



INFOCADO WEEKLY REPORT: 20th — 126h October 2012 (Wk 43)



Comments

- The retail prices report this week show some store and catalogue specials in place in nearly all states. Coles in Sydney and Melbourne as well as IGA in Perth are running catalogue specials. The Coles catalogue price is \$2.98 which the IGA price is \$1.79. Generally catalogue specials run state wide.
- Forecasts for the next four weeks continue to increase slightly, peaking at 230,272 5.5kg eqv trays. See page 3 for a week by week breakdown.
- 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.

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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 then 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:

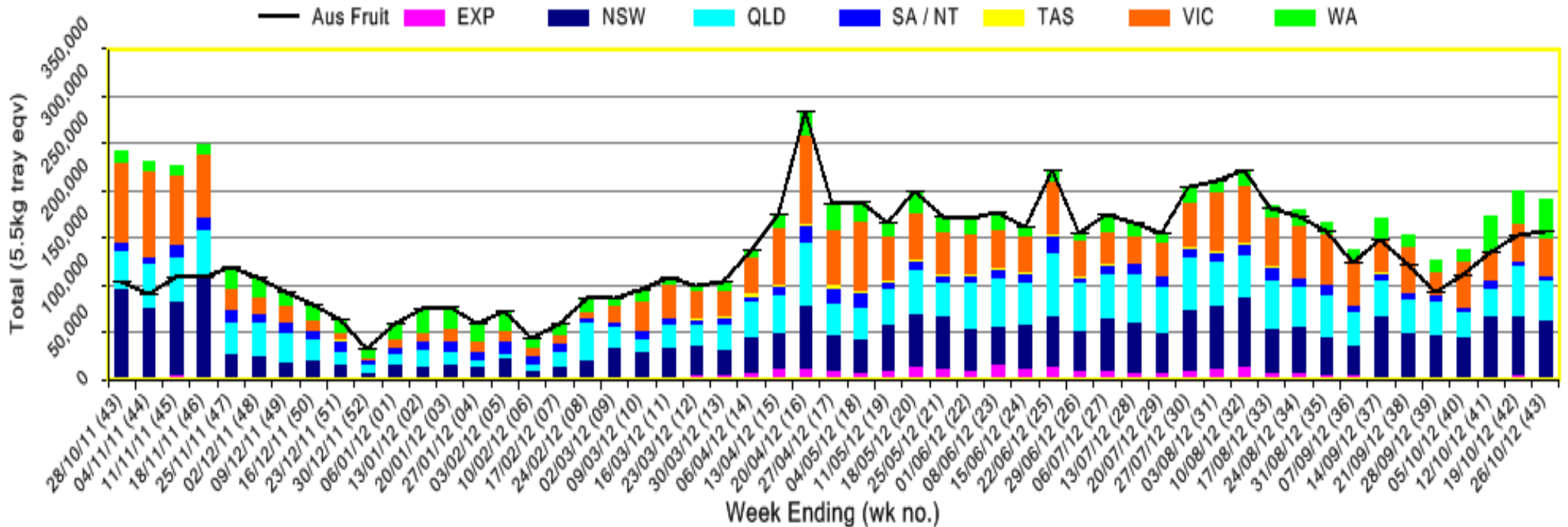
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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Industry Dispatches By Destination State and Count Size : 20th October - 26th October 2012 (Wk 43)

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								1,530	1,725	3,255				3,255
NSW	183	3,505	11,268	12,687		8,121	8,646	5,039	2,422	51,871	4,358			59,795
QLD	26	838	4,145	10,196	31	11,157	6,451	2,883	1,532	37,259	1,802	960	1,920	41,059
SA / NT	1	3	368	368		1,447	784	2,286		5,257	221			5,659
VIC	188	2,000	5,175	9,146	81	4,154	10,445	1,338	558	33,085	3,199			38,901
WA	29	154	2,325	8,393		7,469	6,250	5,262		29,882	7,683			43,851
Total	427	6,500	23,281	40,790	112	32,348	32,576	18,338	6,237	160,609	17,263	960	1,920	192,520

