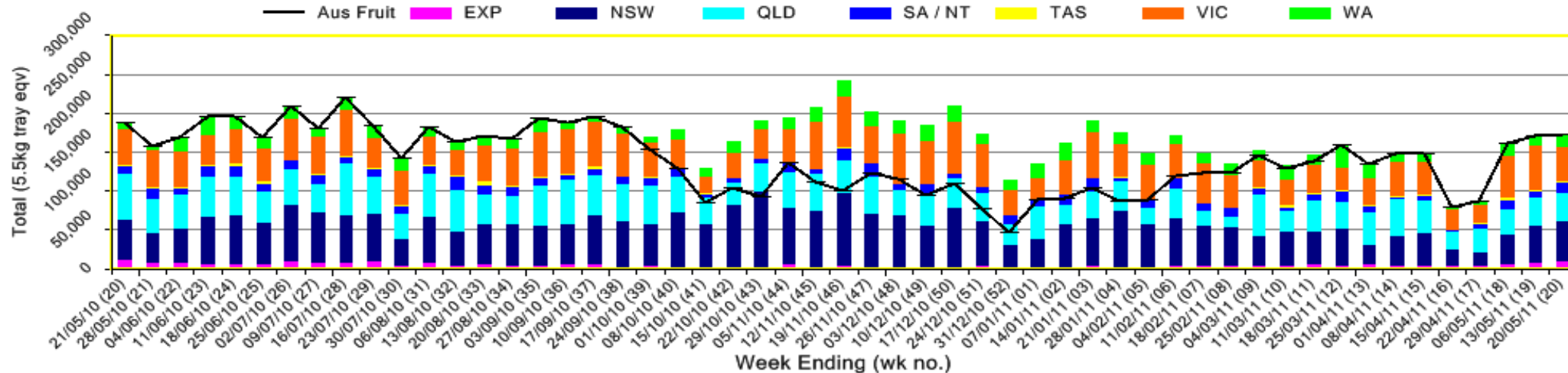


INFOCADO WEEKLY REPORT: 14th —20th May 2011 (Wk 20)

Industry Dispatches By Destination State and Count Size : 14th May - 20th May 2011 (Wk 20)

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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP		60						3,182	4,035	7,277	1,499				10,002
NSW	46	694	3,299	8,344	1,446	11,387	8,764	2,735	427	37,142	7,102	1,728			50,369
QLD	14	134	774	3,948	1,273	3,723	10,485	3,596	2,145	26,092	3,283	8,708	12,340	5,460	36,881
SA / NT		18	334	2,842		667	2,088	1,872	219	8,040	2,482	1,320			12,793
TAS							640	480		1,120	544				2,109
VIC	346	3,066	9,300	8,598	451	6,885	3,832	761	213	33,452	5,634	1,980			44,056
WA			320	1,440		2,353	3,695	768	320	8,896	3,264				14,831
Total	406	3,972	14,027	25,172	3,170	25,015	29,504	13,394	7,359	122,019	23,808	13,736	12,340	5,460	171,040

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 2,958,165 5.5kg tray eq



Comments From the CEO

- NQ is all but finished it's season for this year. Volumes from now on will be small.
- Shepard is also almost finished for the year. Just small amounts are scheduled to flow in to the market place over the next few weeks.
- Wholesale prices have come back from the highs of the last few weeks, but are still at higher levels than usual. Higher wholesale prices have resulted in more fruit being sent into all markets with stocks building back up. Increased retail prices, plus the colder weather across the country, in particular in the two larger consumer markets, Sydney and Melbourne have slowed demand.
- Retail prices have increased inline with wholesale prices. There is a delay factor in the decrease as retailers need to clear higher priced fruit before passing on the reduction. This delay will cause some fruit quality issues and build up in the wholesale market.
- The major positive is exports are on the rise, with 17% of this weeks volume heading overseas. This is a positive for the domestic market, assisting in stabilizing the market overall. If you get the opportunity to export fruit please strongly consider doing so.



