



INFOCADO WEEKLY REPORT: 30th November— 6th December 2013 (Wk 49)



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Comments

- The Avocados Australia office will be closed from 2pm 20 December 2013 and opening again on 6 January 2014. The Infocado reports will be published as usual during this time so please ensure your data is submitted on time so as not to hold up reporting.
- Stock on hand is increasing as we lead up to Xmas to meet expected demand.
- Coles in Brisbane has avocados on catalogue special at \$2.98 this week. This is however the same price as other stores in Brisbane not on catalogue special.
- The October quarterly report forecast that both December 2013 and January 2014 would be low volume months. Four week forecasts are however predicting that December volumes will remain quite stable (and higher than had been forecast). The next week or two will give a better indication of the most up to date forecast for January volumes.

What you need to be aware of for next month

The Australian Avocados Facebook page continues to grow in both fans and engagement. One of the biggest focus points for our media agency, IKON, is ensuring that any content we post on the Facebook page is well received and interesting to our fans. We want to make sure we're sharing content that not only makes avocados look delicious, but also makes our fans want to engage with it. This allows us to create a deeper influence with our fans, and help drive that avocado loving feeling.

The best way to make sure we're doing this is to calculate a 'reaction rate'. This calculates how many people are taking an action on the content (i.e. 'liking', sharing or commenting), and divides it by how many people have seen it. Australian Avocados reaction rates are through the roof! In the last week our average reaction rate was 8.3%. This is about 2-3% higher than similar brands in the industry. This shows that our audience aren't just viewers of our content, but are actively participating in our messaging on a regular basis.

If you haven't yet, remember to join us over at www.facebook.com/AustralianAvocados. And don't forget to like, comment and share!

Upcoming Holidays

Christmas Day: 25th December | Boxing Day: 26th December | New Year's Day: 1st January | Day after New Year's Day (NZ): 2nd January

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IMPORTANT and PLEASE NOTE:

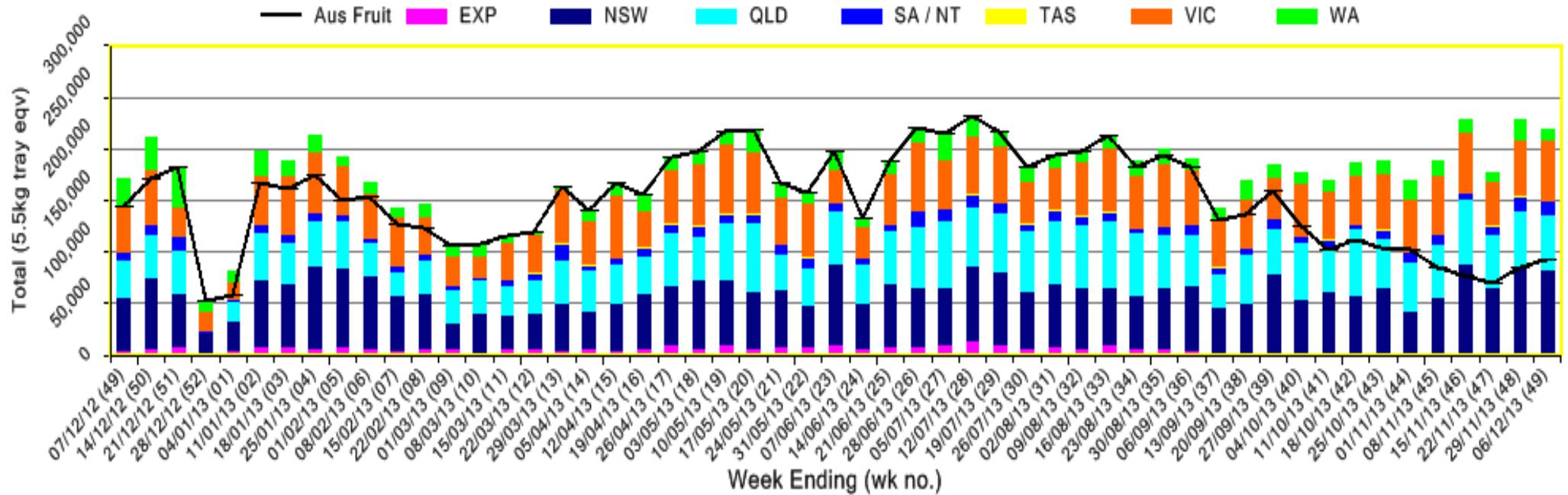
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 30th November - 6th December 2013 (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	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total
EXP								857	582	1,439	384					2,137
NSW	235	3,299	8,157	12,586	23	13,266	13,788	7,847	9,562	68,763	5,661	622		192		79,204
QLD	2	1,215	4,090	8,929	324	10,111	11,471	6,621	8,247	51,010	1,641			1	2,280	54,409
SA / NT		14	2,746	2,823		3,017	1,860	812	77	11,349	520			192		12,329
TAS						569	451			1,020						1,020
VIC	1,339	3,486	9,943	14,269		8,254	8,670	5,275	4,517	55,753	1,828			576		59,182
WA	103	439	701	2,640		3,162	1,526	514	331	9,416	380	660	10	734		10,362
Total	1,679	8,453	25,637	41,247	347	38,379	37,766	21,926	23,316	198,750	10,414	1,282	10	1,695	2,280	218,643

