



# INFOCADO WEEKLY REPORT: 17th — 23rd January 2015 (Week 4)



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## Comments

- The weekly dispatch continues to record healthy volumes this week at 280,133 5.5kg tray eqv. with a range of sizes being recorded by pack-houses (refer P 2).
- The weekly dispatch for last week is generally in line with forecast, with the forecast slightly higher by approx. 7000 5.5kg tray eqv. (refer P 3).
- The four weekly forecast shows some volumes of Lamb Hass are expected to appear throughout markets in the coming weeks (refer P 3).
- Weekly national sales have continued to increase in line with the weekly dispatches since the Christmas and New Year periods (refer P 5).
- Average retail price per Hass avocado continues to edge slightly higher. Lowest price recorded last week was \$1.79 (Sydney WW store special) though the vast majority of stores surveyed have recorded prices between \$2.50 and \$4.00 / fruit around the country (refer P 6 - 8).

## Driving Social Engagement and Advocacy in 2015

2014 was a hugely successful year for the Australian Avocados within the social sphere. In the last 12 months the Facebook audience increased by 200%. The Australian Avocados brand page now has 106,690 fans with an average engagement rate of 7.5%, eclipsing all industry benchmarks. The most recent festive season social campaign, '12 Days of Christmas' focused on keeping avocados top of mind throughout the December period. A series of recipes were shared with the Facebook community to provide inspiration for meals from snacks to the dinner party. In 2015, the focus on social will be to place the Avocado Lovers and Avocado Enthusiasts at the center of the social content. The 2015 objective is to continue to convert Avocado 'enthusiasts' into 'lovers', with increasingly good results derived from engagement with our Facebook Community fans. The social initiatives will continue to work closely with creative, digital and media touchpoints to ensure an omnichannel approach to drive reach and awareness of messaging. The 'Back to School' campaign at the end of January will be the next initiative.

For a full brief please refer to the Guacamole Enewsletter - 9/01/2015

## Upcoming Holiday

Labour Day (WA): 2nd March | Labour Day (VIC) & March Public Holiday (SA): 9th March | Good Friday : 3rd April | Easter Monday: 6th April

## 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:

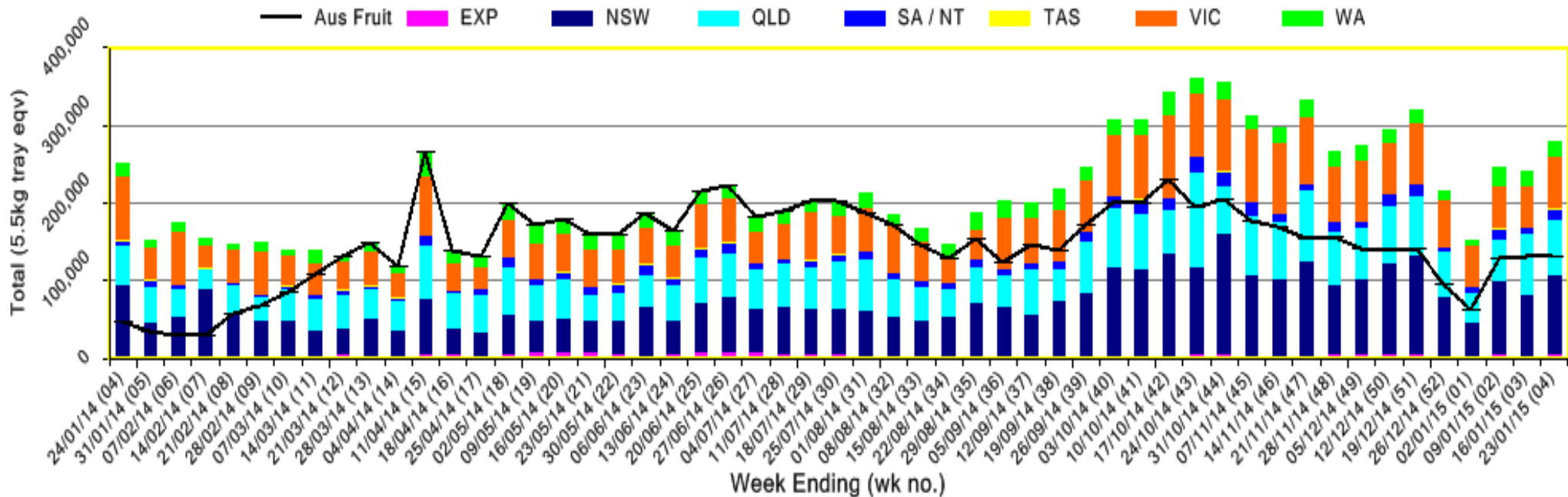
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 17th January - 23rd January 2015 (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	Oil	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total
EXP	100		35					3,656	3,791	636					4,947
NSW	2,130	7,989	10,121	17,431	15,734	19,835	10,136	9,726	93,102	4,083	1,056				100,718
QLD	476	6,179	9,619	14,895	11,661	12,130	7,610	5,304	67,874	1,344	5,808		1,600		71,665
SA / NT	1,017	345	1,847	2,476	2,498	865	3,783	147	12,978	582		120			14,058
TAS					108	1,116	16		1,240						1,240
VIC	1,070	3,876	6,288	17,316	12,500	13,486	5,143	4,639	64,318	1,498				800	67,187
WA	705	740	1,547	3,057	3,998	4,729	3,178	15	17,969	612	6,696				20,299
<b>Total</b>	<b>5,498</b>	<b>19,129</b>	<b>29,457</b>	<b>55,175</b>	<b>46,499</b>	<b>52,161</b>	<b>29,866</b>	<b>23,487</b>	<b>261,272</b>	<b>8,755</b>	<b>13,560</b>	<b>120</b>	<b>1,600</b>	<b>800</b>	<b>280,113</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2015 to date = 923,145 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

