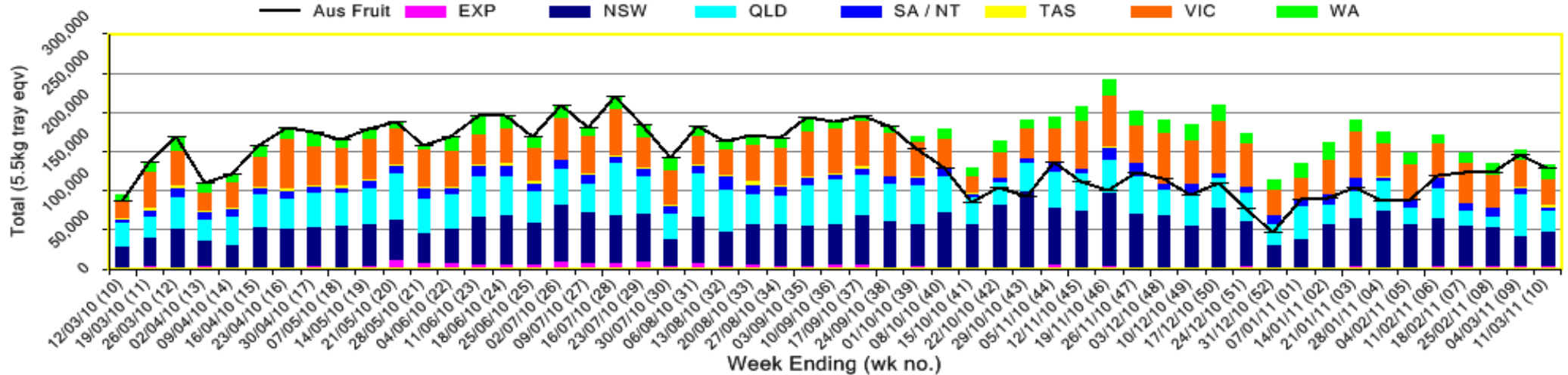


INFOCADO WEEKLY REPORT: 5th - 11th March 2011 (Wk 10)

Industry Dispatches By Destination State and Count Size : 5th March - 11th March 2011 (Wk 10)

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	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								2,542	210	2,752	647				3,928
NSW	152	2,008	4,682	12,028	1,225	10,646	5,694	1,761	173	38,369	2,000	10,490			43,912
QLD	25	1,382	1,545	2,297	330	3,815	5,972	3,386	223	18,975	2,414	12,738	6,550	500	26,962
SA / NT			298	454		787	1,043	295	71	2,948	798				4,399
TAS								1,497		1,497	288				2,021
VIC	556	2,343	8,439	7,142	139	4,275	3,070	1,085	419	27,468	2,487				32,445
WA	172	756	1,952	4,110		4,330	4,680	1,348	99	17,447	1,031	1,612		2,500	19,615
Total	905	6,489	16,916	26,031	1,694	23,853	21,956	10,417	1,195	109,456	9,665	24,840	6,550	3,000	133,281

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,553,488 5.5kg tray eqv



Comments From the CEO

- Fruit into the market has been reduced and this should slow the markets to allow the clearing of stock.
- Packouts in NQ continue to be affected by Cyclone damage and heavy rain.
- Retail prices continue move generally downwards in all states except WA which had been very consistent for the last few months.



Forecast Data (Week 10 - 14)

Variety	Trays - Total 5.5Kg Eqv	Bulk 10Kg	P/Pk Kg	Proc Kg	All - Total 5.5Kg Eqv
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Week 10 - begin 05/03/2011

Hass	35,543	3,155	2,500		41,734
Shepard	123,646	25,558	4,000	3,500	171,478
Week Total	159,189	28,713	6,500	3,500	213,212

Week 11 - begin 12/03/2011

Fuerte	2,300	60			2,409
Hass	41,079	2,982	2,500		46,956
Lamb Hass	7,288	1,030			9,161
Shepard	121,060	7,946	32,000	3,500	141,961
Week Total	171,728	12,018	34,500	3,500	200,488

Week 12 - begin 19/03/2011

Fuerte	4,250	110			4,450
Hass	30,902	2,232	2,500		35,415
Lamb Hass	288	30			343
Reed	8,709	1,000			10,527
Shepard	131,600	8,216	27,000	4,500	152,265
Week Total	175,749	11,588	29,500	4,500	203,000

