



INFOCADO WEEKLY REPORT: 14 — 20 September 2013 (Wk 38)



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Comments

- Growers have less than a week to get their OrchardInfo data back to us if they want to go in the draw to win the free iPad! If you have not completed yours and need another copy of the form please contact the Avocados Australia office.
- For week 38, Queensland absorbed the most fruit with 48,784 5.5kg eqv trays, only just over taking New South Wales and Victoria.
- Retail prices this week range from \$1 in Brisbane to \$3.99 in Sydney and Perth. Sydney Coles stores have a catalogue special in place this week which should be state wide. There are a number of other store specials running across the country. No New Zealand fruit was spotted in stores this week but there were a number of displays where no country of origin was listed.
- The Percentage Dispatched by Region graph on page 4 of the report shows that CQ and SC are almost finished their seasons while TAM/NR and CNSW are about half way through. New Zealand dispatch data has also been updated on page 3 of the report.
- Updates to the Infocado system will mean those businesses using Apple computers or iPads will soon be able to use these devices to enter Infocado data. If we already know you are one of these businesses we will be in touch with you and will be activating this option for you by Monday 30 September. Please contact us if you have any questions or concerns. If we have not spoken to you about this already and you would like this capability switched on for your business please contact infocado@avocado.org.au or 07 3846 6566.
- The next Quarterly Report is due out next month. Please review and submit your seasonal forecast forms by the end of this month.

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 | QLD, NSW & SA Labour Day: 7 October | VIC Melbourne Cup Day: 5 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:

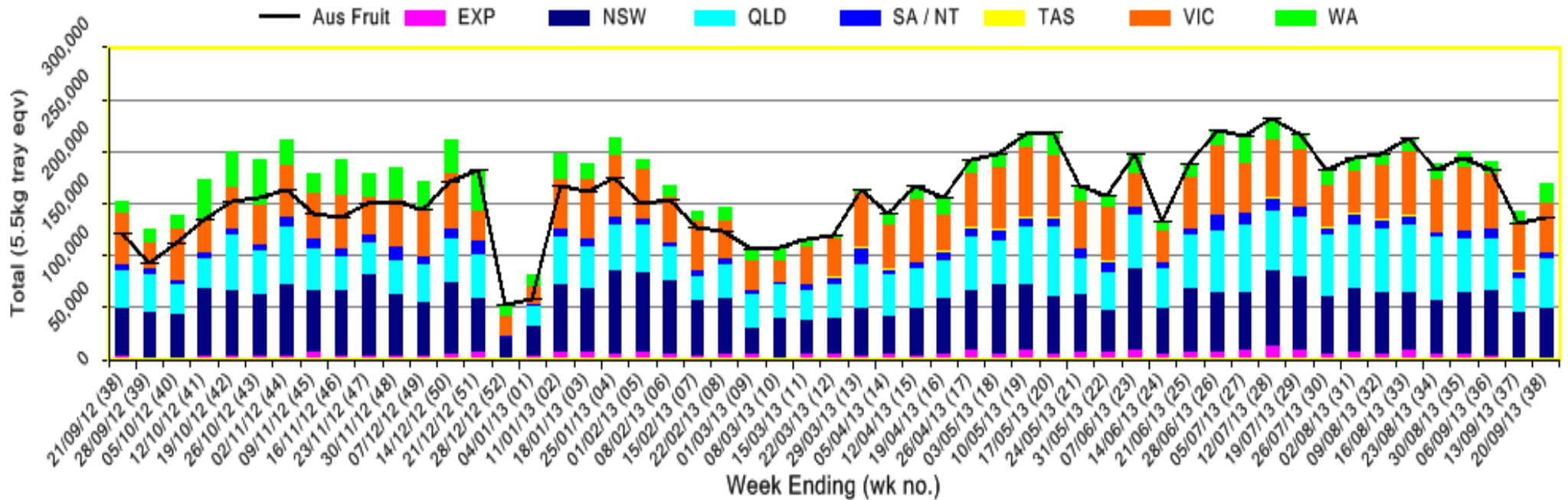
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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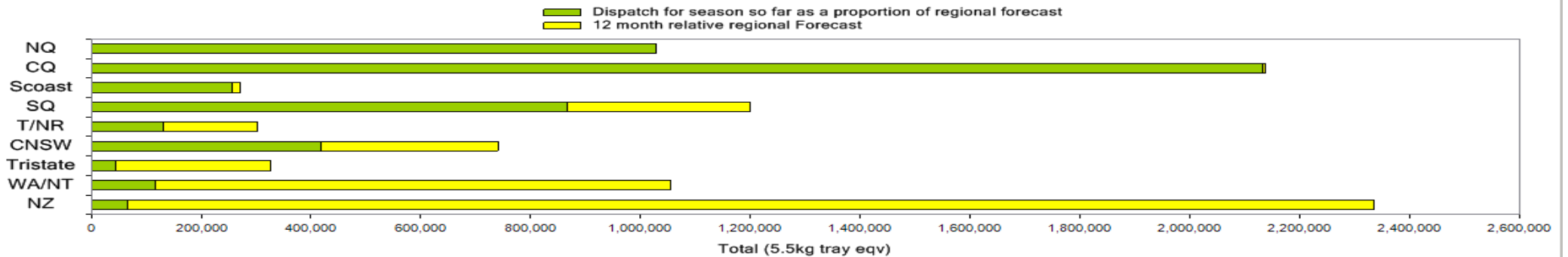
Industry Dispatches By Destination State and Count Size : 14th September - 20th September 2013 (Wk 38)

