



INFOCADO WEEKLY REPORT: 23rd — 29th January 2016 (Week 5)

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Comments

- The weekly dispatch volume (246,679 trays) was slightly higher than the week's forecast by about 18,042 trays (8%).
- The four weekly forecast continues to indicate varied volumes through February with WA and NZ finishing their harvest and NQ nearing the start of theirs. NQ packers are reminded to carefully monitor fruit maturity as the harvest season approaches, to ensure consumer satisfaction which drives future purchases.
- The largest volume of dispatches in week 5 originated from Western Australia (128,115 tray eqv.). The Sydney market received the highest volume (101,615 tray eqv.), size 20 was the dominant size (45,150 tray eqv.) (refer P 3).
- NQ Infocado packhouse contributors are reminded to update their four week forecast a month before they start harvesting (refer P 2).
- There has been a lot of media attention over the past week regarding avocado supply, demand and pricing. Some comments made by industry members can be very damaging to the industry and we encourage you to work with Avocados Australia in relation to any public comments about industry matters to ensure we have a consistent and positive message. Avocados Australia has expertise in media management and will continue to work with the media as required to minimise consumer backlash from recent comments.

Marketing Update:

Following on from the success of the 'mashed-up' and 'chef series' – the next round of content videos is about to begin production. The creative this time will have a 'love theme' which will be launched on Facebook on February 14 – Valentine's Day.

For a full brief please refer to the Guacamole Enewsletter - 22 Jan 2016.

Upcoming Holidays

Waitangi Day (NZ): 8th Feb | Labour Day (WA): 7th March | Canberra Day (ACT) & Labour Day (VIC): 14th March | Good Friday: 28th March |

Report Index

P2: 4 Weekly Forecasts and Import Data | P3: Dispatches | P4: Dispatches by Region and Contributors | P5: Wholesale 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 5 - 9)

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

Week 5 - begin 23/01/2016

Hass	194,157	10,713	5,000	214,544
Lamb Hass	4,520	200		4,884
Reed	8,300	500		9,209
Week Total	206,977	11,413	5,000	228,637

Week 6 - begin 30/01/2016

Hass	219,873	8,843	5,000	236,860
Lamb Hass	4,130	288		4,654
Reed	8,500	575		9,545
Shepard	1,000			1,000
Week Total	233,503	9,706	5,000	252,059

Week 7 - begin 06/02/2016

Hass	215,760	6,176	5,000	227,898
Lamb Hass	6,000	234		6,425
Reed	8,300	555		9,309
Week Total	230,060	6,965	5,000	243,633

Week 8 - begin 13/02/2016

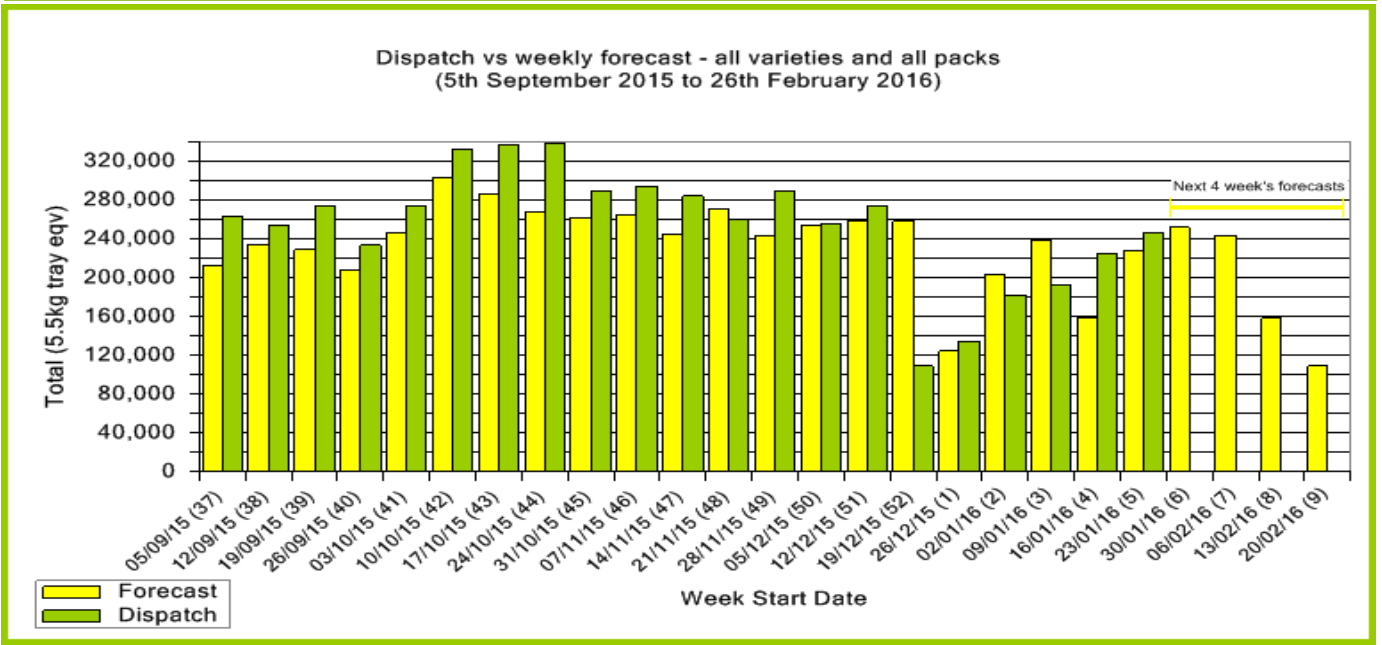
Hass	136,990	5,668	5,000	148,204
Lamb Hass	400	20		436
Reed	8,000	500		8,909
Shepard	1,000			1,000
Week Total	146,390	6,188	5,000	158,550

