



INFOCADO WEEKLY REPORT: 1st — 7th February 2014 (Wk 6)



Comments

- Shepard Avocados have started to trickle into the Brisbane markets attracting slightly higher retail prices than this period last year.
- The report shows that forecasts drop off significantly in week 9. All packhouses who will be starting to pack in the next couple of weeks please make sure you submit your four week forecasts.
- Dispatches to forecasts were quite even this week in comparison to the last couple of weeks.
- Over the past couple of months the New Zealand Avocado Exports table (bottom of page 3) has been missing some data—the statistics related to exports from NZ to other countries apart from Australia. This data has now been included with the most up to date figures available. We apologise for any confusion the past omissions may have caused.
- The Brisbane Metropolitan Qualicado workshop is to be held on 20 February at the Brisbane Markets with all wholesalers, ripeners and transporters invited to attend.

What you need to be aware of for next month

Did you hear about the 2013 Australian Avocado 'breakfast' campaign? Developed to take advantage of the potential growth in the breakfast category, the campaign featuring delicious avocado photography with simple, easy to create recipes was coupled with a simple headline: why wait when there's breakfast?

A campaign featuring magazine advertising, digital banners, social platforms and bloggers encouraged people to start using avocados in their breakfast each morning.

According to post campaign market research, 76% of people said the campaign made them consider eating avocados at breakfast time, with 73% agreeing that avocados are a great way to start the day. Males were particularly inclined to agree that the breakfast message was telling them something new about avocados, and amongst those that currently do not eat avocados at breakfast time, 70% agreed that the ads would prompt them to consider avocados as a breakfast food.

With the new school and work year just beginning for many this is the perfect time to be pushing avocados as the healthy breakfast alternative.

Upcoming Holidays

Labour Day (WA): 3rd March | Labour Day (VIC & SA): 10th March | Easter: 18th—21st April | Anzac Day: 25th April

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

[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](#)

IMPORTANT and PLEASE NOTE:

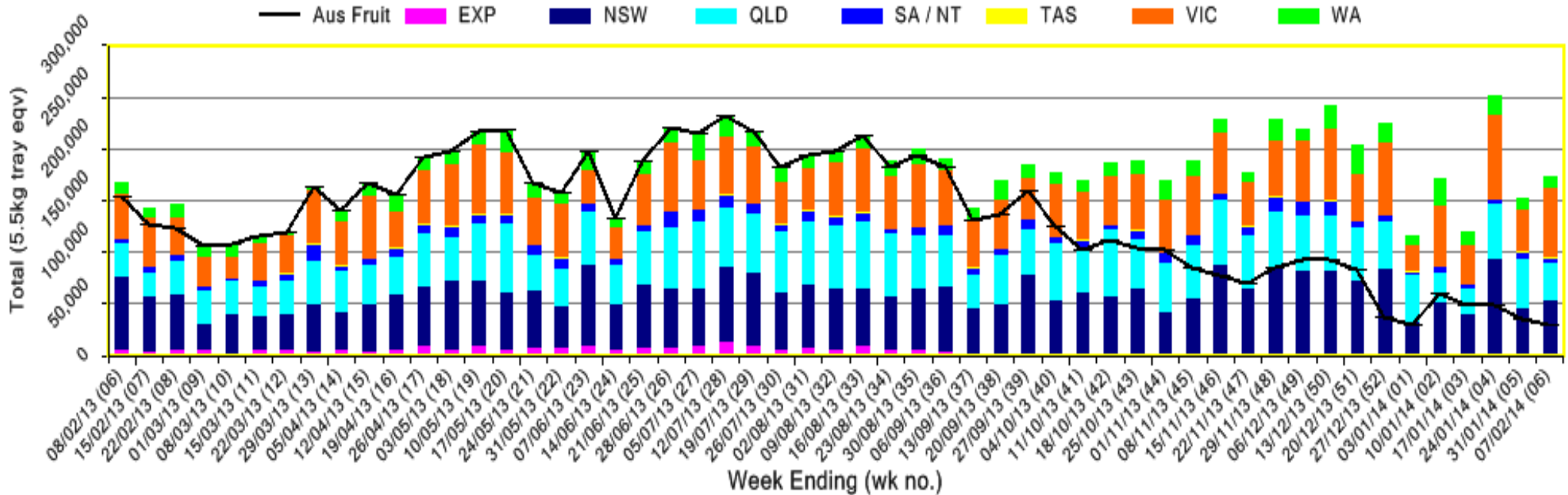
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 1st February - 7th February 2014 (Wk 6)

