



## INFOCADO WEEKLY REPORT: 3rd — 9th November 2012 (Wk 45)



### Comments

- Updated New Zealand dispatches can be seen at the bottom of page 3. Thus far dispatches have been on track with forecasts.
- Total forecasted volumes for the next four weeks are hovering around the 200,000 5.5kg eqv tray mark.
- Size 20 fruit had the highest dispatch levels in week 45 at 40,399 5.5kg eqv trays, second highest was size 25 fruit at 32,114 5.5kg eqv trays.
- The retail prices report this week shows store and catalogue specials in place in nearly all states.
- 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.

[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](#)

### What you need to be aware of for next month

- Avocado businesses will be able to apply for access to a new online, system which houses all information about best recommended practices and some training modules for staff members on key subjects. This system, the Best Practice Resource (BPR) is free for all avocado industry members to access and is located on the Avocados Australia website. The system will be made 'live' and ready to use in the coming weeks.
- The Avocados Australia office will be closing from 2pm 21 December 2012 and reopening at 8am 7 January 2013. Infocado reports will be produced as usual over this time period so please make allowances for this when scheduling time off within your businesses.
- To check out the latest news about marketing and promotion, please refer to the Australian Avocados Marketing Program Update E-newsletter by clicking [here](#).
- According to the October 2012 Quarterly Report 847,615 5.5kg eqv trays are expected in the market place for December. This is a decrease of 35,917 5.5kg eqv trays from the July Quarterly Report. This is predominately because some growers picked earlier than expected due to favourable market conditions.

### Upcoming Holidays

25 December Christmas Day | 26 December Boxing Day

### 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:

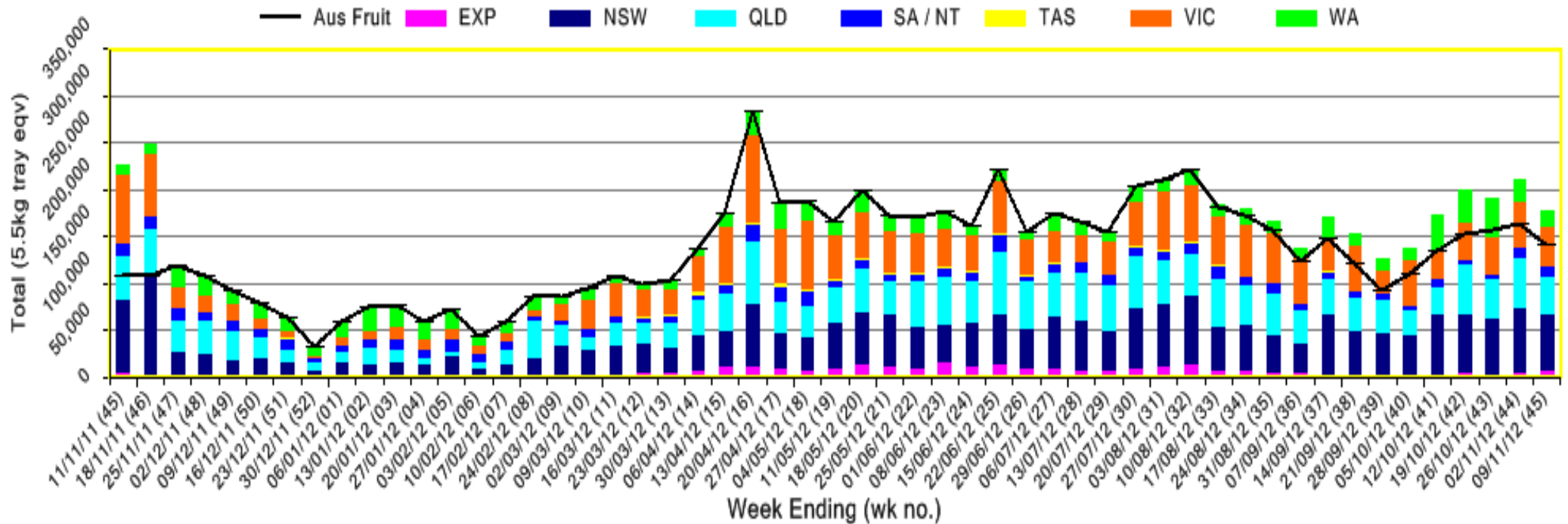
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 3rd November - 9th November 2012 (Wk 45)**

