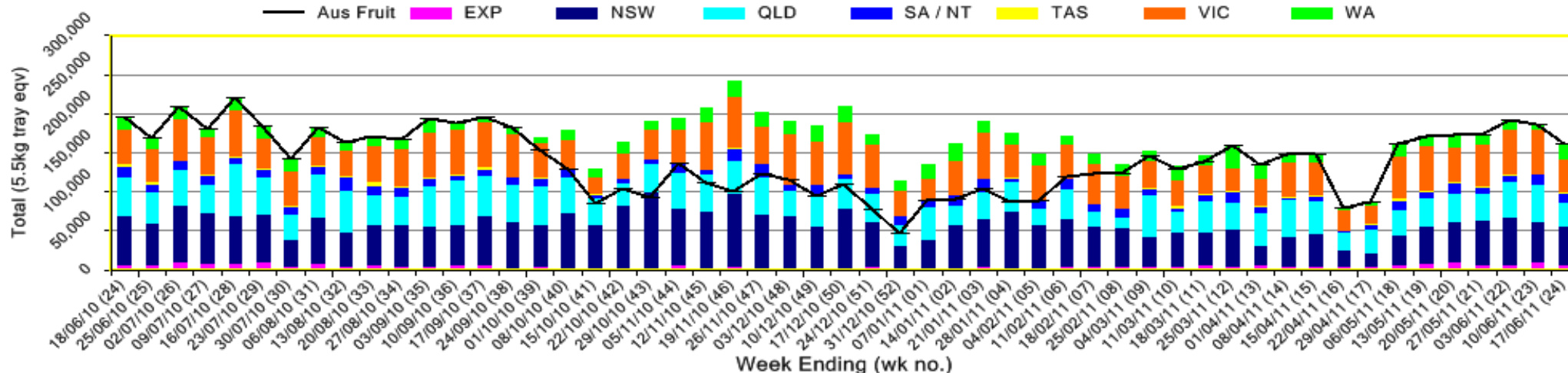


# INFOCADO WEEKLY REPORT: 11th — 17th June 2011 (Wk 24)

Industry Dispatches By Destination State and Count Size : 11th June - 17th June 2011 (Wk 24)

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			31	69				1,251	2,411	3,762	1,331					6,182
NSW	110	1,194	4,201	9,304	1,938	7,106	5,287	2,803	573	32,516	8,604	934			48,330	
QLD	56	265	1,330	5,470	594	4,840	6,709	3,175	428	22,867	3,079	5,025	7,600	2,948	31,297	
SA / NT		40	1,601	3,917	320	1,566	608	1,394		9,446	795	490			10,980	
TAS							1,280	160		1,440	736				2,778	
VIC	328	2,698	9,236	11,430	710	5,131	2,686	972	49	33,240	4,887	1,710			42,436	
WA		66	251	3,085		4,186	5,158	342		13,088	2,576				17,772	
<b>Total</b>	<b>494</b>	<b>4,263</b>	<b>16,650</b>	<b>33,275</b>	<b>3,562</b>	<b>22,829</b>	<b>21,728</b>	<b>10,097</b>	<b>3,461</b>	<b>116,359</b>	<b>22,008</b>	<b>8,159</b>	<b>7,600</b>	<b>2,948</b>	<b>159,775</b>	

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 3,664,691 5.5kg tray eqv



## Comments From the CEO

- Average retail prices are in general still high; in particular, average prices for both Sydney and Melbourne are just under the \$3.00 mark. Brisbane average is a more realistic \$2.00.
- Volumes dispatched into the market reduced slightly last week and were under the forecasted volume.
- Stock on hand in the wholesale system has been a stable for the last 5 weeks.



