



INFOCADO WEEKLY REPORT: 15th — 21st August 2015 (Week 34)

Comments

- The weekly dispatch volume (235,242 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 New South Wales (53,154 trays). The Melbourne market received highest volume (72,074 trays), with size 20 again dominating total supplies (refer P 3).
- Average retail prices for Hass ranged from \$2.95 - \$3.30 / fruit across the major cities. Brisbane recorded the lowest average whilst Sydney recorded the highest, although this does not include multi-buy offers. Highest and lowest recorded retail prices was \$4.99 & \$0.99 / fruit respectively in Sydney. The lowest retail prices recorded for Brisbane, Melbourne and Perth were \$1.49, \$2.49 and \$1.98 / fruit respectively (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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Avocados 101: A Super Food Idea Magazine Feature

Avocados are the flavour of the month with a six page feature in the September issue of Australia's number one food magazine *Super Food Ideas*.

As part of the News Life Media portfolio of food magazines, Super Food Ideas has an audited circulation of 140,299 and readership of 894,000 generating great exposure for Australia avocados as spring approaches.

This feature clearly acknowledges the growing interest and the recognised versatility avocados have with main stream audiences across Australia. The magazine is focused on providing its audience with fast, simple and delicious recipes that use ingredients that can be found in every supermarket. It is about new ideas, but not outlandish ones that are intimidating.

As well as great avocado fruit imagery and helpful tips the feature includes four delicious recipes including an avocado cornbread.

For a full brief please refer to the Guacamole Enewsletter - 21 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 34 - 38)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	180,118	11,581	12,000	9,500	205,083
Lamb Hass	1,300	700			2,573
Reed	6,000				6,000
Sharwil	303				303
Week Total	189,763	12,345	12,000	9,500	216,117

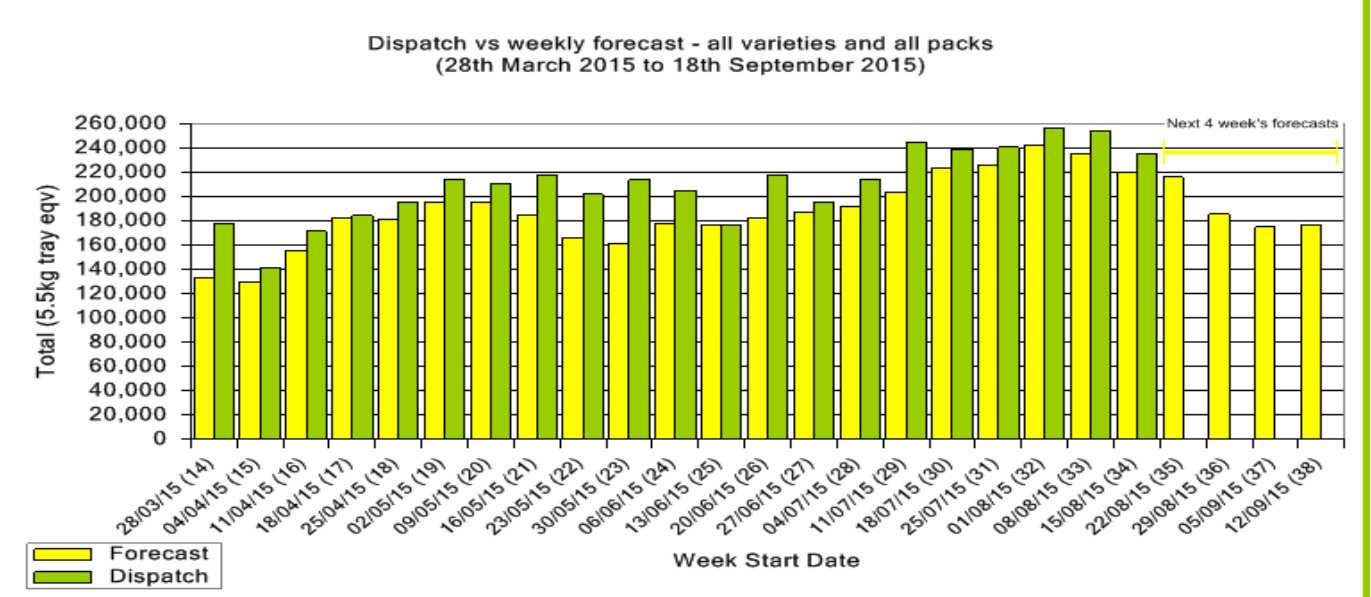
Week 36 - begin 29/08/2015					
Edrinol	72				72
Fuerte		40			73
Gwen	1,250				1,250
Hass	159,995	10,316	22,000	8,300	184,260
Week Total	161,317	10,356	22,000	8,300	185,655

