



INFOCADO WEEKLY REPORT: 16th — 22nd November 2013 (Wk 47)



Comments

- Unfortunately due to unforeseen circumstances retail prices in Melbourne were unable to be collected yesterday. Unfortunately there is also a small error on the retail pricing graph for Hass Perth so this graph has been left off the report. This issue will be fixed tomorrow. We apologise for any inconvenience caused, and we are working to get these issues resolved as soon as possible with as little disruption to the reporting as possible.
- An updated seasonal forecast for New Zealand has been included on page three of this report. The forecast for this season has been increased by 221,532 5.5kg eqv trays to a total of 2,588,932 5.5kg eqv trays. The total dispatches sent to Australia to date have also been updated.
- The forecast for the coming four weeks is slowly increasing to over 200,000 5.5kg eqv trays per week in the lead up to Christmas.

[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

- The October 2013 Quarterly Report forecasts a total of 448,679 5.5kg eqv trays in the market place for December.
- The well known Aussie icon VEGEMITE has been reconnecting with Australians through the launch of its "START WITH VEGEMITE campaign", which is designed to remind Australians that VEGEMITE spread provides a nutritious and delicious start to the day. The campaign has opened the lid on a world of ways to start with VEGEMITE, by showing Australians that they don't have to stop at toast when they start with VEGEMITE spread, rather it can be the building block to create a range of simple, tasty and healthy breakfast options. One of those healthy breakfast options strongly promoted by Vegemite in their advertising has been Avocado. A specific 30 second television commercial featuring generous slices of Avocado on toast with Vegemite has been on air nationally since June (go to www.vegemitecom.au to see the ad). This has also been supported by shopperlites across 350 locations for four weeks during October and radio supporting a Coles Breakfast event also featuring Avocado. Also October 25th saw VEGEMITE's celebrate its 90th birthday with a successful social media campaign throughout the month encouraging all Australians to start with VEGEMITE and share their breakfast with the nation using #Vegemite90, actively encouraging consumers to try Vegemite with Avocado. This has been a complimentary strategy to the Australian Avocados breakfast campaign that is currently underway. It has provided Australian Avocados the opportunity to further leverage simple weekday healthy breakfast option and join in with the celebrations through our social media channels.

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:

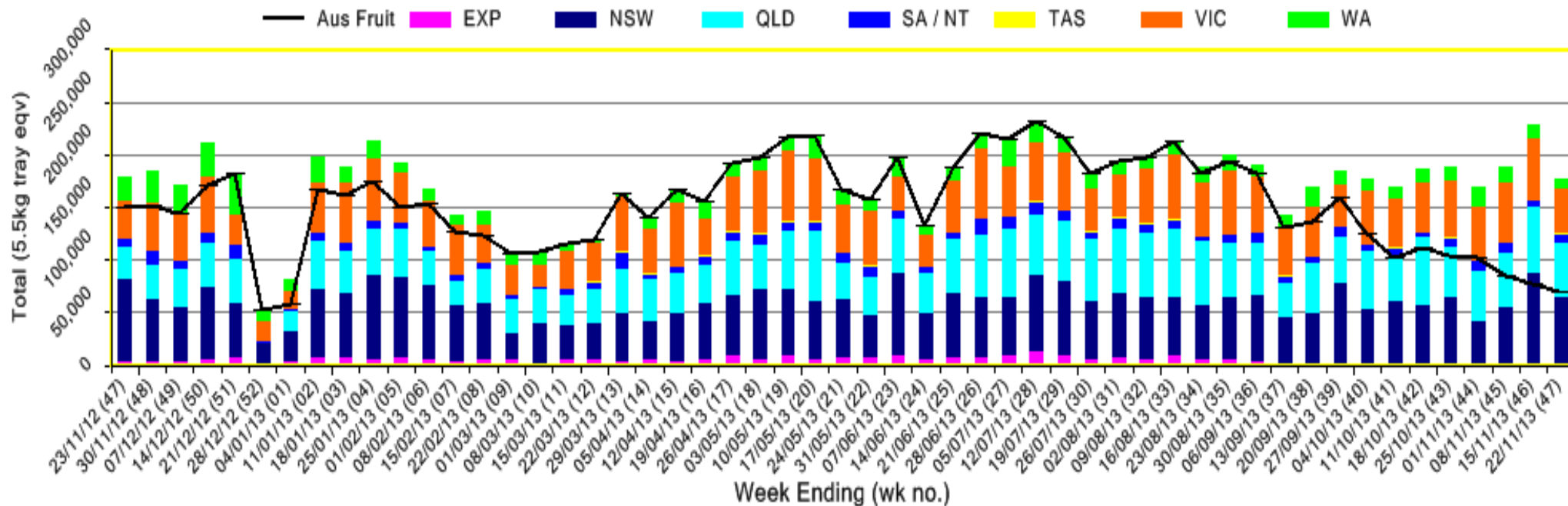
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

