



Infocado weekly report

Week 53 - 2020 (26 December 2020 - 01 January 2021)



Happy new year!

This week we have provided the usual weekly report for the last week of 2020, and appended two summarized reports for weeks 51 and 52 when the office was closed over the Christmas break. Many thanks to the packhouses and wholesalers who continued to enter their data over the holidays.

Comments:

- Packhouses starting their season in January & February, please enter your 4 week forecasts now.
- North Queensland packers: please start entering your 4week forecasts now if your Shepard season starts in January.
- For quality assurance, please remind growers before picking to **ensure dry matter of at least 23% for Hass & 21% for Shepard.**
- It is imperative that you update now the **15 month supply forecast** that was emailed to you on the 18th December 2020 , so that we can prepare the January Infocado Quarterly Report.

Weeks 51 & 52 2020 summary:

- Total dispatch for week 51 was 370,750 trays a 1% increase on the previous week (366,022 trays). For week 52 total dispatch was 245,705 trays, a 34% decrease from the previous week.
- In week 51 New Zealand supplied the majority of the fruit at 66%, followed by Western Australia at 9%. The remaining 5% of fruit was supplied by Central NSW & Tristate. In week 52 New Zealand supplied the majority of the fruit at 70%, followed by Western Australia at 28%. The remaining 2% of fruit was supplied by Central NSW.

Week 53 - 2020 summary:

- Total dispatch was 332,006 trays a 35% increase on the previous week (245,705 trays) and 8% higher than the forecasted 307,538 trays.
- New Zealand supplied the majority of fruit at 81%, followed by Western Australia at 16%. The remaining 3% of fruit was supplied by Central NSW & Tristate.

Marketing Update: Driving consumption via social media

Australian Avocados has an "always on" approach to social media. In the current marketing plan, the goal is to drive preference for Australian Avocados through communicating the value of buying local. The various posts on [Facebook](#) and [Instagram](#) aim to: inspire new avocado occasions; educate Australians on how to choose and use avocados; and highlight the value of buying local. 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

Tuesday 26 January - Australia Day - enter data by 11am Monday 25 January, report will be distributed on Wed instead of Tues.

Report Index p.2: 4week forecast; import data | p.3: dispatches | p.4: dispatches by region; contributors | p.5: wholesale data | pp.6 & 7: week 51 & 52 summaries.

[Conduct dry matter tests at home](#)

[What is Infocado?](#)

[Using and interpreting Infocado reports](#)

[Avocado supply chain education materials](#)

REPORT NOTES:

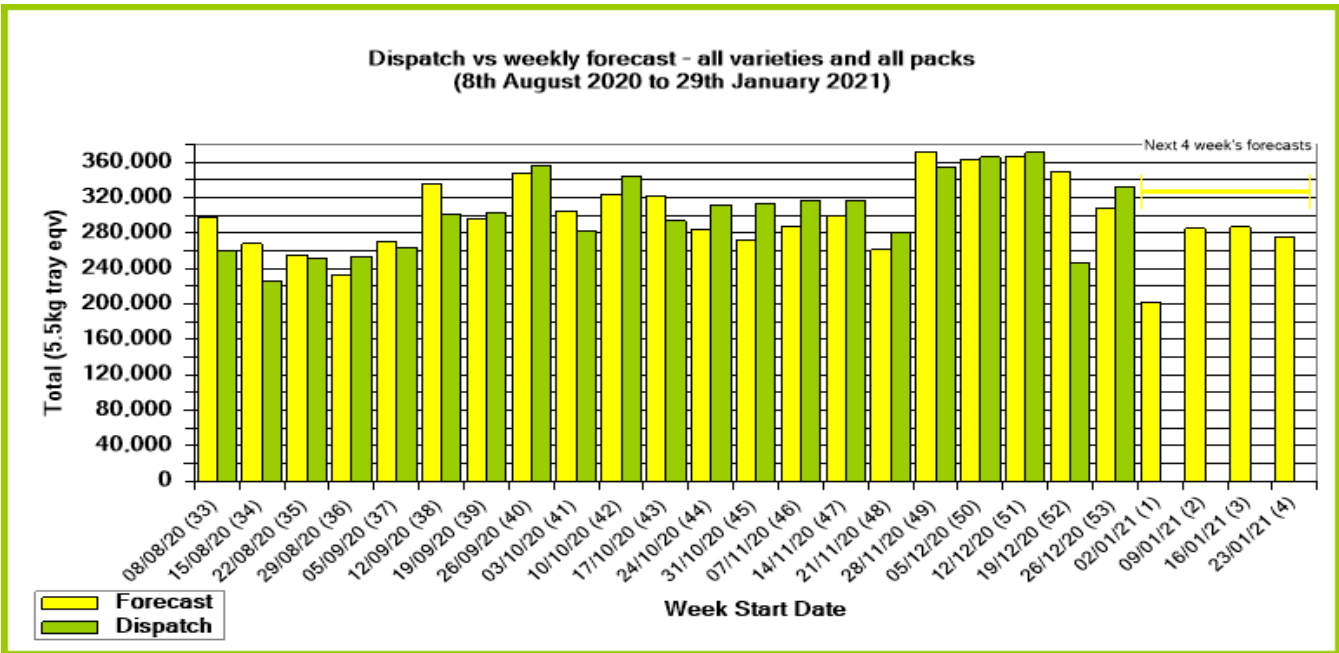
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for 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.