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		5							1,225	1,230	272				1,725
NSW	44	912	6,122	9,521	1,553	7,574	5,083	2,523	1,455	34,787	6,293	6,448		1,500	47,674
QLD	649	1,162	3,045	7,231	882	7,960	10,247	7,729	2,756	41,661	3,203	5,426	800	920	48,784
SA / NT		82	384	614		179	1,446	1,211		3,916	525	1,440			5,133
TAS							480			480					480
VIC	68	1,407	3,870	10,176	913	7,863	5,286	3,293	2,054	34,930	6,070	372			46,034
WA		165	1,178	4,304		4,609	5,241	1,436	445	17,378	1,010				19,214
Total	761	3,733	14,599	31,846	3,348	28,185	27,783	16,192	7,935	134,382	17,373	13,686	800	2,420	169,042

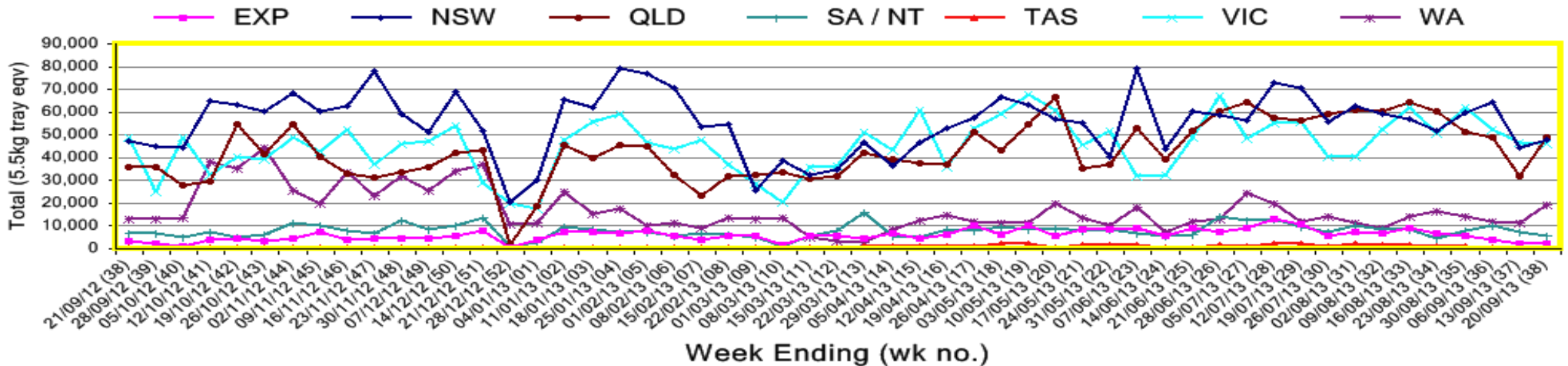
**Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,616,591 5.5kg tray eqv**



