



INFOCADO WEEKLY REPORT: 31st Oct—6th Nov 2015 (Week 45)

Comments

- The weekly dispatch volume (289,513 trays) was higher than the weeks forecast by about 27,300 trays (10%) (refer P 2 & 3).
- The larger weekly volumes are forecast to continue into the next month, holding steady around 265,000 to 290,000 5.5kg tray (refer P 2).
- The largest volume of dispatches originated from Western Australia (181,495 tray eqv.). The Sydney market continues to receive the highest volume (102,925 tray eqv.), size 20 fruit continues to dominate total supplies (refer P 3).
- 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).
- 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 \$4.99 and \$0.98 / fruit, in Sydney and Brisbane respectively (refer P 6 - 8).
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases.

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[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 & 30 Oct 2015.

Upcoming Holidays

Christmas Day: 25th Dec | Boxing Day: 26th Dec | Boxing Day (Additional): 28th Dec | New Year's Day: 1st Jan | New Year's Day NZ (Additional): 4th Jan |

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 45 - 49)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

Week 45 - begin 31/10/2015

Hass	235,782	11,347	3,000	3,000	257,503
Lamb Hass		300			545
Reed	800			2,000	1,164
Wurtz	3,000				3,000
Week Total	239,582	11,647	3,000	5,000	262,212

Week 46 - begin 07/11/2015

Gwen	140				140
Hass	240,183	11,771			261,585
Lamb Hass	140				140
Other		75			136
Reed	800			2,000	1,164
Wurtz	2,000			200	2,036
Week Total	243,263	11,846		2,200	265,201

Week 47 - begin 14/11/2015

Gwen	400				400
Hass	263,427	11,563	3,000	1,000	285,178
Reed	800			2,000	1,164
Week Total	264,627	11,563	3,000	3,000	286,741

Week 48 - begin 21/11/2015

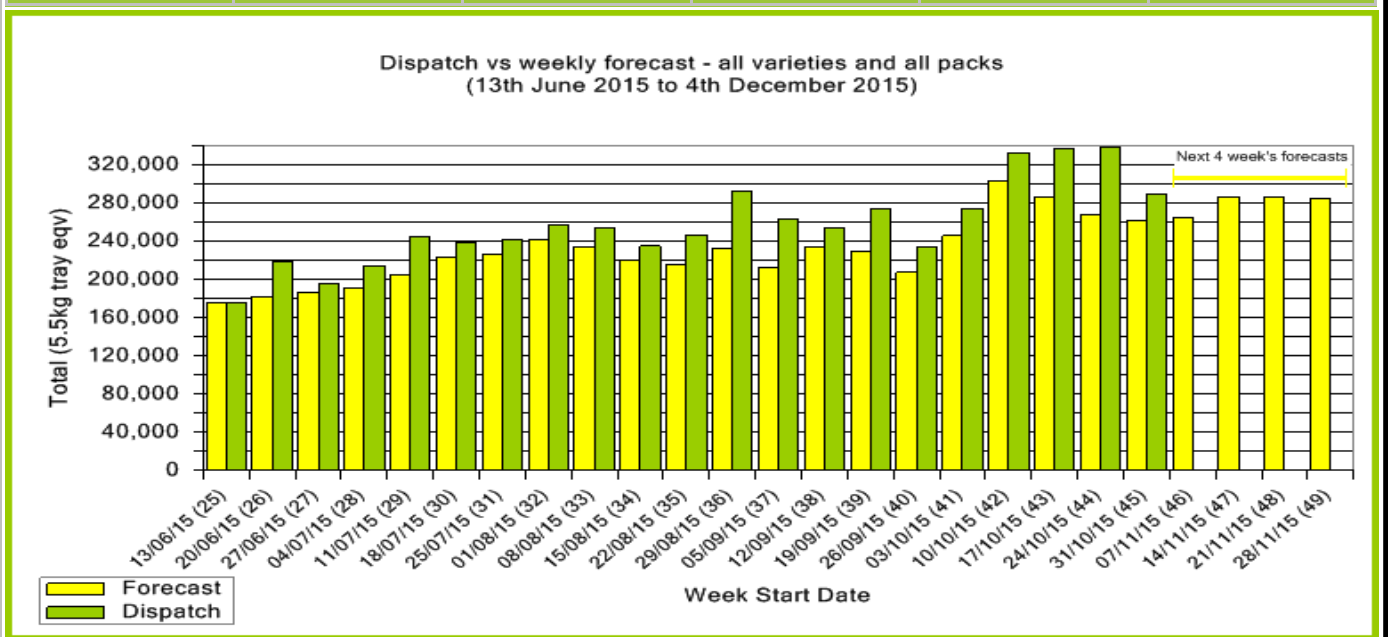
Gwen	400				400
Hass	259,017	11,684	3,000	1,000	280,988
Reed	4,300	200		2,450	5,109
Week Total	263,717	11,884	3,000	3,450	286,496

