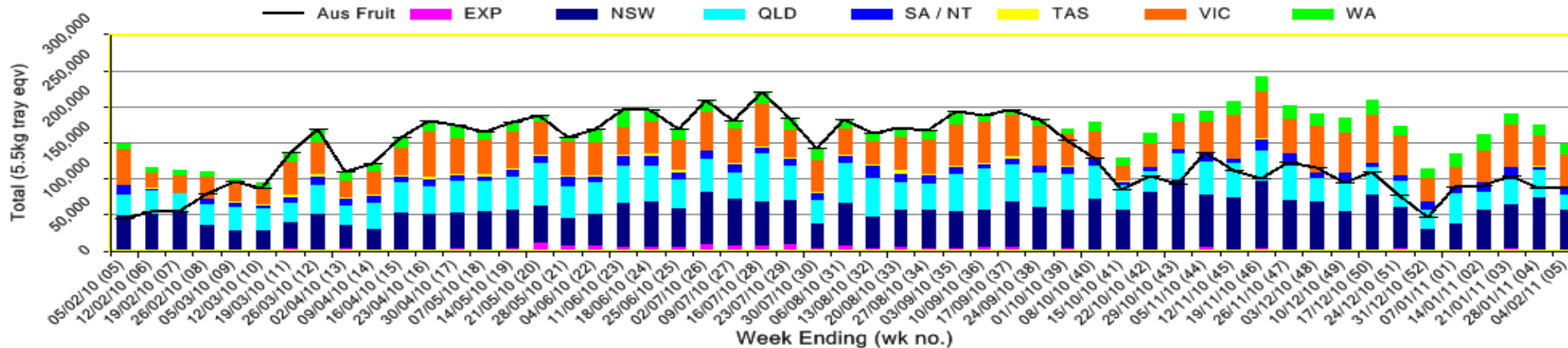


INFOCADO WEEKLY REPORT: 29th January - 4th February 2011 (Wk 5)

Industry Dispatches By Destination State and Count Size : 29th January - 4th February 2011 (Wk 5)

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									220	160	380	864			1,951
NSW	319	2,222	5,488	10,391	267	8,577	11,519	3,841	4,110	46,734	2,449	19,200		750	54,814
QLD	3	720	2,229	4,044	54	3,338	4,736	3,857	1,804	20,785	418		3,458		22,174
SA / NT	119	154	1,080	778	88	939	3,707	1,014	146	8,025	932	3,000			10,265
VIC	174	3,038	5,060	11,078	229	9,505	6,343	1,305	1,590	38,322	2,175	9,600			44,022
WA	96	467	1,392	1,917		3,043	5,664	1,191	61	13,831	899	2,500			15,921
Total	711	6,601	15,249	28,208	638	25,402	31,969	11,428	7,871	128,077	7,737	34,300	3,458	750	149,145

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 813,025 5.5kg tray eqv



Comments From the CEO

Our thoughts last week were with all our growers in NQ, battenning down for Cyclone Yasi.

Volumes from WA and NZ are starting to slow. The next few weeks will be a little more complicated in determining volumes after Cyclone Yasi. NQ was unable to dispatch any fruit last week and will have reduced volumes this week.

Approximately 20% of the NQ crop has been dropped due to the cyclone, with packouts to be reduced due to wind damage on fruit left on trees.

Avocados Australia has implemented a "Crisis Management Strategy" and has approved a PR program to inform consumers about skin damage and how skin damage is only a surface appearance issue and the avocado flesh is still great. This program will be rolled out to coincide with NQ fruit starting to arriving in retail stores in two weeks time. To assist this consumer strategy with skin damaged fruit both Coles and Woolworths have been asked to lower their QA standards for the cyclone fruit.

More details will be communicated as soon as the plan is finalised.



