



INFOCADO WEEKLY REPORT: 26th Sept— 2nd Oct 2015 (Week 40)

Comments

- The weekly dispatch volume (233,754 trays) was slightly higher than the weeks forecast by about 25,500 trays (12%) (refer P 2 & 3).
- The varieties dispatched for the week are different from the forecast, packhouses are reminded to update their 4 week forecast (refer P 2).
- The largest volume of dispatches originated from Western Australia (98,668 tray eqv.). The Sydney market received the highest volume again (77,297 tray eqv.), size 20 fruit continues to dominate total supplies (refer P 3).
- Average retail price for Hass continued to hold steady across all major cities except Sydney where a slight reduction was observed although this does not include multi-buy offers. Highest and lowest recorded retail prices was \$4.48 and \$1.99 / fruit, Brisbane recorded the highest whilst the lowest price was recorded in Brisbane, Perth & Melbourne (refer P 6 - 8).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast forms** when available. The 15mth forecast is important as AAL uses this data to lock in the pre-harvest forecast before each region commences harvest (as now shown on P 4).

[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](#)

Marketing Update: 'Mash Up' series nominated for BEFEST Awards

BEfest, the Festival of Branded Entertainment, is Australia's only branded entertainment conference and presents an opportunity for industry experts to showcase their branded content and be inspired by best practice creative campaigns.

This year the Australian Avocado's 'Mash Up' series has been put forward for an award under the 'best use of a small budget' category. This social media campaign was developed to provide the Australian Avocado Facebook community with twelve unique video recipe ideas to inspire them to try new dishes and be creative with avocados. The ultimate intent of the campaign was help drive additional avocado consumption.

The response from our Facebook followers was overwhelming with **more than half a million** people viewing these videos and 19,325 post engagements (likes, comments and shares). The campaign also fostered engagement and helped inspire additional usage and being developed with a small budget certainly puts Australian Avocados in a strong position for taking out this prestigious award.

For a full brief please refer to the Guacamole Enewsletter - 2 Oct 2015.

Upcoming Holidays

Labour Day NZ: 26th Oct | Melbourne Cup VIC: 3rd Nov | Christmas Day: 25th Dec | Boxing Day: 26th Dec | Boxing Day (Additional Day): 28th Dec |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | 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.

This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 40 - 44)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 40 - begin 26/09/2015

Fuerte		40			73
Hass	185,790	9,074	6,000	6,900	204,634
Reed	3,333				3,333
Week Total	189,123	9,114	6,000	6,900	208,040

Week 41 - begin 03/10/2015

Hass	217,250	10,121	6,000	6,460	237,918
Lamb Hass	1,000	450			1,818
Reed	3,333				3,333
Wurtz	3,000				3,000
Week Total	224,583	10,571	6,000	6,460	246,069

Week 42 - begin 10/10/2015

Hass	264,324	8,854	6,000	6,460	282,688
Lamb Hass	160	100			342
Other	160	24			204
Reed	3,333				3,333
Sharwil	700	88			860
Wurtz	3,000				3,000
Week Total	271,677	9,066	6,000	6,460	290,427

