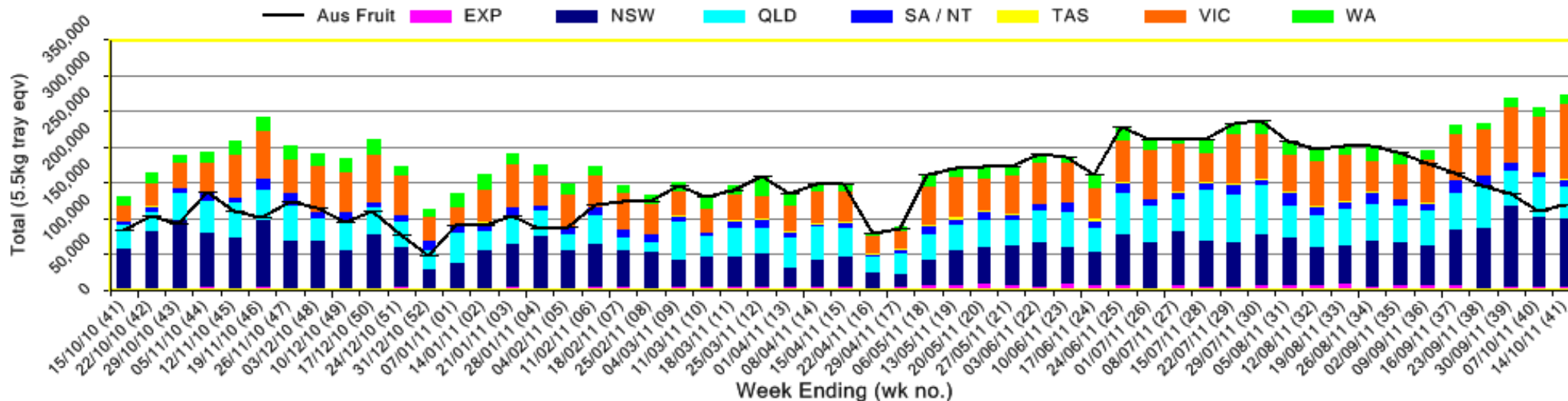


INFOCADO WEEKLY REPORT: 8th - 14th October 2011 (Wk 41)

Industry Dispatches By Destination State and Count Size : 8th October - 14th October 2011 (Wk 41)

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				1,215	1,629	2,849	924				4,529
NSW	33	3,522	10,038	18,815	1,106	16,144	21,452	5,918	8,939	85,967	4,602	990		964	94,689	
QLD	1,088	1,398	6,594	5,120	5,550	4,828	7,767	2,016	780	35,141	4,723	6,842	4,400	700	45,899	
SA / NT		55	2,118	3,317		1,690	976	281	202	8,639	427	660		26	9,540	
TAS			240							240					240	
VIC	1,184	4,867	16,714	21,963	976	16,697	22,730	6,339	9,176	100,646	2,310	852			105,001	
WA	391	595	3,079	2,373		2,230	2,012	940		11,620	1,822			47	14,942	
Total	2,696	10,437	38,783	51,593	7,632	41,589	54,937	16,709	20,726	245,102	14,808	9,344	4,400	1,737	274,841	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 7,448,872 5.5kg tray eqv



Comments From the CEO

- Last week volumes continue to remain high into the market, Australian fruit, has increased slightly.
- A meeting to discuss the current market situation and look at ideas and solutions was held today in Brisbane. Outcomes from the meeting will be communicated shortly

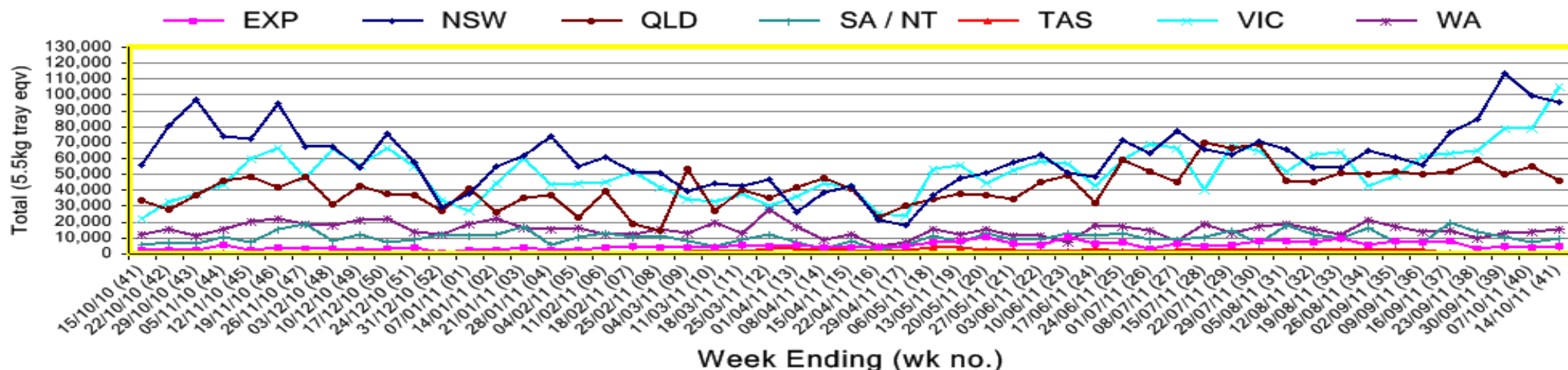


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 7,448,872 5.5kg tray eqv



Week 41 contributors - Packhouses

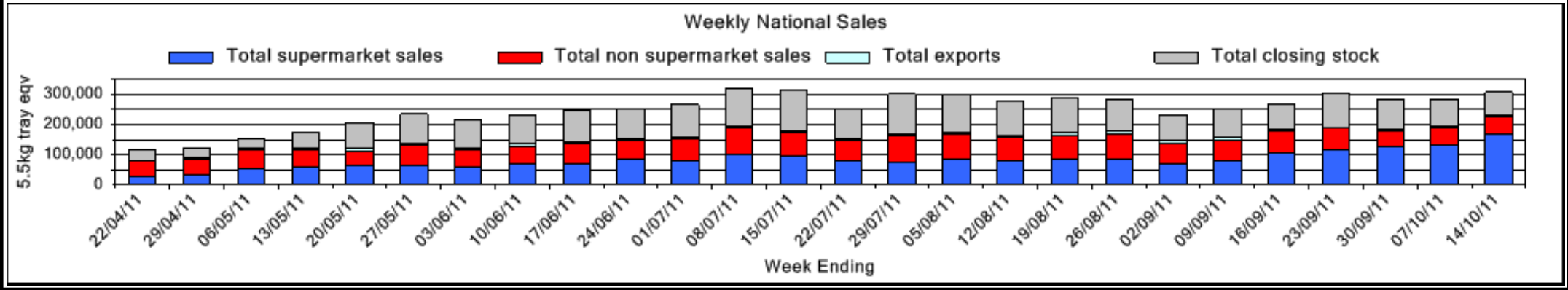
- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Merrinee Farms |
| Avowest | Midcoast Avocados |
| Balmoral Orchard | Mountain Fresh |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | NZ Avocado Industry Council |
| Chislett Developments Pty Ltd | 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 |
| Jirel Holdings | WJ Row |
| Kulnura Ambrosia Avocados | |

Week 41 contributors - Wholesalers

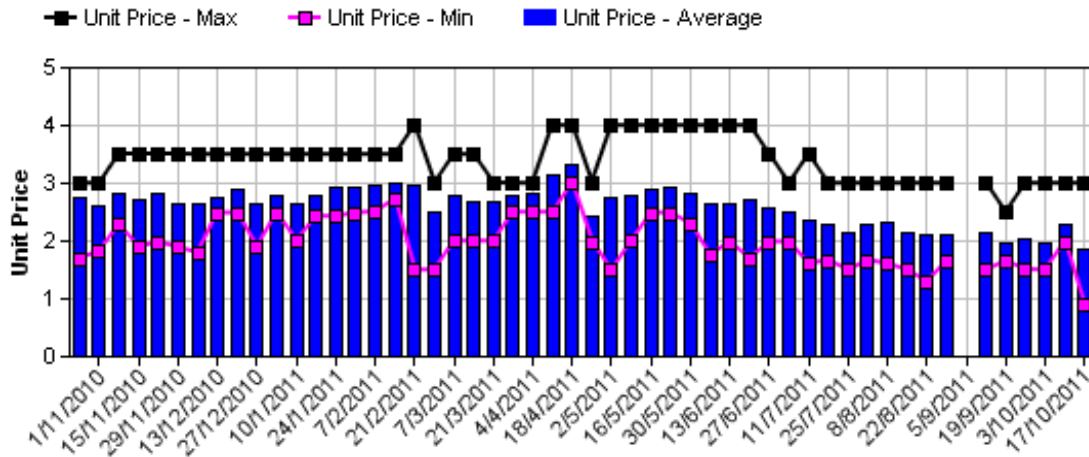
- | | |
|--|---|
| Avanti Fresh Produce Pty Ltd (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Romeos Marketing (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Etherington (Perth) | The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

