

Retail Price Surveys

What do avocados cost?



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Background

Information needed to make more informed marketing decisions

- Infocado – reporting of volume data
- Quality surveys – reporting level of quality
- Grower and consumer concern that prices paid by consumers don't reflect returns to growers
Need price data to complete picture and provide transparency
 - 1st step retail prices
 - Next step wholesale prices



Collecting Retail Price Data

- 16 stores in Sydney, Brisbane, Melbourne & Perth
- All varieties
- All pack types
- Weekly
- Electronic collection and uploads



Assessment Details [Minimize] [Save]

My Assessments

Assessment Date*
22 July 2009

Store Name/Location*
[Please select]

Product*
[Please select]

Display No #
[]

Pack Type
[Please select]

Average Weight (g)
If loose, then avg weight. If pre-packed, then total weight
[] grams

Store Display
[Please select]

Unit Price
[] per kg

In Store Location
[Please select]

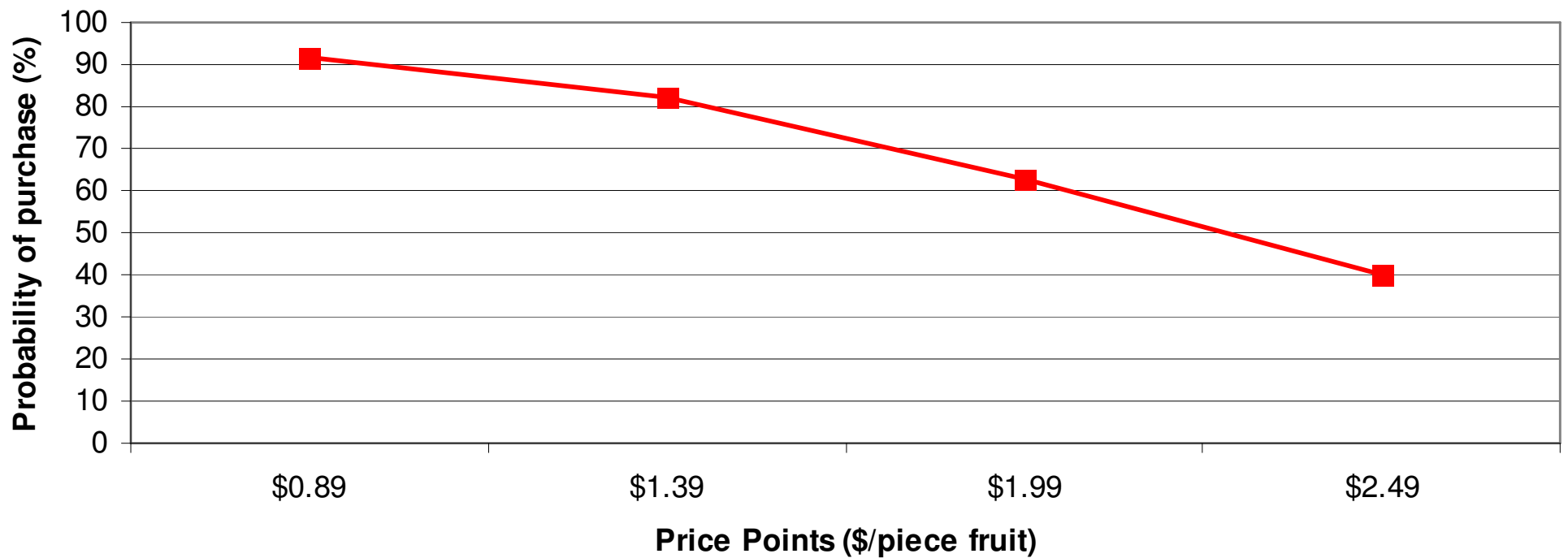
On Special
[Please select]

Country of Origin (as per display sign)
[Please select]

Comments
[]

