



## INFOCADO WEEKLY REPORT: 12th — 18th Dec 2015 (Week 51)

### Comments

- The weekly dispatch volume (274,259 trays) was slightly higher than the week's forecast by about 363 trays (6%) (refer P 2 & 3).
- The largest volume of dispatches originated from Western Australia (189,171 tray eqv.). The Melbourne market received the highest volume (101,756 tray eqv.), size 20 continues to dominant sizing (53,981 tray eqv.) (refer P 3).
- More regions have finished for the 2015 season as the year comes to a close. NSW, TRI and WA will continue into the new year (refer P 4).
- 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 has held steady at 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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### 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 51 - 2)**

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv

**Week 51 - begin 12/12/2015**

Gwen	5,500	352		<b>6,140</b>
Hass	229,014	11,580		<b>250,069</b>
Lamb Hass	250			<b>250</b>
Reed	2,500	120		<b>2,718</b>
<b>Week Total</b>	<b>237,264</b>	<b>12,052</b>		<b>259,177</b>

**Week 52 - begin 19/12/2015**

Gwen	1,000	176		<b>1,320</b>
Hass	237,171	9,301		<b>254,082</b>
Lamb Hass	400			<b>400</b>
Reed	2,500	170		<b>2,809</b>
<b>Week Total</b>	<b>241,071</b>	<b>9,647</b>		<b>258,611</b>

**Week 1 - begin 26/12/2015**

Hass	166,981	5,855		<b>177,626</b>
<b>Week Total</b>	<b>166,981</b>	<b>5,855</b>		<b>177,626</b>

**Week 1 - begin 02/01/2016**

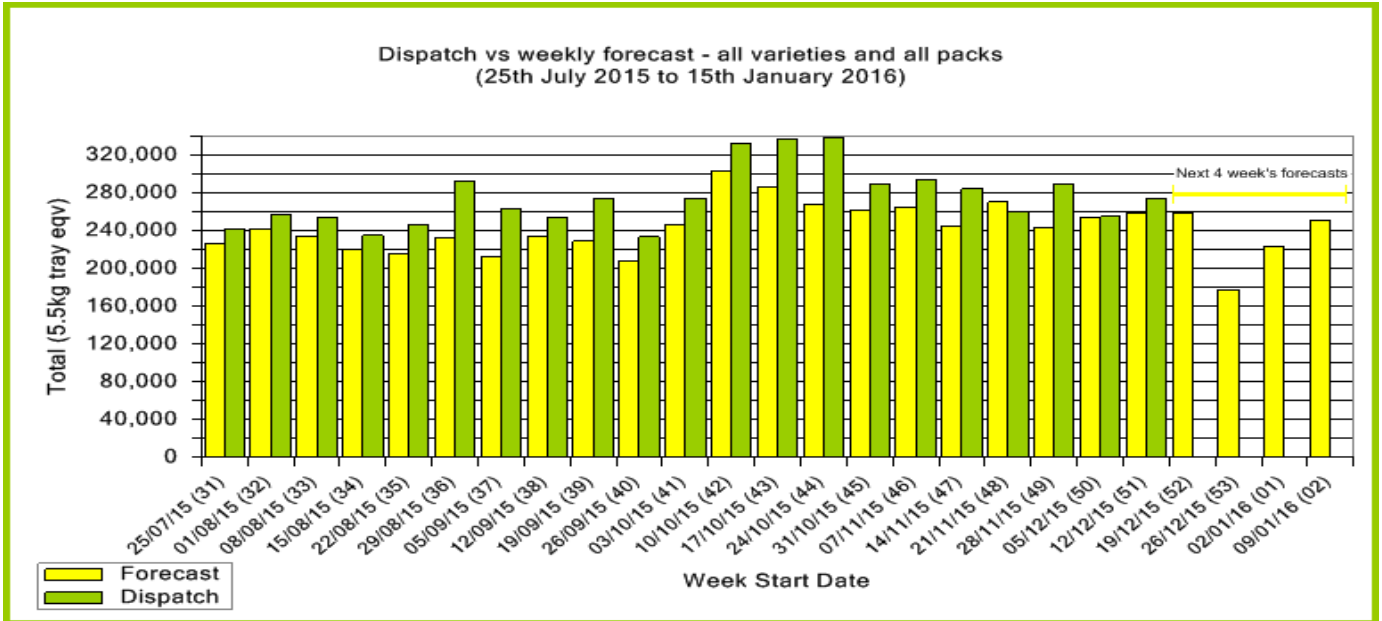
Hass	205,652	9,755		<b>223,388</b>
Reed	500	20		<b>536</b>
<b>Week Total</b>	<b>206,152</b>	<b>9,775</b>		<b>223,925</b>

