



INFOCADO WEEKLY REPORT: 29th Aug — 4th Sept 2015 (Week 36)

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Comments

- The weekly dispatch volume (293,174 trays) was higher than the weeks forecast by about 60,000 trays (refer P 2).
- The largest volume of dispatches originated from Western Australia (59,000 trays) followed closely by Central QLD. The Sydney market received the highest volume again (103,500 trays), size 20 continuing to dominate total supplies (refer P 3).
- Average retail price for Hass continues to hold steady across all major cities although this does not include multi-buy offers. Highest and lowest recorded retail prices was \$4.99 & \$0.48 / fruit respectively in Sydney and Brisbane (refer P 6 - 8).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast for August**, this form will close shortly. The 15mth forecast is important as AAL uses this data to lock in the pre-harvest forecast before each region commences harvest (as now shown on P 4).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

Australian Avocados at the ADEA Conference

Attending health professional conferences is a key channel for communication and engagement for The Australian Avocado Health Education and Nutrition program. The Australian Diabetes Educators Association (ADEA) conference is one of three major health conferences that Australian Avocados attends through the year and was held in Adelaide from 26-28 August.

Diabetes Educators are an important audience for communicating the role of healthy fats in managing diabetes. Experience from last year's World Diabetes Congress found that Diabetes Educators do not receive enough nutrition education and are therefore very receptive to new information for their clients. This was confirmed with strong interest shown amongst delegates that visited the Australian Avocados trade stand and took away copies of the Avocado Healthy Fats fact sheets and Avocado Health Report.

Of the 1500 delegates who attended, over 200 email addresses were recorded for the eDM database and further enquires were received after the event for more avocado fact sheets. As a further extension to this activity key avocado messages will be included in the ADEA communications program via their publications and e-newsletters.

For a full brief please refer to the Guacamole Enewsletter - 4 Sep 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 36 - 40)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 36 - begin 29/08/2015

Edrinol	72				72
Fuerte		40			73
Gwen	1,250				1,250
Hass	198,830	13,881	22,000	8,300	229,577
Lamb Hass	1,200	185			1,536
Week Total	201,352	14,106	22,000	8,300	232,508

Week 37 - begin 05/09/2015

Edrinol	72				72
Fuerte		40			73
Gwen	556				556
Hass	183,709	12,661	11,000	8,300	210,238
Lamb Hass	1,200	185			1,536
Week Total	185,537	12,886	11,000	8,300	212,475

Week 38 - begin 12/09/2015

Fuerte		40			73
Hass	245,095	12,554	11,000	8,300	271,429
Reed	3,333				3,333
Week Total	248,428	12,594	11,000	8,300	274,835

Week 39 - begin 19/09/2015

Fuerte		40			73
Hass	235,109	11,729	11,000	8,300	259,943
Reed	3,333				3,333
Week Total	238,442	11,769	11,000	8,300	263,349

