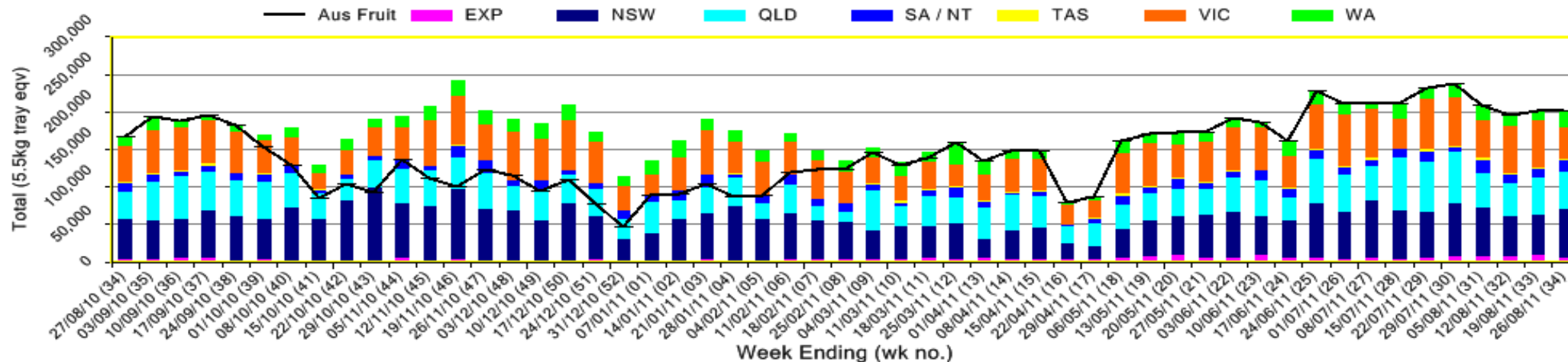


INFOCADO WEEKLY REPORT: 20th — 26th August 2011 (Wk 34)

Industry Dispatches By Destination State and Count Size : 20th August - 26th August 2011 (Wk 34)

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				70					1,416	2,730	4,216	736			5,554
NSW	278	1,957	7,116	17,628	5,888	10,056	3,894	2,193	419	49,429	8,209	840			64,507
QLD	665	1,403	2,373	4,768	1,573	5,905	16,892	5,135	291	39,005	5,055	3,485	3,010	1,000	49,559
SA / NT	1	61	2,776	7,527		1,076	473	1,013	176	13,103	1,638	216			16,120
TAS							960			960	544	120			1,971
VIC	337	2,496	8,614	10,039	1,012	4,079	2,115	693	212	29,597	6,550	2,550			41,970
WA	15	68	1,019	2,350	126	2,227	6,861	1,142		13,808	3,858	120			20,845
Total	1,296	5,985	21,898	42,382	8,599	23,343	31,195	11,592	3,828	150,118	26,590	7,331	3,010	1,000	200,525

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 5,794,051 5.5kg tray eqv



Comments From the CEO

- Volumes were still over 200 000 trays last week with 64 507 being dispatched to Sydney.
- Only 5 554 trays were exported last week and I would encourage growers to consider sending more fruit overseas to alleviate the domestic market.
- NZ's new forecast has been included in this week's report. 3 167 196 trays are expected to be exported to Australia between now and March 2012.
- If you are attending the World Avocado Congress next week, make sure you enter in your dispatches and forecasts as next week's report will be distributed on Tuesday as usual.

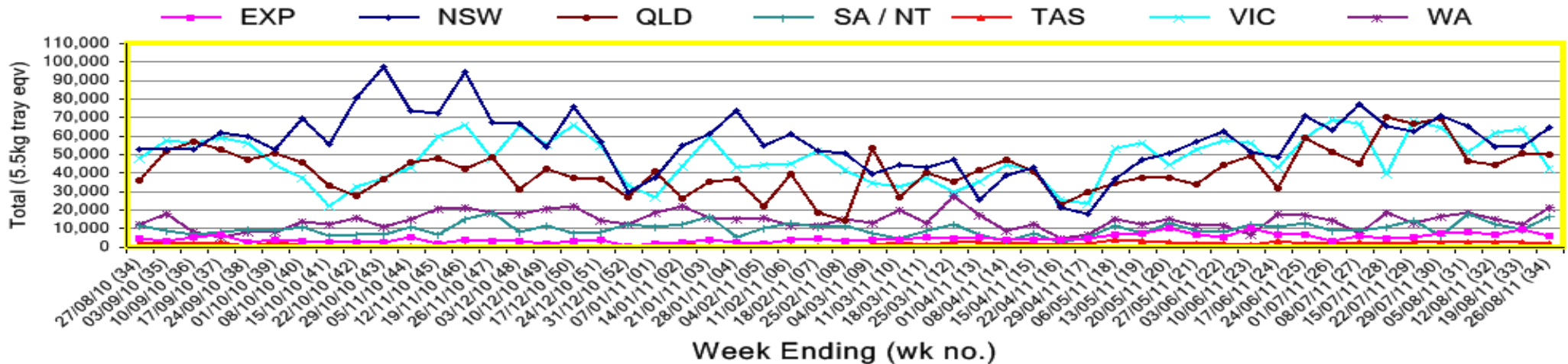


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 5,794,051 5.5kg tray eqv



Week 34 contributors - Packhouses

- Aussie Orchards Growers & Packers
- Avocado Industry Council (NZAGA)
- Balmoral Orchard
- Chris and Sue Allan
- Coastal Avocados
- Donovan Family Investment Trust
- G & C Christensen
- G & J Krenske
- Green Nugget Orchards
- I & A Tolson
- Jirel Holdings
- Kulnura Ambrosia Avocados
- Midcoast Avocados
- Mountain Fresh
- Natures Fruit Company
- One Harvest
- Simpson Farms Pty Ltd (Goodwood Home)
- Summerland House With No Steps
- Sunfresh
- Sunnyspot Packhouse Pty Ltd
- SuperPak
- Touchwood Farming
- WJ Row

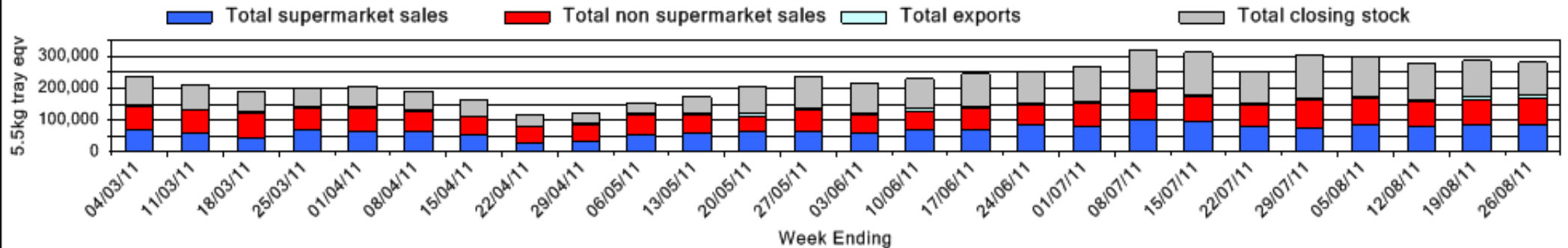
Week 34 contributors - Wholesalers

- Allcrops Pty Ltd (Sydney)
- Avanti Fresh Produce Pty Ltd (Melbourne)
- Barkers (Melbourne)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- S & B Produce (Sydney)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