Consumer Research for price points

Probability of purchase at different price points

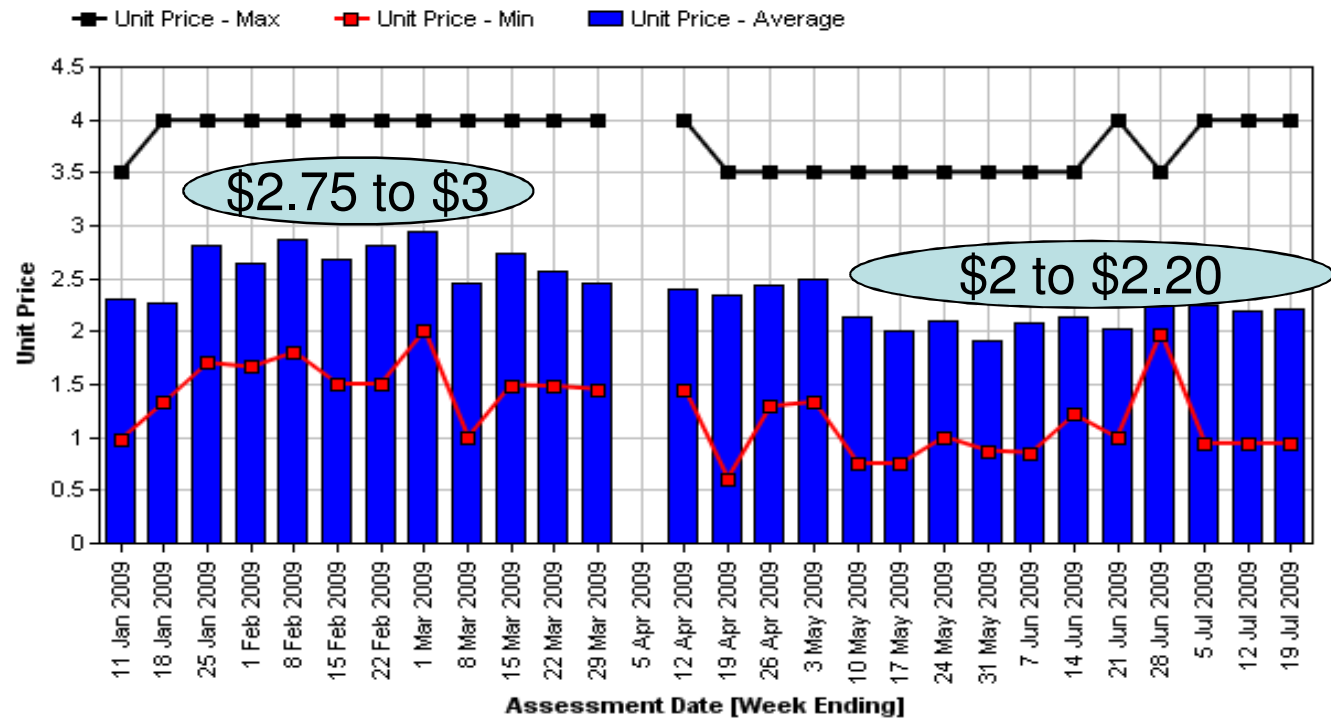


Price Points by Income

Family Income	Price Point				Predicted mean for Income ^a
	0.89	1.39	1.99	2.49	
Under \$20,000	89.52	77.62	57.06	34.21	64.6
\$20,000 - \$34,999	91.01	80.45	62.12	35.25	67.21
\$35,000 - \$54,999	91.66	80.54	60.31	37.5	67.5
\$55,000 - \$74,999	92.22	84.21	61.34	35.57	68.34
\$75,000 - \$99,999	92.89	85.84	64.84	44.61	72.05
\$100,000 - \$119,999	91.35	83.14	65.51	45.88	71.47
\$120,000 or more	92.68	84.67	68.8	46.41	73.14
Predicted mean for price ^a	91.62	82.35	62.86	39.92	

