



INFOCADO WEEKLY REPORT: 19 — 25 October 2013 (Wk 43)



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Comments

- The October Quarterly Report was published to all contributors this week. Please take the time to review the report and if you need to adjust your seasonal forecast, please do so. The next batch of seasonal forecast forms will be emailed to you on the 10th November so adjustments can be made then. A total of 9,496,961 5.5 kg eqv trays are currently forecasted for the coming 12 months. This is domestic production only.
- Retail prices this week peaked at a Sydney independent store at \$4.99. Prices were also high in some Melbourne independents at over \$4 per fruit. Coles stores in Brisbane are thus week running a catalogue special as are some IGA stores.
- Two Qualicado workshops are scheduled to be held in November. The first on Wednesday 13th November from 9am in Melbourne for wholesalers, ripeners and transporters including free breakfast for those who RSVP. The second is on Thursday 14th November in Robinvale, Victoria for growers and packers. For more information and to RSVP, please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au

What you need to be aware of for next month

- The October 2013 Quarterly Report forecasts a total of 617,588 5.5kg eqv trays in the market place for November.
- Australian Avocados marketing activity until December is focused on breakfast as an opportunity to grow avocado usage. Avocado Lovers and Enthusiasts (the most loyal consumers) are targeted with the aim of increasing awareness and usage of avocados at breakfast. This tactical advertising campaign will be integrated across magazines and digital online sites and strongly supported through social media content on Facebook, the Australian Avocados website and blogging articles. The breakfast conversation is being taken directly into office workplaces with a breakfast sampling activity. Brand advocates will host avocado breakfasts with their colleagues in their workplaces to encourage, trial and promote discussion. 640 brand advocates have been screened and recruited online nationally and will each receive an avocado breakfast pack to host a breakfast. Armed with avocados, serving suggestions and avocado facts these advocates will prepare a fun and tasty breakfast and share the avocado message with their colleagues.

Upcoming Holidays

VIC Melbourne Cup Day: 5 November

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IMPORTANT and PLEASE NOTE:

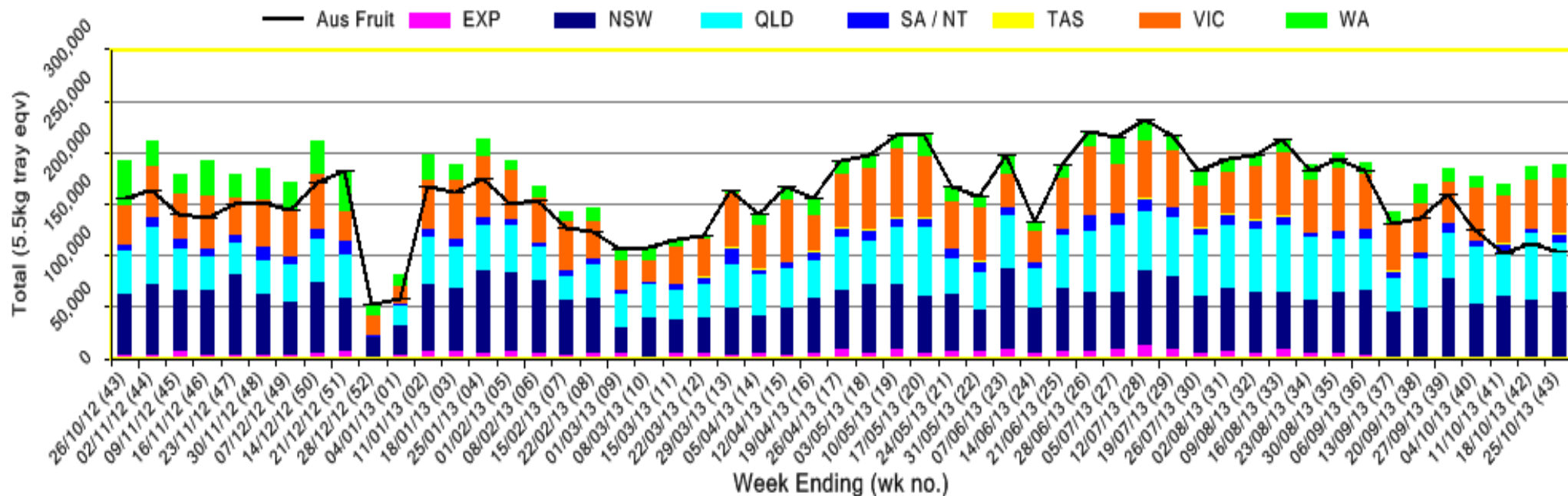
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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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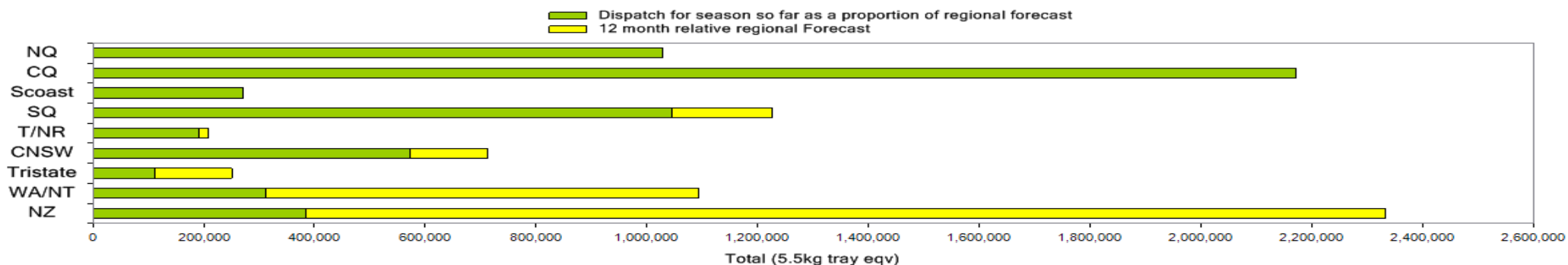
Industry Dispatches By Destination State and Count Size : 19th October - 25th October 2013 (Wk 43)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									288	288					288
NSW	112	1,218	8,892	10,567	447	11,303	11,736	5,940	6,138	56,353	4,568		755		64,795
QLD		614	3,106	7,366	343	8,816	9,972	5,644	5,679	41,540	2,466	3,874		1,200	46,946
SA / NT		117	820	1,876		1,317	1,664	1,518	619	7,931	317	960	288		8,734
TAS								442		442					442
VIC	121	1,025	3,753	14,338	1,165	8,867	9,827	6,181	2,439	47,716	3,306	3,800	681		54,542
WA	8	60	733	2,889		3,052	3,026	1,572		11,340	1,451		288		14,030
Total	241	3,034	17,304	37,036	1,955	33,355	36,667	20,855	15,163	165,610	12,108	8,634	2,012	1,200	189,779

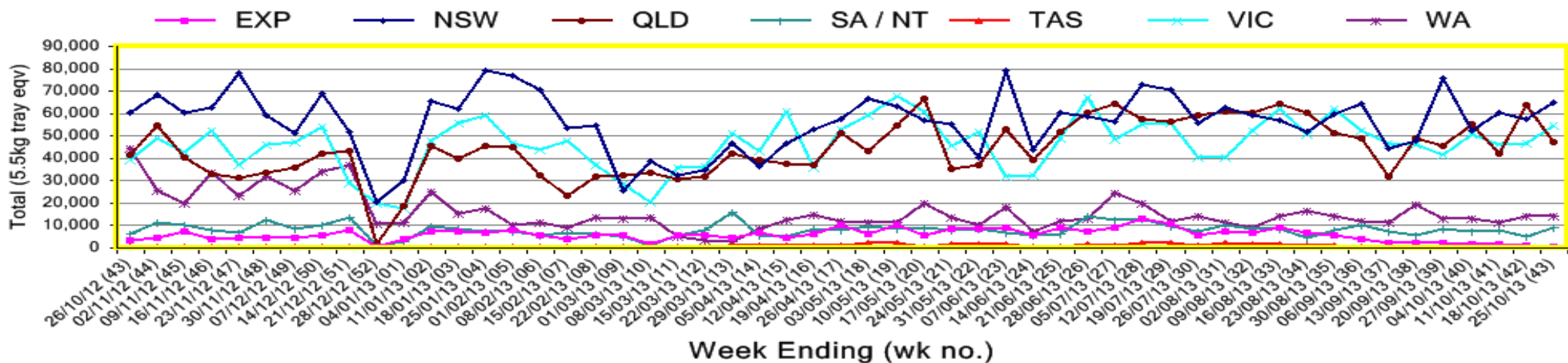
Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 7,526,401 5.5kg tray eqv



