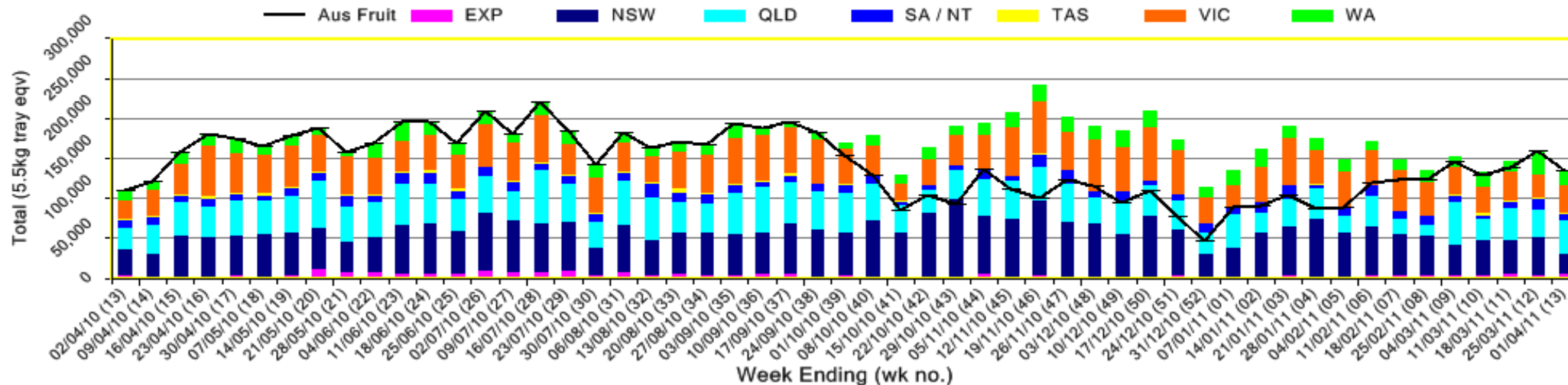


INFOCADO WEEKLY REPORT: 26th March - 1 April 2011 (Wk 13)

Industry Dispatches By Destination State and Count Size : 26th March - 1st April 2011 (Wk 13)

Dest. State	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								2,479	677	3,156	1,099				5,154
NSW	360	1,200	2,035	2,590	866	6,053	3,111	1,420	36	17,671	3,898	1,881		3,000	25,645
QLD	203	501	3,188	4,713	1,509	6,549	8,773	3,933	139	29,508	5,196	7,800	6,850		41,618
SA / NT	38	266	1,344	1,417		1,987	680	50		5,782	475	990			6,826
TAS							1,577			1,577	455				2,404
VIC	218	2,084	6,607	12,198	726	6,510	1,897	751	24	31,015	2,140	2,806			35,416
WA	1,587	1,493	643	4,869		2,824	2,771	630		14,817	1,132	995			17,056
Total	2,406	5,544	13,817	25,787	3,101	23,923	18,809	9,263	876	103,526	14,395	14,472	6,850	3,000	134,120

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,991,935 5.5kg tray eqv



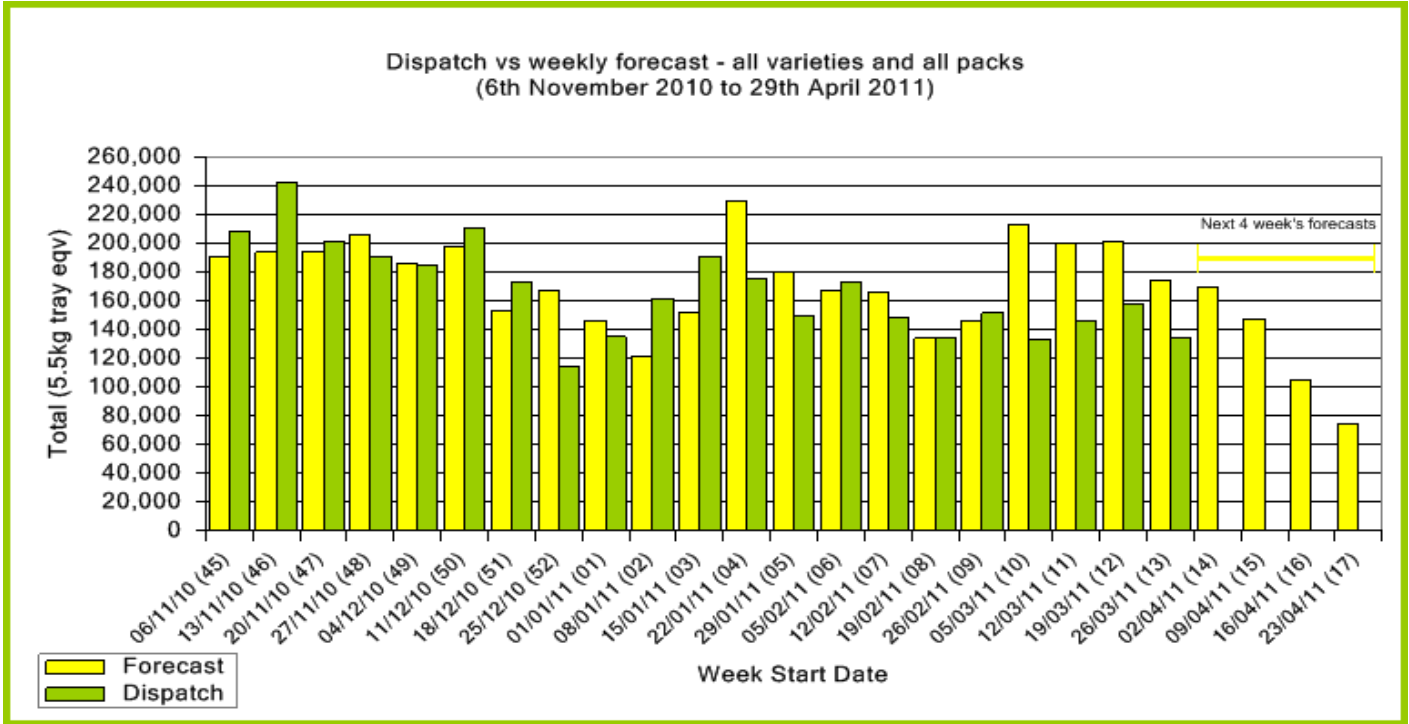
Comments From the CEO

- Rain continues to impact fruit harvesting in NQ and CQ and packing in these regions has slowed in the last week. Rain continues to be an issue this week.
- Volumes into the market have reduced on the previous forecast.
- The next Infocado Quarterly Report is due out in two weeks time and will show the overall industry position of volumes and timings of fruit to market.
- Retail prices continue to be stable in all markets with very little movement at all.



