



INFOCADO WEEKLY REPORT: 15th — 21st December 2012 (Wk 51)



Comments

- Retail prices in Sydney this week are high with the lowest price surveyed being \$2.95. Prices peaked in Sydney at \$3.99. Only Perth and Brisbane had store specials in place this week.
- Next week Infocado data will be due in on Monday the 31st December. The report will be published following the public holidays later that week. The Avocados Australia office will be closed from 2pm 21 December 2012 and reopening at 8am 7 January 2013. Should you have any problems with submitting your data over this time period please email infocado@avocado.org.au as this email address will still be monitored.
- Only a few packhouses have not returned their seasonal forecasts yet. The revised forecasts will be used in the January 2013 Quarterly Report and in the New Year we will be following up with those packers we haven't heard from yet. That will allow us to get the January report out as soon as possible.
- The Infocado team would like to wish you a very happy and safe New Year's. It has been a pleasure working with you all over the last 12 months to produce reports as accurately as possible. We're looking forward to speaking with you in 2013.

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How to conduct Dry
Matter tests at home](#)

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Infocado Reports](#)

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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 | 1 January New Years Day Australia & New Zealand | 2 January New Zealand Public Holiday

Report Index

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IMPORTANT and PLEASE NOTE:

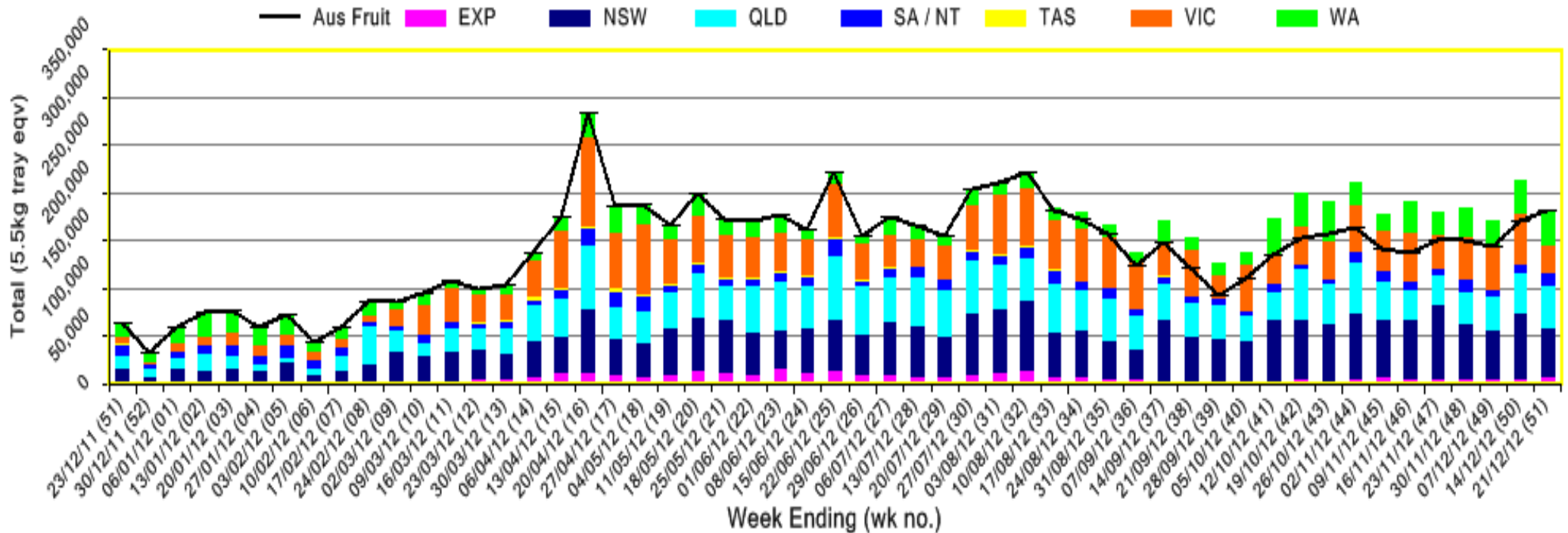
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 15th December - 21st December 2012 (Wk 51)

