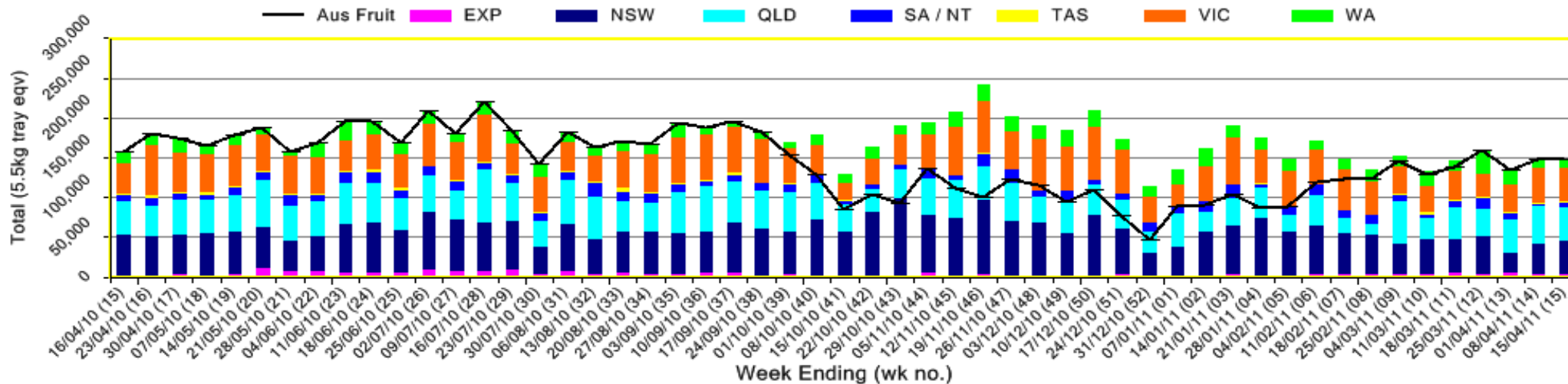


INFOCADO WEEKLY REPORT: 9th - 15th April 2011 (Wk 15)

Industry Dispatches By Destination State and Count Size : 9th April - 15th April 2011 (Wk 15)

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								1,105	474	1,579	1,254					3,859
NSW	539	1,705	4,364	8,502	1,659	8,342	5,705	2,587	90	33,493	4,572	3,300				42,406
QLD	9	359	1,271	3,381	3,344	7,188	8,498	4,384	855	29,289	2,475	8,410	15,950	14,470		40,849
SA / NT			3,040	1,720		597	597	840		6,794	96	1,980				7,329
TAS								1,200		1,200	269					1,689
VIC	934	4,335	7,162	9,314	96	4,999	1,716	809	239	29,604	6,435	2,000				41,668
WA	174	369	337	957		1,901	5,093	971	242	10,044	792	1,854				11,821
Total	1,656	6,768	16,174	23,874	5,099	23,027	22,809	10,696	1,900	112,003	15,893	17,544	15,950	14,470		149,620

