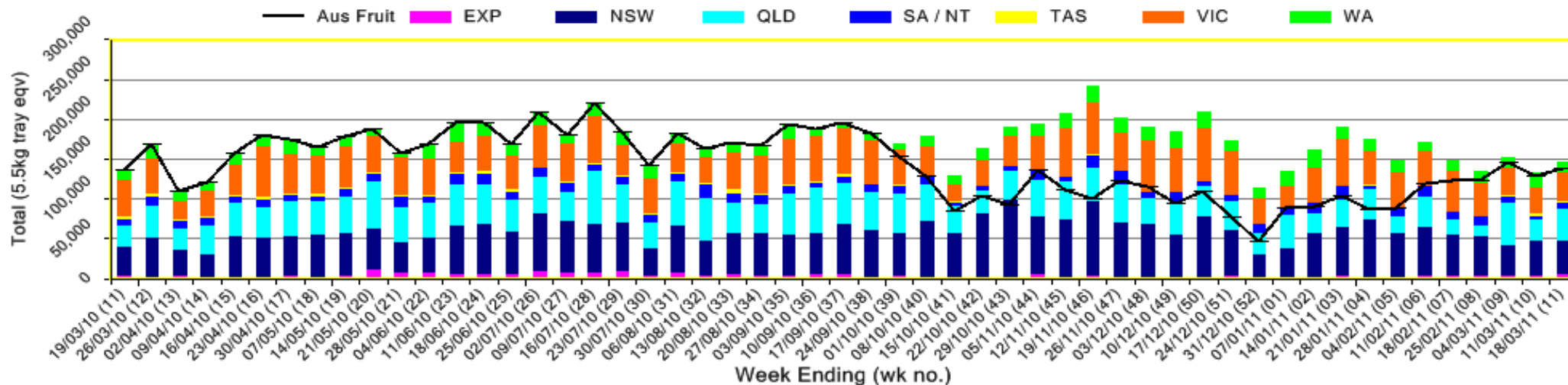


INFOCADO WEEKLY REPORT: 12th - 18th March 2011 (Wk 11)

Industry Dispatches By Destination State and Count Size : 12th March - 18th March 2011 (Wk 11)

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	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP								2,748	1,271	4,019	568					5,052
NSW	532	2,712	6,238	8,286	3,402	7,978	3,869	2,971	222	36,210	2,800	5,351			750	42,410
QLD	339	1,049	2,971	4,726	1,310	4,679	8,020	4,955	182	28,231	2,764	16,873	13,100		5,586	39,722
SA / NT	388	487	990	2,225	43	1,688	665	1,051		7,537	518	1,320				8,719
TAS							692			692	167					996
VIC	532	3,317	7,790	11,090	853	5,321	3,197	1,435	933	34,468	734	5,256			2,250	37,168
WA	3	178	515	5,029		2,362	1,881	298	74	10,340	1,035	1,400				12,477
Total	1,794	7,743	18,504	31,356	5,608	22,028	18,324	13,458	2,682	121,497	8,586	30,200	13,100	8,586	146,542	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,700,032 5.5kg tray eqv



Comments From the CEO

- Shepard volumes are now clearly dominant in the market and at retail level. Hass volumes are decreasing and will be in very low numbers within two weeks. WA still have some Hass left and NZ has all but left the retail market.
- Export of Shepard increased last week to 5,052 tray eqv; a great result from Sunfresh, The Avocado Export Company and the Brisbane Wholesalers. A small amount out also came from Perth. Every bit counts in lifting the domestic market. If you are able to export any avocados over the this year make sure you take the opportunity.
- Volumes of avocados are going to increase over the next few weeks as Bundaberg and NQ grower regions expand their harvest schedules. Constant conversations with your wholesalers and buyers will be extremely important in the lead in to these volumes.
- Retail prices for Shepard and Hass are very different across the eastern state. Shepard retail prices are sitting in the \$1.xx area, with Hass mainly sitting above the \$2 mark.



