



INFOCADO WEEKLY REPORT: 14th — 20th December 2013 (Wk 51)



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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.
- In early December 2013 increasing wholesale prices attracted media attention. Avocados Australia produced a media statement about the current market for fresh avocados in response to a media request and coverage followed. Key messages in the media statement about what the industry is doing to address peak demand in summer successfully appeared in the coverage, these were: 1) Australian avocado growers in the two main avocado growing regions that supply fruit in summer (Western Australia and Sunraysia growing regions) have been working to expand their capacity to meet the growing demand for avocados in summer, and 2) That significant plantings of avocado trees has occurred to assist Australian avocado growers in meeting strong summer demand in future years.
- AAL produced a media release to inform Australian consumers as to why avocados are currently in short supply and how they can gain the best value from the fruit by proper selection, ripening and storage.
- We would like to wish you all a very Merry Christmas and a prosperous New Year from the Infocado Team!

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:

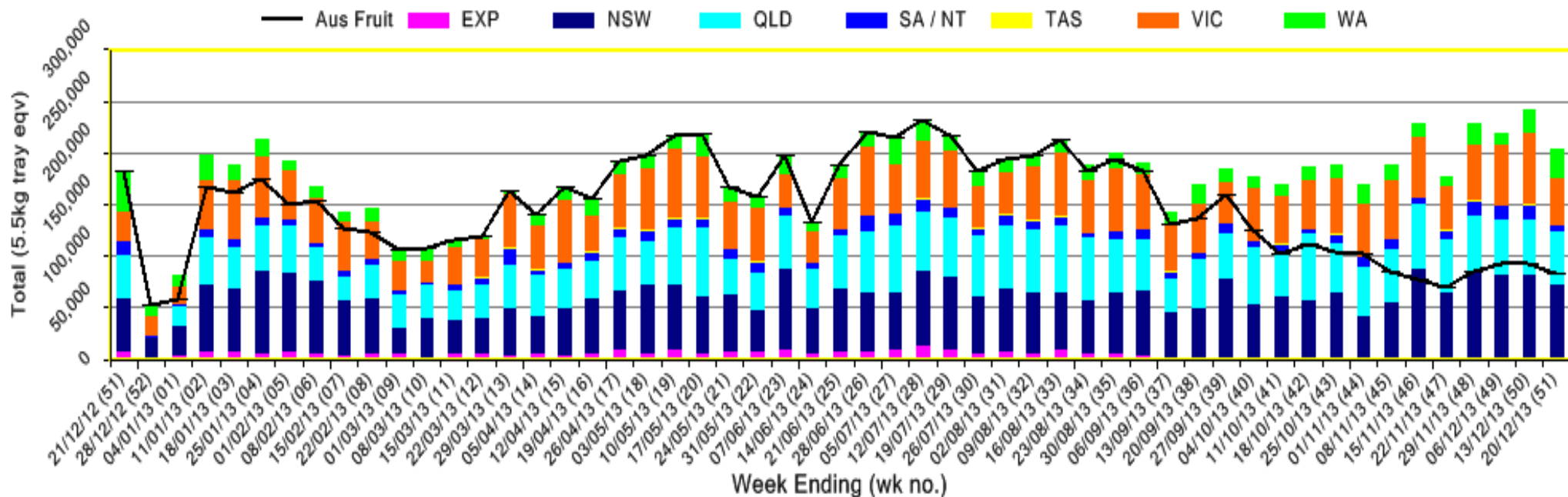
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 14th December - 20th December 2013 (Wk 51)

