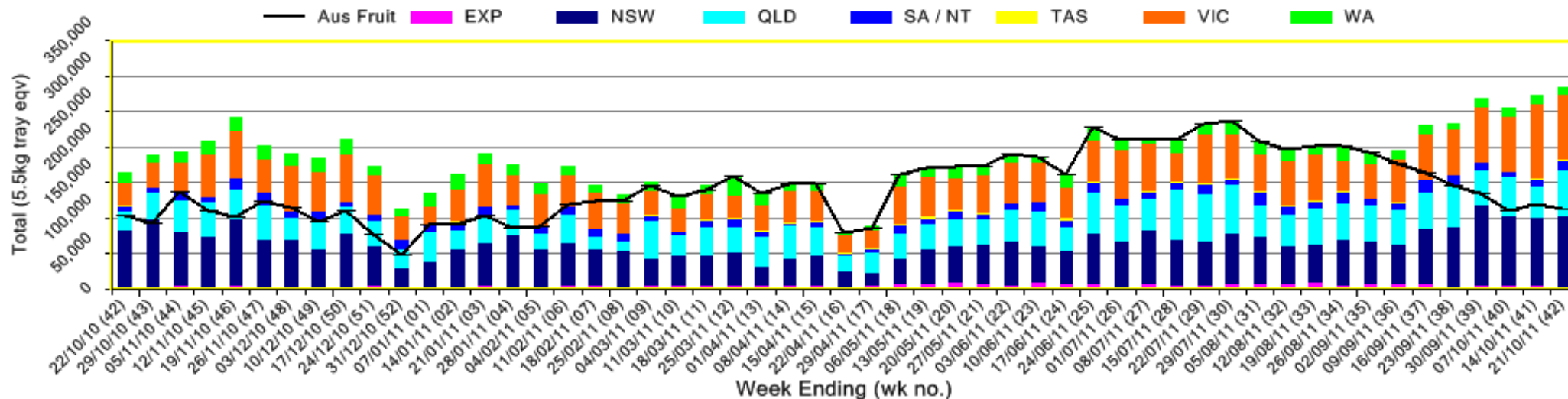


INFOCADO WEEKLY REPORT: 15th - 21st October 2011 (Wk 42)

Industry Dispatches By Destination State and Count Size : 15th October - 21st October 2011 (Wk 42)

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		8	7					494	942	1,451	737				2,791
NSW	250	4,050	11,717	19,946	1,194	15,645	21,945	5,947	9,000	89,694	4,826	660		1,000	98,771
QLD	493	1,676	11,596	9,048	4,089	8,279	14,946	3,798	3,594	57,519	3,617	3,410	4,000	760	65,580
SA / NT		7	2,566	4,618	84	1,903	1,358	1,165	267	11,968	1,255			40	14,257
TAS											240				436
VIC	238	4,047	11,839	18,047	1,176	14,902	20,779	5,674	8,688	85,390	4,074	990			92,977
WA	524	809	1,014	1,652		1,620	1,347	578	144	7,688	1,240			180	9,976
Total	1,505	10,597	38,739	53,311	6,543	42,349	60,375	17,656	22,635	253,710	15,989	5,060	4,000	1,980	284,788

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 7,733,660 5.5kg tray eqv



Comments From the CEO

- Volumes into the market were slightly high this week with 284,788 5.5 kg tray eqv in the system.
- The 4 weekly forecast indicates an easing of volumes in the coming weeks. It is important for all packhouses submit a forecast for all 4 weeks if they are expecting to have fruit at that time to ensure the 4 weekly forecast is as accurate as possible.
- This report contains a revised seasonal forecast for New Zealand. See page 2.
- Finally retail prices have moved lower across all states and in conjunction with the warmer weather retail sales will increase significantly.

