



Infocado weekly report

Week 17 - 2021 (24 - 30 April 2021)

**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**

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Comments:

- Packhouses starting other varieties such as **Maluma**, please report your data under “other”. Only genetically true Shepard and Hass data is to be reported under the “Shepard” and “Hass” categories.
- Packhouses starting their **Hass** season in **May**, please enter your 4 week forecasts now.
- Check your maturity: please ensure your fruit is meeting the industry dry matter minimum standard of 23% for Hass.
- **It’s important that packers update their seasonal forecast more regularly if significant changes are anticipated.**

Week 17 2021 summary:

- Total dispatch was 260,413 trays, a 29% increase on the previous week (201,877 trays), and 6.8% lower than the 279,682 trays forecasted.
- Central Qld supplied the majority of the fruit at 51%, followed by North Qld at 49%. South Qld, Central NSW and Sunshine Coast supplied less than 1%.
- Please make sure you are updating weekly forecasts and ensure you are adhering to [industry grading guidelines](#).

Marketing Update: Our Green Gold launching Sunday!

Well-known comedian Nazeem Hussain is the hero talent for Australian Avocados new campaign: Our Green Gold! The integrated campaign will feature activity across television, out of home advertising, social media (Facebook & Instagram), digital advertising, and public relations. The first burst will run until the end of June 2021. The television commercial will be appearing from Sunday, 2 May and you can [see it here](#). Read more about the campaign on the marketing blog [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

Monday 14th Jun: Queen's Birthday (National, except QLD & WA) - enter data by 11am Tues 15th June, 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 & 8: retail pricing report

REPORT NOTES:

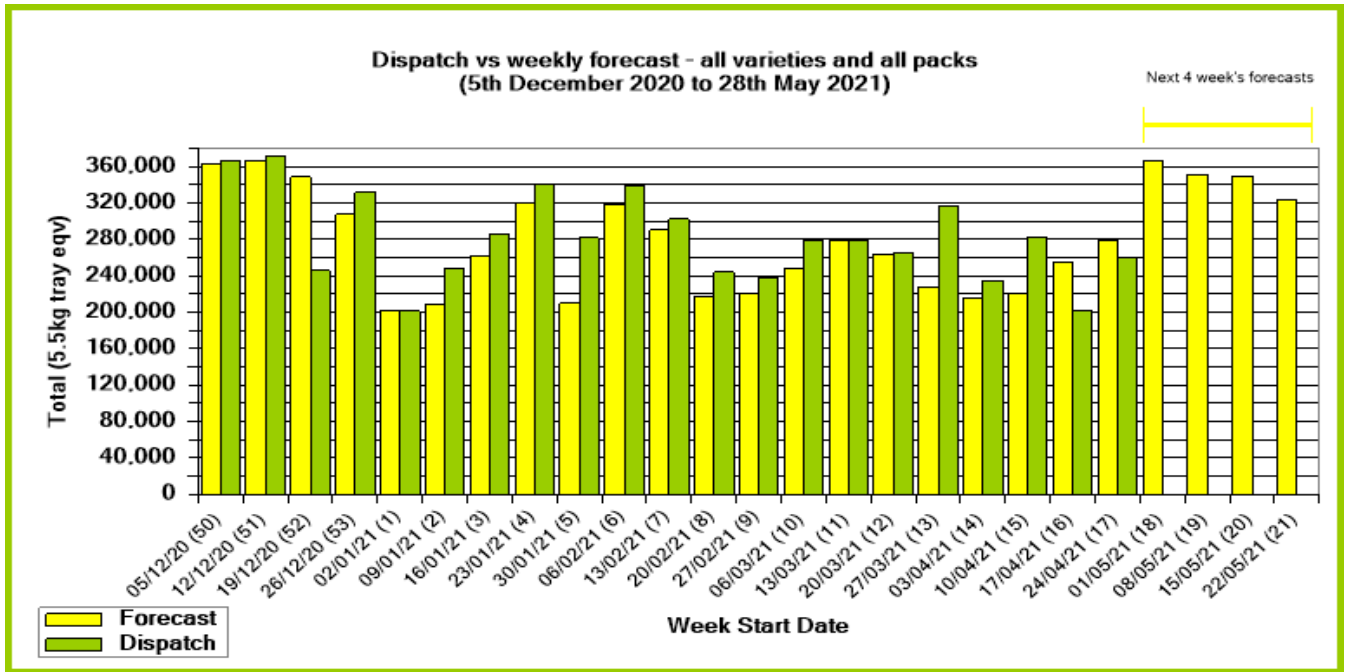
The **Weekly Infocado** report is compiled using data contributed by avocado packhouses, consolidators and wholesalers through the Infocado system. We estimate that 85% of industry is represented in this report. Please note that **Quarterly Infocado** reports incorporate an allowance (by region) for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