Dest. State	5.5kg								Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP							2,010	3,040	5,050	1,056				6,970
NSW	29	2,374	7,873	13,373	13,900	10,102	3,733	2,789	54,173	3,097	1,320			60,044
QLD	165	643	3,484	7,824	8,244	7,969	2,421	1,608	32,358	3,846			3,990	40,076
SA / NT		480	3,022	2,289	1,188	2,735			9,714	144				9,976
VIC	601	2,012	7,504	14,578	3,641	4,541	1,359	169	34,405	4,184	2,640			42,492
WA	62	125	499	2,335	2,308	6,767	1,913	116	14,125	2,988		250		19,603
<b>Total</b>	<b>857</b>	<b>5,634</b>	<b>22,382</b>	<b>40,399</b>	<b>29,281</b>	<b>32,114</b>	<b>11,436</b>	<b>7,722</b>	<b>149,825</b>	<b>15,315</b>	<b>3,960</b>	<b>250</b>	<b>3,990</b>	<b>179,160</b>

**Throughput Australian & NZ avocados by destination state**  
 Throughput 1st January 2012 to date = 6,735,226 5.5kg tray eqv



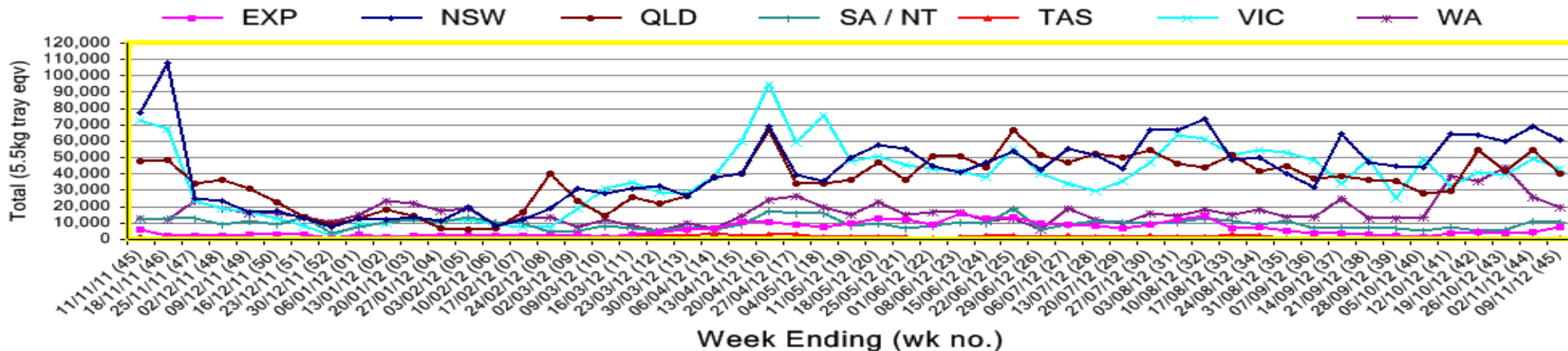


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 6,735,226 5.5kg tray eqv



**Week 45 contributors - Packhouses**

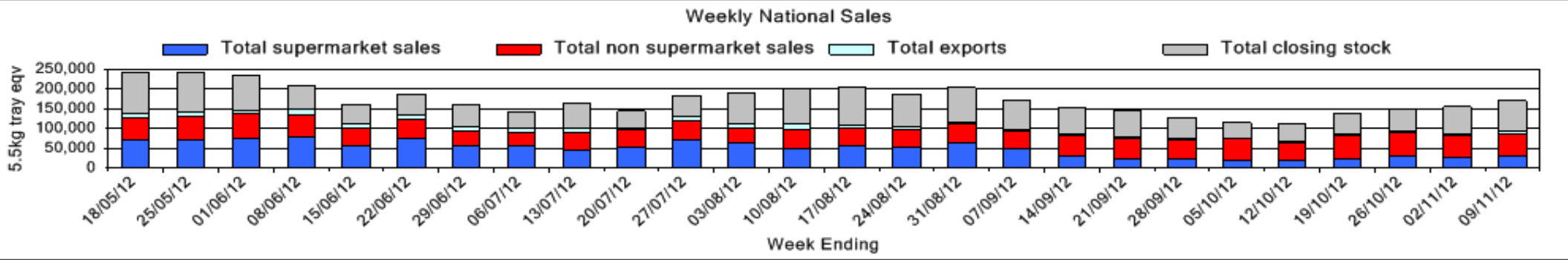
- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- Box Organics
- Delroy Orchards
- Mariners Rest
- Natures Fruit Company
- Sunfresh

