Infocado weekly report: 15 - 21 July 2017 (week 29)

[Conduct dry matter tests at home]

[What is Infocado?]

[Using and interpreting Infocado reports]

[Avocado supply chain education materials]

Comments

- **Any packhouses who are planning to start dispatching fruit in the next four weeks, could you please enter your weekly forecast data. This includes packhouses in Tamborine/Northern Rivers, Central NSW, South Qld and Tristate – all varieties.**
- The weekly dispatch volume of 266,370 trays was higher than the forecast of 221,769 trays. Central NSW, Central and South Qld continue dispatching the majority of fruit, with the majority of fruit still coming from Central Queensland.
- The Shepard season has drawn to a close with none reported for dispatch in this reporting period.
- New Zealand 2017-18 season data has been released showing imports forecast to come to Australia from August 2017 to March 2018.
- Online weekly retail prices are provided for week 29 (Wed 19 July - Tues 25 July 2017).
- Avocados Australia is calling on industry members to complete our **Online Communication Survey** - this enters you into the draw to win $500! We want to know your views; what is important to you and how we can do the best job of providing you with industry-relevant information. The survey should take 15-20 minutes to complete. The prize winner will be announced in the Guacamole. Please click here: https://www.surveymonkey.com/r/AvocadosAustralia2017.

Marketing update: Australian Avocados on Facebook

In the month of June, Australian Avocados had five posts to Facebook (www.facebook.com/AustralianAvocados/). The top performer for June was a 'Breakfast Hack' snippet, showing a simple yet creative way to use avocados in a twist on the favourite 'egg in the basket' breakfast (an egg cooked in the middle of bread). At the time of writing the post had reached nearly 900,000 people and attracted an impressive 6,244 comments and close to 1,000 shares. The latter means that nearly 1,000 people loved the content so much that they shared it with their friends on Facebook. The avocado industry's marketing is managed by Hort Innovation and funded by the avocado marketing levy.

Upcoming holidays impacting reporting deadlines

Ekka People's Day (QLD): 16 August | Queen's Birthday (WA): 25 Sept | Labour Day (NSW, ACT & SA) | Queen's Birthday (QLD): 2 Oct

Report Index

p2: Four-weekly forecasts; import data | p3: Dispatches | p4: Dispatches by region; Contributor lists | p5: Wholesale data | p6&7 Retail prices

REPORT NOTES:
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers into the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for the data which is not contributed to the Infocado system. It is thus, not possible to extrapolate the figures from **Weekly Infocado** reports to those in **Quarterly Infocado** reports.
Initially, this report is provided to Infocado contributors only, then publically released six weeks later. Until public release, the report is confidential and may also be legally privileged. You should not copy it or use it for any purpose, nor disclose its contents to any other person.
This report has been funded by Hort Innovation, using the avocado research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Yellow shading indicates forecast data

