INFOCADO WEEKLY REPORT: 22nd — 28th August 2015 (Week 35)

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Comments

- The weekly dispatch volume (247,070 trays) edged higher than the weeks forecast by about 30,000 trays (14%).
- The largest volume of dispatches originated from Central Queensland (53,000 trays). The Sydney market received the highest volume (84,596 trays), size 20 continuing to dominate total supplies (refer P 3).
- Average retail price for Hass continues to hold steady across all major cities although this does not include multi-buy offers. Highest and lowest recorded retail prices was $4.99 & $0.98 / fruit respectively in Sydney and Brisbane (refer P 6 - 8).
- All packhouses and consolidators are reminded to update their **15 month Seasonal Forecast for August**, this form will close shortly. The 15mth forecast is important as AAL marks a regions pre-harvest estimation by this at the start of harvest for that region.
- All regions starting harvest are encouraged to carefully monitor fruit maturity, to ensure consumer satisfaction which drives future purchases. The latest Dry Matter Content Report is attached to this weeks Weekly Infocado report (refer P 9 - 11).

Avocados 101: A Super Food Idea Magazine Feature

Avocados are the flavour of the month with a six page feature in the September issue of Australia's number one food magazine *Super Food Ideas.*

As part of the News Life Media portfolio of food magazines, Super Food Ideas has an audited circulation of 140,299 and readership of 894,000 generating great exposure for Australia avocados as spring approaches.

This feature clearly acknowledges the growing interest and the recognised versatility avocados have with main stream audiences across Australia. The magazine is focused on providing its audience with fast, simple and delicious recipes that use ingredients that can be found in every supermarket. It is about new ideas, but not outlandish ones that are intimidating.

As well as great avocado fruit imagery and helpful tips the feature includes four delicious recipes including an avocado cornbread.

For a full brief please refer to the Guacamole Enewsletter - 21 Aug 2015.

Upcoming Holidays

Queens's Birthday WA: 28th September | Labour Day NSW, QLD & SA: 5th October | Labour Day NZ: 26th October | Melbourne Cup VIC: 3rd November |

Report Index

P2: Dispatches | P3: 4 Weekly Forecasts and Import Data | P4: Dispatches by Region and Contributors | P5: Wholesale data | P6-8: Retail Pricing data

IMPORTANT and PLEASE NOTE:
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons including some packhouse's unwillingness to engage with industry and/or lack of computer access. For this reason it is not possible to extrapolate the figures from the Weekly Infocado Report to come up with either the dispatch and/or forecast figures in the Quarterly Infocado Report. At any time the Weekly Infocado Report incorporates around 85% of total production and forecasts however this does vary depending on time of year (as a result of the fruit coming from different regions with different levels of packhouse input). It is not functionally possible to incorporate allowances for missing data into the Weekly Infocado Report hence the variance between it and the Quarterly Infocado Report.
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This project has been funded by Horticulture Innovation Australia Limited (HIA) using the avocado industry levy and funds from the Australian Government.

Yellow shading indicates forecast data

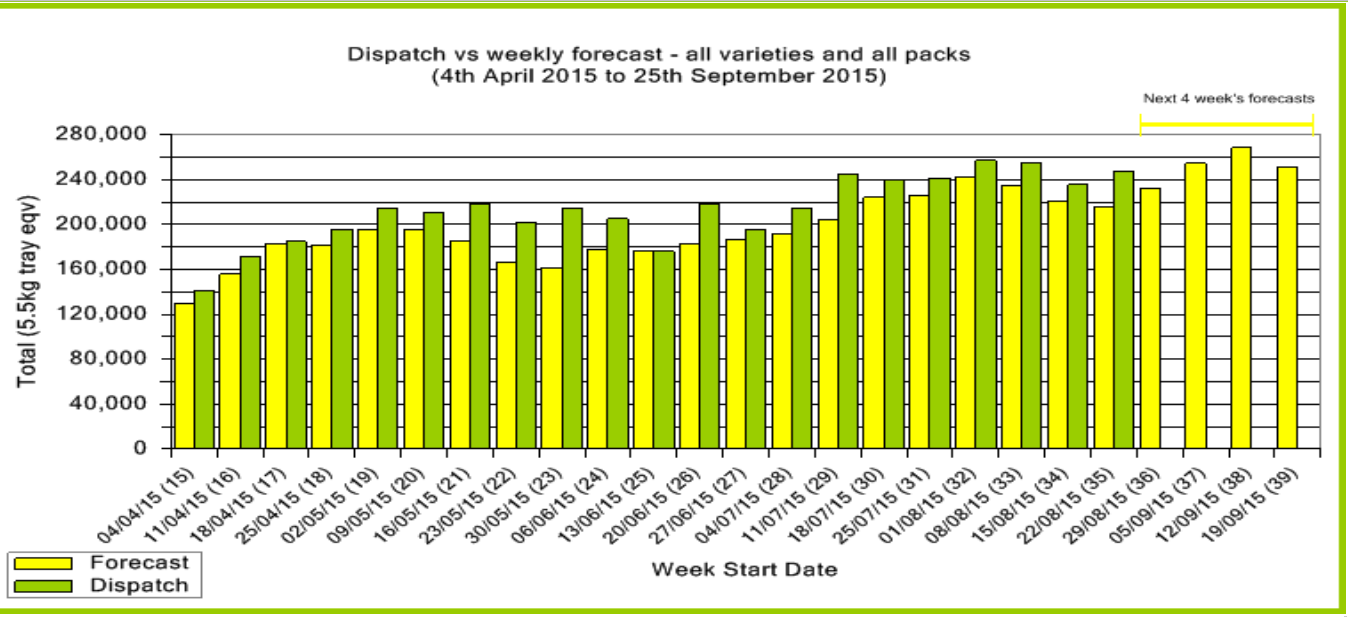
Green shading indicates dispatch data

Forecast Data (Week 35 - 39)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 35 - begin 22/08/2015					
Edrinol	72	24			**116**
Fuerte	303	40			**376**
Gwen	1,667				**1,667**
Hass	180,118	11,581	12,000	9,500	**205,083**
Lamb Hass	1,300	700			**2,573**
Reed	6,000				**6,000**
Sharwil	303				**303**
Week Total	**189,763**	**12,345**	**12,000**	**9,500**	**216,117**
Week 36 - begin 29/08/2015					
Edrinol	72				**72**
Fuerte		40			**73**
Gwen	1,250				**1,250**
Hass	198,830	13,881	22,000	8,300	**229,577**
Lamb Hass	1,200	185			**1,536**
Week Total	**201,352**	**14,106**	**22,000**	**8,300**	**232,508**
Week 37 - begin 05/09/2015					
Edrinol	72				**72**
Fuerte		40			**73**
Gwen	556				**556**
Hass	225,310	12,821	12,000	8,300	**252,312**
Lamb Hass	1,200	185			**1,536**
Week Total	**227,138**	**13,046**	**12,000**	**8,300**	**254,549**
Week 38 - begin 12/09/2015					
Fuerte		40			**73**
Hass	239,201	12,156	12,000	8,300	**264,994**
Reed	3,333				**3,333**
Week Total	**242,534**	**12,196**	**12,000**	**8,300**	**268,400**
Week 39 - begin 19/09/2015					
Fuerte		40			**73**
Hass	223,599	11,431	11,500	8,300	**247,983**
Reed	3,333				**3,333**
Week Total	**226,932**	**11,471**	**11,500**	**8,300**	**251,388**

Dispatch Data (Week 35 - begin 22/08/2015)

Variety	Trays	Bulk	P/PK	Oil	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Kg	Total Trays
Edrinol	80	24					**124**
Fuerte		40					**73**
Hass	197,519	15,929	1,656	6,000	4	400	**227,947**
Lamb Hass	1,388	240					**1,824**
Reed	11,037	3,264					**16,972**
Sharwil	49						**49**
Wurtz	80	1					**82**
Total	**210,153**	**19,498**	**1,656**	**6,000**	**4**	**400**	**247,070**



New Zealand Avocado Exports—Forecast v Actual Infocado/Export Statistics (5.5kg eqv trays) July 2015 - March 2016

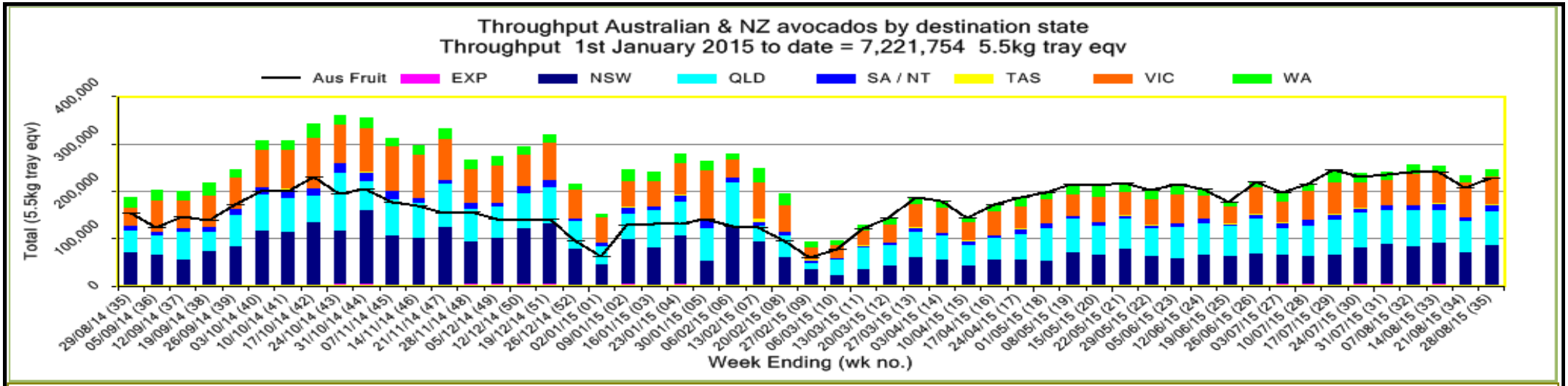
Export Destination	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total to Date
NZ-Aus Pre Season Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	**2,415,526**
NZ-Aus Updated Mthly Forecast	17,160	109,680	384,240	330,990	378,100	496,690	463,096	232,050	3,520	**2,415,526**
Australia (from Infocado)	16,725	80,567								**97,292**
Australia (from ABS)	27,589									**0**
USA[1]										**0**
Japan[1]										**0**
Other Asia[1]	3,360									**3,360**
Total Dispatch (Infocado + 1)	**20,085**	**80,567**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**100,652**

