



INFOCADO WEEKLY REPORT: 29th — 5th October 2012 (Wk 40)



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- Retail prices are strong at the moment. Prices are peaking at almost \$4 per piece of fruit in both Sydney and Melbourne. Both Coles stores in Melbourne and Woolworths stores in Sydney have catalogue specials in place this week.
- Dispatches were approximately 45,000 5.5kg eqv trays lower than originally forecasted for week 40. If you think your forecast should be altered from what you originally noted please change it as you see fit.
- If you have not already reviewed and submitted your September seasonal forecast please do so as soon as possible. Late data will unfortunately hold up the publishing of the October Quarterly Report.
- Weather has been quite warm in Queensland and this should help to encourage sales of salad items.
- Thank you to those people who took the time to complete our avocado education material survey. Your contribution to this process is greatly appreciated and we will be reviewing all feedback assess where improvements can be made.
- Infocado will be one of the programs discussed at a workshop Avocados Australia is arranging with some key supply chain stakeholders later this week. An external review of all avocado data collection was recently undertaken and has led to some exciting recommendations for improving the system for the benefit of all contributors. Watch this space for more information after the workshop.
- 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:

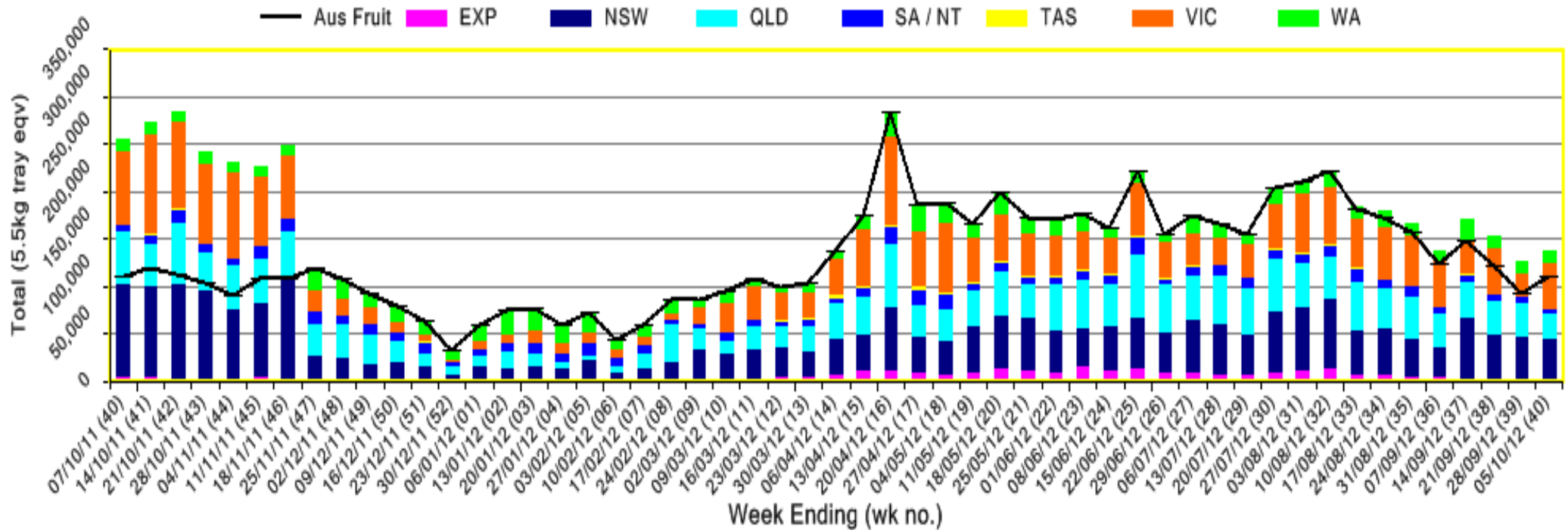
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 29th September - 5th October 2012 (Wk 40)

