



INFOCADO WEEKLY REPORT: 13th — 19th October 2012 (Wk 42)



Comments

- This week's report includes an updated NZ seasonal forecast. Please see page 3.
- The October Quarterly Report was emailed to contributors today.
- The retail prices report shows that prices have remained steady. The highest price was \$3.98 at an independent store in Melbourne. Most stores are stocking Australian avocados with only a few stocking New Zealand fruit this week.
- Since week 39 dispatches have been increasing slightly week by week. For the coming weeks dispatches are forecasted to hover around 200,000 5.5kg eqv trays.
- Just a reminder that if less than 3 packers have contributed to Infocado in any one week from one growing region —either through recording a dispatch for the week just gone or are forecasted to be dispatching fruit in the current week—their names are removed from the contributors list on page 4. This is done to protect contributor's privacy and data. In this report you will notice that only a few packer's names are listed as contributing, this is because several packer's names had to be removed to protect their privacy and data. Even though the names have been removed those packer's data has still been included in the report.
- Tristate OrchardInfo forms have been distributed to growers. Please take the time to review and return your forms. Should you have any questions please contact the Avocados Australia office on 07 3846 6566.

What you need to be aware of for next month

- The 2012 the 'Eating My Colourful Vegies and Fruit' program was launched last week. The program encourages healthy eating amongst toddlers. In the coming weeks participating preschools and childcare centres will be working through their avocado activity books and trying avocados in their meals, some for the first time ever. A pilot program is also commencing in 10 primary schools.
- A new three-year avocado strategic marketing plan (2013-2016) is currently under development and will be based off of the results and insights from an extensive consumer market research study that is due for completion at the end of this month. For more information check out the latest Australian Avocados Marketing Program Update E-newsletter by clicking [here](#).
- According to the October 2012 Quarterly Report 812,870 5.5kg eqv trays are expected in the market place for November. This is a decrease of 72,686 5.5kg eqv trays from the July Quarterly Report. This is predominately because some growers picked earlier than expected due to favourable market conditions. In November 799,071 5.5kg eqv trays are expected for Hass according to the October Quarterly Report.

Upcoming Holidays

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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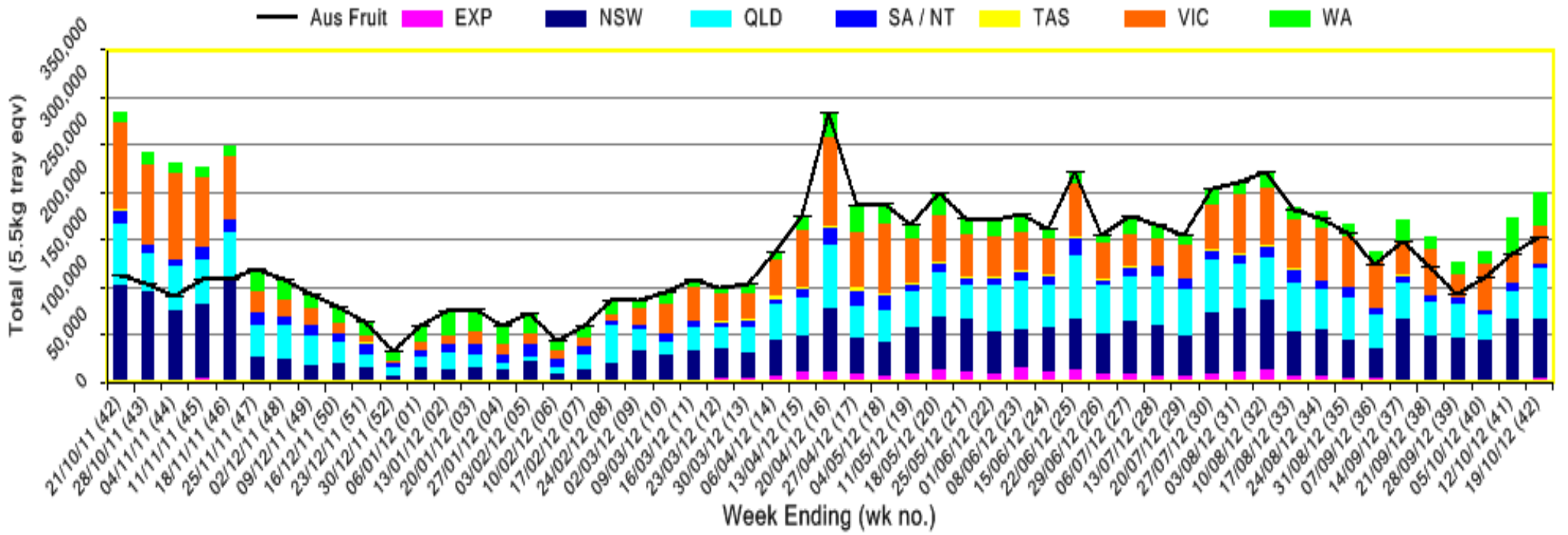
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Industry Dispatches By Destination State and Count Size : 13th October - 19th October 2012 (Wk 42)