1 Source: Infoshare NZ, statistics adjusted for freight time from NZ to destination port.

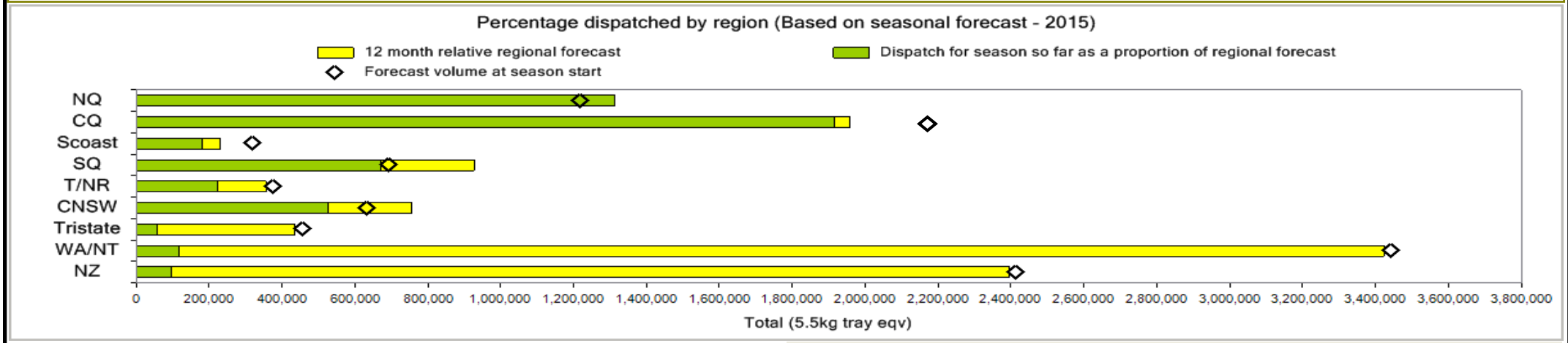
Industry Dispatches By Origin Region and Count Size : 22nd August - 28th August 2015 (Wk 35)																
Origin Region	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**Oil**	**Proc**	**Other**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Kg**	**Kg**	**Total**
Central NSW		1,671	4,644	15,107		10,681	6,294	3,842	608	**42,847**	4,362	576	6,000			**51,974**
Central Qld	1,187	8,013	3,432	9,707		7,068	5,277	5,853	872	**41,409**	6,375					**53,000**
New Zealand		1,058	1,913	4,110		3,581	4,680	2,401	2,605	**20,348**						**20,348**
South Qld	16	458	1,779	5,810	720	4,128	3,572	1,735	360	**18,578**	2,828					**23,720**
Sunshine Coast	12	67	744	2,265	50	3,900	3,027	2,392	724	**13,181**	1,868					**16,577**
Tamborine/ Northern Rivers		390	1,023	2,946	1,119	1,839	1,315	726	514	**9,872**	1,015	1,080			400	**11,986**
Tri State	2	223	4,088	5,589	322	4,523	4,239	3,335	1,986	**24,307**	916			4		**25,973**
WA/NT	99	633	2,347	11,758		12,081	8,088	3,966	639	**39,611**	2,134					**43,491**
	1,316	**12,513**	**19,970**	**57,292**	**2,211**	**47,801**	**36,492**	**24,250**	**8,308**	**210,153**	**19,498**	**1,656**	**6,000**	**4**	**400**	**247,070**

Origin of Avocado ⇧ ⇩ **Destination of Avocado**

Industry Dispatches By Destination State and Count Size : 22nd August - 28th August 2015 (Wk 35)																
Dest. State	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**Oil**	**Proc**	**Other**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Kg**	**Kg**	**Total**
EXP			7						2,495	**2,502**	192					**2,851**
NSW	21	1,568	7,534	22,139	673	17,239	12,004	5,073	2,144	**68,395**	8,564	1,464	2,000			**84,596**
QLD	6	5,657	5,554	13,150	1,236	12,584	9,412	10,198	1,284	**59,081**	5,846		2,000		400	**70,147**
SA / NT	7	74	572	1,028		2,666	3,420	1,791	630	**10,188**	1,565					**13,033**
TAS							976	456		**1,432**						**1,432**
VIC	1,198	4,832	5,439	17,509	302	11,023	6,798	4,218	1,755	**53,074**	2,700	192	2,000	4		**58,383**
WA	84	382	864	3,466		4,289	3,882	2,514		**15,481**	631					**16,628**
Total	**1,316**	**12,513**	**19,970**	**57,292**	**2,211**	**47,801**	**36,492**	**24,250**	**8,308**	**210,153**	**19,498**	**1,656**	**6,000**	**4**	**400**	**247,070**



NB: The graph below utilises the seasonal forecast data (without adjustment). This can be updated monthly by contributors.



Week 35 Contributors - Packhouses

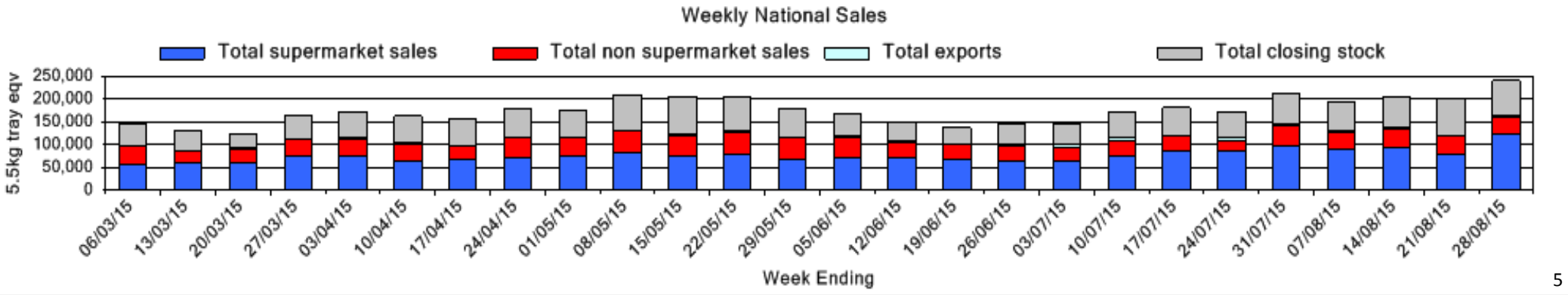
Natures Fruit Company (Consolidator)
Simpson Farms Pty Ltd (Consolidator)
Sunfresh (Consolidtor)
The Avolution (Consolidator)
I & A Tolson (CNSW)
Midcoast Avocados (CNSW)
Coastal Avocados (CNSW)
Avocado Industry Council (NZAGA)
Green Nugget Orchards (SQ)
Balmoral Orchard (SQ)
Wodonga Park Fruit and Nuts (SQ)
Touchwood Farming (SQ)
Sunvale Produce Pty Ltd (TRI)
Justin Loffler (TRI)
Golden Hill Packing Pty Ltd (TRI)
Klingbiel Family Trust (TRI)
Mildura Fruit Company (TRI)
Avonova (WA)
The Avocado Grove (WA)
Green Pear Avocado (WA)
Avowest (WA)
Delroy Orchards (WA)
TNR: Less than 3 contributors

