



# INFOCADO CROP FORECAST

## Quarterly Report—April 2012

Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports 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 Apr 11 to Mar 12 (5.5 kg eqv trays) - from quarterly report April 11

	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	12 Mth Total
Hass	307,182	898,838	853,269	1,110,790	948,487	719,358	560,586	522,647	553,970	382,907	259,509	169,021	7,286,564
Shepard	384,303	16,486	0	0	0	0	0	0	0	13,059	277,404	704,569	1,395,821
Other	61,948	59,969	76,725	118,536	103,017	79,076	18,586	3,260	18,727	18,404	9,882	25,000	593,130
<b>Total</b>	<b>753,433</b>	<b>975,293</b>	<b>929,994</b>	<b>1,229,326</b>	<b>1,051,504</b>	<b>798,434</b>	<b>579,172</b>	<b>525,907</b>	<b>572,697</b>	<b>414,370</b>	<b>546,795</b>	<b>898,590</b>	<b>9,275,515</b>

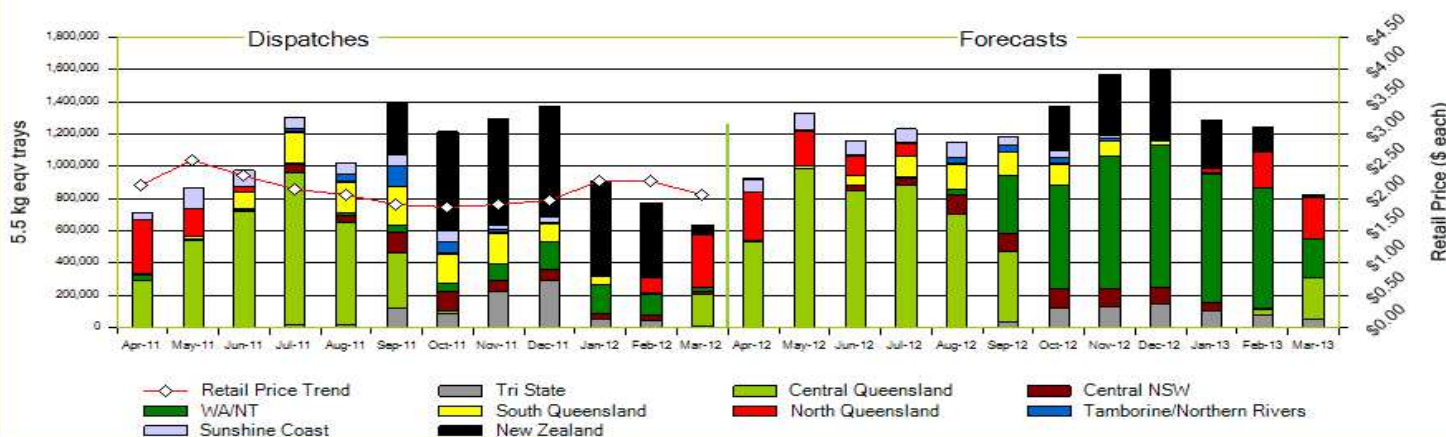
### Australian Avocados Dispatches Apr 11 to Mar 12 (5.5 kg eqv trays)

	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	12 Mth Total
Hass	165,168	805,883	914,383	1,200,635	934,947	1,034,196	574,952	621,004	629,302	294,001	168,434	49,334	7,392,239
Shepard	481,275	21,656	620	0	39	0	0	0	0	2,939	96,431	515,525	1,118,485
Other	60,276	40,589	60,116	103,789	80,955	37,916	20,165	16,624	59,069	31,271	50,747	13,160	574,677
<b>Total</b>	<b>706,719</b>	<b>868,128</b>	<b>975,119</b>	<b>1,304,424</b>	<b>1,015,941</b>	<b>1,072,112</b>	<b>595,117</b>	<b>637,628</b>	<b>688,371</b>	<b>328,211</b>	<b>315,612</b>	<b>578,019</b>	<b>9,085,401</b>

### Australian Avocados Forecast Apr 12 to Mar 13 (5.5 kg eqv trays)

	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	12 Mth Total
Hass	462,697	1,218,405	1,103,148	1,111,750	999,048	1,117,144	1,090,566	1,182,022	1,143,097	927,903	823,961	304,119	11,483,860
Shepard	414,251	35,348	0	0	0	0	0	0	0	21,176	257,625	494,384	1,222,784
Other	36,014	71,962	56,410	120,552	146,102	66,431	7,463	8,250	14,090	32,996	7,556	4,444	572,270
<b>Total</b>	<b>912,962</b>	<b>1,325,715</b>	<b>1,159,558</b>	<b>1,232,302</b>	<b>1,145,150</b>	<b>1,183,575</b>	<b>1,098,029</b>	<b>1,190,272</b>	<b>1,157,187</b>	<b>982,075</b>	<b>1,089,142</b>	<b>802,947</b>	<b>13,278,914</b>

Australian & New Zealand Avocados : Apr 11 to Mar 12 Dispatch / Apr 12 to Mar 13 Forecast



Please note: New Zealand dispatch figures for Jan to Mar 2012 in the graph above are taken from Customs statistics.