Week 49 - begin 28/11/2015

Hass	258,847	11,187	3,000	1,000	279,914
Lamb Hass	400				400
Reed	4,300	200		2,450	5,109
Week Total	263,547	11,387	3,000	3,450	285,423

Dispatch Data (Week 45 - begin 31/10/2015)

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	253,505	15,529	13,036	3,000	284,655
Other		27			49
Reed	3,189	127		2,000	3,784
Wurtz	1,025			1	1,025
Total	257,719	15,683	13,036	5,001	289,513



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	420,417	389,454	607,572	531,266	42,180	3,520	2,426,756
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	477,435	70,990	0	0	0	0	877,178

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 : 31st October - 6th November 2015 (Wk 45)

Origin Region	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	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW	456	881	1,914	2,891	1,733	1,370	343		9,588	567	4,000	5,000	12,255
New Zealand		2,720	5,831	12,621	11,739	15,867	6,276	15,936	70,990				70,990
South Qld	300		17	78	180	180	120		875	281			1,386
Sunshine Coast	1	15	65	52	114	37	20		304	173			619
Tri State	1,118	2,700	4,711	4,732	3,676	2,100	1,415	67	20,519	1,237		1	22,768
WA/NT	2,106	7,579	23,219	39,271	31,208	25,161	20,227	6,672	155,443	13,425	9,036		181,495
	3,981	13,895	35,757	59,645	48,650	44,715	28,401	22,675	257,719	15,683	13,036	5,001	289,513

Origin of Avocado



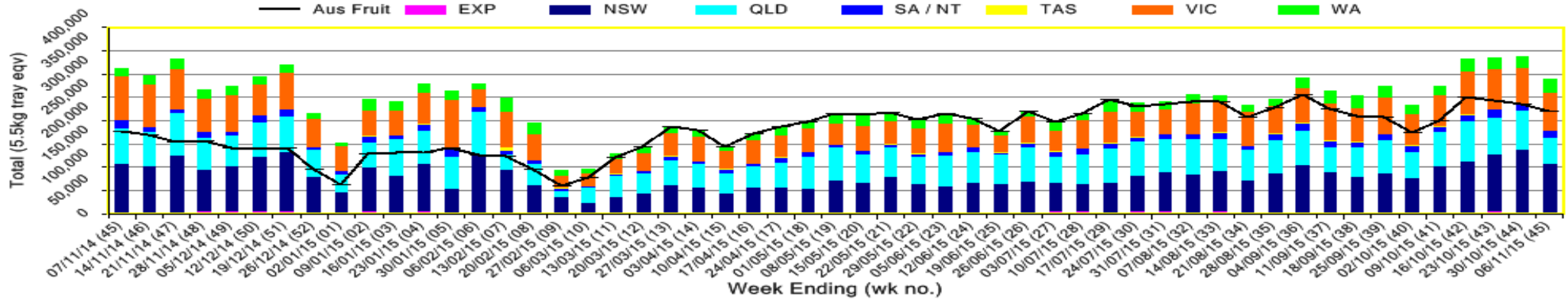
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 31st October - 6th November 2015 (Wk 45)

