



## INFOCADO WEEKLY REPORT: 21 — 27 September 2013 (Wk 39)



[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

- Avocados Australia is pleased to announce the winners of the OrchardInfo iPad give away. Peter and Vicky Jones of Irymple Victoria and Kim and Claire Skoss of Manjimup Western Australia have each won a brand new iPad! Thank you to everyone who returned their OrchardInfo data to us during the course of this competition. 2011 and 2012 season reports will be available to contributors soon.
- If you have not already done so, please review and return your September seasonal forecast forms. The sooner we have this information the sooner we will be able to aggregate the data and publish the October Quarterly Report with an updated forecast for the coming 12 months.
- Volumes from WA will be increasing in the coming weeks as the Pemberton and Manjimup areas begin harvesting.
- Don't forget Monday the 7th is a public holiday in QLD, NSW and SA so data will be due in by 11am next Tuesday for next week's report.
- There will be 2 Qualicado workshops held in November—On Wednesday 13th November from 9am in Melbourne for wholesalers, ripeners and transporters including free breakfast and on Thursday 14th November in Robinvale, Victoria for growers and packers. For more information please contact Julie Petty at the Avocados Australia Office, 07 3846 6566.

### 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.
- The July 2013 Quarterly Report forecasts a total of 709,070 5.5kg eqv trays in the market place for November with 675,999 5.5kg eqv trays being Hass.
- Volumes from WA will be increasing in November as the Pemberton and Manjimup regions ramp up harvest.

### Upcoming Holidays

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:

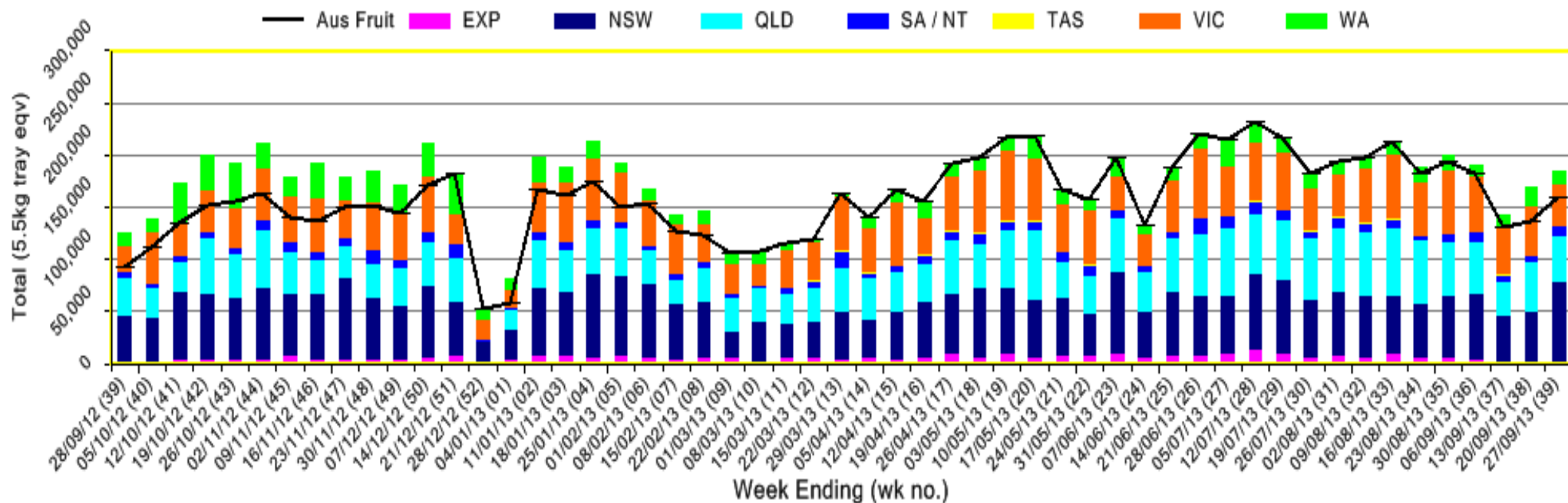
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

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 : 21st September - 27th September 2013 (Wk 39)**

