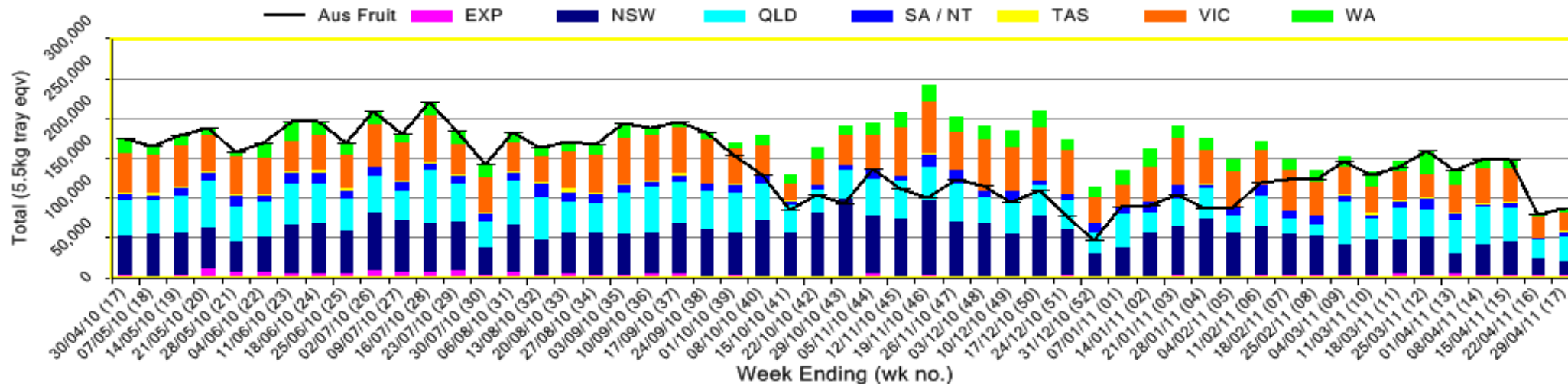


INFOCADO WEEKLY REPORT: 23rd - 29th April 2011 (Wk 17)

Industry Dispatches By Destination State and Count Size : 23rd April - 29th April 2011 (Wk 17)

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								450	2,067	770	3,287	689				4,540
NSW	361	640	1,723	3,229	1,955	3,764	1,615	2,166	1	15,454	1,057	396			17,448	
QLD	426	1,447	3,655	3,927	199	3,343	7,402	2,979	213	23,591	1,972	10,772	2,000	480	29,586	
SA / NT		30	492	2,305		76	255	491		3,649	480	1,980			4,882	
TAS							880			880	516				1,818	
VIC	209	1,922	4,576	3,670	1,442	1,591	2,041	381	96	15,928	3,263	3,584		3,640	23,175	
WA		108	287	2,095		2,079	1,305	238	308	6,420	192				6,769	
Total	996	4,147	10,733	15,226	3,596	10,853	13,948	8,322	1,388	69,209	8,169	16,732	2,000	4,120	88,217	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 2,456,943 5.5kg tray eqv



Comments From the CEO

- Again last week volumes into the markets were low. This week should see a lift in available fruit.
- This week will see Hass become the main variety in the wholesale market. At retail Shepard will remain the main variety for the next 2 weeks while the last of the fruit flows through to consumers.
- Retail prices are creeping upwards and will start slow consumer demand. The quality of fruit is good to very good in all states. With colder weather across all states we are strongly focused on avocados in warm meals in the national promotion program. For the most up to date recipes join the Australian Avocados Facebook page at www.facebook.com/AustralianAvocados



Forecast Data (Week 17 - 21)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 17 - begin 23/04/2011						
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
Week Total	72,247	4,187	19,260	5,000		84,271

