



INFOCADO WEEKLY REPORT: 3rd — 9th Oct 2015 (Week 41)

Comments

- The weekly dispatch volume (274,798 trays) was higher than the weeks forecast by about 28,700 trays (11%) (refer P 2 & 3).
- The varieties dispatched for the week are different from forecast. Packhouses are reminded to update their 4 week forecast (refer P 2).
- The largest volume of dispatches originated from Western Australia (130,224 tray eqv.). The Sydney market received the highest volume again (100,990 tray eqv.), size 20 fruit continues to dominate total supplies (refer P 3).
- Average retail price for Hass continues 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 \$1.69 / fruit, both recorded in Brisbane (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.

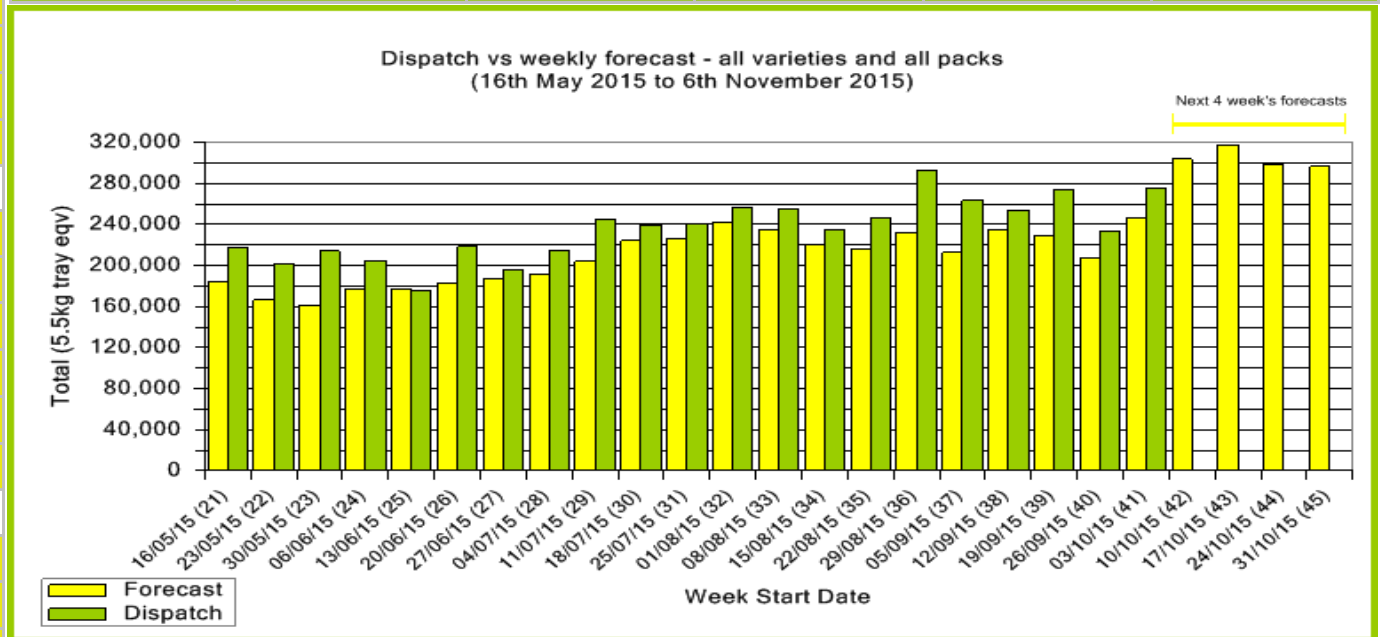
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 41 - 45)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	275,707	11,563	6,000	6,460	298,997
Lamb Hass	160	100			342
Other	160	24			204
Reed	3,333				3,333
Sharwil	700	88			860
Week Total	280,060	11,775	6,000	6,460	303,735
Week 43 - begin 17/10/2015					
Hass	292,540	11,261	6,000	6,460	315,281
Reed	1,667				1,667
Wurtz	1,000				1,000
Week Total	295,207	11,261	6,000	6,460	317,948
Week 44 - begin 24/10/2015					
Hass	275,730	11,262	6,000	6,460	298,472
Other	160	24			204
Week Total	275,890	11,286	6,000	6,460	298,676
Week 45 - begin 31/10/2015					
Hass	277,887	7,405	6,000	6,000	293,533
Wurtz	3,000				3,000
Week Total	280,887	7,405	6,000	6,000	296,533

