Infocado weekly report

Week 27 - 2020 (27 June - 3 July 2020)

Comments:
Please remember to enter and update your four-weekly forecast each week, you can update all future weeks of your forecast, only the current week is unable to be updated.

Week 27 - 2020 summary:

- Central NSW, Tamborine/Northern Rivers, Tristate & Western Australia: please start entering your 4week forecasts if your season is about to start in July or August. For quality assurance, please remind growers before picking to ensure dry matter of at least 23% for Hass & 21% for Shepard.
- Total dispatch was 275,338 trays, a decrease of 1% on the previous week (276,774 trays) and 3.8% higher than the forecasted 265,354 trays.
- Central Qld supplied the majority of fruit at 55%, followed by North Qld at 23%, Central NSW at 12%, and South Qld at 5%. The remaining 5% of fruit was supplied by Sunshine Coast, & Tamborine/Northern Rivers.

Marketing Update: that winning feeling
Australian Avocados is giving one lucky avocado lover the chance to win a guacamole and cocktail starter kit, including a guac maker, a 13-piece bar mixology set and a tray of Australian avocados by sharing their favourite guacamole recipe, here. You can find more of the recent 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.

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

Conduct dry matter tests at home

What is Infocado?

Using and interpreting Infocado reports

Avocado supply chain education materials

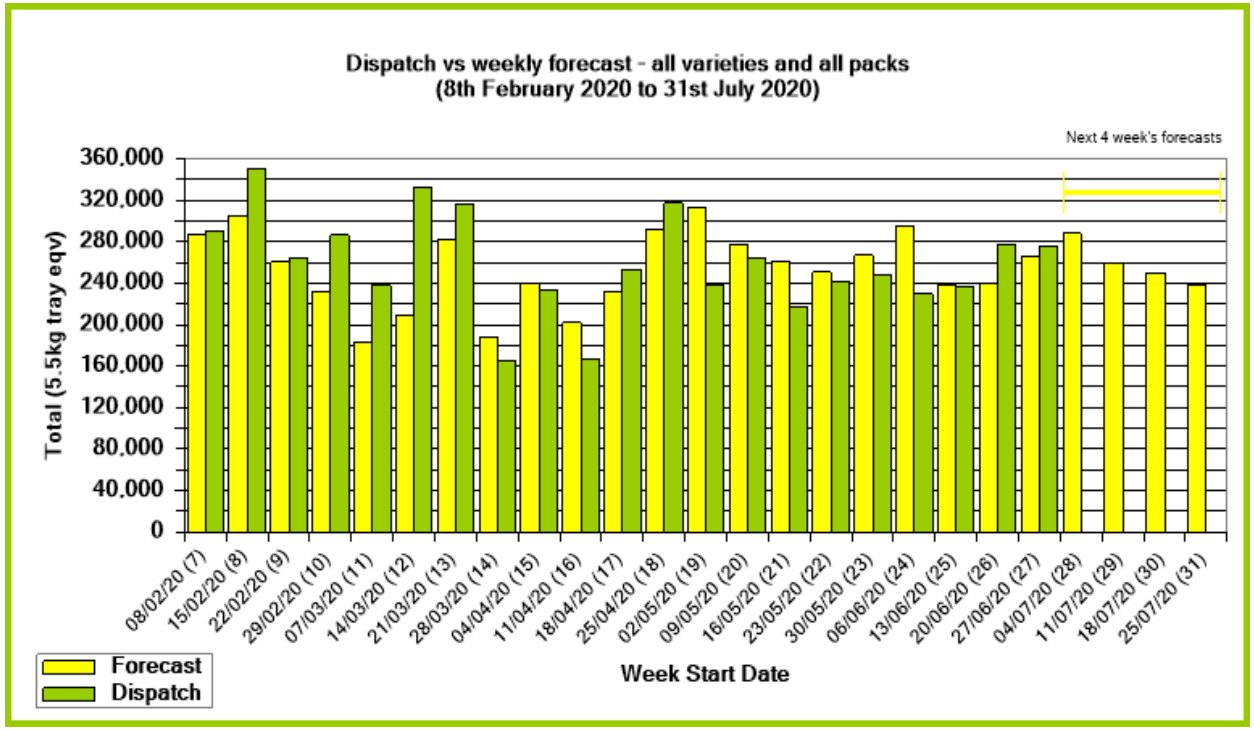
REPORT NOTES:
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by 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 27 - 31)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 27 - begin 27/06/2020					
Hass	222,590	20,820	600	4,400	**261,354**
Other	1,000				**1,000**
Wurtz	3,000				**3,000**
Week Total	**226,590**	**20,820**	**600**	**4,400**	**265,354**
Week 28 - begin 04/07/2020					
Hass	244,010	23,040	600	4,400	**286,810**
Sharwil	1,000	150			**1,273**
Week Total	**245,010**	**23,190**	**600**	**4,400**	**288,083**
Week 29 - begin 11/07/2020					
Hass	221,910	20,330	800	5,500	**260,019**
Week Total	**221,910**	**20,330**	**800**	**5,500**	**260,019**
Week 30 - begin 18/07/2020					
Hass	215,960	18,100	800	5,500	**250,014**
Week Total	**215,960**	**18,100**	**800**	**5,500**	**250,014**
Week 31 - begin 25/07/2020					
Hass	205,400	17,770	800	5,500	**238,854**
Week Total	**205,400**	**17,770**	**800**	**5,500**	**238,854**

