Infocado weekly report

Week 25 - 2020 (13 - 19 June 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

Week 25 - 2020 summary:

- Central NSW, Tamborine/Northern Rivers, TriState, South & Central Qld Packers: please start entering your 4week forecasts if your season is about to start in June/July. For quality assurance, please remind growers before picking to ensure dry matter of at least 23% for Hass & 21% for Shepard.
- Total dispatch was 237,245 trays, a increase of 3% on the previous week (229,533 trays) and 0.45% lower than the forecasted 238,317 trays.
- North Qld supplied the majority of fruit at 47%, followed by Central Qld at 41% and Central NSW at 7%. The remaining 4% of fruit was supplied by Sunshine Coast, South Qld & Tamborine/Northern Rivers.
- Please note, the 2020 Seasonal Progress chart has been updated and is now showing much lower volumes forecast for the remainder of the CQ season. We discovered an error in the calculations that produce this chart which has now been rectified.

Marketing Update: Guac and roll!

A partnership between Australian Avocados and Sydney-based drinks delivery company Boozi, has launched to inspire consumers to extend the use of avocados at home into more meal occasions. The partnership involves the delivery of a guacamole and margarita pack to Sydney residents. The campaign will be supported with media (like this article from Eat.Drink.Play) and influencer outreach to encourage consumers to make a night of it. 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 28 September - Queen's Birthday in WA: enter data by 11am Tue 29 September, 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 | p.6-8 retail pricing report

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.

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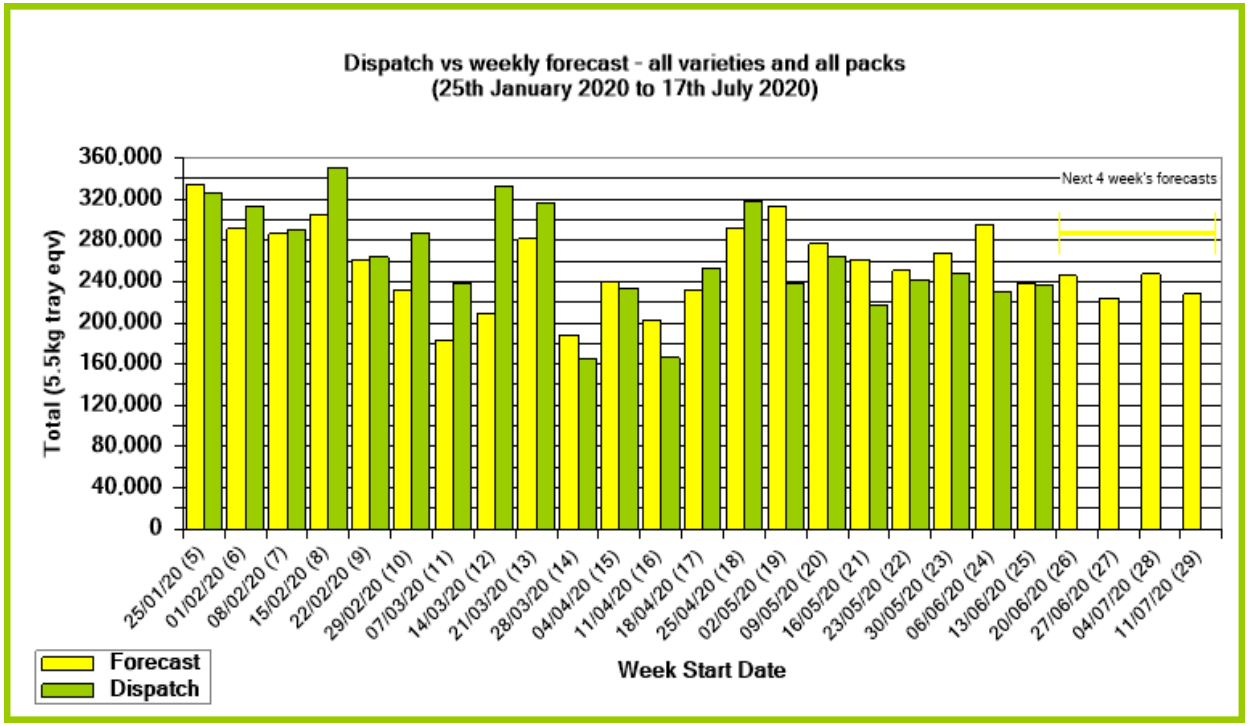
Yellow shading indicates forecast data