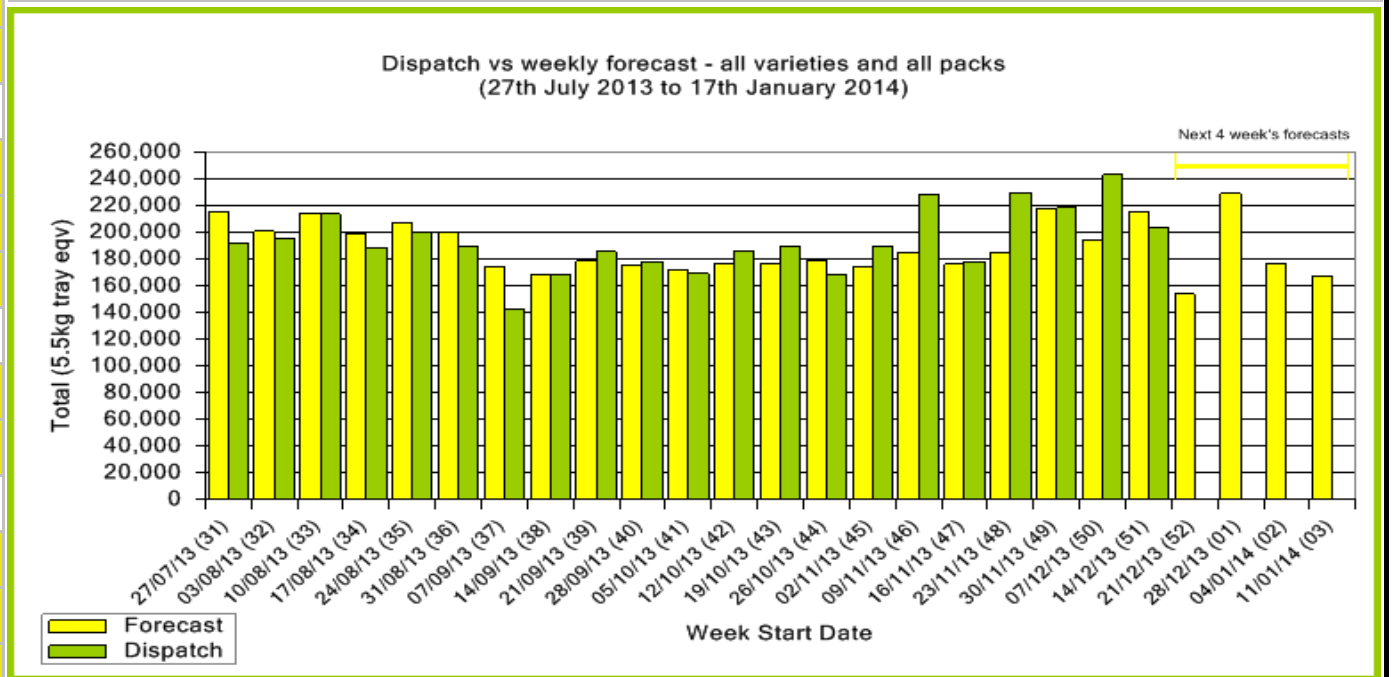
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								454	837	1,291	480			2,164
NSW	1,350	4,666	7,247	12,465		11,444	13,381	7,813	9,413	67,779	1,657	660		70,912
QLD	5	2,101	4,083	8,545	387	8,675	10,062	5,800	7,102	46,760	2,075			50,533
SA / NT		178	655	1,574		940	1,348	595	5	5,295	296			5,833
TAS						288	288			576				576
VIC	868	2,878	9,459	7,641		5,782	6,441	5,162	4,035	42,266	1,551	660	756	45,343
WA	117	519	1,422	8,648		9,156	4,691	1,446	605	26,604	882	660	241	28,372
Total	2,340	10,342	22,866	38,873	387	36,285	36,211	21,270	21,997	190,571	6,941	1,980	997	203,732

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2013 to date = 9,186,855 5.5kg tray eqv



