



# INFOCADO WEEKLY REPORT: 13th December—19th December 2014 (Wk 51)



## Comments

[Click here to learn How to conduct Dry Matter tests at home](#)

[Click here to for a refresher on how to contribute to Infocado](#)

[Click here for tips for using and interpreting Infocado Reports](#)

[Click here to download avocado supply chain education materials](#)

- Sydney continues to absorb larger volumes with the volume peaking at approx. 127,133 5.5kg tray eqv's. (refer P 2).
- Low volumes continue to be exported, primarily count 28 and above (refer P 2).
- The weekly dispatch volume was substantially higher than the weekly forecast. AAL would like to remind all packhouses to update their 4 weekly forecast (refer P 3).
- The monthly outlook continues to indicate a reduction in dispatches over the next fortnight period (refer P 3).
- Average retail price per Hass avocado has held steady in comparison to prices seen last week across all major cities (refer P 6-8).

## IGA Metcash Get Serious About Their Avocado Sales

For the 4 weeks of October the IGA ran a competition for their produce teams, the focus being specifically on Avocados to increase sales, raise store level merchandising standards and to increase avocado consumption. The ultimate goal for the longer term was to engage consumers to secure ongoing avocado purchasing throughout the summer. For encouragement Metcash ran a national competition pegging state against state for the right to be named the 2014 MFG Avocado Champions and be awarded the inaugural Australian Avocado Golden Avocado Trophy.

To support IGA with this activity Australian Avocados developed point of sale kits for each of the 1,361 stores involved. Each kit included 50 brochures of "Your Guide to Loving Your avocado", an A3 "Avocados are Delicate" ripening poster and an A3 "Avocado Handling: Retail" poster. The educational materials were aimed at educating both staff and customers on industry best practice for avocado fruit handling.

It was reported by IGA that they were more than happy with the promotion "in the 4 weeks the teams posted some truly fantastic results. Overall volume is up 23.5% with SA and WA recording increases north of 40%". Queensland was the outright winning state and Victoria the runner up. In comments back to Australian Avocados Luke added "Thank you for your support on this, it's been a great success".

For a full brief please refer to the Guacamole Enewsletter - 5/12/2014

## Upcoming Holiday

Christmas Day: 25th Dec | Boxing Day: 26th Dec | New Year's Day: 1st Jan 2015 | Australia Day: 26th Jan 2015 | Labour Day (WA): 2nd March 2015

## Report Index

P2: Dispatches | P3: 4 Weekly Forecasts and Import Data | P4: Dispatches by Region and Contributors | P5: Wholesale data | P6-8: Retail Pricing data

### IMPORTANT and PLEASE NOTE:

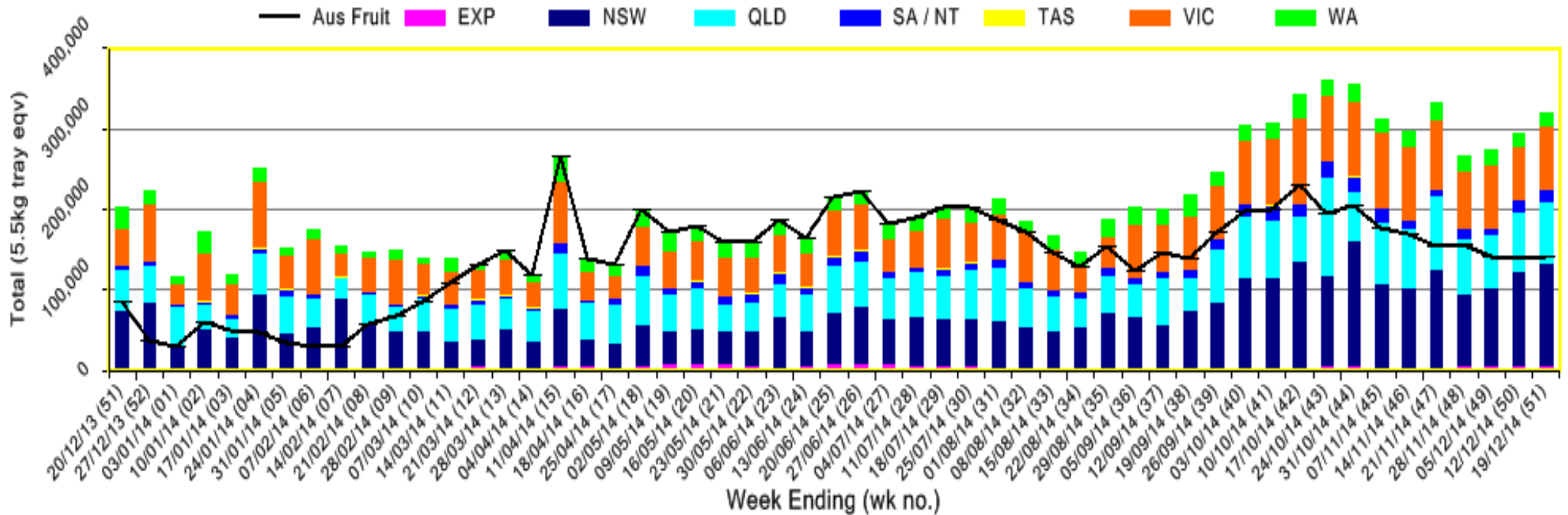
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

This message is intended only for the use of the addressee, is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately. You should not copy it or use it for any purpose, nor disclose its contents to any other person. If you have already received this transmission in error, please notify us immediately by telephone and delete all copies of this transmission together with any attachments. The views and opinions expressed in this e-mail message are the author's own and may not reflect the views and opinions of Avocados Australia Limited.

