



INFOCADO WEEKLY REPORT: 19th —25th January 2013 (Wk 4)



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- Ex tropical Cyclone Oswald brought torrential rain, cyclonic winds, tornadoes and extensive flooding to much of the east coast of Australia over the weekend. Avocados Australia is in the process of contacting growers in affected regions to ascertain the level of damage.
- The January Quarterly Report has been completed and will be issued in the next couple of days.
- Given the recent events, a revised forecast is being planned to take account of recent changes. A revised quarterly report will therefore be released in February.
- Our thoughts are with all those who are dealing with this devastating act of nature.
- On the retail front however, prices remain high in Sydney and Melbourne with maximums of \$4.49 while Brisbane and Perth not far behind at \$3.99.
- Tell us what you thought about the new avocado bruising video! To view please follow this link: <http://www.youtube.com/watch?v=yDn-4YbV9BE>

What you need to be aware of for next month

- Growers about to start their 2013 season are reminded to ensure their fruit is mature before harvest. The Shepard benchmark is 21% Dry Matter and the Hass benchmark is 23%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 1,038,408 5.5kg eqv trays are expected in the market place for February. 696,391 5.5kg eqv trays are Hass, 334,756 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the latest seasonal forecasts are reviewed.

Upcoming Holidays

4th March | Labour Day WA

Report Index

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IMPORTANT and PLEASE NOTE:

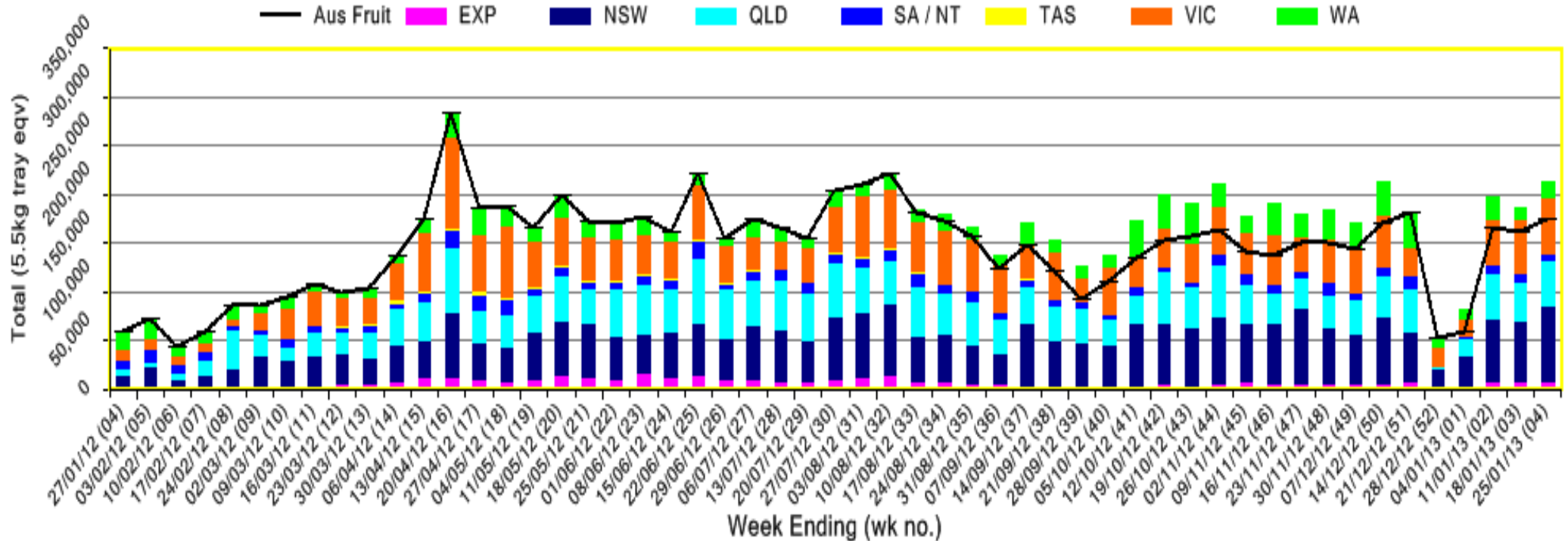
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 19th January - 25th January 2013 (Wk 4)