**Week 2 - begin 09/01/2016**

Hass	231,391	9,710	15,000	<b>251,773</b>
<b>Week Total</b>	<b>231,391</b>	<b>9,710</b>	<b>15,000</b>	<b>251,773</b>

**Dispatch Data (Week 51 - begin 12/12/2015)**

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	6,192	528		<b>7,152</b>
Hass	237,473	12,948	16,322	<b>263,983</b>
Lamb Hass	49			<b>49</b>
Reed	2,186	489		<b>3,075</b>
<b>Total</b>	<b>245,900</b>	<b>13,965</b>	<b>16,322</b>	<b>274,259</b>



**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
<b>NZ-Aus - Pre Season Forecast<sup>1</sup></b>	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	<b>2,415,526</b>
<b>NZ-Aus - Disp + Mthly Forecast<sup>2</sup></b>	16,725	80,567	191,340	420,417	324,356	524,894	451,047	38,780	0	<b>2,048,126</b>
<b>Australia (from ABS)</b>	27,589	107,037	232,868	444,023	373,317					<b>1,184,834</b>
<b>USA<sup>3</sup></b>	0	0	0	0	0					<b>0</b>
<b>Japan<sup>3</sup></b>	0	0	4,212	20,473	23,509					<b>48,194</b>
<b>Other Asia<sup>3</sup></b>	973	6,951	28,265	61,567	49,940					<b>147,696</b>
<b>Total Dispatch (Infocado 2 + 3)</b>	<b>17,698</b>	<b>87,518</b>	<b>223,817</b>	<b>502,457</b>	<b>397,805</b>	<b>253,835</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,483,130</b>

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 : 12th December - 18th December 2015 (Wk 51)**

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		1,017	1,071	1,337	275	94	163		3,957	227		4,370
New Zealand		2,673	5,733	12,407	11,541	15,600	6,170	15,669	69,793			69,793
South Qld	912								912	312		1,479
Sunshine Coast	15	39	47	22	25	20	12	1	181	49		270
Tri State	696	702	2,322	2,304	1,152	576	144		7,896	704		9,176
WA/NT	4,434	21,040	25,931	37,911	26,198	25,254	18,171	4,222	163,161	12,673	16,322	189,171
	<b>6,057</b>	<b>25,471</b>	<b>35,104</b>	<b>53,981</b>	<b>39,191</b>	<b>41,544</b>	<b>24,660</b>	<b>19,892</b>	<b>245,900</b>	<b>13,965</b>	<b>16,322</b>	<b>274,259</b>

**Origin of Avocado**



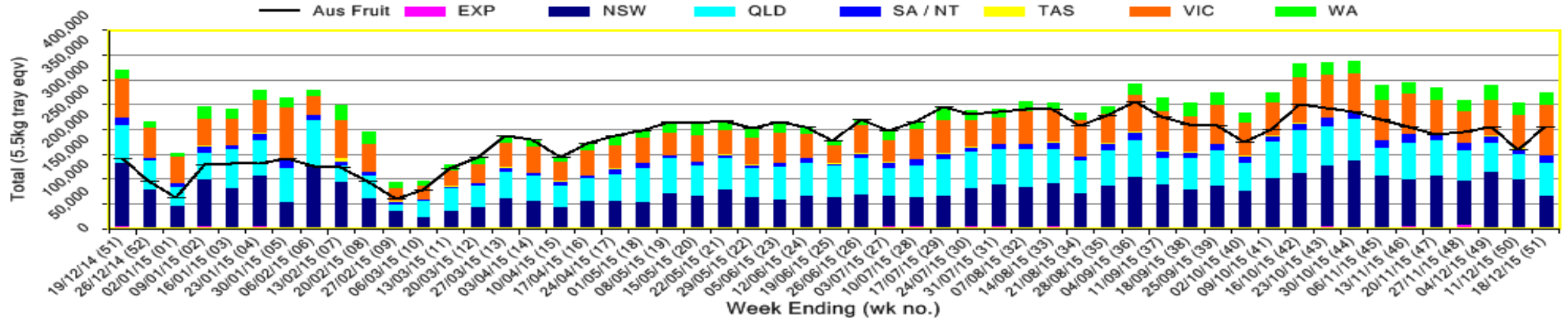
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 12th December - 18th December 2015 (Wk 51)**

