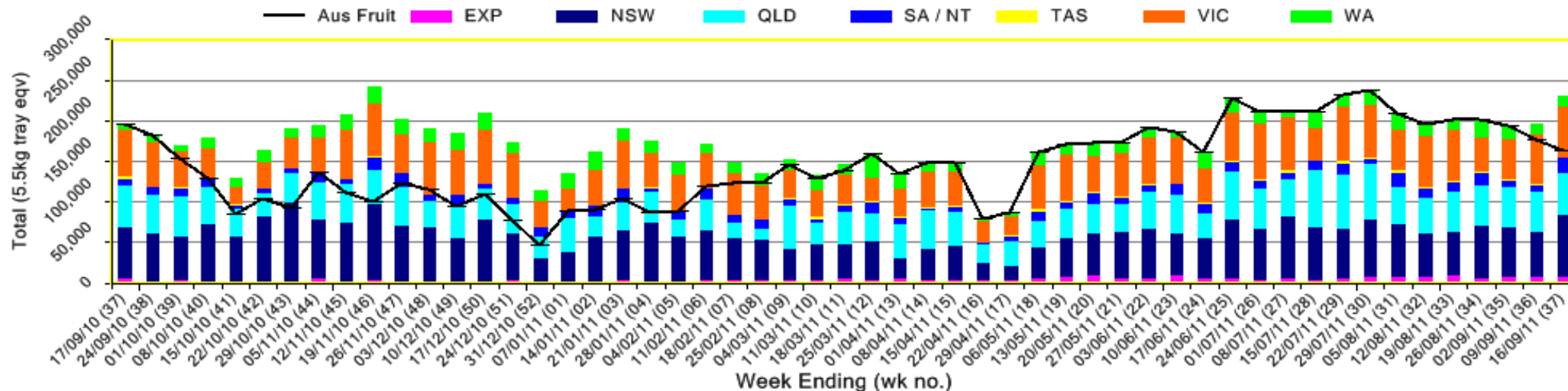


INFOCADO WEEKLY REPORT: 10th — 16th September 2011 (Wk 37)

Industry Dispatches By Destination State and Count Size : 10th September - 16th September 2011 (Wk 37)

Dest. State	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			1			1	1	3,145	2,463	5,611	1,025			7,475
NSW	319	4,156	9,411	13,238	4,733	10,024	12,636	4,348	4,069	62,934	7,038	934	2,700	76,391
QLD	509	1,843	3,133	10,535	1,934	7,055	11,982	3,001	504	40,496	5,535	2,670		51,045
SA / NT	4	180	4,592	4,081	72	3,178	2,354	1,940	228	16,629	1,341	900		19,231
TAS											192	240		393
VIC	206	3,813	10,199	11,061	987	9,642	11,053	2,941	4,524	54,426	4,400	2,040		62,797
WA	6	31	435	1,911		2,253	4,347	228		9,211	2,681			14,086
Total	1,044	10,023	27,771	40,826	7,726	32,153	42,373	15,603	11,788	189,307	22,212	6,784	2,700	231,416

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 6,415,527 5.5kg tray eqv



Comments From the CEO

- Volumes have jumped last week with more fruit heading to the market than forecast. This coincides with summer like weather across Australia, helping to drive consumption.
- Retail prices have remained lower which will help move the volume through to consumers
- Central Qld is very close to finishing, with NZ just beginning to move more volume into the Australian market

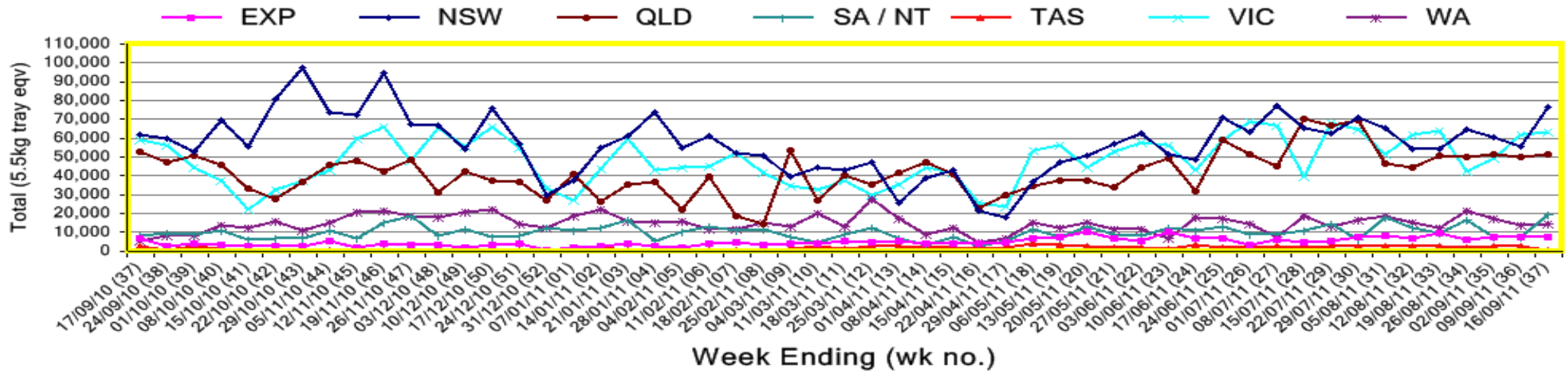


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 6,415,527 5.5kg tray eqv



Week 37 contributors - Packhouses

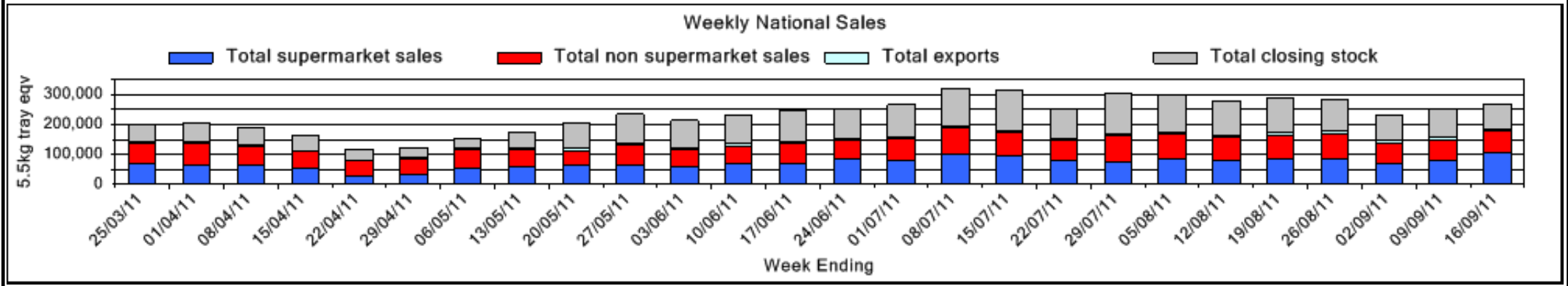
- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Kulnura Ambrosia Avocados |
| Avocado Industry Council (NZAGA) | Midcoast Avocados |
| Avowest | Mountain Fresh |
| Balmoral Orchard | Natures Fruit Company |
| Coastal Avocados | One Harvest |
| G & J Krenske | Summerland House With No Steps |
| Green Nugget Orchards | Sunfresh |
| Green Pear Avocado | Sunnyspot Packhouse Pty Ltd |
| I & A Tolson | The Avocado Grove |
| Jirel Holdings | Touchwood Farming |
| WJ Row | |