Week 37 - begin 05/09/2015					
Edrinol	72				72
Fuerte		40			73
Gwen	556				556
Hass	153,960	9,246	12,000	8,300	174,462
Week Total	154,588	9,286	12,000	8,300	175,163

Week 38 - begin 12/09/2015					
Fuerte		40			73
Hass	155,301	7,851	12,000	8,300	173,267
Reed	3,333				3,333
Week Total	158,634	7,891	12,000	8,300	176,672

Dispatch Data (Week 34 - begin 15/08/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte		40				73
Hass	179,952	22,345	2,681	6,000	8	222,158
Lamb Hass	741	2,299				4,921
Reed	3,493	2,176				7,449
Wurtz	299	188				641
Total	184,485	27,048	2,681	6,000	8	235,242



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	60,219								76,944
Australia (from ABS)	27,589									0
USA¹										0
Japan¹										0
Other Asia¹										0
Total Dispatch (Infocado + 1)	16,725	60,219	0	0	0	0	0	0	0	76,944

1 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port. 2

Industry Dispatches By Origin Region and Count Size : 15th August - 21st August 2015 (Wk 34)

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	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
Central NSW		1,910	4,399	15,049		9,756	6,304	4,892	608	42,918	4,972	576	6,000		53,154
Central Qld	356	3,533	1,561	6,194		5,520	5,015	4,916	57	27,152	10,249				45,787
New Zealand		1,500	2,711	5,826		5,077	6,634	3,403	3,693	28,844					28,844
North Qld		8	1,230	4,248	336	2,956	3,437	1,052	400	13,667	588			8	14,737
South Qld	95	642	2,291	8,507	875	5,415	4,134	3,568	498	26,025	5,599	130			36,229
Sunshine Coast	1	50	668	2,217	13	4,078	3,126	1,867	760	12,780	3,495				19,135
Tamborine/ Northern Rivers		405	1,646	5,486	572	2,730	2,251	1,080	734	14,904	1,079	1,975			17,225
Tri State		209	1,707	1,870		1,106	819	707	98	6,516	561				7,536
WA/NT	29	246	870	3,961		3,434	2,273	794	72	11,679	505				12,597
Total	481	8,503	17,083	53,358	1,796	40,072	33,993	22,279	6,920	184,485	27,048	2,681	6,000	8	235,242

Origin of Avocado



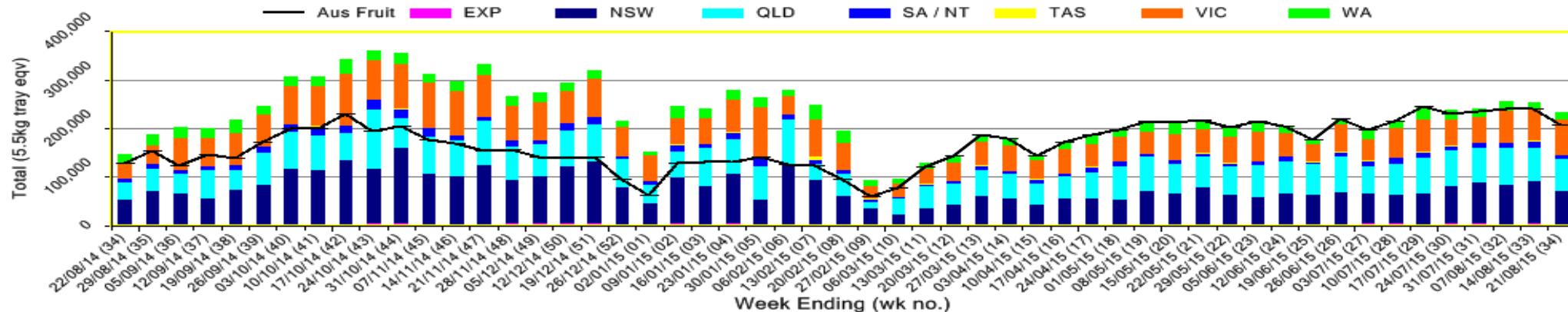
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 15th August - 21st August 2015 (Wk 34)

