



INFOCADO WEEKLY REPORT: 21st — 27th Nov 2015 (Week 48)

Comments

- The weekly dispatch volume (259,678 trays) was lower than the weeks forecast by about 10,700 trays (4%) (refer P 2 & 3).
- Hass variety dominated total supply as expected, with small volumes of Gem, Gwen, Lamb Hass and Reed also dispatched (refer P 2).
- The largest volume of dispatches originated from Western Australia (176,497 tray eqv.). The Sydney market continues to receive the highest volume (87,987 tray eqv.), size 20 was the dominant size (49,694 tray eqv.) (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).
- For regions that have finished harvest for the season beginning in 2015, AAL has started to roll over their seasonal forecasts to illustrate the volumes that are estimated for the season beginning in 2016.
- **NB: Week 46 was the last week retail prices were published due to the project ending 17 Nov 2015.**

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[Click here to for a refresher on how to contribute to Infocado](#)

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

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Marketing Update: Marketing Strategy Workshop

In November, a number of industry representatives along with Hort Innovation and their agency partners attended an advisory marketing workshop to begin work around developing the next three-year Strategic Marketing Plan. The workshop identified a number of opportunities for the avocado industry along with a solid starting point to begin investigating and developing a plan to continue to drive the avocado industry. A report which captures all the findings from the workshop will be available over the coming weeks. **And the winner is...**

The first winner of the monthly Instagram competition for November has been announced. Congratulations to Mary Anne Reen (@lighnessreen) who won for her mouth-watering photo of a delicious breakfast from the Avenue Road Café in Mosman, Sydney.

The competition attracted more than 100 outstanding entries and created nearly 4000 new followers! The theme for the next Instagram competition is avocado on toast!

For a full brief please refer to the Guacamole Enewsletter - 27 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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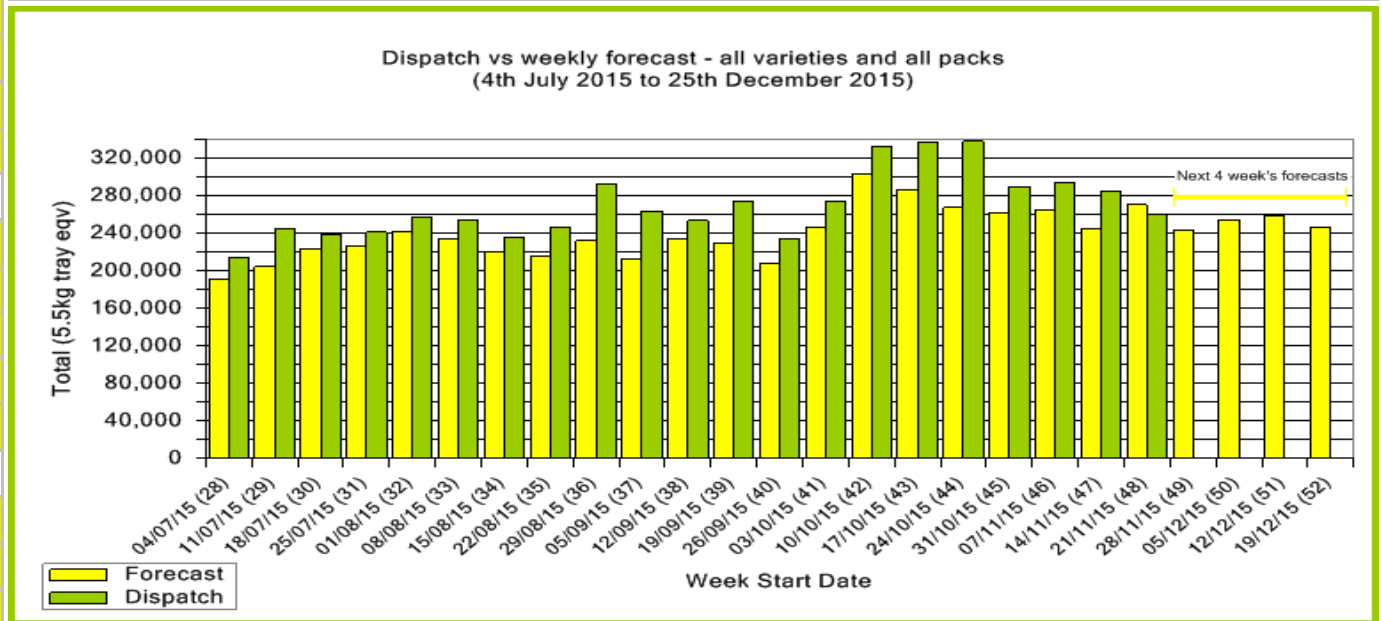
This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 48 - 52)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 48 - begin 21/11/2015					
Gwen	400				400
Hass	242,554	11,847	3,000	1,000	264,821
Other	64				64
Reed	4,300	200		2,450	5,109
Week Total	247,318	12,047	3,000	3,450	270,394
Week 49 - begin 28/11/2015					
Gwen	4,000	176			4,320
Hass	212,018	12,104	3,000	1,000	234,752
Lamb Hass	400				400
Reed	3,800	220		2,000	4,564
Week Total	220,218	12,500	3,000	3,000	244,035
Week 50 - begin 05/12/2015					
Gwen	5,500	352			6,140
Hass	267,609	11,621			288,738
Reed	1,500	70			1,627
Week Total	274,609	12,043			296,505
Week 51 - begin 12/12/2015					
Gwen	5,500	352			6,140
Hass	204,745	7,606			218,574
Reed	500	20			536
Week Total	210,745	7,978			225,250
Week 52 - begin 19/12/2015					
Hass	209,525	7,606			223,354
Reed	500	20			536
Week Total	210,025	7,626			223,890

