



INFOCADO WEEKLY REPORT: 5th — 11th Sept 2015 (Week 37)

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Comments

- The weekly dispatch volume (263,563 trays) was higher than the weeks forecast by about 51,000 trays (refer P 2).
- The largest volume of dispatches originated from Western Australia (75,545 trays). The Sydney market received the highest volume again (88,065 trays), size 20 fruit continues 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 & \$0.98 / fruit respectively in Sydney and Brisbane (refer P 6 - 8).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast forms** when available. 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 37 - 41)

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

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	201,909	13,934	11,000	8,300	230,753
Lamb Hass	450	100			632
Reed	3,333				3,333
Week Total	205,692	14,074	11,000	8,300	234,790

Week 39 - begin 19/09/2015

Fuerte		40			73
Hass	250,309	13,699	11,000	8,300	278,725
Lamb Hass	500	120			718
Reed	3,333				3,333
Week Total	254,142	13,859	11,000	8,300	282,849

Week 40 - begin 26/09/2015

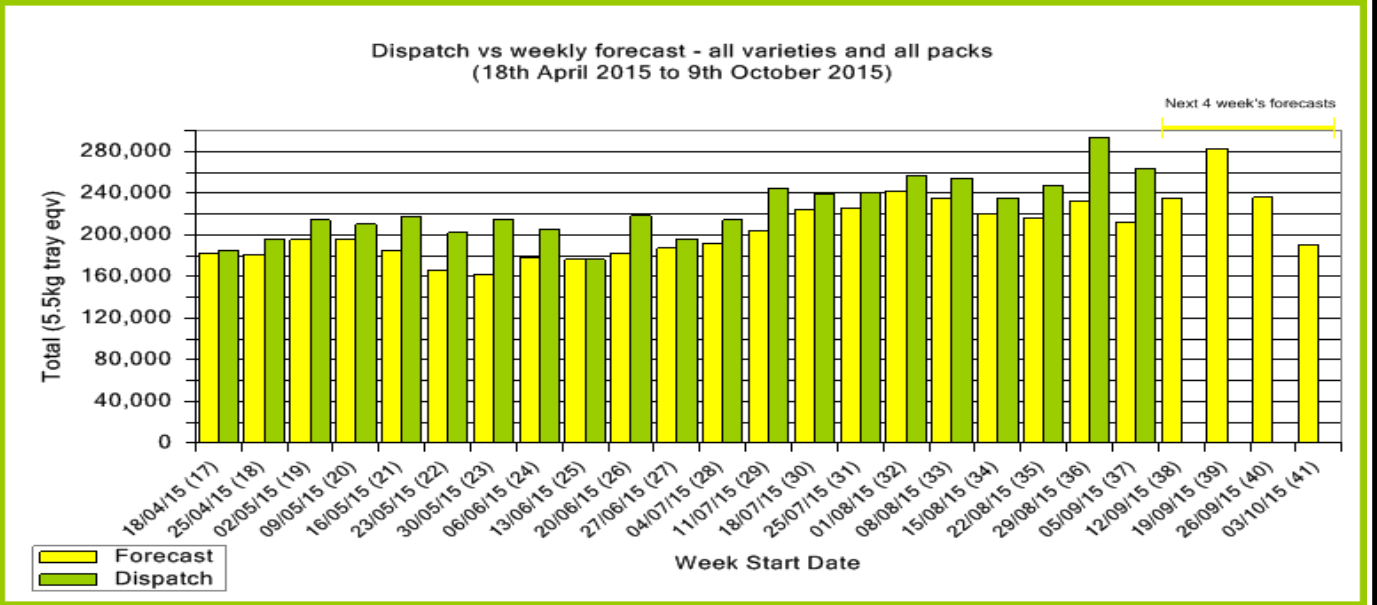
Fuerte		40			73
Hass	211,786	9,984	9,000	6,000	232,666
Reed	3,333				3,333
Week Total	215,119	10,024	9,000	6,000	236,071

Week 41 - begin 03/10/2015

Hass	174,339	7,006			187,077
Reed	3,333				3,333
Week Total	177,672	7,006			190,410