**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 17/01/2015**

Hass	272,325	4,760	2,000	40		<b>281,351</b>
Reed	5,000	200			2,000	<b>5,728</b>
<b>Week Total</b>	<b>277,325</b>	<b>4,960</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>287,078</b>

**Week 5 - begin 24/01/2015**

Hass	268,160	5,380	2,000	80		<b>278,321</b>
Lamb Hass	3,000	50				<b>3,091</b>
Reed	5,232	200			2,000	<b>5,960</b>
<b>Week Total</b>	<b>276,392</b>	<b>5,630</b>	<b>2,000</b>	<b>80</b>	<b>2,000</b>	<b>287,371</b>

**Week 6 - begin 31/01/2015**

Hass	250,185	4,956	2,000	80		<b>259,575</b>
Lamb Hass	3,000	50				<b>3,091</b>
Reed	5,000	200			2,000	<b>5,728</b>
<b>Week Total</b>	<b>258,185</b>	<b>5,206</b>	<b>2,000</b>	<b>80</b>	<b>2,000</b>	<b>268,393</b>

**Week 7 - begin 07/02/2015**

Hass	224,649	4,865	1,000	80		<b>233,691</b>
<b>Week Total</b>	<b>224,649</b>	<b>4,865</b>	<b>1,000</b>	<b>80</b>		<b>233,691</b>

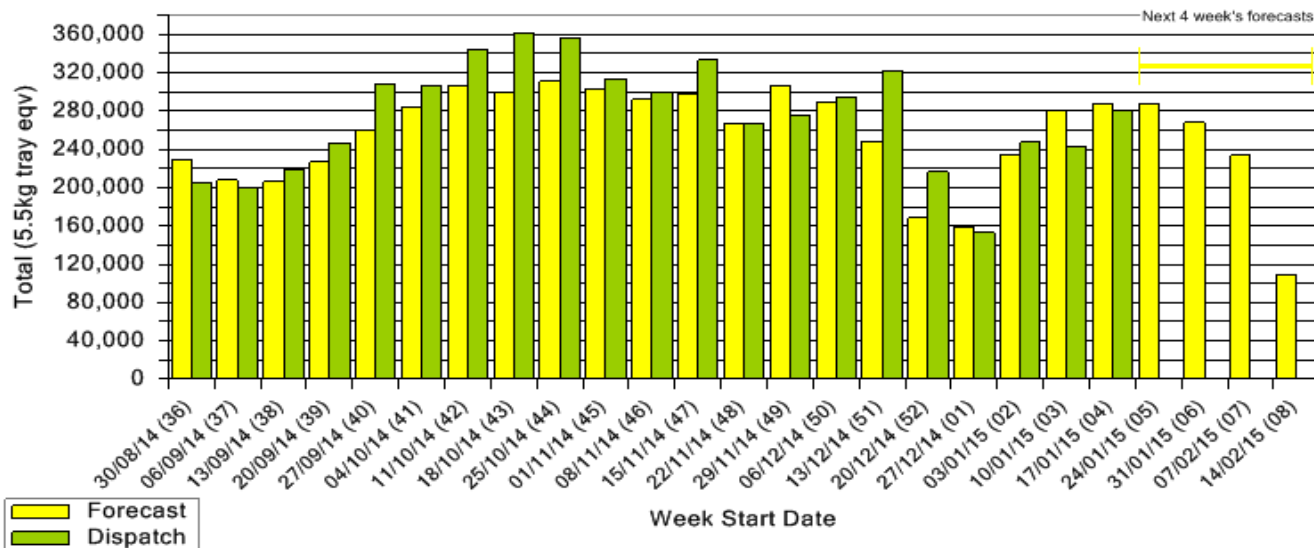
**Week 8 - begin 14/02/2015**

Hass	100,135	4,755	1,000	10		<b>108,964</b>
<b>Week Total</b>	<b>100,135</b>	<b>4,755</b>	<b>1,000</b>	<b>10</b>		<b>108,964</b>

