



# INFOCADO WEEKLY REPORT: 14th — 20th February 2015 (Week 8)



[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](#)

## Comments

- Sydney markets absorbed the majority of dispatches from packhouses for the week gone, size 20 dominating (refer P 2).
- The weekly dispatch volume edged higher than the weekly forecast volume again by approx. 20,000 5.5kg trays. The four-weekly forecast indicates volumes to decrease over the next month, due to a slow start for the Shepard season (refer P 3).
- Light volumes of Lamb Hass and Shepard are being dispatched in conjunction with the strong dominance of Hass (refer P 3).
- WA and NZ move closer to the end of their season with NQ starting slowly (refer P 4).
- Average retail price per Hass avocado continues to hold steady at around \$3.00-\$3.50 with only slight movement recorded across the cities from last week. The highest price recorded was \$6.00 for a Reed avocado in Sydney (refer P 6 - 8).
- NQ packers are reminded to carefully monitor fruit maturity as the harvest season approaches, to ensure consumer satisfaction which drives future purchases.

## Update of Fruit Tracker Study

MT14014 Fruit Tracking Study is a longitudinal quantitative research study that provides an ongoing measure into the effectiveness of marketing and advertising investment over time. The main aim of this market research study is to record changes to consumer attitudes and behavior over time across a number of fruit categories and specifically avocados.

The research is carried out using six waves per year collecting information using an online survey. A random but representative audience of Australian consumers aged 18+ years completes this survey each wave. These waves are then reported in three combined survey reports in July, November and March.

The latest report provides some very positive results for avocados. Some of these highlights include;

- The number of consumers claiming to buy avocados regularly has increased.
- Purchase intent is at its highest (67%).
- Satisfaction with the appearance, ripeness and quality of avocados have all seen an increase this wave.

For a full brief please refer to the Guacamole Enewsletter - 29/01/2015

## Upcoming Holidays

Labour Day (WA): 2nd March | Labour Day (VIC) & March Public Holiday (SA): 9th March | Good Friday : 3rd April | Easter Monday: 6th 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:

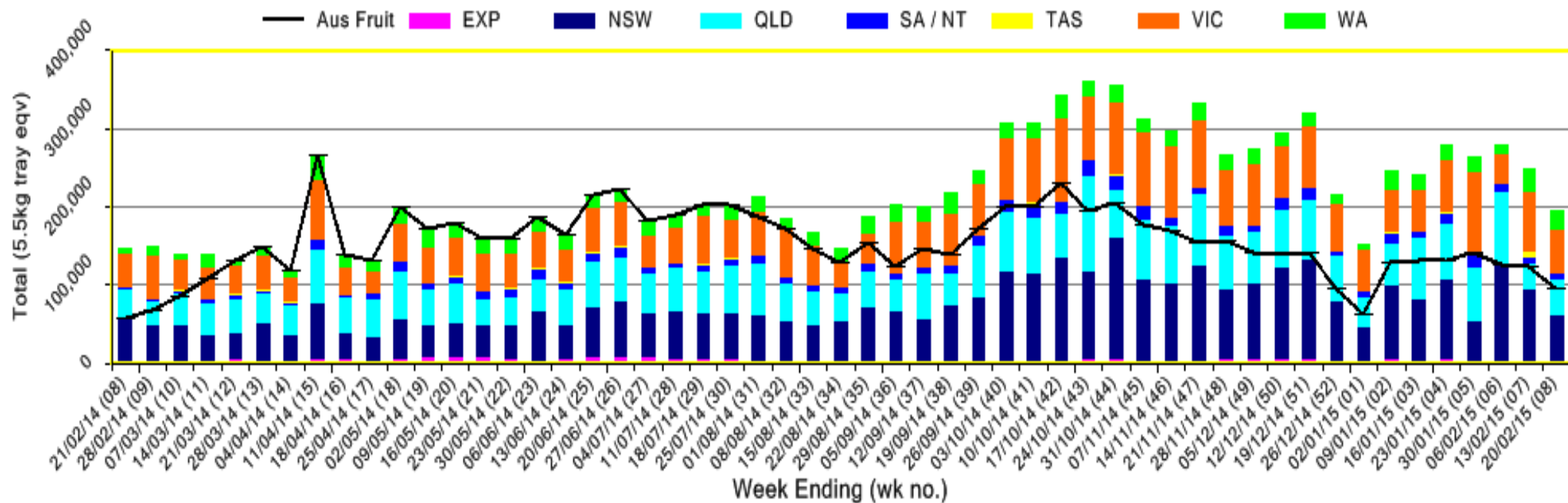
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons 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.

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.

