



INFOCADO WEEKLY REPORT: 7th — 13th Nov 2015 (Week 46)

Comments

- The weekly dispatch volume (294,480 trays) was higher than the weeks forecast by about 29,500 trays (11%) (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 (182,459 tray eqv.). The Sydney market continues to receive the highest volume (93,487 tray eqv.), size 25 fruit was dominant in total supplies closely followed by size 20 and 23 (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. Highest and lowest recorded retail prices was \$3.99 and \$0.98 / fruit, in all cities and Brisbane respectively (refer P 6 - 8). **NB: This is the last week retail prices will be published due to the project ending 17 Nov 2015.**

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[Click here for tips for using and interpreting Infocado Reports](#)

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Marketing Update: Chefs Love Avocados

Last 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.

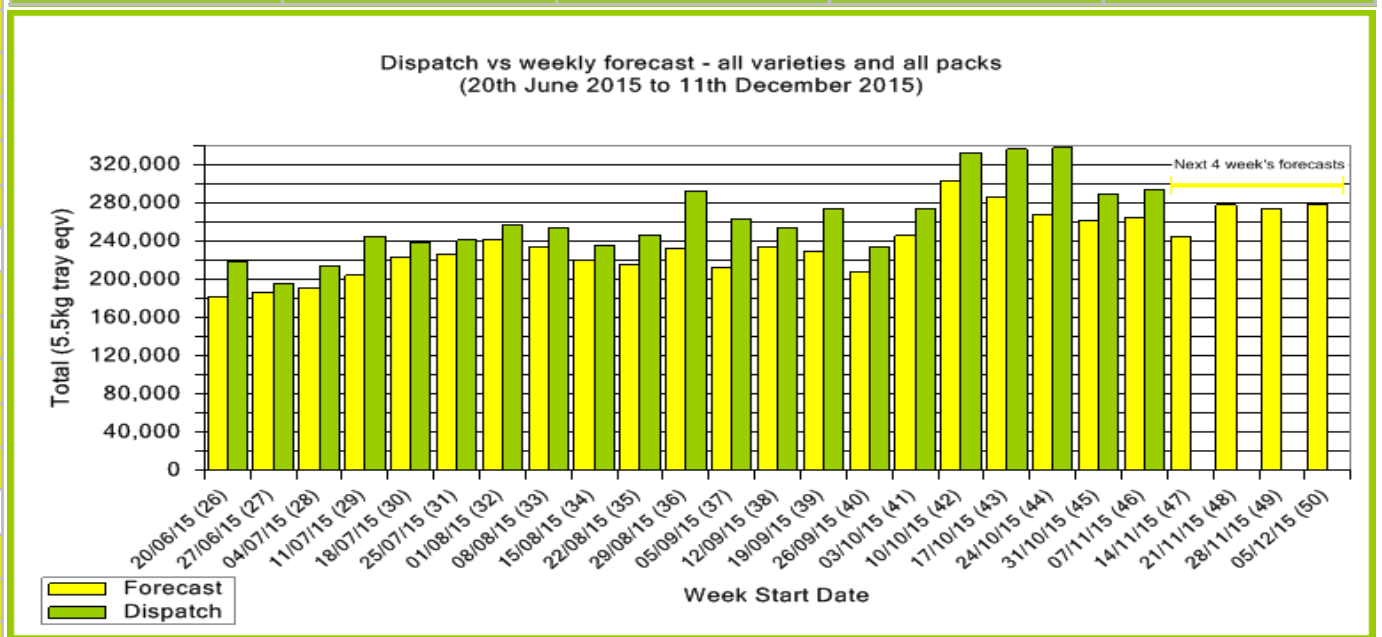
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data Green shading indicates dispatch data

Forecast Data (Week 46 - 50)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	221,339	11,563	3,000	1,000	243,090
Other		300			545
Reed	1,050			2,000	1,414
Week Total	222,789	11,863	3,000	3,000	245,448
Week 48 - begin 21/11/2015					
Gwen	400				400
Hass	250,603	11,684	3,000	1,000	272,574
Reed	4,300	200		2,450	5,109
Week Total	255,303	11,884	3,000	3,450	278,082
Week 49 - begin 28/11/2015					
Hass	247,252	11,363	3,000	1,000	268,639
Lamb Hass	400				400
Reed	4,300	200		2,450	5,109
Week Total	251,952	11,563	3,000	3,450	274,148
Week 50 - begin 05/12/2015					
Hass	257,323	10,925			277,187
Reed	1,000	50		100	1,109
Week Total	258,323	10,975		100	278,296