**Dispatch Data (Week 4 - begin 17/01/2015)**

Variety	Trays	Bulk	P/PK	Oil	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total Trays
Hass	258,367	8,402	13,560	120			<b>276,130</b>
Lamb Hass	2,269	161					<b>2,562</b>
Reed	636	192			1,600	800	<b>1,421</b>
<b>Total</b>	<b>261,272</b>	<b>8,755</b>	<b>13,560</b>	<b>120</b>	<b>1,600</b>	<b>800</b>	<b>280,113</b>

Dispatch vs weekly forecast - all varieties and all packs (30th August 2014 to 20th February 2015)

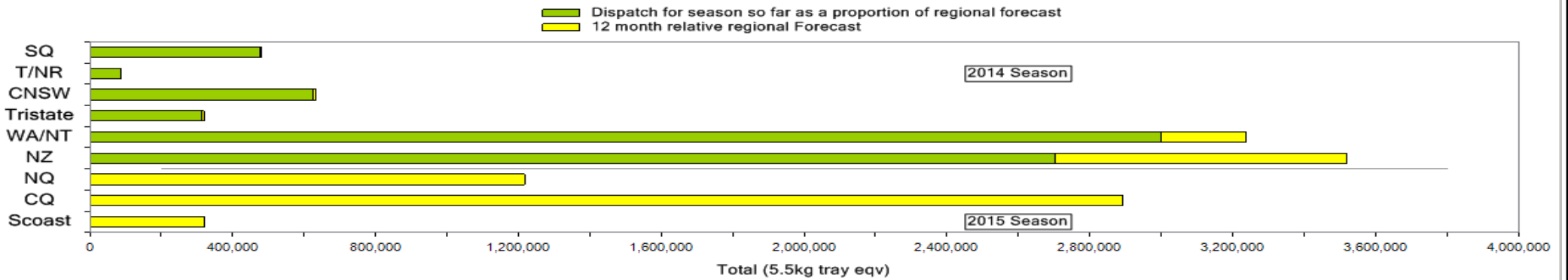


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

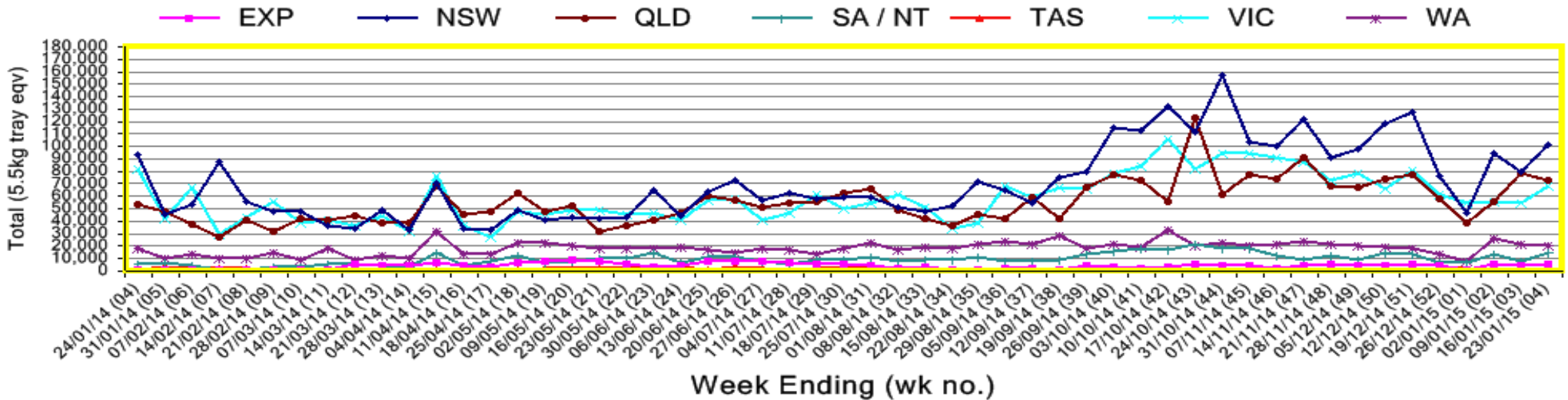
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	552,900	563,784	252,876	5,280	<b>2,949,402</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	474,404				<b>2,702,264</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504					<b>511,407</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	15,991					<b>135,284</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	57,802					<b>266,043</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>820,305</b>	<b>474,404</b>				<b>3,614,998</b>

