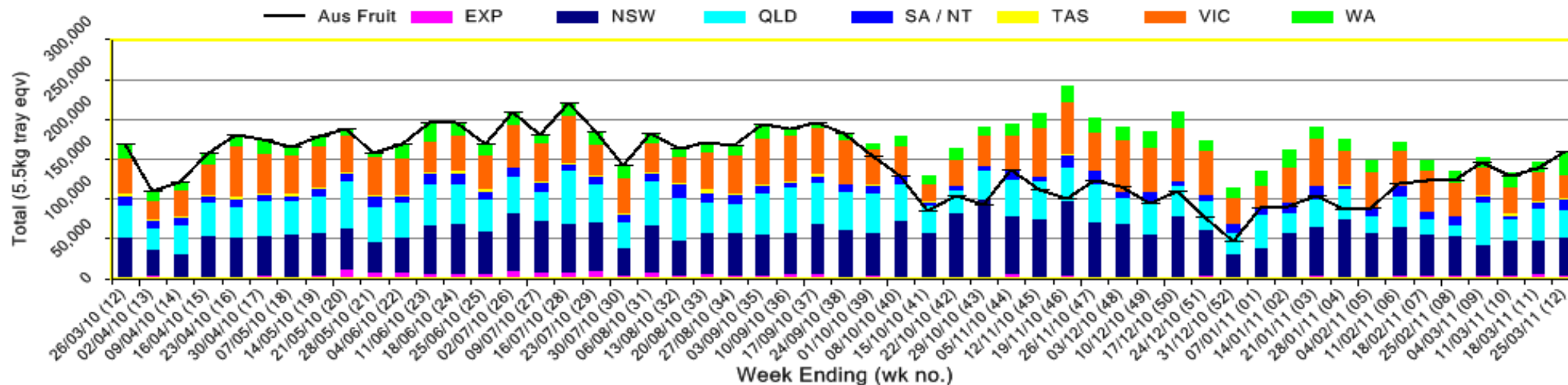


# INFOCADO WEEKLY REPORT: 19th - 25th March 2011 (Wk 12)

Industry Dispatches By Destination State and Count Size : 19th March - 25th March 2011 (Wk 12)

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								2,320	1,337	3,657	556				4,668
NSW	439	1,589	5,307	10,063	2,913	12,169	4,341	1,985	85	38,891	3,861	2,490		2,250	46,773
QLD	55	408	2,245	4,358	1,980	3,939	7,117	3,684	252	24,038	3,225	9,358	18,616		34,988
SA / NT	1,291	414	2,930	2,229	761	747	1,515	664		10,551	705	1,303			12,070
TAS							1,850			1,850	384				2,548
VIC	1,768	1,326	5,760	10,371	490	6,403	968	386	12	27,484	926	1,991			29,530
WA	4,906	1,470	663	3,299	2	6,317	6,824	749	49	24,279	1,471	1,394			27,207
<b>Total</b>	<b>8,459</b>	<b>5,207</b>	<b>16,905</b>	<b>30,320</b>	<b>6,146</b>	<b>29,575</b>	<b>22,615</b>	<b>9,788</b>	<b>1,735</b>	<b>130,750</b>	<b>11,128</b>	<b>16,536</b>	<b>18,616</b>	<b>2,250</b>	<b>157,784</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 1,857,816 5.5kg tray eqv



