



INFOCADO WEEKLY REPORT: 17th — 23rd August 2013 (Wk 34)



Comments

- As can be seen from page 3 of the report, New Zealand has begun exporting fruit to Australia however with the Central Queensland season wrapping up even taking account of New Zealand fruit, overall volumes are forecast to decline quite significantly within the next 4 weeks.
- At this time of year it is very important that all packhouses in Southern regions are vigilant about entering your first four weekly forecasts in four weeks before you start dispatching to ensure forecasts are as accurate as possible. The Spring period has been a time when there has been problems in past years with misinformation. If you cannot remember your password or have issues logging in please contact Avocados Australia.

[Click here to learn How to conduct Dry Matter tests at home](#)

[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

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.
- 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

Upcoming Holidays

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:

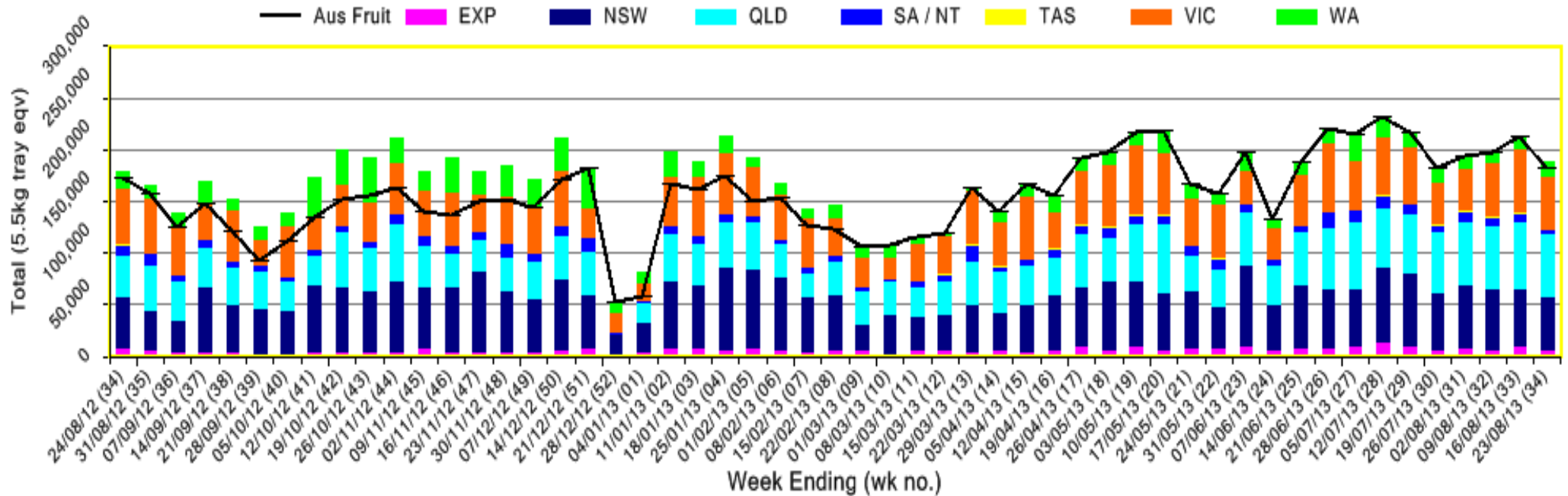
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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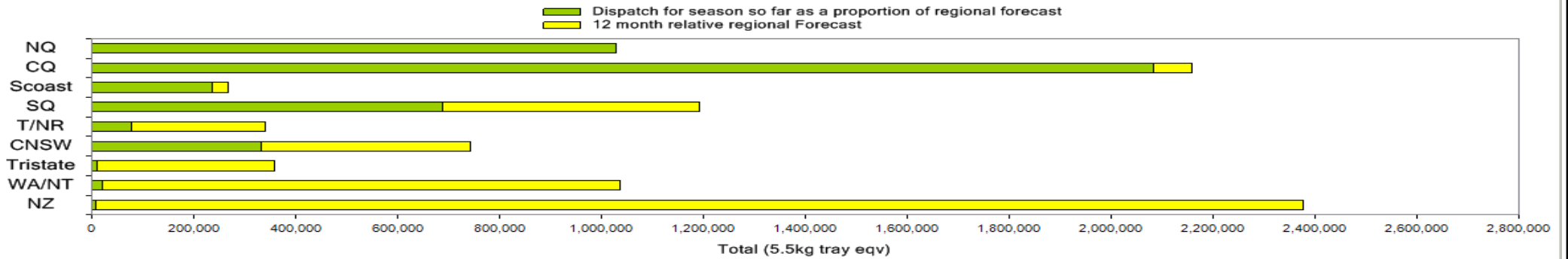
Industry Dispatches By Destination State and Count Size : 17th August - 23rd August 2013 (Wk 34)

