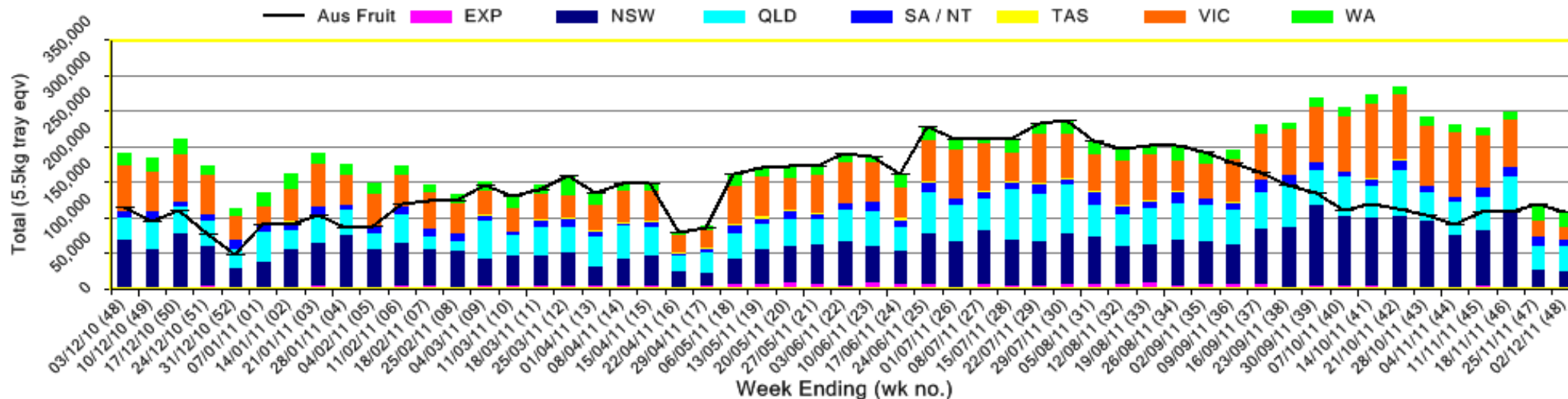


# INFOCADO WEEKLY REPORT: 26th November - 2nd December 2011 (Wk 48)

Industry Dispatches By Destination State and Count Size : 26th November - 2nd December 2011 (Wk 48)

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		40				66	48	727	362	1,243	384			1,941
NSW	691	2,767	3,538	4,295	18	3,017	1,505	1,103	59	16,993	3,284	18		22,967
QLD	682	918	5,953	3,379	3,527	3,524	6,210	2,708	163	27,064	4,676		1,997	35,929
SA / NT	1	287	2,323	2,689	69	998	728	132		7,227	815			8,709
VIC	295	1,277	2,623	3,220	674	1,917	916	498	167	11,587	3,762			18,427
WA	23	506	797	2,015		4,527	4,726	1,114	63	13,771	2,435			18,198
<b>Total</b>	<b>1,692</b>	<b>5,795</b>	<b>15,234</b>	<b>15,598</b>	<b>4,288</b>	<b>14,049</b>	<b>14,133</b>	<b>6,282</b>	<b>814</b>	<b>77,885</b>	<b>15,356</b>	<b>18</b>	<b>1,997</b>	<b>106,171</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2011 to date = 8,909,384 5.5kg tray eqv



