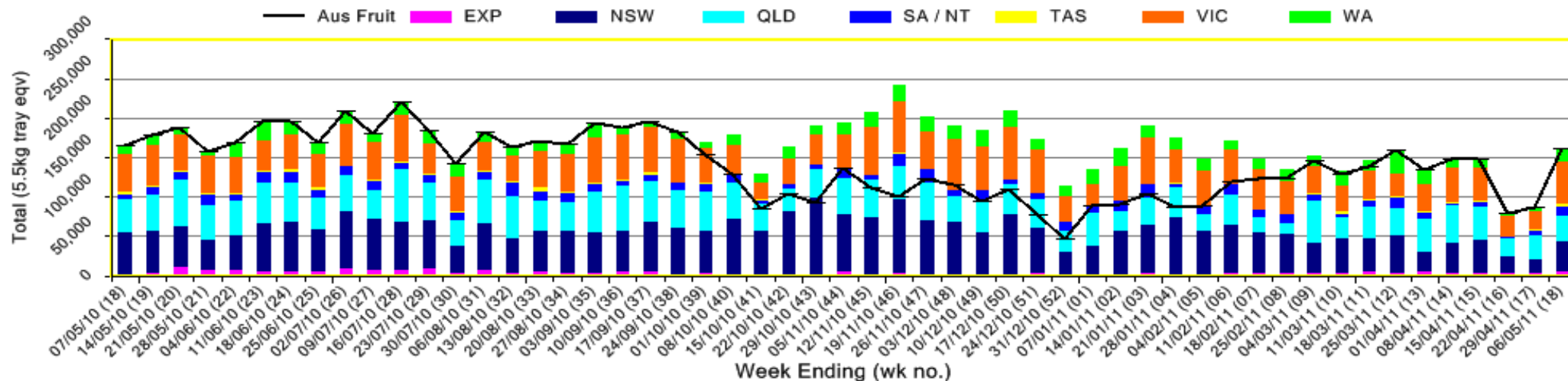


# INFOCADO WEEKLY REPORT: 30th April—6 May 2011 (Wk 18)

Industry Dispatches By Destination State and Count Size : 30th April - 6th May 2011 (Wk 18)

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			100	100				50	3,168	1,370	4,788	960				6,533
NSW	7	999	2,384	6,172	4,012	9,768	4,560	946			28,848	3,952	2,521		36,491	
QLD	1	429	957	4,372	192	3,032	8,898	4,411	1,193		23,485	3,720	9,159	9,562	2,180	34,049
SA / NT		36	1,089	3,415	73	1,120	1,477	736			7,946	1,737	1,650		11,404	
TAS							2,000				2,000	854			3,553	
VIC	1,552	8,298	10,583	7,759	491	4,289	2,886	786	15		36,659	8,804	2,960		53,204	
WA	1	100	798	2,061		3,398	4,801	377			11,536	1,920			15,027	
<b>Total</b>	<b>1,561</b>	<b>9,862</b>	<b>15,911</b>	<b>23,879</b>	<b>4,768</b>	<b>21,657</b>	<b>24,622</b>	<b>10,424</b>	<b>2,578</b>	<b>115,262</b>	<b>21,947</b>	<b>16,290</b>	<b>9,562</b>	<b>2,180</b>	<b>160,263</b>	

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 2,617,204 5.5kg tray eqv



## Comments From the CEO

- Volumes of fruit into the market have bounced back, a degree of catch up has been seen in the last week.
- Exports are continuing to show growth and this should continue for the season. It is very important to continue to increase exports in preparation for the coming few years.
- NQ is moving towards the end of its harvest, with around 25% of their fruit still to be dispatched.
- Retail prices have crept up over the last two weeks, risking a slowing of consumption.
- April 2011 Dry Matters (DM) for the regions are in this report. Some regions are sitting well below the industry standard. This a random sample taken at market level. Individual reports are sent to the growers and packers of the fruit tested.



**Forecast Data (Week 18 - 22)**

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 18 - begin 30/04/2011</b>						
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
<b>Week Total</b>	<b>109,987</b>	<b>7,957</b>	<b>19,000</b>	<b>5,000</b>	<b>150</b>	<b>128,845</b>
<b>Week 19 - begin 07/05/2011</b>						
Fuerte		10				18
Hass	95,476	8,102	14,000	4,000		113,479
Pinkerton	500	75				636
Sharwil	500	60				609
Shepard	5,150	715			150	6,477
Wurtz	1,700	50				1,791
<b>Week Total</b>	<b>103,326</b>	<b>9,012</b>	<b>14,000</b>	<b>4,000</b>	<b>150</b>	<b>123,010</b>
<b>Week 20 - begin 14/05/2011</b>						
Fuerte	20	5				29
Hass	107,650	5,396	13,000	4,000		120,552
Pinkerton	500	70				627
Sharwil	1,000	60				1,109
Shepard	1,650	190				1,995
Wurtz	3,000	50				3,091
<b>Week Total</b>	<b>113,820</b>	<b>5,771</b>	<b>13,000</b>	<b>4,000</b>		<b>127,404</b>
<b>Week 21 - begin 21/05/2011</b>						
Hass	103,039	5,096	13,000	4,000		115,395
Pinkerton	500	60				609
Sharwil	400	50				491
Shepard	100	30				155
Wurtz	3,500	50				3,591
<b>Week Total</b>	<b>107,539</b>	<b>5,286</b>	<b>13,000</b>	<b>4,000</b>		<b>120,241</b>
<b>Week 22 - begin 28/05/2011</b>						
Hass	82,187	2,796	12,000			89,453
Pinkerton	400	60				509
Sharwil	300	30				355
Shepard	30					30
Wurtz	3,300	30				3,355
<b>Week Total</b>	<b>86,217</b>	<b>2,916</b>	<b>12,000</b>			<b>93,701</b>