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

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 923,145 5.5kg tray eqv



**Week 4 Contributors - Packhouses**

- |                                      |   |
|--------------------------------------|---|
| Simpson Farms Pty Ltd (Consolidator) | Box Organics (WA)                             |
| The Avolution (Consolidator)         | Willow Creek (WA)                             |
| Midcoast Avocados (CNSW)             | Advance Packing & Marketing Services P/L (WA) |
| Coastal Avocados (CNSW)              | West Aussie Avos (WA)                         |
| I & A Tolson (CNSW)                  | Delroy Orchards (WA)                          |
| Avocado Industry Council (NZAGA)     | TRI: Less than 3 contributors                 |
| Mariners Rest (WA)                   |   |

**Week 4 Contributors - Wholesalers**

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

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

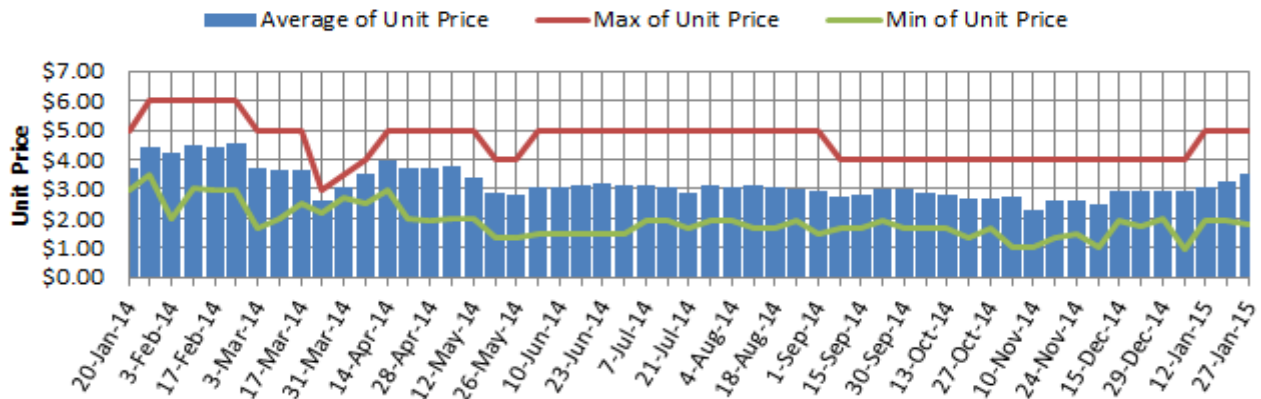
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	29,068		188	<b>29,256</b>	2,869			2,869	<b>5,216</b>						34,284		188	<b>34,472</b>
<b>Total non supermarket sales</b>	7,725			<b>7,725</b>	219			219	<b>398</b>						8,123			<b>8,123</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>36,793</b>		<b>188</b>	<b>36,981</b>	<b>3,088</b>			<b>3,088</b>	<b>5,615</b>						<b>42,408</b>		<b>188</b>	<b>42,596</b>
<b>Total Stock on Hand</b>	<b>2,174</b>			<b>2,174</b>											<b>2,174</b>			<b>2,174</b>
QLD																		
<b>Total supermarket sales</b>	38,484		296	<b>38,780</b>	1,344			1,344	<b>2,444</b>	4,752			4,752	<b>864</b>	41,792		296	<b>42,088</b>
<b>Total non supermarket sales</b>	21,060		476	<b>21,536</b>	192			192	<b>349</b>	120			120	<b>22</b>	21,431		476	<b>21,907</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>59,544</b>		<b>772</b>	<b>60,316</b>	<b>1,536</b>			<b>1,536</b>	<b>2,793</b>	<b>4,872</b>			<b>4,872</b>	<b>886</b>	<b>63,223</b>		<b>772</b>	<b>63,995</b>
<b>Total Stock on Hand</b>	<b>8,900</b>		<b>644</b>	<b>9,544</b>											<b>8,900</b>		<b>644</b>	<b>9,544</b>
SA & TAS																		
<b>Total supermarket sales</b>	16,753			<b>16,753</b>	480			480	<b>873</b>						17,626			<b>17,626</b>