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								365	3,610	3,975	1,342				6,415
NSW	354	1,070	5,703	8,860	2,677	6,447	3,744	2,995	2,165	34,015	9,179	4,862		900	51,752
QLD	530	1,776	2,369	5,495	916	5,677	8,556	13,177	914	39,410	10,502	5,740	1,400		59,804
SA / NT		771	169	1,100		266	483	342		3,131	588	480			4,287
TAS								320		320	96				495
VIC	346	1,242	3,874	7,288	1,314	10,467	6,979	3,377	1,334	36,221	7,464	1,776			50,115
WA	9	204	789	2,017	576	2,371	5,383	341	5	11,695	2,401				16,060
Total	1,239	5,063	12,904	24,760	5,483	25,228	25,465	20,597	8,028	128,767	31,572	12,858	1,400	900	188,928

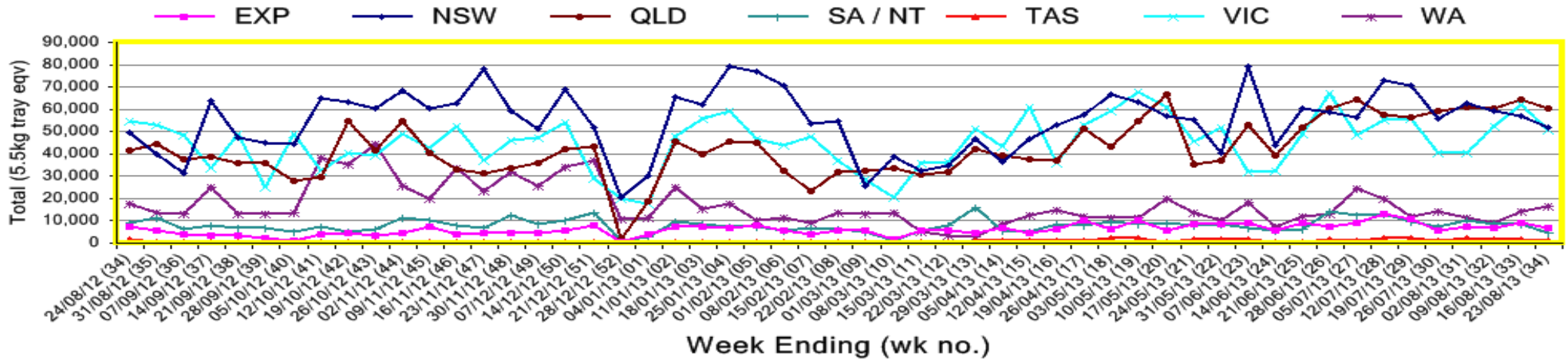
Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 5,915,185 5.5kg tray eqv



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 5,915,185 5.5kg tray eqv



Week 34 contributors - Packhouses

- | | |
|---------------------------------------|--|
| Midcoast Avocados (CNSW) | Googa Farms (SQ) |
| I & A Tolson (CNSW) | Perseverance Farming Co (SQ) |
| Coastal Avocados (CNSW) | G & C Christensen (SC) |
| The Avolution (CQ, SQ & TRI) | Sunfresh (SC) |
| Simpson Farms Pty Ltd (CQ) | Natures Fruit Company (SC) |
| Donovan Family Investment Trust (CQ) | Jirel Holdings (TAM/NR) |
| SuperPak (CQ) | Aussie Orchards Growers & Packers (TAM/NR) |
| Avocado Industry Council (NZAGA) | Summerland House With No Steps (TAM/NR) |
| Green Nugget Orchards (SQ) | Simfresh Pty Ltd (TRI) |
| Mountain Fresh (SQ) | Goldenhill Packing (TRI) |
| Balmoral Orchard (SQ) | Chislett Developments Pty Ltd (TRI) |
| Touchwood Farming (SQ) | Bonyaricall Vineyards (TRI) |
| Wodonga Park Fruit and Nuts (SQ) | The Avocado Grove (WA/NT) |
| Sunnyspot Packhouse Pty Ltd (SQ & SC) | Avowest (WA/NT) |
| One Harvest (SQ) | Green Pear Avocado (WA/NT) |