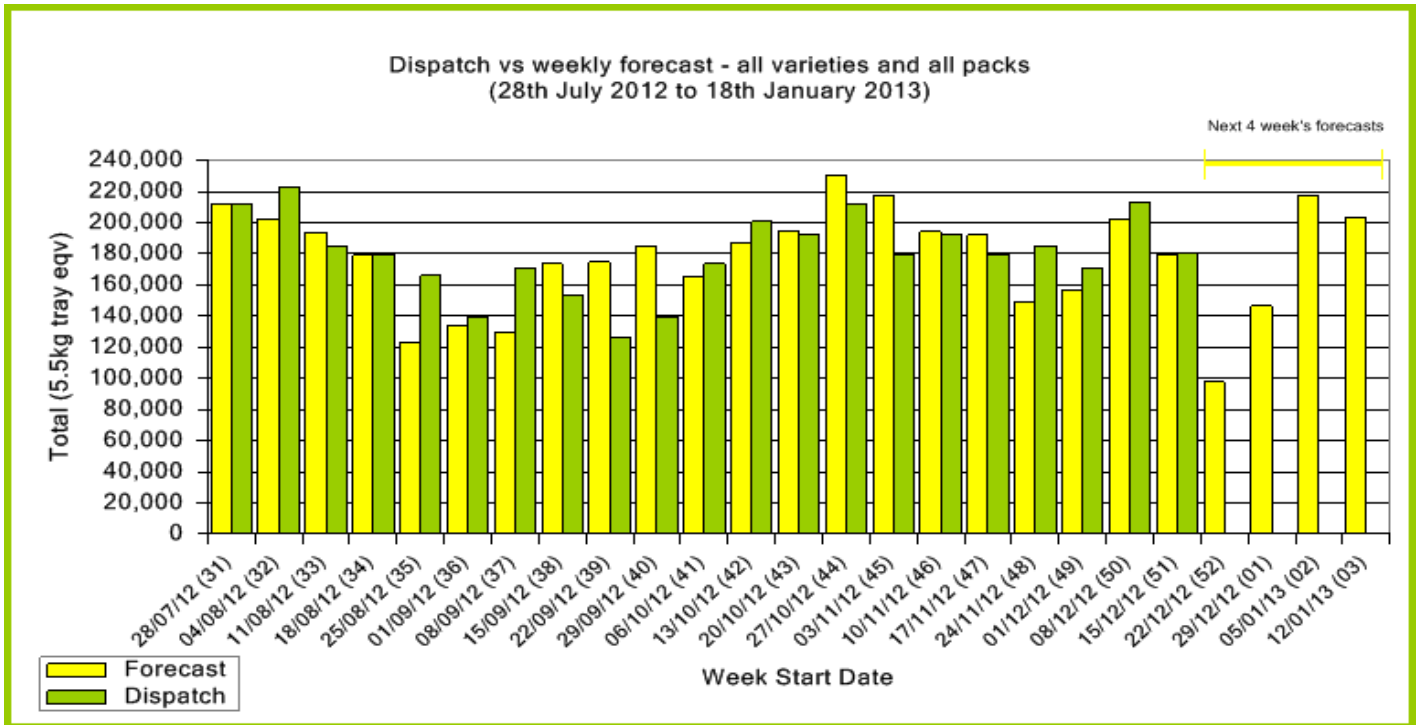
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								1,820	3,812	5,632	960	660			7,497
NSW	324	2,126	11,720	20,938			9,873	1,191	1,297	47,469	1,986	1,980			51,440
QLD	55	8,035	8,212	10,282			6,251	4,026	1,882	38,743	1,618			6,940	42,947
SA / NT	663	230	3,338	4,417			1,619	2,051	640	12,958	43	137			13,061
VIC	522	593	2,341	6,752	10		9,510	8,054	95	27,877	493	660			28,893
WA	4	736	2,585	4,653			7,068	7,700	3,397	26,182	5,756	660	80		36,782
Total	1,568	11,720	28,196	47,042	10		34,321	23,022	9,131	158,861	10,856	4,097	80	6,940	180,621

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2012 to date = 7,856,497 5.5kg tray eqv