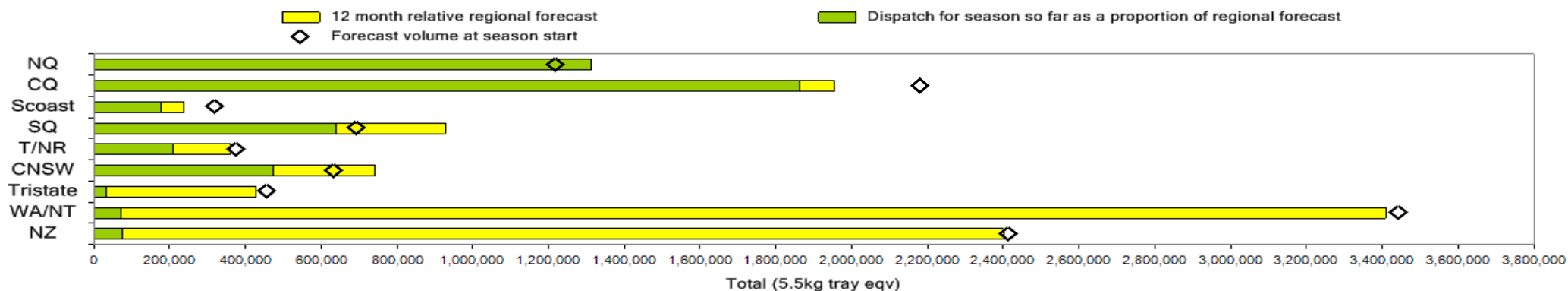
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP			7						941	948	470				1,803
NSW	73	1,542	5,239	15,500	952	12,938	9,338	2,726	844	49,152	11,202	1,524	2,000		70,160
QLD	20	1,970	3,708	13,331	335	11,550	8,951	11,018	1,540	52,423	6,566	965	2,000		64,900
SA / NT		8	187	400		1,401	2,187	1,563	159	5,905	1,054				7,821
TAS							1,126	456		1,582					1,582
VIC	359	4,580	6,992	20,028	509	9,993	8,706	4,758	2,985	58,910	7,020	192	2,000	8	72,074
WA	29	403	949	4,099		4,190	3,685	1,758	451	15,564	736				16,902
Total	481	8,503	17,083	53,358	1,796	40,072	33,993	22,279	6,920	184,485	27,048	2,681	6,000	8	235,242

Throughput Australian & NZ avocados by destination state Throughput 1st January 2015 to date = 6,974,684 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 34 Contributors - Packhouses

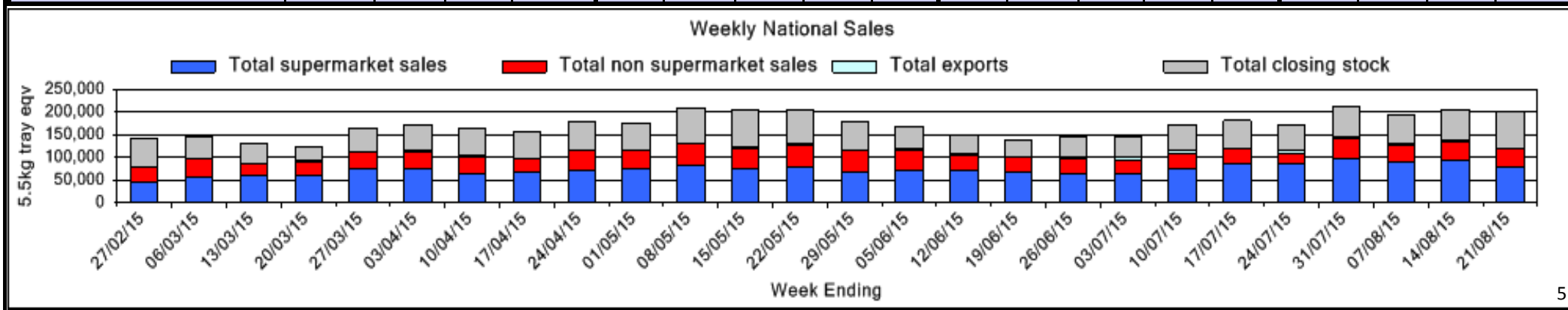
Natures Fruit Company (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
One Harvest (Consolidator)	Sunvale Produce Pty Ltd (TRI)
Simpson Farms Pty Ltd (Consolidator)	Justin Loffler (TRI)
Sunfresh (Consolidator)	Mildura Fruit Company (TRI)
The Avolution (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Midcoast Avocados (CNSW)	Avowest (WA)
I & A Tolson (CNSW)	The Avocado Grove (WA)
Coastal Avocados (CNSW)	Avonova (WA)
Avocado Industry Council (NZAGA)	Green Pear Avocado (WA)
Green Nugget Orchards (SQ)	CQ: Less than 3 contributors
Touchwood Farming (SQ)	SC: Less than 3 contributors
Wodonga Park Fruit and Nuts (SQ)	TNR: Less than 3 contributors
Balmoral Orchard (SQ)	

