

**Support to the
Australian Avocado
Industry Infocado
(crop flow): volume
data collection**

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Avocados Australia Limited

Project Number: AV05003

AV05003

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Know-how for Horticulture™

Avocados Australia

HAL Project

AV05003

Infocado (crop flow): support to
the Australian avocado industry
Infocado volume data collection
roll-out



Know-how for Horticulture™

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Project details

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Media Summary

In September 2005, Avocados Australia began the process of rolling out its crop flow system, *Infocado*, to the Australian avocado industry. This internet based product which allows the collection and reporting of historical and anticipated volumes of avocados entering the Australian and export markets was developed to collect more meaningful and timely industry data to assist businesses with better information on which to base their management and marketing decisions.

The information generated from Infocado is also important for the industry as it will provide allow industry to determine the impact of an event, for example, adverse weather, on the industry's production level and better plan industry promotions.

This report documents the processes that Avocados Australia has engaged to rollout the Infocado system to the Australian avocado industry. This includes the development of supporting documentation, communications and promotion activities, training and support activities, and evaluation.

The system was rolled out across the major production regions as they came into their harvest windows. By October 2006, 96 businesses had enrolled on the system. This represents in excess of 90% of the major packhouses, grower packers and consolidators. The New Zealand industry also contributed data during the 2005/06 season. It is currently estimated that 85% (average) of total market throughput is being recorded through Infocado.

One of the key initiatives in the rollout process was the Infocado Summit, a one day workshop event held in Brisbane in July 2006. In all 50 Australian packhouses, grower packers and consolidators attended, as well as representatives from the New Zealand industry. International speakers from the USA and New Zealand discussed how information was collected and used to benefit their industries.

This forum also provided the opportunity for the participants to discuss a range of issues including the need for better information to underpin decisions to address business challenges and opportunities and how Infocado may support this process.

A range of recommendations on further activities the industry should consider undertaking to ensure the on-going success of Infocado as an industry data collection and reporting system was also prepared. This included continuing to support the development and implementation of Infocado for the Australian avocado industry through supporting the data collection and system development process, continued promotion of Infocado and its benefits, possible inclusion of data from other stakeholders. These activities are important to ensure that a significant proportion (at least 80%) of Australian market throughput is being recorded in Infocado and that all major packhouses, grower packers and consolidators contribute.

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1.0 Introduction

In 2005 Avocados Australia began the process of developing a crop flow system, subsequently named *Infocado*, to meet an identified need to collect more meaningful and timely industry data. The system is an internet based system which allows the collection and reporting of historical and anticipated volumes of avocados entering the Australian and export markets. It was specifically developed to provide businesses in the avocado industry with better information to assist with their management and marketing decisions.

This project supported the rollout of Infocado through the Australian avocado industry. One of the keys to success of this initiative and the rollout is ensure that a significant proportion of the Australian avocado crop is, and continues to be, recorded in Infocado. This will assist in ensuring that the aggregated results provide an accurate reflection of the volume of product flowing through the Australian market.

ABOUT INFOCADO

Infocado has three modules collecting different industry data:

- Seasonal forecast module: In this module packhouses, grower packers and consolidators contribute expected monthly dispatch volumes for a fifteen month period on a monthly basis.
- Weekly forecast module: This module allows the collection of data on expected dispatches by packhouses, grower packers and consolidators for the next four one-week periods.
- Dispatch module: Data on actual dispatches is entered weekly by individual packhouses, grower packers and consolidators.

Data is contributed by packhouses, grower packers and product consolidators from across Australia on a weekly or monthly basis as appropriate. The New Zealand industry also contributes consolidated export data to the system. The data is then aggregated and industry reports are made available to all participating businesses. The data supplied by individual businesses is not identifiable in the aggregated results.

The outcomes and benefits of having access to the information generated includes:

OUTCOMES

- industry having an indication of expected volumes of fruit entering the market over the next fifteen month period.
- industry having an indication of volumes of fruit entering the market in the next four week period.
- industry having more accurate data on volumes and varieties moving through the market in any given week of the year.

BENEFITS

- industry being able to use this data to determine the impact of an event, for example, adverse weather, on the industry's production level.
- packhouses, grower packers and consolidators being able to use the information to assist with marketing and management decisions in their business.
- Avocados Australia being able to use the information to assist with industry promotional activities.

There is no cost for participating in this service, but, as an incentive to participate, access to aggregated results is limited to those businesses that accept the terms and conditions of use.

This report documents the processes that Avocados Australia has engaged to rollout the Infocado system to the Australian avocado industry. Recommendations are also made on further activities the industry should consider undertaking to ensure the on-going success of Infocado as an industry data collection and reporting system.

2.0 Technology transfer strategy and methodology / activities

The key objective of this project was to provide packhouses, grower packers and consolidators with processes that ensured Infocado was generating useful information and this was being used by participants.

Not only was it important to provide a robust system to collect, aggregate and distribute information, but it was also important to:

- provide a set of conditions related to the use of the system that were workable, equitable, did not compromise the commercial integrity of individual business data and rewarded those that participated. e to ensure those that participate are rewarded
- encourage consistent and accurate data input by the maximum number of eligible packhouses, grower packers and consolidators
- provide timely feedback of aggregated results to participating businesses
- provide the required support to ensure uptake, ongoing participation and address any issues or concerns with the initiative. This included the provision of an instruction package for administrative staff entering data into the system.
- supplement this information, where applicable, with other sources of information that might assist businesses with management / marketing decisions.
- have at least 80% of Australia's avocado production logged through Infocado.

DOCUMENTATION

In the initial instance Avocados Australia needed to define the business rules and terms and conditions that would govern the use of the system. These were documented in an 'Overview' document (Appendix 1) which outlined:

- the objectives
- the potential benefits of contributing
- who would be contributing
- the process and business rules around data collection ie. when data should be entered and when reports are made available
- the data required and available reports
- terms and conditions of use of the system.

A set of instructions on how to access and use the system was also developed.

These documents were then used to support the rollout of the system.

ROLLOUT

Rollout commenced in September 2005. In the initial phase it was only necessary to target businesses that were currently dispatching fruit or intended to be dispatching fruit within a four week period. As rollout commenced in September the initial regions targeted included South East Queensland, NSW, Victoria, South Australia and then Western Australia. Avocados Australia through its membership was able to identify packhouses, grower packers and consolidators in these regions to approach.

Initially five (5) packhouses that had expressed an interest in being involved with Infocado were asked to test the system by contributing their dispatch data. These packhouses were geographically spread throughout South East Queensland and NSW.

Once agreement-in-principle to participate had been reached, the businesses were provided with a copy of the Overview document and the instructions for accessing and using the system. All participants were asked to review the terms and conditions of use prior to entering data in the system.

Information was also sought from the businesses on the:

- key contact for management issues for Infocado
- key administration contact for Infocado
- expected dispatched windows for the business.

The person responsible for inputting data was then trained in using Infocado (initially via phone). This included explaining and interpreting the business rules, outlining the data being collected and providing instruction on how to access the system, enter data and retrieve reports.

As Infocado is a relatively easy to understand and navigate, phone based training has been consistently used to support the rollout of the system.

