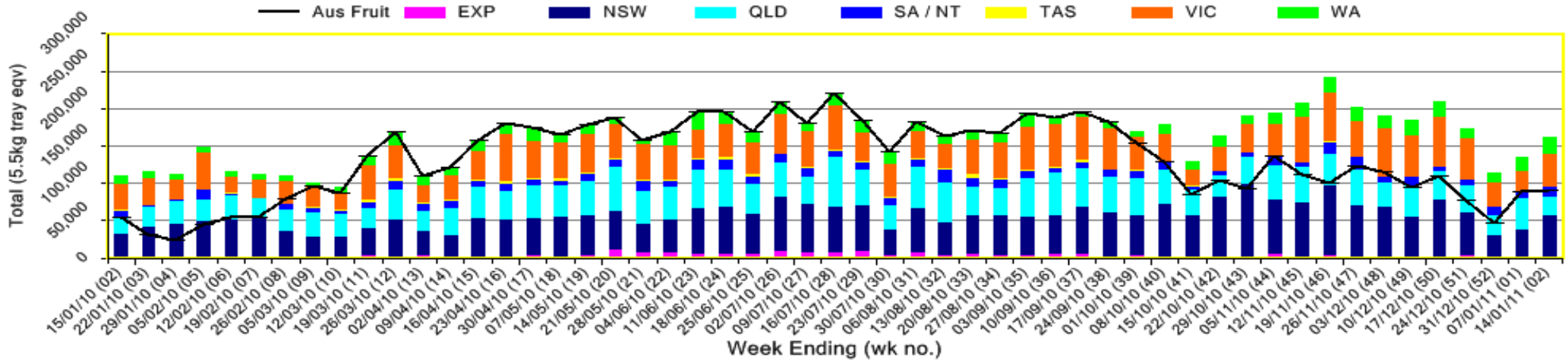


INFOCADO WEEKLY REPORT: 8th - 14th January 2010 (Wk 2)

Industry Dispatches By Destination State and Count Size : 8th January - 14th January 2011 (Wk 2)

Dest. State	5.5kg								Trays - Total	Bulk	P/PK	5.5Kg Eqv
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP							1,160	472	1,632	388		2,337
NSW	453	3,438	5,819	10,181	6,780	10,559	4,408	3,349	44,987	4,478	6,720	54,351
QLD		973	3,031	5,788	4,755	6,362	1,837	2,594	25,340	344		25,965
SA / NT	198	24	1,472	1,012	785	3,685	1,510	432	9,118	1,290	2,500	11,918
TAS									1,728			1,728
VIC	758	3,557	4,724	11,515	8,568	6,495	1,972	2,549	40,138	2,006		43,785
WA	42	375	1,243	3,511	4,135	7,524	1,401	250	18,481	1,449	3,000	21,661
Total	1,451	8,367	16,289	32,007	25,023	36,353	12,288	9,646	141,424	9,955	12,220	161,746

