



INFOCADO WEEKLY REPORT: 30th January—5th February 2016 (Week 6)

Comments

- The weekly dispatch volume (270,984 trays) was slightly higher than the week's forecast by about 18,925 trays (7%) (refer P 2).
- The four weekly forecast continues to indicate declining 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 (refer P 2).
- NQ Infocado packhouse contributors are reminded to update their four week forecast a month before they start harvesting (refer P 2).
- The largest volume of dispatches in week 5 originated from Western Australia (155,788 tray eqv.). The Sydney market received the highest volume (88,146 tray eqv.), size 20 was the dominant size (47,724 tray eqv.) (refer P 3).
- Strong contributions have been received from the wholesale sector for the past week, AAL would like to thank all for providing their 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](#)

Marketing Update: Avo e-newsletters kick off on Australia Day

The first of Hort Innovations' monthly Avocado Lovers e-newsletters was distributed this year to celebrate Australia Day. The content included 7 of the 'Aussiest' avocado recipes including avos on the BBQ; chicken and avo damper; a bloody mary with an avocado twist; chilli con Kanga (yep chilli con carn with kangaroo and avocado); avocados stuffed with prawns; avo ice-cream; and the most Aussie of the them all ... avocado and vegemite toast.

Hort Innovation will be launching its next social media project showcasing the matching of avocados with other tastes. Called Perfect Match, the project will feature four short films to delight avocado lovers. These will be launched on Facebook on Valentine's day.

Upcoming Holidays

Labour Day (WA): 7th March | Canberra Day (ACT) & Labour Day (VIC): 14th March | Good Friday: 25th March | Easter Monday: 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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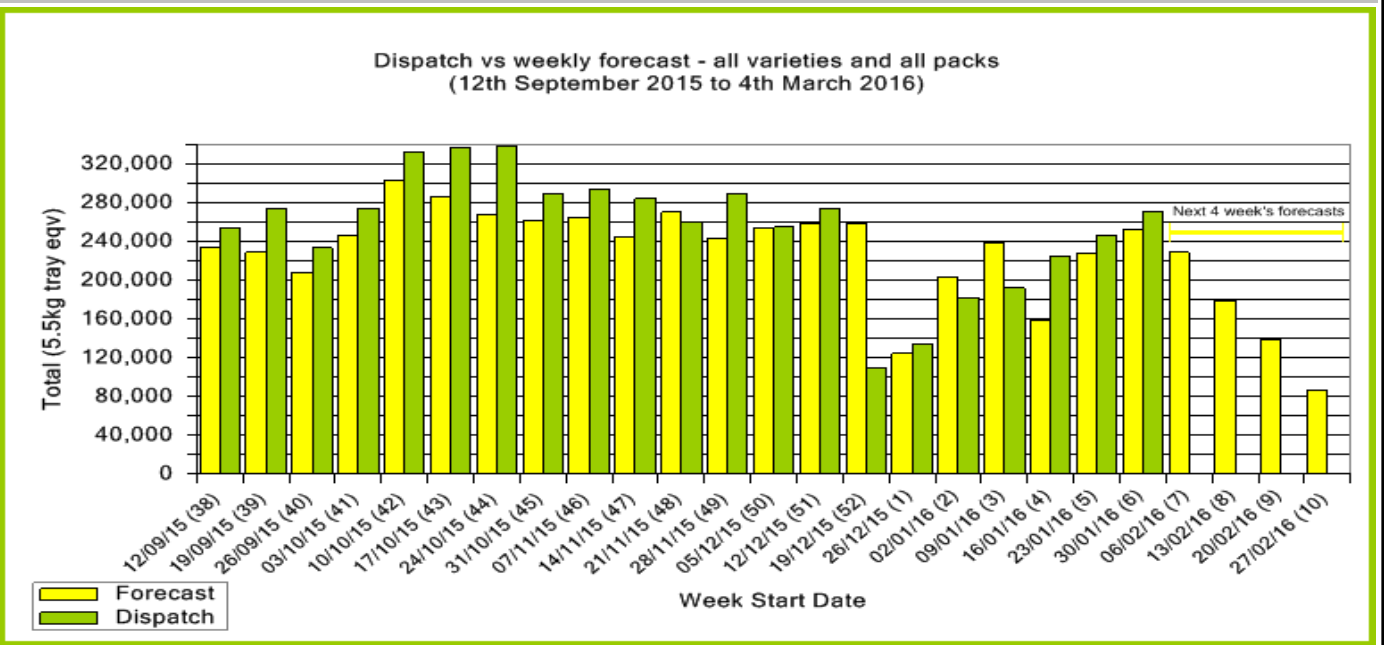
This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 6 - 10)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
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	188,402	6,186	5,000	200,558
Lamb Hass	7,300	338		7,915
Reed	18,300	1,255		20,582
Week Total	214,002	7,779	5,000	229,055
Week 8 - begin 13/02/2016				
Hass	156,480	5,668	5,000	167,694
Lamb Hass	900	30		955
Reed	8,300	540		9,282
Shepard	1,000			1,000
Week Total	166,680	6,238	5,000	178,931
Week 9 - begin 20/02/2016				
Hass	109,771	4,149	5,000	118,224
Lamb Hass	1,000	10		1,018
Reed	18,000	1,200		20,182
Week Total	128,771	5,359	5,000	139,424
Week 10 - begin 27/02/2016				
Hass	77,201	3,049	5,000	83,654
Lamb Hass	1,000	10		1,018
Shepard	2,500			2,500
Week Total	80,701	3,059	5,000	87,172

