



INFOCADO WEEKLY REPORT: 1st — 7th December 2012 (Wk 49)



Comments

- There are only a few store specials in place this week. The cheapest fruit was spotted in some Perth independent stores at \$0.99. Prices peaked at \$3.99 in an independent store in Sydney. For more information please see the retail prices report.
- Seasonal forecasts were emailed to all packhouses last night for review. The revised forecasts will be used in the January 2013 Quarterly Report. Teleconferences are being held this week with the regional committees to gather estimates for Infocado non-contributors in each growing region.
- NQ growers are reminded to start thinking about submitting their four weekly forecast. For a refresher or how to contribute to Infocado please contact the Avocados Australia office or see the instructions on our website (follow the link on the left). Based off forecasts in the system at the moment most of the NQ Shepard production will start in early February.
- 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.

[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

- Growers about to start their 2013 season are reminded to ensure their fruit is mature before harvest. The Shepard benchmark is 21% Dry Matter and the Hass benchmark is 23%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 791,587 5.5kg eqv trays are expected in the market place for January. 761,884 5.5kg eqv trays are Hass with the remainder being Shepard and other varieties. This will of course change once the latest seasonal forecasts are reviewed. The next Quarterly Report will be published next month.

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

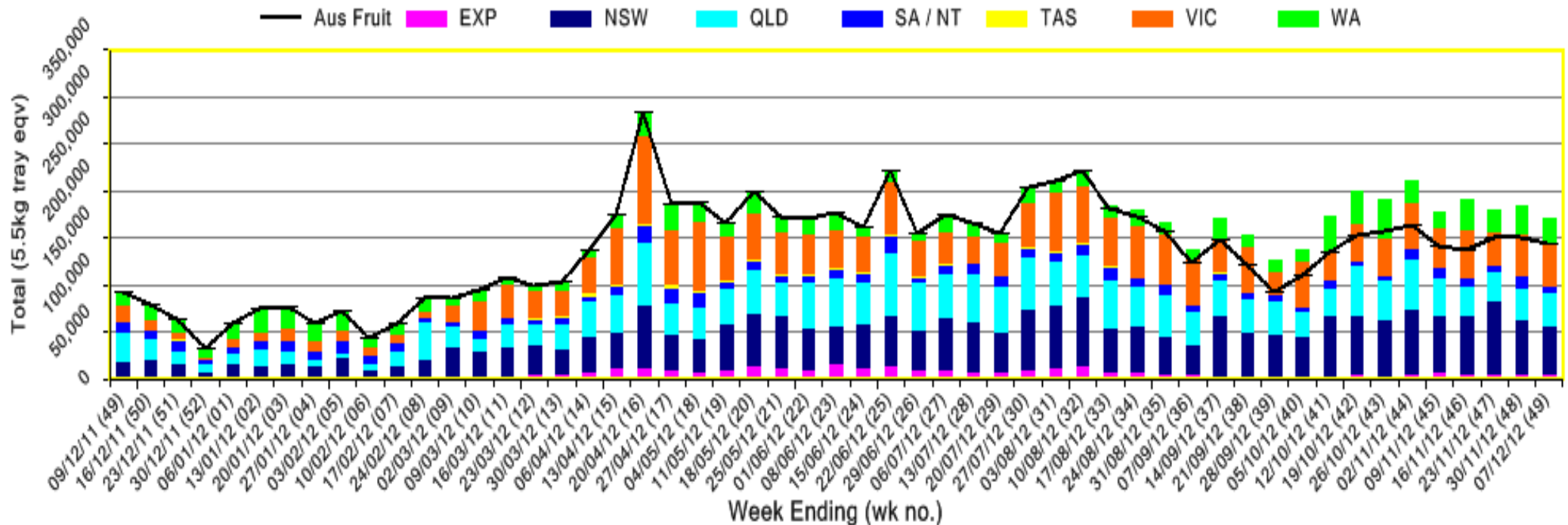
IMPORTANT and PLEASE NOTE:

