



# INFOCADO CROP FORECAST

## Quarterly Report— July 2012

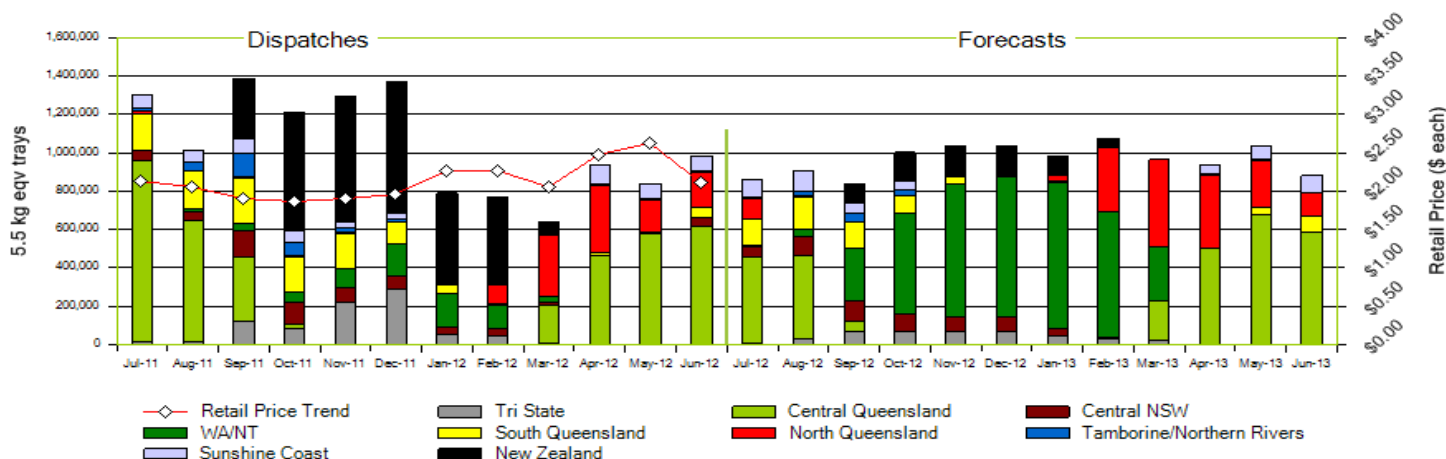
Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data.

Australian Avocados Forecast Jul 11 to Jun 12 (5.5 kg eqv trays)													
	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	12 Mth Total
Hass	1,110,790	948,487	719,358	560,586	522,647	553,970	382,907	259,509	169,021	462,697	1,242,795	1,068,864	8,001,631
Shepard	0	0	0	0	0	0	13,059	277,404	704,569	414,251	34,113	1,235	1,444,631
Other	118,536	103,017	79,076	18,586	3,260	18,727	18,404	9,882	25,000	36,014	68,259	53,941	552,702
<b>Total</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>912,962</b>	<b>1,345,167</b>	<b>1,124,040</b>	<b>9,998,964</b>

Australian Avocados Dispatches Jul 11 to Jun 12 (5.5 kg eqv trays)													
	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	12 Mth Total
Hass	1,200,635	934,947	1,034,196	574,952	621,004	629,302	294,001	168,434	49,334	596,028	796,255	947,227	7,846,315
Shepard	0	39	0	0	0	0	2,939	96,431	515,525	267,177	12,880	190	895,181
Other	103,789	80,955	37,916	20,165	16,624	59,069	31,271	50,747	13,160	71,228	29,993	36,902	551,819
<b>Total</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>934,433</b>	<b>839,128</b>	<b>984,319</b>	<b>9,293,315</b>

Australian Avocados Forecast Jul 12 to Jun 13 (5.5 kg eqv trays)													
	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	12 Mth Total
Hass	753,137	784,453	710,062	842,947	877,639	873,400	828,740	681,290	327,455	604,358	986,621	843,864	9,113,966
Shepard	0	0	0	0	0	0	31,707	335,976	634,783	309,146	0	0	1,311,612
Other	108,166	118,577	26,513	8,333	7,917	10,132	23,629	9,614	1,675	24,653	49,163	38,054	426,426
<b>Total</b>	<b>861,303</b>	<b>903,030</b>	<b>736,575</b>	<b>851,280</b>	<b>885,556</b>	<b>883,532</b>	<b>884,076</b>	<b>1,026,880</b>	<b>963,913</b>	<b>938,157</b>	<b>1,035,784</b>	<b>881,918</b>	<b>10,852,004</b>

Australian & New Zealand Avocados : Jul 11 to Jun 12 Dispatch / Jul 12 to Jun 13 Forecast