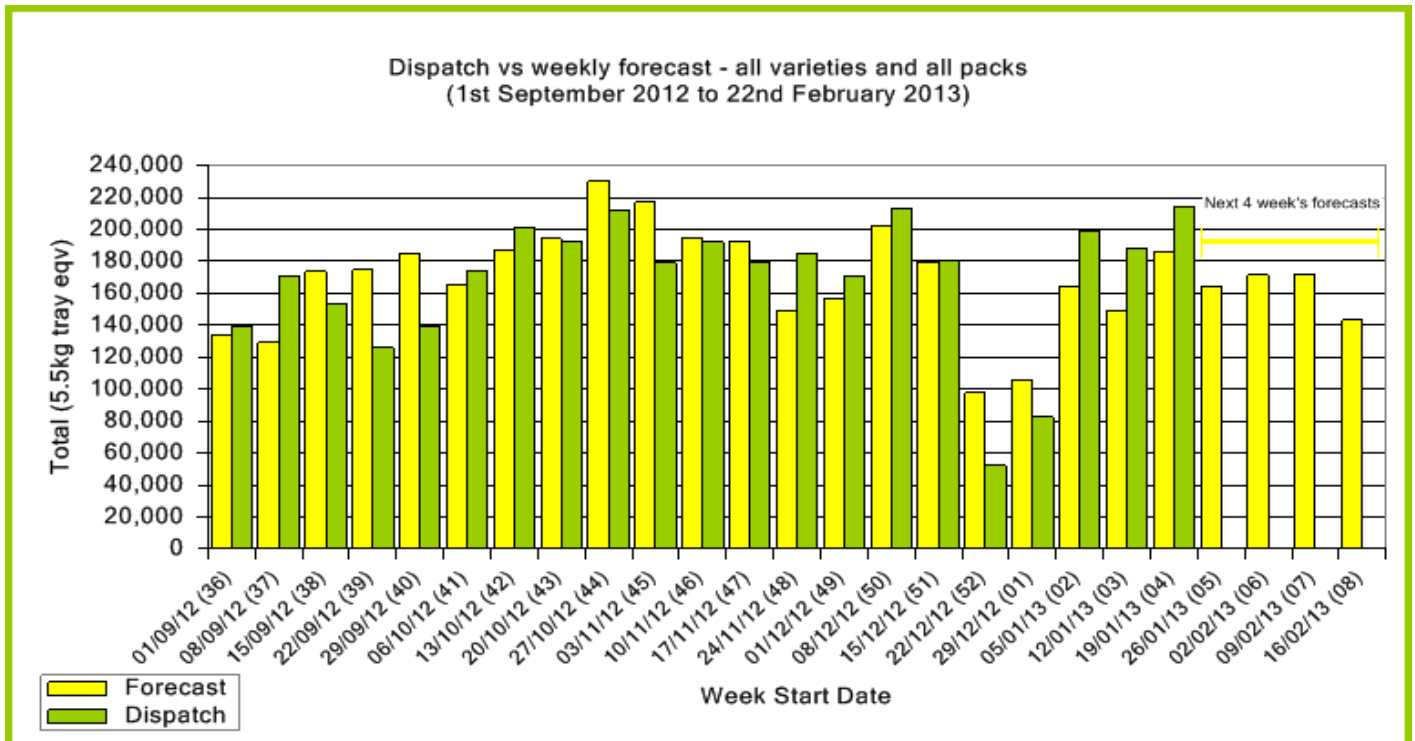
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								1,726	3,835	5,561	371			6,236
NSW	5,530	7,857	11,197	18,784			16,611	8,084	2,385	2,605	3,220			78,908
QLD	484	6,445	6,147	7,454	304	7,350	7,310	2,994	930	39,418	1,979		12,540	45,296
SA / NT			714	2,302		960	1,649	751		6,376	408			7,118
VIC	1,988	2,956	6,683	16,364		10,944	11,711	2,041	1,172	53,859	2,835			59,014
WA		222	634	710		1,625	8,908	752	109	12,960	2,305	250		17,196
Total	8,002	17,480	25,375	45,614	304	37,490	37,662	10,649	8,651	191,227	11,118	250	12,540	213,767

