



## INFOCADO WEEKLY REPORT: 9th — 15th February 2013 (Wk 7)



### Comments

- In last week's report we indicated that we would be issuing another Quarterly Report this month to try and capture fruit losses resulting from the Australia Day long weekend. Feedback from a number of packers in the Bundaberg, Sunshine Coast and Tamborine areas has been that many of their growers are still trying to assess the damage and estimate possible trees deaths due to water logging. Given this feedback there is limited benefit from publishing another report this month. We will assess this situation again in a couple of weeks and if another report can be published before the scheduled April one, we will do so. Thank you to all the packers who promptly submitted their estimates. We will keep you informed about what is happening.
- **The February Dry Matter assessments indicated that 70% of Shepard fruit tested was immature.** The lowest reading was only 13.55%. The average of all the Shepard fruit tested was only 19.64%. Unfortunately this fruit will be a disappointing experience for the consumer who buys it. All Shepard fruit was testing within 7 days of the date packed recorded on the tray. The full Dry Matter report is still being compiled and will be distributed next week.
- Retail prices peaked this week at \$3.99 in all states. Sydney Coles stores have a catalogue special in place this week for both Shepard and Hass. There are a number of store specials in place in Brisbane this week.
- Please remember when entering your dispatch and forecast data that the Infocado week runs from Saturday to Friday. If you have finished packing on the Friday you can certainly enter your data in then if that will be more convenient than doing the following Monday.

[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](#)

### 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%.
- According to the January 2013 Quarterly Report 959,693 5.5kg eqv trays are expected in the market place for March. 232,825 5.5kg eqv trays are Hass, 722,700 5.5kg eqv trays are expected for Shepard with the remainder being other varieties. This will of course change once the February report is published in the coming weeks.
- Growers in flood affected areas will be monitoring their trees for signs of stress from water logging and related issues.
- Western Australian growers will be scaling down their harvesting. New Zealand imports will be all but finished in the coming weeks.
- Some Central Queensland growers will begin harvesting Shepards.

### Upcoming Holidays

4th March | Labour Day WA

### Report Index

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#### IMPORTANT and PLEASE NOTE:

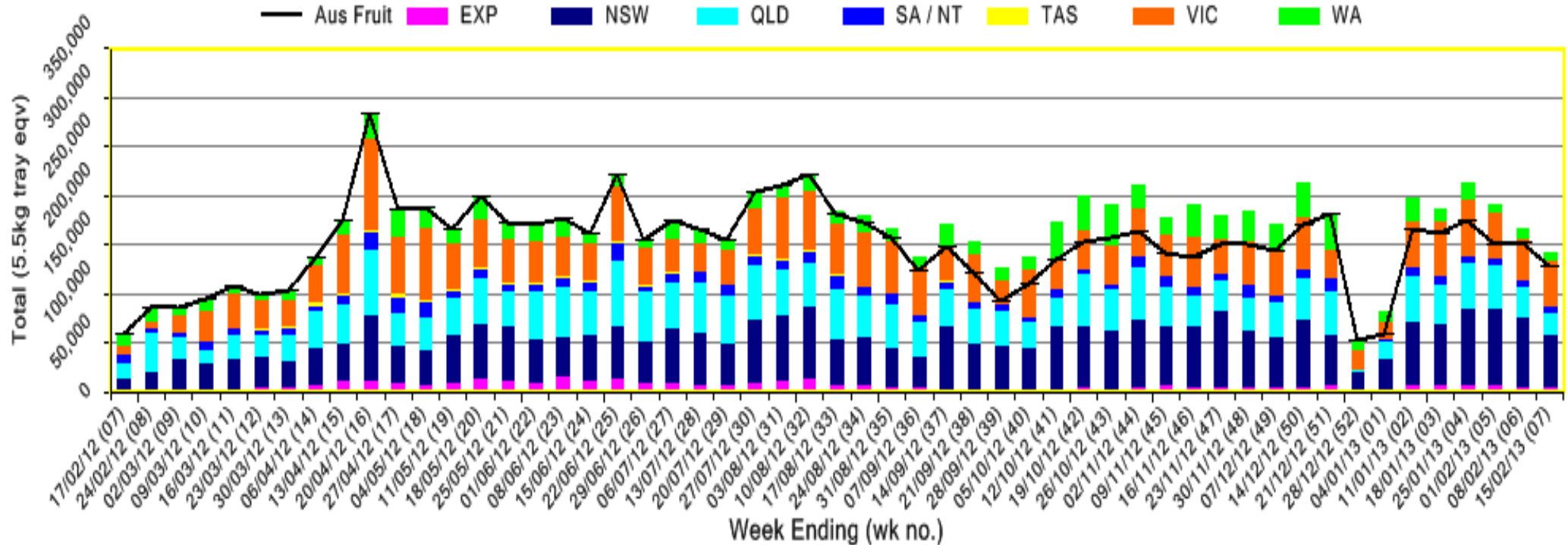
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 9th February - 15th February 2013 (Wk 7)**

