



## INFOCADO WEEKLY REPORT: 22nd — 28th December 2012 (Wk 52)



### Comments

- Happy New Year! We wish you a very prosperous 2013.
- As was to be expected dispatches over the Christmas week were very low as is the forecast for the week beginning 19th January . This is a result of the public holidays over that period hampering both harvesting and also preventing some packhouses who may be packing from entering their data (both dispatches and weekly forecast) into Infocado. This includes New Zealand data. Next week we expect to get back to normal with a much larger number of contributors.
- With everyone back on board next week the quarterly Infocado report will be compiled and then distributed by the end of January.

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Matter tests at home](#)

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Infocado Reports](#)

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### 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%. Dry Matter levels below these benchmarks have been proven to have a negative impact on the consumer's experience and can of course influence future purchases. Dry Matter testing from fruit selected at random from the Sydney markets will continue in 2013 with results published monthly.
- According to the October 2012 Quarterly Report 791,587 5.5kg eqv trays are expected in the market place for January. 761,884 5.5kg eqv trays are Hass with the remainder being Shepard and other varieties. This will of course change once the latest seasonal forecasts are reviewed. The next Quarterly Report will be published next month.

### Upcoming Holidays

28th January—Australia Day Holiday

### 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:

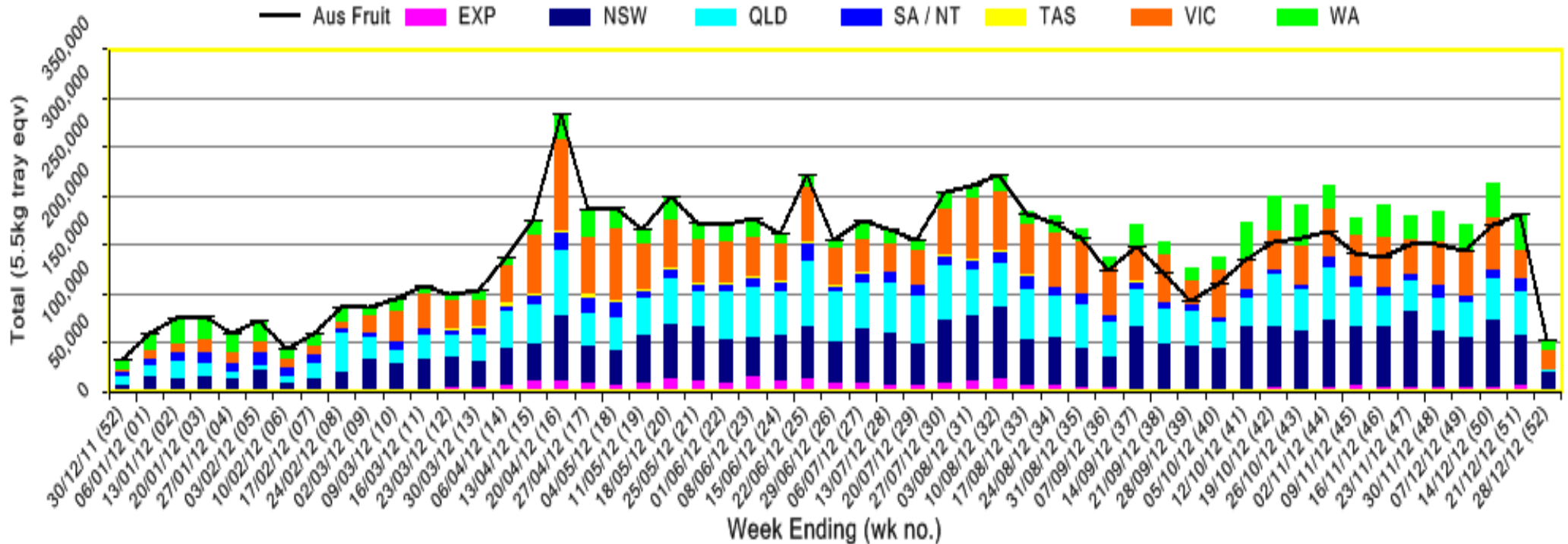
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 22nd December - 28th December 2012 (Wk 52)**