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 683,406 5.5kg tray eqv



Forecast Data (Week 4 - 8)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 4 - begin 19/01/2013						
Hass	152,929	8,432	1,000	100	5,000	169,369
Lamb Hass	1,400	50				1,491
Reed	11,200	40				11,273
Shepard	3,500	50				3,591
Week Total	169,029	8,572	1,000	100	5,000	185,723
Week 5 - begin 26/01/2013						
Hass	134,904	6,080		100	5,000	146,886
Lamb Hass	1,000					1,000
Reed	10,000					10,000
Shepard	6,000	380				6,691
Week Total	151,904	6,460		100	5,000	164,576
Week 6 - begin 02/02/2013						
Hass	132,520	5,628	1,000	100	5,000	143,862
Lamb Hass	1,000					1,000
Reed	10,000					10,000
Shepard	14,700	1,140				16,773
Week Total	158,220	6,768	1,000	100	5,000	171,634
Week 7 - begin 09/02/2013						
Hass	125,700	5,148	1,000	100	5,000	136,169
Reed	10,000					10,000
Shepard	23,700	1,140				25,773
Week Total	159,400	6,288	1,000	100	5,000	171,942
Week 8 - begin 16/02/2013						
Hass	120,780	5,075	1,000	100		130,207
Shepard	12,700	140				12,955
Week Total	133,480	5,215	1,000	100		143,162

Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 4 - begin 19/01/2013)						
Variety	Trays	Bulk	Oil	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays	
Hass	176,633	10,854	250	11,020	198,417	
Lamb Hass	1,923	96			2,098	
Reed	10,036	84		1,520	10,465	
Shepard	2,635	84			2,788	
Total	191,227	11,118	250	12,540	213,767	



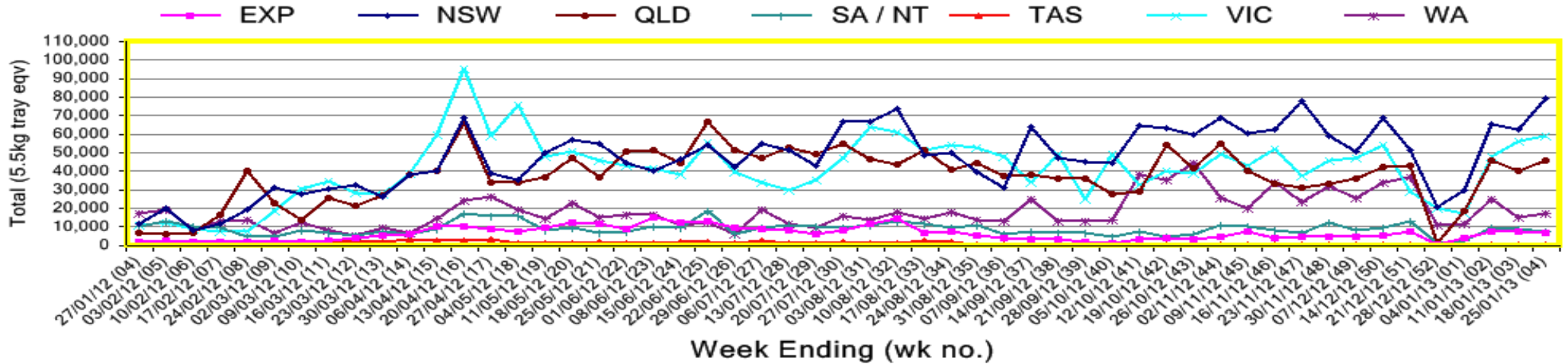
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	933,459
Australia	27,768	106,347	156,090	211,721	71,661	126,478				700,065
USA			7							
Japan	374	9,797	38,653							
Total	28,142	116,144	194,750	211,721	71,661	126,478				748,896