Percentage dispatched by region (Based on seasonal forecast - 2013)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 7,526,401 5.5kg tray eqv



Week 43 contributors - Packhouses

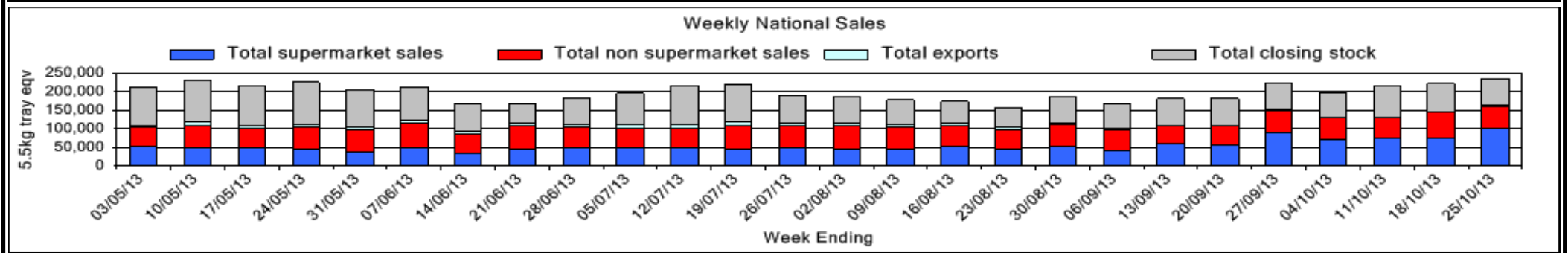
- The Evolution (CNSW, SQ & TRI)
- Midcoast Avocados (CNSW)
- I & A Tolson (CNSW)
- Coastal Avocados (CNSW)
- Avocado Industry Council (NZAGA)
- Avocado Industry Council (NZAGA)
- Mountain Fresh (SQ)
- Green Nugget Orchards (SQ)
- Balmoral Orchard (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ, SC)
- One Harvest (SQ)
- Sunfresh (SC)
- Natures Fruit Company (SC)
- Chinoola Orchards (TRI)
- Golden Hill Packing Pty Ltd (TRI)
- Chislett Developments Pty Ltd (TRI)
- KV & JM Lehmann (TRI)
- Green Pear Avocado (WA)
- Avonova (WA)
- Delroy Orchards (WA)
- Advance Packing & Marketing Services P/L (WA)
- TAM/NR & CQ:** Less than 3 packhouse contributors

Week 43 contributors - Wholesalers

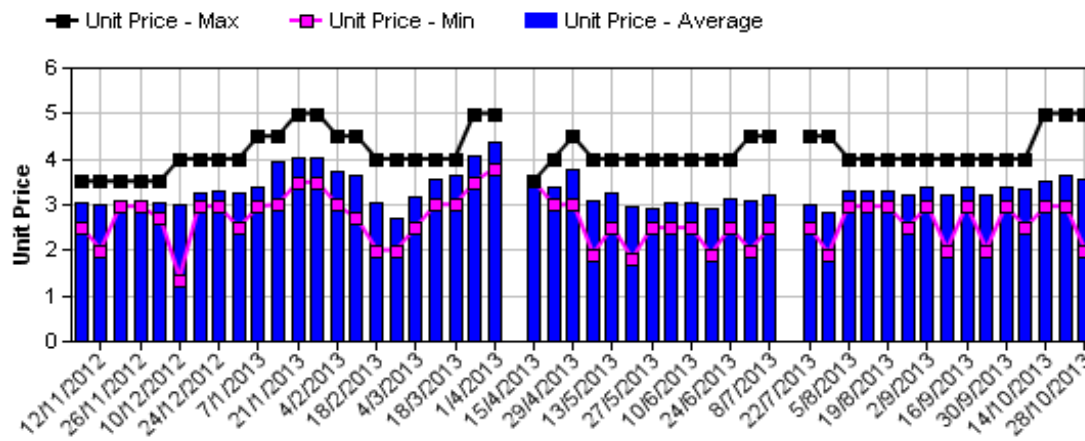
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Favco Queensland Pty Ltd (Brisbane)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh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

