



INFOCADO WEEKLY REPORT: 24th — 30th August 2013 (Wk 35)



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Comments

- At this time of year it is very important that all packhouses in Southern regions are vigilant about entering your first four weekly forecasts four weeks before you start dispatching to ensure forecasts are as accurate as possible. Historically, there have been some problems with Infocado reliability in the Spring period. If you cannot remember your password or have issues logging in please contact Avocados Australia.
- The updated New Zealand imports are shown on page 3 of this report.
- Retail prices on average are steady. Prices range from \$1.50 in Brisbane to \$3.99 in Sydney and Perth. Some catalogue specials are in place this week in Melbourne. New Zealand fruit was spotted in some Brisbane stores this week.
- 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

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 722,881 5.5kg eqv trays in the market place for October with 715,315 5.5kg eqv trays being Hass.

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:

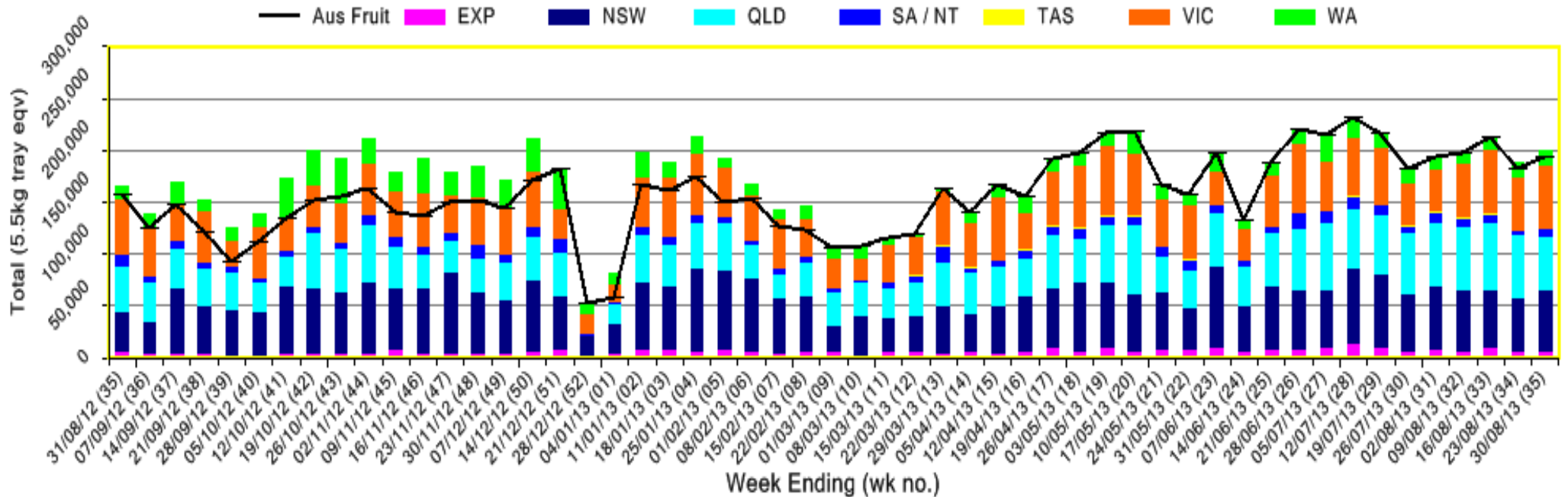
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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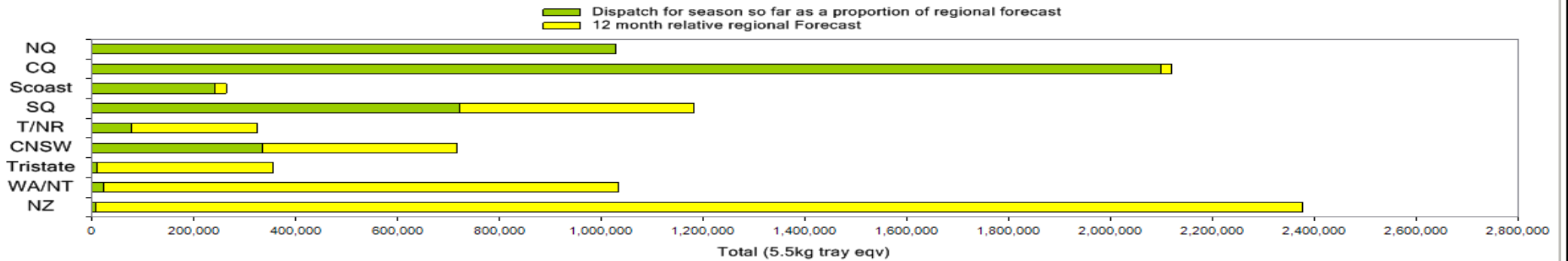
Industry Dispatches By Destination State and Count Size : 24th August - 30th August 2013 (Wk 35)