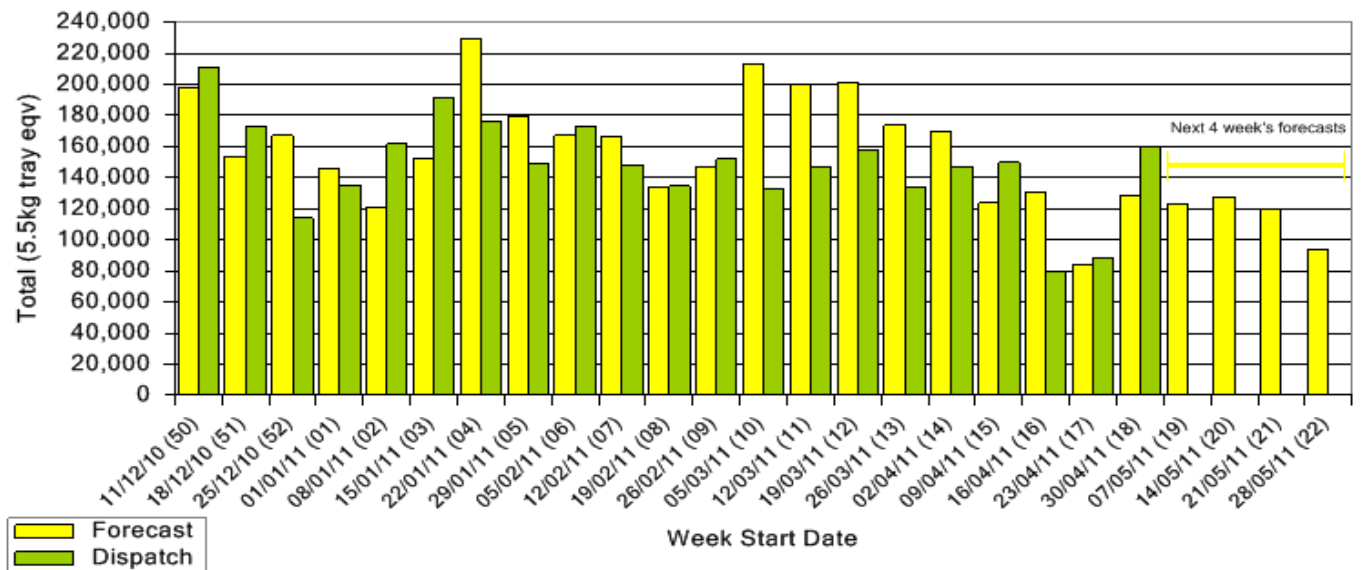
Green shading indicates dispatch data

Yellow shading indicates forecast data

**Dispatch Data (Week 18 - begin 30/04/2011)**

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	276	189			250	665
Hass	100,222	18,516	16,290	9,562	1,680	138,893
Pinkerton	676	460				1,512
Sharwil	3,759	328				4,355
Shepard	8,884	1,762		250		12,133
Wurtz	1,445	692				2,703
<b>Total</b>	<b>115,262</b>	<b>21,947</b>	<b>16,290</b>	<b>9,562</b>	<b>2,180</b>	<b>160,263</b>

Dispatch vs weekly forecast - all varieties and all packs (11th December 2010 to 3rd June 2011)

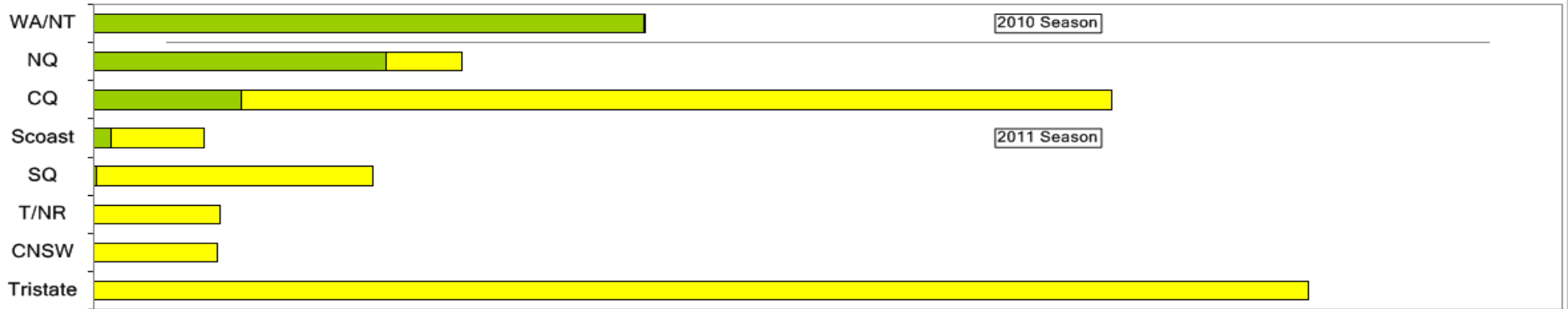


**New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011**

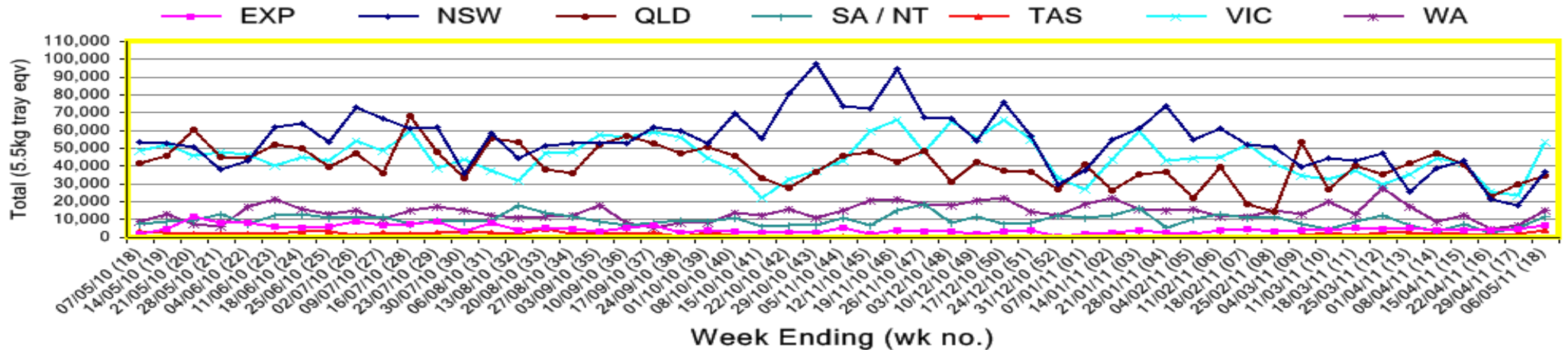
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			274,613	379,440	436,064	298,642	155,646	21,335	5,931	1,571,671
<b>USA</b>										
<b>Japan</b>			12,095	45,836	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>1,661,930</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 = 2,617,204 5.5kg tray eqv



**Week 18 contributors - Packhouses**

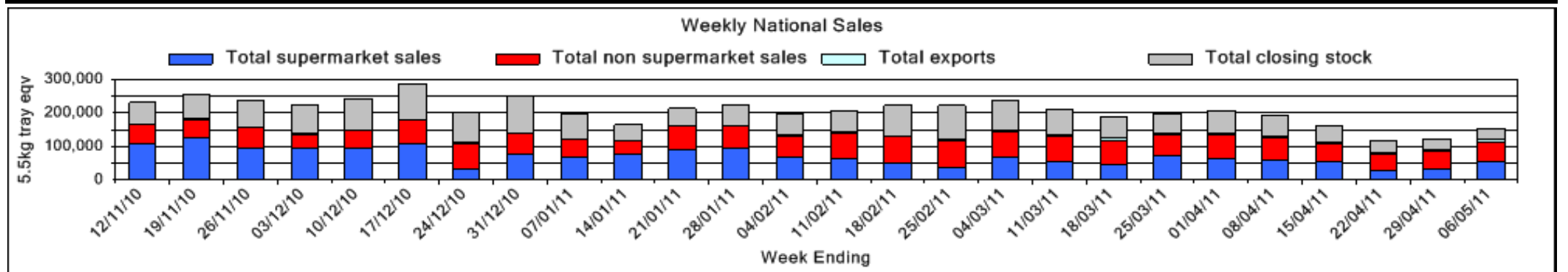
Avocados With Altitude Pty Ltd	R & M Waterman
Balmoral Orchard	Simpson Farms Pty Ltd (Goodwood Home)
Battistin Orchards	Sunfresh
Donovan Family Investment Trust	Sunnyspot Packhouse PL
J & K Hummer	SuperPak
Lavers Orchards	Tinaroo Falls Avocado Trust
Natures Fruit Company	Touchwood Farming
One Harvest	Tropicado Avocados

