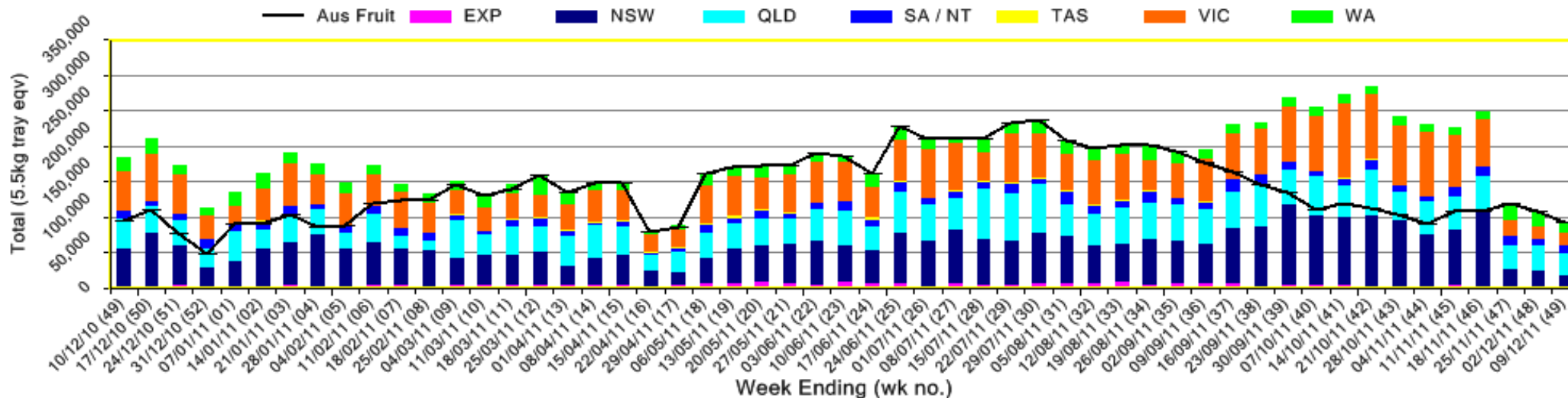


INFOCADO WEEKLY REPORT: 3rd - 9th December 2011 (Wk 49)

Industry Dispatches By Destination State and Count Size : 3rd December - 9th December 2011 (Wk 49)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Other	5.5Kg Eqv Trays All	
	<16	16	18	20	22	23	25	28	28+		5.5Kg Eqv	10Kg	Kg	Total	
EXP									829	1,666	2,495				2,495
NSW	757	1,956	2,548	3,615	447	1,589	1,098	533	99		12,642	2,111			16,480
QLD	1,338	687	5,549	2,733	2,716	2,766	4,777	1,489	92		22,147	4,620	150		30,574
SA / NT		228	2,434	3,270		2,016	1,701	409			10,058	668	66		11,285
VIC	187	1,530	2,107	3,172	474	1,987	954	933	175		11,519	2,542			16,141
WA	45	383	481	4,866		3,389	3,165	538	37		12,904	1,372	110		15,419
Total	2,327	4,784	13,119	17,656	3,637	11,747	11,695	4,731	2,069		71,765	11,313	326		92,393