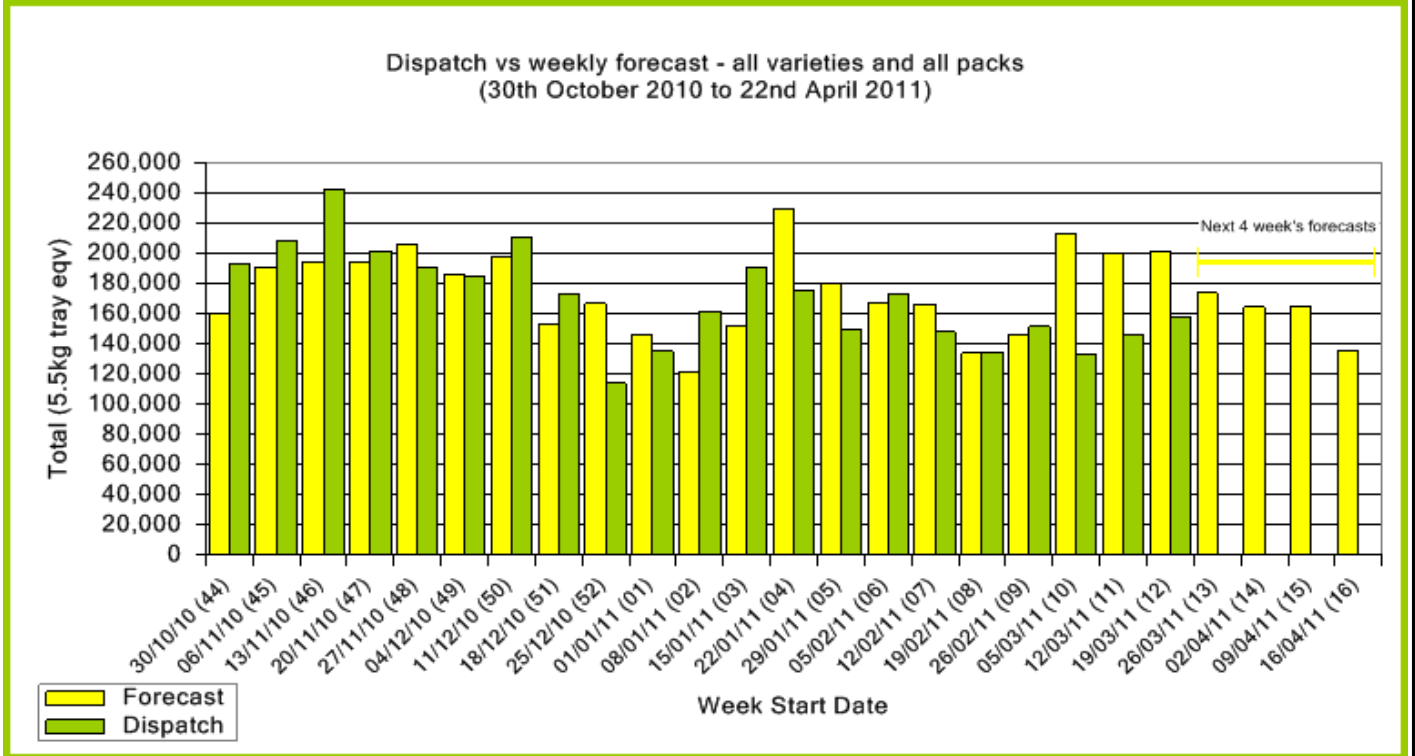
## Comments From the CEO

- Volumes continue to rise and the next three weeks will see a continuous rise in Shepard
- Retail prices across all markets are stable



Forecast Data (Week 12 - 16)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 12 - begin 19/03/2011</b>						
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	134,301	9,391	27,500	8,500	1,000	158,103
<b>Week Total</b>	<b>172,664</b>	<b>11,763</b>	<b>28,900</b>	<b>8,500</b>	<b>1,000</b>	<b>201,033</b>
<b>Week 13 - begin 26/03/2011</b>						
Fuerte	2,100	400				2,827
Hass	19,305	1,643	1,400			22,547
Lamb Hass	384	30				439
Pinkerton	1,500	120				1,718
Shepard	128,541	7,671	16,000	4,500	1,000	146,397
<b>Week Total</b>	<b>151,830</b>	<b>9,864</b>	<b>17,400</b>	<b>4,500</b>	<b>1,000</b>	<b>173,929</b>
<b>Week 14 - begin 02/04/2011</b>						
Fuerte	2,100	430				2,882
Hass	12,477	552	800	2,000		13,990
Lamb Hass	288	30				343
Pinkerton	2,500	160				2,791
Shepard	125,763	8,441	16,000	3,000	1,000	144,746
<b>Week Total</b>	<b>143,129</b>	<b>9,613</b>	<b>16,800</b>	<b>5,000</b>	<b>1,000</b>	<b>164,753</b>
<b>Week 15 - begin 09/04/2011</b>						
Fuerte	1,400	160				1,691
Hass	26,517	1,252		4,000		29,520
Lamb Hass	192	15				219
Shepard	116,661	7,491	16,000	2,000		133,554
<b>Week Total</b>	<b>144,769</b>	<b>8,918</b>	<b>16,000</b>	<b>6,000</b>		<b>164,984</b>
<b>Week 16 - begin 16/04/2011</b>						
Hass	28,030	1,203		4,000		30,944
Lamb Hass	96	5				105
Shepard	94,365	4,091	14,000	2,000		104,712
<b>Week Total</b>	<b>122,491</b>	<b>5,299</b>	<b>14,000</b>	<b>6,000</b>		<b>135,762</b>

