



INFOCADO WEEKLY REPORT: 6th—12th February 2016 (Week 7)

Comments

- The weekly dispatch volume (236,636 trays) was slightly higher than the week's forecast by 7,581 trays (3.3%) (refer P 2).
- The four weekly forecast continues to indicate declining volumes through February and the beginning of March with the WA and NZ harvests coming to a close and the NQ harvest in its early phase. 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 7 originated from Western Australia (149,761 tray eqv.). The Sydney market received the highest volume (83,722 tray eqv.), size 20 was the dominant size (43,457 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 (refer P 5).

[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: Perfect Match Campaign Launch

Hort Innovation's Perfect Match campaign was launched on Sunday – this is a light-hearted social media campaign focusing on pairing taste partnerships with avocados.

The first “hot date” was between avocado and chocolate.

Perfect Match can be found both on the avocado.org.au website (click [here](#) for The Perfect Match) and on [Facebook](#).

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.

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.

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 7 - 11)

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv

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	219,900	5,470		229,845
Lamb Hass	1	1		3
Reed	300	40		373
Shepard	1,000			1,000
Week Total	221,201	5,511		231,221

Week 9 - begin 20/02/2016

Hass	148,798	4,349		156,705
Lamb Hass	1,000	10		1,018
Reed	18,200	1,200		20,382
Week Total	167,998	5,559		178,105

Week 10 - begin 27/02/2016

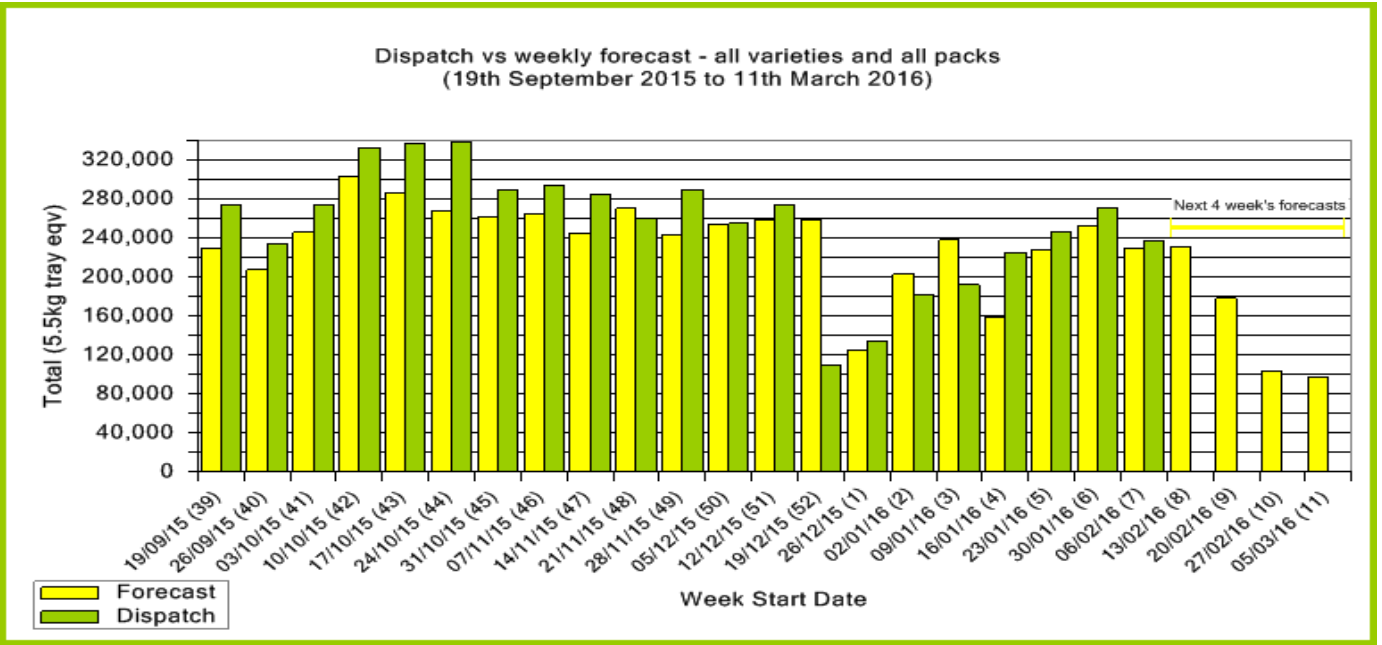
Hass	92,201	3,849	5,000	100,108
Lamb Hass	1,000	10		1,018
Shepard	2,500			2,500
Week Total	95,701	3,859	5,000	103,626