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 9,001,778 5.5kg tray eqv



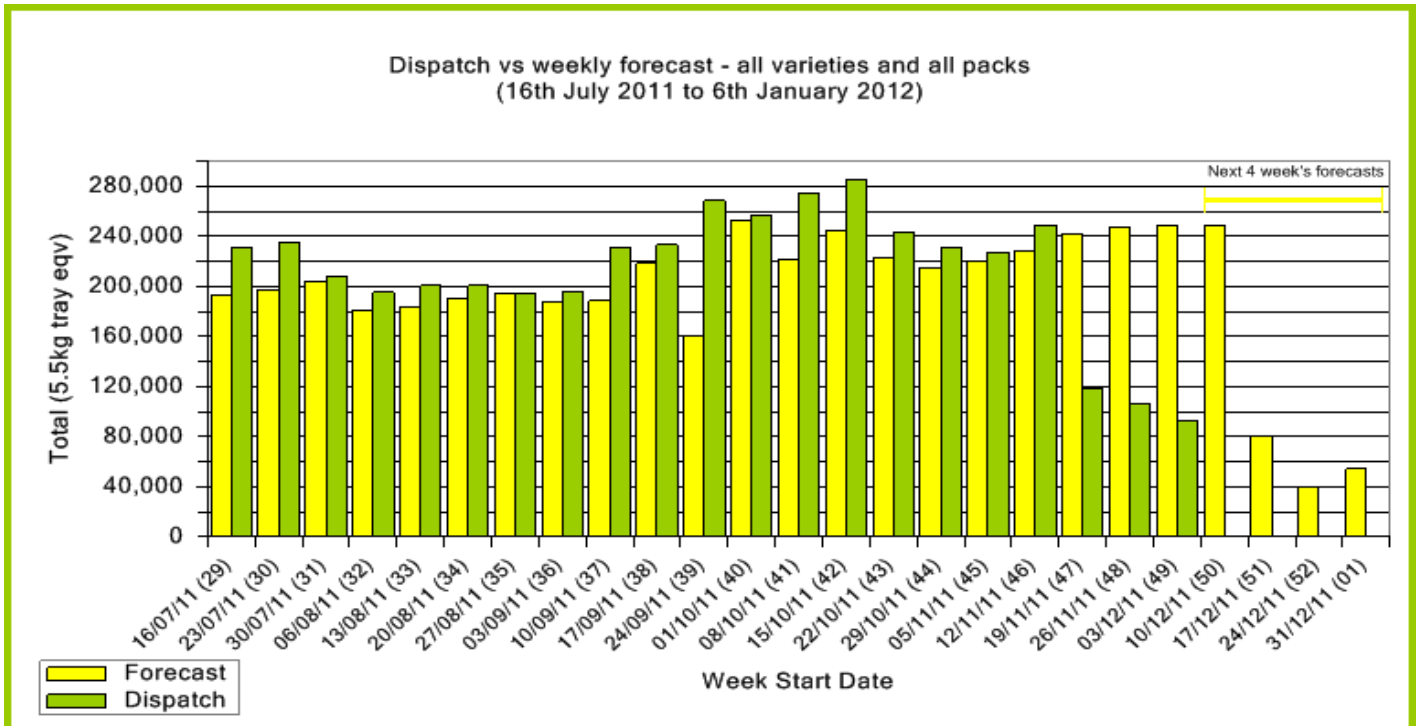
Comments From the CEO

- NZ dispatches are not included in this week's report. NZ data is also not included in the forecast for Weeks 51 and 52 of 2011 as well as Week 1 of 2012.
- Australian volumes continue to decrease.
- Market prices have weakened over the last week.
- Retail prices across all the markets are a little high given the large NZ crop.



Forecast Data (Week 49 - 1)					
Variety	Trays - Total	Bulk	P/Pk	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 49 - begin 03/12/2011					
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
Week Total	222,758	14,068		150	248,363
Week 50 - begin 10/12/2011					
Gwen	300	90			464
Hass	224,070	12,063			246,003
Lamb Hass	450				450
Reed	742	100			924
Wurtz	40	500			949
Week Total	225,602	12,753			248,789
Week 51 - begin 17/12/2011					
Gwen	500	120			718
Hass	58,570	10,362			77,410
Lamb Hass	350				350
Reed	842	100			1,024
Wurtz	20	500			929
Week Total	60,282	11,082			80,431
Week 52 - begin 24/12/2011					
Gwen	300	90			464
Hass	30,910	4,162			38,477
Lamb Hass	250				250
Reed	471	50			562
Wurtz	10				10
Week Total	31,941	4,302			39,763
Week 1 - begin 31/12/2011					
Gwen	350	90			514
Hass	41,090	6,309			52,561
Lamb Hass	150				150
Reed	742	100			924
Wurtz	5				5
Week Total	42,337	6,499			54,153