Forecast Data (Week 11 - 15)

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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	3,000	110				3,200
Hass	27,575	2,232	1,400			31,888
Lamb Hass	288	30				343
Reed	7,500					7,500
Shepard	135,301	9,391	27,500	8,500	1,000	159,103
Week Total	173,664	11,763	28,900	8,500	1,000	202,033
Week 13 - begin 26/03/2011						
Fuerte	4,800	160				5,091
Hass	10,959	532	1,400			12,181
Lamb Hass	288	30				343
Shepard	128,898	8,702	27,000	4,500		150,447
Week Total	144,946	9,424	28,400	4,500		168,063
Week 14 - begin 02/04/2011						
Fuerte	4,600	160				4,891
Hass	9,796	552	1,000			10,982
Lamb Hass	288	30				343
Shepard	99,907	5,086	27,000	3,000		114,608
Week Total	114,591	5,828	28,000	3,000		130,823
Week 15 - begin 09/04/2011						
Fuerte	4,400	160				4,691
Hass	20,437	250				20,892
Shepard	86,737	4,616	27,000	2,000		100,403
Week Total	111,574	5,026	27,000	2,000		125,985

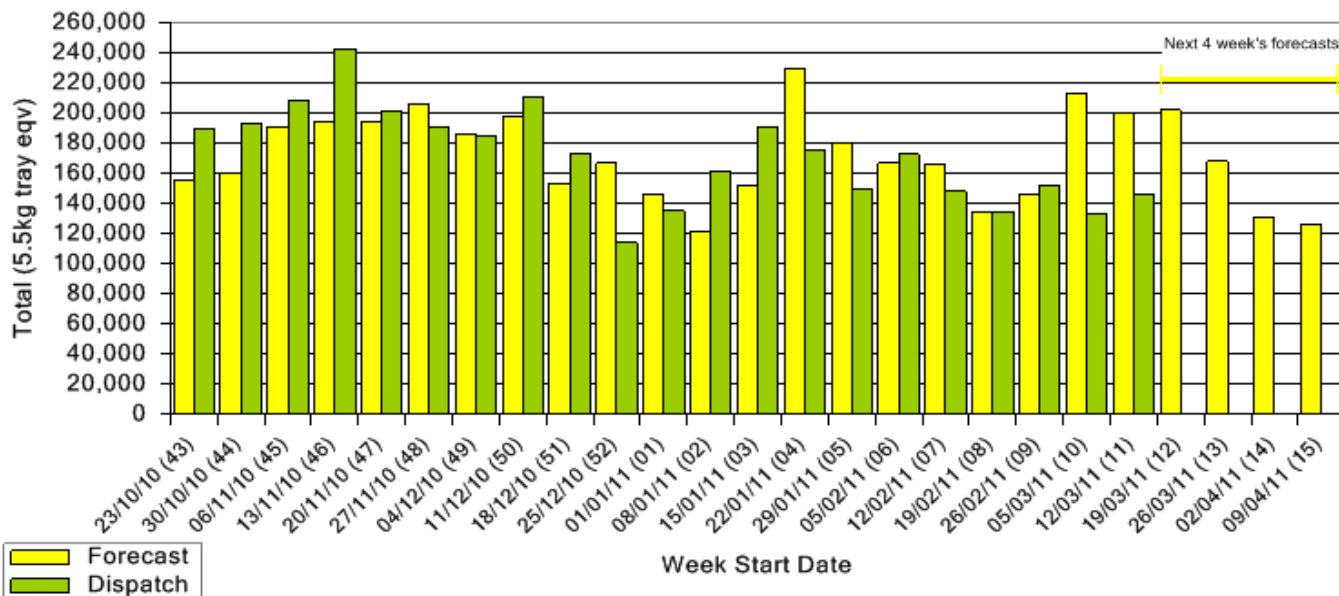
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 11 - begin 12/03/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon	276	9				292
Fuerte	1,216	23				1,258
Hass	40,135	3,134	1,400			46,088
Reed	1,726					1,726
Shepard	78,145	5,420	28,800	13,100	8,586	97,179
Total	121,498	8,586	30,200	13,100	8,586	146,543

Dispatch vs weekly forecast - all varieties and all packs (23rd October 2010 to 15th April 2011)

