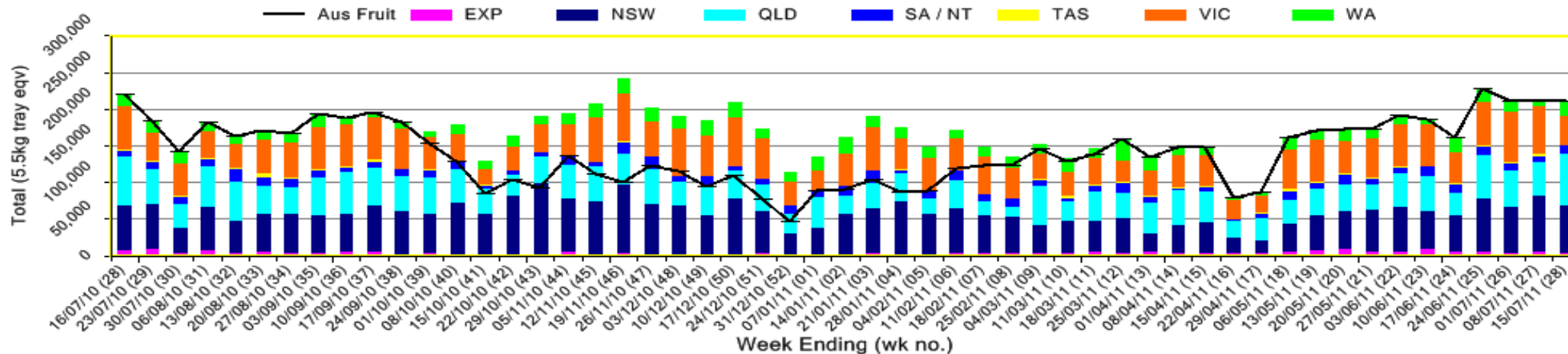


INFOCADO WEEKLY REPORT: 9th — 15th July 2011 (Wk 28)

Industry Dispatches By Destination State and Count Size : 9th July - 15th July 2011 (Wk 28)

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			100						2,487	2,587	1,077				4,545
NSW	1,335	5,892	8,776	9,025	2,646	11,371	8,016	2,903	480	50,444	7,967	666			65,050
QLD	869	2,980	4,628	7,369	1,354	9,651	20,278	3,739	842	51,710	7,566	14,070	4,006	5,600	69,770
SA / NT		4	1,118	3,590		288	2,672	1,112		8,784	896	688			10,538
TAS							960			960	384				1,658
VIC	186	2,362	6,618	6,123	287	5,407	2,403	2,018	608	26,012	7,302	1,386			39,540
WA	14	138	170	1,884		2,181	4,149	4,160		12,696	2,972				18,100
Total	2,404	11,376	21,410	27,991	4,287	28,898	38,478	13,932	4,417	153,193	28,164	16,810	4,006	5,600	209,202

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 4,522,732 5.5kg tray eqv



Comments From the CEO

Volumes into the market for the last four weeks have been above the 200,000 tray eqv and this has created a challenge for marketing of fruit.

The retail price has come down slowly over the last few weeks but is still too high in a number of stores, over \$2 at the moment is only preventing multiple sales to consumers. Coles and Woolworths in Brisbane, Sydney and Perth are all under \$2, but strangely Melbourne is a mixed bag for prices for avocados.

The southern state's very cold weather has slowed consumption and all marketers should work closely with their wholesalers to ensure programs for fruit sales are in place for the rest of the season.

The avocado marketing program is in full swing, magazines, TV, online and social media are all operational. Check out www.facebook.com/AustralianAvocados to see what our consumers are saying about how to use avocados, get your friends and family to join our Facebook page.