Forecast Data (Week 51 - 3)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 51 - begin 15/12/2012						
Gwen	800	200				1,164
Hass	153,242	11,224	4,000	40	5,000	175,292
Lamb Hass	1,150	100				1,332
Reed	1,800	4	150			1,834
Week Total	156,992	11,528	4,150	40	5,000	179,623
Week 52 - begin 22/12/2012						
Gwen	1,100	350				1,736
Hass	90,550	2,055	2,000	40	2,000	95,021
Lamb Hass	750	60				859
Week Total	92,400	2,465	2,000	40	2,000	97,617
Week 1 - begin 29/12/2012						
Gwen	500	250				955
Hass	133,464	5,124	2,000	40	3,000	143,696
Lamb Hass	900	50				991
Reed	700	2	100			722
Week Total	135,564	5,426	2,100	40	3,000	146,363
Week 2 - begin 05/01/2013						
Gwen	200	50				291
Hass	194,943	10,424	4,000	40	7,000	215,903
Lamb Hass	500					500
Reed	700	2	100			722
Week Total	196,343	10,476	4,100	40	7,000	217,415
Week 3 - begin 12/01/2013						
Hass	181,272	10,386	4,000		7,000	202,156
Reed	950	52	100			1,063
Week Total	182,222	10,438	4,100		7,000	203,218

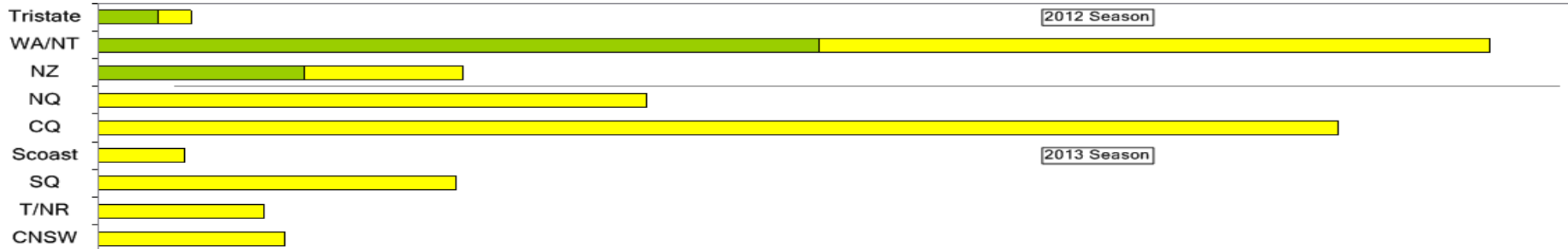
Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 51 - begin 15/12/2012)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	711	208				1,089
Hass	152,900	10,482	3,960	80	6,940	173,955
Lamb Hass	4,259	131				4,497
Reed	991	35	137			1,080
Total	158,861	10,856	4,097	80	6,940	180,621



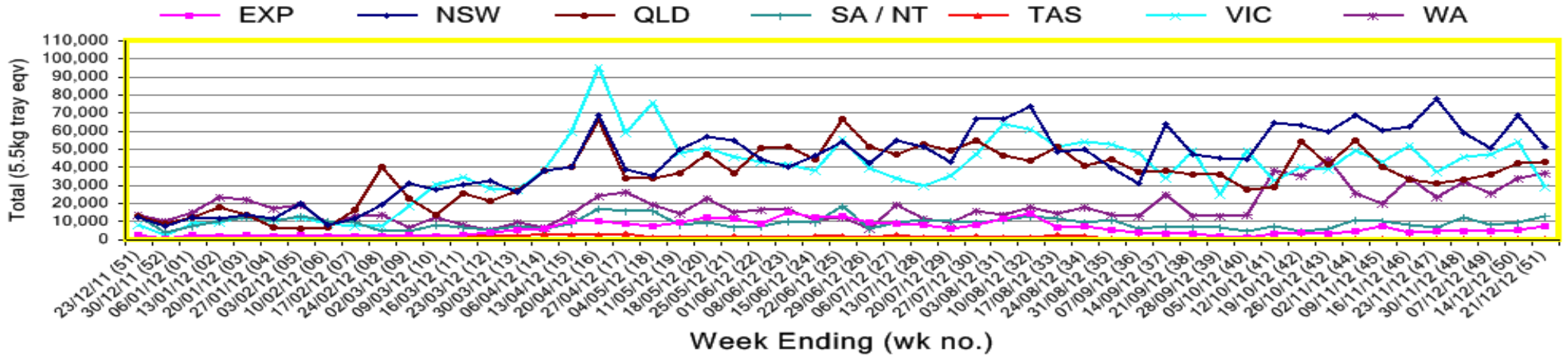
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	933,459
Australia	27,768	106,347	156,090	211,721	71,661					573,587
USA			7							
Japan	374	9,797	38,653							
Total	28,142	116,144	194,750	211,721	71,661					622,418