Forecast Data (Week 25 - 29)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 25 - begin 13/06/2020						
Hass	201,180	14,050	600		6,400	**227,998**
Other	5,000					**5,000**
Sharwil	500	50				**591**
Shepard	2,000	1,500				**4,727**
Week Total	**208,680**	**15,600**	**600**		**6,400**	**238,317**
Week 26 - begin 20/06/2020						
Hass	207,560	13,720	600	100	4,400	**233,432**
Other	2,650	5				**2,659**
Shepard	3,000	2,000				**6,636**
Wurtz	3,000					**3,000**
Week Total	**216,210**	**15,725**	**600**	**100**	**4,400**	**245,728**
Week 27 - begin 27/06/2020						
Hass	183,500	18,820	600		4,200	**218,591**
Other	2,500					**2,500**
Wurtz	3,000					**3,000**
Week Total	**189,000**	**18,820**	**600**		**4,200**	**224,091**
Week 28 - begin 04/07/2020						
Hass	207,360	19,570	600		4,200	**243,815**
Other	1,800					**1,800**
Shepard	1,000	500				**1,909**
Week Total	**210,160**	**20,070**	**600**		**4,200**	**247,524**
Week 29 - begin 11/07/2020						
Hass	198,670	15,790	800		3,000	**228,069**
Week Total	**198,670**	**15,790**	**800**		**3,000**	**228,069**

Green shading indicates dispatch data

Dispatch Data (Week 25 - begin 13/06/2020)					
Variety	Trays	Bulk	P/PK	Oil	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	50	9			**66**
Gem	542	380			**1,233**
Hass	188,656	17,221	11,447	2,598	**222,520**
Other	7,775	191			**8,122**
Pinkerton	537	110			**737**
Shepard	2,079	470	8,979		**4,567**
Total	**199,639**	**18,381**	**20,426**	**2,598**	**237,245**



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

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Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 13th June - 19th June 2020 (Wk 25)														
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**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Total**
Central NSW		21	639	4,801		3,313	3,432	849	582	**13,637**	1,542			**16,441**
Central Qld		1,160	4,402	18,554		11,729	26,100	16,439	4,013	**82,397**	8,567		2,598	**98,445**
North Qld	4,758	29,557	14,751	22,423		11,137	7,119	7,895	822	**98,462**	5,569	19,826		**112,192**
South Qld			2	21		82	193	353	234	**885**	902			**2,525**
Sunshine Coast	33	117	280	326	80	372	455	889		**2,552**	1,356			**5,017**
Tamborine/ Northern Rivers		7	65	174	40	376	445	423	176	**1,706**	445	600		**2,624**
	4,791	**30,862**	**20,139**	**46,299**	**120**	**27,009**	**37,744**	**26,848**	**5,827**	**199,639**	**18,381**	**20,426**	**2,598**	**237,245**

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 13th June - 19th June 2020 (Wk 25)														
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**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Total**
EXP									320	**320**	192			**669**
NSW	3,581	8,086	9,105	12,352	96	6,137	5,595	2,534	1,142	**48,628**	8,079	3,116		**63,884**
QLD	506	16,028	6,771	22,325	24	15,082	22,708	11,945	4,365	**99,754**	8,406	17,310	2,598	**118,657**
SA / NT			2	10		189	518	4,390		**5,109**	51			**5,202**
VIC	704	6,748	4,261	9,372		4,801	5,262	914		**32,062**	1,495			**34,780**
WA				2,240		800	3,661	7,065		**13,766**	158			**14,053**
Total	**4,791**	**30,862**	**20,139**	**46,299**	**120**	**27,009**	**37,744**	**26,848**	**5,827**	**199,639**	**18,381**	**20,426**	**2,598**	**237,245**