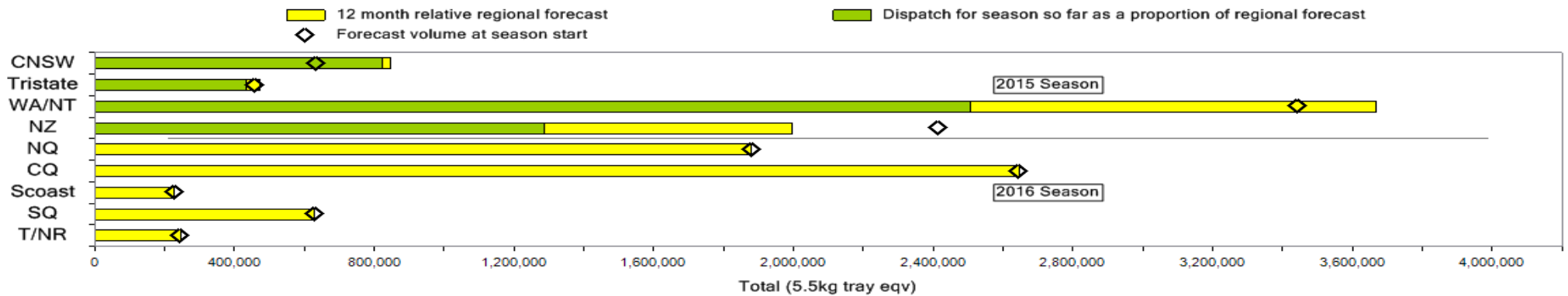
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	50		17					2,047	2,114	751		3,479
NSW	2,617	12,809	7,387	9,284	6,811	8,820	3,368	1,031	52,127	4,720	5,232	61,660
QLD	1,499	6,281	10,625	15,424	9,656	8,642	3,461	7,137	62,725	2,060	7,506	67,835
SA / NT	144	144	288	608	4,232	3,837	3,792		13,045	648	2,256	14,633
TAS						456	728		1,184			1,184
VIC	1,377	5,568	15,583	26,487	14,300	15,012	6,502	7,502	92,331	5,184		101,756
WA	370	669	1,204	2,178	4,192	4,777	6,809	2,175	22,374	602	1,328	23,710
<b>Total</b>	<b>6,057</b>	<b>25,471</b>	<b>35,104</b>	<b>53,981</b>	<b>39,191</b>	<b>41,544</b>	<b>24,660</b>	<b>19,892</b>	<b>245,900</b>	<b>13,965</b>	<b>16,322</b>	<b>274,259</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 11,770,482 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 51 Contributors - Packhouses

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

Week 51 Contributors - Wholesalers

Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)
Fresh Choice WA Pty Ltd (Perth)	VB Sculli (Melbourne)
Murray Bros (Brisbane)	

**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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total sales	34,769			34,769	2,880			2,880	5,236	5,232			5,232	951	40,957			40,957
Total Stock on Hand																		
QLD	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total sales	45,729			45,729	2,019			2,019	3,671	5,308			5,308	965	50,365			50,365
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	16,361			16,361	384			384	698	2,256			2,256	410	17,469			17,469
Total non supermarket sales	3,661		46	3,707	1,045		127	1,172	2,131						5,561		277	5,838
Total exports																		
Total sales	20,022		46	20,068	1,429		127	1,556	2,829	2,256			2,256	410	23,030		277	23,307
Total Stock on Hand	14,105		763	14,868	1,977		464	2,441	4,438						17,700		1,607	19,306
VIC	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough VIC wholesalers contributed data this week																	
Total sales	62,169			62,169	3,146			3,146	5,720						67,889			67,889
Total Stock on Hand																		
WA	Full data set not displayed because not enough WA wholesalers contributed data this week																	
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	16,819			16,819	1,548			1,548	2,815	1,328			1,328	241	19,875			19,875
Total Stock on Hand																		
Total																		
Total supermarket sales	160,684			160,684	8,166			8,166	14,847	13,682			13,682	2,488	178,019			178,019
Total non supermarket sales	16,710		46	16,756	2,105		127	2,232	4,058	442			442	80	20,618		277	20,895
Total exports	2,114			2,114	751			751	1,365						3,479			3,479
Total sales	179,508		46	179,554	11,022		127	11,149	20,271	14,124			14,124	2,568	202,116		277	202,393
Total Stock on Hand	40,464		763	41,227	2,991		464	3,455	6,282	468			468	85	45,987		1,607	47,594

**Weekly National Sales**