**Forecast Data (Week 24 - 28)**

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<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		62				113
Fuerte	40	90				204
Hass	150,681	9,106	9,000	3,600	3,000	170,073
Pinkerton	400	50				491
Sharwil	300	30				355
Shepard	100	20				136
Wurtz	5,300	310				5,864
<b>Week Total</b>	<b>156,821</b>	<b>9,668</b>	<b>9,000</b>	<b>3,600</b>	<b>3,000</b>	<b>177,235</b>
<b>Week 26 - begin 25/06/2011</b>						
Bacon		150				273
Fuerte	40	150				313
Hass	154,514	8,776	9,000	9,000	8,500	175,287
Pinkerton	400	50				491
Sharwil	200	20				236
Wurtz	3,900	50				3,991
<b>Week Total</b>	<b>159,054</b>	<b>9,196</b>	<b>9,000</b>	<b>9,000</b>	<b>8,500</b>	<b>180,591</b>
<b>Week 27 - begin 02/07/2011</b>						
Fuerte	30	165				330
Hass	154,339	8,206	9,000	9,000	8,500	174,076
Pinkerton	300	30				355
Sharwil	200	60				309
Wurtz	2,300	20				2,336
<b>Week Total</b>	<b>157,169</b>	<b>8,481</b>	<b>9,000</b>	<b>9,000</b>	<b>8,500</b>	<b>177,406</b>
<b>Week 28 - begin 09/07/2011</b>						
Fuerte		120				218
Hass	72,218	8,276	9,000			88,901
Pinkerton	300	30				355
Sharwil	150	50				241
Wurtz	2,200	20				2,236
<b>Week Total</b>	<b>74,868</b>	<b>8,496</b>	<b>9,000</b>			<b>91,951</b>

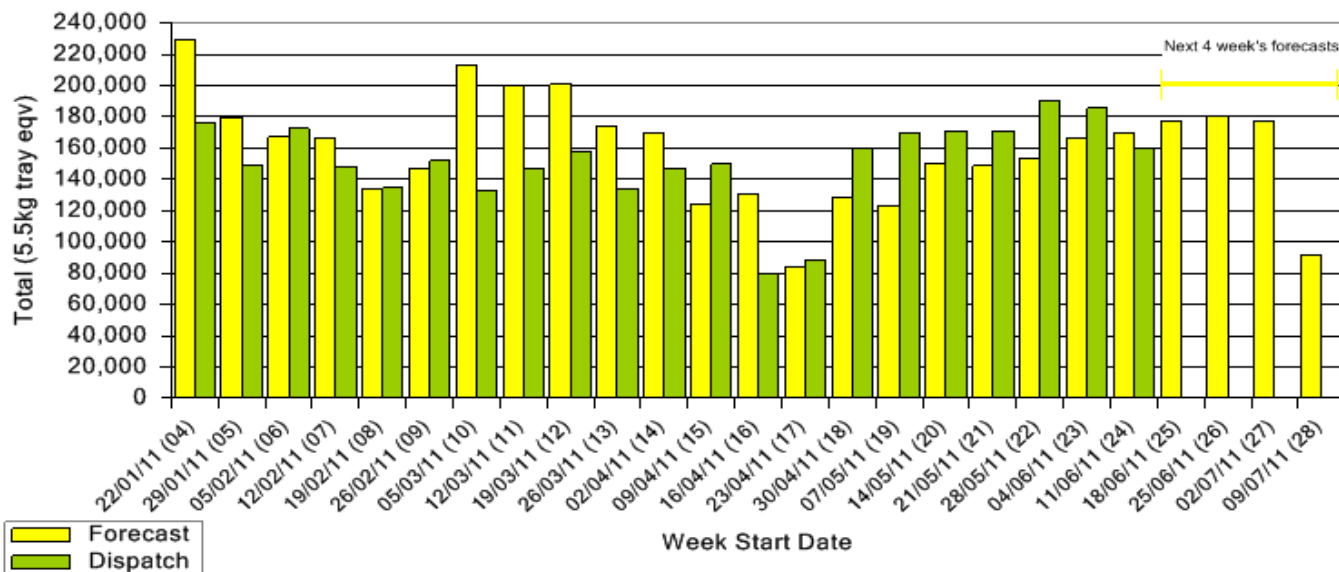
**Green shading indicates dispatch data**

