



INFOCADO WEEKLY REPORT: 10th — 16th Oct 2015 (Week 42)

Comments

- The weekly dispatch volume (332,745 trays) was higher than the weeks forecast by about 29,000 trays (10%) (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (198,878 tray eqv.). The Sydney market continues to receive the highest volume (84,355 tray eqv.), size 20 fruit continues to dominate total supplies (refer P 3).
- Both NQ and CQ have finished their seasons thus their seasonal forecast has been rolled over to illustrate their estimates for 2016 (refer P 4).
- The retail sales continue to keep pace with industry dispatches. This clearly shows good fruit movement through the supply chain (refer P 5).
- Average retail price for Hass continues to hold steady across all major cities although this does not include multi-buy offers. Highest and lowest recorded retail prices was \$3.99 and \$1.78 / fruit, highest was across all cities whilst the lowest was recorded in Brisbane (refer P 6 - 8).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast forms** when available. The 15mth forecast is important as AAL uses this data to lock in the pre-harvest forecast before each region commences harvest (as now shown on P 4).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

Marketing Update: Chefs Love Avocados

This month we launched the Chefs Love Avocados mini-series! Over the past few months we caught up with a few of Sydney's most renowned chefs about their love of avocados and how they have incorporated them onto their menus at their cafes.

The chefs included Andy Davies from the iconic Bondi Trattoria, Adam Starr from the hip Barmuda in Newtown and Kristian Gamble from the award-winning venue Ripples, right under the Harbour Bridge at Luna Park.