Week 34 Contributors - Wholesalers

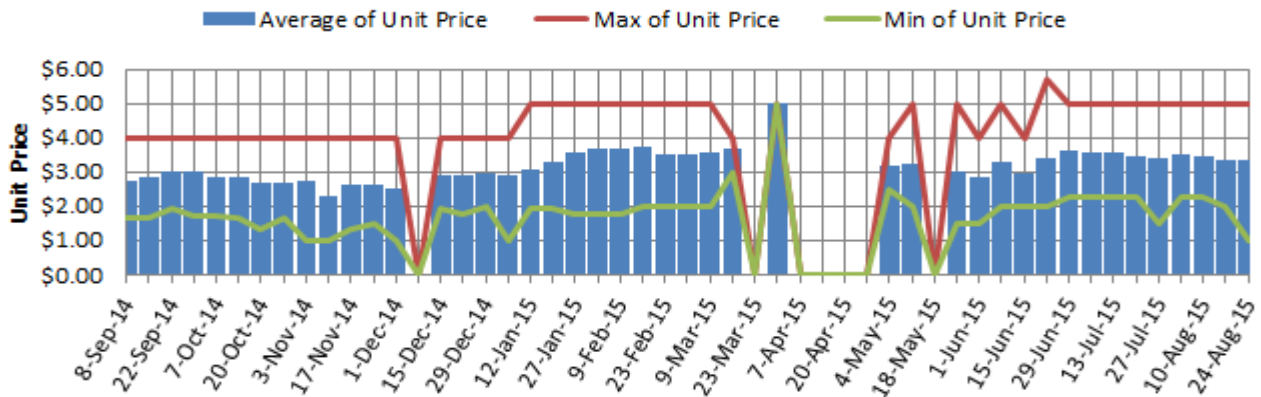
Alfred E Chave Pty Ltd (Brisbane)	Fresh Choice WA Pty Ltd (Perth)
Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Dykes Bros (Melbourne)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	WA Farm Direct (Perth)
Favco Queensland Pty Ltd (Brisbane)	

