



INFOCADO WEEKLY REPORT: 8th — 14th February 2014 (Wk 7)



Comments

- Shepard Avocados have retained similar prices to their last year average in Brisbane markets with Hass retail prices slightly peaking across all markets of late.
- The weekly dispatches are down slightly in comparison to this weeks forecast. The bulk of dispatches being absorbed into the Sydney markets.
- Harvest season of the Southern growing areas have all but finished with increasing fruit numbers coming from the North. All packhouses that are gearing up for the 2014 harvest season are kindly reminded to input their dispatches and forecasts.
- New Zealand is still exporting quite high numbers, though as we move into March these figures are forecast to reduce significantly.
- The Brisbane Metro Qualicado workshop is to be held on 20 February at the Brisbane Markets with all wholesalers, ripeners and transporters invited to attend.

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

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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

IMPORTANT and PLEASE NOTE:

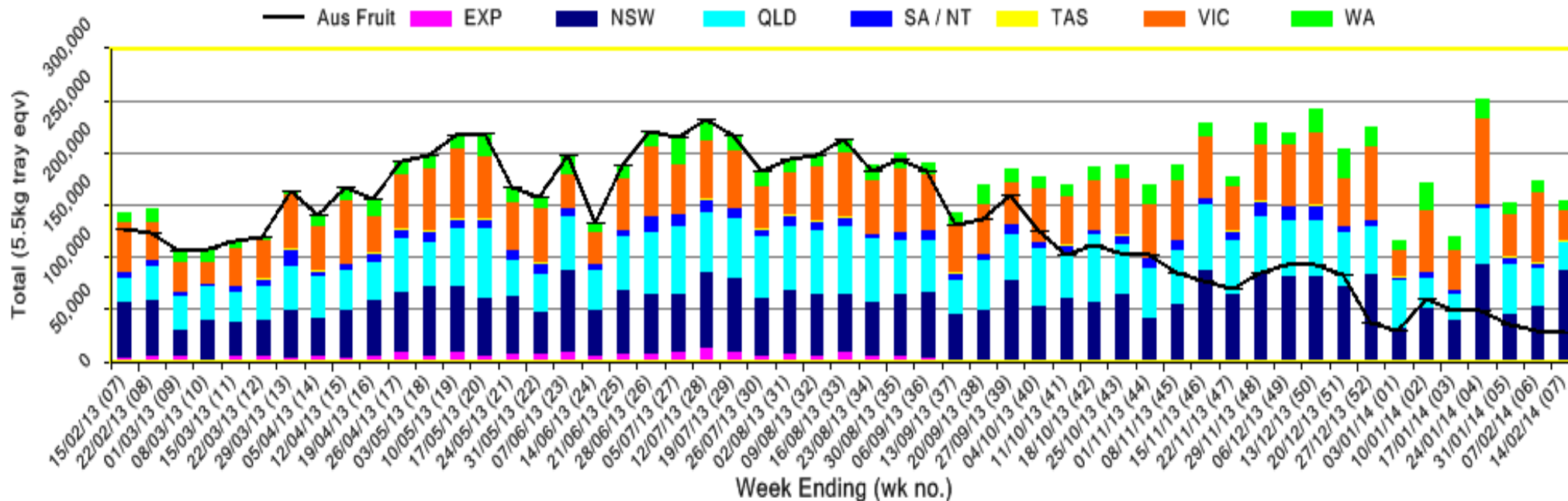
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 8th February - 14th February 2014 (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	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Total		
EXP								2		226	81		309	309
NSW	891	3,483	6,410	12,815	432	15,449	14,184	15,455	16,524			1,043	85,643	87,539
QLD		592	1,687	3,466		5,379	4,994	5,059	5,031			341	26,208	26,828
SA / NT			9	27		171	161	312					680	680
TAS						349	640						989	989
VIC		588	2,065	3,523		5,492	5,196	5,071	5,290			695	27,225	28,489
WA	108	498	1,465	1,870		1,635	1,323	1,136	1,239			222	9,274	9,678
Total	999	5,161	11,636	21,701	432	28,477	26,498	27,259	28,165	150,328	2,301	154,512		

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2014 to date = 1,141,154 5.5kg tray eqv