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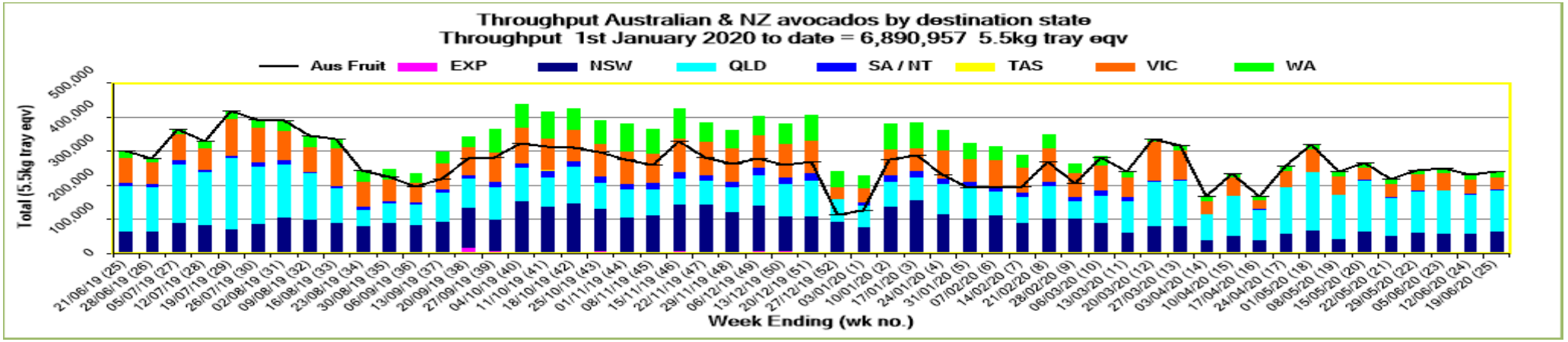
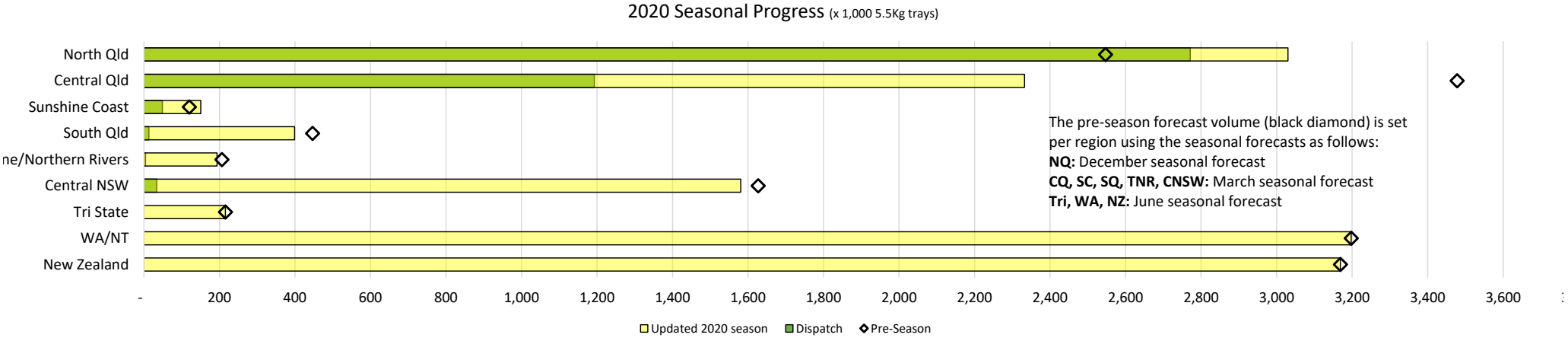


The **seasonal progress graph** below uses seasonal forecast data from direct contributors, it does not consider extrapolated figures that compensate for non-contributing packhouses, thus these figures may be lower than those shown on the seasonal (quarterly) report. The total of each bar in the graph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



