



INFOCADO CROP FORECAST

Quarterly Infocado Report — October 2014

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 Oct 13 to Sep 14 (5.5 kg eqv trays)

	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	12 Mth Total
Hass	636,026	574,844	408,694	224,524	110,745	32,395	553,529	1,008,016	1,143,559	883,651	954,056	693,956	7,223,995
Shepard	0	0	0	31,355	246,958	742,577	422,605	41,986	0	0	0	0	1,485,481
Other	12,324	47,815	45,884	13,957	17,804	913	16,125	58,805	39,079	56,951	51,480	21,491	382,628
Total	648,350	622,659	454,578	269,836	375,507	775,885	992,259	1,108,807	1,182,638	940,602	1,005,536	715,447	9,092,104

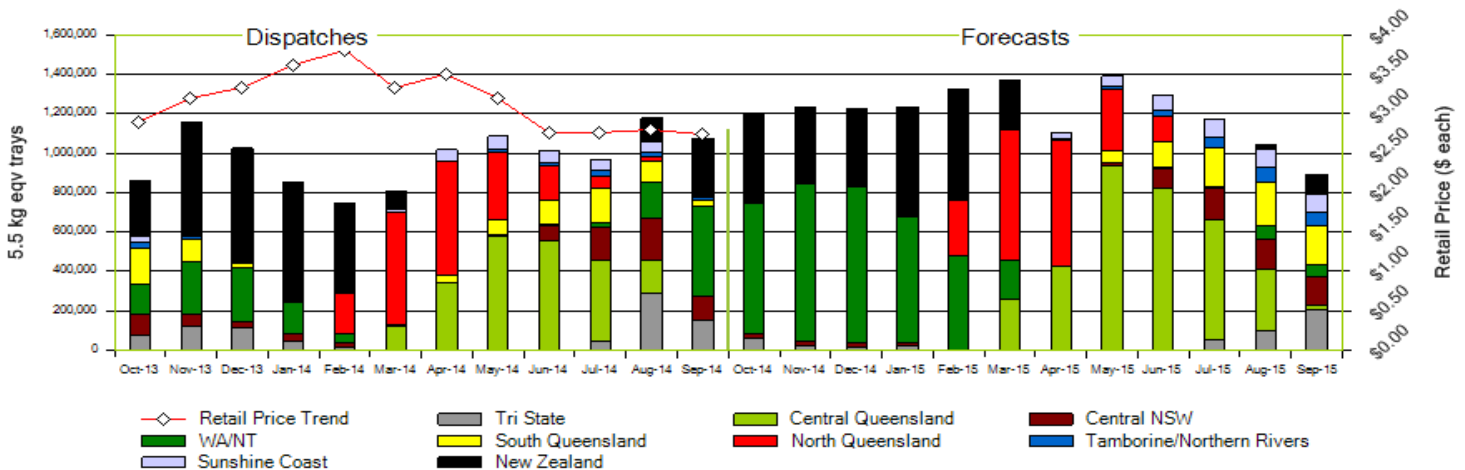
Australian Avocados Dispatches Oct 13 to Sep 14 (5.5 kg eqv trays)

	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	12 Mth Total
Hass	567,800	568,418	391,732	200,795	73,826	985	402,657	1,013,157	977,845	928,870	986,822	758,947	6,871,854
Shepard	0	0	0	0	217,821	701,245	574,515	33,498	0	0	0	0	1,527,079
Other	11,018	9,605	46,766	54,489	6,322	15,727	40,659	40,057	32,648	37,841	68,545	23,897	387,574
Total	578,818	578,023	438,498	255,284	297,969	717,957	1,017,831	1,086,712	1,010,493	966,711	1,055,367	782,844	8,786,507

Australian Avocados Forecast Oct 14 to Sep 15 (5.5 kg eqv trays)

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	12 Mth Total
Hass	729,101	842,408	824,324	651,556	476,954	257,278	543,658	1,334,001	1,235,053	1,088,534	960,259	766,747	9,709,873
Shepard	0	0	0	6,386	281,011	845,944	551,143	11,477	2,134	0	0	0	1,698,095
Other	31,882	7,883	7,416	24,800	3,666	17,446	7,470	47,555	56,944	82,651	62,978	26,552	377,243
Total	760,983	850,291	831,740	682,742	761,631	1,120,668	1,102,271	1,393,033	1,294,131	1,171,185	1,023,237	793,299	11,785,211