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 = 7,856,497 5.5kg tray eqv



Week 51 contributors - Packhouses

Advance Packing & Marketing Services P/L
 Avocado Industry Council (NZAGA)
 Avonova
 Box Organics
 C F Fechner
 Chislett Developments Pty Ltd

Delroy Orchards
 KV & JM Lehmann
 Mariners Rest
 Natures Fruit Company
 VP & EA Farrell

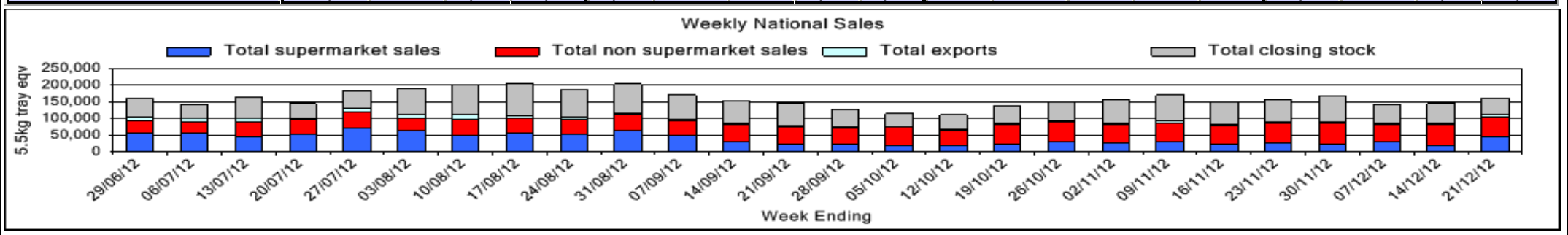
Week 51 contributors - Wholesalers

C & S Ponte Produce Pty Ltd (Melbourne)
 Costa Farms (Adelaide)
 Costa Farms (Brisbane)
 Costa Farms (Melbourne)
 Costa Farms (Perth)
 Dykes Bros (Melbourne)
 Etherington (Perth)
 Exotic Fruit Traders (Sydney)
 Fresh Choice WA Pty Ltd (Perth)

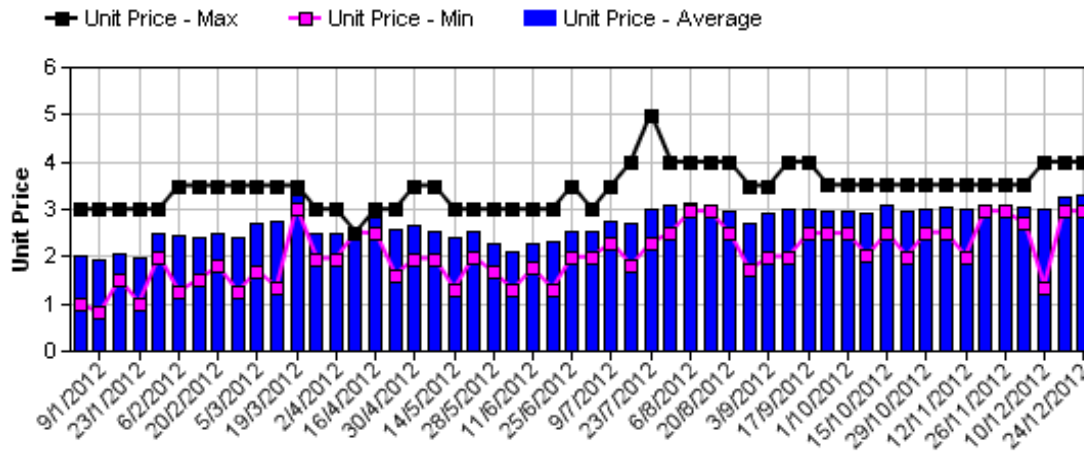
Kelly's Citrus (Melbourne)
 Murray Bros (Brisbane)
 Sculli & Co Pty Ltd (Melbourne)
 Sinclair & Antico (Aust) Pty Ltd (Sydney)
 The La Manna Group (Adelaide)
 The La Manna Group (Brisbane)
 The La Manna Group (Melbourne)
 United Fresh (Adelaide)