Week 25 - 2020 Contributors - Packhouses

Costa Avocado (Consolidator)
Green Skin Avocados (Consolidator)
Natures Fruit Company (Consolidator)
Rock Ridge Fresh (Consolidator)
Simpson Farms Pty Ltd (Consolidator)
Donovan Family Investment Trust (Central Qld)
Lava Valley Produce (Central Qld)
Sunny Bluff Produce Pty Ltd (Central Qld)
Sunnyspot Packhouse Pty Ltd (Central Qld)
Costa Avocado/Avocado Estates (North Qld)
Rock Ridge Farming Pty Ltd (North Qld)
Rocky Creek Orchards Pty Ltd (North Qld)
Balmoral Orchard (South Qld)
Googa Farms (South Qld)
Green Nugget Orchards (South Qld)
Sunnyspot Packhouse Pty Ltd (South Qld)
Touchwood Farming (South Qld)
Wodonga Park Fruit and Nuts (South Qld)
Merrinee Farm (Tamborine/Northern Rivers)
Summerland Farm (Tamborine/Northern Rivers)
T W Silver (Tamborine/Northern Rivers)
CNSW: Less than 3 packhouse contributors
SC: Less than 3 packhouse contributors

Week 25 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]
Deluca Banana Marketing [Brisbane]
Etherington [Perth]
Fresh Choice WA Pty Ltd [Perth]
J.H.Leavy & Co [Brisbane]
LaManna Premier Group [Adelaide]
LaManna Premier Group [Melbourne]
LaManna Premier Group [Sydney]
Murray Bros [Brisbane]
N & A Fruit Distributors Pty Ltd [Sydney]
Nutrano Produce Group [Brisbane]
United Fresh [Adelaide]
WA Farm Direct [Perth]

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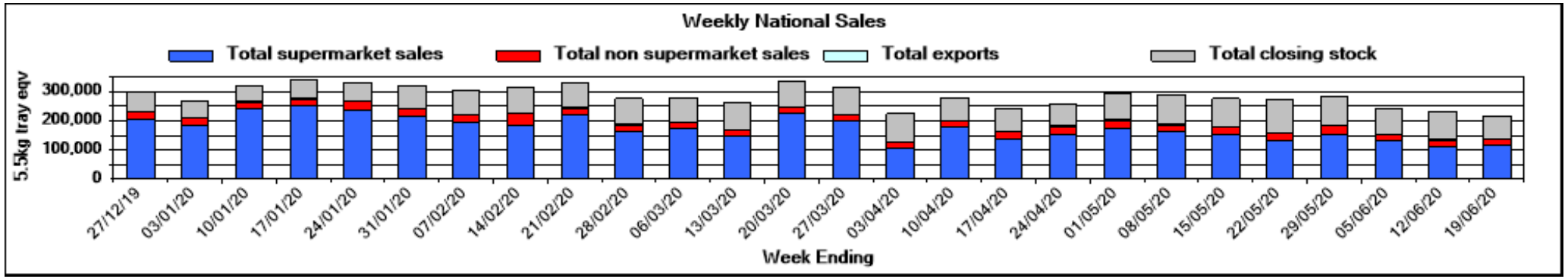
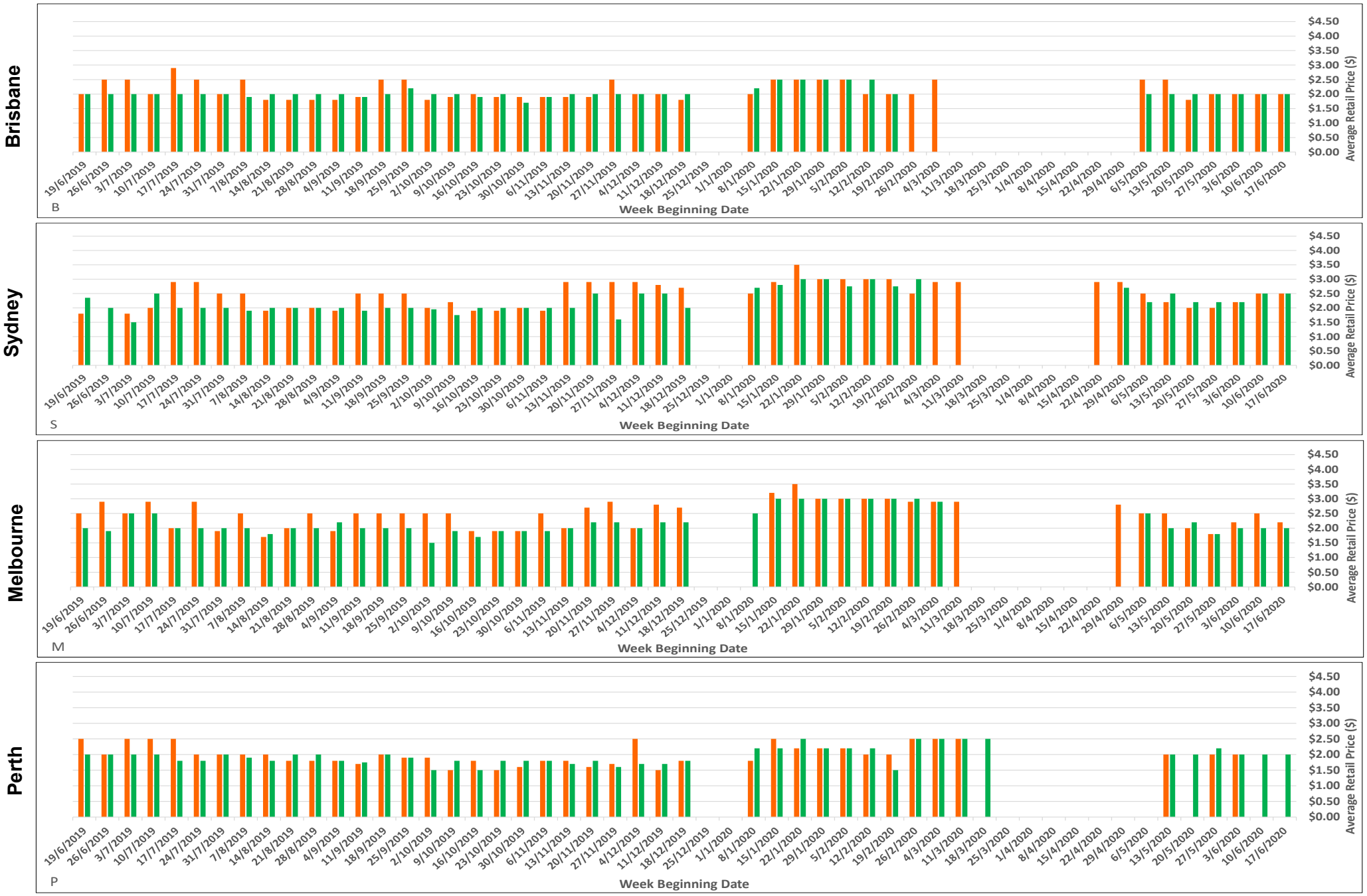
Sales report including direct sales from packhouses, wholesale sales and stock on hand at wholesale level