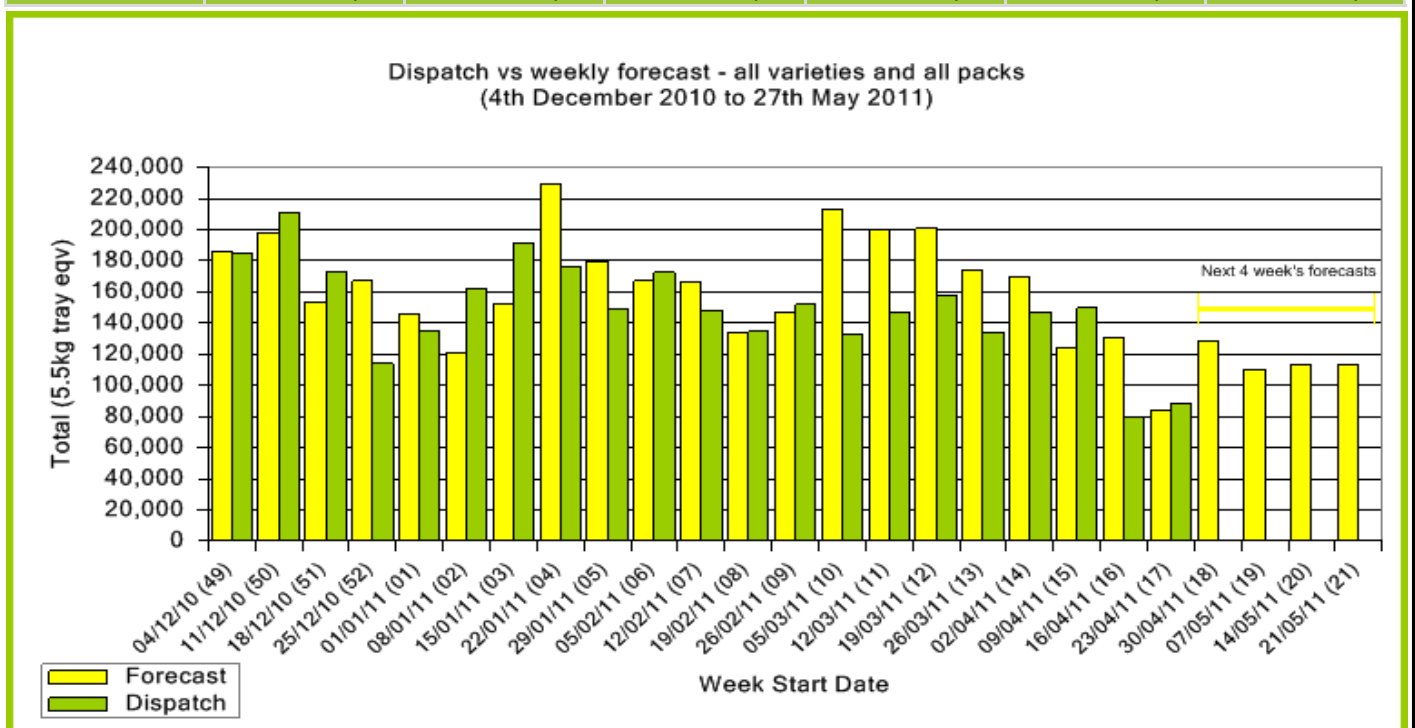
Week 18 - begin 30/04/2011						
Fuerte	20	20				56
Hass	88,675	5,132	19,000	5,000		102,370
Lamb Hass	6					6
Pinkerton	4,000	200				4,364
Sharwil	1,440	80				1,585
Shepard	11,147	2,515		150		15,747
Wurtz	4,700	10				4,718
Week Total	109,987	7,957	19,000	5,000	150	128,845

Week 19 - begin 07/05/2011						
Fuerte	20	10				38
Hass	84,006	4,752	17,000	5,000		96,646
Pinkerton	1,500	150				1,773
Sharwil	500	10				518
Shepard	7,947	765				9,338
Wurtz	1,700	10				1,718
Week Total	95,673	5,697	17,000	5,000		110,031

Week 20 - begin 14/05/2011						
Fuerte	20	5				29
Hass	94,061	3,646	17,000	5,000		104,690
Pinkerton	1,000	100				1,182
Sharwil	500	10				518
Shepard	3,647	490				4,538
Wurtz	2,800	5				2,809
Week Total	102,028	4,256	17,000	5,000		113,766

Week 21 - begin 21/05/2011						
Hass	96,909	3,346	19,000	5,000		107,357
Pinkerton	800	75				936
Shepard	1,148	150				1,421
Wurtz	3,200	5				3,209
Week Total	102,058	3,576	19,000	5,000		112,924