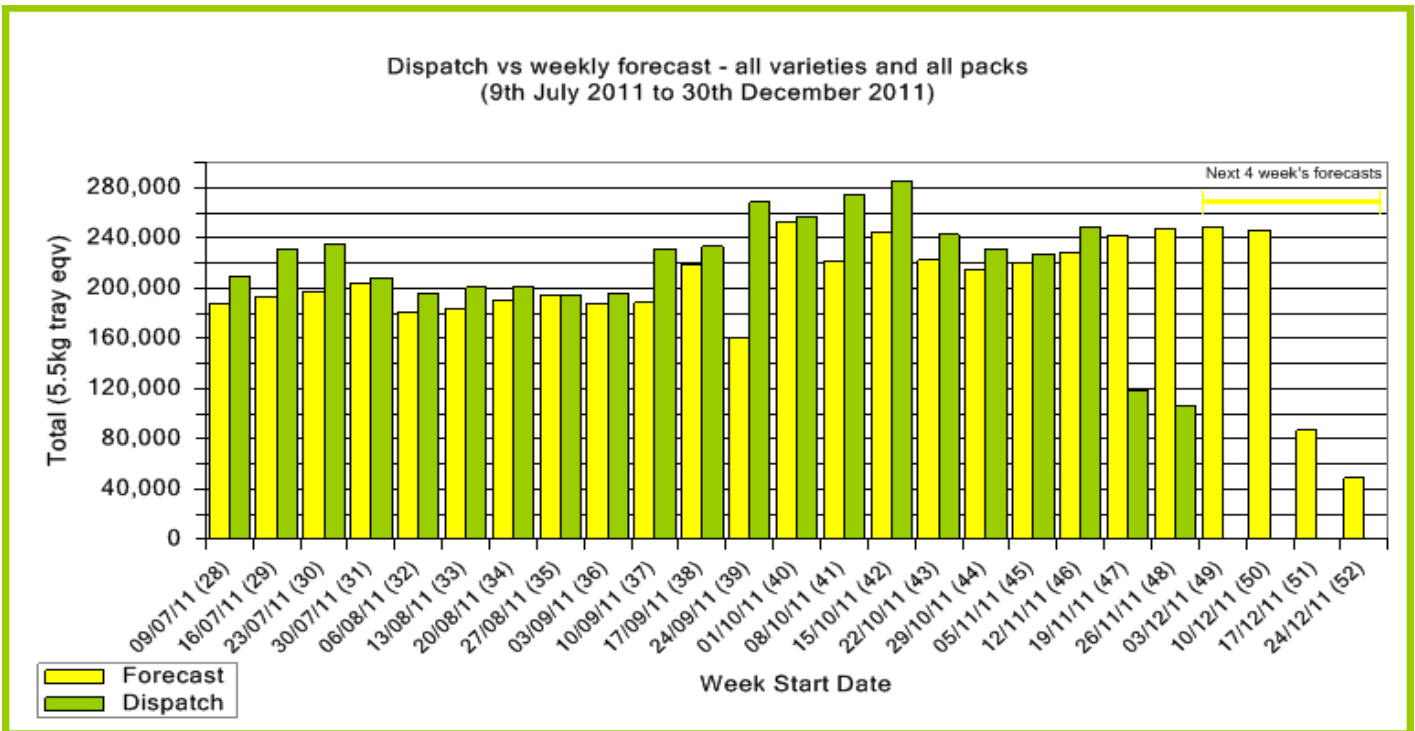
## Comments From the CEO

- NZ dispatches are not included in this week's report. NZ data is also not included in the forecast for Weeks 51 and 52.
- Australian fruit in the market is reducing and will continue to reduce for the next few weeks.
- Both Victoria and NSW are clearly receiving most of their fruit from NZ.
- Interestingly the fruit size spread is evenly split for each of the following counts; 18,20,23,25. This shows that there is more larger fruit in the market.



Forecast Data (Week 48 - 52)					
Variety	Trays - Total	Bulk	P/Pk	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 48 - begin 26/11/2011</b>					
Gwen	300	50			391
Hass	219,726	12,834	5,000	300	244,025
Lamb Hass	510				510
Reed	742	100			924
Sharwil	600	400			1,327
Wurtz	40	5			49
<b>Week Total</b>	<b>221,918</b>	<b>13,389</b>	<b>5,000</b>	<b>300</b>	<b>247,226</b>
<b>Week 49 - begin 03/12/2011</b>					
Gwen	400	110			600
Hass	221,046	13,713		150	246,006
Lamb Hass	10				10
Reed	1,022	100			1,204
Sharwil	200	140			455
Wurtz	80	5			89
<b>Week Total</b>	<b>222,758</b>	<b>14,068</b>		<b>150</b>	<b>248,363</b>
<b>Week 50 - begin 10/12/2011</b>					
Gwen	500	115			709
Hass	221,070	12,313			243,457
Reed	942	100			1,124
Wurtz	60	505			978
<b>Week Total</b>	<b>222,572</b>	<b>13,033</b>			<b>246,268</b>
<b>Week 51 - begin 17/12/2011</b>					
Gwen	500	120			718
Hass	62,280	12,123			84,322
Reed	842	100			1,024
Wurtz	40	505			958
<b>Week Total</b>	<b>63,662</b>	<b>12,848</b>			<b>87,022</b>
<b>Week 52 - begin 24/12/2011</b>					
Gwen	300	90			464
Hass	36,620	6,175			47,847
Reed	471	50			562
Wurtz	20				20
<b>Week Total</b>	<b>37,411</b>	<b>6,315</b>			<b>48,893</b>