**Week 45 contributors - Wholesalers**

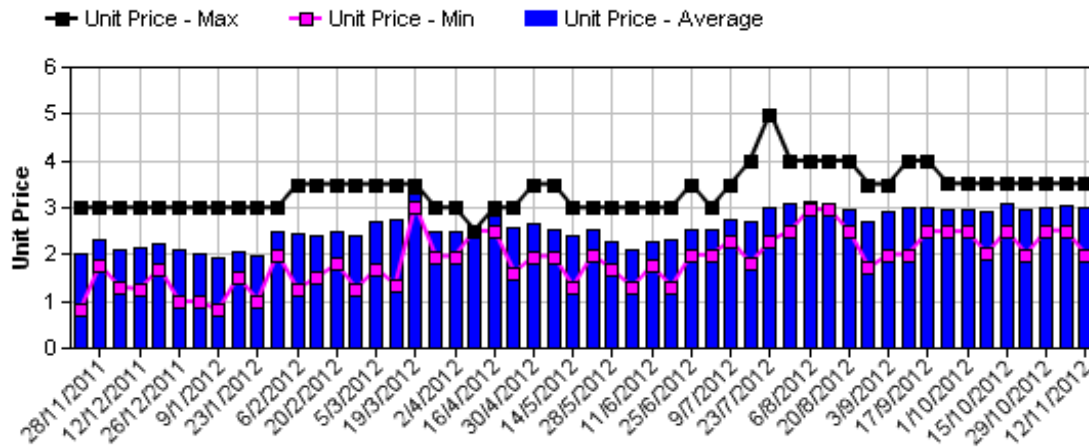
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce Pty Ltd (Perth)
- Kelly's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

