



INFOCADO WEEKLY REPORT: 5th — 11th Dec 2015 (Week 50)

Comments

- The weekly dispatch volume (254,904 trays) was higher than the week's forecast by about 363 trays (<1%) (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (137,991 tray eqv.). The Sydney market continues to receive the highest volume (96,478 tray eqv.), size 20 was the dominant size (45,493 tray eqv.) (refer P 3).
- **NB: Week 48 had a mistake in both tables regarding the volume of bulks (74,736 - 10kg bulks). This has now been amended and the correct figure that should have been reported is 20,304 - 10kg bulks.**
- 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 a slight reduction of sales which aligns with the lighter dispatch volumes (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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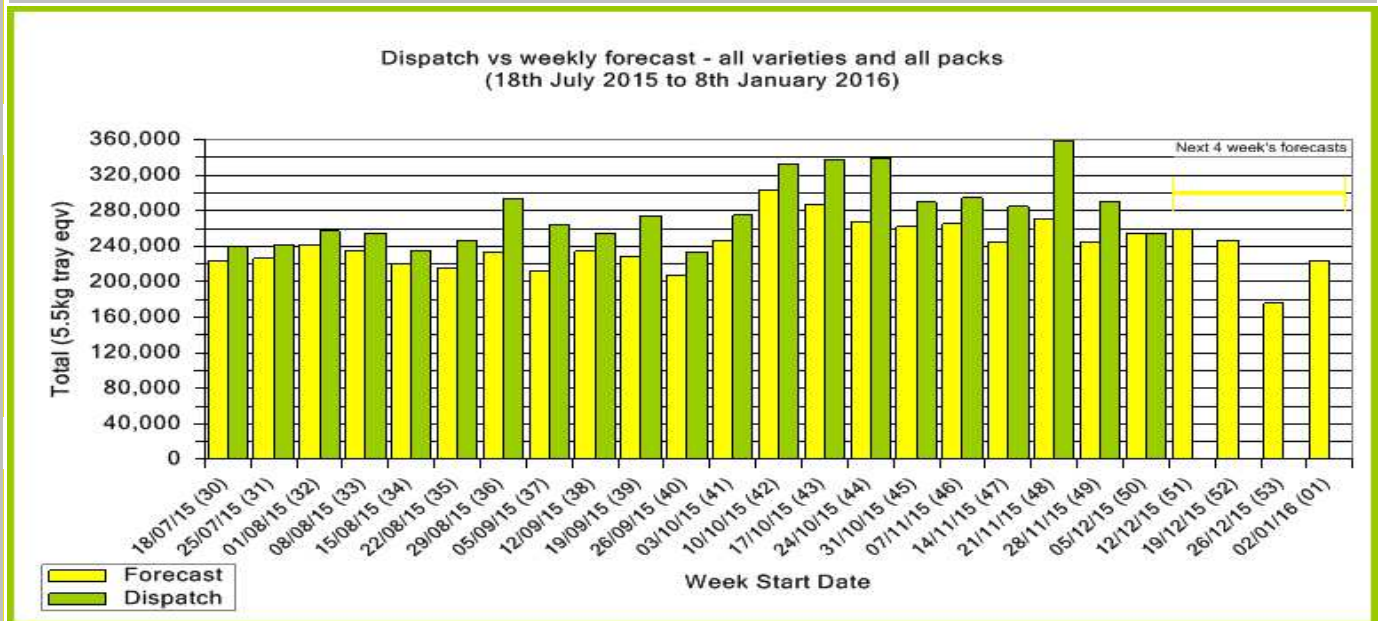
This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 50 - 1)			
Variety	Trays - Total	Bulk	All - Total
	5.5Kg Eqv	10Kg	5.5Kg Eqv
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	229,014	11,580	250,069
Lamb Hass	250		250
Reed	2,500	120	2,718
Week Total	237,264	12,052	259,177
Week 52 - begin 19/12/2015			
Gwen	1,000	176	1,320
Hass	221,287	11,006	241,298
Lamb Hass	400		400
Reed	3,000	220	3,400
Week Total	225,687	11,402	246,418
Week 1 - begin 26/12/2015			
Hass	165,481	5,560	175,590
Week Total	165,481	5,560	175,590
Week 1 - begin 02/01/2016			
Hass	205,652	9,760	223,397
Reed	500	20	536
Week Total	206,152	9,780	223,934