Forecast Data (Week 13 - 17)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 13 - begin 26/03/2011						
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
Week Total	151,830	9,864	17,400	4,500	1,000	173,929
Week 14 - begin 02/04/2011						
Fuerte	700	130				936
Hass	19,159	1,152	800	2,000		21,763
Lamb Hass	288	30				343
Pinkerton	1,500	120				1,718
Shepard	125,285	8,061	15,000	3,000	1,000	143,395
Wurtz	1,500					1,500
Week Total	148,432	9,493	15,800	5,000	1,000	169,656
Week 15 - begin 09/04/2011						
Fuerte	3,100	370				3,773
Hass	20,020	952		4,000		22,478
Lamb Hass	192	15				219
Pinkerton	2,500	200				2,864
Shepard	100,593	7,141	15,000	2,000		116,668
Wurtz	1,500					1,500
Week Total	127,905	8,678	15,000	6,000		147,501
Week 16 - begin 16/04/2011						
Fuerte	550	110				750
Hass	17,933	1,003		4,000		20,484
Lamb Hass	96	5				105
Pinkerton	2,000	180				2,327
Sharwil	2,500	100		1,000		2,864
Shepard	66,669	4,121	14,000	2,000		77,071
Wurtz	1,500					1,500
Week Total	91,249	5,519	14,000	7,000		105,102
Week 17 - begin 23/04/2011						
Fuerte	20					20
Hass	25,934	1,102				27,938
Lamb Hass	96	2				100
Sharwil	700	200				1,064
Shepard	38,837	1,851	10,000			44,020
Wurtz	1,500					1,500
Week Total	67,087	3,155	10,000			74,641

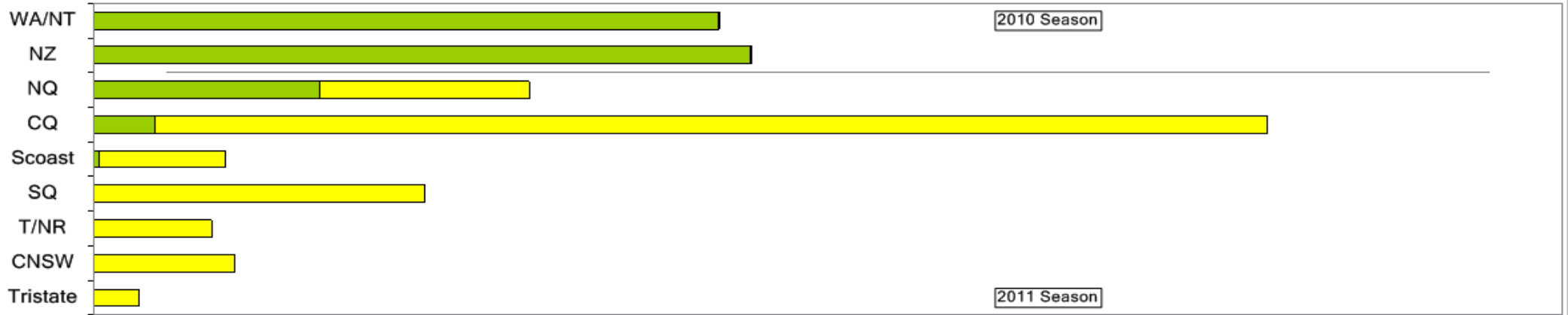
Green shading indicates dispatch data							Yellow shading indicates forecast data						
Dispatch Data (Week 13 - begin 26/03/2011)													
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv		5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon	387	13				411	Bacon	387	13				411
Fuerte	1,884	443				2,689	Fuerte	1,884	443				2,689
Hass	11,252	1,676	1,445	2,450		15,007	Hass	11,252	1,676	1,445	2,450		15,007
Lamb Hass	1,085	69				1,210	Lamb Hass	1,085	69				1,210
Reed	1,899	289				2,424	Reed	1,899	289				2,424
Shepard	86,718	11,803	13,027	4,400	3,000	111,892	Shepard	86,718	11,803	13,027	4,400	3,000	111,892
Wurtz	304	102				489	Wurtz	304	102				489
Total	103,529	14,395	14,472	6,850	3,000	134,123	Total	103,529	14,395	14,472	6,850	3,000	134,123



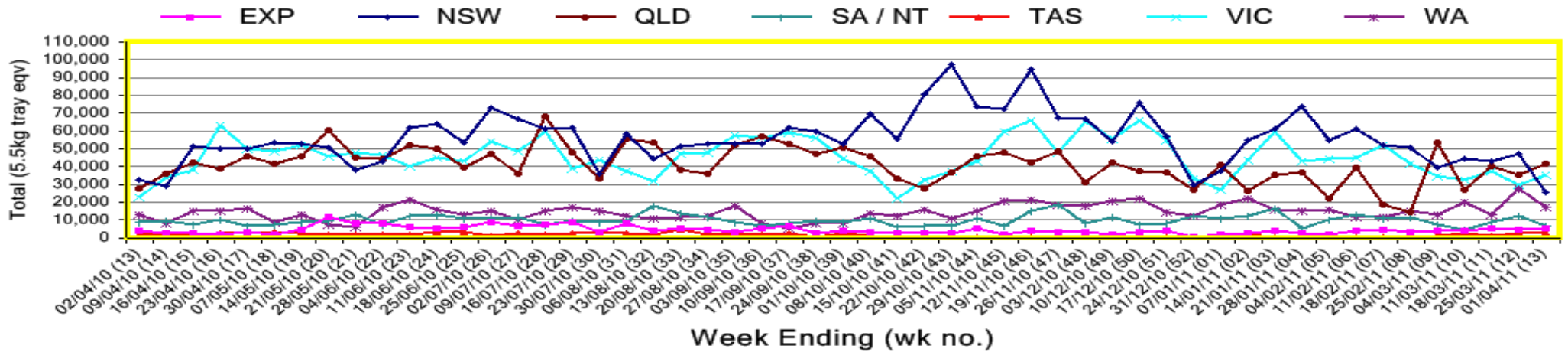
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	21,335		1,565,740
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	21,335		1,655,999

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 = 1,991,935 5.5kg tray eqv



Week 13 contributors - Packhouses

- | | |
|--|---------------------------------------|
| Advance Packing & Marketing Services P/L | Lavers Orchards |
| Aussie Orchards Growers & Packers (NQ) | Natures Fruit Company |
| Avocado Industry Council (NZAGA) | One Harvest |
| Avocados With Altitude Pty Ltd | R & M Waterman |
| Battistin Orchards | Simpson Farms Pty Ltd (Goodwood Home) |
| Bellview Orchards Pty Ltd | Sunfresh |
| Delroy Orchards | SuperPak |
| Donovan Family Investment Trust | Theart Farming Pty Ltd |
| Gunnado Farm | Tinaroo Falls Avocado Trust |
| ID & AM Leighton | Willow Creek |

