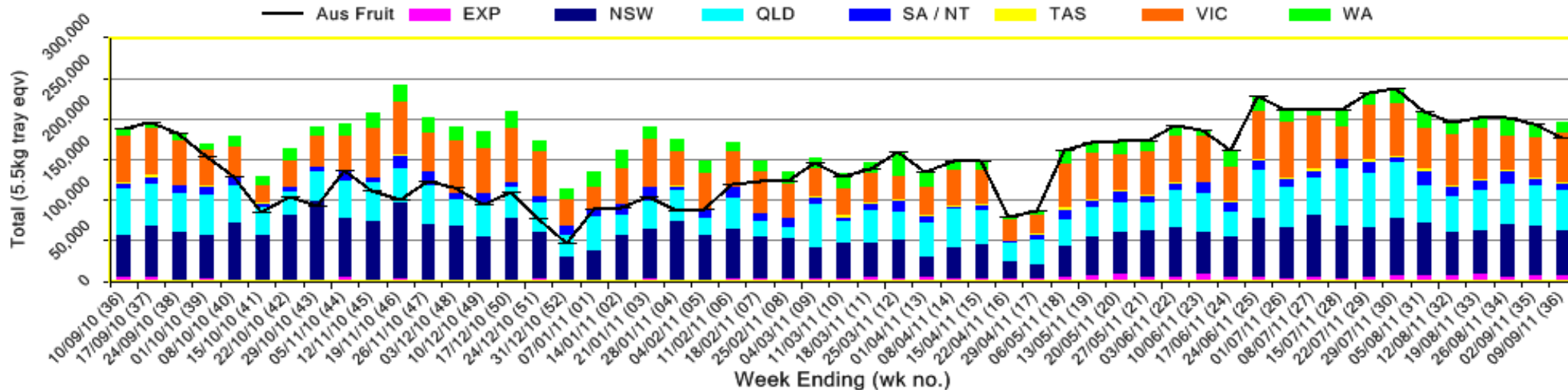


INFOCADO WEEKLY REPORT: 3rd — 9th September 2011 (Wk 36)

Industry Dispatches By Destination State and Count Size : 3rd September - 9th September 2011 (Wk 36)

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	Other	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									2,060	3,641				5,701	730			7,028
NSW	207	2,484	10,151	11,896	3,655	3,128	5,238	2,877	445		8,043	1,119	2,400	40,081				55,344
QLD	640	2,829	2,080	11,364	1,478	10,271	9,426	3,579	325		4,064	3,366		41,992				49,993
SA / NT	8	186	439	2,482	12	1,316	1,538	576			272	780		6,557				7,194
TAS								1,099			576			1,099				2,146
VIC	353	3,291	11,437	12,488	1,328	7,573	7,157	2,146	2,186		7,207	1,650		47,959				61,363
WA	13	73	599	3,034		1,583	1,695	923	208		2,802			8,128				13,223
Total	1,221	8,863	24,706	41,264	6,473	23,871	26,153	12,161	6,805	151,517	23,694	6,915	2,400	196,290				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 6,184,109 5.5kg tray eqv



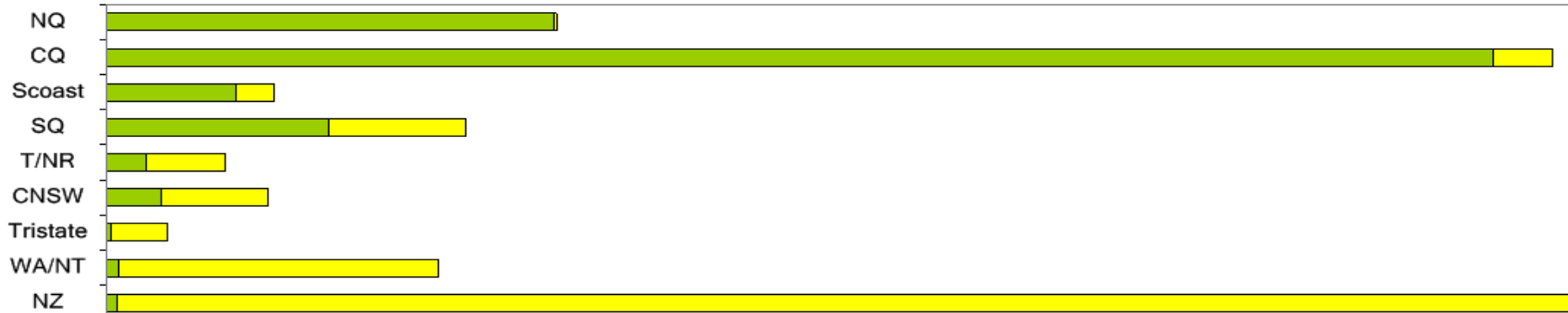
Comments From the CEO

- Volumes have remained constant for the last six weeks at around the 200,000 5.5 kg tray eqv. The next few weeks will see volumes remain at the same level. Warmer weather will increase demand for avocado from this week onwards.
- WA, Tristate and NZ have all entered the market. Volumes from each region will begin to build over the next few weeks.
- Exports continue to remain steady, since April the volume of fruit have remained steady and regular.
- Retail prices have remained steady over the last few weeks.

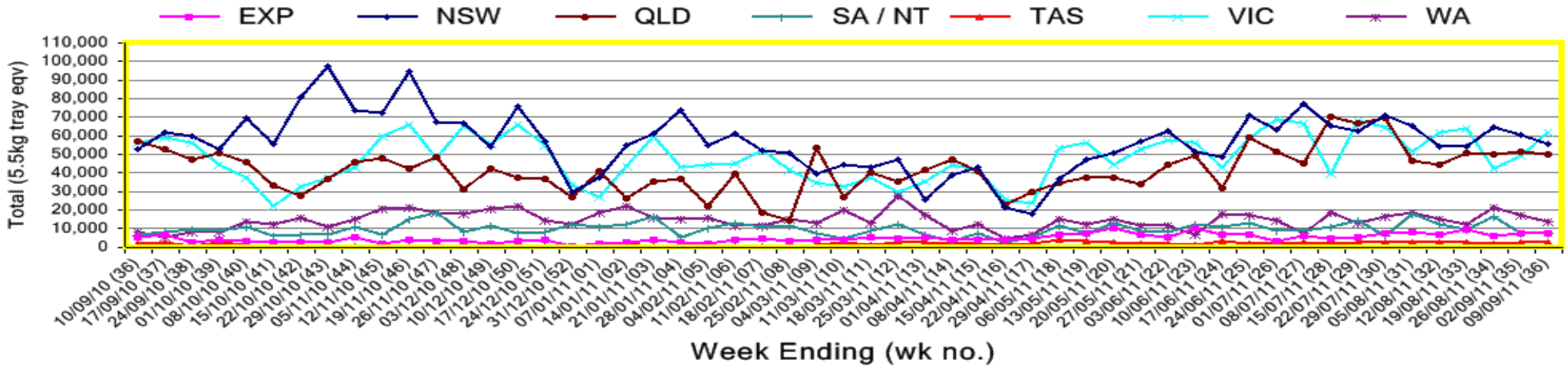


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 6,184,109 5.5kg tray eqv



Week 36 contributors - Packhouses

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

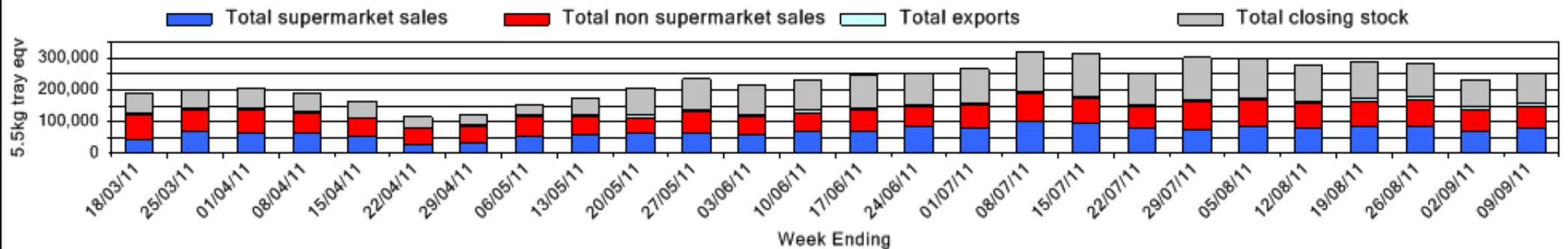
Week 36 contributors - Wholesalers

- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Kelly's (Melbourne) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Romeos Marketing (Brisbane) |
| Costa Farms (Brisbane) | S & B Produce (Sydney) |
| 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 (Brisbane) |
| Fresh Choice WA Pty Ltd (Perth) | The La Manna Group (Melbourne) |
| Freshmax Pty Ltd (Brisbane) | United Fresh (Adelaide) |

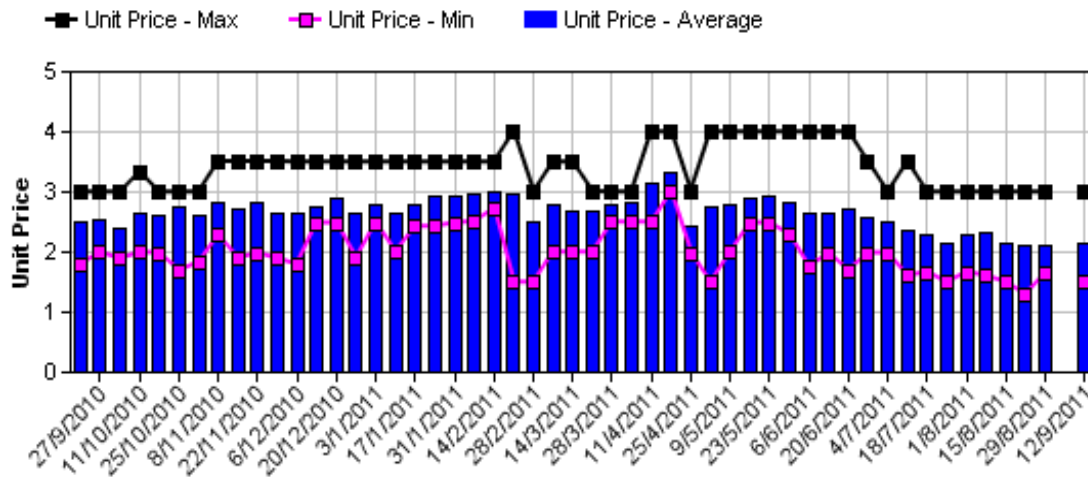
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	14,789			14,789						1,119			1,119	203	14,992			14,992
Total non supermarket sales	13,413		225	13,638	1,960			1,960	3,564						16,977		225	17,202
Total exports	652			652											652			652
Total sales	28,854		225	29,079	1,960			1,960	3,564	1,119			1,119	203	32,621		225	32,846
Total Stock on Hand	10,975			10,975	4,038			4,038	7,342						18,317			18,317
QLD																		
Total supermarket sales	31,293		1,068	32,361	278			278	505	3,366			3,366	612	32,410		1,068	33,478
Total non supermarket sales	9,956		1,357	11,313	2,950		299	3,249	5,907			5,220	5,220	949	15,319		2,850	18,169
Total exports	5,049			5,049	730			730	1,327						6,376			6,376
Total sales	46,297		2,426	48,723	3,958		299	4,257	7,740	3,366		5,220	8,586	1,561	54,106		3,918	58,024
Total Stock on Hand	20,341		1,677	22,018	1,507		506	2,013	3,660			3,960	3,960	720	23,081		3,317	26,398
SA & TAS																		
Total supermarket sales	7,023			7,023	42			42	76	780			780	142	7,242			7,242
Total non supermarket sales	4,447		504	4,951	670			670	1,329						5,665		615	6,280
Total exports																		
Total sales	11,470		504	11,974	712			712	1,405	780			780	142	12,907		615	13,522
Total Stock on Hand	8,009		3,332	11,341	1,877		1,954	3,831	6,965						11,422		6,885	18,307
VIC																		
Total supermarket sales	20,466		356	20,822	192			192	349	1,650			1,650	300	21,115		356	21,471
Total non supermarket sales	10,675		2,425	13,100	3,340		501	3,841	6,984			4	4	1	16,748		3,337	20,084
Total exports																		
Total sales	31,141		2,781	33,922	3,532		501	4,033	7,333	1,650		4	1,654	301	37,863		3,693	41,556
Total Stock on Hand	19,344		921	20,265	2,743		312	3,055	5,555			16	16	3	24,331		1,491	25,823
WA																		
Total supermarket sales	4,203			4,203											4,203			4,203
Total non supermarket sales	3,132			3,132	1,608			1,608	2,924						6,056			6,056
Total exports																		
Total sales	7,335			7,335	1,608			1,608	2,924						10,259			10,259
Total Stock on Hand	4,946			4,946	1,896			1,896	3,447						8,393			8,393
Total																		
Total supermarket sales	77,774		1,424	79,198	512			512	931	6,915			6,915	1,257	79,962		1,424	81,387
Total non supermarket sales	41,623		4,511	46,134	10,528		861	11,389	20,707			5,224	5,224	950	60,765		7,027	67,791
Total exports	5,701			5,701	730			730	1,327						7,028			7,028
Total sales	125,098		5,936	131,034	11,770		861	12,631	22,965	6,915		5,224	12,139	2,207	147,755		8,451	156,206
Total Stock on Hand	63,616		5,930	69,546	12,061		2,772	14,833	26,969			3,976	3,976	723	85,545		11,693	97,238

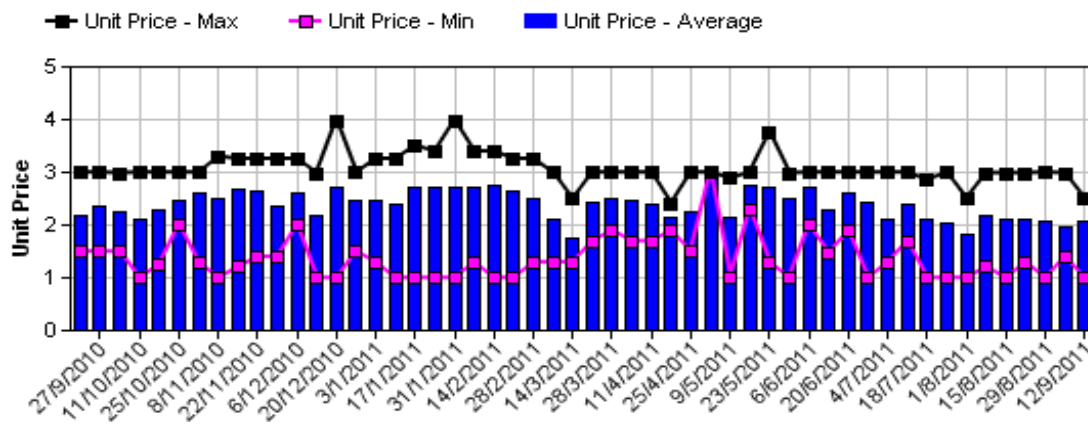
Weekly National Sales



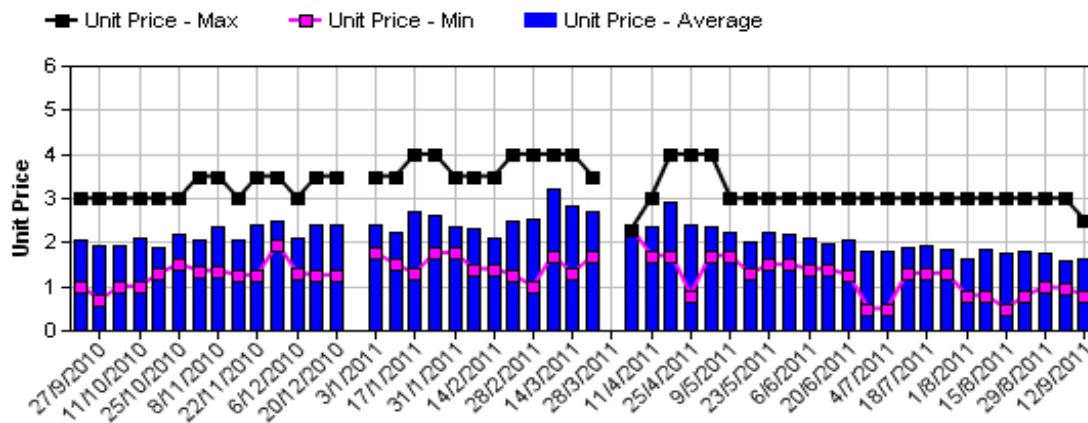
Hass Avocado Average Retail Prices - Sydney



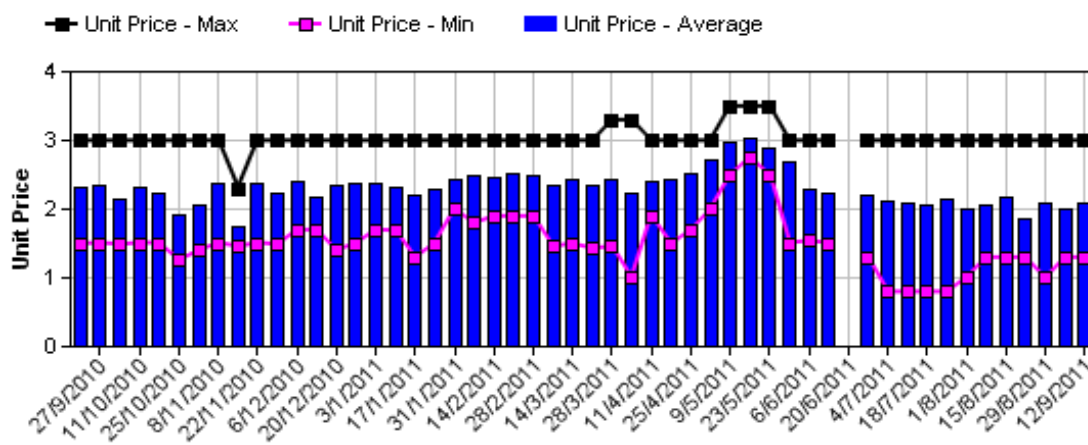
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

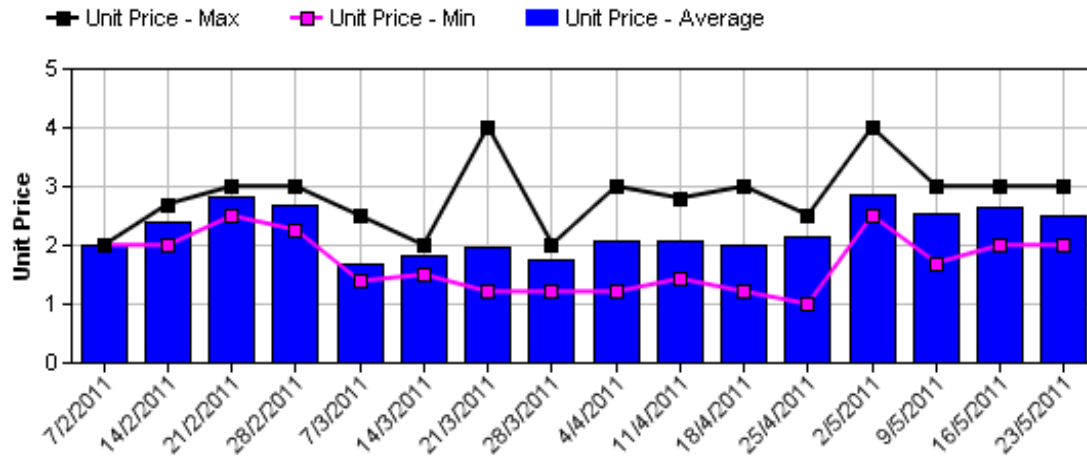


Hass Avocado Average Retail Prices - Perth

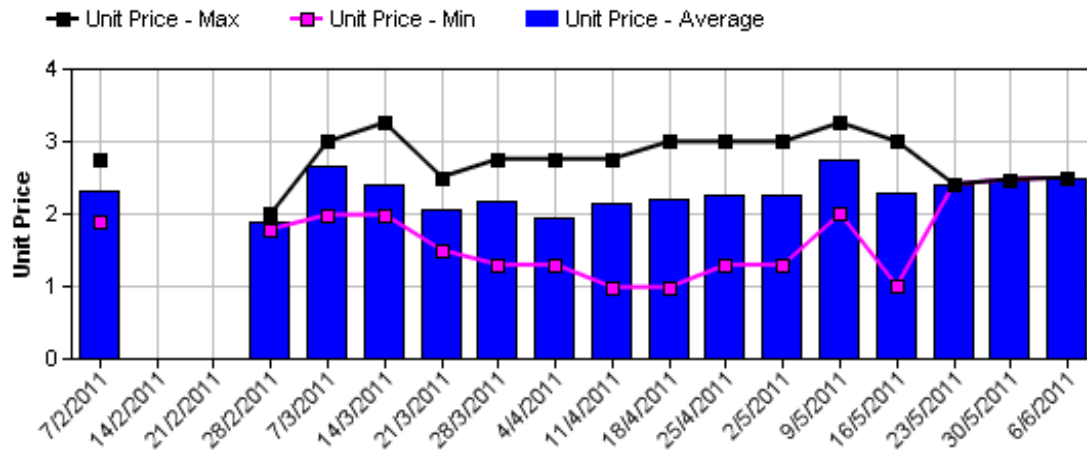


Assessment Date [Week Commencing]

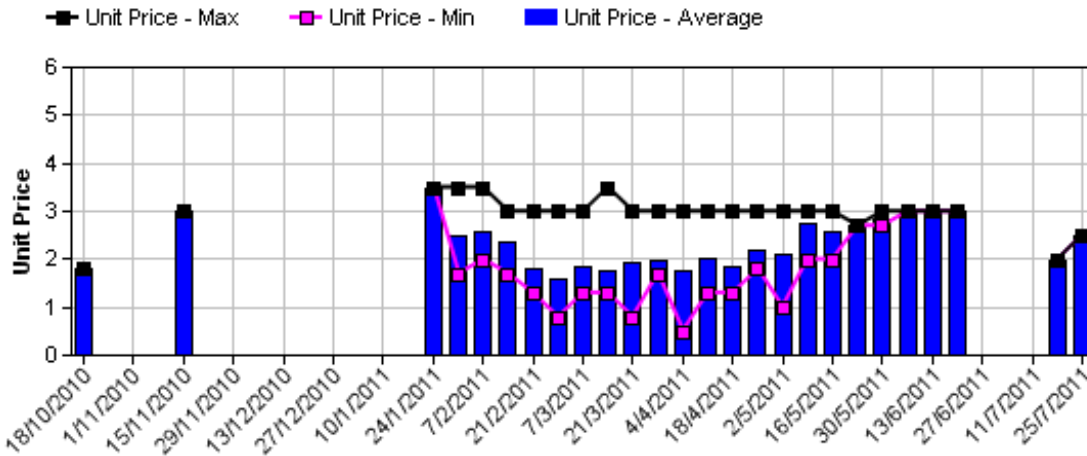
Shepard Avocado Average Retail Prices - Sydney



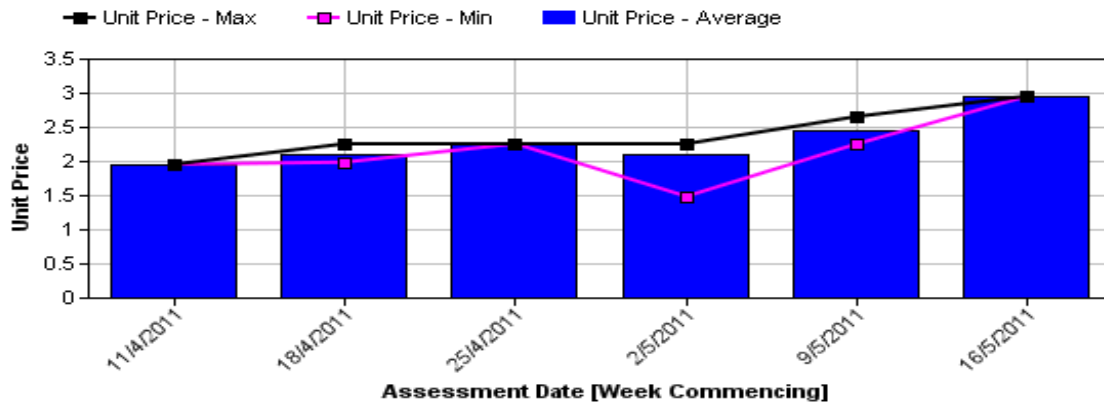
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 12th September 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					
IGA	Hass	265	1.49	Store	Aus	I	Hass	230	0.99	No	NS
Coles	Hass	240	1.65	Store	Aus	I	Hass	236	1.50	No	NS
Coles	Hass	220	1.65	Store	Aus	IGA	Hass	270	1.69	Cat	Aus
Coles	Hass	235	1.65	Store	Aus	I	Hass	260	1.79	No	NS
Woolworths	Hass	280	1.98	No	Aus	Coles	Hass	275	1.98	Store	Aus
Woolworths	Hass	325	1.98	Store	Aus	Coles	Hass	290	1.98	Store	Aus
I	Hass	285	1.99	No	Aus	Coles	Hass	300	1.98	Store	Aus
I	Hass	310	1.99	No	Aus	IS	Hass	275	1.99	No	Aus
Woolworths	Hass	285	1.99	No	Aus	I	Hass	300	2.29	No	NS
I	Hass	320	2.00	No	Aus	I	Hass	290	2.29	No	NS
I	Hass	330	2.00	No	Aus	Safeway	Hass	300	2.48	No	Aus
Foodworks	Hass	310	2.49	No	Aus	Safeway	Hass	270	2.48	No	Aus
I	Hass	240	2.49	No	Aus	Safeway	Hass	310	2.48	No	Aus
IGA	Hass	324	2.99	No	Aus	I	Hass	280	2.49	No	Aus
I	Hass	310	2.99	No	Aus	I	Hass	255	2.50	Store	Aus
I	Hass	255	2.99	No	Aus	Safeway	Reed	475	1.68	No	Aus
BRISBANE						PERTH					
I	Hass	250	0.79	Store	Aus	I	Hass	230	1.29	Store	Aus
Coles	Hass	205	1.48	No	Aus	Coles	Hass	220	1.29	No	Aus
Coles	Hass	270	1.48	No	Aus	IS	Hass	240	1.69	Store	Aus
Coles	Hass	220	1.48	No	Aus	IGA	Hass	200	1.75	Store	Aus
I	Hass	215	1.49	No	Aus	Coles	Hass	275	1.75	No	Aus
IGA	Hass	200	1.49	No	Aus	Woolworths	Hass	210	1.98	No	Aus
Woolworths	Hass	240	1.54	No	Aus	Coles	Hass	305	1.98	No	Aus
IGA	Hass	195	1.54	No	Aus	Woolworths	Hass	230	1.98	Store	Aus
Woolworths	Hass	180	1.54	Store	Aus	Woolworths	Hass	210	1.98	Store	Aus
Woolworths	Hass	195	1.54	No	Aus	I	Hass	260	1.99	No	Aus
IGA	Hass	220	1.54	No	Aus	I	Hass	220	1.99	No	NS
I	Hass	340	1.69	Store	Aus	IGA	Hass	220	2.19	No	Aus
I	Hass	235	1.79	Store	Aus	IGA	Hass	260	2.49	No	Aus
I	Hass	335	2.29	Store	Aus	I	Hass	270	2.99	No	Aus
I	Hass	282	2.49	Store	Aus	I	Hass	275	2.99	No	Aus
Woolworths	Reed	540	1.54	No	Aus	IGA	Hass	260	2.99	No	NS
Woolworths	Reed	450	1.54	No	Aus						
I	Wurtz	405	1.99	No	Aus						
I	Wurtz	245	2.29	Store	Aus						
I	Wurtz	315	2.49	Store	Aus						
I	Wurtz	265	2.99	Store	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