



INFOCADO CROP FORECAST

Quarterly Infocado Report — January 2015

Welcome to the Quarterly Infocado Report. This report is released in the months January, April, July and October. Each report shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data.

Australian Avocados Forecast Jan 14 to Dec 14 (5.5 kg eqv trays)

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	12 Mth Total
Hass	224,524	110,745	32,559	553,529	1,007,647	1,109,260	954,534	980,993	691,678	729,101	880,842	815,348	8,090,760
Shepard	31,355	244,449	746,174	422,605	41,510	0	0	0	0	0	0	0	1,486,093
Other	13,957	17,804	918	16,125	58,834	37,584	70,087	51,502	19,787	31,882	7,883	18,012	344,375
Total	269,836	372,998	779,651	992,259	1,107,991	1,146,844	1,024,621	1,032,495	711,465	760,983	888,725	833,360	9,921,228

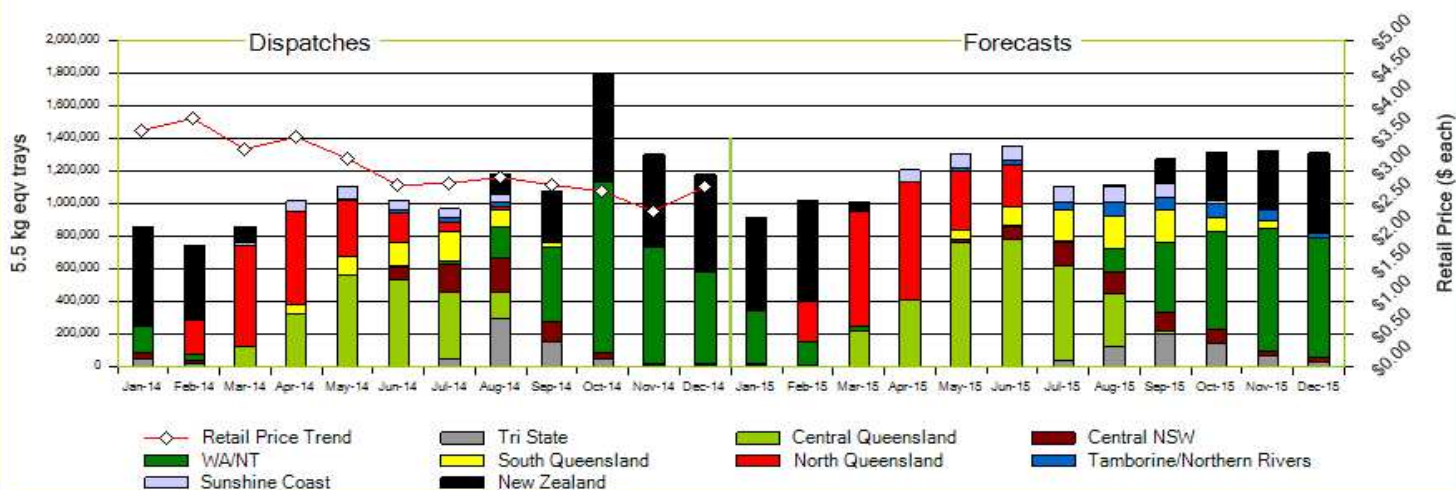
Australian Avocados Dispatches Jan 14 to Dec 14 (5.5 kg eqv trays)

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	12 Mth Total
Hass	200,751	73,826	985	397,974	1,023,938	986,972	928,870	986,822	758,947	1,109,500	717,892	561,559	7,748,036
Shepard	0	211,212	747,999	576,293	34,523	0	0	0	0	0	0	0	1,570,027
Other	54,360	6,322	15,778	39,365	41,929	32,978	37,841	68,545	23,897	30,638	20,682	18,112	390,447
Total	255,111	291,360	764,762	1,013,632	1,100,390	1,019,950	966,711	1,055,367	782,844	1,140,138	738,574	579,671	9,708,510

Australian Avocados Forecast Jan 15 to Dec 15 (5.5 kg eqv trays)

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	12 Mth Total
Hass	330,441	147,870	80,026	600,797	1,204,477	1,284,745	1,019,788	1,024,735	1,093,805	1,005,208	952,767	810,291	9,554,950
Shepard	6,386	242,089	848,793	572,034	35,218	2,141	0	0	0	0	0	0	1,706,661
Other	14,394	4,591	27,833	32,604	60,846	60,298	88,370	77,418	26,785	15,442	8,270	10,001	426,852
Total	351,221	394,550	956,652	1,205,435	1,300,541	1,347,184	1,108,158	1,102,153	1,120,590	1,020,650	961,037	820,292	11,688,463

Australian & New Zealand Avocados : Jan 14 to Dec 14 Dispatch / Jan 15 to Dec 15 Forecast



Jan 14 to Dec 14 Dispatches & Jan 15 to Dec 15 Avocado Production Estimates 5.5kg eqv trays

Region	Jan14 to Dec14	Jan15 to Dec15
North Queensland	1,995,516	2,282,408
Central Queensland	2,114,605	3,097,318
Sunshine Coast	328,283	546,682
Southern Queensland	637,629	903,053
Tamb/Northern Rivers	115,712	448,074
Central NSW	717,673	645,249
Tri State	612,601	610,273
WA	3,186,491	3,155,406
Aust. Sub Total	9,708,510	11,688,463
New Zealand	3,368,185	2,534,006
Total	13,076,695	14,222,469

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.

