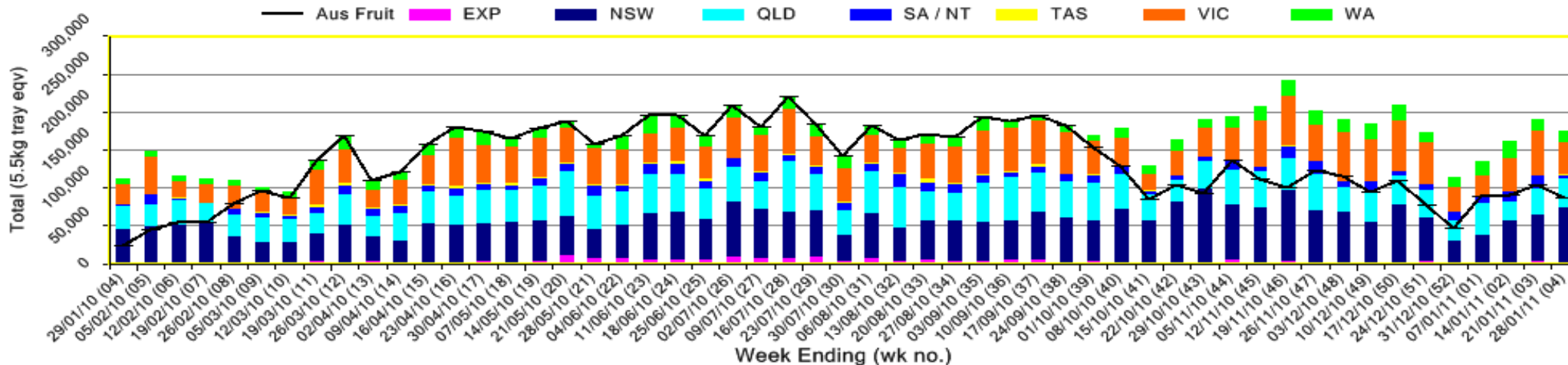


INFOCADO WEEKLY REPORT: 22nd - 28th January 2011 (Wk 4)

Industry Dispatches By Destination State and Count Size : 22nd January - 28th January 2011 (Wk 4)

Dest. State	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								1,120	320	1,440	388				2,145
NSW	271	3,130	7,621	13,506	638	12,492	14,912	4,783	5,182	62,535	3,253	24,960	1,500		73,261
QLD	76	1,338	3,454	7,425	125	5,020	8,441	5,034	3,042	33,955	584		7,296	294	36,397
SA / NT	1	13	608	509		705	1,408	627	145	4,016	506	2,500			5,391
TAS							576			576					576
VIC	82	3,500	5,733	10,621	224	8,899	7,715	2,080	2,760	41,614	804				43,076
WA		234	705	3,147		3,945	3,368	1,243	53	12,695	1,054	3,000			15,156
Total	430	8,215	18,121	35,208	987	31,061	36,420	14,887	11,502	156,831	6,589	30,460	8,796	294	176,001

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 663,878 5.5kg tray eqv



Comments From the CEO

- Hass volumes will start to taper off over the next couple of weeks.
- At this stage forecasts are indicating that volumes of Shepard avocados in the market will increase significantly over this period however this obviously may change as a result of Cyclone Yasi.
- Obviously North Queensland growers would be very worried at this time, not only for their avocado crops and orchards but also for their homes and families. The thoughts of the Avocados Australia team are with you. Please stay safe!



Forecast Data (Week 4 - 8)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 4 - begin 22/01/2011					
Gwen	800	120			1,018
Hass	202,709	9,860	5,500		221,636
Lamb Hass	600	60			709
Reed	250	50			341
Shepard	5,000	500		500	6,000
Week Total	209,359	10,590	5,500	500	229,705
Week 5 - begin 29/01/2011					
Gwen	600	100			782
Hass	146,062	6,050	5,500		158,062
Lamb Hass	700	80			845
Reed	450	100			632
Shepard	17,100	1,100		1,500	19,373
Week Total	164,912	7,430	5,500	1,500	179,694
Week 6 - begin 05/02/2011					
Gwen	200	20			236
Hass	134,898	6,025	5,500		146,853
Lamb Hass	500	50			591
Reed	500	100			682
Shepard	30,300	3,900		1,500	37,664
Week Total	166,398	10,095	5,500	1,500	186,026
Week 7 - begin 12/02/2011					
Hass	110,593	5,610	5,500		121,793
Shepard	39,547	7,000		1,500	52,547
Week Total	150,140	12,610	5,500	1,500	174,340
Week 8 - begin 19/02/2011					
Hass	71,838	3,970	5,500		80,056
Shepard	37,747	6,900		1,500	50,565
Week Total	109,585	10,870	5,500	1,500	130,622

