



INFOCADO WEEKLY REPORT: 28 September— 4 October 2013 (Wk 40)



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Comments

- Reports are that some Hass Dry Matter levels in the Pemberton area in WA have not quite reached the 23% benchmark. Those growers are monitoring levels closely and will begin picking as soon as the Dry Matter levels are high enough.
- The retail price report this week shows New Zealand fruit is being sold in WA. There are only a few store specials in place this week across Brisbane and Perth.
- New Zealand import records have been updated, please see page three of this report.
- Two Qualicado workshops are scheduled to be held in November. The first on Wednesday 13th November from 9am in Melbourne for wholesalers, ripeners and transporters including free breakfast for those who RSVP. The second is on Thursday 14th November in Robinvale, Victoria for growers and packers. For more information and to RSVP, please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au
- 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.

What you need to be aware of for next month

- The Australian Avocado Facebook page has over 70,000 fans! This means we're able to have two-way conversations with 70,000 Avocado lovers every day. The key has been to provide interesting, useful and engaging content. A combination of high quality content and strategically placed media has helped us grow a community of engaged consumers. Content is varied to suit a broad audience, but ties into Avocados core branding values. Content is aligned with any above-the-line promotional activity that is running for avocados so consumers see consistent messaging. You can see an example of this with the current breakfast campaign running and how this reflects on our Facebook page and throughout our content. We use paid media to help support the content that we're sharing and ensure that the right people are seeing our messaging as often as possible. To those of you who are fans, thanks for your support. For those of you who aren't, [click here](#) and give us a 'like'!
- 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.

Upcoming Holidays

VIC Melbourne Cup Day: 5 November

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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:

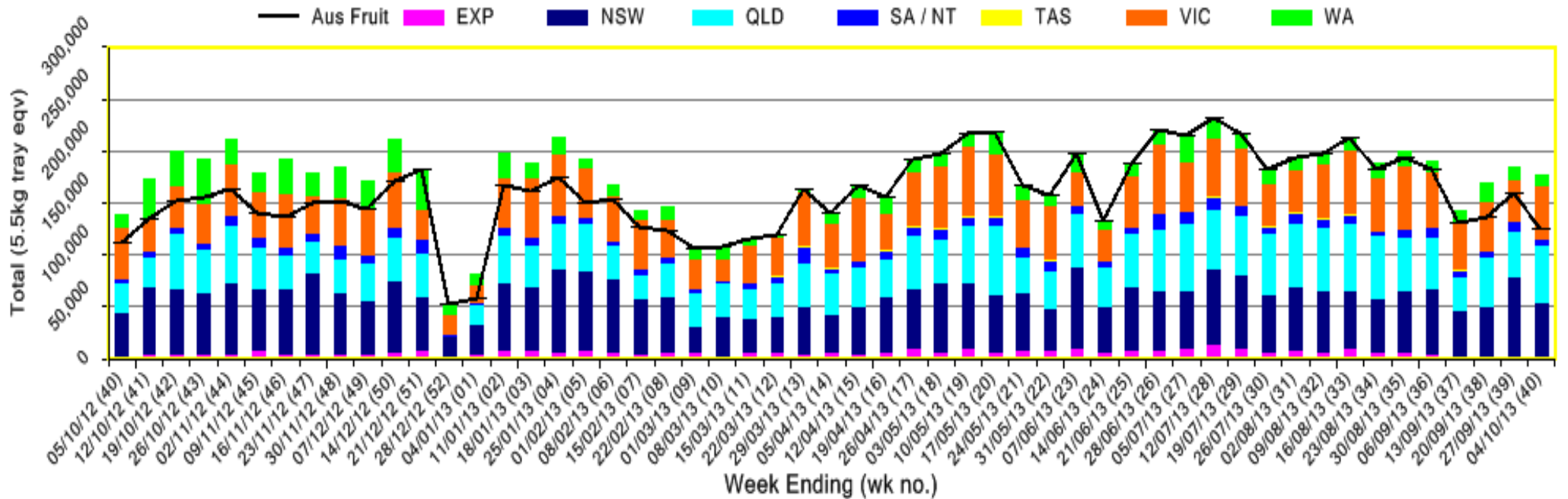
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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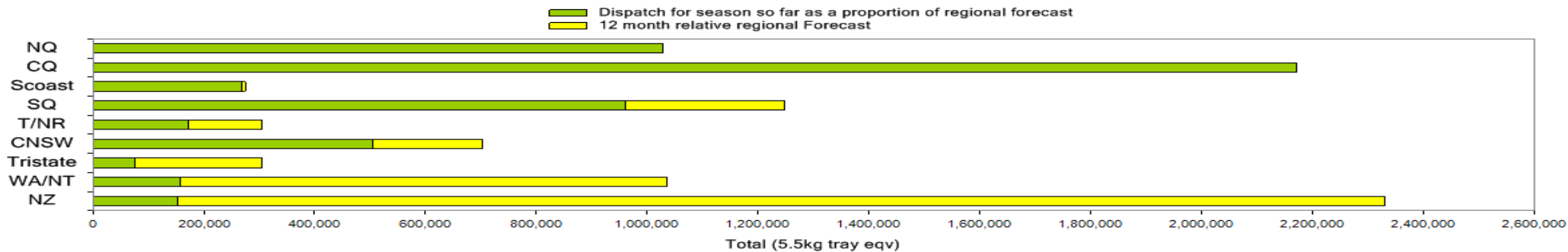
Industry Dispatches By Destination State and Count Size : 28th September - 4th October 2013 (Wk 40)