Forecast Data (Week 20 - 24)

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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						
Fuerte	100	20				136
Hass	120,761	9,300	10,000	3,500	5,500	141,124
Pinkerton	80					80
Sharwil	2,380	370				3,053
Shepard	300	50				391
Wurtz	3,500	180				3,827
Week Total	127,121	9,920	10,000	3,500	5,500	148,611
Week 22 - begin 28/05/2011						
Hass	110,645	7,296	12,000	3,500	5,500	127,728
Pinkerton	60					60
Sharwil	1,235	95				1,408
Shepard	100	20				136
Wurtz	3,300	160				3,591
Week Total	115,340	7,571	12,000	3,500	5,500	132,923
Week 23 - begin 04/06/2011						
Hass	116,145	6,996	12,000	3,500	5,500	132,683
Pinkerton	40					40
Sharwil	1,100	40				1,173
Wurtz	3,100	140				3,355
Week Total	120,385	7,176	12,000	3,500	5,500	137,250
Week 24 - begin 11/06/2011						
Hass	112,145	6,596	12,000	3,500	5,500	127,956
Pinkerton	20					20
Sharwil	1,080	20				1,116
Wurtz	2,900	120				3,118
Week Total	116,145	6,736	12,000	3,500	5,500	132,210

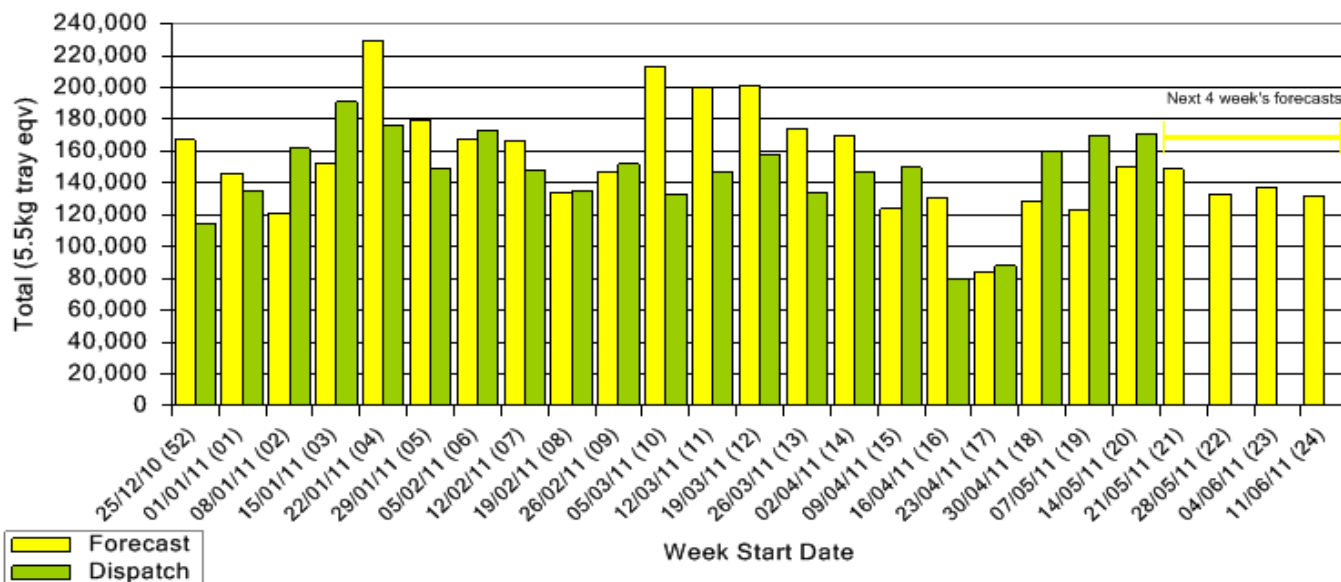
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 20 - begin 14/05/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	52	6				63
Hass	116,063	22,637	13,736	12,340	5,460	162,955
Pinkerton	602	10				620
Sharwil	1,697	425				2,470
Shepard	72	33				132
Wurtz	3,533	697				4,800
Total	122,019	23,808	13,736	12,340	5,460	171,040