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

■ 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 2013 to date = 683,406 5.5kg tray eqv



Week 4 contributors - Packhouses

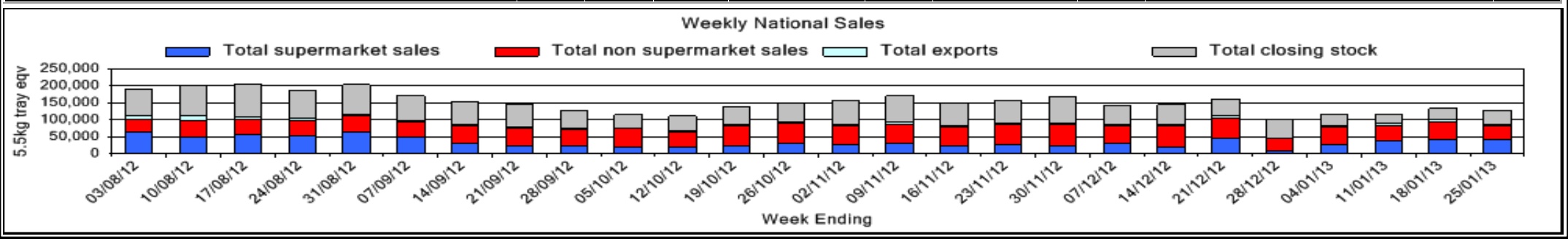
Advance Packing & Marketing Services P/L	ID & AM Leighton
Avocado Industry Council (NZAGA)	Lavers Orchards
Avonova	Mariners Rest
Box Organics	Sunfresh
Delroy Orchards	VP & EA Farrell
Hilltop Mareeba	Willow Creek

Week 4 contributors - Wholesalers

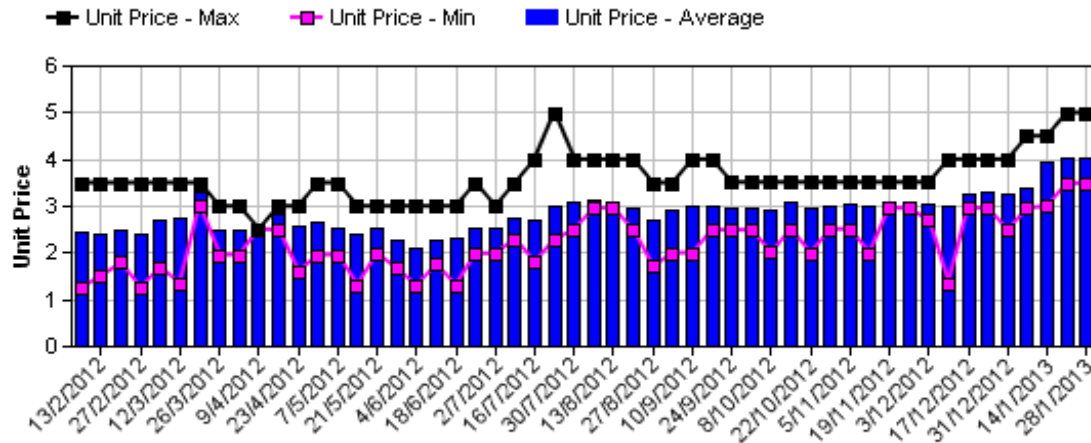
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes Bros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