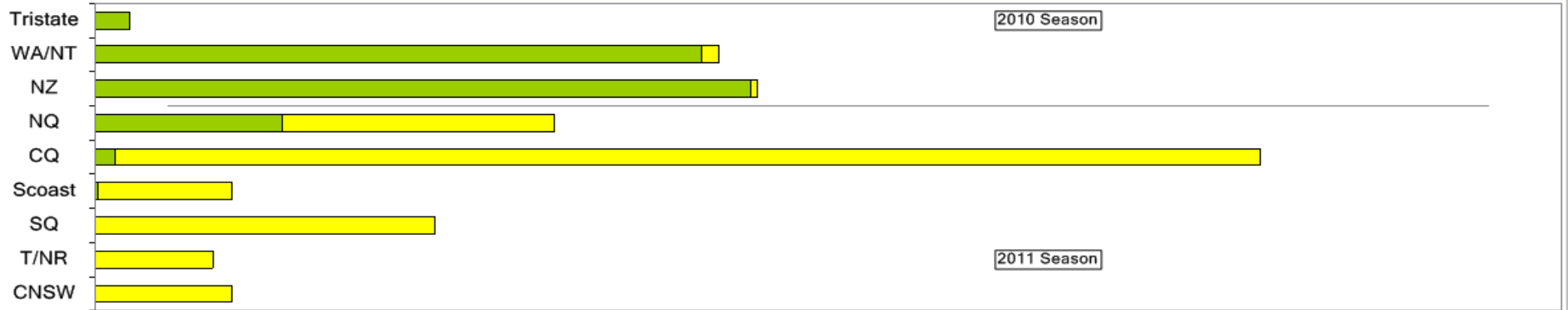


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011

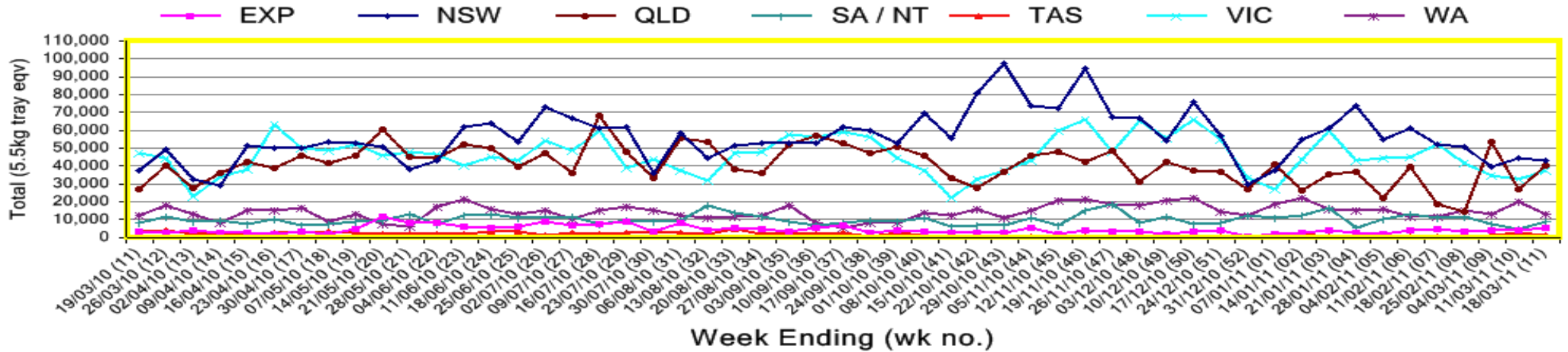
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	20,244		1,564,649
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	20,244		1,654,908

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 = 1,700,032 5.5kg tray eqv



Week 11 contributors - Packhouses

Advance Packing & Marketing Services P/L	Lavers Orchards
Aussie Orchards Growers & Packers	Lone Gum Avocados
Avocado Industry Council (NZAGA)	Mariners Rest
Battistin Orchards	Natures Fruit Company
Bellview Orchards Pty Ltd	One Harvest
Blushing Acres Pty Ltd	R & M Waterman
Delroy Orchards	Simpson Farms Pty Ltd
Donovan Family Investment Trust	Sunfresh
Gunnado Farm	SuperPak
Hilltop Mareeba	Theart Farming Pty Ltd
ID & AM Leighton	Tinaroo Falls Avocado Trust

