



INFOCADO WEEKLY REPORT: 22nd — 28th September 2012 (Wk 39)



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- The revised seasonal forecasts received in the last couple of weeks indicate that a number of growers were able to pick their crops earlier and faster than initially expected. Hence the forecasts published in the July Quarterly Report for October and November 2012 volumes will have decreased. If this is the case and you need to revise your four weekly forecast please do so.
- Revised September seasonal forecast forms are due by the end of this week. Late data will unfortunately hold up the publishing of the October Quarterly Report.
- Retail prices are strong at the moment. Brisbane stores have some specials in place—mainly store specials.
- 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 **Monday 8 October**. Your contribution to this process is greatly appreciated.
- 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.

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

Report Index

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IMPORTANT and PLEASE NOTE:

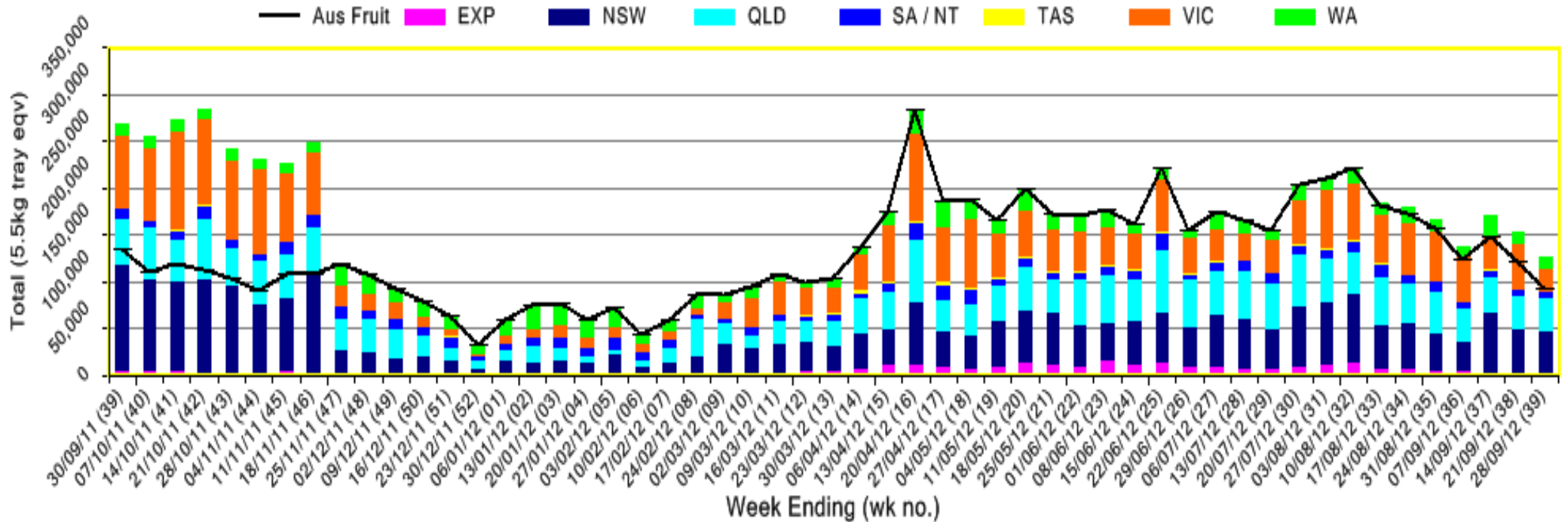
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 22nd September - 28th September 2012 (Wk 39)

