perth

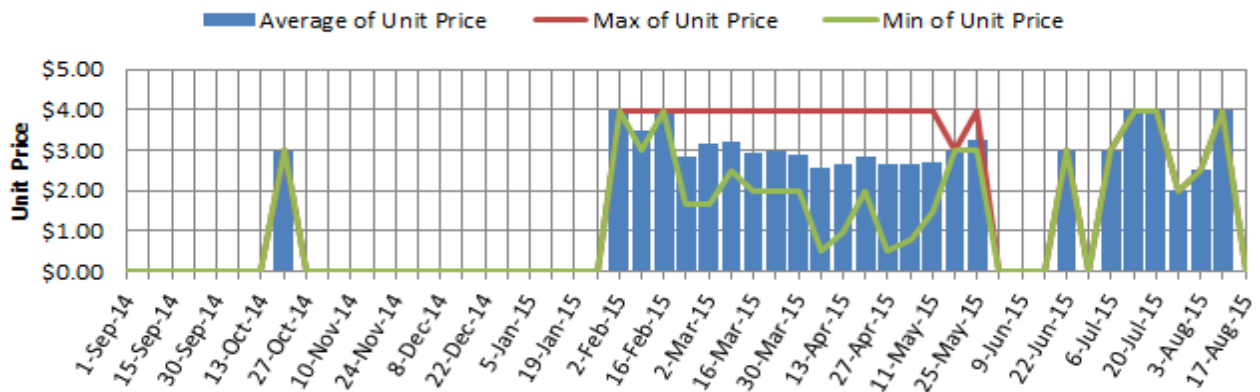


Assessment date (Week Commencing)

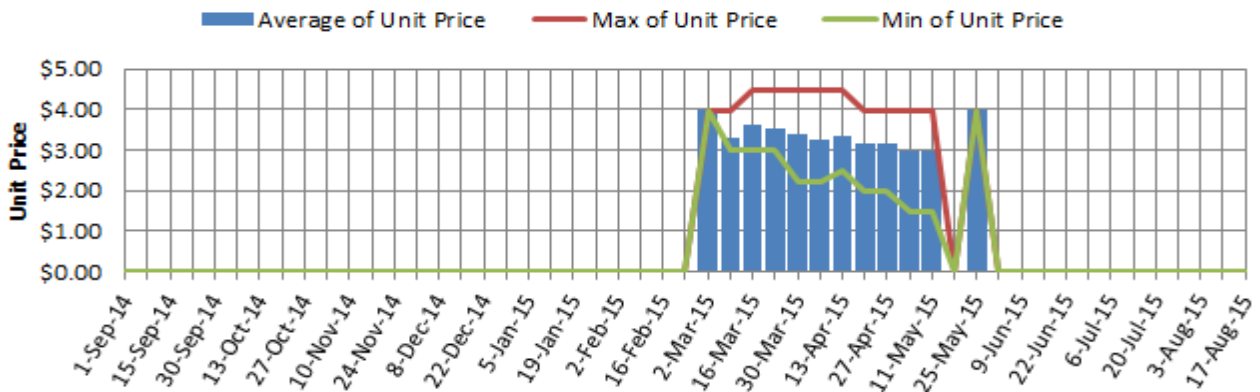
Shepard Avocado Average Retail Prices - Sydney



