



INFOCADO WEEKLY REPORT: 13th—19th February 2016 (Week 8)

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Comments

- The weekly dispatch volume (202,761 trays) was slightly lower than the week's forecast by 27,460 trays (12%) (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 8 originated from Western Australia (137,917 tray eqv.). The Sydney market received the highest volume (60,761 tray eqv.), size 20 was the dominant size (41,775 tray eqv.) (refer P 3).
- Insufficient data was received from the WA wholesalers this week to provide a full wholesale report (refer P 5).
- Weekly Retail Prices have now been included in the report (refer P6&7). Prices are provided for week 8 (Wed, 17th —Tues, 23rd Feb). These prices are sourced from online retailer shopping sites and online catalogues.

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 | P6&7 Retail Price 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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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 8 - 12)

Variety	Trays - Total	Bulk	All - Total
	5.5Kg Eqv	10Kg	5.5Kg Eqv

Week 8 - begin 13/02/2016

Hass	219,900	5,470	229,845
Lamb Hass	1	1	3
Reed	300	40	373
Week Total	220,201	5,511	230,221

Week 9 - begin 20/02/2016

Hass	123,891	4,301	131,711
Lamb Hass	1,409	25	1,454
Reed	18,200	1,200	20,382
Shepard	2,600	138	2,851
Week Total	146,100	5,664	156,398

Week 10 - begin 27/02/2016

Hass	93,801	3,849	100,799
Lamb Hass	1,000	10	1,018
Shepard	101,500	1,600	104,409
Week Total	196,301	5,459	206,226

Week 11 - begin 05/03/2016

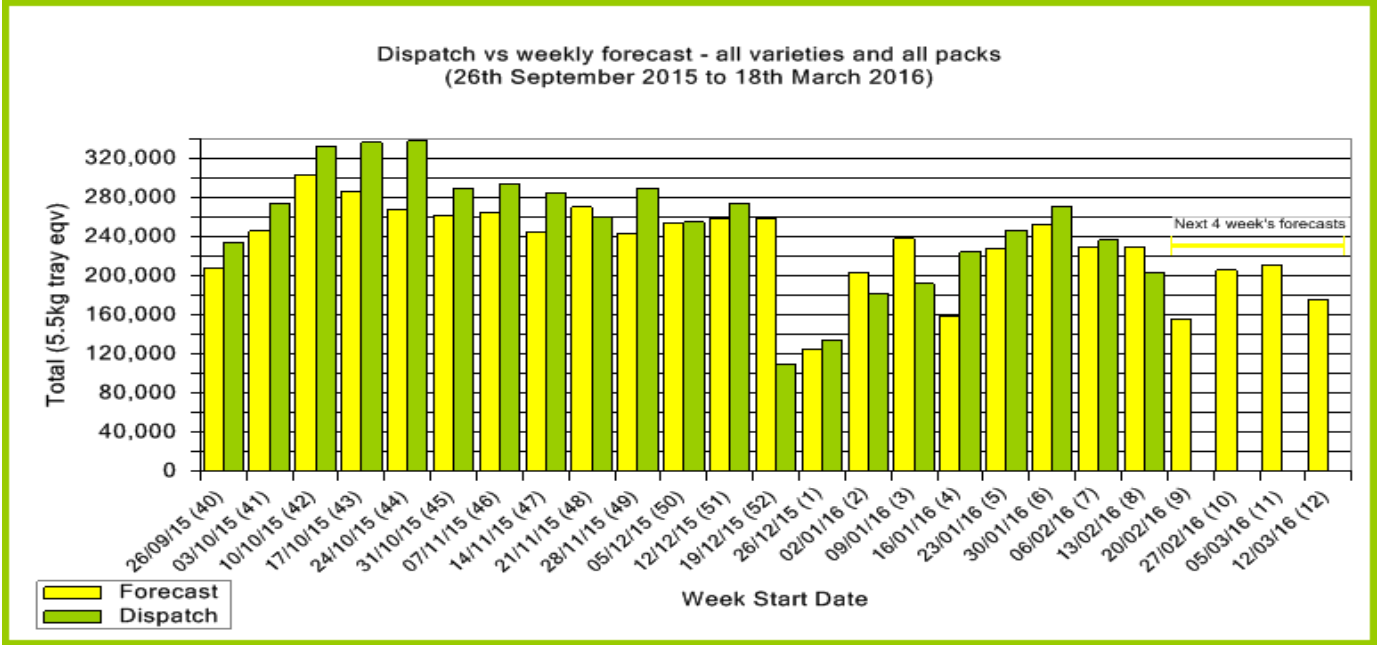
Hass	91,801	3,849	98,799
Lamb Hass	1,000	10	1,018
Shepard	107,000	2,300	111,182
Week Total	199,801	6,159	210,999