**Week 18 contributors - Wholesalers**

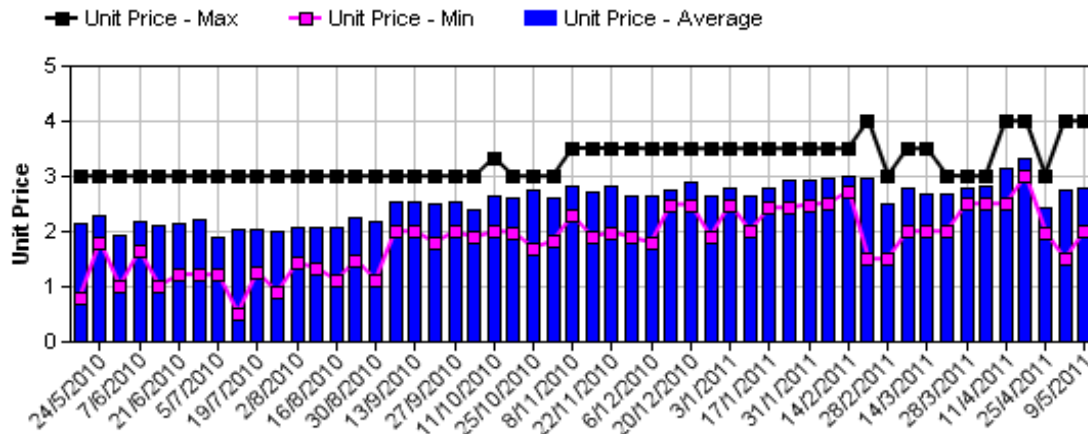
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
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)
Freshmax Pty Ltd (Brisbane)	United Fresh (Adelaide)

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

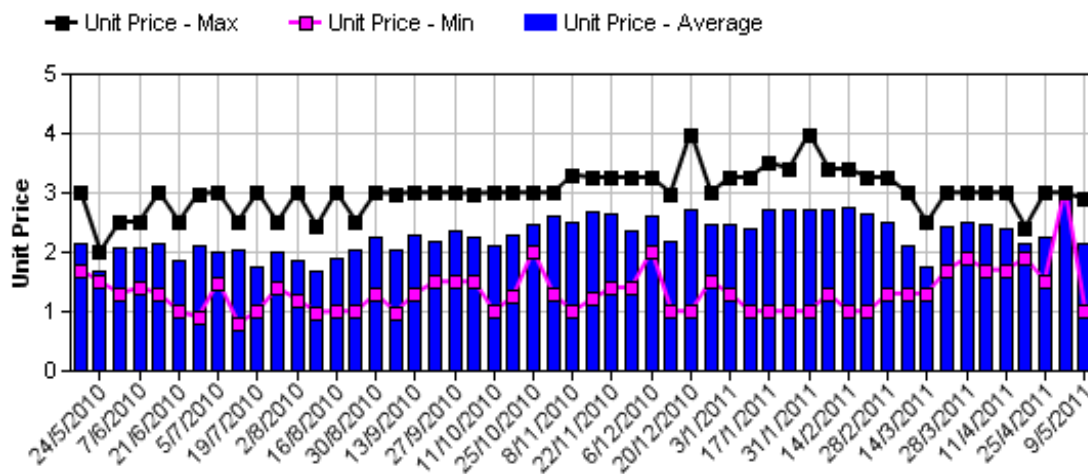
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	9,068	1,361		10,429	288	155		443	805	2,521			2,521	458	10,050	1,643		11,692
Total non supermarket sales	11,144	1,489	85	12,718	1,600	84		1,684	3,062						14,053	1,642	85	15,780
Total exports																		
Total sales	20,212	2,850	85	23,147	1,888	239		2,127	3,867	2,521			2,521	458	24,103	3,285	85	27,472
Total Stock on Hand	3,918	4		3,922	545			545	991						4,909	4		4,913
QLD																		
Total supermarket sales	10,408	572		10,980	536	9	38	583	1,060	4,449			4,449	809	12,192	588	69	12,849
Total non supermarket sales	13,697	2,311	400	16,408	449	762	312	1,523	2,769						14,513	3,696	967	19,177
Total exports	4,059	629		4,688	960			960	1,745						5,804	629		6,433
Total sales	28,164	3,512	400	32,076	1,945	771	350	3,066	5,575	4,449			4,449	809	32,509	4,914	1,036	38,460
Total Stock on Hand	12,730	999		13,729	900	550		1,450	2,636						14,366	1,999		16,365
SA & TAS																		
Total supermarket sales	4,962	1,253		6,215	873	294		1,167	2,122	1,650			1,650	300	6,849	1,788		8,637
Total non supermarket sales	2,667	172	210	3,049	232	197		429	780						3,089	530	210	3,829
Total exports																		
Total sales	7,629	1,425	210	9,264	1,105	491		1,596	2,902	1,650			1,650	300	9,938	2,318	210	12,466
Total Stock on Hand	1,626	8	73	1,707	653			653	1,187						2,814	8	73	2,895
VIC																		
Total supermarket sales	11,513	1,287		12,800	432	292		724	1,316	1,953			1,953	355	12,653	1,818		14,471
Total non supermarket sales	7,066	3,696	2,639	13,401	714	456	444	1,614	2,935						8,364	4,525	3,446	16,335
Total exports																		
Total sales	18,579	4,983	2,639	26,200	1,146	748	444	2,338	4,251	1,953			1,953	355	21,017	6,343	3,446	30,806
Total Stock on Hand	1,410	544	2,639	4,593	563	485	118	1,166	2,120						2,434	1,426	2,853	6,713
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	8,317	984		9,301	1,453			1,453	2,642						10,959	984		11,943
Total Stock on Hand	2,167			2,167	58			58	105						2,272			2,272
Total																		
Total supermarket sales	41,529	5,457		46,986	2,993	750	38	3,781	6,875	10,573			10,573	1,922	48,893	6,821	69	55,783
Total non supermarket sales	37,312	7,668	3,334	48,314	3,584	1,499	756	5,839	10,616						43,828	10,393	4,708	58,930
Total exports	4,059	629		4,688	960			960	1,745						5,804	629		6,433
Total sales	82,900	13,754	3,334	99,988	7,537	2,249	794	10,580	19,236	10,573			10,573	1,922	98,526	17,843	4,777	121,146
Total Stock on Hand	21,852	1,555	2,712	26,118	2,719	1,035	118	3,872	7,040						26,795	3,437	2,926	33,158