Week 43 - begin 17/10/2015

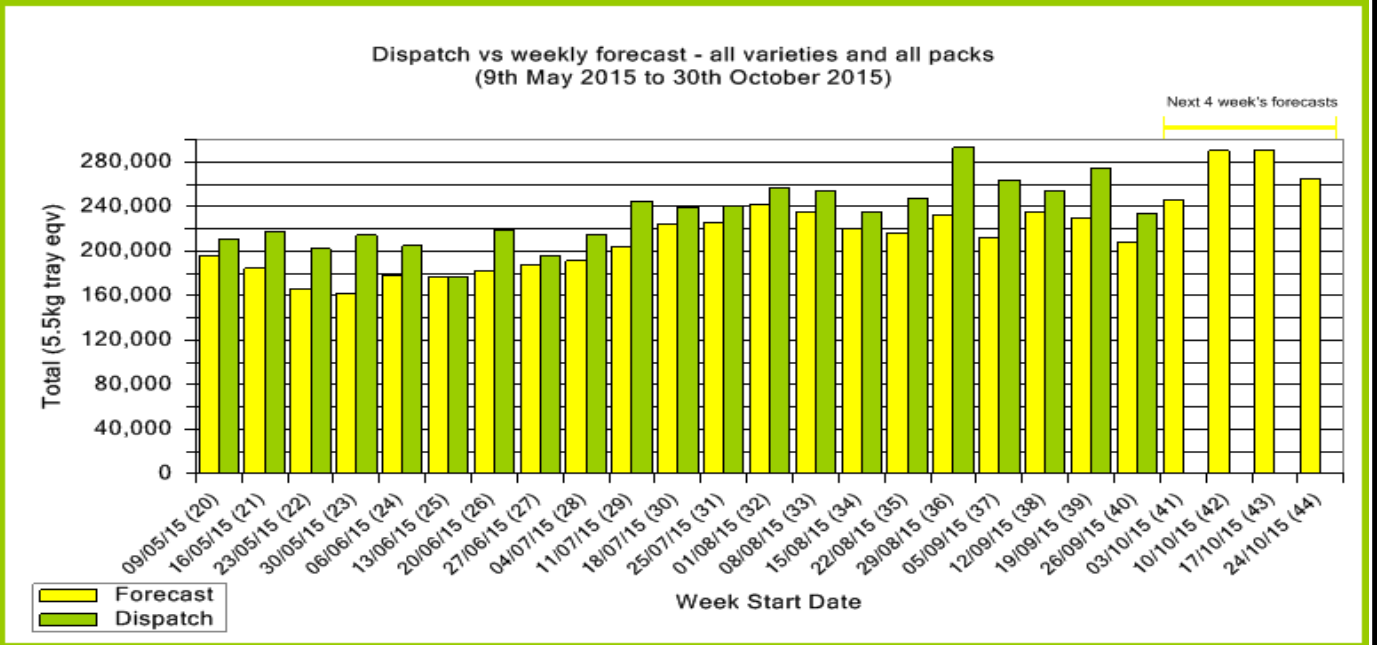
Hass	270,096	8,611	6,000	6,460	288,018
Reed	1,667				1,667
Wurtz	1,000				1,000
Week Total	272,763	8,611	6,000	6,460	290,685

Week 44 - begin 24/10/2015

Hass	247,156	8,262	6,000	6,460	264,444
Other	160	24			204
Week Total	247,316	8,286	6,000	6,460	264,647

Dispatch Data (Week 40 - begin 26/09/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	3,638	21			3,676
Hass	206,162	11,299	8,000	4,001	228,888
Lamb Hass	379	396			1,099
Other	56				56
Sharwil	35				35
Total	210,270	11,716	8,000	4,001	233,754



New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016

Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total to Date
NZ-Aus Pre Season Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus Updated Mthly Forecast	17,160	109,680	384,240	345,204	389,454	607,572	531,266	42,180	0	2,426,756
Australia (from Infocado)	16,725	80,567	191,340	60,934						349,566
Australia (from ABS)	27,589	107,037								134,626
USA¹	0	0								0
Japan¹	0	0								0
Other Asia¹	3,360	17,622								20,982
Total Dispatch (Infocado + 1)	20,085	98,189	191,340	60,934	0	0	0	0	0	370,548

¹ Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Industry Dispatches By Origin Region and Count Size : 26th September - 2nd October 2015 (Wk 40)

Origin Region	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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW		1,832	2,499	6,467		5,063	1,891	1,910		19,662	1,662	8,000	4,000	24,866
New Zealand		3,169	5,728	12,309		10,724	14,015	7,190	7,799	60,934				60,934
South Qld	4	59	1,334	3,212	827	1,885	2,147	2,188	80	11,736	1,503			14,469
Sunshine Coast		22	87	247		450	304	145		1,255	414			2,008
Tamborine/ Northern Rivers				40		60	25	41		166	492			1,061
Tri State	11	817	3,997	6,257	38	8,651	6,606	2,398	139	28,914	1,559		1	31,749
WA/NT	130	1,085	5,696	27,961		22,248	16,940	10,052	3,491	87,603	6,086			98,668
	145	6,984	19,341	56,493	865	49,081	41,928	23,924	11,509	210,270	11,716	8,000	4,001	233,754

