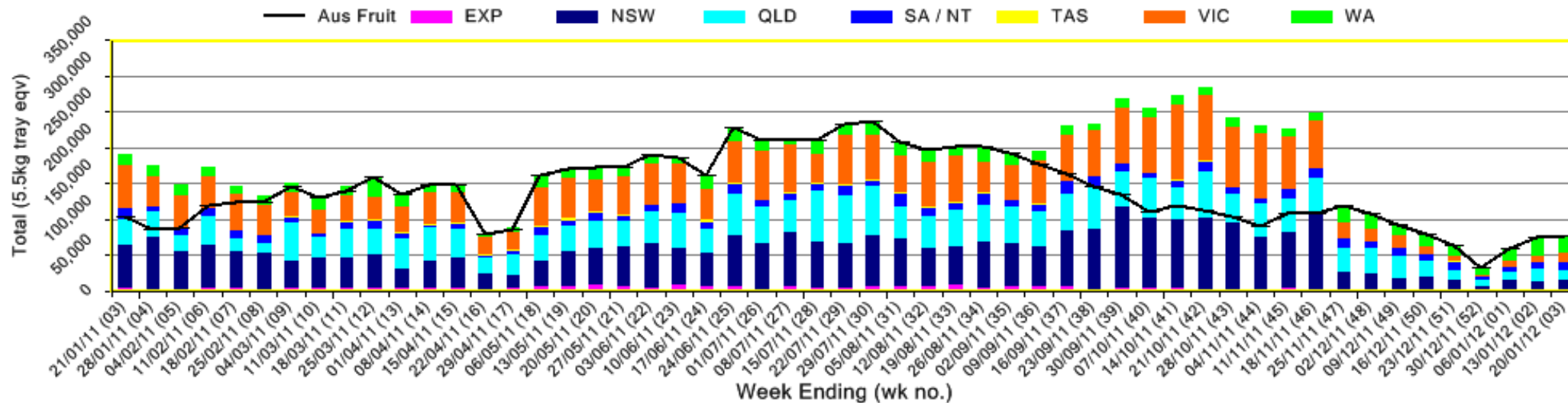


INFOCADO WEEKLY REPORT: 14th - 20th January 2012 (Wk 3)

Industry Dispatches By Destination State and Count Size : 14th January - 20th January 2012 (Wk 3)

Dest. State	5.5kg									Trays - Total	Bulk	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Total
EXP								980	800	1,780	192	2,129
NSW	1,028	2,307	2,829	2,630		1,544	774	675		11,787	921	13,462
QLD	730	1,052	2,273	1,464	608	1,551	2,069	512		10,259	1,940	13,786
SA / NT	283	469	2,901	3,871	21	1,073	559	802	86	10,065	974	11,836
VIC	971	2,196	2,392	3,081	10	1,106	572	435	57	10,820	1,097	12,815
WA	389	946	1,825	4,028		4,814	4,244	1,132	27	17,405	2,326	21,634
Total	3,401	6,970	12,220	15,074	639	10,088	8,218	4,536	970	62,116	7,450	75,661

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 206,458 5.5kg tray eqv



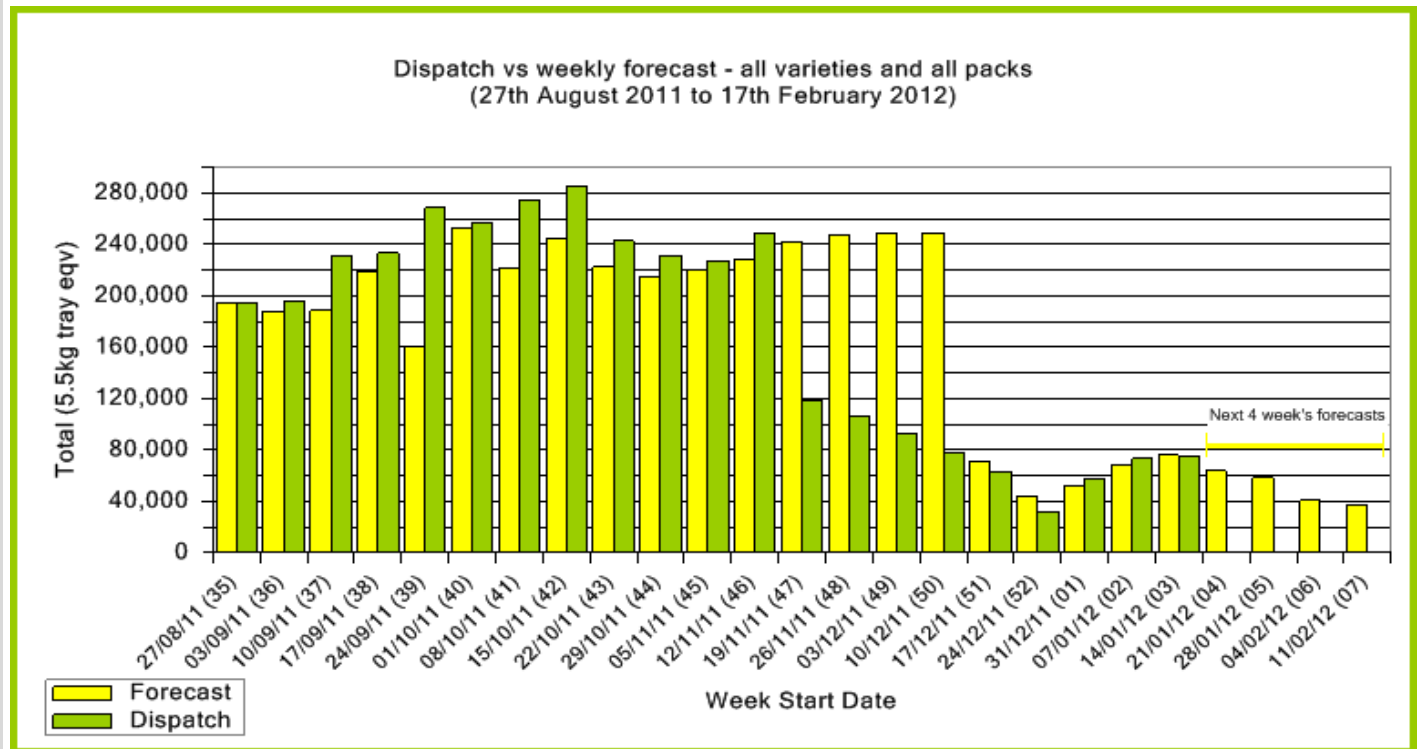
CEO Comments

- NZ forecasts and dispatches are not included in this report. The most up to date import data has been included on page 2 and has been sourced from Australia Customs records.
- The January Quarterly Report will be distributed shortly and will include NZ export data sourced from Australian Customs records.
- The NQ Shepard season has started and fruit is already being seen in independent green grocers and supermarkets. Growers are urged to make sure the fruit reaches a Dry Matter reading of 21% or above before sending it to market. Instructions on how to conduct Dry Matter tests at home are included at the back of this report.



Forecast Data (Week 3 - 7)				
Variety	Trays - Total	Bulk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 3 - begin 14/01/2012				
Gwen	250		850	405
Hass	54,244	7,540		67,953
Lamb Hass	2,000	400		2,727
Reed	3,789			3,789
Shepard	1,000			1,000
Week Total	61,283	7,940	850	75,874
Week 4 - begin 21/01/2012				
Gwen	2,200	450		3,018
Hass	42,573	5,518		52,606
Lamb Hass	4,900	450		5,718
Reed	1,447			1,447
Shepard	1,130			1,130
Week Total	52,250	6,418		63,919
Week 5 - begin 28/01/2012				
Gwen	1,000	200		1,364
Hass	39,450	6,030		50,414
Lamb Hass	2,000	300		2,545
Reed	1,770	176		2,090
Shepard	2,130			2,130
Week Total	46,350	6,706		58,543
Week 6 - begin 04/02/2012				
Gwen	1,000		4,000	1,727
Hass	26,100	2,590		30,809
Lamb Hass	1,000	200		1,364
Reed	2,200	350		2,836
Shepard	4,130			4,130
Week Total	34,430	3,140	4,000	40,866
Week 7 - begin 11/02/2012				
Hass	23,650	2,370		27,959
Lamb Hass	1,000	200		1,364
Reed	1,700	120		1,918
Shepard	6,605			6,605
Week Total	32,955	2,690		37,846

Green shading indicates dispatch data		Yellow shading indicates forecast data	
Dispatch Data (Week 3 - begin 14/01/2012)			
Variety	Trays	Bulk	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Total Trays
Gwen		88	160
Hass	54,973	6,917	67,549
Lamb Hass	4,510	429	5,290
Reed	1,329	16	1,358
Shepard	1,304		1,304
Total	62,116	7,450	75,661



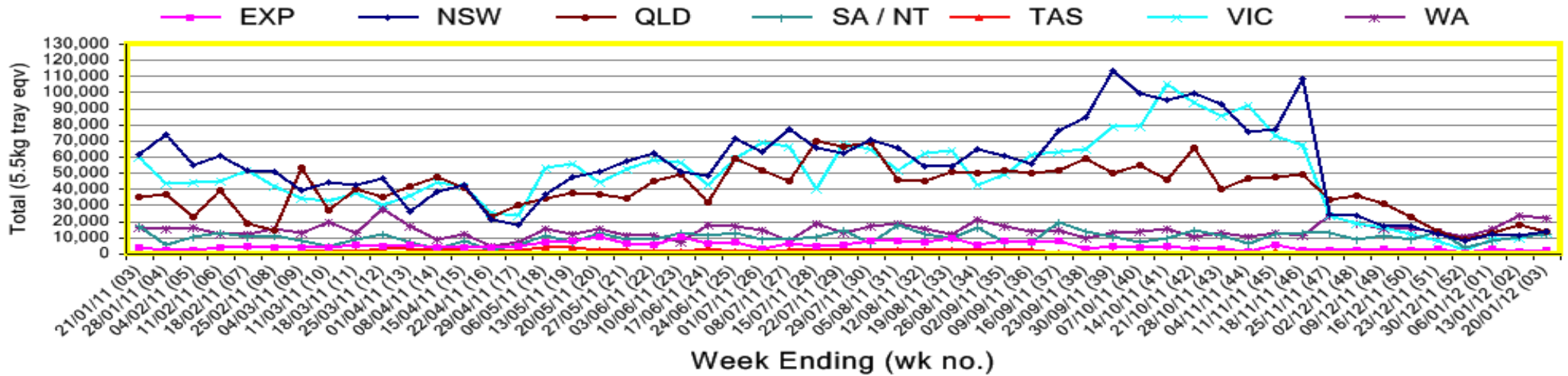
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	655,540	685,179					2,272,618
USA		11,782	47,380	36,098						95,260
Japan	818	24,196	106,337	123,344						254,695
Total	818	350,187	771,407	814,982	685,179					2,622,573