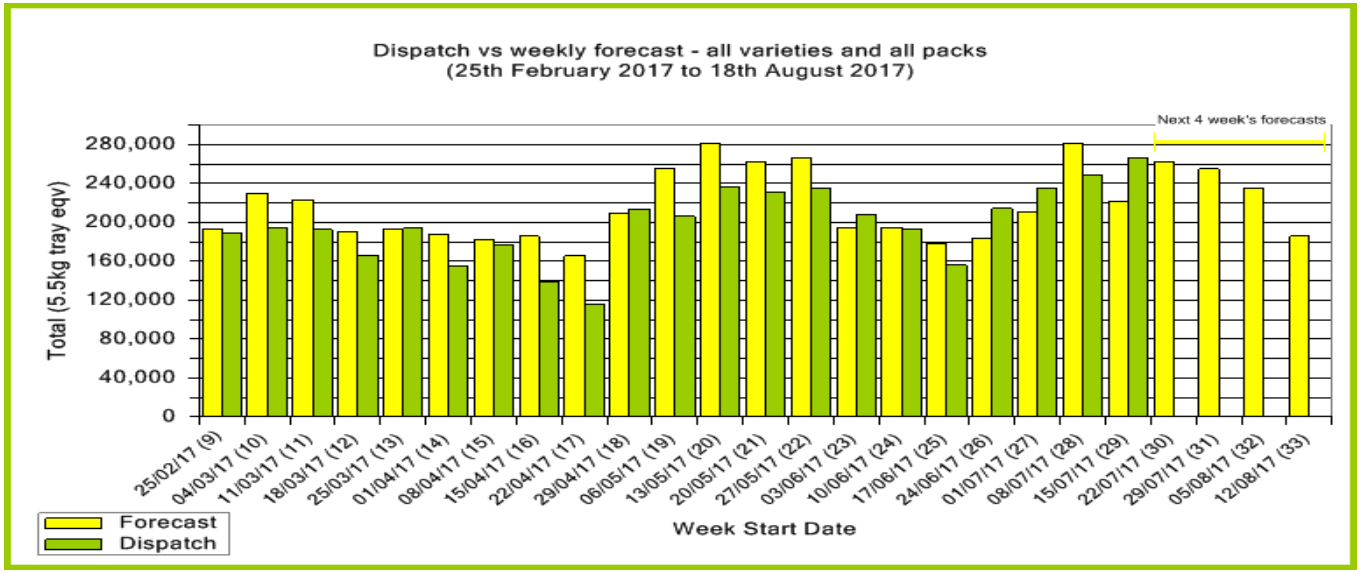
Forecast Data (Week 29 - 33)

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 29 - begin 15/07/2017				
Hass	190,720	14,640	10,600	**219,265**
Other	140	60		**249**
Sharwil	1,600	360		**2,255**
Week Total	**192,460**	**15,060**	**10,600**	**221,769**
Week 30 - begin 22/07/2017				
Hass	214,941	17,363	10,600	**248,437**
Other	12,040	10		**12,058**
Reed	1,855			**1,855**
Sharwil	100			**100**
Week Total	**228,936**	**17,373**	**10,600**	**262,450**
Week 31 - begin 29/07/2017				
Hass	207,516	16,950	10,600	**240,261**
Other	12,040	510		**12,967**
Reed	1,855			**1,855**
Week Total	**221,411**	**17,460**	**10,600**	**255,083**
Week 32 - begin 05/08/2017				
Hass	197,476	15,491	10,600	**227,568**
Other	5,040	310		**5,604**
Reed	1,855			**1,855**
Week Total	**204,371**	**15,801**	**10,600**	**235,027**
Week 33 - begin 12/08/2017				
Hass	157,690	11,211	10,600	**180,001**
Other	1,000	200		**1,364**
Reed	1,855			**1,855**
Week Total	**160,545**	**11,411**	**10,600**	**183,219**

Green shading indicates dispatch data

Dispatch Data (Week 29 - begin 15/07/2017)

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Bacon	459			**459**
Edrinol	120			**120**
Fuerte	57	3		**62**
Gem	1,308	173		**1,623**
Hass	211,981	20,093	600	**248,623**
Lamb Hass	2,607	128		**2,840**
Other	11,076	259		**11,547**
Reed	228			**228**
Sharwil	148	42		**224**
Wurtz	524	66		**644**
Total	**228,508**	**20,764**	**600**	**266,370**



New Zealand avocado exports: forecast v actual Infocado/export statistics (5.5kg eqv trays) August 2017 - March 2018

