



# INFOCADO CROP FORECAST

## Quarterly Report— October 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 Oct 12 to Sep 13 (5.5 kg eqv trays)

|              | Oct 12         | Nov 12         | Dec 12         | Jan 13         | Feb 13         | Mar 13         | Apr 13         | May 13           | Jun 13           | Jul 13         | Aug 13         | Sep 13         | 12 Mth Total      |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|----------------|----------------|----------------|-------------------|
| Hass         | 698,792        | 691,914        | 801,291        | 571,188        | 399,960        | 103,041        | 548,989        | 1,072,225        | 1,089,475        | 811,652        | 784,546        | 711,551        | 8,284,624         |
| Shepard      | 4,706          | 4,000          | 4,706          | 6,553          | 210,261        | 729,694        | 423,841        | 9,908            | 0                | 0              | 0              | 0              | 1,393,669         |
| Other        | 10,921         | 11,000         | 9,765          | 53,850         | 47,884         | 43             | 25,316         | 38,724           | 55,715           | 36,477         | 105,875        | 24,825         | 420,395           |
| <b>Total</b> | <b>714,419</b> | <b>706,914</b> | <b>815,762</b> | <b>631,591</b> | <b>658,105</b> | <b>832,778</b> | <b>998,146</b> | <b>1,120,857</b> | <b>1,145,190</b> | <b>848,129</b> | <b>890,421</b> | <b>736,376</b> | <b>10,098,688</b> |

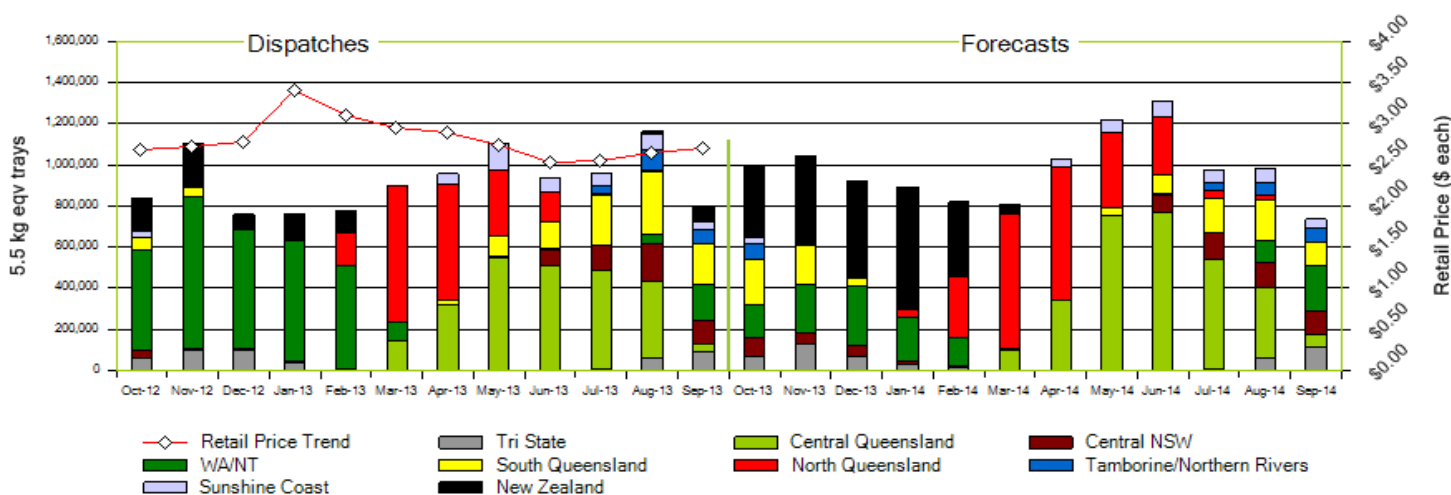
### Australian Avocados Dispatches Oct 12 to Sep 13 (5.5 kg eqv trays)

|              | Oct 12         | Nov 12         | Dec 12         | Jan 13         | Feb 13         | Mar 13         | Apr 13         | May 13           | Jun 13         | Jul 13         | Aug 13           | Sep 13         | 12 Mth Total      |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|----------------|----------------|------------------|----------------|-------------------|
| Hass         | 653,460        | 844,362        | 604,070        | 558,092        | 468,339        | 93,866         | 184,271        | 959,283          | 906,702        | 927,713        | 1,036,076        | 686,666        | 7,922,900         |
| Shepard      | 0              | 0              | 0              | 7,836          | 164,917        | 800,895        | 739,882        | 89,869           | 753            | 0              | 0                | 0              | 1,804,152         |
| Other        | 26,088         | 51,276         | 83,386         | 70,115         | 40,230         | 3,576          | 32,850         | 58,352           | 31,487         | 31,873         | 112,315          | 32,860         | 574,408           |
| <b>Total</b> | <b>679,548</b> | <b>895,638</b> | <b>687,456</b> | <b>636,043</b> | <b>673,486</b> | <b>898,337</b> | <b>957,003</b> | <b>1,107,504</b> | <b>938,942</b> | <b>959,586</b> | <b>1,148,391</b> | <b>719,526</b> | <b>10,301,460</b> |