Week 13 - begin 26/03/2011

Fuerte	4,200	110			4,400
Hass	14,959	896	2,500		17,043
Lamb Hass	288	30			343
Shepard	122,909	7,982	27,000	4,500	143,149
Week Total	142,356	9,018	29,500	4,500	164,934

Week 14 - begin 02/04/2011

Fuerte	4,150	110			4,350
Hass	20,741	916	1,500		22,679
Lamb Hass	288	30			343
Shepard	66,828	2,586	27,000	3,000	76,984
Week Total	92,007	3,642	28,500	3,000	104,356

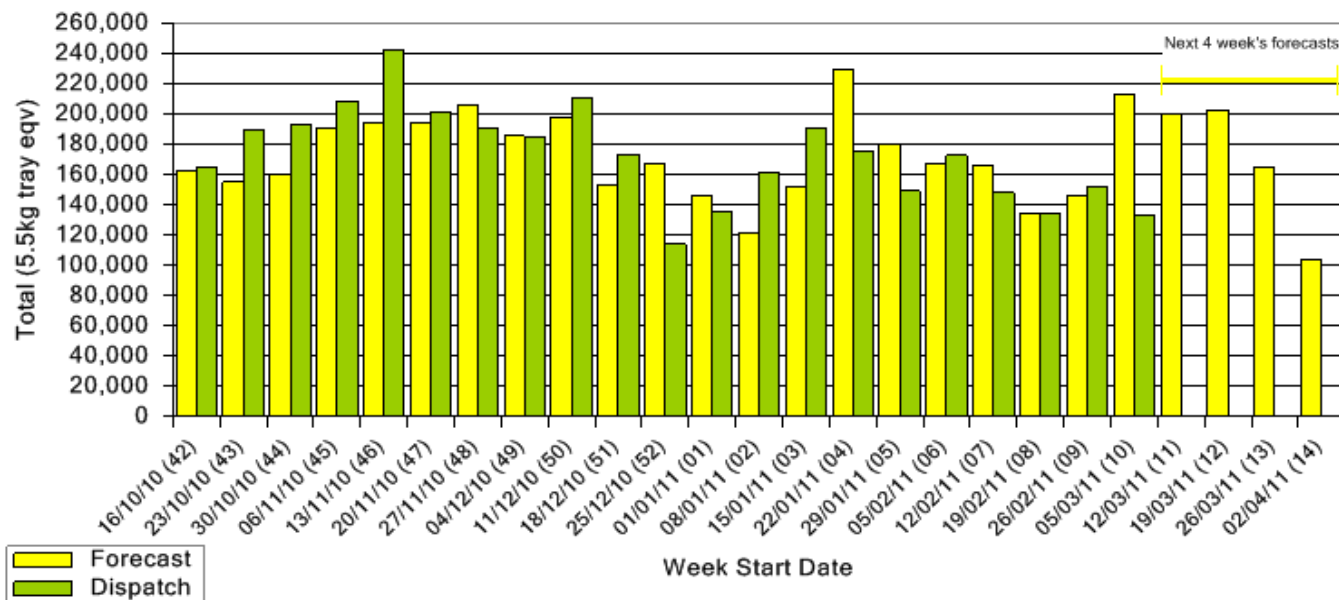
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 10 - begin 5/03/2011)

Variety	Trays 5.5Kg Eqv	Bulk 10Kg	P/PK Kg	Proc Kg	Other Kg	5.5Kg Eqv Total Trays
Fuerte	288					288
Hass	37,578	3,426	1,612			44,100
Lamb Hass	6,052	419				6,814
Shepard	65,536	5,820	23,228	6,550	3,000	82,077
Total	109,454	9,665	24,840	6,550	3,000	133,279