Dispatch Data (Week 50 - begin 5/12/2015)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gem			1		2
Gwen	6,408	704			7,688
Hass	214,412	13,091	10,152	13,877	242,583
Lamb Hass	52				52
Reed	3,608	534			4,579
Total	224,480	14,330	10,152	13,877	254,904



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 2 + 3)	17,698	87,518	223,817	502,457	397,805	184,042	0	0	0	1,413,337

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 : 5th December - 11th December 2015 (Wk 50)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW		201	254	666	173	72	133		1,499	316			2,074
New Zealand		3,717	7,972	17,252	16,047	21,690	8,580	21,785	97,043				97,043
South Qld	1,206								1,206	384			1,904
Sunshine Coast	16	47	105	99	195	278	202		942	926			2,626
Tamborine/ Northern Rivers				40	40	40	46		166	96			341
Tri State	1,416	1,004	4,171	2,223	1,476	705	203	124	11,322	882			12,926
WA/NT	2,240	8,374	16,322	25,213	21,624	17,982	14,927	5,620	112,302	11,726	10,152	13,877	137,991
Total	4,878	13,343	28,824	45,493	39,555	40,767	24,091	27,529	224,480	14,330	10,152	13,877	254,904

Origin of Avocado



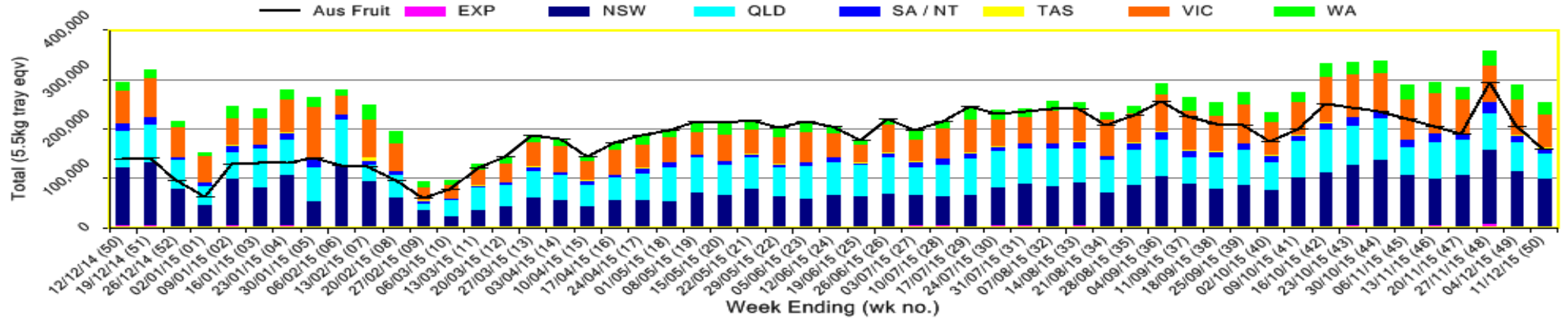
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 5th December - 11th December 2015 (Wk 50)

