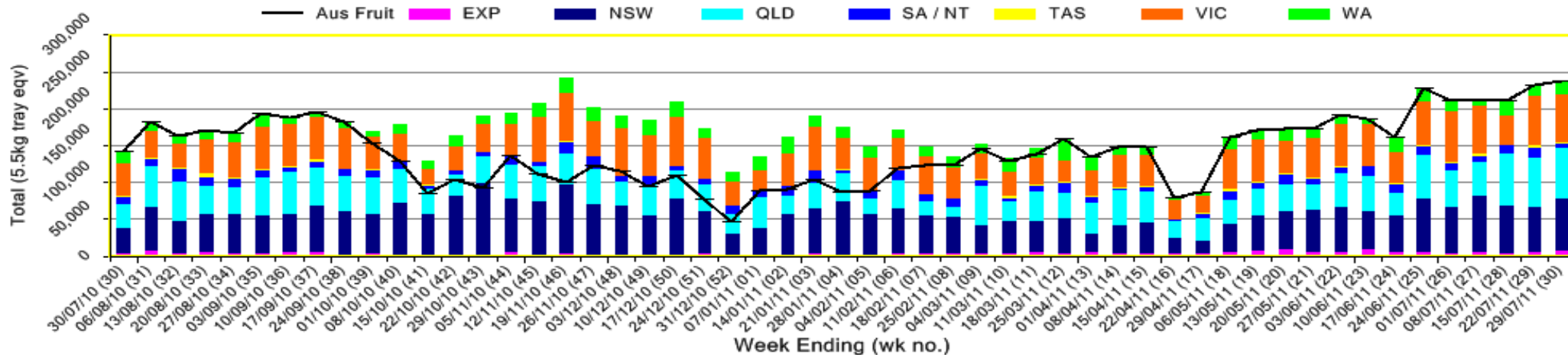


INFOCADO WEEKLY REPORT: 23rd — 29th July 2011 (Wk 30)

Industry Dispatches By Destination State and Count Size : 23rd July - 29th July 2011 (Wk 30)

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								2,037	3,758	5,795	864				7,366
NSW	1,186	2,537	6,383	16,255	3,431	11,087	7,659	3,590	456	52,584	9,814	510			70,521
QLD	216	1,161	3,171	3,422	2,035	8,784	17,266	3,981	145	40,181	13,949	9,316	4,000	5,375	68,941
SA / NT	1	43	1,067	1,597	52	577	273	1,034		4,644	666	688			5,980
TAS	237						1,440			1,677	192				2,026
VIC	218	2,730	8,374	11,906	1,439	11,105	2,607	2,283	354	41,016	12,593	2,922			64,443
WA	20	62	432	1,328		1,880	5,930	1,100		10,752	3,136				16,454
Total	1,878	6,533	19,427	34,508	6,957	33,433	35,175	14,025	4,713	156,649	41,214	13,436	4,000	5,375	235,731

