



## Infocado weekly report

### Week 16 - 2020 (11 - 17 April 2020)

**Hort  
Innovation**  
Strategic levy investment

**AVOCADO  
FUND**

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#### 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 16 - 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 166,508 trays, a decrease of 29% on the previous week (233,559 trays) and 18% lower than the forecasted 201,991 trays.
- North Qld supplied the majority of fruit at 70%, followed by Central Qld at 29% & Sunshine Coast less than 1%.

#### Marketing Update: #smashanavoathome on the way

After a great response from industry, we have a collection of videos showcasing how to #smashanavoathome. The idea of this campaign is to keep driving demand for in-home consumption of avocados. If you still want to contribute, 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. You can catch up on the industry's promotional activities by [clicking here](#), and there's more happening all the time, as Australian Avocados encourages everyone to #smashanavoathome. 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.

**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:

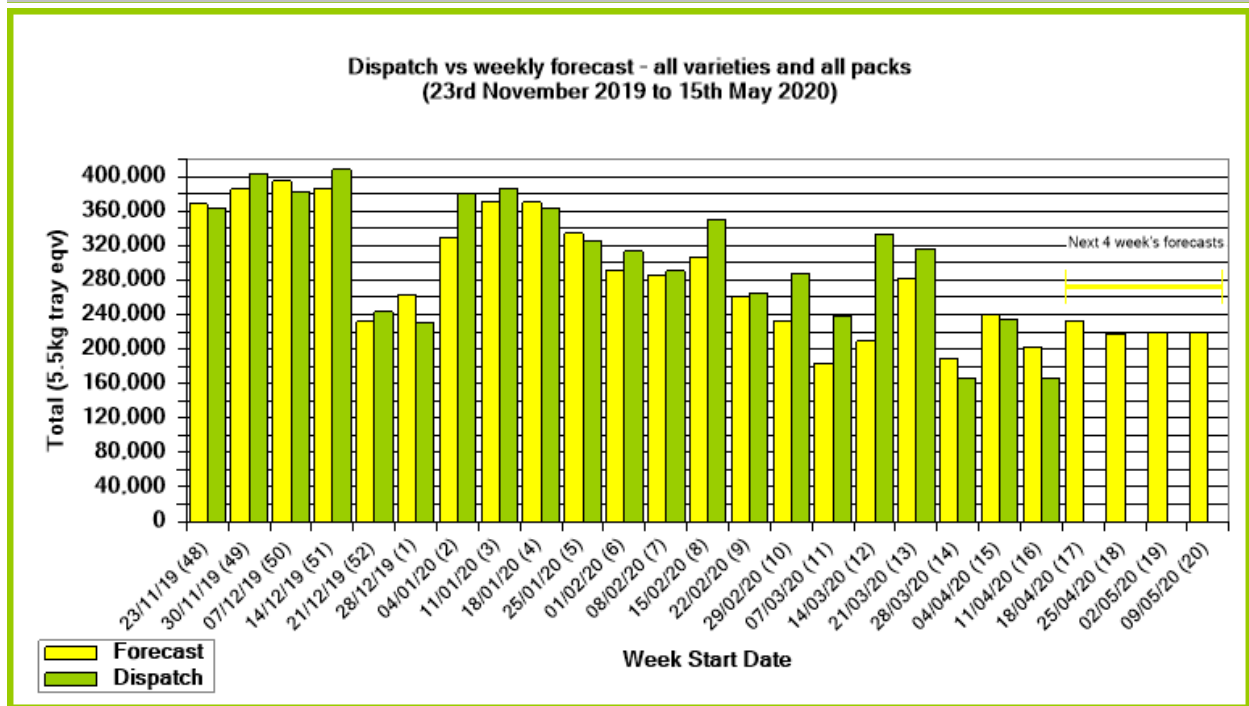
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for 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 16 - 20)						
Variety	Trays -	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<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	79,682	9,820	1,500	8,100	1,000	99,465
Sharwil	500	200				864
Shepard	119,677	4,400	10,000	10,000	1,000	131,495
<b>Week Total</b>	<b>200,359</b>	<b>14,470</b>	<b>11,500</b>	<b>18,100</b>	<b>2,000</b>	<b>232,414</b>
<b>Week 18 - begin 25/04/2020</b>						
Fuerte	500	50				591
Hass	96,982	12,062	2,000	9,600	1,500	121,295
Sharwil	500	200				864
Shepard	88,077	3,200	2,000	2,300	2,000	95,041
<b>Week Total</b>	<b>186,059</b>	<b>15,512</b>	<b>4,000</b>	<b>11,900</b>	<b>3,500</b>	<b>217,790</b>
<b>Week 19 - begin 02/05/2020</b>						
Hass	120,682	12,900	2,000	10,700	1,500	146,719
Sharwil	500	200				864
Shepard	68,177	1,600				71,086
<b>Week Total</b>	<b>189,359</b>	<b>14,700</b>	<b>2,000</b>	<b>10,700</b>	<b>1,500</b>	<b>218,668</b>
<b>Week 20 - begin 09/05/2020</b>						
Hass	139,182	13,200	2,000	11,200	1,500	165,855
Sharwil	500	200				864
Shepard	51,677	800				53,132
<b>Week Total</b>	<b>191,359</b>	<b>14,200</b>	<b>2,000</b>	<b>11,200</b>	<b>1,500</b>	<b>219,850</b>