**Dispatch vs weekly forecast - all varieties and all packs
(16th October 2010 to 8th April 2011)**

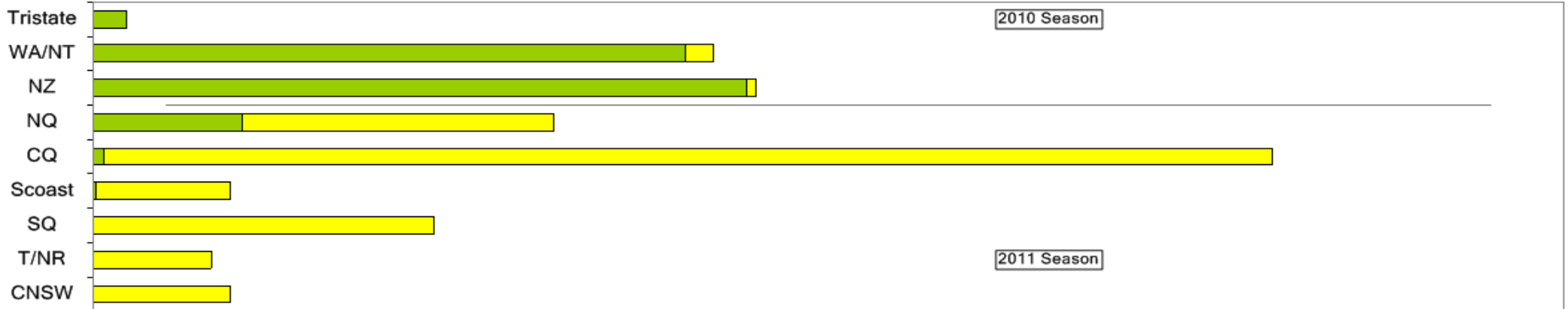


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011

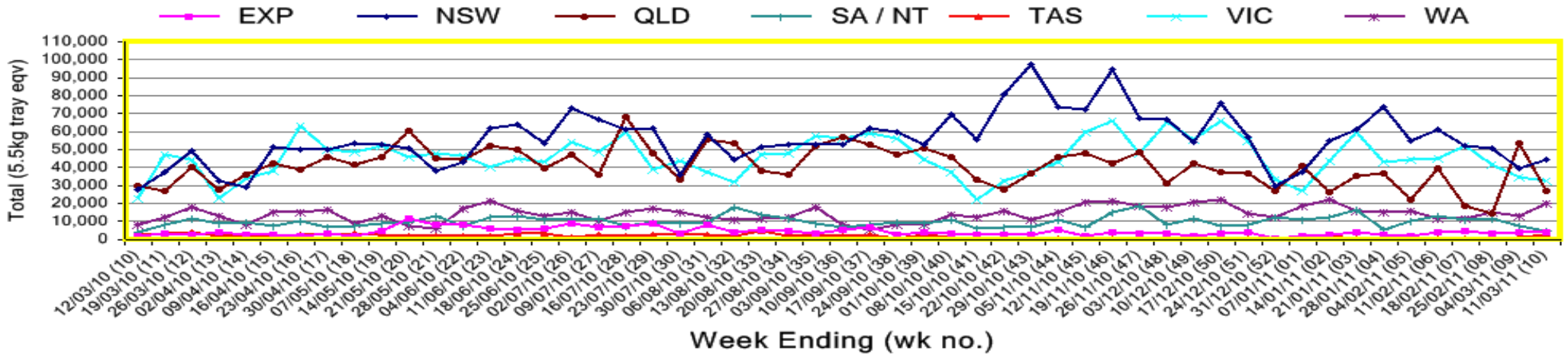
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	11,766		1,556,171
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	11,766		1,646,430

Percentage dispatched by region (Based on seasonal forecast - 2011)

■ Dispatch for season so far as a proportion of regional forecast ■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state Throughput 1st January 2011 to date = 1,553,488 5.5kg tray eqv