Green shading indicates dispatch data

Dispatch Data (Week 27 - begin 27/06/2020)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	225,108	21,709	19,670	4,100	**268,900**
Lamb Hass	1,996				**1,996**
Other	1,791	81	245		**1,983**
Shepard	517	40	10,278		**2,459**
Total	**229,412**	**21,830**	**30,193**	**4,100**	**275,338**



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

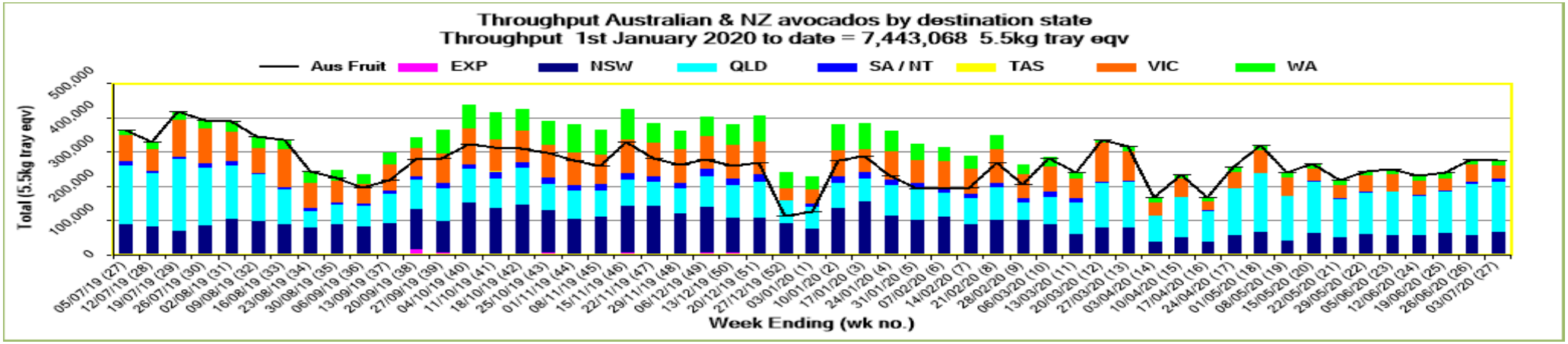
Yellow cell = Forecast can still be updated
Grey cell = Forecast is set and can no longer be updated

