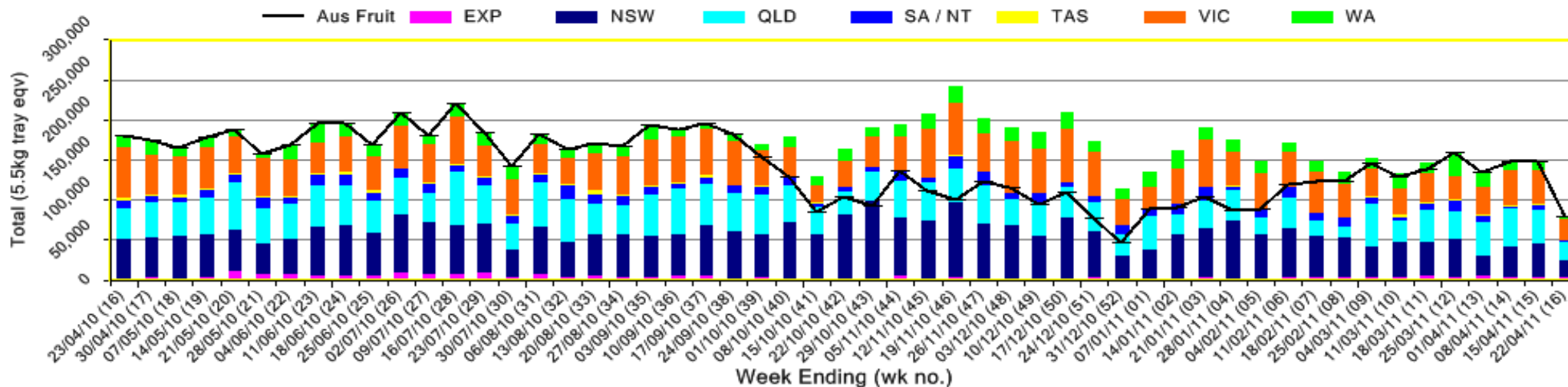


# INFOCADO WEEKLY REPORT: 16th - 22th April 2011 (Wk 16)

Industry Dispatches By Destination State and Count Size : 16th April - 22nd April 2011 (Wk 16)

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								1,253	1,519	2,772	339					3,388
NSW	692	2,355	1,674	4,310	869	2,828	2,754	1,538	26	17,046	1,954	3,459				21,228
QLD	807	824	1,131	2,099	392	3,439	2,020	2,066	502	13,280	1,869	13,069	12,600	7,725		22,750
SA / NT		34	68	1,154	24	38	62	30		1,410	164	1,661				2,010
TAS							640			640	96					815
VIC	610	2,534	6,351	4,719	443	2,824	1,564	439	18	19,502	3,017	1,947				25,341
WA		44	125	1,863		379	1,918	83	138	4,550						4,550
<b>Total</b>	<b>2,109</b>	<b>5,791</b>	<b>9,349</b>	<b>14,145</b>	<b>1,728</b>	<b>9,508</b>	<b>8,958</b>	<b>5,409</b>	<b>2,203</b>	<b>59,200</b>	<b>7,439</b>	<b>20,136</b>	<b>12,600</b>	<b>7,725</b>		<b>80,082</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 2,368,725 5.5kg tray eqv



## Comments From the CEO

- Rain has had a significant impact on the dispatches for last week with volumes down 40% on forecasts.
- This week will also see a lower dispatched volume as the Easter/ANZAC long weekend and rain impacts are felt.
- Stock at hand is at a low point and wholesale prices are moving upwards.
- Retail prices are stable and peaks and lows are reducing.



Forecast Data (Week 16 - 20)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 16 - begin 16/04/2011</b>					
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
<b>Week Total</b>	<b>107,662</b>	<b>9,439</b>	<b>27,500</b>	<b>6,500</b>	<b>131,006</b>

