



INFOCADO WEEKLY REPORT: 26th January—1 February 2013 (Wk 5)



Comments

- The January Quarterly Report was published for all contributors last week. As noted in the report fruit and tree losses due to the extreme weather events around the Australia Day long weekend were not accounted for in that report. For this reason we are publishing another 'quarterly report' this month. All packhouses are urged to revisit and resubmit their seasonal forecast forms as soon as possible. The forecast will range from February 2013 to January 2014. The sooner we get your data the sooner we can publish the new report.
- North Queensland growers are ramping up their Shepard harvest. Forecasts for the next four weeks can be seen on page three of this report.
- Woolworths/Safeway stores in Melbourne and Sydney have catalogue specials in place this week as do Sydney Coles stores. There a number of store specials in place in Brisbane and Perth this week. Shepard fruit has been spotted in Brisbane stores. Prices peaked at \$4.99 in Sydney and \$4.94 in Brisbane.
- NSW attracted the most trays in week five with 76,856 5.5kg eqv trays. VIC and QLD followed with 46,156 and 44,883 5.5kg eqv trays respectively.
- Please note that when entering your dispatch data if you are supplying another packhouse with fruit and that packhouse also contributes to Infocado then to avoid your data being counted twice in this report please include those volumes in the consolidators row. For a list of report contributors for this week please see page 4 or contact the Avocado Australia office for clarification.

[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](#)

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%.
- According to the January 2013 Quarterly Report 959,693 5.5kg eqv trays are expected in the market place for March. 232,825 5.5kg eqv trays are Hass, 722,700 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the February report is published in the coming weeks.
- Growers in flood affected areas will be monitoring their trees for signs of stress from water logging and related issues.
- Western Australian growers will be scaling down their harvesting. New Zealand imports will be all but finished in the coming weeks.
- Some Central Queensland growers will begin harvesting Shepard's.

Upcoming Holidays

4th March | Labour Day WA

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:

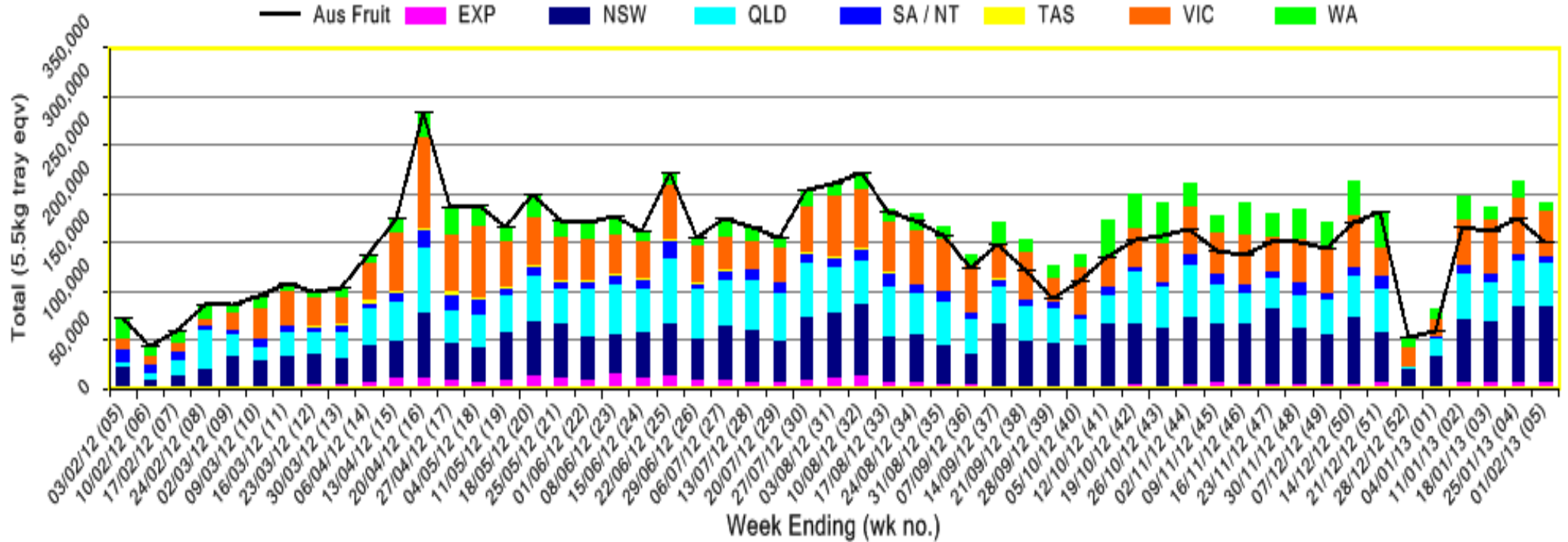
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons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