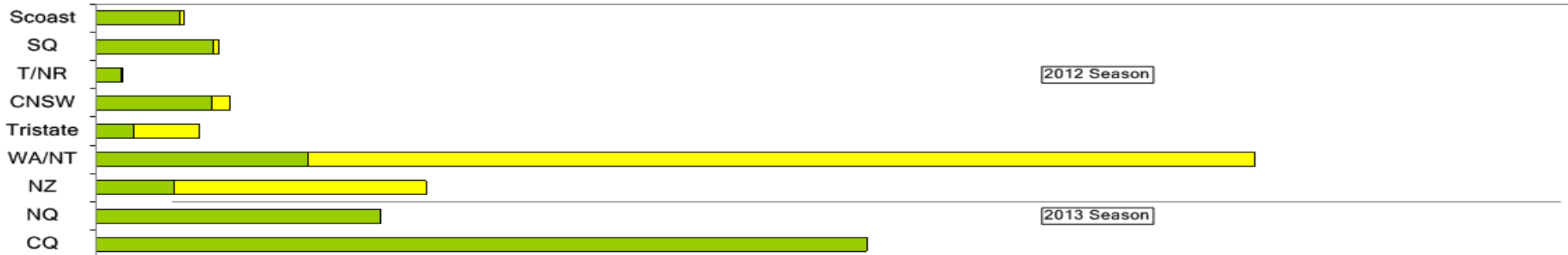
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								1,818	1,126	2,944	530		3,908
NSW	38	1,785	8,309	16,338	12,829	9,749	4,579	2,622	56,249	3,589	1,320		63,014
QLD	148	1,072	5,162	9,563	10,620	12,628	7,001	2,797	48,991	2,596		2,000	54,075
SA / NT	9	21	923	872	1,142	1,019	345		4,331	150			4,604
VIC	190	1,192	3,911	12,686	5,846	6,939	3,367	885	35,016	2,871			40,236
WA	4	813	3,610	6,089	5,063	5,409	3,616		24,604	5,682			34,935
Total	389	4,883	21,915	45,548	35,500	35,744	20,726	7,430	172,135	15,418	1,320	2,000	200,772