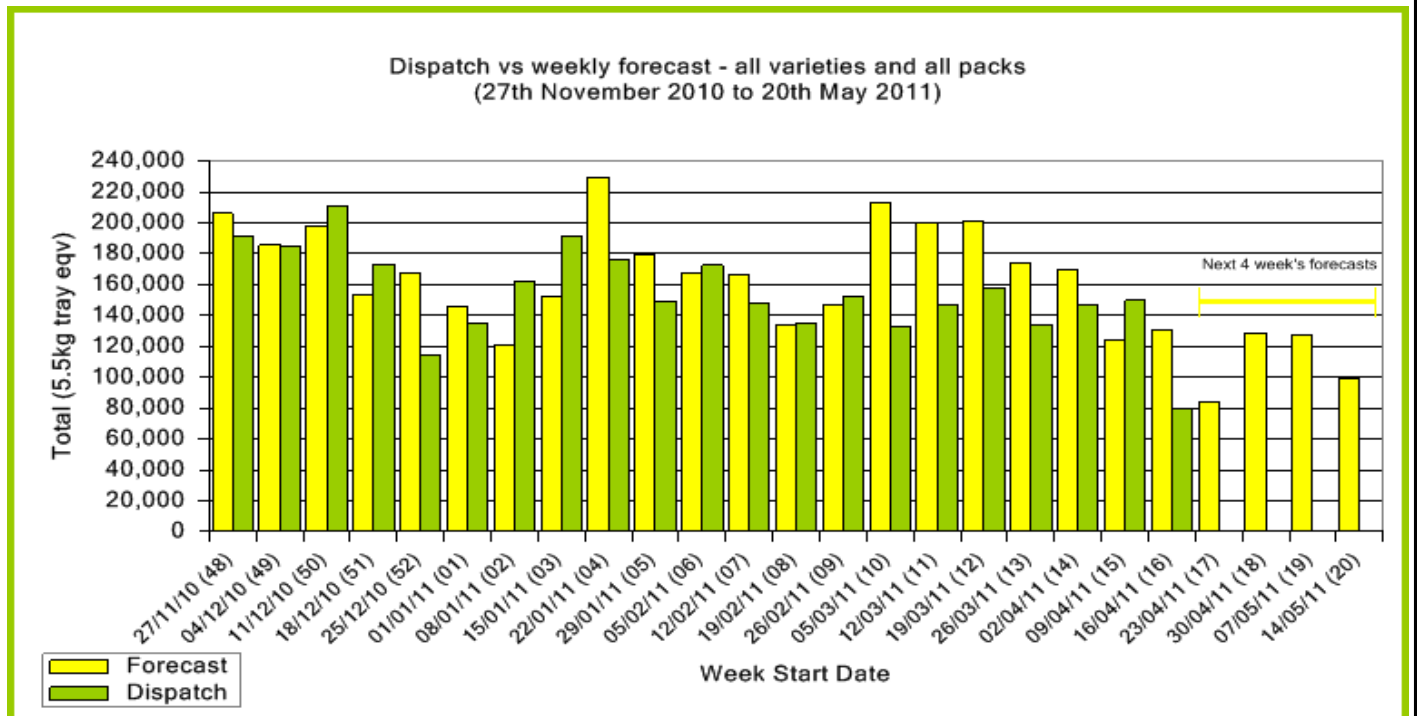
<b>Week 17 - begin 23/04/2011</b>					
Fuerte	20	20			56
Hass	44,191	1,652	13,260	5,000	50,515
Lamb Hass	6	2			10
Pinkerton	3,500	450			4,318
Sharwil	1,050	240			1,486
Shepard	21,880	1,823	6,000		26,286
Wurtz	1,600				1,600
<b>Week Total</b>	<b>72,247</b>	<b>4,187</b>	<b>19,260</b>	<b>5,000</b>	<b>84,271</b>

<b>Week 18 - begin 30/04/2011</b>					
Fuerte	20	20			56
Hass	89,513	5,132	13,000	5,000	102,117
Lamb Hass	6				6
Pinkerton	5,000	300			5,545
Sharwil	1,050	240			1,486
Shepard	12,034	965	6,000		14,880
Wurtz	4,400				4,400
<b>Week Total</b>	<b>112,024</b>	<b>6,657</b>	<b>19,000</b>	<b>5,000</b>	<b>128,492</b>

<b>Week 19 - begin 07/05/2011</b>					
Fuerte	20	10			38
Hass	101,163	5,552	21,500	5,000	116,076
Pinkerton	1,500	150			1,773
Shepard	4,740	465			5,585
Wurtz	4,200				4,200
<b>Week Total</b>	<b>111,623</b>	<b>6,177</b>	<b>21,500</b>	<b>5,000</b>	<b>127,672</b>

<b>Week 20 - begin 14/05/2011</b>					
Fuerte	20	5			29
Hass	83,955	1,846	21,500	5,000	92,129
Pinkerton	1,000	100			1,182
Shepard	1,347	115			1,556
Wurtz	4,080				4,080
<b>Week Total</b>	<b>90,401</b>	<b>2,066</b>	<b>21,500</b>	<b>5,000</b>	<b>98,975</b>