**Yellow shading indicates forecast data**

**Dispatch Data (Week 24 - begin 11/06/2011)**

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon		164				298
Fuerte		32				58
Hass	109,547	20,337	8,099	7,600	2,948	149,914
Pinkerton	432	96				607
Sharwil	1,758	372	50			2,443
Shepard	123	15	10			152
Wurtz	4,499	992				6,303
<b>Total</b>	<b>116,359</b>	<b>22,008</b>	<b>8,159</b>	<b>7,600</b>	<b>2,948</b>	<b>159,775</b>

**Dispatch vs weekly forecast - all varieties and all packs (22nd January 2011 to 15th July 2011)**



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

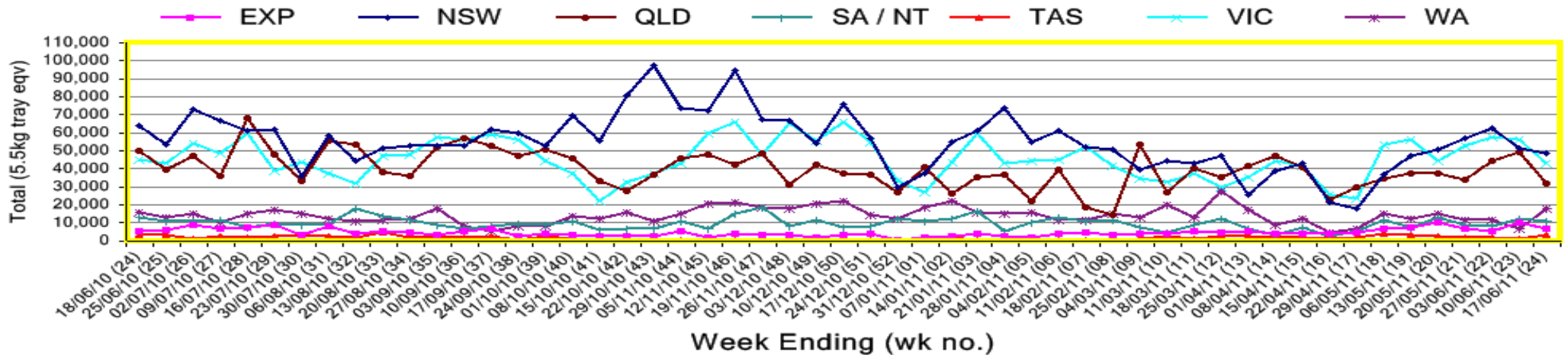
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			274,613	379,440	436,064	298,642	155,646	21,335	5,931	1,571,671
<b>USA</b>										
<b>Japan</b>			12,095	45,836	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 = 3,664,691 5.5kg tray eqv



Week 24 contributors - Packhouses

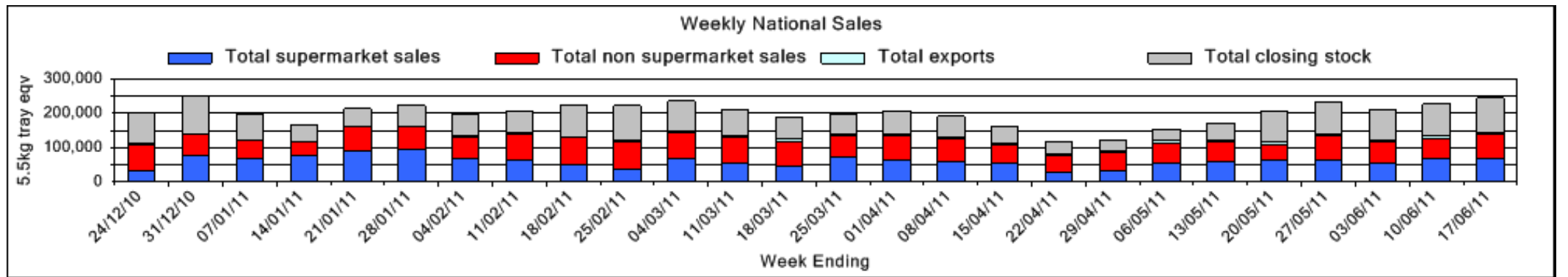
Balmoral Orchard	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
G & C Christensen	Sunny Bluff Produce Pty Ltd
G & J Krenske	Sunnyspot Packhouse PL
Mountain Fresh	SuperPak
Natures Fruit Company	Touchwood Farming