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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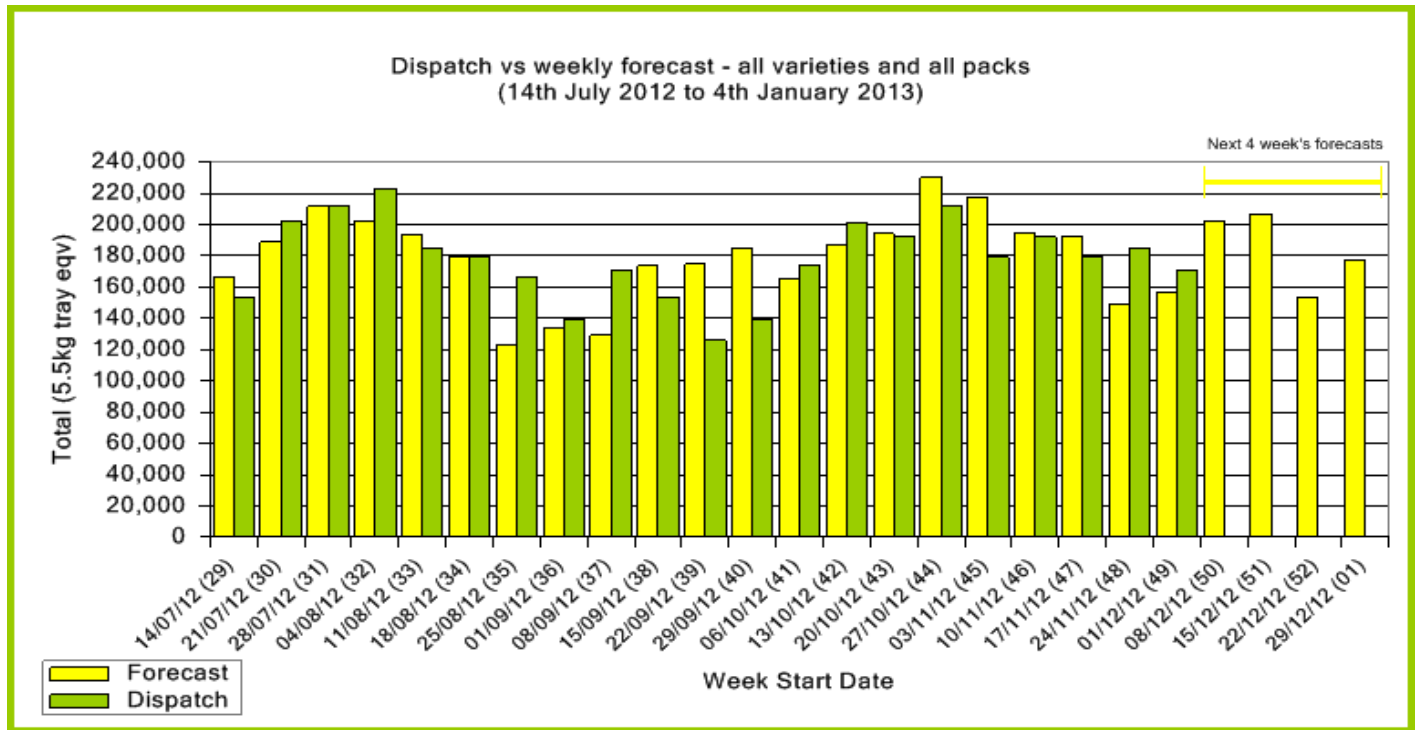
Industry Dispatches By Destination State and Count Size : 1st December - 7th December 2012 (Wk 49)															
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								1,550	1,920	3,470	480				4,343
NSW	245	3,018	6,154	11,777			12,695	5,880	3,504	1,893	2,830	1,980			50,671
QLD	41	278	4,407	10,304			6,652	7,978	2,520	666	1,234	22		3,840	35,792
SA / NT		61	1,953	458			1,549	945	1,620		756				7,961
VIC	1,193	1,412	7,068	8,601	16		9,631	10,839	1,373	919	3,118	1,464			46,987
WA	84	145	692	3,311			2,079	7,231	2,479	149	4,952		100		25,192
Total	1,563	4,914	20,274	34,451	16		32,606	32,873	13,046	5,547	145,290	13,370	3,466	100	170,945