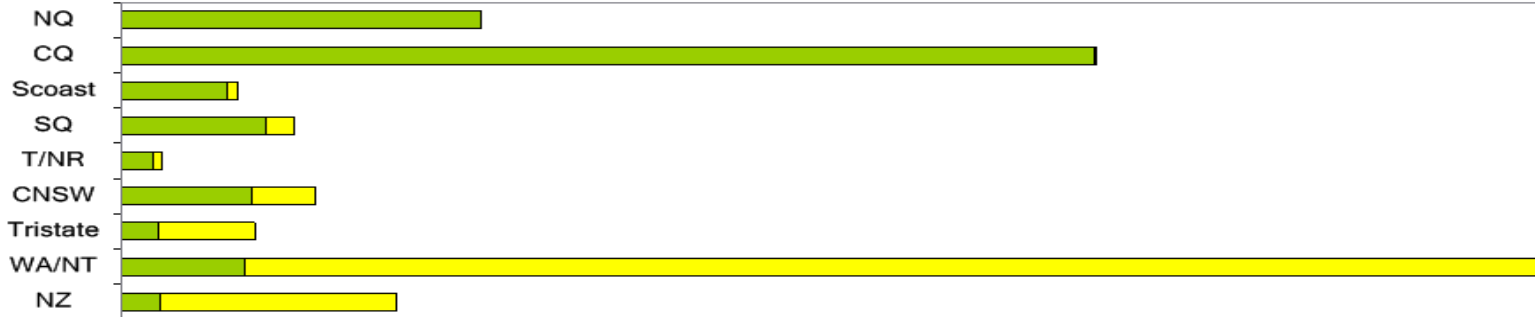
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP								910	355		1,265	340			1,883
NSW	82	1,251	6,169	13,524	50	10,166	5,630	1,980	1,836		40,688	2,119			44,541
QLD	53	982	2,788	9,111	5	4,816	8,133	3,271	1,897		31,056	2,164	1,760	1,000	35,493
SA / NT		31	2,777	938		1,819	594	213			6,372	56			6,474
TAS						80	80				160				160
VIC	22	635	3,076	6,954	193	3,541	5,244	1,027	852		21,544	1,845			24,899
WA	9	78	382	916		2,907	4,597	699			9,588	1,653			12,593
Total	166	2,977	15,192	31,443	248	23,329	24,278	8,100	4,940		110,673	8,177	1,760	1,000	126,042