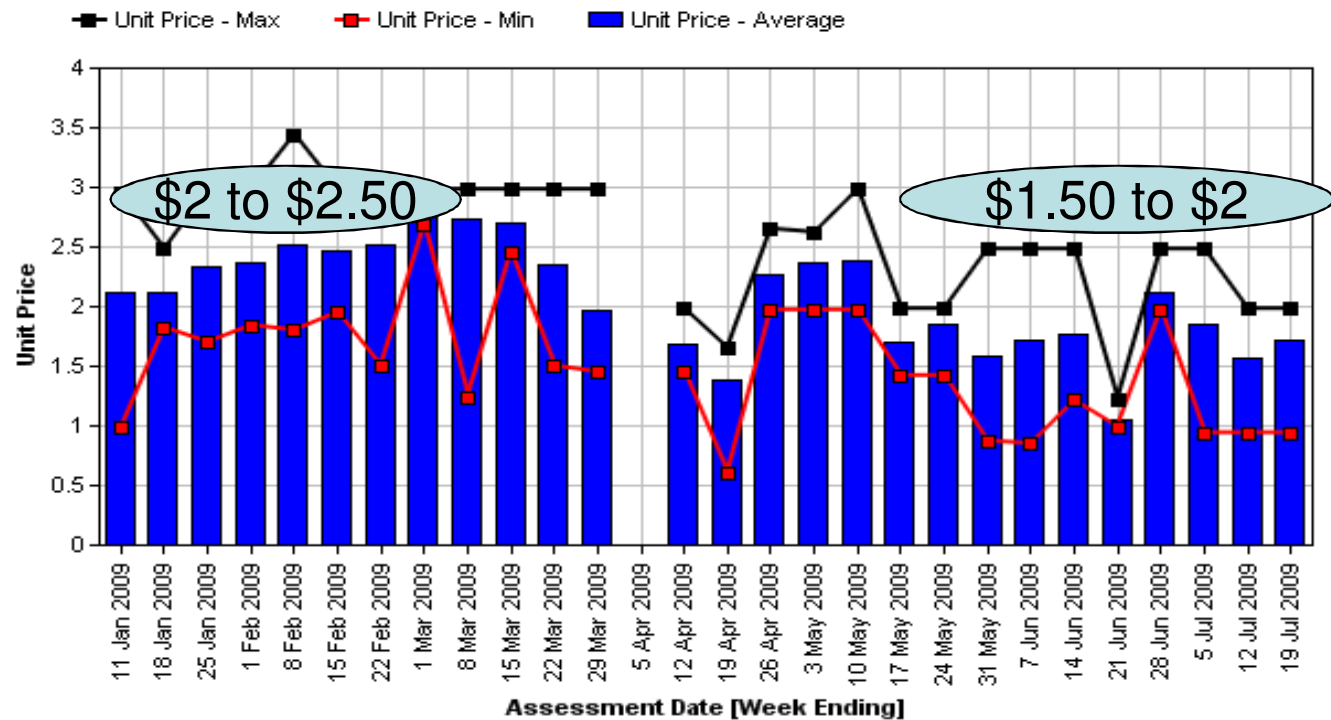


NSW Average Avocado Prices - 2009 Year to Date

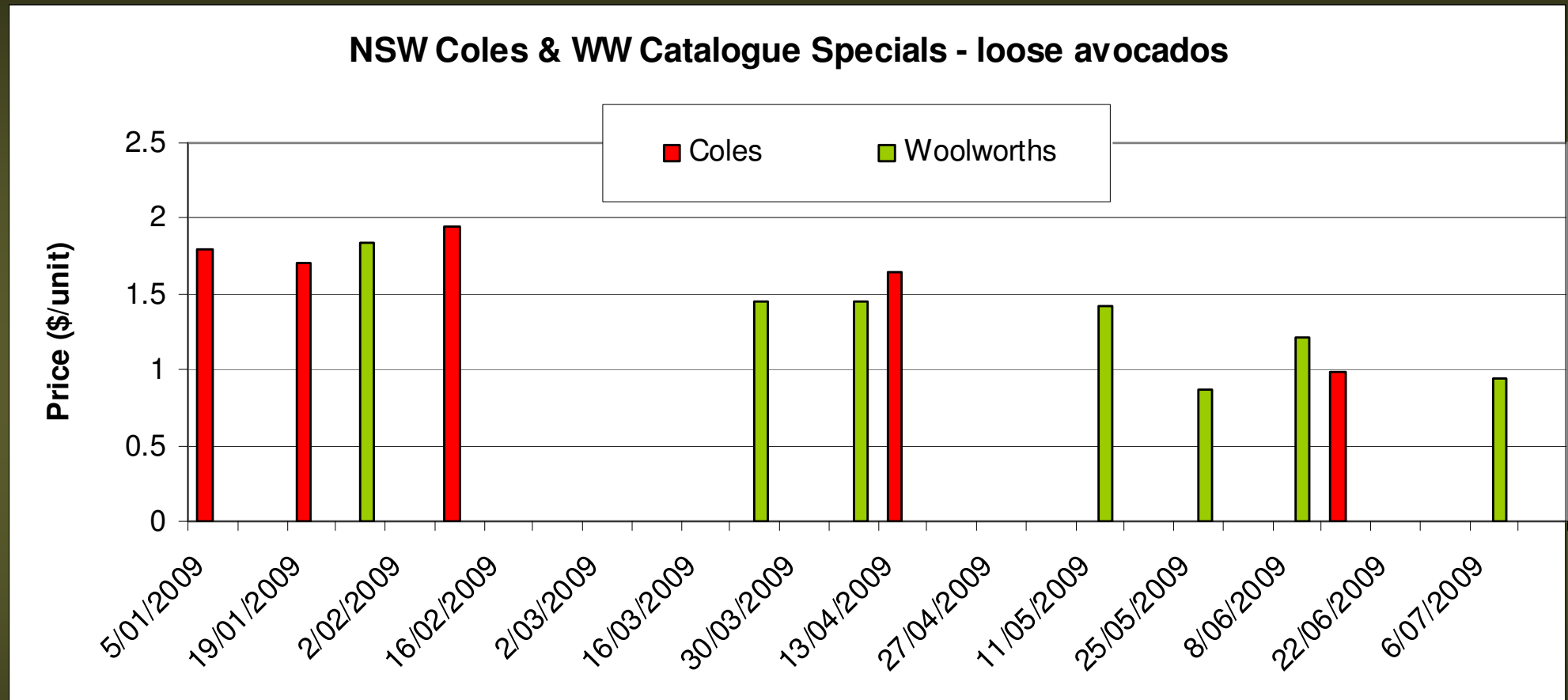


Overall NSW most expensive

