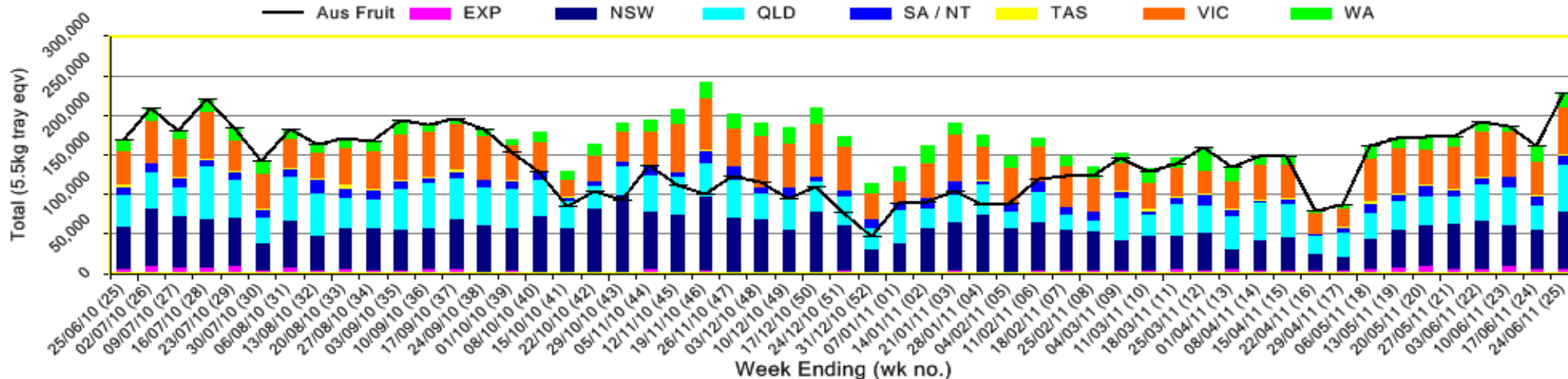


INFOCADO WEEKLY REPORT: 18th — 24th June 2011 (Wk 25)

Industry Dispatches By Destination State and Count Size : 18th June - 24th June 2011 (Wk 25)

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	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP		84	16					607	1,590	2,297	2,347					6,564
NSW	384	694	4,178	11,967	8,744	7,889	7,813	5,140	672	47,481	12,754	1,127				70,875
QLD	52	331	2,069	9,771	1,053	8,739	17,835	2,766	828	43,444	6,075	5,799	11,880	7,732		59,109
SA / NT			265	1,792		1,755	1,733	2,240		7,785	2,528	1,222				12,603
TAS								1,440		1,440						1,440
VIC	650	3,613	11,024	16,114	867	8,260	3,769	1,104	223	45,624	7,003	3,984				59,081
WA	12	366	97	1,939	320	1,944	6,436	814		11,928	2,712					16,859
Total	1,098	5,088	17,649	41,583	10,984	28,587	39,026	12,671	3,313	159,999	33,419	12,132	11,880	7,732		226,533

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 3,891,222 5.5kg tray eqv



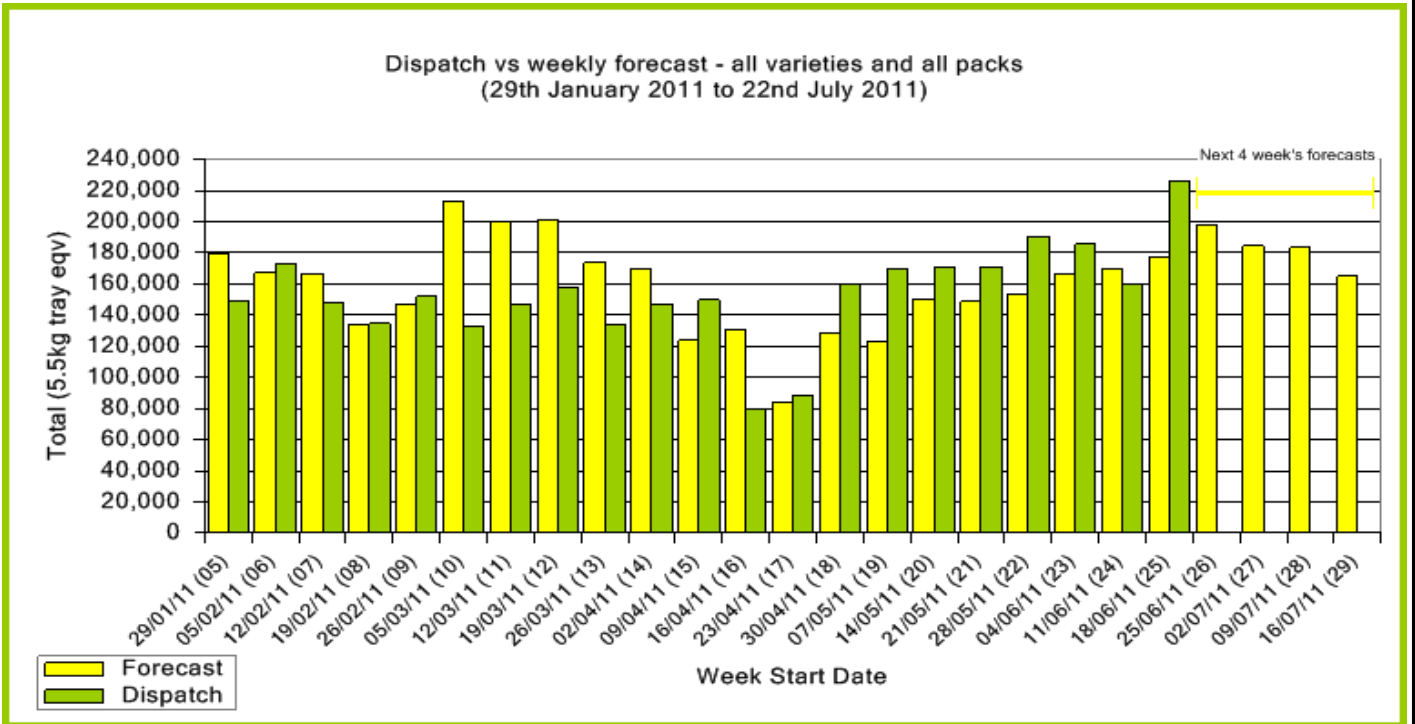
Comments From the CEO

- Volumes jumped significantly last week. This fruit has moved through the supply chain with the supermarkets increasing their sales in line with increased supply.
- NSW received the majority of the volume.
- Retail prices are still sitting too high to handle the increased volume and working with your wholesalers and retailers to move this price down will be an effective way of dealing with the increased volume.
- Volumes will continue to sit at around the current weekly volume for the next few months.



Forecast Data (Week 25 - 29)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 25 - begin 18/06/2011						
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
Week Total	156,821	9,668	9,000	3,600	3,000	177,235
Week 26 - begin 25/06/2011						
Bacon		228				415
Fuerte	40	110				240
Hass	156,610	13,850	6,000	9,000	8,500	186,064
Pinkerton	400	50				491
Sharwil	6,700	50				6,791
Wurtz	4,100	100			300	4,337
Week Total	167,850	14,388	6,000	9,000	8,800	198,337
Week 27 - begin 02/07/2011						
Bacon		140				255
Fuerte	30	165				330
Hass	155,284	11,206	6,000	9,000	8,500	179,931
Pinkerton	300	30				355
Sharwil	300	90				464
Wurtz	3,100	20			300	3,191
Week Total	159,014	11,651	6,000	9,000	8,800	184,525
Week 28 - begin 09/07/2011						
Fuerte		208				378
Hass	154,537	10,856	9,000	9,000	8,500	179,092
Pinkerton	300	30				355
Sharwil	200	70				327
Wurtz	3,000	20				3,036
Week Total	158,037	11,184	9,000	9,000	8,500	183,189
Week 29 - begin 16/07/2011						
Fuerte		296				538
Hass	140,564	8,450	9,000	9,000	8,500	160,745
Pinkerton	300	30				355
Sharwil	200	30				255
Wurtz	3,000	20				3,036
Week Total	144,064	8,826	9,000	9,000	8,500	164,928

Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 25 - begin 18/06/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Bacon	313	215				704	
Fuerte		91				165	
Hass	152,678	31,388	12,102	11,610	6,432	215,227	
Pinkerton	1,148	96				1,323	
Sharwil	1,442	582	30	270		2,554	
Wurtz	4,419	1,047			1,300	6,559	
Total	160,000	33,419	12,132	11,880	7,732	226,534	



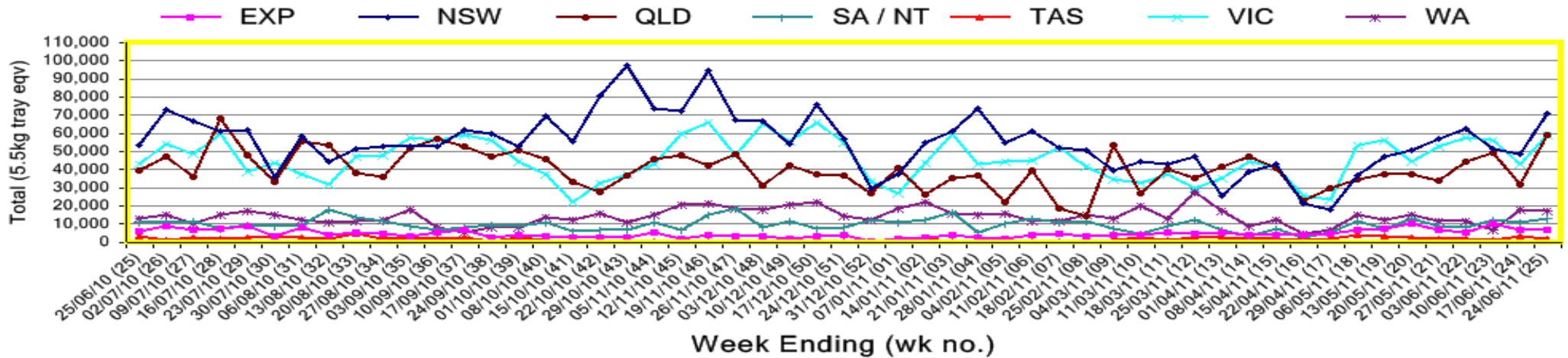
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 3,891,222 5.5kg tray eqv



Week 25 contributors - Packhouses

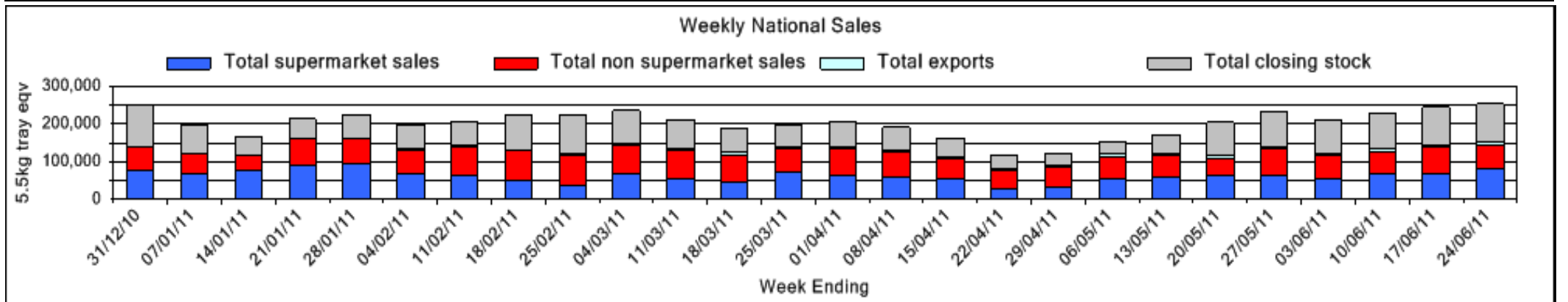
Touchwood Farming	Mountain Fresh
SuperPak	J & K Hummer
Sunnyspot Packhouse PL	G & C Christensen
Sunny Bluff Produce Pty Ltd	Donovan Family Investment Trust
Sunfresh	Chris and Sue Allan
Simpson Farms Pty Ltd (Goodwood Home)	Balmoral Orchard
One Harvest	Avocado Ridge
Natures Fruit Company	

Week 25 contributors - Wholesalers

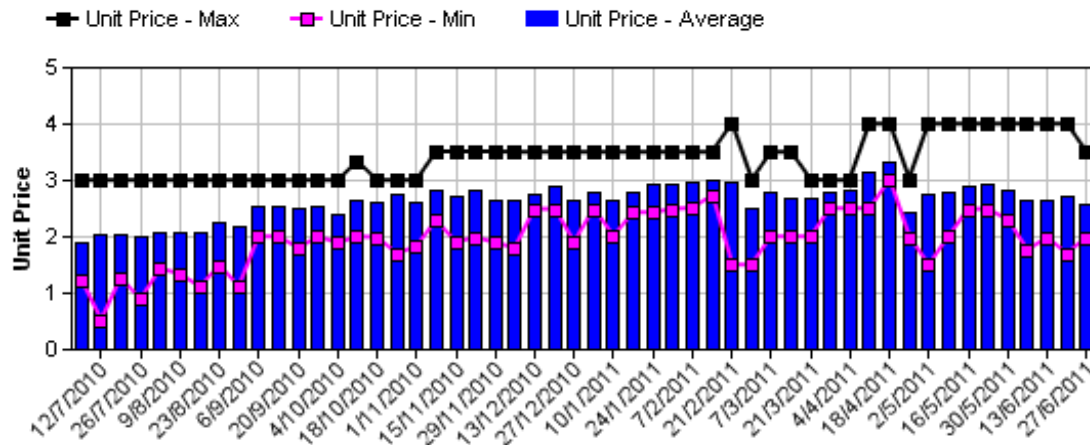
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	S & B Produce (Sydney)
Dykes Bros (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Etherington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

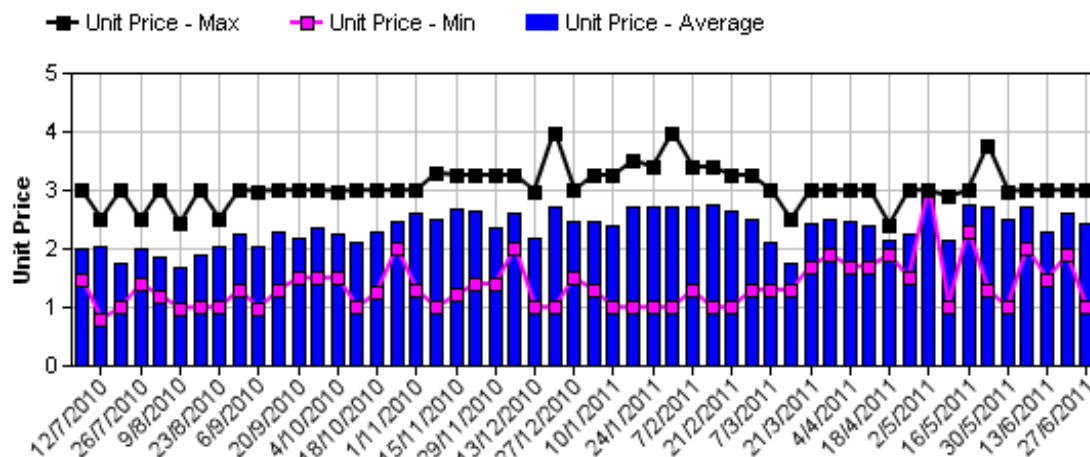
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	20,695			20,695	960			960	1,745	1,127			1,127	205	22,646			22,646
Total non supermarket sales	13,884		485	14,369	2,664		1,281	3,945	7,173						18,728		2,814	21,542
Total exports																		
Total sales	34,579		485	35,064	3,624		1,281	4,905	8,918	1,127			1,127	205	41,373		2,814	44,187
Total Stock on Hand	19,314		141	19,455	2,271		865	3,136	5,702						23,443		1,714	25,157
QLD																		
Total supermarket sales	17,018			17,018	384			384	698	2,609			2,609	474	18,191			18,191
Total non supermarket sales	11,321		666	11,987	1,053		295	1,348	2,451						13,236		1,202	14,437
Total exports	2,297			2,297	2,347			2,347	4,267						6,564			6,564
Total sales	30,636		666	31,302	3,784		295	4,079	7,416	2,609			2,609	474	37,991		1,202	39,193
Total Stock on Hand	21,832		556	22,388	2,163		48	2,211	4,020						25,765		643	26,408
SA & TAS																		
Total supermarket sales	7,323			7,323	54			54	98	1,222			1,222	222	7,643			7,643
Total non supermarket sales	2,469			2,469	827			827	1,504						3,973			3,973
Total exports																		
Total sales	9,792			9,792	881			881	1,602	1,222			1,222	222	11,616			11,616
Total Stock on Hand	10,277	25	73	10,375	2,594			2,594	4,716						14,993	25	73	15,091
VIC																		
Total supermarket sales	22,402		172	22,574	2,179			2,179	3,962	4,644			4,644	844	27,208		172	27,380
Total non supermarket sales	7,309	315	6,080	13,704	1,655		326	1,981	3,602						10,319	315	6,672	17,306
Total exports																		
Total sales	29,711	315	6,252	36,278	3,834		326	4,160	7,564	4,644			4,644	844	37,527	315	6,844	44,686
Total Stock on Hand	11,678	92	6,397	18,167	4,805		1,625	6,430	11,691	262			262	48	20,462	92	9,351	29,905
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	10,091			10,091	1,076		19	1,095	1,991						12,047		35	12,082
Total Stock on Hand	4,795			4,795	312		52	364	662						5,362		95	5,457
Total																		
Total supermarket sales	74,803		172	74,975	3,577			3,577	6,504	9,602			9,602	1,746	83,052		172	83,224
Total non supermarket sales	37,710	315	7,230	45,255	7,275		1,921	9,196	16,720						50,938	315	10,723	61,975
Total exports	2,297			2,297	2,347			2,347	4,267						6,564			6,564
Total sales	114,810	315	7,402	122,527	13,199		1,921	15,120	27,491	9,602			9,602	1,746	140,554	315	10,895	151,764
Total Stock on Hand	67,896	117	7,167	75,180	12,145		2,590	14,735	26,791	262			262	48	90,025	117	11,876	102,018



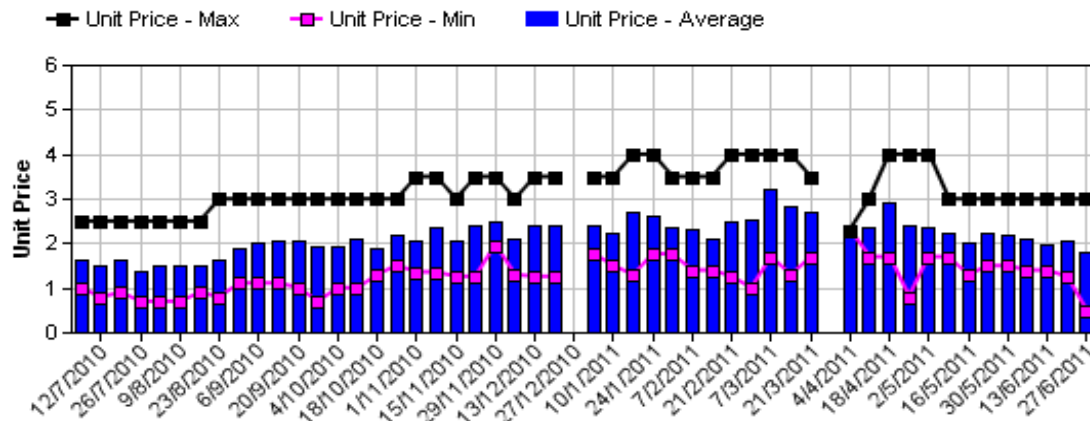
Hass Avocado Average Retail Prices - Sydney



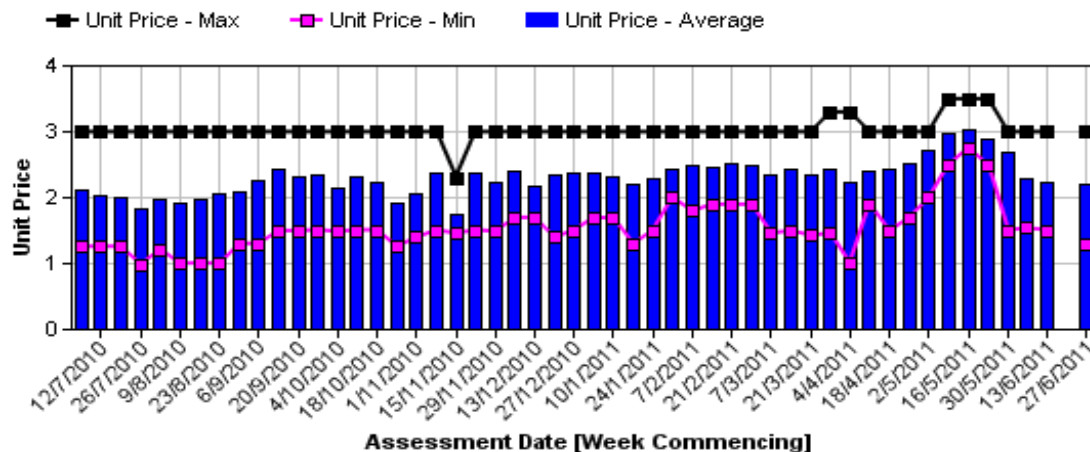
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

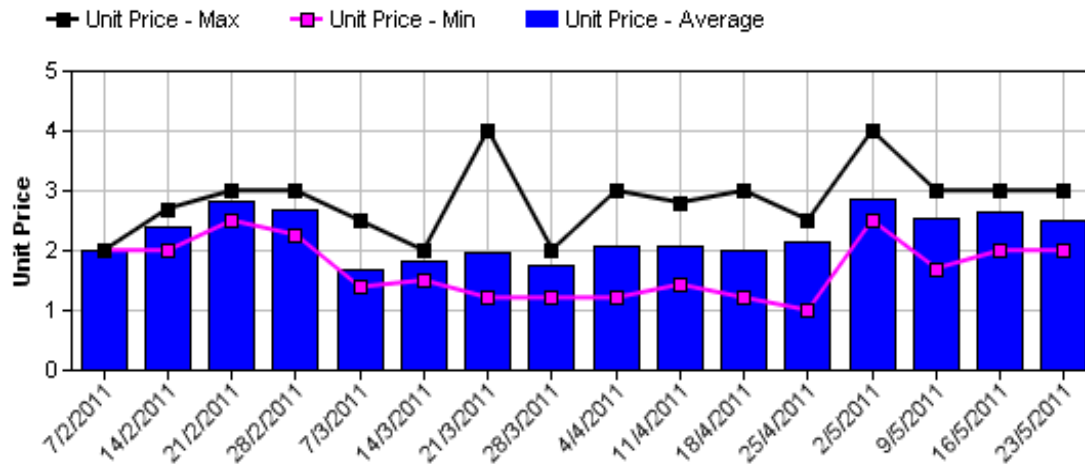


Hass Avocado Average Retail Prices - Perth

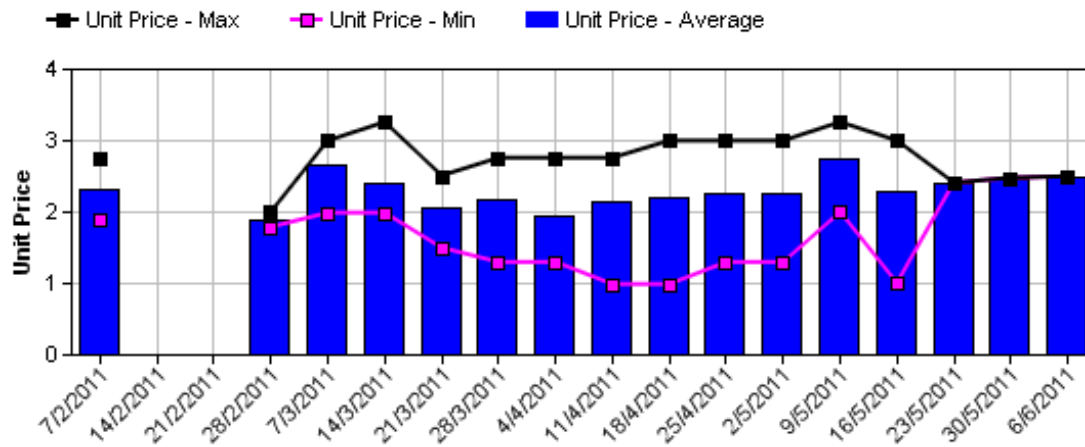


Assessment Date [Week Commencing]

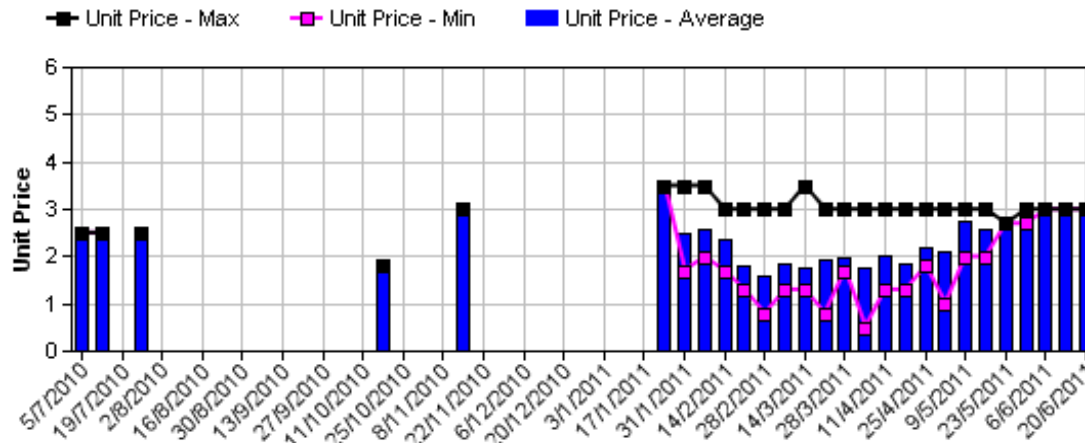
Shepard Avocado Average Retail Prices - Sydney



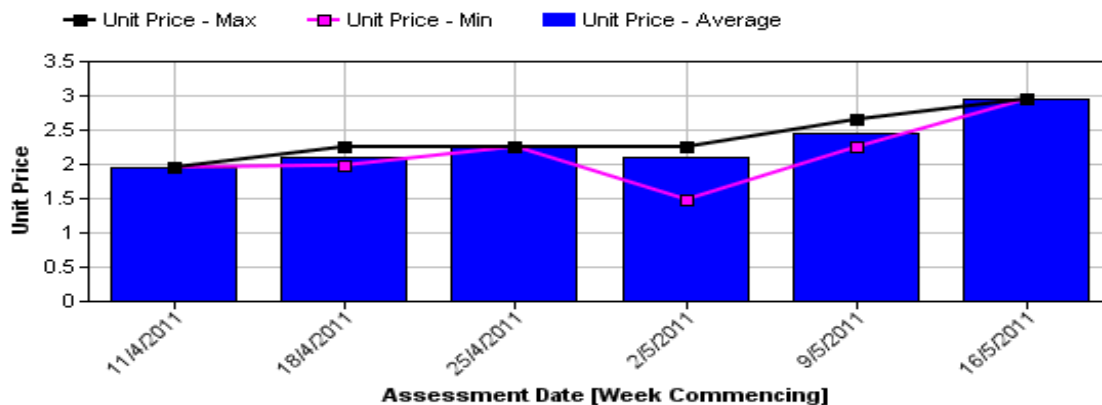
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 27th June 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	250	1.98	No	Aus
Coles	Hass	260	1.98	Cat	Aus
Woolworths	Hass	250	1.98	No	Aus
Coles	Hass	280	1.98	Cat	Aus
Coles	Hass	270	1.98	Cat	Aus
IGA	Hass	240	1.99	No	NZ
I	Hass	295	2.29	No	Aus
Woolworths	Hass	260	2.48	No	Aus
I	Hass	275	2.49	No	Aus
Foodworks	Hass	260	2.99	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	300	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	310	3.00	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	320	3.49	No	Aus
BRISBANE					
I	Hass	150	0.49	Store	NS
IGA	Hass	220	1.29	Cat	Aus
IGA	Hass	180	1.29	Cat	Aus
IGA	Hass	240	1.29	Cat	Aus
Coles	Hass	235	1.35	No	Aus
I	Hass	290	1.69	Store	Aus
I	Hass	280	1.69	Store	Aus
Woolworths	Hass	215	1.75	Store	Aus
Woolworths	Hass	240	1.75	Store	Aus
Woolworths	Hass	210	1.75	No	Aus
I	Hass	220	1.79	Store	Mixed
Coles	Hass	260	1.95	No	Aus
Coles	Hass	300	1.95	No	NS
I	Reed	345	1.99	Store	Aus
I	Wurtz	334	2.29	Store	Aus
I	Wurtz	250	2.49	No	Aus
I	Wurtz	340	2.99	Store	Aus
I	Hass	255	2.99	Store	Aus
I	Wurtz	250	2.99	Store	NS
I	Hass	305	2.99	No	Aus
I	Hass	294	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	225	0.99	No	NS
I	Hass	255	1.87	No	NS
I	Hass	235	1.99	No	NS
Safeway	Hass	265	2.45	No	Aus
Safeway	Hass	275	2.45	No	Aus
Safeway	Hass	240	2.45	No	Aus
Coles	Hass	265	2.48	Cat	Aus
Coles	Hass	280	2.48	No	Aus
Coles	Hass	235	2.48	Cat	Aus
I	Wurtz	315	2.50	No	NS
I	Wurtz	295	2.50	No	NS
I	Hass	270	2.98	No	Aus
I	Hass	255	2.99	No	Aus
IS	Hass	245	2.99	No	NS
IGA	Hass	280	2.99	No	Aus
PERTH					
IS	Hass	220	1.29	Store	Aus
Woolworths	Hass	200	1.68	Store	Aus
IGA	Hass	210	1.69	Store	Aus
Coles	Hass	240	1.85	No	Aus
Coles	Hass	240	1.85	No	Aus
Coles	Hass	270	1.85	No	Aus
I	Hass	260	1.95	No	Aus
Woolworths	Hass	210	1.98	Store	Aus
Woolworths	Hass	215	1.98	Store	Aus
I	Hass	255	2.49	No	Aus
IGA	Hass	285	2.49	No	Aus
I	Hass	260	2.50	No	Aus
I	Hass	270	2.69	No	Aus
IGA	Hass	220	2.69	No	Aus
I	Hass	255	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