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

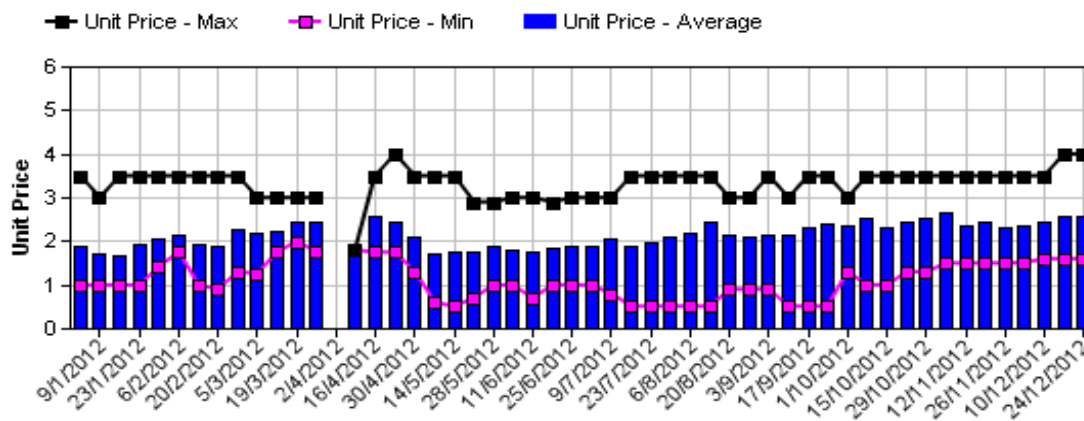
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week.																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,680		550	4,230	850			850	1,545						5,225		550	5,775
Total Stock on Hand																		
QLD																		
Total supermarket sales	27,715		2,400	30,115											27,715		2,400	30,115
Total non supermarket sales	21,709			21,709	733			733	1,333						23,042			23,042
Total exports																		
Total sales	49,424		2,400	51,824	733			733	1,333					50,757		2,400	53,157	
Total Stock on Hand	15,216			15,216	394			394	716					15,932			15,932	
SA & TAS																		
Total supermarket sales	6,542		432	6,974	140			140	255					6,797		432	7,229	
Total non supermarket sales	4,901		343	5,244	441		40	481	875					5,703		416	6,119	
Total exports																		
Total sales	11,443		775	12,218	581		40	621	1,129					12,499		848	13,347	
Total Stock on Hand	12,245		1,017	13,262	274		28	302	549					12,743		1,068	13,811	
MIC																		
Total supermarket sales	6,241		800	7,041										6,241		800	7,041	
Total non supermarket sales	13,031		913	13,944	1,308		120	1,428	2,596					15,409		1,131	16,540	
Total exports																		
Total sales	19,272		1,713	20,985	1,308		120	1,428	2,596					21,650		1,931	23,581	
Total Stock on Hand	15,944		327	16,271	528			528	960	117			117	21	16,925		327	17,252
WA																		
Total supermarket sales	3,124			3,124	2			2	4					3,128			3,128	
Total non supermarket sales	4,136			4,136	705			705	1,282					5,418			5,418	
Total exports	5,632			5,632	960			960	1,745	660			660	120	7,497		7,497	
Total sales	12,892			12,892	1,667			1,667	3,031	660			660	120	16,043			16,043
Total Stock on Hand	3,384			3,384	115			115	209					3,593			3,593	
Total																		
Total supermarket sales	43,622		3,632	47,254	142			142	258					43,880		3,632	47,512	
Total non supermarket sales	47,457		1,806	49,263	4,037		160	4,197	7,631					54,797		2,097	56,894	
Total exports	5,632			5,632	960			960	1,745	660			660	120	7,497		7,497	
Total sales	96,711		5,438	102,149	5,139		160	5,299	9,635	660			660	120	106,175		5,729	111,903
Total Stock on Hand	46,899		1,344	48,243	1,311		28	1,339	2,435	117			117	21	49,304		1,395	50,699



