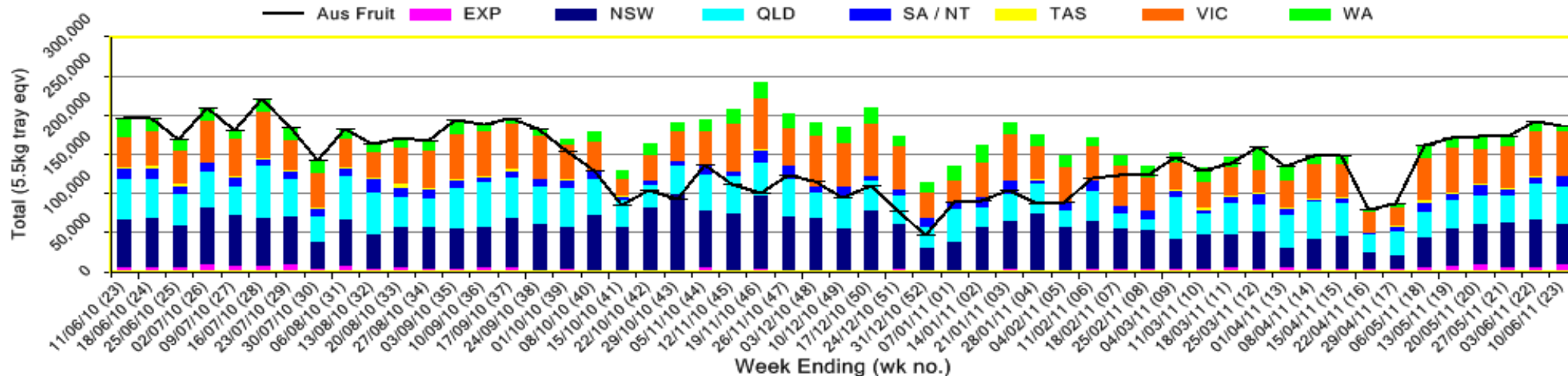


# INFOCADO WEEKLY REPORT: 4th — 10th June 2011 (Wk 23)

Industry Dispatches By Destination State and Count Size : 4th June - 10th June 2011 (Wk 23)

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				50				2,564	4,229	6,843	1,707				9,947
NSW	85	901	3,884	9,211	1,646	9,311	6,830	4,043	321	36,232	7,905	1,044			50,795
QLD	470	766	2,738	7,277	1,394	5,955	14,647	4,317	359	37,923	4,251	7,742	8,300	1,578	48,856
SA / NT		60	572	4,033		591	2,726	1,579		9,561	1,327	1,512			12,249
TAS									160	160	368				829
VIC	465	2,282	8,552	12,200	87	8,427	2,399	778	73	35,263	11,224	2,929			56,203
WA				800		960	2,560			4,320	1,248				6,589
<b>Total</b>	<b>1,020</b>	<b>4,009</b>	<b>15,746</b>	<b>33,571</b>	<b>3,127</b>	<b>25,244</b>	<b>29,322</b>	<b>13,281</b>	<b>4,982</b>	<b>130,302</b>	<b>28,030</b>	<b>13,227</b>	<b>8,300</b>	<b>1,578</b>	<b>185,467</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 3,504,916 5.5kg tray eqv



