



INFOCADO WEEKLY REPORT: 17th — 23rd Oct 2015 (Week 43)

Comments

- The weekly dispatch volume (336,889 trays) was higher than the weeks forecast by about 49,500 trays (17%) (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (200,433 tray eqv.). The Sydney market continues to receive the highest volume (122,752 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 \$1.49 / 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.

[Click here to learn How to conduct Dry Matter tests at home](#)

[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

Melbourne Cup VIC: 3rd Nov | Christmas Day: 25th Dec | Boxing Day: 26th Dec | Boxing Day (Additional Day): 28th Dec | New Year's Day: 1st January 2016 |

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

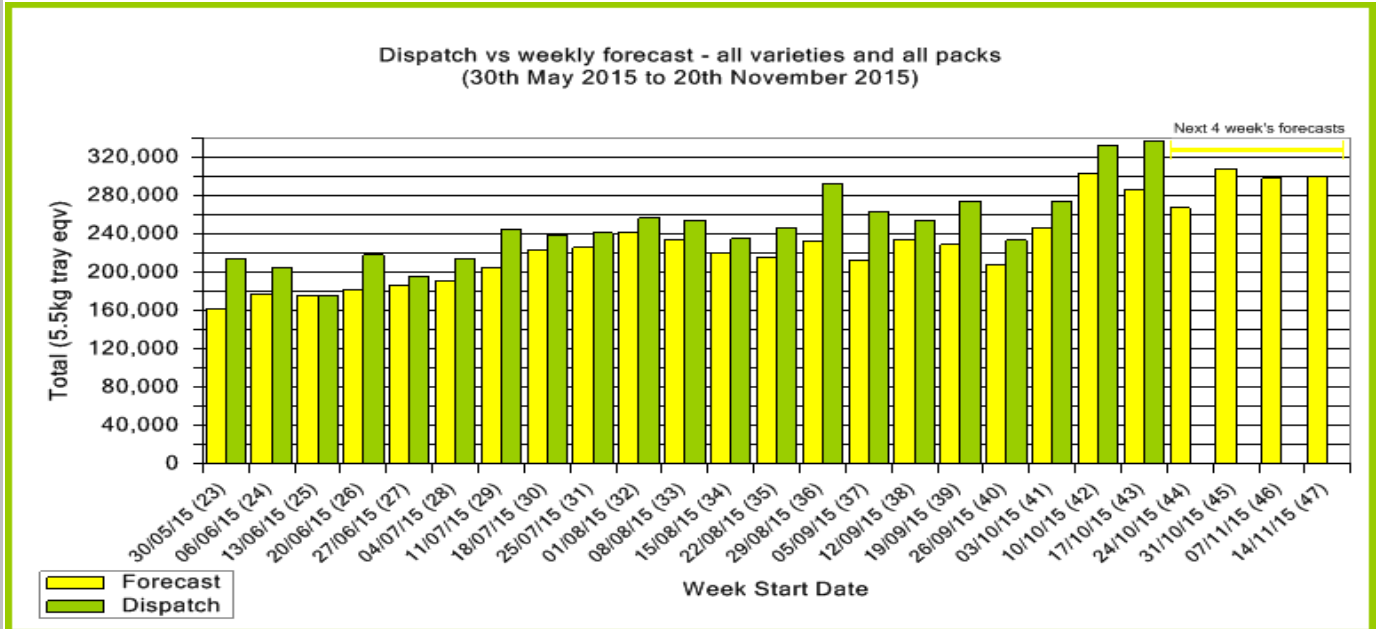
Green shading indicates dispatch data

Forecast Data (Week 43 - 47)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	244,561	11,464	3,000	3,460	266,579
Lamb Hass	40	300			585
Other	160	24			204
Week Total	244,761	11,788	3,000	3,460	267,368
Week 45 - begin 31/10/2015					
Hass	282,937	11,221	3,000	3,000	304,429
Lamb Hass		300			545
Wurtz	3,000				3,000
Week Total	285,937	11,521	3,000	3,000	307,974
Week 46 - begin 07/11/2015					
Hass	272,500	11,917	3,000	3,000	295,257
Wurtz	3,000				3,000
Week Total	275,500	11,917	3,000	3,000	298,257
Week 47 - begin 14/11/2015					
Hass	280,366	11,106			300,559
Week Total	280,366	11,106			300,559