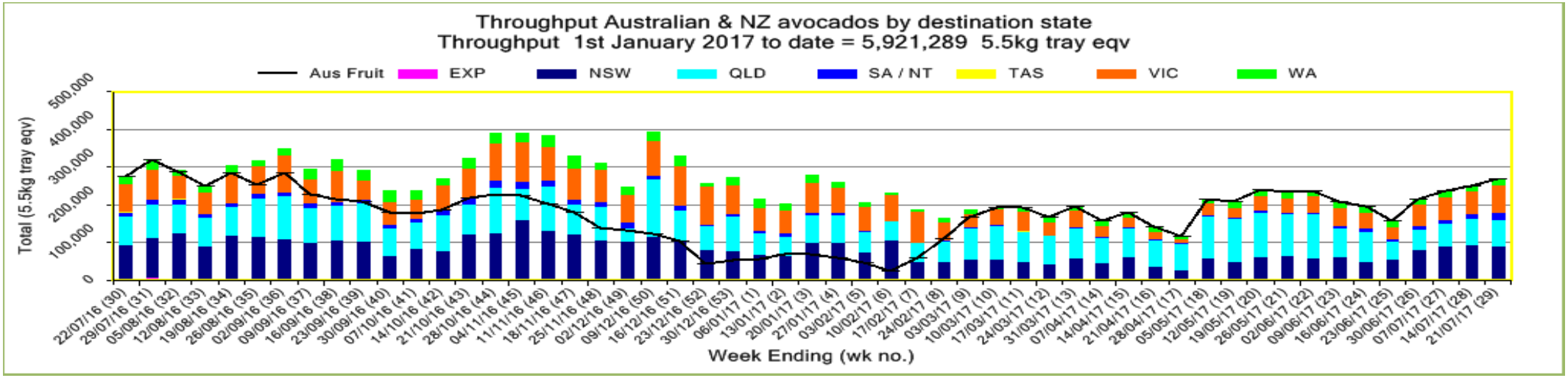
Export destination	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
NZ-Aus pre-season forecast[1]	6,500	108,060	265,640	333,040	596,740	491,700	366,820	15,520	**2,184,020**
NZ-Aus: seasonal forecast[2] (not yet updated)									
NZ-Aust: Infocado dispatches[3]									
NZ imports (from ABS)									
NZ-USA[4]									
NZ-Japan[4]									
NZ-other Asia[4]									
Total Dispatch [3,4]									

1 Source: Infocado data, pre-season forecast provided by NZ at start of season
2 Source: Infocado data, actual dispatch & updated seasonal forecast data provided by NZ at time indicated in brackets
3 Source: Infocado data, aggregated weekly dispatch data provided by NZ. Data for current month shows volume to date of current report
[a] Import data not yet available from ABS. [b] Export data not yet available from Infoshare NZ (NZ Govt) [c] Data not complete for month
4 Source: Infoshare New Zealand

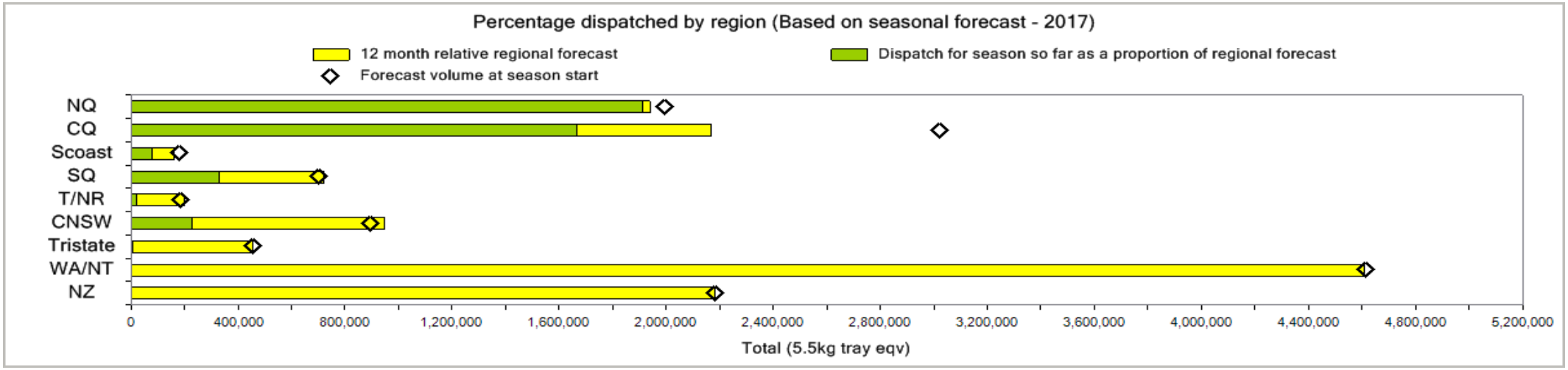
Industry Dispatches By Origin Region and Count Size : 15th July - 21st July 2017 (Wk 29)													
Origin Region	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Total**
Central NSW		1,088	2,813	13,598	3,549	7,520	6,091	5,590		**40,249**	5,213		**49,727**
Central Qld	367	6,170	16,628	40,745		28,291	27,097	13,215	4,558	**137,071**	7,057		**149,902**
South Qld	48	228	1,913	5,629	844	4,816	8,840	5,588	2,545	**30,451**	4,145		**37,987**
Sunshine Coast	166	578	1,218	2,846	388	3,900	4,504	2,965	1,160	**17,725**	4,020		**25,034**
Tamborine/ Northern Rivers			31	117	65	127	124	74		**538**	87	600	**805**
Tri State		20	204	259		457	461	428	504	**2,333**	192		**2,682**
WA/NT			12	37		45	27	20		**141**	50		**232**
	581	**8,084**	**22,819**	**63,231**	**4,846**	**45,156**	**47,144**	**27,880**	**8,767**	**228,508**	**20,764**	**600**	**266,370**

