



INFOCADO WEEKLY REPORT: 28th Nov—4th Dec 2015 (Week 49)

Comments

- The weekly dispatch volume (289,806 trays) was higher than the week's forecast by about 45,771 trays (19%) (refer P 2 & 3).
- Hass variety dominated total supply as expected, with small volumes of Gem, Gwen, Reed and Lamb Hass also dispatched (refer P 2).
- The largest volume of dispatches originated from Western Australia (186,589 tray eqv.). The Sydney market continues to receive the highest volume (110,656 tray eqv.), size 20 was the dominant size (56,213 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).
- The weekly national sales data indicates that fruit is flowing steadily through the supply chain to retail with supermarkets moving the vast majority of fruit at around 200,000 tray eqv. (refer P 5).
- **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 Campaign Achieving Great Results

It's official – our consumers love watching videos and the results from the 'Chefs Love Avocados' series is proof of this. The six Chef videos were shown around 1.6 million times, with more than 75,000 consumers watching the one minute video from start to finish.

The latest advertising tracking results are also in and the TV ad made people feel happy, hungry and healthy. Research has shown that 38% of consumers have seen the ad – an 8 percentage point increase since last year and 66% of people agreed they thought the ad was eye catching.

Around 60% of households are buying avocados every month – up 15 percentage points from last year and our target audience, the lovers and enthusiasts are buying more! The marketing campaign has also made buyers more confident in picking and ripening avocados and has improved health and taste perceptions.

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 49 - 1)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

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

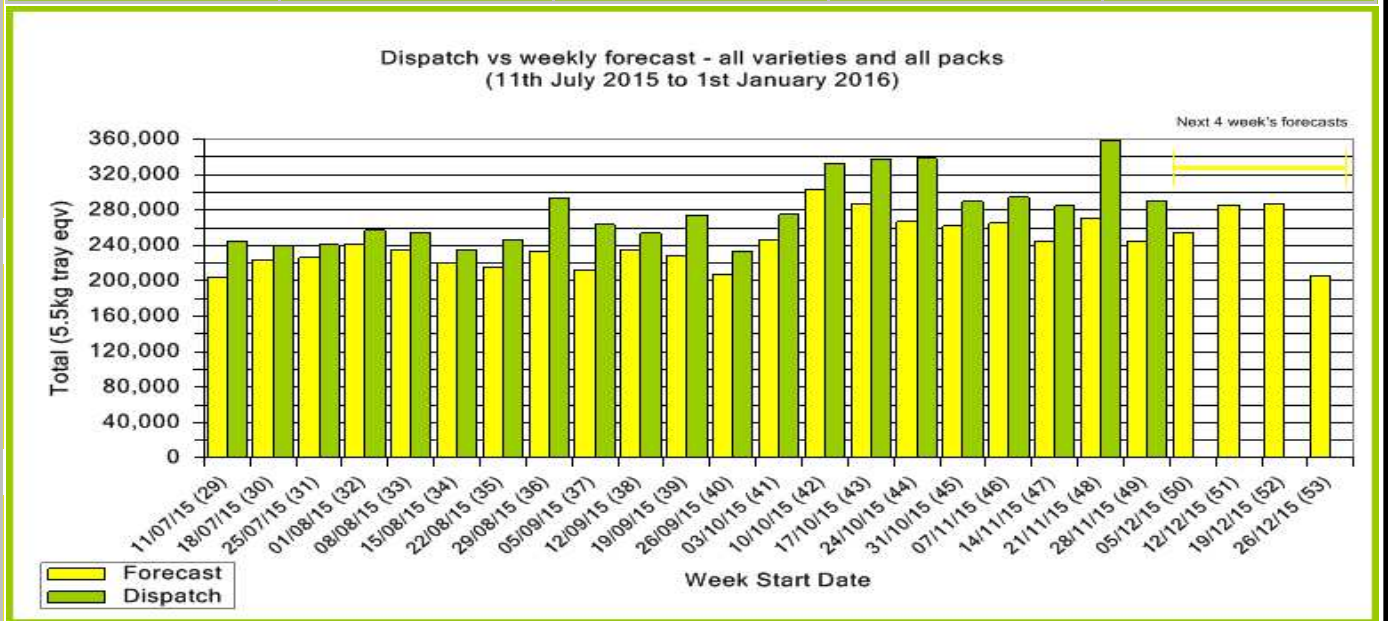
Week 50 - begin 05/12/2015					
Gwen	5,500	352			6,140
Hass	224,097	11,872			245,682
Reed	2,500	120			2,718
Week Total	232,097	12,344			254,541