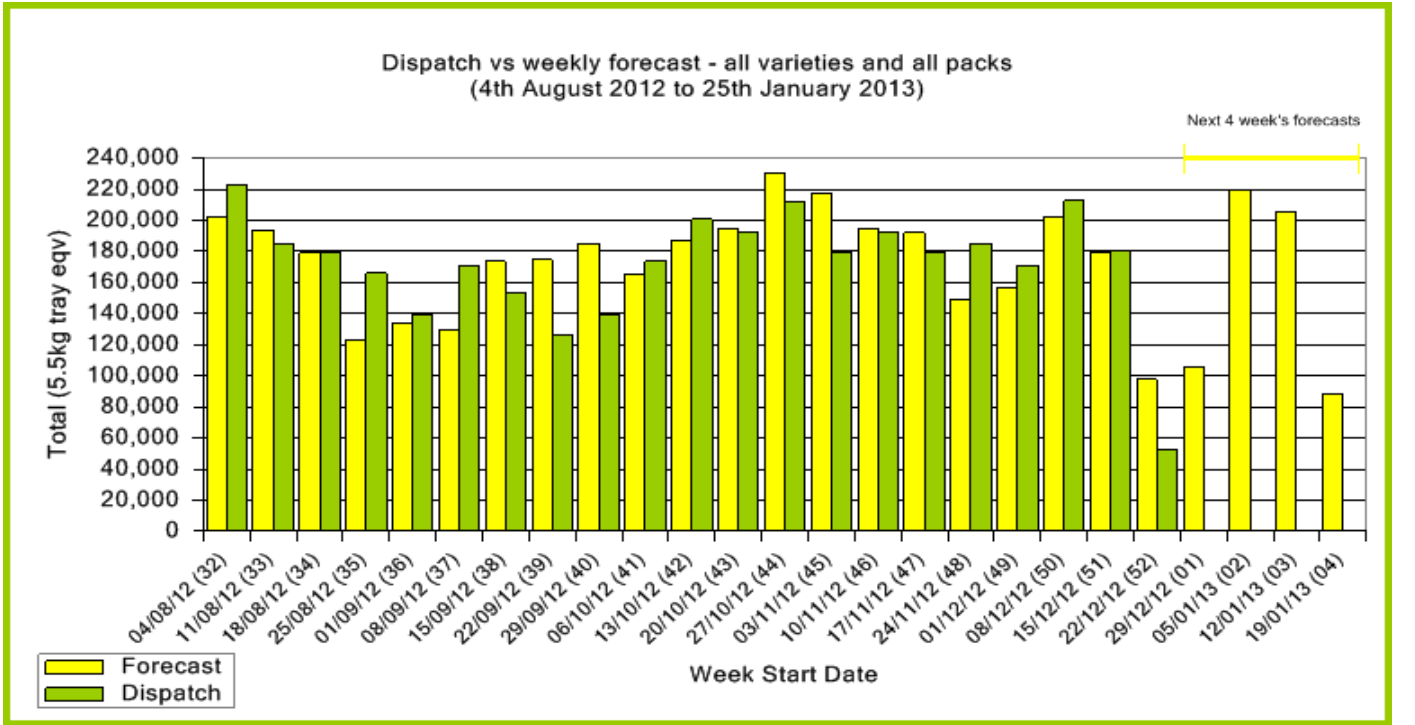
Dest. State	5.5kg								Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
NSW	96	368	3,657	7,008	5,886	746	1,306		19,067	751	20,432
QLD			130	190	405	222	263		1,210		1,210
SA / NT							250		250	244	694
VIC	150	154	1,864	5,434	5,315	5,180	369	39	18,505	538	19,483
WA	27	91	253	575	956	5,070	311	7	7,290	1,767	10,503
<b>Total</b>	<b>273</b>	<b>613</b>	<b>5,904</b>	<b>13,207</b>	<b>12,562</b>	<b>11,218</b>	<b>2,499</b>	<b>46</b>	<b>46,322</b>	<b>3,300</b>	<b>52,322</b>

**Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2012 to date = 7,908,819 5.5kg tray eqv**



Forecast Data (Week 52 - 4)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 52 - begin 22/12/2012</b>						
Gwen	1,100	350				<b>1,736</b>
Hass	90,550	2,055	2,000	40	2,000	<b>95,021</b>
Lamb Hass	750	60				<b>859</b>
<b>Week Total</b>	<b>92,400</b>	<b>2,465</b>	<b>2,000</b>	<b>40</b>	<b>2,000</b>	<b>97,617</b>
<b>Week 1 - begin 29/12/2012</b>						
Gwen	700	250				<b>1,155</b>
Hass	93,969	4,479	2,000	40	3,000	<b>103,029</b>
Lamb Hass	900	50				<b>991</b>
Reed	700	2	100			<b>722</b>
<b>Week Total</b>	<b>96,269</b>	<b>4,781</b>	<b>2,100</b>	<b>40</b>	<b>3,000</b>	<b>105,896</b>
<b>Week 2 - begin 05/01/2013</b>						
Gwen	500	100				<b>682</b>
Hass	196,083	10,789	4,000	40	7,000	<b>217,706</b>
Lamb Hass	500					<b>500</b>
Reed	700	2	100			<b>722</b>
<b>Week Total</b>	<b>197,783</b>	<b>10,891</b>	<b>4,100</b>	<b>40</b>	<b>7,000</b>	<b>219,610</b>
<b>Week 3 - begin 12/01/2013</b>						
Hass	182,672	10,781	4,000		7,000	<b>204,274</b>
Reed	1,200	122	100			<b>1,440</b>
<b>Week Total</b>	<b>183,872</b>	<b>10,903</b>	<b>4,100</b>		<b>7,000</b>	<b>205,714</b>
<b>Week 4 - begin 19/01/2013</b>						
Hass	79,304	4,639				<b>87,739</b>
Reed	700	200				<b>1,064</b>
<b>Week Total</b>	<b>80,004</b>	<b>4,839</b>				<b>88,802</b>

Green shading indicates dispatch data		Yellow shading indicates forecast data		
Dispatch Data (Week 52 - begin 22/12/2012)				
Variety	Trays	Bulk	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Total Trays	
Gwen	713	268	<b>1,200</b>	
Hass	45,609	3,032	<b>51,122</b>	
<b>Total</b>	<b>46,322</b>	<b>3,300</b>	<b>52,322</b>	



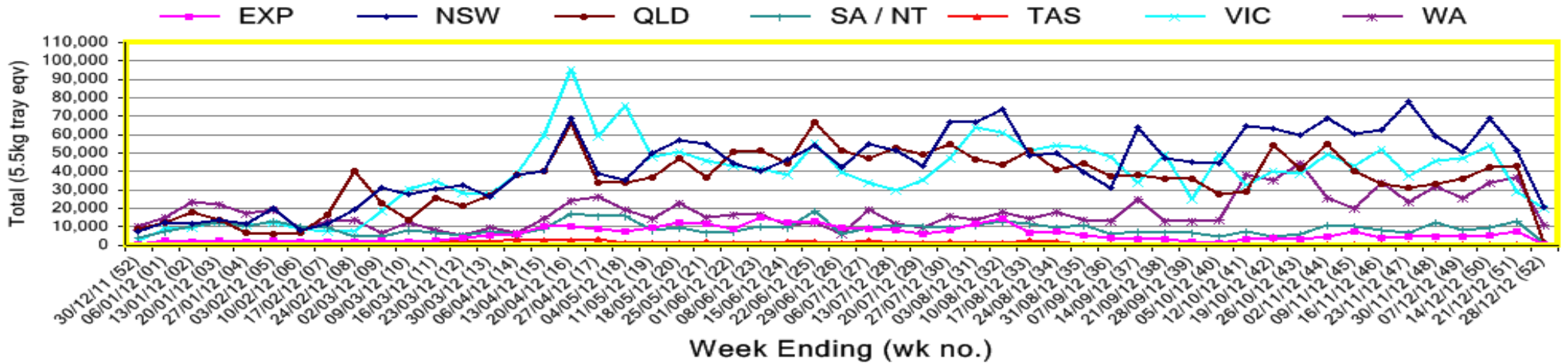
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	100,000	163,165	200,288	221,573	201,354	126,999	10,080	0	<b>933,459</b>
<b>Australia</b>	27,768	106,347	156,090	211,721	71,661					<b>573,587</b>
<b>USA</b>			7							
<b>Japan</b>	374	9,797	38,653							
<b>Total</b>	<b>28,142</b>	<b>116,144</b>	<b>194,750</b>	<b>211,721</b>	<b>71,661</b>					<b>622,418</b>