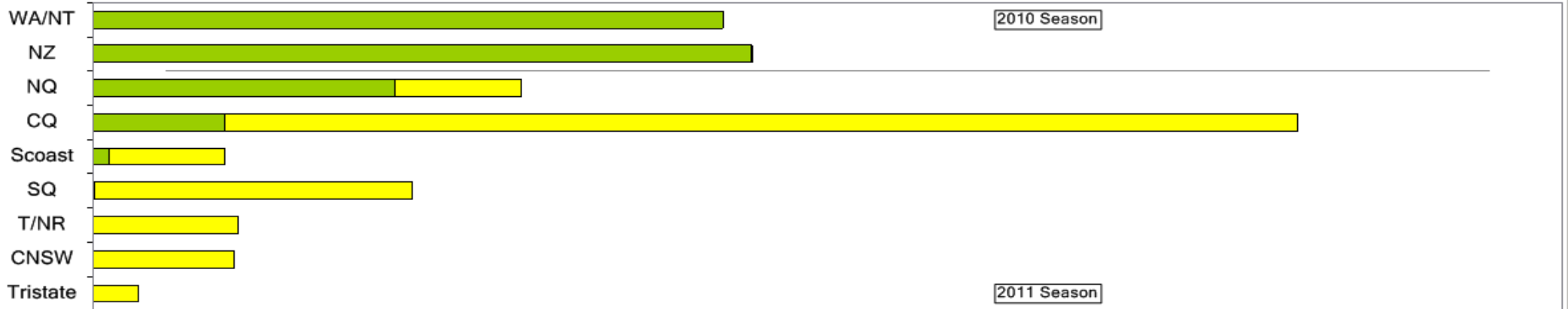
Green shading indicates dispatch data							Yellow shading indicates forecast data	
Dispatch Data (Week 16 - begin 16/04/2011)								
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Total Trays	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg			
Bacon	288	7					301	
Fuerte	110	433					897	
Hass	18,928	886	5,230	12,600	7,725		25,186	
Pinkerton	4,752	680					5,988	
Shepard	33,482	5,009	14,906				45,299	
Wurtz	1,640	424					2,411	
<b>Total</b>	<b>59,200</b>	<b>7,439</b>	<b>20,136</b>	<b>12,600</b>	<b>7,725</b>		<b>80,082</b>	



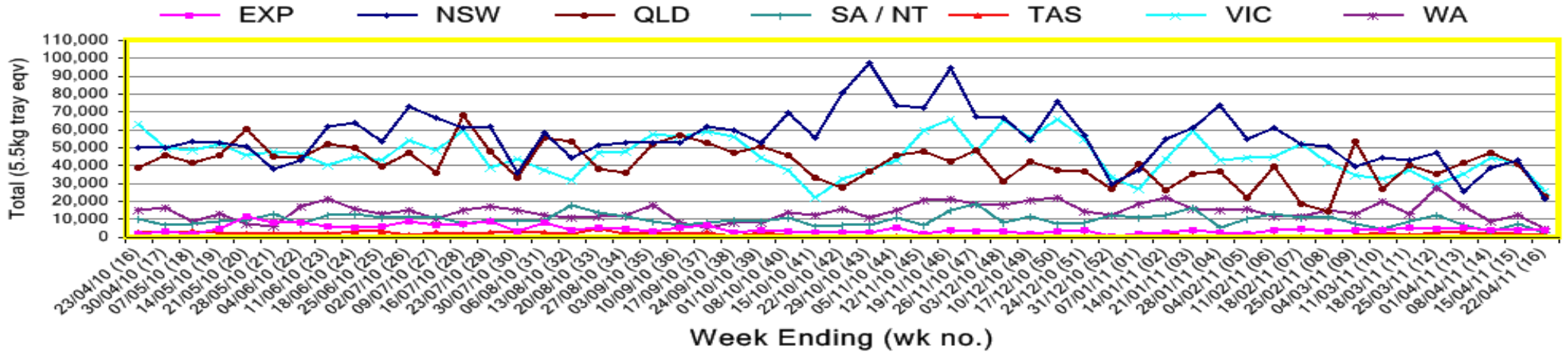
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			274,613	379,440	436,064	298,642	155,646	21,335	3,276	1,569,016
<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>21,335</b>		<b>1,659,275</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 = 2,368,725 5.5kg tray eqv