Dispatch Data (Week 37 - begin 5/09/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total Trays
Fuerte	92	98					270
Gwen	144						144
Hass	224,236	19,126	6,346	6,000	2,002	1,000	261,802
Lamb Hass	391	86					547
Sharwil	800						800
Total	225,663	19,310	6,346	6,000	2,002	1,000	263,563



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	78,759							176,051
Australia (from ABS)	27,589									27,589
USA¹	0									0
Japan¹	0									0
Other Asia¹	3,360									3,360
Total Dispatch (Infocado + 1)	20,085	80,567	78,759	0	0	0	0	0	0	179,411

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

Industry Dispatches By Origin Region and Count Size : 5th September - 11th September 2015 (Wk 37)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total
Central NSW		1,619	4,406	12,937		8,125	5,374	3,263	608	36,332	6,395	576	6,000			49,155
New Zealand		2,065	3,733	8,023		6,990	9,134	4,686	5,083	39,714						39,714
South Qld	135	521	1,697	4,788	559	2,594	2,355	1,499	462	14,610	2,618					19,370
Sunshine Coast		24	397	1,318	10	2,275	1,876	1,634	473	8,007	1,758					11,203
Tamborine/ Northern Rivers		1,196	2,696	9,648	2,036	2,046	1,671	998	929	21,220	1,956	5,770		2,000	1,000	26,371
Tri State	14	271	5,549	10,355	638	8,507	7,617	3,770	2,061	38,782	1,882			2		42,204
WA/NT	47	493	3,021	19,662		19,247	13,765	8,688	2,075	66,998	4,701					75,545
	196	6,189	21,499	66,731	3,243	49,784	41,792	24,538	11,691	225,663	19,310	6,346	6,000	2,002	1,000	263,563

Origin of Avocado



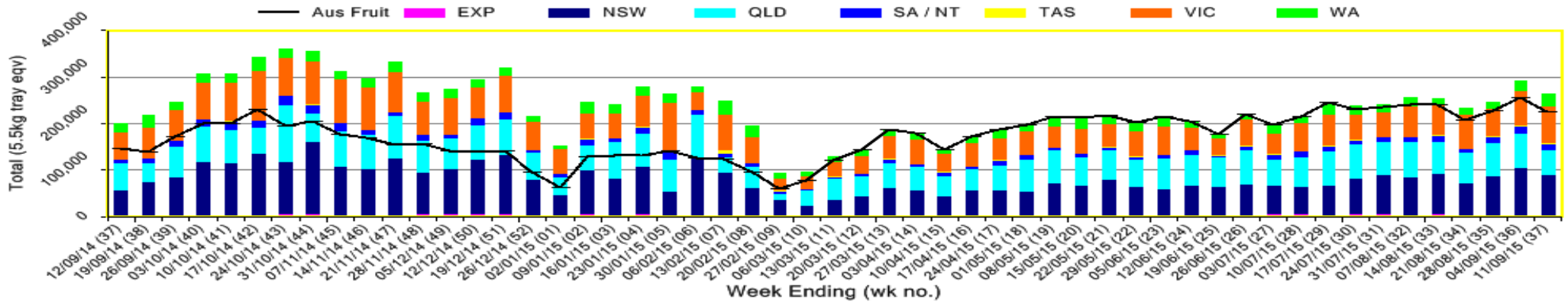
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 5th September - 11th September 2015 (Wk 37)

