



## INFOCADO WEEKLY REPORT: 13th — 19th September 2014 (Wk 38)



[Click here to learn How to conduct Dry Matter tests at home](#)

[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

### Comments

- The average retail price per Hass avocado continues to remain steady across all the major cities (refer page 6).
- The week's dispatches edged slightly higher than the week's forecast though was relatively comparative to each other. The dispatch volume is estimated to increase again into next week (refer page 3).
- There are small volumes of varieties other than Hass available but these are generally lost in the large Hass volumes (refer page 3).
- The national sales continue to increase in line with the increasing volumes that are moving through the markets (refer page 5).

### New Educational POS to Build Consumer Confidence

Eradicating barriers to increased purchase remains a core strategic pillar for Australian Avocados. Many consumers still lack the confidence in their ability to either choose an avocado that is at the correct stage of ripeness for their needs, or to manage the ripening of their avocados at home. Though through consumer research it has indicated many avocado consumers would purchase more with specific information regarding avocado selection, ripening and handling. Not surprisingly consumers also said that in-store next to the avocado display would be their preferred location to find this information.

Therefore to capitalise on this significant opportunity new in-store and take home POS have been developed specifically to help consumers with their avocado experience. These include a new A3 "Avocados are Delicate" ripening poster and a new A6 sized booklet "Your Guide to Loving Your Avocado". Both the A3 ripening poster and A6 booklet is aimed at educating the consumer in a bid to minimise the incidence of bruising through better selection, handling, usage and storage. It also provides healthy reasons to eat avocados.

Initial print quantities have been completed and HAL and AAL are working with retail partners and wholesalers to assist in the distribution of this material to store level. To compliment this point of sale material the "How To" section on the Australian Avocados website is also being updated to be consistent with the same information. "How to" will also feature as regular content on facebook with tips and tricks to help consumers get the most from their avocados.

For a full brief please refer to the latest Guacamole.

### Upcoming Holidays

Queens Birthday (WA): 29th September | Labour Day (QLD, NSW & SA): 6th October | Melbourne Cup (VIC): 4th 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:

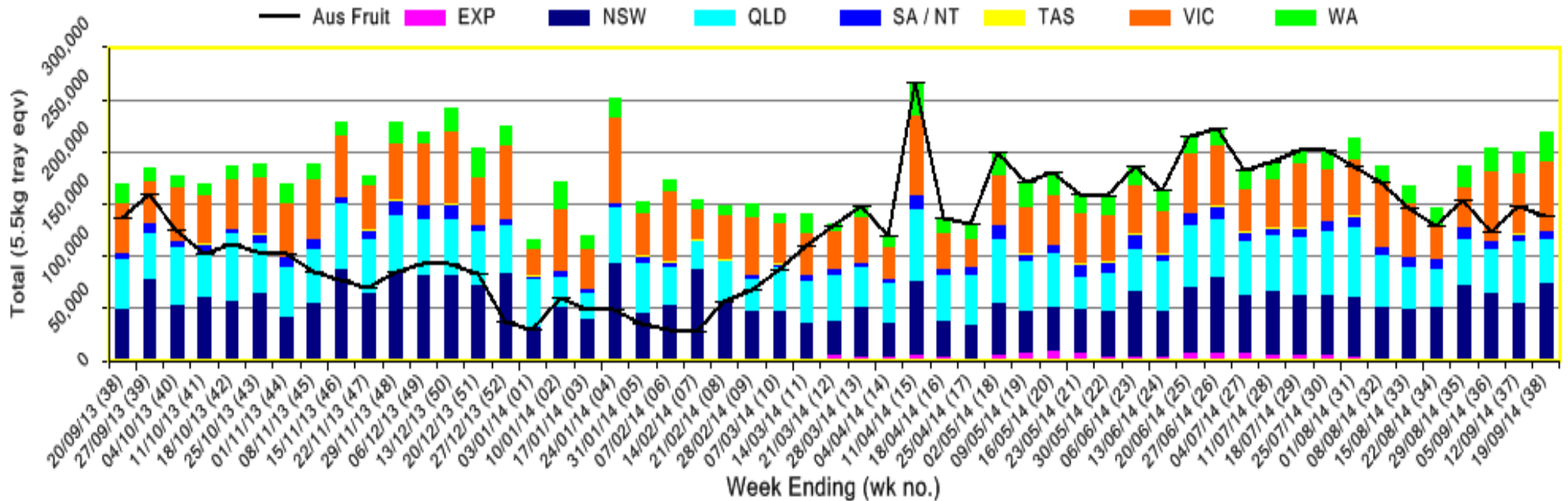
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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.