Forecast Data (Week 5 - 9)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 5 - begin 29/01/2011					
Gwen	600	100			782
Hass	146,062	6,050	5,500		158,062
Lamb Hass	700	80			845
Reed	450	100			632
Shepard	17,100	1,100		1,500	19,373
Week Total	164,912	7,430	5,500	1,500	179,694
Week 6 - begin 05/02/2011					
Gwen		22			40
Hass	117,618	6,735	5,500		130,863
Lamb Hass	300	30			355
Reed	600	150			873
Shepard	27,200	4,225		1,500	35,155
Week Total	145,718	11,162	5,500	1,500	167,286
Week 7 - begin 12/02/2011					
Hass	110,693	5,570	5,500		121,820
Reed	250	100			432
Shepard	49,347	7,150		1,500	62,620
Week Total	160,290	12,820	5,500	1,500	184,872
Week 8 - begin 19/02/2011					
Hass	72,418	4,030	5,500		80,745
Shepard	56,547	8,550		1,500	72,365
Week Total	128,965	12,580	5,500	1,500	153,111
Week 9 - begin 26/02/2011					
Hass	41,402	3,805	5,500		49,320
Shepard	47,368	7,025			60,141
Week Total	88,770	10,830	5,500		109,461

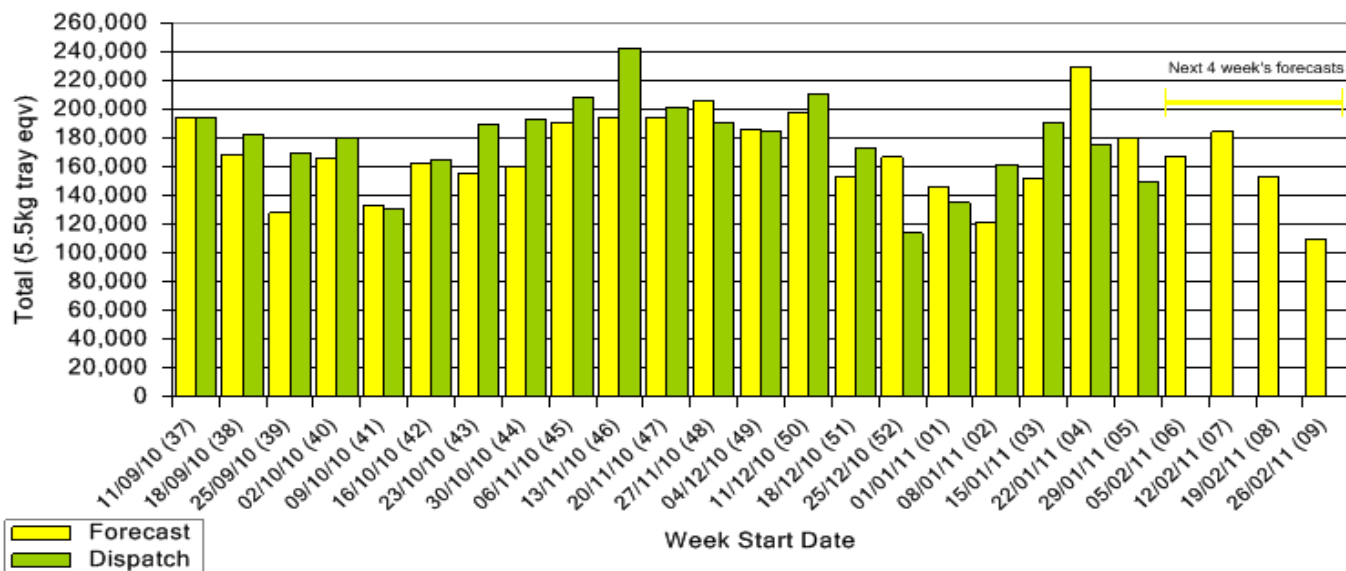
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 5 - begin 29/01/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	475	65				593
Hass	122,225	6,808	34,300	1,958		141,195
Lamb Hass	647	65				765
Reed	290	96				465
Sharwil	647					647
Shepard	3,791	703		1,500	750	5,478
Total	128,075	7,737	34,300	3,458	750	149,143