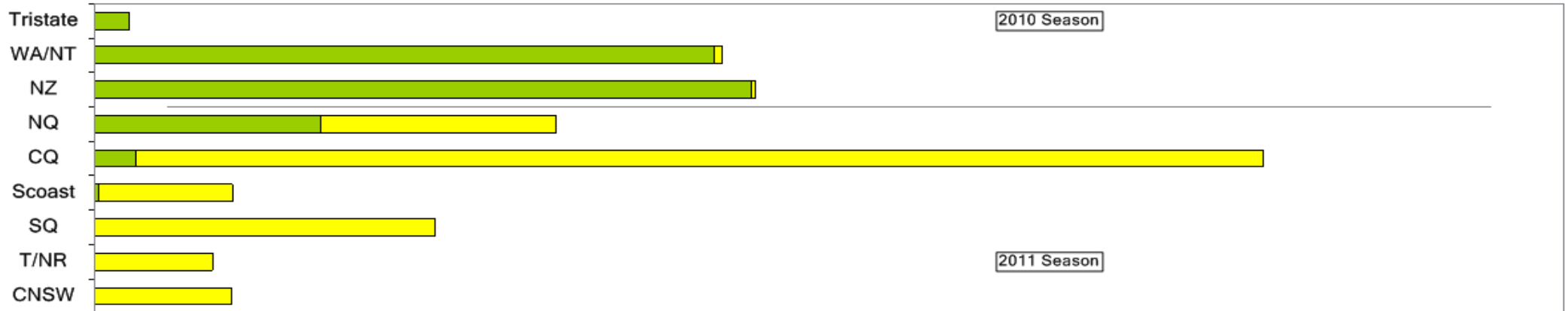
Green shading indicates dispatch data							Yellow shading indicates forecast data	
Dispatch Data (Week 12 - begin 19/03/2011)								
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv		
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays		
Fuerte	744	75				880		
Hass	20,158	2,094	1,394		16	24,221		
Lamb Hass	146	8				161		
Reed	9,104	145				9,368		
Shepard	100,598	8,806	15,142	18,600	2,250	123,153		
<b>Total</b>	<b>130,750</b>	<b>11,128</b>	<b>16,536</b>	<b>18,616</b>	<b>2,250</b>	<b>157,784</b>		



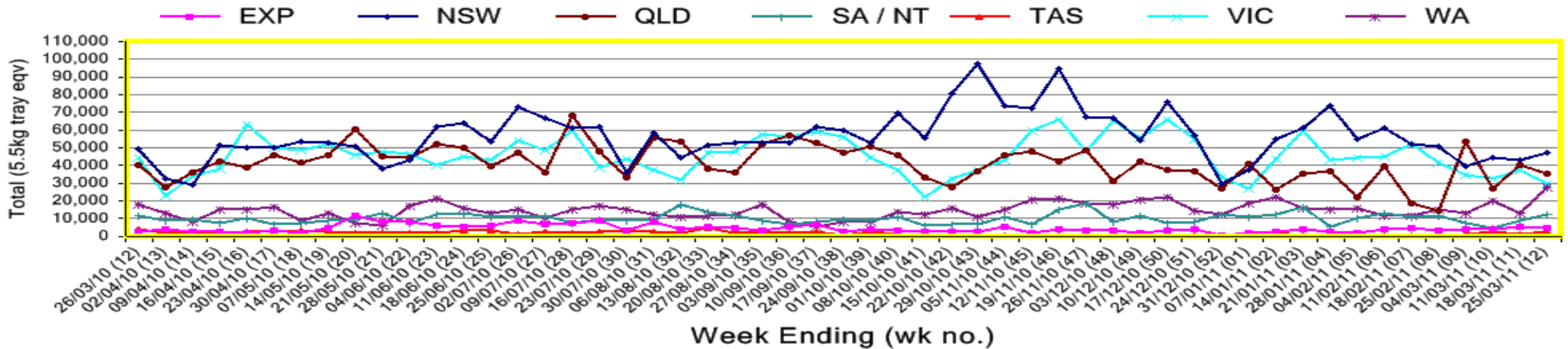
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			274,613	379,440	436,064	298,642	155,646	20,244		1,564,649
<b>USA</b>										
<b>Japan</b>			12,095	45,836	32,328					90,259
<b>Total</b>			<b>286,708</b>	<b>425,276</b>	<b>468,392</b>	<b>298,642</b>	<b>155,646</b>	<b>20,244</b>		<b>1,654,908</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 = 1,857,816 5.5kg tray eqv