Green shading indicates dispatch data					Yellow shading indicates forecast data				
Dispatch Data (Week 49 - begin 3/12/2011)									
Variety	Trays	Bulk	Other	5.5Kg Eqv	Total Trays				
	5.5Kg Eqv	10Kg	Kg	Kg					
Gwen	2,236		518		3,178				
Hass	66,944		10,505	326	86,103				
Lamb Hass	576				576				
Reed	1,093		190		1,438				
Sharwil	155		99		335				
Wurtz	760		1		762				
Total	71,764	11,313	326		92,392				



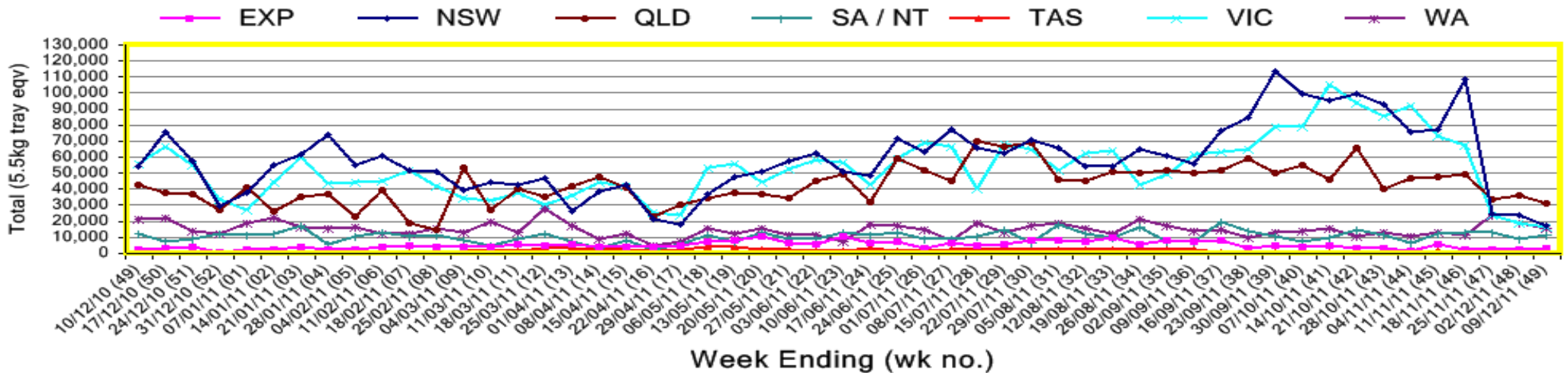
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209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

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 = 9,001,778 5.5kg tray eqv



Week 49 contributors - Packhouses

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

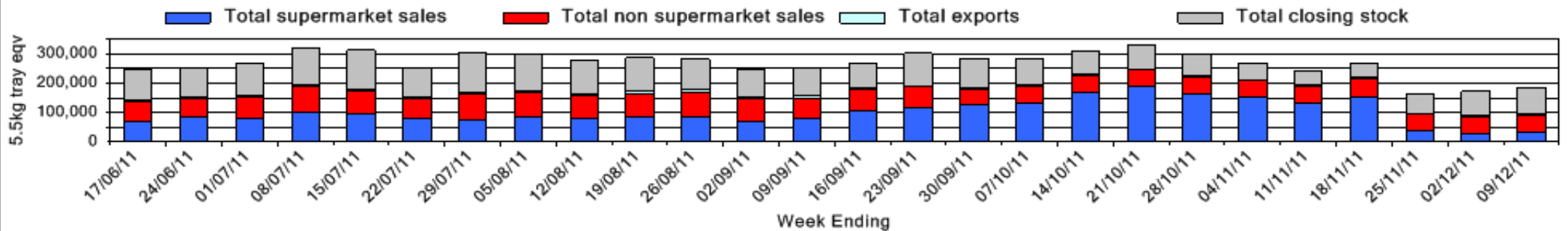
Week 49 contributors - Wholesalers

- | | |
|--|---|
| 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 (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) |
| Fresh Express Produce Pty Ltd (Perth) | |