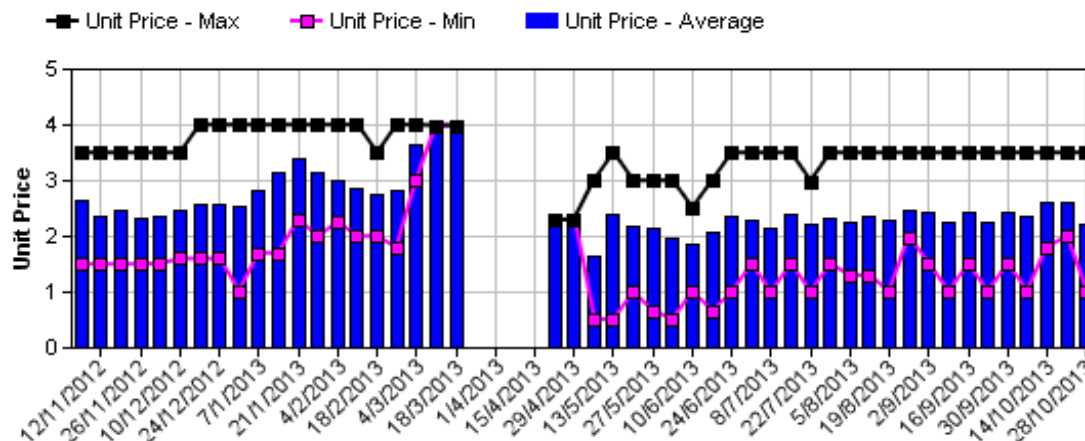
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	31,229			31,229	482			482	876						32,105			32,105
Total non supermarket sales	5,115		953	6,069	1,663		11	1,674	3,044						8,139		973	9,112
Total exports																		
Total sales	36,344		953	37,298	2,145		11	2,156	3,920						40,244		973	41,218
Total Stock on Hand	609			609	915			915	1,664						2,272			2,272
QLD																		
Total supermarket sales	28,968			28,968	288			288	524	3,788			3,788	689	30,180			30,180
Total non supermarket sales	19,499		613	20,112	1,387		200	1,587	2,885						22,021		977	22,997
Total exports	288			288											288			288
Total sales	48,755		613	49,368	1,675		200	1,875	3,409	3,788			3,788	689	52,489		977	53,466
Total Stock on Hand	27,081		782	27,863	57			57	104						27,185		782	27,967
SA & TAS																		
Total supermarket sales	4,958		616	5,574	325			325	591	960			960	175	5,723		616	6,339
Total non supermarket sales	5,163		59	5,222	558		45	603	1,096						6,178		141	6,318
Total exports																		
Total sales	10,121		675	10,796	883		45	928	1,687	960			960	175	11,901		757	12,658
Total Stock on Hand	14,373		16	14,389	1,054		320	1,374	2,498						16,289		598	16,887
VIC																		
Total supermarket sales	24,494			24,494	175			175	318	3,800			3,800	691	25,503			25,503
Total non supermarket sales	11,969		2,349	14,318	1,277		334	1,611	2,929	297			297	54	14,344		2,956	17,301
Total exports																		
Total sales	36,463		2,349	38,812	1,452		334	1,786	3,247	4,097			4,097	745	39,847		2,956	42,804
Total Stock on Hand	15,410		571	15,981	1,601		91	1,692	3,076	14			14	3	18,324		736	19,060
WA																		
Total supermarket sales	4,718			4,718	582			582	1,058						5,776			5,776
Total non supermarket sales	4,638			4,638	1,354		49	1,403	2,551						7,100		89	7,189
Total exports																		
Total sales	9,356			9,356	1,936		49	1,985	3,609						12,876		89	12,965
Total Stock on Hand	6,878			6,878	445			445	809						7,687			7,687
Total																		
Total supermarket sales	94,367		616	94,983	1,852			1,852	3,367	8,548			8,548	1,554	99,288		616	99,904
Total non supermarket sales	46,384		3,974	50,358	6,239		639	6,878	12,505	297			297	54	57,782		5,136	62,918
Total exports	288			288											288			288
Total sales	141,039		4,590	145,629	8,091		639	8,730	15,873	8,845			8,845	1,608	157,358		5,752	163,110
Total Stock on Hand	64,351		1,369	65,720	4,072		411	4,483	8,151	14			14	3	71,757		2,116	73,874