Origin of dispatched avocados

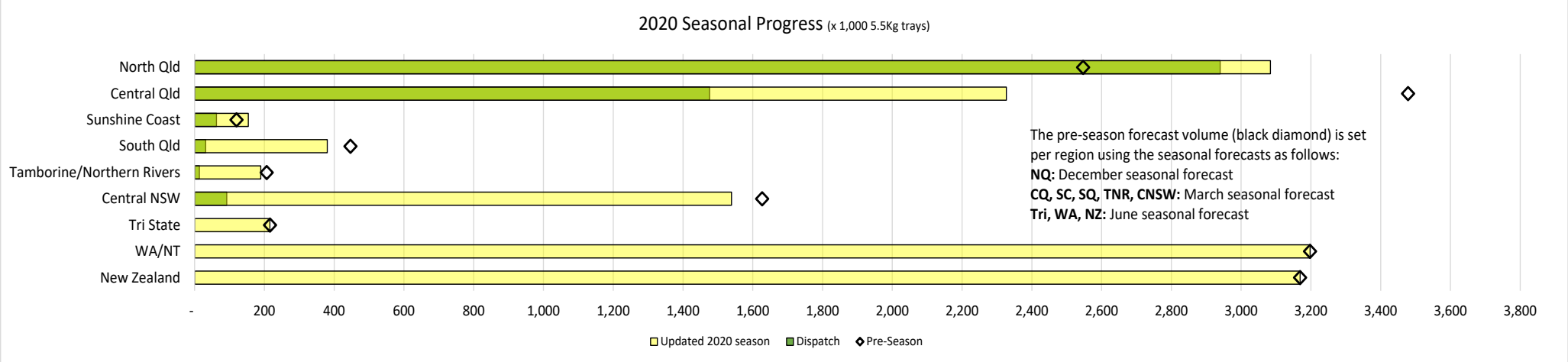
Industry Dispatches By Origin Region and Count Size : 27th June - 3rd July 2020 (Wk 27)														
Origin Region	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**Proc**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Total**
Central NSW		474	1,587	8,091		6,191	5,760	4,289	2,299	**28,691**	2,718			**33,633**
Central Qld	480	9,365	15,182	41,430		17,645	31,373	12,639	5,846	**133,960**	9,415		4,100	**151,823**
North Qld	4,991	12,325	7,444	9,273		6,809	4,566	5,453	11	**50,872**	3,234	29,393		**62,096**
South Qld	4	35	264	1,213		1,762	2,403	1,856	1,035	**8,572**	2,697			**13,476**
Sunshine Coast			49	185	3	680	1,189	1,562	350	**4,018**	2,407			**8,394**
Tamborine/ Northern Rivers		1	72	262	24	638	827	831	644	**3,299**	1,359	800		**5,915**
	5,475	**22,200**	**24,598**	**60,454**	**27**	**33,725**	**46,118**	**26,630**	**10,185**	**229,412**	**21,830**	**30,193**	**4,100**	**275,338**

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 27th June - 3rd July 2020 (Wk 27)														
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									640	**640**	192			**989**
NSW	1,195	3,675	4,356	11,018	24	9,287	8,954	7,057	3,560	**49,126**	8,897	6,212		**66,431**
QLD	1,282	14,484	16,929	32,662	3	17,760	25,062	11,636	5,638	**125,456**	8,950	23,981	4,100	**146,834**
SA / NT			37	40		1,154	1,699	3,066	27	**6,023**	970			**7,787**
VIC	2,998	4,041	3,276	14,175		5,204	4,723	610	320	**35,347**	2,514			**39,918**
WA				2,559		320	5,680	4,261		**12,820**	307			**13,378**
Total	**5,475**	**22,200**	**24,598**	**60,454**	**27**	**33,725**	**46,118**	**26,630**	**10,185**	**229,412**	**21,830**	**30,193**	**4,100**	**275,338**



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 27 - 2020 Contributors - Packhouses

