



INFOCADO WEEKLY REPORT: 18th—24th January 2014 (Wk 4)



Comments

- In last week's report we said that we would check on the very low NZ fruit volumes forecast for week 7 and as thought those volumes should have been higher. They have been amended in this report and as such it can be seen that NZ volumes are fairly well on track with the forecast on page 3 of the report.
- Dispatches were in fact significantly higher this week and are forecast to be high again next week.
- Please note that the Infocado Quarterly Report with the crop forecast for 2014 will be sent out in the next day.
- Average retail prices have kicked slightly in the last week in all capital cities except Brisbane.

[Click here to learn How to conduct Dry Matter tests at home](#)

[Click here to for a refresher on how to contribute to Infocado](#)

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What you need to be aware of for next month

Did you hear about the 2013 Australian Avocado 'breakfast' campaign? Developed to take advantage of the potential growth in the breakfast category, the campaign featuring delicious avocado photography with simple, easy to create recipes was coupled with a simple headline: why wait when there's breakfast?

A campaign featuring magazine advertising, digital banners, social platforms and bloggers encouraged people to start using avocados in their breakfast each morning.

According to post campaign market research, 76% of people said the campaign made them consider eating avocados at breakfast time, with 73% agreeing that avocados are a great way to start the day. Males were particularly inclined to agree that the breakfast message was telling them something new about avocados, and amongst those that currently do not eat avocados at breakfast time, 70% agreed that the ads would prompt them to consider avocados as a breakfast food.

With the new school and work year just beginning for many this is the perfect time to be pushing avocados as the healthy breakfast alternative.

Upcoming Holidays

Waitangi Day (NZ): 6th February | Labour Day (WA): 3rd March | Labour Day (VIC & SA): 10th March

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:

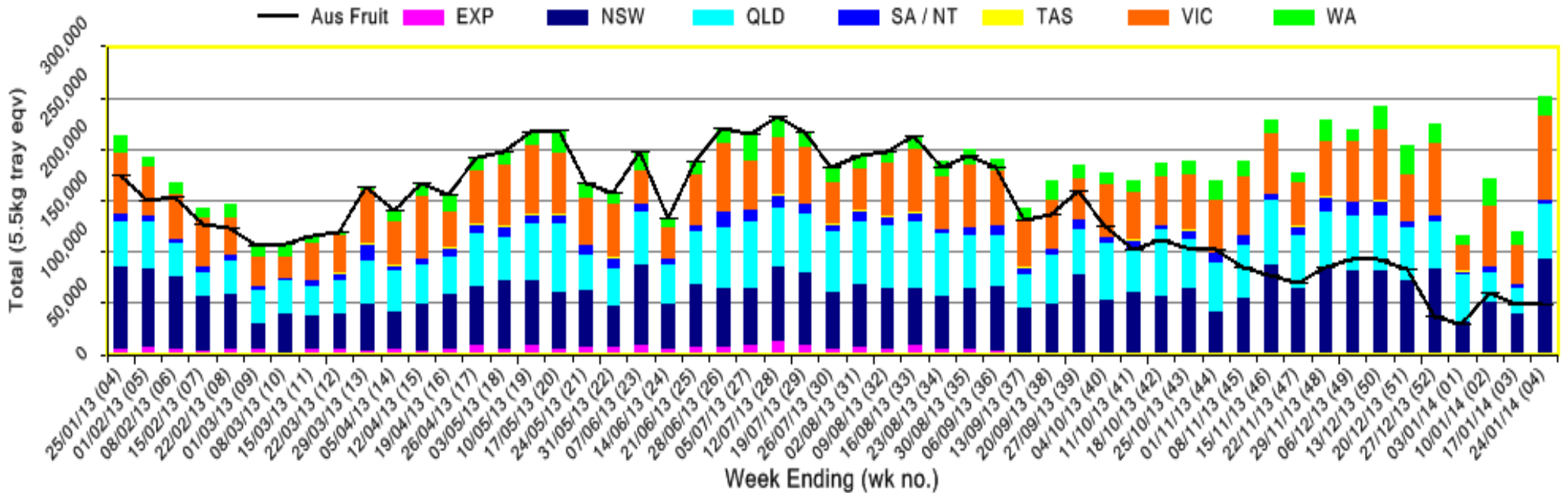
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 18th January - 24th January 2014 (Wk 4)