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 2,288,643 5.5kg tray eqv



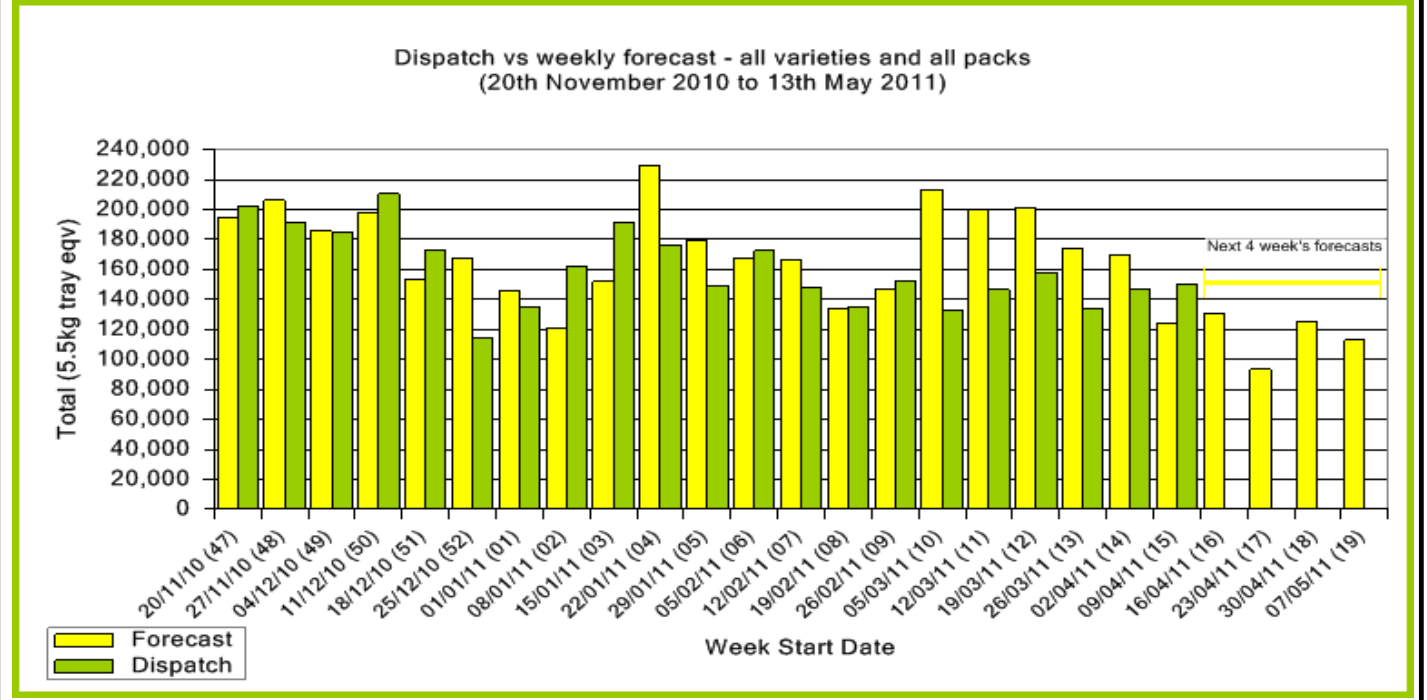
Comments From the CEO

- The next three weeks will see the change over from Shepard to Hass being the majority variety in the market place.
- The SC region has begun harvesting Hass, as has NQ and CQ.
- Stock at hand is trending down with volumes continuing to be affected by rain in harvesting regions.
- Retail prices are variable across all states with Sydney unusually trending upwards.



Forecast Data (Week 15 - 19)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 15 - begin 09/04/2011					
Fuerte	2,450	360			3,105
Hass	18,833	952		4,000	21,291
Lamb Hass	192	15			219
Pinkerton	5,250	510			6,177
Sharwil	300	30			355
Shepard	78,054	5,395	14,000	1,000	90,590
Wurtz	2,000				2,000
Week Total	107,079	7,262	14,000	5,000	123,737
Week 16 - begin 16/04/2011					
Fuerte	650	180			977
Hass	35,195	3,903	4,000	5,000	43,927
Lamb Hass	96	5			105
Pinkerton	3,800	380			4,491
Sharwil	2,800	130		1,000	3,218
Shepard	62,121	4,841	23,500	500	75,287
Wurtz	3,000				3,000
Week Total	107,662	9,439	27,500	6,500	131,006
Week 17 - begin 23/04/2011					
Fuerte	150	60			259
Hass	41,464	1,702	4,000	5,000	46,195
Lamb Hass	6	2			10
Pinkerton	2,500	360			3,155
Sharwil	1,050	240			1,486
Shepard	35,110	2,265	6,000		40,319
Wurtz	1,800	10			1,818
Week Total	82,080	4,639	10,000	5,000	93,242
Week 18 - begin 30/04/2011					
Fuerte	150	60			259
Hass	89,329	5,248	10,000	5,000	101,598
Lamb Hass	6				6
Pinkerton	2,500	260			2,973
Sharwil	1,050	240			1,486
Shepard	14,450	1,265			16,750
Wurtz	2,600	10			2,618
Week Total	110,085	7,083	10,000	5,000	125,690
Week 19 - begin 07/05/2011					
Fuerte	120	40			193
Hass	85,819	5,498	3,000	4,000	97,087
Pinkerton	1,200	140			1,455
Shepard	10,316	700			11,589
Wurtz	2,400	10			2,418
Week Total	99,855	6,388	3,000	4,000	112,742