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 7,908,819 5.5kg tray eqv



**Week 52 contributors - Packhouses**

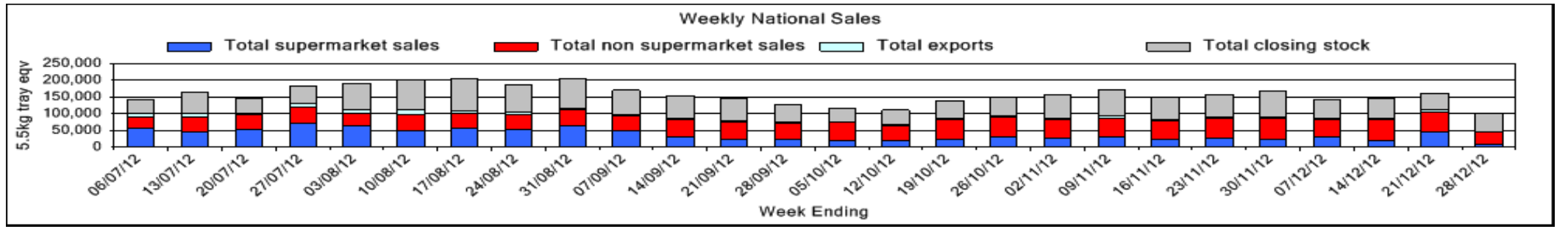
Sunfresh	Delroy Orchards
Avonova	VP & EA Farrell
Box Organics	Willow Creek

**Week 52 contributors - Wholesalers**

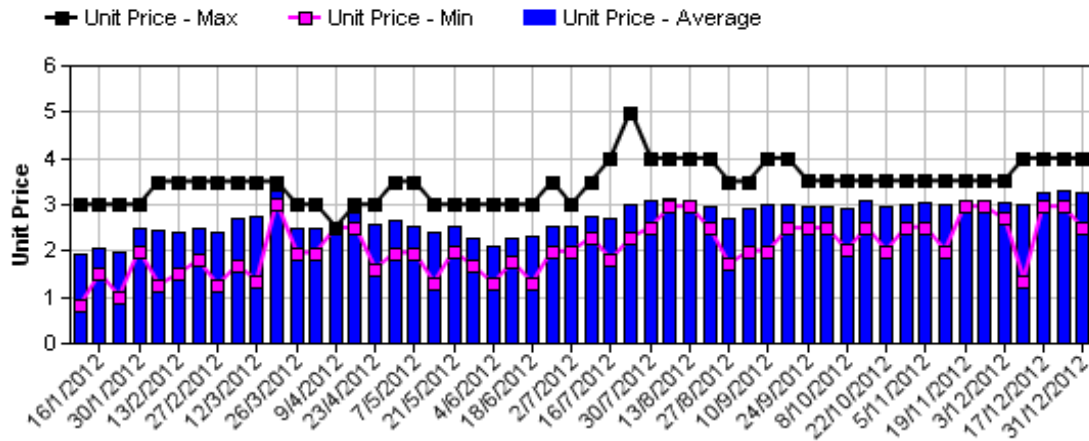
Costa Farms (Adelaide)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (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