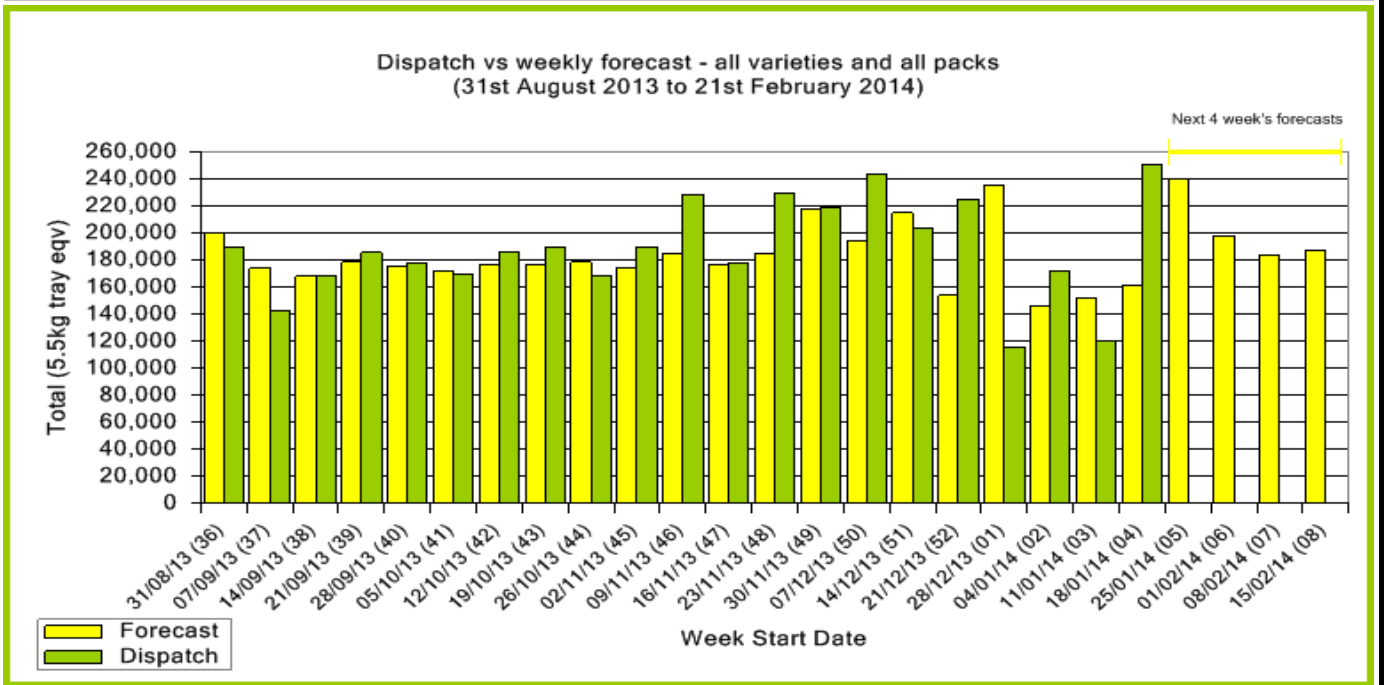
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								335	240	575	192		924
NSW	1,627	3,623	6,707	14,625	16,849	18,466	12,253	14,351	88,501	2,249	120		92,612
QLD	152	1,420	3,804	8,475	10,153	11,020	7,165	8,463	50,652	969		1,355	52,660
SA / NT	531	766	1,262	672	383	168	472		4,254	316			4,829
TAS					299	176			475				475
VIC	792	3,698	6,556	14,091	15,356	16,856	10,451	12,423	80,223	834			81,739
WA	349	707	4,743	4,449	2,938	1,936	714	610	16,446	793		885	18,049
Total	3,451	10,214	23,072	42,312	45,978	48,622	31,390	36,087	241,126	5,353	120	2,240	251,288

