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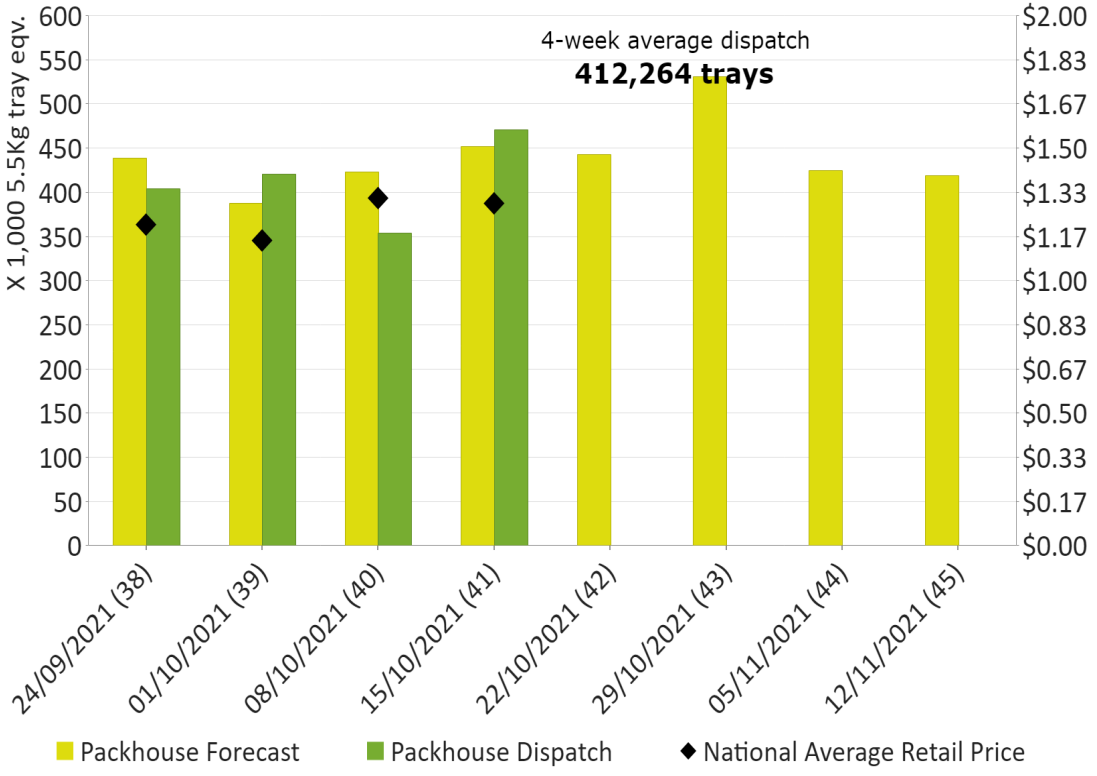
Weekly Infocado Report - week 41 of 2021 (09 - 15 October 2021)

Forecast for this week:	Dispatch for this week:	Next week's forecast:	Average retail price:
451,691 trays	**470,624** trays +4% relative to forecast for this week	**442,786** trays -6% relative to dispatch for this week	**$1.29** / piece -2% relative to last week more detail here

Week 41 - 2021 summary:

- **We encourage packers to maintain strong communication throughout the supply chain and regularly assess market conditions with their supply partners. Subscribe here for industry communications.**
- Total dispatch was 470,624 trays, a 33% increase on the previous week (353,889 trays) and 4% higher than the forecasted 451,691 trays.
- WA supplied the majority of the fruit at 57%, followed by NZ at 16%, Tristate at 11%, CNSW at 9% and SQ at 5%. The remaining fruit was supplied by TNR and SC at 2%.
- Are you currently exporting? If so, please remember to record exported volumes in your weekly Infocado figures. For data entry instructions, click here for Packers & Traders
- The Department of Agriculture, Water and the Environment levies report for the financial year 2020-21 reported 14,330,475 trays were levied for FY 20/21. We are pleased to report that 99% of this volume (14,197,276 trays) was captured and reported on July's Quarterly Infocado Report. The Infocado system has been designed to support industry sustainability into the future, your contribution is essential!
- 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 38 to 45 - 24/09/2021 - 12/11/2021)



What is Infocado?