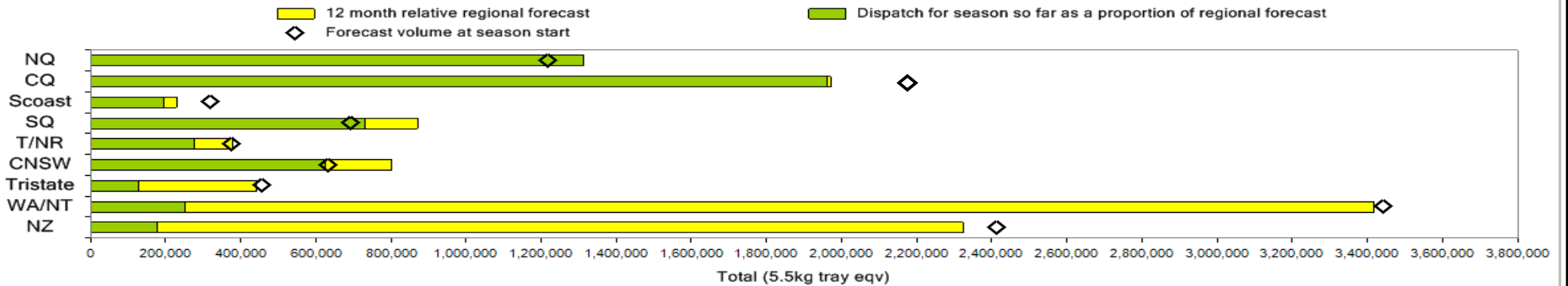
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total
EXP									852	852	192					1,201
NSW	31	2,017	9,430	26,942	688	16,122	10,711	4,762	2,869	73,572	6,905	5,654	2,000	2,000	1,000	88,065
QLD	5	1,023	4,225	12,686	1,598	11,123	8,609	5,958	1,879	47,106	3,093	500	2,000			53,185
SA / NT		15	91	465		3,288	3,374	2,823	1,905	11,961	949					13,686
TAS							472	936		1,408						1,408
VIC	118	2,726	7,270	23,779	957	15,060	10,901	3,437	4,186	68,434	5,300	192	2,000	2		78,469
WA	42	408	483	2,859		4,191	7,725	6,622		22,330	2,871					27,550
Total	196	6,189	21,499	66,731	3,243	49,784	41,792	24,538	11,691	225,663	19,310	6,346	6,000	2,002	1,000	263,563

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 7,778,494 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 37 Contributors - Packhouses

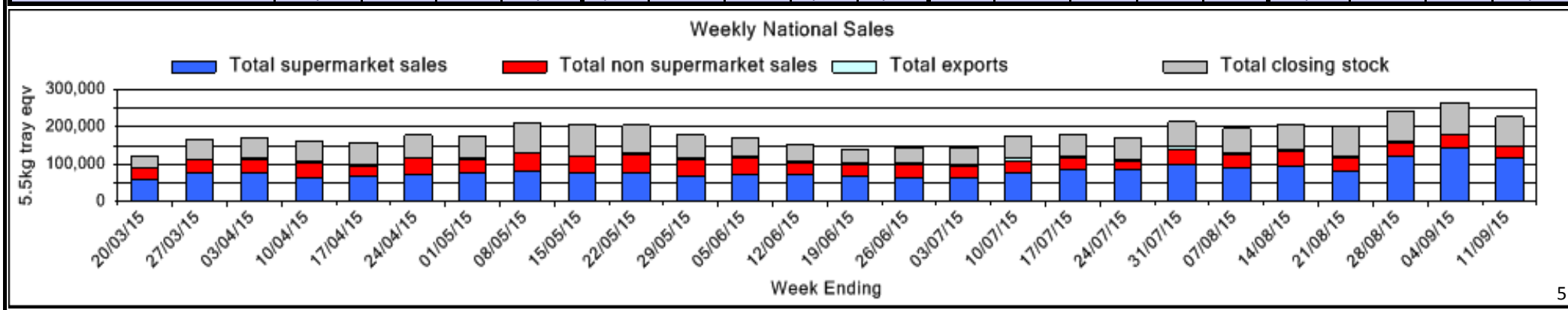
Natures Fruit Company (Consolidator)	Summerland House With No Steps (TNR)
Simpson Farms Pty Ltd (Consolidator)	Coastal Avocados (TNR)
Sunfresh (Consolidator)	WJ Row (TNR)
The Avolution (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Midcoast Avocados (CNSW)	Justin Loffler (TRI)
I & A Tolson (CNSW)	Sunvale Produce Pty Ltd (TRI)
Coastal Avocados (CNSW)	Mildura Fruit Company (TRI)
Avocado Industry Council (NZAGA)	Klingbiel Family Trust (TRI)
Touchwood Farming (SQ)	Marrbiz Pty Ltd (TRI)
Green Nugget Orchards (SQ)	Green Pear Avocado (WA)
Balmoral Orchard (SQ)	The Avocado Grove (WA)
Wodonga Park Fruit and Nuts (SQ)	Avonova (WA)
Googa Farms (SQ)	Delroy Orchards (WA)
Aussie Orchards Growers & Packers (TNR)	Avowest (WA)