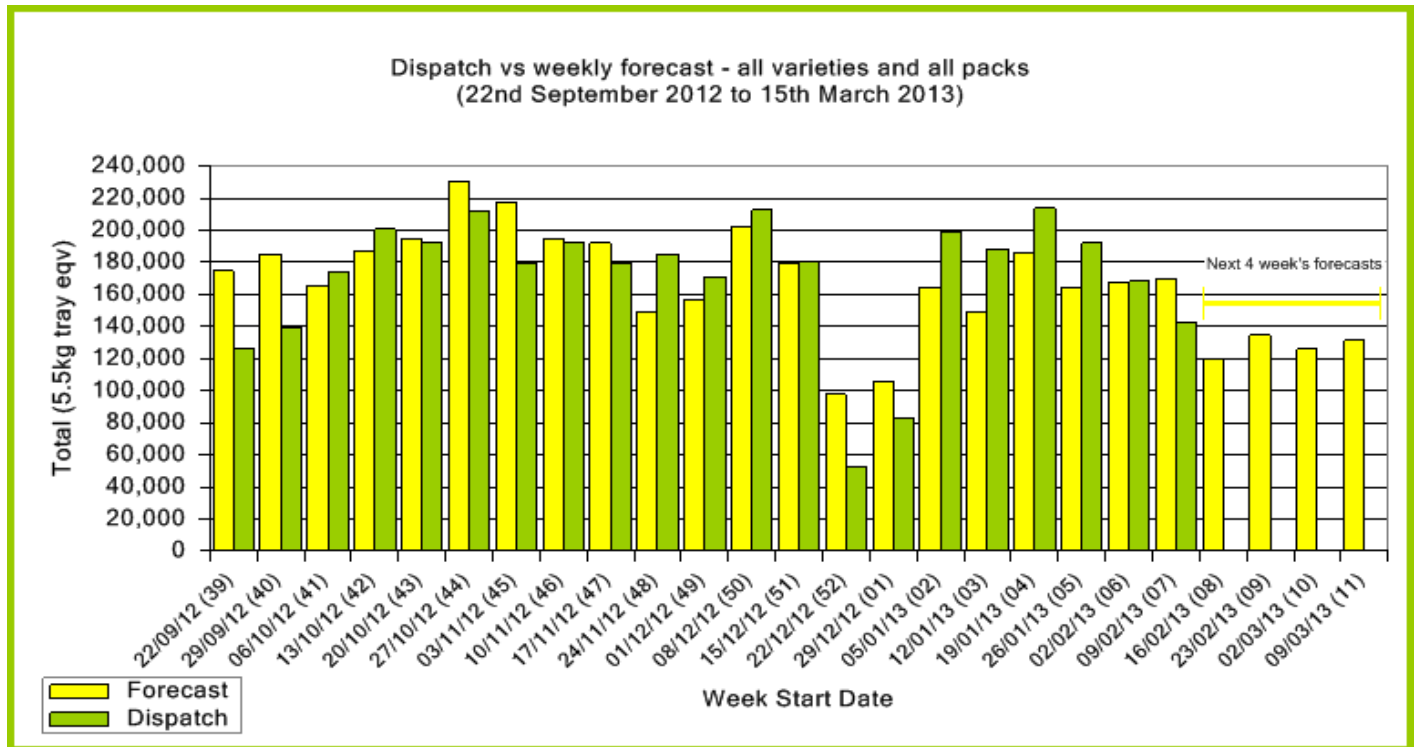
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									1,280	1,600	2,880	480		3,753
NSW	3,200	3,271	5,600	17,874	152	14,800	3,470	1,238	926	50,531	1,550		53,349	
QLD	161	2,124	2,528	2,033	848	2,141	4,109	3,953	680	18,577	2,105	4,560	23,233	
SA / NT		483	1,297	1,944		507	1,133	653		6,017	132		6,257	
VIC	2,847	2,689	7,817	10,666	218	5,759	11,953	2,134	468	44,551	1,523		47,320	
WA		341	992	1,190		1,968	1,299	63	44	5,897	1,581		8,772	
<b>Total</b>	<b>6,208</b>	<b>8,908</b>	<b>18,234</b>	<b>33,707</b>	<b>1,218</b>	<b>25,175</b>	<b>21,964</b>	<b>9,321</b>	<b>3,718</b>	<b>128,453</b>	<b>7,371</b>	<b>4,560</b>	<b>142,684</b>	

**Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2013 to date = 1,186,271 5.5kg tray eqv**



Forecast Data (Week 7 - 11)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 7 - begin 09/02/2013</b>						
Hass	128,307	6,046	1,000	50	5,000	140,400
Reed	6,000					6,000
Shepard	21,800	1,020				23,655
<b>Week Total</b>	<b>156,107</b>	<b>7,066</b>	<b>1,000</b>	<b>50</b>	<b>5,000</b>	<b>170,054</b>
<b>Week 8 - begin 16/02/2013</b>						
Hass	72,468	3,657	1,000	50		79,308
Shepard	35,750	2,632				40,535
<b>Week Total</b>	<b>108,218</b>	<b>6,289</b>	<b>1,000</b>	<b>50</b>		<b>119,844</b>
<b>Week 9 - begin 23/02/2013</b>						
Hass	55,635	2,795	1,000	50	5,000	61,817
Shepard	66,750	3,282				72,717
<b>Week Total</b>	<b>122,385</b>	<b>6,077</b>	<b>1,000</b>	<b>50</b>	<b>5,000</b>	<b>134,534</b>
<b>Week 10 - begin 02/03/2013</b>						
Hass	44,320	2,330	1,000	50	5,000	49,656
Shepard	70,100	3,332				76,158
<b>Week Total</b>	<b>114,420</b>	<b>5,662</b>	<b>1,000</b>	<b>50</b>	<b>5,000</b>	<b>125,815</b>
<b>Week 11 - begin 09/03/2013</b>						
Hass	43,800	2,300	1,000		5,000	49,073
Shepard	75,600	3,576				82,102
<b>Week Total</b>	<b>119,400</b>	<b>5,876</b>	<b>1,000</b>		<b>5,000</b>	<b>131,175</b>

Green shading indicates dispatch data				Yellow shading indicates forecast data		
Dispatch Data (Week 7 - begin 9/02/2013)						
Variety	Trays		Bulk		Other	5.5Kg Eqv
	5.5Kg Eqv		10Kg		Kg	Total Trays
Hass	104,924		6,092		4,560	116,829
Reed	8,000					8,000
Shepard	15,529		1,279			17,854
<b>Total</b>	<b>128,453</b>		<b>7,371</b>		<b>4,560</b>	<b>142,684</b>



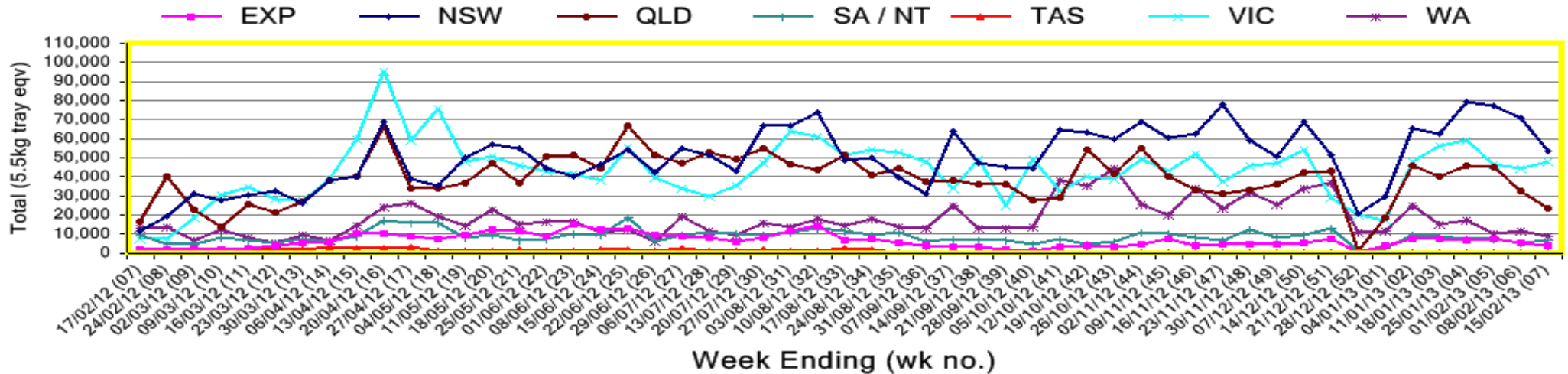
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2012-April 2013										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	0	100,000	163,165	200,288	221,573	201,354	75,000	5,000	0	933,459
<b>Australia</b>	27,768	106,347	156,090	211,721	71,661	126,478	75,936			776,001
<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>126,478</b>	<b>75,936</b>			<b>824,832</b>

