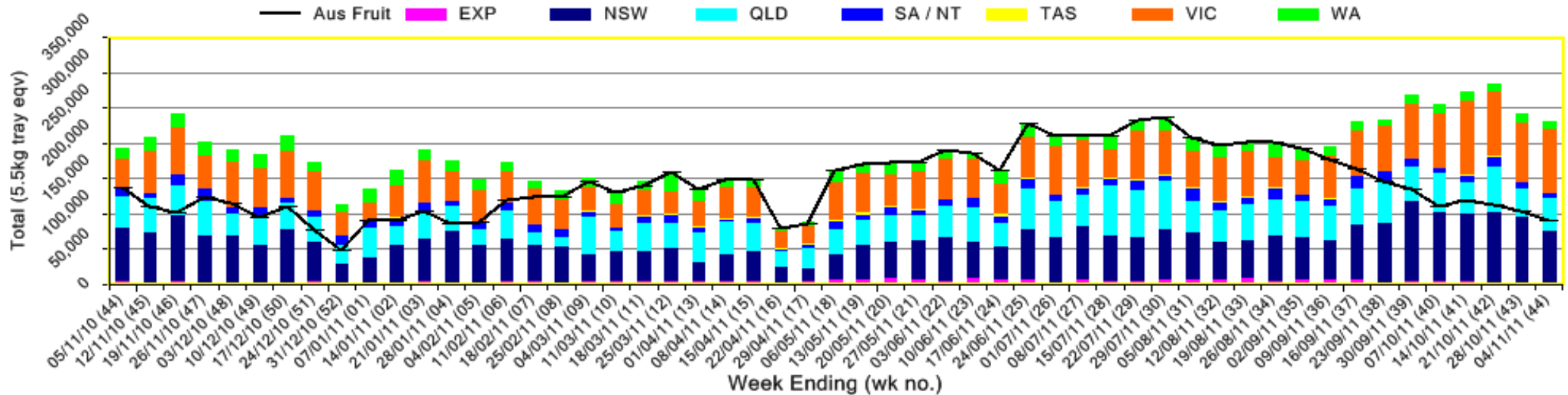


INFOCADO WEEKLY REPORT: 29th October - 4th November 2011 (Wk 44)

Industry Dispatches By Destination State and Count Size : 29th October - 4th November 2011 (Wk 44)

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								473	453	926	47				1,011
NSW	720	3,043	9,070	14,478	816	10,774	16,180	4,629	6,602	66,312	4,941	990			75,476
QLD	193	1,049	8,295	6,830	3,725	6,446	9,047	2,903	2,375	40,863	2,246	3,300	3,040		46,100
SA / NT		125	1,177	1,677		767	903	236		4,885	694			150	6,174
TAS			120							120	88				280
VIC	178	3,974	12,298	18,372	920	14,250	19,579	5,418	8,367	83,356	4,397	1,650			91,651
WA	402	385	1,544	1,904	1,340	2,355	1,159	375		9,464	612				10,577
Total	1,493	8,576	32,504	43,261	6,801	34,592	46,868	14,034	17,797	205,926	13,025	5,940	3,040	150	231,268