Origin of Avocado



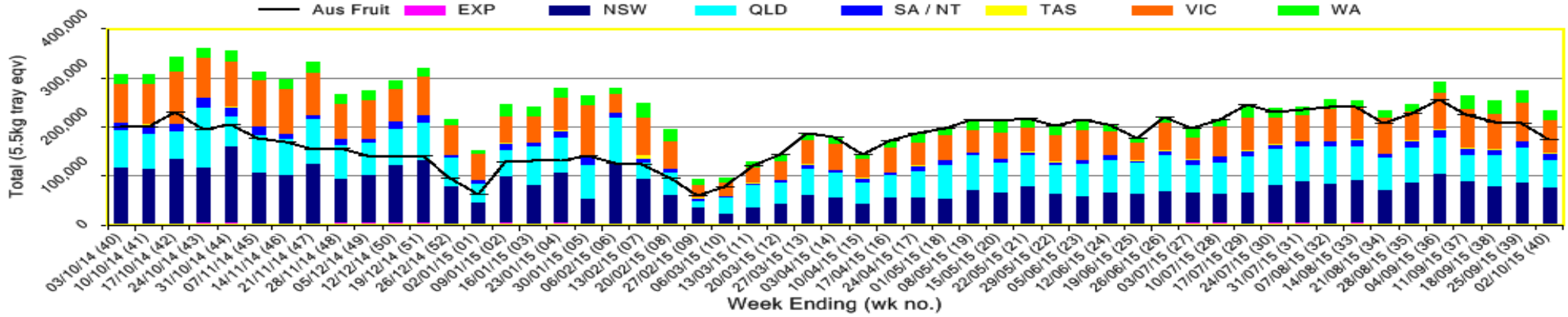
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 26th September - 2nd October 2015 (Wk 40)

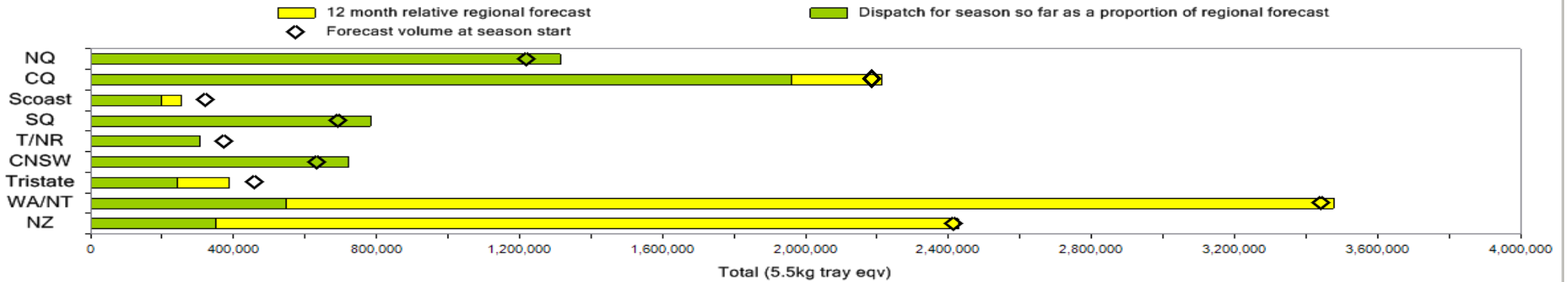
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
NSW	11	2,542	6,487	23,930	170	19,199	11,425	4,521	2,037	70,322	2,836	8,000	2,000	77,297
QLD		1,717	4,083	10,642	695	12,181	12,005	6,068	3,523	50,914	2,392		2,000	55,627
SA / NT		52	185	425		4,187	6,377	795	113	12,134	662			13,338
TAS							1,280	593		1,873				1,873
VIC	39	2,355	8,047	20,069		11,912	8,915	4,720	2,690	58,747	3,323		1	64,789
WA	95	318	539	1,427		1,602	1,926	7,227	3,146	16,280	2,503			20,831
Total	145	6,984	19,341	56,493	865	49,081	41,928	23,924	11,509	210,270	11,716	8,000	4,001	233,754

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 8,540,490 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). This can be updated monthly by contributors.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Week 40 Contributors - Packhouses