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 5,637,653 5.5kg tray eqv

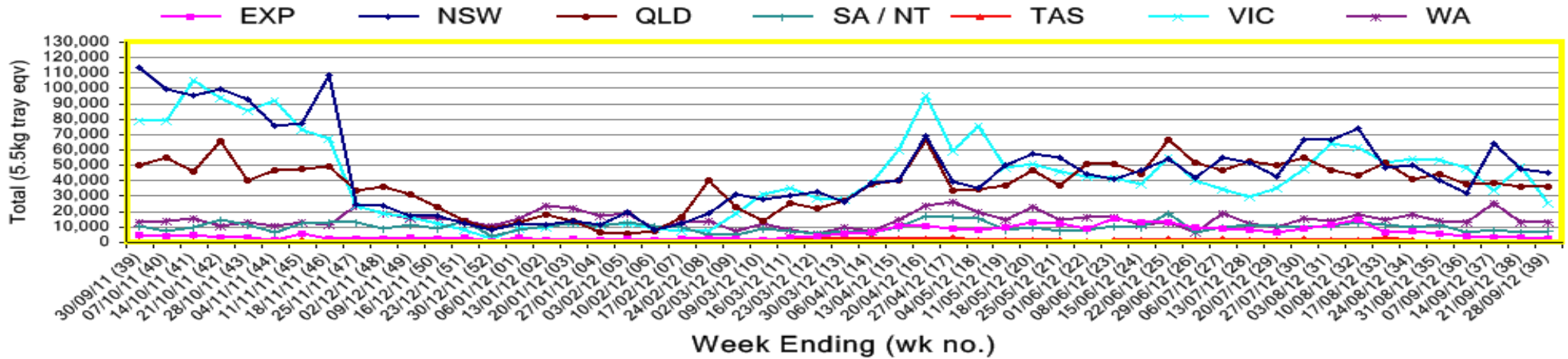


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 5,637,653 5.5kg tray eqv



Week 39 contributors - Packhouses

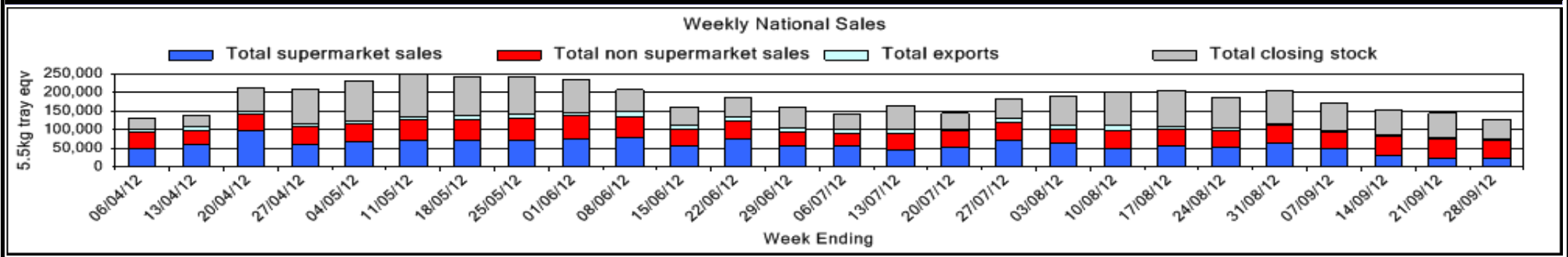
Avocado Industry Council (NZAGA)	KV & JM Lehmann
Avonova	Midcoast Avocados
Avowest	Natures Fruit Company
C F Fechner	One Harvest
Chinoola Orchards	Sunfresh
Coastal Avocados	Sunnyspot Packhouse Pty Ltd
Delroy Orchards	Vitor Marketing Pty Ltd
I & A Tolson	Wodonga Park Fruit and Nuts

Week 39 contributors - Wholesalers

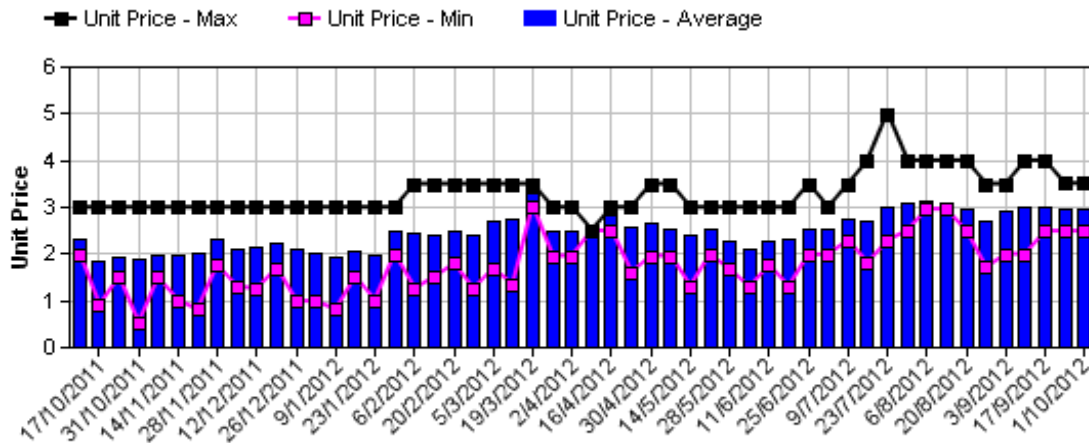
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Kelly's Citrus (Melbourne)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)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