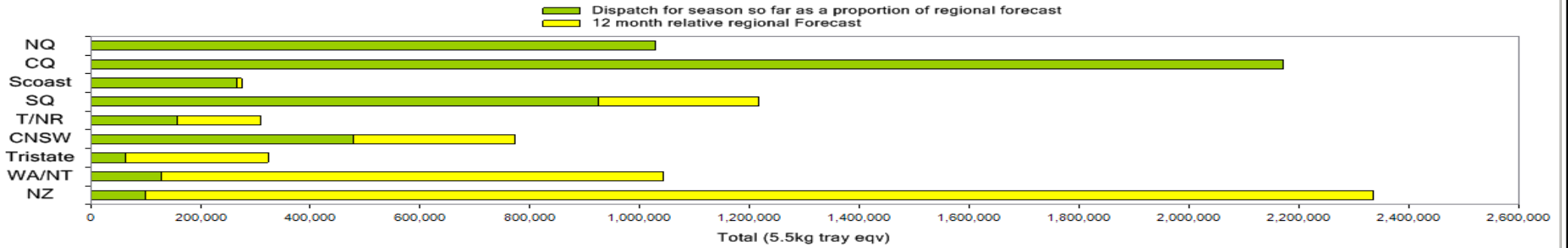
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								3	1,451	1,454	365				2,118
NSW	155	1,406	7,075	17,485	1,388	17,483	8,426	4,497	3,783	61,698	7,234	1,793	288	1,750	75,547
QLD	28	504	1,806	3,723	1,010	6,334	9,391	8,454	1,616	32,866	5,551	10,671	2,820		45,412
SA / NT	240	543	1,635	1,538		74	1,009	2,334	18	7,391	274	960	192		8,099
TAS								160		160					160
VIC	104	842	3,769	7,953	1,086	9,009	6,281	2,016	1,447	32,507	4,501	3,144	288		41,315
WA	15	138	686	2,489		2,062	4,776	559		10,725	1,238		82		12,991
<b>Total</b>	<b>542</b>	<b>3,433</b>	<b>14,971</b>	<b>33,188</b>	<b>3,484</b>	<b>34,962</b>	<b>30,043</b>	<b>17,863</b>	<b>8,315</b>	<b>146,801</b>	<b>19,163</b>	<b>16,568</b>	<b>3,670</b>	<b>1,750</b>	<b>185,640</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2013 to date = 6,802,233 5.5kg tray eqv

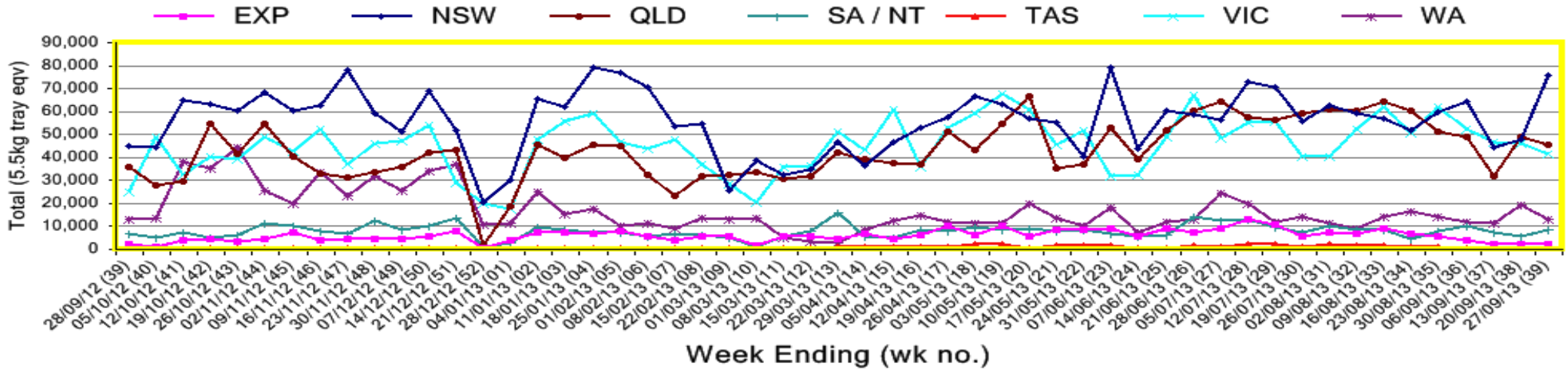




Percentage dispatched by region (Based on seasonal forecast - 2013)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2013 to date = 6,802,233 5.5kg tray eqv