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 4,989,174 5.5kg tray eqv



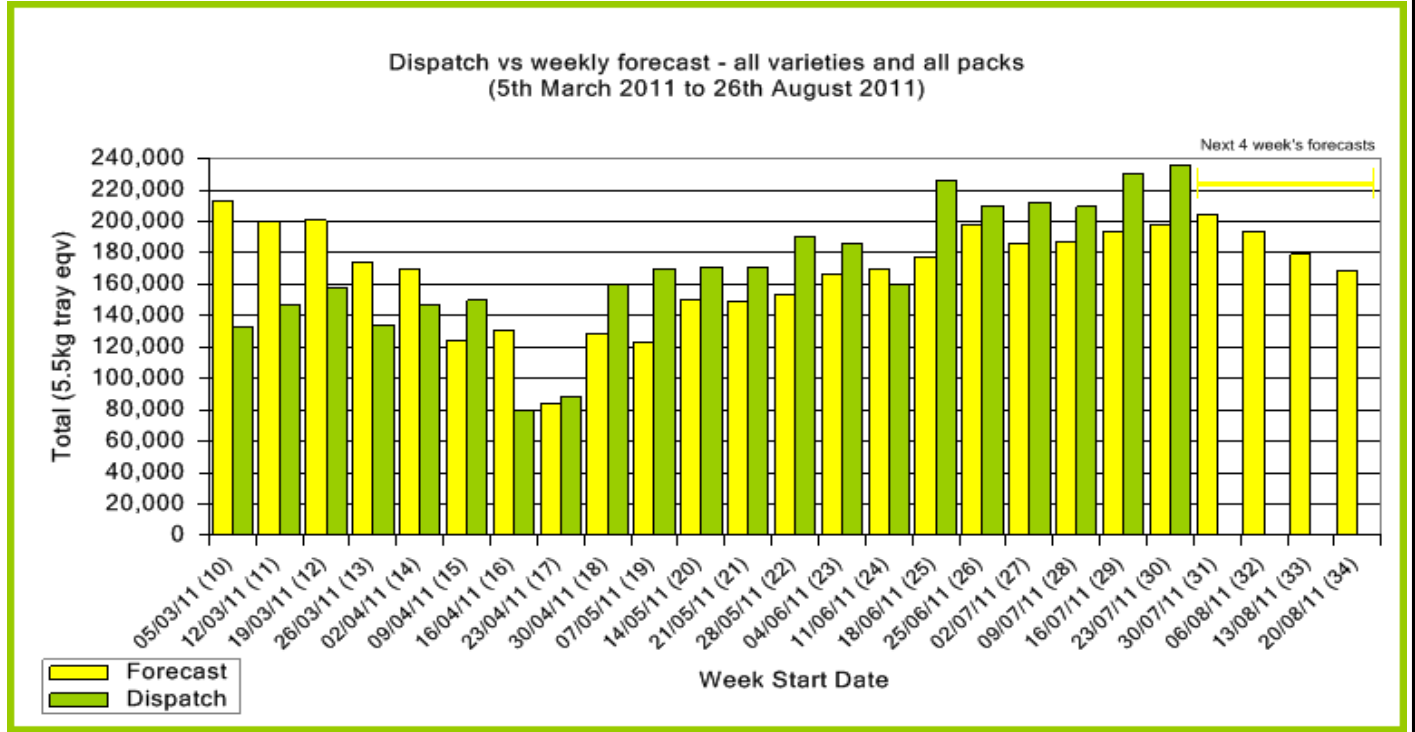
Comments From the CEO

- Volumes into all markets remain high with 235,371 tray eqv last week. Similar volumes will continue to flow into the markets over the next few weeks.
- Finally retail prices have moved down, although Sydney is still sitting too high in the independents.
- The VII World Avocado Congress is on in Cairns 5-9 September 2011, just one month away. Standard registrations are still available at www.worldavocadocongress2011.com



Forecast Data (Week 30 - 34)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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		208				378
Hass	163,491	14,830	7,000	7,000	4,000	193,728
Reed	7,100					7,100
Sharwil	515	50				606
Wurtz	1,800	330			150	2,427
Week Total	172,906	15,418	7,000	7,000	4,150	204,240
Week 32 - begin 06/08/2011						
Fuerte		296				538
Hass	158,935	13,575	7,000			184,890
Pinkerton	500	100				682
Reed	7,080					7,080
Sharwil	80	30				135
Wurtz	250	20				286
Week Total	166,845	14,021	7,000			193,611
Week 33 - begin 13/08/2011						
Fuerte		296				538
Hass	147,851	12,140	7,000			171,197
Reed	7,060					7,060
Wurtz	200	10				218
Week Total	155,111	12,446	7,000			179,013
Week 34 - begin 20/08/2011						
Fuerte		208				378
Hass	138,755	11,620	7,000			161,155
Reed	7,040					7,040
Wurtz	150	10				168
Week Total	145,945	11,838	7,000			168,742