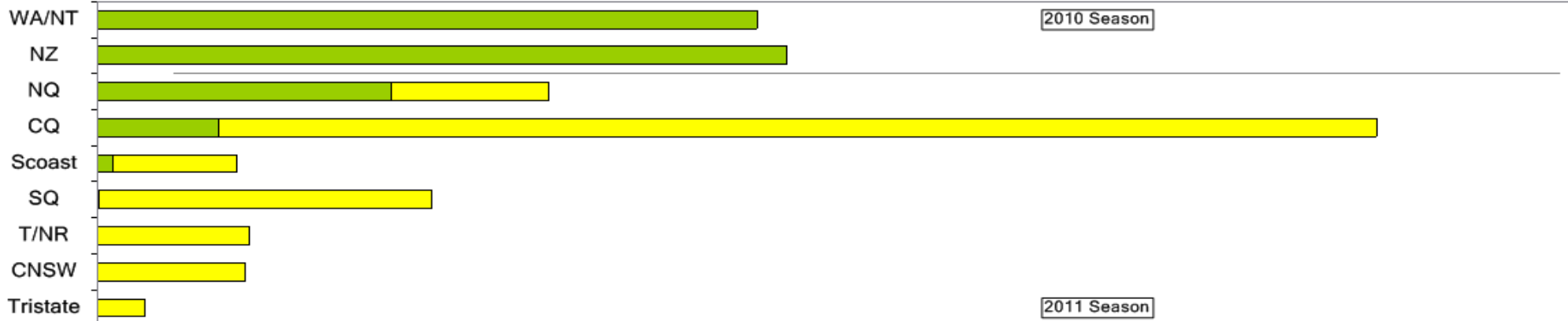
Green shading indicates dispatch data							Yellow shading indicates forecast data	
Dispatch Data (Week 15 - begin 9/04/2011)								
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Total Trays	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays		
Bacon	147	231				567	567	
Fuerte	167	307				725	725	
Hass	35,777	3,490	4,854	13,950	13,570	48,008	48,008	
Lamb Hass	316	17				347	347	
Pinkerton	3,492	804				4,954	4,954	
Sharwil	624	10				642	642	
Shepard	67,820	9,948	12,690	2,000	900	88,742	88,742	
Wurtz	3,659	1,086				5,634	5,634	
Total	112,002	15,893	17,544	15,950	14,470	149,619	149,619	



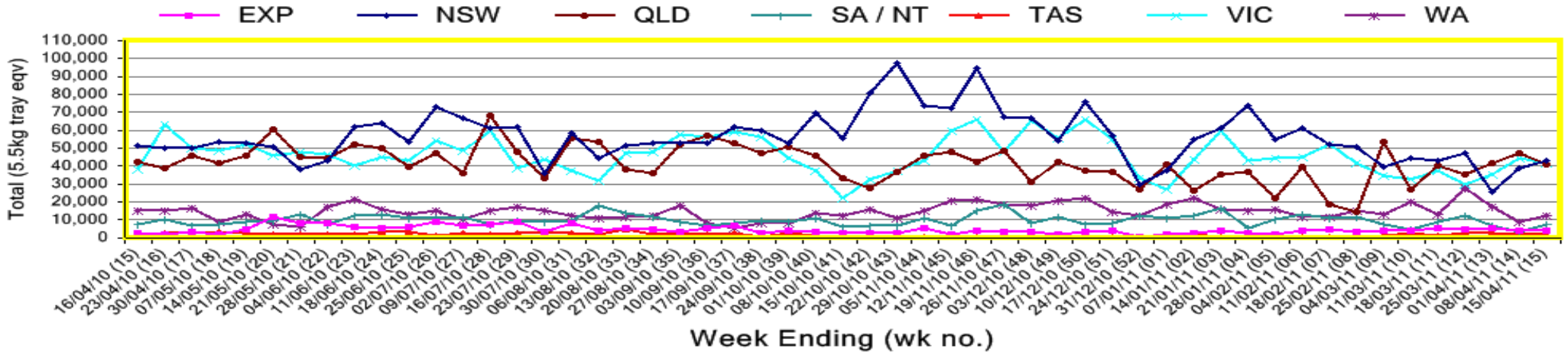
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	21,335	2,086	1,567,826
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	21,335		1,658,085

