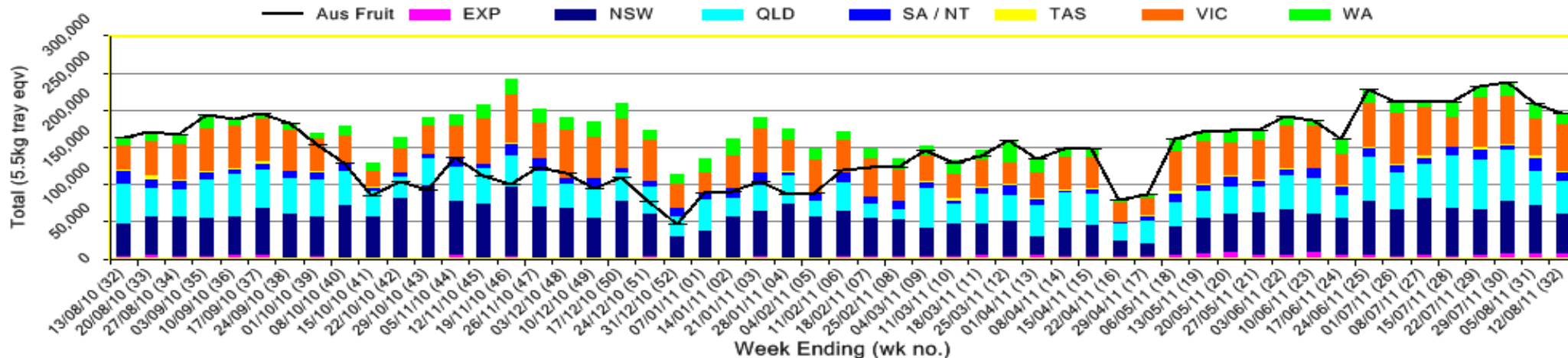


INFOCADO WEEKLY REPORT: 6th — 12th August 2011 (Wk 32)

Industry Dispatches By Destination State and Count Size : 6th August - 12th August 2011 (Wk 32)

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								2,030	3,036	5,066	975				6,839
NSW	337	2,057	7,168	7,843	3,177	6,214	2,581	3,495	450	33,322	10,799	1,128	2,000	200	53,562
QLD	171	628	2,030	2,816	1,180	8,900	14,012	2,910	185	32,832	5,825	5,154			44,360
SA / NT			1,617	2,890			755	1,947	2,424	9,795	1,160	408			11,978
TAS	119							1,440		1,559	288	96			2,100
VIC	649	4,035	8,918	11,450	1,854	9,025	2,508	884	657	39,980	11,785	2,484			61,859
WA	55	156	550	2,001	245	2,156	4,104	752	150	10,169	2,616	120			14,947
Total	1,331	6,876	20,283	27,000	6,456	27,050	26,592	12,495	4,640	132,723	33,448	9,390	2,000	200	195,645

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 5,392,811 5.5kg tray eqv



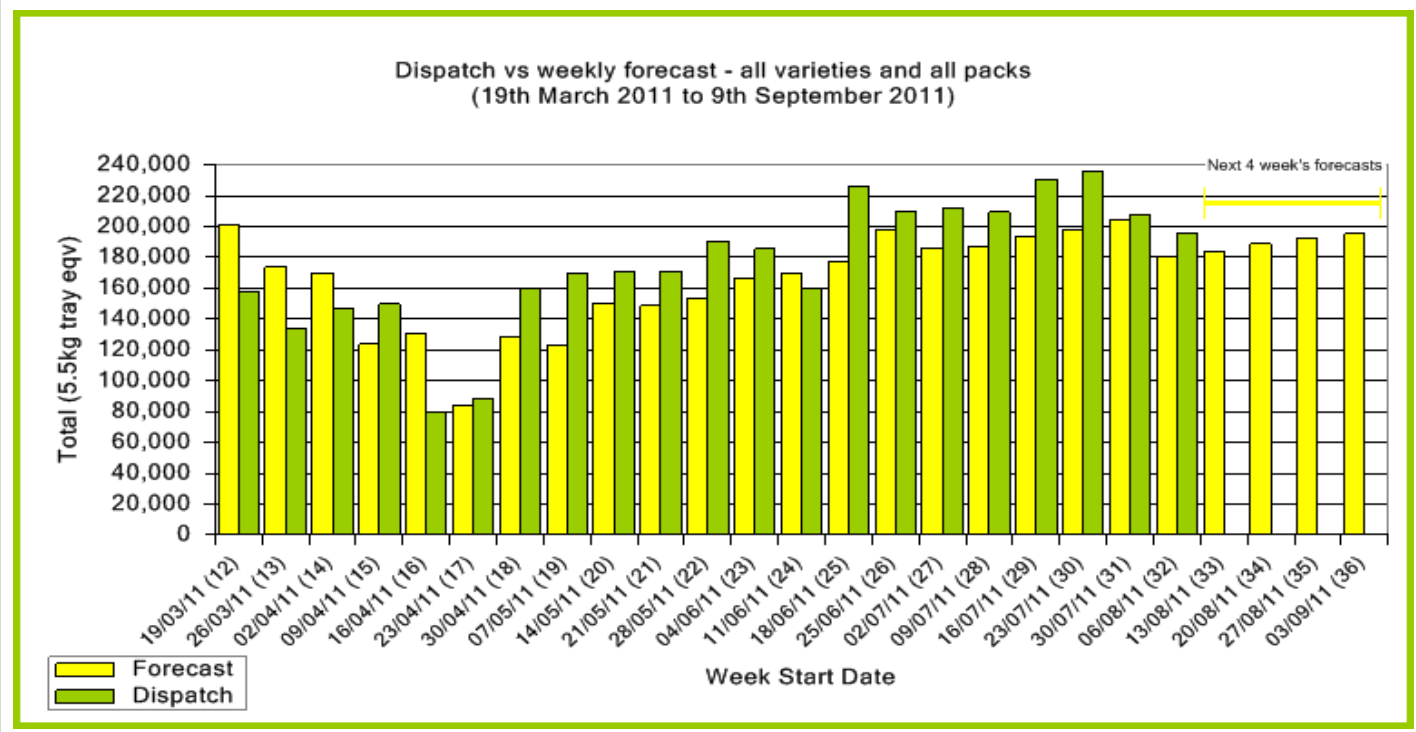
Comments From the CEO

- Retail prices are getting better with Coles and Woolworths stores in all states selling fruit for under \$2 each however some independent's prices are still \$2.50 or more in all states.
- Volumes into the market fell last week to 195 645 with VIC attracting over 61 000 trays.
- Forecasts for the next 4 weeks indicate falling volumes.
- NZ fruit will be arriving into the market in the coming weeks.



Forecast Data (Week 32 - 36)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	152,295	12,362	6,000	1,000	176,044
Pinkerton	250	40			323
Reed	5,060				5,060
Sharwil	1,200	205			1,573
Wurtz	200	10			218
Week Total	159,005	12,913	6,000	1,000	183,756
Week 34 - begin 20/08/2011					
Fuerte		208			378
Hass	158,432	12,662	6,000	1,000	182,727
Pinkerton	150	30			205
Reed	5,040				5,040
Sharwil	380	50			471
Wurtz	150	10			168
Week Total	164,152	12,960	6,000	1,000	188,989
Week 35 - begin 27/08/2011					
Hass	161,446	13,112	6,000	3,000	186,922
Pinkerton	100	20			136
Reed	5,020				5,020
Sharwil	160	24			204
Wurtz	100	5			109
Week Total	166,826	13,161	6,000	3,000	192,391
Week 36 - begin 03/09/2011					
Hass	169,998	12,710	6,000	3,000	194,743
Pinkerton	80	10			98
Sharwil	200	30			255
Wurtz	80				80
Week Total	170,358	12,750	6,000	3,000	195,176

Green shading indicates dispatch data							Yellow shading indicates forecast data		
Dispatch Data (Week 32 - begin 6/08/2011)									
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Total Trays		
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays			
Fuerte		176					320		
Hass	122,160	31,032	9,390	2,000			180,653		
Pinkerton	571	61			200		718		
Reed	8,156	1,944					11,691		
Sharwil	1,309	197					1,667		
Wurtz	529	38					598		
Total	132,725	33,448	9,390	2,000	200		195,647		



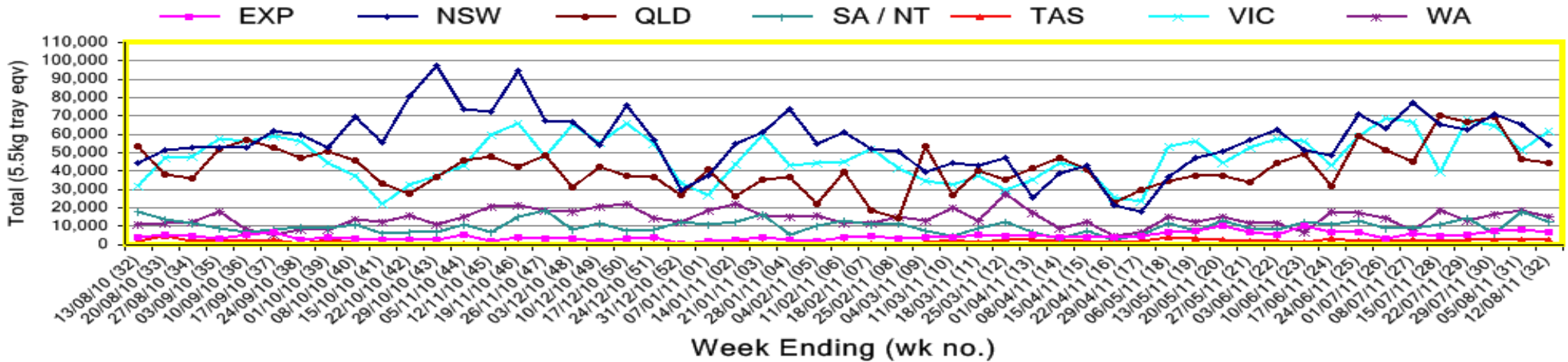
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010–April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	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 = 5,392,811 5.5kg tray eqv



Week 32 contributors - Packhouses

Aussie Orchards Growers & Packers	Natures Fruit Company
Avocado Industry Council (NZAGA)	One Harvest
Balmoral Orchard	Simpson Farms Pty Ltd (Goodwood Home)
Donovan Family Investment Trust	Summerland House With No Steps
G & J Krenske	Sunfresh
Green Nugget Orchards	Sunnyspot Packhouse Pty Ltd
Jirel Holdings	SuperPak
Mountain Fresh	Touchwood Farming

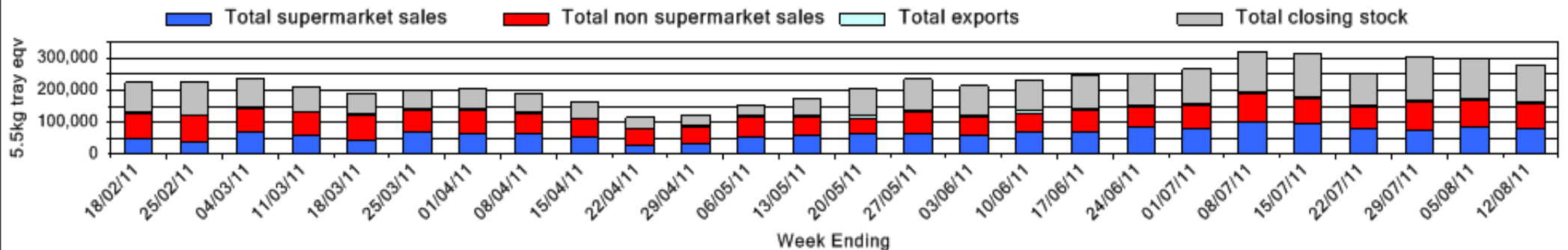
Week 32 contributors - Wholesalers

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

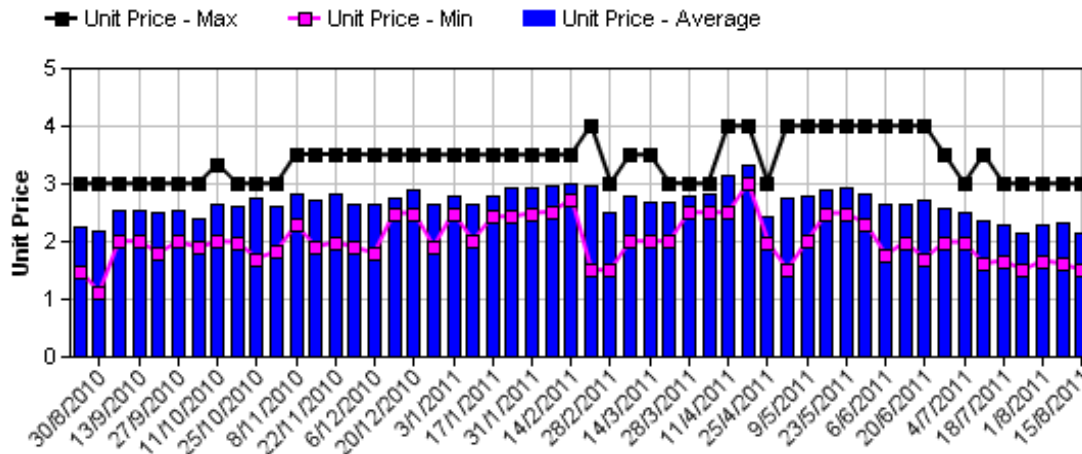
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	8,117		3,484	11,601	469			469	853	1,128			1,128	205	9,175		3,484	12,659
Total non supermarket sales	17,732		660	18,392	4,818		139	4,957	9,013						26,492		913	27,405
Total exports																		
Total sales	25,849		4,144	29,993	5,287		139	5,426	9,865	1,128			1,128	205	35,667		4,397	40,064
Total Stock on Hand	23,833		566	24,399	6,950			6,950	12,636						36,469		566	37,035
QLD																		
Total supermarket sales	19,568		606	20,173	1,056			1,056	1,920	3,234			3,234	588	22,076		606	22,681
Total non supermarket sales	9,980		1,912	11,892	1,897		388	2,285	4,155			16,020	16,020	2,913	13,429		5,530	18,959
Total exports	5,066			5,066	975			975	1,773						6,839			6,839
Total sales	34,614		2,518	37,131	3,928		388	4,316	7,847	3,234		16,020	19,254	3,501	42,344		6,136	48,479
Total Stock on Hand	18,972		1,539	20,512	1,439		50	1,489	2,707			9,360	9,360	1,702	21,589		3,332	24,921
SA & TAS																		
Total supermarket sales	8,678		119	8,797	348		2,100	2,448	4,451	504			504	92	9,402		3,937	13,339
Total non supermarket sales	4,643		27	4,670	679		43	722	1,313						5,878		105	5,983
Total exports																		
Total sales	13,321		146	13,467	1,027		2,143	3,170	5,764	504			504	92	15,280		4,042	19,322
Total Stock on Hand	9,932		2,366	12,298	2,097		967	3,064	5,571						13,745		4,124	17,869
VIC																		
Total supermarket sales	16,756		4,107	20,863	2,243			2,243	4,078	2,908			2,908	529	21,363		4,107	25,470
Total non supermarket sales	10,981		3,015	13,995	2,378			2,378	4,324	126		13	139	25	15,327		3,017	18,344
Total exports																		
Total sales	27,737		7,122	34,858	4,621			4,621	8,402	3,034		13	3,047	554	36,690		7,124	43,814
Total Stock on Hand	19,584		1,397	20,981	2,907		323	3,230	5,873	152		28	180	33	24,897		1,989	26,886
WA																		
Total supermarket sales	5,292			5,292	96			96	175	120			120	22	5,488			5,488
Total non supermarket sales	3,125		68	3,193	1,447		10	1,457	2,649						5,756		86	5,842
Total exports																		
Total sales	8,417		68	8,485	1,543		10	1,553	2,824	120			120	22	11,244		86	11,330
Total Stock on Hand	4,767		19	4,786	1,523		10	1,533	2,787						7,536		37	7,573
Total																		
Total supermarket sales	58,411		8,315	66,726	4,212		2,100	6,312	11,476	7,894			7,894	1,435	67,504		12,133	79,638
Total non supermarket sales	46,461		5,682	52,142	11,219		580	11,799	21,453	126		16,033	16,159	2,938	66,882		9,651	76,533
Total exports	5,066			5,066	975			975	1,773						6,839			6,839
Total sales	109,938		13,997	123,935	16,406		2,680	19,086	34,702	8,020		16,033	24,053	4,373	141,225		21,785	163,010
Total Stock on Hand	77,088		5,887	82,975	14,916		1,350	16,266	29,575	152		9,388	9,540	1,735	104,236		10,049	114,284

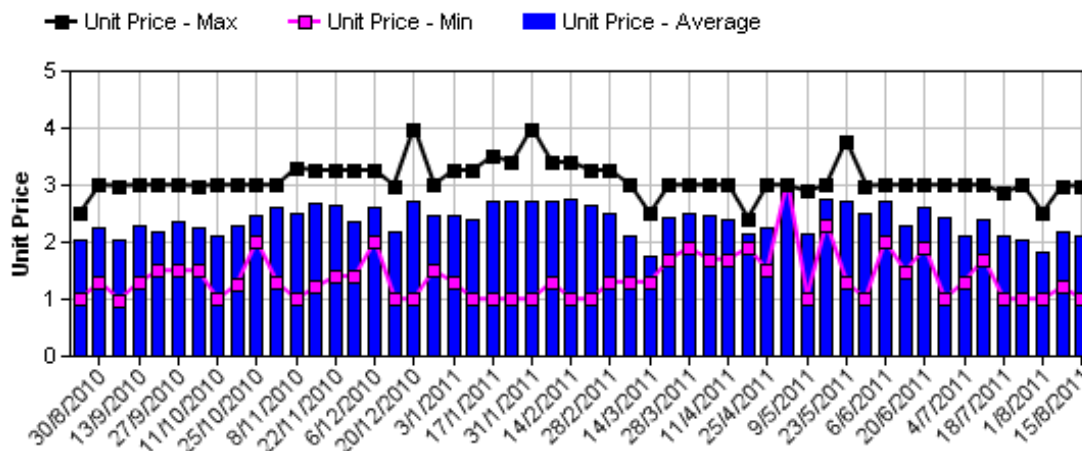
Weekly National Sales



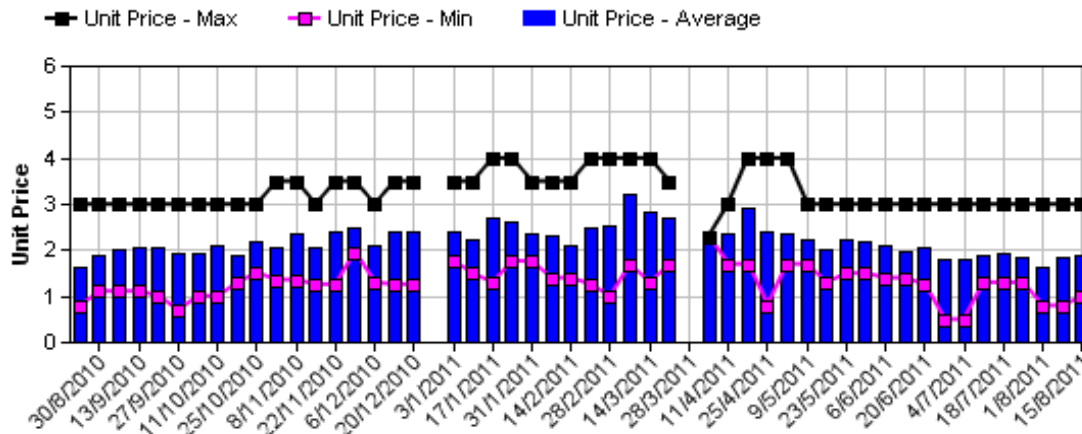
Hass Avocado Average Retail Prices - Sydney



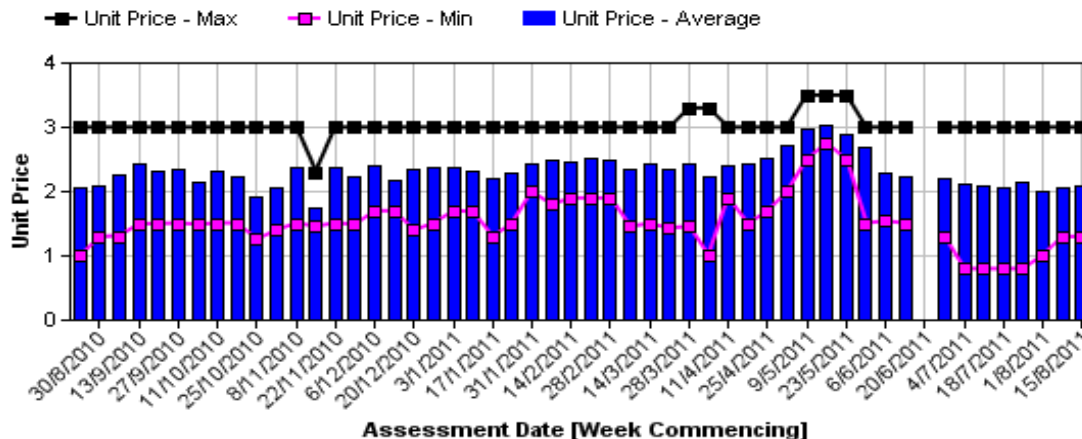
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

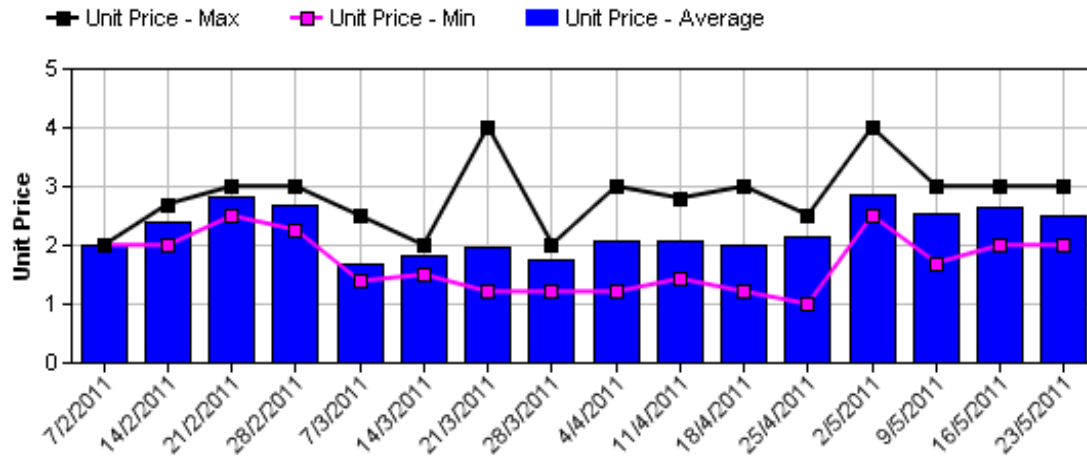


Hass Avocado Average Retail Prices - Perth

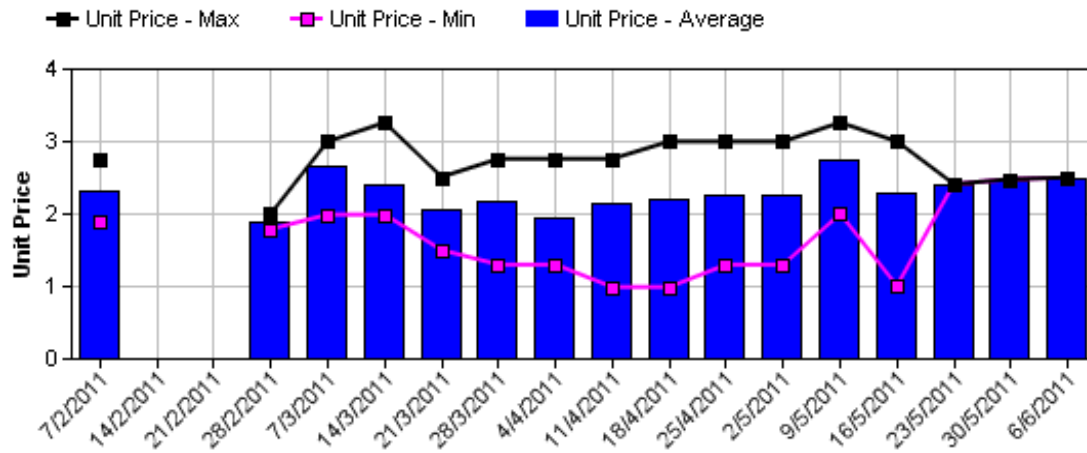


Assessment Date [Week Commencing]

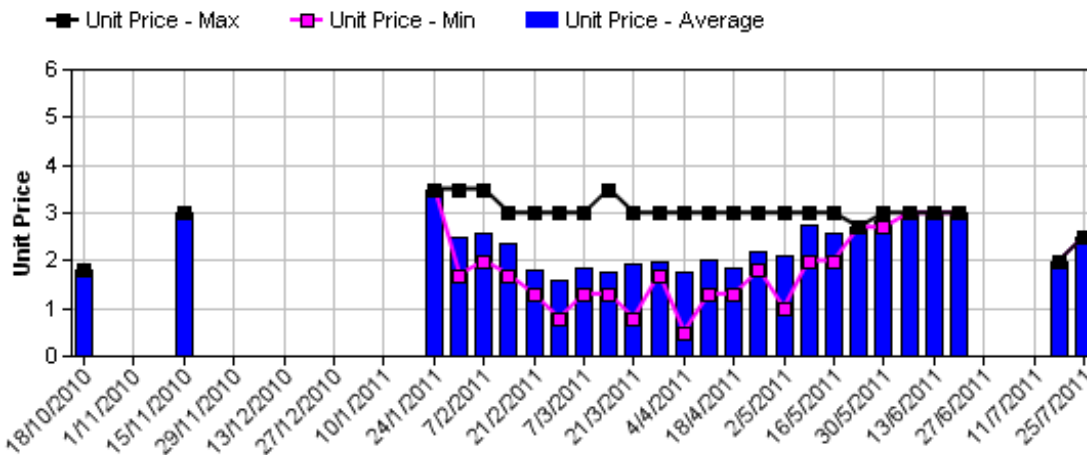
Shepard Avocado Average Retail Prices - Sydney



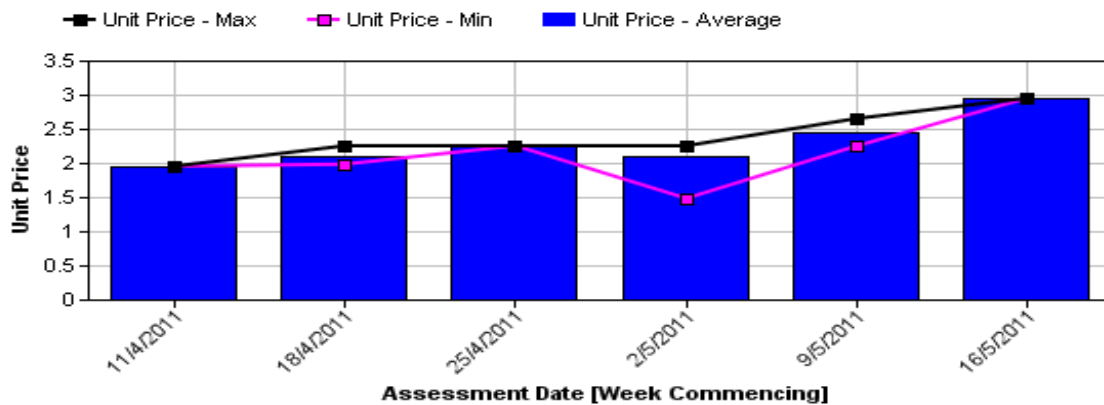
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 15th August 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	320	1.49	No	Aus
IGA	Hass	200	1.69	No	NZ
Woolworths	Hass	255	1.98	Store	Aus
Coles	Hass	215	1.98	No	Aus
Woolworths	Hass	280	1.98	No	Aus
Woolworths	Hass	255	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	300	1.99	Store	Aus
I	Hass	305	2.00	No	Aus
I	Hass	260	2.49	No	Aus
Foodworks	Hass	250	2.49	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	255	2.99	No	Aus
Coles	Reed	485	1.48	No	Aus
Coles	Reed	545	1.48	No	NS
Coles	Reed	550	1.48	No	Aus
BRISBANE					
I	Hass	235	0.49	Store	Aus
Woolworths	Hass	225	0.98	Store	Aus
IGA	Hass	220	1.49	No	Aus
I	Hass	240	1.49	Store	Aus
IGA	Hass	190	1.50	No	Aus
I	Hass	270	1.50	Store	Aus
IGA	Hass	200	1.69	No	Aus
Woolworths	Hass	220	1.75	No	Aus
Coles	Hass	170	1.75	Cat	Aus
Coles	Hass	280	1.75	Cat	Aus
Coles	Hass	330	1.75	Cat	Aus
I	Hass	314	2.49	Store	Aus
I	Hass	285	2.99	Store	Aus
I	Hass	275	2.99	Store	Aus
I	Hass	180	1.80	Store	Aus
I	Reed	418	0.99	Store	Aus
Woolworths	Reed	380	1.75	No	Aus
Woolworths	Reed	470	1.75	No	Aus
I	Wurtz	240	2.49	No	Aus
I	Wurtz	430	2.99	No	Aus
I	Wurtz	315	2.99	Store	Aus
I	Wurtz	278	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	260	0.99	No	NS
I	Hass	250	1.49	No	NS
Coles	Hass	280	1.75	Cat	Aus
Coles	Hass	305	1.75	Cat	Aus
Coles	Hass	285	1.75	Cat	Aus
I	Hass	256	1.90	No	NS
IS	Hass	275	1.99	No	Aus
Safeway	Hass	245	2.45	No	Aus
Safeway	Hass	300	2.48	No	Aus
Safeway	Hass	325	2.48	No	Aus
IGA	Hass	270	2.49	No	Aus
I	Hass	260	2.49	No	NS
I	Hass	295	2.50	No	NS
I	Hass	295	2.98	No	Aus
PERTH					
I	Hass	250	1.29	Store	Aus
IS	Hass	220	1.49	Store	Aus
IGA	Hass	210	1.75	Store	Aus
Woolworths	Hass	235	1.98	No	Aus
Coles	Hass	295	1.98	No	Aus
Coles	Hass	280	1.98	No	Aus
Coles	Hass	265	1.98	No	Aus
Woolworths	Hass	210	1.98	Store	Aus
Woolworths	Hass	210	1.98	Store	Aus
I	Hass	230	1.99	No	NS
IGA	Hass	270	2.49	No	Aus
IGA	Hass	230	2.49	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	270	2.99	No	NS
I	Hass	285	2.99	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

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

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