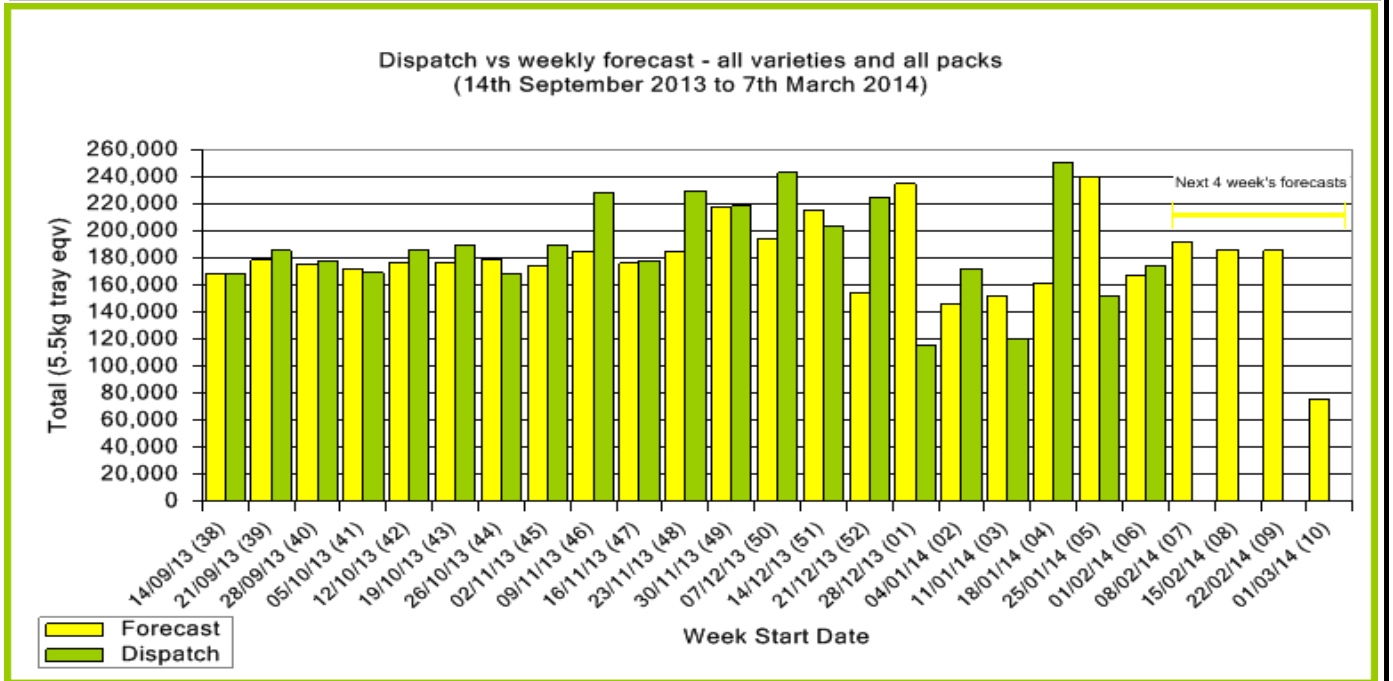
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								227	125	352	83		503
NSW	1,430	3,112	4,466	8,218	9,234	10,214	6,758	8,168	51,600	868	74		53,191
QLD		867	2,681	5,932	7,449	7,839	5,382	6,430	36,580				36,580
SA / NT	53	179	1,268	699	372	393	280		3,244	48			3,331
TAS					761	679			1,440				1,440
VIC	1,229	1,837	5,041	10,650	12,883	13,797	9,484	11,098	66,019	426			66,794
WA	269	293	3,229	3,810	2,319	1,560	575	617	12,672	29		118	12,746
Total	2,981	6,288	16,685	29,309	33,018	34,482	22,706	26,438	171,907	1,454	74	118	174,585

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2014 to date = 986,642 5.5kg tray eqv



