



# INFOCADO WEEKLY REPORT: 4th — 10th October 2014 (Wk 41)



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## Comments

- The average retail price per Hass avocado has continued to remain steady across all the major cities with the increased level of available fruit (refer page 6). Coles has continued to run the catalogue special in Sydney and Perth aiding in the healthy movement of fruit through the supply chain in these cities (refer page 8).
- The Australian marketplace continues to see record dispatches with this weeks dispatch eclipsing the weekly forecast volume for the fourth week running. The four weekly forecast continues to indicate record dispatch volumes for the next 4 weeks (refer page 3).
- The wholesaler sector continues to indicate a good movement of available fruit with moderate stock on hand at the weeks close (refer page 4).

## New Educational POS to Build Consumer Confidence

Eradicating barriers to increased purchase remains a core strategic pillar for Australian Avocados. Many consumers still lack confidence in their ability to either choose an avocado that is at the correct stage of ripeness for their needs, or to manage the ripening of their avocados at home. Consumer research has indicated many avocado consumers would purchase more if they had specific information regarding avocado selection, ripening and handling. Not surprisingly consumers also said that in-store next to the avocado display would be their preferred location to find this information.

Therefore to capitalise on this significant opportunity new in-store and take-home point-of-sale material has been developed specifically to help consumers with their avocado experience. These include a new A3 “Avocados are Delicate” ripening poster and a new A6 sized booklet “Your Guide to Loving Your Avocado”. Both the A3 ripening poster and A6 booklet are aimed at educating the consumer in a bid to minimise the incidence of damage through better selection, handling, usage and storage. It also provides healthy reasons to eat avocados.

Initial print quantities have been completed and HAL and AAL are working with retail partners and wholesalers to assist in the distribution of this material to store level. To compliment this point of sale material the “How To” section on the Australian Avocados website is also being updated to be consistent with the same information. “How to” will also feature as regular content on facebook with tips and tricks to help consumers get the most from their avocados.

For a full brief please refer to the latest Guacamole.

## Upcoming Holidays

Melbourne Cup (VIC): 4th November | G20 Leaders' Summit (Brisbane Area): 14th November | Christmas Day: 25th December |

## 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:

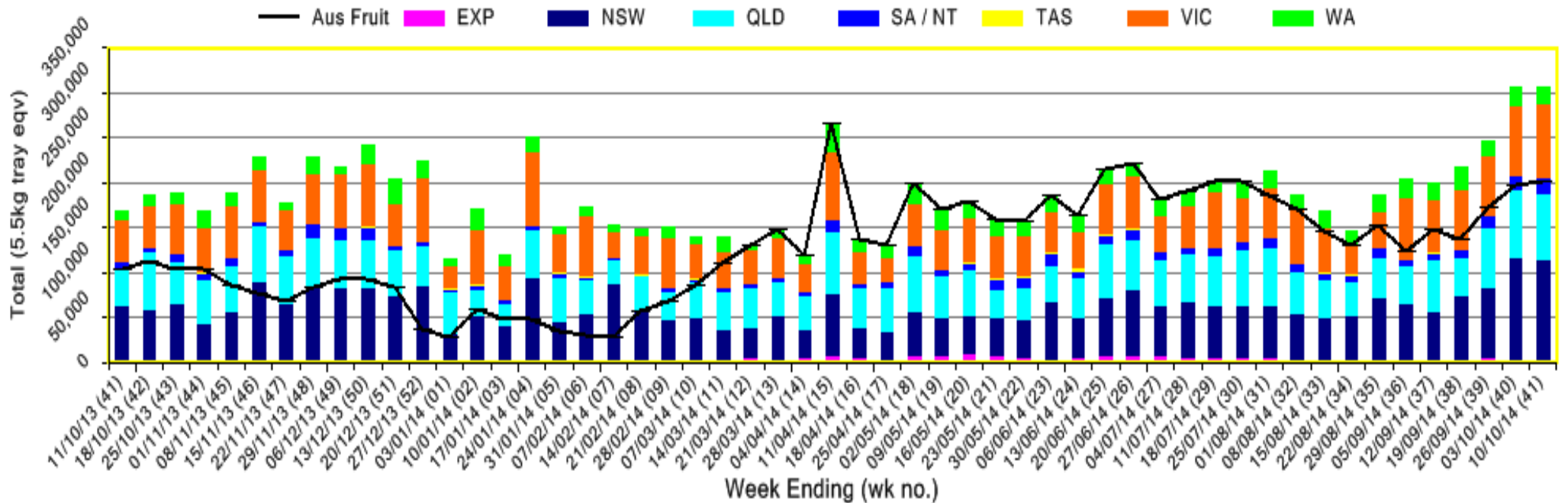
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