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								175	4,412	4,587	528					5,547
NSW	394	1,019	3,734	10,682	1,924	10,298	4,893	2,477	1,972	37,393	11,510	4,654		900	59,330	
QLD	27	516	1,763	3,724	1,789	4,699	7,766	10,411	1,221	31,916	9,516	6,740	1,900	900	50,952	
SA / NT	1	5	238	2,108	54	486	451	2,937	56	6,336	677	480			7,654	
TAS		4	20					616		640					640	
VIC	96	1,133	4,836	9,688	2,752	9,836	10,176	4,176	1,219	43,912	9,518	1,661			61,519	
WA	59	393	1,186	3,652		3,339	1,848	529		11,006	1,717				14,128	
Total	577	3,070	11,777	29,854	6,519	28,658	25,750	20,705	8,880	135,790	33,466	13,535	1,900	1,800	199,770	

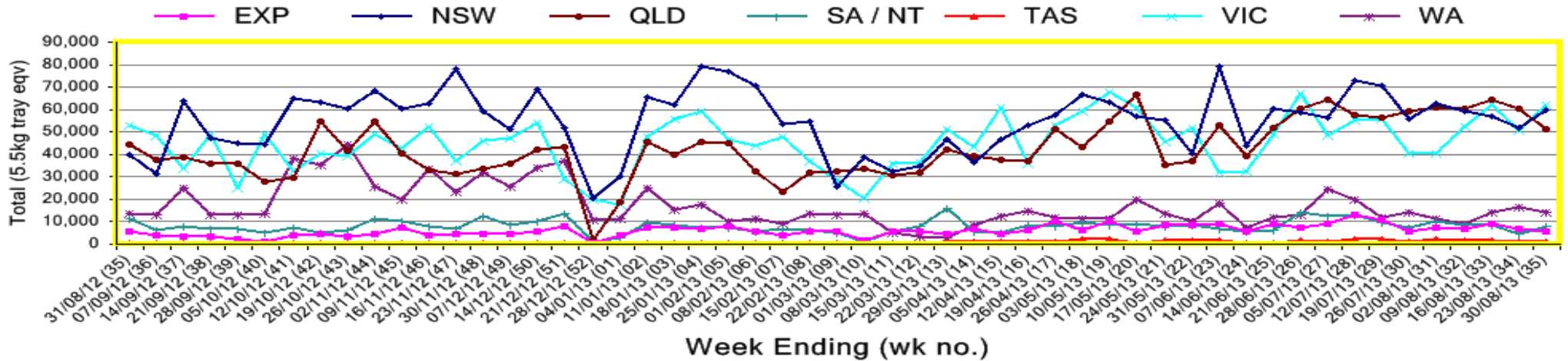
**Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,114,955 5.5kg tray eqv**



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,114,955 5.5kg tray eqv



Week 35 contributors - Packhouses

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

Week 35 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) | Premier Fruits Pty Ltd (Melbourne) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | 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) | |

