

INFOCADO – AVOCADOS AUSTRALIA’S DATA COLLECTION SYSTEM

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Infocado is the Australian Internet-based system, developed to assist with the collection of timely data on the volume of avocados entering the Australian marketplace.

The system was developed as a tool to assist individual packhouses and grower packers make better informed management and marketing decisions which would subsequently help manage overall supply and reduce bumps in the system.

There are currently three modules in *Infocado* –

- the seasonal forecasts
- the weekly forecasts
- the dispatch module

For each module Australian individual packhouses and grower packers enter their dispatch and forecast data through the internet which are then automatically uploaded into the *Infocado* system. The system subsequently generates both individual and aggregated industry reports which are accessible by contributors.

Infocado participants receive a weekly report which details the volume of fruit that was dispatched in the previous week by market destination, fruit size and variety, forecasts for the coming 4 weeks and comparisons of forecasts against actual dispatches. Detailed reports including market type are available from the reports on the web. Participants receive a quarterly report which details total throughput over the previous 12 months as well as forecasts for the coming 12 months including both Australian and imported fruit. 85% of Australia’s avocado production is now logged through *Infocado*. This includes 90 packhouses throughout Australia. Packhouses, grower packers and Avocados Australia are using the reports to assist with their marketing, management decisions and to assist with industry promotional activities.