Dispatch Data (Week 41 - begin 3/10/2015)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	2,580	51			2,673
Hass	247,982	11,878	8,000	4,991	271,940
Reed	124				124
Sharwil	61				61
Total	250,747	11,929	8,000	4,991	274,798



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 ¹	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus - Disp + Mthly Forecast ²	16,725	80,567	191,340	345,204	389,454	607,572	531,266	42,180	0	2,204,308
Australia (from ABS)	27,589	107,037								134,626
USA ³	0	0								0
Japan ³	0	0								0
Other Asia ³	3,360	17,622								20,982
Total Dispatch (Infocado + 3)	20,085	98,189	191,340	136,726	0	0	0	0	0	446,340

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 Source: Infocado AAL, Monthly Dispatch + Updated Monthly Seasonal Forecast (dispatch is updated at the end of each month)
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port

Industry Dispatches By Origin Region and Count Size : 3rd October - 9th October 2015 (Wk 41)

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		1,828	2,707	6,402		4,996	1,318	1,704		18,955	1,614	8,000	4,000	24,072
New Zealand		3,941	7,125	15,310		13,339	17,432	8,944	9,701	75,792				75,792
South Qld	5	131	1,718	3,017	1,939	1,600	2,015	1,372	7	11,804	1,541			14,606
Sunshine Coast		16	74	178		255	184	98		805	323			1,392
Tamborine/ Northern Rivers				10		40	60	56		166	96			341
Tri State	1	855	3,766	5,800		7,969	3,409	1,751	1,426	24,977	1,867		1	28,372
WA/NT	949	3,522	10,768	38,002		28,320	22,646	11,801	2,240	118,248	6,488		990	130,224
Total	955	10,293	26,158	68,719	1,939	56,519	47,064	25,726	13,374	250,747	11,929	8,000	4,991	274,798

Origin of Avocado



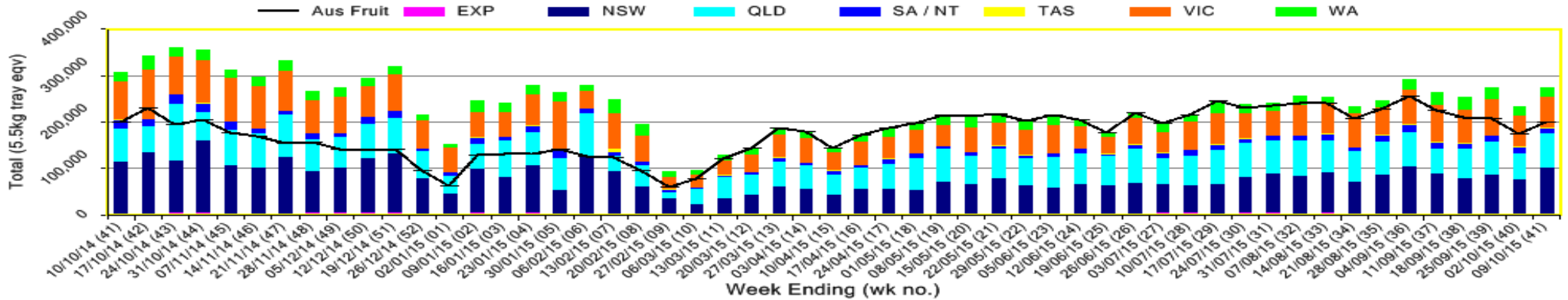
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 3rd October - 9th October 2015 (Wk 41)

