



INFOCADO WEEKLY REPORT: 10th—16th November 2012 (Wk 46)



Comments

- An updated New Zealand seasonal forecast can be seen at the bottom of page 3. The forecast has decreased by 36,230 5.5kg eqv trays. Updated dispatches are also included.
- Total forecasted volumes for the next four weeks are hovering between 190,000 to 196,000 5.5kg eqv trays.
- Sizes 20, 23 and 25 fruit had the highest dispatch levels in week 46 ranging from 37,159 5.5kg eqv trays to 40,315 5.5kg eqv trays for each size. For more information see page 2 of this report.
- There are no specials in place for Sydney stores this week. Some Brisbane, Perth and Melbourne stores do have some store and catalogue specials in place. Prices peaked this week at \$3.50 per avocado for independent stores in Sydney and Melbourne. An IGA store in Brisbane had the lowest price this week at \$1.49. Some NZ fruit has been recorded in the retail prices report this week predominately in independent stores.
- Just a reminder that if less than 3 packers have contributed to Infocado in any one week from one growing region their names are removed from the contributors list on page 4. This is done to protect contributor's privacy and data.

[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:

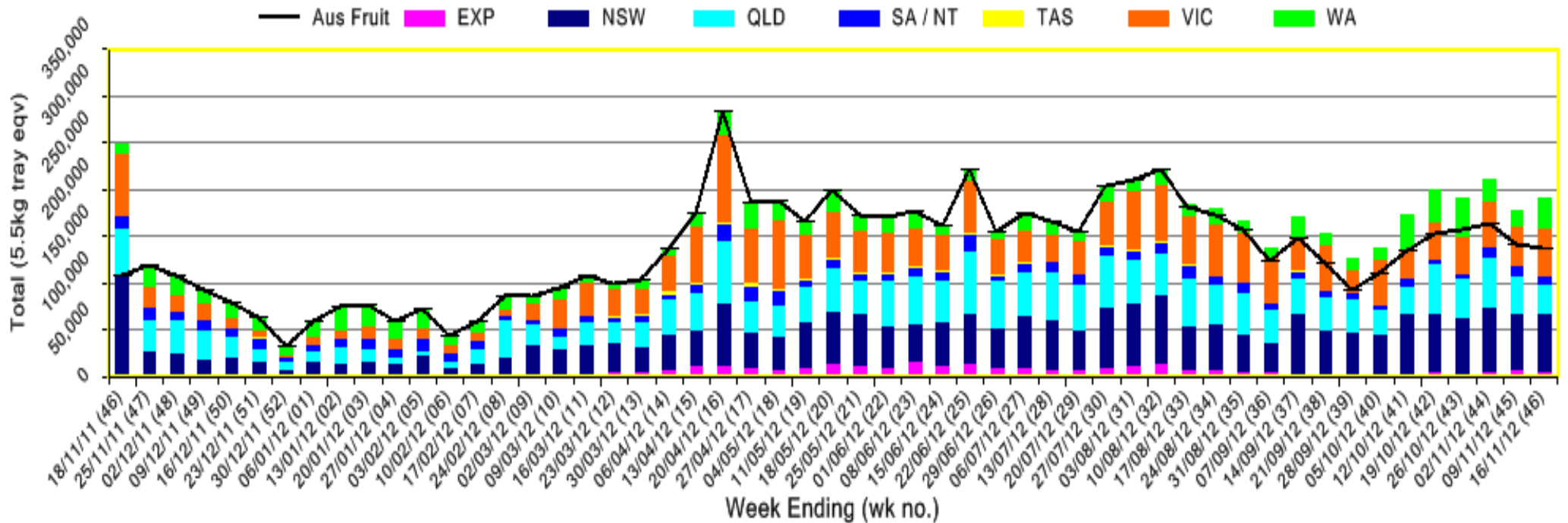
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 10th November - 16th November 2012 (Wk 46)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	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							1,088	960	2,048	864	440			3,699
NSW	167	2,884	7,040	14,241	15,729	10,637	4,227	3,250	58,175	2,227	1,320			62,464
QLD		909	3,075	6,809	7,056	7,725	2,311	2,264	30,149	798			5,760	32,647
SA / NT		492	789	1,067	2,023	1,501	1,427		7,299	328				7,895
VIC	357	1,154	4,389	14,837	8,579	10,131	2,605	969	43,021	4,750	1,980			52,017
WA	9	85	712	2,339	3,772	10,321	2,664	84	19,986	7,398		180		33,470
Total	533	5,524	16,005	39,293	37,159	40,315	14,322	7,527	160,678	16,365	3,740	180	5,760	192,193