Week 24 contributors - Wholesalers

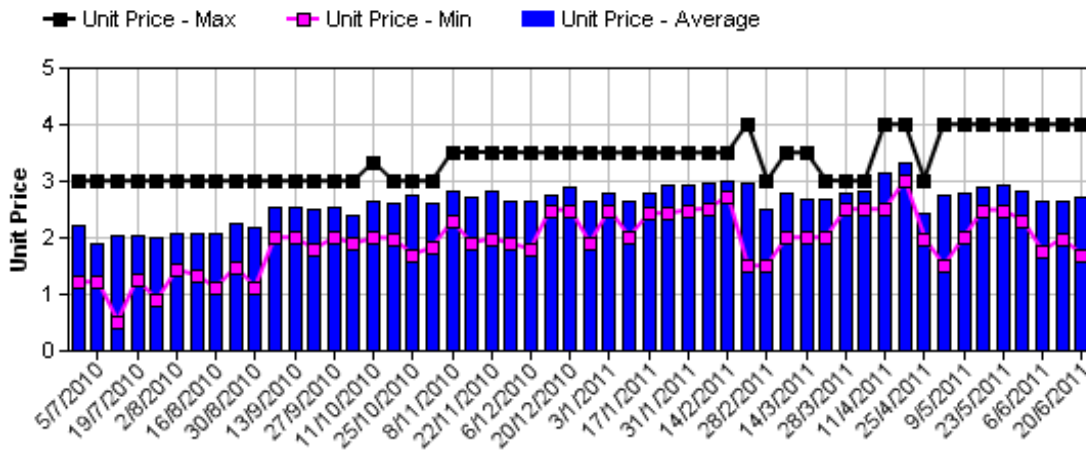
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Mercer Mooney (Perth)
Barkers (Melbourne)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	S & B Produce (Sydney)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Dykes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