Using and interpreting Infocado

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Marketing Update: Our Green Gold Campaign Performance results

The Australian Avocados Marketing Update from 27 September showed that the Our Green Gold campaign was performing well in the marketplace. According to the update, as of 27 September, the campaign has reached 17.6 million Australians. The campaign successfully drove 77,240 users to the Australian Avocados website. The use of radio in the campaign proved effective with radio advertising reaching 3.27 million Metro grocery buyers 11 times on average. The campaign included advertising with Nova and Kate Richie sponsorship provided Nova airchecks.

Latest avocado marketing news

Upcoming Public Holidays:

Monday 25 October: Labour Day (NZ)

Friday 29 October: Ekka Holiday (QLD)

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

Week 41 - 2021 Contributors - Packhouses

Avorama Pty Ltd (CNSW)

Costa Avocado/Coastal Avocados (CNSW)

Midcoast Avocados (CNSW)

NZ Avocado Ltd (NZ)

Balmoral Orchard (SQ)

Googa Farms (SQ)

Green Nugget Orchards (SQ)

Natures Fruit Company (SQ)

Sunnyspot Packhouse Pty Ltd (SQ)

Touchwood Farming (Mt Binga)

Wodonga Park Fruit and Nuts (SQ)

Aussie Orchards Growers & Packers (TNR)

Merrinee Farm (TNR)

T W Silver (TNR)

Barham Avocados (TRI)

Churinga Orchards (TRI)

Golden Hill Packing Pty Ltd (TRI)

J.G. Loffler (TRI)

Marrbiz Pty Ltd (TRI)

Parkes Lane Produce (TRI)

Vitor Marketing Pty Ltd (TRI)

Avonova (WA)

Avowest (WA)

Bendotti Avocado (WA)

Delroy Orchards (WA)

Licciardello & Son Orchards (WA)

Natures Fruit Company (WA)

R & S Bamess (WA)

The Avocado Collective (WA)

The Avocado Grove (WA)

SC: Less than 3 packhouse contributors

Week 41 - 2021 Contributors - Traders

N & A Fruit Distributors Pty Ltd [Sydney]

Sinclair & Antico (Aust) Pty Ltd [Sydney]

De Luca Banana Marketing Pty Ltd [Brisbane]

J.H.Leavy & Co [Brisbane]

Murray Bros [Brisbane]

Costa Farms [Adelaide]

LaManna Premier Group [Adelaide]

United Fresh [Adelaide]

All Aussie Farmers [Melbourne]

Costa Farms [Melbourne]

LaManna Premier Group [Melbourne]

Etherington [Perth]

WA Farm Direct [Perth]

Costa Avocado [National]

Rock Ridge Fresh [National]

The Avocado Collective [National]

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 r**eports 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.

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Figure 2. Dispatch data by variety and pack type - Week Ending 15/10/2021 (41)

Variety	5.5 Kg Trays units	10 Kg Bulks units	Pre-packed Kg	Processing Kg	Other Kg	5.5Kg Tray Eqv
Hass	396,680	35,450	800	9,129	-	462,939
Other	4,716	853	7,800	-	-	7,685
Shepard	-	-	-	-	-	-
Total	**401,396**	**36,303**	**8,600**	**9,129**	**0**	**470,624**

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

Variety	15/10/2021 (41)	22/10/2021 (42)	29/10/2021 (43)	05/11/2021 (44)	12/11/2021 (45)
Hass	449,691	440,250	528,898	422,426	416,857
Shepard	-	-	-	-	-
Other	2,000	2,536	2,000	2,000	2,000
Week Total	**451,691**	**442,786**	**530,898**	**424,426**	**418,857**