Forecast Data (Week 53 - 4)			
Variety	Trays - Total	Bulk	All - Total
	5.5Kg Eqv	10Kg	5.5Kg Eqv
Week 53 - begin 26/12/2020			
Hass	303,303	2,329	307,538
Week Total	303,303	2,329	307,538
Week 1 - begin 02/01/2021			
Hass	195,927	3,365	202,045
Week Total	195,927	3,365	202,045
Week 2 - begin 09/01/2021			
Hass	272,460	3,565	278,942
Lamb Hass	6,200	95	6,373
Week Total	278,660	3,660	285,315
Week 3 - begin 16/01/2021			
Hass	280,480	3,015	285,962
Lamb Hass	1,200	15	1,227
Week Total	281,680	3,030	287,189
Week 4 - begin 23/01/2021			
Hass	270,402	3,000	275,857
Week Total	270,402	3,000	275,857

Dispatch Data (Week 53 - begin 26/12/2020)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	325,393	2,237	329,460
Lamb Hass	404	13	428
Reed	2,082	20	2,118
Total	327,879	2,270	332,006



New Zealand and Chile 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] at 01/12/20	55,598	360,863	645,347	572,980	864,821	906,269	187,877	0	N/A - these forecasts are updated monthly
Dispatch volume Infocado [1]	93,482	378,005	759,013	642,031	855,514	270,406			2,998,451
Customs data: NZ avocado exports [2]	106,556	548,852	726,537						1,381,945
Customs data: Chile avocado exports [2]		753	21,959						22,713

[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

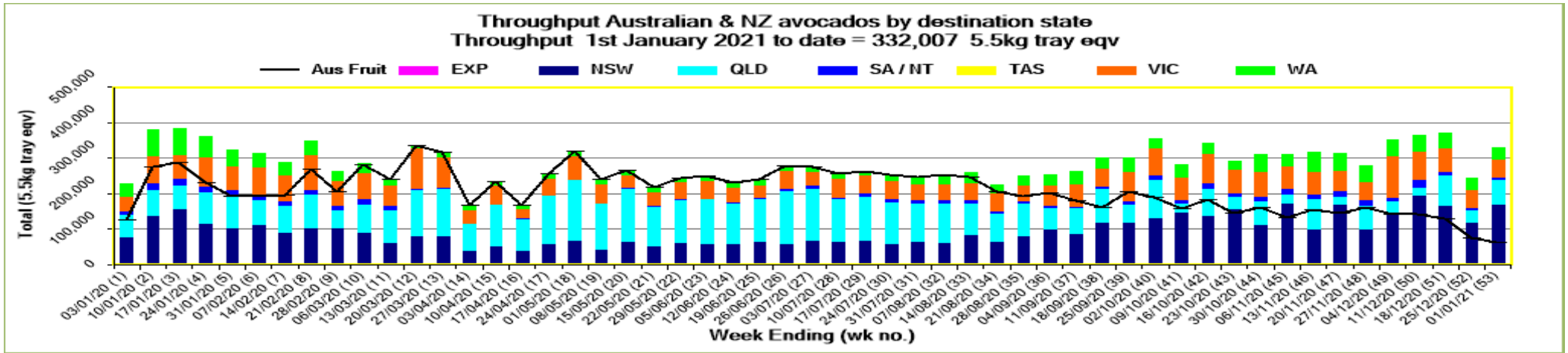
Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 26th December 2020 - 1st January 2021 (Wk 53)												
Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Total
Central NSW	1,226	381	435	964		666	759	689	536	5,656	648	6,834
New Zealand		5,407	10,816	27,042		54,081	29,745	37,857	105,458	270,406		270,406
Tristate	498	135	72	27		12	7			751	33	811
WA/NT	4,955	13,323	9,120	10,723	172	5,335	4,248	3,013	177	51,066	1,589	53,955
	6,679	19,246	20,443	38,756	172	60,094	34,759	41,559	106,171	327,879	2,270	332,006