**Industry Dispatches By Destination State and Count Size : 14th February - 20th February 2015 (Wk 8)**

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	Oil	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									960	960				960
NSW	2,282	7,152	8,570	11,365		8,340	10,610	5,531	5,354	59,204	772			60,608
QLD	160	3,144	5,738	9,091	220	7,746	7,055	4,773	3,207	41,134	1,881			44,554
SA / NT	800		991	3,648		2,597	809	319		9,164	192			9,513
TAS											66			120
VIC	235	3,872	7,432	15,564	25	7,181	8,928	5,014	4,587	52,838	372			53,514
WA	650	871	982	6,084		3,981	5,040	4,368	7	21,983	2,092	1,668	160	26,119
<b>Total</b>	<b>4,127</b>	<b>15,039</b>	<b>23,713</b>	<b>45,752</b>	<b>245</b>	<b>29,845</b>	<b>32,442</b>	<b>20,005</b>	<b>14,115</b>	<b>185,283</b>	<b>5,375</b>	<b>1,668</b>	<b>160</b>	<b>195,388</b>

**Throughput Australian & NZ avocados by destination state**  
**Throughput 1st January 2015 to date = 1,911,748 5.5kg tray eqv**



Yellow shading indicates forecast data

Green shading indicates dispatch data

**Forecast Data (Week 8 - 12)**

Variety	Trays - Total	Bulk	P/Pk	Oil	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 8 - begin 14/02/2015</b>					
Hass	152,387	4,700	1,000	100	<b>161,132</b>
Lamb Hass	3,700	220			<b>4,100</b>
Reed	2,500				<b>2,500</b>
Shepard	6,600	400			<b>7,327</b>
<b>Week Total</b>	<b>165,187</b>	<b>5,320</b>	<b>1,000</b>	<b>100</b>	<b>175,060</b>

<b>Week 9 - begin 21/02/2015</b>					
Hass	103,863	1,944		30	<b>107,403</b>
Lamb Hass	2,000	180			<b>2,327</b>
Reed	1,500				<b>1,500</b>
Shepard	21,500	2,400			<b>25,864</b>
<b>Week Total</b>	<b>128,863</b>	<b>4,524</b>		<b>30</b>	<b>137,093</b>

<b>Week 10 - begin 28/02/2015</b>					
Hass	45,520	2,900	1,000		<b>50,975</b>
Lamb Hass	1,818	100			<b>2,000</b>
Shepard	34,500	2,600	7,680		<b>40,623</b>
<b>Week Total</b>	<b>81,838</b>	<b>5,600</b>	<b>8,680</b>		<b>93,598</b>

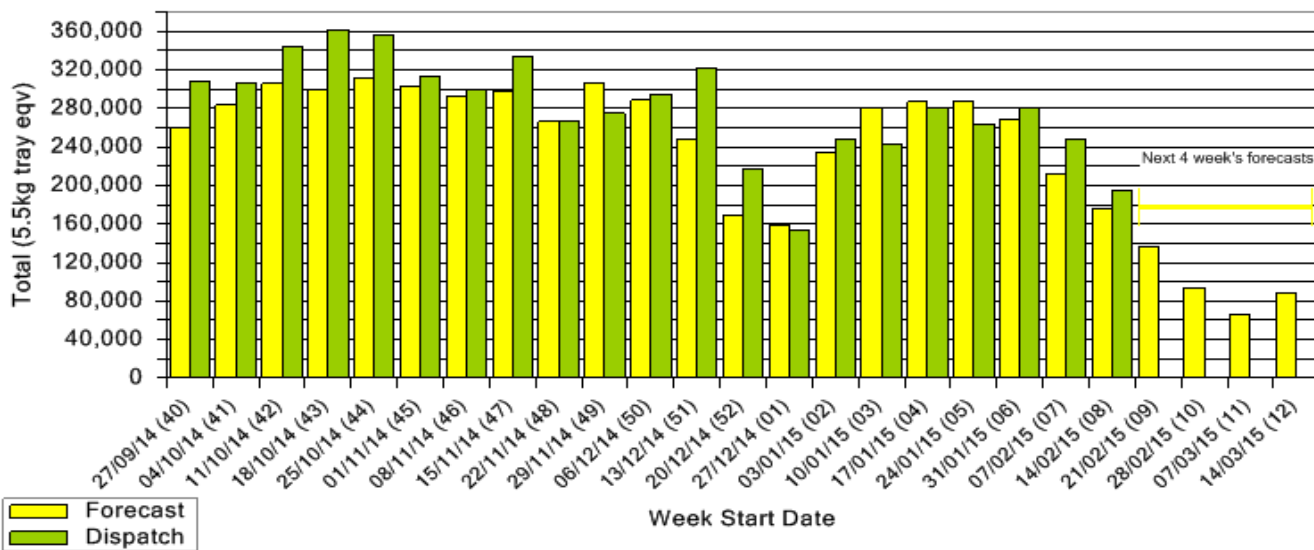
<b>Week 11 - begin 07/03/2015</b>					
Hass	12,560	1,000			<b>14,378</b>
Lamb Hass	1,000	100			<b>1,182</b>
Shepard	43,500	3,000	7,680		<b>50,351</b>
<b>Week Total</b>	<b>57,060</b>	<b>4,100</b>	<b>7,680</b>		<b>65,911</b>