After data had been entered, businesses were asked for feedback on the process, particularly in regard to ease of use of the system. Typically users found that it was easy to understand the instructions and input data. The main difficulty was initially in collating the required data before entry into the system.

Following the success of the first weeks' rollout, access to Infocado was extended to a further five (5) packhouses, grower packers and consolidators each week through October – December 2005. The process for enrolling businesses was maintained.

In addition to packhouses, grower packers and consolidator businesses an additional 135 production operations in Southern NSW, Victoria, South Australia and Western Australia were contacted via mail to see if they were eligible (ie. they directly packing and sending fruit to market) and had interest in being involved. The response to this mail out was low and it was assumed many of these operations were small producers sending fruit through other supply chain partners. If so, in most cases, their fruit would be recorded in Infocado by packhouses and consolidators.

Throughout the October – February period, the New Zealanders are major suppliers of avocados to the Australian market place. In September 2005, a meeting was held with representatives of the NZ Avocado Industry Council (NZ – AIC) which represents NZ exporters. During this meeting, the system was demonstrated and a formal invitation

was made to the NZ AIC to contribute figures to Infocado. This invitation was accepted and since mid November 2005 NZ exporters have contributed 100% of their figures to the system.

In February (2006), production moves from the southern regions to North Queensland. To promote Infocado an information evening was held in Mareeba in January 2006. This was followed by workshops in Mareeba and Atherton to train the large number of eligible businesses concentrated in this area. These events were well attended (approximately 20 businesses attended these meetings) and uptake of the system in North Queensland was generally high.

This awareness and training format was repeated in Bundaberg in late February 2006. Although businesses attended the information evening, the training workshops were not as well attended and it was necessary to do more one-on-one training to support the uptake of the system.

An information session and training workshop was also held on the Sunshine Coast in March 2006.

Businesses in South East Queensland, NSW and other regions not enrolled on the system through late 2005 were targeted and trained on a one-on-basis as they were identified throughout 2006.

There were a number of factors identified that impacted on the uptake of Infocado by individual businesses. These included:

- difficulty to collating the data required with their current IT system and the time cost involved
- small operators who would gain limited benefits from the time invested
- lack of internet access or the computer skills to utilise the system.

In some cases businesses addressed these limiting factors so that they could participate in Infocado.

In total 96 businesses had enrolled on the system by October 2006. This represents in excess of 90% of the major packhouses, grower packers and consolidators. The New Zealand industry also contributed data during the 2005/06 season.

PROCESS

Each week current contributors in the system are sent a reminder, one working day before the data entry is required.

The figures contributed by individual businesses are then checked for major inaccuracies, before reports are automatically collated. Where inaccuracies are suspected the business is contacted to see if the data is correct or needs adjusting.

Those businesses that do not contribute regularly in their season are contacted to see if this is due to irregular dispatching of product or other issues.

COMMUNICATION

Although the industry had been briefed on Infocado through earlier grower forums, there was still a need to develop suitable communications materials to make sure businesses understood the intent of the project, knew how to access information about Infocado and how to complete the necessary tasks (such as entering data and retrieving reports).

A communication strategy was implemented to assist with this process and help ensure the successful uptake and use of Infocado. Its focus was on:

- promoting the objectives and benefits of Infocado to avocado packhouses, grower packers and consolidators to increase uptake
- establishing a clear point of contact for those interested in the system ie Avocados Australia
- encouraging feedback from industry on Infocado.

The key communication message was 'Infocado will provide significant benefits to those that participate and to industry' and the primary target stakeholders were packhouses, grower packers and consolidators.

The key communication processes / tools used in the rollout of Infocado, included:

- introduction phone call to potential pre-qualified participants to provide information about Infocado and encourage their participation where eligible – ideally just prior to commencement of their season
- follow up email to businesses to provide additional information, including the Infocado Overview document and instructions, and passwords for accessing the system
- direct mail to other production businesses (prior to their production season) to raise awareness about Infocado and to seek contributions from eligible businesses
- information and training sessions in some key geographical areas (North Queensland, Bundaberg and Sunshine Coast)
- introduction phone call to administration contact (if different person from manager)
- follow up phone call / email to manager or administration contact after first few weeks entering data to address any issues of concern
- Infocado newsletters: various editions between December 2005 and April 2006 targeting existing and soon to be users
- articles in Guacamole (Avocados Australia fortnightly e-newsletter) and all editions of Talking Avocados (the avocado industry quarterly newsletter) from October 2005.
- information on the Avocados Australia website

- press releases about Infocado targeting key regional production areas immediately prior to the commencement of their harvest season. These press releases produced much positive publicity and resulted in several radio interviews conducted through ABC Rural News (NQ, Bundaberg, Northern NSW) and Big Backyard, articles in Rural Press (SA) and Queensland Country Life, NFIS publications and wholesaler's magazines. This has proven to be a good way to raise awareness about Infocado prior to direct contact with businesses through the rollout process.
- promotion at the Australian /NZ industry conference (Tauranga, September 2005)
- Infocado Summit (Brisbane, July 2006).

INFOCADO SUMMIT

One of the highlights of the project was the Infocado Summit which was a one day workshop event held in Brisbane in July 2006. All businesses participating in Infocado were invited. In all 50 Australian packhouses, grower packers and consolidators attended, as well as representatives from the New Zealand industry. Key note speakers included:

- Mr Avi Crane (California) – Chair of the US Hass Avocado Board Marketing Committee, owner and CEO of Prime Produce International (a US avocado importer and packer), former VP Calavo International, and former Director of Industry Affairs, California Avocado Commission
- Mr Michael Worthington (Melbourne) – General Manager – New Business with Timbercorp, responsible for identifying new investment opportunities.
- Mr Alan Thorn (New Zealand) – CEO - New Zealand Avocado Growers Association.

The objectives of the Summit were to:

- discuss the future of the Australian and global avocado industry over the next decade and the need for packhouses, grower packers and consolidators to have better information to underpin decisions to address challenges and opportunities.
- improve informal communication between the packhouses, grower packers and consolidators
- extend the understanding of the benefits an industry data collection system such as Infocado can deliver to industry
- gain an insight into how other countries, particularly the US and NZ, manage their industry data and the benefits individual businesses and industry realise from such systems
- develop an understanding of the information requirements of packhouse managers, grower packers and consolidators to align development of the system with industry need

- critically analyse the Infocado system including industry requirements, system limitations, and to address how these may be overcome
- increase / maintain support for the Infocado system through increased contribution.

There were a number of key learnings, messages and outcomes from the Summit. These are detailed in Appendix 2. The outcomes from the Summit provided a range of further activities that Avocados Australia needed to address. These included:

- continued rolling out the seasonal forecast module as demonstrated at the Summit (in progress)
- investigating whether weekly retail price points could be included in Infocado (as wholesale pricing data is available from other sources, it was considered that this should not be a priority for Infocado.) (in progress)
- improving reports so that total volume of product (trays, bulk packs, prepacks etc) being dispatched is shown as 5.5kg equivalents (completed)
- further improving the value of the data by investigating the inclusion of harvest rate reports for geographic regions (percentage of crop harvested in a given location) and graphical representation of data (in progress)
- developing a weekly report to be emailed to Infocado contributors, with the intention that this report can be used by packhouses to distribute to their grower-suppliers (commenced and on going)
- investigating a process for inclusion of the names of contributors in the weekly report (addressed)
- developing a discussion paper to consider issues relating to the inclusion of other supply chain partners in the data collection process and the conditions that would prevail (in progress).