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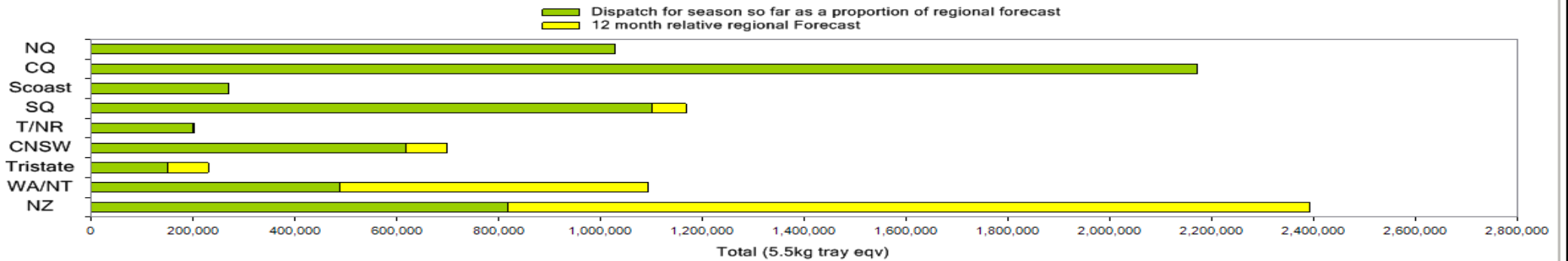
Industry Dispatches By Destination State and Count Size : 16th November - 22nd November 2013 (Wk 47)

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	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									283	283					283
NSW	207	1,774	6,562	10,998		10,925	12,936	7,415	8,842	59,659	2,289	120	192		63,878
QLD	312	1,111	3,852	9,418	267	9,578	12,031	6,498	8,084	51,151	781		1	3,420	53,193
SA / NT	31	295	1,986	2,023		1,000	1,053	641	62	7,091	164		192		7,424
TAS						372	528			900					900
VIC	73	978	5,745	13,820		8,554	6,824	2,799	2,344	41,137	1,053	480	318		43,197
WA	118	411	310	2,902		2,199	819	573		7,332	1,073		192		9,318
Total	741	4,569	18,455	39,161	267	32,628	34,191	17,926	19,615	167,553	5,360	600	895	3,420	178,192

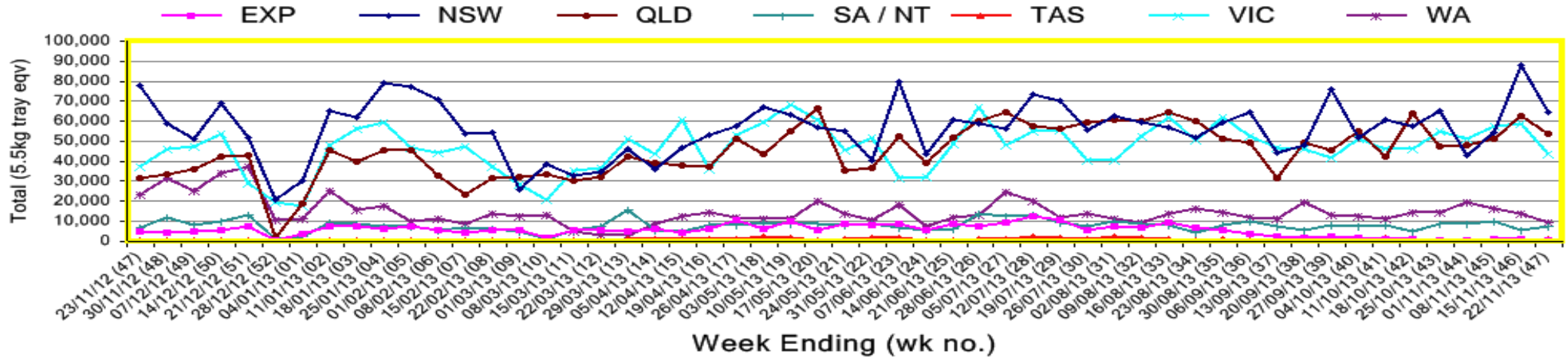
Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 8,291,660 5.5kg tray eqv



