



INFOCADO WEEKLY REPORT: 2nd — 8th November 2013 (Wk 45)



[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](#)

Comments

- All Melbourne wholesalers are reminded about tomorrow's Qualicado workshop at the Melbourne Wholesale Markets. Topics on the day will include information on ripening, bruising, Infocado and the Best Practice Resource. A free breakfast and lunch will be provided for those who have already RSVPed. More information about the event can be found by clicking [here](#).
- The second Qualicado workshop is scheduled for this Thursday and will be held at Robinvale VIC. All growers, packers and industry members in the area are invited to attend. Topics on the day will include information about orchard establishment, handling practices, canopy management and much more. For more information please refer to the above link or contact Julie Petty on 0458 004 198 or supplychain@avocado.org.au
- Retail prices this week peaked at a Sydney independent stores at \$4.99. Prices were also high in some Melbourne independents. Only Brisbane retailers had any store specials in place this week. Coles stores in Brisbane have a catalogue special in place.
- The forecast for the coming four weeks is quite consistent, hovering above 175,000 5.5kg eqv trays.
- New Zealand had forecasted to have dispatched 907,700 5.5kg eqv trays to Australia between August and the end of November. Currently they are up to 556,237 5.5kg eqv trays, obviously with a couple more weeks to go in November.

What you need to be aware of for next month

- The October 2013 Quarterly Report forecasts a total of 448,679 5.5kg eqv trays in the market place for December.
- 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

Christmas Day: 25th December | Boxing Day: 26th December

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:

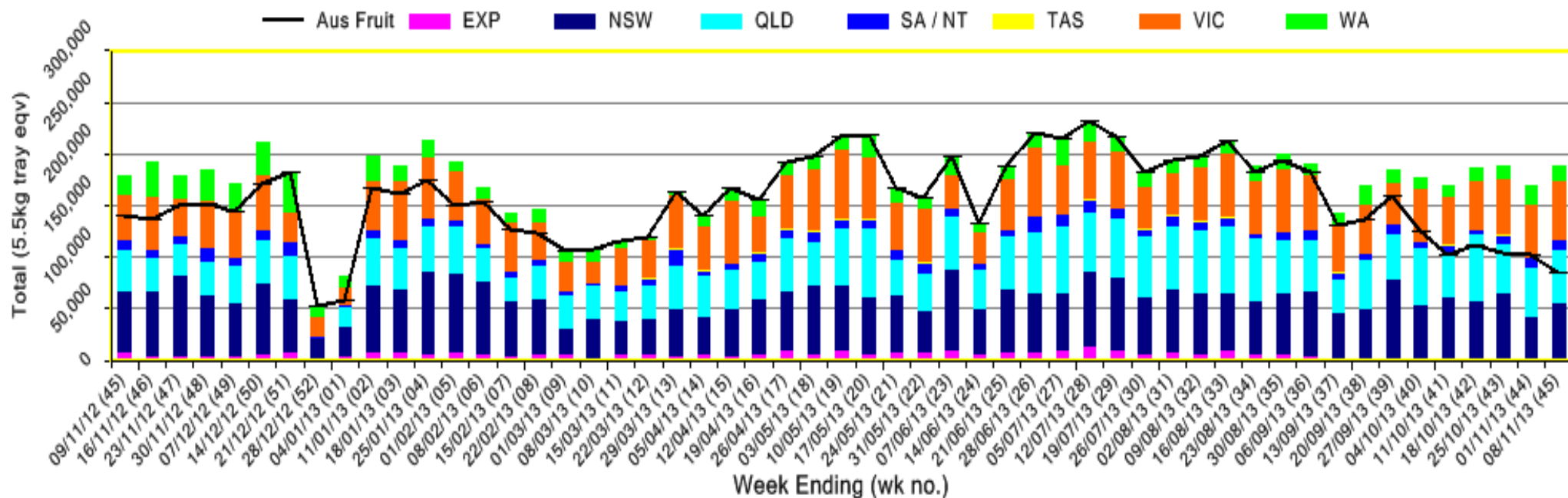
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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.