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 296,865 5.5kg tray eqv



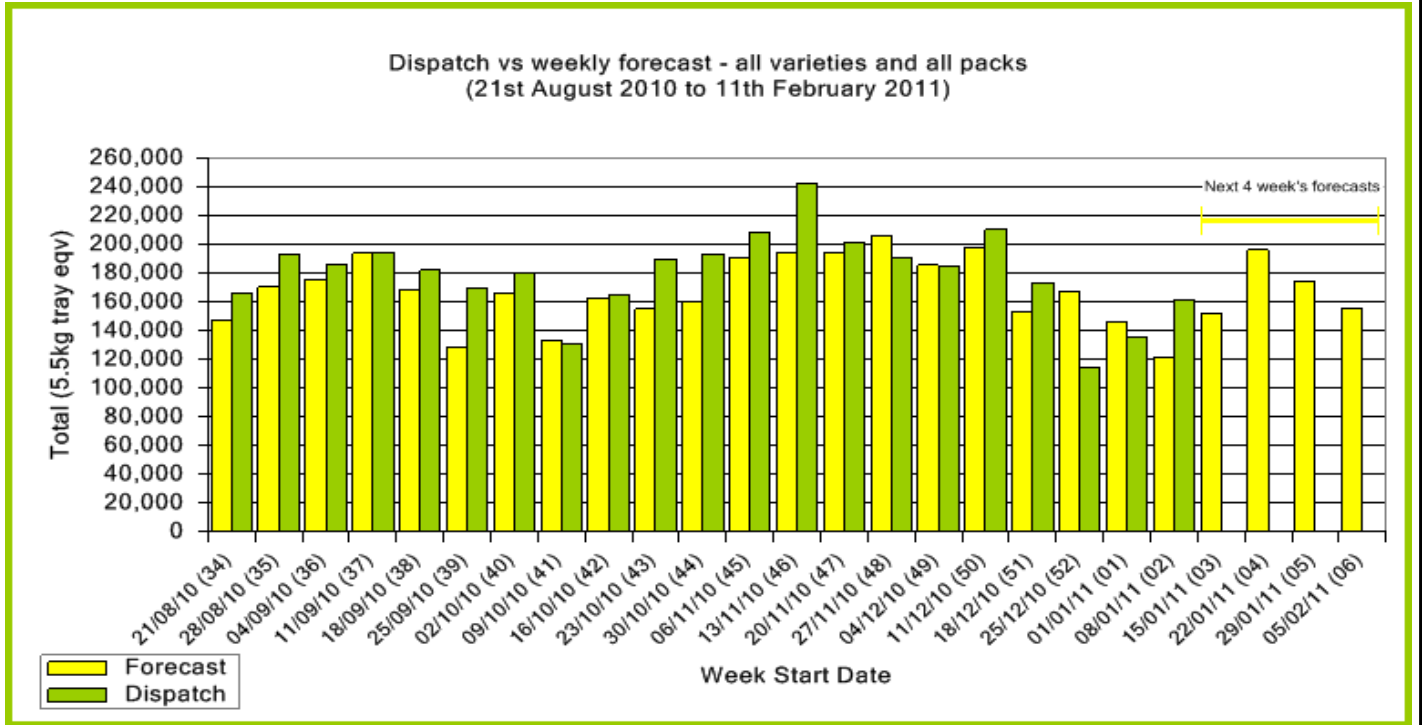
Comments From the CEO

- There was limited stock in retail outlets in Brisbane this week due to the floods
- Brisbane Markets are operating but please contact your agent before sending any product to Brisbane.
- For detailed before and after flood shots go to <http://www.abc.net.au/news/infographics/qld-floods/beforeafter.htm>



Forecast Data (Week 2 - 6)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 2 - begin 08/01/2011					
Gwen	1,200	100			1,382
Hass	103,790	7,660	5,500		118,717
Lamb Hass	600	80			745
Reed	250	150			523
Week Total	105,840	7,990	5,500		121,367
Week 3 - begin 15/01/2011					
Gwen	1,200	150			1,473
Hass	129,151	9,770	5,500		147,915
Lamb Hass	500	80			645
Reed	250	50			341
Shepard	1,500	100		200	1,718
Week Total	132,601	10,150	5,500	200	152,092
Week 4 - begin 22/01/2011					
Gwen	1,200	150			1,473
Hass	169,136	9,610	5,500		187,609
Lamb Hass	600	80			745
Reed	250	50			341
Shepard	5,000	500		500	6,000
Week Total	176,186	10,390	5,500	500	196,168
Week 5 - begin 29/01/2011					
Gwen	1,200	150			1,473
Hass	144,384	8,220	5,500		160,329
Lamb Hass	600	80			745
Reed	450	100			632
Shepard	9,000	1,100		1,500	11,273
Week Total	155,634	9,650	5,500	1,500	174,452
Week 6 - begin 05/02/2011					
Gwen	200	20			236
Hass	125,704	6,210	5,500		137,995
Lamb Hass	600	80			745
Reed	500	100			682
Shepard	13,000	1,500		1,500	16,000
Week Total	140,004	7,910	5,500	1,500	155,659

