



INFOCADO WEEKLY REPORT: 17th—23rd November 2012 (Wk 47)



Comments

- Sydney Coles stores have a catalogue special in place this week. Brisbane and Perth have a number of store specials running but Melbourne has no specials in place this week (of the 16 stores surveyed). The price this week has peaked at \$3.99 at a Melbourne independent store. Brisbane and Perth share the lowest price this week at \$1.49 at an IGA and an independent store. Small amounts of New Zealand fruit has been sighted in all states but Western Australia. For more information check out the retail prices report.
- Sizes 20 and 25 had the highest volumes dispatched. See table 1, page 2 for more information about the size breakdowns for week 47.
- Updated New Zealand dispatches have been included in table 3, page 3.
- Seasonal forecasts will be emailed to all packhouses early next month for review. The revised forecasts will be used in the January 2013 Quarterly 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

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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:

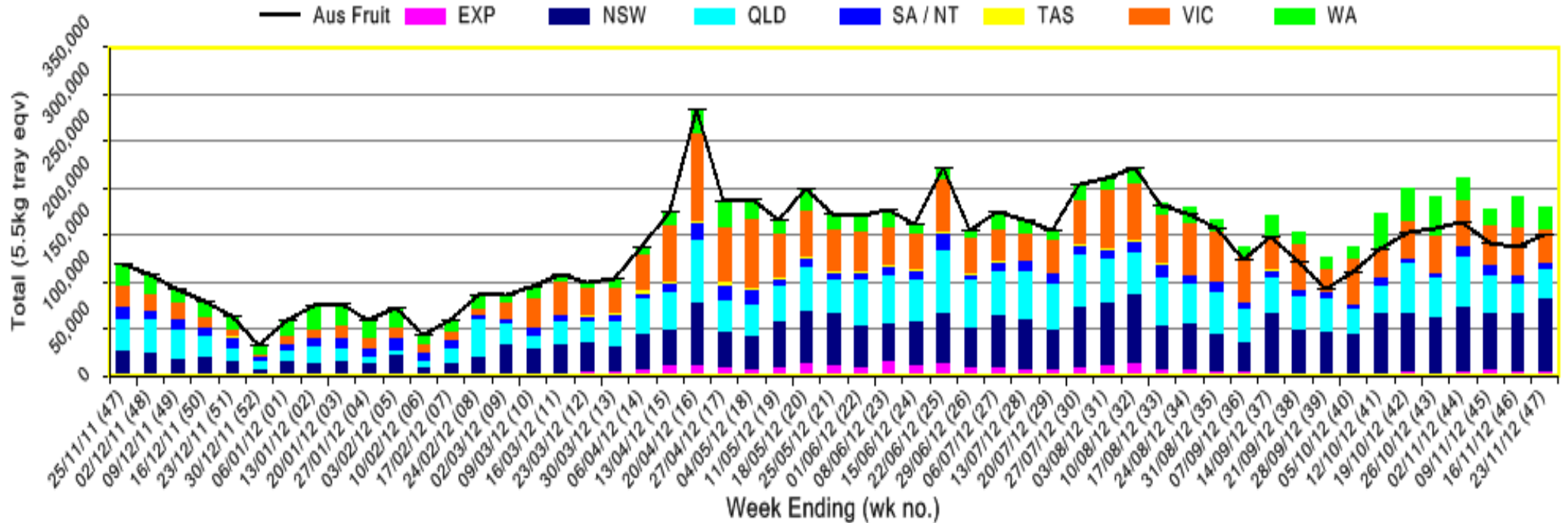
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 17th November - 23rd November 2012 (Wk 47)

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	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								640	2,400	3,040	769				4,438
NSW	39	1,694	9,741	22,259		13,762	7,323	10,406	1,978	67,202	5,349	3,300			77,527
QLD	17	400	2,257	6,373		6,060	9,786	996	1,012	26,901	1,702			6,720	31,218
SA / NT		640	320	1,104		1,040	1,712	912		5,728	520				6,673
VIC	345	1,104	4,575	5,839		6,472	13,087	895	652	32,969	1,899	2,640			36,902
WA	83	262	873	1,878	88	2,076	4,836	2,602	171	12,869	5,579		100		23,031
Total	484	4,100	17,766	37,453	88	29,410	36,744	16,451	6,213	148,709	15,818	5,940	100	6,720	179,789