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 659,817 5.5kg tray eqv



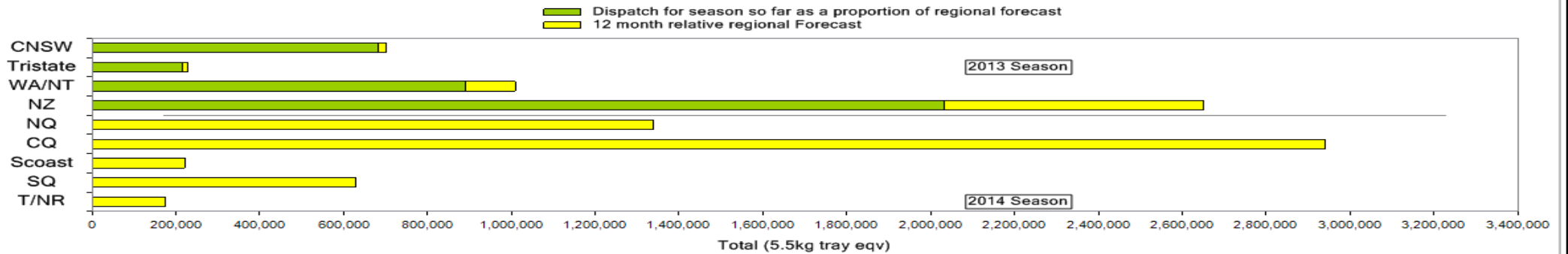
Forecast Data (Week 4 - 8)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 4 - begin 18/01/2014				
Hass	144,720	4,250	1	152,447
Lamb Hass	4,100	208		4,478
Reed	3,232	388		3,937
Week Total	152,052	4,846	1	160,863
Week 5 - begin 25/01/2014				
Hass	224,894	3,800		231,803
Lamb Hass	5,500	296		6,038
Reed	1,800	388		2,505
Week Total	232,194	4,484		240,347
Week 6 - begin 01/02/2014				
Hass	188,596	2,300		192,778
Lamb Hass	4,100	226		4,511
Reed	500	88		660
Week Total	193,196	2,614		197,949
Week 7 - begin 08/02/2014				
Hass	158,526	1,400		161,071
Lamb Hass	2,500	176		2,820
Shepard	20,000	100		20,182
Week Total	181,026	1,676		184,073
Week 8 - begin 15/02/2014				
Hass	171,266	600		172,357
Shepard	15,000	100		15,182
Week Total	186,266	700		187,539

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 4 - begin 18/01/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	23	5			32
Gwen	391	208			769
Hass	231,638	4,380	120	2,240	240,031
Lamb Hass	6,951	438			7,747
Reed	2,123	322			2,708
Total	241,126	5,353	120	2,240	251,288

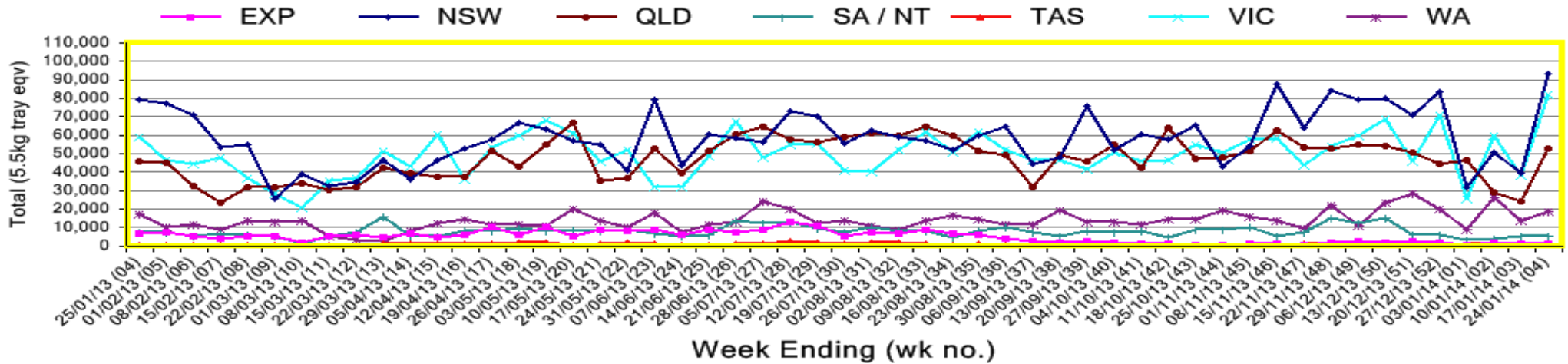


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013–April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia	16,341	83,173	283,934	582,190	587,056	478,391				2,031,085
USA	0	0	0							
Japan	0	0	0							
Total	16,341	83,173	283,934	582,190	587,056	478,391				2,031,085