Dispatch Data (Week 6 - begin 30/01/2016)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	246,367	9,900	864	8	264,525
Lamb Hass	4,426	161			4,719
Reed	236				236
Shepard	1,492	7			1,505
Total	252,521	10,068	864	8	270,984



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	102,281	0	2,150,881

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 : 30th January - 5th February 2016 (Wk 6)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central NSW	34	578	563	1,724		671	295	473		4,338	751			5,703
New Zealand		3,917	8,403	18,182		16,914	22,861	9,043	22,961	102,281				102,281
North Qld			269	337	638	248				1,492	7			1,505
Tri State	576	1,035	2,258	1,078		271	104	47	27	5,396	171			5,707
WA/NT	9,122	22,305	28,481	26,403		28,181	17,293	5,364	1,865	139,014	9,139	864	8	155,788
	9,732	27,835	39,974	47,724	638	46,285	40,553	14,927	24,853	252,521	10,068	864	8	270,984

Origin of Avocado



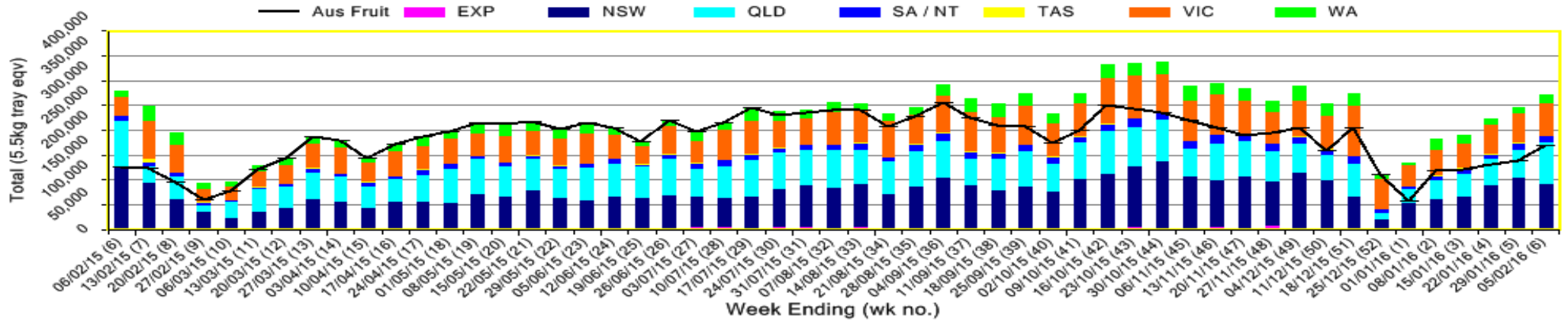
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 30th January - 5th February 2016 (Wk 6)