Each chef was filmed preparing their favourite dishes making it very easy for our Avocado Lovers to replicate at home. These delicious dishes included avocado and corn fritters; the ever popular smashed avocado and buffalo milk ricotta; avocado and cured ocean trout; avocado, quinoa and poached egg salad; and avocado with salmon and fennel.

For a full brief please refer to the Guacamole Enewsletter - 16 Oct 2015.

Upcoming Holidays

Labour Day NZ: 26th Oct | Melbourne Cup VIC: 3rd Nov | Christmas Day: 25th Dec | Boxing Day: 26th Dec | Boxing Day (Additional Day): 28th Dec |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | 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.

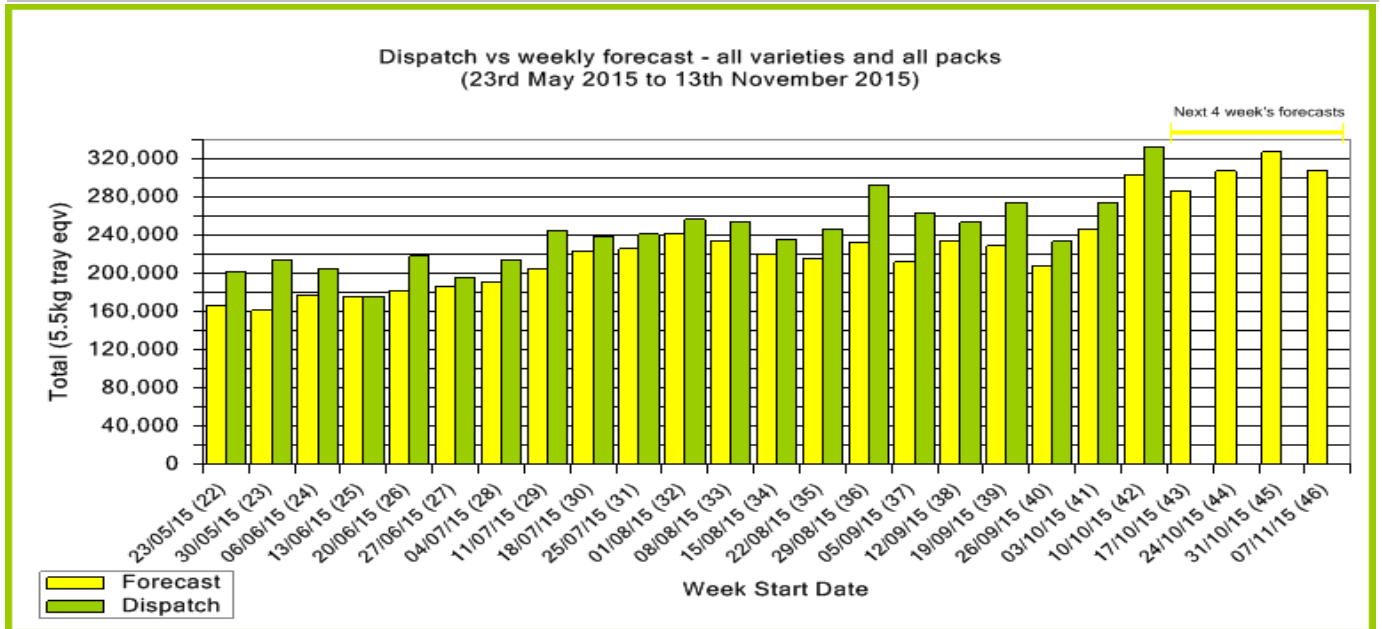
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 42 - 46)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 42 - begin 10/10/2015					
Hass	275,707	11,563	6,000	6,460	298,997
Lamb Hass	160	100			342
Other	160	24			204
Reed	3,333				3,333
Sharwil	700	88			860
Week Total	280,060	11,775	6,000	6,460	303,735
Week 43 - begin 17/10/2015					
Hass	262,042	11,285	6,000	6,460	284,826
Lamb Hass	100	290			627
Reed	1,667				1,667
Week Total	263,809	11,575	6,000	6,460	287,120
Week 44 - begin 24/10/2015					
Hass	284,330	11,808	3,000	3,460	306,973
Lamb Hass		300			545
Other	160	24			204
Week Total	284,490	12,132	3,000	3,460	307,722
Week 45 - begin 31/10/2015					
Hass	301,687	11,425	3,000	3,000	323,550
Lamb Hass		300			545
Wurtz	3,000				3,000
Week Total	304,687	11,725	3,000	3,000	327,095
Week 46 - begin 07/11/2015					
Hass	282,700	11,552	3,000	3,000	304,794
Wurtz	3,000				3,000
Week Total	285,700	11,552	3,000	3,000	307,794

