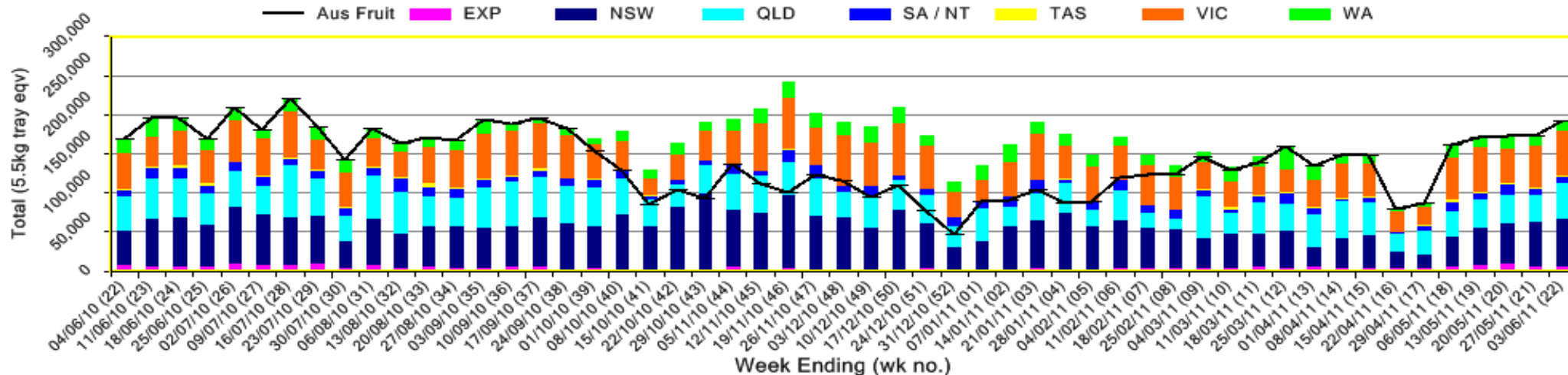


# INFOCADO WEEKLY REPORT: 28th May — 3rd June 2011 (Wk 22)

Industry Dispatches By Destination State and Count Size : 28th May - 3rd June 2011 (Wk 22)

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								922	3,943	4,865	40				4,938
NSW	412	538	3,571	8,832	2,151	11,287	8,647	2,713	249	38,400	13,078	1,044			62,368
QLD	524	680	3,100	7,288	1,261	7,176	10,950	3,140	942	35,061	2,888	5,466	8,300	8,790	44,413
SA / NT		20	346	2,318		687	1,009	1,120		5,500	1,440	160			8,147
TAS							640			640	448				1,455
VIC	654	2,224	13,409	11,102	644	9,542	4,025	1,371	40	43,011	7,893	1,440			57,624
WA		160	1,912	2,543		800	2,392			7,807	1,936				11,327
<b>Total</b>	<b>1,590</b>	<b>3,622</b>	<b>22,338</b>	<b>32,083</b>	<b>4,056</b>	<b>29,492</b>	<b>27,663</b>	<b>9,266</b>	<b>5,174</b>	<b>135,284</b>	<b>27,723</b>	<b>8,110</b>	<b>8,300</b>	<b>8,790</b>	<b>190,271</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 3,319,448 5.5kg tray eqv



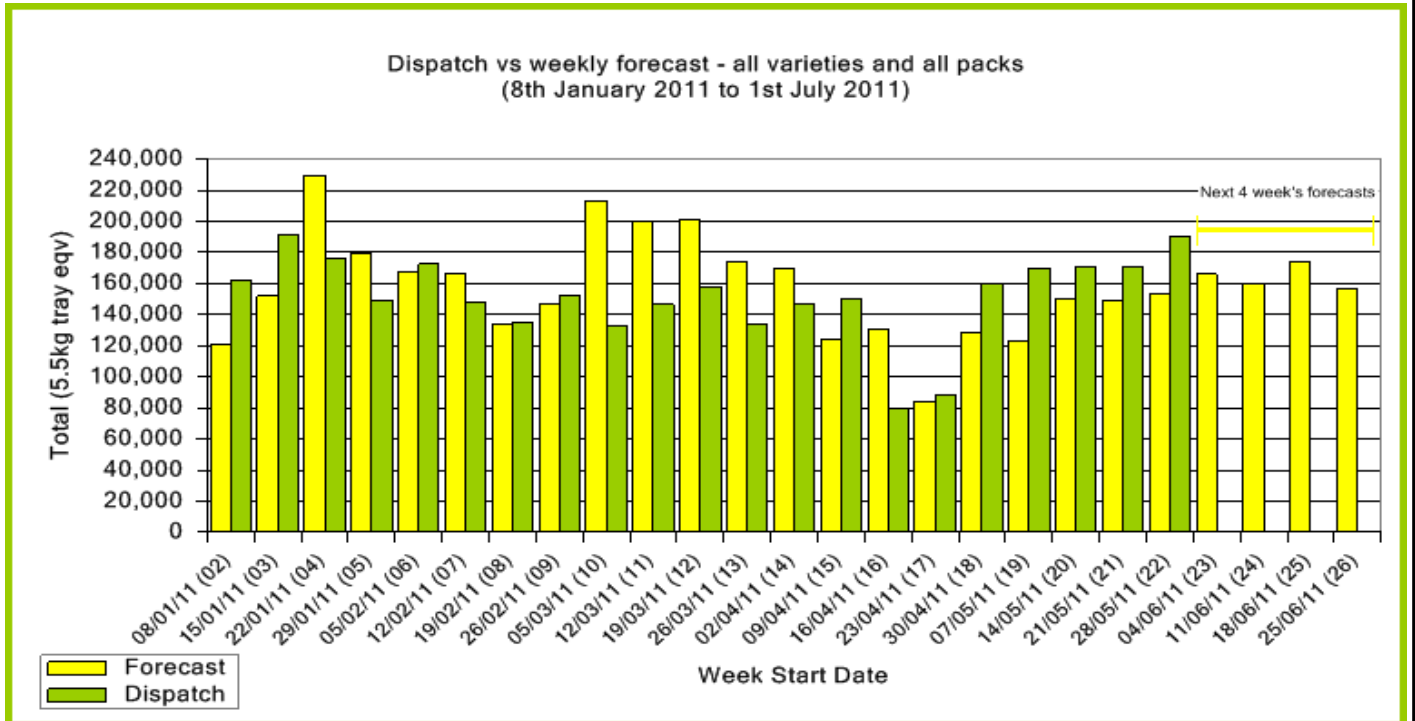
## Comments From the CEO

- Volumes rose slightly last week, with a total eqv 190,000 trays dispatched to market.
- The wholesale markets moved more fruit last week, with closing stocks down for the first time in a few weeks.
- The Dry Matter content report is also attached for May. Fewer tests scored below the minimum Dry Matter percentage of 23 for Hass this month compared to April which is good news and a sign of the season progressing, however tests showed that some growers were still picking fruit too early. Growers are urged to take care to ensure their Dry Matter is 23 percent or above before sending fruit into the system. This is to ensure fruit is at its best eating quality for consumers.