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 659,817 5.5kg tray eqv



Week 4 contributors - Packhouses

The Avolution (Consolidator)	Chinoola Orchards (TRI)
Natures Fruit Company (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Avocado Industry Council (NZAGA)	Box Organics (WA)
Gunnado Farm (NQ)	Willow Creek (WA)
Avocado Estates (NQ)	Advance Packing & Marketing Services P/L (WA)
Battistin Orchards Pty Ltd (NQ)	Delroy Orchards (WA)
Hilltop Mareeba (NQ)	CNSW: Less than 3 contributors
Lakeshore Pty Ltd (NQ)	Sth Qld: Less than 3 contributors
KV & JM Lehmann (TRI)	

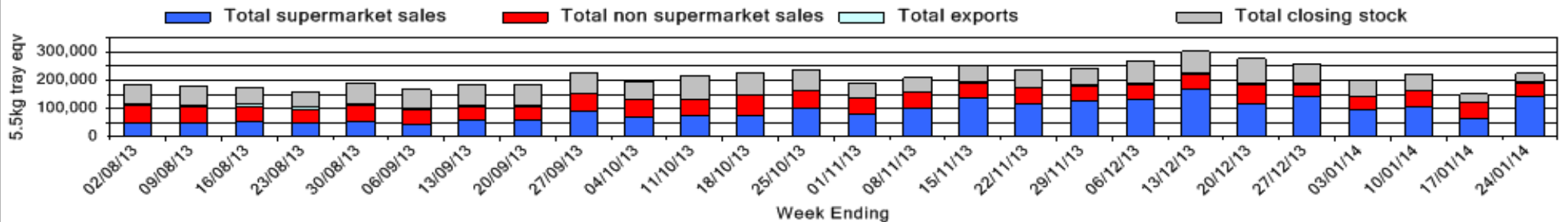
Week 4 contributors - Wholesalers

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

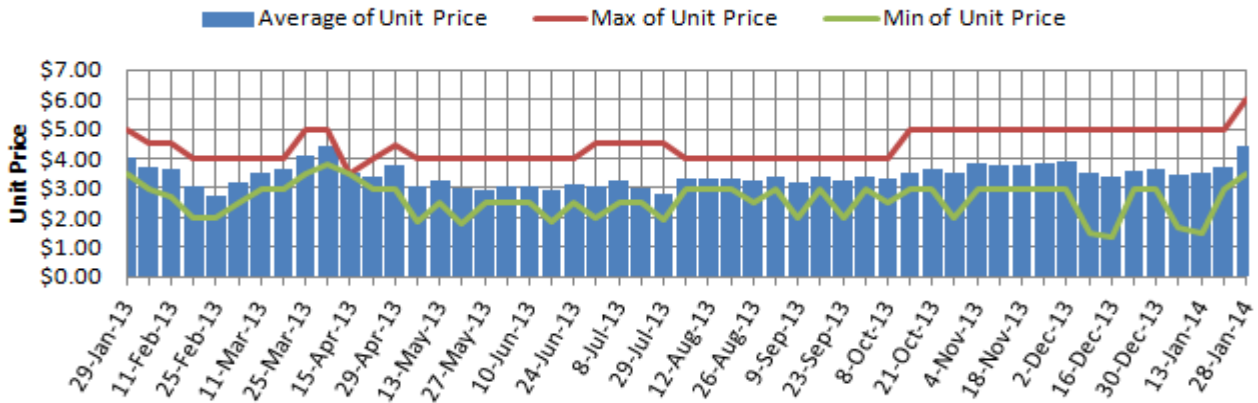
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	67,037		101	67,138	382		29	411	747						67,732		154	67,886
Total Stock on Hand																		
QLD																		
Total supermarket sales	26,812			26,812											26,812			26,812
Total non supermarket sales	16,845		20	16,865	376		9	385	700					17,529		36	17,565	
Total exports																		
Total sales	43,657		20	43,677	376		9	385	700					44,341		36	44,377	
Total Stock on Hand	2,130			2,130	4			4	7					2,137			2,137	
SA & TAS																		
Total supermarket sales	2,955		720	3,675										2,955		720	3,675	
Total non supermarket sales	3,965		727	4,692	458		166	624	1,135					4,798		1,029	5,827	
Total exports																		
Total sales	6,920		1,447	8,367	458		166	624	1,135					7,753		1,749	9,502	
Total Stock on Hand	5,844		2,059	7,903	289		33	322	585					6,369		2,119	8,488	
VIC																		
Total supermarket sales	37,709			37,709										37,709			37,709	
Total non supermarket sales	11,880		1,162	13,042	1,878		292	2,170	3,945					15,294		1,693	16,987	
Total exports																		
Total sales	49,589		1,162	50,751	1,878		292	2,170	3,945					53,003		1,693	54,696	
Total Stock on Hand	10,455	722	2,764	13,941	574			574	1,044					11,499	722	2,764	14,985	
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	14,194			14,194	931		37	968	1,760					15,887		67	15,954	
Total Stock on Hand																		
Total																		
Total supermarket sales	140,202		720	140,922	542			542	985					141,187		720	141,907	
Total non supermarket sales	40,620		2,010	42,630	3,291		533	3,824	6,953					46,603		2,979	49,583	
Total exports	575			575	192			192	349					924			924	
Total sales	181,397		2,730	184,127	4,025		533	4,558	8,287					188,715		3,699	192,414	
Total Stock on Hand	23,973	722	4,823	29,518	884			940	1,709					25,580	722	4,925	31,227	

