



# INFOCADO WEEKLY REPORT: 15th — 21st February 2014 (Wk 8)



## Comments

- Shepard Avocados have started to trickle into the Sydney marketplace with higher prices than last year.
- Harvesting of Shepard Avocados has started in the Central Queensland region.
- The weekly dispatches are again down slightly in comparison to the weeks forecast. The proportions of the dispatches have evened out across Sydney, Brisbane and Melbourne markets in comparison to last week.
- New Zealand figures are down compared to their seasonal forecast though the forecast has been amended to illustrate these movements.
- AAL would like to thank all for attending the Brisbane Metro Qualicado workshop, with the next coming up soon at the Sydney markets.

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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

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### IMPORTANT and PLEASE NOTE:

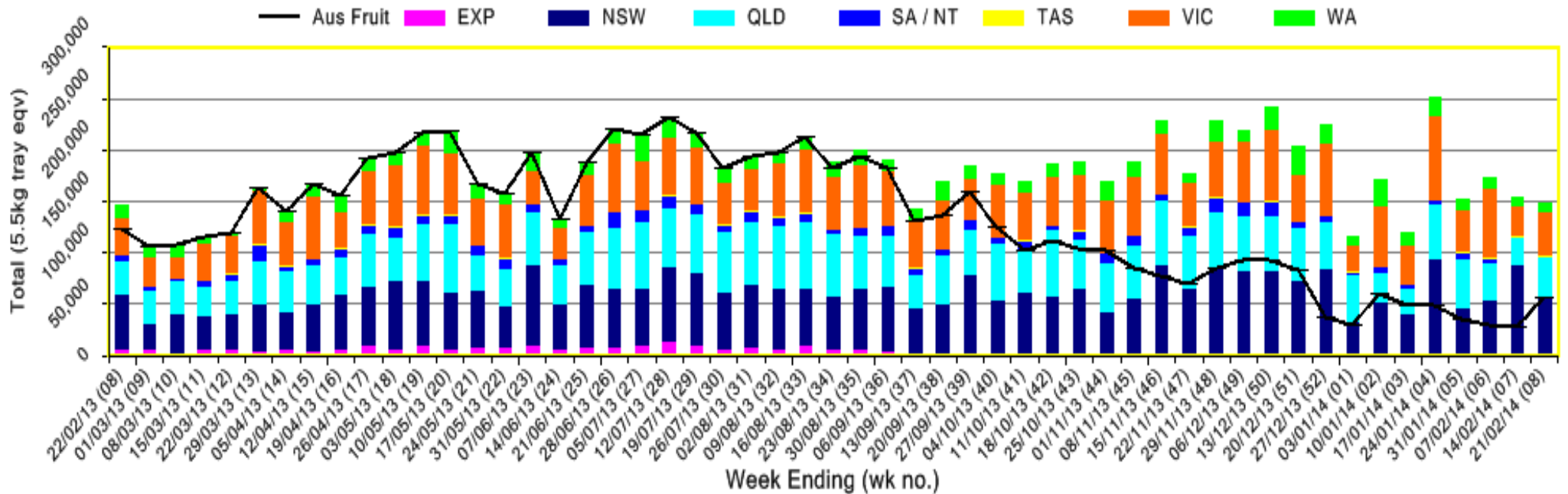
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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 : 15th February - 21st February 2014 (Wk 8)**