Green shading indicates dispatch data						Yellow shading indicates forecast data					
Data (Week 48 - begin 26/11/2011)											
Variety	Trays		Bulk		P/PK		Other		5.5Kg Eqv		
	5.5Kg Eqv		10Kg		Kg		Kg		Total Trays		
Gwen	382		110						582		
Hass	75,842		14,843		18		1,997		103,195		
Reed	1,159		116						1,370		
Sharwil	399		281						910		
Wurtz	104		6						115		
<b>Total</b>	<b>77,886</b>		<b>15,356</b>		<b>18</b>		<b>1,997</b>		<b>106,172</b>		



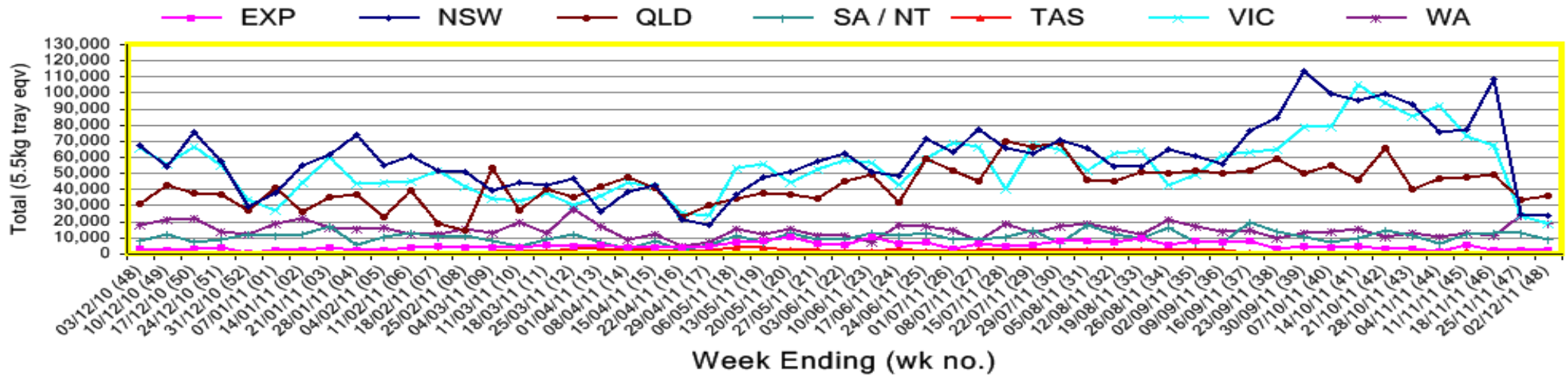
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	NA						931,899
USA		11,782	47,380	36,098						95,260
Japan	818	24,196	106,337	123,344						254,695
<b>Total</b>	<b>818</b>	<b>350,187</b>	<b>771,407</b>	<b>159,442</b>						<b>1,281,854</b>

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 = 8,909,384 5.5kg tray eqv



**Week 48 contributors - Packhouses**

- |  |                             |
|--|-----------------------------|
| Advance Packing & Marketing Services P/L | Mariners Rest               |
| Avonova                                  | Midcoast Avocados           |
| C F Fechner                              | Natures Fruit Company       |
| Chinoola Orchards                        | One Harvest                 |
| Chislett Developments Pty Ltd            | Simfresh Pty Ltd            |
| Coastal Avocados                         | Sunfresh                    |
| Delroy Orchards                          | Sunnyspot Packhouse Pty Ltd |
| Green Nugget Orchards                    | Vitor Marketing Pty Ltd     |
| I & A Tolson                             | Kulnura Ambrosia Avocados   |