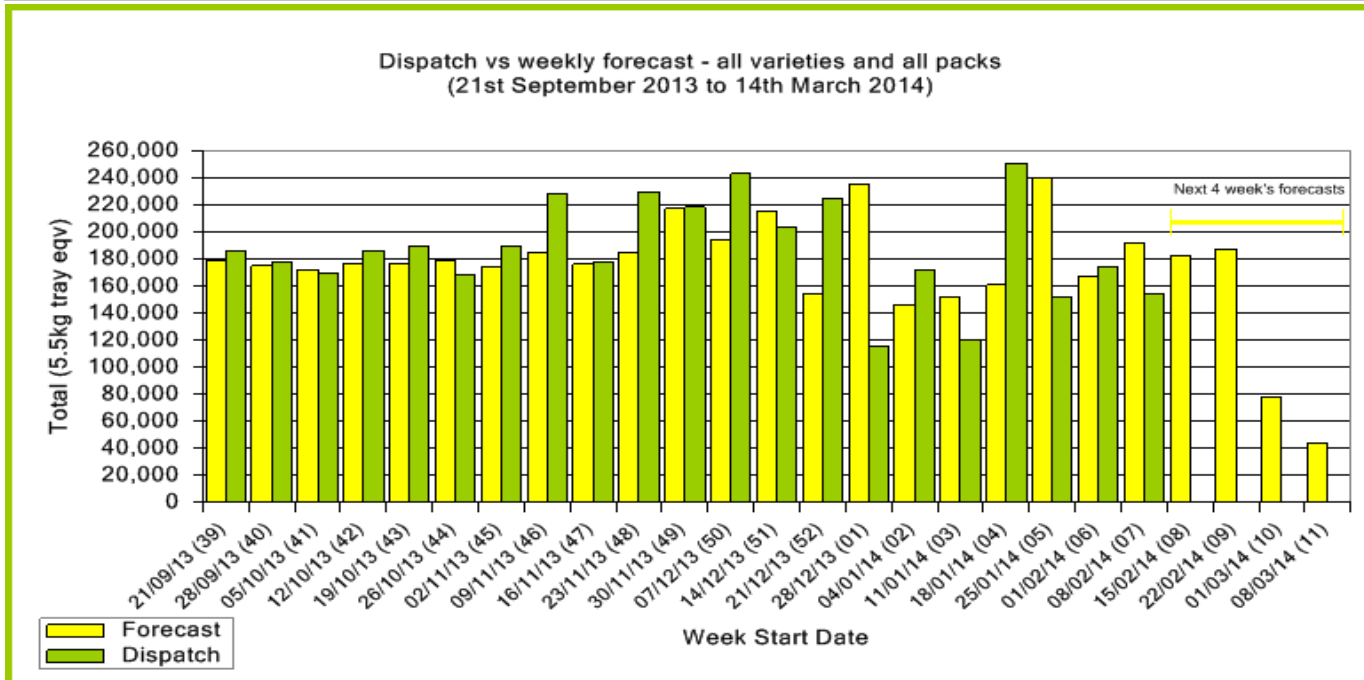


Forecast Data (Week 7 - 11)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 7 - begin 08/02/2014				
Hass	174,266	1,100		176,266
Lamb Hass		176		320
Shepard	15,193	100		15,375
Week Total	189,459	1,376		191,961
Week 8 - begin 15/02/2014				
Hass	145,726	300		146,271
Shepard	33,420	1,900		36,875
Week Total	179,146	2,200		183,146
Week 9 - begin 22/02/2014				
Hass	135,088	100		135,270
Shepard	46,264	3,441		52,520
Week Total	181,352	3,541		187,790
Week 10 - begin 01/03/2014				
Hass	19,960			19,960
Shepard	50,931	3,870		57,967
Week Total	70,891	3,870		77,927
Week 11 - begin 08/03/2014				
Shepard	40,100	2,450		44,555
Week Total	40,100	2,450		44,555

Green shading indicates dispatch data

Yellow shading indicates forecast data

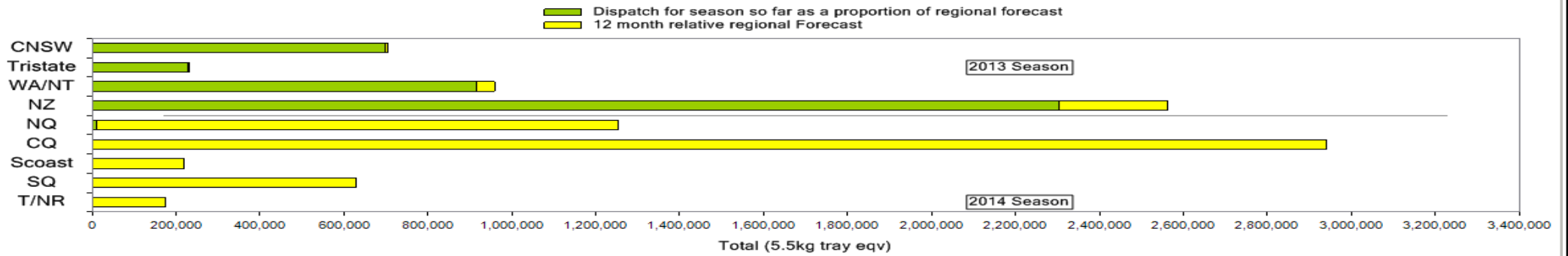
Dispatch Data (Week 7 - begin 8/02/2014)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	139,560	1,471	142,235
Sharwil	110	197	468
Shepard	10,658	633	11,809
Total	150,328	2,301	154,512



