



INFOCADO WEEKLY REPORT: 21st — 27th December 2013 (Wk 52)



[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](#)

Comments

- There were very few contributors to this week's data therefore next week's report will be a more accurate reflection of the fourth week in the four week forecast.
- Happy New Year! Please remember that the Avocados Australia office is closed until 6 January 2014. The Infocado reports will be published as usual during this time so please ensure your data is submitted on time so as not to hold up reporting.
- In early December 2013 increasing wholesale prices attracted media attention. Avocados Australia produced a media statement about the current market for fresh avocados in response to a media request and coverage followed. Key messages in the media statement about what the industry is doing to address peak demand in summer successfully appeared in the coverage, these were: 1) Australian avocado growers in the two main avocado growing regions that supply fruit in summer (Western Australia and Sunraysia growing regions) have been working to expand their capacity to meet the growing demand for avocados in summer, and 2) That significant plantings of avocado trees has occurred to assist Australian avocado growers in meeting strong summer demand in future years.
- AAL produced a media release to inform Australian consumers as to why avocados are currently in short supply and how they can gain the best value from the fruit by proper selection, ripening and storage.

What you need to be aware of for next month

The Australian Avocados Facebook page continues to grow in both fans and engagement. One of the biggest focus points for our media agency, IKON, is ensuring that any content we post on the Facebook page is well received and interesting to our fans. We want to make sure we're sharing content that not only makes avocados look delicious, but also makes our fans want to engage with it. This allows us to create a deeper influence with our fans, and help drive that avocado loving feeling.

The best way to make sure we're doing this is to calculate a 'reaction rate'. This calculates how many people are taking an action on the content (i.e. 'liking', sharing or commenting), and divides it by how many people have seen it. Australian Avocados reaction rates are through the roof! In the last week our average reaction rate was 8.3%. This is about 2-3% higher than similar brands in the industry. This shows that our audience aren't just viewers of our content, but are actively participating in our messaging on a regular basis.

If you haven't yet, remember to join us over at www.facebook.com/AustralianAvocados. And don't forget to like, comment and share!

Upcoming Holidays

Christmas Day: 25th December | Boxing Day: 26th December | New Year's Day: 1st January | Day after New Year's Day (NZ): 2nd January

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:

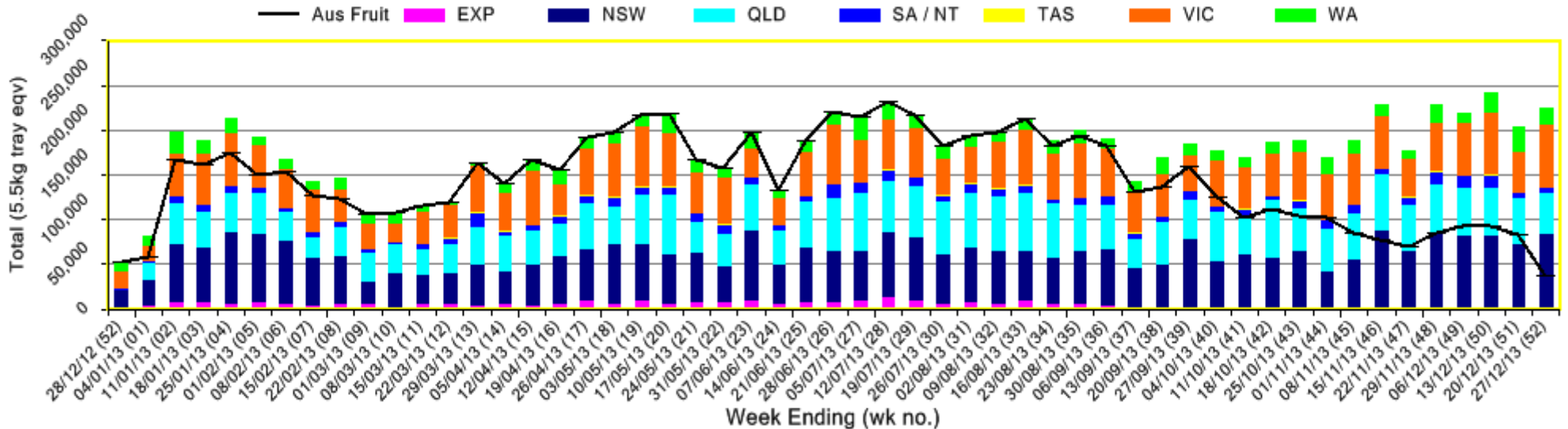
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 21st December - 27th December 2013 (Wk 52)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All	
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP								562	504	1,066	341		1,686
NSW		3,552	6,550	14,050	16,014	18,268	10,617	13,240	82,291	496	96	83,210	
QLD		1,500	3,199	7,053	8,599	10,104	5,976	7,524	43,955	96		44,130	
SA / NT			1,984		2,072	1,072	264		5,392	94		5,563	
VIC	136	2,167	5,970	13,426	13,530	15,342	9,015	10,997	70,583			70,583	
WA	142	984	1,911	7,651	3,630	2,715	1,122	1,195	19,350	320	242	19,976	
Total	278	8,203	19,614	42,180	43,845	47,501	27,556	33,460	222,637	1,347	338	225,147	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 9,412,003 5.5kg tray eqv