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Industry Dispatches By Destination State and Count Size : 26th January - 1st February 2013 (Wk 5)

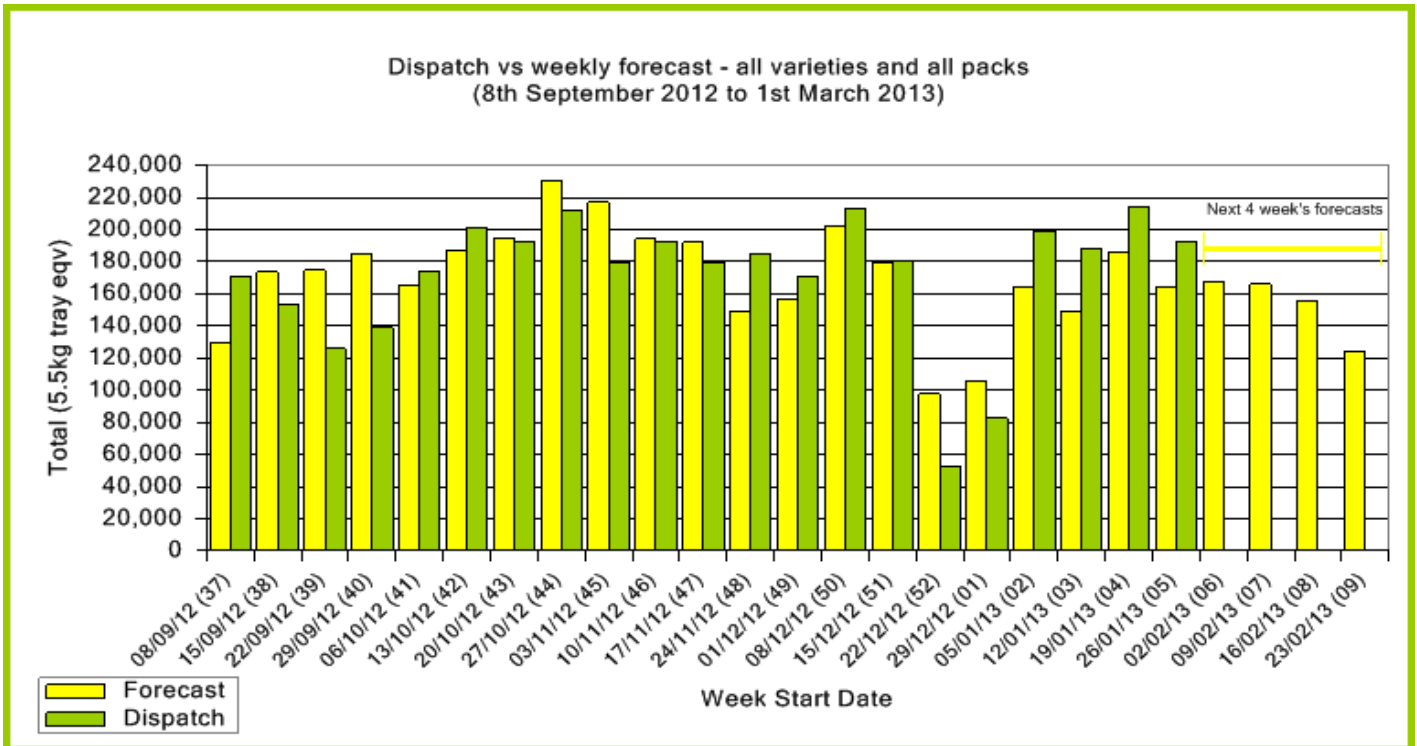
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Oil	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								2,010	3,560	5,570	960	880			7,475
NSW	3,955	5,569	11,449	24,165		14,421	7,976	2,416	2,867	72,818	2,221				76,856
QLD	1,284	8,758	5,762	7,104		5,835	6,159	3,613	1,691	40,206	1,090			14,820	44,883
SA / NT		639	2,081	640		480	480	1,760		6,080	480				6,953
VIC	2,823	3,977	6,143	7,683	18	6,991	13,983	1,167	526	43,311	1,565				46,156
WA	16	527	993	1,671		1,351	1,071	203	100	5,932	2,090		150		9,759
Total	8,078	19,470	26,428	41,263	18	29,078	29,669	11,169	8,744	173,917	8,406	880	150	14,820	192,083