<b>Total non supermarket sales</b>	8,780		414	<b>9,194</b>	747		169	916	<b>1,665</b>						10,138		721	<b>10,859</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>25,533</b>		<b>414</b>	<b>25,947</b>	<b>1,227</b>		<b>169</b>	<b>1,396</b>	<b>2,538</b>						<b>27,764</b>		<b>721</b>	<b>28,485</b>
<b>Total Stock on Hand</b>	<b>14,327</b>		<b>788</b>	<b>15,115</b>	<b>391</b>		<b>103</b>	<b>494</b>	<b>898</b>						<b>15,038</b>		<b>975</b>	<b>16,013</b>
VIC																		
<b>Total supermarket sales</b>	31,612			<b>31,612</b>	960			960	<b>1,745</b>						33,357			<b>33,357</b>
<b>Total non supermarket sales</b>	23,704		1,724	<b>25,428</b>	816		296	1,112	<b>2,022</b>						25,188		2,262	<b>27,450</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>55,316</b>		<b>1,724</b>	<b>57,040</b>	<b>1,776</b>		<b>296</b>	<b>2,072</b>	<b>3,767</b>						<b>58,546</b>		<b>2,262</b>	<b>60,808</b>
<b>Total Stock on Hand</b>	<b>13,750</b>		<b>217</b>	<b>13,967</b>	<b>111</b>		<b>36</b>	<b>147</b>	<b>267</b>	<b>120</b>			<b>120</b>	<b>22</b>	<b>13,973</b>		<b>282</b>	<b>14,256</b>
WA																		
<b>Total supermarket sales</b>	7,105			<b>7,105</b>	194			194	<b>353</b>	6,696			6,696	<b>1,217</b>	8,675			<b>8,675</b>
<b>Total non supermarket sales</b>	3,807			<b>3,807</b>	174			174	<b>316</b>						4,123			<b>4,123</b>
<b>Total exports</b>	3,791			<b>3,791</b>	636			636	<b>1,156</b>						4,947			<b>4,947</b>
<b>Total sales</b>	<b>14,703</b>			<b>14,703</b>	<b>1,004</b>			<b>1,004</b>	<b>1,825</b>	<b>6,696</b>			<b>6,696</b>	<b>1,217</b>	<b>17,746</b>			<b>17,746</b>
<b>Total Stock on Hand</b>	<b>5,620</b>			<b>5,620</b>	<b>1</b>			<b>1</b>	<b>2</b>						<b>5,622</b>			<b>5,622</b>
Total																		
<b>Total supermarket sales</b>	123,022		484	<b>123,506</b>	5,847			5,847	<b>10,631</b>	11,448			11,448	<b>2,081</b>	135,734		484	<b>136,218</b>
<b>Total non supermarket sales</b>	65,076		2,614	<b>67,690</b>	2,148		465	2,613	<b>4,751</b>	120			120	<b>22</b>	69,004		3,459	<b>72,463</b>
<b>Total exports</b>	3,791			<b>3,791</b>	636			636	<b>1,156</b>						4,947			<b>4,947</b>
<b>Total sales</b>	<b>191,889</b>		<b>3,098</b>	<b>194,987</b>	<b>8,631</b>		<b>465</b>	<b>9,096</b>	<b>16,538</b>	<b>11,568</b>			<b>11,568</b>	<b>2,103</b>	<b>209,685</b>		<b>3,943</b>	<b>213,629</b>
<b>Total Stock on Hand</b>	<b>44,771</b>		<b>1,649</b>	<b>46,420</b>	<b>503</b>		<b>139</b>	<b>642</b>	<b>1,167</b>	<b>120</b>			<b>120</b>	<b>22</b>	<b>45,707</b>		<b>1,902</b>	<b>47,609</b>

