



INFOCADO WEEKLY REPORT: 15th — 21st September 2012 (Wk 38)



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- The avocado industry's education materials are being reviewed. To view the materials developed to date please follow the link to the left. A short online questionnaire has been developed to gather your feedback about these materials. We want to know if you have found the materials useful in your business and if you would recommend any improvements. If you have already completed the hard copy questionnaire which was sent out with the last edition of Talking Avocados please ignore this survey. To complete the online questionnaire please follow this link: <https://www.surveymonkey.com/s/AvocadoEducationMaterialsReview> Feedback is due by **Thursday 4 October**. Your contribution to this process is greatly appreciated.
- Australian Avocado exports increased 35 per cent to a record 2,638 tonnes in 12 months to June 2012 with much of the growth occurring in 2012 period. Singapore, Middle East region, Thailand, Malaysia and Hong Kong account for 99 per cent of annual avocado exports. A strong result in January to June period has catapulted results to 51 per cent ahead of the same period last year. During this first half of 2012 all leading markets contributed to growth. The Middle East region lifted 76 per cent and Hong Kong lifted 137 per cent whilst leading destinations Singapore and Thailand also lifted a strong 36 and 57 per cent resp. To read the full story please [click here](#)
- Due to anticipated increasing supply over the next few months, the industry is supporting retail promotions with the major chains using levy funds during September and October. It is expected that these promotion activities at retail level will help to drive consumer demand at point of purchase during this period, so it is important that growers match this with supply, wherever mature fruit is available.
- The September Seasonal Forecast forms are due back by the end of this month. All packers are strongly encouraged to review and submit their forms as the October Quarterly Report will only be published after we have everyone's contributions.

What you need to be aware of for next month

- Through the HAL marketing and promotional program a new avocado recipe booklet has been developed. Copies of this booklet which feature exciting new avocado recipes have been distributed to retail stores across the country along with an A3 sized poster which can be displayed on or near the avocado stand. The poster gives tips for the consumer on choosing a piece of fruit, how to ripen it at home, how to prepare and how to store it. To order copies of the recipe booklet please contact admin2@avocado.org.au for an order form. The new Australian Avocado Kangaroo logo is featured on the poster and booklets.
- According to the July 2012 Quarterly Report 851,280 5.5kg eqv trays are expected in the market place for October. 842,947 5.5kg eqv trays are expected for Hass. All packers are due to review their seasonal forecast this month in preparation for the October Quarterly Report.

Upcoming Holidays

QLD Queens Birthday 1 October

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:

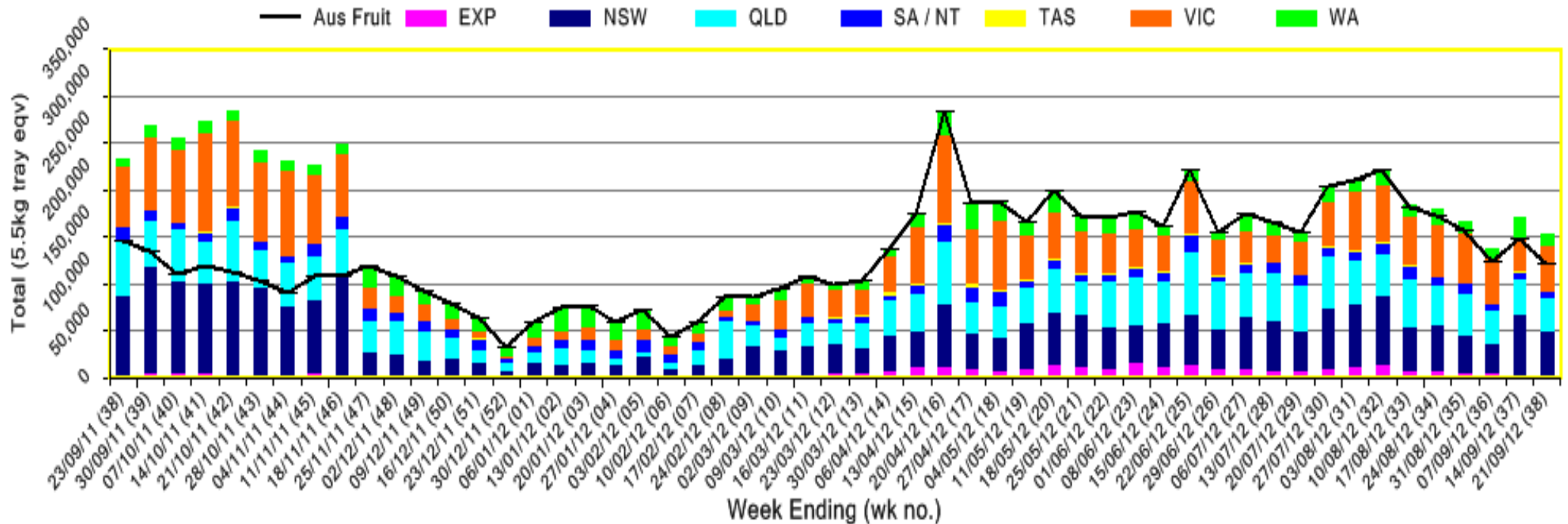
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 15th September - 21st September 2012 (Wk 38)