Week 12 - begin 12/03/2016

Hass	60,200	2,848	65,378
Shepard	106,500	2,550	111,136
Week Total	166,700	5,398	176,515

Dispatch Data (Week 8 - begin 13/02/2016)

Variety	Trays	Bulk	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	187,088	6,448	3,721	199,489
Reed	586	326	8,000	2,634
Shepard	480	88		640
Total	188,154	6,862	11,721	202,761



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	242,972	0	2,291,572

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 : 13th February - 19th February 2016 (Wk 8)

Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
Central NSW		369	312	860	313	136	346		2,336	554		3,343
New Zealand		2,295	4,922	10,651	9,908	13,391	5,297	13,451	59,915			59,915
North Qld			240	240					480	88		640
Tri State	139	80	304	96	160	15	7		801	80		946
WA/NT	5,770	18,847	22,265	29,928	20,551	17,390	8,751	1,120	124,622	6,140	11,721	137,917
	5,909	21,591	28,043	41,775	30,932	30,932	14,401	14,571	188,154	6,862	11,721	202,761

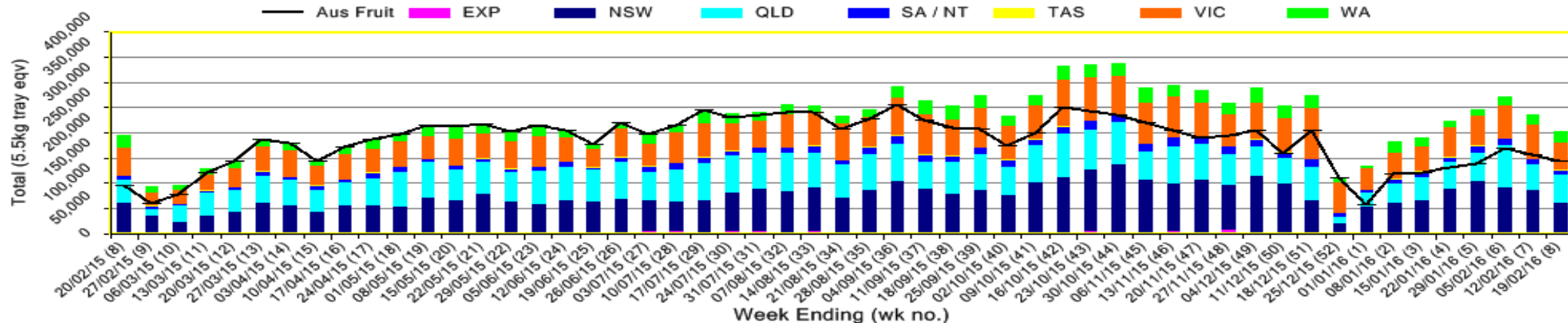
Origin of Avocado 

Destination of Avocado 

Industry Dispatches By Destination State and Count Size : 13th February - 19th February 2016 (Wk 8)

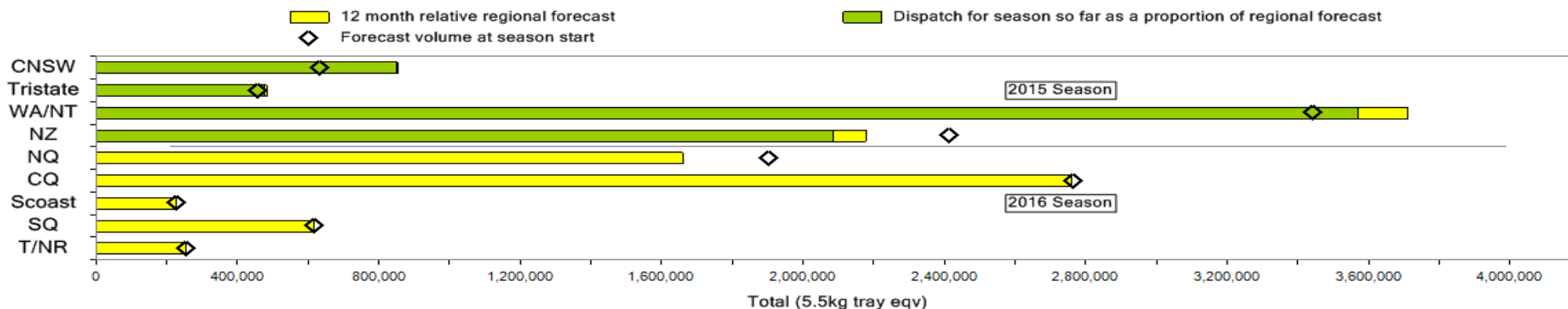
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP				20				1,120	1,140			1,140
NSW	3,255	7,411	8,817	9,780	8,656	8,775	2,961	5,933	55,588	2,845		60,761
QLD	1,440	8,994	12,644	12,086	5,948	4,730	1,554	3,947	51,343	1,528		54,121
SA / NT				471	3,017	6,192			9,680			9,680
TAS					152	456	304		912			912
VIC	934	4,531	5,554	18,114	8,556	6,327	1,913	3,571	49,500	2,139		53,389
WA	280	655	1,008	1,324	4,603	4,452	7,669		19,991	350	11,721	22,758
Total	5,909	21,591	28,043	41,775	30,932	30,932	14,401	14,571	188,154	6,862	11,721	202,761

