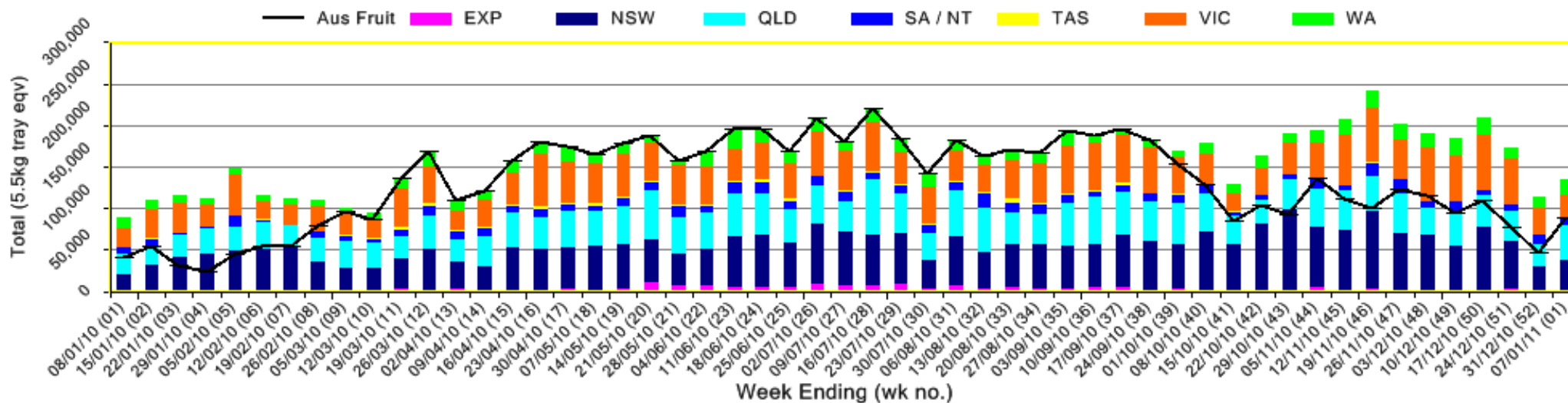


# INFOCADO WEEKLY REPORT: 1st - 7th January 2011 (Wk 1)

Industry Dispatches By Destination State and Count Size : 1st January - 7th January 2011 (Wk 1)

Dest. State	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								1,020		1,020	292				1,551
NSW	570	3,076	5,638	7,443		5,663	7,031	2,352	2,462	34,235	1,541	1,920			37,386
QLD	24	767	3,594	6,360		4,619	5,790	4,655	2,340	28,149	5,301		12,688	1,227	40,317
SA / NT		2	864	1,553		1,101	3,239	1,516	288	8,563	899	3,000			10,743
VIC	1,259	3,847	4,973	5,022	46	4,535	2,010	652	626	22,970	1,974				26,559
WA	4	233	1,448	4,725		2,885	3,967	1,346	3	14,611	1,924	2,500			18,564
<b>Total</b>	<b>1,857</b>	<b>7,925</b>	<b>16,517</b>	<b>25,103</b>	<b>46</b>	<b>18,803</b>	<b>22,037</b>	<b>11,541</b>	<b>5,719</b>	<b>109,548</b>	<b>11,931</b>	<b>7,420</b>	<b>12,688</b>	<b>1,227</b>	<b>135,120</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 135,120 5.5kg tray eqv



## Comments From the CEO

- Please note that due to the flood situation currently taking place in Brisbane the Avocados Australia Office has been evacuated. All staff and the office building are safe. For urgent matters please contact Antony Allen on 0438 132 477 or for queries specific to Infocado please contact Joanna Embry on 0448 113 007.
- Obviously the floods in Brisbane and specifically the Rocklea Wholesale Markets are going to have a significant impact on the flow of avocados into Brisbane in the coming weeks. Fruit should however continue to flow into other states.
- For growers managing avocado orchard situations affected by wet weather please use the range of information found at: <http://industry.avocado.org.au/Growers/Notices.aspx>
- There are a range of grants and emergency payments to help people and businesses affected by this flooding event. The Avocados Australia Website has more information, websites, forms and phone numbers for you to contact to seek support through these grants. Please go to: <http://industry.avocado.org.au/Growers/Notices.aspx> for more information.