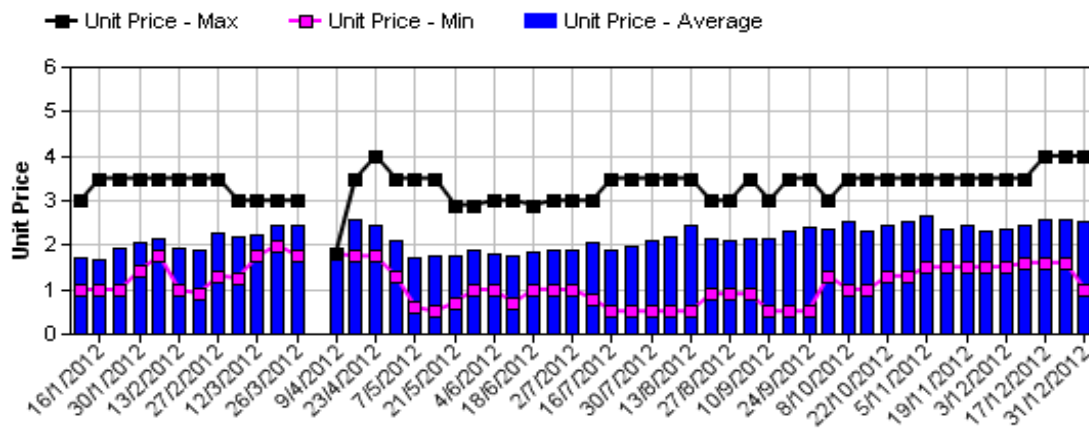
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week.																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	1,444			1,444	451			451	820						2,264			2,264
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	3,505			3505														
<b>Total non supermarket sales</b>	14,848			14,848	1,771			1,771	3,220						18,068			18,068
<b>Total exports</b>																		
<b>Total sales</b>	18,353			18,353	1,771			1,771	3,220						21,573			21,573
<b>Total Stock on Hand</b>	17,903			17,903	1,023			1,023	1,860						19,763			19,763
SA & TAS																		
<b>Total supermarket sales</b>	6,393			6,393											6,393			6,393
<b>Total non supermarket sales</b>	4,199		132	4,331	396		18	414	753						4,919		165	5,084
<b>Total exports</b>																		
<b>Total sales</b>	10,592		132	10,724	396		18	414	753						11,312		165	11,477
<b>Total Stock on Hand</b>	12,488		885	13,373	190		10	200	364						12,833		903	13,737
VIC																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	7,360		36	7,396	653			653	1,187	181			181	33	8,580		36	8,616
<b>Total exports</b>																		
<b>Total sales</b>	7,360		36	7,396	653			653	1,187	181			181	33	8,580		36	8,616
<b>Total Stock on Hand</b>	12,816			12,816	581			581	1,056	56			56	10	13,883			13,883
WA																		
<b>Total supermarket sales</b>	526			526											526			526
<b>Total non supermarket sales</b>	2,747			2,747	228			228	415						3,162			3,162
<b>Total exports</b>																		
<b>Total sales</b>	3,273			3,273	228			228	415						3,688			3,688
<b>Total Stock on Hand</b>	2,888			2,888	518			518	942						3,830			3,830
Total																		
<b>Total supermarket sales</b>	10,424			10,424											10,424			10,424
<b>Total non supermarket sales</b>	30,598		168	30,766	3,499		18	3,517	6,395	181			181	33	36,992		201	37,193
<b>Total exports</b>																		
<b>Total sales</b>	41,022		168	41,190	3,499		18	3,517	6,395	181			181	33	47,416		201	47,617
<b>Total Stock on Hand</b>	47,906		885	48,791	2,702		10	2,712	4,931	56			56	10	52,829		903	53,732



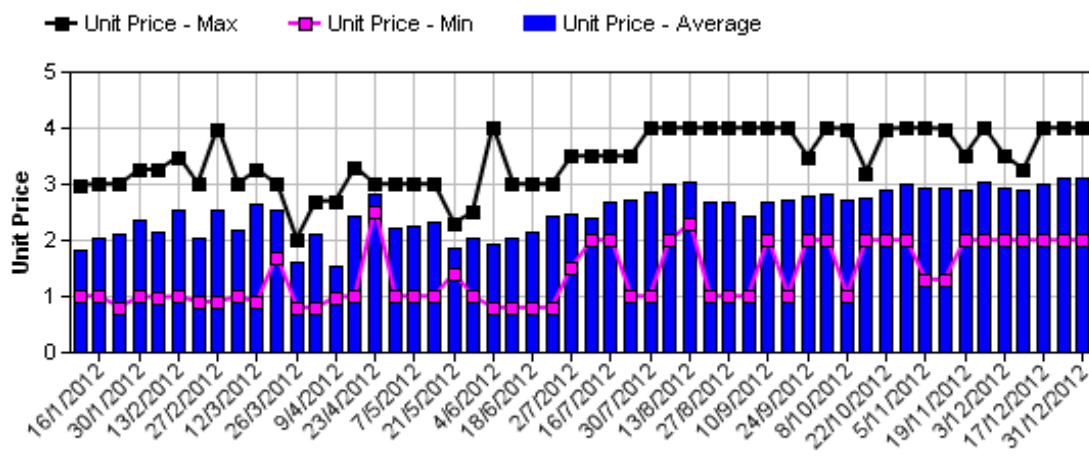
### Hass Avocado Average Retail Prices - Sydney