Week 10 contributors - Packhouses

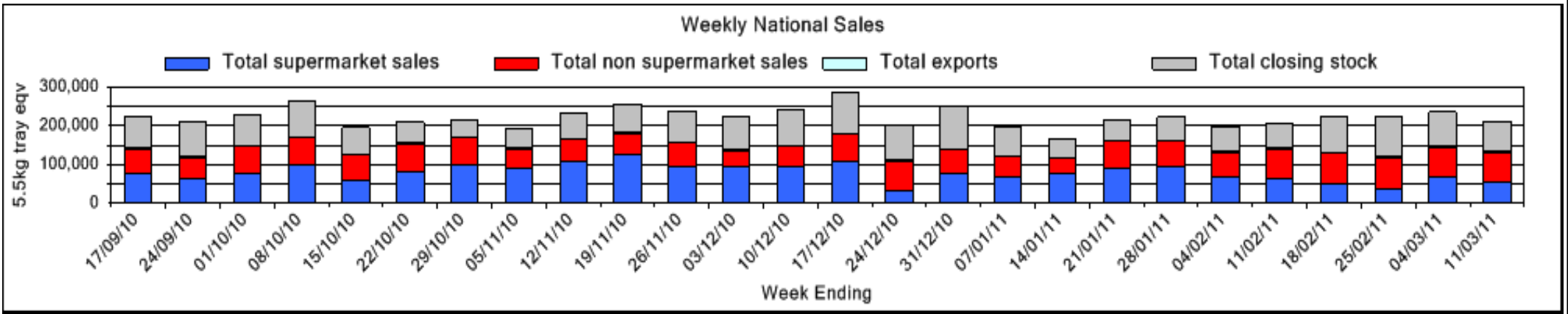
Advance Packing & Marketing Services P/L	J and S Zuvelek
Aussie Orchards Growers & Packers (NQ)	Lavers Orchards
Avocado Industry Council (NZAGA)	Lone Gum Avocados
Avocados With Altitude Pty Ltd	Mariners Rest
Battistin Orchards	Natures Fruit Company
Bellview Orchards Pty Ltd	One Harvest
Blushing Acres Pty Ltd	R & M Waterman
Delroy Orchards	Sunfresh
Gunnado Farm	Theart Farming Pty Ltd
Hilltop Mareeba	Tinaroo Falls Avocado Trust
Willow Creek	

Week 10 contributors - Wholesalers

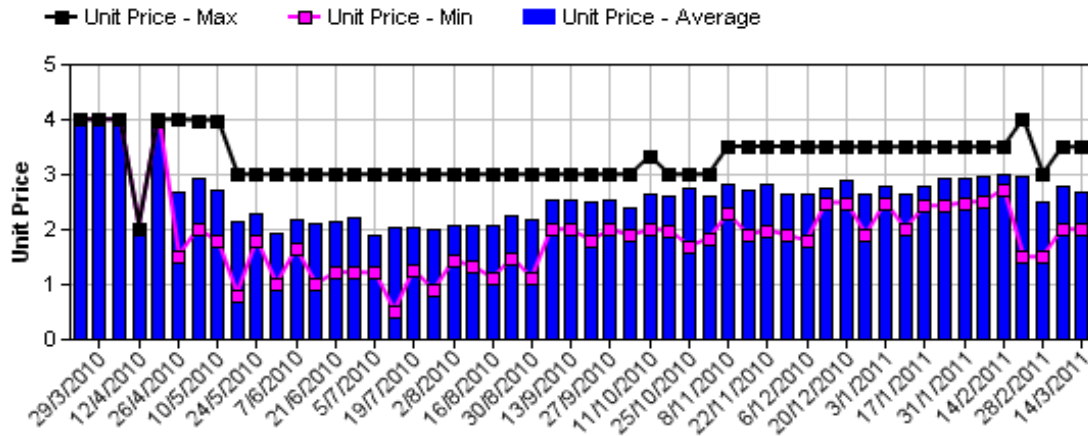
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Quality Produce International (Perth)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Exotic Fruit Traders (Sydney)	The La Manna Group (Brisbane)
Fresh Express Produce Pty Ltd (Perth)	The La Manna Group (Melbourne)
Freshmax Pty Ltd (Brisbane)	United Fresh (Adelaide)

Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

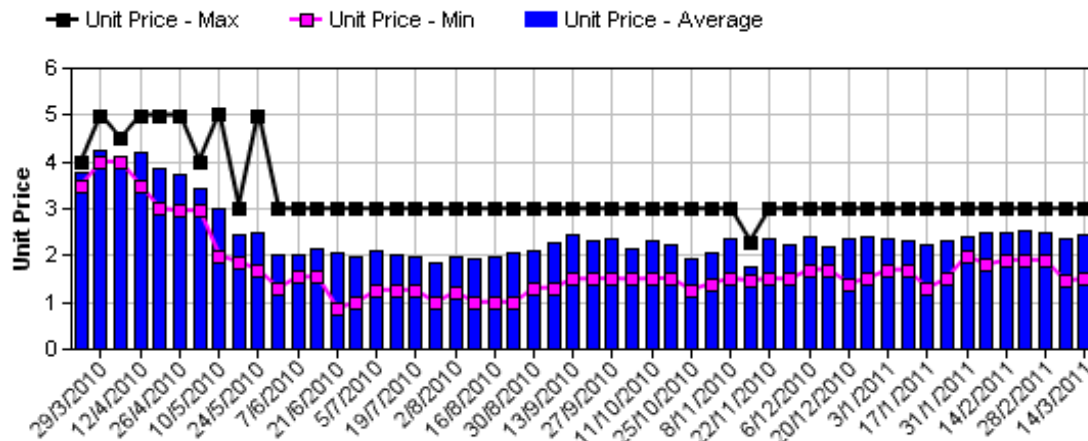
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	2,989	11,981		14,970	192			192	349		8,690		8,690	1,580	3,338	13,561		16,899
Total non supermarket sales	13,062	4,634		17,696	1,401	99		1,500	2,727						15,609	4,814		20,423
Total exports																		
Total sales	16,051	16,615		32,666	1,593	99		1,692	3,076		8,690		8,690	1,580	18,947	18,375		37,322
Total Stock on Hand	15,193	2,183		17,376	299	83		382	695						15,737	2,334		18,071
QLD																		
Total supermarket sales	5,342	7,371		12,713		686		686	1,247		12,738		12,738	2,316	5,342	10,934		16,276
Total non supermarket sales	14,573	1,215		15,788	23	348		371	675		19		19	3	14,615	1,851		16,466
Total exports	250	2,030		2,280		263		263	478						250	2,508		2,758
Total sales	20,165	10,616		30,781	23	1,297		1,320	2,400		12,757		12,757	2,319	20,207	15,294		35,500
Total Stock on Hand	11,129	2,393		13,522		96		96	175	2			2		11,129	2,568		13,697
SA & TAS																		
Total supermarket sales	2,717	844		3,561		288		288	524						2,717	1,368		4,085
Total non supermarket sales	4,095		44	4,139	894			894	1,625						5,720		44	5,764
Total exports																		
Total sales	6,812	844	44	7,700	894	288		1,182	2,149						8,437	1,368	44	9,849
Total Stock on Hand	12,608		34	12,642	980			980	1,782						14,389		34	14,423
VIC																		
Total supermarket sales	657	5,563		6,220	69	496		565	1,027						782	6,464		7,247
Total non supermarket sales	18,408	3,054		21,462	1,185	298		1,483	2,696						20,562	3,596		24,158
Total exports																		
Total sales	19,065	8,617		27,681	1,254	794		2,048	3,724						21,345	10,061		31,405
Total Stock on Hand	16,776	2,982	766	20,524	1,513	296		1,809	3,289						19,527	3,520	766	23,813
WA																		
Total supermarket sales	8,268		4,439	12,707	1			1	2	1,612			1,612	293	8,563		4,439	13,002
Total non supermarket sales	3,887			3,887	1,341			1,341	2,438						6,325			6,325
Total exports	160		312	472	192		192	384	698						509		661	1,170
Total sales	12,315		4,751	17,066	1,534		192	1,726	3,138	1,612			1,612	293	15,398		5,100	20,498
Total Stock on Hand	6,989			6,989	401			401	729						7,718			7,718
Total																		
Total supermarket sales	19,973	25,759	4,439	50,170	262	1,470		1,732	3,149	1,612	21,428		23,040	4,189	20,742	32,327	4,439	57,508
Total non supermarket sales	54,025	8,903	44	62,972	4,844	745		5,589	10,162		19		19	3	62,832	10,261	44	73,137
Total exports	410	2,030	312	2,752	192	263	192	647	1,176						759	2,508	661	3,928
Total sales	74,407	36,692	4,795	115,894	5,298	2,478	192	7,968	14,487	1,612	21,447		23,059	4,193	84,333	45,097	5,144	134,574
Total Stock on Hand	62,694	7,558	800	71,053	3,193	475		3,668	6,669	2			2		68,500	8,422	800	77,722