	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	18,393	640	1,594	20,627	108		185	293	533	12,966			12,966	2,357	20,947	640	1,930	23,517
Total Stock on Hand																		
QLD																		
Total supermarket sales	63,351	479	4,823	68,653	769			769	1,398	8,331	8,979		17,310	3,147	66,264	2,112	4,823	73,198
Total non supermarket sales	1,869		97	1,966											1,869		97	1,966
Total exports	320			320	192			192	349						669			669
Total sales	65,540	479	4,920	70,939	961			961	1,747	8,331	8,979		17,310	3,147	68,802	2,112	4,920	75,834
Total Stock on Hand	18,168		28	18,196											18,168		28	18,196
SA & TAS																		
Total supermarket sales	3,292			3,292											3,292			3,292
Total non supermarket sales	3,892			3,892	1,345			1,345	2,445						6,337			6,337
Total exports																		
Total sales	7,184			7,184	1,345			1,345	2,445						9,629			9,629
Total Stock on Hand	5,306			5,306	306			306	556						5,862			5,862
VIC																		
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	10,687		458	11,145											10,687		458	11,145
Total Stock on Hand																		
WA																		
Total supermarket sales	10,406			10,406											10,406			10,406
Total non supermarket sales	4,903			4,903	605			605	1,100						6,003			6,003
Total exports																		
Total sales	15,309			15,309	605			605	1,100						16,409			16,409
Total Stock on Hand	15,270			15,270	891			891	1,620						16,890			16,890
Total																		
Total supermarket sales	102,358	1,119	6,875	110,352	789		185	974	1,771	21,297	8,979		30,276	5,505	107,665	2,752	7,211	117,628
Total non supermarket sales	13,083		97	13,180	2,038			2,038	3,705						16,788		97	16,885
Total exports	1,672			1,672	192			192	349						2,021			2,021
Total sales	117,113	1,119	6,972	125,204	3,019		185	3,204	5,825	21,297	8,979		30,276	5,505	126,474	2,752	7,308	136,534
Total Stock on Hand	69,220		28	69,248	4,959			4,959	9,016	2,620			2,620	476	78,713		28	78,741