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 6,151,350 5.5kg tray eqv

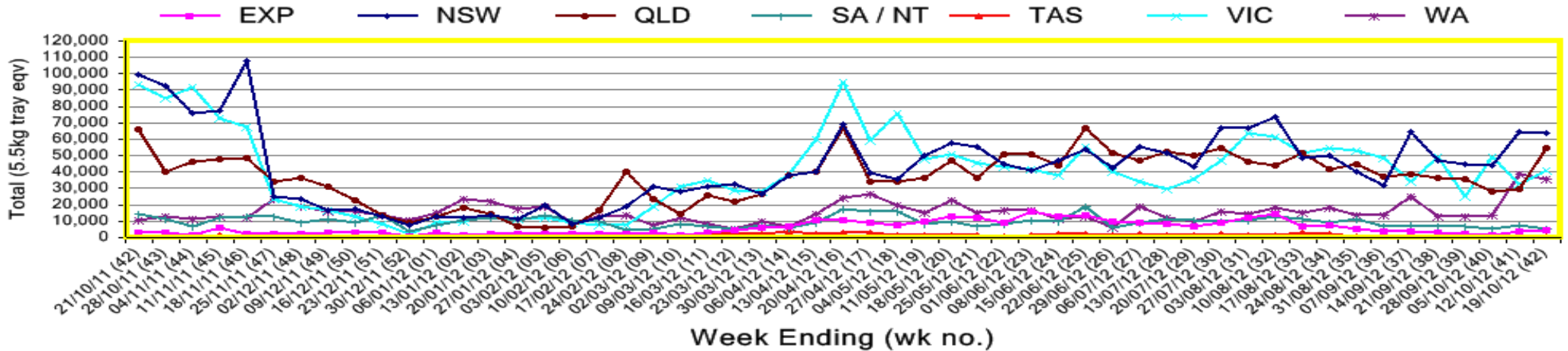


Percentage dispatched by region (Based on seasonal forecast - 2012)

█ 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 2012 to date = 6,151,350 5.5kg tray eqv



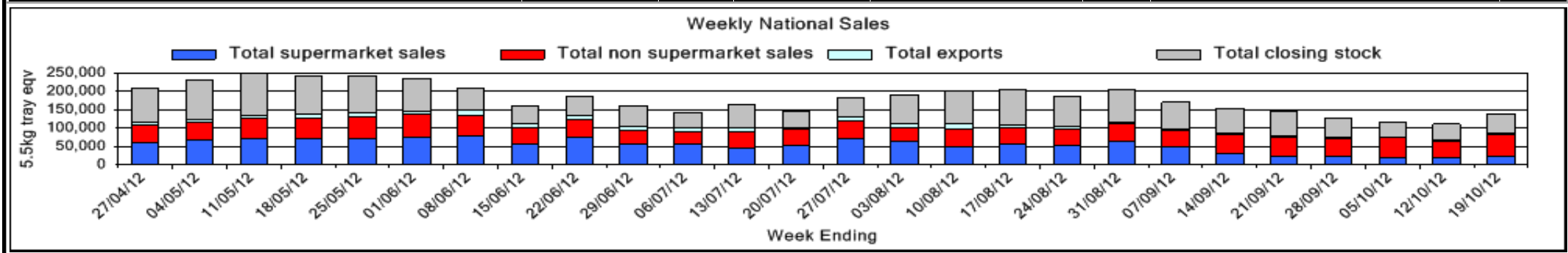
Week 42 contributors - Packhouses

- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- Avowest
- Coastal Avocados
- Delroy Orchards
- I & A Tolson
- Midcoast Avocados
- Natures Fruit Company
- Sunfresh