Dispatch Data (Week 42 - begin 10/10/2015)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	1,852				1,852
Hass	302,757	13,335	14,048	4,000	330,283
Lamb Hass	68	292			599
Reed	9	1			11
Total	304,686	13,628	14,048	4,000	332,745



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	345,204	389,454	607,572	531,266	42,180	0	2,204,308	
Australia (from ABS)	27,589	107,037	232,868							367,494	
USA³	0	0								0	
Japan³	0	0								0	
Other Asia³	3,360	17,622								20,982	
Total Dispatch (Infocado + 3)	20,085	98,189	191,340	219,956	0	0	0	0	0	529,570	

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 Source: Infocado AAL, Monthly Dispatch + Updated Monthly Seasonal Forecast (dispatch is updated at the end of each month)
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port

Industry Dispatches By Origin Region and Count Size : 10th October - 16th October 2015 (Wk 42)

Origin Region	5.5kg	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	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW		1,820	2,572	5,525		4,154	833	843		15,747	936	8,000	4,000	19,631
New Zealand		4,328	7,823	16,813		14,649	19,142	9,822	10,653	83,230				83,230
South Qld	9	66	654	942	746	672	883	400		4,372	1,043			6,268
Sunshine Coast		5	29	47		105	77	62		325	281			836
Tamborine/ Northern Rivers											290			527
Tri State	13	1,163	4,298	6,313		5,144	3,268	1,360	115	21,674	936			23,376
WA/NT	2,397	10,006	23,541	54,715		39,117	35,152	9,469	4,941	179,338	10,142	6,048		198,878
Total	2,419	17,388	38,917	84,355	746	63,841	59,355	21,956	15,709	304,686	13,628	14,048	4,000	332,745