#### Week 12 contributors - Packhouses

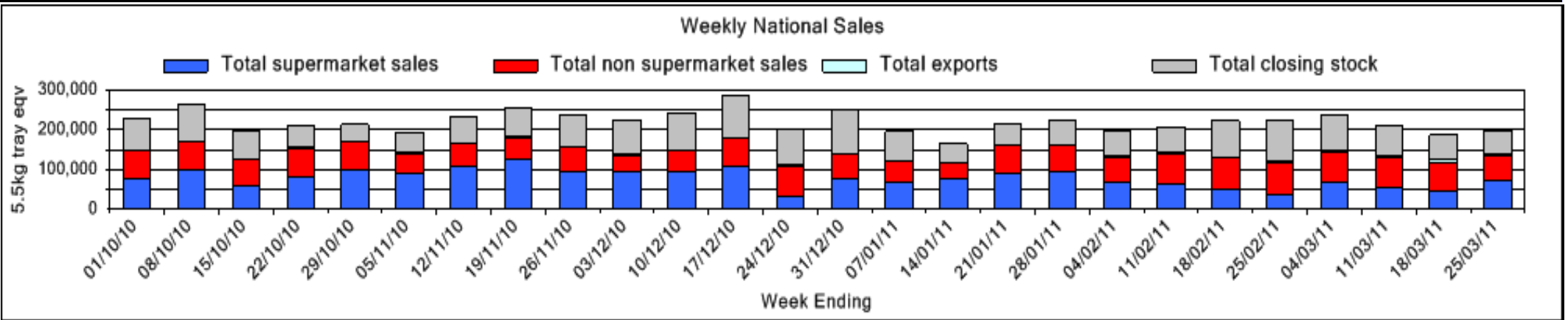
- |  |                                       |
|--|---------------------------------------|
| Advance Packing & Marketing Services P/L | Mariners Rest                         |
| Aussie Orchards Growers & Packers (NQ)   | Natures Fruit Company                 |
| Avocados With Altitude Pty Ltd           | One Harvest                           |
| Bellview Orchards Pty Ltd                | R & M Waterman                        |
| Blushing Acres Pty Ltd                   | Simpson Farms Pty Ltd (Goodwood Home) |
| Chris and Sue Allan                      | Sunfresh                              |
| David Lankester                          | Sunny Bluff Produce Pty Ltd           |
| Delroy Orchards                          | Sunnyspot Packhouse PL                |
| Donovan Family Investment Trust          | SuperPak                              |
| Gunnado Farm                             | Tinaroo Falls Avocado Trust           |
| ID & AM Leighton                         | Willow Creek                          |
| J & K Hummer                             | Zanfar Pty Ltd                        |
| Lavers Orchards                          |                                       |

#### Week 12 contributors - Wholesalers

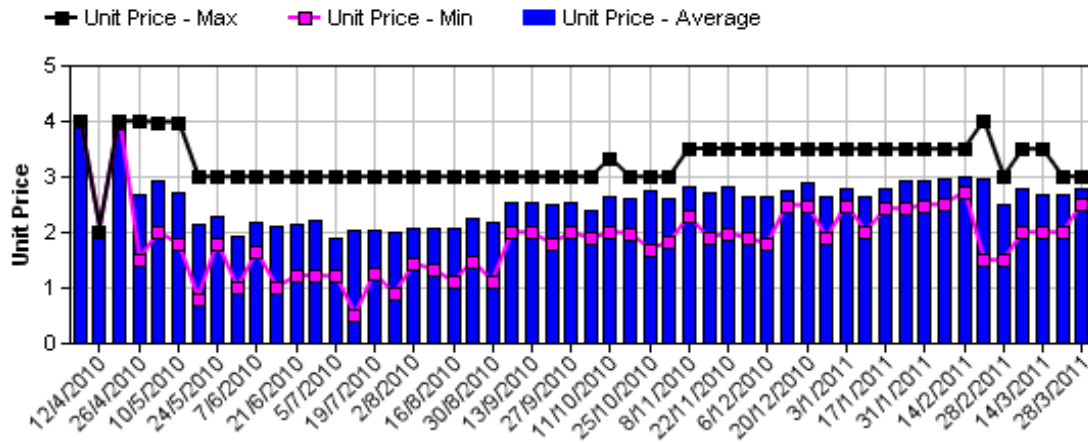
- |  |                                       |
|--|---------------------------------------|
| Allcrops Pty Ltd (Sydney)                | Moraitis (Sydney)                     |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane)                |
| Costa Farms (Adelaide)              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