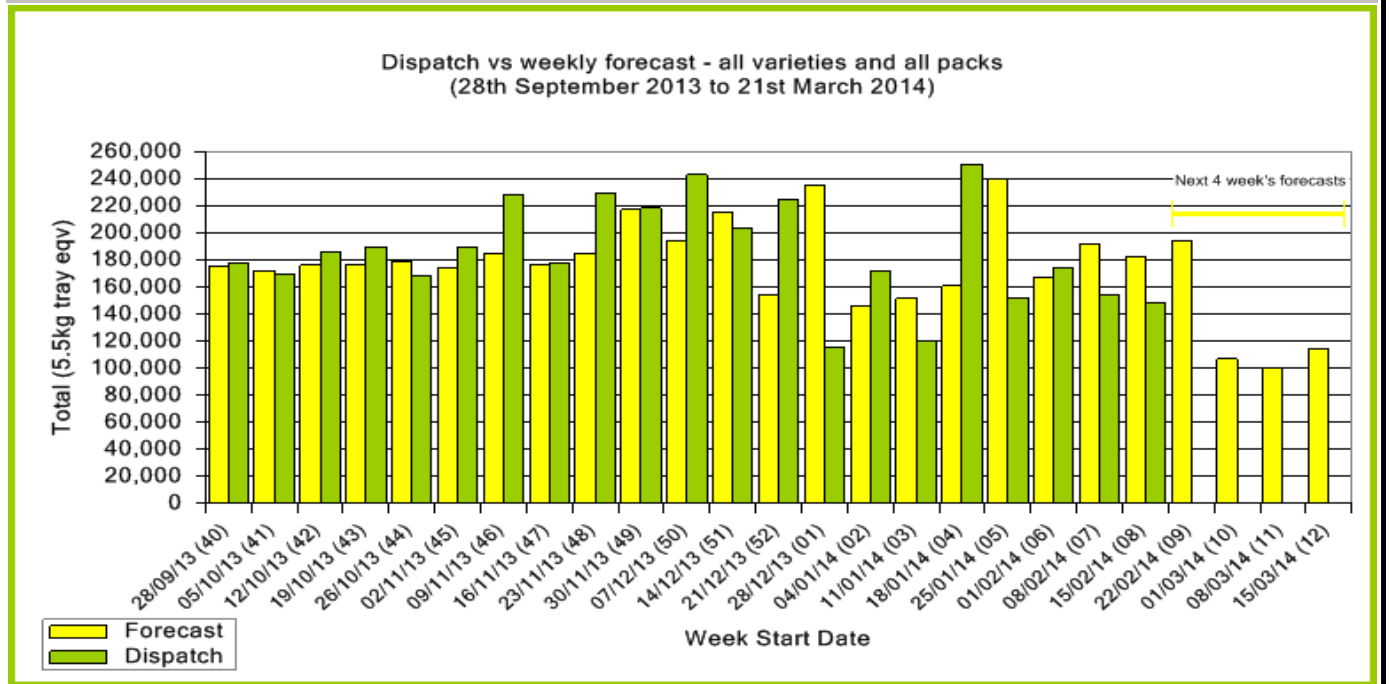
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
NSW	1,127	3,735	10,380	160	11,604	8,100	8,972	9,018	53,096	1,067			55,036
QLD	832	2,680	5,433	792	7,700	9,553	4,408	2,347	33,745	2,434	9,000	3,150	40,379
SA / NT	4	10	28		65	120	157		384	8			399
TAS					461	659			1,120				1,120
VIC	850	2,680	6,046		8,524	7,898	7,888	7,513	41,399	531			42,364
WA	224	522	1,166		1,809	1,688	1,874	2,042	9,325				9,325
<b>Total</b>	<b>3,037</b>	<b>9,627</b>	<b>23,053</b>	<b>952</b>	<b>30,163</b>	<b>28,018</b>	<b>23,299</b>	<b>20,920</b>	<b>139,069</b>	<b>4,040</b>	<b>9,000</b>	<b>3,150</b>	<b>148,623</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2014 to date = 1,289,777 5.5kg tray eqv**



Forecast Data (Week 8 - 12)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 8 - begin 15/02/2014</b>				
Hass	145,726	300		<b>146,271</b>
Shepard	33,420	1,900		<b>36,875</b>
<b>Week Total</b>	<b>179,146</b>	<b>2,200</b>		<b>183,146</b>
<b>Week 9 - begin 22/02/2014</b>				
Hass	135,488	400		<b>136,215</b>
Shepard	50,664	4,341		<b>58,557</b>
<b>Week Total</b>	<b>186,152</b>	<b>4,741</b>		<b>194,772</b>
<b>Week 10 - begin 01/03/2014</b>				
Hass	19,960			<b>19,960</b>
Shepard	76,931	5,470		<b>86,876</b>
<b>Week Total</b>	<b>96,891</b>	<b>5,470</b>		<b>106,836</b>
<b>Week 11 - begin 08/03/2014</b>				
Shepard	89,931	5,820		<b>100,513</b>
<b>Week Total</b>	<b>89,931</b>	<b>5,820</b>		<b>100,513</b>
<b>Week 12 - begin 15/03/2014</b>				
Shepard	104,331	5,620		<b>114,549</b>
<b>Week Total</b>	<b>104,331</b>	<b>5,620</b>		<b>114,549</b>

