



# INFOCADO WEEKLY REPORT: 19th — 25th Dec 2015 (Week 52)

## Comments

- The weekly dispatch volume recorded (109,104 trays) was less than half the amount that was forecast for the week (refer P 2 & 3). However, as the NZ office is closed, NZ figures are not included and other packhouses may not have updated their data this week (see contributors P4). NZ estimated 104,877 trays would be dispatched in week 52.
- 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).
- **NB: Week 46 was the last week retail prices were published due to the project ending 17 Nov 2015.**

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[Click here to for a refresher on how to contribute to Infocado](#)

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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

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

### IMPORTANT and PLEASE NOTE:

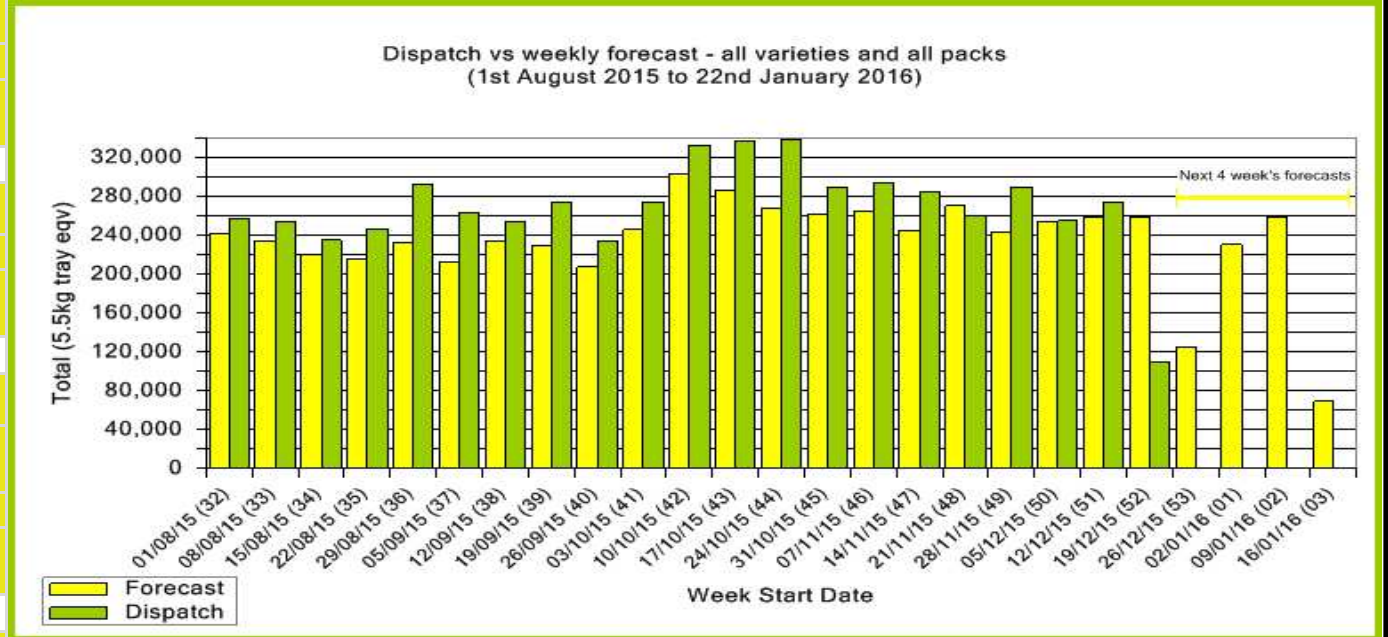
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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				
Forecast Data (Week 52 - 3)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 52 - begin 19/12/2015</b>				
Gwen	1,000	176		1,320
Hass	237,171	9,301		254,082
Lamb Hass	400			400
Reed	2,500	170		2,809
<b>Week Total</b>	<b>241,071</b>	<b>9,647</b>		<b>258,611</b>
<b>Week 1 - begin 26/12/2015</b>				
Hass	120,481	855		122,036
Reed	2,200	276		2,702
<b>Week Total</b>	<b>122,681</b>	<b>1,131</b>		<b>124,737</b>
<b>Week 1 - begin 02/01/2016</b>				
Hass	210,351	8,655		226,087
Lamb Hass	400	20		436
Reed	3,200	452		4,022
<b>Week Total</b>	<b>213,951</b>	<b>9,127</b>		<b>230,546</b>
<b>Week 2 - begin 09/01/2016</b>				
Hass	236,234	8,610	15,000	254,616
Lamb Hass	600	30		655
Reed	3,200	452		4,022
<b>Week Total</b>	<b>240,034</b>	<b>9,092</b>	<b>15,000</b>	<b>259,292</b>
<b>Week 3 - begin 16/01/2016</b>				
Hass	61,274	3,215		67,119
Lamb Hass	600	3		605
Reed	1,250	176		1,570
<b>Week Total</b>	<b>63,124</b>	<b>3,394</b>		<b>69,295</b>