Origin of Avocado ⇧ ⇩ Destination of Avocado

Industry Dispatches By Destination State and Count Size : 15th July - 21st July 2017 (Wk 29)													
Dest. State	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Total**
EXP			6						2,720	**2,726**	5		**2,735**
NSW	49	1,030	6,813	20,552	4,112	17,527	14,095	1,654	2,075	**67,907**	9,592	600	**85,456**
QLD	356	1,207	3,496	9,507	708	11,659	18,893	11,609	3,390	**60,825**	6,182		**72,065**
SA / NT		140	756	5,831		2,086	3,512	5,212	74	**17,611**	927		**19,296**
VIC	176	5,387	11,165	25,795	26	13,690	6,759	2,260	508	**65,766**	3,511		**72,150**
WA		320	583	1,546		194	3,885	7,145		**13,673**	547		**14,668**
Total	**581**	**8,084**	**22,819**	**63,231**	**4,846**	**45,156**	**47,144**	**27,880**	**8,767**	**228,508**	**20,764**	**600**	**266,370**



The graph below uses seasonal forecast data; the total of each bar is the graph below is a result of: total monthly dispatches to date plus the remaining seasonal forecast which can be updated monthly by contributors



Week 29 Contributors - Packhouses

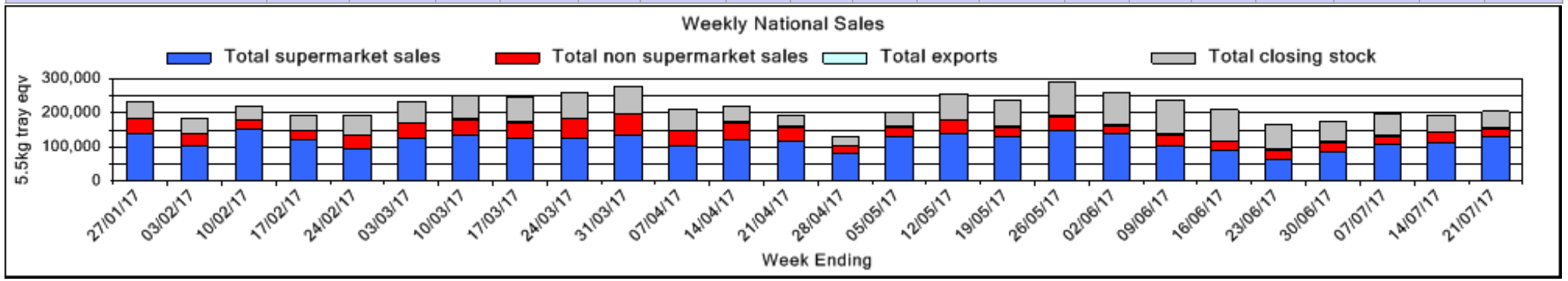
Costa Group (Consolidator)
Natures Fruit Company (Consolidator)
Simpson Farms Pty Ltd (Consolidator)
Sunfresh (Consolidator)
The Avolution (Consolidator)
I & A Tolson (CNSW)
Coastal Avocados (CNSW)
Midcoast Avocados (CNSW)
Lava Valley Produce (CQ)
Costa Avocados/SuperPak (CQ)
Donovan Family Investment Trust (CQ)
Sunny Bluff Produce Pty Ltd (CQ)
Sunnyspot Packhouse Pty Ltd (CQ)
Green Nugget Orchards (SQ)
Balmoral Orchard (SQ)
Mountain Fresh (SQ)
Touchwood Farming (SQ)
Wodonga Park Fruit and Nuts (SQ)
Googa Farms (SQ)
Sunnyspot Packhouse Pty Ltd (SQ)
SC: Less than 3 packhouse contributors
TNR: Less than 3 packhouse contributors
TRI: Less than 3 packhouse contributors
WA: Less than 3 packhouse contributors