Origin of Avocado



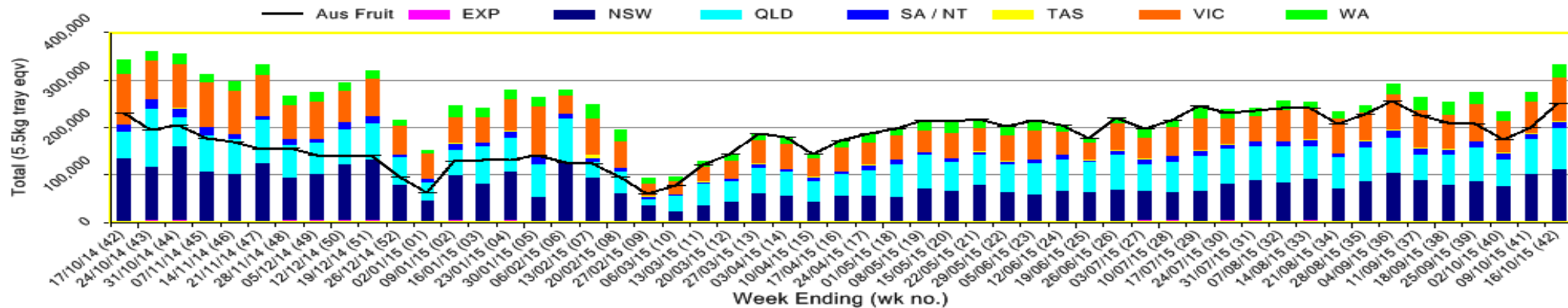
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 10th October - 16th October 2015 (Wk 42)

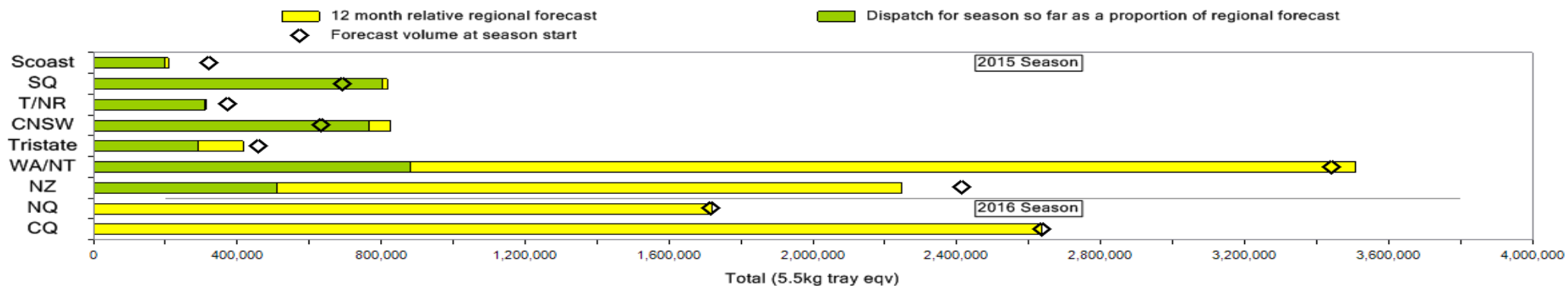
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									1,600	1,600	960			3,345
NSW	876	6,428	15,431	36,998		22,093	12,481	2,901	2,409	99,617	3,691	9,728	2,000	108,461
QLD	487	5,858	10,452	17,183	586	18,366	15,131	7,357	5,572	80,992	2,136	1,728	2,000	85,554
SA / NT	320	372	476	723		2,188	5,722	1,764	85	11,650	1,499	864		14,532
TAS		36	4				1,050			1,090				1,090
VIC	96	4,141	11,506	27,221	160	18,154	13,592	6,551	3,208	84,629	4,488			92,789
WA	640	553	1,048	2,230		3,040	11,379	3,383	2,835	25,108	854	1,728		26,975
Total	2,419	17,388	38,917	84,355	746	63,841	59,355	21,956	15,709	304,686	13,628	14,048	4,000	332,745

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 9,148,035 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 - 2015)



Week 42 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Sunvale Produce Pty Ltd (TRI)
Simpson Farms Pty Ltd (Consolidator)	Mildura Fruit Company (TRI)
The Avolution (Consolidator)	Klingbiel Family Trust (TRI)
Midcoast Avocados (CNSW)	Golden Hill Packing Pty Ltd (TRI)
I & A Tolson (CNSW)	Marrbiz Pty Ltd (TRI)
Coastal Avocados (CNSW)	Advance Packing & Marketing Services P/L (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
KV & JM Lehmann (TRI)	Avonova (WA)
Justin Loffler (TRI)	SQ: Less than 3 contributors
Chinoola Orchards (TRI)	TNR: Less than 3 contributors