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**Industry Dispatches By Destination State and Count Size : 4th October - 10th October 2014 (Wk 41)**

Dest. State	5.5kg								Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All	
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP								1,218	1,218	384				1,916	
NSW	805	5,573	8,275	31,608	19,681	20,178	6,556	6,346	99,022	7,384	1,320			112,687	
QLD	340	2,726	6,944	14,928	17,182	12,806	7,649	4,719	67,294	1,451	6,600	1,000	4,560	72,143	
SA / NT	19	307	2,973	3,547	2,597	3,608	2,939	176	16,166	738				17,508	
TAS									608						608
VIC	358	2,606	6,096	19,991	19,200	17,902	6,607	3,129	75,889	4,127				83,393	
WA	21	690	722	1,422	4,230	5,538	3,456		16,079	1,207	1,320			18,514	
<b>Total</b>	<b>1,543</b>	<b>11,902</b>	<b>25,010</b>	<b>71,496</b>	<b>62,890</b>	<b>60,032</b>	<b>27,815</b>	<b>15,588</b>	<b>276,276</b>	<b>15,291</b>	<b>9,240</b>	<b>1,000</b>	<b>4,560</b>	<b>306,769</b>	

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2014 to date = 7,458,802 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

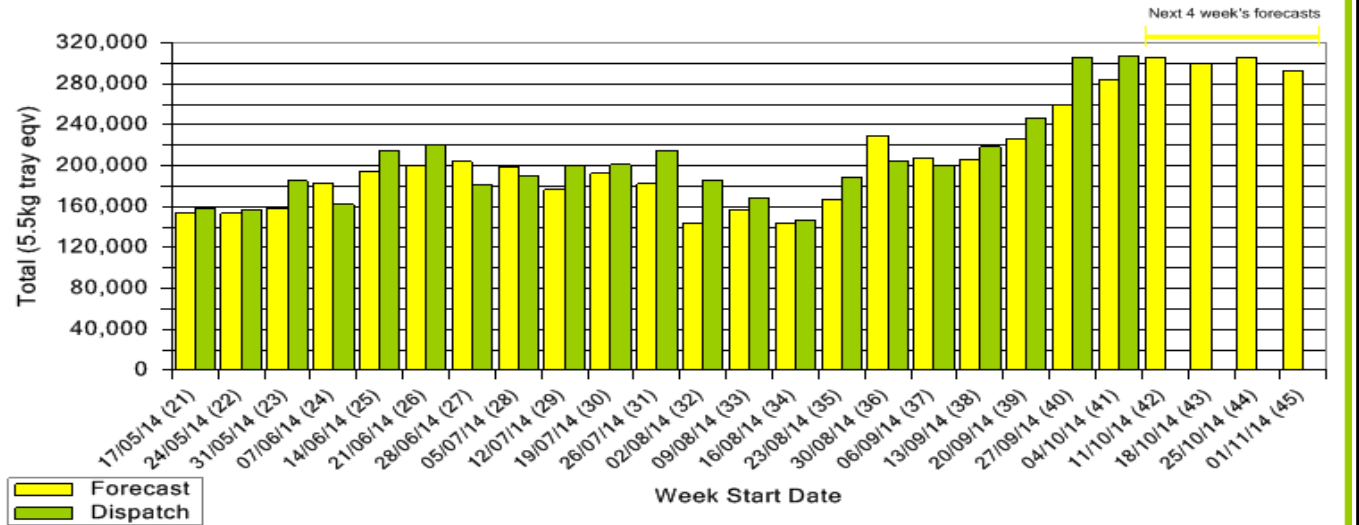
**Forecast Data (Week 41 - 45)**

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 41 - begin 04/10/2014</b>						
Hass	260,510	11,056	5,500		3,000	<b>282,157</b>
Reed	1,000					<b>1,000</b>
Wurtz	320					<b>320</b>
<b>Week Total</b>	<b>261,830</b>	<b>11,056</b>	<b>5,500</b>		<b>3,000</b>	<b>283,477</b>
<b>Week 42 - begin 11/10/2014</b>						
Gwen	110	20				<b>146</b>
Hass	276,360	13,006	7,500		5,000	<b>302,280</b>
Lamb Hass	150					<b>150</b>
Reed	1,000	192		1,000		<b>1,531</b>
Wurtz	1,500	200		500		<b>1,955</b>
<b>Week Total</b>	<b>279,120</b>	<b>13,418</b>	<b>7,500</b>	<b>1,500</b>	<b>5,000</b>	<b>306,062</b>