Industry Dispatches By Destination State and Count Size : 13th December - 19th December 2014 (Wk 51)

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	100		20					3,360	3,480	960			5,225
NSW	1,896	7,946	13,990	24,766	22,579	24,781	12,366	11,900	120,224	3,536	2,640		127,133
QLD		4,514	9,236	16,394	14,131	14,356	8,044	7,162	73,837	1,343	3,168	1,000	77,037
SA / NT	2	1,588	1,628	2,966	1,017	479	3,575	967	12,222	549	938		13,391
TAS							304	152	456				456
VIC	1,649	3,344	9,584	21,780	18,399	14,649	5,205	4,302	78,912	867	140		80,513
WA	633	871	1,323	2,072	2,465	5,145	3,613	13	16,135	1,060			18,062
<b>Total</b>	<b>4,280</b>	<b>18,263</b>	<b>35,781</b>	<b>67,978</b>	<b>58,591</b>	<b>59,714</b>	<b>32,955</b>	<b>27,704</b>	<b>305,266</b>	<b>8,315</b>	<b>6,886</b>	<b>1,000</b>	<b>321,818</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 10,626,654 5.5kg tray eqv



Yellow shading indicates forecast data

Green shading indicates dispatch data

**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 13/12/2014**

Hass	230,144	7,149	5,500	40		<b>244,149</b>
Lamb Hass	288	268				<b>775</b>
Reed	1,888	568			2,000	<b>3,285</b>
<b>Week Total</b>	<b>232,320</b>	<b>7,985</b>	<b>5,500</b>	<b>40</b>	<b>2,000</b>	<b>248,209</b>

**Week 52 - begin 20/12/2014**

Hass	162,135	2,230		10		<b>166,192</b>
Lamb Hass		88				<b>160</b>
Reed	1,288	248			2,000	<b>2,103</b>
<b>Week Total</b>	<b>163,423</b>	<b>2,566</b>		<b>10</b>	<b>2,000</b>	<b>168,454</b>

**Week 1 - begin 27/12/2014**

Hass	152,985	2,645		10		<b>157,796</b>
Lamb Hass	932	88				<b>1,092</b>
Reed	1,000	200			2,000	<b>1,728</b>
<b>Week Total</b>	<b>154,917</b>	<b>2,933</b>		<b>10</b>	<b>2,000</b>	<b>160,616</b>

**Week 2 - begin 03/01/2015**

Hass	221,634	5,132	2,000	40		<b>231,336</b>
Lamb Hass	1,932	88				<b>2,092</b>
Reed	1,000	200			2,000	<b>1,728</b>
<b>Week Total</b>	<b>224,566</b>	<b>5,420</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>235,156</b>

