



INFOCADO WEEKLY REPORT: 20th—26th February 2016 (Week 9)

Comments

- The weekly dispatch volume (140,355) was slightly lower than the week's forecast by 16,043 trays (10.3%) (refer P 2).
- The four weekly forecast continues to indicate declining volumes in March as WA and NZ harvests comes to a close, however as the NQ Shepard harvest starts to build it is expected these figures will increase. We encourage NQ packers and consolidators to ensure their forecast data is up-to-date :)
- NQ packers are reminded to carefully monitor fruit maturity particularly in the early part of the harvest, to ensure consumer satisfaction which drives future purchases (refer P 2).
- The largest volume of dispatches in week 9 originated from Western Australia (114,530 tray eqv.). The Melbourne market received the highest volume (46,453 tray eqv.), size 20 was the dominant size (31,205 tray eqv.) (refer P 3).
- Due to changes in reporting, ABS data on imports from NZ will not be available until at least 5 weeks after the close of the month.
- Insufficient data was received from the NSW 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 9 (Wed, 24th Feb —Tues, 1st March).

[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 week's "hot date" was between avocado and smoked trout.

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

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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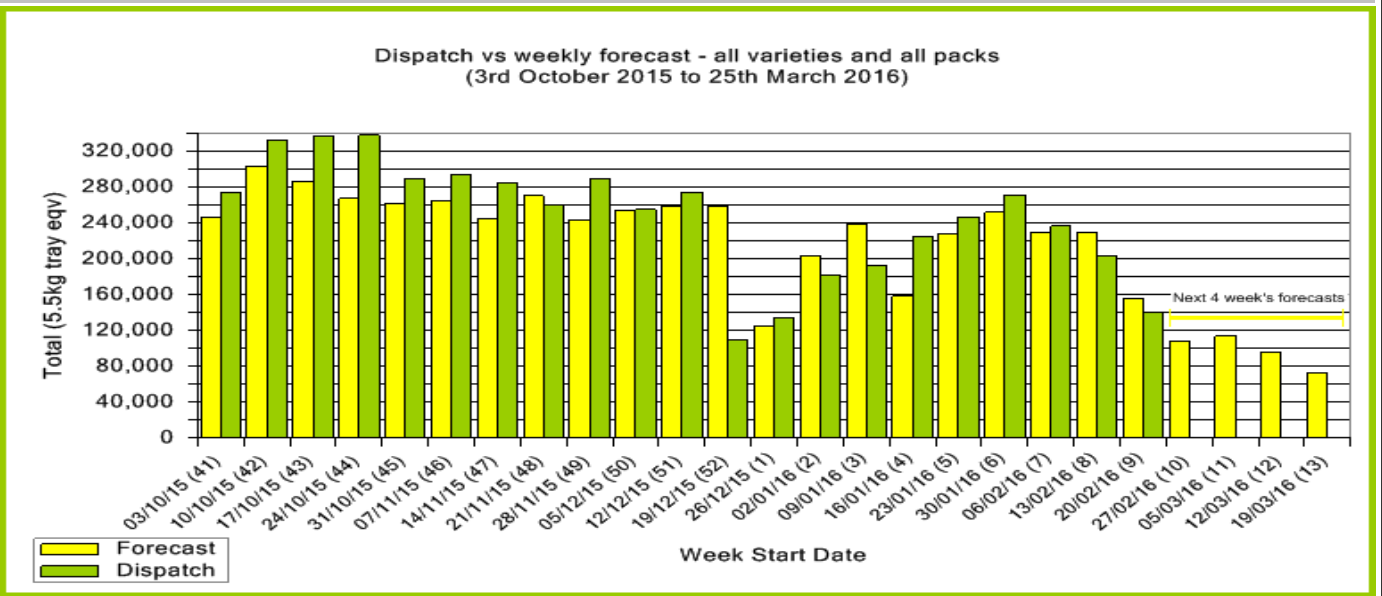
This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

