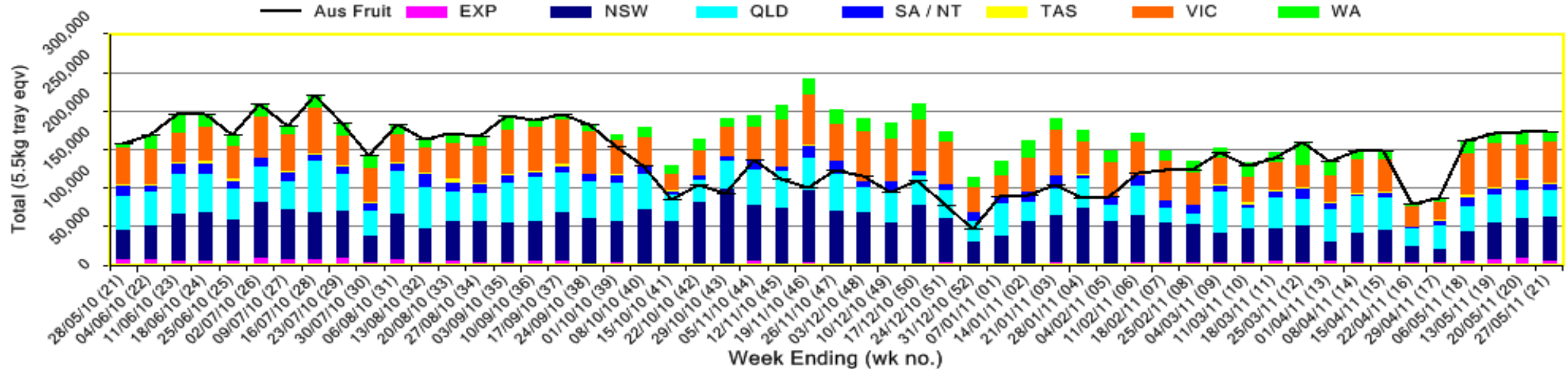


INFOCADO WEEKLY REPORT: 21st —27th May 2011 (Wk 21)

Industry Dispatches By Destination State and Count Size : 21st May - 27th May 2011 (Wk 21)

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			30	50		20		2,345	3,109	5,554	372				6,230
NSW	162	362	3,743	11,002	1,532	11,619	9,829	2,062	660	40,971	8,439	2,618			56,791
QLD	171	368	1,600	3,101	1,037	4,207	10,555	1,824	1,861	24,724	2,560	8,082	8,400	8,600	33,939
SA / NT		21	1,054	2,133	1	583	1,562	1,286		6,640	1,152	160			8,764
TAS				80				640		720	464				1,564
VIC	399	1,780	8,182	9,921	944	9,120	3,138	2,001	113	35,598	9,083	1,188			52,329
WA		32	132	2,118		1,638	4,674	182		8,776	1,440				11,394
Total	732	2,563	14,741	28,405	3,514	27,187	29,758	10,340	5,743	122,983	23,510	12,048	8,400	8,600	171,010