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 1,690,655 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 8 Contributors - Packhouses

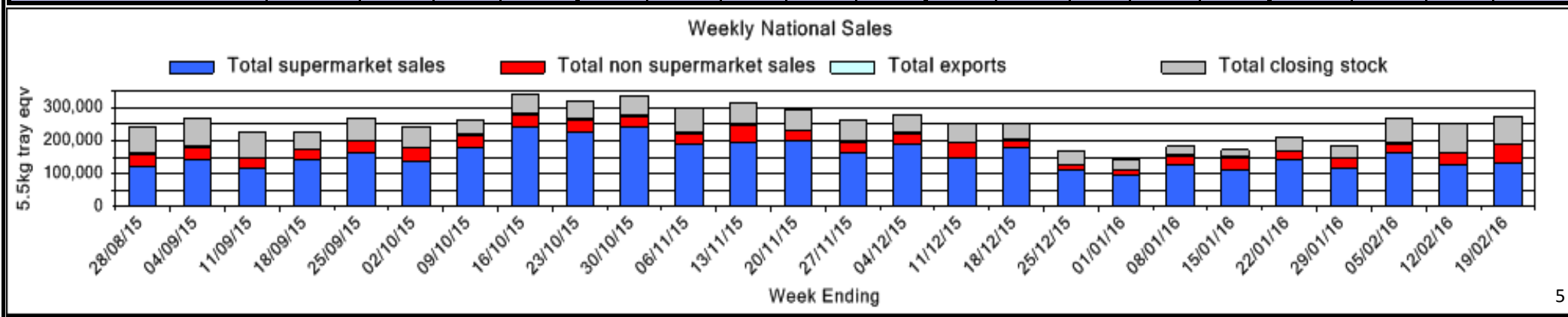
Green Skin Avocados (Consolidator)	Willow Creek (WA)
Simpson Farms Pty Ltd (Consolidator)	Avonova (WA)
Sunfresh (Consolidator)	Advance Packing & Marketing Services P/L (WA)
The Avolution (Consolidator)	Delroy Orchards (WA)
Avocado Industry Council (NZAGA)	VP & EA Farrell (WA)
Aussie Orchards Growers & Packers Mutchilba (NQ)	CNSW: Less than 3 contributors
Koci Avocado's (NQ)	TRI: Less than 3 contributors
Gunnado Farm (NQ)	

Week 8 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)	