**Weekly National Sales**

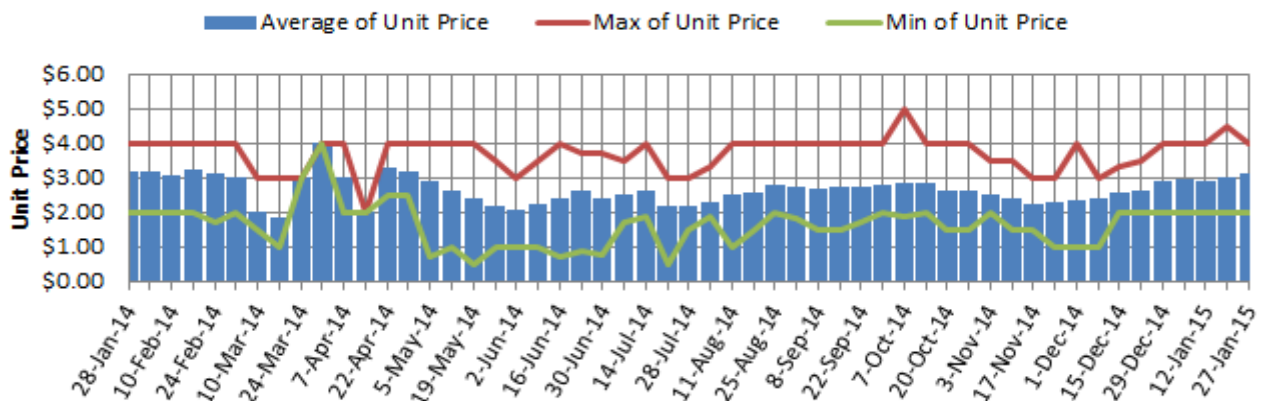




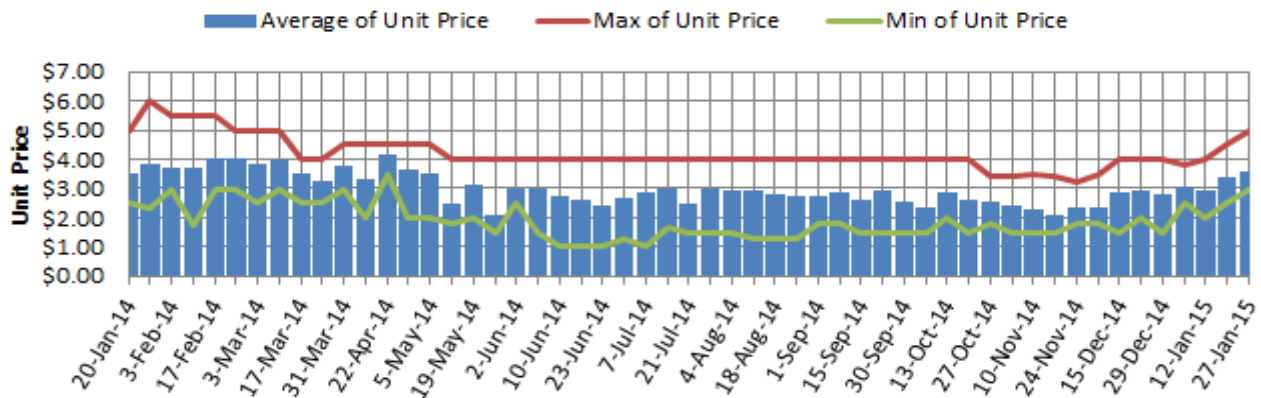
### Hass Avocado Average Retail Prices - Sydney



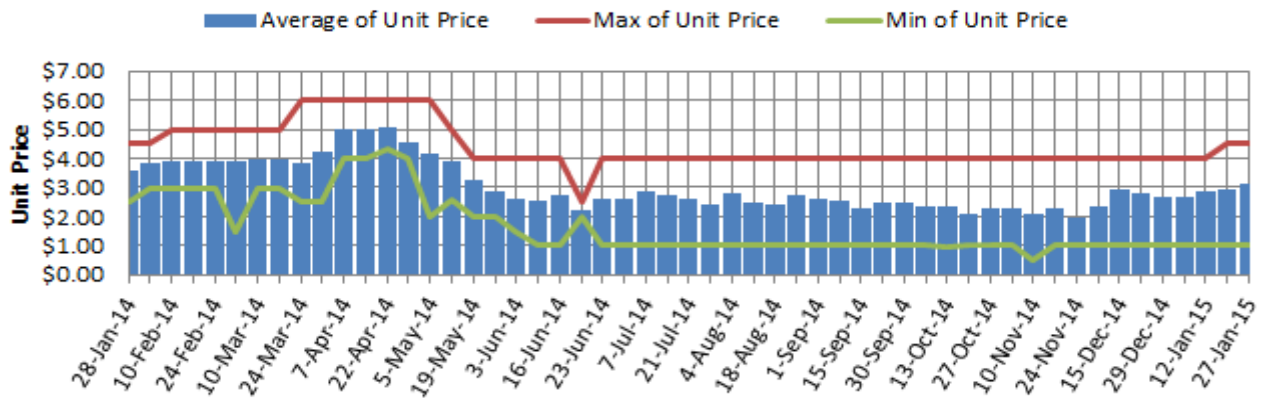
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