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 6,927,418 5.5kg tray eqv

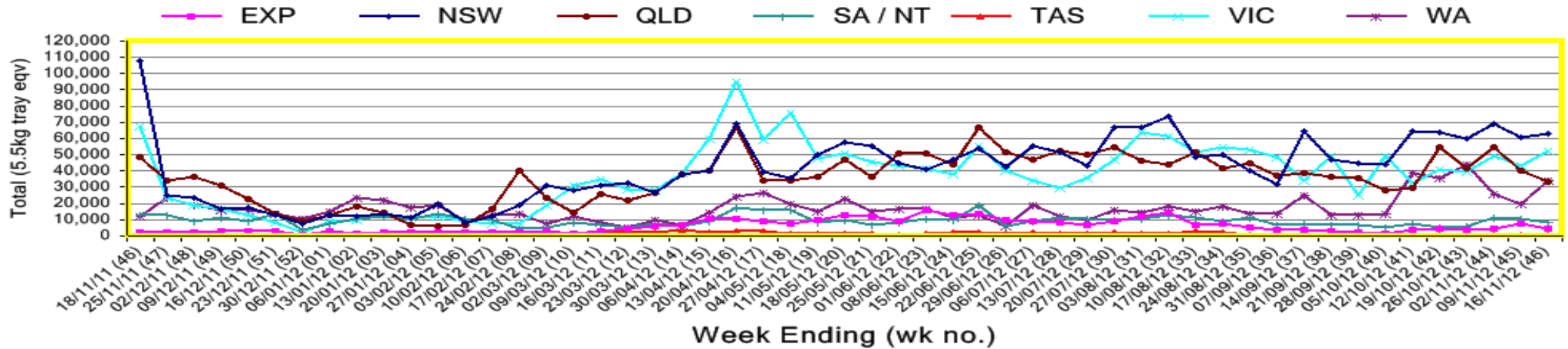


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 6,927,418 5.5kg tray eqv



Week 46 contributors - Packhouses

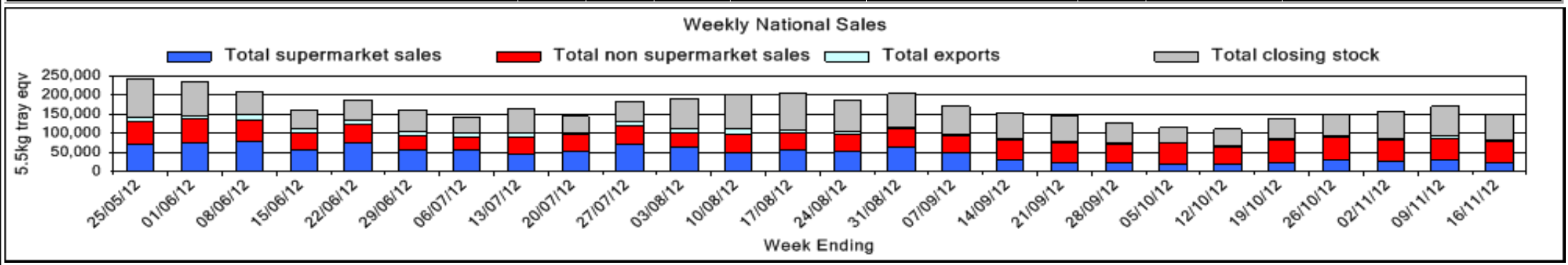
- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- C F Fechner
- Chinoola Orchards
- Chislett Developments Pty Ltd
- Delroy Orchards
- Mariners Rest
- Natures Fruit Company
- Sunfresh