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

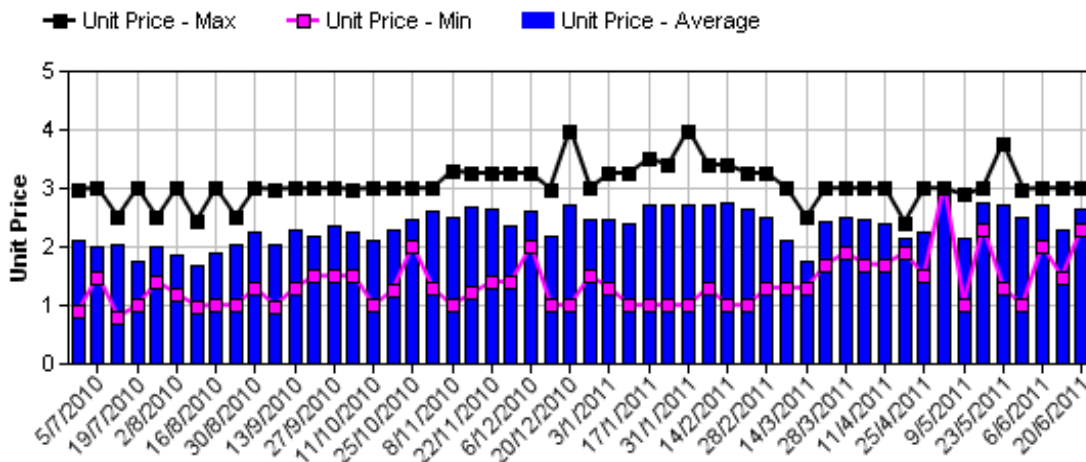
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	12,433			12,433	288			288	524	924			924	168	13,125			13,125
Total non supermarket sales	14,535		408	14,943	2,765		48	2,813	5,115						19,562		495	20,058
Total exports																		
Total sales	26,968		408	27,376	3,053		48	3,101	5,638	924			924	168	32,687		495	33,183
Total Stock on Hand	14,344		134	14,478	3,249		8	3,257	5,922						20,251		149	20,400
QLD																		
Total supermarket sales	12,405			12,405	544			544	989	2,615			2,615	475	13,869			13,869
Total non supermarket sales	12,222		550	12,772	1,318		319	1,637	2,976						14,618		1,130	15,748
Total exports	3,762			3,762	1,331			1,331	2,420						6,182			6,182
Total sales	28,389		550	28,939	3,193		319	3,512	6,385	2,615			2,615	475	34,670		1,130	35,800
Total Stock on Hand	21,175		494	21,669	1,456		212	1,668	3,033						23,823		879	24,702
SA & TAS																		
Total supermarket sales	8,086			8,086	736			736	1,338	490			490	89	9,513			9,513
Total non supermarket sales	3,303			3,303	764			764	1,389						4,692			4,692
Total exports																		
Total sales	11,389			11,389	1,500			1,500	2,727	490			490	89	14,205			14,205
Total Stock on Hand	9,686	25	73	9,784	3,047			3,047	5,540						15,226	25	73	15,324
VIC																		
Total supermarket sales	14,274			14,274	2,989			2,989	5,435	2,057			2,057	374	20,083			20,083
Total non supermarket sales	10,027	332	5,218	15,577	3,404	19	724	4,147	7,540						16,216	367	6,534	23,117
Total exports																		
Total sales	24,301	332	5,218	29,851	6,393	19	724	7,136	12,975	2,057			2,057	374	36,299	367	6,534	43,200
Total Stock on Hand	15,004	227	5,156	20,386	7,368		995	8,363	15,205	127			127	23	28,423	227	6,965	35,615
WA																		
Total supermarket sales	10,783			10,783											10,783			10,783
Total non supermarket sales	4,302		31	4,333	1,466		60	1,526	2,775						6,967		140	7,108
Total exports																		
Total sales	15,085		31	15,116	1,466		60	1,526	2,775						17,750		140	17,891
Total Stock on Hand	3,672			3,672	317		19	336	611						4,248		35	4,283
Total																		
Total supermarket sales	57,982			57,982	4,557			4,557	8,285	6,086			6,086	1,107	67,374			67,374
Total non supermarket sales	44,389	332	6,207	50,928	9,717	19	1,151	10,887	19,795						62,056	367	8,300	70,722
Total exports	3,762			3,762	1,331			1,331	2,420						6,182			6,182
Total sales	106,132	332	6,207	112,671	15,605	19	1,151	16,775	30,500	6,086			6,086	1,107	135,612	367	8,300	144,278
Total Stock on Hand	63,881	252	5,857	69,989	15,437		1,234	16,671	30,311	127			127	23	91,972	252	8,100	100,323