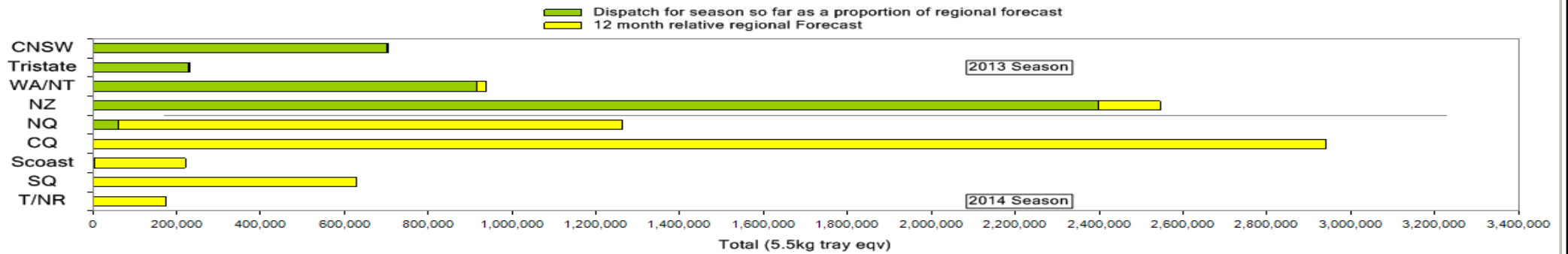
Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 8 - begin 15/02/2014)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	96,067	594			<b>97,147</b>
Shepard	43,002	3,446	9,000	3,150	<b>51,476</b>
<b>Total</b>	<b>139,069</b>	<b>4,040</b>	<b>9,000</b>	<b>3,150</b>	<b>148,623</b>



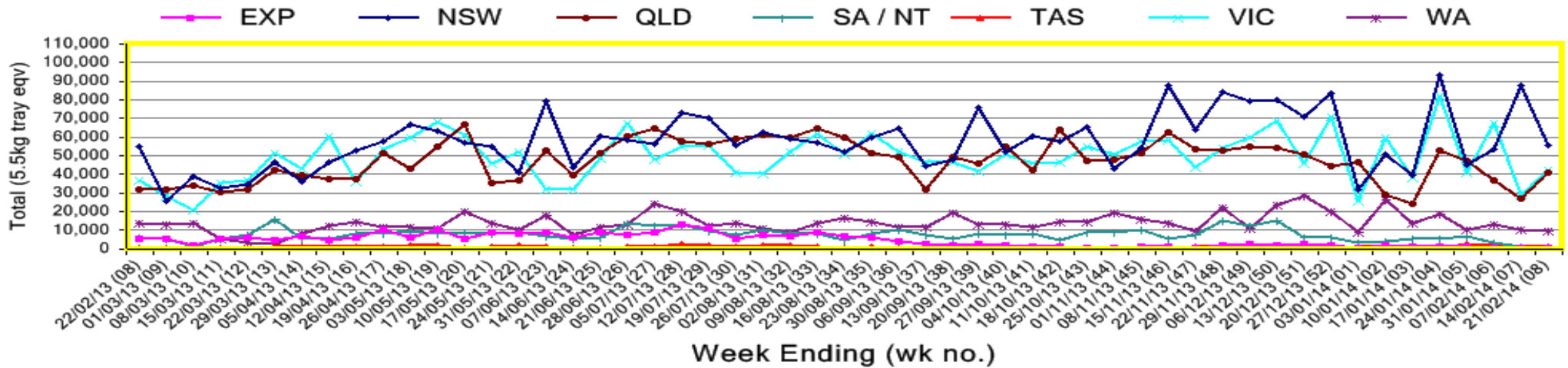
New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2013-April 2014										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	0	145,700	338,000	424,000	564,865	642,687	435,405	38,984	0	<b>2,588,932</b>
<b>Australia (from Infocado)</b>	16,341	83,173	283,934	582,190	587,056	596,527	366,321			<b>2,515,542</b>
<b>USA<sup>1</sup></b>	0	0	0	0	0	0				<b>0</b>
<b>Japan<sup>1</sup></b>	0	8,272	38,102	48,498	26,806	2,634				<b>124,312</b>
<b>Other Asia<sup>1</sup></b>	0	12,075	33,107	44,293	47,072	23,811				<b>160,358</b>
<b>Total</b>	<b>16,341</b>	<b>103,520</b>	<b>355,143</b>	<b>674,981</b>	<b>660,934</b>	<b>622,972</b>	<b>366,321</b>			<b>2,800,212</b>