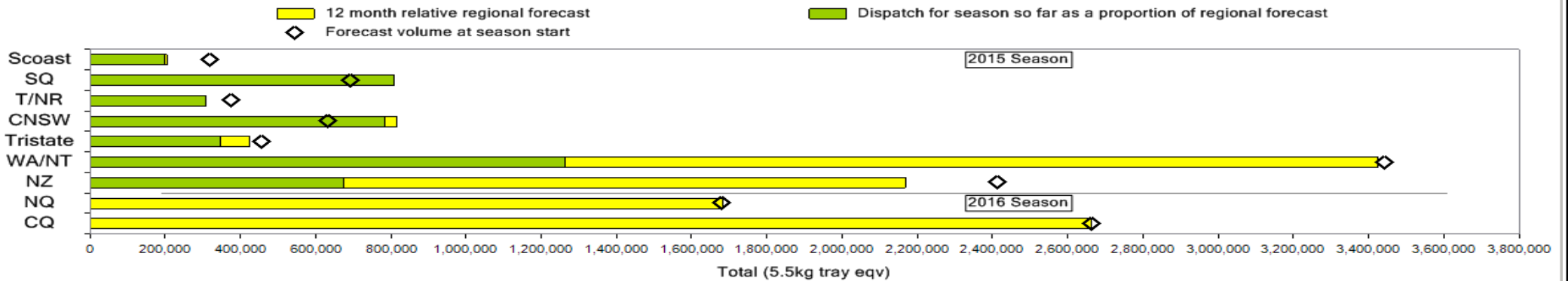
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	60		19					2,720	2,799	328			3,395
NSW	1,824	5,294	13,321	22,422	17,113	13,238	4,814	8,430	86,456	8,128	7,300	2,000	102,925
QLD	461	2,911	7,904	10,236	10,016	10,966	5,476	6,078	54,048	824	1,320	3,000	56,331
SA / NT		30	85	602	3,928	6,828	1,054	45	12,572	907	1,680		14,526
TAS						456	272		728				728
VIC	1,316	4,849	13,505	23,838	13,929	9,205	4,915	1,909	73,466	4,042		1	80,815
WA	320	811	923	2,547	3,664	4,022	11,870	3,493	27,650	1,454	2,736		30,791
Total	3,981	13,895	35,757	59,645	48,650	44,715	28,401	22,675	257,719	15,683	13,036	5,001	289,513

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 10,112,749 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 45 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Klingbiel Family Trust (TRI)
Simpson Farms Pty Ltd (Consolidator)	Golden Hill Avocados (WA)
The Avolution (Consolidator)	Avonova (WA)
Avocado Industry Council (NZAGA)	Advance Packing & Marketing Services P/L (WA)
KV & JM Lehmann (TRI)	Delroy Orchards (WA)
Sunvale Produce Pty Ltd (TRI)	Mariners Rest (WA)
Golden Hill Packing Pty Ltd (TRI)	VP & EA Farrell (WA)
Justin Loffler (TRI)	West Aussie Avos (WA)
Chinoola Orchards (TRI)	CNSW: Less than 3 contributors
Mildura Fruit Company (TRI)	SQ: Less than 3 contributors

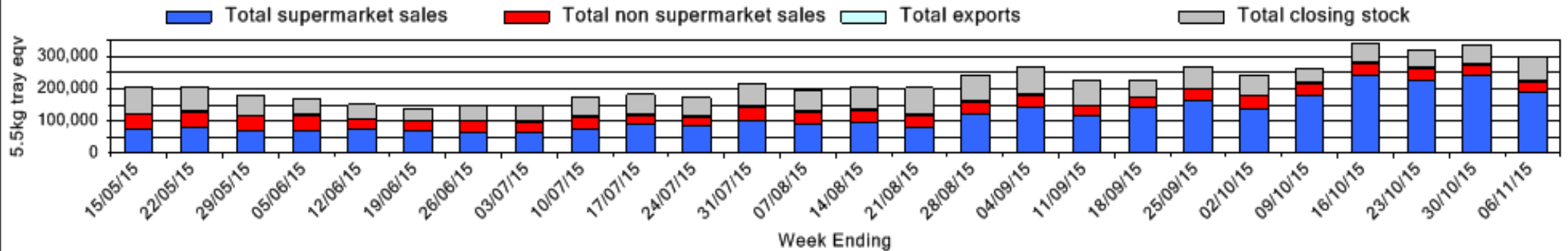
Week 45 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	Southern Cross Produce 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)
Fresh Express Produce Pty Ltd (Perth)	WA Farm Direct (Perth)
Murray Bros (Brisbane)	