Week 46 contributors - Wholesalers

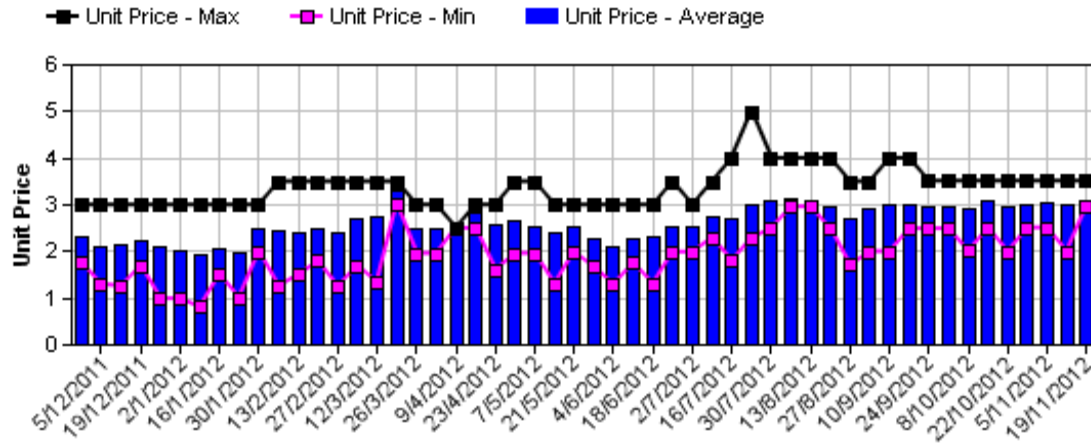
- Allcrops Pty Ltd (Sydney)
- C & S Ponte Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce Pty Ltd (Perth)
- Kelly's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

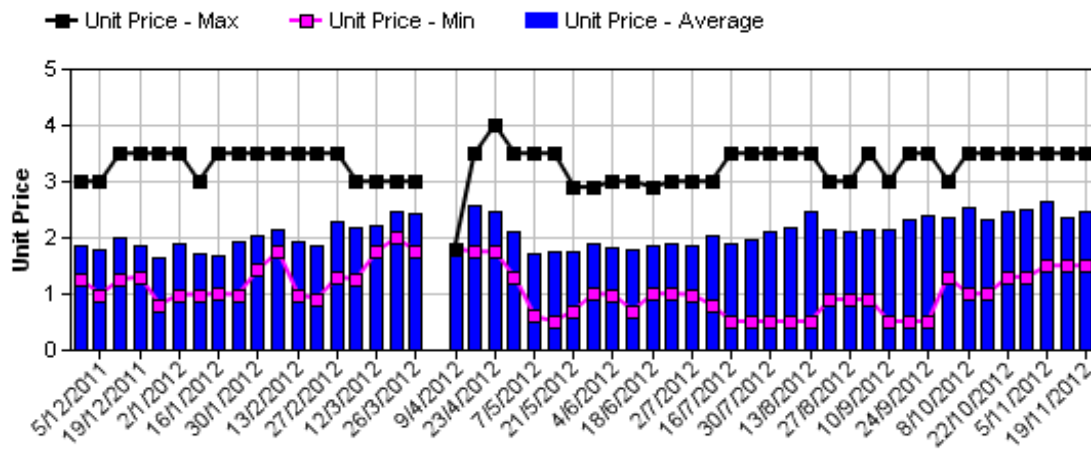
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	8,669		460	9,129	1,941		33	1,974	3,589						12,198		520	12,718
Total exports																		
Total sales	8,669		460	9,129	1,941		33	1,974	3,589						12,198		520	12,718
Total Stock on Hand	3,272		131	3,403	161			161	293						3,565		131	3,696
QLD																		
Total supermarket sales	9,112			9,112											9,112			9,112
Total non supermarket sales	23,350			23,350	1,374			1,374	2,498						25,848			25,848
Total exports																		
Total sales	32,462			32,462	1,374			1,374	2,498						34,960			34,960
Total Stock on Hand	27,570			27,570	474			474	862						28,432			28,432
SA & TAS																		
Total supermarket sales	4,021			4,021											4,021			4,021
Total non supermarket sales	4,738		69	4,807	186			186	338						5,076		69	5,145
Total exports																		
Total sales	8,759		69	8,828	186			186	338						9,097		69	9,166
Total Stock on Hand	13,029		252	13,281	136			136	247						13,276		252	13,528
VIC																		
Total supermarket sales	7,800			7,800											7,800			7,800
Total non supermarket sales	6,307		195	6,502	737		184	921	1,675	239			239	43	7,690		530	8,220
Total exports																		
Total sales	14,107		195	14,302	737		184	921	1,675	239			239	43	15,490		530	16,020
Total Stock on Hand	12,304		176	12,480	162		8	170	309	630			630	115	12,713		191	12,904
WA																		
Total supermarket sales	2,142			2,142											2,142			2,142
Total non supermarket sales	3,181		80	3,261	644		83	727	1,322						4,352		231	4,583
Total exports	2,048			2,048	864			864	1,571	440			440	80	3,699			3,699
Total sales	7,371		80	7,451	1,508		83	1,591	2,893	440			440	80	10,193		231	10,424
Total Stock on Hand	5,874		156	6,030	352		179	531	965						6,514		481	6,995
Total																		
Total supermarket sales	23,075			23,075											23,075			23,075
Total non supermarket sales	46,245		804	47,049	4,882		300	5,182	9,422	239			239	43	55,165		1,349	56,514
Total exports	2,048			2,048	864			864	1,571	440			440	80	3,699			3,699
Total sales	71,368		804	72,172	5,746		300	6,046	10,993	679			679	123	81,939		1,349	83,288
Total Stock on Hand	62,049		715	62,764	1,285		187	1,472	2,676	630			630	115	64,500		1,055	65,555