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 = 2,288,643 5.5kg tray eqv



Week 15 contributors - Packhouses

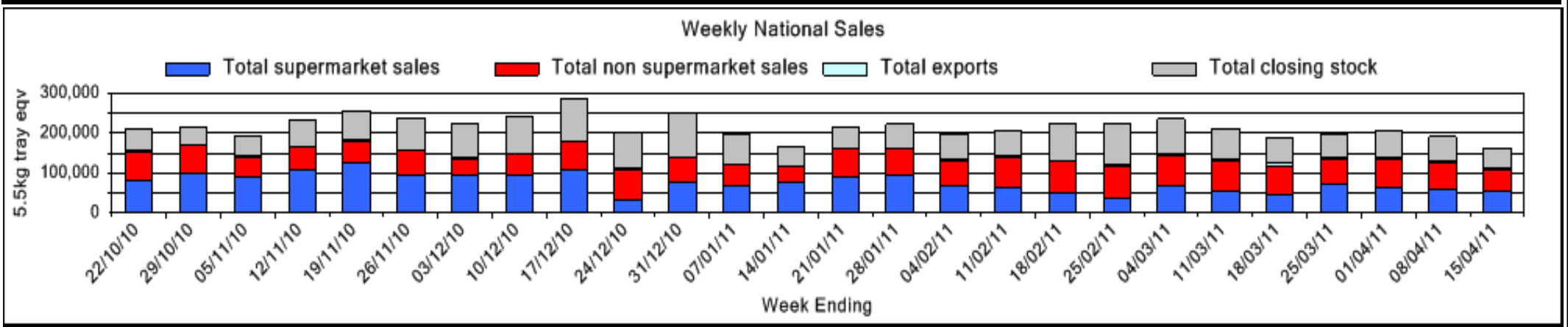
SuperPak	Avocados With Altitude Pty Ltd
Donovan Family Investment Trust	Aussie Orchards Growers & Packers
Sunnyspot Packhouse PL	Battistin Orchards
Simpson Farms Pty Ltd (Goodwood Home)	Tropicado Avocados
Avocado Industry Council (NZAGA)	One Harvest
R & M Waterman	Sunfresh
Tinaroo Falls Avocado Trust	Natures Fruit Company
Lavers Orchards	Delroy Orchards
Gunnado Farm	Willow Creek

Week 15 contributors - Wholesalers

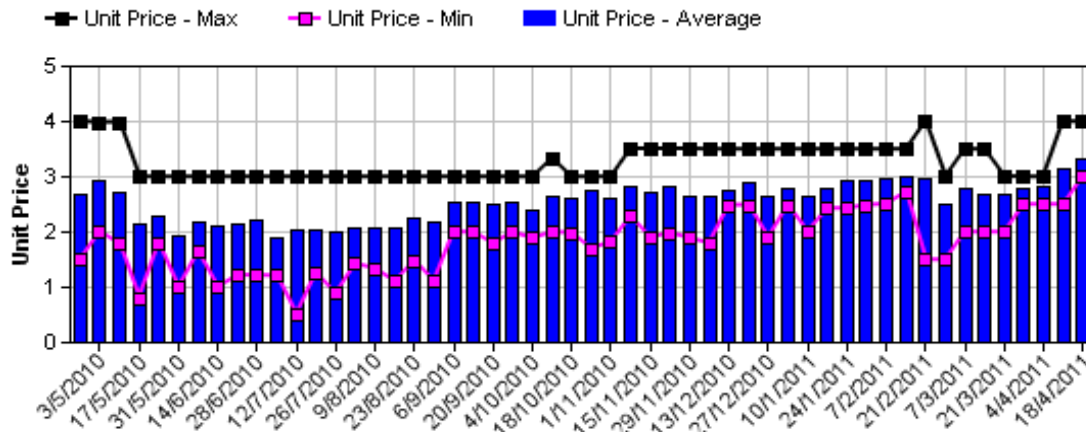
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Quality Produce International (Perth)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Dykes Bros (Melbourne)	Sculli & Co Pty Ltd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