<sup>1</sup> 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 = 1,289,777 5.5kg tray eqv



Week 8 contributors - Packhouses

Natures Fruit Company (Consolidator)	Battistin Orchards Pty Ltd (NQ)
One Harvest (Consolidator)	Hilltop Mareeba (NQ)
Sunfresh (Consolidator)	Lakeshore Pty Ltd (NQ)
The Avolution (Consolidator)	Gunnado Farm (NQ)
Donovan Family Investment Trust (CQ)	Aussie Orchards Growers & Packers (NQ)
Simpson Farms Pty Ltd (CQ)	Avocado Estates (NQ)
Sunnyspot Packhouse Pty Ltd (CQ)	Bellview Orchards Pty Ltd (NQ)
Avocado Ridge (CQ)	R & M Waterman (NQ)
Avocado Industry Council (NZAGA)	CNSW: Less than 3 contributors

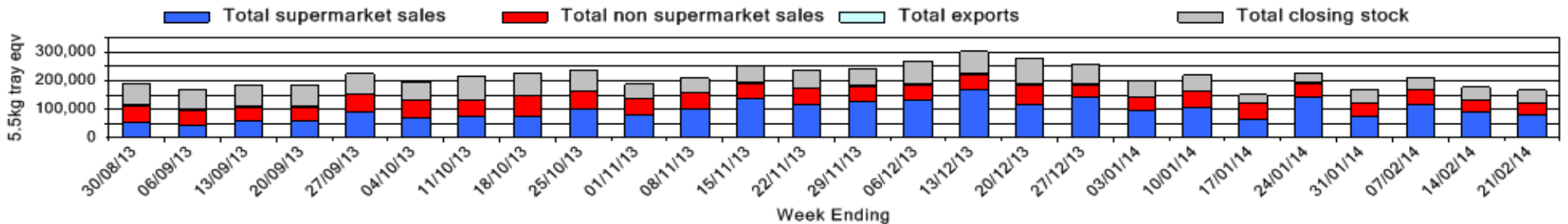
Week 8 contributors - Wholesalers

C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce 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)
Fresh Choice WA Pty Ltd (Perth)	