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 875,488 5.5kg tray eqv



Forecast Data (Week 5 - 9)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 5 - begin 26/01/2013						
Hass	134,904	6,080		100	5,000	146,886
Lamb Hass	1,000					1,000
Reed	10,000					10,000
Shepard	6,000	380				6,691
Week Total	151,904	6,460		100	5,000	164,576
Week 6 - begin 02/02/2013						
Hass	133,434	5,831	1,000	50	5,000	145,136
Lamb Hass	1					1
Reed	10,000					10,000
Shepard	11,600	690				12,855
Week Total	155,035	6,521	1,000	50	5,000	167,991
Week 7 - begin 09/02/2013						
Hass	122,315	5,123	1,000	50	5,000	132,730
Reed	10,000					10,000
Shepard	21,700	940				23,409
Week Total	154,015	6,063	1,000	50	5,000	166,139
Week 8 - begin 16/02/2013						
Hass	106,940	5,098	1,000	50		116,400
Shepard	35,450	1,990				39,068
Week Total	142,390	7,088	1,000	50		155,468
Week 9 - begin 23/02/2013						
Hass	76,620	3,555		50	500	83,184
Shepard	37,450	2,090				41,250
Week Total	114,070	5,645		50	500	124,434

Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 5 - begin 26/01/2013)						
Variety	Trays	Bulk	P/PK	Oil	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	156,561	8,178	880	150	12,540	173,897
Lamb Hass	1,309	73				1,442
Reed	10,987	1			2,280	11,404
Shepard	5,060	154				5,340
Total	173,917	8,406	880	150	14,820	192,083



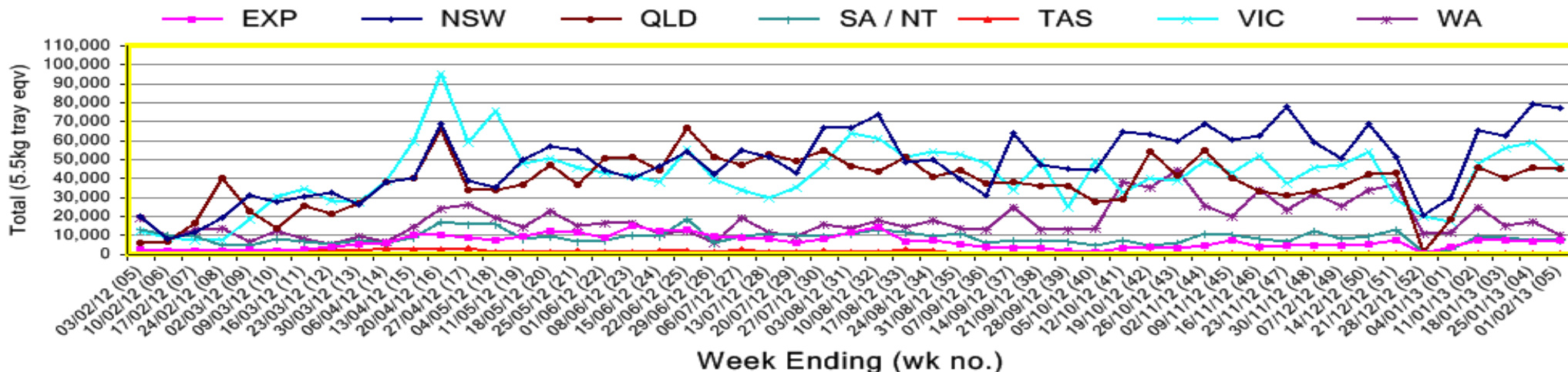
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	100,000	163,165	200,288	221,573	201,354	75,000	5,000	0	933,459
Australia	27,768	106,347	156,090	211,721	71,661	126,478	43,560			743,625
USA				7						
Japan	374	9,797	38,653							
Total	28,142	116,144	194,750	211,721	71,661	126,478	43,560			792,456