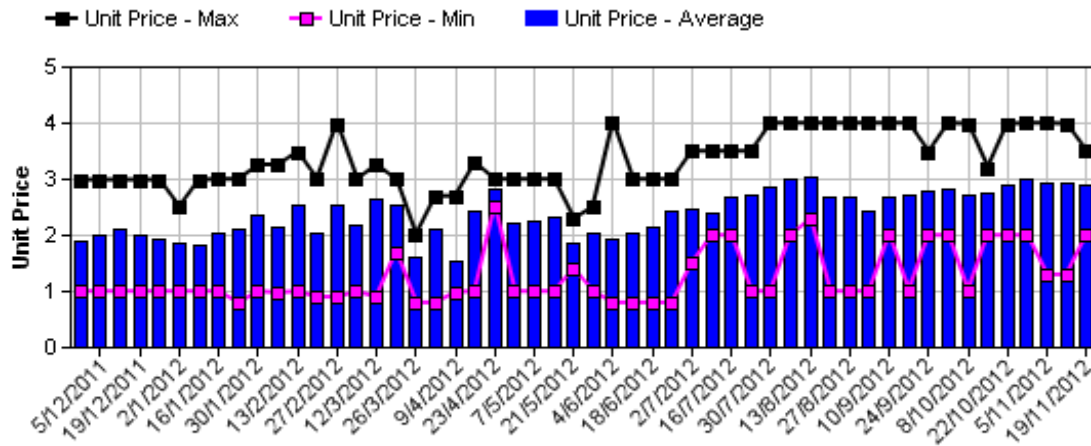
Hass Avocado Average Retail Prices - Sydney



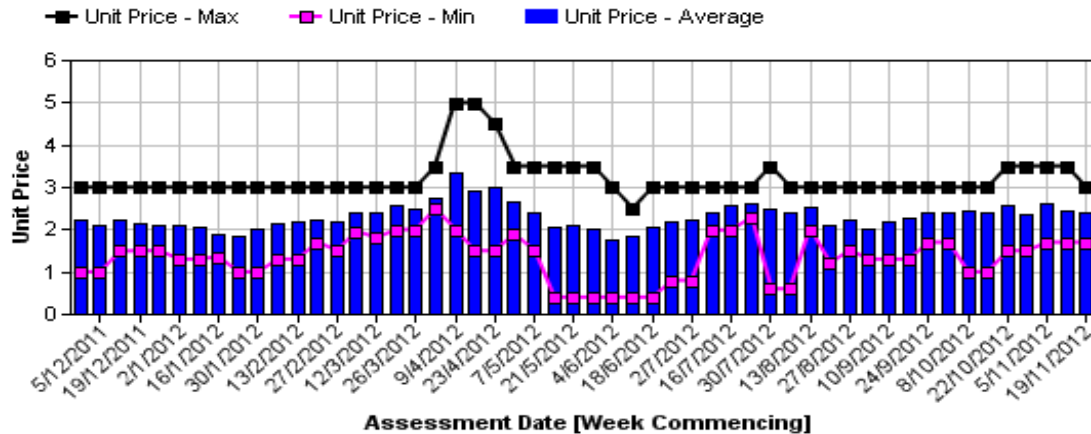
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