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,616,591 5.5kg tray eqv



Week 38 contributors - Packhouses

- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Midcoast Avocados (CNSW)
- Avocado Industry Council (NZAGA)
- Balmoral Orchard (SQ)
- Green Nugget Orchards (SQ)
- One Harvest (SQ)
- Perseverance Farming Co (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ, SC)
- The Avolution (SQ, CQ, WA, TRI)
- Touchwood Farming (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- G & C Christensen (SC)
- Natures Fruit Company (SC)
- Sunfresh (SC)
- Aussie Orchards Growers & Packers (TAM/NR)
- Jirel Holdings (TAM/NR)
- WJ Row (TAM/NR)
- Chinoola Orchards (TRI)
- Golden Hill Packing Pty Ltd (TRI)
- KV & JM Lehmann (TRI)
- Bonyaricall Vineyards (TRI)
- Chislett Developments Pty Ltd (TRI)
- Avowest (WA)
- Delroy Orchards (WA)
- Green Pear Avocado (WA)
- CQ:** Less than 3 packhouse contributors

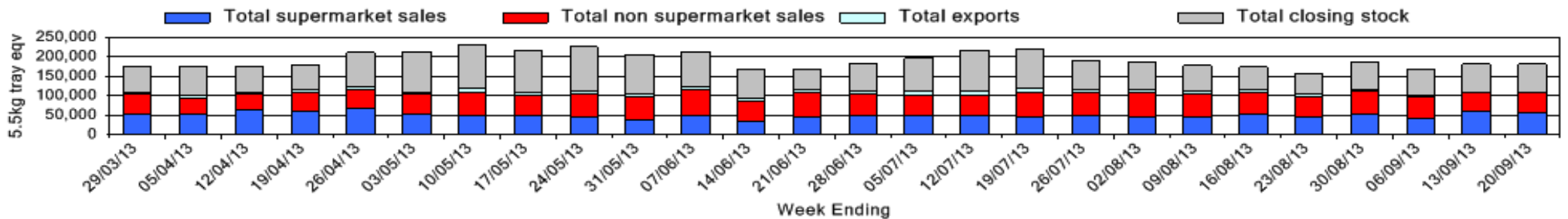
Week 38 contributors - Wholesalers

- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Favco Fruit & Vegetable Company
- Fresh Choice WA Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