Comments from the Infocado Team

The 2014 year in avocados was definitely interesting though reassuring for industry stakeholders. Record volumes were recorded throughout October and November with the highest volume of 1,793,139 5.5kg tray eqv. in October. Despite these record volumes, market values generally held firm, without the need for extensive retail discounting.

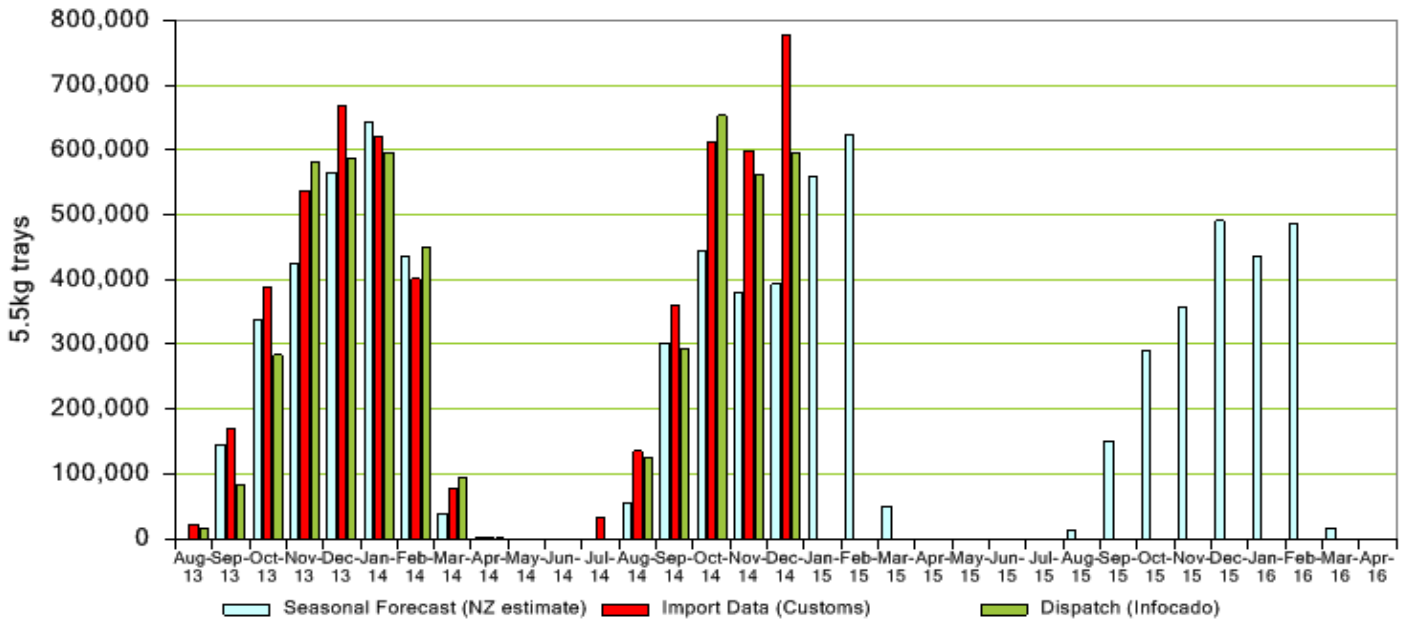
At times the average retail price fell substantially in some stores, though the overall average price held steady. The successful market outcome can be attributed to a number of factors including: the strong industry marketing campaign, ongoing improvement in fruit quality, Infocado data and prudent marketing by stakeholders. All involved are commended on a job well done.

Looking forward the volumes are forecast to ease in the first quarter of 2015. But a substantial rise is expected throughout the second quarter. A large percentage of the higher volume is attributed to Central Queensland with a strong harvest currently forecast.