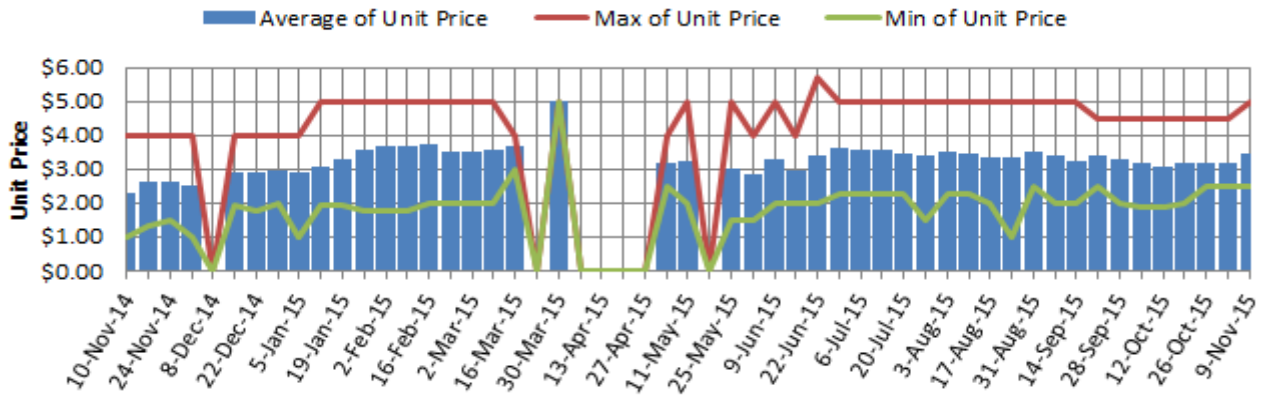
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	59,720		760	60,480	5,373			5,373	9,769	4,000			4,000	727	70,216		760	70,976
Total non supermarket sales	6,735			6,735	1,108			1,108	2,015						8,750			8,750
Total exports																		
Total sales	66,455		760	67,215	6,481			6,481	11,784	4,000			4,000	727	78,966		760	79,726
Total Stock on Hand	5,530			5,530	93			93	169						5,699			5,699
QLD																		
Total supermarket sales	38,956			38,956	192			192	349						39,305			39,305
Total non supermarket sales	5,902			5,902	174			174	316	1,983			1,983	361	6,579			6,579
Total exports																		
Total sales	44,858			44,858	366			366	665	1,983			1,983	361	45,884			45,884
Total Stock on Hand	33,726			33,726	463			463	842						34,568			34,568
SA & TAS																		
Total supermarket sales	13,176			13,176	768			768	1,396	1,680			1,680	305	14,878			14,878
Total non supermarket sales	3,845		331	4,176	1,035		46	1,081	1,965						5,727		415	6,141
Total exports																		
Total sales	17,021		331	17,352	1,803		46	1,849	3,362	1,680			1,680	305	20,605		415	21,019
Total Stock on Hand	16,564		844	17,408	1,762		146	1,908	3,469						19,768		1,109	20,877
VIC																		
Total supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total sales	55,621			55,621	1,176			1,176	2,138						57,759			57,759
Total Stock on Hand																		
WA																		
Total supermarket sales	11,994			11,994	551			551	1,002	2,736			2,736	497	13,493			13,493
Total non supermarket sales	2,587			2,587	615			615	1,118						3,705			3,705
Total exports	2,799			2,799	328			328	596						3,395			3,395
Total sales	17,380			17,380	1,494			1,494	2,716	2,736			2,736	497	20,594			20,594
Total Stock on Hand	5,500			5,500	410			410	745						6,245			6,245
Total																		
Total supermarket sales	173,663		760	174,423	7,748			7,748	14,087	8,416			8,416	1,530	189,280		760	190,040
Total non supermarket sales	24,873		331	25,204	3,244		46	3,290	5,982	1,983			1,983	361	31,132		415	31,546
Total exports	2,799			2,799	328			328	596						3,395			3,395
Total sales	201,335		1,091	202,426	11,320		46	11,366	20,665	10,399			10,399	1,891	223,808		1,175	224,982
Total Stock on Hand	66,878		844	67,722	2,728		146	2,874	5,225						71,838		1,109	72,947