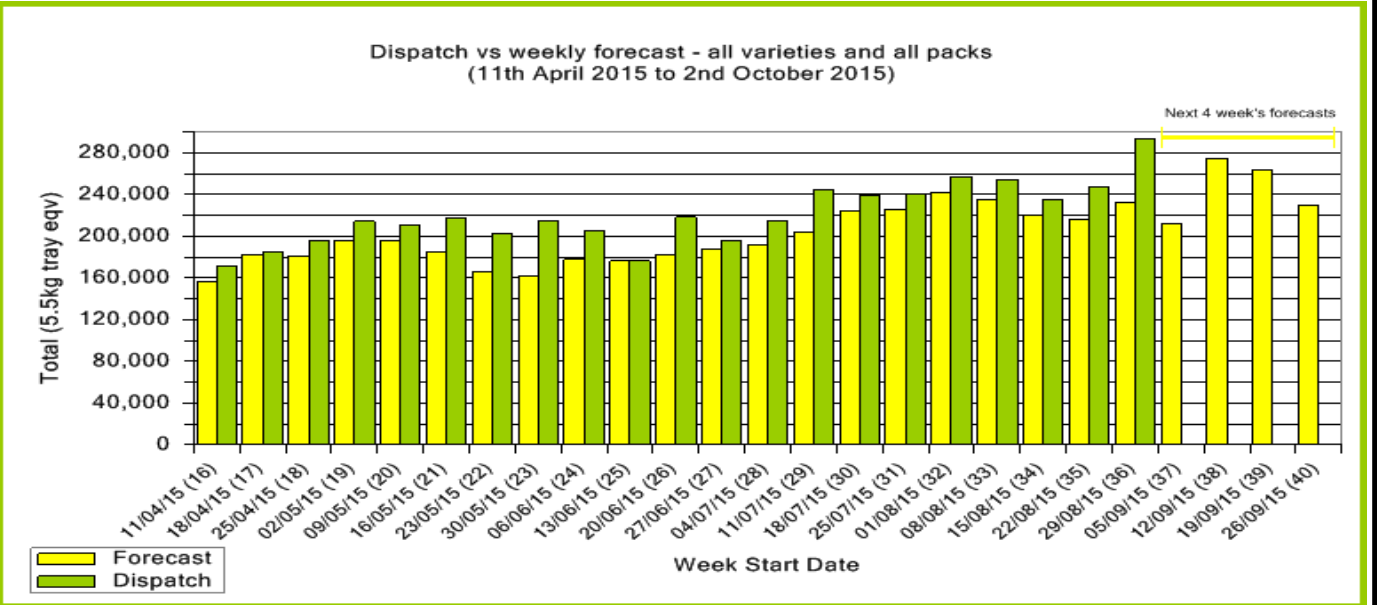
Week 40 - begin 26/09/2015

Fuerte		40			73
Hass	205,486	9,684	9,000	6,000	225,820
Reed	3,333				3,333
Week Total	208,819	9,724	9,000	6,000	229,226

Dispatch Data (Week 36 - begin 29/08/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays

Fuerte		40				73
Hass	241,010	18,168	5,836	6,000	2,002	276,559
Reed	16,543					16,543
Total	257,553	18,208	5,836	6,000	2,002	293,174



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	80,567								97,292
Australia (from ABS)	27,589									0
USA¹										0
Japan¹										0
Other Asia¹	3,360									3,360
Total Dispatch (Infocado + 1)	20,085	80,567	0	0	0	0	0	0	0	100,652

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

Industry Dispatches By Origin Region and Count Size : 29th August - 4th September 2015 (Wk 36)

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		2,560	5,145	15,239		8,918	5,730	3,371	608	41,571	4,297	576	6,000		50,580
Central Qld	2,068	13,617	1,726	7,169		4,650	4,844	3,727		37,801	128				38,034
New Zealand		2,029	3,671	7,886		6,872	8,981	4,608	4,998	39,045					39,045
North Qld											87				158
South Qld	41	386	2,127	8,560	4,186	4,550	4,470	3,594	853	28,767	5,369			2	38,529
Sunshine Coast	55	245	462	1,679	16	3,085	2,972	2,378	849	11,741	3,066				17,316
Tamborine/ Northern Rivers		835	2,413	9,067	2,332	1,607	1,390	831	908	19,383	1,128	5,260		2,000	22,754
Tri State	2	181	3,810	4,892		7,374	4,605	2,146	1,611	24,621	1,693				27,699
WA/NT	88	586	3,006	16,023		14,980	12,845	5,722	1,374	54,624	2,440				59,060
Total	2,254	20,439	22,360	70,515	6,534	52,036	45,837	26,377	11,201	257,553	18,208	5,836	6,000	2,002	293,174

Origin of Avocado



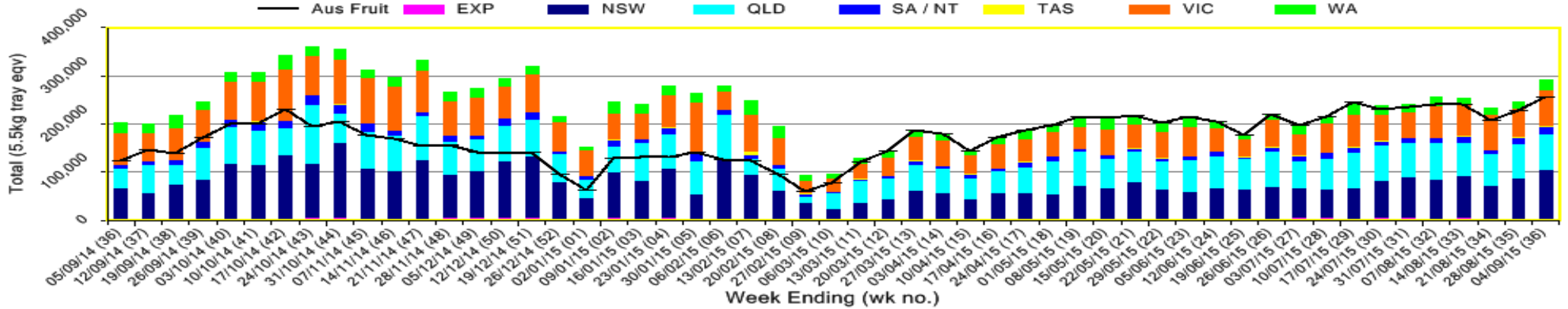
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 29th August - 4th September 2015 (Wk 36)