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

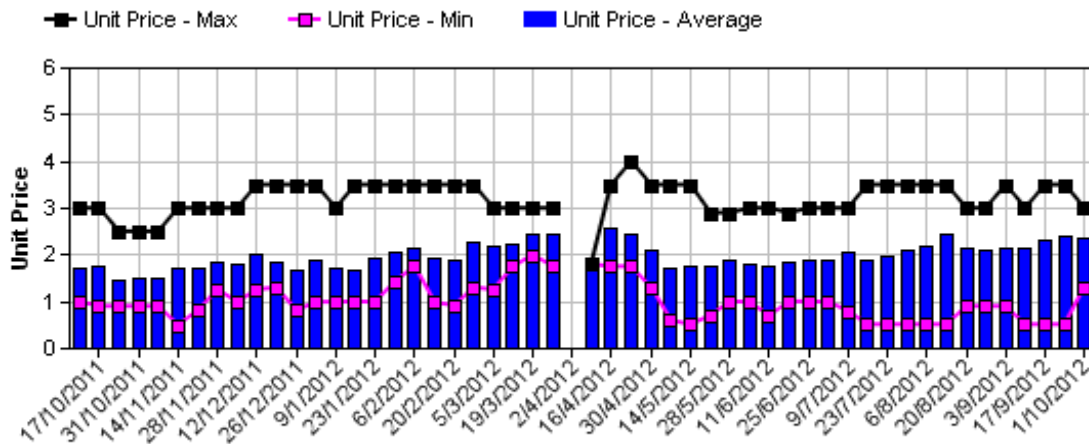
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales	864			864											864			864	
Total non supermarket sales	8,434			8,434	1,910		88	1,998	3,633						11,906		160	12,066	
Total exports																			
Total sales	9,298			9,298	1,910		88	1,998	3,633						12,770		160	12,930	
Total Stock on Hand	3,230			3,230	449			449	816						4,046			4,046	
QLD																			
Total supermarket sales	Full data set not displayed because not enough Qld wholesalers contributed data this week																		
Total non supermarket sales	Full data set not displayed because not enough Qld wholesalers contributed data this week																		
Total exports	Full data set not displayed because not enough Qld wholesalers contributed data this week																		
Total sales	28,129		1,771	29,900	438		17	455	827	1,760				1,760	320	29,245		1,802	31,047
Total Stock on Hand																			
SA & TAS																			
Total supermarket sales	8,283			8,283											8,283			8,283	
Total non supermarket sales	6,170			6,170	1,185		5	1,190	2,164						8,325		9	8,334	
Total exports																			
Total sales	14,453			14,453	1,185		5	1,190	2,164						16,608		9	16,617	
Total Stock on Hand	10,732			10,732	663			663	1,205						11,937			11,937	
VIC																			
Total supermarket sales			108	108	96		20	116	211						175		144	319	
Total non supermarket sales	4,871		106	4,976	967			967	1,758						6,629		106	6,735	
Total exports																			
Total sales	4,871		214	5,084	1,063		20	1,083	1,969						6,804		250	7,053	
Total Stock on Hand	6,162		260	6,423	813		15	828	1,505						7,641		288	7,928	
WA																			
Total supermarket sales	1,528			1,528											1,528			1,528	
Total non supermarket sales	2,759			2,759	760			760	1,382						4,141			4,141	
Total exports	720			720	264			264	480						1,200			1,200	
Total sales	5,007			5,007	1,024			1,024	1,862						6,869			6,869	
Total Stock on Hand	5,242			5,242	408			408	742						5,984			5,984	
Total																			
Total supermarket sales	23,171		1,228	24,399	266		20	286	520	1,760				1,760	320	23,975		1,264	25,239
Total non supermarket sales	37,672		406	38,078	5,014		110	5,124	9,316						46,789		606	47,394	
Total exports	914		351	1,265	340			340	618						1,532		351	1,883	
Total sales	61,757		1,985	63,742	5,620		130	5,750	10,455	1,760				1,760	72,296		2,221	74,516	
Total Stock on Hand	48,828		657	49,485	2,333		15	2,348	4,269						53,070		685	53,754	



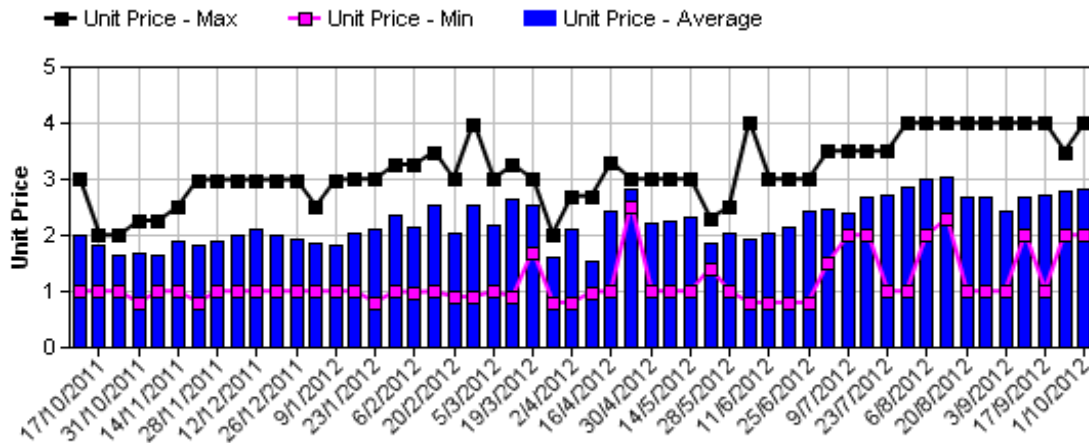
Hass Avocado Average Retail Prices - Sydney