Week 37 Contributors - Wholesalers

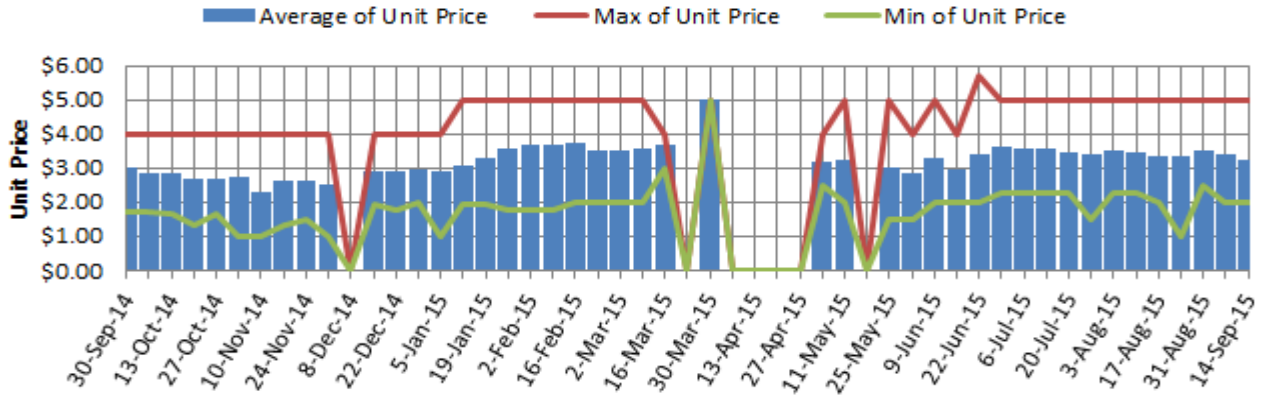
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Dykes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

