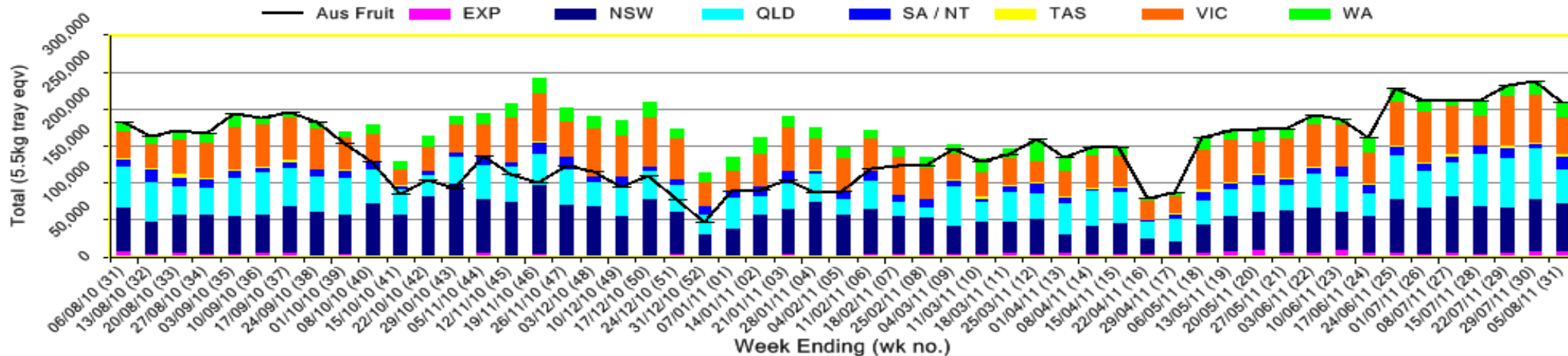


INFOCADO WEEKLY REPORT: 30th July — 5th August 2011 (Wk 31)

Industry Dispatches By Destination State and Count Size : 30th July - 5th August 2011 (Wk 31)

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	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									890	6,122				7,012	303			7,563
NSW	1,358	4,162	6,608	8,049	834	8,839	6,395	2,458	218	38,921	14,305	1,272		65,161				
QLD	999	1,672	4,614	4,072	2,381	3,860	13,010	5,151	250	36,009	4,435	4,662	5,785	45,973				
SA / NT	16	2,422	2,692	5,382	101	667	740	2,488		14,508	1,664	720		17,664				
TAS	237							1,120		1,357	384			2,055				
VIC	1,508	2,244	6,339	12,640	1,423	10,505	1,787	1,910	383	38,739	6,686	2,499		51,349				
WA	52	129	504	1,688		1,822	7,124	1,689	74	13,082	2,830			18,227				
Total	4,170	10,629	20,757	31,831	4,739	25,693	30,176	14,586	7,047	149,628	30,607	9,153	5,785	207,993				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 5,197,166 5.5kg tray eqv



Comments From the CEO

- Volumes into the market fell only slightly last week to 207 993 trays.
- The July Dry Matter report is attached and results are good with most Hass sampled registering over 23%.
- Retail prices in Sydney and Melbourne for Hass are averaging slightly higher than Brisbane and Perth this week.
- The VII World Avocado Congress is on in Cairns 5-9 September 2011, just a few weeks away. Standard registrations are still available at www.worldavocadocongress2011.com



Forecast Data (Week 31 - 35)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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

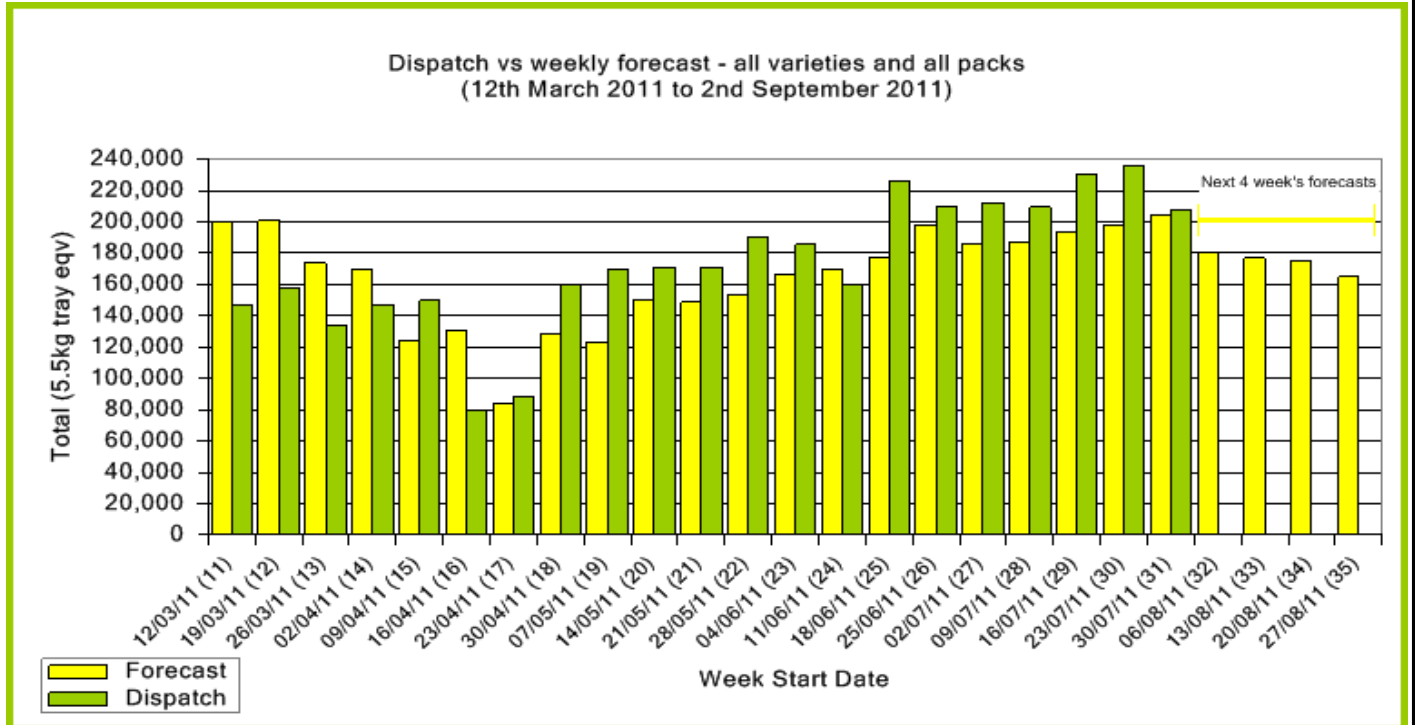
Week 32 - begin 06/08/2011						
Fuerte		296				538
Hass	145,521	12,985	6,000			170,221
Pinkerton	600	100				782
Reed	7,080					7,080
Sharwil	1,400	100				1,582
Wurtz	750	20				786
Week Total	155,351	13,501	6,000			180,989