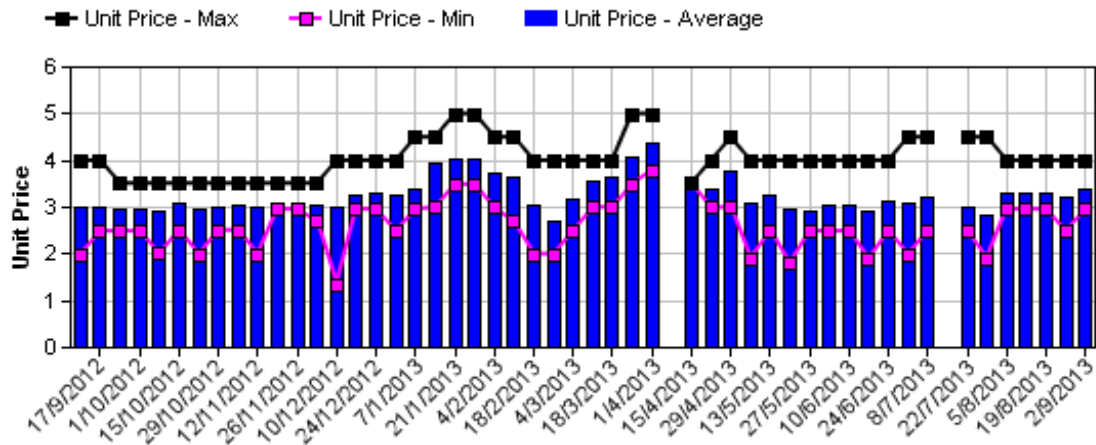
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,320		1,010	11,330	96			96	175	1,920			1,920	349	10,844		1,010	11,854
Total non supermarket sales	6,688			6,688	1,756			1,756	3,193						9,881			9,881
Total exports																		
Total sales	17,008		1,010	18,018	1,852			1,852	3,367	1,920			1,920	349	20,725		1,010	21,735
Total Stock on Hand	3,013			3,013	1,161			1,161	2,111						5,124			5,124
QLD																		
Total supermarket sales	11,633		632	12,265						4,320			4,320	785	12,418		632	13,050
Total non supermarket sales	15,042		9	15,051	1,780		64	1,844	3,353						18,278		125	18,404
Total exports	4,107		480	4,587	432		96	528	960						4,892		655	5,547
Total sales	30,782		1,121	31,903	2,212		160	2,372	4,313	4,320			4,320	785	35,589		1,412	37,001
Total Stock on Hand	25,956		82	26,038	684			684	1,244						27,200		82	27,282
SA & TAS																		
Total supermarket sales	5,678		323	6,001			860	860	1,564	480			480	87	5,765		1,887	7,652
Total non supermarket sales	3,081	10	16	3,107	1,454		4	1,458	2,651						5,725	10	23	5,758
Total exports																		
Total sales	8,759	10	339	9,108	1,454		864	2,318	4,215	480			480	87	11,490	10	1,910	13,410
Total Stock on Hand	7,316	9	22	7,347	1,257			1,257	2,285						9,601	9	22	9,632
VIC																		
Total supermarket sales	11,746		419	12,165			12	12	22	1,440			1,440	262	12,008		441	12,449
Total non supermarket sales	10,559		1,559	12,118	3,594		197	3,791	6,893	197			197	36	17,129		1,917	19,046
Total exports																		
Total sales	22,305		1,978	24,283	3,594		209	3,803	6,915	1,637			1,637	298	29,137		2,358	31,495
Total Stock on Hand	15,060		42	15,102	3,263		21	3,284	5,971	132			132	24	21,017		80	21,097
WA																		
Total supermarket sales	6,148			6,148	306			306	556						6,704			6,704
Total non supermarket sales	3,565		32	3,597	1,618		4	1,622	2,949						6,507	7	32	6,546
Total exports																		
Total sales	9,713		32	9,745	1,924		4	1,928	3,505						13,211	7	32	13,250
Total Stock on Hand	7,187			7,187	668		65	733	1,333						8,402	118		8,520
Total																		
Total supermarket sales	45,525		2,384	47,909	402		872	1,274	2,316	8,160			8,160	1,484	47,740		3,969	51,709
Total non supermarket sales	38,935	10	1,616	40,561	10,202		4	265	10,471	197			197	36	57,520	17	2,098	59,635
Total exports	4,107		480	4,587	432		96	528	960						4,892		655	5,547
Total sales	88,567	10	4,480	93,057	11,036		4	1,233	12,273	8,357			8,357	1,519	110,152	17	6,722	116,891
Total Stock on Hand	58,532	9	146	58,687	7,033		65	21	7,119	12,944	132		132	24	71,343	127	184	71,654