Figure 4. Dispatch Data By Origin, Fruit Size and Pack Type - Week Ending 15/10/2021 (41)

	5.5Kg trays (counts)									Total 5.5Kg Trays	Bulk 10kg cartons	Pre-packed Kg	Proc Kg	Other Kg	Total 5.5Kg Tray Eqv	%
	<16	16	18	20	22	23	25	28	>28							
NQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00 %
CQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00 %
SC	-	7	32	46	-	56	38	17	4	200	90	-	-	-	363	0.08 %
SQ	20	298	3,155	4,349	-	4,199	3,361	2,463	609	18,454	3,373	-	-	-	24,586	5.22 %
TNR	4	59	460	1,447	1,154	1,000	820	1,111	160	6,215	737	800	-	-	7,700	1.64 %
CNSW	1,086	1,910	3,321	12,389	-	6,246	4,437	2,950	282	32,621	5,168	7,800	2,390	-	43,871	9.32 %
Tristate	149	3,484	7,003	11,342	-	10,422	5,876	2,663	1,785	42,724	4,002	-	6,739	-	51,225	10.88 %
WA/NT	603	4,780	25,229	64,814	-	57,750	43,146	23,524	4,570	224,416	22,933	-	-	-	266,113	56.54 %
NZ	-	3,071	6,141	13,050	-	20,727	14,586	9,979	9,212	76,766	-	-	-	-	76,766	16.31 %
Grand Total	**1,862**	**13,609**	**45,341**	**107,437**	**1,154**	**100,400**	**72,264**	**42,707**	**16,622**	**401,396**	**36,303**	**8,600**	**9,129**	**0**	**470,624**	**100 %**

Figure 5. Dispatch vs forecast - 30/04/2021 - 12/11/2021 (weeks 17 to 45)

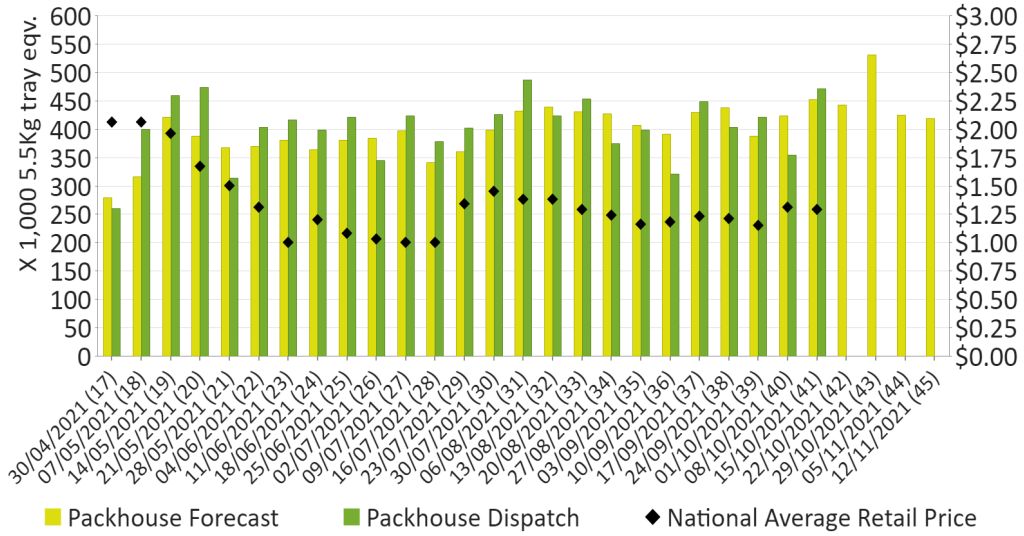

Figure 6. Dispatch vs weekly forecast by region - Week Ending 15/10/2021 (41)