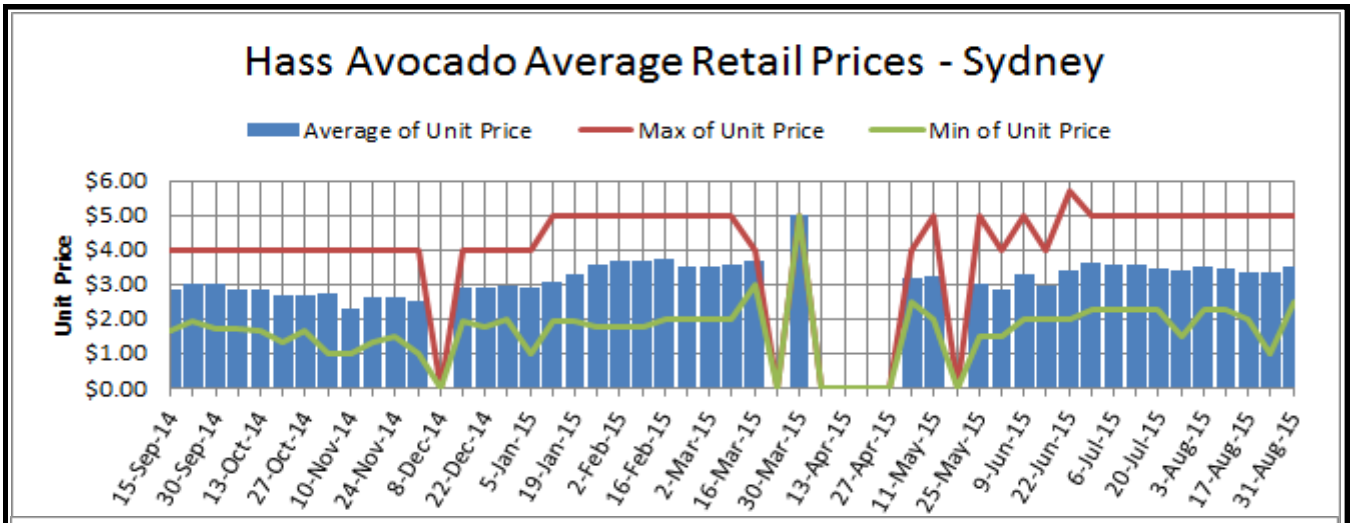
Week 35 Contributors - Wholesalers

Alfred E Chave Pty Ltd (Brisbane)
Allcrops Pty Ltd (Sydney)
C & S Ponte Produce Pty Ltd (Melbourne)
Costa Farms (Adelaide)
Costa Farms (Brisbane)
Costa Farms (Melbourne)
De Luca Banana Marketing Pty Ltd (Brisbane)
Etherington (Perth)
Exotic Fruit Traders (Sydney)
Fresh Choice WA Pty Ltd (Perth)
Murray Bros (Brisbane)
Sinclair & Antico (Aust) Pty Ltd (Sydney)
Southern Cross Produce Pty Ltd (Sydney)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)
WA Farm Direct (Perth)

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	34,678			**34,678**	1,245			1,245	**2,264**	192			192	**35**	36,977			**36,977**
Total non supermarket sales	5,893			**5,893**	408			408	**742**						6,635			**6,635**
Total exports	472			**472**	192			192	**349**						821			**821**
Total sales	**41,043**			**41,043**	**1,845**			**1,845**	**3,355**	**192**			**192**	**35**	**44,432**			**44,432**
Total Stock on Hand	**3,294**		**4**	**3,298**	**137**			**137**	**249**						**3,543**		**4**	**3,547**
QLD																		
Total supermarket sales	28,284		5,221	**33,505**	384			384	**698**						28,982		5,221	**34,203**
Total non supermarket sales	4,512			**4,512**	839			839	**1,525**	896			896	**163**	6,200			**6,200**
Total exports	2,350			**2,350**											2,350			**2,350**
Total sales	**35,146**		**5,221**	**40,367**	**1,223**			**1,223**	**2,224**	**896**			**896**	**163**	**37,533**		**5,221**	**42,754**
Total Stock on Hand	**45,677**			**45,677**	**624**			**624**	**1,135**						**46,812**			**46,812**
SA & TAS																		
Total supermarket sales	11,662			**11,662**	576			576	**1,047**						12,709			**12,709**
Total non supermarket sales	3,391			**3,391**	1,615		21	1,636	**2,975**						6,327		38	**6,366**
Total exports																		
Total sales	**15,053**			**15,053**	**2,191**		**21**	**2,212**	**4,022**						**19,037**		**38**	**19,075**
Total Stock on Hand	**11,563**			**11,563**	**1,619**		**87**	**1,706**	**3,102**						**14,507**		**158**	**14,665**
VIC																		
Total supermarket sales	29,521		4,214	**33,735**	96			96	**175**						29,696		4,214	**33,909**
Total non supermarket sales	9,695		404	**10,099**	1,737		145	1,882	**3,422**	222			222	**40**	12,894		668	**13,561**
Total exports	680			**680**											680			**680**
Total sales	**39,896**		**4,618**	**44,514**	**1,833**		**145**	**1,978**	**3,596**	**222**			**222**	**40**	**43,269**		**4,881**	**48,150**
Total Stock on Hand	**8,157**			**8,157**	**129**			**129**	**235**	**89**			**89**	**16**	**8,408**			**8,408**
WA																		
Total supermarket sales	4,637			**4,637**	165			165	**300**						4,937			**4,937**
Total non supermarket sales	3,183			**3,183**	528		40	568	**1,033**						4,143		73	**4,216**
Total exports																		
Total sales	**7,820**			**7,820**	**693**		**40**	**733**	**1,333**						**9,080**		**73**	**9,153**
Total Stock on Hand	**3,457**			**3,457**	**311**			**311**	**565**						**4,022**			**4,022**
Total																		
Total supermarket sales	108,782		9,435	**118,217**	2,466			2,466	**4,484**	192			192	**35**	113,301		9,435	**122,735**
Total non supermarket sales	26,674		404	**27,078**	5,127		206	5,333	**9,696**	1,118			1,118	**203**	36,199		779	**36,978**
Total exports	3,502			**3,502**	192			192	**349**						3,851			**3,851**
Total sales	**138,958**		**9,839**	**148,797**	**7,785**		**206**	**7,991**	**14,529**	**1,310**			**1,310**	**238**	**153,351**		**10,213**	**163,564**
Total Stock on Hand	**72,148**		**4**	**72,152**	**2,820**		**87**	**2,907**	**5,285**	**89**			**89**	**16**	**77,291**		**162**	**77,454**




Hass Avocado Average Retail Prices - Sydney
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
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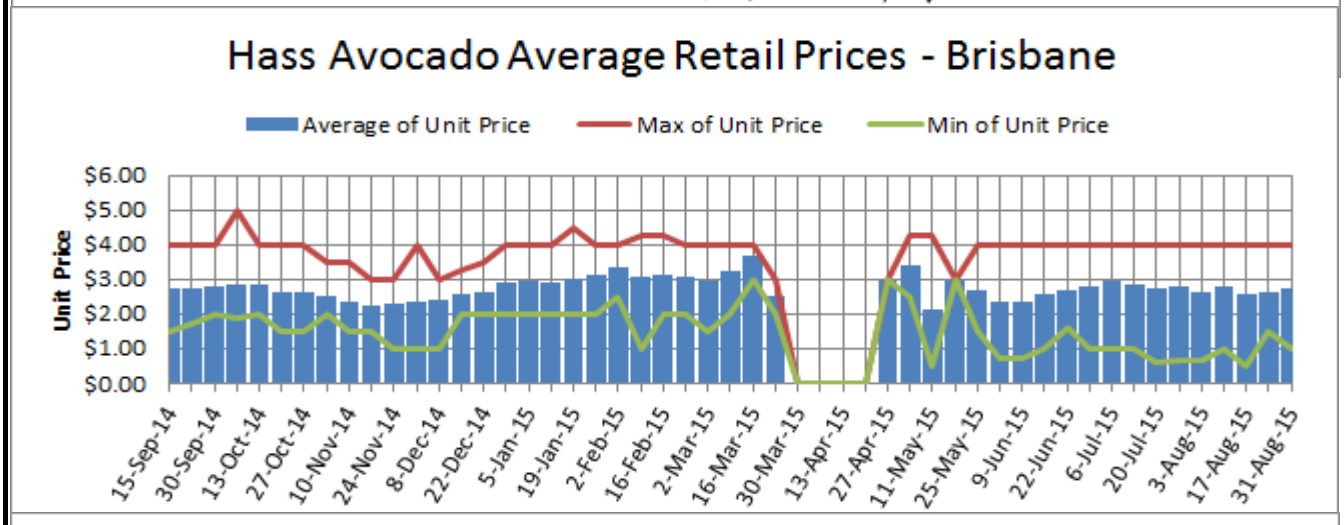
3-Aug-15
17-Aug-15
31-Aug-15