Evaluation of the Summit highlighted the success of this event and all participants agreed that it should be held regularly (either annually or each 2-3 years).

INCENTIVE TO PARTICIPATE

The following incentives were offered to encourage participation in Infocado:

- the person responsible for data entry in each business that contributed data to Infocado in accordance with the terms and conditions of use was offered an Avocados Australia polo shirt. In total 28 polo shirts were distributed and although this was only a small token to recognise effort, this initiative was well received
- each business that contributed data to Infocado according to the terms and conditions of use went in the draw to win a prize of seven nights accommodation at the choice of a Plaza hotel in Australia. This prize was won by a grower packer from South Australia.

Both of these initiatives were funded separately by Avocados Australia and proved highly successful in promoting Infocado.

ON-GOING DEVELOPMENT ACTIVITIES

To ensure the continued success and relevance of the Infocado there are tasks that need to be addressed on an on-going basis. These include:

- supporting the data collection and system development process
- through targeted promotion identifying and encouraging eligible businesses that are not contributing to the system to do so
- refining strategies to encourage sustained participation in the system
- looking at strategies to include other stakeholders
- maintaining communication / promotion activities
- maintaining and improving validation and evaluation activities.

These activities are important to ensure that a significant proportion (at least 80%) of Australian market throughput is being recorded in Infocado and that all major packhouses, grower packers and consolidators contribute.

3.0 Evaluation and measurement of outcomes: impact and adoption

At the commencement of the rollout process, it was expected there would be approximately 75 major packhouses, grower packers and consolidators eligible to contribute data to Infocado. By October 2006, 96 businesses had enrolled in the system. Only a small number of medium sized grower packers are not yet enrolled and it is anticipated that these businesses will participate in the 2006 /2007 season. Other small operators will be enrolled on the system on an on-going basis as they are identified and as their harvest season approaches.

EVALUATION

A survey to evaluate the processes, tools and activities used in the rollout of Infocado was undertaken with Infocado users (see Appendix 3). It sought to determine the:

- usefulness of instructions
- ease of inputting data and retrieving reports
- value of information provided by Infocado
- suggested changes to system
- suitability of communication media (eg. newsletters, weekly report etc)
- level of on-going commitment to the system
- views on the inclusion of other supply chain partners
- value of the Infocado Summit.

In total 31 participants responded to the survey and overall the evaluations were very positive, showing that:

- 93% of participants found the information generated was either extremely or somewhat useful to their business
- 97% indicated they would definitely or probably contribute data in their next season
- 87% found the inclusion of NZ data useful
- 95% would like to see the inclusion of other supply chain partners in Infocado
- the preferred communication (72%) was through emailed weekly reports that summarised the industry data and could be distributed by packhouses and consolidators to grower suppliers.
- 97% of participants indicated that the instructions were easy to understand and it was easy to input data and access reports

- All agreed with the terms and conditions of use.

For those businesses that attended the Infocado Summit:

- 82% rated the event as valuable
- all indicated that they would like to see it as a regular event (held either annually or every 2-3 years)
- The main benefits of the Summit were:
 - informal networking with peers (97%)
 - understanding of data collection systems in other countries and their benefits (85%)
 - better understanding of the Infocado system and the benefits industry can realise (69%)
 - ability to contribute to the development of Infocado to meet future industry needs (62%)

Comments contributed in open ended questions also highlighted other areas that should be considered. These included:

- the inclusion of some pricing data
- information on wholesale sales and stock being held by wholesalers / ripeners
- inclusion of other supply chain partners in the next Infocado Summit

A summary of the survey results are shown in Appendix 4.

VALIDATION OF DATA

Avocados Australia continues to working on measures to validate the effectiveness of Infocado in collecting industry data and the extent that true market throughput is reflected in weekly and seasonal reports.

Although it is recognised that as a voluntary participation system it is impractical to expect 100% participation, Avocados Australia is aiming to achieve a minimum of 80% of Australian market throughput being recorded in Infocado.

Accessing reliable secondary data from other sources to validate Infocado data has not been possible, as much of the required information is not consolidated and available only through individual commercial trading entities. Discussions have been held with some key avocado wholesalers to determine how information exchange could occur between the production / packaging and the wholesaling sector. The reluctance of wholesaling businesses to share commercially sensitive information such as weekly sales and stock-on-hand figures is understandable. Wholesalers need confidence in the integrity of the Infocado and in the commitment of industry to support and develop the system. It is suggested with further discussion and time, common purpose can be found with the wholesaling sector and other stakeholders to develop a data collection system

that provides a more comprehensive picture of the Australian avocado trading environment.

In the interim, the reliance is on regional crop estimates generated by Avocados Australia. It is currently estimated that 85% (average) of total market throughput is being recorded through Infocado. Although this can be improved and should be an on-going goal of the project, it is sufficient to provide trend information.

When sufficient seasonal forecast data is collected, this can be measured against weekly dispatch data as a measure of the accuracy of data being submitted by individual businesses. Currently the correlation between weekly dispatch and four weekly forecast data is relatively high and improving.

4.0 Discussion

The rollout of the Infocado system to industry has allowed Avocados Australia to refine many of the data collection and distribution processes; identify information needs of the packhouses, grower packers and consolidators; and embed a suitable communications strategy. This has been invaluable in generating support for Infocado and on-going commitment to the development of the system by contributing businesses.

There are some limitations in application of Infocado that the industry must recognise and where possible address, including:

- contribution to Infocado is on a voluntary basis and eligible businesses cannot be compelled to participate. Avocados Australia need to identify and continue to encourage eligible businesses to participate.
- some growers that pack and market in their own right are too small to realise significant benefits from Infocado and therefore cannot justify the time to enter data and retrieve information. The volume of product escaping the system for this reason needs to be quantified, so that a decision can be made if some other intervention is necessary in an attempt to collect data from this source.
- the system is based on the honesty and integrity of individual businesses to contribute accurate data. Although it appears that all participants are acting in good faith, it is not possible to validate data from individual businesses
- similarly it is not possible to accurately determine the overall level of volumes recorded through Infocado as there are no definitive secondary sources of data to validate the information generated. Although Avocados Australia can use annual seasonal forecast data currently estimated through stakeholder surveys additional efforts should be made to identify other sources of information such as accessing and aggregating commercial information from wholesalers / ripeners to validate system output.
- a small proportion of the industry is still not computer literate. Avocados Australia needs to continue to actively encourage these businesses to realise the benefits they will realise from computer and internet usage.

Avocados Australia need to consider investing in some additional capability with in the Infocado system, including the ability to collect selected pricing information and harvest rates reports for specific geographic regions. Although the conclusion from discussions at the Infocado Summit indicated that the inclusion of wholesale pricing data in Infocado was not a priority, there continues to be on-going requests from businesses for this information as well as weekly retail price points.