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

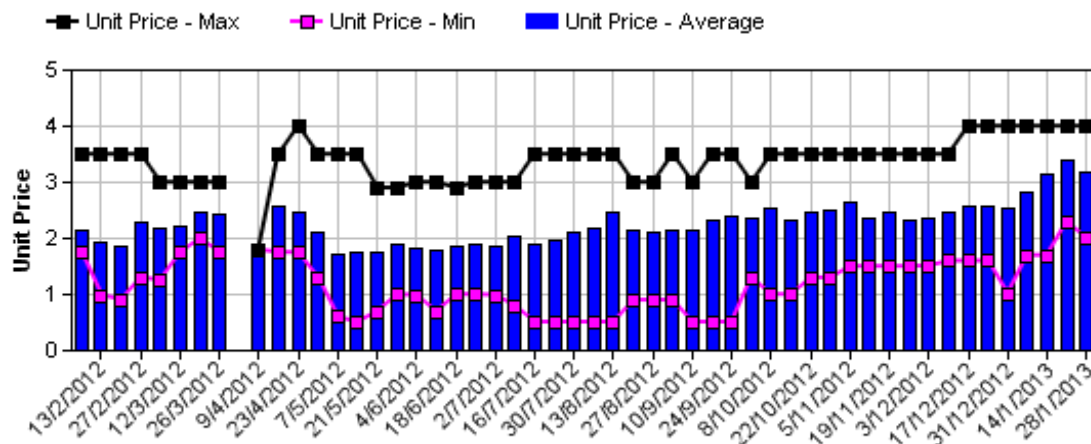
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	8,000		380	8,380			44	44	80						8,000		460	8,460
Total non supermarket sales	5,592		1,417	7,009	995			995	1,809						7,401		1,417	8,818
Total exports																		
Total sales	13,592		1,797	15,389	995		44	1,039	1,889						15,401		1,877	17,278
Total Stock on Hand	2,265		313	2,578	288			288	524						2,789		313	3,102
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	31,699		1,210	32,909	96			96	175						31,874		1,210	33,084
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	3,978			3,978											3,978			3,978
Total non supermarket sales	2,989		1,223	4,212	548		89	637	1,158						3,985		1,385	5,370
Total exports																		
Total sales	6,967		1,223	8,190	548		89	637	1,158						7,963		1,385	9,348
Total Stock on Hand	15,296		2,282	17,578	948		84	1,032	1,876						17,020		2,435	19,454
VIC																		
Total supermarket sales	7,046			7,046											7,046			7,046
Total non supermarket sales	5,178		521	5,699	887		96	983	1,787						6,791		696	7,487
Total exports																		
Total sales	12,224		521	12,745	887		96	983	1,787						13,837		696	14,533
Total Stock on Hand	4,703		92	4,795	568			568	1,033						5,736		92	5,828
WA																		
Total supermarket sales	2,691			2,691											2,691			2,691
Total non supermarket sales	3,550		675	4,225	632			632	1,149						4,699		675	5,374
Total exports	5,061			5,061	371			371	675						5,736			5,736
Total sales	11,302		675	11,977	1,003			1,003	1,824						13,126		675	13,801
Total Stock on Hand	4,399		1,399	5,798	820			820	1,491						5,890		1,399	7,289
Total																		
Total supermarket sales	41,298		1,500	42,798			44	44	80						41,298		1,580	42,878
Total non supermarket sales	28,925		3,926	32,851	3,158		185	3,343	6,078						34,667		4,263	38,930
Total exports	5,561			5,561	371			371	675						6,236			6,236
Total sales	75,784		5,426	81,210	3,529		229	3,758	6,833						82,201		5,843	88,043
Total Stock on Hand	30,200		4,136	34,336	2,751		84	2,835	5,155						35,202		4,289	39,491



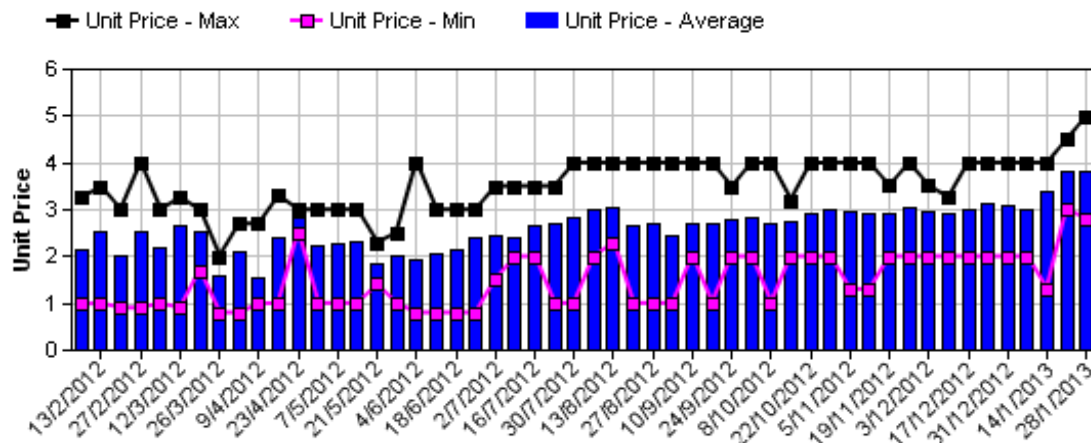
Hass Avocado Average Retail Prices - Sydney