<b>Week 43 - begin 18/10/2014</b>						
Hass	271,892	12,556	6,000		5,000	<b>296,721</b>
Reed	2,000	442		1,800		<b>3,131</b>
<b>Week Total</b>	<b>273,892</b>	<b>12,998</b>	<b>6,000</b>	<b>1,800</b>	<b>5,000</b>	<b>299,852</b>
<b>Week 44 - begin 25/10/2014</b>						
Hass	278,372	11,546	6,000		5,000	<b>301,365</b>
Reed	2,000	442		1,800		<b>3,131</b>
Wurtz	1,000	100		500		<b>1,273</b>
<b>Week Total</b>	<b>281,372</b>	<b>12,088</b>	<b>6,000</b>	<b>2,300</b>	<b>5,000</b>	<b>305,768</b>
<b>Week 45 - begin 01/11/2014</b>						
Hass	266,272	11,071	6,000		5,000	<b>288,401</b>
Lamb Hass	800	40				<b>873</b>
Reed	2,000	442		1,800		<b>3,131</b>
<b>Week Total</b>	<b>269,072</b>	<b>11,553</b>	<b>6,000</b>	<b>1,800</b>	<b>5,000</b>	<b>292,404</b>

**Dispatch Data (Week 41 - begin 4/10/2014)**

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	275,424	14,699	9,240		4,560	<b>304,658</b>
Reed	852	384		1,000		<b>1,732</b>
Wurtz		208				<b>378</b>
<b>Total</b>	<b>276,276</b>	<b>15,291</b>	<b>9,240</b>	<b>1,000</b>	<b>4,560</b>	<b>306,769</b>

Dispatch vs weekly forecast - all varieties and all packs (17th May 2014 to 7th November 2014)

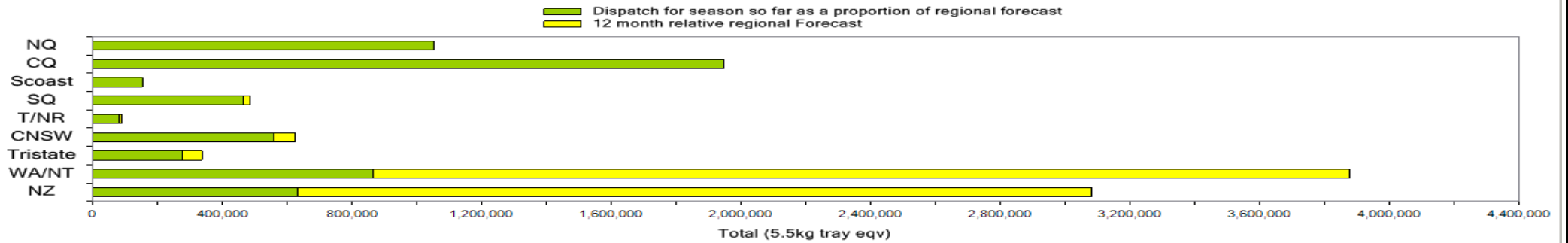


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

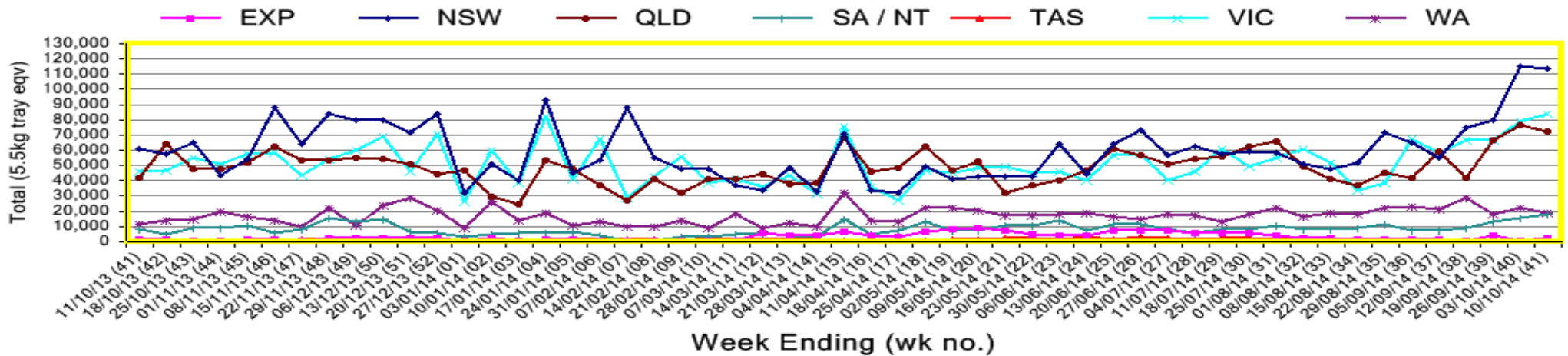
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	512,077	474,424	524,894	636,960	511,304	329,556	5,280	<b>3,352,347</b>
<b>Australia (from Infocado)</b>	123,747	293,918	217,382							<b>635,047</b>
<b>USA<sup>1</sup></b>	6	19								<b>25</b>
<b>Japan<sup>1</sup></b>	1,916	5,748								<b>7,664</b>
<b>Other Asia<sup>1</sup></b>	7,609	20,471								<b>28,080</b>
<b>Total</b>	<b>133,278</b>	<b>320,156</b>	<b>217,382</b>							<b>670,816</b>