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

■ 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 2013 to date = 1,186,271 5.5kg tray eqv



**Week 7 contributors - Packhouses**

- |  |                       |
|--|-----------------------|
| Advance Packing & Marketing Services P/L | Willow Creek          |
| Aussie Orchards Growers & Packers        | ID & AM Leighton      |
| Avocado Estates                          | Lavers Orchards       |
| Avocado Industry Council (NZAGA)         | Lone Gum Avocados     |
| Battistin Orchards Pty Ltd               | Natures Fruit Company |
| Bellview Orchards Pty Ltd                | One Harvest           |
| Blushing Acres Pty Ltd                   | R & M Waterman        |
| Box Organics                             | Sunfresh              |
| Delroy Orchards                          | VP & EA Farrell       |
| Gunnado Farm                             |                       |
| Hilltop Mareeba                          |                       |

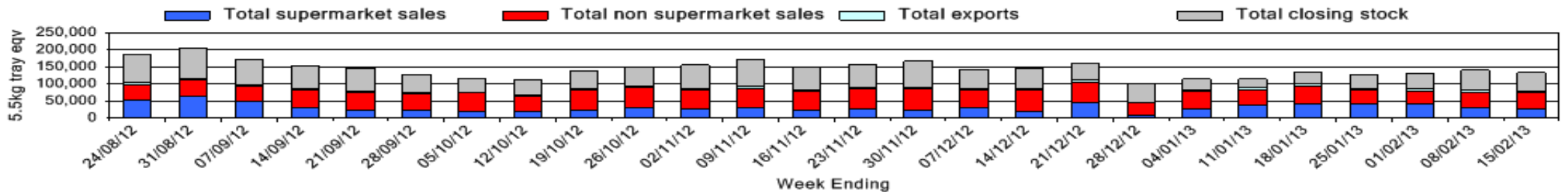
**Week 7 contributors - Wholesalers**

- |   |   |
|---|---|
| C & S Ponte Produce Pty Ltd (Melbourne) | Fresh Express Produce Pty Ltd (Perth)     |
| Costa Farms (Adelaide)                  | Kelly's Citrus (Melbourne)                |
| Costa Farms (Brisbane)                  | Murray Bros (Brisbane)                    |
| Costa Farms (Melbourne)                 | Sculli & Co Pty Ltd (Melbourne)           |
| Costa Farms (Perth)                     | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Dykes Bros (Melbourne)                  | The La Manna Group (Adelaide)             |
| Etherington (Perth)                     | The La Manna Group (Brisbane)             |
| Exotic Fruit Traders (Sydney)           | The La Manna Group (Melbourne)            |
| Fresh Choice WA Pty Ltd (Perth)         | United Fresh (Adelaide)                   |