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 3,129,176 5.5kg tray eqv



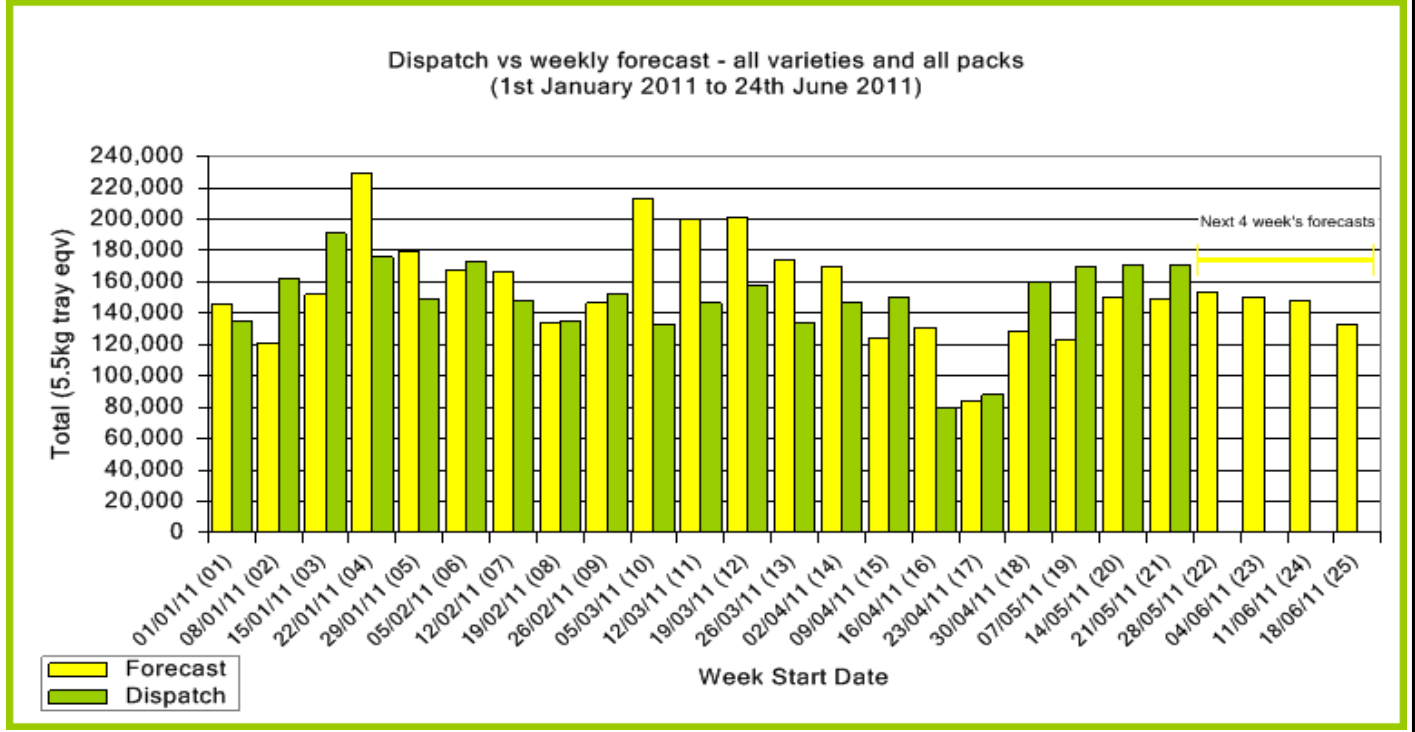
Comments From the CEO

- The NQ crop is almost finished.
- Shepard retail prices are stable, averaging a high of approximately \$3 per fruit in all markets.
- Hass will be the predominant variety in the markets from now on.



Forecast Data (Week 21 - 25)						
Variety	Trays - Total 5.5Kg Eqv	Bulk 10Kg	P/Pk Kg	Proc Kg	Other Kg	All - Total 5.5Kg Eqv
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						
Bacon		80				145
Fuerte	10	50				101
Hass	124,852	7,546	12,000	5,000	8,500	143,208
Pinkerton	780	20				816
Sharwil	3,000	580				4,055
Shepard	100	20				136
Wurtz	4,600	390			150	5,336
Week Total	133,342	8,686	12,000	5,000	8,650	153,799
Week 23 - begin 04/06/2011						
Bacon		80				145
Fuerte	10	50				101
Hass	125,705	7,050	12,000	5,000	8,500	143,159
Pinkerton	700	10				718
Sharwil	1,500	80				1,645
Shepard	100	20				136
Wurtz	4,100	315			150	4,700
Week Total	132,115	7,605	12,000	5,000	8,650	150,606
Week 24 - begin 11/06/2011						
Bacon		80				145
Fuerte	10	50				101
Hass	124,581	6,750	12,000	5,000	8,500	141,490
Pinkerton	650	10				668
Sharwil	1,500	80				1,645
Shepard	100	20				136
Wurtz	3,600	240				4,036
Week Total	130,441	7,230	12,000	5,000	8,500	148,222
Week 25 - begin 18/06/2011						
Bacon		80				145
Fuerte	10	90				174
Hass	111,860	6,550	12,000			125,951
Pinkerton	600	10				618
Sharwil	1,500	80				1,645
Shepard	100	20				136
Wurtz	3,600	240				4,036
Week Total	117,670	7,070	12,000			132,707