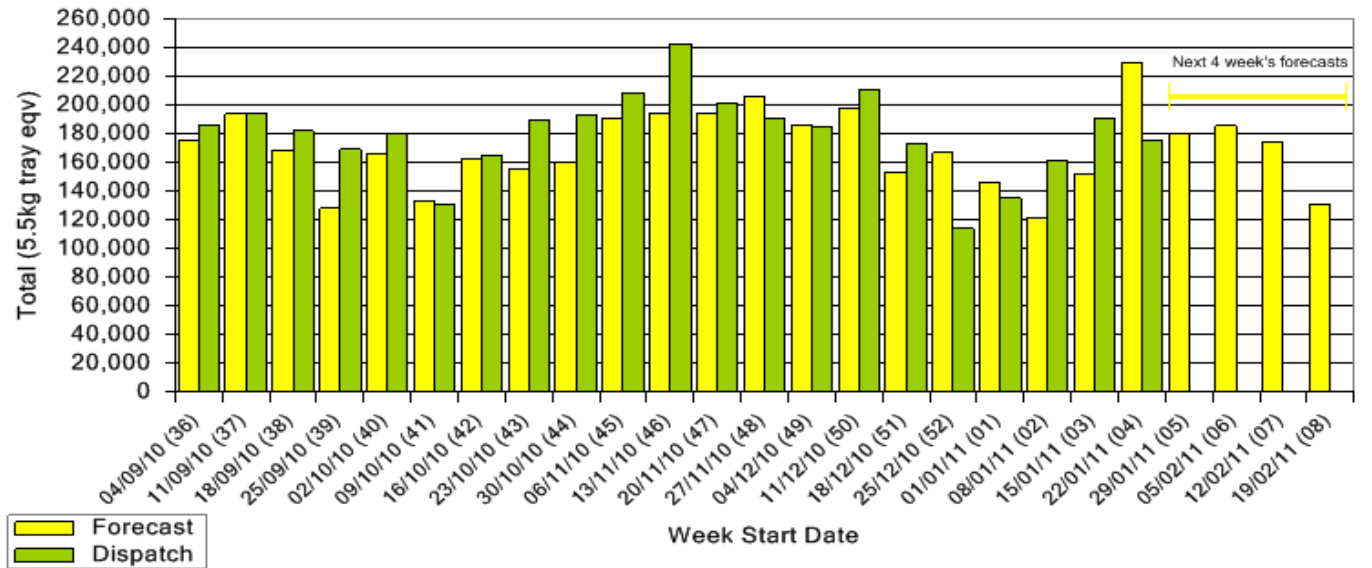
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 4 - begin 22/01/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	1,183	353				1,825
Hass	148,500	5,712	30,460	4,896	147	165,340
Lamb Hass	899	105				1,090
Reed	303	74			147	465
Sharwil	509	91				674
Shepard	5,437	254		3,900		6,608
Total	156,831	6,589	30,460	8,796	294	176,001

Dispatch vs weekly forecast - all varieties and all packs
(4th September 2010 to 25th February 2011)