Dispatch Data (Week 43 - begin 17/10/2015)

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	1,907	170		2,216
Hass	300,009	17,644	6,960	333,354
Lamb Hass	52			52
Other	307	8		322
Reed	885	33		945
Total	303,160	17,855	6,960	336,889



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							0
Japan³	0	0	4,212	12,637						16,849
Other Asia³	973	6,926	28,010	44,381						80,290
Total Dispatch (Infocado + 3)	17,698	87,493	223,562	372,663	0	0	0	0	0	701,416

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 or calculated from the Total Dispatch row at bottom of table)
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port

Industry Dispatches By Origin Region and Count Size : 17th October - 23rd October 2015 (Wk 43)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
Central NSW		239	589	2,180		1,283	722	1,000		6,013	1,152		8,108
New Zealand		3,666	7,860	17,011		15,824	21,388	8,460	21,480	95,689			95,689
South Qld	1	5	496	716	485	417	467	381		2,968	639		4,130
Sunshine Coast		4	26	28		104	64	57		283	220		683
Tri State	473	1,675	3,808	5,707		5,250	3,872	2,120	601	23,506	2,387		27,846
WA/NT	2,289	9,056	23,075	50,795		36,778	25,198	19,995	7,515	174,701	13,457	6,960	200,433
	2,763	14,645	35,854	76,437	485	59,656	51,711	32,013	29,596	303,160	17,855	6,960	336,889

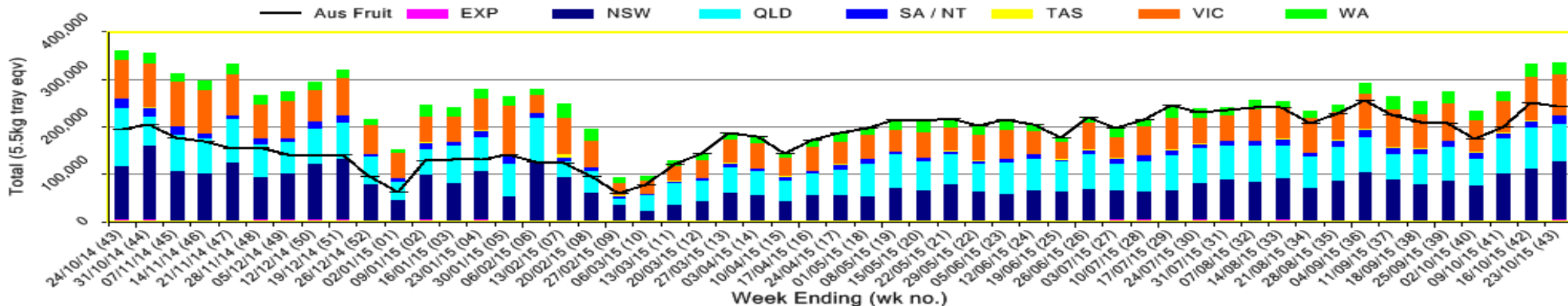
Origin of Avocado 

Destination of Avocado 

Industry Dispatches By Destination State and Count Size : 17th October - 23rd October 2015 (Wk 43)