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 7,107,207 5.5kg tray eqv

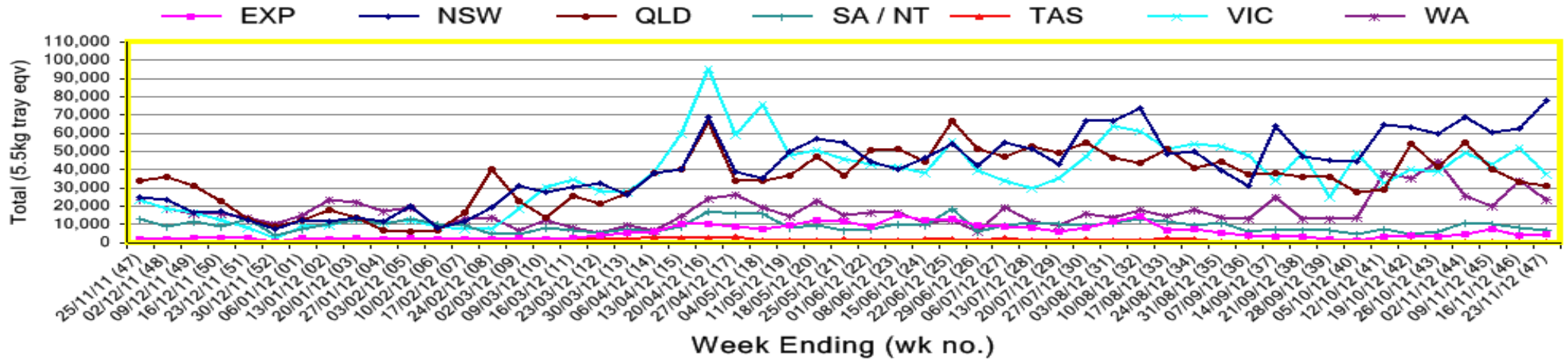


Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 = 7,107,207 5.5kg tray eqv



Week 47 contributors - Packhouses

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

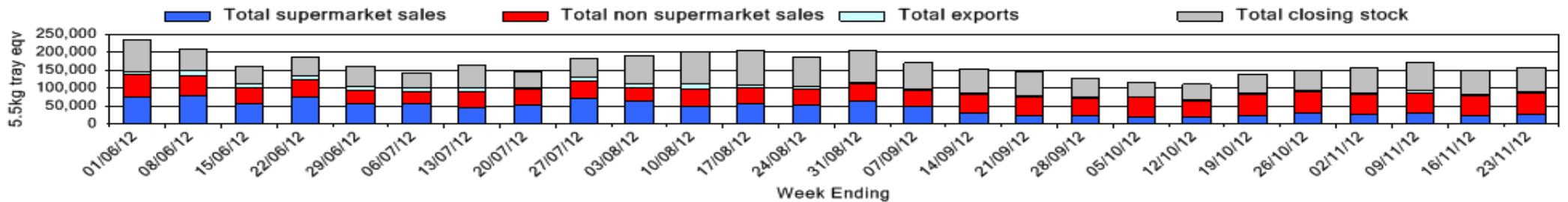
Week 47 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Kelly's Citrus (Melbourne)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
United Fresh (Adelaide)	