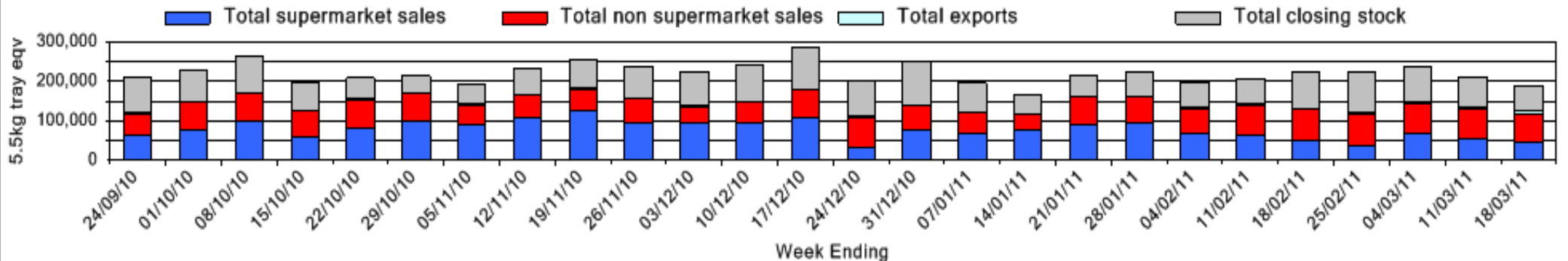
Week 11 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Mercer Mooney (Perth)
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)
Kelly's (Melbourne)	

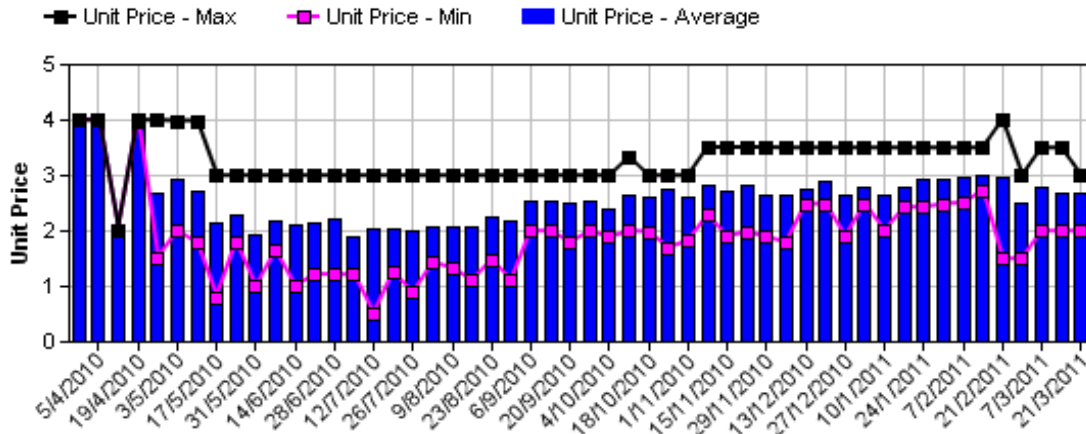
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	1,502	3,956		5,458		48		48	87		3,851		3,851	700	1,502	4,744		6,246
Total non supermarket sales	14,247	5,250	68	19,565	263	108		371	675						14,726	5,446	68	20,240
Total exports																		
Total sales	15,749	9,206	68	25,024	263	156		419	762		3,851		3,851	700	16,227	10,190	68	26,486
Total Stock on Hand	13,315	610		13,925	96			96	175						13,490	610		14,099
QLD																		
Total supermarket sales	3,467	8,142		11,609		476		476	865		15,873		15,873	2,886	3,467	11,894		15,361
Total non supermarket sales	10,617	4,662		15,279	2	341		343	624						10,621	5,282		15,902
Total exports		3,609		3,609		376		376	684							4,293		4,293
Total sales	14,084	16,413		30,497	2	1,193		1,195	2,173		15,873		15,873	2,886	14,087	21,468		35,556
Total Stock on Hand	6,377	1,264		7,641		16		16	29						6,377	1,293		7,670
SA & TAS																		
Total supermarket sales	2,132	1,487		3,619		167		167	304		1,320		1,320	240	2,132	2,031		4,163
Total non supermarket sales	3,787		3	3,790	949			949	1,725						5,512		3	5,515
Total exports																		
Total sales	5,919	1,487	3	7,409	949	167		1,116	2,029		1,320		1,320	240	7,644	2,031	3	9,678