<b>Week 12 - begin 14/03/2015</b>					
Shepard	80,000	3,000	15,000		<b>88,182</b>
<b>Week Total</b>	<b>80,000</b>	<b>3,000</b>	<b>15,000</b>		<b>88,182</b>

**Dispatch Data (Week 8 - begin 14/02/2015)**

Variety	Trays	Bulk	P/PK	Oil	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	178,668	4,687	1,668	160	<b>187,522</b>
Lamb Hass	2,271	182			<b>2,602</b>
Shepard	4,344	506			<b>5,264</b>
<b>Total</b>	<b>185,283</b>	<b>5,375</b>	<b>1,668</b>	<b>160</b>	<b>195,388</b>

Dispatch vs weekly forecast - all varieties and all packs (27th September 2014 to 20th March 2015)

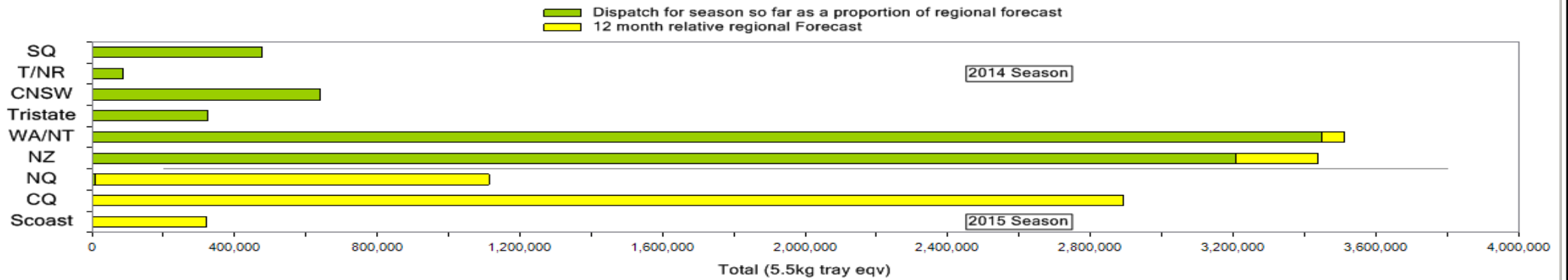


**New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) August 2014-April 2015**

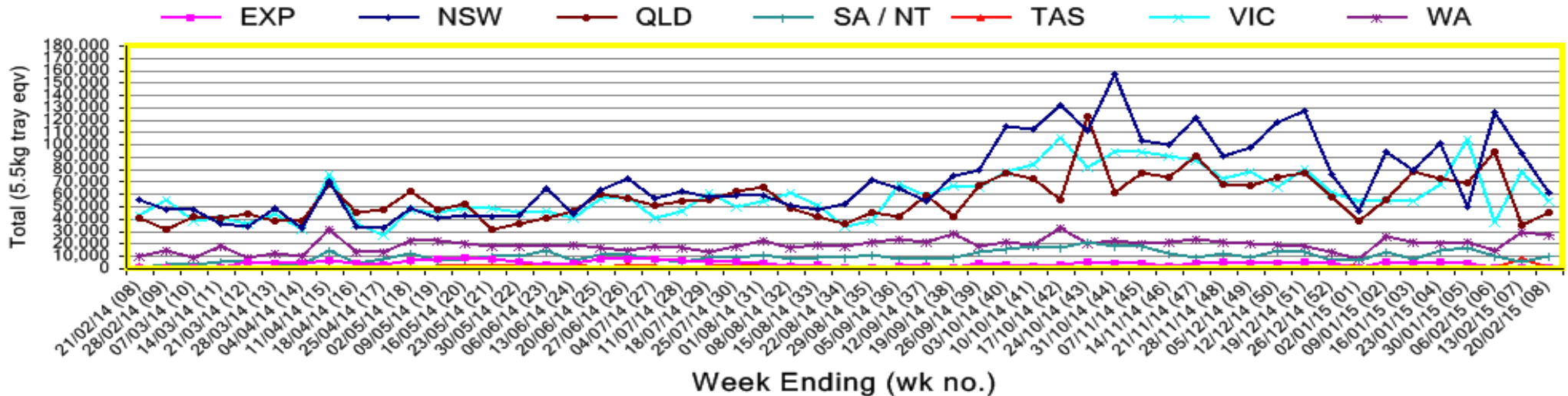
Export Destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to Date
<b>NZ Export to Australia Forecast</b>	56,168	301,684	443,740	379,760	393,210	557,554	624,024	50,280	0	<b>2,806,420</b>
<b>Australia (from Infocado)</b>	123,747	293,918	653,001	561,186	596,008	597,827	383,269			<b>3,208,956</b>
<b>USA<sup>1</sup></b>	6	12,687	103,015	245,195	150,504	0				<b>511,407</b>
<b>Japan<sup>1</sup></b>	1,916	12,999	41,077	63,301	31,631	46,920				<b>197,844</b>
<b>Other Asia<sup>1</sup></b>	7,609	43,179	85,640	71,813	77,550	59,243				<b>345,034</b>
<b>Total</b>	<b>133,278</b>	<b>362,783</b>	<b>882,733</b>	<b>941,495</b>	<b>855,693</b>	<b>703,990</b>	<b>383,269</b>			<b>4,263,241</b>