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

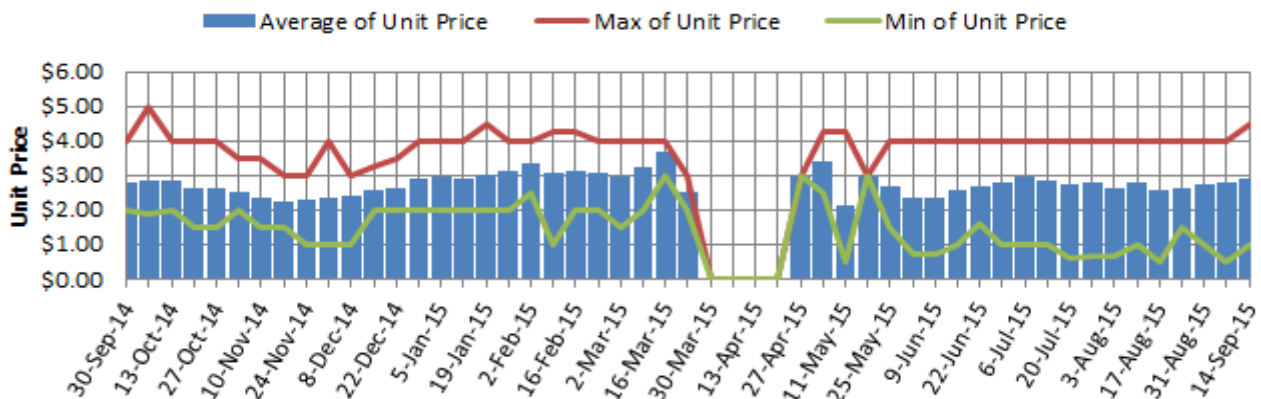
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	35,698			35,698	1,059			1,059	1,925	4,192			4,192	762	38,386			38,386
Total non supermarket sales	6,501			6,501	506			506	920	368			368	67	7,488			7,488
Total exports	152			152	192			192	349						501			501
Total sales	42,351			42,351	1,757			1,757	3,195	4,560			4,560	829	46,375			46,375
Total Stock on Hand	5,200			5,200	154			154	280						5,480			5,480
QLD																		
Total supermarket sales	24,984			24,984	470			470	855	500			500	91	25,929			25,929
Total non supermarket sales	4,072			4,072	676			676	1,229	1,329			1,329	242	5,543			5,543
Total exports	464			464											464			464
Total sales	29,520			29,520	1,146			1,146	2,084	1,829			1,829	333	31,936			31,936
Total Stock on Hand	43,699			43,699	87			87	158						43,857			43,857
SA & TAS																		
Total supermarket sales	12,715			12,715	96			96	175						12,890			12,890
Total non supermarket sales	4,714			4,714	1,168		87	1,255	2,282						6,838		158	6,996
Total exports																		
Total sales	17,429			17,429	1,264		87	1,351	2,456						19,727		158	19,885
Total Stock on Hand	14,732			14,732	1,193		49	1,242	2,258						16,901		89	16,990
VIC																		
Total supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	33,587		49	33,637	981		46	1,027	1,867						35,371		133	35,504
Total Stock on Hand																		
WA																		
Total supermarket sales	10,383			10,383	71			71	129						10,512			10,512
Total non supermarket sales	2,588			2,588	815		41	856	1,556						4,070		75	4,144
Total exports																		
Total sales	12,971			12,971	886		41	927	1,685						14,582		75	14,656
Total Stock on Hand	7,675			7,675	458			458	833						8,508			8,508
Total																		
Total supermarket sales	111,242			111,242	2,464			2,464	4,480	4,692			4,692	853	116,575			116,575
Total non supermarket sales	23,764		49	23,814	3,378		174	3,552	6,458	1,697			1,697	309	30,215		366	30,581
Total exports	852			852	192			192	349						1,201			1,201
Total sales	135,858		49	135,908	6,034		174	6,208	11,287	6,389			6,389	1,162	147,991		366	148,357
Total Stock on Hand	74,896			74,896	1,892		49	1,941	3,529						78,336		89	78,425



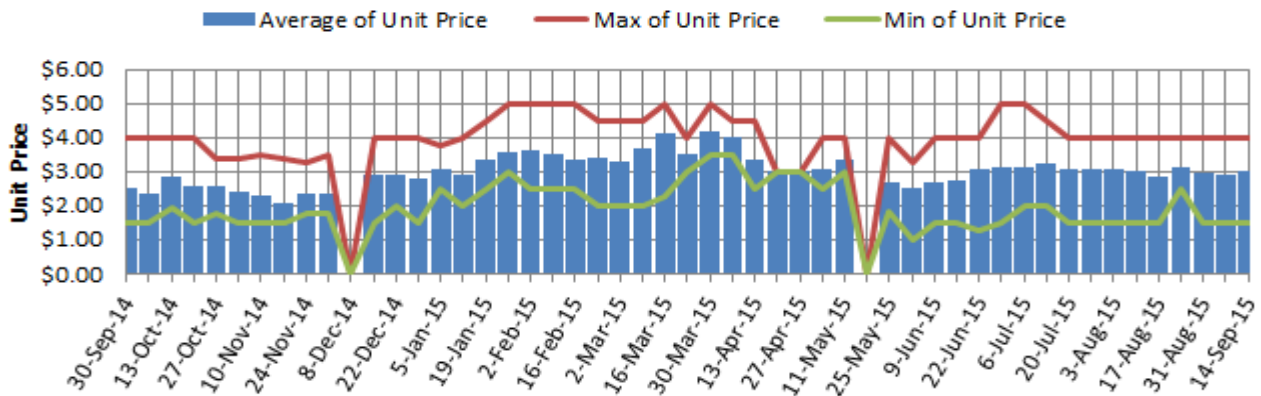
Hass Avocado Average Retail Prices - Sydney