Green shading indicates dispatch data

Forecast Data (Week 9 - 13)				
Variety	Trays - Total	Bulk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
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	64,464	3,389		70,626
Lamb Hass	1,272	8		1,287
Shepard	31,700	2,700	1,000	36,791
Week Total	97,436	6,097	1,000	108,703
Week 11 - begin 05/03/2016				
Hass	46,801	2,349		51,072
Lamb Hass	800	10		818
Shepard	55,000	3,950	1,000	62,364
Week Total	102,601	6,309	1,000	114,254
Week 12 - begin 12/03/2016				
Hass	25,200	848		26,742
Shepard	62,500	3,950	1,000	69,864
Week Total	87,700	4,798	1,000	96,606
Week 13 - begin 19/03/2016				
Hass	200	48		287
Shepard	64,500	4,100	1,000	72,137
Week Total	64,700	4,148	1,000	72,424

Dispatch Data (Week 9 - begin 20/02/2016)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	116,753	4,669	3,048	125,796
Lamb Hass	2,811	50		2,902
Shepard	10,198	740	624	11,656
Total	129,762	5,459	3,672	140,355



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	420,639	263,307	2000	2,099,044
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		0
Japan³	0	0	4,212	20,473	26,484	9,286	1,089	8*		61,551
Other Asia³	973	6,951	28,265	61,567	63,798	52,651	38,817	16,747*		269,768
Total Dispatch (Infocado 2 + 3)	17,698	87,518	223,817	502,457	414,637	450,503	460,545	271,188	0	2,428,364

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
 * - waiting on final volumes from Infoshare NZ.
 ** - ABS import data is now not provided until at least 5 weeks after the close of the month.

Industry Dispatches By Origin Region and Count Size : 20th February - 26th February 2016 (Wk 9)

Origin Region	5.5kg	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	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
New Zealand		439	941	2,037		1,896	2,563	1,013	2,573	11,462			11,462
North Qld	15	164	541	2,023	82	2,510	1,823	3,015	25	10,198	740	624	11,656
Tri State			998	537		19	3			1,557	632		2,706
WA/NT	3,751	13,747	23,845	26,608	152	19,753	9,994	7,668	1,027	106,545	4,087	3,048	114,530
	3,766	14,350	26,325	31,205	234	24,178	14,383	11,696	3,625	129,762	5,459	3,672	140,355

Origin of Avocado



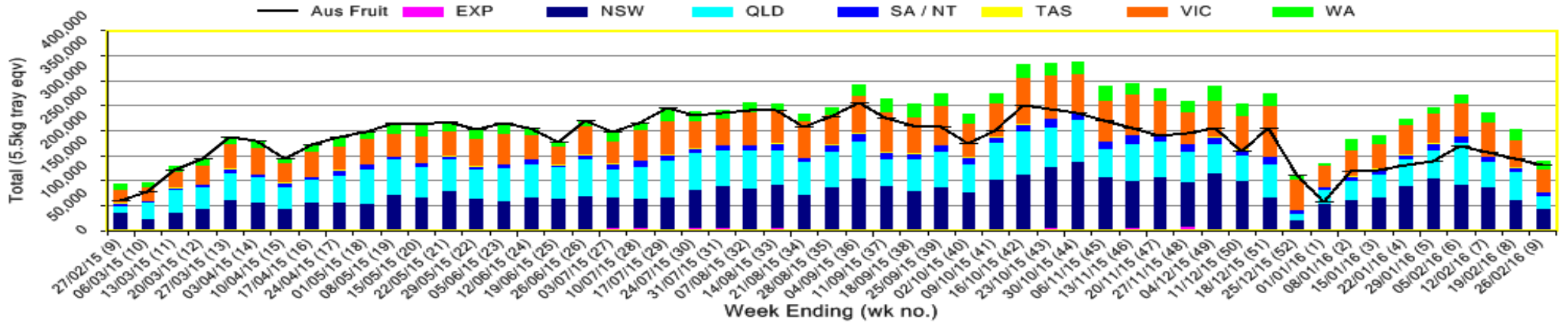
Destination of Avocado



Industry Dispatches By Destination State and Count Size : 20th February - 26th February 2016 (Wk 9)