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

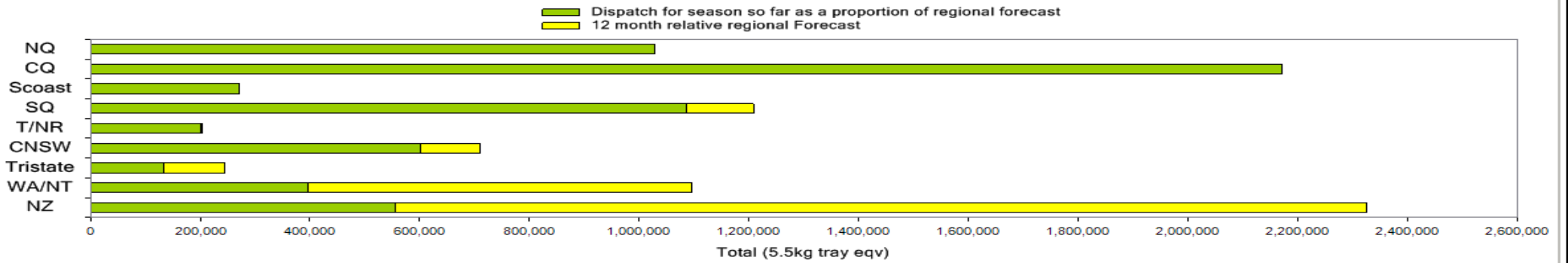
Industry Dispatches By Destination State and Count Size : 2nd November - 8th November 2013 (Wk 45)

Dest. State	5.5kg	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										273	273	319			853
NSW	82	966	7,768	11,347		7,787	7,818	4,340	4,625	44,733	5,087	539		54,080	
QLD	2	835	3,300	8,165		9,129	11,571	6,575	7,509	47,086	2,059	960	1	51,005	
SA / NT		81	1,568	1,880		1,351	2,566	1,551	612	9,609	98	480		9,874	
TAS							928			928				928	
VIC	33	981	3,317	12,896	424	11,872	11,400	6,367	5,585	52,875	2,082	1,920	192	57,044	
WA		4	356	1,440		4,776	4,515	1,161		12,252	2,001		148	15,917	
Total	117	2,867	16,309	35,728	424	34,915	38,798	19,994	18,604	167,756	11,646	3,899	341	189,702	

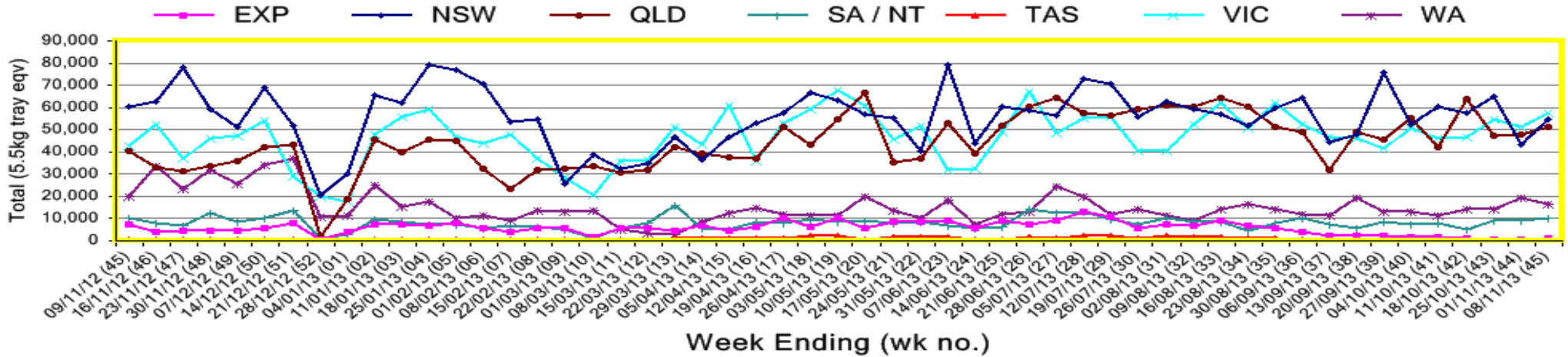
Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 7,885,037 5.5kg tray eqv