#### Week 16 contributors - Packhouses

Avocado Industry Council (NZAGA)	One Harvest
Avocados With Altitude Pty Ltd	R & M Waterman
Battistin Orchards	Simpson Farms Pty Ltd (Goodwood Home)
Chris and Sue Allan	Sunfresh
Donovan Family Investment Trust	Sunnyspot Packhouse
Gunnado Farm	SuperPak
Lavers Orchards	Tinaroo Falls Avocado Trust
Natures Fruit Company	Tropicado Avocados

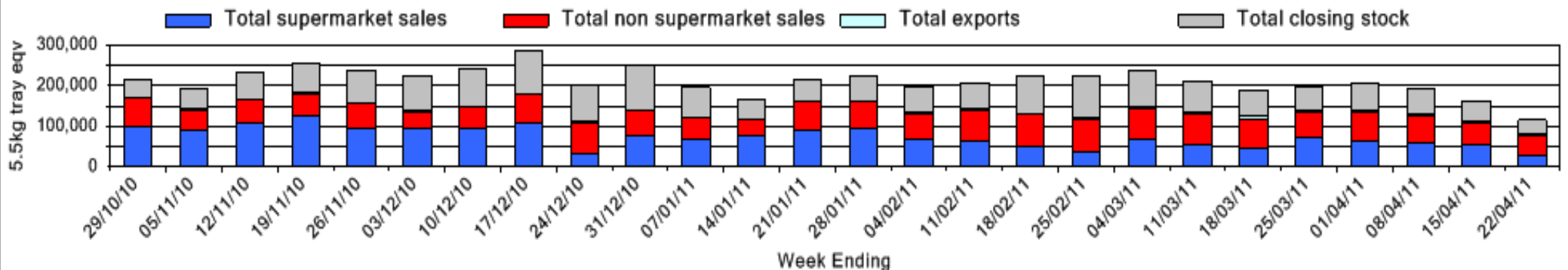
#### Week 16 contributors - Wholesalers

Avanti Fresh Produce Pty Ltd (Melbourne)	Kelly's (Melbourne)
Barkers (Melbourne)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
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)
Fresh Choice WA Pty Ltd (Perth)	The La Manna Group (Melbourne)
Fresh Express Produce Pty Ltd (Perth)	United Fresh (Adelaide)
Freshmax Pty Ltd (Brisbane)	