Yellow shading indicates forecast data					
Forecast Data (Week 17 - 21)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 17 - begin 24/04/2021					
Fuerte	200	50			291
Hass	128,500	6,180	3,000	4,100	141,026
Other	10,000				10,000
Shepard	119,000	4,150		10,000	128,363
Week Total	257,700	10,380	3,000	14,100	279,682
Week 18 - begin 01/05/2021					
Hass	263,400	11,758	3,000	5,050	286,241
Other	19,000				19,000
Shepard	57,001	2,000		1,500	60,910
Week Total	339,401	13,758	3,000	6,550	366,152
Week 19 - begin 08/05/2021					
Hass	283,700	13,030	3,000	4,800	308,809
Other	12,000				12,000
Shepard	29,000	600		500	30,182
Week Total	324,700	13,630	3,000	5,300	350,991
Week 20 - begin 15/05/2021					
Hass	298,200	12,200		1,800	320,709
Other	12,000				12,000
Shepard	17,000				17,000
Week Total	327,200	12,200		1,800	349,709
Week 21 - begin 22/05/2021					
Hass	276,200	10,300		1,800	295,254
Other	12,000				12,000
Shepard	17,000				17,000
Week Total	305,200	10,300		1,800	324,254

Green shading indicates dispatch data				
Dispatch Data (Week 17 - begin 24/04/2021)				
Variety	Trays	Bulk	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Fuerte	235	242		675
Hass	117,311	6,358	1,553	129,153
Other	8,900	205		9,273
Pinkerton	329	8		344
Sharwil	956	83		1,107
Shepard	110,463	5,050	1,191	119,862
Total	238,194	11,946	2,744	260,413



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 03/02/20	55,598	360,863	645,347	572,980	864,821	904,333	323,642	0	N/A - these forecasts are updated monthly
Dispatch volume Infocado [1]	93,482	378,005	759,013	642,031	1,125,920	673,297	535,827	47,652	4,255,227
Customs data: NZ avocado exports [2]	106,556	548,852	726,537	726,555	1,181,689	856,183	481,991		4,628,363
Customs data: Chile avocado exports [2]		753	21,959	52,340	309,638	69,563	3,520		457,774

