



Infocado weekly report

Week 14 - 2020 (28 March - 3 April 2020)

**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**

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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 and we have seen market prices fall. We note that many growers have now eased off their harvest in response to market conditions which is great to see. Please continue to communicate 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 14 - 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 165,405 trays, a decrease of 48% on the previous week (316,641 trays) and 12% lower than the forecasted 188,503 trays.
- North Qld supplied the majority of fruit at 72%, followed by Central Qld at 28% & Sunshine Coast at 1%.
- Due to COVID-19 and current retail sector restrictions, the publication of the weekly pricing report has been temporarily suspended.

Marketing Update: We need your avocado inspiration!

We want to see how Australian avocado growers #smashanavoathome! To keep driving demand for in-home consumption of avocados during this time, we're asking industry members to submit a short video of how you use avocado at home, and what your best at-home-use ideas are. These short videos will be posted on the Australian Avocados [Facebook](#) (@AustralianAvocados) and [Instagram](#) (australianavocados) Story platforms, with a call to action for consumers to support local growers by sharing how they #smashanavoathome. Post your video (tagging in Australian Avocados) and email or text your video to Hayleigh at mdm@avocado.org.au or 0418 960 125. Read more about all of the current marketing activity by [clicking here](#). 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:

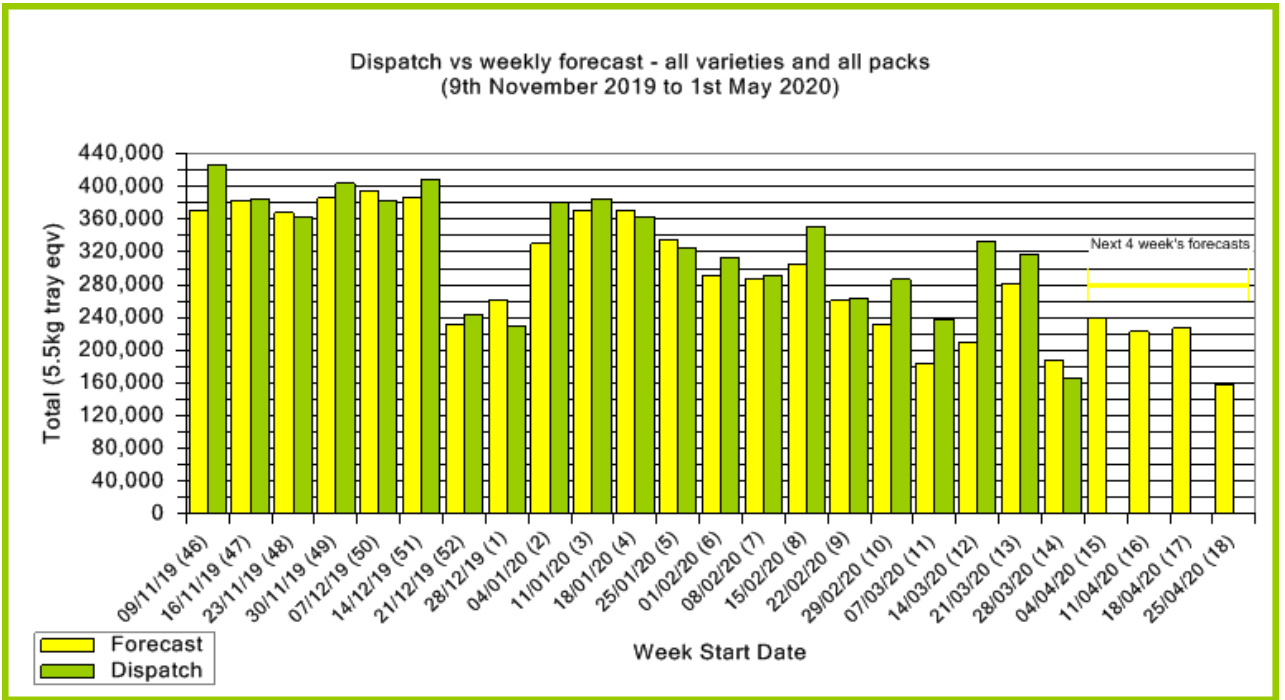
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for 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 14 - 18)							
Variety	Trays -	Bulk	P/Pk	Oil	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	5.5Kg Eqv
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	199,703	8,920	12,500	10,000	24,600	2,000	224,849
Week Total	210,012	11,520	12,500	10,000	24,600	2,000	239,885
Week 16 - begin 11/04/2020							
Hass	45,709	4,700			1,800		54,581
Shepard	148,977	7,080	12,500		19,600	2,000	168,051
Week Total	194,686	11,780	12,500		21,400	2,000	222,632
Week 17 - begin 18/04/2020							
Hass	76,509	8,500			6,400		93,128
Shepard	119,677	4,550	17,000		11,000	2,000	133,405
Week Total	196,186	13,050	17,000		17,400	2,000	226,532
Week 18 - begin 25/04/2020							
Hass	68,400	9,300	2,000		7,700	1,500	87,346
Shepard	65,000	3,200			300		70,873
Week Total	133,400	12,500	2,000		8,000	1,500	158,219