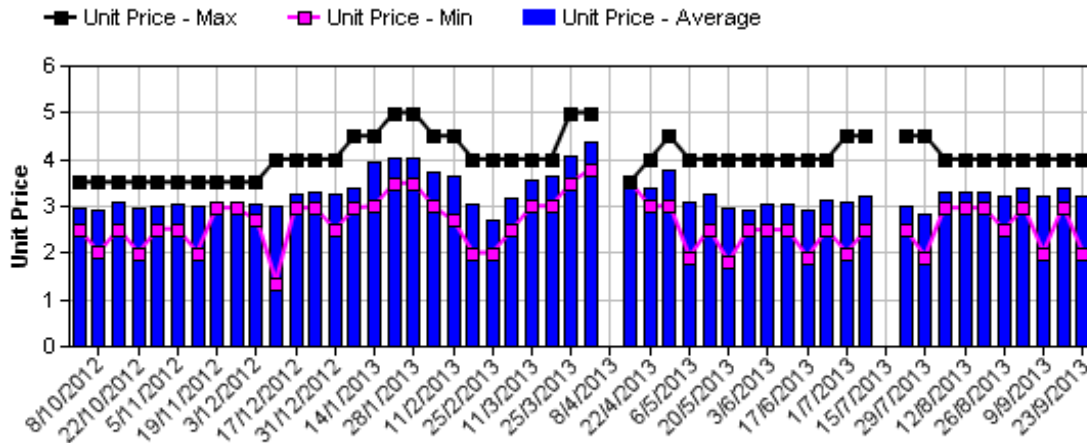
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	16,578			16,578	152			152	276	3,360			3,360	611	17,465			17,465
Total non supermarket sales	6,052			6,052	1,365		83	1,448	2,633						8,534		151	8,685
Total exports																		
Total sales	22,630			22,630	1,517		83	1,600	2,909	3,360			3,360	611	25,999		151	26,150
Total Stock on Hand	2,766			2,766	1,169			1,169	2,125						4,892			4,892
QLD																		
Total supermarket sales	12,253		944	13,197						2,976			2,976	541	12,794		944	13,738
Total non supermarket sales	17,644		628	18,272	1,394		65	1,459	2,653						20,179		746	20,925
Total exports	1,230			1,230	272			272	495						1,725			1,725
Total sales	31,127		1,572	32,699	1,666		65	1,731	3,147	2,976			2,976	541	34,697		1,690	36,387
Total Stock on Hand	16,519		628	17,147	549		153	702	1,276						17,517		906	18,423
SA & TAS																		
Total supermarket sales	7,614			7,614			120	120	218	1,440			1,440	262	7,876		218	8,094
Total non supermarket sales	3,506		3	3,509	976			976	1,775						5,281		3	5,284
Total exports																		
Total sales	11,120		3	11,123	976		120	1,096	1,993	1,440			1,440	262	13,156		221	13,378
Total Stock on Hand	18,570		107	18,677	724		9	733	1,333						19,886		123	20,010
VIC																		
Total supermarket sales	8,499			8,499	255			255	464						8,963			8,963
Total non supermarket sales	6,549		878	7,427	1,088		174	1,262	2,295	225			225	41	8,568		1,194	9,763
Total exports																		
Total sales	15,048		878	15,926	1,343		174	1,517	2,758	225			225	41	17,531		1,194	18,725
Total Stock on Hand	17,769		3,485	21,254	1,190		198	1,388	2,524	187			187	34	19,967		3,845	23,812
WA																		
Total supermarket sales	9,930			9,930	387			387	704						10,634			10,634
Total non supermarket sales	3,551			3,551	780			780	1,418						4,969			4,969
Total exports																		
Total sales	13,481			13,481	1,167			1,167	2,122						15,603			15,603
Total Stock on Hand	4,451			4,451	366			366	665						5,116			5,116
Total																		
Total supermarket sales	54,874		944	55,818	794		120	914	1,662	7,776			7,776	1,414	57,731		1,162	58,894
Total non supermarket sales	37,303		1,509	38,811	5,603		322	5,925	10,773	225			225	41	47,531		2,094	49,625
Total exports	1,230			1,230	272			272	495						1,725			1,725
Total sales	93,407		2,453	95,859	6,669		442	7,111	12,929	8,001			8,001	1,455	106,987		3,256	110,243
Total Stock on Hand	60,076		4,220	64,296	3,998		360	4,358	7,924	187			187	34	67,379		4,874	72,253