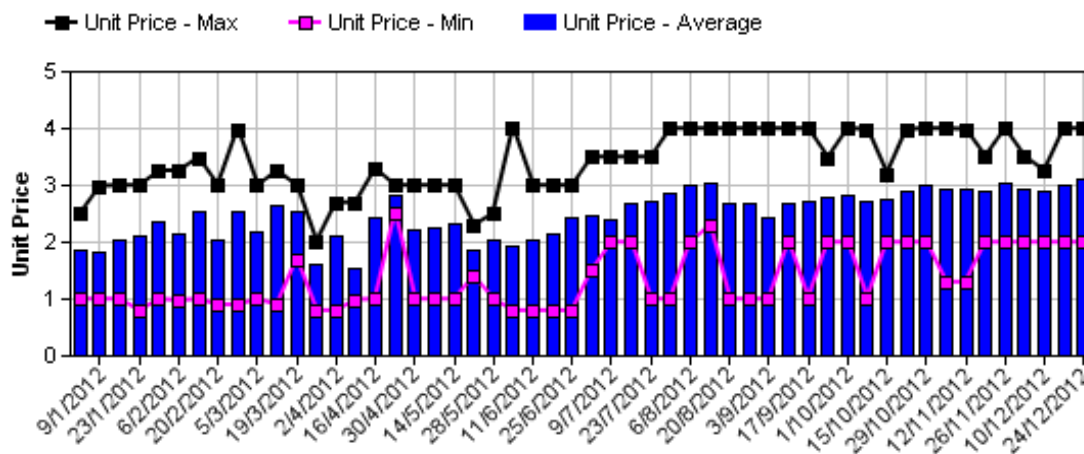
Hass Avocado Average Retail Prices - Sydney



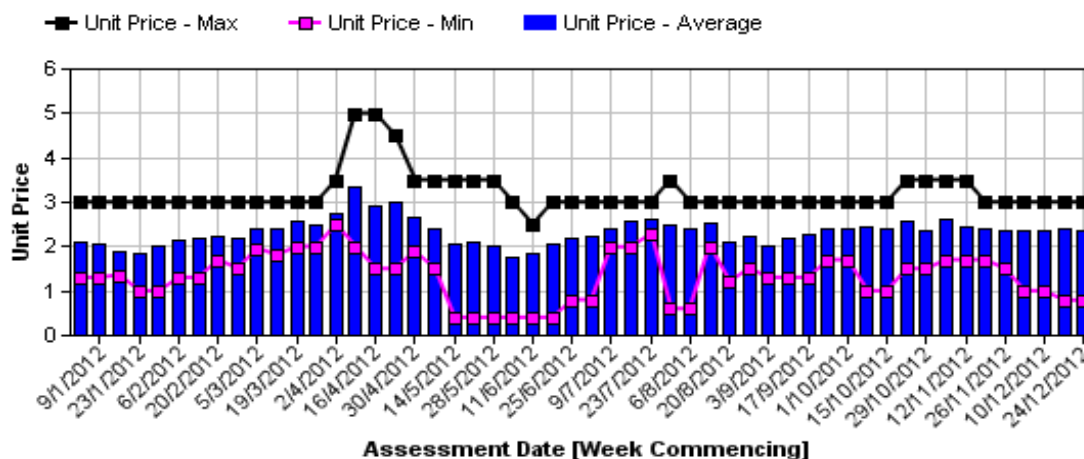
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