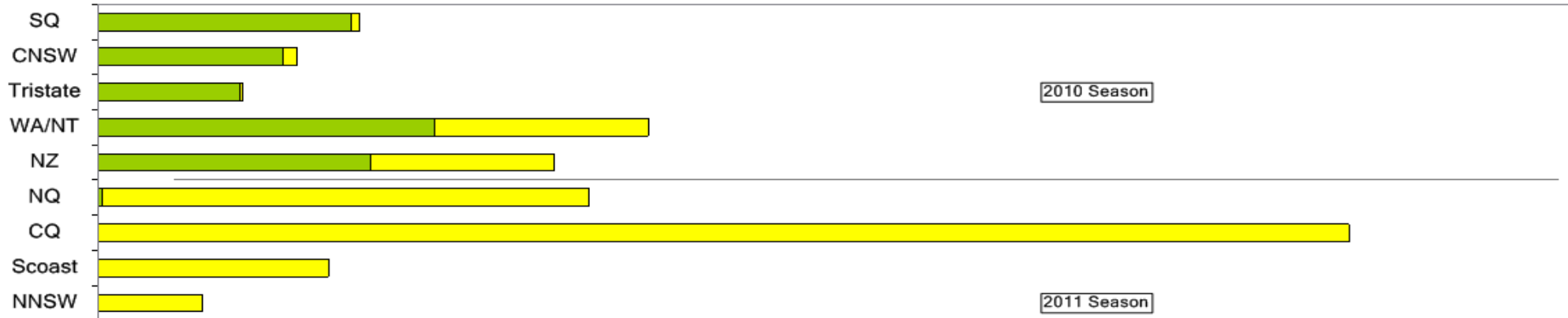
Green shading indicates dispatch data					Yellow shading indicates forecast data				
Dispatch Data (Week 2 - begin 8/01/2011)									
Variety	Trays		Bulk		P/PK		5.5Kg Eqv		
	5.5Kg Eqv		10Kg		Kg		Total Trays		
Gwen	736		114				943		
Hass	139,967		9,723		12,220		159,867		
Lamb Hass	357		28				408		
Reed	364		90				528		
Total	141,424		9,955		12,220		161,746		



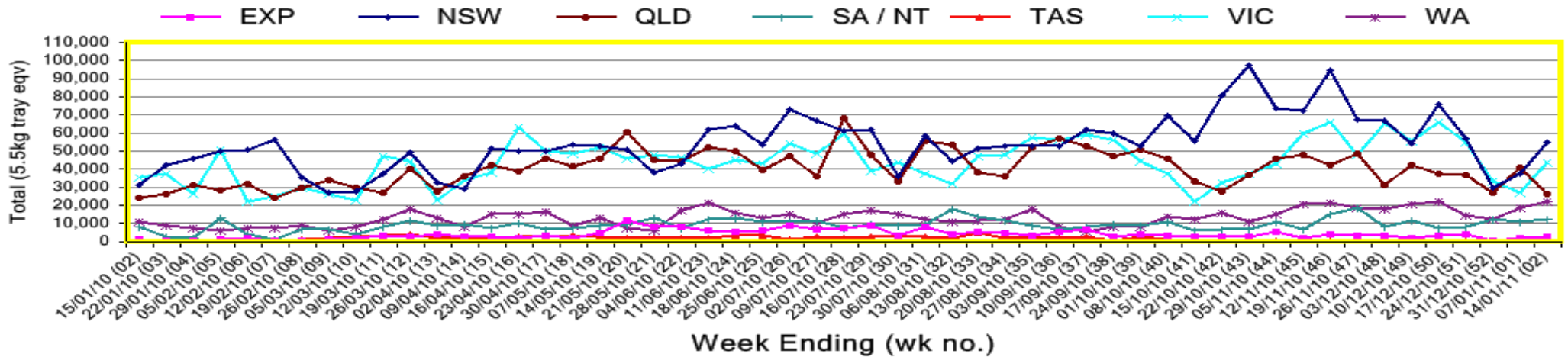
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	119,137				1,209,254
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	436,064	119,137				1,257,486