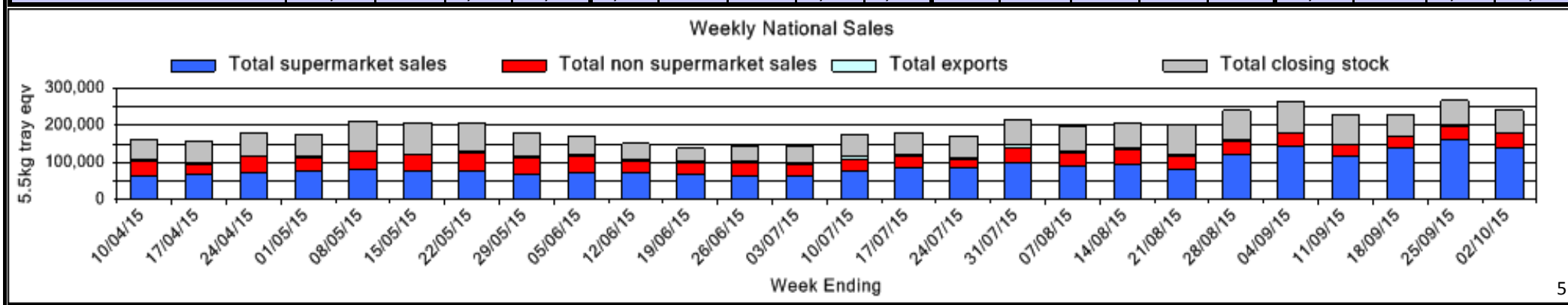
Natures Fruit Company (Consolidator)	Mildura Fruit Company (TRI)
Simpson Farms Pty Ltd (Consolidator)	Justin Loffler (TRI)
The Avolution (Consolidator)	Klingbiel Family Trust (TRI)
Midcoast Avocados (CNSW)	Marrbiz Pty Ltd (TRI)
I & A Tolson (CNSW)	Sunvale Produce Pty Ltd (TRI)
Coastal Avocados (CNSW)	The Avocado Grove (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Green Nugget Orchards (SQ)	Avonova (WA)
Wodonga Park Fruit and Nuts (SQ)	Avowest (WA)
Balmoral Orchard (SQ)	Advance Packing & Marketing Services P/L (WA)
Golden Hill Packing Pty Ltd (TRI)	TNR: Less than 3 contributors
KV & JM Lehmann (TRI)	

Week 40 Contributors - Wholesalers

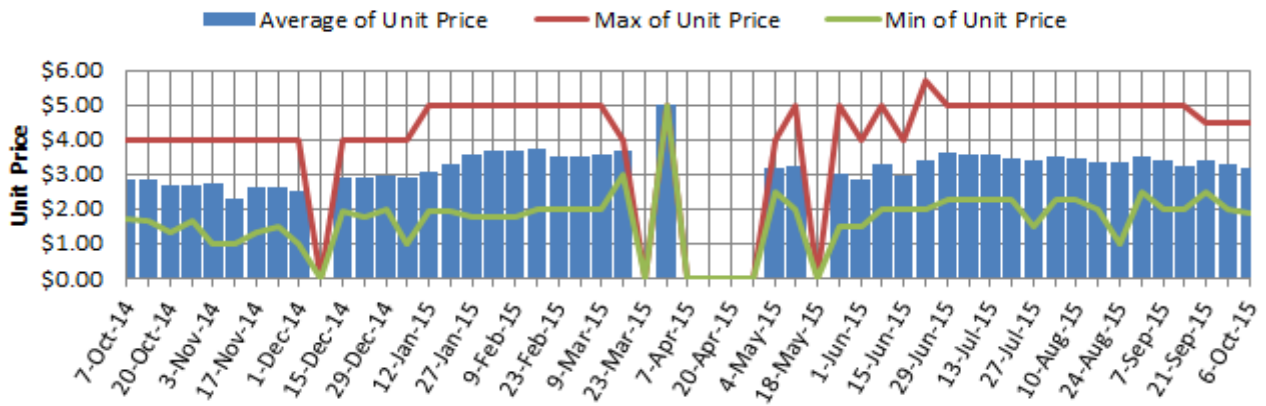
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Dykes Bros (Melbourne)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	WA Farm Direct (Perth)

