

INFOCADO WEEKLY REPORT: 16th — 22nd January 2016 (Week 4)



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Comments

- The weekly dispatch volume (224,864 trays) was significantly higher than the week's forecast by about 66,000 trays (42%).
- The four weekly forecast is indicating very small supplies of NQ Shepard to begin in late Jan, early Feb. NQ packers are reminded to carefully monitor fruit maturity as the harvest season approaches, to ensure consumer satisfaction which drives future purchases.
- The largest volume of dispatches in week 4 originated from Western Australia (116,062 tray eqv.) with NZ dispatching 95,859. The Sydney market received the highest volume (86,820 tray eqv.), size 20 continues to dominant sizing (43,095 tray eqv.) (refer P 3).
- Infocado packhouse contributors are reminded to update their four week forecast a month before they start harvesting (refer P 2).
- Improved participation from wholesalers has allowed data from across all cities to be presented. Avocados Australia would like to thank all wholesalers for their efforts in contributing their weekly data (refer P 5).
- There has been a lot of media attention over the past week regarding avocado supply, demand and pricing. Some comments made by industry members can be very damaging to the industry and we encourage you to work with Avocados Australia in relation to any public comments about industry matters to ensure we have a consistent and positive message. Avocados Australia has expertise in media management and will continue to work with the media over the coming days to minimise consumer backlash from recent comments.

Marketing Update:

Following on from the success of the 'mashed-up' and 'chef series' – the next round of content videos is about to begin production. The creative this time will have a 'love theme' which will be launched on Facebook on February 14 – Valentine's Day.

For a full brief please refer to the Guacamole Enewsletter - 22 Jan 2016.

Upcoming Holidays

Auckland Anniversary (NZ): 1st Feb | Waitangi Day (NZ): 8th Feb | Labour Day (WA): 7th March | Canberra Day (ACT) & Labour Day (VIC): 14th March |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale 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.

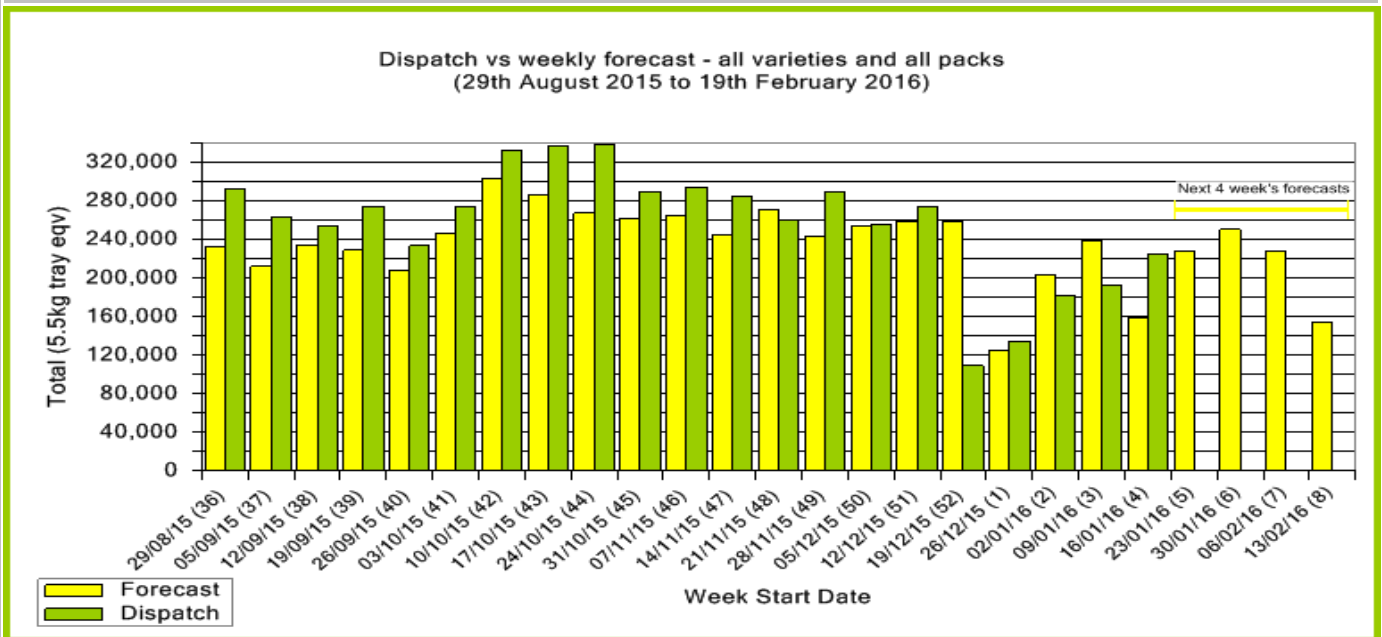
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 4 - 8)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 4 - begin 16/01/2016				
Hass	126,646	5,275	5,000	137,146
Lamb Hass	7,388	193		7,739
Reed	13,600	196		13,956
Week Total	147,634	5,664	5,000	158,841
Week 5 - begin 23/01/2016				
Hass	194,157	10,713	5,000	214,544
Lamb Hass	4,520	200		4,884
Reed	8,300	500		9,209
Week Total	206,977	11,413	5,000	228,637
Week 6 - begin 30/01/2016				
Hass	217,973	9,118	5,000	235,460
Lamb Hass	4,130	288		4,654
Reed	8,500	575		9,545
Shepard	1,000			1,000
Week Total	231,603	9,981	5,000	250,659
Week 7 - begin 06/02/2016				
Hass	197,860	9,046	5,000	215,216
Lamb Hass	3,000	188		3,342
Reed	8,300	555		9,309
Week Total	209,160	9,789	5,000	227,867
Week 8 - begin 13/02/2016				
Hass	130,500	7,536	5,000	145,111
Reed	8,000	500		8,909
Shepard	1,000			1,000
Week Total	139,500	8,036	5,000	155,020