### 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        | 574,065        | 419,619        | 248,442        | 145,880        | 36,299         | 522,307          | 1,155,728        | 1,254,027        | 934,248        | 905,690        | 714,022        | 7,546,353        |
| Shepard      | 0              | 0              | 0              | 38,547         | 309,215        | 728,094        | 503,848          | 41,376           | 32,516           | 0              | 0              | 0              | 1,653,596        |
| Other        | 12,324         | 43,523         | 29,060         | 12,358         | 10,014         | 3,753          | 4,074            | 21,736           | 25,285           | 39,117         | 73,973         | 21,795         | 297,012          |
| <b>Total</b> | <b>648,350</b> | <b>617,588</b> | <b>448,679</b> | <b>299,347</b> | <b>465,109</b> | <b>768,146</b> | <b>1,030,229</b> | <b>1,218,840</b> | <b>1,311,828</b> | <b>973,365</b> | <b>979,663</b> | <b>735,817</b> | <b>9,496,961</b> |

Australian & New Zealand Avocados : Oct 12 to Sep 13 Dispatch / Oct 13 to Sep 14 Forecast



### Oct 12 to Sep 13 Dispatches & Oct 13 to Sep 14 Avocado Production Estimates 5.5kg eqv trays

| Region               | Oct 12 to Sep 13  | Oct 13 to Sep 14 |
|----------------------|-------------------|------------------|
| North Queensland     | 1,875,832         | 2,362,288        |
| Central Queensland   | 2,415,714         | 2,915,903        |
| Sunshine Coast       | 455,999           | 382,556          |
| Southern Queensland  | 1,102,694         | 1,053,537        |
| Tamb/Northern Rivers | 222,925           | 257,187          |
| Central NSW          | 575,333           | 669,004          |
| Tri State            | 453,060           | 490,428          |
| WA                   | 3,199,903         | 1,366,058        |
| <b>Total</b>         | <b>10,301,460</b> | <b>9,496,961</b> |

### Comments from the Infocado Team

Please Note: NZ forecast data is not yet available for the 2014/15 season.

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. Many packers had forecast a later harvest start this season. However, based on Dry Matter levels in the Pemberton/Manjimup area harvest will begin shortly from this area.

Some packers in SQ are also forecasting a significant drop (some up to 50%) in volumes for the 2014 season compared with the 2013 season. This decrease will be more obvious in the next report as this report does not include the whole SQ 2014 season.

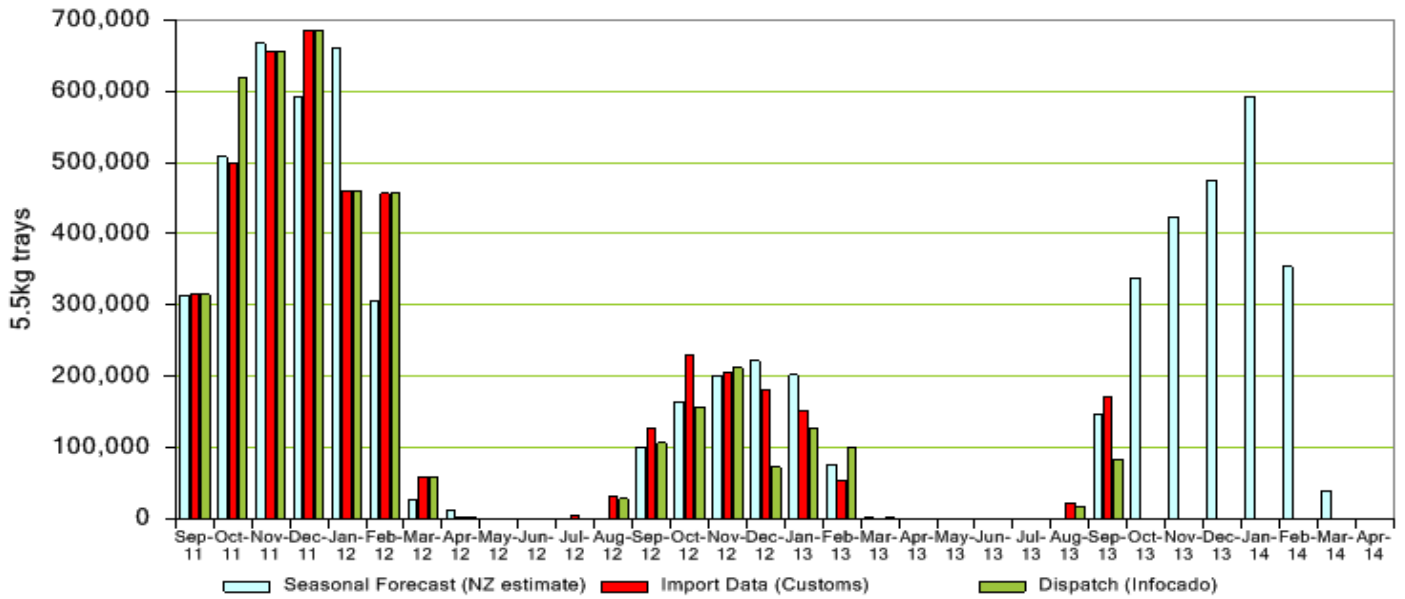
The Qualicado program is being rolled out to all regions through a series of workshops in the coming months. The program is designed to assist supply chain members improve practices (where necessary) and thus improve fruit quality for the end consumer. Workshops will be held at Melbourne and Robinvale VIC next month. More information about the events can be found [here](#).

