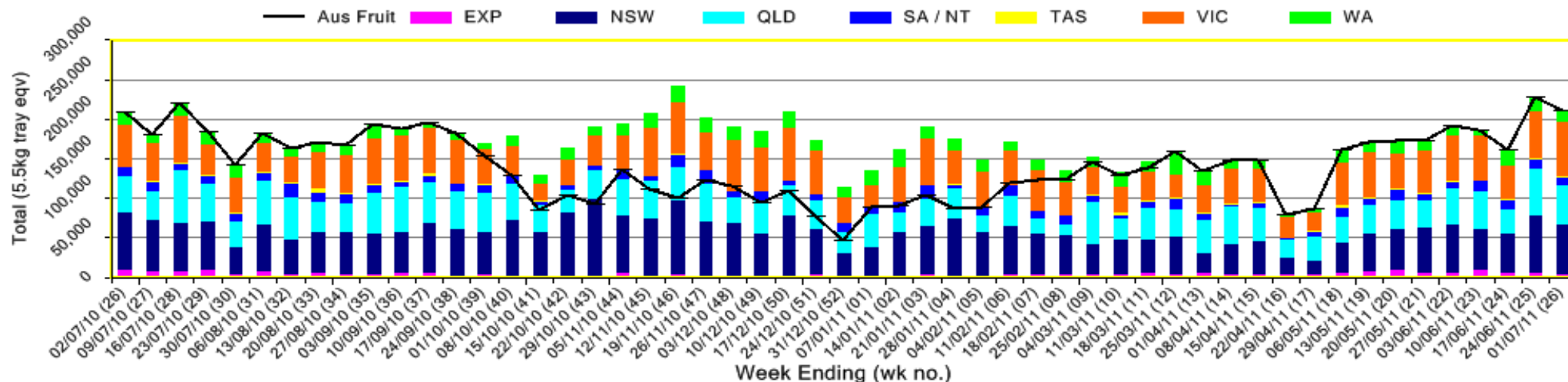


# INFOCADO WEEKLY REPORT: 25th — 1st July 2011 (Wk 26)

Industry Dispatches By Destination State and Count Size : 25th June - 1st July 2011 (Wk 26)

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								1,330	1,530	2,860	116				3,071
NSW	52	687	2,334	11,229	2,226	11,982	8,999	4,978	573	43,060	10,866	120			62,838
QLD	53	253	1,628	6,685	805	6,803	13,543	6,962	222	36,954	5,047	5,885	11,875	10,144	51,203
SA / NT		13	300	666		1,149	3,840	1,496	288	7,752	608	232			8,899
TAS										480	464				1,324
VIC	315	3,870	14,545	18,884	1,159	7,750	3,153	1,184	1,549	52,409	8,786	972			68,561
WA			106	3,605		2,603	3,057	357		9,728	2,423	126			14,156
<b>Total</b>	<b>420</b>	<b>4,823</b>	<b>18,913</b>	<b>41,069</b>	<b>4,190</b>	<b>30,287</b>	<b>33,072</b>	<b>16,307</b>	<b>4,162</b>	<b>153,243</b>	<b>28,310</b>	<b>7,335</b>	<b>11,875</b>	<b>10,144</b>	<b>210,053</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 4,101,274 5.5kg tray eqv



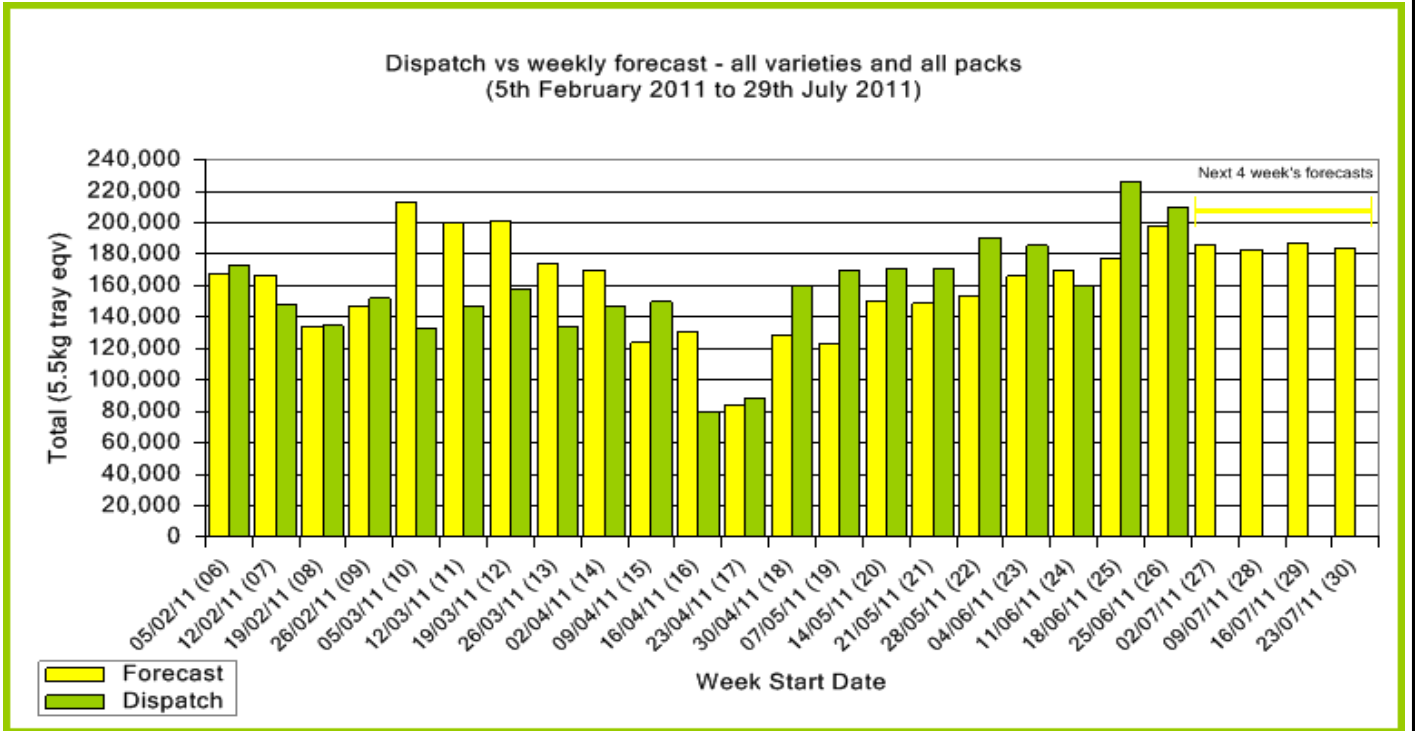
## Comments From the CEO

- Volumes last week remained on track and in line with forecasts for this period of the year.
- The next few months will continue to track at similar volumes per week.
- Retail prices are finally coming down slowly and will help move volume through to consumers.
- Working with your supply chain partners during this period of the season will be essential to ensure a smooth and profitable market for growers, wholesales and retailers.



Forecast Data (Week 26 - 30)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 26 - begin 25/06/2011</b>						
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
<b>Week Total</b>	<b>167,850</b>	<b>14,388</b>	<b>6,000</b>	<b>9,000</b>	<b>8,800</b>	<b>198,337</b>
<b>Week 27 - begin 02/07/2011</b>						
Bacon		165				300
Fuerte	430	233				854
Hass	150,501	12,176	6,000	9,000	8,500	176,911
Pinkerton	150	8				165
Reed	2,182					2,182
Sharwil	800	100				982
Wurtz	4,000	500			300	4,964
<b>Week Total</b>	<b>158,063</b>	<b>13,182</b>	<b>6,000</b>	<b>9,000</b>	<b>8,800</b>	<b>186,357</b>
<b>Week 28 - begin 09/07/2011</b>						
Fuerte	400	348				1,033
Hass	148,779	11,456	9,000	9,000	8,500	174,425
Pinkerton	100	5				109
Reed	2,182					2,182
Sharwil	700	130				936
Wurtz	3,600	150			1,000	4,055
<b>Week Total</b>	<b>155,761</b>	<b>12,089</b>	<b>9,000</b>	<b>9,000</b>	<b>9,500</b>	<b>182,740</b>
<b>Week 29 - begin 16/07/2011</b>						
Fuerte		296				538
Hass	150,859	11,750	9,000	9,000	8,500	177,040
Pinkerton	50					50
Reed	5,091					5,091
Sharwil	600	80				745
Wurtz	3,400	100			600	3,691
<b>Week Total</b>	<b>160,000</b>	<b>12,226</b>	<b>9,000</b>	<b>9,000</b>	<b>9,100</b>	<b>187,156</b>
<b>Week 30 - begin 23/07/2011</b>						
Fuerte		296				538
Hass	150,779	11,710	9,000	9,000	8,500	176,887
Pinkerton	20					20
Reed	5,091					5,091
Sharwil	500	70				627
Wurtz	500	100			600	791
<b>Week Total</b>	<b>156,890</b>	<b>12,176</b>	<b>9,000</b>	<b>9,000</b>	<b>9,100</b>	<b>183,955</b>

Green shading indicates dispatch data							Yellow shading indicates forecast data	
Dispatch Data (Week 26 - begin 25/06/2011)								
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Total Trays	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg			
Bacon		142					258	
Edrinol	235	39					306	
Fuerte		97					176	
Hass	147,080	27,083	7,335	11,550	8,844		201,364	
Pinkerton	210	13					234	
Sharwil	1,740	236		325			2,228	
Wurtz	3,978	700			1,300		5,487	
<b>Total</b>	<b>153,243</b>	<b>28,310</b>	<b>7,335</b>	<b>11,875</b>	<b>10,144</b>		<b>210,053</b>	



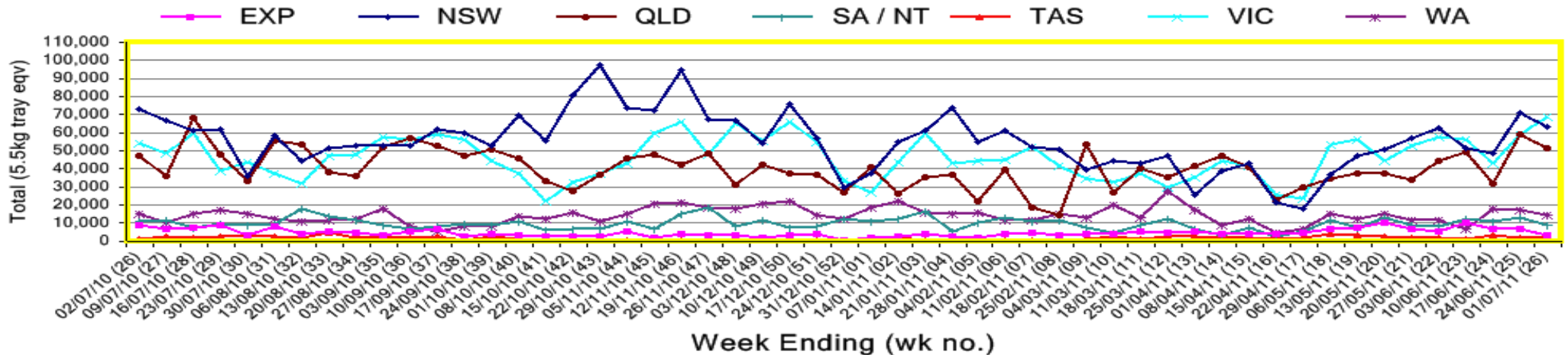
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>			230,344	362,695	372,318	347,433	254,873	27,608	4,731	<b>1,600,002</b>
<b>Australia</b>			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 = 4,101,274 5.5kg tray eqv



**Week 26 contributors - Packhouses**

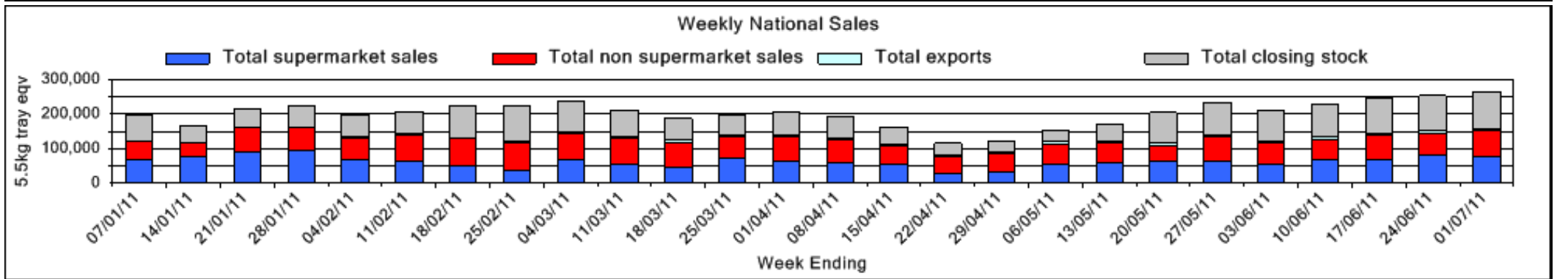
Avocado Ridge	Natures Fruit Company
Balmoral Orchard	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
G & C Christensen	Sunny Bluff Produce Pty Ltd
G & J Krenske	Sunnyspot Packhouse PL
J & K Hummer	SuperPak
Mountain Fresh	Touchwood Farming

**Week 26 contributors - Wholesalers**

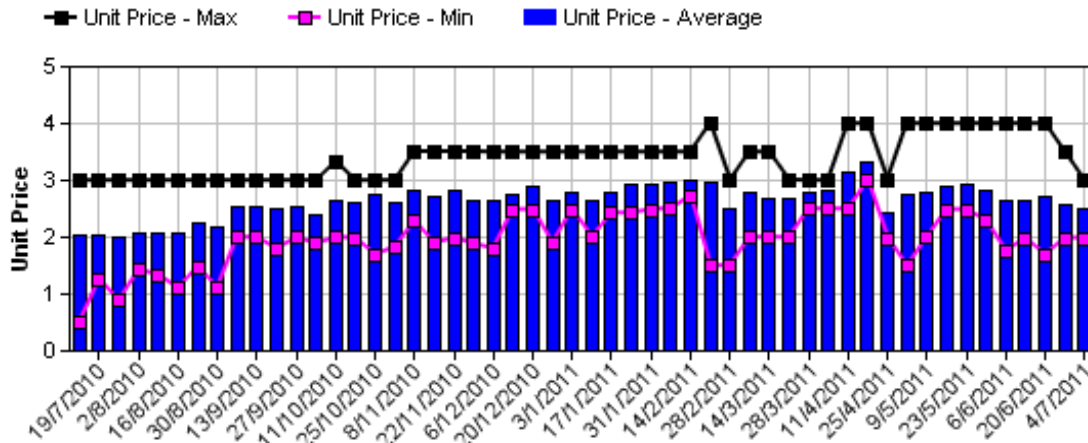
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Mercer Mooney (Perth)
Costa Farms (Adelaide)	Moraitis (Sydney)
Costa Farms (Brisbane)	Murray Bros (Brisbane)
Costa Farms (Melbourne)	Romeos Marketing (Brisbane)
Costa Farms (Perth)	S & B Produce (Sydney)
Dykes Bros (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)	The La Manna Group (Brisbane)
Freshmax Pty Ltd (Brisbane)	The La Manna Group (Melbourne)
United Fresh (Adelaide)	

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

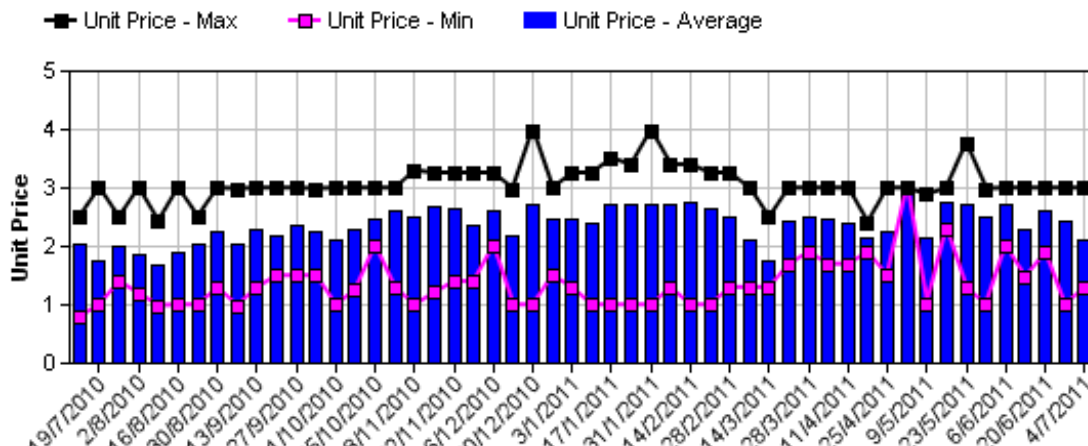
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	16,308			<b>16,308</b>	288			288	<b>524</b>	120			120	<b>22</b>	16,854			<b>16,854</b>
<b>Total non supermarket sales</b>	19,879		766	<b>20,645</b>	4,500		470	4,970	<b>9,036</b>						28,061		1,621	<b>29,681</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>36,187</b>		<b>766</b>	<b>36,953</b>	<b>4,788</b>		<b>470</b>	<b>5,258</b>	<b>9,560</b>	<b>120</b>			<b>120</b>	<b>22</b>	<b>44,915</b>		<b>1,621</b>	<b>46,535</b>
<b>Total Stock on Hand</b>	<b>13,694</b>		<b>252</b>	<b>13,946</b>	<b>2,436</b>		<b>190</b>	<b>2,626</b>	<b>4,775</b>					<b>18,123</b>		<b>597</b>	<b>18,721</b>	
QLD																		
<b>Total supermarket sales</b>	18,708		18	<b>18,726</b>	156		48	204	<b>371</b>	2,365			2,365	<b>430</b>	19,422		105	<b>19,527</b>
<b>Total non supermarket sales</b>	11,812		842	<b>12,654</b>	1,558		260	1,818	<b>3,305</b>						14,645		1,315	<b>15,960</b>
<b>Total exports</b>	2,860			<b>2,860</b>	116			116	<b>211</b>					3,071			<b>3,071</b>	
<b>Total sales</b>	<b>33,380</b>		<b>860</b>	<b>34,240</b>	<b>1,830</b>		<b>308</b>	<b>2,138</b>	<b>3,887</b>	<b>2,365</b>			<b>2,365</b>	<b>430</b>	<b>37,138</b>		<b>1,420</b>	<b>38,558</b>
<b>Total Stock on Hand</b>	<b>31,487</b>		<b>1,269</b>	<b>32,756</b>	<b>1,588</b>		<b>132</b>	<b>1,720</b>	<b>3,127</b>					<b>34,374</b>		<b>1,509</b>	<b>35,883</b>	
SA & TAS																		
<b>Total supermarket sales</b>	5,599			<b>5,599</b>	542			542	<b>985</b>	232			232	<b>42</b>	6,627			<b>6,627</b>
<b>Total non supermarket sales</b>	3,439	16		<b>3,455</b>	729			729	<b>1,325</b>					4,764	16		<b>4,780</b>	
<b>Total exports</b>																		
<b>Total sales</b>	<b>9,038</b>	<b>16</b>		<b>9,054</b>	<b>1,271</b>			<b>1,271</b>	<b>2,311</b>	<b>232</b>			<b>232</b>	<b>42</b>	<b>11,391</b>	<b>16</b>		<b>11,407</b>
<b>Total Stock on Hand</b>	<b>12,437</b>	<b>9</b>	<b>73</b>	<b>12,519</b>	<b>4,031</b>			<b>4,031</b>	<b>7,329</b>					<b>19,766</b>	<b>9</b>	<b>73</b>	<b>19,848</b>	
VIC																		
<b>Total supermarket sales</b>	24,029		1,440	<b>25,469</b>	1,440		192	1,632	<b>2,967</b>	972			972	<b>177</b>	26,824		1,789	<b>28,613</b>
<b>Total non supermarket sales</b>	8,288	92	3,082	<b>11,462</b>	3,606		537	4,143	<b>7,533</b>					14,845	92	4,058	<b>18,995</b>	
<b>Total exports</b>																		
<b>Total sales</b>	<b>32,317</b>	<b>92</b>	<b>4,522</b>	<b>36,931</b>	<b>5,046</b>		<b>729</b>	<b>5,775</b>	<b>10,500</b>	<b>972</b>			<b>972</b>	<b>177</b>	<b>41,669</b>	<b>92</b>	<b>5,847</b>	<b>47,608</b>
<b>Total Stock on Hand</b>	<b>12,583</b>		<b>2,690</b>	<b>15,273</b>	<b>3,432</b>		<b>1,197</b>	<b>4,629</b>	<b>8,416</b>					<b>18,823</b>		<b>4,866</b>	<b>23,689</b>	
WA																		
<b>Total supermarket sales</b>	7,066			<b>7,066</b>	96			96	<b>175</b>	126			126	<b>23</b>	7,263			<b>7,263</b>
<b>Total non supermarket sales</b>	4,178		5	<b>4,183</b>	1,168		62	1,230	<b>2,236</b>					6,302		118	<b>6,419</b>	
<b>Total exports</b>																		
<b>Total sales</b>	<b>11,244</b>		<b>5</b>	<b>11,249</b>	<b>1,264</b>		<b>62</b>	<b>1,326</b>	<b>2,411</b>	<b>126</b>			<b>126</b>	<b>23</b>	<b>13,565</b>		<b>118</b>	<b>13,683</b>
<b>Total Stock on Hand</b>	<b>4,677</b>			<b>4,677</b>	<b>2,801</b>		<b>30</b>	<b>2,831</b>	<b>5,147</b>					<b>9,770</b>		<b>55</b>	<b>9,824</b>	
Total																		
<b>Total supermarket sales</b>	71,711		1,458	<b>73,169</b>	2,522		240	2,762	<b>5,022</b>	3,815			3,815	<b>694</b>	76,990		1,894	<b>78,884</b>
<b>Total non supermarket sales</b>	47,596	108	4,695	<b>52,399</b>	11,561		1,329	12,890	<b>23,436</b>					68,616	108	7,111	<b>75,836</b>	
<b>Total exports</b>	2,860			<b>2,860</b>	116			116	<b>211</b>					3,071			<b>3,071</b>	
<b>Total sales</b>	<b>122,167</b>	<b>108</b>	<b>6,153</b>	<b>128,428</b>	<b>14,199</b>		<b>1,569</b>	<b>15,768</b>	<b>28,669</b>	<b>3,815</b>			<b>3,815</b>	<b>694</b>	<b>148,677</b>	<b>108</b>	<b>9,006</b>	<b>157,791</b>
<b>Total Stock on Hand</b>	<b>74,878</b>	<b>9</b>	<b>4,284</b>	<b>79,170</b>	<b>14,288</b>		<b>1,549</b>	<b>15,837</b>	<b>28,795</b>					<b>100,856</b>	<b>9</b>	<b>7,100</b>	<b>107,965</b>	



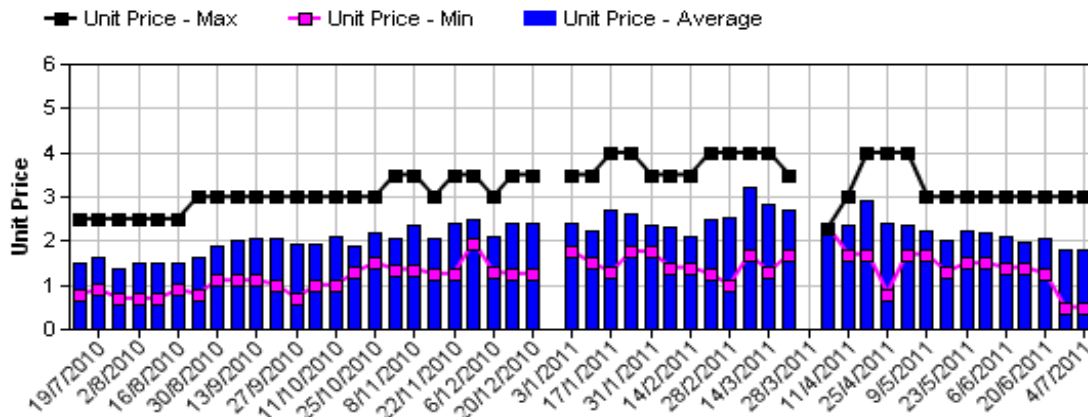
### Hass Avocado Average Retail Prices - Sydney



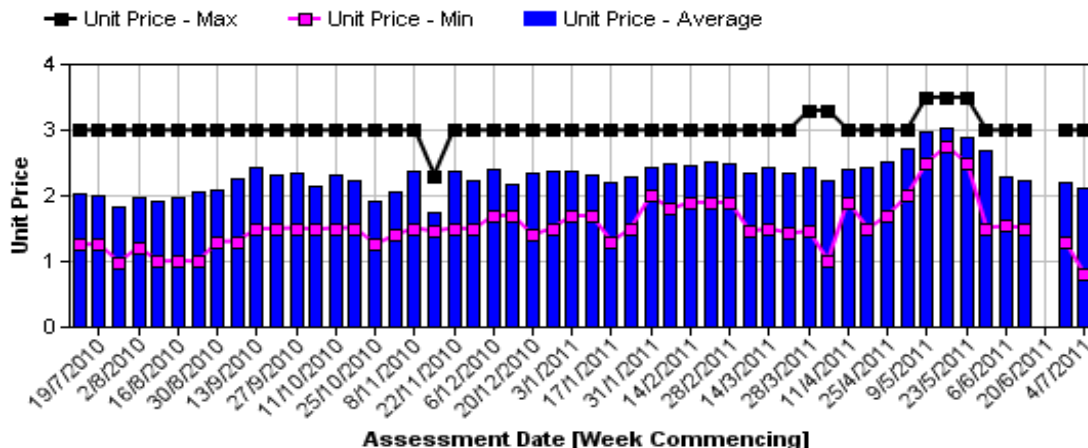
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



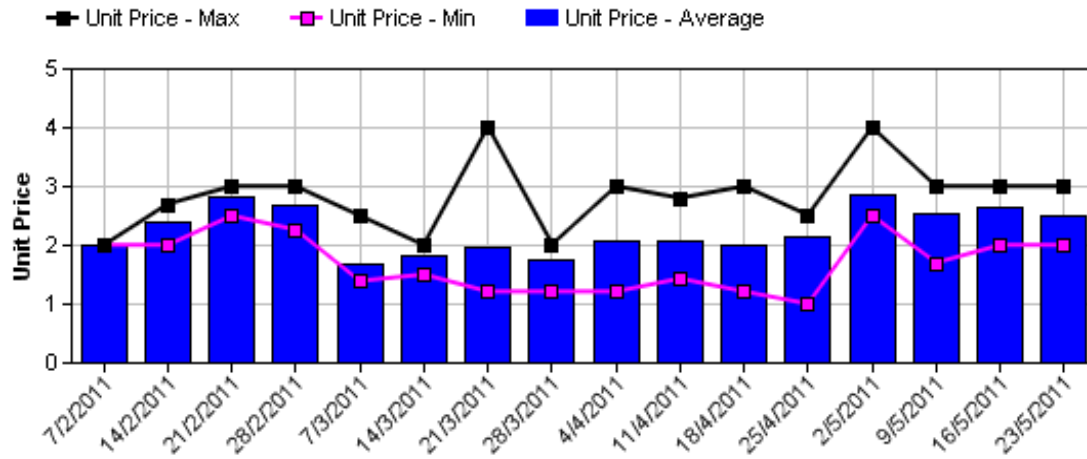
### Hass Avocado Average Retail Prices - Perth



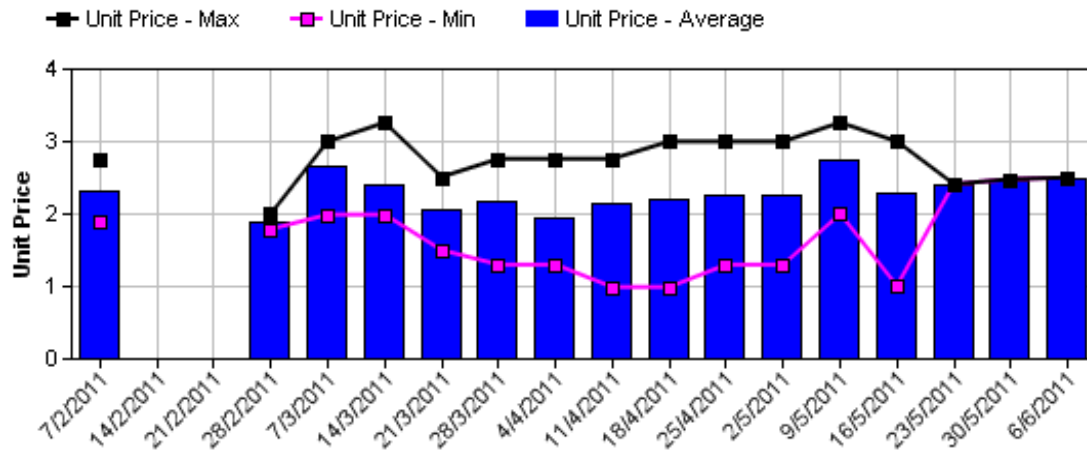
Assessment Date [Week Commencing]



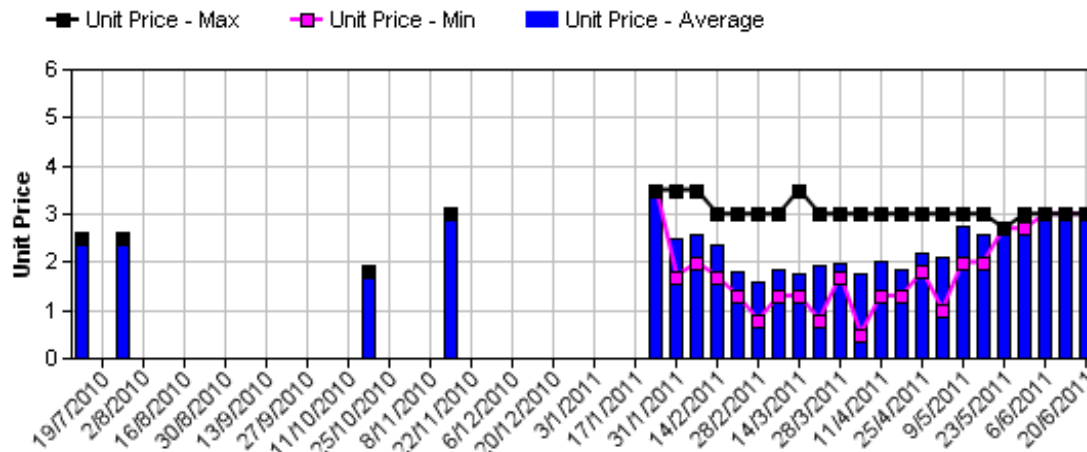
### Shepard Avocado Average Retail Prices - Sydney



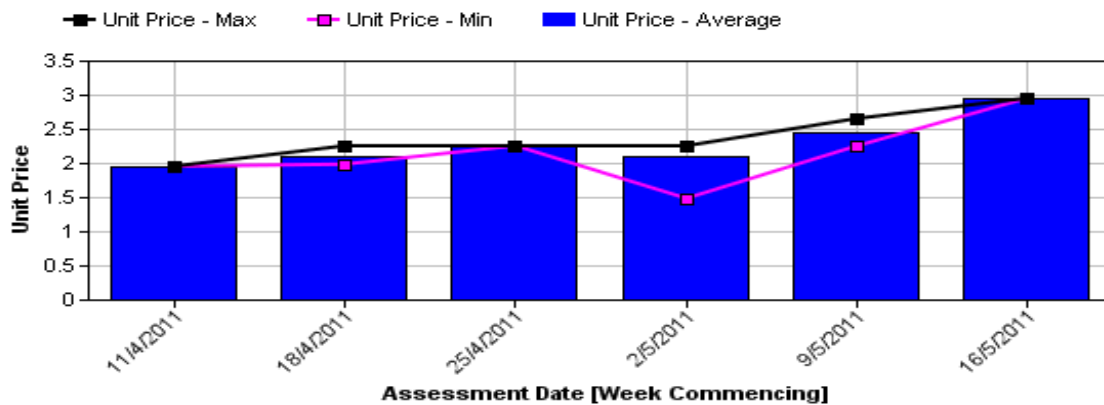
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 4th July 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Woolworths	Hass	250	1.98	No	Aus
Coles	Hass	250	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
Woolworths	Hass	250	1.98	No	Aus
Woolworths	Hass	255	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
I	Hass	275	2.29	No	Aus
I	Sharwil	300	2.29	No	Aus
I	Hass	245	2.49	No	Aus
IGA	Hass	210	2.49	No	NZ
I	Hass	320	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Hass	330	2.99	No	Aus
I	Hass	340	2.99	No	Aus
Foodworks	Hass	250	2.99	No	Aus
<b>BRISBANE</b>					
I	Hass	135	0.49	Store	Aus
Woolworths	Hass	200	0.50	Store	Aus
IGA	Hass	185	1.29	Store	Aus
I	Hass	230	1.39	Store	Aus
I	Hass	200	1.69	Store	Aus
Woolworths	Hass	190	1.75	No	Aus
Woolworths	Hass	225	1.75	Cat	Aus
IGA	Hass	220	1.89	No	Aus
Coles	Hass	215	1.95	Store	Aus
Coles	Hass	160	1.95	Store	Aus
Coles	Hass	240	1.95	No	Aus
IGA	Hass	120	1.99	No	Aus
I	Reed	260	1.99	Store	Aus
I	Hass	335	1.99	Store	Aus
I	Wurtz	275	2.29	Store	Aus
I	Hass	304	2.49	Store	Aus
I	Wurtz	235	2.49	No	Aus
I	Hass	255	2.99	Store	Aus
I	Hass	320	2.99	No	Aus
I	Wurtz	335	2.99	No	Aus
I	Wurtz	255	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	230	1.29	No	Aus
Safeway	Hass	290	1.88	Cat	Aus
Safeway	Hass	255	1.88	Cat	Aus
Coles	Hass	315	1.88	Cat	Aus
Safeway	Hass	295	1.88	Cat	Aus
Coles	Hass	260	1.88	Cat	Aus
Coles	Hass	270	1.88	Cat	Aus
I	Hass	265	1.89	No	NS
IS	Hass	240	1.99	Cat	Aus
I	Hass	270	1.99	No	NS
I	Hass	250	2.49	No	Aus
I	Wurtz	345	2.50	No	NS
I	Wurtz	320	2.50	No	NS
I	Hass	285	2.50	No	NS
I	Hass	305	2.98	No	Aus
IGA	Hass	290	2.99	No	Aus
<b>PERTH</b>					
I	Hass	180	0.79	Store	Aus
Woolworths	Hass	220	1.45	Store	Aus
IGA	Hass	200	1.75	Store	Aus
IS	Hass	220	1.89	Store	Aus
Coles	Hass	235	1.98	No	Aus
Woolworths	Hass	200	1.98	Store	Aus
Coles	Hass	240	1.98	No	Aus
Woolworths	Hass	200	1.98	Store	Aus
Coles	Hass	230	1.98	No	Aus
IGA	Hass	200	1.99	No	NS
I	Hass	265	2.49	No	Aus
IGA	Hass	275	2.49	No	Aus
I	Hass	265	2.50	No	Aus
I	Hass	260	2.69	No	Aus
IGA	Hass	240	2.79	No	Aus
I	Hass	280	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

### Store Codes

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