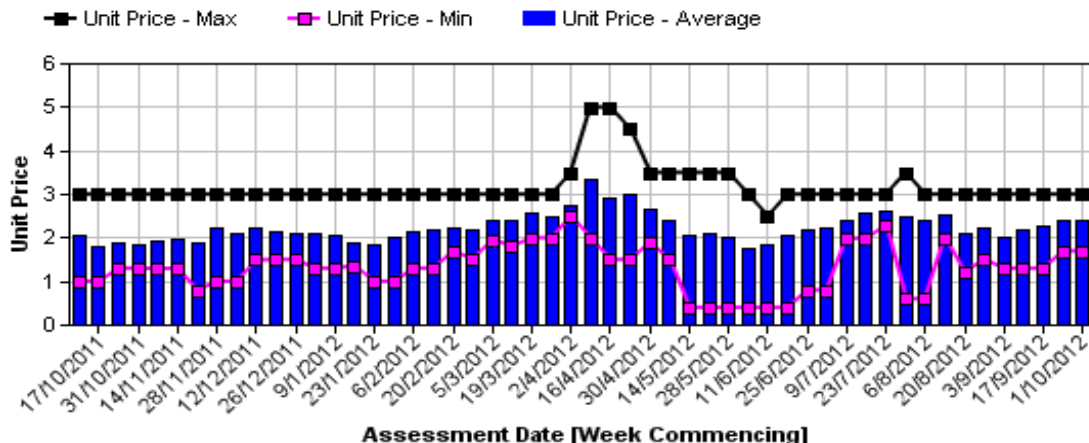
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