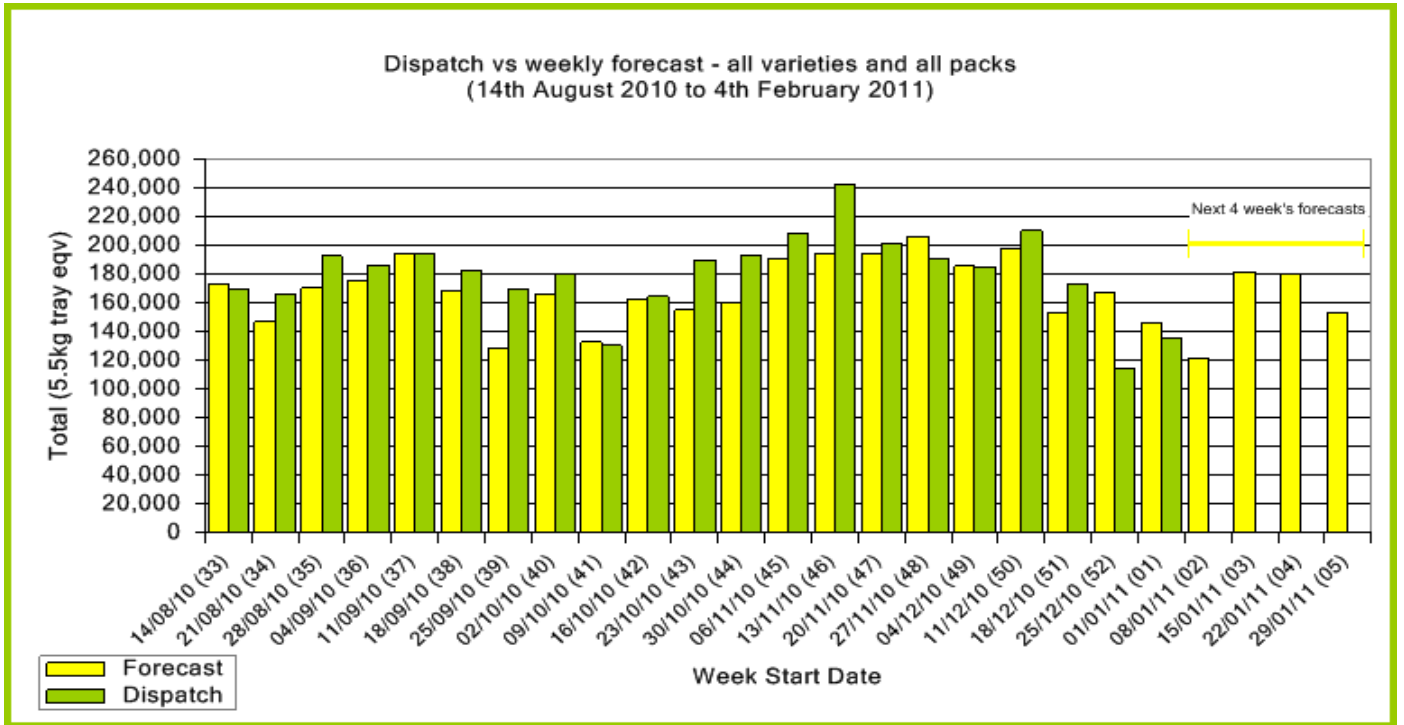
**Forecast Data (Week 1 - 5)**

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 1 - begin 01/01/2011</b>				
Gwen	1,000	80		<b>1,145</b>
Hass	128,836	8,018	5,500	<b>144,414</b>
Lamb Hass	500	50		<b>591</b>
Reed	120	20		<b>156</b>
<b>Week Total</b>	<b>130,456</b>	<b>8,168</b>	<b>5,500</b>	<b>146,307</b>
<b>Week 2 - begin 08/01/2011</b>				
Gwen	1,200	100		<b>1,382</b>
Hass	103,790	7,660	5,500	<b>118,717</b>
Lamb Hass	600	80		<b>745</b>
Reed	250	150		<b>523</b>
<b>Week Total</b>	<b>105,840</b>	<b>7,990</b>	<b>5,500</b>	<b>121,367</b>
<b>Week 3 - begin 15/01/2011</b>				
Gwen	1,200	100		<b>1,382</b>
Hass	161,382	9,120	5,500	<b>178,964</b>
Lamb Hass	600	80		<b>745</b>
Reed	250	50		<b>341</b>
<b>Week Total</b>	<b>163,432</b>	<b>9,350</b>	<b>5,500</b>	<b>181,432</b>
<b>Week 4 - begin 22/01/2011</b>				
Gwen	300	50		<b>391</b>
Hass	161,188	9,420	5,500	<b>179,315</b>
Lamb Hass	600	80		<b>745</b>
Reed	250	50		<b>341</b>
<b>Week Total</b>	<b>162,338</b>	<b>9,600</b>	<b>5,500</b>	<b>180,793</b>
<b>Week 5 - begin 29/01/2011</b>				
Hass	136,348	8,095	5,500	<b>152,066</b>
Lamb Hass	300	30		<b>355</b>
Reed	450	100		<b>632</b>
<b>Week Total</b>	<b>137,098</b>	<b>8,225</b>	<b>5,500</b>	<b>153,053</b>