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 7,885,037 5.5kg tray eqv



Week 45 contributors - Packhouses

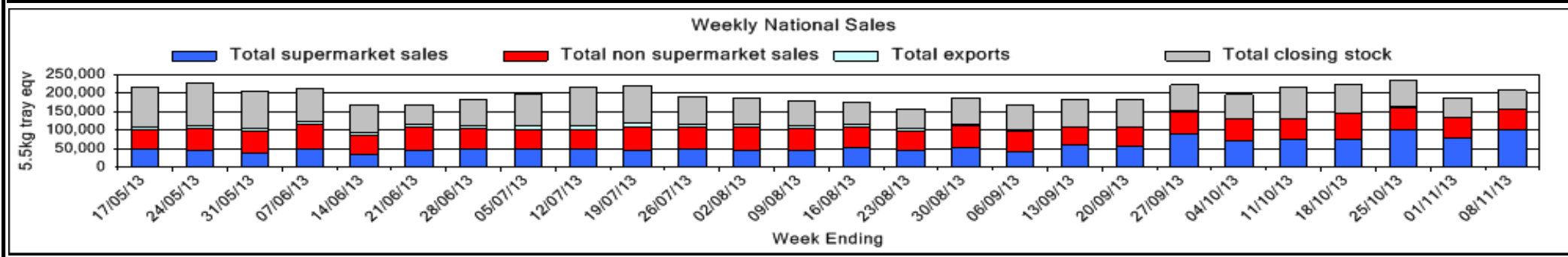
- The Avolution (CNSW, SQ, TAM/NR & TRI)
- I & A Tolson (CNSW)
- Midcoast Avocados (CNSW)
- Coastal Avocados (CNSW)
- Avocado Industry Council (NZAGA)
- Balmoral Orchard (SQ)
- Green Nugget Orchards (SQ)
- Wodonga Park Fruit and Nuts (SQ)
- Sunnyspot Packhouse Pty Ltd (SQ & SC)
- One Harvest (SQ)
- Sunfresh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

Week 45 contributors - Wholesalers

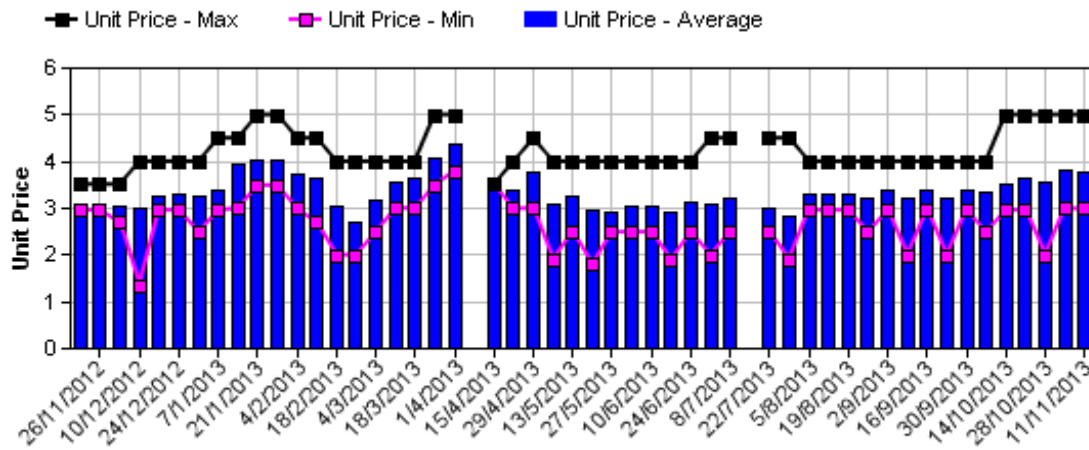
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Favco Queensland Pty Ltd (Brisbane)
- Fresh Choice WA Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Sculli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