<sup>1</sup> Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

Percentage dispatched by region (Based on seasonal forecast - 2015)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2015 to date = 1,911,748 5.5kg tray eqv



**Week 8 Contributors - Packhouses**

- |  |   |
|--|---|
| Natures Fruit Company (Consolidator)   | Battistin Orchards Pty Ltd (NQ)               |
| One Harvest (Consolidator)             | Hilltop Mareeba (NQ)                          |
| Simpson Farms Pty Ltd (Consolidator)   | Willow Creek (WA)                             |
| Sunfresh (Consolidator)                | Mariners Rest (WA)                            |
| The Evolution (Consolidator)           | Delroy Orchards (WA)                          |
| Avocado Industry Council (NZAGA)       | West Aussie Avos (WA)                         |
| Gunnado Farm (NQ)                      | Advance Packing & Marketing Services P/L (WA) |
| Aussie Orchards Growers & Packers (NQ) | CNSW: Less than 3 contributors                |
| Avocado Estates (NQ)                   | TRI: Less than 3 contributors                 |
| R & M Waterman (NQ)                    |   |

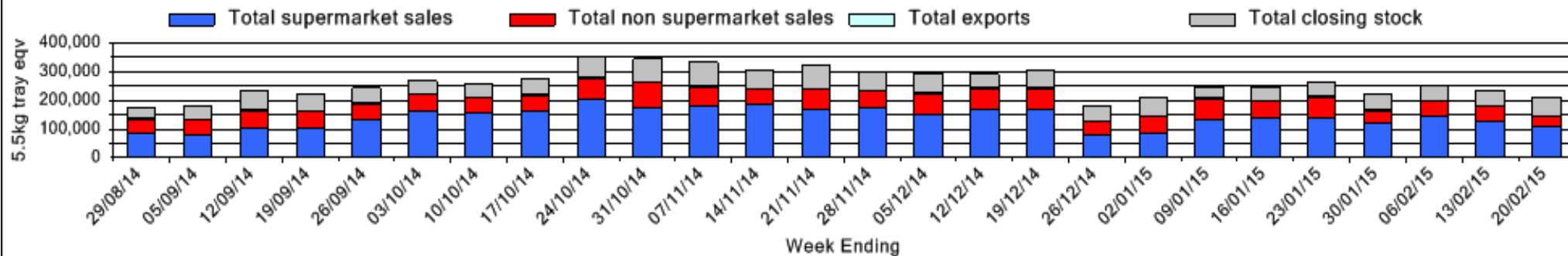
**Week 8 Contributors - Wholesalers**

- |   |   |
|---|---|
| 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) |
| Costa Farms (Melbourne)                 | The La Manna Group (Adelaide)             |
| Dykes Bros (Melbourne)                  | The La Manna Group (Brisbane)             |
| Etherington (Perth)                     | The La Manna Group (Melbourne)            |
| Exotic Fruit Traders (Sydney)           | United Fresh (Adelaide)                   |
| Favco Queensland Pty Ltd (Brisbane)     | WA Farm Direct (Perth)                    |
| Fresh Choice WA Pty Ltd (Perth)         |   |