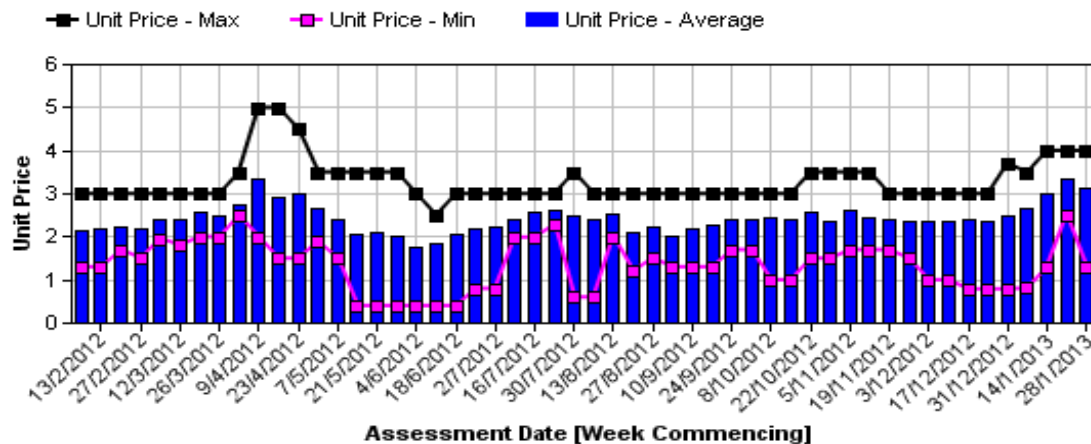
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