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	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									1,302	1,302	32				1,360
NSW	38	883	4,210	9,180	1,257	8,985	6,515	3,667	3,439	38,174	6,963	3,383	288	1,750	51,819
QLD	11	766	3,357	6,888	1,010	8,825	11,989	7,353	4,571	44,770	4,039	13,691		900	54,767
SA / NT		103	1,479	609		655	572	1,941	69	5,428	700	960	192		6,911
TAS								320		320					320
VIC	81	773	3,987	10,967	776	11,729	8,805	3,798	2,193	43,109	3,611	4,672	288		50,575
WA	2	7	102	3,203		2,865	3,483	468		10,130	1,325		109		12,559
Total	132	2,532	13,135	30,847	3,043	33,059	31,684	17,227	11,574	143,233	16,670	22,706	877	2,650	178,311

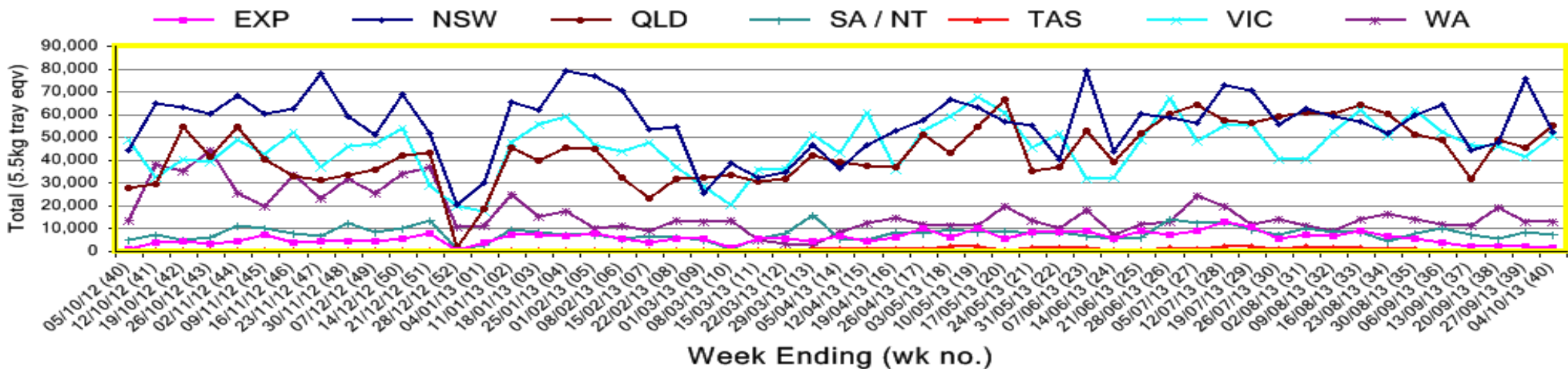
**Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,980,544 5.5kg tray eqv**