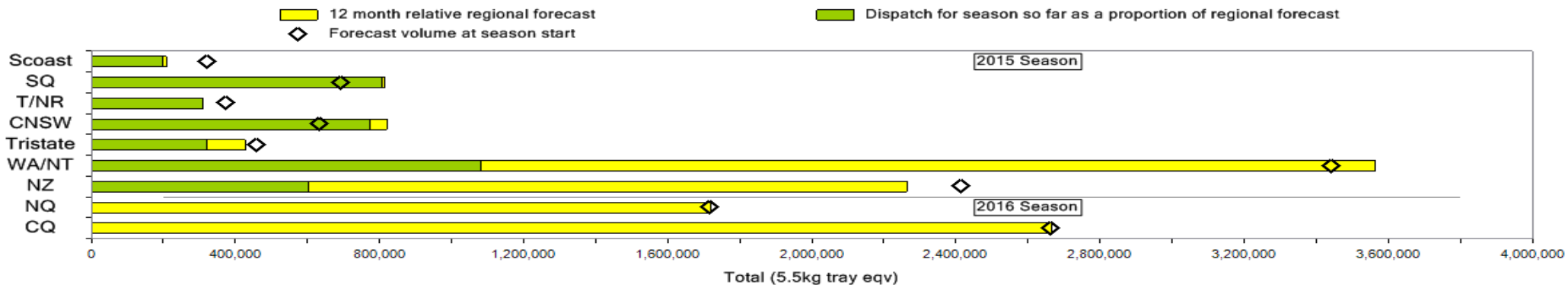
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	50								2,670	2,720	768		4,116
NSW	982	4,928	12,357	33,231		23,156	18,546	5,655	10,174	109,029	7,322	2,256	122,752
QLD	321	4,190	7,931	14,135	485	14,597	13,807	8,699	7,537	71,702	4,368	3,312	80,246
SA / NT		24	111	3,721		5,296	4,644	1,885	76	15,757	412		16,506
TAS							960	384		1,344			1,344
VIC	1,090	5,015	14,654	23,667		12,635	9,976	4,311	4,944	76,292	4,400		84,292
WA	320	488	801	1,683		3,972	3,778	11,079	4,195	26,316	585	1,392	27,633
Total	2,763	14,645	35,854	76,437	485	59,656	51,711	32,013	29,596	303,160	17,855	6,960	336,889

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 9,484,924 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 43 Contributors - Packhouses

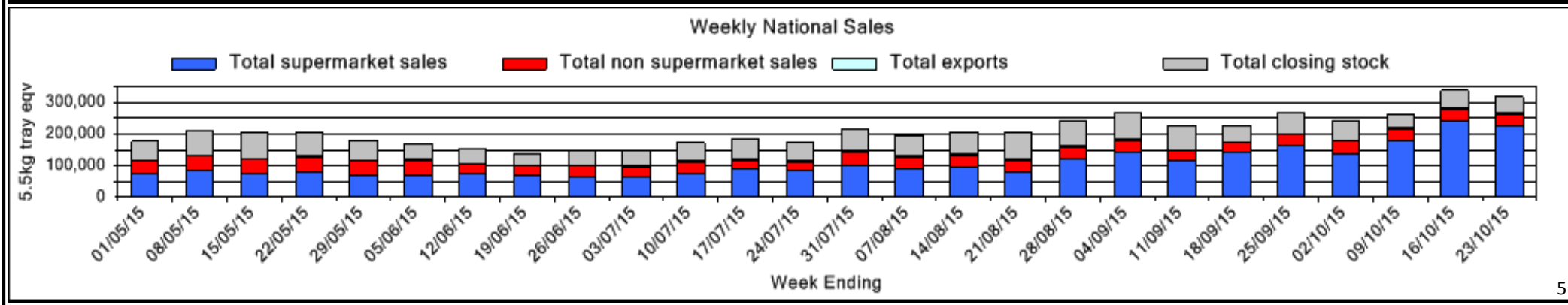
Natures Fruit Company (Consolidator)	Klingbiel Family Trust (TRI)
Simpson Farms Pty Ltd (Consolidator)	Marrbiz Pty Ltd (TRI)
The Avolution (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Avocado Industry Council (NZAGA)	Box Organics (WA)
KV & JM Lehmann (TRI)	Advance Packing & Marketing Services P/L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

