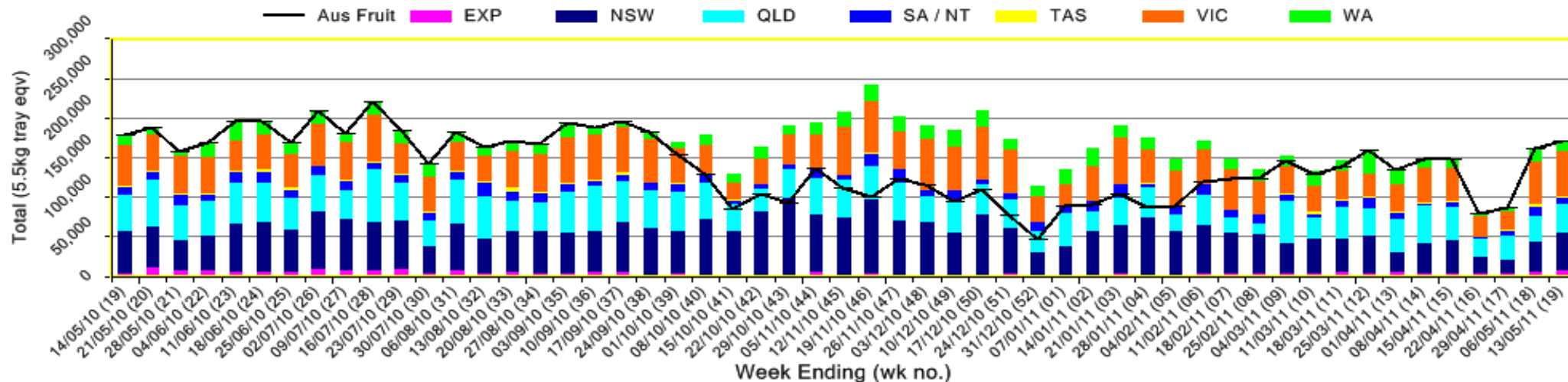


INFOCADO WEEKLY REPORT: 7th —13th May 2011 (Wk 19)

Industry Dispatches By Destination State and Count Size : 7th May - 13th May 2011 (Wk 19)

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		60							3,507	1,903	5,470	1,056				7,390
NSW	16	1,024	2,224	7,130	838	9,519	6,397	1,157	714	29,019	6,698	33,225				47,238
QLD	44	218	701	3,636	625	4,511	7,414	3,722	1,401	22,272	5,174	14,571	8,250	7,030		37,106
SA / NT		152	81	1,456		696	2,422	504		5,311	768	1,980				7,067
TAS							2,080			2,080	676					3,309
VIC	405	7,941	10,027	8,730	1,229	6,887	3,818	1,519	108	40,664	8,111	1,320				55,651
WA	6	38	720	1,181	288	1,854	2,499	518		7,104	2,780					12,159
Total	471	9,433	13,753	22,133	2,980	23,467	24,630	10,927	4,126	111,920	25,263	51,096	8,250	7,030		169,921

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 2,787,124 5.5kg tray eqv



Comments From the CEO

- Volumes last week are up on those forecast. Higher prices at wholesale level are drawing more fruit into the markets.
- Retail prices for Hass have dropped in Brisbane over the last 3 weeks, while Sydney's, Melbourne's and Perth's have risen slightly over the same period. Retail prices have a significant effect on flow through the system to consumers.
- Please ensure your 15 month forecast forms are completed when ever you have a chance to do your crop forecast. This updating directly translates through to the "Percentage Dispatched by Region" graph on page three of the Weekly Infocado Report. It allows a true reflection of the crop still to be dispatched in the future.
- NQ's season is coming to a close and ensuring you tick the "last dispatch" box on your weekly dispatch report is essential.