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					46	4		1,689	205	1,944	538				2,922
NSW	551	1,294	5,495	11,380	45	6,649	10,548	3,291	2,106	41,359	3,007				46,826
QLD	358	1,383	3,191	6,270	375	5,905	5,813	4,019	1,585	28,899	3,307	2,956	1,000	260	35,678
SA / NT			818	954		1,934	1,881	144		5,731	304				6,284
VIC	104	1,494	2,710	17,482	24	10,645	8,576	3,187	1,160	45,382	1,915				48,864
WA	3	86	306	1,482		3,748	2,788	1,012		9,425	1,826				12,745
Total	1,016	4,257	12,520	37,568	490	28,885	29,606	13,342	5,056	132,740	10,897	2,956	1,000	260	153,319

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 5,511,610 5.5kg tray eqv

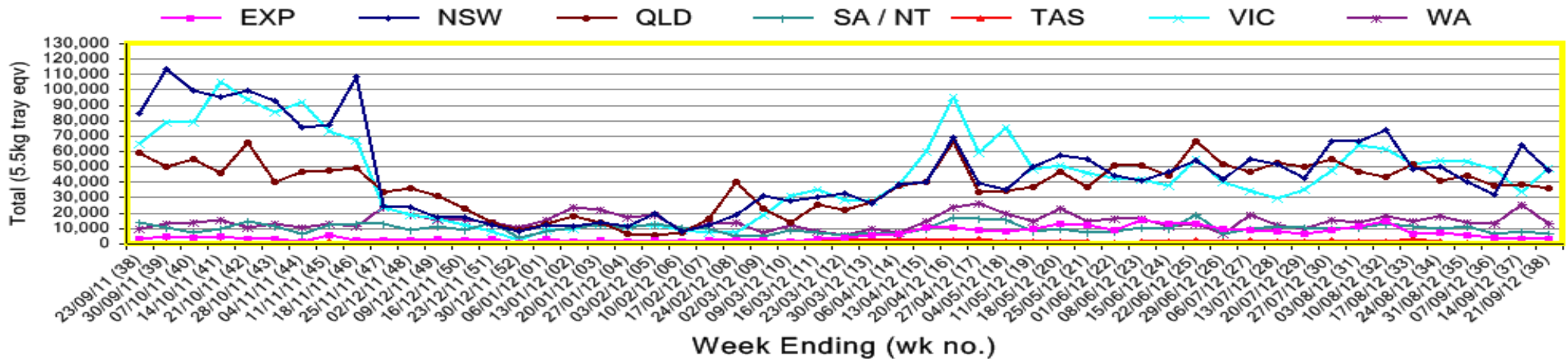


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ Dispatch for season so far as a proportion of regional forecast
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 5,511,610 5.5kg tray eqv