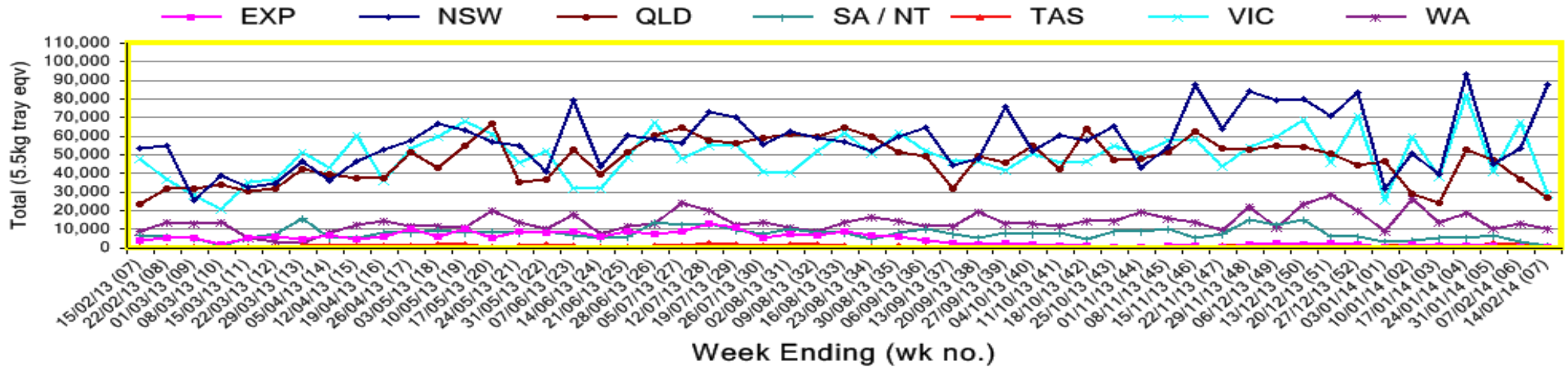
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
NZ Export to Australia Forecast	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	2,588,932
Australia (from Infocado)	16,341	83,173	283,934	582,190	587,056	596,527	273,753			2,422,974
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	273,753			2,707,644

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 = 1,141,154 5.5kg tray eqv



Week 7 contributors - Packhouses

Natures Fruit Company (Consolidator)	Battistin Orchards Pty Ltd (NQ)
The Evolution (Consolidator)	Bellview Orchards Pty Ltd (NQ)
Coastal Avocados (CNSW)	Gunnado Farm (NQ)
I & A Tolson (CNSW)	Hilltop Mareeba (NQ)
Avocado Industry Council (NZAGA)	R & M Waterman (NQ)
Aussie Orchards Growers & Packers (NQ)	WA / SC / TRI: Less than 3 contributors
Avocado Estates (NQ)	

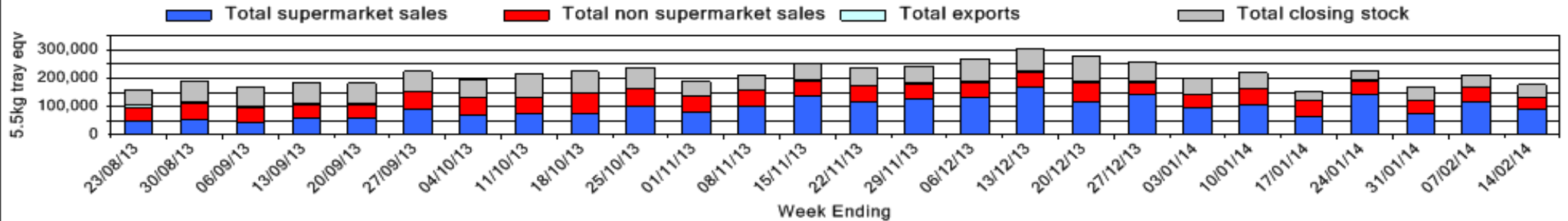
Week 7 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Express Produce Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Brisbane)	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)