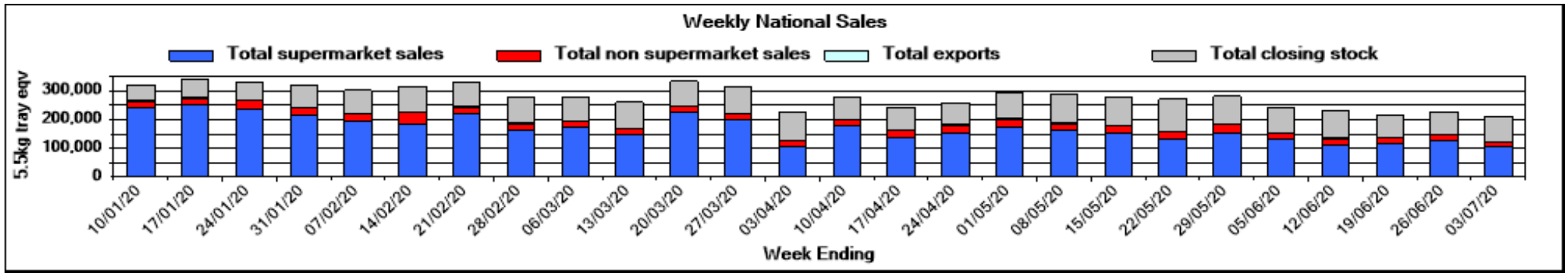
Costa Avocado (Consolidator)
Green Skin Avocados (Consolidator)
Natures Fruit Company (Consolidator)
Rock Ridge Fresh (Consolidator)
Simpson Farms Pty Ltd (Consolidator)
Costa Avocado/SuperPak (Central Qld)
Donovan Family Investment Trust (Central Qld)
Lava Valley Produce (Central Qld)
Sunny Bluff Produce 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)
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
TRI: Less than 3 packhouse contributors
WA: Less than 3 packhouse contributors

Week 27 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]
Costa Farms [Melbourne]
Deluca Banana Marketing [Brisbane]
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]
Sinclair & Antico (Aust) Pty Ltd [Sydney]
United Fresh [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																		
Total supermarket sales	15,374	320	364	16,058	30			30	55	14,161			14,161	2,575	18,003	320	364	18,687
Total non supermarket sales	88			88	106			106	193						281			281
Total exports	325			325											325			325
Total sales	15,787	320	364	16,471	136			136	247	14,161			14,161	2,575	18,609	320	364	19,293
Total Stock on Hand	3,459			3,459	1,320			1,320	2,400						5,859			5,859
QLD																		
Total supermarket sales	58,200	197	3,343	61,740	383		81	464	844	13,458	10,278	245	23,981	4,360	61,343	2,066	3,535	66,944
Total non supermarket sales	1,095			1,095	149			149	271						1,366			1,366
Total exports	640			640	192			192	349						989			989
Total sales	59,935	197	3,343	63,475	724		81	805	1,464	13,458	10,278	245	23,981	4,360	63,698	2,066	3,535	69,299
Total Stock on Hand	24,057		2	24,059	252			252	458						24,515		2	24,517
SA & TAS																		
Total supermarket sales	2,322			2,322											2,322			2,322
Total non supermarket sales	3,762			3,762	1,251			1,251	2,275						6,037			6,037
Total exports																		
Total sales	6,084			6,084	1,251			1,251	2,275						8,359			8,359
Total Stock on Hand	5,349			5,349	934			934	1,698						7,047			7,047
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	14,679		80	14,759	242			242	440						15,119		80	15,199
Total Stock on Hand																		
WA																		
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	10,617			10,617	577			577	1,049						11,666			11,666
Total Stock on Hand																		
Total																		
Total supermarket sales	95,611	517	3,787	99,915	413		81	494	898	27,619	10,278	245	38,142	6,935	101,384	2,386	3,979	107,748
Total non supermarket sales	10,526			10,526	2,325			2,325	4,227						14,754			14,754
Total exports	965			965	192			192	349						1,314			1,314
Total sales	107,102	517	3,787	111,406	2,930		81	3,011	5,475	27,619	10,278	245	38,142	6,935	117,451	2,386	3,979	123,816
Total Stock on Hand	75,693		2	75,695	6,094			6,094	11,080						86,773		2	86,775