Week 29 Contributors - Wholesalers

Costa Farms (Adelaide)
Costa Farms (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)
Etherington (Perth)
Favco Queensland Pty Ltd (Brisbane)
LaManna Premier Group (Melbourne)
Murray Bros (Brisbane)
Nutrano Produce Group (Brisbane)
Sinclair & Antico (Aust) Pty Ltd (Sydney)
The LaManna Group (Adelaide)
The LaManna Group (Sydney)
United Fresh (Adelaide)
VB Sculli (Melbourne)

Sales report including direct sales from packhouses, wholesale sales and stock on hand at wholesale level

	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	40,496			40,496	1,373			1,373	2,496	600			600	109	43,101			43,101
Total Stock on Hand																		
QLD																		
Total supermarket sales	28,928		1,222	30,150	3			3	5						28,933		1,222	30,155
Total non supermarket sales	6,758	13	1,041	7,812	277		40	317	576						7,262	13	1,114	8,388
Total exports	2,726			2,726	5			5	9						2,735			2,735
Total sales	38,412	13	2,263	40,688	285		40	325	591						38,930	13	2,336	41,279
Total Stock on Hand	30,569		88	30,657	161		17	178	324						30,862		119	30,981
SA & TAS																		
Total supermarket sales	18,253			18,253	6			6	11						18,264			18,264
Total non supermarket sales	3,437		11	3,448	777			777	1,413						4,850		11	4,861
Total exports																		
Total sales	21,690		11	21,701	783			783	1,424						23,114		11	23,125
Total Stock on Hand	9,458		275	9,733	2,119		119	2,238	4,069						13,311		491	13,802
VIC																		
Total supermarket sales	31,722			31,722											31,722			31,722
Total non supermarket sales	6,056			6,056	566			566	1,029						7,085			7,085
Total exports																		
Total sales	37,778			37,778	566			566	1,029						38,807			38,807
Total Stock on Hand	2,452			2,452	167			167	304						2,756			2,756
WA																		
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	10,903			10,903	240		117	357	649						11,339		213	11,552
Total Stock on Hand																		
Total																		
Total supermarket sales	129,419		1,222	130,641	1,311		6	1,317	2,395	600			600	109	131,912		1,233	133,145
Total non supermarket sales	17,134	13	1,052	18,199	1,931		151	2,082	3,785						20,645	13	1,327	21,984
Total exports	2,726			2,726	5			5	9						2,735			2,735
Total sales	149,279	13	2,274	151,566	3,247		157	3,404	6,189	600			600	109	155,292	13	2,559	157,864
Total Stock on Hand	42,497		363	42,860	2,539		136	2,675	4,864						47,113		610	47,724