[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

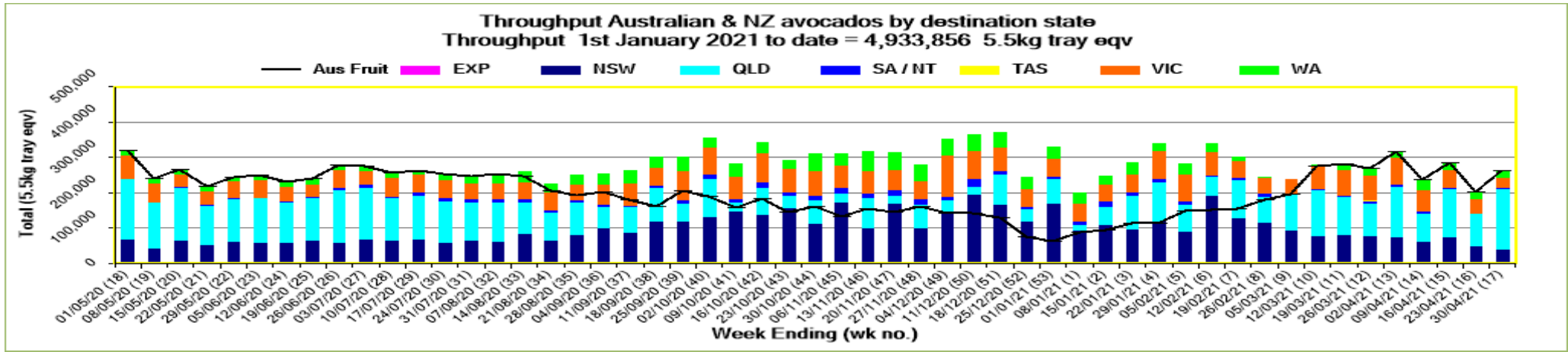
Origin of dispatched avocados

Industry Dispatches By Origin Region and Count Size : 24th April - 30th April 2021 (Wk 17)												
Origin Region	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
Central NSW			4	34	39	77	115	29	298	221		700
Central Qld	15	3,515	8,413	34,621	19,958	28,262	21,055	6,197	122,036	5,460	1,494	132,235
North Qld	2,880	21,969	12,718	30,753	20,575	13,396	9,225	3,972	115,488	6,007	1,250	126,637
Sunshine Coast			21	11	6				38	242		478
Tri State		5	64	115	89	37	24		334	16		363
Total	2,895	25,489	21,220	65,534	40,667	41,772	30,419	10,198	238,194	11,946	2,744	260,413

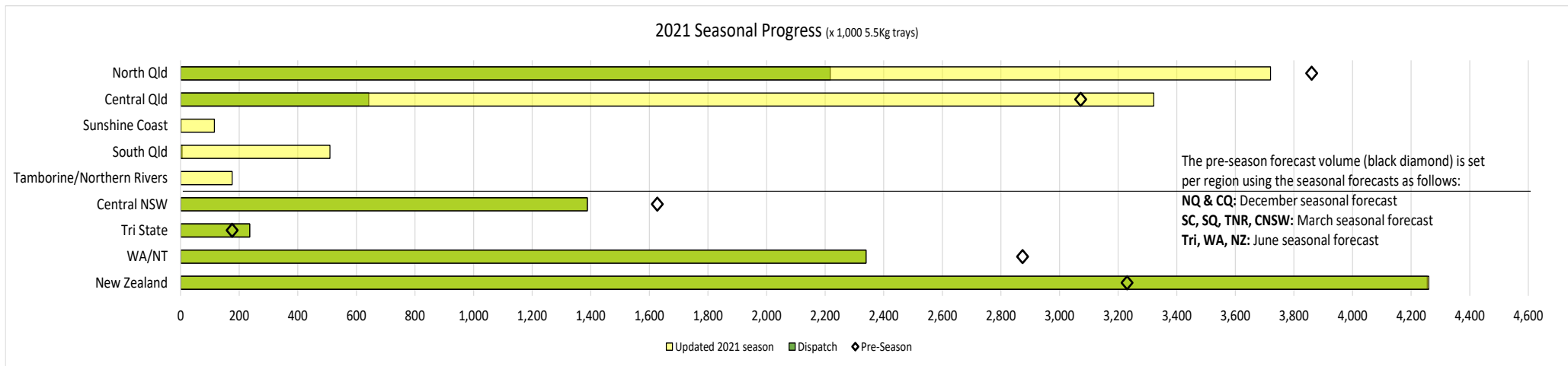
Note: NZ dispatch volumes by Count Size are estimated based on the Count Size distribution of NZ exports to all markets; and NZ dispatch volumes are reported in the week the volumes are expected to arrive in Australia, this is usually approximately one week after being shipped.

Destination of dispatched avocados

Industry Dispatches By Destination State and Count Size : 24th April - 30th April 2021 (Wk 17)												
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP		413	712	78	52	25	104		1,384	33		1,444
NSW	33	1,834	2,007	11,040	5,695	9,519	2,636	1,132	33,896	2,446		38,343
QLD	2,796	18,858	13,801	39,686	30,907	27,947	17,596	7,757	159,348	6,496	2,744	171,658
SA / NT		9	23	327	252	150	1,023		1,784			1,784
VIC	66	4,375	4,662	10,411	3,448	1,432	888	1,309	26,591	2,004		30,235
WA			15	3,992	313	2,699	8,172		15,191	967		16,949
Total	2,895	25,489	21,220	65,534	40,667	41,772	30,419	10,198	238,194	11,946	2,744	260,413