Similarly Avocados Australia need to consider how other stakeholders could contribute to the system. Although a suitable solution to broaden information sharing across the industry has not been found, it is important that discussions continue with all sectors of the industry to seek solutions which will improve the decision processes of individual businesses and the collective industry. It may be appropriate to identify one or two

leading wholesalers / ripeners that could work with Avocados Australia to develop a strategy and champion the adoption of broader information sharing.

Strategies to encourage on-going industry support for Infocado are very important and should be refined and reassessed as the lifecycle of the system matures. The Infocado Summit held in July 2006 was a very successful forum for the advancement of industry collaboration and the Infocado system. This initiative should be continued possibly with the inclusion of other stakeholders to support the industry. Similarly Infocado should, where appropriate, become part of future market and business development programs with an aim to promoting the system and also assisting growers and packers in interpreting information and understanding trading dynamics.

Evaluation surveys undertaken with Infocado users have highlighted that emailed weekly reports that provide a snapshot of dispatch and four weekly forecast figures are the most appropriate communication vehicle for users. On going refinement of this report can occur as the Infocado system develops. As the dynamics of the market are better understood, it may also be possible to develop interpretive tools that embrace demand management principles to enhance the management of product supply on the Australian market.

In conclusion, the rollout of Infocado through the 2005 / 2006 season has been very successful. Although on-going support and strategy refinement is required, the commitment of the major packhouses, grower packers and consolidators to the system, during the first twelve months has provided a very solid base on which further build development of the initiative.

5.0 Recommendations

It is recommended that Avocados Australia continue to support the development and implementation of Infocado for the Australian avocado industry. This entails:

- supporting the data collection and system development process
- through targeted promotion identifying and encouraging eligible businesses that are not contributing to the system to do so
- refining strategies to encourage sustained participation in the system
- looking at strategies to include other stakeholders in such a way that their contribution adds value to the management and marketing decision making processes of industry.
- maintaining communication / promotion activities
- maintaining and improving validation and evaluation activities.

These activities are important to ensure that a significant proportion (at least 80%) of Australian market throughput is being recorded in Infocado and that all major packhouses, grower packers and consolidators contribute.

6.0 Acknowledgements

Avocados Australia would like to acknowledge:

- Graeme Forsythe and Associates for the assistance they have provided in supporting the rollout of Infocado
- All packhouse and consolidator personnel and grower packers who have contributed feedback and ideas during the rollout phase of Infocado.

Appendix 1: Overview document

The following Overview document was provided to all potential Infocado participants.

Avocados Australia

Infocado: Industry data collection

August 2006
(version 4)

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Overview

One of the key roles of Avocados Australia is to develop and offer valued services to their grower members and other stakeholders.

The Infocado system has been developed by Avocados Australia (AAL) to meet an identified need to collect more meaningful and timely data to allow the industry to make better informed management and marketing decisions. The collection of seasonal forecast data, actual volume throughput and weekly forecast throughput data on a national basis will assist with this process and will be particularly beneficial to participating packhouses and consequently the growers supplying these packhouses.

The Infocado system is an internet based program. Currently, Infocado has three modules:

- **Seasonal forecast module:** In this module packhouses and grower packers contribute expected monthly dispatch volumes for a fifteen month period on a monthly basis.
- **Weekly forecast module:** This module allows the collection of data on expected dispatches by packhouses and grower packers for the next four one-week periods.
- **Dispatch module:** Data on actual dispatches is entered weekly by individual packhouses and grower packers. Consolidated data from NZ exporters is also entered.

In all modules the data from individual businesses is aggregated with data from other participating businesses and the aggregated reports are made available to participating businesses.

The data supplied by individual businesses is not identifiable in the aggregated results.

There is no cost for participating in this service, but access will be limited to those businesses that are members of Avocados Australia and accept the terms and conditions of use.

Obviously the results are only as good as the data submitted by the participating businesses hence Avocados Australia is keen to ensure that as many eligible packhouses and grower packers as possible support the initiative on a consistent basis.

Businesses should also be aware that there will be a requirement for administration staff to enter the required data. For seasonal forecast data this would be no more than 2-3 minutes per month and for dispatch and weekly forecast data this would be expected to be approximately 15 minutes per week during their season.

In the following pages we outline processes and conditions of participation in more detail. We also provide instruction for administration staff in regard to system access and data input, as a supplement to this document.

Objectives

Infocado: data collection

The key objective for industry in relation to this initiative is to provide packhouses and growers with meaningful and timely information to assist with management and marketing decisions.

This will be achieved by:

- Providing a robust system to collect, aggregate and distribute information – the Infocado system.
- Providing a set of conditions of use to ensure those that participate are rewarded
- Encouraging consistent and accurate data input by participating businesses
- Providing timely feedback of aggregated results to participating businesses
- Providing the required support to ensure uptake, ongoing participation and address any issues or concerns with the initiative. This will include an instruction package for administrative staff entering data into the system.
- Supplementing this information, where applicable, with other sources of information that might assist businesses with management / marketing decisions.
- By September 2006, have at least 80% of Australia's avocado production logged through Infocado. This will be achieved by targeting the 92 packhouse / grower-packer members of Avocados Australia.

Participants

One of the keys to success of this initiative is to ensure that a significant proportion of the Australian avocado crop is recorded in Infocado. This will assist in ensuring that the aggregated results available weekly provide an accurate reflection of what is really happening in the marketplace.

In the initial phase of the rollout, packhouses and grower packers have been targeted, rather than individual growers, as this will ensure that significant volume targets are met quickly. The rollout is being phased according to production areas coming into harvest.

Aggregated data is only available to those businesses that meet the terms outlined in the terms and conditions of use.

Outcomes and benefits

There are several outcomes and benefits of having aggregated data to see expected and actual volumes of avocados entering the market. This includes:

OUTCOMES

- Industry will have an indication of expected volumes of fruit entering the market over the next fifteen month period.
- The industry will have an indication of volumes of fruit entering the market in the next four week period.
- Industry will have more accurate data on volumes and varieties moving through the market in any given week of the year.

BENEFITS

- The industry will be able to use this data to determine the impact of an event on the industry's production level.
- Packhouses and grower packers will be able to use the information to assist with marketing and management decisions in their business.
- Avocados Australia will be able to use the information to assist with industry promotional activities.

Process

In the initial instance Avocados Australia is inviting packing houses and grower packers to participate in the initiative.

Once a business has agreed in principle to participate, written material will be provided to the business. This will outline:

- overview of Infocado
- conditions of participation (see section “Terms and conditions of use”)
- data required for inclusion in the system (see information below)
- timing requirements in regard to input of information / access to aggregated data (see information below)
- information on the type of report to be received (see information below)
- instruction on accessing the system and inputting data
- incentives for businesses and individuals to participate.

The following information will also be sought:

- key contact for management issues for Infocado
- key administration contact for Infocado
- expected dispatch window for the business.

The administration person will be contacted to ensure that they have received material on Infocado and know the process for accessing support from Avocados Australia, when required.