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

**Industry Dispatches By Destination State and Count Size : 13th September - 19th September 2014 (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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
NSW	487	2,490	4,995	22,740	54	15,370	13,643	4,973	4,864	69,616	2,472	60	74,122
QLD	163	1,216	2,956	8,387		7,776	8,266	5,733	2,633	37,130	2,451	420	41,662
SA / NT		170	502	1,314		526	1,044	2,920	31	6,507	921		8,182
TAS							544			544			544
VIC	461	2,962	5,223	14,490	30	15,474	14,892	3,880	3,795	61,207	2,724	300	66,215
WA	24	360	675	3,703		8,324	7,328	5,595		26,009	1,033		27,887
<b>Total</b>	<b>1,135</b>	<b>7,198</b>	<b>14,351</b>	<b>50,634</b>	<b>84</b>	<b>47,470</b>	<b>45,717</b>	<b>23,101</b>	<b>11,323</b>	<b>201,013</b>	<b>9,601</b>	<b>780</b>	<b>218,611</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2014 to date = 6,599,410 5.5kg tray eqv**



Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 38 - 42)**

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 38 - begin 13/09/2014</b>					
Hass	188,116	7,000	3,500	1,000	<b>201,661</b>
Lamb Hass	120	40			<b>193</b>
Reed	3,000				<b>3,000</b>
Wurtz	1,000	200			<b>1,364</b>
<b>Week Total</b>	<b>192,236</b>	<b>7,240</b>	<b>3,500</b>	<b>1,000</b>	<b>206,218</b>

<b>Week 39 - begin 20/09/2014</b>					
Gwen	2,500	352			<b>3,140</b>
Hass	205,900	8,203	1,500		<b>221,088</b>
Reed	1,000				<b>1,000</b>
Wurtz	1,000	200			<b>1,364</b>
<b>Week Total</b>	<b>210,400</b>	<b>8,755</b>	<b>1,500</b>		<b>226,591</b>

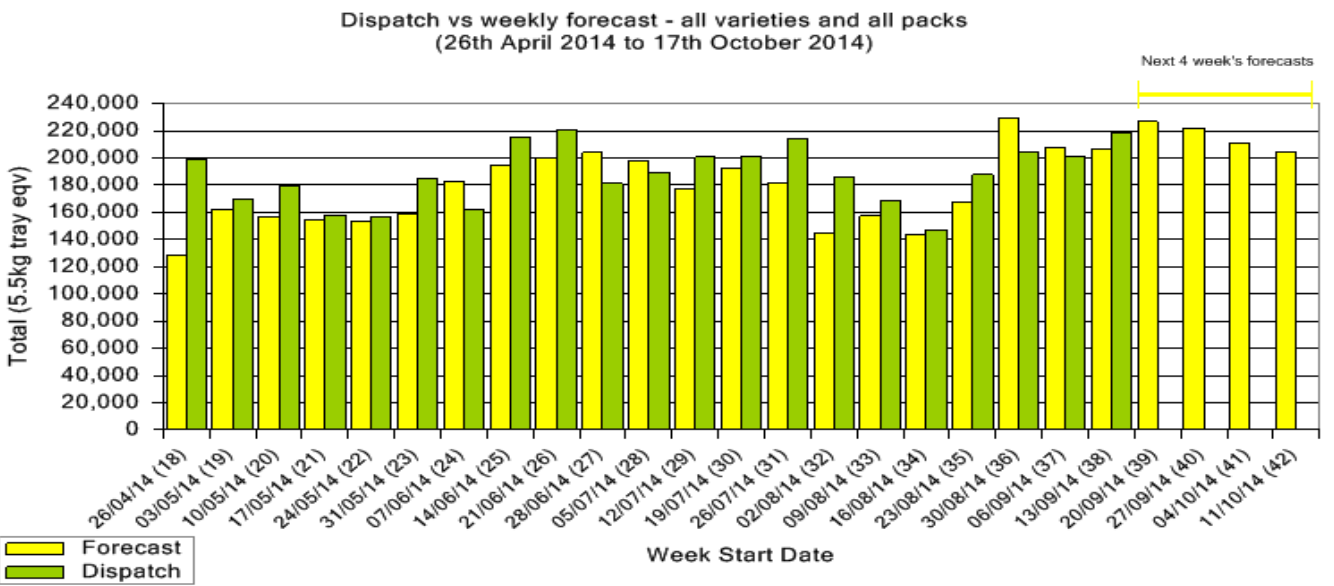
<b>Week 40 - begin 27/09/2014</b>					
Hass	207,490	5,940	2,500	500	<b>218,836</b>
Reed	2,000				<b>2,000</b>
Wurtz	1,000	200			<b>1,364</b>
<b>Week Total</b>	<b>210,490</b>	<b>6,140</b>	<b>2,500</b>	<b>500</b>	<b>222,200</b>