Hass Avocado Average Retail Prices - Brisbane
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
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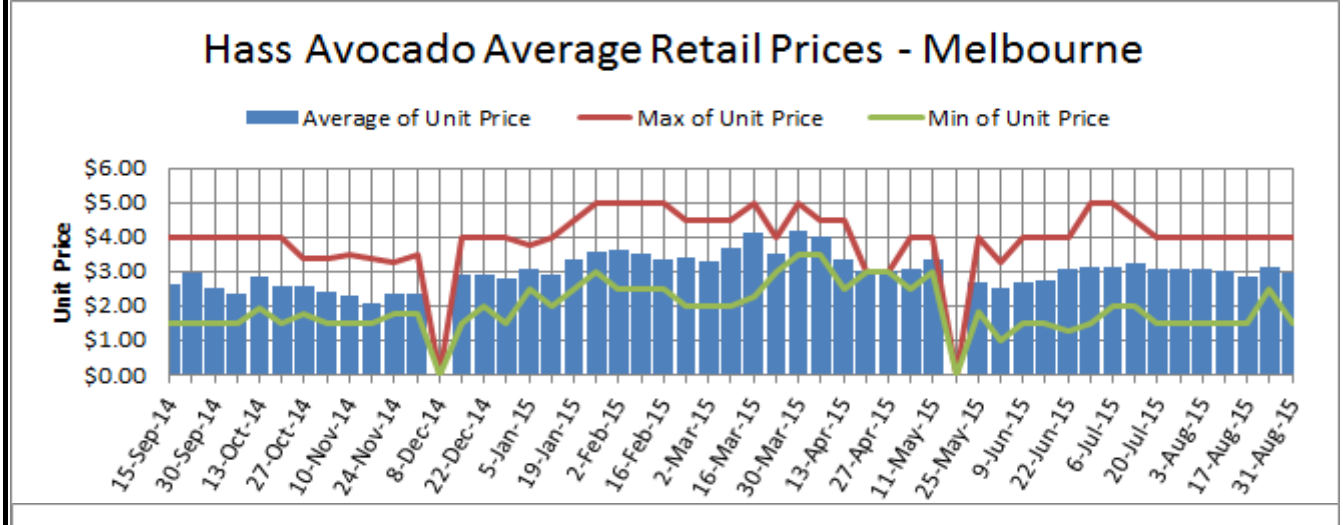
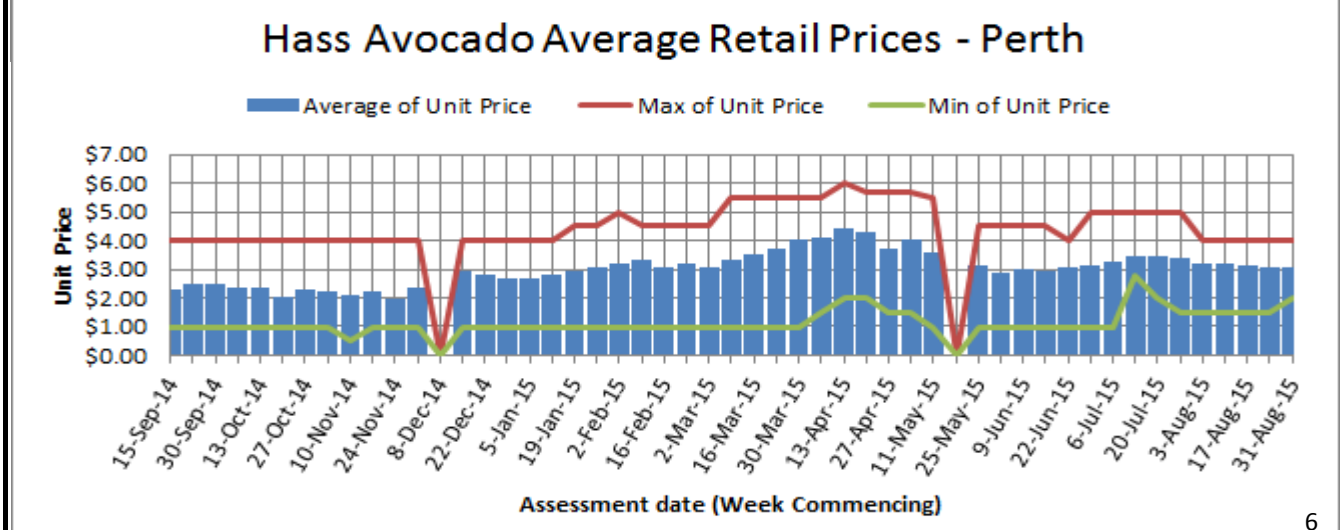
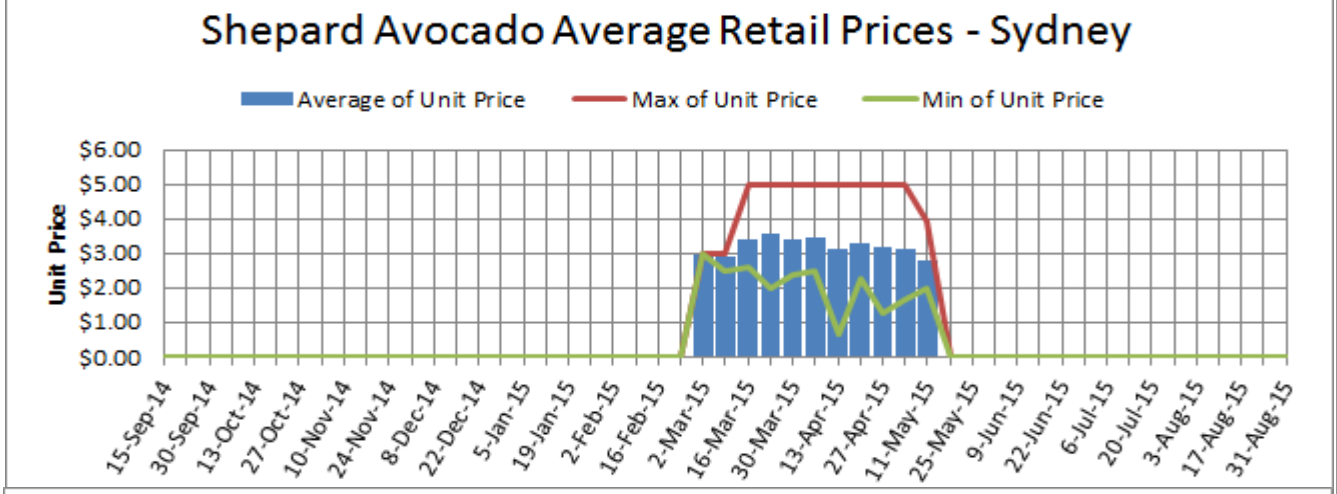
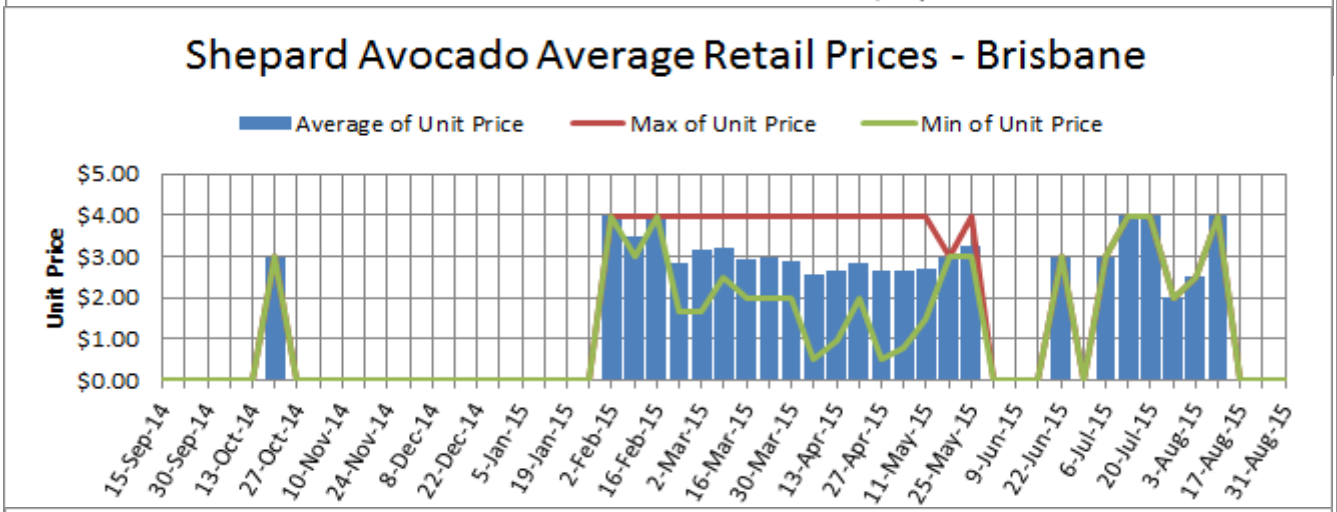
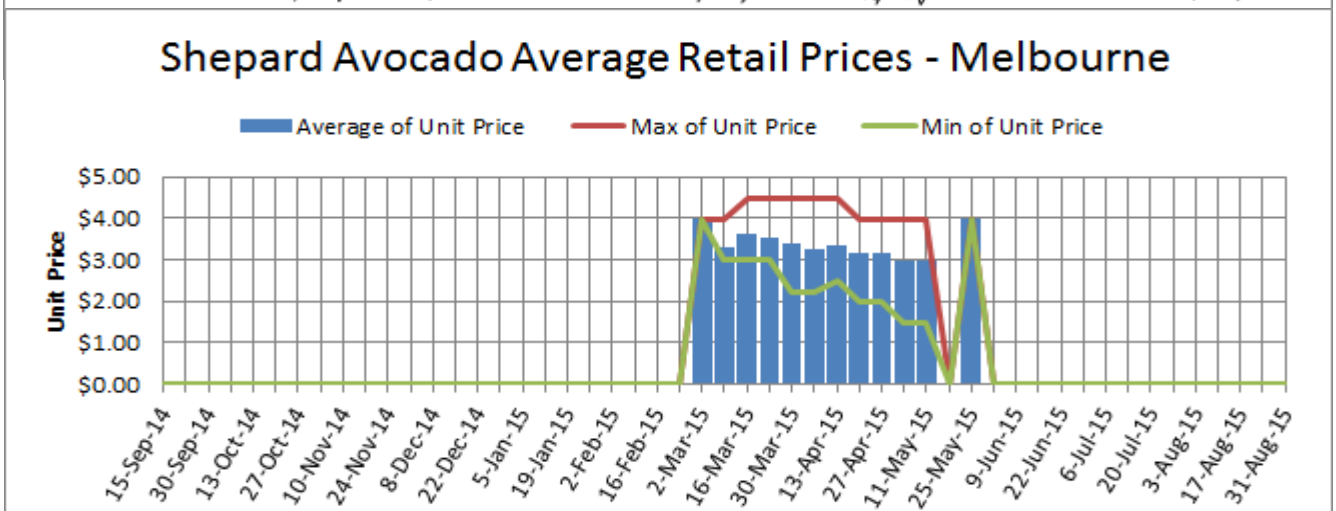
17-Aug-15
31-Aug-15