Dispatch Data (Week 46 - begin 7/11/2015)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	1,941	144		2,203
Hass	260,696	15,635	11,772	291,263
Other		156		284
Reed	712	10		730
Total	263,349	15,945	11,772	294,480



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 Forecast ¹	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 Forecast ²	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
USA ³	0	0	0							0
Japan ³	0	0	4,212	12,637						16,849
Other Asia ³	973	6,926	28,010	44,381						80,290
Total Dispatch (Infocado + 3)	17,698	87,493	223,562	477,435	160,742	0	0	0	0	966,930

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 : 7th November - 13th November 2015 (Wk 46)

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		350	386	1,007		475	421	300		2,939	344		3,564
New Zealand		3,440	7,373	15,955		14,841	20,060	7,934	20,149	89,752			89,752
South Qld	320									320			320
Sunshine Coast	1	3	98	142		166	64	34		508	153		786
Tri State	230	1,818	2,829	3,324	160	3,328	2,278	1,307	133	15,407	1,205		17,598
WA/NT	1,353	6,706	16,118	33,729	398	34,380	32,053	22,540	7,146	154,423	14,243	11,772	182,459
Total	1,904	12,317	26,804	54,157	558	53,190	54,876	32,115	27,428	263,349	15,945	11,772	294,480

Origin of Avocado



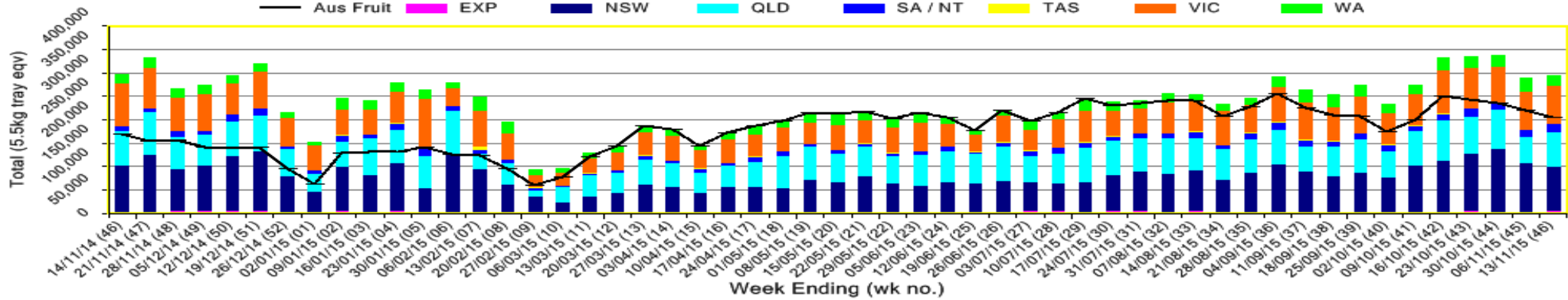
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 7th November - 13th November 2015 (Wk 46)