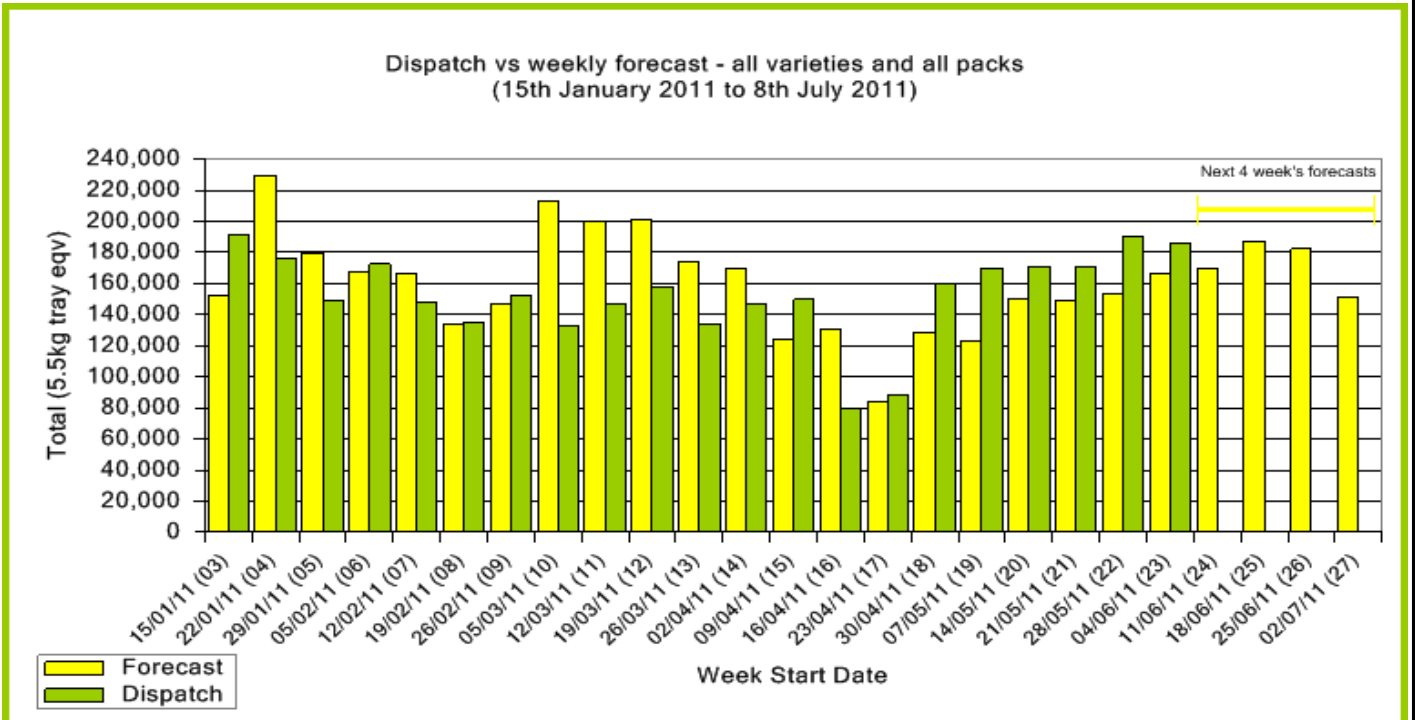
## Comments From the CEO

- Victoria received the most dispatches last week with over 56 000 5.5kg tray eqv.
- Volumes remained high last week with over 185 000 5.5kg tray eqv entering the market, continuing to sit above forecast levels.
- Volumes into the market will continue at the present levels for at least the next two months. Working with your wholesalers and supermarket customers with a planned and organised program will allow the market to clear and re-balance more quickly.
- The promotion program is very active across a multiple of fronts; consumers, foodservice and early childhood. Exports are a continuing essential part of our industry's strategy, this week we have exported just under 10,000 trays. We need to build this continuously.
- Please remember to get your next 15 month forecasts in ASAP. The forms were emailed to you on the 10th June.
- Retail prices continue to be too high for the volume of fruit and weather patterns that the majority of Australia is receiving. The upper \$2.20 plus prices are slowing consumer demand and will continue to cause flow through and quality issues for us over the next few months.



Forecast Data (Week 23 - 27)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<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		200				364
Fuerte	40	50				131
Hass	141,452	8,552	12,000	5,000	8,500	161,637
Pinkerton	800	5				809
Sharwil	1,300	30				1,355
Wurtz	4,600	540				5,582
<b>Week Total</b>	<b>148,192</b>	<b>9,377</b>	<b>12,000</b>	<b>5,000</b>	<b>8,500</b>	<b>169,877</b>
<b>Week 25 - begin 18/06/2011</b>						
Bacon		72				131
Fuerte	40	90				204
Hass	159,717	8,456	12,000	9,000	8,500	180,455
Pinkerton	600	5				609
Sharwil	1,000	30				1,055
Shepard	100	20				136
Wurtz	3,900	440				4,700
<b>Week Total</b>	<b>165,357</b>	<b>9,113</b>	<b>12,000</b>	<b>9,000</b>	<b>8,500</b>	<b>187,289</b>
<b>Week 26 - begin 25/06/2011</b>						
Bacon		60				109
Fuerte	40	150				313
Hass	157,792	8,376	12,000	9,000	8,500	178,384
Pinkerton	400					400
Sharwil	200	20				236
Wurtz	2,400	150				2,673
<b>Week Total</b>	<b>160,832</b>	<b>8,756</b>	<b>12,000</b>	<b>9,000</b>	<b>8,500</b>	<b>182,115</b>
<b>Week 27 - begin 02/07/2011</b>						
Fuerte	30	165				330
Hass	135,143	6,006	12,000			148,245
Pinkerton	200					200
Sharwil	200	20				236
Wurtz	2,200	100				2,382
<b>Week Total</b>	<b>137,773</b>	<b>6,291</b>	<b>12,000</b>			<b>151,393</b>