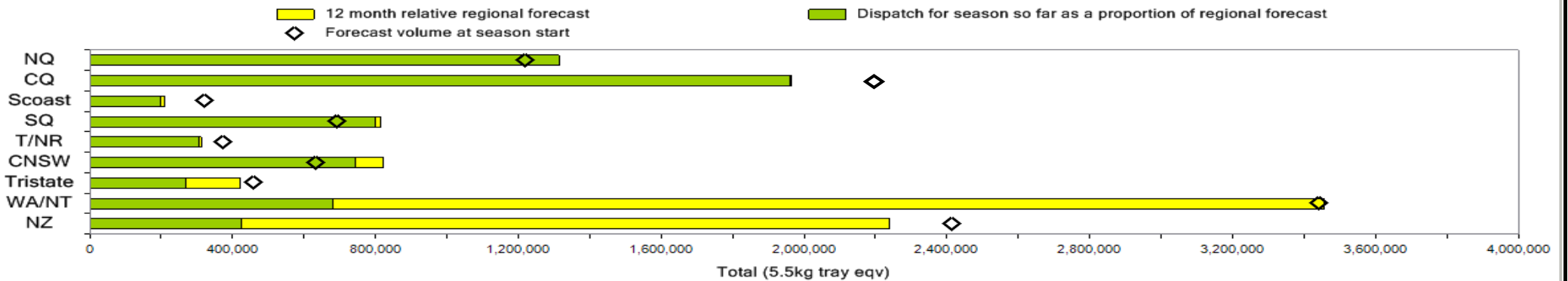
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP				50					873	923	432			1,708
NSW	355	3,928	8,455	30,449		24,795	14,581	4,435	2,642	89,640	5,242	8,000	2,000	100,990
QLD	1	2,815	7,901	14,864	1,939	13,017	14,021	6,798	5,258	66,614	2,590		2,000	71,687
SA / NT		21	98	534		2,833	5,108	653	161	9,408	1,205			11,599
TAS							1,368			1,368				1,368
VIC	593	3,332	9,163	21,812		13,186	8,674	3,765	2,840	63,365	1,705		1	66,465
WA	6	197	541	1,010		2,688	3,312	10,075	1,600	19,429	755		990	20,982
Total	955	10,293	26,158	68,719	1,939	56,519	47,064	25,726	13,374	250,747	11,929	8,000	4,991	274,798

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 8,815,289 5.5kg tray eqv



NB: The graph below utilises the seasonal forecast data (without adjustment). The total of each bar in the below graph is a result of; Total Monthly Dispatches to date plus the remaining Seasonal Forecast which can be updated monthly by contributors.

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



Week 41 Contributors - Packhouses

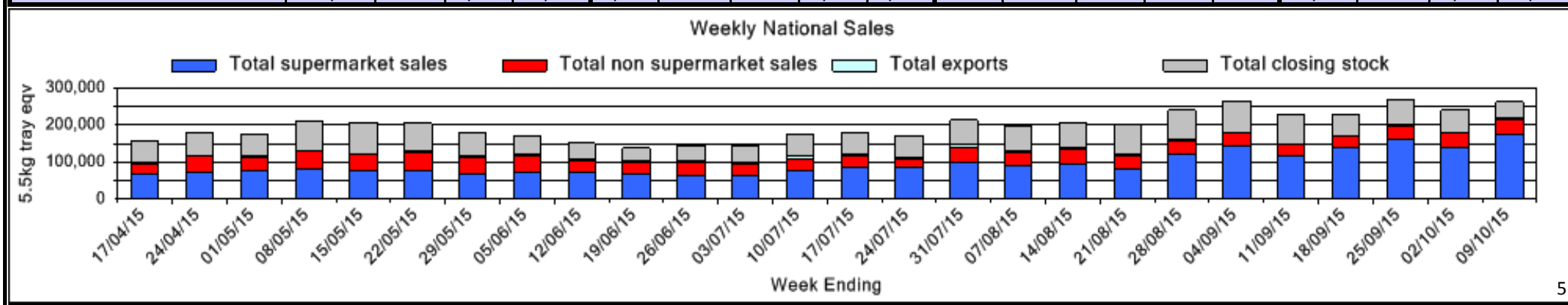
Natures Fruit Company (Consolidator)	KV & JM Lehmann (TRI)
Simpson Farms Pty Ltd (Consolidator)	Marrbiz Pty Ltd (TRI)
The Evolution (Consolidator)	Mildura Fruit Company (TRI)
Midcoast Avocados (CNSW)	Klingbiel Family Trust (TRI)
I & A Tolson (CNSW)	Justin Loffler (TRI)
Coastal Avocados (CNSW)	Golden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