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

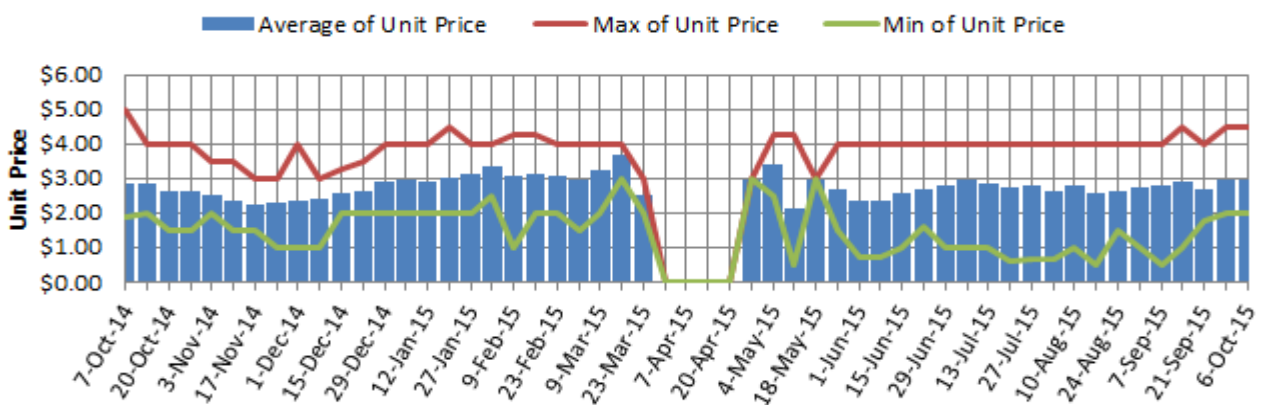
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	42,408			42,408	384			384	698	8,000			8,000	1,455	44,561			44,561
Total non supermarket sales	5,751			5,751	242			242	440						6,191			6,191
Total exports																		
Total sales	48,159			48,159	626			626	1,138	8,000			8,000	1,455	50,752			50,752
Total Stock on Hand	2,110			2,110											2,110			2,110
QLD																		
Total supermarket sales	32,188			32,188	480		88	568	1,033						33,061		160	33,221
Total non supermarket sales	4,560		96	4,656	510		25	535	973	679			679	123	5,611		141	5,752
Total exports																		
Total sales	36,748		96	36,844	990		113	1,103	2,005	679			679	123	38,671		301	38,973
Total Stock on Hand	14,373		11,148	25,521	640			640	1,164						15,537		11,148	26,685
SA & TAS																		
Total supermarket sales	17,878			17,878											17,878			17,878
Total non supermarket sales	6,219			6,219	1,470			1,470	2,673						8,892			8,892
Total exports																		
Total sales	24,097			24,097	1,470			1,470	2,673						26,770			26,770
Total Stock on Hand	12,321			12,321	1,098			1,098	1,996						14,317			14,317
VIC																		
Total supermarket sales	32,784			32,784	1,152			1,152	2,095						34,879			34,879
Total non supermarket sales	12,011			12,011	856			856	1,556						13,567			13,567
Total exports																		
Total sales	44,795			44,795	2,008			2,008	3,651						48,446			48,446
Total Stock on Hand	13,718		28	13,747	829			829	1,507						15,225		28	15,254
WA																		
Total supermarket sales	7,771			7,771	454		5	459	835						8,596		9	8,606
Total non supermarket sales	3,597			3,597	692		17	709	1,289						4,855		31	4,886
Total exports																		
Total sales	11,368			11,368	1,146		22	1,168	2,124						13,452		40	13,492
Total Stock on Hand	4,156			4,156	238		16	254	462						4,589		29	4,618
Total																		
Total supermarket sales	133,029			133,029	2,470		93	2,563	4,660	8,000			8,000	1,455	138,974		169	139,144
Total non supermarket sales	32,138		96	32,234	3,770		42	3,812	6,931	679			679	123	39,116		172	39,288
Total exports																		
Total sales	165,167		96	165,263	6,240		135	6,375	11,591	8,679			8,679	1,578	178,090		341	178,432
Total Stock on Hand	46,678		11,176	57,855	2,805		16	2,821	5,129						51,778		11,206	62,984