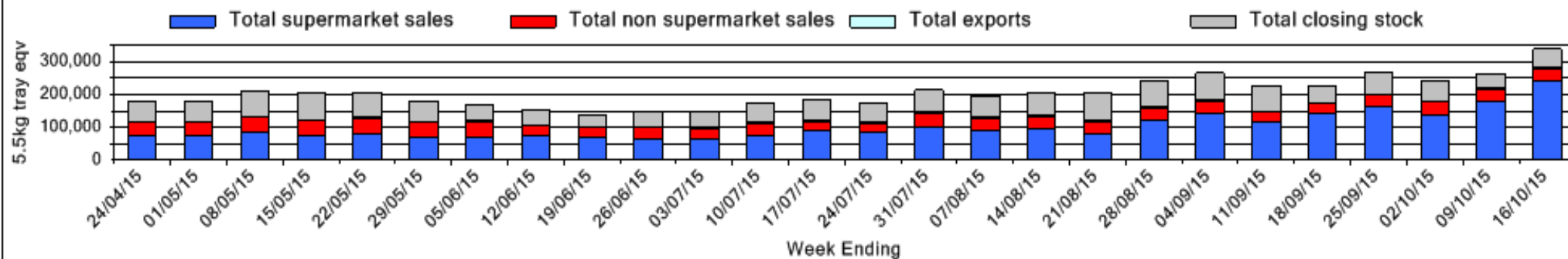
Week 42 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Dykes Bros (Melbourne)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	WA Farm Direct (Perth)

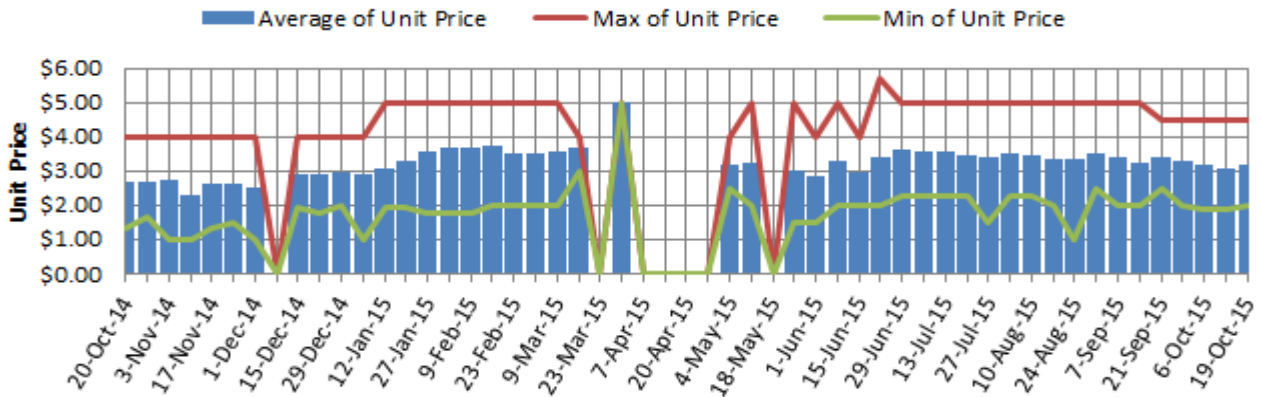
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	79,537			79,537	2,713			2,713	4,933	9,728			9,728	1,769	86,238			86,238
Total non supermarket sales	7,212			7,212	730			730	1,327						8,539			8,539
Total exports																		
Total sales	86,749			86,749	3,443			3,443	6,260	9,728			9,728	1,769	94,778			94,778
Total Stock on Hand	3,887			3,887											3,887			3,887
QLD																		
Total supermarket sales	61,757		163	61,920	960			960	1,745	1,728			1,728	314	63,817		163	63,980
Total non supermarket sales	2,836			2,836	951			951	1,729	1,010			1,010	184	4,749			4,749
Total exports																		
Total sales	64,593		163	64,756	1,911			1,911	3,475	2,738			2,738	498	68,565		163	68,728
Total Stock on Hand	12,614		3,435	16,049	278			278	505						13,119		3,435	16,554
SA & TAS																		
Total supermarket sales	14,343			14,343	1,056			1,056	1,920	864			864	157	16,420			16,420
Total non supermarket sales	5,151		32	5,183	1,639			1,639	2,980						8,131		32	8,163
Total exports																		
Total sales	19,494		32	19,526	2,695			2,695	4,900	864			864	157	24,551		32	24,583
Total Stock on Hand	9,376		41	9,417	1,404			1,404	2,553						11,929		41	11,970
VIC																		
Total supermarket sales	52,336			52,336	1,248			1,248	2,269						54,605			54,605
Total non supermarket sales	13,475		357	13,832	1,008		8	1,016	1,847						15,308		372	15,680
Total exports																		
Total sales	65,811		357	66,168	2,256		8	2,264	4,116						69,913		372	70,285
Total Stock on Hand	15,799		682	16,481	1,044			1,044	1,898						17,697		682	18,379
WA																		
Total supermarket sales	16,401			16,401	444			444	807	1,728			1,728	314	17,522			17,522
Total non supermarket sales	3,500			3,500	281	9		290	527						4,011	16		4,027
Total exports	1,600			1,600	960			960	1,745						3,345			3,345
Total sales	21,501			21,501	1,685	9		1,694	3,080	1,728			1,728	314	24,879		16	24,895
Total Stock on Hand	3,048	26		3,074	284	23		307	558						3,564	68		3,632
Total																		
Total supermarket sales	224,374		163	224,537	6,421			6,421	11,675	14,048			14,048	2,554	238,603		163	238,766
Total non supermarket sales	32,174		389	32,563	4,609	9	8	4,626	8,411	1,010			1,010	184	40,738	16	404	41,158
Total exports	1,600			1,600	960			960	1,745						3,345			3,345
Total sales	258,148		552	258,700	11,990	9	8	12,007	21,831	15,058			15,058	2,738	282,686	16	567	283,269
Total Stock on Hand	44,724	26	4,158	48,908	3,010	23		3,033	5,515						50,196	68	4,158	54,423