**Week 39 contributors - Packhouses**

- The Avolution (CNSW,CQ,SQ,TRI)
- Midcoast Avocados (CNSW)
- Coastal Avocados (CNSW)
- I & A Tolson (CNSW)
- Avocado Industry Council (NZAGA)
- Touchwood Farming (SQ)
- Green Nugget Orchards (SQ)
- Balmoral Orchard (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ,SC)
- One Harvest (SQ)
- Googa Farms (SQ)
- Sunfresh (SC)
- Natures Fruit Company (SC)
- Aussie Orchards Growers & Packers (TAM/NR)
- Summerland House With No Steps (TAM/NR)
- WJ Row (TAM/NR)
- Chislett Developments Pty Ltd (TRI)
- Golden Hill Packing Pty Ltd (TRI)
- Chinoola Orchards (TRI)
- Bonyaricall Vineyards (TRI)
- KV & JM Lehmann (TRI)
- Delroy Orchards (WA)
- Avowest (WA)
- Green Pear Avocado (WA)
- CQ:** Less than 2 packhouse contributors

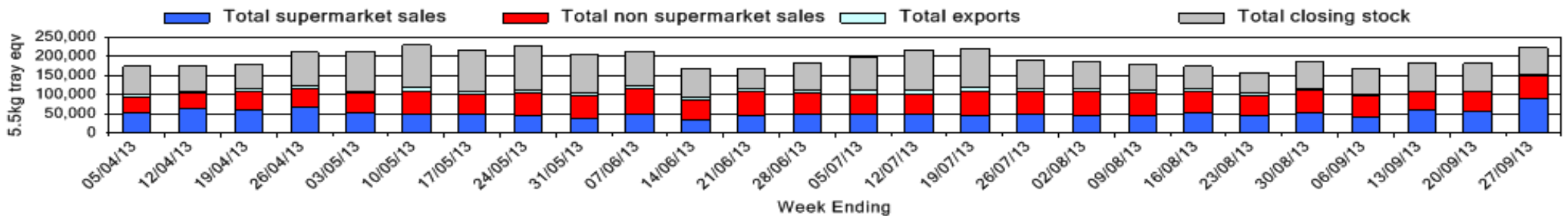
**Week 39 contributors - Wholesalers**

- 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 Queensland Pty Ltd (Brisbane)
- 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)