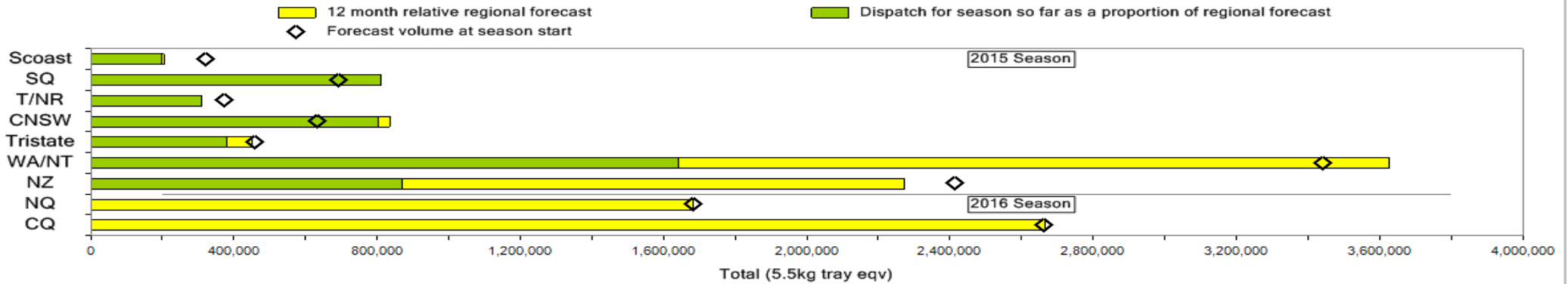
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP			10						3,360	3,370	1,030		5,243
NSW	731	3,905	6,811	19,915	398	16,483	16,315	6,226	7,601	78,385	7,778	5,280	93,487
QLD	481	3,069	7,411	14,106		14,296	15,121	8,273	8,067	70,824	2,290	2,784	75,494
SA / NT	53	210	200	448	160	4,303	6,790	2,473	72	14,709	770	2,184	16,506
TAS							760	456		1,216			1,216
VIC	479	4,971	12,034	18,583		14,813	12,858	4,465	5,096	73,299	3,629		79,897
WA	160	162	338	1,105		3,295	3,032	10,222	3,232	21,546	448	1,524	22,638
Total	1,904	12,317	26,804	54,157	558	53,190	54,876	32,115	27,428	263,349	15,945	11,772	294,480

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 10,407,230 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 46 Contributors - Packhouses

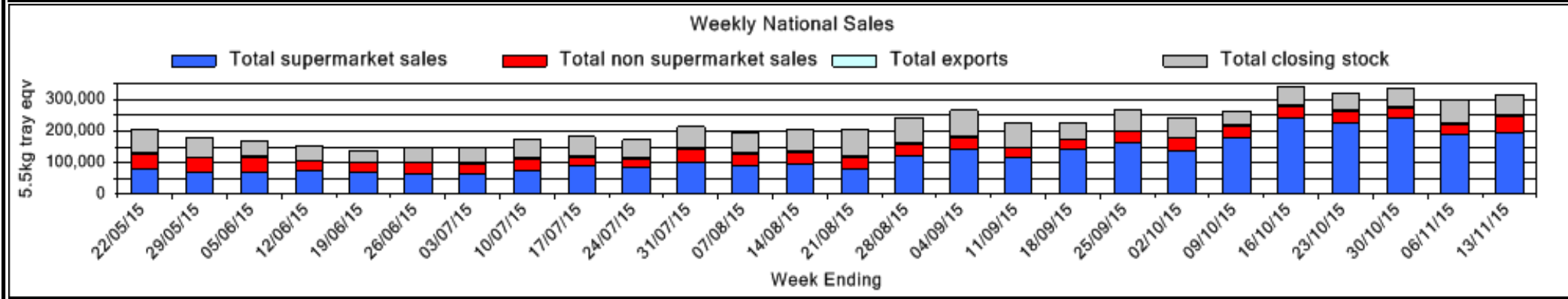
Natures Fruit Company (Consolidator)	Klingbiel Family Trust (TRI)
Simpson Farms Pty Ltd (Consolidator)	Golden Hill Avocados (WA)
The Avolution (Consolidator)	Mariners Rest (WA)
Avocado Industry Council (NZAGA)	Avonova (WA)
Sunvale Produce Pty Ltd (TRI)	Advance Packing & Marketing Services P/L (WA)
Justin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