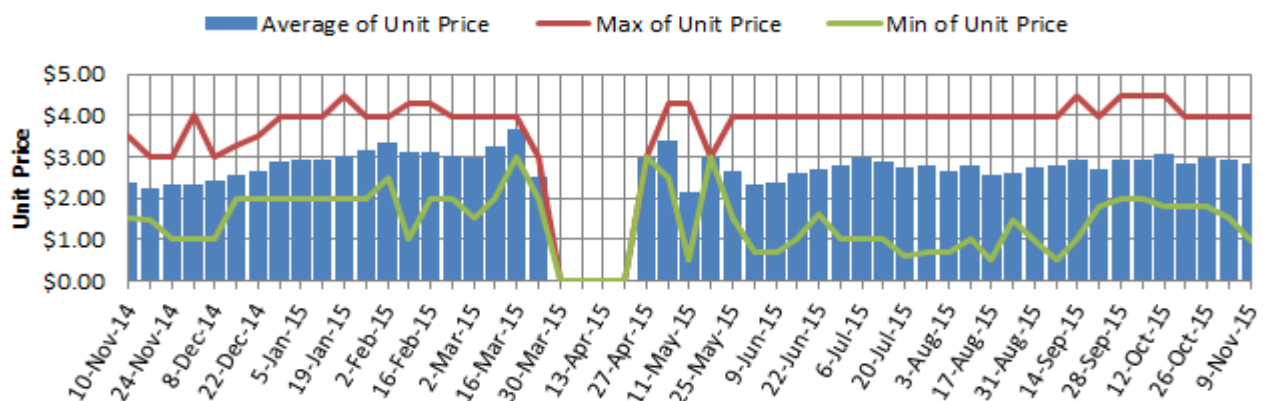
Weekly National Sales



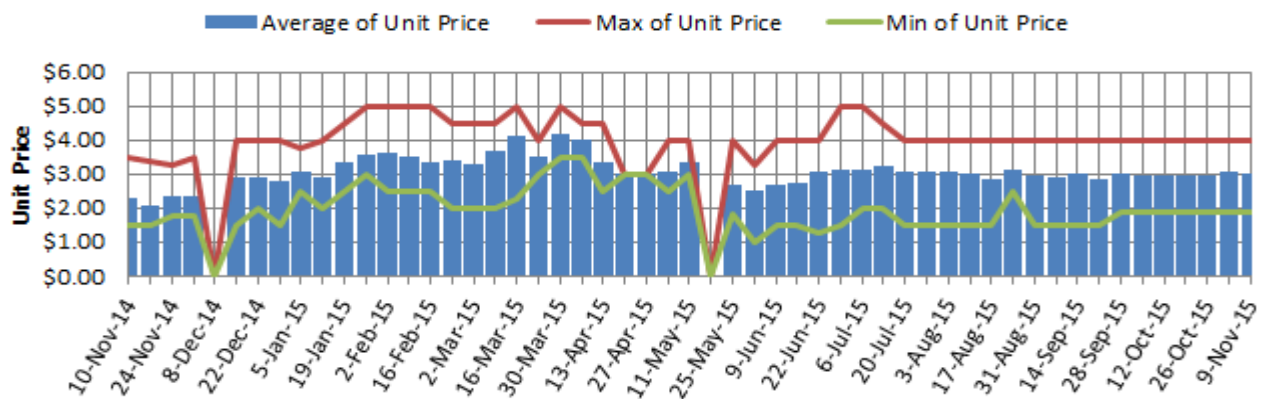
Hass Avocado Average Retail Prices - Sydney