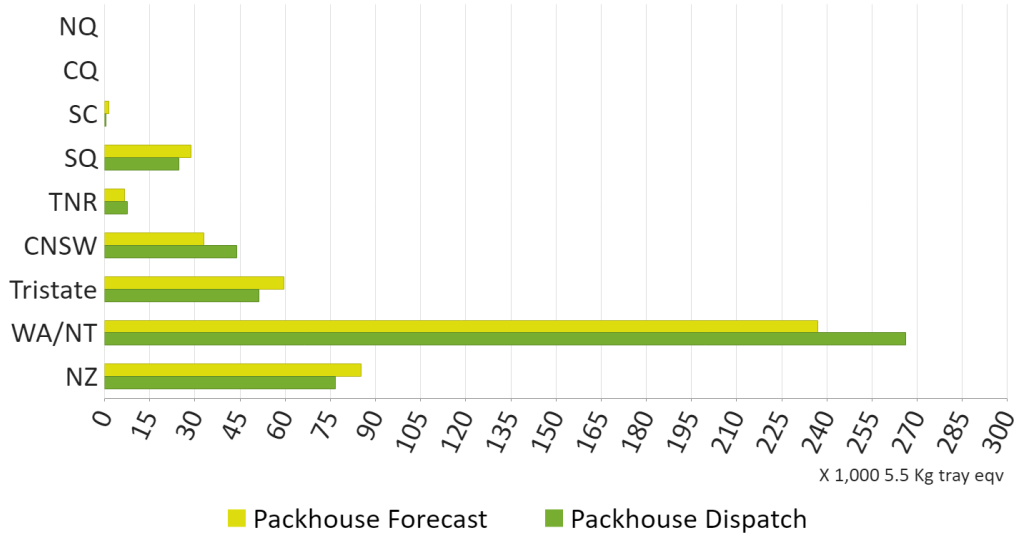

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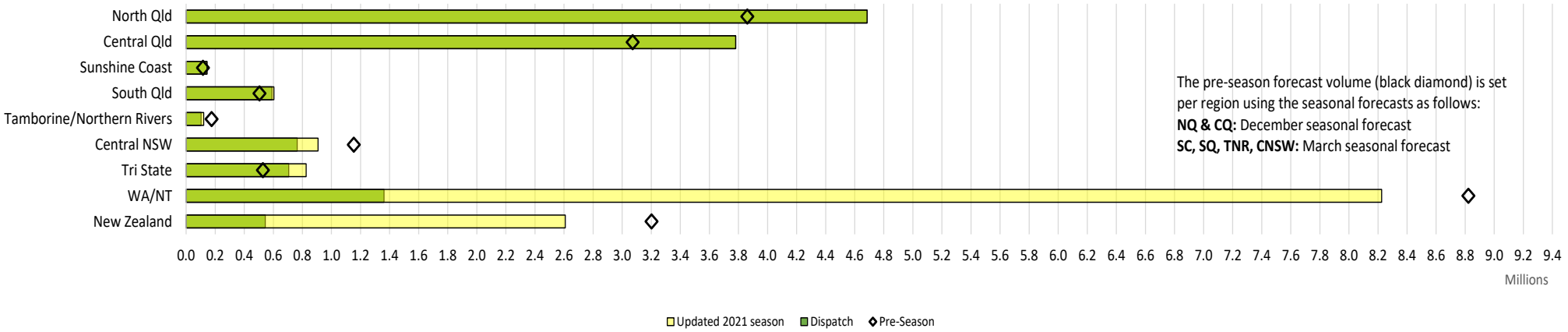
Figure 7. 2020-22 Season Progress (x 10^6 5.5Kg trays) - Week Ending 15/10/2021 (41)