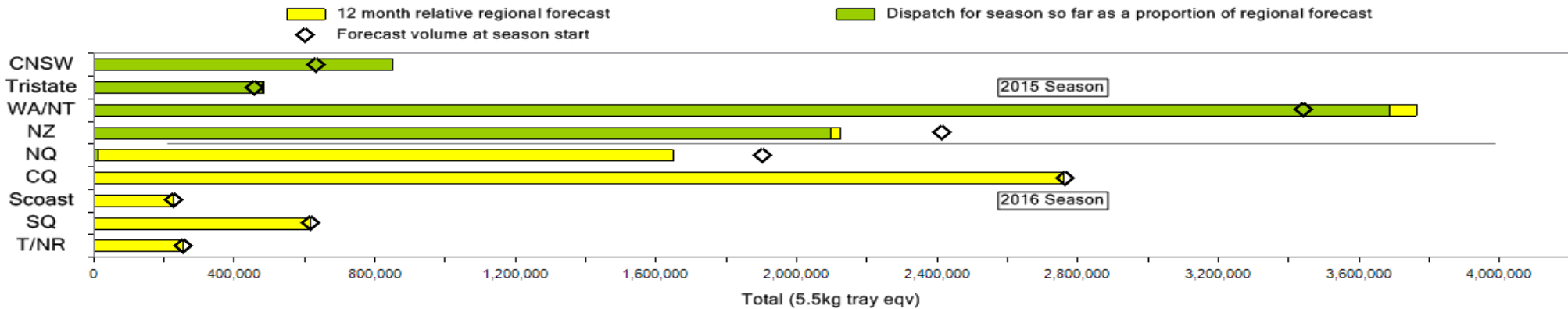
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP	70		23						1,027	1,120	672		2,342
NSW	1,996	6,859	8,376	7,452		7,571	2,616	596	737	36,203	2,696	1,896	41,450
QLD		2,882	8,477	4,866		2,292	1,003	2,016		21,536	1,428		24,132
SA / NT		32	4	1,452		2,046	607	3,500		7,641			7,641
TAS						152	304	472		928			928
VIC	1,470	3,817	8,302	16,517	234	7,119	4,831	1,360	1,861	45,511	513	48	46,453
WA	230	760	1,143	918		4,998	5,022	3,752		16,823	150	1,728	17,410
Total	3,766	14,350	26,325	31,205	234	24,178	14,383	11,696	3,625	129,762	5,459	3,672	140,355

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2016 to date = 1,831,011 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 9 Contributors - Packhouses

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

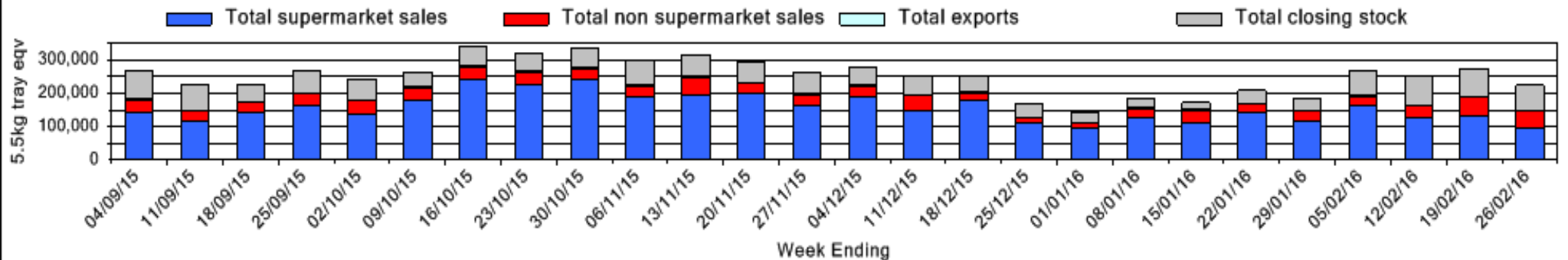
Week 9 Contributors - Wholesalers

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)
Fresh Choice WA Pty Ltd (Perth)	