**Dispatch vs weekly forecast - all varieties and all packs
(11th September 2010 to 4th March 2011)**

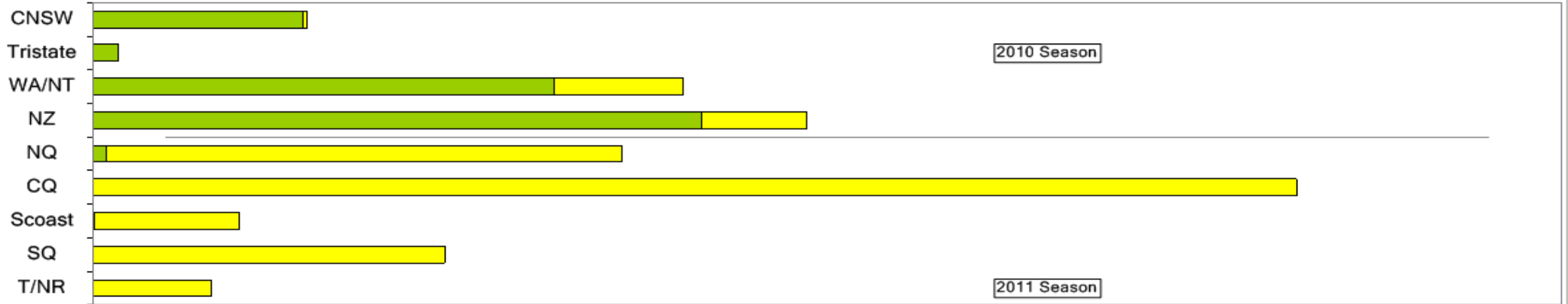


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011

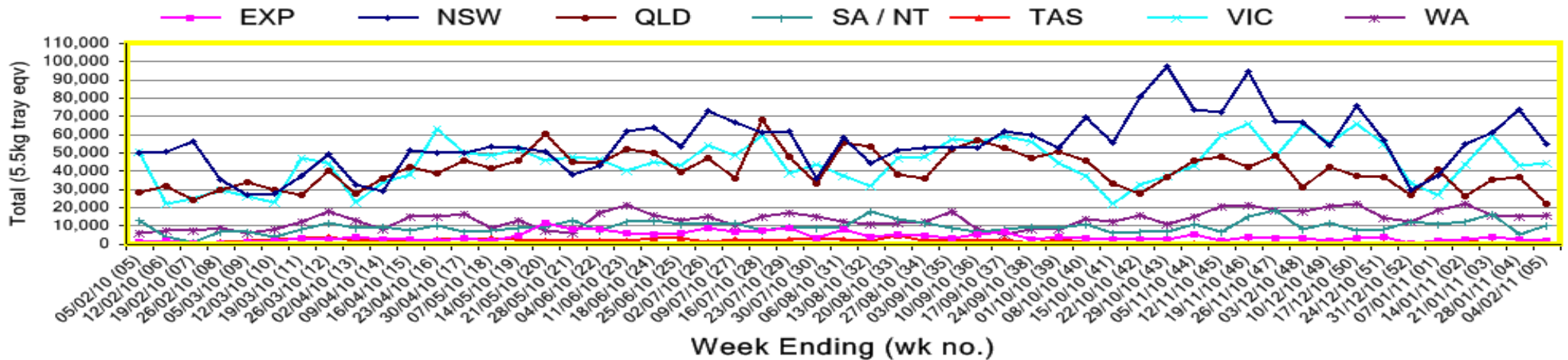
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642				1,388,759
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	436,064	298,642				1,436,991