Green shading indicates dispatch data							Yellow shading indicates forecast data
Dispatch Data (Week 30 - begin 23/07/2011)							
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays	
Fuerte		384				698	
Hass	148,263	39,090	13,436	4,000	5,375	223,483	
Reed	6,215	1,372				8,710	
Sharwil	178	7				191	
Wurtz	1,993	361				2,649	
Total	156,649	41,214	13,436	4,000	5,375	235,731	



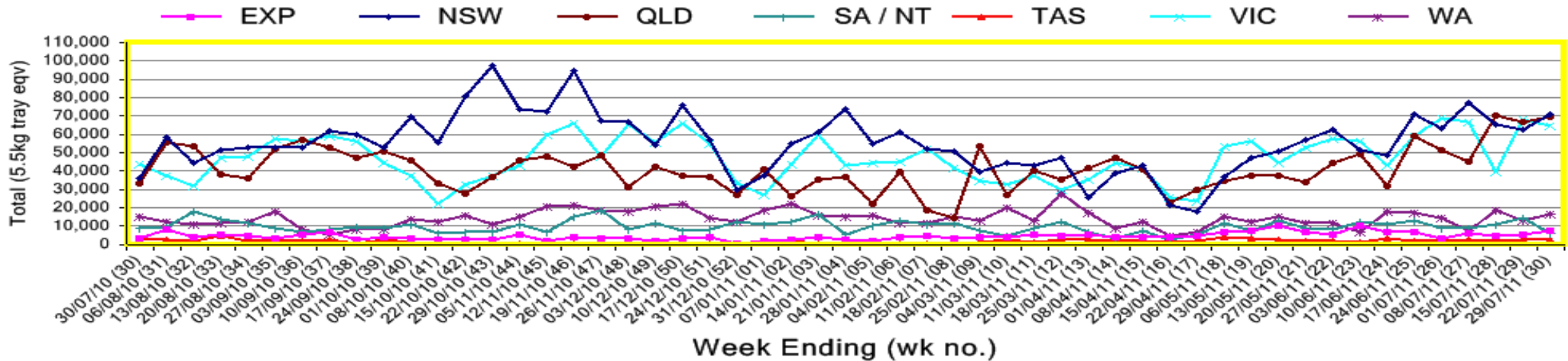
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 4,989,174 5.5kg tray eqv



Week 30 contributors - Packhouses

Aussie Orchards Growers & Packers	Natures Fruit Company (SC)
Balmoral Orchard	One Harvest
BT & RG Pegg	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Summerland House With No Steps
G & J Krenske	Sunfresh
Goodlife Orchards	Sunny Bluff Produce Pty Ltd
Green Nugget Orchards	Sunnyspot Packhouse Pty Ltd
Jirel Holdings	SuperPak
Mountain Fresh	Touchwood Farming

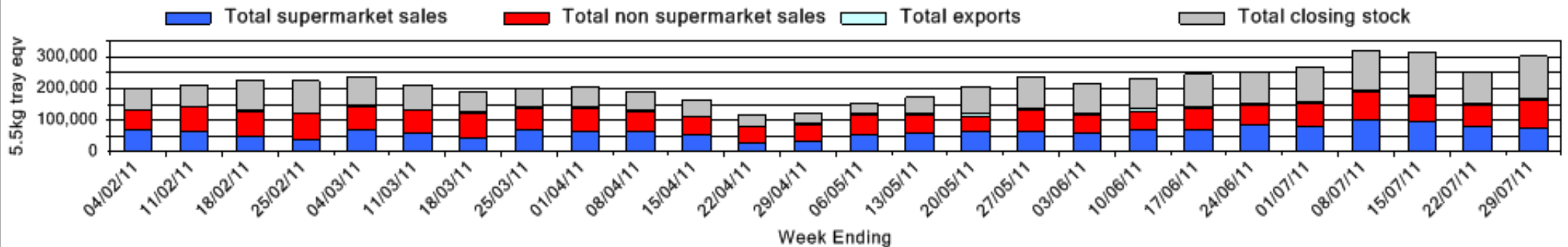
Week 30 contributors - Wholesalers

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)
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)
Freshmax Pty Ltd (Brisbane)	

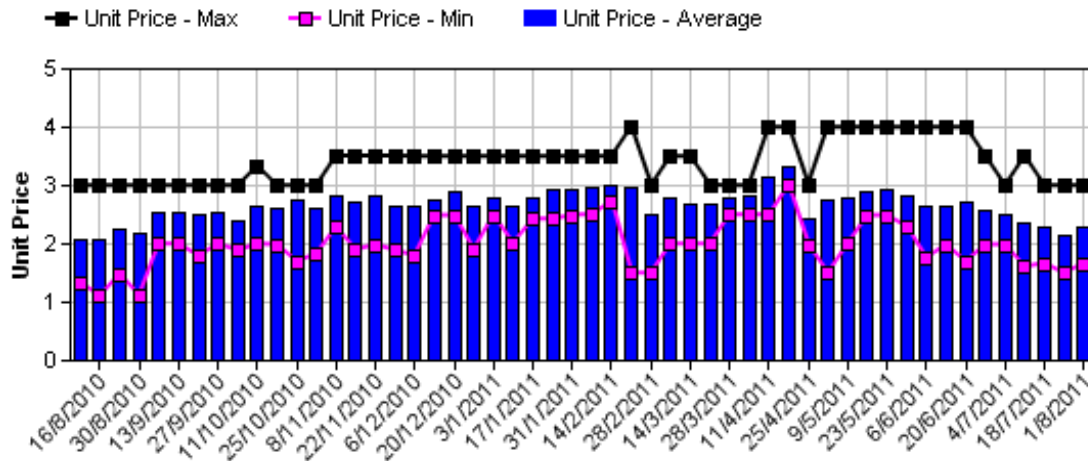
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	14,953		371	15,324						510			510	93	15,045		371	15,416
Total non supermarket sales	19,259		395	19,654	5,259		77	5,336	9,702						28,821		535	29,356
Total exports																		
Total sales	34,212		766	34,978	5,259		77	5,336	9,702	510			510	93	43,866		906	44,772
Total Stock on Hand	27,821		1,314	29,135	5,690			5,690	10,345						38,166		1,314	39,480
QLD																		
Total supermarket sales	19,080		2,260	21,340	1,252		5	1,257	2,285	4,516			4,516	821	22,177		2,269	24,446
Total non supermarket sales	12,710		1,703	14,413	2,884		233	3,117	5,667			10,260	10,260	1,865	17,954		3,992	21,946
Total exports	5,795			5,795	864			864	1,571						7,366			7,366
Total sales	37,585		3,963	41,548	5,000		238	5,238	9,524	4,516		10,260	14,776	2,687	47,497		6,261	53,758
Total Stock on Hand	23,564		1,938	25,501	1,126		348	1,474	2,680			11,520	11,520	2,095	25,611		4,665	30,276
SA & TAS																		
Total supermarket sales	4,695		237	4,932	288		2,536	2,824	5,135	688			688	125	5,344		4,848	10,192
Total non supermarket sales	2,396		77	2,473	938			938	1,705						4,101		77	4,178
Total exports																		
Total sales	7,091		314	7,405	1,226		2,536	3,762	6,840	688			688	125	9,445		4,925	14,370
Total Stock on Hand	12,328		373	12,701	1,996		1,436	3,432	6,240						15,957		2,984	18,941
VIC																		
Total supermarket sales	14,234		1,986	16,220	1,368		189	1,557	2,831	3,696			3,696	672	17,393		2,330	19,723
Total non supermarket sales	13,025		5,686	18,711	2,835		501	3,336	6,065	288		10	298	54	18,232		6,599	24,830
Total exports																		
Total sales	27,259		7,672	34,931	4,203		690	4,893	8,896	3,984		10	3,994	726	35,625		8,928	44,553
Total Stock on Hand	18,895		6,946	25,840	5,059		284	5,343	9,715	90		14	104	19	28,109		7,464	35,574
WA																		
Total supermarket sales	6,500			6,500	1			1	2						6,502			6,502
Total non supermarket sales	3,222			3,222	1,122			1,122	2,040						5,262			5,262
Total exports																		
Total sales	9,722			9,722	1,123			1,123	2,042						11,764			11,764
Total Stock on Hand	4,408			4,408	1,801			1,801	3,275						7,682			7,682
Total																		
Total supermarket sales	59,462		4,854	64,316	2,909		2,730	5,639	10,253	9,410			9,410	1,711	66,462		9,818	76,280
Total non supermarket sales	50,612		7,861	58,473	13,038		811	13,849	25,180	288		10,270	10,558	1,920	74,369		11,203	85,572
Total exports	5,795			5,795	864			864	1,571						7,366			7,366
Total sales	115,868		12,715	128,584	16,811		3,541	20,352	37,004	9,698		10,270	19,968	3,631	148,197		21,021	169,218
Total Stock on Hand	87,015		10,570	97,585	15,672		2,068	17,740	32,255	90		11,534	11,624	2,113	115,526		16,427	131,953

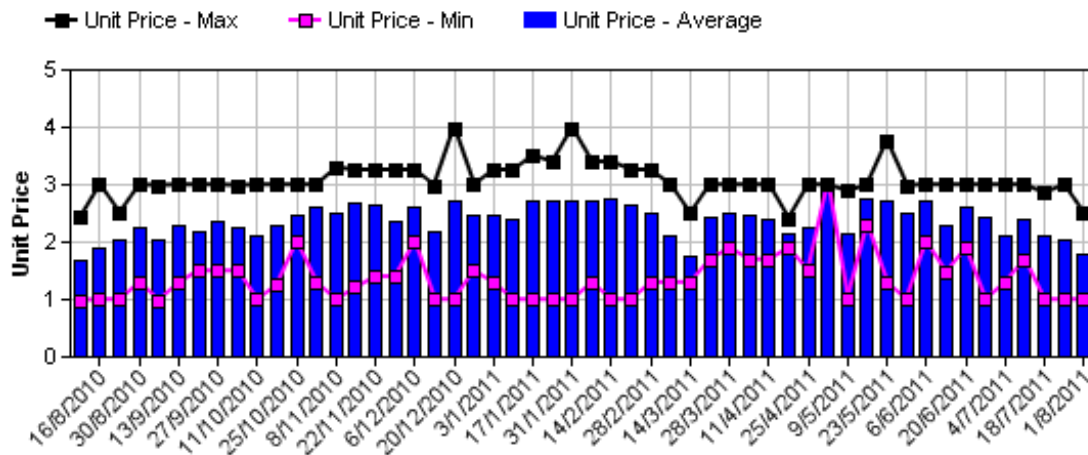
Weekly National Sales



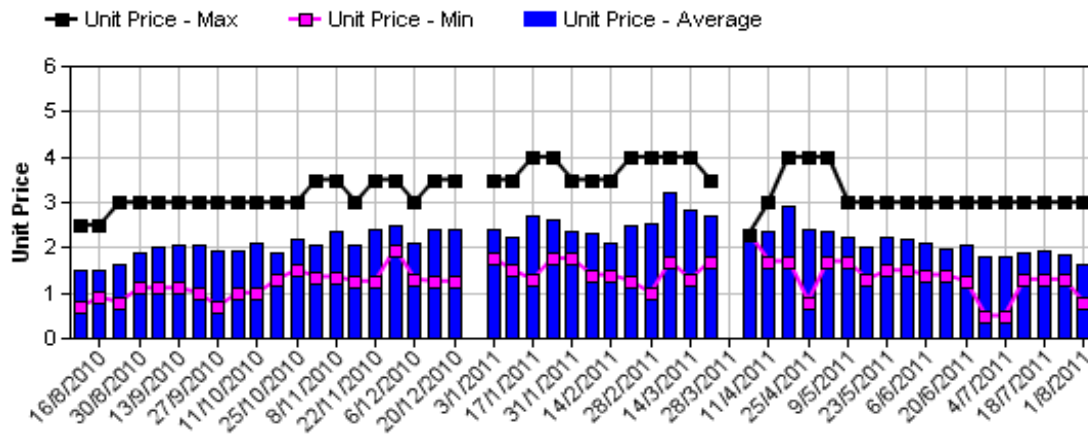
Hass Avocado Average Retail Prices - Sydney



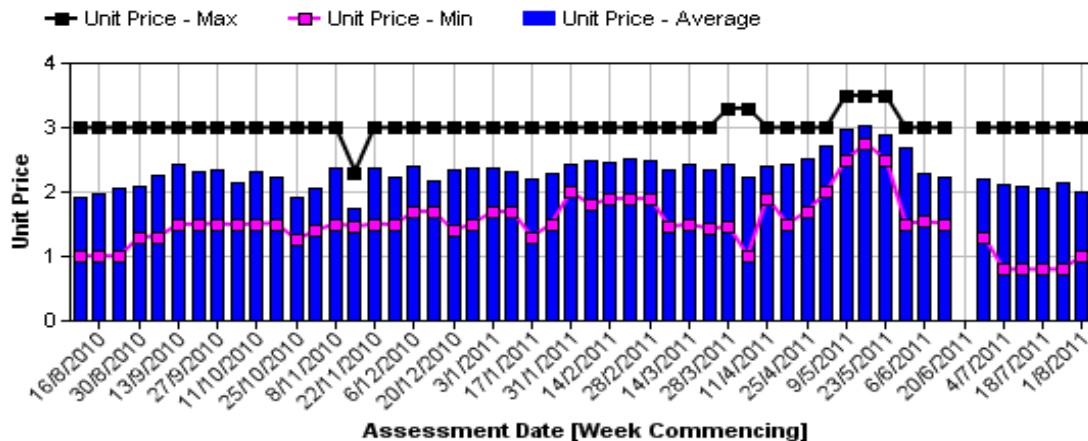
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

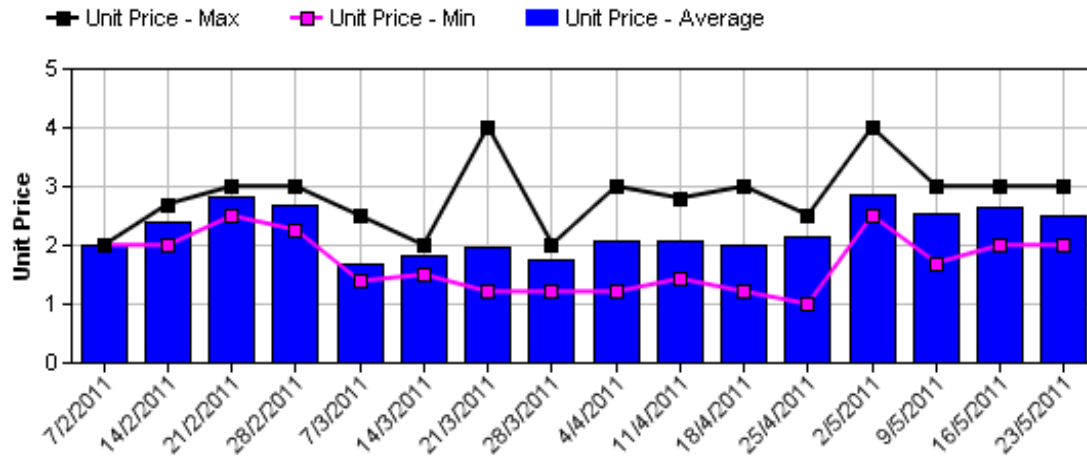


Hass Avocado Average Retail Prices - Perth

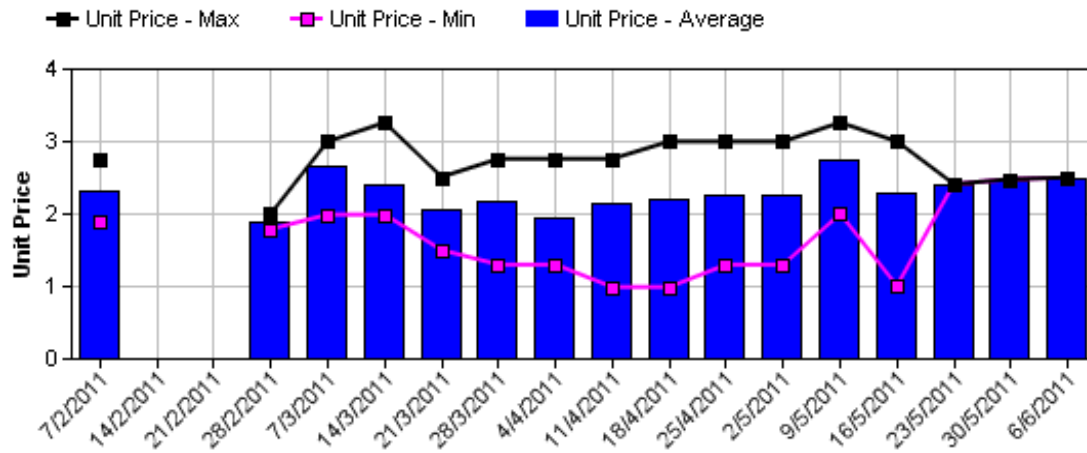


Assessment Date [Week Commencing]

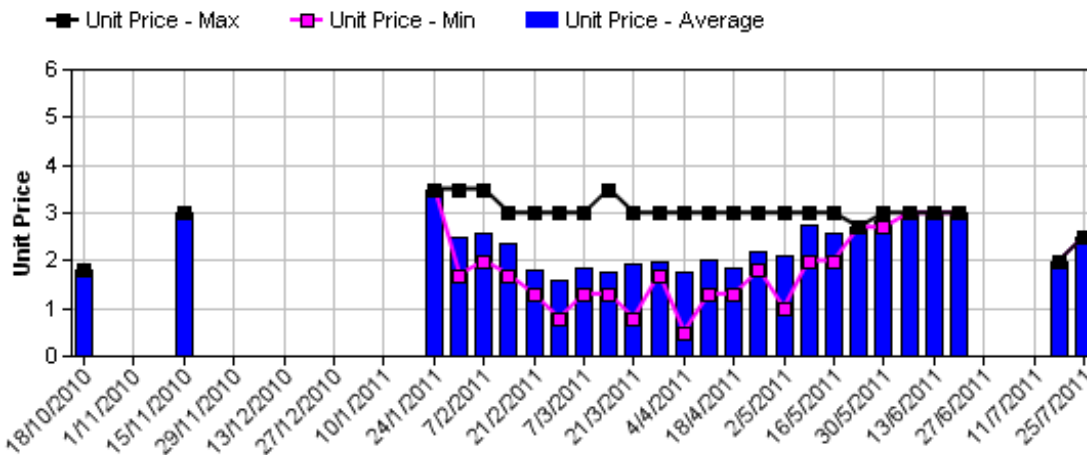
Shepard Avocado Average Retail Prices - Sydney