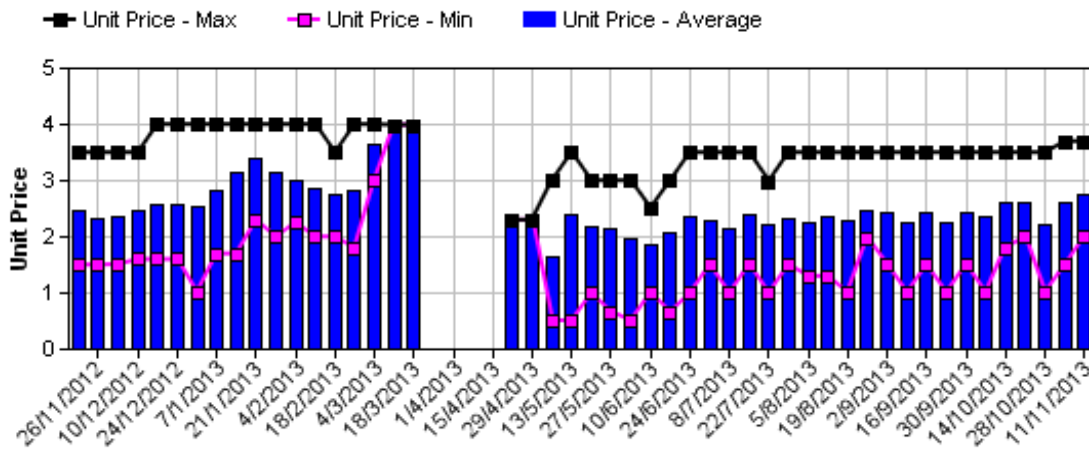
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	27,609			27,609	30			30	55						27,664			27,664
Total non supermarket sales	4,372		430	4,801	1,730		16	1,746	3,175					7,517		459	7,976	
Total exports																		
Total sales	31,981		430	32,410	1,760		16	1,776	3,229					35,181		459	35,639	
Total Stock on Hand	772		197	969	192			192	349					1,121		197	1,318	
QLD																		
Total supermarket sales	24,204			24,204	192			192	349	960			960	175	24,728			24,728
Total non supermarket sales	17,576			17,576	1,691			1,691	3,075						20,651			20,651
Total exports																		
Total sales	41,780			41,780	1,883			1,883	3,424	960			960	175	45,378			45,378
Total Stock on Hand	14,283			14,283	493			493	896					15,179			15,179	
SA & TAS																		
Total supermarket sales	8,228			8,228						480			480	87	8,315			8,315
Total non supermarket sales	4,274		129	4,403	903		162	1,065	1,936					5,916		424	6,339	
Total exports																		
Total sales	12,502		129	12,631	903		162	1,065	1,936	480			480	87	14,231		424	14,655
Total Stock on Hand	17,163		485	17,648	104		230	334	607					17,352		903	18,255	
VIC																		
Total supermarket sales	32,629			32,629	96			96	175	1,920			1,920	349	33,153			33,153
Total non supermarket sales	7,389		726	8,115	3,033		192	3,225	5,864					12,904		1,075	13,979	
Total exports																		
Total sales	40,018		726	40,744	3,129		192	3,321	6,038	1,920			1,920	349	46,056		1,075	47,131
Total Stock on Hand	10,550		141	10,691	1,110			1,110	2,018	14			14	3	12,571		141	12,712
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	12,153			12,153	1,676		54	1,730	3,145					15,200		98	15,298	
Total Stock on Hand																		
Total																		
Total supermarket sales	100,802			100,802	898			898	1,633	3,360			3,360	611	103,046			103,046
Total non supermarket sales	37,359		1,285	38,643	8,134		424	8,558	15,560					52,148		2,056	54,203	
Total exports	273			273	319			319	580					853				
Total sales	138,434		1,285	139,718	9,351		424	9,775	17,773	3,360			3,360	611	156,046		2,056	158,102
Total Stock on Hand	45,625		826	46,451	2,052		230	2,282	4,149	14			14	3	49,359		1,244	50,603