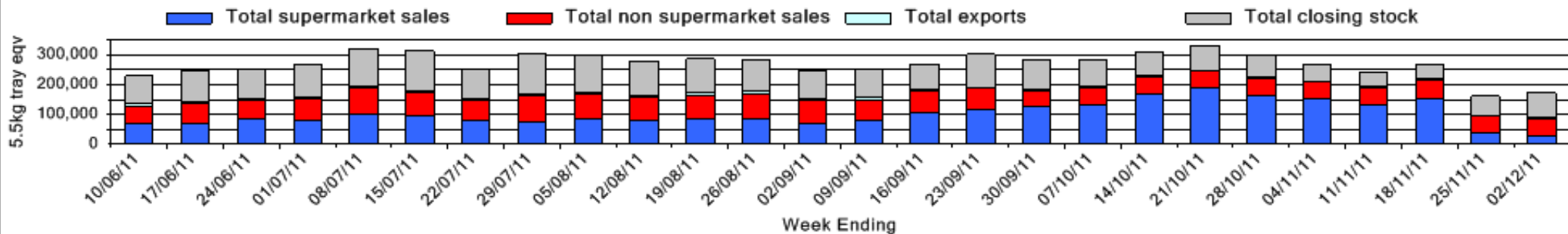
**Week 48 contributors - Wholesalers**

- |  |   |
|--|---|
| Allcrops Pty Ltd (Sydney)                | Fresh Choice WA Pty Ltd (Perth)           |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Fresh Express Produce Pty Ltd (Perth)     |
| Barkers (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)                  |   |

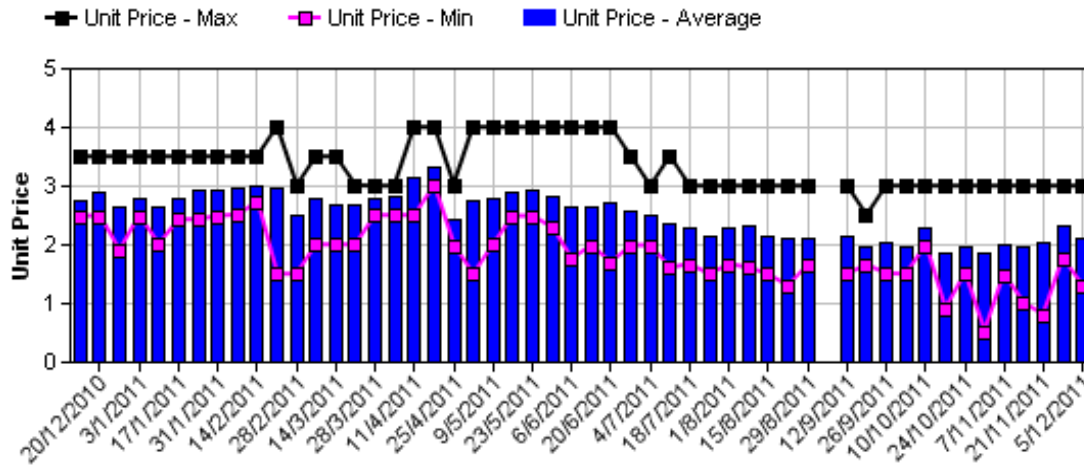
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total non supermarket sales	10,376			10,376	1,579			1,579	2,871						13,247			13,247
Total exports	65			65											65			65
Total sales	10,441			10,441	1,579			1,579	2,871						13,312			13,312
Total Stock on Hand	5,413			5,413	88			88	160						5,573			5,573
QLD																		
Total supermarket sales	14,007		519	14,526	1,710			1,710	3,109						17,116		519	17,635
Total non supermarket sales	16,567		595	17,162	660	54	95	809	1,471						17,767	98	768	18,633
Total exports	1,047			1,047											1,047			1,047
Total sales	31,621		1,114	32,735	2,370	54	95	2,519	4,580						35,930	98	1,287	37,315
Total Stock on Hand	15,711		474	16,185	489	3	3	495	900						16,600	5	479	17,085
SA & TAS																		
Total supermarket sales	4,598			4,598	54			54	98						4,696			4,696
Total non supermarket sales	3,872		89	3,961	872		253	1,125	2,045						5,457		549	6,006
Total exports																		
Total sales	8,470		89	8,559	926		253	1,179	2,144						10,154		549	10,703
Total Stock on Hand	21,634		368	22,002	1,535		1,142	2,677	4,867						24,425		2,444	26,869
VIC																		
Total supermarket sales	973			973											973			973
Total non supermarket sales	10,058		445	10,503	1,277		22	1,299	2,362						12,380		485	12,865
Total exports																		
Total sales	11,031		445	11,476	1,277		22	1,299	2,362						13,353		485	13,838
Total Stock on Hand	24,234		10	24,244	466		49	515	936						25,082		99	25,181
WA																		
Total supermarket sales	6,333			6,333	284			284	516						6,849			6,849
Total non supermarket sales	4,210		6	4,216	1,259		30	1,289	2,344						6,499		61	6,560
Total exports	131			131	384			384	698						829			829
Total sales	10,674		6	10,680	1,927		30	1,957	3,558						14,178		61	14,238
Total Stock on Hand	7,059		59	7,118	866			866	1,575						8,634		59	8,693
Total																		
Total supermarket sales	25,911		519	26,430	2,048			2,048	3,724						29,635		519	30,154
Total non supermarket sales	45,083		1,135	46,218	5,647	54	400	6,101	11,093						55,351	98	1,862	57,311
Total exports	1,243			1,243	384			384	698						1,941			1,941
Total sales	72,237		1,654	73,891	8,079	54	400	8,533	15,515						86,926	98	2,381	89,406
Total Stock on Hand	74,052		911	74,963	3,444	3	1,194	4,641	8,438						80,313	5	3,082	83,401