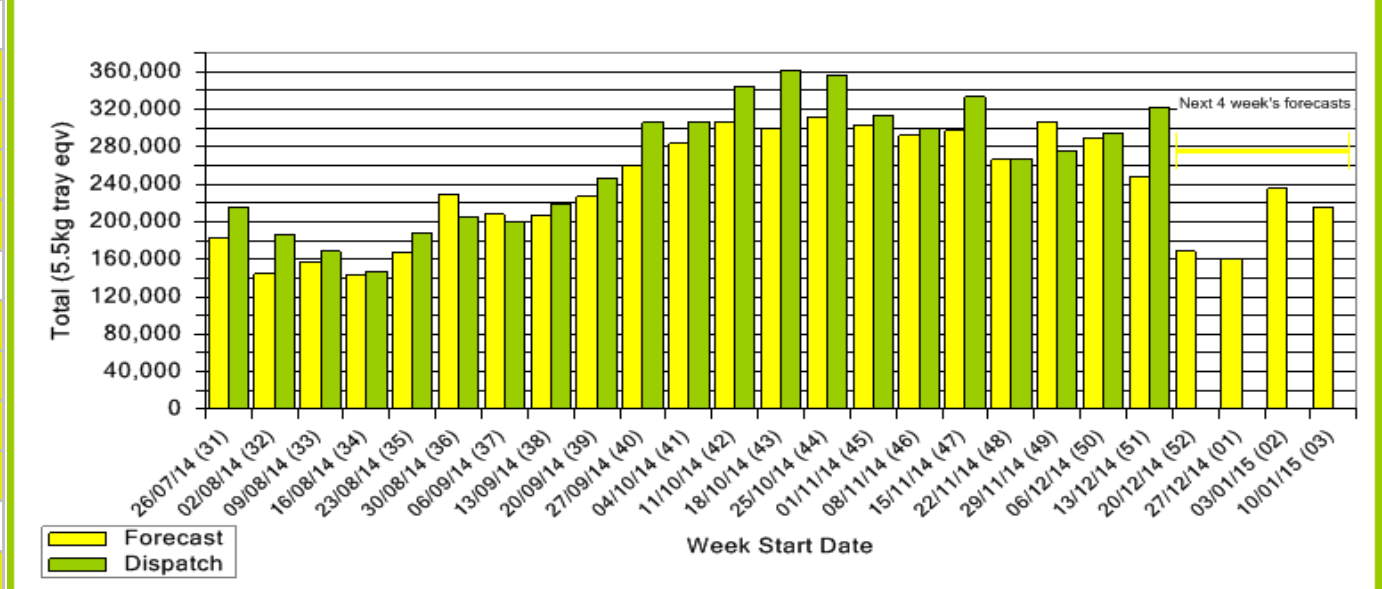
**Week 3 - begin 10/01/2015**

Hass	206,410	3,436	5,000			<b>213,566</b>
Reed	1,000	200			2,000	<b>1,728</b>
<b>Week Total</b>	<b>207,410</b>	<b>3,636</b>	<b>5,000</b>		<b>2,000</b>	<b>215,294</b>

**Dispatch Data (Week 51 - begin 13/12/2014)**

Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	301,168	7,876	6,886		<b>316,740</b>
Lamb Hass	350	96			<b>525</b>
Reed	3,748	343		1,000	<b>4,554</b>
<b>Total</b>	<b>305,266</b>	<b>8,315</b>	<b>6,886</b>	<b>1,000</b>	<b>321,818</b>

Dispatch vs weekly forecast - all varieties and all packs (26th July 2014 to 16th January 2015)

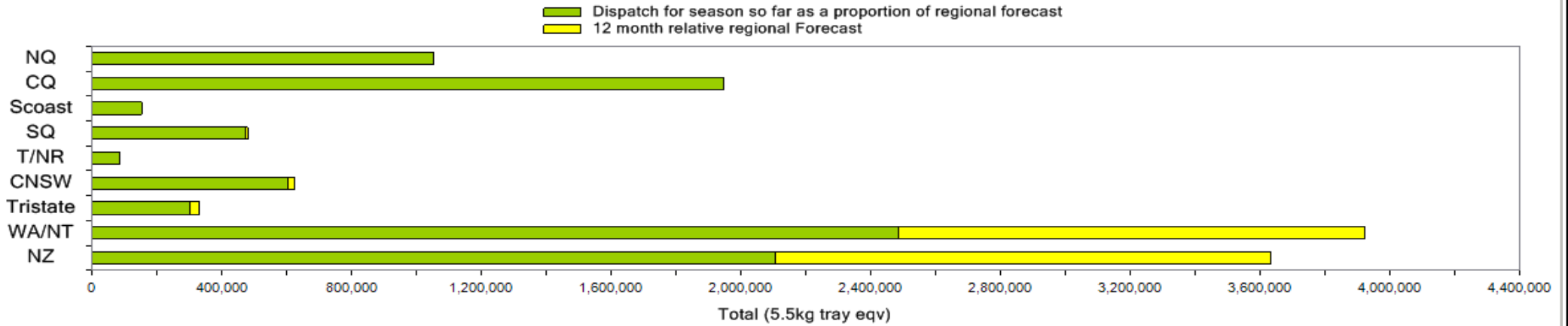


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

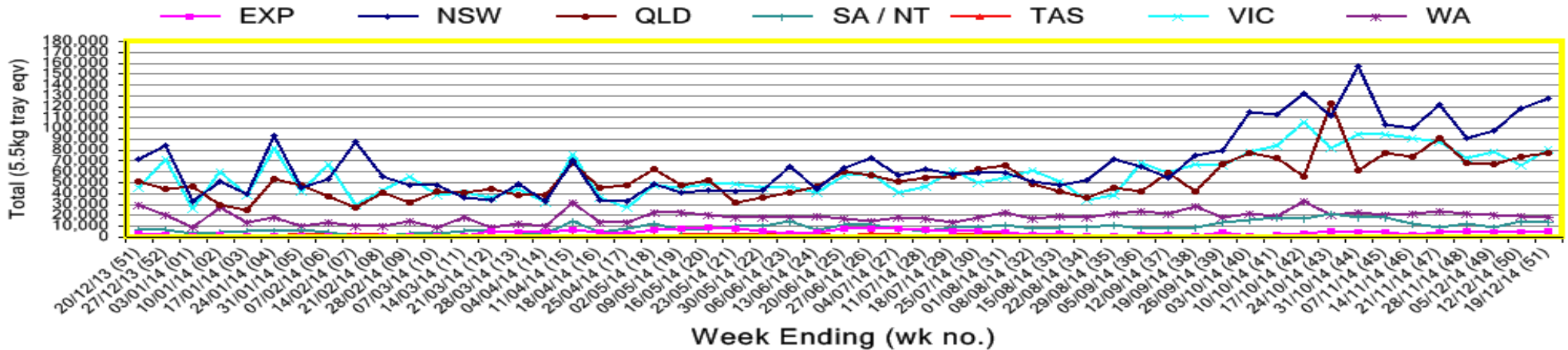
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	552,900	563,784	252,876	5,280	<b>2,949,402</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	474,001					<b>2,105,853</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504					<b>511,408</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	15,991					<b>135,283</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	57,802					<b>266,043</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>517,439</b>					<b>3,018,587</b>