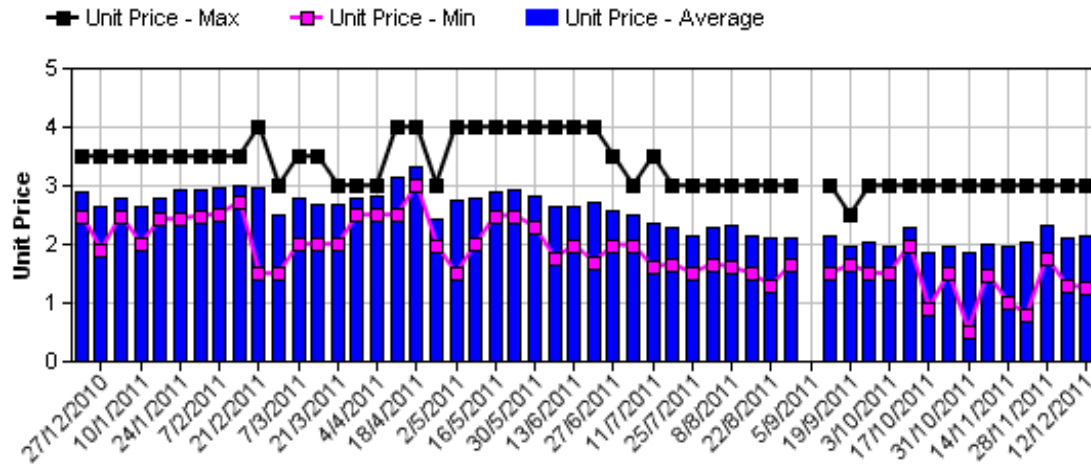
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	112			112	20			20	36						148			148
Total non supermarket sales	10,399		455	10,854	1,090			1,090	1,982						12,381		455	12,836
Total exports																		
Total sales	10,511		455	10,966	1,110			1,110	2,018						12,529		455	12,984
Total Stock on Hand	9,837			9,837	307			307	558						10,395			10,395
QLD																		
Total supermarket sales	12,045		880	12,925	1,094		1	1,095	1,991						14,034		882	14,916
Total non supermarket sales	19,059		931	19,990	822	3	47	872	1,585						20,554	5	1,016	21,575
Total exports	1,375			1,375											1,375			1,375
Total sales	32,479		1,811	34,290	1,916	3	48	1,967	3,576						35,963	5	1,898	37,866
Total Stock on Hand	21,284		945	22,229	564		202	766	1,393						22,309		1,312	23,622
SA & TAS																		
Total supermarket sales	8,852			8,852	12			12	22						8,874			8,874
Total non supermarket sales	5,689		57	5,746	922		300	1,222	2,222						7,365		602	7,968
Total exports																		
Total sales	14,541		57	14,598	934		300	1,234	2,244						16,239		602	16,842
Total Stock on Hand	20,143		311	20,454	1,934		842	2,776	5,047						23,659		1,842	25,501
VIC																		
Total supermarket sales			241	241													241	241
Total non supermarket sales	11,091			11,091	696		124	820	1,491						12,356		225	12,582
Total exports																		
Total sales	11,091		241	11,332	696		124	820	1,491						12,356		467	12,823
Total Stock on Hand	19,624		211	19,835	312			312	567						20,191		211	20,402
WA																		
Total supermarket sales	8,681			8,681	133			133	242						8,923			8,923
Total non supermarket sales	3,180		59	3,239	864			864	1,571						4,751		59	4,810
Total exports	1,120			1,120											1,120			1,120
Total sales	12,981		59	13,040	997			997	1,813						14,794		59	14,853
Total Stock on Hand	8,461			8,461	1,174			1,174	2,135						10,595			10,595
Total																		
Total supermarket sales	29,690		1,121	30,811	1,259		1	1,260	2,291						31,979		1,123	33,102
Total non supermarket sales	49,418		1,502	50,920	4,394	3	471	4,868	8,851						57,407	5	2,358	59,771
Total exports	2,495			2,495											2,495			2,495
Total sales	81,603		2,623	84,225	5,653	3	472	6,128	11,142						91,881	5	3,481	95,367
Total Stock on Hand	79,349		1,467	80,816	4,291		1,044	5,335	9,700						87,151		3,365	90,516