Green shading indicates dispatch data

Yellow shading indicates forecast data

<b>Dispatch Data (Week 1 - begin 1/01/2011)</b>						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	1,059	147				<b>1,326</b>
Hass	107,980	11,563	7,420	12,688	1,093	<b>132,859</b>
Lamb Hass	212	20				<b>248</b>
Reed	297	201			134	<b>686</b>
<b>Total</b>	<b>109,548</b>	<b>11,931</b>	<b>7,420</b>	<b>12,688</b>	<b>1,227</b>	<b>135,120</b>

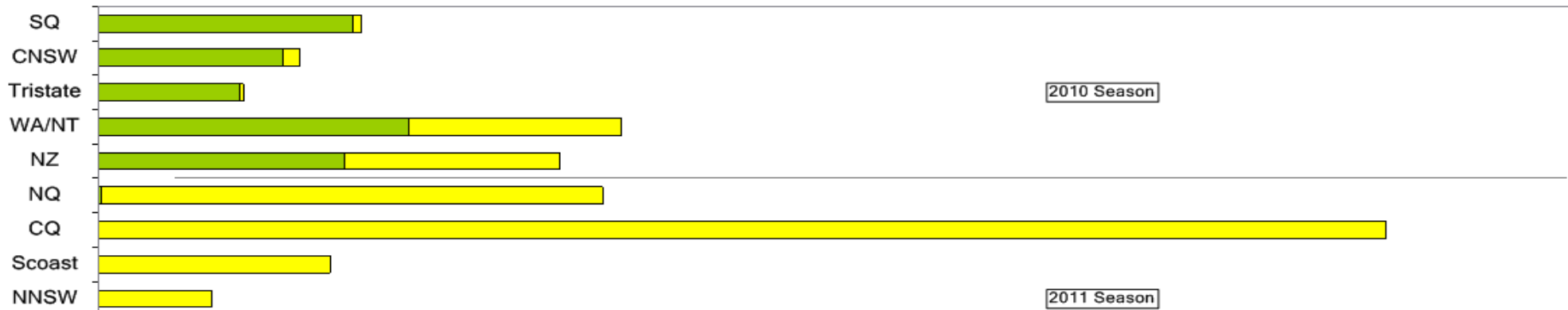


**New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011**

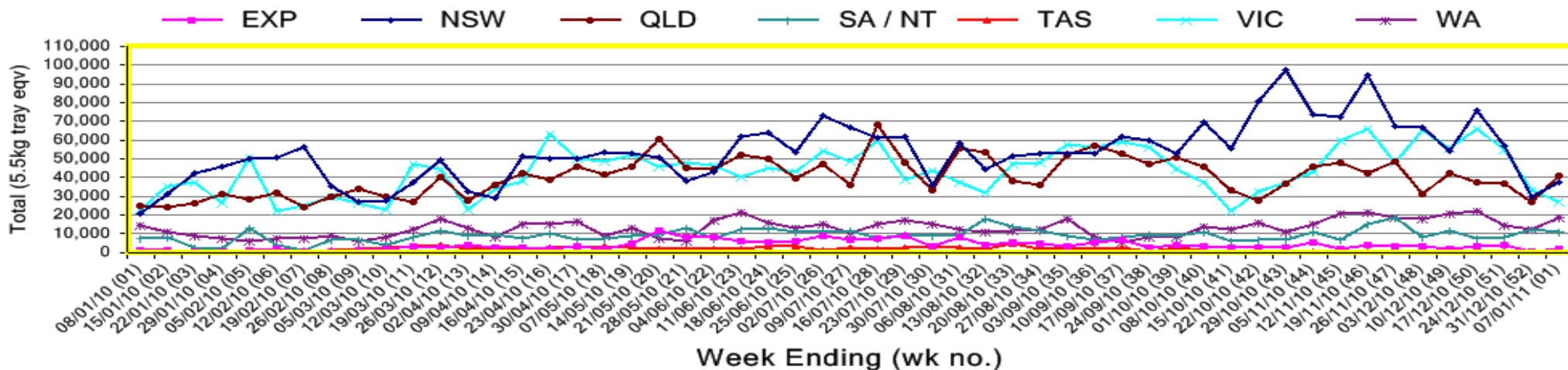
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			274,613	379,440	436,064	46,595				1,136,712
<b>USA</b>										
<b>Japan</b>			12,095	36,137						48,232
<b>Total</b>			<b>286,708</b>	<b>415,577</b>	<b>436,064</b>	<b>46,595</b>				<b>1,184,944</b>