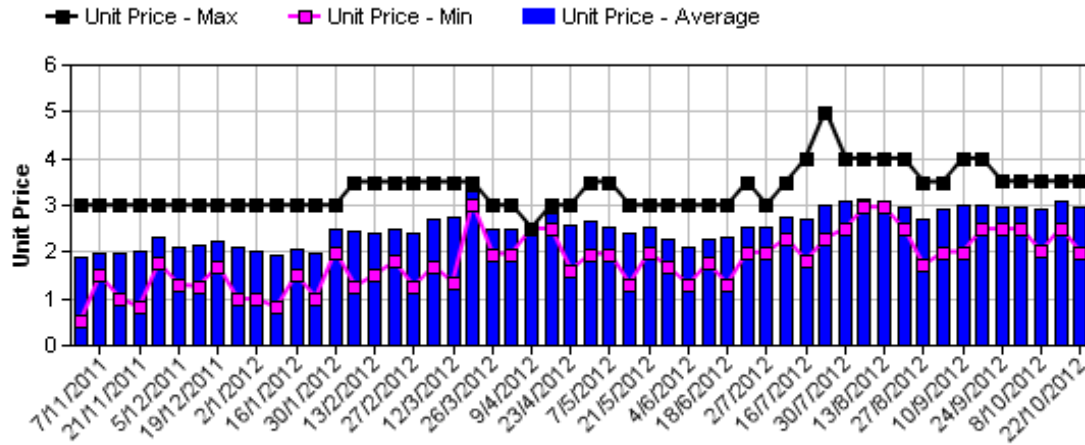
Week 42 contributors - Wholesalers

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

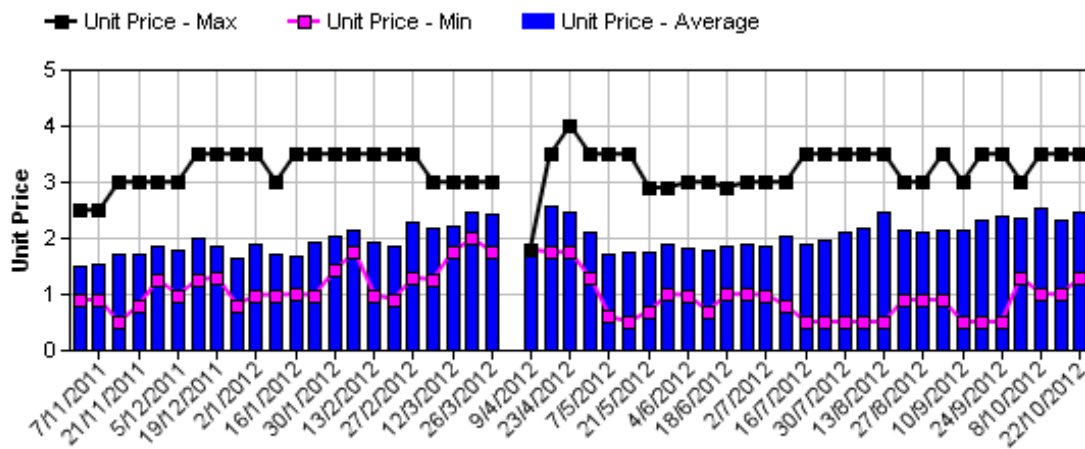
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	11,567		314	11,881	1,740		87	1,827	3,322						14,731		472	15,203
Total exports																		
Total sales	11,567		314	11,881	1,740		87	1,827	3,322						14,731		472	15,203
Total Stock on Hand	3,280		247	3,527	30			30	55						3,335		247	3,582
QLD																		
Total supermarket sales	12,572			12,572	38			38	69						12,641			12,641
Total non supermarket sales	16,951		893	17,844	919			919	1,671						18,622		893	19,515
Total exports	855			855	50			50	91						946			946
Total sales	30,378		893	31,271	1,007			1,007	1,831						32,209		893	33,102
Total Stock on Hand	19,835		314	20,149	160			160	291						20,126		314	20,440
SA & TAS																		
Total supermarket sales	4,328			4,328											4,328			4,328
Total non supermarket sales	7,559			7,559	528			528	960						8,519			8,519
Total exports																		
Total sales	11,887			11,887	528			528	960						12,847			12,847
Total Stock on Hand	7,837		457	8,294	323		38	361	656						8,424		526	8,950
VIC																		
Total supermarket sales	5,190			5,190	96			96	175						5,365			5,365
Total non supermarket sales	8,144		926	9,070	933		6	939	1,707						9,840		937	10,777
Total exports																		
Total sales	13,334		926	14,260	1,029		6	1,035	1,882						15,205		937	16,142
Total Stock on Hand	7,576		261	7,837	772			772	1,404	3			3	1	8,980		261	9,241
WA																		
Total supermarket sales	2,798			2,798	8			8	15						2,813			2,813
Total non supermarket sales	3,208			3,208	1,107			1,107	2,013						5,221			5,221
Total exports	2,089			2,089	480			480	873						2,962			2,962
Total sales	8,095			8,095	1,595			1,595	2,900						10,995			10,995
Total Stock on Hand	8,175			8,175	565		26	591	1,075						9,202		47	9,250
Total																		
Total supermarket sales	24,888			24,888	142			142	258						25,146			25,146
Total non supermarket sales	47,429		2,133	49,562	5,227		93	5,320	9,673						56,932		2,302	59,235
Total exports	2,944			2,944	530			530	964						3,908			3,908
Total sales	75,261		2,133	77,394	5,899		93	5,992	10,895						85,986		2,302	88,289
Total Stock on Hand	46,703		1,279	47,982	1,850		64	1,914	3,480	3			3	1	50,067		1,396	51,463