Week 46 Contributors - Wholesalers

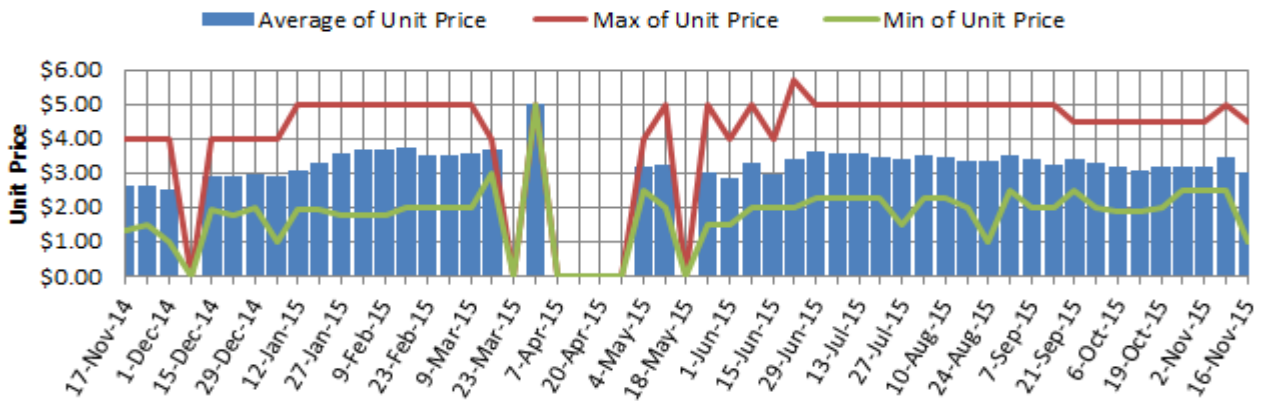
Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	Southern Cross Produce Pty Ltd (Sydney)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)
Fresh Express Produce Pty Ltd (Perth)	VB Sculli (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																		
Total supermarket sales	50,095			50,095	6,573			6,573	11,951						62,046			62,046
Total non supermarket sales	12,357			12,357	662			662	1,204						13,561			13,561
Total exports																		
Total sales	62,452			62,452	7,235			7,235	13,155						75,607			75,607
Total Stock on Hand	3,659			3,659	199			199	362						4,021			4,021
QLD																		
Total supermarket sales	52,268			52,268	1,707			1,707	3,104	2,784			2,784	506	55,878			55,878
Total non supermarket sales	4,283			4,283	767			767	1,395	144		1,360	1,504	273	5,704		247	5,951
Total exports																		
Total sales	56,551			56,551	2,474			2,474	4,498	2,928		1,360	4,288	780	61,582		247	61,829
Total Stock on Hand	28,376			28,376	1,041			1,041	1,893	96			96	17	30,286			30,286
SA & TAS																		
Total supermarket sales	17,301		480	17,781	384			384	698	2,184			2,184	397	18,396		480	18,876
Total non supermarket sales	12,303		738	13,041	1,021		224	1,245	2,264						14,159		1,145	15,305
Total exports																		
Total sales	29,604		1,218	30,822	1,405		224	1,629	2,962	2,184			2,184	397	32,556		1,625	34,181
Total Stock on Hand	7,849		364	8,213	1,391		570	1,961	3,565					17	10,378		1,400	11,778
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	51,331			51,331	2,319			2,319	4,216						55,547			55,547
Total Stock on Hand																		
WA																		
Total supermarket sales	12,910			12,910	409			409	744	1,524			1,524	277	13,931			13,931
Total non supermarket sales	3,839			3,839	717			717	1,304						5,143			5,143
Total exports	3,370			3,370	1,030			1,030	1,873						5,243			5,243
Total sales	20,119			20,119	2,156			2,156	3,920	1,524			1,524	277	24,316			24,316
Total Stock on Hand	5,100			5,100	672			672	1,222						6,322			6,322
Total																		
Total supermarket sales	176,477		480	176,957	10,129			10,129	18,416	6,492			6,492	1,180	196,074		480	196,554
Total non supermarket sales	40,210		738	40,948	4,430		224	4,654	8,462	144		1,360	1,504	273	48,291		1,393	49,683
Total exports	3,370			3,370	1,030			1,030	1,873						5,243			5,243
Total sales	220,057		1,218	221,275	15,589		224	15,813	28,751	6,636		1,360	7,996	1,454	249,607		1,873	251,480
Total Stock on Hand	55,647		364	56,011	3,588		570	4,158	7,560	96			96	17	62,188		1,400	63,588