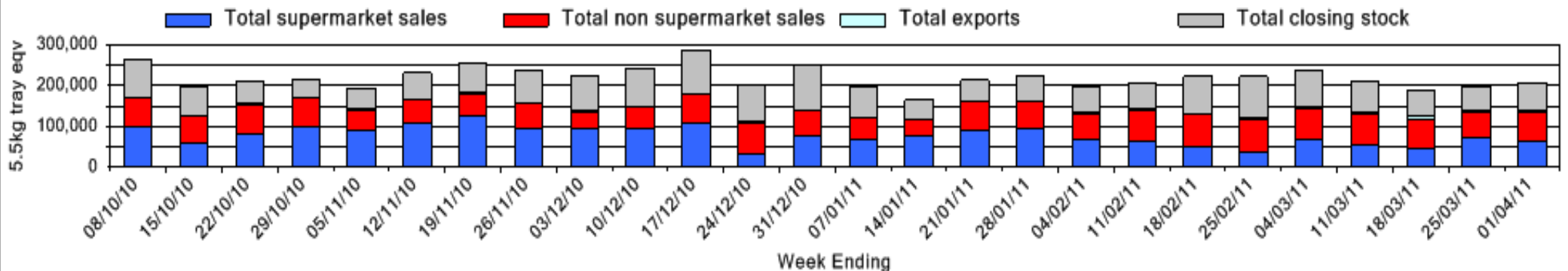
Week 13 contributors - Wholesalers

- | | |
|--|---------------------------------------|
| Allcrops Pty Ltd (Sydney) | Mercer Mooney (Perth) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Moraitis (Sydney) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Quality Produce International (Perth) |
| Costa Farms (Melbourne) | S & B Produce (Sydney) |
| Dykes Bros (Melbourne) | Sculli & Co Pty Ltd (Melbourne) |
| 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) | |

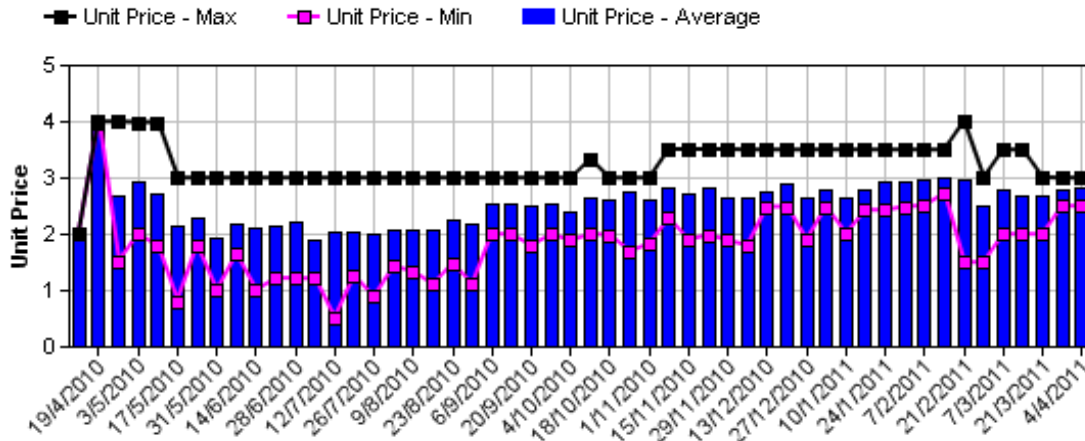
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	304	6,894		7,198		753		753	1,369		1,881		1,881	342	304	8,605		8,909
Total non supermarket sales	7,340	16,396	62	23,798	287	1,497		1,784	3,244						7,862	19,118	62	27,042
Total exports																		
Total sales	7,644	23,290	62	30,996	287	2,250		2,537	4,613		1,881		1,881	342	8,166	27,723	62	35,951
Total Stock on Hand	7,764	10,648		18,412	199	1,504		1,703	3,096						8,126	13,383		21,508
QLD																		
Total supermarket sales	6,232	11,843	142	18,217		1,391	4	1,395	2,536		6,880		6,880	1,251	6,232	15,623	149	22,005
Total non supermarket sales	9,109	4,337		13,446		1,465		1,465	2,664						9,109	7,001		16,110
Total exports		3,156		3,156		1,099		1,099	1,998							5,154		5,154
Total sales	15,341	19,336	142	34,819		3,955	4	3,959	7,198		6,880		6,880	1,251	15,341	27,778	149	43,269
Total Stock on Hand	7,984	4,402		12,386		750		750	1,364						7,984	5,766		13,750
SA & TAS																		
Total supermarket sales	5,382	7,767	1,728	14,877		455		455	827		990		990	180	5,382	8,774	1,728	15,884
Total non supermarket sales	2,994		715	3,709	660		3	663	1,205						4,194		720	4,915
Total exports																		
Total sales	8,376	7,767	2,443	18,586	660	455	3	1,118	2,033		990		990	180	9,576	8,774	2,448	20,799
Total Stock on Hand	8,152		3,598	11,750	839		140	979	1,780						9,677		3,853	13,530
VIC																		
Total supermarket sales		7,985	304	8,289		32	102	134	244		2,806		2,806	510		8,553	489	9,043
Total non supermarket sales	5,658	7,556	924	14,138		512		512	931						5,658	8,487	924	15,069
Total exports																		
Total sales	5,658	15,541	1,228	22,427		544	102	646	1,175		2,806		2,806	510	5,658	17,040	1,413	24,112
Total Stock on Hand	2,876	1,914	1,701	6,491	177	220		397	722						3,197	2,314	1,701	7,213
WA																		
Total supermarket sales	5,252	4,560	23	9,835	280		2	282	513	995			995	181	5,942	4,560	27	10,529
Total non supermarket sales	4,230		151	4,381	1,172			1,172	2,131						6,361		151	6,512
Total exports																		
Total sales	9,482	4,560	174	14,216	1,452		2	1,454	2,644	995			995	181	12,303	4,560	178	17,041
Total Stock on Hand	7,985		153	8,138	704			704	1,280						9,265		153	9,418
Total																		
Total supermarket sales	17,171	39,049	2,197	58,416	280	2,631	108	3,019	5,489	995	12,557		13,552	2,464	17,861	46,116	2,393	66,370
Total non supermarket sales	29,331	28,290	1,852	59,473	2,119	3,474	3	5,596	10,175						33,184	34,606	1,857	69,647
Total exports		3,156		3,156		1,099		1,099	1,998							5,154		5,154
Total sales	46,501	70,495	4,049	121,045	2,399	7,204	111	9,714	17,662	995	12,557		13,552	2,464	51,044	85,876	4,251	141,171
Total Stock on Hand	34,760	16,964	5,452	57,177	1,919	2,474	140	4,533	8,242						38,249	21,462	5,707	65,418