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 6,980,544 5.5kg tray eqv



Week 40 contributors - Packhouses

Coastal Avocados (CNSW)	The Avolution (SQ, CNSW, TRI)
I & A Tolson (CNSW)	Wodonga Park Fruit and Nuts (SQ)
Midcoast Avocados (CNSW)	Natures Fruit Company (SC)
Avocado Industry Council (NZAGA)	Sunfresh (SC)
Balmoral Orchard (SQ)	Chinoola Orchards (TRI)
Googa Farms (SQ)	Chislett Developments Pty Ltd (TRI)
Green Nugget Orchards (SQ)	Golden Hill Packing Pty Ltd (TRI)
One Harvest (SQ)	KV & JM Lehmann (TRI)
Perseverance Farming Co (SQ)	CQ, TAM/NR & WA: Less than 3 packhouse contributors
Sunnyspot Packhouse Pty Ltd (SQ, SC)	

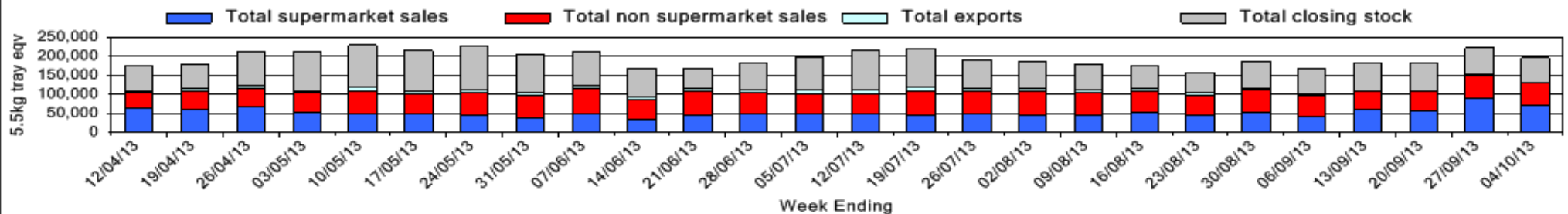
Week 40 contributors - Wholesalers

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)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Favco Queensland Pty Ltd (Brisbane)	