<sup>1</sup> Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port. 3

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2014 to date = 10,626,654 5.5kg tray eqv



**Week 51 Contributors - Packhouses**

Simpson Farms Pty Ltd (Consolidator)	Mariners Rest (WA)
The Avolution (Consolidator)	VP & EA Farrell (WA)
Avocado Industry Council (NZAGA)	West Aussie Avos (WA)
Advance Packing & Marketing Services P/L (WA)	Willow Creek (WA)
Avonova (WA)	CNSW: Less than 3 contributors
Box Organics (WA)	TRI: Less than 3 contributors
Delroy Orchards (WA)	

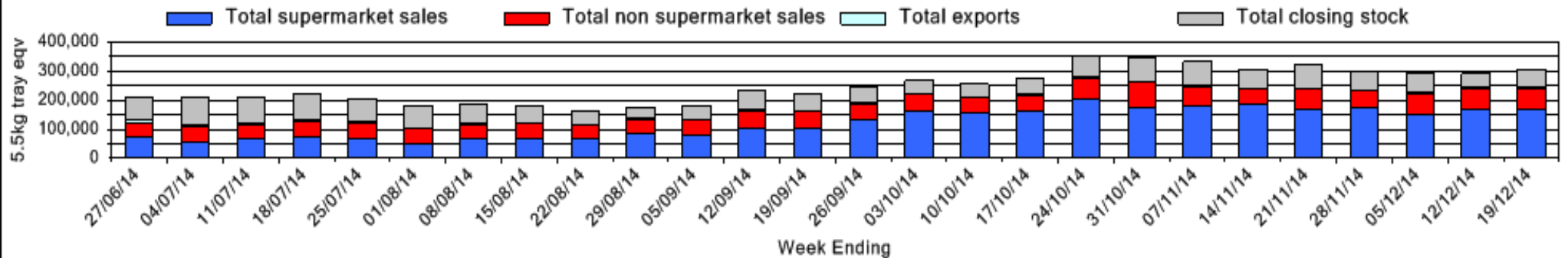
**Week 51 Contributors - Wholesalers**

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 (Melbourne)	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)	WA Farm Direct (Perth)