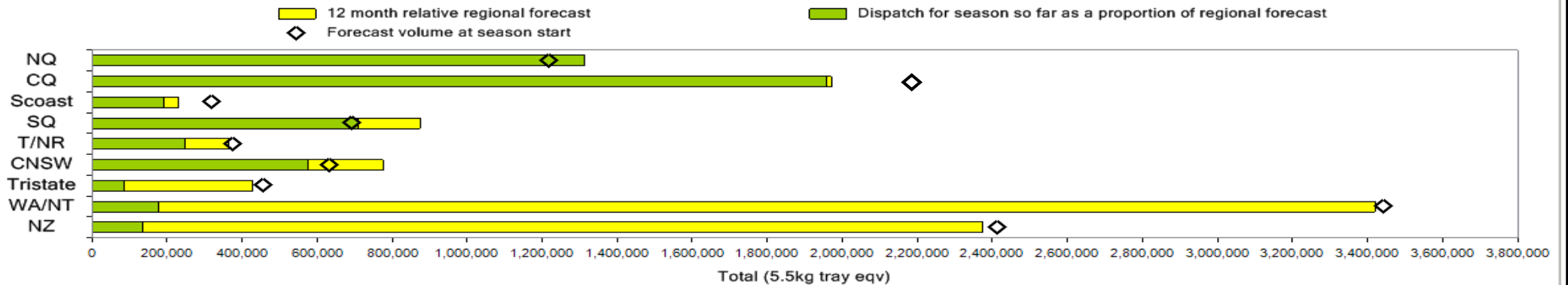
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									1,107	1,107	327				1,702
NSW	44	6,030	8,437	30,123	3,526	18,167	14,435	4,042	3,088	87,892	7,641	5,644	2,000	2,000	103,539
QLD	716	4,673	4,990	16,340	2,839	13,260	10,176	10,678	2,229	65,901	3,832		2,000		73,232
SA / NT	2	15	66	271		4,431	6,055	1,697	157	12,694	1,629				15,656
TAS							152	456		608					608
VIC	1,410	9,059	7,394	19,379	169	11,989	8,809	5,124	4,194	67,527	3,850	192	2,000	2	74,926
WA	82	662	1,473	4,402		4,189	6,210	4,380	426	21,824	929				23,513
Total	2,254	20,439	22,360	70,515	6,534	52,036	45,837	26,377	11,201	257,553	18,208	5,836	6,000	2,002	293,174

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 7,514,930 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 36 Contributors - Packhouses