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 7,463,125 5.5kg tray eqv



Forecast Data (Week 49 - 1)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 49 - begin 01/12/2012						
Gwen	1,076	176				1,396
Hass	133,603	9,850	3,000	100	5,000	152,984
Lamb Hass	1,000	100				1,182
Reed	1,000	30	200			1,091
Week Total	136,679	10,156	3,200	100	5,000	156,653
Week 50 - begin 08/12/2012						
Gwen	690	150				963
Hass	166,745	15,900	4,000	100	5,000	197,308
Lamb Hass	2,650	100				2,832
Reed	1,500	20	150			1,563
Week Total	171,585	16,170	4,150	100	5,000	202,667
Week 51 - begin 15/12/2012						
Gwen	690	150				963
Hass	176,393	13,574	4,000	100	5,000	202,727
Lamb Hass	1,150	100				1,332
Reed	1,800	30	200			1,891
Week Total	180,033	13,854	4,200	100	5,000	206,913
Week 52 - begin 22/12/2012						
Hass	140,639	6,425	2,000	100	2,000	153,067
Lamb Hass	500					500
Week Total	141,139	6,425	2,000	100	2,000	153,567
Week 1 - begin 29/12/2012						
Gwen	690	150				963
Hass	159,964	8,150	2,000	100	3,000	175,709
Reed	700	20	150			763
Week Total	161,354	8,320	2,150	100	3,000	177,435

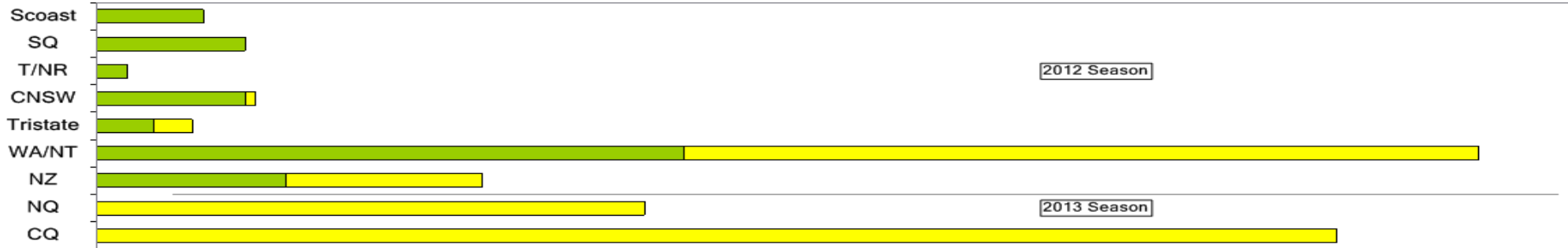
Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 49 - begin 1/12/2012)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	1,048	250				1,503
Hass	141,068	12,974	3,322	100	3,840	165,977
Lamb Hass	2,211	140				2,466
Reed	963	6	144			1,000
Total	145,290	13,370	3,466	100	3,840	170,94



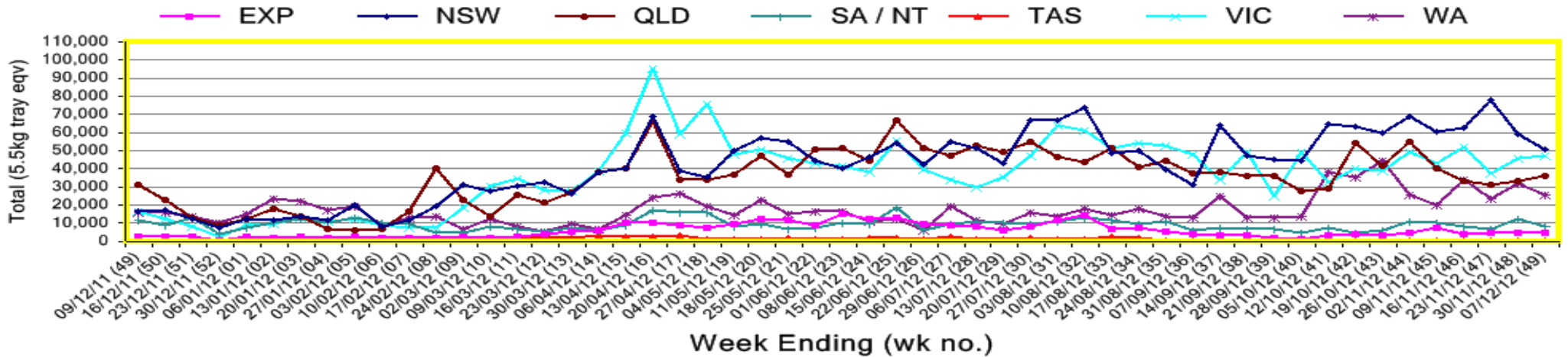
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	933,459
Australia	27,768	106,347	156,090	211,721	28,035					529,961
USA			7							
Japan	374	9,797	38,653							
Total	28,142	116,144	194,750	211,721	28,035					578,792