Forecast Data (Week 22 - 26)						
Variety	Trays -	Bulk	P/Pk	Proc	Other	All - To-
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 22 - begin 28/05/2011</b>						
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
<b>Week Total</b>	<b>133,342</b>	<b>8,686</b>	<b>12,000</b>	<b>5,000</b>	<b>8,650</b>	<b>153,799</b>
<b>Week 23 - begin 04/06/2011</b>						
Bacon		120				218
Fuerte	147	15				174
Hass	133,963	8,860	12,000	5,000	8,500	154,708
Pinkerton	2,000	10				2,018
Sharwil	1,560	130				1,796
Shepard	100	20				136
Wurtz	5,700	640			150	6,891
<b>Week Total</b>	<b>143,470</b>	<b>9,795</b>	<b>12,000</b>	<b>5,000</b>	<b>8,650</b>	<b>165,943</b>
<b>Week 24 - begin 11/06/2011</b>						
Bacon		120				218
Fuerte	40	10				58
Hass	126,710	9,752	12,000	5,000	8,500	149,077
Pinkerton	2,000	10				2,018
Sharwil	1,200	80				1,345
Shepard	100	20				136
Wurtz	5,600	540				6,582
<b>Week Total</b>	<b>135,650</b>	<b>10,532</b>	<b>12,000</b>	<b>5,000</b>	<b>8,500</b>	<b>159,435</b>
<b>Week 25 - begin 18/06/2011</b>						
Bacon		80				145
Fuerte	40	90				204
Hass	140,615	10,156	12,000	9,000	8,500	164,443
Pinkerton	2,000	10				2,018
Sharwil	1,200	80				1,345
Shepard	100	20				136
Wurtz	5,100	440				5,900
<b>Week Total</b>	<b>149,055</b>	<b>10,876</b>	<b>12,000</b>	<b>9,000</b>	<b>8,500</b>	<b>174,193</b>
<b>Week 26 - begin 25/06/2011</b>						
Fuerte	40	90				204
Hass	128,690	9,076	12,000	9,000	8,500	150,555
Pinkerton	2,000	10				2,018
Wurtz	3,800	180				4,127
<b>Week Total</b>	<b>134,530</b>	<b>9,356</b>	<b>12,000</b>	<b>9,000</b>	<b>8,500</b>	<b>156,904</b>

Green shading indicates dispatch data							Yellow shading indicates forecast data						
Dispatch Data (Week 22 - begin 28/05/2011)													
Variety	Trays		Bulk		P/PK		Proc		Other		5.5Kg Eqv		
	5.5Kg Eqv		10Kg		Kg		Kg		Kg		Total Trays		
Bacon											204		
Fuerte		97								570	210		
Hass		126,384		25,875		8,080		8,300		8,220	177,902		
Pinkerton		2,297									2,312		
Sharwil		2,745		515		30					3,686		
Shepard		63									72		
Wurtz		3,696		1,203							5,883		
<b>Total</b>		<b>135,282</b>		<b>27,723</b>		<b>8,110</b>		<b>8,300</b>		<b>8,790</b>	<b>190,269</b>		



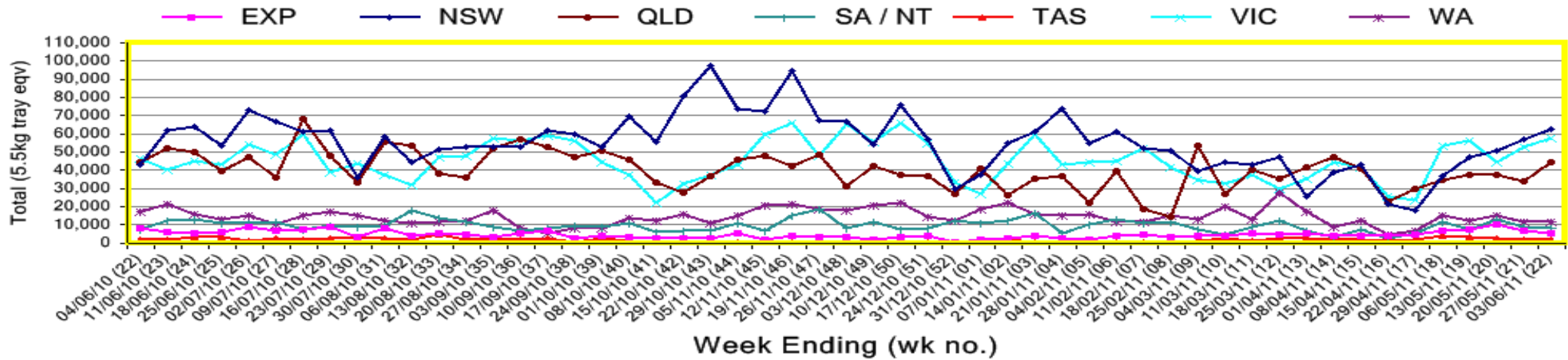
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			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 = 3,319,448 5.5kg tray eqv



**Week 22 contributors - Packhouses**

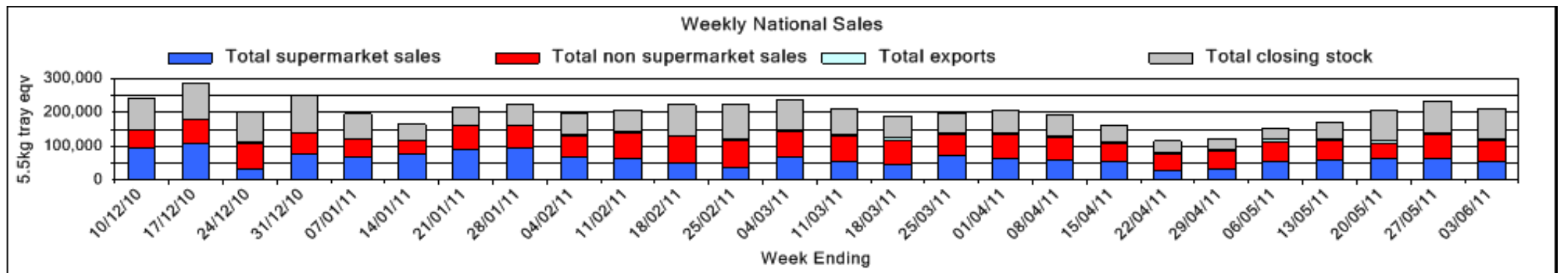
Balmoral Orchard	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
G & C Christensen	Sunny Bluff Produce Pty Ltd
Mountain Fresh	Sunnyspot Packhouse PL
Natures Fruit Company	SuperPak
Touchwood Farming	