NSW Coles and Woolworths Average Prices - 2009 Year to Date

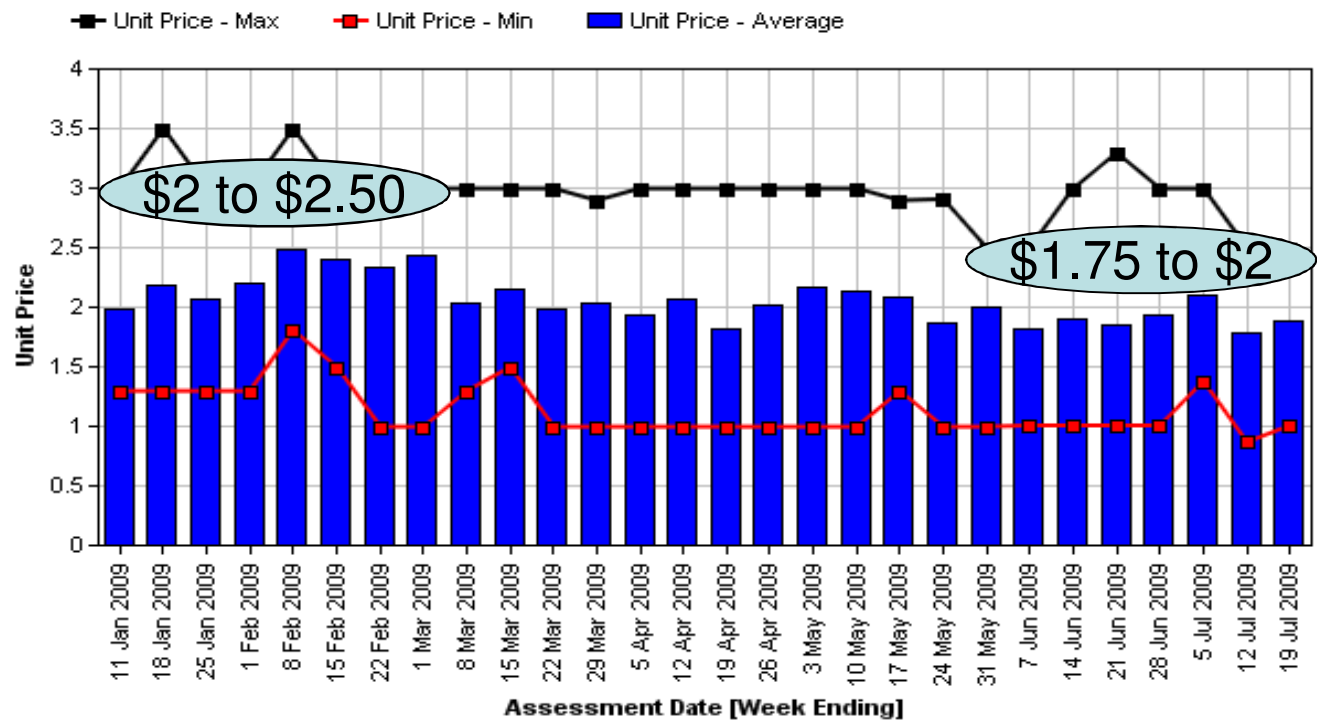


2009 Catalogue specials - Sydney