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 = 813,025 5.5kg tray eqv



Week 5 contributors - Packhouses

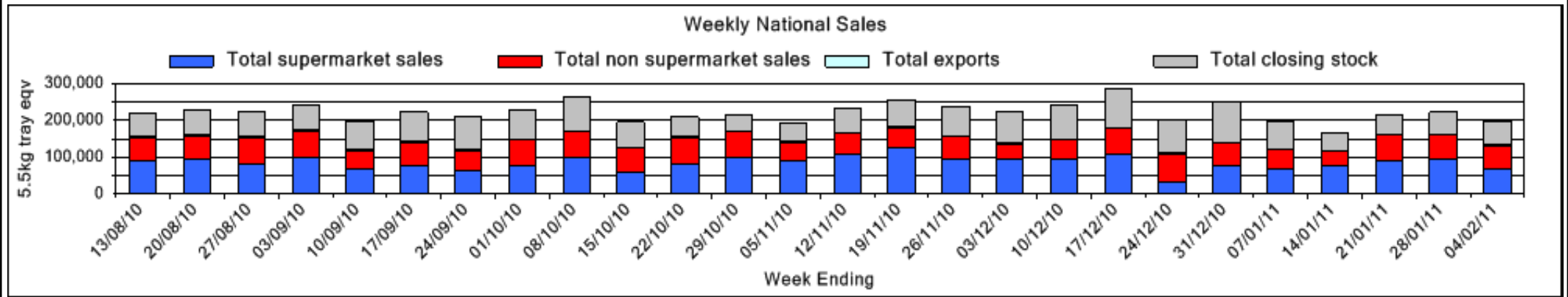
- Advance Packing & Marketing Services P/L
- Aussie Orchards Growers & Packers
- Avonova
- Delroy Orchards
- Hilltop Mareeba
- Lavers Orchards
- Lone Gum Avocados
- Mariners Rest
- Natures Fruit Company
- NZ Avocado Industry Council
- R & M Waterman
- Sunfresh
- Theart Farming Pty Ltd
- VP & EA Farrell

Week 5 contributors - Wholesalers

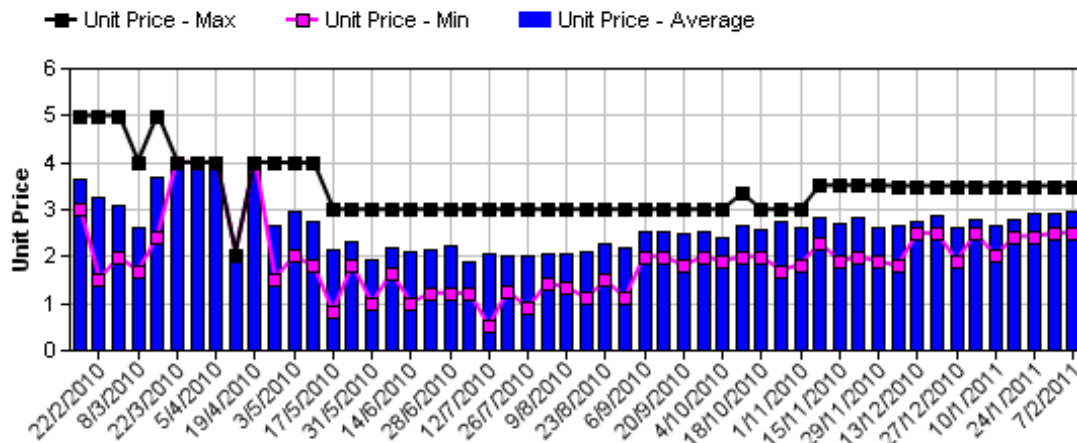
- Allcrops Pty Ltd (Sydney)
- Avanti Fresh Produce Pty Ltd (Melbourne)
- Costa Farms (Adelaide)
- Costa Farms (Melbourne)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Mercer Mooney (Perth)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