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 = 296,865 5.5kg tray eqv



Week 2 contributors - Packhouses

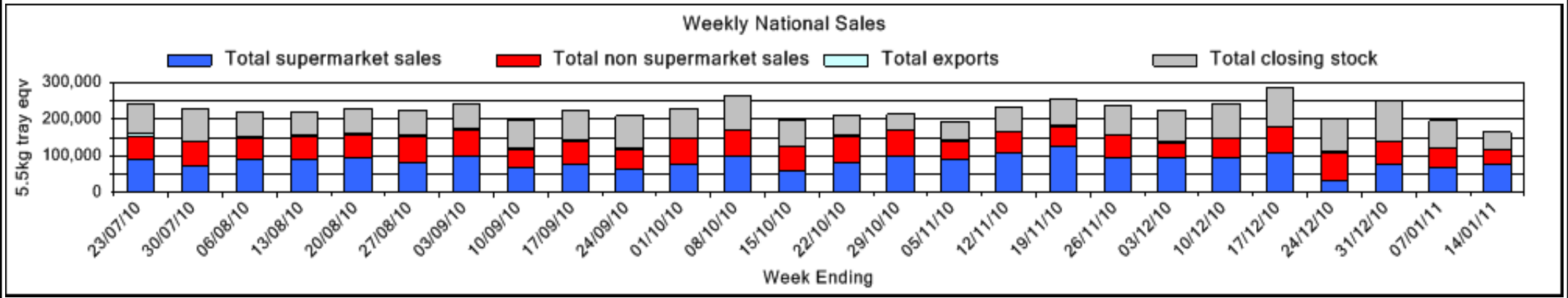
- | | |
|--|-----------------------------|
| Advance Packing & Marketing Services P/L | I & A Tolson |
| Ashbourne Hills Avocados | Kulnura Ambrosia Avocados |
| Avonova | Midcoast Avocados |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | NZ Avocado Industry Council |
| Coastal Avocados | Sunfresh |
| Delroy Orchards | VP & EA Farrell |

Week 2 contributors - Wholesalers

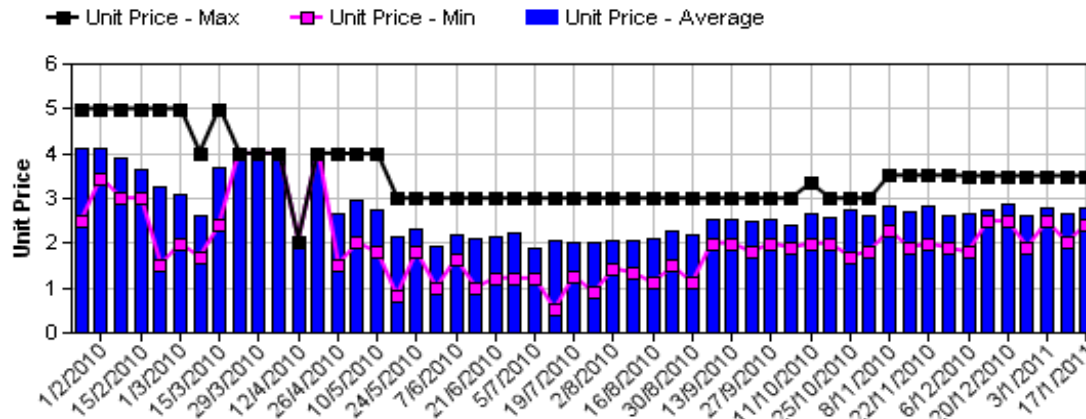
- | | |
|-------------------------|---|
| Barkers (Melbourne) | Mercer Mooney (Perth) |
| Costa Farms (Adelaide) | Moraitis (Sydney) |
| Costa Farms (Melbourne) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Perth) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Dykes Bros (Melbourne) | The La Manna Group (Adelaide) |
| Etherington (Perth) | United Fresh (Adelaide) |