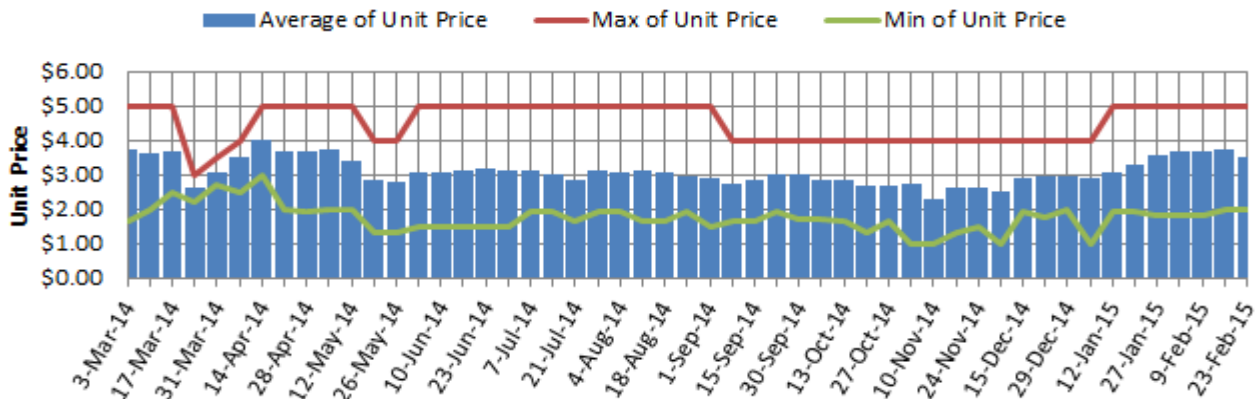
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	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>	33,212		1,361	34,573			120	120	218						33,212		1,579	34,791
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	10,176	912	800	11,888	384			384	698						10,874	912	800	12,586
<b>Total non supermarket sales</b>	3,750		51	3,801	58			58	105						3,855		51	3,906
<b>Total exports</b>																		
<b>Total sales</b>	13,926	912	851	15,689	442			442	804						14,730	912	851	16,493
<b>Total Stock on Hand</b>	19,440			19,440											19,440			19,440
SA & TAS																		
<b>Total supermarket sales</b>	15,553	208		15,761	472	321	66	859	1,562						16,411	792	120	17,323
<b>Total non supermarket sales</b>	6,142	3	458	6,603	732		184	916	1,665						7,473	3	793	8,268
<b>Total exports</b>																		
<b>Total sales</b>	21,695	211	458	22,364	1,204	321	250	1,775	3,227						23,884	795	913	25,591
<b>Total Stock on Hand</b>	16,950	205	203	17,358	824	339	28	1,191	2,165						18,448	821	254	19,523
VIC																		
<b>Total supermarket sales</b>	27,600			27,600	372			372	676						28,276			28,276
<b>Total non supermarket sales</b>	15,898	5	1,363	17,266	1,282		139	1,421	2,584	10			10	2	18,231	5	1,616	19,852
<b>Total exports</b>																		
<b>Total sales</b>	43,498	5	1,363	44,866	1,654		139	1,793	3,260	10			10	2	46,507	5	1,616	48,128
<b>Total Stock on Hand</b>	14,366		1,311	15,677	808		149	957	1,740						15,835		1,582	17,417
WA																		
<b>Total supermarket sales</b>	15,506			15,506	918			918	1,669	1,668			1,668	303	17,478			17,478
<b>Total non supermarket sales</b>	3,738			3,738	290			290	527						4,265			4,265
<b>Total exports</b>	960			960											960			960
<b>Total sales</b>	20,204			20,204	1,208			1,208	2,196	1,668			1,668	303	22,704			22,704
<b>Total Stock on Hand</b>	5,546			5,546	266			266	484						6,030			6,030
Total																		
<b>Total supermarket sales</b>	99,847	1,120	1,151	102,118	2,146	321	182	2,649	4,816	1,668			1,668	303	104,052	1,704	1,482	107,238
<b>Total non supermarket sales</b>	31,728	8	2,882	34,618	2,362		327	2,689	4,889	10			10	2	36,025	8	3,477	39,509
<b>Total exports</b>	960			960											960			960
<b>Total sales</b>	132,535	1,128	4,033	137,696	4,508	321	509	5,338	9,705	1,678			1,678	305	141,037	1,712	4,958	147,707
<b>Total Stock on Hand</b>	56,602	205	1,514	58,321	1,898	339	177	2,414	4,389						60,053	821	1,836	62,710