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

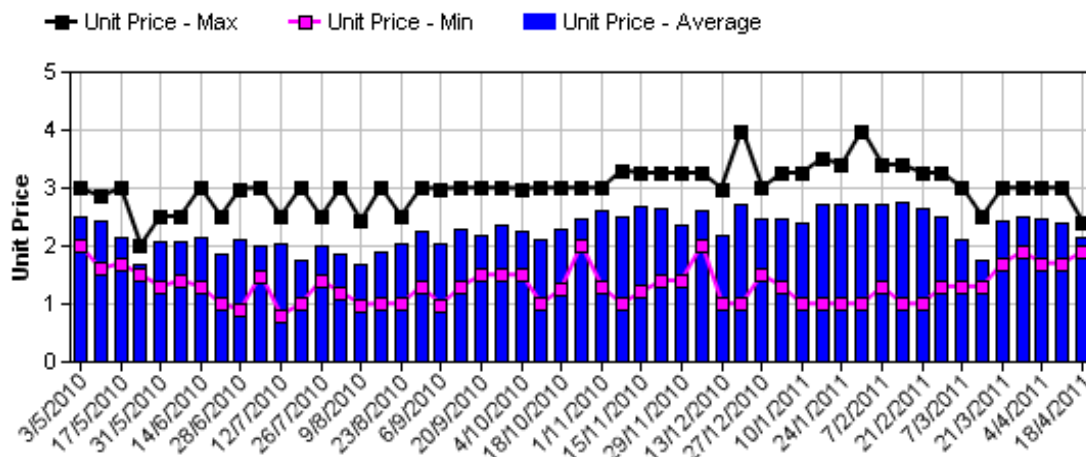
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	148	11,113		11,261		377		377	685		3,300		3,300	600	148	12,398		12,547
Total non supermarket sales	2,299	8,579	293	11,171	230	680	142	1,052	1,913						2,717	9,815	551	13,084
Total exports																		
Total sales	2,447	19,692	293	22,432	230	1,057	142	1,429	2,598		3,300		3,300	600	2,866	22,214	551	25,631
Total Stock on Hand	1,874	2,687	371	4,932	250	497		747	1,358						2,329	3,591	371	6,290
QLD																		
Total supermarket sales	5,448	12,006	22	17,476		301		301	547		3,800		3,800	691	5,448	13,244	22	18,714
Total non supermarket sales	9,800	4,026	712	14,538		1,550	56	1,606	2,920						9,800	6,844	814	17,458
Total exports		1,579		1,579		1,254		1,254	2,280							3,859		3,859
Total sales	15,248	17,611	734	33,593		3,105	56	3,161	5,747		3,800		3,800	691	15,248	23,947	836	40,031
Total Stock on Hand	13,224	5,095		18,319	189	1,177		1,366	2,484						13,568	7,235		20,803
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	3,322	5,522	505	9,349	505	285	53	843	1,533		1,980		1,980	360	4,241	6,400	601	11,242
Total Stock on Hand	3,876	14	966	4,856	1,237		19	1,256	2,284						6,125	14	1,001	7,139
VIC																		
Total supermarket sales	2,179	8,195	144	10,518		332	44	376	684		2,000		2,000	364	2,179	9,162	224	11,565
Total non supermarket sales	3,858	6,416	2,589	12,864	67	427	935	1,429	2,598						3,980	7,193	4,289	15,462
Total exports																		
Total sales	6,037	14,611	2,733	23,381	67	759	979	1,805	3,282		2,000		2,000	364	6,159	16,355	4,513	27,027
Total Stock on Hand	5,154	3,601	2,287	11,041	341	1,130	14	1,485	2,700						5,774	5,655	2,312	13,741
WA																		
Total supermarket sales	2,484	2,400		4,884						1,854			1,854	337	2,821	2,400		5,221
Total non supermarket sales	3,131	141		3,272	721			721	1,311						4,442	141		4,583
Total exports																		
Total sales	5,615	2,541		8,156	721			721	1,311	1,854			1,854	337	7,263	2,541		9,804
Total Stock on Hand	1,349		145	1,494	13			13	24						1,373		145	1,518
Total																		
Total supermarket sales	11,353	39,218	166	50,737		1,279	44	1,323	2,405	1,854	11,080		12,934	2,352	11,690	43,558	246	55,494
Total non supermarket sales	21,317	19,180	4,099	44,597	1,523	2,673	1,186	5,382	9,785						24,086	24,040	6,256	54,382
Total exports		1,579		1,579		1,254		1,254	2,280							3,859		3,859
Total sales	32,670	59,977	4,265	96,912	1,523	5,206	1,230	7,959	14,471	1,854	11,080		12,934	2,352	35,776	71,457	6,502	113,735
Total Stock on Hand	25,477	11,397	3,769	40,642	2,030	2,804	33	4,867	8,849						29,168	16,495	3,829	49,491



