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**Hort
 Innovation**
 Strategic levy investment

**AVOCADO
 FUND**

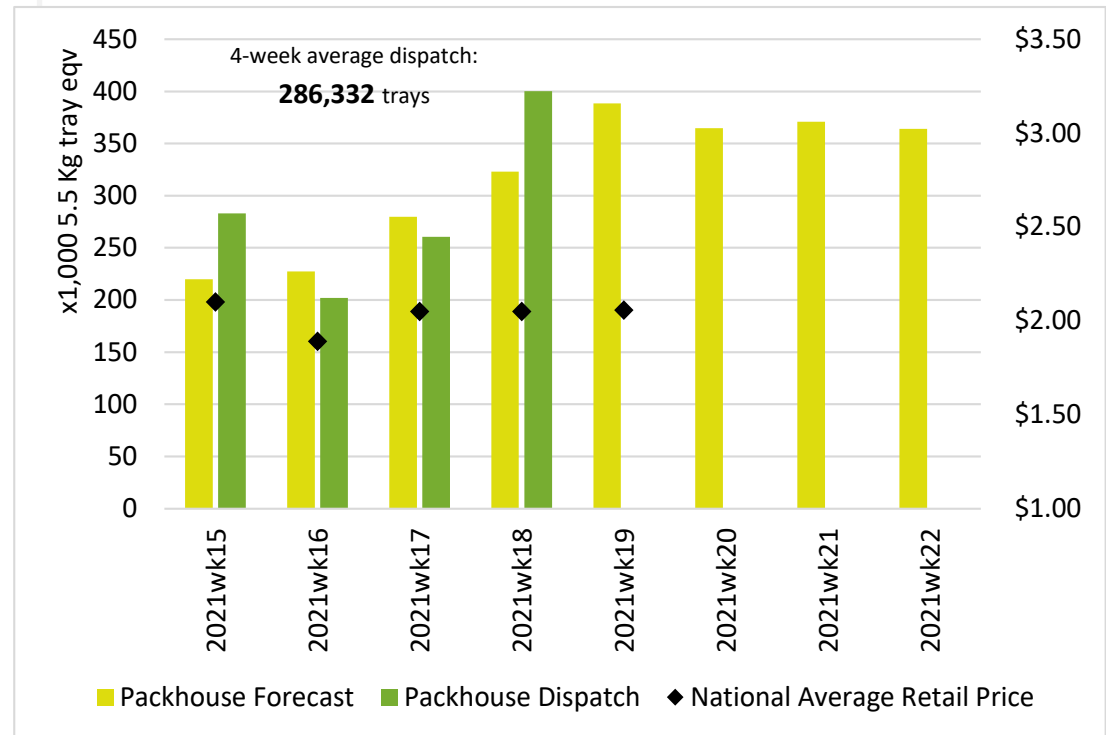
Weekly Infocado Report - Week 18 of 2021 (01 - 07 May 2021)

| | | | |
|---|--|---|--|
| Forecast for this week: 323,206 trays | Dispatch for this week: 400,149 trays +24% relative to forecast for this week | Next week's forecast: 388,462 trays -3% relative to dispatch for this week | Average retail price: \$2.06 / piece (+0%) more detail here |
|---|--|---|--|

Week 18 - 2021 summary:

- Welcome to our new-look Infocado report! This week marks the culmination an extensive rebuild process by Avocados Australia and our generous system testers. Like its predecessor, the new, robust Infocado system, relies on your weekly and seasonal data entries. Please let us know what you think!
- Total dispatch was 400,149 trays, an increase of 54% on the previous week (260,414 trays) and 24% higher than the forecasted 323,206 trays.
- North QLD supplied the majority of the fruit at 63%, followed by Central QLD at 37%. Central NSW and the Sunshine Coast supplied less than 1 %.
- 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.
- Check your maturity: please ensure your fruit is meeting the industry dry matter minimum standard of 23% for Hass.

Figure 1. Dispatch vs forecast (weeks 15 to 22 - 16/04/2021 - 04/06/2021)



[What is Infocado?](#)

[Using and interpreting Infocado](#)

Marketing Update: Easy avocado meals

The new Our Green Gold campaign has now launched, with well-known comedian Nazeem Hussain highlighting the iconic position of the avocado. The integrated campaign from Australian Avocados features 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. Read more about the campaign and view the ad 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.