New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011

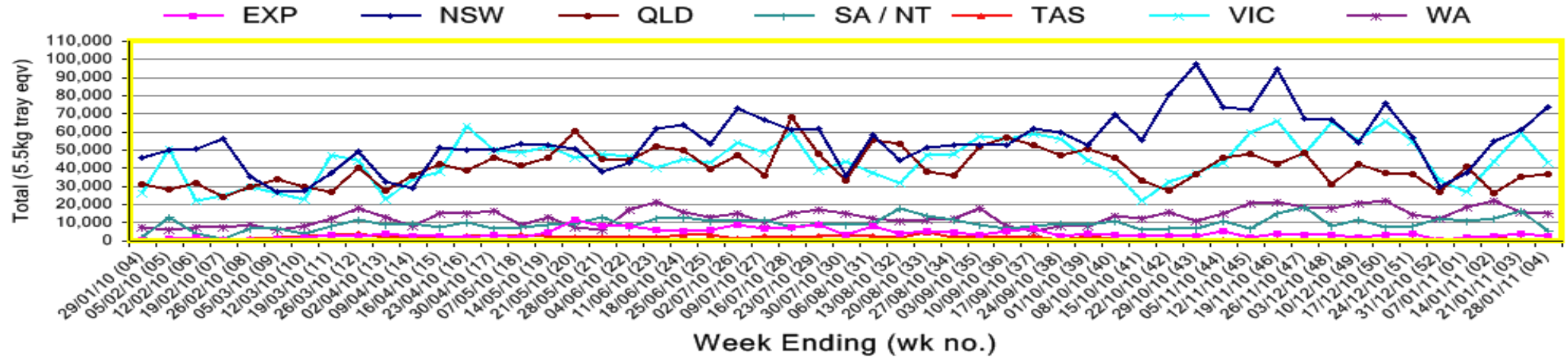
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642				1,388,759
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	436,064	298,642				1,436,991

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 = 663,878 5.5kg tray eqv



Week 4 contributors - Packhouses

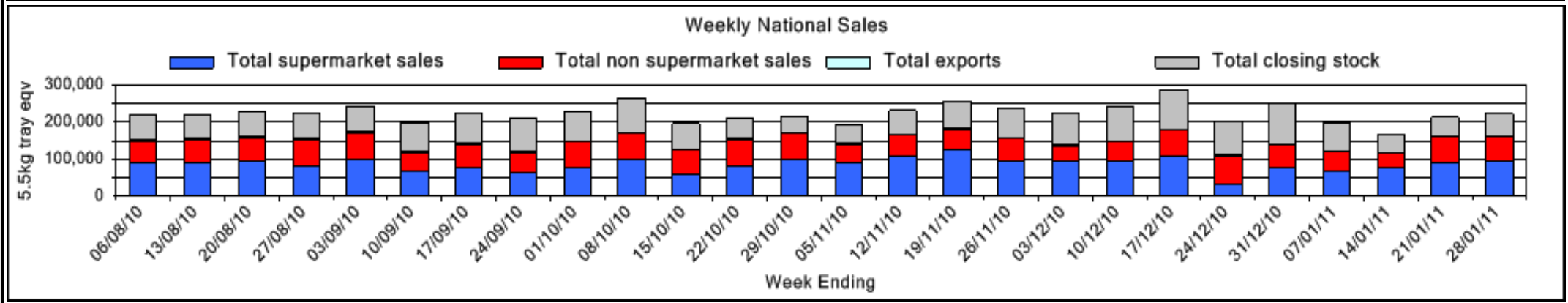
Advance Packing & Marketing Services P/L	Kulnura Ambrosia Avocados
Ashbourne Hills Avocados	Lavers Orchards
Aussie Orchards Growers & Packers	Lone Gum Avocados
Avocado Industry Council	Mariners Rest
Avonova	Midcoast Avocados
C F Fechner	Natures Fruit Company
Chinoola Orchards	R & M Waterman
Coastal Avocados	Sunfresh
Delroy Orchards	VP & EA Farrell

Week 4 contributors - Wholesalers

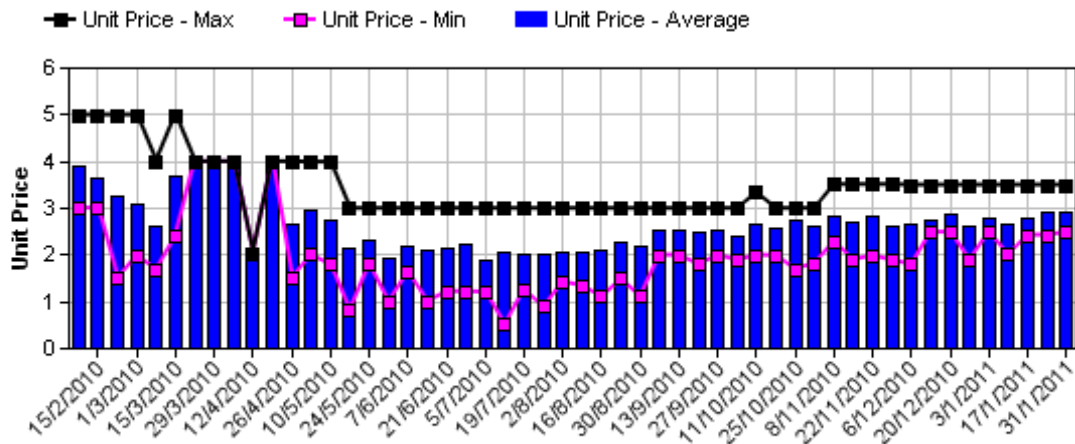
Allcrops Pty Ltd (Sydney)	Moraitis (Sydney)
Barkers (Melbourne)	Murray Bros (Brisbane)
Costa Farms (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Freshmax Pty Ltd (Brisbane)	United Fresh (Adelaide)

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

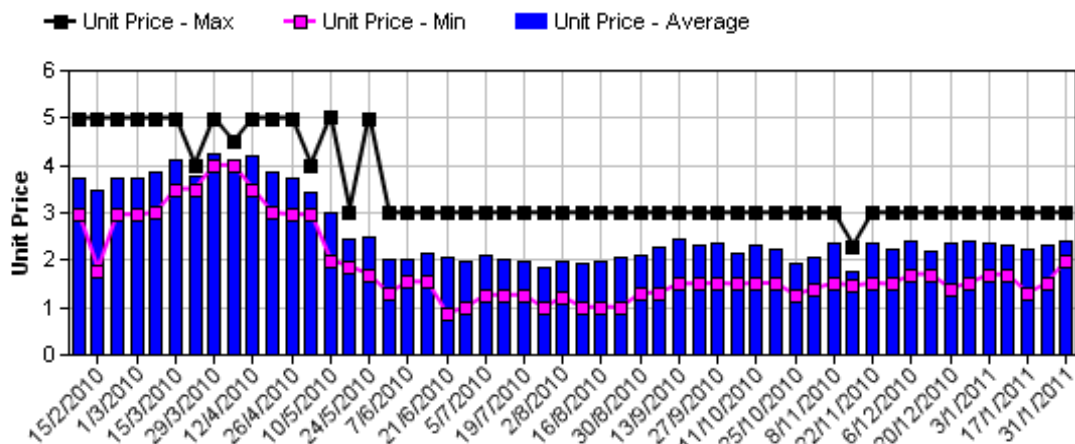
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	37,402			37,402											37,402			37,402
Total non supermarket sales	21,394		549	21,943	2,869		19	2,888	5,251						26,610		584	27,194
Total exports																		
Total sales	58,796		549	59,345	2,869		19	2,888	5,251						64,012		584	64,596
Total Stock on Hand	7,448			7,448	260			260	473						7,921			7,921
QLD																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough Old wholesalers contributed data this week																	
Total exports																		
Total sales	37,619	106	136	37,861	310			310	564						38,183	106	136	38,425
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	3,501			3,501											3,501			3,501
Total non supermarket sales	3,601		460	4,061	811		32	843	1,533						5,076		518	5,594
Total exports																		
Total sales	7,102		460	7,562	811		32	843	1,533						8,577		518	9,095
Total Stock on Hand	13,301		1,418	14,719	1,923		6	1,929	3,507						16,797		1,429	18,226
VIC																		
Total supermarket sales	21,876			21,876											21,876			21,876
Total non supermarket sales	11,032	834	1,359	13,224	2,051	11	4	2,066	3,756						14,761	854	1,366	16,981
Total exports																		
Total sales	32,908	834	1,359	35,100	2,051	11	4	2,066	3,756						36,637	854	1,366	38,857
Total Stock on Hand	9,255	1,222	190	10,667	2,537		71	2,608	4,742						13,867	1,222	319	15,409
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	10,974			10,974	851			851	1,547						12,521			12,521
Total Stock on Hand																		
Total																		
Total supermarket sales	95,845	106		95,951	223			223	405						96,250	106		96,356
Total non supermarket sales	50,114	834	2,504	53,451	6,281	11	55	6,347	11,540						61,534	854	2,604	64,991
Total exports	1,440			1,440	388			388	705						2,145			2,145
Total sales	147,398	940	2,504	150,842	6,892	11	55	6,958	12,651						159,929	960	2,604	163,493
Total Stock on Hand	47,328	1,222	1,608	50,158	5,569		77	5,646	10,265						57,453	1,222	1,748	60,423



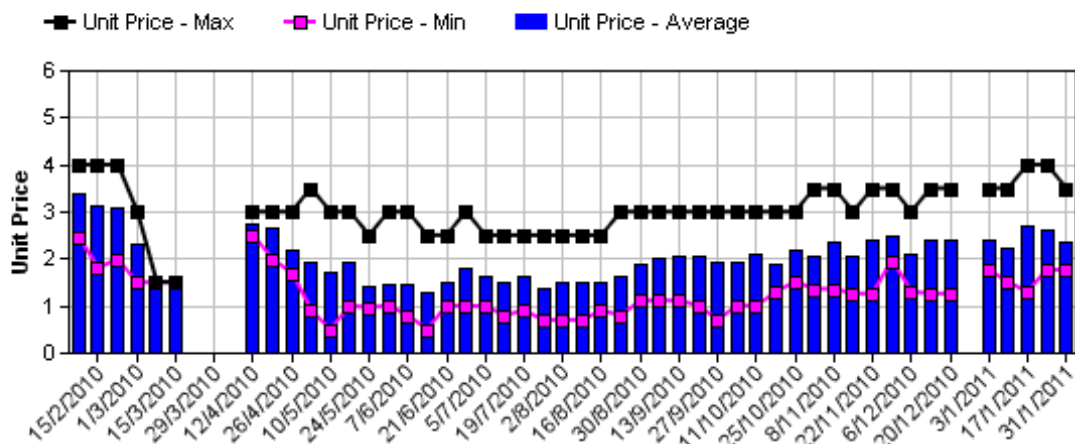
Hass Avocado Average Retail Prices - Sydney



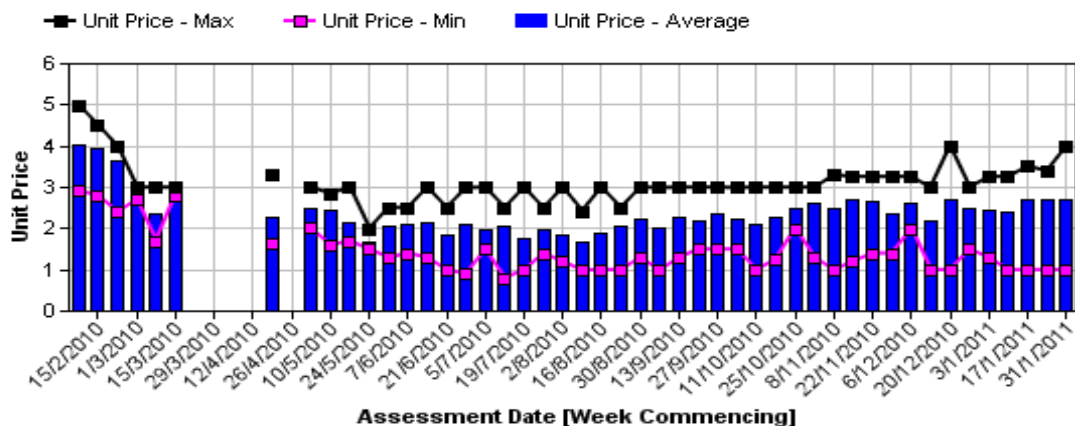
Hass Avocado Average Retail Prices - Perth