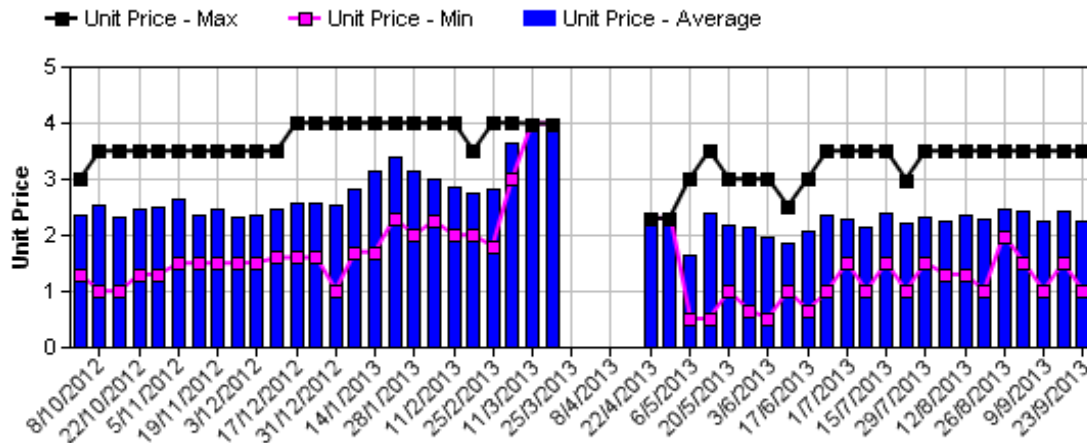
Weekly National Sales



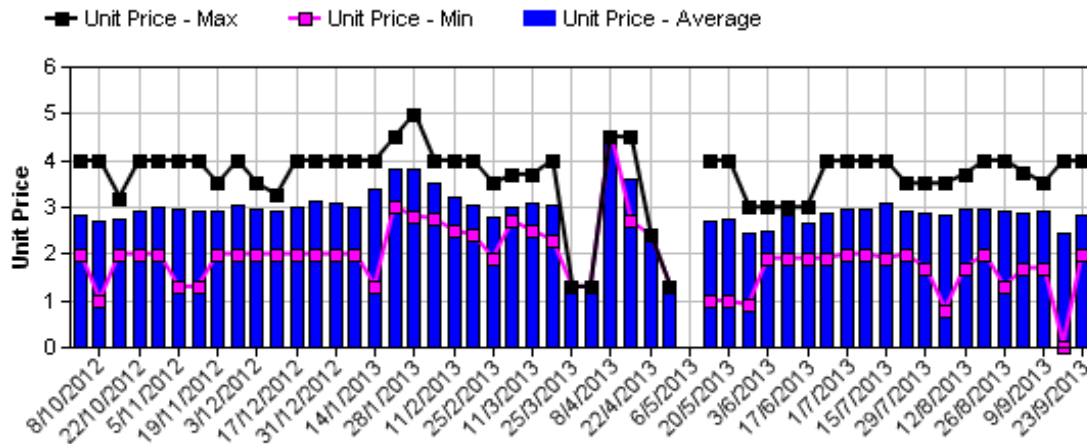
Hass Avocado Average Retail Prices - Sydney



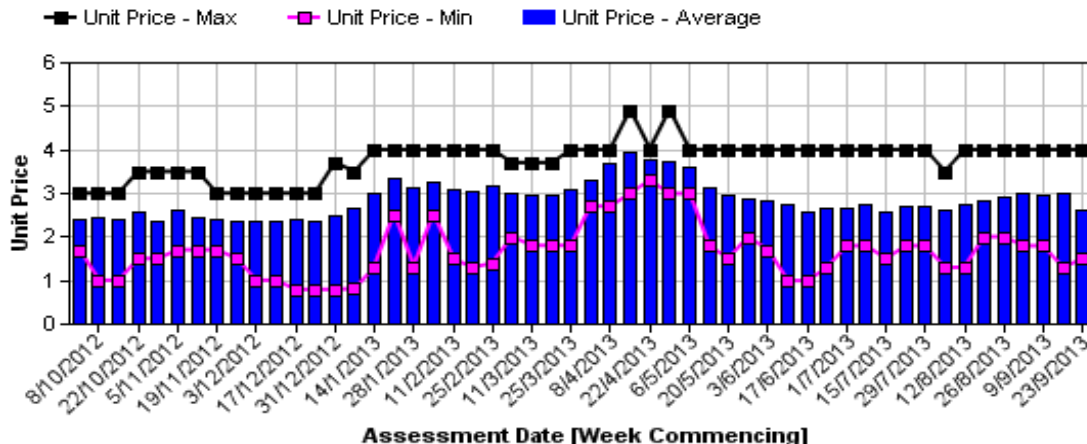
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