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 8,291,660 5.5kg tray eqv



Week 47 contributors - Packhouses

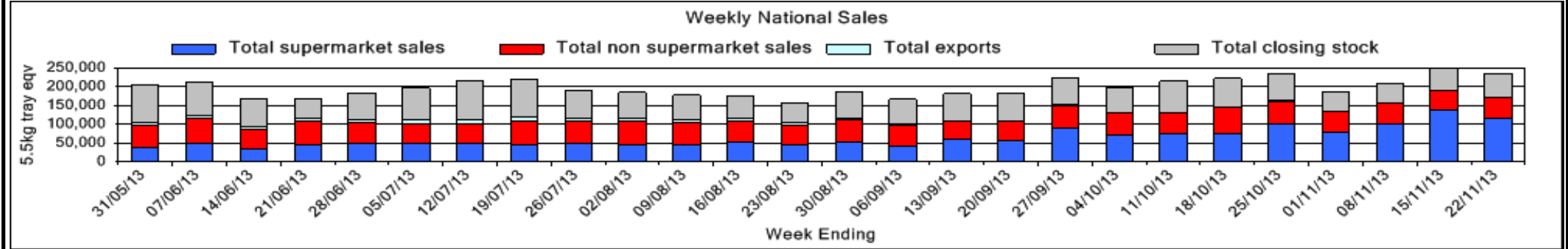
Natures Fruit Company (Consolidator)	Sunnyspot Packhouse Pty Ltd (SQ)
One Harvest (Consolidator)	Golden Hill Packing Pty Ltd (TRI)
Sunfresh (Consolidator)	Chislett Developments Pty Ltd (TRI)
The Evolution (Consolidator)	KV & JM Lehmann (TRI)
I & A Tolson (CNSW)	Advance Packing & Marketing Services P/L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

Week 47 contributors - Wholesalers

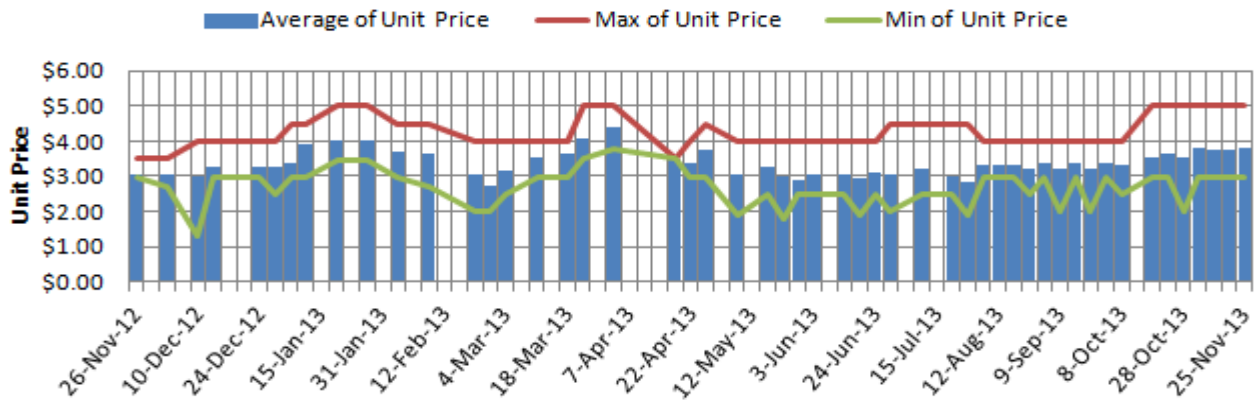
Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes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