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

■ 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 2013 to date = 875,488 5.5kg tray eqv



Week 5 contributors - Packhouses

Advance Packing & Marketing Services P/L	ID & AM Leighton
Aussie Orchards Growers & Packers	Lavers Orchards
Avocado Industry Council (NZAGA)	Mariners Rest
Avonova	Natures Fruit Company
Bellview Orchards Pty Ltd	R & M Waterman
Blushing Acres Pty Ltd	Sunfresh
Box Organics	VP & EA Farrell
Delroy Orchards	Willow Creek
Hilltop Mareeba	

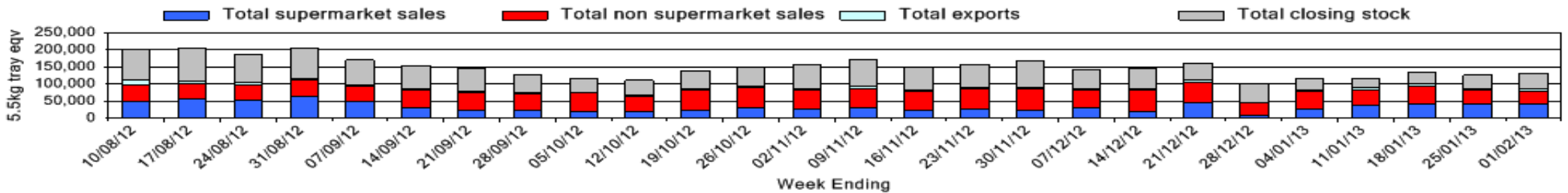
Week 5 contributors - Wholesalers

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

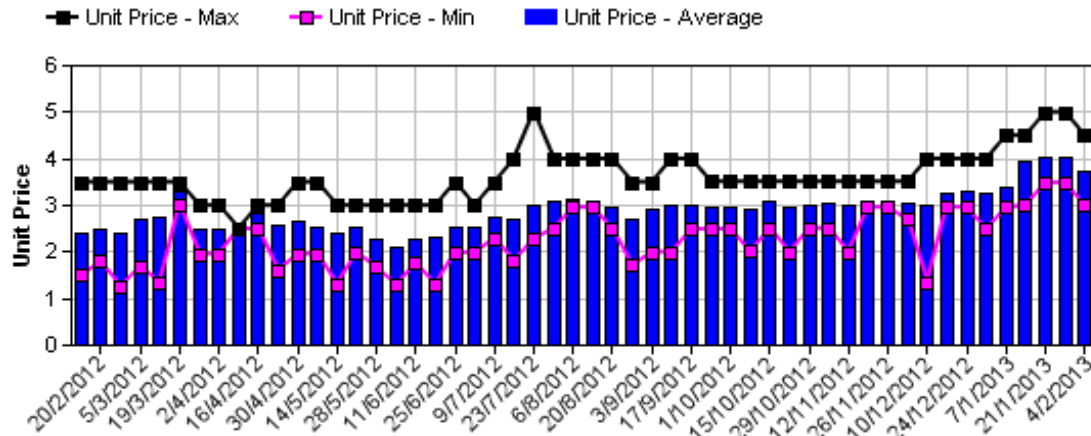
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	4,466			4,466											4,466			4,466
Total non supermarket sales	9,216		680	9,896	993		33	1,026	1,865						11,021		740	11,761
Total exports																		
Total sales	13,682		680	14,362	993		33	1,026	1,865						15,487		740	16,227
Total Stock on Hand	2,935		238	3,173	384			384	698						3,633		238	3,871
QLD																		
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																		
Total sales	25,949		1,158	27,107	175			175	318						26,267		1,158	27,425
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	5,160			5,160	97			97	176						5,336			5,336
Total non supermarket sales	2,848		790	3,638	680		67	747	1,358						4,084		912	4,996