Week 38 contributors - Packhouses

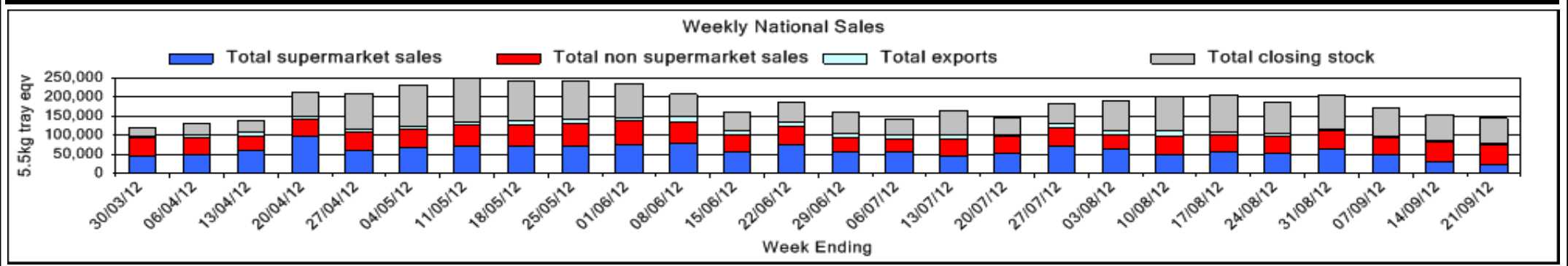
Avocado Industry Council (NZAGA)	KV & JM Lehmann
C F Fechner	Midcoast Avocados
Chinoola Orchards	Natures Fruit Company
Chislett Developments Pty Ltd	One Harvest
Coastal Avocados	Sunfresh
G & C Christensen	Sunnyspot Packhouse Pty Ltd
I & A Tolson	Wodonga Park Fruit and Nuts

Week 38 contributors - Wholesalers

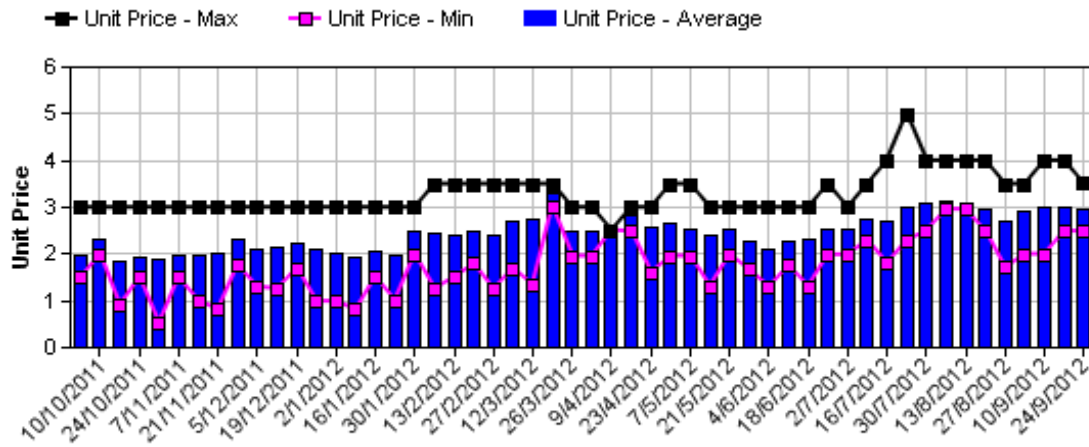
Allcrops Pty Ltd (Sydney)	Kelly's Citrus (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)
Fresh Express Produce Pty Ltd (Perth)	