Total Stock on Hand	12,049		31	12,080	1,082			1,082	1,967						14,016		31	14,047
VIC																		
Total supermarket sales	1,478	8,841		10,319		106		106	193		4,356		4,356	792	1,478	9,825		11,303
Total non supermarket sales	15,589	4,126	1,044	20,759	1,122	576		1,698	3,087						17,629	5,174	1,044	23,847
Total exports																		
Total sales	17,067	12,967	1,044	31,078	1,122	682		1,804	3,280		4,356		4,356	792	19,107	14,999	1,044	35,150
Total Stock on Hand	13,578	4,349	362	18,290	682	393	3	1,078	1,960						14,818	5,064	368	20,250
WA																		
Total supermarket sales	8,184			8,184	201			201	365	1,400			1,400	255	8,804			8,804
Total non supermarket sales	5,341			5,341	1,456			1,456	2,647						7,988			7,988
Total exports	410			410	192			192	349						759			759
Total sales	13,935			13,935	1,849			1,849	3,362	1,400			1,400	255	17,551			17,551
Total Stock on Hand	7,019			7,019	600			600	1,091						8,110			8,110
Total																		
Total supermarket sales	16,762	22,427		39,189	201	797		998	1,815	1,400	25,400		26,800	4,873	17,382	28,494		45,876
Total non supermarket sales	49,581	14,038	1,115	64,734	3,792	1,025		4,817	8,758						56,476	15,902	1,115	73,493
Total exports	410	3,609		4,019	192	376		568	1,033						759	4,293		5,052
Total sales	66,753	40,074	1,115	107,942	4,185	2,198		6,383	11,605	1,400	25,400		26,800	4,873	74,617	48,688	1,115	124,420
Total Stock on Hand	52,338	6,223	393	58,954	2,460	409	3	2,872	5,222						56,811	6,967	399	64,176