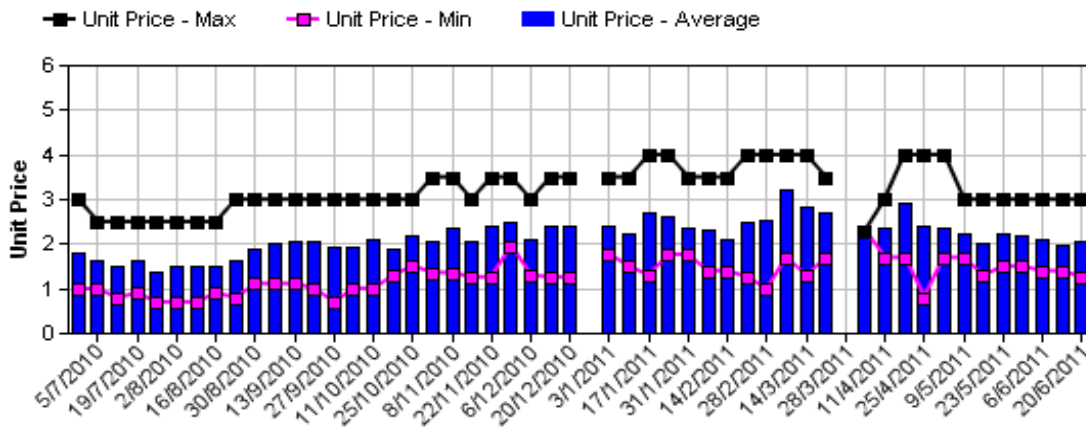
### Hass Avocado Average Retail Prices - Sydney



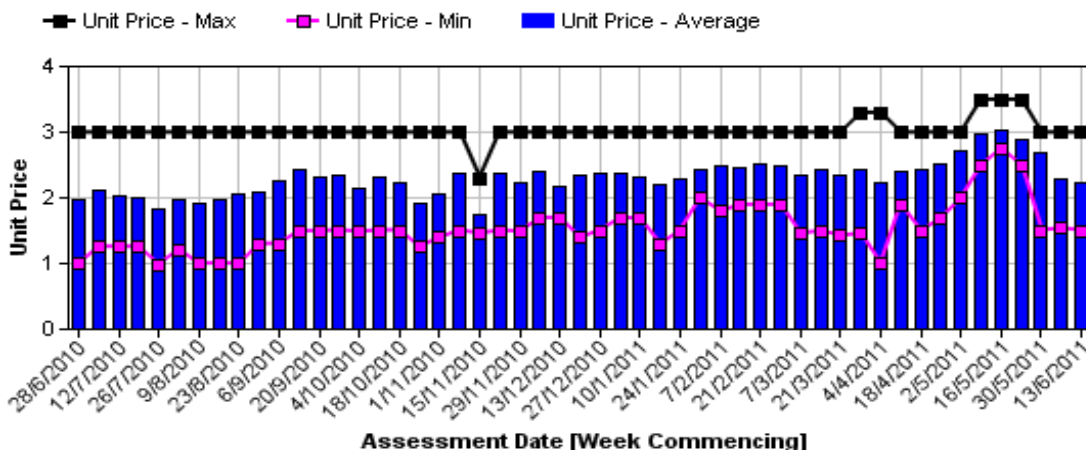
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

