Infocado weekly report

Week 31 - 2020 (25 - 31 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 31 - 2020 summary:

- Tamborine/Northern Rivers, Tristate & Western Australia: please start entering your 4week forecasts if your season is about to start in 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 246,463 trays, a decrease of 2% on the previous week (252,140 trays) and 13% lower than the forecasted 282,723 trays.
- Central Qld supplied the majority of fruit at 48%, followed by Central NSW at 32%, Western Australia and South Qld at 10%, and Sunshine Coast at 5%. The remaining 5% of fruit was supplied by Tamborine/Northern Rivers, and North Qld.

Marketing Update: Health benefits driving fresh produce sales
The latest consumer impact monitoring report from the Hort Innovation-funded project by Fiftyfive5 has found the health benefits as a driver for fresh produce increased significantly in the week of 20 July. The rise is prevalent across most states, but is particularly significant in Victoria when concerns are high. Click here to access all available reports from this project. Read more about the Australian Avocados marketing activity 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.|
Mon 05 October - Queen's Birthday in Qld & Labour Day in NSW, ACT & SA: enter data by 11am Tue 06 October, 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.

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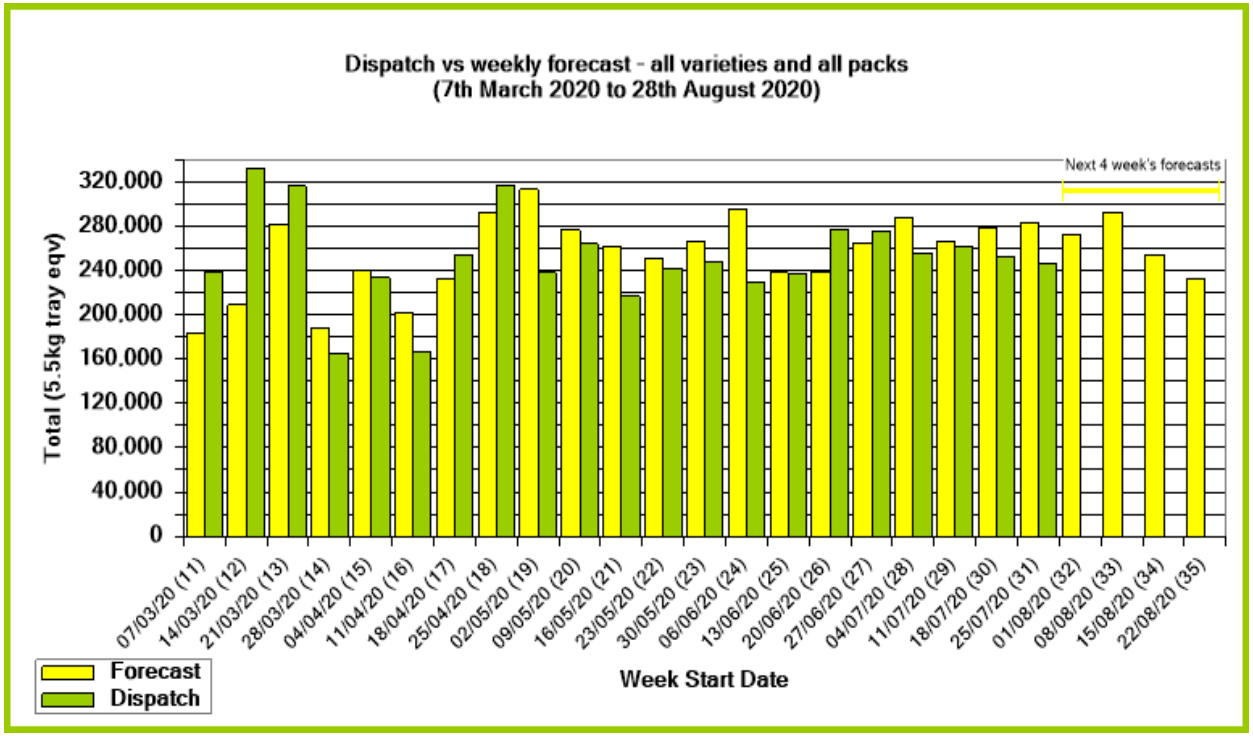
Yellow shading indicates forecast data