Forecast Data (Week 6 - 10)					
Variety	Trays - Total	Bulk	P/Pk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 6 - begin 01/02/2014					
Hass	161,836	1,900			165,291
Lamb Hass	1,600	176			1,920
Reed	500	88			660
Week Total	163,936	2,164			167,871
Week 7 - begin 08/02/2014					
Hass	174,266	1,100			176,266
Lamb Hass		176			320
Shepard	15,193	100			15,375
Week Total	189,459	1,376			191,961
Week 8 - begin 15/02/2014					
Hass	150,226	800	50		151,690
Shepard	33,920	500			34,829
Week Total	184,146	1,300	50		186,519
Week 9 - begin 22/02/2014					
Hass	135,088	100			135,270
Shepard	46,664	2,041			50,375
Week Total	181,752	2,141			185,645
Week 10 - begin 01/03/2014					
Hass	19,960				19,960
Shepard	51,331	2,470			55,822
Week Total	71,291	2,470			75,782

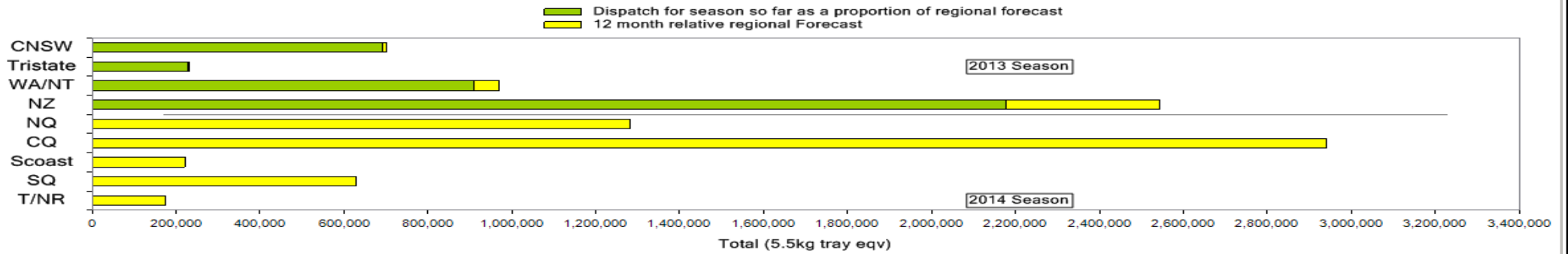
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 6 - begin 1/02/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	170,176	1,406	74	118	172,766
Lamb Hass	1,256	48			1,343
Reed	475				475
Total	171,907	1,454	74	118	174,585



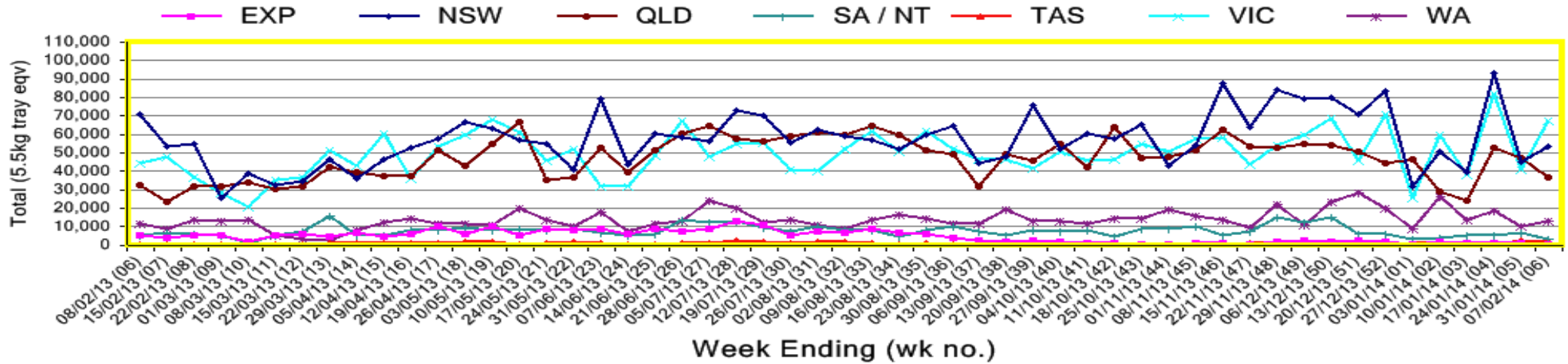
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia (from Infocado)	16,341	83,173	283,934	582,190	587,056	596,527	146,544			2,295,765
USA¹	0	0	0	0	0	0				0
Japan¹	0	8,272	38,102	48,498	26,806	2,634				124,312
Other Asia¹	0	12,075	33,107	44,293	47,072	23,811				160,358
Total	16,341	103,520	355,143	674,981	660,934	622,972	146,544			2,580,435