Green shading indicates dispatch data			
Dispatch Data (Week 52 - begin 19/12/2015)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	92,310	6,389	103,926
Lamb Hass	830	4	837
Reed	3,471	478	4,340
<b>Total</b>	<b>96,611</b>	<b>6,871</b>	<b>109,104</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
NZ-Aus - Pre Season Forecast <sup>1</sup>	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 Forecast <sup>2</sup>	16,725	80,567	191,340	420,417	324,356	524,894	451,047	38,780	0	2,048,126
Australia (from ABS)	27,589	107,037	232,868	444,023	373,317					1,184,834
USA <sup>3</sup>	0	0	0	0	0					0
Japan <sup>3</sup>	0	0	4,212	20,473	23,509					48,194
Other Asia <sup>3</sup>	973	6,951	28,265	61,567	49,940					147,696
<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 : 19th December - 25th December 2015 (Wk 52)**

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
Central NSW		56	106	486	313	179	365		1,505	440	2,305
Tri State	1,639	1,536	646	378	102				4,301	482	5,177
WA/NT	1,221	7,290	16,448	24,407	17,463	15,650	8,216	110	90,805	5,949	101,621
	<b>2,860</b>	<b>8,882</b>	<b>17,200</b>	<b>25,271</b>	<b>17,878</b>	<b>15,829</b>	<b>8,581</b>	<b>110</b>	<b>96,611</b>	<b>6,871</b>	<b>109,104</b>