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

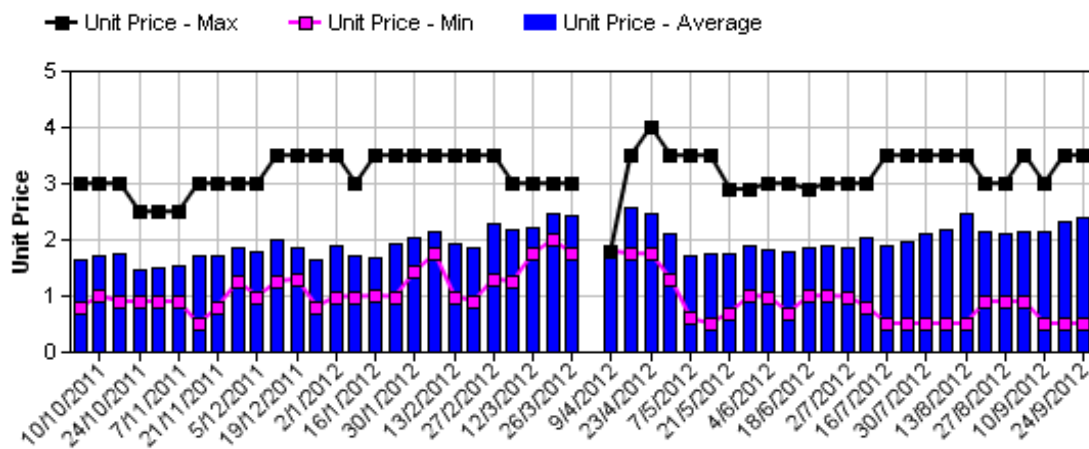
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	2,888		376	3,264											2,888		376	3,264
Total non supermarket sales	9,143			9,143	1,554		86	1,640	2,982						11,969		156	12,125
Total exports																		
Total sales	12,031		376	12,407	1,554		86	1,640	2,982						14,857		532	15,389
Total Stock on Hand	4,560			4,560	595			595	1,082						5,642			5,642
QLD																		
Total supermarket sales	12,279		152	12,431	351		96	447	813	880			880	160	13,077		327	13,404
Total non supermarket sales	16,884		161	17,045	1,070		74	1,144	2,080						18,829		296	19,125
Total exports	1,080			1,080	98			98	178						1,258			1,258
Total sales	30,243		313	30,556	1,519		170	1,689	3,071	880			880	160	33,165		622	33,787
Total Stock on Hand	25,086		359	25,445	164		8	172	313						25,384		374	25,758
SA & TAS																		
Total supermarket sales	6,131			6,131											6,131			6,131
Total non supermarket sales	6,144			6,144	626		26	652	1,185						7,282		47	7,329
Total exports																		
Total sales	12,275			12,275	626		26	652	1,185						13,413		47	13,460
Total Stock on Hand	13,779			13,779	1,798		5	1,803	3,278						17,048		9	17,057
VIC																		
Total supermarket sales			464	464													464	464
Total non supermarket sales	5,672		584	6,256	1,008		313	1,321	2,402	370			370	67	7,572		1,153	8,725
Total exports																		
Total sales	5,672		1,048	6,720	1,008		313	1,321	2,402	370			370	67	7,572		1,617	9,189
Total Stock on Hand	8,940		611	9,551	1,509		111	1,620	2,945	58			58	11	11,694		812	12,507
WA																		
Total supermarket sales	1,254			1,254											1,254			1,254
Total non supermarket sales	3,911			3,911	725			725	1,318						5,229			5,229
Total exports	864			864	440			440	800						1,664			1,664
Total sales	6,029			6,029	1,165			1,165	2,118						8,147			8,147
Total Stock on Hand	4,708			4,708	72			72	131						4,839			4,839
Total																		
Total supermarket sales	22,552		992	23,544	351		96	447	813	880			880	160	23,350		1,167	24,517
Total non supermarket sales	41,755		745	42,500	4,983		499	5,482	9,967	370			370	67	50,882		1,652	52,534
Total exports	1,944			1,944	538			538	978						2,922			2,922
Total sales	66,251		1,737	67,988	5,872		595	6,467	11,758	1,250			1,250	227	77,154		2,819	79,973
Total Stock on Hand	57,074		970	58,043	4,138		124	4,262	7,749	58			58	11	64,608		1,195	65,803



