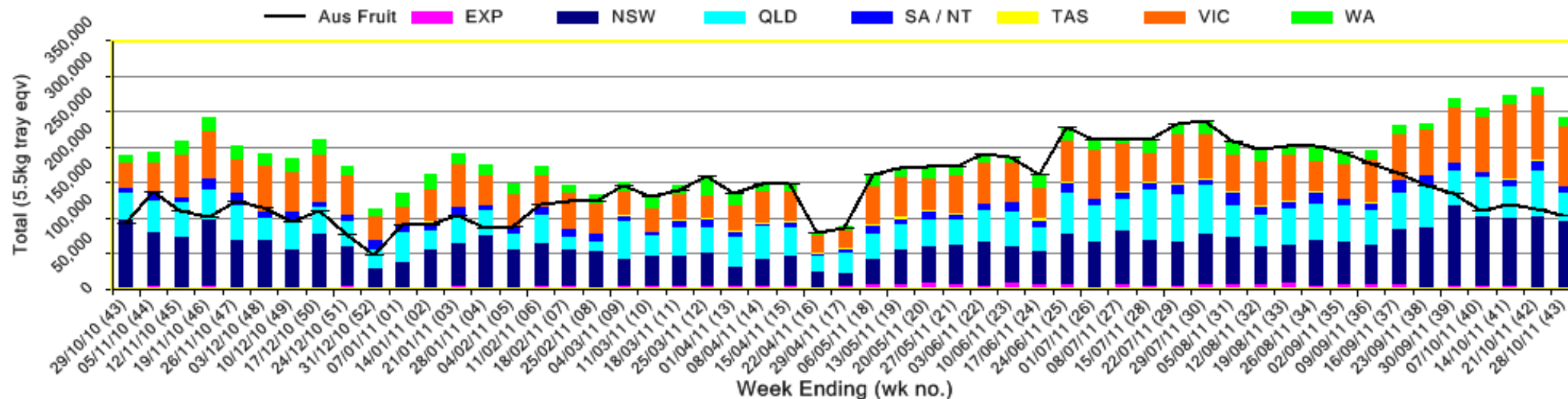


# INFOCADO WEEKLY REPORT: 22nd - 28th October 2011 (Wk 43)

Industry Dispatches By Destination State and Count Size : 22nd October - 28th October 2011 (Wk 43)

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							61	1,154	610	1,825	465				2,670
NSW	202	3,514	13,224	18,516	1,358	13,516	19,154	5,270	7,942	82,696	5,189	880		1,000	92,473
QLD	275	749	7,775	3,827	3,937	5,387	7,158	3,190	945	33,243	2,943	1,815	4,000	650	39,769
SA / NT	9	1,416	761	3,616	145	1,858	1,403	195		9,403	655			65	10,606
TAS			120							120					120
VIC	63	3,440	10,318	16,677	776	13,082	18,187	5,212	7,974	75,729	4,852	1,210			84,771
WA	761	1,716	1,647	3,322	288	1,522	963	712		10,931	704			120	12,233
<b>Total</b>	<b>1,310</b>	<b>10,835</b>	<b>33,845</b>	<b>45,958</b>	<b>6,504</b>	<b>35,365</b>	<b>46,926</b>	<b>15,733</b>	<b>17,471</b>	<b>213,947</b>	<b>14,808</b>	<b>3,905</b>	<b>4,000</b>	<b>1,835</b>	<b>242,642</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 7,976,302 5.5kg tray eqv