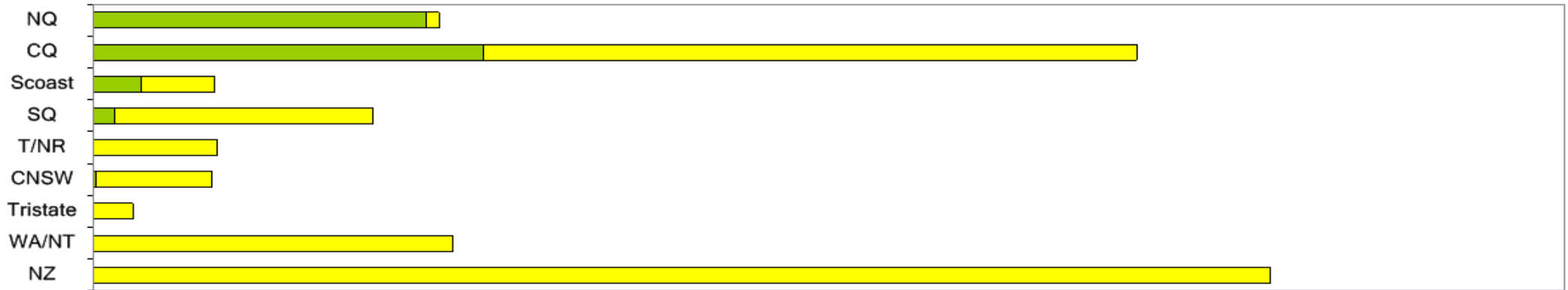
Green shading indicates dispatch data							Yellow shading indicates forecast data	
Dispatch Data (Week 23 - begin 4/06/2011)								
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Total Trays	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg			
Bacon		112					204	
Fuerte	409	61					520	
Hass	122,345	25,979	13,047	7,490	1,578		173,601	
Pinkerton	992	8					1,007	
Sharwil	1,578	686	180	810			3,005	
Shepard	132	33					192	
Wurtz	4,848	1,151					6,941	
<b>Total</b>	<b>130,304</b>	<b>28,030</b>	<b>13,227</b>	<b>8,300</b>	<b>1,578</b>		<b>185,469</b>	



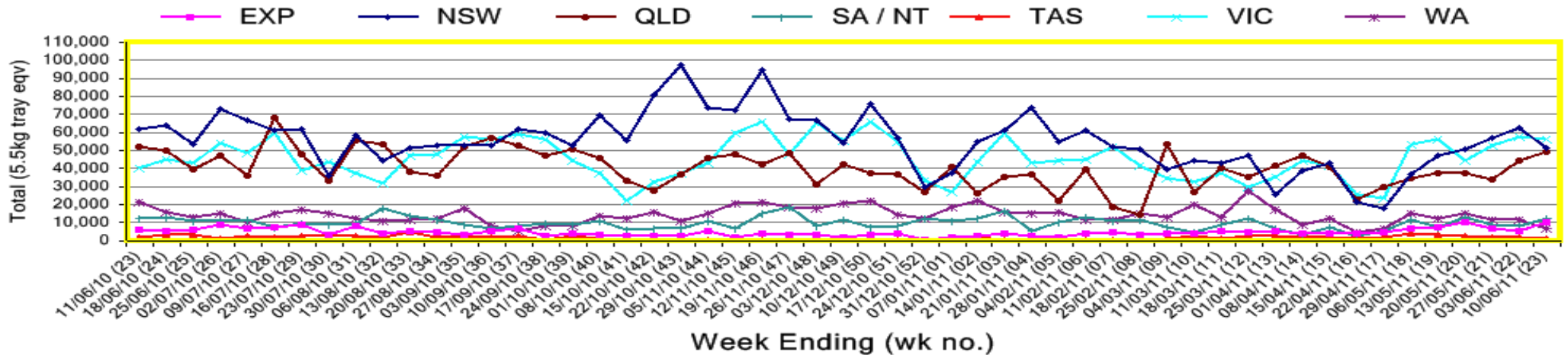
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			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 = 3,504,916 5.5kg tray eqv