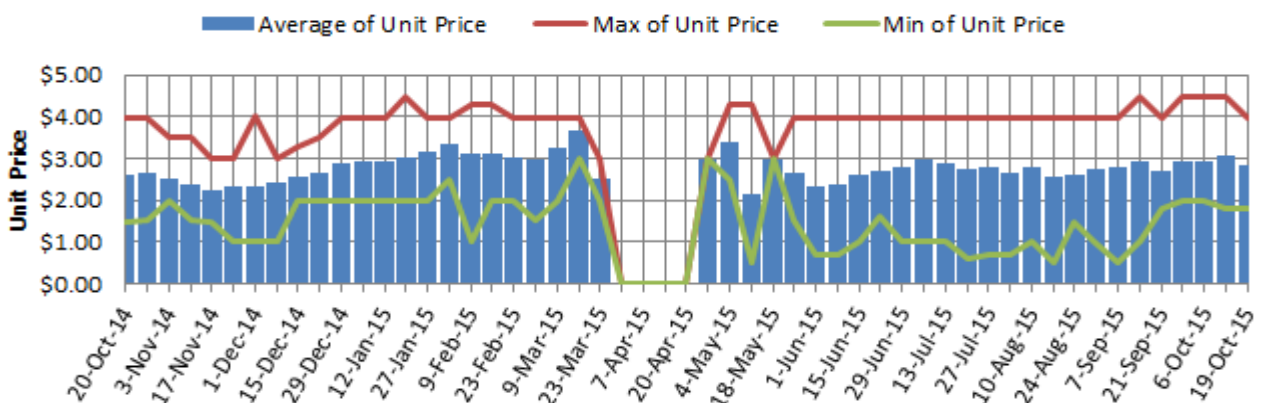
Weekly National Sales



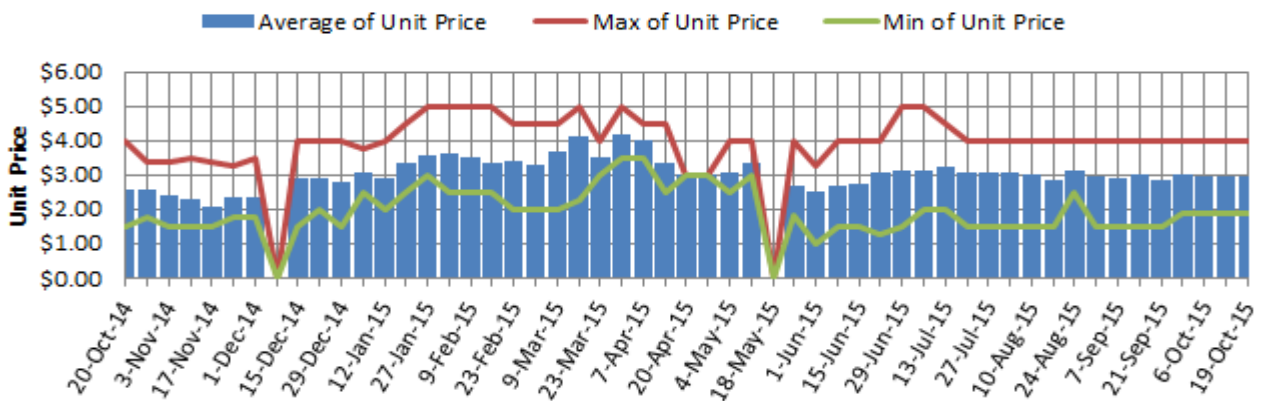
Hass Avocado Average Retail Prices - Sydney



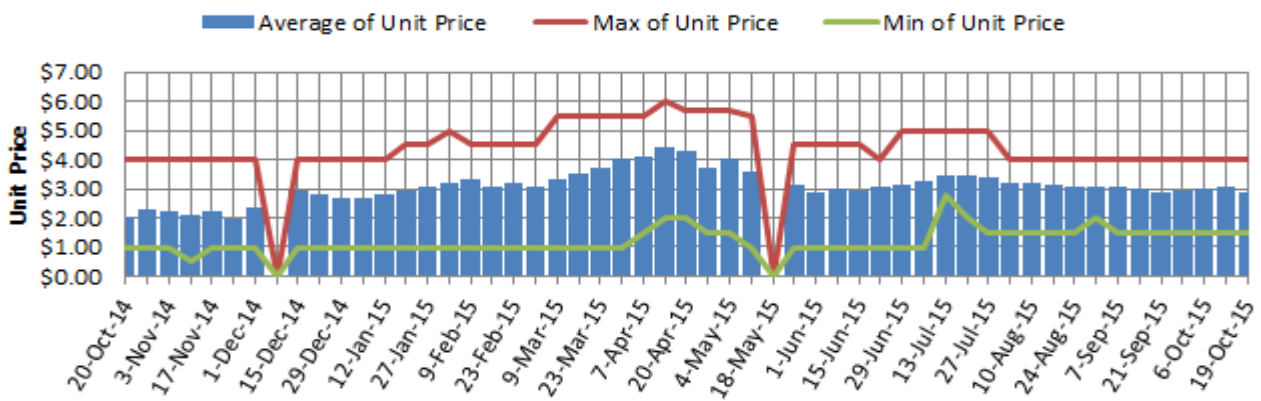
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