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

Jul 11 to Jun 12 Dispatches & Jul 12 to Jun 13 Avocado Production Estimates 5.5kg eqv trays		
Region	Jul11 to Jun12	Jul12 to Jun13
North Queensland	1,159,668	1,677,624
Central Queensland	3,794,535	2,909,153
Sunshine Coast	606,702	514,333
Southern Queensland	1,225,071	709,081
Tamborine/Northern Rivers	316,973	127,014
Central NSW	629,385	543,532
Tri State	848,740	411,410
WA	712,241	3,959,857
<b>Total</b>	<b>9,293,315</b>	<b>10,852,004</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

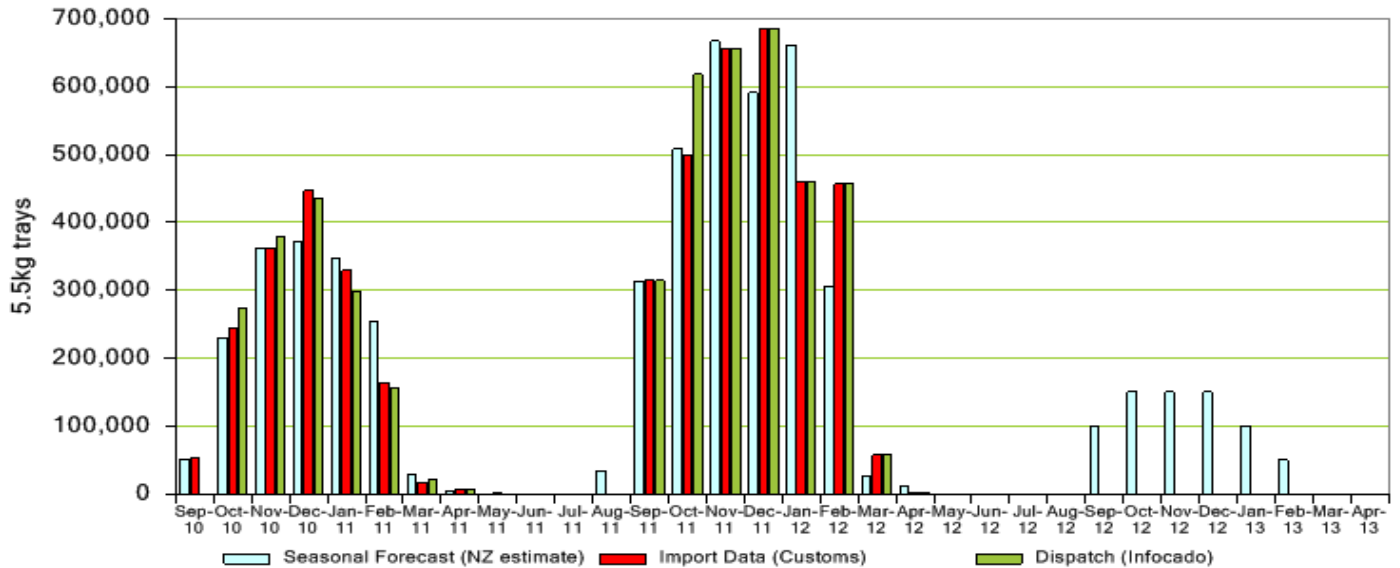
In 2012/2013, Tamborine/Northern Rivers, Sunshine Coast, South Qld and Tri state will see crop reductions compared with 2011/2012. The WA crop forecast remains high, though many WA growers will be carefully monitoring fruit size in the coming months as while the crop is heavy, size will certainly be an issue this coming season.

The NZ crop size has reduced from last season and NZ forecasted exports are lower than normal in part due to the large expected crop in WA. NZ exports to Australia are regulated and cannot begin until the NZ export dry matter (DM) minimum is reached, this DM needs to be 24%. To track where NZ is at in terms of DM please see: [http://www.nzavocado.co.nz/index.php/pi\\_pageid/228](http://www.nzavocado.co.nz/index.php/pi_pageid/228)

In May avocado industry stakeholders were able to participate in a review of the HAL funded avocado marketing program by completing a short survey. The review is in its final stages and the results will be considered at the Avocado Industry Advisory Committee later this month. Thank you to those people who contributed to this review.

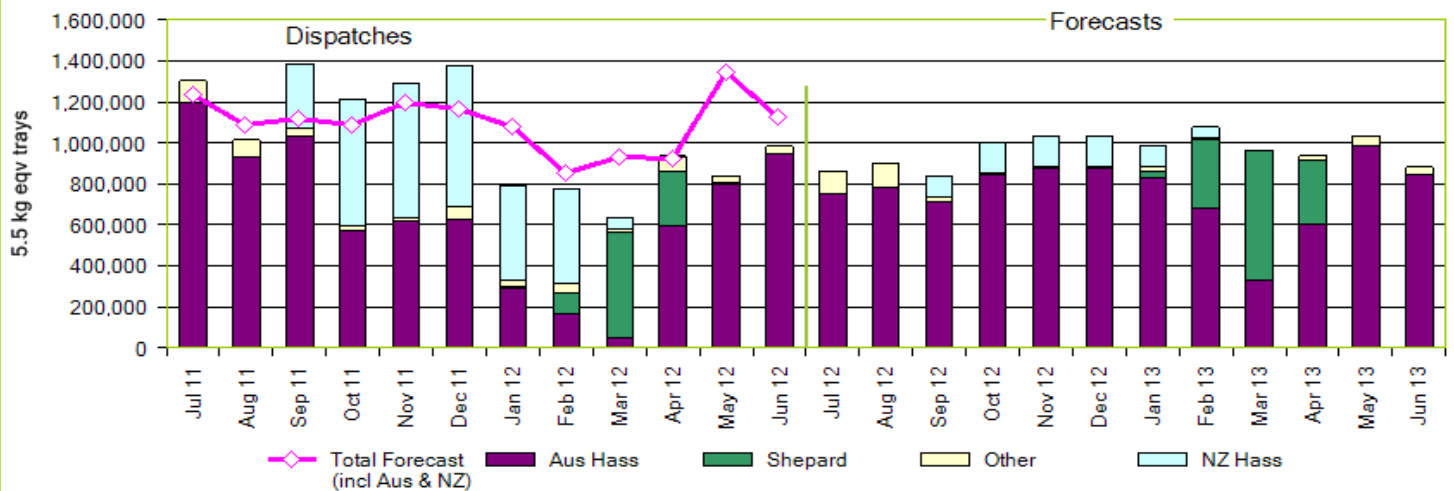
All levy payers now have access to market monitoring reports from Nielsen via the Avocados Australia website. The monthly reports date back to January 2012 and track the performance of the avocado category using Nielsen Homescan data. To access the reports simply go to [www.avocado.org.au](http://www.avocado.org.au) and click on the industry tab. From there click on 'Services Log In' and enter your user name and password. These reports are only available to avocado levy payers and contain things like: tracking consumption and average spend on avocados annually and by occasion, demographics of avocado consumers and the tracking of share of trade and spending patterns by store type.

## New Zealand Avocados - Dispatch and Forecast



NB: NZ Dispatch (Infocado data) in the graph above were not available for Nov 11 to Apr 12 therefore Customs data has been inserted in its place for this report

## Jul 11 to Jun 12 Dispatches & Jul 12 to Jun 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	Chinoola Orchards	Jirel Holdings	Sunfresh
Applewood Orchard	Chislett Developments Pty Ltd	Kulnura Ambrosia Avocados	Sunny Bluff Produce Pty Ltd
Ashbourne Hills Avocados	Chris and Sue Allan	Lavers Orchards	Sunnyspot Packhouse Pty Ltd
Aussie Orchards Growers & Packers	Coastal Avocados	Lone Gum Avocados	SuperPak
Avocado Estates	Delroy Orchards	Mariners Rest	The Avocado Grove
Avocado Industry Council (NZAGA)	Donovan Family Investment Trust	Midcoast Avocados	The I & R Philpott Family Trust
Avocado Ridge	G & C Christensen	Mountain Fresh	Tinaroo Falls Avocado Trust
Avocados With Altitude Pty Ltd	G & J Krenske	Natures Fruit Company	Touchwood Farming
Avonova	Golden Triangle Avocados	One Harvest	Tropicado Avocados
Avowest	Googa Farms	Perseverance Farming Co	Vitor Marketing Pty Ltd
Balmoral Orchard	Green Nugget Orchards	R & M Waterman	VP & EA Farrell
Battistin Orchards Pty Ltd	Green Pear Avocado	RM & KL Cornwall	WePac Pty Ltd
Bellview Orchards Pty Ltd	Gunnado Farm	Serrata Enterprises	West Aussie Avos
Blushing Acres Pty Ltd	Hilltop Mareeba	Simpson Farms Pty Ltd	Willow Creek
BT & RG Pegg	I & A Tolson	Summerland House With No Steps	WJ Row
C F Fechner	ID & AM Leighton		

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

For further assistance please contact: Julie Petty, Ph: 07 3846 6566, Email: [infocado@avocado.org.au](mailto:infocado@avocado.org.au)