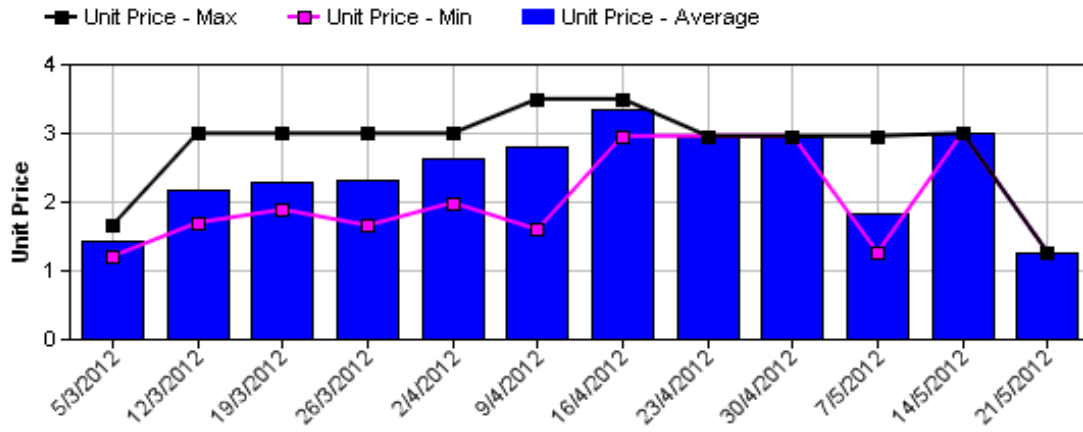


Hass Avocado Average Retail Prices - Perth

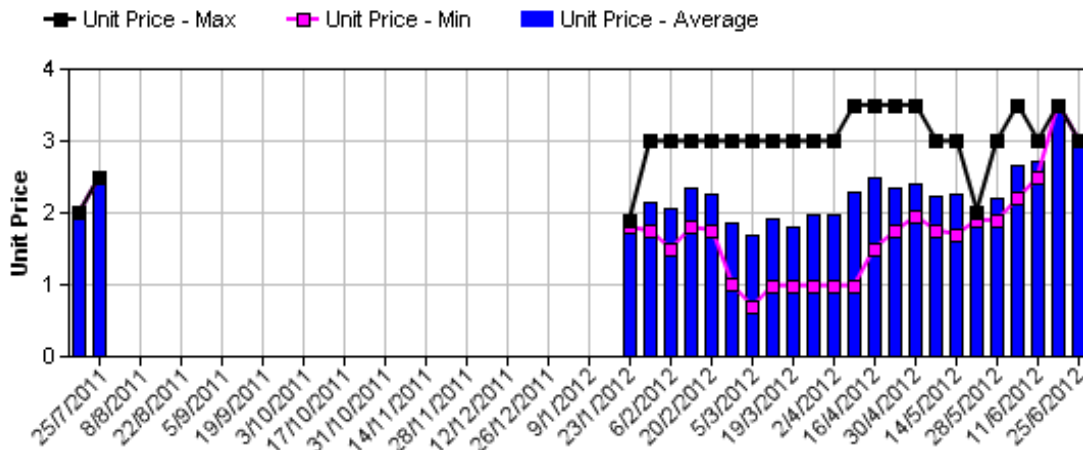


Assessment Date [Week Commencing]

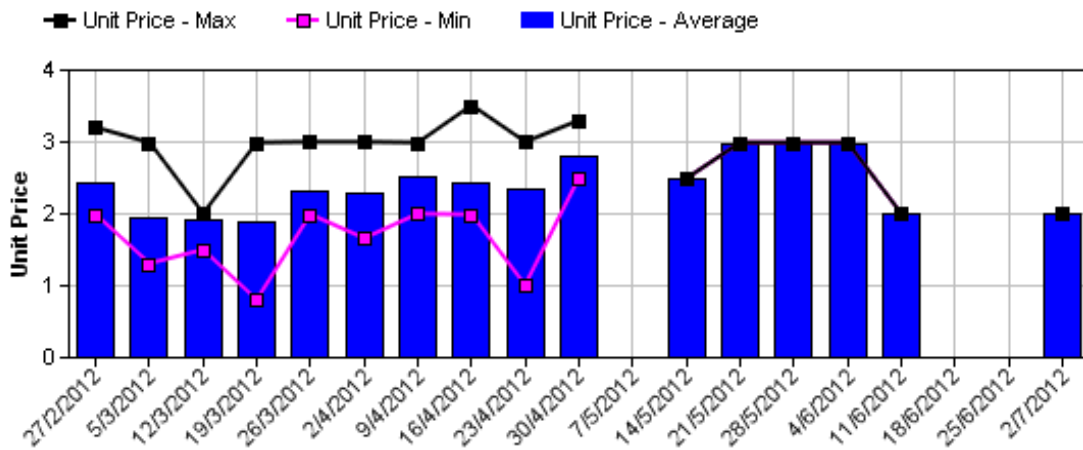
Shepard Avocado Average Retail Prices - Sydney