Week 43 Contributors - Wholesalers

Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	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)
Premier Fruits Pty Ltd (Melbourne)	

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

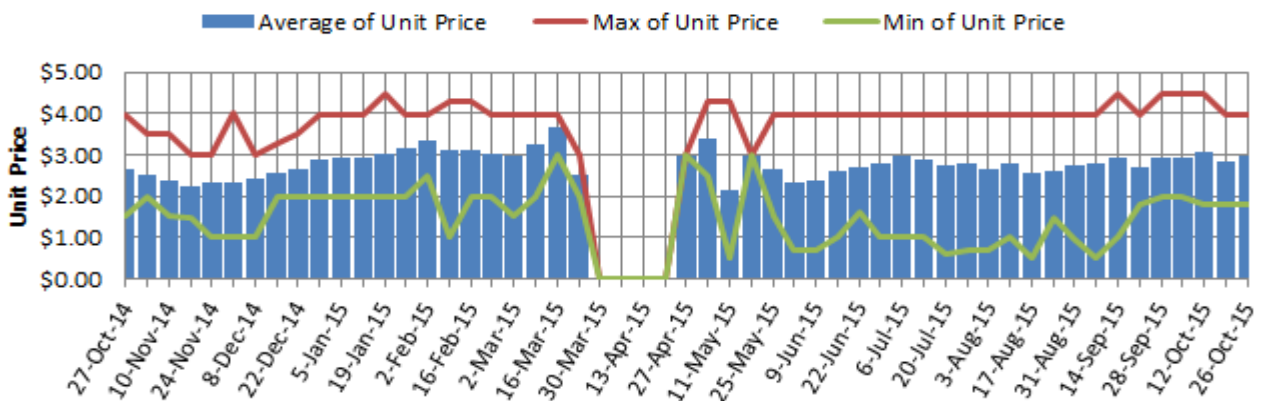
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	80,614			80,614	4,277			4,277	7,776	2,256			2,256	410	88,801			88,801
Total Stock on Hand																		
QLD																		
Total supermarket sales	52,013		88	52,101	1,734			1,734	3,153	3,312			3,312	602	55,768		88	55,856
Total non supermarket sales	4,378			4,378	825			825	1,500	884			884	161	6,039			6,039
Total exports																		
Total sales	56,391		88	56,479	2,559			2,559	4,653	4,196			4,196	763	61,807		88	61,895
Total Stock on Hand	12,306		4,417	16,723	227			227	413						12,719		4,417	17,136
SA & TAS																		
Total supermarket sales	19,942			19,942	288			288	524						20,466			20,466
Total non supermarket sales	5,066		47	5,113	2,060			2,060	3,745					8,811		47		8,858
Total exports																		
Total sales	25,008		47	25,055	2,348			2,348	4,269						29,277		47	29,324
Total Stock on Hand	13,156		421	13,577	1,306		4	1,310	2,382						15,531		428	15,959
VIC																		
Total supermarket sales	46,089			46,089	1,424			1,424	2,589						48,678			48,678
Total non supermarket sales	9,606		525	10,131	1,659		33	1,692	3,076						12,622		585	13,207
Total exports																		
Total sales	55,695		525	56,220	3,083		33	3,116	5,665						61,300		585	61,885
Total Stock on Hand	12,762			12,762	487			487	885						13,647			13,647
WA																		
Total supermarket sales	14,499			14,499	619			619	1,125	1,392			1,392	253	15,878			15,878
Total non supermarket sales	2,925			2,925	361	23		384	698						3,581	42		3,623
Total exports	2,720			2,720	768			768	1,396						4,116			4,116
Total sales	20,144			20,144	1,748	23		1,771	3,220	1,392			1,392	253	23,575	42		23,617
Total Stock on Hand	4,794	26		4,820	581			581	1,056						5,850	26		5,876
Total																		
Total supermarket sales	210,596		88	210,684	8,337			8,337	15,158	6,960			6,960	1,265	227,020		88	227,108
Total non supermarket sales	24,536		572	25,108	4,910	23	33	4,966	9,029	884			884	161	33,624	42	632	34,298
Total exports	2,720			2,720	768			768	1,396						4,116			4,116
Total sales	237,852		660	238,512	14,015	23	33	14,071	25,584	7,844			7,844	1,426	264,760	42	720	265,522
Total Stock on Hand	43,018	26	4,838	47,882	2,601		4	2,605	4,736						47,747	26	4,845	52,618