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

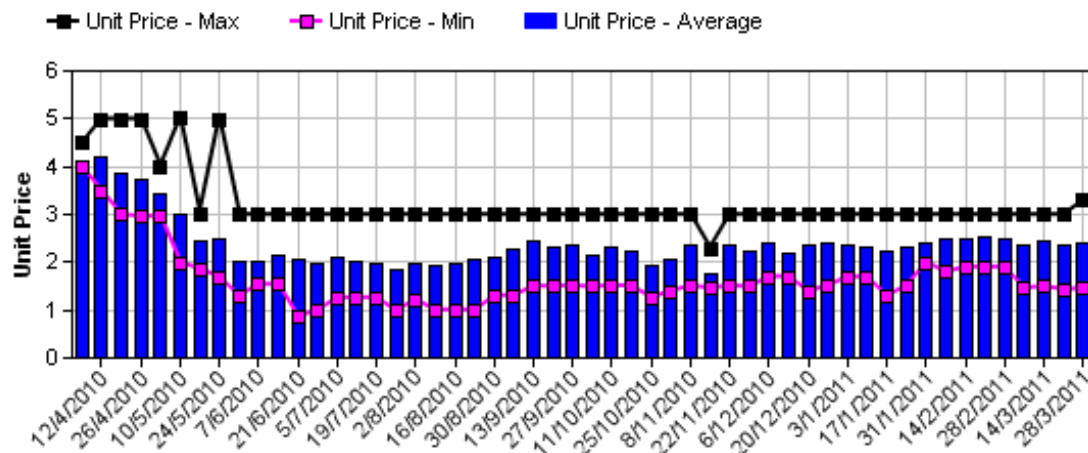
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	1,444	16,732		18,176		288		288	524		2,490		2,490	453	1,444	17,709		19,153
Total non supermarket sales	13,217	6,231		19,448	1,196	313		1,509	2,744						15,392	6,800		22,192
Total exports																		
Total sales	14,661	22,963		37,624	1,196	601		1,797	3,267		2,490		2,490	453	16,836	24,509		41,344
Total Stock on Hand	10,920	2,073		12,993	294	97		391	711						11,455	2,249		13,704
QLD																		
Total supermarket sales	4,693	5,706		10,399							6,638		6,638	1,207	4,693	6,913		11,606
Total non supermarket sales	9,218	5,530		14,748		479		479	871						9,218	6,401		15,619
Total exports		3,657		3,657		556		556	1,011							4,668		4,668
Total sales	13,911	14,893		28,804		1,035		1,035	1,882		6,638		6,638	1,207	13,911	17,982		31,893
Total Stock on Hand	8,164	4,415		12,579		271		271	493						8,164	4,908		13,072
SA & TAS																		
Total supermarket sales	1,837	4,766	2,044	8,647		384		384	698		1,303		1,303	237	1,837	5,701	2,044	9,582
Total non supermarket sales	4,280		453	4,733	738			738	1,342						5,622		453	6,075
Total exports																		
Total sales	6,117	4,766	2,497	13,380	738	384		1,122	2,040		1,303		1,303	237	7,458	5,701	2,497	15,657
Total Stock on Hand	10,616	2,112	1,337	14,065	915			915	1,664						12,280	2,112	1,337	15,729
VIC																		
Total supermarket sales		11,853		11,853		64		64	116		1,991		1,991	362		12,331		12,331
Total non supermarket sales	7,650	6,824	860	15,334	436	608	3	1,047	1,904						8,443	7,929	866	17,237
Total exports																		
Total sales	7,650	18,676	860	27,187	436	672	3	1,111	2,020		1,991		1,991	362	8,443	20,260	866	29,569
Total Stock on Hand	7,250	2,843	541	10,635	174	29		203	369						7,567	2,896	541	11,004
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																		
Total sales	11,857	3,642	5,710	21,209	631			631	1,147	1,394			1,394	253	13,258	3,642	5,710	22,610
Total Stock on Hand	3,304			3,304	186			186	338						3,642			3,642
Total																		
Total supermarket sales	16,846	42,699	7,754	67,299	9	736		745	1,355	1,394	12,422		13,816	2,512	17,116	46,296	7,754	71,165
Total non supermarket sales	37,350	18,585	1,313	57,248	2,992	1,400	3	4,395	7,991						42,790	21,130	1,319	65,239
Total exports		3,657		3,657		556		556	1,011							4,668		4,668
Total sales	54,196	64,941	9,067	128,204	3,001	2,692	3	5,696	10,356	1,394	12,422		13,816	2,512	59,906	72,094	9,073	141,073
Total Stock on Hand	40,254	11,443	1,878	53,576	1,569	397		1,966	3,575						43,107	12,165	1,878	57,150



