



Infocado weekly report

Week 13 - 2020 (21 - 27 March 2020)

**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**

[Conduct dry matter tests at home](#)

[What is Infocado?](#)

[Using and interpreting Infocado reports](#)

[Avocado supply chain education materials](#)

From the CEO, John Tyas:

Given the uncertain market conditions at this time, everyone needs to pay greater attention to their weekly forecasts. We are monitoring supply and prices closely to ensure retailers play fair during this period of volatility, but everyone needs to play their part with accurate information. With the dramatic reduction in the food service sector and exports, pressure has built in the retail sector. We note that many growers have now eased off their harvest in response to market conditions which is great to see. Please continue to have regular communication with your wholesalers. We are also trying to get a better handle on the Shepard-Hass change over so that we can assist retail planning and optimize the levy-funded marketing and promotion program. In terms of other issues related to COVID-19, we will continue to provide updates on the AAL website <https://www.avocado.org.au/public-articles/covid-19-national-resources/> and more detail on the members section <https://www.avocado.org.au/member-articles/covid-19-daily-update/>

Week 13 - 2020 summary:

- Central & North Queensland Packers: please start entering your 4week forecasts if your season is about to start in April. For quality assurance, please remind growers before picking to ensure dry matter of at least 23% for Hass & 21% for Shepard.
- Total dispatch was 316,641 trays, a decrease of 5% on the previous week (332,602 trays) and 12% higher than the forecasted 282,019 trays.
- North Qld supplied the majority of fruit at 86%, followed by Central Qld at 11%. WA, Sunshine Coast & Tristate combined supplied 3%.
- Due to COVID-19, we are unable to provide the Retail Pricing Report as the pricing data required to compile the report is unavailable online.

Marketing Update: Encouraging #smashanavo at home

Australian Avocados has increased its efforts to help our consumers enjoy avocados at home. This includes social media and PR activity with chef Luke Hines about how to make the most of Shepard avocados ([click here](#) – this piece was syndicated across mastheads nationally), and working with him to create recipes for use by various food blogs ([click here](#), [here](#), and [here](#)). And generally, Hort Innovation has been in the media reassuring consumers fresh fruit & vegetables are safe and plentiful ([click here](#) for the release, and [here for a media clip](#)). The industry's marketing activity is helping Aussie consumers connect with (and eat!) Australian avocados. This marketing activity is managed by Hort Innovation and funded by the avocado marketing levy. #smashanavo

Upcoming public holidays: Mon, 13 April: Easter Monday - Please enter data by 11am Tues, 14 April - report will be distributed on Wed instead of Tues.

Report Index: p.2: 4week forecast; import data | p.3: dispatches | p.4: dispatches by region; contributors | p.5: wholesale data |

REPORT NOTES:

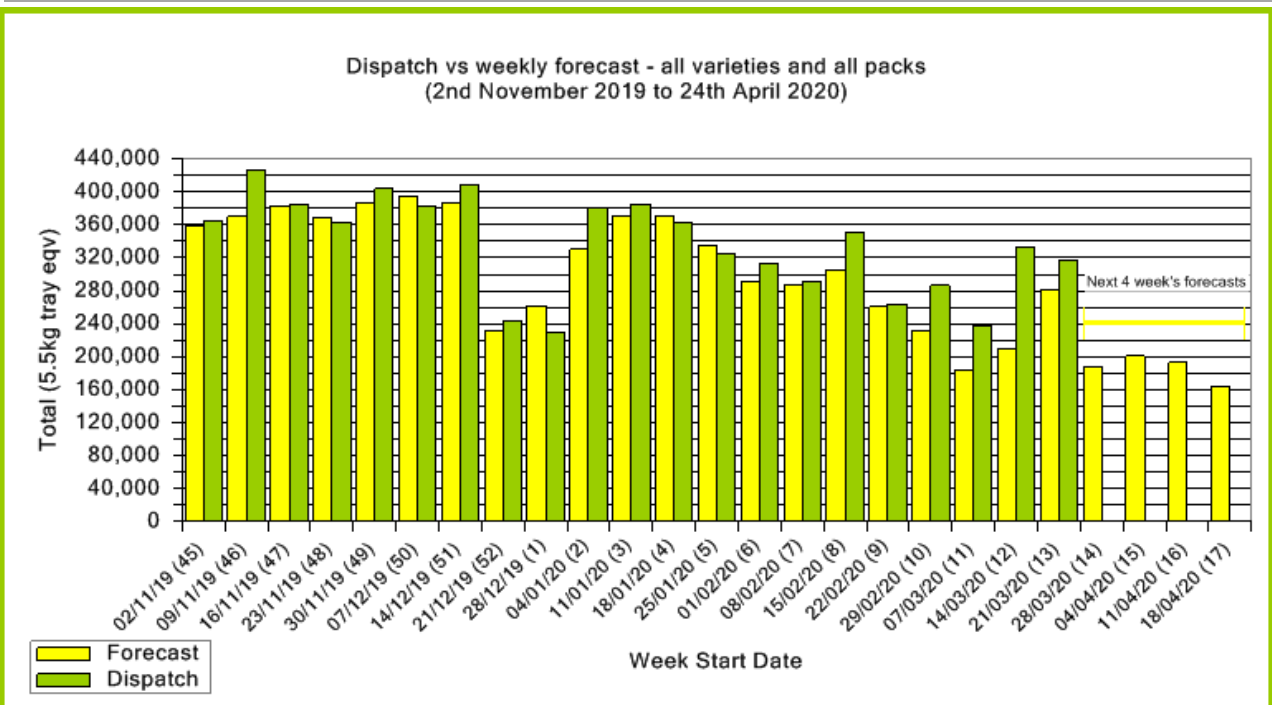
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for 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 publicly released six weeks later. Until public release, the report is confidential.