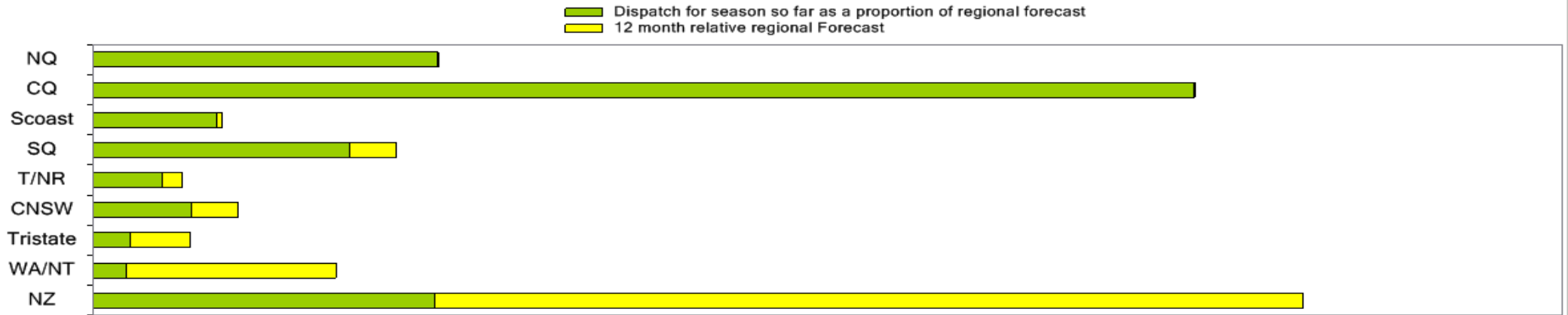
## Comments From the CEO

- Volumes into the market decreased last week to 242 642 5.5kg tray eqv from 284 788 last week. NSW and VIC received much of this fruit.
- The forecast for last week was again lower than the total dispatches. Packhouses are reminded that even if an 4 weekly forecast has already been entered, these figures can be updated as more information comes to hand. By reviewing these forecasts each week this will help to reduce any anomalies between 4 weekly forecasts and dispatches.
- The 4 weekly forecast indicates that the market will continue to ease through to mid November.
- Retail prices remained steady this week with Coles catalogue specials in both Melbourne and Perth. A catalogue special runs across all Coles stores in that state.

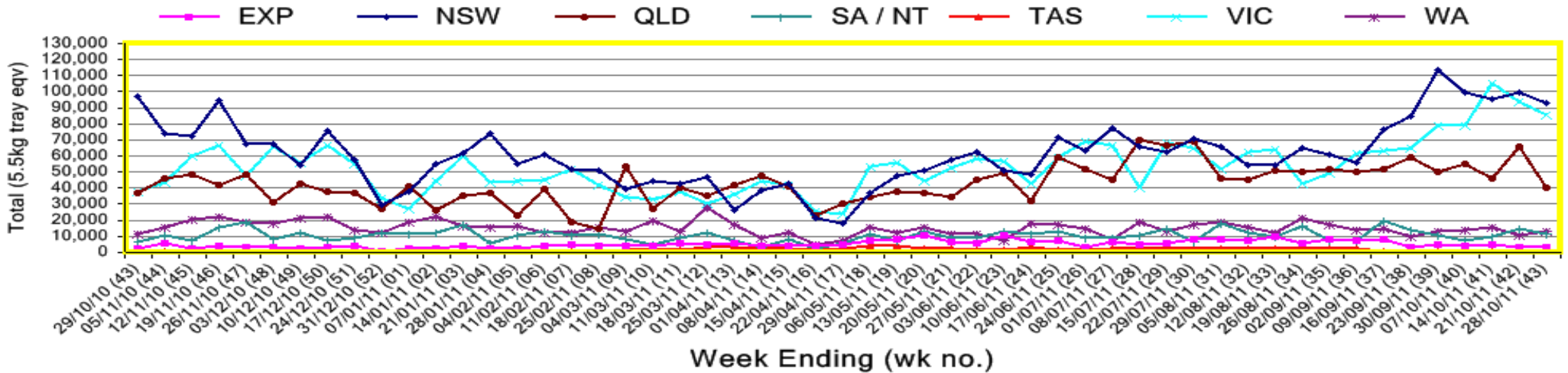




Percentage dispatched by region (Based on seasonal forecast - 2011)



Throughput Australian & NZ avocados by destination state  
 Throughput 1st January 2011 to date = 7,976,302 5.5kg tray eqv