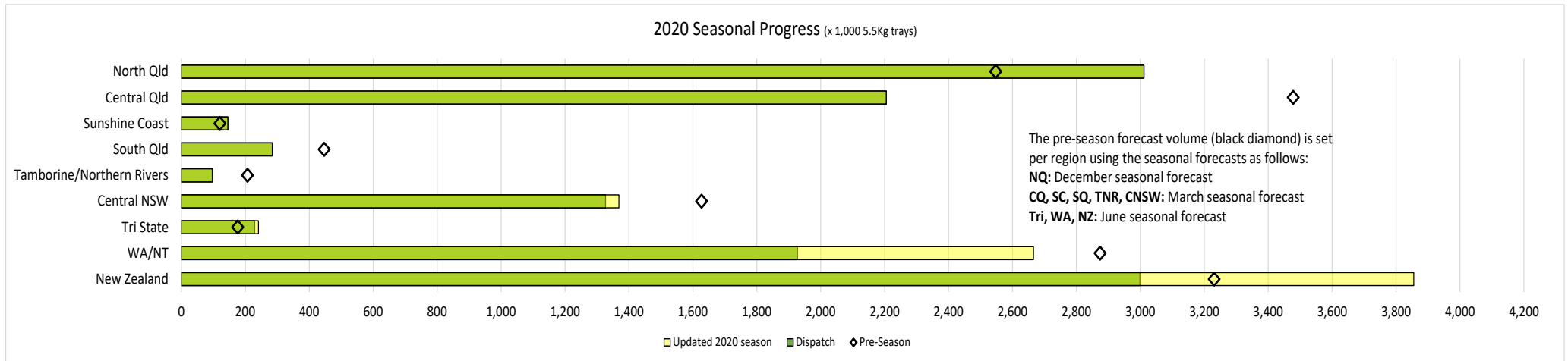
Note: NZ dispatch volumes by Count Size are estimated based on the Count Size distribution of NZ exports to all markets; and NZ dispatch volumes are reported in the week the volumes are expected to arrive in Australia, this is usually approximately one week after being shipped.

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 26th December 2020 - 1st January 2021 (Wk 53)												
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Total
EXP		286	409							695	151	970
NSW	2,666	4,101	7,146	16,425	172	32,399	17,754	22,370	62,223	165,256	972	167,023
QLD		1,386	2,773	7,158		14,025	7,625	9,705	27,035	69,707	60	69,816
SA / NT	277	41	177	9		1,923	1,440	1,120		4,987	404	5,722
VIC	449	2,567	3,872	7,044		9,024	5,379	6,503	16,745	51,583	13	51,607
WA	3,287	10,865	6,066	8,120		2,723	2,561	1,861	168	35,651	670	36,869
Total	6,679	19,246	20,443	38,756	172	60,094	34,759	41,559	106,171	327,879	2,270	332,006



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 53 - 2020 Contributors - Packhouses