Week 37 contributors - Wholesalers

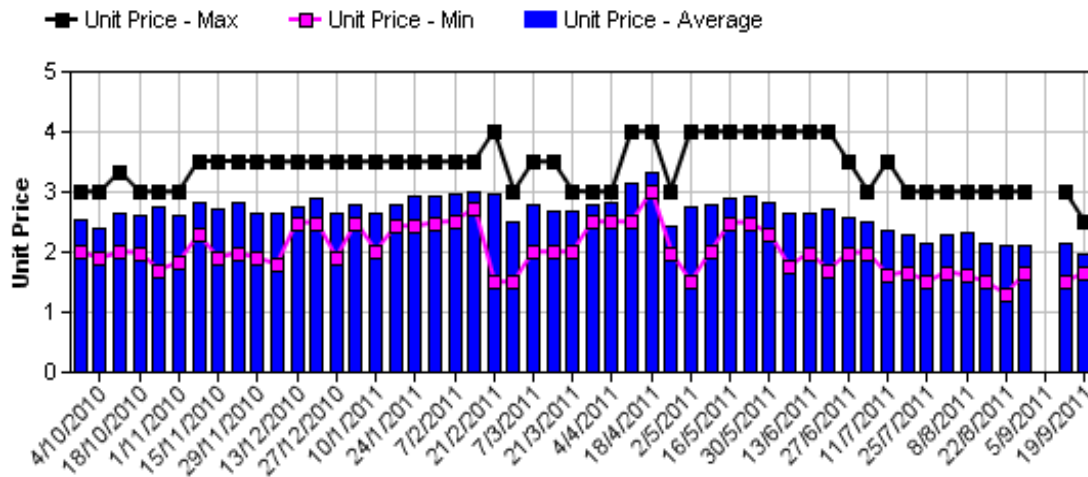
- | | |
|--|---|
| Avanti Fresh Produce Pty Ltd (Melbourne) | Kelly's (Melbourne) |
| Barkers (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Romeos Marketing (Brisbane) |
| Costa Farms (Brisbane) | S & B Produce (Sydney) |
| Costa Farms (Melbourne) | Sculli & Co Pty Ltd (Melbourne)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

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

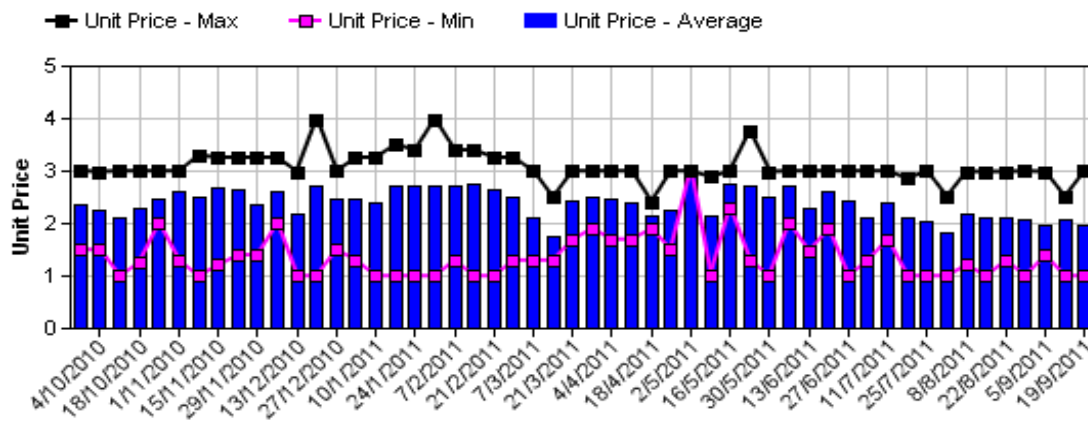
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	26,710			26,710						934			934	170	26,880			26,880
Total non supermarket sales	12,933			12,933	4,210			4,210	7,655						20,588			20,588
Total exports																		
Total sales	39,643			39,643	4,210			4,210	7,655	934			934	170	47,468			47,468
Total Stock on Hand	5,484			5,484	2,108			2,108	3,833						9,317			9,317
QLD																		
Total supermarket sales	32,622		1,549	34,171	452			452	822	2,670			2,670	485	33,929		1,549	35,478
Total non supermarket sales	13,836		696	14,533	2,439		407	2,846	5,175			10,260	10,260	1,865	18,271		3,302	21,573
Total exports	5,609		2	5,611	1,025			1,025	1,864						7,473		2	7,475
Total sales	52,067		2,247	54,315	3,916		407	4,323	7,860	2,670		10,260	12,930	2,351	59,673		4,853	64,526
Total Stock on Hand	-887		1,600	713	1,605		99	1,704	3,098			3,600	3,600	655	2,031		2,435	4,466
SA & TAS																		
Total supermarket sales	7,805		18	7,823	72			72	131	900			900	164	8,100		18	8,118
Total non supermarket sales	3,444		654	4,098	647		16	663	1,205						4,620		683	5,303
Total exports																		
Total sales	11,249		672	11,921	719		16	735	1,336	900			900	164	12,720		701	13,421
Total Stock on Hand	15,992		3,012	19,004	2,023		2,018	4,041	7,347						19,670		6,681	26,351
VIC																		
Total supermarket sales	28,653		690	29,343	288		192	480	873	2,236		288	2,524	459	29,583		1,091	30,674
Total non supermarket sales	11,307		1,560	12,868	2,246		261	2,507	4,558	96		42	138	25	15,408		2,043	17,451
Total exports																		
Total sales	39,960		2,250	42,210	2,534		453	2,987	5,431	2,332		330	2,662	484	44,991		3,134	48,125
Total Stock on Hand	25,730		2,533	28,263	2,030		607	2,637	4,795	88		35	123	22	29,437		3,643	33,080
WA																		
Total supermarket sales	4,720			4,720	1			1	2						4,722			4,722
Total non supermarket sales	3,303			3,303	1,404			1,404	2,553						5,856			5,856
Total exports																		
Total sales	8,023			8,023	1,405			1,405	2,555						10,578			10,578
Total Stock on Hand	5,162			5,162	2,332			2,332	4,240						9,402			9,402
Total																		
Total supermarket sales	100,510		2,257	102,767	813		192	1,005	1,827	6,740		288	7,028	1,278	103,214		2,658	105,872
Total non supermarket sales	44,823		2,911	47,734	10,946		684	11,630	21,145	96		10,302	10,398	1,891	64,742		6,028	70,770
Total exports	5,609		2	5,611	1,025			1,025	1,864						7,473		2	7,475
Total sales	150,942		5,170	156,112	12,784		876	13,660	24,836	6,836		10,590	17,426	3,168	175,429		8,688	184,117
Total Stock on Hand	51,481		7,145	58,627	10,098		2,724	12,822	23,313	88		3,635	3,723	677	69,857		12,759	82,616



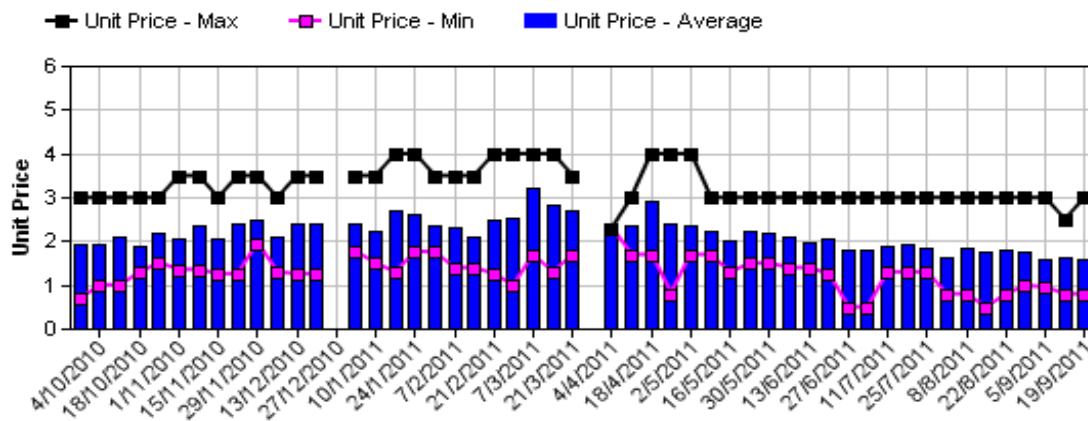
Hass Avocado Average Retail Prices - Sydney



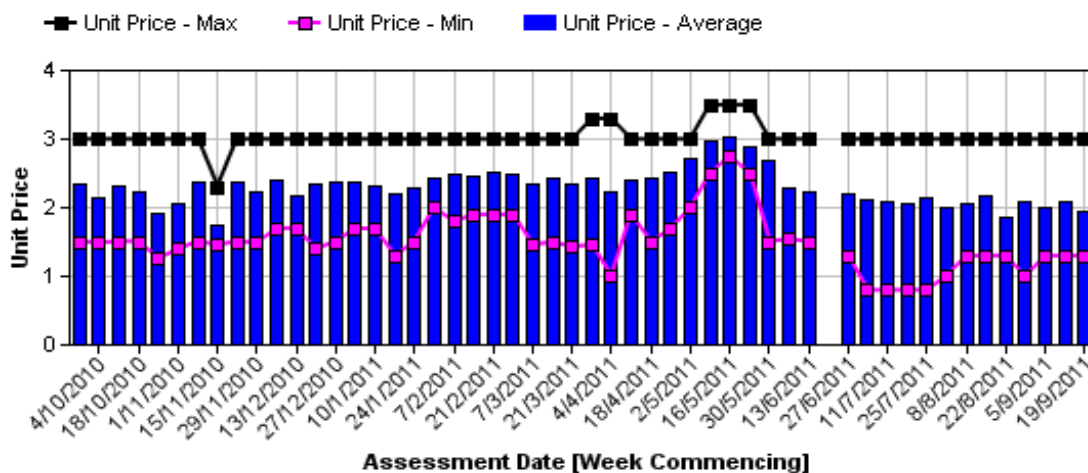
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

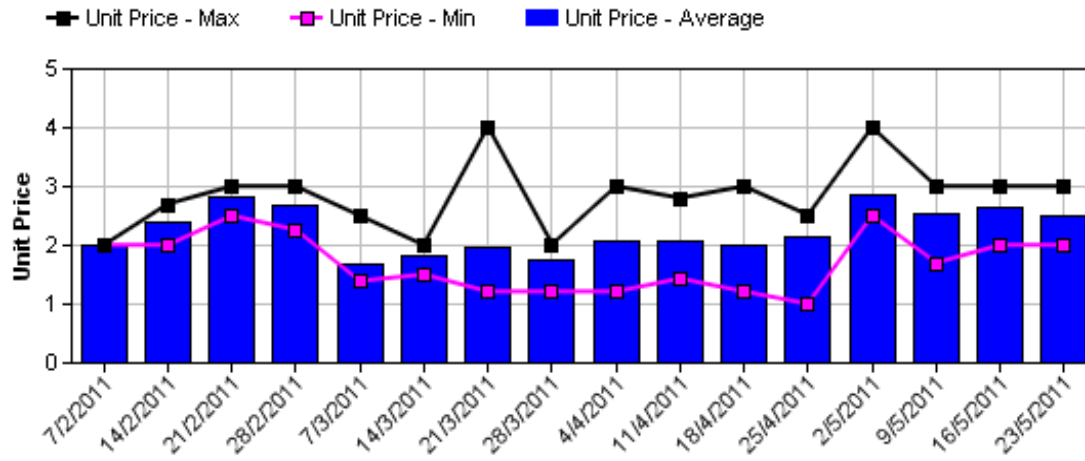


Hass Avocado Average Retail Prices - Perth

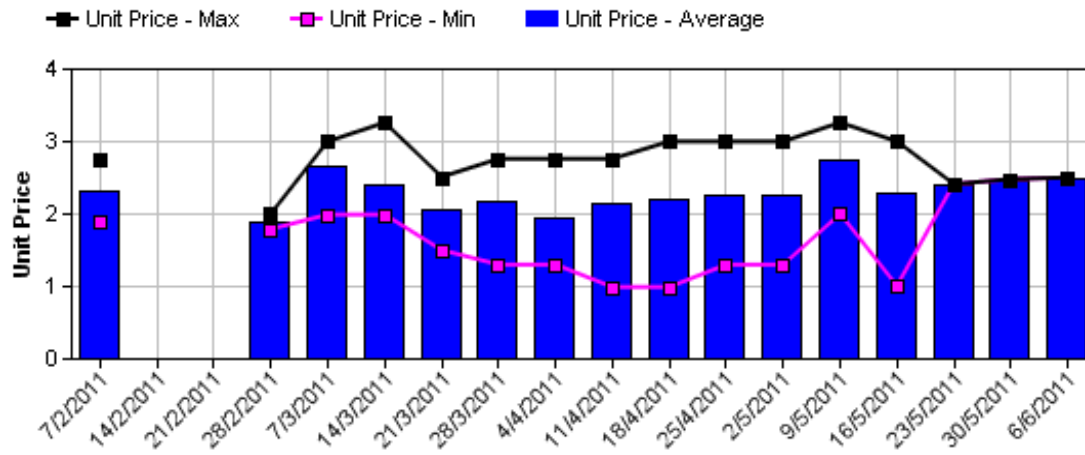


Assessment Date [Week Commencing]

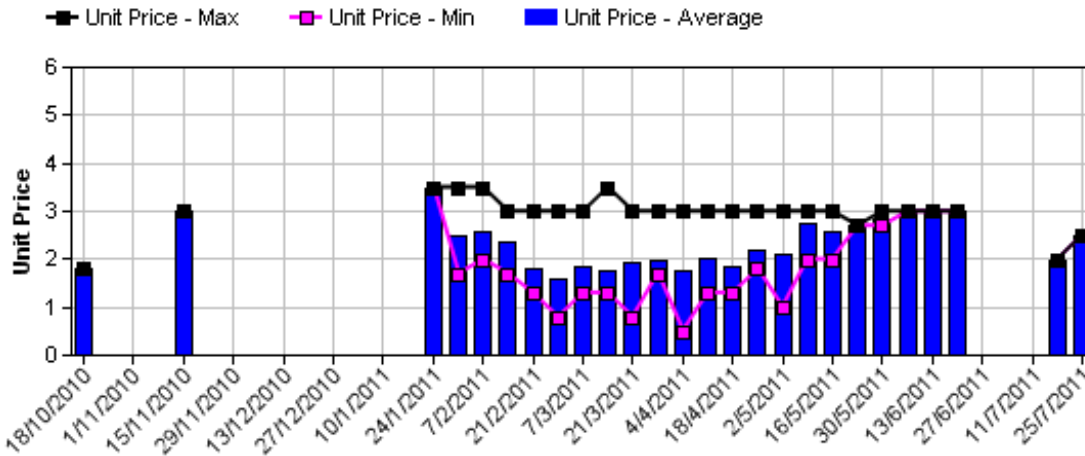
Shepard Avocado Average Retail Prices - Sydney



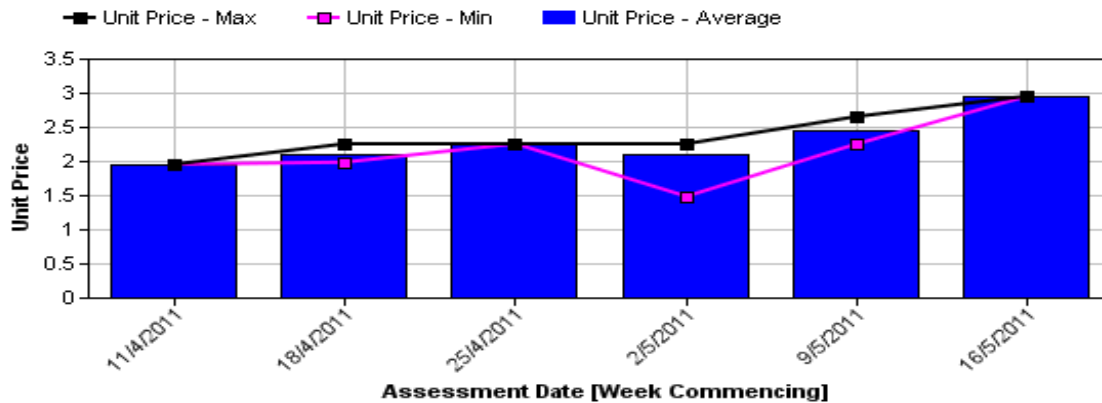
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 19th 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					
Coles	Hass	245	1.65	No	Aus	I	Hass	240	0.99	No	NS
Woolworths	Hass	235	1.65	Store	Aus	I	Hass	254	1.50	No	NS
Coles	Hass	260	1.65	Store	Aus	Safeway	Hass	255	1.58	Cat	Aus
Woolworths	Hass	280	1.65	Store	Aus	Safeway	Hass	260	1.58	Cat	Aus
Woolworths	Hass	295	1.65	Store	Aus	Safeway	Hass	265	1.58	No	Aus
Coles	Hass	260	1.65	No	Aus	I	Hass	275	1.75	No	NS
I	Hass	320	1.66	No	Aus	Coles	Hass	230	1.97	No	Aus
I	Hass	270	1.99	No	Aus	Coles	Hass	270	1.97	No	Aus
IGA	Hass	240	1.99	No	NZ	Coles	Hass	305	1.97	No	Aus
I	Hass	320	2.00	Store	Aus	I	Hass	305	1.99	No	Aus
I	Hass	320	2.00	No	Aus	IS	Hass	275	1.99	No	Aus
Foodworks	Hass	300	2.49	No	Aus	I	Hass	310	2.29	No	NS
I	Hass	310	2.49	Store	Aus	I	Hass	290	2.29	No	NS
I	Hass	290	2.49	No	Aus	I	Hass	280	2.98	No	Aus
I	Hass	345	2.49	No	Aus	IGA	Hass	290	2.99	No	Aus
I	Wurtz	135	1.99	No	Aus	PERTH					
BRISBANE						Coles	Hass	280	1.29	No	Aus
I	Fuerte	340	2.99	Store	Aus	I	Hass	240	1.29	Store	Aus
I	Hass	215	0.79	Store	Aus	Coles	Hass	290	1.50	No	Aus
Woolworths	Hass	200	0.87	Cat	Aus	Woolworths	Hass	210	1.50	Store	Aus
Woolworths	Hass	230	0.87	Cat	Aus	Coles	Hass	250	1.50	No	Aus
Woolworths	Hass	240	0.87	Cat	Aus	Woolworths	Hass	220	1.50	No	Aus
I	Hass	280	0.89	Store	Aus	Woolworths	Hass	220	1.50	No	Aus
Coles	Hass	280	1.28	Store	Aus	IS	Hass	230	1.69	Store	Aus
Coles	Hass	265	1.28	Store	Aus	IGA	Hass	220	1.75	Store	Aus
IGA	Hass	170	1.54	No	Aus	I	Hass	220	1.99	No	NS
IGA	Hass	160	1.54	No	Aus	I	Hass	255	1.99	No	Aus
Coles	Hass	210	1.60	Store	Aus	IGA	Hass	220	2.19	No	Aus
I	Hass	280	1.69	Store	Aus	IGA	Hass	265	2.49	No	Aus
I	Hass	220	1.79	Store	Aus	I	Hass	260	2.99	No	Aus
I	Hass	295	2.49	Store	Aus	I	Hass	270	2.99	No	Aus
I	Hass	240	2.99	Store	Aus	IGA	Hass	255	2.99	No	NS
I	Hass	295	2.99	Store	Aus						
Woolworths	Reed	455	1.54	No	Aus						
I	Wurtz	305	2.29	Store	Aus						
I	Wurtz	295	2.49	No	Aus						
I	Wurtz	290	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