**Week 43 contributors - Packhouses**

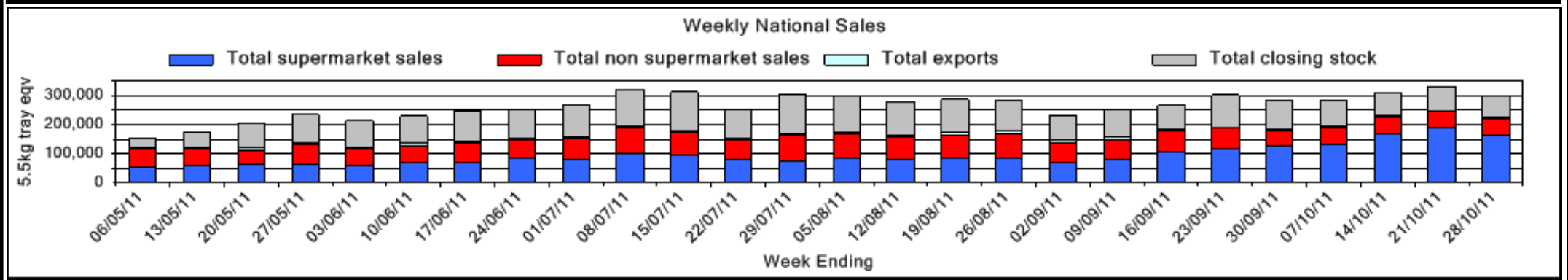
- |                                   |                                |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Midcoast Avocados              |
| Avocado Industry Council (NZAGA)  | Mountain Fresh                 |
| Avowest     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

**Week 43 contributors - Wholesalers**

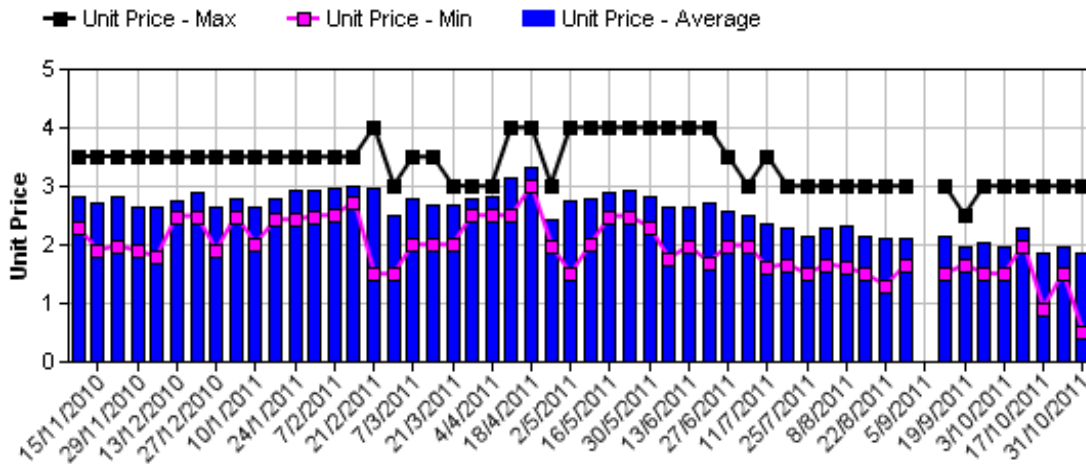
- |  |   |
|--|---|
| Allcrops Pty Ltd (Sydney)                | Freshmax Pty Ltd (Brisbane)               |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Kelly's (Melbourne)                       |
| Costa Farms (Adelaide)                   | Murray Bros (Brisbane)                    |
| Costa Farms (Brisbane)                   | Romeos Marketing (Brisbane)               |
| 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)                   |

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

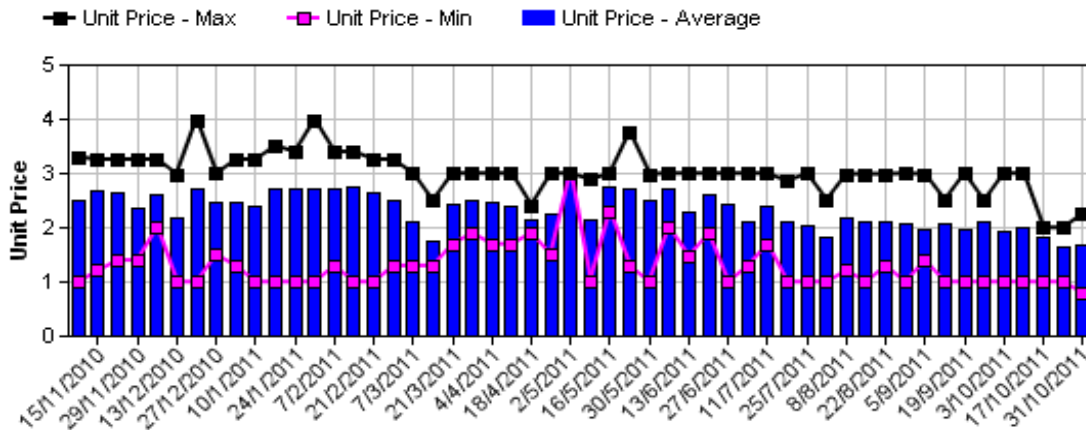
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	61,416			61,416	8			8	15	880			880	160	61,591			61,591
Total non supermarket sales	9,430			9,430	1,215			1,215	2,209						11,639			11,639
Total exports	304			304											304			304
Total sales	71,150			71,150	1,223			1,223	2,224	880			880	160	73,534			73,534
Total Stock on Hand	4,566			4,566	232			232	422						4,988			4,988
QLD																		
Total supermarket sales	21,567			21,567	270			270	491	1,815			1,815	330	22,388			22,388
Total non supermarket sales	13,378		656	14,034	1,319		185	1,504	2,735						15,776		992	16,769
Total exports	1,521			1,521	465			465	845						2,366			2,366
Total sales	36,466		656	37,122	2,054		185	2,239	4,071	1,815			1,815	330	40,531		992	41,523
Total Stock on Hand	19,274		69	19,343	1,058		152	1,210	2,200						21,198		345	21,543
SA & TAS																		
Total supermarket sales	5,986			5,986	124			124	225						6,211			6,211
Total non supermarket sales	8,306		1,797	10,103	1,149		4	1,153	2,096						10,395		1,804	12,199
Total exports																		
Total sales	14,292		1,797	16,089	1,273		4	1,277	2,322						16,607		1,804	18,411
Total Stock on Hand	17,298			17,298	1,457		1,705	3,162	5,749						19,947		3,100	23,047
VIC																		
Total supermarket sales	64,869			64,869						1,210			1,210	220	65,089			65,089
Total non supermarket sales	12,124		870	12,994	323		134	457	831						12,711		1,114	13,825
Total exports																		
Total sales	76,993		870	77,863	323		134	457	831	1,210			1,210	220	77,800		1,114	78,914
Total Stock on Hand	14,089		1,177	15,266	660		82	742	1,349						15,289		1,326	16,615
WA																		
Total supermarket sales	6,185			6,185											6,185			6,185
Total non supermarket sales	3,947	91		4,038	702	1		703	1,278						5,223	93		5,316
Total exports																		
Total sales	10,132	91		10,223	702	1		703	1,278						11,408	93		11,501
Total Stock on Hand	5,816	63		5,879	471	10		481	875						6,673	81		6,754
Total																		
Total supermarket sales	160,023			160,023	402			402	731	3,905			3,905	710	161,464			161,464
Total non supermarket sales	47,185	91	3,323	50,599	4,708	1	323	5,032	9,149						55,745	93	3,910	59,748
Total exports	1,825			1,825	465			465	845						2,670			2,670
Total sales	209,033	91	3,323	212,447	5,575	1	323	5,899	10,725	3,905			3,905	710	219,879	93	3,910	223,882
Total Stock on Hand	61,043	63	1,246	62,352	3,878	10	1,939	5,827	10,595						68,094	81	4,771	72,947



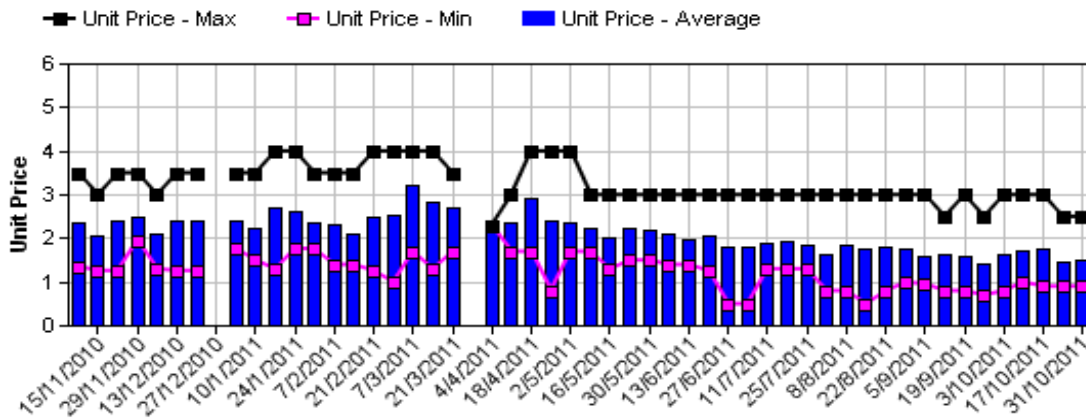
### Hass Avocado Average Retail Prices - Sydney



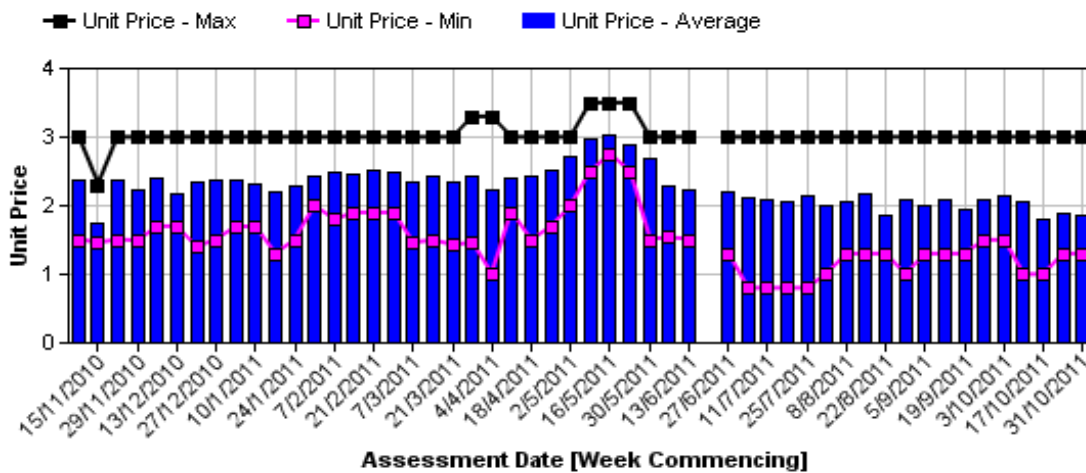
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