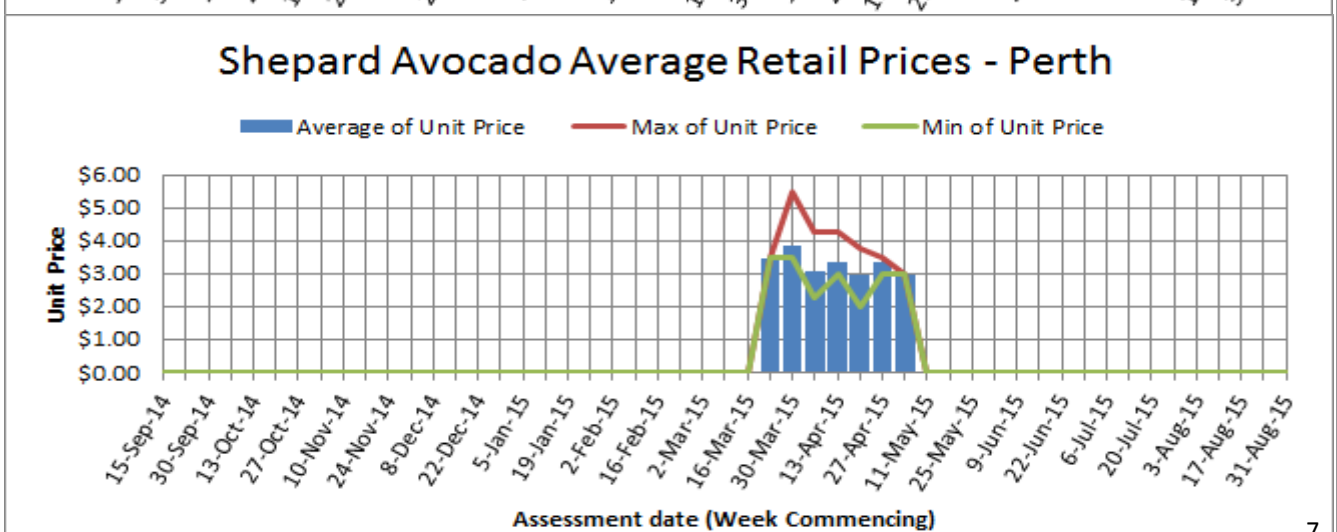

Hass Avocado Average Retail Prices - Melbourne
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15


Hass Avocado Average Retail Prices - Perth
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$7.00
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15
Assessment date (Week Commencing)


Shepard Avocado Average Retail Prices - Sydney
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15


Shepard Avocado Average Retail Prices - Brisbane
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15


Shepard Avocado Average Retail Prices - Melbourne
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15


Shepard Avocado Average Retail Prices - Perth
Average of Unit Price
Max of Unit Price
Min of Unit Price
Unit Price
$6.00
$5.00
$4.00
$3.00
$2.00
$1.00
$0.00
15-Sep-14
30-Sep-14
13-Oct-14
27-Oct-14
10-Nov-14
24-Nov-14
8-Dec-14
22-Dec-14
5-Jan-15
19-Jan-15
2-Feb-15
16-Feb-15
2-Mar-15
16-Mar-15
30-Mar-15
13-Apr-15
27-Apr-15
11-May-15
25-May-15
9-Jun-15
22-Jun-15
6-Jul-15
20-Jul-15
3-Aug-15
17-Aug-15
31-Aug-15
Assessment date (Week Commencing)

Retail Prices by City, Store and Variety – 31st August 2015

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	190	2.50	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Woolworths	Hass	260	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	270	3.49	No	Aus
IC	Hass	320	3.50	Store	Aus
IGA	Hass	260	3.95	No	Aus
Foodworks	Hass	300	3.99	No	Aus
I	Hass	290	3.99	No	Aus
IC	Hass	290	4.99	No	Aus
IC	Hass	330	4.99	No	Aus
I	Hass	310	4.99	No	Aus
BRISBANE					
I	Hass	240	0.98	Store	NZ
I	Reed	330	0.98	Store	Aus
I	Hass	165	1.49	No	Aus
IGA	Hass	160	1.49	Store	Mixed
I	Hass	180	1.50	Store	NZ
I	Reed	320	1.50	No	Aus
I	Reed	205	1.50	Store	Aus
Woolworths	Hass	200	2.98	No	Aus
Woolworths	Reed	280	2.98	No	Aus
Coles	Hass	180	2.98	No	Aus
Coles	Reed	380	2.98	No	Aus
IGA	Hass	169	2.98	No	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Reed	300	2.98	No	Aus
I	Hass	240	2.98	No	Aus
Woolworths	Hass	265	2.98	No	Aus
Woolworths	Hass	245	2.98	No	Aus
Woolworths	Hass	300	2.98	Store	Aus
Coles	Hass	200	2.98	No	Aus
Coles	Reed	300	2.98	No	Aus
I	Hass	215	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	330	3.00	No	Aus
IGA	Hass	295	3.99	No	Aus
I	Hass	295	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	220	2.49	No	Aus
Coles	Hass	250	2.70	No	Aus
Woolworths	Hass	255	2.88	No	Aus
Woolworths	Hass	240	2.96	No	Aus
Woolworths	Hass	290	2.98	No	Aus
Coles	Hass	250	2.98	No	Aus
Coles	Hass	270	2.98	No	Aus
Coles	Reed	410	2.98	No	Aus
Coles	Reed	450	2.98	No	Aus
IS	Hass	290	2.99	No	Aus
I	Hass	270	2.99	No	NS
I	Hass	260	3.49	No	NZ
I	Hass	250	3.69	No	Aus
I	Hass	300	3.79	No	Aus
I	Hass	310	3.79	No	Aus
I	Hass	360	3.98	No	Aus
I	Hass	300	3.99	No	Aus
IGA	Hass	240	3.99	No	Aus
PERTH					
IGA	Hass	195	1.99	Cat	Aus
IGA	Hass	210	1.99	Cat	Aus
IGA	Hass	185	1.99	Cat	Aus
IS	Hass	215	2.49	Store	Aus
Woolworths	Hass	210	2.98	No	Aus
I	Hass	230	2.98	No	Aus
Coles	Hass	220	2.98	No	Aus
Woolworths	Hass	180	2.98	No	Aus
Coles	Hass	185	2.98	No	Aus
Woolworths	Hass	205	2.98	No	Aus
Coles	Hass	210	2.98	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	220	3.29	No	Aus
IGA	Hass	250	3.99	No	Aus
IS	Hass	265	3.99	No	Aus
I	Hass	260	3.99	No	Aus
I	Hass	250	3.99	No	Aus

Size ranges based on 5.5kg trays	
Size	**Weight Range**
28	185 - 208g
25	208 - 230g
23	230 - 245g
22	245 - 263g
20	263 - 290g
18	290 - 325g
16	325 - 363g

Special Codes
Cat = fruit is on catalogue special for that city this week
Store = fruit is on special in that store only this week

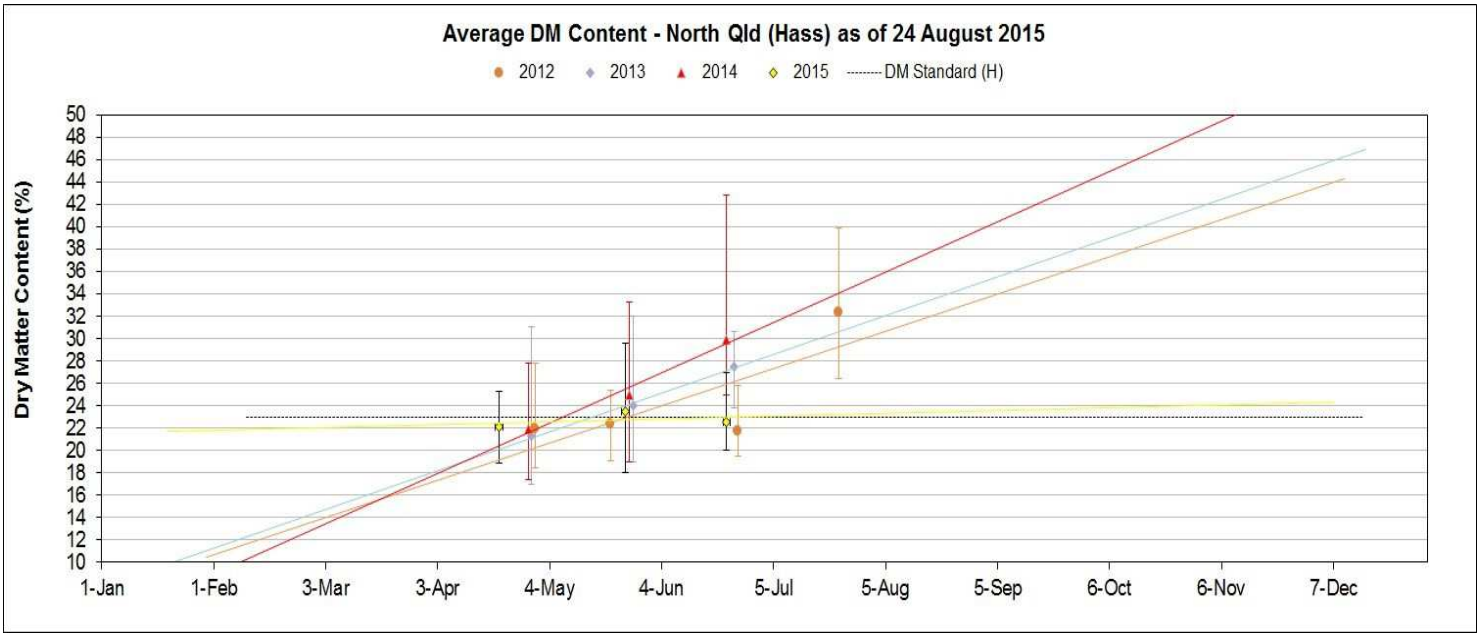
Country of Origin Codes
Aus = display sign indicates fruit is from Australia
NZ = display sign indicates fruit is from New Zealand
NS = display sign doesn't say where fruit is from
Mixed = display sign indicates fruit is from multiple origins