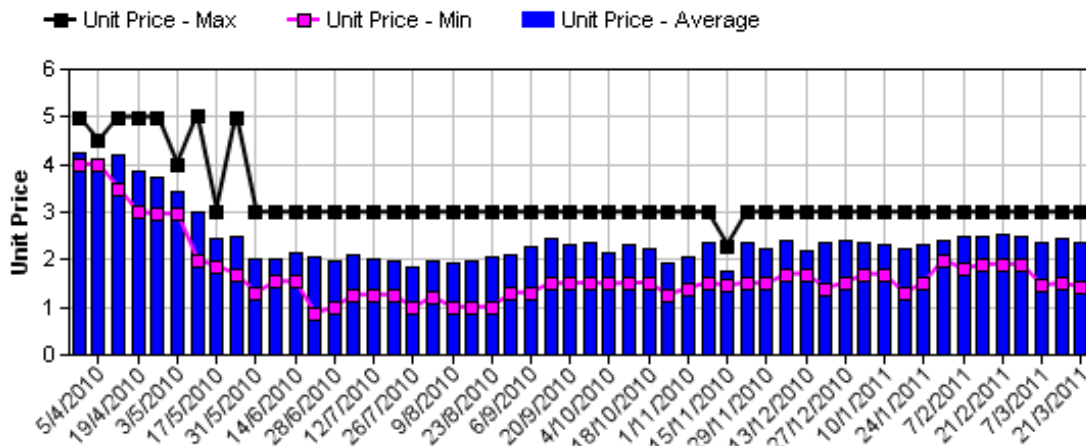
Weekly National Sales



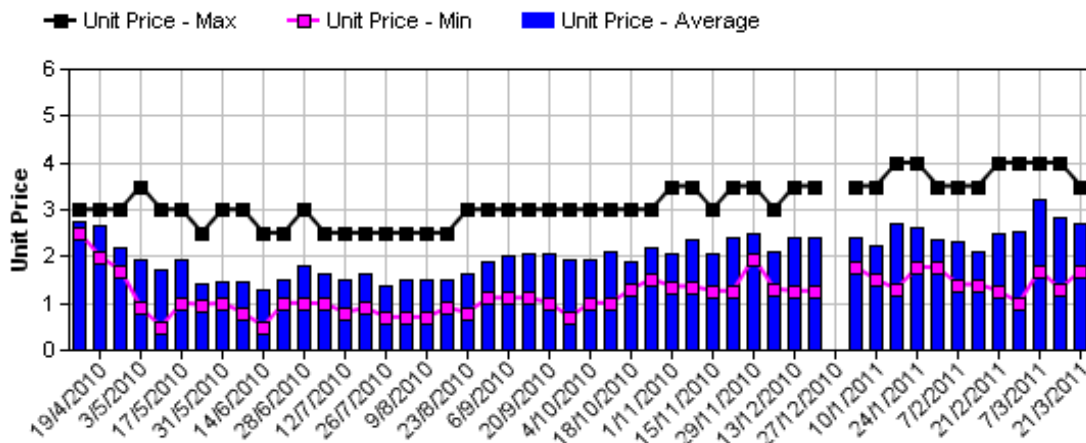
Hass Avocado Average Retail Prices - Sydney



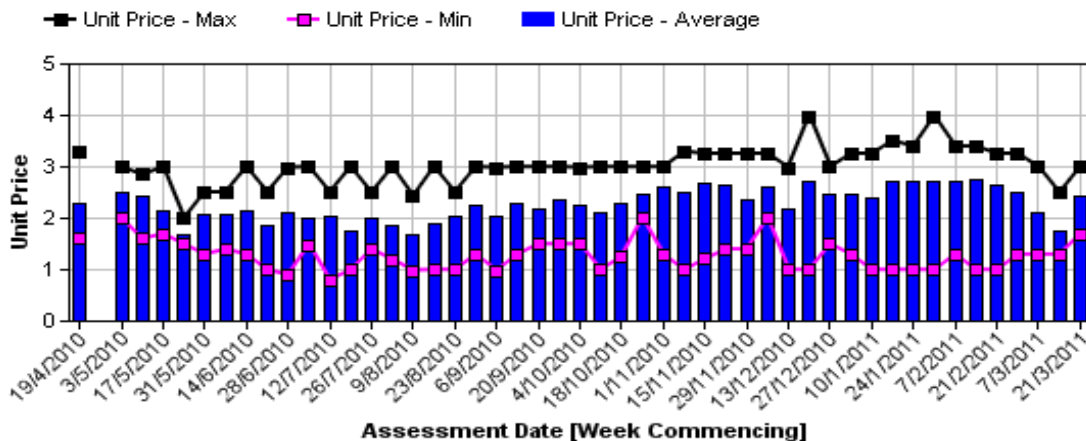
Hass Avocado Average Retail Prices - Perth