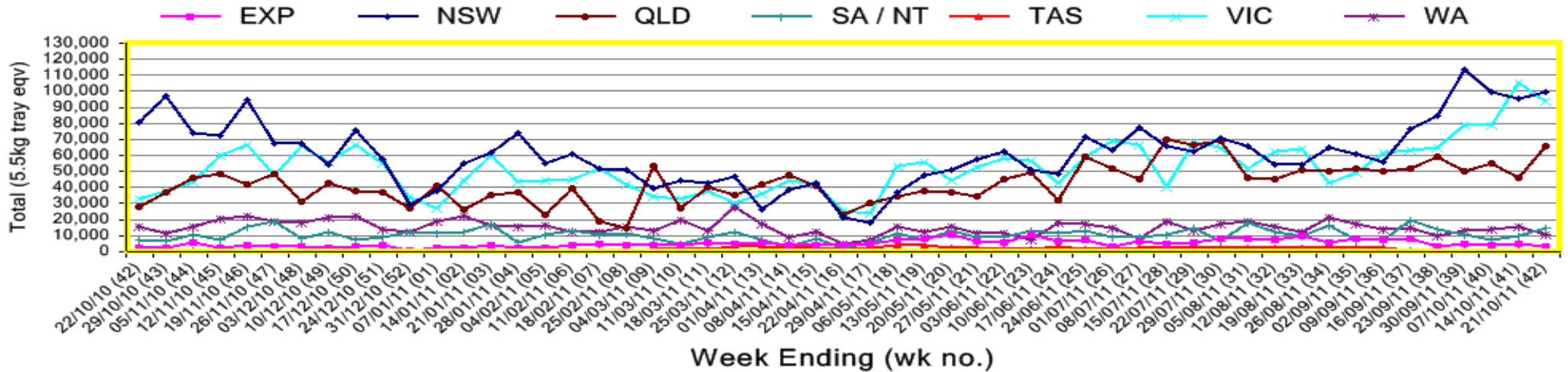


Percentage dispatched by region (Based on seasonal forecast - 2011)

■ 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 = 7,733,660 5.5kg tray eqv



Week 42 contributors - Packhouses

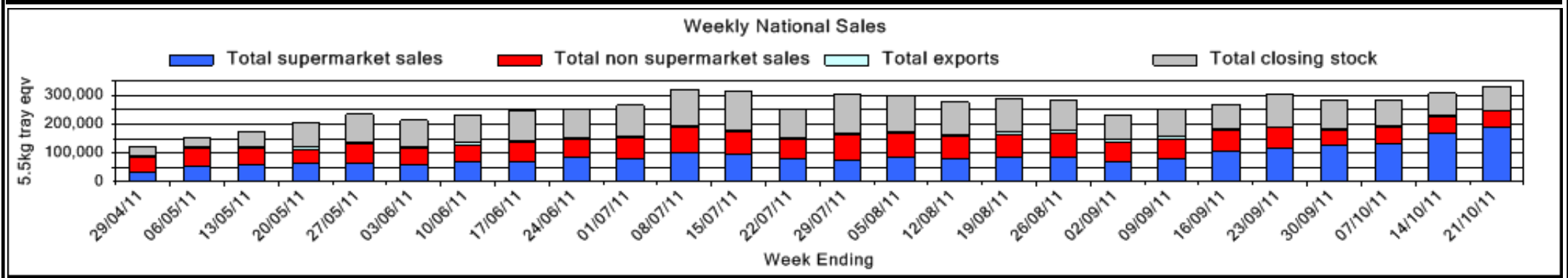
- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Kulnura Ambrosia Avocados |
| Avocado Industry Council (NZAGA) | Merrinee Farms |
| Avocost | Midcoast Avocados |
| Balmoral Orchard | Mountain Fresh |
| C F Fechner | Natures Fruit Company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