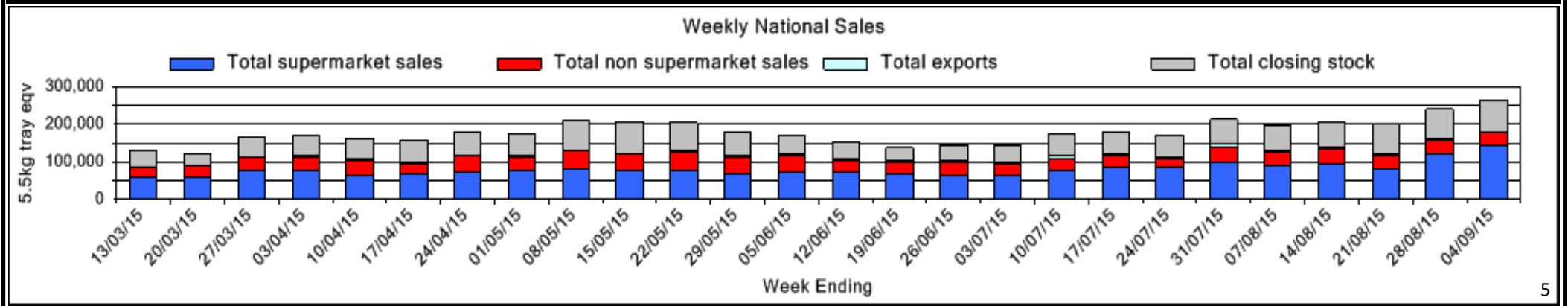
Natures Fruit Company (Consolidator)	Aussie Orchards Growers & Packers (TNR)
Simpson Farms Pty Ltd (Consolidator)	Coastal Avocados (TNR)
Sunfresh (Consolidator)	WJ Row (TNR)
The Avolution (Consolidator)	Justin Loffler (TRI)
I & A Tolson (CNSW)	Mildura Fruit Company (TRI)
Midcoast Avocados (CNSW)	Marrbiz Pty Ltd (TRI)
Coastal Avocados (CNSW)	Golden Hill Packing Pty Ltd (TRI)
Avocado Industry Council (NZAGA)	Klingbiel Family Trust (TRI)
Green Nugget Orchards (SQ)	The Avocado Grove (WA)
Balmoral Orchard (SQ)	Green Pear Avocado (WA)
Touchwood Farming (SQ)	Avonova (WA)
Wodonga Park Fruit and Nuts (SQ)	Avowest (WA)
Googa Farms (SQ)	Delroy Orchards (WA)

Week 36 Contributors - Wholesalers

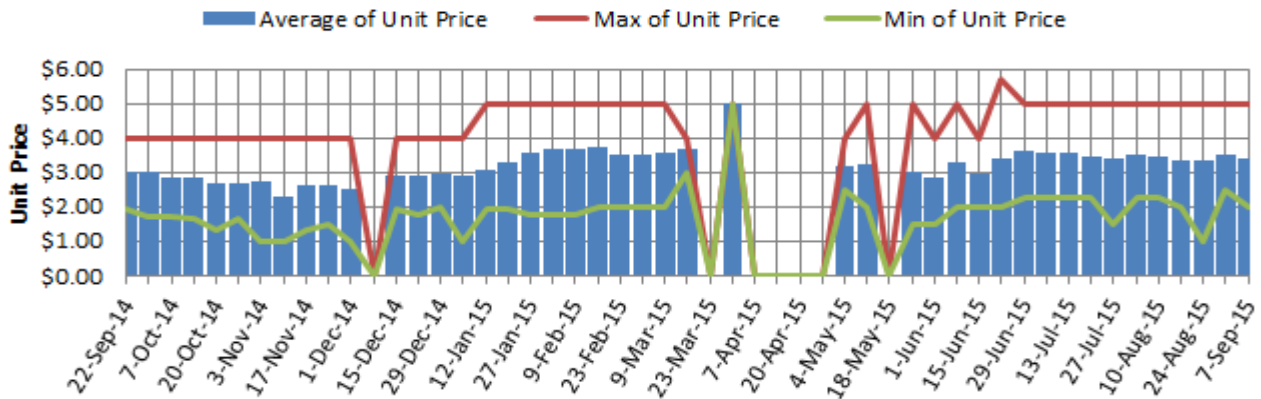
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	Southern Cross Produce Pty Ltd (Sydney)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Adelaide)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