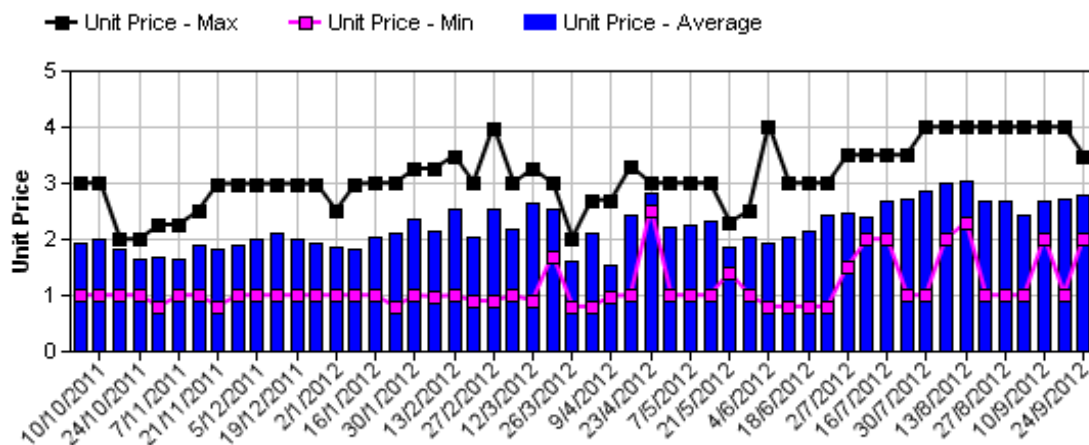
Hass Avocado Average Retail Prices - Sydney



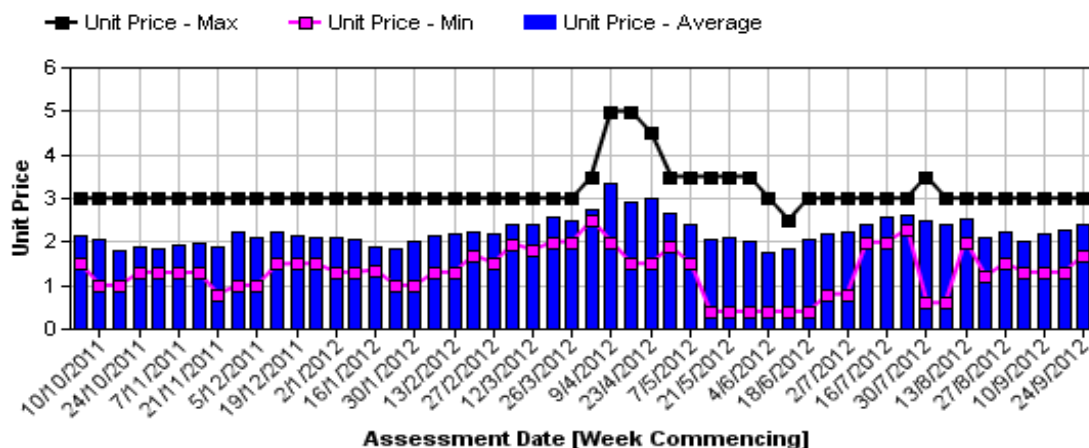
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