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

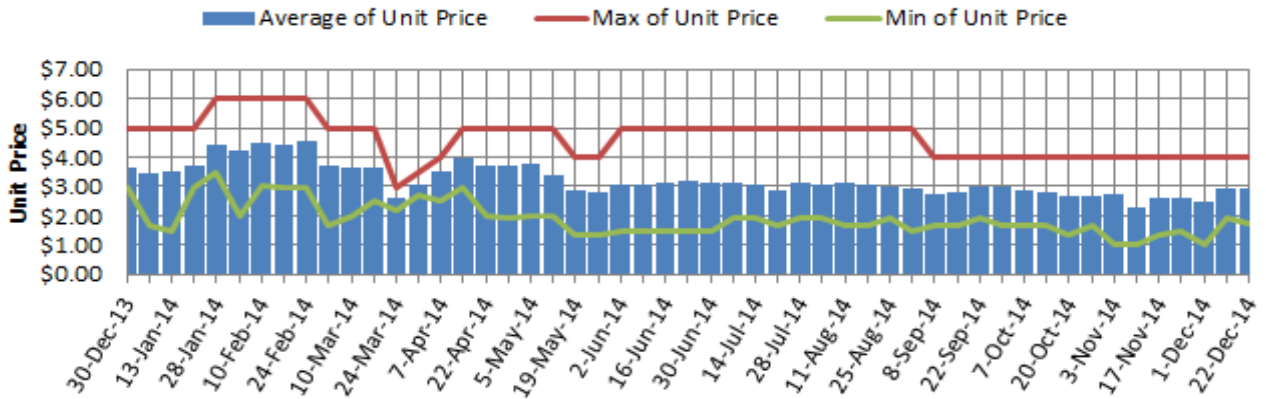
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	61,021		204	<b>61,225</b>	1,966			1,966	<b>3,575</b>						64,596		204	<b>64,800</b>
<b>Total non supermarket sales</b>	9,299		459	<b>9,758</b>	739			739	<b>1,344</b>						10,643		459	<b>11,102</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>70,320</b>		<b>663</b>	<b>70,983</b>	<b>2,705</b>			<b>2,705</b>	<b>4,918</b>						<b>75,238</b>		<b>663</b>	<b>75,901</b>
<b>Total Stock on Hand</b>	<b>1,600</b>		<b>80</b>	<b>1,680</b>	<b>62</b>			<b>62</b>	<b>113</b>						<b>1,713</b>		<b>80</b>	<b>1,793</b>
QLD																		
<b>Total supermarket sales</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total exports</b>	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
<b>Total sales</b>	<b>62,319</b>		<b>288</b>	<b>62,607</b>	<b>1,151</b>		<b>192</b>	<b>1,343</b>	<b>2,442</b>	<b>3,168</b>			<b>3,168</b>	<b>576</b>	<b>64,988</b>		<b>637</b>	<b>65,625</b>
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>	15,773			<b>15,773</b>	276			276	<b>502</b>						16,275			<b>16,275</b>
<b>Total non supermarket sales</b>	8,109		24	<b>8,133</b>	1,595		273	1,868	<b>3,396</b>						11,009		520	<b>11,529</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>23,882</b>		<b>24</b>	<b>23,906</b>	<b>1,871</b>		<b>273</b>	<b>2,144</b>	<b>3,898</b>						<b>27,284</b>		<b>520</b>	<b>27,804</b>
<b>Total Stock on Hand</b>	<b>23,468</b>		<b>123</b>	<b>23,591</b>	<b>1,649</b>		<b>118</b>	<b>1,767</b>	<b>3,213</b>						<b>26,466</b>		<b>338</b>	<b>26,804</b>
VIC																		
<b>Total supermarket sales</b>	34,240			<b>34,240</b>	300			300	<b>545</b>						34,785			<b>34,785</b>
<b>Total non supermarket sales</b>	18,943		452	<b>19,396</b>	1,350		194	1,544	<b>2,807</b>	238			238	<b>43</b>	21,441		805	<b>22,246</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>53,183</b>		<b>452</b>	<b>53,636</b>	<b>1,650</b>		<b>194</b>	<b>1,844</b>	<b>3,353</b>	<b>238</b>			<b>238</b>	<b>43</b>	<b>56,227</b>		<b>805</b>	<b>57,032</b>
<b>Total Stock on Hand</b>	<b>16,817</b>		<b>1,473</b>	<b>18,290</b>	<b>1,328</b>		<b>75</b>	<b>1,403</b>	<b>2,551</b>	<b>2</b>			<b>2</b>		<b>19,232</b>		<b>1,609</b>	<b>20,841</b>
WA																		
<b>Total supermarket sales</b>	8,764			<b>8,764</b>	250		41	291	<b>529</b>						9,219		75	<b>9,293</b>
<b>Total non supermarket sales</b>	3,934			<b>3,934</b>	585			585	<b>1,064</b>						4,998			<b>4,998</b>
<b>Total exports</b>	3,480			<b>3,480</b>	960			960	<b>1,745</b>						5,225			<b>5,225</b>
<b>Total sales</b>	<b>16,178</b>			<b>16,178</b>	<b>1,795</b>		<b>41</b>	<b>1,836</b>	<b>3,338</b>						<b>19,442</b>		<b>75</b>	<b>19,516</b>
<b>Total Stock on Hand</b>	<b>7,314</b>			<b>7,314</b>	<b>346</b>			<b>346</b>	<b>629</b>	<b>240</b>			<b>240</b>	<b>44</b>	<b>7,987</b>			<b>7,987</b>
Total																		
<b>Total supermarket sales</b>	158,302		492	<b>158,794</b>	3,943		233	4,176	<b>7,593</b>	3,168			3,168	<b>576</b>	166,047		916	<b>166,963</b>
<b>Total non supermarket sales</b>	64,100		935	<b>65,036</b>	4,269		467	4,736	<b>8,611</b>	238			238	<b>43</b>	71,906		1,785	<b>73,690</b>
<b>Total exports</b>	3,480			<b>3,480</b>	960			960	<b>1,745</b>						5,225			<b>5,225</b>
<b>Total sales</b>	<b>225,882</b>		<b>1,427</b>	<b>227,310</b>	<b>9,172</b>		<b>700</b>	<b>9,872</b>	<b>17,949</b>	<b>3,406</b>			<b>3,406</b>	<b>619</b>	<b>243,178</b>		<b>2,700</b>	<b>245,878</b>
<b>Total Stock on Hand</b>	<b>52,152</b>		<b>1,676</b>	<b>53,828</b>	<b>3,385</b>		<b>193</b>	<b>3,578</b>	<b>6,505</b>	<b>242</b>			<b>242</b>	<b>44</b>	<b>58,350</b>		<b>2,027</b>	<b>60,377</b>