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

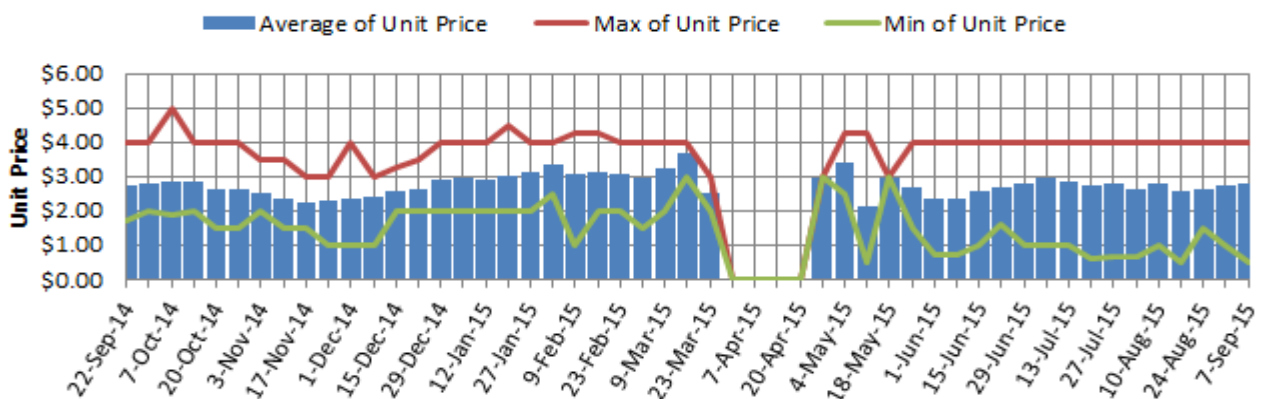
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	48,192		4,154	52,346	757			757	1,376	4,192			4,192	762	50,331		4,154	54,485
Total non supermarket sales	5,022		52	5,074	438		7	445	809	176			176	32	5,850		65	5,915
Total exports	152			152	192			192	349						501			501
Total sales	53,366		4,206	57,572	1,387		7	1,394	2,535	4,368			4,368	794	56,682		4,219	60,901
Total Stock on Hand	3,019			3,019	10			10	18						3,037			3,037
QLD																		
Total supermarket sales	36,512		5,068	41,580	96			96	175						36,687		5,068	41,754
Total non supermarket sales	5,167			5,167	944		192	1,136	2,065	1,233			1,233	224	7,108		349	7,457
Total exports	525			525	135			135	245						770			770
Total sales	42,204		5,068	47,272	1,175		192	1,367	2,485	1,233			1,233	224	44,565		5,417	49,981
Total Stock on Hand	48,787			48,787	382			382	695						49,482			49,482
SA & TAS																		
Total supermarket sales	9,586			9,586			40	40	73						9,586		73	9,659
Total non supermarket sales	4,701			4,701	1,461		39	1,500	2,727						7,357		71	7,428
Total exports																		
Total sales	14,287			14,287	1,461		79	1,540	2,800						16,943		144	17,087
Total Stock on Hand	16,027			16,027	1,842		96	1,938	3,524						19,376		175	19,551
VIC																		
Total supermarket sales	22,182		6,202	28,384	288			288	524						22,706		6,202	28,907
Total non supermarket sales	10,535			10,535	505			505	918	165			165	30	11,483			11,483
Total exports	430			430											430			430
Total sales	33,147		6,202	39,349	793			793	1,442	165			165	30	34,619		6,202	40,821
Total Stock on Hand	5,240			5,240	191			191	347						5,587			5,587
WA																		
Total supermarket sales	7,462			7,462	266			266	484						7,946			7,946
Total non supermarket sales	3,110			3,110	920			920	1,673						4,783			4,783
Total exports																		
Total sales	10,572			10,572	1,186			1,186	2,156						12,728			12,728
Total Stock on Hand	5,755			5,755	327			327	595						6,350			6,350
Total																		
Total supermarket sales	123,934		15,423	139,357	1,407		40	1,447	2,631	4,192			4,192	762	127,254		15,496	142,751
Total non supermarket sales	28,535		52	28,587	4,268		238	4,506	8,193	1,574			1,574	286	36,581		485	37,066
Total exports	1,107			1,107	327			327	595						1,702			1,702
Total sales	153,576		15,475	169,052	6,002		278	6,280	11,418	5,766			5,766	1,048	165,537		15,981	181,518
Total Stock on Hand	78,828			78,828	2,752		96	2,848	5,178						83,832		175	84,006



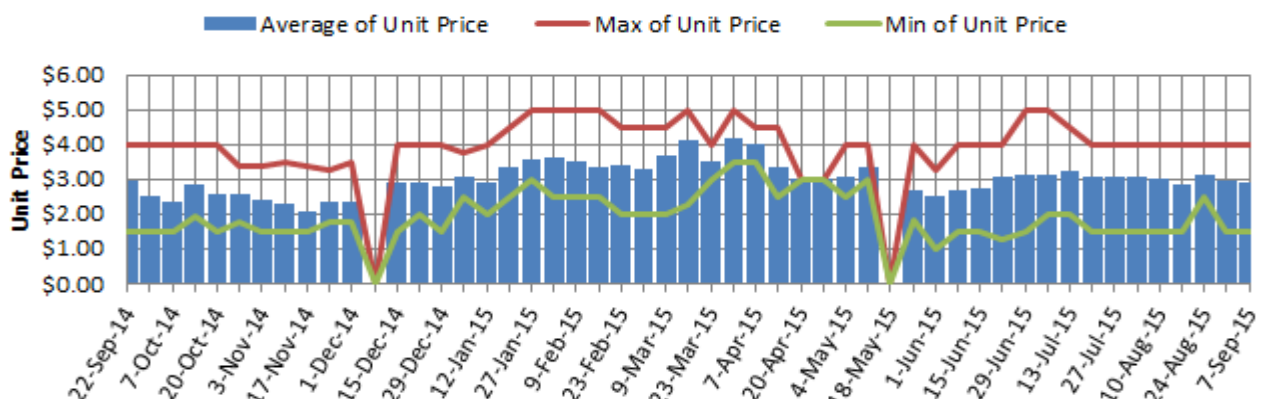
Hass Avocado Average Retail Prices - Sydney