Dispatch vs weekly forecast - all varieties and all packs (25th December 2010 to 17th June 2011)



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

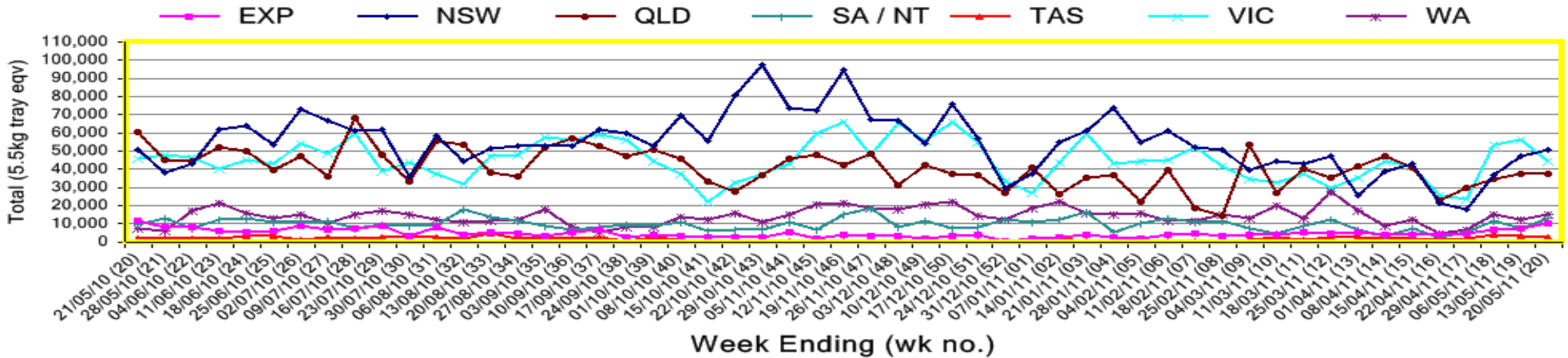
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	21,335	5,931	1,571,671
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	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 = 2,958,165 5.5kg tray eqv



Week 20 contributors - Packhouses

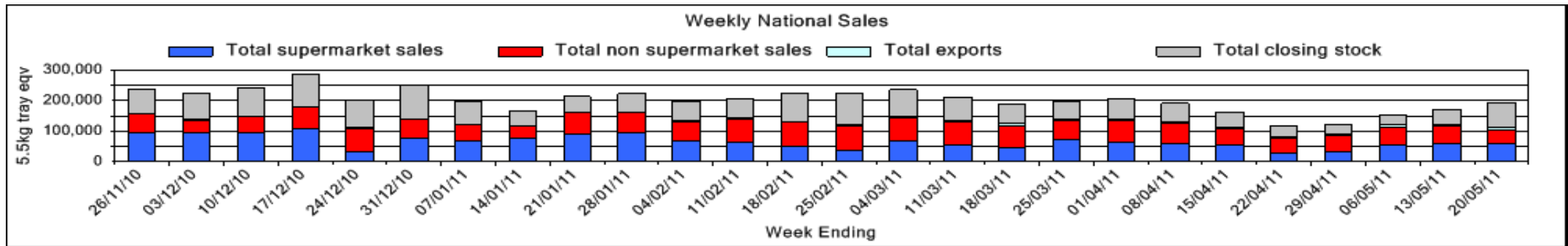
Balmoral Orchard	Sunfresh
Donovan Family Investment Trust	Sunny Bluff Produce Pty Ltd
G & C Christensen	Sunnyspot Packhouse PL
Natures Fruit Company	SuperPak
One Harvest	Tinaroo Falls Avocado Trust
Simpson Farms Pty Ltd (Goodwood Home)	Touchwood Farming
Tropicado Avocados	