Forecast Data (Week 31 - 35)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 31 - begin 25/07/2020					
Hass	242,520	21,982	800	500	**282,723**
Week Total	**242,520**	**21,982**	**800**	**500**	**282,723**
Week 32 - begin 01/08/2020					
Hass	228,550	22,840	800	500	**270,313**
Reed	2,000				**2,000**
Wurtz	200	10			**218**
Week Total	**230,750**	**22,850**	**800**	**500**	**272,531**
Week 33 - begin 08/08/2020					
Hass	246,550	19,780	800	500	**282,750**
Reed	10,000				**10,000**
Week Total	**256,550**	**19,780**	**800**	**500**	**292,750**
Week 34 - begin 15/08/2020					
Hass	216,417	17,950	800	50	**249,207**
Reed	5,000				**5,000**
Week Total	**221,417**	**17,950**	**800**	**50**	**254,207**
Week 35 - begin 22/08/2020					
Hass	202,739	16,600			**232,921**
Week Total	**202,739**	**16,600**			**232,921**

Green shading indicates dispatch data

Dispatch Data (Week 31 - begin 25/07/2020)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	**206,062**	20,703	6,590	7,028	**246,180**
Wurtz	**247**	20			**283**
Total	**206,309**	**20,723**	**6,590**	**7,028**	**246,463**



New Zealand avocado exports: forecast v dispatch (5.5kg eqv trays) August 2020 - March 2021

NZ export to Australia	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Total
Pre-Season Forecast [1] at 08/07/2020	55,598	360,863	475,835	609,236	791,423	553,460	368,322	15,811	**3,230,548**
Updated Season Forecast [1]									**N/A - these forecasts are updated monthly**
Dispatch volume Infocado [1]									
Customs Data of NZ avocado exports [2]									

[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 : 25th July - 31st July 2020 (Wk 31)														
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		878	2,571	14,610		13,522	11,058	10,765	4,736	**58,140**	7,059			**70,975**
Central Qld	324	12,166	12,636	30,279		11,355	16,122	12,187	1,909	**96,978**	5,078		7,028	**107,489**
North Qld			7	35		300	153	932	112	**1,539**	184	4,990		**2,781**
South Qld	2	91	733	2,823		3,207	5,002	3,050	1,967	**16,875**	3,340			**22,948**
Sunshine Coast		5	161	375		1,072	2,155	1,763	697	**6,228**	2,730			**11,192**
Tamborine/ Northern Rivers		1	125	572	103	931	1,138	1,051	955	**4,876**	1,486	1,600		**7,869**
WA/NT	38	260	1,582	6,403		6,056	5,096	2,162	76	**21,673**	846			**23,211**
	364	**13,401**	**17,815**	**55,097**	**103**	**36,443**	**40,724**	**31,910**	**10,452**	**206,309**	**20,723**	**6,590**	**7,028**	**246,463**

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 25th July - 31st July 2020 (Wk 31)														
Dest. State	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays -**	**Bulk**	**P/PK**	**Proc**	**5.5Kg Eqv**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Total**
EXP									480	**480**				**480**
NSW	1	651	1,494	7,987	70	10,010	11,551	7,651	7,022	**46,437**	8,461	2,304		**62,240**
QLD	165	12,040	13,829	28,028	12	11,963	15,525	8,812	2,674	**93,048**	7,263	4,286	7,028	**108,310**
SA / NT				800		800	1,440	4,040	160	**7,240**	1,072			**9,189**
VIC	177	549	1,882	14,082	21	9,390	8,553	3,703	40	**38,397**	3,224			**44,259**
WA	21	161	610	4,200		4,280	3,655	7,704	76	**20,707**	703			**21,985**
Total	**364**	**13,401**	**17,815**	**55,097**	**103**	**36,443**	**40,724**	**31,910**	**10,452**	**206,309**	**20,723**	**6,590**	**7,028**	**246,463**