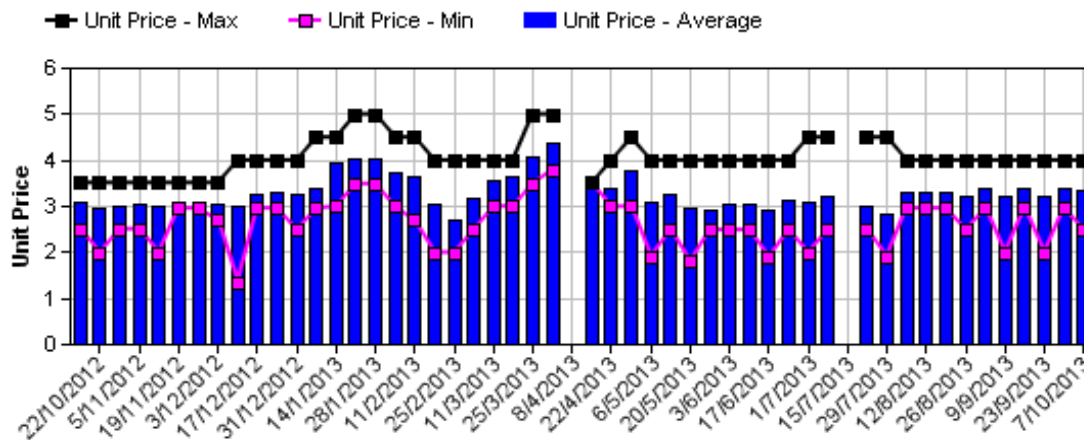
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	12,853			12,853											12,853			12,853
Total non supermarket sales	6,268			6,268	1,405			1,405	2,555						8,822			8,822
Total exports	320			320											320			320
Total sales	19,441			19,441	1,405			1,405	2,555						21,995			21,995
Total Stock on Hand	992			992	439			439	798						1,790			1,790
QLD																		
Total supermarket sales	23,047		318	23,365	186			186	338	4,800			4,800	873	24,258		318	24,576
Total non supermarket sales	18,881		771	19,652	1,338		100	1,438	2,615						21,314		953	22,267
Total exports	982			982	32			32	58						1,040			1,040
Total sales	42,910		1,089	43,999	1,556		100	1,656	3,011	4,800			4,800	873	46,612		1,271	47,883
Total Stock on Hand	27,140		469	27,609	428		300	728	1,324						27,918		1,014	28,933
SA & TAS																		
Total supermarket sales	6,127			6,127	325			325	591	960			960	175	6,892			6,892
Total non supermarket sales	8,613		23	8,636	275		51	326	593						9,113		116	9,229
Total exports																		
Total sales	14,740		23	14,763	600		51	651	1,184	960			960	175	16,005		116	16,121
Total Stock on Hand	13,961		1,292	15,253	391		53	444	807						14,672		1,388	16,060
VIC																		
Total supermarket sales	14,027			14,027	51			51	93	3,600			3,600	655	14,774			14,774
Total non supermarket sales	9,351		3,130	12,480	1,514		335	1,849	3,362	276			276	50	12,154		3,739	15,892
Total exports																		
Total sales	23,378		3,130	26,507	1,565		335	1,900	3,455	3,876			3,876	705	26,928		3,739	30,667
Total Stock on Hand	7,136		1,635	8,771	727		391	1,118	2,033	50			50	9	8,467		2,345	10,813
WA																		
Total supermarket sales	10,447			10,447	691			691	1,256						11,703			11,703
Total non supermarket sales	3,851			3,851	353			353	642						4,493			4,493
Total exports																		
Total sales	14,298			14,298	1,044			1,044	1,898						16,196			16,196
Total Stock on Hand	5,682			5,682	208			208	378						6,060			6,060
Total																		
Total supermarket sales	66,501		318	66,819	1,253			1,253	2,278	9,360			9,360	1,702	70,481		318	70,799
Total non supermarket sales	46,963		3,924	50,887	4,885		486	5,371	9,765	276			276	50	55,895		4,807	60,702
Total exports	1,302			1,302	32			32	58						1,360			1,360
Total sales	114,766		4,242	119,008	6,170		486	6,656	12,102	9,636			9,636	1,752	127,736		5,125	132,862
Total Stock on Hand	54,911		3,396	58,307	2,193		744	2,937	5,340	50			50	9	58,907		4,748	63,656