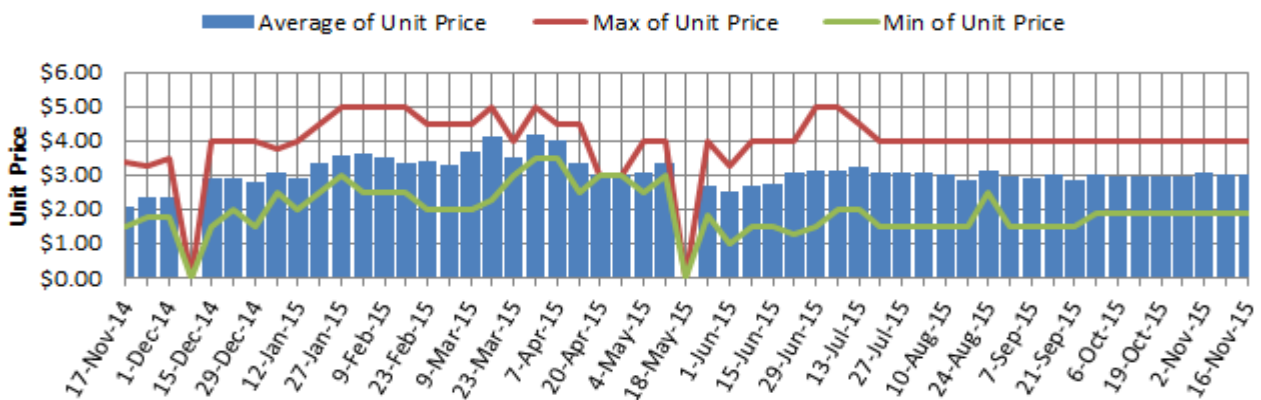
Hass Avocado Average Retail Prices - Sydney



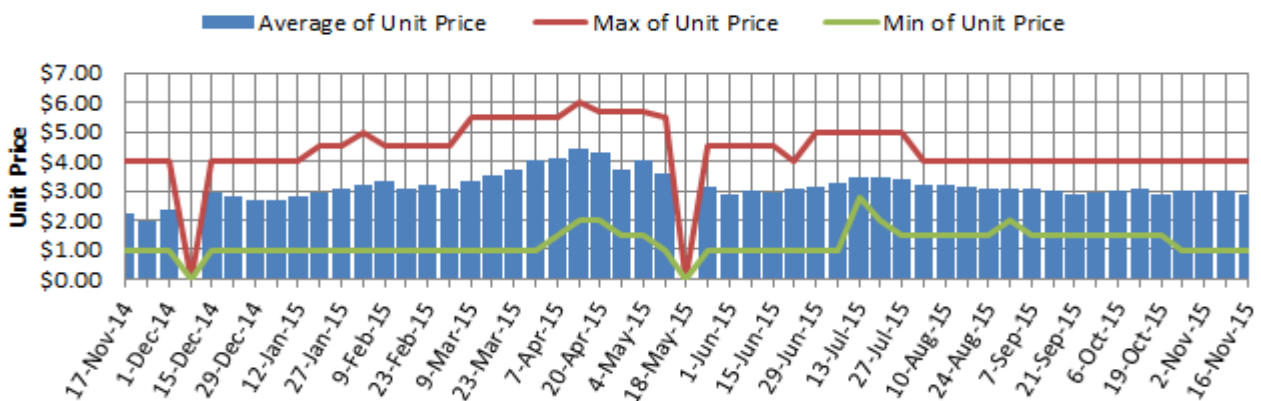
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