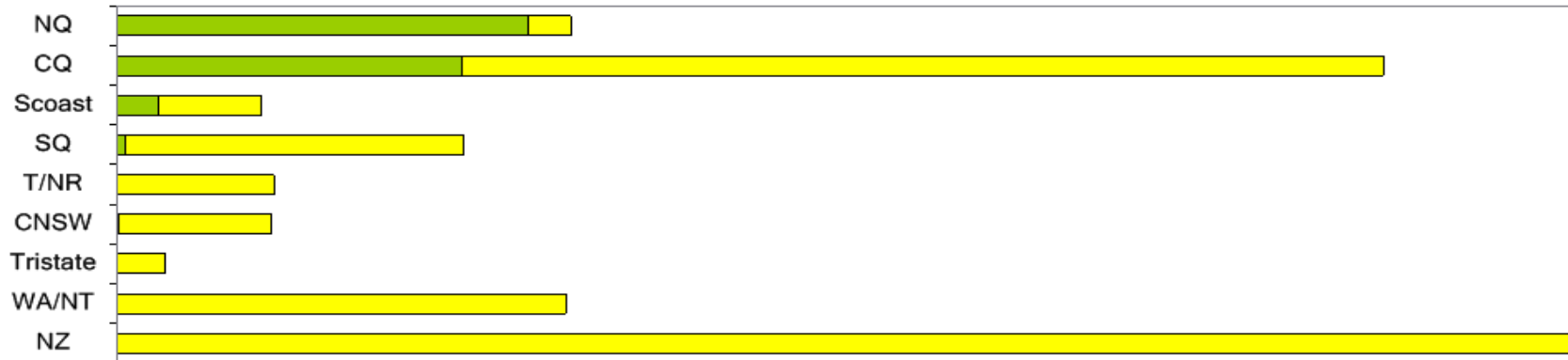
Green shading indicates dispatch data							Yellow shading indicates forecast data						
Dispatch Data (Week 21 - begin 21/05/2011)													
Variety	Trays		Bulk		P/PK		Proc		Other		5.5Kg Eqv		
	5.5Kg Eqv		10Kg		Kg		Kg		Kg		Total Trays		
Bacon	304		24								348		
Fuerte	201		78								343		
Hass	117,396		22,587		12,048		8,400		8,400		163,708		
Pinkerton	813		33								873		
Sharwil	1,076		435								1,867		
Shepard	40		5								49		
Wurtz	3,153		348						200		3,822		
Total	122,983		23,510		12,048		8,400		8,600		171,010		



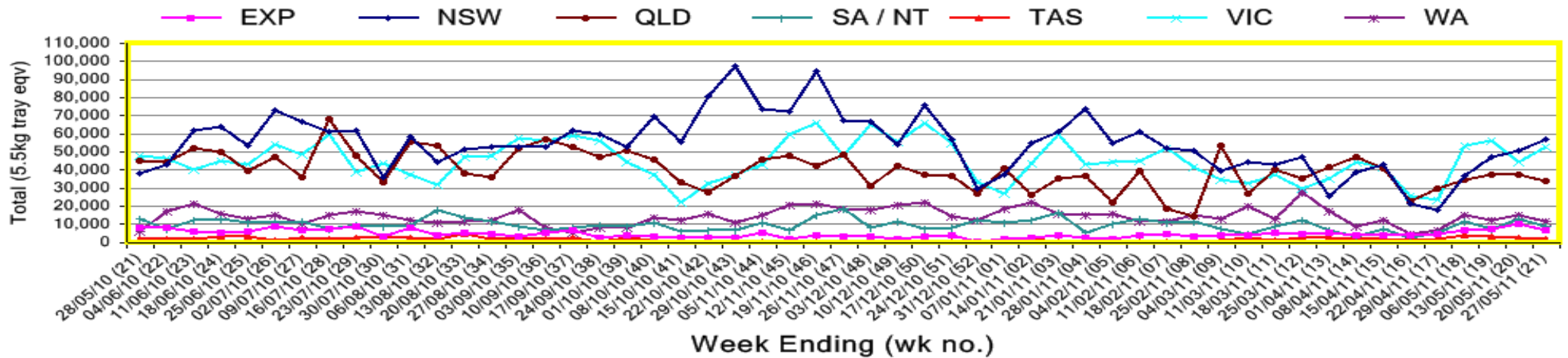
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 3,129,176 5.5kg tray eqv



