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**Hort
 Innovation**
 Strategic levy investment

**AVOCADO
 FUND**

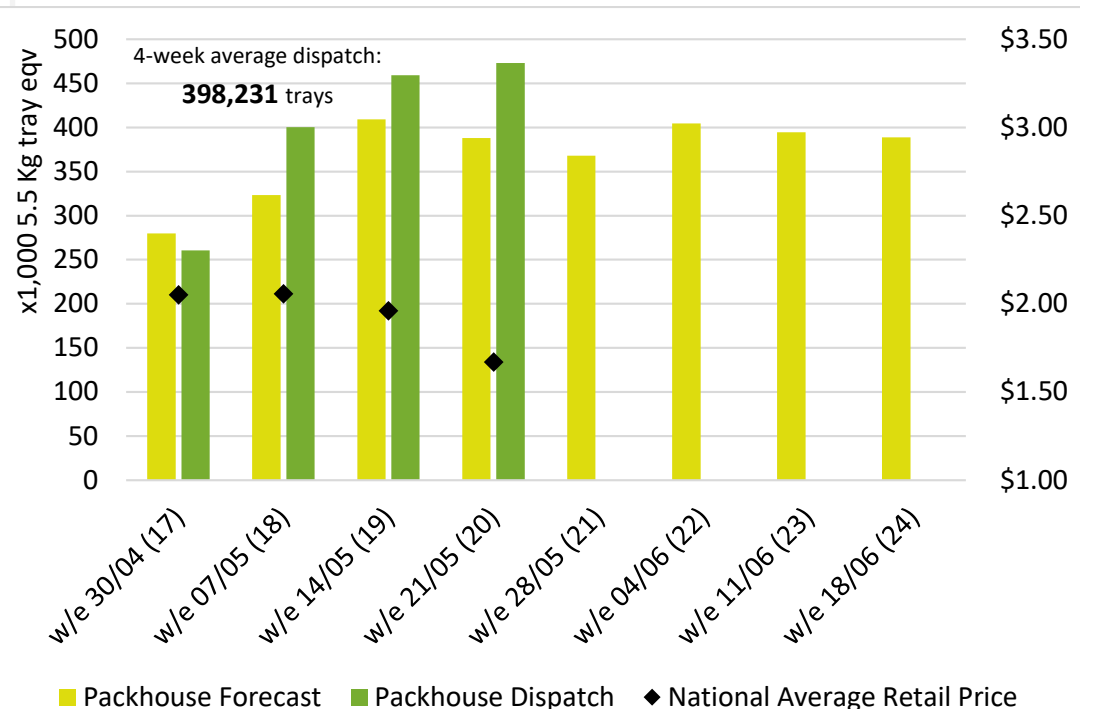
Weekly Infocado Report - Week 20 of 2021 (15 - 21 May 2021)

Forecast for this week: 387,967 trays	Dispatch for this week: 473,181 trays +22% relative to forecast for this week	Next week's forecast: 367,847 trays -22% relative to dispatch for this week	Average retail price: \$1.67 / piece (-15%) more detail here
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Week 20 - 2021 summary:

- Welcome to our new-look Infocado report! This is 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 473,181 trays, an increase of 3% on the previous week (459,180 trays) and 22% higher than the forecasted 387,967 trays.
- North QLD supplied the majority of the fruit at 56%, followed by Central QLD at 43%. South QLD and the Sunshine Coast supplied 1 % combined.
- 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 16 to 23 - 23/04/2021 - 11/06/2021)



[What is Infocado?](#)

[Using and interpreting Infocado](#)

Marketing Update: Increasing marketing activity

The avocado industry's marketing advisory board, including Avocados Australia representatives, is working with Hort Innovation to ramp up the existing Our Green Gold marketing campaign, in line with the increased production this season. Australian Avocados will utilise the industry's contingency marketing funds to encourage increased consumption, including via social media, out-of-home, radio and cinema advertising from June to September. Read more about Our Green Gold 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).