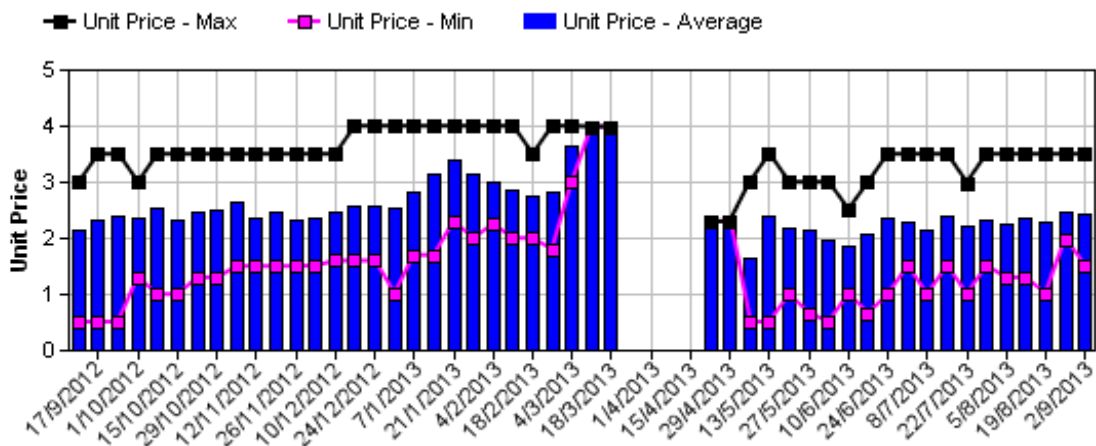
Weekly National Sales



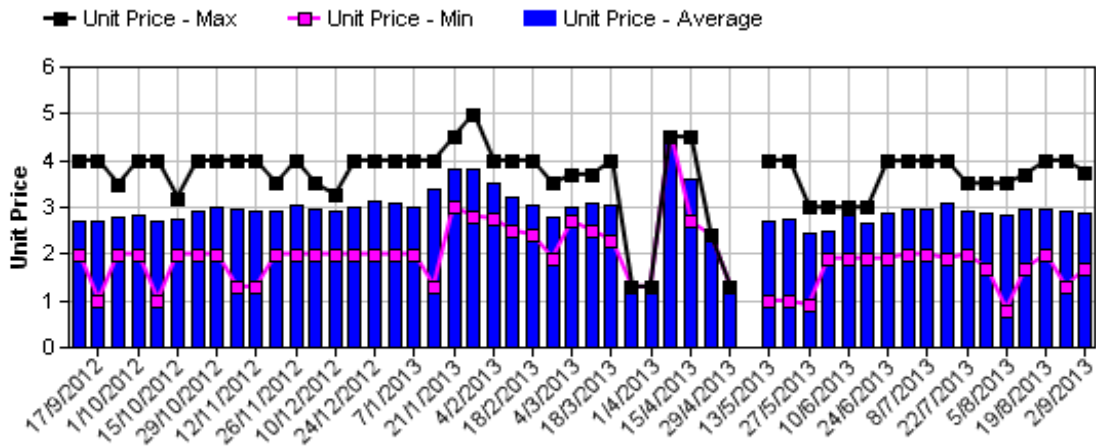
Hass Avocado Average Retail Prices - Sydney



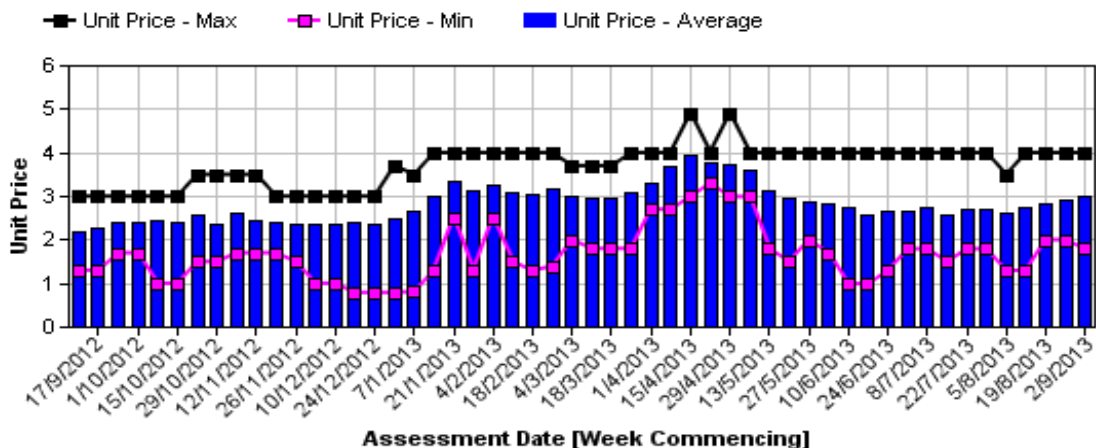
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