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 8,740,020 5.5kg tray eqv



Forecast Data (Week 49 - 1)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 49 - begin 30/11/2013						
Gwen	400	150				673
Hass	203,348	6,246	20		214,708	
Reed	1,000	500				1,909
Week Total	204,748	6,896		20		217,290

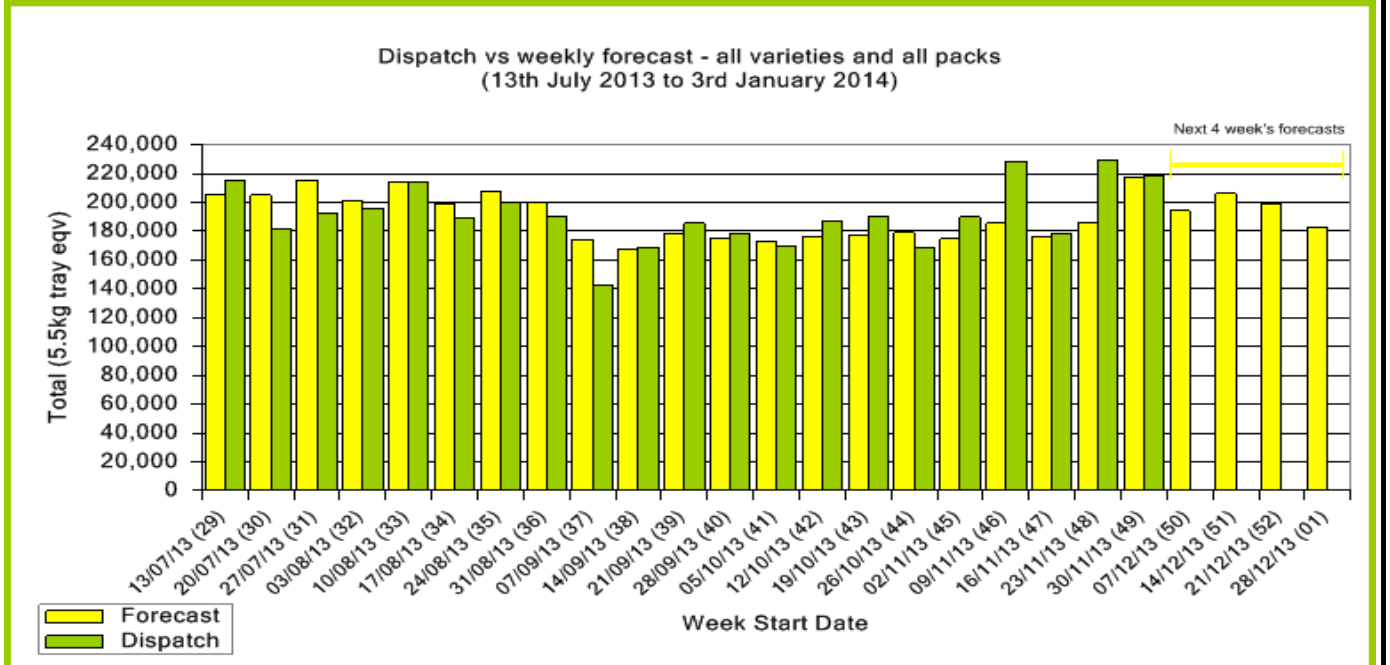
Week 50 - begin 07/12/2013						
Gwen	600	40				673
Hass	182,160	5,681	20		192,493	
Lamb Hass	400					400
Reed	500	50				591
Week Total	183,660	5,771		20		194,157