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

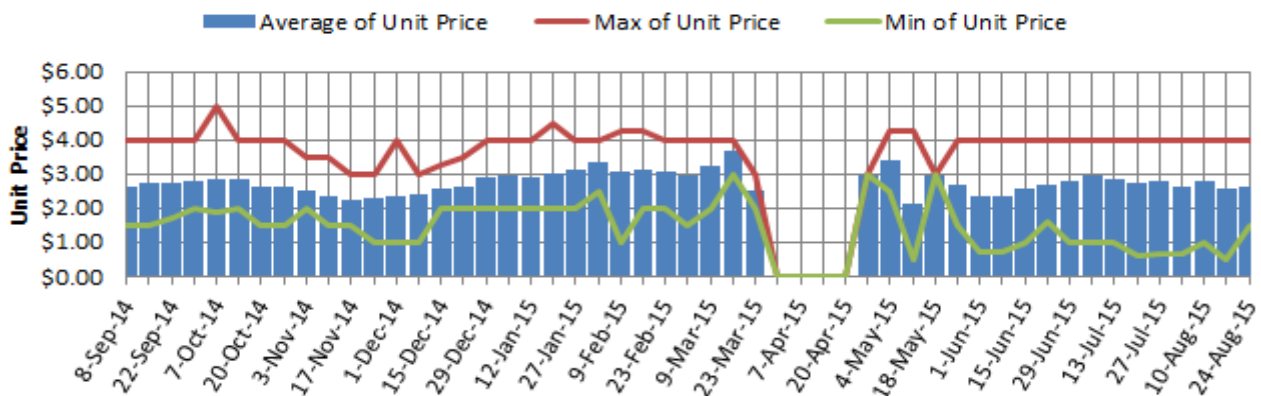
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	19,932			19,932	448			448	815	192			192	35	20,781			20,781
Total non supermarket sales	5,519		15	5,534	385		37	422	767						6,219		82	6,301
Total exports	632			632	280			280	509						1,141			1,141
Total sales	26,083		15	26,098	1,113		37	1,150	2,091	192			192	35	28,142		82	28,224
Total Stock on Hand	1,485		4	1,489	48			48	87						1,572		4	1,576
QLD																		
Total supermarket sales	27,819		1,083	28,902	1,104			1,104	2,007	835			835	152	29,978		1,083	31,061
Total non supermarket sales	4,591			4,591	1,060			1,060	1,927	1,030			1,030	187	6,706			6,706
Total exports	1,225			1,225	190			190	345						1,570			1,570
Total sales	33,635		1,083	34,718	2,354			2,354	4,280	1,865			1,865	339	38,254		1,083	39,337
Total Stock on Hand	43,027			43,027	631			631	1,147	192			192	35	44,209			44,209
SA & TAS																		
Total supermarket sales	6,380			6,380											6,380			6,380
Total non supermarket sales	2,629		1	2,630	1,383		8	1,391	2,529						5,144		16	5,159
Total exports																		
Total sales	9,009		1	9,010	1,383		8	1,391	2,529						11,524		16	11,539
Total Stock on Hand	12,046			12,046	2,225		104	2,329	4,235						16,091		189	16,281
VIC																		
Total supermarket sales	14,617		2,329	16,946	780			780	1,418						16,035		2,329	18,364
Total non supermarket sales	9,348		737	10,085	2,849		97	2,946	5,356	195			195	35	14,563		913	15,477
Total exports	91			91											91			91
Total sales	24,056		3,066	27,122	3,629		97	3,726	6,775	195			195	35	30,690		3,243	33,932
Total Stock on Hand	10,017		237	10,254	822		49	871	1,584	70			70	13	11,524		326	11,850
WA																		
Total supermarket sales	2,941			2,941	171			171	311						3,252			3,252
Total non supermarket sales	3,077			3,077	1,296			1,296	2,356						5,433			5,433
Total exports																		
Total sales	6,018			6,018	1,467			1,467	2,667						8,685			8,685
Total Stock on Hand	6,429			6,429	324			324	589						7,018			7,018
Total																		
Total supermarket sales	71,689		3,412	75,101	2,503			2,503	4,551	1,027			1,027	187	76,427		3,412	79,839
Total non supermarket sales	25,164		753	25,917	6,973		142	7,115	12,936	1,225			1,225	223	38,065		1,011	39,076
Total exports	1,948			1,948	470			470	855						2,803			2,803
Total sales	98,801		4,165	102,966	9,946		142	10,088	18,342	2,252			2,252	409	117,294		4,424	121,718
Total Stock on Hand	73,004		241	73,245	4,050		153	4,203	7,642	262			262	48	80,415		519	80,934