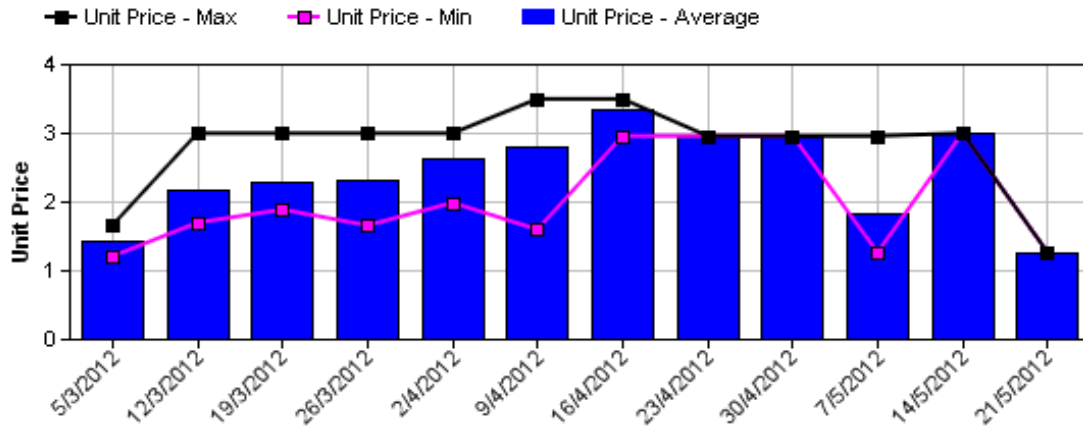


Hass Avocado Average Retail Prices - Perth

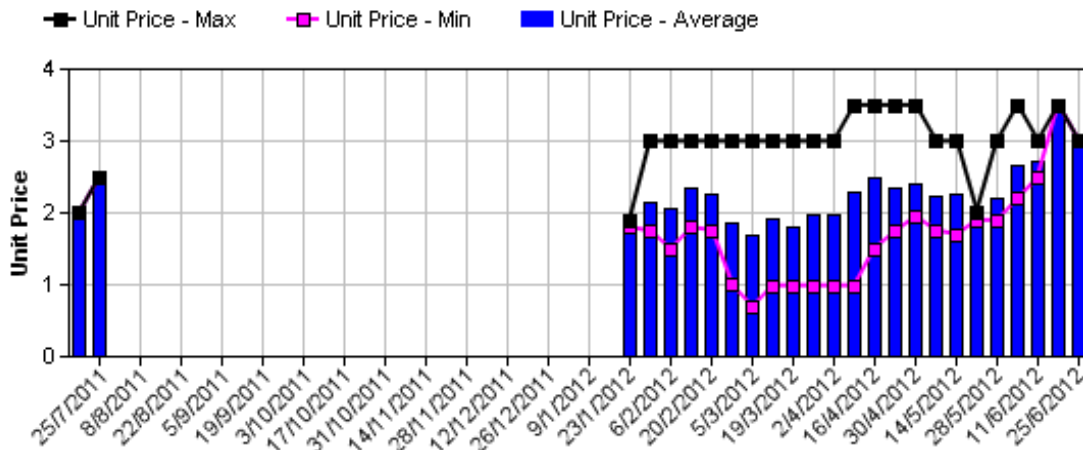


Assessment Date [Week Commencing]

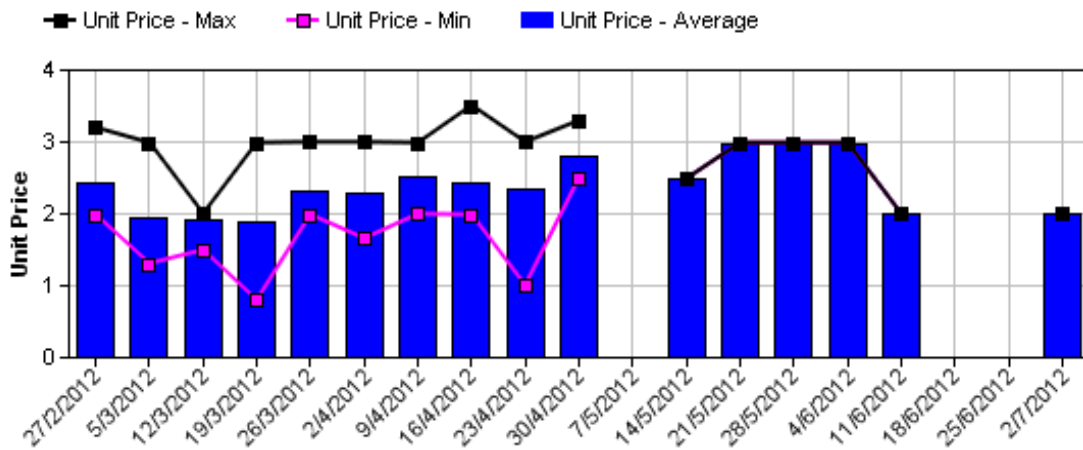
Shepard Avocado Average Retail Prices - Sydney