Week 21 contributors - Packhouses

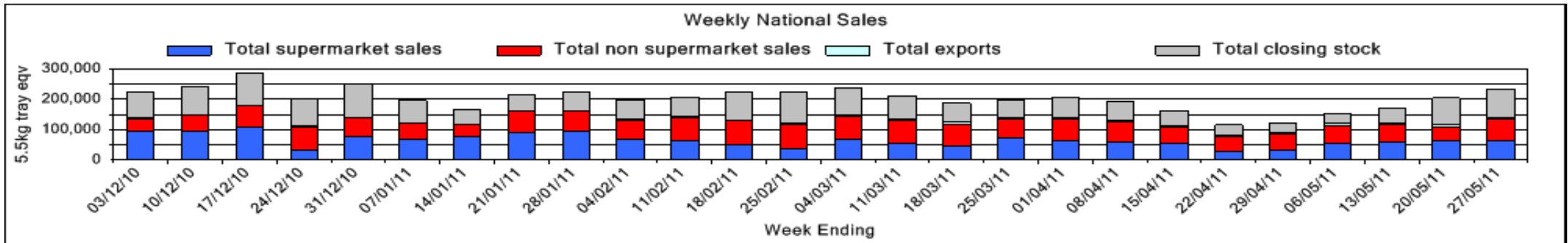
Balmoral Orchard	Natures Fruit Company
BT & RG Pegg	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
G & C Christensen	Sunny Bluff Produce Pty Ltd
J & K Hummer	Sunnyspot Packhouse PL
Lavers Orchards	SuperPak
Mountain Fresh	Tinaroo Falls Avocado Trust
Tropicado Avocados	Touchwood Farming

Week 21 contributors - Wholesalers

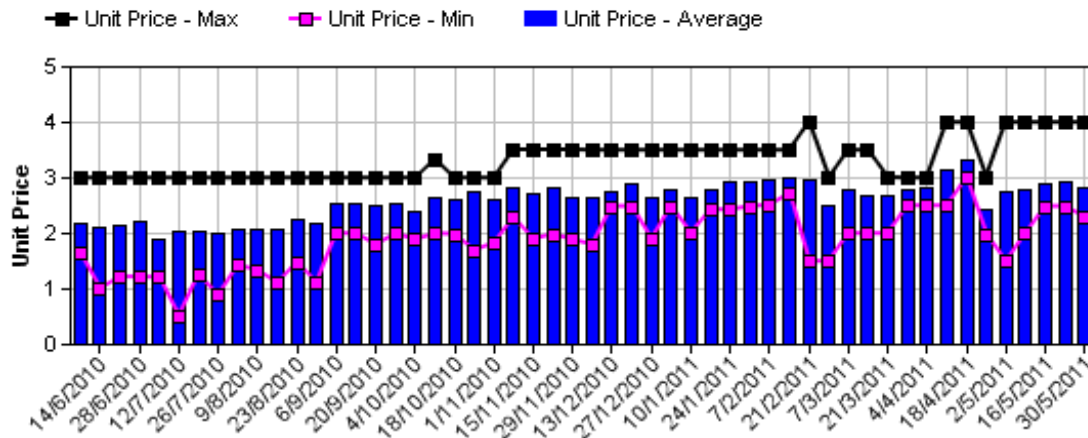
Allcrops Pty Ltd (Sydney)	Mercer Mooney (Perth)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	S & B Produce (Sydney)
Costa Farms (Perth)	Sculli & Co Pty Ltd (Melbourne)
Dykes 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)
Kelly's (Melbourne)	