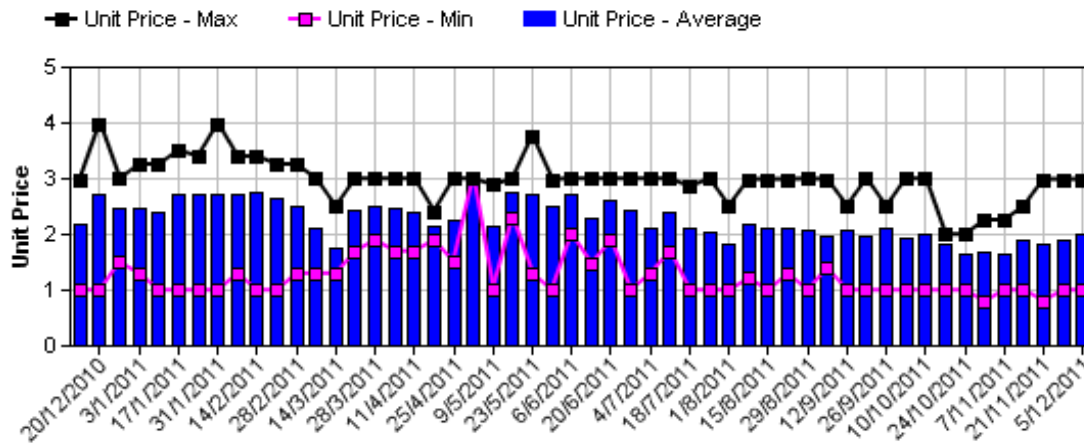
#### Weekly National Sales



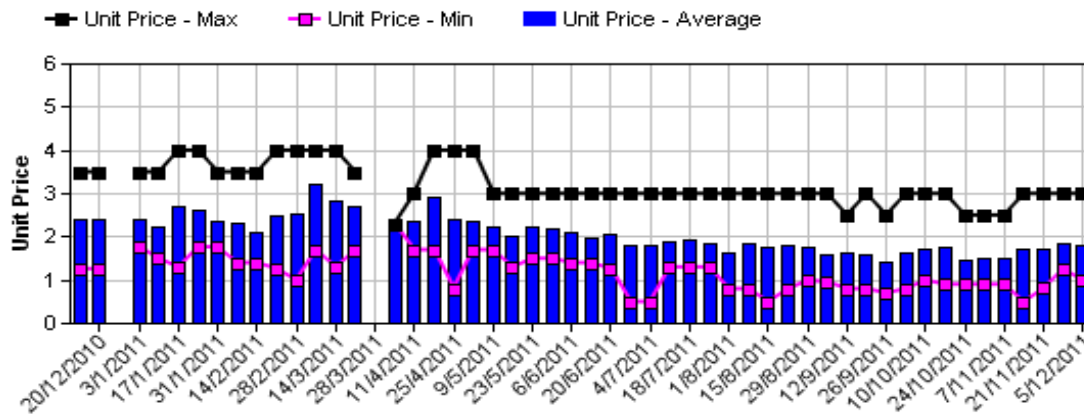
### Hass Avocado Average Retail Prices - Sydney