Latest avocado marketing news



CLICK HERE



Upcoming Public Holidays:

Monday 14th Jun: Queen's Birthday (National, except QLD & WA) Tues.

Report Index

Cover: Weekly summary; Dispatch vs forecast

Page 2: Marketing brief; Upcoming public holidays; Index of contributors

Page 3: Dispatch data by variety and pack type; 4-weekly forecast data; Dispatch data by origin, fruit size, and pack type; Dispatch vs forecast; Dispatch vs weekly forecast by region

Page 4: Seasonal progress chart; Estimated total supply

Page 5: Packers dispatch by region of origin; New Zealand and Chile avocado exports

Page 6: Packers dispatch by trade channel; Packers dispatch by variety

REPORT NOTES:

The **Weekly Infocado** report is compiled using data contributed by avocado packhouses and traders through the **AvoData** system. Please note that **Quarterly Infocado** reports incorporate additional data (by region) which is not contributed directly into the system. Therefore it is not possible to extrapolate the figures from **Weekly Infocado** reports to those in **Quarterly Infocado** reports. Initially, this report is provided to 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.

Week 18 - 2021 Contributors - Packhouses

| | |
|--------------------------------------|--|
| Costa Avocado/SuperPak (CQ) | Kureen Farming (NQ) |
| Donovan Family Investment Trust (CQ) | Mackays Marketing (NQ) |
| Natures Fruit Company (CQ) | Primo Produce Pty Ltd (NQ) |
| Simpson Farms Pty Ltd (CQ) | Rock Ridge Farming Pty Ltd (NQ) |
| Sunny Bluff Produce Pty Ltd (CQ) | Rocky Creek Orchards Pty Ltd (NQ) |
| Sunnyspot Packhouse Pty Ltd (CQ) | Tinaroo Falls Avocado Trust (NQ) |
| Avocados with Altitude (NQ) | CNSW: less than 3 packhouse contributors |
| Battistin Orchards Pty Ltd (NQ) | SQ: less than 3 packhouse contributors |
| Bellview Orchard Pty Ltd (NQ) | SC: less than 3 packhouse contributors |
| Costa Avocado/Avocado Estates (NQ) | |
| Green Skin Avocados (NQ) | |
| Gunnado Farming Pty Ltd (NQ) | |

Week 18 - 2021 Contributors - Traders

| | |
|-----------------------------------|------------------------------------|
| Costa Farms [Melbourne] | Mackays Marketing Co |
| Etherington [Perth] | Rock Ridge Fresh |
| Green Skin Avocados | Simpson Farms Pty Ltd |
| LaManna Premier Group [Adelaide] | Sinclair & Antico Pty Ltd [Sydney] |
| LaManna Premier Group [Brisbane] | |
| LaManna Premier Group [Melbourne] | |
| LaManna Premier Group [Sydney] | |

(Note: trader data not currently reported)

Figure 2. Dispatch data by variety and pack type - Week Ending 07/05/2021 (18)

| Variety | 5.5 Kg Trays units | 10 Kg Bulks units | Pre-packed Kg | Processing Kg | Other Kg | 5.5 Kg Tray Eqv |
|--------------|--------------------|-------------------|---------------|---------------|---------------|-----------------|
| Hass | 282,014 | 20,658 | 27,566 | 28,047 | - | 329,687 |
| Shepard | 51,065 | 1,859 | - | 10,473 | 56,350 | 56,350 |
| Other | 13,386 | 399 | - | - | 14,112 | 14,112 |
| Total | 346,465 | 22,916 | 27,566 | 38,520 | 70,462 | 400,149 |

Figure 3. 4-weekly forecast data in 5.5 Kg tray eqv (date: week ending)

| Variety | 7/05/2021 (18) | 14/05/2021 (19) | 21/05/2021 (20) | 28/05/2021 (21) | 4/06/2021 (22) |
|-------------------|----------------|-----------------|-----------------|-----------------|----------------|
| Hass | 234,114 | 347,280 | 339,839 | 341,929 | 333,116 |
| Shepard | 70,092 | 28,182 | 11,000 | 17,000 | 17,000 |
| Other | 19,000 | 13,000 | 14,000 | 12,000 | 14,000 |
| Week Total | 323,206 | 388,462 | 364,839 | 370,929 | 364,116 |