Week 41 Contributors - Wholesalers

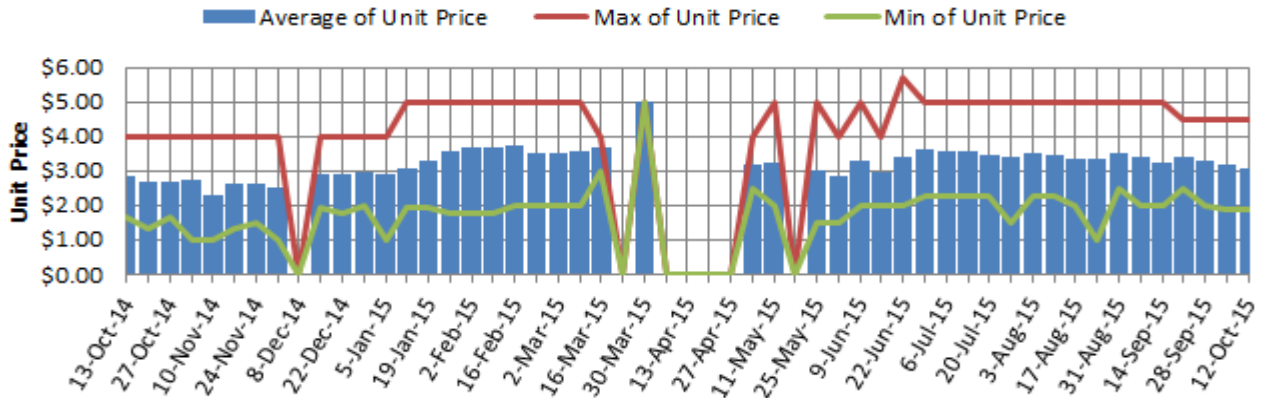
Allcrops Pty Ltd (Sydney)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Dykes Bros (Melbourne)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	WA Farm Direct (Perth)
Murray Bros (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	59,698			59,698	2,784			2,784	5,062	8,000			8,000	1,455	66,214			66,214
Total non supermarket sales	3,837			3,837	219			219	398						4,235			4,235
Total exports																		
Total sales	63,535			63,535	3,003			3,003	5,460	8,000			8,000	1,455	70,450			70,450
Total Stock on Hand	2,689			2,689											2,689			2,689
QLD																		
Total supermarket sales	39,184		272	39,456	864			864	1,571						40,755		272	41,027
Total non supermarket sales	3,509			3,509	905			905	1,645	1,773			1,773	322	5,477			5,477
Total exports																		
Total sales	42,693		272	42,965	1,769			1,769	3,216	1,773			1,773	322	46,232		272	46,504
Total Stock on Hand	13,208		4,883	18,091	400			400	727						13,935		4,883	18,818
SA & TAS																		
Total supermarket sales	10,189			10,189	960			960	1,745						11,934			11,934
Total non supermarket sales	7,363			7,363	1,219		8	1,227	2,231						9,579		15	9,594
Total exports																		
Total sales	17,552			17,552	2,179		8	2,187	3,976						21,514		15	21,528
Total Stock on Hand	10,758			10,758	633			633	1,151						11,909			11,909
VIC																		
Total supermarket sales	41,004			41,004	576			576	1,047						42,051			42,051
Total non supermarket sales	13,727		918	14,645	919			919	1,671						15,398		918	16,316
Total exports	233			233											233			233
Total sales	54,964		918	55,882	1,495			1,495	2,718						57,682		918	58,600
Total Stock on Hand	7,920			7,920	119			119	216						8,136			8,136
WA																		
Total supermarket sales	14,125			14,125	682		28	710	1,291						15,365		51	15,416
Total non supermarket sales	3,320			3,320	305		27	332	604						3,875		49	3,924
Total exports	690			690	432			432	785						1,475			1,475
Total sales	18,135			18,135	1,419		55	1,474	2,680						20,715		100	20,815
Total Stock on Hand	2,822			2,822	295			295	536						3,358			3,358
Total																		
Total supermarket sales	164,200		272	164,472	5,866		28	5,894	10,716	8,000			8,000	1,455	176,320		323	176,643
Total non supermarket sales	31,756		918	32,674	3,567		35	3,602	6,549	1,773			1,773	322	38,564		982	39,546
Total exports	923			923	432			432	785						1,708			1,708
Total sales	196,879		1,190	198,069	9,865		63	9,928	18,051	9,773			9,773	1,777	216,592		1,305	217,897
Total Stock on Hand	37,397		4,883	42,280	1,447			1,447	2,631						40,027		4,883	44,910