Hass Avocado Average Retail Prices - Brisbane

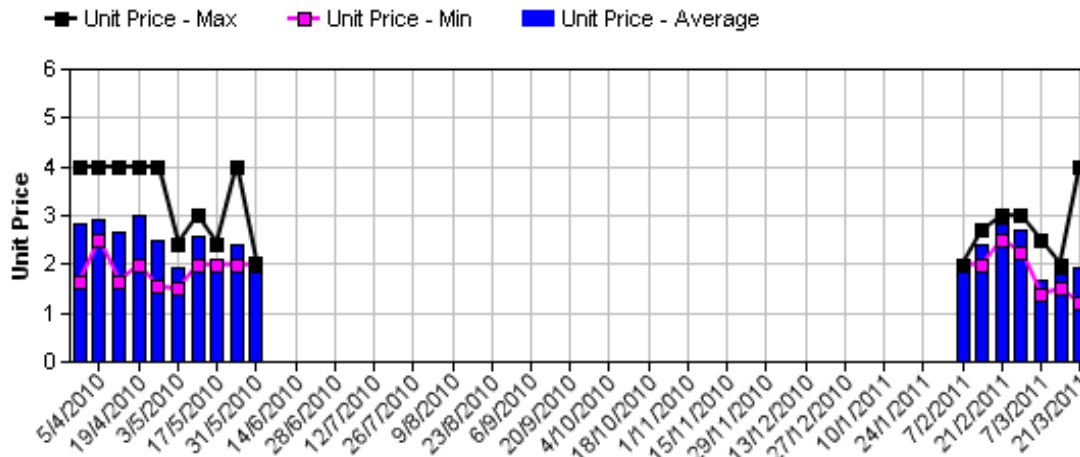


Hass Avocado Average Retail Prices - Melbourne

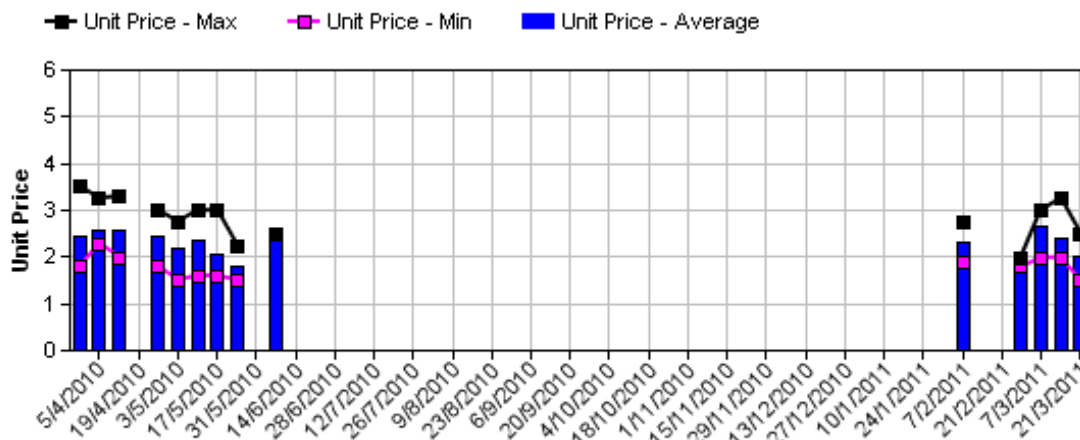


Assessment Date [Week Commencing]

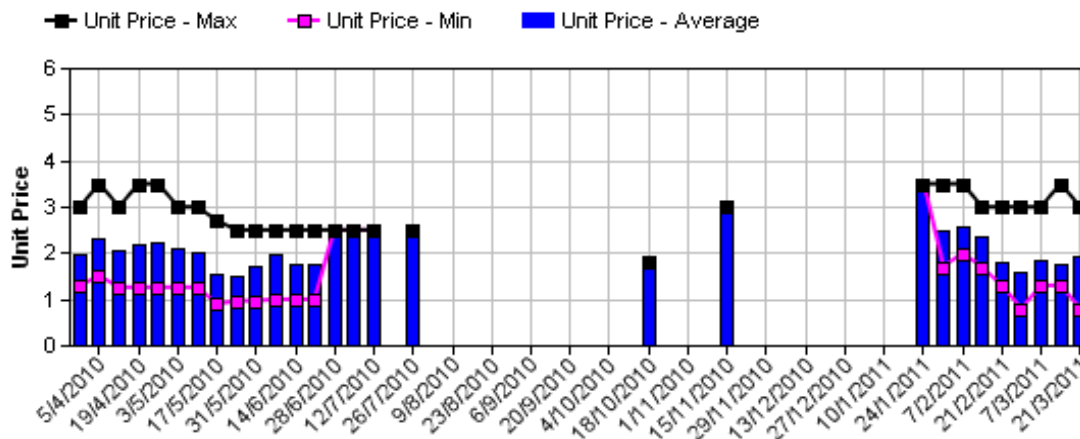
Shepard Avocado Average Retail Prices - Sydney