Week 20 contributors - Wholesalers

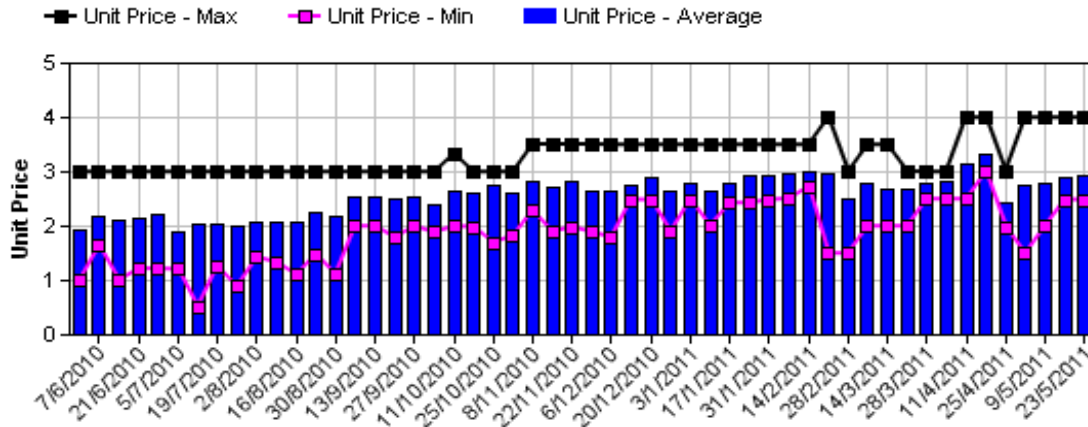
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Mercer Mooney (Perth)
Barkers (Melbourne)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa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