Forecast Data (Week 19 - 23)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 19 - begin 07/05/2011						
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
Week Total	103,326	9,012	14,000	4,000	150	123,010

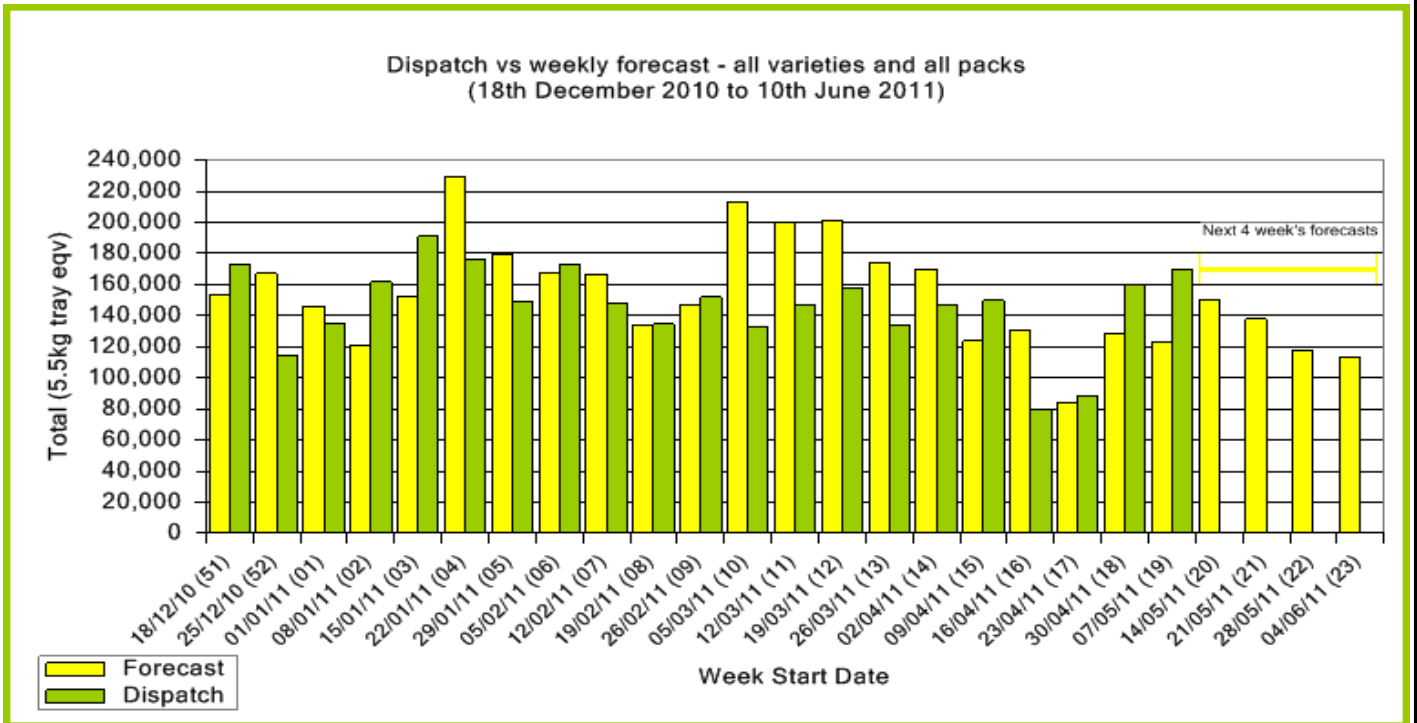
Week 20 - begin 14/05/2011						
Fuerte	10	50				101
Hass	125,860	6,546	12,500	5,300	7,030	142,277
Pinkerton	150					150
Sharwil	595	55				695
Shepard	2,350	640				3,514
Wurtz	3,300	50				3,391
Week Total	132,265	7,341	12,500	5,300	7,030	150,127

Week 21 - begin 21/05/2011						
Hass	119,124	6,246	13,000	4,000		133,571
Pinkerton	80					80
Sharwil	65	35				129
Shepard	300	50				391
Wurtz	3,600	50				3,691
Week Total	123,169	6,381	13,000	4,000		137,862

Week 22 - begin 28/05/2011						
Hass	101,025	5,966	12,000			114,054
Pinkerton	60					60
Sharwil	335	65				453
Shepard	100	20				136
Wurtz	2,900	30				2,955
Week Total	104,420	6,081	12,000			117,658