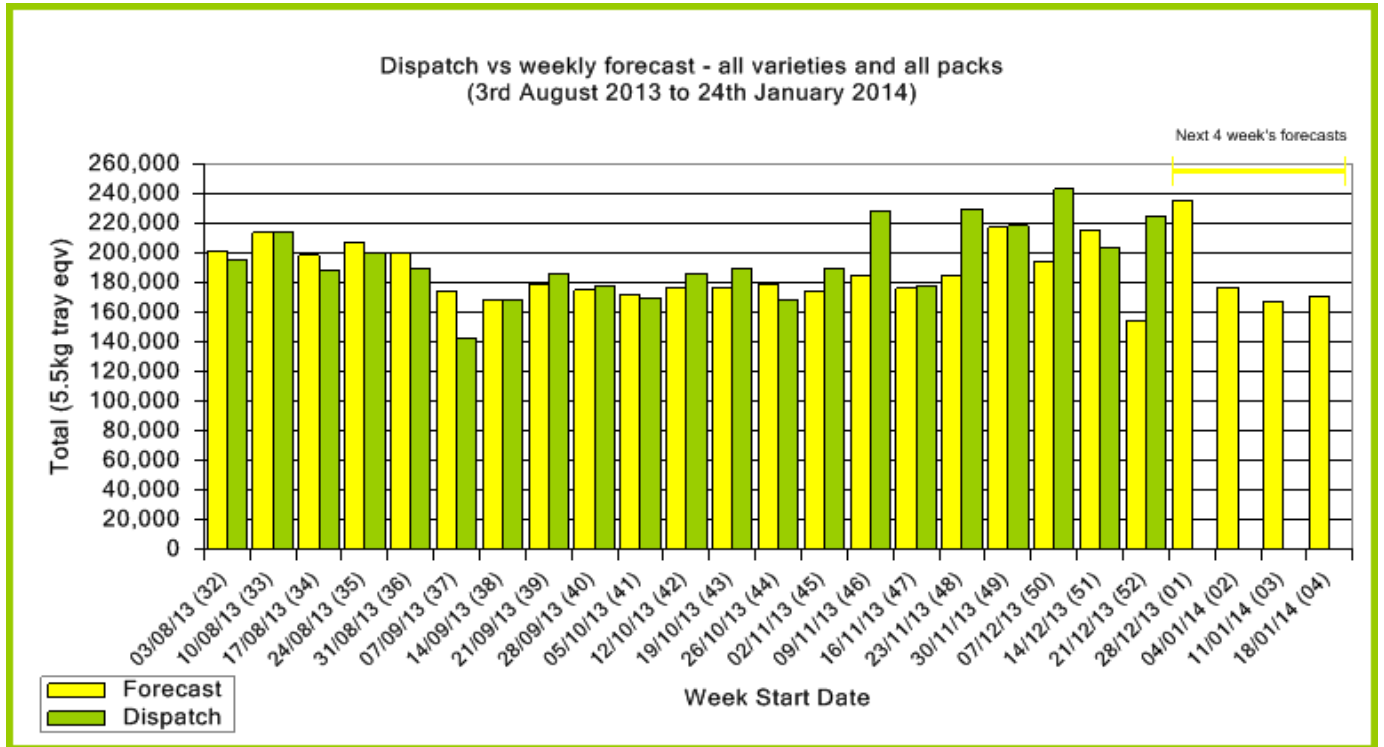


Green shading indicates dispatch data

Yellow shading indicates forecast data

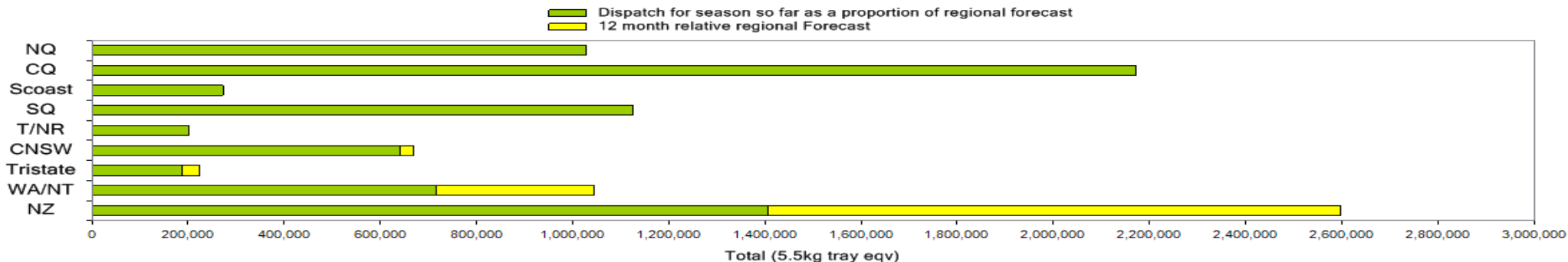
Forecast Data (Week 52 - 4)				
Variety	Trays - Total	Bulk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 52 - begin 21/12/2013				
Hass	145,638	4,238	20	153,347
Reed	650	10		668
Week Total	146,288	4,248	20	154,016
Week 1 - begin 28/12/2013				
Hass	227,245	4,425	10	235,292
Week Total	227,245	4,425	10	235,292
Week 2 - begin 04/01/2014				
Hass	163,790	5,008	10	172,897
Lamb Hass	500			500
Reed	2,450	540		3,432
Week Total	166,740	5,548	10	176,829