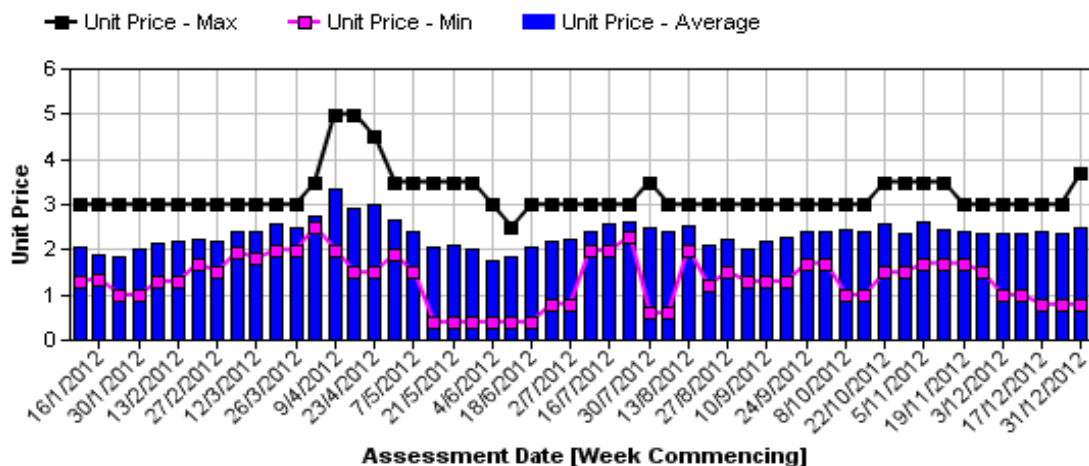
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