Week 51 - begin 14/12/2013						
Gwen	100					100
Hass	193,301	5,111	20		202,598	
Lamb Hass	400					400
Reed	2,150	550				3,150
Week Total	195,951	5,661		20		206,248

Week 52 - begin 21/12/2013						
Hass	189,804	4,206	20		197,455	
Reed	1,000	500				1,909
Week Total	190,804	4,706		20		199,364

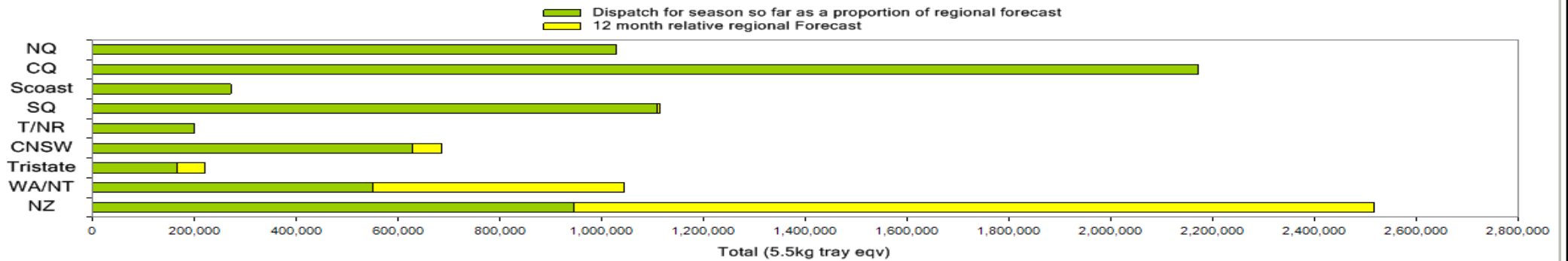
Week 1 - begin 28/12/2013						
Hass	175,070	4,015	10		182,372	
Week Total	175,070	4,015		10		182,372

Green shading indicates dispatch data				Yellow shading indicates forecast data			
Dispatch Data (Week 49 - begin 30/11/2013)							
Variety	Trays	Bulk	P/PK	Oil	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total Trays
Gwen	619	93					788
Hass	196,281	9,542	1,282	10	1,695	2,280	214,588
Lamb Hass	1,850	779					3,266
Total	198,750	10,414	1,282	10	1,695	2,280	218,643

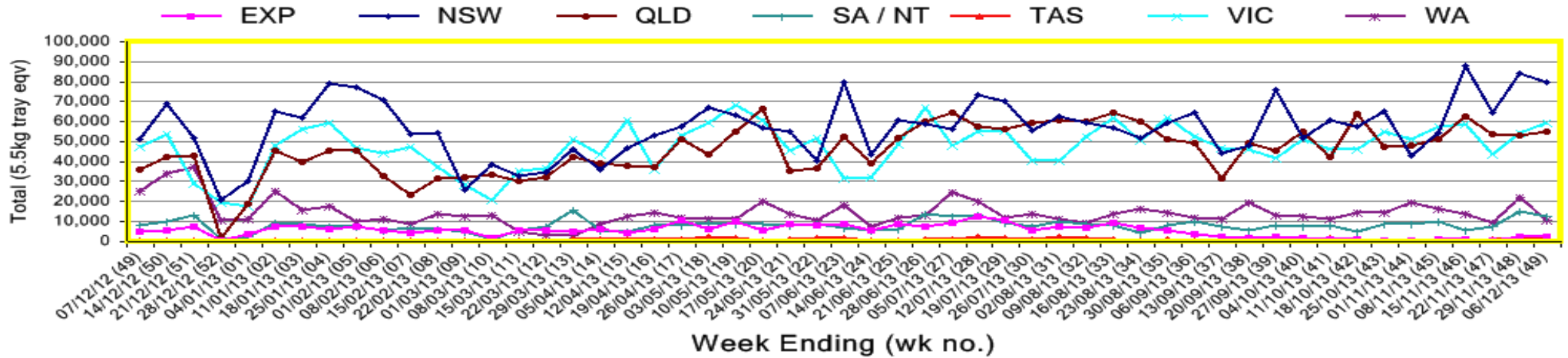


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia	16,341	83,173	283,934	582,190	127,102					1092,740
USA	0	0	0							
Japan	0	0	0							
Total	16,341	83,173	283,934	582,190	127,102					1092,740