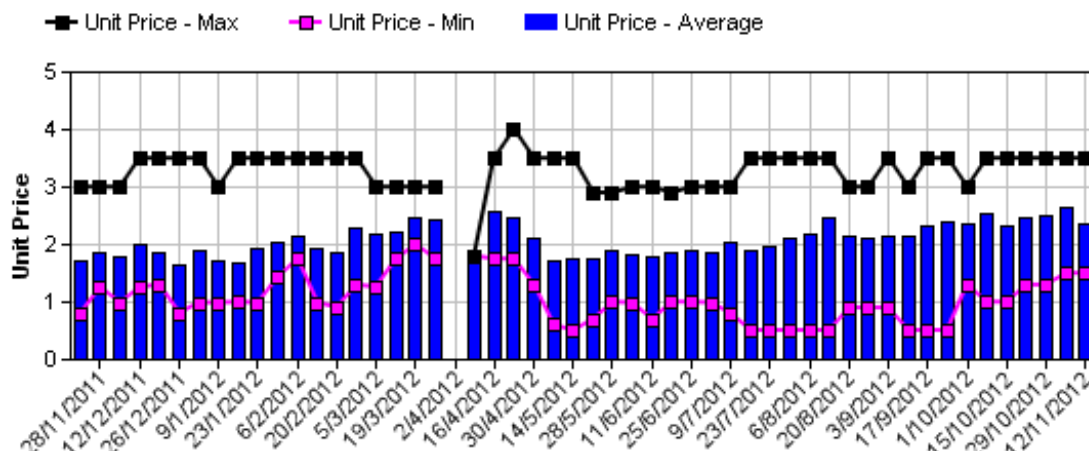
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	8,468		654	9,122	1,568			1,568	2,851						11,319		654	11,973
<b>Total exports</b>																		
<b>Total sales</b>	<b>8,468</b>		<b>654</b>	<b>9,122</b>	<b>1,568</b>			<b>1,568</b>	<b>2,851</b>						<b>11,319</b>		<b>654</b>	<b>11,973</b>
<b>Total Stock on Hand</b>	<b>4,245</b>		<b>183</b>	<b>4,428</b>	<b>531</b>			<b>531</b>	<b>965</b>						<b>5,210</b>		<b>183</b>	<b>5,393</b>
QLD																		
<b>Total supermarket sales</b>	18,147			18,147	132			132	240						18,387			18,387
<b>Total non supermarket sales</b>	20,008			20,008	976			976	1,775						21,783			21,783
<b>Total exports</b>	250			250											250			250
<b>Total sales</b>	<b>38,405</b>			<b>38,405</b>	<b>1,108</b>			<b>1,108</b>	<b>2,015</b>						<b>40,420</b>			<b>40,420</b>
<b>Total Stock on Hand</b>	<b>34,265</b>			<b>34,265</b>	<b>903</b>			<b>903</b>	<b>1,642</b>						<b>35,907</b>			<b>35,907</b>
SA & TAS																		
<b>Total supermarket sales</b>	5,153			5,153											5,153			5,153
<b>Total non supermarket sales</b>	4,552		4	4,556	570			570	1,036						5,588		4	5,592
<b>Total exports</b>																		
<b>Total sales</b>	<b>9,705</b>		<b>4</b>	<b>9,709</b>	<b>570</b>			<b>570</b>	<b>1,036</b>						<b>10,741</b>		<b>4</b>	<b>10,745</b>
<b>Total Stock on Hand</b>	<b>11,943</b>		<b>80</b>	<b>12,023</b>	<b>191</b>			<b>191</b>	<b>347</b>						<b>12,290</b>		<b>80</b>	<b>12,370</b>
VIC																		
<b>Total supermarket sales</b>	4,440			4,440											4,440			4,440
<b>Total non supermarket sales</b>	9,184		396	9,580	1,553		162	1,715	3,118	89			89	16	12,024		691	12,714
<b>Total exports</b>																		
<b>Total sales</b>	<b>13,624</b>		<b>396</b>	<b>14,020</b>	<b>1,553</b>		<b>162</b>	<b>1,715</b>	<b>3,118</b>	<b>89</b>			<b>89</b>	<b>16</b>	<b>16,464</b>		<b>691</b>	<b>17,154</b>
<b>Total Stock on Hand</b>	<b>14,247</b>		<b>227</b>	<b>14,474</b>	<b>307</b>		<b>192</b>	<b>499</b>	<b>907</b>	<b>629</b>			<b>629</b>	<b>114</b>	<b>14,920</b>		<b>576</b>	<b>15,496</b>
WA																		
<b>Total supermarket sales</b>	2,370			2,370	213		131	344	625						2,757		238	2,995
<b>Total non supermarket sales</b>	3,300			3,300	658			658	1,196						4,496			4,496
<b>Total exports</b>	4,800			4,800	1,056			1,056	1,920						6,720			6,720
<b>Total sales</b>	<b>10,470</b>			<b>10,470</b>	<b>1,927</b>		<b>131</b>	<b>2,058</b>	<b>3,742</b>						<b>13,974</b>		<b>238</b>	<b>14,212</b>
<b>Total Stock on Hand</b>	<b>7,006</b>			<b>7,006</b>	<b>639</b>		<b>32</b>	<b>671</b>	<b>1,220</b>						<b>8,168</b>		<b>58</b>	<b>8,226</b>
Total																		
<b>Total supermarket sales</b>	30,110			30,110	345		131	476	865						30,737		238	30,975
<b>Total non supermarket sales</b>	45,512		1,054	46,566	5,325		162	5,487	9,976	89			89	16	55,210		1,349	56,559
<b>Total exports</b>	5,050			5,050	1,056			1,056	1,920						6,970			6,970
<b>Total sales</b>	<b>80,672</b>		<b>1,054</b>	<b>81,726</b>	<b>6,726</b>		<b>293</b>	<b>7,019</b>	<b>12,762</b>	<b>89</b>			<b>89</b>	<b>16</b>	<b>92,917</b>		<b>1,587</b>	<b>94,504</b>
<b>Total Stock on Hand</b>	<b>71,706</b>		<b>490</b>	<b>72,196</b>	<b>2,571</b>		<b>224</b>	<b>2,795</b>	<b>5,082</b>	<b>629</b>			<b>629</b>	<b>114</b>	<b>76,495</b>		<b>897</b>	<b>77,392</b>