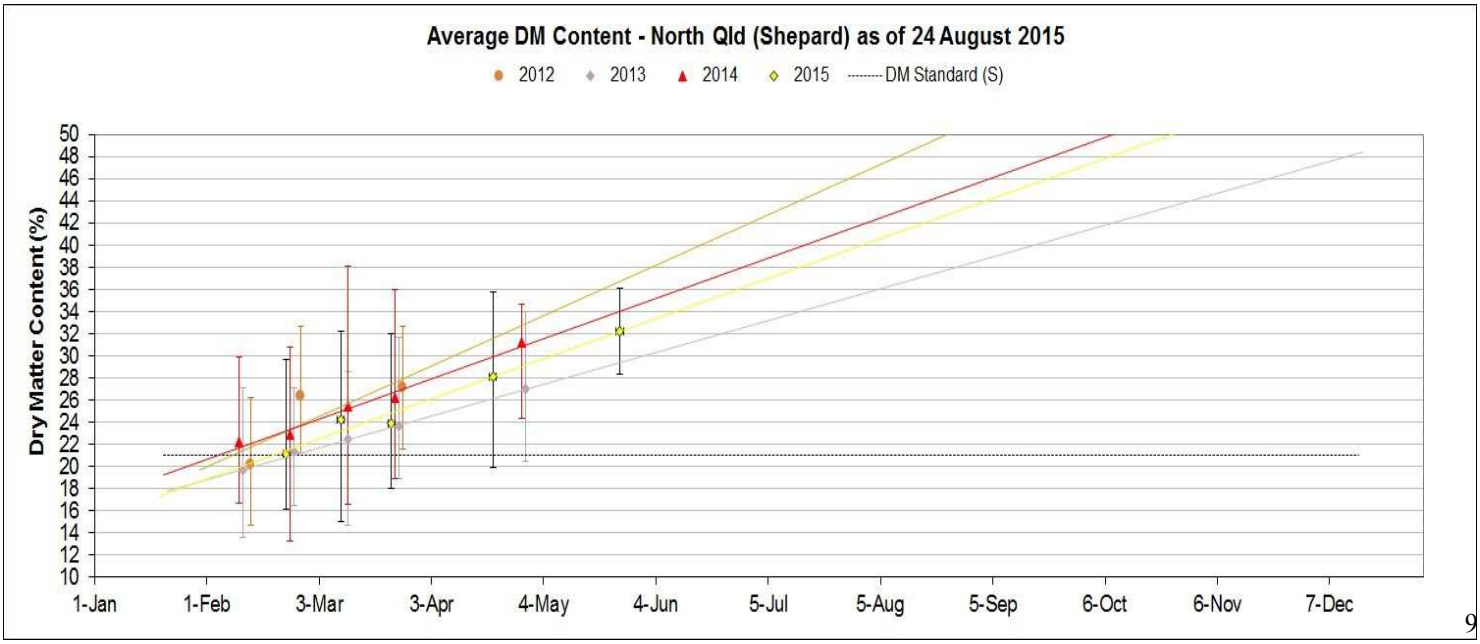
Store Codes
I = Independent Fruit and Vegetable stores
IC = Independent Fruit and Vegetable store Chains
IS = Independent Supermarkets

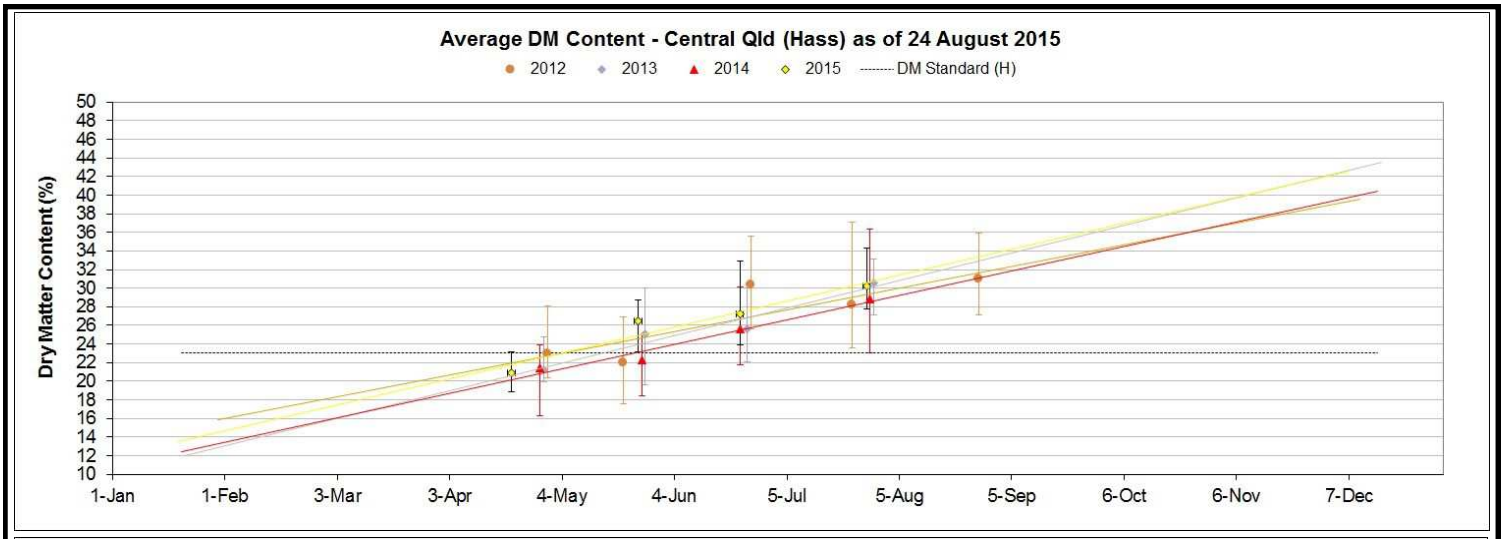
Avocado Dry Matter Content Report
Fruit collected 24 August 2015

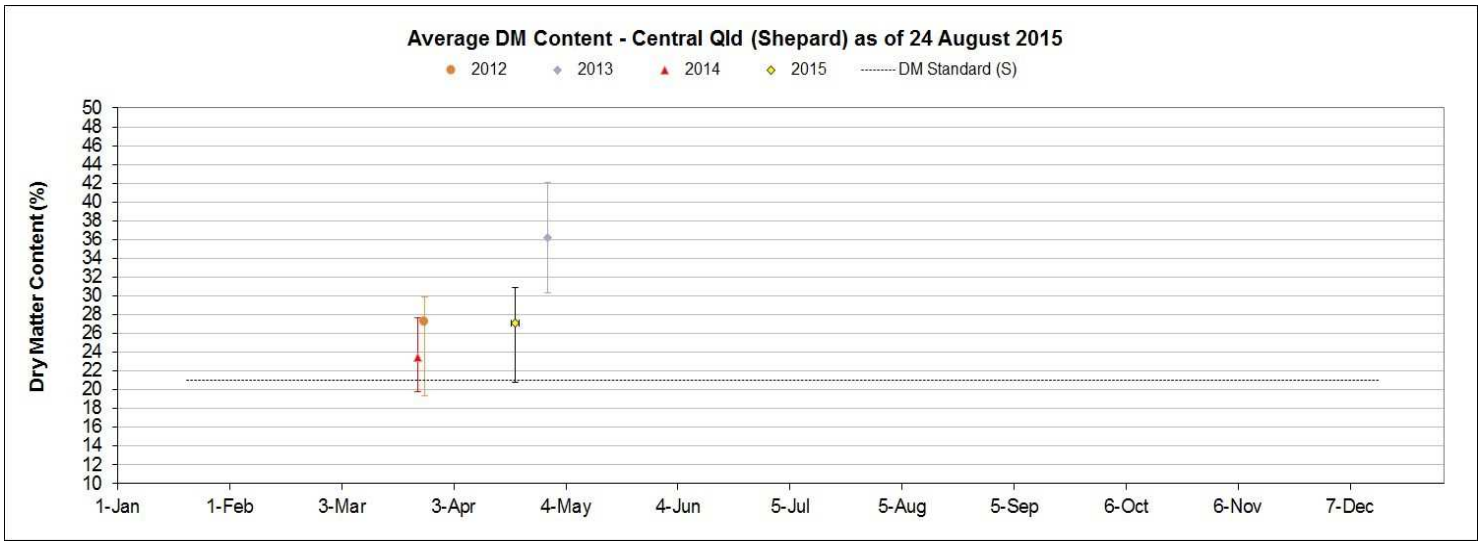
Dry Matter Intervals	Proportion of Fruit Tested for each Dry Matter Interval									
	NQ		CQ		SC	SQ	TNR	CNSW	TRI	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%					0%	0%	0%	0%	3%	
18.1%-20.9%					0%	0%	0%	0%	13%	
21%-22.9%					0%	0%	0%	0%	13%	
23%-28%					0%	3%	3%	10%	57%	
28.1%-40%					100%	93%	97%	90%	13%	
>40%					0%	3%	0%	0%	0%	

