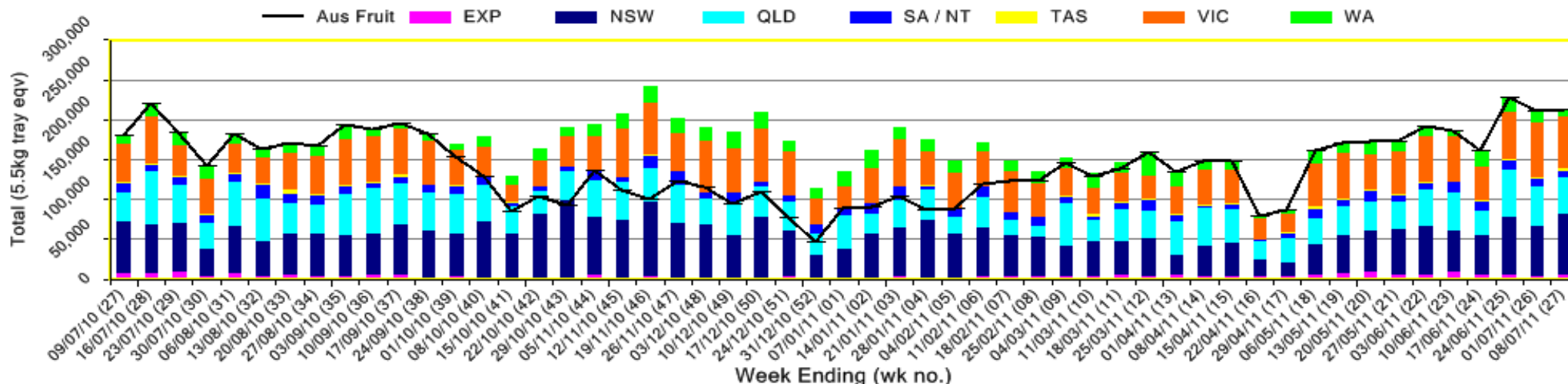


INFOCADO WEEKLY REPORT: 2nd — 8th July 2011 (Wk 27)

Industry Dispatches By Destination State and Count Size : 2nd July - 8th July 2011 (Wk 27)

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		40						2,594	2,402	5,036	416				5,792
NSW	201	3,044	3,646	13,066	1,928	13,384	11,431	5,113	499	52,312	13,500	780			76,999
QLD	207	1,551	1,490	5,323	917	7,854	11,636	2,080	952	32,010	3,843	12,291	10,000	10,640	44,985
SA / NT			353	1,625		830	2,926	1,619		7,353	576	812			8,548
TAS							1,440			1,440	448				2,255
VIC	208	4,881	10,257	16,596	1,502	7,812	3,352	1,672	1,062	47,342	10,334	786			66,274
WA			281	883	320	835	3,556	57		5,932	797	126			7,404
Total	616	9,516	16,027	37,493	4,667	30,715	34,341	13,135	4,915	151,425	29,914	14,795	10,000	10,640	212,257

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 4,313,531 5.5kg tray eqv



Comments From the CEO

- Attached is the June Dry Matter Report. Most areas tested well with few samples registering Dry Matter percentages under 23 for Hass.
- Average retail prices for Hass in Brisbane have dropped under \$2 per fruit while the other states are still averaging more than \$2. If the volumes entering the market are to be cleared efficiently, the prices in NSW, WA and VIC will need to drop as well.
- Thank you to everyone who has submitted their revised 15 month forecasts. The Quarterly report will be sent to all contributors shortly.



Forecast Data (Week 27 - 31)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 27 - begin 02/07/2011						
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
Week Total	158,063	13,182	6,000	9,000	8,800	186,357

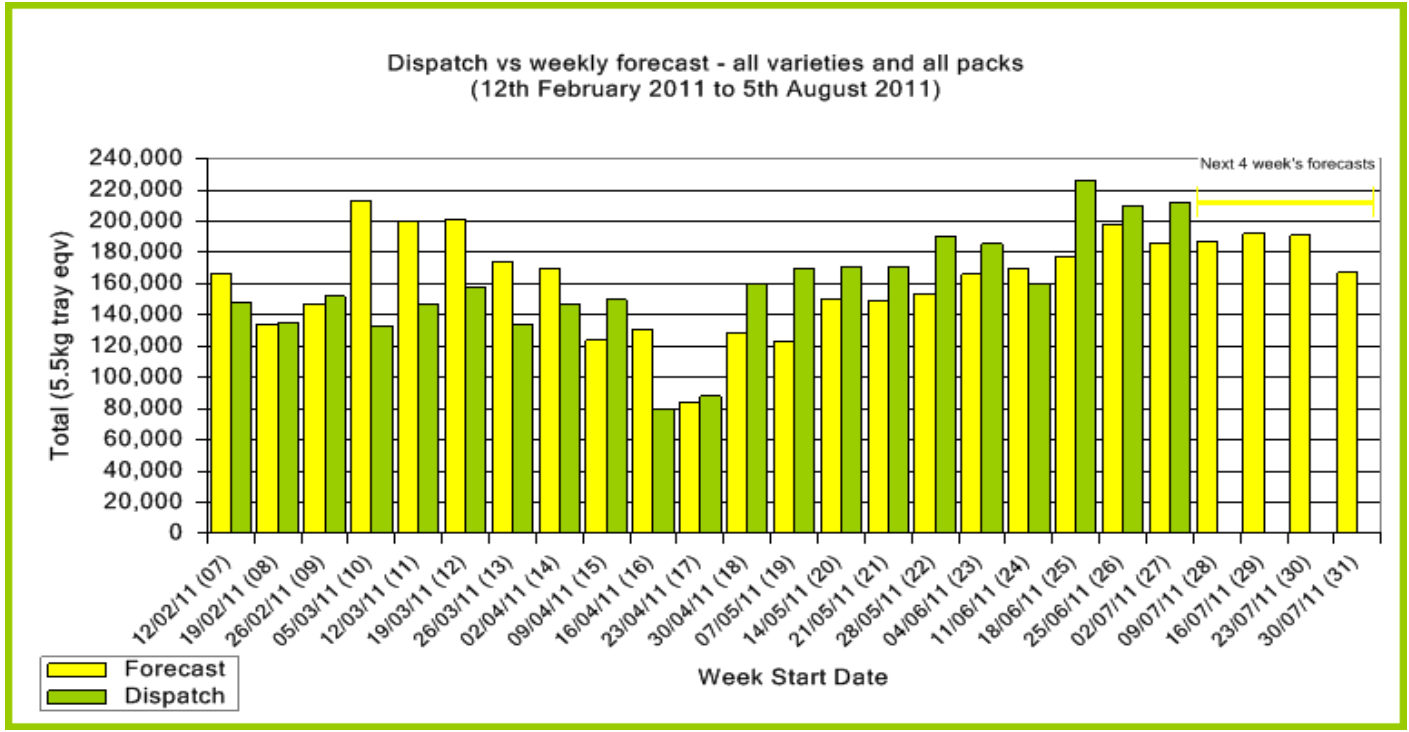
Week 28 - begin 09/07/2011						
Bacon		65				118
Fuerte	400	498				1,305
Hass	145,451	12,296	9,000	6,000	8,500	172,079
Pinkerton	100	5				109
Reed	8,727					8,727
Sharwil	700	90				864
Wurtz	3,600	150			1,000	4,055
Week Total	158,978	13,104	9,000	6,000	9,500	187,257

Week 29 - begin 16/07/2011						
Fuerte		296				538
Hass	156,177	11,870	9,000	6,000	8,500	182,031
Pinkerton	50					50
Reed	5,091					5,091
Sharwil	600	140				855
Wurtz	3,400	100			1,000	3,764
Week Total	165,318	12,406	9,000	6,000	9,500	192,328

Week 30 - begin 23/07/2011						
Fuerte		296				538
Hass	157,479	11,630	9,000	6,000	8,500	182,896
Pinkerton	20					20
Reed	5,091					5,091
Sharwil	500	70				627
Wurtz	1,300	100			1,000	1,664
Week Total	164,390	12,096	9,000	6,000	9,500	190,837

Week 31 - begin 30/07/2011						
Fuerte		296				538
Hass	143,659	8,830				159,714
Reed	5,091					5,091
Sharwil	300	50				391
Wurtz	1,000	200				1,364
Week Total	150,050	9,376				167,097

Green shading indicates dispatch data						Yellow shading indicates forecast data	
Dispatch Data (Week 27 - begin 2/07/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Bacon	117	104				306	
Fuerte	301	112				505	
Hass	143,869	28,880	14,795	10,000	9,640	202,639	
Pinkerton	50					50	
Reed	3,060	288				3,584	
Sharwil	646	104				835	
Wurtz	3,380	426			1,000	4,337	
Total	151,423	29,914	14,795	10,000	10,640	212,255	



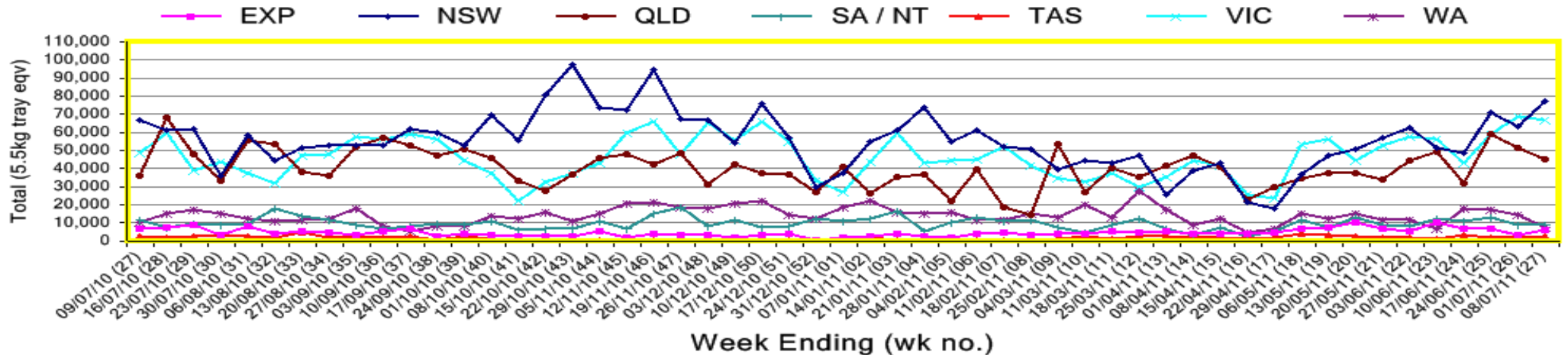
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 4,313,531 5.5kg tray eqv



Week 27 contributors - Packhouses

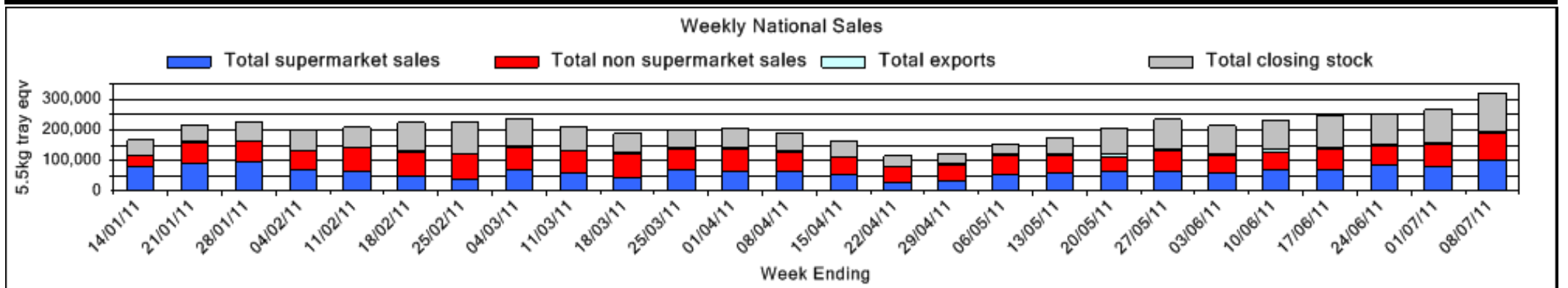
Balmoral Orchard	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
G & J Krenske	Sunny Bluff Produce Pty Ltd
Green Nugget Orchards	Sunnyspot Packhouse PL
Mountain Fresh	SuperPak
Natures Fruit Company	Touchwood Farming

Week 27 contributors - Wholesalers

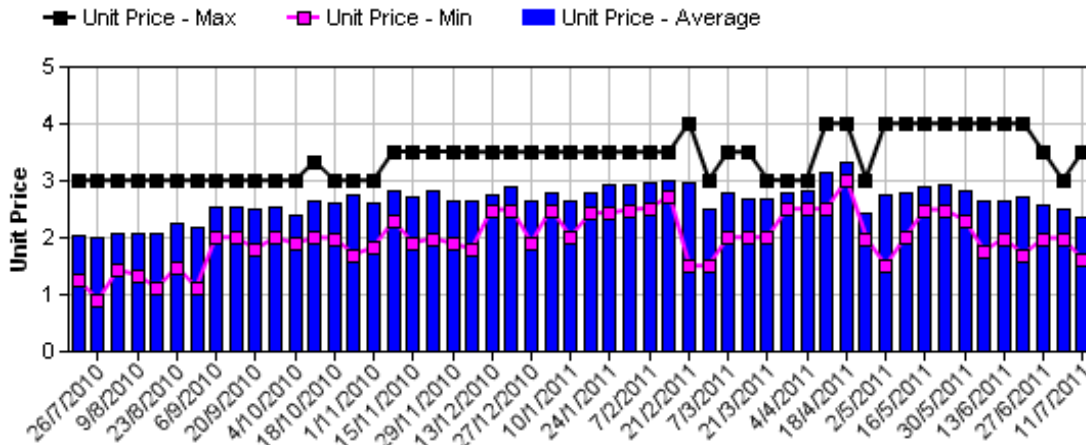
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Mercer Mooney (Perth)
Barkers (Melbourne)	Moraitis (Sydney)
Col Johnson & Co (Sydney)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Brisbane)	S & B Produce (Sydney)
Costa Farms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

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

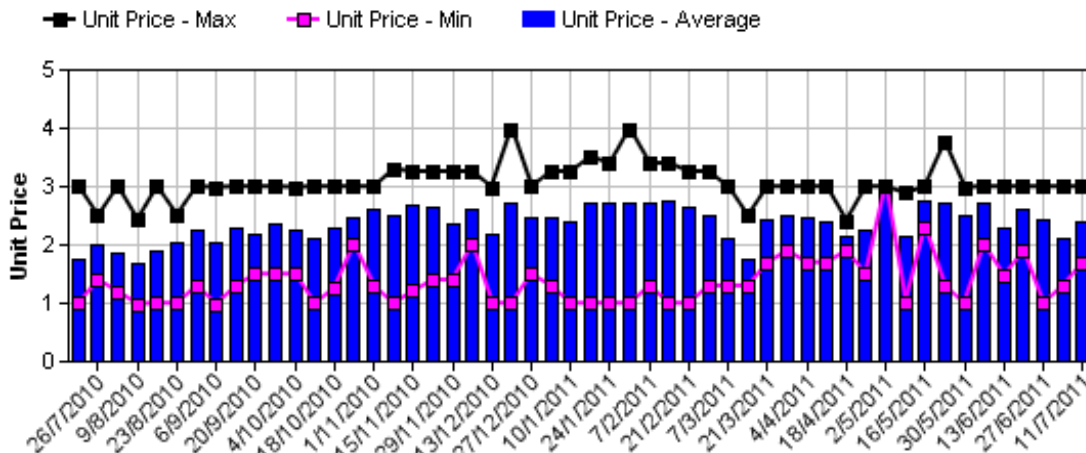
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	22,054		1,231	23,284	1,152		144	1,296	2,356	780			780	142	24,290		1,492	25,783
Total non supermarket sales	18,026		521	18,547	6,055		189	6,244	11,353						29,035		865	29,900
Total exports	304			304											304			304
Total sales	40,384		1,752	42,135	7,207		333	7,540	13,709	780			780	142	53,629		2,357	55,986
Total Stock on Hand	18,083		480	18,563	6,704		122	6,826	12,411						30,272		702	30,974
QLD																		
Total supermarket sales	25,007		1,222	26,229	334		3	337	613	6,181			6,181	1,124	26,738		1,227	27,965
Total non supermarket sales	12,563		1,220	13,783	1,155		248	1,403	2,551						14,663		1,671	16,334
Total exports	4,732			4,732	416			416	756						5,488			5,488
Total sales	42,302		2,442	44,744	1,905		251	2,156	3,920	6,181			6,181	1,124	46,890		2,898	49,788
Total Stock on Hand	22,784		484	23,268	847			847	1,540						24,324		484	24,808
SA & TAS																		
Total supermarket sales	8,021			8,021	502			502	913	812			812	148	9,081			9,081
Total non supermarket sales	2,572	9		2,581	1,235			1,235	2,245						4,817	9		4,826
Total exports																		
Total sales	10,593	9		10,602	1,737			1,737	3,158	812			812	148	13,899	9		13,908
Total Stock on Hand	13,734		73	13,807	3,505			3,505	6,373						20,107		73	20,180
VIC																		
Total supermarket sales	20,932		5,034	25,966	3,745		474	4,219	7,671	786			786	143	27,884		5,896	33,779
Total non supermarket sales	12,425		6,706	19,131	3,831		1,193	5,358	9,742						19,390		8,875	28,872
Total exports																		
Total sales	33,356		11,740	45,096	7,576		1,667	9,577	17,413	786			786	143	47,274		14,771	62,652
Total Stock on Hand	16,361		9,139	25,500	6,106		1,351	7,123	12,951						27,463		11,595	38,451
WA																		
Total supermarket sales	4,640			4,640	72			72	131	126			126	23	4,794			4,794
Total non supermarket sales	3,554		6	3,560	1,959		30	1,989	3,616						7,116		61	7,176
Total exports																		
Total sales	8,194		6	8,200	2,031		30	2,061	3,747	126			126	23	11,910		61	11,970
Total Stock on Hand	6,039			6,039	2,468		55	2,523	4,587						10,526		100	10,626
Total																		
Total supermarket sales	80,654		7,486	88,140	5,805		621	6,426	11,684	8,685			8,685	1,579	92,787		8,615	101,403
Total non supermarket sales	49,140	9	8,453	57,602	14,235		1,660	16,229	29,507						75,022	9	11,471	87,109
Total exports	5,036			5,036	416			416	756						5,792			5,792
Total sales	134,830	9	15,939	150,778	20,456		2,281	23,071	41,947	8,685			8,685	1,579	173,601	9	20,086	194,304
Total Stock on Hand	77,001		10,176	87,177	19,630		1,528	20,824	37,862						112,692		12,954	125,039



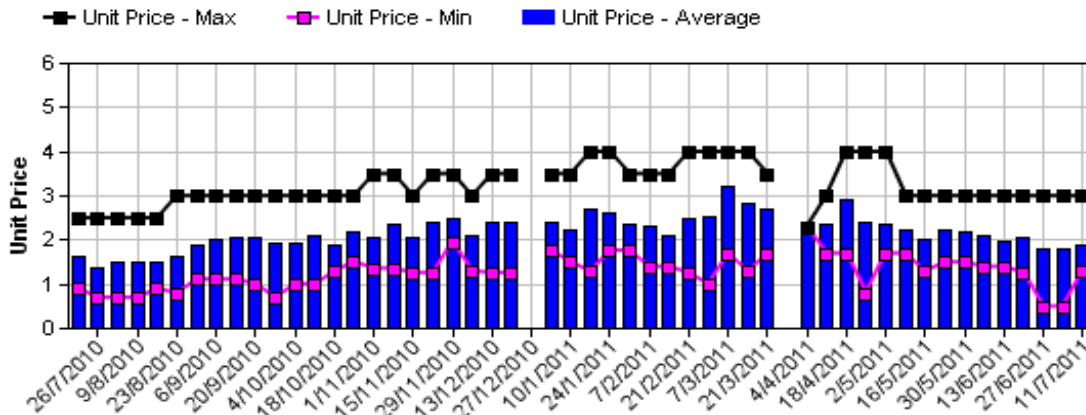
Hass Avocado Average Retail Prices - Sydney



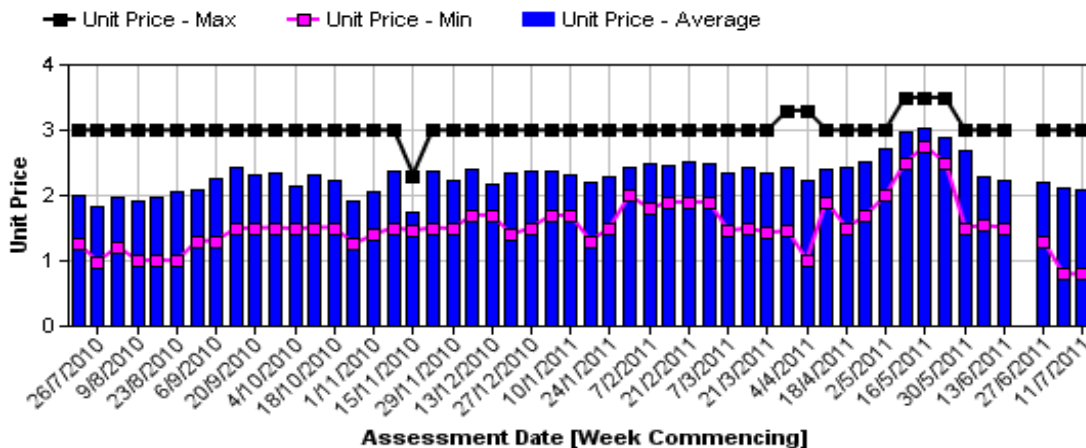
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

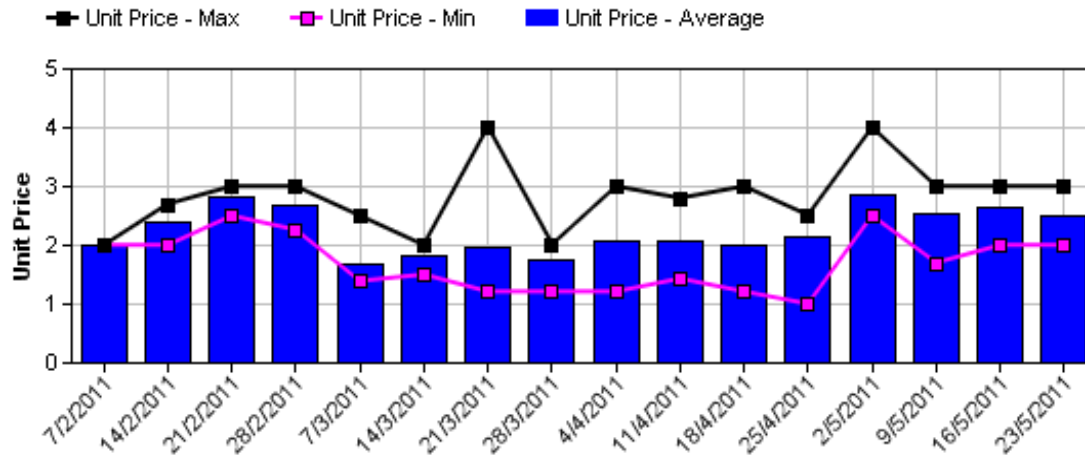


Hass Avocado Average Retail Prices - Perth

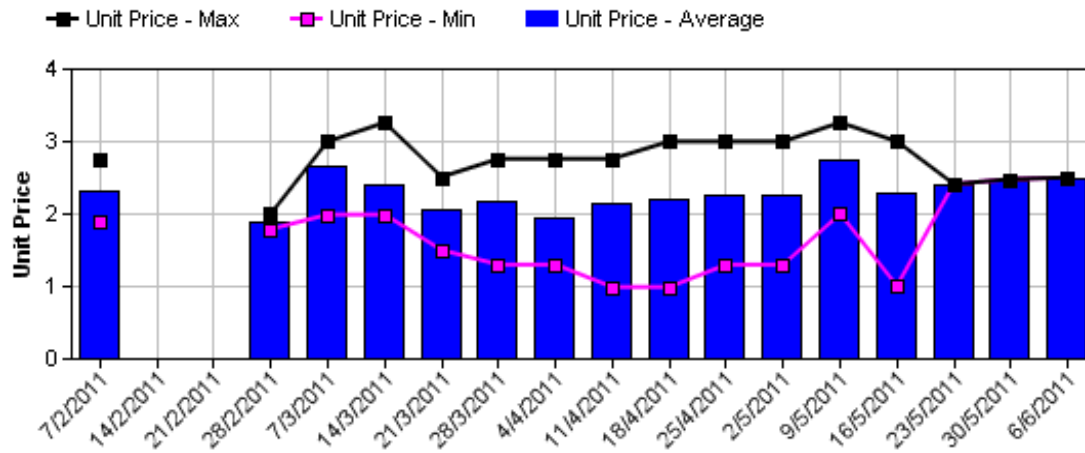


Assessment Date [Week Commencing]

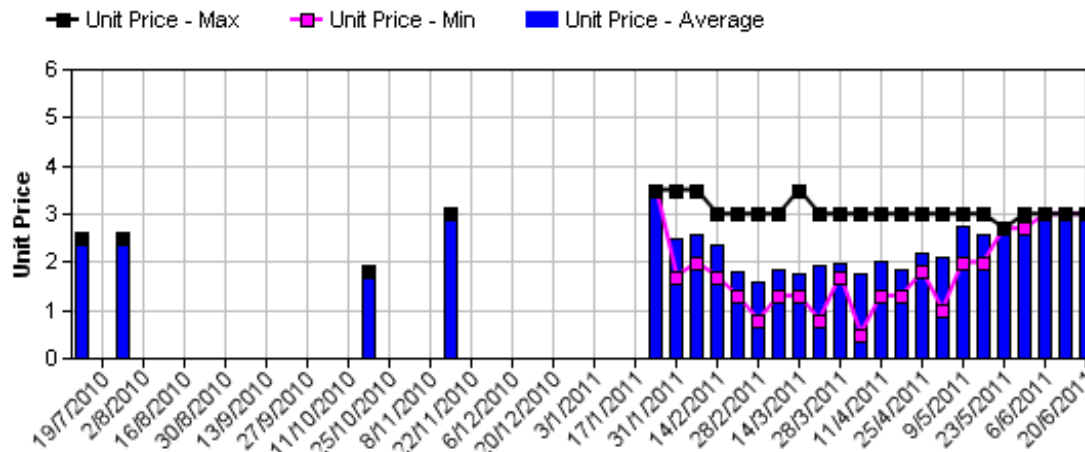
Shepard Avocado Average Retail Prices - Sydney



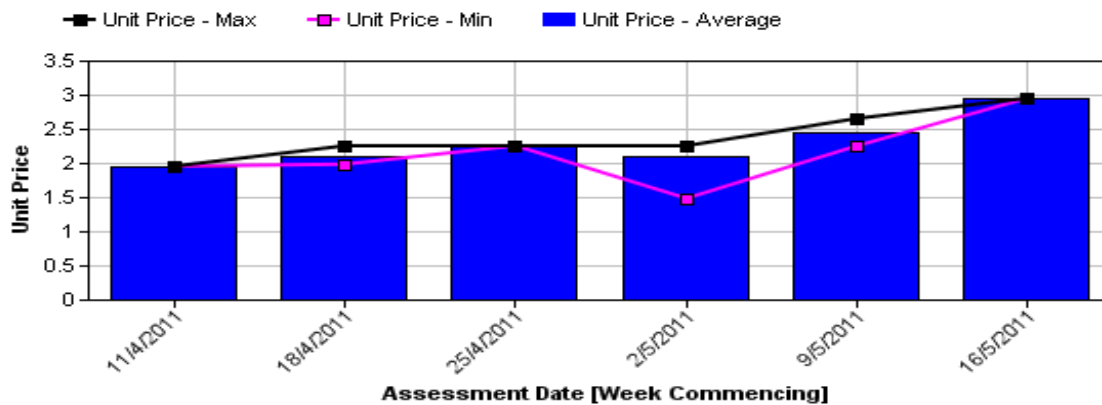
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 11th July 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	245	1.60	Cat	Aus
Coles	Hass	265	1.60	Cat	Aus
Coles	Hass	235	1.60	Cat	Aus
Woolworths	Hass	270	1.65	Cat	Aus
Woolworths	Hass	260	1.65	Cat	Aus
Woolworths	Hass	285	1.65	Cat	Aus
IGA	Hass	235	1.99	No	NZ
I	Hass	280	2.29	No	Aus
I	Hass	260	2.49	No	Aus
Foodworks	Hass	270	2.79	No	Aus
IGA	Hass	260	2.95	No	Aus
I	Hass	330	2.99	No	Aus
I	Hass	350	2.99	No	Aus
I	Hass	340	2.99	No	Aus
I	Hass	285	2.99	No	Aus
I	Hass	250	3.49	No	Aus
BRISBANE					
I	Hass	195	1.29	Store	Aus
Woolworths	Hass	200	1.48	Store	Aus
Woolworths	Hass	185	1.48	No	Aus
Woolworths	Hass	195	1.48	No	Aus
I	Hass	270	1.49	Store	Aus
I	Hass	280	1.69	Store	Aus
I	Hass	270	1.69	Store	Aus
IGA	Hass	200	1.75	No	Aus
IGA	Hass	220	1.75	Store	Aus
Coles	Hass	245	1.95	Cat	Aus
Coles	Hass	220	1.95	Cat	Aus
IGA	Hass	220	1.99	No	Aus
Coles	Hass	245	1.99	Cat	Aus
I	Wurtz	275	2.29	Store	Aus
I	Wurtz	275	2.49	No	Aus
I	Hass	306	2.49	Store	Aus
I	Hass	290	2.99	No	Aus
I	Wurtz	285	2.99	Store	Aus
I	Hass	260	2.99	Store	Aus
I	Wurtz	345	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	245	1.69	No	NS
I	Hass	280	1.99	No	NS
I	Hass	270	1.99	No	NS
Safeway	Hass	265	2.28	Store	Aus
Coles	Hass	255	2.29	Store	Aus
Coles	Hass	270	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
IS	Hass	265	2.49	No	Aus
I	Hass	250	2.49	No	Aus
I	Wurtz	290	2.75	No	NS
I	Wurtz	310	2.75	No	NS
I	Hass	295	2.98	No	Aus
IGA	Hass	265	2.99	No	Aus
PERTH					
I	Hass	180	0.79	No	Aus
Woolworths	Hass	200	1.43	Cat	Aus
Woolworths	Hass	205	1.43	Cat	Aus
Woolworths	Hass	210	1.43	Cat	Aus
IGA	Hass	190	1.75	Store	Aus
IS	Hass	200	1.89	Store	Aus
Coles	Hass	220	1.98	No	Aus
Coles	Hass	225	1.98	No	Aus
Coles	Hass	220	1.98	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	220	2.49	No	Aus
IGA	Hass	270	2.49	No	Aus
I	Hass	270	2.50	No	Aus
I	Hass	260	2.69	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	295	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



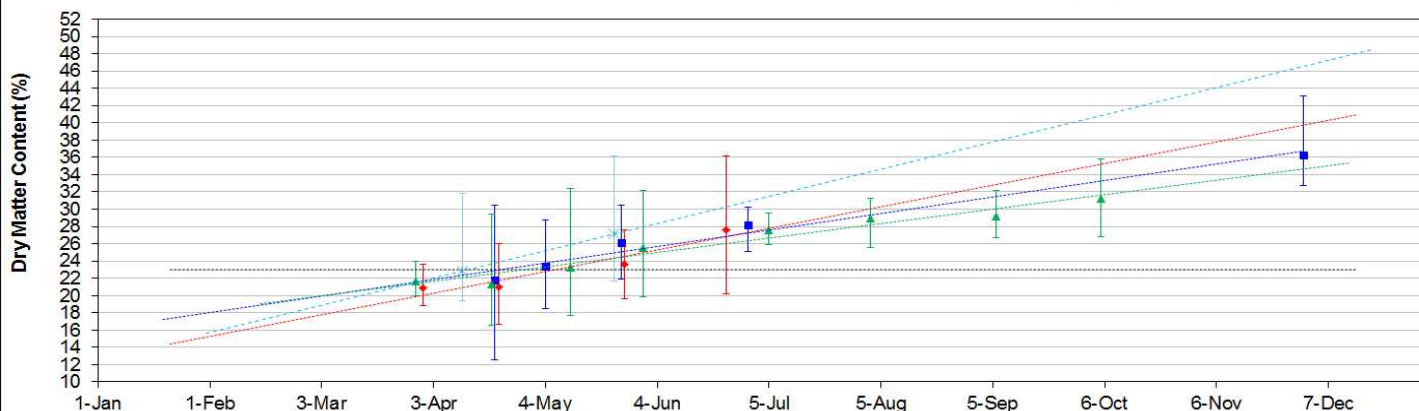
Avocado DM Content Report

Fruit collected 27th June 2011

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 27th June 2011									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%			0%		0%	1%	0%			
18.1%-20.9%			0%		0%	9%	2%			
21%-22.9%			3%		0%	5%	1%			
23%-28%			39%		8%	5%	12%			
27.1%-40%			18%		12%	0%	5%			
>40%			0%		0%	0%	0%			

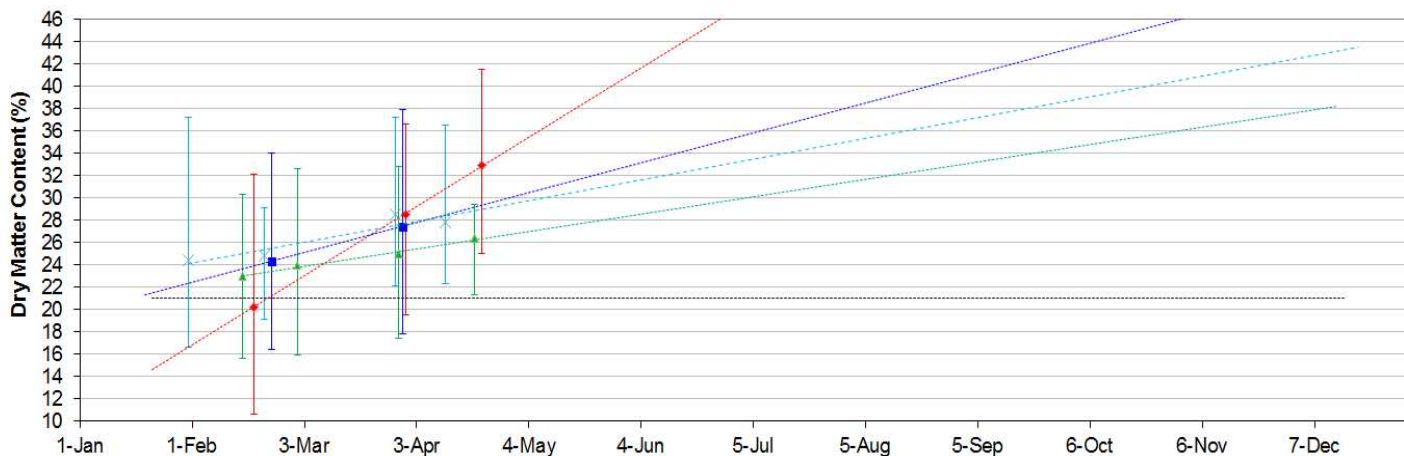
Average DM Content - North Qld (Hass) as of 27th June 2011

♦ 2008 ■ 2009 ▲ 2010 ✕ 2011 ----- DM Standard - - - - - Linear (2011)



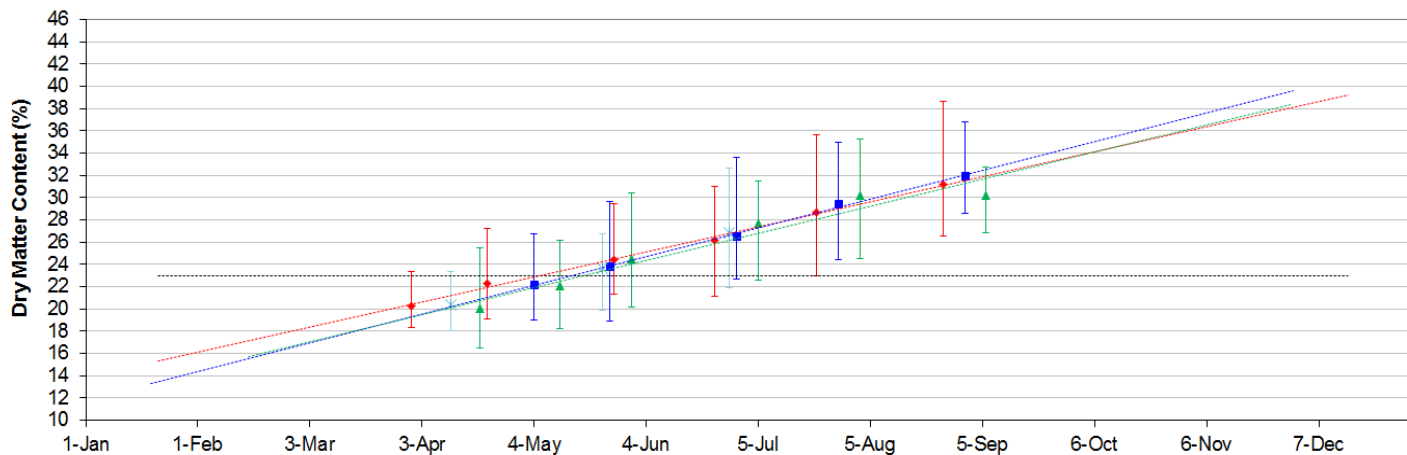
Average DM Content - North Qld (Shepard) as of 27th June 2011

♦ 2008 ■ 2009 ▲ 2010 ✕ 2011 ----- DM Standard - - - - - Linear (2011)

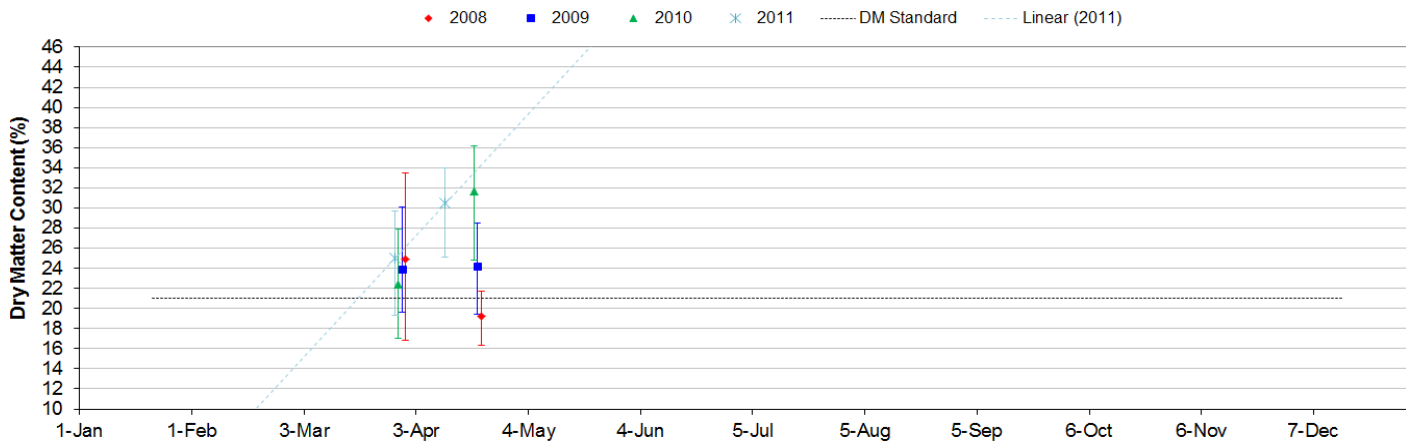


Average DM Content - Central Qld (Hass) as of 27th June 2011

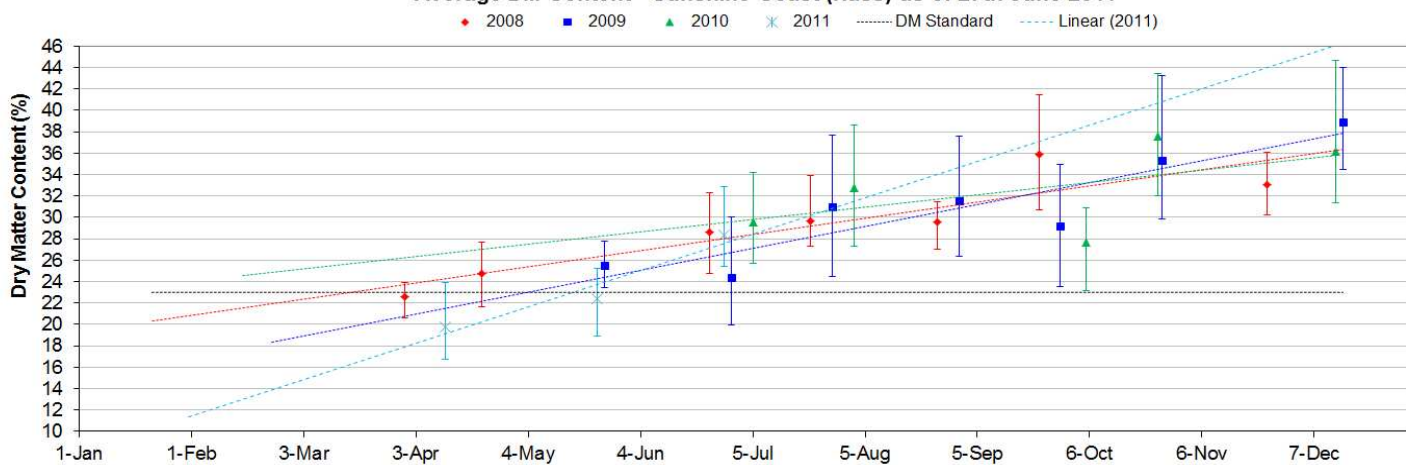
♦ 2008 ■ 2009 ▲ 2010 ✕ 2011 ----- DM Standard



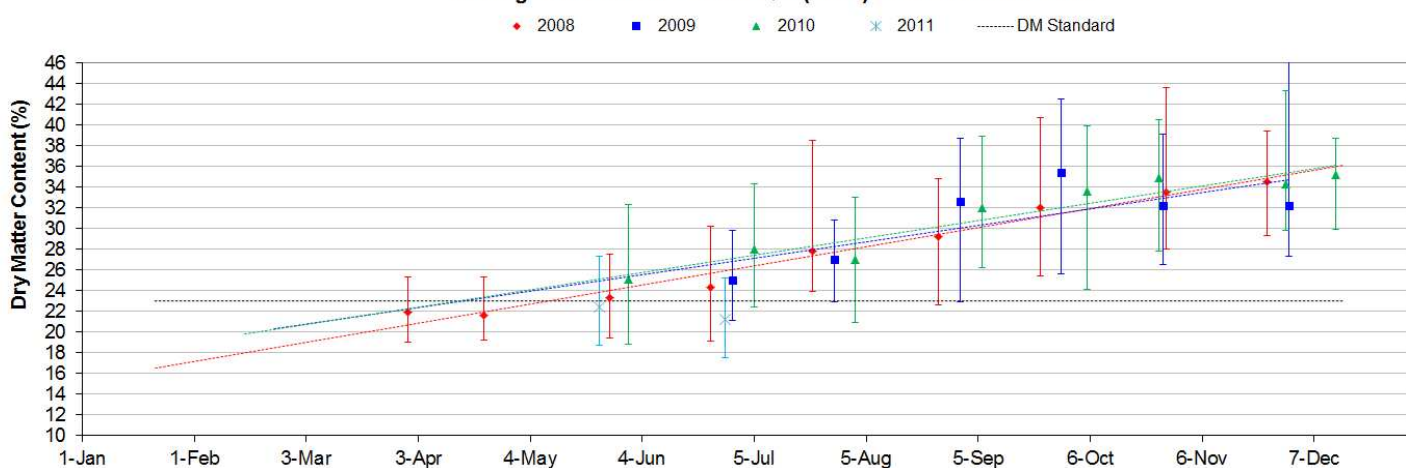
Average DM Content - Central Qld (Shepard) as of 27th June 2011



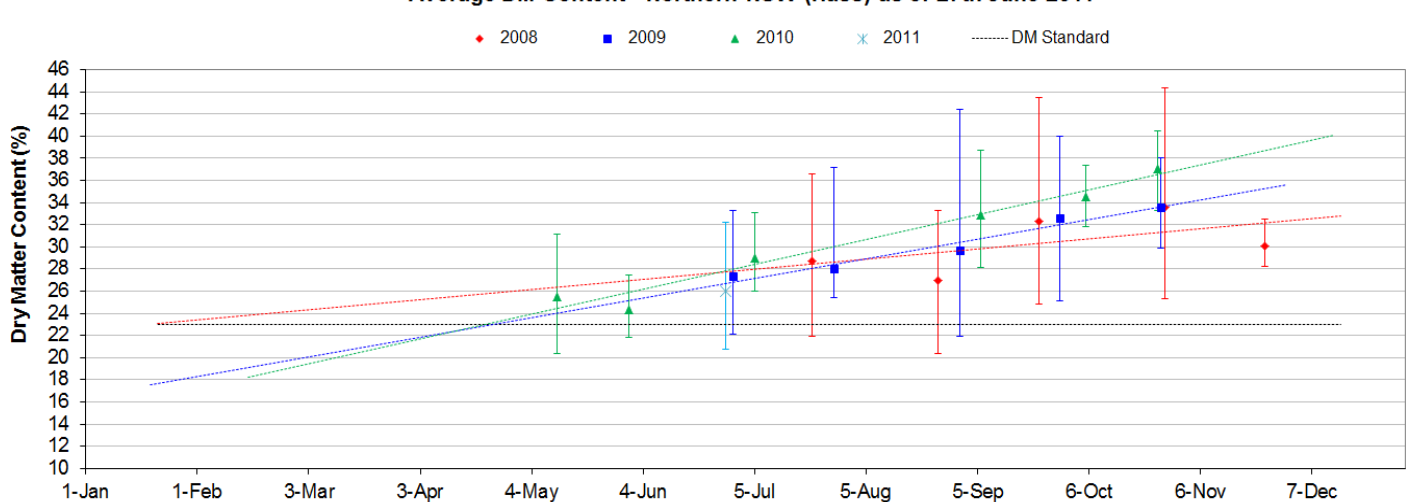
Average DM Content - Sunshine Coast (Hass) as of 27th June 2011



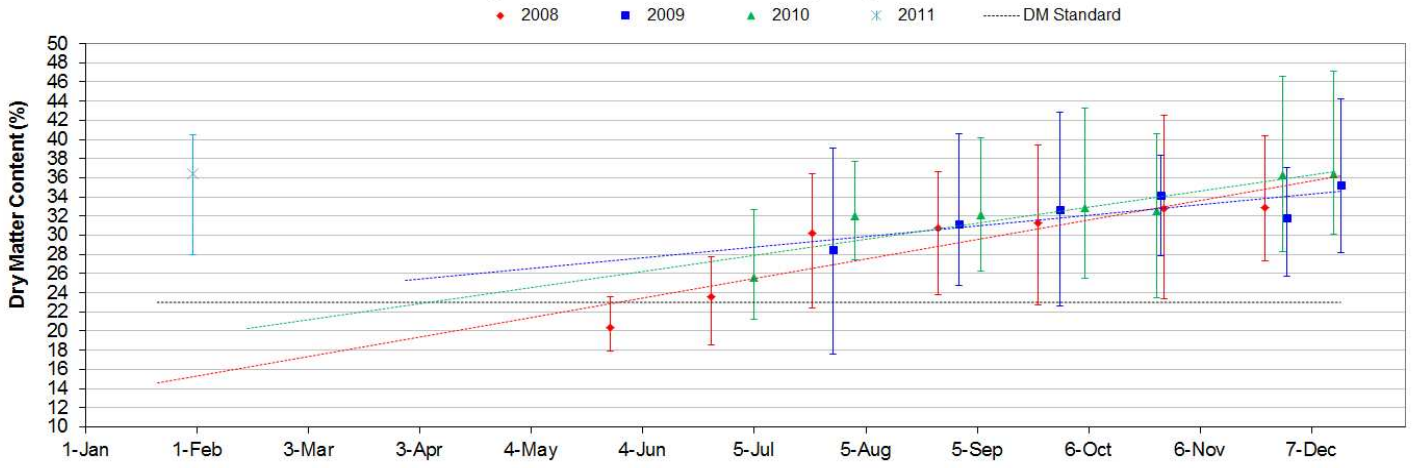
Average DM Content - South Qld (Hass) as of 27th June 2011



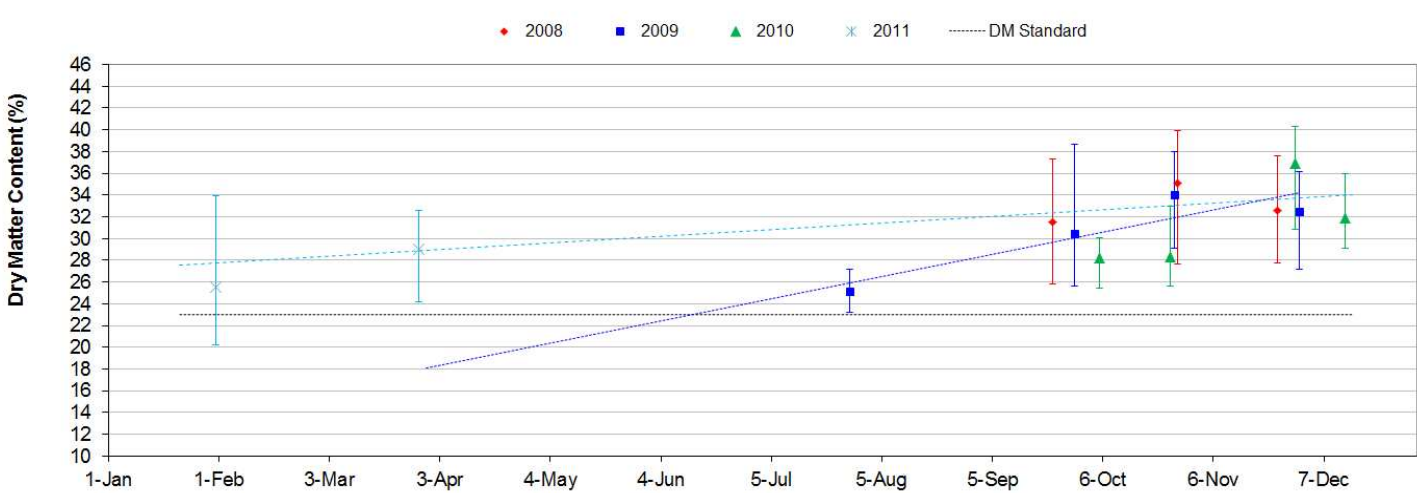
Average DM Content - Northern NSW (Hass) as of 27th June 2011



Average DM Content - Central NSW (Hass) as of 27th June 2011



Average DM Content - Tristate (Hass) as of 27th June 2011



Average DM Content - WA (Hass) as of 27th June 2011