Week 33 - begin 13/08/2011						
Fuerte		296				538
Hass	145,556	12,270	6,000			168,956
Pinkerton	75					75
Reed	7,060					7,060
Sharwil	75					75
Wurtz	200	10				218
Week Total	152,966	12,576	6,000			176,922

Week 34 - begin 20/08/2011						
Fuerte		208				378
Hass	145,056	11,870	6,000			167,729
Pinkerton	50					50
Reed	7,040					7,040
Sharwil	50					50
Wurtz	150	10				168
Week Total	152,346	12,088	6,000			175,415

Week 35 - begin 27/08/2011						
Hass	134,716	11,960	6,000			157,552
Pinkerton	25					25
Reed	7,020					7,020
Sharwil	161					161
Wurtz	100	5				109
Week Total	142,022	11,965	6,000			164,868

Green shading indicates dispatch data						Yellow shading indicates forecast data
Dispatch Data (Week 31 - begin 30/07/2011)						
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays	
Fuerte		384			698	
Hass	132,037	26,621	9,153	5,785	183,155	
Pinkerton	827	52			922	
Reed	16,182	3,247			22,086	
Sharwil	323	128			556	
Wurtz	258	175			576	
Total	149,627	30,607	9,153	5,785	207,992	



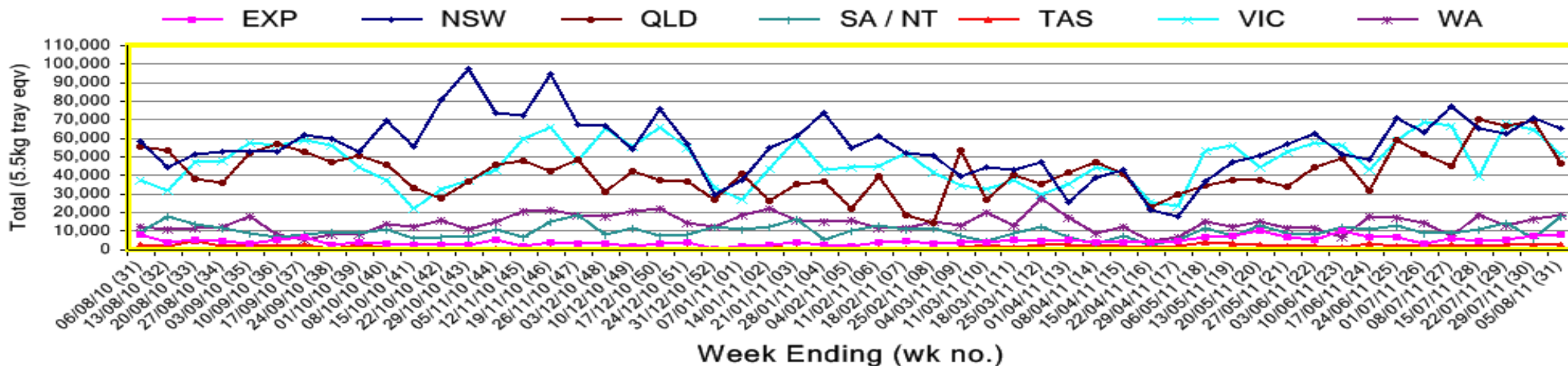
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 5,197,166 5.5kg tray eqv



Week 31 contributors - Packhouses

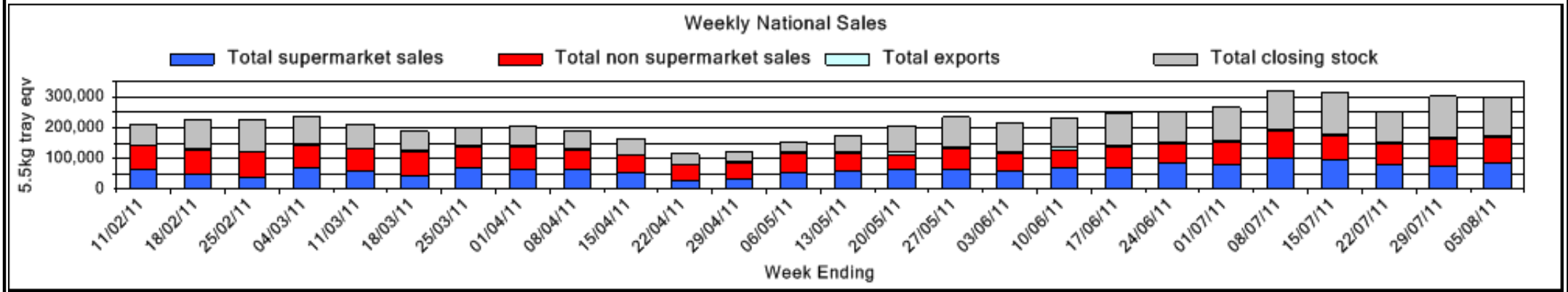
- | | |
|-----------------------------------|---------------------------------------|
| Aussie Orchards Growers & Packers | Green Pear Avocado |
| Avowest | Jirel Holdings |
| Balmoral Orchard | Midcoast Avocados |
| BT & RG Pegg | Mountain Fresh |
| Coastal Avocados | Natures Fruit Company |
| Donovan Family Investment Trust | One Harvest |
| G & C Christensen | Simpson Farms Pty Ltd (Goodwood Home) |
| G & J Krenske | Sunfresh |
| Goodlife Orchards | Sunnyspot Packhouse Pty Ltd |
| Green Nugget Orchards | SuperPak |
| Touchwood Farming | The Avocado Grove |

Week 31 contributors - Wholesalers

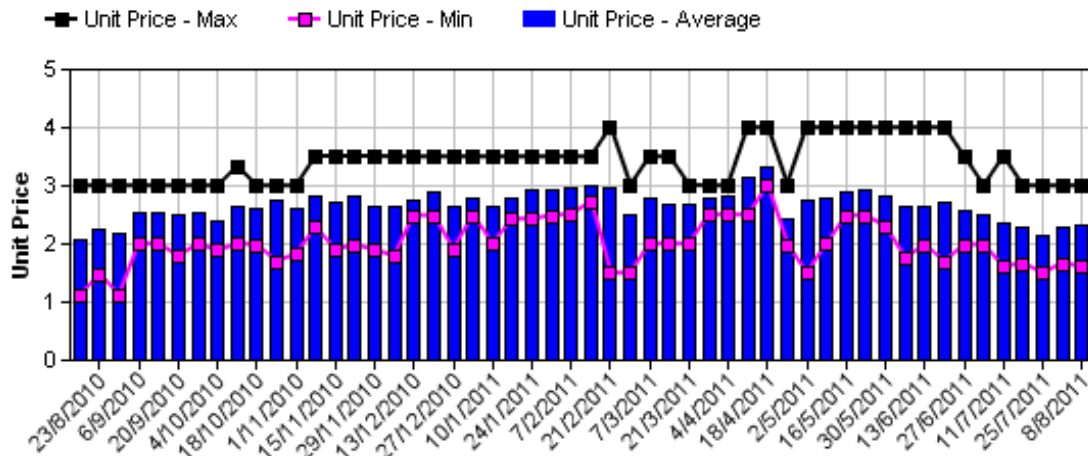
- | | |
|------------------------------------------|-------------------------------------------|
| Allcrops Pty Ltd (Sydney) | Moraitis (Sydney) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane) |
| Barkers (Melbourne) | Romeos Marketing (Brisbane) |
| Costa Farms (Adelaide) | S & B Produce (Sydney) |
| Costa Farms (Brisbane) | 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) | Kelly's (Melbourne) |

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

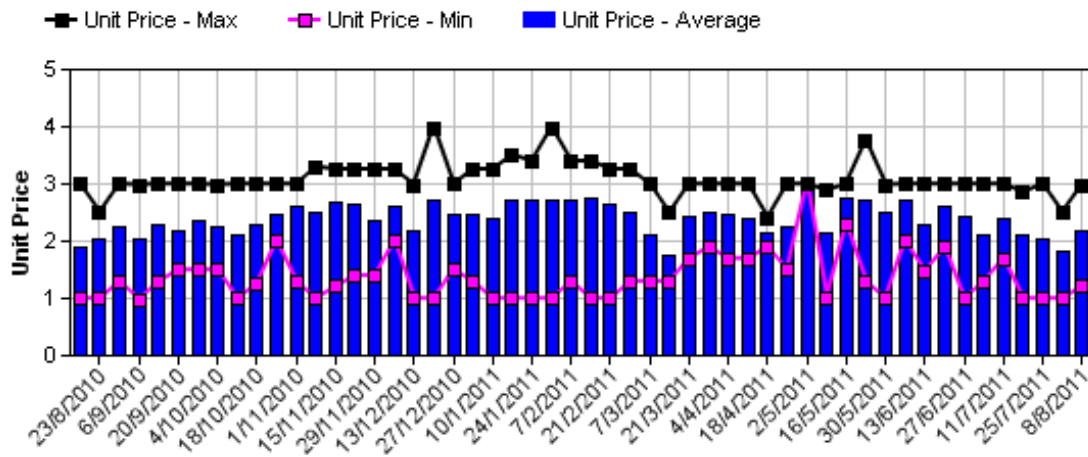
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	14,672		6,001	20,673	96			96	175	1,272			1,272	231	15,078		6,001	21,079
Total non supermarket sales	21,072		1,560	22,632	5,011		125	5,136	9,338						30,183		1,787	31,970
Total exports																		
Total sales	35,744		7,561	43,305	5,107		125	5,232	9,513	1,272			1,272	231	45,261		7,789	53,049
Total Stock on Hand	20,726		1,087	21,813	6,057			6,057	11,013						31,739		1,087	32,826
QLD																		
Total supermarket sales	21,428		2,603	24,031	243		82	325	591	2,742			2,742	499	22,369		2,752	25,120
Total non supermarket sales	11,536		2,331	13,867	1,843		210	2,053	3,733			8,820	8,820	1,604	14,886		4,317	19,203
Total exports	7,012			7,012	303			303	551						7,563			7,563
Total sales	39,976		4,934	44,909	2,389		292	2,681	4,875	2,742		8,820	11,562	2,102	44,818		7,068	51,886
Total Stock on Hand	19,347		2,413	21,760	1,301		438	1,739	3,162			15,300	15,300	2,782	21,712		5,991	27,703
SA & TAS																		
Total supermarket sales	6,670		4,725	11,395	336		618	954	1,735	720			720	131	7,412		5,849	13,261
Total non supermarket sales	3,090		66	3,156	772			772	1,404						4,494		66	4,560
Total exports																		
Total sales	9,760		4,791	14,551	1,108		618	1,726	3,138	720			720	131	11,905		5,915	17,820
Total Stock on Hand	12,700		2,095	14,795	1,745		818	2,563	4,660						15,873		3,582	19,455
VIC																		
Total supermarket sales	15,669		1,416	17,084	2,557		96	2,653	4,824	2,499			2,499	454	20,772		1,590	22,362
Total non supermarket sales	8,942		5,915	14,857	2,191		251	2,442	4,440	48		13	61	11	12,935		6,374	19,308
Total exports																		
Total sales	24,611		7,331	31,942	4,748		347	5,095	9,264	2,547		13	2,560	465	33,707		7,964	41,671
Total Stock on Hand	23,290		3,609	26,899	2,655		26	2,681	4,875	42		1	43	8	28,124		3,656	31,781
WA																		
Total supermarket sales	5,781			5,781											5,781			5,781
Total non supermarket sales	3,114		154	3,268	1,425		6	1,431	2,602						5,705		165	5,870
Total exports																		
Total sales	8,895		154	9,049	1,425		6	1,431	2,602						11,486		165	11,651
Total Stock on Hand	4,282		87	4,369	1,888		20	1,908	3,469						7,715		123	7,838
Total																		
Total supermarket sales	64,220		14,745	78,965	3,232		796	4,028	7,324	7,233			7,233	1,315	71,411		16,192	87,603
Total non supermarket sales	47,754		10,026	57,780	11,242		592	11,834	21,516	48		8,833	8,881	1,615	68,203		12,708	80,911
Total exports	7,012			7,012	303			303	551						7,563			7,563
Total sales	118,986		24,771	143,757	14,777		1,388	16,165	29,391	7,281		8,833	16,114	2,930	147,177		28,901	176,077
Total Stock on Hand	80,344		9,291	89,635	13,646		1,302	14,948	27,178	42		15,301	15,343	2,790	105,163		14,440	119,603



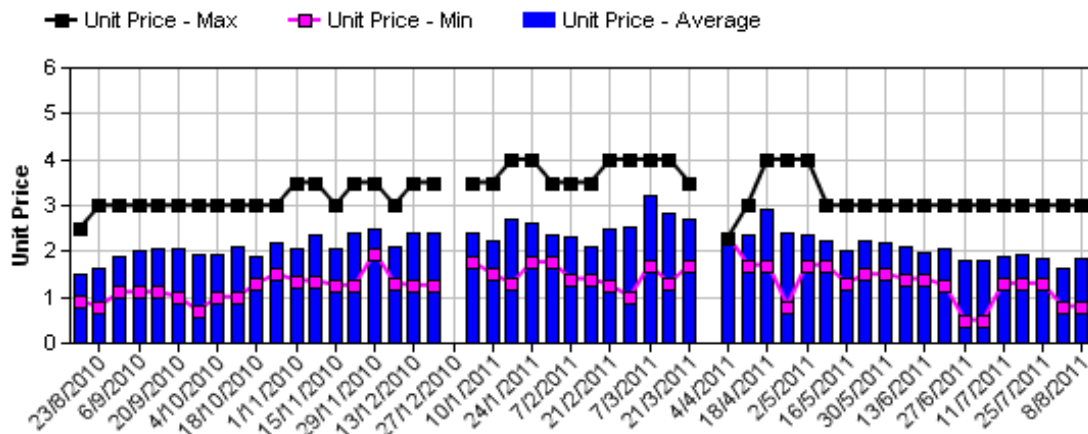
Hass Avocado Average Retail Prices - Sydney



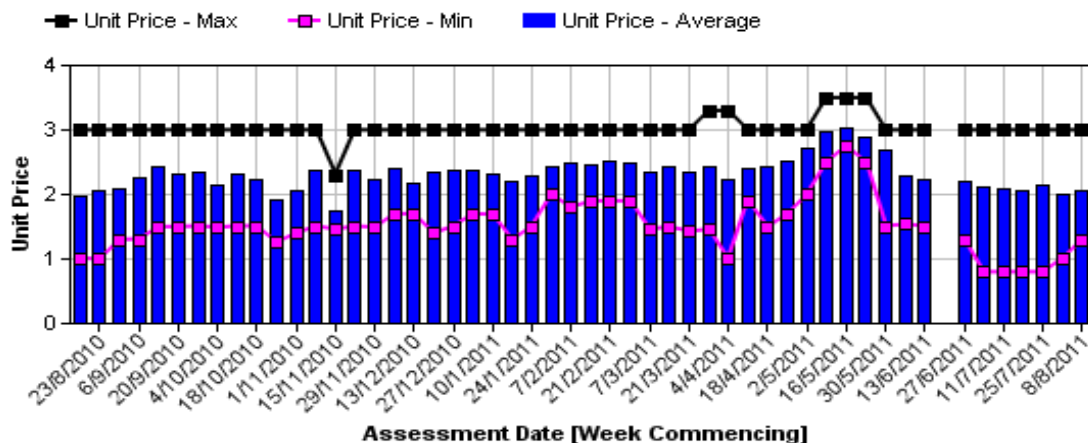
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

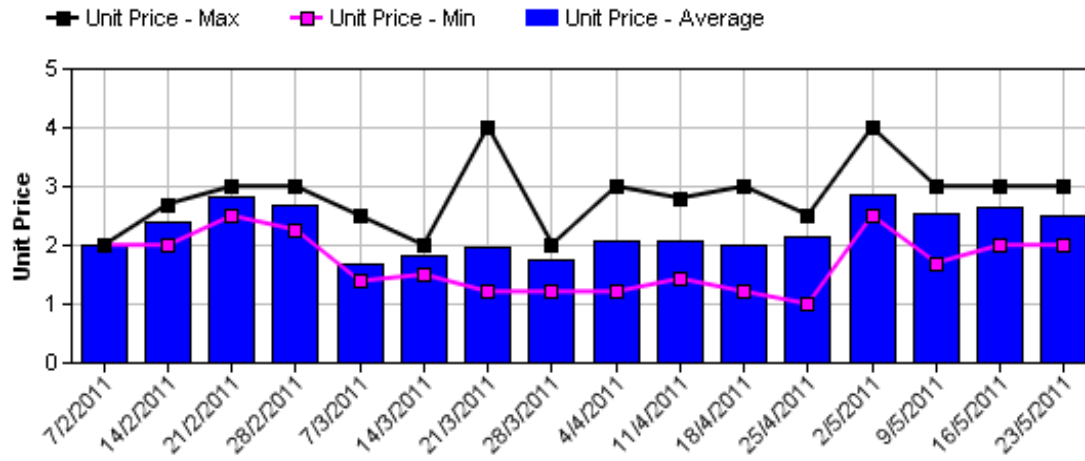


Hass Avocado Average Retail Prices - Perth

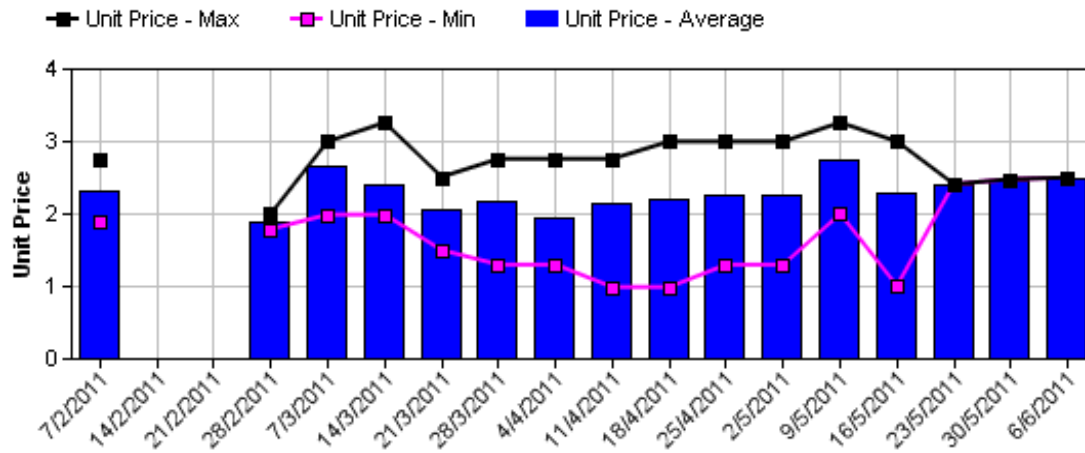


Assessment Date [Week Commencing]

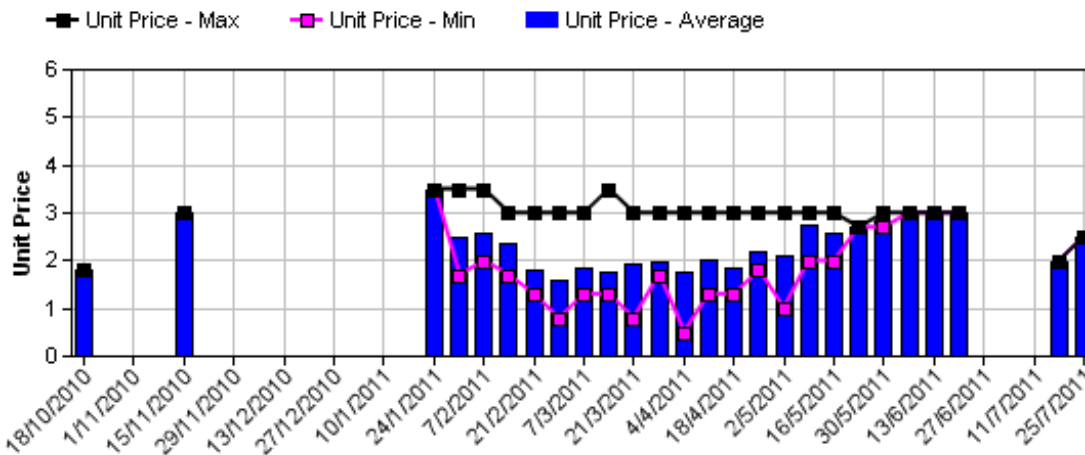
Shepard Avocado Average Retail Prices - Sydney



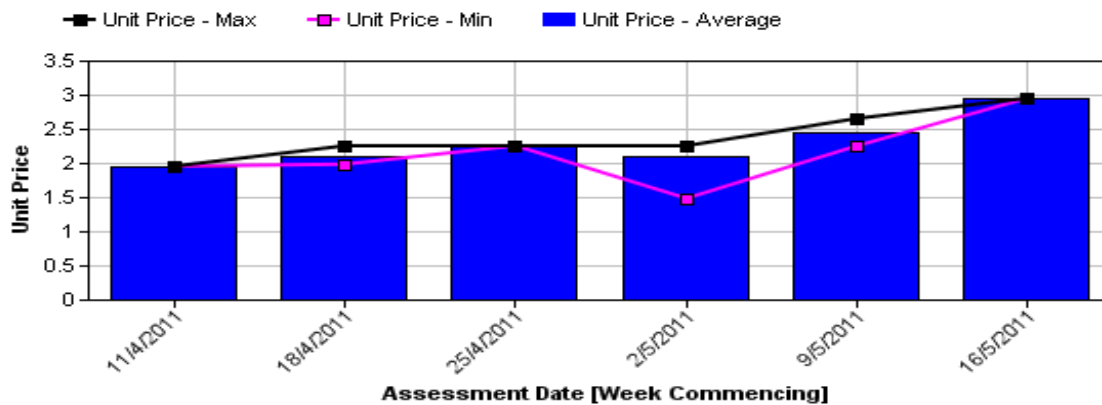
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 8th August 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	280	1.60	Cat	Aus
Coles	Hass	265	1.60	Cat	Aus
Woolworths	Hass	250	1.98	Store	Aus
Coles	Reed	445	1.98	No	Aus
Woolworths	Hass	290	1.98	No	Aus
Woolworths	Hass	230	1.98	No	Aus
I	Hass	270	1.99	No	Aus
IGA	Hass	200	2.29	No	NZ
Foodworks	Hass	310	2.49	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	290	2.50	No	Aus
I	Hass	335	2.50	No	Aus
I	Hass	265	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	310	2.99	No	Aus
BRISBANE					
I	Hass	160	0.79	Store	Aus
I	Hass	245	0.79	Store	Aus
I	Reed	510	0.79	Store	Aus
IGA	Hass	150	0.89	Store	Aus
Woolworths	Hass	240	0.98	Store	Aus
I	Hass	240	1.49	Store	Aus
Woolworths	Hass	200	1.75	No	Aus
IGA	Hass	200	1.75	No	NS
Woolworths	Hass	200	1.75	No	Aus
Coles	Hass	245	1.95	Store	Aus
Coles	Hass	260	1.95	Store	Aus
IGA	Hass	200	1.99	No	Aus
I	Wurtz	335	2.29	Store	Aus
Coles	Hass	200	2.49	No	Aus
I	Wurtz	250	2.49	No	Aus
I	Wurtz	335	2.99	Store	Aus
I	Hass	360	2.99	Store	Aus
I	Hass	250	2.99	Store	Aus
I	Wurtz	250	2.99	Store	NS
I	Hass	325	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	225	1.20	No	Aus
I	Hass	235	1.49	No	NS
Coles	Hass	275	1.88	Cat	Aus
Coles	Hass	250	1.88	Cat	Aus
Coles	Hass	330	1.88	Cat	Aus
Coles	Reed	405	1.88	No	Aus
I	Hass	240	1.99	No	NS
IS	Hass	235	1.99	No	NS
Safeway	Hass	260	2.48	No	Aus
Safeway	Hass	270	2.48	No	Aus
Safeway	Hass	240	2.48	No	Aus
IGA	Hass	275	2.49	No	Aus
I	Hass	265	2.49	No	Aus
I	Hass	275	2.50	No	NS
I	Hass	300	2.50	No	NS
I	Hass	255	2.98	No	Aus
PERTH					
IS	Hass	215	1.29	Store	Aus
Woolworths	Hass	200	1.45	Cat	Aus
Woolworths	Hass	215	1.45	Cat	Aus
Woolworths	Hass	200	1.45	Cat	Aus
I	Hass	250	1.69	Store	Aus
Coles	Hass	240	1.75	No	Aus
IGA	Hass	210	1.75	Store	Aus
Coles	Hass	220	1.75	No	Aus
Coles	Hass	230	1.75	No	Aus
I	Hass	230	1.99	No	NS
I	Hass	245	2.49	No	Aus
IGA	Hass	240	2.49	No	Aus
IGA	Hass	280	2.49	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	270	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



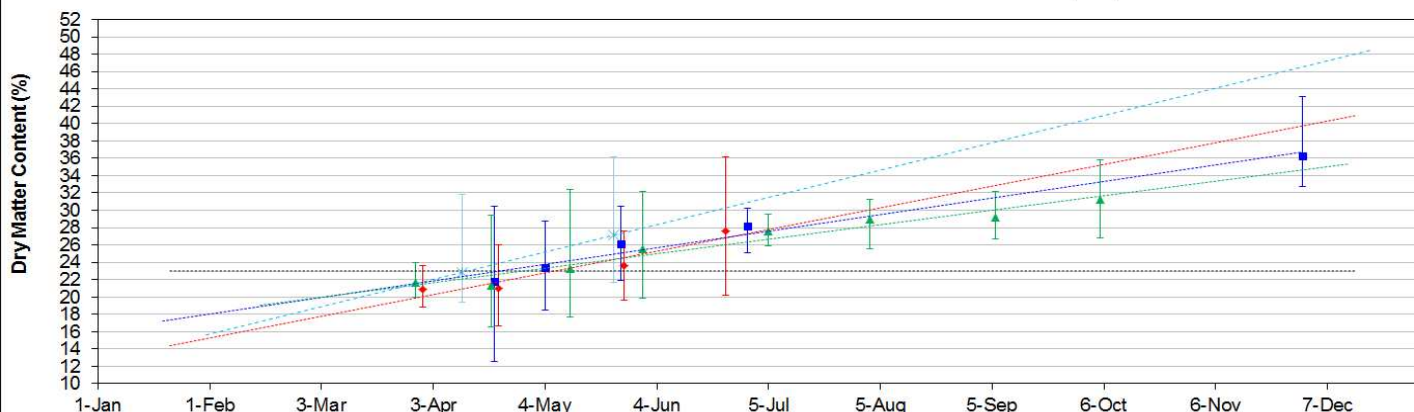
Avocado DM Content Report

Fruit collected 25th July 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%		0%		
18.1%-20.9%			4%			2%		1%		
21%-22.9%			3%			4%		0%		
23%-28%			14%			29%		10%		
27.1%-40%			19%			14%		9%		
>40%			0%			1%		0%		

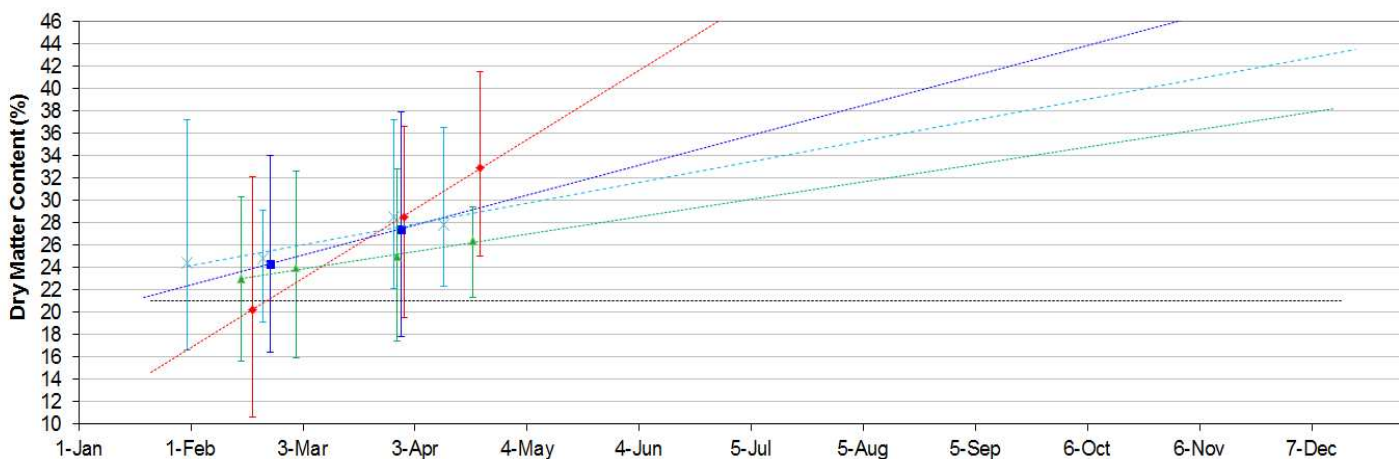
Average DM Content - North Qld (Hass) as of 25th July 2011

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



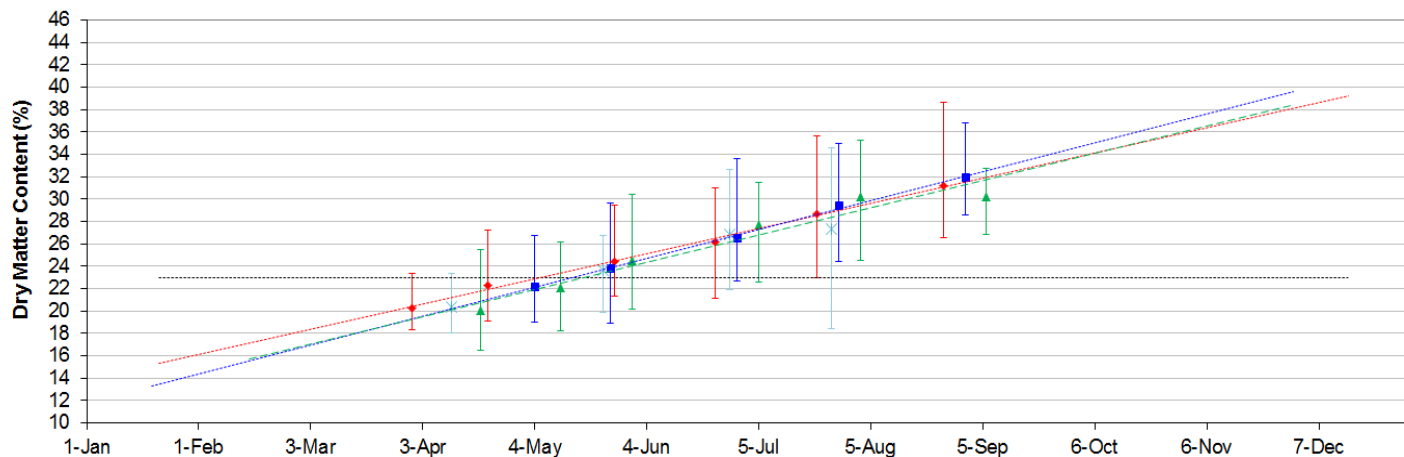
Average DM Content - North Qld (Shepard) as of 25th July 2011

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

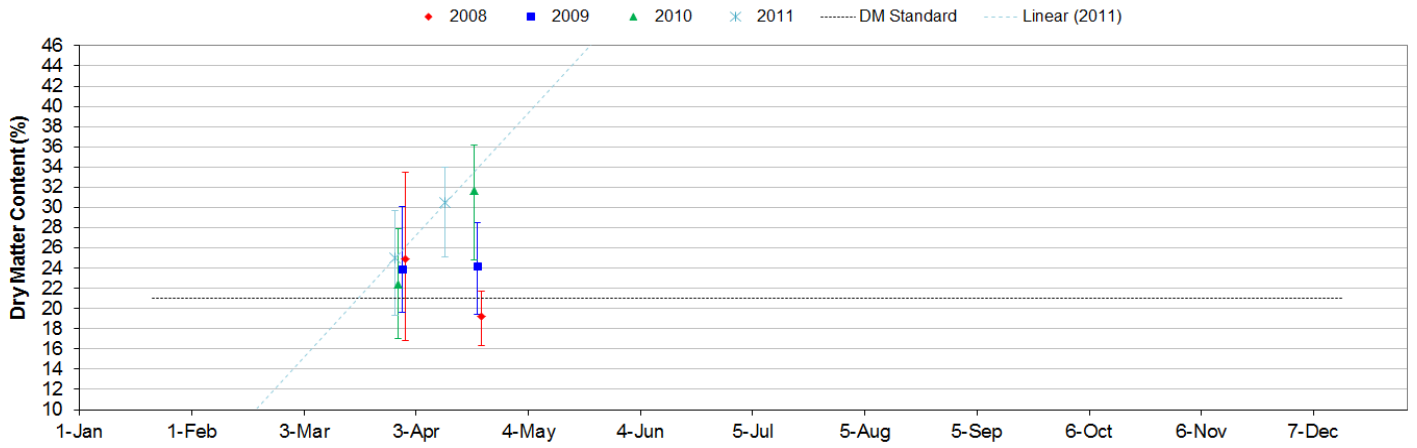


Average DM Content - Central Qld (Hass) as of 25th July 2011

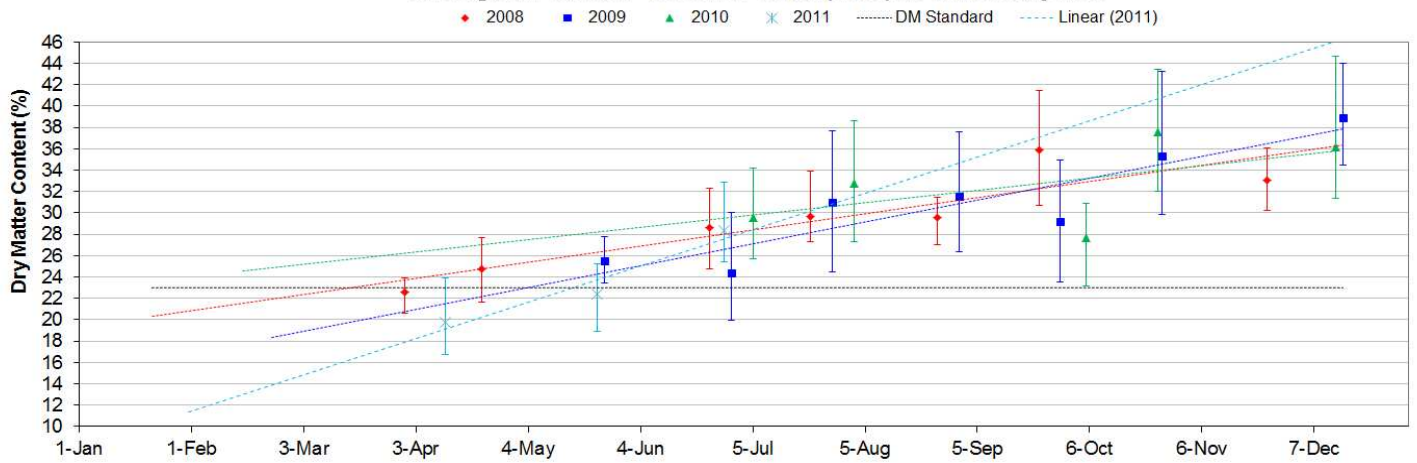
♦ 2008 ■ 2009 ▲ 2010 ✕ 2011 ----- DM Standard



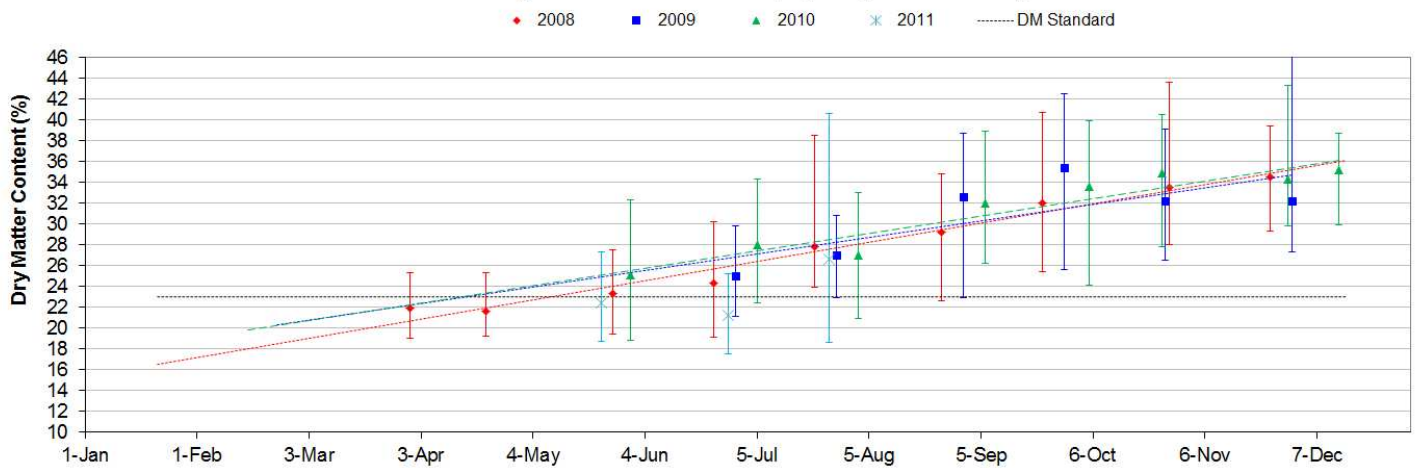
Average DM Content - Central Qld (Shepard) as of 25th July 2011