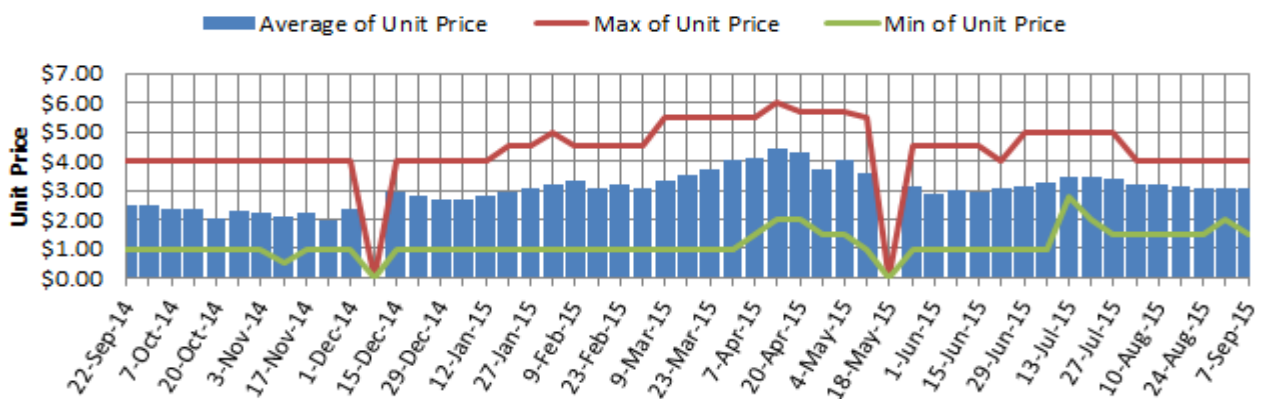
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