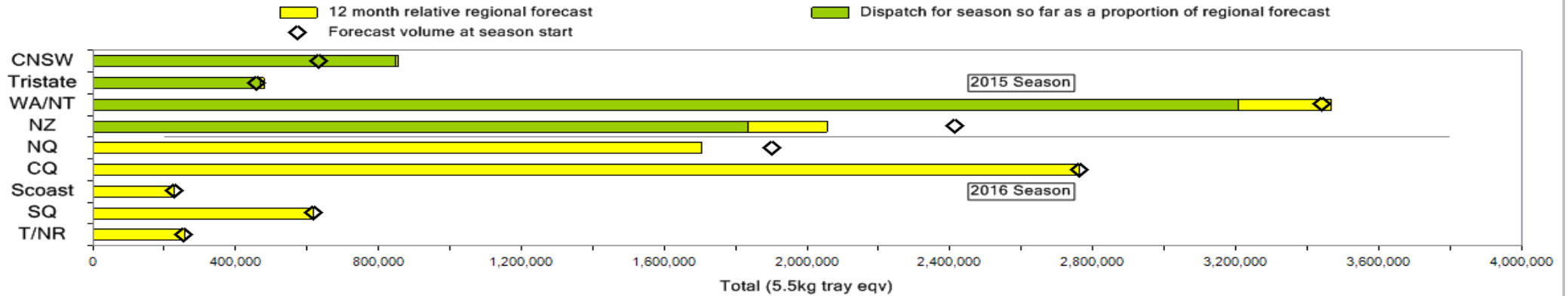
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	100		17						1,651	1,768	923			3,446
NSW	2,235	7,945	11,373	13,832		15,337	13,060	4,807	11,827	80,416	4,251		8	88,146
QLD	5,478	14,710	17,530	13,950	638	10,118	8,280	3,030	6,881	80,615	1,415			83,188
SA / NT	153	743	752	3,615		5,078	1,713	549		12,603	280			13,112
TAS						152	608			760				760
VIC	1,766	4,023	9,740	14,594		11,666	10,184	4,332	4,443	60,748	3,008			66,217
WA		414	562	1,733		3,934	6,708	2,209	51	15,611	191	864		16,115
Total	9,732	27,835	39,974	47,724	638	46,285	40,553	14,927	24,853	252,521	10,068	864	8	270,984

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 1,251,256 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 6 Contributors - Packhouses

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

Week 6 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
C & S Ponte Produce Pty Ltd (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Adelaide)	The La Manna Group (Adelaide)
Costa Farms (Brisbane)	The La Manna Group (Brisbane)
Costa Farms (Melbourne)	The La Manna Group (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)	United Fresh (Adelaide)
Etherington (Perth)	VB Sculli (Melbourne)
Exotic Fruit Traders (Sydney)	WA Farm Direct (Perth)
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																		
Total supermarket sales	39,282			39,282	1,847			1,847	3,358						42,640			42,640
Total non supermarket sales	6,652		1,740	8,392	128		155	283	515						6,885		2,022	8,907
Total exports																		
Total sales	45,934		1,740	47,674	1,975		155	2,130	3,873						49,525		2,022	51,547
Total Stock on Hand	1,876		1,727	3,603			96	96	175						1,876		1,902	3,778
QLD																		
Total supermarket sales	61,731	3,524		65,255	1,408			1,408	2,560						64,291	3,524		67,815
Total non supermarket sales	2,103		72	2,175	62			62	113						2,216		72	2,288
Total exports																		
Total sales	63,834	3,524	72	67,430	1,470			1,470	2,673						66,507	3,524	72	70,103
Total Stock on Hand	17,805	3,712	3,518	25,035	188			188	342						18,147	3,712	3,518	25,377
SA & TAS																		
Total supermarket sales	10,324			10,324	192			192	349						10,673			10,673
Total non supermarket sales	2,452	579	905	3,936	431		213	644	1,171						3,236	579	1,292	5,107
Total exports																		
Total sales	12,776	579	905	14,260	623		213	836	1,520						13,909	579	1,292	15,780
Total Stock on Hand	15,526	967	3,870	20,363	1,083		249	1,332	2,422						17,495	967	4,323	22,785
VIC																		
Total supermarket sales	29,385			29,385	1,436			1,436	2,611						31,996			31,996
Total non supermarket sales	2,682	327	3,812	6,821	525			525	955						3,636	327	3,812	7,776
Total exports																		
Total sales	32,067	327	3,812	36,206	1,961			1,961	3,565						35,632	327	3,812	39,772
Total Stock on Hand	10,869	365	5,747	16,981	282			282	513						11,382	365	5,747	17,494
WA																		
Total supermarket sales	8,222			8,222	207			207	376	864			864	157	8,755			8,755
Total non supermarket sales	2,760			2,760	353			353	642						3,402			3,402
Total exports	1,768			1,768	923			923	1,678						3,446			3,446
Total sales	12,750			12,750	1,483			1,483	2,696	864			864	157	15,603			15,603
Total Stock on Hand	4,216			4,216	52			52	95						4,311			4,311
Total																		
Total supermarket sales	148,944	3,524		152,468	5,090			5,090	9,255	864			864	157	158,356	3,524		161,880
Total non supermarket sales	16,649	906	6,529	24,084	1,499		368	1,867	3,395						19,374	906	7,198	27,479
Total exports	1,768			1,768	923			923	1,678						3,446			3,446
Total sales	167,361	4,430	6,529	178,320	7,512		368	7,880	14,327	864			864	157	181,176	4,430	7,198	192,804
Total Stock on Hand	50,292	5,044	14,862	70,198	1,605		345	1,950	3,545						53,210	5,044	15,489	73,743

Weekly National Sales