Week 23 contributors - Packhouses

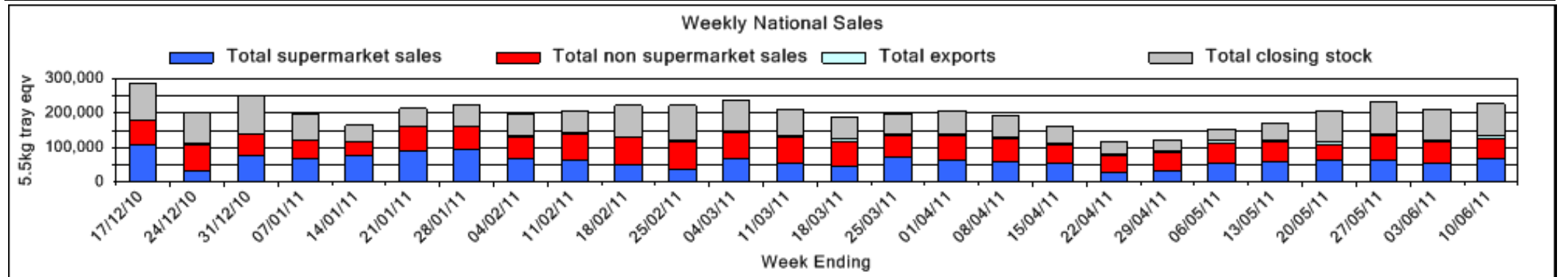
Balmoral Orchard	Simpson Farms Pty Ltd (Goodwood Home)
Chris and Sue Allan	Sunfresh
Donovan Family Investment Trust	Sunny Bluff Produce Pty Ltd
Mountain Fresh	Sunnyspot Packhouse PL
Natures Fruit Company	SuperPak
One Harvest	Touchwood Farming

Week 23 contributors - Wholesalers

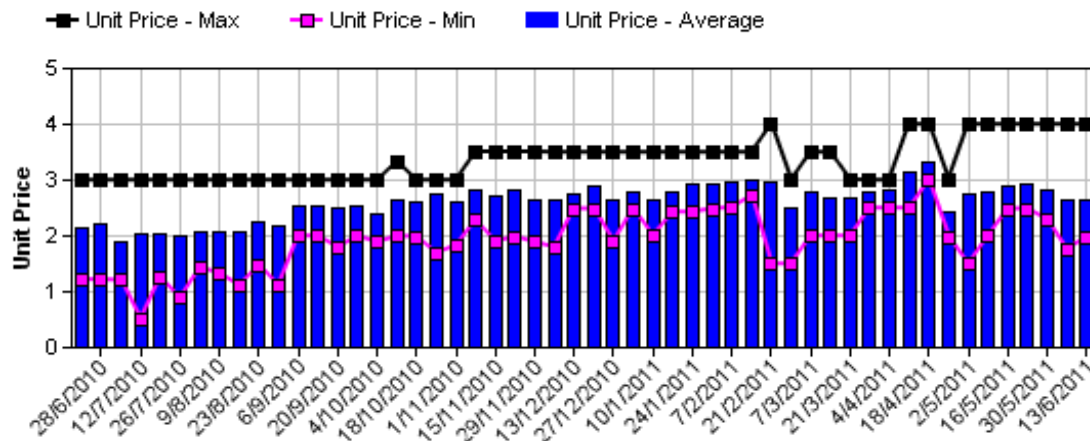
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust)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