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 = 135,120 5.5kg tray eqv



Week 1 contributors - Packhouses

- |  |                       |
|--|-----------------------|
| Advance Packing & Marketing Services P/L | I & A Tolson          |
| Avocado Industry Council (NZAGA)         | Mariners Rest         |
| Avonova                                  | Midcoast Avocados     |
| Coastal Avocados                         | Natures Fruit Company |
| Delroy Orchards                          | Sunfresh              |

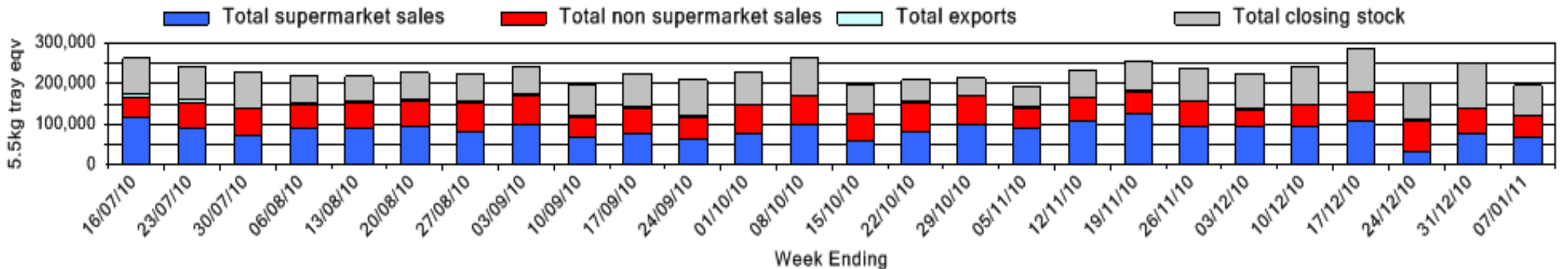
Week 1 contributors - Wholesalers

- |                               |   |
|-------------------------------|---|
| Costa Farms (Adelaide)        | Murray Bros (Brisbane)                    |
| Costa Farms (Melbourne)       | Romeos Marketing (Brisbane)               |
| Costa Farms (Perth)           | S & B Produce (Sydney)                    |
| Dykes Bros (Melbourne)        | Sculli & Co Pty Ltd (Melbourne)           |
| Etherington (Perth)           | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Exotic Fruit Traders (Sydney) | The La Manna Group (Adelaide)             |
| Freshmax Pty Ltd (Brisbane)   | The La Manna Group (Brisbane)             |
| Kelly's (Melbourne)           | The La Manna Group (Melbourne)            |
| Moraitis (Sydney)             |   |