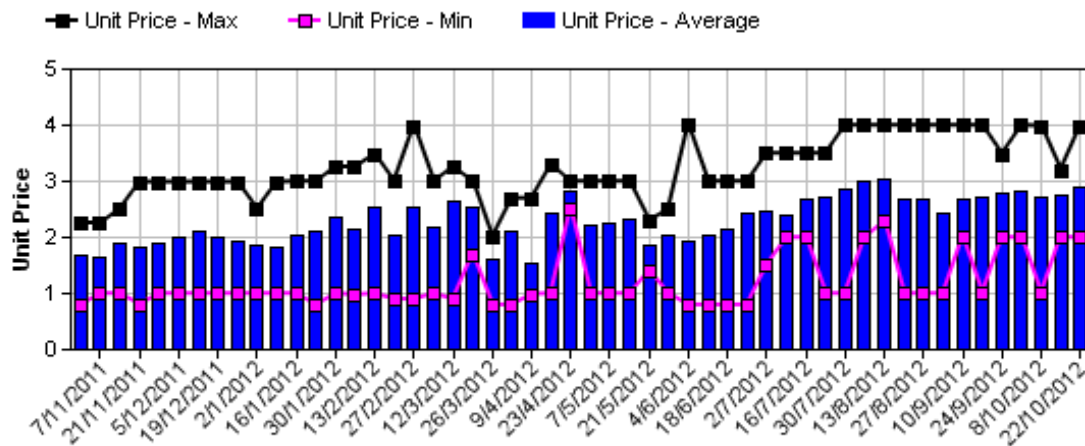
Hass Avocado Average Retail Prices - Sydney



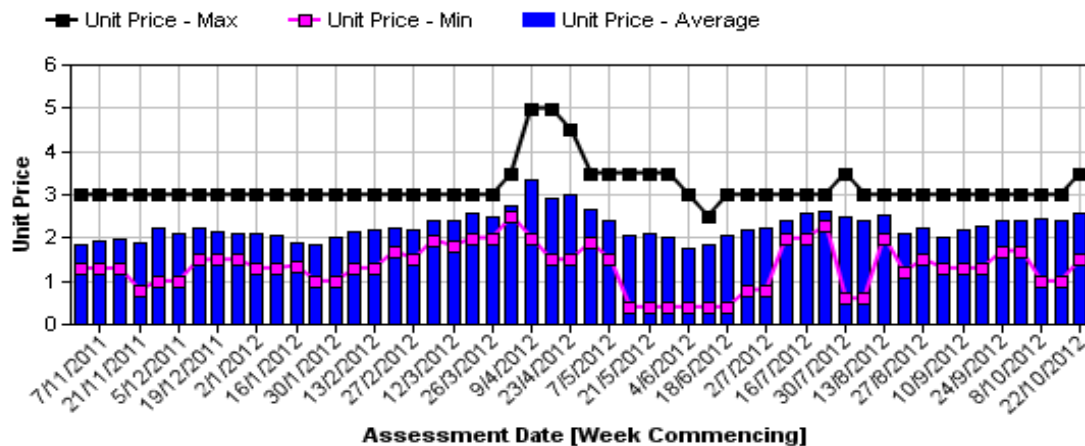
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