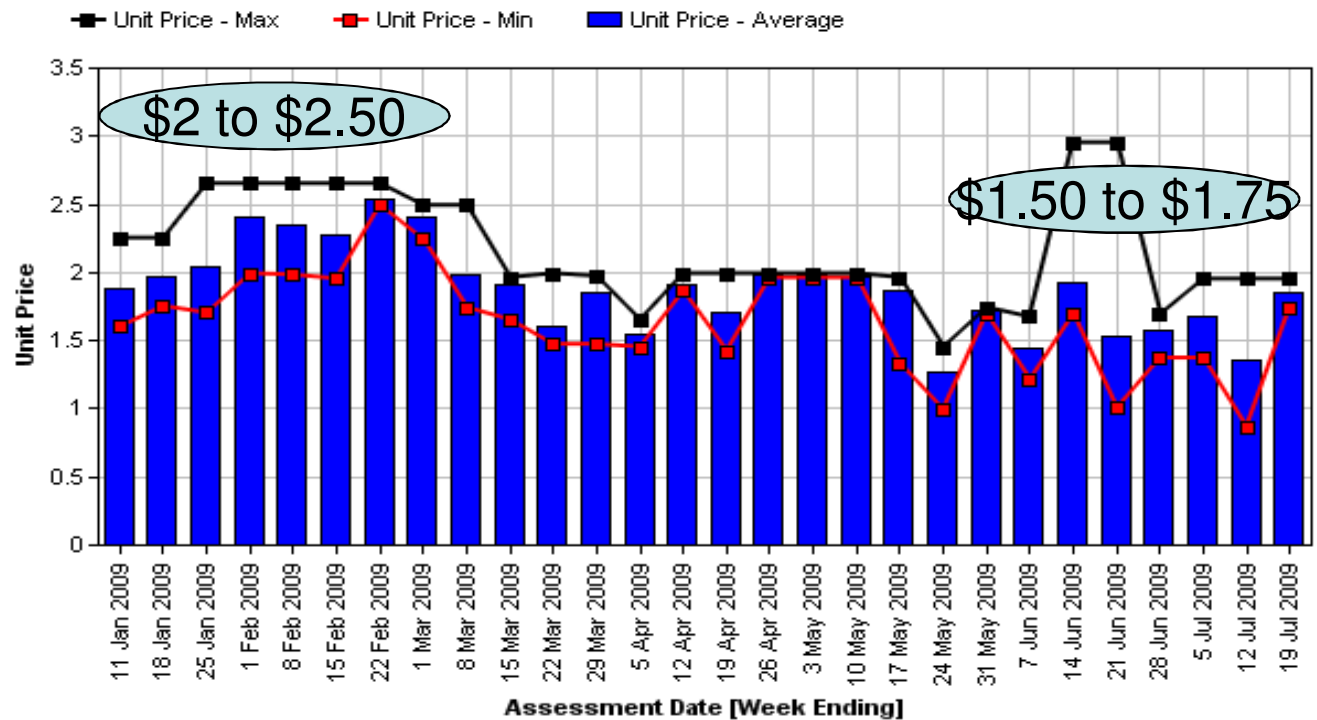


Only includes loose fruit catalogue specials

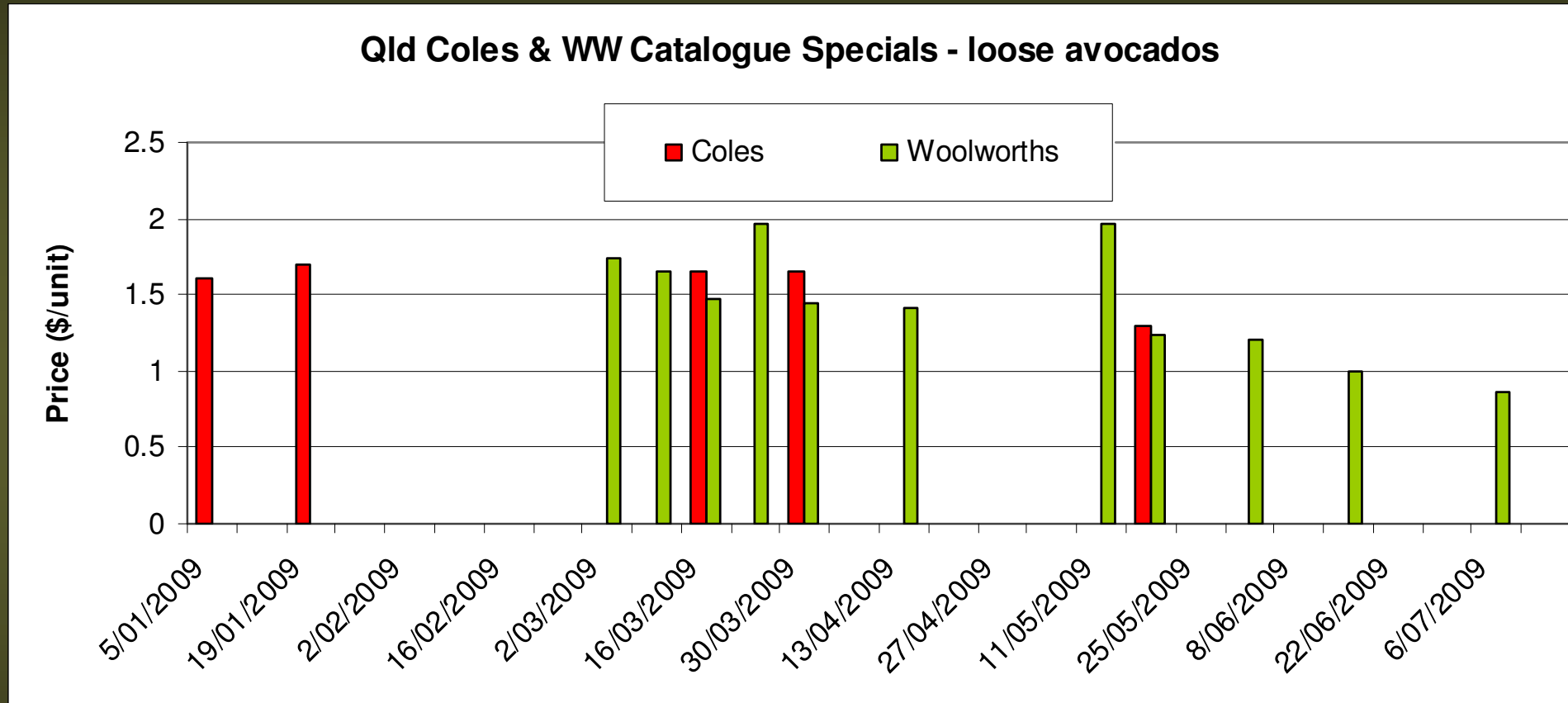
Qld Average Avocado Prices - 2009 Year to Date