**Week 22 contributors - Wholesalers**

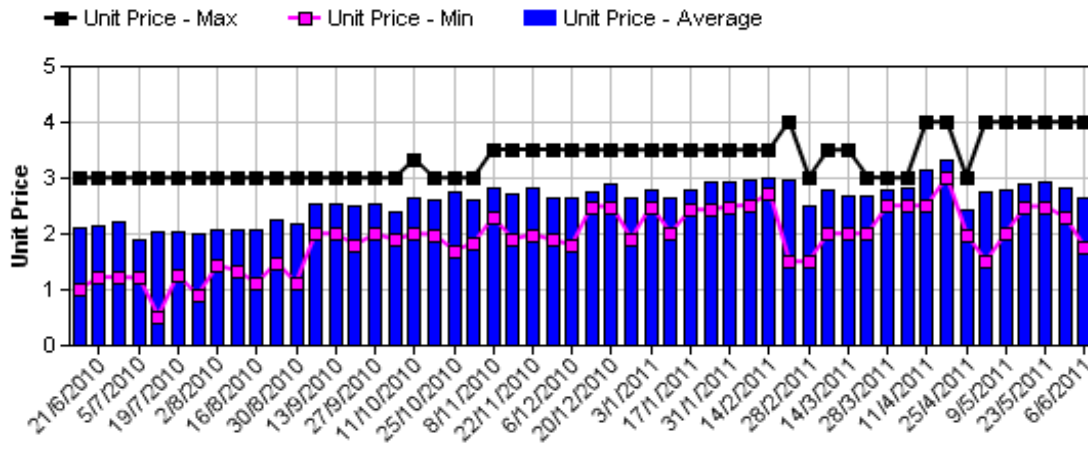
Avanti Fresh Produce Pty Ltd (Melbourne)	Murray Bros (Brisbane)
Barkers (Melbourne)	Romeos Marketing (Brisbane)
Costa Farms (Adelaide)	S & B Produce (Sydney)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The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

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

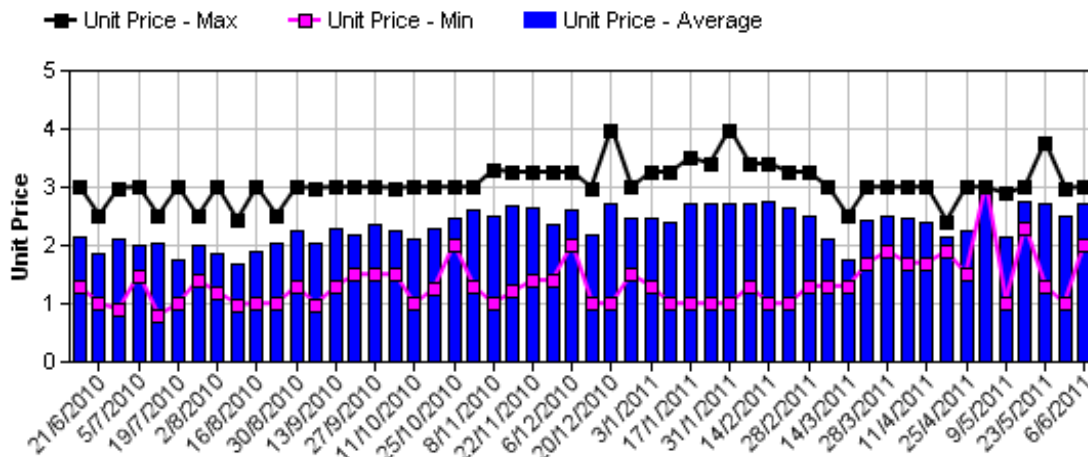
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	14,379			14,379	960			960	1,745	1,044			1,044	190	16,314			16,314
Total non supermarket sales	9,806		520	10,326	3,733		58	3,791	6,893						16,593		625	17,219
Total exports																		
Total sales	24,185		520	24,705	4,693		58	4,751	8,638	1,044			1,044	190	32,907		625	33,533
Total Stock on Hand	11,259		463	11,722	1,629			1,629	2,962						14,221		463	14,684
QLD																		
Total supermarket sales	11,474			11,474						4,136			4,136	752	12,226			12,226
Total non supermarket sales	12,930		1,063	13,993	659		126	785	1,427	693			693	126	14,254		1,292	15,546
Total exports	4,865			4,865	40			40	73						4,938			4,938
Total sales	29,269		1,063	30,332	699		126	825	1,500	4,829			4,829	878	31,418		1,292	32,710
Total Stock on Hand	20,513		600	21,113	427		214	641	1,165	1,664			1,664	303	21,592		989	22,581
SA & TAS																		
Total supermarket sales	2,556			2,556	448			448	815	160			160	29	3,400			3,400
Total non supermarket sales	2,556	9		2,565	440			440	800						3,356	9		3,365
Total exports																		
Total sales	5,112	9		5,121	888			888	1,615	160			160	29	6,756	9		6,765
Total Stock on Hand	11,911		73	11,984	2,919			2,919	5,307						17,218		73	17,291
VIC																		
Total supermarket sales	18,241		751	18,992	421		226	647	1,176	1,440			1,440	262	19,268		1,162	20,430
Total non supermarket sales	6,108	493	5,376	11,977	3,705	87	888	4,680	8,509						12,845	651	6,990	20,486
Total exports																		
Total sales	24,349	493	6,127	30,969	4,126	87	1,114	5,327	9,685	1,440			1,440	262	32,113	651	8,152	40,916
Total Stock on Hand	14,447	224	1,817	16,488	5,893	42	526	6,461	11,747						25,161	301	2,773	28,235
WA																		
Total supermarket sales	4,682			4,682											4,682			4,682
Total non supermarket sales	3,596			3,596	541			541	984						4,580			4,580
Total exports																		
Total sales	8,278			8,278	541			541	984						9,262			9,262
Total Stock on Hand	6,073			6,073	537			537	976						7,049			7,049
Total																		
Total supermarket sales	51,332		751	52,083	1,829		226	2,055	3,736	6,780			6,780	1,233	55,890		1,162	57,052
Total non supermarket sales	34,996	502	6,958	42,457	9,078	87	1,072	10,237	18,613	693			693	126	51,628	660	8,907	61,195
Total exports	4,865			4,865	40			40	73						4,938			4,938
Total sales	91,194	502	7,709	99,405	10,947	87	1,298	12,332	22,422	7,473			7,473	1,359	112,456	660	10,069	123,185
Total Stock on Hand	64,203	224	2,953	67,381	11,405	42	740	12,187	22,158	1,664			1,664	303	85,242	301	4,298	89,841