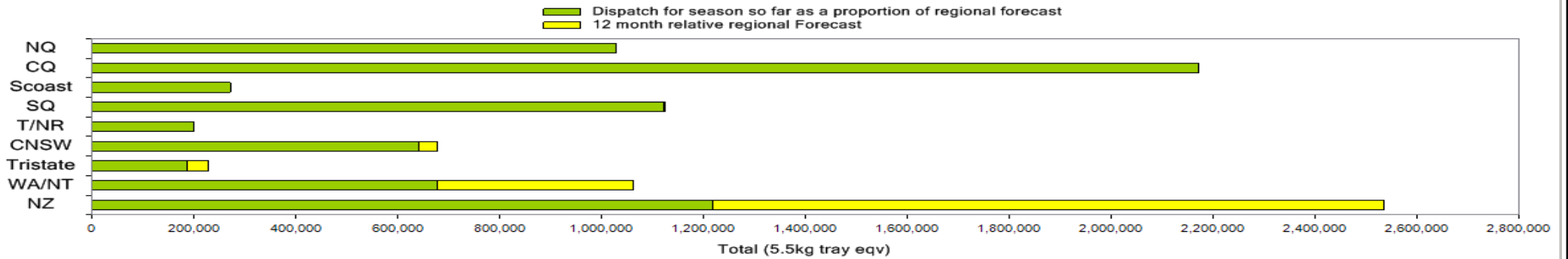
Forecast Data (Week 51 - 3)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 51 - begin 14/12/2013				
Gwen	100			100
Hass	202,741	5,011	20	211,856
Lamb Hass	400			400
Reed	2,250	360		2,905
Week Total	205,491	5,371	20	215,260
Week 52 - begin 21/12/2013				
Hass	145,638	4,238	20	153,347
Reed	650	10		668
Week Total	146,288	4,248	20	154,016
Week 1 - begin 28/12/2013				
Hass	222,045	3,875	10	229,092
Week Total	222,045	3,875	10	229,092
Week 2 - begin 04/01/2014				
Hass	163,590	4,958	10	172,607
Lamb Hass	500			500
Reed	2,450	540		3,432
Week Total	166,540	5,498	10	176,538
Week 3 - begin 11/01/2014				
Hass	157,400	4,850		166,218
Lamb Hass	500			500
Reed	800	30		855
Week Total	158,700	4,880		167,573

Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 51 - begin 14/12/2013)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	164	24			208
Hass	186,784	6,222	1,980	997	198,638
Reed	3,623	695			4,887
Total	190,571	6,941	1,980	997	203,732

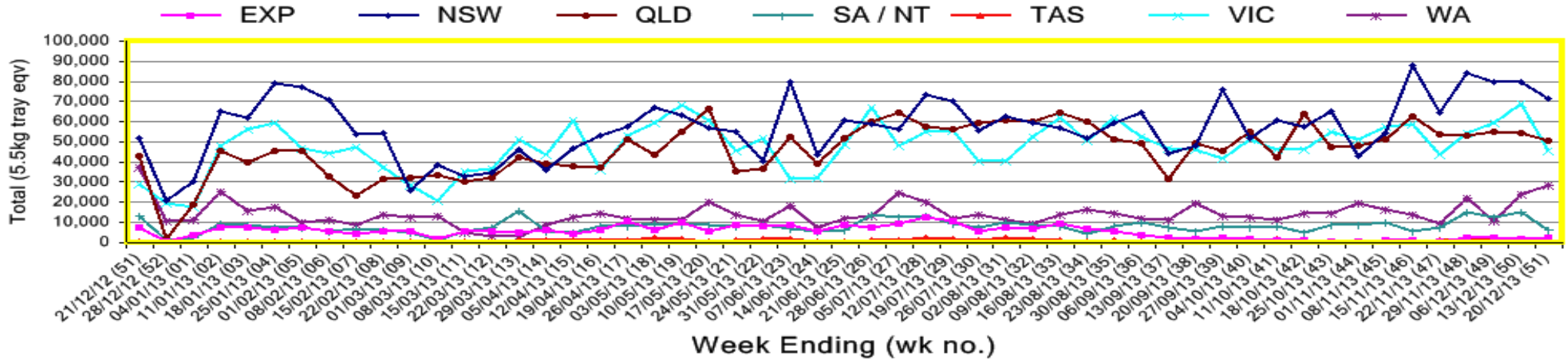


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia	16,341	83,173	283,934	582,190	398,737					1,364,375
USA	0	0	0							
Japan	0	0	0							
Total	16,341	83,173	283,934	582,190	398,737					1,364,375

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 9,186,855 5.5kg tray eqv



Week 51 contributors - Packhouses

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

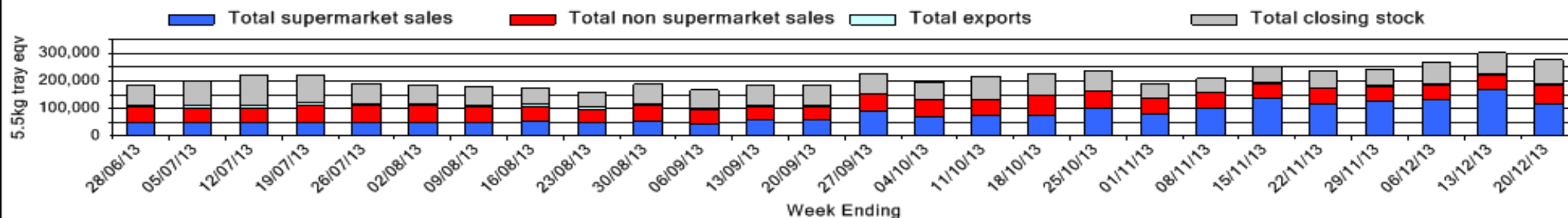
Week 51 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	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)	