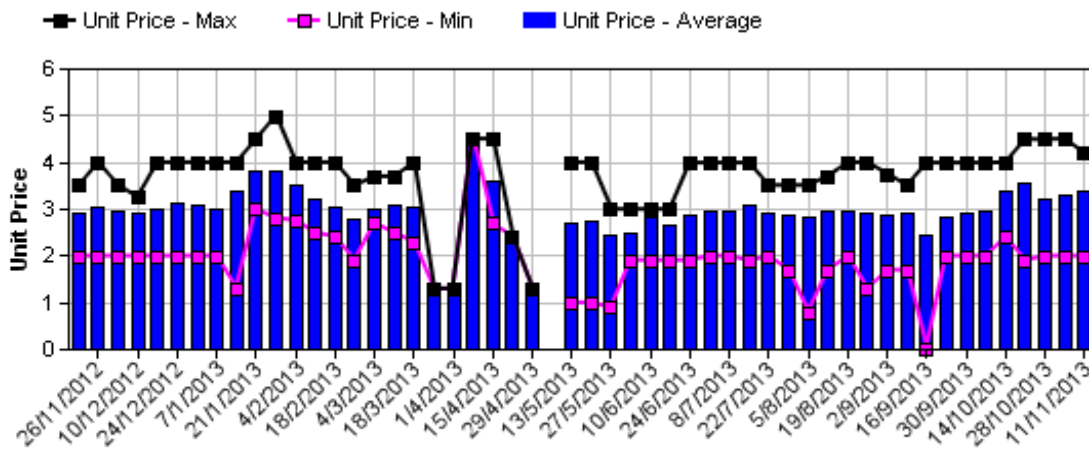
Hass Avocado Average Retail Prices - Sydney



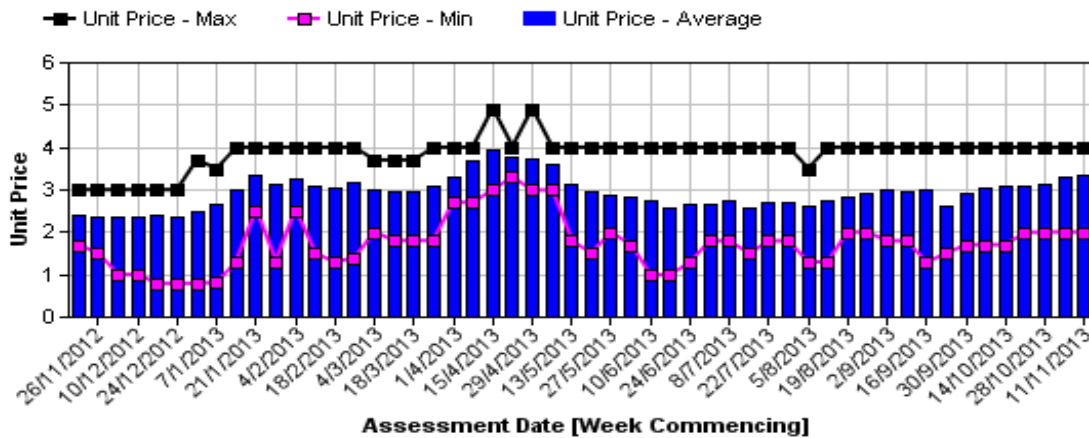
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

