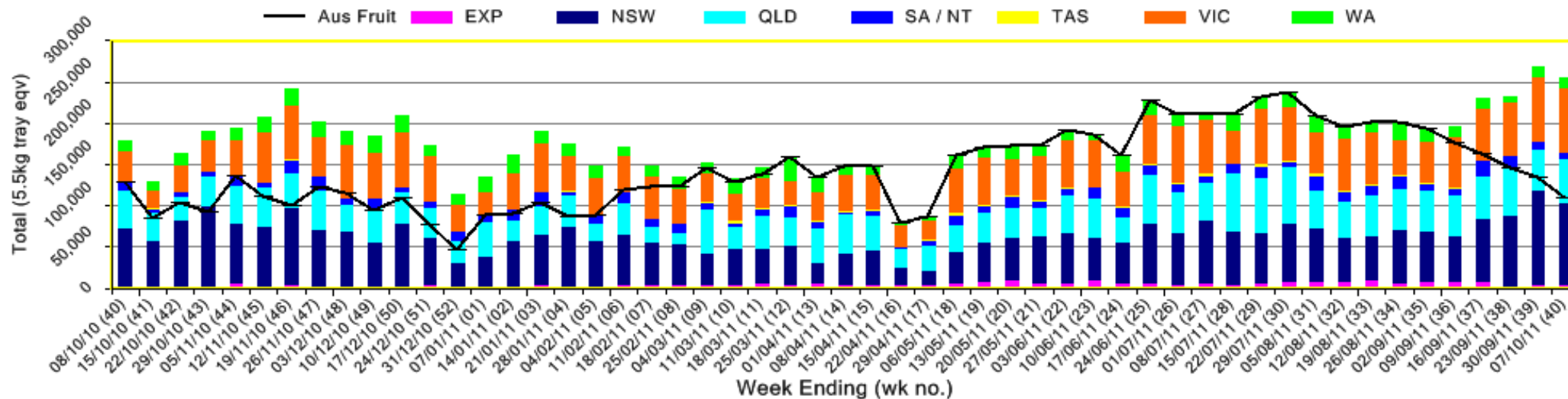


INFOCADO WEEKLY REPORT: 1st—7th October 2011 (Wk 40)

Industry Dispatches By Destination State and Count Size : 1st October - 7th October 2011 (Wk 40)

| 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 | | | | 5 | | | | 1,542 | 803 | 2,350 | 817 | | | | 3,835 |
| NSW | 136 | 4,033 | 12,383 | 20,887 | 2,248 | 15,479 | 21,804 | 6,012 | 8,734 | 91,716 | 3,988 | 660 | | | 99,087 |
| QLD | 921 | 1,451 | 5,564 | 6,608 | 3,463 | 8,365 | 14,065 | 3,309 | 2,455 | 46,201 | 3,629 | 4,565 | 3,404 | 750 | 54,384 |
| SA / NT | | 80 | 304 | 1,417 | 243 | 1,645 | 1,034 | 986 | | 5,709 | 572 | | | 46 | 6,757 |
| VIC | 1,166 | 4,049 | 12,746 | 15,836 | 283 | 12,079 | 16,118 | 4,112 | 6,441 | 72,830 | 3,039 | 2,310 | | | 78,775 |
| WA | 82 | 272 | 2,075 | 2,432 | 40 | 1,713 | 1,750 | 1,584 | | 9,948 | 2,100 | | | 120 | 13,788 |
| Total | 2,305 | 9,885 | 33,072 | 47,185 | 6,277 | 39,281 | 54,771 | 17,545 | 18,433 | 228,754 | 14,145 | 7,535 | 3,404 | 916 | 256,628 |

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 7,174,032 5.5kg tray eqv



Comments From the CEO

- Retail prices in general remain too high given the wholesale price. Minimum retail prices in Sydney this week were higher than other states sitting at around \$1.98 per fruit.
- **Packhouses are reminded to ensure they update their four weekly forecast if they feel dispatch volumes are likely to change from the original forecast.**
- The volumes into the market last week remained at high levels, over the next couple of weeks this should drop back and help clear the volumes in the wholesale markets.
- Supermarket sales increased again last week, the fifth increase in as many weeks.
- We are working hard in the back ground to assist solutions for the current low market price.
- The Infocado October 2011 Quarterly Report will be distributed to contributors very shortly.

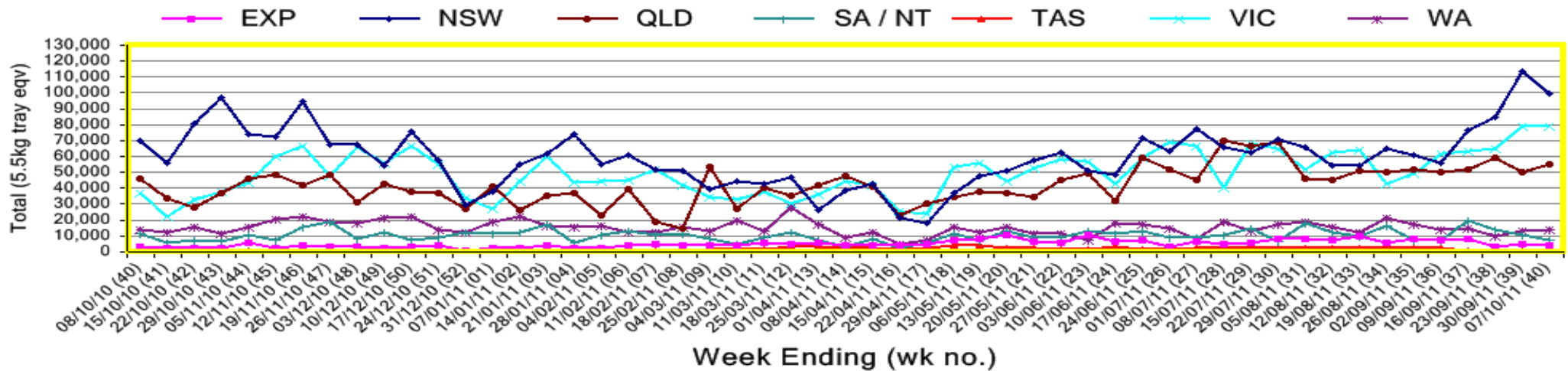


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 7,174,032 5.5kg tray eqv



Week 40 contributors - Packhouses

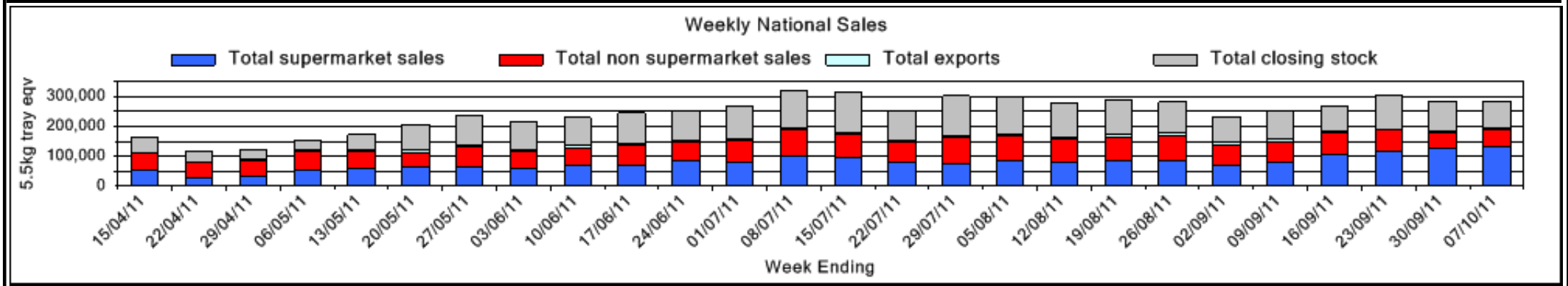
- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Jirel Holdings |
| Avocado Industry Council (NZAGA) | Kulnura Ambrosia Avocados |
| Avonova | Merrinee Farms |
| Avowest | Midcoast Avocados |
| Balmoral Orchard | Mountain Fresh |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | One Harvest |
| Coastal Avocados | Summerland House With No Steps |
| Delroy Orchards | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse Pty Ltd |
| Green Pear Avocado | The Avocado Grove |
| I & A Tolson | Vitor Marketing Pty Ltd |
| WJ Row | |

Week 40 contributors - Wholesalers

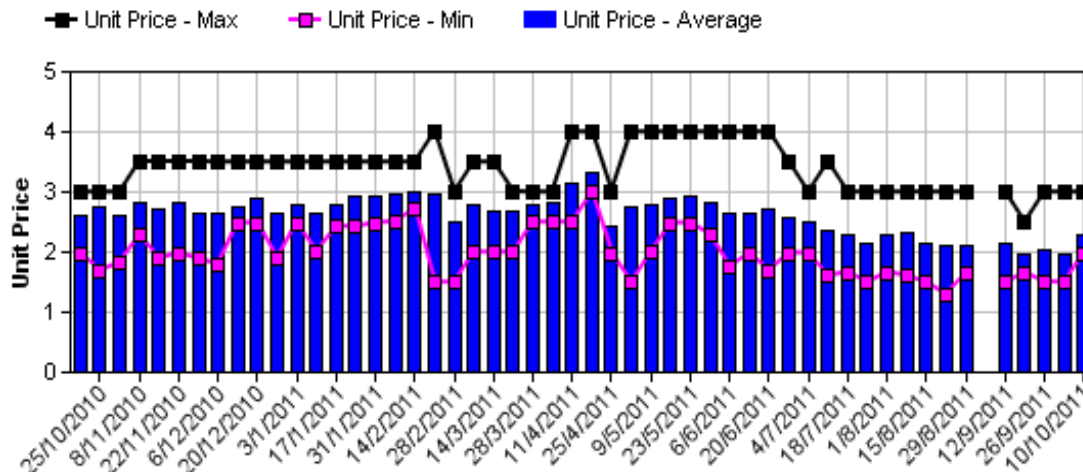
- | | |
|--|---|
| Avanti Fresh Produce Pty Ltd (Melbourne) | Freshmax Pty Ltd (Brisbane) |
| Costa Farms (Adelaide) | Kelly's (Melbourne) |
| Costa Farms (Brisbane) | Murray Bros (Brisbane) |
| Costa Farms (Perth) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | Sinclair & Antico (Aust) 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) |
| United Fresh (Adelaide) | |

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

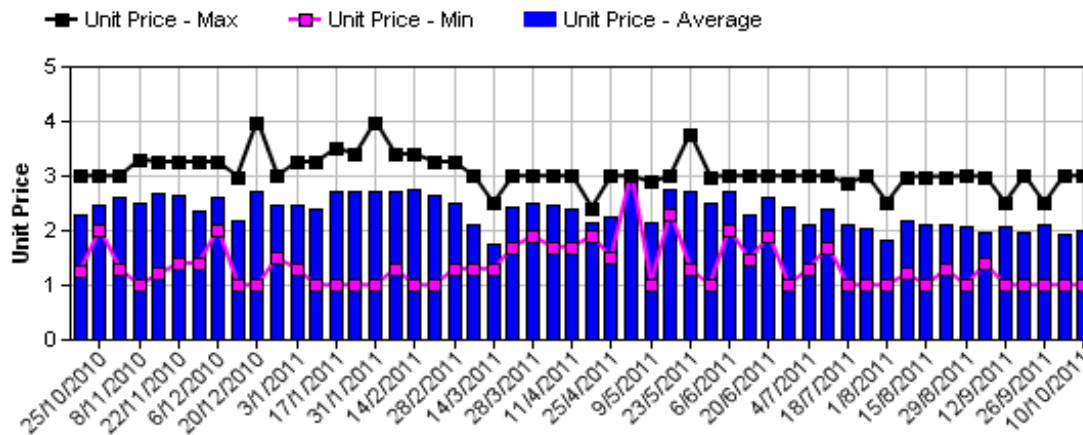
| | Trays 5.5kg eqv (incl. Mod6 & P84) | | | | Bulk 10Kg Cartons | | | | | Pre-Pack Kg | | | | | Total (5.5Kg Eqv) | | | |
|------------------------------------|---|---------|-------|---------|-------------------|---------|-------|-------|-----------|-------------|---------|-------|-------|-----------|-------------------|---------|-------|---------|
| | Hass | Shepard | Other | Total | Hass | Shepard | Other | Total | 5.5Kg Eqv | Hass | Shepard | Other | Total | 5.5Kg Eqv | Hass | Shepard | Other | Total |
| NSW | Full data set not displayed because not enough NSW wholesalers contributed data this week | | | | | | | | | | | | | | | | | |
| Total supermarket sales | | | | | | | | | | | | | | | | | | |
| Total non supermarket sales | Full data set not displayed because not enough NSW wholesalers contributed data this week | | | | | | | | | | | | | | | | | |
| Total exports | Full data set not displayed because not enough NSW wholesalers contributed data this week | | | | | | | | | | | | | | | | | |
| Total sales | 61,312 | | 133 | 61,445 | 715 | | | 715 | 1,300 | 660 | | | 660 | 120 | 62,732 | | 133 | 62,865 |
| Total Stock on Hand | | | | | | | | | | | | | | | | | | |
| QLD | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 26,218 | | 2 | 26,220 | 633 | | | 633 | 1,151 | 3,300 | | | 3,300 | 600 | 27,969 | | 2 | 27,971 |
| Total non supermarket sales | 13,214 | | 1,551 | 14,765 | 1,564 | | 70 | 1,634 | 2,971 | | | 180 | 180 | 33 | 16,058 | | 1,711 | 17,769 |
| Total exports | 2,340 | | 10 | 2,350 | 817 | | | 817 | 1,485 | | | | | | 3,825 | | 10 | 3,835 |
| Total sales | 41,772 | | 1,563 | 43,335 | 3,014 | | 70 | 3,084 | 5,607 | 3,300 | | 180 | 3,480 | 633 | 47,852 | | 1,723 | 49,575 |
| Total Stock on Hand | 17,207 | | 1,013 | 18,220 | 1,308 | | 26 | 1,334 | 2,425 | | | | | | 19,585 | | 1,060 | 20,646 |
| SA & TAS | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 3,672 | | | 3,672 | 48 | | | 48 | 87 | | | | | | 3,759 | | | 3,759 |
| Total non supermarket sales | 6,985 | | 442 | 7,427 | 1,214 | | 248 | 1,462 | 2,658 | | | | | | 9,192 | | 893 | 10,085 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 10,657 | | 442 | 11,099 | 1,262 | | 248 | 1,510 | 2,745 | | | | | | 12,951 | | 893 | 13,844 |
| Total Stock on Hand | 18,495 | | 2,173 | 20,668 | 2,547 | | 1,778 | 4,325 | 7,864 | | | | | | 23,126 | | 5,406 | 28,532 |
| VIC | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 43,243 | | | 43,243 | 96 | | | 96 | 175 | 2,310 | | | 2,310 | 420 | 43,838 | | | 43,838 |
| Total non supermarket sales | 9,507 | | 1,209 | 10,716 | 2,021 | | 103 | 2,124 | 3,862 | | | | | | 13,182 | | 1,396 | 14,578 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 52,750 | | 1,209 | 53,959 | 2,117 | | 103 | 2,220 | 4,036 | 2,310 | | | 2,310 | 420 | 57,020 | | 1,396 | 58,416 |
| Total Stock on Hand | 27,565 | | 1,384 | 28,949 | 225 | | 120 | 345 | 627 | | | | | | 27,974 | | 1,602 | 29,576 |
| WA | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 2,735 | | | 2,735 | 1 | | | 1 | 2 | | | | | | 2,737 | | | 2,737 |
| Total non supermarket sales | 4,238 | | | 4,238 | 1,388 | | | 1,388 | 2,524 | | | | | | 6,762 | | | 6,762 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 6,973 | | | 6,973 | 1,389 | | | 1,389 | 2,525 | | | | | | 9,498 | | | 9,498 |
| Total Stock on Hand | 5,998 | | | 5,998 | 544 | | | 544 | 989 | | | | | | 6,987 | | | 6,987 |
| Total | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 131,995 | | 2 | 131,997 | 790 | | | 790 | 1,436 | 6,270 | | | 6,270 | 1,140 | 134,571 | | 2 | 134,573 |
| Total non supermarket sales | 39,129 | | 3,336 | 42,465 | 6,890 | | 421 | 7,311 | 13,293 | | | 180 | 180 | 33 | 51,656 | | 4,134 | 55,790 |
| Total exports | 2,340 | | 10 | 2,350 | 817 | | | 817 | 1,485 | | | | | | 3,825 | | 10 | 3,835 |
| Total sales | 173,464 | | 3,348 | 176,812 | 8,497 | | 421 | 8,918 | 16,215 | 6,270 | | 180 | 6,450 | 1,173 | 190,053 | | 4,146 | 194,199 |
| Total Stock on Hand | 72,197 | | 4,658 | 76,855 | 4,654 | | 1,924 | 6,578 | 11,960 | | | | | | 80,659 | | 8,157 | 88,815 |



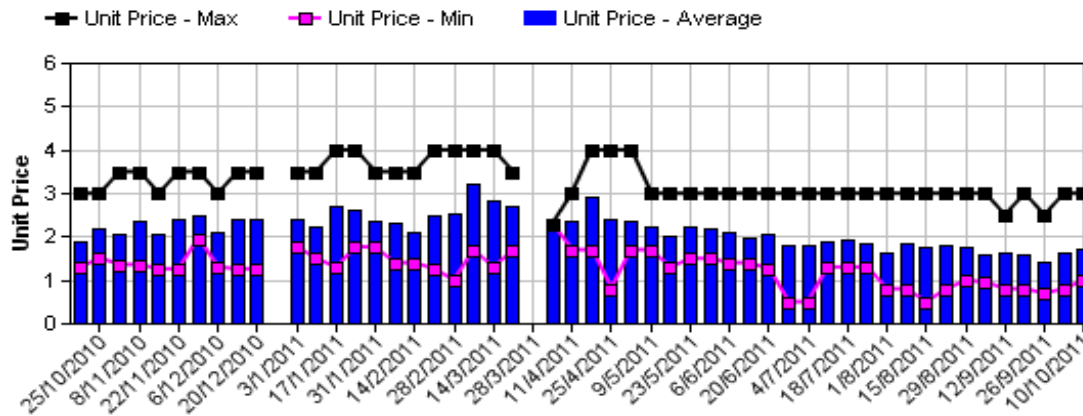
Hass Avocado Average Retail Prices - Sydney



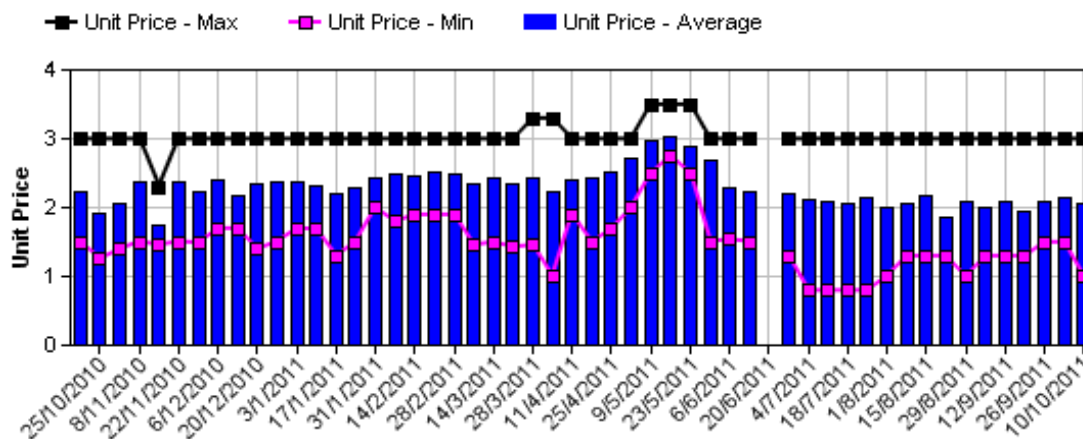
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

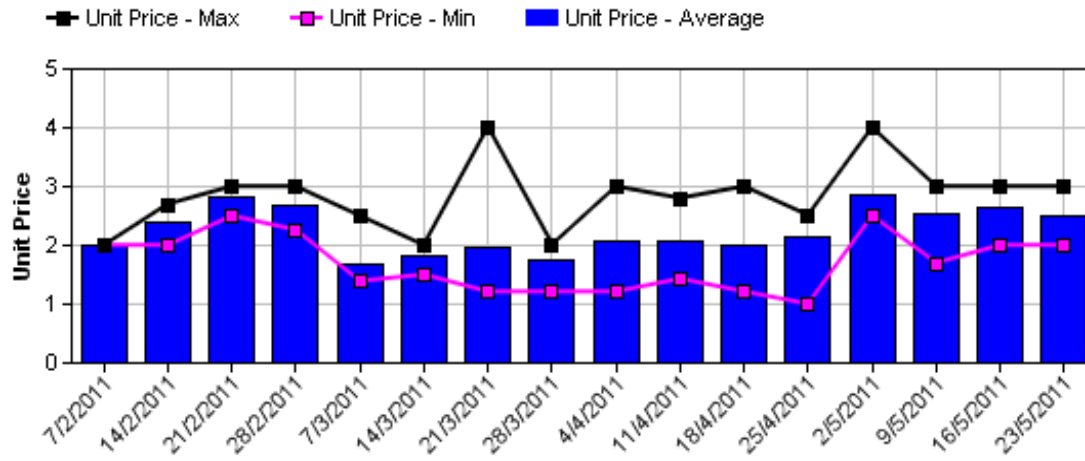


Hass Avocado Average Retail Prices - Perth

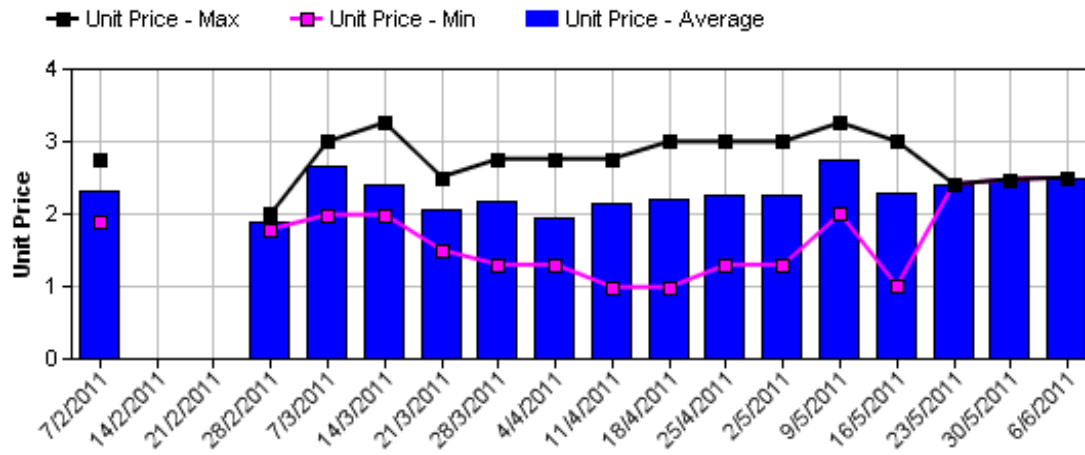


Assessment Date [Week Commencing]

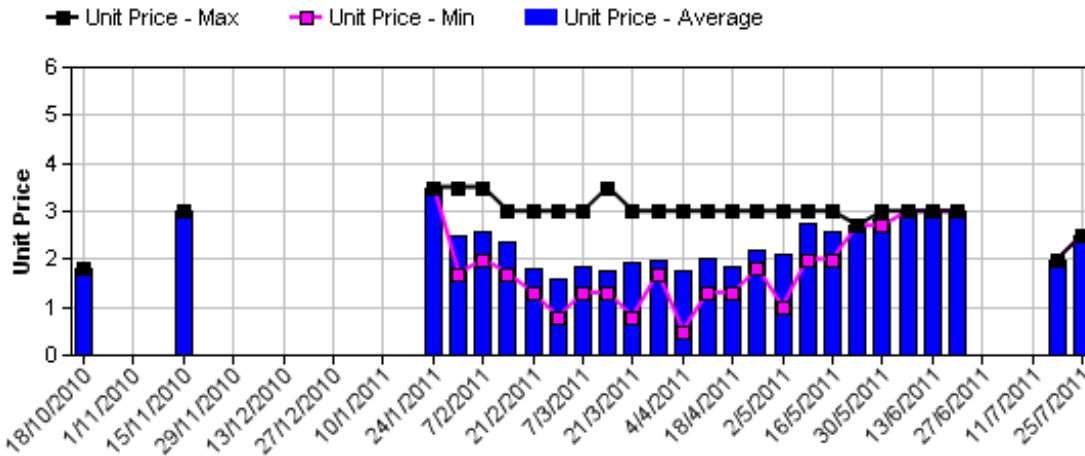
Shepard Avocado Average Retail Prices - Sydney



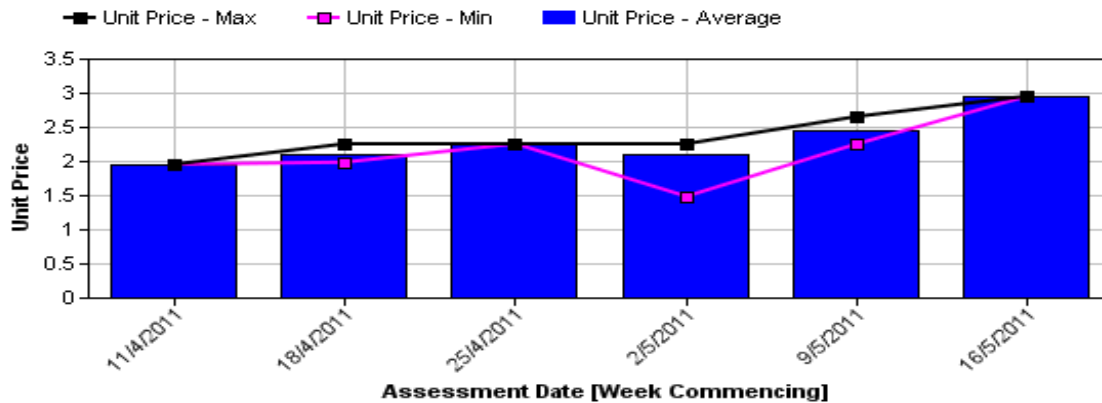
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 10th October 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 | 235 | 1.98 | No | Mixed | I | Hass | 230 | 0.99 | No | NS |
| Coles | Hass | 250 | 1.98 | Store | NZ | I | Hass | 256 | 1.50 | No | NS |
| Coles | Hass | 240 | 1.98 | Store | NZ | I | Hass | 265 | 1.69 | No | NS |
| Woolworths | Hass | 240 | 1.98 | No | Mixed | Coles | Hass | 260 | 1.98 | No | NZ |
| Coles | Hass | 270 | 1.98 | No | NZ | Safeway | Hass | 255 | 1.98 | No | NZ |
| I | Hass | 280 | 1.99 | Store | Aus | Coles | Hass | 220 | 1.98 | No | NZ |
| IGA | Hass | 210 | 1.99 | No | Aus | Safeway | Hass | 275 | 1.98 | No | NZ |
| I | Hass | 275 | 2.00 | Store | Mixed | Coles | Hass | 260 | 1.98 | No | NZ |
| I | Hass | 300 | 2.29 | No | Aus | Safeway | Hass | 290 | 1.98 | No | NZ |
| Foodworks | Hass | 260 | 2.49 | No | Aus | I | Hass | 220 | 1.99 | Cat | Aus |
| I | Hass | 290 | 2.49 | No | Aus | IS | Hass | 245 | 1.99 | Cat | Aus |
| I | Hass | 345 | 2.49 | No | Aus | I | Hass | 285 | 1.99 | No | NS |
| I | Hass | 250 | 2.49 | No | Aus | I | Hass | 280 | 1.99 | No | NS |
| Woolworths | Hass | 230 | 2.68 | Store | Mixed | IGA | Hass | 275 | 2.79 | No | Aus |
| IGA | Hass | 290 | 2.99 | No | Aus | I | Hass | 275 | 2.99 | No | Aus |
| I | Hass | 300 | 2.99 | No | Aus | PERTH | | | | | |
| BRISBANE | | | | | | I | Hass | 250 | 0.99 | Store | Aus |
| IGA | Hass | 240 | 0.99 | Store | Aus | IS | Hass | 180 | 1.49 | Store | Aus |
| IGA | Hass | 180 | 0.99 | Store | Aus | IGA | Hass | 190 | 1.75 | Store | Aus |
| I | Hass | 245 | 1.29 | Store | Aus | Coles | Hass | 235 | 1.79 | No | Aus |
| I | Hass | 305 | 1.49 | Store | Aus | Woolworths | Hass | 200 | 1.98 | No | Aus |
| IGA | Hass | 280 | 1.49 | No | Aus | Coles | Hass | 240 | 1.98 | No | Aus |
| Woolworths | Hass | 225 | 1.54 | No | Aus | Woolworths | Hass | 270 | 1.98 | Store | Aus |
| Woolworths | Hass | 205 | 1.54 | No | Aus | Coles | Hass | 250 | 1.98 | No | Aus |
| Woolworths | Hass | 220 | 1.54 | No | Aus | Woolworths | Hass | 255 | 1.98 | Store | Aus |
| I | Hass | 280 | 1.69 | Store | Aus | I | Hass | 255 | 1.99 | No | NS |
| Coles | Hass | 215 | 1.75 | No | NZ | I | Hass | 295 | 1.99 | No | Aus |
| Coles | Hass | 200 | 1.75 | No | Aus | IGA | Hass | 220 | 2.29 | No | Aus |
| I | Hass | 245 | 1.79 | Store | Aus | IGA | Hass | 275 | 2.49 | No | Aus |
| I | Hass | 290 | 1.89 | Store | Aus | I | Hass | 260 | 2.49 | No | Aus |
| Coles | Hass | 320 | 1.98 | No | Aus | IGA | Hass | 295 | 2.99 | No | NS |
| I | Hass | 270 | 2.99 | Store | Aus | I | Hass | 285 | 2.99 | No | Aus |
| I | Hass | 320 | 2.99 | Store | Aus | | | | | | |
| Woolworths | Reed | 350 | 1.54 | No | Aus | | | | | | |
| Woolworths | Reed | 340 | 1.54 | No | Aus | | | | | | |
| I | Sharwil | 545 | 2.69 | Store | Aus | | | | | | |
| I | Wurtz | 455 | 2.49 | No | Aus | | | | | | |
| I | Wurtz | 320 | 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