<sup>1</sup> source: Statistics NZ adjusted for freight time to destination port. Source: Infoshare, NZ

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 7,458,802 5.5kg tray eqv



**Week 41 contributors - Packhouses**

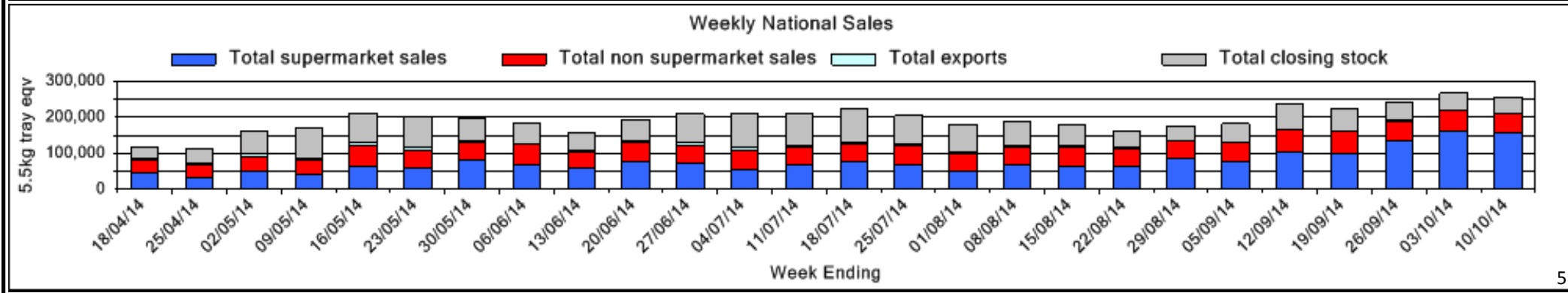
Natures Fruit Company (Consolidator)	Delroy Orchards (WA)
The Avolution (Consolidator)	Advance Packing & Marketing Services P/L (WA)
I & A Tolson (CNSW)	Avonova (WA)
Coastal Avocados (CNSW)	Mariners Rest (WA)
Midcoast Avocados (CNSW)	TNR: Less than 3 contributors
Avocado Industry Council (NZAGA)	TRI: Less than 3 contributors

**Week 41 contributors - Wholesalers**

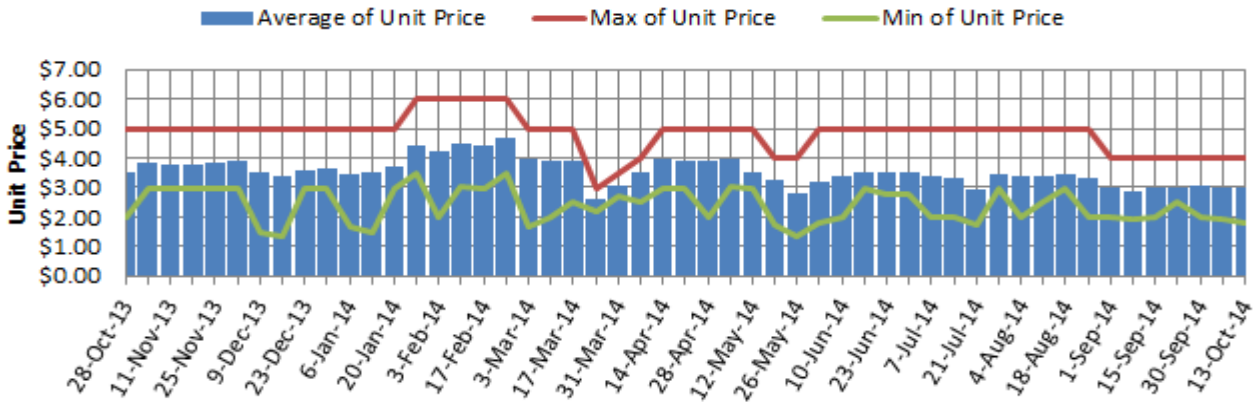
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Melbourne)
Etherington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