Week 42 contributors - Wholesalers

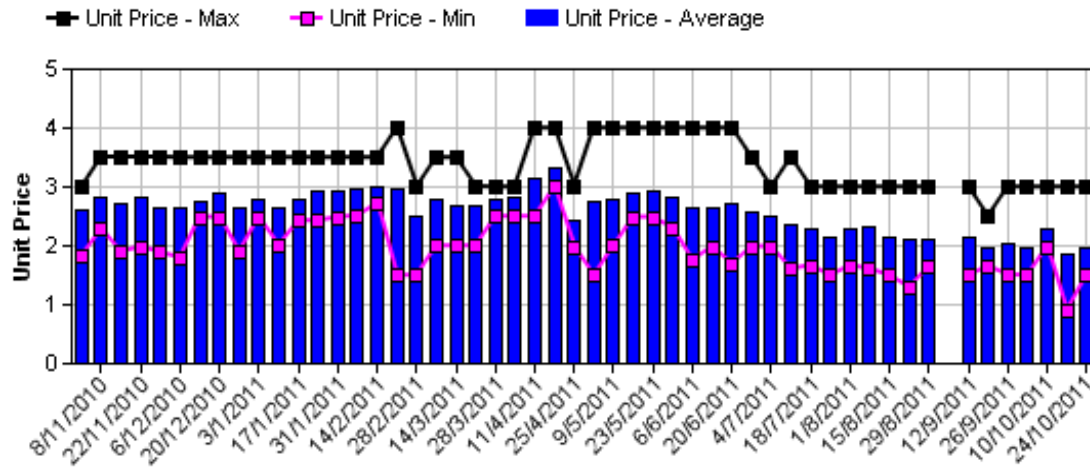
- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Kelly's (Melbourne) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | Sinclair & Antico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

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

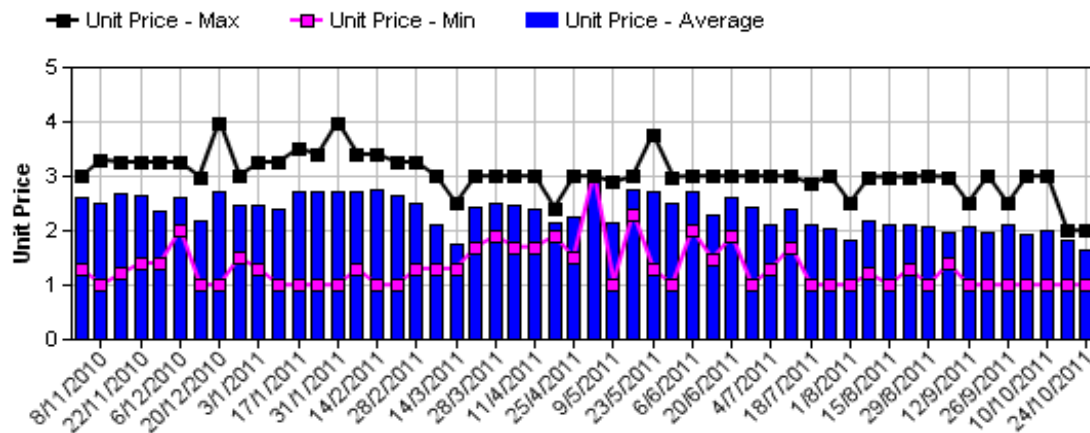
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	73,196			73,196						660			660	120	73,316			73,316
Total non supermarket sales	8,888			8,888	950			950	1,727						10,615			10,615
Total exports	456			456											456			456
Total sales	82,540			82,540	950			950	1,727	660			660	120	84,387			84,387
Total Stock on Hand	8,602			8,602	556			556	1,011						9,613			9,613
QLD																		
Total supermarket sales	32,653			32,653	379			379	689	3,410			3,410	620	33,962			33,962
Total non supermarket sales	14,602		584	15,186	791		60	851	1,547						16,040		693	16,733
Total exports	995			995	724		13	737	1,340						2,311		24	2,335
Total sales	48,250		584	48,834	1,894		73	1,967	3,576	3,410			3,410	620	52,314		717	53,030
Total Stock on Hand	20,046		316	20,362	766		41	807	1,467						21,439		391	21,829
SA & TAS																		
Total supermarket sales	9,695			9,695	42			42	76						9,771			9,771
Total non supermarket sales	5,992		196	6,188	869		48	917	1,667						7,572		283	7,855
Total exports																		
Total sales	15,687		196	15,883	911		48	959	1,744						17,343		283	17,627
Total Stock on Hand	16,125		1,797	17,922	2,264		1,709	3,973	7,224						20,241		4,904	25,146
VIC																		
Total supermarket sales	71,687			71,687						990			990	180	71,867			71,867
Total non supermarket sales	11,242		754	11,996	669		102	771	1,402						12,458		939	13,398
Total exports																		
Total sales	82,929		754	83,683	669		102	771	1,402	990			990	180	84,325		939	85,265
Total Stock on Hand	19,791		1,231	21,022	222		130	352	640						20,195		1,468	21,662
WA																		
Total supermarket sales	1,492			1,492											1,492			1,492
Total non supermarket sales	4,305			4,305	828			828	1,505						5,810			5,810
Total exports																		
Total sales	5,797			5,797	828			828	1,505						7,302			7,302
Total Stock on Hand	5,150	154		5,304	279	11		290	527						5,657	174		5,831
Total																		
Total supermarket sales	188,723			188,723	421			421	765	5,060			5,060	920	190,408			190,408
Total non supermarket sales	45,029		1,534	46,563	4,107		210	4,317	7,849						52,496		1,916	54,412
Total exports	1,451			1,451	724		13	737	1,340						2,767		24	2,791
Total sales	235,203		1,534	236,737	5,252		223	5,475	9,955	5,060			5,060	920	245,672		1,939	247,611
Total Stock on Hand	69,714	154	3,344	73,212	4,087	11	1,880	5,978	10,869						77,145	174	6,763	84,081