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 = 7,463,125 5.5kg tray eqv



Week 49 contributors - Packhouses

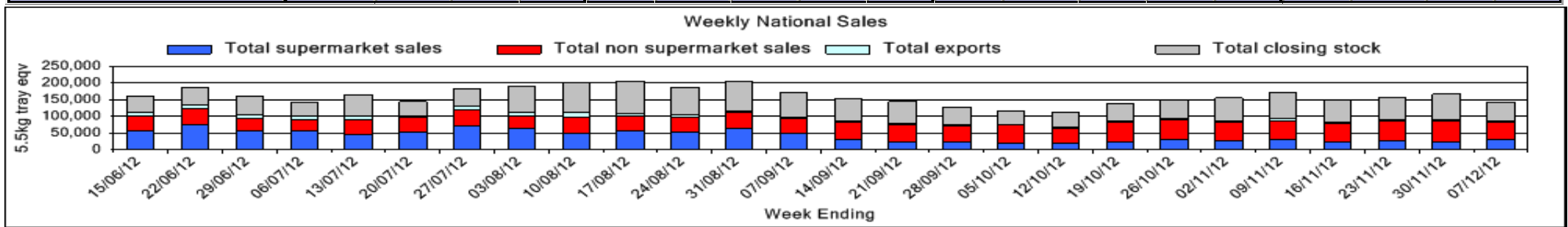
Advance Packing & Marketing Services P/L	Delroy Orchards
Avocado Industry Council (NZAGA)	KV & JM Lehmann
Avonova	Mariners Rest
Box Organics	Natures Fruit Company
C F Fechner	Sunfresh
Chinoola Orchards	VP & EA Farrell
Chislett Developments Pty Ltd	Willow Creek

Week 49 contributors - Wholesalers

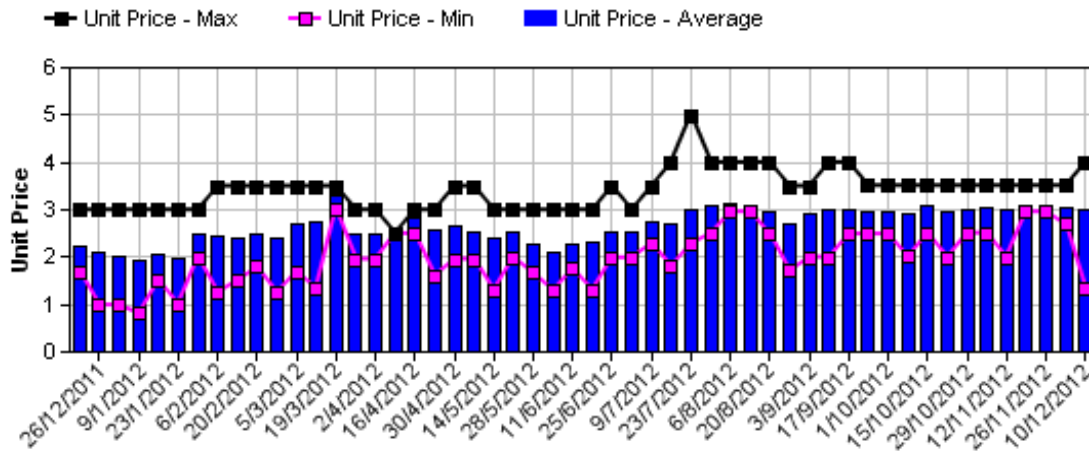
Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Kelly's Citrus (Melbourne)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa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