Forecast Data (Week 28 - 32)

Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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		336				611
Hass	156,322	13,390	9,000	2,500	6,000	183,849
Pinkerton	5					5
Reed	5,091					5,091
Sharwil	250	140				505
Wurtz	2,900	50			600	3,100
Week Total	164,568	13,916	9,000	2,500	6,600	193,161
Week 30 - begin 23/07/2011						
Fuerte		296				538
Hass	156,035	12,280	9,000	2,500	6,000	181,544
Pinkerton	20					20
Reed	5,091					5,091
Sharwil	200	50				291
Wurtz	1,100	40			1,000	1,355
Week Total	162,446	12,666	9,000	2,500	7,000	188,839
Week 31 - begin 30/07/2011						
Fuerte		296				538
Hass	153,679	10,430	9,000	2,500	6,000	175,825
Reed	5,091					5,091
Sharwil	100	40				173
Wurtz	200	30				255
Week Total	159,070	10,796	9,000	2,500	6,000	181,881
Week 32 - begin 06/08/2011						
Fuerte		296				538
Hass	127,824	9,230	9,000			146,242
Reed	5,091					5,091
Sharwil	80	30				135
Wurtz	100	20				136
Week Total	133,095	9,576	9,000			152,142

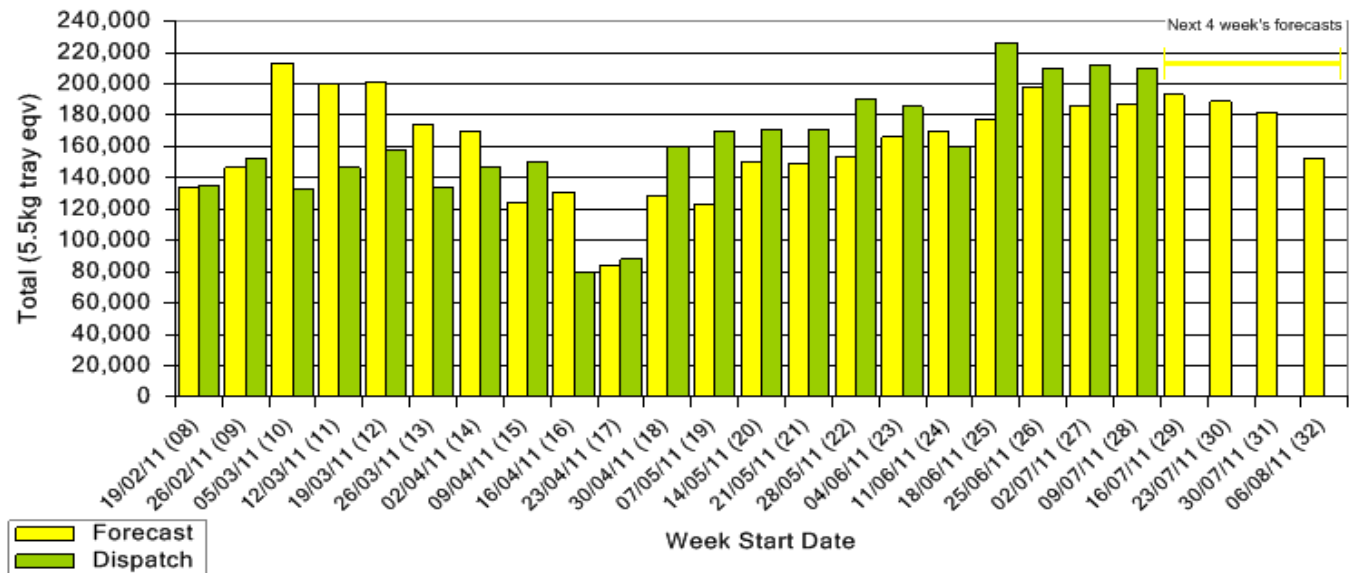
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 28 - begin 9/07/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Bacon			22			40
Fuerte	186	377				871
Hass	132,688	25,269	16,810	4,006	5,600	183,434
Pinkerton	61					61
Reed	18,700	2,232				22,758
Sharwil	453	124				678
Wurtz	1,103	140				1,358
Total	153,191	28,164	16,810	4,006	5,600	209,200

Dispatch vs weekly forecast - all varieties and all packs (19th February 2011 to 12th August 2011)



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

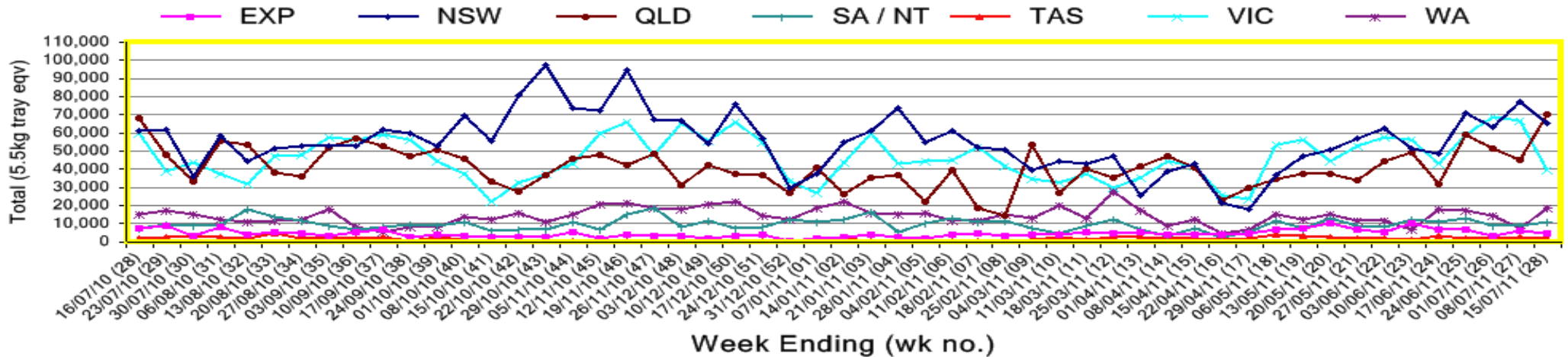
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	21,335	5,931	1,571,671
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	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 = 4,522,732 5.5kg tray eqv



Week 28 contributors - Packhouses

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

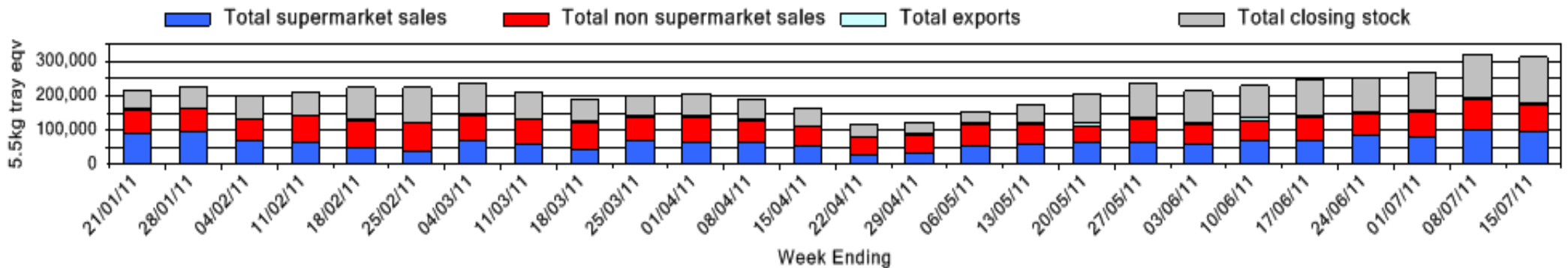
Week 28 contributors - Wholesalers

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

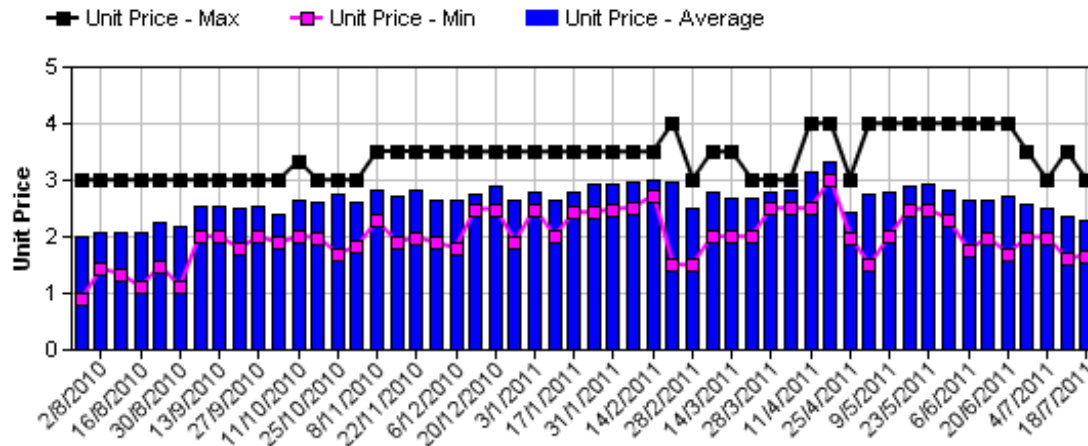
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	9,713		11,179	20,893						666			666	121	9,835		11,179	21,014
Total non supermarket sales	15,745		575	16,320	5,300		193	5,493	9,987						25,381		926	26,307
Total exports																		
Total sales	25,458		11,754	37,213	5,300		193	5,493	9,987	666			666	121	35,216		12,105	47,321
Total Stock on Hand	23,221		378	23,599	6,216		75	6,291	11,438						34,523		514	35,037
QLD																		
Total supermarket sales	23,135		6,157	29,292	257			257	467	9,300			9,300	1,691	25,294		6,157	31,451
Total non supermarket sales	13,361		1,584	14,945	2,108		250	2,358	4,287			11,340	11,340	2,062	17,194		4,101	21,295
Total exports	2,587			2,587	1,077			1,077	1,958						4,545			4,545
Total sales	39,084		7,741	46,825	3,442		250	3,692	6,713	9,300		11,340	20,640	3,753	47,033		10,258	57,290
Total Stock on Hand	25,838		1,958	27,796	831		4	835	1,518			6,660	6,660	1,211	27,349		3,176	30,525
SA & TAS																		
Total supermarket sales	9,602			9,602	336			336	611	688			688	125	10,338			10,338
Total non supermarket sales	2,551		55	2,606	1,215			1,215	2,209						4,760		55	4,815
Total exports																		
Total sales	12,153		55	12,208	1,551			1,551	2,820	688			688	125	15,098		55	15,153
Total Stock on Hand	13,319		184	13,503	2,782			2,782	5,058						18,377		184	18,561
VIC																		
Total supermarket sales	13,431		1,728	15,159	3,136		768	3,904	7,098	1,938			1,938	352	19,485		3,124	22,609
Total non supermarket sales	10,350		3,806	14,156	2,382	202	800	3,384	6,153	168			168	31	14,711	367	5,261	20,339
Total exports																		
Total sales	23,781		5,534	29,315	5,518	202	1,568	7,288	13,251	2,106			2,106	383	34,196	367	8,385	42,948
Total Stock on Hand	20,010		9,654	29,664	6,190	420	227	6,837	12,431	46			46	8	31,273	764	10,067	42,104
WA																		
Total supermarket sales	8,190			8,190											8,190			8,190
Total non supermarket sales	2,918		10	2,928	1,490		162	1,652	3,004						5,627		305	5,932
Total exports																		
Total sales	11,108		10	11,118	1,490		162	1,652	3,004						13,817		305	14,122
Total Stock on Hand	5,832		217	6,049	1,605		41	1,646	2,993						8,751		292	9,042
Total																		
Total supermarket sales	64,071		19,064	83,136	3,729		768	4,497	8,176	12,592			12,592	2,289	73,141		20,461	93,602
Total non supermarket sales	44,925		6,030	50,955	12,495	202	1,405	14,102	25,640	168		11,340	11,508	2,092	67,674	367	10,647	78,688
Total exports	2,587			2,587	1,077			1,077	1,958						4,545			4,545
Total sales	111,584		25,095	136,678	17,301	202	2,173	19,676	35,775	12,760		11,340	24,100	4,382	145,360	367	31,107	176,835
Total Stock on Hand	88,221		12,391	100,612	17,624	420	347	18,391	33,438	46		6,660	6,706	1,219	120,273	764	14,233	135,269

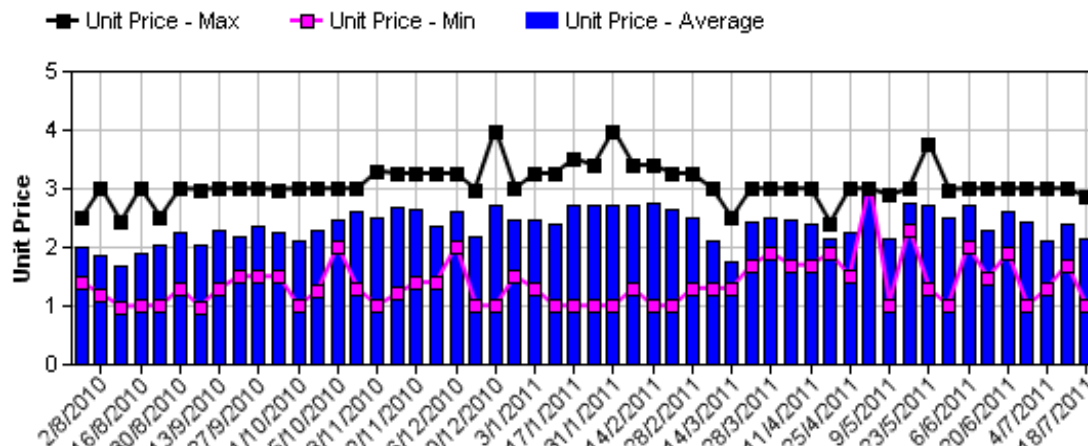
Weekly National Sales



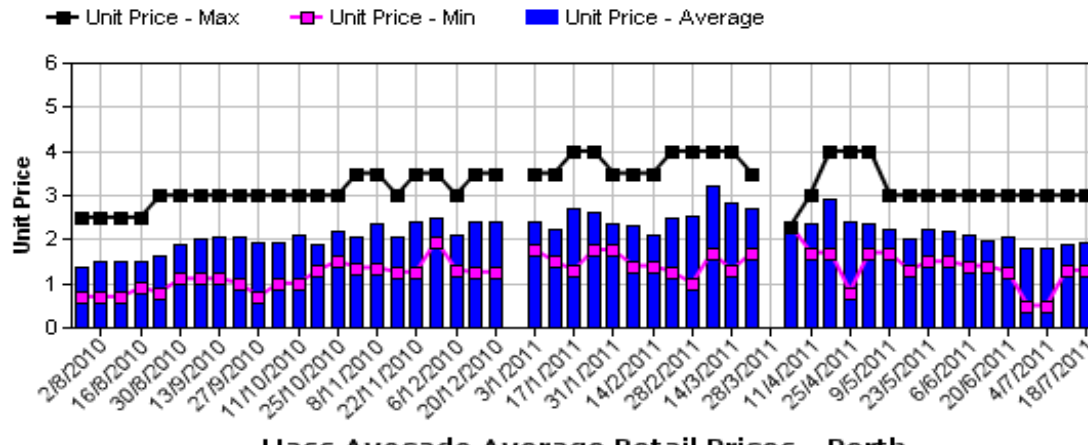
Hass Avocado Average Retail Prices - Sydney



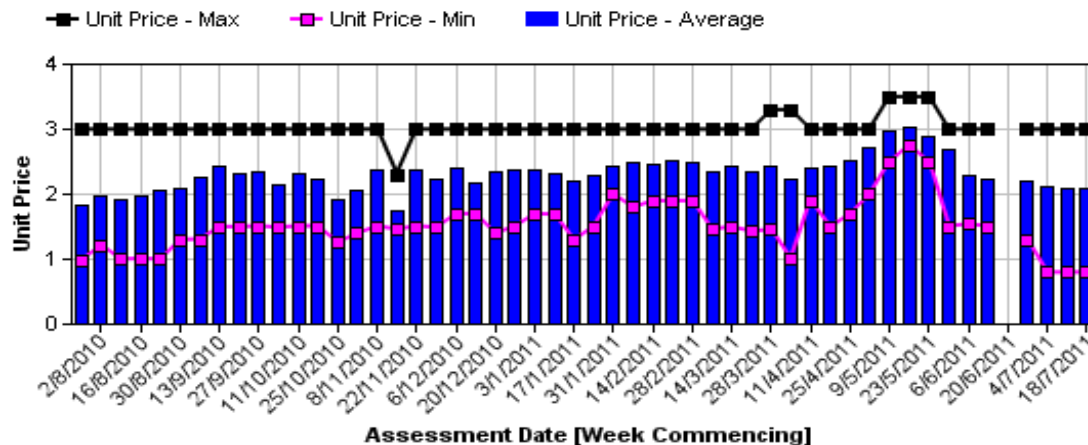
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

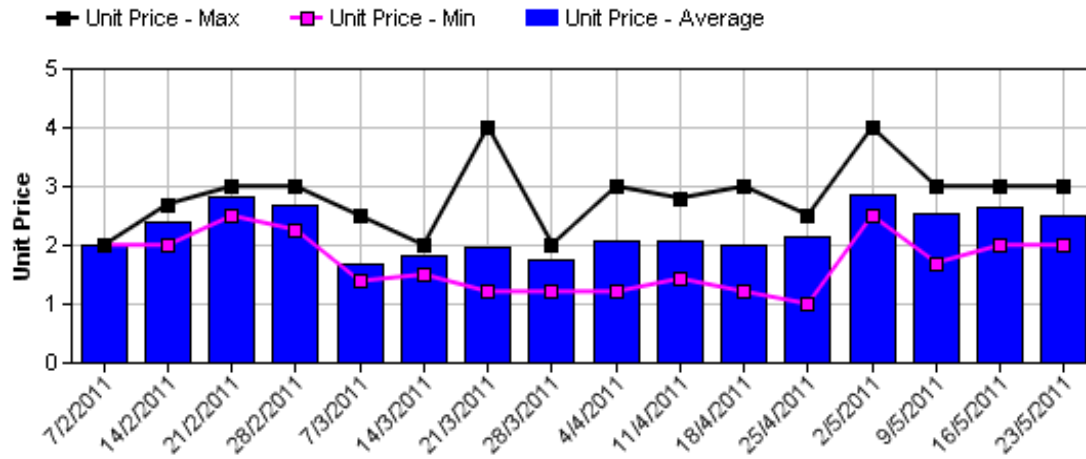


Hass Avocado Average Retail Prices - Perth

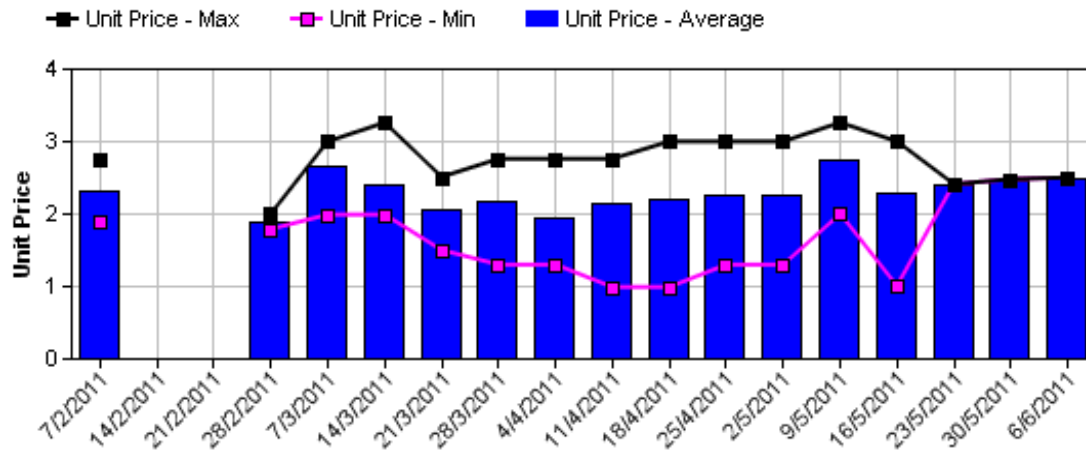


Assessment Date [Week Commencing]

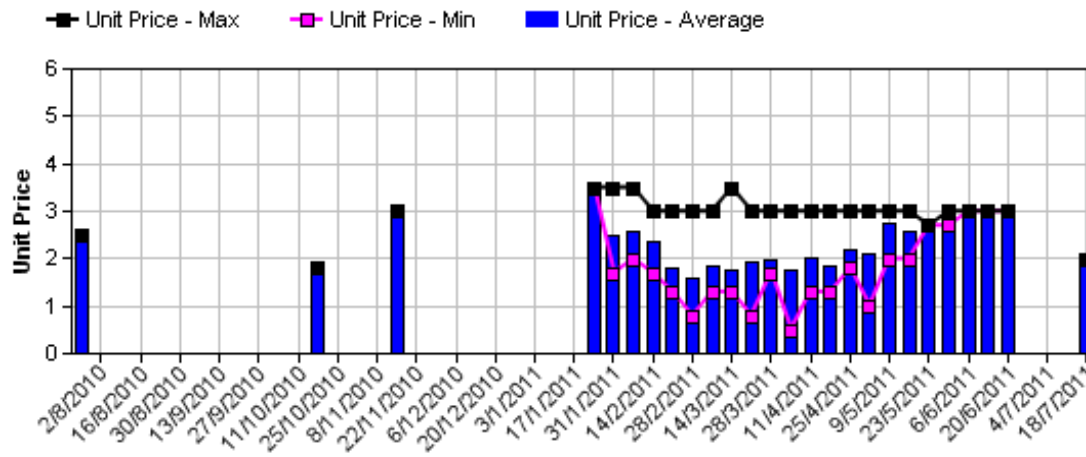
Shepard Avocado Average Retail Prices - Sydney



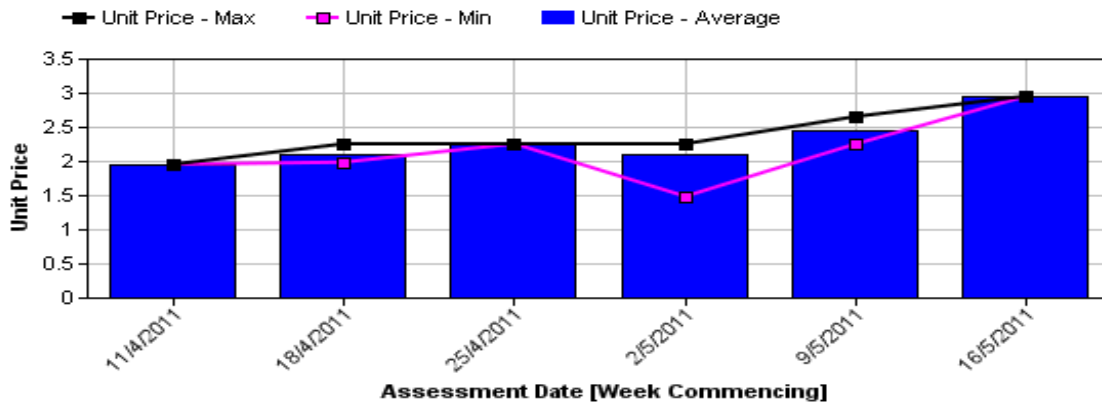
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 18th July 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	360	1.66	Store	Aus
Woolworths	Hass	260	1.98	No	Aus
Woolworths	Hass	260	1.98	Store	Aus
Coles	Hass	250	1.98	No	Aus
Woolworths	Hass	250	1.98	No	Aus
Coles	Hass	265	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
IGA	Hass	240	1.99	No	NZ
I	Hass	370	2.00	Store	Aus
I	Hass	285	2.29	No	Aus
I	Hass	265	2.49	No	Aus
I	Hass	260	2.50	No	Aus
Foodworks	Hass	280	2.79	No	Aus
I	Hass	320	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Hass	265	2.99	No	Aus
BRISBANE					
I	Hass	235	1.29	Store	Aus
I	Hass	285	1.49	Store	Aus
Woolworths	Hass	225	1.50	Store	Aus
Woolworths	Hass	260	1.50	Store	Aus
Woolworths	Hass	245	1.50	Store	Aus
Coles	Hass	240	1.67	No	Aus
I	Hass	285	1.79	Store	Aus
IGA	Hass	175	1.85	No	Aus
Coles	Hass	230	1.95	No	Aus
Coles	Hass	240	1.95	No	Aus
IGA	Hass	200	1.99	No	Aus
I	Hass	240	1.99	No	Aus
I	Hass	326	2.49	Store	Aus
I	Hass	330	2.99	No	Aus
I	Hass	260	2.99	Store	Aus
I	Reed	410	1.49	Store	Aus
I	Reed	345	1.99	No	Aus
I	Reed	565	2.99	No	Aus
I	Shepard	215	1.99	No	Aus
I	Wurtz	275	2.29	Store	Aus
I	Wurtz	310	2.49	No	Aus
I	Wurtz	270	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	0.99	No	NS
Coles	Hass	290	1.98	No	Aus
Coles	Hass	255	1.98	No	Aus
Safeway	Hass	280	1.98	No	Aus
I	Hass	255	1.99	No	NS
I	Hass	249	1.99	No	NS
IS	Hass	270	1.99	Cat	Aus
I	Hass	230	1.99	Cat	Aus
Coles	Hass	300	2.45	No	Aus
I	Hass	285	2.50	No	NS
I	Hass	290	2.50	No	NS
Safeway	Hass	280	2.85	No	Aus
Safeway	Hass	290	2.85	No	Aus
IGA	Wurtz	300	2.99	No	Aus
I	Fuerte	190	0.99	Store	NS
PERTH					
I	Hass	165	0.79	Store	Aus
Coles	Hass	250	1.60	Cat	Aus
Coles	Hass	220	1.60	Cat	Aus
Coles	Hass	170	1.60	Cat	Aus
IGA	Hass	210	1.75	Store	Aus
IS	Hass	220	1.89	Store	Aus
Woolworths	Hass	210	1.98	No	Aus
Woolworths	Hass	190	1.98	No	Aus
Woolworths	Hass	210	1.98	Store	Aus
I	Hass	240	1.99	No	NS
I	Hass	260	2.49	No	Aus
IGA	Hass	220	2.49	No	Aus
IGA	Hass	270	2.49	No	Aus
I	Hass	275	2.69	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	300	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

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