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

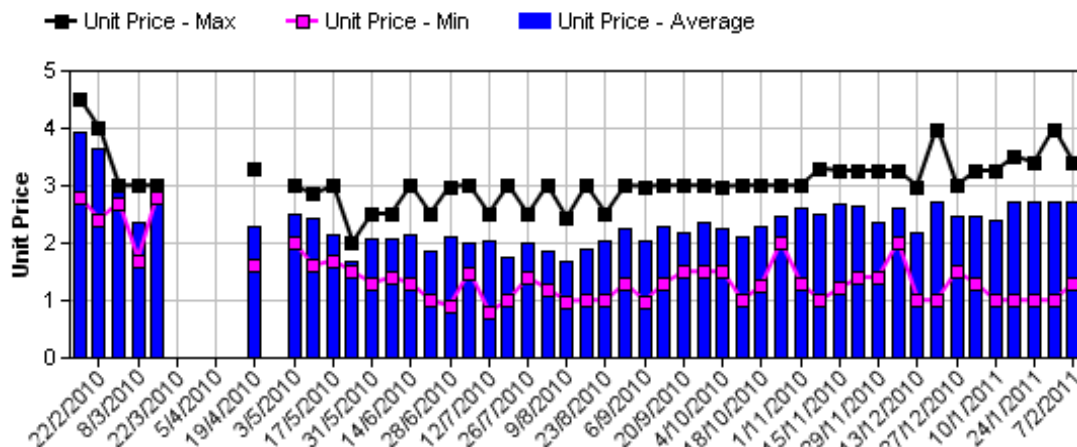
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	28,607			28,607	192			192	349						28,956			28,956
Total non supermarket sales	9,712	421	680	10,813	4,731	35	80	4,846	8,811						18,314	485	825	19,624
Total exports																		
Total sales	38,319	421	680	39,420	4,923	35	80	5,038	9,160						47,270	485	825	48,580
Total Stock on Hand	3,299	382		3,681	96			96	175						3,474	382		3,856
QLD																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough Qld wholesalers contributed data this week																	
Total exports																		
Total sales	23,746	136		23,882	395			395	718						24,464	136		24,600
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	4,742		94	4,836						3,000			3,000	545	5,288		94	5,382
Total non supermarket sales	3,981		702	4,683	916		6	922	1,676						5,646		713	6,359
Total exports																		
Total sales	8,723		796	9,519	916		6	922	1,676	3,000			3,000	545	10,934		807	11,741
Total Stock on Hand	9,192		622	9,814	1,703			1,703	3,096						12,289		622	12,911
VIC																		
Total supermarket sales	16,281			16,281											16,281			16,281
Total non supermarket sales	11,574	795	287	12,656	2,212	203	71	2,486	4,520	144			144	26	15,622	1,165	416	17,203
Total exports																		
Total sales	27,855	795	287	28,937	2,212	203	71	2,486	4,520	144			144	26	31,903	1,165	416	33,483
Total Stock on Hand	12,319	3,614	91	16,024	1,082	71	2	1,155	2,100						14,286	3,743	95	18,124
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	10,908			10,908	1,958			1,958	3,560	2,500			2,500	455	14,923			14,923
Total Stock on Hand																		
Total																		
Total supermarket sales	67,238	136	94	67,468	192			192	349	5,500			5,500	1,000	68,587	136	94	68,817
Total non supermarket sales	42,093	1,216	1,669	44,978	9,348	238	157	9,743	17,715	144			144	26	59,116	1,649	1,954	62,719
Total exports	220			220	864			864	1,571						1,791			1,791
Total sales	109,551	1,352	1,763	112,667	10,404	238	157	10,799	19,635	5,644			5,644	1,026	129,494	1,785	2,048	133,327
Total Stock on Hand	51,791	3,996	1,713	57,501	4,025	71	2	4,098	7,451						59,109	4,125	1,717	64,951