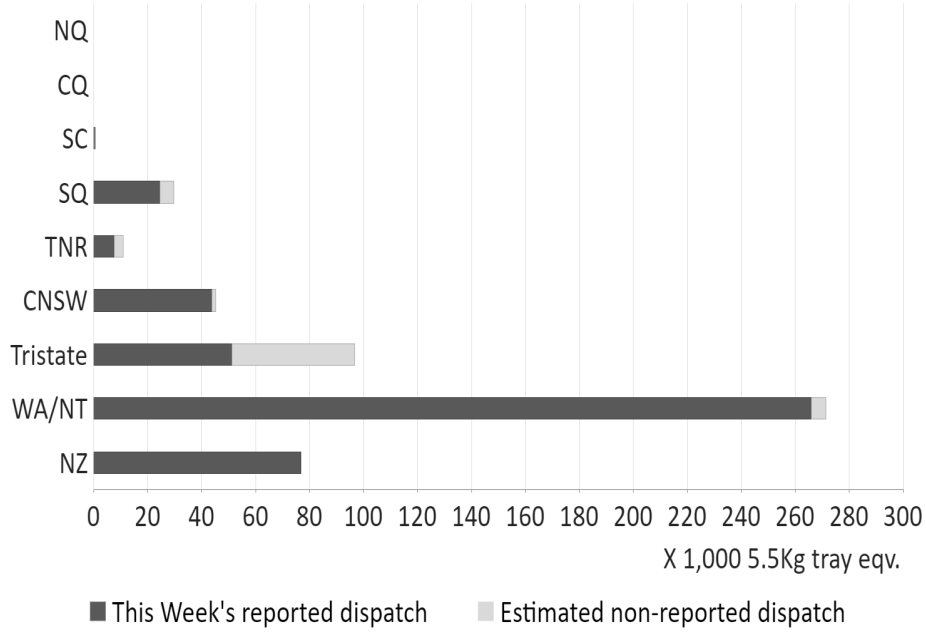


The **season progress graph** above uses seasonal forecast data from direct contributors, it does not include data from non-contributing packhouses. Therefore these figures may be lower than those shown on the Quarterly Infocado Report. The total of each bar in the graph above is a result of total monthly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

Figure 8. Estimated total supply - Week Ending 15/10/2021 (41)

Region	Percent of Estimated Total Supply *	This Week's Reported Dispatch	Estimated Non-reported Dispatch	Estimated Total Supply
	%	5.5 Kg tray eqv	5.5 Kg tray eqv	5.5 Kg tray eqv
North QLD	-	-	-	-
Central QLD	93 %	-	-	-
Sunshine Coast	71 %	363	148	511
South QLD	83 %	24,586	5,036	29,622
Tamborine/Northern Rivers	70 %	7,700	3,300	11,000
Central NSW	97 %	43,871	1,357	45,228
Tristate	53 %	51,226	45,427	96,653
WA/NT	98 %	266,113	5,431	271,544
New Zealand	100 %	76,766	-	76,766
Grand Total		**470,625**	**60,698**	**531,323**

Figure 9. Estimated total supply - Week Ending 15/10/2021 (41)



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 - 30/04/2021 - 15/10/2021 (weeks 17 to 41). The bar chart to the right shows the most recent week's data.