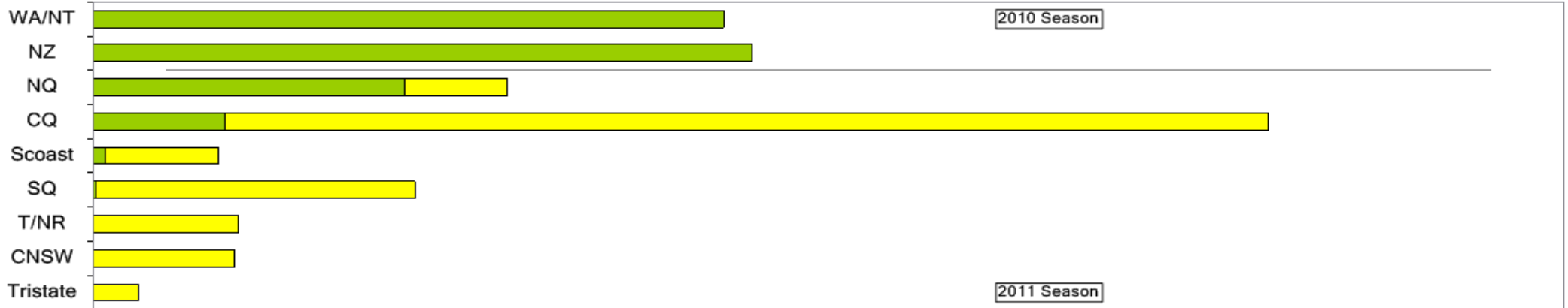
Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 17 - begin 23/04/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Bacon	313	114				520	
Fuerte	11	61				122	
Hass	44,420	4,466	14,224	2,000	3,640	56,152	
Pinkerton	1,584	604				2,682	
Sharwil	1,230	71			280	1,410	
Shepard	20,053	2,542	2,508		200	25,167	
Wurtz	1,596	311				2,161	
Total	69,207	8,169	16,732	2,000	4,120	88,215	



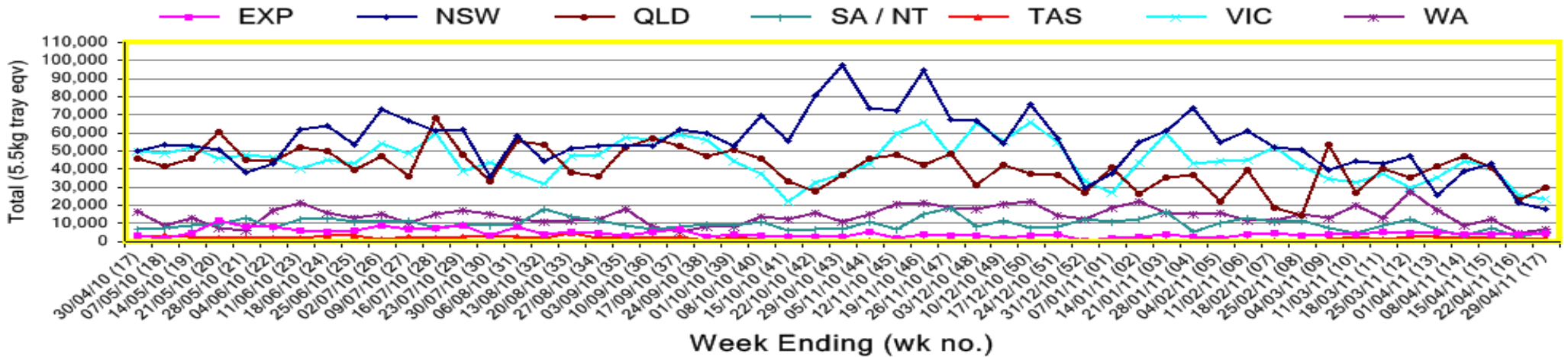
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	21,335	5,931	1,571,671
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	21,335		1,661,930