Through Infocado, those who are consistent, accurate forecasters have been identified. Interviews have begun with these people to gather more information about the process they follow and what industry can learn from these techniques.

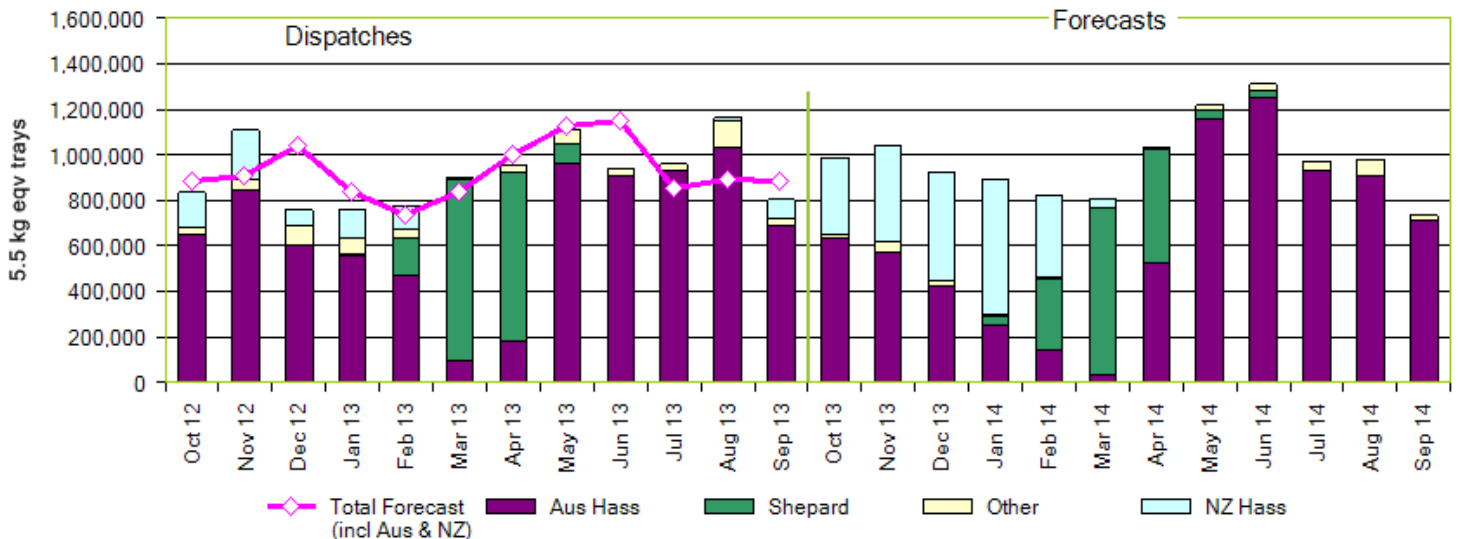
The focus of the promotional campaign in the coming months is a tactical advertising campaign targeting breakfast as an opportunity to grow avocado usage. Market research identified this opportunity for growth particularly with consumers classified through the segmentation analysis as Avocado Lovers and Enthusiasts. This campaign will encourage Avocado Lovers to include avocados for breakfast (more often) during the week, which is about reinforcing and extending existing behaviour, rather than trying to change behaviour. Furthermore, a new TV commercial will be launched in early 2014 to help build consumer's emotional connection with avocados. The tag line will be "Love that avocado feeling". The commercial will air on free to air and pay TV.

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



## 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

Battistin Orchards Pty Ltd

Bellview Orchards Pty Ltd

Gunnado Farm

Hilltop Mareeba

Lavers Orchards

Lone Gum Avocados

R & M Waterman

Rockridge Farming Pty Ltd

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

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

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)