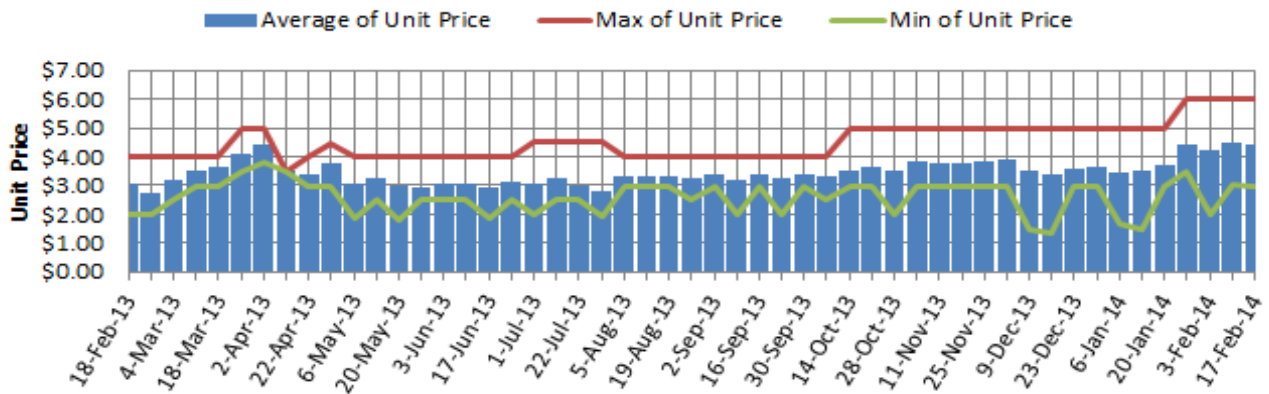
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	52,110			52,110	42			42	76						52,186			52,186
Total non supermarket sales	2,117	852	21	2,990	1,001	96	4	1,101	2,002						3,937	1,027	28	4,992
Total exports																		
Total sales	54,227	852	21	55,100	1,043	96	4	1,143	2,078						56,124	1,027	28	57,179
Total Stock on Hand	1,342	366		1,708											1,342	366		1,708
QLD																		
Total supermarket sales	16,723	977		17,700		153		153	278						16,723	1,255		17,978
Total non supermarket sales	12,942	1,447		14,389	25	241		266	484						12,987	1,885		14,873
Total exports																		
Total sales	29,665	2,424		32,089	25	394		419	762						29,710	3,140		32,851
Total Stock on Hand	14,634	1,266		15,900		5		5	9						14,634	1,275		15,909
SA & TAS																		
Total supermarket sales	989			989											989			989
Total non supermarket sales	2,801	160	752	3,713	362	96	1	459	835						3,459	335	754	4,548
Total exports																		
Total sales	3,790	160	752	4,702	362	96	1	459	835						4,448	335	754	5,537
Total Stock on Hand	5,345		2,953	8,298	487		84	571	1,038						6,230		3,106	9,336
VIC																		
Total supermarket sales	14,618			14,618											14,618			14,618
Total non supermarket sales	8,727	732	2,324	11,783	806	96	144	1,046	1,902						10,193	907	2,586	13,685
Total exports																		
Total sales	23,345	732	2,324	26,401	806	96	144	1,046	1,902						24,811	907	2,586	28,303
Total Stock on Hand	12,053	1,550	888	14,491	436			436	793						12,846	1,550	888	15,284
WA																		
Total supermarket sales	4,807			4,807	8			8	15						4,822			4,822
Total non supermarket sales	2,852		39	2,891	212		19	231	420						3,237		74	3,311
Total exports	309			309											309			309
Total sales	7,968		39	8,007	220		19	239	435						8,368		74	8,442
Total Stock on Hand	1,700			1,700	21			21	38						1,738			1,738
Total																		
Total supermarket sales	89,247	977		90,224	50	153		203	369						89,338	1,255		90,593
Total non supermarket sales	29,440	3,191	3,136	35,767	2,406	529	168	3,103	5,642						33,814	4,153	3,441	41,408
Total exports	309			309											309			309
Total sales	118,996	4,168	3,136	126,300	2,456	682	168	3,306	6,011						123,461	5,408	3,441	132,310
Total Stock on Hand	35,074	3,182	3,841	42,097	944	5	84	1,033	1,878						36,791	3,191	3,994	43,97