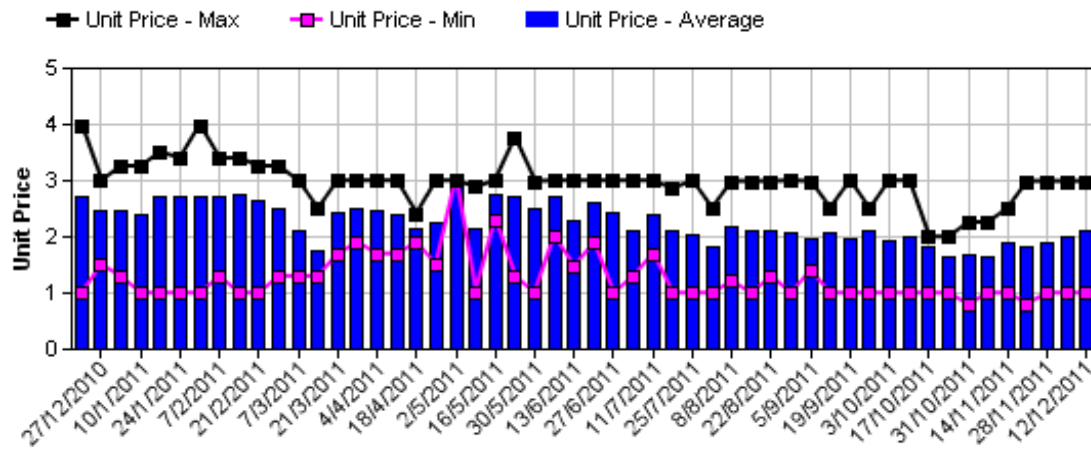
Weekly National Sales



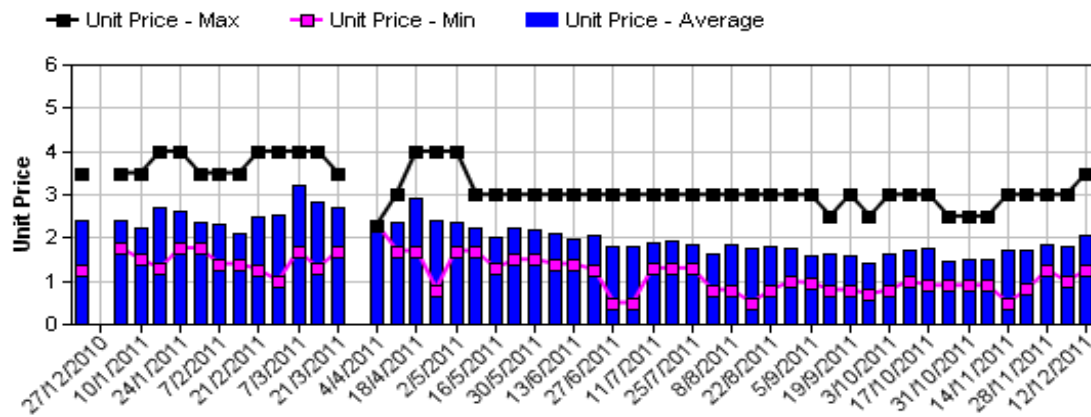
Hass Avocado Average Retail Prices - Sydney