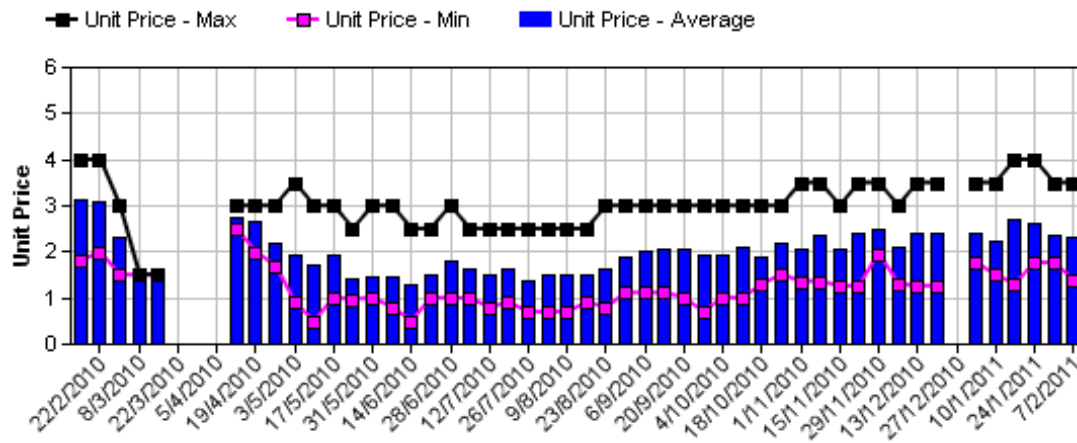
Hass Avocado Average Retail Prices - Sydney



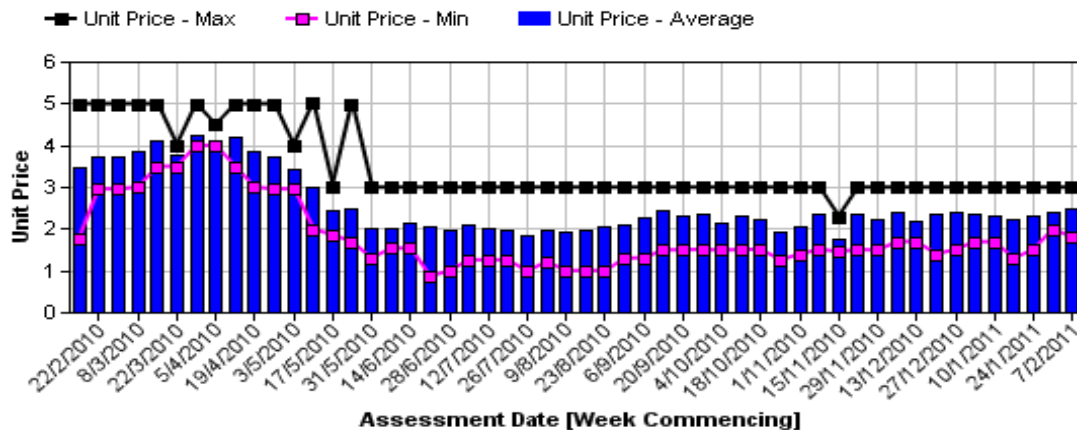
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