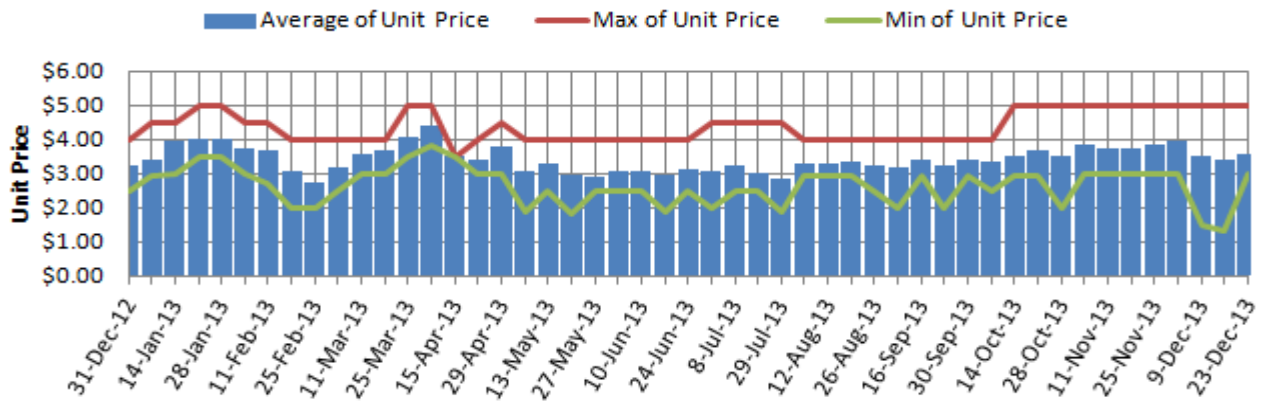
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	37,385		256	37,641											37,385		256	37,641
Total non supermarket sales	8,118		1,241	9,359	1,975		7	1,982	3,604						11,709		1,254	12,963
Total exports																		
Total sales	45,503		1,497	47,000	1,975		7	1,982	3,604						49,094		1,510	50,604
Total Stock on Hand	3,342		738	4,080	45			45	82						3,424		738	4,162
QLD																		
Total supermarket sales	25,892			25,892											25,892			25,892
Total non supermarket sales	26,729		163	26,892	568			568	1,033						27,762		163	27,925
Total exports																		
Total sales	52,621		163	52,784	568			568	1,033						53,654		163	53,817
Total Stock on Hand	22,951		331	23,282	11		2	13	24						22,971		335	23,306
SA & TAS																		
Total supermarket sales	7,182			7,182	126			126	229						7,411			7,411
Total non supermarket sales	3,835		154	3,989	435		260	695	1,264						4,626		627	5,253
Total exports																		
Total sales	11,017		154	11,171	561		260	821	1,493						12,037		627	12,664
Total Stock on Hand	24,706		392	25,098	1,387		40	1,427	2,595						27,228		465	27,693
VIC																		
Total supermarket sales	20,627		560	21,187	215			215	391						21,018		560	21,578
Total non supermarket sales	9,606	1	3,267	12,874	1,647		649	2,296	4,175						12,600	1	4,447	17,048
Total exports																		
Total sales	30,233	1	3,827	34,061	1,862		649	2,511	4,565						33,618	1	5,007	38,626
Total Stock on Hand	23,707		2,125	25,832	1,333			1,333	2,424						26,130		2,125	28,255
WA																		
Total supermarket sales	21,426			21,426	800			800	1,455						22,881			22,881
Total non supermarket sales	5,560			5,560	553			553	1,005						6,565			6,565
Total exports	1,291			1,291	480			480	873						2,164			2,164
Total sales	28,277			28,277	1,833			1,833	3,333						31,610			31,610
Total Stock on Hand	5,089			5,089	37			37	67						5,156			5,156
Total																		
Total supermarket sales	112,512		816	113,328	1,141			1,141	2,075						114,587		816	115,403
Total non supermarket sales	53,848	1	4,825	58,674	5,178		916	6,094	11,080						63,262	1	6,491	69,754
Total exports	1,291			1,291	480			480	873						2,164			2,164
Total sales	167,651	1	5,641	173,293	6,799		916	7,715	14,027						180,013	1	7,307	187,320
Total Stock on Hand	79,795		3,586	83,381	2,813		42	2,855	5,191						84,909		3,662	88,572