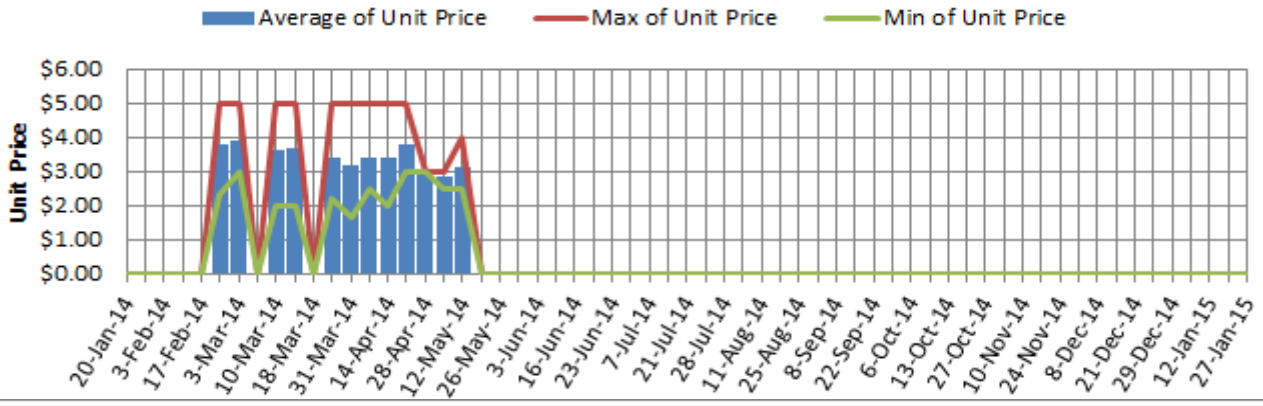


### Hass Avocado Average Retail Prices - Perth

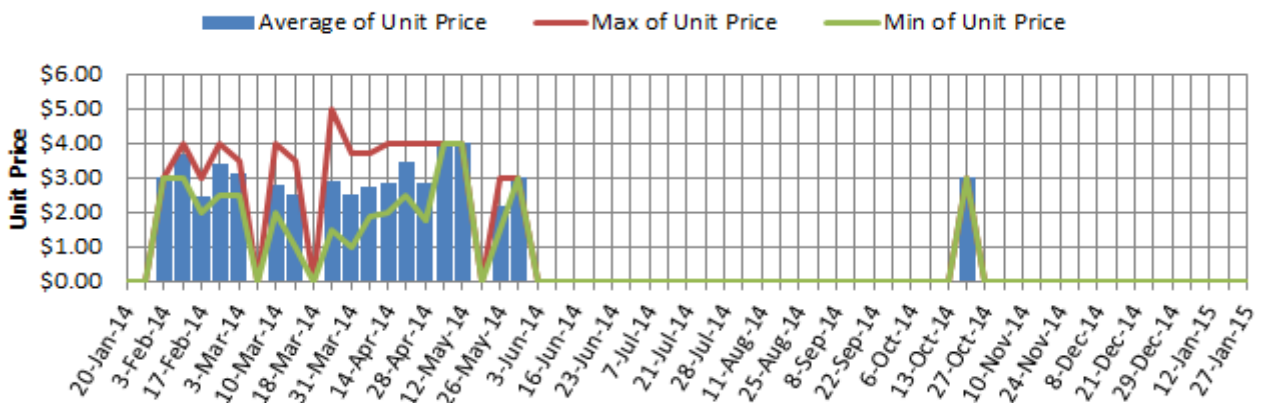


Assessment date (Week Commencing)

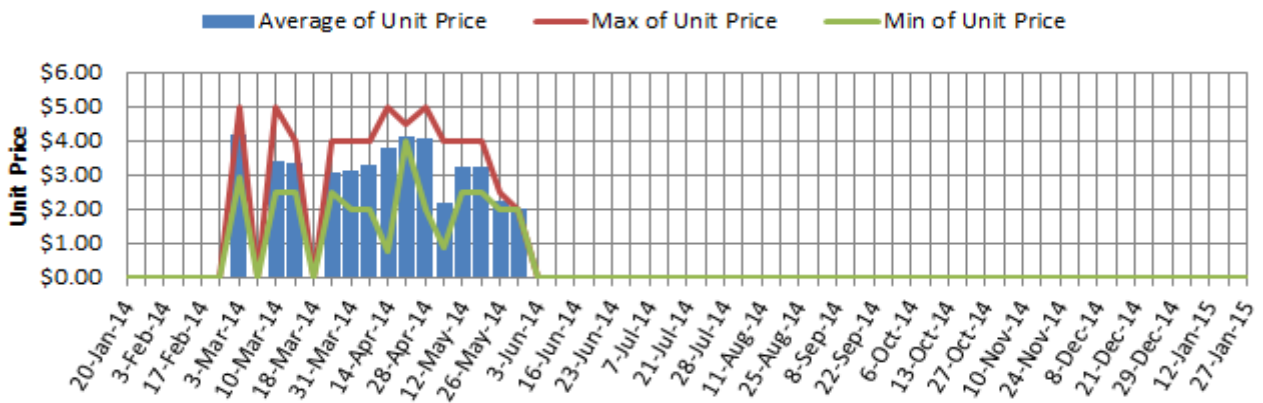
### Shepard Avocado Average Retail Prices - Sydney