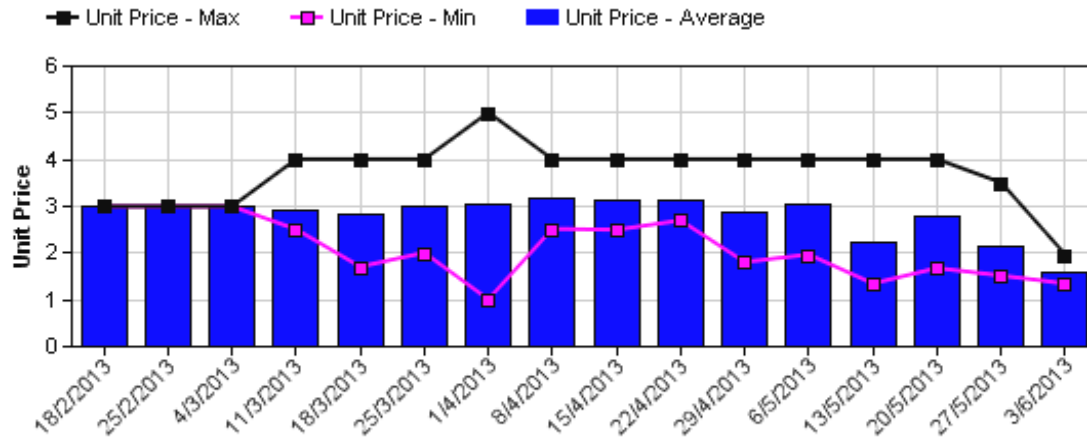


Hass Avocado Average Retail Prices - Perth

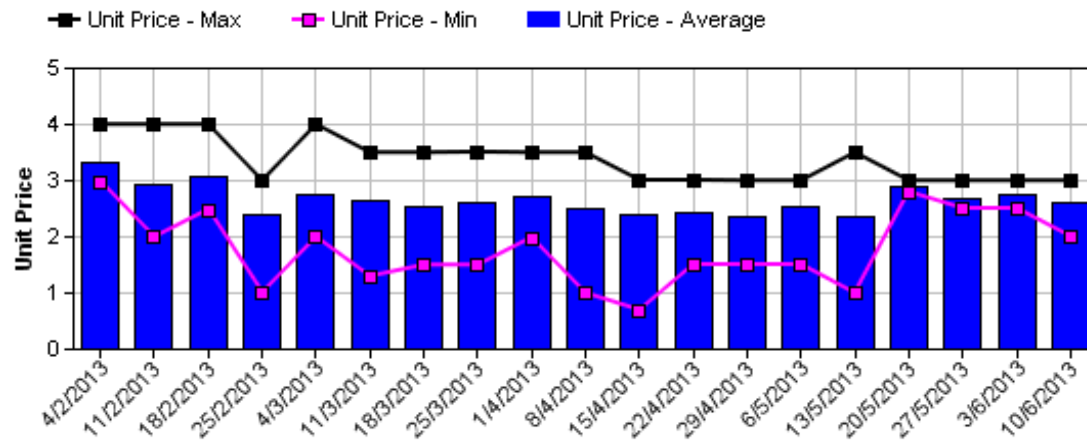


Assessment Date [Week Commencing]

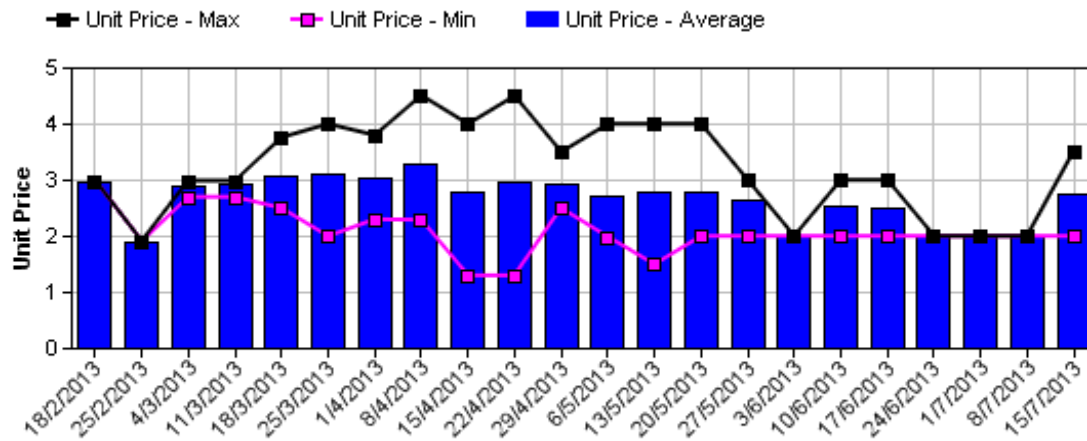
Shepard Avocado Average Retail Prices - Sydney