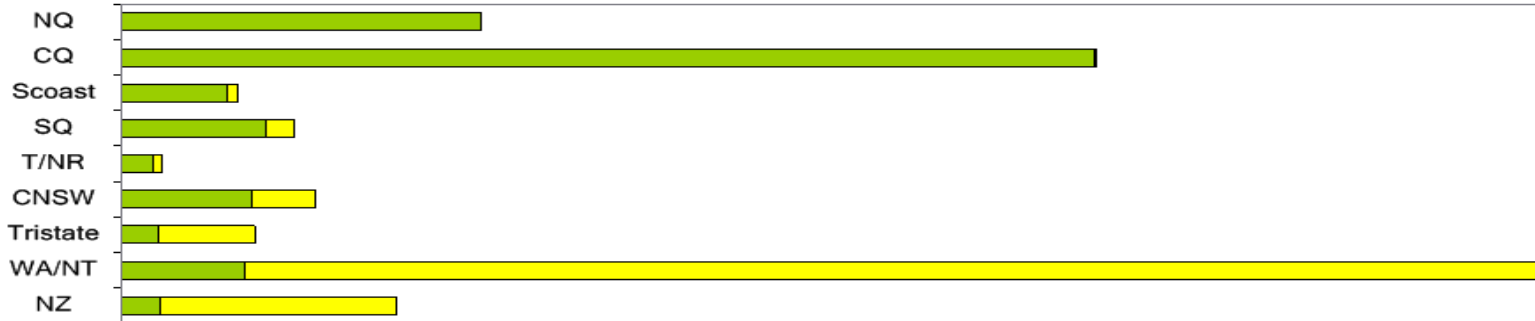
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									750	136			886	886
NSW	1,611	1,182	6,303	11,164	47	7,882	6,264	4,767	1,957		1,453		41,177	43,819
QLD	1,433	485	2,693	7,506	7	4,273	5,197	3,043	587		967	1,760	25,224	27,302
SA / NT		5	1,423	730		653	1,585	10			40		4,406	4,479
TAS	144					80	80						304	304
VIC	51	664	4,908	17,397	121	11,118	8,446	1,713	1,270		1,749		45,688	48,868
WA	10	50	743	1,315		3,448	2,472	847			2,521		8,885	13,469
Total	3,249	2,386	16,070	38,112	175	27,454	24,044	11,130	3,950	126,570	6,730	1,760	139,126	139,126