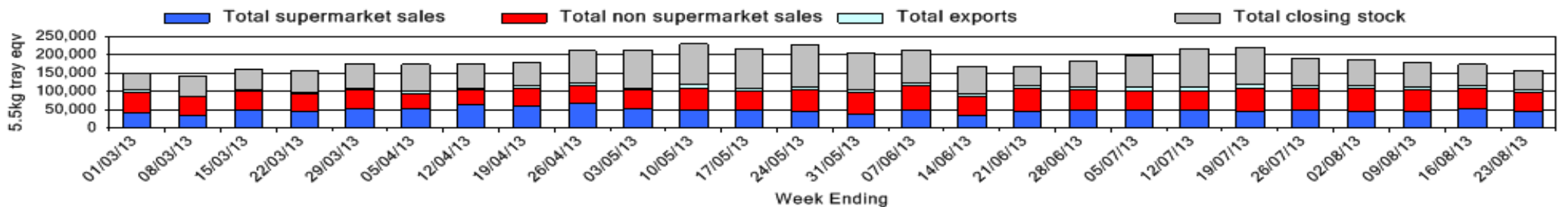
Week 34 contributors - Wholesalers

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

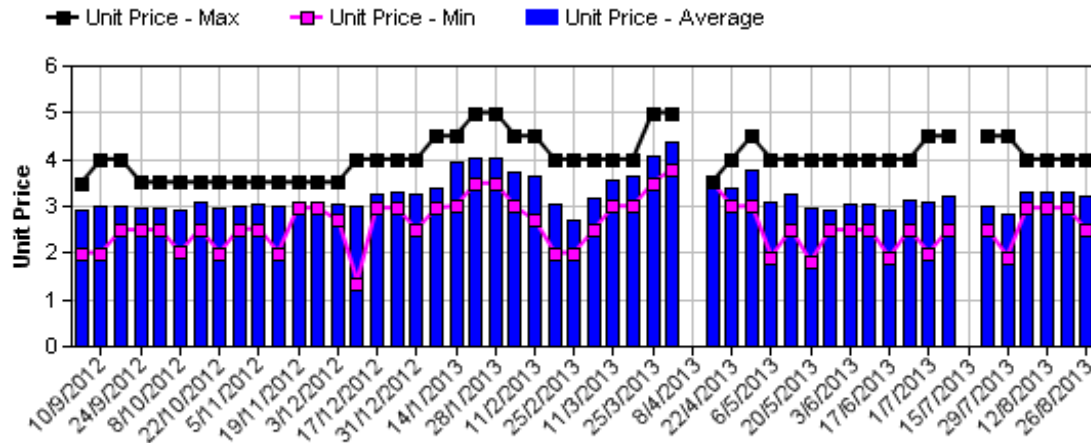
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	8,742		505	9,247	25			25	45	1,920			1,920	349	9,137		505	9,642
Total non supermarket sales	4,610			4,610	1,465			1,465	2,664						7,274			7,274
Total exports																		
Total sales	13,352		505	13,857	1,490			1,490	2,709	1,920			1,920	349	16,410		505	16,915
Total Stock on Hand	1,161			1,161	1,492			1,492	2,713						3,874			3,874
QLD																		
Total supermarket sales	16,500		1,603	18,103						3,360			3,360	611	17,111		1,603	18,714
Total non supermarket sales	14,818			14,818	1,973			1,973	3,587						18,405			18,405
Total exports	3,230		745	3,975	1,246		96	1,342	2,440						5,495		920	6,415
Total sales	34,548		2,348	36,896	3,219		96	3,315	6,027	3,360			3,360	611	41,012		2,523	43,534
Total Stock on Hand	19,674			19,674	1,053			1,053	1,915						21,589			21,589
SA & TAS																		
Total supermarket sales	2,771		1,091	3,862	42		2,564	2,606	4,738	480			480	87	2,935		5,753	8,688
Total non supermarket sales	2,745			2,745	1,591			1,591	2,893						5,638			5,638
Total exports																		
Total sales	5,516		1,091	6,607	1,633		2,564	4,197	7,631	480			480	87	8,572		5,753	14,326