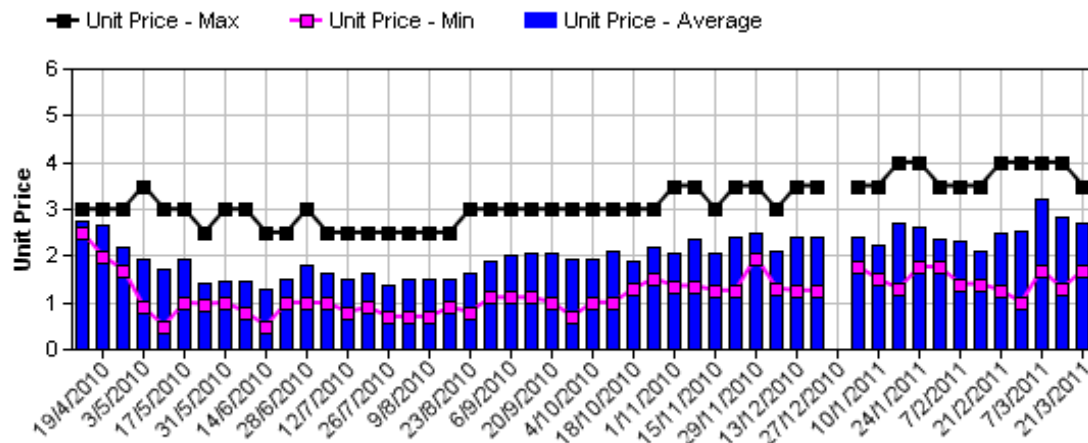
### Hass Avocado Average Retail Prices - Sydney



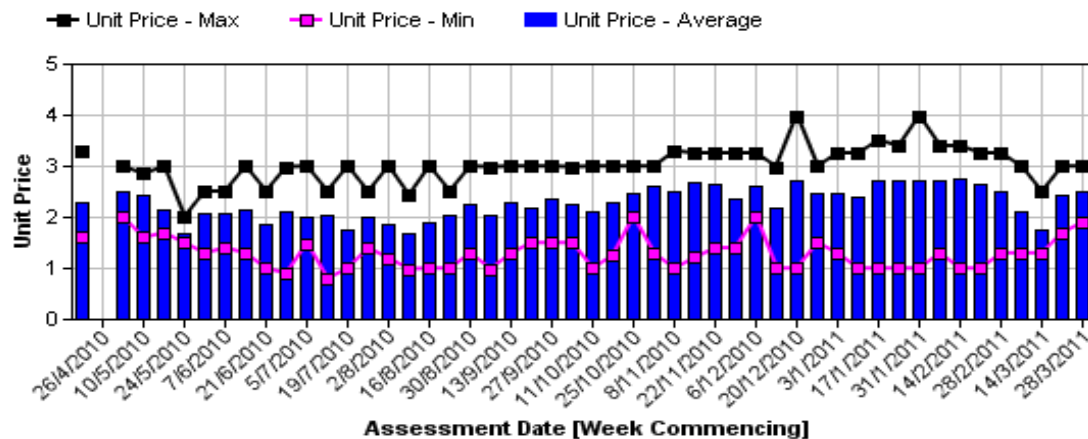
### Hass Avocado Average Retail Prices - Perth