Total exports																		
Total sales	8,008		790	8,798	777		67	844	1,535						9,421		912	10,333
Total Stock on Hand	12,590		1,831	14,421	1,126		57	1,183	2,151						14,637		1,935	16,572
VIC																		
Total supermarket sales	10,266			10,266	80			80	145						10,411			10,411
Total non supermarket sales	5,164		565	5,729	657			657	1,195						6,359		565	6,923
Total exports																		
Total sales	15,430		565	15,995	737			737	1,340						16,770		565	17,335
Total Stock on Hand	8,006		141	8,147	70			70	127						8,133		141	8,274
WA																		
Total supermarket sales	2,625			2,625	10			10	18						2,643			2,643
Total non supermarket sales	3,291		870	4,161	574			574	1,044						4,335		870	5,205
Total exports	5,570			5,570	960			960	1,745	880			880	160	7,475			7,475
Total sales	11,486		870	12,356	1,544			1,544	2,807	880			880	160	14,453		870	15,323
Total Stock on Hand	3,860		526	4,386	450			450	818						4,678		526	5,204
Total																		
Total supermarket sales	39,877		1,108	40,985	187			187	340						40,217		1,108	41,325
Total non supermarket sales	29,108		2,955	32,063	3,079		100	3,179	5,780						34,707		3,136	37,843
Total exports	5,570			5,570	960			960	1,745	880			880	160	7,475			7,475
Total sales	74,555		4,063	78,618	4,226		100	4,326	7,865	880			880	160	82,399		4,244	86,643
Total Stock on Hand	39,961		2,736	42,697	2,030		57	2,087	3,795						43,652		2,840	46,491