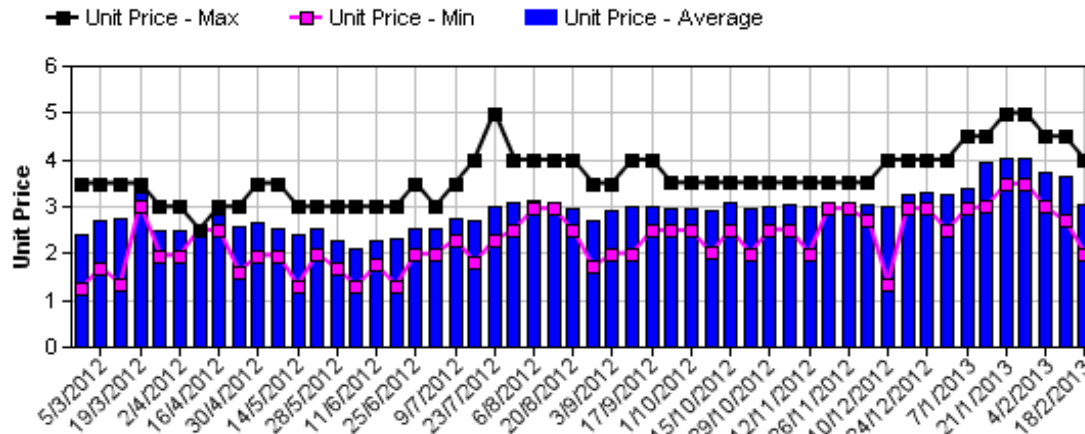
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	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>	4,053	456	660	5,169	460	192	38	690	1,255						4,889	805	729	6,424
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	10,147	288		10,435		96		96	175						10,147	463		10,610
<b>Total non supermarket sales</b>	12,317	2,408	111	14,836		348		348	633						12,317	3,041	111	15,469
<b>Total exports</b>																		
<b>Total sales</b>	22,464	2,696	111	25,271		444		444	807						22,464	3,503	111	26,078
<b>Total Stock on Hand</b>	12,516	2,173	209	14,898		239		239	435						12,516	2,608	209	15,333
SA & TAS																		
<b>Total supermarket sales</b>	8,365			8,365	384			384	698						9,063			9,063
<b>Total non supermarket sales</b>	3,777		1,113	4,890	542		71	613	1,115						4,762		1,242	6,005
<b>Total exports</b>																		
<b>Total sales</b>	12,142		1,113	13,255	926		71	997	1,813						13,826		1,242	15,068
<b>Total Stock on Hand</b>	11,600		2,214	13,814	938		19	957	1,740						13,305		2,249	15,554
VIC																		
<b>Total supermarket sales</b>	6,239			6,239											6,239			6,239
<b>Total non supermarket sales</b>	9,685	1,463	1,920	13,068	33	185	84	302	549						9,745	1,799	2,073	13,617
<b>Total exports</b>																		
<b>Total sales</b>	15,924	1,463	1,920	19,307	33	185	84	302	549						15,984	1,799	2,073	19,856
<b>Total Stock on Hand</b>	8,291	465	5,494	14,249	435	7		442	804						9,081	477	5,494	15,053
WA																		
<b>Total supermarket sales</b>	2,549			2,549	4			4	7						2,556			2,556
<b>Total non supermarket sales</b>	3,639		198	3,837	902			902	1,640						5,279		198	5,477
<b>Total exports</b>	2,880			2,880	480			480	873						3,753			3,753
<b>Total sales</b>	9,068		198	9,266	1,386			1,386	2,520						11,588		198	11,786
<b>Total Stock on Hand</b>	6,846			6,846	575			575	1,045						7,891			7,891
Total																		
<b>Total supermarket sales</b>	27,300	744		28,044	388	288		676	1,229						28,005	1,268		29,273
<b>Total non supermarket sales</b>	33,471	3,871	4,002	41,344	1,937	533	193	2,663	4,842						36,992	4,840	4,353	46,185
<b>Total exports</b>	2,880			2,880	480			480	873						3,753			3,753
<b>Total sales</b>	63,651	4,615	4,002	72,268	2,805	821	193	3,819	6,944						68,751	6,108	4,353	79,211
<b>Total Stock on Hand</b>	39,788	2,638	7,939	50,364	2,332	246	19	2,597	4,722						44,028	3,085	7,974	55,086