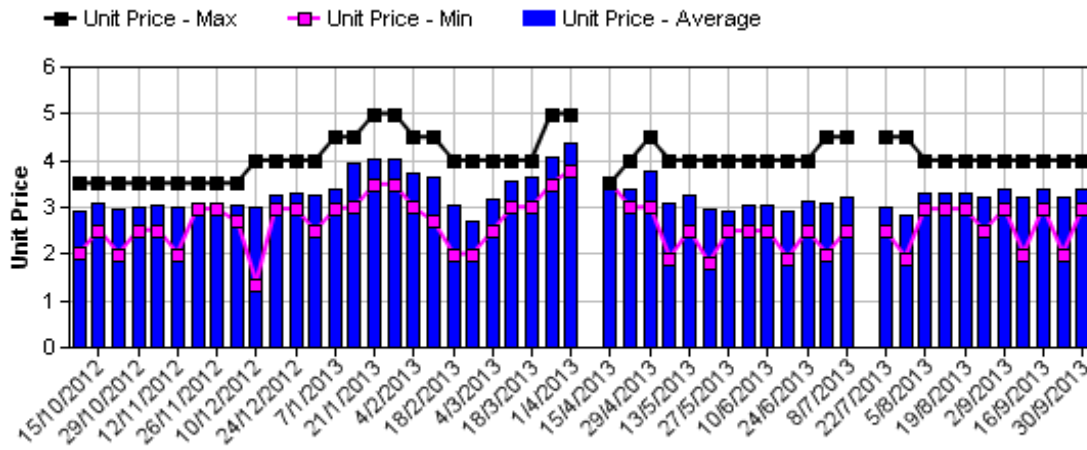
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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																		
<b>Total supermarket sales</b>	38,629			<b>38,629</b>											38,629			<b>38,629</b>
<b>Total non supermarket sales</b>	6,232			<b>6,232</b>	1,226			1,226	<b>2,229</b>						8,462			<b>8,462</b>
<b>Total exports</b>	320			<b>320</b>											320			<b>320</b>
<b>Total sales</b>	<b>45,181</b>			<b>45,181</b>	<b>1,226</b>			<b>1,226</b>	<b>2,229</b>						<b>47,411</b>			<b>47,411</b>
<b>Total Stock on Hand</b>	<b>1,437</b>			<b>1,437</b>	<b>1,178</b>			<b>1,178</b>	<b>2,142</b>						<b>3,579</b>			<b>3,579</b>
QLD																		
<b>Total supermarket sales</b>	16,321		1,418	<b>17,739</b>	634			634	<b>1,153</b>	3,360			3,360	<b>611</b>	18,085		1,418	<b>19,503</b>
<b>Total non supermarket sales</b>	17,973		708	<b>18,681</b>	1,272		3	1,275	<b>2,318</b>						20,286		713	<b>20,999</b>
<b>Total exports</b>	1,134			<b>1,134</b>	365			365	<b>664</b>						1,798			<b>1,798</b>
<b>Total sales</b>	<b>35,428</b>		<b>2,126</b>	<b>37,554</b>	<b>2,271</b>		<b>3</b>	<b>2,274</b>	<b>4,135</b>	<b>3,360</b>			<b>3,360</b>	<b>611</b>	<b>40,168</b>		<b>2,131</b>	<b>42,299</b>
<b>Total Stock on Hand</b>	<b>23,915</b>		<b>480</b>	<b>24,395</b>	<b>775</b>		<b>200</b>	<b>975</b>	<b>1,773</b>						<b>25,324</b>		<b>844</b>	<b>26,168</b>
SA & TAS																		
<b>Total supermarket sales</b>	8,792			<b>8,792</b>						960			960	<b>175</b>	8,967			<b>8,967</b>
<b>Total non supermarket sales</b>	7,045		107	<b>7,152</b>	862		3	865	<b>1,573</b>						8,612		112	<b>8,725</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>15,837</b>		<b>107</b>	<b>15,944</b>	<b>862</b>		<b>3</b>	<b>865</b>	<b>1,573</b>	<b>960</b>			<b>960</b>	<b>175</b>	<b>17,579</b>		<b>112</b>	<b>17,691</b>
<b>Total Stock on Hand</b>	<b>15,542</b>			<b>15,542</b>	<b>37</b>		<b>6</b>	<b>43</b>	<b>78</b>				<b>960</b>	<b>175</b>	<b>15,609</b>		<b>11</b>	<b>15,620</b>