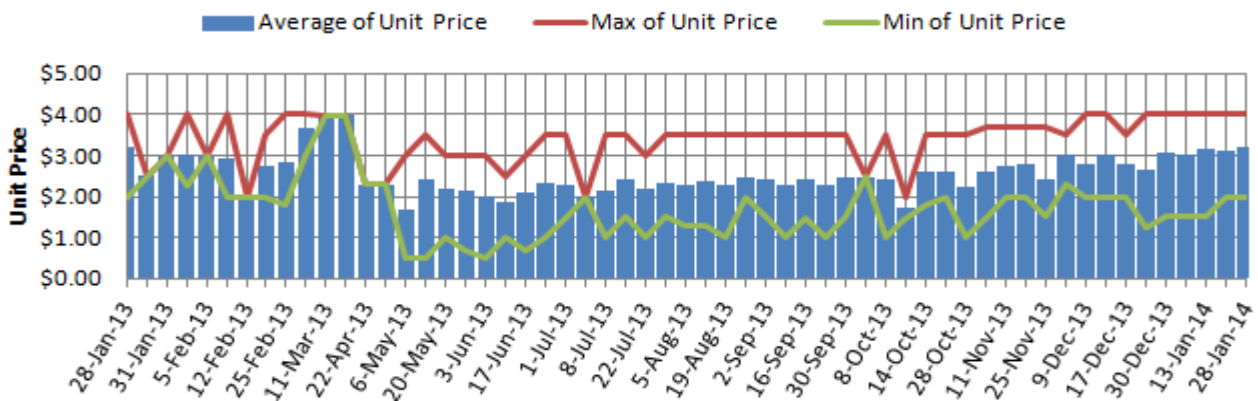
Weekly National Sales



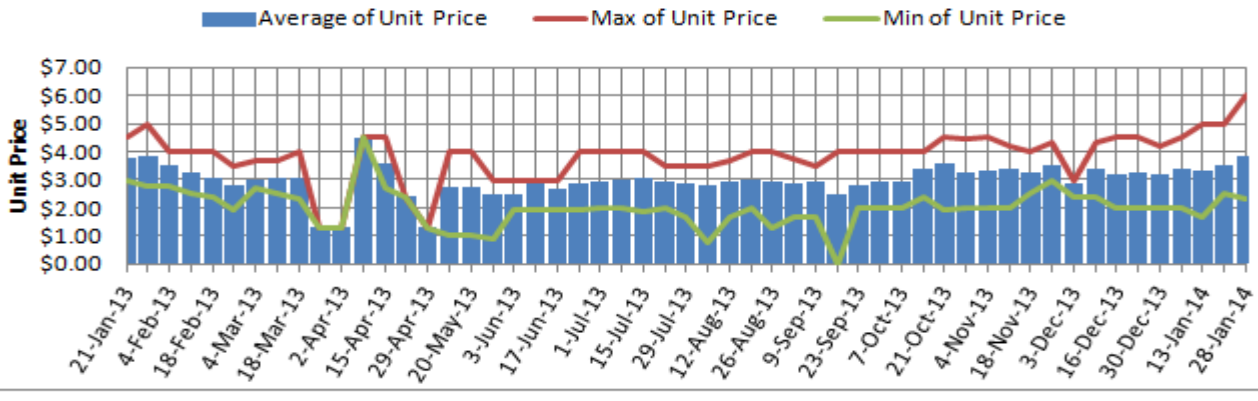
Hass Avocado Average Retail Prices - Sydney