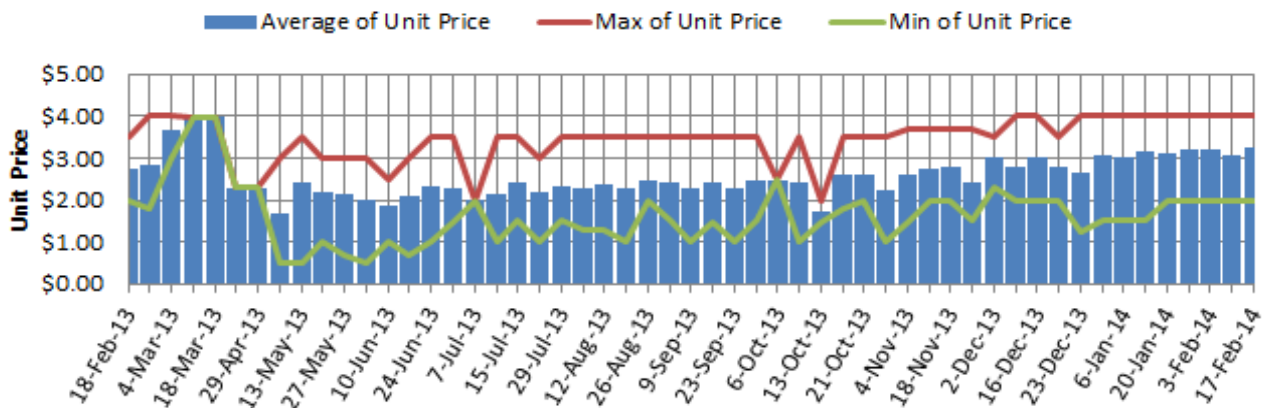
Weekly National Sales



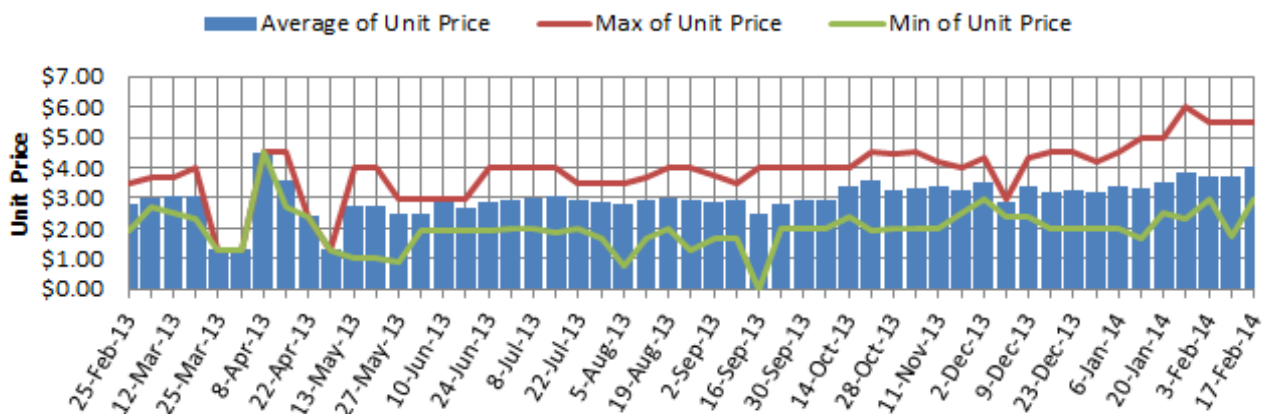
Hass Avocado Average Retail Prices - Sydney