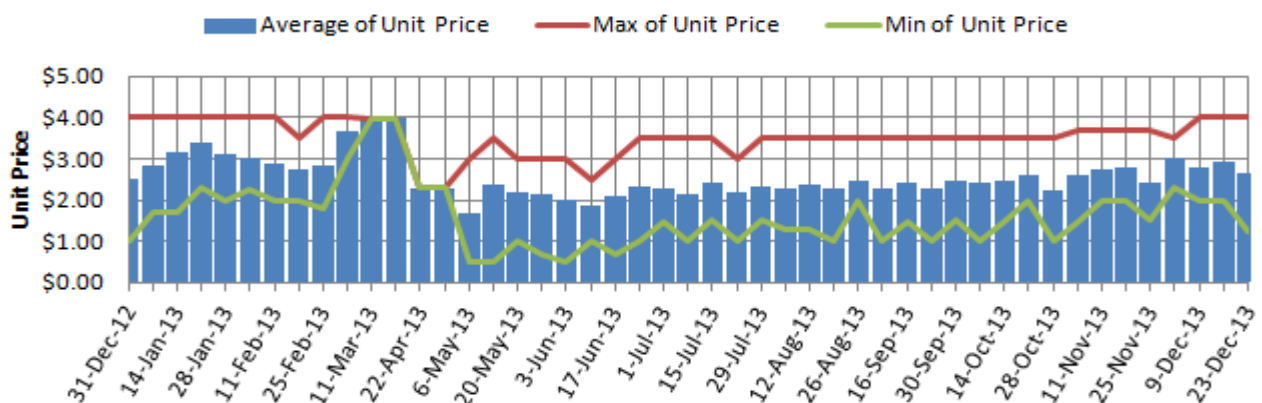
Weekly National Sales



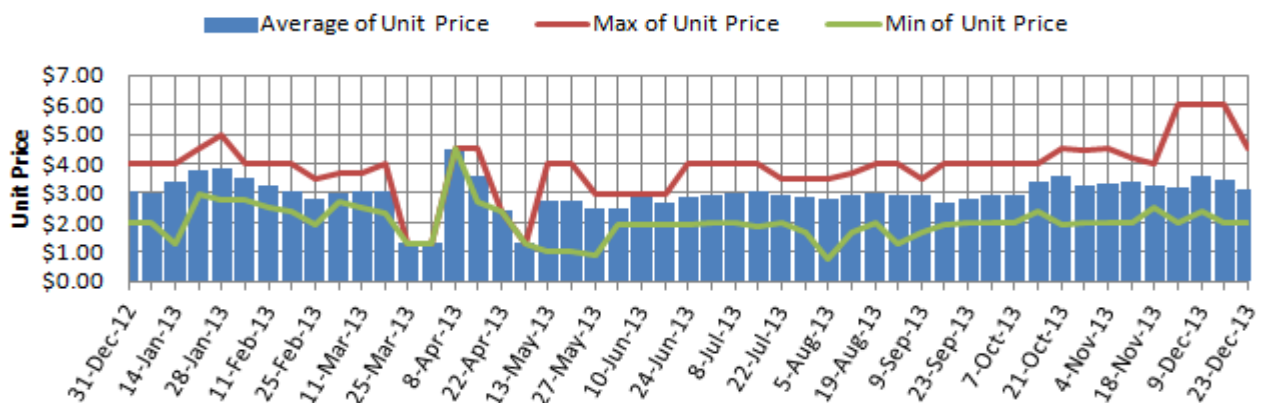
Hass Avocado Average Retail Prices - Sydney