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

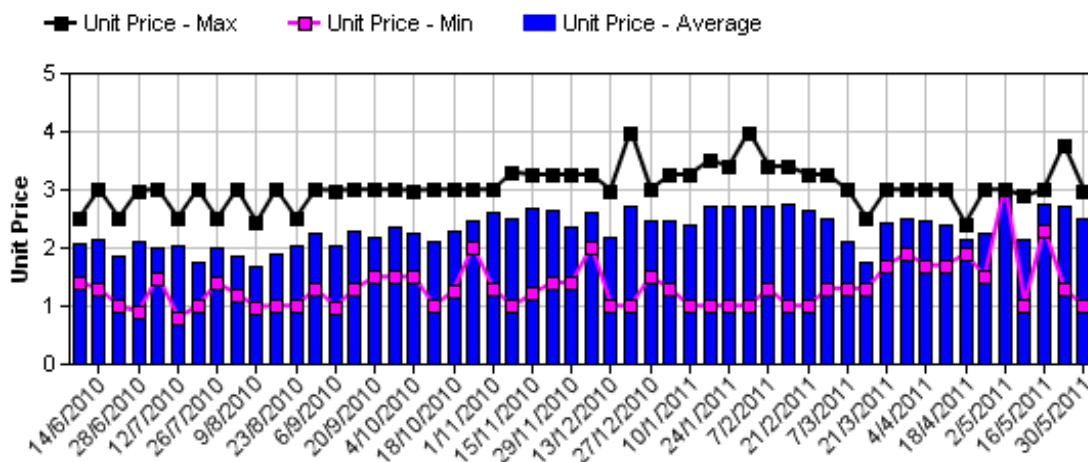
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	17,079			17,079	384			384	698	2,618			2,618	476	18,254			18,254
Total non supermarket sales	15,735		621	16,356	4,178		60	4,238	7,705						23,331		730	24,061
Total exports																		
Total sales	32,814		621	33,435	4,562		60	4,622	8,404	2,618			2,618	476	41,585		730	42,315
Total Stock on Hand	13,346		658	14,004	1,874		29	1,903	3,460						16,753		711	17,464
QLD																		
Total supermarket sales	12,532			12,532	576			576	1,047	4,572			4,572	831	14,410			14,410
Total non supermarket sales	11,627	431	531	12,589	418	56	152	626	1,138	568			568	103	12,490	533	807	13,831
Total exports	5,554			5,554	372			372	676						6,230			6,230
Total sales	29,713	431	531	30,675	1,366	56	152	1,574	2,862	5,140			5,140	935	33,131	533	807	34,471
Total Stock on Hand	21,836		600	22,436	556			556	1,011	1,973			1,973	359	23,206		600	23,806
SA & TAS																		
Total supermarket sales	4,080			4,080	464			464	844	160			160	29	4,953			4,953
Total non supermarket sales	4,097			4,097	548			548	996						5,093			5,093
Total exports																		
Total sales	8,177			8,177	1,012			1,012	1,840	160			160	29	10,046			10,046
Total Stock on Hand	8,724	9	73	8,806	2,208			2,208	4,015						12,739	9	73	12,821
VIC																		
Total supermarket sales	15,070		316	15,386	2,976		8	2,984	5,425	1,188			1,188	216	20,697		331	21,027
Total non supermarket sales	11,281	631	3,410	15,323	2,214	187	347	2,748	4,996						15,307	971	4,041	20,319
Total exports																		
Total sales	26,351	631	3,726	30,708	5,190	187	355	5,732	10,422	1,188			1,188	216	36,003	971	4,372	41,346
Total Stock on Hand	13,670	486	4,356	18,512	4,486	12	702	5,200	9,455						21,826	508	5,633	27,967
WA																		
Total supermarket sales	6,106			6,106											6,106			6,106
Total non supermarket sales	3,365			3,365	1,100			1,100	2,000						5,365			5,365
Total exports																		
Total sales	9,471			9,471	1,100			1,100	2,000						11,471			11,471
Total Stock on Hand	8,397			8,397	2,067			2,067	3,758						12,155			12,155
Total																		
Total supermarket sales	54,867		316	55,183	4,400		8	4,408	8,015	8,538			8,538	1,552	64,419		331	64,750
Total non supermarket sales	46,105	1,062	4,562	51,730	8,458	243	559	9,260	16,836	568			568	103	61,587	1,504	5,579	68,669
Total exports	5,554			5,554	372			372	676						6,230			6,230
Total sales	106,526	1,062	4,878	112,467	13,230	243	567	14,040	25,527	9,106			9,106	1,656	132,237	1,504	5,909	139,649
Total Stock on Hand	65,973	495	5,687	72,155	11,191	12	731	11,934	21,698	1,973			1,973	359	86,679	517	7,016	94,212