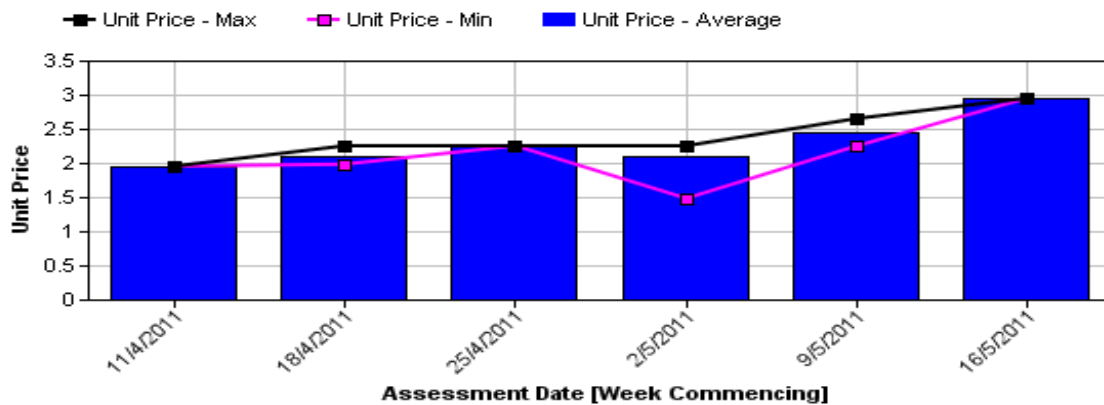
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 1st August 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	245	1.66	No	Aus
Woolworths	Hass	245	1.98	Store	Aus
Coles	Hass	270	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
Woolworths	Hass	265	1.98	No	Aus
Woolworths	Hass	260	1.98	Store	Aus
Coles	Hass	250	1.98	No	Aus
IGA	Hass	265	1.99	No	NZ
I	Hass	305	2.29	No	Aus
Foodworks	Hass	285	2.49	No	Aus
I	Hass	2.49	2.49	No	Aus
I	Hass	330	2.50	No	Aus
I	Hass	280	2.50	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	285	2.99	No	Aus
Coles	Reed	480	1.60	Store	Aus
BRISBANE					
I	Hass	180	0.79	Store	Aus
I	Hass	240	0.79	Store	Aus
IGA	Hass	185	0.99	Store	Aus
Woolworths	Hass	220	1.25	Cat	Aus
Woolworths	Hass	220	1.25	Cat	Aus
Woolworths	Hass	255	1.25	No	Aus
IGA	Hass	160	1.29	Store	Aus
I	Hass	255	1.49	Store	Aus
IGA	Hass	180	1.50	No	Aus
I	Hass	255	1.79	Store	Aus
Coles	Hass	200	1.95	No	Aus
Coles	Hass	240	1.95	No	Aus
Coles	Hass	195	1.99	Store	Aus
I	Hass	303	2.49	No	Aus
I	Hass	340	2.50	No	Aus
I	Hass	245	2.99	Store	Aus
I	Reed	440	0.79	Store	Aus
Coles	Reed	325	1.33	Store	Aus
Coles	Reed	420	1.33	Store	Aus
I	Reed	360	1.99	No	Aus
I	Wurtz	245	2.29	Store	Aus
I	Wurtz	255	2.49	Store	Aus
I	Wurtz	350	2.99	No	Aus
I	Wurtz	285	2.99	Store	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	245	0.99	No	NS
IGA	Hass	270	1.47	Cat	Aus
I	Hass	290	1.47	No	NS
I	Hass	275	1.47	Cat	Aus
IS	Hass	270	1.49	Cat	Aus
Safeway	Hass	250	1.75	Cat	Aus
Safeway	Hass	280	1.75	Cat	Aus
Safeway	Hass	260	1.75	Cat	Aus
I	Hass	246	1.80	No	NS
Coles	Hass	275	1.88	Cat	Aus
Coles	Hass	245	1.88	Cat	Aus
Coles	Hass	275	1.88	Cat	Aus
I	Hass	285	2.50	No	NS
I	Hass	280	2.50	No	Aus
I	Hass	305	2.50	No	NS
PERTH					
Woolworths	Hass	180	1.00	Store	Aus
Woolworths	Hass	185	1.28	No	Aus
Coles	Hass	260	1.50	Cat	Aus
Coles	Hass	260	1.50	Cat	Aus
Coles	Hass	260	1.50	Cat	Aus
I	Hass	280	1.69	Store	Aus
IGA	Hass	210	1.75	Store	Aus
IS	Hass	230	1.89	Store	Aus
Woolworths	Hass	200	1.98	Store	Aus
I	Hass	240	1.99	No	NS
I	Hass	250	2.49	No	Aus
IGA	Hass	250	2.49	No	Aus
IGA	Hass	270	2.49	No	Aus
I	Hass	270	2.69	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	275	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

Store Codes

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

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