<b>Week 41 - begin 04/10/2014</b>					
Hass	200,800	5,255	1,500		<b>210,628</b>
<b>Week Total</b>	<b>200,800</b>	<b>5,255</b>	<b>1,500</b>		<b>210,628</b>

<b>Week 42 - begin 11/10/2014</b>					
Hass	196,020	4,450	1,500		<b>204,384</b>
<b>Week Total</b>	<b>196,020</b>	<b>4,450</b>	<b>1,500</b>		<b>204,384</b>

**Dispatch Data (Week 38 - begin 13/09/2014)**

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	1,296	88		<b>1,456</b>
Hass	196,754	9,090	780	<b>213,423</b>
Reed	2,063	7		<b>2,076</b>
Wurtz	900	416		<b>1,656</b>
<b>Total</b>	<b>201,013</b>	<b>9,601</b>	<b>780</b>	<b>218,611</b>

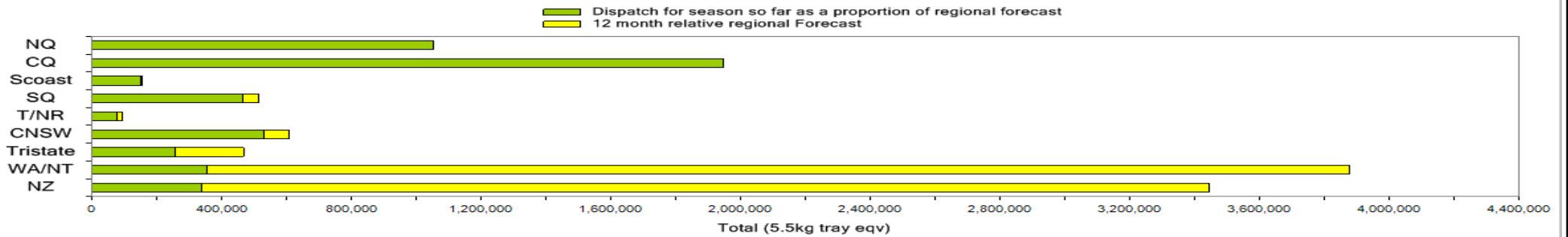


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

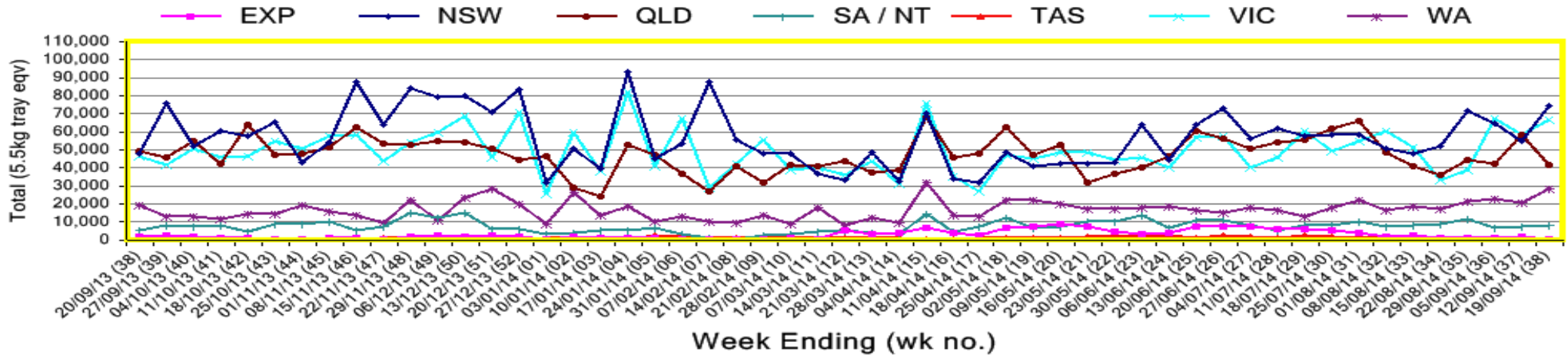
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	512,077	474,424	524,894	636,960	511,304	329,556	5,280	<b>3,352,347</b>
<b>Australia (from Infocado)</b>	123,747	218,000								<b>341,747</b>
<b>USA<sup>1</sup></b>	0									<b>0</b>
<b>Japan<sup>1</sup></b>	0									<b>0</b>
<b>Other Asia<sup>1</sup></b>	196	589								<b>785</b>
<b>Total</b>	<b>123,943</b>	<b>218,589</b>								<b>342,532</b>