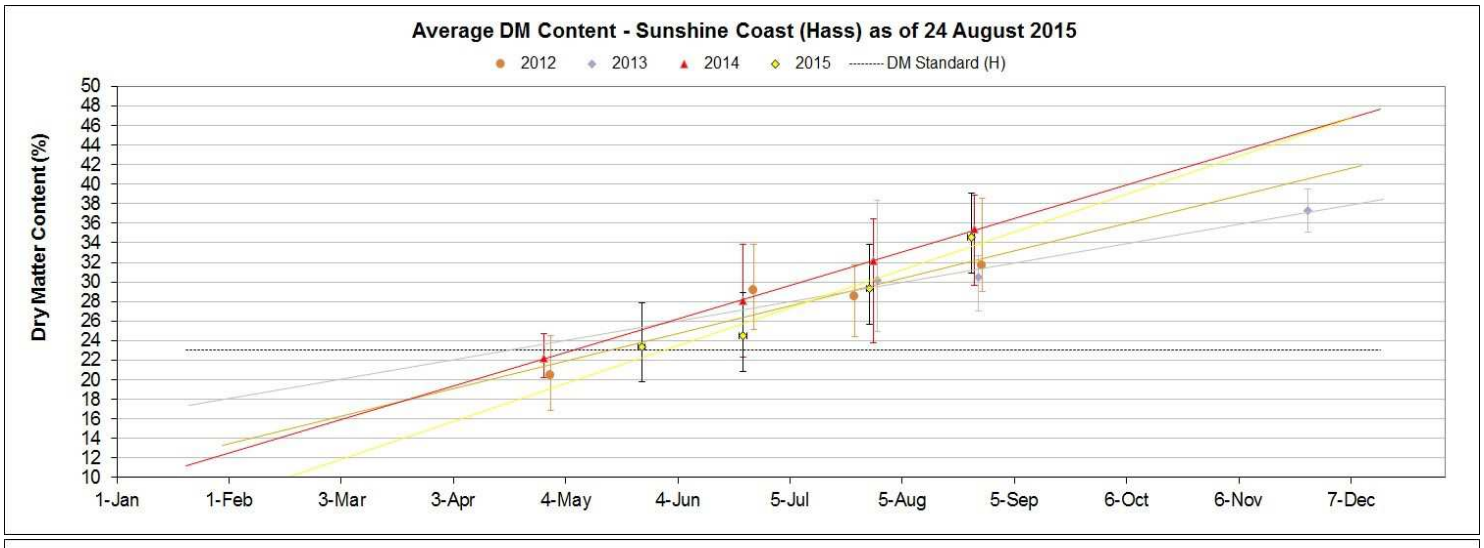
From Packed Date	Proportion of Fruit Tested by Age									
	NQ		CQ		SC	SQ	TNR	CNSW	TRI	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<= 7 days					100%	33%	33%	33%	34%	
8-14 days					0%	0%	33%	0%	0%	
15-21 days					0%	0%	0%	33%	0%	
22-29 days					0%	0%	0%	0%	0%	
>29 days					0%	0%	0%	0%	0%	
Not Recorded					0%	67%	34%	34%	66%	