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

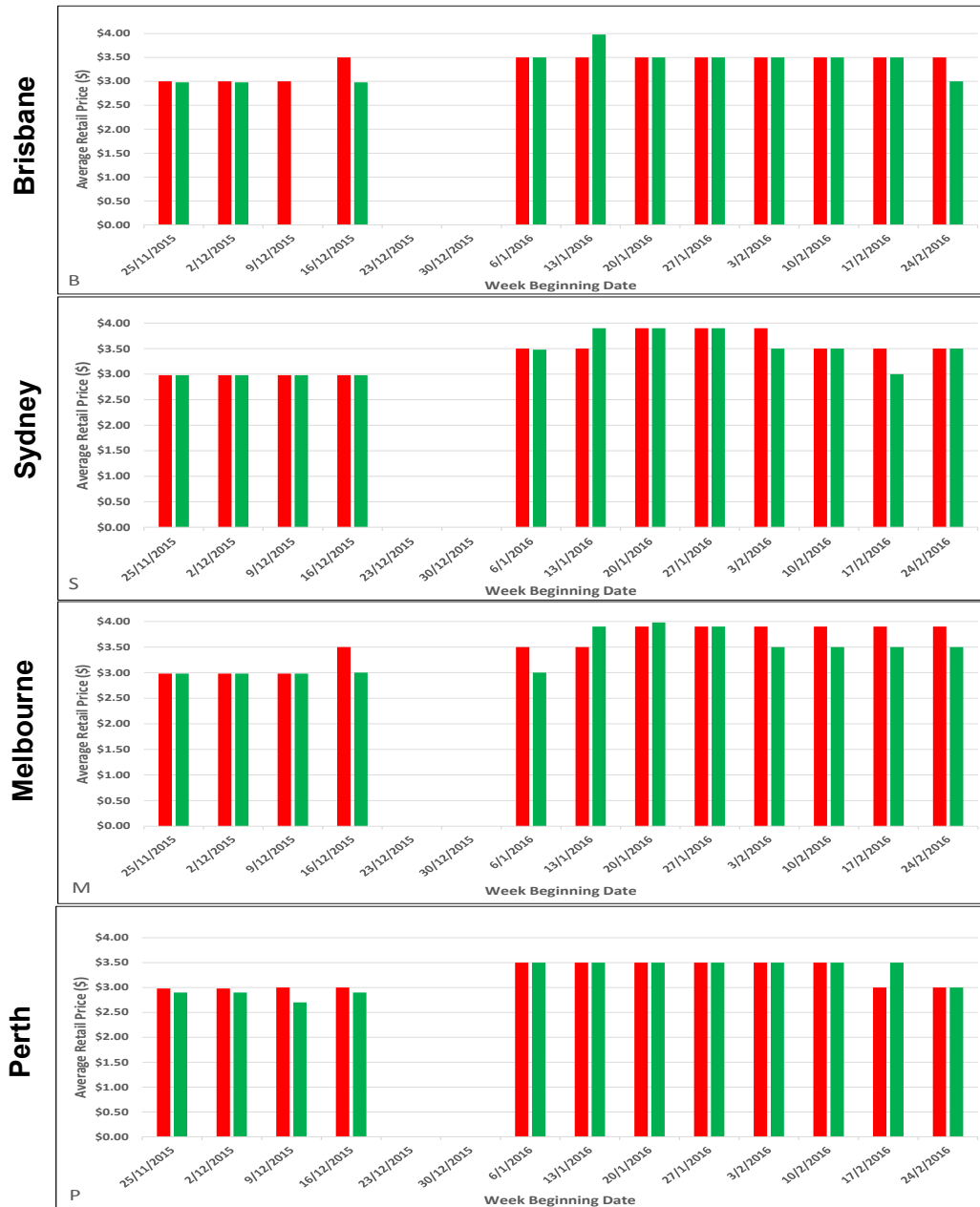
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	27,470	58		27,528	1,728			1,728	3,142		480		480	87	30,612	145		30,757
Total Stock on Hand																		
QLD																		
Total supermarket sales	10,991	5,282		16,273	691			691	1,256						12,247	5,282		17,529
Total non supermarket sales	1,646	5,613	1,605	8,864	186	406		592	1,076					1,984	6,351	1,605		9,940
Total exports																		
Total sales	12,637	10,895	1,605	25,137	877	406		1,283	2,333					14,232	11,633	1,605		27,470
Total Stock on Hand	21,186	4,062	2,164	27,412	11	405		416	756					21,206	4,798	2,164		28,168
SA & TAS																		
Total supermarket sales	14,096	277		14,373										14,096	277			14,373
Total non supermarket sales	5,512		1,399	6,911	341		119	460	836					6,132		1,615		7,747
Total exports																		
Total sales	19,608	277	1,399	21,284	341		119	460	836					20,228	277	1,615		22,120
Total Stock on Hand	12,059		2,333	14,392	832		2	834	1,516					13,572		2,337		15,908
VIC																		
Total supermarket sales	27,620	1,235		28,855	124			124	225					27,845	1,235			29,080
Total non supermarket sales	10,750	297	3,620	14,667	527	156	317	1,000	1,818					11,708	581	4,196		16,485
Total exports																		
Total sales	38,370	1,532	3,620	43,522	651	156	317	1,124	2,044					39,554	1,816	4,196		45,566
Total Stock on Hand	21,627	23	709	22,359	74	36	11	121	220					21,762	88	729		22,579
WA																		
Total supermarket sales	14,951			14,951	207			207	376	1,728			1,728	314	15,642			15,642
Total non supermarket sales	4,051			4,051	640			640	1,164					5,215				5,215
Total exports	1,120			1,120	672			672	1,222					2,342				2,342
Total sales	20,122			20,122	1,519			1,519	2,762	1,728			1,728	314	23,198			23,198
Total Stock on Hand	7,187			7,187	152			152	276					7,463				7,463
Total																		
Total supermarket sales	84,728	6,852		91,580	2,750			2,750	5,000	1,728	480		2,208	401	90,042	6,939		96,981
Total non supermarket sales	32,359	5,910	6,624	44,893	1,694	562	436	2,692	4,895					35,439	6,932	7,417		49,788
Total exports	1,120			1,120	672			672	1,222					2,342				2,342
Total sales	118,207	12,762	6,624	137,593	5,116	562	436	6,114	11,116	1,728	480		2,208	401	127,823	13,871	7,417	149,111
Total Stock on Hand	62,219	4,085	5,206	71,510	1,069	441	13	1,523	2,769					64,163	4,887	5,230		74,279