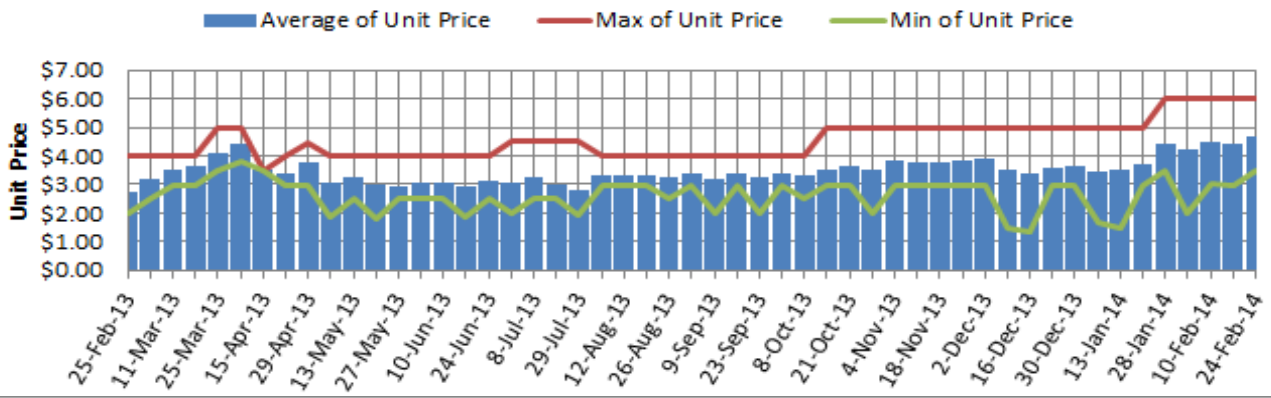
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Full data set not displayed because 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>	32,703	3,182		35,885	1,056			1,056	1,920						34,623	3,182		37,805
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	4,470	12,175		16,645		455		455	827		9,000		9,000	1,636	4,470	14,639		19,109
<b>Total non supermarket sales</b>	14,557	4,544		19,101	40	600		640	1,164						14,630	5,635		20,265
<b>Total exports</b>																		
<b>Total sales</b>	19,027	16,719		35,746	40	1,055		1,095	1,991		9,000		9,000	1,636	19,100	20,274		39,373
<b>Total Stock on Hand</b>	17,306	3,107		20,413	38	223		261	475						17,375	3,512		20,888
SA & TAS																		
<b>Total supermarket sales</b>	1,120			1,120											1,120			1,120
<b>Total non supermarket sales</b>	2,931	825	911	4,667	422	192	133	747	1,358						3,698	1,174	1,153	6,025
<b>Total exports</b>																		
<b>Total sales</b>	4,051	825	911	5,787	422	192	133	747	1,358						4,818	1,174	1,153	7,145
<b>Total Stock on Hand</b>	5,315	135	3,275	8,725	133		111	244	444						5,557	135	3,477	9,169
VIC																		
<b>Total supermarket sales</b>	18,912	320		19,232											18,912	320		19,232
<b>Total non supermarket sales</b>	6,442	1,541	712	8,695	797	432	192	1,421	2,584						7,891	2,327	1,061	11,279
<b>Total exports</b>																		
<b>Total sales</b>	25,354	1,861	712	27,927	797	432	192	1,421	2,584						26,803	2,647	1,061	30,511
<b>Total Stock on Hand</b>	8,044	1,584	407	10,035	293			293	533						8,577	1,584	407	10,567
WA																		
<b>Total supermarket sales</b>	5,673			5,673	6			6	11						5,684			5,684
<b>Total non supermarket sales</b>	2,789			2,789	338			338	615						3,404			3,404
<b>Total exports</b>																		
<b>Total sales</b>	8,462			8,462	344			344	625						9,087			9,087
<b>Total Stock on Hand</b>	881			881	4			4	7						888			888
Total																		
<b>Total supermarket sales</b>	60,736	15,677		76,413	6	455		461	838		9,000		9,000	1,636	60,747	18,141		78,888
<b>Total non supermarket sales</b>	28,861	6,910	1,623	37,394	2,653	1,224	325	4,202	7,640						33,685	9,136	2,214	45,034
<b>Total exports</b>																		
<b>Total sales</b>	89,597	22,587	1,623	113,807	2,659	1,679	325	4,663	8,478		9,000		9,000	1,636	94,431	27,276	2,214	123,922
<b>Total Stock on Hand</b>	32,186	4,826	3,682	40,694	468	223	111	802	1,458						33,037	5,231	3,884	42,152