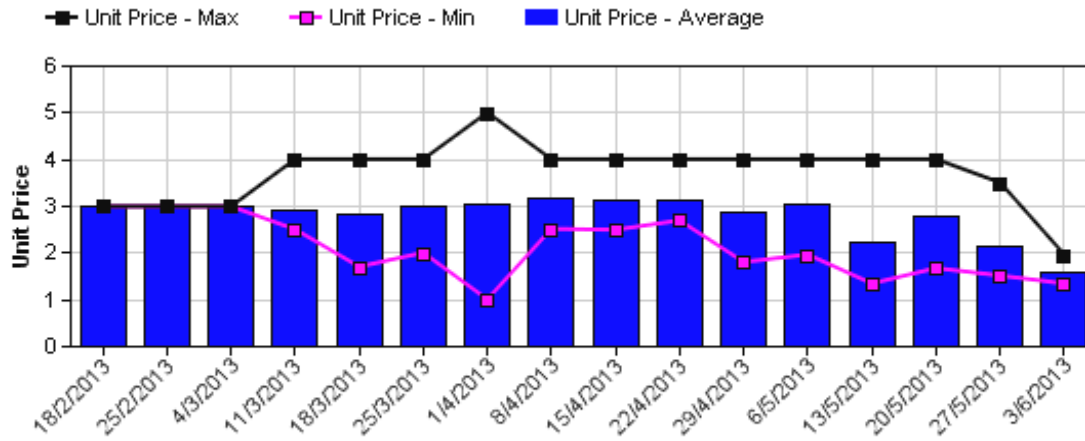


Hass Avocado Average Retail Prices - Perth

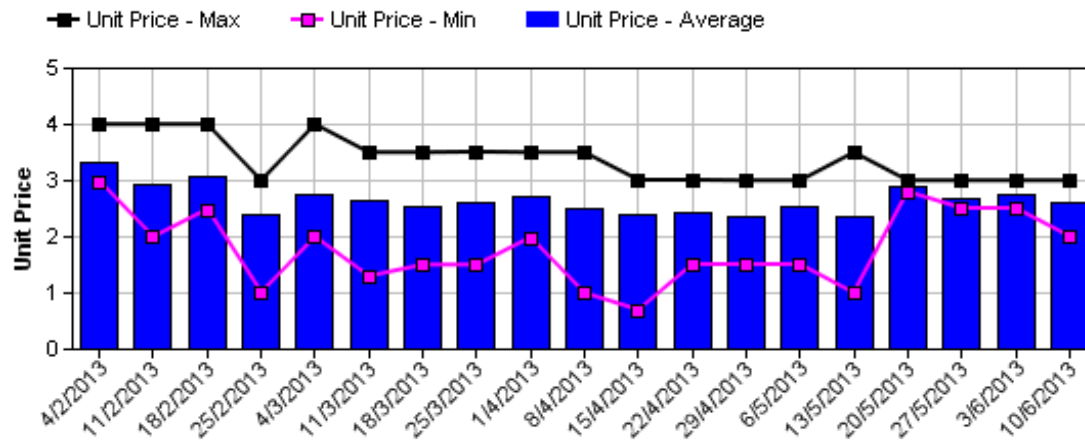


Assessment Date [Week Commencing]

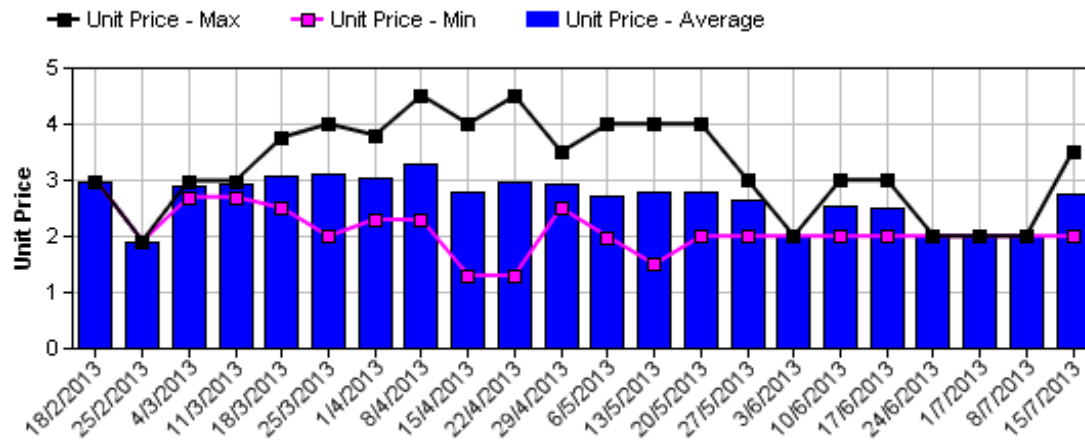
Shepard Avocado Average Retail Prices - Sydney