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 = 2,456,943 5.5kg tray eqv



Week 17 contributors - Packhouses

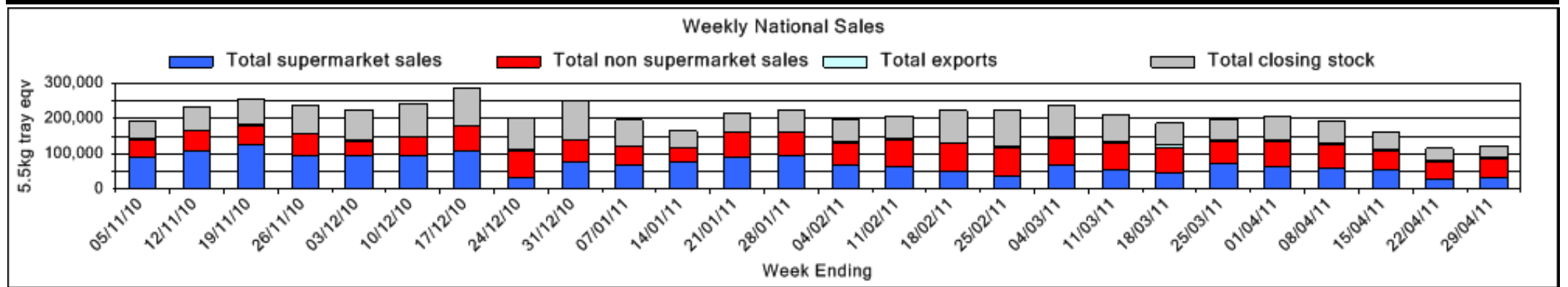
Avocado Industry Council (NZAGA)	R & M Waterman
Avocados With Altitude Pty Ltd	Simpson Farms Pty Ltd (Goodwood Home)
Balmoral Orchard	Sunfresh
Chris and Sue Allan	SuperPak
Donovan Family Investment Trust	Tinaroo Falls Avocado Trust
J & K Hummer	Touchwood Farming
Lavers Orchards	Tropicado Avocados
Natures Fruit Company	One Harvest

Week 17 contributors - Wholesalers

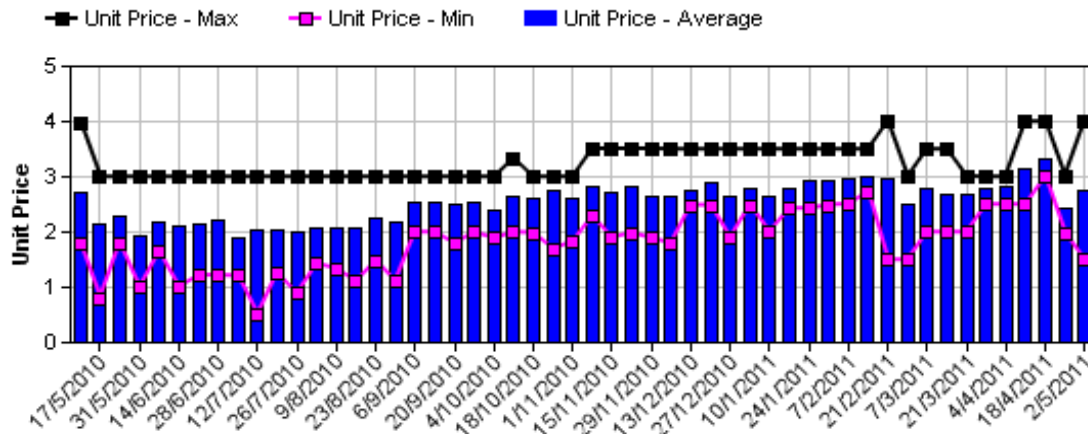
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Mercer Mooney (Perth)
Barkers (Melbourne)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Dykes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