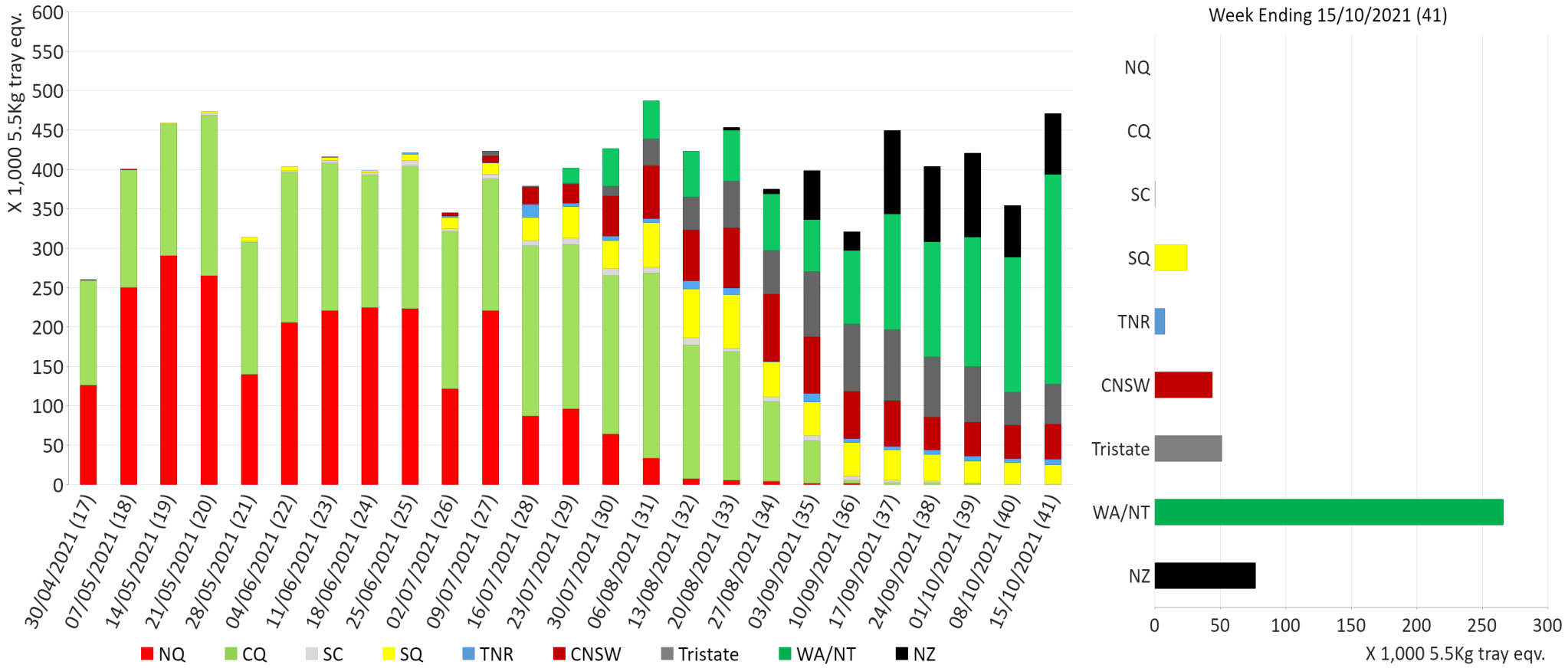


Figure 11. New Zealand and Chile avocado exports: forecast v dispatch (5.5kg eqv trays) July 2021 - February 2022

NZ export to Australia	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Total
Pre-Season Forecast (1) at 13/07/2021	6,542	188,029	438,250	637,517	533,747	723,885	504,940	169,094	3,202,004
Updated Season Forecast (1)	0	9,400	392,877	474,209	439,269	620,024	494,500	218,319	2,648,598
Dispatch volume Infocado (1)	0	9,400	392,877	142,063	0	0	0	0	**544,340**
Customs data: NZ avocado exports (2)	0	86,374	0	0	0	0	0	0	**86,374**
Customs data: Chile avocado exports (2)	0	0	0	0	0	0	0	0	**0**

(1) Source: Infocado (2) Source: GTIS - Global Trade Atlas

black text = Data complete for the month / season

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

Green cell = Actuals (dispatch)