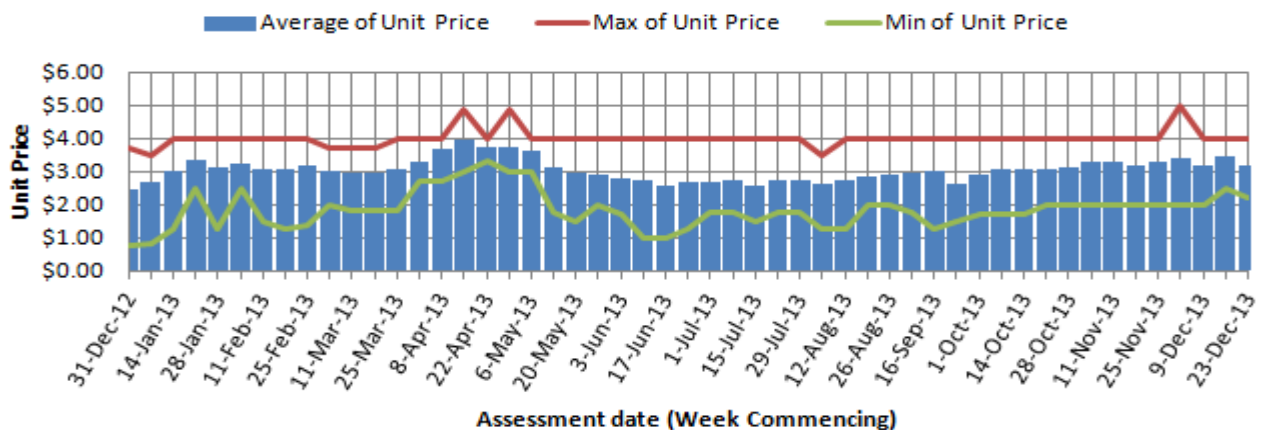
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