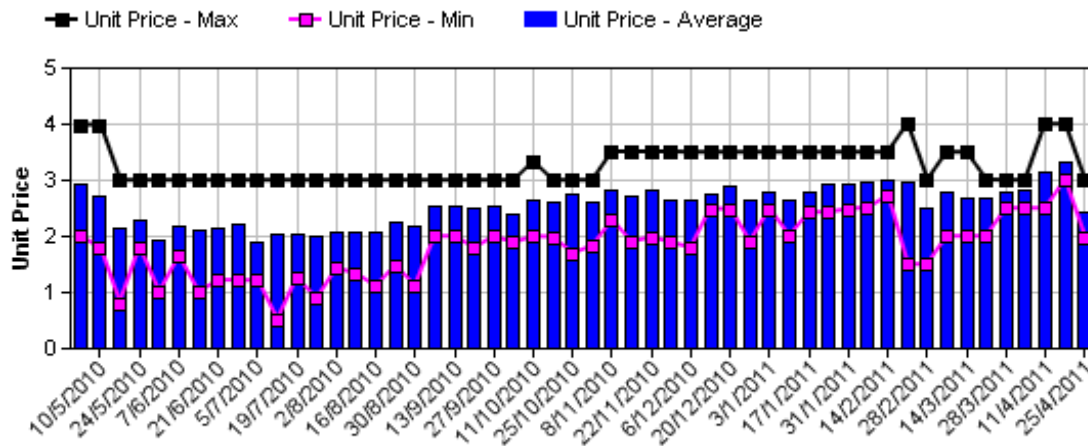
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	9,127	2,377		11,504	1,143	140		1,283	2,333		3,459		3,459	629	11,205	3,261		14,466
<b>Total Stock on Hand</b>	3,133			3,133	457			457	831						3,964			3,964
QLD																		
<b>Total supermarket sales</b>	5,674	3,246	152	9,072		288		288	524		5,439		5,439	989	5,674	4,759	152	10,585
<b>Total non supermarket sales</b>	10,201	4,380	87	14,668	120	642		762	1,385					10,419	5,547	87	16,053	
<b>Total exports</b>		2,772		2,772		339		339	616						3,388			3,388
<b>Total sales</b>	15,875	10,398	239	26,512	120	1,269		1,389	2,525		5,439		5,439	989	16,093	13,695	239	30,026
<b>Total Stock on Hand</b>	8,179	1,991	491	10,661	279	871	185	1,335	2,427					8,686	3,575	827	13,088	
SA & TAS																		
<b>Total supermarket sales</b>	1,498	1,842		3,340		96		96	175		1,661		1,661	302	1,498	2,319		3,816
<b>Total non supermarket sales</b>	494	14	325	833	1,119			1,119	2,035					2,529	14	325		2,868
<b>Total exports</b>																		
<b>Total sales</b>	1,992	1,856	325	4,173	1,119	96		1,215	2,209		1,661		1,661	302	4,026	2,333	325	6,684
<b>Total Stock on Hand</b>	4,472		705	5,177	923		21	944	1,716					6,150		743		6,893
VIC																		
<b>Total supermarket sales</b>	4,620	4,425	801	9,846	144	288	96	528	960		1,947		1,947	354	4,882	5,302	976	11,160
<b>Total non supermarket sales</b>	4,341	2,171	3,492	10,004	86	928	762	1,776	3,229					4,497	3,858	4,877		13,233
<b>Total exports</b>																		
<b>Total sales</b>	8,961	6,595	4,293	19,849	230	1,216	858	2,304	4,189		1,947		1,947	354	9,379	9,160	5,853	24,392
<b>Total Stock on Hand</b>	2,468	3,960	1,624	8,052	374	557	34	965	1,755					3,148	4,973	1,686		9,807
WA																		
<b>Total supermarket sales</b>	392	1,760		2,152										392	1,760			2,152
<b>Total non supermarket sales</b>	2,088	15	145	2,248	614			614	1,116					3,204	15	145		3,364
<b>Total exports</b>																		
<b>Total sales</b>	2,480	1,775	145	4,400	614			614	1,116					3,596	1,775	145		5,516
<b>Total Stock on Hand</b>	983			983	50			50	91					1,074				1,074
Total																		
<b>Total supermarket sales</b>	12,472	13,387	953	26,812	144	672	96	912	1,658		12,506		12,506	2,274	12,733	16,883	1,128	30,744
<b>Total non supermarket sales</b>	25,963	6,843	4,048	36,854	3,082	1,710	762	5,554	10,098					31,567	9,952	5,434		46,952
<b>Total exports</b>																		
<b>Total sales</b>	38,435	23,002	5,001	66,438	3,226	2,721	858	6,805	12,373		12,506		12,506	2,274	44,300	30,223	6,561	81,084
<b>Total Stock on Hand</b>	19,235	5,951	2,820	28,006	2,083	1,428	240	3,751	6,820					23,023	8,547	3,256		34,826