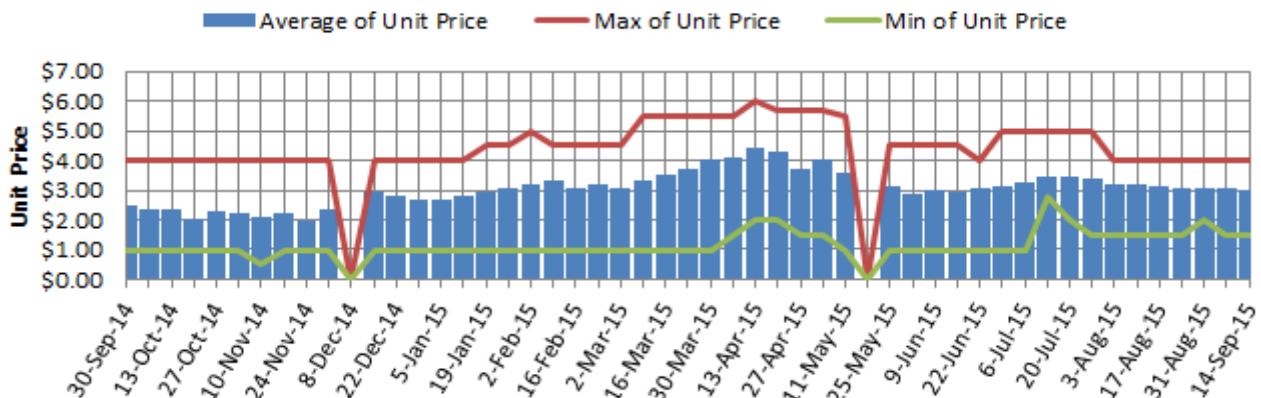
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