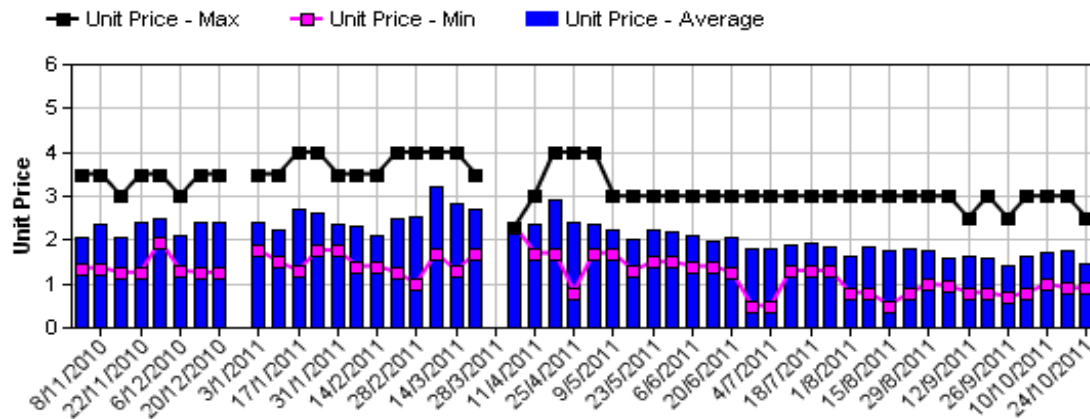
Hass Avocado Average Retail Prices - Sydney



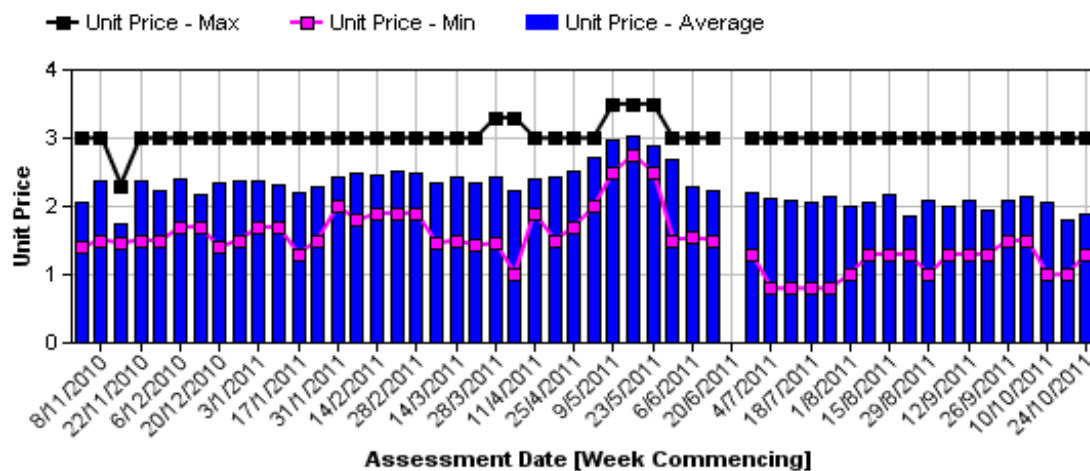
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

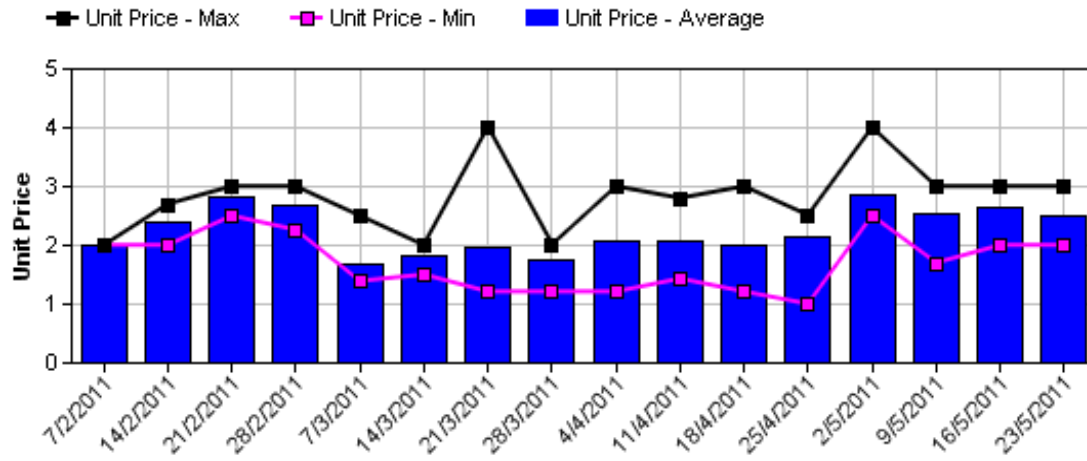


Hass Avocado Average Retail Prices - Perth

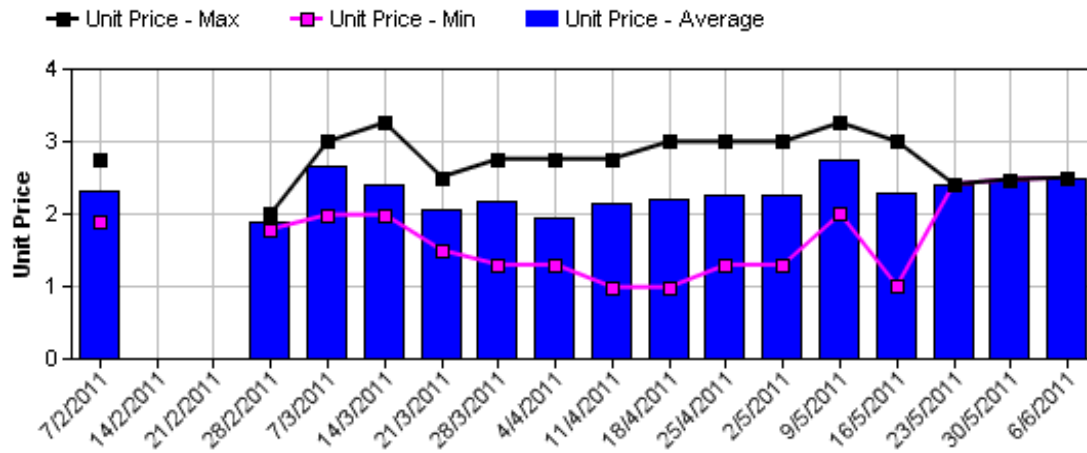


Assessment Date [Week Commencing]

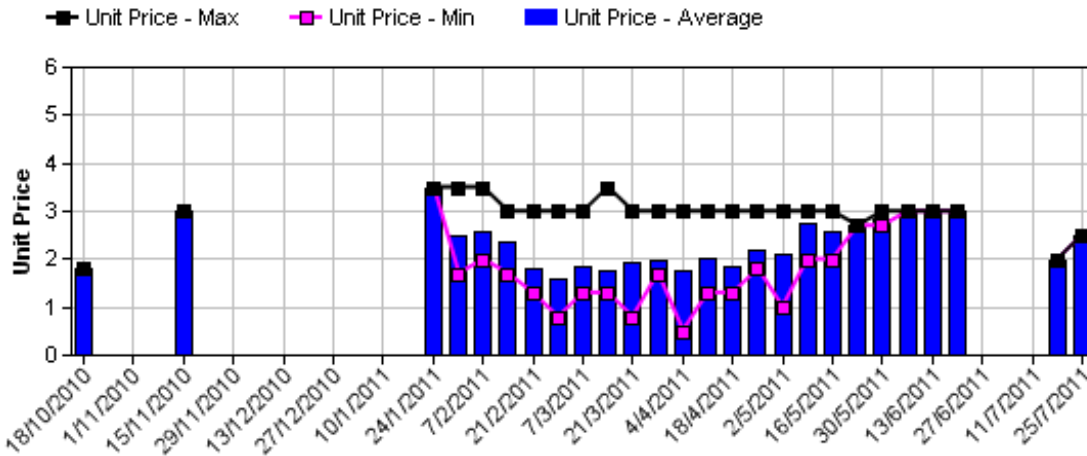
Shepard Avocado Average Retail Prices - Sydney