Data to be collected

Data is collected based on the following parameters:

SEASONAL FORECASTS (projected dispatches over the next fifteen one-month periods)

- variety (Hass, Shepard, Other)
- packing type set at 5.5kg tray equivalents
- quantity (number of units).

WEEKLY FORECASTS (projected dispatches over the next four one- week periods)

- variety
- packing type / use (4kg trays, 5.5 kg trays, Bulk, Prepack, Oil, Processing and other)
- quantity (number of units, number of kilograms).

DISPATCHES (actual previous week's dispatches)

- variety
- packing type / use (4kg trays, 5.5 kg trays, Bulk, Prepack, Oil, Processing and other)
- quantity (number of units, number of kilograms)
- State (QLD, NSW etc)
- supply chain partner (trader, direct, exporter, consolidator).

Where:

TRADER: A trader is central market wholesaler, produce merchant or other wholesaler

DIRECT: Direct refers to produce being sent directly to supermarkets

CONSOLIDATOR: Are businesses that co-ordinate and control where product is to be sent. These businesses may or may not pack fruit and would include businesses such as One Harvest, Sunfresh, Natures Fruit and Fruitology.

When to enter data

To ensure that data is collected from participating businesses and reports made available on a consistent basis, the following rules have been developed.

SEASONAL FORECAST

TIME PERIOD	TASK	RESPONSIBILITY
<p>Between the 10th & 31st day of month.</p> <p><i>Note: On the 10th of each month an email will be sent to you with an attached form so that you can amend previously entered seasonal forecast data and enter new month's data. You have until the end of the month to complete and send this form back to Avocados Australia</i></p>	<p>Expected monthly forecast data to be updated and new months data to be entered and sent to Infocado.</p>	<p>Packhouse / grower-packer</p>
<p>Between 1st and 7th day of following month</p>	<p>Data will be checked, obvious inaccuracies checked with data source, data approved for aggregation</p>	<p>Avocados Australia</p>
<p>8th day of following month</p>	<p>Reports (aggregated data) available for participating businesses.</p> <p>Notification email sent to participating businesses to alert them Reports are available</p>	

WEEKLY FORECASTS AND DISPATCH

In both the weekly forecast and dispatch modules a week is considered to be from Saturday to Friday.

DAY AND TIME	TASK	RESPONSIBILITY
<p>By Monday 11am</p> <p><i>Note:</i> <i>Weekly forecast and dispatch data should be recorded no later than 11am each Monday commencing a month before the the packing season and throughout the duration of the season.</i></p>	<p>Weekly forecast and dispatch data entry to be completed.</p> <p>In the weekly forecast form the expected dispatch data for each of the next four one-week periods should be entered or amended, as necessary.</p> <p>For the dispatch form, the actual dispatch data from the previous week should be entered. Therefore as a week is defined as Saturday to Friday, any produce dispatched on or between the previous Saturday through to previous Friday should be recorded.</p>	Packer / grower-packer
Monday 11am – 3.30pm	Data checked, obvious inaccuracies checked with data source, data approved for aggregation.	Avocados Australia
Monday 4pm	Reports (aggregated data) available for participating businesses.	
Tuesday	Email with weekly summary updates sent to participating businesses.	Avocados Australia

Note: Variation to timing may occur when the Monday is a public holiday. Participants will be advised of changed times as necessary.

Industry summary reports

The following information will be provided in summary reports:

SEASONAL FORECASTS (projected dispatches over the next fifteen one-month periods)

- variety (Hass, Shepard, Other)
- packing type set at 5.5kg tray equivalents
- quantity (number of units).

WEEKLY FORECAST REPORTS (projected dispatches over the next four one-week periods)

- variety
- packing type / use (4kg trays, 5.5 kg trays, Bulk, Prepack, Oil, Processing and other)
- quantity (number of units, number of kilograms).

DISPATCH REPORTS (actual previous week's dispatches)

- variety
- packing type / use (4kg trays, 5.5 kg trays, Bulk, Prepack, Oil, Processing and other)
- quantity (number of units, number of kilograms)
- State (QLD, NSW etc)
- supply chain partner (trader, direct, exporter, consolidator).

Users of Infocado can access complete reports, showing all of the aggregated data in the fields above.

There is also the ability to filter data if specific reports are required by the user. In dispatch module, snapshot reports that give a summary of product entering the market are also available.

Individual participants' data is not identifiable in the industry summary reports.

Terms and conditions of use

The success of Infocado is dependant upon the number of contributors and the quality and consistency of the data they provide throughout their season.

Access

Access to Infocado, in the first instance, is limited to packhouses and grower packers and growers that pack in their own right. These businesses will be encouraged to provide all their seasonal forecast, weekly forecast and dispatch data.

For businesses to be considered 'current participants', they must:

- act in 'good faith'
- provide accurate data
- provide and maintain their seasonal forecast data
- contribute at least 80% of their season's weekly forecast and dispatch data on a weekly basis (ie. for 8 out of 10 weeks during the season),
- meet the necessary timelines required for the input of all data.

Ideally businesses should contribute 100% of their data.

Only businesses that are 'current participants' will have access to aggregated industry reports. In other words those that participate will be rewarded with access.

It is intended that the reports generated are solely for the use of packhouses and their growers; and individual growers to make more informed management and marketing decisions. It is not intended for distribution to other supply chain participants.

Avocados Australia reserves the right to exclude parties that do not meet the terms and conditions of use.

Users should read the full set of Terms and Conditions that apply to the use of Infocado. These are available in the Infocado system by clicking on the "Terms and Conditions" button on the menu page. Users that do not accept the terms and conditions of use should not use Infocado and should contact Avocados Australia.

Infocado Summit 2006

Avocados Australia Limited
©August 2006

Chairman's message

The Australian avocado industry is in an envious position in the fresh produce sector. Our product is unique - being healthy, modern, with wide appeal to consumers and no obvious competition in the food basket.

Year round supply limits the opportunity for imports and the spread of production areas across Australia limits the threat of serious weather events, such as cyclones, impacting on the ability to deliver a consistent supply of good quality fruit. The fruit's ability to hang on the tree and its robust quality in the green state provides us, as producers and packers, with the flexibility to ensure consumers are receiving optimal quality and quantity in the market place.

Opportunities exist for the industry to expand its presence in the food service sector and overseas markets.

The industry itself also has worthy attributes which we need to nurture to ensure ongoing success. Being a 'new' industry we are not hindered by having to do things "the way they have always been done" and have the ability to set our own direction into the future. Our ability to work together to realise individual business growth through industry expansion is also a strength which we need to foster.

However the industry also has challenges ahead. The need to increase consumer satisfaction through improved product quality continues to be an area where strong focus is needed. Addressing fruit maturity, both overripe and underripe fruit, internal eating quality and shelf life issues are critical to maintain and grow consumer confidence in our product.

The 'independent' nature of Australian producers facilitates a situation where there are in excess of 200 avocado packers in the Australian market, all owning their own packing equipment and marketing under their own brand. Rationalisation needs to occur in this area to improve utilisation of capital assets, drive industry efficiency and competitiveness, improve grower returns and assist in delivering an improved and consistent product to the consumer.