**Weekly National Sales**

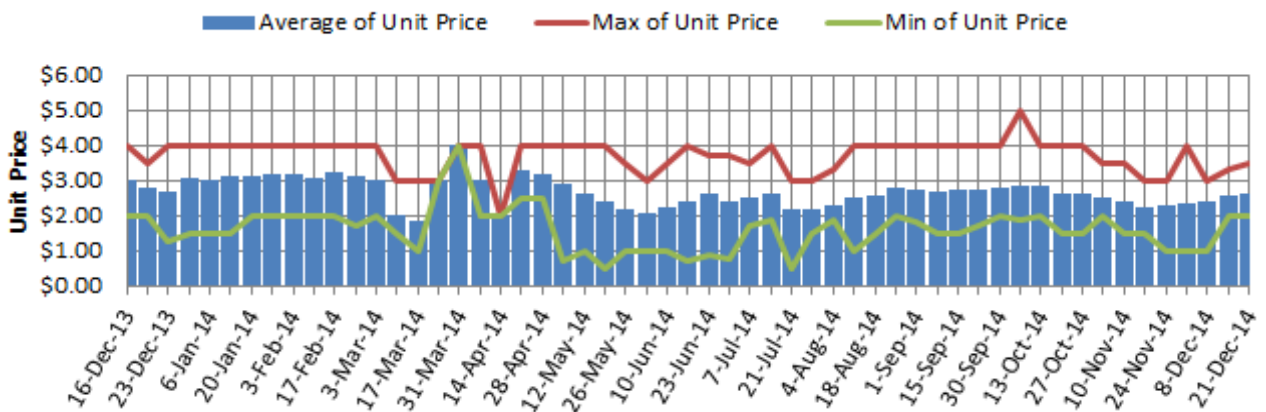




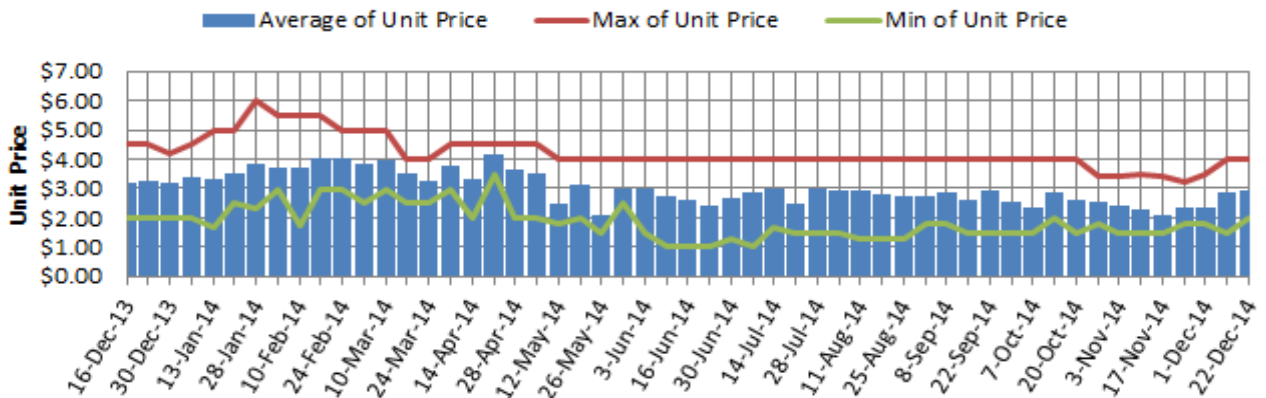
### Hass Avocado Average Retail Prices - Sydney



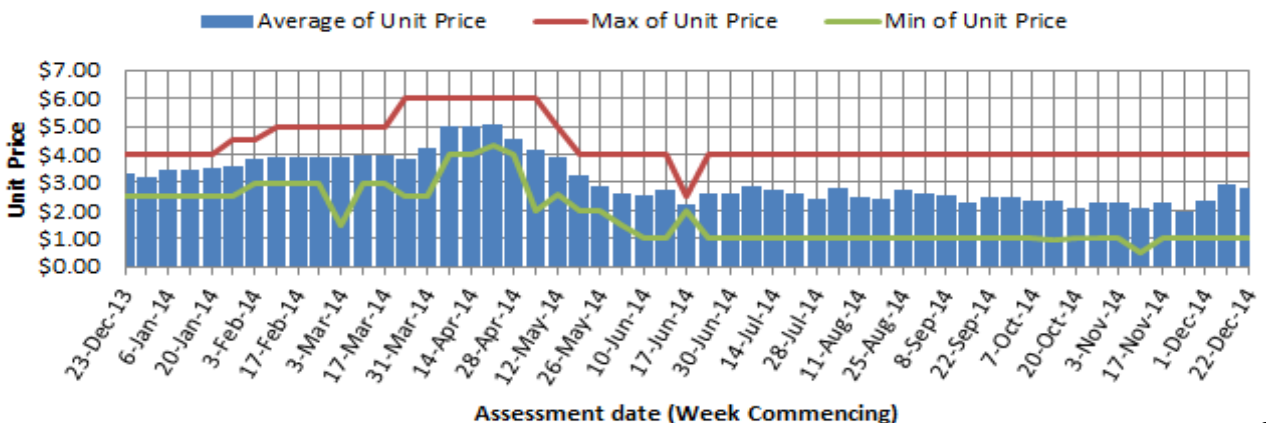
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