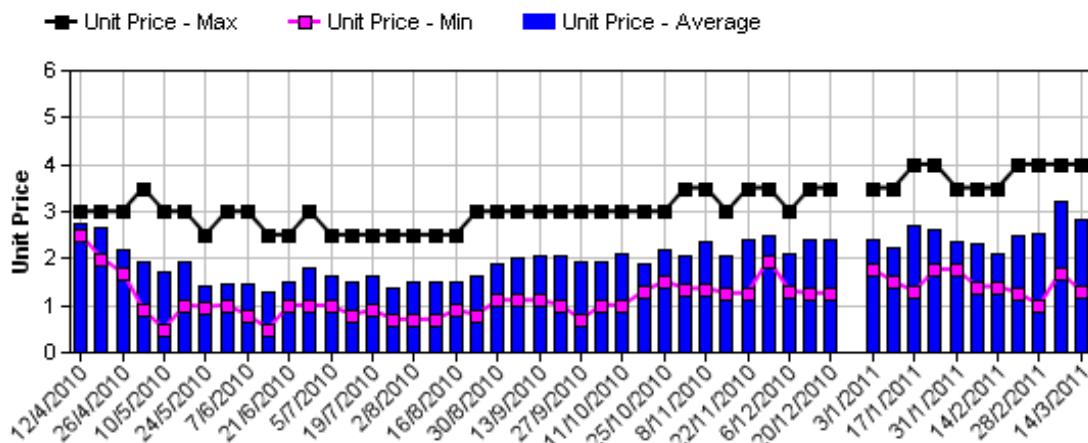
Hass Avocado Average Retail Prices - Sydney



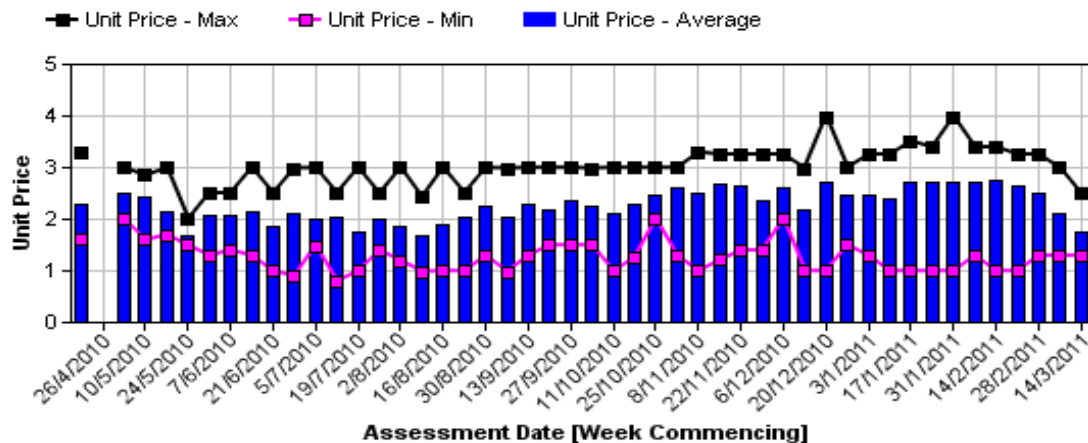
Hass Avocado Average Retail Prices - Perth