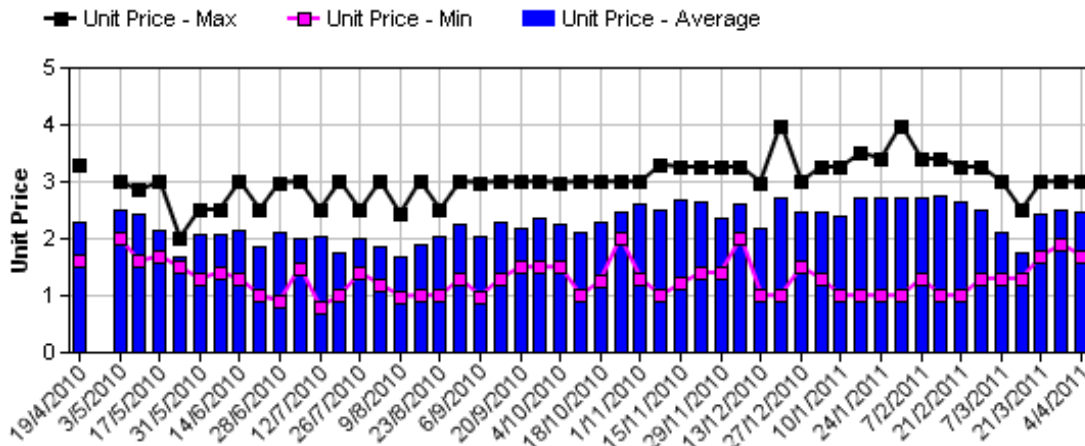
Weekly National Sales



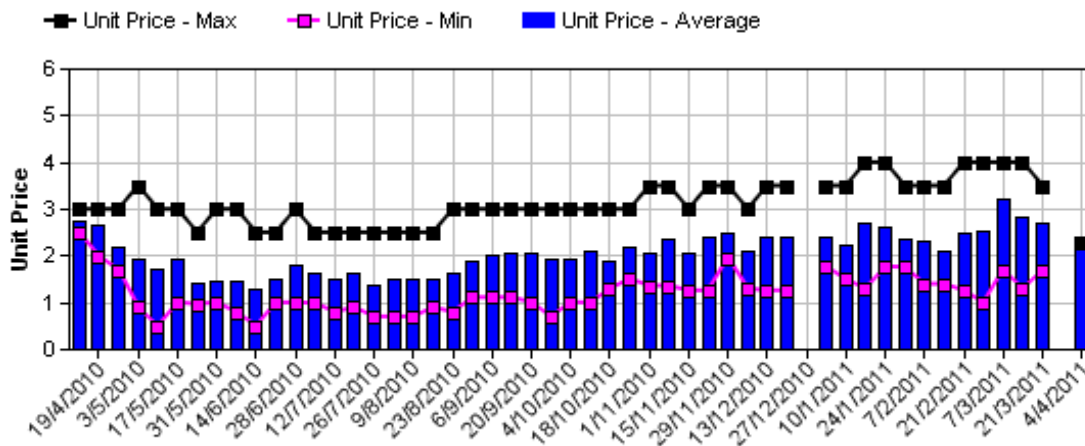
Hass Avocado Average Retail Prices - Sydney



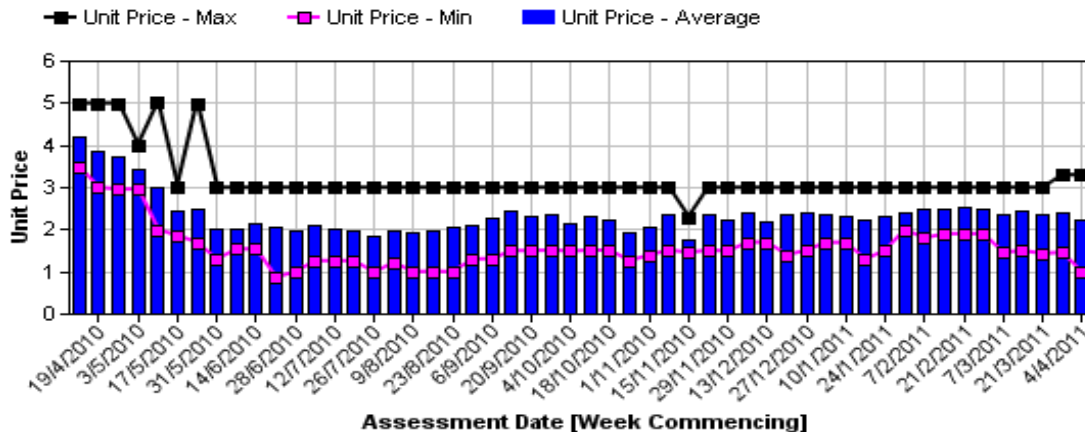
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

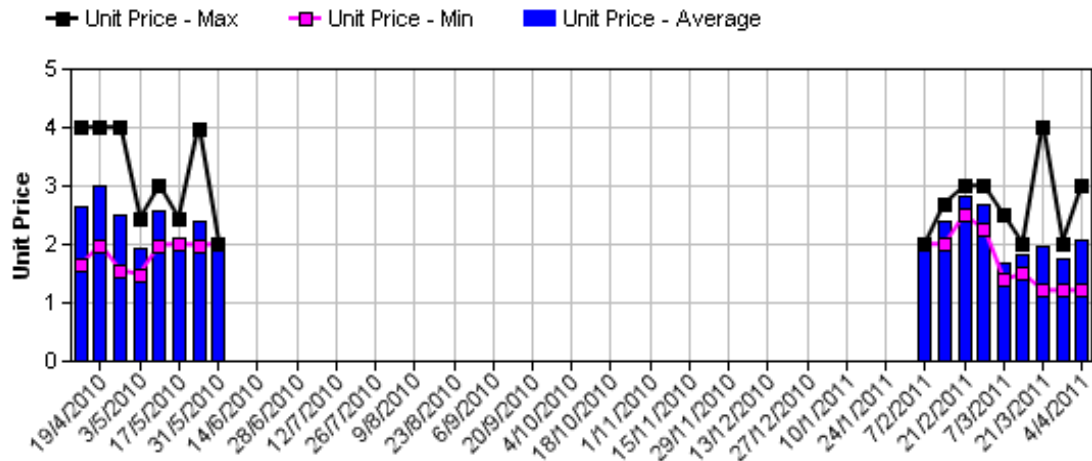


Hass Avocado Average Retail Prices - Perth

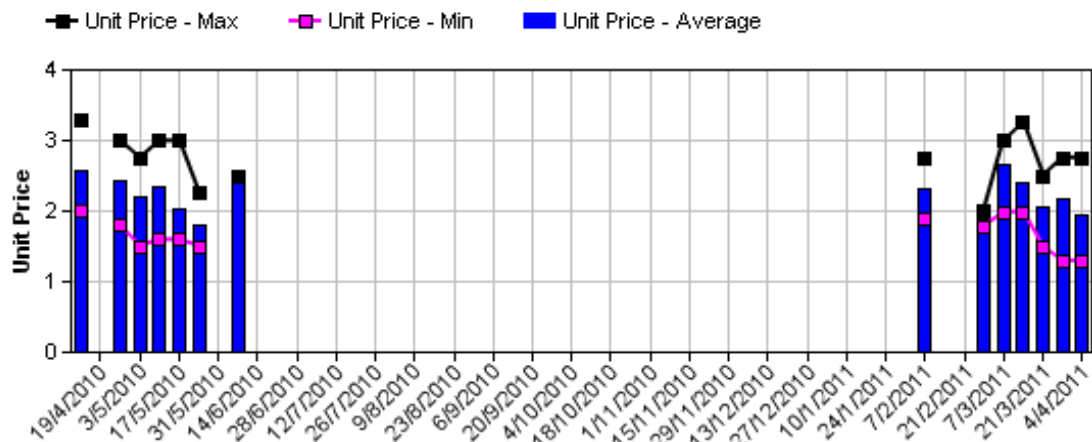


Assessment Date [Week Commencing]