Total Stock on Hand	5,432	19	38	5,489	1,646		864	2,510	4,564						8,425	19	1,609	10,053
VIC																		
Total supermarket sales	5,800			5,800						1,440			1,440	262	6,062			6,062
Total non supermarket sales	7,726		1,144	8,870	1,508		384	1,892	3,440	66			66	12	10,479		1,843	12,322
Total exports																		
Total sales	13,526		1,144	14,670	1,508		384	1,892	3,440	1,506			1,506	274	16,541		1,843	18,384
Total Stock on Hand	11,762		680	12,442	1,821		59	1,880	3,418	269			269	49	15,122		787	15,909
WA																		
Total supermarket sales	4,170			4,170	24			24	44						4,214			4,214
Total non supermarket sales	3,765		5	3,770	1,343			1,343	2,442						6,207		5	6,212
Total exports																		
Total sales	7,935		5	7,940	1,367			1,367	2,485						10,420		5	10,425
Total Stock on Hand	3,900			3,900	73			73	133						4,033			4,033
Total																		
Total supermarket sales	37,983		3,200	41,183	91		2,564	2,655	4,827	7,200			7,200	1,309	39,458		7,862	47,319
Total non supermarket sales	33,664		1,149	34,813	7,880		384	8,264	15,025	66			66	12	48,003		1,848	49,851
Total exports	3,230		745	3,975	1,246		96	1,342	2,440						5,495		920	6,415
Total sales	74,877		5,094	79,971	9,217		3,044	12,261	22,293	7,266			7,266	1,321	92,956		10,629	103,585
Total Stock on Hand	41,929	19	718	42,666	6,085		923	7,008	12,742	269			269	49	53,041	19	2,396	55,456