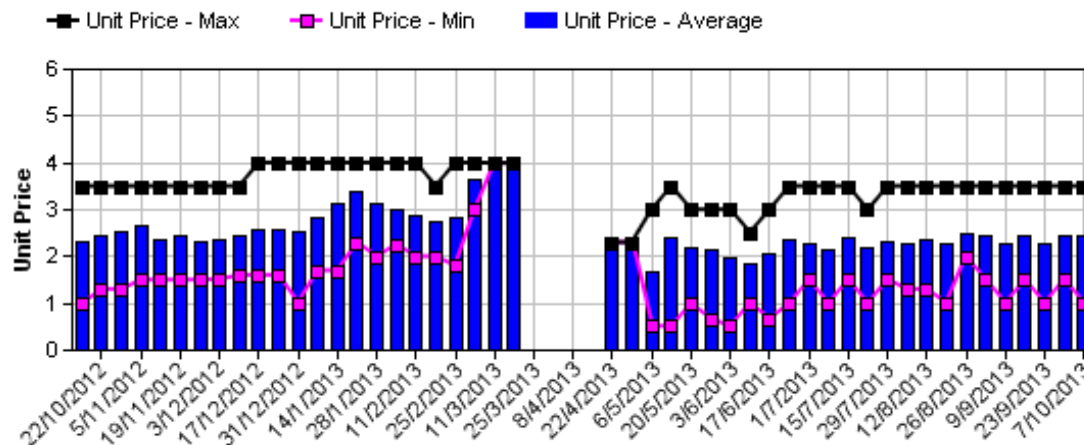
Weekly National Sales



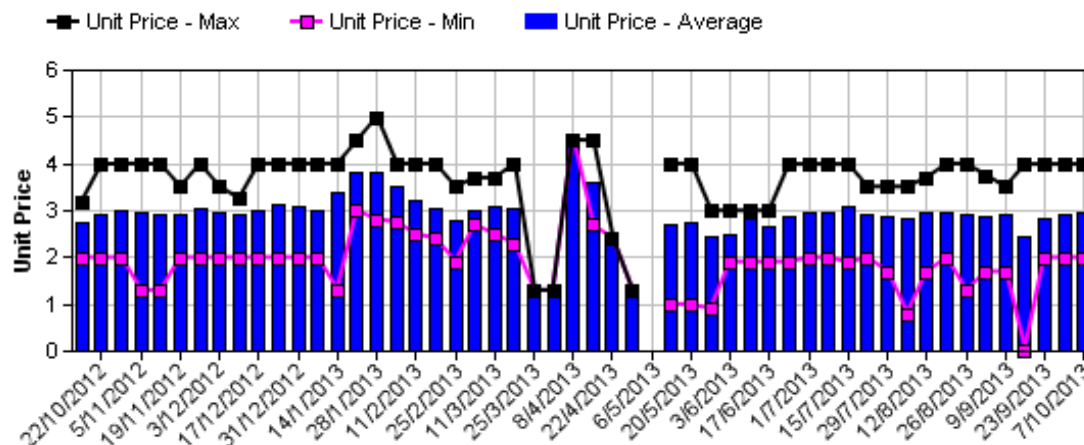
Hass Avocado Average Retail Prices - Sydney



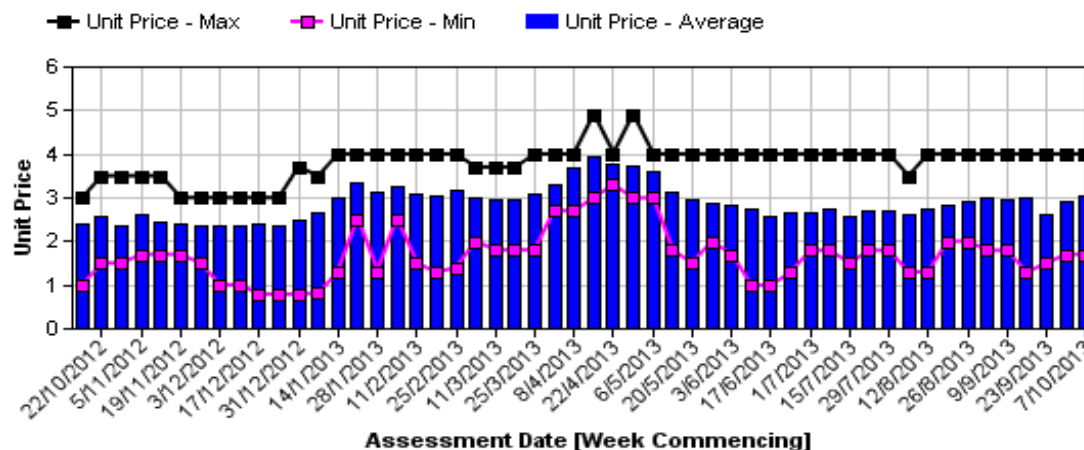
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