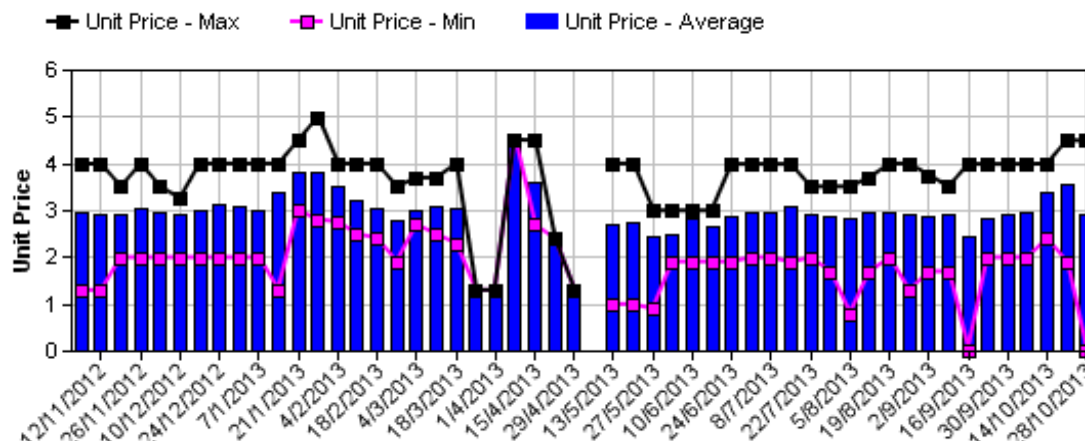
Hass Avocado Average Retail Prices - Sydney



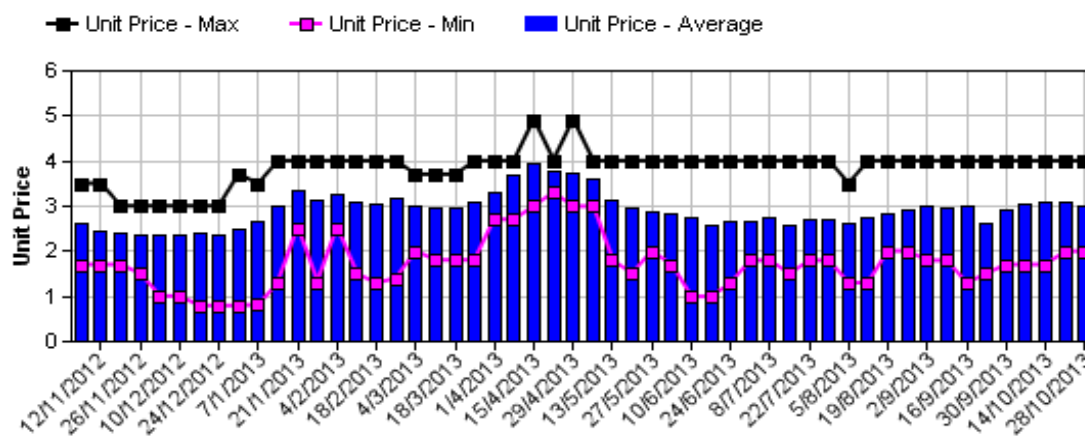
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