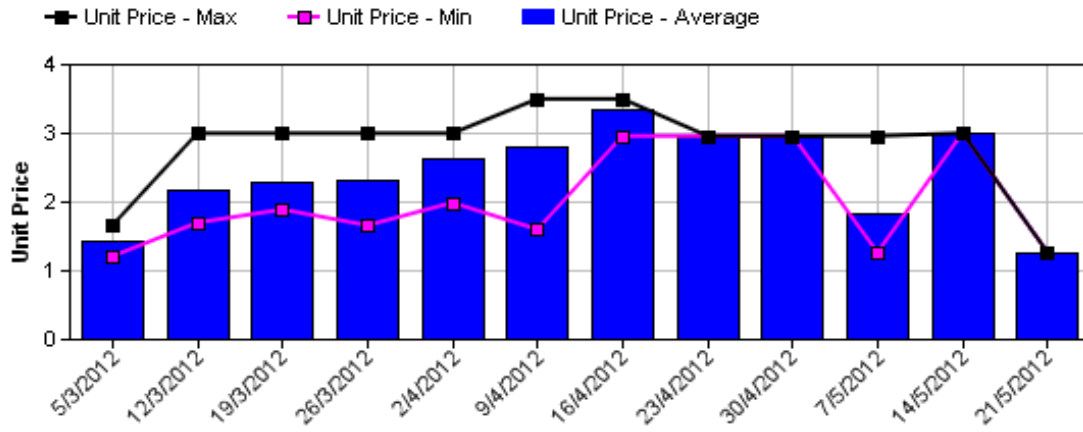


Hass Avocado Average Retail Prices - Perth

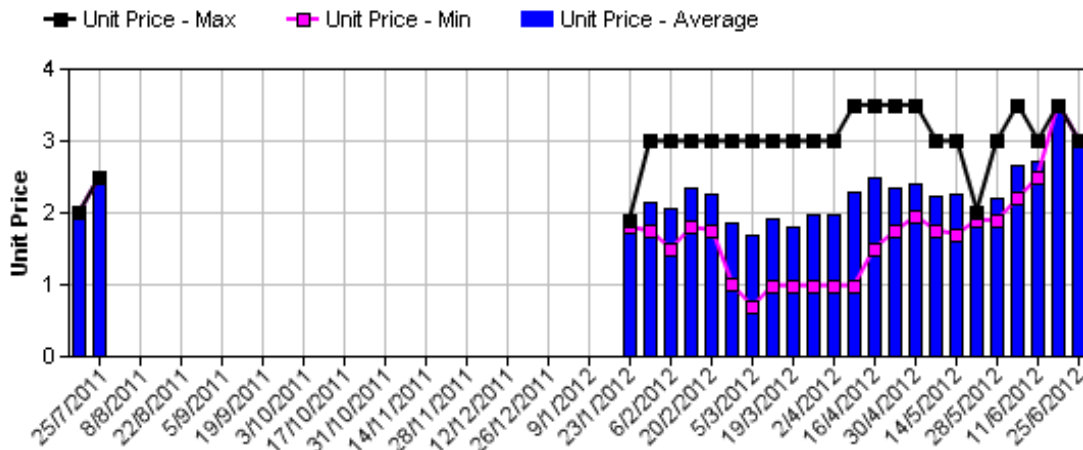


Assessment Date [Week Commencing]

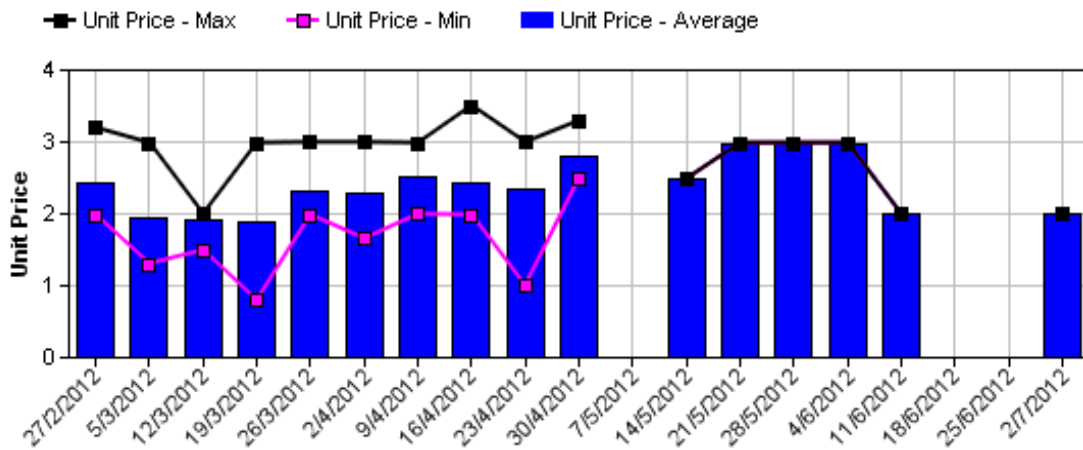
Shepard Avocado Average Retail Prices - Sydney