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

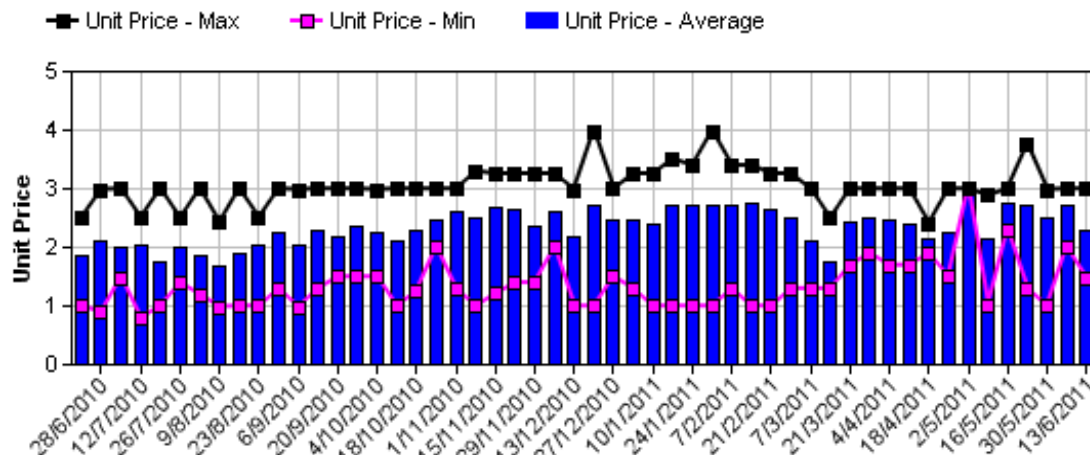
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	16,170			16,170	150			150	273	1,044			1,044	190	16,633			16,633
Total non supermarket sales	12,247		48	12,295	3,426			3,426	6,229						18,476		48	18,524
Total exports																		
Total sales	28,417		48	28,465	3,576			3,576	6,502	1,044			1,044	190	35,109		48	35,157
Total Stock on Hand	10,218			10,218	1,259			1,259	2,289						12,507			12,507
QLD																		
Total supermarket sales	13,266			13,266	440			440	800	6,252			6,252	1,137	15,203			15,203
Total non supermarket sales	8,111		1,440	9,551	799		380	1,179	2,144						9,564		2,131	11,695
Total exports	6,843			6,843	1,707			1,707	3,104						9,947			9,947
Total sales	28,220		1,440	29,660	2,946		380	3,326	6,047	6,252			6,252	1,137	34,713		2,131	36,844
Total Stock on Hand	23,515		290	23,805	1,614		171	1,785	3,245						26,449		601	27,050
SA & TAS																		
Total supermarket sales	6,201			6,201	352			352	640	1,512			1,512	275	7,116			7,116
Total non supermarket sales	3,427			3,427	771			771	1,402						4,829			4,829
Total exports																		
Total sales	9,628			9,628	1,123			1,123	2,042	1,512			1,512	275	11,945			11,945
Total Stock on Hand	12,425		73	12,498	2,722			2,722	4,949						17,374		73	17,447
VIC																		
Total supermarket sales	16,364		754	17,118	4,567			4,567	8,304	2,929			2,929	533	25,201		754	25,955
Total non supermarket sales	6,564	254	2,963	9,780	4,069	33	240	4,342	7,895						13,962	314	3,399	17,675
Total exports																		
Total sales	22,928	254	3,717	26,899	8,636	33	240	8,909	16,198	2,929			2,929	533	39,162	314	4,153	43,629
Total Stock on Hand	14,693	269	3,291	18,253	4,701	9	393	5,103	9,278						23,241	285	4,005	27,531
WA																		
Total supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	7,249			7,249	765		29	794	1,444						8,640		53	8,693
Total Stock on Hand	5,574		9	5,583	1,054		28	1,082	1,967						7,490		60	7,550
Total																		
Total supermarket sales	56,077		754	56,831	5,701			5,701	10,365	11,737			11,737	2,134	68,577		754	69,331
Total non supermarket sales	33,522	254	4,451	38,226	9,638	33	649	10,320	18,764						51,045	314	5,631	56,990
Total exports	6,843			6,843	1,707			1,707	3,104						9,947			9,947
Total sales	96,442	254	5,205	101,901	17,046	33	649	17,728	32,233	11,737			11,737	2,134	129,569	314	6,385	136,268
Total Stock on Hand	66,425	269	3,663	70,357	11,350	9	592	11,951	21,729						87,062	285	4,739	92,086