The Infocado Summit, as a forum for the industry's packing sector, is a first for the Australian avocado industry. This Summit is an opportunity to explore some of these issues and determine how the collection of meaningful industry data can assist in addressing some of the challenges ahead by providing confidence in the industry and business decisions we make in moving forward.

Although geographic spread of the industry provides benefits it also creates logistical and communications issues which impact on the efficiencies of supply chains. The Infocado system is seen as a tool that can assist in addressing some of these issues.

As contributors to the system your input into the future development and direction of the Infocado system is imperative. The industry needs a robust system which is collecting and disseminating reliable information relevant to your needs. I would therefore like to encourage all industry packers to become involved in the Infocado project. The industry will realise significant benefits from this project in the years to come.

I would like to thank Avi and Shiffy Crane for making the time and effort in the midst of their season to travel to Australia and share their insights and knowledge with our members. I would also like to thank Michael Worthington, Alan Thorn and the other New Zealand representatives for the valuable contribution they made to the Summit. We appreciate their support and commitment.

Finally I would like to acknowledge Horticulture Australia Limited for their support in the rollout of Infocado to the industry sector.

Regards

A handwritten signature in black ink, appearing to read "Rod Dalton". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Rod Dalton

Chair

Why hold a Summit

There were several aims that Avocados Australia wished to achieve from the Infocado Summit. These include:

- increasing the industry's understanding of the challenges facing packhouses and grower packers over the next decade
- improving informal communication between the packhouses and grower- packers
- informing Infocado users and potential users of the benefits of supporting an industry data collection system such as Infocado
- gaining an insight into how other countries manage their industry data and the benefits they realise from their systems
- developing an understanding of the information requirements of packhouse managers and grower packers to align development of the system with industry need
- understanding, from the users perspective, the limitations of the current system and to address how these limitations may be overcome
- maintaining and increasing support for the Infocado system through increased contribution to more closely reflect actual market conditions.

Key learnings from other markets

The Californian Experience

The following is a summary of the presentation given by Mr Avi Crane.

The Californian avocado industry has been collecting industry data for more than 20 years. This process came about as the result of a surge in production in the early 1980's and subsequent low prices that ensued. The Californian industry set up AMRIC (Avocado Marketing and Research Information Center) which was charged through legislation to collect industry data including shipment size, variety and destination. The goals of the system were to support marketing programs, help growers in harvest strategies and to gather and provide the best information.

Now the system is web based and all avocado handlers provide data (bin reports) on a daily basis and aggregated reports are generated and made available each day. Monthly aggregate reports are also generated.

The system has a high level of transparency in that the reports are published to the web and available for all to access.

The daily reports are an invaluable tool for avocado handlers to manage their stock and marketing activities.

The information generated has also been useful in transitioning the market between US and Chilean fruit and in directing national marketing campaigns promoting avocado consumption.

The New Zealand Situation

The following is a summary of the presentation given by Mr Alan Thorne.

The export of produce from New Zealand is controlled by the *NZ Horticulture Export Act 1987*. This legislation was enacted to develop a strong and cohesive industry, fund agreed industry-good activities and collect industry statistics and information to assist with making informed decisions.

Under the *NZ Horticulture Export Act 1987*, exporters are required to be licenced.

The New Zealand avocado industry makes a considerable investment in collecting crop information. The industry undertakes early bird crop estimates in March each year. These estimates are then ground-truthed in May and again refined in August. Throughout the harvest period remaining crop estimates are updated monthly.

All export packers are required to report packout figures to the Avocado Industry Council (AIC) on a weekly basis. Exporters also report weekly shipment and sales figures to the AIC.

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The International Situation

The following is a summary of the presentation given by Ms Jenny Margetts.

Most other major avocado producing nations have data collection systems to assist their industry manage and market fruit supply.

Mexico, Chile, South Africa and Israel all have data collection systems. In all cases the predominant focus is on data related to export activity. All countries report benefits to their industry in being better able to manage fruit flow.

The Avocado Marketing and Promotion Working Group collects export forecasts, dispatches and arrivals from countries exporting to Europe. The Working Group coordinates aggregation of data and supplies back to individual countries. The benefit derived from this activity is the ability to develop a forward picture of market activity to assist with planning.

About the speakers

Mr Avi Crane (California) – Avi is the Chair of the US Hass Avocado Board Marketing Committee, owner and CEO of Prime Produce International (a US avocado importer), former VP Calavo International, and former Director of Industry Affairs, California Avocado Commission. Avi will speak about the US market, marketing and information and the challenges the industry faces.

Mr Michael Worthington (Melbourne) – Michael is General Manager – New Business with Timbercorp and has been with the company for three and a half years. He is responsible for identifying new investment opportunities for the business. Michael will speak about Timbercorp's vision for the future, challenges regarding the supply chain and the importance of information.

Mr Alan Thorn (New Zealand) – Alan has recently been appointed CEO of the New Zealand Avocado Growers Association. He has an extensive background in research, sales and management, predominantly in the forestry industry. Alan will speak about the data collection system which the New Zealand industry has managed for the last 7 years.

Speaker's presentations

Presentations given at the Summit included:

- Using information technology to manage California's harvest / market value chain
Mr Avi Crane, Chair, US Hass Avocado Board Marketing Committee
- New Zealand Production Data and Export Monitoring
Mr Alan Thorne – CEO Avocado Growers Association, NZ
- International snapshot
Ms Jenny Margetts – for Avocados Australia
- Timbercorp
Mr Michael Worthington – General Manager - New Business, Timbercorp
- Infocado: information to date
Ms Jenny Margetts – for Avocados Australia

Key messages and outcomes

Key messages

- There is a need for industry to work more collaboratively to build a sustainable and stable market.
- There is a need for improved communication and information flow between industry members.
- Information sharing in the US market is a key tool in the management and marketing of the industry and has enabled the industry to realise significant benefits.
- The Infocado system can be the driver for information sharing in the Australian market and help underpin a stable and informed market.
- Commitment of industry players to Infocado is important for its success.
- Development of the system needs to be done in consultation with the users.
- There is a need to ensure the information gathered through Infocado is filtering to the right people in the industry and there is a clear understanding of how to interpret the information.

Key outcomes

Avocados Australia has been charged with:

- rolling out the seasonal forecast module as demonstrated at the Summit
- investigating whether weekly retail price points could be included in Infocado (As wholesale pricing data is available from other sources, it was considered that this should not be a priority for Infocado.)
- improving reports so that total volume of product (trays, bulk packs, prepacks etc) being dispatched is shown as 5.5kg equivalents
- further improving the value of the data by investigating the inclusion of harvest rate reports for geographic regions (percentage of crop harvested in a given location) and graphical representation of data
- developing a weekly report to be emailed to Infocado contributors, with the intention that this report can be used by packhouses to distribute to their grower-suppliers
- investigating a process for inclusion of the names of contributors in the weekly report
- developing a discussion paper to consider issues relating to allowing other supply chain partners' access to the system and under what conditions

- investigating packhouse system (software) options and solutions that would assist packers with obtaining and importing (automatically) figures needed for Infocado
- monitoring the accuracy of forecasting data being entered into Infocado and identifying packers that may need assistance with obtain this data.