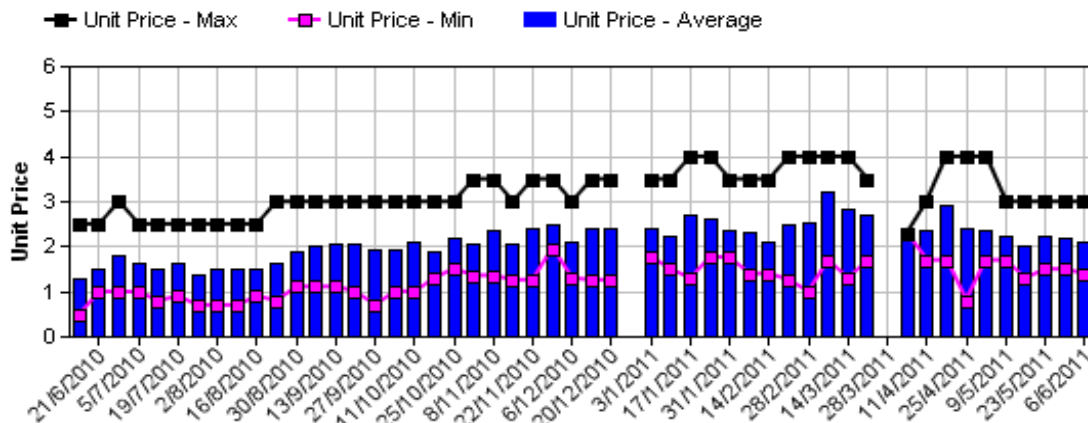
### Hass Avocado Average Retail Prices - Sydney



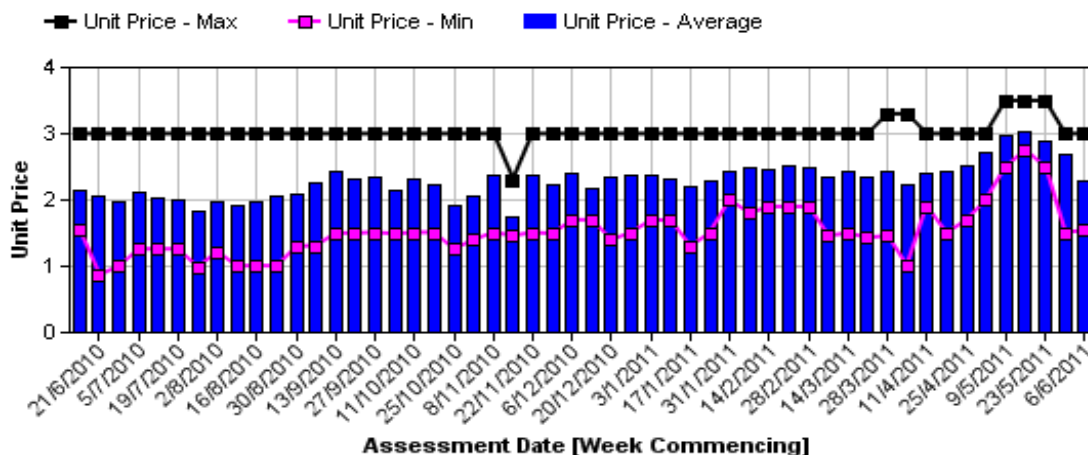
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

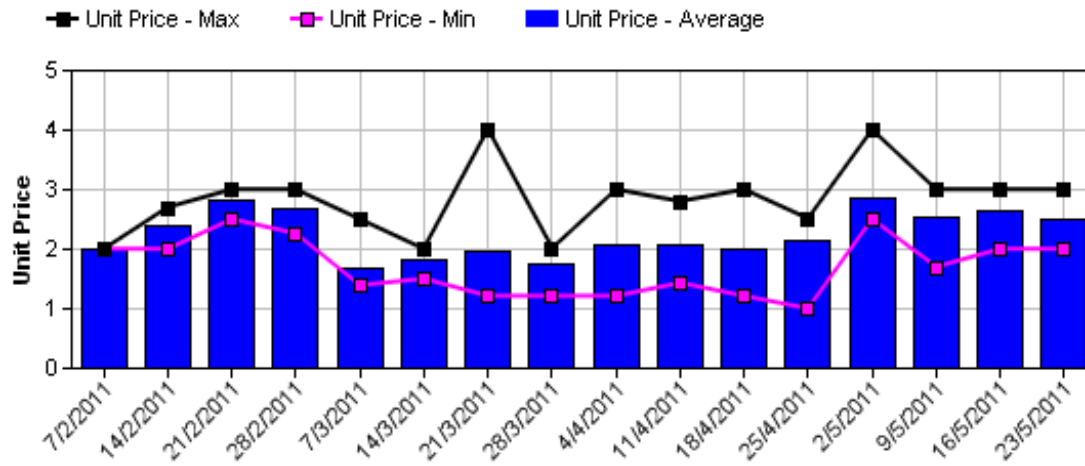


### Hass Avocado Average Retail Prices - Perth

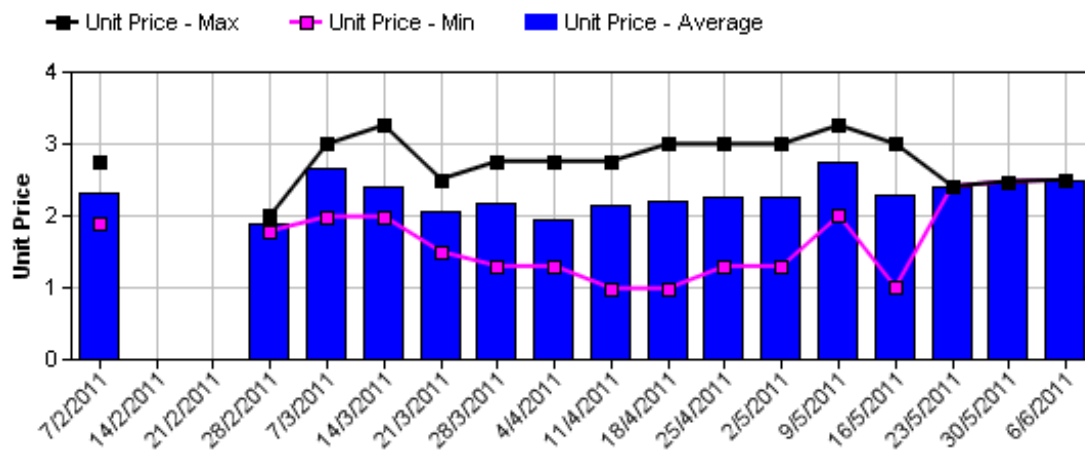


Assessment Date [Week Commencing]