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 8,740,020 5.5kg tray eqv



Week 49 contributors - Packhouses

Natures Fruit Company (Consolidator)	KV & JM Lehmann (TRI)
The Evolution (Consolidator)	Box Organics (WA)
I & A Tolson (CNSW)	Advance Packing & Marketing Services P/L (WA)
Coastal Avocados (CNSW)	Delroy Orchards (WA)
Avocado Industry Council (NZAGA)	Mariners Rest (WA)
Chislett Developments Pty Ltd (TRI)	Avonova (WA)
KV & JM Lehmann (TRI)	VP & EA Farrell (WA)
Golden Hill Packing Pty Ltd (TRI)	SQ: Less than 3 contributors
Chinoola Orchards (TRI)	

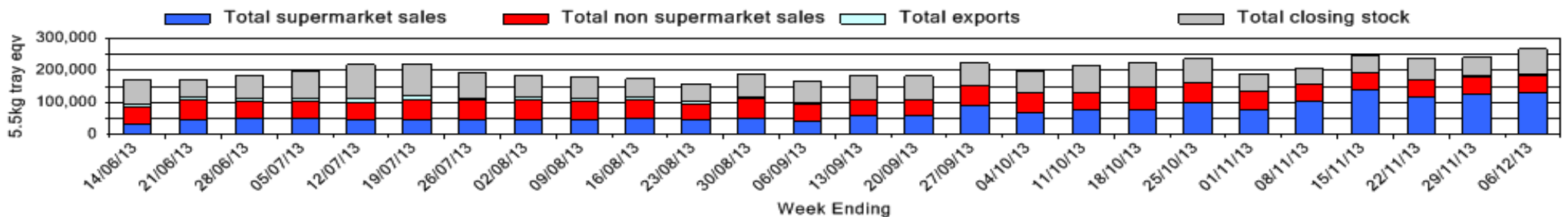
Week 49 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Premier Fruits Pty Ltd (Melbourne)
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)
Fresh Choice WA Pty Ltd (Perth)	United Fresh (Adelaide)

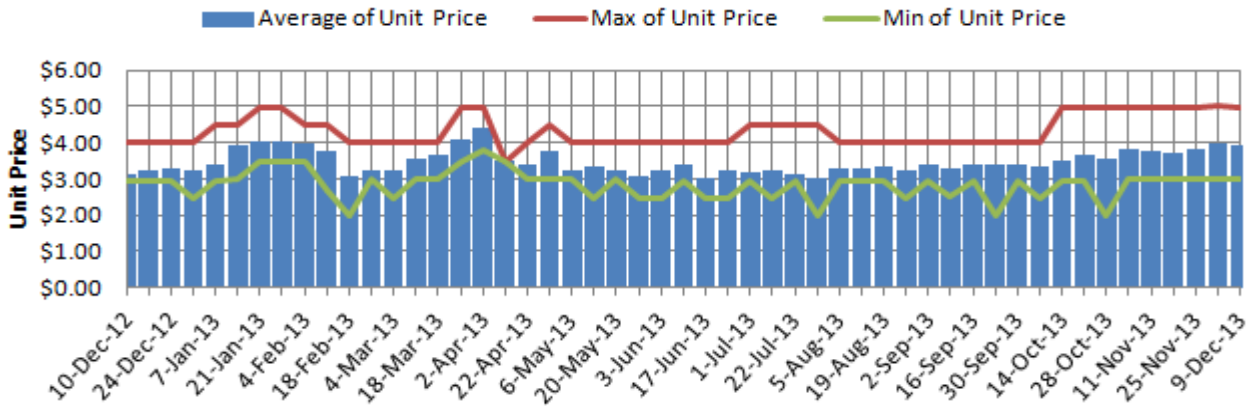
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	45,674			45,674	52			52	95						45,769			45,769
Total non supermarket sales	4,465		264	4,729	1,250			1,250	2,273						6,738		264	7,002
Total exports																		
Total sales	50,139		264	50,403	1,302			1,302	2,367						52,506		264	52,770
Total Stock on Hand	2,918			2,918	672			672	1,222						4,139			4,139
QLD																		
Total supermarket sales	28,935			28,935											28,935			28,935
Total non supermarket sales	15,962			15,962	236			236	429						16,391			16,391
Total exports																		
Total sales	44,897			44,897	236			236	429						45,326			45,326
Total Stock on Hand	25,891			25,891	151			151	275						26,166			26,166
SA & TAS																		
Total supermarket sales	15,781			15,781	448			448	815						16,596			16,596
Total non supermarket sales	3,678			3,678	421		38	459	835						4,443		69	4,513
Total exports																		
Total sales	19,459			19,459	869		38	907	1,649						21,039		69	21,108
Total Stock on Hand	17,656		30	17,686	457		2	459	835						18,487		34	18,521
VIC																		
Total supermarket sales	33,812			33,812											33,812			33,812
Total non supermarket sales	12,463		4,699	17,162	1,206		362	1,568	2,851						14,656		5,357	20,013
Total exports																		
Total sales	46,275		4,699	50,974	1,206		362	1,568	2,851						48,468		5,357	53,825
Total Stock on Hand	23,681		1,082	24,763	1,069			1,069	1,944						25,624		1,082	26,706
WA																		
Total supermarket sales	6,238			6,238	276			276	502	660			660	120	6,860			6,860
Total non supermarket sales	4,632			4,632	521			521	947						5,579			5,579
Total exports	1,439			1,439	384			384	698						2,137			2,137
Total sales	12,309			12,309	1,181			1,181	2,147	660			660	120	14,576			14,576
Total Stock on Hand	3,802			3,802	262			262	476						4,278			4,278
Total																		
Total supermarket sales	130,440			130,440	776			776	1,411	660			660	120	131,971			131,971
Total non supermarket sales	41,200		4,963	46,163	3,634		400	4,034	7,335						47,807		5,690	53,498
Total exports	1,439			1,439	384			384	698						2,137			2,137
Total sales	173,079		4,963	178,042	4,794		400	5,194	9,444	660			660	120	181,916		5,690	187,606
Total Stock on Hand	73,948		1,112	75,060	2,611		2	2,613	4,751						78,695		1,116	79,810