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 20 - 2021 Contributors - Packhouses

Avocados with Altitude (NQ)	Rock Ridge Farming Pty Ltd (NQ)
Balmoral Orchard (SQ)	Rocky Creek Orchards Pty Ltd (NQ)
Costa Avocado/Avocado Estates (NQ)	Simpson Farms Pty Ltd (CQ)
Costa Avocado/SuperPak (CQ)	Sunny Bluff Produce Pty Ltd (CQ)
Donovan Family Investment Trust (CQ)	Sunnyspot Packhouse Pty Ltd (CQ)
Green Skin Avocados (NQ)	Tinaroo Falls Avocado Trust (NQ)
Gunnado Farming Pty Ltd (NQ)	Touchwood Farming (SQ)
Kureen Farming (NQ)	Wodonga Park Fruit and Nuts (SQ)
MacKays Marketing (NQ)	CNSW less than 3 packhouse contributors
Natures Fruit Company	SC less than 3 packhouse contributors
Cobra Hill Orchards (NQ)	TNR less than 3 packhouse contributors
Primo Produce Pty Ltd (NQ)	

Week 20 - 2021 Contributors - Traders

Costa Avocado (Melbourne)	Mackays Marketing Co
Costa Farms [Adelaide]	Murray Bros [Brisbane]
Costa Farms [Melbourne]	Natures Fruit Company
Etherington [Perth]	Rock Ridge Fresh
Green Skin Avocados	Sinclair & Antico (Aust) Pty Ltd [Sydney]
J.H.Leavy & Co [Brisbane]	United Fresh [Adelaide]
LaManna Premier Group	WA Farm Direct [Perth]

(Note: trader data not currently reported)

Figure 2. Dispatch data by variety and pack type - Week Ending 21/05/2021 (20)

Variety	5.5 Kg Trays units	10 Kg Bulks units	Pre-packed Kg	Processing Kg	Other Kg	5.5 Kg Tray Eqv
Hass	353,399	33,479	28,760	34,556	1,805	426,108
Shepard	355	312	-	-	-	922
Other	37,888	4,545	-	-	-	46,151
Total	391,642	38,336	28,760	34,556	1,805	473,181

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

Variety	21/05/2021 (20)	28/05/2021 (21)	4/06/2021 (22)	11/06/2021 (23)	18/06/2021 (24)
Hass	369,467	353,936	392,304	380,468	376,449
Shepard	5,000				
Other	13,500	13,911	12,384	13,999	12,393
Week Total	387,967	367,847	404,688	394,467	388,842

Figure 4. Dispatch data by origin, fruit size, and pack type - Week Ending 21/05/2021 (20)

	5.5 Kg trays (counts)									Total 5.5 Kg trays	10 Kg Bulk cartons	Pre-packed Kg	Proc Kg	Other Kg	Total 5.5 Kg Tray Eqv	
	<16	16	18	20	22	23	25	28	>28							
NQ	11,887	54,965	37,679	49,538	-	29,941	18,462	16,909	708	220,089	18,881	28,760	29,636	-	265,033	56%
CQ	888	13,145	18,062	50,412	-	46,350	21,567	12,769	5,500	168,693	18,498	-	4,920	1,805	203,549	43%
SC	8	41	233	340	-	684	183	444	-	1,933	567	-	-	-	2,963	1%
SQ	-	-	1	30	-	68	155	353	320	927	390	-	-	-	1,636	0%
TNR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
CNSW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Tristate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
WA/NT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
NZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Grand Total	12,783	68,151	55,975	100,320	-	77,043	40,367	30,475	6,528	391,642	38,336	28,760	34,556	1,805	473,181	100%

Figure 5. Dispatch vs forecast - 04/12/2020 - 18/06/2021 (weeks 49 to 24)