Hass Avocado Average Retail Prices - Brisbane

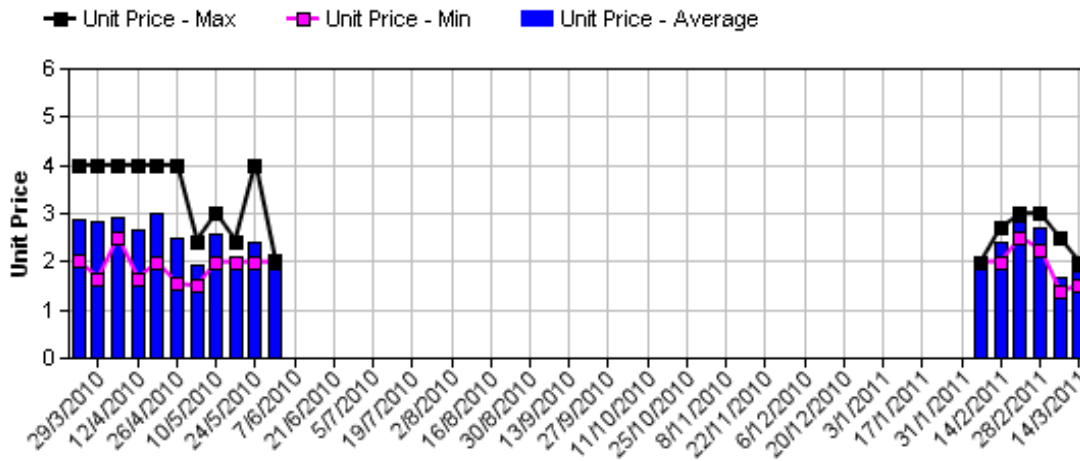


Hass Avocado Average Retail Prices - Melbourne

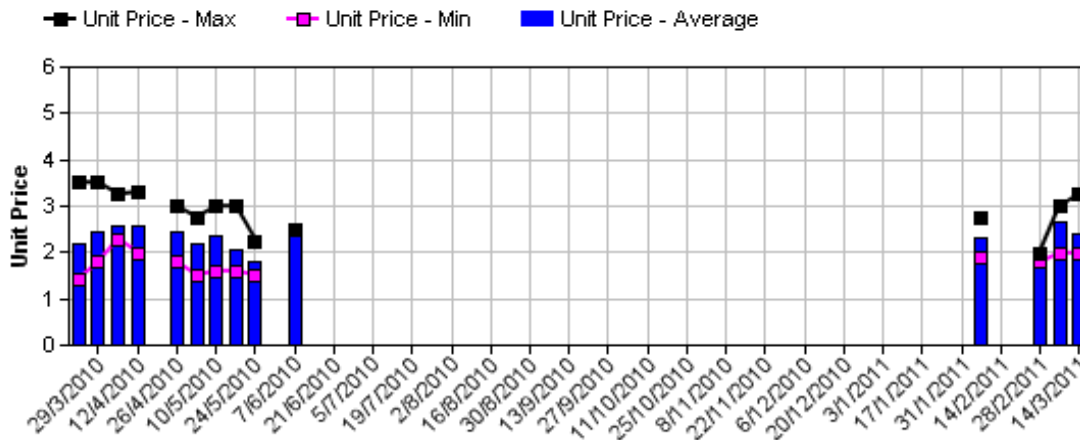


Assessment Date [Week Commencing]

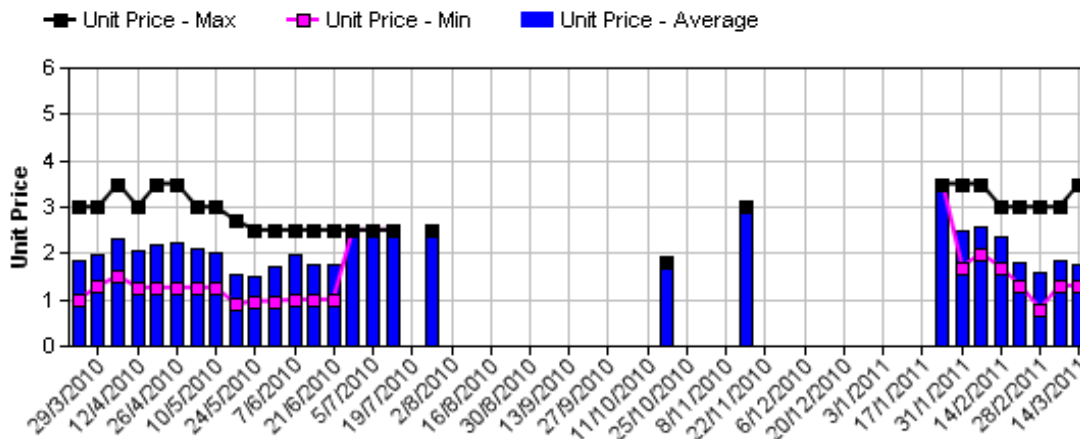
Shepard Avocado Average Retail Prices - Sydney