Hass Avocado Average Retail Prices - Sydney



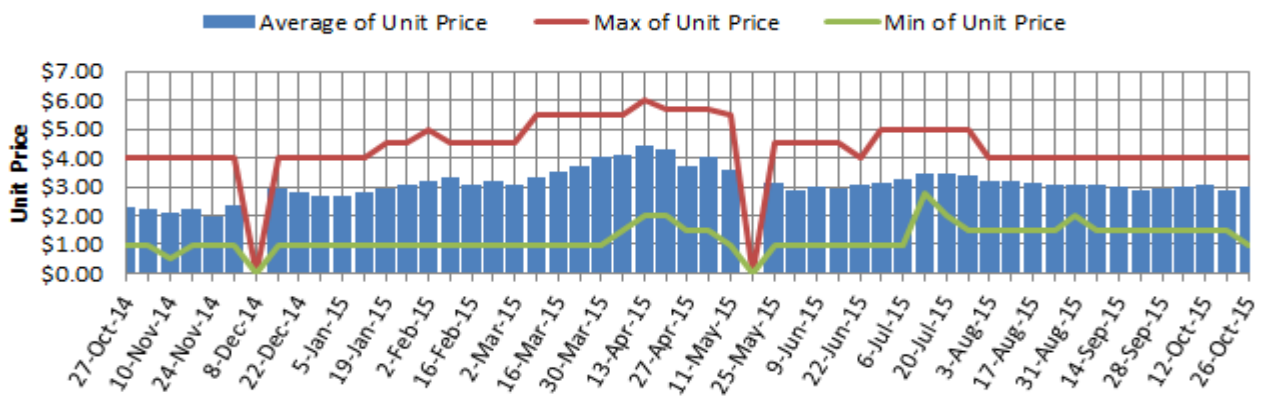
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