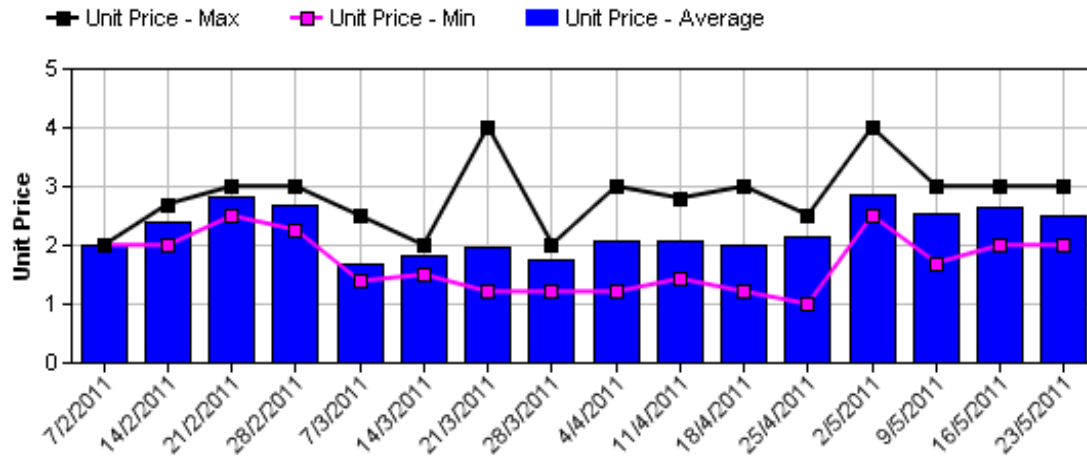


### Hass Avocado Average Retail Prices - Perth

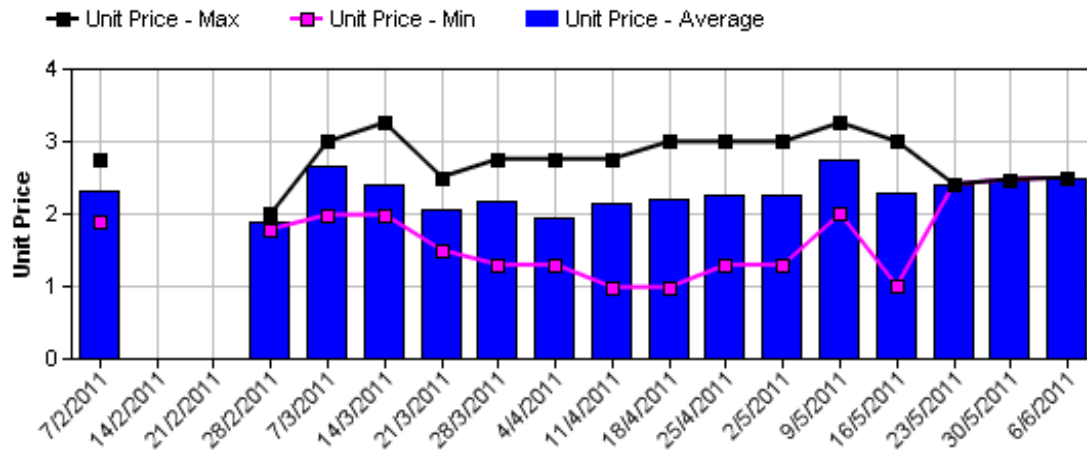


Assessment Date [Week Commencing]

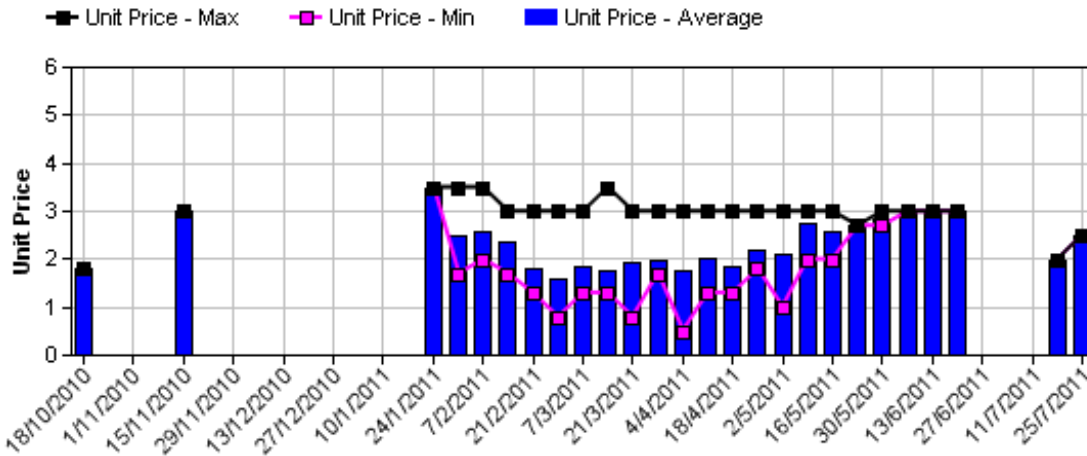
Shepard Avocado Average Retail Prices - Sydney



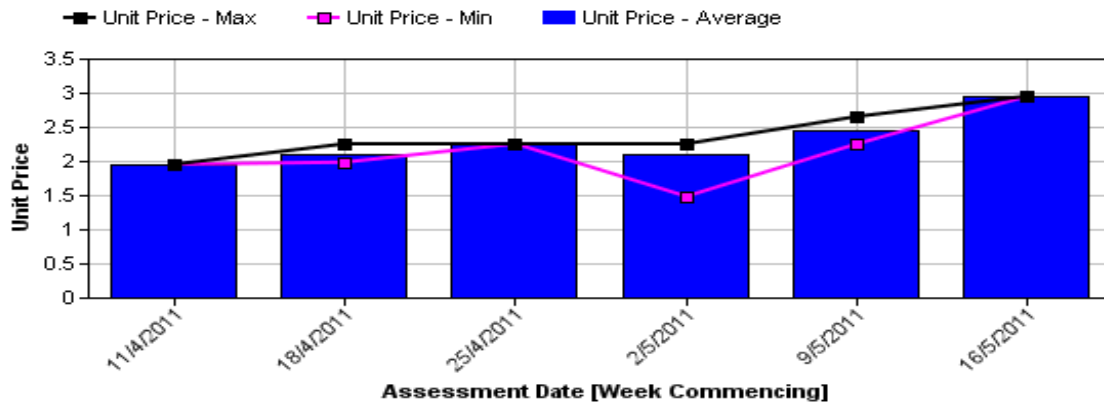
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth





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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
I	Hass	210	0.50	Store	NZ	I	Hass	235	0.79	No	NS
Woolworths	Hass	260	1.50	Store	NZ	IS	Hass	270	0.99	No	Aus
Woolworths	Hass	250	1.50	No	NZ	IGA	Hass	260	1.19	No	Aus
Woolworths	Hass	210	1.50	Store	NZ	I	Hass	247	1.20	No	Aus
Coles	Hass	240	1.68	Store	NZ	Coles	Hass	260	1.60	Cat	NZ
Coles	Hass	215	1.68	No	NZ	Coles	Hass	250	1.60	Cat	NZ
Coles	Hass	250	1.68	No	NZ	Coles	Hass	270	1.60	Cat	NZ
I	Hass	285	1.99	No	Aus	I	Hass	275	1.79	No	NS
I	Hass	290	1.99	No	Aus	Safeway	Hass	255	1.98	No	NZ
IGA	Hass	260	1.99	No	Aus	I	Hass	260	1.98	No	Aus
Foodworks	Hass	280	1.99	No	Aus	Safeway	Hass	275	1.98	No	Aus
I	Hass	335	1.99	Store	Aus	Safeway	Hass	300	1.98	No	NZ
I	Hass	340	2.00	No	Aus	I	Hass	280	1.99	No	Aus
I	Hass	290	2.49	No	Aus	I	Hass	275	2.25	No	NS
I	Hass	360	2.49	No	Aus	I	Hass	300	2.25	No	NS
IGA	Hass	290	2.99	No	Aus	<b>PERTH</b>					
<b>BRISBANE</b>						I	Hass	200	1.29	Store	Aus
I	Fuerte	335	2.99	Store	Aus	Coles	Hass	275	1.40	Cat	Aus
I	Hass	245	0.89	Store	Aus	Coles	Hass	300	1.40	Cat	Aus
Woolworths	Hass	215	0.98	Store	Aus	Coles	Hass	325	1.40	Cat	Aus
Woolworths	Hass	225	0.98	Store	Aus	IGA	Hass	220	1.49	Store	Aus
IGA	Hass	180	0.99	Cat	Aus	IS	Hass	250	1.49	Store	Aus
IGA	Hass	180	0.99	Cat	Aus	Woolworths	Hass	355	1.98	Store	Aus
I	Hass	280	1.39	Store	Aus	Woolworths	Hass	200	1.98	Store	Aus
I	Hass	245	1.49	Store	Aus	Woolworths	Hass	255	1.98	Store	Aus
IGA	Hass	170	1.59	No	NZ	I	Hass	220	1.99	No	Aus
Coles	Hass	200	1.60	Store	Aus	IGA	Hass	300	1.99	Store	Aus
Coles	Hass	240	1.60	Store	NZ	I	Hass	370	1.99	No	Aus
Coles	Hass	220	1.60	Store	NZ	IGA	Hass	250	1.99	No	Aus
I	Hass	270	1.69	Store	Aus	I	Hass	250	1.99	Store	Aus
I	Hass	265	1.89	Store	Aus	IGA	Hass	250	2.49	No	Aus
I	Hass	295	2.49	Store	Aus	I	Hass	280	2.99	No	Aus
I	Hass	332	2.49	Store	Aus						
Woolworths	Reed	420	0.98	Store	Aus						
Woolworths	Reed	400	1.54	No	Aus						
I	Sharwil	375	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