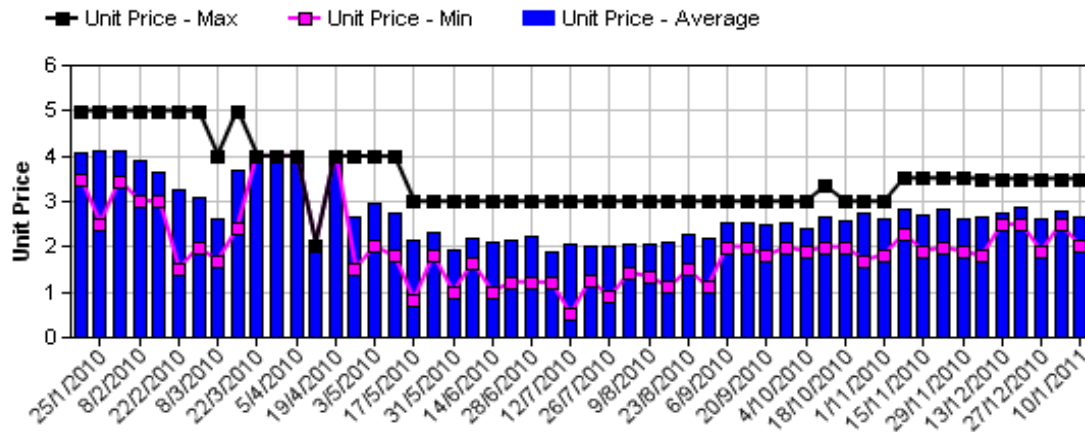
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	21,000			21,000	192			192	349	1,920			1,920	349	21,698			21,698
Total non supermarket sales	8,046		596	8,642	1,550		91	1,641	2,984					10,864		761	11,626	
Total exports																		
Total sales	29,046		596	29,642	1,742		91	1,833	3,333	1,920			1,920	349	32,562		761	33,324
Total Stock on Hand	3,975		245	4,220	1,477		9	1,486	2,702						6,660		261	6,922
QLD																		
Total supermarket sales	19,891			19,891											19,891			19,891
Total non supermarket sales	16,436	180		16,616	2,009			2,009	3,653						20,089	180		20,269
Total exports	500			500											500			500
Total sales	36,827	180		37,007	2,009			2,009	3,653						40,480	180		40,660
Total Stock on Hand	15,840			15,840	1,287			1,287	2,340						18,180			18,180
SA & TAS																		
Total supermarket sales	# Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total sales	7,464		181	7,645	1,000		2	1,002	1,822						9,282		185	9,466
Total Stock on Hand																		
VIC																		
Total supermarket sales	12,097			12,097											12,097			12,097
Total non supermarket sales	11,222		758	11,980	1,168		3	1,171	2,129						13,346		763	14,109
Total exports																		
Total sales	23,319		758	24,077	1,168		3	1,171	2,129						25,443		763	26,206
Total Stock on Hand	13,808		300	14,109	6,655			6,655	12,100						25,908		300	26,209
WA																		
Total supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	11,180			11,180	1,026			1,026	1,865	226			226	41	13,087			13,087
Total Stock on Hand																		
Total																		
Total supermarket sales	66,568			66,568	480			480	873	2,146			2,146	390	67,831			67,831
Total non supermarket sales	40,248	180	1,535	41,963	6,173		96	6,269	11,398						51,472	180	1,709	53,361
Total exports	1,020			1,020	292			292	531						1,551			1,551
Total sales	107,837	180	1,535	109,551	6,945		96	7,041	12,802	2,146			2,146	390	120,854	180	1,709	122,743
Total Stock on Hand	51,237		1,200	52,437	11,810		100	11,910	21,655	66			66	12	72,721		1,382	74,104