Week 3 - begin 11/01/2014				
Hass	157,400	4,850		166,218
Lamb Hass	500			500
Reed	800	30		855
Week Total	158,700	4,880		167,573
Week 4 - begin 18/01/2014				
Hass	165,000	3,500		171,364
Week Total	165,000	3,500		171,364

Dispatch Data (Week 52 - begin 21/12/2013)				
Variety	Trays	Bulk	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	222,637	1,347	338	225,147
Total	222,637	1,347	338	225,147

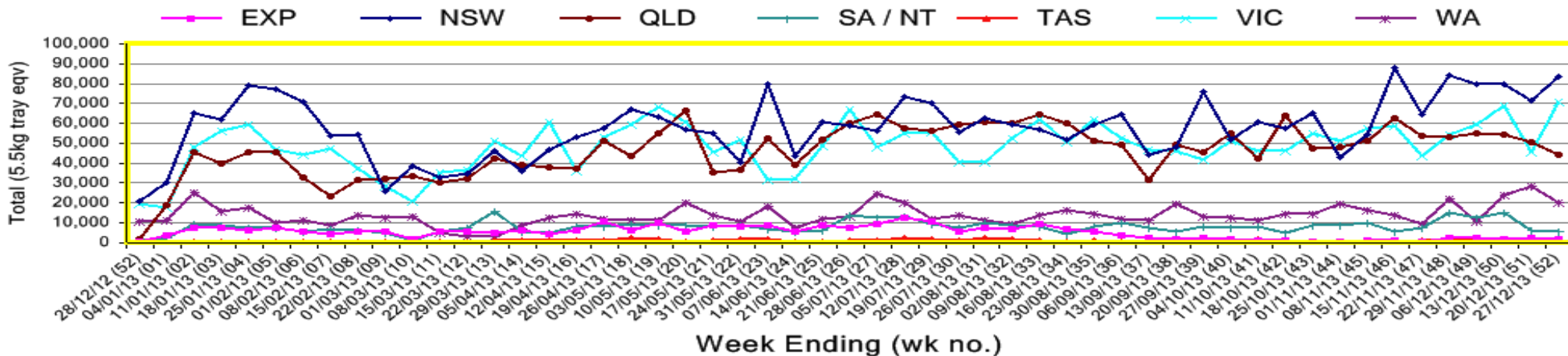


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia	16,341	83,173	283,934	582,190	587,056					1,552,694
USA	0	0	0							
Japan	0	0	0							
Total	16,341	83,173	283,934	582,190	587,056					1,552,694