Week 23 - begin 04/06/2011						
Hass	99,151	4,966	12,000			110,362
Pinkerton	40					40
Wurtz	3,200	10				3,218
Week Total	102,391	4,976	12,000			113,620

Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 19 - begin 7/05/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Fuerte	853	336				1,464	
Hass	107,251	23,867	51,096	8,250	7,030	162,714	
Pinkerton	243					243	
Sharwil	210	75				346	
Shepard	1,697	785				3,124	
Wurtz	1,666	200				2,030	
Total	111,920	25,263	51,096	8,250	7,030	169,921	



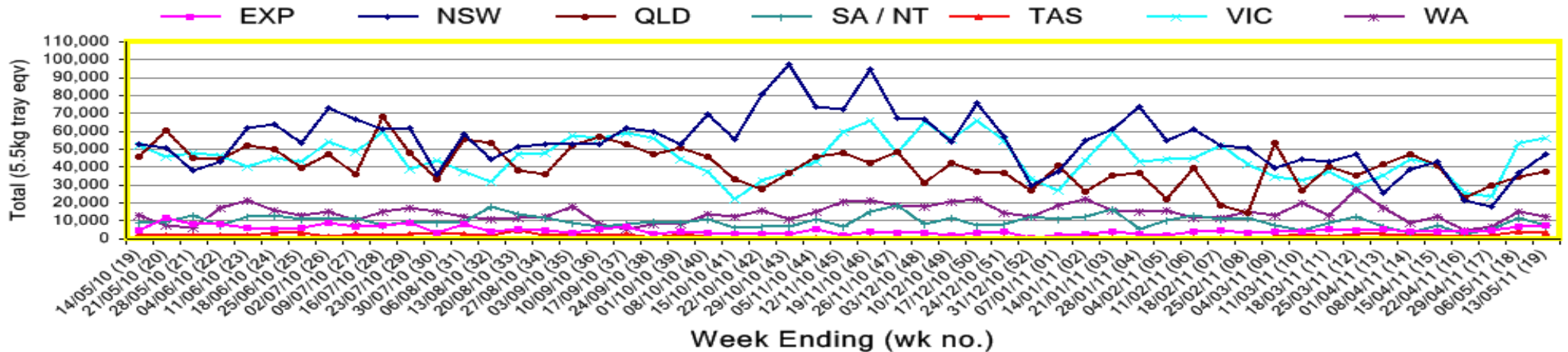
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 2,787,124 5.5kg tray eqv



Week 19 contributors - Packhouses

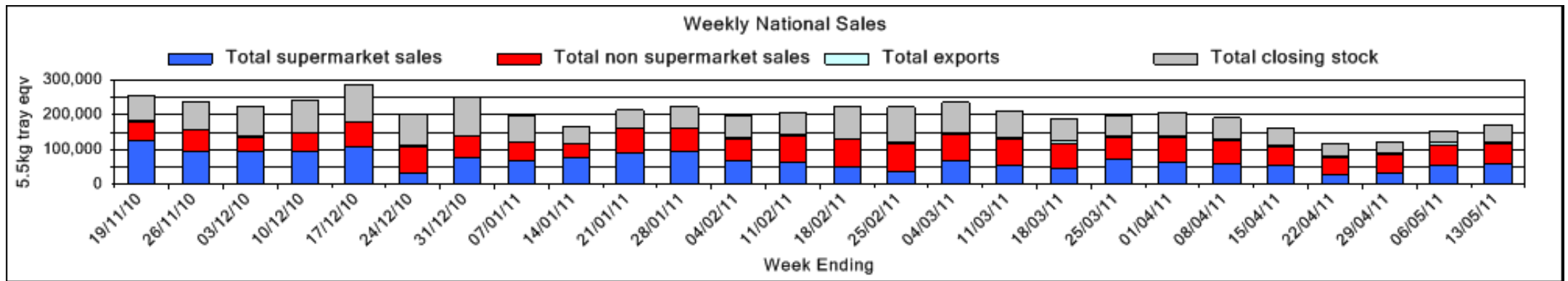
Simpson Farms Pty Ltd	Tropicado Avocados
Sunnyspot Packhouse PL	Tinaroo Falls Avocado Trust
Donovan Family Investment Trust	One Harvest
Sunny Bluff Produce Pty Ltd	Balmoral Orchard
SuperPak	Touchwood Farming
R & M Waterman	G & C Christensen
Battistin Orchards	Sunfresh
Natures Fruit Company	