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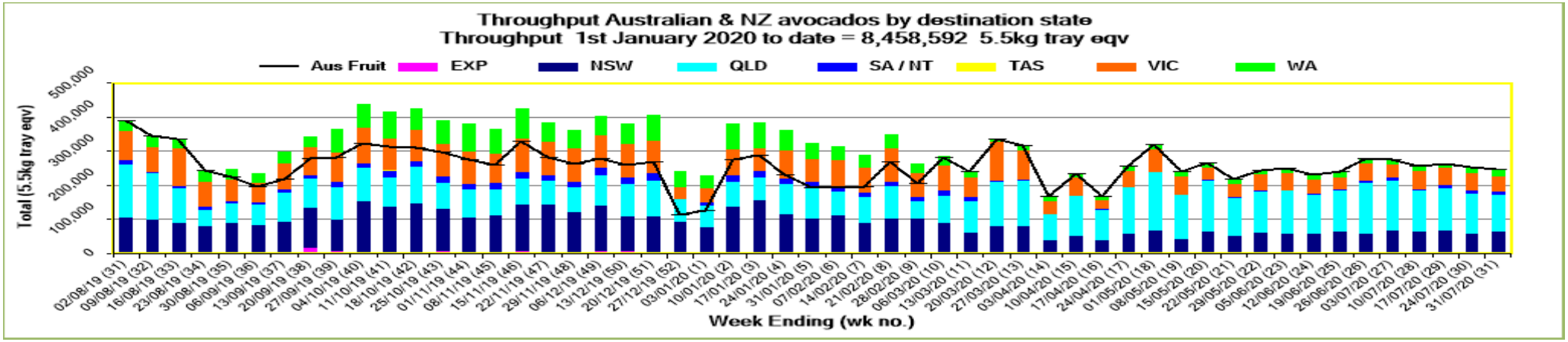
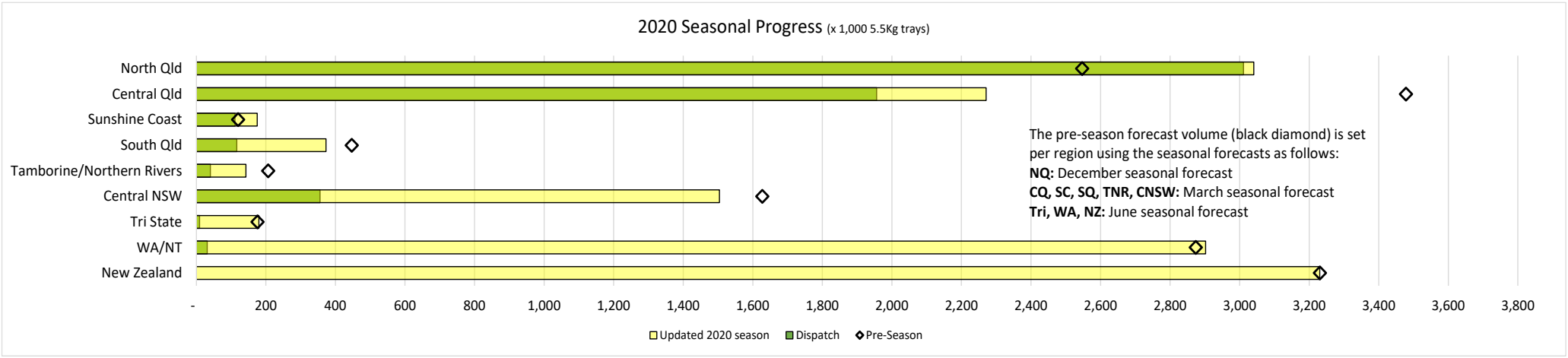


The **seasonal progress graph** below uses seasonal forecast data from direct contributors, it does not consider extrapolated figures that compensate for non-contributing packhouses, thus these figures may be lower than those shown on the seasonal (quarterly) report. The total of each bar in the graph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



Week 31 - 2020 Contributors - Packhouses

Costa Avocado (Consolidator)
Simpson Farms Pty Ltd (Consolidator)
Avorama Pty Ltd (Central NSW)
Costa Avocado/Coastal Avocados (Central NSW)
Midcoast Avocados (Central NSW)
Costa Avocado/SuperPak (Central Qld)
Donovan Family Investment Trust (Central Qld)
Lava Valley Produce (Central Qld)
Sunny Bluff Produce Pty Ltd (Central Qld)
NZ Avocado Ltd (New Zealand)
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)
Jirel Holdings (Tamborine/Northern Rivers)
Merrinee Farm (Tamborine/Northern Rivers)
Summerland Farm (Tamborine/Northern Rivers)
T W Silver (Tamborine/Northern Rivers)
NQ: Less than 3 packhouse contributors
SC: Less than 3 packhouse contributors
WA: Less than 3 packhouse contributors

Week 31 - 2020 Contributors - Wholesalers

Costa Farms [Adelaide]
Costa Farms [Melbourne]
Deluca Banana Marketing [Brisbane]
Etherington [Perth]
Exotic Fruit Traders [Sydney]
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]