VIC																		
<b>Total supermarket sales</b>	11,122		160	<b>11,282</b>	160			160	<b>291</b>	2,880			2,880	<b>524</b>	11,937		160	<b>12,097</b>
<b>Total non supermarket sales</b>	13,193		1,765	<b>14,958</b>	1,257		233	1,490	<b>2,709</b>	239			239	<b>43</b>	15,522		2,188	<b>17,710</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>24,315</b>		<b>1,925</b>	<b>26,240</b>	<b>1,417</b>		<b>233</b>	<b>1,650</b>	<b>3,000</b>	<b>3,119</b>			<b>3,119</b>	<b>567</b>	<b>27,458</b>		<b>2,348</b>	<b>29,807</b>
<b>Total Stock on Hand</b>	<b>10,311</b>		<b>3,675</b>	<b>13,987</b>	<b>642</b>		<b>482</b>	<b>1,124</b>	<b>2,044</b>	<b>158</b>			<b>158</b>	<b>29</b>	<b>11,507</b>		<b>4,552</b>	<b>16,059</b>
WA																		
<b>Total supermarket sales</b>	8,889			<b>8,889</b>	917			917	<b>1,667</b>						10,556			<b>10,556</b>
<b>Total non supermarket sales</b>	4,315			<b>4,315</b>	794			794	<b>1,444</b>						5,759			<b>5,759</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>13,204</b>			<b>13,204</b>	<b>1,711</b>			<b>1,711</b>	<b>3,111</b>						<b>16,315</b>			<b>16,315</b>
<b>Total Stock on Hand</b>	<b>8,141</b>			<b>8,141</b>	<b>263</b>			<b>263</b>	<b>478</b>						<b>8,619</b>			<b>8,619</b>
Total																		
<b>Total supermarket sales</b>	83,753		1,578	<b>85,331</b>	1,711			1,711	<b>3,111</b>	7,200			7,200	<b>1,309</b>	88,173		1,578	<b>89,751</b>
<b>Total non supermarket sales</b>	48,758		2,580	<b>51,338</b>	5,411		239	5,650	<b>10,273</b>	239			239	<b>43</b>	58,640		3,014	<b>61,654</b>
<b>Total exports</b>	1,454			<b>1,454</b>	365			365	<b>664</b>						2,118			<b>2,118</b>
<b>Total sales</b>	<b>133,965</b>		<b>4,158</b>	<b>138,123</b>	<b>7,487</b>		<b>239</b>	<b>7,726</b>	<b>14,047</b>	<b>7,439</b>			<b>7,439</b>	<b>1,353</b>	<b>148,931</b>		<b>4,592</b>	<b>153,523</b>
<b>Total Stock on Hand</b>	<b>59,346</b>		<b>4,155</b>	<b>63,502</b>	<b>2,895</b>		<b>688</b>	<b>3,583</b>	<b>6,515</b>	<b>158</b>			<b>158</b>	<b>29</b>	<b>64,639</b>		<b>5,406</b>	<b>70,045</b>