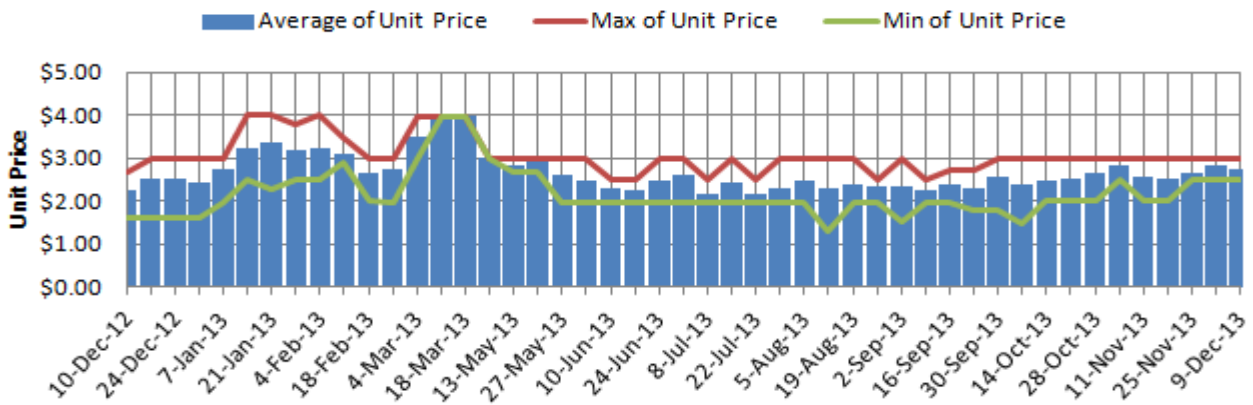
Weekly National Sales



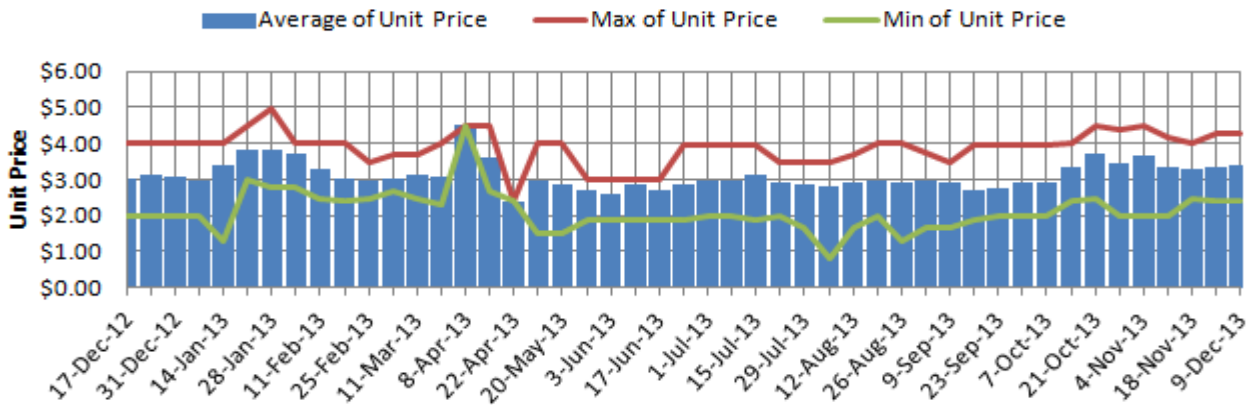
Hass Avocado Average Retail Prices - Sydney