¹ source: Statistics NZ adjusted for freight time to destination port

Percentage dispatched by region (Based on seasonal forecast - 2014)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 986,642 5.5kg tray eqv



Week 6 contributors - Packhouses

Natures Fruit Company (Consolidator)	Battistin Orchards Pty Ltd (NQ)
One Harvest (Consolidator)	Gunnado Farm (NQ)
Sunfresh (Consolidator)	Hilltop Mareeba (NQ)
The Avolution (Consolidator)	Lakeshore Pty Ltd (NQ)
Coastal Avocados (CNSW)	R & M Waterman (NQ)
I & A Tolson (CNSW)	Advance Packing & Marketing Services P/L (WA)
Avocado Industry Council (NZAGA)	Delroy Orchards (WA)
Aussie Orchards Growers & Packers (NQ)	Willow Creek (WA)
Avocado Estates (NQ)	Tristate: Less than 3 contributors

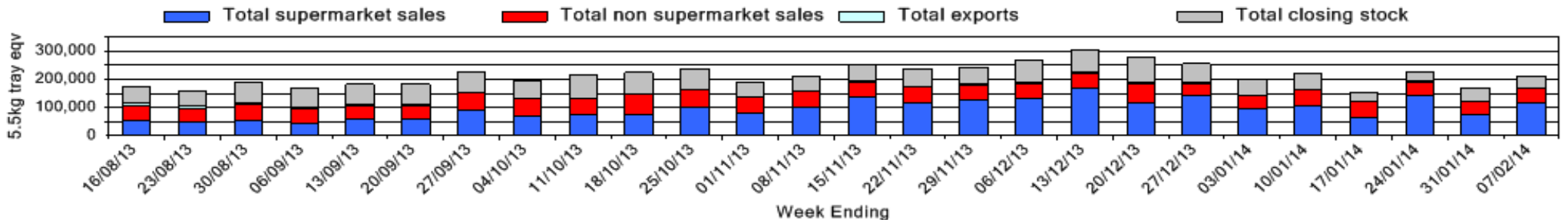
Week 6 contributors - Wholesalers

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

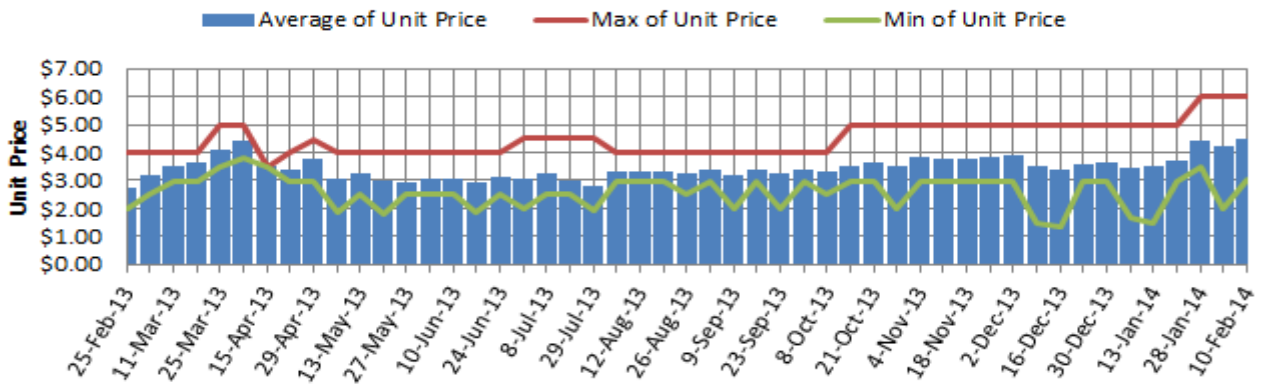
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	39,146	24	60	39,230	1,208			1,208	2,196						41,342	24	60	41,426
Total Stock on Hand	2,077	128		2,205	672			672	1,222						3,299	128		3,427
QLD																		
Total supermarket sales	26,880			26,880											26,880			26,880
Total non supermarket sales	13,684	1,200		14,884	88	96		184	335						13,844	1,375		15,219
Total exports																		
Total sales	40,564	1,200		41,764	88	96		184	335						40,724	1,375		42,099
Total Stock on Hand	10,186	400		10,586											10,186	400		10,586
SA & TAS																		
Total supermarket sales	3,960		628	4,588											3,960		628	4,588
Total non supermarket sales	3,575		939	4,514	393		50	443	805						4,290		1,030	5,319
Total exports																		
Total sales	7,535		1,567	9,102	393		50	443	805						8,250		1,658	9,907
Total Stock on Hand	4,126	160	2,451	6,737	428	96	14	538	978						4,904	335	2,476	7,715
VIC																		
Total supermarket sales	44,934			44,934											44,934			44,934
Total non supermarket sales	14,619	315	261	15,195	1,235		175	1,410	2,564						16,864	315	579	17,759
Total exports																		
Total sales	59,553	315	261	60,129	1,235		175	1,410	2,564						61,798	315	579	62,693
Total Stock on Hand	14,960	667	2,434	18,061	405			405	736						15,696	667	2,434	18,797
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	9,777		117	9,894	635		99	734	1,335						10,932		297	11,229
Total Stock on Hand	4,037		39	4,076	151			151	275						4,312		39	4,351
Total																		
Total supermarket sales	116,437		628	117,065	35			35	64						116,501		628	117,129
Total non supermarket sales	39,786	1,539	1,377	42,702	3,441	96	324	3,861	7,020						46,042	1,714	1,966	49,722
Total exports	352			352	83			83	151						503			503
Total sales	156,575	1,539	2,005	160,119	3,559	96	324	3,979	7,235						163,046	1,714	2,594	167,354
Total Stock on Hand	35,386	1,355	4,924	41,665	1,656	96	14	1,766	3,211						38,397	1,530	4,949	44,876