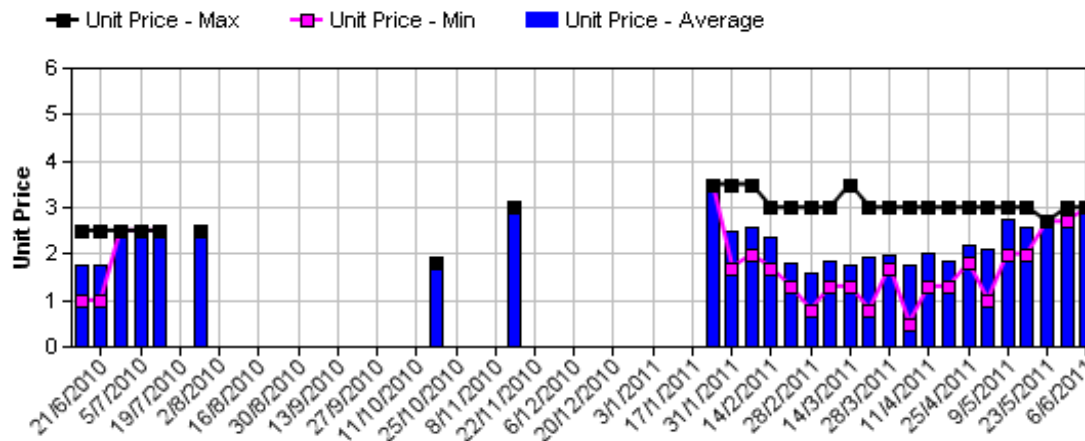
### Shepard Avocado Average Retail Prices - Sydney



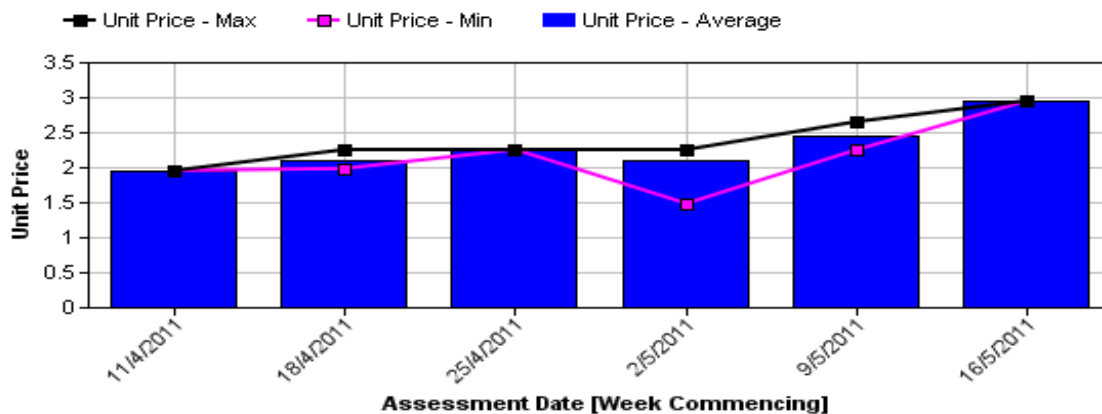
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 7th June 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>					
Coles	Hass	225	1.75	Cat	Aus	I	Hass	290	1.99	No	NS
IGA	Hass	235	1.79	Store	NZ	I	Wurtz	295	2.40	No	NS
I	Hass	275	1.99	Store	Aus	I	Hass	265	2.40	No	NS
Woolworths	Hass	265	2.48	No	Aus	Coles	Hass	265	2.48	No	Aus
Coles	Hass	240	2.48	Cat	Aus	I	Shepard	265	2.49	No	NS
Coles	Hass	270	2.48	Cat	Aus	I	Hass	310	2.50	No	NS
I	Hass	270	2.49	No	Aus	I	Hass	300	2.50	No	NS
I	Hass	295	2.50	No	Aus	Coles	Hass	325	2.68	No	Aus
Woolworths	Hass	290	2.68	No	Aus	Safeway	Hass	305	2.98	No	Aus
Woolworths	Hass	270	2.68	No	Aus	I	Hass	270	2.98	No	Aus
Foodworks	Hass	290	2.99	No	Aus	Safeway	Hass	290	2.98	No	Aus
I	Hass	265	2.99	No	Aus	Coles	Hass	280	2.98	No	Aus
I	Hass	285	2.99	No	Aus	Safeway	Hass	255	2.98	No	Aus
IGA	Hass	275	2.99	No	Aus	IGA	Hass	265	2.99	No	NS
I	Hass	300	2.99	No	Aus	I	Hass	285	2.99	No	Aus
I	Hass	310	3.99	No	Aus	<b>PERTH</b>					
<b>BRISBANE</b>						Woolworths	Hass	200	1.53	Store	Aus
I	Hass	225	1.39	Store	Aus	IGA	Hass	190	1.69	Store	Aus
I	Hass	200	1.49	Store	Aus	IGA	Hass	260	1.69	Cat	NS
I	Hass	200	1.69	Store	Aus	IGA	Hass	270	1.69	Cat	Aus
Coles	Hass	245	1.75	Store	Aus	IS	Hass	200	1.89	Store	Aus
I	Hass	295	1.79	Store	Mixed	Woolworths	Hass	185	1.98	Store	Aus
I	Wurtz	260	1.79	Store	Aus	Woolworths	Hass	220	1.98	Store	Aus
IGA	Hass	220	1.94	No	Aus	IGA	Hass	220	1.99	Store	Aus
Woolworths	Hass	240	1.98	No	Aus	I	Hass	250	2.29	No	Aus
Woolworths	Hass	200	1.98	No	Aus	I	Hass	270	2.50	No	Aus
Woolworths	Hass	335	1.98	No	Aus	Coles	Hass	240	2.85	No	Aus
IGA	Hass	180	1.99	No	Aus	Coles	Hass	235	2.85	No	Aus
Coles	Hass	205	2.00	No	Aus	Coles	Hass	290	2.85	No	Aus
Coles	Hass	220	2.00	No	NS	I	Hass	280	2.99	No	Aus
IGA	Hass	220	2.29	No	Aus	I	Hass	275	2.99	No	Aus
I	Wurtz	275	2.49	No	Aus	I	Hass	340	2.99	No	Aus
I	Hass	280	2.99	No	Aus						
I	Wurtz	250	2.99	Store	Aus						
I	Shepard	295	2.99	No	Aus						
I	Hass	275	2.99	Store	Aus						
I	Hass	290	2.99	Store	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