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

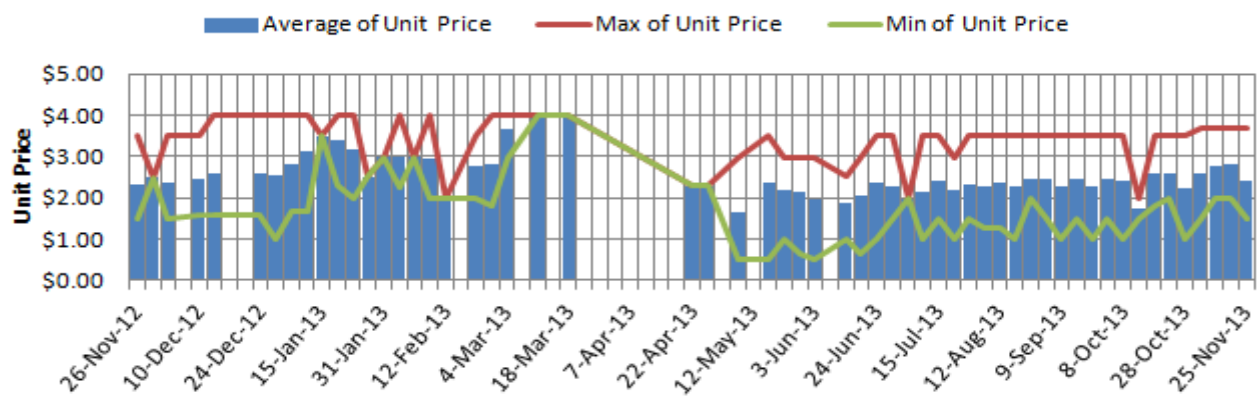
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	37,455			37,455	334			334	607						38,062			38,062
Total non supermarket sales	3,719		230	3,949	522			522	949						4,668		230	4,898
Total exports																		
Total sales	41,174		230	41,404	856			856	1,556						42,730		230	42,960
Total Stock on Hand	438		100	538	384			384	698						1,137		100	1,237
QLD																		
Total supermarket sales	34,199			34,199											34,199			34,199
Total non supermarket sales	18,381			18,381	589			589	1,071	250			250	45	19,497			19,497
Total exports																		
Total sales	52,580			52,580	589			589	1,071	250			250	45	53,696			53,696
Total Stock on Hand	23,678			23,678	146			146	265						23,943			23,943
SA & TAS																		
Total supermarket sales	8,912			8,912											8,912			8,912
Total non supermarket sales	4,064		5	4,069	170		7	177	322						4,373		18	4,391
Total exports																		
Total sales	12,976		5	12,981	170		7	177	322						13,285		18	13,303
Total Stock on Hand	12,784		30	12,814	713		2	715	1,300						14,080		34	14,114
VIC																		
Total supermarket sales	31,417			31,417	236			236	429	480			480	87	31,933			31,933
Total non supermarket sales	14,011		859	14,870	1,195		132	1,327	2,413	14			14	3	16,187		1,099	17,286
Total exports																		
Total sales	45,428		859	46,287	1,431		132	1,563	2,842	494			494	90	48,120		1,099	49,219
Total Stock on Hand	16,080		89	16,169	841			841	1,529						17,609		89	17,698
WA																		
Total supermarket sales	4,457			4,457	429			429	780						5,237			5,237
Total non supermarket sales	4,633			4,633	1,236		82	1,318	2,396						6,880		149	7,029
Total exports	283			283											283			283
Total sales	9,373			9,373	1,665		82	1,747	3,176						12,400		149	12,549
Total Stock on Hand	7,124			7,124	273			273	496						7,620			7,620
Total																		
Total supermarket sales	116,440			116,440	999			999	1,816	480			480	87	118,344			118,344
Total non supermarket sales	44,808		1,094	45,902	3,712		221	3,933	7,151	264			264	48	51,605		1,496	53,101
Total exports	283			283											283			283
Total sales	161,531		1,094	162,625	4,711		221	4,932	8,967	744			744	135	170,232		1,496	171,728
Total Stock on Hand	60,105		219	60,324	2,357		2	2,359	4,289						64,390		223	64,613