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

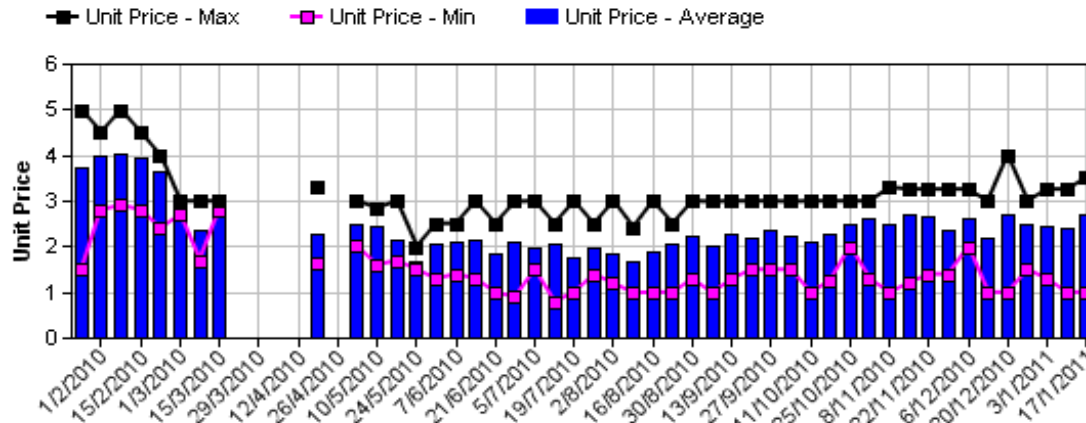
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	24,072		795	24,867	1,075		45	1,120	2,036						26,027		877	26,903
Total Stock on Hand																		
QLD	# Full data set not displayed because QLD wholesalers did not contribute data this week due to the floods																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	12,131			12,131	100			100	182						12,313			12,313
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	8,867		67	8,934	147			147	267	2,500			2,500	455	9,589		67	9,656
Total non supermarket sales	4,367		8	4,375	864		11	875	1,591						5,938		28	5,966
Total exports																		
Total sales	13,234		75	13,309	1,011		11	1,022	1,858	2,500			2,500	455	15,526		95	15,621
Total Stock on Hand	13,670		1,190	14,860	1,755		111	1,866	3,393						16,861		1,392	18,253
VIC																		
Total supermarket sales	29,195			29,195	198			198	360						29,555			29,555
Total non supermarket sales	13,274		725	13,998	1,695		2	1,697	3,085						16,356		728	17,084
Total exports																		
Total sales	42,469		725	43,193	1,893		2	1,895	3,445						45,911		728	46,639
Total Stock on Hand	9,735	1,180	114	11,029	5,606		6	5,612	10,204						19,928	1,180	125	21,233
WA																		
Total supermarket sales	8,843			8,843						3,165			3,165	575	9,418			9,418
Total non supermarket sales	3,911			3,911	1,218			1,218	2,215						6,126			6,126
Total exports	960			960	288			288	524						1,484			1,484
Total sales	13,714			13,714	1,506			1,506	2,738	3,165			3,165	575	17,027			17,027
Total Stock on Hand	5,873			5,873	586			586	1,065	176			176	32	6,971			6,971
Total																		
Total supermarket sales	77,766		67	77,833	392			392	713	5,665			5,665	1,030	79,508		67	79,575
Total non supermarket sales	26,222		1,528	27,749	4,805		58	4,863	8,842						34,958		1,633	36,591
Total exports	1,632			1,632	388			388	705						2,337			2,337
Total sales	105,619		1,595	107,214	5,585		58	5,643	10,260	5,665			5,665	1,030	116,804		1,700	118,504
Total Stock on Hand	29,824	1,180	1,304	32,308	8,140		117	8,257	15,013	176			176	32	44,656	1,180	1,516	47,352