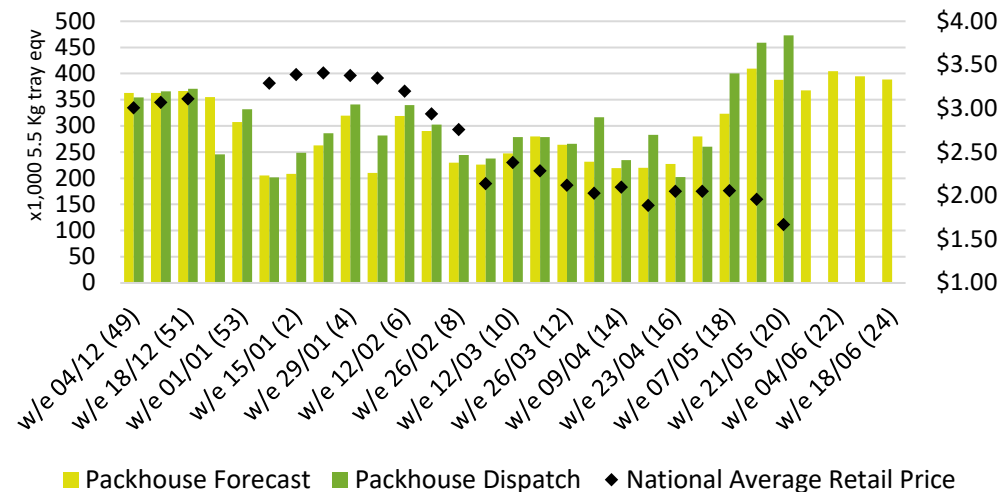


Figure 6. Dispatch vs weekly forecast by region - Week Ending 21/05/2021 (20)

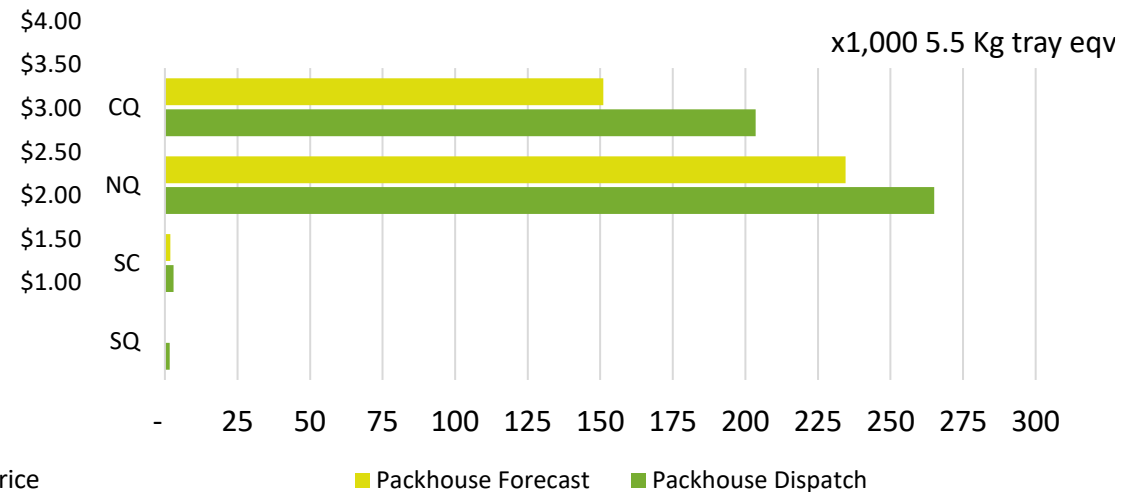
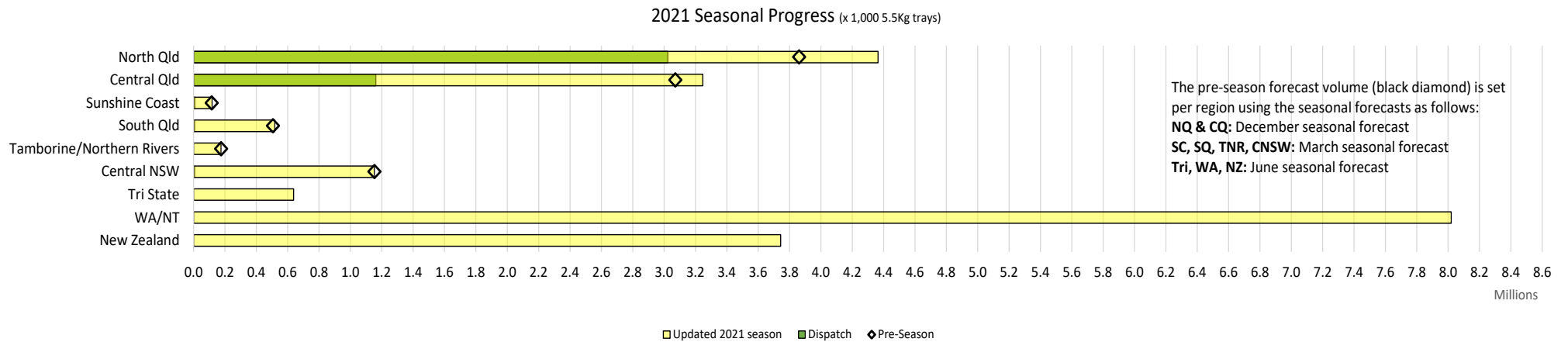