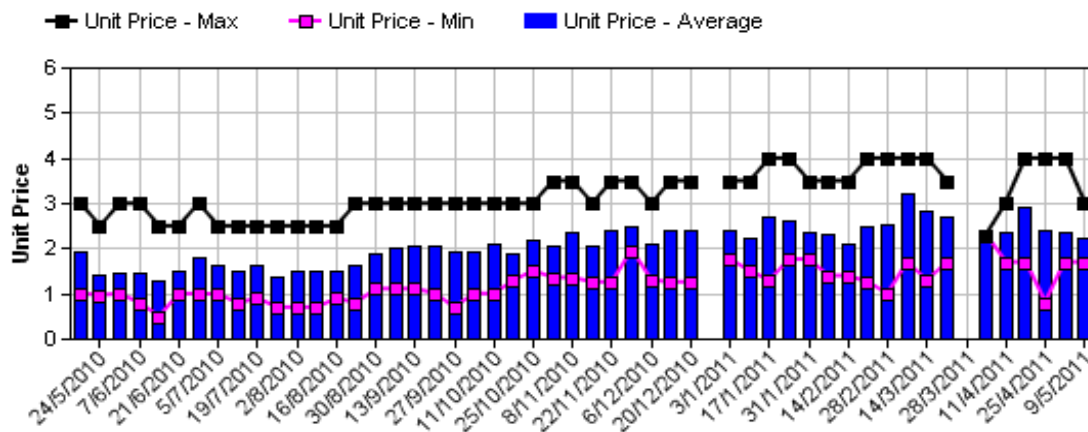
### Hass Avocado Average Retail Prices - Sydney



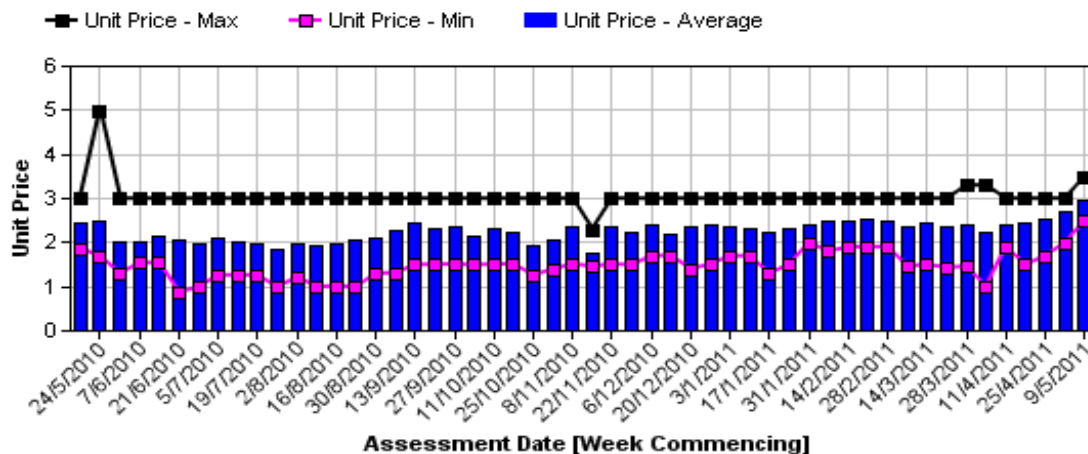
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

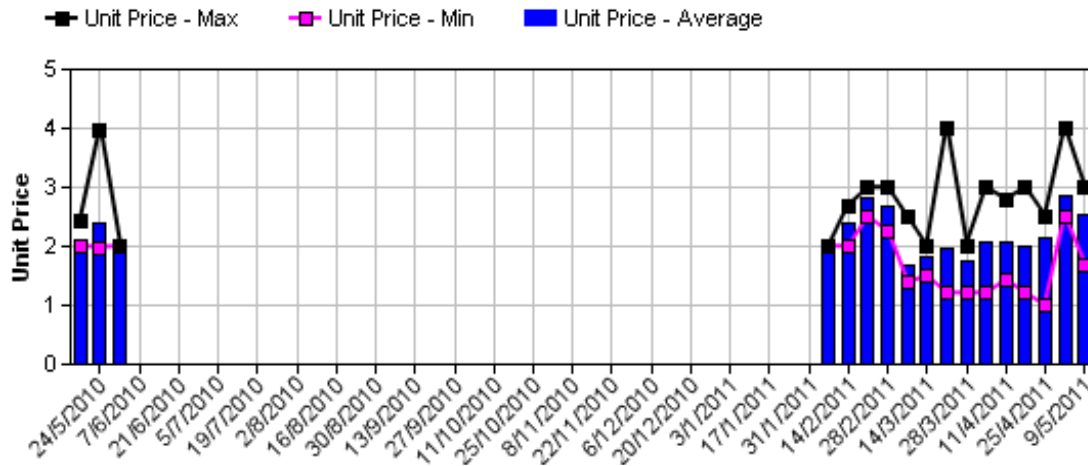


### Hass Avocado Average Retail Prices - Perth

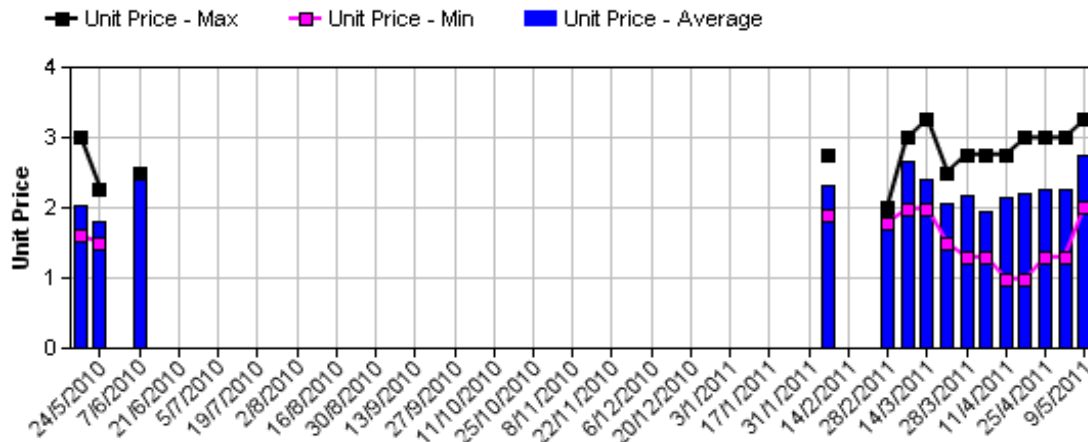


Assessment Date [Week Commencing]

