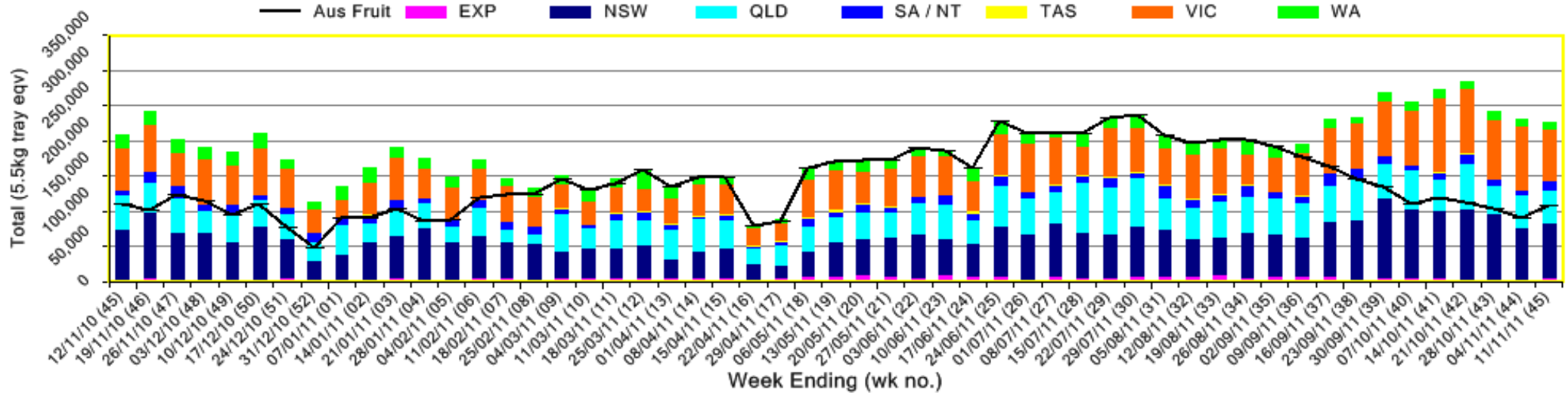


INFOCADO WEEKLY REPORT: 5th November - 11th November 2011 (Wk 45)

Industry Dispatches By Destination State and Count Size : 5th November - 11th November 2011 (Wk 45)

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								991	2,148	3,139	1,264				5,437
NSW	121	3,166	8,882	15,368	930	11,327	16,049	4,625	6,379	66,847	5,297	2,508			76,934
QLD	824	1,239	8,474	5,189	3,572	6,746	9,008	2,933	1,969	39,954	3,647	3,300	2,000	150	47,576
SA / NT		77	2,938	3,771		1,746	1,006	524		10,062	775			21	11,475
TAS			240							240	382				935
VIC	280	3,405	9,038	13,743	407	11,142	15,075	4,549	6,164	63,803	4,704	1,980			72,716
WA	17	352	1,424	2,613		2,496	2,466	971	300	10,639	883			84	12,259
Total	1,242	8,239	30,996	40,684	4,909	33,457	43,604	14,593	16,960	194,684	16,952	7,788	2,000	255	227,332