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

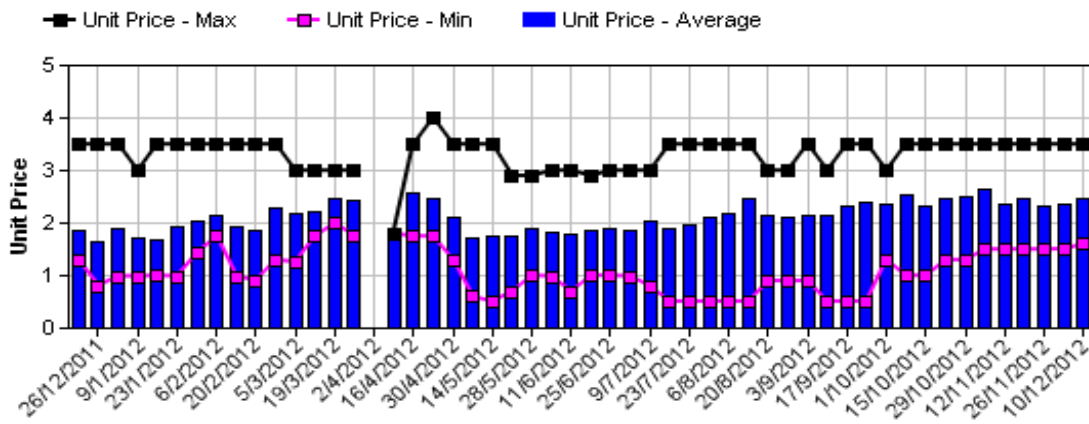
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	6,795			6,795	426			426	775									7,570
Total exports																		
Total sales	6,795			6,795	426			426	775									7,570
Total Stock on Hand	3,230			3,230	18			18	33									3,263
QLD																		
Total supermarket sales	19,678		640	20,318													640	20,318
Total non supermarket sales	15,486			15,486	1,160			1,160	2,109									17,595
Total exports	750			750														750
Total sales	35,914		640	36,554	1,160			1,160	2,109								640	38,663
Total Stock on Hand	8,986			8,986	375			375	682									9,668
SA & TAS																		
Total supermarket sales	5,755		144	5,899	194			194	353								144	6,252
Total non supermarket sales	4,602		118	4,720	460		100	560	1,018								300	5,738
Total exports																		
Total sales	10,357		262	10,619	654		100	754	1,371								444	11,990
Total Stock on Hand	11,541		227	11,768	639		60	699	1,271								336	13,039
VIC																		
Total supermarket sales	1,440			1,440														1,440
Total non supermarket sales	12,872		1,740	14,612	1,465		260	1,725	3,136	400			400	73	15,608		2,213	17,821
Total exports																		
Total sales	14,312		1,740	16,052	1,465		260	1,725	3,136	400			400	73	17,048		2,213	19,261
Total Stock on Hand	20,972		1,092	22,064	345		23	368	669	263			263	48	21,647		1,134	22,781
WA																		
Total supermarket sales	1,402			1,402														1,402
Total non supermarket sales	3,097		28	3,125	1,036		17	1,053	1,915								59	5,040
Total exports	2,720			2,720	480			480	873									3,593
Total sales	7,219		28	7,247	1,516		17	1,533	2,787								59	10,034
Total Stock on Hand	5,185			5,185	819			819	1,489									6,674
Total																		
Total supermarket sales	28,275		784	29,059	194			194	353								784	29,412
Total non supermarket sales	42,852		1,886	44,738	4,547		377	4,924	8,953	400			400	73	51,192		2,572	53,763
Total exports	3,470			3,470	480			480	873									4,343
Total sales	74,597		2,670	77,267	5,221		377	5,598	10,178	400			400	73	84,162		3,356	87,518
Total Stock on Hand	49,914		1,319	51,233	2,196		83	2,279	4,144	263			263	48	53,954		1,470	55,424