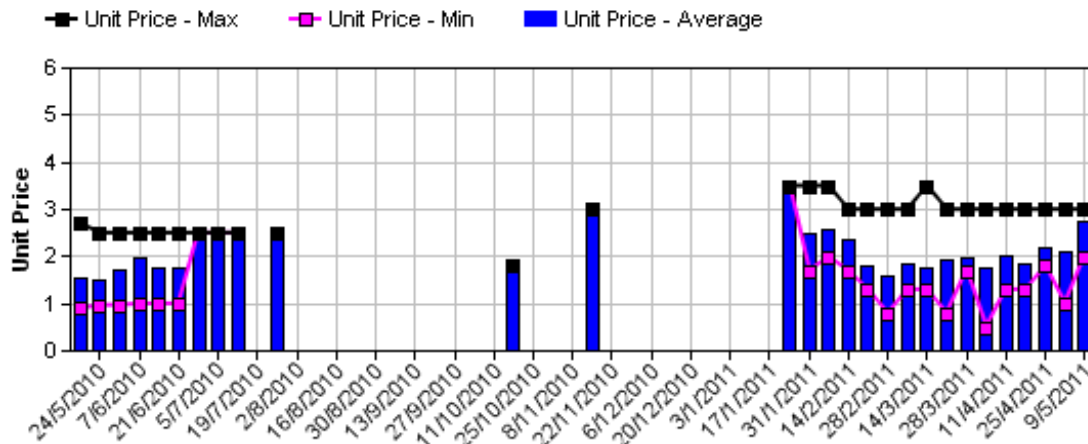
### Shepard Avocado Average Retail Prices - Sydney



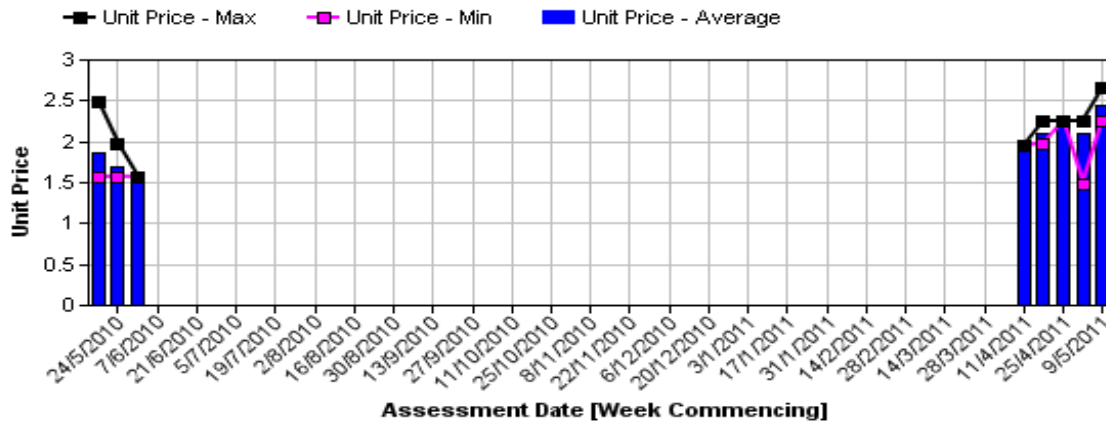
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 10th May 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	Hass	350	2.98	No	Aus	Safeway	Hass	300	2.88	No	Aus
I	Hass	245	2.49	No	Aus	I	Hass	220	0.99	No	NS
Foodworks	Hass	360	2.99	No	Aus	Coles	Hass	305	2.28	No	Aus
Foodworks	Pinkerton	200	1.69	Store	Aus	Safeway	Shepard	370	2.88	No	Aus
Foodworks	Shepard	195	1.69	Store	Aus	Coles	Shepard	295	2.48	No	Aus
Woolworths	Hass	295	2.48	Store	Aus	IGA	Shepard	255	2.99	No	Aus
I	Hass	260	1.99	No	Aus	I	Shepard	310	3.25	No	NS
I	Hass	360	3.99	No	Aus	IS	Shepard	265	1.99	No	NS
I	Shepard	320	2.99	No	Aus	Coles	Hass	255	2.48	No	Aus
Coles	Hass	220	2.68	No	Aus	I	Shepard	260	2.40	No	NS
I	Hass	270	2.99	No	Aus	Safeway	Shepard	290	2.95	No	Aus
I	Hass	260	2.49	No	Aus	I	Shepard	285	3.25	No	NS
I	Hass	345	2.99	No	Aus	Leos	Shepard	310	2.49	No	Aus
I	Shepard	270	2.99	No	Aus	I	Shepard	290	2.98	No	Aus
Coles	Hass	220	2.68	No	Aus	I	Shepard	275	2.49	No	NS
IGA	Shepard	215	2.49	No	Aus	<b>PERTH</b>					
Coles	Hass	300	2.68	No	Aus	I	Hass	230	3.49	No	NZ
Woolworths	Hass	320	2.98	No	Aus	Coles	Shepard	275	2.65	No	Aus
<b>BRISBANE</b>						IGA	Hass	150	2.49	No	Aus
I	Hass	280	1.99	No	Aus	I	Hass	235	2.49	No	NZ
IGA	Hass	160	1.94	No	Aus	IGA	Hass	250	2.99	No	Aus
IGA	Hass	190	1.94	No	NS	I	Hass	249	2.99	No	Aus
Coles	Hass	200	2.25	No	Aus	IGA	Hass	225	3.29	No	Aus
I	Hass	185	1.79	Store	Aus	Woolworths	Shepard	235	2.25	Store	Aus
Woolworths	Hass	285	2.20	No	Mixed	Coles	Shepard	295	2.65	No	Aus
I	Hass	310	2.99	No	Aus	Coles	Shepard	290	2.65	No	Aus
I	Shepard	235	2.79	Store	Aus	IGA	Hass	305	2.99	No	NZ
Woolworths	Hass	280	2.20	No	Mixed	Woolworths	Shepard	105	2.25	Store	Aus
I	Shepard	240	2.99	Store	Aus	Woolworths	Shepard	225	2.25	No	Aus
Coles	Hass	240	2.25	No	Aus						
IGA	Hass	220	1.99	No	NS						
I	Hass	330	2.99	No	Aus						
I	Shepard	280	2.99	No	Aus						
I	Shepard	255	2.99	Store	NS						
Woolworths	Hass	260	2.20	No	Mixed						
I	Hass	240	1.69	Store	Aus						
I	Shepard	245	1.99	Store	Aus						
I	Hass	250	2.99	Store	Aus						
Coles	Hass	226	2.25	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