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 9,412,003 5.5kg tray eqv



Week 52 contributors - Packhouses

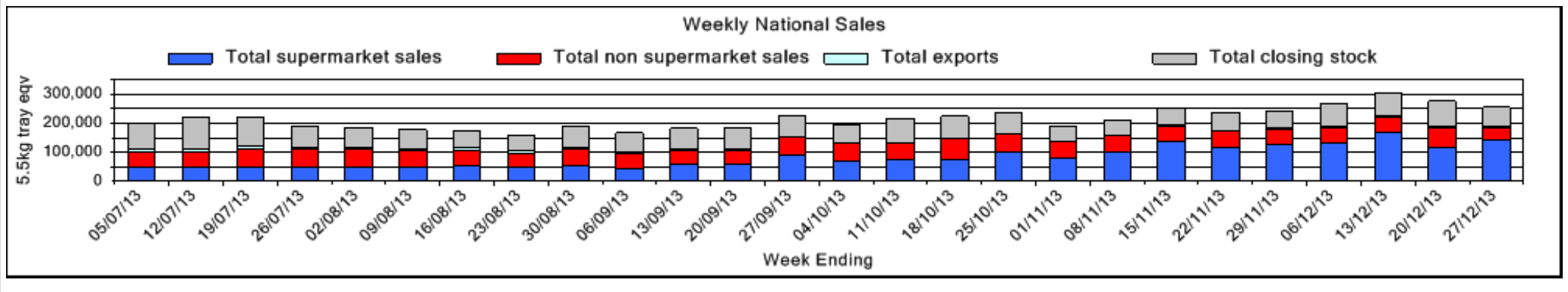
Avocado Industry Council (NZAGA) Not enough contributors from any other region to report

Week 52 contributors - Wholesalers

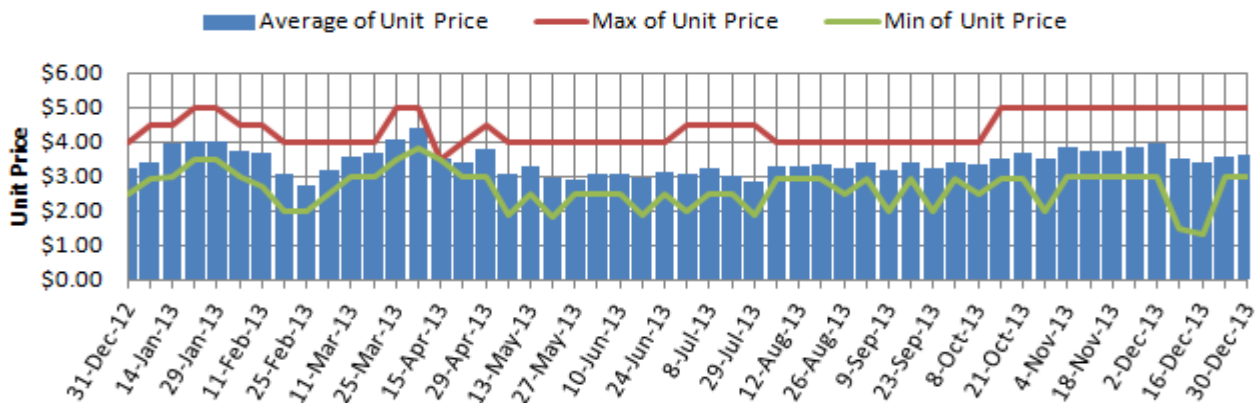
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce Pty Ltd (Perth)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)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