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 5,776,780 5.5kg tray eqv

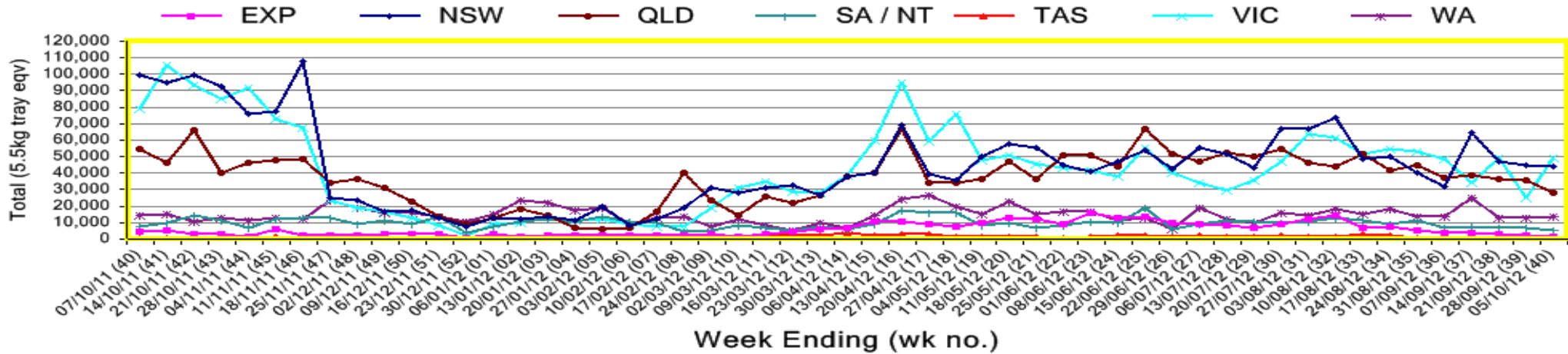


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 5,776,780 5.5kg tray eqv



Week 40 contributors - Packhouses

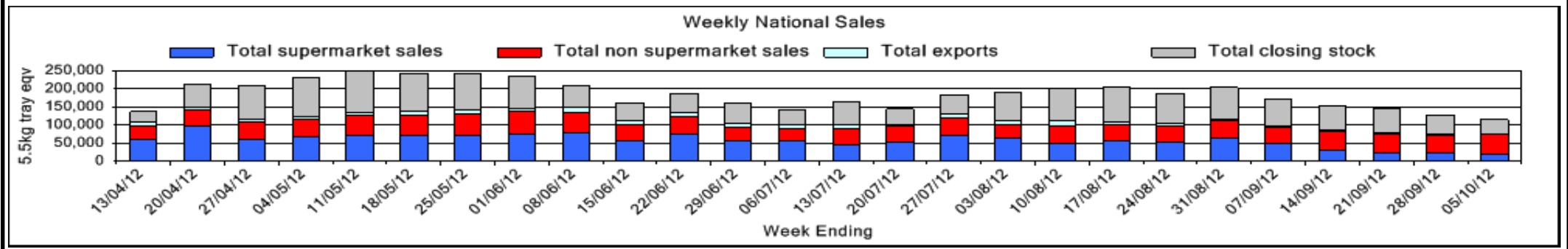
Avocado Industry Council (NZAGA)	Natures Fruit Company
C F Fechner	Sunfresh
Chinoola Orchards	Vitor Marketing Pty Ltd
Chislett Developments Pty Ltd	KV & JM Lehmann
Coastal Avocados	Midcoast Avocados
I & A Tolson	

Week 40 contributors - Wholesalers

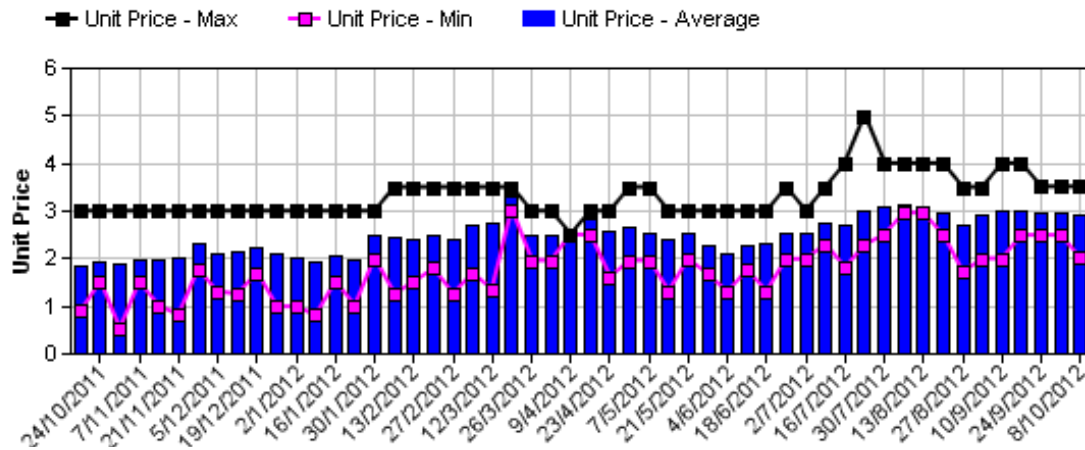
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Kelly's Citrus (Melbourne)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)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