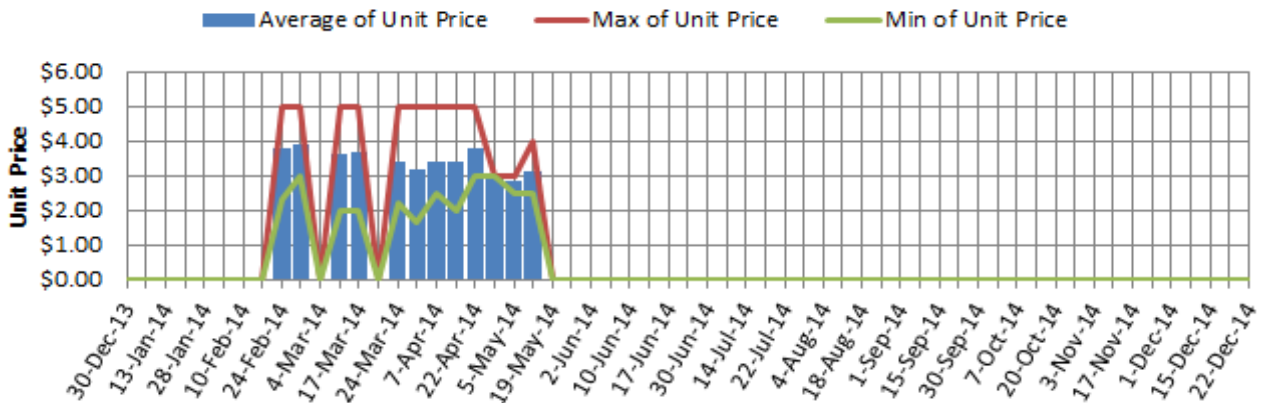


### Hass Avocado Average Retail Prices - Perth

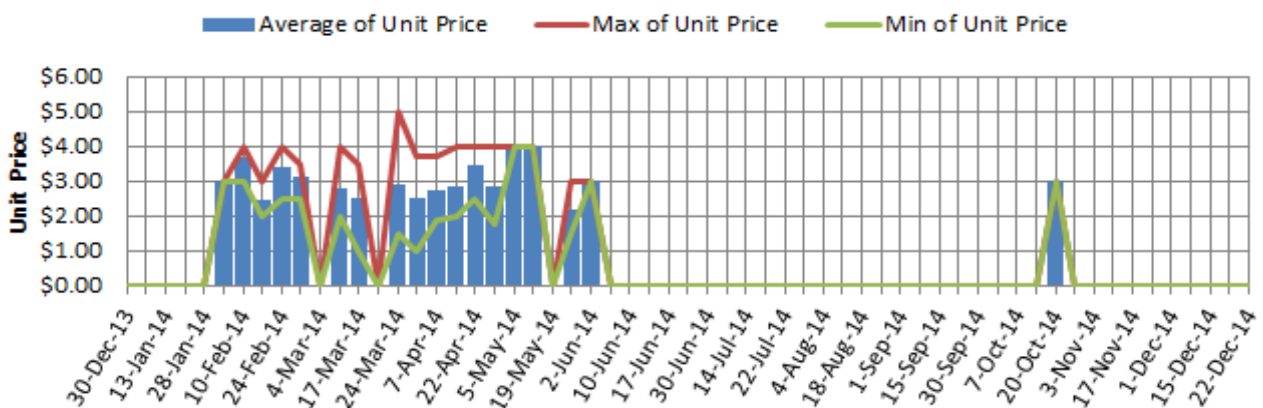


Assessment date (Week Commencing)

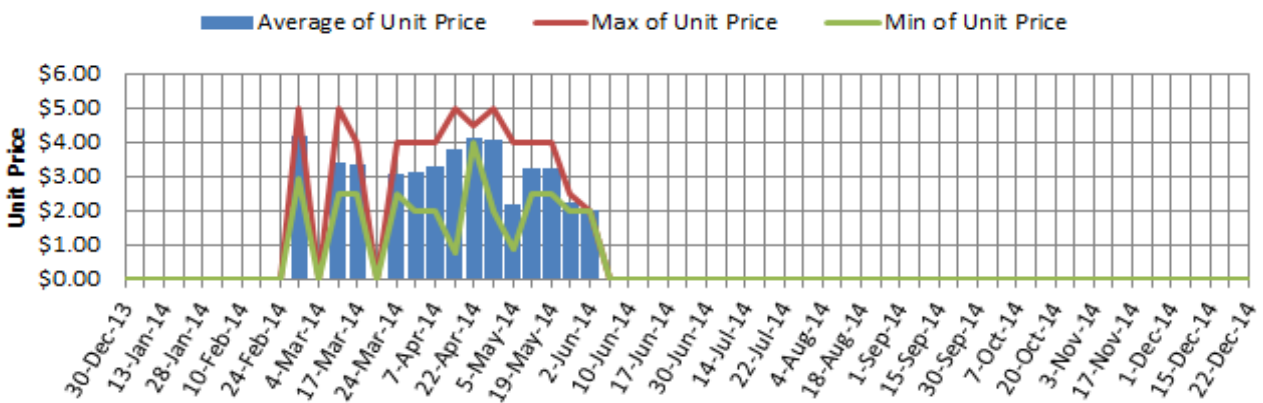
## Shepard Avocado Average Retail Prices - Sydney