Week 11 - begin 05/03/2016

Hass	90,201	3,849		97,199
Lamb Hass	500	10		518
Week Total	90,701	3,859		97,717

Dispatch Data (Week 7 - begin 6/02/2016)

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	195,220	7,602	523	209,137
Lamb Hass	6,414	157		6,699
Reed	17,282	1,935		20,800
Total	218,916	9,694	523	236,636



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	183,057	0	2,231,657

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)
 3 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port

Industry Dispatches By Origin Region and Count Size : 6th February - 12th February 2016 (Wk 7)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
New Zealand		3,095	6,635	14,360	13,357	18,054	7,142	18,133	80,776			80,776
Tri State	494	1,710	2,067	1,008	281	180	81		5,821	153		6,099
WA/NT	12,178	20,587	22,982	28,089	19,469	19,252	8,003	1,759	132,319	9,541	523	149,761
	12,672	25,392	31,684	43,457	33,107	37,486	15,226	19,892	218,916	9,694	523	236,636

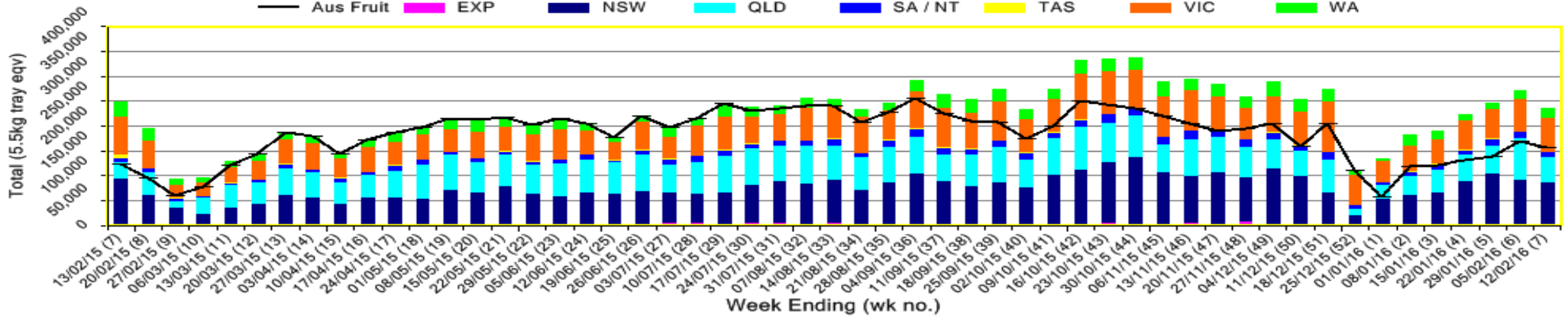
Origin of Avocado 

Destination of Avocado 

Industry Dispatches By Destination State and Count Size : 6th February - 12th February 2016 (Wk 7)