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

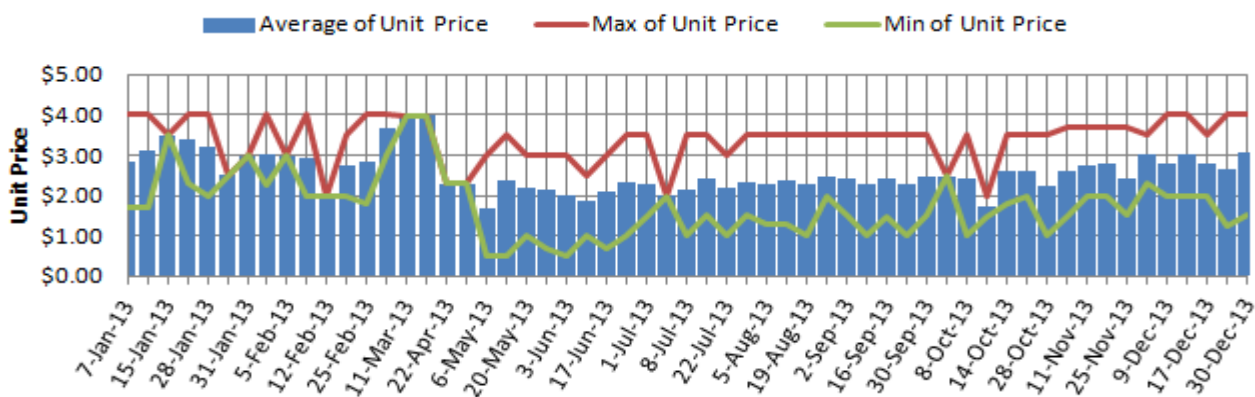
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	47,895			47,895											47,895			47,895
Total non supermarket sales	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	47,995		946	48,941											47,995		946	48,941
Total Stock on Hand																		
QLD																		
Total supermarket sales	37,474			37,474											37,474			37,474
Total non supermarket sales	Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports																		
Total sales	40,178			40,178											40,178			40,178
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	13,017			13,017	94			94	171						13,188			13,188
Total non supermarket sales	4,264		147	4,411	236		138	374	680						4,693		398	5,091
Total exports																		
Total sales	17,281		147	17,428	330		138	468	851						17,881		398	18,279
Total Stock on Hand	15,677		245	15,922	1,217		29	1,246	2,265						17,890		298	18,187
VIC																		
Total supermarket sales	45,158			45,158											45,158			45,158
Total non supermarket sales	12,909		1,841	14,749	1,080		304	1,384	2,516						14,872		2,394	17,266
Total exports																		
Total sales	58,067		1,841	59,907	1,080		304	1,384	2,516						60,030		2,394	62,424
Total Stock on Hand	21,413		1,452	22,865	866			866	1,575						22,988		1,452	24,440
WA																		
Total supermarket sales	9,201			9,201	320			320	582						9,783			9,783
Total non supermarket sales	5,056			5,056	418			418	760						5,816			5,816
Total exports	1,066			1,066	341			341	620						1,686			1,686
Total sales	15,323			15,323	1,079			1,079	1,962						17,285			17,285
Total Stock on Hand	4,545			4,545	55			55	100						4,645			4,645
Total																		
Total supermarket sales	142,845			142,845	414			414	753						143,598			143,598
Total non supermarket sales	34,933		2,934	37,866	1,734		442	2,176	3,956						38,085		3,737	41,823
Total exports	1,066			1,066	341			341	620						1,686			1,686
Total sales	178,844		2,934	181,777	2,489		442	2,931	5,329						183,369		3,737	187,106
Total Stock on Hand	61,722		1,787	63,510	2,138		29	2,167	3,940						65,610		1,840	67,450



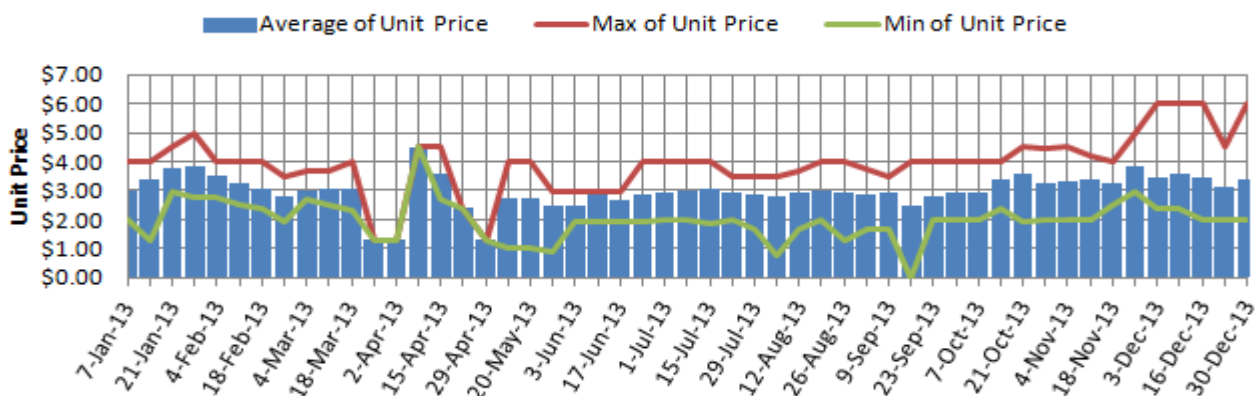
Hass Avocado Average Retail Prices - Sydney



