



## Infocado weekly report

### Week 15 - 2020 (04 - 10 April 2020)

**Hort  
Innovation**  
Strategic levy investment

**AVOCADO  
FUND**

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[What is Infocado?](#)

[Using and interpreting Infocado reports](#)

[Avocado supply chain education materials](#)

#### From the CEO, John Tyas:

The market appears to have settled a bit which is great. Keep the communication going with your supply chain partners and make sure your weekly forecasts are as accurate as possible. As with COVID-19 measures, now is not the time to slacken off. Our price monitoring is indicating the major retailers are setting appropriate prices at point of sale and this should continue to clear the supply. We are in regular communication with the major chains and trying to ensure a smooth transition from Shepard to Hass over the next few weeks.

We are also communicating regularly with Hort Innovation to leverage the best out of the marketing levy investment. We hope you will all make a big effort to share your best at-home-use ideas (see below). I've been telling the media that you are the avocado experts so don't let the industry down—share your videos!

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 15 - 2020 summary:

- South, Central & North Queensland Packers: please start entering your 4week forecasts if your season is about to start in April and May. For quality assurance, please remind growers before picking to ensure dry matter of at least 23% for Hass & 21% for Shepard.
- Total dispatch was 233,559 trays, an increase of 41% on the previous week (165,405 trays) and 3% lower than the forecasted 239,885 trays.
- North Qld supplied the majority of fruit at 80%, followed by Central Qld at 19% & Sunshine Coast at 1%.

#### 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](mailto: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 04 May: Labour Day in QLD: enter data by 11am Tue 05 May, report will be distributed on Wed instead of Tue.

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

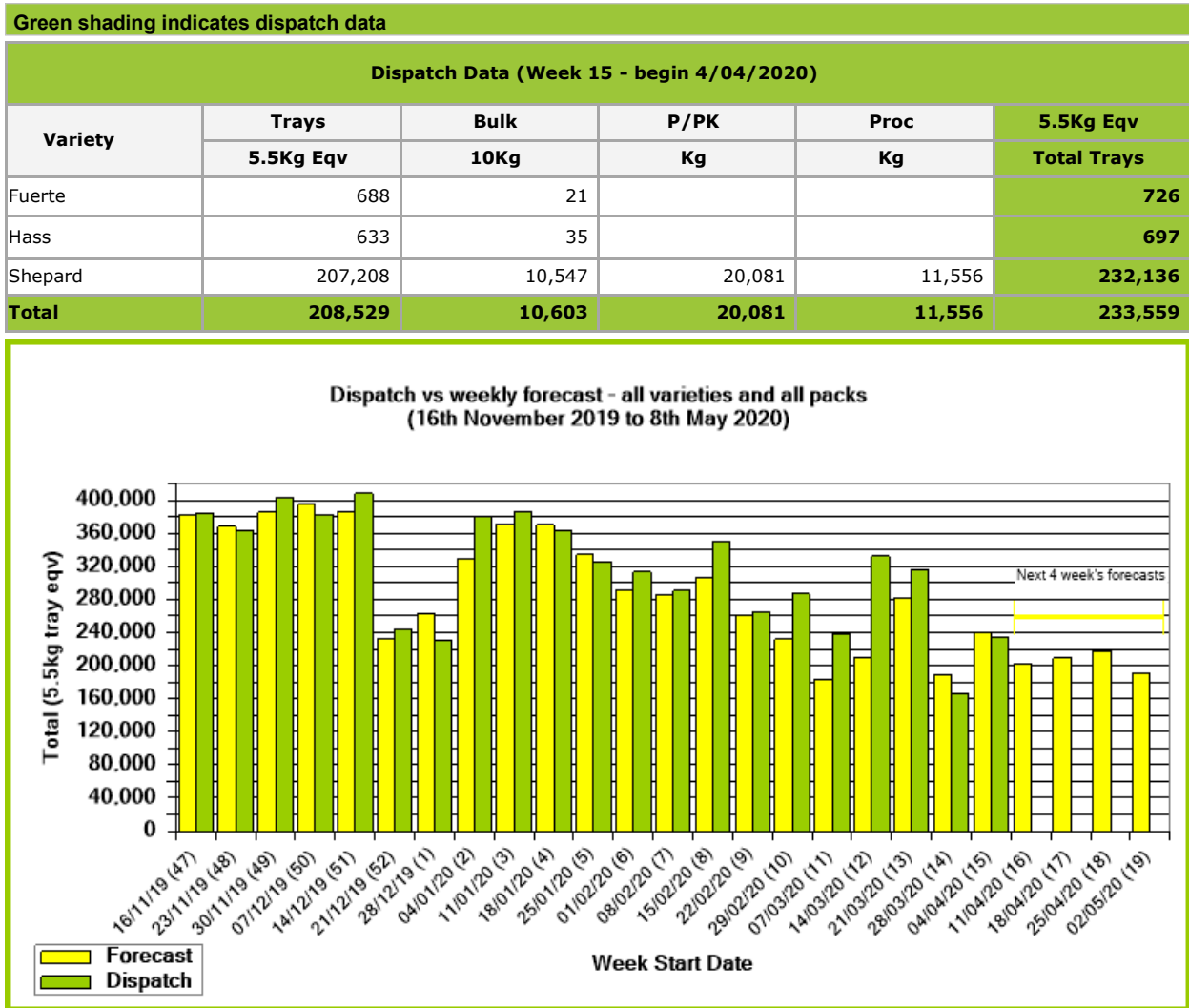
#### REPORT NOTES:

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 15 - 19)							
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 15 - begin 04/04/2020</b>							
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
<b>Week Total</b>	<b>210,012</b>	<b>11,520</b>	<b>12,500</b>	<b>10,000</b>	<b>24,600</b>	<b>2,000</b>	<b>239,885</b>
<b>Week 16 - begin 11/04/2020</b>							
Fuerte	500	50					591
Hass	26,242	5,700			1,900		36,951
Shepard	143,977	8,400	10,000		17,600	1,000	164,450
<b>Week Total</b>	<b>170,719</b>	<b>14,150</b>	<b>10,000</b>		<b>19,500</b>	<b>1,000</b>	<b>201,991</b>
<b>Week 17 - begin 18/04/2020</b>							
Fuerte	500	50					591
Hass	57,009	10,500			6,400		77,264
Shepard	119,277	4,300	10,000		14,000	1,000	131,640
<b>Week Total</b>	<b>176,786</b>	<b>14,850</b>	<b>10,000</b>		<b>20,400</b>	<b>1,000</b>	<b>209,495</b>
<b>Week 18 - begin 25/04/2020</b>							
Fuerte	500	50					591
Hass	98,609	11,900	2,000		9,600	1,500	122,627
Shepard	89,777	2,800			300		94,923
<b>Week Total</b>	<b>188,886</b>	<b>14,750</b>	<b>2,000</b>		<b>9,900</b>	<b>1,500</b>	<b>218,141</b>
<b>Week 19 - begin 02/05/2020</b>							
Hass	103,589	10,000			7,800		123,189
Shepard	65,177	1,100					67,177
<b>Week Total</b>	<b>168,766</b>	<b>11,100</b>			<b>7,800</b>		<b>190,366</b>



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	264,517	2,931,051

[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

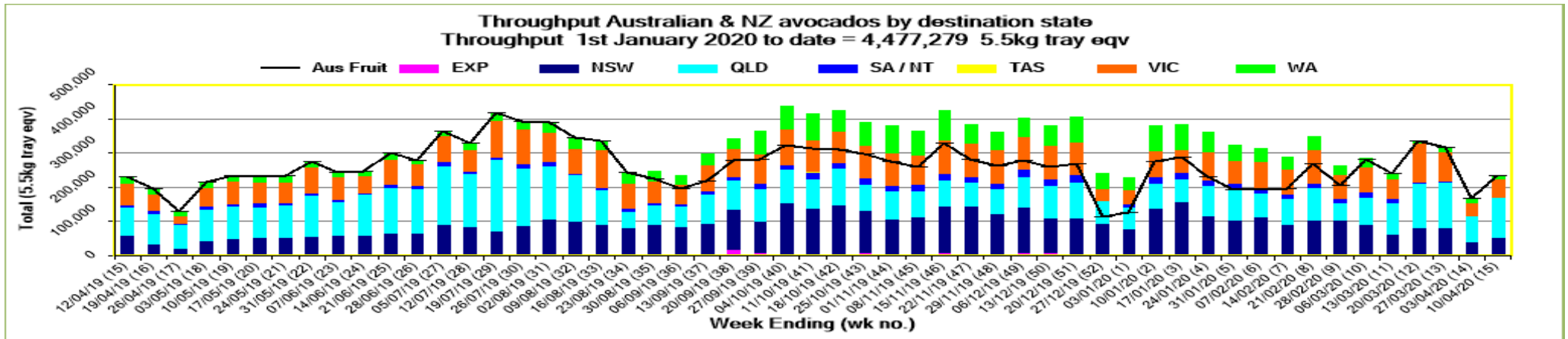
## Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 4th April - 10th April 2020 (Wk 15)														
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		1,588	2,685	6,925		6,115	9,392	4,454	1,529	32,688	5,127		10,673	43,951
North Qld	207	11,342	7,668	45,391	420	37,746	27,765	30,282	12,860	173,681	5,263	20,081	883	187,062
Sunshine Coast	35	89	142	333	106	212	1,122	121		2,160	213			2,547
	242	13,019	10,495	52,649	526	44,073	38,279	34,857	14,389	208,529	10,603	20,081	11,556	233,559

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.