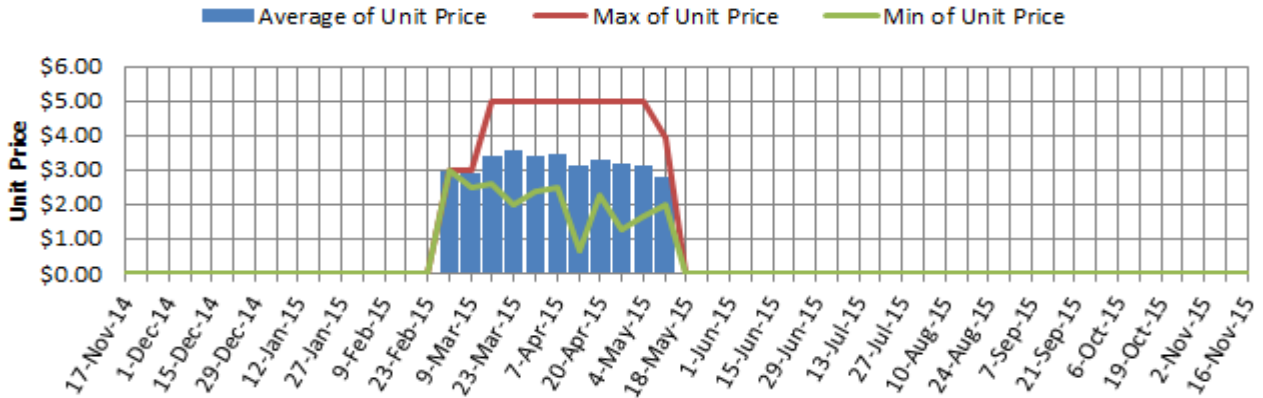


Hass Avocado Average Retail Prices - Perth

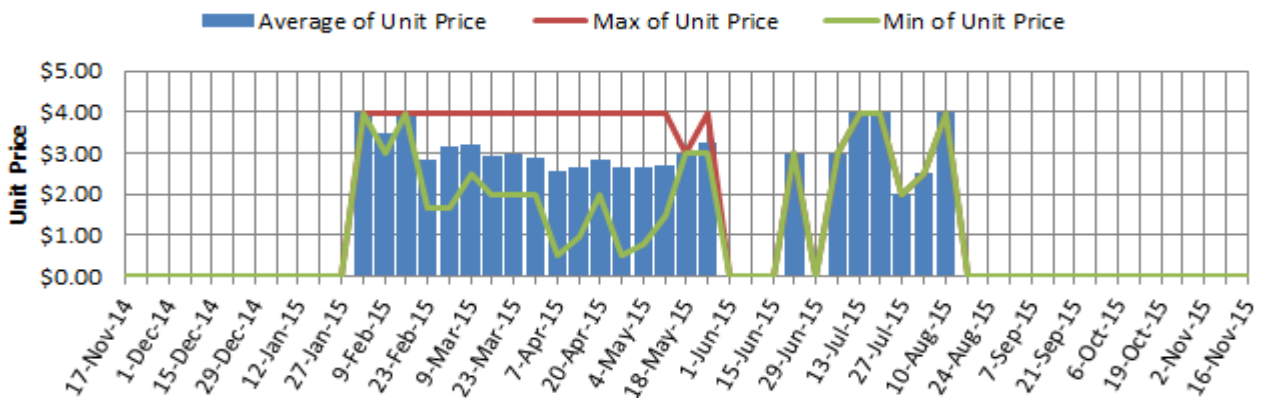


Assessment date (Week Commencing)

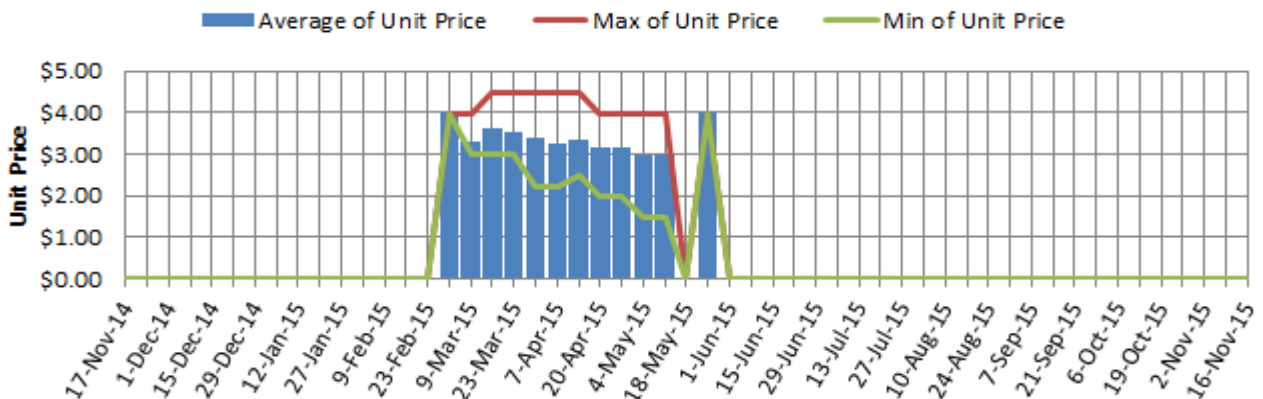
Shepard Avocado Average Retail Prices - Sydney