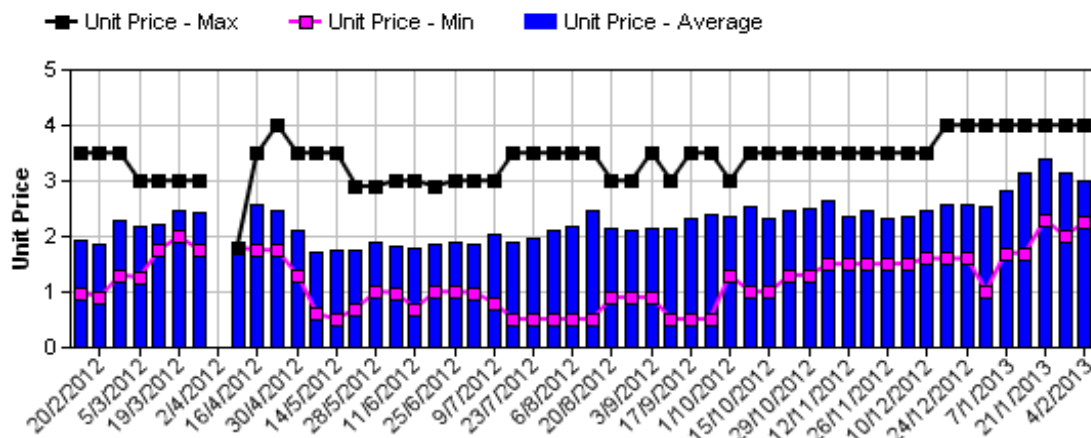
Weekly National Sales



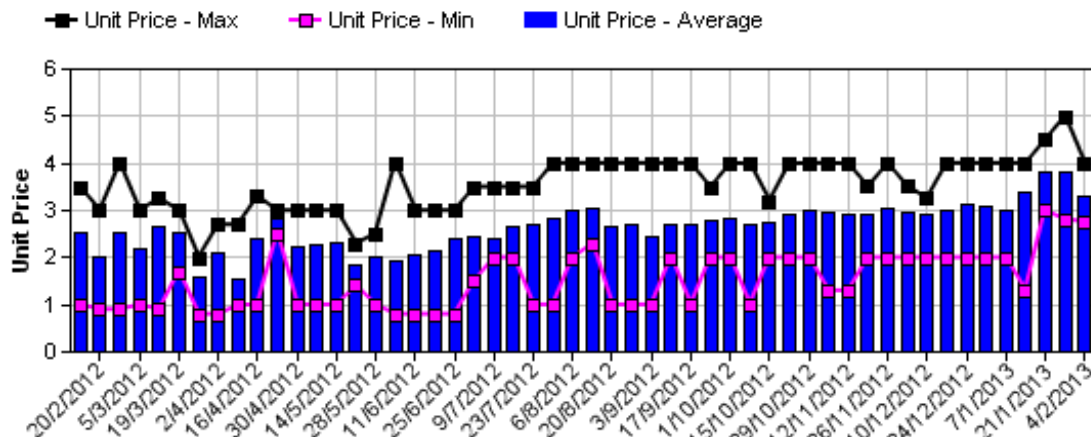
Hass Avocado Average Retail Prices - Sydney



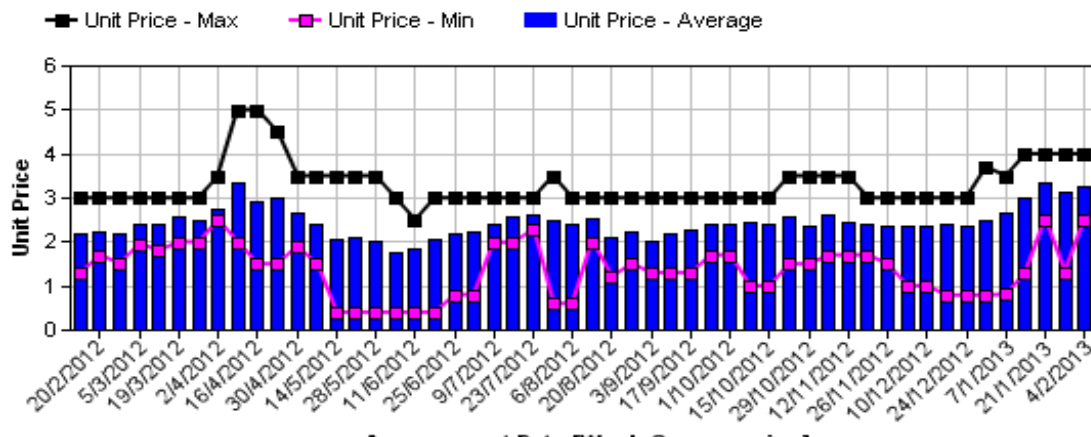
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