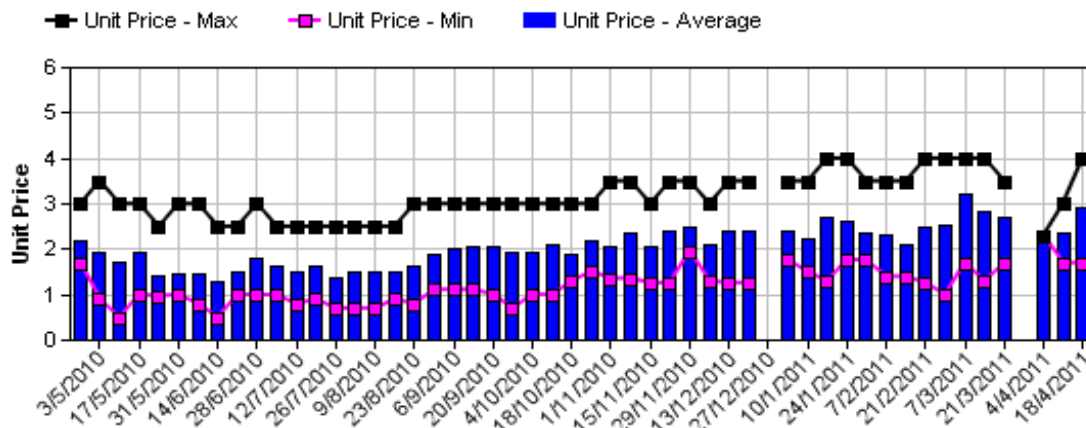
Hass Avocado Average Retail Prices - Sydney



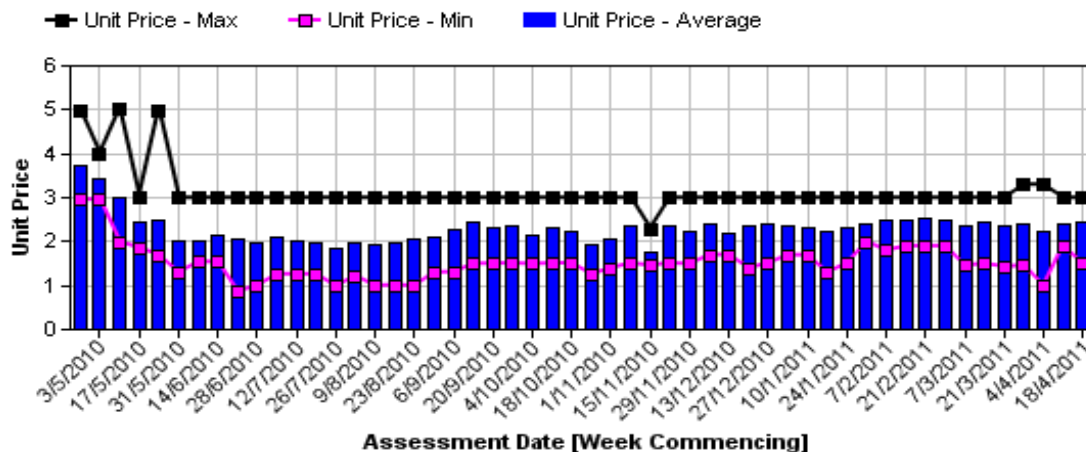
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