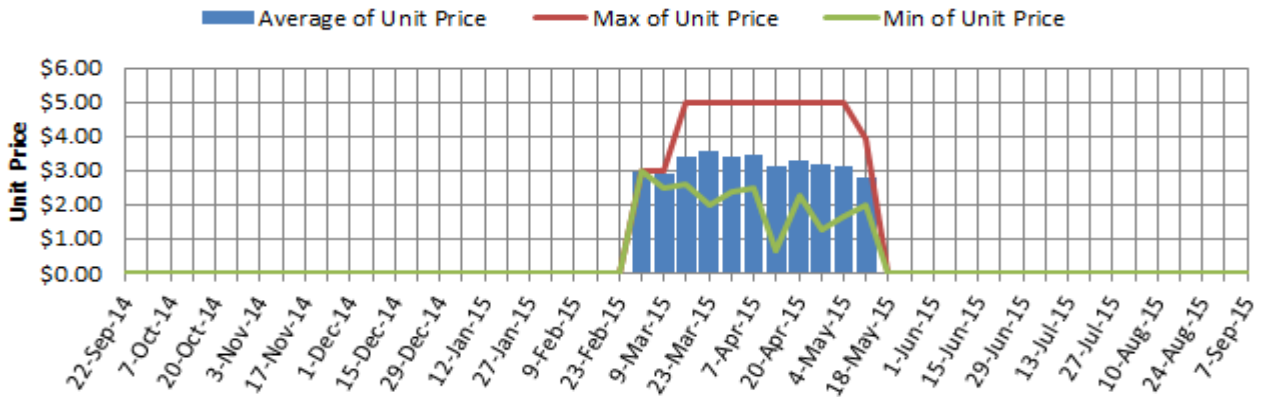


Hass Avocado Average Retail Prices - Perth

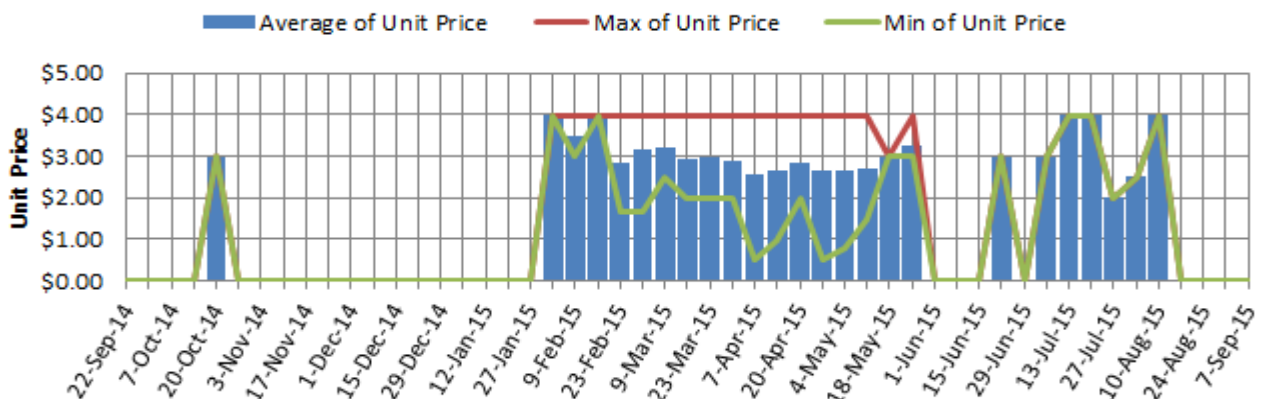


Assessment date (Week Commencing)

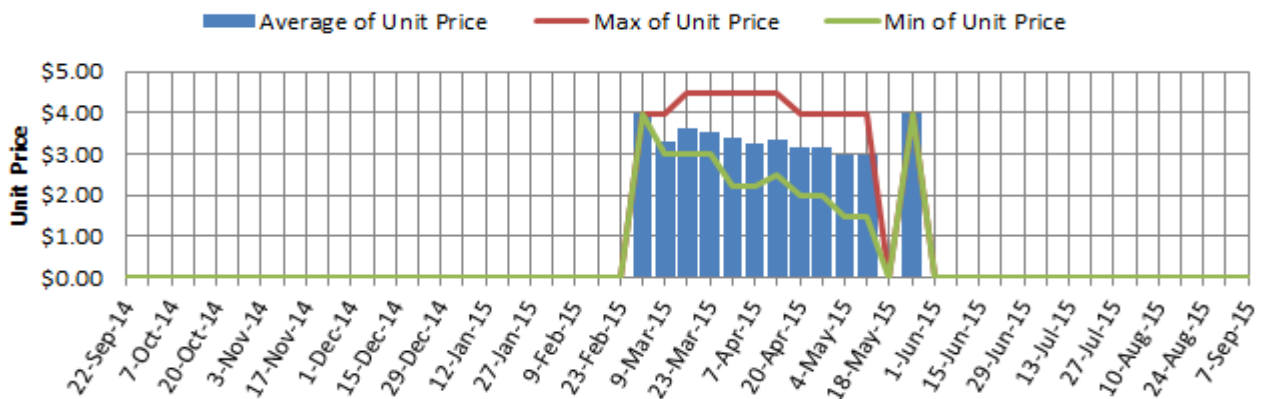
Shepard Avocado Average Retail Prices - Sydney