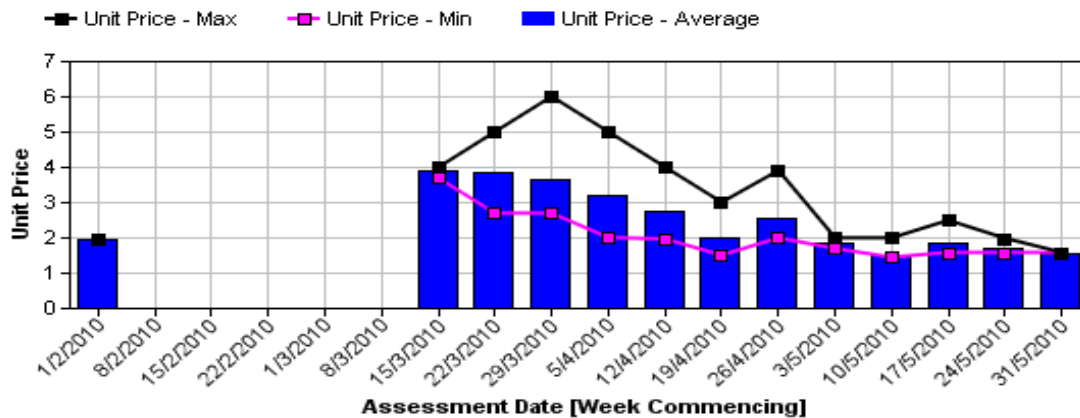
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 22nd March 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Shepard	240	1.20	Store	Aus
Coles	Shepard	250	1.20	No	Aus
Coles	Shepard	230	1.20	Store	Aus
I	Shepard	215	1.49	No	Aus
IGA	Shepard	210	1.49	No	NS
Woolworths	Shepard	250	1.98	Store	Aus
Woolworths	Shepard	250	1.98	Store	Aus
Woolworths	Shepard	285	1.98	Store	Aus
I	Hass	300	1.99	No	Aus
I	Shepard	330	1.99	No	Aus
IGA	Hass	250	2.49	No	NZ
I	Hass	290	2.49	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	290	2.50	No	NS
Foodworks	Hass	255	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	305	3.00	No	Aus
I	Shepard	330	3.00	No	Aus
I	Shepard	215	3.99	No	NS
BRISBANE					
I	Shepard	170	0.79	Store	Aus
I	Hass	240	1.69	Store	NZ
I	Shepard	210	1.69	Store	Aus
Woolworths	Shepard	240	1.76	No	Aus
IGA	Shepard	260	1.76	No	Aus
Woolworths	Shepard	210	1.76	No	Aus
Woolworths	Shepard	220	1.76	No	Aus
IGA	Shepard	180	1.76	No	Aus
I	Shepard	260	1.79	Store	Aus
Coles	Shepard	240	1.88	No	Aus
Coles	Shepard	270	1.88	No	Aus
Coles	Shepard	240	1.88	No	Aus
I	Shepard	275	1.99	Store	Aus
IGA	Shepard	180	1.99	No	Aus
I	Shepard	230	1.99	Store	Aus
I	Shepard	285	2.99	Store	Aus
I	Shepard	370	2.99	Store	Aus
I	Hass	265	2.99	No	NZ
I	Hass	260	3.49	Store	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	270	1.49	No	NS
I	Hass	270	1.69	No	NS
Safeway	Shepard	290	1.98	No	Aus
Coles	Shepard	300	1.98	No	Aus
Safeway	Shepard	295	1.98	No	Aus
Coles	Shepard	315	1.98	No	Aus
I	Shepard	300	1.98	No	Aus
Coles	Shepard	320	1.98	No	Aus
Safeway	Shepard	315	1.98	No	Aus
IS	Shepard	260	1.99	No	NS
I	Hass	255	2.40	No	NS
I	Shepard	325	2.50	No	NS
I	Shepard	305	2.50	No	NS
I	Hass	250	2.69	No	Aus
IGA	Hass	260	2.99	No	NS
PERTH					
Woolworths	Hass	240	1.42	Store	Aus
Woolworths	Hass	250	1.42	Store	Aus
Woolworths	Hass	210	1.42	Store	Aus
IS	Hass	230	1.50	Store	Aus
IGA	Hass	220	1.99	Store	Aus
I	Hass	260	2.29	No	Aus
I	Hass	250	2.49	No	Aus
IGA	Hass	280	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
IGA	Hass	295	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	305	2.99	No	Aus
I	Hass	250	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