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 8,434,903 5.5kg tray eqv



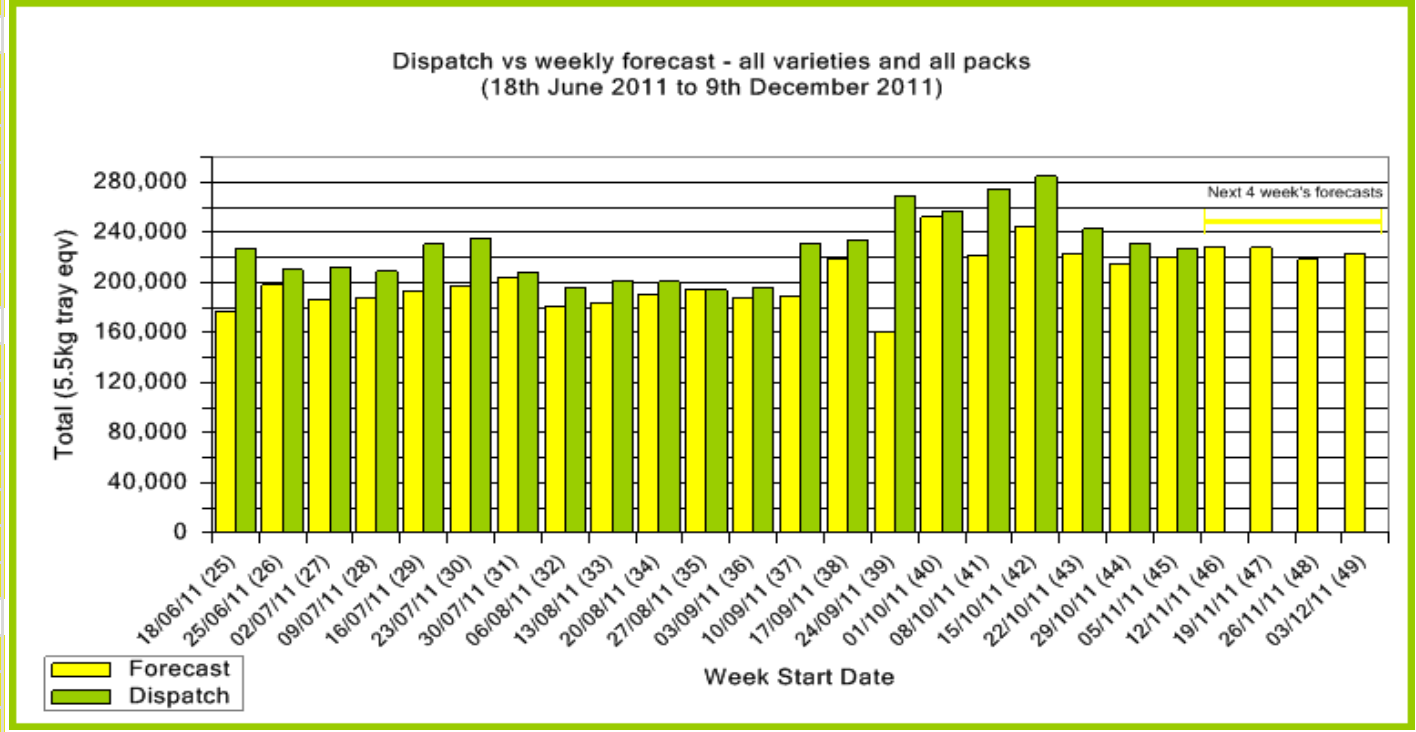
Comments From the CEO

- Volumes into the market have remained steady over the last week reflecting the levels for the previous two weeks.
- Volumes of Australian fruit into the market lifted slightly last week.
- The market has lifted in value and this can be credited on a number of areas not least the quick action by both Australian and New Zealand growers to slow supply to stabilize the market.
- Weather warming up across Australia will see demand lift for avocados over the coming weeks.



Forecast Data (Week 45 - 49)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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	100	10				118
Hass	204,867	11,138	6,000		150	226,236
Lamb Hass	160	30				215
Reed	742	100				924
Sharwil	605	300				1,150
Wurtz	40	5				49
Week Total	206,514	11,583	6,000		150	228,692
Week 47 - begin 19/11/2011						
Gwen	500	50				591
Hass	203,830	11,648	6,000			226,099
Lamb Hass	10					10
Reed	742	100				924
Sharwil	200	100				382
Wurtz	30	5				39
Week Total	205,312	11,903	6,000			228,045
Week 48 - begin 26/11/2011						
Gwen	500	50				591
Hass	197,442	10,718				216,929
Lamb Hass	10					10
Reed	742	100				924
Wurtz	20					20
Week Total	198,714	10,868				218,474
Week 49 - begin 03/12/2011						
Gwen	500	50				591
Hass	200,226	11,468				221,077
Lamb Hass	10					10
Reed	946	100				1,128
Wurtz	15					15
Week Total	201,697	11,618				222,821