Appendix 3: Evaluation survey

Below is a copy of the evaluation survey sent to all Infocado users.

Infocado Survey

Thank you for contributing to Infocado throughout the season. Your effort has been appreciated and we hope that the information that is collated and distributed via Infocado is of value to your business. To ensure that we are providing the best service possible we would appreciate if you would take 5 minutes to complete the following survey and return it to Avocado Australia by 25th September 2006.

Responses can be faxed to 1300 303 972. If anonymity is preferred please post to: Avocados Australia, Reply Paid 663, Stones Corner QLD 4120 (no stamp required). Individual responses will remain confidential only aggregated results will be used.

Please place a cross(X) in the brackets next to your selected answer.

1. How many trays do you handle throughout a typical season?

less than 10,000 trays 10,000 – 50,000 trays 50,000-100,000 trays
 100,000 – 500,000 trays 500,000 trays

2. How easy are the instructions to access and use Infocado?

Very easy Somewhat easy Not easy Difficult

3. How easy is it to enter the data required?

Very easy Somewhat easy Not easy Difficult

4. How easy is it to access the weekly industry summary report?

Very easy Somewhat easy Not easy Difficult

5. How valuable to your business is the information provided by Infocado?

Extremely useful Somewhat useful Not very useful
 Not useful at all Not sure

6. Has the inclusion of NZ data been of value?

Extremely valuable Somewhat valuable No, not really
 Not valuable at all Not sure should not be included at all

7. Are there any changes or additions that you would like to see incorporated in Infocado?

8. Will you continue to contribute to Infocado next season?

Yes, definitely Yes, probably No Not sure

9. Do you think the conditions of participation for Infocado are reasonable? (see Overview document). Yes No

If no, what changes do you think should be made?

10. Would you like to see other supply chain partners contributing data to the Infocado system? Yes No

If YES, who and what information? If NO, why not?

11. In regard to communication about Infocado data what media do you or would you find useful? (please tick as many as appropriate)

Infocado Updates in Talking Avocados

Infocado Updates in Guacamole

Weekly Infocado Reports that summarise industry data and could be distributed by packhouses to growers suppliers

Other: please list

12. Please provide any other comments you would like to make about the Infocado system and its rollout to industry.

13. Did you attend the Infocado Summit in Brisbane (July 2006)? () Yes () No

If YES, how did you rate this event in terms of value to your business?

() Extremely valuable () Somewhat valuable () Not valuable at all () Not sure

If YES, would you like to see this event as a regular event?

() Yes, every year () Yes, every 2-3 years () No

If YES, what are the main benefits you received from the Summit? (please tick as many as appropriate)

() Informal networking with peers

() Understanding of data collection systems in other countries and their benefits

() Better understanding of the Infocado system and the benefits industry can realise

() Ability to contribute to the development of Infocado to meet future industry needs

() Other: Please list

If YES, what changes, if any, would you like to the Infocado Summit event format?

Thank you for your time and effort.

We hope to you will continue to contribute to Infocado.

Contact details (optional): Your name: _____

Your phone: _____ Your email: _____

Appendix 4: Evaluation survey summary

QUESTION	PERCENTAGE
Q2: How easy are the instructions to access and use Infocado? % Very easy or somewhat easy	100%
Q3: How easy is it to enter the data required? % Very easy or somewhat easy	97%
Q4: How easy is it to access the weekly industry summary report? % Very easy or somewhat easy	97%
Q5: How valuable to your business is the information provided by Infocado? % Extremely useful % Somewhat useful	35% 58%
Q6: Has the inclusion of NZ data been of value? % Extremely useful % Somewhat useful	39% 48%
Q8: Will you continue to contribute to Infocado next season? % Yes definitely % Yes possibly	74% 23%
Q9: Do you think the conditions of participation for Infocado are reasonable? (See Overview document). % Yes – reasonable	100%
Q10: Would you like to see other supply chain partners contributing data to the Infocado system? % Yes	95% (20 respondents)
Q11: In regard to communication about Infocado data what media do you or would you find useful? 1.)) <i>Infocado Updates in Talking Avocados</i> 2.) <i>Infocado Updates in Guacamole</i> 3.) <i>Weekly Infocado reports that summarise industry data and could be distributed by packhouses to growers suppliers</i> 4.) <i>Other: please list</i>	48% 38% 72% 17%
Q13: 13. Did you attend the Infocado Summit in Brisbane (July 2006)? % that attended	43%
Q13 (b): How did you rate this event in terms of value to your business? % Extremely valuable % Somewhat valuable	38% 44%

<p>Q13 (c): Would you like to see this event as a regular event? % Each Year % Each 2-3 Years</p>	<p>31% 69% (13 respondents)</p>
<p>Q13 (d): What are the main benefits you received from the Summit? 1.) <i>Informal networking with peers</i> 2.) <i>Understanding of data collection systems in other countries and their benefits</i> 3.) <i>Better understanding of the Infocado system and the benefits industry can realise</i> 4.) <i>Ability to contribute to the development of Infocado to meet future industry needs</i> 5.) <i>Other: Please list</i></p>	<p>92% 85% 69% 62% 15% (13 respondents)</p>



INFOCADO WEEKLY REPORT

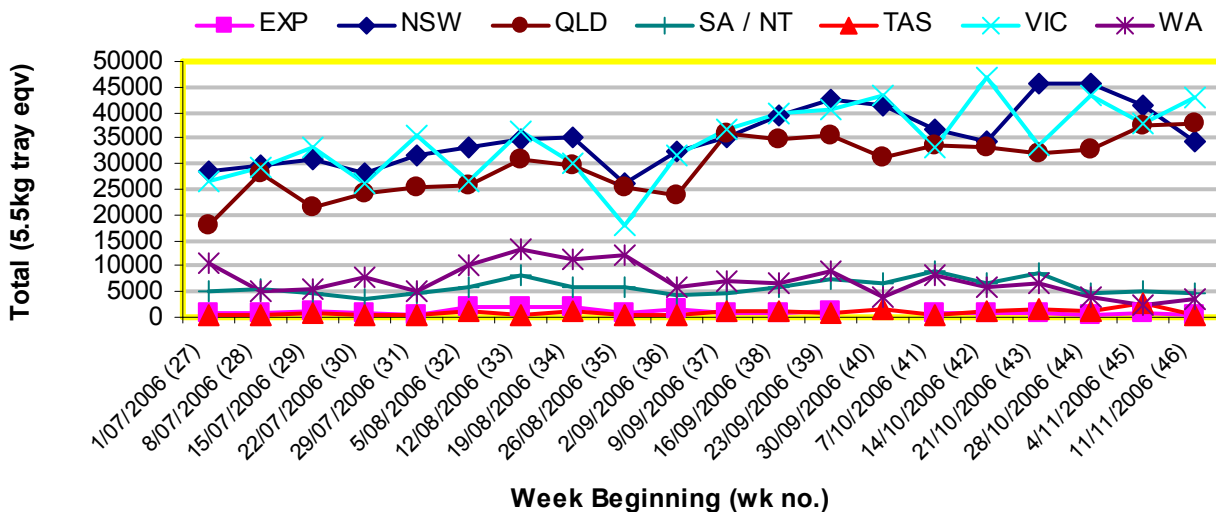
11th November to 17th November 2006 (Wk 46)