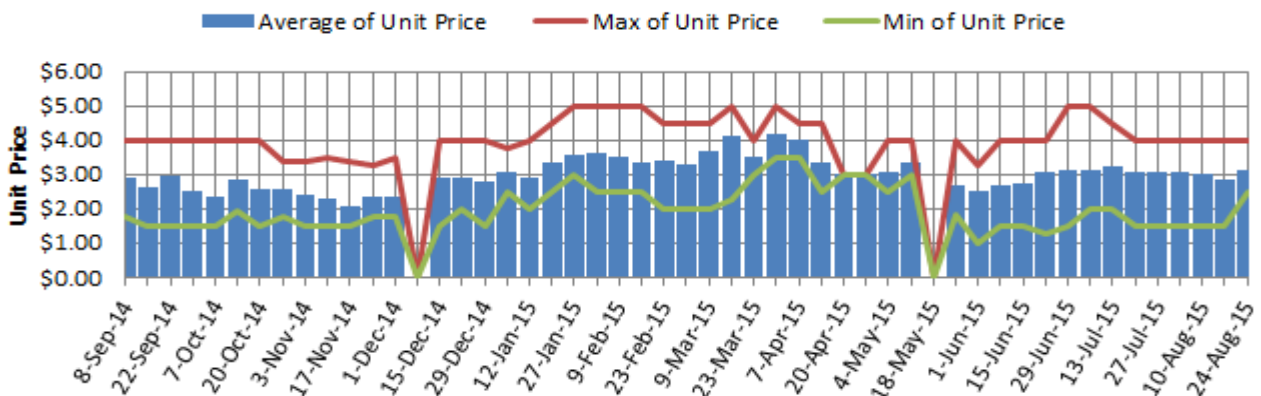
Hass Avocado Average Retail Prices - Sydney



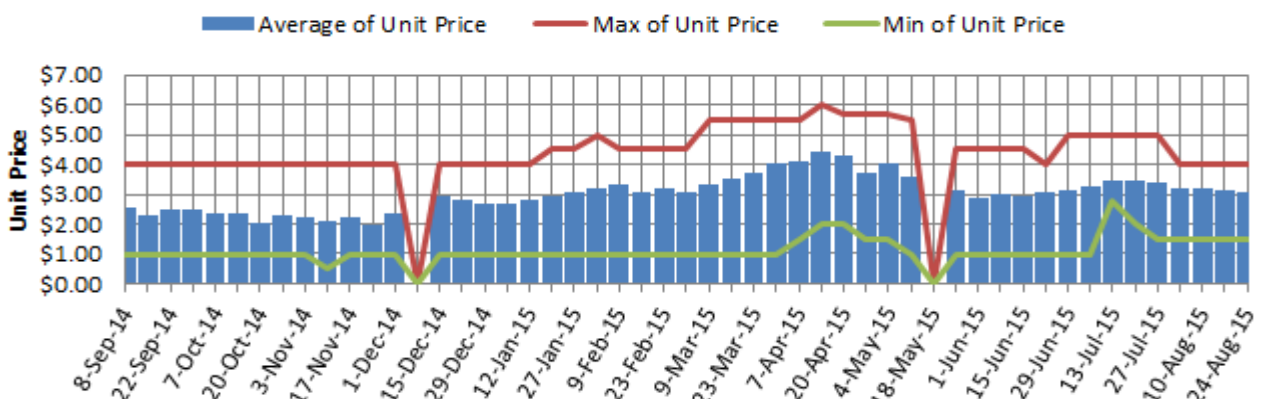
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