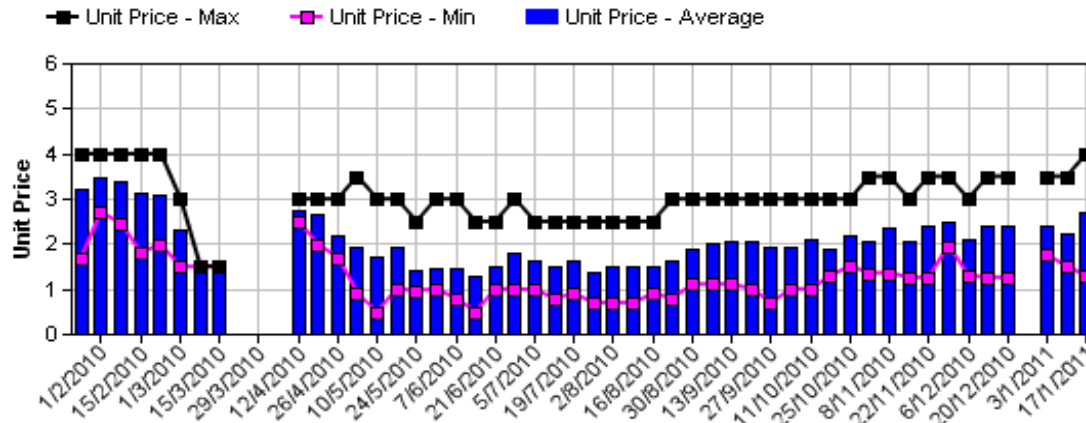
Hass Avocado Average Retail Prices - Sydney



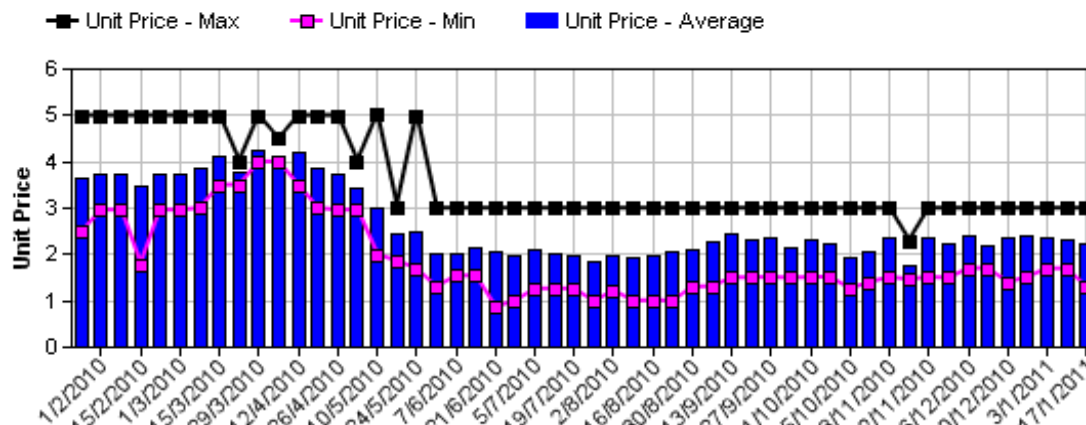
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