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

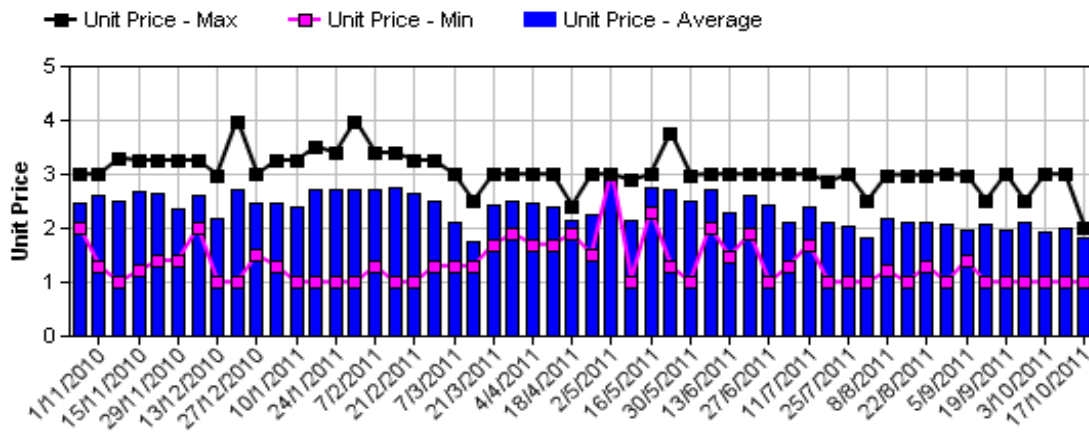
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	70,030			70,030						990			990	180	70,210			70,210
Total non supermarket sales	5,991		88	6,079	536			536	975						6,966		88	7,054
Total exports	1,216			1,216											1,216			1,216
Total sales	77,237		88	77,325	536			536	975	990			990	180	78,392		88	78,480
Total Stock on Hand	2,736			2,736	15			15	27						2,763			2,763
QLD																		
Total supermarket sales	14,872			14,872	192			192	349	6,842			6,842	1,244	16,465			16,465
Total non supermarket sales	14,290		590	14,880	1,041		12	1,053	1,915						16,183		612	16,794
Total exports	1,632		1	1,633	924			924	1,680						3,312		1	3,313
Total sales	30,794		591	31,385	2,157		12	2,169	3,944	6,842			6,842	1,244	35,960		613	36,573
Total Stock on Hand	13,880		524	14,404	1,226		68	1,294	2,353	1,615			1,615	294	16,403		648	17,050
SA & TAS																		
Total supermarket sales	5,630			5,630	54			54	98	660			660	120	5,848			5,848
Total non supermarket sales	4,856		180	5,036	866		21	887	1,613						6,431		218	6,649
Total exports																		
Total sales	10,486		180	10,666	920		21	941	1,711	660			660	120	12,279		218	12,497
Total Stock on Hand	17,845		1,993	19,838	1,824		1,757	3,581	6,511						21,161		5,188	26,349
VIC																		
Total supermarket sales	71,109			71,109						660			660	120	71,229			71,229
Total non supermarket sales	15,504		1,449	16,952	1,375		30	1,405	2,555						18,004		1,503	19,507
Total exports																		
Total sales	86,613		1,449	88,061	1,375		30	1,405	2,555	660			660	120	89,233		1,503	90,736
Total Stock on Hand	24,241		851	25,092	395		191	586	1,065						24,959		1,198	26,158
WA																		
Total supermarket sales																		
Total non supermarket sales	Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	8,542			8,542	1,200			1,200	2,182						10,724			10,724
Total Stock on Hand																		
Total																		
Total supermarket sales	166,662			166,662	246			246	447	9,152			9,152	1,664	168,773			168,773
Total non supermarket sales	44,162		2,307	46,468	5,018		63	5,081	9,238						53,285		2,421	55,707
Total exports	2,848		1	2,849	924			924	1,680						4,528		1	4,529
Total sales	213,672		2,308	215,979	6,188		63	6,251	11,365	9,152			9,152	1,664	226,587		2,422	229,009
Total Stock on Hand	63,421		3,368	66,789	3,610		2,016	5,626	10,229	1,615			1,615	294	70,278		7,034	77,312



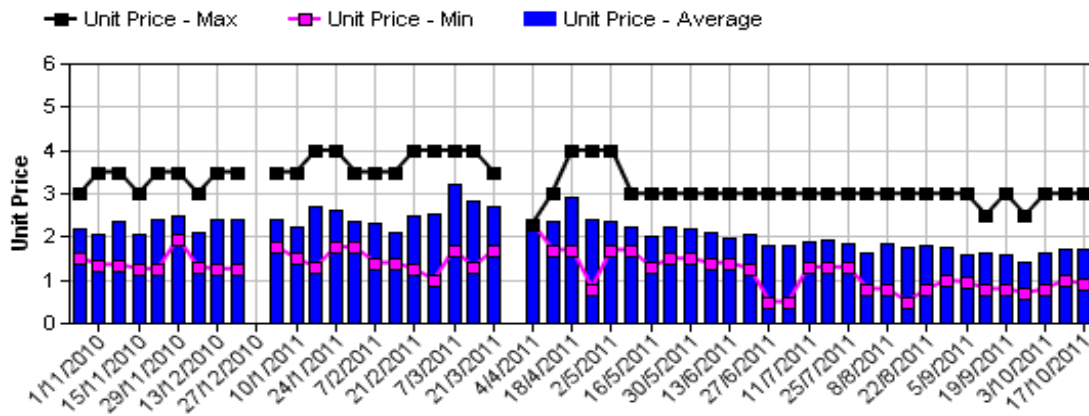
Hass Avocado Average Retail Prices - Sydney



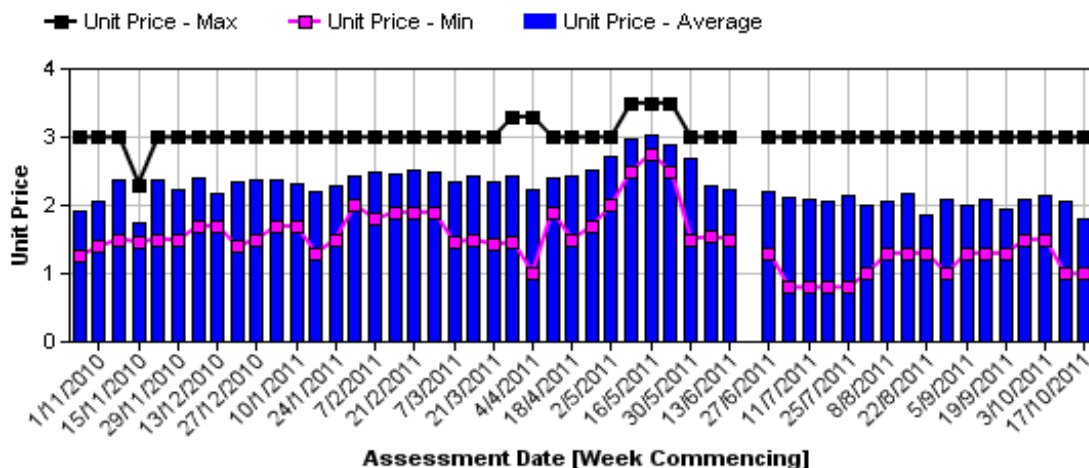
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

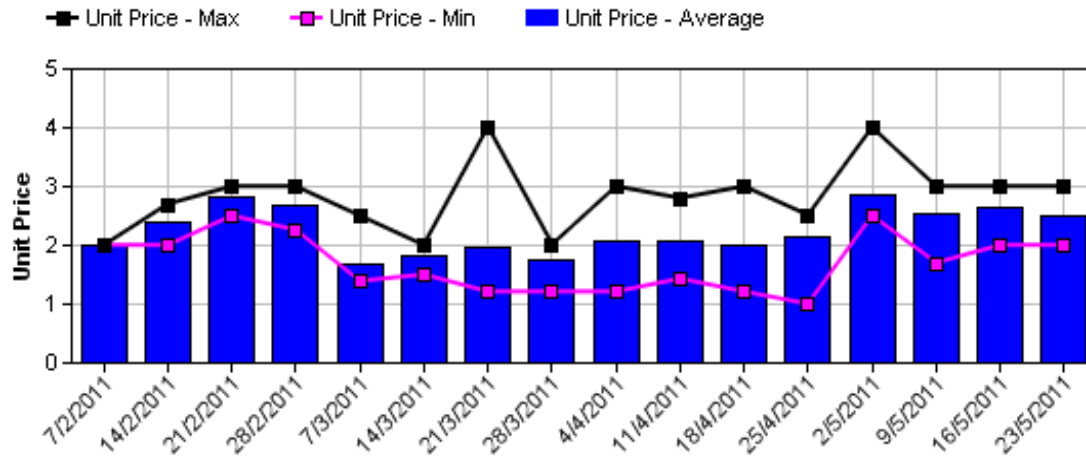


Hass Avocado Average Retail Prices - Perth

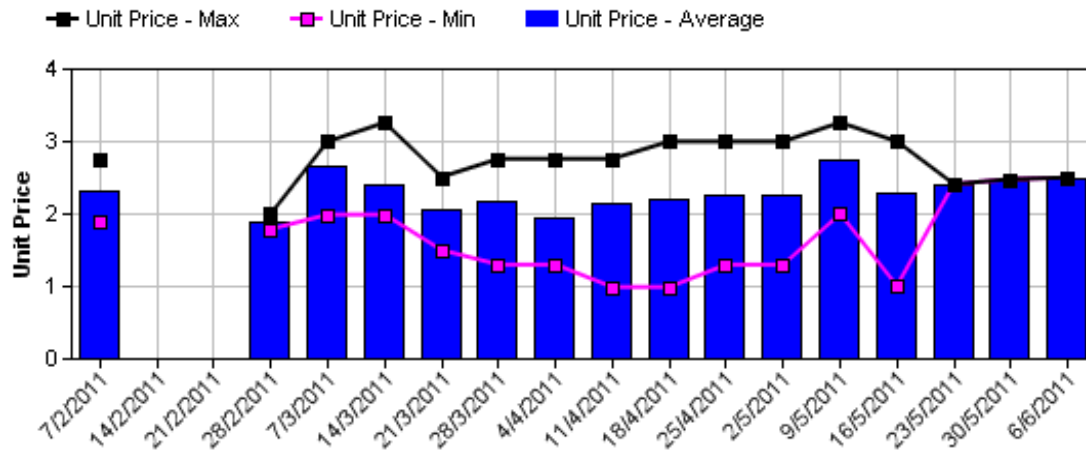


Assessment Date [Week Commencing]

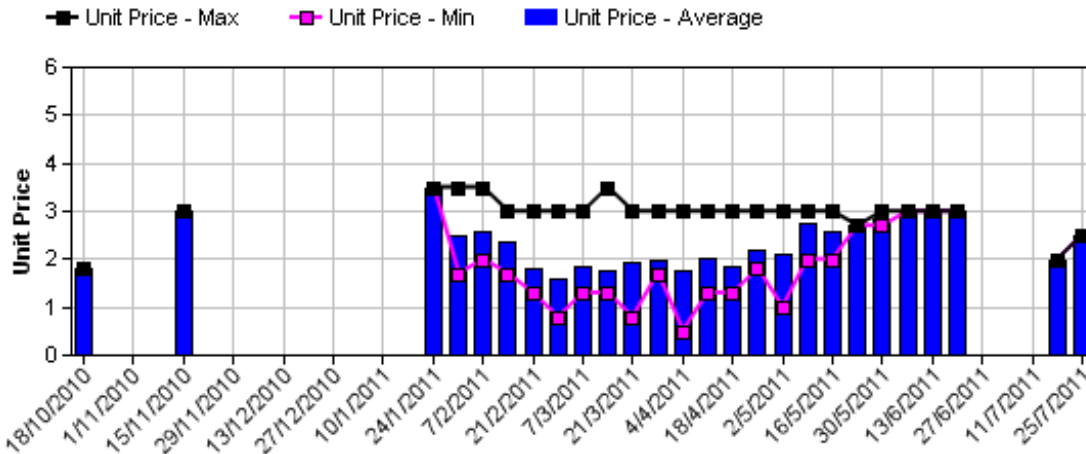
Shepard Avocado Average Retail Prices - Sydney



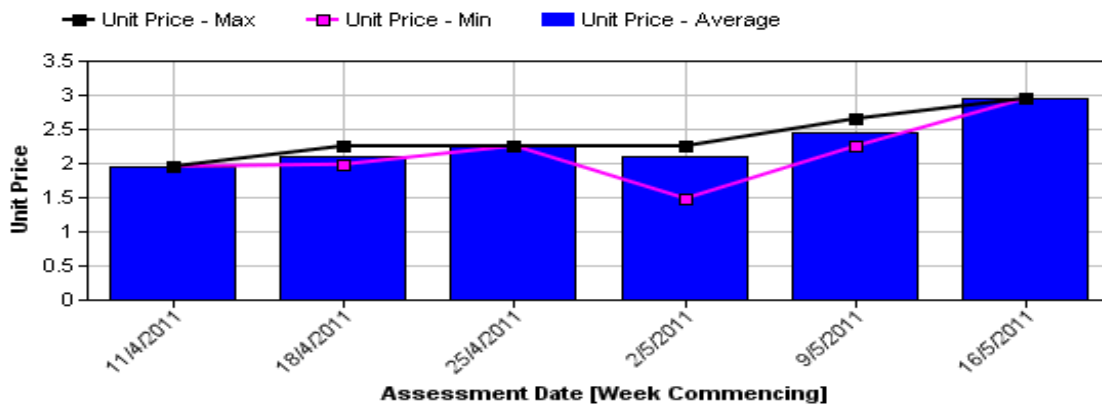
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 17th October 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Hass	235	0.89	Store	Aus
Coles	Hass	240	1.50	Cat	NZ
Coles	Hass	235	1.50	Cat	NZ
Woolworths	Hass	260	1.50	No	NZ
Woolworths	Hass	250	1.50	Cat	Mixed
Coles	Hass	260	1.50	Cat	NZ
Woolworths	Hass	240	1.50	Cat	NZ
I	Hass	250	1.66	No	Mixed
IGA	Hass	250	1.69	No	NZ
Foodworks	Hass	300	1.99	No	Aus
I	Hass	240	1.99	No	Aus
I	Hass	260	1.99	Store	NZ
I	Hass	290	2.29	No	Aus
I	Hass	330	2.49	No	Aus
I	Hass	295	2.49	No	Aus
IGA	Hass	270	2.99	No	Aus
BRISBANE					
I	Hass	270	0.89	Store	Aus
IGA	Hass	180	0.99	Store	Aus
IGA	Hass	200	0.99	Store	NZ
I	Hass	232	1.49	Store	Aus
Woolworths	Reed	300	1.54	No	Aus
IGA	Hass	195	1.54	No	Aus
Woolworths	Hass	200	1.54	No	Aus
Woolworths	Reed	350	1.54	No	Aus
Woolworths	Hass	185	1.54	No	Aus
I	Hass	260	1.69	Store	Aus
Coles	Hass	280	1.75	Store	NZ
Coles	Hass	220	1.75	Store	NZ
Coles	Hass	250	1.75	Store	NZ
I	Hass	320	1.89	Store	Aus
I	Hass	245	2.45	Store	Aus
I	Unnamed	310	2.49	No	Aus
Woolworths	Unnamed	270	2.49	No	Aus
I	Unnamed	265	2.69	Store	Aus
I	Hass	280	2.99	Store	Aus
I	Hass	285	2.99	Store	Aus
I	Unnamed	285	2.99	Store	Aus
MELBOURNE					
I	Hass	245	0.99	No	NS
I	Hass	280	1.29	Cat	NZ
I	Hass	274	1.50	No	Aus
I	Hass	275	1.69	No	NS
I	Hass	245	1.79	No	Aus
Safeway	Hass	280	1.98	No	NZ
Safeway	Hass	275	1.98	No	Mixed
Coles	Hass	250	1.98	Cat	NZ
Coles	Hass	280	1.98	Cat	NZ
IS	Hass	315	1.98	No	NZ
Safeway	Hass	305	1.98	No	Mixed
Coles	Hass	295	1.98	Cat	NZ
I	Hass	305	1.99	No	NS
IGA	Hass	235	1.99	Cat	Aus
I	Hass	290	1.99	No	NS
PERTH					
I	Hass	220	0.99	Store	Aus
Coles	Hass	240	1.48	Store	Aus
IGA	Hass	250	1.49	Cat	Aus
IGA	Hass	355	1.49	Cat	NS
IGA	Hass	320	1.49	Cat	Aus
IGA	Hass	220	1.49	Cat	Aus
IS	Hass	180	1.69	Store	Aus
Woolworths	Hass	210	1.98	Store	Aus
Coles	Hass	350	1.98	No	Aus
Woolworths	Hass	230	1.98	Store	Aus
Woolworths	Hass	230	1.98	Store	Aus
Coles	Hass	310	1.98	No	Aus
I	Hass	285	1.99	No	Aus
I	Hass	245	1.99	No	NS
I	Hass	295	1.99	No	Aus
I	Hass	280	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

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

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