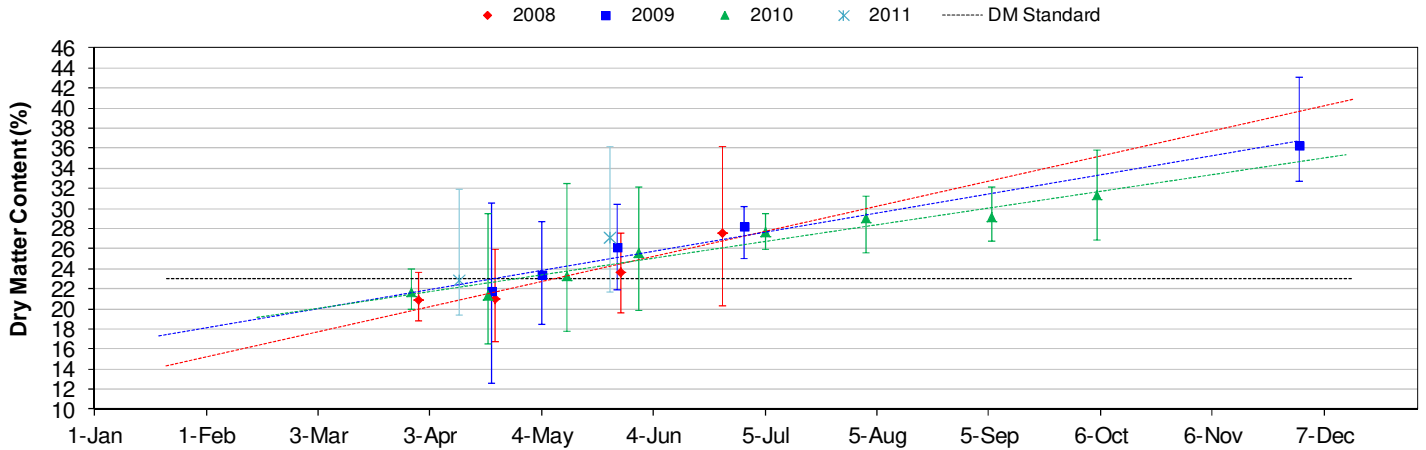


# Avocado DM Content Report

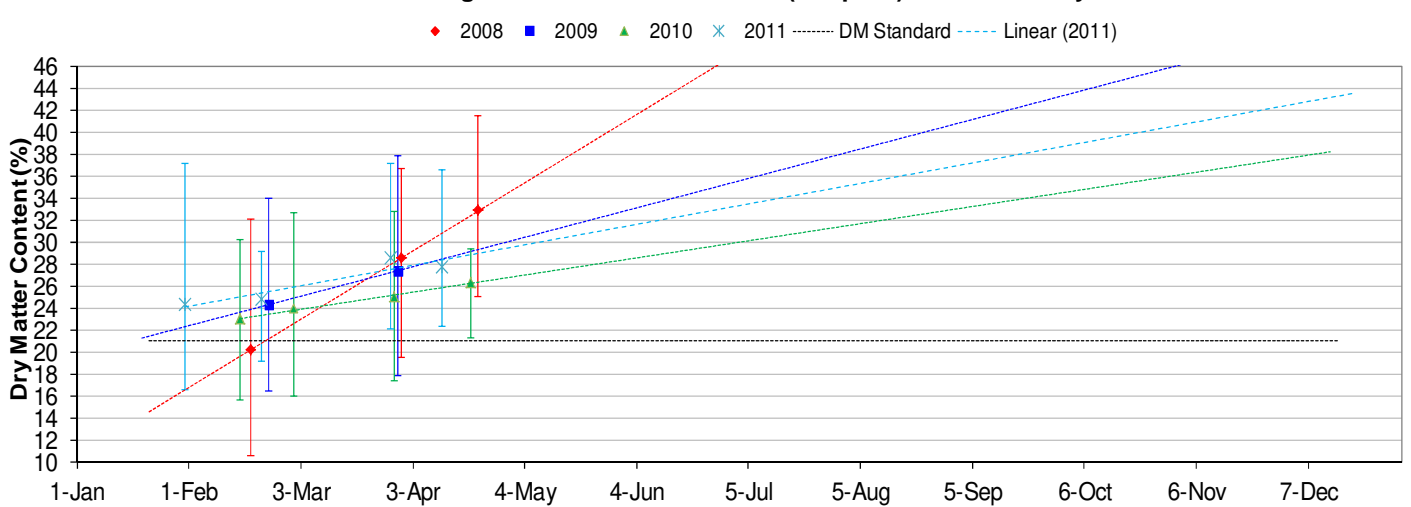
## Fruit collected 23rd May 2011

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 23rd May 2011									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%		0%		0%	0%				
18.1%-20.9%	1%		2%		6%	7%				
21%-22.9%	2%		9%		16%	17%				
23%-28%	26%		30%		26%	26%				
27.1%-40%	36%		30%		26%	25%				
>40%	36%		30%		26%	24%				

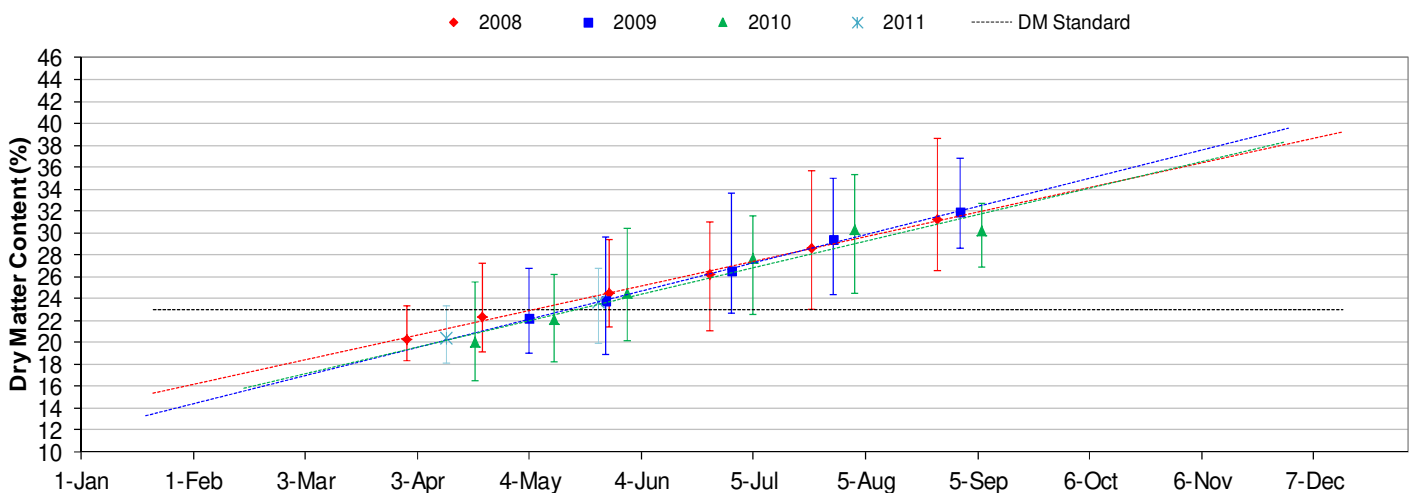
**Average DM Content - North Qld (Hass) as of 23rd May 2011**