### Hass Avocado Average Retail Prices - Brisbane

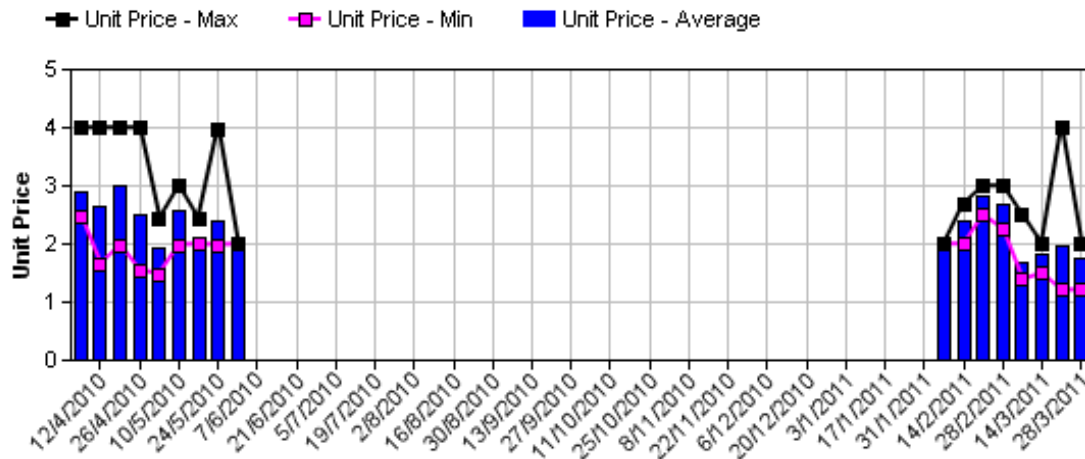


### Hass Avocado Average Retail Prices - Melbourne

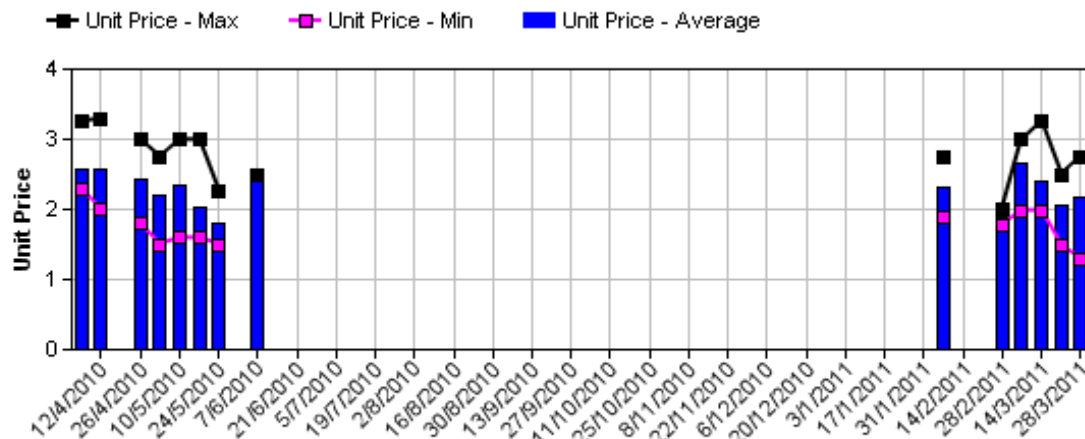


Assessment Date [Week Commencing]

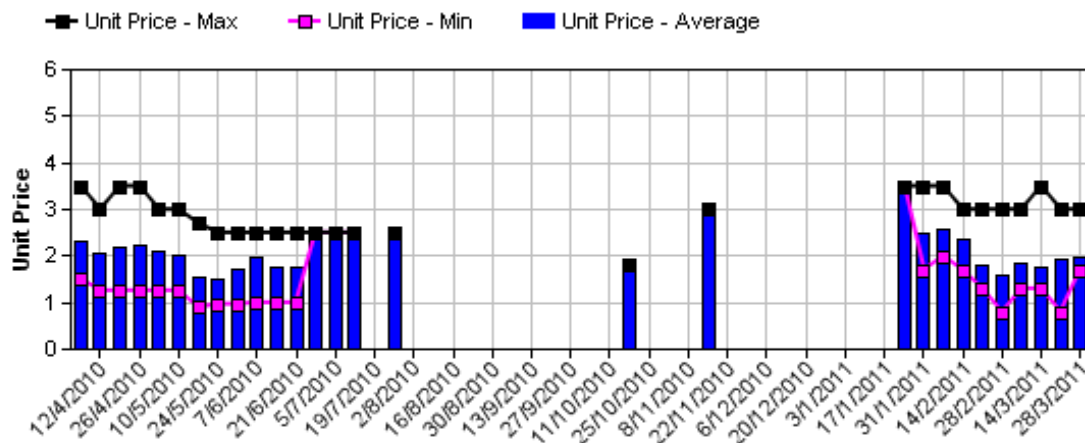
### Shepard Avocado Average Retail Prices - Sydney