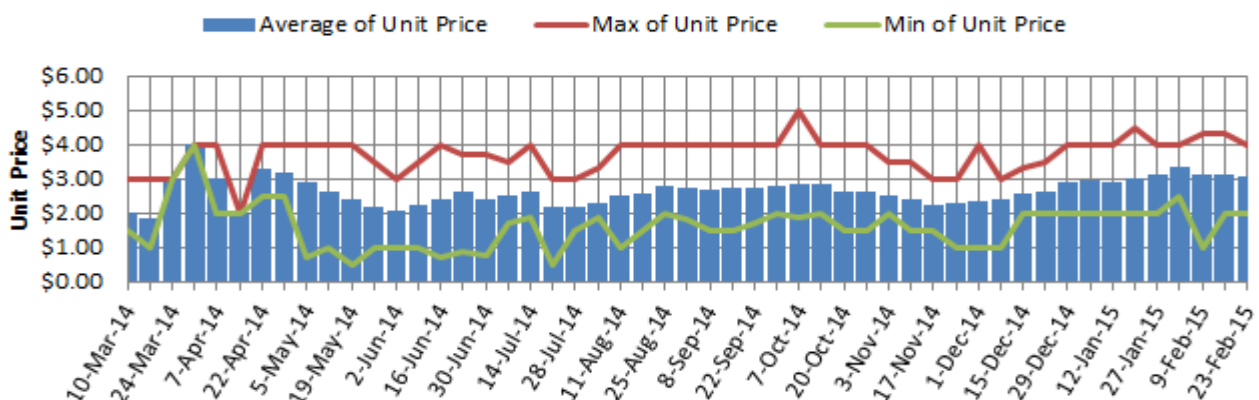
#### Weekly National Sales



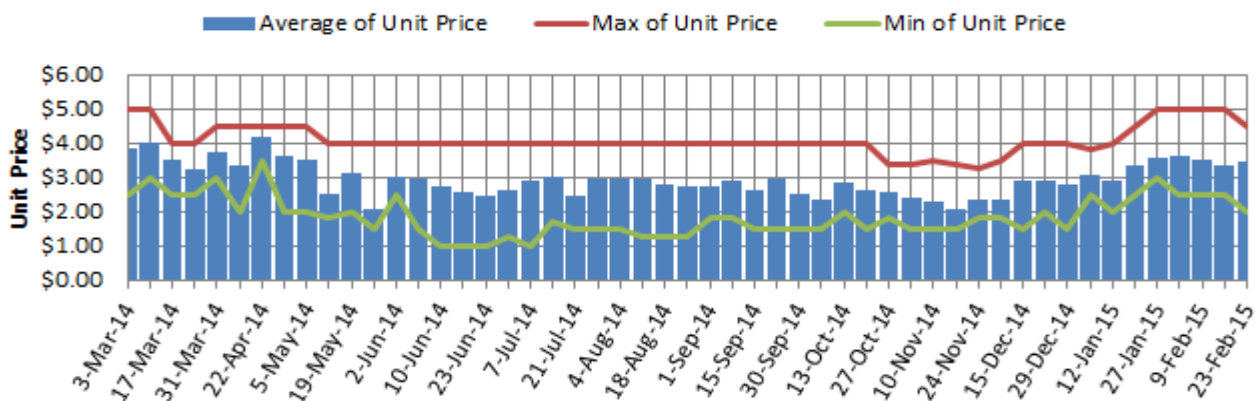
### Hass Avocado Average Retail Prices - Sydney



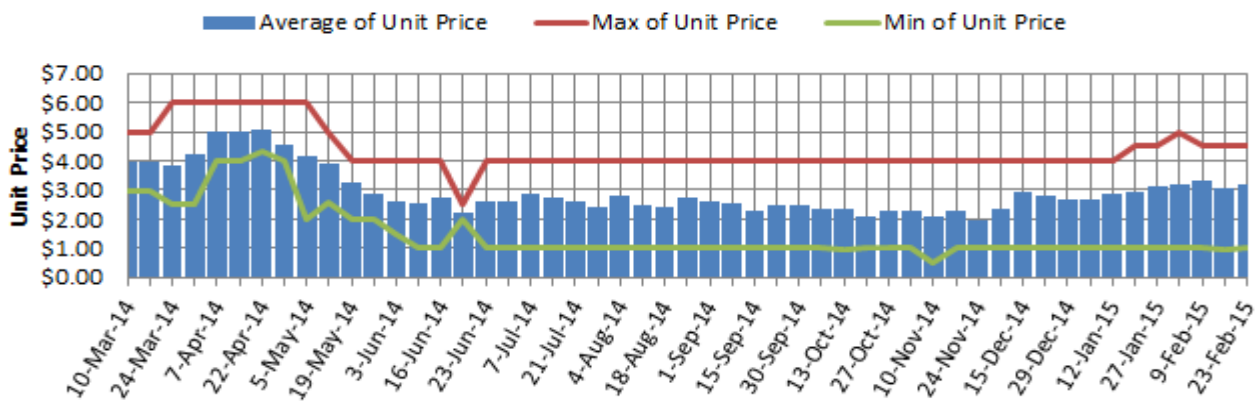
### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Melbourne