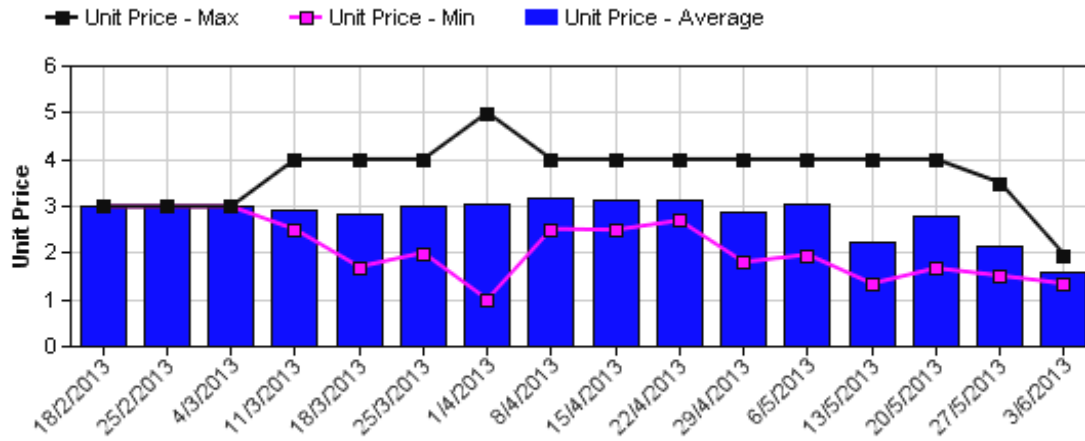


Hass Avocado Average Retail Prices - Perth

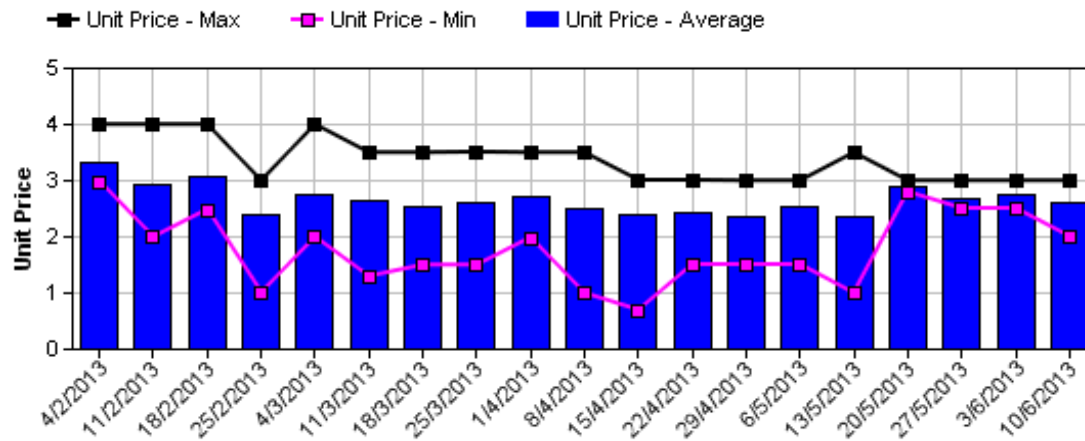


Assessment Date [Week Commencing]

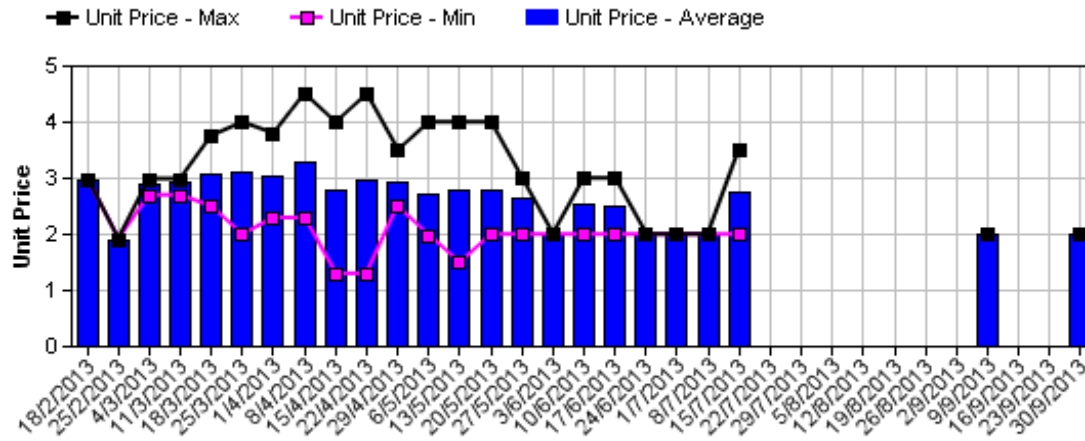
Shepard Avocado Average Retail Prices - Sydney