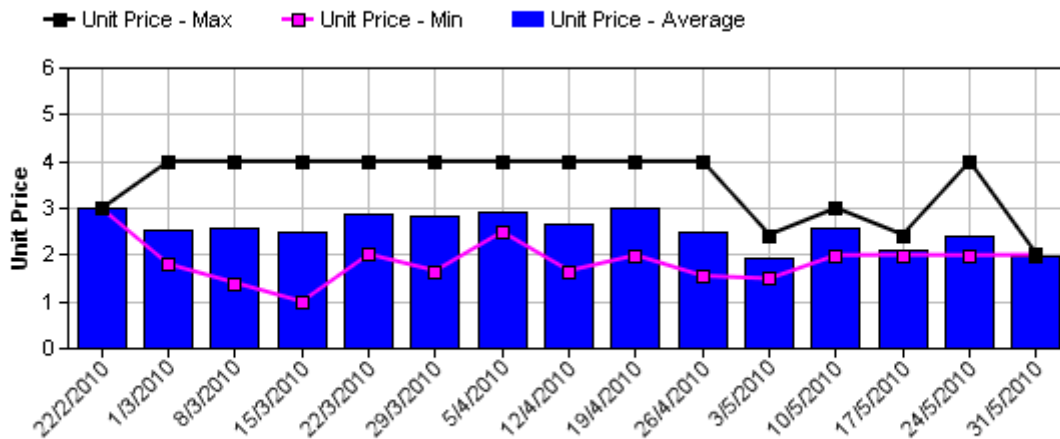


Hass Avocado Average Retail Prices - Perth

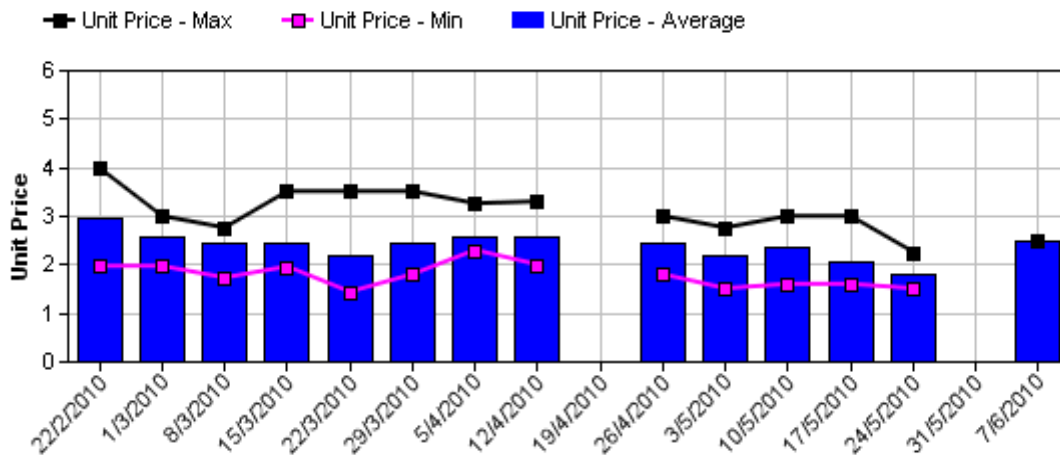


Assessment Date [Week Commencing]

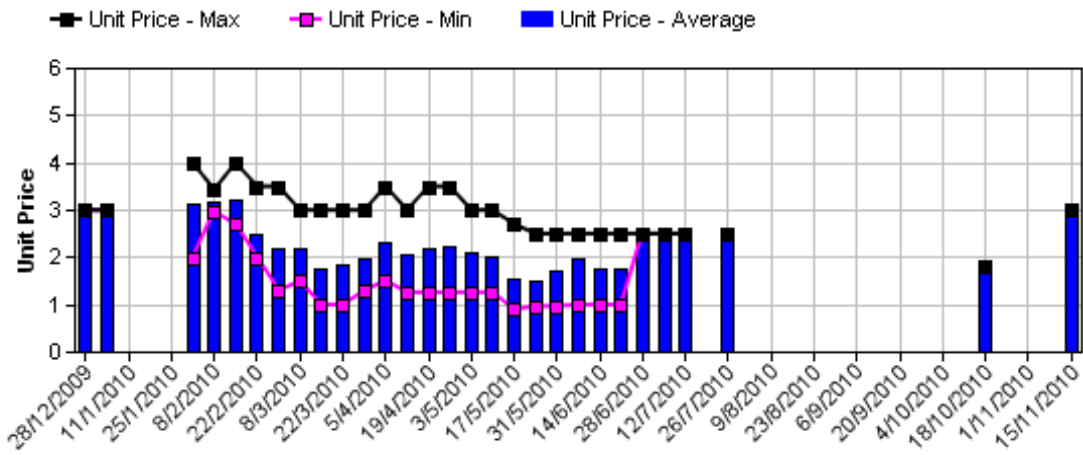
Shepard Avocado Average Retail Prices - Sydney