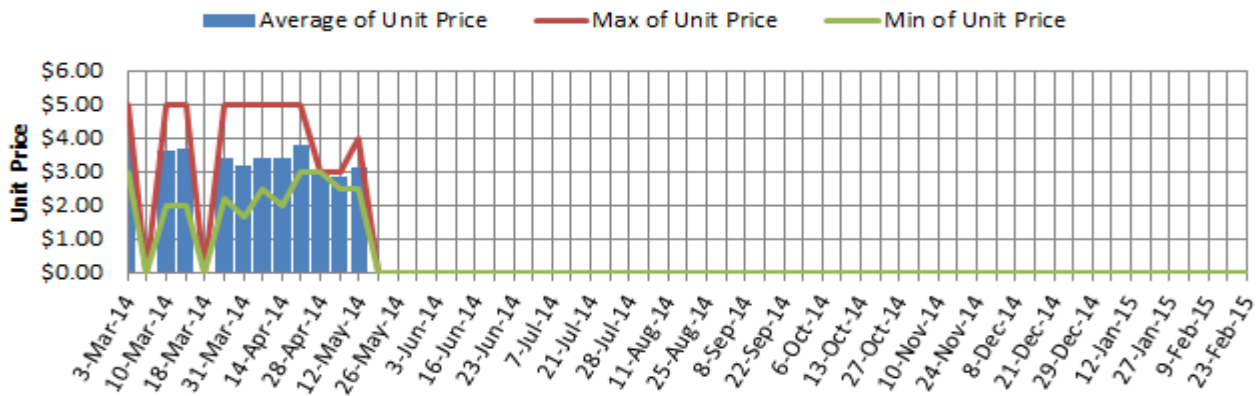


### Hass Avocado Average Retail Prices - Perth

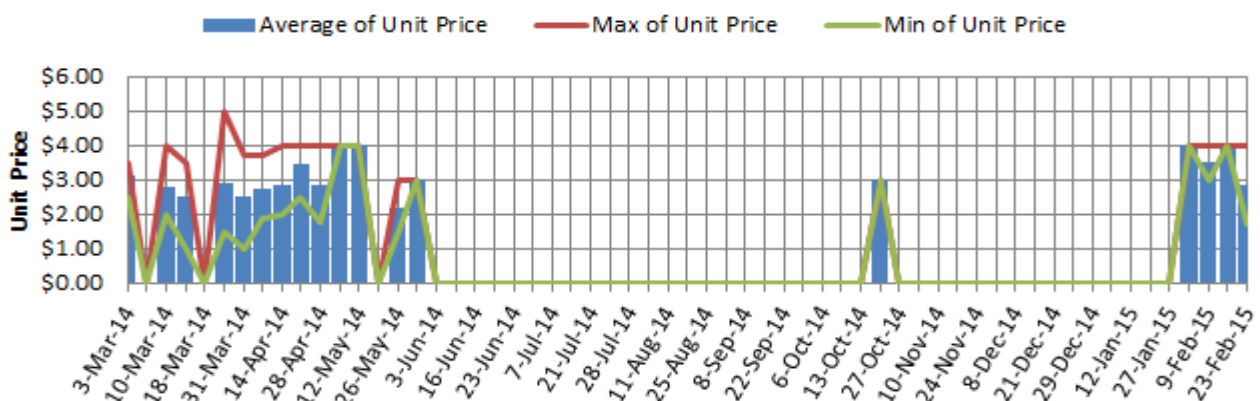


Assessment date (Week Commencing)

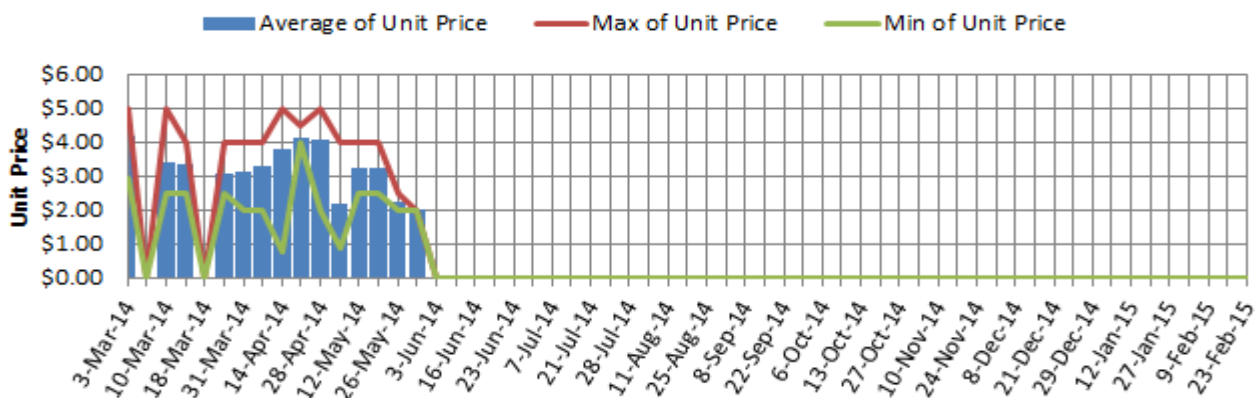
### Shepard Avocado Average Retail Prices - Sydney