Week 19 contributors - Wholesalers

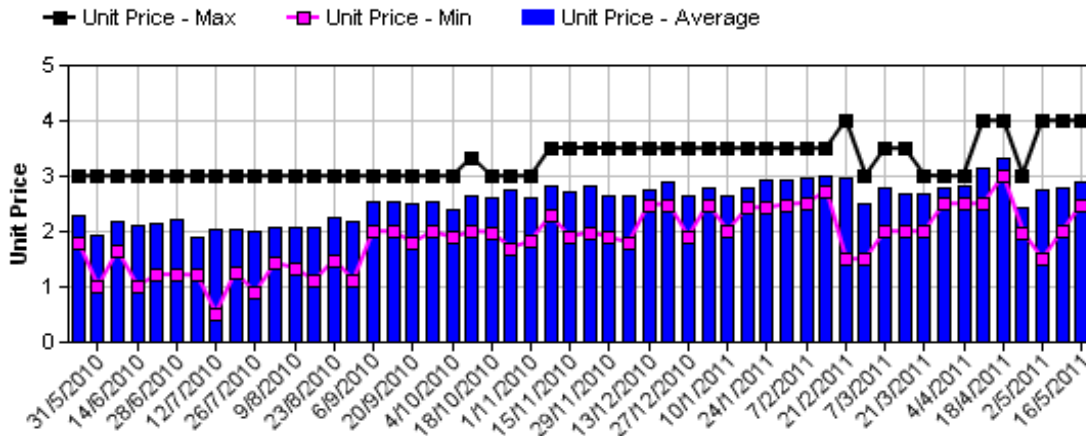
Allcrops Pty Ltd (Sydney)	Moraitis (Sydney)
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Barkers (Melbourne)	Romeos Marketing (Brisbane)
Costa Farms (Adelaide)	S & B Produce (Sydney)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Melbourne)	Sinclair & Antico (Aust)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