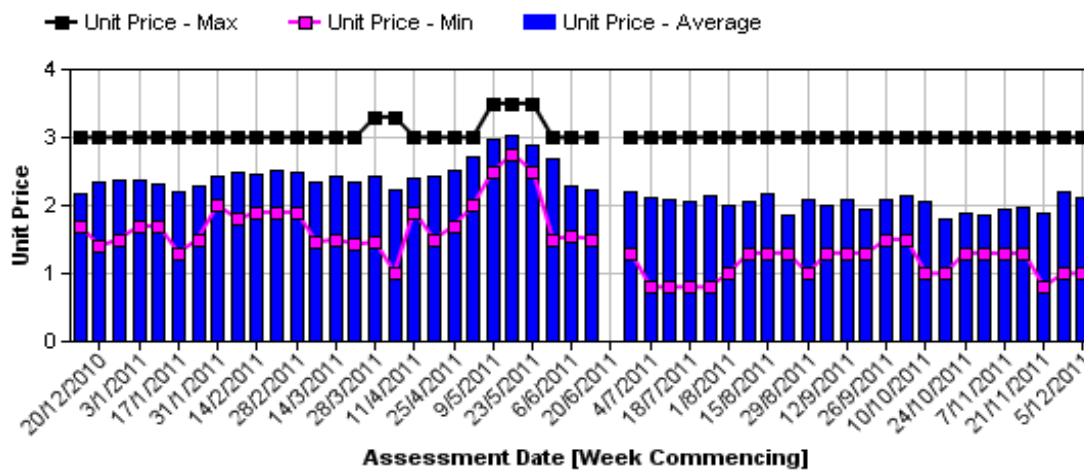
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