- | | |
|---|--|
| Costa Avocado (Consolidator) | R & S Bamesse (WA) |
| NZ Avocado Ltd (New Zealand) | West Aussie Avos (WA) |
| Advance Packing & Marketing Services P/L (WA) | Willow Creek (WA) |
| Delroy Orchards (WA) | CNSW: Less than 3 packhouse contributors |
| Joe Bendotti & Co (WA) | TRI: Less than 3 packhouse contributors |
| Mariners Rest (WA) | |

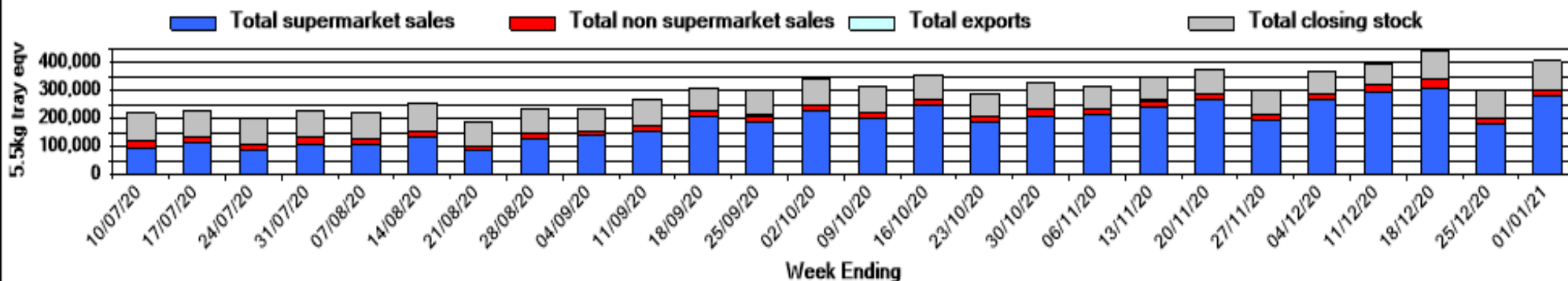
Week 53 - 2020 Contributors - Wholesalers

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

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																	
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total exports	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total sales	150,706		1,735	152,441	267			267	485						151,191		1,735	152,926
Total Stock on Hand	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
QLD																		
Total supermarket sales	62,804			62,804											62,804			62,804
Total non supermarket sales	2,165			2,165	30			30	55						2,220			2,220
Total exports																		
Total sales	64,969			64,969	30			30	55						65,024			65,024
Total Stock on Hand	31,343			31,343	86			86	156						31,499			31,499
SA & TAS																		
Total supermarket sales	7,953			7,953											7,953			7,953
Total non supermarket sales	2,440		647	3,087	685		322	1,007	1,831						3,685		1,232	4,918
Total exports																		
Total sales	10,393		647	11,040	685		322	1,007	1,831						11,638		1,232	12,871
Total Stock on Hand	8,654		148	8,802	918		32	950	1,727						10,323		206	10,529
VIC	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total non supermarket sales	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total exports	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
Total sales	42,604			42,604	1,645			1,645	2,991						45,595			45,595
Total Stock on Hand	Full data set not displayed because less than three wholesalers from this state contributed data this week																	
WA																		
Total supermarket sales	20,316			20,316	360			360	655						20,971			20,971
Total non supermarket sales	3,165			3,165	307			307	558						3,723			3,723
Total exports	695			695	151			151	275						970			970
Total sales	24,176			24,176	818			818	1,487						25,663			25,663
Total Stock on Hand	18,769			18,769	870			870	1,582						20,351			20,351
Total																		
Total supermarket sales	278,946		1,735	280,681	360			360	655						279,601		1,735	281,336
Total non supermarket sales	13,207		647	13,854	2,934		322	3,256	5,920						18,542		1,232	19,774
Total exports	695			695	151			151	275						970			970
Total sales	292,848		2,382	295,230	3,445		322	3,767	6,849						299,112		2,967	302,079
Total Stock on Hand	91,196		148	91,344	8,288		32	8,320	15,127						106,265		206	106,471

Weekly National Sales





Infocado weekly report: summary only

Week 51-2020 (12 - 18 December 2020)



Variety of dispatched avocados

Dispatch Data (Week 51 - begin 12/12/2020)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	355,371	4,151	362,918
Lamb Hass	3,040		3,040
Reed	4,792		4,792
Total	363,203	4,151	370,750

Week 51-2020 Contributors - Packhouses (THANK YOU!)