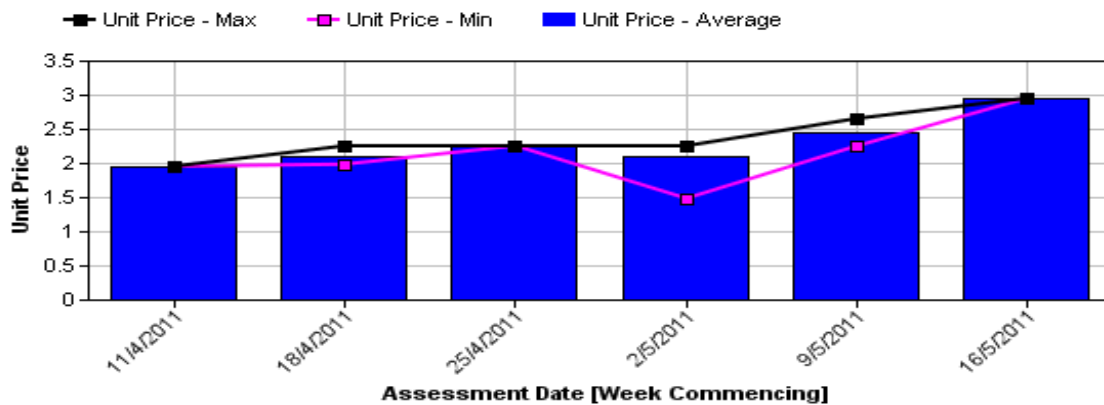
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 24th 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					
IGA	Hass	220	1.49	Store	NZ	I	Hass	245	0.99	No	NS
I	Hass	260	1.66	Store	Mixed	I	Hass	230	1.20	No	Aus
I	Hass	285	1.66	No	Aus	Safeway	Hass	315	1.25	No	NZ
Woolworths	Hass	300	1.75	No	NS	Safeway	Hass	270	1.25	No	NZ
Woolworths	Hass	280	1.75	Store	NZ	Safeway	Hass	235	1.25	No	NZ
Coles	Hass	275	1.75	Store	NZ	IS	Hass	275	1.29	Cat	Aus
Woolworths	Hass	265	1.75	No	Mixed	I	Hass	270	1.69	No	NS
Coles	Hass	290	1.75	Store	NZ	I	Hass	260	1.75	No	Aus
Coles	Hass	260	1.75	Store	NZ	Coles	Hass	345	1.98	No	NZ
I	Hass	260	1.99	Store	Mixed	Coles	Hass	280	1.98	No	NZ
Foodworks	Hass	300	1.99	Store	Aus	Coles	Hass	305	1.98	No	NZ
I	Hass	280	1.99	No	Aus	I	Hass	290	1.99	No	NS
I	Hass	275	1.99	No	Aus	IGA	Hass	285	1.99	No	Aus
I	Hass	350	2.49	No	Aus	I	Hass	300	1.99	No	NS
I	Hass	265	2.49	No	Aus	I	Hass	255	1.99	No	Aus
IGA	Hass	295	2.99	No	Aus	PERTH					
BRISBANE						I	Hass	230	1.29	Store	Aus
I	Hass	235	0.89	Store	Aus	Woolworths	Hass	220	1.43	Cat	Aus
Woolworths	Hass	275	0.98	Cat	Aus	Woolworths	Hass	280	1.43	Cat	Aus
Woolworths	Hass	230	0.98	Cat	Aus	Woolworths	Hass	230	1.43	Cat	Aus
Woolworths	Hass	220	0.98	Cat	Aus	IGA	Hass	205	1.49	Store	Aus
IGA	Hass	200	0.99	Cat	Aus	IS	Hass	240	1.69	Store	Aus
IGA	Hass	220	0.99	Cat	Aus	Coles	Hass	340	1.98	No	Aus
I	Hass	255	1.39	Store	Aus	Coles	Hass	330	1.98	No	Aus
IGA	Hass	185	1.54	No	Aus	Coles	Hass	320	1.98	No	Aus
I	Hass	300	1.69	Store	Mixed	I	Hass	270	1.99	Store	Aus
Coles	Hass	240	1.75	No	NZ	I	Hass	650	1.99	No	Aus
Coles	Hass	215	1.75	No	NZ	I	Hass	230	1.99	No	NS
Coles	Hass	320	1.75	No	NZ	IGA	Hass	355	1.99	Store	NS
I	Hass	265	1.89	Store	Aus	IGA	Hass	200	2.29	No	Aus
I	Hass	305	1.99	Store	Aus	IGA	Hass	275	2.49	No	Aus
I	Hass	395	2.49	Store	Aus	I	Hass	320	2.99	No	Aus
I	Sharwil	255	1.79	Store	Aus						
I	Sharwil	245	2.49	No	Aus						
I	Sharwil	330	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

Special Codes

Cat = fruit is on catalogue special for that city this week
Store = fruit is on special in that store only this week

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

Store Codes

I = Independent Fruit and Vegetable stores
IC = Independent Fruit and Vegetable store Chains
IS = Independent Supermarkets