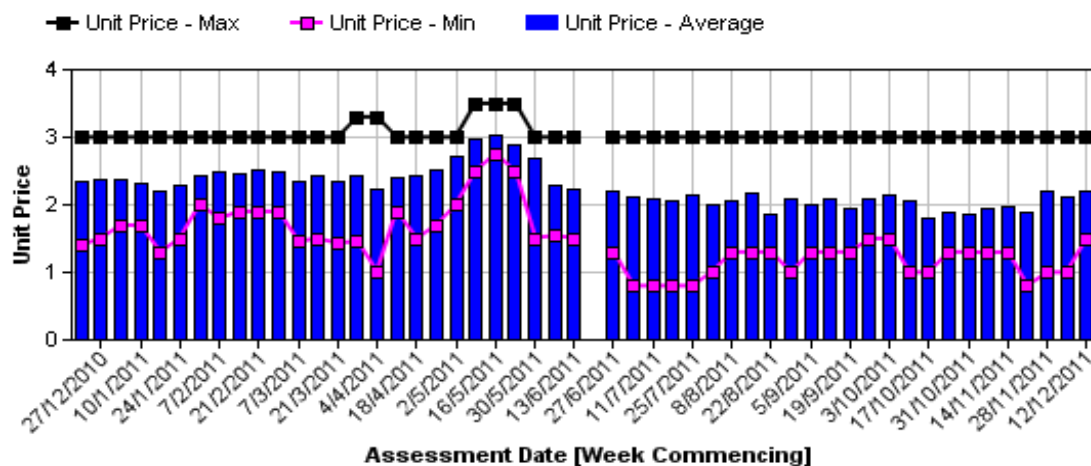
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