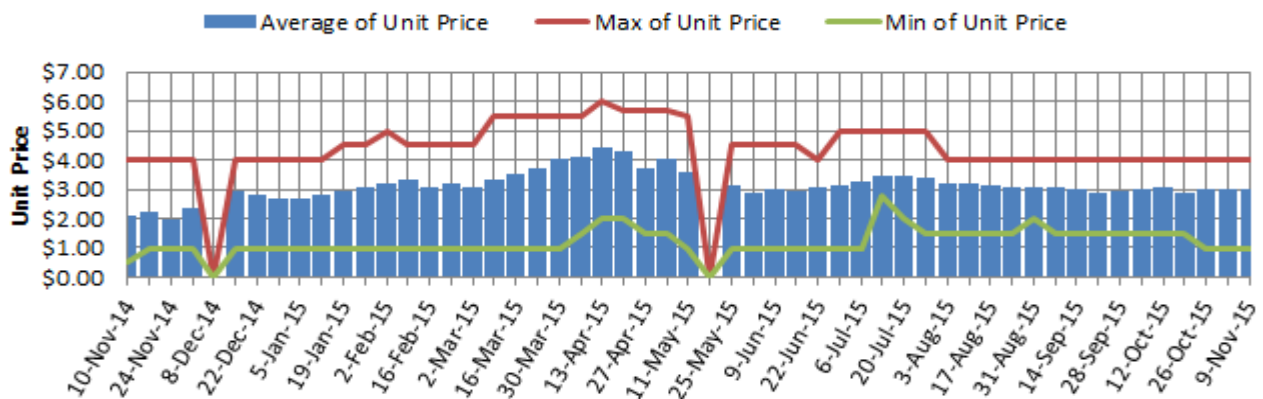
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