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

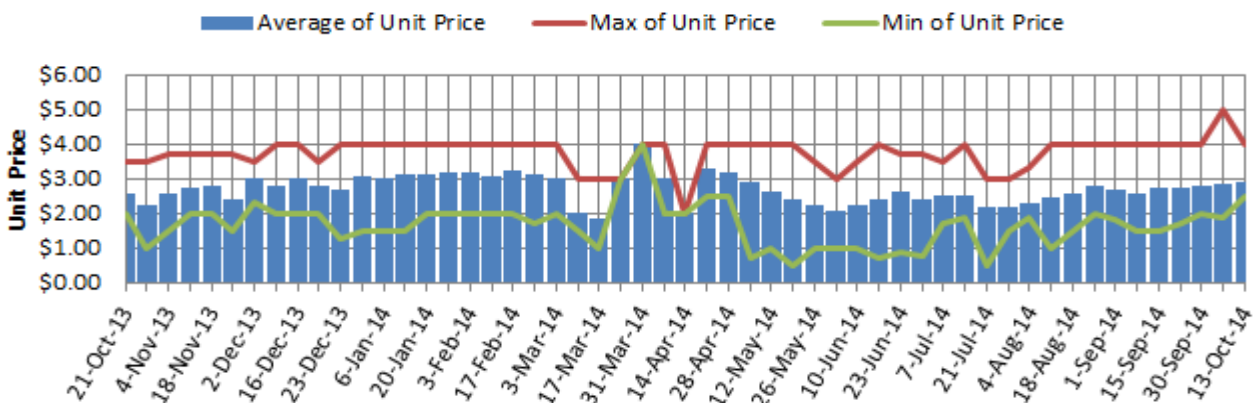
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	56,308		614	56,922	2,014		15	2,029	3,689						59,970		641	60,611
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	33,925		304	34,229	559			559	1,016	3,960			3,960	720	35,661		304	35,965
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>	21,135			21,135	864			864	1,571						22,706			22,706
<b>Total non supermarket sales</b>	5,002		100	5,102	818		72	890	1,618					6,489		231	6,720	
<b>Total exports</b>																		
<b>Total sales</b>	26,137		100	26,237	1,682		72	1,754	3,189					29,195		231	29,426	
<b>Total Stock on Hand</b>	14,106		89	14,195	1,337		31	1,368	2,487					16,537		145	16,682	
VIC																		
<b>Total supermarket sales</b>	40,280			40,280	384			384	698					40,978			40,978	
<b>Total non supermarket sales</b>	24,039		1,171	25,211	1,274		381	1,655	3,009	120			120	22	26,377		1,864	28,242
<b>Total exports</b>																		
<b>Total sales</b>	64,319		1,171	65,491	1,658		381	2,039	3,707	120			120	22	67,356		1,864	69,220
<b>Total Stock on Hand</b>	13,151		745	13,896	529		25	554	1,007					14,113		790	14,903	
WA																		
<b>Total supermarket sales</b>	7,923			7,923	462			462	840	1,320			1,320	240	9,003			9,003
<b>Total non supermarket sales</b>	4,331			4,331	309			309	562					4,893			4,893	
<b>Total exports</b>	1,218			1,218	384			384	698					1,916			1,916	
<b>Total sales</b>	13,472			13,472	1,155			1,155	2,100	1,320			1,320	240	15,812			15,812
<b>Total Stock on Hand</b>	6,091			6,091	229			229	416					6,507			6,507	
Total																		
<b>Total supermarket sales</b>	148,478		608	149,086	3,481			3,481	6,329	5,280			5,280	960	155,767		608	156,375
<b>Total non supermarket sales</b>	44,465		1,581	46,047	3,203		468	3,671	6,675	120			120	22	50,311		2,432	52,743
<b>Total exports</b>	1,218			1,218	384			384	698					1,916			1,916	
<b>Total sales</b>	194,161		2,189	196,351	7,068		468	7,536	13,702	5,400			5,400	982	207,994		3,040	211,034
<b>Total Stock on Hand</b>	41,433		834	42,267	2,096		56	2,152	3,913					45,244		936	46,180	