Qld Coles and Woolworths Average Prices - 2009 Year to Date

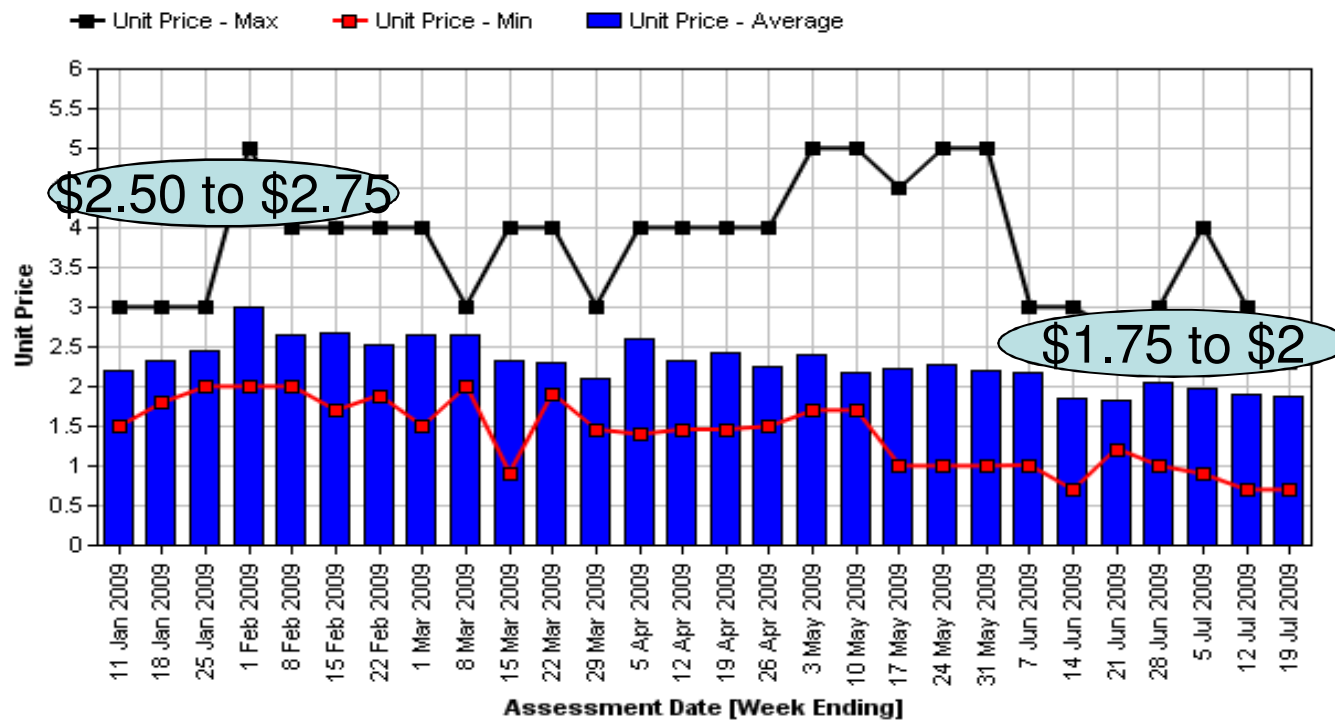


2009 Catalogue specials - Brisbane

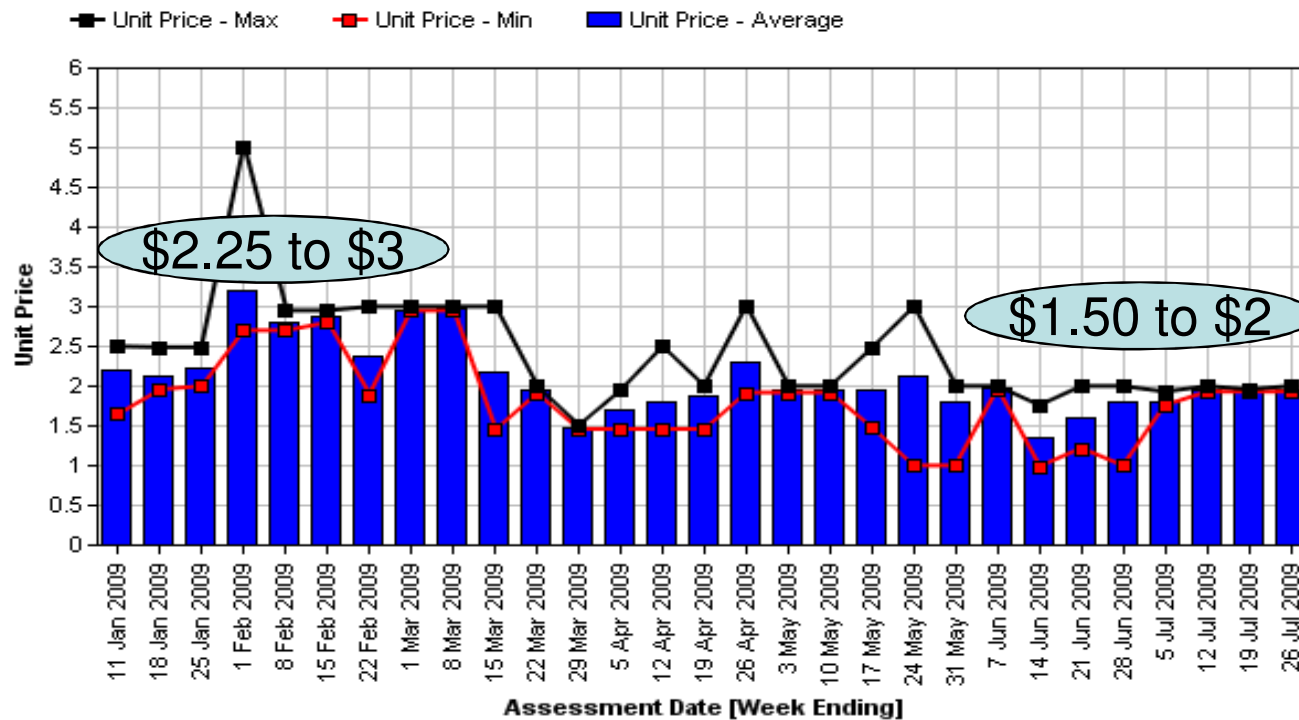


Only includes loose fruit catalogue specials

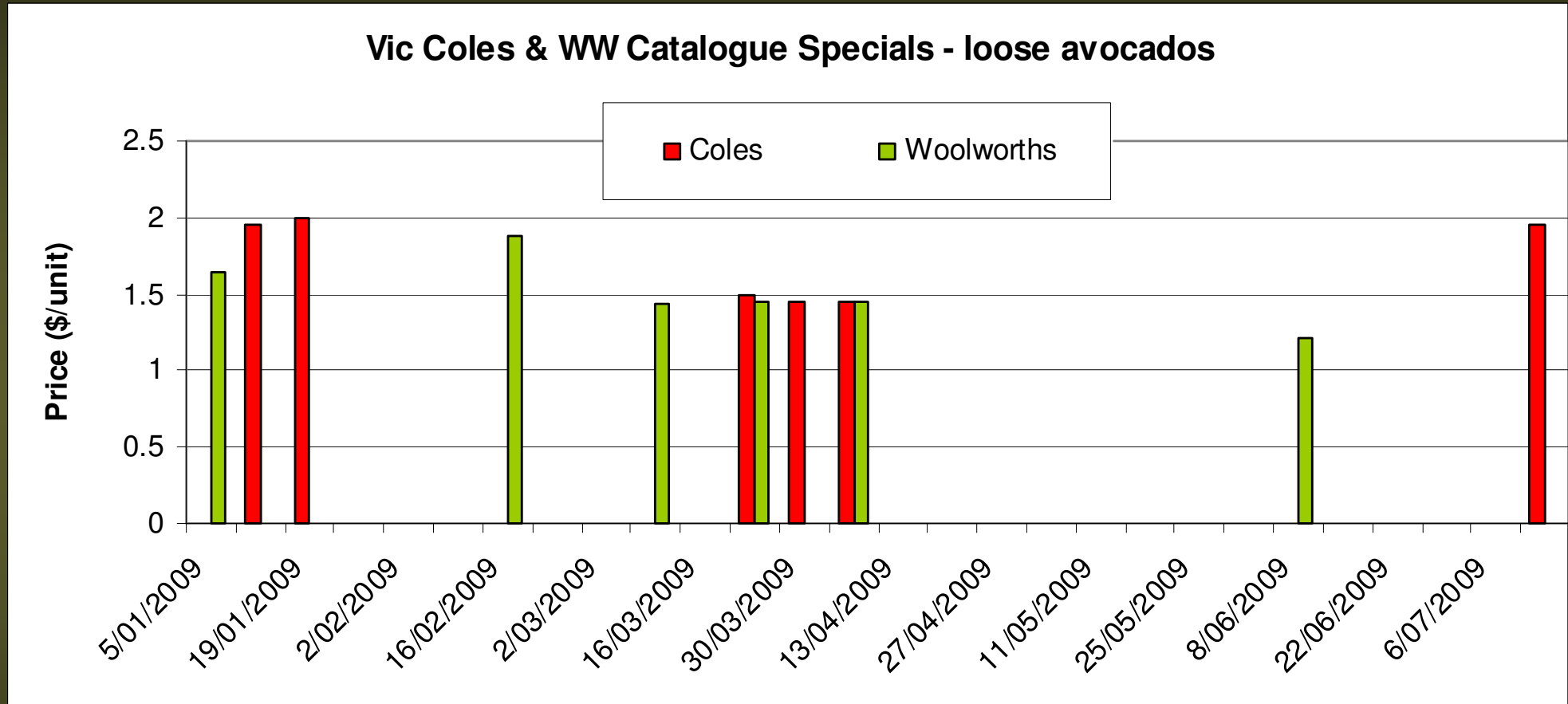
Vic Average Avocado Prices - 2009 Year to Date