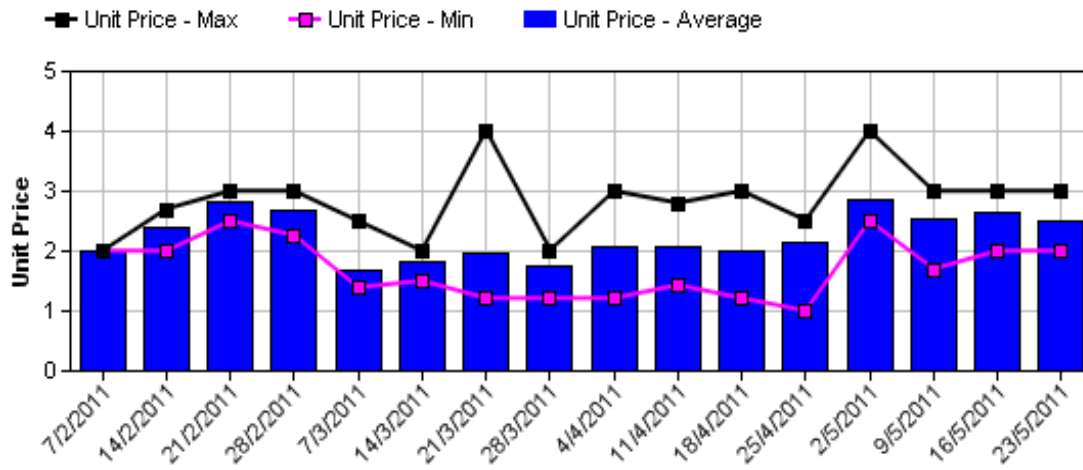


### Hass Avocado Average Retail Prices - Perth

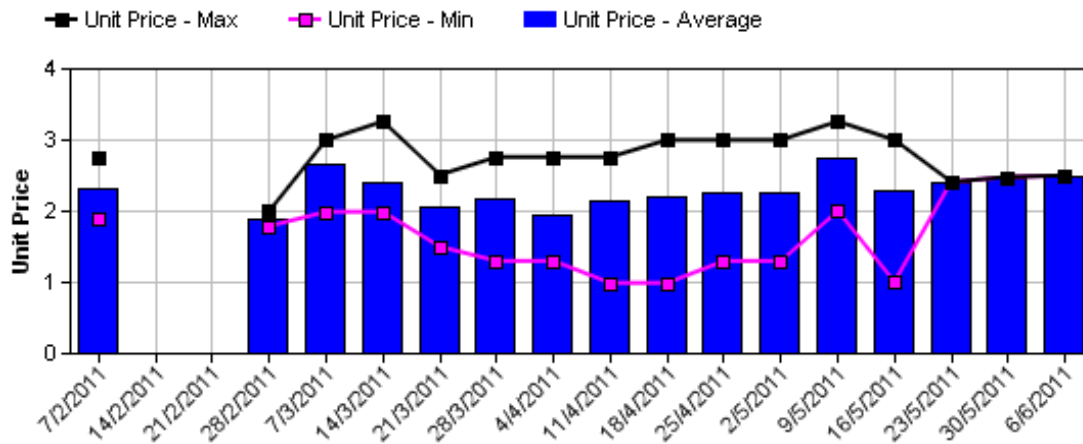


Assessment Date [Week Commencing]

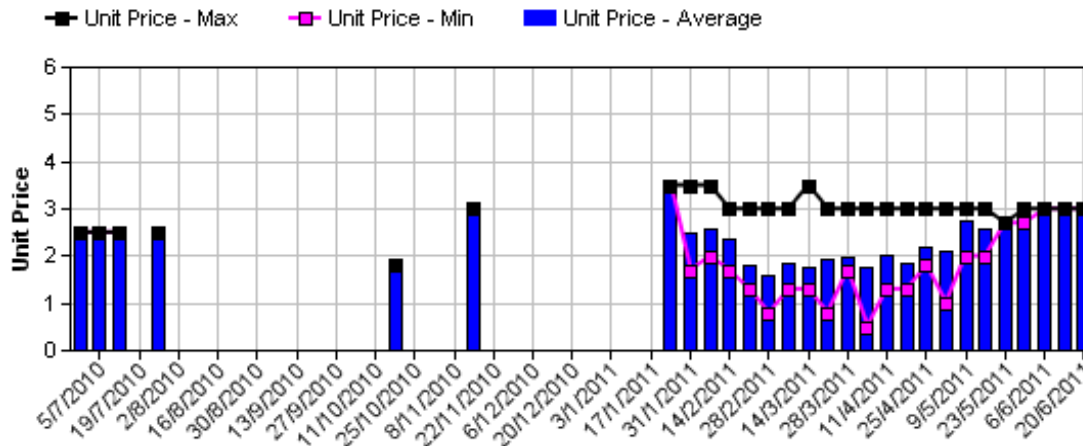
### Shepard Avocado Average Retail Prices - Sydney



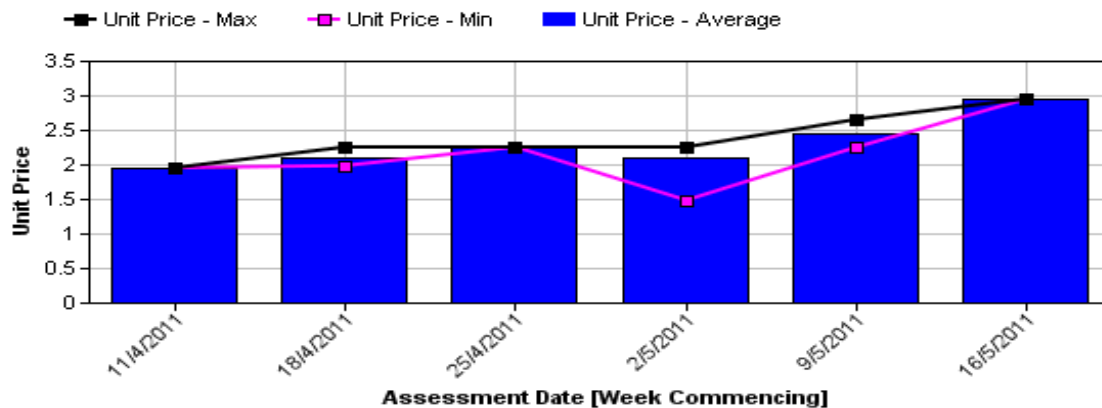
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 20th 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>					
IGA	Hass	265	1.69	Cat	NZ	I	Hass	250	1.88	No	NS
Coles	Hass	230	1.98	No	Aus	I	Hass	245	2.29	No	NS
Coles	Hass	225	1.98	No	Aus	I	Hass	245	2.40	No	NS
Coles	Hass	250	1.98	No	Aus	Coles	Hass	255	2.48	No	Aus
Woolworths	Hass	250	2.48	No	Aus	Coles	Hass	265	2.48	No	Aus
Woolworths	Hass	290	2.48	No	Aus	Coles	Hass	250	2.48	No	Aus
Woolworths	Hass	270	2.48	No	Aus	I	Wurtz	310	2.50	No	NS
I	Hass	290	2.49	No	Aus	I	Hass	270	2.50	No	Aus
I	Hass	250	2.49	No	Aus	I	Wurtz	300	2.50	No	NS
Foodworks	Hass	270	2.99	No	Aus	Safeway	Hass	270	2.85	No	Aus
I	Hass	290	2.99	No	Aus	Safeway	Hass	325	2.85	No	Aus
IGA	Hass	290	2.99	No	Aus	Safeway	Hass	240	2.85	No	Aus
I	Hass	305	3.49	No	Aus	IGA	Hass	275	2.99	No	Aus
I	Hass	315	3.49	No	Aus	I	Hass	275	2.99	No	Aus
I	Hass	330	3.49	No	Aus	IS	Hass	280	2.99	No	Aus
I	Hass	315	3.99	No	Aus	<b>PERTH</b> Data not collected					
<b>BRISBANE</b>											
Coles	Hass	250	1.25	No	Aus						
I	Hass	235	1.39	Store	Aus						
I	Hass	270	1.49	Store	Aus						
Woolworths	Hass	245	1.65	Store	Aus						
Woolworths	Hass	255	1.65	No	Aus						
I	Hass	240	1.69	Store	Aus						
I	Hass	240	1.79	Store	Mixed						
Coles	Hass	220	1.95	No	Aus						
Coles	Hass	240	1.95	No	Aus						
Woolworths	Hass	280	1.98	Store	Aus						
IGA	Hass	180	2.29	No	Aus						
I	Wurtz	300	2.29	Store	Aus						
IGA	Hass	200	2.29	No	Aus						
IGA	Hass	200	2.29	No	Aus						
I	Wurtz	320	2.49	No	Aus						
I	Shepard	260	2.99	No	Aus						
I	Hass	310	2.99	No	Aus						
I	Wurtz	305	2.99	Store	Aus						
I	Hass	292	2.99	Store	Aus						
I	Hass	265	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

### 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