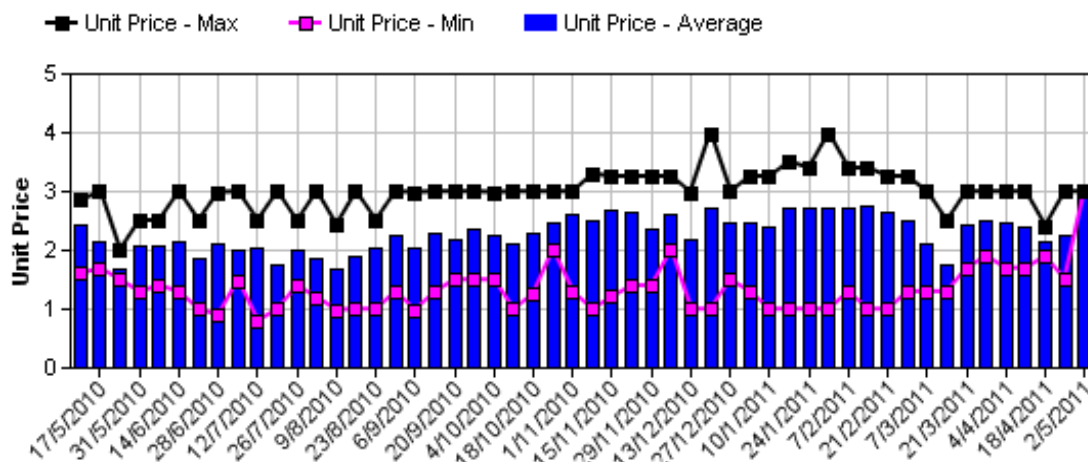
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	2,764	965		3,729		20		20	36		396		396	72	2,764	1,073		3,837
Total non supermarket sales	8,341	1,425		9,766	629	360		989	1,798						9,485	2,080		11,564
Total exports																		
Total sales	11,105	2,390		13,495	629	380		1,009	1,835		396		396	72	12,248	3,153		15,401
Total Stock on Hand	692	1,203		1,895	470	84		554	1,007						1,547	1,356		2,902
QLD																		
Total supermarket sales	11,652	1,130		12,782		182		182	331	3,300	1,452		4,752	864	12,252	1,725		13,977
Total non supermarket sales	10,508	2,527	1,250	14,285	752	839	510	2,101	3,820						11,875	4,052	2,178	18,105
Total exports	1,304	1,983		3,287	689			689	1,253						2,557	1,983		4,540
Total sales	23,464	5,640	1,250	30,355	1,441	1,021	510	2,972	5,404	3,300	1,452		4,752	864	26,684	7,760	2,178	36,622
Total Stock on Hand	10,499	979	44	11,522	481	474		955	1,736						11,374	1,841	44	13,258
SA & TAS																		
Total supermarket sales	1,833	2,459		4,292		516		516	938	1,980			1,980	360	2,193	3,397		5,590
Total non supermarket sales	2,781	175	422	3,378	166	159	21	346	629						3,083	464	460	4,007
Total exports																		
Total sales	4,614	2,634	422	7,670	166	675	21	862	1,567	1,980			1,980	360	5,276	3,861	460	9,597
Total Stock on Hand	2,170	33	283	2,486	841	5		846	1,538						3,699	42	283	4,024
VIC																		
Total supermarket sales	3,910	3,221	131	7,262	53	192		245	445	1,980	660		2,640	480	4,366	3,690	131	8,188
Total non supermarket sales	5,965	5,108	1,144	12,217	521	452	251	1,224	2,225						6,912	5,929	1,601	14,442
Total exports																		
Total sales	9,875	8,329	1,275	19,479	574	644	251	1,469	2,671	1,980	660		2,640	480	11,279	9,620	1,732	22,630
Total Stock on Hand	1,233	1,484	2,448	5,164	638	364	340	1,342	2,440						2,393	2,146	3,066	7,604
WA																		
Total supermarket sales	4	3,445		3,449											4	3,445		3,449
Total non supermarket sales	2,010			2,010	655			655	1,191						3,201			3,201
Total exports																		
Total sales	2,014	3,445		5,459	655			655	1,191						3,205	3,445		6,650
Total Stock on Hand	4,584			4,584	366			366	665						5,249			5,249
Total																		
Total supermarket sales	20,163	11,220	131	31,514	53	910		963	1,751	7,260	2,508		9,768	1,776	21,579	13,331	131	35,041
Total non supermarket sales	29,605	9,235	2,817	41,656	2,723	1,810	782	5,315	9,664						34,556	12,526	4,239	51,320
Total exports	1,304	1,983		3,287	689			689	1,253						2,557	1,983		4,540
Total sales	51,072	22,438	2,948	76,458	3,465	2,720	782	6,967	12,667	7,260	2,508		9,768	1,776	58,692	27,839	4,370	90,901
Total Stock on Hand	19,178	3,699	2,775	25,651	2,796	927	340	4,063	7,387						24,261	5,384	3,393	33,038