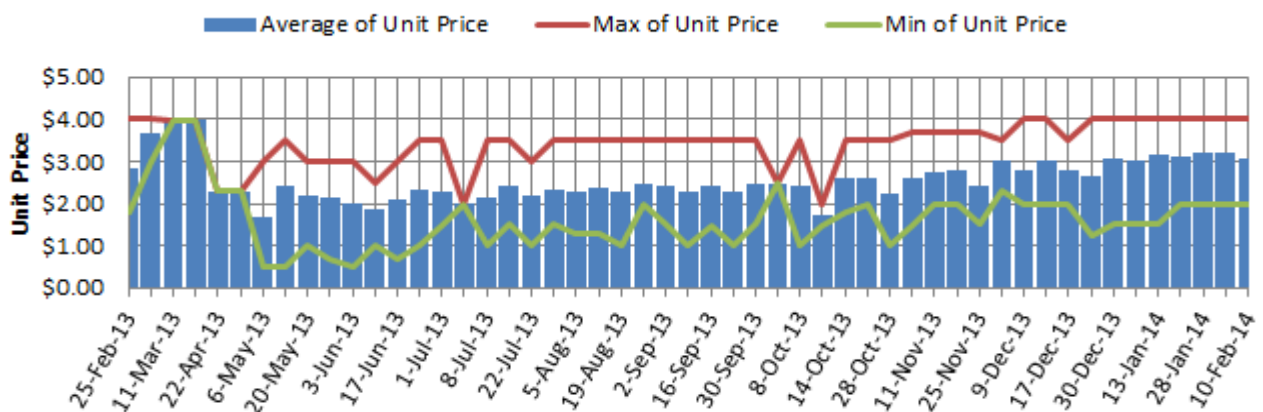
Weekly National Sales



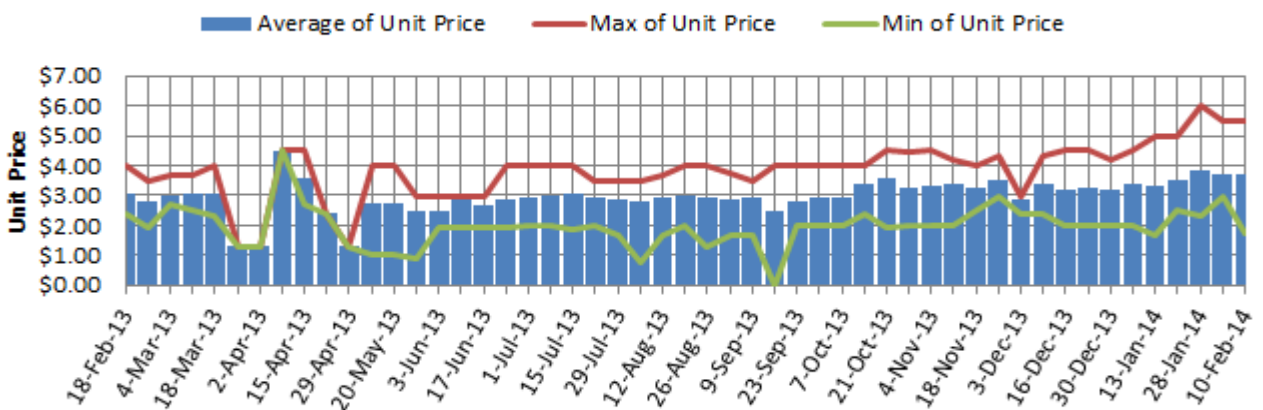
Hass Avocado Average Retail Prices - Sydney