<sup>1</sup> source: Statistics NZ adjusted for freight time to destination port

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 6,599,410 5.5kg tray eqv



**Week 38 contributors - Packhouses**

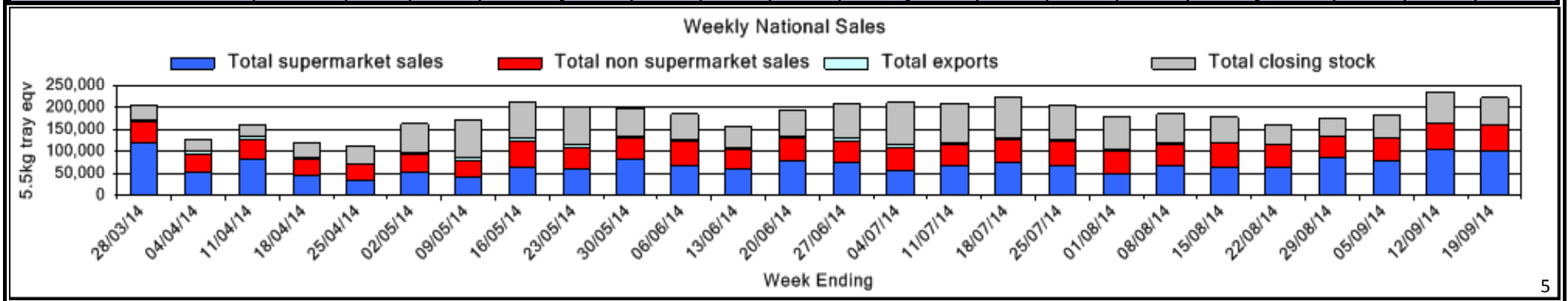
One Harvest (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Natures Fruit Company (Consolidator)	Bonyaricall Vineyards (TRI)
Sunfresh (Consolidator)	Chislett Farms Pty Ltd (TRI)
The Avolution (Consolidator)	The Avocado Grove (WA)
I & A Tolson (CNSW)	Avowest (WA)
Midcoast Avocados (CNSW)	Avonova (WA)
Coastal Avocados (CNSW)	Delroy Orchards (WA)
Avocado Industry Council (NZAGA)	SQ: Less than 3 Packhouse Contributors
KV & JM Lehmann (TRI)	TNR: Less than 3 Packhouse Contributors

**Week 38 contributors - Wholesalers**

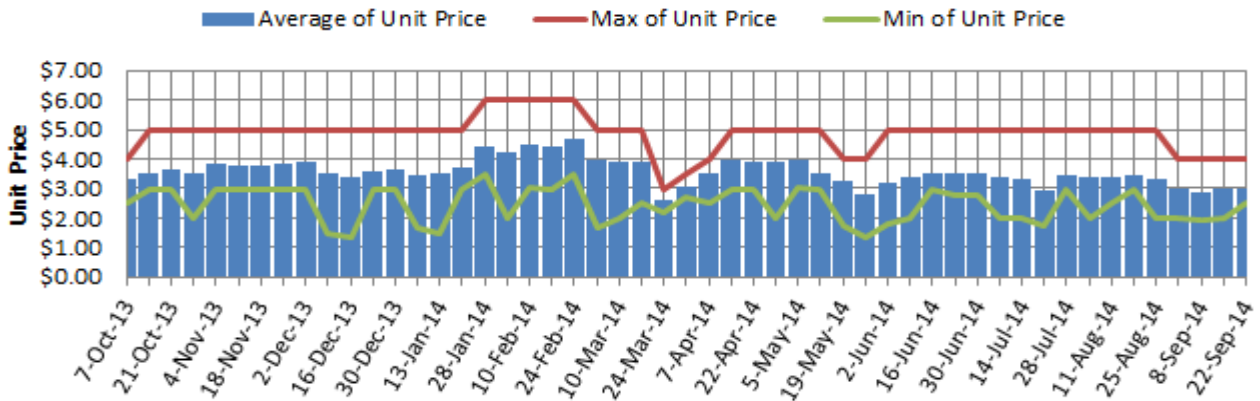
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes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