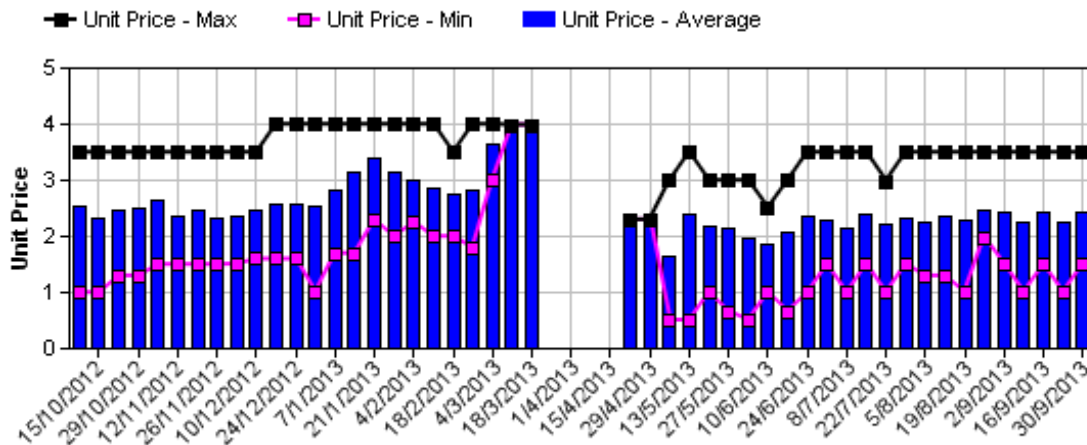
**Weekly National Sales**



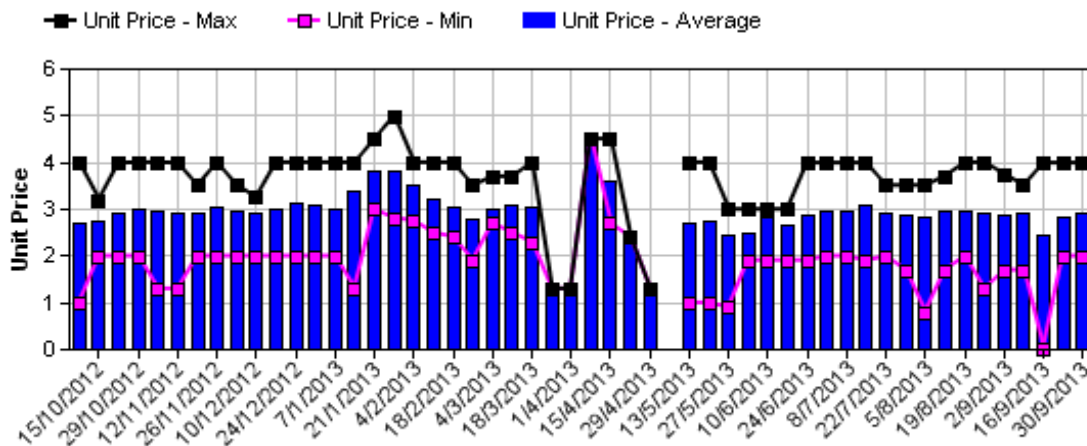
### Hass Avocado Average Retail Prices - Sydney



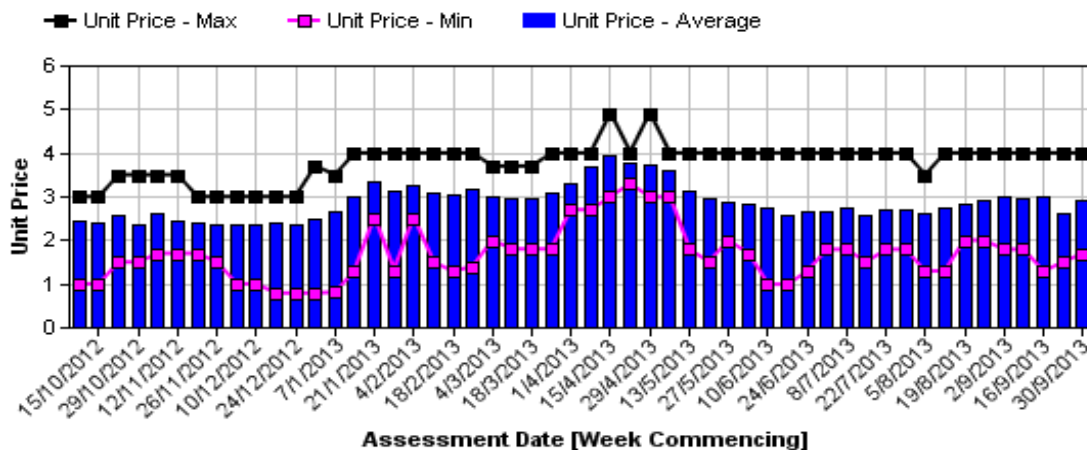
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



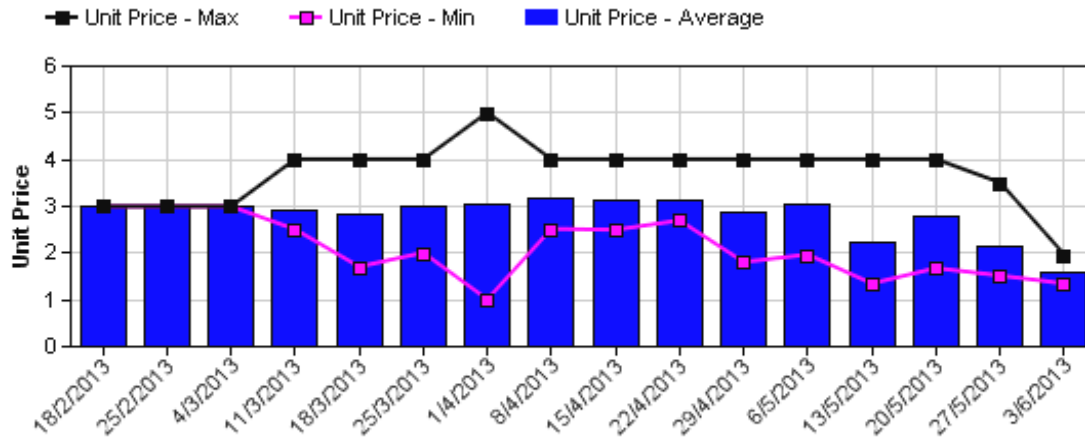
### Hass Avocado Average Retail Prices - Perth