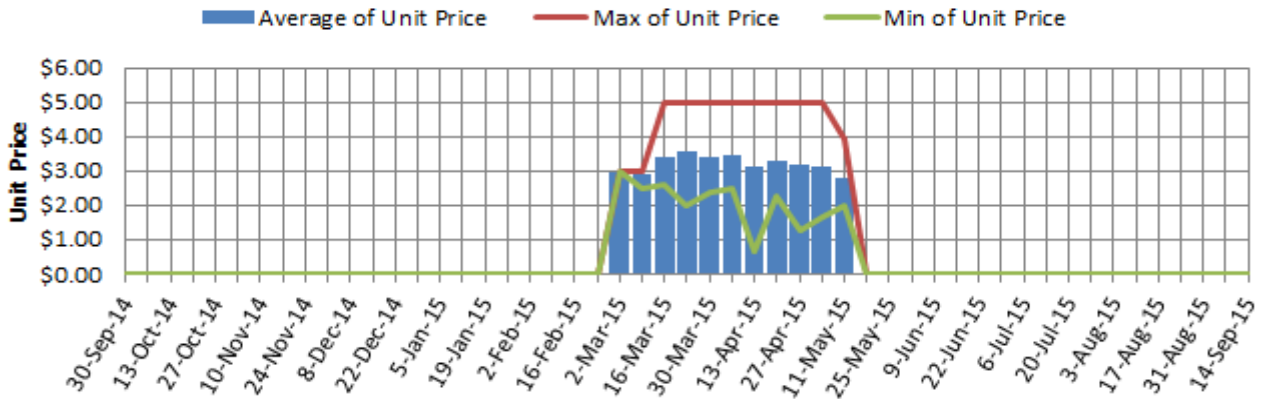


Hass Avocado Average Retail Prices - Perth

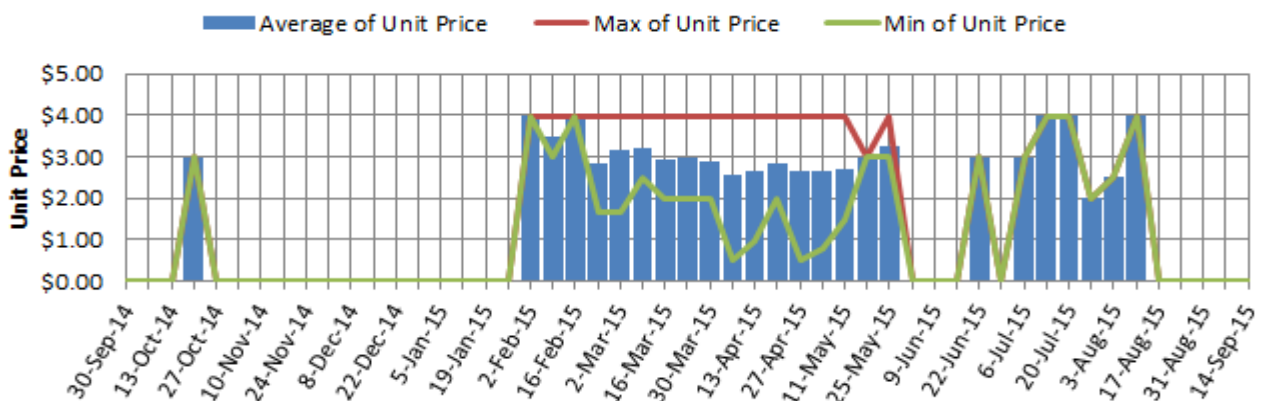


Assessment date (Week Commencing)

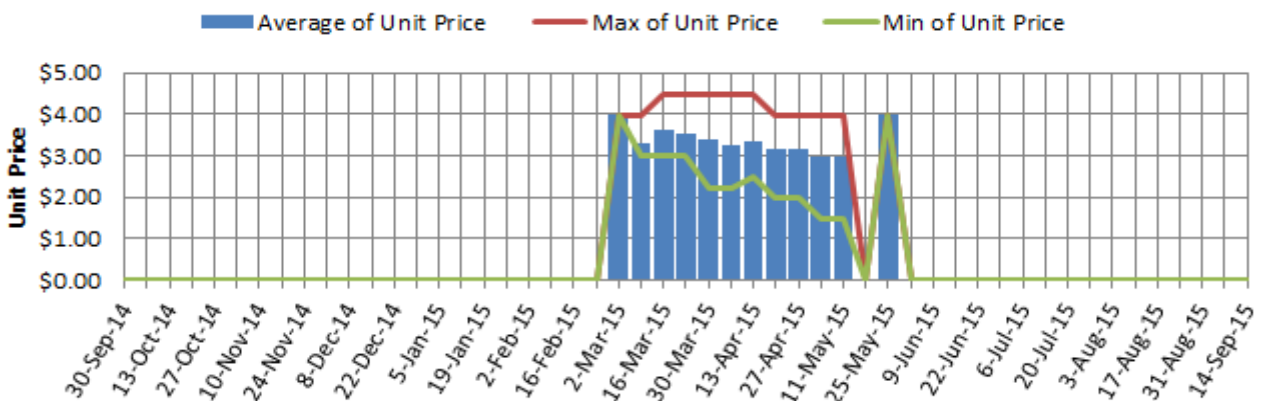
Shepard Avocado Average Retail Prices - Sydney