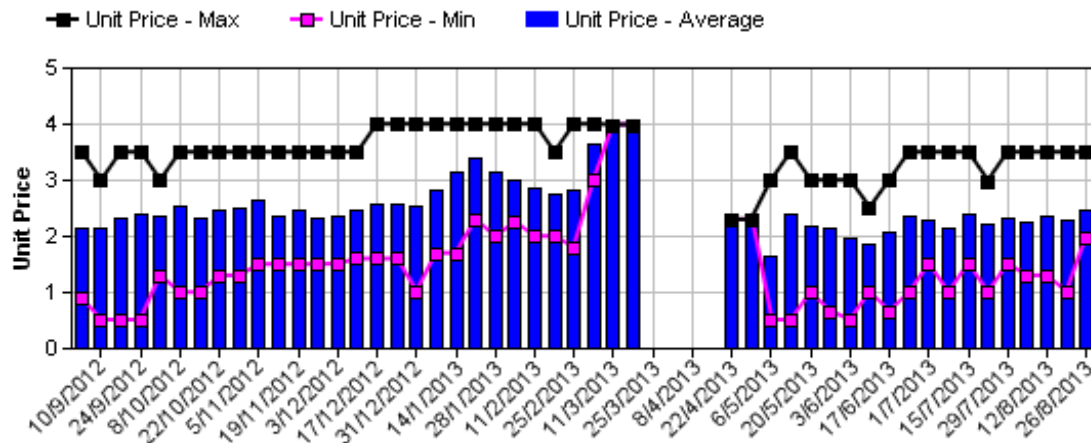
Weekly National Sales



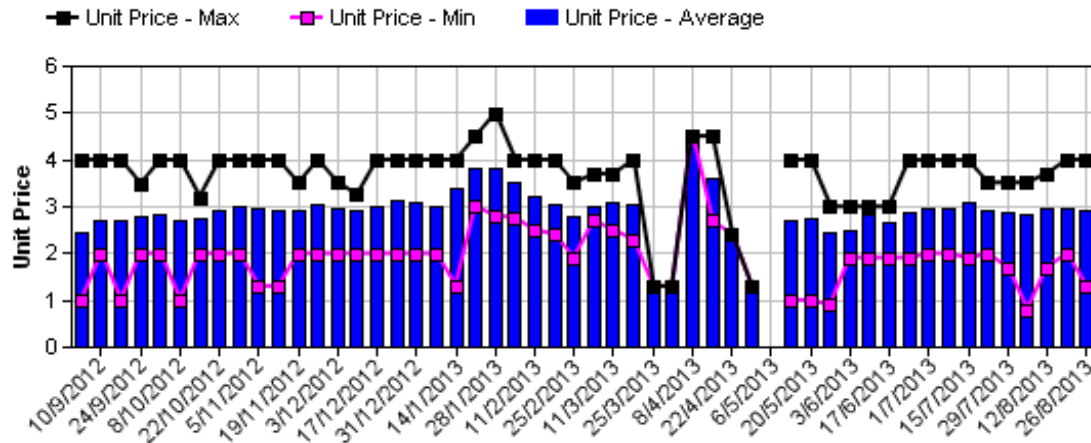
Hass Avocado Average Retail Prices - Sydney



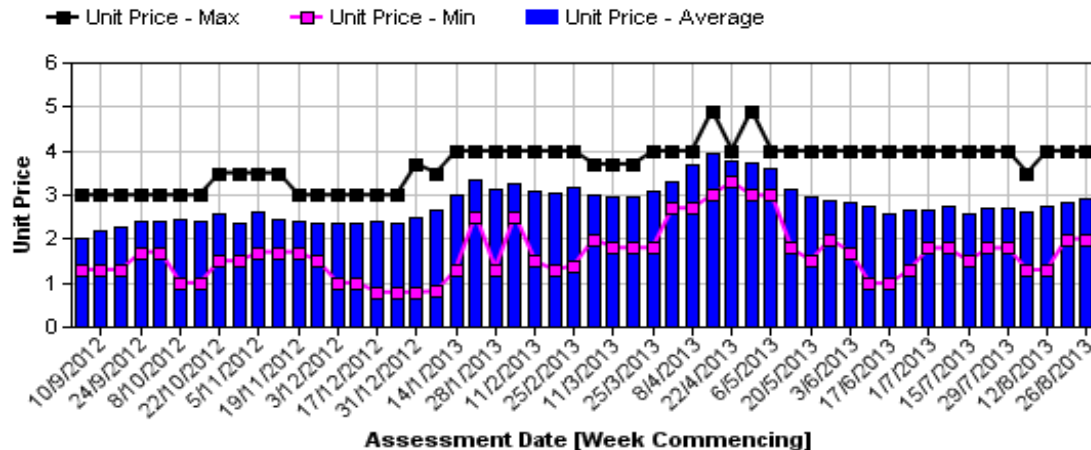
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

