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## News

### How much for an avocado? - 14/06/2010

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Every week Avocados Australia collects and reports retail avocado prices and other relevant information from retail markets in Brisbane, Sydney, Melbourne and Perth. Consistent reporting on avocado retail prices combined with the information already reported by the industry helps avocado growers, and the whole supply chain, make better informed management decisions.

When retail price information is transparent, growers can compare the trends in retail prices with the trends in production volume throughout the season. The ability to do this helps ensure that retailers are working with growers in times of high volume to sell the fruit; this in turn helps maintain the availability of high quality avocados throughout the year.

Joanna Embry from Avocados Australia commented that the availability of such information can also "help growers as well as consumers to monitor what retailers are charging consumers, and provides the avocado supply chain transparent and clear market signals on a weekly basis".

Retail price information is collected from major supermarket chains, independent supermarkets and independent fruit and vegetable stores. Such information includes avocado variety, pack type, fruit weight, price, details of price specials (when relevant), and whether the fruit is local or imported.

By viewing this information growers can quickly learn the average retail price for avocados that week, the highest and lowest price for Hass and Shepard varieties, catalogue special prices in the supermarket chain stores, and a variety of other collected information that may be of interest to them.

Price trends are also available to view for the previous 52 weeks, so the price of avocados for one week can be compared to the price of avocados in the same week last year. This information is also compared to weekly avocado volumes giving a detailed picture of the real supply and demand dynamic in the Australian avocado market.

Retail Price Surveys are correlated and published weekly in both a graphical and tabulated format. They are free to view and available now in the Industry section of the Avocados Australia website ([www.avocado.org.au](http://www.avocado.org.au)).

#### For further comment please contact:

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth **SAUD140 million at farm gate and \$380 million at retail level**. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

For more information [Media Resources](#) or [Avocado News](#) or contact Avocados Australia at [ceo@avocado.org.au](mailto:ceo@avocado.org.au)

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