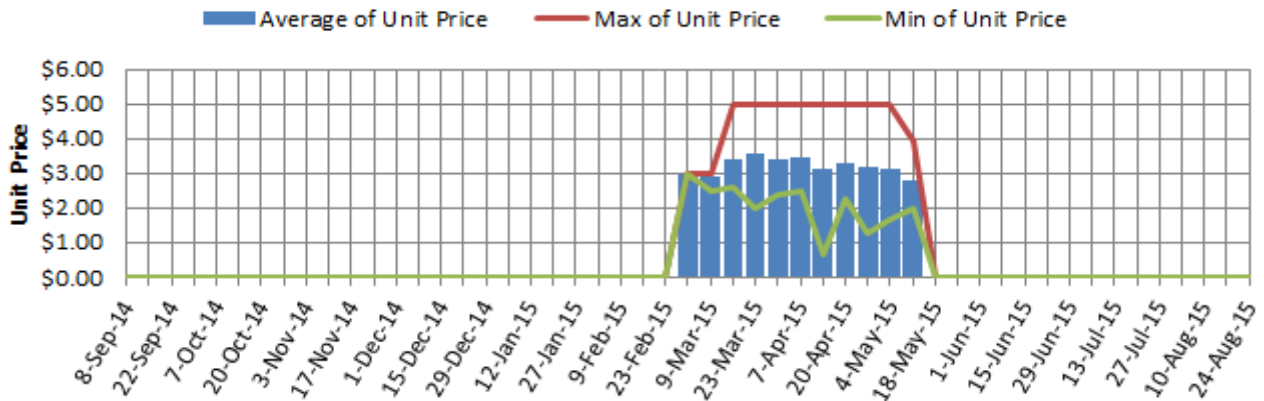


Hass Avocado Average Retail Prices - Perth

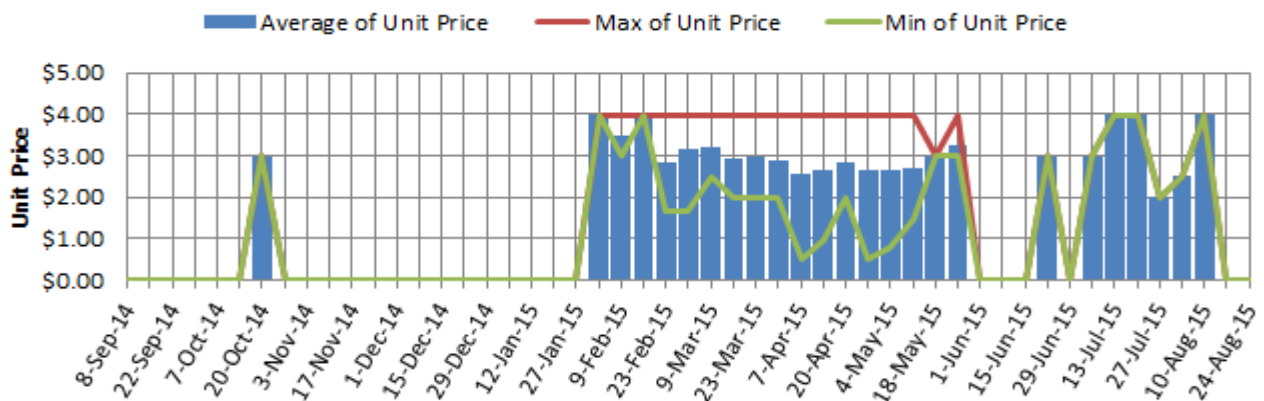


Assessment date (Week Commencing)

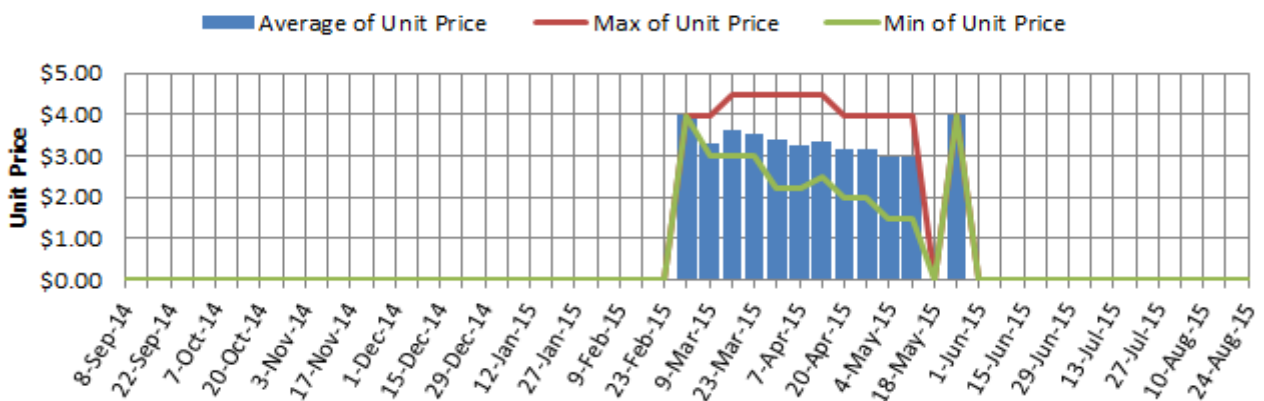
Shepard Avocado Average Retail Prices - Sydney