Dispatch Data (Week 48 - begin 21/11/2015)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gem	52	1		54
Gwen	302	27		351
Hass	219,000	19,665	864	254,912
Lamb Hass	1,661	312		2,228
Reed	1,590	299		2,134
Total	222,605	20,304	864	259,678



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	324,356	524,894	451,047	38,780	0	2,048,126
Australia (from ABS)	27,589	107,037	232,868	444,023						811,517
USA³	0	0	0	0	0					0
Japan³	0	0	4,212	20,473	23,509					48,194
Other Asia³	973	6,951	28,265	61,567	49,940					147,696
Total Dispatch (Infocado + 3)	17,698	87,518	223,817	502,457	397,805	0	0	0	0	1,229,295

1 Source: Infocado AAL, Seasonal Forecast provided at start of season
 2 Source: Infocado AAL, Mthly Dispatch + Updated Mthly Seasonal Forecast (dispatch is updated at the end of each month or calculated from the Total Dispatch row at bottom of table)

Industry Dispatches By Origin Region and Count Size : 21st November - 27th November 2015 (Wk 48)

Origin Region	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	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
Central NSW		341	315	916	191	59	96		1,918	152		2,194
New Zealand		2,546	5,462	11,818	10,992	14,858	5,877	14,924	66,477			66,477
South Qld	901	341	60						1,302	288		1,826
Sunshine Coast	8	85	91	69	94	58	44		449	151		724
Tri State	98	1,485	3,400	3,222	1,524	939	620	95	11,383	318		11,961
WA/NT	1,232	5,349	14,570	33,669	30,087	27,340	23,689	5,140	141,076	19,395	864	176,497
Total	2,239	10,147	23,898	49,694	42,888	43,254	30,326	20,159	222,605	20,304	864	259,678

Origin of Avocado



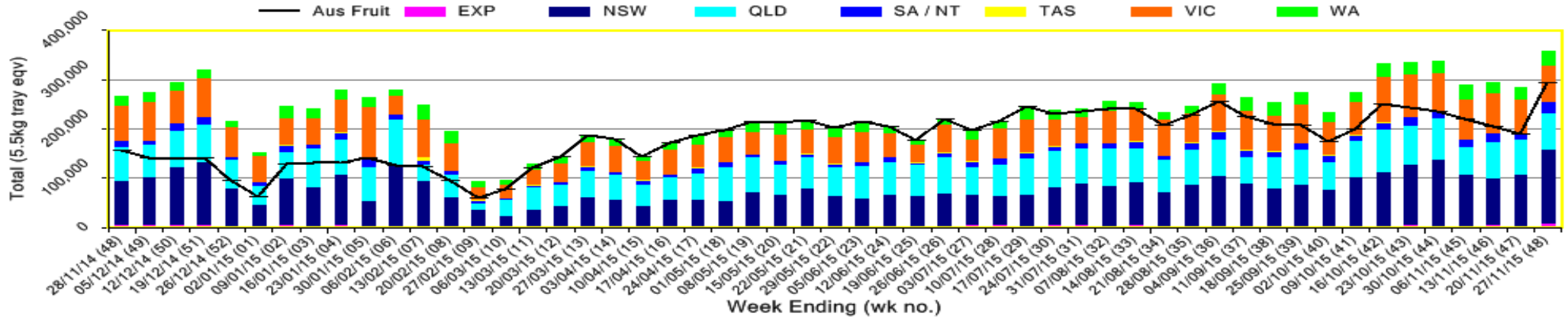
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 21st November - 27th November 2015 (Wk 48)