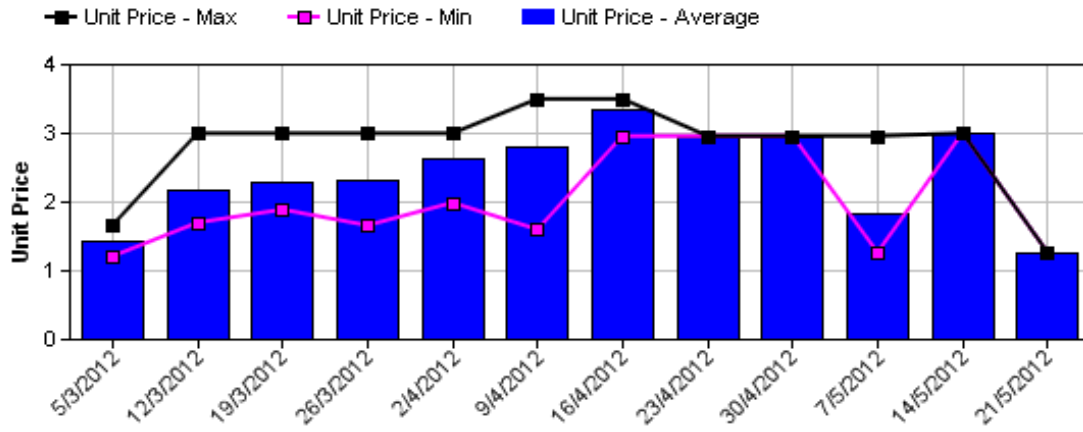


Hass Avocado Average Retail Prices - Perth

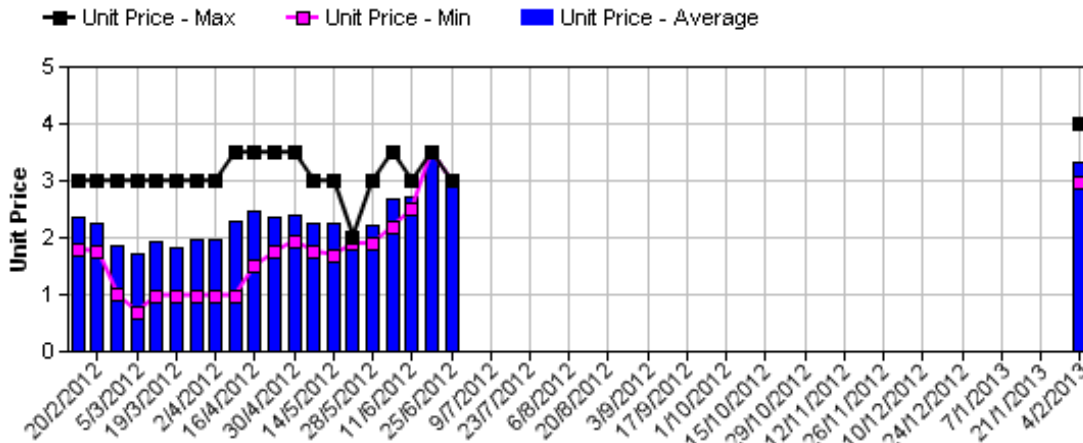


Assessment Date [Week Commencing]

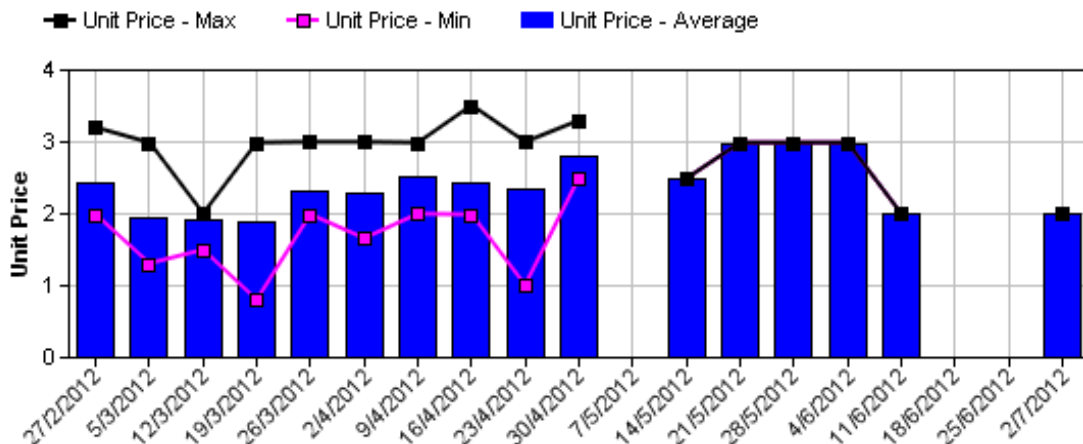
Shepard Avocado Average Retail Prices - Sydney