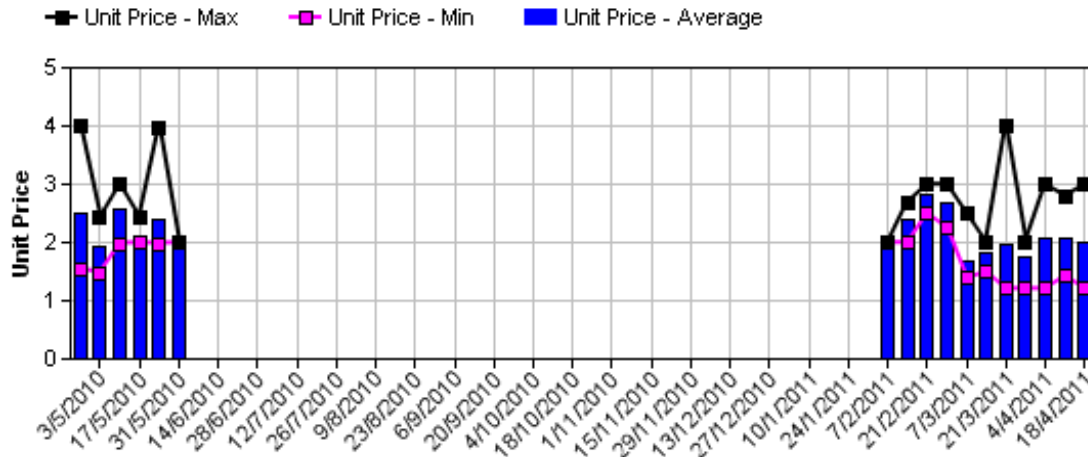


Hass Avocado Average Retail Prices - Perth

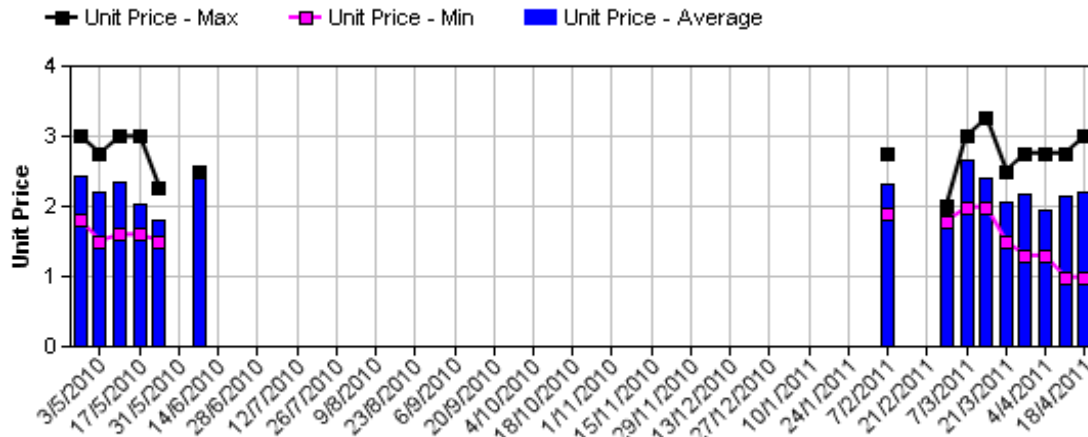


Assessment Date [Week Commencing]

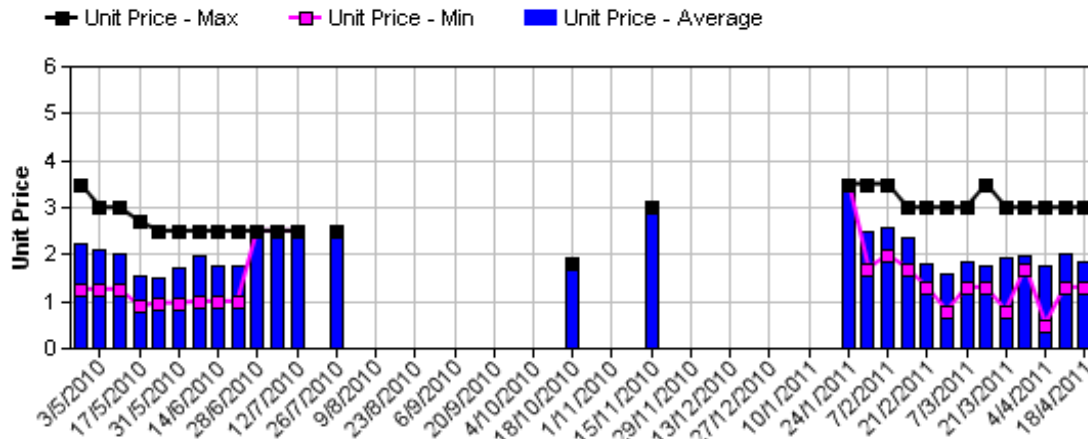
Shepard Avocado Average Retail Prices - Sydney