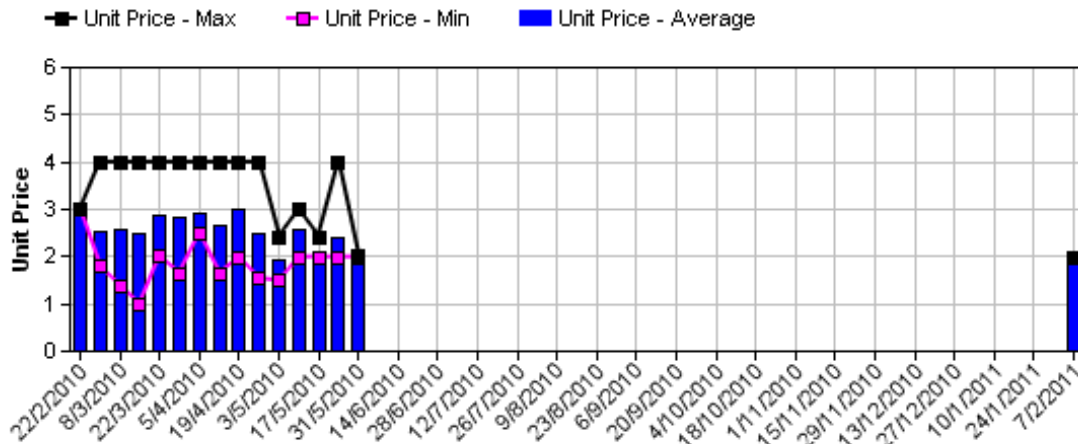


Hass Avocado Average Retail Prices - Perth

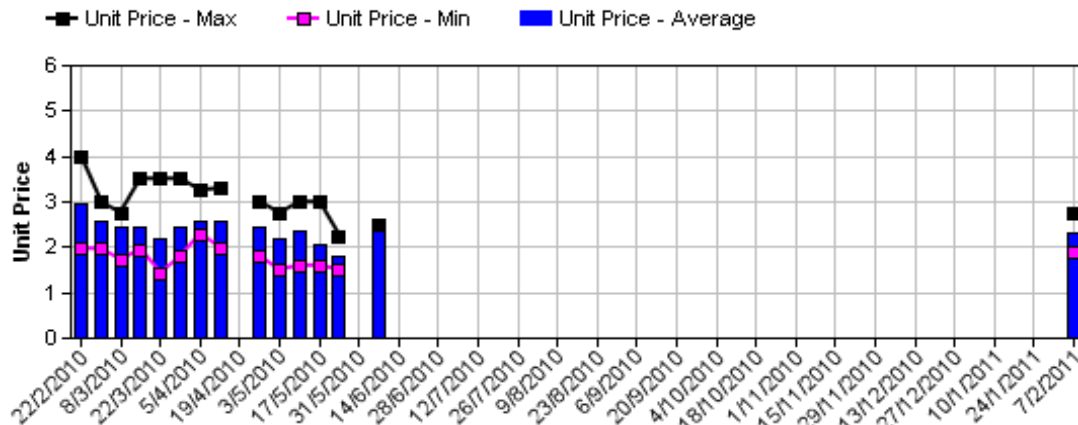


Assessment Date [Week Commencing]

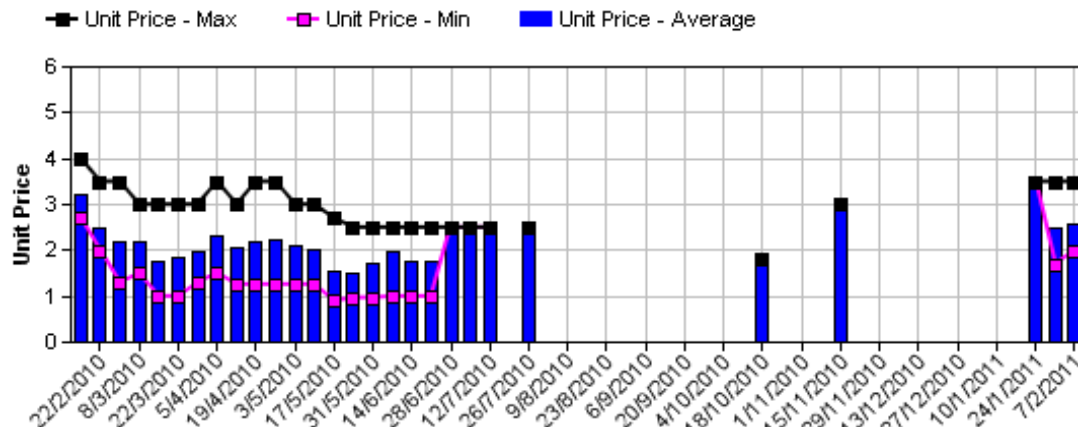
Shepard Avocado Average Retail Prices - Sydney