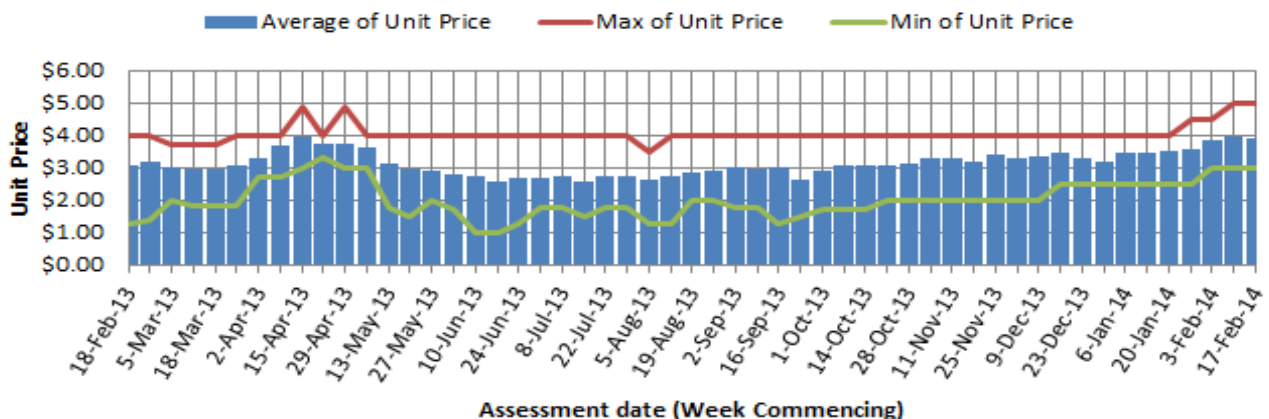
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

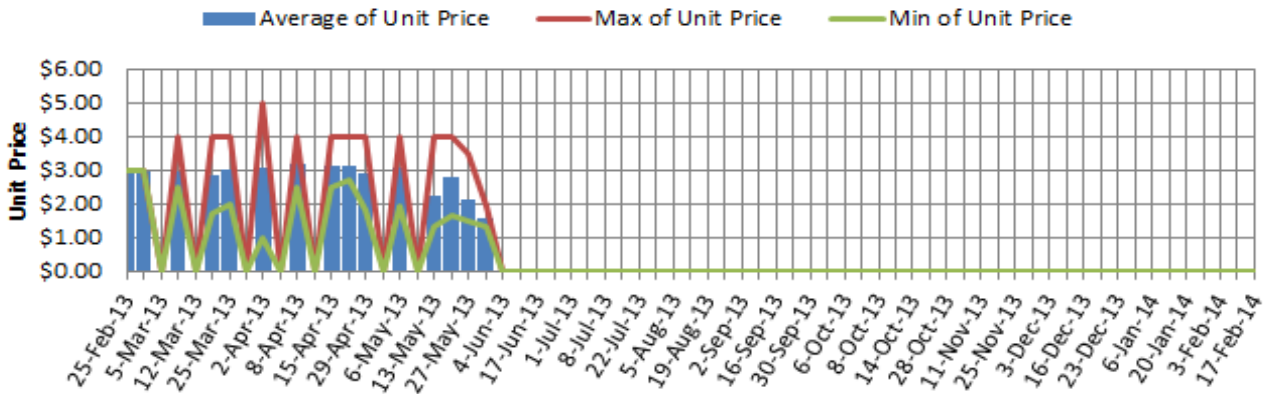


Hass Avocado Average Retail Prices - Perth

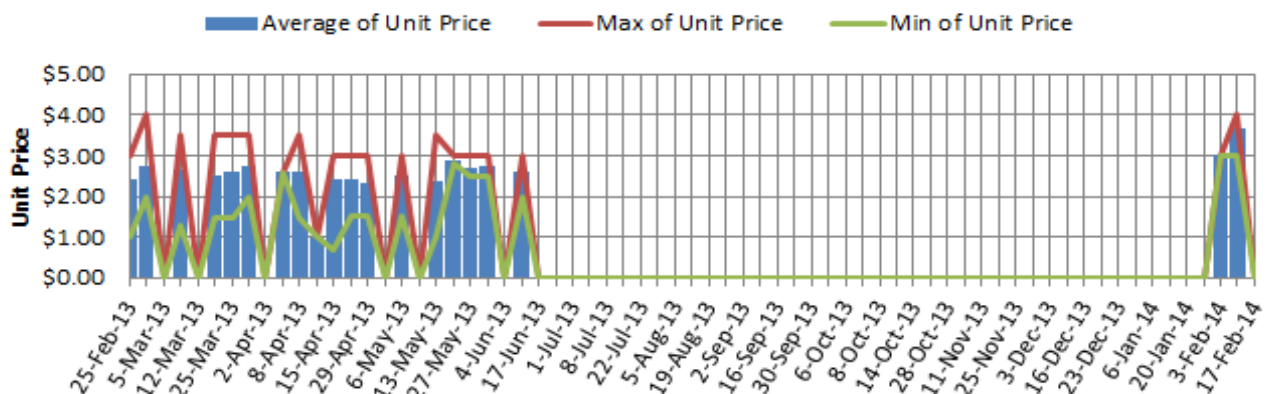


Assessment date (Week Commencing)