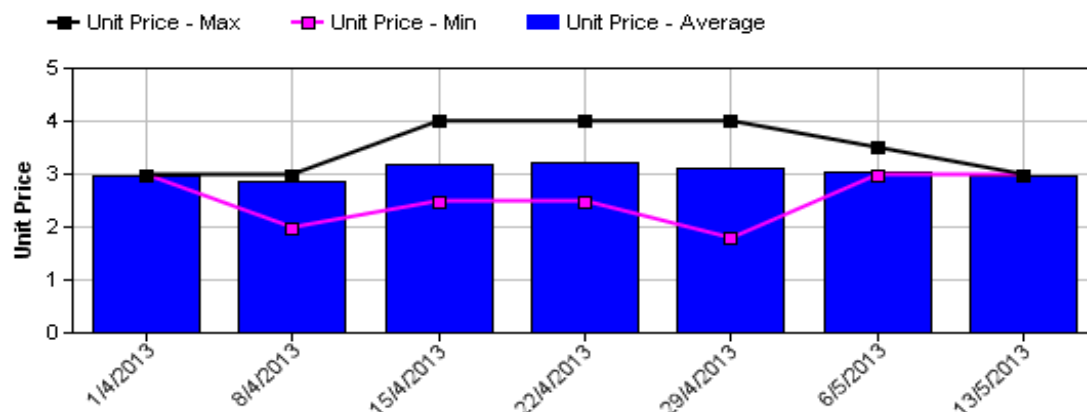
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety – 11th November 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	290	2.98	No	NZ	I	Hass	265	1.99	No	Aus
Woolworths	Hass	290	2.98	No	NZ	I	Hass	265	2.69	No	NZ
Coles	Hass	290	2.98	No	Aus	I	Hass	224	2.99	No	Aus
Woolworths	Hass	260	2.98	No	NZ	IS	Hass	260	2.99	No	NZ
Coles	Hass	300	2.98	No	Aus	IGA	Hass	285	2.99	No	Aus
Coles	Hass	320	2.98	No	Aus	I	Hass	255	2.99	No	NZ
IGA	Hass	270	3.50	No	Aus	Coles	Hass	250	3.48	No	Aus
Foodworks	Hass	270	3.79	No	NZ	Safeway	Hass	230	3.48	No	Aus
I	Hass	260	3.99	No	Aus	Safeway	Hass	245	3.48	No	Aus
IGA	Hass	260	3.99	No	NZ	Safeway	Hass	235	3.48	No	Aus
I	Hass	260	3.99	No	Aus	Coles	Hass	240	3.48	No	Aus
I	Hass	260	3.99	No	Aus	Coles	Hass	240	3.48	No	Aus
I	Hass	320	3.99	No	NZ	I	Hass	290	3.98	No	Aus
I	Hass	290	4.99	No	Mixed	I	Hass	290	3.99	No	Aus
I	Hass	310	4.99	No	NZ	I	Hass	270	4.19	No	Aus
I	Hass	300	4.99	No	Aus	I	Hass	285	4.19	No	Aus
BRISBANE						PERTH					
I	Hass	265	1.99	No	Aus	IS	Hass	195	1.99	Store	NZ
I	Hass	190	2.00	Store	NS	Woolworths	Hass	220	2.09	No	Aus
IGA	Hass	185	2.48	No	NZ	I	Hass	245	2.48	No	Aus
IGA	Hass	200	2.48	No	NZ	IGA	Hass	260	2.99	No	Aus
Woolworths	Hass	180	2.48	No	Mixed	I	Hass	255	2.99	No	Aus
I	Hass	280	2.50	Store	NZ	Woolworths	Hass	220	3.48	No	Aus
I	Hass	280	2.69	Store	NZ	Coles	Hass	260	3.48	No	Aus
I	Hass	190	2.79	Store	NZ	Coles	Hass	240	3.48	No	Aus
Coles	Hass	220	2.98	Cat	NZ	Woolworths	Hass	250	3.48	No	Aus
Coles	Hass	240	2.98	Cat	NZ	Coles	Hass	240	3.48	No	Aus
Woolworths	Hass	205	2.98	No	Mixed	IGA	Hass	285	3.49	No	NZ
Coles	Hass	205	2.98	Cat	NZ	I	Hass	275	3.79	No	NZ
IGA	Hass	150	2.98	No	NZ	I	Hass	240	3.79	No	Aus
Woolworths	Hass	215	2.98	Store	NZ	IGA	Hass	265	3.99	No	Aus
I	Hass	260	3.00	Store	NZ	IGA	Hass	285	3.99	No	Aus
I	Hass	274	3.69	Store	Aus	I	Hass	260	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

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

Store Codes

I = Independent Fruit and Vegetable stores
IC = Independent Fruit and Vegetable store Chains
IS = Independent Supermarkets