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 6,343,870 5.5kg tray eqv

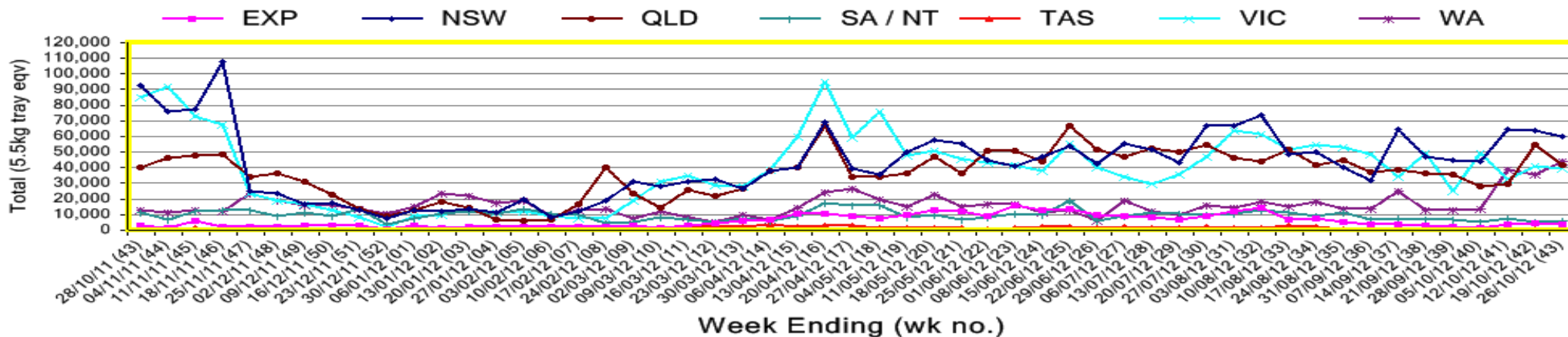


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 6,343,870 5.5kg tray eqv



Week 43 contributors - Packhouses

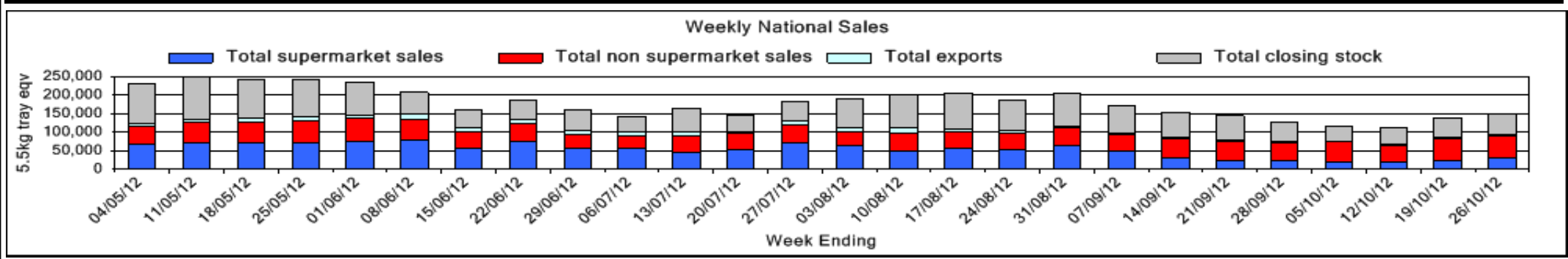
- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- Coastal Avocados
- Delroy Orchards
- I & A Tolson
- Midcoast Avocados
- Natures Fruit Company
- Sunfresh

Week 43 contributors - Wholesalers

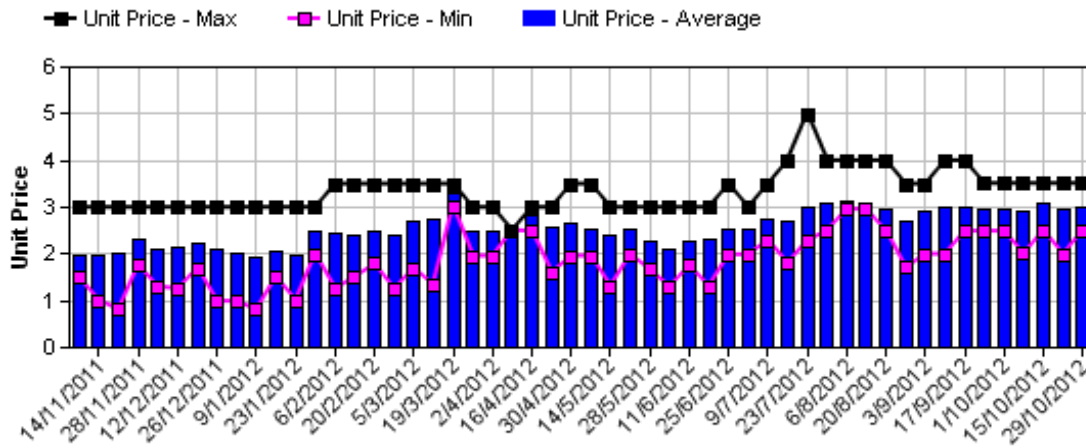
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce 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)