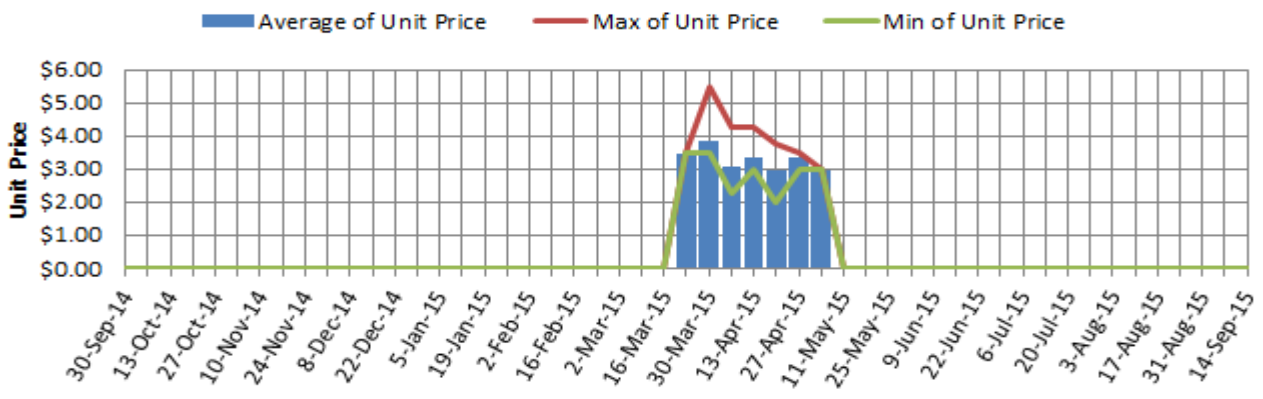
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 14th 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					
IC	Hass	200	2.00	Store	Aus	IS	Hass	260	1.99	Cat	NZ
IC	Hass	190	2.00	Store	Aus	I	Hass	190	2.49	No	NZ
IGA	Hass	190	2.50	No	Aus	Coles	Hass	210	2.50	No	Aus
Woolworths	Hass	270	2.98	No	Aus	Woolworths	Hass	265	2.78	No	Aus
Woolworths	Hass	300	2.98	No	Aus	Woolworths	Hass	250	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus	Coles	Hass	220	2.98	No	Aus
Coles	Reed	380	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Coles	Hass	210	2.98	No	Aus
Coles	Reed	400	2.98	No	Aus	Coles	Reed	370	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	205	2.99	No	NS
Coles	Hass	270	2.98	No	Aus	I	Hass	260	3.49	No	Mixed
I	Hass	260	2.99	No	Aus	I	Hass	250	3.69	No	Aus
IGA	Hass	240	2.99	No	Aus	I	Hass	300	3.79	No	Aus
I	Hass	260	2.99	No	Aus	I	Hass	280	3.79	No	Aus
I	Hass	270	3.49	No	Aus	I	Hass	300	3.98	No	Aus
Foodworks	Hass	330	3.99	No	Aus	I	Hass	290	3.99	No	Aus
IC	Hass	290	3.99	No	Aus	IGA	Hass	270	3.99	No	Aus
I	Hass	310	4.99	No	Aus	PERTH					
BRISBANE						I	Hass	150	1.78	No	Aus
I	Reed	430	0.98	Store	Aus	IS	Hass	220	1.88	Store	Aus
I	Hass	260	1.00	Store	NS	Woolworths	Hass	195	2.88	No	Aus
I	Reed	320	1.79	No	Aus	Woolworths	Hass	165	2.88	No	Aus
I	Hass	220	1.98	Store	NS	Woolworths	Hass	170	2.88	No	Aus
I	Hass	305	1.99	Store	Aus	Coles	Hass	200	2.98	No	Aus
Woolworths	Reed	240	2.40	No	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Hass	180	2.50	Store	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Reed	260	2.50	Store	Aus	IGA	Hass	180	2.99	No	Aus
Coles	Hass	200	2.50	Store	Aus	I	Hass	235	2.99	No	Aus
Coles	Reed	280	2.50	Store	Aus	IGA	Hass	200	3.19	No	Aus
Woolworths	Hass	300	2.98	No	Aus	I	Hass	255	3.29	No	Aus
Woolworths	Hass	204	2.98	No	Aus	I	Hass	245	3.69	No	Aus
Woolworths	Reed	250	2.98	No	Aus	I	Hass	270	3.99	No	Aus
Woolworths	Hass	260	2.98	No	Aus	IGA	Hass	350	3.99	No	Aus
Woolworths	Reed	280	2.98	No	Aus	IGA	Hass	270	3.99	No	Aus
IGA	Hass	220	2.98	No	NZ						
I	Hass	280	2.99	No	Aus						
I	Hass	260	3.00	Store	Aus						
I	Hass	402	3.59	No	Aus						
IGA	Hass	260	3.99	No	Aus						
I	Hass	280	3.99	No	Aus						
Woolworths	Hass	220	4.48	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