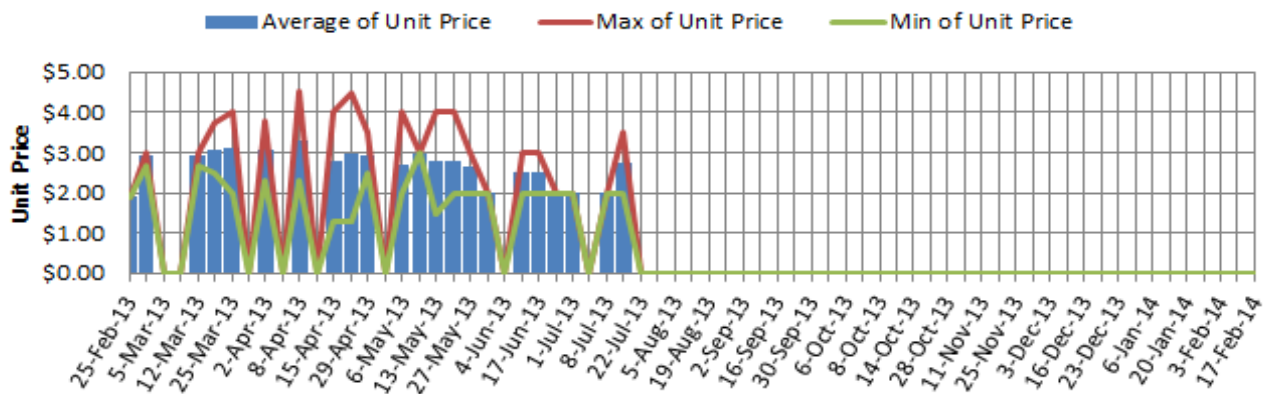
Shepard Avocado Average Retail Prices - Sydney