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

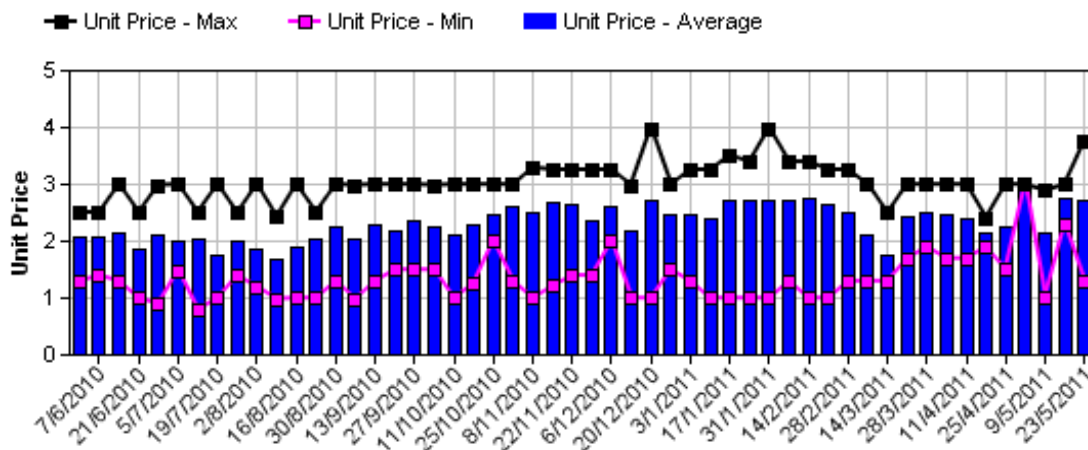
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	13,814	32		13,846	1,328	28		1,356	2,465	1,728			1,728	314	16,543	83		16,626
Total non supermarket sales	8,816		110	8,926	1,056			1,056	1,920						10,736		110	10,846
Total exports																		
Total sales	22,630	32	110	22,772	2,384	28		2,412	4,385	1,728			1,728	314	27,279	83	110	27,472
Total Stock on Hand	5,371		31	5,402	1,456			1,456	2,647						8,018		31	8,049
QLD																		
Total supermarket sales	11,011			11,011	608			608	1,105	6,008			6,008	1,092	13,208			13,208
Total non supermarket sales	9,349	827	436	10,612	222	153	168	543	987						9,753	1,105	742	11,599
Total exports	7,277			7,277	1,499			1,499	2,725						10,002			10,002
Total sales	27,637	827	436	28,900	2,329	153	168	2,650	4,818	6,008			6,008	1,092	31,844	1,105	742	34,809
Total Stock on Hand	23,242	431	101	23,774	782	56		838	1,524						24,664	533	101	25,298
SA & TAS																		
Total supermarket sales	5,108			5,108	2,207			2,207	4,013	1,320			1,320	240	9,361			9,361
Total non supermarket sales	2,093			2,093	445			445	809						2,902			2,902
Total exports																		
Total sales	7,201			7,201	2,652			2,652	4,822	1,320			1,320	240	12,263			12,263
Total Stock on Hand	8,475	9	73	8,557	1,256			1,256	2,284						10,759	9	73	10,841
VIC																		
Total supermarket sales	11,270	878	1,663	13,811	615	236	415	1,266	2,302	1,980			1,980	360	12,748	1,307	2,418	16,473
Total non supermarket sales	5,397	915	2,857	9,168	1,573	508	408	2,489	4,525						8,257	1,839	3,598	13,694
Total exports																		
Total sales	16,667	1,793	4,520	22,979	2,188	744	823	3,755	6,827	1,980			1,980	360	21,005	3,146	6,016	30,167
Total Stock on Hand	12,984	947	408	14,339	5,031	385		5,416	9,847						22,132	1,647	408	24,187
WA																		
Total supermarket sales	3,773			3,773	194			194	353						4,126			4,126
Total non supermarket sales	4,177			4,177	1,384			1,384	2,516						6,693			6,693
Total exports																		
Total sales	7,950			7,950	1,578			1,578	2,869						10,819			10,819
Total Stock on Hand	9,635			9,635	1,304			1,304	2,371						12,006			12,006
Total																		
Total supermarket sales	44,976	910	1,663	47,549	4,952	264	415	5,631	10,238	11,036			11,036	2,007	55,986	1,390	2,418	59,793
Total non supermarket sales	29,832	1,742	3,403	34,977	4,680	661	576	5,917	10,758						38,341	2,944	4,450	45,735
Total exports	7,277			7,277	1,499			1,499	2,725						10,002			10,002
Total sales	82,085	2,652	5,066	89,802	11,131	925	991	13,047	23,722	11,036			11,036	2,007	104,329	4,334	6,868	115,530
Total Stock on Hand	59,708	1,387	613	61,708	9,829	441		10,270	18,673						77,578	2,189	613	80,380



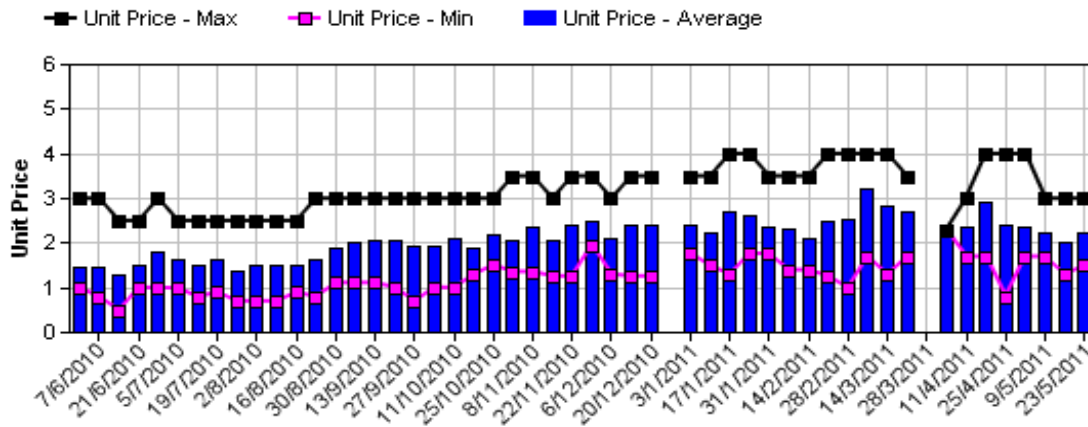
Hass Avocado Average Retail Prices - Sydney