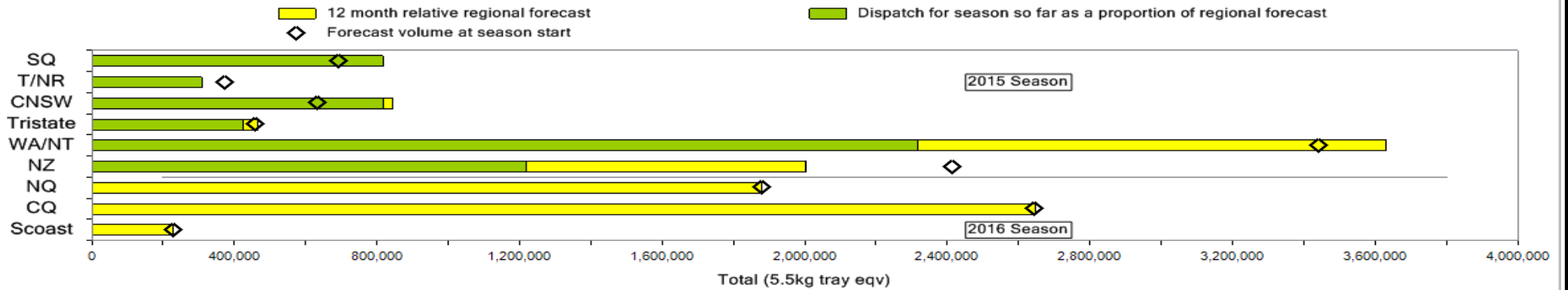
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	50		15					2,177	2,242	464			3,086
NSW	1,883	5,451	12,000	19,624	14,179	15,089	5,858	11,348	85,432	5,750	3,252		96,478
QLD	675	2,412	5,644	9,380	7,602	9,298	4,099	8,015	47,125	1,157	1,320		49,469
SA / NT	53	74		336	2,235	3,481	3,724	25	9,928	1,054	3,456		12,472
TAS	5	13				456	616		1,090				1,090
VIC	2,044	4,867	10,342	14,513	11,868	9,959	3,539	2,971	60,103	3,547	600		66,661
WA	168	526	823	1,640	3,671	2,484	6,255	2,993	18,560	2,358	1,524	13,877	25,647
Total	4,878	13,343	28,824	45,493	39,555	40,767	24,091	27,529	224,480	14,330	10,152	13,877	254,904

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2015 to date = 11,595,192 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 50 Contributors - Packhouses

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

Week 50 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	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)	VB Sculli (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	45,387			45,387	3,264			3,264	5,935	2,592			2,592	471	51,793			51,793
Total non supermarket sales	15,187			15,187	2,521			2,521	4,584						19,771			19,771
Total exports																		
Total sales	60,574			60,574	5,785			5,785	10,518	2,592			2,592	471	71,563			71,563
Total Stock on Hand	1,960			1,960											1,960			1,960
QLD																		
Total supermarket sales	33,298			33,298	864			864	1,571						34,869			34,869
Total non supermarket sales	1,343			1,343	770			770	1,400	170			170	31	2,774			2,774
Total exports																		
Total sales	34,641			34,641	1,634			1,634	2,971	170			170	31	37,643			37,643
Total Stock on Hand	29,728			29,728	311			311	565	310			310	56	30,350			30,350
SA & TAS																		
Total supermarket sales	13,937			13,937	672			672	1,222	3,456			3,456	628	15,787			15,787
Total non supermarket sales	5,698		404	6,102	904		140	1,044	1,898						7,342		659	8,000
Total exports																		
Total sales	19,635		404	20,039	1,576		140	1,716	3,120	3,456			3,456	628	23,129		659	23,787
Total Stock on Hand	10,710		432	11,142	1,283		445	1,728	3,142					13,043		1,241	14,284	
VIC																		
Total supermarket sales	32,804			32,804	1,069			1,069	1,944						34,748			34,748
Total non supermarket sales	8,189			8,189	1,005			1,005	1,827	308			308	56	10,072			10,072
Total exports																		
Total sales	40,993			40,993	2,074			2,074	3,771	308			308	56	44,820			44,820
Total Stock on Hand	3,285			3,285	20			20	36	172			172	31	3,353			3,353
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	14,135			14,135	2,259		24	2,283	4,151	1,524			1,524	277	18,519		44	18,563
Total Stock on Hand																		
Total																		
Total supermarket sales	134,383			134,383	6,899			6,899	12,544	7,572			7,572	1,377	148,303			148,303
Total non supermarket sales	33,353		404	33,757	5,965		164	6,129	11,144	478			478	87	44,285		702	44,988
Total exports	2,242			2,242	464			464	844						3,086			3,086
Total sales	169,978		404	170,382	13,328		164	13,492	24,531	8,050			8,050	1,464	195,674		702	196,377
Total Stock on Hand	51,721		432	52,153	2,172		445	2,617	4,758	482			482	88	55,758		1,241	56,999