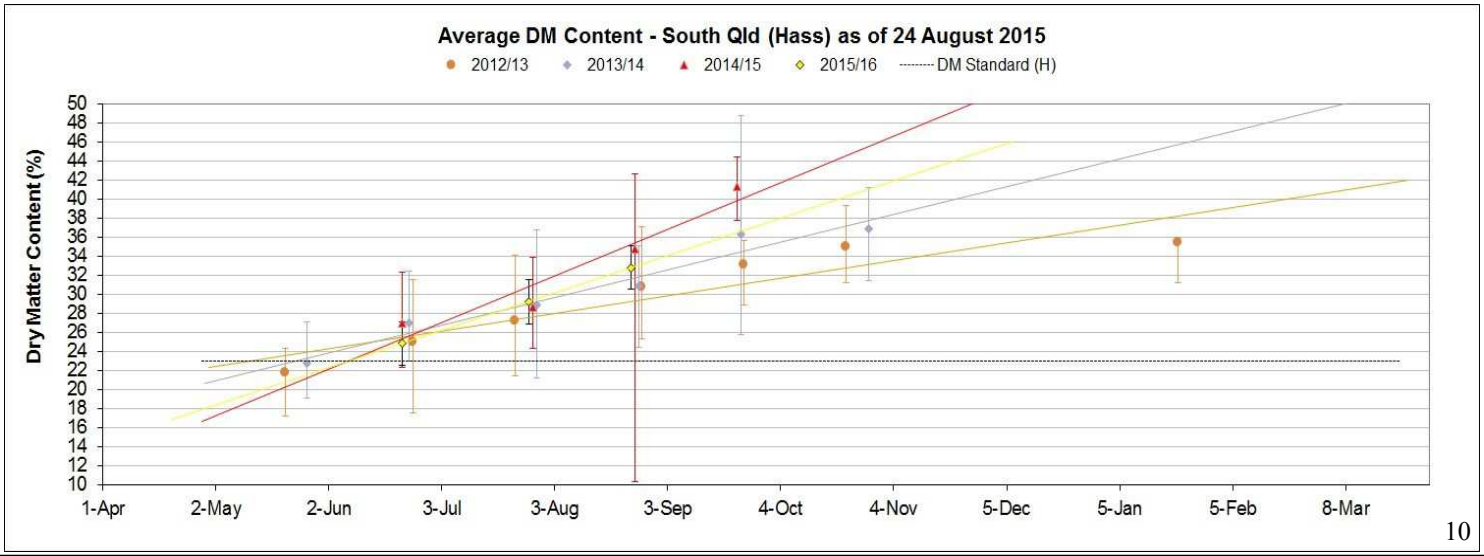


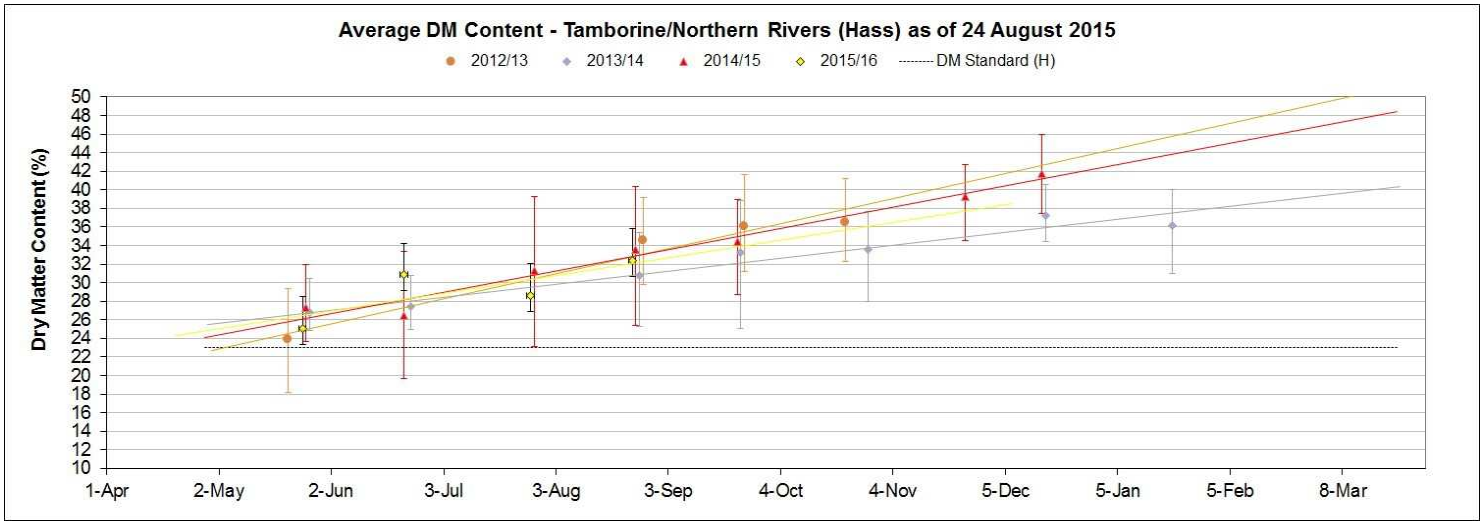


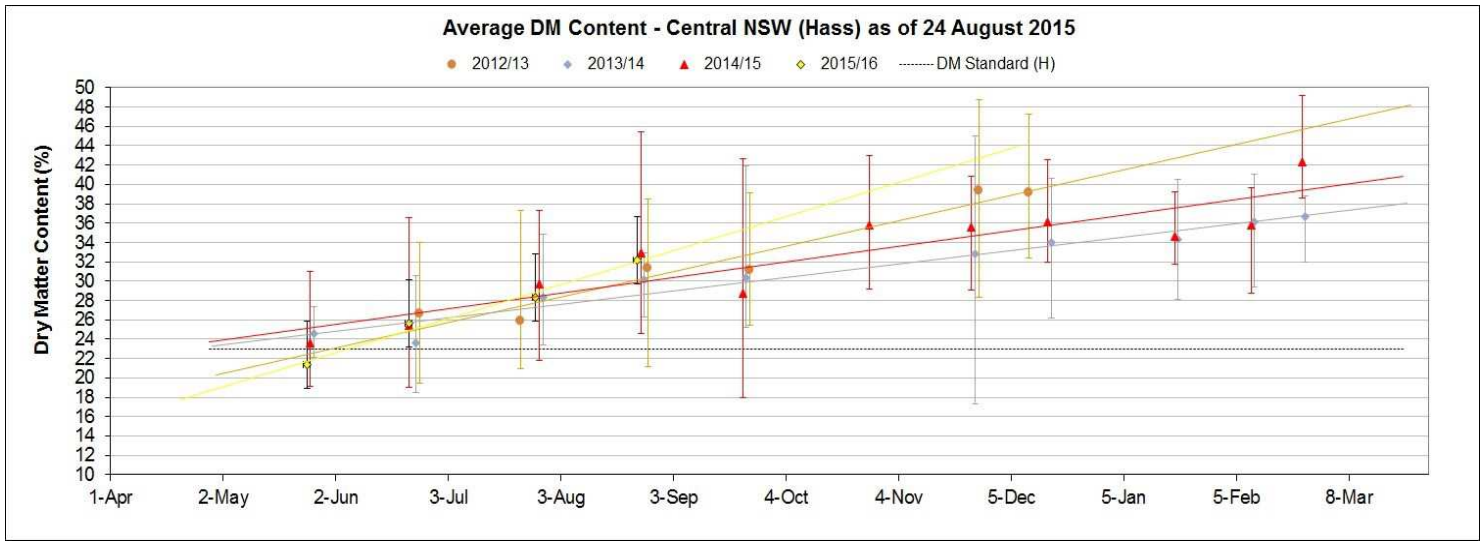

Average DM Content - Central Qld (Hass) as of 24 August 2015
2012
2013
2014
2015
DM Standard (H)
Dry Matter Content (%)
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec

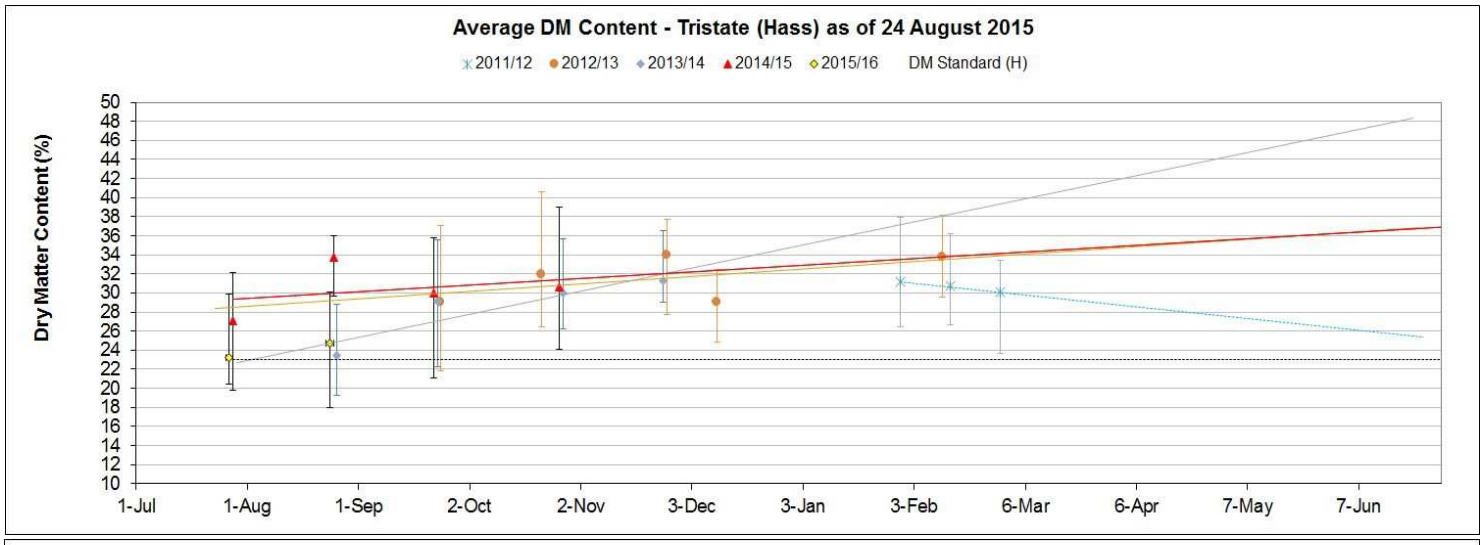

Average DM Content - Central Qld (Shepard) as of 24 August 2015
2012
2013
2014
2015
DM Standard (S)
Dry Matter Content (%)
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec

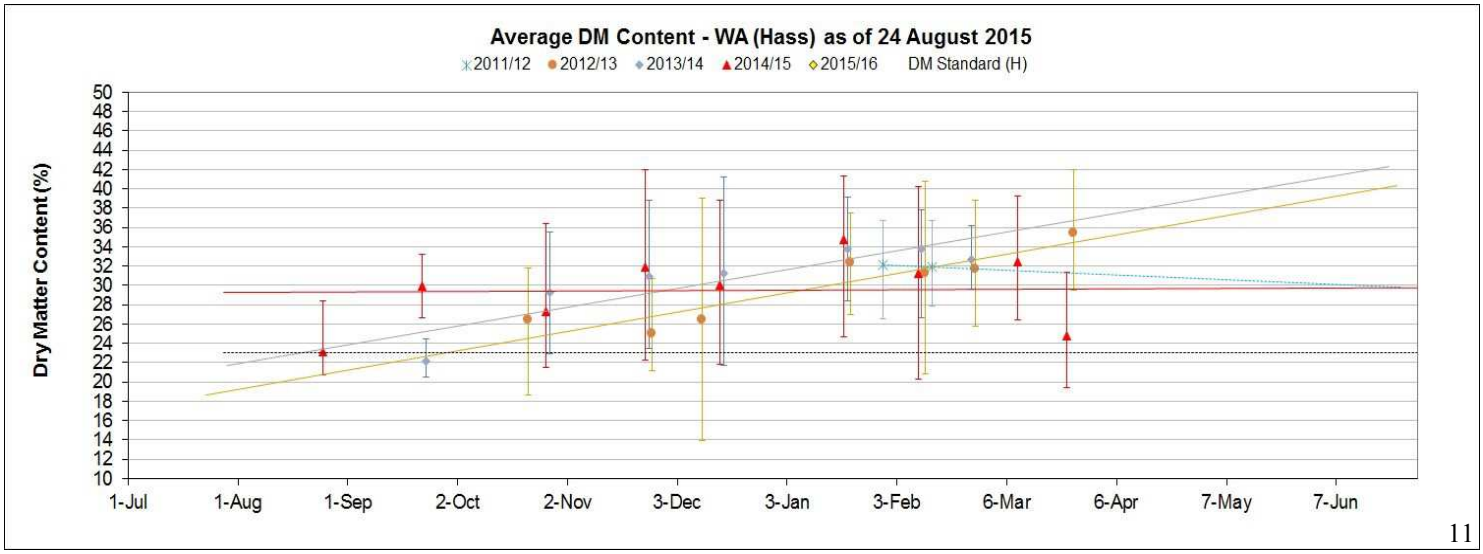

Average DM Content - Sunshine Coast (Hass) as of 24 August 2015
2012
2013
2014
2015
DM Standard (H)
Dry Matter Content (%)
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - South Qld (Hass) as of 24 August 2015
2012/13
2013/14
2014/15
2015/16
DM Standard (H)
Dry Matter Content (%)
1-Apr
2-May
2-Jun
3-Jul
3-Aug
3-Sep
4-Oct
4-Nov
5-Dec
5-Jan
5-Feb
8-Mar


Average DM Content - Tamborine/Northern Rivers (Hass) as of 24 August 2015
2012/13
2013/14
2014/15
2015/16
DM Standard (H)
Dry Matter Content (%)
1-Apr
2-May
2-Jun
3-Jul
3-Aug
3-Sep
4-Oct
4-Nov
5-Dec
5-Jan
5-Feb
8-Mar


Average DM Content - Central NSW (Hass) as of 24 August 2015
2012/13
2013/14
2014/15
2015/16
DM Standard (H)
Dry Matter Content (%)
1-Apr
2-May
2-Jun
3-Jul
3-Aug
3-Sep
4-Oct
4-Nov
5-Dec
5-Jan
5-Feb
8-Mar


Average DM Content - Tristate (Hass) as of 24 August 2015
2011/12
2012/13
2013/14
2014/15
2015/16
DM Standard (H)
Dry Matter Content (%)
1-Jul
1-Aug
1-Sep
2-Oct
2-Nov
3-Dec
3-Jan
3-Feb
6-Mar
6-Apr
7-May
7-Jun


Average DM Content - WA (Hass) as of 24 August 2015
2011/12
2012/13
2013/14
2014/15
2015/16
DM Standard (H)
Dry Matter Content (%)
1-Jul
1-Aug
1-Sep
2-Oct
2-Nov
3-Dec
3-Jan
3-Feb
6-Mar
6-Apr
7-May
7-Jun