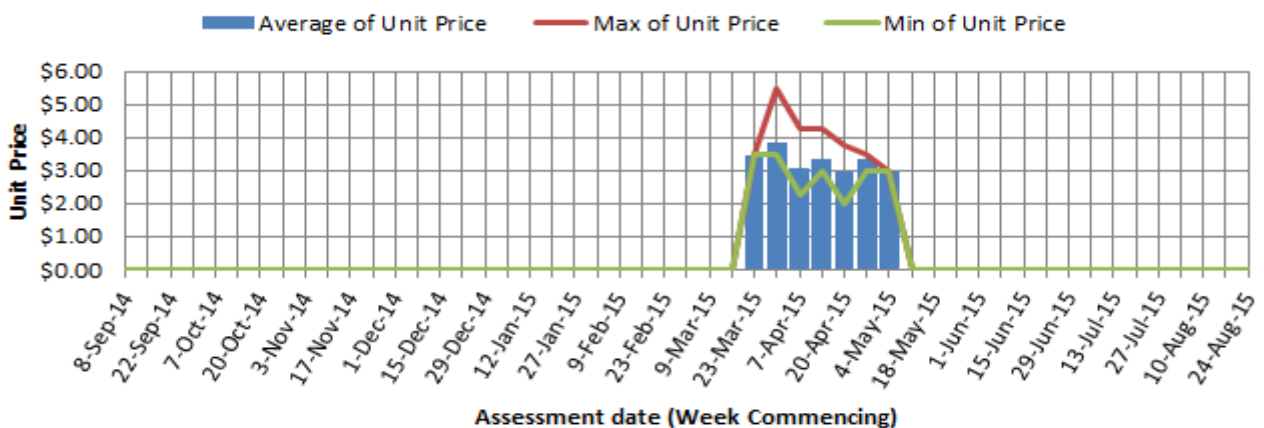
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 24th August 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	180	0.99	Store	Aus
Woolworths	Hass	260	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	260	3.49	No	Aus
IGA	Hass	260	3.95	No	Aus
Foodworks	Hass	310	3.99	No	Aus
I	Hass	270	3.99	No	Aus
IC	Hass	330	4.99	No	Aus
I	Hass	300	4.99	No	Aus
IC	Hass	340	4.99	No	Aus
IC	Hass	330	4.99	No	Aus
BRISBANE					
I	Hass	195	1.49	No	Aus
IGA	Hass	190	1.69	No	Aus
I	Reed	485	1.98	Store	NS
I	Hass	205	1.98	No	Aus
I	Hass	310	1.99	No	Aus
I	Reed	460	1.99	No	Aus
IGA	Hass	170	1.99	Cat	Aus
I	Hass	200	2.00	No	NZ
Woolworths	Hass	310	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Reed	320	2.98	No	Aus
Woolworths	Hass	200	2.98	No	Aus
Woolworths	Reed	270	2.98	No	Aus
Woolworths	Hass	200	2.98	No	Aus
I	Hass	226	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	210	3.00	No	Aus
IGA	Hass	320	3.99	No	Aus
MELBOURNE					
I	Hass	220	2.49	No	Aus
I	Hass	260	2.69	No	NS
Coles	Hass	230	2.70	No	Aus
Woolworths	Hass	235	2.88	No	Aus
Woolworths	Hass	240	2.88	No	Aus
Woolworths	Hass	240	2.88	No	Aus
Coles	Hass	230	2.98	No	Aus
Coles	Reed	510	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
IGA	Hass	290	2.99	Store	Aus
I	Hass	290	3.45	No	Aus
I	Hass	300	3.45	No	Aus
I	Hass	250	3.49	No	NZ
IS	Hass	250	3.49	No	Aus
I	Hass	260	3.69	No	Aus
I	Hass	350	3.98	No	Aus
I	Hass	290	3.99	No	Aus
PERTH					
I	Hass	155	1.98	No	Aus
Woolworths	Hass	180	2.48	No	Aus
Woolworths	Hass	195	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
IS	Hass	225	2.49	Store	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
Coles	Hass	205	2.98	No	Aus
IGA	Hass	190	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	230	3.29	No	Aus
IGA	Hass	240	3.49	No	Aus
IGA	Hass	270	3.99	No	Aus
IGA	Hass	280	3.99	No	Aus
I	Hass	245	3.99	No	Aus
I	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

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

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