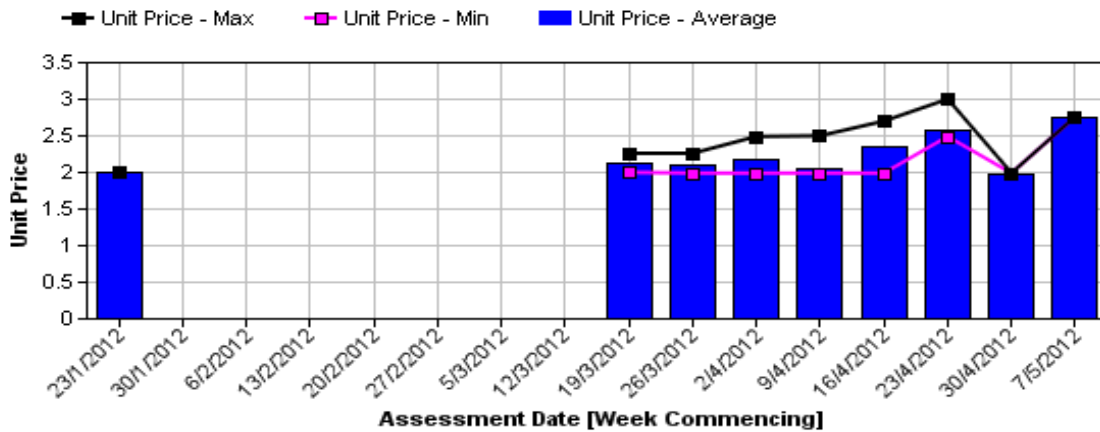
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 24th September 2012

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	275	2.48	No	Aus	I	Hass	265	1.99	No	NS
Coles	Hass	265	2.48	Cat	Aus	I	Hass	255	1.99	No	Aus
Coles	Hass	265	2.48	Cat	Aus	I	Hass	250	2.29	No	NS
Coles	Hass	255	2.48	Cat	Aus	Coles	Hass	300	2.48	No	Aus
Woolworths	Hass	275	2.48	No	Aus	Coles	Hass	290	2.48	No	Aus
IGA	Hass	285	2.95	No	Aus	I	Hass	270	2.49	No	NS
Woolworths	Hass	270	2.98	No	Aus	Safeway	Hass	265	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Safeway	Hass	275	2.98	No	Aus
IGA	Hass	240	2.99	No	Aus	Safeway	Hass	280	2.98	No	Aus
I	Hass	280	2.99	No	Aus	I	Hass	270	2.99	No	Aus
I	Hass	270	2.99	No	Aus	IS	Hass	260	2.99	No	Aus
Foodworks	Hass	285	2.99	No	Aus	IGA	Hass	275	2.99	No	Aus
I	Hass	330	3.49	No	Aus	I	Hass	290	3.19	No	Aus
I	Hass	300	3.49	No	Aus	I	Hass	285	3.19	No	Aus
I	Hass	290	3.49	No	Mixed	I	Hass	280	3.48	No	Aus
I	Hass	340	3.50	No	Mixed	PERTH					
I	Reed	400	3.99	No	Aus	IS	Hass	200	1.69	Store	Aus
BRISBANE						IGA	Hass	220	1.79	Store	Aus
I	Hass	95	0.50	Store	Aus	IGA	Hass	240	1.99	Store	Aus
IGA	Hass	185	1.29	Cat	Aus	IGA	Hass	220	1.99	Store	Aus
IGA	Hass	200	2.28	No	Aus	I	Hass	260	1.99	Store	Aus
Coles	Hass	250	2.48	No	Aus	IGA	Hass	245	2.29	Store	Aus
Woolworths	Hass	275	2.48	No	Aus	Woolworths	Hass	230	2.45	Store	Aus
Coles	Gwen	300	2.48	No	Aus	Woolworths	Hass	230	2.45	No	Aus
Woolworths	Hass	220	2.48	No	Aus	Coles	Hass	210	2.45	No	Aus
Coles	Hass	200	2.48	No	Aus	Coles	Hass	210	2.48	No	Aus
Coles	Gwen	370	2.48	No	Aus	Woolworths	Hass	230	2.48	No	Aus
Woolworths	Hass	245	2.48	No	Aus	Coles	Hass	260	2.48	No	Aus
Coles	Gwen	310	2.48	No	Aus	I	Hass	260	2.50	No	Aus
IGA	Hass	200	2.49	No	NZ	I	Hass	275	2.99	No	Aus
I	Hass	270	2.49	No	Aus	I	Hass	250	2.99	No	Aus
I	Hass	200	2.50	Store	NZ	I	Hass	270	2.99	No	Aus
Woolworths	Reed	405	2.98	No	Aus						
I	Hass	240	2.99	Store	Aus						
I	Hass	290	2.99	No	Aus						
I	Fuerte	245	2.99	No	Aus						
I	Fuerte	300	2.99	No	Aus						
I	Hass	260	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

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