Avocados Australia online retail pricing report **Reporting period: week 25-2020 (Wed 17/06/20 – Tue 23/06/20)**

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



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Shepard avocado single fruit online retail pricing over 12 months: Coles and Woolworths **Key: Coles online Woolworths online**

Avocado online retail pricing for Coles and Woolworths

Reporting period: week 25-2020 (Wed 17/06/20 - Tue 23/06/20)

	Pack Type	Variety	Description	Brisbane	Sydney	Melbourne	Perth
Coles	Single fruit	Hass		$2.00 *	$2.50 *	$2.20 ↓*	
	Multi-buy	Hass					
	Single fruit	Shepard					
	5 pack	not indicated		$7.90	$7.90	$7.90	$6.00
	550g punnet	not indicated					
	1kg bag	not indicated	I'm Perfect	$7.90	$7.90	$7.90	$5.00
	Organic Single fruit	not indicated					
Woolworths	Single fruit	Hass		$2.00	$2.50	$2.00	$2.00
	Single fruit	Shepard					
	3 pack	Hass					
	5 pack	not indicated	The Avolution Mini Avocados	$7.50 ↑	$6.50 ↓	$7.50 ↑	
	1kg Prepacked	not indicated	Odd Bunch	$7.00 *	$8.00 ↑	$8.00 ↑	
	Organic Single fruit	not indicated					
	550g Organic mini fruit	not indicated					
	Bundle of 20	Hass			$50.00		
Single fruit average by city (all varieties, excluding organic)				$2.00	$2.50	$2.10 ↓	$2.00
Single fruit average (all varieties, excluding organic)			$2.17 ↓				

Catalogue offers on avocados:

Coles - Brisbane: Australian Hass $2.00 each

Coles - Melbourne: Australian Hass $2.20 each

Woolworths - National: No catalogue offers

Aldi - National: No catalogue offers

Foodworks - National: No catalogue offers

IGA - Sydney: Australian Hass 2 for $4.00

IGA - Perth: Australian Hass $1.70 each

Key:

*	advertised as a weekly and/or catalogue special
↑ (green)	increase in price from previous week
(yellow)	same price as previous week
↓ (red)	decrease in price from previous week

Notes for graphs on previous page:
Online retail pricing for Hass & Shepard single fruit

17/06/20 (Week 25)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.
WW single Hass price not available in Perth.

10/06/20 (Week 24)
Coles single Shepard price only available in Bris & Syd.
WW single Hass price not available in Perth
WW single Shepard price not available in all states.

03/06/20 (Week 23)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.

27/05/20 (Week 22)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.

20/05/20 (Week 21)
Coles single Shepard price available in Perth only.
WW single Shepard price not available in all states.

13/05/20 (Week 20)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.

06/05/20 (Week 19)
Coles single Hass price not available in Perth.
Coles single Shepard price not available in Syd & Melb.
WW single Hass price not available in Perth.
WW single Shepard price not available in all states.

29/04/20 (Week 18)
Coles single Hass price available in Syd & Melb. only.
WW single Hass price available in Sydney only.
WW single Shepard price not available in Syd & Melb..

22/04/20 (Week 17)
Coles single Hass price available in Sydney only.
WW single Hass not available in all states.

25/03/20 - 15/04/20 (Week 13 - Week 16)
Retail prices not available online due to COVID-19

Avocados Australia research the online shopping and catalogue prices for avocados on Wednesdays when major supermarkets usually publish their weekly prices. Advertised weekly, prices are valid for seven days, Wednesday to Tuesday.

Hort Innovation Strategic levy investment | AVOCADO FUND

This project has been funded by Hort Innovation using the avocado research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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