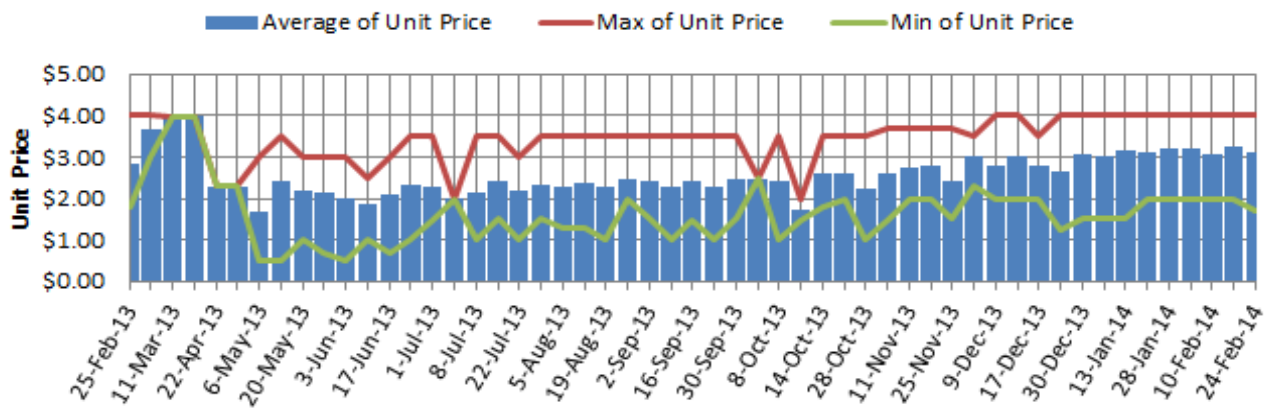
Weekly National Sales



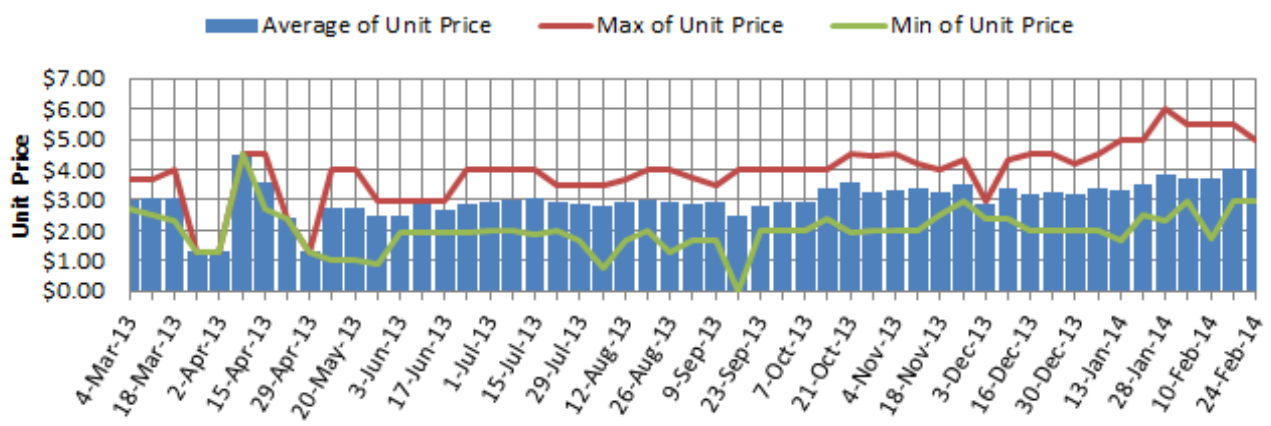
### Hass Avocado Average Retail Prices - Sydney



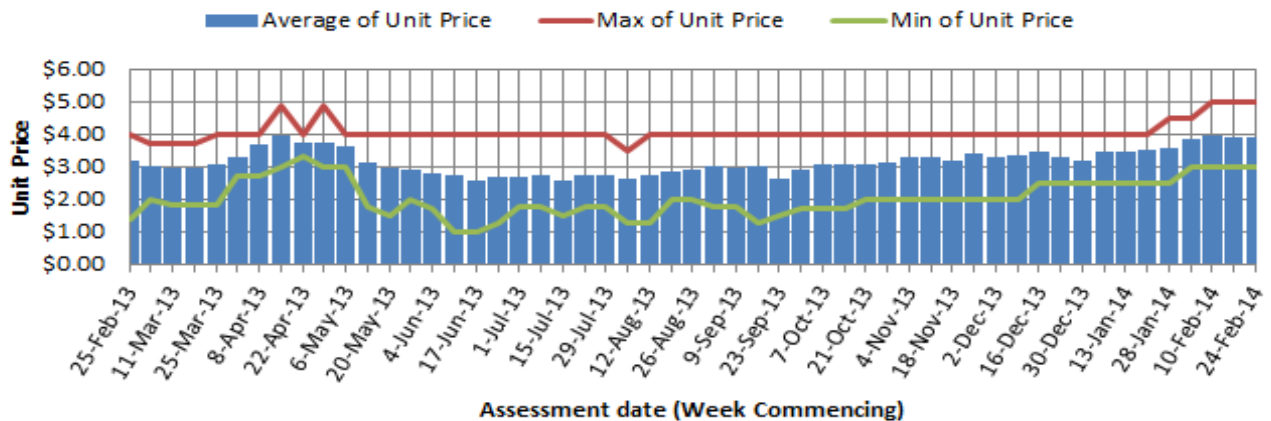
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)