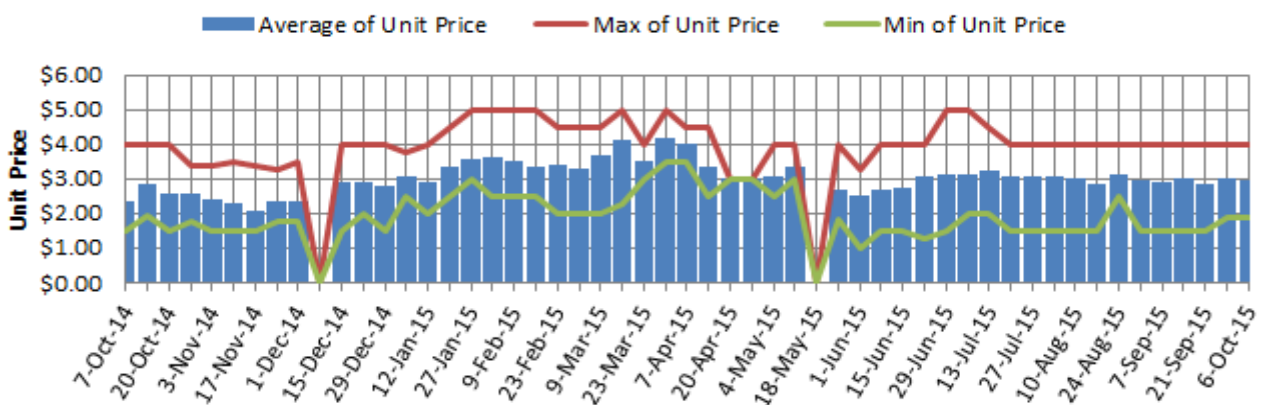
Hass Avocado Average Retail Prices - Sydney



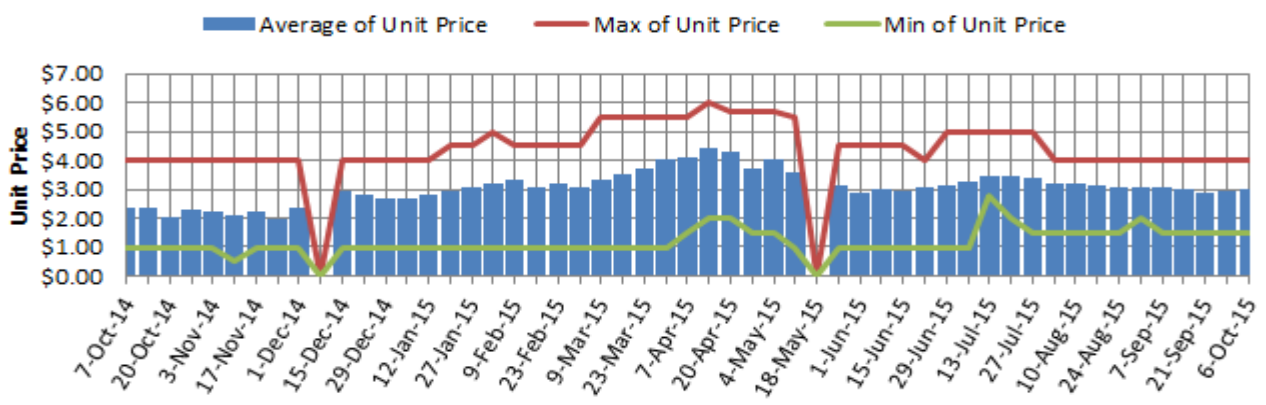
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