Industry Dispatches 11th November to 17th November (wk 46)

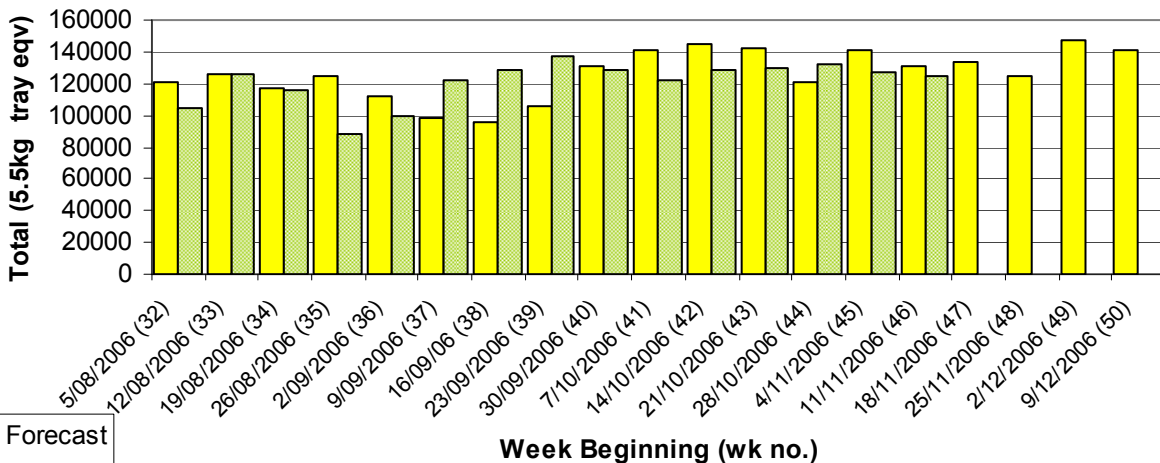
Dest. State	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	5.5Kg	Bulk	Oil	Other	P/PK	5.5Kg Eqv Trays All	
	<16	16	18	20	22	23	25	28	28+	Total	10Kg	Kg	Kg	Kg	Total	
EXP				5				50	165	220	440					440
NSW	141	1,185	4,399	6,837	872	5,924	4,398	3,404	1,098	28,258	3,189		2,600		34,529	
QLD	328	1,294	3,528	4,775	1,213	4,578	6,412	2,895	1,129	26,152	5,326	425	1,750	8,129	37,709	
SA / NT		15	362	1,399		1,039	619	700	144	4,278	238				4,711	
TAS		13	34	64		67	90	23	18	309	43				387	
VIC	548	2,407	5,666	8,293	2,496	8,757	5,213	3,339	1,750	38,469	2,454				42,931	
WA			10	153		572	1,130	919	144	2,928	323				3,515	
Total	1,017	4,914	13,999	21,526	4,581	20,937	17,912	11,445	4,503	100,834	11,573	425	4,350	8,129	124,222	

Throughput by Destination State

Throughput 1st January to date = 4,928,230 5.5kg tray eqv



Dispatch vs weekly forecast for all varieties and all packs (5th August to 15th December)



Major Capital City Weather Report – week ahead

City	Tue	Wed	Thu	Fri	Public Hols	Upcoming school Hols
Brisbane	28°	29°	32°	32°	Xmas/Box Day 25-26 Dec	16 th Dec – 28 th Jan
Melbourne	36°	20°	21°	23°	Xmas/Box Day 25-26 Dec	22 nd Dec—29 th Jan
Perth	28°	32°	29°	27°	Xmas/Box Day 25-26 Dec	15 th Dec – 30 th Jan
Sydney	33°	36°	26°	25°	Xmas/Box Day 25-26 Dec	22 nd Dec – 28 th Jan

Dispatch Data (Week 46—begin 11/11/06)

Variety	5.5Kg	Bulk	Oil	Other	P/PK	5.5Kg Eqv All
	Trays	10Kg	Kg	Kg	Kg	Total
Hass	52,082	11,572	200	4,350	8,129	75,427
Hass NZ	46,583					46,583
Lamb Hass	1,140	123				1,364
Reed	872	15	225			940
Sharwil	67	37				134
Wurtz	90	2				94
Total	100,834	11,749	425	4,350	8,129	124,542

Forecast Data (Week 46-50)

Variety	5.5Kg	Bulk	Oil	Other	P/Pk	5.5Kg Eqv All
	Tray	10Kg	Kg	Kg	Kg	Tray
Week 46—begin 11/11/06						
Hass	59,006	7,441	2,200	1,050	6,600	73,126
Hass NZ	55,819					55,819
Lamb Hass	500	30	150			582
Sharwil	200					200
Week Total	115,525	7,471	2,350	1,050	6,600	130,927
Week 47—begin 18/11/06						
Gwen	125	10				143
Hass	51,970	7,234	2,200	900	6,600	65,686
Hass NZ	65,204					65,204
Lamb Hass	700	50	300			845
Sharwil	200					200
Week Total	118,199	7,294	2,500	900	6,600	133,279
Week 48—begin 25/11/06						
Gwen	675	55				775
Hass	45,430	8,241	1,700	900	6,800	60,886
Hass NZ	61,949					61,949
Lamb Hass	200					200
Week Total	108,254	8,296	1,700	900	6,800	125,047
Week 49—begin 2/12/06						
Gwen	550	65				668
Hass	49,350	9,244	1,500	500	6,700	66,521
Hass NZ	78,909					78,909
Lamb Hass	200					200
Week Total	129,009	9,309	1,500	500	6,700	147,516
Week 50—begin 9/12/06						
Gwen	550	65				668
Hass	42,300	8,195	1,500	750	7,700	57,609
Hass NZ	81,609					81,609
Week Total	124,459	8,260	1,500	750	7,700	141,286

Week 46 contributors

Avocado Industry Council (NZAGA)
 Avonova
 Avowest
 Balmoral Orchard
 C F Fechner
 Chinoola Orchards
 Chislett Developments Pty Ltd
 Coastal Avocados
 Green Nugget Orchards
 Green Pear Avocado
 Green Pigeon Orchards
 KV & JM Lehmann
 Mariners Rest
 Merrinee Farms
 Midcoast Avocados
 Mt Binga Orchards Pty Ltd
 Natures Fruit Company
 One Harvest
 Rob Farnsworth Pty Ltd
 Sunfresh
 Sunnyspot Packhouse
 Tam MT Farm Management
 Trevor Brennan
 Vitor Marketing Pty Ltd
 WJ Row

For more detailed reports please go to www.avocado.org.au and login to Infocado. Instructions on accessing reports are available in your Infocado Information kit under 'Retrieving information'

*For further assistance please contact: Joanna Embry,
 Ph: 07 3391 2344, Email: infocado@avocado.org.au*

You may wish to print a copy of this report and insert it into the 'reports' section of your Infocado Information Kit