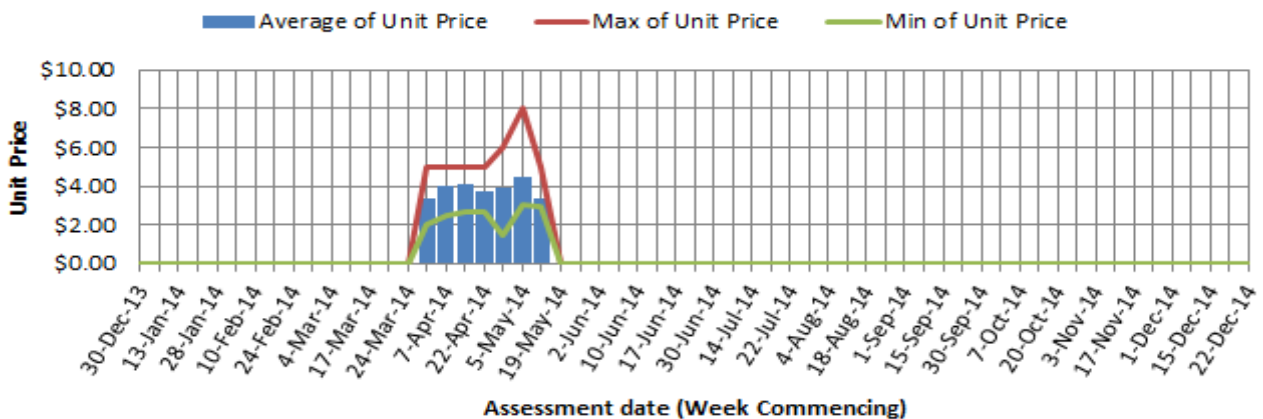
## Shepard Avocado Average Retail Prices - Brisbane



## Shepard Avocado Average Retail Prices - Melbourne



## Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 22nd December 2014

Store	Var	AV Wt (g)	Unit Price	Special	Country of Origin	Store	Var	AV Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Coles	Hass	270	\$2.48	No	NZ	I	Hass	225	\$1.99	No	NZ
Coles	Hass	270	\$2.48	No	NZ	Coles	Hass	220	\$2.00	No	Aus
Coles	Hass	300	\$2.48	No	NZ	I	Hass	190	\$2.40	No	NS
Woolworths	Hass	290	\$2.98	No	NZ	I	Hass	200	\$2.49	No	Aus
Woolworths	Hass	270	\$2.98	No	NZ	I	Hass	190	\$2.49	No	NS
IGA	Hass	240	\$2.98	No	NZ	Safeway	Hass	275	\$2.98	No	Aus
Woolworths	Hass	300	\$2.98	No	Aus	I	Hass	325	\$2.98	No	Aus
IGA	Hass	290	\$2.99	No	NZ	Woolworths	Hass	300	\$2.98	No	Aus
IC	Hass	280	\$2.99	No	Aus	Coles	Hass	250	\$2.98	No	Aus
IC	Hass	320	\$2.99	No	Aus	Woolworths	Hass	275	\$2.98	No	Aus
IC	Hass	260	\$2.99	No	Aus	Coles	Hass	210	\$2.98	No	Aus
IC	Reed	430	\$2.99	No	Aus	IGA	Hass	260	\$2.99	No	NZ
IC	Hass	320	\$2.99	No	Aus	I	Hass	250	\$2.99	No	NZ
IC	Reed	440	\$2.99	No	Aus	IC	Hass	350	\$3.19	No	Aus
IC	Hass	330	\$3.00	No	NZ	I	Hass	260	\$3.69	No	Aus
IGA	Hass	270	\$3.49	No	Aus	IC	Hass	325	\$3.99	No	Aus
I	Hass	300	\$3.69	No	Aus	<b>PERTH</b>					
I	Hass	310	\$3.99	No	Aus	I	Hass	210	\$1.99	Store	Aus
<b>BRISBANE</b>						Woolworths	Hass	215	\$2.48	No	Aus
IC	Hass	260	\$1.99	No	NZ	Coles	Hass	170	\$2.48	No	Aus
I	Hass	190	\$1.99	No	NZ	I	Hass	230	\$2.48	No	Aus
I	Hass	250	\$1.99	Store	NZ	Woolworths	Hass	215	\$2.48	Store	Aus
I	Hass	225	\$1.99	No	NZ	Woolworths	Hass	200	\$2.48	No	Aus
Coles	Hass	300	\$2.50	No	NZ	Coles	Hass	200	\$2.48	No	Aus
Coles	Hass	305	\$2.50	No	NZ	Coles	Hass	165	\$2.48	No	Aus
IC	Hass	300	\$2.69	No	NZ	I	Hass	220	\$2.99	No	Aus
Woolworths	Hass	190	\$2.98	No	Aus	IGA	Hass	260	\$2.99	No	Aus
Woolworths	Hass	265	\$2.98	No	Aus	IGA	Hass	185	\$2.99	No	Aus
Woolworths	Hass	265	\$2.98	No	Aus	I	Hass	260	\$2.99	No	Aus
IGA	Hass	270	\$2.99	No	NZ	I	Hass	250	\$3.49	No	Aus
I	Hass	350	\$3.29	No	Aus	IGA	Hass	305	\$3.69	No	Aus
I	Hass	280	\$3.50	No	NZ	IGA	Hass	315	\$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

### 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