### Apr 11 to Mar 12 Dispatches & Apr 12 to Mar 13 Avocado Production Estimates 5.5kg eqv trays

Region	Apr11 to Mar12	Apr12 to Mar13
North Queensland	1,000,104	1,207,951
Central Queensland	3,686,897	4,683,737
Sunshine Coast	614,615	560,380
Southern Queensland	1,290,562	776,882
Tamborine/Northern Rivers	304,295	154,881
Central NSW	597,970	701,526
Tri State	849,830	655,289
WA	741,128	4,538,268
<b>Total</b>	<b>9,085,401</b>	<b>13,278,914</b>

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

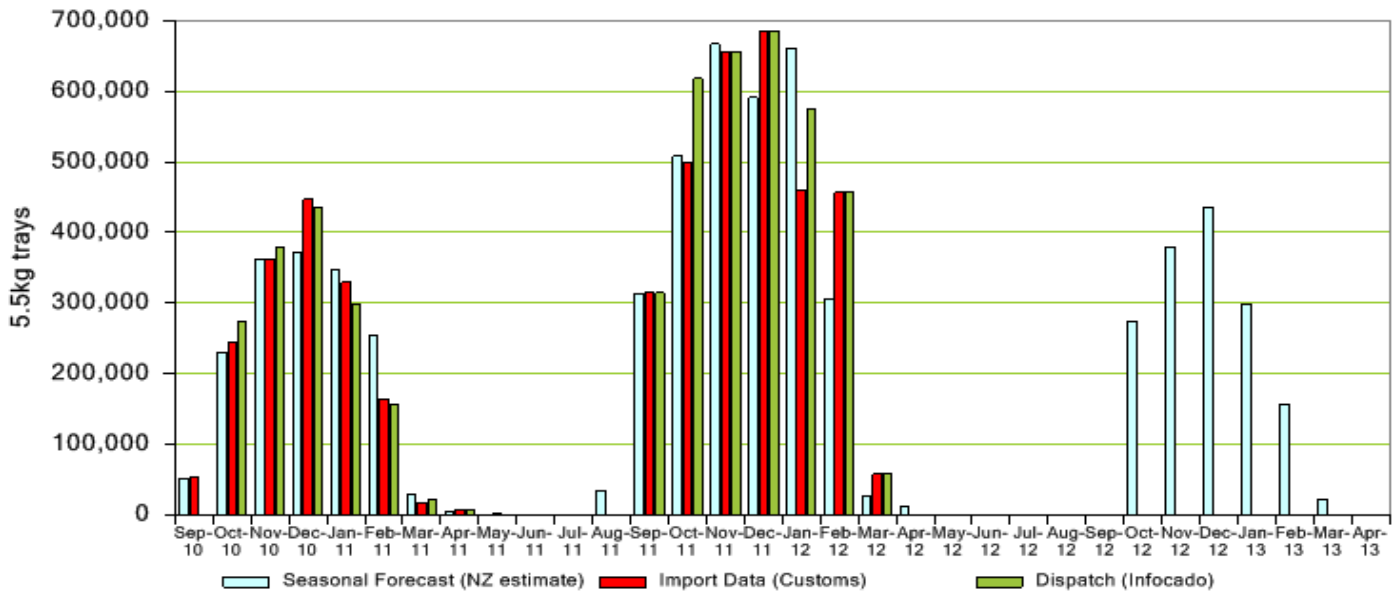
Growers need to ensure that fruit mature before being sent to market. Picking immature fruit can lead to issues with ripening and a disappointing eating experience for consumers. Obviously this has a negative flow on affect to consumer's future purchasing patterns and given the large volume of fruit expected in the market this year, this is the last thing industry needs. Information on Dry Matter standards and how to test Dry Matter at home can be found on the Avocados Australia [website](#).

The 2012/2013 WA crop is expected to be huge as new plantings come on line and crop load is particularly heavy. Final fruit drop is expected in coming weeks and this may decrease volumes slightly.