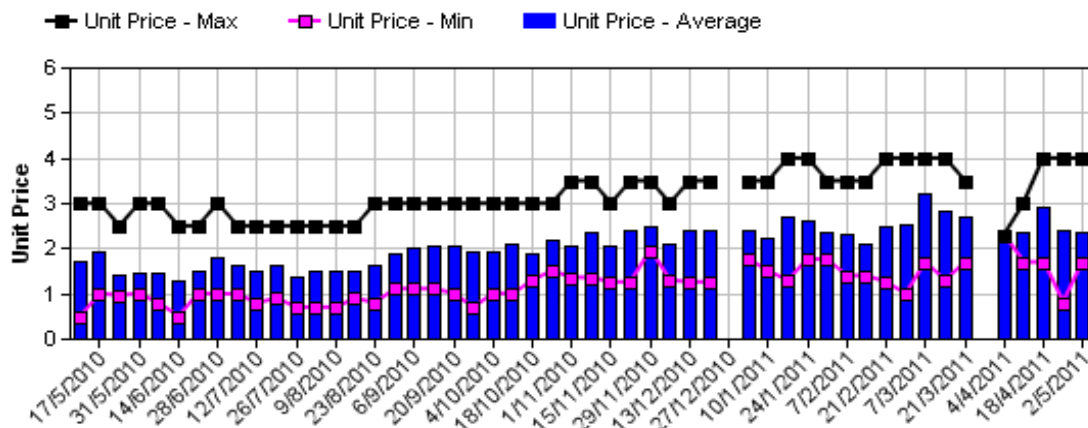
Hass Avocado Average Retail Prices - Sydney



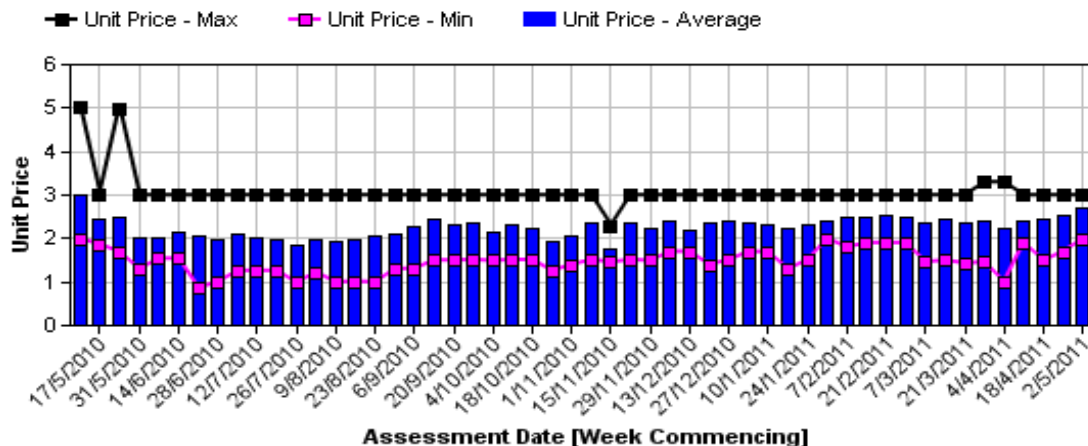
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