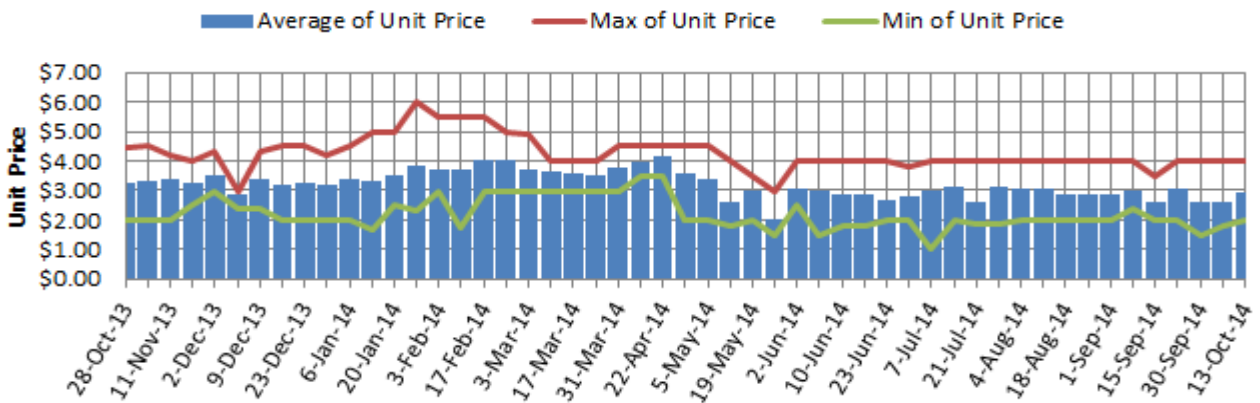
### Hass Avocado Average Retail Prices - Sydney



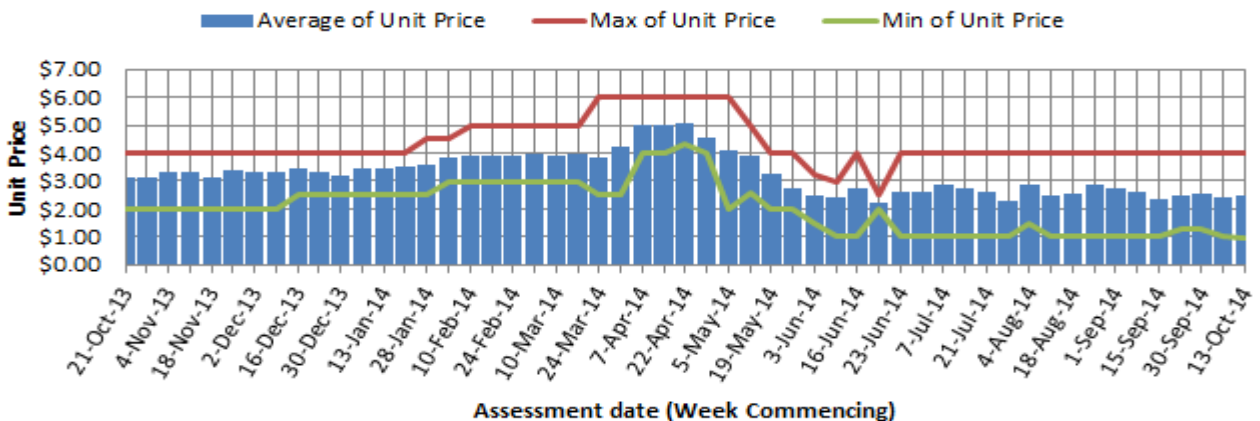
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