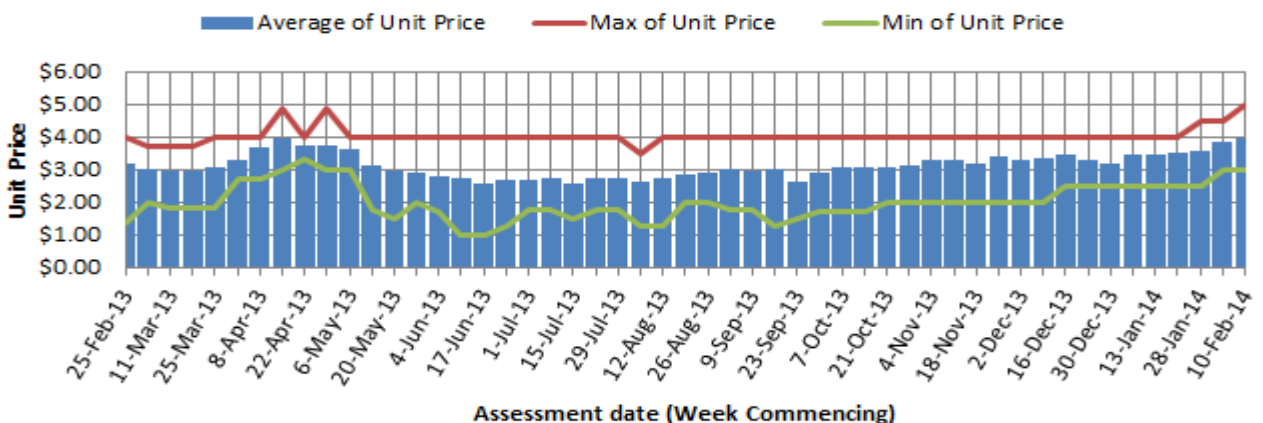
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