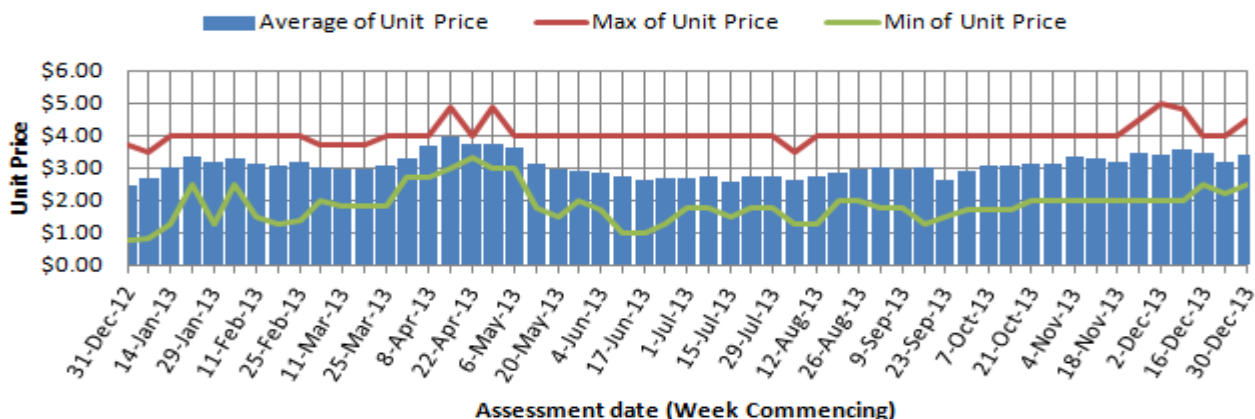
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

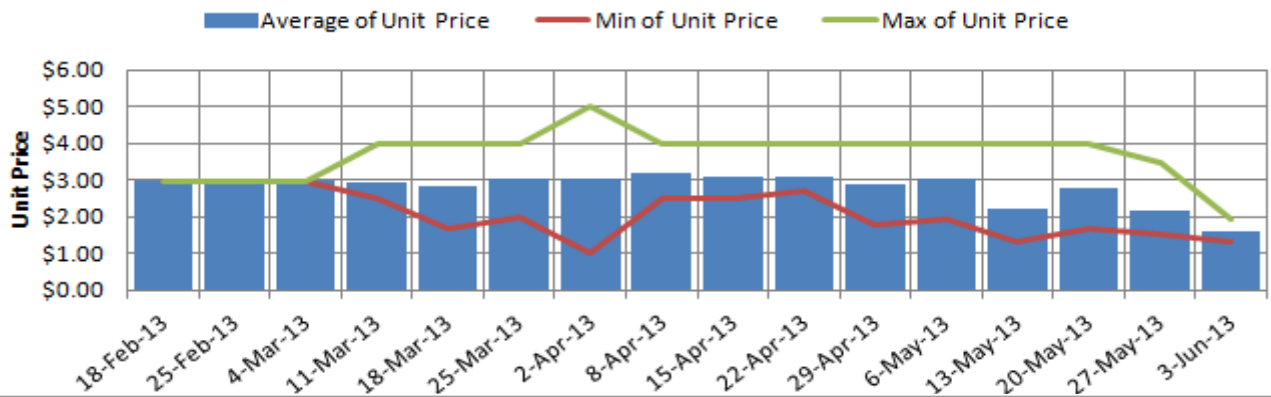


Hass Avocado Average Retail Prices - Perth

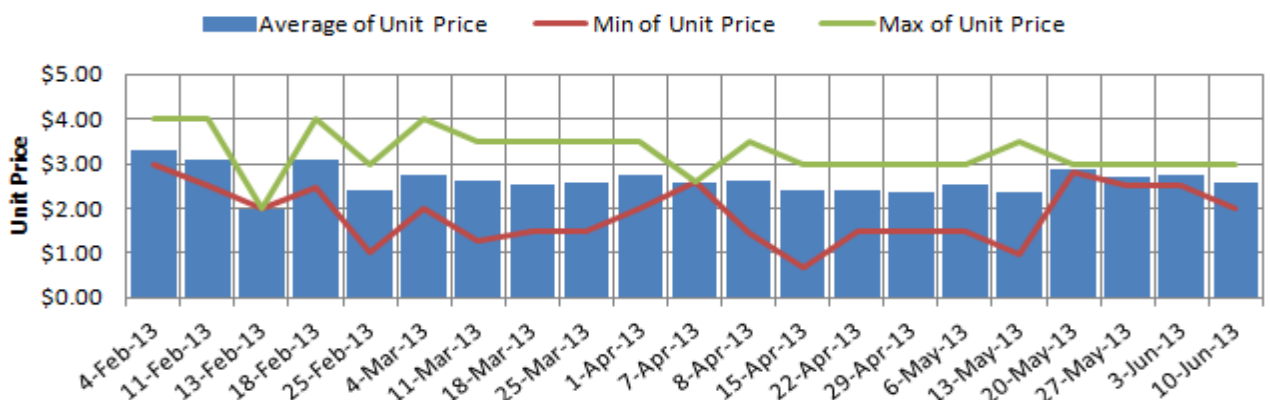


Assessment date (Week Commencing)