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

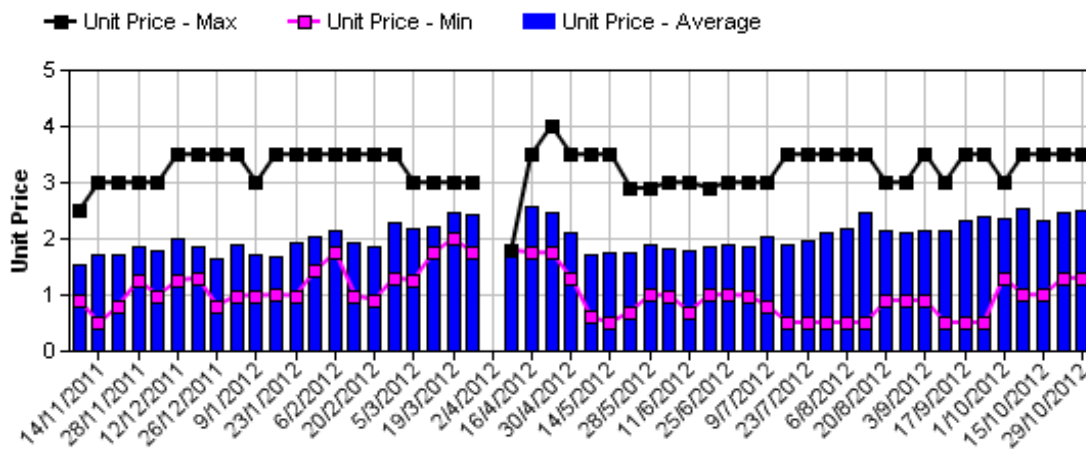
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	10,919		391	11,310	458		62	520	945						11,752		503	12,255
Total exports																		
Total sales	10,919		391	11,310	458		62	520	945					11,752		503	12,255	
Total Stock on Hand	1,579		217	1,796										1,579		217	1,796	
QLD																		
Total supermarket sales	15,345			15,345	2			2	4	960			960	175	15,523			15,523
Total non supermarket sales	18,310		208	18,518	786			786	1,429					19,739		208	19,947	
Total exports	375			375										375			375	
Total sales	34,030		208	34,238	788			788	1,433	960			960	175	35,637		208	35,845
Total Stock on Hand	25,115		106	25,221	66			66	120					25,235		106	25,341	
SA & TAS																		
Total supermarket sales	4,759			4,759	110			110	200					4,959				4,959
Total non supermarket sales	11,588		293	11,881	548		38	586	1,065					12,584		362	12,946	
Total exports																		
Total sales	16,347		293	16,640	658		38	696	1,265					17,543		362	17,905	
Total Stock on Hand	8,758		164	8,922	763			763	1,387					10,145		164	10,309	
VIC																		
Total supermarket sales	7,200			7,200										7,200				7,200
Total non supermarket sales	9,096		666	9,763	959		198	1,157	2,104	226			226	41	10,881		1,026	11,908
Total exports																		
Total sales	16,296		666	16,963	959		198	1,157	2,104	226			226	41	18,081		1,026	19,108
Total Stock on Hand	4,689		284	4,973	2,479		198	2,677	4,867	17			17	3	9,200		644	9,844
WA																		
Total supermarket sales	1,928			1,928	8			8	15					1,943				1,943
Total non supermarket sales	3,098			3,098	1,035		42	1,077	1,958					4,980		76	5,056	
Total exports	2,880			2,880										2,880				2,880
Total sales	7,906			7,906	1,043		42	1,085	1,973					9,802		76	9,879	
Total Stock on Hand	8,196		11	8,207	65		65	130	236					8,314		129	8,443	
Total																		
Total supermarket sales	29,232			29,232	120			120	218	960			960	175	29,625			29,625
Total non supermarket sales	53,012		1,558	54,570	3,786		340	4,126	7,502	226			226	41	59,936		2,176	62,112
Total exports	3,255			3,255										3,255				3,255
Total sales	85,499		1,558	87,057	3,906		340	4,246	7,720	1,186			1,186	216	92,816		2,176	94,992
Total Stock on Hand	48,337		782	49,119	3,373		263	3,636	6,611	17			17	3	54,473		1,260	55,733