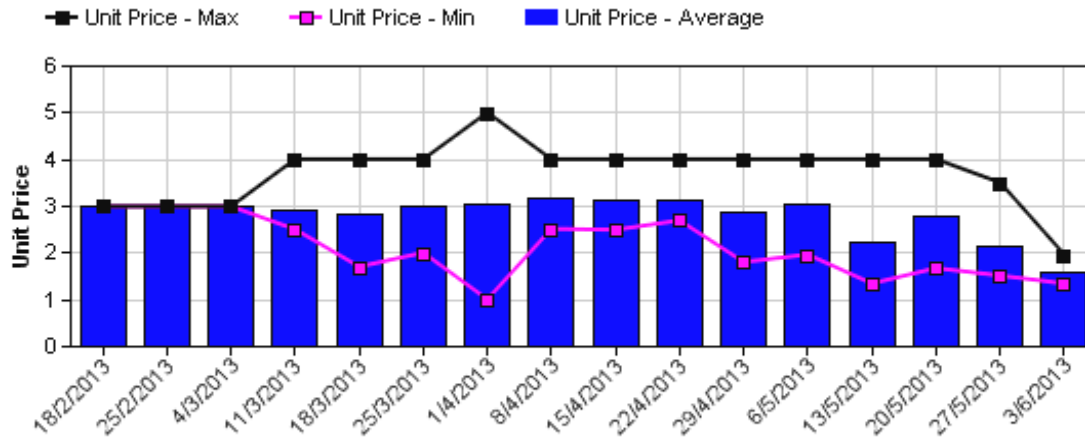


Hass Avocado Average Retail Prices - Perth

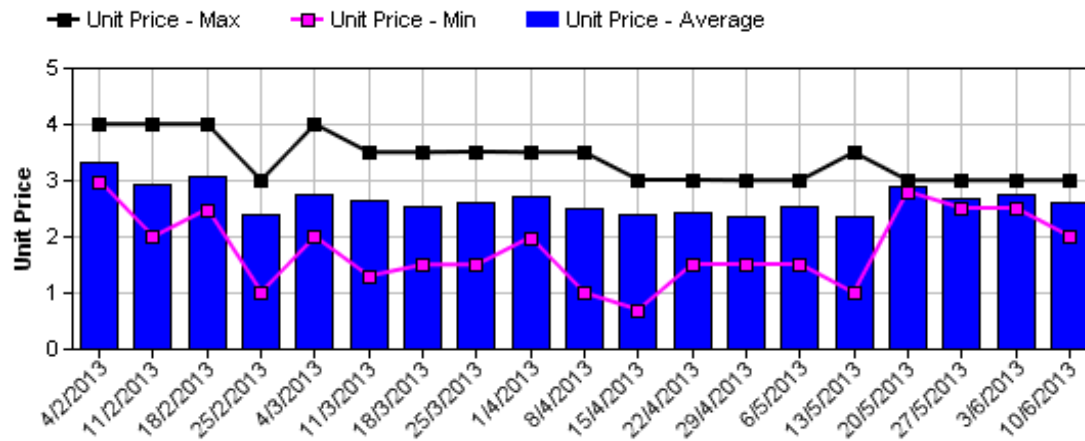


Assessment Date [Week Commencing]

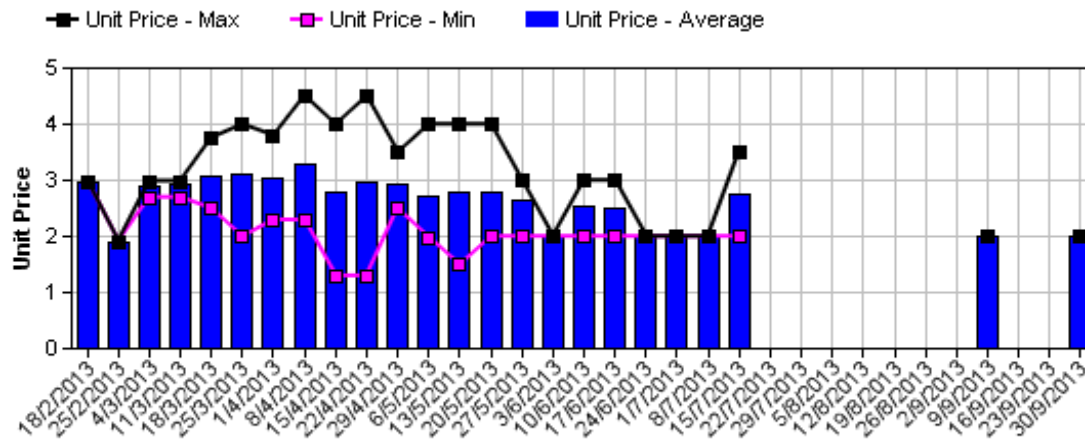
Shepard Avocado Average Retail Prices - Sydney