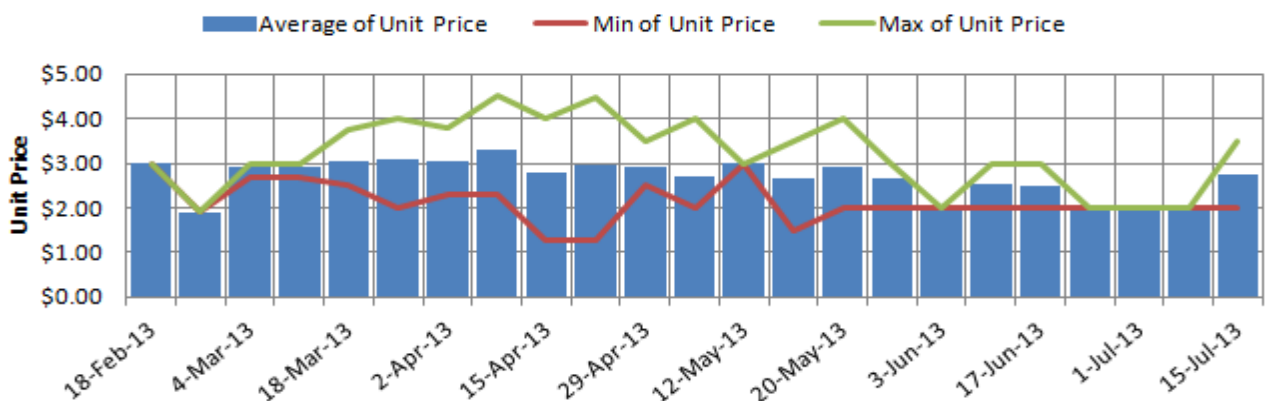
Shepard Avocado Average Retail Prices - Sydney



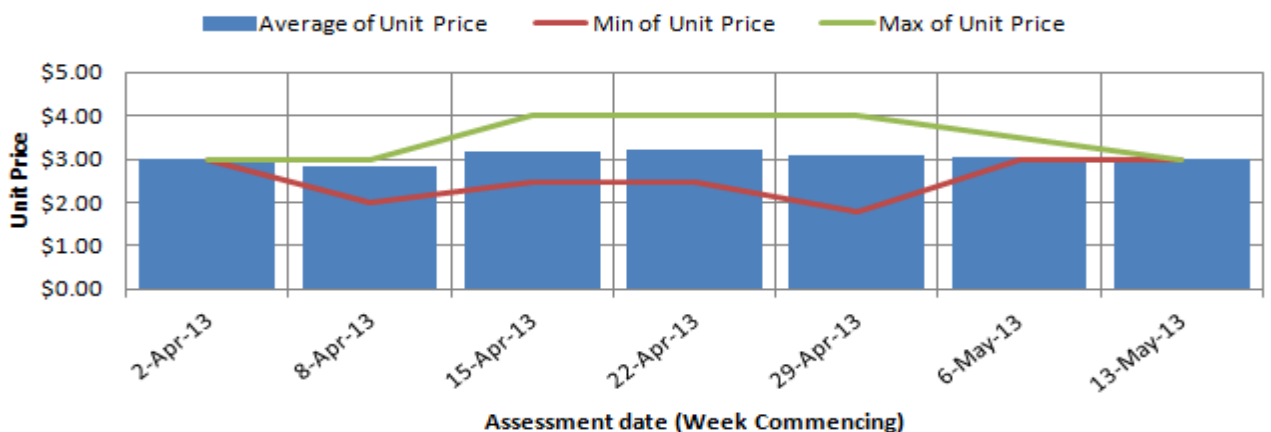
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety – 30th December 2013