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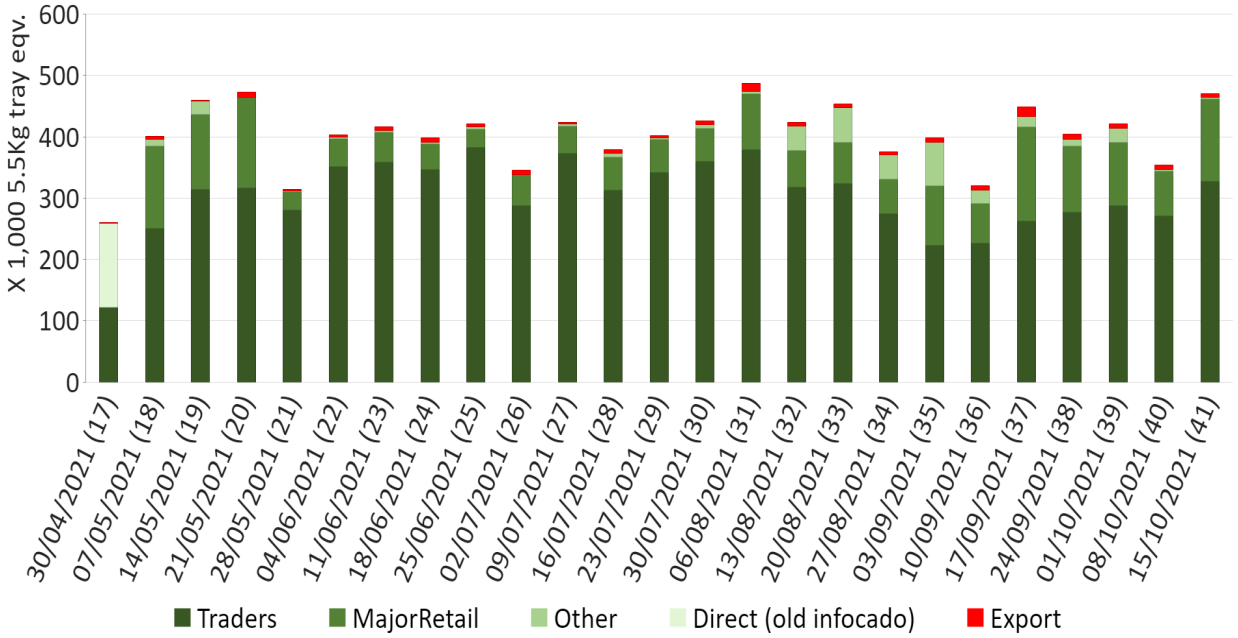
Figure 12. Packers dispatch by trade channel - 30/04/2021 - 15/10/2021 (weeks 17 to 41). **Trader**: a primary wholesaler, marketer, or consolidator.