Figure 7. 2020-21 Season Progress - Week Ending 21/05/2021 (20)

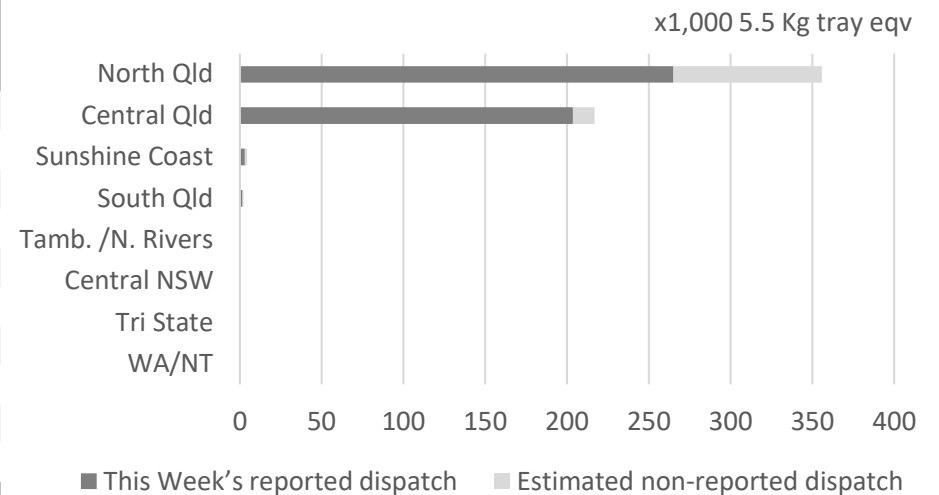


The **season progress graph** above uses seasonal forecast data from direct contributors, it does not include data from non-contributing packhouses. Therefore these figures may be lower than those shown on the Quarterly Infocado Report. The total of each bar in the graph above is a result of total monthly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

Figure 8. Estimated total supply - Week Ending 21/05/2021 (20)

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%	265,033	90,829	355,862
Central Qld	94%	203,549	13,275	216,824
Sunshine Coast	69%	2,963	1,316	4,279
South Qld	79%	1,636	436	2,072
Tamb. /N. Rivers	-	-	-	-
Central NSW	-	-	-	-
Tri State	-	-	-	-
WA/NT	-	-	-	-
New Zealand	-	-	-	-
Grand Total		473,181	105,856	579,037

Figure 9. Estimated total supply - Week Ending 21/05/2021 (20)



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 - 04/12/2020 - 21/05/2021 (weeks 49 to 20). The bar chart to the right shows the most recent week's data.