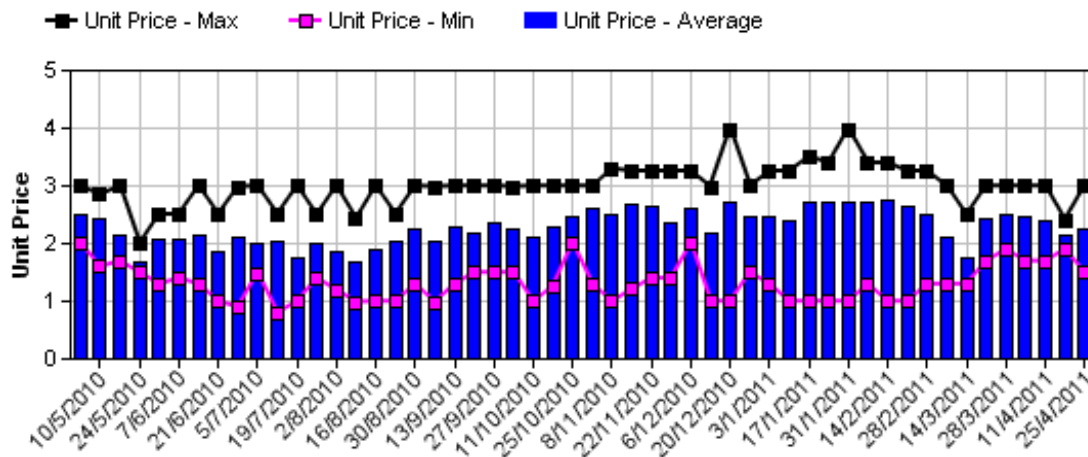
#### Weekly National Sales



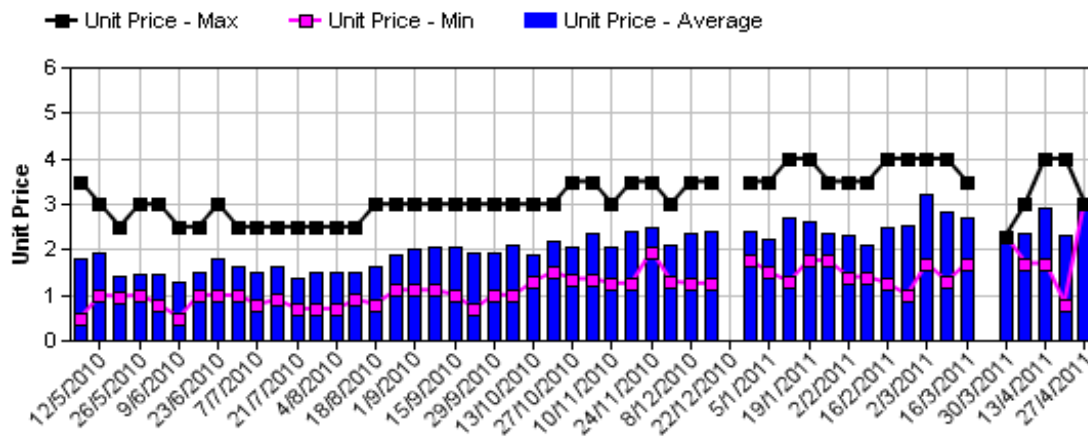
### Hass Avocado Average Retail Prices - Sydney



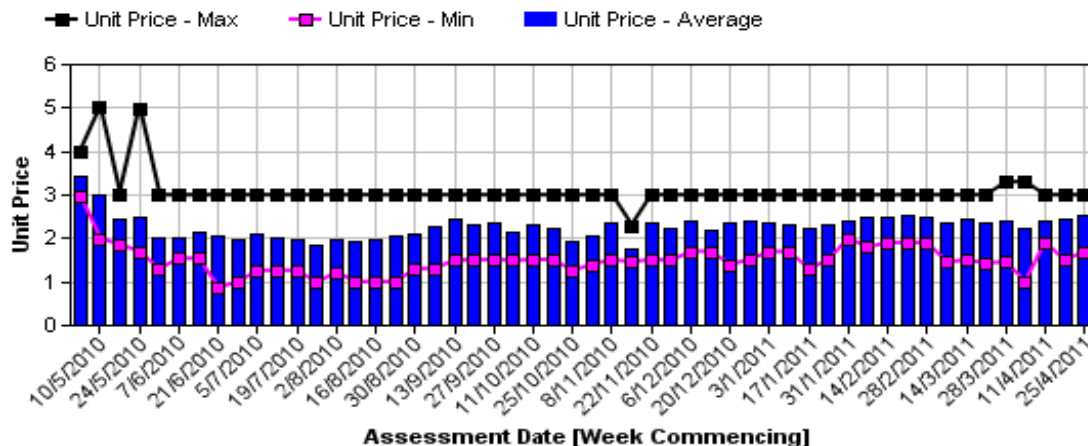
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



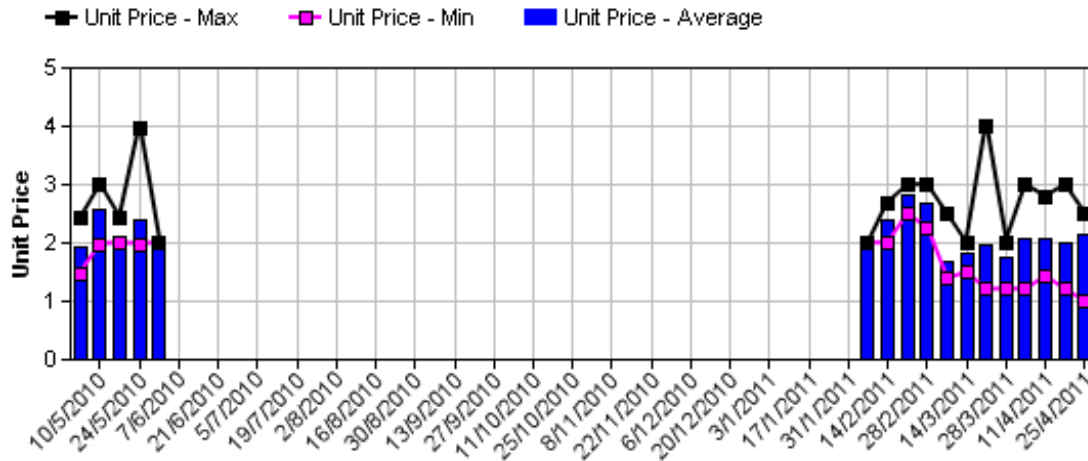
### Hass Avocado Average Retail Prices - Perth