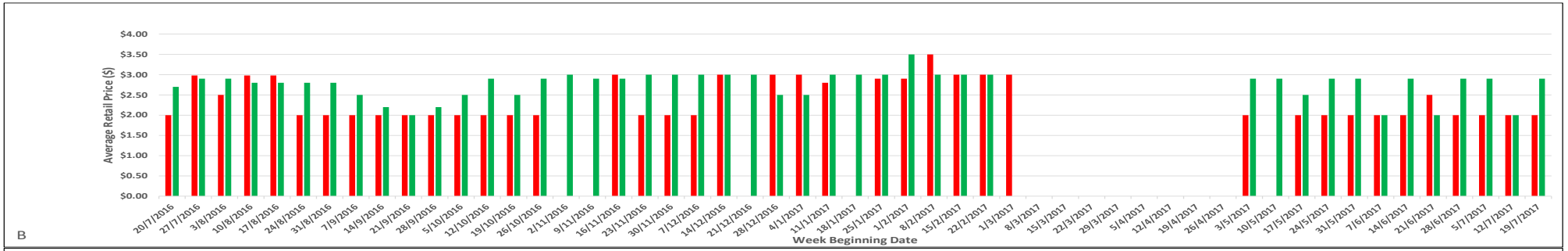


Reporting period: Wed 19 - Tue 25 July 2017 (week 29)

Hass single fruit online retail pricing over 12 months: Coles and Woolworths

Key: Coles online Woolworths online

Brisbane



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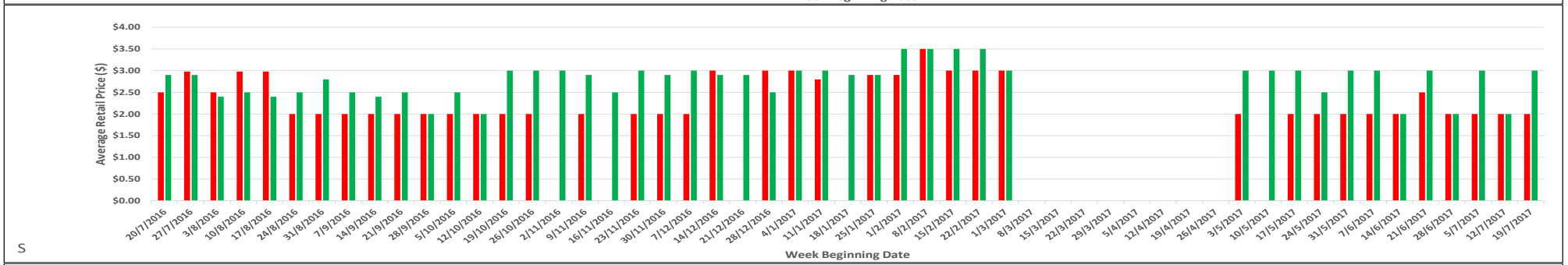
Sydney



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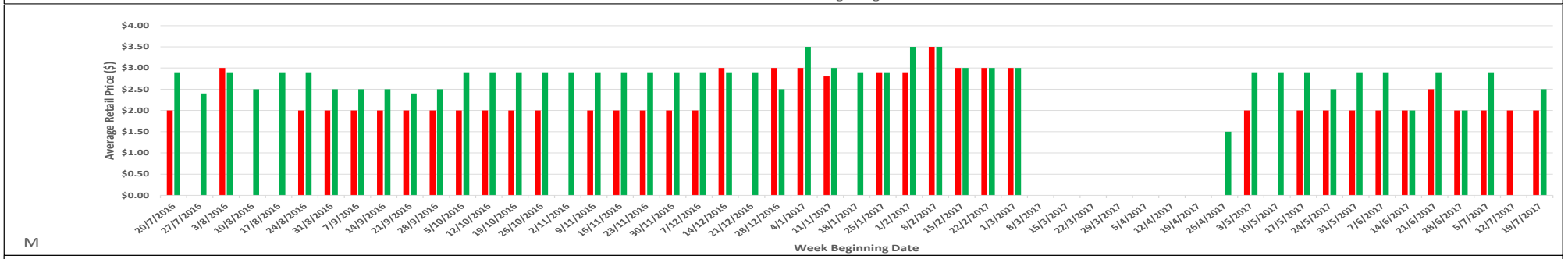
Melbourne