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

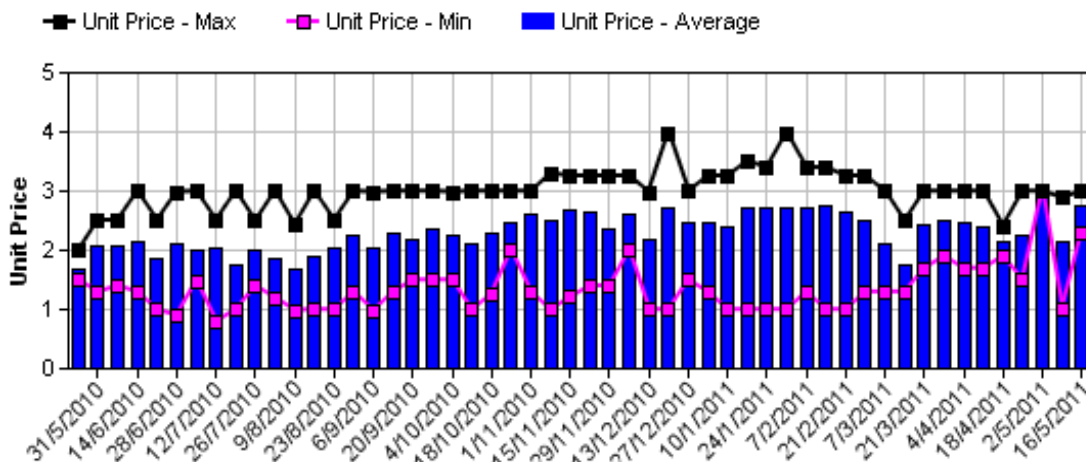
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)							
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total				
NSW																						
Total supermarket sales	10,777			10,777		426	36	462	840				33,225				33,225	6,041	16,817	775	65	17,657
Total non supermarket sales	12,872	890	155	13,917	2,955	590	103	3,648	6,633									18,245	1,963	342		20,550
Total exports																						
Total sales	23,649	890	155	24,694	2,955	1,016	139	4,110	7,473	33,225			33,225	6,041	35,062	2,737	408	38,207				
Total Stock on Hand	5,851	256	278	6,385	1,685	22		1,707	3,104						8,915	296	278	9,489				
QLD																						
Total supermarket sales	11,906		96	12,002	576		72	648	1,178	9,951			9,951	1,809	14,763			227	14,990			
Total non supermarket sales	11,086	1,008	208	12,302	394	1,071	168	1,633	2,969						11,802	2,955	513	15,271				
Total exports	5,188	282		5,470	1,056			1,056	1,920						7,108	282		7,390				
Total sales	28,180	1,290	304	29,774	2,026	1,071	240	3,337	6,067	9,951			9,951	1,809	33,673	3,237	740	37,651				
Total Stock on Hand	15,856	638	80	16,574	719	119		838	1,524						17,163	854	80	18,097				
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	7,579			7,579	1,745			1,745	3,173	1,980			1,980	360	11,112			11,112				
Total Stock on Hand	4,694	8	73	4,775	976			976	1,775						6,469	8	73	6,550				
VIC																						
Total supermarket sales	13,614	1,123		14,737	457	425		882	1,604	1,320			1,320	240	14,685	1,896		16,581				
Total non supermarket sales	4,870	1,576	2,396	8,842	678	207	319	1,204	2,189						6,103	1,952	2,976	11,031				
Total exports																						
Total sales	18,484	2,699	2,396	23,579	1,135	632	319	2,086	3,793	1,320			1,320	240	20,788	3,848	2,976	27,612				
Total Stock on Hand	5,300	344	1,606	7,250	602	553	44	1,199	2,180						6,395	1,349	1,686	9,430				
WA																						
Total supermarket sales	3,222			3,222	96			96	175						3,397			3,397				
Total non supermarket sales	3,324			3,324	938			938	1,705						5,029			5,029				
Total exports																						
Total sales	6,546			6,546	1,034			1,034	1,880						8,426			8,426				
Total Stock on Hand	5,102			5,102	504			504	916						6,018			6,018				
Total																						
Total supermarket sales	44,815	1,123	96	46,034	2,496	851	108	3,455	6,282	46,476			46,476	8,450	57,804	2,670	292	60,766				
Total non supermarket sales	34,435	3,474	2,759	40,668	5,343	1,868	590	7,801	14,184						44,149	6,870	3,832	54,851				
Total exports	5,188	282		5,470	1,056			1,056	1,920						7,108	282		7,390				
Total sales	84,438	4,879	2,855	92,172	8,895	2,719	698	12,312	22,385	46,476			46,476	8,450	109,061	9,823	4,124	123,008				
Total Stock on Hand	36,803	1,246	2,037	40,086	4,486	694	44	5,224	9,498						44,959	2,508	2,117	49,584				



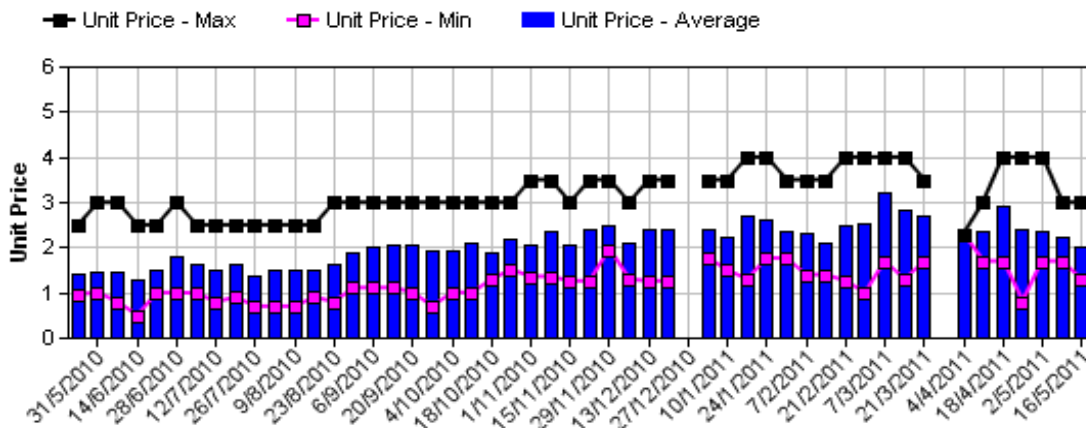
Hass Avocado Average Retail Prices - Sydney