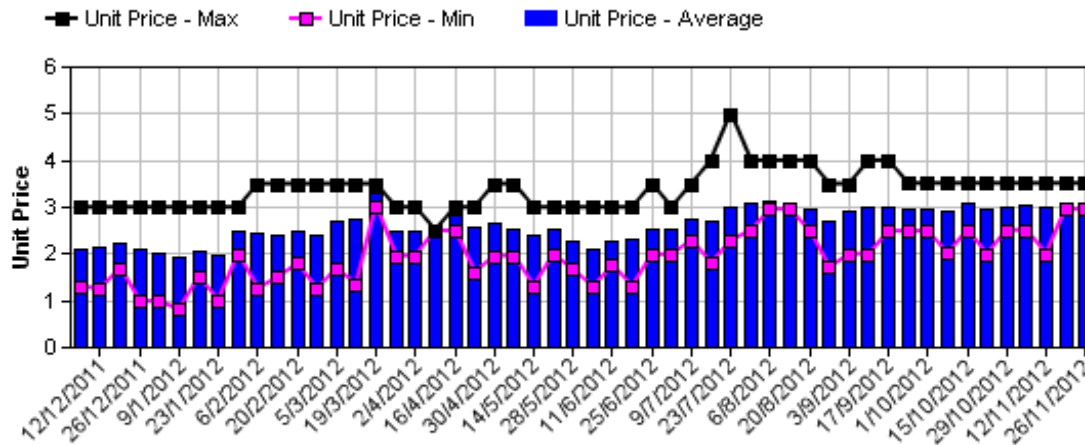
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	7,021		258	7,279	1,334		142	1,476	2,684						9,446		516	9,963
Total exports																		
Total sales	7,021		258	7,279	1,334		142	1,476	2,684						9,446		516	9,963
Total Stock on Hand	2,436		145	2,581	224			224	407						2,843		145	2,988
QLD																		
Total supermarket sales	9,509		2,217	11,726											9,509		2,217	11,726
Total non supermarket sales	22,463			22,463	1,240			1,240	2,255						24,718			24,718
Total exports																		
Total sales	31,972		2,217	34,189	1,240			1,240	2,255						34,227		2,217	36,444
Total Stock on Hand	19,203			19,203	1,082			1,082	1,967						21,170			21,170
SA & TAS																		
Total supermarket sales	7,431			7,431	192			192	349						7,780			7,780
Total non supermarket sales	3,497		124	3,621	390			390	709						4,206		124	4,330
Total exports																		
Total sales	10,928		124	11,052	582			582	1,058						11,986		124	12,110
Total Stock on Hand	12,534		215	12,749	365			365	664						13,198		215	13,413
VIC																		
Total supermarket sales	4,320			4,320											4,320			4,320
Total non supermarket sales	11,050		65	11,115	1,216		88	1,304	2,371	747			747	136	13,397		225	13,622
Total exports																		
Total sales	15,370		65	15,435	1,216		88	1,304	2,371	747			747	136	17,717		225	17,942
Total Stock on Hand	21,502		335	21,837	513		211	724	1,316	243			243	44	22,478		719	23,197
WA																		
Total supermarket sales	2,001			2,001	8			8	15						2,016			2,016
Total non supermarket sales	4,554		28	4,582	1,172		96	1,268	2,305						6,685		203	6,887
Total exports	3,040			3,040	769			769	1,398						4,438			4,438
Total sales	9,595		28	9,623	1,949		96	2,045	3,718						13,139		203	13,341
Total Stock on Hand	4,392		128	4,520	1,397		83	1,480	2,691						6,932		279	7,211
Total																		
Total supermarket sales	23,261		2,217	25,478	200			200	364						23,625		2,217	25,842
Total non supermarket sales	48,585		475	49,060	5,352		326	5,678	10,324	747			747	136	58,452		1,068	59,520
Total exports	3,040			3,040	769			769	1,398						4,438			4,438
Total sales	74,886		2,692	77,578	6,321		326	6,647	12,085	747			747	136	86,515		3,285	89,800
Total Stock on Hand	60,067		823	60,890	3,581		294	3,875	7,045	243			243	44	66,622		1,358	67,979

