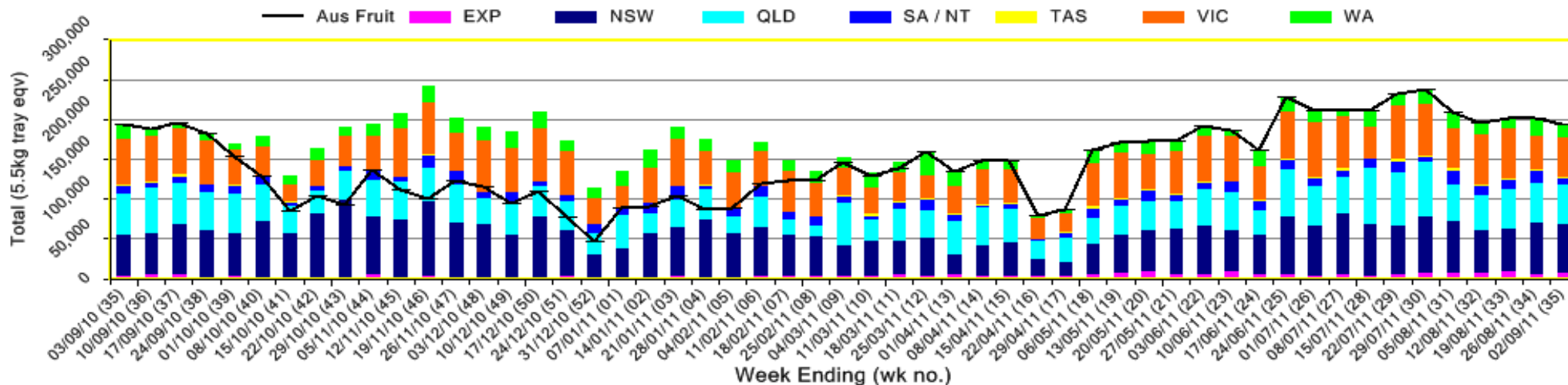


INFOCADO WEEKLY REPORT: 27th August — 2nd September 2011 (Wk 35)

Industry Dispatches By Destination State and Count Size : 27th August - 2nd September 2011 (Wk 35)														
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays -	Bulk	P/PK	Other	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP		100							1,484	2,843	4,427		1,672	7,467
NSW	285	1,922	9,566	11,264	4,357	9,122	5,256	3,228	342	45,342	7,983	840	1,800	60,337
QLD	879	1,464	2,655	11,695	1,391	6,832	11,806	3,333	521	40,576	5,447	3,264		51,073
SA / NT		31	64	226		1,313	1,320	1,367	50	4,371	1,367	876		7,015
TAS								1,840		1,840	96	62		2,026
VIC	243	2,003	11,234	10,100	757	6,339	2,574	658	636	34,544	7,773	1,710		48,988
WA	7	197	616	3,416		1,818	5,443	859	180	12,536	2,343	360		16,861
Total	1,414	5,717	24,135	36,701	6,505	25,424	28,239	10,929	4,572	143,636	26,681	7,112	1,800	193,767

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 5,987,818 5.5kg tray eqv

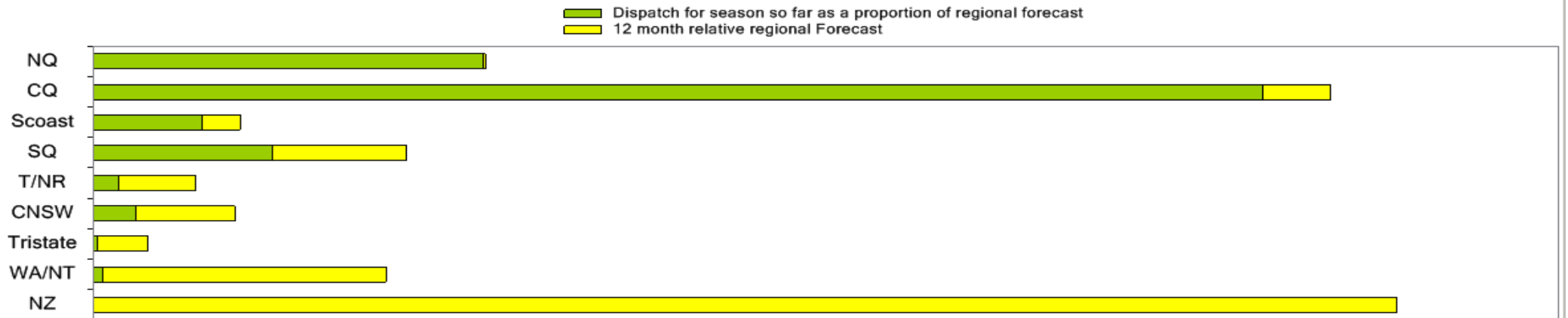


Comments From the CEO

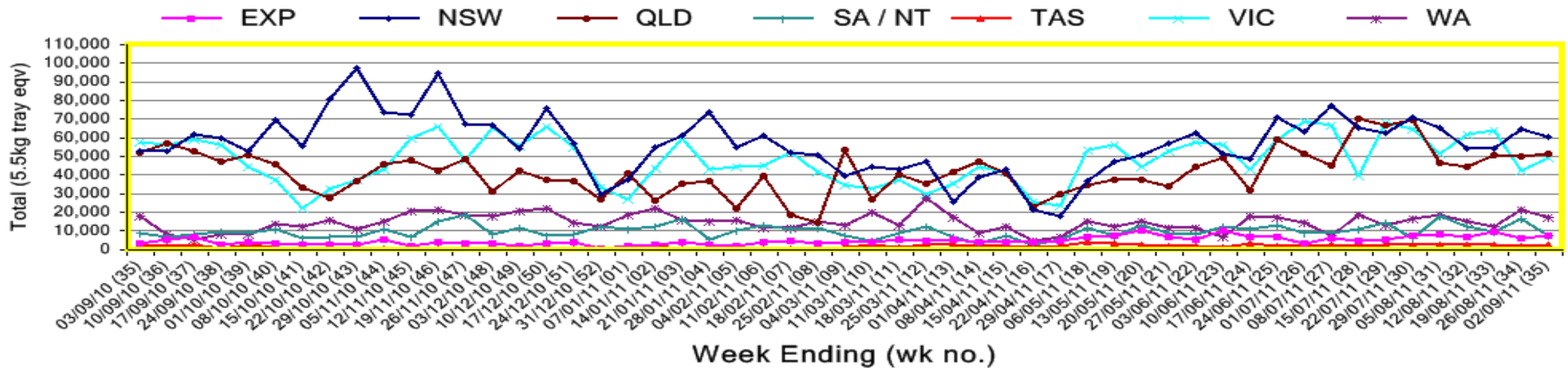
- Australian volumes last week were as expected, just under 200,000 5.5kg tray eqv.
- Australian fruit volumes will start to reduce over the next few weeks .
- New Zealand fruit has started to enter the Australian market and Fruit is flowing through the system quickly, with stock at hand dropping last week for the first time for many weeks
- Due to circumstances beyond our control we were unable to collect Sydney prices this week. They will be reported as normal again next week.



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



Throughput Australian & NZ avocados by destination state
 Throughput 1st January 2011 to date = 5,987,818 5.5kg tray eqv



Week 35 contributors - Packhouses

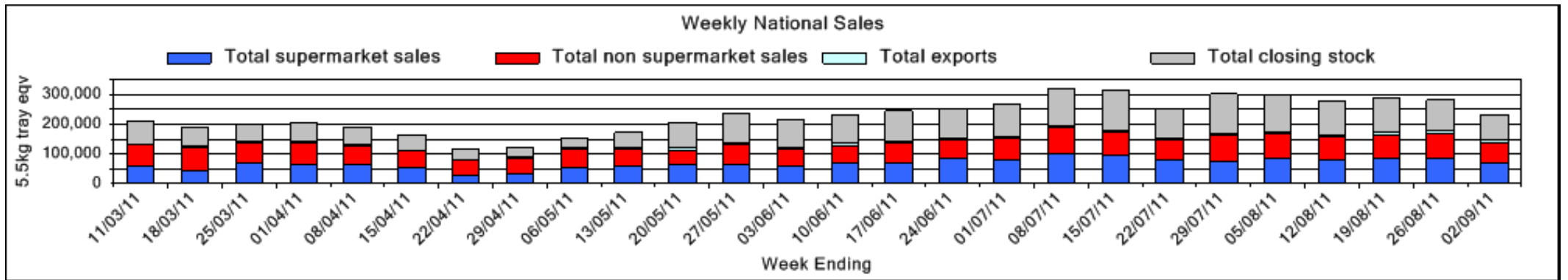
- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Kulnura Ambrosia Avocados |
| Avocado Industry Council (NZAGA) | Midcoast Avocados |
| Avowest | Mountain Fresh |
| Balmoral Orchard | Natures Fruit Company |
| Chris and Sue Allan | One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

Week 35 contributors - Wholesalers

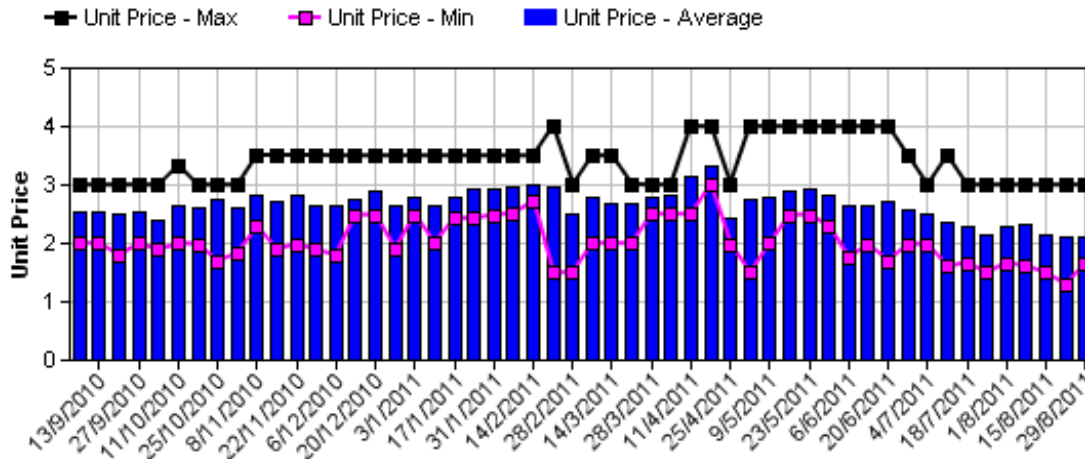
- | | |
|--|---|
| Avanti Fresh Produce Pty Ltd (Melbourne) | Moraitis (Sydney) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Romeos Marketing (Brisbane) |
| Costa Farms (Melbourne) | S & B Produce (Sydney) |
| Costa Farms (Perth) | Sculli & Co Pty Ltd (Melbourne) |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

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

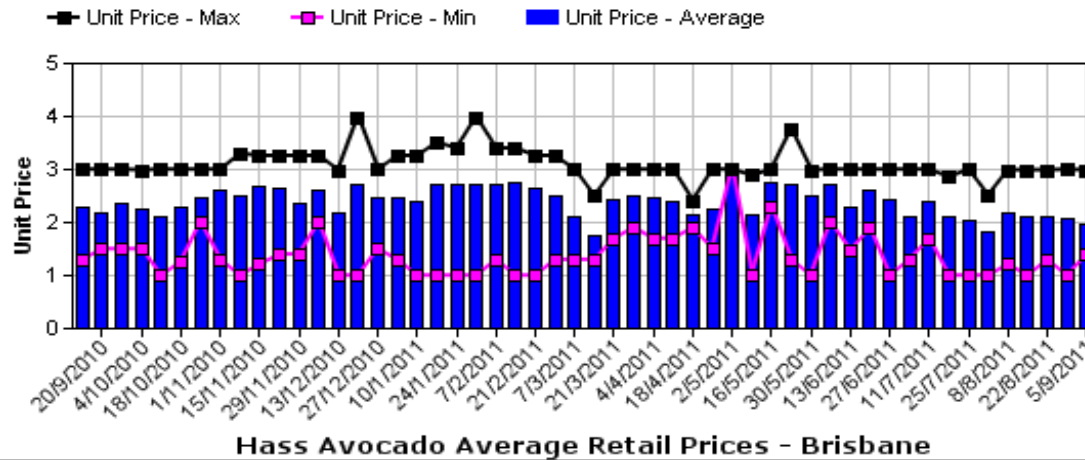
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	17,669			17,669						180			180	33	17,701			17,701
Total non supermarket sales	12,299			12,299	2,736			2,736	4,975						17,274			17,274
Total exports																		
Total sales	29,968			29,968	2,736			2,736	4,975	180			180	33	34,975			34,975
Total Stock on Hand	10,265			10,265	2,207			2,207	4,013						14,278			14,278
QLD																		
Total supermarket sales	25,019		1,424	26,444	902			902	1,640	240			240	44	26,703		1,424	28,127
Total non supermarket sales	12,965		1,516	14,482	1,737		260	1,997	3,631			6,300	6,300	1,145	16,123		3,135	19,258
Total exports	4,427			4,427	1,672			1,672	3,040						7,467			7,467
Total sales	42,412		2,941	45,353	4,311		260	4,571	8,311	240		6,300	6,540	1,189	50,294		4,559	54,853
Total Stock on Hand	16,674		1,678	18,352	1,421		485	1,906	3,465			1,980	1,980	360	19,258		2,920	22,178
SA & TAS																		
Total supermarket sales	6,149			6,149	78		36	114	207	278			278	51	6,341		65	6,407
Total non supermarket sales	3,385		152	3,537	977			977	1,776						5,161		152	5,313
Total exports																		
Total sales	9,534		152	9,686	1,055		36	1,091	1,984	278			278	51	11,503		217	11,720
Total Stock on Hand	6,826		3,301	10,127	2,033		2,011	4,044	7,353						10,522		6,957	17,480
VIC																		
Total supermarket sales	7,827		237	8,065						60			60	11	7,838		237	8,075
Total non supermarket sales	12,699		1,341	14,040	4,541		527	5,068	9,215			5	5	1	20,955		2,300	23,255
Total exports																		
Total sales	20,526		1,578	22,104	4,541		527	5,068	9,215	60		5	65	12	28,793		2,537	31,331
Total Stock on Hand	15,109		2,145	17,253	3,512		433	3,945	7,173			20	20	4	21,494		2,936	24,430
WA																		
Total supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	11,140			11,140	1,613			1,613	2,933	360			360	65	14,138			14,138
Total Stock on Hand																		
Total																		
Total supermarket sales	64,227		1,662	65,889	980		36	1,016	1,847	1,118			1,118	203	66,212		1,727	67,939
Total non supermarket sales	44,925		3,009	47,934	11,604		787	12,391	22,529			6,305	6,305	1,146	66,023		5,587	71,610
Total exports	4,427			4,427	1,672			1,672	3,040						7,467			7,467
Total sales	113,579		4,671	118,250	14,256		823	15,079	27,416	1,118		6,305	7,423	1,350	139,702		7,314	147,016
Total Stock on Hand	53,044		7,124	60,168	10,695		2,929	13,624	24,771			2,000	2,000	364	72,490		12,813	85,303



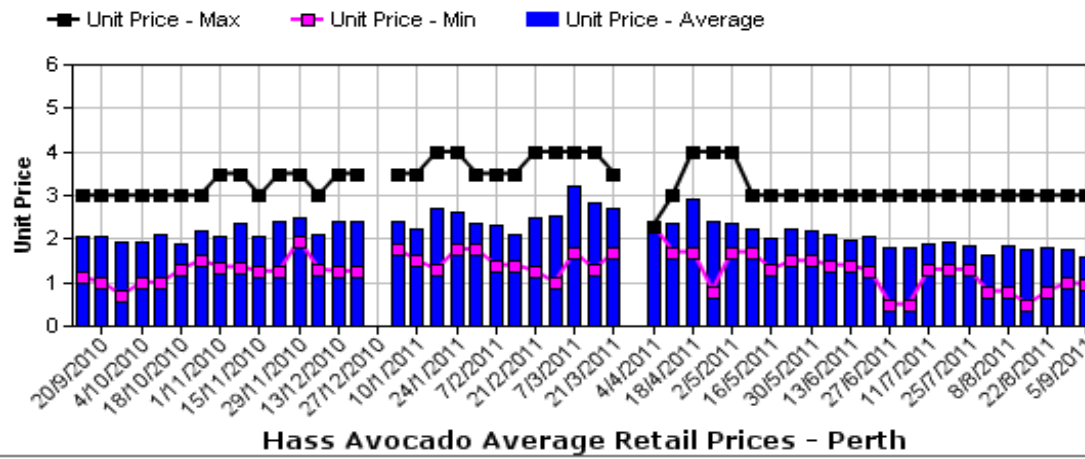
Hass Avocado Average Retail Prices - Sydney



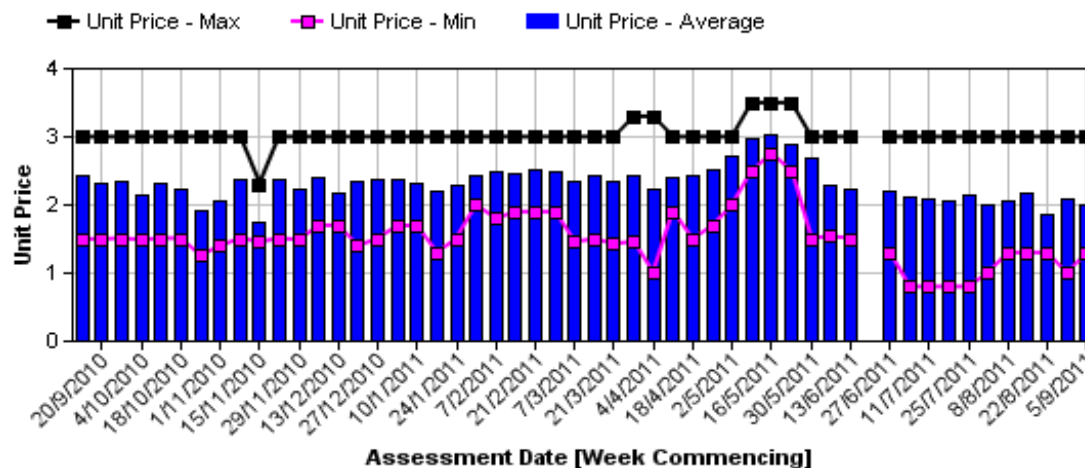
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

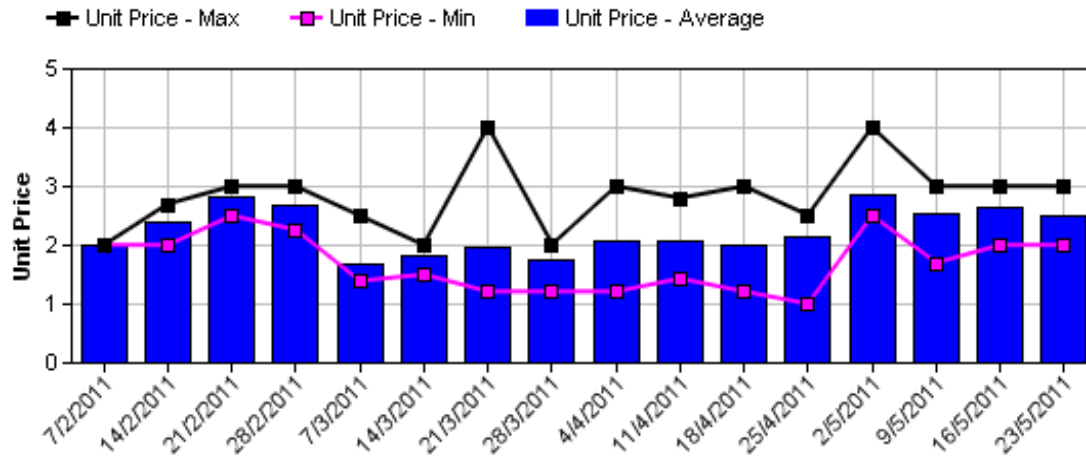


Hass Avocado Average Retail Prices - Perth

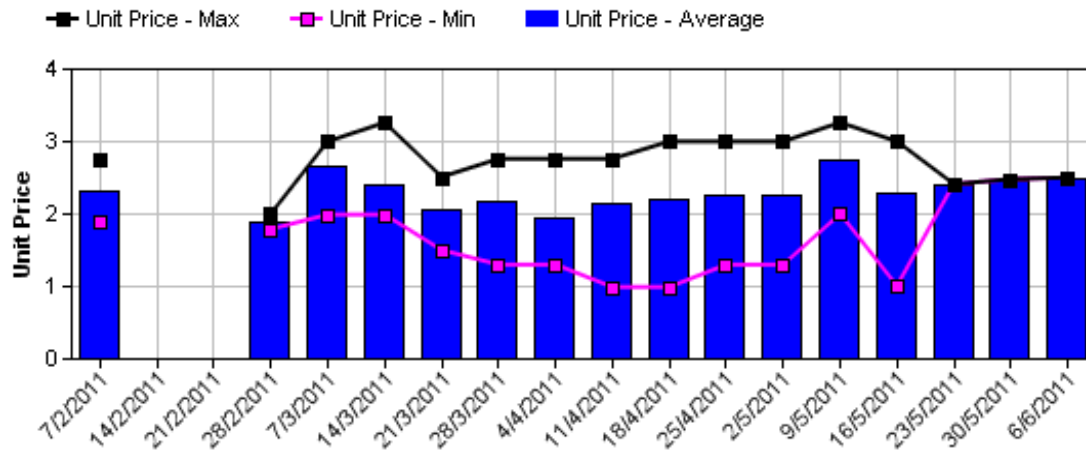


Assessment Date [Week Commencing]

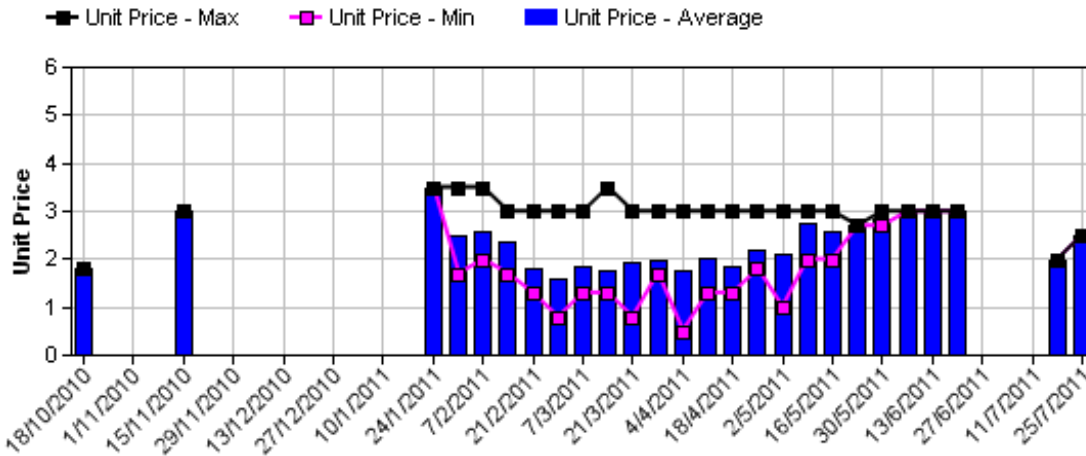
Shepard Avocado Average Retail Prices - Sydney