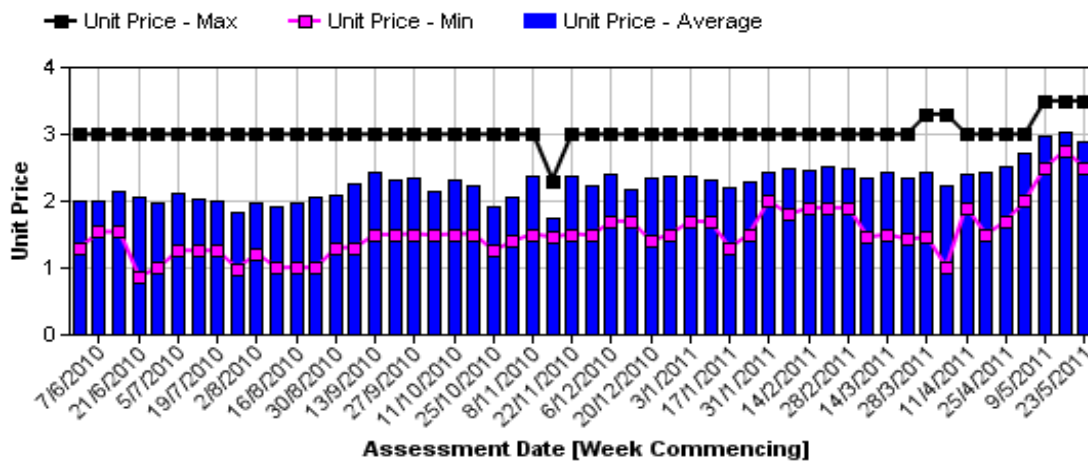
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