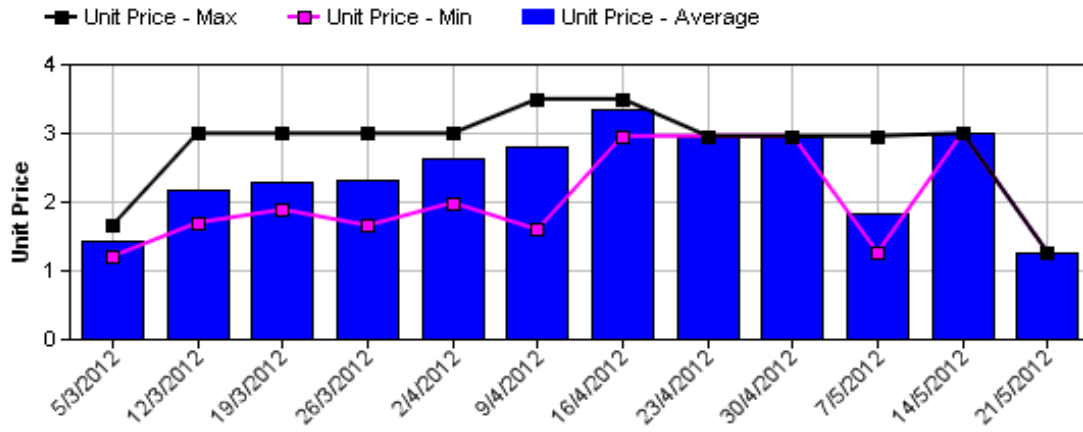


Hass Avocado Average Retail Prices - Perth

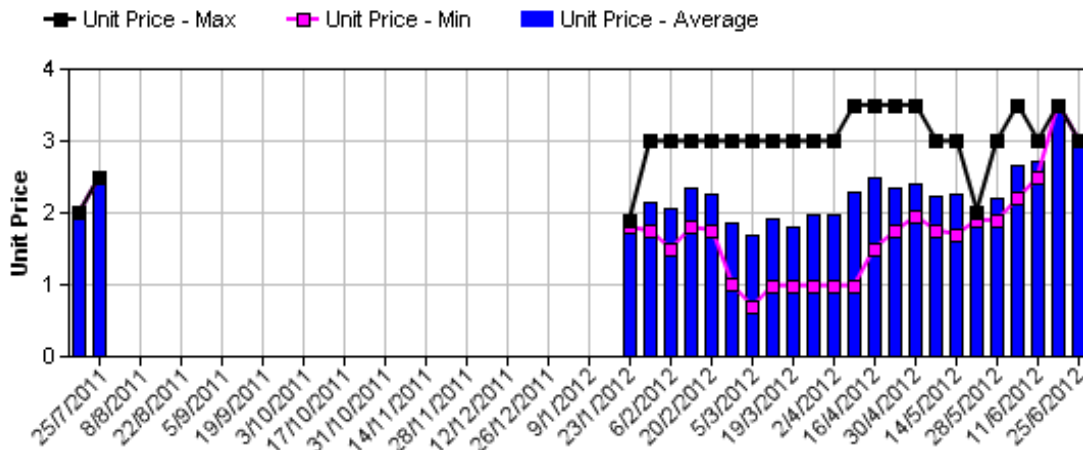


Assessment Date [Week Commencing]

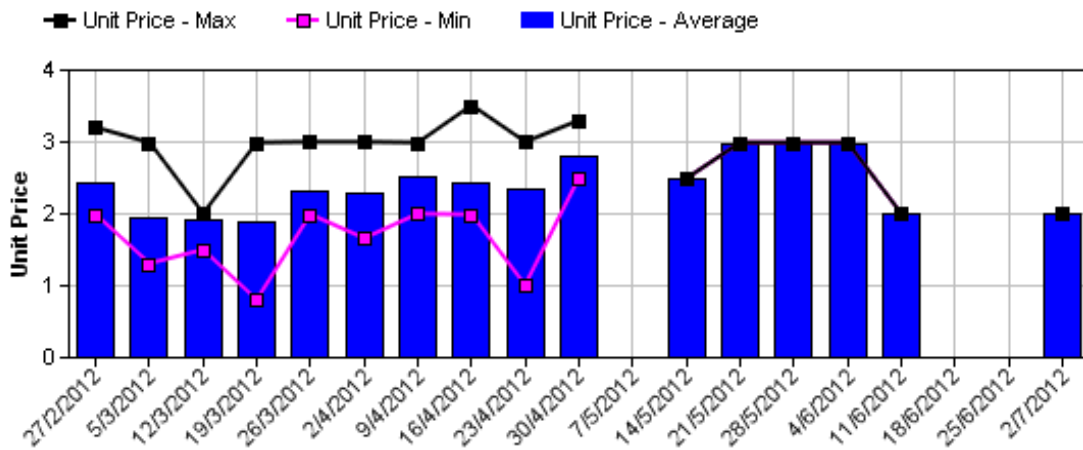
Shepard Avocado Average Retail Prices - Sydney