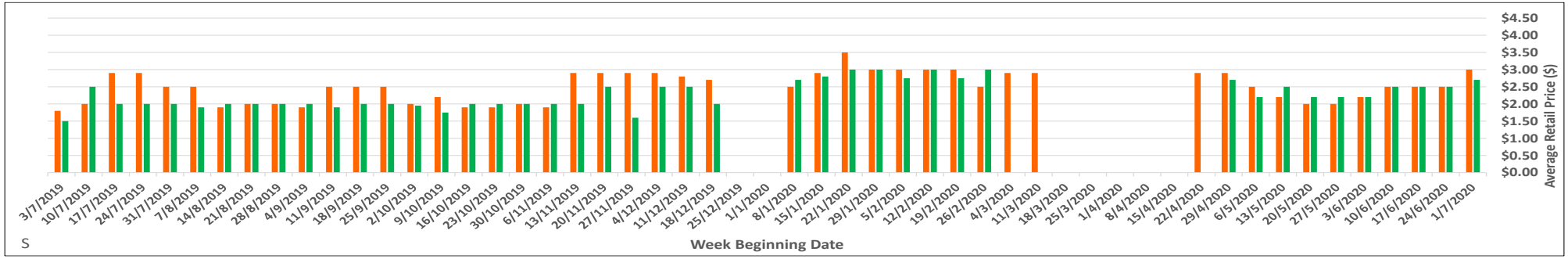


Avocados Australia online retail pricing report **Reporting period: week 27-2020 (Wed 01/07/20 – Tue 07/07/20)**