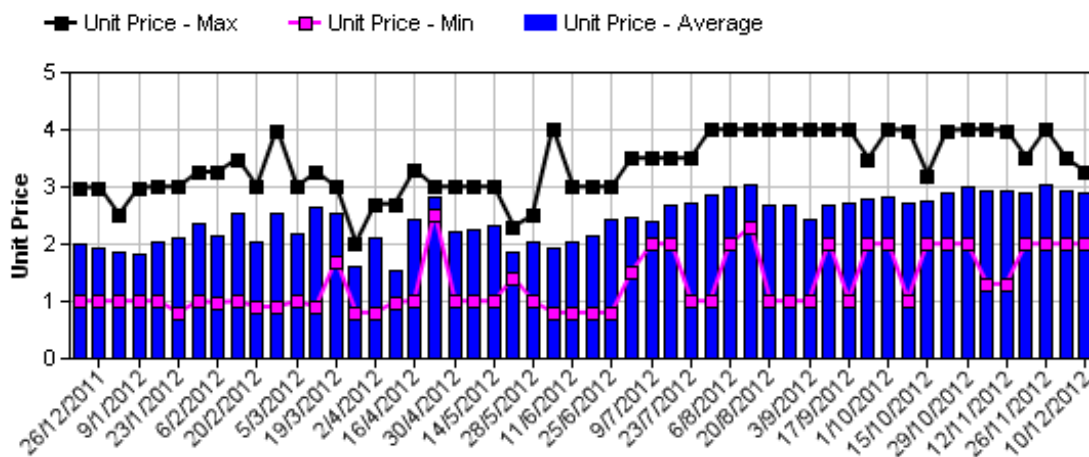
Hass Avocado Average Retail Prices - Sydney



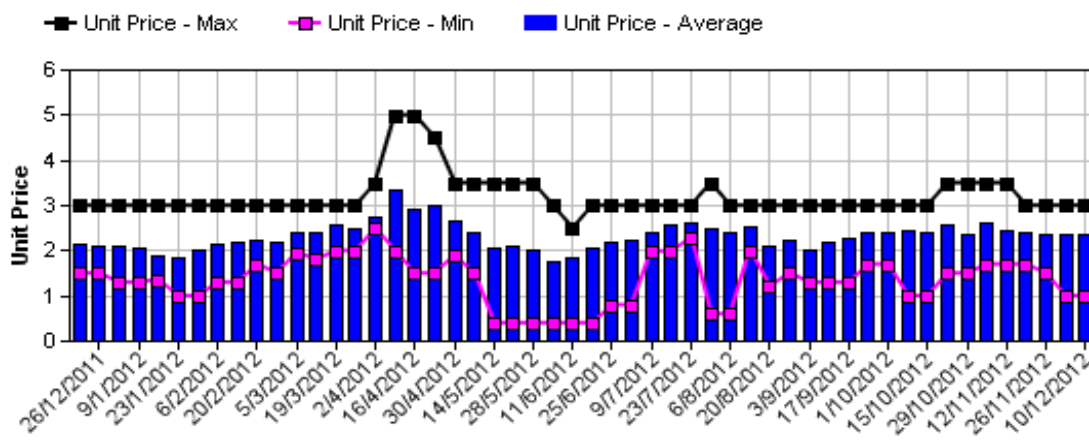
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