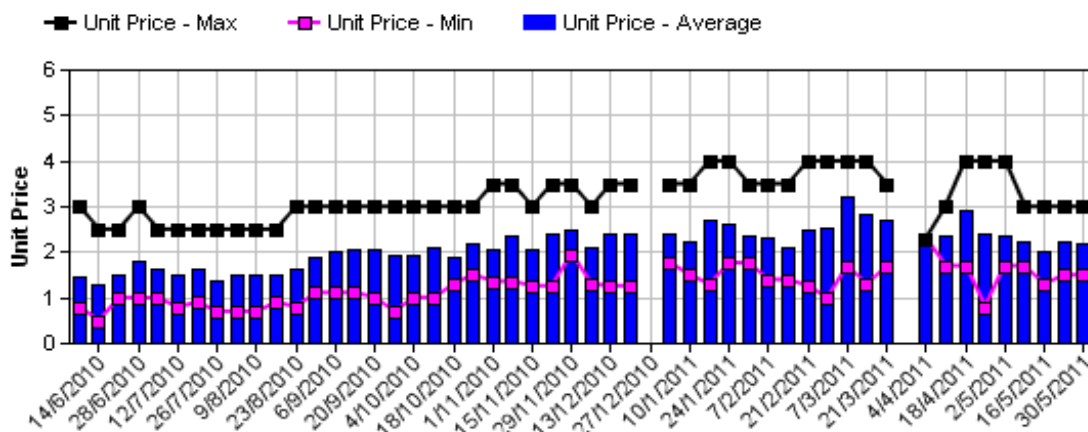
Hass Avocado Average Retail Prices - Sydney



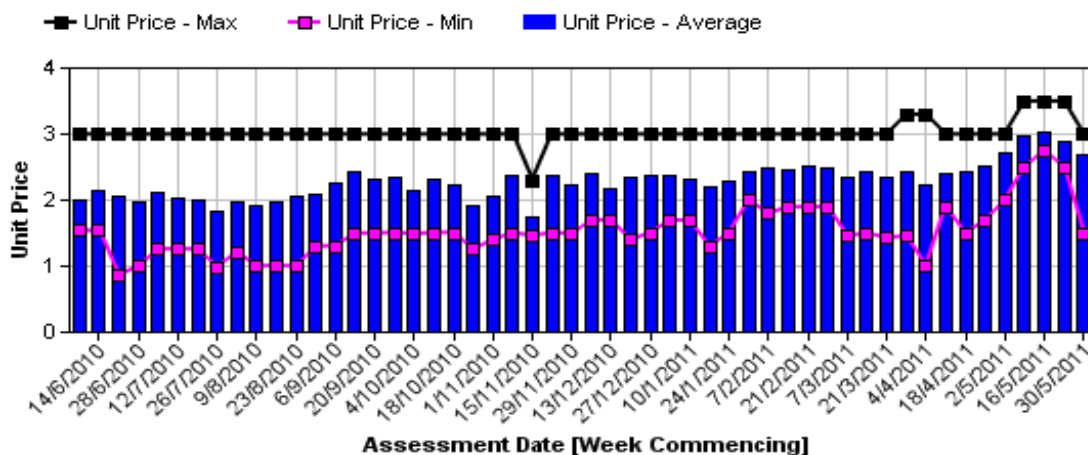
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