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 13 - 17)							
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 13 - begin 21/03/2020							
Hass	9,000	3,050					14,545
Lamb Hass	2,640	49					2,729
Shepard	233,999	12,570	12,500	10,000	18,900	2,000	264,745
Week Total	245,639	15,669	12,500	10,000	18,900	2,000	282,019
Week 14 - begin 28/03/2020							
Hass	7,236	2,500					11,781
Lamb Hass	920	124					1,145
Shepard	151,903	8,570	12,500	15,000	15,000	2,000	175,576
Week Total	160,059	11,194	12,500	15,000	15,000	2,000	188,503
Week 15 - begin 04/04/2020							
Hass	9,709	2,500					14,254
Lamb Hass	600	100					782
Shepard	168,219	5,720	12,500	10,000	17,000	2,000	186,165
Week Total	178,528	8,320	12,500	10,000	17,000	2,000	201,201
Week 16 - begin 11/04/2020							
Hass	37,709	2,700			1,800		42,945
Shepard	135,317	4,220	12,500	10,000	16,000	2,000	150,354
Week Total	173,026	6,920	12,500	10,000	17,800	2,000	193,299
Week 17 - begin 18/04/2020							
Hass	38,709	1,400			2,800		41,763
Shepard	114,317	4,500			3,000		123,044
Week Total	153,026	5,900			5,800		164,808

Green shading indicates dispatch data						
Dispatch Data (Week 13 - begin 21/03/2020)						
Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	11,422	1,064				13,357
Lamb Hass	1,102	177				1,424
Other	17,326					17,326
Shepard	239,516	20,930	18,551	14,360	5,389	284,535
Total	269,366	22,171	18,551	14,360	5,389	316,641



New Zealand avocado exports: forecast v dispatch (5.5kg eqv trays) August 2019 - Feb 2020

NZ export to Australia	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Total
Pre-Season Forecast [1] at 27/06/2019	31,760	323,951	425,236	507,708	618,017	431,332	139,261	2,477,265
Updated Season Forecast [1] at 18/12/19	31,760	323,951	476,916	484,043	701,860	487,704	272,963	N/A - these forecasts are updated monthly
Dispatch volume Infocado [1]	34,162	275,902	540,380	411,666	524,115	578,189	367,215	2,731,629
Customs Data of NZ avocado exports [2]	64,469	384,473	535,227	503,839	622,123	556,403		2,666,534

[1] Source: Infocado [2] Source: GTIS - Global Trade Atlas red text = Data not yet complete for the month / season

Yellow cell = Forecast can still be updated
Grey cell = Forecast is set and can no longer be updated