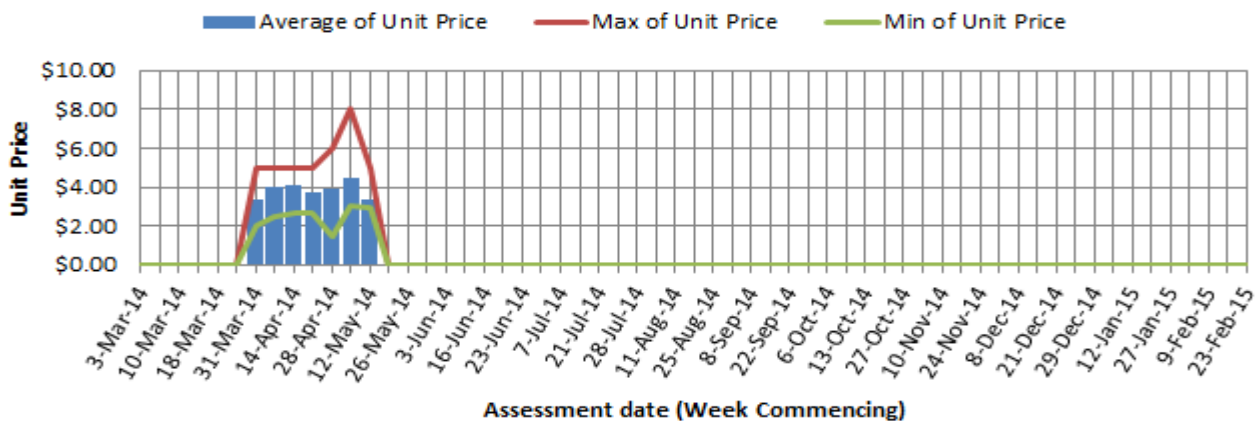
### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Perth



Assessment date (Week Commencing)

## Retail Prices by City, Store and Variety – 23rd February 2015

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>					
Woolworths	Hass	280	1.98	Store	Mixed	I	Hass	200	2.49	No	NZ
Woolworths	Hass	260	2.98	No	NZ	Coles	Hass	250	2.50	No	Aus
Woolworths	Hass	290	2.98	No	NZ	Coles	Hass	220	2.50	No	Aus
Coles	Hass	280	2.98	No	NZ	Coles	Hass	245	2.50	No	Aus
Coles	Hass	270	2.98	No	NZ	I	Hass	180	2.99	No	Aus
IGA	Hass	210	2.98	No	NZ	Woolworths	Hass	285	3.48	No	Aus
Coles	Hass	240	2.98	No	NZ	Woolworths	Hass	320	3.48	No	Aus
I	Hass	260	3.49	No	Aus	Woolworths	Hass	280	3.48	No	Aus
IGA	Hass	240	3.95	No	Aus	I	Reed	480	3.79	No	Aus
I	Hass	260	3.99	No	Aus	I	Reed	460	3.79	No	Aus
Foodworks	Hass	290	3.99	No	NZ	I	Hass	290	3.99	No	Aus
I	Hass	260	3.99	No	Aus	IGA	Hass	270	3.99	No	NS
I	Reed	480	3.99	No	Aus	IS	Hass	290	3.99	No	Aus
I	Hass	350	3.99	No	Aus	I	Hass	330	3.99	No	Aus
I	Hass	340	3.99	No	Aus	I	Hass	280	3.99	No	Aus
I	Reed	420	3.99	No	Aus	I	Hass	300	3.99	No	Aus
I	Hass	340	4.99	No	Aus	I	Hass	390	4.48	No	Aus
I	Hass	320	4.99	No	Aus	<b>PERTH</b>					
I	Reed	450	4.99	No	Aus	I	Hass	240	1.98	No	Aus
I	Reed	430	5.99	No	Aus	Woolworths	Hass	230	2.98	Store	Aus
<b>BRISBANE</b>						Woolworths	Hass	240	2.98	No	Aus
I	Shepard	175	1.68	No	NS	Coles	Hass	220	2.98	No	Aus
I	Hass	195	1.99	No	NZ	Coles	Hass	215	2.98	No	Aus
I	Hass	220	1.99	No	NZ	Woolworths	Hass	240	2.98	No	Aus
IGA	Hass	190	1.99	Cat	Aus	Coles	Hass	200	2.98	No	Aus
Woolworths	Hass	200	2.98	No	Aus	IS	Hass	250	2.99	No	Aus
Coles	Hass	200	2.98	No	NZ	I	Hass	265	2.99	No	Aus
Coles	Hass	260	2.98	No	NZ	IGA	Hass	270	3.49	No	Aus
Woolworths	Hass	250	2.98	No	Aus	IGA	Hass	220	3.49	No	Aus
Woolworths	Hass	270	2.98	No	Aus	I	Hass	270	3.69	No	Aus
I	Hass	270	2.99	No	NZ	I	Hass	255	3.99	No	Aus
IGA	Hass	170	2.99	No	NZ	IGA	Hass	280	3.99	No	Aus
I	Hass	325	3.79	No	NZ	I	Hass	270	3.99	No	Aus
I	Hass	310	3.99	No	NZ	IGA	Hass	265	4.49	No	Aus
IGA	Hass	310	3.99	No	NZ						
IGA	Shepard	220	3.99	No	Mixed						
I	Hass	320	3.99	No	NZ						

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