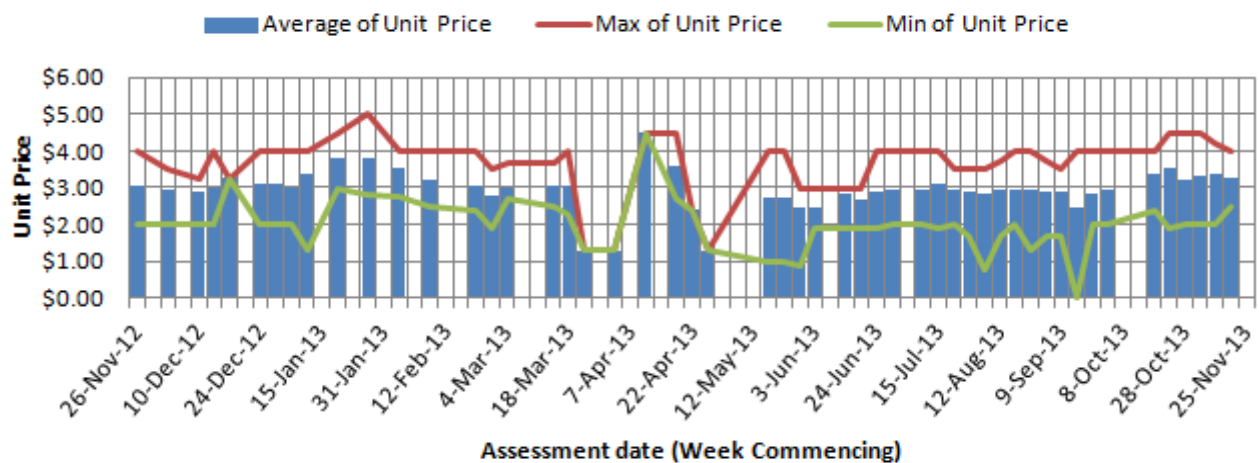
Hass Avocado Average Retail Prices - Sydney



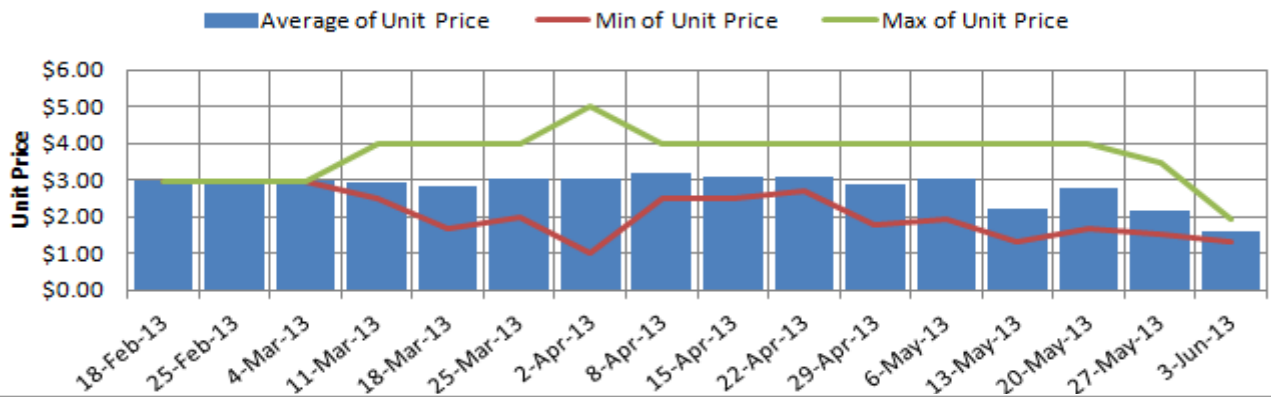
Hass Avocado Average Retail Prices - Brisbane