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

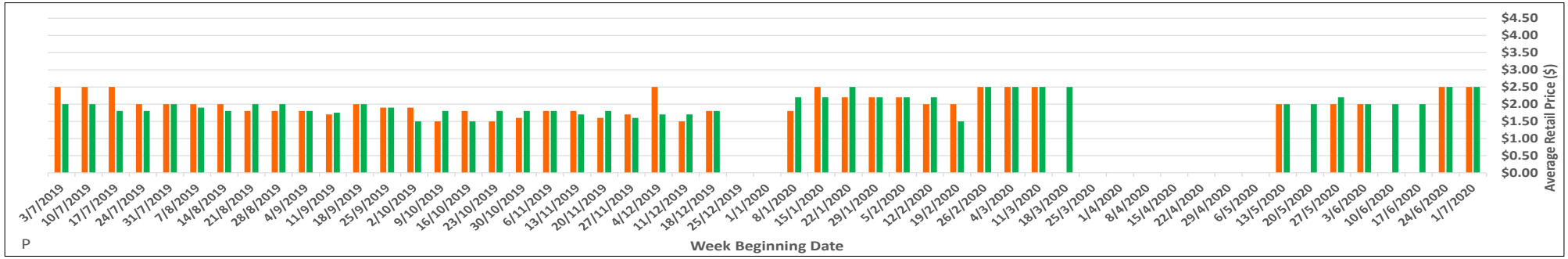
Brisbane

Sydney

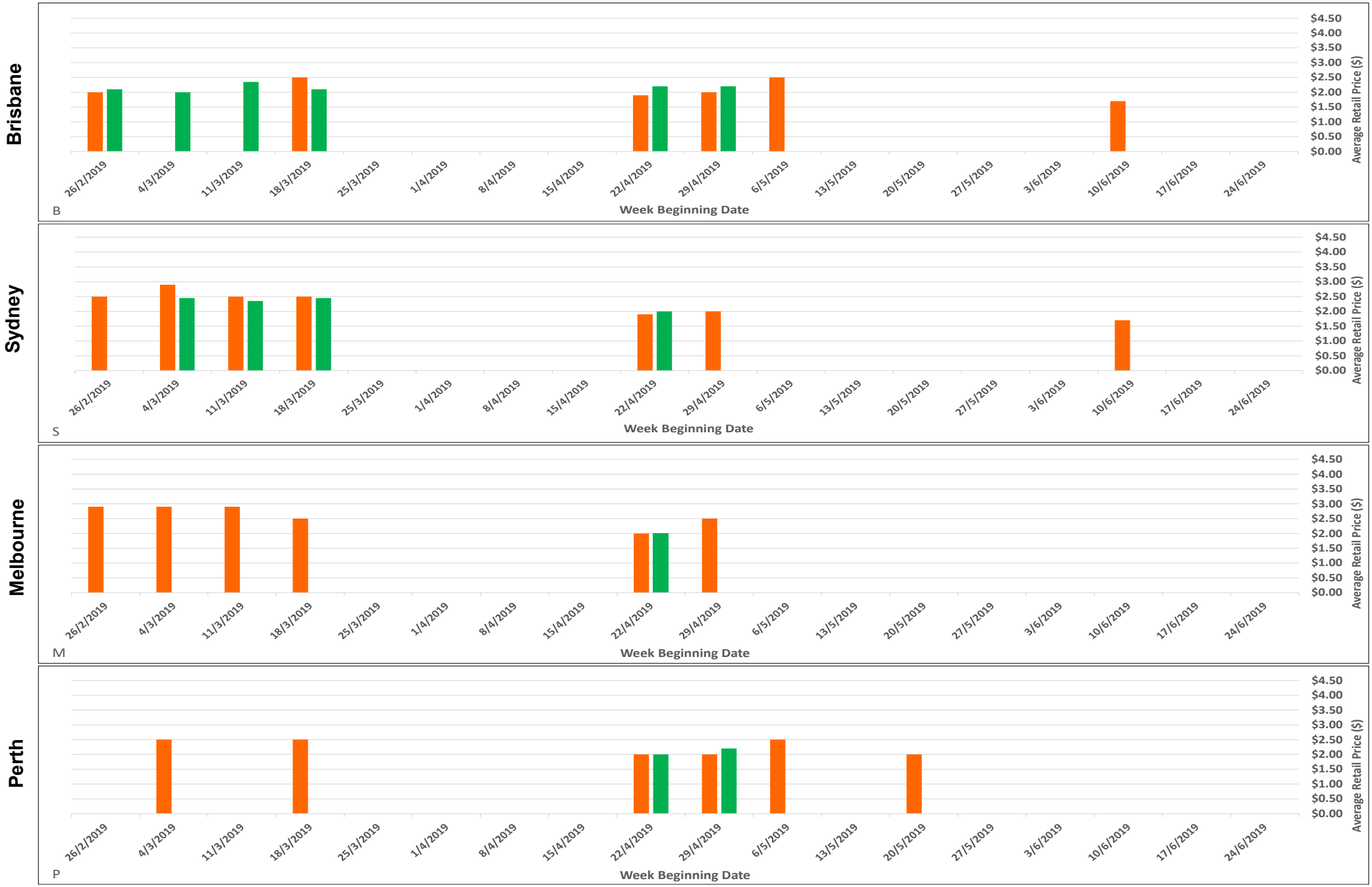


Melbourne

Perth



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



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Avocado online retail pricing for Coles and Woolworths

Reporting period: week 27-2020 (Wed 01/07/20 - Tue 07/07/20)

	Pack Type	Variety	Description	Brisbane	Sydney	Melbourne	Perth
Coles	Single fruit	Hass		$3.00 ↑*	$3.00 ↑*	$2.50 ↓*	$2.50 *
	Multi-buy	Hass					
	Single fruit	Shepard					
	5 pack	not indicated		$6.90 ↓	$8.50	$8.50	$6.00 ↓
	550g punnet	not indicated					
	1kg bag	not indicated	I'm Perfect	$6.90 ↓	$8.90	$8.90	$5.00 ↓
	Organic Single fruit	not indicated					
Woolworths	Single fruit	Hass		$2.45 ↓	$2.70 ↑	$2.50	$2.50
	Single fruit	Shepard					
	3 pack	Hass					
	5 pack	not indicated	The Avolution	$8.50 ↑	$8.50 ↑	$8.50 ↑	$8.50 ↑
	1kg Prepacked	not indicated	Odd Bunch	$8.50 ↑	$8.50 ↑	$8.50 ↑	$8.90 ↑
	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)				$2.73 ↑	$2.85 ↑	$2.50 ↓	$2.50
Single fruit average (all varieties, excluding organic)			$2.64 ↑				

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

Catalogue offers on avocados:

Coles - Melbourne: Australian Hass $2.50 each

Woolworths - National: No catalogue offers

Aldi - National: No catalogue offers

Foodworks - National: No catalogue offers

IGA - Brisbae: Australian Hass $2.00 each

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.

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

01/07/20 (Week 27)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.

24/06/20 (Week 26)
Coles single Shepard price not available in all states.
WW single Shepard price not available in all states.

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.

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