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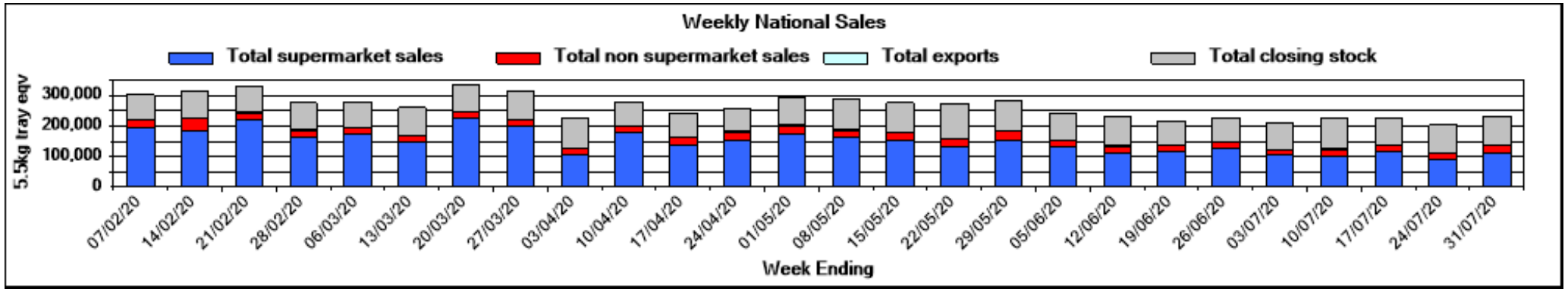
Sales report including direct sales from packhouses, wholesale sales and stock on hand at wholesale level

	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	23,124			23,124	40			40	73	14,314			14,314	2,603	25,799			25,799
Total non supermarket sales	3,648			3,648	65			65	118						3,766			3,766
Total exports					15			15	27						27			27
Total sales	26,772			26,772	120			120	218	14,314			14,314	2,603	29,593			29,593
Total Stock on Hand	1,223			1,223	2,095			2,095	3,809	3			3	1	5,033			5,033
QLD																		
Total supermarket sales	49,658			49,658	105			105	191	4,286			4,286	779	50,628			50,628
Total non supermarket sales	1,510			1,510	322			322	585						2,095			2,095
Total exports	480			480											480			480
Total sales	51,648			51,648	427			427	776	4,286			4,286	779	53,204			53,204
Total Stock on Hand	28,731			28,731	29			29	53						28,784			28,784
SA & TAS																		
Total supermarket sales	5,128			5,128											5,128			5,128
Total non supermarket sales	2,208			2,208	1,555			1,555	2,827						5,035			5,035
Total exports																		
Total sales	7,336			7,336	1,555			1,555	2,827						10,163			10,163
Total Stock on Hand	8,425			8,425	563			563	1,024						9,449			9,449
VIC																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	17,343			17,343	1,395			1,395	2,536						19,879			19,879
Total Stock on Hand																		
WA																		
Total supermarket sales	17,667			17,667	314			314	571						18,238			18,238
Total non supermarket sales	4,457			4,457	597			597	1,085						5,542			5,542
Total exports																		
Total sales	22,124			22,124	911			911	1,656						23,780			23,780
Total Stock on Hand	16,540			16,540	998			998	1,815						18,355			18,355
Total																		
Total supermarket sales	106,725			106,725	646			646	1,175	18,600			18,600	3,382	111,281			111,281
Total non supermarket sales	18,018			18,018	3,747			3,747	6,813						24,831			24,831
Total exports	480			480	15			15	27						507			507
Total sales	125,223			125,223	4,408			4,408	8,015	18,600			18,600	3,382	136,619			136,619
Total Stock on Hand	83,403			83,403	6,590			6,590	11,982	3			3	1	95,385			95,385

Full data set not displayed because less than three wholesalers from this state contributed data this week