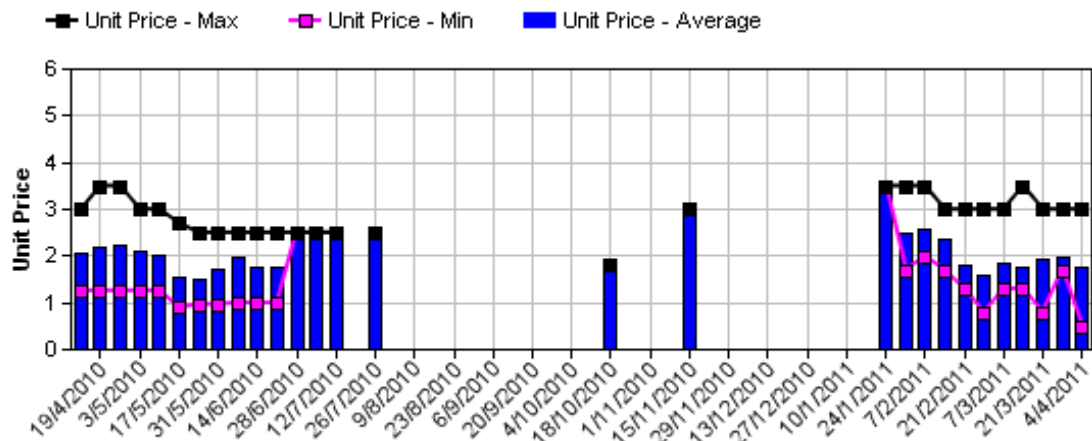
Shepard Avocado Average Retail Prices - Sydney



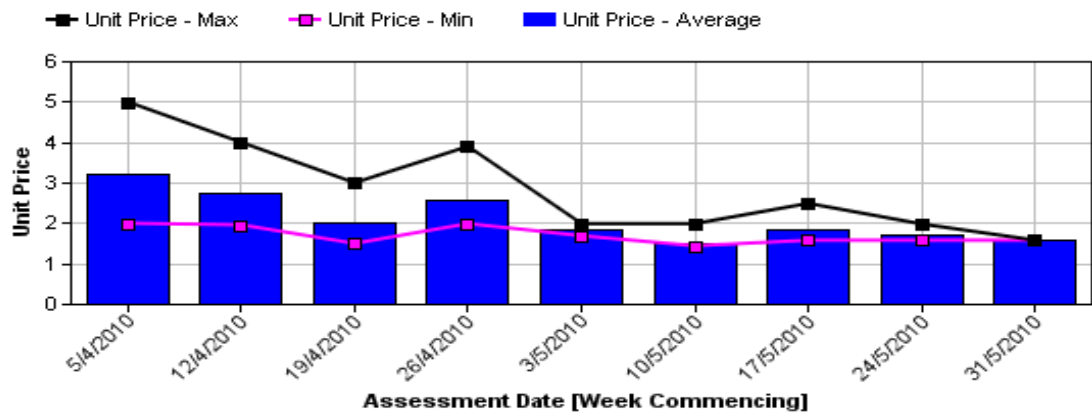
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 4th April 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Shepard	240	1.20	Store	Aus
Coles	Shepard	235	1.20	Store	Aus
I	Shepard	220	1.49	No	Aus
Coles	Shepard	210	1.98	No	Aus
Coles	Shepard	270	1.98	No	Aus
Woolworths	Shepard	260	1.98	Store	Aus
Woolworths	Shepard	265	1.98	Store	Aus
I	Shepard	290	1.99	Store	Aus
I	Shepard	215	1.99	No	Aus
I	Hass	320	2.49	No	Aus
I	Shepard	290	2.50	No	Aus
I	Shepard	330	2.50	No	Aus
I	Hass	280	2.79	No	Aus
IGA	Hass	300	2.79	No	NZ
I	Hass	340	2.99	No	Aus
I	Hass	300	2.99	No	Aus
IGA	Shepard	240	2.99	No	Aus
Foodworks	Shepard	280	2.99	No	Aus
BRISBANE					
IGA	Shepard	160	0.49	Cat	Aus
IGA	Shepard	220	0.99	Cat	Aus
IGA	Shepard	170	0.99	Cat	Aus
I	Shepard	210	1.39	Store	Aus
I	Shepard	300	1.50	Store	Aus
Coles	Shepard	255	1.75	Store	Aus
Coles	Shepard	248	1.75	Store	Aus
Coles	Shepard	220	1.75	Store	Aus
Woolworths	Shepard	280	1.87	No	Aus
Woolworths	Shepard	300	1.87	No	Aus
Woolworths	Shepard	225	1.87	No	Aus
I	Shepard	220	1.99	No	Aus
I	Hass	320	2.29	Store	Aus
I	Shepard	285	2.49	Store	NS
I	Shepard	288	2.49	Store	Aus
I	Shepard	350	2.99	No	Aus
I	Reed	390	3.49	Store	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	270	1.29	No	NS
Safeway	Shepard	285	1.45	Cat	Aus
Safeway	Shepard	245	1.45	Cat	Aus
Safeway	Shepard	310	1.45	Cat	Aus
I	Hass	250	1.69	No	NS
Coles	Shepard	290	1.98	No	Aus
I	Shepard	305	1.98	No	Aus
Coles	Shepard	285	1.98	No	Aus
Coles	Shepard	300	1.98	No	Aus
IS	Shepard	270	1.99	No	Aus
I	Shepard	235	2.40	No	NS
I	Hass	260	2.69	No	Aus
I	Shepard	310	2.75	No	NS
I	Shepard	320	2.75	No	NS
IGA	Hass	260	2.99	No	Aus
PERTH					
IS	Hass	220	0.99	Store	Aus
I	Hass	155	1.29	Store	Aus
Woolworths	Hass	265	1.42	Cat	Aus
Woolworths	Hass	260	1.42	Cat	Aus
Woolworths	Hass	310	1.68	Cat	Aus
IGA	Hass	200	1.99	Store	Aus
I	Hass	240	1.99	Store	NS
Coles	Hass	235	2.35	No	Aus
Coles	Hass	210	2.35	No	Aus
Coles	Hass	210	2.35	No	Aus
I	Hass	265	2.49	No	Aus
I	Hass	285	2.99	No	Aus
IGA	Hass	320	2.99	No	NS
IGA	Hass	270	2.99	No	Aus
I	Hass	315	2.99	No	Aus
IGA	Hass	240	3.29	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