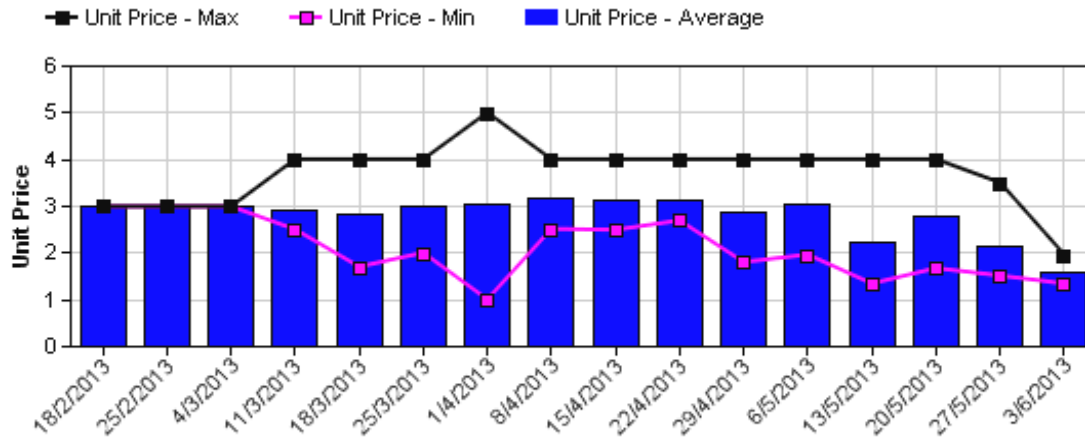


Hass Avocado Average Retail Prices - Perth

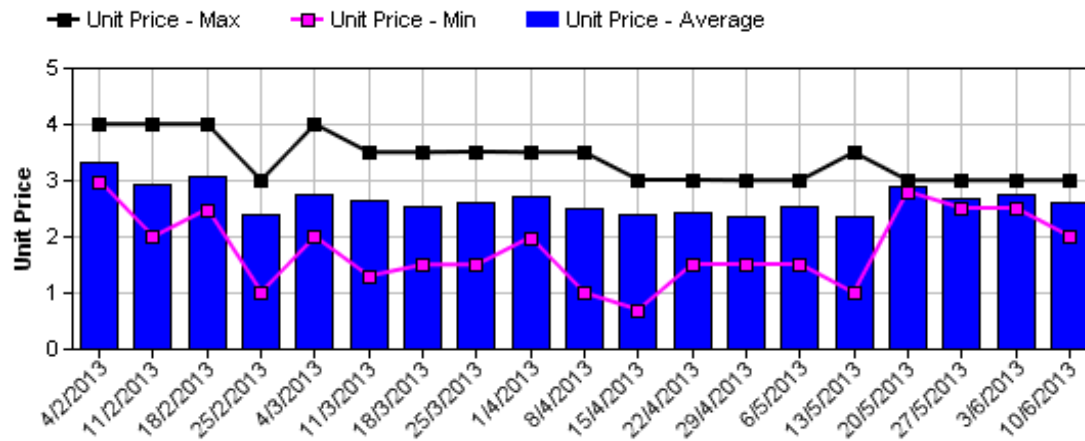


Assessment Date [Week Commencing]

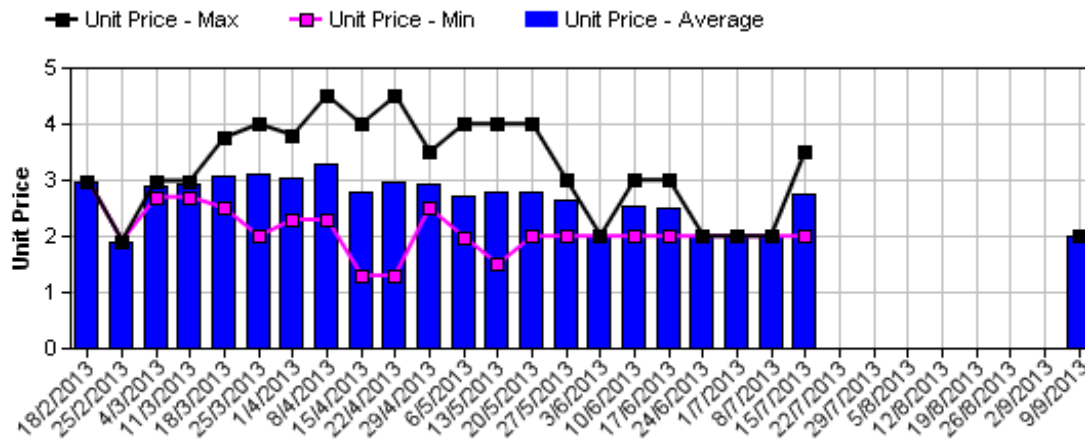
Shepard Avocado Average Retail Prices - Sydney