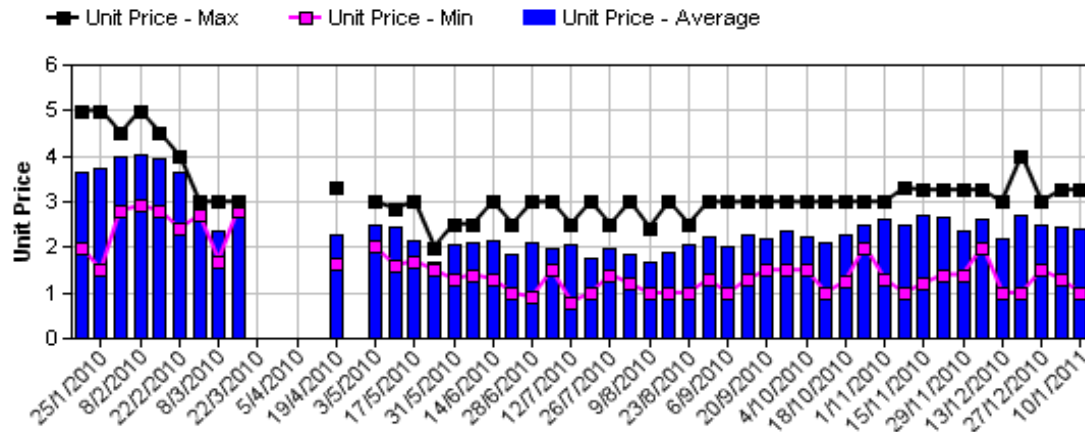
#### Weekly National Sales



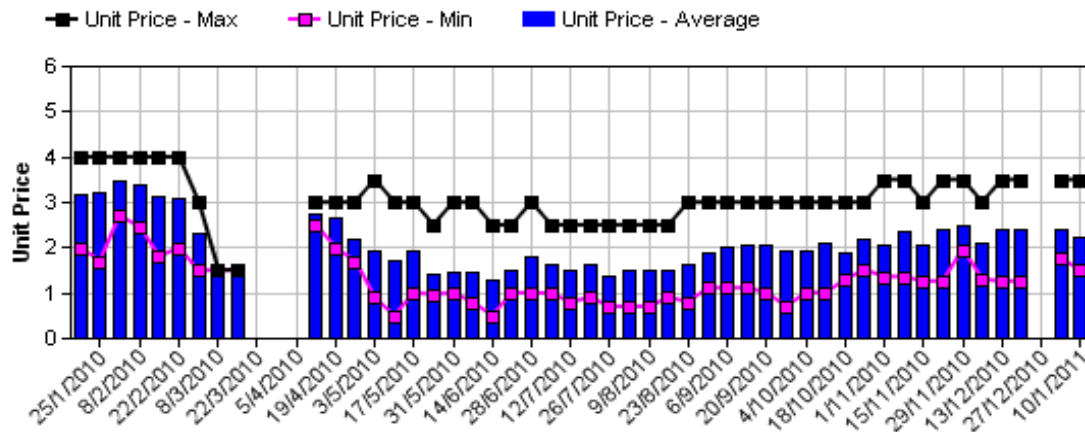
### Hass Avocado Average Retail Prices - Sydney



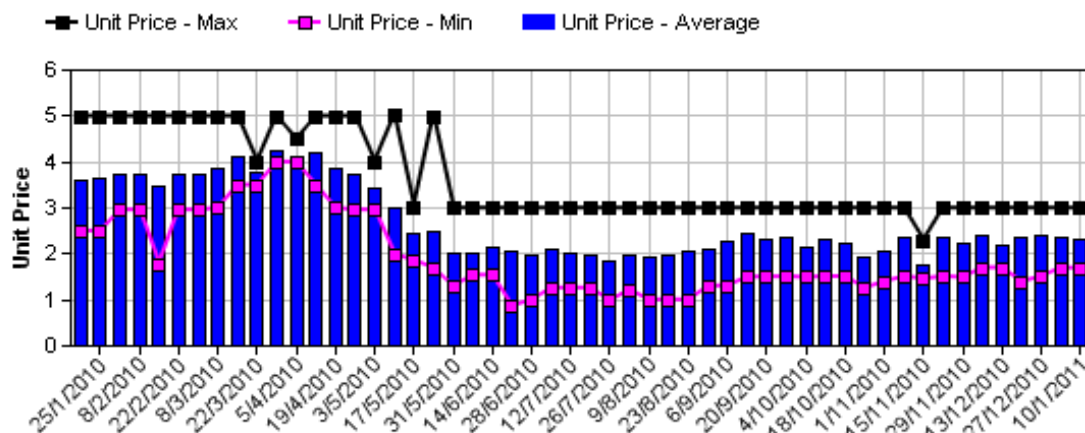
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