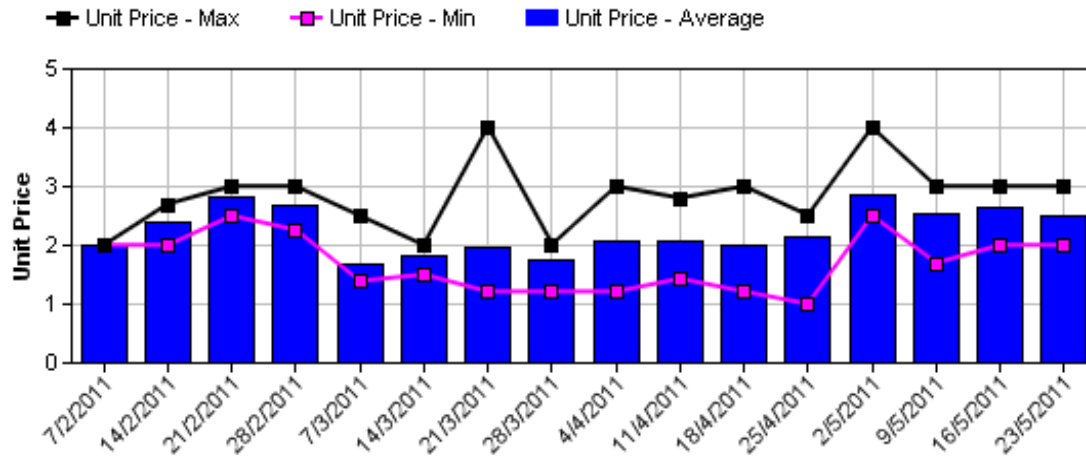


Hass Avocado Average Retail Prices - Perth

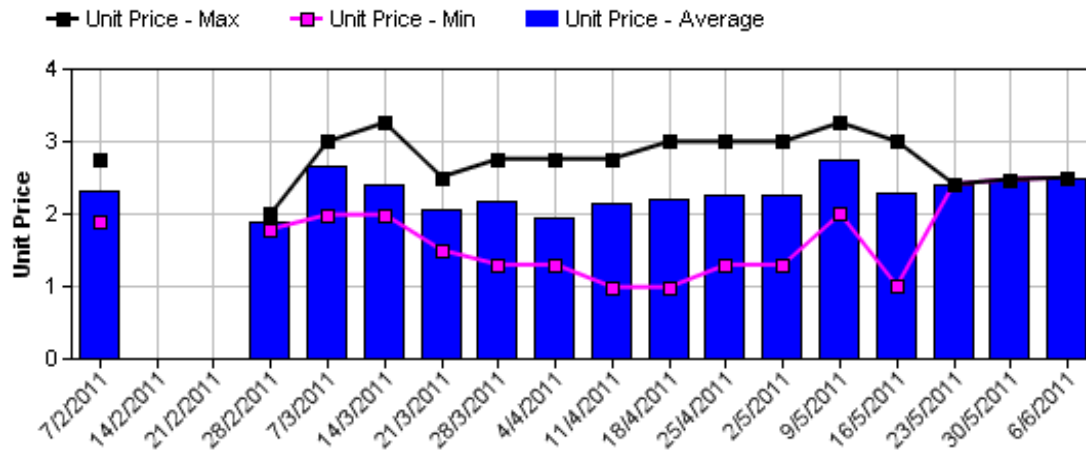


Assessment Date [Week Commencing]

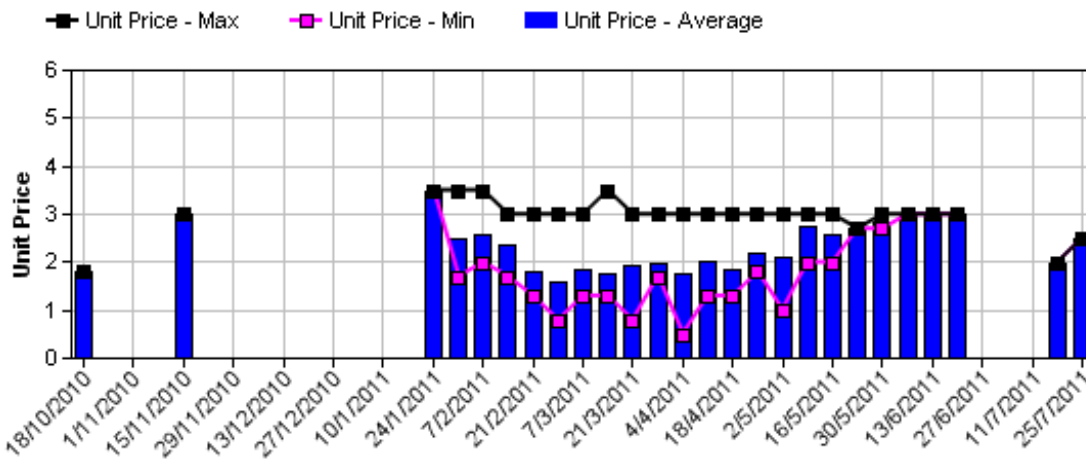
Shepard Avocado Average Retail Prices - Sydney