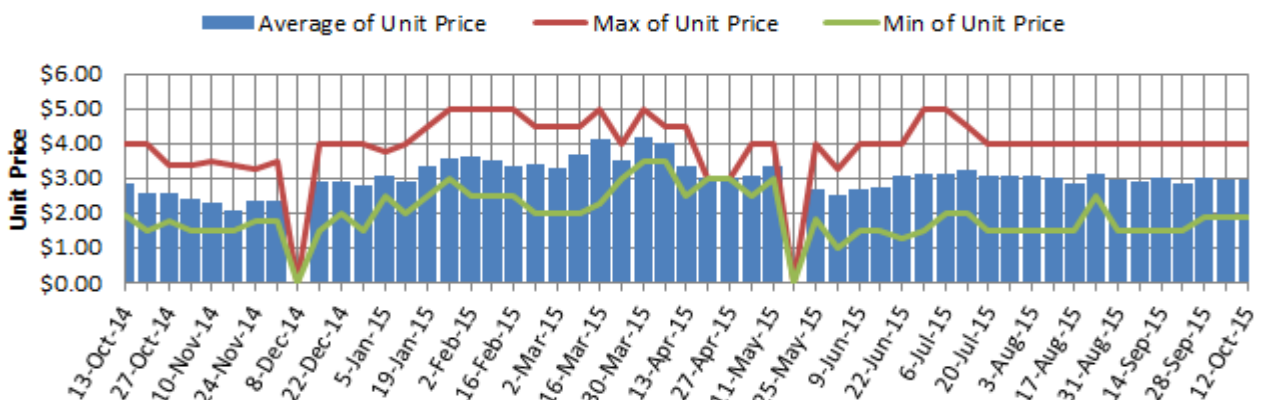
Hass Avocado Average Retail Prices - Sydney



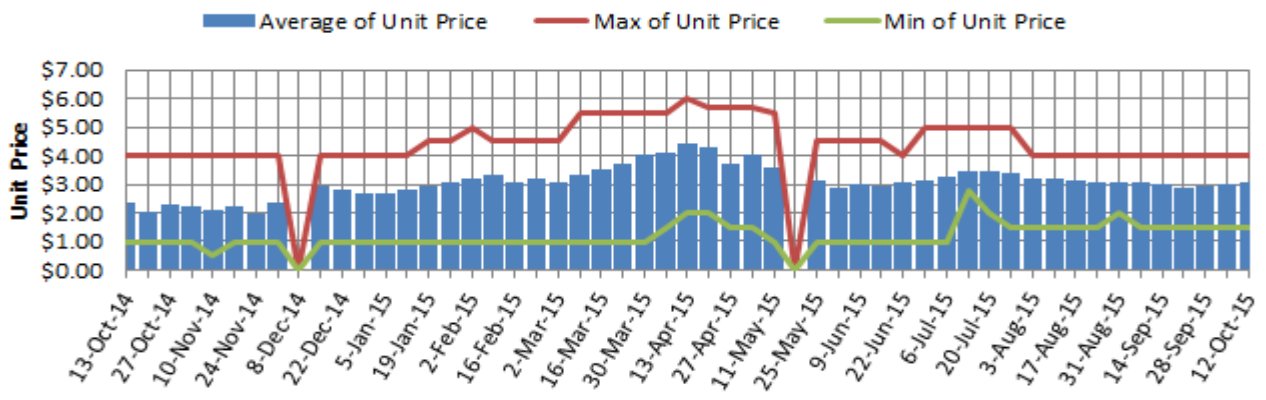
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