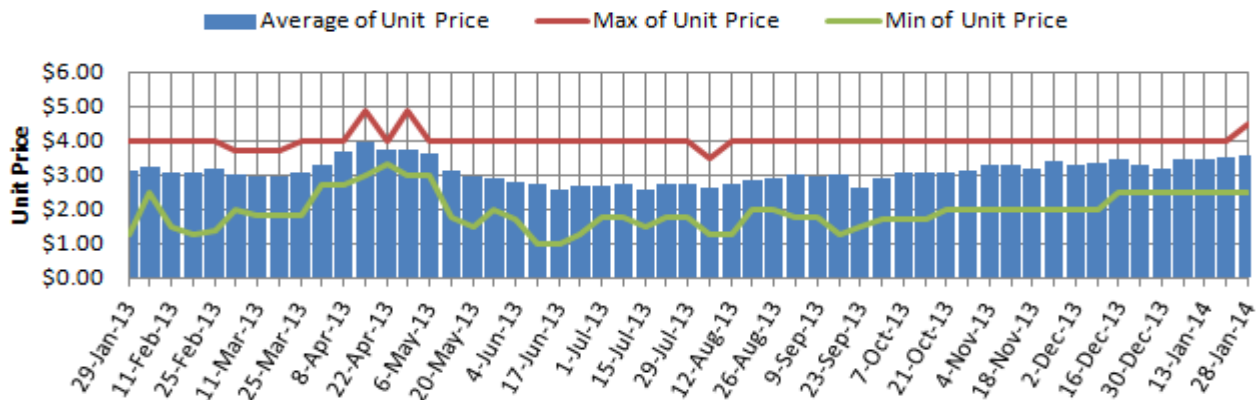
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