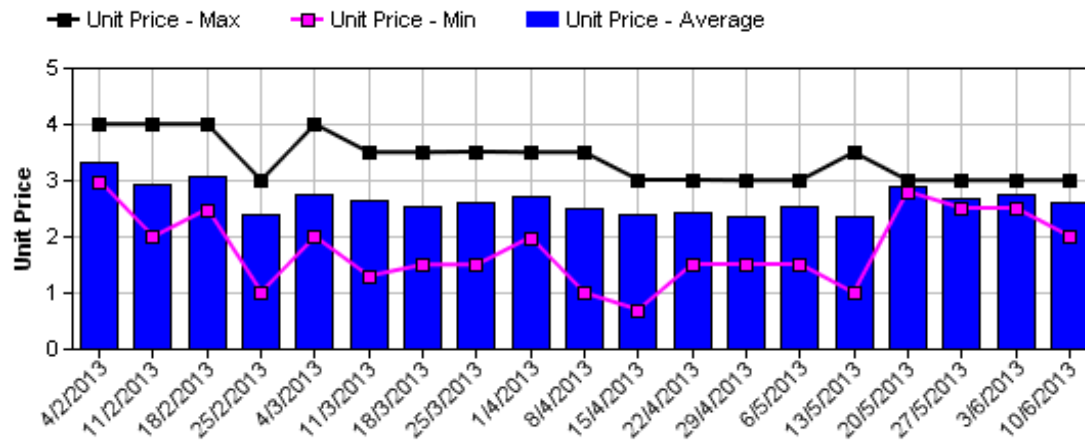
Assessment Date [Week Commencing]



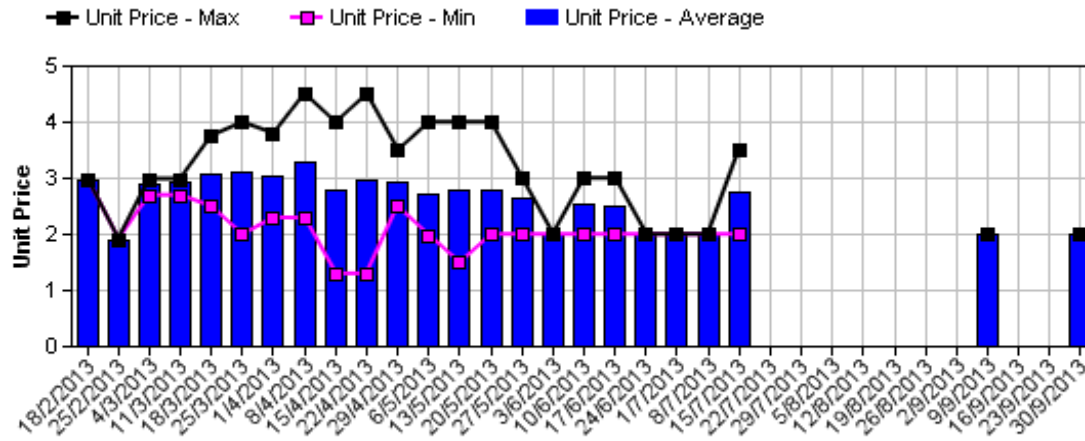
Shepard Avocado Average Retail Prices - Sydney



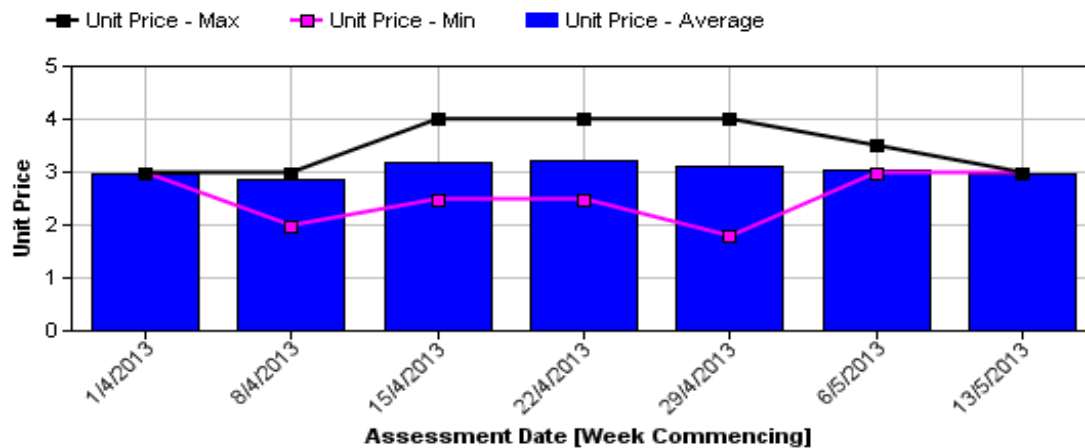
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety – 30th September 2013