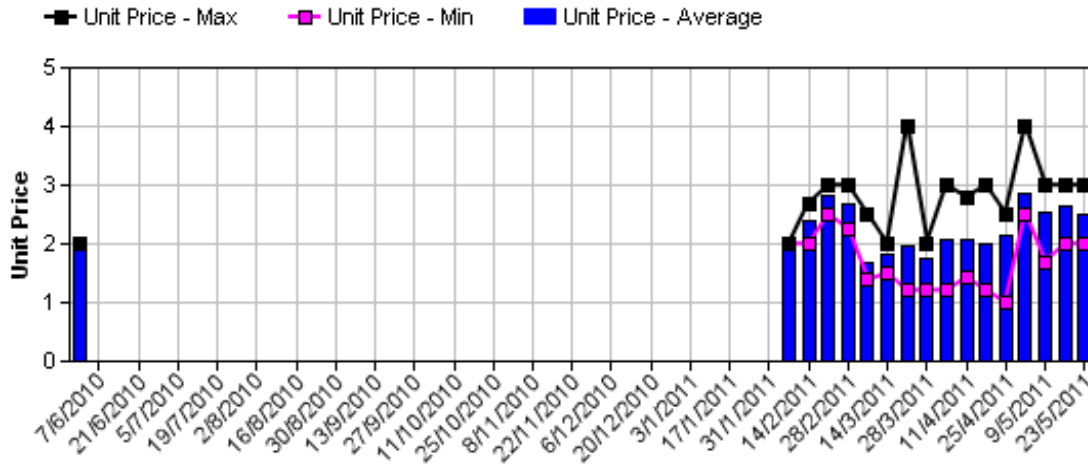


Hass Avocado Average Retail Prices - Perth

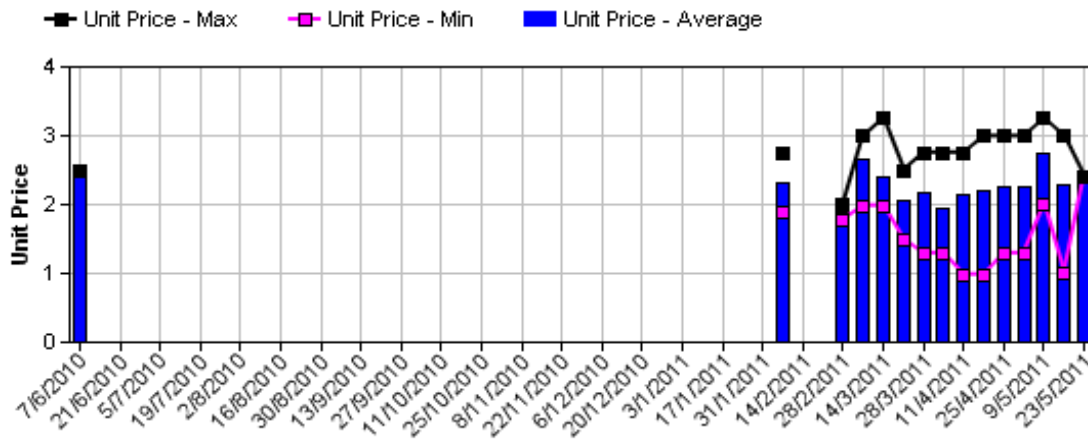


Assessment Date [Week Commencing]

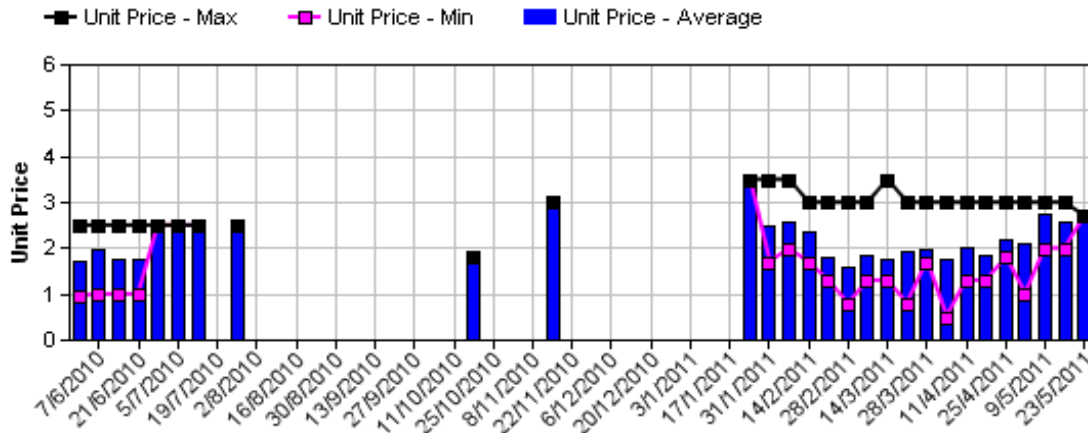
Shepard Avocado Average Retail Prices - Sydney