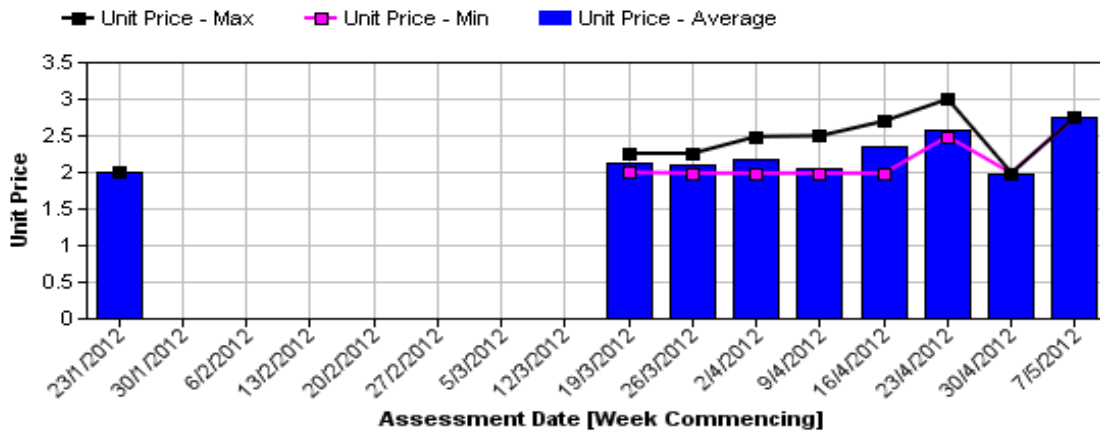
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 4th February 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	275	2.98	Cat	Aus
Woolworths	Hass	260	2.98	Cat	Aus
Woolworths	Hass	275	2.98	Cat	Aus
I	Reed	410	2.99	No	Aus
Coles	Hass	250	3.48	Cat	Aus
Coles	Hass	260	3.48	Cat	Aus
I	Hass	250	3.49	No	Aus
IGA	Hass	280	3.95	No	Aus
I	Hass	280	3.99	No	Aus
I	Reed	490	3.99	No	Aus
I	Hass	260	3.99	No	Aus
I	Reed	480	3.99	No	Aus
Foodworks	Hass	280	3.99	No	NS
I	Reed	470	3.99	No	Aus
I	Hass	270	3.99	No	Aus
I	Hass	310	3.99	No	Aus
IGA	Hass	200	3.99	No	NZ
I	Hass	300	3.99	No	Aus
I	Reed	400	3.99	No	Aus
I	Hass	290	4.49	No	Aus
I	Reed	500	4.99	No	Aus
BRISBANE					
I	Hass	290	2.25	Store	Aus
Woolworths	Hass	200	2.48	No	Aus
I	Hass	170	2.50	Store	NZ
I	Hass	210	2.59	Store	NZ
Coles	Hass	220	2.98	Store	Aus
Coles	Hass	190	2.98	Store	Aus
Coles	Shepard	220	2.98	Store	Aus
Coles	Hass	220	2.98	Store	Aus
IGA	Hass	190	2.99	No	NZ
I	Hass	260	2.99	No	NZ
I	Shepard	215	2.99	No	Aus
I	Hass	210	3.00	Store	Aus
Woolworths	Hass	240	3.48	No	Aus
IGA	Hass	200	3.48	No	NZ
Woolworths	Hass	295	3.48	No	Aus
Woolworths	Reed	375	3.48	No	Aus
I	Shepard	175	3.99	No	Aus
I	Hass	340	3.99	No	Aus
Woolworths	Reed	320	4.94	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Hass	250	2.75	Cat	Aus
Safeway	Hass	275	2.75	Cat	Aus
Safeway	Hass	250	2.75	Cat	Aus
I	Hass	242	2.80	No	Aus
Coles	Hass	260	3.48	No	Aus
Coles	Hass	245	3.48	No	Aus
Coles	Hass	250	3.48	No	Aus
I	Hass	240	3.49	No	NS
I	Reed	385	3.79	No	NS
I	Hass	275	3.79	No	Aus
I	Hass	280	3.79	No	Aus
I	Reed	380	3.79	No	NS
I	Hass	270	3.98	No	Aus
I	Hass	280	3.99	No	NZ
IS	Hass	240	3.99	No	NZ
I	Hass	270	3.99	No	NS
IGA	Hass	280	3.99	No	Aus
I	Hass	260	3.99	No	Aus
PERTH					
IS	Hass	190	2.49	Store	Aus
Woolworths	Hass	190	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
Woolworths	Hass	240	2.98	No	Aus
Woolworths	Hass	235	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	220	2.99	No	Aus
I	Reed	340	2.99	Store	Aus
IGA	Hass	220	3.19	No	Aus
IGA	Hass	270	3.49	No	Aus
I	Hass	290	3.69	No	Aus
I	Hass	395	3.99	No	Aus
IGA	Hass	230	3.99	Store	Aus
IGA	Hass	280	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

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