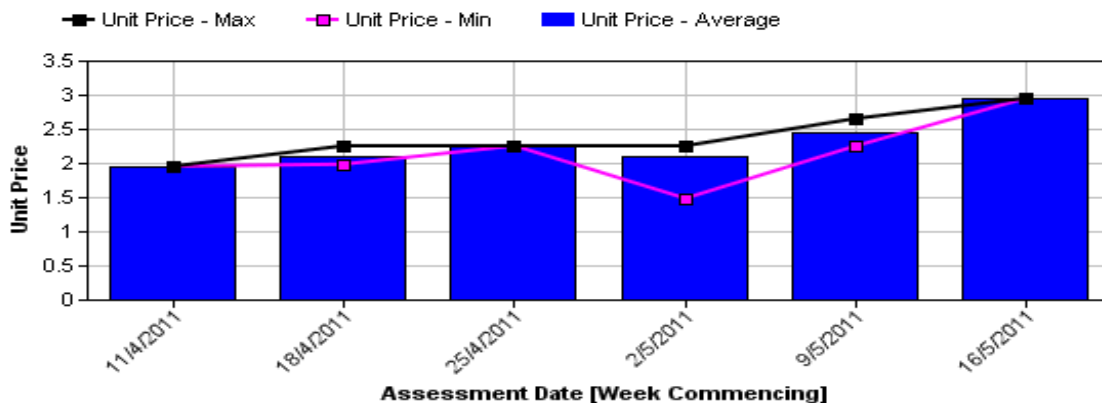
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 12th December 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	280	1.25	Cat	NZ	I	Hass	255	0.99	No	NS
Woolworths	Hass	275	1.25	Cat	NZ	IS	Hass	245	1.69	No	NZ
Woolworths	Hass	275	1.25	Cat	NZ	Safeway	Hass	290	1.98	No	NZ
IGA	Hass	255	1.69	Store	NZ	Coles	Hass	295	1.98	No	NZ
Coles	Hass	245	1.75	Store	NZ	Safeway	Hass	300	1.98	No	NZ
Coles	Hass	260	1.75	Store	NZ	Safeway	Hass	315	1.98	No	NZ
Coles	Hass	265	1.75	Store	NZ	Coles	Hass	275	1.98	No	NZ
Foodworks	Hass	260	2.49	No	Aus	I	Hass	245	1.99	No	Mixed
I	Reed	430	2.49	No	Aus	IGA	Hass	270	1.99	No	NZ
I	Reed	375	2.49	No	Aus	I	Hass	310	2.49	No	NZ
I	Hass	290	2.49	No	Aus	I	Hass	275	2.65	No	Aus
I	Hass	260	2.49	No	Aus	I	Hass	305	2.65	No	Aus
I	Hass	310	2.50	No	NZ	I	Hass	260	2.98	No	Aus
I	Hass	300	2.50	No	Aus	PERTH					
I	Hass	310	2.50	No	NZ	Coles	Hass	235	1.48	Store	Aus
IGA	Hass	290	2.50	No	Aus	IS	Hass	230	1.50	Store	Aus
I	Hass	280	2.99	No	Aus	Woolworths	Hass	220	1.98	Store	Aus
I	Hass	280	2.99	No	Aus	Woolworths	Hass	295	1.98	Store	Aus
I	Reed	470	2.99	No	Aus	Coles	Hass	230	1.98	Store	Aus
BRISBANE						Coles	Hass	245	1.98	No	Aus
Woolworths	Hass	200	1.25	No	Aus	Woolworths	Hass	230	1.98	No	Aus
Woolworths	Hass	580	1.25	No	Aus	IGA	Hass	220	1.99	Store	Aus
IGA	Hass	170	1.64	Store	Aus	I	Hass	230	1.99	No	Aus
I	Hass	220	1.69	Store	Aus	I	Hass	360	1.99	No	Aus
I	Hass	200	1.69	Store	Aus	IGA	Hass	270	2.49	No	Aus
Coles	Hass	245	1.75	No	NS	IGA	Hass	240	2.49	No	Aus
Coles	Hass	245	1.75	No	NZ	I	Hass	320	2.49	No	Aus
Coles	Hass	260	1.75	No	NZ	I	Hass	240	2.99	No	Aus
IGA	Hass	220	1.89	No	NS	I	Hass	260	2.99	No	Aus
I	Hass	350	1.99	Store	Aus	IGA	Hass	345	2.99	No	Aus
I	Hass	240	2.89	Store	Mixed						
I	Hass	265	2.99	Store	Aus						
I	Wurtz	260	2.99	No	Aus						
I	Wurtz	300	2.99	Store	Aus						
I	Hass	360	3.49	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