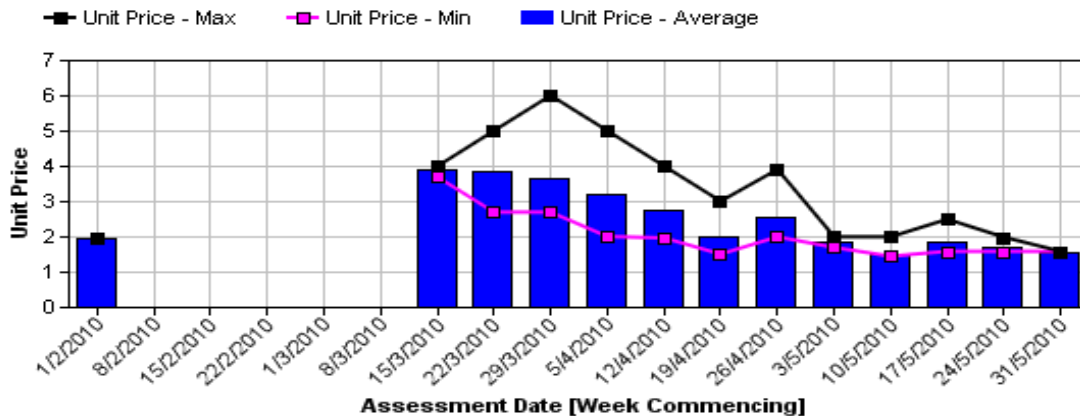
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 15th March 2011

Store	Product	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	220	1.49	No	Aus
Coles	Shepard	255	1.68	No	Aus
Coles	Shepard	270	1.68	No	Aus
Coles	Shepard	200	1.68	No	Aus
Woolworths	Shepard	215	1.98	Store	Aus
Woolworths	Shepard	300	1.98	Store	Aus
Woolworths	Shepard	220	1.98	Store	Aus
IGA	Shepard	255	1.99	No	Aus
IGA	Hass	240	1.99	Store	NZ
Foodworks	Hass	245	2.09	No	Aus
I	Hass	230	2.49	No	Aus
I	Hass	2404	2.49	No	Aus
I	Hass	265	2.90	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	290	2.99	No	Aus
I	Hass	320	3.49	No	Aus
BRISBANE					
IGA	Shepard	220	1.29	Cat	NS
I	Hass	170	1.29	Store	NZ
IGA	Shepard	170	1.29	Cat	Aus
IGA	Shepard	200	1.29	Cat	Aus
I	Shepard	225	1.29	Store	NZ
Coles	Shepard	220	1.40	Cat	Aus
Coles	Shepard	245	1.40	Cat	Aus
Coles	Shepard	240	1.40	Cat	Aus
I	Shepard	275	1.50	Store	Aus
I	Hass	240	1.69	Store	NZ
I	Shepard	340	1.69	Store	Aus
Woolworths	Shepard	220	1.76	No	Aus
Woolworths	Shepard	210	1.76	No	Aus
Woolworths	Shepard	240	1.76	No	Aus
I	Shepard	165	1.79	Store	Aus
I	Shepard	250	1.99	Store	Aus
I	Shepard	330	2.99	Store	Aus
I	Hass	282	2.99	Store	Aus
I	Hass	210	2.99	No	NZ
I	Shepard	426	3.49	Store	Aus
I	Hass	265	3.99	No	Aus
I	Hass	270	3.99	Store	Aus

Store	Product	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	1.29	No	NS
I	Hass	270	1.49	No	NS
Safeway	Shepard	315	1.98	No	Aus
Safeway	Shepard	300	1.98	No	Aus
I	Shepard	275	1.98	No	Aus
IS	Shepard	280	1.99	Store	Aus
I	Shepard	240	1.99	No	NS
Safeway	Shepard	300	2.48	No	Aus
Coles	Shepard	285	2.48	No	Aus
Coles	Shepard	295	2.48	No	Aus
Coles	Shepard	255	2.48	No	Aus
I	Hass	200	2.49	No	Aus
IGA	Shepard	265	2.49	No	Aus
I	Shepard	300	3.25	No	NS
I	Shepard	290	3.25	No	NS
PERTH					
Coles	Hass	235	1.49	Store	Aus
IS	Hass	230	1.69	Store	Aus
Coles	Hass	220	1.79	Store	Aus
IGA	Hass	200	1.99	Store	Aus
I	Hass	200	1.99	No	Aus
Woolworths	Hass	225	2.35	Store	Aus
Woolworths	Hass	195	2.35	Store	Aus
Woolworths	Hass	225	2.35	Store	Aus
Coles	Hass	235	2.48	No	Aus
I	Hass	230	2.49	No	Aus
IGA	Hass	260	2.99	No	Aus
I	Hass	325	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
IGA	Hass	305	2.99	No	NS
I	Hass	260	2.99	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

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

Special Codes

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

Store Codes

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