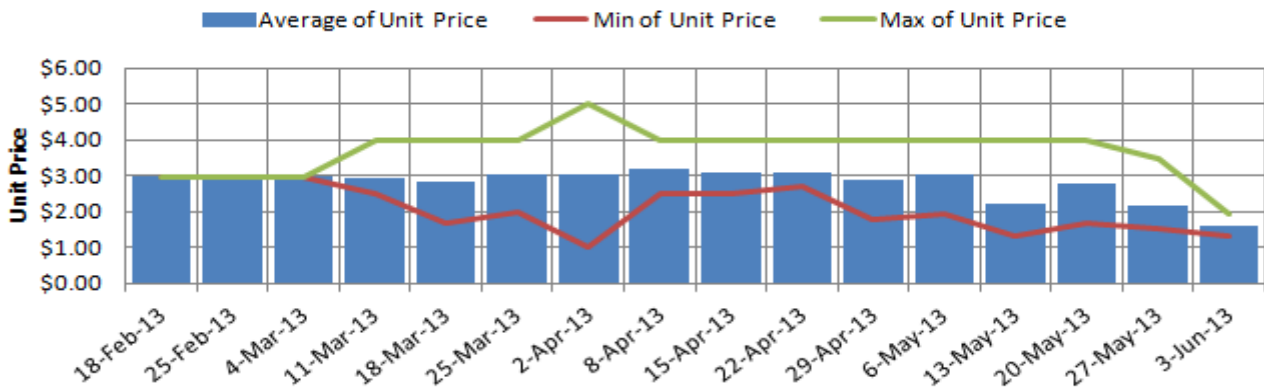


Hass Avocado Average Retail Prices - Perth

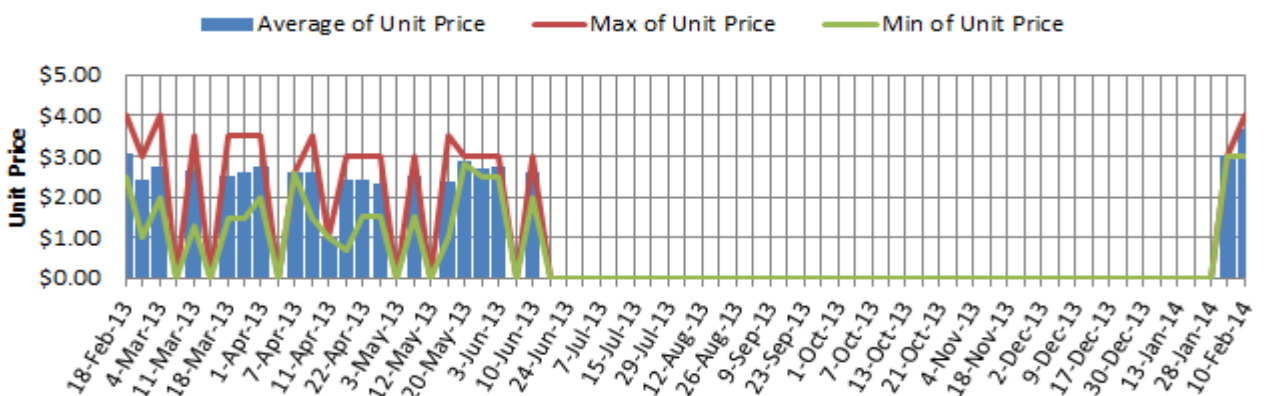


Assessment date (Week Commencing)

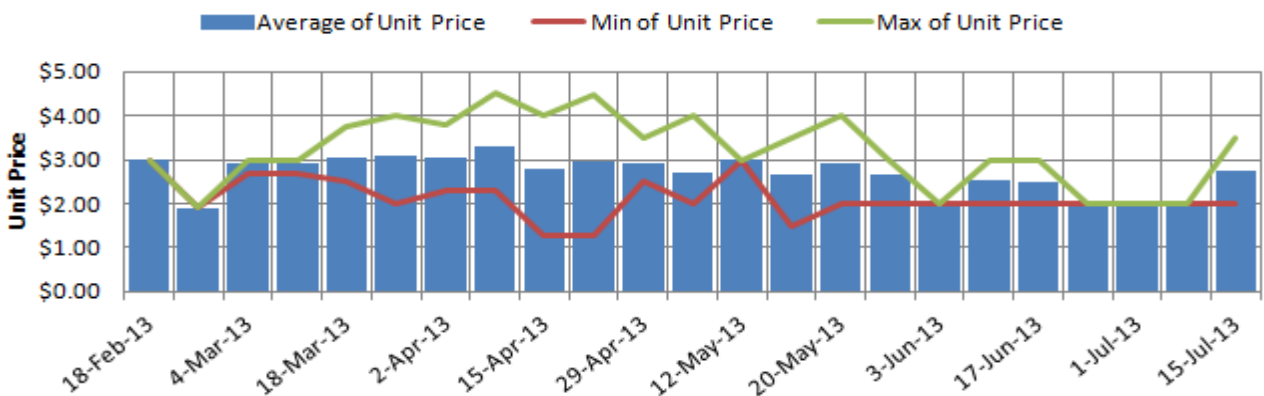
Shepard Avocado Average Retail Prices - Sydney