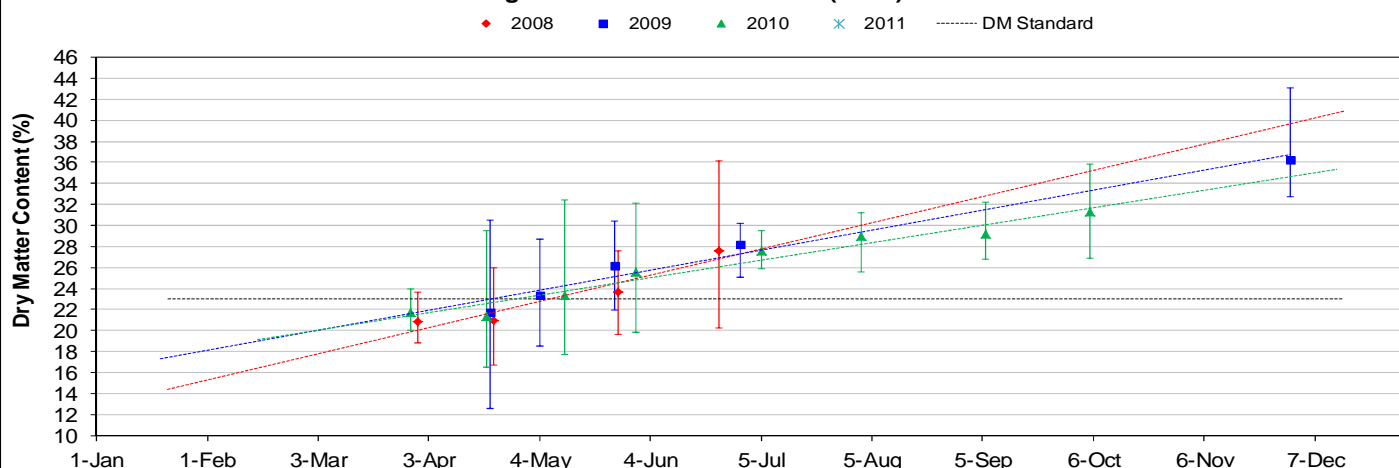


Avocado DM Content Report

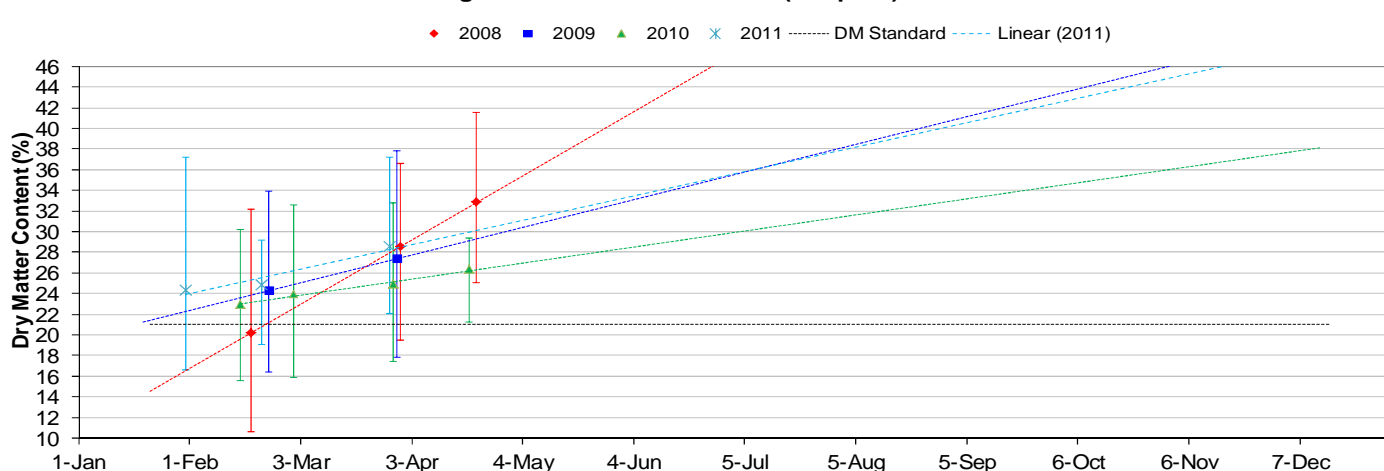
Fruit collected 28th March 2011

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 28th March 2011									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%		0%		0%					0%	0%
18.1%-20.9%		0%		2%					0%	0%
21%-22.9%		1%		8%					0%	0%
23%-28%		20%		28%					17%	0%
27.1%-40%		39%		31%					42%	50%
>40%		39%		31%					42%	50%

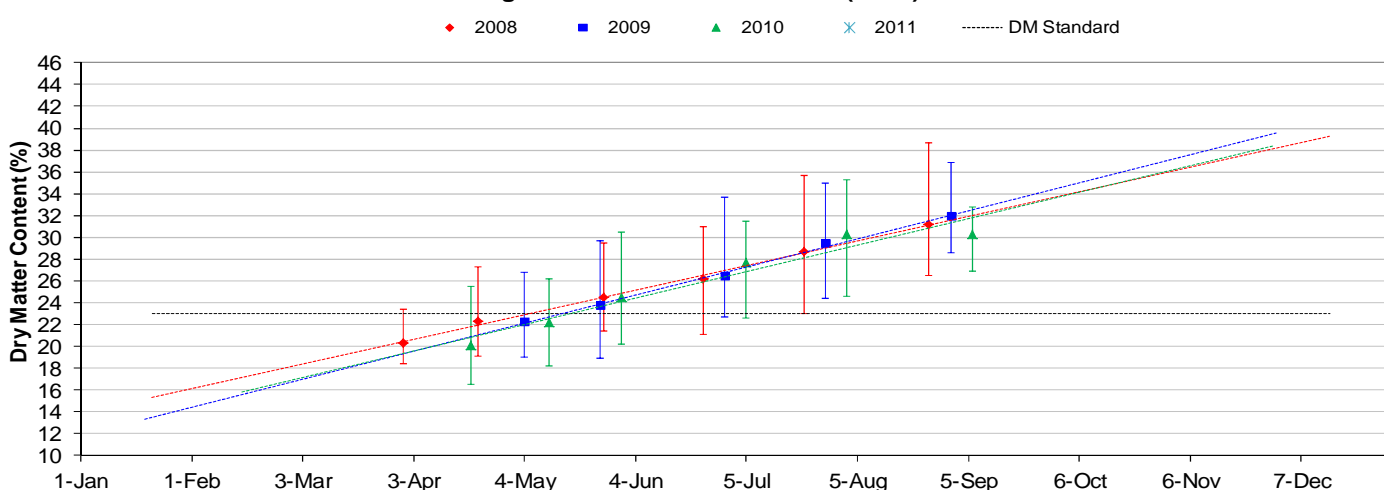
Average DM Content - North Qld (Hass) as of 28th March 2011