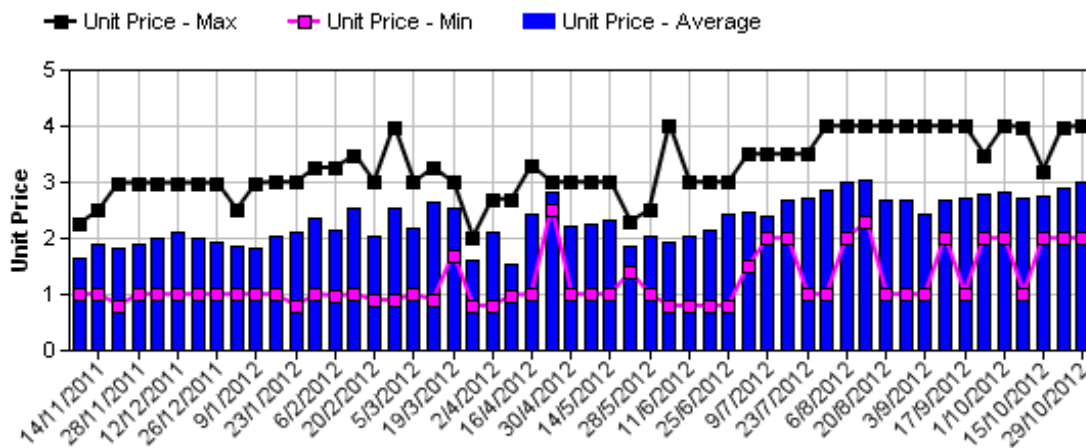
Hass Avocado Average Retail Prices - Sydney



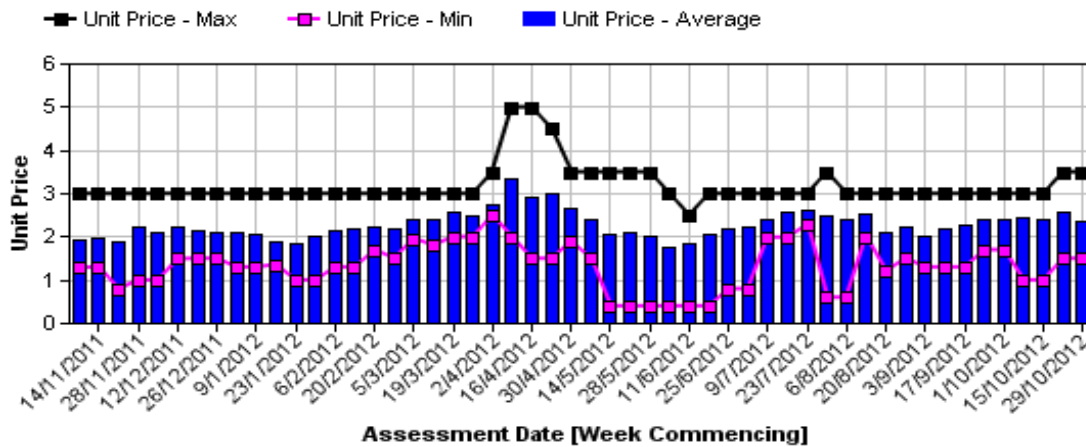
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