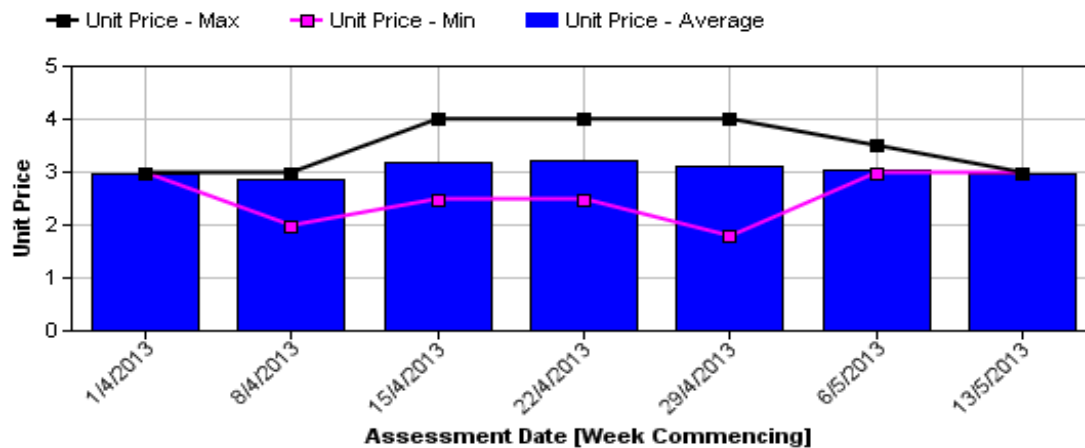
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety – 8th October 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	270	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
IGA	Hass	250	2.95	No	Aus
Woolworths	Hass	280	2.98	No	NZ
Woolworths	Hass	260	2.98	No	NZ
Woolworths	Hass	270	2.98	No	NZ
I	Hass	280	3.49	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	260	3.49	No	Aus
Foodworks	Hass	280	3.49	No	Aus
IGA	Hass	260	3.99	No	NZ
I	Hass	300	3.99	No	Aus
I	Hass	290	3.99	No	Aus
I	Hass	310	3.99	No	Aus
I	Hass	300	3.99	No	Aus
BRISBANE					
I	Hass	150	1.00	Store	Aus
IGA	Hass	180	1.49	No	NZ
I	Hass	300	1.99	No	Aus
Coles	Hass	220	2.48	No	NZ
I	Hass	215	2.48	Store	Mixed
Woolworths	Reed	300	2.48	No	Aus
Coles	Hass	240	2.48	No	Mixed
IGA	Hass	208	2.48	No	Aus
Coles	Hass	280	2.48	No	Mixed
Woolworths	Hass	200	2.49	No	Aus
I	Hass	220	2.50	Store	Aus
I	Hass	300	2.69	Store	NZ
Woolworths	Reed	385	2.98	No	Aus
Woolworths	Hass	200	2.98	No	Aus
I	Hass	250	3.00	Store	NZ
I	Hass	272	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
IS	Hass	255	1.99	No	Aus
I	Wurtz	285	1.99	No	NS
I	Hass	246	1.99	No	Aus
I	Hass	220	2.69	No	NS
Coles	Hass	270	2.98	No	Aus
I	Hass	225	2.98	No	Aus
Safeway	Hass	260	2.98	No	Aus
Safeway	Hass	245	2.98	No	Aus
Safeway	Hass	260	2.98	No	Aus
Coles	Hass	255	2.98	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	310	3.69	No	NS
I	Hass	305	3.98	No	Aus
PERTH					
IS	Hass	160	1.69	Store	Aus
Woolworths	Hass	190	1.98	No	Aus
I	Hass	235	2.48	No	Aus
Woolworths	Hass	195	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
Coles	Hass	205	2.98	No	Aus
Woolworths	Hass	245	2.98	Store	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	280	3.49	No	Aus
IGA	Hass	315	3.49	No	Aus
I	Hass	325	3.69	No	Mixed
IGA	Hass	255	3.99	No	Mixed
I	Hass	270	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