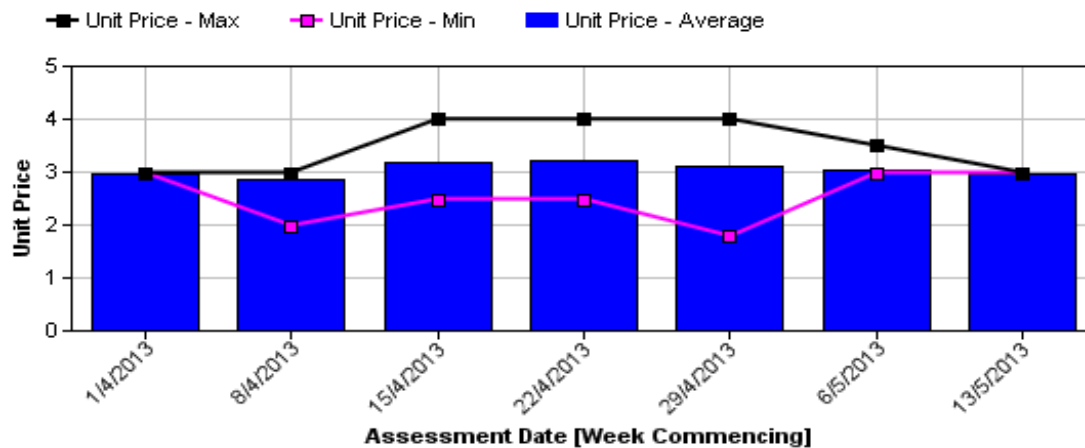
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety – 28th October 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	250	1.99	No	NZ
Woolworths	Hass	300	2.98	No	Mixed
Woolworths	Hass	290	2.98	No	Mixed
Woolworths	Hass	260	2.98	No	NZ
Coles	Hass	250	3.48	No	Aus
Coles	Hass	240	3.48	No	Aus
Coles	Hass	290	3.48	No	Aus
I	Hass	260	3.49	No	Aus
I	Hass	270	3.49	No	Aus
IGA	Hass	240	3.50	No	Aus
Foodworks	Hass	270	3.79	No	Mixed
I	Hass	260	3.99	No	Aus
I	Hass	300	3.99	No	Mixed
I	Hass	310	3.99	No	NZ
I	Hass	300	3.99	No	Aus
I	Hass	280	4.99	No	Aus
BRISBANE					
I	Hass	165	1.00	Store	Aus
Coles	Hass	260	1.60	Cat	NZ
Coles	Hass	260	1.60	Cat	NZ
Coles	Hass	220	1.60	Cat	NZ
IGA	Hass	100	1.77	Cat	NZ
IGA	Hass	184	1.77	Cat	NZ
I	Hass	195	1.99	No	Aus
Woolworths	Hass	220	2.48	Store	Mixed
I	Hass	290	2.48	Store	NZ
I	Hass	215	2.50	Store	NZ
I	Hass	265	2.50	Store	Aus
I	Hass	260	2.69	Store	Mixed
Woolworths	Hass	250	2.98	No	Mixed
I	Hass	270	2.98	No	Mixed
I	Hass	266	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	135	1.29	Store	NS
I	Hass	185	1.99	No	Aus
IS	Hass	220	1.99	No	NS
I	Hass	280	1.99	Store	Aus
IGA	Hass	210	1.99	Store	Aus
Safeway	Hass	250	2.00	Store	Aus
I	Lamb Hass	185	2.99	No	Aus
I	Hass	220	2.99	No	Aus
Coles	Hass	200	3.48	No	Aus
Coles	Lamb Hass	200	3.48	No	Aus
Coles	Hass	200	3.48	No	Aus
Coles	Hass	220	3.48	No	Aus
I	Hass	350	3.49	No	Mixed
Safeway	Hass	220	3.98	No	Aus
Safeway	Hass	250	3.98	No	Aus
I	Hass	275	4.39	No	Aus
I	Hass	300	4.39	No	NS
I	Hass	450	4.48	Store	Aus
PERTH					
I	Sharwil	230	1.98	No	Aus
IS	Hass	205	1.99	Store	Aus
I	Hass	235	2.48	No	Aus
Woolworths	Hass	200	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Woolworths	Hass	215	2.98	No	Aus
Woolworths	Hass	215	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	255	2.99	No	Aus
IGA	Hass	260	3.49	No	Aus
IGA	Hass	315	3.49	No	Aus
I	Hass	240	3.79	No	NZ
IGA	Hass	245	3.99	No	NS
I	Hass	275	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