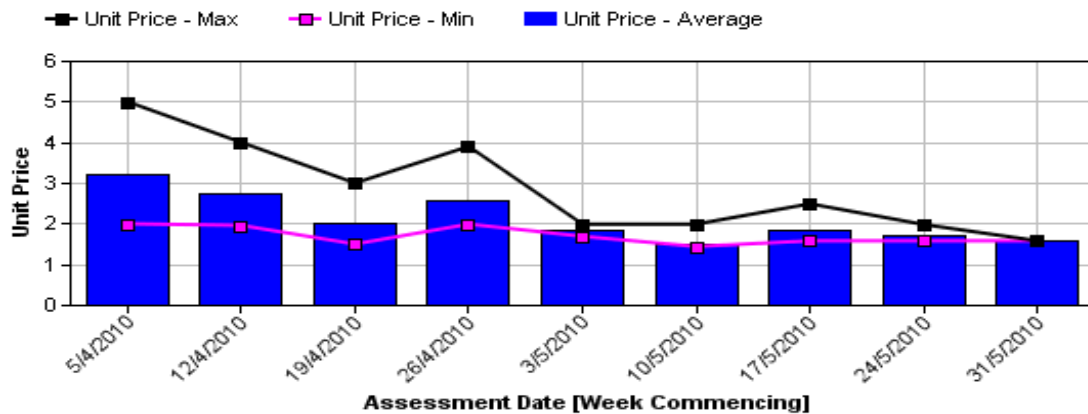
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 18th April 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Shepard	230	1.20	Store	Aus	I	Shepard	265	0.98	Store	Aus
Woolworths	Shepard	240	1.20	Store	Aus	I	Shepard	240	1.29	No	NS
I	Shepard	150	1.25	Store	Aus	I	Hass	270	1.89	No	NS
IGA	Shepard	310	1.49	Store	NZ	Coles	Shepard	250	1.98	No	Aus
Coles	Shepard	260	1.98	No	Aus	Coles	Shepard	300	1.98	No	Aus
Woolworths	Shepard	270	1.98	No	Aus	Coles	Shepard	315	1.98	No	Aus
Coles	Shepard	240	1.98	No	Aus	IS	Shepard	290	1.99	No	NS
Woolworths	Shepard	240	1.98	Store	Aus	Safeway	Shepard	290	2.28	No	Aus
I	Shepard	285	1.99	No	Aus	Safeway	Shepard	295	2.28	No	Aus
I	Shepard	275	1.99	Store	Aus	Safeway	Shepard	280	2.28	No	Aus
Foodworks	Shepard	320	2.49	No	Aus	I	Hass	260	2.40	No	NS
I	Shepard	275	2.49	No	Aus	I	Shepard	310	2.75	No	NS
IGA	Shepard	295	2.50	No	Aus	I	Shepard	310	2.75	No	NS
I	Shepard	270	2.50	No	Aus	IGA	Shepard	265	2.99	No	Aus
I	Hass	255	2.99	No	Aus	I	Shepard	290	2.99	No	Aus
I	Shepard	315	2.99	No	Aus	PERTH					
I	Hass	315	2.99	No	Aus	IS	Hass	200	1.49	Store	Aus
I	Hass	165	3.99	No	Aus	Woolworths	Shepard	200	1.98	Store	Aus
BRISBANE						Woolworths	Shepard	195	1.98	Store	Aus
I	Shepard	185	1.29	Store	Aus	Woolworths	Shepard	200	1.98	Store	Aus
Woolworths	Shepard	200	1.48	Cat	Aus	I	Hass	280	1.99	Store	Aus
IGA	Shepard	200	1.48	Store	Aus	I	Hass	320	1.99	Store	Aus
Woolworths	Shepard	220	1.48	Cat	Aus	IGA	Hass	200	1.99	Store	Aus
Woolworths	Shepard	270	1.48	No	Aus	Coles	Shepard	225	2.25	Store	Aus
IGA	Shepard	160	1.49	No	NS	Coles	Shepard	240	2.25	Store	Aus
I	Shepard	220	1.49	Store	Aus	I	Hass	275	2.49	No	Aus
IGA	Shepard	200	1.49	Cat	Aus	I	Hass	230	2.50	No	Aus
I	Shepard	270	1.50	Store	Aus	IGA	Hass	300	2.99	No	NS
I	Hass	200	1.69	Store	Aus	IGA	Hass	280	2.99	No	Aus
Coles	Shepard	220	1.85	No	Aus	IGA	Hass	260	2.99	No	Aus
Coles	Shepard	210	1.85	No	Aus	I	Hass	290	2.99	No	Aus
I	Shepard	250	2.99	Store	NS						
I	Shepard	260	2.99	Store	Aus						
I	Shepard	335	2.99	Store	Aus						
I	Hass	250	2.99	Store	Aus						
I	Shepard	290	2.99	Store	Aus						
I	Hass	270	2.99	No	Aus						
I	Hass	275	3.99	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