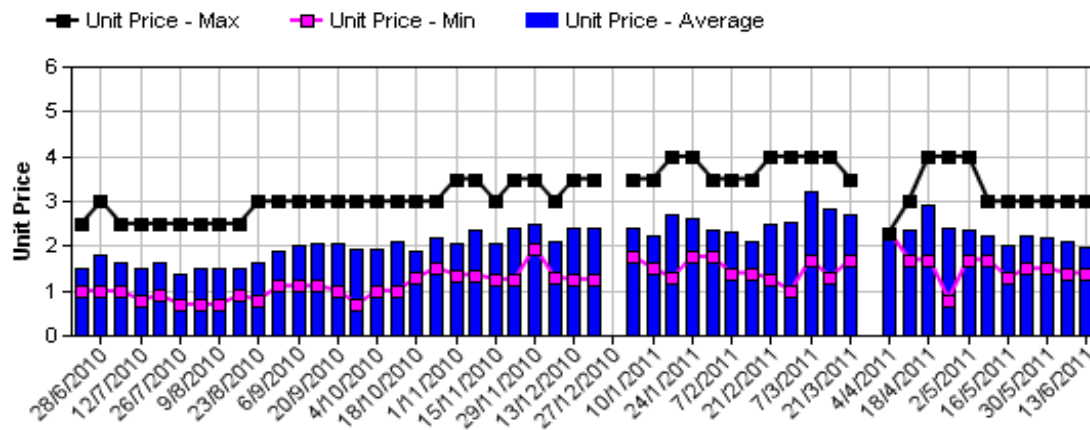
### Hass Avocado Average Retail Prices - Sydney



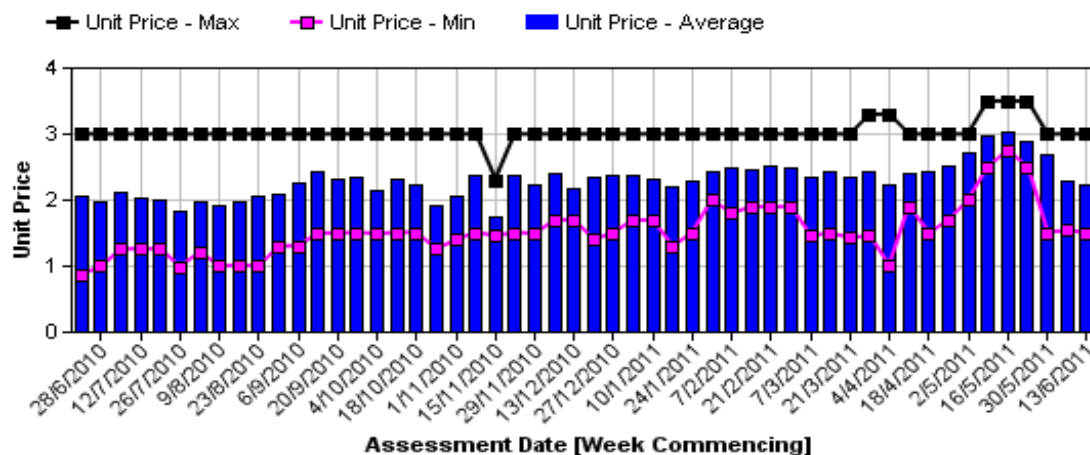
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