Figure 4. Dispatch data by origin, fruit size, and pack type - Week Ending 07/05/2021 (18)

| | 5.5 Kg trays (counts) | | | | | | | | | Total 5.5 Kg trays | Bulk 10 Kg cartons | Pre-packed Kg | Proc Kg | Other Kg | Total 5.5 Kg Tray Eqv | |
|--------------------|-----------------------|---------------|---------------|---------------|----------|---------------|---------------|---------------|--------------|--------------------|--------------------|---------------|---------------|----------|-----------------------|-------------|
| | <16 | 16 | 18 | 20 | 22 | 23 | 25 | 28 | >28 | | | | | | | |
| NQ | 5,098 | 42,701 | 32,816 | 59,048 | - | 35,785 | 20,735 | 15,556 | 1,931 | 213,670 | 14,082 | 26,894 | 33,110 | - | 250,186 | 63% |
| CQ | 40 | 4,718 | 12,268 | 32,673 | - | 20,145 | 31,480 | 23,310 | 7,711 | 132,345 | 8,595 | 672 | 5,410 | - | 149,078 | 37% |
| SC | - | - | 12 | 38 | - | 132 | 136 | 107 | - | 425 | 176 | - | - | - | 745 | 0% |
| SQ | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| TNR | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| CNSW | - | - | - | - | - | 3 | 5 | 8 | 9 | 25 | 63 | - | - | - | 140 | 0% |
| Tristate | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| WA/NT | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| NZ | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| Grand Total | 5,138 | 47,419 | 45,096 | 91,759 | - | 56,065 | 52,356 | 38,981 | 9,651 | 346,465 | 22,916 | 27,566 | 38,520 | - | 400,149 | 100% |

Figure 5. Dispatch vs forecast - 20/11/2020 - 04/06/2021 (weeks 47 to 22)

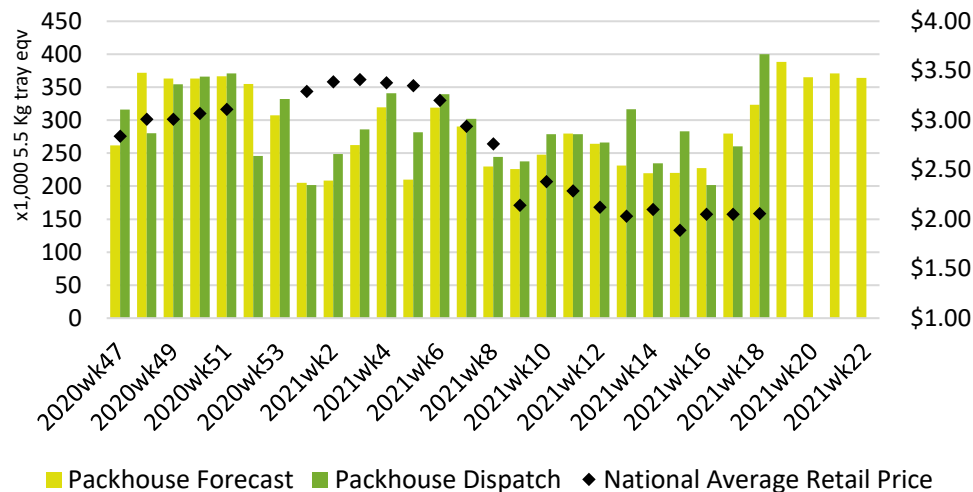


Figure 6. Dispatch vs weekly forecast by region - Week Ending 07/05/2021 (18)