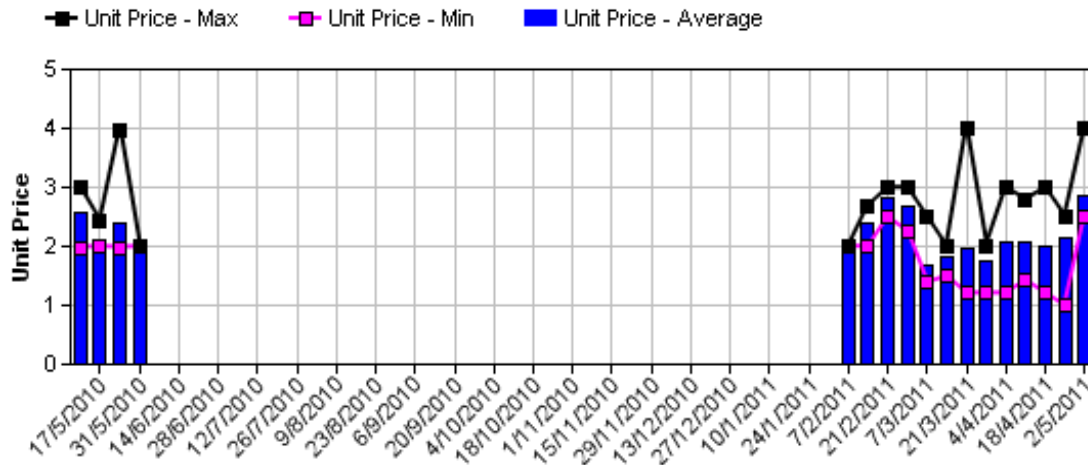


Hass Avocado Average Retail Prices - Perth

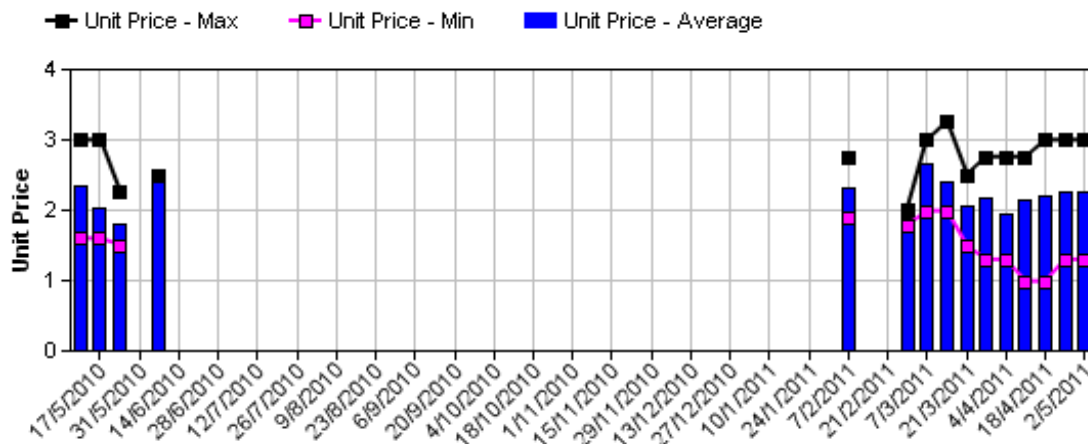


Assessment Date [Week Commencing]

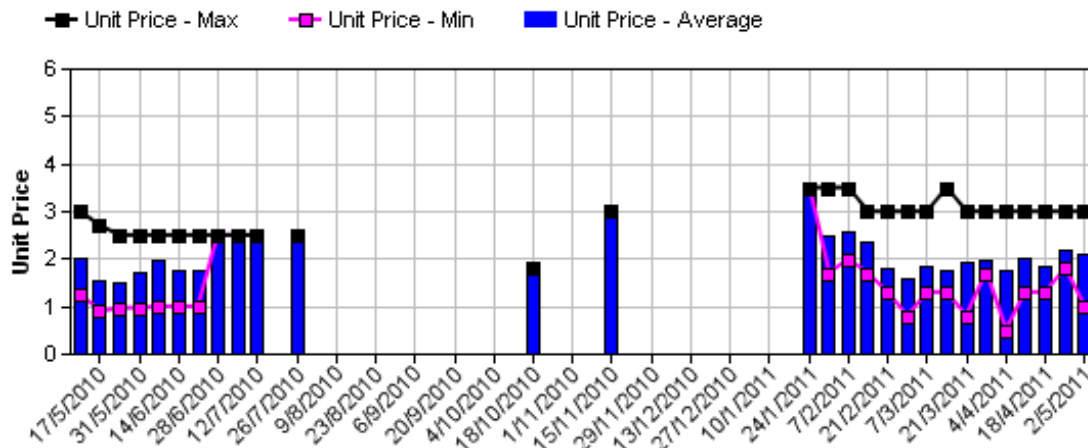
Shepard Avocado Average Retail Prices - Sydney