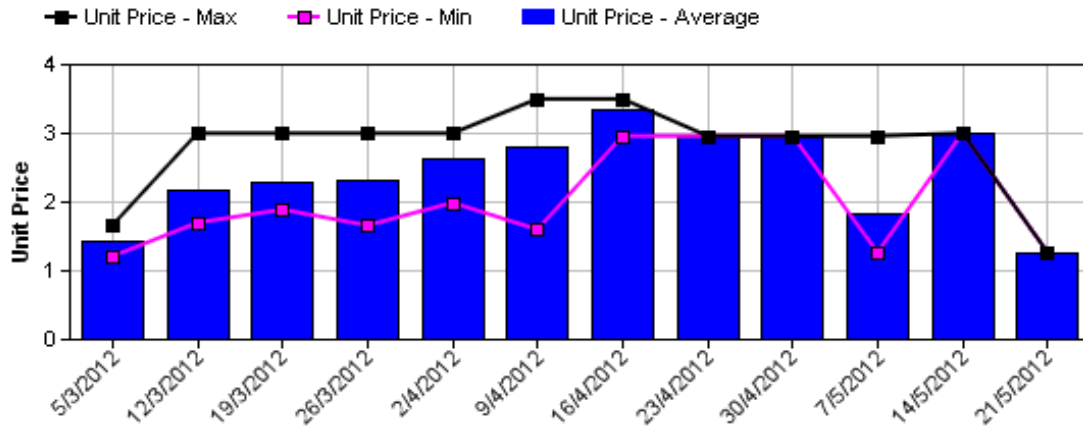


Hass Avocado Average Retail Prices - Perth

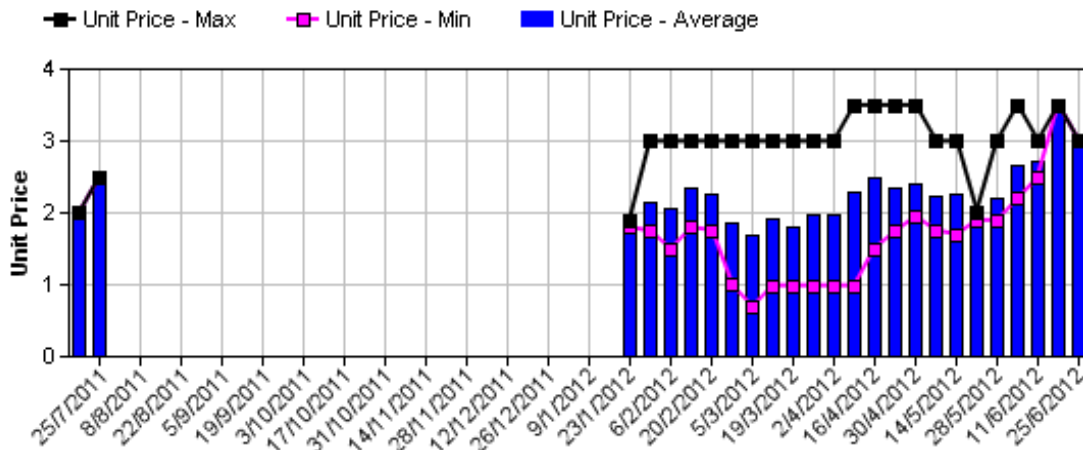


Assessment Date [Week Commencing]

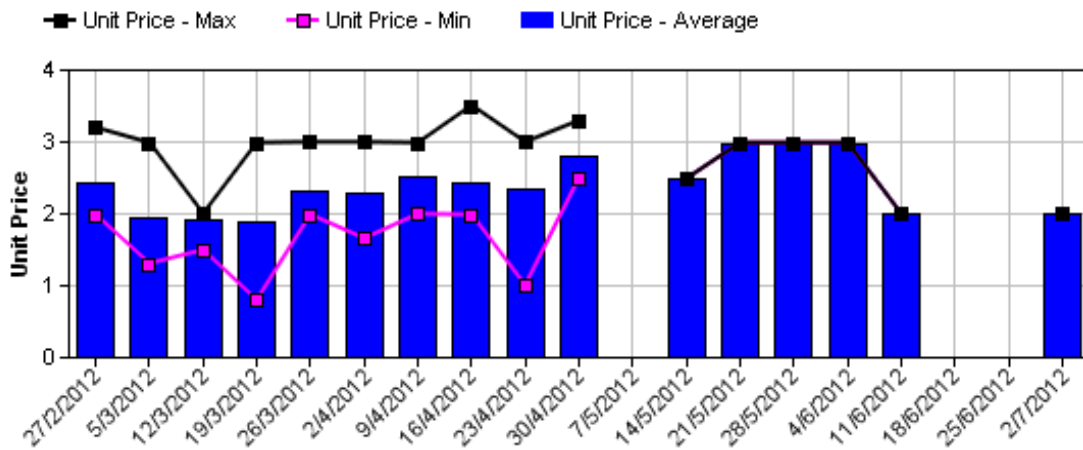
Shepard Avocado Average Retail Prices - Sydney