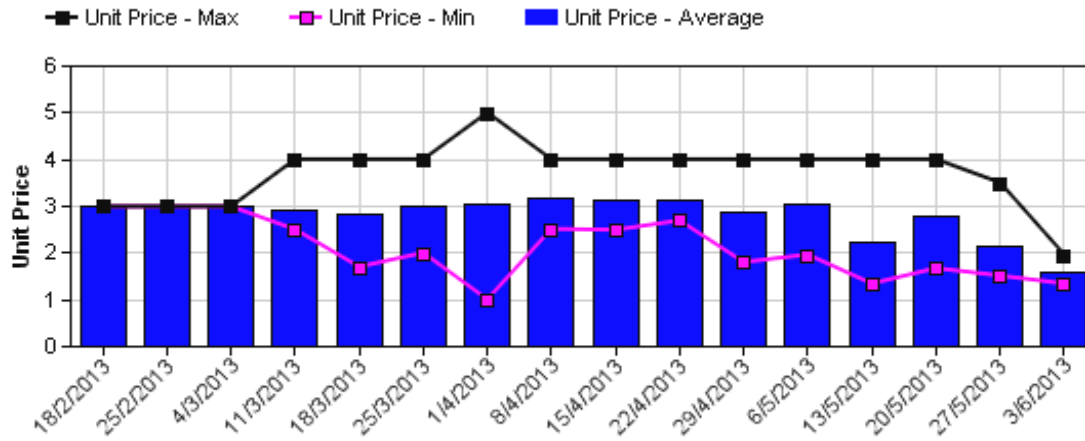


Hass Avocado Average Retail Prices - Perth

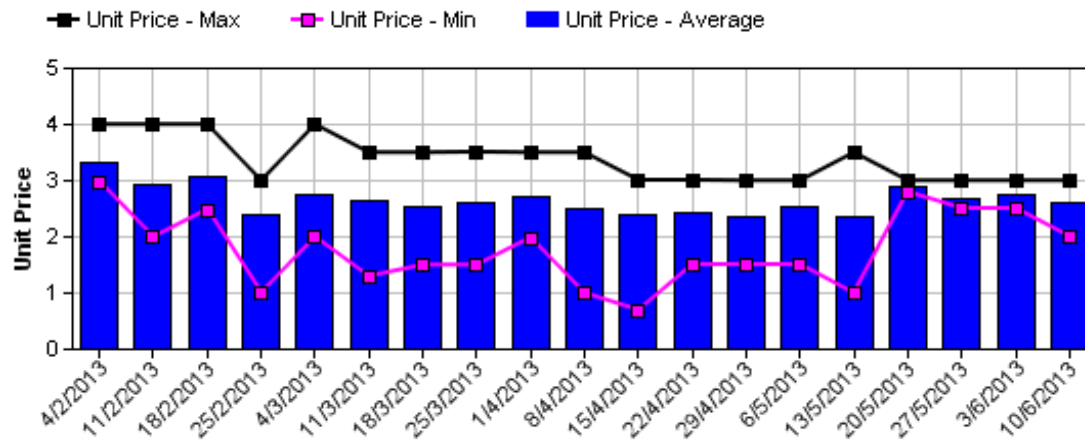


Assessment Date [Week Commencing]

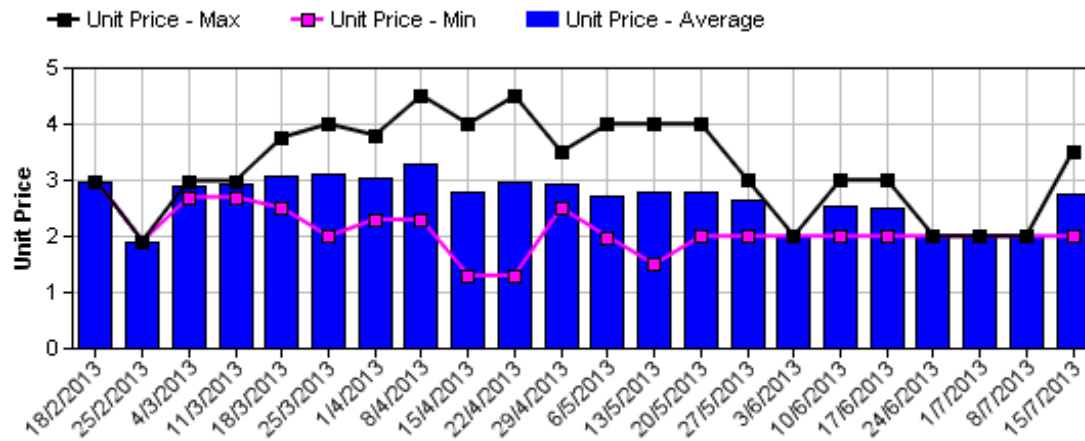
Shepard Avocado Average Retail Prices - Sydney