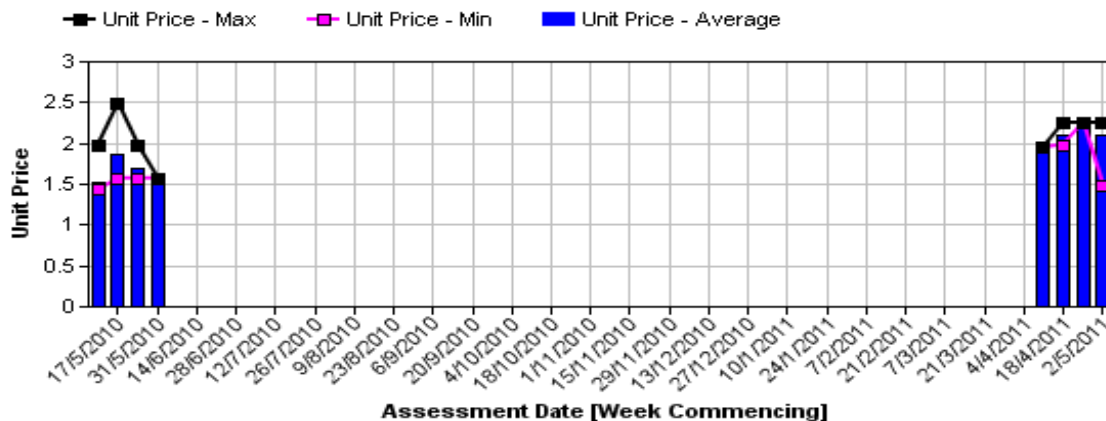
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	170	1.49	No	NS
I	Hass	265	1.99	No	Aus
Coles	Hass	265	2.48	No	Aus
Coles	Hass	280	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
Foodworks	Shepard	320	2.49	No	Aus
I	Shepard	320	2.50	No	Aus
I	Shepard	305	2.50	No	Aus
IGA	Shepard	280	2.50	No	Aus
Woolworths	Hass	230	2.98	Store	Mixed
Woolworths	Hass	235	2.98	No	Mixed
Woolworths	Shepard	250	2.98	Store	Mixed
Woolworths	Shepard	200	2.98	No	Aus
I	Shepard	270	2.99	No	Aus
I	Hass	275	2.99	No	Aus
Foodworks	Hass	300	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	240	2.99	No	NZ
I	Hass	330	3.99	No	Aus
IGA	Shepard	560	3.99	No	Aus
BRISBANE					
I	Shepard	215	0.99	No	Aus
I	Hass	220	1.69	No	Aus
Woolworths	Hass	235	1.94	No	Aus
Woolworths	Shepard	190	1.94	No	Aus
Woolworths	Hass	240	1.94	No	Mixed
IGA	Hass	225	1.94	No	Aus
IGA	Shepard	180	1.94	No	Aus
IGA	Shepard	185	1.94	No	NS
Woolworths	Hass	220	1.94	No	Mixed
Woolworths	Shepard	200	1.94	No	Aus
I	Hass	315	1.99	No	Aus
I	Shepard	315	1.99	No	Aus
Coles	Hass	280	2.25	No	Aus
Coles	Hass	215	2.25	No	Aus
Coles	Hass	240	2.25	No	Aus
IGA	Hass	220	2.29	No	NS
I	Shepard	258	2.49	Store	Aus
I	Shepard	275	2.79	No	Aus
I	Shepard	290	2.99	No	Aus
I	Hass	255	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	305	3.99	No	Aus

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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	235	1.29	No	NS
I	Shepard	255	1.49	No	NS
Coles	Shepard	280	1.98	No	Aus
IS	Shepard	275	1.99	No	NS
Safeway	Shepard	300	2.28	No	Aus
Safeway	Shepard	290	2.28	No	Aus
Safeway	Shepard	290	2.28	No	Aus
I	Shepard	270	2.40	No	NS
Coles	Shepard	280	2.48	No	Aus
I	Shepard	290	2.49	No	Aus
I	Shepard	315	2.75	No	NS
I	Shepard	290	2.75	No	NS
I	Hass	275	2.99	No	Aus
IGA	Shepard	295	2.99	No	Aus
PERTH					
Woolworths	Shepard	200	1.48	Store	Aus
IS	Hass	200	1.99	Store	Aus
Woolworths	Shepard	200	2.25	No	Aus
Coles	Shepard	250	2.25	No	Aus
Coles	Shepard	265	2.25	No	Aus
Coles	Shepard	240	2.25	No	Aus
I	Hass	210	2.49	No	NZ
IGA	Hass	200	2.49	Store	Aus
I	Hass	2.25	2.50	No	NS
I	Hass	260	2.79	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	240	2.99	No	NZ
I	Hass	250	2.99	No	NZ
IGA	Hass	230	2.99	No	NZ
IGA	Hass	250	2.99	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

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