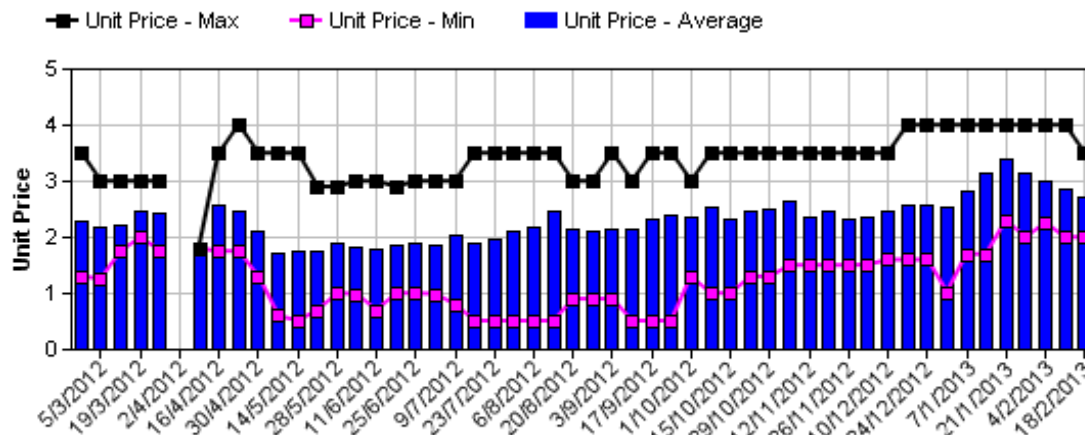
Weekly National Sales



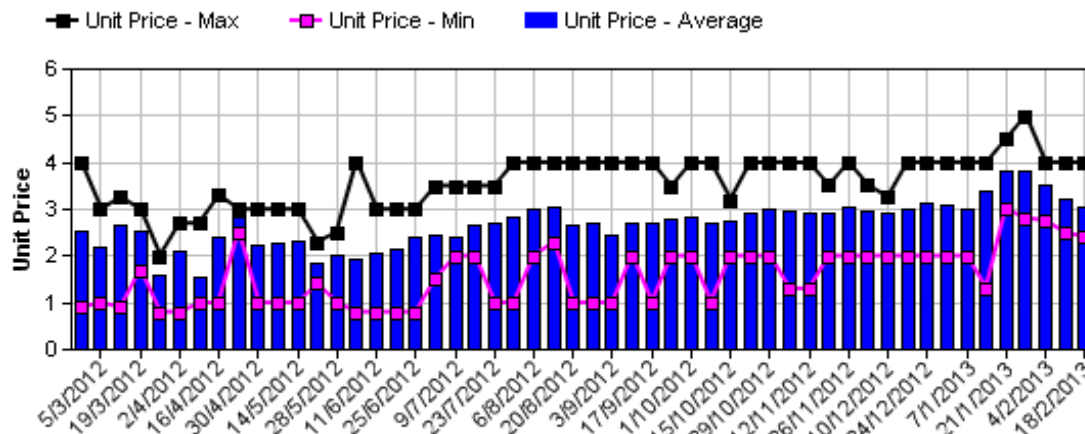
### Hass Avocado Average Retail Prices - Sydney



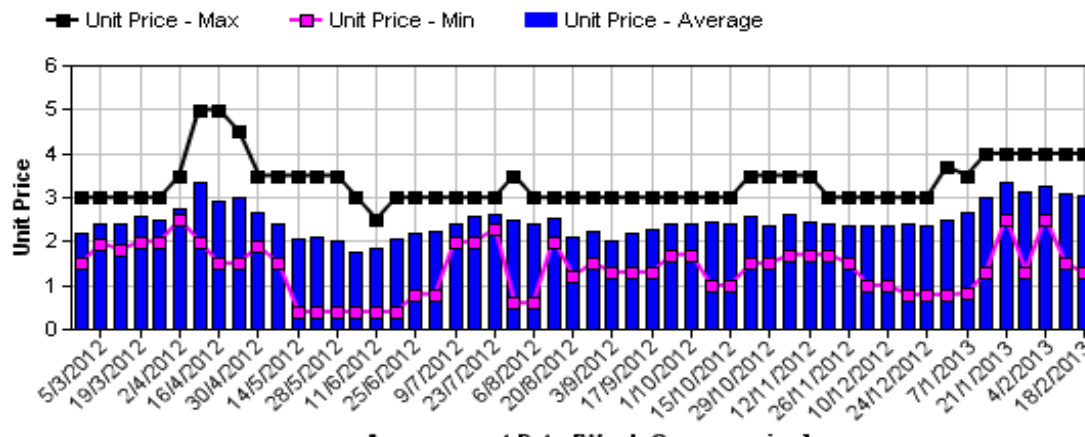
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



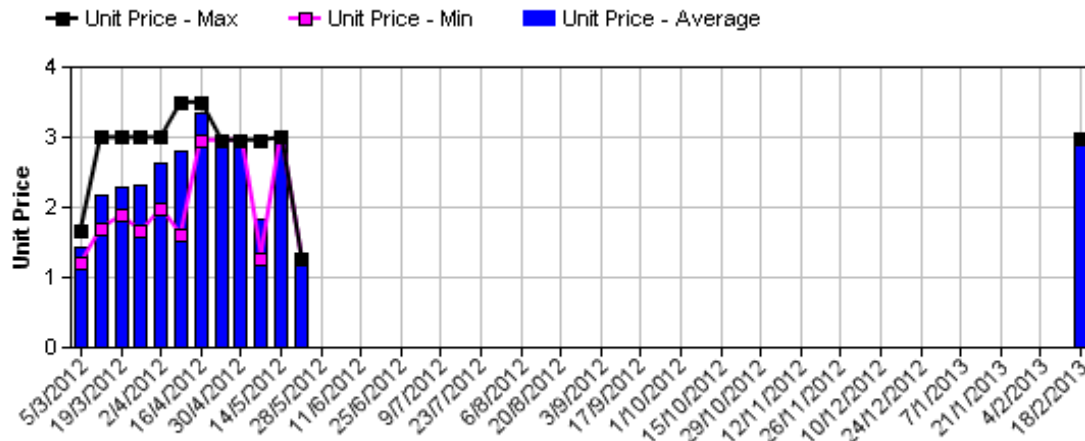
### Hass Avocado Average Retail Prices - Perth