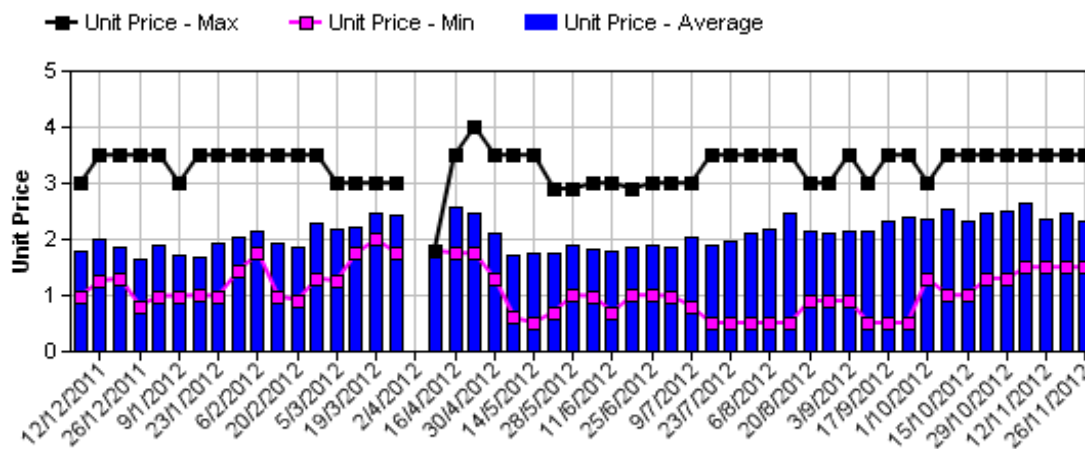
Weekly National Sales



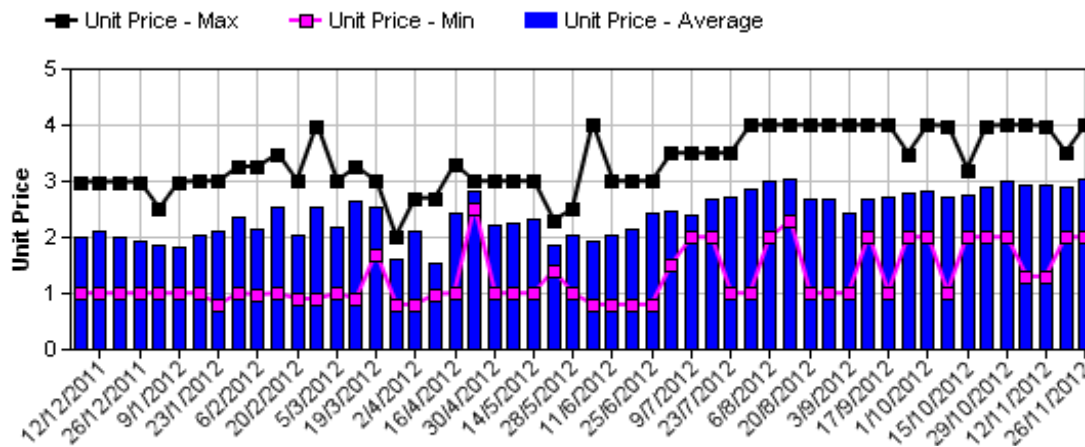
Hass Avocado Average Retail Prices - Sydney



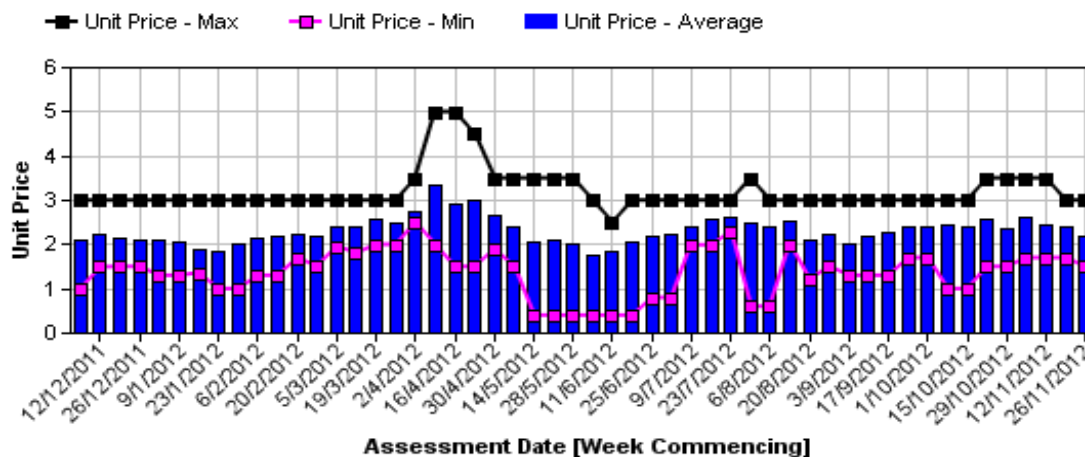
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