Green shading indicates dispatch data							Yellow shading indicates forecast data						
Dispatch Data (Week 45 - begin 5/11/2011)													
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv	Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays		5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	193,529	16,825	7,788	2,000	255	225,946	Hass	193,529	16,825	7,788	2,000	255	225,946
Lamb Hass	18					18	Lamb Hass	18					18
Reed	540	100				722	Reed	540	100				722
Wurtz	597	27				646	Wurtz	597	27				646
Total	194,684	16,952	7,788	2,000	255	227,332	Total	194,684	16,952	7,788	2,000	255	227,332



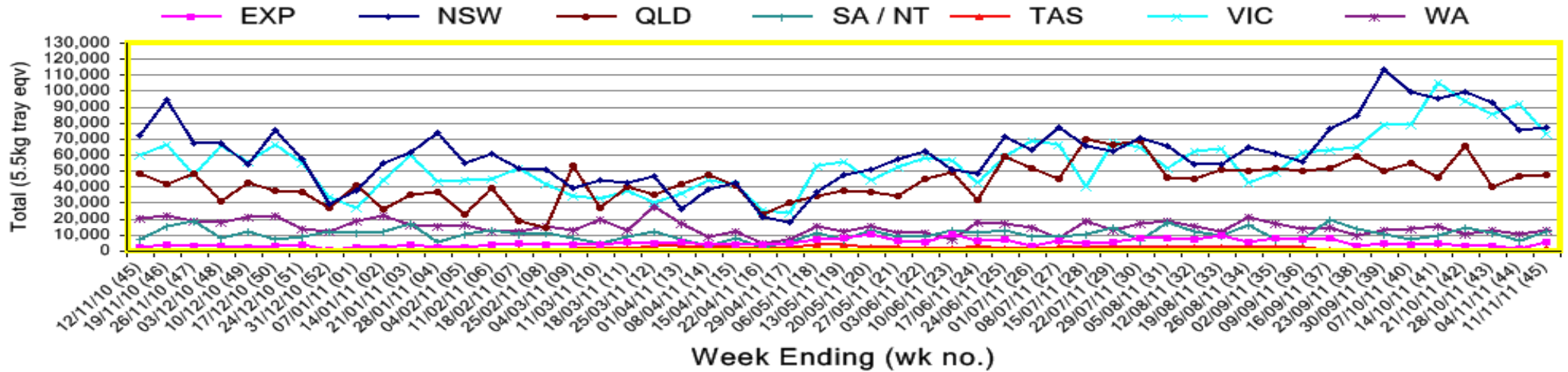
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	262,857						1,194,756
USA										
Japan										
Total		314,209	617,690	262,857						1,194,756

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 = 8,434,903 5.5kg tray eqv



Week 45 contributors - Packhouses

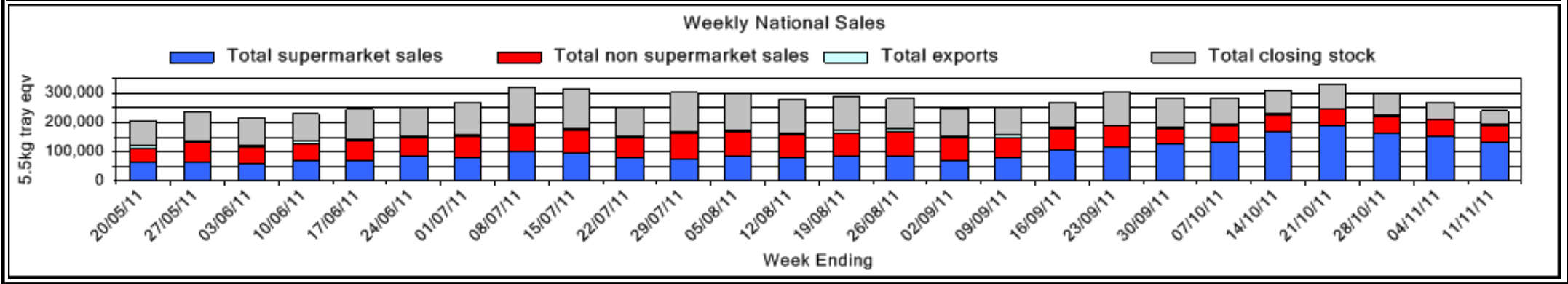
- | | |
|--|-----------------------------|
| Advance Packing & Marketing Services P/L | Green Nugget Orchards |
| Avocado Industry Council (NZAGA) | Green Pear Avocado |
| Avowest | I & A Tolson |
| Balmoral Orchard | Kulnura Ambrosia Avocados |
| C F Fechner | Midcoast Avocados |
| Chinoola Orchards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

Week 45 contributors - Wholesalers

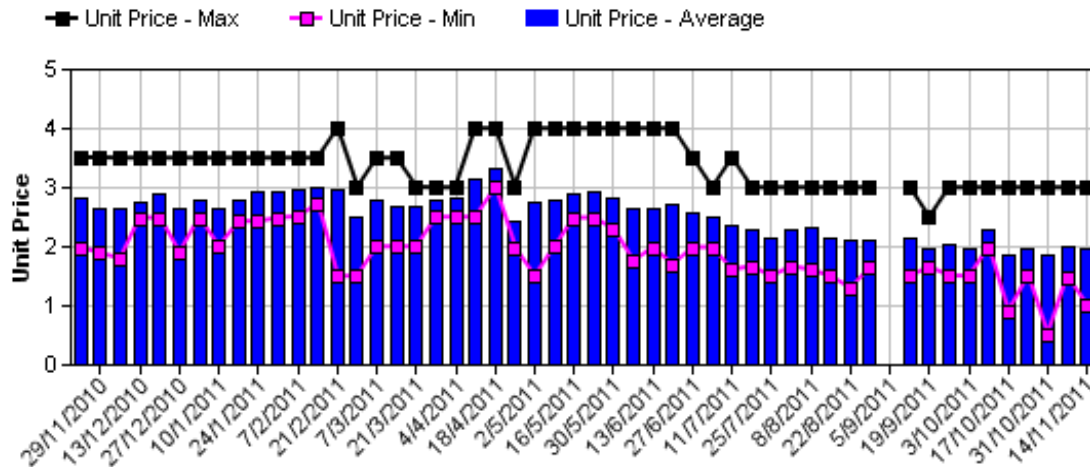
- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Freshmax Pty Ltd (Brisbane) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Kelly's (Melbourne) |
| Costa Farms (Adelaide) | Murray Bros (Brisbane) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | Sinclair & Antico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

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

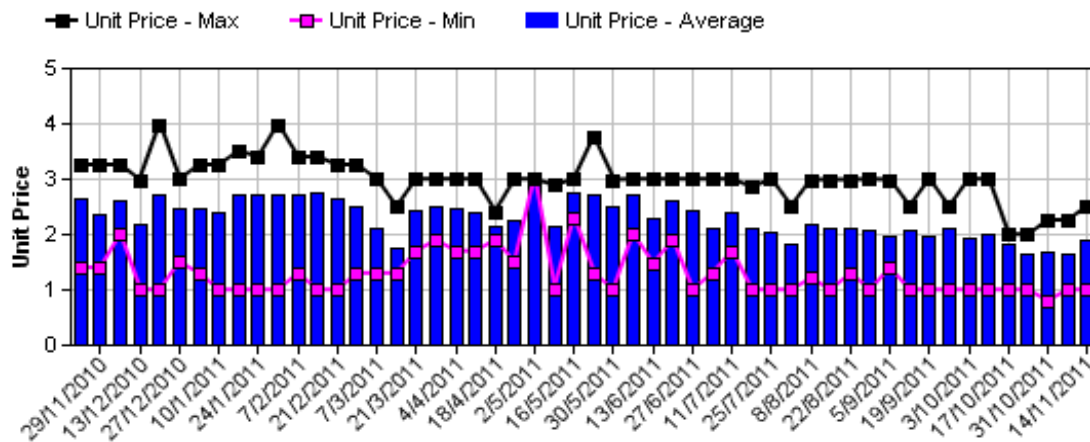
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	46,156			46,156	61			61	111	2,508			2,508	456	46,723			46,723
Total non supermarket sales	9,304			9,304	1,099			1,099	1,998						11,302			11,302
Total exports																		
Total sales	55,460			55,460	1,160			1,160	2,109	2,508			2,508	456	58,025			58,025
Total Stock on Hand	2,271			2,271	91			91	165						2,436			2,436
QLD																		
Total supermarket sales	28,573		585	29,158	414		2	416	756	3,300			3,300	600	29,926		589	30,515
Total non supermarket sales	15,156		226	15,382	1,132		196	1,328	2,415						17,214		582	17,797
Total exports	1,622			1,622	28			28	51						1,673			1,673
Total sales	45,351		811	46,162	1,574		198	1,772	3,222	3,300			3,300	600	48,813		1,171	49,984
Total Stock on Hand	8,704		115	8,819	419		33	452	822						9,466		175	9,641
SA & TAS																		
Total supermarket sales	8,116			8,116	80			80	145						8,261			8,261
Total non supermarket sales	10,823			10,823	902			902	1,640						12,463			12,463
Total exports																		
Total sales	18,939			18,939	982			982	1,785						20,724			20,724
Total Stock on Hand	13,564			13,564	1,013		1,693	2,706	4,920						15,406		3,078	18,484
VIC																		
Total supermarket sales	43,730			43,730						1,980			1,980	360	44,090			44,090
Total non supermarket sales	7,156		2,191	9,347	597			597	1,085						8,242		2,191	10,432
Total exports																		
Total sales	50,886		2,191	53,077	597			597	1,085	1,980			1,980	360	52,332		2,191	54,522
Total Stock on Hand	7,704		94	7,798	65		3	68	124						7,822		99	7,922
WA																		
Total supermarket sales	3,948			3,948	30			30	55						4,003			4,003
Total non supermarket sales	3,930		154	4,084	929		9	938	1,705						5,619		170	5,789
Total exports	1,517			1,517	1,236			1,236	2,247						3,764			3,764
Total sales	9,395		154	9,549	2,195		9	2,204	4,007						13,386		170	13,556
Total Stock on Hand	4,374		64	4,438	116		24	140	255						4,585		108	4,693
Total																		
Total supermarket sales	130,523		585	131,108	585		2	587	1,067	7,788			7,788	1,416	133,003		589	133,592
Total non supermarket sales	46,369		2,571	48,940	4,659		205	4,864	8,844						54,840		2,943	57,784
Total exports	3,139			3,139	1,264			1,264	2,298						5,437			5,437
Total sales	180,031		3,156	183,187	6,508		207	6,715	12,209	7,788			7,788	1,416	193,280		3,532	196,812
Total Stock on Hand	36,617		273	36,890	1,704		1,753	3,457	6,285						39,716		3,460	43,176



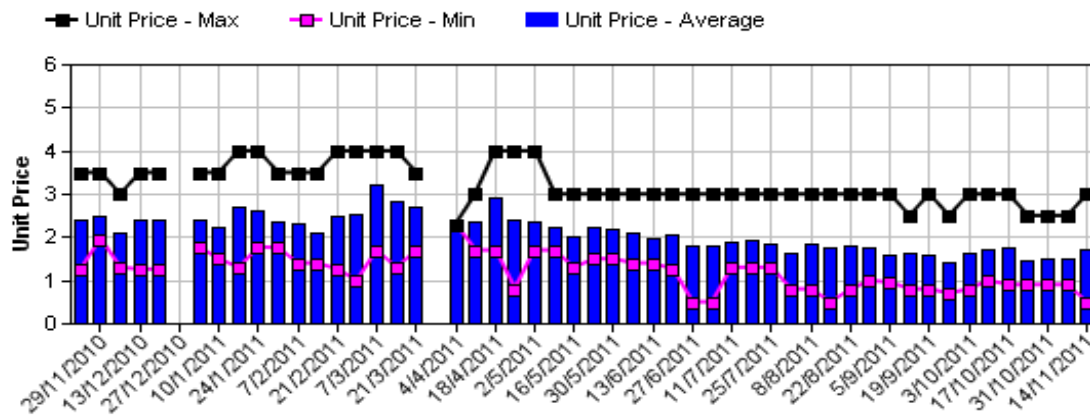
Hass Avocado Average Retail Prices - Sydney



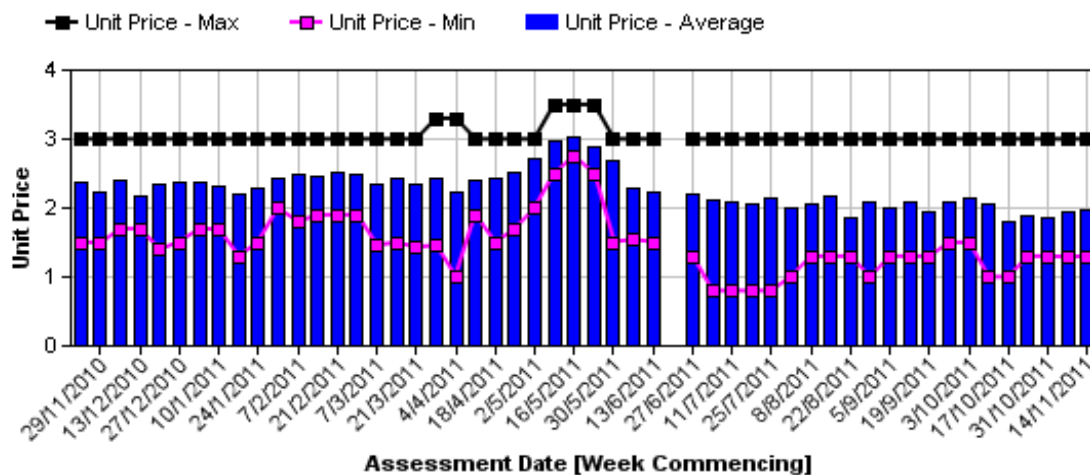
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

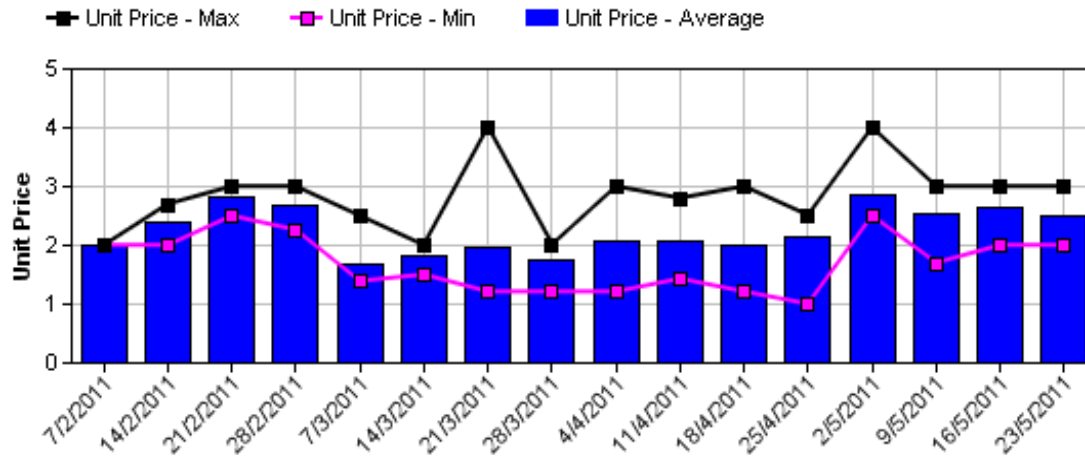


Hass Avocado Average Retail Prices - Perth

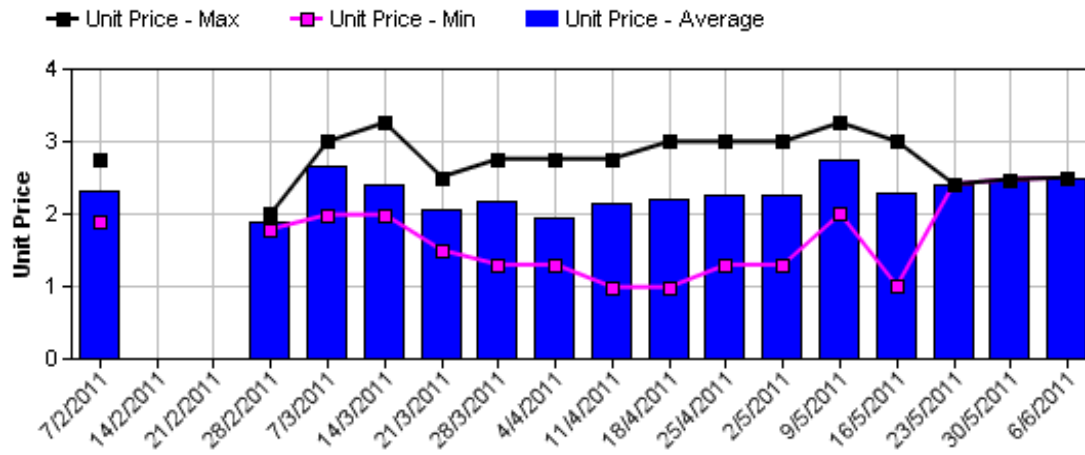


Assessment Date [Week Commencing]

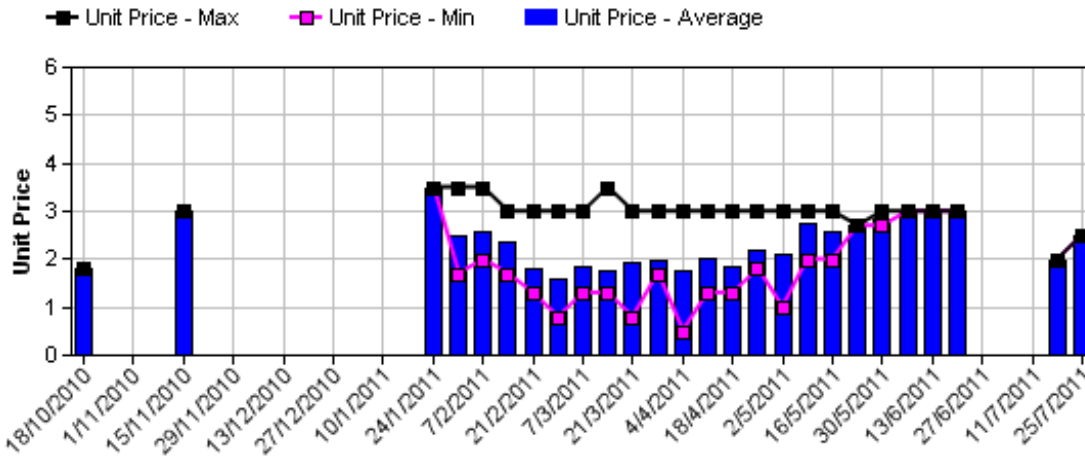
Shepard Avocado Average Retail Prices - Sydney