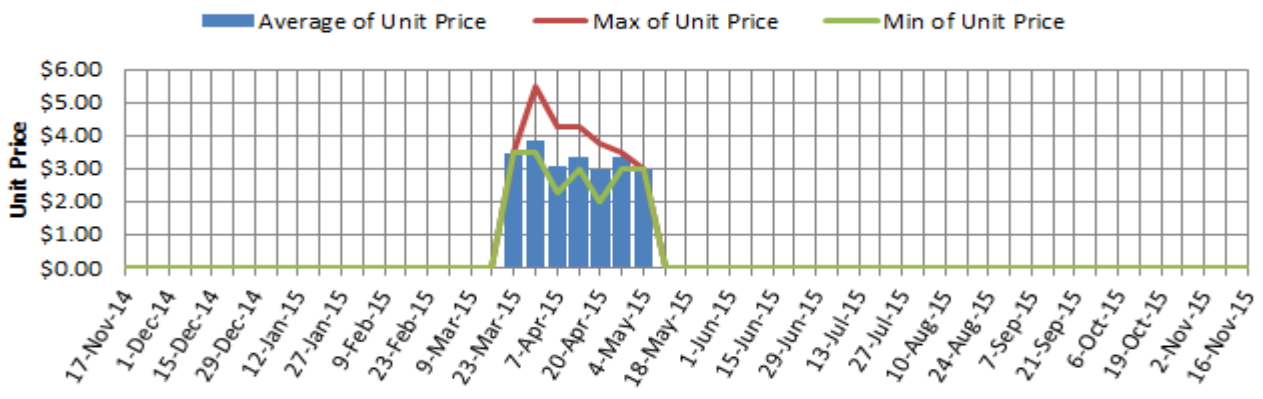
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 16th 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					
Woolworths	Hass	240	1.00	Store	Aus	I	Hass	210	2.49	No	NZ
IGA	Hass	250	1.49	Store	Aus	Coles	Hass	210	2.90	No	Aus
Woolworths	Hass	250	2.98	No	NZ	Safeway	Hass	310	2.98	No	Aus
Woolworths	Hass	260	2.98	No	NZ	Woolworths	Hass	320	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus	Coles	Hass	220	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus	Woolworths	Hass	280	2.98	No	Aus
I	Hass	240	2.99	No	Aus	IGA	Hass	250	2.99	No	NS
IGA	Hass	270	2.99	No	Aus	IS	Hass	260	2.99	No	NZ
I	Hass	260	2.99	No	Aus	I	Hass	250	2.99	No	NS
Foodworks	Hass	300	3.49	Store	Aus	I	Hass	230	3.49	No	Aus
I	Hass	250	3.49	No	Aus	I	Hass	260	3.69	No	Aus
IC	Hass	320	3.99	No	Aus	I	Hass	320	3.79	No	Aus
I	Hass	290	3.99	No	Aus	I	Hass	320	3.79	No	Aus
I	Reed	420	3.99	No	Aus	I	Hass	330	3.98	No	Aus
IC	Hass	320	3.99	No	Aus	I	Hass	300	3.99	No	Aus
IC	Hass	300	3.99	No	Aus	PERTH					
BRISBANE						I	Hass	155	1.78	No	Aus
I	Hass	155	0.98	Store	NS	IGA	Hass	190	2.29	No	Aus
I	Hass	195	1.98	No	NZ	IS	Hass	230	2.49	No	Aus
I	Hass	219	1.99	No	Aus	Woolworths	Hass	190	2.50	No	Aus
I	Hass	200	2.79	No	Aus	Woolworths	Hass	165	2.50	No	Aus
Woolworths	Hass	185	2.98	No	Aus	Woolworths	Hass	180	2.50	No	Aus
Woolworths	Hass	230	2.98	No	Aus	Coles	Hass	180	2.98	No	Aus
Woolworths	Hass	190	2.98	No	Aus	Coles	Hass	190	2.98	No	Aus
IGA	Hass	180	2.98	No	Aus	Coles	Hass	200	2.98	No	Aus
I	Hass	400	2.99	No	Aus	I	Hass	255	2.98	No	Aus
I	Hass	285	2.99	No	NZ	I	Hass	250	2.99	No	Aus
Coles	Hass	220	3.00	No	NZ	I	Hass	235	2.99	No	Aus
I	Hass	285	3.00	No	Aus	IGA	Hass	240	3.19	No	Aus
Coles	Hass	240	3.00	No	NZ	I	Hass	265	3.25	No	Aus
Coles	Hass	200	3.00	No	NZ	I	Hass	255	3.99	No	Aus
IGA	Hass	205	3.49	No	NZ	IGA	Hass	325	3.99	No	Aus
I	Hass	320	3.69	No	Aus	IGA	Hass	265	3.99	No	Aus
IGA	Hass	245	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