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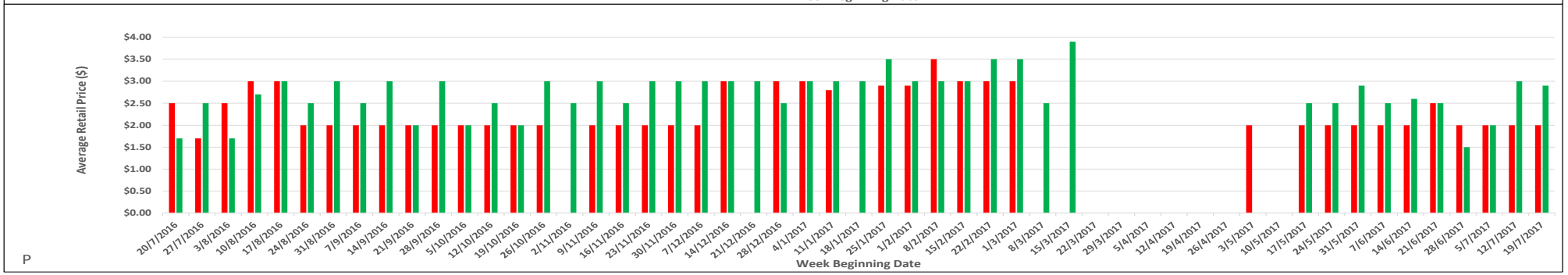
Perth



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Reporting period: Wed 19 - Tue 25 July 2017 (week 29)

Online retail pricing for single fruit, multi-buy and packs

	Pack Type	Variety	Description	Brisbane	Sydney	Melbourne	Perth
Coles	Single fruit	Hass		$2.00	$2.00	$2.00	$2.00
	Multi-buy			-	-	-	-
	3 Pack	Hass		-	-	-	-
	Organic single fruit			-	-	-	-
	Organic 2 pack	*not indicated*		$9.00	$9.00	$9.00	$9.00
Woolworths	Single fruit	Hass		↑$2.90	↑$3.00	$2.50*	↓$2.90
	Multi-buy	Hass		2 for $5*	2 for $5*	-	2 for $5*
	3 pack			$5.90	$5.50	-	-
	5 pack			$5.90	$5.00	$4.90	$6.90
	1kg bag	*not indicated*	*Odd Bunch*	$6.60	$7.90	$8.90	-
	Organic single fruit			-	-	-	-
	Organic 2 pack	*Hass*		-	$8.00	$8.00	$8.00

Key: *offer was advertised as a weekly and/or catalogue special

(Green) + ↑ = increase in price from previous week

(Yellow) = same price as previous week

(Orange) +↓ = decrease in price from previous week

Catalogue Offers:

Aldi - national - no catalogue offers found

Coles - Melbourne - Australian Hass multi-buy 2 for $5.00

Coles - Brisbane, Sydney and Perth - no catalogue offers found

Woolworths - Melbourne - Australian Hass single fruit $2.50

Woolworths - Brisbane, Sydney and Perth - no catalogue offers found

Foodworks - Brisbane - unknown variety 4 pack $3.99

IGA - all states - no catalogue offers found

Notes for graph on previous page:

Online retail pricing for Hass single fruit

12/07/17 (Week 28)
Coles data available for all states
Woolworths data not available for Melbourne

10/05/17 (Week 19)
Coles data not available for all states
Woolworths data not available for Perth

03/05/17 (Week 18)
Woolworths data not available for Perth

26/04/17 (Week 17)
Coles data not available for all states
Woolworths data only available for Melbourne

22/03/17 to 9/04/17 (Weeks 12 to 16)
Coles & Woolworths data not available for all states for these five weeks

15/03/17 (Week 11)
Coles data not available for all states
Woolworths data only available for Perth

08/03/17 (Week 10)
Coles data not available for all states
Woolworths data only available for Perth

01/03/17 (Week 9)
Woolworths data not available for Brisbane

Data collection: Prices published in this report reflect online shopping and catalogue prices from Wednesday to Tuesday, with prices published each Wednesday by major retailers.