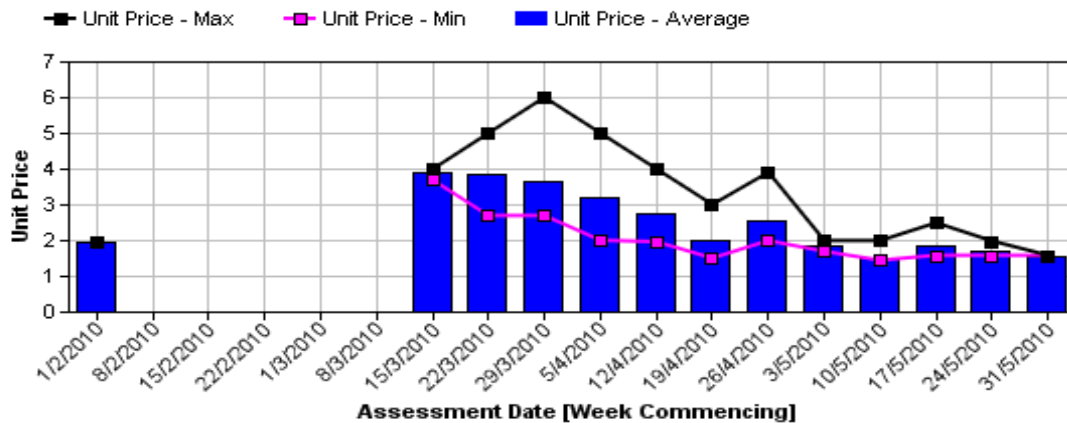
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 17th January 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	260	2.42	No	Mixed
Woolworths	Hass	280	2.42	No	Mixed
Woolworths	Hass	270	2.42	No	Mixed
Coles	Hass	230	2.48	No	Mixed
Coles	Hass	230	2.48	No	Mixed
Coles	Hass	250	2.48	No	Mixed
I	Reed	425	2.50	No	Aus
I	Reed	410	2.50	No	Aus
I	Reed	405	2.50	No	Aus
I	Hass	250	2.69	No	Aus
Foodworks	Hass	280	2.99	No	Aus
I	Reed	300	2.99	No	Aus
I	Reed	410	2.99	No	Aus
IGA	Hass	205	2.99	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	305	2.99	No	Aus
I	Hass	335	2.99	No	Aus
I	Hass	275	2.99	No	Aus
IGA	Hass	235	2.99	No	NZ
I	Hass	305	3.49	No	Aus
I	Reed	460	3.49	No	Aus
BRISBANE					
I	Hass	195	1.29	Store	Aus
Woolworths	Hass	215	1.76	No	Mixed
Woolworths	Hass	205	1.76	No	Mixed
Coles	Hass	200	1.98	No	NZ
IGA	Hass	200	2.49	No	NZ
IGA	Hass	240	2.49	No	Aus
IGA	Hass	140	2.49	No	NS
I	Hass	260	3.00	No	Aus
I	Hass	265	3.49	No	Aus
I	Hass	280	3.99	No	NZ
I	Hass	250	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	0.99	No	NS
I	Hass	260	1.69	No	NS
I	Hass	190	2.40	No	NS
Coles	Hass	290	2.48	No	Mixed
Coles	Hass	245	2.48	No	Mixed
Coles	Hass	290	2.48	No	Mixed
IS	Hass	260	2.69	No	NS
Safeway	Hass	295	2.95	No	Mixed
Safeway	Hass	310	2.95	No	Mixed
Safeway	Hass	250	2.98	No	Mixed
I	Hass	275	2.98	No	Aus
IGA	Hass	300	2.99	No	NS
I	Hass	255	3.39	No	Aus
I	Hass	390	3.50	No	NS
I	Hass	325	3.50	No	NS
PERTH					
I	Hass	220	1.29	Store	Aus
IS	Hass	165	1.50	Store	Aus
Woolworths	Hass	200	1.68	Store	Aus
Woolworths	Hass	210	1.68	Store	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
I	Hass	395	1.99	Store	Aus
IS	Hass	185	1.99	Store	Aus
I	Hass	260	2.49	No	Aus
I	Hass	225	2.50	No	Aus
Woolworths	Hass	230	2.68	Store	Aus
IGA	Hass	250	2.69	No	Aus
IGA	Hass	285	2.99	No	NS
I	Hass	260	2.99	No	Aus
IGA	Hass	260	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
 Mixed = display sign indicates fruit is from multiple origins

Store Codes

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