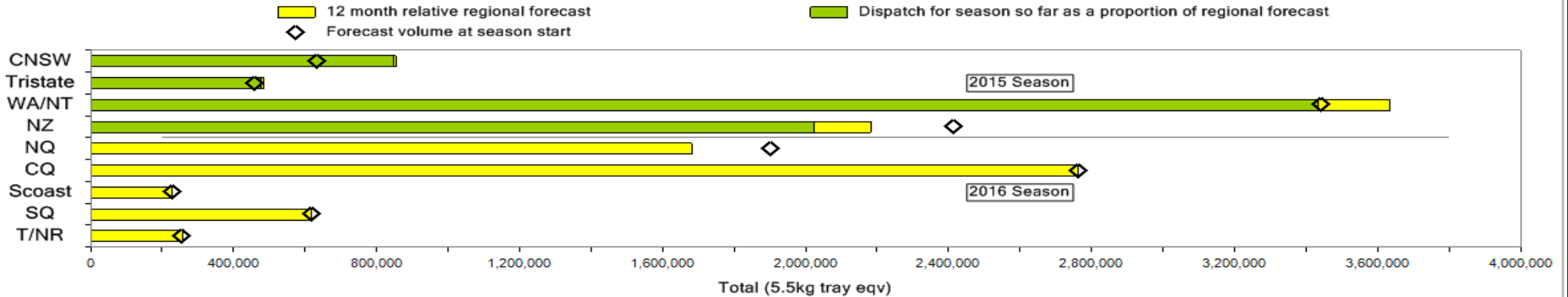
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	50							910	960	576		2,007
NSW	5,998	8,682	9,566	12,370	13,801	12,373	4,193	9,415	76,398	4,027	10	83,722
QLD	2,848	10,219	10,286	12,309	4,594	6,474	1,747	3,623	52,100	384		52,798
SA / NT	77	15	8	1,639	1,902	4,977	160		8,778	183	9	9,113
TAS					456	456			912			912
VIC	3,318	6,104	11,054	15,730	8,690	7,828	3,078	5,922	61,724	3,500		68,088
WA	381	372	770	1,409	3,664	5,378	6,048	22	18,044	1,024	504	19,998
Total	12,672	25,392	31,684	43,457	33,107	37,486	15,226	19,892	218,916	9,694	523	236,636

Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2016 to date = 1,487,894 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 7 Contributors - Packhouses

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

Week 7 Contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Costa Farms (Brisbane)	The La Manna Group (Adelaide)
Costa Farms (Melbourne)	The La Manna Group (Brisbane)
De Luca Banana Marketing Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
Etherington (Perth)	United Fresh (Adelaide)
Exotic Fruit Traders (Sydney)	VB Sculli (Melbourne)
Favco Queensland Pty Ltd (Brisbane)	WA Farm Direct (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	28,540			28,540											28,540			28,540
Total non supermarket sales	8,551		1,773	10,324	141		143	284	516						8,807		2,033	10,840
Total exports																		
Total sales	37,091		1,773	38,864	141		143	284	516						37,347		2,033	39,380
Total Stock on Hand	4,127		961	5,088											4,127		961	5,088
QLD																		
Total supermarket sales	40,540			40,540	96			96	175						40,715			40,715
Total non supermarket sales	1,707			1,707	126			126	229						1,936			1,936
Total exports																		
Total sales	42,247			42,247	222			222	404						42,651			42,651
Total Stock on Hand	18,807	2,044	3,518	24,369	85			85	155						18,962	2,044	3,518	24,524
SA & TAS																		
Total supermarket sales	11,996			11,996											11,996			11,996
Total non supermarket sales	2,720		1,364	4,084	380		210	590	1,073						3,411		1,746	5,157
Total exports																		
Total sales	14,716		1,364	16,080	380		210	590	1,073						15,407		1,746	17,153
Total Stock on Hand	26,358		3,349	29,707	1,837		225	2,062	3,749						29,698		3,758	33,456
VIC																		
Total supermarket sales	34,104			34,104	602			602	1,095						35,199			35,199
Total non supermarket sales	7,638	365	3,645	11,648	449			449	816						8,454	365	3,645	12,464
Total exports																		
Total sales	41,742	365	3,645	45,752	1,051			1,051	1,911						43,653	365	3,645	47,663
Total Stock on Hand	14,617		5,379	19,996	252		480	732	1,331						15,075		6,252	21,327
WA																		
Total supermarket sales	10,264			10,264	154			154	280	504			504	92	10,636			10,636
Total non supermarket sales	3,224			3,224	260			260	473						3,697			3,697
Total exports	960			960	576			576	1,047						2,007			2,007
Total sales	14,448			14,448	990			990	1,800	504			504	92	16,340			16,340
Total Stock on Hand	2,192			2,192	43			43	78						2,270			2,270
Total																		
Total supermarket sales	125,444			125,444	852			852	1,549	504			504	92	127,085			127,085
Total non supermarket sales	23,840	365	6,782	30,987	1,356		353	1,709	3,107						26,305	365	7,424	34,094
Total exports	960			960	576			576	1,047						2,007			2,007
Total sales	150,244	365	6,782	157,391	2,784		353	3,137	5,704	504			504	92	155,397	365	7,424	163,186
Total Stock on Hand	66,101	2,044	13,207	81,352	2,217		705	2,922	5,313						70,132	2,044	14,489	86,665

Weekly National Sales