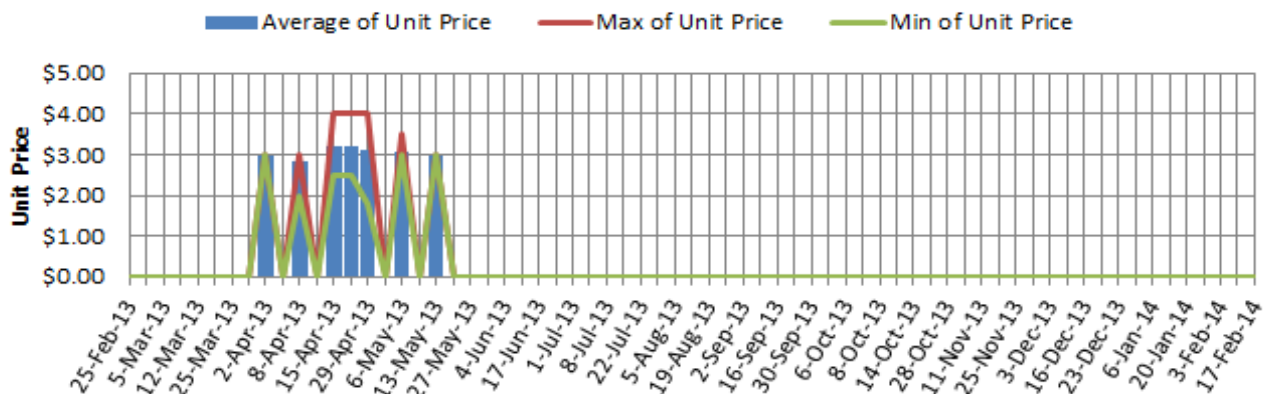
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 17th 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																							
Foodworks	Hass	150	\$2.00	Store	Aus	I	Hass	190	\$2.67	Store	Aus																		
Foodworks	Hass	150	\$2.29	No	Aus	I	Hass	170	\$2.99	No	NS																		
I	Hass	165	\$2.50	Store	NZ	Coles	Hass	250	\$3.48	No	NZ																		
IIGA	Hass	200	\$2.95	No	Aus	Safeway	Hass	230	\$3.48	No	NZ																		
I	Hass	230	\$2.99	No	Aus	Coles	Hass	195	\$3.48	No	NZ																		
I	Hass	190	\$2.99	Store	NZ	Safeway	Hass	280	\$3.48	No	NZ																		
Coles	Hass	295	\$3.48	No	NZ	Safeway	Hass	230	\$3.49	No	NZ																		
Coles	Hass	250	\$3.48	No	NZ	I	Hass	220	\$3.49	No	NS																		
Coles	Hass	275	\$3.48	No	NZ	I	Reed	325	\$3.50	Store	Aus																		
Woolworths	Hass	260	\$3.98	No	NZ	I	Reed	325	\$3.50	Store	Aus																		
Woolworths	Hass	260	\$3.98	No	NZ	I	Reed	350	\$3.50	Store	Aus																		
I	Reed	645	\$3.99	No	Aus	IIGA	Hass	240	\$3.99	No	NS																		
Woolworths	Hass	260	\$3.99	No	NZ	IS	Hass	270	\$3.99	No	NS																		
IIGA	Hass	245	\$3.99	No	NZ	IS	Hass	250	\$3.99	No	NZ																		
I	Hass	200	\$3.99	No	NZ	I	Hass	240	\$4.89	No	NS																		
I	Hass	240	\$3.99	No	Aus	I	Hass	330	\$4.98	No	Aus																		
Foodworks	Hass	250	\$4.79	No	Mixed	I	Hass	300	\$4.99	No	NS																		
IIGA	Hass	265	\$4.95	No	Aus	I	Hass	375	\$5.50	No	Aus																		
I	Hass	260	\$4.99	No	Aus	I	Hass	350	\$5.50	No	Aus																		
I	Reed	345	\$4.99	No	Aus	Safeway	Hass	525	\$5.98	No	NZ																		
I	Hass	275	\$4.99	No	Aus	Safeway	Hass	515	\$5.98	No	NS																		
I	Hass	320	\$4.99	No	Aus	I	Hass	600	\$7.99	No	NS																		
I	Hass	285	\$4.99	No	Aus	Perth																							
I	Reed	480	\$4.99	No	Aus	I	Hass	170	\$1.49	No	Aus																		
I	Hass	320	\$4.99	No	NZ	I	Hass	235	\$2.25	Store	NZ																		
Woolworths	Hass	550	\$5.98	No	NZ	I	Hass	235	\$2.98	No	Aus																		
Woolworths	Hass	530	\$5.98	No	NZ	IS	Hass	180	\$2.99	Store	Aus																		
I	Hass	300	\$5.99	No	Mixed	I	Hass	225	\$3.49	No	Aus																		
I	Reed	480	\$5.99	No	Aus	I	Hass	270	\$3.49	No	Aus																		
I	Hass	330	\$5.99	No	Mixed	IIGA	Hass	270	\$3.69	No	Mixed																		
I	Reed	465	\$5.99	No	Aus	Coles	Hass	285	\$3.98	No	Mixed																		
I	Reed	520	\$5.99	No	Aus	Woolworths	Hass	215	\$3.98	No	Aus																		
I	Hass	425	\$6.99	No	Aus	Woolworths	Hass	215	\$3.98	Store	Aus																		
Brisbane						Coles	Hass	265	\$3.98	No	Aus																		
I	Shepard	210	\$1.99	No	Aus	Woolworths	Hass	260	\$3.98	No	Aus																		
I	Shepard	210	\$2.00	Store	Aus	Coles	Hass	235	\$3.98	No	Aus																		
I	Hass	170	\$2.00	No	NZ	IIGA	Hass	235	\$3.99	No	Mixed																		
Woolworths	Hass	240	\$2.48	No	NZ	I	Hass	245	\$3.99	No	Aus																		
I	Shepard	210	\$2.88	Store	Aus	I	Hass	275	\$3.99	No	Aus																		
Coles	Hass	210	\$2.98	No	NZ	IS	Hass	200	\$4.49	No	Aus																		
Coles	Hass	280	\$2.98	No	NZ	IIGA	Hass	260	\$4.99	No	NS																		
I	Hass	200	\$2.99	No	NZ	IIGA	Hass	295	\$4.99	Store	Aus																		
I	Shepard	230	\$3.00	Store	Aus	IIGA	Hass	620	\$4.99	No	Aus																		
Woolworths	Hass	190	\$3.48	No	NZ	<table border="1" style="width: 100%; border-collapse: collapse;"> <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																												
IIGA	Hass	140	\$3.49	No	NZ																								
I	Shepard	240	\$3.50	No	Aus																								
IIGA	Hass	180	\$3.68	No	NZ																								
I	Hass	245	\$3.99	No	Aus																								
I	Hass	358	\$3.99	No	Aus																								
I	Shepard	240	\$3.99	No	Aus																								
Woolworths	Hass	540	\$5.98	No	NZ																								
Woolworths	Hass	505	\$5.98	No	NS																								
IIGA	Hass	580	\$6.98	No	NS																								
Coles	Hass	540	\$6.98	No	NS																								

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

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets

Special Codes

Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week