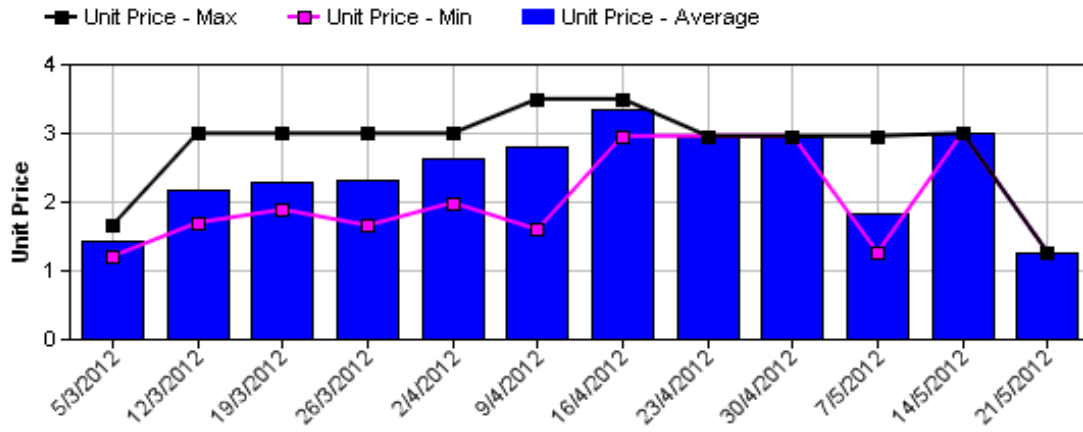


Hass Avocado Average Retail Prices - Perth

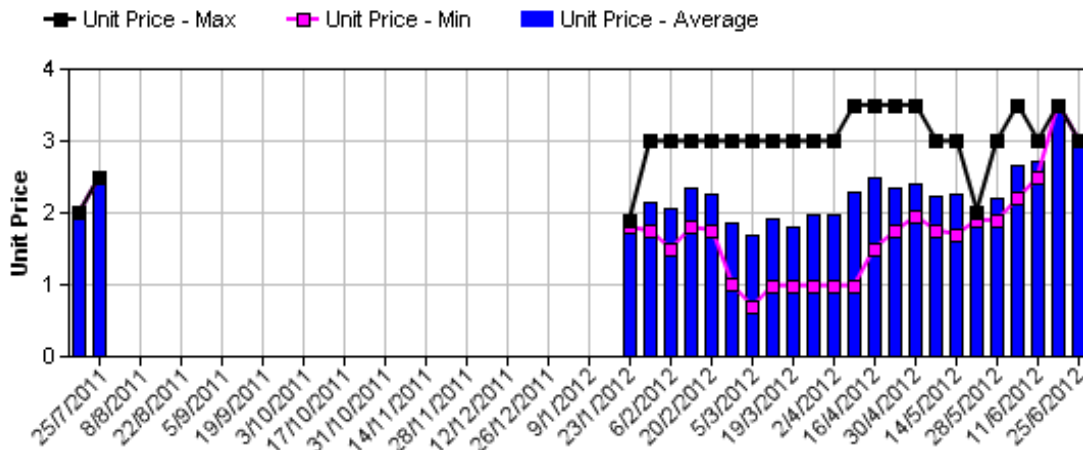


Assessment Date [Week Commencing]

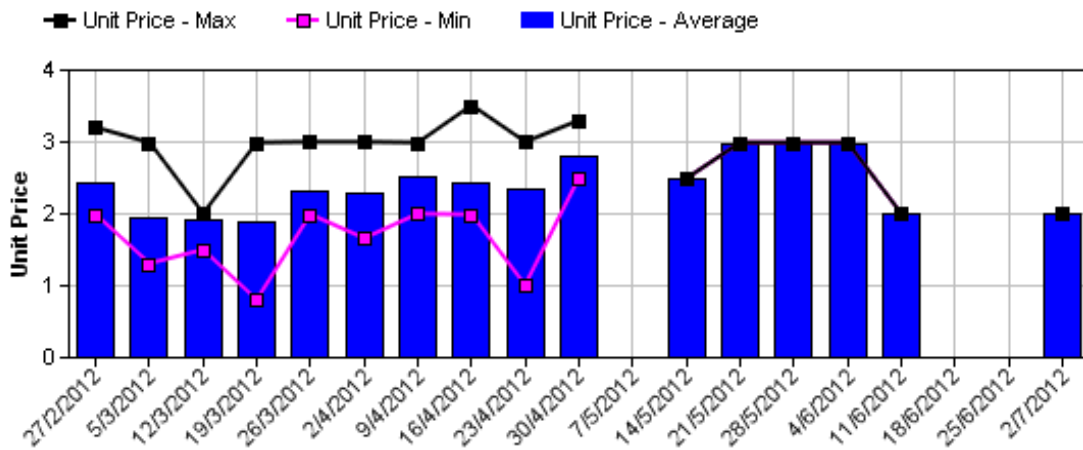
Shepard Avocado Average Retail Prices - Sydney