Dispatch Data (Week 4 - begin 16/01/2016)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	186,136	7,953	6,222	1,727	202,041
Lamb Hass	6,102	218			6,498
Reed	14,397	1,060			16,324
Total	206,635	9,231	6,222	1,727	224,864



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 Forecast¹	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 Forecast²	16,725	80,567	191,340	420,417	324,356	388,566	491,678	35,260	3,520	1,952,429	
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550				1,711,384	
USA³	0	0	0	0	0	0				0	
Japan³	0	0	4,212	20,473	26,484	8,924				60,092	
Other Asia³	973	6,951	28,265	61,567	63,798	41,573				203,126	
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	439,062	311,881	0	0	1,997,070	

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)

Industry Dispatches By Origin Region and Count Size : 16th January - 22nd January 2016 (Wk 4)

Origin Region	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
Central NSW		461	442	1,442	597	275	466		3,683	539			4,663
New Zealand		3,672	7,875	17,041	15,851	21,424	8,476	21,520	95,859				95,859
Sunshine Coast	90	85	50	25	2	2	1	1	256				256
Tri State	1,556	2,375	1,507	1,046	458	237	57	53	7,289	404			8,024
WA/NT	5,967	9,899	14,402	23,537	20,682	14,977	8,576	1,508	99,548	8,288	6,222	1,727	116,062
	7,613	16,492	24,276	43,091	37,590	36,915	17,576	23,082	206,635	9,231	6,222	1,727	224,864

Origin of Avocado



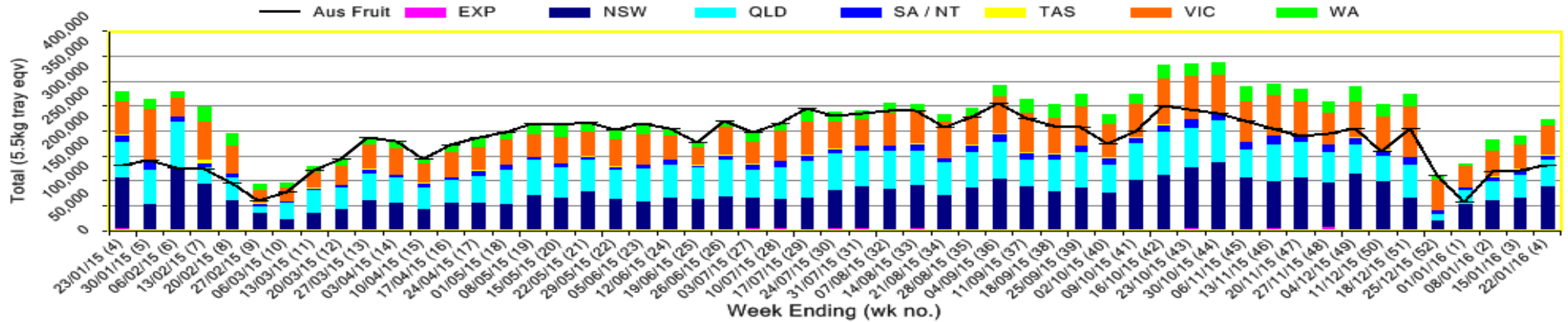
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 16th January - 22nd January 2016 (Wk 4)