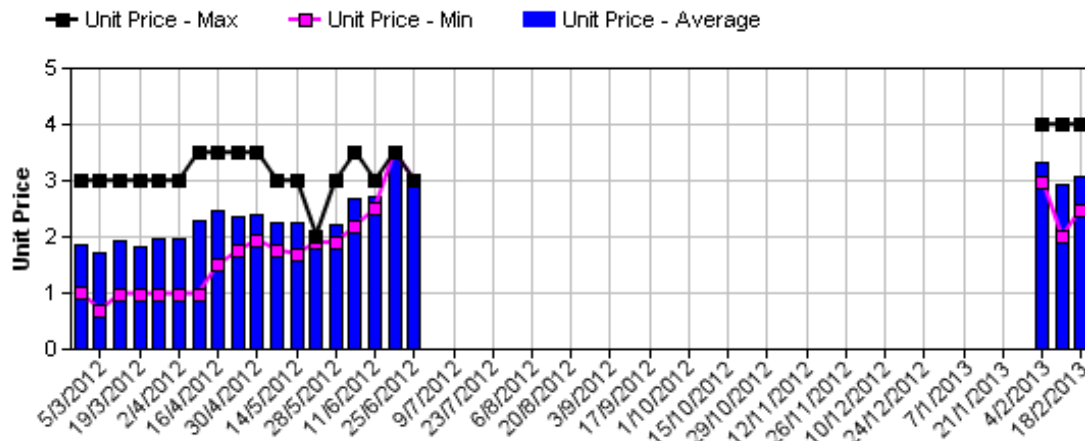
Assessment Date [Week Commencing]



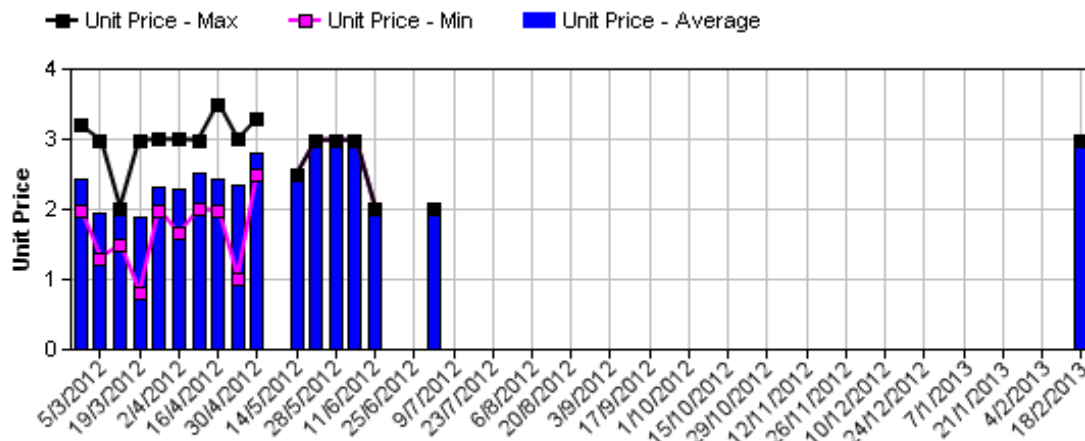
### Shepard Avocado Average Retail Prices - Sydney