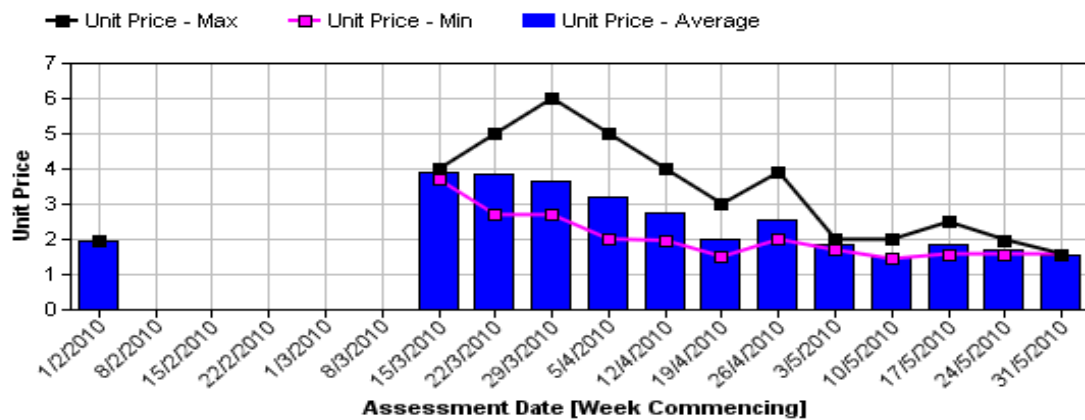
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 29th March 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>					
Woolworths	Shepard	305	1.20	Cat	Aus	I	Shepard	239	1.29	No	NS
Woolworths	Shepard	260	1.20	Cat	Aus	I	Hass	260	1.89	No	NS
Woolworths	Shepard	290	1.37	Cat	Aus	Coles	Shepard	305	1.98	Cat	Aus
I	Shepard	205	1.49	No	Aus	Coles	Shepard	315	1.98	Cat	Aus
Foodworks	Shepard	180	1.69	No	Aus	Coles	Shepard	295	1.98	Cat	Aus
Coles	Shepard	235	1.98	No	Aus	IS	Shepard	275	1.99	No	Aus
Coles	Shepard	255	1.98	No	Aus	I	Shepard	295	2.28	No	Aus
Coles	Shepard	265	1.98	No	Aus	Safeway	Shepard	290	2.28	No	Aus
I	Shepard	260	1.99	No	Aus	Safeway	Shepard	280	2.28	No	Aus
I	Shepard	350	1.99	Store	Aus	I	Hass	225	2.40	No	NS
I	Shepard	215	1.99	No	Aus	I	Hass	270	2.69	No	NS
I	Shepard	360	2.00	Store	Aus	I	Shepard	295	2.75	No	NS
I	Hass	295	2.49	No	Aus	I	Shepard	315	2.75	No	NS
IGA	Hass	150	2.50	No	NS	IGA	Hass	265	2.99	No	NS
I	Hass	295	2.79	No	Aus	<b>PERTH</b>					
IGA	Hass	245	2.79	No	NZ	Coles	Hass	235	1.45	No	Aus
I	Hass	325	2.99	No	Aus	IS	Hass	240	1.89	Store	Aus
Foodworks	Hass	280	2.99	No	Aus	IGA	Hass	215	1.99	Store	Aus
I	Hass	295	2.99	No	Aus	I	Hass	225	1.99	No	Aus
<b>BRISBANE</b>						I	Hass	250	2.29	No	Aus
I	Shepard	330	1.69	Store	Aus	Woolworths	Hass	260	2.35	Store	Aus
Coles	Shepard	200	1.75	No	Aus	Woolworths	Hass	200	2.35	Store	Aus
Coles	Shepard	260	1.75	No	Aus	Woolworths	Hass	265	2.35	No	Aus
Coles	Shepard	205	1.75	No	Aus	Coles	Hass	215	2.48	No	Aus
IGA	Shepard	185	1.76	No	NS	Coles	Hass	245	2.48	No	Aus
IGA	Shepard	200	1.76	No	Aus	I	Hass	255	2.49	No	Aus
Woolworths	Shepard	250	1.76	No	Aus	I	Hass	360	2.99	No	Aus
Woolworths	Shepard	185	1.76	No	NS	IGA	Hass	375	2.99	No	NS
Woolworths	Shepard	205	1.76	No	Aus	IGA	Hass	240	2.99	No	Aus
IGA	Shepard	220	1.79	No	Aus	IGA	Hass	250	3.29	No	Aus
I	Shepard	330	1.79	Store	Aus						
I	Shepard	180	1.99	Store	Aus						
I	Shepard	260	1.99	No	NS						
I	Shepard	305	2.49	Store	NS						
I	Shepard	285	2.99	Store	Aus						
I	Shepard	296	2.99	Store	Aus						
I	Reed	480	3.49	Store	NS						

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