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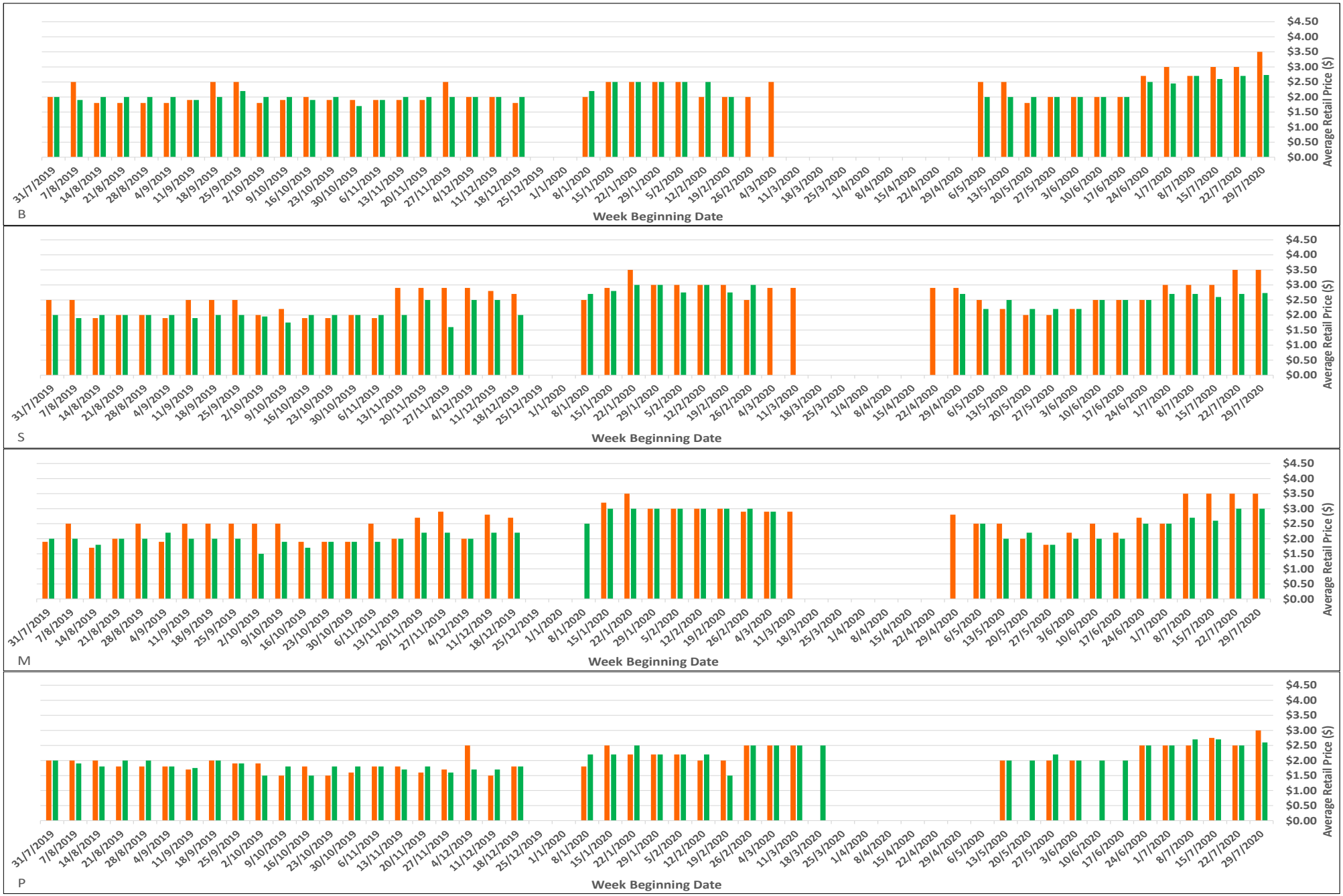
Avocados Australia online retail pricing report **Reporting period: week 31-2020 (Wed 29/07/20 – Tue 04/08/20)**

Hass 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 31-2020 (Wed 29/07/20 - Tue 04/08/20)

	Pack Type	Variety	Description	Brisbane	Sydney	Melbourne	Perth
Coles	Single fruit	Hass		$3.50 ↑	$3.50	$3.50	$3.00 ↑
	5 pack	not indicated		$8.90	$8.90	$8.50	
	550g punnet	not indicated					
	1kg bag	not indicated	I'm Perfect	$9.90	$9.90	$8.90	
	Organic Single fruit	not indicated					
Woolworths	Single fruit	Hass		$2.73 ↑	$2.73 ↑	$3.00	$2.60 ↑
	3 pack	Hass					
	5 pack	not indicated		$8.00 ↓	$8.00 ↓	$8.00	
	1kg Prepacked	not indicated	Odd Bunch	$9.00 ↑	$9.00 ↑		
	Organic Single fruit	not indicated					
	550g Organic mini fruit	not indicated					
	Bundle of 20	Hass					
Single fruit average by city (all varieties, excluding organic)				$3.12 ↑	$3.12 ↑	$3.25 ↑	$2.80 ↓
Single fruit average (all varieties, excluding organic)			$3.07 ↑				

Catalogue offers on avocados:

Coles - National: No catalogue offers

Woolworths - National: No catalogue offers

Aldi - National: No catalogue offers

Foodworks - Brisbane: Australian Hass $2.49 each

IGA - National: No catalogue offers

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

08/07/20 (Week 28 onwards)
No Shepard prices - season has finished

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.

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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