**Average DM Content - North Qld (Shepard) as of 23rd May 2011**

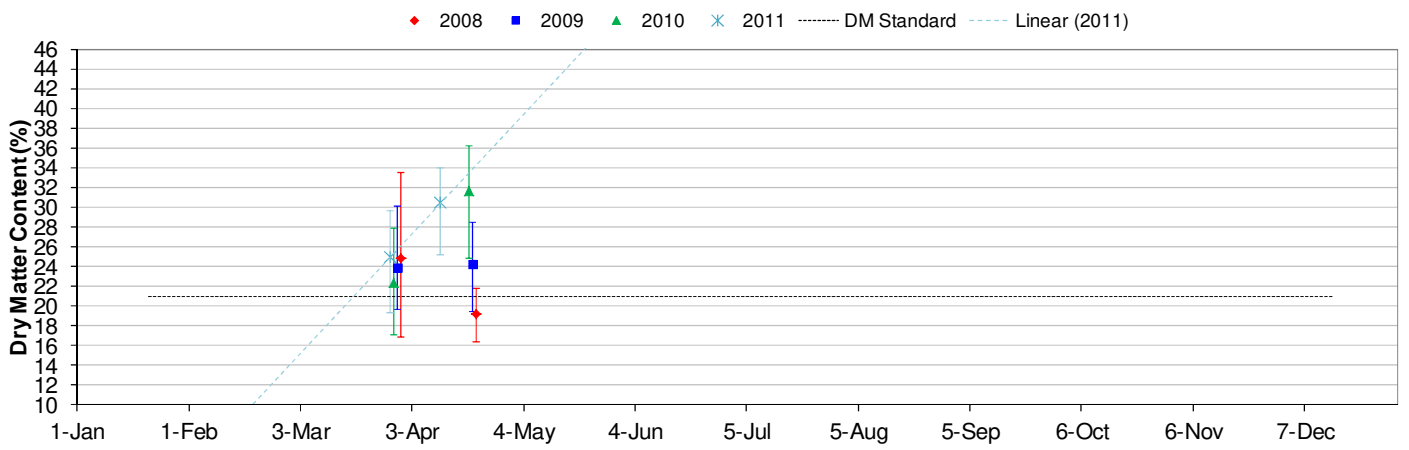


**Average DM Content - Central Qld (Hass) as of 23rd May 2011**

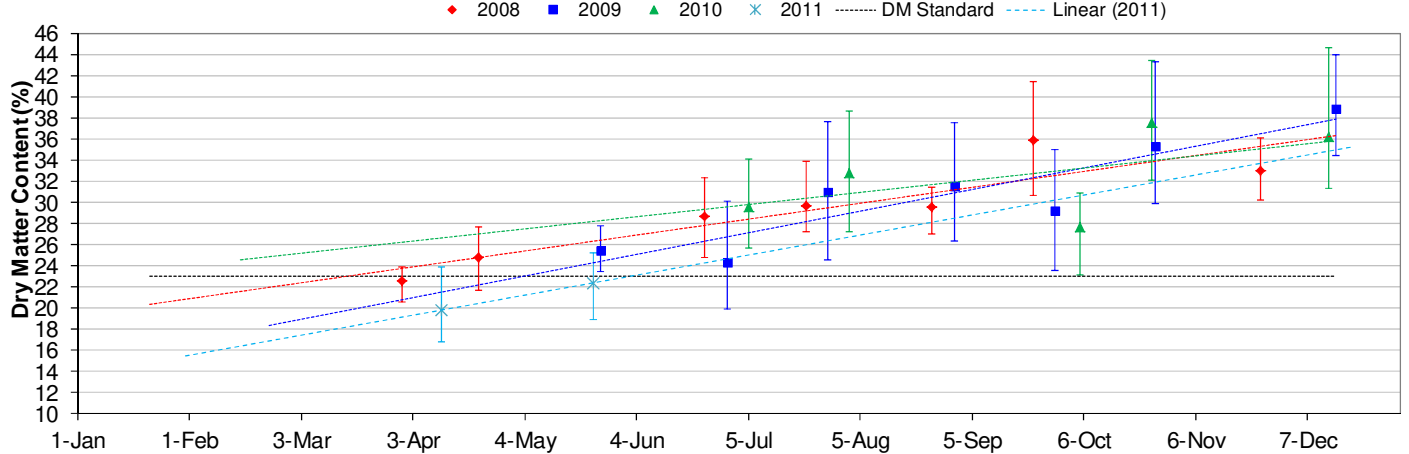




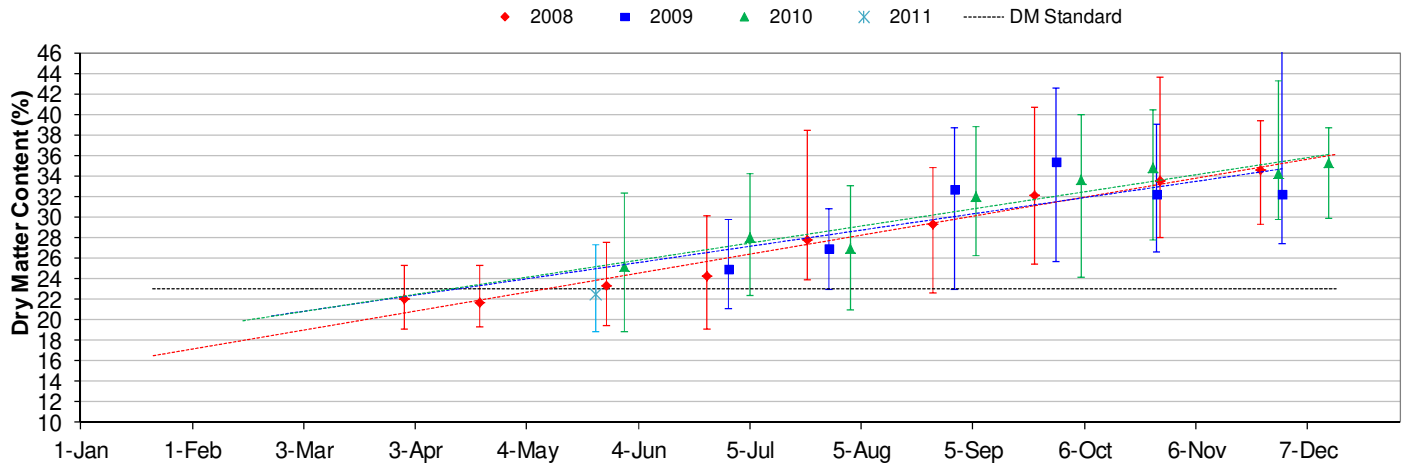
Average DM Content - Central Qld (Shepard) as of 23rd May 2011