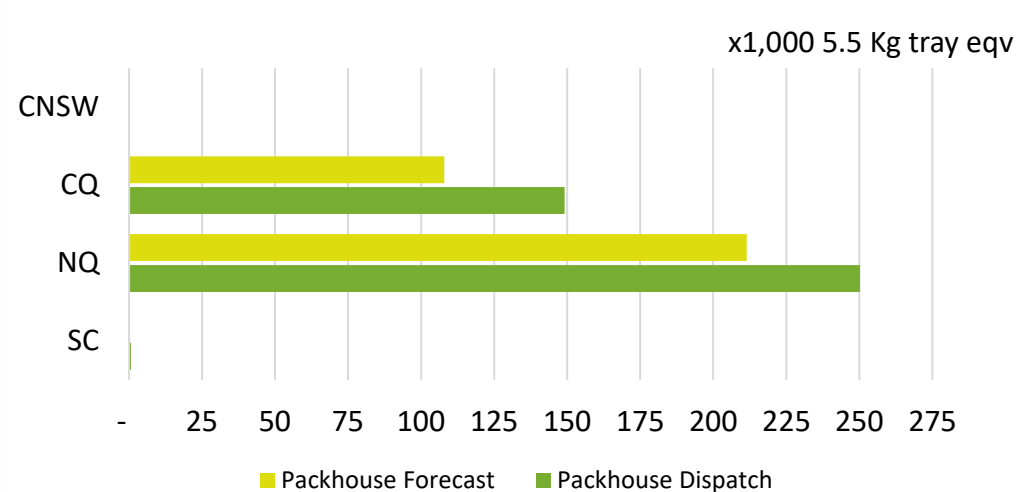
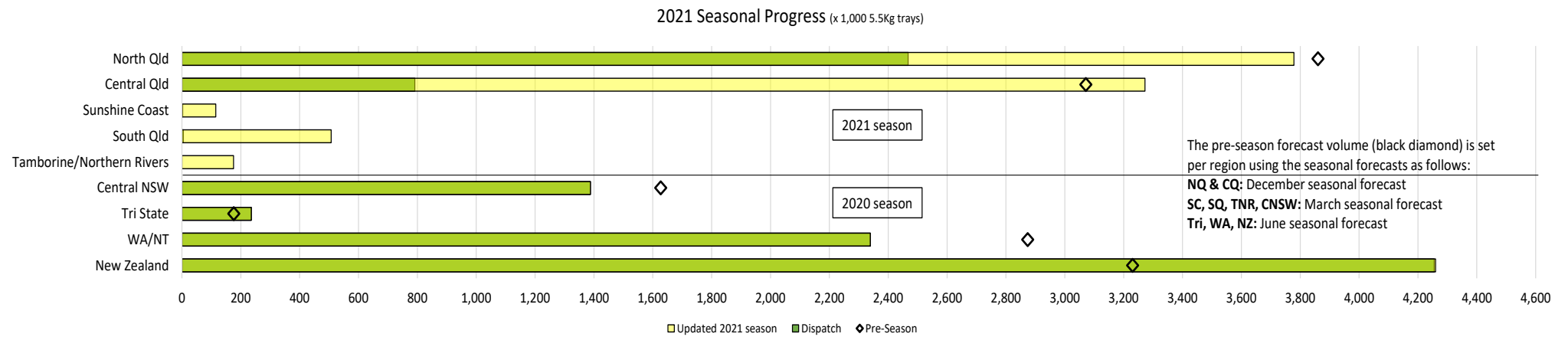


Figure 7. 2020-21 Season Progress - Week Ending 07/05/2021 (18)