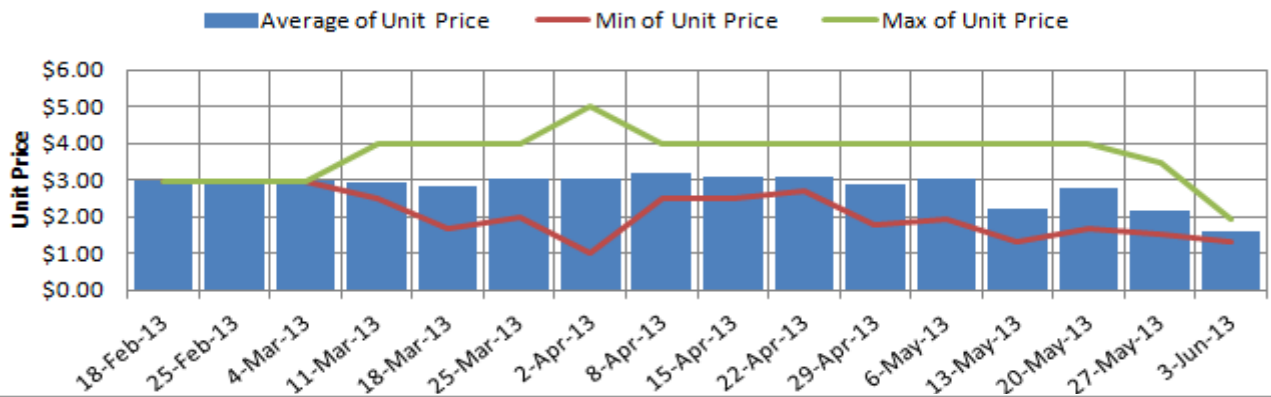


Hass Avocado Average Retail Prices - Perth

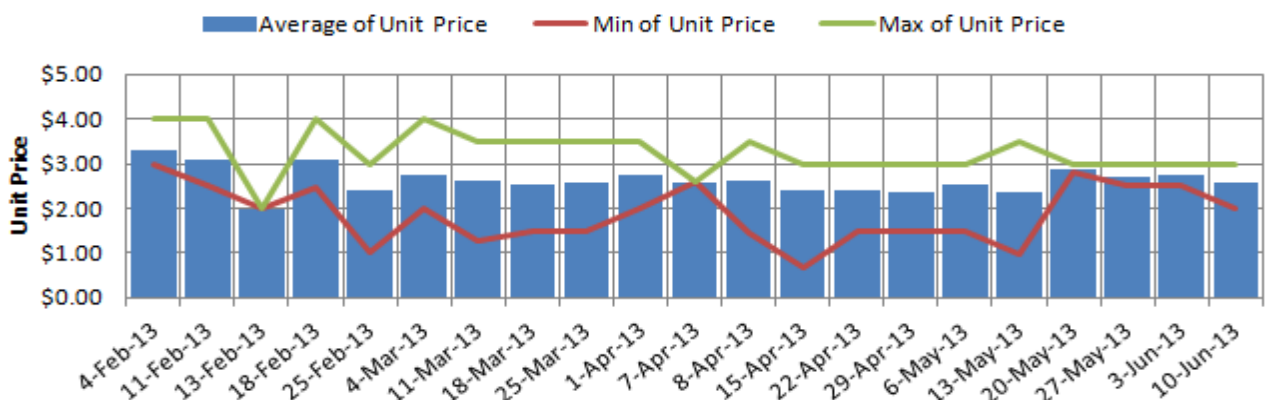


Assessment date (Week Commencing)

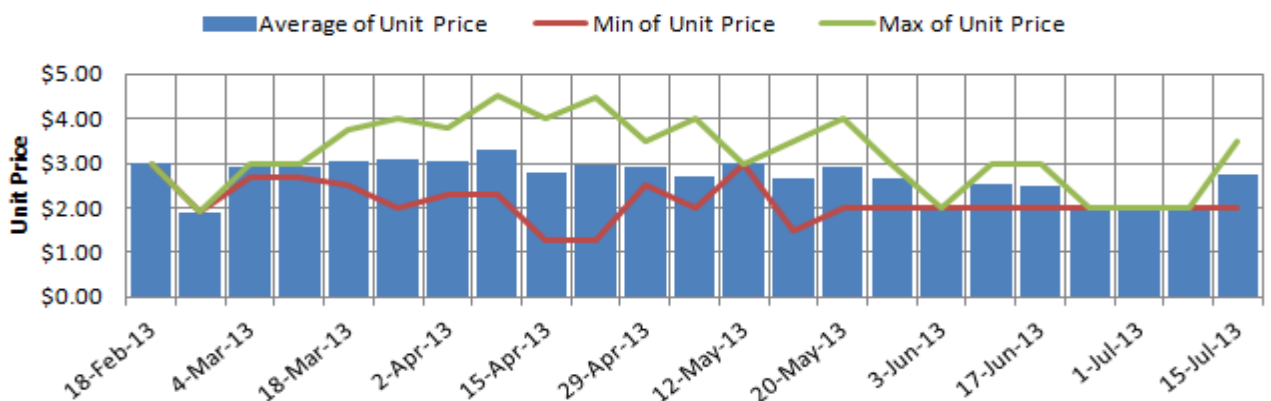
Shepard Avocado Average Retail Prices - Sydney