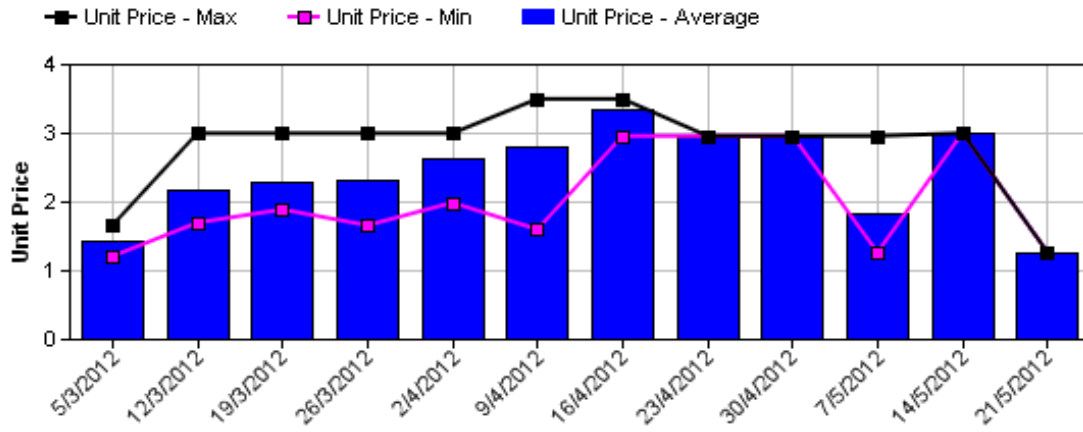


### Hass Avocado Average Retail Prices - Perth

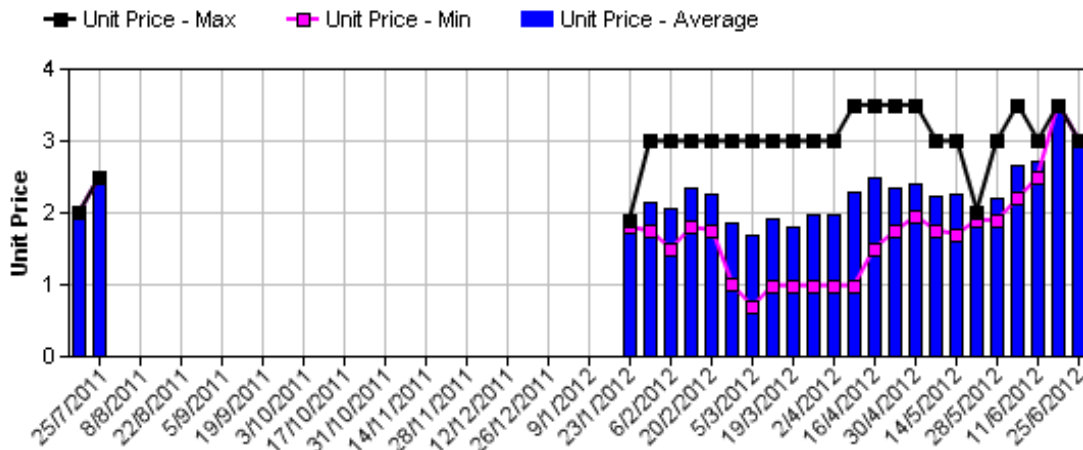


Assessment Date [Week Commencing]

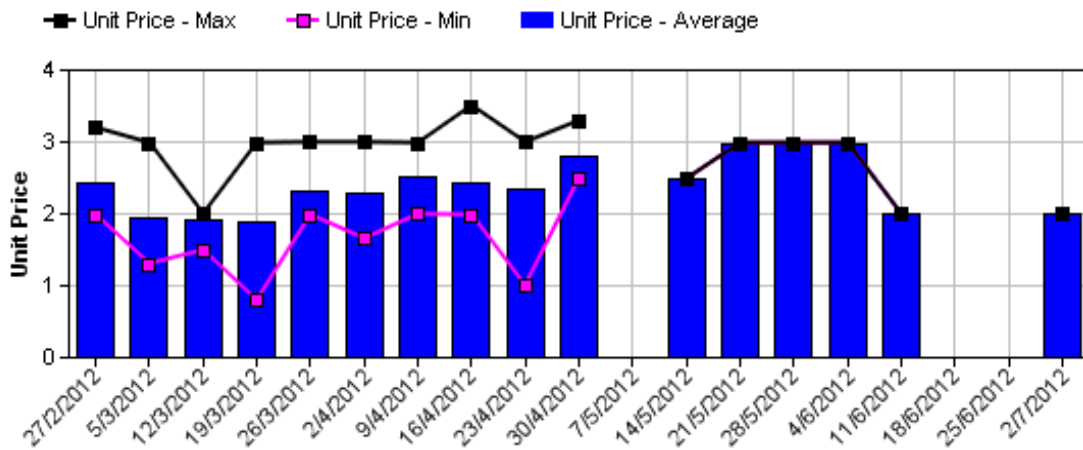
Shepard Avocado Average Retail Prices - Sydney