### 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 Codes

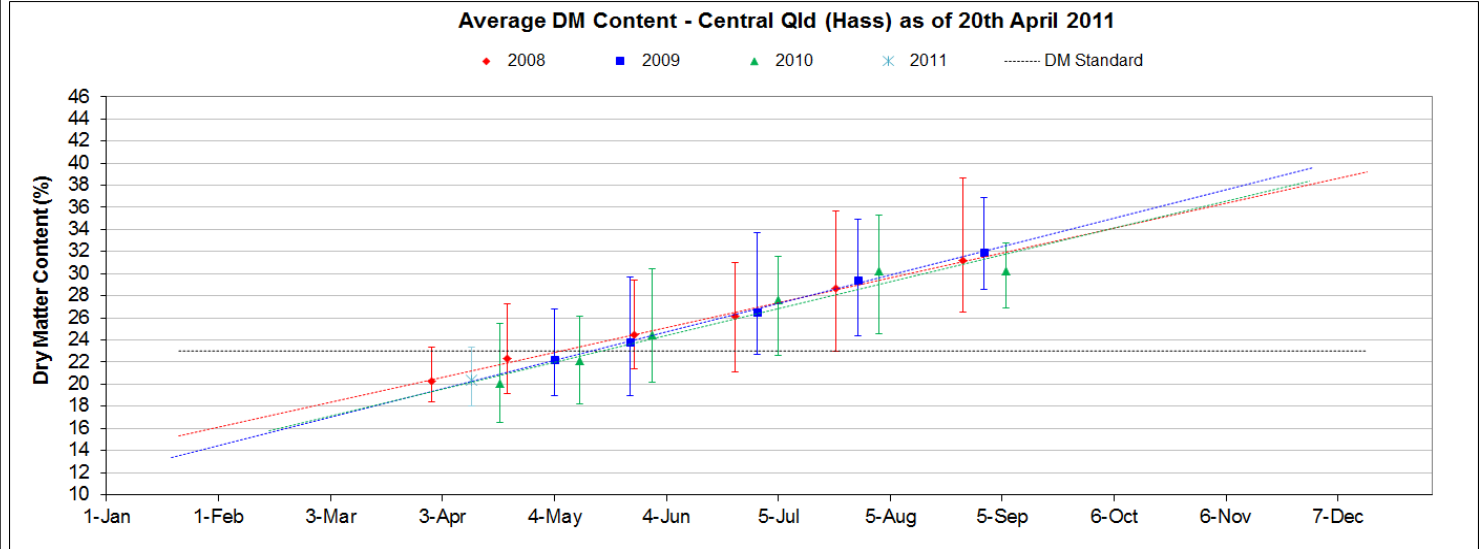
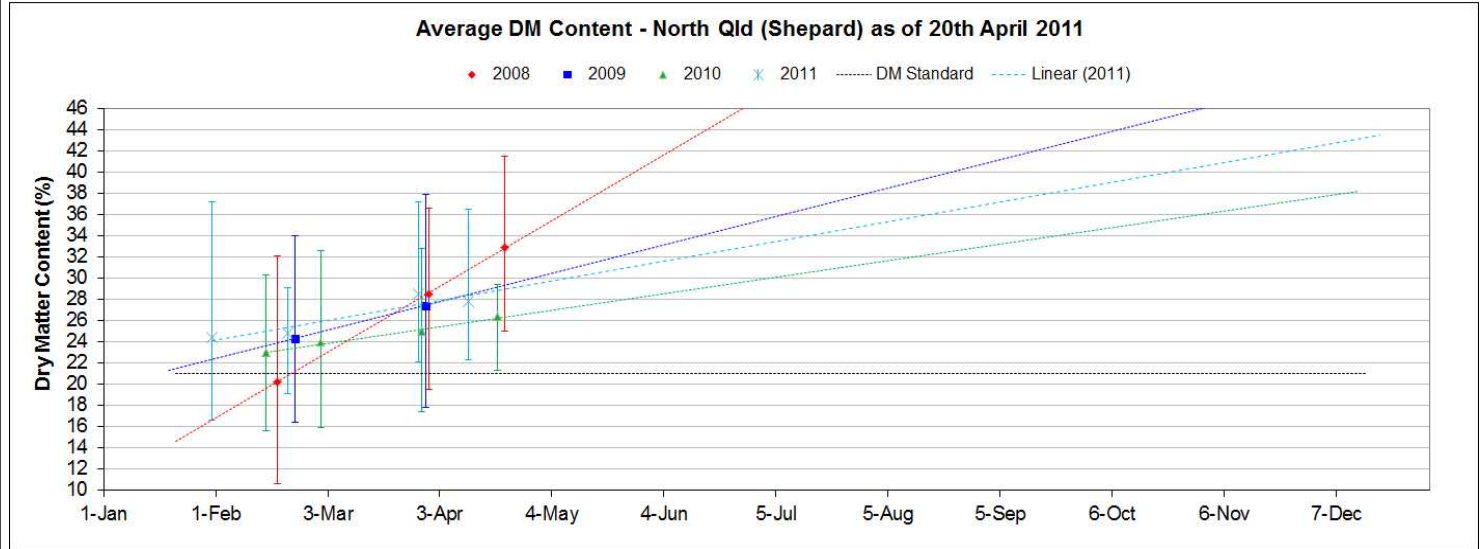
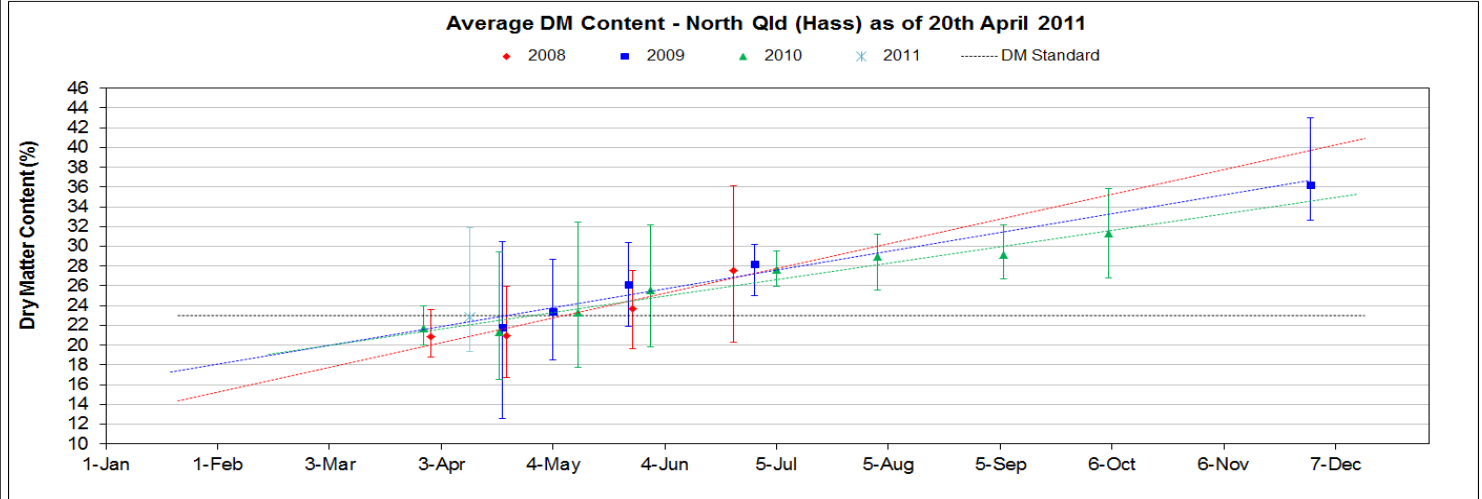
I = Independent Fruit and Vegetable stores  
 IC = Independent Fruit and Vegetable store Chains  
 IS = Independent Supermarkets