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 17 - 2021 Contributors - Packhouses

Costa Avocado (Consolidator)	Donovan Family Investment Trust (C. Qld)	Gunnado Farming Pty Ltd (North Qld)
Natures Fruit Company (Consolidator)	Sunny Bluff Produce Pty Ltd (Central Qld)	Kureen Farming (North Qld)
Simpson Farms Pty Ltd (Consolidator)	Sunnyspot Packhouse Pty Ltd (Central Qld)	Primo Produce Pty Ltd (North Qld)
Green Skin Avocados (Consolidator)	Avocados with Altitude (North Qld)	Rock Ridge Farming Pty Ltd (North Qld)
MacKays Marketing (Consolidator)	Battistin Orchards Pty Ltd (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)
CNSW, SC, TRI: Less than 3 contributors		

Week 17 - 2021 Contributors - Wholesalers

Costa Farms [Adelaide]	LaManna Premier Group [Melbourne]
Etherington [Perth]	LaManna Premier Group [Sydney]
Fresh Choice WA Pty Ltd [Perth]	Murray Bros [Brisbane]
J.H.Leavy & Co [Brisbane]	N & A Fruit Distributors Pty Ltd [Sydney]
LaManna Premier Group [Adelaide]	Sinclair & Antico (Aust) Pty Ltd [Sydney]

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	1,278	21,204		22,482							3,456		3,456	628	1,278	21,832		23,110
Total non supermarket sales	2	1,002		1,004											2	1,002		1,004
Total exports		220		220												220		220
Total sales	1,280	22,426		23,706							3,456		3,456	628	1,280	23,054		24,334
Total Stock on Hand	185	2,122		2,307	5			5	9						194	2,122		2,316
QLD																		
Total supermarket sales	38,713	46,068	197	84,978	467	18		485	882						39,562	46,101	197	85,860
Total non supermarket sales	87	2,494		2,581		346		346	629						87	3,123		3,210
Total exports	1,064	320		1,384	33			33	60						1,124	320		1,444
Total sales	39,864	48,882	197	88,943	500	364		864	1,571						40,773	49,544	197	90,514
Total Stock on Hand	21,176	847		22,023	168	24		192	349						21,481	891		22,372
SA & TAS																		
Total supermarket sales		2,476		2,476												2,476		2,476
Total non supermarket sales	6,274	1,099		7,373	894	314	147	1,355	2,464						7,899	1,670	267	9,837
Total exports																		
Total sales	6,274	3,575		9,849	894	314	147	1,355	2,464						7,899	4,146	267	12,312
Total Stock on Hand	5,790	2,042		7,832	789	374	51	1,214	2,207						7,225	2,722	93	10,039
VIC																		
Total supermarket sales	11,572	6,616		18,188	273	490		763	1,387		691		691	126	12,068	7,633		19,701
Total non supermarket sales	2,014			2,014											2,014			2,014
Total exports																		
Total sales	13,586	6,616		20,202	273	490		763	1,387		691		691	126	14,082	7,633		21,715
Total Stock on Hand	21,907			21,907	1,337			1,337	2,431						24,338			24,338
WA																		
Total supermarket sales		14,071		14,071												14,071		14,071
Total non supermarket sales	6,841			6,841	1,290			1,290	2,345						9,186			9,186
Total exports																		
Total sales	6,841	14,071		20,912	1,290			1,290	2,345						9,186	14,071		23,257
Total Stock on Hand	16,879			16,879	1,132			1,132	2,058						18,937			18,937
Total																		
Total supermarket sales	51,563	90,435	197	142,195	740	508		1,248	2,269		4,147		4,147	754	52,908	92,112	197	145,218
Total non supermarket sales	15,218	4,595		19,813	2,184	660	147	2,991	5,438						19,189	5,795	267	25,251
Total exports	1,064	540		1,604	33			33	60						1,124	540		1,664
Total sales	67,845	95,570	197	163,612	2,957	1,168	147	4,272	7,767		4,147		4,147	754	73,221	98,447	464	172,133
Total Stock on Hand	65,937	5,011		70,948	3,431	398	51	3,880	7,055						72,175	5,734	93	78,002