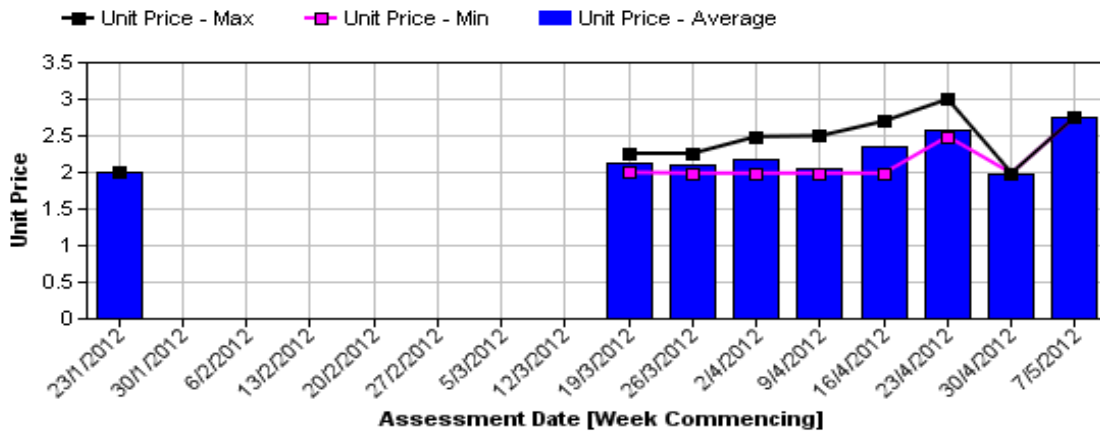
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 19th November 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	290	2.95	No	Aus
Coles	Hass	310	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus
Woolworths	Hass	265	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Coles	Hass	330	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	320	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	240	2.99	No	NZ
I	Reed	440	2.99	No	Aus
Foodworks	Hass	275	2.99	No	Aus
I	Reed	470	2.99	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	310	3.49	No	Aus
I	Reed	470	3.49	No	Aus
I	Hass	300	3.50	No	Aus
BRISBANE					
IGA	Hass	190	1.49	No	Aus
I	Hass	220	1.79	Store	Aus
I	Hass	160	1.79	Store	NZ
Woolworths	Hass	200	1.98	Store	Aus
I	Hass	275	1.99	Store	NZ
I	Hass	220	1.99	No	NZ
IGA	Hass	200	2.48	No	Aus
IGA	Hass	220	2.48	No	Aus
I	Hass	250	2.50	Store	Aus
Woolworths	Hass	250	2.88	No	Aus
Woolworths	Hass	245	2.88	No	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	255	2.98	No	Aus
I	Reed	400	2.99	No	Aus
I	Hass	248	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	1.99	No	Aus
I	Hass	255	2.49	No	NS
I	Hass	270	2.69	No	Aus
Coles	Hass	245	2.78	Cat	Aus
Coles	Hass	195	2.78	Cat	Aus
Safeway	Hass	300	2.98	No	Aus
Safeway	Hass	280	2.98	No	Aus
I	Hass	265	2.98	No	Aus
Coles	Hass	260	2.98	Cat	Aus
Safeway	Hass	300	2.98	No	Aus
I	Hass	275	2.99	No	NS
IS	Hass	275	2.99	No	NZ
I	Hass	270	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	290	3.50	No	Aus
I	Hass	260	3.50	No	Aus
PERTH					
IGA	Hass	270	1.69	Cat	Aus
IS	Hass	200	1.69	Store	Aus
IGA	Hass	250	1.69	Cat	Aus
IGA	Hass	230	1.69	Cat	Aus
I	Hass	220	1.79	Store	Aus
I	Hass	235	2.50	No	Aus
Woolworths	Hass	205	2.68	Store	Aus
Coles	Hass	200	2.68	No	Aus
Woolworths	Hass	210	2.68	No	Aus
Woolworths	Hass	220	2.68	No	Aus
Coles	Hass	250	2.68	No	Aus
Coles	Hass	210	2.68	No	Aus
I	Hass	260	2.69	No	Aus
I	Hass	295	2.99	No	Aus
I	Hass	260	2.99	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