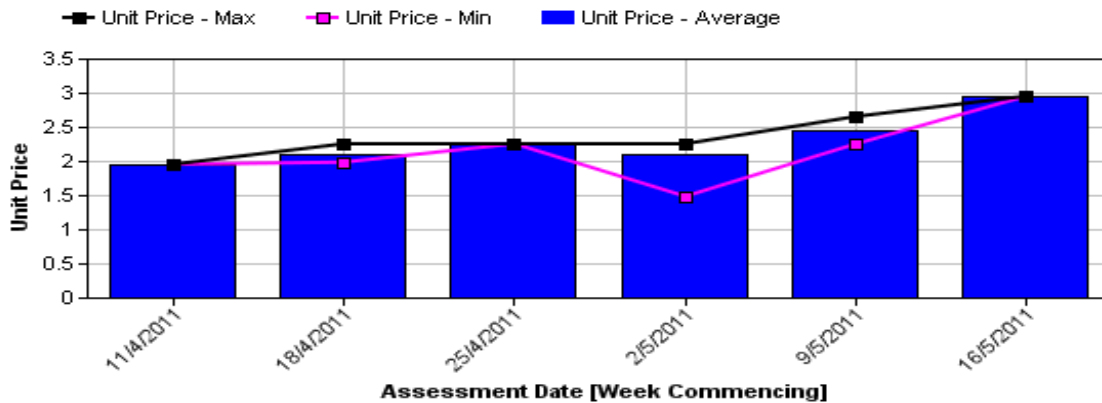
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 5th September 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
BRISBANE					
Produce City	Wurtz	275	0.79	Store	Aus
Woolworths	Hass	240	0.95	Cat	Aus
Woolworths	Hass	230	0.95	Cat	Aus
Woolworths	Hass	225	0.95	Cat	Aus
IGA	Hass	180	0.99	No	Aus
Coles	Hass	255	1.2	Store	Aus
Coles	Hass	235	1.2	Store	Aus
Coles	Hass	220	1.2	Store	Aus
I	Hass	220	1.49	Store	Aus
I	Hass	240	1.69	Store	Aus
IGA	Hass	180	1.69	No	Aus
IGA	Hass	170	1.75	No	Aus
Woolworths	Reed	420	1.75	No	Aus
I	Hass	230	1.79	Store	Aus
Coles	Hass	250	1.95	No	Aus
I	Wurtz	240	1.99	No	Aus
I	Hass	260	2.29	Store	Aus
I	Hass	296	2.49	Store	Aus
I	Wurtz	330	2.49	No	Aus
I	Hass	240	2.99	Store	Aus
Zone Fresh	Wurtz	255	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	265	1.39	No	NS
I	Hass	230	1.5	No	Aus
Safeway	Hass	275	1.65	No	Aus
Safeway	Hass	285	1.65	Cat	Aus
Safeway	Hass	250	1.65	No	Aus
Coles	Hass	250	1.68	Cat	Aus
Coles	Hass	270	1.68	Cat	Aus
Coles	Hass	245	1.68	Cat	Aus
IGA	Hass	300	1.99	No	Aus
I	Hass	235	1.99	No	Aus
I	Hass	235	1.99	No	Aus
I	Hass	270	2.29	No	NS
I	Hass	275	2.29	No	NS
I	Hass	190	2.49	No	NS
I	Hass	230	2.49	No	Aus
I	Hass	285	2.98	No	Aus
PERTH					
I	Hass	160	0.99	Store	Aus
I	Hass	240	1.29	Store	Aus
IS	Hass	230	1.5	Store	Aus
Woolworths	Hass	210	1.5	No	Aus
Woolworths	Hass	220	1.5	No	Aus
Woolworths	Hass	220	1.5	No	Aus
Coles	Hass	230	1.75	No	Aus
Coles	Hass	240	1.75	No	Aus
Coles	Hass	240	1.75	No	Aus
IGA	Hass	210	1.75	Store	Aus
I	Hass	235	1.99	No	NS
I	Hass	260	1.99	No	Aus
IGA	Hass	220	2.19	No	Aus
IGA	Hass	245	2.49	No	Aus
IS	Hass	295	2.89	No	Aus
IGA	Hass	290	2.99	No	NS
I	Hass	255	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