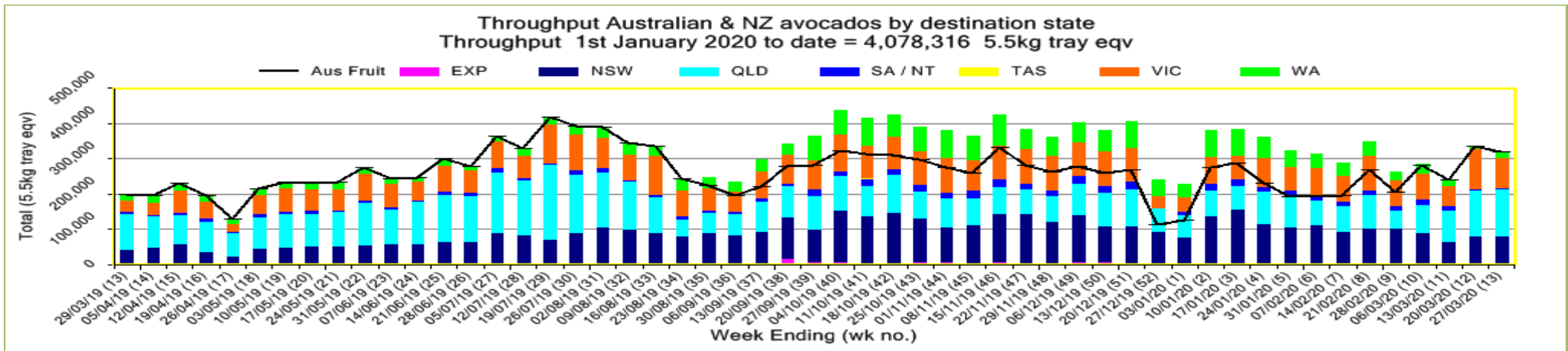
Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 21st March - 27th March 2020 (Wk 13)															
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	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
Central Qld	680	1,094	1,047	8,491		4,757	7,097	3,417	1,760	28,343	4,164			2,459	36,361
North Qld	672	18,312	19,656	59,225	1,410	46,282	34,274	40,381	15,922	236,134	17,028	18,551	14,360	2,930	273,611
Sunshine Coast		4	13	126		171	161	179		654	191				1,001
Tri State	5	13	53	89	92		66	42	58	418	35				482
WA/NT	31	143	463	928		1,043	911	298		3,817	753				5,186
	1,388	19,566	21,232	68,859	1,502	52,253	42,509	44,317	17,740	269,366	22,171	18,551	14,360	5,389	316,641

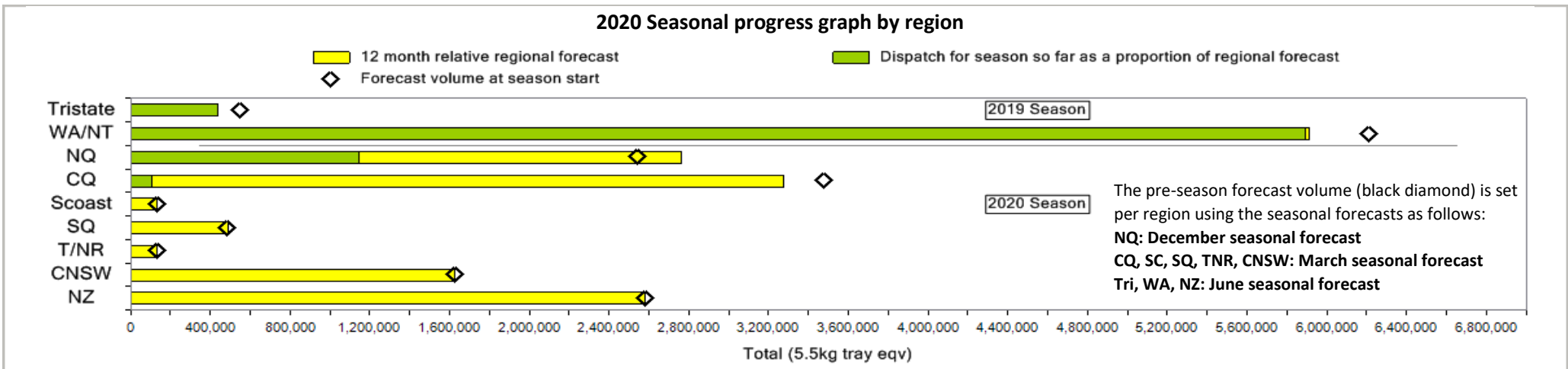
Note: NZ dispatch volumes by Count Size are estimated based on the Count Size distribution of NZ exports to all markets; and NZ dispatch volumes are reported in the week the volumes are expected to arrive in Australia, this is usually approximately one week after being shipped.