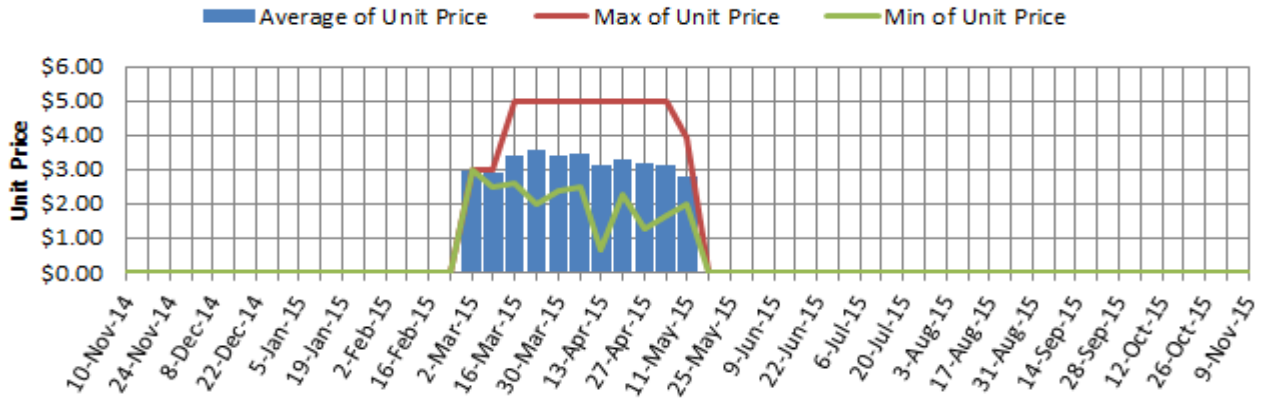


Hass Avocado Average Retail Prices - Perth

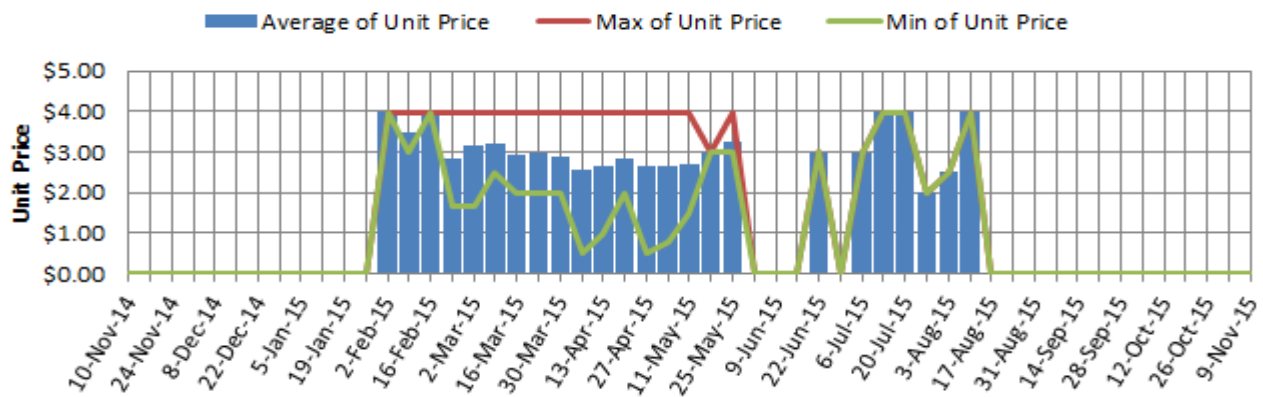


Assessment date (Week Commencing)

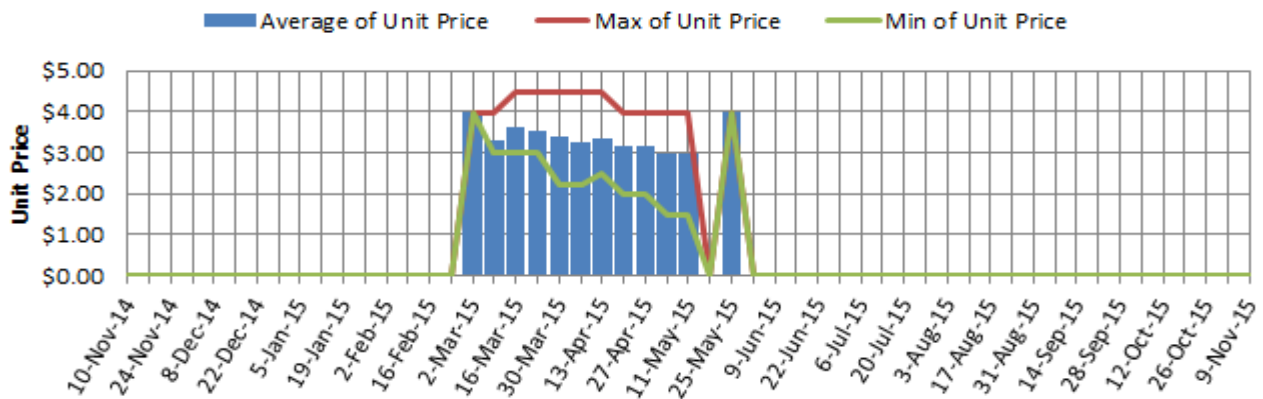
Shepard Avocado Average Retail Prices - Sydney