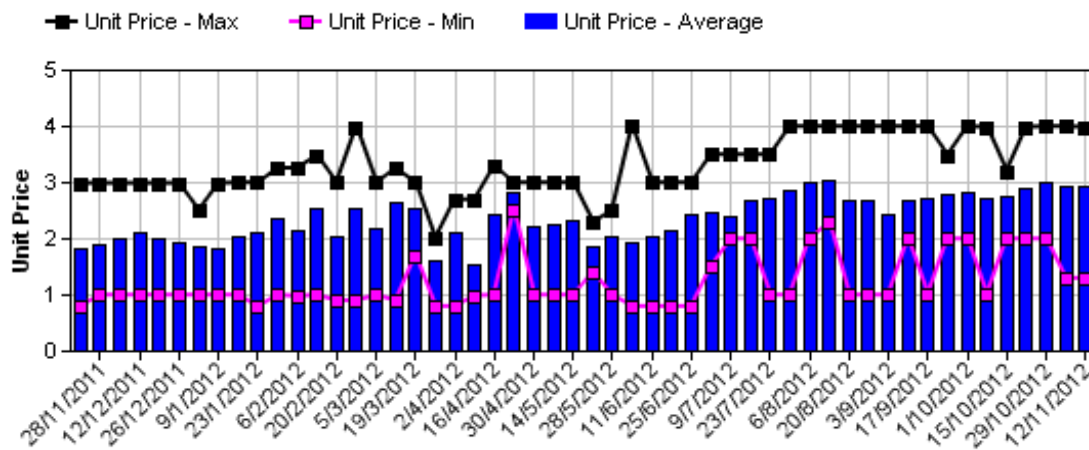
### Hass Avocado Average Retail Prices - Sydney



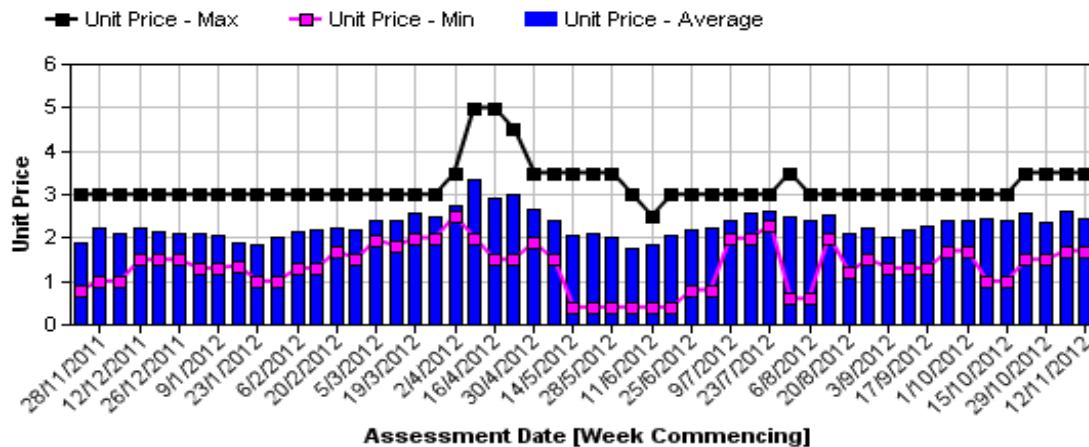
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