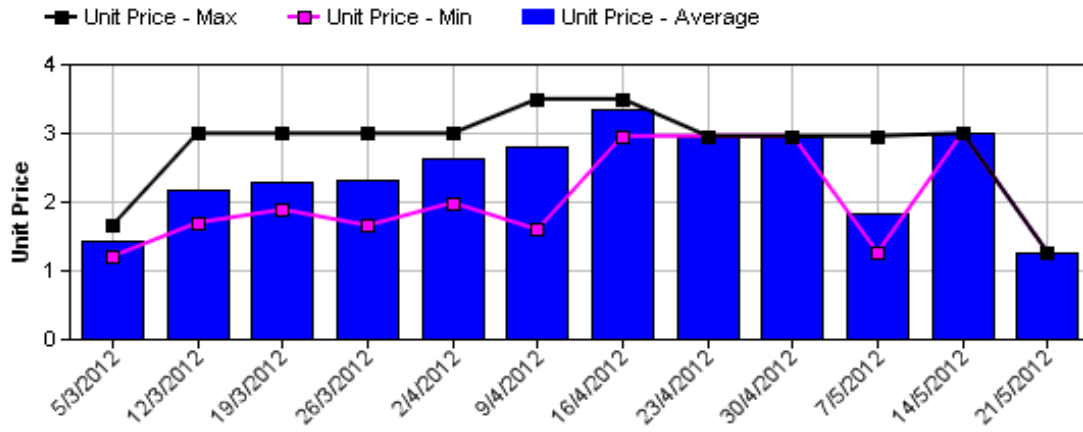


Hass Avocado Average Retail Prices - Perth

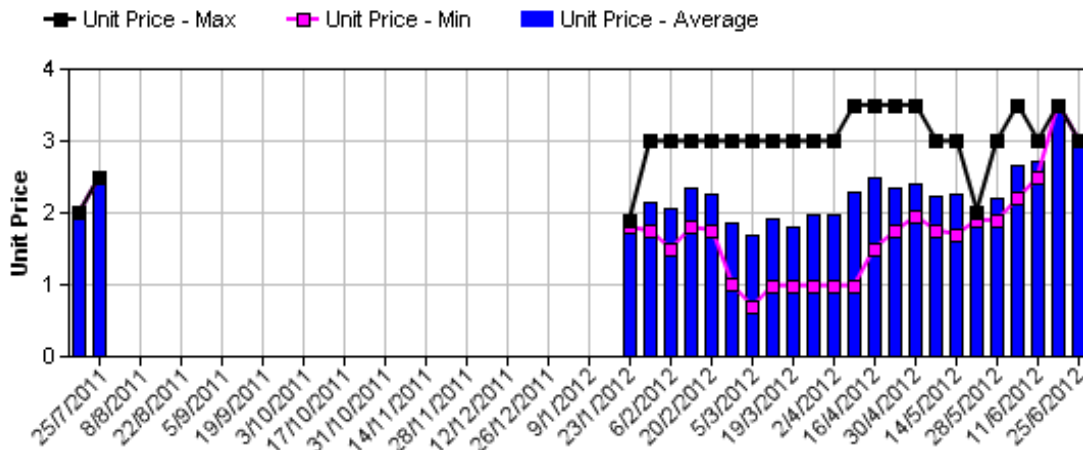


Assessment Date [Week Commencing]

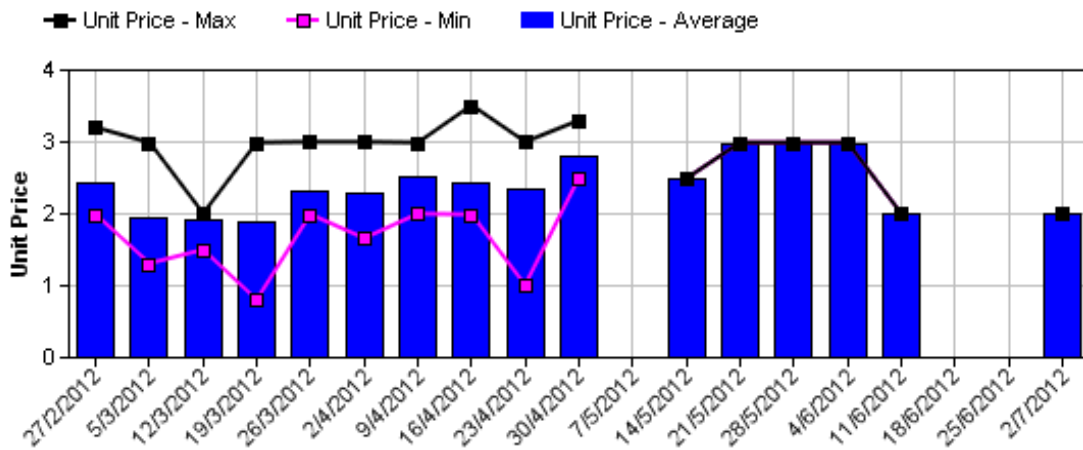
Shepard Avocado Average Retail Prices - Sydney