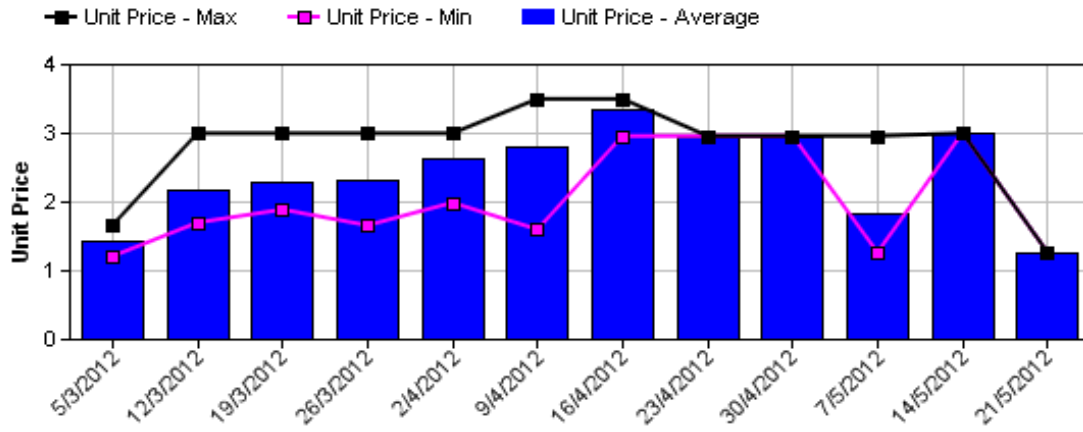


Hass Avocado Average Retail Prices - Perth

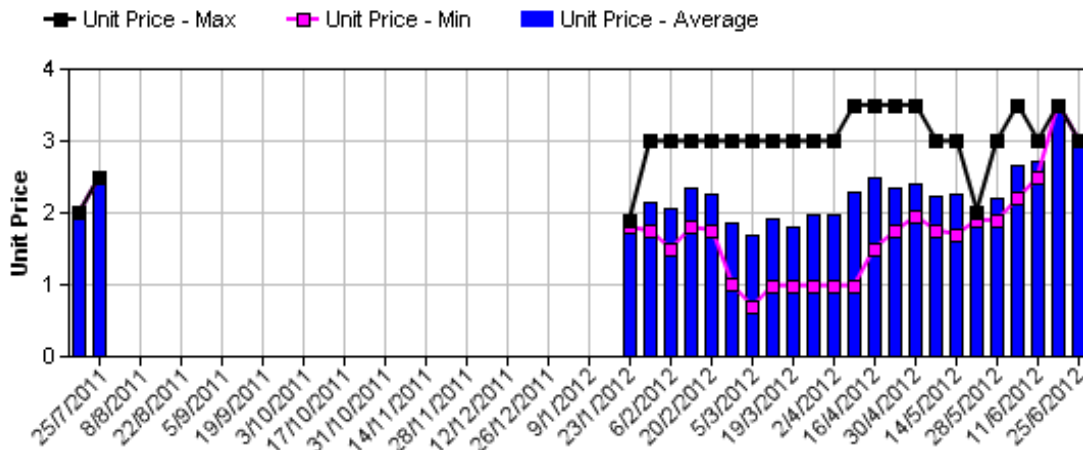


Assessment Date [Week Commencing]

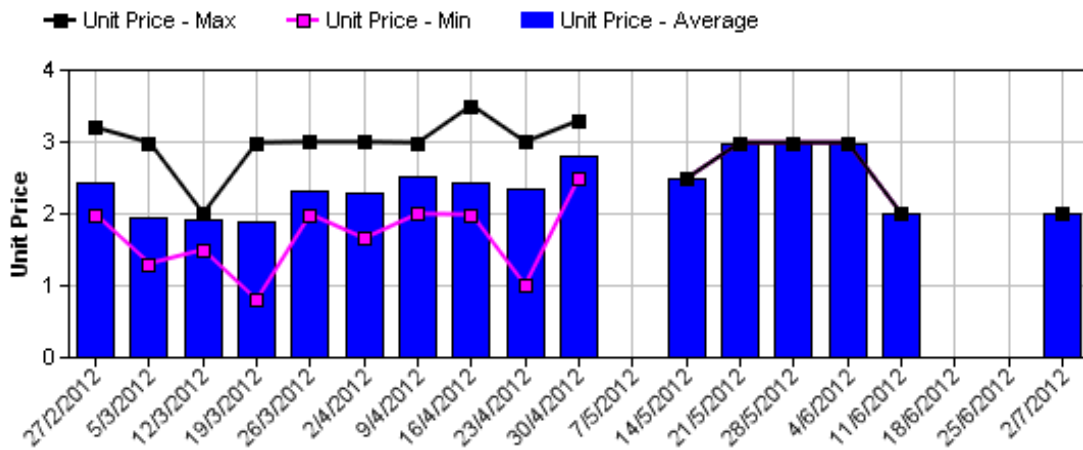
Shepard Avocado Average Retail Prices - Sydney