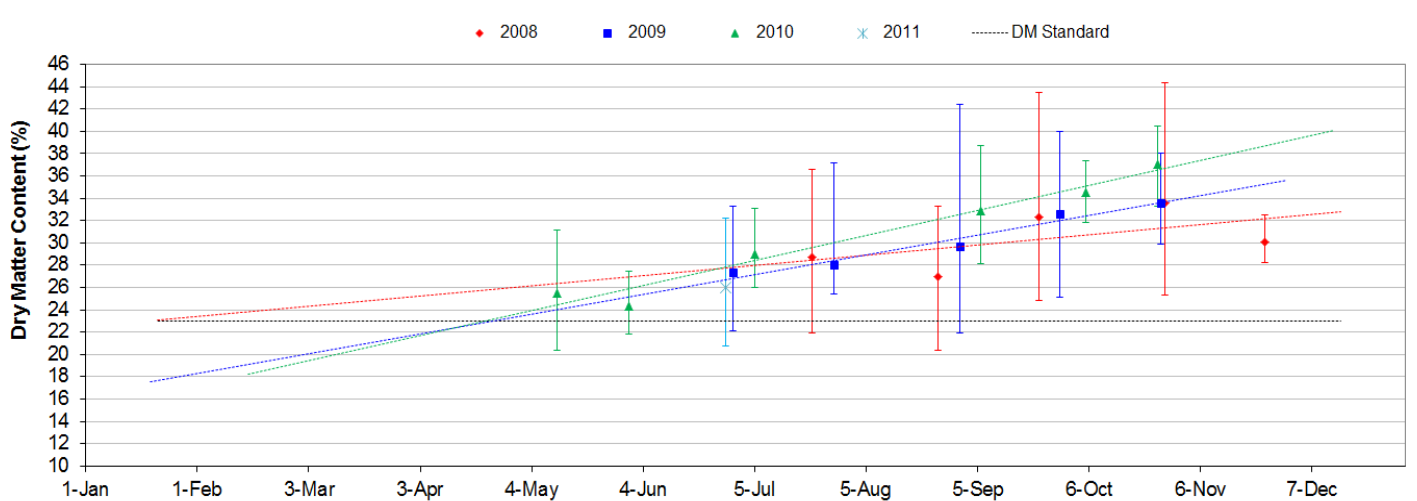
Average DM Content - Sunshine Coast (Hass) as of 25th July 2011



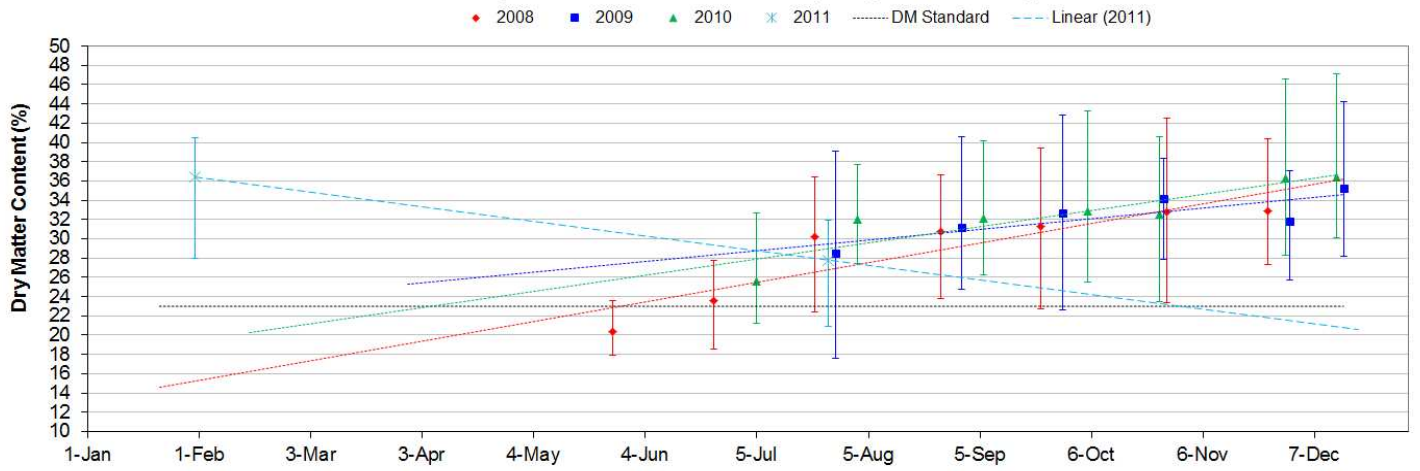
Average DM Content - South Qld (Hass) as of 25th July 2011



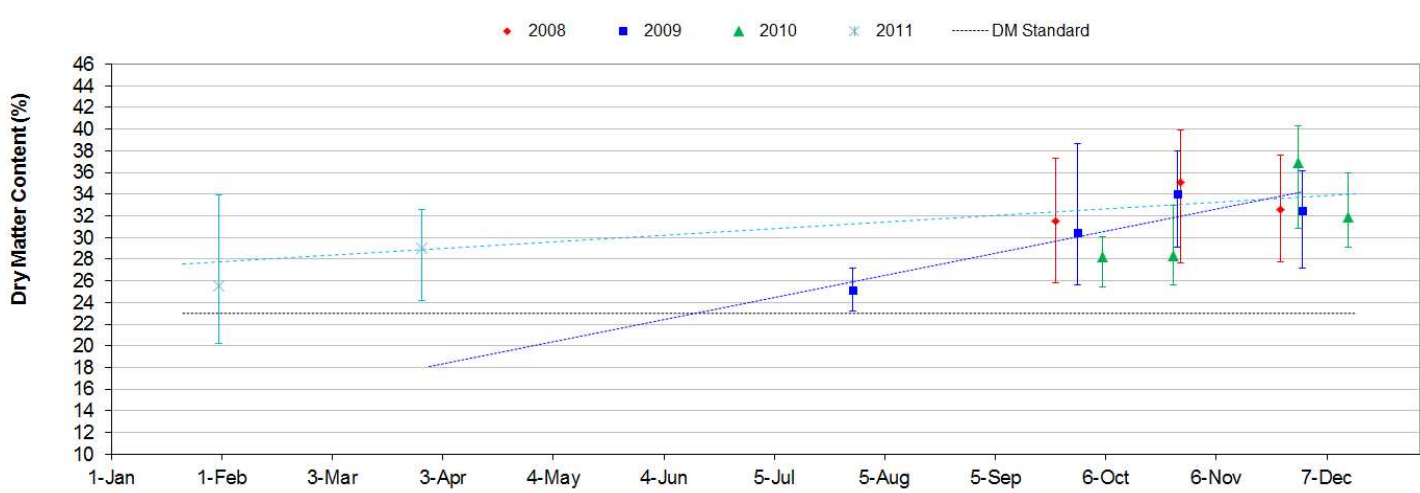
Average DM Content - Northern NSW (Hass) as of 25th July 2011



Average DM Content - Central NSW (Hass) as of 25th July 2011



Average DM Content - Tristate (Hass) as of 25th July 2011



Average DM Content - WA (Hass) as of 25th July 2011