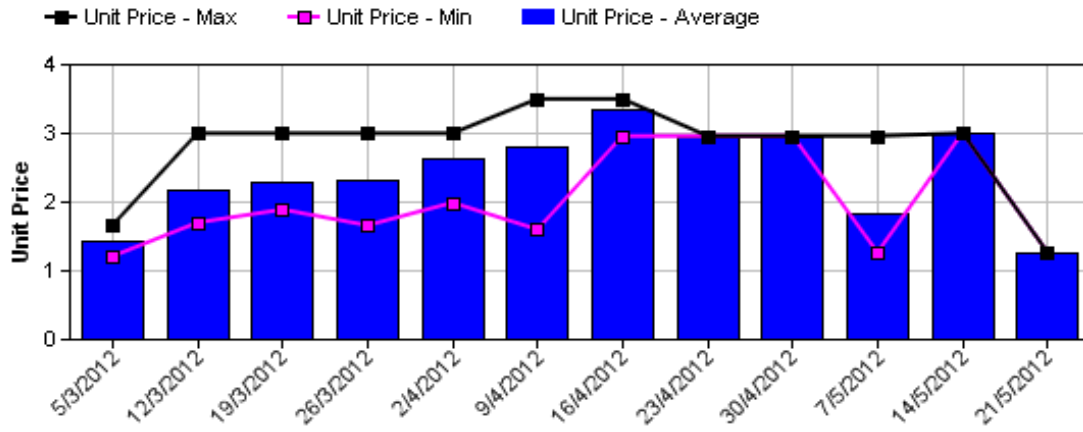


Hass Avocado Average Retail Prices - Perth

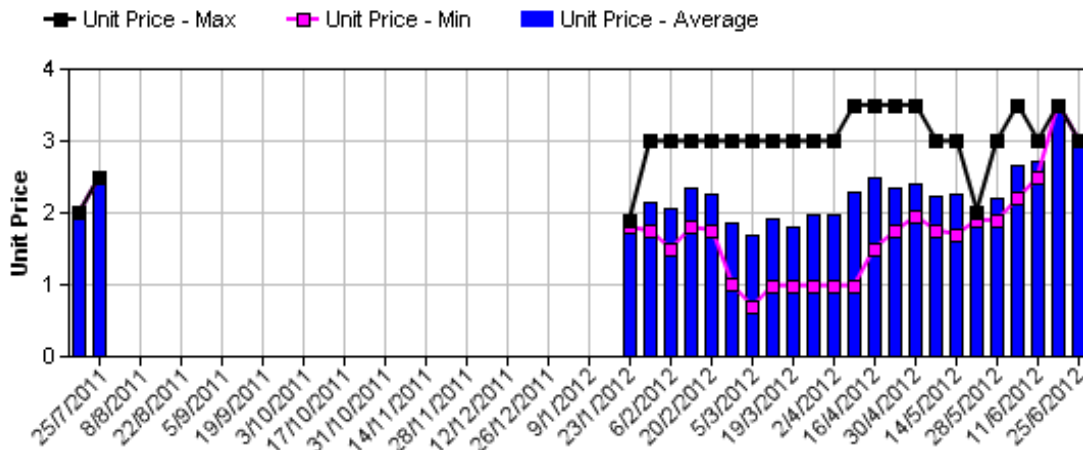


Assessment Date [Week Commencing]

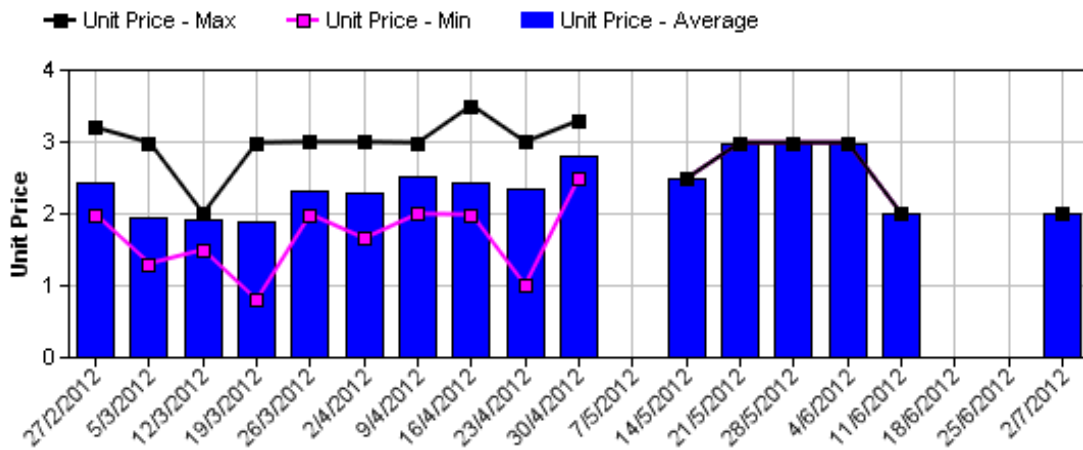
Shepard Avocado Average Retail Prices - Sydney