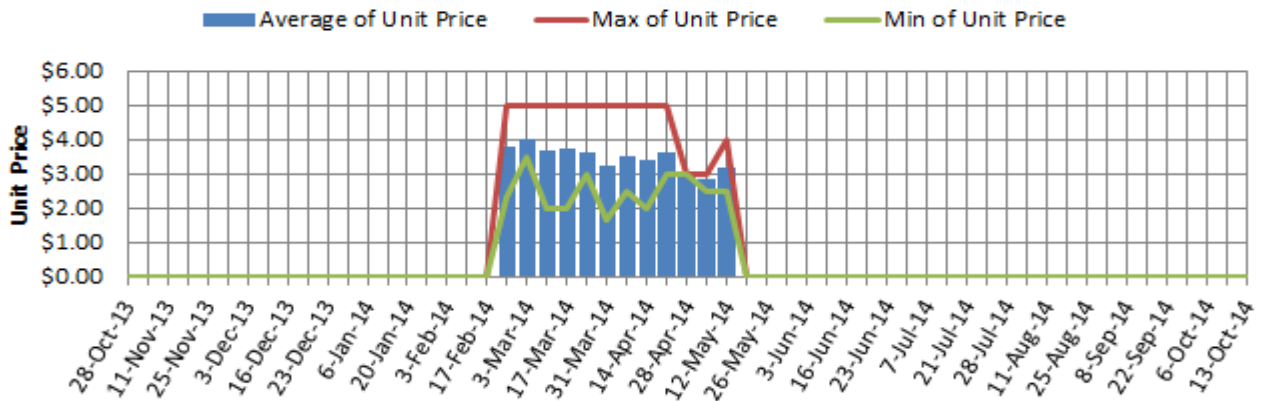


### Hass Avocado Average Retail Prices - Perth

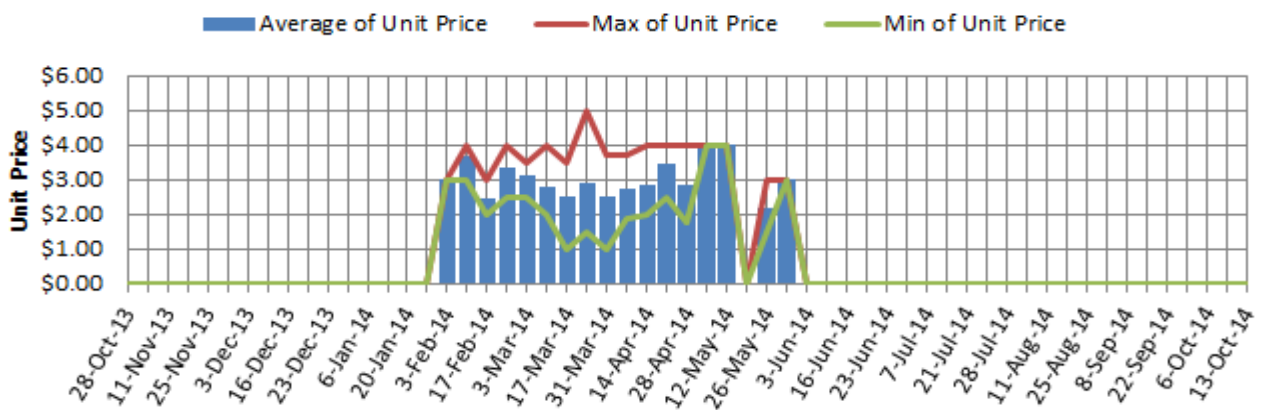


Assessment date (Week Commencing)

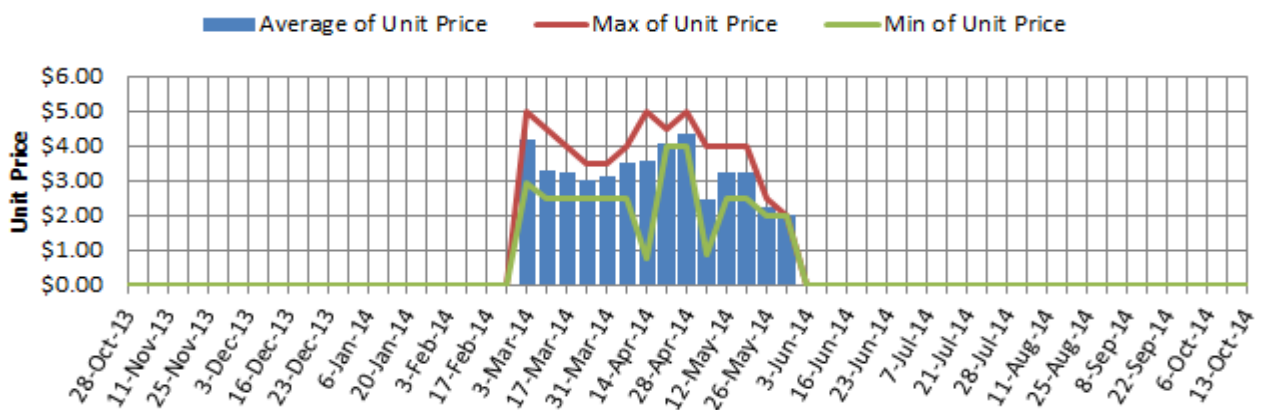
### Shepard Avocado Average Retail Prices - Sydney