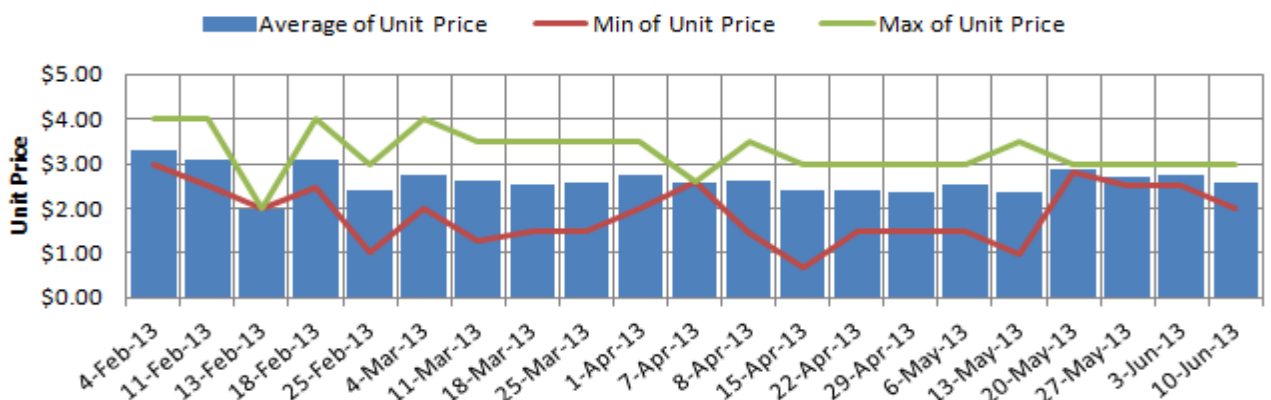
Hass Avocado Average Retail Prices - Melbourne



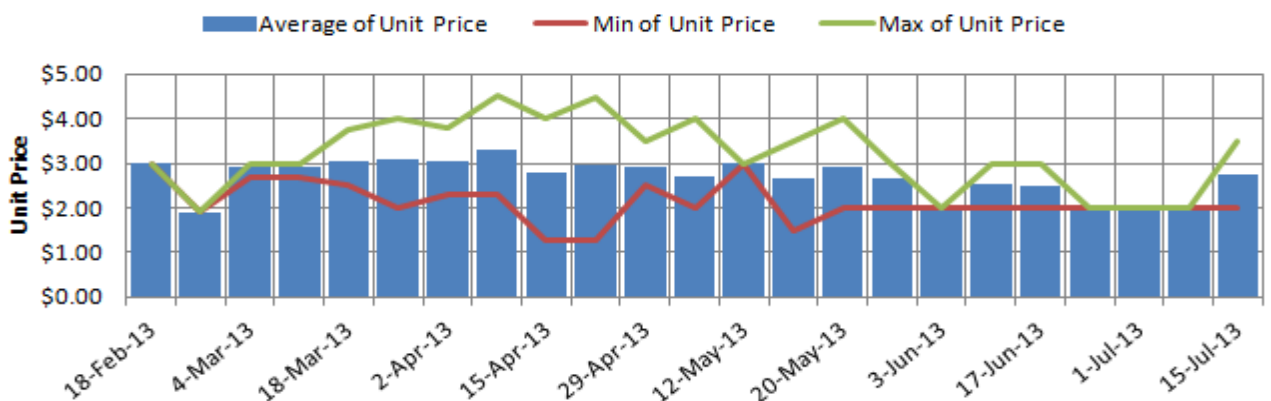
Shepard Avocado Average Retail Prices - Sydney