Australian & New Zealand Avocados : Oct 13 to Sep 14 Dispatch / Oct 14 to Sep 15 Forecast



Oct 13 to Sep 14 Dispatches & Oct 14 to Sep 15 Avocado Production Estimates 5.5kg eqv trays

Region	Oct13 to Sep14	Oct14 to Sep15
North Queensland	1,957,829	2,036,156
Central Queensland	2,174,005	3,384,553
Sunshine Coast	353,239	428,396
Southern Queensland	876,458	827,725
Tamb/Northern Rivers	151,629	274,244
Central NSW	846,913	662,606
Tri State	863,070	471,950
WA	1,563,364	3,699,581
Aust. Sub Total	8,786,507	11,785,211
New Zealand	3,011,170	2,711,550
Aust. & NZ Total	11,797,677	14,496,761

Comments from the Infocado Team

Within the last quarter of 2014 the avocado industry has seen record dispatches entering the Australian marketplace. The higher volumes are yet to have a strong effect on return prices with many retail outlets holding steady on their sale price. The original forecast for the Spring and Summer has continually been updated by all contributors which provides a clearer picture as time progresses. A number of regions brought their harvest forward during autumn in light of the large summer forecast, with many of the regions finishing their harvest periods earlier than expected.

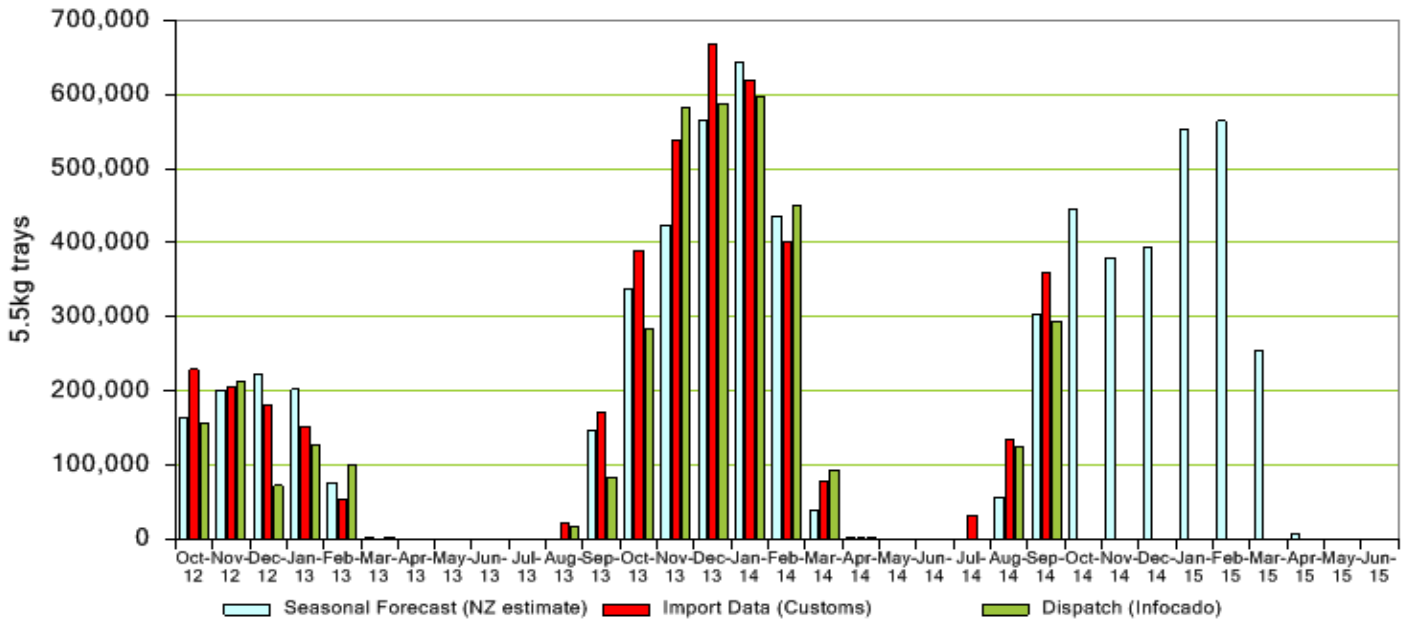
Over the final quarter for 2014 the forecast shows that Western Australia and New Zealand will be producing almost all of the volume. The forecasts suggests that strong supply will continue through into winter. Overall with the national marketplace absorbing volumes up to 50% more in some weeks than previously seen, the market has held up well to date. However, the market will need to continue to move record volumes for several months.