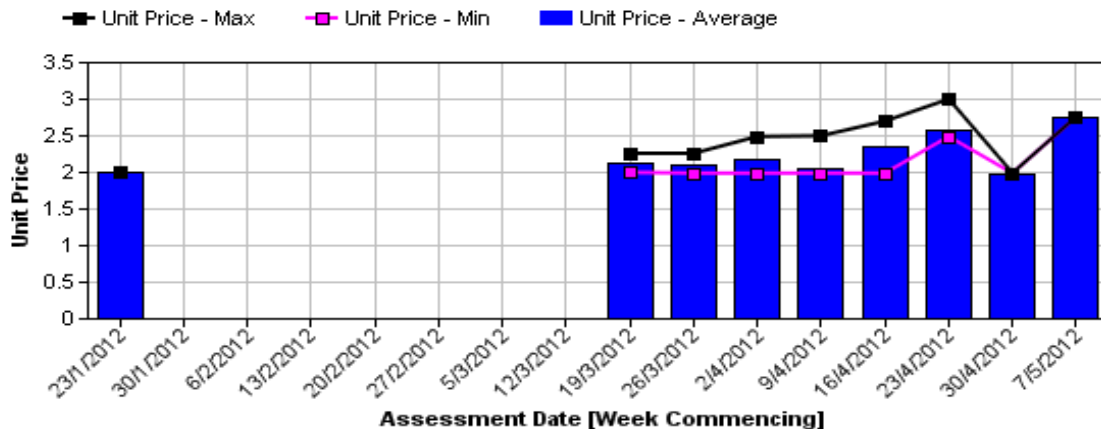
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 18th February 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	275	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Reed	430	2.50	Store	Aus
I	Reed	520	2.50	Store	Aus
Woolworths	Hass	300	2.68	No	Aus
Woolworths	Hass	290	2.68	No	Aus
Woolworths	Hass	280	2.98	No	Aus
Coles	Hass	260	2.98	Cat	Aus
Coles	Hass	280	2.98	Cat	Aus
Coles	Shepard	250	2.98	Cat	Aus
Coles	Hass	260	2.98	Cat	Aus
I	Hass	240	2.99	No	Aus
Foodworks	Hass	300	2.99	No	Aus
I	Hass	330	3.49	No	Aus
I	Hass	320	3.49	No	Aus
IGA	Hass	210	3.49	No	NZ
I	Hass	310	3.49	No	Aus
IGA	Hass	270	3.50	No	Aus
I	Reed	530	3.99	No	Aus
I	Hass	330	3.99	No	Aus
I	Reed	530	3.99	No	Aus
I	Reed	480	3.99	No	Aus
I	Reed	540	3.99	No	Aus
<b>BRISBANE</b>					
I	Hass	155	1.99	No	NZ
I	Hass	250	2.25	Store	NZ
IGA	Shepard	180	2.48	No	Aus
IGA	Hass	220	2.49	No	NZ
Woolworths	Hass	180	2.50	No	Aus
IGA	Hass	180	2.88	No	NZ
Coles	Shepard	220	2.98	Store	Aus
Coles	Shepard	235	2.98	Store	Aus
Coles	Shepard	220	2.98	Store	Aus
Woolworths	Hass	300	2.98	Store	Aus
I	Hass	280	2.99	No	NZ
I	Hass	255	3.00	Store	Aus
I	Shepard	210	3.00	Store	Aus
I	Hass	320	3.49	Store	Aus
I	Shepard	190	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	236	2.40	No	Aus
I	Hass	260	2.69	No	Aus
Coles	Hass	255	2.98	No	Aus
Coles	Shepard	270	2.98	No	Aus
Safeway	Hass	245	2.98	No	Aus
Coles	Hass	275	2.98	No	Aus
Safeway	Hass	250	2.98	No	Aus
Safeway	Hass	280	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Coles	Shepard	250	2.98	No	Aus
I	Hass	240	2.99	No	NZ
I	Hass	240	2.99	No	NS
IS	Hass	235	2.99	No	NZ
IGA	Hass	240	2.99	No	Aus
I	Hass	265	3.25	No	Aus
I	Hass	255	3.25	No	Aus
I	Hass	265	3.48	Store	Aus
I	Reed	300	3.79	No	Aus
I	Reed	280	3.79	No	Aus
I	Hass	260	3.99	No	Aus
<b>PERTH</b>					
I	Hass	140	1.28	Store	Aus
IS	Hass	220	1.99	Store	Aus
Woolworths	Hass	255	2.78	No	Aus
Woolworths	Hass	265	2.78	No	Aus
Woolworths	Hass	270	2.78	No	Aus
Coles	Hass	230	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
Coles	Hass	235	2.98	No	Aus
I	Hass	230	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	235	2.99	No	Aus
IGA	Hass	240	3.49	No	Aus
I	Hass	290	3.69	No	Aus
IGA	Hass	295	3.99	No	Aus
IGA	Hass	235	3.99	Store	Aus
I	Hass	295	3.99	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