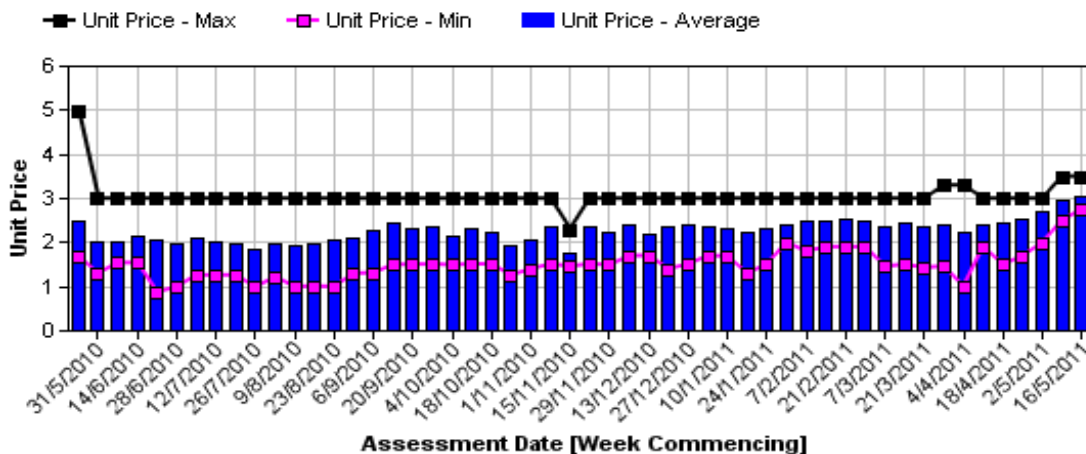
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