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

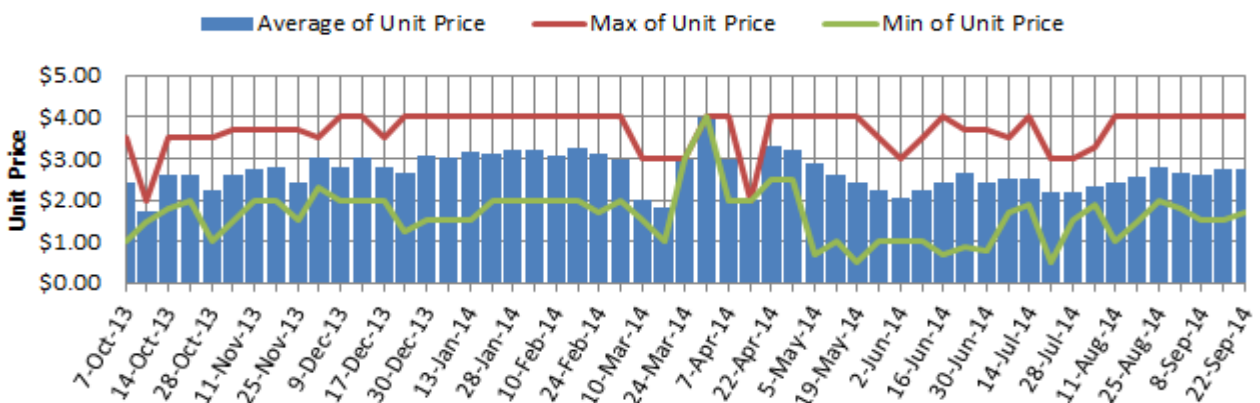
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	25,725			<b>25,725</b>	192			192	<b>349</b>	60			60	<b>11</b>	26,085			<b>26,085</b>
<b>Total non supermarket sales</b>	4,250		153	<b>4,403</b>	1,044			1,044	<b>1,898</b>						6,148		153	<b>6,301</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>29,975</b>		<b>153</b>	<b>30,128</b>	<b>1,236</b>			<b>1,236</b>	<b>2,247</b>	<b>60</b>			<b>60</b>	<b>11</b>	<b>32,233</b>		<b>153</b>	<b>32,386</b>
<b>Total Stock on Hand</b>	<b>2,206</b>		<b>64</b>	<b>2,270</b>	<b>122</b>			<b>122</b>	<b>222</b>						<b>2,428</b>		<b>64</b>	<b>2,492</b>
QLD																		
<b>Total supermarket sales</b>	20,680			<b>20,680</b>						420			420	<b>76</b>	20,756			<b>20,756</b>
<b>Total non supermarket sales</b>	11,347		420	<b>11,767</b>	1,064			1,064	<b>1,935</b>						13,282		420	<b>13,702</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>32,027</b>		<b>420</b>	<b>32,447</b>	<b>1,064</b>			<b>1,064</b>	<b>1,935</b>	<b>420</b>			<b>420</b>	<b>76</b>	<b>34,038</b>		<b>420</b>	<b>34,458</b>
<b>Total Stock on Hand</b>	<b>16,262</b>		<b>440</b>	<b>16,702</b>	<b>143</b>			<b>143</b>	<b>260</b>						<b>16,522</b>		<b>440</b>	<b>16,962</b>
SA & TAS																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough SA wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough SA wholesalers contributed data this week																	
<b>Total exports</b>	Full data set not displayed because not enough SA wholesalers contributed data this week																	
<b>Total sales</b>	17,073		99	17,172	1,281		37	1,318	2,396						19,402		166	19,568
<b>Total Stock on Hand</b>																		
VIC																		
<b>Total supermarket sales</b>	27,499			<b>27,499</b>	576			576	<b>1,047</b>	300			300	<b>55</b>	28,601			<b>28,601</b>
<b>Total non supermarket sales</b>	20,276		483	<b>20,758</b>	1,656		59	1,715	<b>3,118</b>	2			2		23,287		590	<b>23,877</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>47,775</b>		<b>483</b>	<b>48,257</b>	<b>2,232</b>		<b>59</b>	<b>2,291</b>	<b>4,165</b>	<b>302</b>			<b>302</b>	<b>55</b>	<b>51,888</b>		<b>590</b>	<b>52,478</b>
<b>Total Stock on Hand</b>	<b>18,798</b>		<b>940</b>	<b>19,739</b>	<b>290</b>		<b>59</b>	<b>349</b>	<b>635</b>	<b>2</b>			<b>2</b>		<b>19,326</b>		<b>1,048</b>	<b>20,374</b>
WA																		
<b>Total supermarket sales</b>	12,757			<b>12,757</b>	483			483	<b>878</b>						13,635			<b>13,635</b>
<b>Total non supermarket sales</b>	4,541			<b>4,541</b>	1,624			1,624	<b>2,953</b>						7,494			<b>7,494</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>17,298</b>			<b>17,298</b>	<b>2,107</b>			<b>2,107</b>	<b>3,831</b>						<b>21,129</b>			<b>21,129</b>
<b>Total Stock on Hand</b>	<b>6,282</b>			<b>6,282</b>	<b>424</b>			<b>424</b>	<b>771</b>						<b>7,053</b>			<b>7,053</b>
Total																		
<b>Total supermarket sales</b>	98,101			<b>98,101</b>	1,731			1,731	3,147	780			780	<b>142</b>	101,390			<b>101,390</b>
<b>Total non supermarket sales</b>	46,047		1,155	<b>47,201</b>	6,189		96	6,285	11,427	2			2		57,300		1,329	<b>58,629</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>144,148</b>		<b>1,155</b>	<b>145,302</b>	<b>7,920</b>		<b>96</b>	<b>8,016</b>	<b>14,575</b>	<b>782</b>			<b>782</b>	<b>142</b>	<b>158,690</b>		<b>1,329</b>	<b>160,019</b>
<b>Total Stock on Hand</b>	<b>56,820</b>		<b>1,801</b>	<b>58,622</b>	<b>1,692</b>		<b>282</b>	<b>1,974</b>	<b>3,589</b>	<b>2</b>			<b>2</b>		<b>59,897</b>		<b>2,314</b>	<b>62,211</b>