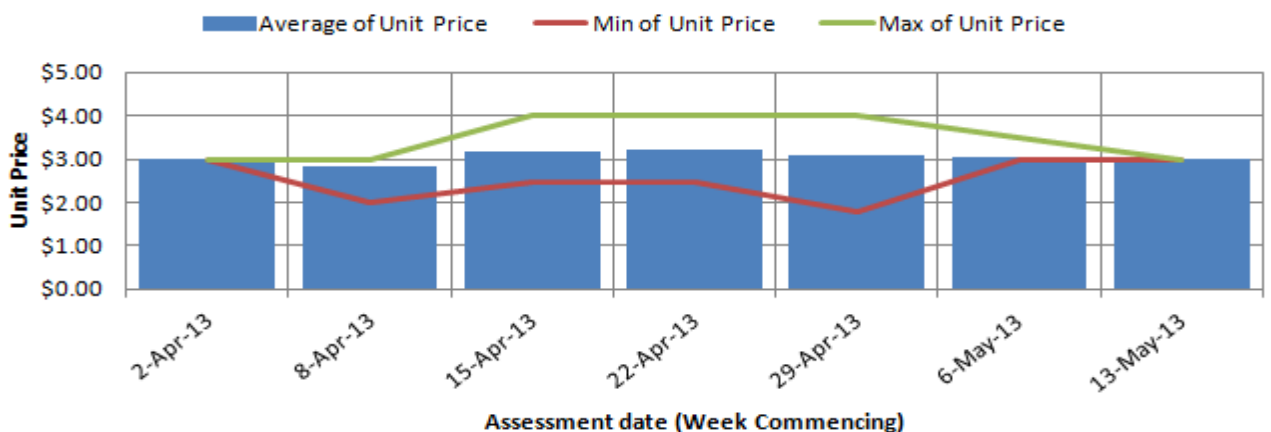
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store a Variety – 28th January 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	280	3.48	No	NZ
Woolworths	Hass	280	3.48	No	NZ
Coles	Hass	260	3.48	No	NZ
Coles	Hass	260	3.48	No	NZ
Woolworths	Hass	260	3.48	No	NZ
Woolworths	Hass	260	3.48	No	NZ
I	Hass	220	3.99	No	NZ
I	Reed	390	3.99	No	Aus
Foodworks	Hass	260	4.79	No	Mixed
IGA	Hass	260	4.95	No	Aus
I	Hass	330	4.99	No	Aus
I	Reed	400	4.99	No	Aus
I	Reed	420	4.99	No	Aus
I	Hass	270	4.99	No	Aus
I	Hass	280	4.99	No	Aus
IGA	Hass	230	4.99	No	NZ
I	Hass	270	4.99	No	Aus
I	Hass	260	4.99	No	Aus
I	Hass	330	5.99	No	Aus
BRISBANE					
I	Hass	95	2.00	Store	Aus
Woolworths	Hass	240	2.48	No	NZ
Coles	Hass	210	2.98	No	NZ
Coles	Hass	220	2.98	No	NZ
Coles	Hass	240	2.98	No	NZ
Woolworths	Hass	260	3.48	No	NZ
I	Hass	300	3.49	No	NZ
I	Hass	240	3.50	Store	NZ
I	Hass	240	3.99	Store	NZ
I	Hass	280	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	125	2.29	No	NS
I	Hass	135	2.49	No	NS
Coles	Hass	190	2.98	No	NZ
Coles	Hass	200	2.98	No	NZ
Coles	Hass	250	2.98	No	NZ
I	Hass	195	2.99	No	Aus
Safeway	Hass	250	3.48	No	NZ
Safeway	Hass	230	3.48	No	NZ
I	Hass	325	3.49	No	NS
I	Hass	275	3.49	No	NS
Safeway	Hass	320	3.49	No	NZ
IGA	Hass	270	3.99	No	NZ
I	Reed	300	3.99	No	Aus
I	Reed	350	3.99	No	Aus
IS	Hass	250	3.99	No	NZ
I	Hass	260	4.89	No	NZ
I	Hass	350	4.98	No	Aus
I	Hass	335	4.99	No	NS
I	Hass	370	5.99	No	Aus
I	Hass	410	5.99	No	Aus
PERTH					
IS	Hass	185	2.49	Store	Aus
I	Hass	175	2.98	No	Aus
I	Hass	210	2.99	No	Aus
Woolworths	Hass	215	3.48	Store	Aus
Coles	Hass	285	3.48	No	Aus
Woolworths	Hass	225	3.48	No	Aus
Coles	Hass	275	3.48	No	Aus
Coles	Hass	210	3.48	No	Aus
Woolworths	Hass	220	3.48	No	Aus
IGA	Hass	245	3.69	No	Aus
I	Hass	240	3.69	No	Aus
I	Hass	290	3.99	No	Aus
I	Hass	285	3.99	No	Aus
IGA	Hass	275	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