Week 51 - begin 12/12/2015					
Gwen	5,500	352			6,140
Hass	256,345	12,480			279,036
Lamb Hass	250				250
Reed	500	20			536
Week Total	262,595	12,852			285,962

Week 52 - begin 19/12/2015					
Hass	261,119	12,506			283,857
Lamb Hass	400				400
Reed	3,000	220			3,400
Week Total	264,519	12,726			287,657

Week 1 - begin 26/12/2015					
Hass	193,446	7,060			206,282
Week Total	193,446	7,060			206,282

Dispatch Data (Week 49 - begin 28/11/2015)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	2,160	176		2,480
Hass	245,486	18,533	17,184	282,306
Lamb Hass	38			38
Reed	3,667	723		4,982
Total	251,351	19,432	17,184	289,806



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 Forecast ¹	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 Forecast ²	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
USA ³	0	0	0	0	0					0
Japan ³	0	0	4,212	20,473	23,509					48,194
Other Asia ³	973	6,951	28,265	61,567	49,940					147,696
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	397,805	86,999	0	0	0	1,316,294

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 : 28th November - 4th December 2015 (Wk 49)

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		707	712	1,674	356	130	242		3,821	451		4,641
New Zealand		3,332	7,147	15,466	14,386	19,445	7,692	19,531	86,999			86,999
South Qld	576								576	288		1,100
Sunshine Coast	3	61	83	34	48	32	17		278	76		416
Tri State	1,650	1,641	1,608	1,497	1,183	520	374	30	8,503	857		10,061
WA/NT	1,835	8,867	23,694	37,542	27,194	26,829	19,240	5,973	151,174	17,760	17,184	186,589
	4,064	14,608	33,244	56,213	43,167	46,956	27,565	25,534	251,351	19,432	17,184	289,806

Origin of Avocado



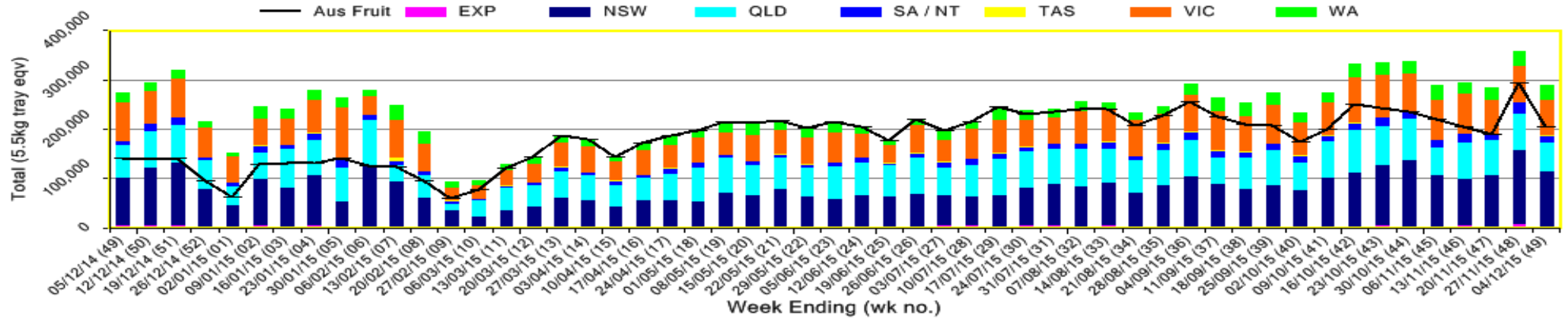
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 28th November - 4th December 2015 (Wk 49)