Costa Avocado (Consolidator)	Mariners Rest (WA/NT)
Natures Fruit Company (Consolidator)	R & S Bamess
NZ Avocado Ltd (New Zealand)	West Aussie Avos (WA/NT)
Advance Packing & Marketing Services P/L (WA/NT)	Willow Creek (WA/NT)
Delroy Orchards (WA/NT)	CNSW: Less than 3 packhouse contributors
Joe Bendotti & Co (WA/NT)	TRI: Less than 3 packhouse contributors

Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 12th December - 18th December 2020 (Wk 51)												
Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total	
Central NSW	2,599	1,175	389	3,207	1,131	1,517	1,296	877	12,191	1,299	14,553	
New Zealand		4,881	9,762	24,405	48,810	26,845	34,167	95,179	244,049		244,049	
Tri State	640	640	960	480	160	80	80		3,040		3,040	
WA/NT	7,401	18,837	22,420	26,107	14,367	8,983	4,433	1,375	103,923	2,852	109,108	
Total	10,640	25,533	33,531	54,199	64,468	37,425	39,976	97,431	363,203	4,151	370,750	

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 12th December - 18th December 2020 (Wk 51)												
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total	
EXP		450	320					70	840	477	1,707	
NSW	5,565	6,728	8,863	20,089	30,660	16,351	19,336	51,687	159,279	2,172	163,228	
QLD	800	2,407	3,855	9,997	17,035	8,841	11,572	31,345	85,852	168	86,157	
SA / NT	320	329	690	945	2,098	3,958	2,527	167	11,034	209	11,414	
VIC	1,120	10,129	12,112	10,157	9,555	4,703	4,766	13,145	65,687	10	65,705	
WA	2,835	5,490	7,691	13,011	5,120	3,572	1,775	1,017	40,511	1,115	42,538	
Total	10,640	25,533	33,531	54,199	64,468	37,425	39,976	97,431	363,203	4,151	370,750	



Infocado weekly report: summary only

Week 52-2020 (19 - 25 December 2020)



Variety of dispatched avocados

Dispatch Data (Week 52 - begin 19/12/2020)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Hass	240,436	2,335	244,681
Reed	1,024		1,024
Total	241,460	2,335	245,705

Week 52-2020 Contributors - Packhouses (THANK YOU!)

Costa Avocado (Consolidator)	R & S Bamess
NZ Avocado Ltd (New Zealand)	West Aussie Avos (WA/NT)
Advance Packing & Marketing Services P/L (WA/NT)	Willow Creek (WA/NT)
Delroy Orchards (WA/NT)	CNSW: Less than 3 packhouse contributors
Joe Bendotti & Co (WA/NT)	

Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 19th December - 25th December 2020 (Wk 52)											
Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
Central NSW	250	610	178	826	371	414	383	456	3,488	344	4,113
New Zealand		3,448	6,697	17,241	34,483	18,966	24,138	67,243	172,216		172,216
WA/NT	5,253	10,001	14,165	16,121	9,436	5,874	4,034	872	65,756	1,991	69,376
Total	5,503	14,059	21,040	34,188	44,290	25,254	28,555	68,571	241,460	2,335	245,705

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 19th December - 25th December 2020 (Wk 52)											
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Total
EXP		199	453					601	1,253	385	1,953
NSW	2,286	3,242	4,367	11,774	24,355	10,343	15,079	41,903	113,349	954	115,084
QLD		696	1,391	4,003	7,019	3,871	4,921	13,563	35,464	45	35,546
SA / NT				800	2,560	2,400	2,111	72	7,943	133	8,185
VIC	984	6,414	7,607	6,698	6,517	5,192	4,538	12,233	50,183		50,183
WA	2,233	3,508	7,222	10,913	3,839	3,448	1,906	199	33,268	818	34,755
Total	5,503	14,059	21,040	34,188	44,290	25,254	28,555	68,571	241,460	2,335	245,705