Week 9 - begin 20/02/2016

Hass	100,771	4,159	5,000	109,242
Week Total	100,771	4,159	5,000	109,242

Dispatch Data (Week 5 - begin 23/01/2016)

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	212,940	6,832	605	225,472
Lamb Hass	5,174	158		5,461
Reed	15,520	124		15,745
Total	233,634	7,114	605	246,679



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
NZ-Aus - Pre Season Forecast¹	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	2,415,526
NZ-Aus - Disp + Mthly Forecast²	16,725	80,567	191,340	420,417	324,356	388,566	311,881	263,307	2000	1,999,159
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317	526,550				1,711,384
USA³	0	0	0	0	0	0	0			0
Japan³	0	0	4,212	20,473	26,484	10,728	5,413			67,310
Other Asia³	973	6,951	28,265	61,567	63,798	52,651	33,235			247,440
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	451,945	350,528	0	0	2,144,476

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 : 23rd January - 29th January 2016 (Wk 5)

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		728	700	2,133	792	337	608		5,298	897		6,929
New Zealand		4,167	8,935	19,334	17,983	24,308	9,616	24,415	108,758			108,758
Tri State	378	708	993	353	136	80	25		2,673	112		2,877
WA/NT	11,636	17,778	18,031	23,330	18,546	14,648	10,606	2,330	116,905	6,105	605	128,115
	12,014	23,381	28,659	45,150	37,457	39,373	20,855	26,745	233,634	7,114	605	246,679

Origin of Avocado



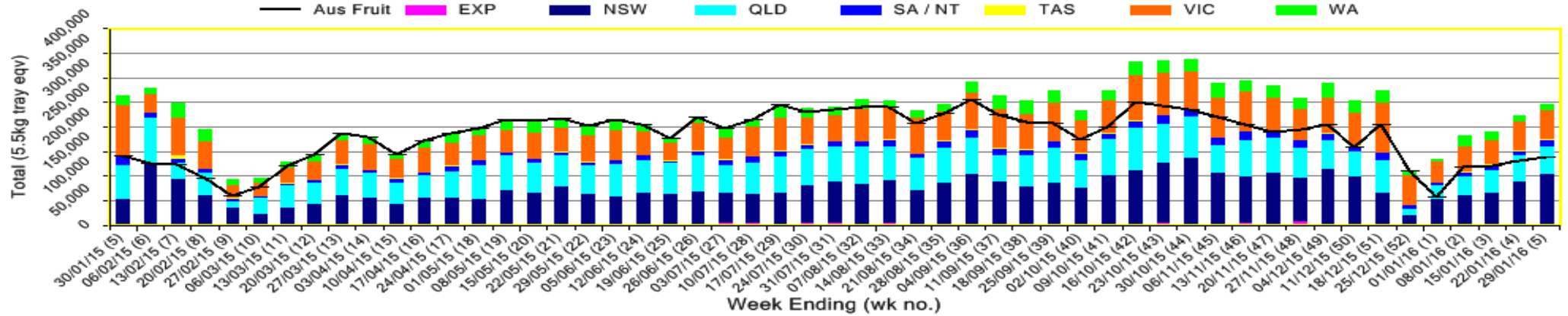
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 23rd January - 29th January 2016 (Wk 5)