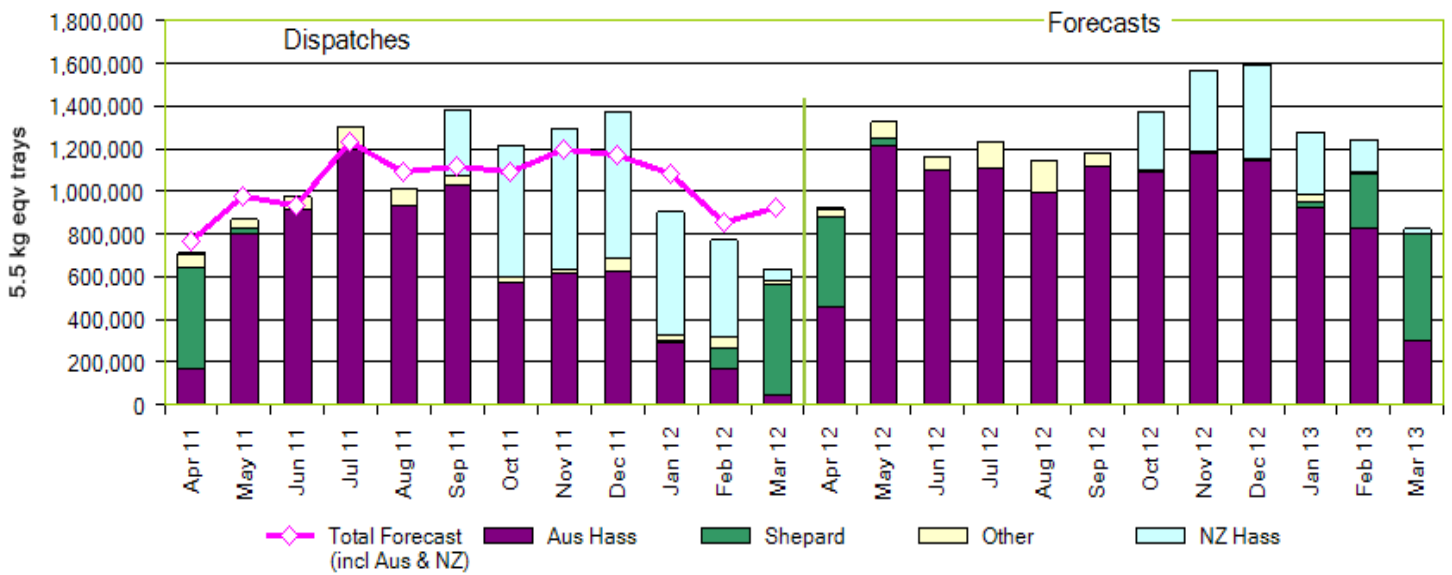
The high volumes expected in the coming months mean it will be vital for all growers to work closely with their supply chain partners to ensure fruit moves through the system as quickly as possible. Export should be strongly considered to alleviate pressure on the domestic market. Carefully planned programs will result in happy consumers and increased sales.

The avocado marketing campaign is in full swing with TV commercials, magazine and social media pushing the message of 'add an avo everyday'. The food service sector is being targeted with chef master classes being run to educate and inspire chefs to use more avocados at their venues. These sessions have been adapted for use in training seminars in Hong Kong, Singapore and Malaysia targeting 250 chefs and key purchasers. For more information on the marketing program check out Guacamole and Talking Avocados.

### New Zealand Avocados - Dispatch and Forecast



### Apr 11 to Mar 12 Dispatches & Apr 12 to Mar 13 Forecasts Avocados by Variety



NB: NZ Dispatch figures in this graph are from Infocado and Customs data. The total forecast line (pink line) in the chart above illustrates the most up to date forecasts. ie. The Oct 11 figure comes from the forecast made in Sep 11 and the Nov 11 figure comes from the forecast made in Oct 11.

### Seasonal Forecast Contributors

- |  |                                 |                                |                             |
|--|---------------------------------|--------------------------------|-----------------------------|
| Advance Packing & Marketing Services P/L | Chislett Developments Pty Ltd   | Kulnura Ambrosia Avocados      | Sunny Bluff Produce Pty Ltd |
| Applewood Orchard                        | Chris and Sue Allan             | Lavers Orchards                | Sunnyspot Packhouse Pty Ltd |
| Ashbourne Hills Avocados                 | Coastal Avocados                | Lone Gum Avocados              | SuperPak                    |
| Aussie Orchards Growers & Packers        | Delroy Orchards                 | Mariners Rest                  | The Avocado Grove           |
| Avocado Industry Council (NZAGA)         | Donovan Family Investment Trust | Midcoast Avocados              | Tinaroo Falls Avocado Trust |
| Avocado Ridge                            | G & C Christensen               | Mountain Fresh                 | Touchwood Farming           |
| Avonova                                  | G & J Krenske                   | Natures Fruit Company          | Tropicado Avocados          |
| Awotest                                  | Googa Farms                     | One Harvest                    | Vitor Marketing Pty Ltd     |
| Balmoral Orchard                         | Green Nugget Orchards           | Perseverance Farming Co        | VP & EA Farrell             |
| Battistin Orchards Pty Ltd               | Green Pear Avocado              | R & M Waterman                 | West Aussie Avos            |
| Bellview Orchards Pty Ltd                | Gunnado Farm                    | RM & KL Cornwall               | Willow Creek                |
| Blushing Acres Pty Ltd                   | Hilltop Mareeba                 | Serrata Enterprises            | WJ Row                      |
| BT & RG Pegg                             | I & A Tolson                    | Simpson Farms Pty Ltd          |                             |
| C F Fechner                              | ID & AM Leighton                | Summerland House With No Steps |                             |
| Chinoola Orchards                        | Jirel Holdings                  | Sunfresh                       |                             |

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