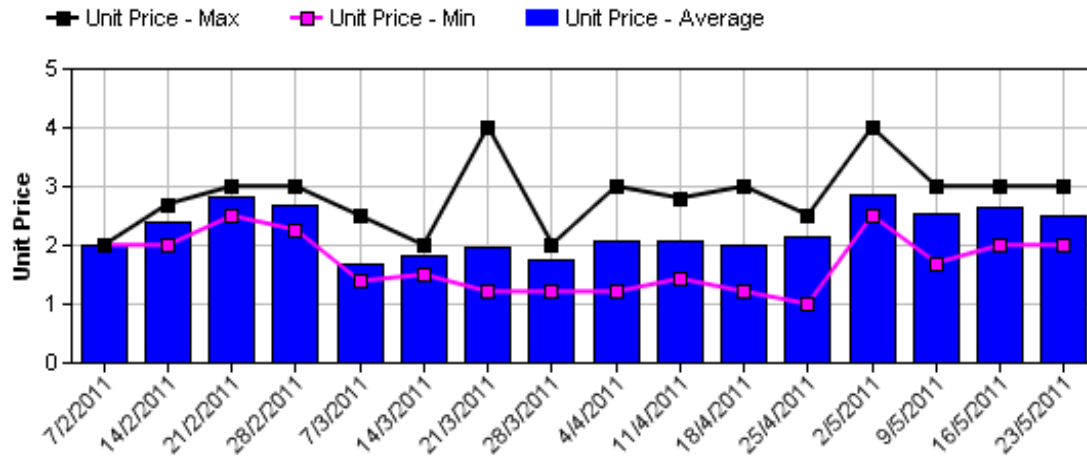


### Hass Avocado Average Retail Prices - Perth

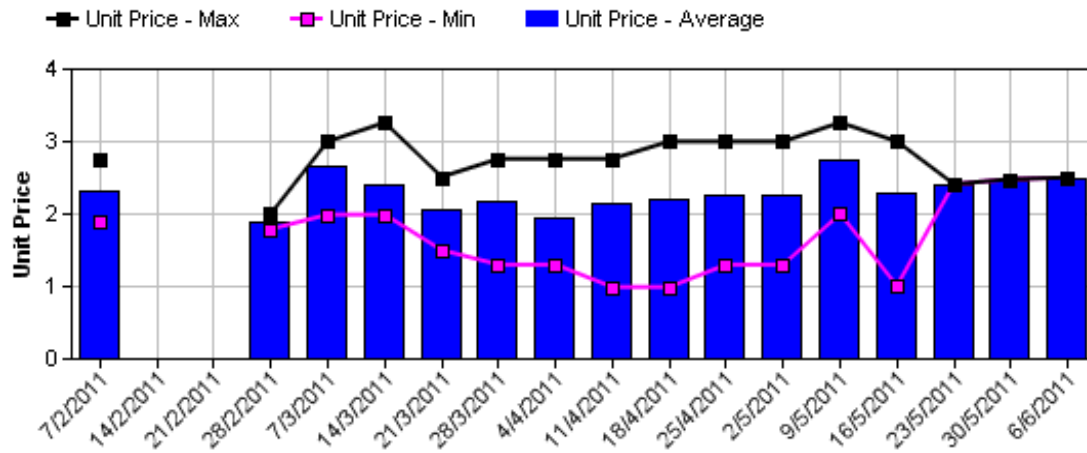


Assessment Date [Week Commencing]

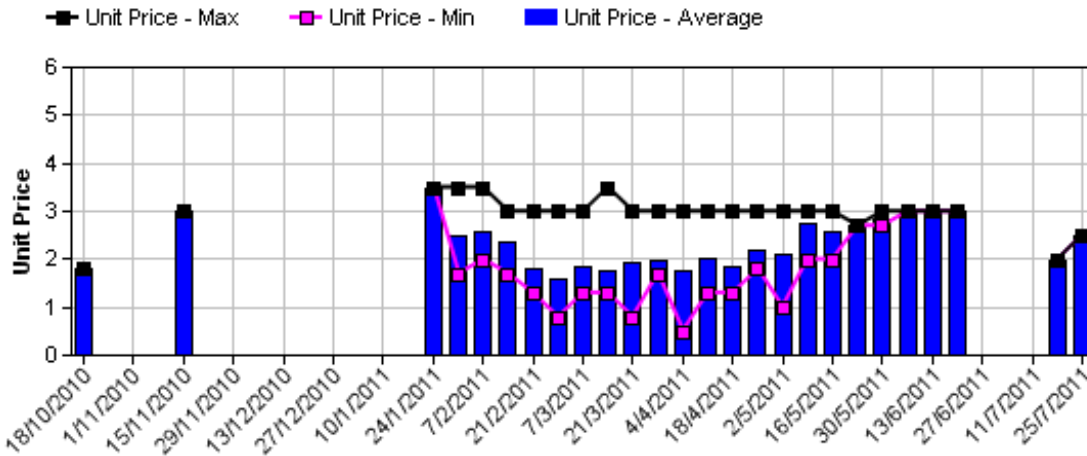
Shepard Avocado Average Retail Prices - Sydney



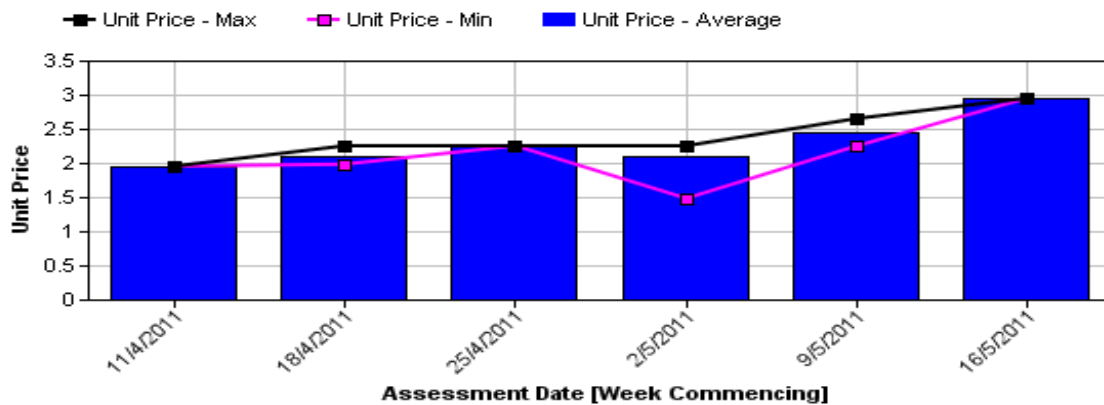
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth





## Retail Prices by City, Store and Variety - 5th December 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	275	1.29	Cat	NZ
Coles	Hass	250	1.29	Cat	NZ
Coles	Hass	275	1.29	Cat	NZ
Woolworths	Hass	260	1.75	No	NZ
Woolworths	Hass	245	1.75	No	NZ
Woolworths	Hass	225	1.75	Store	NZ
IGA	Hass	250	1.99	No	NZ
I	Hass	300	1.99	Store	NZ
I	Hass	315	1.99	No	Aus
I	Reed	430	2.49	No	Aus
Foodworks	Hass	290	2.49	No	Aus
I	Hass	260	2.49	No	Aus
I	Reed	420	2.49	No	Aus
I	Hass	280	2.49	No	Aus
I	Hass	300	2.50	No	Mixed
IGA	Hass	275	2.50	No	Aus
I	Reed	535	2.99	No	Aus
I	Hass	325	2.99	No	Aus
I	Hass	300	2.99	No	Aus
<b>BRISBANE</b>					
Woolworths	Hass	240	0.98	Store	Aus
IGA	Hass	200	1.25	Store	Aus
IGA	Hass	195	1.25	No	NZ
I	Hass	200	1.29	Store	NZ
Coles	Hass	235	1.29	Store	NZ
Coles	Hass	320	1.29	Store	NZ
Coles	Hass	260	1.29	Store	NZ
Woolworths	Hass	210	1.64	No	Aus
Woolworths	Hass	305	1.64	Store	Aus
I	Hass	245	1.69	Store	Aus
IGA	Hass	240	1.89	No	Aus
I	Hass	325	1.99	Store	Aus
I	Reed	360	1.99	No	Aus
I	Hass	265	2.49	No	Aus
I	Hass	310	2.89	Store	Aus
I	Wurtz	300	2.99	No	Aus
I	Wurtz	275	2.99	Store	Aus
I	Hass	305	2.99	Store	Aus
I	Hass	245	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	240	0.99	No	NS
Coles	Hass	240	1.39	Cat	NZ
Coles	Hass	225	1.39	Cat	NZ
Coles	Hass	255	1.39	Store	NZ
IGA	Hass	260	1.49	Cat	NZ
IS	Hass	255	1.49	No	NZ
Safeway	Hass	285	1.98	Store	NZ
I	Hass	247	1.99	No	Aus
Safeway	Hass	310	2.48	No	NZ
Safeway	Hass	275	2.48	No	NZ
I	Hass	300	2.49	No	Aus
I	Hass	280	2.49	No	Aus
I	Hass	290	2.50	No	Aus
I	Hass	310	2.50	No	Aus
I	Hass	280	2.98	No	Aus
<b>PERTH</b>					
I	Hass	160	0.99	No	Aus
Coles	Hass	300	1.48	Store	Aus
Coles	Hass	250	1.48	Store	Aus
Coles	Hass	245	1.48	Store	Aus
Woolworths	Hass	220	1.98	No	Aus
Woolworths	Hass	270	1.98	Store	Aus
Woolworths	Hass	210	1.98	No	Aus
I	Hass	270	1.99	No	Aus
IS	Hass	270	1.99	Store	Aus
IGA	Hass	230	1.99	Store	Aus
I	Hass	255	2.49	No	Aus
IGA	Hass	285	2.49	No	Aus
IGA	Hass	230	2.69	No	Aus
I	Hass	280	2.79	No	Aus
IGA	Hass	330	2.99	No	Aus
I	Hass	280	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