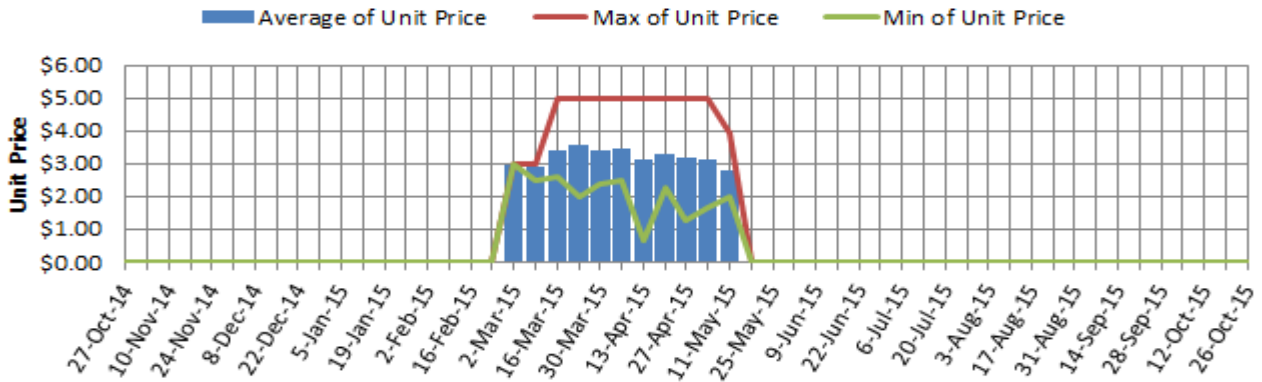


Hass Avocado Average Retail Prices - Perth

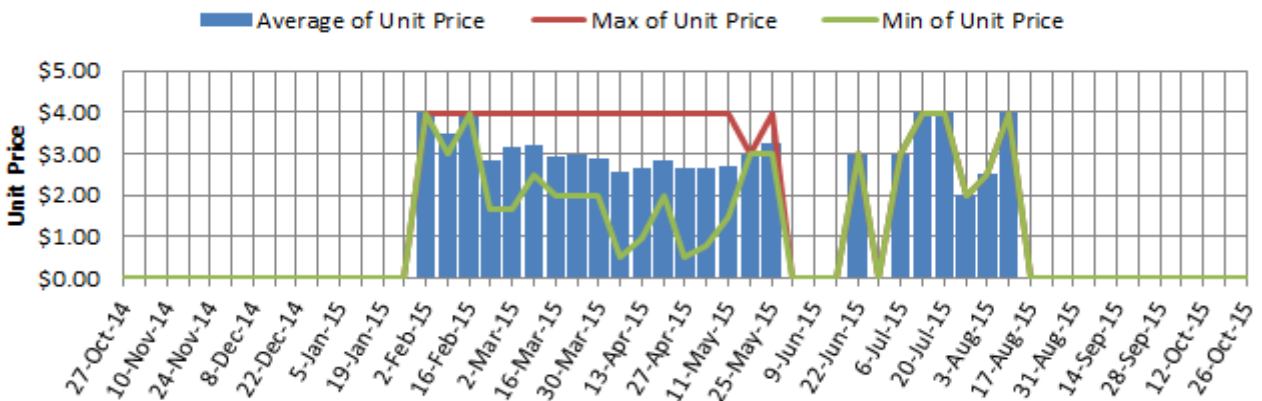


Assessment date (Week Commencing)

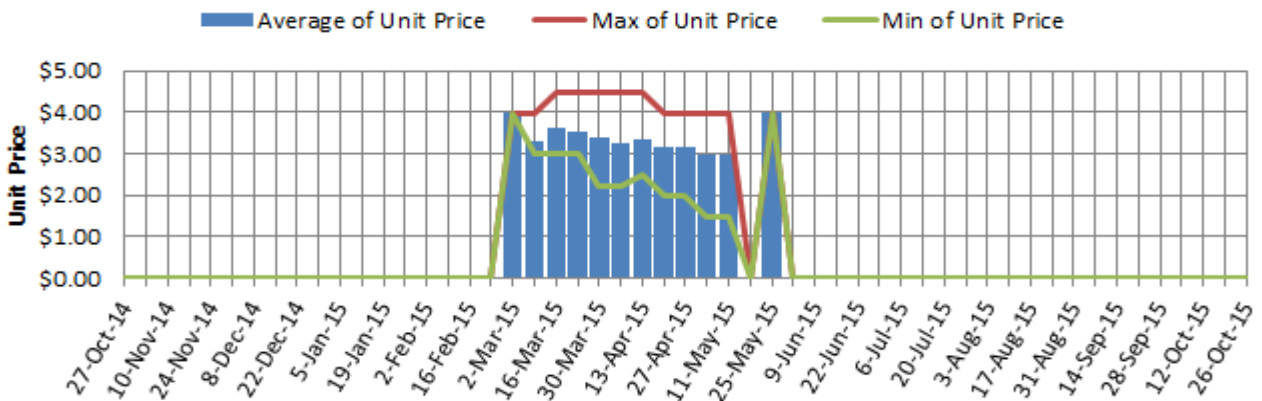
Shepard Avocado Average Retail Prices - Sydney