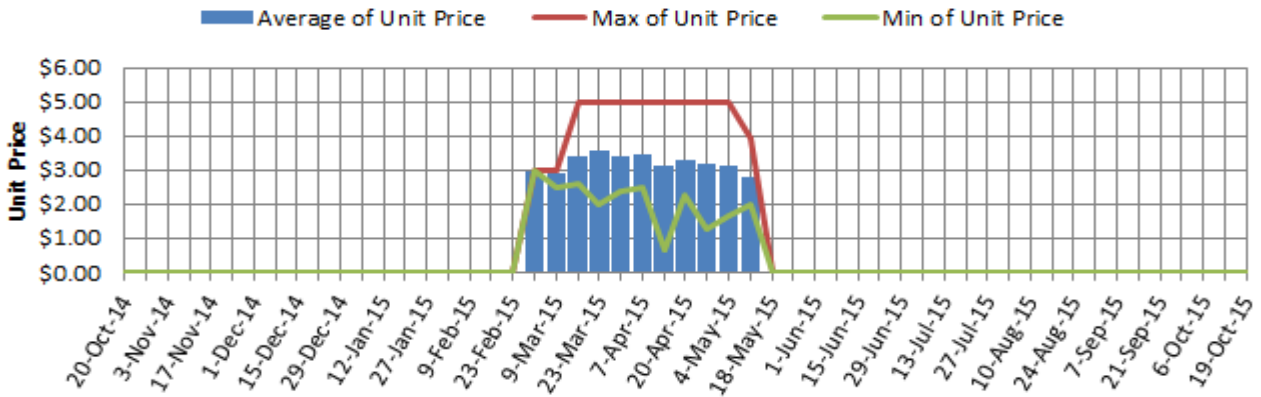


Hass Avocado Average Retail Prices - Perth

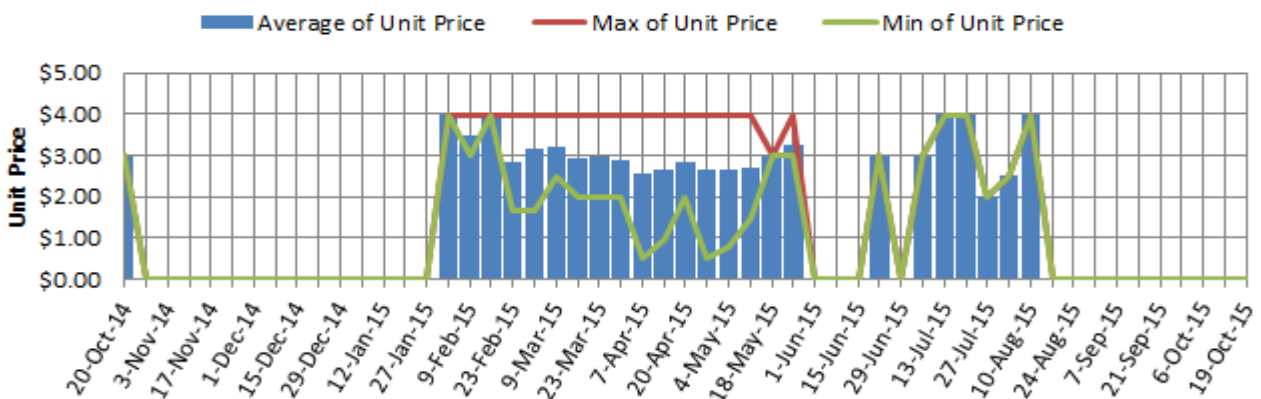


Assessment date (Week Commencing)

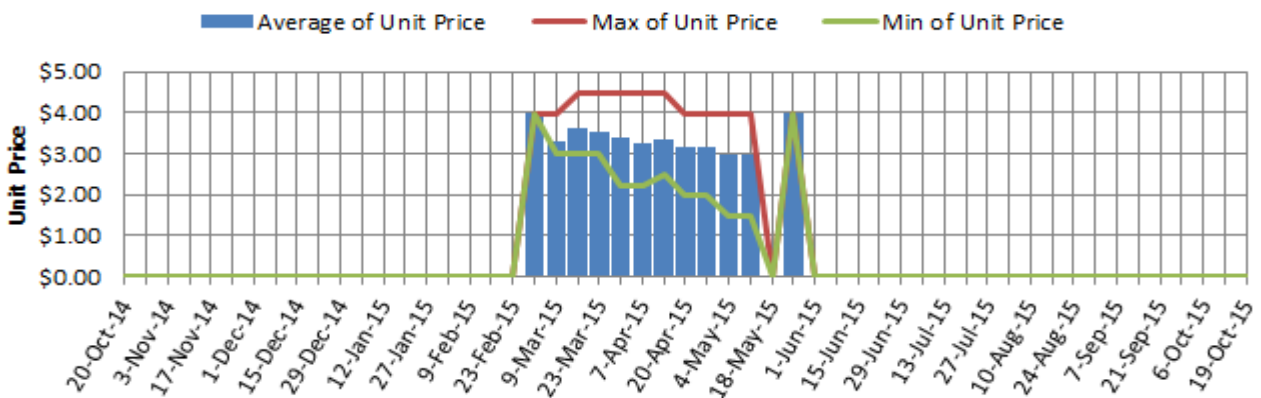
Shepard Avocado Average Retail Prices - Sydney