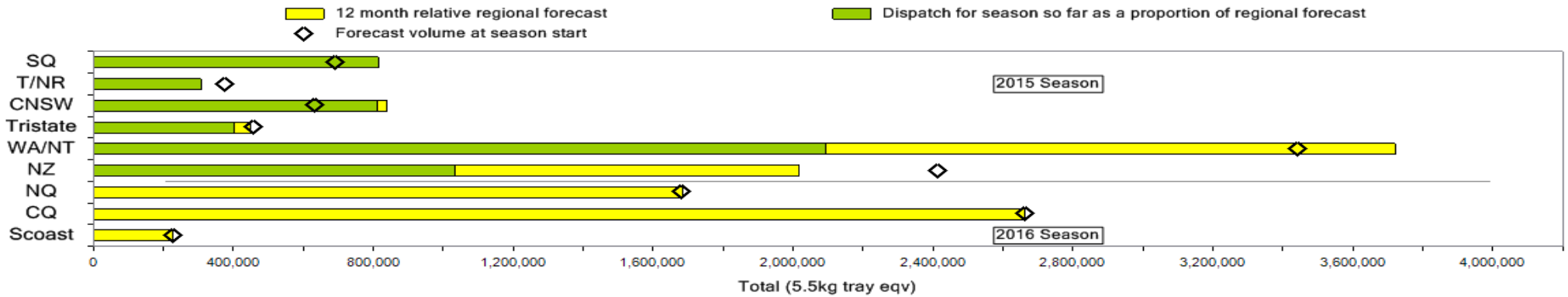
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP								1,280	1,280	3,840		8,262
NSW	1,007	3,348	5,521	21,228	16,813	15,191	6,872	7,143	77,123	5,975		87,987
QLD	396	2,720	5,437	12,958	11,577	12,429	6,424	6,227	58,168	2,332		62,408
SA / NT	90	95	53	22	3,043	4,479	4,125	24	11,931	1,358	864	14,557
TAS						760	304		1,064			1,064
VIC	426	3,978	12,375	13,781	9,102	8,197	3,165	1,625	52,649	5,835		63,258
WA	320	6	512	1,705	2,353	2,198	9,436	3,860	20,390	964		22,143
Total	2,239	10,147	23,898	49,694	42,888	43,254	30,326	20,159	222,605	20,304	864	259,678

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 11,050,484 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 48 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Mariners Rest (WA)
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)
Sunvale Produce Pty Ltd (TRI)	Delroy Orchards (WA)
KV & JM Lehmann (TRI)	CNSW: Less than 3 contributors
Klingbiel Family Trust (TRI)	SQ: Less than 3 contributors
Golden Hill Packing Pty Ltd (TRI)	TNR: Less than 3 contributors
Justin Loffler (TRI)	

Week 48 Contributors - Wholesalers

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)
Murray Bros (Brisbane)	VB Sculli (Melbourne)
Premier Fruits Pty Ltd (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	51,606			51,606	480			480	873						52,479			52,479
Total non supermarket sales	2,403			2,403	407			407	740						3,143			3,143
Total exports																		
Total sales	54,009			54,009	887			887	1,613						55,622			55,622
Total Stock on Hand	433			433	10			10	18						451			451
QLD																		
Total supermarket sales	42,655			42,655	1,632			1,632	2,967						45,622			45,622
Total non supermarket sales	2,083			2,083	250			250	455						2,538			2,538
Total exports																		
Total sales	44,738			44,738	1,882			1,882	3,422						48,160			48,160
Total Stock on Hand	30,671			30,671	901			901	1,638						32,309			32,309
SA & TAS																		
Total supermarket sales	16,712			16,712	768			768	1,396	864			864	157	18,265			18,265
Total non supermarket sales	3,451		434	3,885	720		262	982	1,785						4,760		910	5,670
Total exports																		
Total sales	20,163		434	20,597	1,488		262	1,750	3,182	864			864	157	23,026		910	23,936
Total Stock on Hand	10,354		655	11,009	844		255	1,099	1,998						11,889		1,119	13,007
VIC																		
Total supermarket sales	36,922			36,922	934			934	1,698						38,620			38,620
Total non supermarket sales	8,649			8,649	738			738	1,342	40			40	7	9,998			9,998
Total exports																		
Total sales	45,571			45,571	1,672			1,672	3,040	40			40	7	48,618			48,618
Total Stock on Hand	6,929			6,929	569			569	1,035						7,964			7,964
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	13,912			13,912	5,349		88	5,437	9,885						23,637		160	23,797
Total Stock on Hand																		
Total																		
Total supermarket sales	157,439			157,439	4,029		8	4,037	7,340	864			864	157	164,922		15	164,936
Total non supermarket sales	19,674		434	20,108	3,409		342	3,751	6,820	40			40	7	25,879		1,056	26,935
Total exports	1,280			1,280	3,840			3,840	6,982						8,262			8,262
Total sales	178,393		434	178,827	11,278		350	11,628	21,142	904			904	164	199,063		1,070	200,133
Total Stock on Hand	53,288		655	53,943	3,179		292	3,471	6,311						59,068		1,186	60,254

