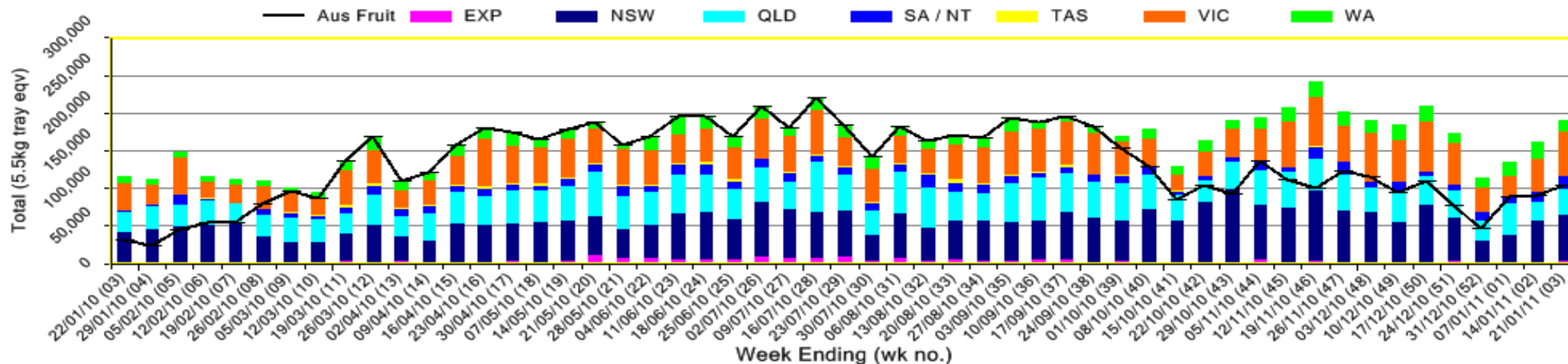


INFOCADO WEEKLY REPORT: 15th - 21st January 2010 (Wk 3)

Industry Dispatches By Destination State and Count Size : 15th January - 21st January 2011 (Wk 3)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									1,688	478	2,166	868		3,744
NSW	169	3,899	7,459	11,631	250	9,239	11,622	3,601	3,758	51,628	3,978	11,520	60,956	
QLD	2	1,716	4,530	7,257	141	5,813	7,191	4,857	3,021	34,528	174		34,844	
SA / NT	103	124	1,567	2,478		660	6,004	1,784	681	13,401	1,332	3,000	16,368	
VIC	311	4,739	7,872	14,065		11,956	11,190	3,249	3,739	57,121	1,233		59,363	
WA		365	586	2,415		3,512	3,841	1,163	199	12,081	1,760	2,500	15,736	
Total	585	10,843	22,014	37,846	391	31,180	39,848	16,342	11,876	170,925	9,345	17,020	191,011	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 487,876 5.5kg tray eqv



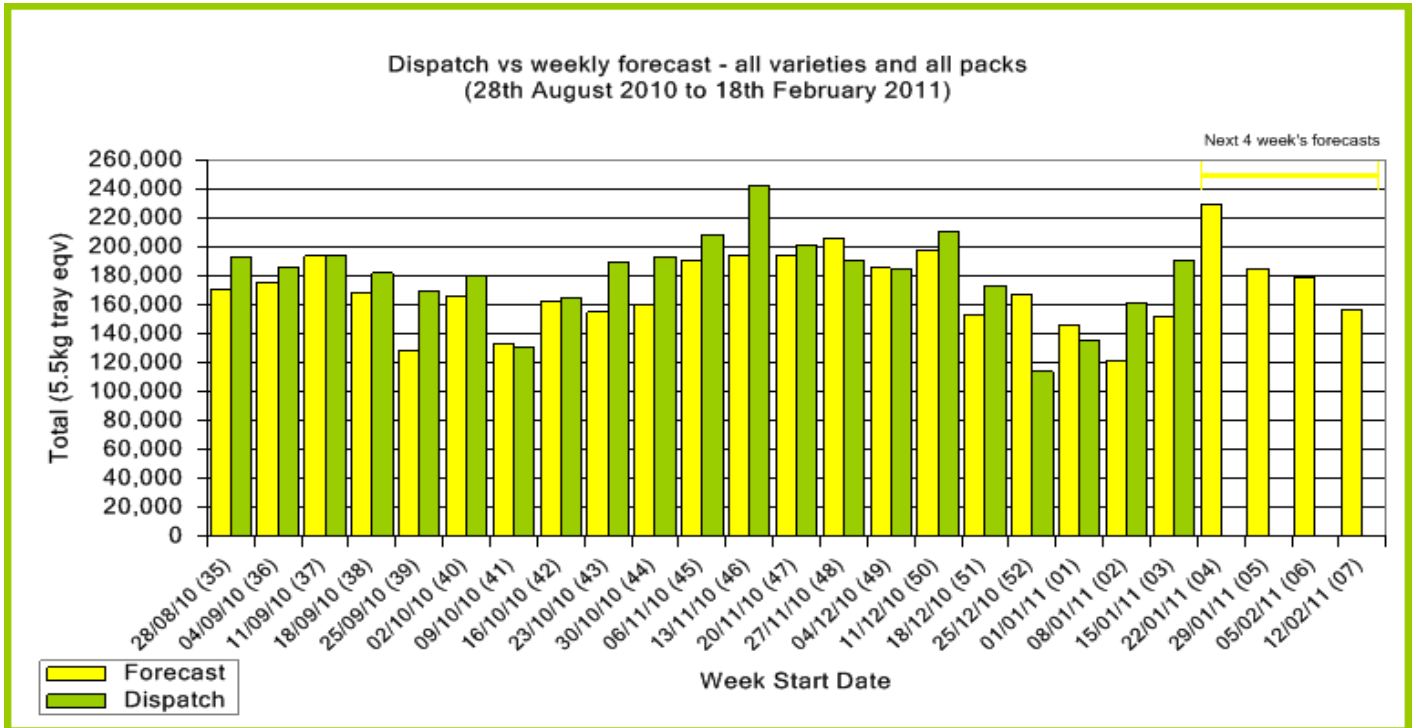
Comments From the CEO

- There are still significant volumes of Hass to flow through the market in the next four weeks and there is also now Shepard available with more coming from North Queensland in the weeks to come.
- Low levels of closing stock on hand in the markets will assist in the flow of that fruit.
- As would be expected retail prices remain quite steady as compared with this time last year with only a very slight increase in the average price over the last couple of weeks.



Forecast Data (Week 3 - 7)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 3 - begin 15/01/2011					
Gwen	1,200	150			1,473
Hass	129,151	9,770	5,500		147,915
Lamb Hass	500	80			645
Reed	250	50			341
Shepard	1,500	100		200	1,718
Week Total	132,601	10,150	5,500	200	152,092
Week 4 - begin 22/01/2011					
Gwen	800	120			1,018
Hass	202,709	9,860	5,500		221,636
Lamb Hass	600	60			709
Reed	250	50			341
Shepard	5,000	500		500	6,000
Week Total	209,359	10,590	5,500	500	229,705
Week 5 - begin 29/01/2011					
Gwen	800	150			1,073
Hass	146,096	8,840	5,500		163,169
Lamb Hass	500	60			609
Reed	450	100			632
Shepard	17,100	1,400		1,500	19,918
Week Total	164,946	10,550	5,500	1,500	185,401
Week 6 - begin 05/02/2011					
Gwen	200	20			236
Hass	131,216	8,275	5,500		147,261
Lamb Hass	500	50			591
Reed	500	100			682
Shepard	25,827	2,200		1,500	30,100
Week Total	158,243	10,645	5,500	1,500	178,871
Week 7 - begin 12/02/2011					
Hass	111,400	8,235	5,500		127,373
Shepard	25,877	1,800		1,500	29,423
Week Total	137,277	10,035	5,500	1,500	156,795

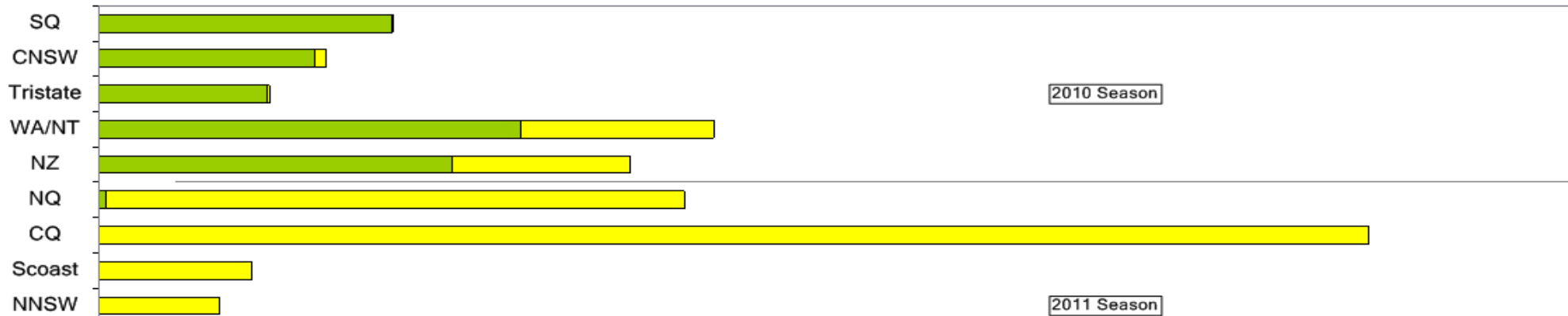
Green shading indicates dispatch data					Yellow shading indicates forecast data			
Dispatch Data (Week 3 - begin 15/01/2011)								
Variety	Trays		Bulk		P/PK		5.5Kg Eqv	
	5.5Kg Eqv		10Kg		Kg		Total Trays	
Gwen	1,199		155				1,481	
Hass	167,763		9,026		17,020		187,269	
Lamb Hass	1,343		110				1,543	
Reed	193		54				291	
Shepard	427						427	
Total	170,925		9,345		17,020		191,011	



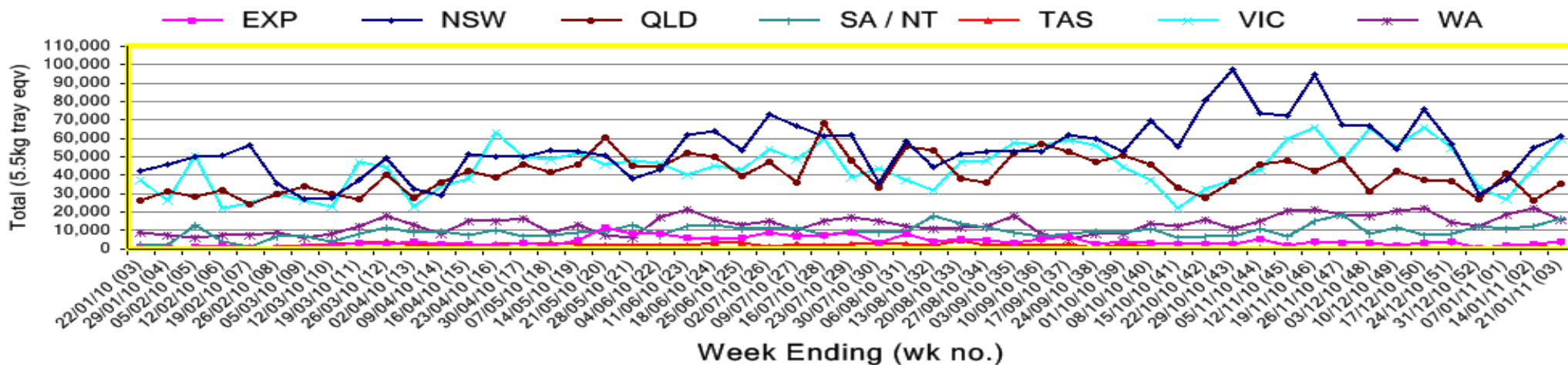
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	207,891				1,298,008
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	436,064	207,891				1,346,240

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 = 487,876 5.5kg tray eqv



Week 3 contributors - Packhouses

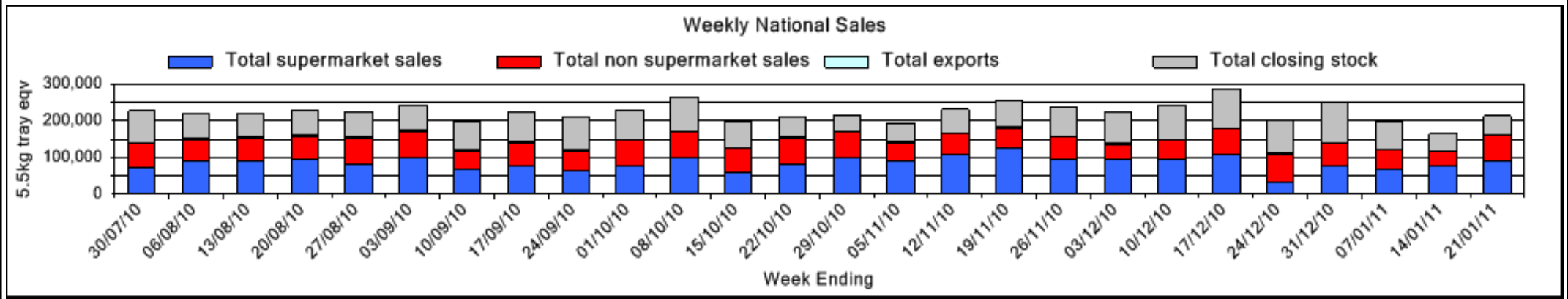
Advance Packing & Marketing Services	Hilltop Mareeba
Ashbourne Hills Avocados	Kulnura Ambrosia Avocados
Aussie Orchards Growers & Packers	Mariners Rest
Avonova	Midcoast Avocados
C F Fechner	Natures Fruit Company
Chinoola Orchards	NZ Avocado Industry Council
Coastal Avocados	R & M Waterman
Delroy Orchards	Sunfresh

Week 3 contributors - Wholesalers

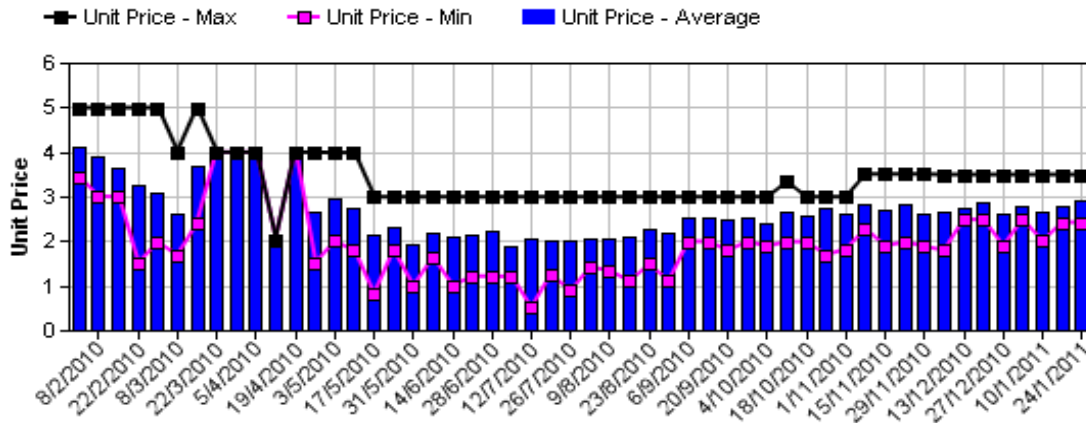
Allcrops Pty Ltd (Sydney)	Moraitis (Sydney)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Romeos (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Melbourne)
Exotic Fruit Traders (Sydney)	United Fresh (Adelaide)

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

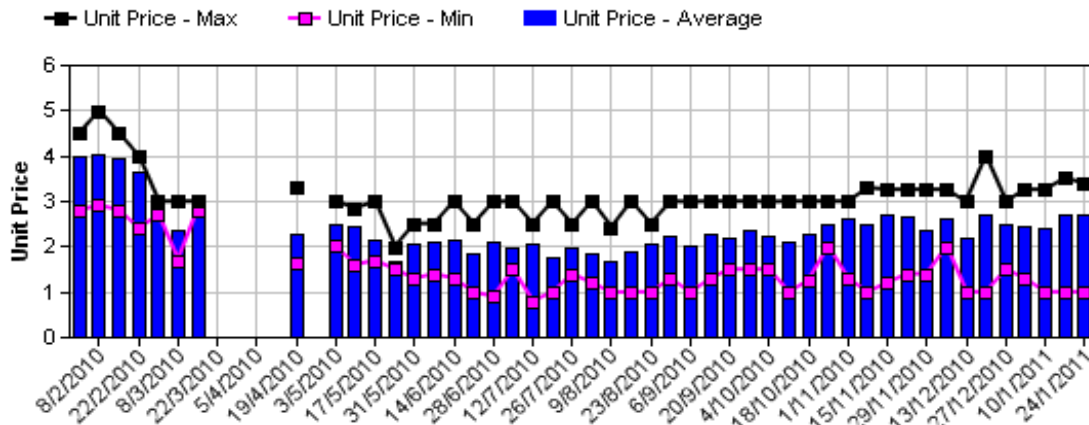
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	20,277			20,277	384			384	698						20,975			20,975
Total non supermarket sales	14,806		639	15,445	1,875		18	1,893	3,442						18,215		672	18,887
Total exports																		
Total sales	35,083		639	35,722	2,259		18	2,277	4,140						39,190		672	39,862
Total Stock on Hand	5,519			5,519	432			432	785						6,304			6,304
QLD																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports																		
Total sales	48,040			48,040	100			100	182						48,222			48,222
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	9,921			9,921	485			485	882						10,803			10,803
Total non supermarket sales	4,730		297	5,027	902		73	975	1,773						6,370		430	6,800
Total exports																		
Total sales	14,651		297	14,948	1,387		73	1,460	2,655						17,173		430	17,603
Total Stock on Hand	14,050		1,575	15,625	1,899		38	1,937	3,522						17,503		1,644	19,147
VIC																		
Total supermarket sales	32,881			32,881											32,881			32,881
Total non supermarket sales	7,675		120	7,795	3,106			3,106	5,647	26			26	5	13,327		120	13,447
Total exports																		
Total sales	40,556		120	40,676	3,106			3,106	5,647	26			26	5	46,208		120	46,328
Total Stock on Hand	7,025		1,131	8,156	3,665		82	3,747	6,813						13,689		1,280	14,969
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	9,142			9,142	1,510			1,510	2,745	176			176	32	11,920			11,920
Total Stock on Hand																		
Total																		
Total supermarket sales	89,681			89,681	871			871	1,584	176			176	32	91,297			91,297
Total non supermarket sales	55,625		1,056	56,681	6,623		91	6,714	12,207	26			26	5	67,671		1,221	68,893
Total exports	2,166			2,166	868			868	1,578						3,744			3,744
Total sales	147,472		1,056	148,528	8,362		91	8,453	15,369	202			202	37	162,712		1,221	163,934
Total Stock on Hand	34,658		2,706	37,364	6,561		120	6,681	12,147						46,587		2,924	49,511



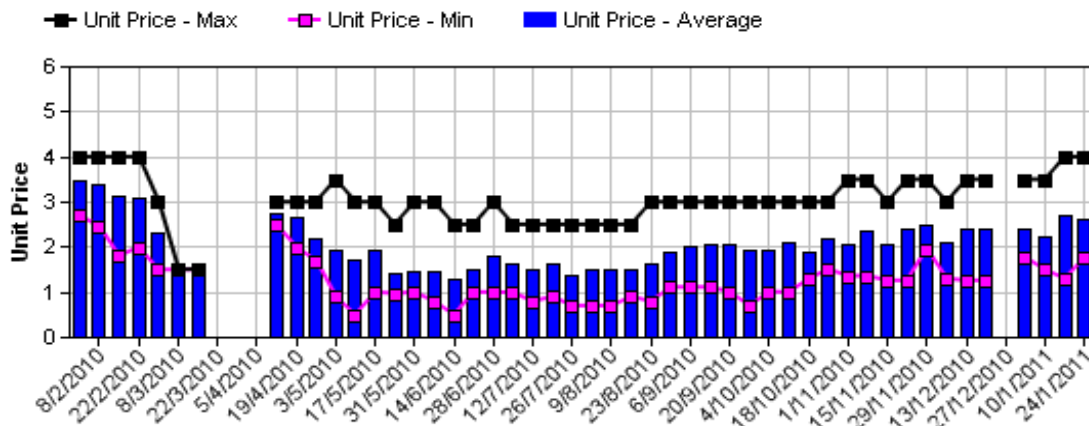
Hass Avocado Average Retail Prices - Sydney



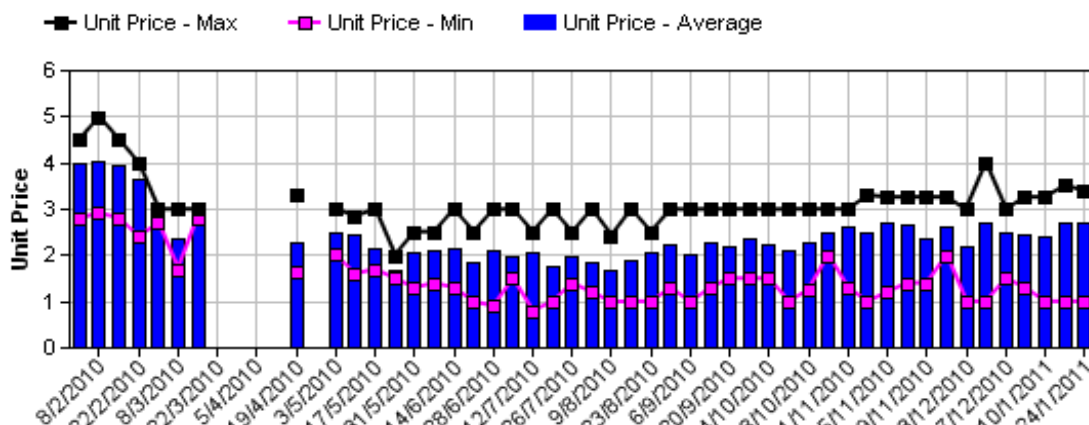
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