**Origin of Avocado**



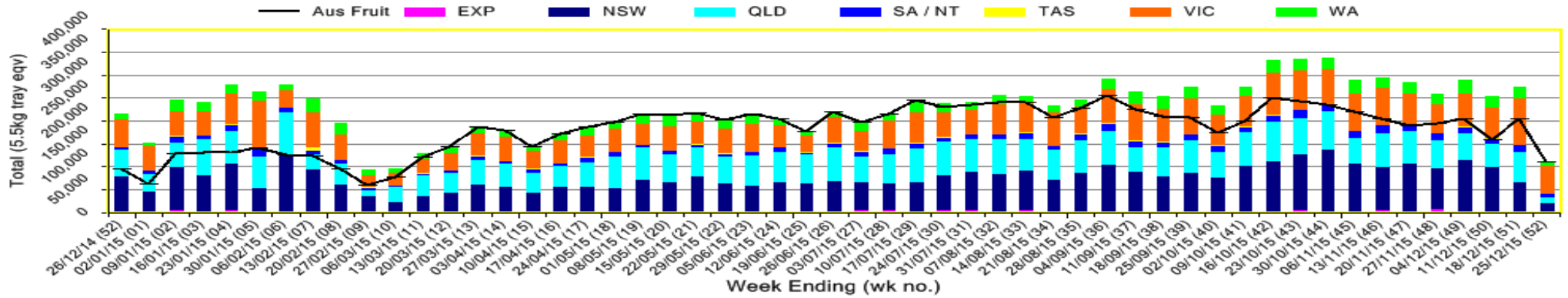
**Destination of Avocado**



**Industry Dispatches By Destination State and Count Size : 19th December - 25th December 2015 (Wk 52)**

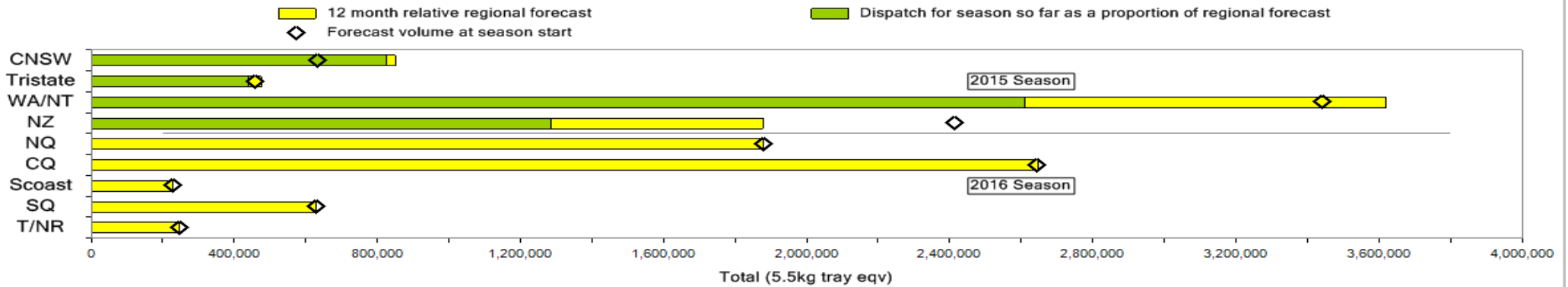
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
NSW	905	2,397	2,931	5,881	3,433	2,504	232	48	18,331	1,732	21,480
QLD	532	1,228	1,120	2,560	1,912	992	640		8,984	1,245	11,248
SA / NT	396	668	777	681	1,476	3,012	480		7,490	375	8,172
TAS						760			760		760
VIC	1,027	4,577	12,341	15,611	9,891	8,029	2,741		54,217	3,165	59,972
WA		12	31	538	1,166	532	4,488	62	6,829	354	7,473
<b>Total</b>	<b>2,860</b>	<b>8,882</b>	<b>17,200</b>	<b>25,271</b>	<b>17,878</b>	<b>15,829</b>	<b>8,581</b>	<b>110</b>	<b>96,611</b>	<b>6,871</b>	<b>109,104</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 11,879,587 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 52 Contributors - Packhouses

CNSW: Less than 3 contributors	Delroy Orchards (WA)
Golden Hill Packing Pty Ltd (TRI)	Golden Hill Avocados (WA)
KV & JM Lehmann (TRI)	Mariners Rest (WA)
Sunvale Produce Pty Ltd (TRI)	VP & EA Farrell (WA)
The Evolution (Consolidator)	Avonova (WA)

Week 52 Contributors - Wholesalers

Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Melbourne)	The La Manna Group (Adelaide)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Etherington (Perth)	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																	
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																		
Total sales	15,808			15,808	651			651	1,184									16,992
Total Stock on Hand																		
QLD																		
Total supermarket sales	10,089			10,089	864			864	1,571									11,660
Total non supermarket sales	4,742			4,742	142			142	258	683			683	124				5,124
Total exports																		
Total sales	14,831			14,831	1,006			1,006	1,829	683			683	124				16,784
Total Stock on Hand	16,258			16,258	169			169	307	265			265	48				16,613
SA & TAS																		
Total supermarket sales	16,113			16,113	192			192	349									16,462
Total non supermarket sales	5,650		165	5,815	1,008		319	1,327	2,413								745	8,228
Total exports																		
Total sales	21,763		165	21,928	1,200		319	1,519	2,762								745	24,690
Total Stock on Hand	10,681		1,837	12,518	1,399		580	1,979	3,598								2,892	16,116
VIC																		
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																		
Total sales	52,824			52,824	2,650			2,650	4,818									57,642
Total Stock on Hand	2,077			2,077	89			89	162									2,239
WA																		
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																		
Total sales	10,995			10,995	625			625	1,136									12,131
Total Stock on Hand	7,075			7,075	242			242	440									7,515
Total																		
Total supermarket sales	100,912			100,912	4,490			4,490	8,164									109,076
Total non supermarket sales	15,309		165	15,474	1,642		319	1,961	3,565	683			683	124			745	19,164
Total exports																		
Total sales	116,221		165	116,386	6,132		319	6,451	11,729	683			683	124			745	128,239
Total Stock on Hand	36,091		1,837	37,928	1,899		580	2,479	4,507	265			265	48			2,892	42,483

**Weekly National Sales**