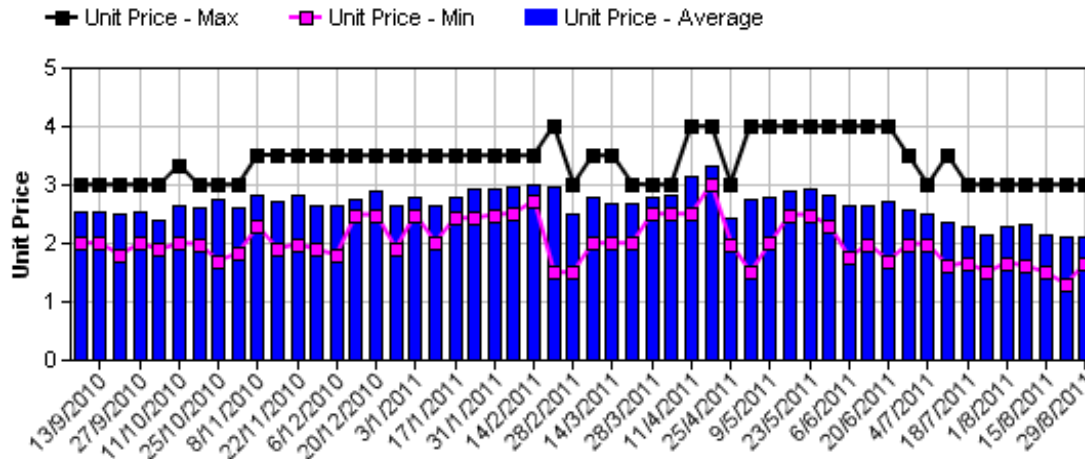
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	26,231			26,231						840			840	153	26,383			26,383
Total non supermarket sales	23,884		525	24,409	5,468		85	5,553	10,096						33,826		680	34,505
Total exports																		
Total sales	50,115		525	50,640	5,468		85	5,553	10,096	840			840	153	60,209		680	60,889
Total Stock on Hand	20,929		421	21,350	5,160		33	5,193	9,442						30,311		481	30,792
QLD																		
Total supermarket sales	22,770		1,595	24,365	465			465	845	3,485			3,485	634	24,249		1,595	25,844
Total non supermarket sales	11,377		2,043	13,420	1,611		304	1,915	3,482			7,560	7,560	1,375	14,306		3,971	18,276
Total exports	4,216			4,216	736			736	1,338						5,554			5,554
Total sales	38,363		3,638	42,001	2,812		304	3,116	5,665	3,485		7,560	11,045	2,008	44,109		5,566	49,675
Total Stock on Hand	21,326		1,549	22,875	1,928		221	2,149	3,907			1,800	1,800	327	24,831		2,278	27,109
SA & TAS																		
Total supermarket sales	Full data set not displayed because not enough SA and TAS wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough SA and TAS wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough SA and TAS wholesalers contributed data this week																	
Total sales	14,559		226	14,785	1,151		160	1,311	2,384	336			336	61	16,713		517	17,230
Total Stock on Hand																		
VIC																		
Total supermarket sales	15,390		325	15,716	1,968			1,968	3,578	2,550			2,550	464	19,432		325	19,757
Total non supermarket sales	11,724		3,366	15,090	2,139		744	2,883	5,242			18	18	3	15,613		4,722	20,336
Total exports																		
Total sales	27,114		3,692	30,806	4,107		744	4,851	8,820	2,550		18	2,568	467	35,045		5,048	40,093
Total Stock on Hand	19,778		4,134	23,912	6,274		722	6,996	12,720			25	25	5	31,185		5,451	36,636
WA																		
Total supermarket sales	2,347			2,347						120			120	22	2,369			2,369
Total non supermarket sales	3,733			3,733	1,156	35		1,191	2,165						5,835	64		5,898
Total exports																		
Total sales	6,080			6,080	1,156	35		1,191	2,165	120			120	22	8,204	64		8,267
Total Stock on Hand	3,905			3,905	959			959	1,744						5,649			5,649
Total																		
Total supermarket sales	77,450		1,920	79,370	2,977			2,977	5,413	7,331			7,331	1,333	84,195		1,920	86,116
Total non supermarket sales	54,565		6,160	60,725	10,981	35	1,293	12,309	22,380			7,578	7,578	1,378	74,530	64	9,889	84,483
Total exports	4,216			4,216	736			736	1,338						5,554			5,554
Total sales	136,231		8,081	144,312	14,694	35	1,293	16,022	29,131	7,331		7,578	14,909	2,711	164,280	64	11,810	176,153
Total Stock on Hand	68,958		6,900	75,858	14,864		1,039	15,903	28,915			1,825	1,825	332	95,983		9,121	105,104

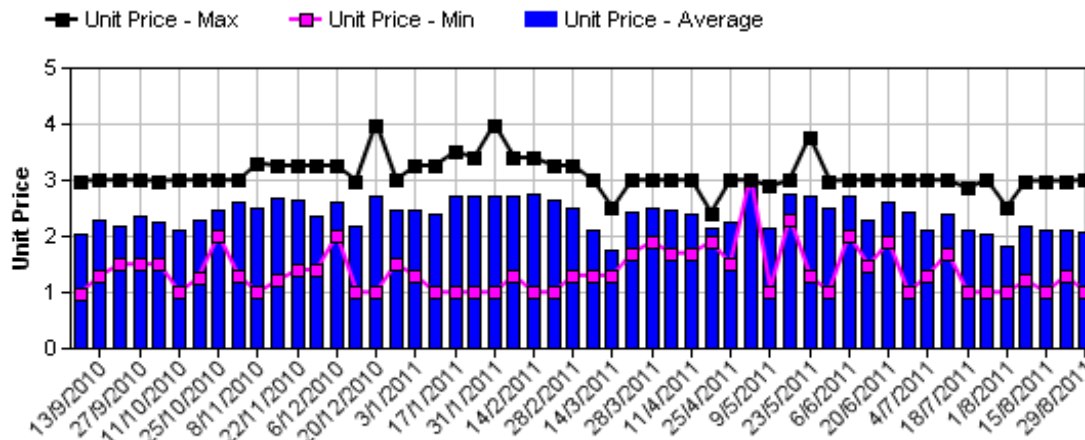
Weekly National Sales



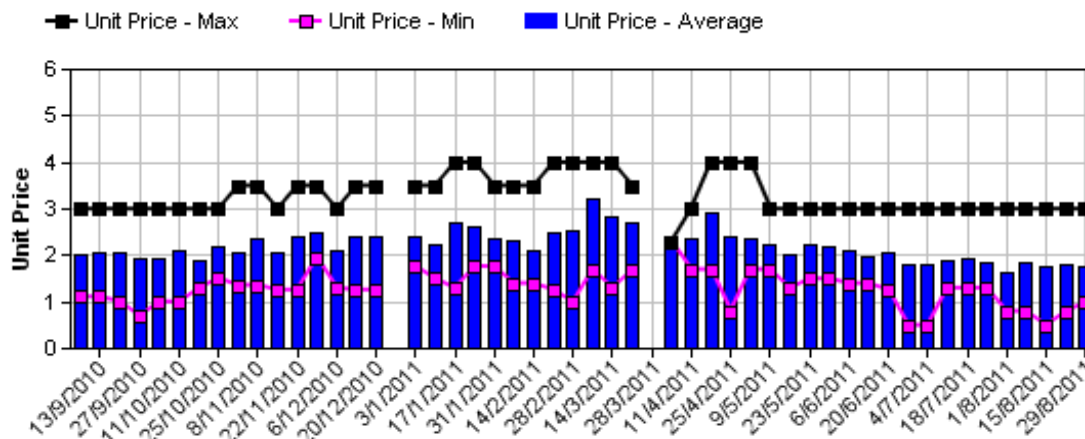
Hass Avocado Average Retail Prices - Sydney



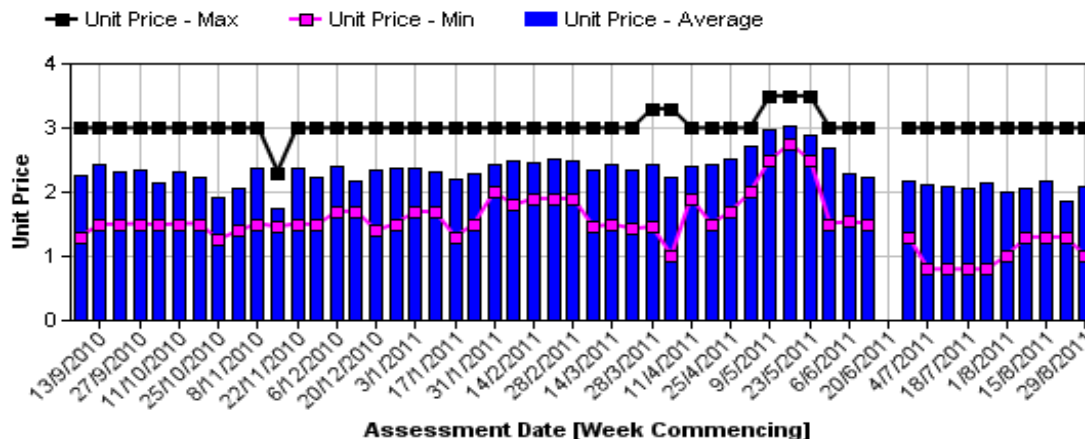
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

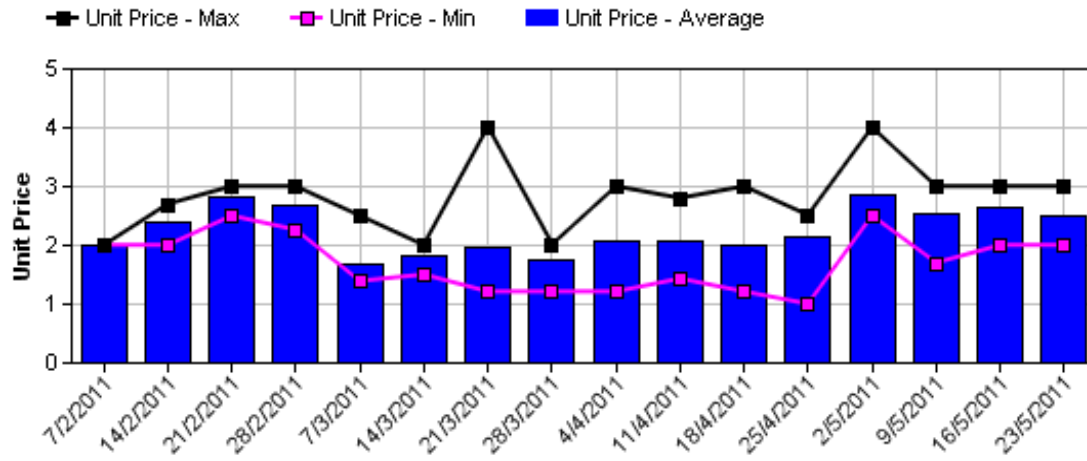


Hass Avocado Average Retail Prices - Perth

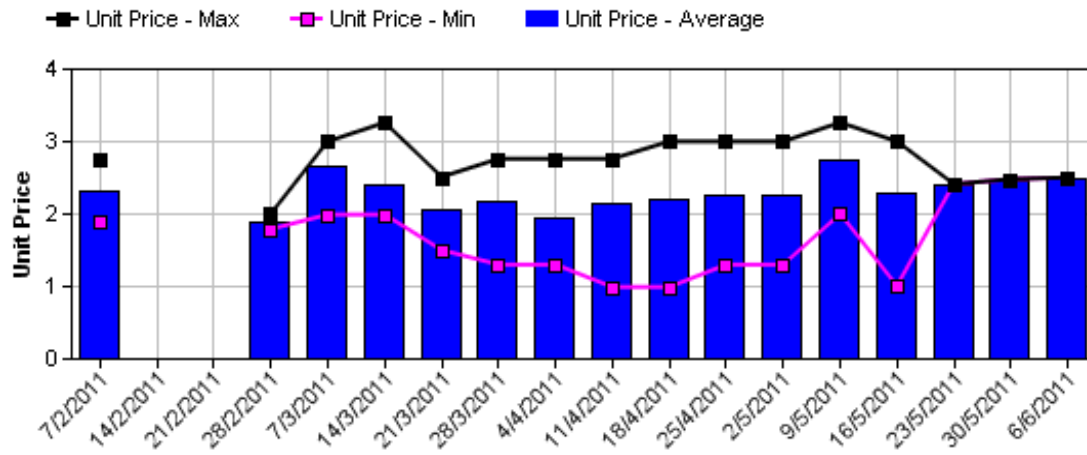


Assessment Date [Week Commencing]

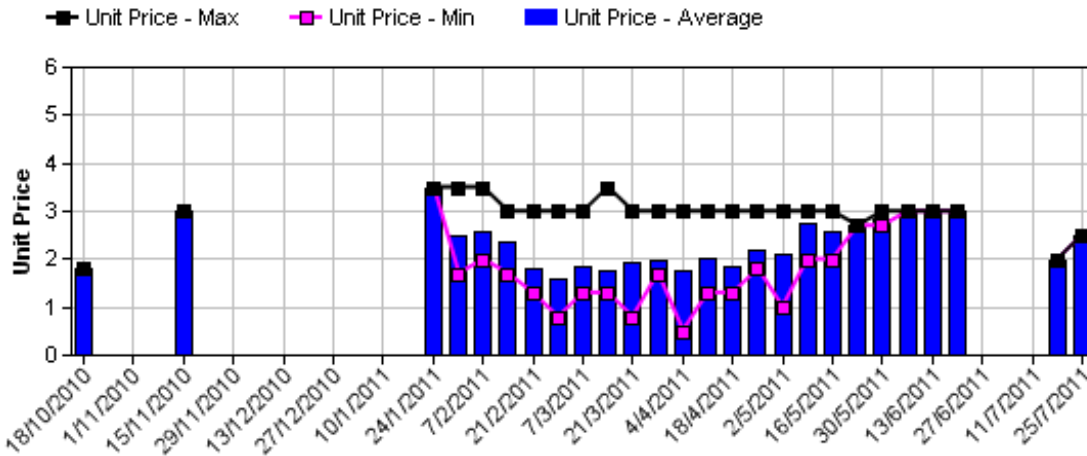
Shepard Avocado Average Retail Prices - Sydney



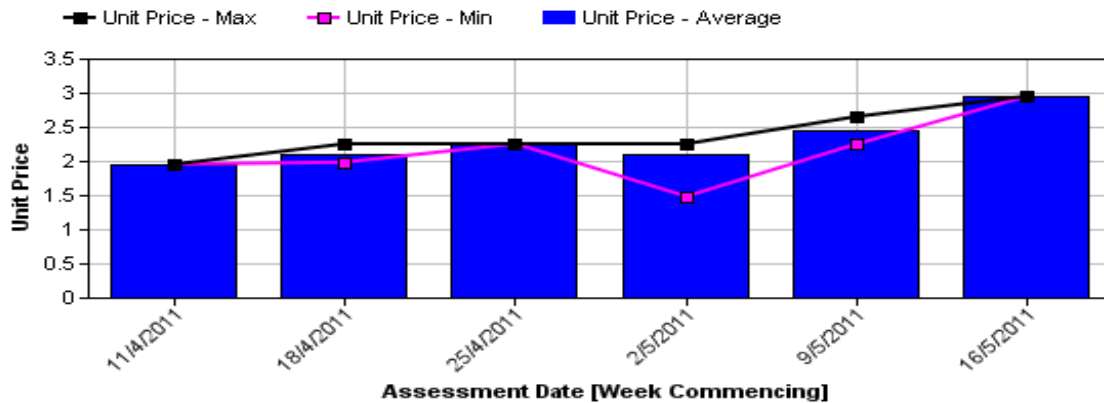
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 29th August 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin																		
SYDNEY						MELBOURNE																							
Woolworths	Hass	260	1.65	No	Aus	I	Hass	235	0.99	No	NS																		
Woolworths	Hass	230	1.65	No	Aus	Coles	Hass	295	1.40	Cat	Aus																		
Woolworths	Hass	230	1.65	Store	Aus	Coles	Hass	285	1.40	Cat	Aus																		
Coles	Hass	245	1.98	No	Aus	Coles	Hass	280	1.40	Cat	Aus																		
Coles	Hass	225	1.98	No	Aus	I	Hass	263	1.50	No	Aus																		
Coles	Hass	280	1.98	No	Aus	I	Hass	260	1.69	No	NS																		
I	Hass	270	1.99	No	Aus	IS	Hass	240	1.99	No	Aus																		
IGA	Hass	220	1.99	No	NZ	I	Hass	290	2.29	No	NS																		
I	Hass	280	1.99	Store	Aus	I	Hass	265	2.29	No	NS																		
I	Hass	335	2.00	No	Aus	Safeway	Hass	270	2.48	No	Aus																		
I	Hass	295	2.00	No	Aus	Safeway	Hass	280	2.48	No	Aus																		
Foodworks	Hass	250	2.49	No	Aus	Safeway	Hass	300	2.48	No	Aus																		
I	Hass	275	2.49	No	Aus	I	Hass	280	2.49	No	Aus																		
I	Hass	255	2.49	No	Aus	I	Hass	270	2.98	No	Aus																		
I	Hass	300	2.99	No	Aus	IGA	Hass	280	2.99	No	Aus																		
BRISBANE						Coles	Reed	420	1.40	Cat	Aus																		
Woolworths	Hass	225	0.98	Store	Aus	Coles	Reed	415	1.40	Cat	Aus																		
IGA	Hass	195	0.99	Store	Aus	PERTH																							
IGA	Hass	180	0.99	Store	Aus	I	Hass	230	0.99	Store	Aus																		
I	Hass	255	1.49	Store	Aus	IS	Hass	230	1.69	Store	Aus																		
I	Hass	245	1.49	No	Aus	Coles	Hass	220	1.75	No	Aus																		
IGA	Hass	220	1.69	No	Aus	Coles	Hass	240	1.75	No	Aus																		
I	Hass	340	1.69	No	Aus	Coles	Hass	210	1.75	No	Aus																		
Coles	Hass	235	1.75	No	Aus	IGA	Hass	215	1.75	Store	Aus																		
Woolworths	Hass	180	1.75	No	Aus	Woolworths	Hass	240	1.98	No	Aus																		
Coles	Hass	240	1.75	No	Aus	Woolworths	Hass	215	1.98	Store	Aus																		
Woolworths	Hass	195	1.75	No	Aus	Woolworths	Hass	210	1.98	No	Aus																		
I	Hass	240	1.79	Store	Aus	I	Hass	240	1.99	No	Aus																		
I	Hass	272	2.49	No	Aus	I	Hass	240	1.99	No	NS																		
I	Hass	260	2.99	Store	Aus	IGA	Hass	270	2.49	No	Aus																		
I	Hass	290	2.99	Store	Aus	IGA	Hass	220	2.49	No	Aus																		
Coles	Lamb Hass	240	1.75	No	Aus	I	Hass	260	2.99	No	Aus																		
Woolworths	Reed	425	1.75	No	Aus	I	Hass	270	2.99	No	Aus																		
I	Reed	560	1.99	Store	Aus	IGA	Hass	195	2.99	No	NS																		
I	Wurtz	270	2.29	Store	Aus	<table border="1"> <thead> <tr> <th colspan="2">Size ranges based on 5.5kg trays</th> </tr> <tr> <th>Size</th> <th>Weight Range</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>185 - 208g</td> </tr> <tr> <td>25</td> <td>208 - 230g</td> </tr> <tr> <td>23</td> <td>230 - 245g</td> </tr> <tr> <td>22</td> <td>245 - 263g</td> </tr> <tr> <td>20</td> <td>263 - 290g</td> </tr> <tr> <td>18</td> <td>290 - 325g</td> </tr> <tr> <td>16</td> <td>325 - 363g</td> </tr> </tbody> </table>						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
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																												
I	Wurtz	240	2.49	No	Aus																								
I	Wurtz	355	2.99	Store	Aus																								
I	Wurtz	260	2.99	No	Aus																								

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