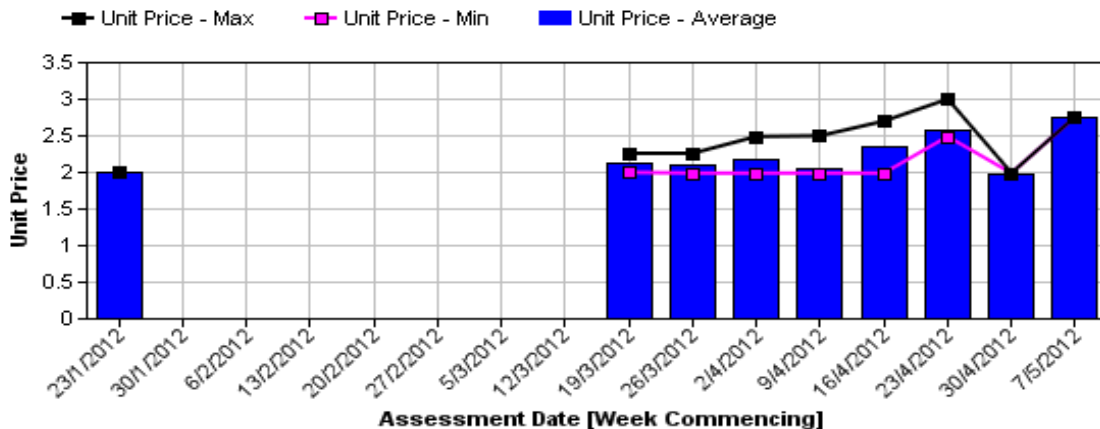
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 28th January 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	275	3.48	No	Aus
Coles	Hass	290	3.48	No	Aus
Coles	Hass	290	3.48	No	Aus
Woolworths	Hass	290	3.48	No	Aus
Coles	Hass	280	3.48	No	Aus
Woolworths	Hass	270	3.48	No	Aus
I	Reed	440	3.49	No	Aus
I	Hass	240	3.69	No	Aus
IGA	Hass	280	3.95	No	Mixed
I	Hass	270	3.99	No	Aus
I	Hass	260	3.99	No	Aus
I	Reed	520	3.99	No	Aus
I	Reed	420	3.99	No	Aus
I	Reed	520	3.99	No	Aus
IGA	Hass	220	3.99	No	NZ
I	Hass	300	4.49	No	Aus
Foodworks	Hass	300	4.50	No	NZ
I	Hass	340	4.99	No	Aus
I	Reed	490	4.99	No	Aus
I	Hass	340	4.99	No	Aus
I	Reed	440	4.99	No	Aus
I	Hass	330	4.99	No	Aus
BRISBANE					
I	Hass	220	1.99	Store	NZ
Woolworths	Hass	400	2.48	No	Aus
I	Hass	180	2.50	Store	NZ
Woolworths	Hass	240	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
I	Hass	215	2.99	No	Aus
IGA	Hass	195	2.99	No	NZ
IGA	Hass	195	2.99	No	Aus
Coles	Hass	180	3.48	No	Aus
Coles	Hass	200	3.48	No	Aus
Coles	Hass	220	3.48	No	Aus
IGA	Hass	200	3.48	No	NZ
I	Reed	350	3.49	Store	Aus
I	Hass	240	3.50	Store	Aus
I	Hass	235	3.79	No	Aus
I	Hass	286	3.99	Store	Aus
I	Reed	350	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	246	2.80	No	Aus
Safeway	Hass	265	3.48	No	Aus
Coles	Hass	250	3.48	No	Aus
Safeway	Hass	235	3.48	No	Aus
Coles	Hass	255	3.48	No	Aus
Coles	Hass	270	3.48	No	Aus
Safeway	Hass	240	3.48	No	Aus
I	Hass	245	3.98	No	Aus
I	Hass	235	3.99	No	Aus
I	Hass	290	3.99	No	Aus
I	Hass	295	3.99	No	Aus
I	Reed	415	3.99	No	Aus
IGA	Hass	255	3.99	No	Aus
IS	Hass	265	3.99	No	NZ
I	Hass	275	3.99	No	Aus
I	Hass	285	4.49	No	Aus
I	Hass	240	4.99	No	NZ
PERTH					
I	Hass	125	1.29	No	Aus
IS	Hass	210	2.49	Store	Aus
Woolworths	Hass	190	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	215	2.98	No	Aus
Woolworths	Hass	240	2.98	Store	Aus
Woolworths	Hass	230	2.98	No	Aus
I	Hass	230	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Reed	290	2.99	No	Aus
IGA	Hass	225	3.49	No	Aus
IGA	Hass	240	3.49	No	Aus
I	Hass	240	3.69	No	Aus
I	Hass	255	3.99	No	Aus
IGA	Hass	255	3.99	No	Aus
IGA	Hass	240	3.99	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