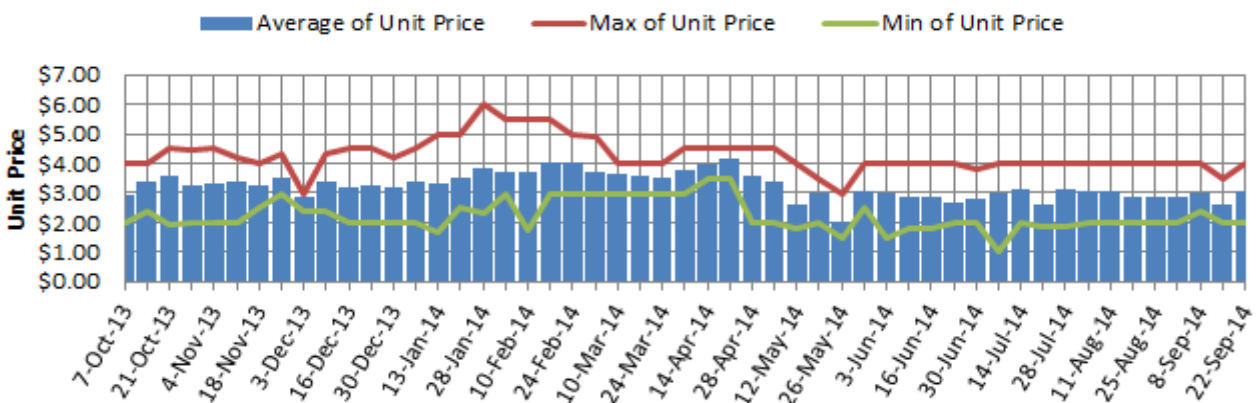
### Hass Avocado Average Retail Prices - Sydney



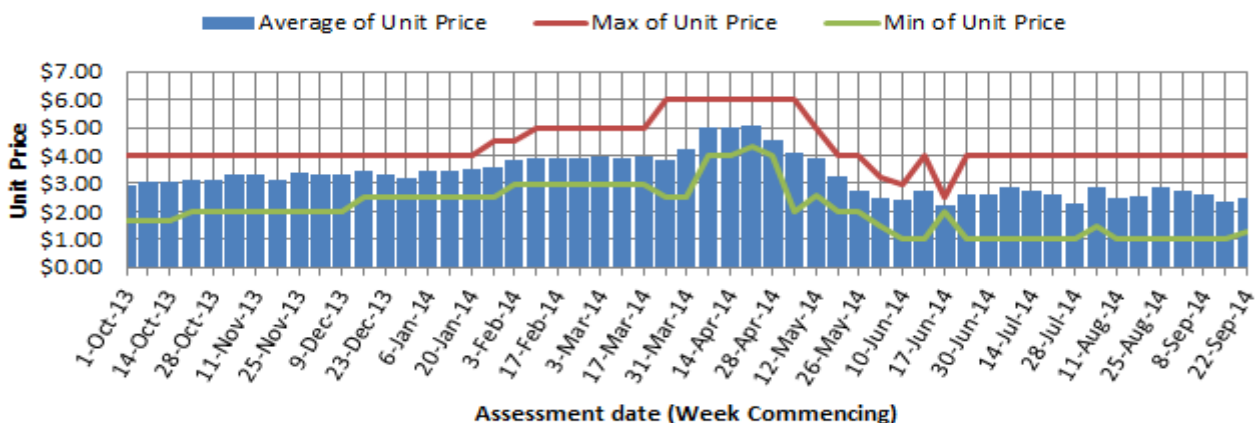
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