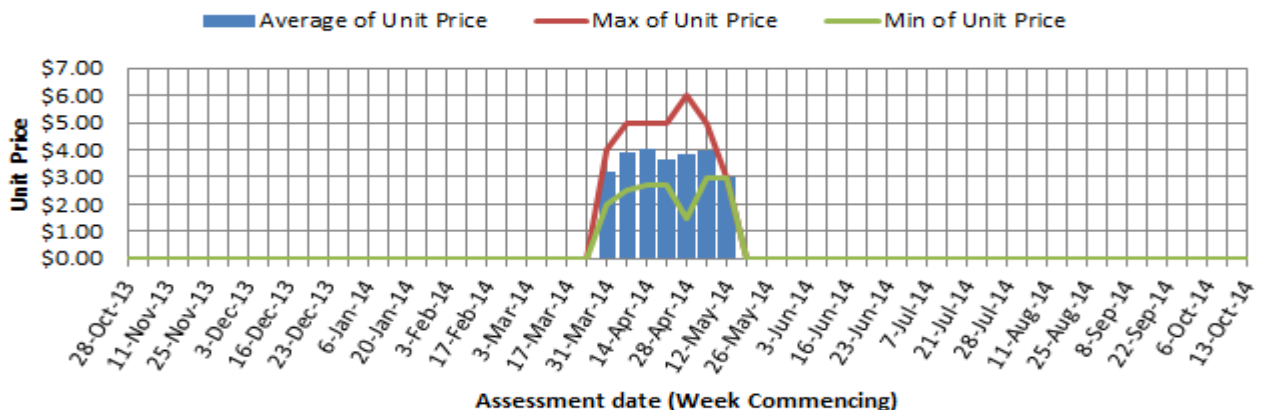
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 13th October 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	250	1.80	Cat	Aus
Coles	Hass	260	1.80	Cat	Aus
Coles	Hass	270	1.80	Cat	Aus
Woolworths	Hass	310	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus
IGA	Hass	230	2.98	No	NZ
Woolworths	Hass	300	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	270	2.99	No	Aus
Foodworks	Hass	300	3.49	No	NZ
IGA	Hass	250	3.49	No	Aus
I	Hass	310	3.49	No	Mixed
I	Hass	300	3.49	No	NZ
I	Hass	310	3.49	No	Aus
I	Hass	300	3.99	No	Aus
<b>BRISBANE</b>					
Woolworths	Hass	350	2.48	No	Aus
I	Hass	225	2.49	No	NZ
I	Hass	220	2.49	No	NZ
I	Hass	135	2.50	No	NZ
Coles	Hass	220	2.68	No	NS
I	Hass	220	2.68	No	NZ
Coles	Hass	220	2.68	No	Mixed
I	Hass	150	2.69	No	NZ
Woolworths	Hass	230	2.98	No	Aus
IGA	Hass	170	2.98	No	Aus
I	Hass	295	2.99	No	NZ
I	Hass	300	3.00	No	NZ
I	Hass	320	3.49	No	Aus
I	Hass	255	3.50	No	Aus
IGA	Hass	230	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Coles	Hass	200	1.96	No	Aus
I	Hass	195	1.99	No	Aus
IS	Hass	250	1.99	No	NZ
I	Hass	210	2.29	No	NS
I	Hass	200	2.69	No	Aus
Woolworths	Hass	300	2.98	Store	Aus
Coles	Hass	220	2.98	No	Aus
Woolworths	Hass	310	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Woolworths	Hass	240	2.98	No	Aus
IGA	Hass	250	2.99	No	Mixed
I	Hass	295	3.39	No	Aus
I	Hass	300	3.48	No	Aus
I	Hass	350	3.75	No	NS
I	Hass	350	3.79	No	Aus
I	Hass	310	3.99	No	Aus
<b>PERTH</b>					
Woolworths	Hass	200	0.98	Store	Aus
IGA	Hass	175	1.49	No	Aus
I	Hass	160	1.68	No	Aus
Coles	Hass	200	1.70	Cat	Aus
Coles	Hass	245	1.70	Cat	Aus
Coles	Hass	180	1.70	Cat	Aus
Woolworths	Hass	200	2.48	No	Aus
Woolworths	Hass	210	2.58	Store	Aus
I	Hass	230	2.79	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	320	2.99	No	Aus
IS	Hass	260	2.99	No	Aus
IGA	Hass	305	2.99	No	Aus
IGA	Hass	270	3.29	No	Aus
I	Hass	255	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