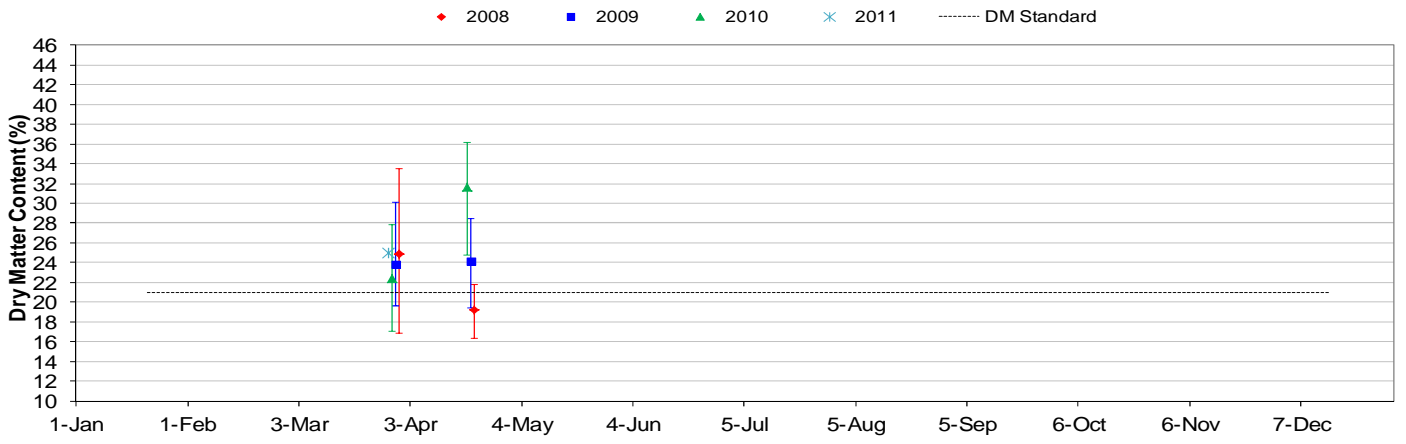
Average DM Content - North Qld (Shepard) as of 28th March 2011



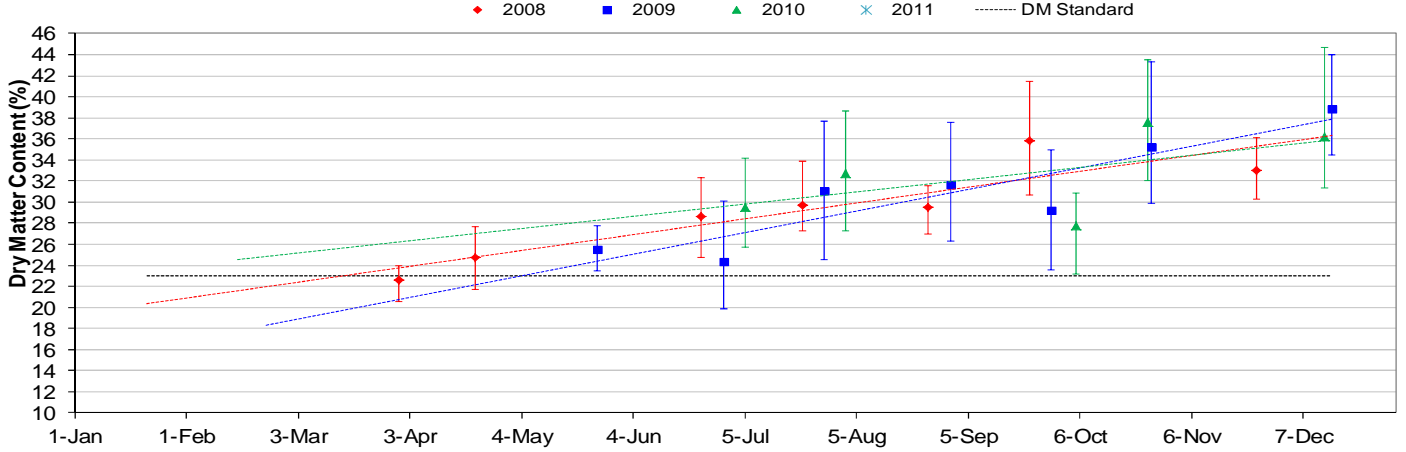
Average DM Content - Central Qld (Hass) as of 28th March 2011



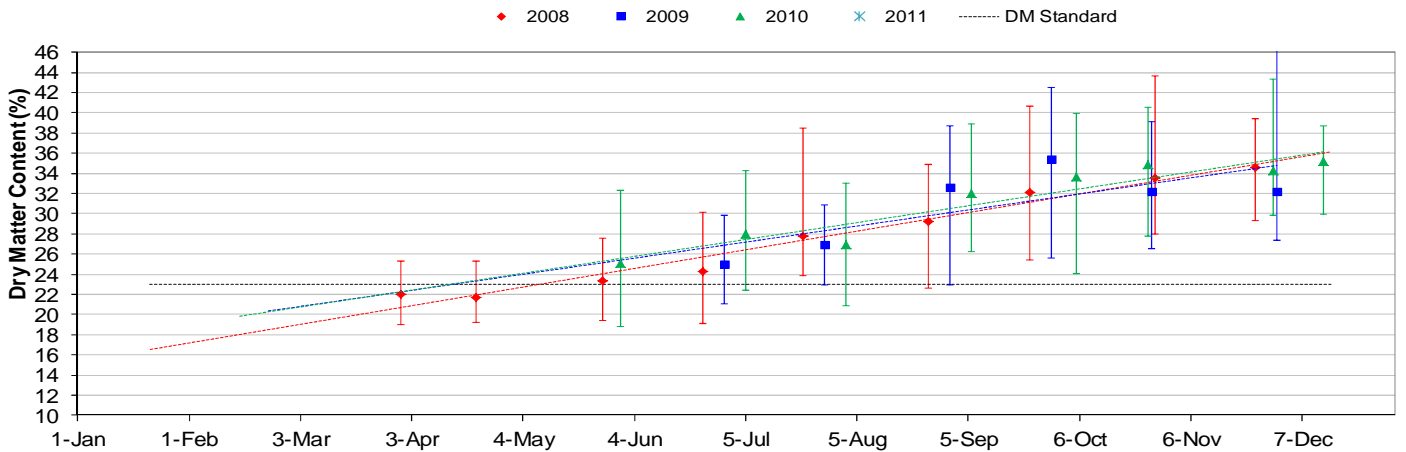
Average DM Content - Central Qld (Shepard) as of 28th March 2011