Weekly National Sales



Online Retail Pricing Report for Single Hass Fruit for Week Beginning Wednesday, 24th February 2016 (Week 9)

Key: ■ Coles online ■ Woolworths online



Single Fruit, Multibuy and Pack Pricing for Week Beginning - Wed, 24th Feb 2016 (Week 9)

Coles	Variety	Pack Type	Description	Brisbane	Sydney	Melbourne	Perth
	Hass	Single Fruit		\$3.50	\$3.50	\$3.90	\$3.00
	Hass	Single Fruit	Organic	\$6.00	\$5.50	\$5.50	-
	Hass	Multi-buy	2 for \$x	-	-	-	2 for \$5
	Hass	3 Pack		\$6.50	-	-	-
Woolworths	Hass	Single Fruit		↓\$3.00	↑3.50	\$3.50	↓\$3.00
	Hass	Single Fruit	Organic	\$5.50	\$5.50	\$5.50	-
	Reed	Single Fruit		\$3.50	\$2.00	-	-
	Hass	Multi-buy	2 for \$x	-	-	2 for \$6*	2 for \$5*
	Hass	2 Pack	Ripe	-	-	-	-
	Hass	2 Pack	Organic	-	\$9.98	\$9.98	↓\$9.98
	Hass	3 Pack		\$5.98	\$5.98	↑\$6.98	\$7.00
	Hass	4 Pack	Mini Ripe	-	-	-	-
	Hass	5 Pack	Mini Disney	-	\$5.98	\$4.98	\$4.98
	Hass	1kg Bag	Odd Bunch	-	\$9.90	\$8.98	-

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

Catalogue Offers - Others

Aldi - No catalogue offers found

IGA- No catalogue offers found

Foodworks - Perth - Hass - Multi-buy - 2 for \$5

Woolworths - Brisbane - Hass - Single fruit from NZ - \$3.50