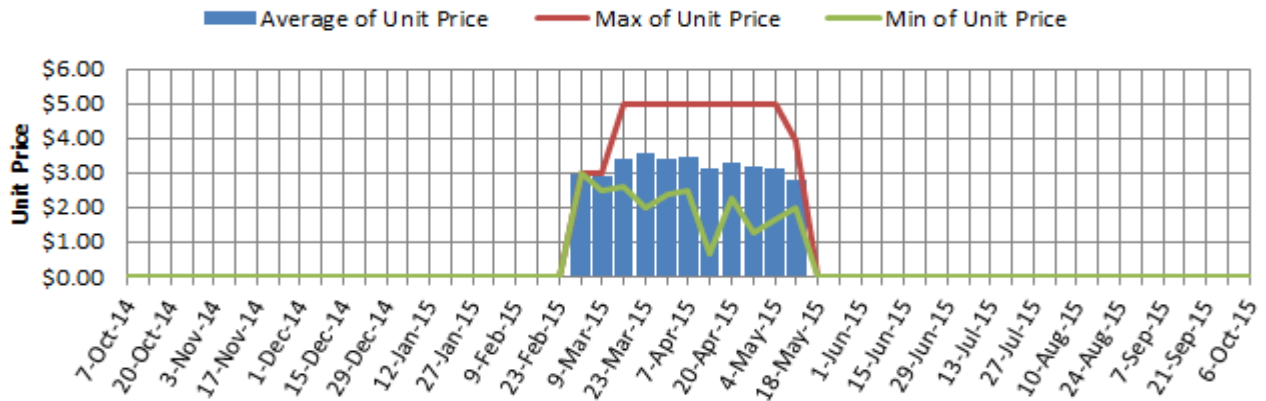


Hass Avocado Average Retail Prices - Perth

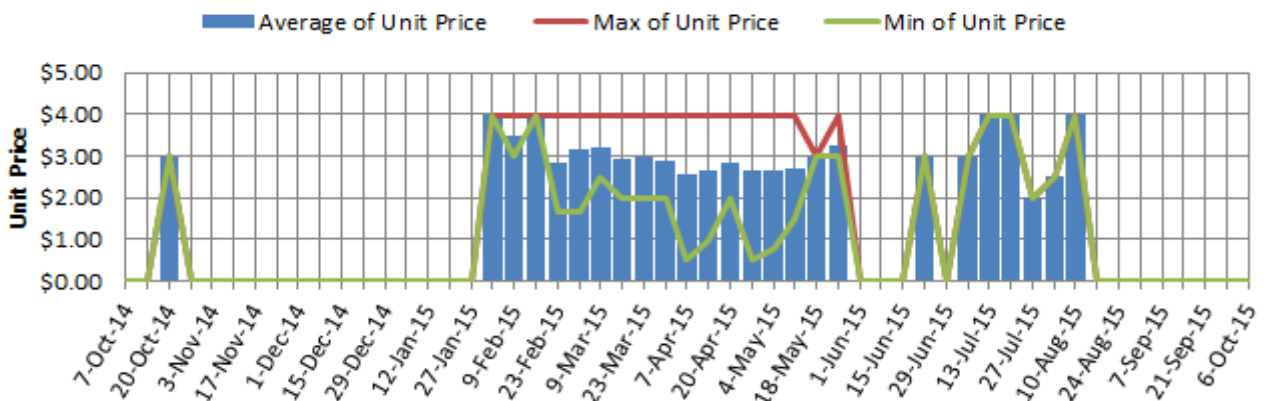


Assessment date (Week Commencing)

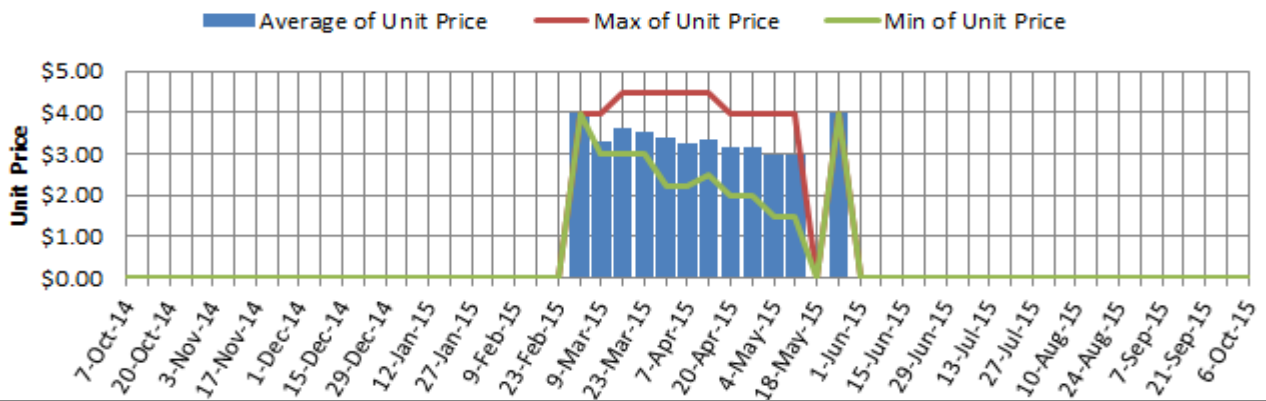
Shepard Avocado Average Retail Prices - Sydney