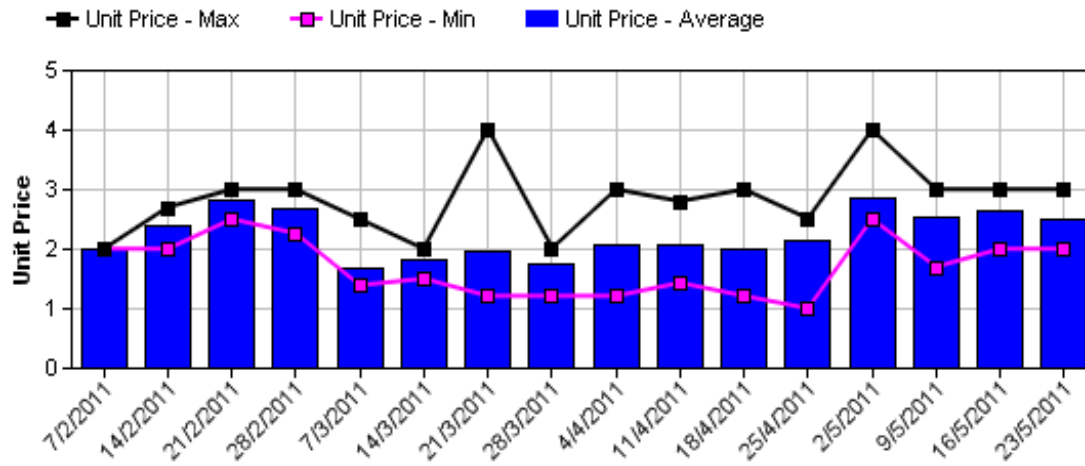


### Hass Avocado Average Retail Prices - Perth

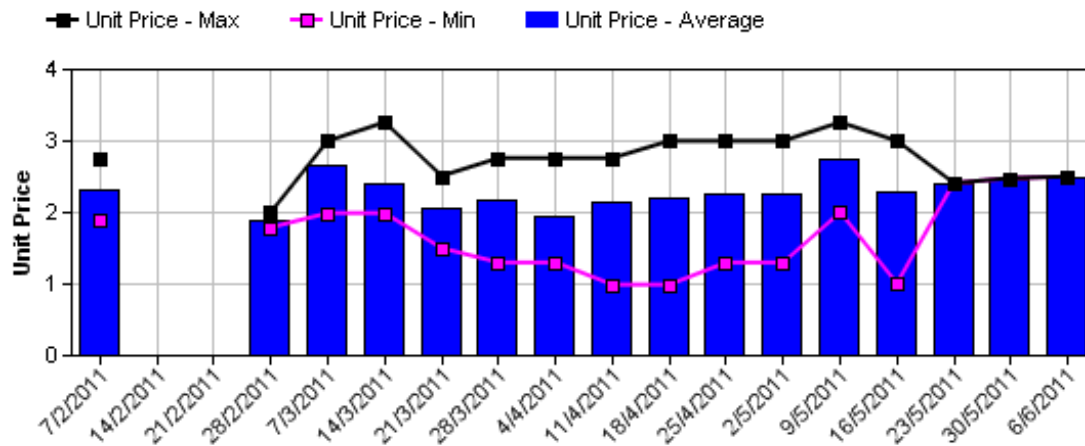


Assessment Date [Week Commencing]

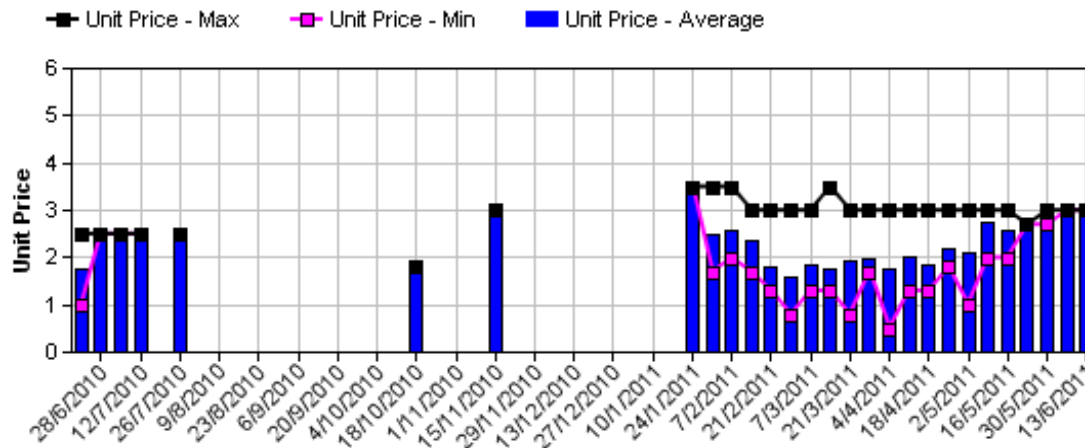
### Shepard Avocado Average Retail Prices - Sydney