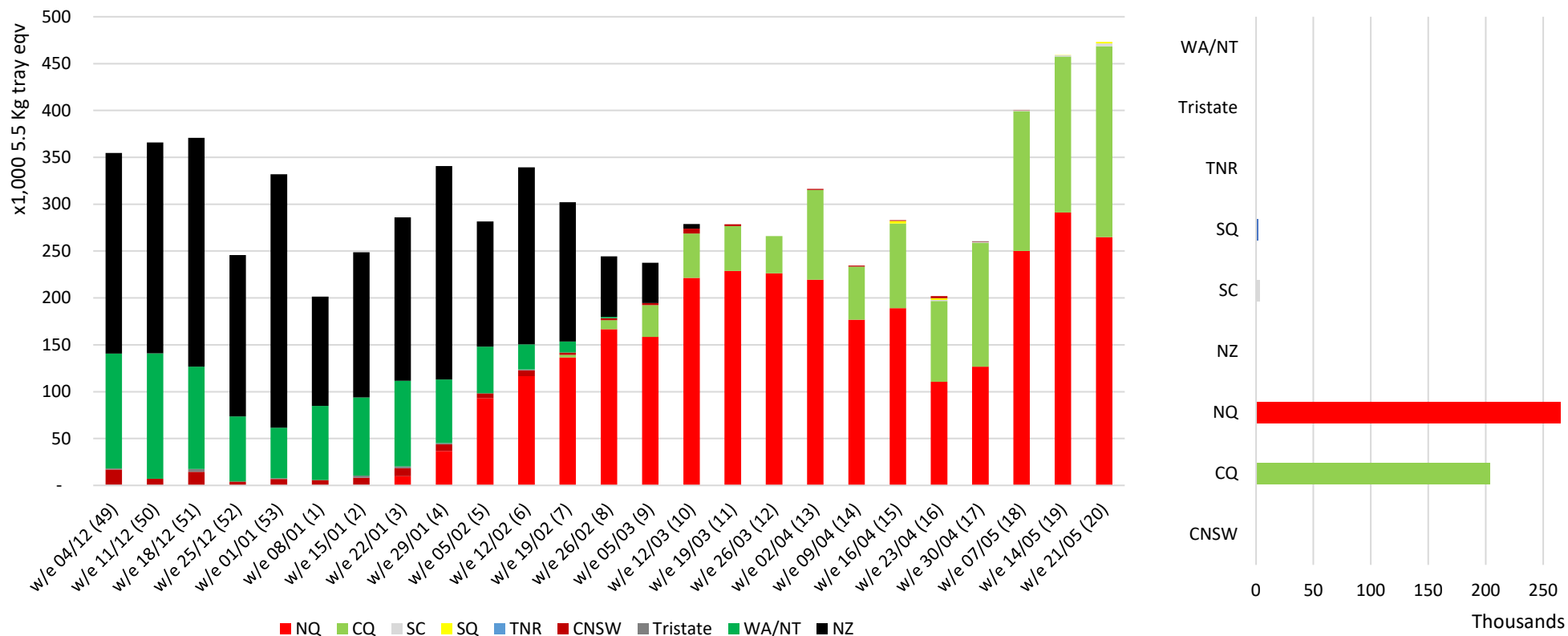


Figure 11. New Zealand and Chile avocado exports: forecast v dispatch (5.5kg eqv trays) August 2020 - March 2021

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	16,754	4,645,117
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 - 04/12/2020 - 21/05/2021 (weeks 49 to 20). 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.

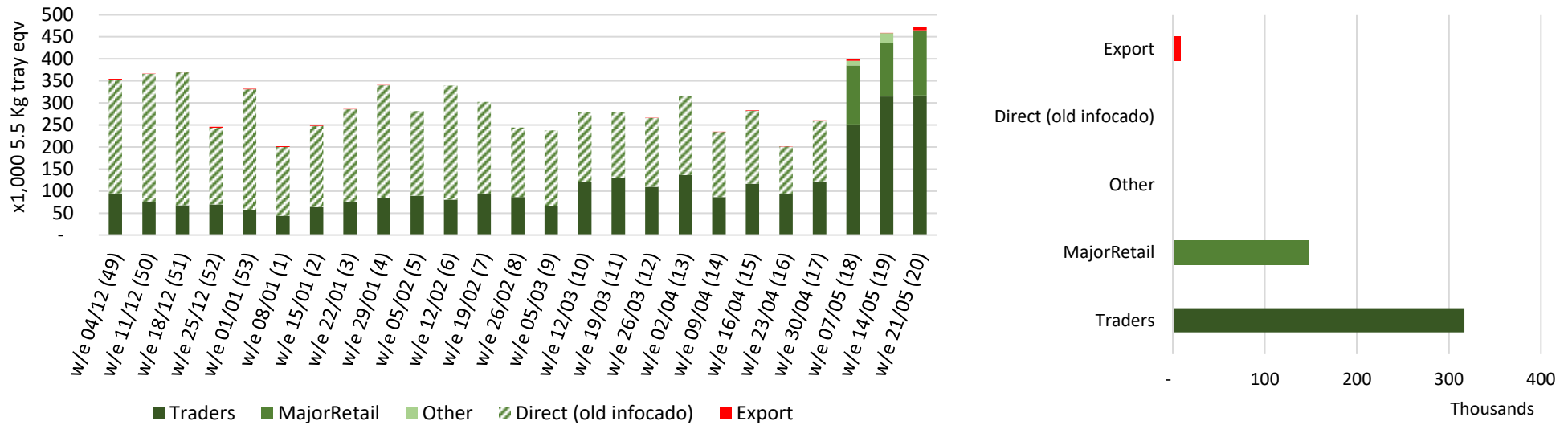


Figure 13. Packers dispatch by variety - 04/12/2020 - 21/05/2021 (weeks 49 to 20). The bar chart to the right shows the most recent week's data.