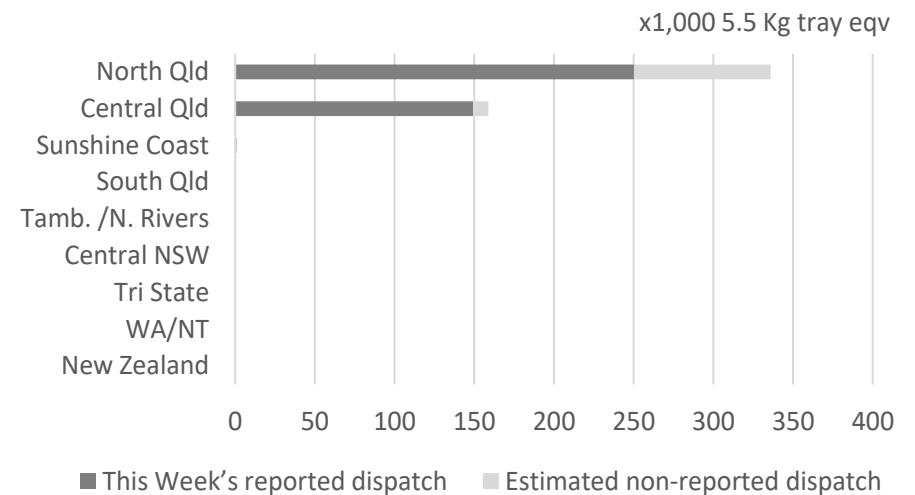


The **season progress graph** above uses seasonal forecast data from direct contributors, it does not include data from non-contributing packhouses. Therefore these figures may be lower than those shown on the Quarterly Infocado Report. The total of each bar in the graph above is a result of total monthly dispatches to date plus the remaining seasonal forecast which can be updated monthly.

Figure 8. Estimated total supply - Week Ending 07/05/2021 (18)

| Region | Percentage of estimated total supply | This Week's reported dispatch | Estimated non-reported | Estimated Total supply |
|--------------------|--------------------------------------|-------------------------------|------------------------|------------------------|
| | % | 5.5 Kg tray eqv | 5.5 Kg Tray eqv | 5.5 Kg tray eqv |
| North Qld | 74% | 250,186 | 85,740 | 335,926 |
| Central Qld | 94% | 149,078 | 9,722 | 158,800 |
| Sunshine Coast | 69% | 745 | 331 | 1,076 |
| South Qld | 79% | - | - | - |
| Tamb. /N. Rivers | 69% | - | - | - |
| Central NSW | 98% | 140 | 2 | 142 |
| Tri State | 46% | - | - | - |
| WA/NT | 96% | - | - | - |
| New Zealand | 100% | - | - | - |
| Grand Total | | 400,149 | 95,796 | 495,945 |

Figure 9. Estimated total supply - Week Ending 07/05/2021 (18)



All data in this report is provided by direct contributors only. The table and chart above provides an estimate of the total volume dispatch this week including data extrapolated from the Quarterly Infocado Report.

Figure 10. Packers dispatch by region of origin - 20/11/2020 - 07/05/2021 (weeks 47 to 18). The bar chart to the right shows the most recent week's data.