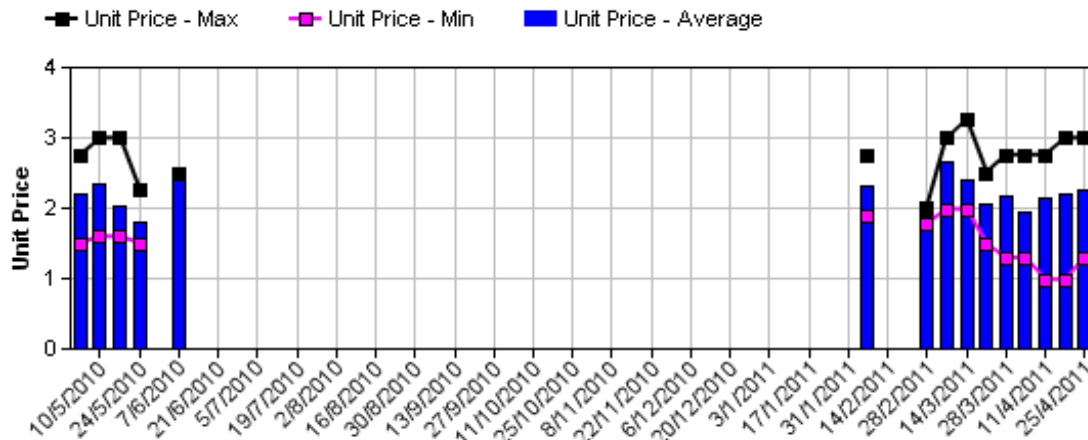
Assessment Date [Week Commencing]



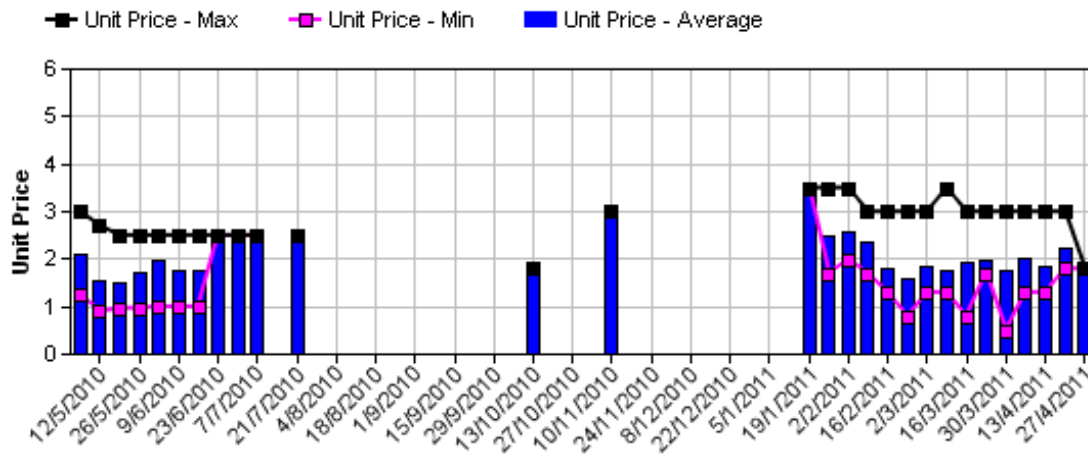
### Shepard Avocado Average Retail Prices - Sydney