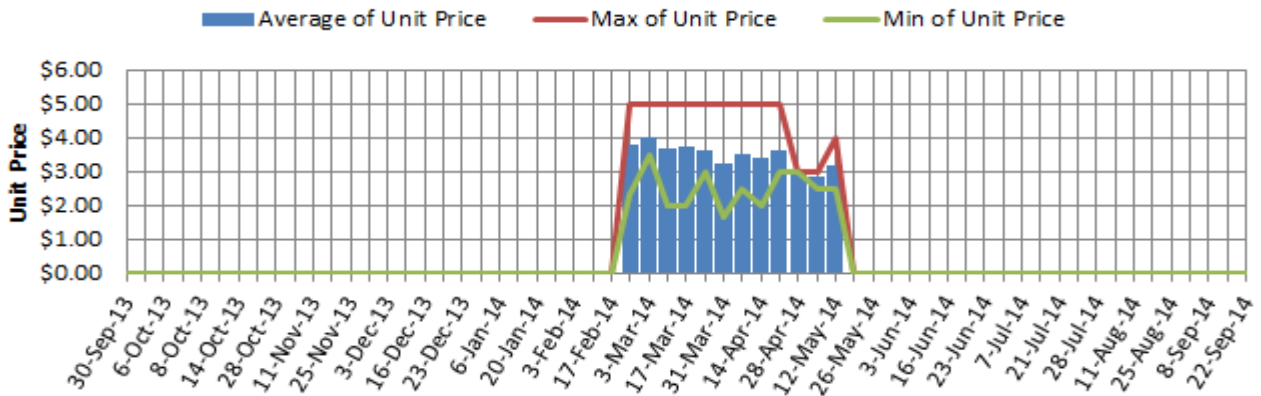


### Hass Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

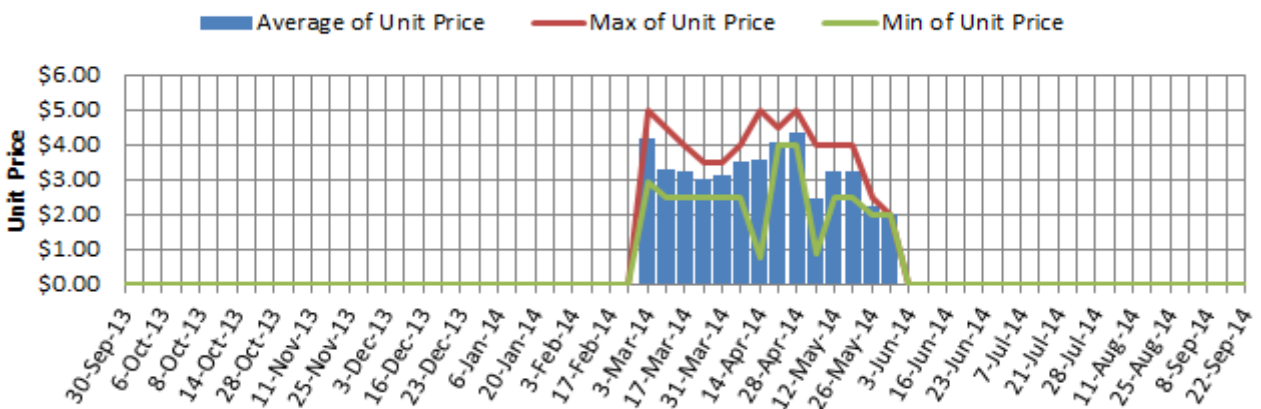
## Shepard Avocado Average Retail Prices - Sydney