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 8,207,571 5.5kg tray eqv



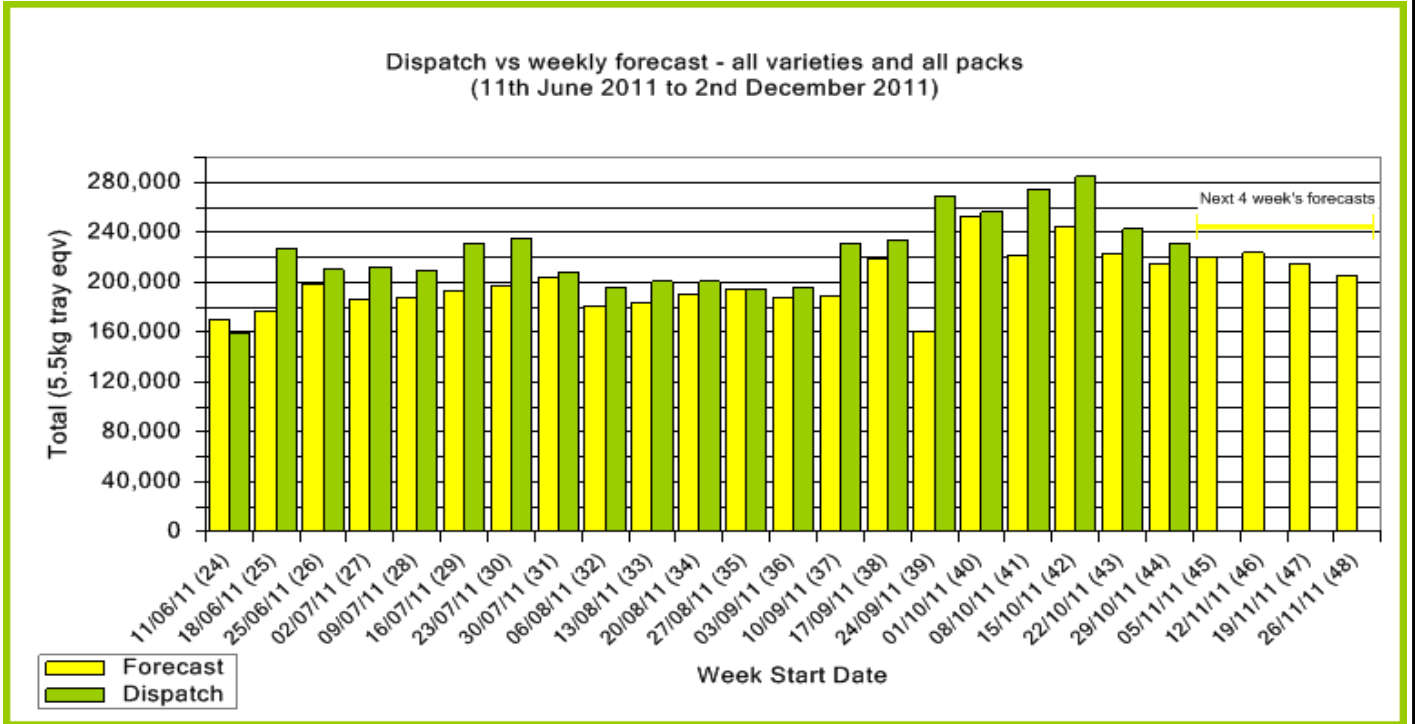
Comments From the CEO

- Volumes into the market last week again decreased with 231 268 5.5kg tray eqv. The 4 weekly forecast suggests that volumes will remain relatively steady in coming weeks.
- NZ is forecasted to send 667 235 5.5kg tray eqv to Australia this month.
- Coles stores in Melbourne and Sydney this week are featuring catalogue specials with Woolworths catalogue specials also in place in Melbourne and Brisbane. In states with no catalogue specials, several stores from both major chains are featuring store specials.
- As the weather continues to warm up and many stores feature specials, this should help to move stock through the system.



Forecast Data (Week 44 - 48)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 44 - begin 29/10/2011					
Hass	194,498	10,098	6,000	2,000	214,313
Lamb Hass	60				60
Sharwil	400	150			673
Wurtz	80	40			153
Week Total	195,038	10,288	6,000	2,000	215,198
Week 45 - begin 05/11/2011					
Hass	192,868	11,053	6,000		214,055
Lamb Hass	1,010	250			1,465
Reed	2,673	500			3,582
Sharwil	65	30			120
Wurtz	540	40			613
Week Total	197,156	11,873	6,000		219,834
Week 46 - begin 12/11/2011					
Gwen	200	30			255
Hass	199,877	8,868	6,000	1,500	217,365
Lamb Hass	160	30			215
Reed	5,145	500			6,054
Sharwil	65	30			120
Wurtz	40	40			113
Week Total	205,487	9,498	6,000	1,500	224,120
Week 47 - begin 19/11/2011					
Gwen	300	30			355
Hass	191,680	8,388	6,000		208,022
Lamb Hass	10				10
Reed	5,145	500			6,054
Wurtz	30	20			66
Week Total	197,165	8,938	6,000		214,507
Week 48 - begin 26/11/2011					
Gwen	300	30			355
Hass	185,242	7,458			198,802
Lamb Hass	10				10
Reed	5,145	500			6,054
Wurtz	30	20			66
Week Total	190,727	8,008			205,287

Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 44 - begin 29/10/2011)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	204,222	12,597	5,940	3,040	150	228,786
Lamb Hass	1,595	306				2,151
Sharwil	65	38				134
Wurtz	44	84				197
Total	205,926	13,025	5,940	3,040	150	231,268



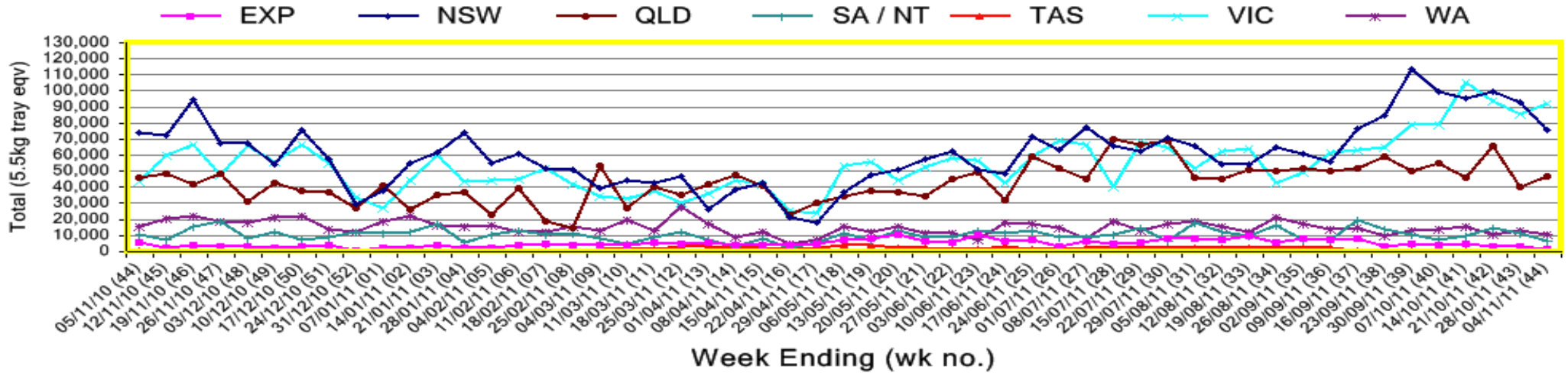
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	141,719						1,073,618
USA										
Japan										
Total		314,209	617,690	141,719						1,073,618

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 = 8,207,571 5.5kg tray eqv



Week 44 contributors - Packhouses

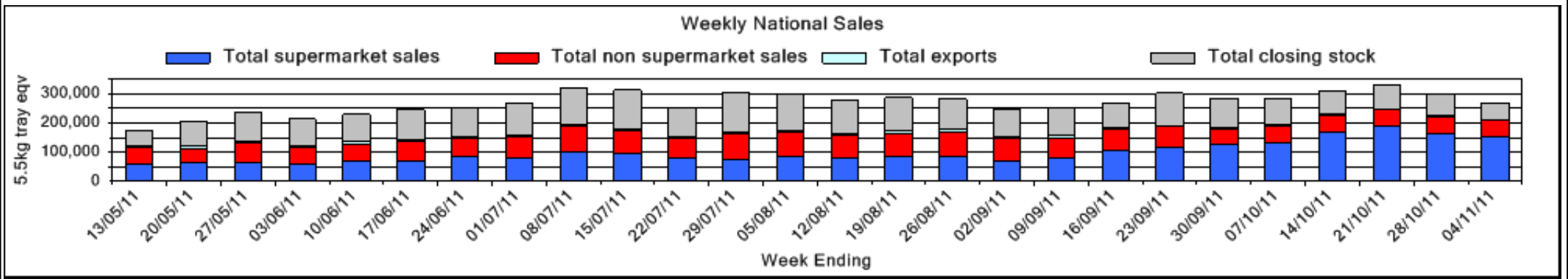
- | | |
|----------------------------------|-----------------------------|
| Avocado Industry Council (NZAGA) | I & A Tolson |
| Avowest | Kulnura Ambrosia Avocados |
| Balmoral Orchard | Mariners Rest |
| C F Fechner | Midcoast Avocados |
| Chinoola Orchards | Mountain Fresh |
| Chislett Developments Pty Ltd | Natures Fruit Company |
| Coastal Avocados | One Harvest |
| Delroy Orchards | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse Pty Ltd |
| Green Pear Avocado | Vitor Marketing Pty Ltd |

Week 44 contributors - Wholesalers

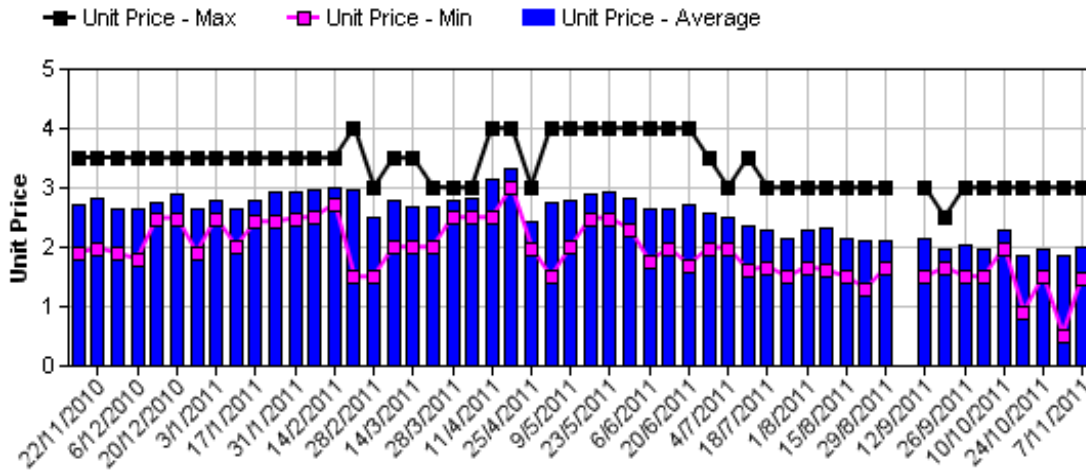
- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Fresh Choice WA Pty Ltd (Perth) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Freshmax Pty Ltd (Brisbane) |
| Costa Farms (Adelaide) | Kelly's (Melbourne) |
| Costa Farms (Brisbane) | Murray Bros (Brisbane) |
| Costa Farms (Melbourne) | Sculli & Co Pty 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) |
| United Fresh (Adelaide) | |

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

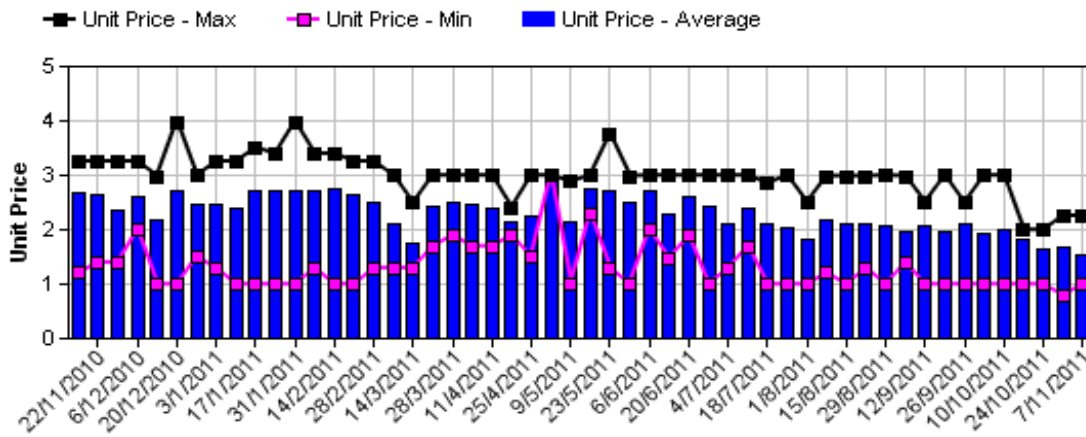
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	50,890			50,890	8			8	15	990			990	180	51,085			51,085
Total non supermarket sales	7,485			7,485	1,277			1,277	2,322						9,807			9,807
Total exports	152			152											152			152
Total sales	58,527			58,527	1,285			1,285	2,336	990			990	180	61,043			61,043
Total Stock on Hand	3,363			3,363	101			101	184						3,547			3,547
QLD																		
Total supermarket sales	28,812		28	28,840	383		8	391	711	3,300			3,300	600	30,108		43	30,151
Total non supermarket sales	14,677		381	15,058	1,318		135	1,453	2,642						17,073		626	17,700
Total exports	774			774	47			47	85						859			859
Total sales	44,263		409	44,672	1,748		143	1,891	3,438	3,300			3,300	600	48,041		669	48,710
Total Stock on Hand	11,422		74	11,496	671		127	798	1,451						12,642		305	12,947
SA & TAS																		
Total supermarket sales	6,096			6,096	30			30	55						6,151			6,151
Total non supermarket sales	4,374			4,374	522			522	949						5,323			5,323
Total exports																		
Total sales	10,470			10,470	552			552	1,004						11,474			11,474
Total Stock on Hand	17,889			17,889	1,532		1,693	3,225	5,864						20,674		3,078	23,753
VIC																		
Total supermarket sales	60,811			60,811						1,650			1,650	300	61,111			61,111
Total non supermarket sales	11,379		2,364	13,743	1,753		480	2,233	4,060						14,566		3,237	17,803
Total exports																		
Total sales	72,190		2,364	74,554	1,753		480	2,233	4,060	1,650			1,650	300	75,677		3,237	78,914
Total Stock on Hand	8,670		433	9,103	296		-60	236	429						9,209		324	9,532
WA																		
Total supermarket sales	4,161			4,161	1			1	2						4,163			4,163
Total non supermarket sales	3,753	63	280	4,096	1,041	10	48	1,099	1,998						5,646	81	367	6,094
Total exports																		
Total sales	7,914	63	280	8,257	1,042	10	48	1,100	2,000						9,809	81	367	10,257
Total Stock on Hand	7,095		176	7,271	523			523	951						8,046		176	8,222
Total																		
Total supermarket sales	150,770		28	150,798	422		8	430	782	5,940			5,940	1,080	152,617		43	152,660
Total non supermarket sales	41,668	63	3,025	44,756	5,911	10	663	6,584	11,971						52,415	81	4,231	56,727
Total exports	926			926	47			47	85						1,011			1,011
Total sales	193,364	63	3,053	196,480	6,380	10	671	7,061	12,838	5,940			5,940	1,080	206,044	81	4,273	210,398
Total Stock on Hand	48,439		683	49,122	3,123		1,760	4,883	8,878						54,117		3,883	58,000



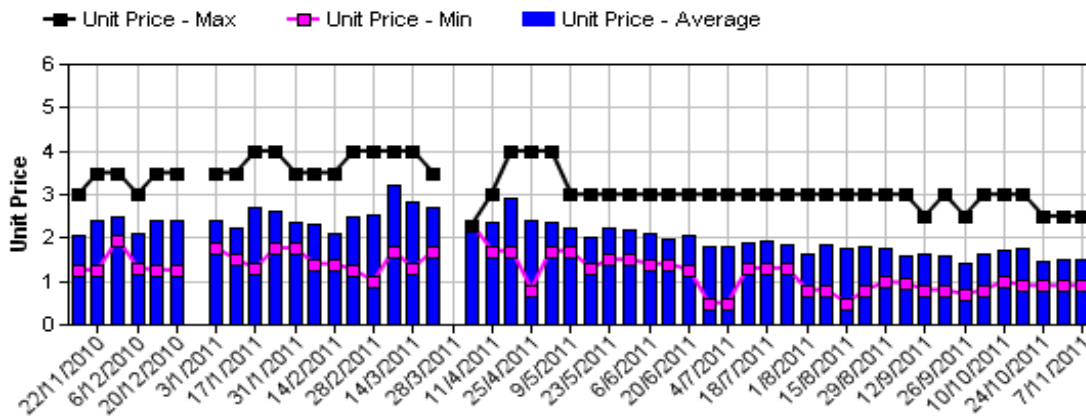
Hass Avocado Average Retail Prices - Sydney



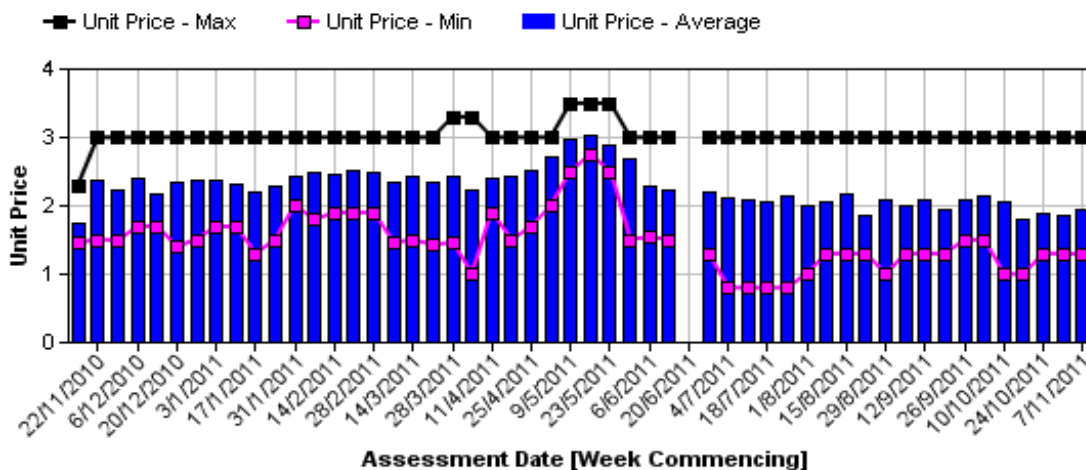
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