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

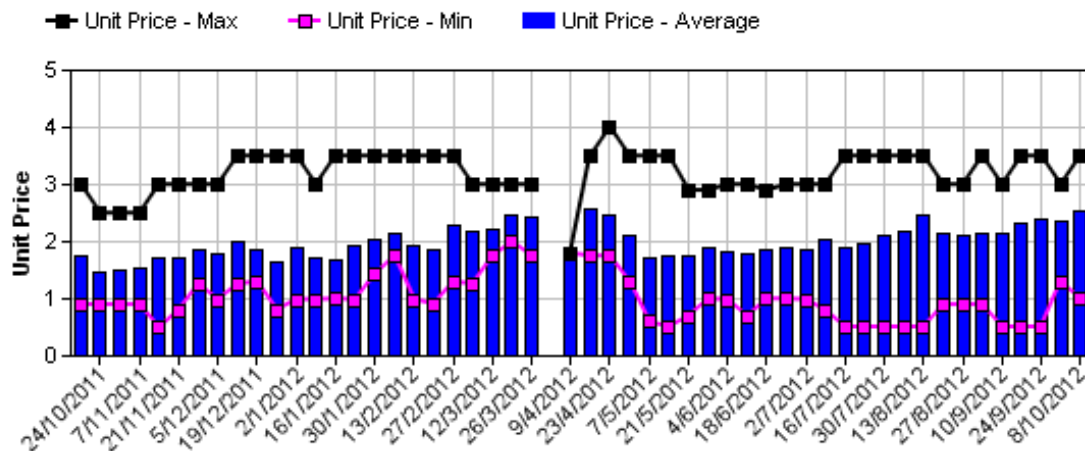
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)						
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total			
NSW																					
Total supermarket sales	864			864			10	10	18						864		18	882			
Total non supermarket sales	8,227			8,227	1,093		139	1,232	2,240						10,214		253	10,467			
Total exports																					
Total sales	9,091			9,091	1,093		149	1,242	2,258						11,078		271	11,349			
Total Stock on Hand	758			758	401			401	729						1,487			1,487			
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	31,095		708	31,803	474		10	484	880	1,760				1,760	320			32,277			
Total Stock on Hand																					
SA & TAS																					
Total supermarket sales	5,692			5,692											5,692			5,692			
Total non supermarket sales	4,918			4,918	784			784	1,425						6,343			6,343			
Total exports																					
Total sales	10,610			10,610	784			784	1,425						12,035			12,035			
Total Stock on Hand	9,458			9,458	250			250	455						9,913			9,913			
VIC																					
Total supermarket sales	53			53	114			114	207						260			260			
Total non supermarket sales	9,941		761	10,702	993		307	1,300	2,364	166			166	30	11,777		1,319	13,096			
Total exports																					
Total sales	9,994		761	10,755	1,107		307	1,414	2,571	166			166	30	12,037		1,319	13,356			
Total Stock on Hand	5,662		720	6,382	709		99	808	1,469						6,951		900	7,852			
WA																					
Total supermarket sales	1,128			1,128	8			8	15						1,143			1,143			
Total non supermarket sales	2,757			2,757	1,069			1,069	1,944						4,701			4,701			
Total exports																					
Total sales	3,885			3,885	1,077			1,077	1,958						5,843			5,843			
Total Stock on Hand	5,599			5,599	421			421	765						6,364			6,364			
Total																					
Total supermarket sales	18,800		488	19,288	207		20	227	413	1,760			1,760	320	19,496		525	20,021			
Total non supermarket sales	44,989		981	45,970	4,328		446	4,774	8,680	166			166	30	52,888		1,792	54,680			
Total exports	886			886											886			886			
Total sales	64,675		1,469	66,144	4,535		466	5,001	9,093	1,926			1,926	350	73,271		2,317	75,587			
Total Stock on Hand	36,182		897	37,079	1,781		99	1,880	3,418						39,420		1,077	40,498			



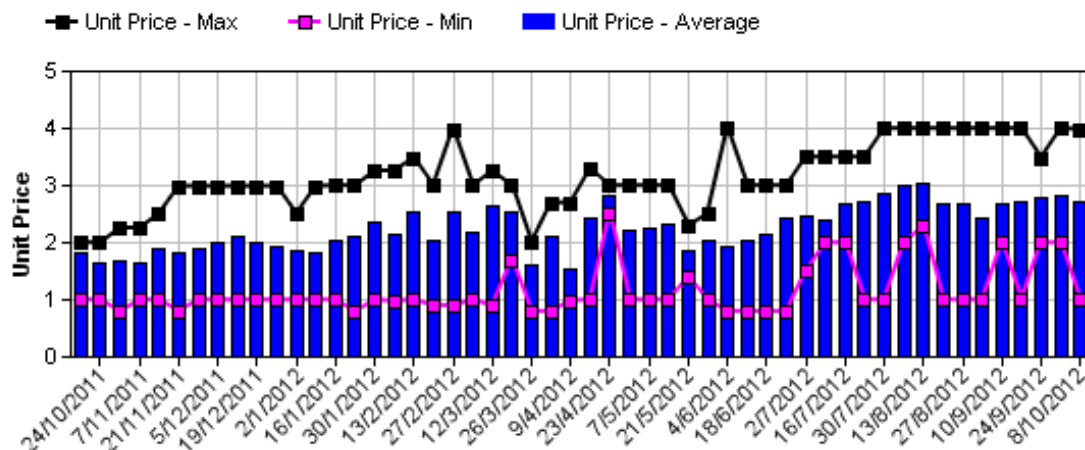
Hass Avocado Average Retail Prices - Sydney