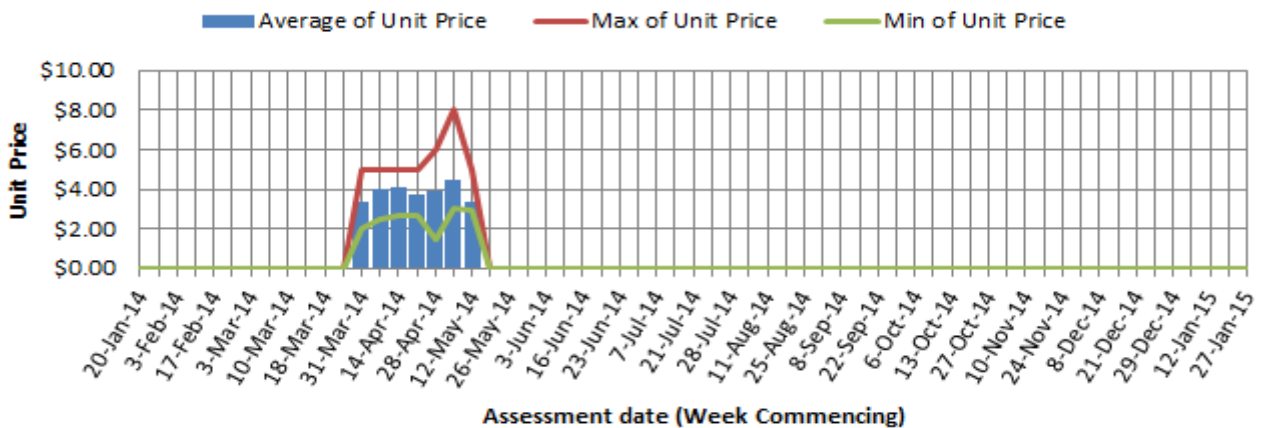
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 27th January 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Woolworths	Hass	290	1.79	Store	NZ
Woolworths	Hass	270	2.98	No	NZ
Woolworths	Hass	300	2.98	No	Mixed
Coles	Hass	270	2.98	No	NZ
Coles	Hass	270	2.98	No	NZ
IGA	Hass	230	2.98	No	Aus
Coles	Hass	280	2.98	No	NZ
I	Reed	360	2.99	No	Aus
I	Hass	330	3.49	No	Mixed
I	Hass	260	3.99	No	Aus
Foodworks	Hass	310	3.99	No	NZ
I	Hass	260	3.99	No	Aus
I	Hass	350	3.99	No	Aus
I	Hass	260	3.99	No	Aus
I	Hass	330	3.99	No	NZ
I	Reed	430	3.99	No	Aus
I	Reed	380	3.99	No	Aus
I	Hass	300	4.99	No	Aus
IGA	Hass	310	4.99	No	NZ
<b>BRISBANE</b>					
IGA	Hass	162	1.99	No	NZ
I	Hass	190	2.49	No	NZ
Woolworths	Hass	200	2.68	No	Aus
Woolworths	Hass	280	2.68	No	Aus
Woolworths	Hass	260	2.68	No	Aus
Coles	Hass	200	2.98	No	NZ
Coles	Hass	220	2.98	No	NZ
Coles	Hass	220	2.98	No	NZ
I	Hass	310	2.99	No	NZ
I	Hass	275	2.99	No	NZ
IGA	Hass	3.48	3.48	No	NZ
I	Hass	380	3.69	No	Aus
I	Hass	285	3.79	No	NZ
I	Hass	310	3.99	No	NZ
IGA	Hass	270	3.99	No	NZ
I	Hass	325	3.99	No	NZ

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Woolworths	Hass	320	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus
Coles	Hass	205	2.98	No	Aus
Coles	Hass	205	2.98	No	Aus
Woolworths	Hass	285	2.98	No	Aus
I	Hass	160	2.99	No	Aus
I	Hass	225	2.99	No	NZ
I	Hass	240	3.99	No	Aus
IGA	Hass	270	3.99	No	Aus
I	Hass	310	3.99	No	Aus
I	Reed	430	3.99	No	Aus
I	Hass	250	3.99	No	Aus
I	Reed	500	3.99	Store	Aus
I	Hass	315	4.50	No	Aus
I	Hass	350	4.98	No	Aus
<b>PERTH</b>					
I	Hass	180	2.48	No	Aus
Coles	Hass	185	2.68	No	Aus
Coles	Hass	170	2.68	No	Aus
Coles	Hass	170	2.68	No	Aus
Woolworths	Hass	230	2.88	No	Aus
Woolworths	Hass	220	2.88	No	Aus
Woolworths	Hass	230	2.88	Store	Aus
I	Hass	250	2.99	No	Aus
IGA	Hass	165	2.99	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	245	2.99	No	Aus
I	Hass	250	3.99	No	Aus
I	Hass	260	3.99	No	Aus
IGA	Hass	335	3.99	No	Aus
IS	Hass	260	3.99	No	Aus
IGA	Hass	295	4.49	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