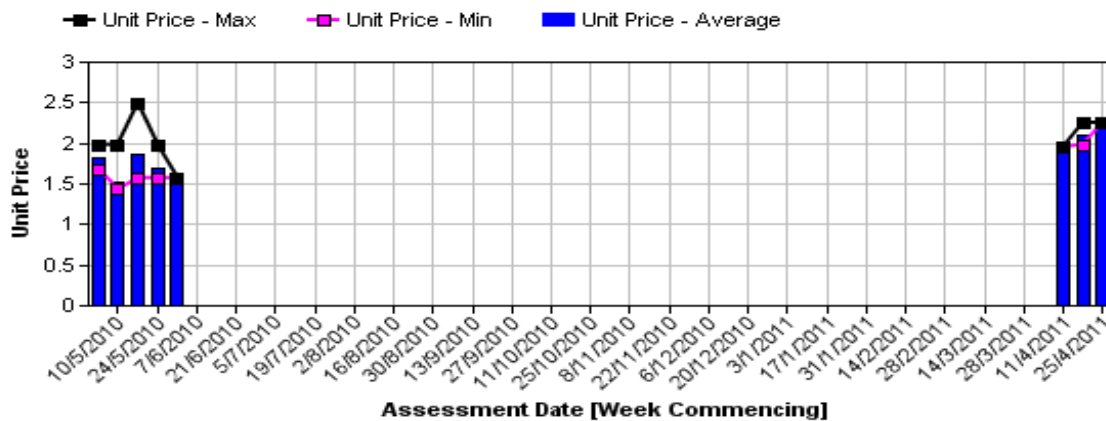
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 28th April 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>					
I	Shepard	200	0.99	Store	Aus	I	Shepard	230	1.29	No	NS
Woolworths	Hass	275	1.98	No	Aus	I	Hass	260	1.49	No	NS
Woolworths	Shepard	220	1.98	Store	Aus	Coles	Shepard	255	1.98	No	Aus
Coles	Shepard	250	1.98	No	Aus	I	Shepard	270	1.98	No	Aus
Coles	Shepard	240	1.98	No	Aus	Coles	Shepard	300	1.98	No	Aus
Coles	Shepard	270	1.98	No	Aus	Coles	Shepard	310	1.98	No	Aus
Foodworks	Hass	185	1.99	No	Aus	Safeway	Shepard	265	2.28	No	Aus
I	Hass	235	1.99	No	Aus	Safeway	Shepard	300	2.28	No	Aus
I	Shepard	325	1.99	Store	Aus	Safeway	Shepard	270	2.28	No	Aus
Woolworths	Hass	270	2.48	No	Mixed	IS	Shepard	270	2.29	No	Aus
Foodworks	Shepard	345	2.49	No	Aus	I	Shepard	275	2.40	No	NS
IGA	Shepard	255	2.49	No	NZ	I	Shepard	300	2.75	No	NS
IGA	Hass	260	2.49	No	NZ	I	Shepard	305	2.75	No	NS
I	Hass	270	2.49	No	Aus	I	Hass	270	2.99	No	Aus
IGA	Shepard	285	2.50	No	Aus	IGA	Shepard	275	2.99	No	Aus
I	Shepard	280	2.50	No	Aus	<b>PERTH</b>					
I	Shepard	330	2.50	No	Aus	IS	Hass	180	1.69	Store	Aus
I	Hass	320	2.99	No	Aus	I	Hass	300	1.99	Store	Aus
I	Hass	270	2.99	No	Aus	IGA	Hass	220	1.99	Store	Aus
<b>BRISBANE</b>						Woolworths	Shepard	200	2.25	No	Aus
I	Hass	190	0.79	Store	Aus	Woolworths	Shepard	200	2.25	Store	Aus
I	Hass	220	1.69	Store	Aus	Coles	Hass	280	2.25	No	Aus
I	Shepard	285	1.79	Store	Aus	Coles	Shepard	260	2.25	No	Aus
I	Shepard	285	1.79	Store	Aus	Coles	Shepard	230	2.25	Store	Aus
Woolworths	Shepard	260	1.94	Store	Aus	Coles	Hass	245	2.25	Store	Aus
IGA	Shepard	190	1.94	No	NS	Woolworths	Shepard	210	2.25	Store	Aus
Woolworths	Shepard	200	1.94	No	Aus	I	Hass	250	2.49	No	NZ
Woolworths	Shepard	245	1.94	Store	Aus	I	Hass	200	2.50	No	Aus
IGA	Shepard	220	1.94	No	Aus	IGA	Hass	260	2.99	No	NZ
I	Shepard	285	1.99	No	Aus	IGA	Hass	200	2.99	No	Aus
IGA	Shepard	180	1.99	No	Aus	IGA	Hass	350	2.99	No	NZ
Coles	Hass	240	2.25	No	Aus	I	Hass	345	2.99	No	Aus
Coles	Hass	220	2.25	No	Aus	I	Hass	255	2.99	No	Aus
Coles	Hass	285	2.25	No	Aus						
I	Hass	280	2.99	No	Aus						
I	Hass	335	2.99	Store	Aus						
I	Shepard	280	2.99	Store	Aus						
I	Shepard	290	2.99	Store	NS						
I	Shepard	270	2.99	Store	Aus						
I	Hass	280	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