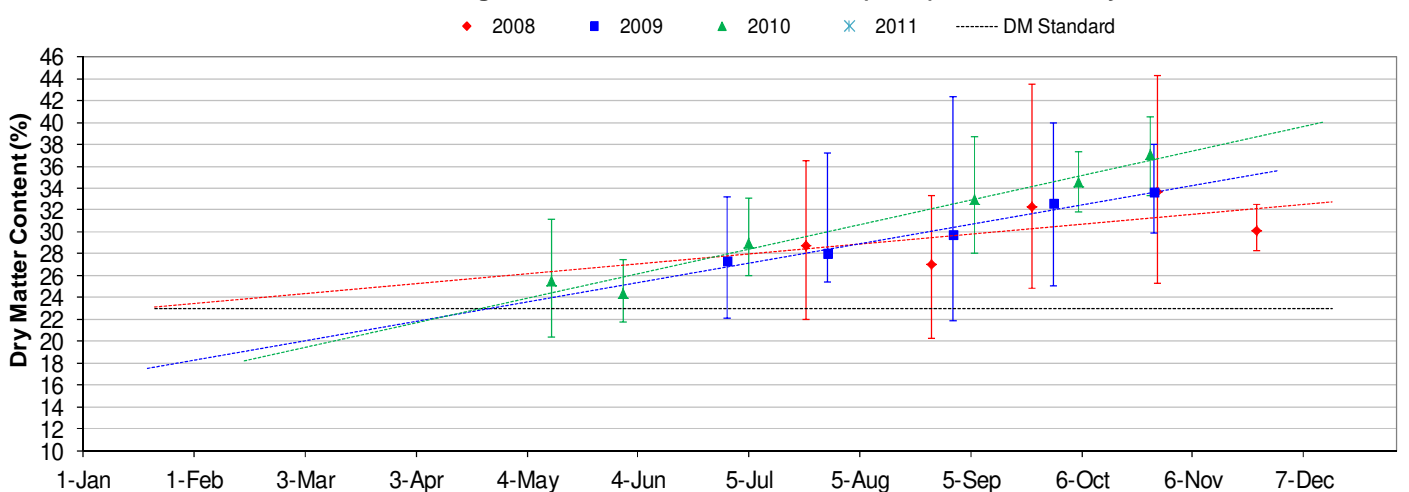
Average DM Content - Sunshine Coast (Hass) as of 23rd May 2011



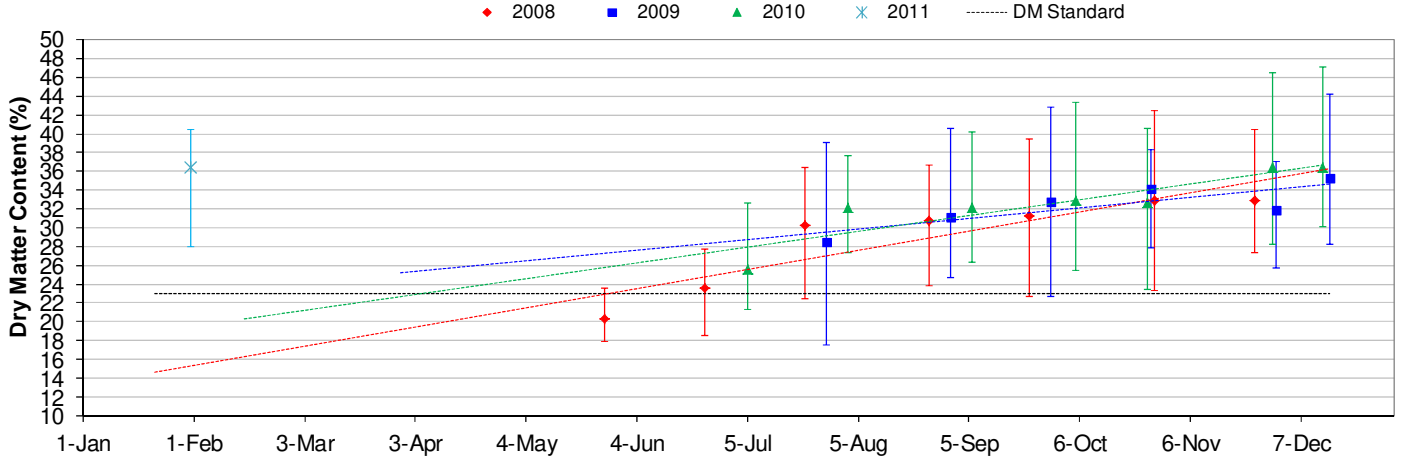
Average DM Content - South Qld (Hass) as of 23rd May 2011



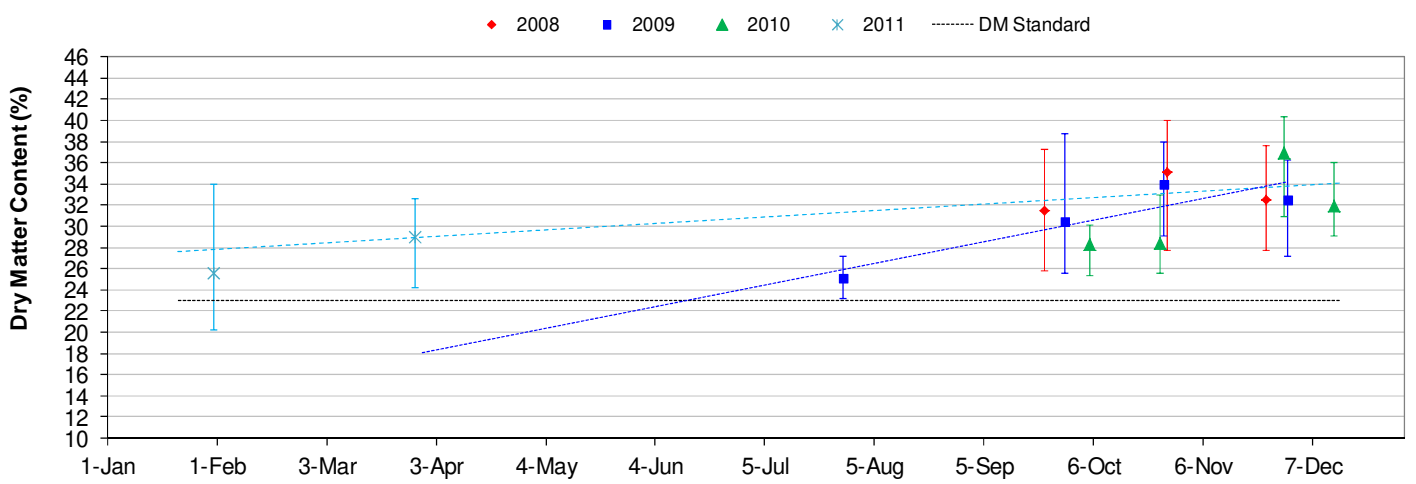
Average DM Content - Northern NSW (Hass) as of 23rd May 2011



**Average DM Content - Central NSW (Hass) as of 23rd May 2011**



**Average DM Content - Tristate (Hass) as of 23rd May 2011**



**Average DM Content - WA (Hass) as of 23rd May 2011**