Green shading indicates dispatch data					
Dispatch Data (Week 14 - begin 28/03/2020)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	544	113			749
Other	5,976				5,976
Shepard	127,233	14,260	24,194	6,159	158,679
Total	133,753	14,373	24,194	6,159	165,405



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

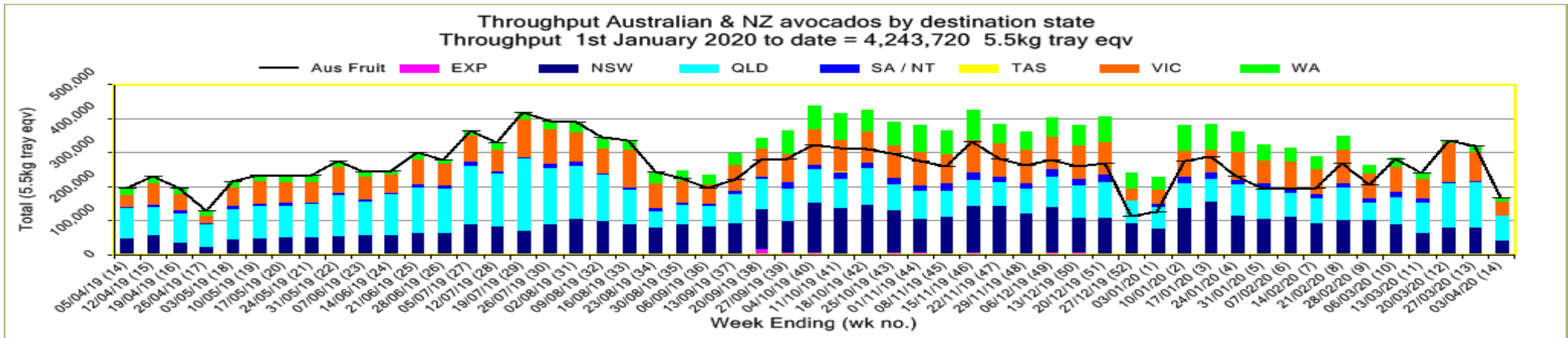
Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 28th March - 3rd April 2020 (Wk 14)														
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	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
Central Qld		657	2,440	6,852		6,137	8,324	5,312	1,842	31,564	7,548		2,329	45,711
North Qld	165	7,603	6,886	27,244	518	23,695	16,638	14,643	4,184	101,576	6,679	24,194	3,830	118,815
Sunshine Coast		5	7	82		281	81	157		613	146			878
	165	8,265	9,333	34,178	518	30,113	25,043	20,112	6,026	133,753	14,373	24,194	6,159	165,405

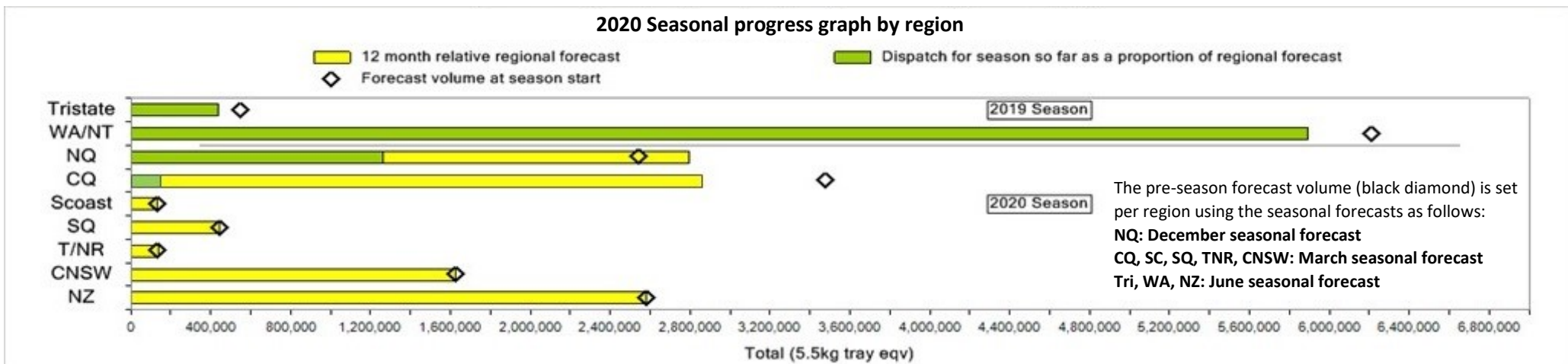
Note: NZ dispatch volumes by Count Size are estimated based on the Count Size distribution of NZ exports to all markets; and NZ dispatch volumes are reported in the week the volumes are expected to arrive in Australia, this is usually approximately one week after being shipped.