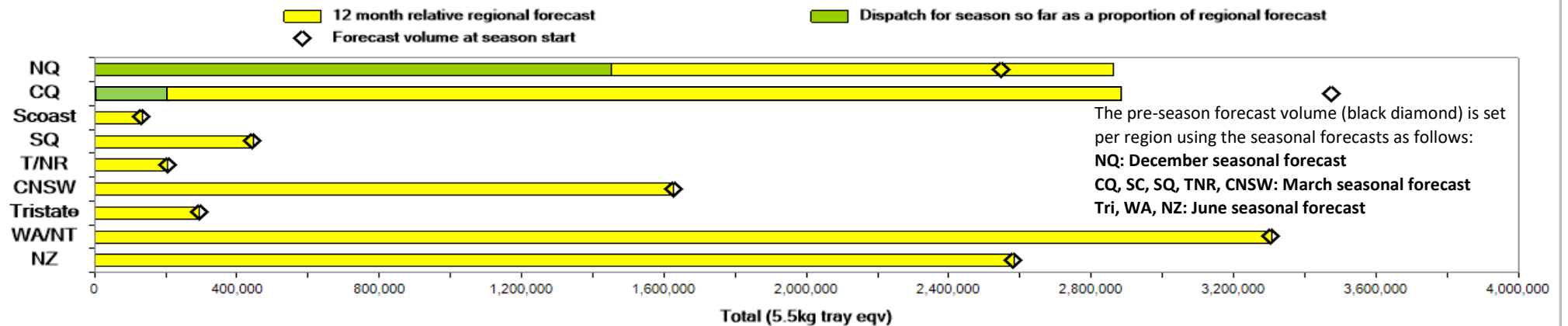
## Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 4th April - 10th April 2020 (Wk 15)														
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	6	10	33					288	633	970	550			1,970
NSW	2	3,709	2,391	10,206	24	10,764	11,363	2,472	254	41,185	4,748	5,230		50,769
QLD	3	4,155	4,600	22,530	395	21,972	14,927	26,425	8,505	103,512	3,857	14,851	11,556	115,326
SA / NT						138	640	320		1,098	352			1,738
TAS						17	17	126		160				160
VIC	231	5,145	3,471	19,113	107	10,222	6,052	2,669	4,997	52,007	1,071			53,954
WA				800		960	5,280	2,557		9,597	25			9,642
<b>Total</b>	<b>242</b>	<b>13,019</b>	<b>10,495</b>	<b>52,649</b>	<b>526</b>	<b>44,073</b>	<b>38,279</b>	<b>34,857</b>	<b>14,389</b>	<b>208,529</b>	<b>10,603</b>	<b>20,081</b>	<b>11,556</b>	<b>233,559</b>



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.

### 2020 Seasonal progress graph by region



#### Week 15 - 2020 Contributors - Packhouses

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

#### Week 15 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]	LaManna Premier Group [Sydney]
De Luca Banana Marketing Pty Ltd [Brisbane]	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																	
<b>Total supermarket sales</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total exports</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total sales</b>	1,804	27,841		29,645	356			356	647		5,230		5,230	951	2,451	28,792		31,243
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	5,679	80,019		85,698	29	391		420	764		14,851		14,851	2,700	5,732	83,430		89,162
<b>Total non supermarket sales</b>	1,501	235		1,736	101			101	184						1,685	235		1,920
<b>Total exports</b>		970		970		550		550	1,000							1,970		1,970
<b>Total sales</b>	7,180	81,224		88,404	130	941		1,071	1,947		14,851		14,851	2,700	7,416	85,635		93,051
<b>Total Stock on Hand</b>	17,248	266		17,514	5			5	9						17,257	266		17,523
SA & TAS																		
<b>Total supermarket sales</b>		3,711		3,711												3,711		3,711
<b>Total non supermarket sales</b>	1,647	2,695		4,342	264	983		1,247	2,267						2,127	4,482		6,609
<b>Total exports</b>																		
<b>Total sales</b>	1,647	6,406		8,053	264	983		1,247	2,267						2,127	8,193		10,320
<b>Total Stock on Hand</b>	4,984	5,148		10,132	433	193		626	1,138						5,771	5,499		11,270
VIC	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total supermarket sales</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total non supermarket sales</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total exports</b>	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
<b>Total sales</b>	1,148	45,572		46,720	395	176		571	1,038						1,866	45,892		47,758
<b>Total Stock on Hand</b>																		
WA																		
<b>Total supermarket sales</b>		9,597		9,597												9,597		9,597
<b>Total non supermarket sales</b>	4,872			4,872	1,169			1,169	2,125						6,997			6,997
<b>Total exports</b>																		
<b>Total sales</b>	4,872	9,597		14,469	1,169			1,169	2,125						6,997	9,597		16,594
<b>Total Stock on Hand</b>	15,137	94		15,231	805	10		815	1,482						16,601	112		16,713
Total																		
<b>Total supermarket sales</b>	6,250	166,740		172,990	29	567		596	1,084		20,081		20,081	3,651	6,303	171,422		177,725
<b>Total non supermarket sales</b>	10,401	2,930		13,331	2,285	983		3,268	5,942						14,555	4,717		19,272
<b>Total exports</b>		970		970		550		550	1,000							1,970		1,970
<b>Total sales</b>	16,651	170,640		187,291	2,314	2,100		4,414	8,025		20,081		20,081	3,651	20,858	178,109		198,967
<b>Total Stock on Hand</b>	66,597	5,508		72,105	4,432	203		4,635	8,427						74,655	5,877		80,532