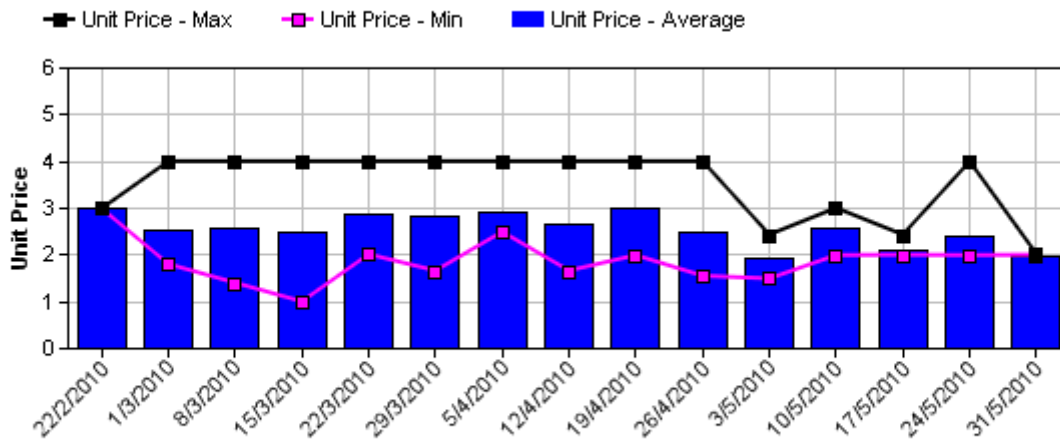


### Hass Avocado Average Retail Prices - Perth

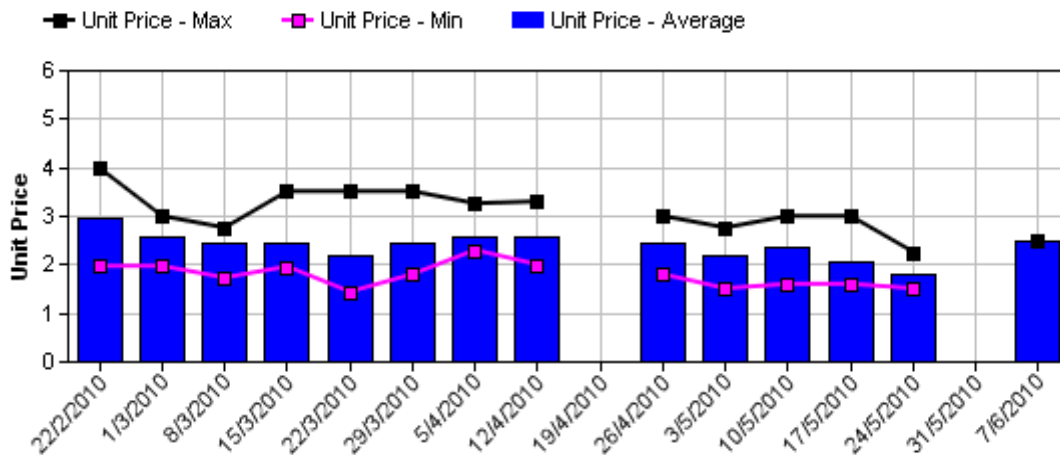


Assessment Date [Week Commencing]

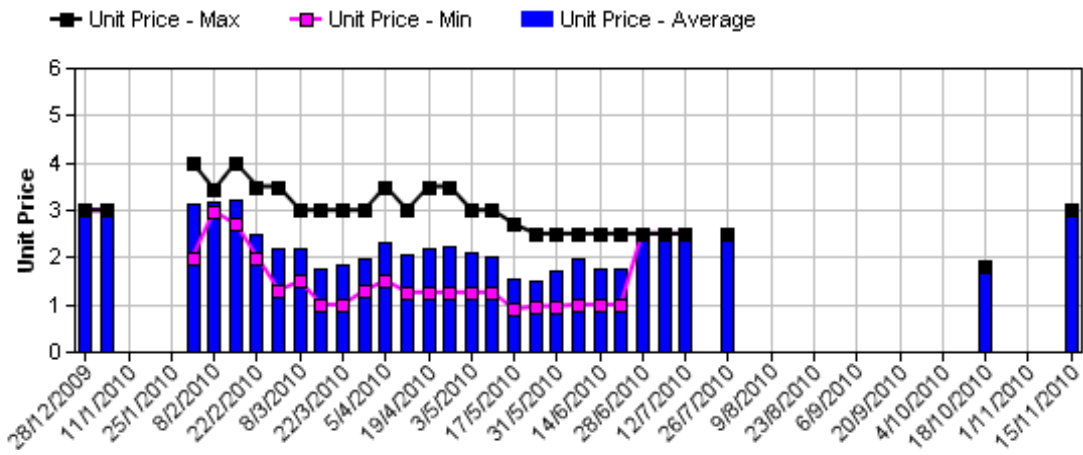
### Shepard Avocado Average Retail Prices - Sydney



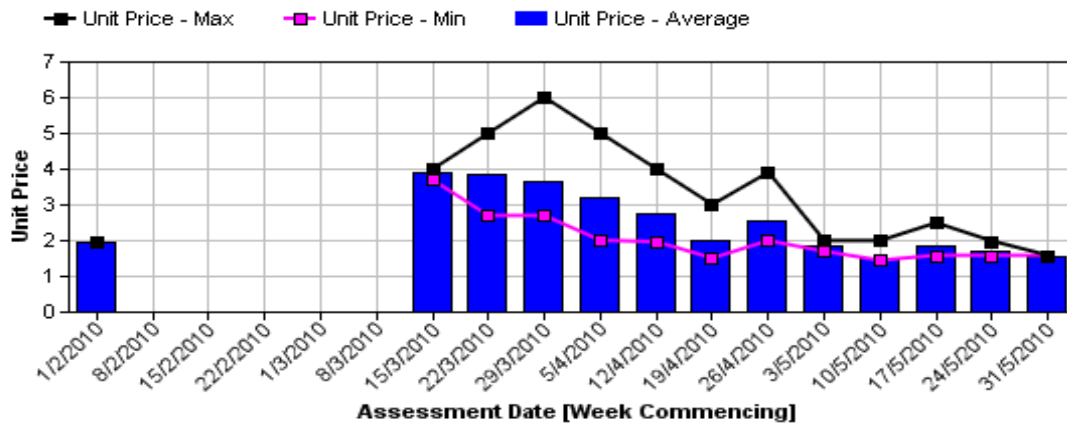
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth





## Retail Prices by City, Store and Variety - 10th January 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
IC	Hass	200	1.66	Store	NZ	I	Hass	230	0.99	No	NS
IC	Hass	200	1.66	Store	NZ	I	Hass	255	1	No	NS
IC	Hass	165	1.66	No	Aus	Safeway	Hass	285	1.98	Cat	Mixed
IC	Hass	165	1.66	Store	NZ	Safeway	Hass	290	1.98	Cat	Mixed
Foodworks	Hass	170	1.99	No	Mixed	Safeway	Hass	205	1.98	Cat	Mixed
IGA	Hass	160	1.99	No	NS	I	Hass	220	2.4	No	NS
I	Hass	175	1.99	No	Aus	Coles	Hass	280	2.48	No	Mixed
IC	Hass	320	2	Store	Aus	Coles	Hass	270	2.48	No	NS
IC	Hass	330	2	No	NZ	I	Hass	265	2.69	No	NS
I	Hass	235	2.29	No	Aus	I	Hass	290	2.69	No	Aus
Coles	Hass	260	2.48	No	NS	Coles	Hass	255	2.98	No	Mixed
Coles	Hass	265	2.48	No	Mixed	IC	Hass	305	2.98	No	Aus
Coles	Hass	250	2.48	No	Mixed	IGA	Hass	236	2.99	No	Aus
I	Hass	250	2.49	No	Aus	I	Hass	370	3.25	No	NS
I	Hass	270	2.49	No	Aus	I	Hass	340	3.25	No	NS
IC	Hass	320	2.5	No	NZ	<b>PERTH</b>					
Woolworths	Hass	250	2.63	No	Mixed	I	Hass	150	0.99	No	Aus
Woolworths	Hass	280	2.63	No	Mixed	Woolworths	Hass	230	1.68	Cat	Aus
Woolworths	Hass	245	2.63	No	Mixed	Woolworths	Hass	220	1.68	Cat	Aus
I	Reed	400	2.99	No	Aus	Woolworths	Hass	230	1.68	Cat	Aus
IGA	Hass	240	2.99	No	NZ	IS	Hass	240	1.69	Store	Aus
I	Reed	415	2.99	No	Aus	I	Hass	240	1.79	Store	Aus
Foodworks	Hass	265	2.99	No	Aus	IS	Hass	220	1.99	Store	Aus
IGA	Hass	250	2.99	No	Aus	Coles	Hass	220	2.25	No	Aus
I	Hass	285	2.99	No	Aus	Coles	Hass	215	2.25	No	Aus
I	Hass	330	3.49	No	Aus	Coles	Hass	240	2.25	No	Aus
I	Reed	380	3.49	No	Aus	I	Hass	260	2.49	No	Aus
I	Hass	250	3.99	No	Aus	I	Hass	260	2.5	No	Aus
<b>BRISBANE</b>						IGA	Hass	250	2.69	No	Aus
I	Hass	140	0.69	Store	Aus	I	Hass	380	2.99	No	Aus
IGA	Hass	200	1.49	Cat	NZ	IGA	Hass	270	2.99	No	NS
IGA	Hass	220	1.49	Cat	NS	I	Hass	310	2.99	No	Aus
IGA	Hass	175	1.49	Cat	NZ	IS	Hass	360	2.99	No	Aus
Woolworths	Hass	185	1.76	No	Mixed	IGA	Hass	240	2.99	No	Aus
Woolworths	Hass	195	1.76	No	NZ						
Coles	Hass	230	1.98	No	NZ						
Coles	Hass	220	1.98	No	Aus						
I	Hass	200	1.98	No	Aus						
Coles	Hass	200	1.98	No	NZ						
Coles	Hass	0.24	1.98	No	Aus						
I	Hass	280	2.19	Store	Aus						
I	Hass	205	2.2	Store	Aus						
I	Hass	180	2.29	Store	Aus						
Coles	Hass	260	2.79	No	Aus						
Woolworths	Hass	180	2.79	No	Aus						
I	Hass	230	2.99	Store	Aus						
I	Reed	400	2.99	No	Aus						
I	Hass	245	3.49	Store	NS						
I	Hass	285	3.49	Store	Aus						

### Special Codes

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

### 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

### 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

### Store Codes

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