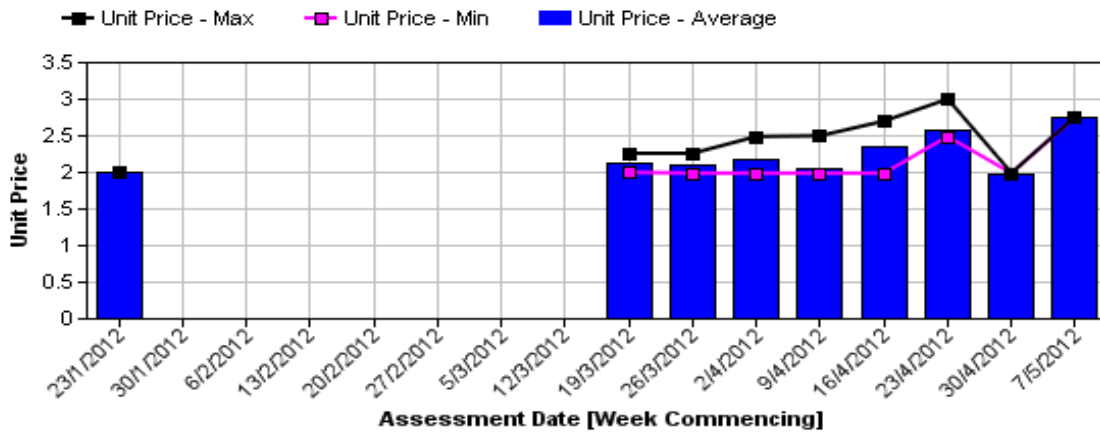
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 31st December 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	180	1.79	No	Aus
IGA	Hass	190	1.95	No	Aus
Foodworks	Hass	180	1.99	No	NS
Woolworths	Hass	260	2.48	No	Aus
Foodworks	Hass	310	2.69	No	NS
IGA	Hass	280	2.95	No	Aus
Coles	Hass	270	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	285	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Coles	Hass	260	2.98	No	Aus
IC	Hass	220	2.99	No	Aus
I	Reed	480	2.99	No	Aus
IC	Hass	220	2.99	No	Aus
IGA	Hass	230	2.99	No	NZ
I	Hass	285	2.99	No	Aus
I	Reed	460	2.99	No	Aus
I	Hass	210	2.99	No	Aus
I	Reed	470	2.99	No	Aus
IC	Hass	190	2.99	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	220	3.49	No	Aus
IC	Reed	470	3.5	No	Aus
I	Hass	260	3.5	No	Aus
IC	Reed	500	3.5	No	Aus
IC	Hass	300	3.99	No	Aus
I	Reed	475	3.99	No	Aus
IC	Hass	320	3.99	No	Aus
IC	Hass	330	3.99	No	Aus
I	Hass	300	3.99	No	Aus
I	Hass	400	4.99	No	Aus
<b>BRISBANE</b>					
I	Hass	135	1	Store	Aus
IGA	Hass	180	1.59	No	Aus
Woolworths	Hass	200	1.98	No	Aus
I	Hass	225	1.98	Store	Aus
I	Hass	245	2	Store	Aus
IGA	Hass	180	2.48	No	Aus
I	Hass	220	2.5	Store	Aus
IGA	Hass	200	2.68	No	Aus
I	Hass	260	2.79	Store	Aus
Coles	Hass	240	2.98	Store	Aus
Coles	Hass	180	2.98	Store	Aus
Coles	Hass	220	2.98	Store	Aus
Woolworths	Hass	305	2.98	No	Aus
Woolworths	Hass	275	2.98	No	Aus
I	Hass	320	3.79	No	Aus
I	Hass	282	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	220	1.29	No	NS
I	Hass	242	1.99	No	Aus
I	Hass	280	2.69	No	NZ
Safeway	Hass	290	2.98	No	Aus
Coles	Hass	300	2.98	No	Aus
Safeway	Hass	255	2.98	No	Aus
Coles	Hass	245	2.98	No	Aus
Coles	Hass	280	2.98	No	Aus
Safeway	Hass	300	2.98	No	Aus
I	Hass	285	2.99	No	NS
I	Hass	260	2.99	No	NZ
IGA	Hass	275	2.99	No	Aus
I	Hass	250	2.99	No	NS
I	Hass	290	3.45	No	NS
I	Hass	270	3.45	No	NS
IC	Hass	305	3.98	No	Aus
I	Hass	296	3.99	No	Aus
I	Hass	280	3.99	No	Aus
<b>PERTH</b>					
I	Hass	120	0.78	Store	Aus
I	Hass	150	0.99	No	Aus
IS	Hass	180	1.49	Store	Aus
IGA	Hass	245	1.79	Store	Aus
I	Hass	290	1.99	Store	Aus
I	Hass	245	2.49	No	Aus
I	Hass	280	2.5	No	Aus
Coles	Hass	235	2.68	No	Aus
Coles	Hass	230	2.68	No	Aus
Woolworths	Hass	190	2.68	Store	Aus
Woolworths	Hass	210	2.68	No	Aus
Coles	Hass	235	2.68	No	Aus
Woolworths	Hass	230	2.68	No	Aus
IGA	Hass	250	2.69	No	Aus
I	Hass	320	2.98	No	Aus
IS	Hass	230	2.99	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
IGA	Hass	270	3.69	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