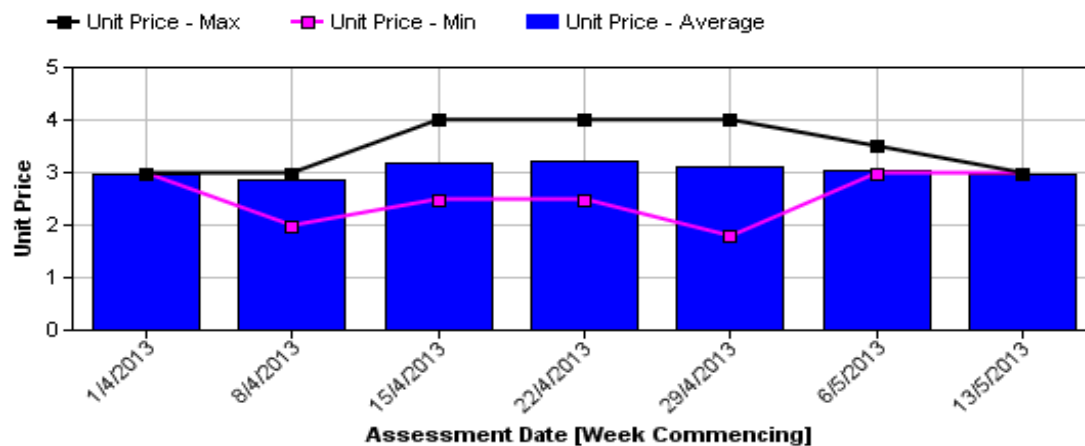
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety – 23 September 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	300	1.98	No	Aus
Coles	Hass	280	2.48	Cat	Aus
Coles	Hass	300	2.48	Cat	Aus
Coles	Hass	270	2.48	Cat	Aus
IGA	Hass	290	2.95	No	Aus
Woolworths	Hass	305	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
I	Hass	260	2.99	No	Aus
Foodworks	Hass	290	3.49	No	Aus
I	Hass	260	3.49	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	300	3.99	No	Aus
I	Hass	320	3.99	No	Aus
IGA	Hass	270	3.99	No	Aus
I	Hass	310	3.99	No	Aus
I	Hass	300	3.99	No	Aus
BRISBANE					
I	Hass	205	1.00	Store	Aus
IGA	Hass	200	1.49	Store	NS
I	Hass	290	1.50	Store	Aus
I	Hass	265	1.78	No	Aus
Woolworths	Hass	220	1.98	No	Aus
Woolworths	Reed	440	1.98	No	Aus
I	Hass	300	1.99	No	Aus
IGA	Hass	195	1.99	No	Aus
IGA	Hass	190	2.48	No	Aus
Coles	Hass	205	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Woolworths	Hass	200	2.74	No	Aus
Woolworths	Reed	300	2.74	No	Aus
Woolworths	Hass	230	2.74	No	Aus
I	Hass	235	2.79	Store	Aus
I	Sharwil	255	2.99	No	Aus
I	Hass	258	3.00	Store	Aus
I	Hass	260	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Wurtz	255	1.99	No	NS
I	Hass	237	1.99	No	NS
I	Hass	230	1.99	No	Aus
Safeway	Hass	265	2.48	No	Aus
Coles	Hass	280	2.48	No	Aus
Coles	Hass	230	2.48	No	Aus
Coles	Hass	250	2.48	No	Aus
Safeway	Hass	240	2.48	No	Aus
I	Hass	270	2.69	No	NS
Safeway	Hass	240	2.98	No	Aus
IS	Hass	265	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	270	3.50	No	NS
I	Hass	230	3.98	No	Aus
I	Hass	280	3.98	Store	Aus
PERTH					
IGA	Hass	230	1.49	Cat	Aus
IGA	Hass	180	1.49	Cat	Aus
IS	Hass	230	1.69	Store	Aus
Woolworths	Hass	200	2.48	Store	Aus
Coles	Hass	220	2.48	Store	Aus
Woolworths	Hass	210	2.48	No	Aus
Woolworths	Hass	200	2.48	Store	Aus
Coles	Hass	205	2.48	Store	Aus
I	Hass	240	2.48	No	Aus
Coles	Hass	220	2.48	Store	Aus
I	Hass	280	2.49	No	Aus
I	Hass	230	2.99	No	Aus
I	Hass	300	2.99	No	Aus
IGA	Hass	275	3.49	No	Aus
I	Hass	280	3.99	No	Aus
IGA	Hass	265	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