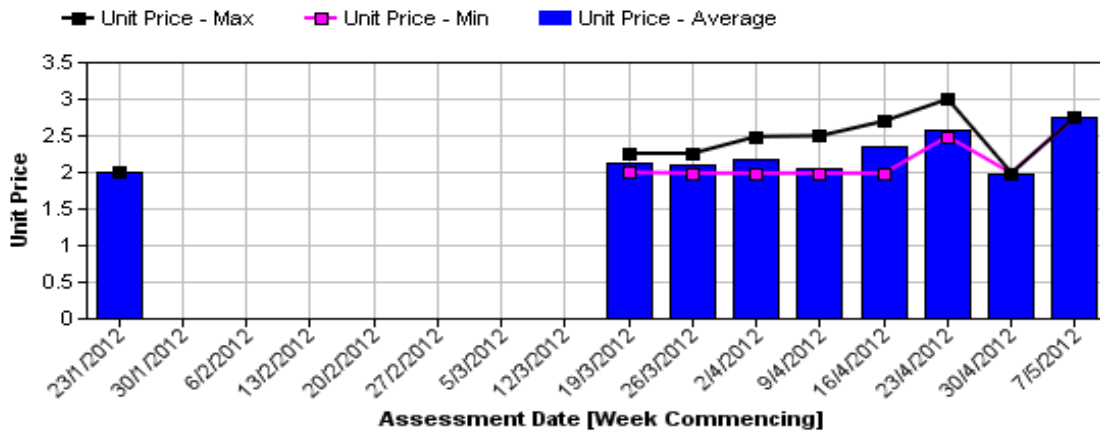
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 2nd October 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					
Coles	Hass	280	2.48	No	Aus	I	Hass	255	1.99	No	NS
Woolworths	Hass	245	2.48	No	Aus	I	Hass	270	1.99	No	Aus
Coles	Hass	310	2.48	No	Aus	I	Hass	255	1.99	No	Aus
Woolworths	Hass	266	2.48	No	Aus	I	Hass	250	2.49	No	Aus
I	Hass	330	2.50	Store	Aus	Safeway	Hass	310	2.78	No	Aus
IGA	Hass	290	2.95	No	Aus	Coles	Hass	275	2.78	No	Aus
Woolworths	Hass	270	2.98	Store	Aus	Coles	Hass	300	2.78	No	Aus
I	Reed	400	2.99	Store	Aus	Safeway	Hass	265	2.98	No	Aus
IGA	Hass	225	2.99	No	Mixed	Safeway	Hass	280	2.98	No	Aus
Foodworks	Hass	260	2.99	No	Mixed	IS	Hass	245	2.99	No	Aus
I	Hass	270	2.99	No	Aus	I	Hass	295	3.19	No	Aus
I	Hass	260	2.99	No	Aus	I	Hass	310	3.19	No	Aus
I	Reed	440	2.99	No	Aus	I	Hass	290	3.48	No	Aus
I	Reed	420	2.99	Store	Aus	I	Hass	270	3.99	No	Aus
I	Hass	290	3.29	No	Aus	PERTH					
I	Hass	285	3.49	No	Aus	IS	Hass	200	1.69	Store	Aus
I	Hass	305	3.50	No	Mixed	IGA	Hass	230	1.79	Store	Aus
I	Hass	290	3.50	No	Mixed	Woolworths	Hass	200	1.98	No	Aus
BRISBANE						Woolworths	Hass	215	1.98	No	Aus
IGA	Hass	180	1.29	Store	Aus	Woolworths	Hass	220	1.98	No	Aus
I	Hass	140	1.50	Store	Aus	IGA	Hass	280	1.99	No	Aus
Woolworths	Hass	200	1.98	No	Aus	Coles	Hass	260	2.00	Store	Aus
IGA	Hass	260	1.99	Store	NZ	Coles	Hass	245	2.48	No	Aus
IGA	Hass	210	2.28	No	Aus	Coles	Hass	230	2.48	No	Aus
Coles	Hass	260	2.48	Store	Aus	I	Hass	295	2.49	No	Aus
Woolworths	Hass	260	2.48	No	Aus	I	Hass	220	2.50	No	Aus
Coles	Hass	225	2.48	Store	Aus	IGA	Hass	250	2.69	No	Aus
Coles	Hass	260	2.48	Store	Aus	I	Hass	265	2.99	No	Aus
Coles	Gwen	260	2.48	Store	Aus	I	Hass	280	2.99	No	Aus
Woolworths	Hass	290	2.48	Cat	Aus	I	Hass	280	2.99	No	Aus
I	Hass	265	2.49	Cat	Aus	IGA	Hass	270	2.99	No	Aus
I	Hass	230	2.50	Store	Aus						
I	Hass	308	2.99	Store	Aus						
I	Hass	270	2.99	No	Aus						
I	Wurtz	280	2.99	No	Aus						
I	Hass	255	2.99	Store	Aus						
I	Fuerte	300	2.99	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

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets