



INFOCADO CROP FORECAST

Quarterly Report— July 2013

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 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	791,481	720,572	698,792	691,914	801,291	571,188	399,960	103,041	548,989	1,072,225	1,089,475	8,242,065
Shepard	0	1	0	4,706	4,000	4,706	6,553	210,261	729,694	423,841	9,908	0	1,393,670
Other	108,166	118,952	25,759	10,921	11,000	9,765	53,850	47,884	43	25,316	38,724	55,715	506,095
Total	861,303	910,434	746,331	714,419	706,914	815,762	631,591	658,105	832,778	998,146	1,120,857	1,145,190	10,141,830

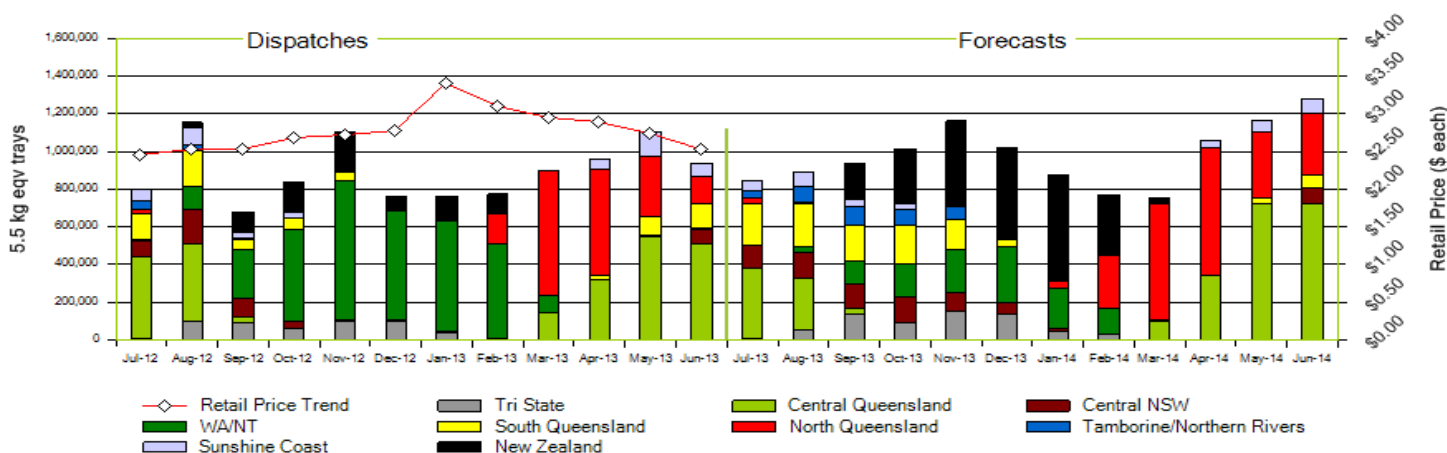
Australian Avocados Dispatches Jul 12 to Jun 13 (5.5 kg eqv trays)

	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	684,332	1,032,604	537,466	653,460	844,362	604,070	558,092	468,339	93,866	184,271	959,283	906,702	7,526,847
Shepard	0	0	0	0	0	0	7,836	164,917	800,895	739,882	89,869	753	1,804,152
Other	118,719	93,772	36,717	26,088	51,276	83,386	70,115	40,230	3,576	32,850	58,352	31,487	646,568
Total	803,051	1,126,376	574,183	679,548	895,638	687,456	636,043	673,486	898,337	957,003	1,107,504	938,942	9,977,567

Australian Avocados Forecast Jul 13 to Jun 14 (5.5 kg eqv trays)

	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	12 Mth Total
Hass	811,652	784,264	723,065	715,317	675,999	514,706	259,425	158,384	28,033	548,987	1,134,497	1,254,052	7,608,381
Shepard	0	0	0	0	0	0	38,547	283,548	687,872	503,447	9,568	0	1,522,982
Other	36,477	103,797	24,409	7,564	33,071	30,221	15,104	10,014	3,753	3,908	21,676	25,575	315,569
Total	848,129	888,061	747,474	722,881	709,070	544,927	313,076	451,946	719,658	1,056,342	1,165,741	1,279,627	9,446,932

Australian & New Zealand Avocados : Jul 12 to Jun 13 Dispatch / Jul 13 to Jun 14 Forecast



Jul 12 to Jun 13 Dispatches & Jul 13 to Jun 14 Avocado Production Estimates 5.5kg eqv trays

Region	Jul12 to Jun13	Jul13 to Jun14
North Queensland	1,890,687	2,328,073
Central Queensland	2,393,381	2,569,082
Sunshine Coast	473,263	384,871
Southern Queensland	732,138	1,132,180
Tamborine/Northern Rivers	96,882	379,370
Central NSW	516,981	786,758
Tri State	497,031	643,996
WA	3,377,204	1,222,602
Total	9,977,567	9,446,932

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

As reported in the last report, the WA forecast for the coming year is significantly lower than the dispatches over the last year. A combination of factors including poor fruit set and serious hail storms have drastically affected the expected crop volumes, mainly around Pemberton and Manjimup. Most packers are forecasting a late start to harvest this season. Fruit size appears to be good at the moment.

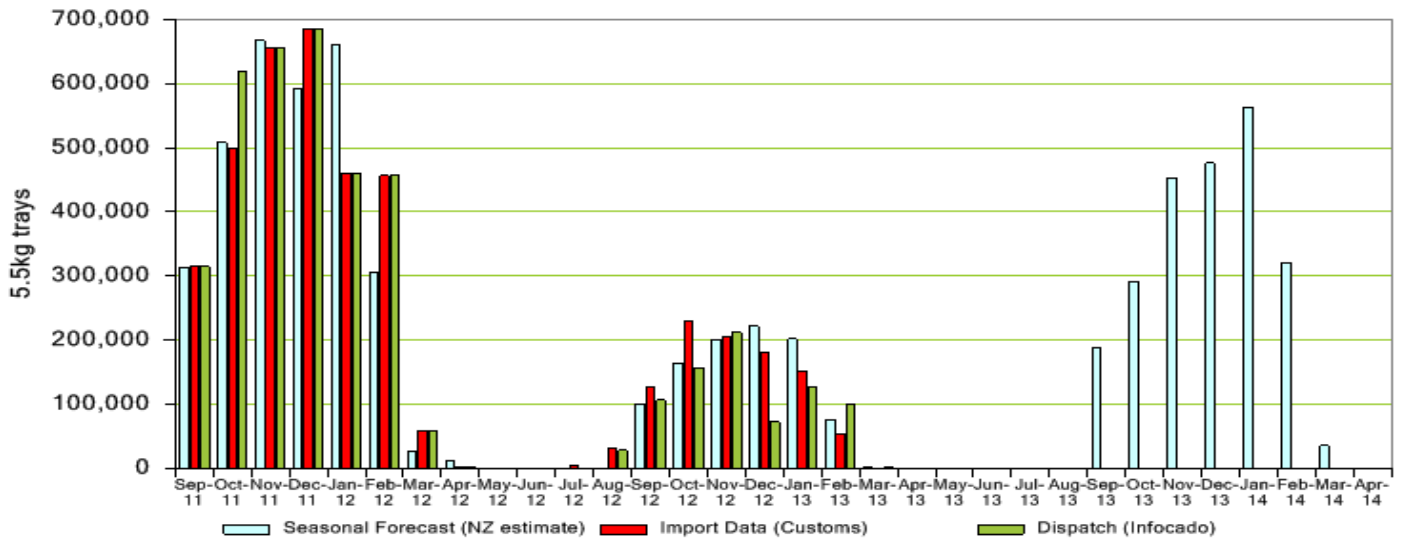
The New Zealand Forecast is now sitting at 2,326,000 5.5kg eqv trays, an increase of 525,520 5.5kg eqv trays since the last report. Australian industry members will have a chance to see the crop first hand if they register for the upcoming 5th New Zealand and Australian Avocado Grower's Conference in September. For more information click [here](#). Early bird rates are available until 1 August.

The Qualicado program is being rolled out to all regions through a series of workshops in the coming months. The program is designed to assist supply chain members in improving practices (where necessary) and thus improve fruit quality for the end consumer. In conjunction with the workshops interviews will be arranged with people identified as consistent, accurate forecasters to gather more information about the process they follow and what industry can learn from these techniques. For more information please click [here](#).

Quality surveys conducted by Avocados Australia show a 38% improvement in Hass internal quality since 2008. For more information please click [here](#).

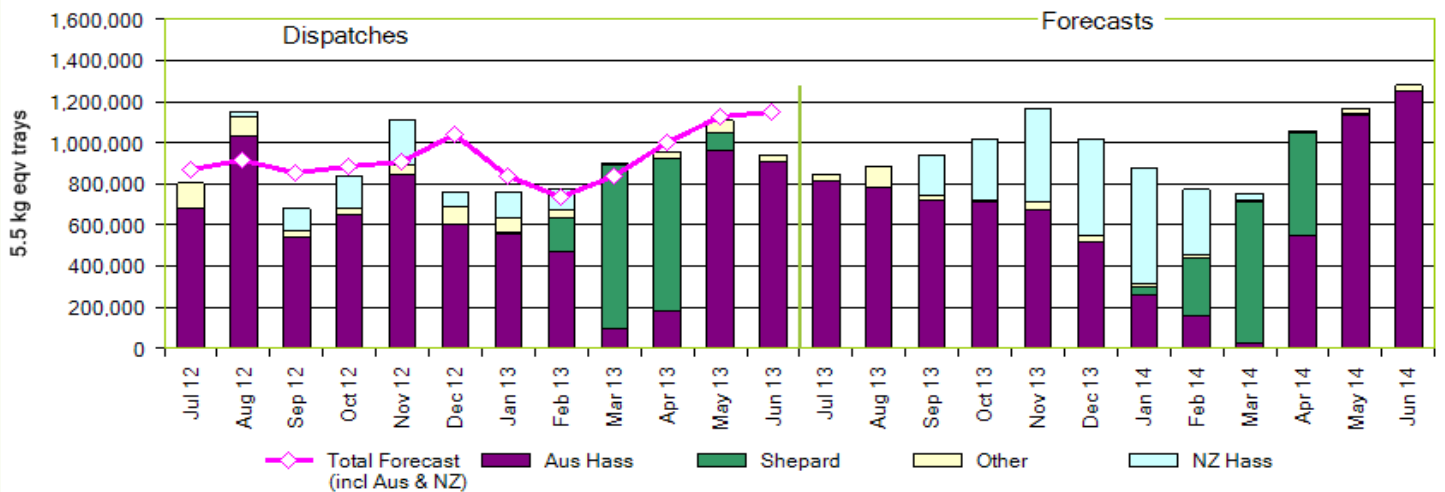
The focus for the next 6 months for the levy funded promotional campaign will be the launch of a campaign targeting breakfast as a specific opportunity to grow avocado usage with consumers classified through the segmentation analysis as Avocado Lovers and Enthusiasts. Social media, the Australian Avocado website and magazine advertising will be utilised to get this message out.

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 12 to Jun 13 Dispatches & Jul 13 to Jun 14 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 12 figure comes from the forecast made in Sep 12 and the Nov 12 figure comes from the forecast made in Oct 12.

Seasonal Forecast Contributors

Central NSW

Coastal Avocados
I & A Tolson
Kulnura Ambrosia Avocados
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

NZ

Avocado Industry Council (NZAGA)

North Qld

Avocado Estates
Aussie Orchards Growers & Packers
B & F Sanderson Farming

Battistin Orchards Pty Ltd

Bellview Orchards Pty Ltd

Gunnado Farm

Hilltop Mareeba

ID & AM Leighton

Lavers Orchards

Lone Gum Avocados

R & M Waterman

Tinaroo Falls Avocado Trust

Tropicado Avocados

South Qld

Balmoral Orchard

Googa Farms

G&J Krenske

Green Nugget Orchards

Mountain Fresh

One Harvest

Perseverance Farming Co

Sunnyspot Packhouse Pty Ltd

Touchwood Farming

Wodonga Park Fruit & Nuts

Sunshine Coast

G & C Christensen

Natures Fruit Company

Sunfresh

Tamborine Northern Rivers

Aussie Orchards Growers & Packers

JB & CM Culross

Jirel Holdings

Summerland House With No Steps

TW Silver

WJ Row

Tristate

Ashbourne Hills Avocados

Bonyarical Vineyards

C F Fechner

Chinoola Orchards

Chislett Developments Pty Ltd

Goldenhill Packing

KV & JM Lehmann

LD & PM Burns

Marrbiz Pty Ltd

Vitor Marketing Pty Ltd

WA

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

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