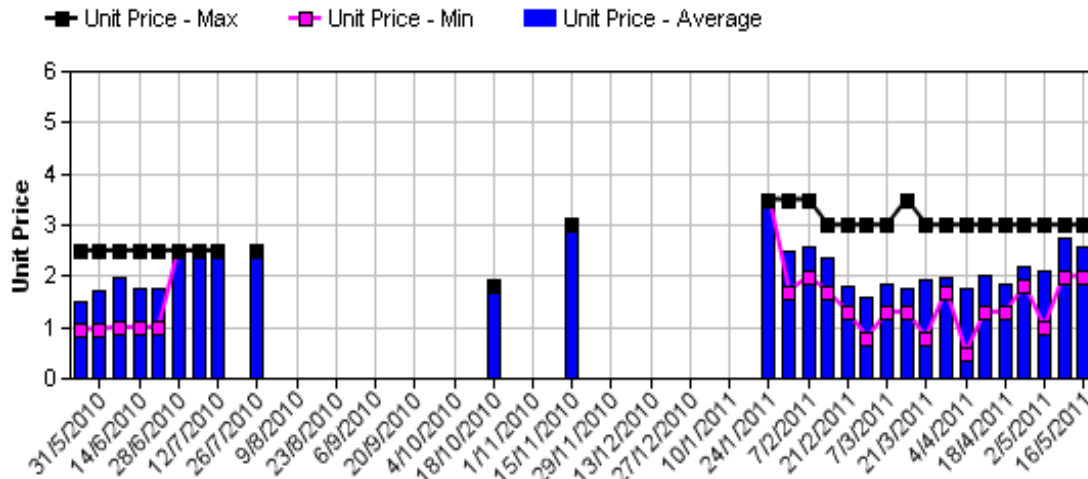


Hass Avocado Average Retail Prices - Perth

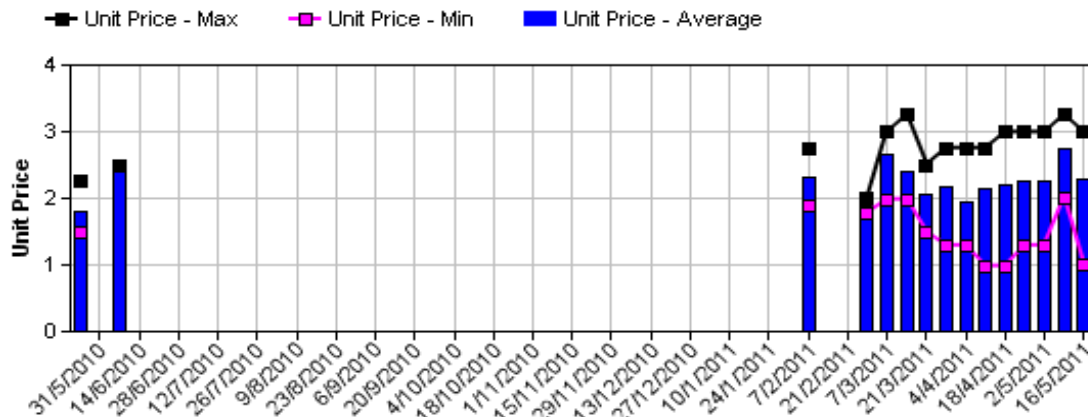


Assessment Date [Week Commencing]

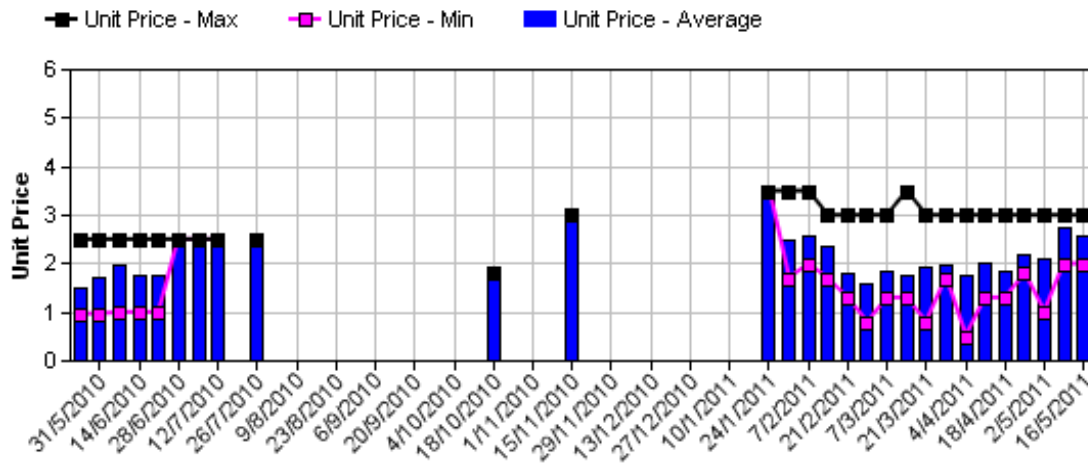
Shepard Avocado Average Retail Prices - Brisbane