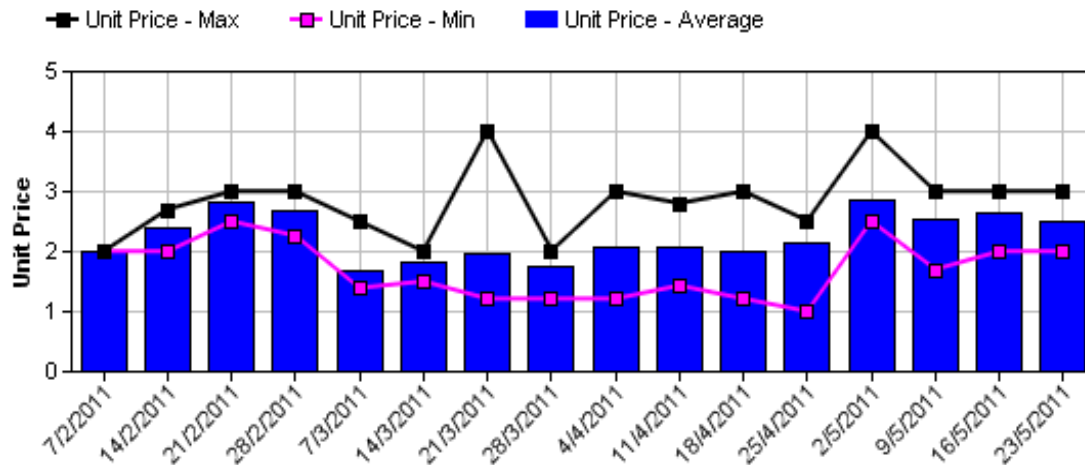


Hass Avocado Average Retail Prices - Perth

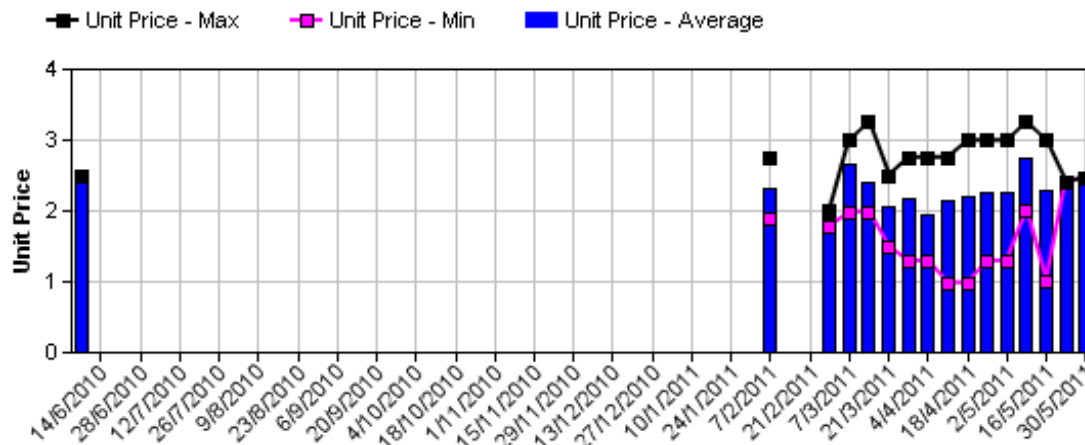


Assessment Date [Week Commencing]

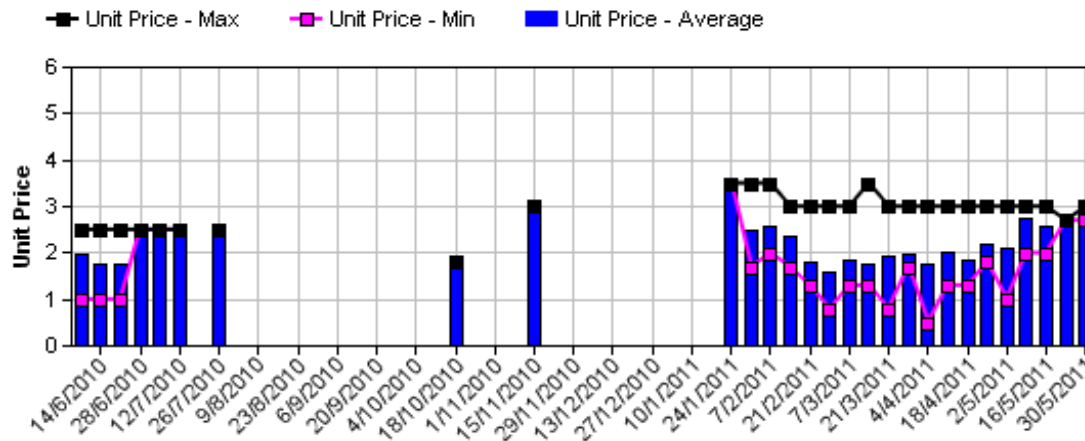
Shepard Avocado Average Retail Prices - Sydney