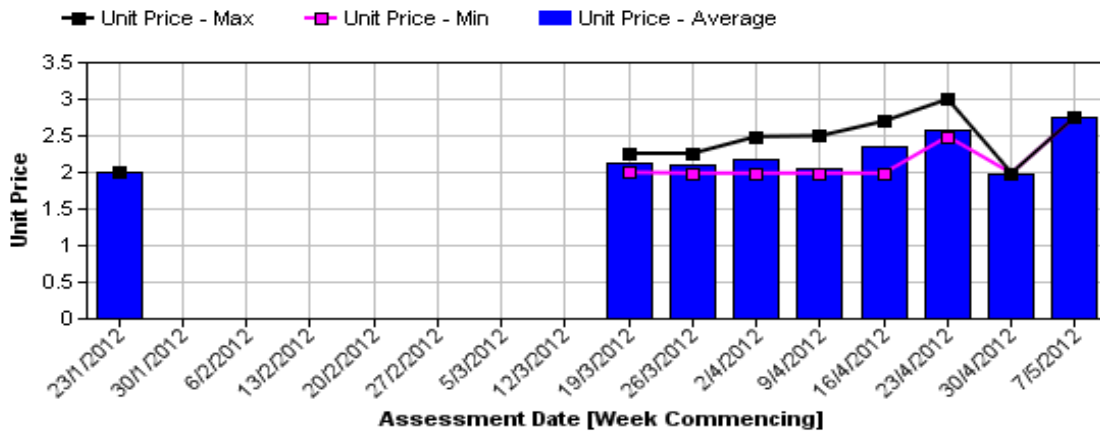
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 24th December 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
IGA	Hass	290	2.95	No	Mixed	I	Hass	246	1.99	No	Aus
Woolworths	Hass	250	2.98	No	Aus	I	Hass	280	2.69	No	NZ
Woolworths	Hass	275	2.98	No	Aus	Safeway	Hass	270	2.98	No	Aus
Woolworths	Hass	300	2.98	No	Aus	Coles	Hass	260	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Safeway	Hass	295	2.98	No	Aus
Coles	Hass	265	2.98	No	Aus	Coles	Hass	210	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus	Safeway	Hass	275	2.98	No	Aus
I	Hass	250	2.99	No	Aus	Coles	Hass	255	2.98	No	Aus
IGA	Hass	210	2.99	No	NZ	IS	Hass	265	2.99	No	NZ
I	Reed	470	2.99	No	Aus	IGA	Hass	275	2.99	No	Aus
I	Reed	430	2.99	No	Aus	I	Hass	255	2.99	No	NZ
I	Hass	275	2.99	No	Aus	I	Hass	300	3.25	No	Aus
I	Reed	470	2.99	No	Aus	I	Hass	285	3.25	No	Aus
I	Hass	270	3.29	No	Aus	I	Hass	275	3.99	No	Aus
I	Hass	290	3.50	No	Aus	I	Hass	285	3.99	No	NZ
I	Hass	290	3.99	No	Aus	I	Hass	310	3.99	No	Aus
I	Reed	490	3.99	No	Aus	PERTH					
Foodworks	Hass	300	3.99	No	Mixed	I	Hass	130	0.78	Store	Aus
I	Hass	280	3.99	No	Aus	IS	Hass	190	1.49	Store	Aus
I	Hass	280	3.99	No	Aus	IGA	Hass	240	1.69	No	Aus
BRISBANE						Woolworths	Hass	200	1.98	No	Aus
IGA	Hass	180	1.59	No	Aus	Woolworths	Hass	210	1.98	Store	Aus
IGA	Hass	200	1.69	Cat	NZ	Woolworths	Hass	210	1.98	No	Aus
I	Hass	200	1.99	No	NZ	I	Hass	240	2.49	No	Aus
Woolworths	Hass	210	2.24	No	Aus	I	Hass	240	2.50	No	Aus
I	Hass	210	2.49	Store	NZ	Coles	Hass	230	2.68	No	Aus
I	Hass	205	2.50	Store	Aus	Coles	Hass	210	2.68	No	Aus
I	Hass	200	2.50	Store	Aus	Coles	Hass	220	2.68	No	Aus
IGA	Hass	200	2.68	No	Aus	IGA	Hass	230	2.69	No	Aus
I	Hass	220	2.79	Store	Aus	I	Hass	240	2.99	No	Aus
Woolworths	Hass	240	2.88	No	Aus	I	Hass	250	2.99	No	Aus
Woolworths	Hass	250	2.88	No	Aus	IGA	Hass	280	2.99	No	Aus
Coles	Hass	190	2.98	No	Aus	IGA	Hass	260	2.99	No	Aus
Coles	Hass	270	2.98	No	Aus						
I	Hass	262	3.99	Store	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

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets