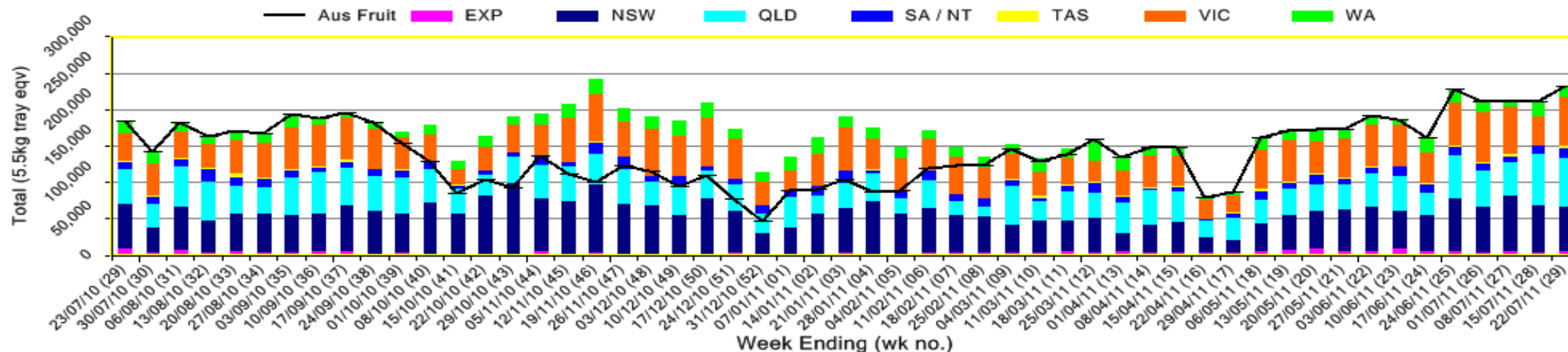


INFOCADO WEEKLY REPORT: 16th — 22nd July 2011 (Wk 29)

Industry Dispatches By Destination State and Count Size : 16th July - 22nd July 2011 (Wk 29)

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				100				1,682	2,572	4,354	555				5,363
NSW	548	4,452	5,449	11,506	3,173	10,041	4,491	4,795	419	44,874	9,351	774			62,017
QLD	340	686	2,347	6,881	1,329	8,591	21,378	2,841	692	45,085	9,029	7,674	13,785	4,644	66,246
SA / NT	237	1,103	2,338	2,684	263	1,753	3,152	1,360		12,890	576	760			14,075
TAS		14	248	273			640			1,175	640				2,339
VIC	122	3,552	12,400	15,523	828	8,102	1,087	1,849	806	44,269	12,705	3,204			67,952
WA		4	78	1,704		1,945	2,573	800		7,104	3,088				12,719
Total	1,247	9,811	22,860	38,671	5,593	30,432	33,321	13,327	4,489	159,751	35,944	12,412	13,785	4,644	230,711

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 4,753,443 5.5kg tray eqv



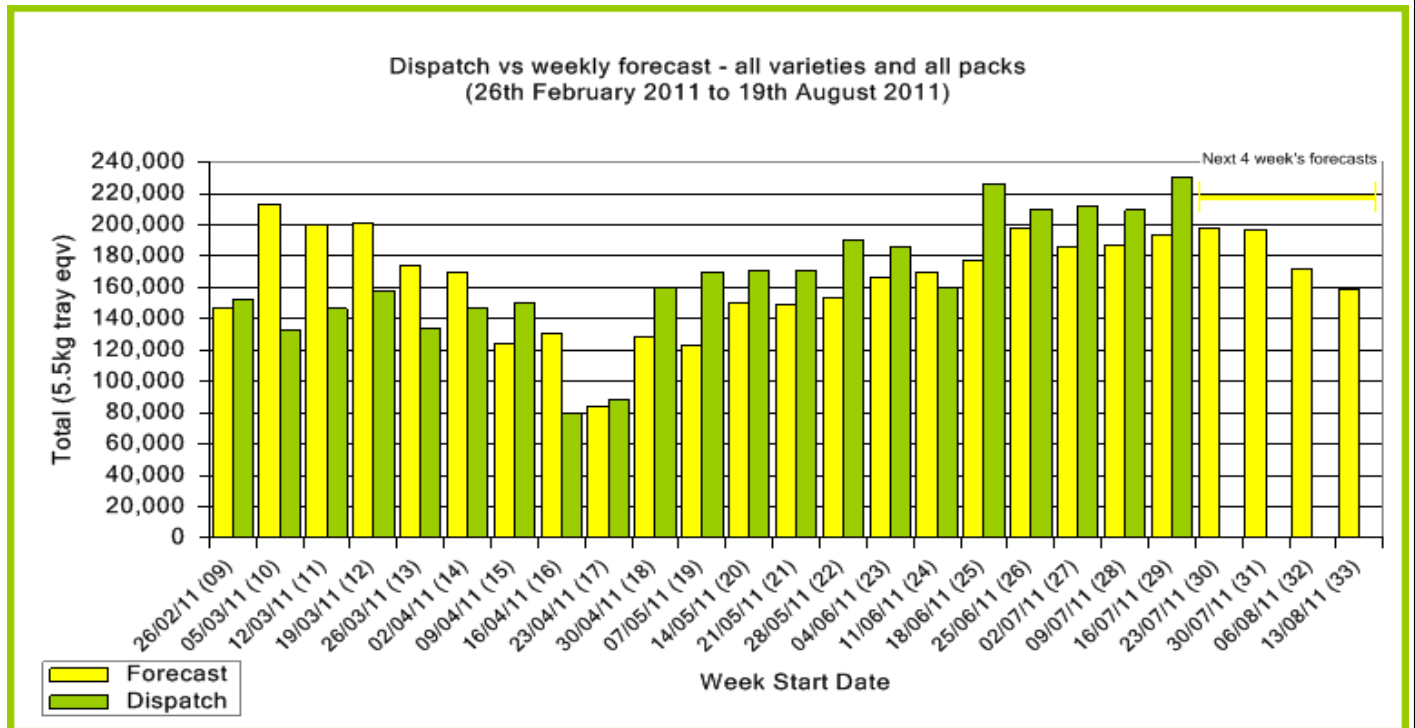
Comments From the CEO

- Retail prices for Hass in Brisbane are averaging under \$2 per fruit while all other states are averaging \$2 or above.
- Last week again saw dispatches above the 200 000 tray mark with VIC, QLD and NSW all receiving similar volumes of fruit.
- The forecast for the next 4 weeks indicates that volumes will be dropping which should alleviate some of the challenge in marketing fruit.



Forecast Data (Week 29 - 33)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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	160,320	13,580	9,000	7,000	4,175	188,679
Pinkerton	20					20
Reed	7,150					7,150
Wurtz	1,100	40			1,000	1,355
Week Total	168,590	13,916	9,000	7,000	5,175	197,742
Week 31 - begin 30/07/2011						
Fuerte		296				538
Hass	161,797	12,830	9,000	7,000	4,000	188,760
Reed	7,130					7,130
Sharwil	100	40				173
Wurtz	200	30				255
Week Total	169,227	13,196	9,000	7,000	4,000	196,856
Week 32 - begin 06/08/2011						
Fuerte		296				538
Hass	139,566	12,430	9,000			163,802
Reed	7,110					7,110
Sharwil	80	30				135
Wurtz	100	20				136
Week Total	146,856	12,776	9,000			171,721
Week 33 - begin 13/08/2011						
Fuerte		296				538
Hass	129,600	11,020	9,000			151,272
Reed	7,090					7,090
Wurtz	50	10				68
Week Total	136,740	11,326	9,000			158,969

Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 29 - begin 16/07/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Fuerte	269	393				984	
Hass	144,806	31,777	12,412	13,785	4,644	208,189	
Reed	13,657	3,456				19,941	
Sharwil	128	46				212	
Wurtz	892	272				1,387	
Total	159,752	35,944	12,412	13,785	4,644	230,712	



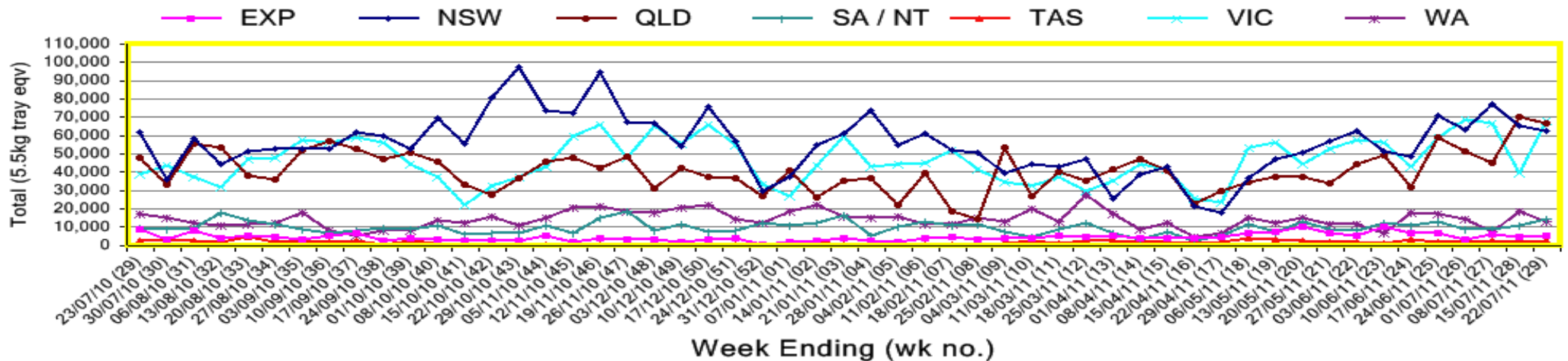
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 4,753,443 5.5kg tray eqv



Week 29 contributors - Packhouses

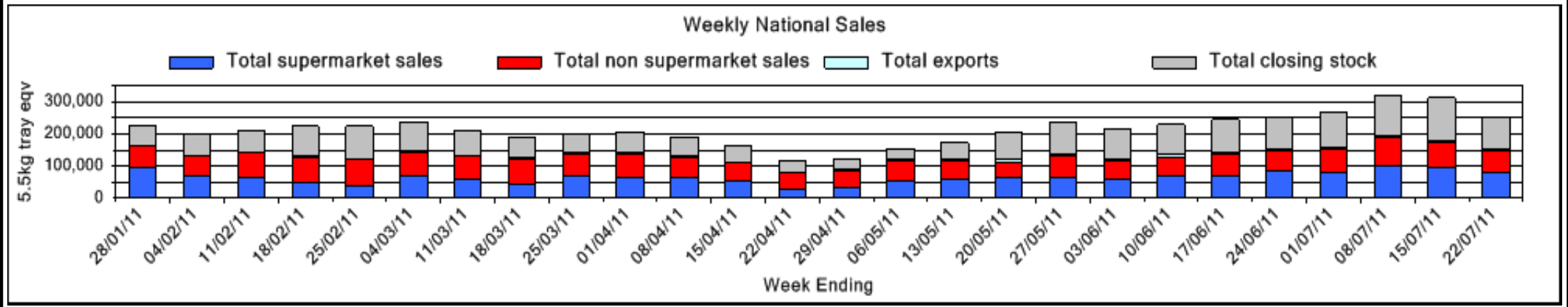
Balmoral Orchard	One Harvest
Chris and Sue Allan	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Sunfresh
Green Nugget Orchards	Sunny Bluff Produce Pty Ltd
Mountain Fresh	Sunnyspot Packhouse Pty Ltd
Natures Fruit Company	SuperPak
Touchwood Farming	

Week 29 contributors - Wholesalers

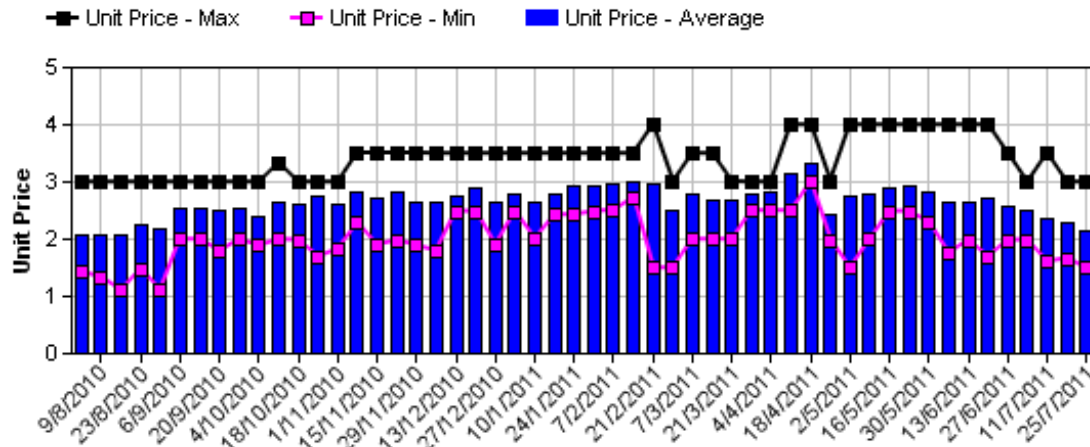
Allcrops Pty Ltd (Sydney)	Kelly's (Melbourne)
Avanti Fresh Produce Pty Ltd (Melbourne)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Romeos Marketing (Brisbane)
Costa Farms (Perth)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) 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

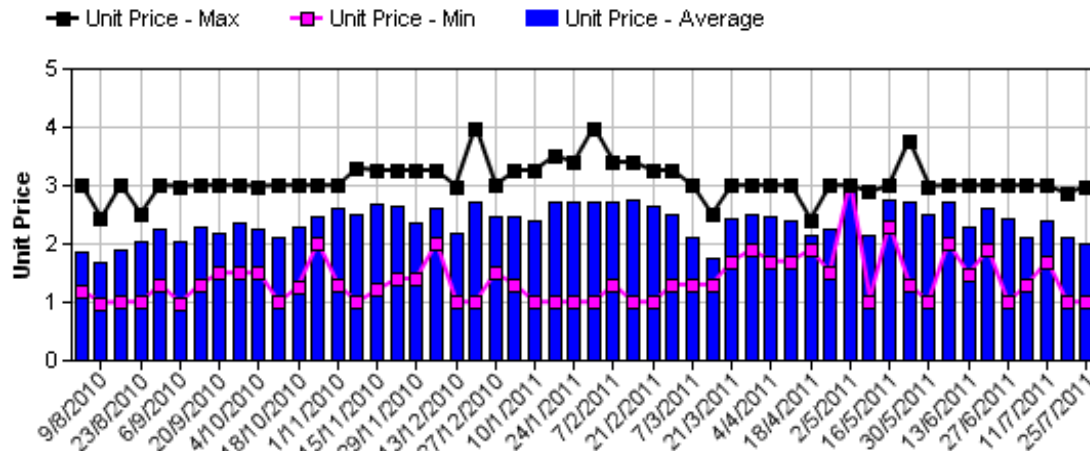
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	12,561		4,725	17,286	32			32	58	774			774	141	12,760		4,725	17,485
Total non supermarket sales	11,761			11,761	3,194			3,194	5,807						17,568			17,568
Total exports																		
Total sales	24,322		4,725	29,047	3,226			3,226	5,865	774			774	141	30,328		4,725	35,053
Total Stock on Hand	21,753			21,753	3,611			3,611	6,565						28,318			28,318
QLD																		
Total supermarket sales	25,685		1,306	26,991	768			768	1,396	4,794			4,794	872	27,953		1,306	29,259
Total non supermarket sales	10,534		831	11,365	635		1,056	1,691	3,075			11,520	11,520	2,095	11,689		4,845	16,534
Total exports	4,354			4,354	555			555	1,009						5,363			5,363
Total sales	40,573		2,137	42,710	1,958		1,056	3,014	5,480	4,794		11,520	16,314	2,966	45,005		6,152	51,156
Total Stock on Hand	19,810		2,365	22,174	1,034		1,298	2,332	4,240			9,540	9,540	1,735	21,690		6,459	28,149
SA & TAS																		
Total supermarket sales	7,452		2,715	10,167	318			318	578	760			760	138	8,168		2,715	10,883
Total non supermarket sales	4,482		45	4,527	1,050			1,050	1,909						6,391		45	6,436
Total exports																		
Total sales	11,934		2,760	14,694	1,368			1,368	2,487	760			760	138	14,559		2,760	17,320
Total Stock on Hand	12,225		296	12,521	2,232			2,232	4,058						16,283		296	16,579
VIC																		
Total supermarket sales	17,796			17,796	498			498	905	3,204			3,204	583	19,284			19,284
Total non supermarket sales	9,880		3,307	13,187	2,712		222	2,934	5,335			8	8	1	14,811		3,712	18,523
Total exports																		
Total sales	27,676		3,307	30,982	3,210		222	3,432	6,240	3,204		8	3,212	584	34,094		3,712	37,806
Total Stock on Hand	16,085		1,467	17,552	1,478		221	1,699	3,089						18,772		1,869	20,641
WA																		
Total supermarket sales	4,299			4,299	126			126	229						4,528			4,528
Total non supermarket sales	3,226			3,226	939		18	957	1,740						4,933		33	4,966
Total exports																		
Total sales	7,525			7,525	1,065		18	1,083	1,969						9,461		33	9,494
Total Stock on Hand	4,900			4,900	1,606			1,606	2,920						7,820			7,820
Total																		
Total supermarket sales	67,792		8,747	76,539	1,742			1,742	3,167	9,532			9,532	1,733	72,692		8,747	81,439
Total non supermarket sales	39,883		4,182	44,066	8,530		1,296	9,826	17,865			11,528	11,528	2,096	55,392		8,635	64,027
Total exports	4,354			4,354	555			555	1,009						5,363			5,363
Total sales	112,029		12,929	124,958	10,827		1,296	12,123	22,042	9,532		11,528	21,060	3,829	133,448		17,381	150,829
Total Stock on Hand	74,772		4,128	78,900	9,961		1,519	11,480	20,873			9,540	9,540	1,735	92,883		8,624	101,507



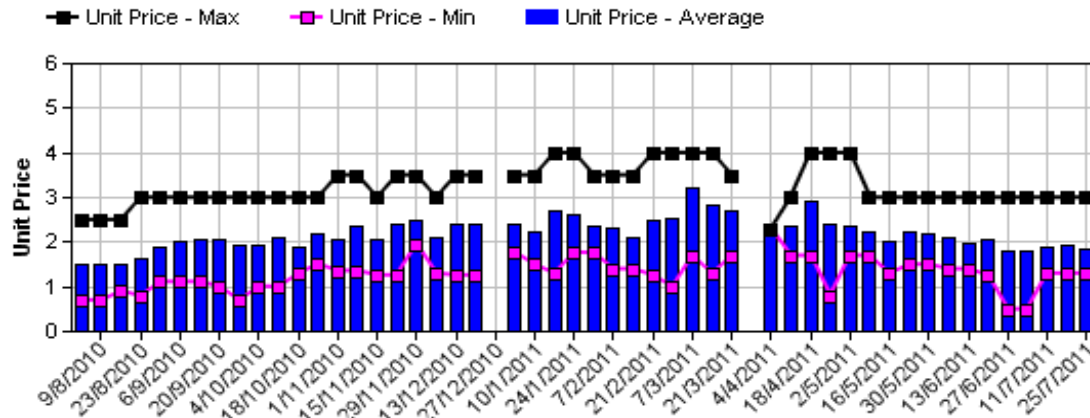
Hass Avocado Average Retail Prices - Sydney



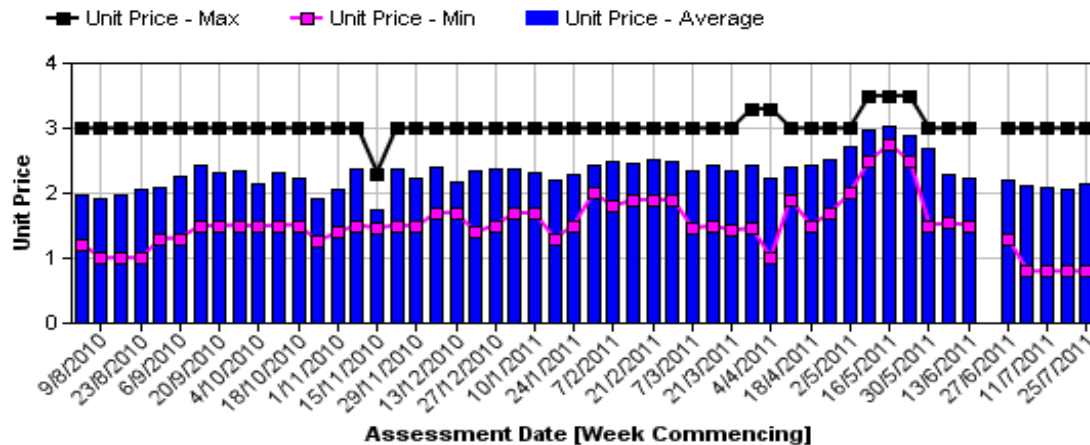
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

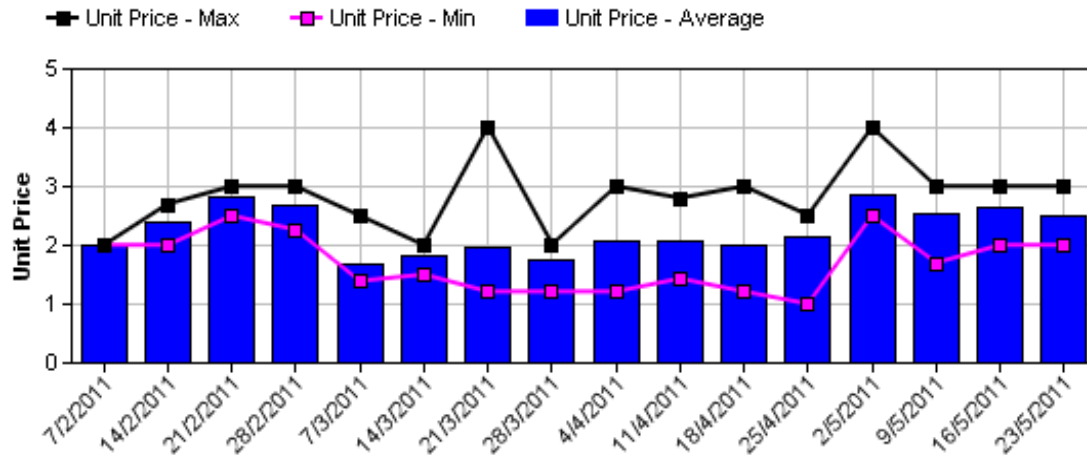


Hass Avocado Average Retail Prices - Perth

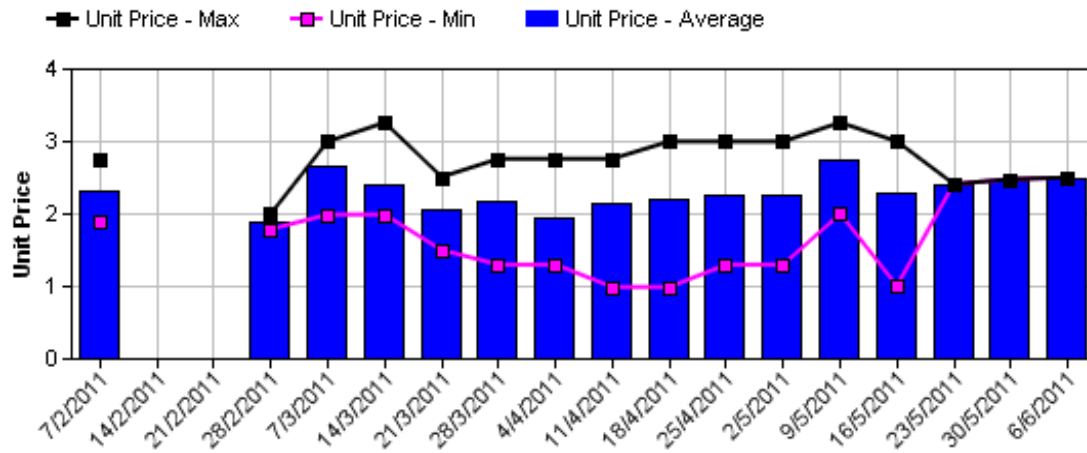


Assessment Date [Week Commencing]

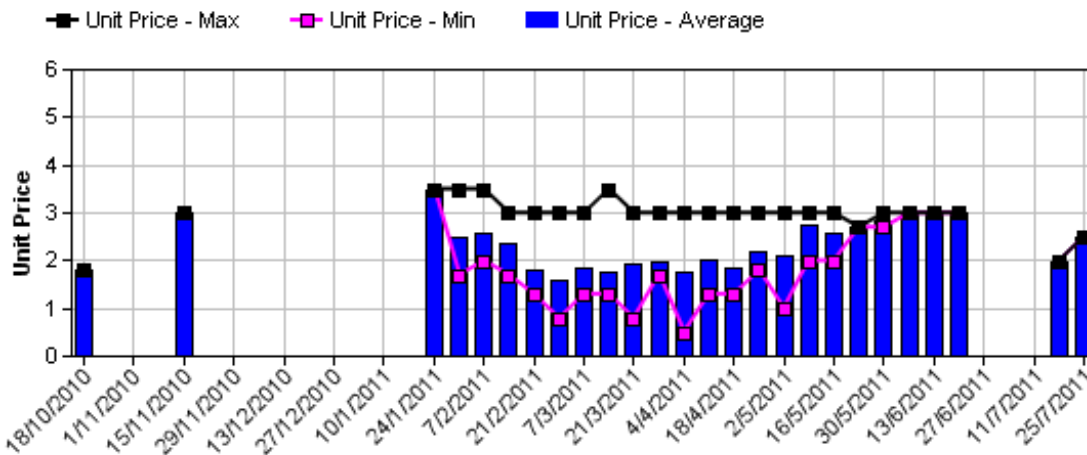
Shepard Avocado Average Retail Prices - Sydney



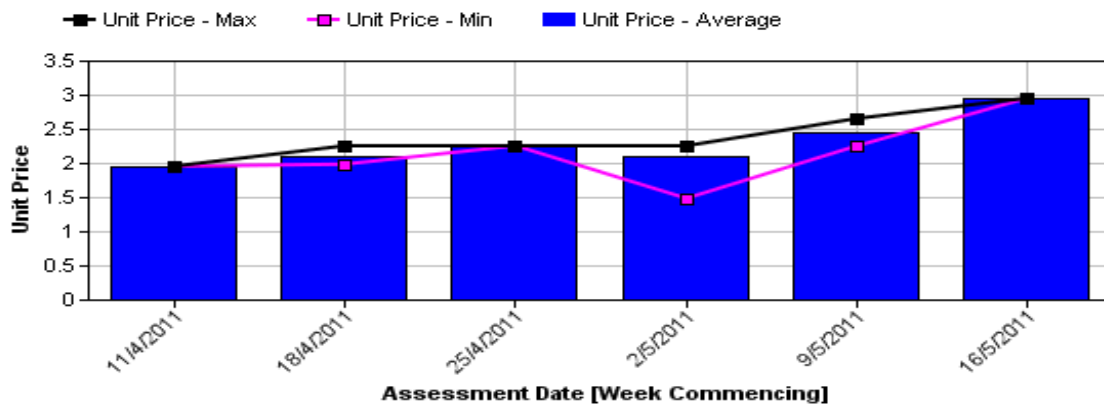
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 25th July 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	240	1.49	Store	NZ
I	Hass	180	1.50	No	Aus
Coles	Hass	170	1.60	Cat	Aus
Coles	Hass	265	1.60	Cat	Aus
Coles	Hass	200	1.60	Cat	Aus
I	Hass	380	1.80	Store	Aus
Woolworths	Hass	235	1.98	No	Aus
Woolworths	Hass	265	1.98	No	Aus
Woolworths	Hass	260	1.98	No	Aus
I	Hass	290	2.29	No	Aus
Foodworks	Hass	280	2.49	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	220	2.50	No	Aus
I	Hass	375	2.50	No	Aus
I	Hass	300	2.99	No	Aus
IGA	Hass	305	2.99	No	Aus
I	Hass	275	2.99	No	Aus
Coles	Reed	440	1.60	No	Aus
I	Sharwil	270	1.99	No	Aus
BRISBANE					
IGA	Hass	220	1.29	Store	Aus
I	Hass	280	1.49	Store	Aus
I	Hass	180	1.49	Store	Aus
IGA	Hass	200	1.50	Store	Aus
IGA	Hass	160	1.50	No	Aus
Coles	Hass	240	1.75	Store	Aus
Coles	Hass	235	1.75	Store	Aus
Coles	Hass	280	1.75	Store	NS
Woolworths	Hass	220	1.75	No	Aus
Woolworths	Hass	185	1.75	No	Aus
Woolworths	Hass	200	1.75	No	Aus
I	Hass	240	1.79	Store	Aus
I	Hass	275	1.79	Store	Aus
I	Hass	298	2.49	Store	Aus
I	Hass	275	2.99	No	Aus
I	Hass	270	2.99	Store	Aus
I	Reed	375	1.49	Store	Aus
Coles	Reed	370	1.85	No	Aus
I	Reed	340	2.99	No	Aus
I	Shepard	290	2.49	No	Aus
I	Wurtz	295	2.29	Store	Aus
I	Wurtz	320	2.99	No	NS
I	Wurtz	285	2.99	Store	Aus

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	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	0.99	No	NS
Coles	Hass	285	1.33	Cat	Aus
Coles	Hass	275	1.33	Cat	Aus
Coles	Hass	275	1.33	Cat	Aus
I	Hass	245	1.49	No	NS
Safeway	Hass	260	1.99	Store	Aus
I	Hass	245	1.99	No	Aus
I	Hass	260	1.99	No	NS
Safeway	Hass	280	2.48	No	Aus
Safeway	Hass	250	2.48	No	Aus
IS	Hass	285	2.49	No	Aus
I	Hass	255	2.50	No	NS
I	Hass	270	2.98	No	Aus
IGA	Hass	275	2.99	No	Aus
I	Wurtz	315	2.50	No	NS
PERTH					
I	Hass	170	0.79	Store	Aus
IGA	Hass	180	1.75	Store	Aus
IS	Hass	220	1.89	Store	Aus
Coles	Hass	250	1.98	No	Aus
Coles	Hass	310	1.98	No	Aus
Woolworths	Hass	195	1.98	Store	Aus
Woolworths	Hass	180	1.98	Store	Aus
Coles	Hass	240	1.98	No	Aus
Woolworths	Hass	190	1.98	Store	Aus
I	Hass	240	1.99	No	NS
IGA	Hass	270	2.49	No	Aus
IGA	Hass	230	2.49	No	Aus
I	Hass	250	2.49	No	Aus
I	Hass	240	2.69	No	Aus
IGA	Hass	295	2.99	No	NS
I	Hass	250	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

Store Codes

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