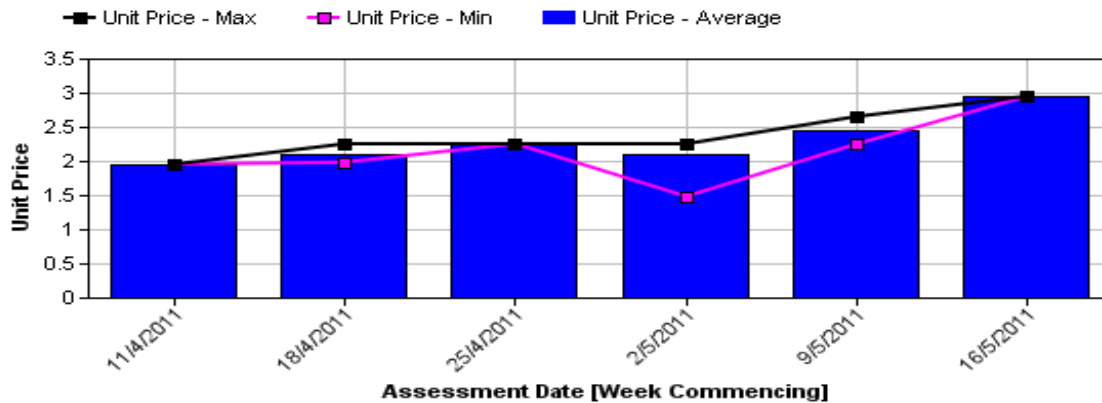
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 14th November 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	240	1.00	Store	Mixed
Woolworths	Hass	275	1.25	Cat	Mixed
Woolworths	Hass	245	1.25	Cat	NZ
IGA	Hass	255	1.49	No	NZ
Coles	Hass	227	1.75	No	NZ
Coles	Hass	260	1.75	No	NZ
Coles	Hass	260	1.75	No	NZ
I	Hass	345	1.99	Store	Aus
Foodworks	Hass	320	1.99	No	Aus
I	Hass	275	1.99	No	Aus
I	Reed	395	1.99	No	Aus
I	Reed	265	1.99	No	Aus
I	Hass	275	2.49	Store	Aus
I	Hass	300	2.50	No	Aus
I	Hass	340	2.50	No	Aus
I	Hass	340	2.50	No	Aus
I	Hass	330	2.50	No	Aus
IGA	Hass	320	2.99	No	Aus
BRISBANE					
I	Hass	160	0.49	Store	Aus
Woolworths	Hass	240	0.90	Store	Aus
I	Hass	180	1.29	Store	Aus
IGA	Hass	165	1.54	No	NZ
Woolworths	Hass	265	1.54	Store	Aus
Woolworths	Hass	265	1.54	No	Aus
IGA	Hass	200	1.54	No	NZ
IGA	Hass	180	1.69	No	Aus
Coles	Hass	240	1.75	No	NZ
Coles	Hass	275	1.75	No	NZ
Coles	Hass	205	1.75	No	NZ
I	Hass	265	1.79	Store	Aus
I	Hass	240	1.89	Store	Aus
I	Hass	260	2.19	Store	Aus
I	Hass	308	2.49	Store	Aus
I	Wurtz	380	2.49	No	Aus
I	Hass	280	2.99	Store	Aus
I	Wurtz	260	2.99	No	Aus
I	Wurtz	280	2.99	Store	Aus
I	Wurtz	340	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	0.99	Store	NS
IS	Hass	275	1.29	No	Aus
Coles	Hass	275	1.75	No	NZ
Coles	Hass	260	1.75	No	NZ
Coles	Hass	280	1.75	No	NZ
Safeway	Hass	320	1.98	No	NZ
Safeway	Hass	280	1.98	No	NZ
Safeway	Hass	275	1.98	No	NZ
IGA	Hass	260	1.99	No	Aus
I	Hass	305	1.99	No	Aus
I	Hass	274	1.99	No	Aus
I	Hass	285	1.99	No	Aus
I	Hass	290	2.48	No	Aus
I	Hass	290	2.50	No	NS
PERTH					
I	Hass	260	1.29	Store	Aus
IGA	Hass	230	1.39	Cat	Aus
IGA	Hass	290	1.39	Cat	Aus
IGA	Hass	220	1.39	Cat	Aus
IGA	Hass	210	1.39	Cat	Aus
I	Hass	260	1.79	Store	Aus
IS	Hass	230	1.89	Store	Aus
I	Hass	250	1.99	No	Aus
I	Hass	250	1.99	No	Aus
Woolworths	Hass	240	2.25	Store	Aus
Woolworths	Hass	230	2.25	Store	Aus
Woolworths	Hass	255	2.25	Store	Aus
Coles	Hass	340	2.48	No	Aus
Coles	Hass	310	2.48	No	Aus
Coles	Hass	320	2.48	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

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