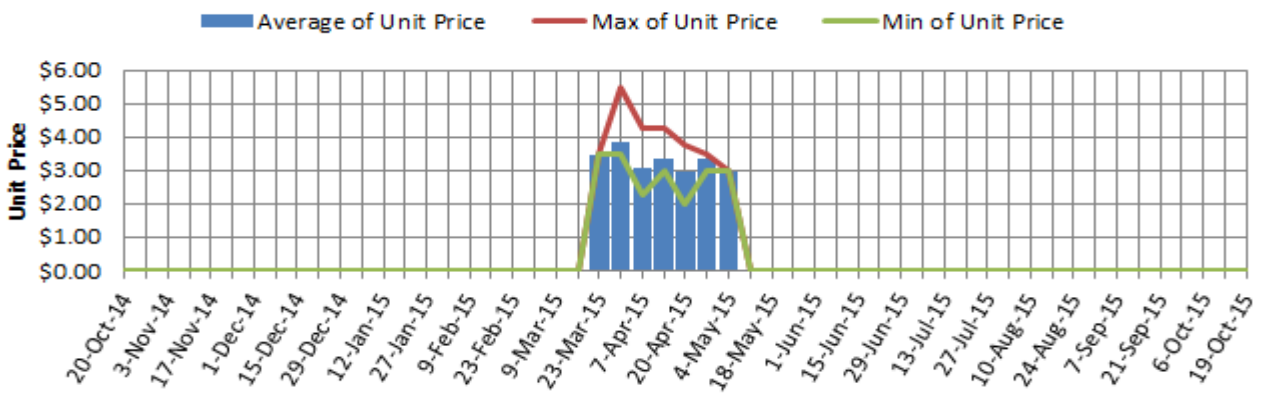
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 19th October 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	210	2.49	No	Aus	IS	Hass	240	1.99	No	NZ
Woolworths	Hass	270	2.98	No	Aus	I	Hass	190	2.49	No	Aus
Woolworths	Hass	260	2.98	No	Aus	Woolworths	Hass	280	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus	Coles	Hass	250	2.98	Store	Aus
Coles	Hass	280	2.98	No	Aus	Woolworths	Hass	260	2.98	Store	Aus
Woolworths	Hass	260	2.98	No	Aus	Coles	Hass	240	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus	Coles	Hass	270	2.98	No	Aus
I	Hass	220	2.99	No	Aus	Woolworths	Hass	310	2.98	No	Aus
I	Hass	260	2.99	No	Aus	I	Hass	250	2.99	No	NZ
IGA	Hass	250	2.99	No	Aus	I	Hass	225	2.99	No	NS
I	Hass	270	2.99	No	Aus	I	Hass	330	3.19	No	Aus
Foodworks	Hass	280	3.49	Store	Aus	I	Hass	280	3.69	No	Aus
IC	Hass	320	3.99	No	Aus	I	Hass	340	3.75	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	350	3.98	No	Aus
IC	Hass	330	3.99	No	Aus	I	Hass	310	3.99	No	Aus
IC	Hass	320	3.99	No	Aus	I	Hass	270	3.99	No	Aus
BRISBANE						PERTH					
I	Hass	135	1.78	No	NS	IGA	Hass	180	1.99	Cat	Mixed
I	Hass	155	1.79	No	NZ	IGA	Hass	225	1.99	No	Aus
I	Hass	175	1.98	No	NZ	IGA	Hass	460	1.99	Store	Aus
IGA	Hass	210	2.00	No	NZ	Woolworths	Hass	180	2.48	No	Aus
Woolworths	Hass	220	2.20	No	Mixed	I	Hass	175	2.48	No	Aus
IGA	Hass	200	2.49	No	NZ	Woolworths	Hass	175	2.48	No	Aus
I	Hass	210	2.50	Store	NZ	Coles	Hass	175	2.98	No	Aus
Coles	Hass	200	2.98	No	NZ	Coles	Hass	180	2.98	No	Aus
Coles	Hass	180	2.98	No	NZ	Woolworths	Hass	185	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
Coles	Hass	210	2.98	No	NZ	I	Hass	260	2.99	No	Aus
I	Hass	300	2.99	No	NZ	I	Hass	250	2.99	No	Aus
I	Hass	265	2.99	No	NZ	I	Hass	250	3.79	No	Aus
Woolworths	Hass	265	2.99	No	Aus	I	Hass	250	3.99	No	Aus
I	Hass	280	3.00	No	Aus	IGA	Hass	320	3.99	No	Aus
I	Hass	226	3.29	No	Aus	IGA	Hass	300	3.99	No	Aus
Coles	Hass	240	3.50	No	Aus						
Coles	Hass	200	3.50	No	Aus						
IGA	Hass	235	3.99	No	Aus						
I	Hass	265	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
 Mixed = display sign indicates fruit is from multiple origins