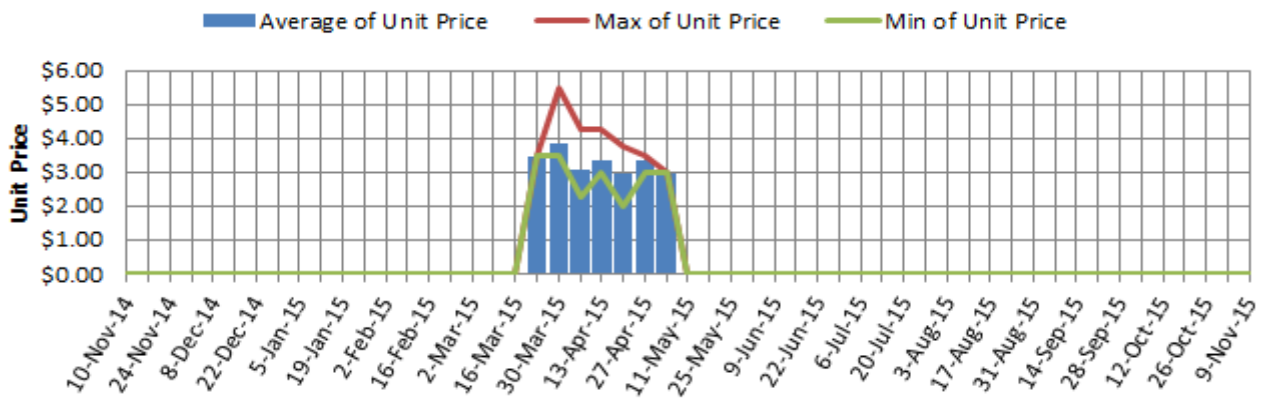
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 9th November 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	240	2.49	No	Aus	I	Hass	185	2.49	No	NZ
Woolworths	Hass	270	2.70	No	Mixed	Woolworths	Hass	270	2.90	No	Aus
Woolworths	Hass	250	2.70	No	Mixed	Coles	Hass	280	2.90	Store	Aus
Woolworths	Hass	270	2.70	No	Aus	Woolworths	Hass	310	2.90	No	Aus
Coles	Hass	250	2.98	No	Aus	Woolworths	Hass	280	2.90	No	Aus
Woolworths	Reed	400	2.98	No	Aus	Coles	Hass	260	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus	Coles	Hass	270	2.98	No	Aus
I	Hass	260	2.99	No	Aus	IGA	Hass	250	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus	IS	Hass	260	2.99	No	NZ
I	Hass	270	2.99	No	Aus	I	Hass	280	2.99	No	NZ
Foodworks	Hass	300	3.49	Store	Aus	I	Hass	295	3.49	No	NZ
I	Hass	270	3.49	No	Aus	I	Hass	270	3.69	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	300	3.79	No	Aus
IC	Hass	350	4.99	No	Aus	I	Hass	310	3.79	No	Aus
IC	Hass	320	4.99	No	Aus	I	Hass	360	3.98	No	Aus
IC	Hass	330	4.99	No	Aus	I	Hass	310	3.99	No	Aus
BRISBANE						PERTH					
I	Hass	170	0.98	Store	NS	IS	Hass	210	2.00	Store	Aus
I	Hass	200	1.98	No	NZ	IGA	Hass	185	2.29	No	Aus
I	Hass	245	1.99	No	NZ	Woolworths	Hass	180	2.98	No	Aus
I	Reed	265	2.50	No	Aus	Coles	Hass	170	2.98	No	Aus
Woolworths	Hass	180	2.80	No	Aus	I	Hass	265	2.98	No	Aus
Woolworths	Hass	270	2.80	No	Aus	Coles	Hass	175	2.98	No	Aus
Woolworths	Hass	275	2.80	No	Aus	Woolworths	Hass	180	2.98	No	Aus
Coles	Hass	180	2.98	No	NZ	Coles	Hass	185	2.98	No	Aus
Coles	Hass	255	2.98	No	NZ	Woolworths	Hass	180	2.98	No	Aus
Coles	Hass	240	2.98	No	NZ	I	Hass	260	2.99	No	Aus
IGA	Hass	230	2.98	No	NZ	I	Hass	235	2.99	No	Aus
I	Hass	240	2.99	No	NZ	IGA	Hass	225	3.19	No	Aus
I	Hass	400	2.99	No	Aus	I	Hass	250	3.79	No	Aus
I	Hass	290	3.00	No	Aus	I	Hass	245	3.99	No	Aus
IGA	Hass	216	3.49	No	Aus	IGA	Hass	310	3.99	No	Aus
I	Hass	308	3.69	No	Aus	IGA	Hass	295	3.99	No	Aus
IGA	Hass	285	3.99	No	Aus						
I	Hass	270	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