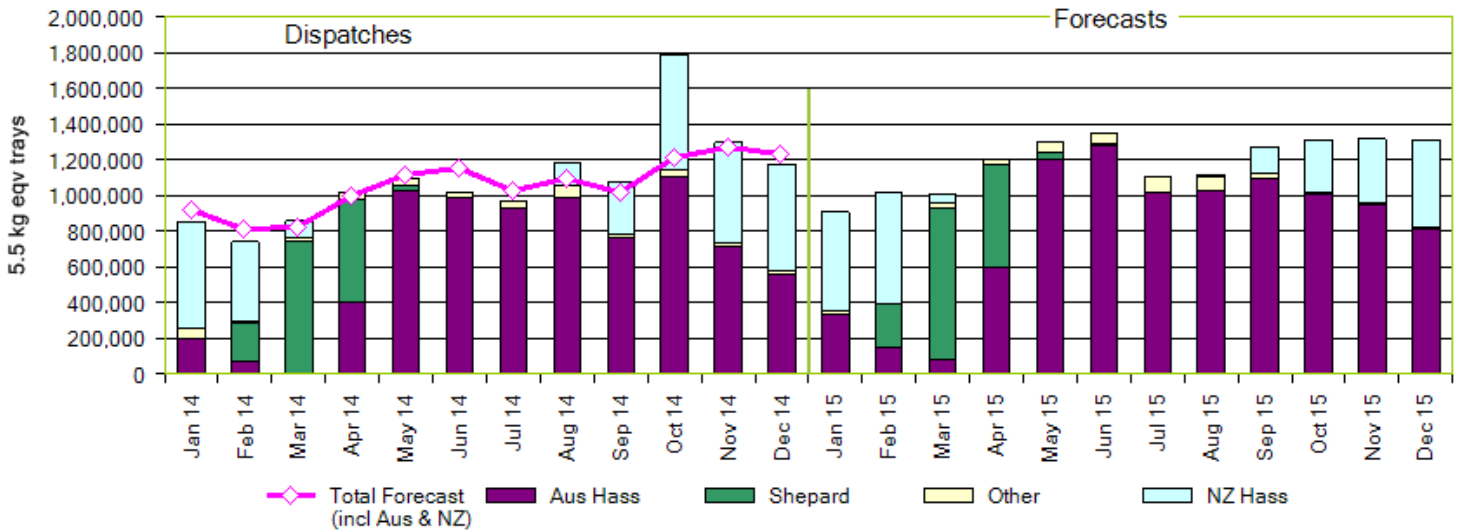
The levy funded marketing campaign has continued to help build demand over 2014. A national television campaign, relaunch of the Australian Avocados consumer website, distribution of new point of sale materials and a strong social media campaign were some of the key undertakings of the marketing team. Also the continuation of the Health and Nutrition education program that targeted health professionals and the Food Service education program targeting chefs has helped to grow the Australian avocado market.

The Qualicado program will continue into 2015 with events planned in all regions over the coming months. The focus continually aims at improving internal quality through the improvement of management practices. For full details of dates and content please monitor the Avocados Australia website as well as *Guacamole* and *Talking Avocados*.

New Zealand Avocados - Dispatch and Forecast



Jan 14 to Dec 14 Dispatches & Jan 15 to Dec 15 Forecasts Avocados by Variety



Seasonal Forecast Contributors

Central NSW

Coastal Avocados
I & A Tolson
Midcoast Avocados

Central Qld

Avocado Ridge
BT & RG Pegg
Donovan Family Investment Trust
Lava Valley Produce
Simpson Farms Pty Ltd
Sunny Bluff Produce Pty Ltd
SuperPak

New Zealand

Avocado Industry Council (NZAGA)

North Qld

Avocado Estates
Battistin Orchards Pty Ltd

Gunnado Farm

Hilltop Mareeba
Lakeshore Pty Ltd
R & M Waterman

Rockridge Farming Pty Ltd

Tinaroo Falls Avocado Trust

Tropicado Avocados

South Qld

Balmoral Orchard
G & J Krenske
Googa Farms
Green Nugget Orchards
Mountain Fresh
One Harvest
Perseverance Farming Co
Sunnyspot Packhouse Pty Ltd
Touchwood Farming (Mt Binga)

Wodonga Park Fruit and Nuts

Sunshine Coast

G & C Christensen
Natures Fruit Company
Sunfresh

Tamborine / Northern Rivers

Aussie Orchards Growers & Packers
JB & CM Culross
Summerland House With No Steps
WJ Row

Tristate

Ashbourne Hills Avocados
Bonyaricall Vineyards
Chinoola Orchards
Chislett Farms Pty Ltd
Golden Hill Packing Pty Ltd
KV & JM Lehmann

Marrbiz Pty Ltd

Vitor Marketing Pty Ltd

Western Australia

Advance Packing & Marketing Services P/L
Avonova
Avowest
Box Organics
Delroy Orchards
Green Pear Avocado
Mariners Rest
The Avocado Grove
VP & EA Farrell
West Aussie Avos
Willow Creek

For more detailed reports please go to www.avocado.org.au and login to Infocado. Instructions on accessing reports are available at www.avocado.org.au by clicking on the Industry tab and then looking under services.

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