# Avocado DM Content Report

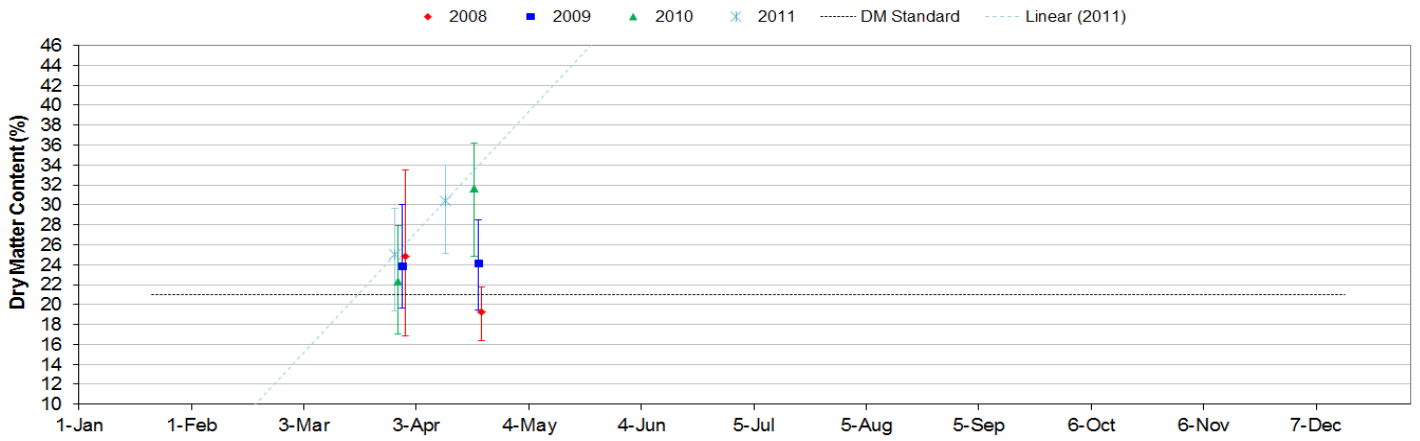
## Fruit collected 18th April 2011

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 18th April 2011									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%	0%	0%	0%	2%					
18.1%-20.9%	6%	0%	14%	3%	15%					
21%-22.9%	15%	0%	21%	7%	19%					
23%-28%	26%	23%	22%	10%	21%					
27.1%-40%	27%	39%	22%	33%	21%					
>40%	27%	39%	22%	33%	21%					
					1					

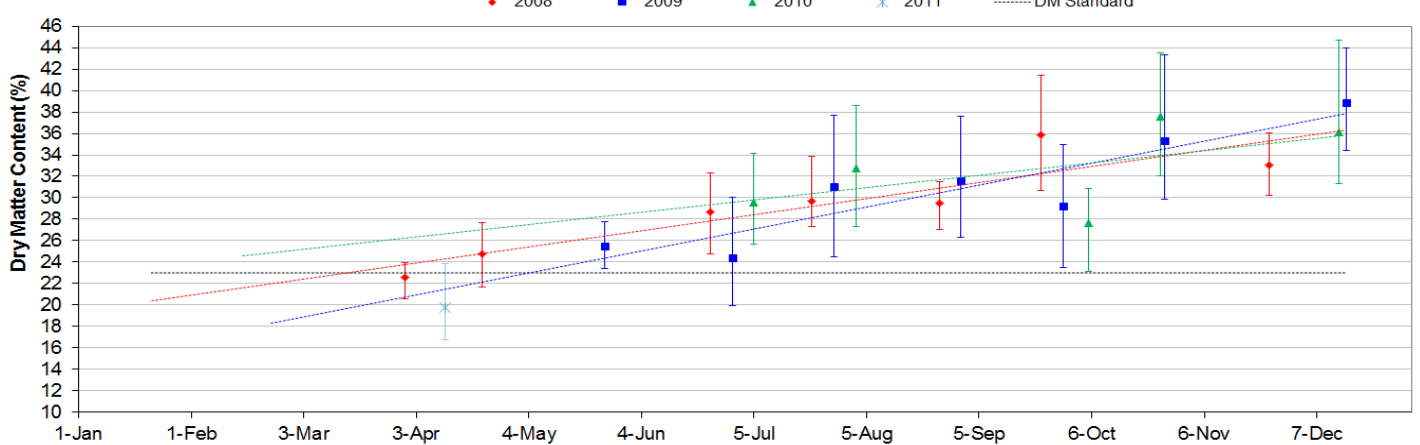




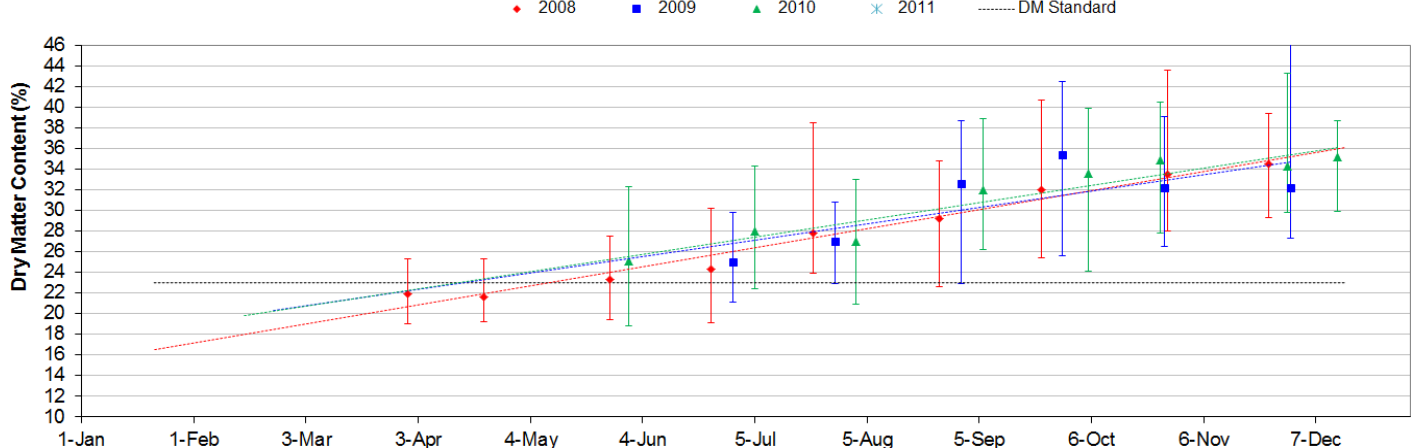
Average DM Content - Central Qld (Shepard) as of 20th April 2011