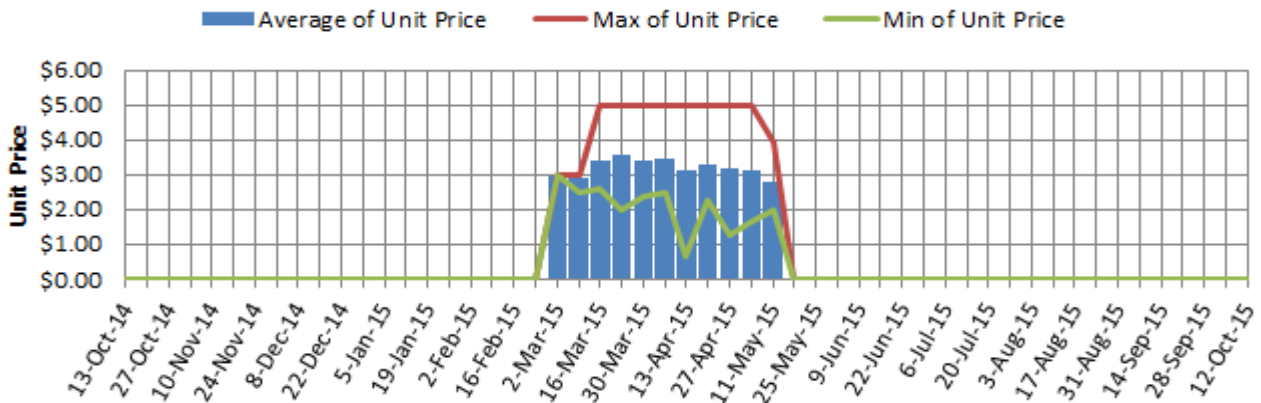


Hass Avocado Average Retail Prices - Perth

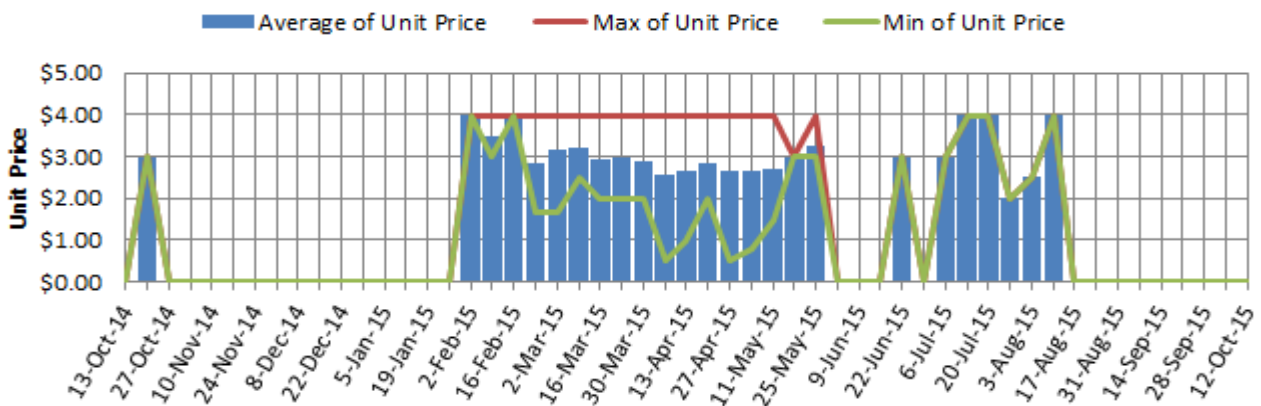


Assessment date (Week Commencing)

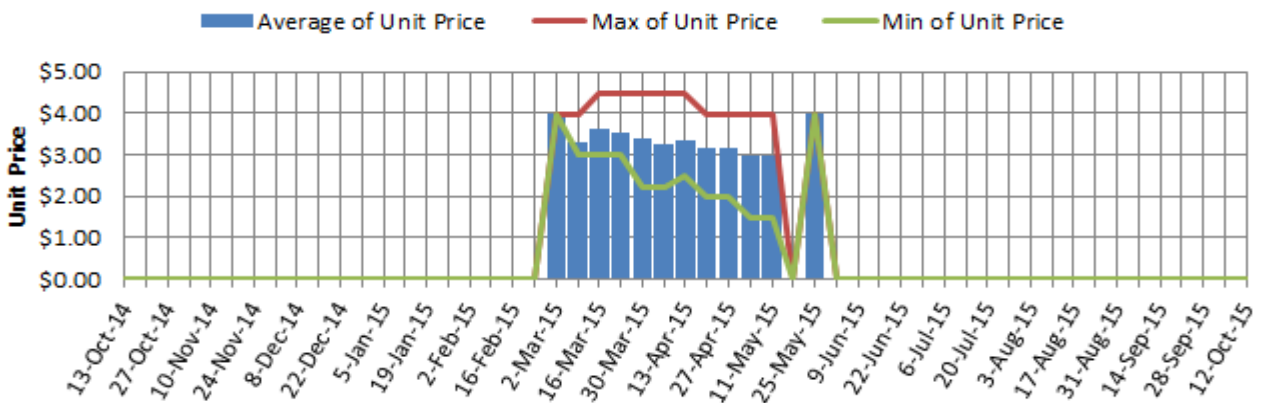
Shepard Avocado Average Retail Prices - Sydney