The levy funded marketing campaign will continue through the remainder of 2014 with a strong digital campaign continuing across summer and a burst of TV advertising which will be completing in November, with another burst to be planned for late summer/autumn. This has also been followed with rigorous monitoring and evaluation. Regular updates are provided by AAL through Guacamole, Talking Avocados and the Weekly Infocado Reports. For an extensive brief please consult one of the above mentioned articles.

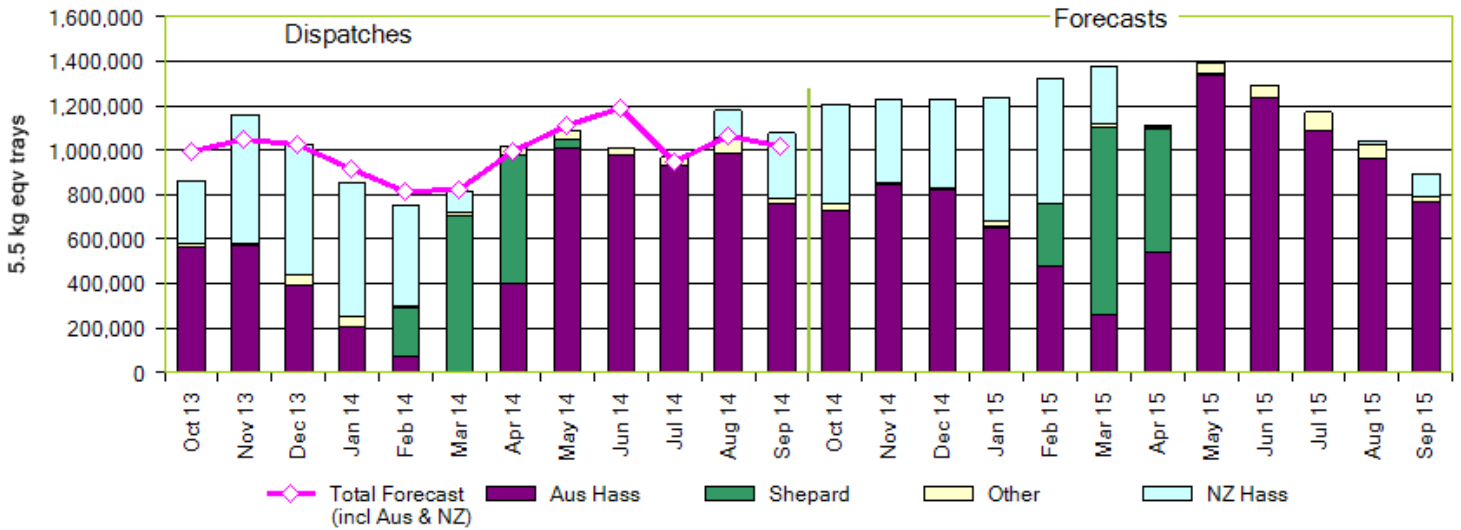
The first phase of the Qualicado program has finished with the second phase beginning at the start of December in NQ. The program has been well received by all attendees who have kindly provided feedback along the way. This feedback will be invaluable in shaping the second phase of this program to focus on issues that growers have elected to hear about. AAL would like to thank all who have attended, spoken at and hosted the previous events. This has all contributed to making the events a success.

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.

New Zealand Avocados - Dispatch and Forecast



Oct 13 to Sep 14 Dispatches & Oct 14 to Sep 15 Forecasts Avocados by Variety



Seasonal Forecast Contributors

Central NSW

Coastal Avocados
I & A Tolson
Midcoast Avocados
Kulnara Ambrosia 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.

For further assistance please contact: Nathan Symonds, Ph: 07 3846 6566, Email: infocado@avocado.org.au