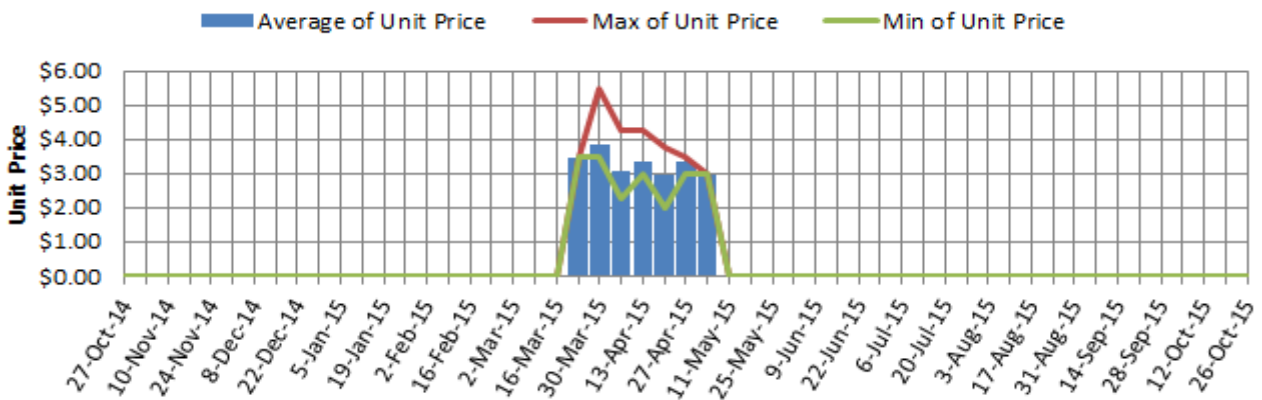
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 26th October 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	250	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
IGA	Hass	240	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	270	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	260	3.49	No	Aus
Foodworks	Hass	290	3.49	Store	Aus
IC	Hass	330	3.99	No	Aus
I	Hass	280	3.99	No	Aus
IC	Hass	330	3.99	No	Aus
IC	Hass	320	3.99	No	Aus
BRISBANE					
Woolworths	Hass	200	1.49	Store	Aus
I	Hass	150	1.78	No	NS
I	Hass	160	1.98	No	NZ
I	Hass	220	1.99	No	NZ
I	Hass	250	2.50	No	NZ
I	Hass	205	2.50	No	NZ
Coles	Hass	200	2.98	No	NZ
Coles	Hass	240	2.98	No	NZ
Woolworths	Hass	300	2.98	No	Aus
Woolworths	Hass	315	2.98	No	Aus
IGA	Hass	205	2.98	No	Aus
Coles	Hass	220	2.98	No	NZ
I	Hass	275	2.99	No	NZ
IGA	Hass	176	2.99	No	NZ
I	Hass	400	2.99	No	NZ
I	Hass	310	3.00	No	Aus
Coles	Hass	230	3.50	No	Aus
I	Hass	300	3.69	No	Aus
IGA	Hass	260	3.99	No	Aus
I	Hass	305	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
IS	Hass	260	1.99	No	NZ
Coles	Hass	240	2.00	Store	Aus
I	Hass	200	2.49	No	NZ
I	Hass	220	2.49	No	Aus
Woolworths	Hass	330	2.98	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	270	3.69	No	Aus
I	Hass	330	3.79	No	Aus
I	Hass	330	3.98	No	Aus
I	Hass	320	3.99	No	Aus
IGA	Hass	240	3.99	No	NZ
I	Hass	340	3.99	No	Aus
PERTH					
Woolworths	Hass	190	2.48	No	Aus
I	Hass	170	2.48	No	Aus
IS	Hass	230	2.49	Store	Aus
Coles	Hass	210	2.98	No	Aus
Coles	Hass	190	2.98	No	Aus
Woolworths	Hass	180	2.98	No	Aus
Woolworths	Hass	190	2.98	No	Aus
Coles	Hass	175	2.98	No	Aus
IGA	Hass	185	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	235	2.99	No	Aus
IGA	Hass	220	3.19	No	Aus
I	Hass	260	3.79	No	Aus
I	Hass	245	3.99	No	Aus
IGA	Hass	270	3.99	No	Aus
IGA	Hass	280	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