Hass Avocado Average Retail Prices - Brisbane

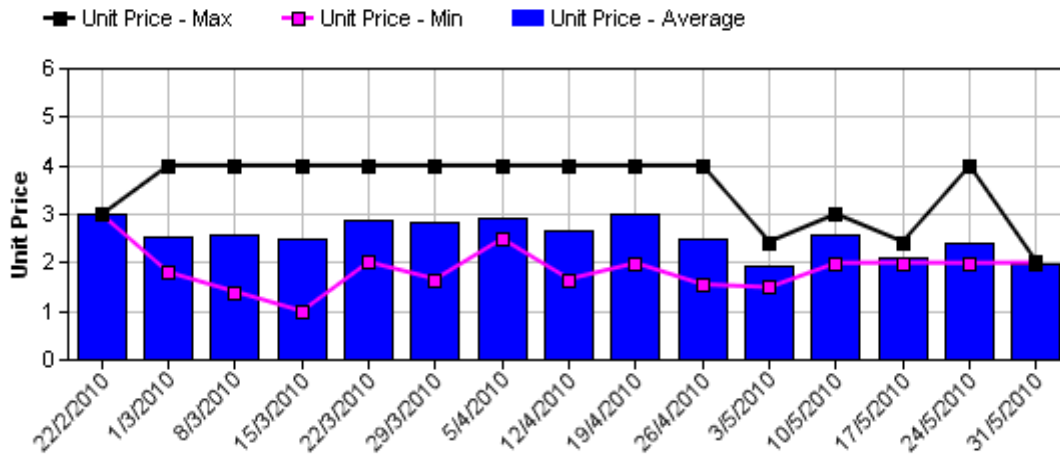


Hass Avocado Average Retail Prices - Melbourne

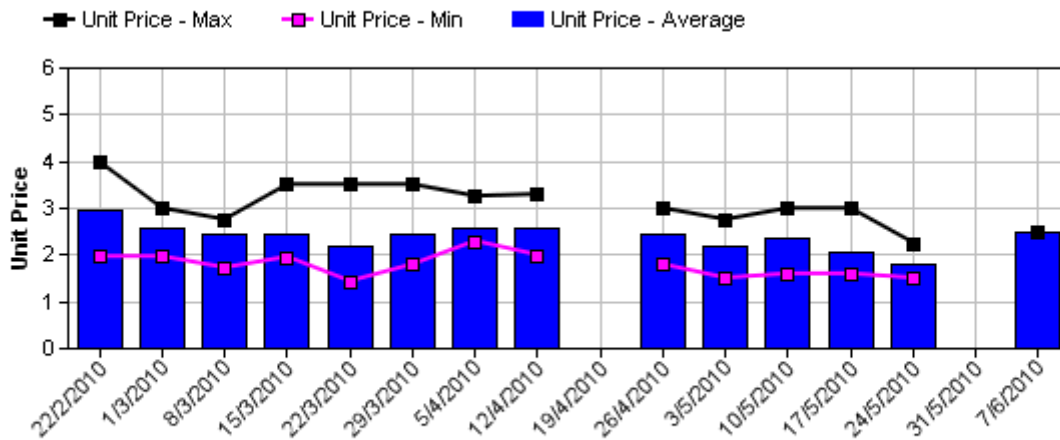


Assessment Date [Week Commencing]

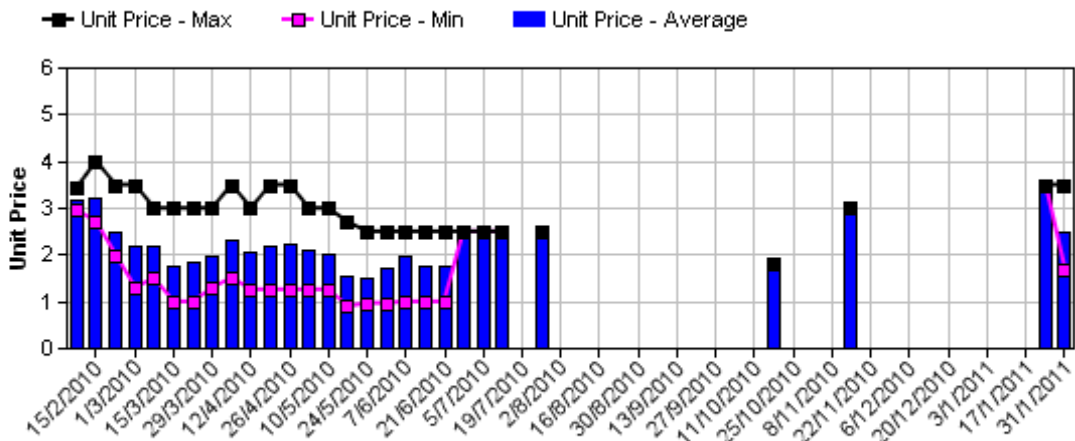
Shepard Avocado Average Retail Prices - Sydney



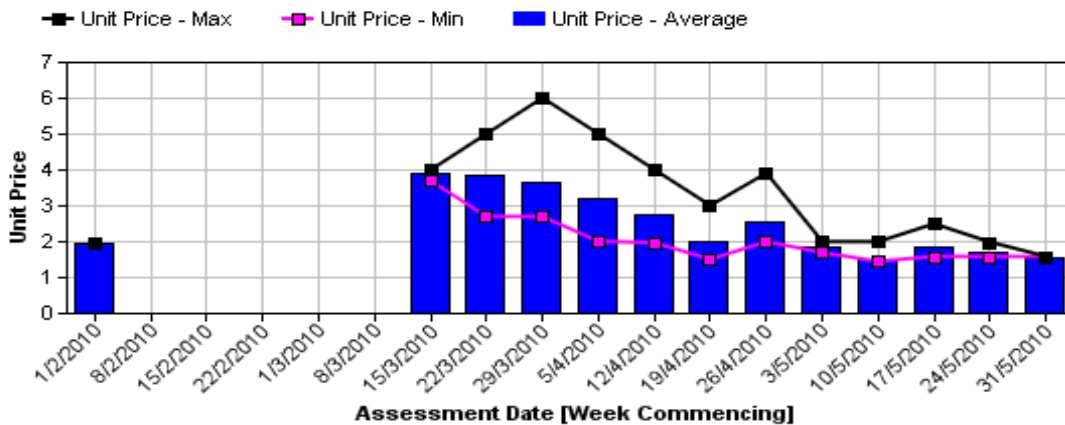
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 31st January 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	280	2.48	No	Mixed
Coles	Hass	250	2.48	No	Mixed
Coles	Hass	280	2.48	No	Mixed
Woolworths	Hass	210	2.63	No	NS
Woolworths	Hass	250	2.63	No	Mixed
Woolworths	Hass	260	2.63	No	Mixed
I	Hass	285	2.69	No	Aus
Foodworks	Hass	275	2.99	No	Aus
I	Reed	480	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Reed	500	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Reed	430	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Reed	405	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
I	Reed	425	2.99	No	Aus
IGA	Hass	245	3.49	No	NZ
I	Hass	315	3.49	No	Aus
I	Hass	340	3.49	No	Aus
I	Reed	400	3.49	No	Aus
I	Hass	310	3.49	No	Aus
BRISBANE					
I	Shepard	220	1.69	Store	Aus
Woolworths	Hass	200	1.75	No	Mixed
Woolworths	Hass	185	1.76	No	Mixed
Woolworths	Hass	180	1.76	No	Mixed
Coles	Hass	200	1.99	No	NS
Coles	Hass	235	1.99	No	NZ
IGA	Shepard	200	1.99	No	NS
I	Hass	220	1.99	Store	Aus
Coles	Hass	210	1.99	No	NZ
I	Shepard	280	2.29	Store	Aus
IGA	Hass	295	2.42	No	NZ
IGA	Hass	180	2.42	No	Aus
I	Hass	325	2.59	No	NZ
I	Hass	265	2.99	No	Aus
I	Shepard	280	2.99	No	Aus
I	Hass	300	3.49	Store	NS
I	Hass	272	3.49	Store	Aus
I	Shepard	270	3.49	No	NS

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
 Mixed = display sign indicates fruit is from multiple origins

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	0.99	No	NS
Coles	Hass	305	1.80	Cat	NZ
Coles	Hass	290	1.80	Cat	NZ
Coles	Hass	290	1.80	Cat	NS
I	Hass	235	2.40	No	NS
IS	Hass	285	2.69	No	NS
Safeway	Hass	290	2.95	No	NZ
Safeway	Hass	300	2.95	No	NZ
Safeway	Hass	275	2.95	No	Mixed
IGA	Hass	263	2.99	No	Aus
I	Hass	275	2.99	No	NS
I	Hass	415	3.25	No	NS
I	Hass	315	3.39	No	NZ
I	Hass	405	3.50	No	NS
I	Hass	340	3.98	No	Aus
PERTH					
IGA	Hass	240	1.99	Store	NS
IS	Hass	255	1.99	Store	Aus
IS	Hass	235	1.99	Store	Aus
I	Hass	250	1.99	No	Aus
Woolworths	Hass	220	2.25	No	Aus
Coles	Hass	255	2.25	No	Aus
Woolworths	Hass	200	2.25	Store	Aus
Woolworths	Hass	230	2.25	Store	Aus
Coles	Hass	260	2.25	No	Aus
Coles	Hass	245	2.25	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	240	2.79	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	245	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
I	Hass	310	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