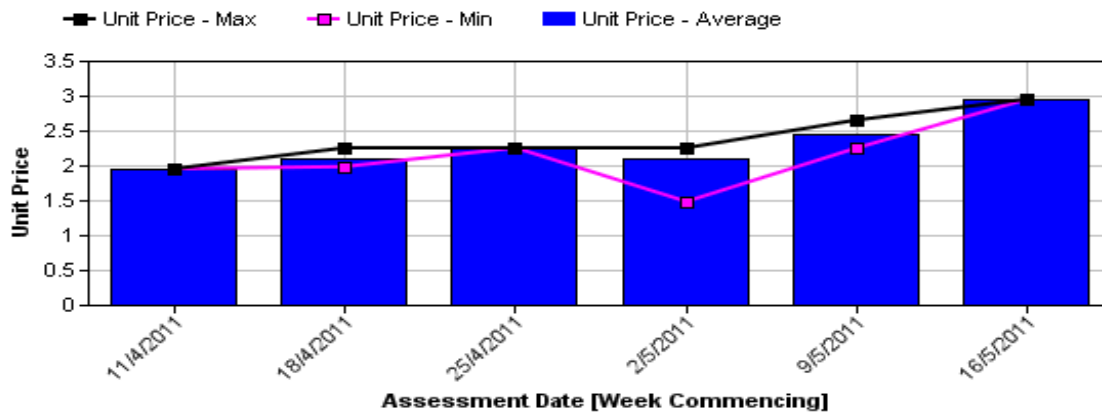
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 13th June 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	270	1.98	No	Aus
Coles	Hass	270	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
I	Hass	275	1.99	Store	Aus
IGA	Hass	255	1.99	No	NZ
Woolworths	Hass	300	2.48	No	Aus
Woolworths	Hass	250	2.48	No	Aus
I	Hass	270	2.49	No	Aus
I	Hass	270	2.49	No	Aus
Woolworths	Hass	265	2.68	No	Aus
IGA	Hass	285	2.99	No	Aus
Foodworks	Hass	310	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	290	3.49	No	Aus
I	Hass	255	3.99	No	Aus
<b>BRISBANE</b>					
I	Hass	220	1.39	Store	Aus
I	Hass	205	1.39	Store	Aus
I	Hass	160	1.49	Store	Aus
Woolworths	Hass	255	1.65	Store	Aus
Woolworths	Hass	200	1.65	No	Aus
I	Hass	280	1.69	No	Aus
Coles	Hass	300	1.78	Store	Aus
Coles	Hass	220	1.78	Store	Aus
Coles	Hass	180	1.78	Store	Aus
IGA	Hass	200	1.94	No	Aus
Woolworths	Hass	240	1.98	Store	Aus
IGA	Hass	140	1.99	No	Aus
I	Wurtz	360	2.29	Store	Aus
IGA	Hass	220	2.29	No	Aus
I	Wurtz	290	2.49	No	Aus
I	Hass	270	2.99	Store	Aus
I	Wurtz	300	2.99	Store	NS
I	Shepard	280	2.99	No	Aus
I	Hass	340	2.99	No	Aus
I	Hass	280	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	280	1.47	No	NS
Coles	Hass	290	1.98	Cat	Aus
Coles	Hass	295	1.98	Cat	Aus
Coles	Hass	260	1.98	Cat	Aus
Safeway	Hass	265	1.99	Store	Aus
Safeway	Hass	260	1.99	Store	Aus
I	Hass	240	1.99	No	NS
I	Hass	245	2.4	No	NS
I	Hass	270	2.49	No	Aus
IS	Hass	265	2.49	No	Aus
I	Wurtz	310	2.5	No	NS
I	Hass	305	2.5	No	NS
I	Hass	300	2.98	No	Aus
Safeway	Hass	270	2.98	No	Aus
IGA	Hass	270	2.99	No	Aus
<b>PERTH</b>					
IS	Hass	220	1.5	Store	Aus
IGA	Hass	220	1.69	No	Aus
Coles	Hass	200	1.98	Store	Aus
Coles	Hass	220	1.98	Store	Aus
Woolworths	Hass	210	1.98	No	Aus
Woolworths	Hass	200	1.98	Store	Aus
Woolworths	Hass	210	1.98	No	Aus
Coles	Hass	200	1.98	Store	Aus
I	Hass	250	1.99	Store	Aus
I	Hass	270	2.29	No	Aus
I	Hass	250	2.49	No	Aus
IGA	Hass	210	2.49	No	Aus
I	Hass	270	2.5	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	280	2.99	No	Aus
IGA	Hass	250	2.99	No	NS

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