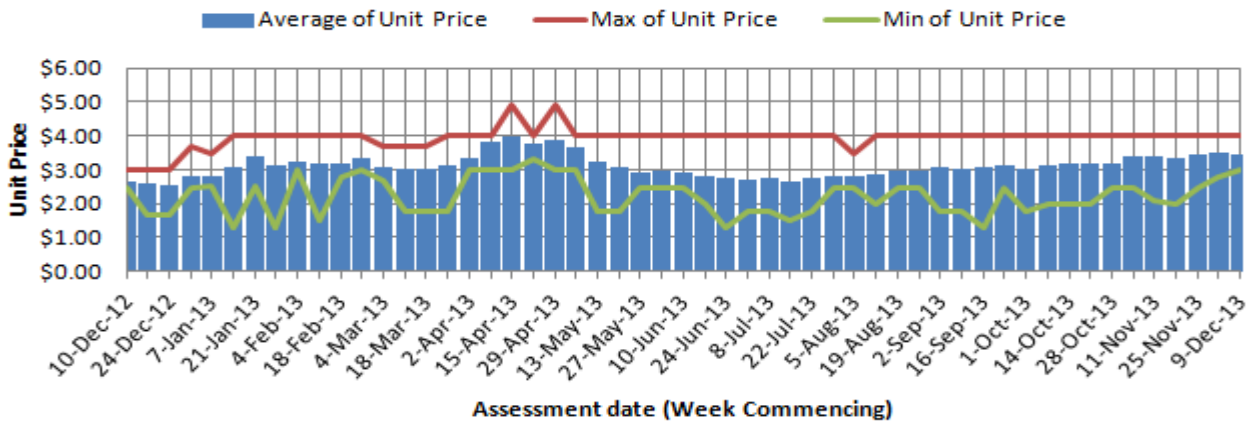
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