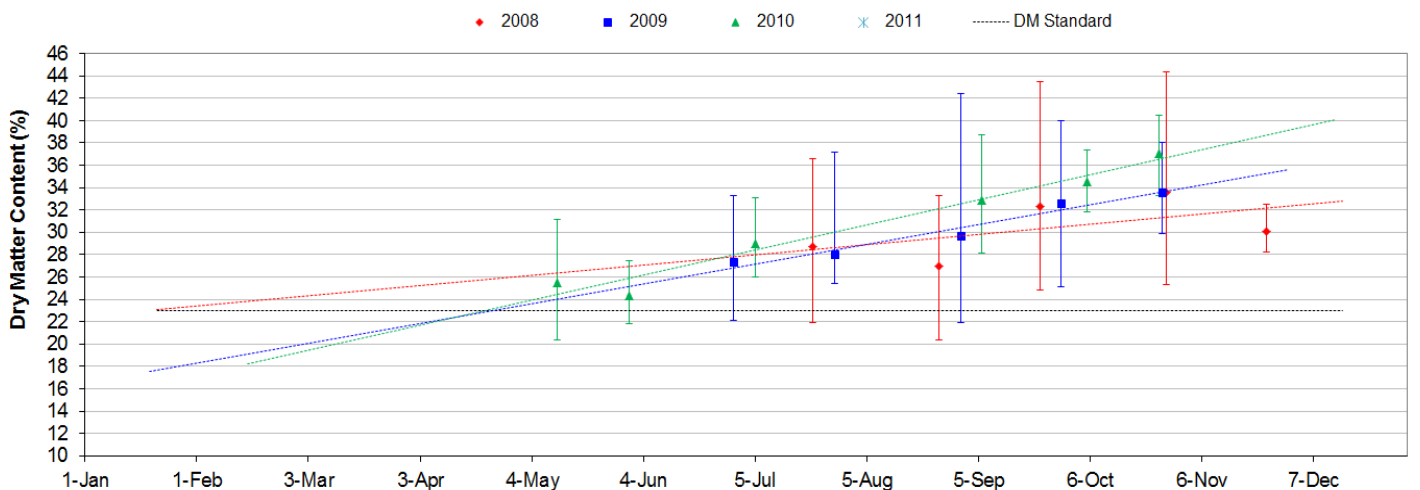
Average DM Content - Sunshine Coast (Hass) as of 20th April 2011



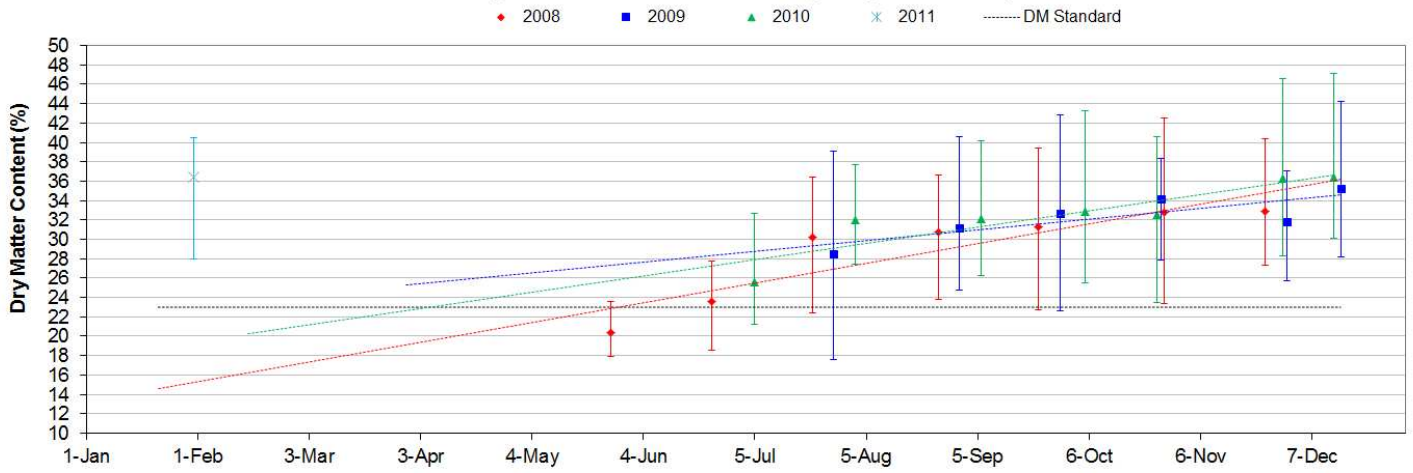
Average DM Content - South Qld (Hass) as of 20th April 2011



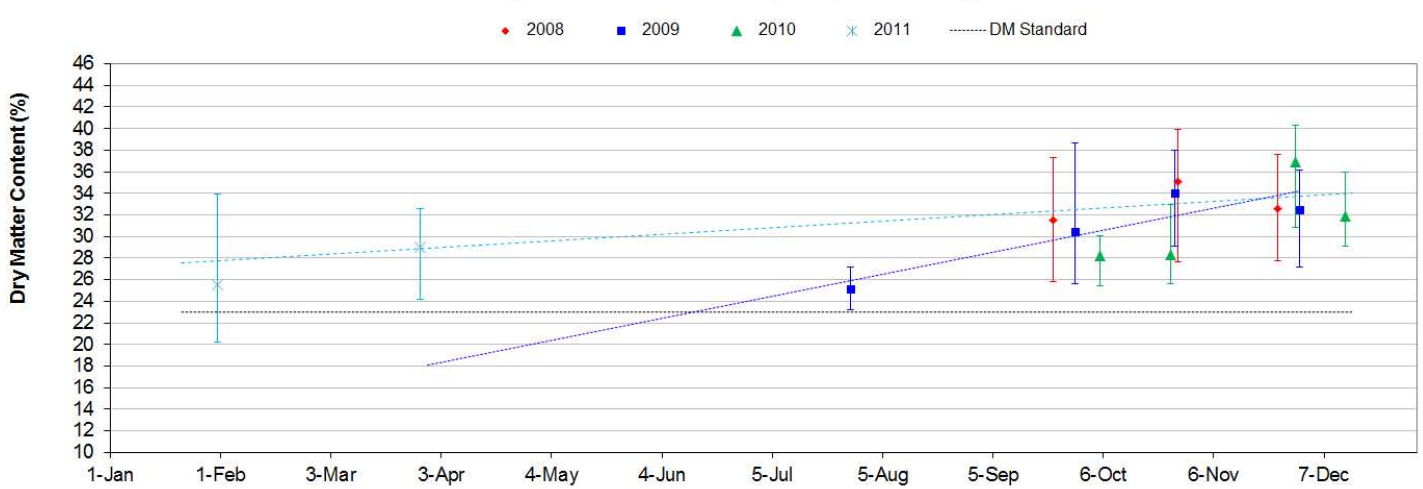
Average DM Content - Northern NSW (Hass) as of 20th April 2011



Average DM Content - Central NSW (Hass) as of 20th April 2011



Average DM Content - Tristate (Hass) as of 20th April 2011



Average DM Content - WA (Hass) as of 20th April 2011