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

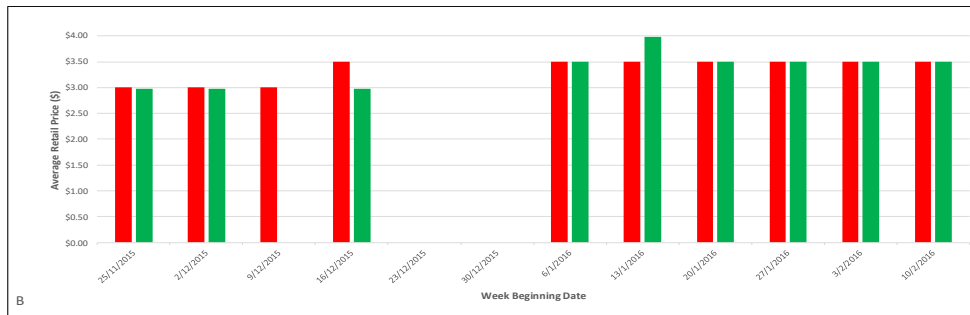
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	19,641		586	20,227	972		326	1,298	2,360						21,408		1,179	22,587
Total non supermarket sales	10,325		2,713	13,038	502		24	526	956						11,238		2,757	13,994
Total exports																		
Total sales	29,966		3,299	33,265	1,474		350	1,824	3,316						32,646		3,935	36,581
Total Stock on Hand	4,892		1,330	6,222											4,892		1,330	6,222
QLD																		
Total supermarket sales	42,118	686		42,804	1,440			1,440	2,618						44,736	686		45,422
Total non supermarket sales	3,459	3,787	440	7,686	228	286		514	935						3,874	4,307	440	8,621
Total exports																		
Total sales	45,577	4,473	440	50,490	1,668	286		1,954	3,553						48,610	4,993	440	54,043
Total Stock on Hand	21,208	3,942	3,078	28,228	33	27		60	109						21,268	3,991	3,078	28,337
SA & TAS																		
Total supermarket sales	16,160			16,160											16,160			16,160
Total non supermarket sales	5,302		1,782	7,084	1,488		450	1,938	3,524						8,007		2,600	10,608
Total exports																		
Total sales	21,462		1,782	23,244	1,488		450	1,938	3,524						24,167		2,600	26,768
Total Stock on Hand	19,440		3,572	23,012	491		121	612	1,113						20,333		3,792	24,125
VIC																		
Total supermarket sales	31,449			31,449	1,158			1,158	2,105						33,554			33,554
Total non supermarket sales	10,099	160	3,738	13,997	512	96	776	1,384	2,516						11,030	335	5,149	16,513
Total exports																		
Total sales	41,548	160	3,738	45,446	1,670	96	776	2,542	4,622						44,584	335	5,149	50,068
Total Stock on Hand	17,799		3,081	20,880	326		184	510	927						18,392		3,416	21,807
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	20,494			20,494	453			453	824						21,318			21,318
Total Stock on Hand																		
Total																		
Total supermarket sales	124,832	686	586	126,104	3,952		326	4,278	7,778						132,017	686	1,179	133,882
Total non supermarket sales	33,074	3,947	8,673	45,694	2,801	382	1,250	4,433	8,060						38,167	4,642	10,946	53,754
Total exports	1,141			1,141											1,141			1,141
Total sales	159,047	4,633	9,259	172,939	6,753	382	1,576	8,711	15,838						171,325	5,328	12,124	188,777
Total Stock on Hand	66,685	3,942	11,061	81,688	911	27	305	1,243	2,260						68,341	3,991	11,616	83,948



Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 17th February 2016 (Week 8)

Key: ■ Coles online ■ Woolworths online

Brisbane



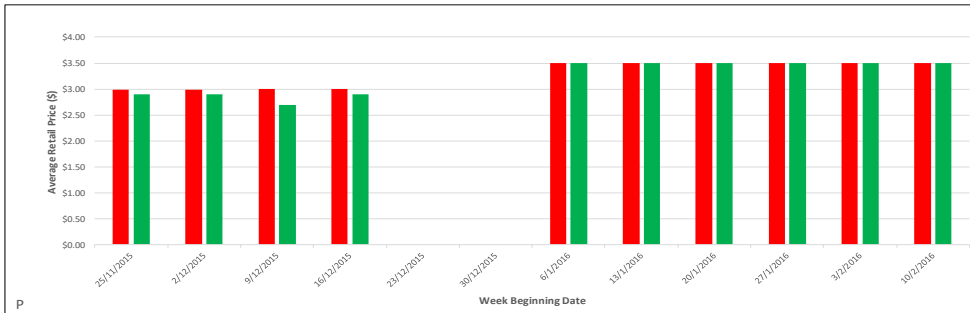
Sydney



Melbourne



Perth



Single Fruit, Multibuy and Pack Pricing for Week Beginning - Wed, 17th Feb 2016 (Week 8)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		\$3.50	\$3.50	\$3.90	\$3.00↓
	Hass	Single Fruit	Organic	-	\$5.50	-	-
	Hass	Multi-buy	2 for \$x	-	-	-	-
	Hass	3 Pack		\$6.50	-	-	-
Woolworths	Hass	Single Fruit		\$3.50	\$3.00↓	\$3.50	\$3.50
	Hass	Single Fruit	Organic	\$5.50	\$5.50	\$5.50	-
	Hass	Multi-buy	2 for \$x	2 for \$6*	-	2 for \$6*	-
	Hass	2 Pack	Ripe	-	-	-	-
	Hass	2 Pack	Organic	\$9.98	\$9.98	\$9.98	\$11.98
	Hass	3 Pack		\$5.98	\$5.98↑	\$4.90	
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Hass	5 Pack	Mini Disney	-	\$5.98	\$4.98	-
	Hass	1kg Bag	Odd Bunch	-	\$9.90	-	-

Catalogue Offers - Others

Aldi - No catalogue offers found

IGA - No catalogue offers found

Foodworks - Brisbane - Shepard - Single price - \$2.29

Other information

Note: Online catalogues are published by major retailers each Wednesday.

Prices published in this report are reflective of online shopping and catalogue prices from Wednesday to Tuesday.

*denotes offer was advertised as a weekly and/or catalogue special

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Red) + ↓ = decrease in price from previous week