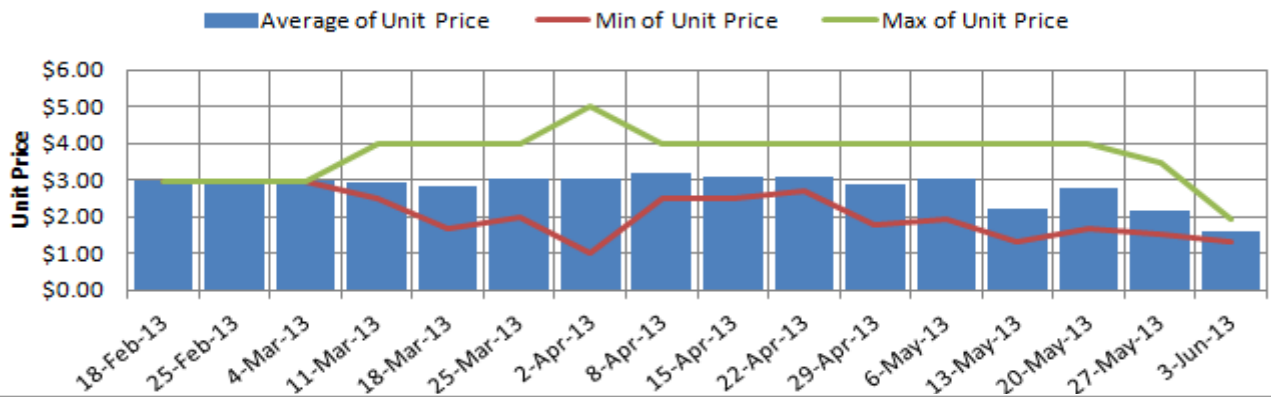


Hass Avocado Average Retail Prices - Perth

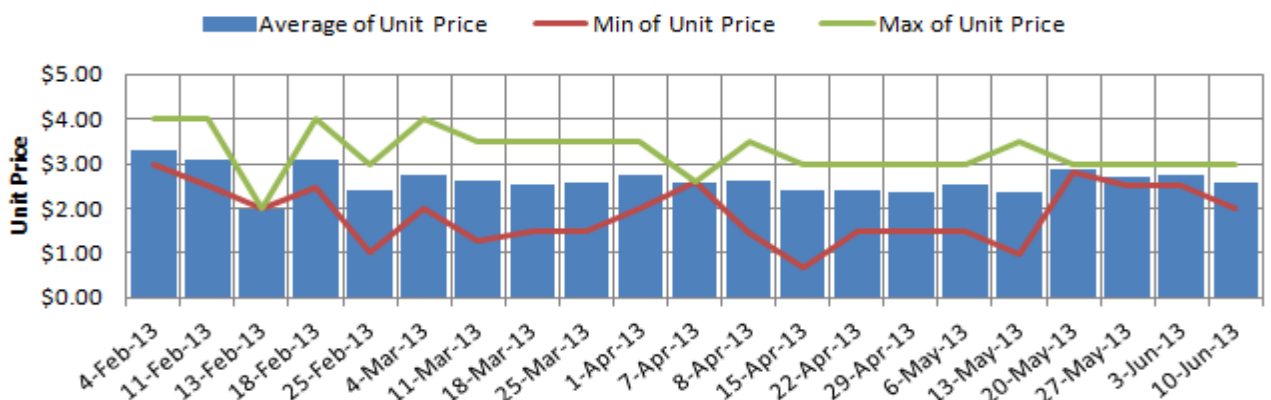


Assessment date (Week Commencing)

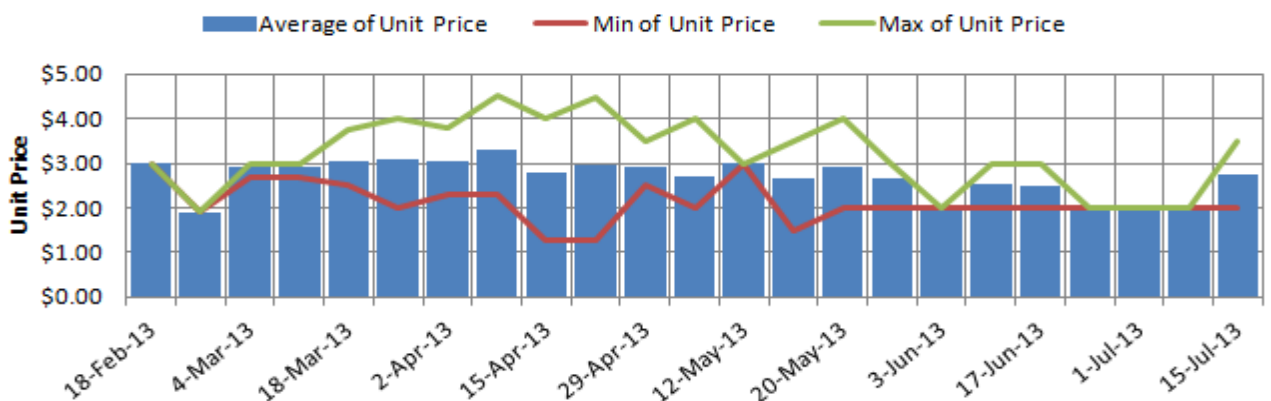
Shepard Avocado Average Retail Prices - Sydney