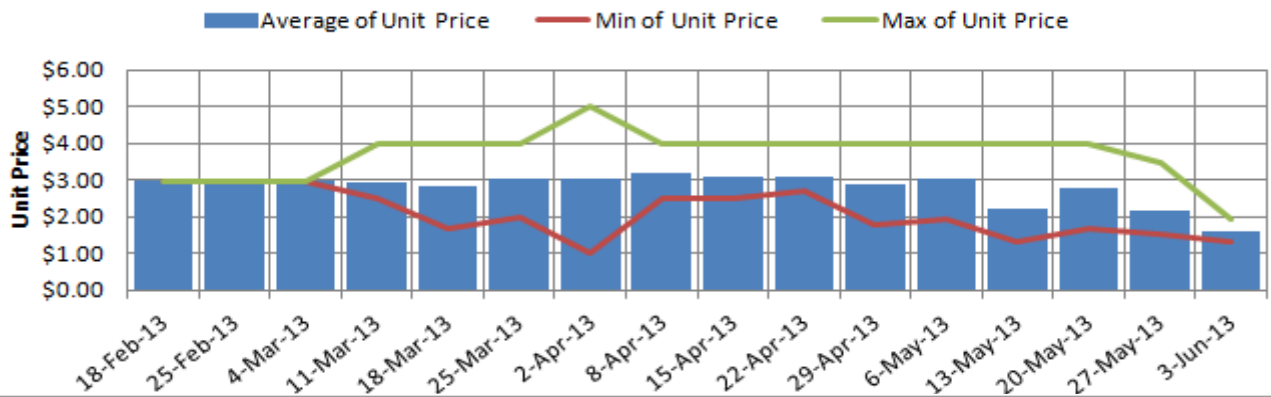


Hass Avocado Average Retail Prices - Perth

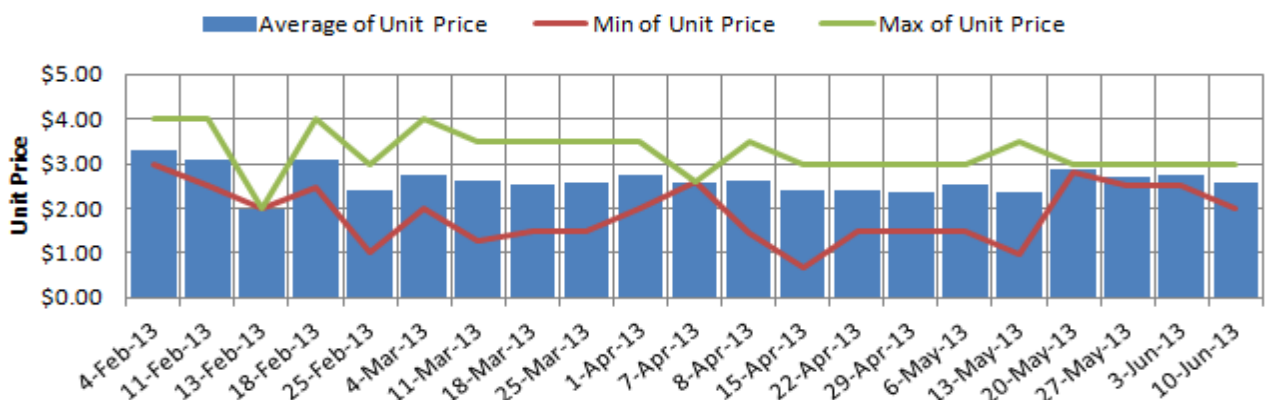


Assessment date (Week Commencing)

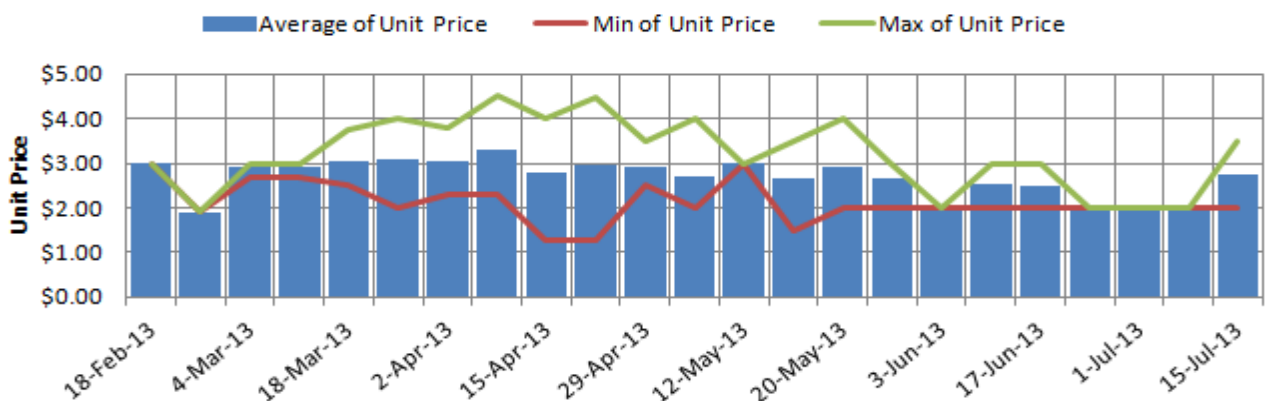
Shepard Avocado Average Retail Prices - Sydney



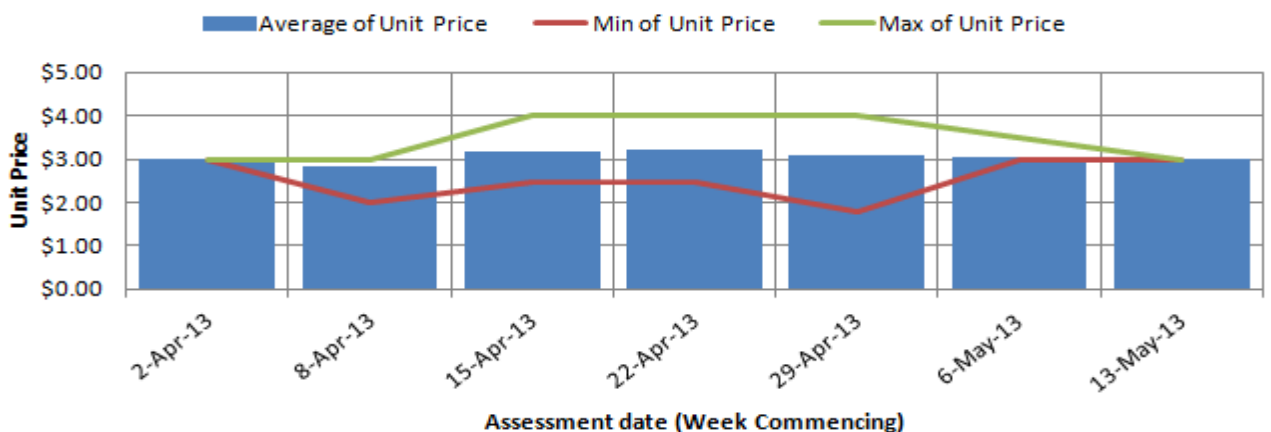
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety – 23rd December 2013

StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin	StoreType	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	290	\$2.98	No	NZ	I	Hass	130	\$1.99	No	NS
Woolworths	Hass	280	\$2.98	No	NZ	I	Hass	205	\$2.29	No	NS
Coles	Hass	250	\$2.98	No	NZ	I	Hass	170	\$2.40	No	NS
Coles	Hass	260	\$2.98	No	NZ	I	Hass	200	\$2.49	No	NS
Woolworths	Hass	270	\$2.98	No	NZ	Coles	Hass	240	\$2.98	No	Aus
Woolworths	Hass	270	\$2.98	No	NZ	I	Hass	185	\$2.99	No	NS
I	Reed	470	\$2.99	No	Aus	I	Hass	220	\$2.99	No	Aus
I	Reed	460	\$2.99	No	Aus	IS	Hass	250	\$2.99	No	Aus
I	Reed	400	\$2.99	No	Aus	IGA	Hass	250	\$2.99	No	NS
I	Hass	260	\$3.49	No	Aus	Safeway	Hass	260	\$3.48	No	NZ
I	Hass	280	\$3.49	No	Aus	Coles	Hass	250	\$3.48	No	NS
IGA	Hass	270	\$3.50	No	Aus	I	Hass	360	\$3.48	No	Aus
I	Reed	480	\$3.99	No	Aus	Coles	Hass	225	\$3.48	No	NZ
I	Hass	320	\$3.99	No	Aus	Safeway	Hass	300	\$3.48	No	Aus
I	Reed	470	\$3.99	No	Aus	Safeway	Hass	235	\$3.48	No	Aus
I	Reed	480	\$3.99	No	Aus	Coles	Hass	260	\$3.48	No	NS
I	Hass	330	\$3.99	No	Aus	I	Hass	205	\$3.49	No	NS
IGA	Hass	290	\$3.99	No	NZ	I	Hass	225	\$3.49	No	NZ
Foodworks	Hass	290	\$3.99	No	Aus	I	Hass	340	\$4.19	No	Aus
I	Hass	280	\$3.99	No	Aus	I	Hass	300	\$4.19	No	Aus
I	Hass	300	\$4.99	No	Aus	I	Hass	330	\$4.50	No	NS
BRISBANE						PERTH					
I	Hass	160	\$1.25	Store	Mixed	I	Hass	260	\$2.48	No	Aus
IGA	Hass	120	\$1.49	Store	NS	IS	Hass	200	\$2.49	Store	Aus
I	Hass	185	\$1.50	Store	NZ	Coles	Hass	255	\$2.98	No	Aus
I	Hass	245	\$1.66	Store	NZ	Coles	Hass	240	\$2.98	No	Aus
Coles	Hass	200	\$2.20	No	NZ	I	Hass	275	\$2.99	No	Aus
IGA	Hass	175	\$2.48	No	NZ	IGA	Hass	230	\$2.99	No	NZ
I	Hass	180	\$2.50	Store	Mixed	I	Hass	240	\$2.99	No	Aus
Coles	Hass	220	\$2.98	No	NZ	Woolworths	Hass	220	\$3.48	No	Aus
I	Reed	360	\$3.00	Store	Aus	Woolworths	Hass	220	\$3.48	Store	Aus
I	Hass	260	\$3.00	Store	Mixed	Woolworths	Hass	230	\$3.48	No	Aus
I	Hass	275	\$3.00	Store	Mixed	IGA	Hass	280	\$3.49	No	NZ
I	Reed	365	\$3.50	Store	Aus	IGA	Hass	240	\$3.69	No	Aus
I	Hass	260	\$3.50	Store	Mixed	I	Hass	250	\$3.99	No	Aus
I	Hass	390	\$3.50	Store	Aus	I	Hass	270	\$3.99	No	Aus
I	Hass	310	\$3.50	Store	Mixed	IGA	Hass	295	\$3.99	No	NS
I	Hass	246	\$3.50	Store	Aus						
I	Hass	390	\$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

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