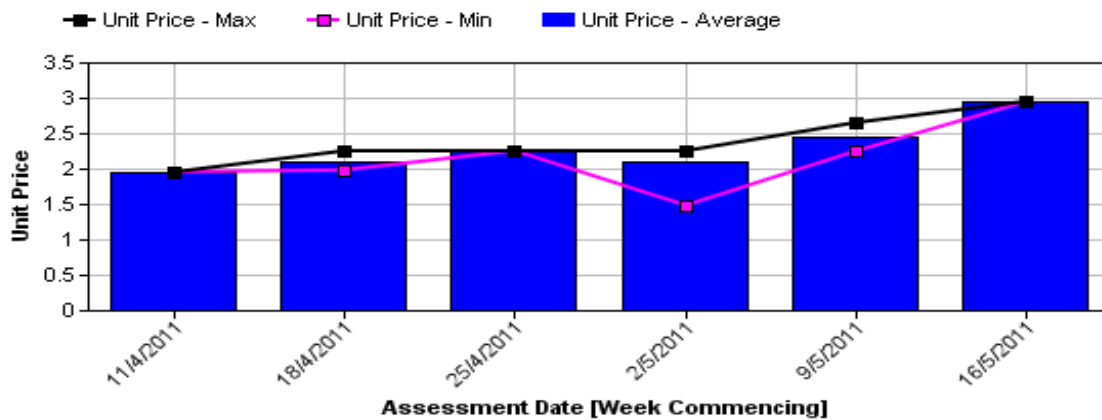
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 30th 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	Hass	280	2.29	No	Aus	I	Hass	230	0.99	No	NS
Woolworths	Hass	295	2.48	No	Aus	I	Hass	245	1.69	No	NS
Coles	Hass	250	2.48	No	Aus	IS	Hass	240	1.89	No	Aus
Coles	Hass	280	2.48	No	Aus	IGA	Wurtz	250	1.89	Cat	Aus
Coles	Hass	240	2.48	No	Aus	I	Wurtz	256	2.40	No	NS
Woolworths	Hass	230	2.48	No	Aus	I	Shepard	270	2.47	No	NS
Woolworths	Hass	260	2.68	No	Aus	I	Hass	270	2.49	No	Aus
Foodworks	Hass	310	2.99	No	Aus	Coles	Hass	270	2.68	No	Aus
I	Hass	260	2.99	No	Aus	Coles	Hass	280	2.68	No	Aus
IGA	Hass	265	2.99	No	Aus	I	Hass	280	2.75	No	NS
I	Hass	250	2.99	No	Aus	I	Wurtz	300	2.95	No	NS
I	Hass	320	2.99	No	Aus	Safeway	Hass	265	2.98	No	Aus
IGA	Hass	235	2.99	No	NZ	Safeway	Hass	280	2.98	No	Aus
I	Hass	295	2.99	No	Aus	Safeway	Hass	270	2.98	No	Aus
I	Hass	320	2.99	No	Aus	Coles	Hass	240	2.98	No	Aus
I	Hass	295	3.99	No	Aus	I	Hass	285	2.98	No	Aus
BRISBANE						PERTH					
I	Hass	264	1.49	Store	Aus	IS	Hass	245	1.50	Store	Aus
I	Hass	210	1.69	Store	Aus	I	Hass	230	2.29	No	Aus
I	Pinkerton	317	1.79	Store	Aus	I	Hass	250	2.50	No	Aus
I	Hass	215	1.79	Store	Aus	Woolworths	Hass	190	2.53	No	Aus
IGA	Hass	200	1.94	No	Aus	Woolworths	Hass	192	2.53	Store	Aus
Coles	Hass	265	1.98	Store	Aus	Woolworths	Hass	202	2.53	No	Aus
Woolworths	Hass	245	1.98	No	Aus	IGA	Hass	220	2.69	No	Aus
Woolworths	Hass	220	1.98	No	Aus	IGA	Hass	220	2.75	Store	Aus
Coles	Hass	220	1.98	Store	Aus	Coles	Hass	245	2.85	No	Aus
Coles	Hass	230	1.98	Store	Aus	Coles	Hass	245	2.85	No	Aus
IGA	Hass	190	1.99	No	Aus	Coles	Hass	232	2.85	No	Aus
IGA	Hass	200	2.29	No	Aus	I	Hass	275	2.99	No	Aus
I	Hass	260	2.69	Store	Aus	I	Hass	250	2.99	No	Aus
I	Shepard	250	2.69	No	Aus	IGA	Hass	230	2.99	No	Aus
I	Wurtz	340	2.99	Store	NS	I	Hass	247	2.99	No	Aus
I	Hass	290	2.99	Store	Aus	IGA	Hass	245	2.99	No	Aus
I	Hass	300	2.99	No	Aus						
I	Hass	272	2.99	Store	Aus						
I	Shepard	380	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