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 206,458 5.5kg tray eqv



Week 3 contributors - Packhouses

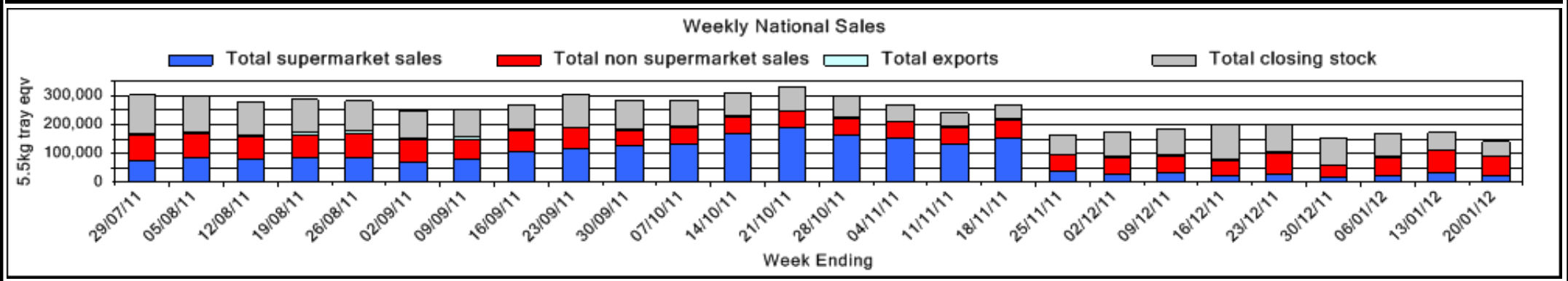
- | | |
|--|-----------------------|
| Advance Packing & Marketing Services P/L | I & A Tolson |
| Ashbourne Hills Avocados | Mariners Rest |
| Avonova | Midcoast Avocados |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | Simfresh Pty Ltd |
| Chislett Developments Pty Ltd | Sunfresh |
| Coastal Avocados | VP & EA Farrell |
| Delroy Orchards | |

Week 3 contributors - Wholesalers

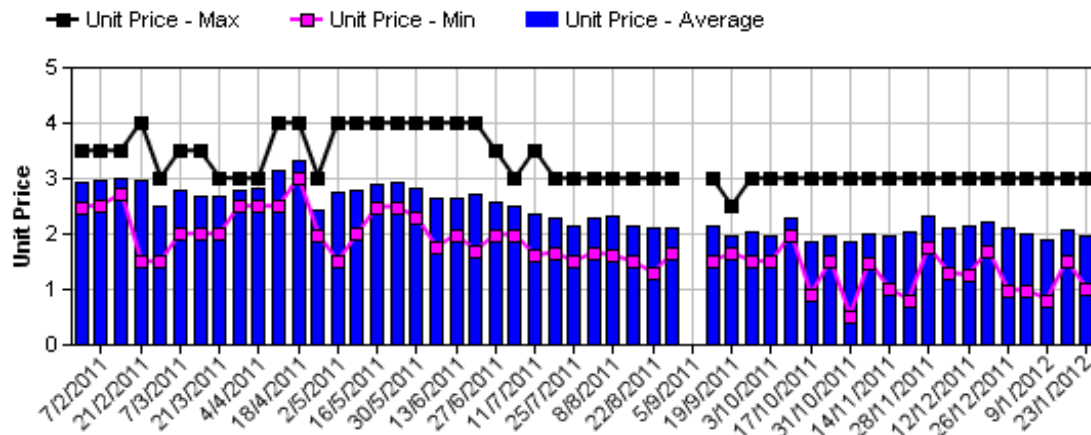
- | | |
|---------------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Freshmax Pty Ltd (Brisbane) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Dykes Bros (Melbourne) | The La Manna Group (Adelaide) |
| Etherington (Perth) | The La Manna Group (Brisbane) |
| Fresh Choice WA Pty Ltd (Perth) | The La Manna Group (Melbourne) |
| Fresh Express Produce Pty Ltd (Perth) | United Fresh (Adelaide) |

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

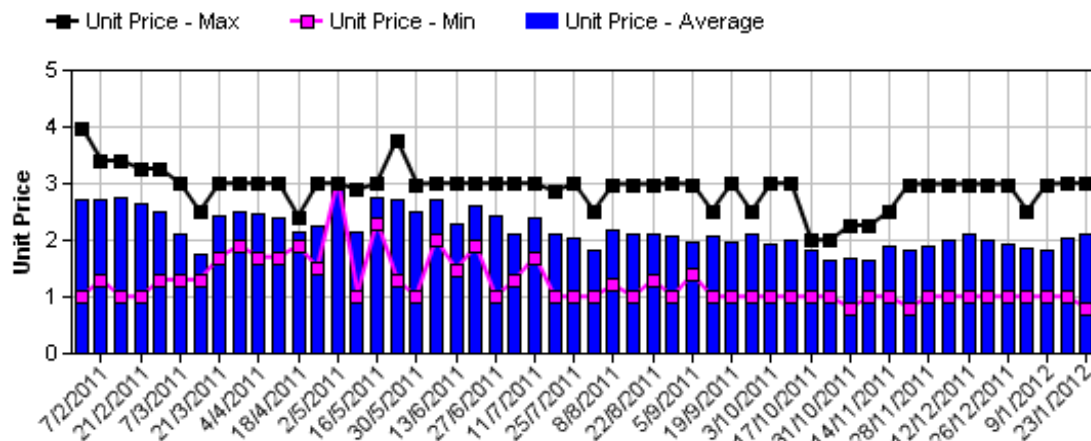
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	11,276		284	11,560	779		45	824	1,498						12,692		366	13,058
Total Stock on Hand																		
QLD																		
Total supermarket sales	2,407		833	3,240	170			170	309						2,716		833	3,549
Total non supermarket sales	20,076	124	813	21,013	772		12	784	1,425						21,480	124	835	22,438
Total exports	500			500											500			500
Total sales	22,983	124	1,646	24,753	942		12	954	1,735						24,696	124	1,668	26,488
Total Stock on Hand	13,356	228	498	14,082	451		-12	439	798						14,176	228	476	14,880
SA & TAS																		
Total supermarket sales	9,479		432	9,911	108			108	196						9,675		432	10,107
Total non supermarket sales	6,614		352	6,966	319			319	580						7,194		352	7,546
Total exports																		
Total sales	16,093		784	16,877	427			427	776						16,869		784	17,653
Total Stock on Hand	14,250		1,063	15,313	707		364	1,071	1,947						15,535		1,725	17,260
VIC																		
Total supermarket sales																		
Total non supermarket sales	13,791		2,416	16,207	797		97	894	1,625						15,240		2,592	17,833
Total exports																		
Total sales	13,791		2,416	16,207	797		97	894	1,625						15,240		2,592	17,833
Total Stock on Hand	7,319		423	7,742	160		98	258	469						7,610		601	8,211
WA																		
Total supermarket sales	7,736			7,736	320			320	582						8,318			8,318
Total non supermarket sales	4,450		63	4,513	1,339		3	1,342	2,440						6,885		68	6,953
Total exports	1,280			1,280	192			192	349						1,629			1,629
Total sales	13,466		63	13,529	1,851		3	1,854	3,371						16,831		68	16,900
Total Stock on Hand	3,717			3,717	429		13	442	804						4,497		24	4,521
Total																		
Total supermarket sales	19,650		1,265	20,915	610			610	1,109						20,759		1,265	22,024
Total non supermarket sales	56,179	124	3,928	60,231	3,994		157	4,151	7,547						63,441	124	4,213	67,779
Total exports	1,780			1,780	192			192	349						2,129			2,129
Total sales	77,609	124	5,193	82,927	4,796		157	4,953	9,005						86,329	124	5,479	91,932
Total Stock on Hand	42,818	228	2,148	45,194	1,747		463	2,210	4,018						45,994	228	2,990	49,212



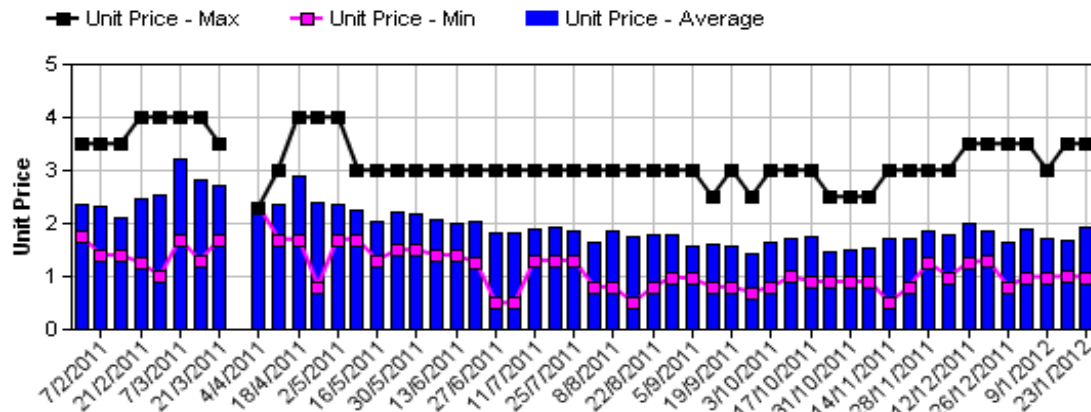
Hass Avocado Average Retail Prices - Sydney



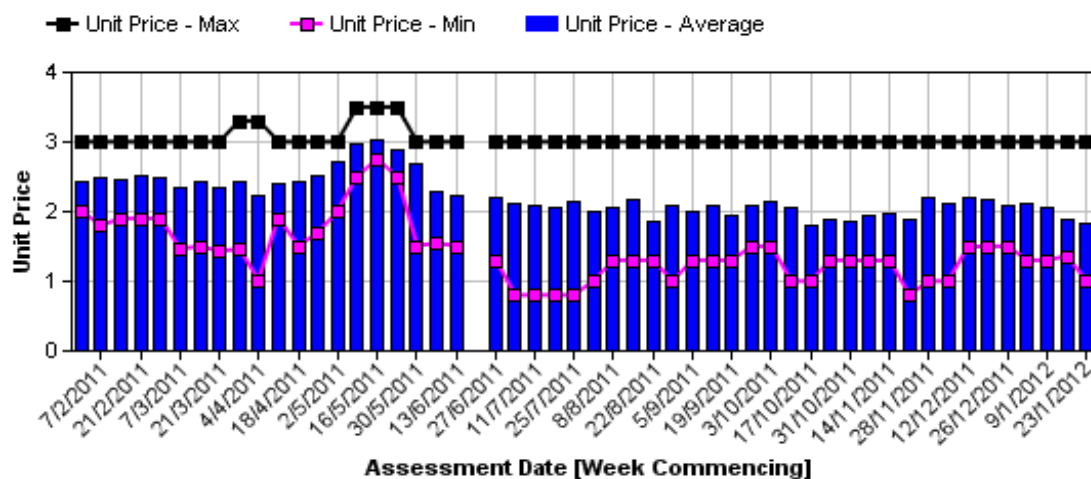
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

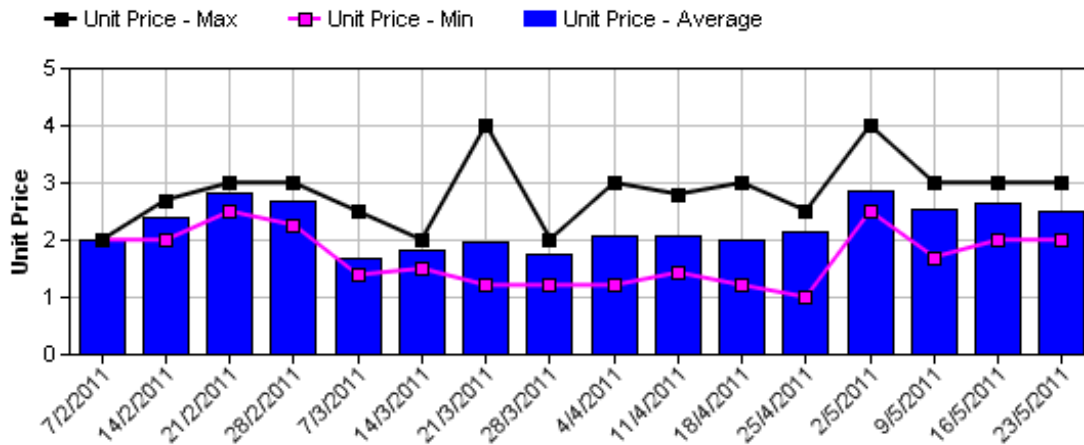


Hass Avocado Average Retail Prices - Perth

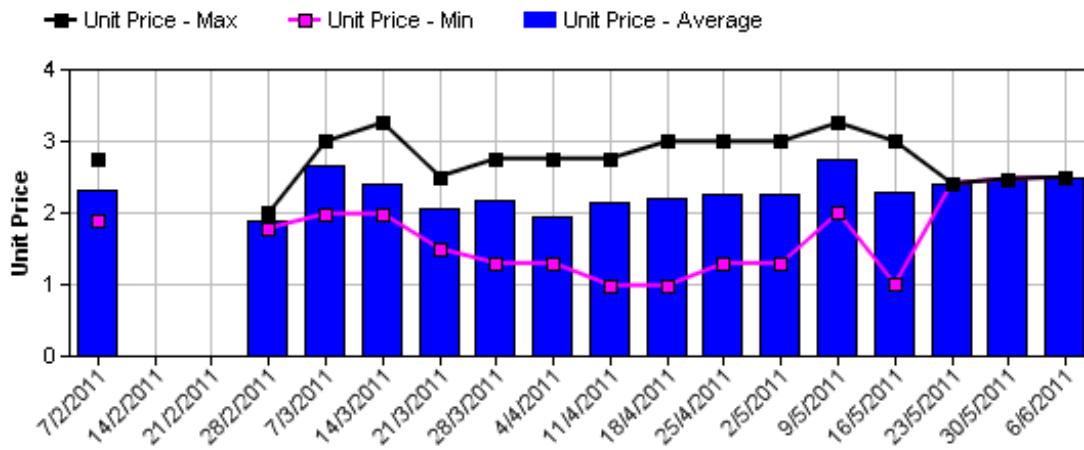


Assessment Date [Week Commencing]

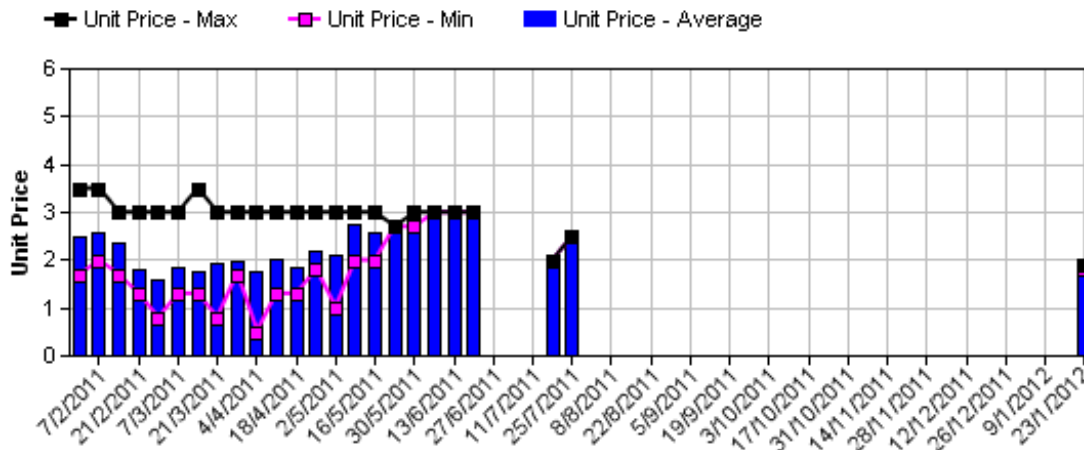
Shepard Avocado Average Retail Prices - Sydney



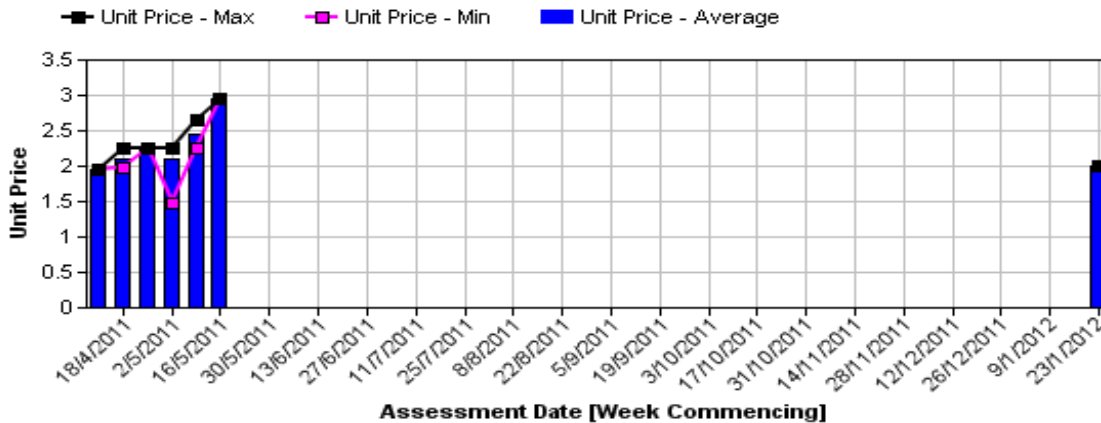
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 23rd January 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	260	1.00	Cat	NZ
Coles	Hass	225	1.00	Cat	NZ
Coles	Hass	270	1.00	Cat	NZ
Woolworths	Hass	305	1.25	Cat	NZ
Woolworths	Hass	210	1.25	Cat	NZ
Woolworths	Hass	235	1.25	Cat	NZ
IGA	Hass	225	1.69	Store	Aus
I	Reed	440	1.99	No	Aus
I	Reed	390	1.99	No	Aus
I	Hass	310	2.00	No	NZ
Foodworks	Hass	300	2.49	No	Aus
I	Hass	320	2.49	No	Aus
I	Hass	330	2.49	No	Aus
IGA	Hass	310	2.50	No	Aus
I	Reed	400	2.50	No	Aus
I	Hass	350	2.50	No	Mixed
I	Hass	320	2.50	No	Mixed
I	Hass	300	2.99	No	Aus
I	Reed	440	2.99	No	Aus
I	Hass	345	2.99	No	Aus
I	Reed	550	2.99	No	Aus
BRISBANE					
Woolworths	Hass	225	0.98	Store	NZ
IGA	Hass	180	1.42	No	Aus
Woolworths	Hass	190	1.42	No	NZ
IGA	Hass	180	1.42	No	NZ
Woolworths	Reed	480	1.42	No	Aus
Woolworths	Reed	370	1.42	No	Aus
I	Hass	380	1.49	Store	NZ
Woolworths	Hass	205	1.62	No	NZ
Coles	Hass	205	1.75	No	NZ
Coles	Hass	275	1.75	No	NZ
Coles	Hass	220	1.75	No	Aus
I	Shepard	190	1.79	Store	Aus
IGA	Shepard	320	1.89	No	NS
I	Hass	220	1.99	No	Aus
I	Reed	495	1.99	Store	Aus
I	Wurtz	320	2.49	No	Aus
I	Hass	280	2.89	Store	NS
I	Wurtz	230	2.98	Store	Aus
I	Hass	285	2.99	No	Aus
I	Hass	288	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	245	0.79	No	NS
IS	Hass	265	1.69	No	NZ
I	Hass	255	1.69	No	Aus
Safeway	Hass	260	1.98	No	NZ
Coles	Hass	290	1.98	No	NZ
Safeway	Hass	270	1.98	No	NZ
Safeway	Hass	300	1.98	No	NZ
Coles	Hass	295	1.98	No	NZ
Coles	Hass	280	1.98	No	NZ
IGA	Hass	255	1.99	No	NZ
I	Hass	269	1.99	No	Mixed
I	Hass	250	2.69	No	Aus
I	Hass	270	2.98	No	Aus
I	Hass	305	2.99	No	NS
I	Hass	270	2.99	No	NS
PERTH					
I	Hass	210	0.99	No	Aus
IGA	Hass	255	1.39	Store	Aus
IGA	Hass	240	1.39	Store	Aus
IGA	Hass	240	1.49	Cat	Aus
IGA	Hass	320	1.49	Cat	NS
IS	Hass	340	1.75	Store	Aus
Woolworths	Hass	260	1.98	No	Aus
Woolworths	Hass	200	1.98	Store	Aus
Woolworths	Hass	215	1.98	Store	Aus
Coles	Hass	210	1.98	No	Aus
Coles	Hass	210	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
I	Shepard	270	1.99	No	Aus
I	Hass	230	1.99	No	Aus
I	Hass	250	1.99	No	Aus
I	Hass	260	1.99	No	Aus
I	Hass	270	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

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

Maturity and Dry Matter Testing

The Industry mandated standard for Hass avocados in terms of maturity was in 2009 updated from 21% to 23% Dry Matter (DM) at time of harvesting. This was based on consumer research which showed that consumer acceptance of the quality of avocados declined from approximately 95% to 70% if the DM was below 23% and that up to 70% of consumers would choose 26% DM avocados over 22% DM avocados.

The standard for Shepard avocados remains at 21% DM. These standards aim to assist growers and packhouses to supply the best tasting avocados to consumers.

Avocados Australia has implemented a project to randomly sample avocados on a monthly basis from the wholesale market and test for DM percentage as a measure of maturity. The aim of this is to provide data to illustrate how the current level of maturity available to consumers' stacks up against consumer preferences as determined in the consumer testing.

Individual results are sent to each of the grower's whose fruit is tested in any one month. The aggregated results of these tests are also reported on the Avocados Australia website.

Deciding when to harvest for optimum quality

Given consumer's preferences for mature Shepard and Hass avocados it is particularly important for growers to be monitoring maturing closely in the lead up to harvest. Below is a guide on how to test DM at home.

The below information is based on the following reports/articles:

- The Avocado Agrilink Manual
- Hofman PJ, O'Farrell PJ (2004) The importance of correctly sampling avocado fruit for maturity testing. *Talking Avocados* 15, 24-24.
- Woolf A, Clark C, Terander E, Phetsomphou V, Hofshi R, Arpaia ML, Boreham D, Wong M, White A (2003) Measuring avocado maturity; ongoing developments. *Orchardist* 76, 40-45

The date when minimum harvest maturity is reached will vary from year to year and according to the location on your property, for each variety. For example, large fruit on the northern and eastern side of the tree, and fruit at the top and outside of the canopy usually mature first. Rootstocks may also have an influence.

Avocado fruit have a number of characteristics which help indicate when the fruit may be getting close to minimum maturity. Judging maturity on these characteristics is not reliable, but with the experience of comparing them with DM testing results, they can help indicate when to start testing. These characteristics include:

- More mature fruit can be larger, but this is not very reliable.
- Skin is dull and lustreless, with a powdery appearance, rather than shiny. The usefulness of this characteristic is variety dependent.
- Fruit stalk is yellow rather than green, and the lenticels may become brown and prominent.
- The seed coat is dark, dry and somewhat shrivelled, rather than pale whitish in colour.



Avocados Australia Limited | ABN 87 105 853 807
P: +61 7 3846 6566 | F: +61 7 3846 6577
E: admin@avocado.org.au | W: www.avocado.org.au
Level 1, Suite 8, 63 Annerley Rd Woolloongabba Qld 4102 Australia
PO Box 8005 Woolloongabba Qld 4102 Australia

The dates when the fruit have reached minimum maturity in previous seasons is also a useful indicator of when to start maturity testing. Once you think that your fruit may be approaching acceptable maturity, it is important to check by doing a ripening test and a DM test before picking.

Ripening test

For a ripening test, select at least 10 avocados from trees scattered throughout the block that are representative of the fruit that may be ready for harvest. Sample fruit will show no sign of broken skin, insect stings or disease. Allow the fruit to ripen at room temperature, and examine and taste the fruit when ready to eat. Mature fruit usually ripen within 10 to 15 days without shrivelling, and will have good flavour.

Dry Matter Test

Percent DM is the easiest and relatively accurate maturity test for avocados. The % DM at which you harvest will depend on variety and the intended market. The Australian domestic market standard for Hass is now set at a minimum of 23%. This is based on an average DM over a sample of at least 10 fruit.

The DM test involves weighing a sample of flesh before and after drying. The test can be done at home using a household conventional oven, domestic food dehydrator or a microwave (although this can be less reliable because of the risk of burning the samples). Alternatively, some marketing cooperatives and packhouses offer this service for a fee. Here are the details of the various tests based on methods used by Agri-Science Queensland (formerly Queensland Department of Primary Industries). The three components are sampling the fruit, holding the fruit before DM testing and weighing and drying the sample. Poor practices in any of these components will result in inaccurate results.

1. Sample preparation

a. Using the grated flesh method

- Harvest at least 10 avocados, making sure that they represent the fruit (size, position on the tree, block etc.) that you intend to harvest.
- Place the fruit in a plastic bag and keep cool. Start the DM test within a few hours of harvest.
- Cut each fruit lengthwise into quarters (stem end to base). Remove the seed as well as any adhering seed coat.
- Select two diagonally opposite quarters from each fruit to provide a total sample of 20 quarters. Peel the 20 quarters.
- Shred the flesh of all 20 quarters using a kitchen grater. Ideally the shreds should be less than 1mm thick. This can be achieved using graters with five cutters per square centimetre.
- Thoroughly mix all of the shredded flesh together.

Or

b. Using the Hofshi Coring Machine (or a similar implement – for small quantities of fruit a hand held cork borer is adequate)

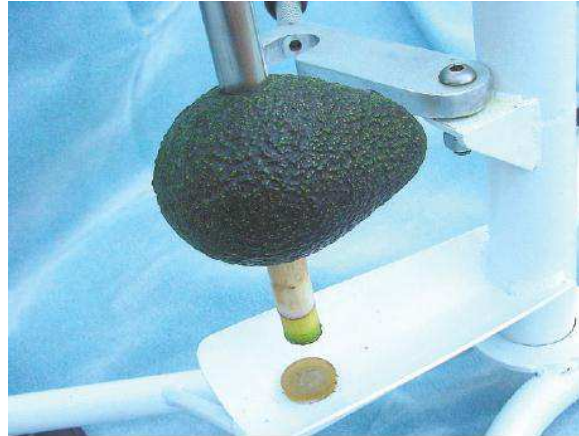
- Bore a 'plug' or core of flesh from the equator of the fruit as seen below. The Hofshi machine pushes a sharpened 15.9 mm metal tube completely through the equator of the fruit, yielding a core of tissue as seen in the below images. The two plugs of flesh generally weigh about 5g (depending on the fruit size).
- Remove the skin and seed coat from the flesh plugs.
- Cut each plug in half so that there are four pieces of flesh from each piece of fruit.



Avocados Australia Limited | ABN 87 105 853 807
P: +61 7 3846 6566 | F: +61 7 3846 6577
E: admin@avocado.org.au | W: www.avocado.org.au
Level 1, Suite 8, 63 Annerley Rd Woolloongabba Qld 4102 Australia
PO Box 8005 Woolloongabba Qld 4102 Australia



The Hofshi Corer



The Hofshi machine taking an avocado core sample



A core sample of fruit taken by the Hofshi machine

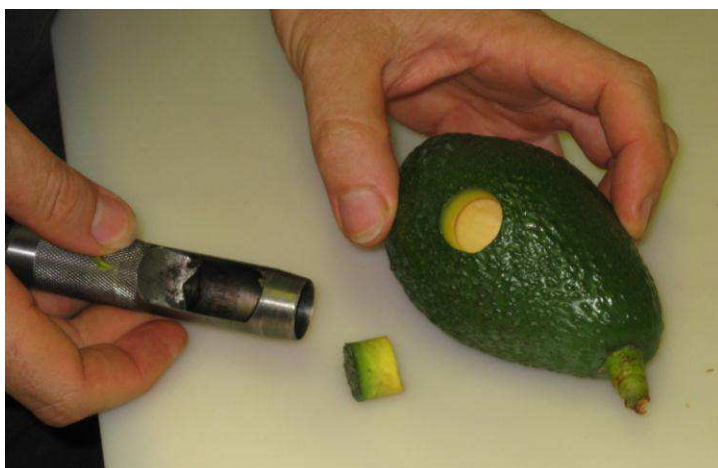
The above photos were taken from Woolf A, Clark C, Terander E, Phetsomphou V, Hofshi R, Arpaia ML, Boreham D, Wong M, White A (2003) Measuring avocado maturity; ongoing developments. *Orchardist* 76, 40-45.

It should take approximately 10 minutes to process (not dry) 10 individual fruit using the Hofshi corer.

NB: An adaptation of the Hofshi corer is available from a New Zealand company. For more information please contact the Avocados Australia office. Alternatively, hand-held 'cork borers' can be purchased from some hardware stores (see below for an example). Make sure the diameter is at least 15.9mm.



Avocados Australia Limited | ABN 87 105 853 807
P: +61 7 3846 6566 | F: +61 7 3846 6577
E: admin@avocado.org.au | W: www.avocado.org.au
Level 1, Suite 8, 63 Annerley Rd Woolloongabba Qld 4102 Australia
PO Box 8005 Woolloongabba Qld 4102 Australia



Hand held 'cork borer' available from some hardware stores (photo provided by Matt Weinert, DEEDI, Mareeba)

WARNING

After the flesh is cut/mixed, move IMMEDIATELY to the weighing step below. Any delay will result in moisture loss before weighing, causing inaccurate results.

Drying procedure

(a) Conventional Oven

- Preheat oven to 100 to 110°C.
- Use a shallow, ovenproof container. Weigh the dry/empty container and record this weight.
- Spread at least 100g of the shredded avocado (if using the grated sample method) or all the pieces from the core samples (if using the corer sampling method) evenly onto the container and weigh. Record this weight. Use a balance with 2 decimal places if the wet flesh weight is less than 20gm, as may be the case if measuring individual fruit DM with the corer.
- Place the container in the centre of the oven and leave undisturbed for five hours. During drying, be careful to avoid burning the avocado flesh.
- Avoid or at least minimise opening the oven door during this period. An easily read oven thermometer is useful to monitor the actual oven temperature.
- After five hours, allow to cool in a dry environment for no more than five minutes, and re-weigh to determine dried avocado weight.
- With initial tests, redry the sample for a further 30 minutes and then re-weigh to ensure that the sample is fully dried.

(b) Domestic Food Dehydrator (models that go to 60-65°C)

- Use approximately four shallow, heatproof containers (exact number will depend on the size of the fruit).
- Weigh the dry/empty containers and record these weights.
- Spread at least 100g of the shredded avocado (if using the grated sample method) or all the pieces from the core samples (if using the corer sampling method) evenly amongst the containers.
- Weigh the fruit in the containers. Record the weight of each of the containers.
- Place the containers in the dehydrator and leave undisturbed for one day, weigh, then dry for another day and re-weigh to make sure it is dry.



Avocados Australia Limited | ABN 87 105 853 807
P: +61 7 3846 6566 | F: +61 7 3846 6577
E: admin@avocado.org.au | W: www.avocado.org.au
Level 1, Suite 8, 63 Annerley Rd Woolloongabba Qld 4102 Australia
PO Box 8005 Woolloongabba Qld 4102 Australia

(c) *Microwave oven*

- Use a shallow, microwave-proof container. Weigh the dry/empty container and record this weight.
- Spread at least 100g of shredded avocado (if using the grated sample method) or all the pieces from the core samples (if using the corer sampling method) evenly onto the container and weigh. Record this weight.
- Set microwave at medium-low for 15 to 20 minutes. **Note: You may need to adjust power setting and time depending on the microwave model.** Avoid burning the flesh.
- Dry to a constant weight by reheating and re-weighing. You can also use the 'snap' test (see below), to determine if the sample is fully dry. Note the time taken for future reference (if you use a different amount of flesh, the setting may need to be changed).
- When first trying the microwave method, keep a constant watch on the sample until you are confident of your settings. To avoid possible damage to your microwave, always place a container of water on the turntable.

HINT – Snap Test

A simple way to determine if the sample is fully dried is to take a shred of the dried flesh about five cm long, place it lengthwise between the thumb and forefinger, and try to bend it. If it is brittle and snaps cleanly, it is fully dried. If it bends without snapping, more drying time is required.

3. Calculate percentage of dry matter

Use the following calculation:

$$\frac{\text{Weight of dried avocado sample (minus weight of container)} \times 100}{\text{Weight of fresh avocado sample (minus weight of container)}}$$

NB: if you have dried the samples using a domestic food dehydrator with multiple containers you will need to take an average of the DM percentages you calculated for each container.

Please note: There are **no DM standards** for over-maturity, but this fruit should not be marketed. Do not leave fruit on trees beyond the normal picking period. Picking over-mature fruit results in poor flavour and increased fruit diseases and flesh disorders, as well as reducing the yield of the next crop.