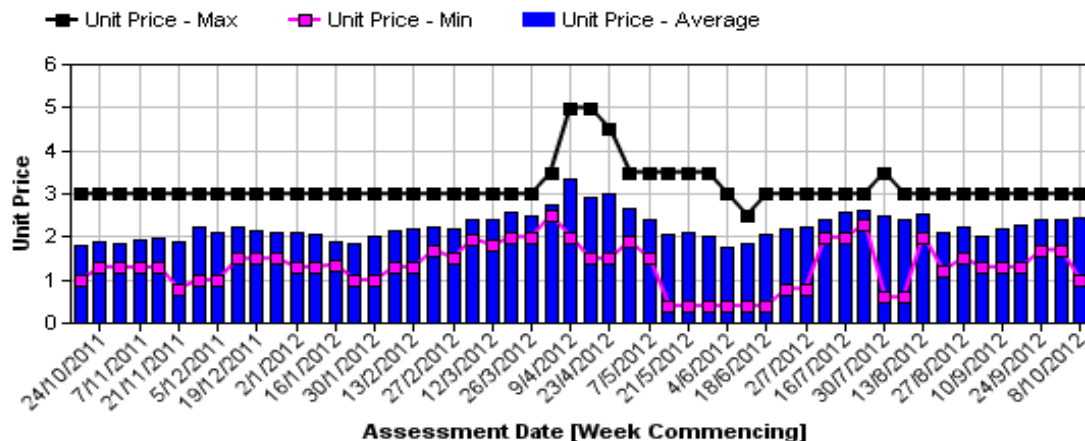
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