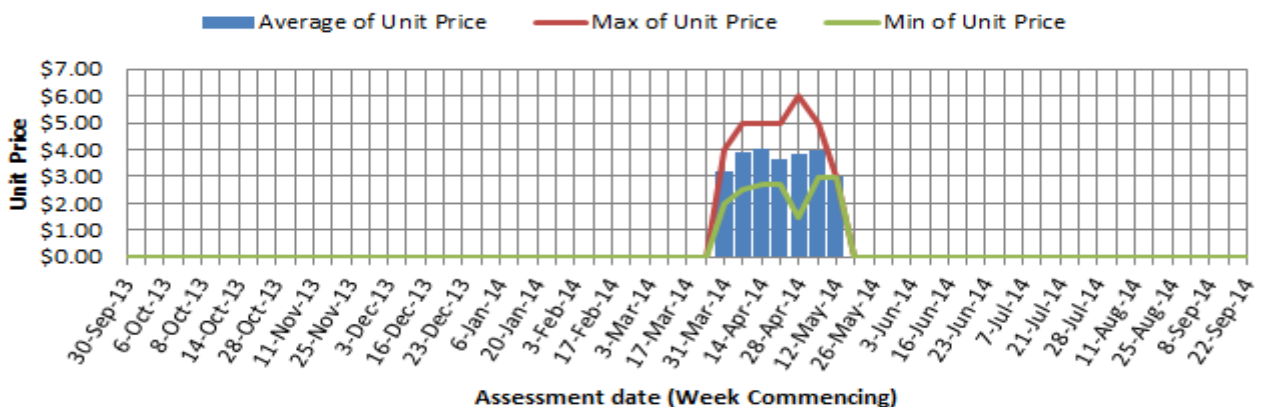
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 22nd September 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Coles	Hass	270	2.48	No	Aus	IS	Hass	250	1.99	No	NZ
Coles	Hass	240	2.48	No	Aus	I	Hass	190	2.40	No	Aus
Coles	Hass	230	2.48	No	Aus	I	Hass	200	2.49	No	Aus
I	Reed	420	2.49	No	Aus	I	Hass	205	2.49	No	NS
Woolworths	Hass	240	2.98	No	Aus	I	Hass	250	2.69	No	NS
Woolworths	Hass	280	2.98	Store	Aus	Coles	Hass	205	2.98	No	Aus
IGA	Hass	230	2.98	No	NZ	Woolworths	Hass	230	2.98	No	Aus
Woolworths	Hass	240	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Coles	Hass	200	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Coles	Hass	245	2.98	No	Aus
I	Hass	310	2.99	No	NZ	Woolworths	Hass	220	2.98	No	Aus
I	Hass	250	2.99	No	Aus	IGA	Hass	220	2.99	No	NZ
I	Hass	300	2.99	No	NZ	I	Hass	270	3.39	No	Aus
I	Hass	320	2.99	No	NZ	I	Hass	340	3.79	No	Aus
Foodworks	Hass	290	3.49	No	NZ	I	Hass	340	3.79	No	Aus
IGA	Hass	270	3.49	No	Aus	I	Hass	340	3.79	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	340	3.79	No	Aus
I	Reed	509	3.99	No	Aus	I	Hass	290	3.98	No	Aus
<b>BRISBANE</b>						<b>PERTH</b>					
I	Hass	200	1.69	No	Aus	IGA	Hass	155	1.29	No	Aus
IGA	Hass	190	1.89	No	Aus	IS	Hass	160	1.49	Store	Aus
Woolworths	Hass	200	1.98	No	Aus	I	Hass	235	1.69	No	Aus
I	Hass	200	1.99	No	NZ	Coles	Hass	185	1.70	Store	Aus
I	Hass	220	1.99	No	NZ	Coles	Hass	205	1.70	Store	Aus
Coles	Hass	260	2.48	No	Aus	Coles	Hass	170	1.70	Store	Aus
Coles	Hass	200	2.48	No	Aus	I	Hass	230	2.79	No	Aus
Coles	Hass	240	2.48	No	Aus	I	Hass	265	2.89	No	Aus
I	Hass	225	2.49	No	NZ	Woolworths	Hass	220	2.98	Store	Aus
I	Hass	160	2.50	No	NZ	Woolworths	Hass	195	2.98	Store	Aus
Woolworths	Hass	270	2.98	No	Aus	Woolworths	Hass	210	2.98	No	Aus
Woolworths	Hass	205	2.98	No	Aus	I	Hass	270	2.99	No	Aus
I	Hass	255	2.99	No	NZ	IGA	Hass	270	2.99	No	Aus
I	Hass	255	3.00	No	Aus	IGA	Hass	230	2.99	No	Mixed
I	Hass	300	3.49	No	Aus	IGA	Hass	240	2.99	No	Aus
IGA	Hass	245	3.99	No	Aus	I	Hass	260	3.99	No	Aus
Coles	Hass	200	4.00	Store	Aus						
Coles	Hass	240	4.00	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