Vic Coles and Safeway Average Prices - 2009 Year to Date

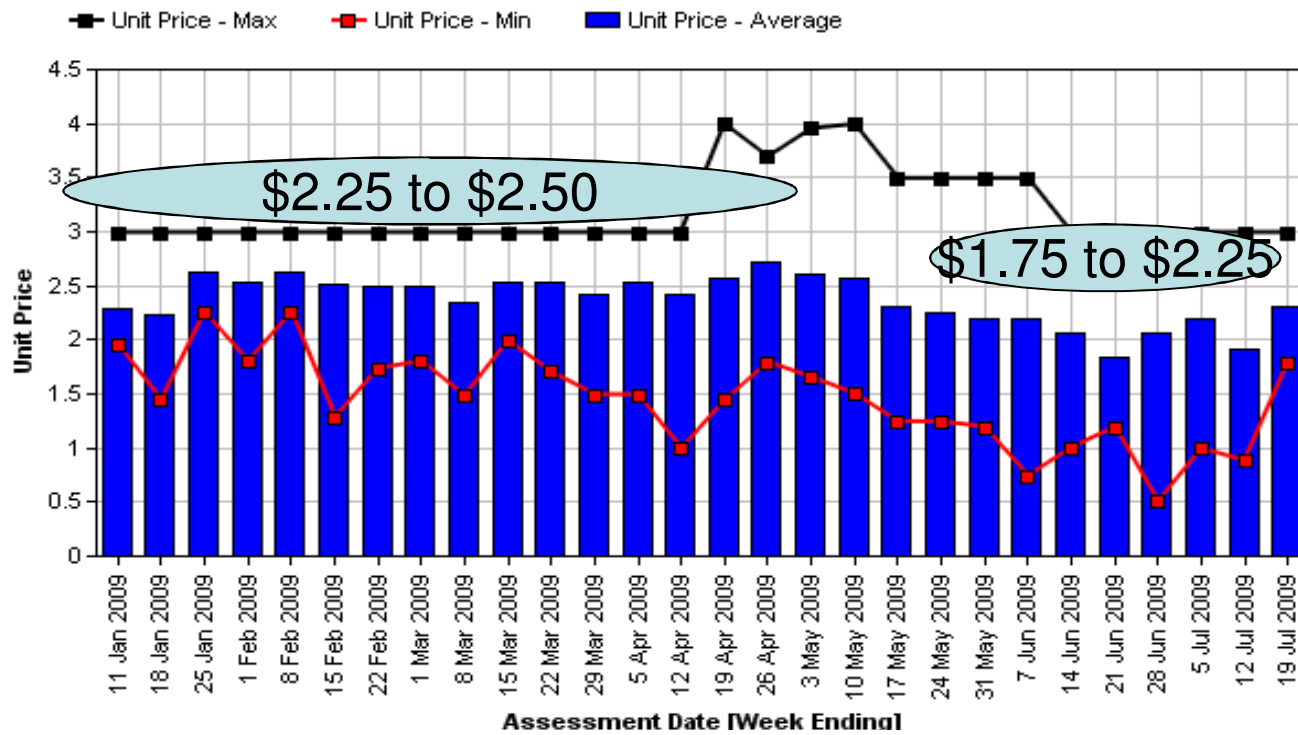


2009 Catalogue specials - Melbourne

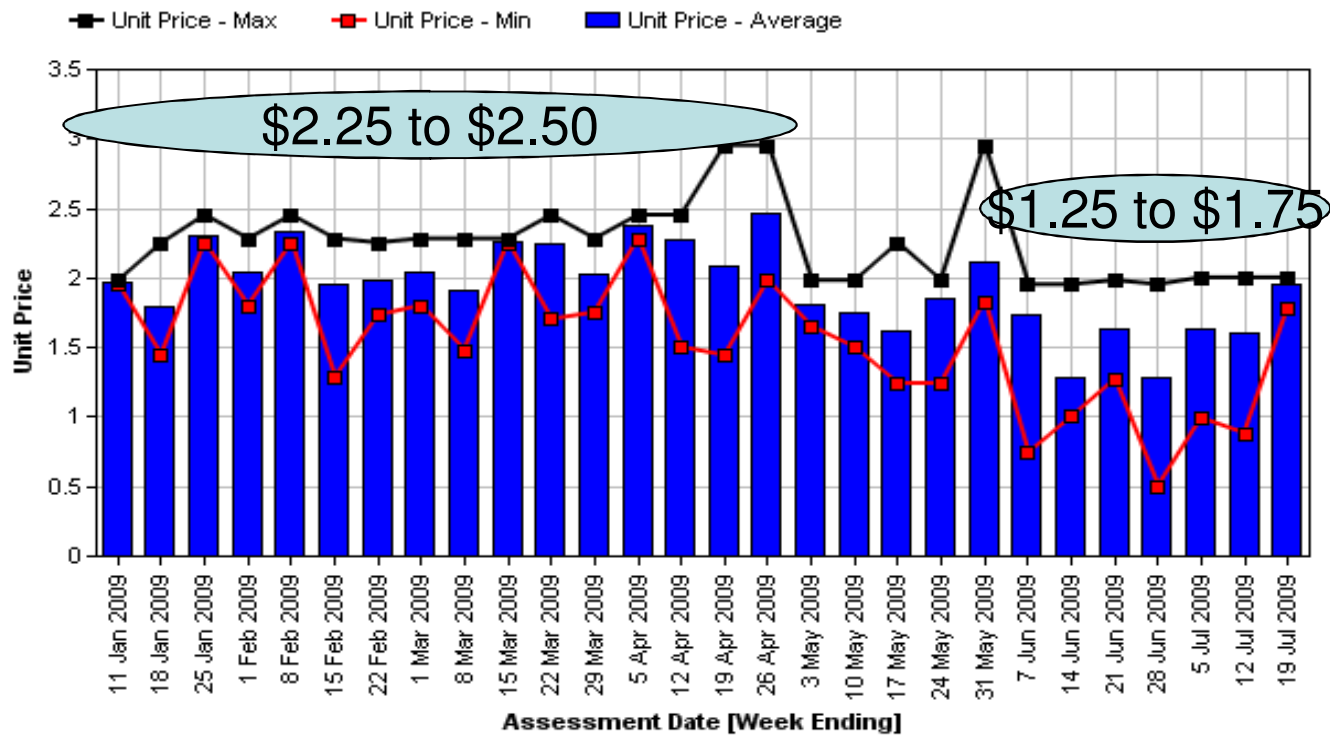


Only includes loose fruit catalogue specials

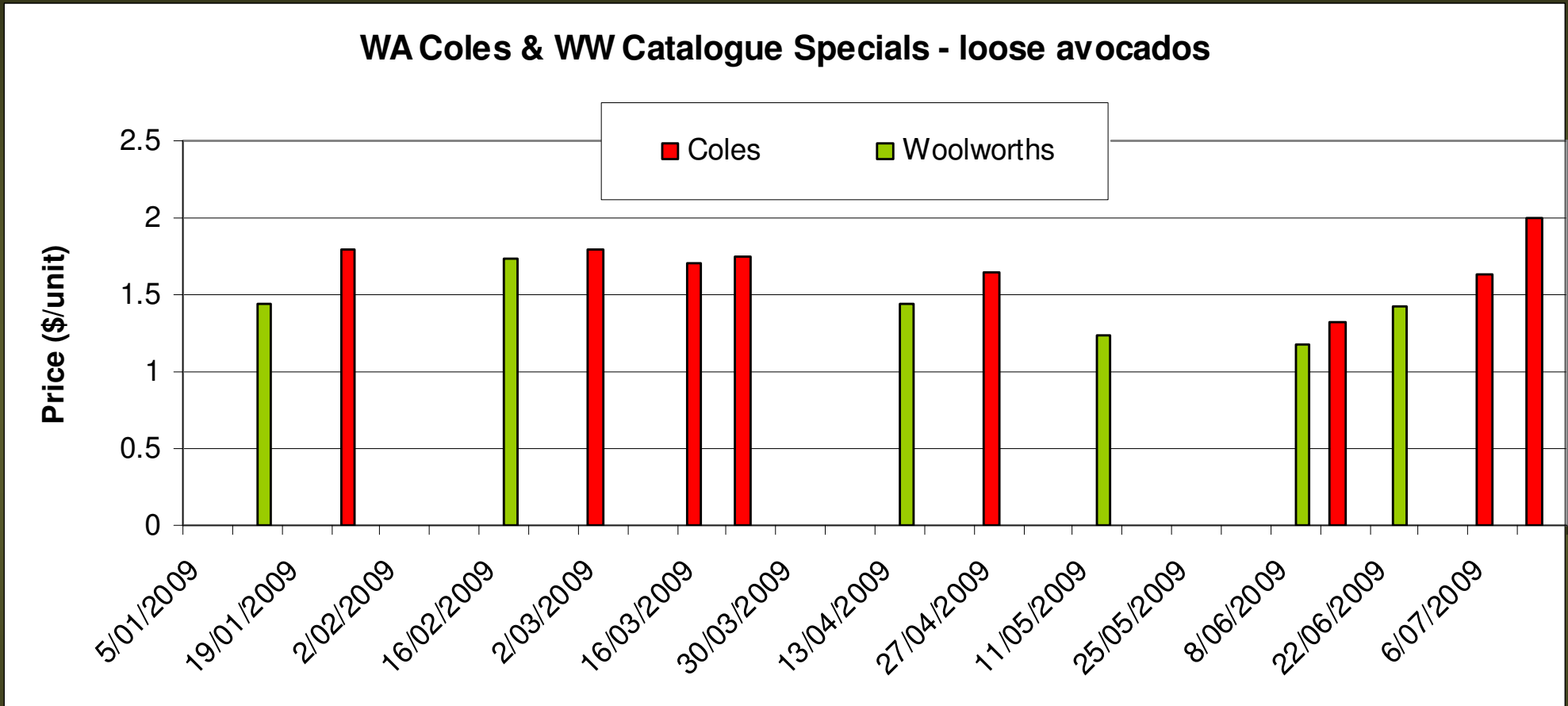
WA Average Avocado Prices - 2009 Year to Date



WA Coles and Woolworths Average Prices - 2009 Year to Date



2009 Catalogue specials - Perth



Only includes loose fruit catalogue specials

What do we do with the price data

- Weekly reports
- Links with Infocado figures
- Uploaded onto stand alone website
- Will be available on Avocados Australia website
- Link with Quality data