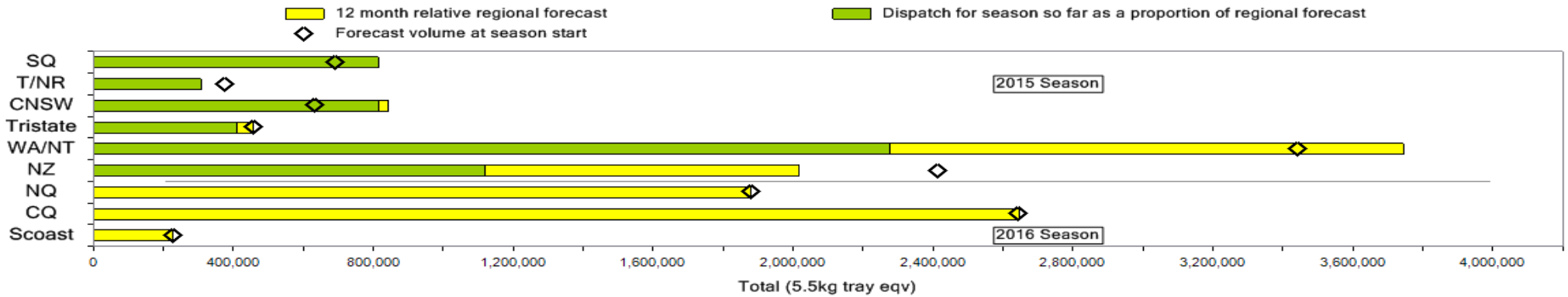
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	50							2,560	2,610	656		3,803
NSW	1,288	7,112	13,887	24,745	16,697	17,785	6,198	10,873	98,585	6,639		110,656
QLD	947	3,043	6,412	10,778	9,337	8,517	5,488	6,113	50,635	2,929	8,544	57,513
SA / NT	93	93	69	1,133	2,260	4,388	3,512		11,548	1,242	5,376	14,783
TAS		2	7	13	43	798	541	56	1,460	23		1,502
VIC	1,334	3,856	12,191	17,680	10,098	9,866	2,768	2,898	60,691	5,772	2,400	71,622
WA	352	502	678	1,864	4,732	5,602	9,058	3,034	25,822	2,171	864	29,926
Total	4,064	14,608	33,244	56,213	43,167	46,956	27,565	25,534	251,351	19,432	17,184	289,806

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 11,340,289 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 49 Contributors - Packhouses

Natures Fruit Company (Consolidator)	Avonova (WA)
The Evolution (Consolidator)	Golden Hill Avocados (WA)
Avocado Industry Council (NZAGA)	Advance Packing & Marketing Services P/L (WA)
Sunvale Produce Pty Ltd (TRI)	Delroy Orchards (WA)
KV & JM Lehmann (TRI)	VP & EA Farrell (WA)
Golden Hill Packing Pty Ltd (TRI)	CNSW: Less than 3 contributors
Klingbiel Family Trust (TRI)	SQ: Less than 3 contributors
Mariners Rest (WA)	

Week 49 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (Melbourne)
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	58,715			58,715	3,359			3,359	6,107						64,822			64,822
Total non supermarket sales	10,024			10,024	1,325			1,325	2,409						12,433			12,433
Total exports																		
Total sales	68,739			68,739	4,684			4,684	8,516						77,255			77,255
Total Stock on Hand	4,637			4,637	459			459	835						5,472			5,472
QLD																		
Total supermarket sales	38,515			38,515	2,489			2,489	4,525	5,904			5,904	1,073	44,114			44,114
Total non supermarket sales	1,155			1,155	158			158	287						1,442			1,442
Total exports																		
Total sales	39,670			39,670	2,647			2,647	4,813	5,904			5,904	1,073	45,556			45,556
Total Stock on Hand	23,871			23,871	414			414	753						24,624			24,624
SA & TAS																		
Total supermarket sales	15,147			15,147	384			384	698	5,376			5,376	977	16,823			16,823
Total non supermarket sales	4,015		221	4,236	946		168	1,114	2,025						5,735		526	6,261
Total exports																		
Total sales	19,162		221	19,383	1,330		168	1,498	2,724	5,376			5,376	977	22,558		526	23,084
Total Stock on Hand	13,052		692	13,744	1,379		143	1,522	2,767						15,559		952	16,511
VIC																		
Total supermarket sales	39,381			39,381	2,304			2,304	4,189						43,570			43,570
Total non supermarket sales	6,655			6,655	689			689	1,253						7,908			7,908
Total exports																		
Total sales	46,036			46,036	2,993			2,993	5,442						51,478			51,478
Total Stock on Hand	3,415			3,415	170			170	309						3,724			3,724
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	22,428			22,428	2,217		43	2,260	4,109	864			864	157	26,616		78	26,694
Total Stock on Hand																		
Total																		
Total supermarket sales	168,617			168,617	8,932			8,932	16,240	12,144			12,144	2,208	187,065			187,065
Total non supermarket sales	24,808		221	25,029	4,283		211	4,494	8,171						32,595		605	33,200
Total exports	2,610			2,610	656			656	1,193						3,803			3,803
Total sales	196,035		221	196,256	13,871		211	14,082	25,604	12,144			12,144	2,208	223,463		605	224,068
Total Stock on Hand	47,379		692	48,071	2,933		182	3,115	5,664						52,712		1,023	53,735