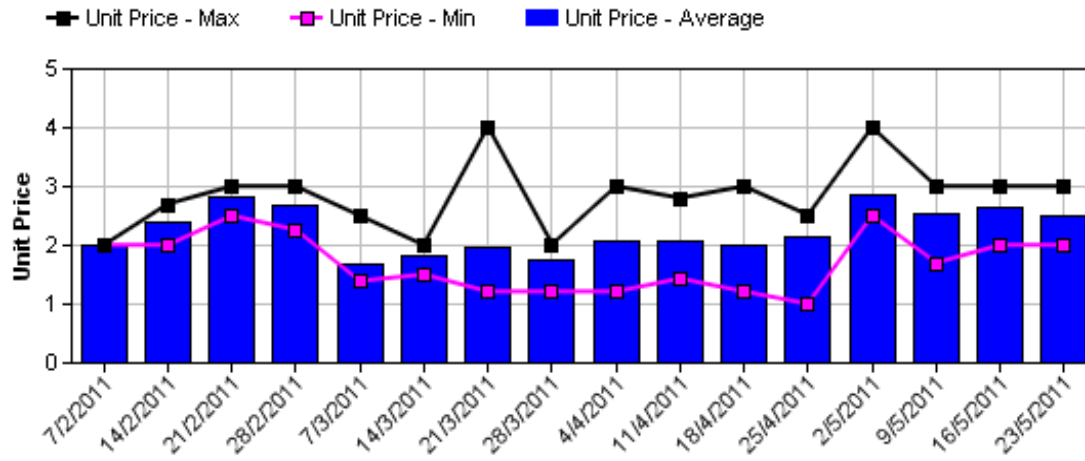


Hass Avocado Average Retail Prices - Perth

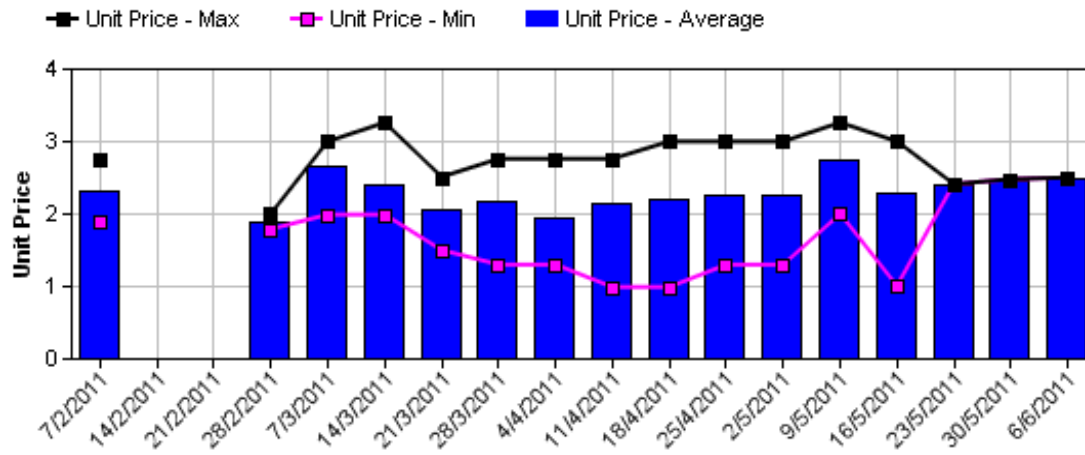


Assessment Date [Week Commencing]

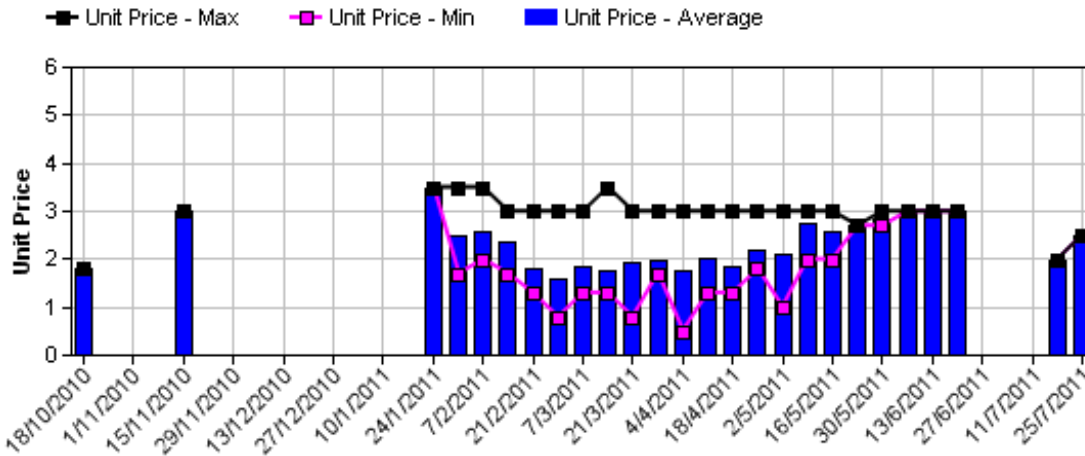
Shepard Avocado Average Retail Prices - Sydney



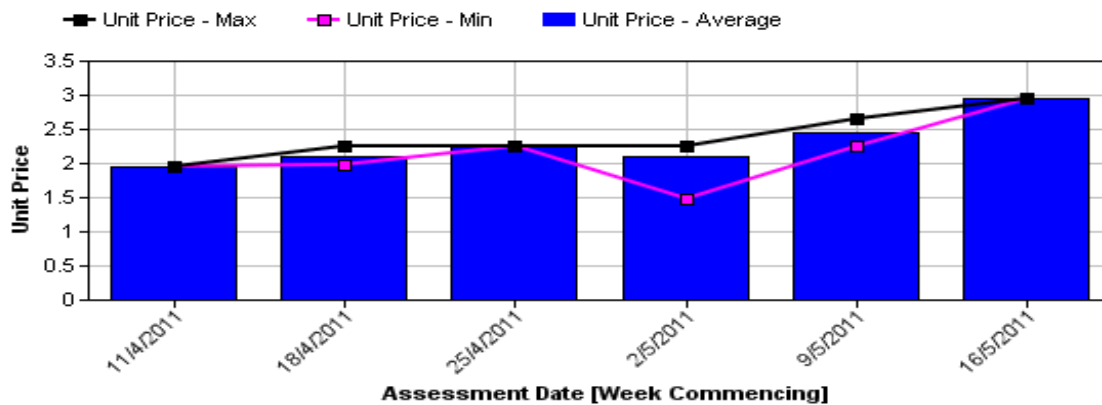
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 7th November 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	240	1.48	Store	NZ
Woolworths	Hass	260	1.48	Store	NZ
Woolworths	Hass	260	1.48	No	NZ
IGA	Hass	255	1.49	No	Aus
Coles	Hass	260	1.68	Cat	NZ
Coles	Hass	260	1.68	Cat	NZ
Coles	Hass	290	1.68	Cat	NZ
Foodworks	Hass	300	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	265	1.99	No	Aus
I	Reed	385	1.99	No	Aus
I	Hass	280	2.49	No	Aus
I	Hass	320	2.49	No	Aus
I	Hass	300	2.5	No	NS
I	Hass	305	2.5	No	Mixed
IGA	Hass	270	2.99	No	Aus
BRISBANE					
IGA	Hass	195	0.89	Store	Mixed
IGA	Hass	160	0.89	Store	Aus
Woolworths	Hass	240	0.9	Cat	Aus
Woolworths	Hass	2.7	0.9	Cat	Aus
Woolworths	Hass	235	0.9	Cat	Aus
I	Hass	355	1.49	No	Aus
I	Hass	325	1.49	No	Aus
Coles	Hass	265	1.6	No	NZ
Coles	Hass	280	1.6	No	NZ
Coles	Hass	215	1.6	No	NZ
I	Hass	260	1.69	No	Aus
IGA	Hass	220	1.69	No	Aus
I	Hass	220	1.79	No	Aus
I	Hass	245	1.89	No	Aus
I	Hass	340	2.49	No	Aus
I	Hass	286	2.49	Store	Aus
I	Wurtz	400	2.99	No	Aus
I	Wurtz	420	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	0.99	No	NS
Safeway	Hass	265	1.25	Cat	NZ
Safeway	Hass	255	1.25	Cat	NZ
Safeway	Hass	275	1.25	Cat	NZ
IS	Hass	260	1.29	No	NZ
I	Hass	246	1.5	No	Aus
Coles	Hass	275	1.68	Cat	NZ
Coles	Hass	250	1.68	Cat	NZ
Coles	Hass	245	1.68	Cat	NZ
I	Hass	270	1.79	No	NS
I	Hass	280	1.98	No	Aus
I	Hass	290	1.99	No	Aus
IGA	Hass	235	1.99	No	NZ
I	Hass	285	2.25	No	NS
I	Hass	280	2.25	No	NS
PERTH					
Woolworths	Hass	200	1.28	Store	Aus
I	Hass	230	1.29	Store	Aus
Woolworths	Hass	230	1.42	Cat	Aus
Woolworths	Hass	235	1.42	Cat	Aus
IGA	Hass	220	1.49	Store	Aus
I	Hass	255	1.79	Store	Aus
IS	Hass	280	1.89	Store	Aus
Coles	Hass	220	1.98	No	Aus
Coles	Hass	295	1.98	No	Aus
I	Hass	240	1.99	No	Aus
IGA	Hass	280	1.99	Store	Aus
I	Hass	285	1.99	No	Aus
IGA	Hass	270	2.19	No	Aus
IGA	Hass	330	2.49	No	Aus
Coles	Hass	300	2.7	Store	Aus
I	Hass	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

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