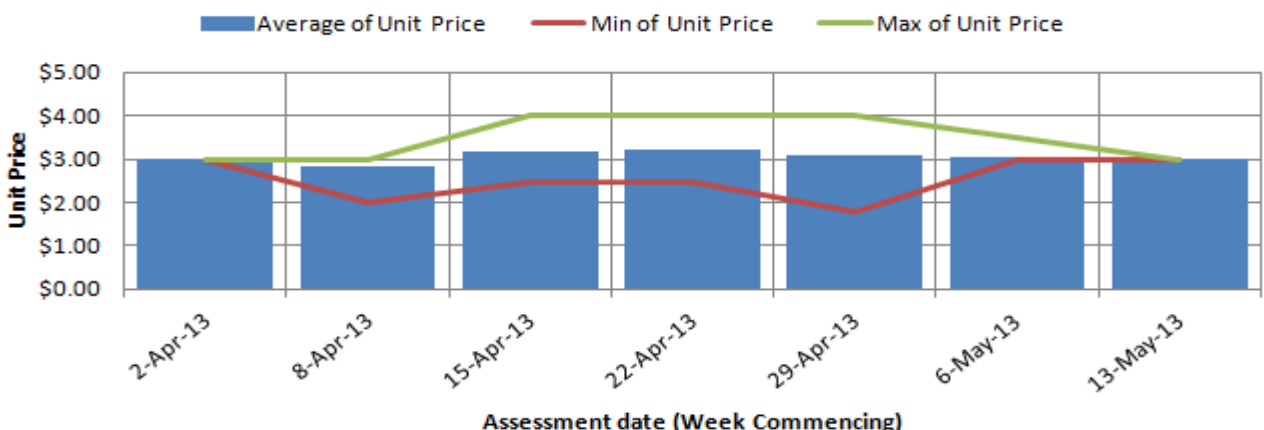
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store a Variety – 10th February 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	290	3.00	Store	NZ	Safeway	Hass	220	1.74	No	NZ
Coles	Hass	280	3.48	No	NZ	I	Hass	140	1.99	No	NS
Coles	Hass	270	3.48	No	NZ	I	Hass	190	2.99	No	NS
Woolworths	Hass	270	3.98	No	NZ	I	Hass	200	2.99	No	Aus
Woolworths	Hass	290	3.98	No	NZ	Coles	Hass	270	3.48	No	NZ
Woolworths	Hass	250	3.98	No	NZ	Coles	Hass	220	3.48	No	NZ
IGA	Hass	240	3.99	No	NZ	Coles	Hass	205	3.48	No	NZ
I	Reed	450	3.99	No	Aus	Safeway	Hass	300	3.48	No	NZ
Foodworks	Hass	260	4.79	No	Aus	Safeway	Hass	230	3.48	No	NZ
IGA	Hass	260	4.95	No	Aus	I	Hass	150	3.49	No	NS
I	Hass	300	4.99	No	NZ	Coles	Hass	245	3.98	No	Aus
I	Hass	250	4.99	No	NZ	IGA	Hass	230	3.99	No	NZ
I	Hass	280	4.99	No	Aus	IS	Hass	260	3.99	No	NZ
I	Hass	280	4.99	No	Aus	I	Reed	350	3.99	No	Aus
I	Reed	430	4.99	No	Aus	I	Hass	240	4.89	No	NZ
I	Hass	260	4.99	No	Aus	I	Hass	320	4.98	No	Aus
I	Hass	300	4.99	No	Aus	I	Hass	305	5.50	No	Aus
I	Hass	320	5.99	No	NZ	I	Hass	350	5.50	No	Aus
I	Reed	440	5.99	No	Aus	PERTH					
I	Reed	460	5.99	No	Aus	I	Hass	230	2.98	No	Aus
I	Reed	460	5.99	No	Aus	IS	Hass	200	2.99	Store	Aus
BRISBANE						I	Hass	235	3.49	No	Aus
I	Hass	170	1.99	Store	NZ	IGA	Hass	260	3.69	No	Mixed
IGA	Hass	160	2.48	No	NZ	Coles	Hass	210	3.98	No	Aus
Woolworths	Hass	170	2.48	No	NZ	Coles	Hass	200	3.98	No	Aus
Coles	Hass	200	2.98	No	NZ	Woolworths	Hass	270	3.98	No	Aus
Coles	Hass	280	2.98	No	NZ	Woolworths	Hass	270	3.98	Store	Aus
I	Hass	200	2.98	No	NZ	Woolworths	Hass	255	3.98	No	Aus
I	Hass	240	2.99	No	NZ	I	Hass	255	3.99	No	NZ
I	Shepard	230	3.00	Store	Aus	I	Hass	280	3.99	No	Aus
Woolworths	Hass	215	3.48	No	NZ	IGA	Hass	255	3.99	No	Mixed
I	Hass	205	3.50	No	Aus	I	Hass	220	3.99	No	Aus
IGA	Hass	180	3.68	No	NZ	IGA	Hass	290	4.99	No	Mixed
I	Hass	250	3.99	No	Aus	IGA	Hass	270	4.99	No	Aus
I	Shepard	278	3.99	No	Aus						
I	Shepard	215	3.99	Store	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