Store Type	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store Type	Var	Av Wt (g)	Unit Price	Special	Country of Origin																		
SYDNEY						MELBOURNE																							
Foodworks	Hass	150	2.29	No	NZ	I	Hass	150	1.99	No	Aus																		
IC	Hass	230	2.50	Store	NZ	I	Hass	230	2.29	No	NS																		
IGA	Hass	160	2.50	No	Aus	I	Hass	140	2.40	No	NS																		
Coles	Hass	230	2.98	No	Aus	I	Hass	185	2.49	No	NS																		
Coles	Hass	270	2.98	No	NZ	Coles	Hass	270	2.98	No	Aus																		
WWorths	Hass	270	2.98	Store	NZ	I	Hass	190	2.99	No	NS																		
Coles	Hass	260	2.98	No	NZ	I	Hass	210	2.99	No	NS																		
WWorths	Hass	260	2.98	No	NZ	I	Hass	250	2.99	No	NS																		
WWorths	Hass	250	2.98	No	NZ	IGA	Hass	250	2.99	No	NS																		
IC	Hass	240	2.99	No	NZ	I	Hass	240	3.43	No	NZ																		
IC	Hass	220	2.99	No	NZ	Safeway	Hass	334	3.48	No	NZ																		
I	Reed	360	2.99	No	Aus	Coles	Hass	220	3.48	No	NZ																		
I	Hass	190	2.99	No	Aus	Coles	Hass	250	3.48	No	NZ																		
I	Hass	320	2.99	No	Aus	Safeway	Hass	280	3.48	No	NZ																		
I	Hass	270	3.49	No	Aus	Coles	Hass	260	3.48	No	Mixed																		
I	Hass	190	3.49	No	Aus	Safeway	Hass	260	3.48	No	NZ																		
I	Hass	260	3.49	No	Aus	IC	Hass	340	3.49	No	Aus																		
I	Hass	280	3.49	No	Aus	I	Hass	240	3.49	No	NS																		
IGA	Hass	280	3.50	No	Aus	I	Hass	230	4.00	Store	NS																		
Coles	Hass	240	3.98	No	Aus	I	Hass	325	4.19	No	Aus																		
IC	Hass	330	3.99	No	NZ	I	Hass	320	4.19	No	Aus																		
I	Reed	400	3.99	No	Aus	I	Hass	300	4.50	No	NS																		
IC	Reed	370	3.99	No	Aus	I	Hass	140	6.00	Store	NS																		
IC	Hass	340	3.99	No	Aus	PERTH																							
IGA	Hass	260	3.99	No	NZ	I	Hass	140	1.49	No	Aus																		
Foodworks	Hass	270	3.99	No	NZ	I	Hass	295	2.48	Store	Aus																		
Foodworks	Hass	150	4.00	No	NZ	IS	Hass	210	2.49	Store	Aus																		
IC	Reed	400	4.99	No	Aus	Coles	Hass	265	2.98	No	Aus																		
IC	Reed	420	4.99	No	Aus	WWorths	Hass	235	2.98	No	Aus																		
IC	Hass	320	4.99	No	NZ	WWorths	Hass	205	2.98	No	Aus																		
I	Hass	290	4.99	No	Aus	Coles	Hass	270	2.98	No	Aus																		
I	Hass	280	5.99	No	Aus	WWorths	Hass	185	2.98	No	Aus																		
BRISBANE						I	Hass	260	2.99	No	Aus																		
I	Un-named	285	1.00	Store	NS	IGA	Hass	230	2.99	Store	Aus																		
I	Hass	165	1.50	Store	NZ	I	Hass	235	2.99	No	Aus																		
IGA	Hass	185	1.50	Store	NZ	IGA	Hass	260	3.49	No	NZ																		
IGA	Hass	200	2.48	No	NZ	IGA	Hass	250	3.69	No	Aus																		
WWorths	Hass	210	2.48	No	NZ	I	Hass	340	3.98	No	Aus																		
I	Hass	315	2.50	Store	NZ	I	Hass	270	3.99	No	Aus																		
IGA	Hass	190	2.68	No	NZ	I	Hass	280	3.99	No	NZ																		
Coles	Hass	140	2.98	No	NZ	IGA	Hass	310	3.99	No	NS																		
I	Hass	275	2.99	No	Aus	IS	Hass	280	3.99	No	NZ																		
I	Hass	315	2.99	Store	Aus	WWorths	Hass	235	4.50	Cat	Aus																		
I	Hass	220	3.00	Store	NZ	WWorths	Hass	205	4.50	Cat	Aus																		
Coles	Hass	130	3.48	No	Aus	WWorths	Hass	185	4.50	Cat	Aus																		
WWorths	Hass	245	3.48	No	NZ	<table border="1"> <thead> <tr> <th colspan="2">Size ranges based on 5.5kg trays</th> </tr> <tr> <th>Size</th> <th>Weight Range</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>185 - 208g</td> </tr> <tr> <td>25</td> <td>208 - 230g</td> </tr> <tr> <td>23</td> <td>230 - 245g</td> </tr> <tr> <td>22</td> <td>245 - 263g</td> </tr> <tr> <td>20</td> <td>263 - 290g</td> </tr> <tr> <td>18</td> <td>290 - 325g</td> </tr> <tr> <td>16</td> <td>325 - 363g</td> </tr> </tbody> </table>						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
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																												
Coles	Hass	170	3.48	No	Aus																								
WWorths	Hass	220	3.48	No	NZ																								
I	Hass	220	3.50	No	NZ																								
I	Hass	282	3.50	Store	Aus																								
I	Hass	242	3.50	Store	Aus																								
I	Hass	282	3.99	No	Aus																								

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

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