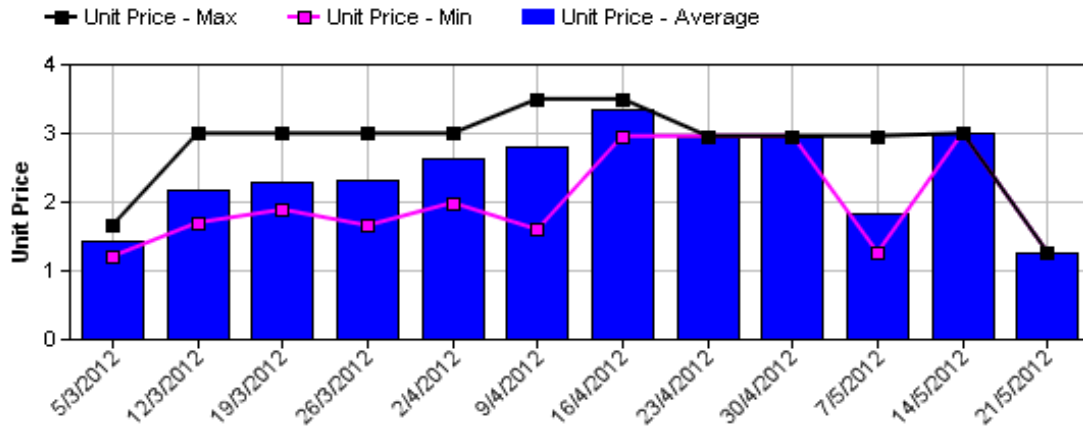


### Hass Avocado Average Retail Prices - Perth

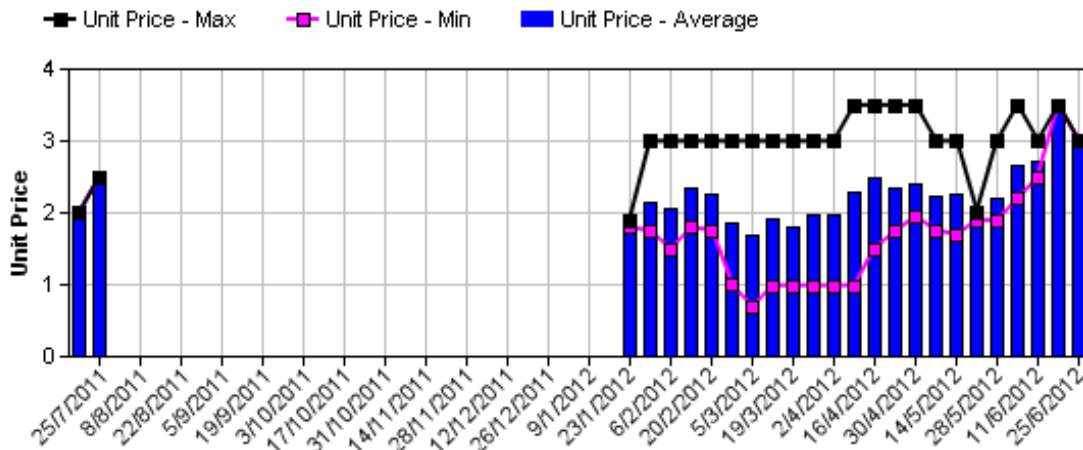


Assessment Date [Week Commencing]

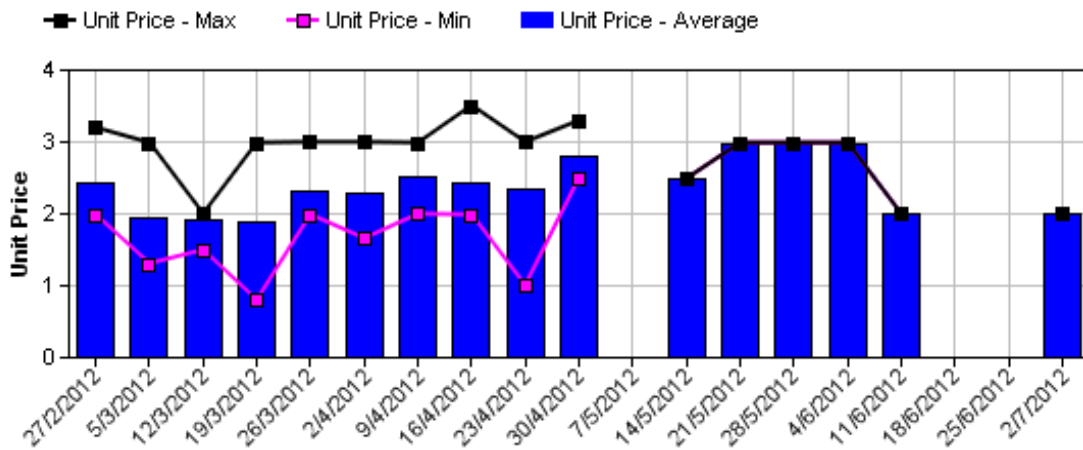
Shepard Avocado Average Retail Prices - Sydney