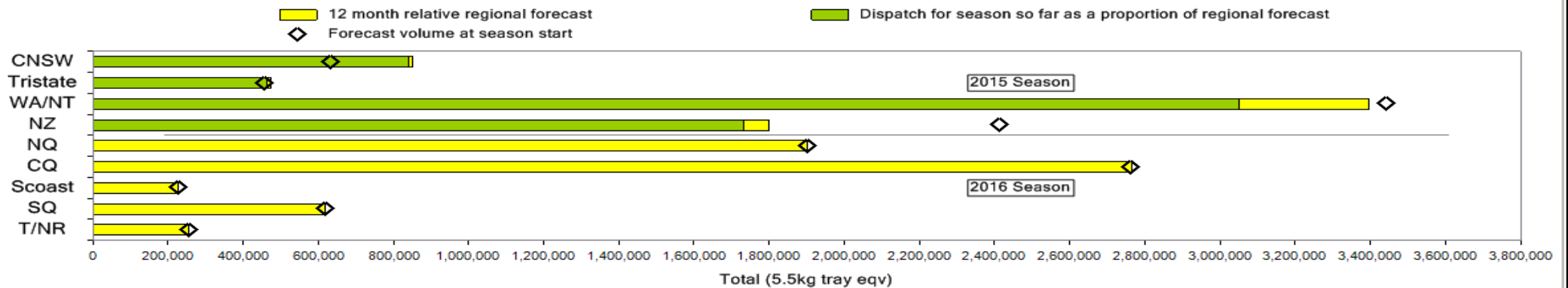
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	100		17					753	870	1,005		2,697
NSW	3,767	8,574	10,432	17,619	15,725	17,912	7,955	14,720	96,704	2,701		101,615
QLD	5,685	9,434	9,678	9,687	6,194	6,221	2,256	5,282	54,437	288		54,961
SA / NT	160	160	160	2,216	2,680	5,689	1,108	160	12,333	672		13,555
TAS					760	456	304		1,520			1,520
VIC	2,142	4,783	7,700	14,653	10,226	7,963	3,750	5,677	56,894	2,233		60,954
WA	160	430	672	975	1,872	1,132	5,482	153	10,876	215	605	11,377
Total	12,014	23,381	28,659	45,150	37,457	39,373	20,855	26,745	233,634	7,114	605	246,679

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 980,272 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 - 2016)



Week 5 Contributors - Packhouses

Sunfresh (Consolidator)	VP & EA Farrell (WA)
The Avolution (Consolidator)	Mariners Rest (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Willow Creek (WA)	Advance Packing & Marketing Services P/L (WA)
Avonova (WA)	CNSW: Less than 3 contributors
Golden Hill Avocados (WA)	TRI: Less than 3 contributors

Week 5 Contributors - Wholesalers

C & S Ponte Produce Pty Ltd (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	Southern Cross Produce Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (Melbourne)
Fresh Choice WA Pty Ltd (Perth)	WA Farm Direct (Perth)
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																		
Total supermarket sales	36,786			36,786	286			286	520						37,306			37,306
Total non supermarket sales	3,876		879	4,755	480		100	580	1,055						4,749		1,061	5,810
Total exports																		
Total sales	40,662		879	41,541	766		100	866	1,575						42,055		1,061	43,116
Total Stock on Hand	76			76	88			88	160						236			236
QLD																		
Total supermarket sales	32,912			32,912	96			96	175						33,087			33,087
Total non supermarket sales	2,337		90	2,427	88			88	160						2,497		90	2,587
Total exports																		
Total sales	35,249		90	35,339	184			184	335						35,584		90	35,674
Total Stock on Hand	12,521	4,000	70	16,591		91		91	165						12,521	4,165	70	16,756
SA & TAS																		
Total supermarket sales	10,773			10,773	288			288	524						11,297			11,297
Total non supermarket sales	5,216		1,142	6,358	200		242	442	804						5,580		1,582	7,162
Total exports																		
Total sales	15,989		1,142	17,131	488		242	730	1,327						16,876		1,582	18,458
Total Stock on Hand	7,201		1,962	9,163	201		131	332	604						7,566		2,200	9,767
VIC																		
Total supermarket sales	25,778		2,206	27,984	465		112	577	1,049						26,623		2,410	29,033
Total non supermarket sales	5,435	43	1,878	7,356	647		432	1,079	1,962						6,611	43	2,663	9,318
Total exports																		
Total sales	31,213	43	4,084	35,340	1,112		544	1,656	3,011						33,235	43	5,073	38,351
Total Stock on Hand	3,911	357	2,442	6,710	105	1		106	193						4,102	359	2,442	6,903
WA																		
Total supermarket sales	6,214			6,214	155			155	282						6,496			6,496
Total non supermarket sales	2,376			2,376	336			336	611						2,987			2,987
Total exports	710			710	249			249	453						1,163			1,163
Total sales	9,300			9,300	740			740	1,345						10,645			10,645
Total Stock on Hand	3,378			3,378	7			7	13						3,391			3,391
Total																		
Total supermarket sales	112,463		2,206	114,669	1,290		112	1,402	2,549						114,808		2,410	117,218
Total non supermarket sales	19,240	43	3,989	23,272	1,751		774	2,525	4,591						22,424	43	5,396	27,863
Total exports	710			710	249			249	453						1,163			1,163
Total sales	132,413	43	6,195	138,651	3,290		886	4,176	7,593						138,395	43	7,806	146,244
Total Stock on Hand	27,087	4,357	4,474	35,918	401	92	131	624	1,135						27,816	4,524	4,712	37,053

Weekly National Sales