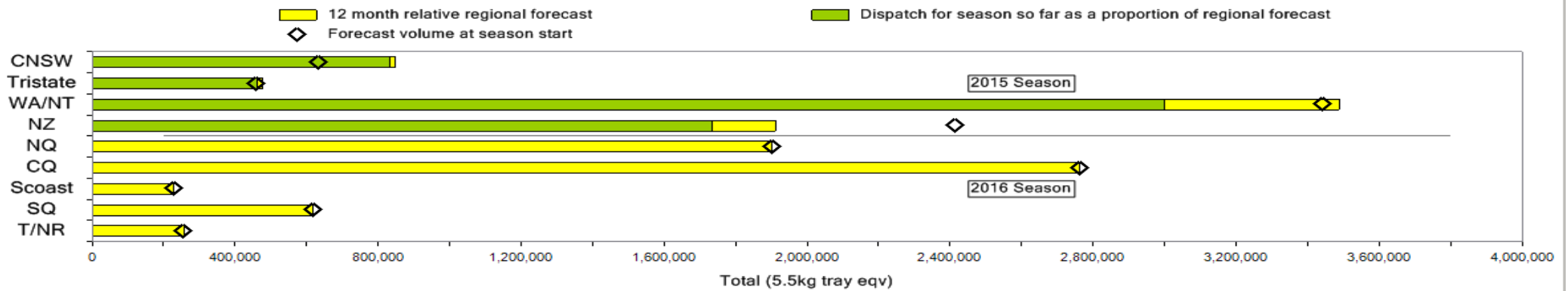
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								884	884	647			2,060
NSW	2,092	4,620	7,707	15,873	14,912	16,180	6,848	13,386	81,618	2,795	660		86,820
QLD	3,359	6,279	8,557	11,181	8,508	6,763	2,548	5,251	52,446	672			53,668
SA / NT	40	27	7	777	1,517	5,046	480		7,894	94			8,065
TAS				152	760	304			1,216				1,216
VIC	1,625	5,149	7,363	14,384	9,528	6,635	1,996	3,549	50,229	4,796			58,949
WA	497	417	642	724	2,365	1,987	5,704	12	12,348	227	5,562	1,727	14,086
Total	7,613	16,492	24,276	43,091	37,590	36,915	17,576	23,082	206,635	9,231	6,222	1,727	224,864

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 733,593 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 - 2016)



Week 4 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Avonova (WA)
Sunfresh (Consolidator)	Golden Hill Avocados (WA)
The Avolution (Consolidator)	Advance Packing & Marketing Services P/L (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Golden Hill Packing Pty Ltd (TRI)	Willow Creek (WA)
KV & JM Lehmann (TRI)	Mariners Rest (WA)
Klingbiel Family Trust (TRI)	CNSW: Less than 3 contributors
VP & EA Farrell (WA)	NQ: Less than 3 contributors

Week 4 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Premier Fruits Pty Ltd (Melbourne)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Fresh Choice WA Pty Ltd (Perth)	VB Sculli (Melbourne)
Murray Bros (Brisbane)	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																		
Total supermarket sales	38,008			38,008	1,153			1,153	2,096						40,104			40,104
Total non supermarket sales	6,598		1,045	7,643	355			355	645						7,243		1,045	8,288
Total exports																		
Total sales	44,606		1,045	45,651	1,508			1,508	2,742						47,348		1,045	48,393
Total Stock on Hand	2,250		80	2,330			31	31	56						2,250		136	2,386
QLD																		
Total supermarket sales	37,400		4,480	41,880	672			672	1,222						38,622		4,480	43,102
Total non supermarket sales	3,818			3,818	52			52	95						3,913			3,913
Total exports																		
Total sales	41,218		4,480	45,698	724			724	1,316						42,534		4,480	47,014
Total Stock on Hand	10,703			10,703											10,703			10,703
SA & TAS																		
Total supermarket sales	9,233			9,233											9,233			9,233
Total non supermarket sales	3,884		1,105	4,989	454		178	632	1,149						4,709		1,429	6,138
Total exports																		
Total sales	13,117		1,105	14,222	454		178	632	1,149						13,942		1,429	15,371
Total Stock on Hand	8,339		1,977	10,316	83		98	181	329						8,490		2,155	10,645
VIC																		
Total supermarket sales	28,530		2,621	31,151	3,099			3,099	5,635						34,165		2,621	36,786
Total non supermarket sales	5,421			5,421	452			452	822						6,243			6,243
Total exports																		
Total sales	33,951		2,621	36,572	3,551			3,551	6,456						40,407		2,621	43,028
Total Stock on Hand	5,552		3,680	9,232	95			95	173						5,725		3,680	9,405
WA																		
Total supermarket sales	9,121			9,121	246			246	447	5,562			5,562	1,011	10,580			10,580
Total non supermarket sales	2,016			2,016	377			377	685						2,701			2,701
Total exports	884			884	647			647	1,176						2,060			2,060
Total sales	12,021			12,021	1,270			1,270	2,309	5,562			5,562	1,011	15,341			15,341
Total Stock on Hand	4,730			4,730	178			178	324						5,054			5,054
Total																		
Total supermarket sales	122,292		7,101	129,393	5,170			5,170	9,400	5,562			5,562	1,011	132,703		7,101	139,804
Total non supermarket sales	21,737		2,150	23,887	1,690		178	1,868	3,396						24,810		2,474	27,283
Total exports	884			884	647			647	1,176						2,060			2,060
Total sales	144,913		9,251	154,164	7,507		178	7,685	13,973	5,562			5,562	1,011	159,573		9,575	169,148
Total Stock on Hand	31,574		5,737	37,311	356		129	485	882						32,221		5,972	38,193