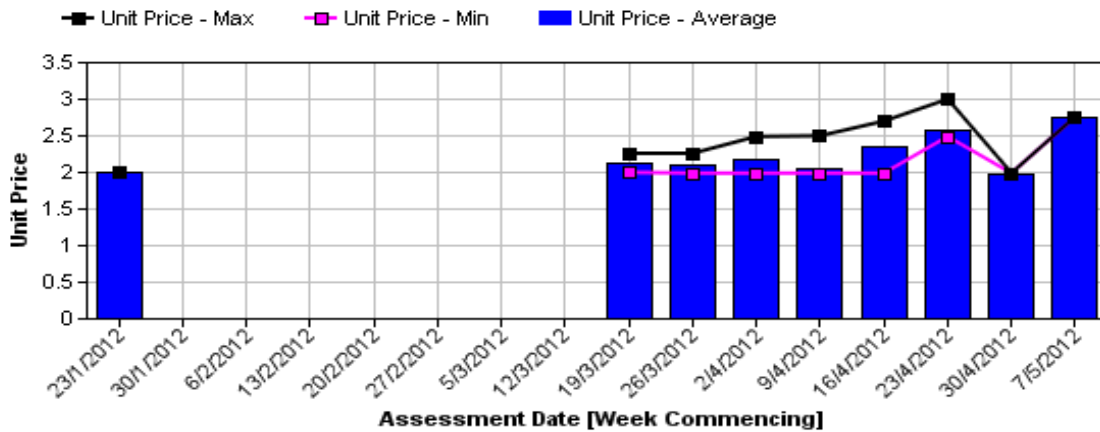
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 22nd October 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	225	1.99	Cat	NZ
I	Hass	190	2.50	Store	Aus
I	Hass	210	2.50	No	Aus
IGA	Hass	280	2.95	No	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
Woolworths	Hass	265	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Woolworths	Hass	270	2.98	Store	Aus
I	Hass	260	2.98	No	Aus
I	Reed	480	2.99	No	Aus
Foodworks	Hass	280	2.99	No	NZ
I	Hass	260	2.99	No	Aus
I	Reed	470	2.99	No	Aus
I	Reed	420	2.99	No	Aus
I	Hass	270	3.29	No	Aus
I	Hass	300	3.49	No	Aus
I	Hass	320	3.50	No	NZ
I	Reed	460	3.50	No	Aus
I	Hass	280	3.50	No	Aus
I	Reed	490	3.50	No	Aus
BRISBANE					
IGA	Hass	180	1.29	Store	Aus
IGA	Hass	180	1.79	Cat	NZ
IGA	Hass	180	1.79	Cat	Aus
I	Hass	240	1.99	No	Aus
Woolworths	Hass	240	2.48	No	Aus
Coles	Hass	220	2.48	No	Aus
Coles	Hass	240	2.48	No	Aus
Woolworths	Hass	240	2.48	No	Aus
Woolworths	Hass	180	2.48	No	Aus
Coles	Hass	220	2.48	Cat	Aus
I	Hass	360	2.50	Store	Aus
I	Hass	245	2.50	Store	Aus
I	Hass	260	2.99	No	Aus
I	Fuerte	360	2.99	No	Aus
I	Hass	220	2.99	Store	Aus
I	Hass	300	2.99	No	Aus
I	Fuerte	210	2.99	No	Aus
I	Hass	304	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	264	1.99	No	Aus
I	Hass	265	2.49	No	NS
I	Hass	255	2.49	No	NS
I	Hass	260	2.49	No	NS
Coles	Hass	305	2.78	No	Aus
Coles	Hass	295	2.78	No	Aus
Coles	Hass	280	2.78	No	Aus
Safeway	Hass	285	2.98	No	Aus
Safeway	Hass	265	2.98	No	Aus
IGA	Hass	290	2.99	No	Aus
IS	Hass	250	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	285	3.50	No	NS
I	Hass	275	3.50	No	NS
I	Hass	315	3.98	No	Aus
PERTH					
I	Hass	180	1.49	No	Aus
IS	Hass	190	1.69	Store	Aus
IGA	Hass	270	2.19	No	Aus
Coles	Hass	220	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Coles	Hass	235	2.48	No	Aus
I	Hass	240	2.50	No	Aus
Woolworths	Hass	220	2.68	Store	Aus
Woolworths	Hass	205	2.68	No	Aus
Woolworths	Hass	200	2.68	No	Aus
IGA	Hass	270	2.69	No	Aus
IGA	Hass	285	2.75	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	280	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	250	3.49	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