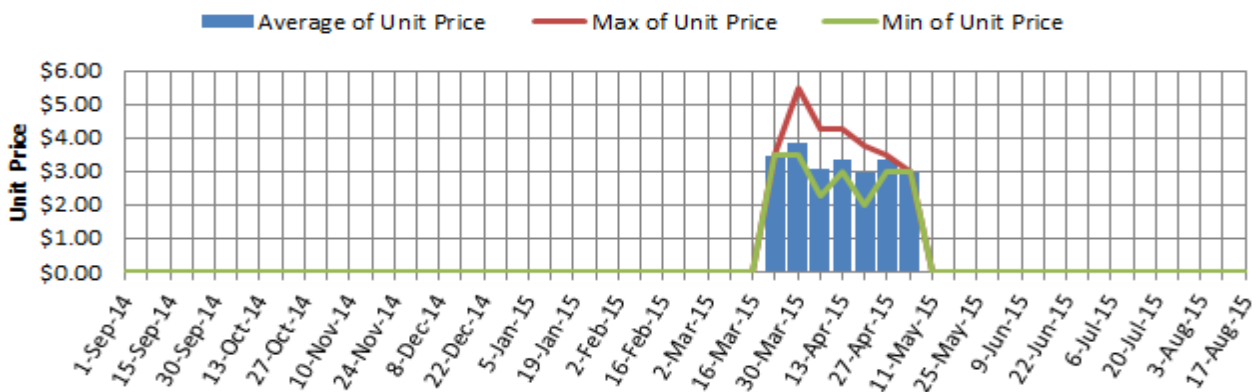
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 17th August 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IS	Hass	180	1.99	Store	Aus	I	Hass	135	1.49	No	NS
IC	Hass	200	2.00	Store	Aus	Woolworths	Hass	230	1.79	Store	Aus
IC	Hass	210	2.00	Store	Aus	I	Hass	165	1.99	No	Aus
IGA	Hass	170	2.29	No	Aus	I	Hass	190	1.99	No	Aus
Woolworths	Hass	270	2.98	No	Aus	I	Hass	140	1.99	No	NS
Woolworths	Hass	280	2.98	No	Aus	Coles	Hass	240	2.20	No	Aus
Coles	Hass	270	2.98	No	Aus	I	Hass	200	2.49	No	NS
Coles	Hass	230	2.98	No	Aus	Coles	Reed	460	2.90	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Woolworths	Hass	290	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
IC	Hass	220	2.99	No	Aus	Coles	Reed	340	2.98	No	Aus
IC	Hass	230	2.99	No	Aus	Coles	Hass	220	2.98	No	Aus
I	Hass	280	3.49	No	Aus	Coles	Reed	430	2.98	No	Aus
I	Hass	220	3.49	No	Aus	Woolworths	Hass	250	2.98	No	Aus
IC	Hass	280	3.49	No	Aus	I	Hass	220	2.99	No	Aus
IGA	Hass	270	3.95	No	Aus	I	Hass	230	2.99	No	NS
Woolworths	Hass	170	3.98	No	Aus	I	Hass	240	3.49	No	Aus
IS	Hass	320	3.99	No	Aus	I	Hass	270	3.69	No	Aus
IC	Hass	260	3.99	No	Aus	I	Hass	350	3.98	No	Aus
IC	Hass	330	3.99	Store	Aus	I	Hass	320	3.99	No	Aus
IC	Hass	330	3.99	No	Aus	IGA	Hass	250	3.99	No	Aus
IC	Hass	290	4.99	No	Aus	IC	Hass	370	3.99	No	Aus
I	Hass	300	4.99	No	Aus	IC	Hass	350	3.99	No	Aus
BRISBANE						PERTH					
I	Hass	119	0.48	Store	Aus	I	Hass	130	1.49	No	Aus
I	Reed	225	0.98	Store	Aus	I	Hass	210	1.78	No	Aus
I	Hass	155	0.99	Store	Aus	I	Hass	190	1.99	Store	Aus
I	Hass	180	1.50	Store	Aus	IGA	Hass	200	2.79	Store	Aus
I	Hass	200	1.98	No	Aus	Woolworths	Hass	210	2.98	No	Aus
I	Hass	185	1.99	No	Aus	I	Hass	200	2.98	No	Aus
IGA	Hass	160	1.99	Cat	Aus	Coles	Hass	200	2.98	No	Aus
IS	Hass	160	2.49	No	Aus	Woolworths	Hass	215	2.98	No	Aus
I	Reed	395	2.50	No	Aus	Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus	Woolworths	Hass	220	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	IS	Hass	165	2.99	No	Aus
Woolworths	Hass	295	2.98	No	Aus	I	Hass	250	2.99	No	Aus
Woolworths	Hass	250	2.98	No	Aus	I	Hass	230	3.29	No	Aus
Coles	Hass	180	2.98	No	Aus	IGA	Hass	245	3.99	No	Aus
I	Hass	228	2.99	No	Aus	I	Hass	265	3.99	No	Aus
IC	Hass	300	2.99	No	Aus	IS	Hass	255	3.99	No	Aus
I	Hass	300	3.00	No	Aus	I	Hass	250	3.99	No	Aus
IGA	Hass	260	3.99	No	Aus	I	Hass	245	3.99	No	Aus
I	Hass	290	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