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>					
IIGA	Hass	270	2.95	No	Aus	I	Shepard	230	1.99	No	NS
Woolworths	Hass	270	2.95	No	Aus	I	Hass	245	1.99	No	NS
Woolworths	Hass	280	2.95	No	Aus	I	Hass	259	1.99	No	Aus
Coles	Hass	280	2.98	No	Aus	Safeway	Hass	240	2.48	No	Aus
Coles	Hass	280	2.98	No	Aus	I	Hass	230	2.69	No	NS
Coles	Hass	270	2.98	No	Aus	Safeway	Hass	265	2.98	No	Aus
Woolworths	Hass	290	2.98	No	Aus	Coles	Hass	270	2.98	No	Aus
I	Hass	260	2.99	No	Aus	Safeway	Hass	270	2.98	No	Aus
I	Hass	270	3.49	No	Aus	Coles	Hass	255	2.98	No	Aus
I	Hass	270	3.49	No	Aus	Coles	Hass	260	2.98	No	Aus
Foodworks	Hass	290	3.49	No	Aus	I	Hass	265	2.99	No	Aus
I	Hass	290	3.99	No	Aus	IS	Hass	225	2.99	No	Aus
I	Hass	300	3.99	No	Aus	IIGA	Hass	280	2.99	No	Aus
I	Hass	310	3.99	No	Aus	I	Hass	305	3.50	No	NS
IIGA	Hass	270	3.99	No	Aus	I	Hass	270	3.50	No	NS
I	Hass	300	3.99	No	Aus	I	Hass	260	3.98	No	Aus
<b>BRISBANE</b>						<b>PERTH</b>					
I	Hass	240	1.50	Store	Aus	IS	Hass	160	1.69	Store	Aus
I	Hass	225	1.78	No	Aus	I	Hass	180	1.78	No	Aus
IIGA	Hass	196	1.99	Cat	Mixed	Woolworths	Hass	200	2.48	No	Aus
IIGA	Hass	180	1.99	Cat	NZ	Woolworths	Hass	195	2.48	No	Aus
IIGA	Hass	175	1.99	Cat	NZ	Woolworths	Hass	195	2.48	No	Aus
Coles	Hass	210	2.00	Store	Aus	Coles	Hass	240	2.98	No	Aus
Coles	Hass	200	2.48	Cat	Aus	Coles	Hass	240	2.98	No	Aus
Woolworths	Hass	180	2.48	No	Aus	Coles	Hass	280	2.98	No	Aus
Woolworths	Reed	380	2.48	No	Aus	I	Hass	270	2.99	No	Aus
I	Hass	265	2.50	Store	Aus	I	Hass	260	2.99	No	Aus
I	Hass	280	2.69	Store	Mixed	I	Hass	235	2.99	No	Aus
I	Hass	265	2.79	Store	Aus	IIGA	Hass	220	2.99	No	Aus
Woolworths	Hass	260	2.98	No	Aus	IIGA	Hass	305	3.49	No	Aus
Woolworths	Hass	245	2.98	No	Aus	IIGA	Hass	280	3.49	No	Aus
Woolworths	Reed	295	2.98	No	Aus	IIGA	Hass	235	3.99	No	Aus
I	Sharwil	220	2.99	No	Aus	I	Hass	275	3.99	No	Aus
I	Hass	250	3.00	Store	Aus						
I	Hass	292	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

### 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