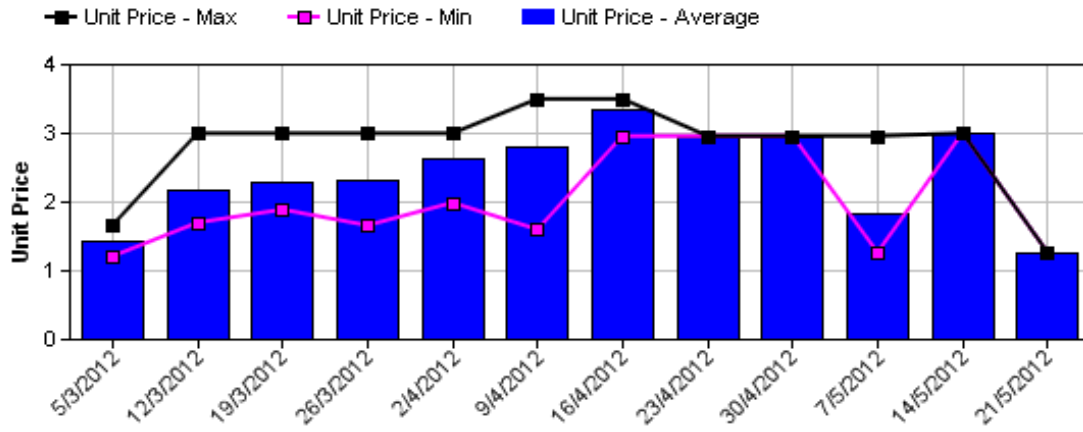


Hass Avocado Average Retail Prices - Perth

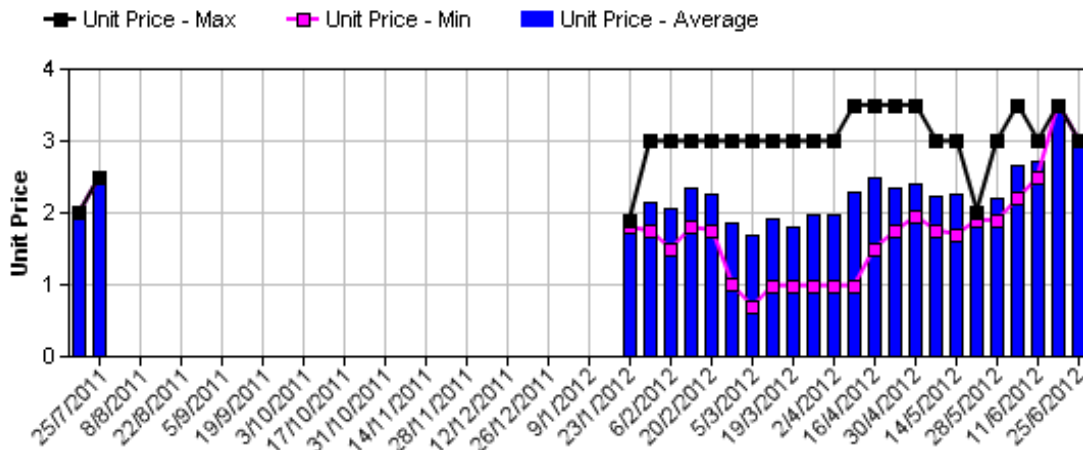


Assessment Date [Week Commencing]

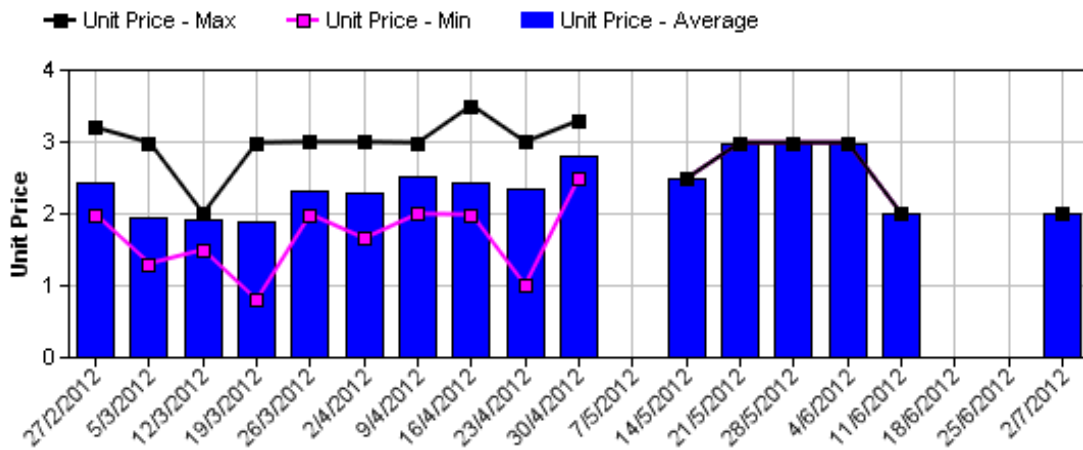
Shepard Avocado Average Retail Prices - Sydney