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 28th March - 3rd April 2020 (Wk 14)														
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	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP	5	14	181	144				248	960	1,552				1,552
NSW	1	3,225	2,727	9,738	205	7,533	6,221	1,351	384	31,385	3,392	5,598		38,570
QLD	157	1,337	3,294	11,312	313	14,244	10,441	10,138	1,338	52,574	8,870	18,596	6,159	73,202
SA / NT						342	640	160		1,142				1,142
VIC	2	3,689	3,131	11,384		7,034	4,061	4,985	3,344	37,630	1,329			40,046
WA				1,600		960	3,680	3,230		9,470	782			10,892
Total	165	8,265	9,333	34,178	518	30,113	25,043	20,112	6,026	133,753	14,373	24,194	6,159	165,405



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 14 - 2020 Contributors - Packhouses

Costa Avocado (Consolidator)	AvoNorth (North Qld)	Rockridge Farming Pty Ltd (North Qld)
Green Skin Avocados (Consolidator)	Battistin Orchards Pty Ltd (North Qld)	Rocky Creek Orchards Pty Ltd (North Qld)
MacKays Marketing (Consolidator)	Bellview Orchards Pty Ltd (North Qld)	Costa Avocado/SuperPak (Central Qld)
Natures Fruit Company (Consolidator)	Cobra Hill Orchards (North Qld)	Donovan Family Investment Trust (Central Qld)
Rockridge Fresh (Consolidator)	Costa Avocado/Avocado Estates (North Qld)	Sunny Bluff Produce Pty Ltd (Central Qld)
Simpson Farms Pty Ltd (Consolidator)	Gunnado Farming Pty Ltd (North Qld)	Sunnyspot Packhouse Pty Ltd (Central Qld)
Aussie Orchards Growers & Packers (North Qld)	Kureen Farming (North Qld)	
Avocados with Altitude (North Qld)	Primo Produce Pty Ltd (North Qld)	

Week 14 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]	LaManna Premier Group [Sydney]
Costa Farms [Melbourne]	Murray Bros [Brisbane]
Etherington [Perth]	Nutrano Produce Group [Brisbane]
Fresh Choice WA Pty Ltd [Perth]	Sinclair & Antico (Aust) Pty Ltd [Sydney]
J.H.Leavy & Co [Brisbane]	United Fresh [Adelaide]
LaManna Premier Group [Adelaide]	WA Farm Direct [Perth]
LaManna Premier Group [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	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	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total sales	485	21,755		22,240		8	39	47	85		5,598		5,598	1,018	485	22,787	71	23,343
Total Stock on Hand																		
QLD																		
Total supermarket sales	4,339	26,370	1,650	32,359		1,095		1,095	1,991		18,596		18,596	3,381	4,339	31,742	1,650	37,731
Total non supermarket sales	56	1,407		1,463		51		51	93						56	1,500		1,556
Total exports		1,552		1,552												1,552		1,552
Total sales	4,395	29,329	1,650	35,374		1,146		1,146	2,084		18,596		18,596	3,381	4,395	34,794	1,650	40,839
Total Stock on Hand	19,448	1,051		20,499		82		82	149						19,448	1,200		20,648
SA & TAS																		
Total supermarket sales		3,776		3,776												3,776		3,776
Total non supermarket sales	975	2,099		3,074	88	1,365		1,453	2,642						1,135	4,581		5,716
Total exports																		
Total sales	975	5,875		6,850	88	1,365		1,453	2,642						1,135	8,357		9,492
Total Stock on Hand	5,079	7,320		12,399	121	866		987	1,795						5,299	8,895		14,194
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	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total sales	4,889	29,919	4,326	39,134	866	352		1,218	2,215						6,464	30,559	4,326	41,349
Total Stock on Hand																		
WA																		
Total supermarket sales		7,710		7,710												7,710		7,710
Total non supermarket sales	3,295			3,295	1,153			1,153	2,096						5,391			5,391
Total exports																		
Total sales	3,295	7,710		11,005	1,153			1,153	2,096						5,391	7,710		13,101
Total Stock on Hand	19,019			19,019	908			908	1,651						20,670			20,670
Total																		
Total supermarket sales	4,339	89,530	5,976	99,845		1,455		1,455	2,645		24,194		24,194	4,399	4,339	96,574	5,976	106,889
Total non supermarket sales	9,700	3,506		13,206	2,107	1,416	39	3,562	6,476						13,531	6,081	71	19,682
Total exports		1,552		1,552												1,552		1,552
Total sales	14,039	94,588	5,976	114,603	2,107	2,871	39	5,017	9,122		24,194		24,194	4,399	17,870	104,207	6,047	128,123
Total Stock on Hand	75,950	8,371		84,321	5,788	948	164	6,900	12,545						86,474	10,095	298	96,867

Weekly National Sales