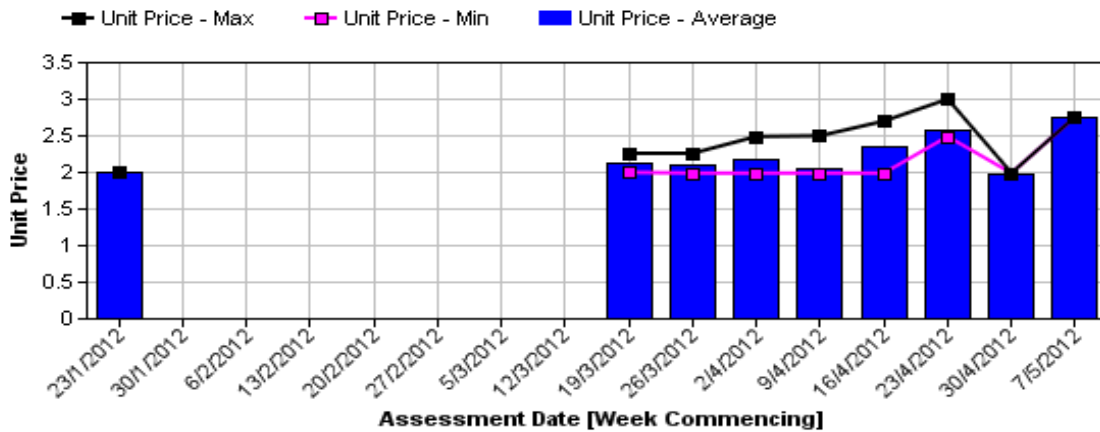
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 12th November 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
IGA	Hass	210	1.99	Cat	NZ	I	Hass	190	1.29	No	NS
I	Hass	320	2.50	No	Aus	I	Hass	247	1.99	No	Aus
IGA	Hass	290	2.95	No	Aus	I	Hass	255	2.69	No	Aus
Woolworths	Hass	280	2.98	Store	Aus	Coles	Hass	270	2.78	No	Aus
Coles	Hass	270	2.98	No	Aus	Coles	Hass	260	2.78	No	Aus
Woolworths	Hass	310	2.98	No	Aus	Coles	Hass	290	2.78	No	Aus
Woolworths	Hass	320	2.98	No	Aus	Safeway	Hass	255	2.98	Cat	Aus
Coles	Hass	280	2.98	No	Aus	Safeway	Hass	260	2.98	Cat	Aus
I	Reed	450	2.99	No	Aus	Safeway	Hass	225	2.98	Cat	Aus
I	Reed	450	2.99	No	Aus	I	Hass	250	2.99	No	Aus
I	Hass	315	2.99	No	Aus	IS	Hass	240	2.99	No	Aus
I	Hass	275	2.99	No	Aus	IGA	Hass	250	2.99	No	Aus
I	Hass	280	2.99	No	Aus	I	Hass	275	3.49	No	Aus
Foodworks	Hass	300	2.99	No	Mixed	I	Hass	290	3.50	No	Aus
I	Hass	310	3.49	No	Aus	I	Hass	310	3.50	No	Aus
I	Hass	290	3.49	No	Aus	I	Hass	280	3.98	No	Aus
I	Reed	450	3.49	No	Aus	<b>PERTH</b>					
I	Hass	300	3.50	No	Aus	IS	Hass	180	1.69	Store	Aus
<b>BRISBANE</b>						Woolworths	Hass	210	1.98	No	Aus
IGA	Hass	189	1.49	Store	Aus	Woolworths	Hass	210	1.98	No	Aus
I	Hass	190	1.79	Store	NZ	I	Hass	240	1.98	No	Aus
IGA	Hass	200	1.79	No	Aus	Woolworths	Hass	190	1.98	No	Aus
Woolworths	Hass	200	1.98	Cat	Aus	IGA	Hass	230	1.99	Store	Aus
I	Hass	265	1.99	Store	NZ	IGA	Hass	230	2.29	No	Aus
I	Hass	280	1.99	Store	Aus	IGA	Hass	230	2.49	No	Aus
Coles	Hass	200	2.48	No	Aus	I	Hass	255	2.50	No	Aus
Coles	Hass	220	2.48	No	Aus	Coles	Hass	240	2.68	No	Aus
Woolworths	Hass	200	2.48	Cat	Aus	Coles	Hass	265	2.68	No	Aus
Woolworths	Hass	205	2.48	No	Aus	Coles	Hass	260	2.69	No	Aus
IGA	Hass	200	2.48	No	Aus	I	Hass	255	2.99	No	Aus
Coles	Hass	230	2.48	Cat	Aus	I	Hass	250	2.99	No	Aus
I	Hass	280	2.50	Store	Aus	IGA	Hass	310	2.99	No	Aus
I	Hass	220	2.50	Store	Aus	I	Hass	250	3.49	No	Aus
I	Hass	245	2.99	Store	Aus						
I	Reed	400	2.99	No	Aus						
I	Hass	344	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