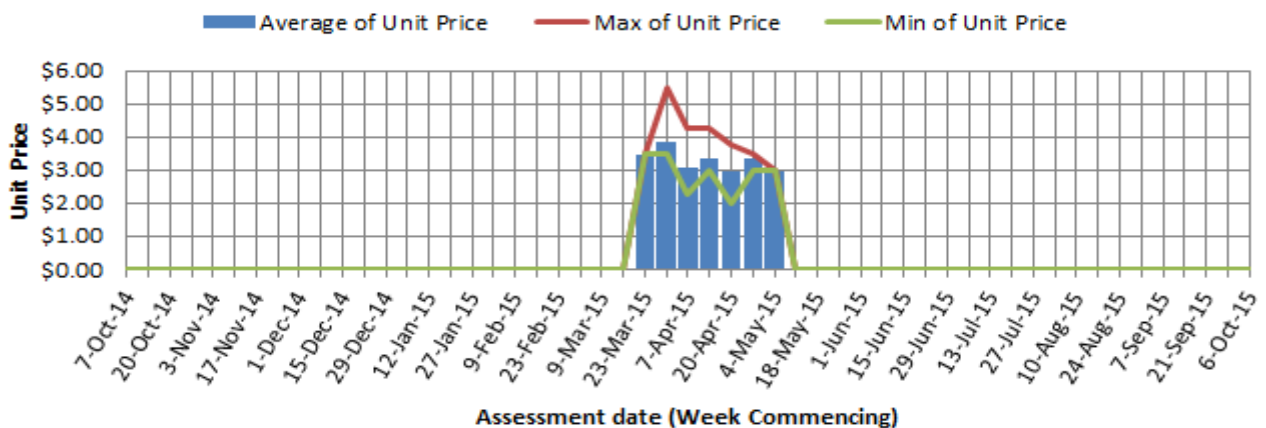
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 6th October 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	210	2.49	No	Aus	IS	Hass	250	1.99	No	NZ
Woolworths	Hass	280	2.98	No	Aus	I	Hass	280	2.49	No	Aus
Woolworths	Hass	260	2.98	No	Aus	I	Hass	205	2.49	No	NZ
Coles	Hass	280	2.98	No	Aus	I	Hass	340	2.95	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus	Coles	Hass	290	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	220	2.98	No	Aus
I	Hass	240	2.99	No	Aus	Coles	Hass	230	2.98	No	Aus
Foodworks	Hass	290	2.99	Store	Mixed	Woolworths	Hass	315	2.98	No	Aus
I	Hass	240	2.99	No	Aus	I	Hass	240	2.99	No	NS
IGA	Hass	270	2.99	No	NZ	I	Hass	260	3.69	No	Aus
I	Hass	250	2.99	No	Aus	I	Hass	300	3.75	No	Aus
IC	Hass	300	3.99	No	Mixed	I	Hass	310	3.98	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	290	3.99	No	Aus
IC	Hass	300	3.99	No	Aus	IGA	Hass	250	3.99	No	NZ
IC	Hass	320	3.99	No	Aus	PERTH					
BRISBANE						IGA	Hass	170	1.99	No	Aus
I	Hass	190	1.99	No	NZ	IS	Hass	225	1.99	Store	Aus
Woolworths	Hass	200	1.99	Store	Aus	Woolworths	Hass	170	2.98	No	Aus
I	Hass	325	2.00	Store	NZ	I	Hass	200	2.98	No	Aus
IGA	Hass	206	2.49	No	NZ	Coles	Hass	185	2.98	No	Aus
Coles	Hass	240	2.98	No	NZ	Coles	Hass	180	2.98	No	Aus
Coles	Hass	220	2.98	No	NZ	Woolworths	Hass	180	2.98	No	Aus
Woolworths	Hass	285	2.98	No	Aus	Coles	Hass	180	2.98	No	Aus
IGA	Hass	250	2.98	No	Aus	Woolworths	Hass	180	2.98	No	Aus
Woolworths	Hass	220	2.98	No	Aus	I	Hass	275	2.99	No	Aus
I	Hass	300	2.99	No	Aus	I	Hass	240	2.99	No	Aus
I	Hass	280	3.00	No	Aus	IGA	Hass	205	3.19	No	Mixed
I	Hass	344	3.49	No	Aus	I	Hass	260	3.29	No	Aus
IGA	Hass	258	3.99	No	Aus	I	Hass	270	3.99	No	Aus
Woolworths	Hass	215	4.48	No	Aus	IGA	Hass	290	3.99	No	Aus
						IGA	Hass	245	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
 Mixed = display sign indicates fruit is from multiple origins