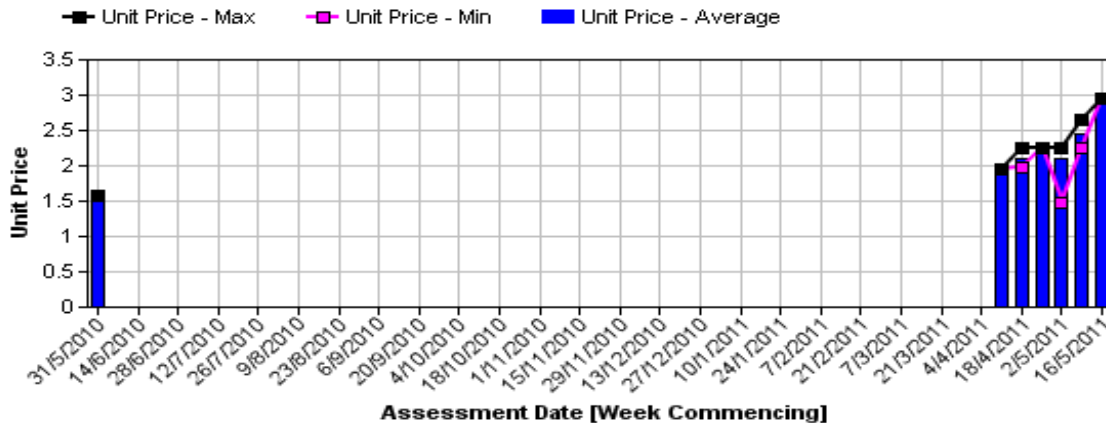
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 23rd May 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	200	1.99	No	Aus
Coles	Hass	245	2.48	Store	Aus
Coles	Hass	260	2.48	Store	Aus
Coles	Hass	320	2.48	No	Aus
Woolworths	Hass	285	2.48	No	Aus
Woolworths	Hass	250	2.48	No	Aus
I	Hass	250	2.49	No	Aus
Woolworths	Hass	245	2.68	No	Aus
Foodworks	Hass	340	2.99	No	Aus
IGA	Hass	265	2.99	No	NZ
I	Hass	290	2.99	No	Aus
IGA	Shepard	220	2.99	No	NZ
I	Hass	285	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	380	3.49	No	Aus
I	Hass	295	3.49	No	Aus
I	Hass	300	3.99	No	Aus
BRISBANE					
IGA	Hass	200	1.49	Store	Aus
I	Hass	165	1.49	Store	Aus
I	Hass	180	1.69	Store	Aus
IGA	Hass	220	1.69	Store	Aus
Woolworths	Hass	220	1.98	Store	Aus
Woolworths	Hass	215	1.98	No	Aus
Woolworths	Hass	195	1.98	No	Aus
I	Hass	240	1.99	Store	Aus
IGA	Hass	170	2.2	No	Aus
Coles	Hass	215	2.45	No	Aus
Coles	Hass	220	2.45	Store	Aus
Coles	Hass	240	2.45	No	Aus
I	Hass	245	2.69	Store	Aus
I	Shepard	240	2.69	Store	Aus
I	Hass	252	2.99	Store	NS
I	Hass	250	2.99	Store	NS
I	Hass	310	2.99	Store	Aus
I	Hass	320	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	1.29	No	NS
I	Hass	240	1.47	No	NS
I	Shepard	280	2.4	No	NS
Coles	Hass	275	2.48	No	Aus
Coles	Hass	310	2.48	No	Aus
IS	Hass	270	2.49	No	NS
Coles	Hass	290	2.98	No	Aus
Safeway	Hass	300	2.98	No	Aus
Safeway	Hass	305	2.98	No	Aus
Safeway	Hass	300	2.98	No	Aus
I	Hass	265	2.99	No	NS
I	Hass	310	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	325	3.25	No	NS
I	Hass	375	3.75	No	NS
PERTH					
IS	Hass	220	2.49	Store	Aus
I	Hass	230	2.5	No	Aus
IGA	Hass	210	2.75	Store	Aus
I	Hass	280	2.79	No	Aus
Coles	Hass	260	2.85	No	Aus
Woolworths	Hass	230	2.85	No	Aus
Woolworths	Hass	235	2.85	Store	Aus
Coles	Hass	270	2.85	No	Aus
Woolworths	Hass	200	2.85	Store	Aus
Coles	Hass	230	2.85	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	2.7	2.99	No	Aus
IGA	Hass	265	2.99	No	NZ
I	Hass	260	2.99	No	Aus
I	Hass	275	2.99	No	Aus
IGA	Hass	230	3.49	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

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