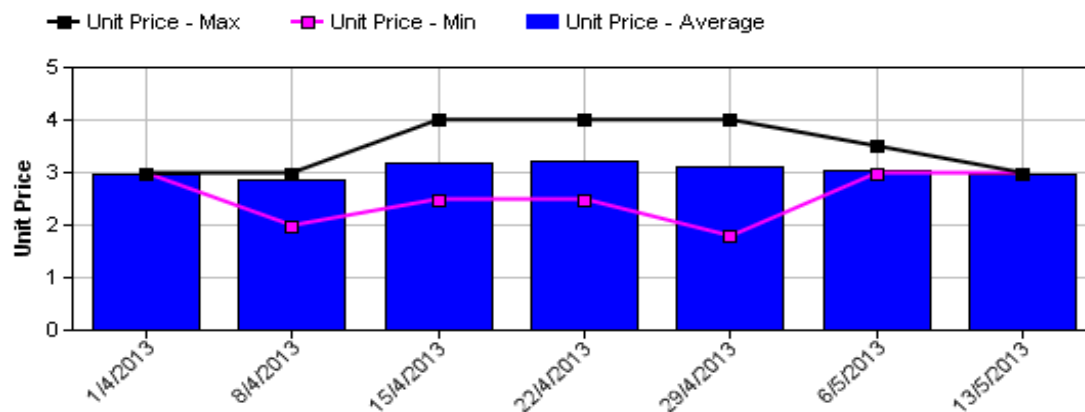
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 2 September 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	290	2.95	No	Aus
Woolworths	Hass	280	2.98	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Foodworks	Hass	270	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	290	2.99	No	Aus
I	Hass	270	2.99	No	Aus
Coles	Hass	290	3.48	No	Aus
Coles	Hass	280	3.48	No	Aus
Coles	Hass	280	3.48	No	Aus
I	Hass	240	3.49	No	Aus
I	Hass	320	3.99	No	Aus
I	Hass	320	3.99	No	Aus
I	Hass	290	3.99	No	Aus
IGA	Hass	260	3.99	No	Aus
BRISBANE					
I	Hass	210	1.50	No	Aus
IGA	Reed	240	1.69	Store	Aus
Woolworths	Reed	290	1.74	No	Aus
Woolworths	Hass	180	1.98	Cat	Aus
IGA	Hass	180	1.99	No	Aus
I	Hass	280	1.99	No	Mixed
Coles	Hass	280	2.48	Store	Aus
IGA	Hass	168	2.48	No	Aus
Woolworths	Hass	215	2.48	Cat	Aus
Woolworths	Reed	250	2.48	No	Aus
Woolworths	Hass	235	2.48	Cat	Aus
Coles	Hass	190	2.48	Store	Aus
I	Hass	280	2.49	No	Aus
I	Hass	265	2.79	No	Aus
I	Sharwil	285	2.99	No	Aus
I	Sharwil	276	2.99	Store	Aus
I	Hass	230	3.00	No	Aus
I	Hass	334	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	225	1.69	No	NS
I	Hass	230	1.99	No	NS
I	Hass	246	1.99	No	Aus
Safeway	Hass	195	2.48	Cat	Aus
Safeway	Hass	230	2.48	Cat	Aus
Safeway	Hass	270	2.48	Cat	Aus
I	Hass	230	2.49	No	NS
IGA	Hass	275	2.99	No	Aus
IS	Hass	235	2.99	No	Aus
I	Hass	280	3.48	No	Aus
Coles	Hass	260	3.48	No	Aus
Coles	Hass	280	3.48	No	Aus
Coles	Hass	275	3.48	No	Aus
I	Hass	275	3.50	No	NS
I	Hass	260	3.50	No	NS
I	Hass	240	3.75	No	Aus
PERTH					
I	Hass	155	1.78	No	Aus
IS	Hass	225	1.99	Store	Aus
I	Hass	250	2.49	No	Aus
I	Hass	230	2.50	No	Aus
Woolworths	Hass	210	2.98	No	Aus
Woolworths	Hass	220	2.98	Store	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	225	2.98	No	Aus
Woolworths	Hass	215	2.98	No	Aus
Coles	Hass	275	2.98	No	Aus
IGA	Hass	240	2.99	No	Aus
IGA	Hass	310	3.49	No	Aus
I	Hass	270	3.49	No	Aus
IGA	Hass	265	3.49	No	Aus
I	Hass	275	3.99	No	Aus
IGA	Hass	260	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