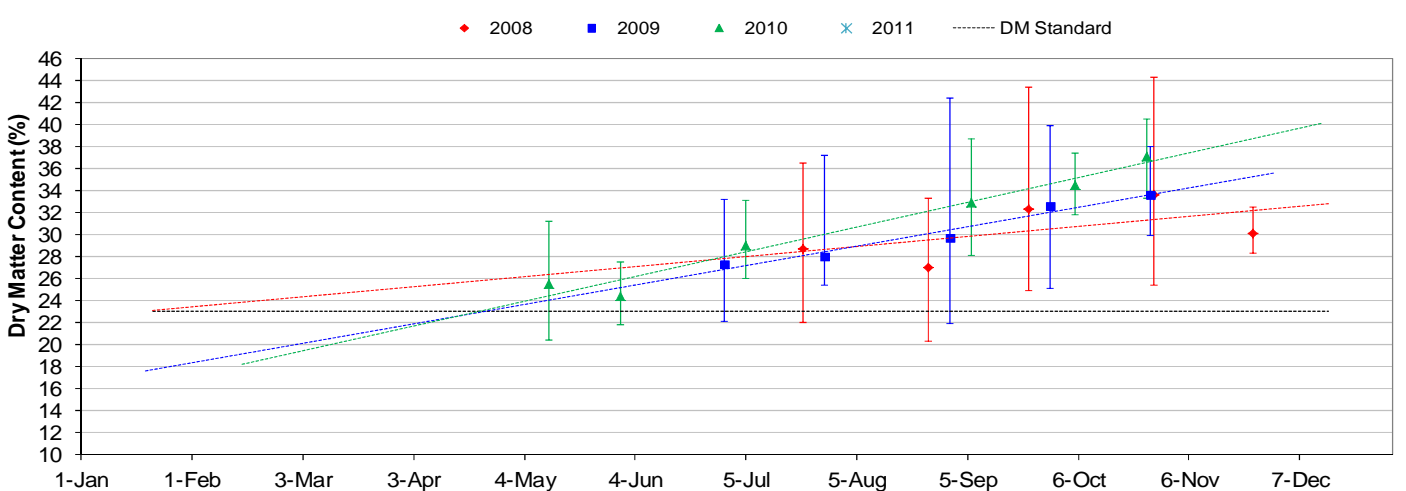
Average DM Content - Sunshine Coast (Hass) as of 28th March 2011



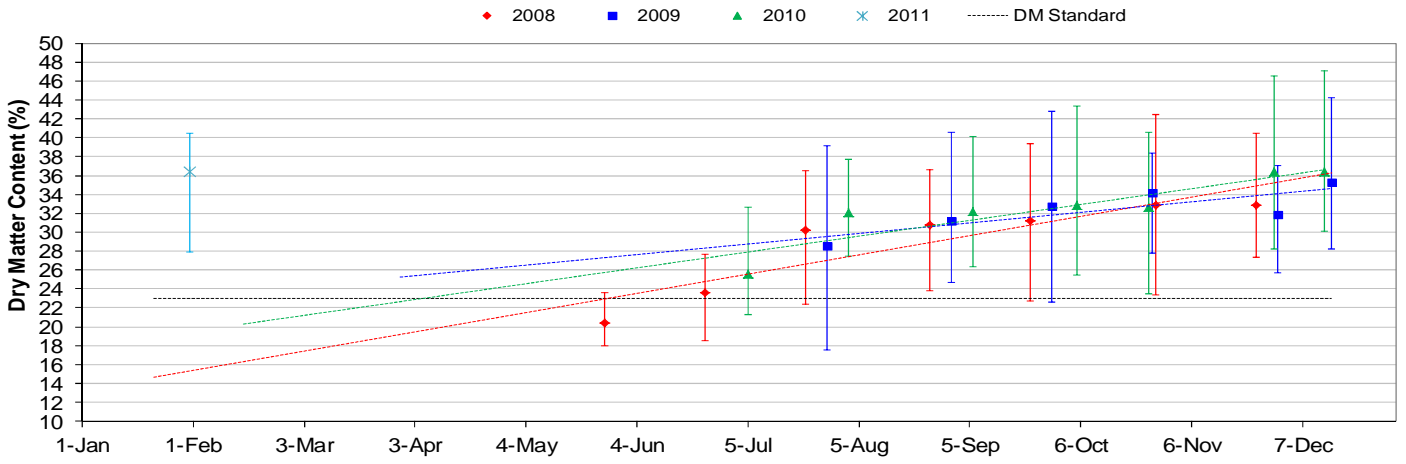
Average DM Content - South Qld (Hass) as of 28th March 2011



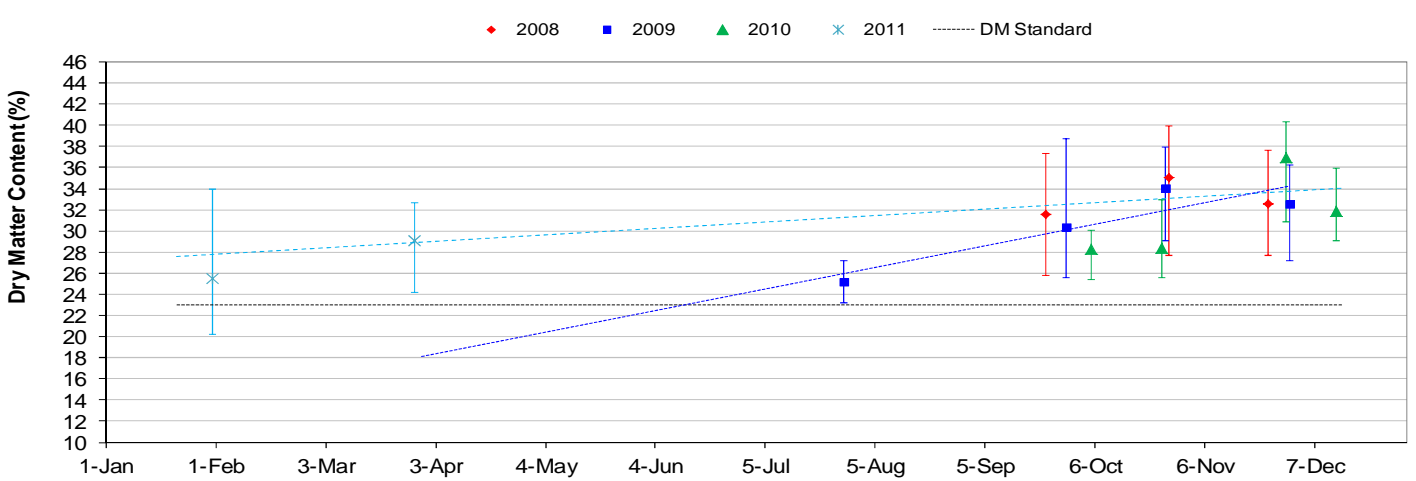
Average DM Content - Northern NSW (Hass) as of 28th March 2011



Average DM Content - Central NSW (Hass) as of 28th March 2011



Average DM Content - Tristate (Hass) as of 28th March 2011



Average DM Content - WA (Hass) as of 28th March 2011