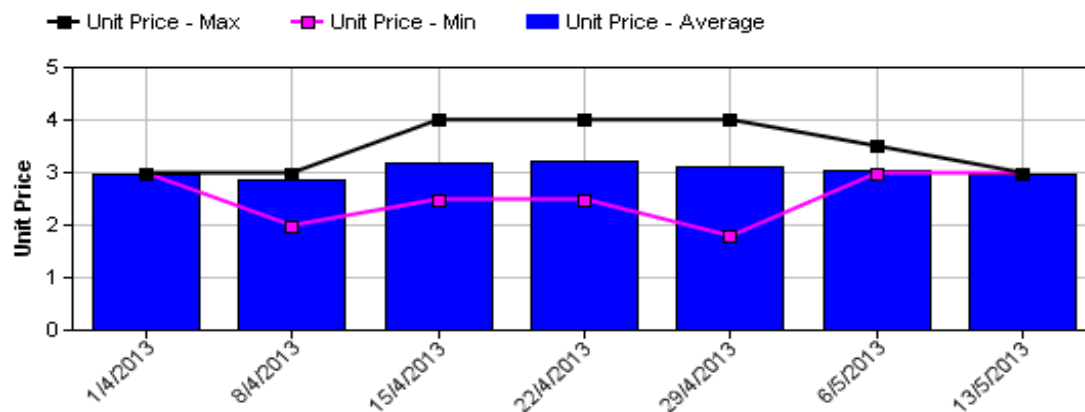
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 26th August 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	260	2.48	No	Aus	I	Hass	230	1.29	No	NS
Woolworths	Hass	240	2.48	No	Aus	I	Hass	240	1.99	No	Aus
Woolworths	Hass	250	2.48	No	Aus	I	Hass	230	2.29	No	NS
IGA	Hass	270	2.95	No	Aus	I	Hass	230	2.69	No	NS
Coles	Hass	270	2.98	No	Aus	Safeway	Hass	245	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Coles	Hass	260	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus	Coles	Hass	240	2.98	No	Aus
I	Hass	280	2.99	No	Aus	Safeway	Hass	260	2.98	No	Aus
I	Hass	270	2.99	No	Aus	Coles	Hass	265	2.98	No	Aus
Foodworks	Hass	280	2.99	No	Aus	Safeway	Hass	255	2.98	No	Aus
I	Hass	310	3.49	No	Aus	IS	Hass	240	2.99	No	Aus
IGA	Hass	260	3.99	No	Aus	I	Hass	270	2.99	No	Aus
I	Hass	290	3.99	No	Aus	I	Sharwil	265	3.75	No	NS
I	Hass	320	3.99	No	Aus	I	Hass	250	3.79	No	NS
I	Hass	310	3.99	No	Aus	I	Hass	305	3.98	No	Aus
I	Hass	300	3.99	No	Aus	I	Hass	250	3.99	No	NS
I	Hass	300	3.99	No	Aus	I	Sharwil	280	3.99	No	NS
BRISBANE						PERTH					
Woolworths	Reed	250	1.74	No	Aus	IS	Hass	230	1.99	Store	Aus
I	Reed	390	1.79	Store	Aus	I	Hass	225	2.49	No	Aus
Woolworths	Hass	200	1.98	No	Aus	I	Hass	225	2.50	No	Aus
IGA	Hass	190	1.99	No	Aus	Coles	Hass	200	2.68	No	Aus
I	Hass	320	1.99	No	Aus	Coles	Hass	220	2.68	No	Aus
I	Hass	245	2.00	Store	Aus	Coles	Hass	210	2.68	No	Aus
I	Reed	250	2.00	Store	Aus	Woolworths	Hass	200	2.98	No	Aus
IGA	Hass	220	2.48	No	Aus	Woolworths	Hass	215	2.98	Store	Aus
Coles	Hass	200	2.48	No	Aus	Woolworths	Hass	215	2.98	No	Aus
Woolworths	Hass	210	2.48	No	Aus	I	Hass	230	2.98	No	Aus
IGA	Hass	178	2.48	No	Aus	IGA	Hass	250	2.99	No	Aus
Woolworths	Hass	200	2.48	No	Aus	IGA	Hass	230	2.99	No	Aus
Coles	Hass	180	2.48	No	Aus	IGA	Hass	245	3.49	No	Aus
Coles	Hass	205	2.48	No	Aus	I	Hass	265	3.49	No	Aus
I	Hass	210	2.79	Store	Aus	I	Hass	265	3.99	No	Aus
I	Hass	275	3.00	Store	Aus						
I	Hass	312	3.49	Store	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

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets