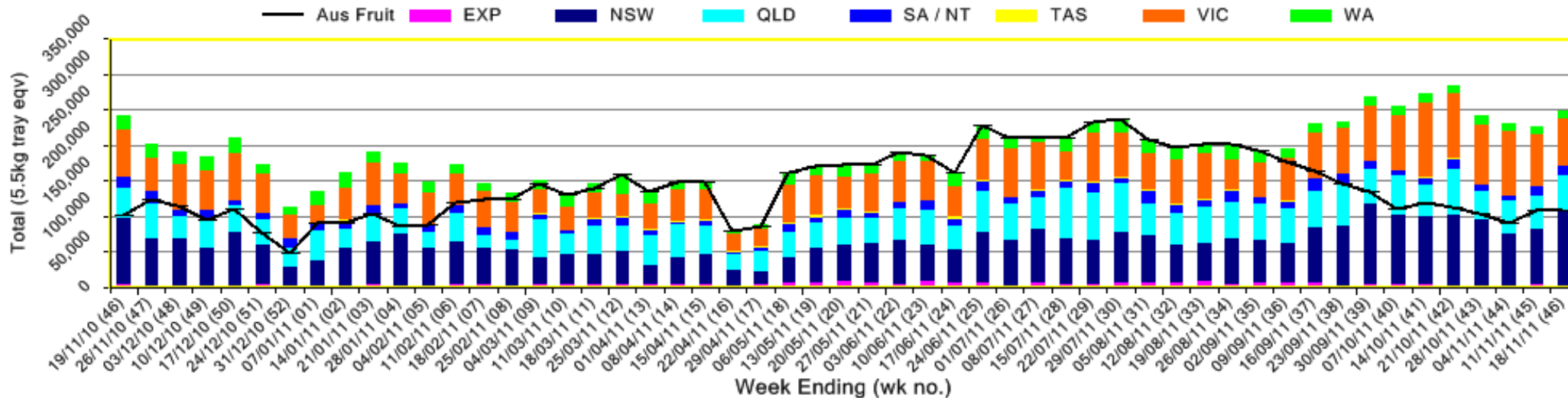


INFOCADO WEEKLY REPORT: 12th - 18th November 2011 (Wk 46)

Industry Dispatches By Destination State and Count Size : 12th November - 18th November 2011 (Wk 46)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								930	654	1,584	96			1,759
NSW	162	4,832	13,350	21,412	839	17,319	23,616	6,893	10,061	98,484	5,017	990		107,786
QLD	917	1,635	9,310	5,539	3,591	6,078	8,729	2,757	1,957	40,513	4,152	2,184		48,459
SA / NT		178	2,840	4,961		1,556	1,079	76		10,690	858		1,076	12,446
TAS											322			585
VIC	243	2,732	8,078	12,826	542	10,684	13,860	4,108	5,636	58,709	4,358	1,360		66,880
WA	13	224	404	2,302		2,518	2,226	542	65	8,294	1,671			11,332
Total	1,335	9,601	33,982	47,040	4,972	38,155	49,510	15,306	18,373	218,274	16,474	4,534	1,076	249,247

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 8,684,150 5.5kg tray eqv



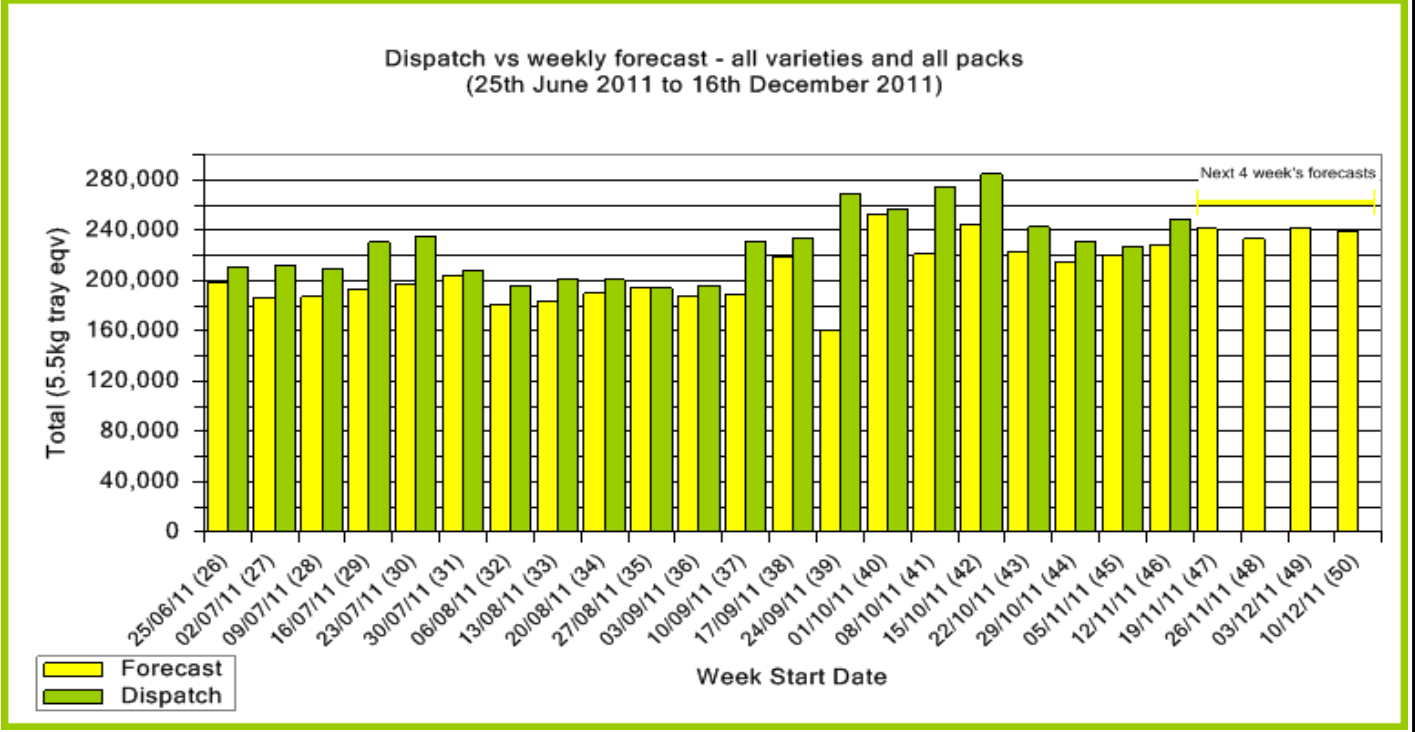
Comments From the CEO

- Volumes of avocados continued to be stable into the market last week.
- Pricing last week continued to strengthen with over all demand lifting also.
- Suppling Woolworths for their Queensland stores continues to be a key issue.
- Retail prices in independent stores are creeping up again.



Forecast Data (Week 46 - 50)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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	200	30				255
Hass	215,744	12,084	5,000			238,624
Lamb Hass	10					10
Reed	742	100				924
Sharwil	900	300				1,445
Wurtz	30	5				39
Week Total	217,626	12,519	5,000			241,297
Week 48 - begin 26/11/2011						
Gwen	500	50				591
Hass	208,876	11,734	5,000			231,120
Lamb Hass	10					10
Reed	742	100				924
Sharwil	200	100				382
Wurtz	20					20
Week Total	210,348	11,984	5,000			233,046
Week 49 - begin 03/12/2011						
Gwen	500	50				591
Hass	219,426	11,608				240,531
Lamb Hass	10					10
Reed	946	100				1,128
Wurtz	15					15
Week Total	220,897	11,758				242,275
Week 50 - begin 10/12/2011						
Gwen	500	55				600
Hass	217,650	10,808				237,301
Reed	887	100				1,069
Wurtz	15					15
Week Total	219,052	10,963				238,985

Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 46 - begin 12/11/2011)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	122	14			147
Hass	216,391	16,062	4,534	1,076	246,615
Lamb Hass	159	74			294
Reed	972	88			1,132
Sharwil	495	229			911
Wurtz	135	7			148
Total	218,274	16,474	4,534	1,076	249,247



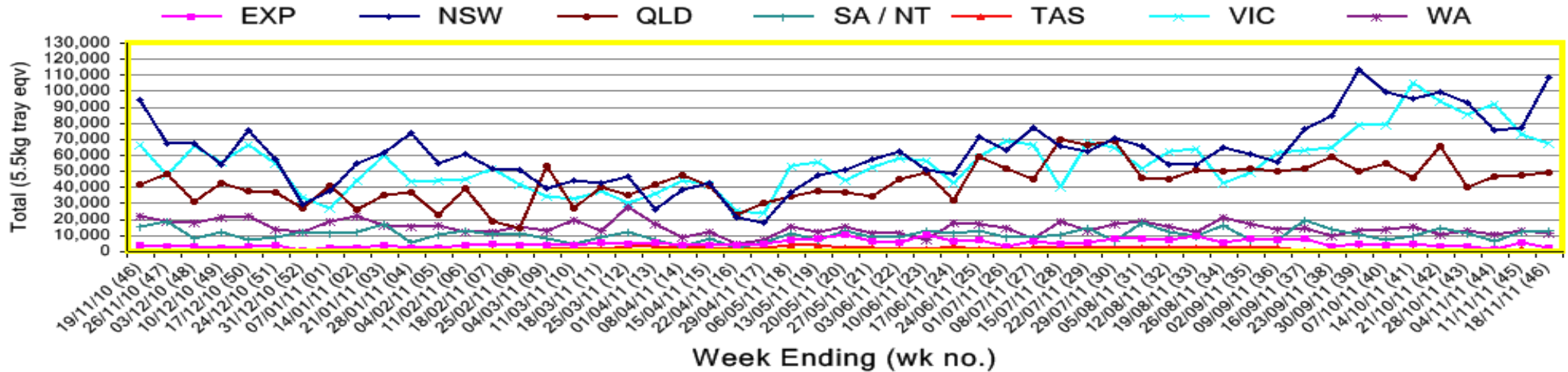
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	404,266						1,336,165
USA										
Japan										
Total		314,209	617,690	404,266						1,336,165

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 = 8,684,150 5.5kg tray eqv



Week 46 contributors - Packhouses

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

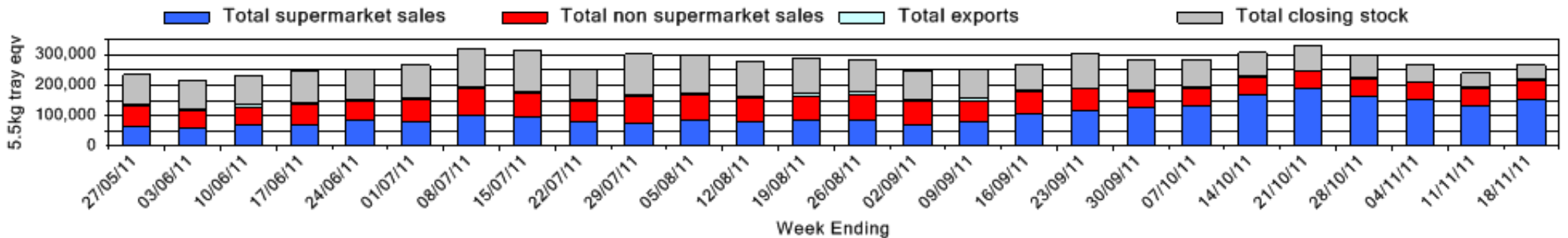
Week 46 contributors - Wholesalers

- | | |
|--|---|
| 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) | Scullin & 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) | |

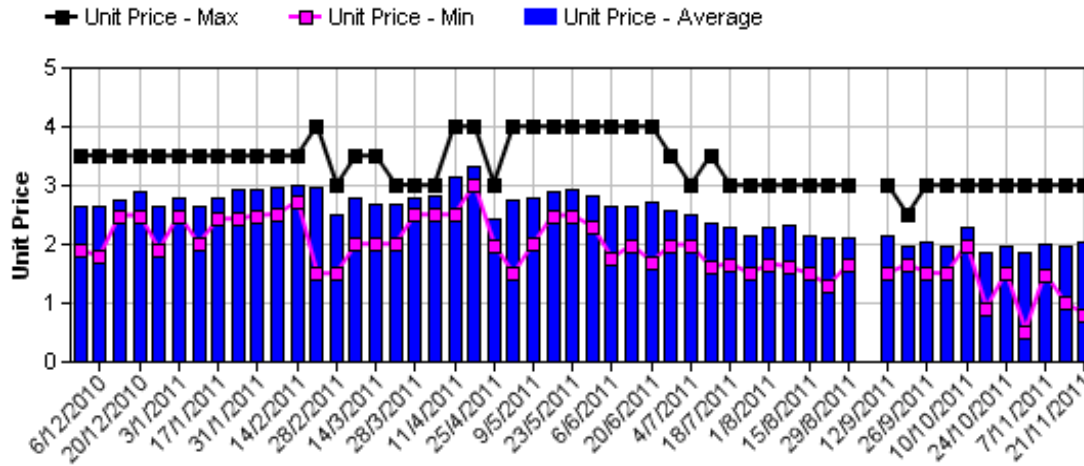
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	74,980			74,980	1,008			1,008	1,833	990			990	180	76,993			76,993
Total non supermarket sales	9,385			9,385	1,360			1,360	2,473						11,858			11,858
Total exports																		
Total sales	84,365			84,365	2,368			2,368	4,305	990			990	180	88,850			88,850
Total Stock on Hand	2,719			2,719											2,719			2,719
QLD																		
Total supermarket sales	20,649		571	21,220	741		2	743	1,351	2,184			2,184	397	22,393		575	22,968
Total non supermarket sales	17,244		211	17,455	933		173	1,106	2,011						18,940		526	19,466
Total exports	427			427											427			427
Total sales	38,320		782	39,102	1,674		175	1,849	3,362	2,184			2,184	397	41,761		1,100	42,861
Total Stock on Hand	11,473		149	11,622	272		148	420	764						11,968		418	12,386
SA & TAS																		
Total supermarket sales	12,434			12,434	24			24	44						12,478			12,478
Total non supermarket sales	7,254		1	7,255	653			653	1,187						8,441		1	8,442
Total exports																		
Total sales	19,688		1	19,689	677			677	1,231						20,919		1	20,920
Total Stock on Hand	13,467		292	13,759	1,257		1,695	2,952	5,367						15,752		3,374	19,126
VIC																		
Total supermarket sales	37,248			37,248						1,360			1,360	247	37,495			37,495
Total non supermarket sales	10,819		885	11,704	2,023		336	2,359	4,289						14,497		1,496	15,993
Total exports																		
Total sales	48,067		885	48,952	2,023		336	2,359	4,289	1,360			1,360	247	51,993		1,496	53,489
Total Stock on Hand	7,595		171	7,766	415		12	427	776						8,349		193	8,542
WA																		
Total supermarket sales	5,008			5,008	195			195	355						5,363			5,363
Total non supermarket sales	4,513		130	4,643	1,024		27	1,051	1,911						6,375		179	6,554
Total exports	1,157			1,157	96			96	175						1,332			1,332
Total sales	10,678		130	10,808	1,315		27	1,342	2,440						13,069		179	13,248
Total Stock on Hand	3,609		125	3,734	312			312	567						4,176		125	4,301
Total																		
Total supermarket sales	150,319		571	150,890	1,968		2	1,970	3,582	4,534			4,534	824	154,722		575	155,296
Total non supermarket sales	49,215		1,227	50,442	5,993		536	6,529	11,871						60,111		2,202	62,313
Total exports	1,584			1,584	96			96	175						1,759			1,759
Total sales	201,118		1,798	202,916	8,057		538	8,595	15,627	4,534			4,534	824	216,592		2,776	219,368
Total Stock on Hand	38,863		737	39,600	2,256		1,855	4,111	7,475						42,965		4,110	47,074

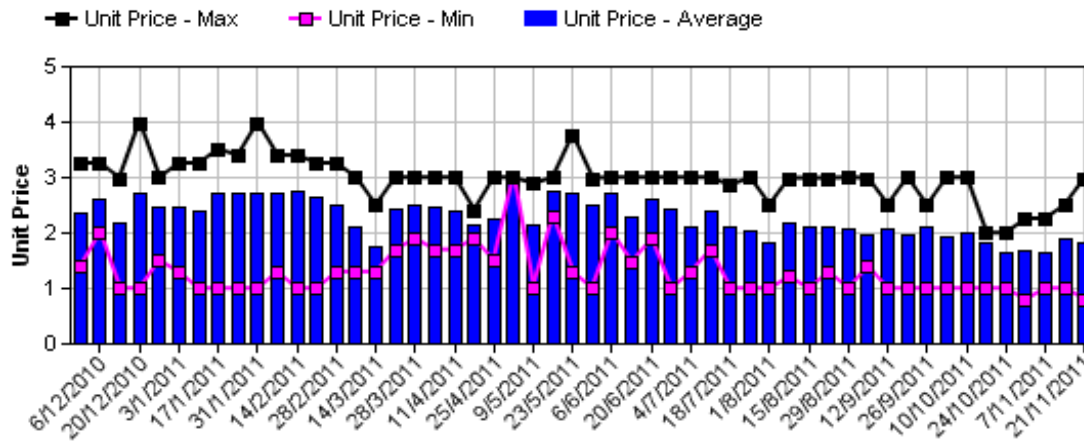
Weekly National Sales



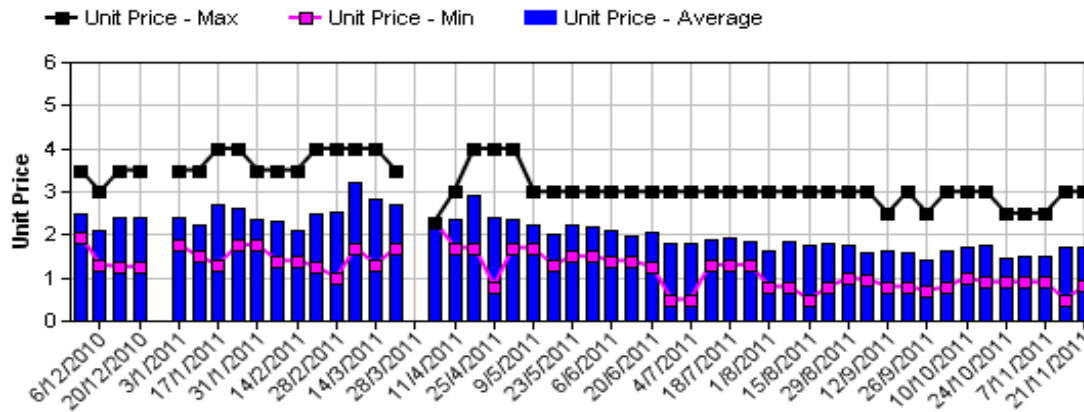
Hass Avocado Average Retail Prices - Sydney



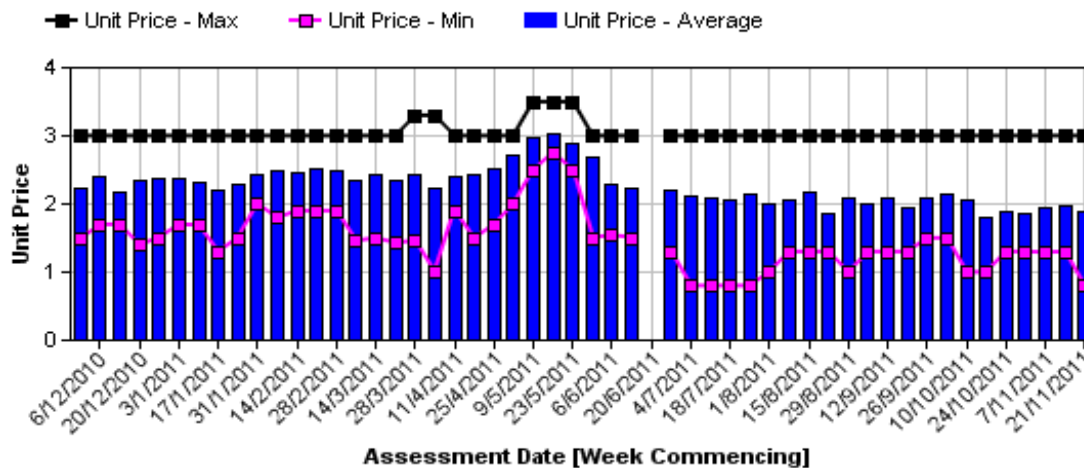
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

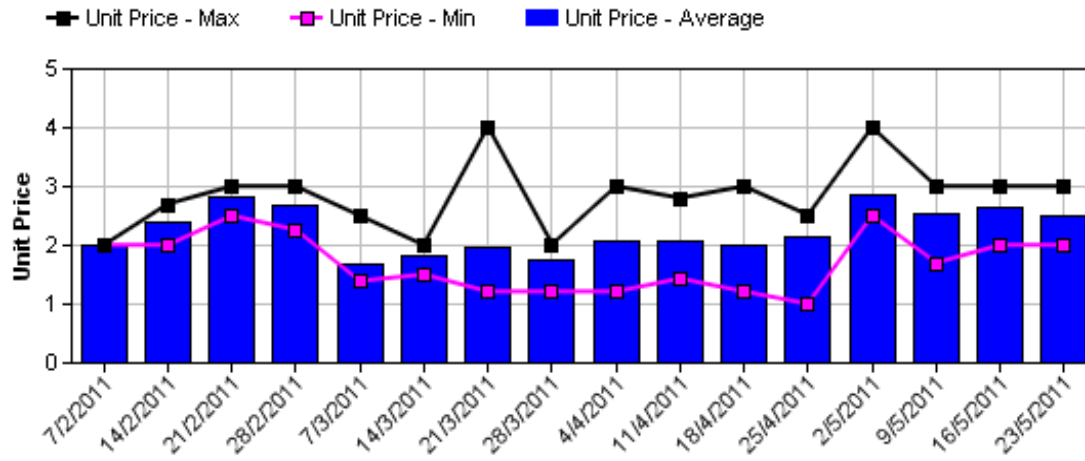


Hass Avocado Average Retail Prices - Perth

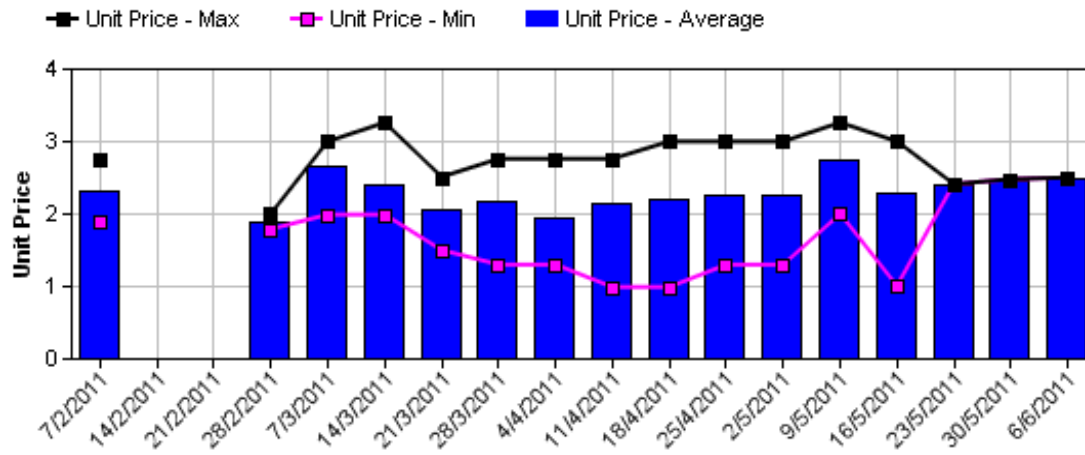


Assessment Date [Week Commencing]

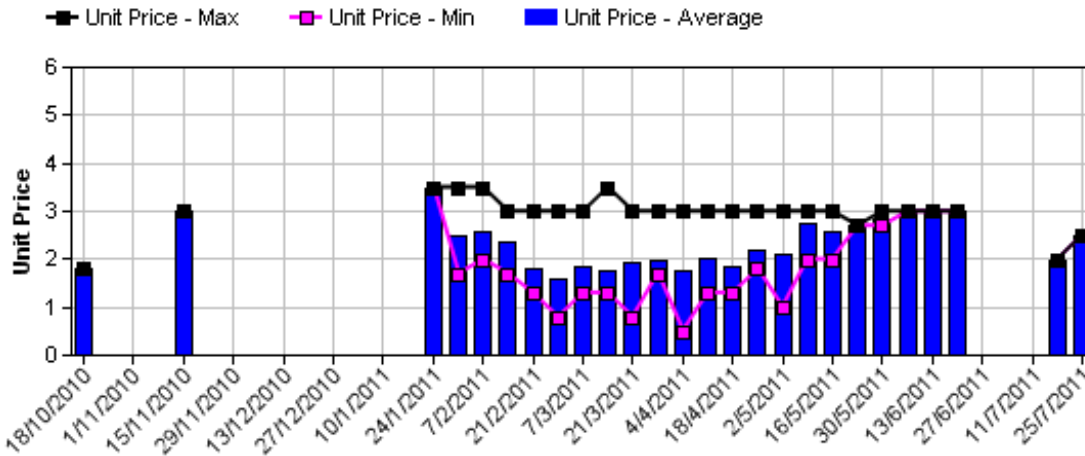
Shepard Avocado Average Retail Prices - Sydney