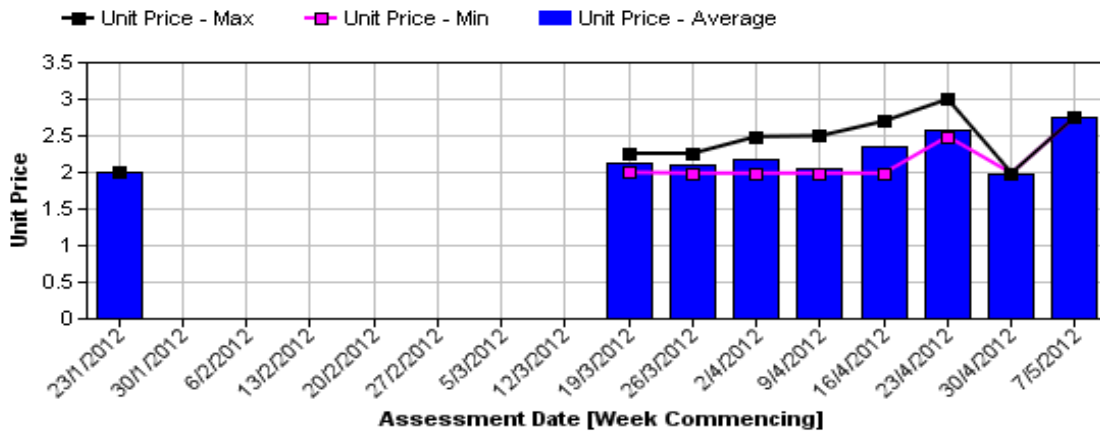
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 26th November 2012

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	310	2.95	No	Mixed	I	Hass	269	1.99	No	Aus
Woolworths	Hass	270	2.98	No	Aus	I	Hass	260	2.69	No	NZ
Coles	Hass	290	2.98	Cat	Aus	I	Hass	285	2.97	No	Aus
Woolworths	Hass	265	2.98	No	Aus	Coles	Hass	290	2.98	No	Aus
Coles	Hass	280	2.98	Cat	Aus	Safeway	Hass	250	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus	Safeway	Hass	255	2.98	No	Aus
IGA	Hass	230	2.99	No	NZ	Coles	Hass	280	2.98	No	Aus
I	Reed	460	2.99	No	Aus	Safeway	Hass	275	2.98	No	Aus
I	Hass	300	2.99	No	Aus	Coles	Hass	290	2.98	No	Aus
I	Hass	280	2.99	No	Aus	IGA	Hass	280	2.99	No	Aus
I	Hass	330	2.99	No	Aus	IS	Hass	240	2.99	No	NZ
Foodworks	Hass	300	2.99	No	Aus	I	Hass	240	2.99	No	NS
I	Hass	270	2.99	No	Aus	I	Hass	260	2.99	No	NS
I	Hass	280	2.99	No	Aus	I	Hass	275	3.50	No	Aus
I	Reed	450	2.99	No	Aus	I	Hass	275	3.50	No	Aus
I	Reed	460	3.49	No	Aus	I	Hass	305	3.99	No	Aus
I	Hass	320	3.49	No	Aus	PERTH					
I	Hass	320	3.50	No	Aus	I	Hass	210	1.49	Store	Aus
BRISBANE						IS	Hass	190	1.69	Store	Aus
IGA	Hass	200	1.49	Cat	NZ	IGA	Hass	255	1.69	Store	Aus
IGA	Hass	190	1.69	Cat	Aus	Woolworths	Hass	210	1.98	No	Aus
I	Hass	150	1.79	Store	Aus	Woolworths	Hass	210	1.98	No	Aus
Woolworths	Hass	200	1.98	No	Aus	Woolworths	Hass	215	1.98	No	Aus
I	Hass	265	1.99	Store	NZ	IGA	Hass	250	2.29	No	Aus
I	Hass	200	1.99	No	NZ	IGA	Hass	245	2.49	No	Aus
I	Reed	300	1.99	No	Aus	I	Hass	230	2.50	No	Aus
Coles	Hass	240	2.48	No	Aus	Coles	Hass	240	2.68	No	Aus
Coles	Hass	290	2.48	No	Aus	Coles	Hass	220	2.68	No	Aus
Woolworths	Hass	190	2.48	Store	Aus	Coles	Hass	305	2.68	No	Aus
IGA	Hass	240	2.48	No	Aus	I	Hass	240	2.69	No	Aus
Woolworths	Hass	190	2.48	No	Aus	I	Hass	270	2.99	No	Aus
I	Hass	200	2.50	Store	Aus	IGA	Hass	275	2.99	No	Aus
I	Hass	375	2.50	Store	Aus	I	Hass	245	2.99	No	Aus
I	Reed	420	2.99	Store	Aus						
I	Hass	285	2.99	No	Aus						
I	Hass	284	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

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