## Retail Prices by City, Store and Variety – 24th February 2014

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Foodworks	Shepard	140	\$2.29	Store	Aus	I	Hass	190	\$2.99	No	NZ
Coles	Hass	260	\$3.48	No	NZ	I	Hass	170	\$2.99	No	NS
Coles	Hass	270	\$3.48	No	NZ	Coles	Hass	180	\$3.48	No	NZ
Coles	Hass	270	\$3.48	No	NZ	Coles	Hass	250	\$3.48	No	NZ
Woolworths	Hass	290	\$3.98	No	NZ	Coles	Hass	205	\$3.48	No	NZ
Woolworths	Hass	270	\$3.98	No	NZ	I	Hass	270	\$3.49	No	NZ
Woolworths	Hass	220	\$3.98	No	NZ	Safeway	Hass	250	\$3.98	No	NZ
IGA	Shepard	220	\$3.99	No	Mixed	Safeway	Hass	230	\$3.98	No	NZ
I	Shepard	200	\$3.99	No	Aus	Safeway	Hass	260	\$3.98	No	NZ
I	Reed	400	\$3.99	No	Aus	IC	Hass	270	\$3.99	No	NZ
Foodworks	Hass	260	\$4.79	No	Mixed	IGA	Hass	250	\$3.99	No	NS
IGA	Hass	270	\$4.95	No	Mixed	I	Hass	185	\$4.89	No	NZ
I	Hass	280	\$4.99	No	Aus	I	Hass	300	\$4.98	No	Aus
I	Hass	260	\$4.99	No	Aus	I	Hass	340	\$4.99	No	Aus
I	Shepard	320	\$4.99	No	Aus	I	Hass	370	\$4.99	No	Aus
I	Hass	260	\$4.99	No	Aus	I	Hass	325	\$4.99	No	NS
I	Hass	280	\$4.99	No	Aus	<b>PERTH</b>					
I	Hass	340	\$5.99	No	Mixed	Coles	Reed	375	\$2.90	Store	Aus
I	Hass	350	\$5.99	No	Aus	I	Hass	190	\$2.99	Store	NZ
I	Hass	350	\$5.99	No	Aus	Coles	Hass	335	\$3.00	Cat	NS
<b>BRISBANE</b>						I	Hass	225	\$3.49	No	Aus
IGA	Hass	170	\$1.69	Store	NZ	I	Hass	250	\$3.49	No	Aus
I	Shepard	230	\$2.50	Store	Aus	IGA	Hass	300	\$3.69	No	Mixed
Coles	Hass	200	\$2.98	No	NZ	I	Hass	265	\$3.78	No	Aus
Coles	Hass	200	\$2.98	No	NZ	Coles	Hass	210	\$3.88	No	Mixed
Coles	Hass	230	\$2.98	No	NZ	Woolworths	Hass	250	\$3.98	Store	Aus
I	Shepard	230	\$2.99	Store	Aus	Woolworths	Hass	270	\$3.98	Store	Aus
I	Hass	230	\$2.99	No	NZ	Woolworths	Hass	250	\$3.98	No	Aus
I	Shepard	240	\$3.00	Store	Aus	IGA	Hass	235	\$3.99	No	NZ
Woolworths	Shepard	190	\$3.48	No	Aus	I	Hass	280	\$3.99	No	Aus
Woolworths	Hass	205	\$3.48	No	Aus	I	Hass	280	\$3.99	No	Aus
IGA	Hass	200	\$3.49	No	NZ	IGA	Hass	335	\$4.99	No	NZ
I	Hass	346	\$3.50	Store	Aus	IGA	Hass	275	\$4.99	No	Aus
I	Shepard	276	\$3.50	Store	Aus						
I	Shepard	218	\$3.50	Store	Aus						
I	Hass	346	\$3.99	Store	Aus						
I	Shepard	278	\$3.99	Store	Aus						
I	Shepard	220	\$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