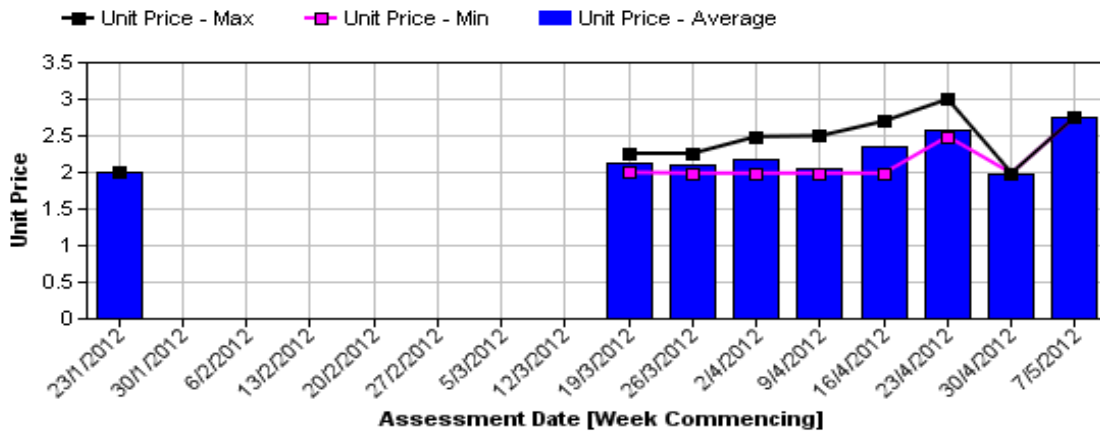
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 10th December 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	200	1.33	Store	Aus
IGA	Hass	240	2.95	No	Aus
Woolworths	Hass	265	2.98	No	Aus
Coles	Hass	330	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus
Woolworths	Hass	320	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
I	Hass	270	2.99	No	Aus
I	Reed	460	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Mixed
I	Reed	500	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	210	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Reed	520	3.49	No	Aus
I	Hass	290	3.49	No	Aus
I	Hass	320	3.50	No	Aus
I	Hass	315	3.99	No	Aus
BRISBANE					
IGA	Hass	190	1.59	No	Aus
Woolworths	Hass	200	1.98	No	Aus
I	Hass	235	1.98	Store	NZ
I	Hass	260	1.99	Store	Aus
I	Hass	200	2.00	No	NZ
IGA	Hass	200	2.48	No	NS
IGA	Hass	200	2.48	No	Aus
I	Hass	204	2.50	Store	Aus
I	Hass	205	2.50	Store	Aus
Woolworths	Hass	235	2.68	No	Aus
Woolworths	Hass	215	2.68	No	Aus
Coles	Hass	240	2.68	Store	Aus
Coles	Hass	200	2.68	Store	Aus
Coles	Hass	288	2.68	Store	Aus
I	Hass	225	2.79	Store	NZ
I	Reed	355	2.99	No	Aus
I	Hass	275	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	251	1.99	No	Aus
I	Hass	240	2.49	No	NS
I	Hass	270	2.69	No	Aus
I	Hass	270	2.97	No	Aus
Coles	Hass	245	2.98	No	Aus
Coles	Hass	240	2.98	No	Aus
Safeway	Hass	265	2.98	No	Aus
Coles	Hass	245	2.98	No	Aus
Safeway	Hass	280	2.98	No	Aus
Safeway	Hass	265	2.98	No	Aus
I	Reed	485	2.99	No	NS
I	Hass	255	2.99	No	NZ
IS	Hass	245	2.99	No	NZ
IGA	Hass	270	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Reed	410	2.99	No	NS
I	Hass	295	3.25	No	Aus
I	Hass	275	3.25	No	Aus
PERTH					
IS	Hass	180	0.99	Store	Aus
I	Hass	120	0.99	Store	Aus
IGA	Hass	160	1.69	Store	Aus
Woolworths	Hass	220	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Woolworths	Hass	200	2.48	No	Aus
Coles	Hass	200	2.48	No	Aus
Coles	Hass	230	2.48	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	230	2.50	No	Aus
Coles	Hass	200	2.68	No	Aus
IGA	Hass	240	2.69	No	Aus
IGA	Hass	260	2.69	No	Aus
I	Hass	255	2.69	No	Aus
IGA	Hass	290	2.99	No	Aus
I	Hass	300	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