Green shading indicates dispatch data					
Dispatch Data (Week 16 - begin 11/04/2020)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	14,272	1,024			16,134
Sharwil	334	96			509
Shepard	129,321	6,992	37,329	5,748	149,866
<b>Total</b>	<b>143,927</b>	<b>8,112</b>	<b>37,329</b>	<b>5,748</b>	<b>166,508</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

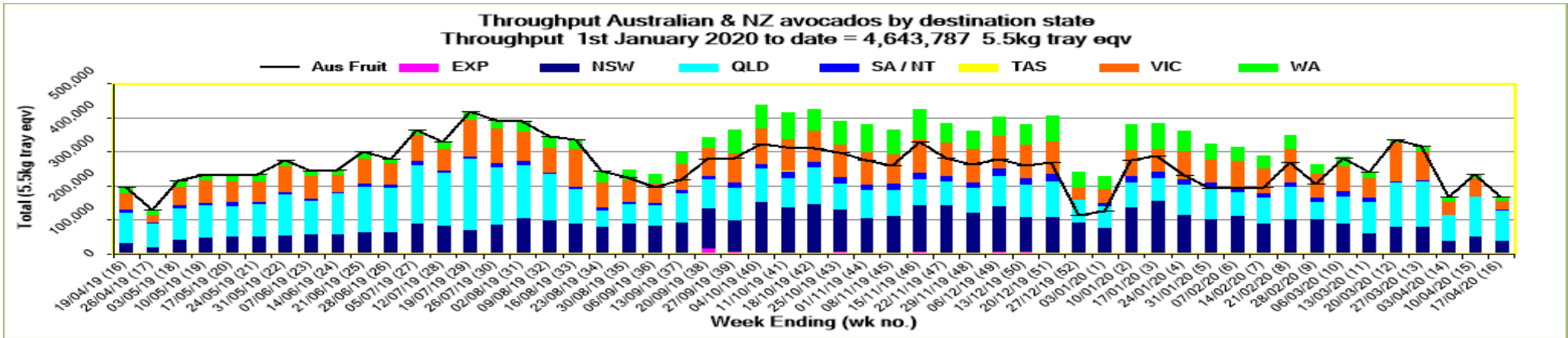
## Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 11th April - 17th April 2020 (Wk 16)														
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		1,101	1,611	5,862		10,204	10,511	9,933	2,112	41,334	3,739		3,947	48,850
North Qld	81	6,003	4,740	26,179	89	23,241	19,497	17,084	5,211	102,125	4,353	37,329	1,801	117,154
Sunshine Coast			2	3		262	192	9		468	20			504
	<b>81</b>	<b>7,104</b>	<b>6,353</b>	<b>32,044</b>	<b>89</b>	<b>33,707</b>	<b>30,200</b>	<b>27,026</b>	<b>7,323</b>	<b>143,927</b>	<b>8,112</b>	<b>37,329</b>	<b>5,748</b>	<b>166,508</b>

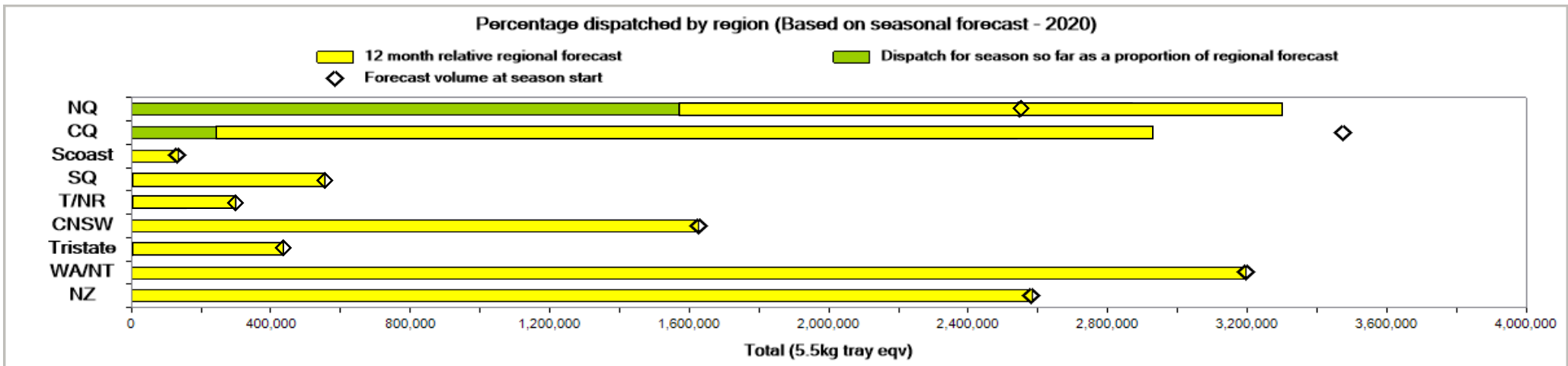
Note: NZ dispatch volumes by Count Size are estimated based on the Count Size distribution of NZ exports to all markets; and NZ dispatch volumes are reported in the week the volumes are expected to arrive in Australia, this is usually approximately one week after being shipped.

## Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 11th April - 17th April 2020 (Wk 16)														
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								144	538	682	130			918
NSW		2,806	2,334	9,172		7,635	7,341	1,375	128	30,791	2,093	11,548		36,696
QLD		2,541	2,940	14,134	89	21,235	14,162	18,222	5,666	78,989	3,587	25,781	5,748	91,243
SA / NT							26	1,273		1,299				1,299
TAS								160		160				160
VIC	81	1,757	1,079	8,098		4,357	4,351	987	991	21,701	2,285			25,856
WA				640		480	4,320	4,865		10,305	17			10,336
<b>Total</b>	<b>81</b>	<b>7,104</b>	<b>6,353</b>	<b>32,044</b>	<b>89</b>	<b>33,707</b>	<b>30,200</b>	<b>27,026</b>	<b>7,323</b>	<b>143,927</b>	<b>8,112</b>	<b>37,329</b>	<b>5,748</b>	<b>166,508</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.



#### Week 16 - 2020 Contributors - Packhouses

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

#### Week 16 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]	LaManna Premier Group [Sydney]
Costa Farms [Melbourne]	Murray Bros [Brisbane]
Etherington [Perth]	N & A Fruit Distributors Pty Ltd [Sydney]
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]	United Fresh [Adelaide]
LaManna Premier Group [Melbourne]	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																		
<b>Total supermarket sales</b>	924	25,045		25,969							23,298		23,298	4,236	924	29,281		30,205
<b>Total non supermarket sales</b>	1,565	311		1,876	62	820		882	1,604						1,678	1,802		3,480
<b>Total exports</b>		80		80		25		25	45							125		125
<b>Total sales</b>	2,489	25,436		27,925	62	845		907	1,649		23,298		23,298	4,236	2,602	31,208		33,810
<b>Total Stock on Hand</b>	384	884		1,268	6	1,248		1,254	2,280						395	3,153		3,548
QLD																		
<b>Total supermarket sales</b>	13,105	60,156		73,261	713			713	1,296		25,781		25,781	4,687	14,401	64,843		79,245
<b>Total non supermarket sales</b>	462	819		1,281	48	91		139	253						549	984		1,534
<b>Total exports</b>		682		682		130		130	236							918		918
<b>Total sales</b>	13,567	61,657		75,224	761	221		982	1,785		25,781		25,781	4,687	14,951	66,746		81,697
<b>Total Stock on Hand</b>	12,034	105		12,139	105	1		106	193						12,225	107		12,332
SA & TAS																		
<b>Total supermarket sales</b>		3,716		3,716												3,716		3,716
<b>Total non supermarket sales</b>	1,377	116	592	2,085	62	907		969	1,762						1,490	1,765	592	3,847
<b>Total exports</b>																		
<b>Total sales</b>	1,377	3,832	592	5,801	62	907		969	1,762						1,490	5,481	592	7,563
<b>Total Stock on Hand</b>	3,587	6,935	48	10,570	371	470		841	1,529						4,262	7,790	48	12,099
VIC																		
<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>	5,573	15,100		20,673	1,292	362		1,654	3,007						7,922	15,758		23,680
<b>Total Stock on Hand</b>																		
WA																		
<b>Total supermarket sales</b>		9,825		9,825												9,825		9,825
<b>Total non supermarket sales</b>	3,384	123		3,507	1,003	12		1,015	1,845						5,208	145		5,352
<b>Total exports</b>																		
<b>Total sales</b>	3,384	9,948		13,332	1,003	12		1,015	1,845						5,208	9,970		15,177
<b>Total Stock on Hand</b>	16,178			16,178	699			699	1,271						17,449			17,449
Total																		
<b>Total supermarket sales</b>	14,029	113,842		127,871	713	362		1,075	1,955		49,079		49,079	8,923	15,325	123,424		138,749
<b>Total non supermarket sales</b>	12,121	1,369	592	14,082	2,467	1,830		4,297	7,813						16,607	4,696	592	21,895
<b>Total exports</b>	240	762		1,002		155		155	282						240	1,044		1,284
<b>Total sales</b>	26,390	115,973	592	142,955	3,180	2,347		5,527	10,049		49,079		49,079	8,923	32,172	129,164	592	161,928
<b>Total Stock on Hand</b>	59,753	7,924	48	67,725	5,125	1,719		6,844	12,444						69,072	11,049	48	80,169