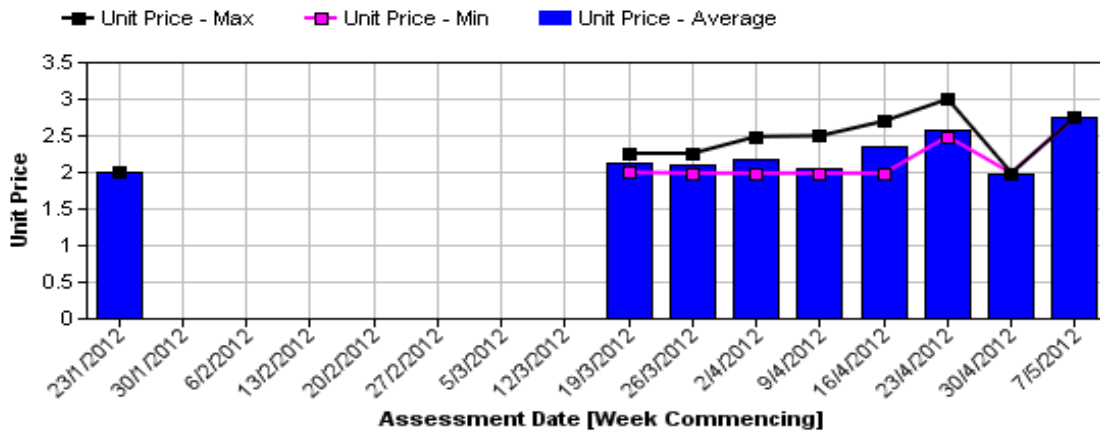
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 29th October 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
I	Hass	255	2.50	Store	Aus	I	Hass	245	1.99	No	Aus
I	Hass	250	2.50	Store	Aus	I	Hass	245	2.49	No	NS
IGA	Hass	260	2.95	No	Aus	I	Hass	265	2.49	No	NS
Woolworths	Hass	300	2.98	No	Aus	I	Hass	260	2.69	No	Mixed
Woolworths	Hass	285	2.98	No	Aus	Safeway	Hass	280	2.98	No	Aus
Woolworths	Hass	305	2.98	No	Aus	Coles	Hass	255	2.98	Cat	Aus
Coles	Hass	290	2.98	Cat	Aus	Safeway	Hass	265	2.98	No	Aus
Coles	Hass	280	2.98	Cat	Aus	Coles	Hass	270	2.98	Cat	Aus
I	Hass	265	2.99	No	Aus	Coles	Hass	285	2.98	Cat	Aus
I	Reed	450	2.99	No	Aus	Safeway	Hass	275	2.98	No	Aus
I	Hass	275	2.99	No	Aus	IS	Hass	250	2.99	No	Aus
Foodworks	Hass	260	2.99	No	Mixed	IGA	Hass	280	2.99	No	Aus
I	Hass	260	2.99	No	Aus	I	Hass	300	3.49	No	Aus
IGA	Hass	230	2.99	No	NZ	I	Hass	285	3.50	No	NS
I	Reed	430	2.99	No	Aus	I	Hass	290	3.50	No	NS
I	Reed	380	2.99	No	Aus	I	Hass	305	3.99	No	Aus
I	Reed	450	2.99	No	Aus	PERTH					
I	Hass	290	3.49	No	Aus	I	Hass	150	1.49	No	Aus
I	Reed	490	3.49	No	Aus	IS	Hass	190	1.69	Store	Aus
I	Hass	310	3.50	No	Mixed	IGA	Hass	280	1.79	Cat	Aus
BRISBANE						IGA	Hass	230	1.79	Cat	Aus
IGA	Hass	190	1.29	Store	Aus	IGA	Hass	250	1.79	Cat	Aus
IGA	Hass	200	1.98	Store	Aus	IGA	Hass	285	1.79	Cat	Aus
I	Hass	230	1.99	No	Aus	I	Hass	230	2.50	No	Aus
IGA	Hass	220	2.48	No	Aus	Coles	Hass	225	2.68	No	Aus
Woolworths	Hass	230	2.48	No	Aus	I	Hass	280	2.68	No	Aus
Coles	Hass	240	2.48	Store	Aus	Woolworths	Hass	205	2.68	No	Aus
Woolworths	Hass	270	2.48	No	Aus	Coles	Hass	230	2.68	No	Aus
Coles	Hass	220	2.48	No	Aus	Woolworths	Hass	210	2.68	Store	Aus
Woolworths	Hass	180	2.48	No	Aus	Woolworths	Hass	200	2.68	No	Aus
Coles	Hass	220	2.48	No	Aus	I	Hass	275	2.99	No	Aus
I	Hass	205	2.50	Store	Aus	I	Hass	240	3.49	No	Aus
I	Lamb Hass	245	2.50	Store	Aus						
I	Hass	200	2.99	No	Aus						
I	Hass	240	2.99	No	Aus						
I	Fuerte	300	2.99	No	Aus						
I	Fuerte	300	2.99	No	Aus						
I	Hass	240	2.99	Store	Aus						
I	Hass	360	3.49	Store	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