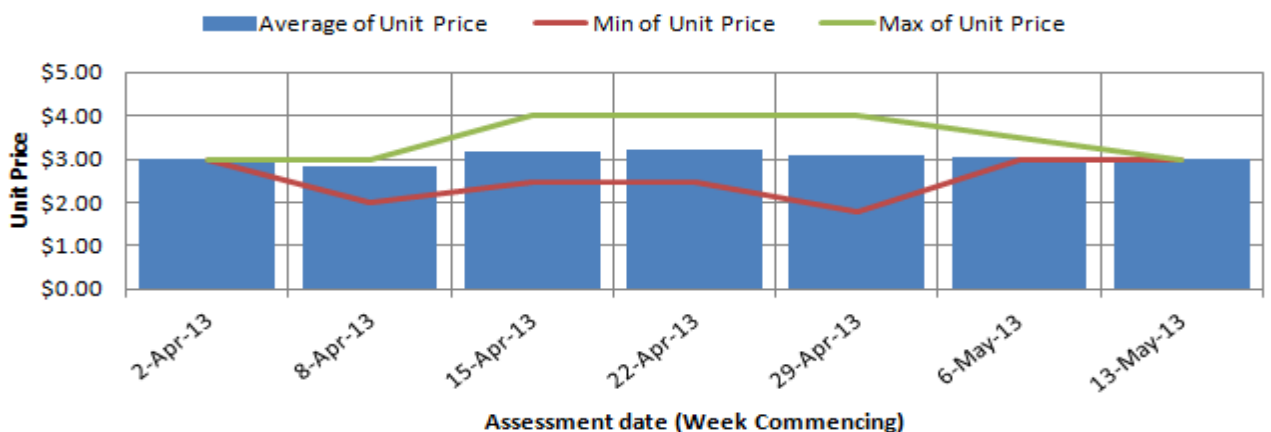
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety – 25th November 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	270	2.98	No	Mixed
Woolworths	Hass	260	2.98	No	NZ
Coles	Hass	250	2.98	No	Mixed
Coles	Hass	250	2.98	No	NZ
Woolworths	Hass	290	2.98	No	NZ
Woolworths	Hass	280	2.98	No	NZ
I	Reed	390	3.49	No	Aus
I	Reed	360	3.49	No	Aus
IGA	Hass	260	3.50	No	Aus
Foodworks	Hass	270	3.79	No	NZ
I	Hass	265	3.98	No	Aus
I	Hass	250	3.99	No	Aus
I	Hass	260	3.99	No	Aus
IGA	Hass	250	3.99	No	NZ
I	Hass	310	4.99	No	Mixed
I	Hass	300	4.99	No	Aus
I	Hass	310	4.99	No	Aus
I	Hass	300	4.99	No	Aus
BRISBANE					
Woolworths	Hass	220	1.50	Store	NZ
Woolworths	Hass	200	1.50	Store	NZ
I	Hass	170	1.50	Store	NZ
Coles	Hass	205	1.70	Store	NZ
I	Hass	165	1.70	Store	NZ
Coles	Hass	200	1.70	Store	NZ
Coles	Hass	200	1.70	Cat	NZ
I	Hass	175	2.00	Store	Aus
Woolworths	Hass	220	2.48	Store	NZ
IGA	Hass	190	2.48	No	NZ
Woolworths	Hass	200	2.48	Store	NZ
IGA	Hass	200	2.48	Store	NZ
Woolworths	Hass	235	2.48	No	NZ
IGA	Hass	300	2.68	No	NZ
I	Hass	245	2.99	No	NZ
I	Hass	280	3.00	Store	NZ
I	Hass	280	3.49	Store	NZ
I	Hass	290	3.50	Store	Aus
I	Hass	265	3.50	Store	Aus
I	Hass	265	3.69	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
PERTH					
IS	Hass	200	1.99	Store	Mixed
I	Hass	210	2.48	No	Aus
Coles	Hass	245	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
I	Hass	260	2.99	No	Aus
Woolworths	Hass	250	3.48	No	Aus
Woolworths	Hass	235	3.48	No	Aus
Woolworths	Hass	230	3.48	No	Aus
IGA	Hass	235	3.49	No	NZ
IGA	Hass	250	3.49	No	NZ
I	Hass	225	3.79	No	Aus
IGA	Hass	260	3.99	No	NZ
IGA	Hass	270	3.99	No	Aus
I	Hass	275	3.99	No	Aus
I	Hass	260	3.99	No	Mixed
Coles	Hass	245	4.50	Cat	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