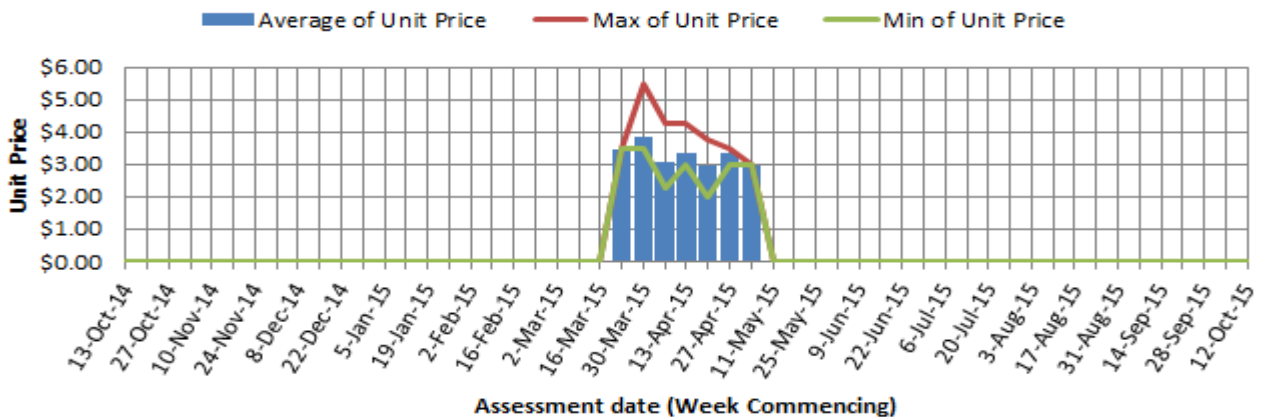
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 12th 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	260	1.99	No	NZ
Woolworths	Hass	300	2.98	No	Aus	I	Hass	190	2.49	No	Aus
Woolworths	Hass	300	2.98	No	Aus	Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus	Coles	Hass	290	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Woolworths	Hass	240	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	Coles	Hass	220	2.98	No	Aus
Coles	Hass	290	2.98	No	Aus	Coles	Hass	300	2.98	No	Aus
I	Hass	240	2.99	No	Aus	I	Hass	270	2.99	No	NZ
I	Hass	270	2.99	No	Aus	I	Hass	270	2.99	No	NS
IGA	Hass	250	2.99	No	Aus	I	Hass	330	3.19	No	Aus
I	Hass	250	2.99	No	Aus	I	Hass	240	3.69	No	Aus
Foodworks	Hass	260	3.49	Store	Mixed	I	Hass	330	3.75	No	Aus
IC	Hass	320	3.99	No	Mixed	I	Hass	360	3.98	No	Aus
I	Hass	320	3.99	No	Aus	I	Hass	320	3.99	No	Aus
IC	Hass	310	3.99	No	Aus	IGA	Hass	240	3.99	No	NS
IC	Hass	300	3.99	No	Aus	PERTH					
BRISBANE						IS	Hass	235	1.99	Store	Aus
I	Gwen	180	1.69	Store	Aus	I	Hass	175	2.48	No	Aus
I	Hass	160	1.79	No	NZ	Woolworths	Hass	170	2.98	No	Aus
I	Hass	190	1.98	No	NZ	Coles	Hass	200	2.98	No	Aus
IGA	Hass	218	2.49	No	NZ	Coles	Hass	205	2.98	No	Aus
I	Hass	230	2.50	No	NZ	Woolworths	Hass	170	2.98	No	Aus
I	Hass	250	2.59	No	NZ	Coles	Hass	175	2.98	No	Aus
Coles	Hass	240	2.98	No	NZ	Woolworths	Hass	175	2.98	No	Aus
Coles	Hass	240	2.98	No	NZ	I	Hass	350	2.99	No	Aus
Woolworths	Hass	250	2.98	No	Aus	I	Hass	240	2.99	No	Aus
Coles	Hass	200	2.98	No	NZ	IGA	Hass	190	3.19	No	Aus
IGA	Hass	230	2.98	No	NZ	IGA	Hass	210	3.49	No	Aus
I	Hass	340	2.99	No	Aus	I	Hass	265	3.49	No	Aus
I	Hass	300	3.00	No	Aus	IGA	Hass	355	3.99	No	Aus
I	Hass	314	3.49	No	Aus	I	Hass	270	3.99	No	Aus
Coles	Hass	250	3.50	No	Aus	IGA	Hass	295	3.99	No	Aus
I	Hass	240	3.50	No	Aus						
Coles	Hass	240	3.50	No	Aus						
IGA	Hass	255	3.99	No	Aus						
Woolworths	Hass	255	4.48	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