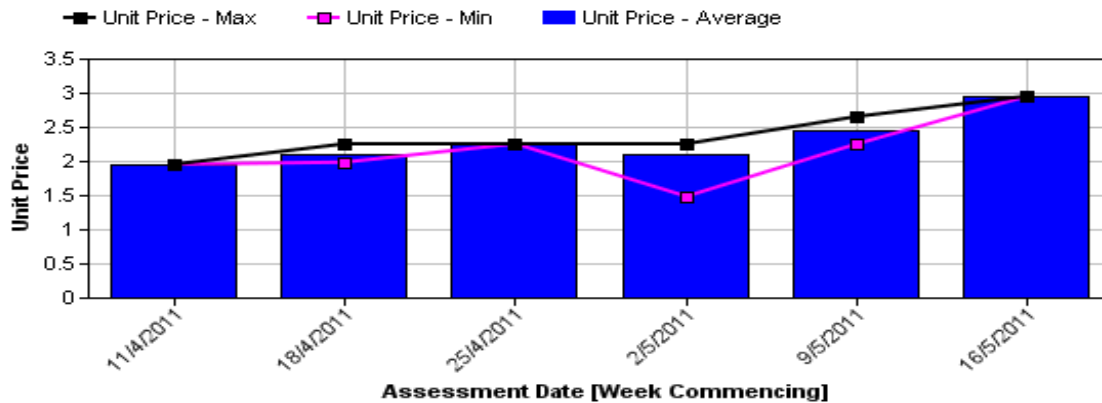
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 21st November 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	260	0.80	Cat	NZ
Coles	Hass	250	0.80	Cat	NZ
Coles	Hass	250	0.80	Cat	NZ
IGA	Hass	245	1.49	No	Mixed
Woolworths	Hass	280	1.75	No	NZ
Woolworths	Hass	300	1.75	No	NZ
Woolworths	Hass	245	1.75	Store	NZ
I	Reed	380	1.99	No	Aus
I	Reed	375	1.99	No	Aus
I	Reed	375	1.99	No	Aus
I	Hass	250	2.29	No	Aus
I	Hass	365	2.49	No	Aus
Foodworks	Hass	300	2.49	No	Aus
I	Hass	305	2.49	No	Aus
I	Hass	290	2.50	No	Aus
I	Hass	295	2.50	No	Aus
I	Hass	310	2.50	No	Mixed
IGA	Hass	280	2.99	No	Aus
I	Hass	275	2.99	No	Aus
BRISBANE					
Coles	Hass	220	0.80	Store	NZ
Coles	Hass	240	0.80	Store	NZ
Coles	Hass	210	0.80	Store	NZ
I	Hass	255	1.29	No	Aus
Woolworths	Hass	290	1.54	Store	Aus
Woolworths	Hass	235	1.54	No	Aus
Woolworths	Hass	280	1.54	No	Aus
Woolworths	Reed	400	1.54	No	Aus
IGA	Hass	230	1.54	No	NZ
IGA	Hass	205	1.54	No	Aus
IGA	Hass	220	1.69	No	Aus
I	Hass	245	1.79	Store	Aus
I	Hass	305	1.99	Store	Aus
I	Hass	240	2.19	Store	Aus
I	Hass	290	2.49	Store	Aus
I	Hass	310	2.89	Store	Aus
I	Hass	305	2.99	Store	Aus
I	Wurtz	275	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Coles	Hass	275	0.80	Cat	NZ
Coles	Hass	255	0.80	Cat	NZ
I	Hass	245	0.90	No	NS
Coles	Hass	245	0.90	Cat	NZ
IS	Hass	245	1.29	No	NZ
Safeway	Hass	280	1.98	No	NZ
Safeway	Hass	290	1.98	No	NZ
Safeway	Hass	260	1.98	No	NZ
I	Hass	249	1.99	No	Mixed
IGA	Hass	235	1.99	No	NZ
I	Hass	265	2.29	No	NS
I	Hass	270	2.49	No	Aus
I	Hass	285	2.50	No	NS
I	Hass	260	2.50	No	NS
I	Hass	260	2.98	No	NZ
PERTH					
I	Hass	180	0.79	Store	Aus
Coles	Hass	240	1.00	Store	Aus
Coles	Hass	230	1.00	Store	Aus
Coles	Hass	235	1.00	Store	Aus
Woolworths	Hass	220	1.98	No	Aus
Woolworths	Hass	270	1.98	Store	Aus
Woolworths	Hass	235	1.98	Store	Aus
I	Hass	225	1.99	No	NS
IGA	Hass	240	1.99	Store	Aus
IS	Hass	240	1.99	Store	Aus
IGA	Hass	290	1.99	No	NS
IGA	Hass	240	2.19	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	220	2.49	No	Aus
I	Hass	260	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

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