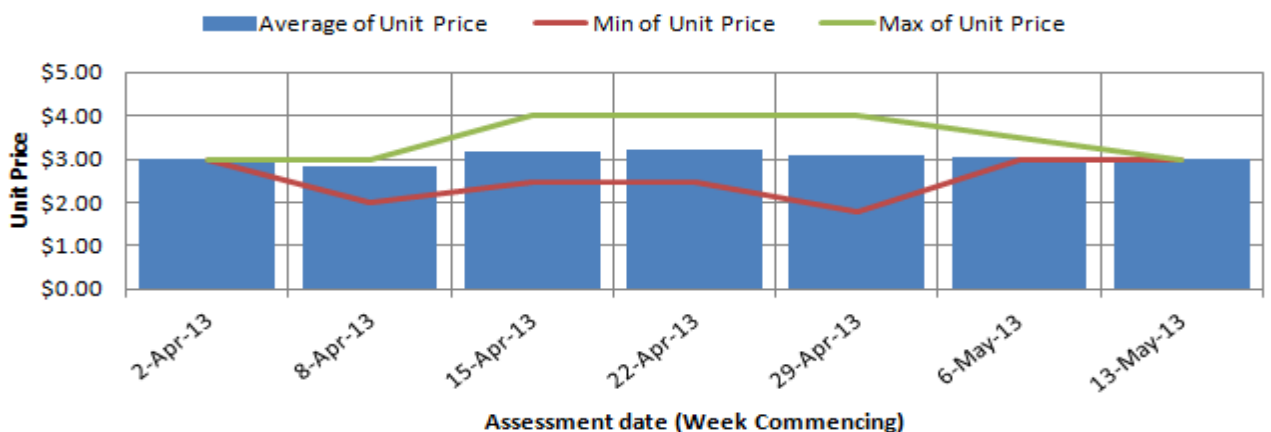
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety – 9th December 2013

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	290	1.50	Store	NZ
Coles	Hass	240	1.50	Store	NZ
WoolWorths	Hass	270	1.99	Store	NZ
Coles	Hass	260	2.98	No	Mixed
WoolWorths	Hass	270	2.98	No	NZ
WoolWorths	Hass	260	2.98	No	NZ
I	Reed	370	2.99	No	Aus
I	Reed	350	2.99	No	Aus
I	Reed	340	3.49	No	Aus
I	Reed	360	3.49	No	Aus
I	Hass	260	3.49	No	Aus
I	Hass	250	3.49	No	Aus
I	Hass	240	3.50	No	Mixed
I	Reed	420	3.99	No	Aus
I	Reed	370	3.99	No	Aus
I	Hass	260	3.99	No	Mixed
Foodworks	Hass	300	3.99	No	Aus
I	Reed	340	3.99	No	Aus
I	Hass	250	3.99	No	Aus
I	Hass	330	4.99	No	Aus
I	Hass	330	4.99	No	Aus
I	Hass	290	4.99	No	Aus
I	Hass	310	4.99	No	Aus
BRISBANE					
I	Hass	150	2.00	Store	NZ
I	Hass	150	2.00	Store	NZ
I	Hass	300	2.00	Store	NZ
Coles	Hass	160	2.98	Cat	NZ
IGA	Hass	195	2.48	No	NZ
IGA	Hass	180	2.48	No	NZ
IGA	Hass	180	2.68	No	NZ
Coles	Hass	245	2.98	Cat	NZ
WoolWorths	Hass	210	2.98	No	NZ
Coles	Hass	160	2.98	Cat	NZ
WoolWorths	Hass	205	2.98	No	NZ
Coles	Hass	220	2.98	Cat	NZ
I	Hass	180	2.99	Store	NZ
I	Hass	300	3.19	Store	NZ
I	Hass	246	3.50	Store	Aus
I	Hass	304	3.99	Store	Aus

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	165	2.40	No	NS
I	Hass	240	2.49	No	NS
I	Hass	160	2.69	No	NS
I	Hass	300	2.99	No	NS
IS	Hass	260	2.99	No	NS
I	Hass	204	2.99	No	NS
Safeway	Hass	270	3.48	No	NZ
Coles	Hass	225	3.48	No	Aus
Safeway	Hass	265	3.48	No	NZ
Coles	Hass	230	3.48	No	Aus
Coles	Hass	255	3.48	No	Aus
I	Hass	290	3.49	No	NZ
IGA	Hass	295	3.49	No	NS
I	Hass	390	3.98	No	Aus
Safeway	Hass	265	3.98	No	Aus
I	Hass	350	4.29	No	Aus
I	Hass	340	4.29	No	Aus
PERTH					
IS	Hass	200	1.99	Store	Aus
Coles	Hass	230	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
Coles	Hass	230	2.98	No	Aus
I	Hass	295	2.98	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	275	2.99	No	Aus
WoolWorths	Hass	225	3.48	No	Aus
WoolWorths	Hass	215	3.48	No	Aus
WoolWorths	Hass	230	3.48	No	Aus
IGA	Hass	285	3.49	No	Aus
IGA	Hass	240	3.69	No	Aus
IGA	Hass	270	3.99	No	Aus
IGA	Hass	245	3.99	No	Mixed
I	Hass	275	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