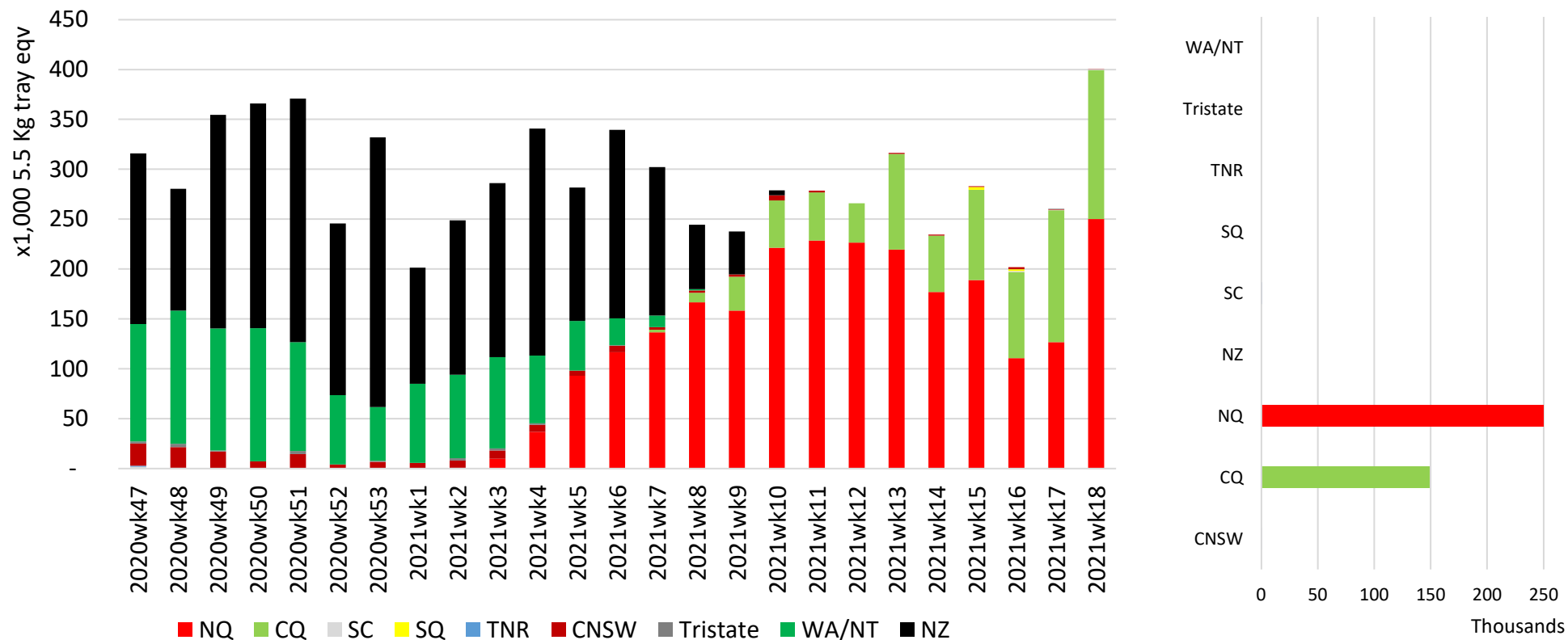


Figure 11. New Zealand and Chile avocado exports: forecast v dispatch (5.5kg eqv trays) August 2020 - March 2021

| 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

Figure 12. Packers dispatch by trade channel - 20/11/2020 - 07/05/2021 (weeks 47 to 18). Trader: A primary wholesaler, marketer, or consolidator. **Major Retail:** Woolworths, Coles, or Aldi. **Other:** Any other outlet that is not a trader or major retail. The bar chart to the right shows the most recent week's data.

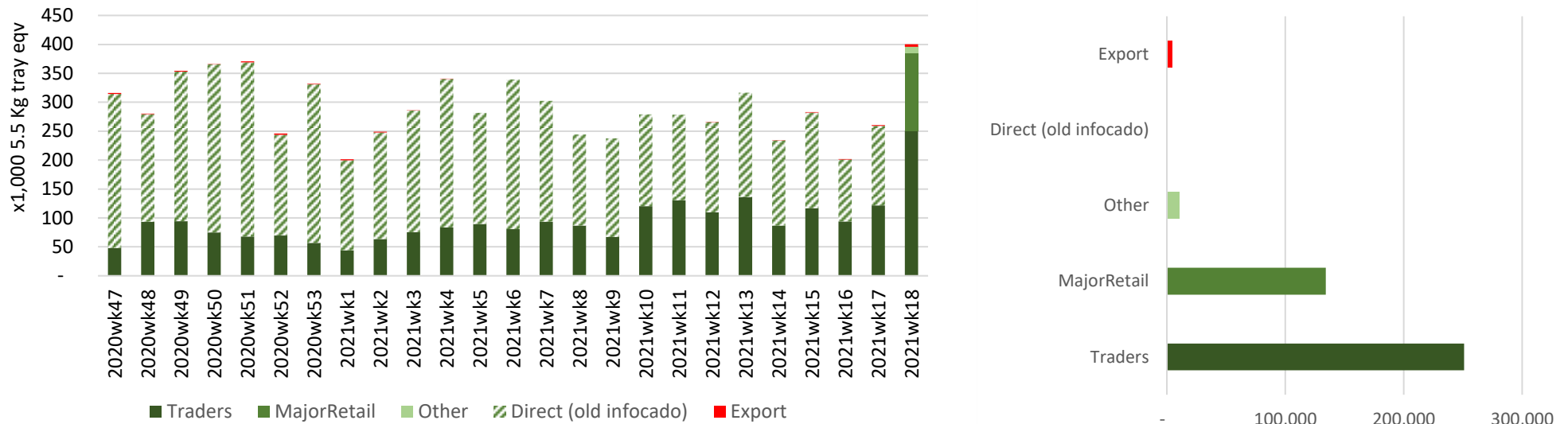


Figure 13. Packers dispatch by variety - 20/11/2020 - 07/05/2021 (weeks 47 to 18). The bar chart to the right shows the most recent week's data.