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 21st March - 27th March 2020 (Wk 13)															
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	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									1,760	1,760					1,760
NSW	14	7,984	6,601	18,182	345	12,033	10,792	5,645	1,835	63,431	6,949	4,166			76,823
QLD	701	4,618	5,999	25,844	445	22,542	17,987	20,582	5,909	104,627	12,277	14,385	14,360	5,389	133,155
SA / NT	149	70	157	614	29	553	590	386	11	2,559	486				3,443
VIC	493	6,761	8,092	19,299	683	14,369	9,289	15,907	8,225	83,118	1,795				86,382
WA	31	133	383	4,920		2,756	3,851	1,797		13,871	664				15,078
Total	1,388	19,566	21,232	68,859	1,502	52,253	42,509	44,317	17,740	269,366	22,171	18,551	14,360	5,389	316,641



The **seasonal progress graph** below uses seasonal forecast data from direct contributors, it does not consider extrapolated figures that compensate for non-contributing packhouses, thus these figures may be lower than those shown on the seasonal (quarterly) report. The total of each bar in the graph below is a result of total monthly dispatches to date plus the remaining seasonal forecast which can be updated monthly.



Week 13 - 2020 Contributors - Packhouses

Costa Avocado (Consolidator)	Sunnyspot Packhouse Pty Ltd (CQ)	Gunnado Farming Pty Ltd (NQ)
Green Skin Avocados (Consolidator)	Aussie Orchards Growers & Packers (NQ)	Kureen Farming (NQ)
MacKays Marketing (Consolidator)	Avocados with Altitude (NQ)	Paradise Orchards (NQ)
Natures Fruit Company (Consolidator)	AvoNorth (NQ)	Rockridge Farming Pty Ltd (NQ)
Rockridge Fresh (Consolidator)	Battistin Orchards Pty Ltd (NQ)	Rocky Creek Orchards N.Q Pty Ltd (NQ)
Simpson Farms Pty Ltd (Consolidator)	Bellview Orchards Pty Ltd (NQ)	Tinaroo Falls Avocado Trust (NQ)
Costa Avocado/SuperPak (CQ)	Cobra Hill Orchards (NQ)	TRI: Less than 3 packhouse contributors
Donovan Family Investment Trust (CQ)	Costa Avocado/Avocado Estates (NQ)	WA: Less than 3 packhouse contributors
Sunny Bluff Produce Pty Ltd (CQ)		

Week 13 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]	LaManna Premier Group [Melbourne]
Costa Farms [Brisbane]	LaManna Premier Group [Sydney]
Etherington [Perth]	Murray Bros [Brisbane]
Fresh Choice WA Pty Ltd [Perth]	Nutrano Produce Group [Brisbane]
J.H.Leavy & Co [Brisbane]	Sinclair & Antico (Aust) Pty Ltd [Sydney]
LaManna Premier Group [Adelaide]	WA Farm Direct [Perth]

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	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total exports																		
Total sales		37,081		37,081							4,166		4,166	757		37,838		37,838
Total Stock on Hand																		
QLD																		
Total supermarket sales	3,404	74,849	312	78,565		1,407		1,407	2,558		14,385		14,385	2,615	3,404	80,023	312	83,739
Total non supermarket sales		3,904		3,904		603		603	1,096							5,000		5,000
Total exports		1,760		1,760												1,760		1,760
Total sales	3,404	80,513	312	84,229		2,010		2,010	3,655		14,385		14,385	2,615	3,404	86,783	312	90,499
Total Stock on Hand	23,682	5,979		29,661		610		610	1,109						23,682	7,088		30,770
SA & TAS	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total exports																		
Total sales	2,680	4,957	3	7,640	488	540	32	1,060	1,927						3,567	5,939	61	9,567
Total Stock on Hand																		
VIC	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total exports																		
Total sales	1,752	45,659	17,014	64,425	481	1,219		1,700	3,091						2,627	47,875	17,014	67,516
Total Stock on Hand																		
WA																		
Total supermarket sales		11,182		11,182												11,182		11,182
Total non supermarket sales	2,988			2,988	1,214			1,214	2,207						5,195			5,195
Total exports																		
Total sales	2,988	11,182		14,170	1,214			1,214	2,207						5,195	11,182		16,377
Total Stock on Hand	16,978			16,978	836			836	1,520						18,498			18,498
Total																		
Total supermarket sales	3,404	171,539	17,326	192,269		2,626		2,626	4,775		18,551		18,551	3,373	3,404	179,686	17,326	200,416
Total non supermarket sales	7,420	6,093	3	13,516	2,183	1,143	32	3,358	6,105						11,389	8,171	61	19,621
Total exports		1,760		1,760												1,760		1,760
Total sales	10,824	179,392	17,329	207,545	2,183	3,769	32	5,984	10,880		18,551		18,551	3,373	14,793	189,618	17,387	221,798
Total Stock on Hand	72,112	11,407		83,519	3,942	1,376		5,318	9,669						79,279	13,909		93,188