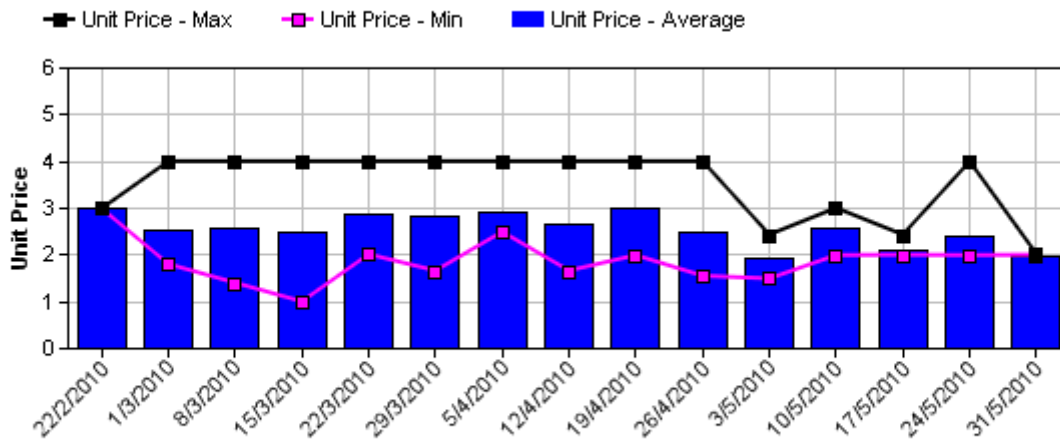


Hass Avocado Average Retail Prices - Melbourne

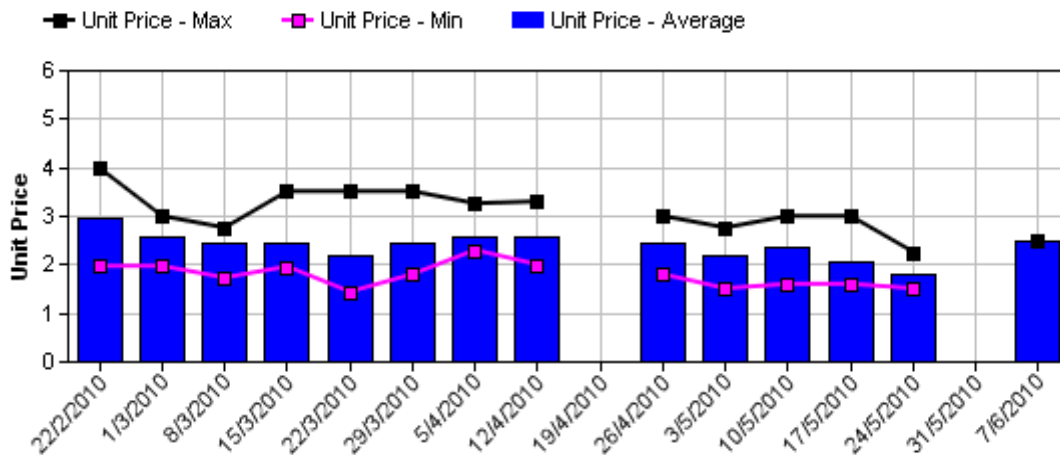


Assessment Date [Week Commencing]

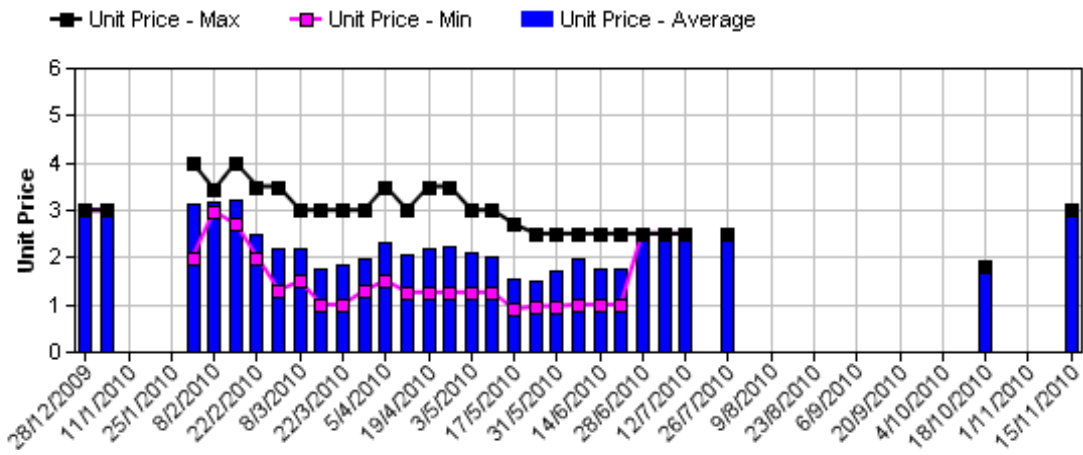
Shepard Avocado Average Retail Prices - Sydney



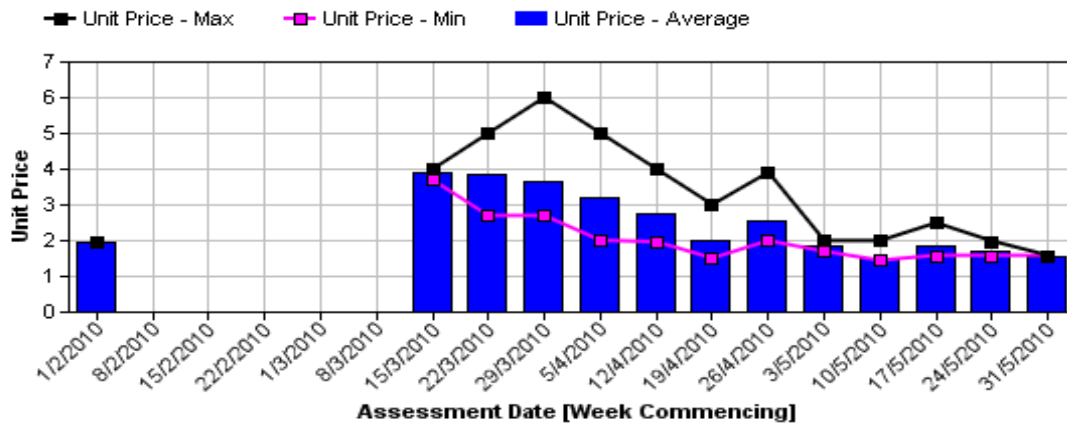
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 24th January 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	245	2.42	No	Mixed
Woolworths	Hass	280	2.42	No	Mixed
Woolworths	Hass	270	2.42	No	Mixed
Coles	Hass	285	2.48	No	Mixed
Coles	Hass	240	2.48	No	Mixed
Coles	Hass	260	2.48	No	Mixed
I	Hass	265	2.69	No	Aus
I	Hass	270	2.99	No	Aus
Foodworks	Hass	265	2.99	No	Aus
I	Reed	495	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Reed	380	2.99	No	Aus
I	Reed	475	2.99	No	Aus
I	Reed	480	2.99	No	Aus
IGA	Hass	230	2.99	No	Aus
I	Reed	440	2.99	No	Aus
I	Reed	395	3.49	No	Aus
I	Hass	280	3.49	No	Aus
I	Hass	300	3.49	No	Aus
I	Hass	305	3.49	No	Aus
IGA	Hass	240	3.49	No	NZ
I	Hass	310	3.49	No	Aus
BRISBANE					
Woolworths	Hass	195	1.76	No	Mixed
Woolworths	Hass	200	1.76	No	Mixed
Woolworths	Hass	190	1.76	No	Mixed
I	Hass	250	1.99	No	Aus
Coles	Hass	195	1.99	No	NZ
Coles	Hass	170	1.99	No	Mixed
Coles	Hass	200	1.99	No	NZ
I	Hass	240	1.99	Store	NS
IGA	Hass	190	2.99	No	Aus
IGA	Hass	200	2.99	No	Aus
IGA	Hass	190	2.99	No	NZ
I	Hass	290	2.99	No	NZ
I	Shepard	280	3.49	No	Aus
I	Shepard	260	3.49	No	Aus
I	Hass	285	3.49	Store	NS
I	Hass	210	3.49	No	NS
I	Hass	270	3.99	Store	Aus
I	Hass	265	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	0.99	No	NS
I	Hass	204	2.40	No	NS
Coles	Hass	290	2.48	No	NZ
Coles	Hass	285	2.48	No	NZ
Safeway	Hass	245	2.48	No	Mixed
Coles	Hass	295	2.48	No	NS
IS	Hass	255	2.69	No	NS
I	Hass	280	2.89	No	NS
Safeway	Hass	265	2.95	No	NZ
Safeway	Hass	335	2.95	No	Aus
I	Hass	265	2.98	No	Aus
IGA	Hass	270	2.99	No	Aus
I	Hass	300	3.25	No	NS
I	Hass	295	3.25	No	NS
I	Hass	255	3.39	No	Aus
PERTH					
IGA	Hass	195	1.50	Cat	NS
IS	Hass	240	1.50	Cat	NS
I	Hass	230	1.99	No	Aus
IS	Hass	230	1.99	Store	Aus
Coles	Hass	230	2.25	No	Aus
Coles	Hass	235	2.25	No	Aus
Woolworths	Hass	200	2.25	Store	Aus
Coles	Hass	230	2.25	No	Aus
Woolworths	Hass	220	2.25	Store	Aus
Woolworths	Hass	230	2.25	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	235	2.5	No	Aus
IGA	Hass	280	2.99	No	Aus
I	Hass	285	2.99	No	Aus
I	Hass	325	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
 Mixed = display sign indicates fruit is from multiple origins

Store Codes

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