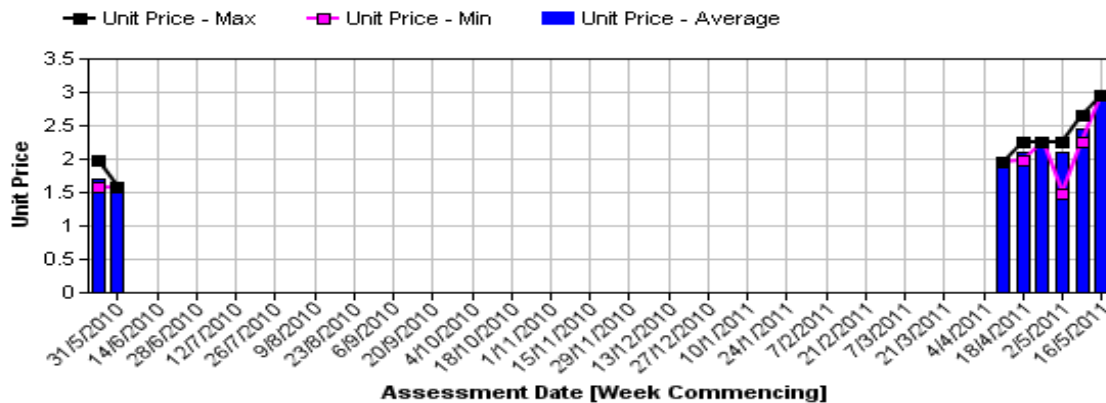
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 17th May 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					
I	Shepard	200	1.99	No	Aus	I	Shepard	225	0.99	No	NS
Coles	Hass	290	2.48	No	Aus	I	Shepard	245	1.49	No	NS
Coles	Hass	250	2.48	No	Aus	Safeway	Hass	290	2.28	No	Aus
Coles	Hass	250	2.48	No	Aus	IS	Shepard	275	2.29	No	NS
I	Hass	255	2.49	No	Aus	I	Shepard	280	2.40	No	NS
I	Hass	245	2.49	No	Aus	I	Hass	300	2.75	No	NS
IGA	Hass	230	2.95	No	Aus	Coles	Shepard	275	2.78	No	Aus
Woolworths	Hass	250	2.98	No	Aus	Coles	Hass	290	2.78	No	Aus
Woolworths	Hass	245	2.98	Store	Aus	Coles	Hass	280	2.78	No	Aus
Woolworths	Hass	340	2.98	No	Aus	Safeway	Hass	380	2.88	No	Aus
I	Hass	360	2.99	No	Aus	Safeway	Hass	270	2.88	No	Aus
I	Hass	300	2.99	No	Aus	IGA	Shepard	250	2.99	No	Aus
Foodworks	Hass	295	2.99	No	Aus	I	Shepard	295	2.99	No	Aus
I	Hass	260	2.99	No	Aus	I	Hass	295	2.99	No	Aus
I	Hass	225	2.99	No	Aus	PERTH					
IGA	Shepard	265	2.99	No	NZ	IGA	Hass	210	2.75	Store	Aus
I	Shepard	310	2.99	No	Aus	I	Hass	260	2.79	No	Aus
I	Hass	290	3.99	No	Aus	Woolworths	Hass	220	2.85	No	Aus
BRISBANE						Woolworths	Hass	205	2.85	No	Aus
IGA	Hass	220	1.29	Cat	Aus	Woolworths	Hass	195	2.85	Store	NS
IGA	Hass	220	1.29	Cat	Aus	Coles	Shepard	230	2.95	No	Aus
IGA	Hass	205	1.29	Cat	Aus	Coles	Hass	270	2.95	No	Aus
I	Hass	245	1.49	No	Aus	Coles	Shepard	250	2.95	No	Aus
I	Hass	180	1.69	Store	Aus	Coles	Shepard	260	2.95	No	Aus
I	Hass	410	1.99	No	Aus	IS	Hass	220	2.99	Store	Aus
I	Shepard	420	1.99	No	Aus	IGA	Hass	310	2.99	No	NZ
Woolworths	Hass	300	2.20	No	Aus	I	Hass	265	2.99	No	Aus
Woolworths	Hass	260	2.20	No	Aus	I	Hass	230	2.99	No	Aus
Woolworths	Hass	210	2.20	No	Mixed	IGA	Hass	280	2.99	No	Aus
Coles	Hass	300	2.25	No	Aus	IGA	Hass	240	3.49	No	Aus
Coles	Hass	275	2.25	No	Aus	I	Hass	300	3.49	No	NZ
Coles	Hass	250	2.25	No	Aus	I	Hass	240	3.49	No	Aus
I	Shepard	226	2.49	Store	Aus						
I	Shepard	235	2.79	Store	Aus						
I	Shepard	280	2.99	No	NS						
I	Hass	310	2.99	No	Aus						
I	Hass	290	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

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