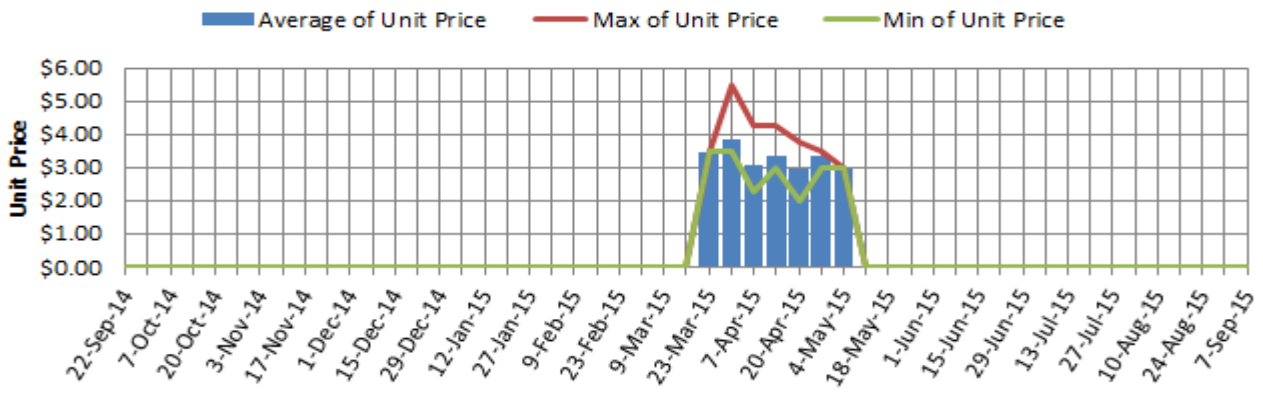
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 7th September 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					
Woolworths	Hass	270	1.99	Store	Aus	I	Hass	190	2.49	No	NZ
IGA	Hass	180	2.50	No	Aus	Coles	Hass	200	2.50	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Coles	Reed	590	2.50	No	Aus
Woolworths	Hass	270	2.98	No	Aus	Coles	Hass	220	2.50	No	Aus
Coles	Hass	270	2.98	No	Aus	Coles	Reed	330	2.50	No	Aus
Coles	Hass	240	2.98	No	Aus	Coles	Hass	260	2.50	No	Aus
Coles	Reed	400	2.98	No	Aus	Coles	Reed	470	2.50	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	250	2.78	No	Aus
Coles	Reed	350	2.98	No	Aus	Woolworths	Hass	305	2.78	No	Aus
I	Hass	250	3.49	No	Aus	Woolworths	Hass	320	2.78	No	Aus
I	Hass	260	3.49	No	Aus	IS	Hass	270	2.99	No	Aus
IGA	Hass	250	3.95	No	Aus	I	Hass	250	2.99	No	NS
Foodworks	Hass	300	3.99	No	Aus	I	Hass	360	3.49	No	Aus
I	Hass	260	3.99	No	Aus	I	Hass	240	3.69	No	Aus
IC	Hass	320	3.99	No	Aus	I	Hass	300	3.78	No	Aus
IC	Hass	330	3.99	No	Aus	I	Hass	340	3.79	No	Aus
IC	Hass	320	4.99	No	Aus	I	Hass	340	3.98	No	Aus
I	Hass	300	4.99	No	Aus	I	Hass	310	3.99	No	Aus
BRISBANE						IGA	Hass	270	3.99	No	Aus
I	Hass	135	0.48	Store	Aus	PERTH					
I	Reed	432	0.98	Store	Aus	I	Hass	150	1.78	No	Aus
IGA	Reed	260	1.49	Cat	Aus	IS	Hass	220	2.00	Store	Aus
I	Reed	320	1.79	Store	Aus	IGA	Hass	170	2.69	No	Aus
I	Hass	240	1.98	No	NS	Coles	Hass	200	2.98	No	Aus
IGA	Hass	185	2.29	No	Aus	Woolworths	Hass	190	2.98	No	Aus
I	Hass	220	2.49	No	Aus	Coles	Hass	195	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus	Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus	Coles	Hass	195	2.98	No	Aus
Coles	Reed	300	2.98	No	Aus	Woolworths	Hass	190	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus	I	Hass	235	2.99	No	Aus
Coles	Reed	280	2.98	No	Aus	I	Hass	250	3.29	No	Aus
Woolworths	Hass	275	2.98	No	Aus	IGA	Hass	225	3.49	No	Aus
Woolworths	Reed	315	2.98	No	NS	I	Hass	230	3.99	No	Aus
Woolworths	Hass	275	2.98	No	Aus	I	Hass	265	3.99	No	Aus
Woolworths	Reed	225	2.98	No	Aus	IGA	Hass	295	3.99	No	Aus
Coles	Hass	440	2.98	No	Aus	IGA	Hass	260	3.99	No	Aus
Coles	Hass	200	2.98	No	Aus						
I	Hass	280	2.99	No	Aus						
I	Hass	340	3.00	No	Aus						
I	Hass	280	3.49	Store	Aus						
IGA	Hass	250	3.99	No	Aus						
I	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

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