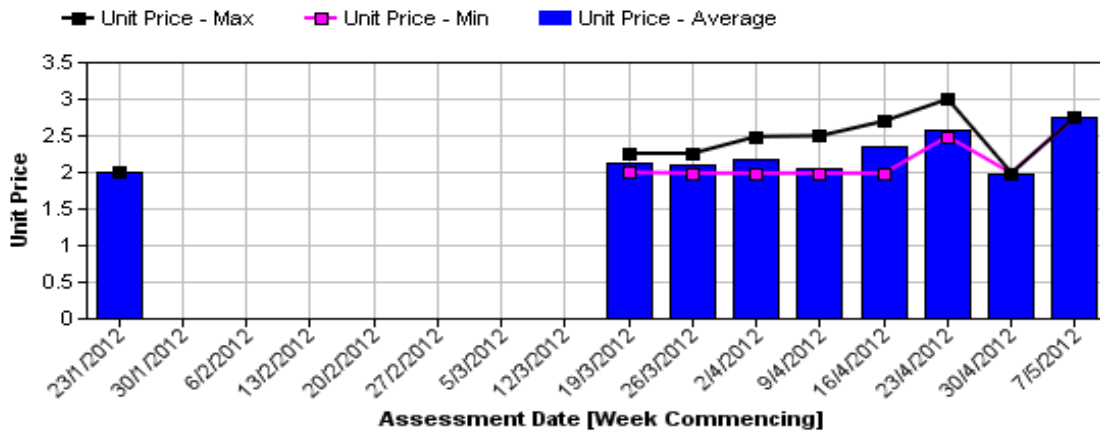
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 8th 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						MEIBOURNE					
I	Hass	230	2.00	Store	Aus	I	Hass	220	0.99	No	NS
Coles	Hass	280	2.48	No	Aus	I	Hass	240	1.99	No	NS
Coles	Hass	280	2.48	No	Aus	I	Hass	253	1.99	No	Aus
I	Hass	330	2.50	Store	Aus	I	Hass	260	2.29	No	NS
IGA	Hass	280	2.95	No	Aus	Coles	Hass	260	2.48	Cat	Aus
Woolworths	Hass	275	2.98	Cat	Aus	Coles	Hass	260	2.48	Cat	Aus
Woolworths	Hass	270	2.98	Cat	Aus	Coles	Hass	280	2.48	Cat	Aus
Woolworths	Hass	265	2.98	Cat	Aus	Safeway	Hass	290	2.98	No	Aus
I	Hass	280	2.99	No	Aus	Safeway	Hass	270	2.98	No	Aus
I	Hass	265	2.99	No	Aus	Safeway	Hass	255	2.98	No	Aus
Foodworks	Hass	260	2.99	No	Mixed	IS	Hass	260	2.99	No	Aus
I	Reed	480	2.99	No	Aus	IGA	Hass	280	2.99	No	Aus
I	Reed	475	2.99	No	Aus	I	Hass	305	2.99	No	Aus
IGA	Hass	255	2.99	No	NZ	I	Hass	320	3.50	No	NS
I	Reed	550	2.99	No	Aus	I	Hass	315	3.50	No	NS
I	Hass	310	3.29	No	Aus	I	Hass	300	3.98	No	Aus
I	Reed	500	3.49	No	Aus	PERTH					
I	Hass	310	3.49	No	Aus	IS	Hass	170	0.99	Store	Aus
I	Reed	520	3.49	No	Aus	IGA	Hass	220	1.79	Store	Aus
I	Reed	440	3.49	No	Aus	IGA	Hass	260	1.99	No	Aus
I	Hass	320	3.50	No	Aus	Woolworths	Hass	190	2.45	No	Aus
I	Reed	470	3.99	No	Aus	Woolworths	Hass	200	2.45	Store	Aus
BRISBANE						Coles	Hass	240	2.48	No	Aus
IGA	Hass	220	0.99	Cat	NZ	Coles	Hass	235	2.48	No	Aus
IGA	Hass	195	1.69	Store	NZ	Woolworths	Hass	205	2.48	No	Aus
Woolworths	Hass	260	2.48	No	Aus	Coles	Hass	290	2.48	No	Aus
Woolworths	Hass	185	2.48	No	Aus	I	Hass	220	2.49	No	Aus
Coles	Hass	240	2.48	No	Aus	I	Hass	240	2.50	No	Aus
Coles	Hass	240	2.48	No	Aus	IGA	Hass	260	2.69	No	Aus
Woolworths	Hass	188	2.48	No	Aus	I	Hass	260	2.99	No	Aus
I	Hass	270	2.50	Store	Aus	I	Hass	260	2.99	No	Aus
I	Hass	255	2.50	Store	Aus	IGA	Hass	255	2.99	No	Aus
I	Hass	260	2.95	No	NZ	I	Hass	255	2.99	No	Aus
IGA	Hass	220	2.98	Cat	NZ						
I	Hass	300	2.99	No	Aus						
I	Fuerte	340	2.99	No	Aus						
I	Fuerte	300	2.99	No	Aus						
I	Hass	275	2.99	Store	Aus						
I	Hass	318	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