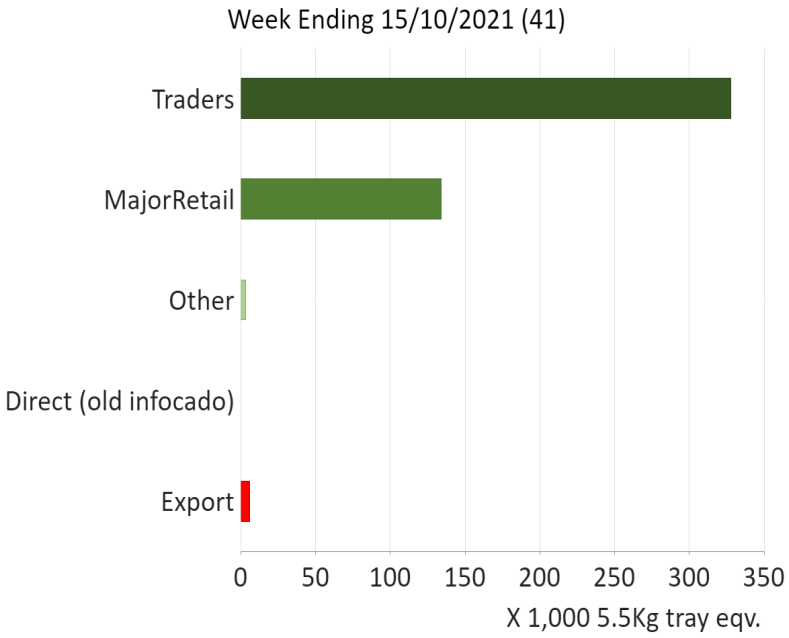
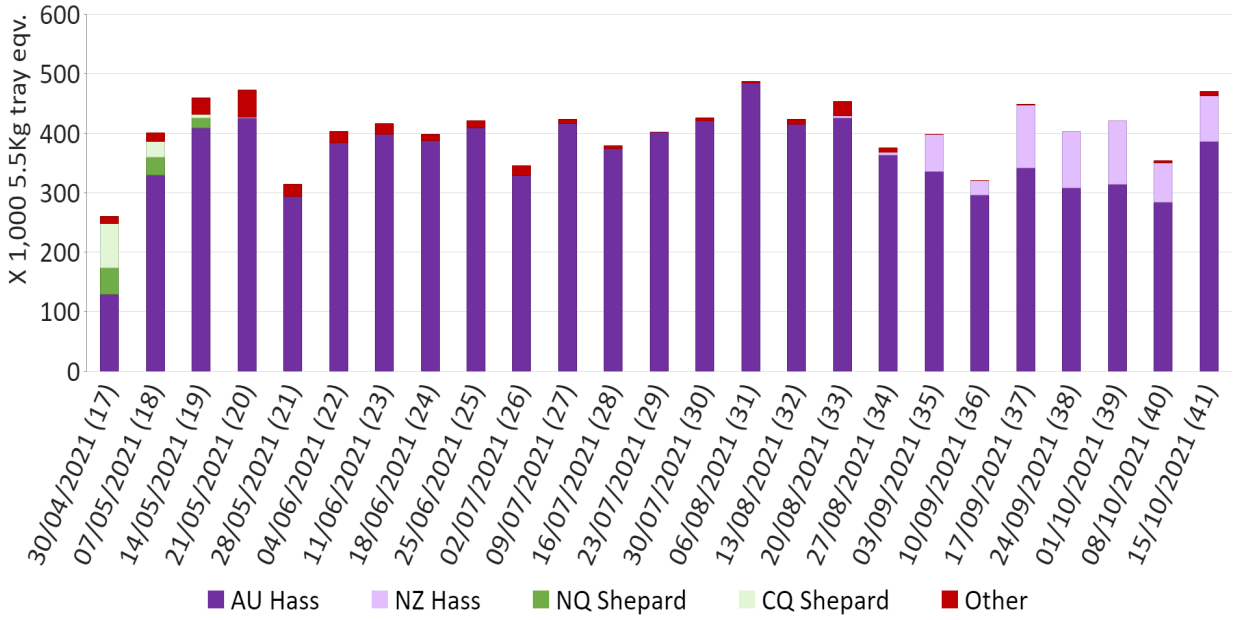
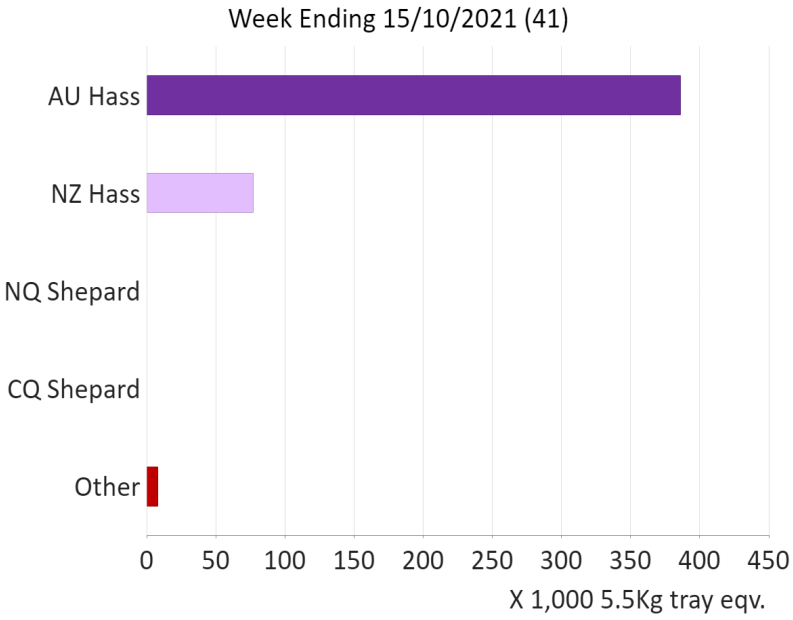



Figure 13. Packers dispatch by variety - 30/04/2021 - 15/10/2021 (weeks 17 to 41). The bar chart to the right shows the most recent week's data.