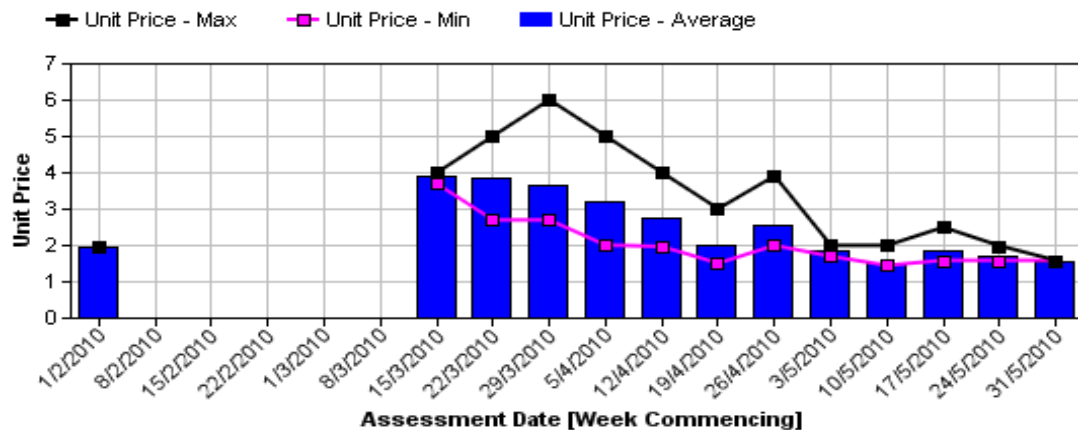
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	200	1.99	No	Aus
I	Hass	265	2.50	No	NZ
Woolworths	Hass	270	2.63	No	Mixed
Woolworths	Hass	325	2.63	No	Mixed
I	Hass	250	2.69	No	Aus
Coles	Hass	275	2.98	No	Mixed
Woolworths	Hass	270	2.98	No	Mixed
Coles	Hass	260	2.98	No	Mixed
Coles	Hass	290	2.98	No	Mixed
I	Hass	310	2.99	No	Aus
Foodworks	Hass	300	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	305	2.99	No	Aus
I	Hass	310	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Reed	460	2.99	No	Aus
I	Hass	290	3.49	No	Aus
IGA	Hass	250	3.49	No	NZ
BRISBANE					
I	Hass	160	1.39	Store	NZ
Woolworths	Hass	210	1.75	No	Mixed
Woolworths	Hass	185	1.76	No	Mixed
Woolworths	Hass	198	1.76	No	Mixed
I	Shepard	240	1.99	No	Aus
IGA	Hass	120	1.99	No	Aus
IGA	Shepard	200	1.99	Store	Aus
Coles	Hass	210	2.25	No	NZ
Coles	Hass	300	2.25	Store	Aus
Coles	Hass	220	2.25	No	NZ
I	Shepard	285	2.29	Store	Aus
IGA	Hass	195	2.42	No	NZ
I	Hass	240	2.49	No	NZ
I	Shepard	260	2.79	No	NS
I	Hass	325	2.99	No	NZ
I	Shepard	250	2.99	No	Aus
I	Hass	336	3.49	Store	Aus
I	Hass	350	3.49	Store	NS
I	Shepard	270	3.49	Store	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	1.29	No	NS
I	Shepard	245	1.88	No	Aus
I	Hass	270	2.40	No	NS
Coles	Hass	286	2.48	No	NZ
Coles	Hass	245	2.68	No	Aus
Coles	Hass	275	2.68	No	NZ
IS	Hass	250	2.69	No	NS
IGA	Hass	285	2.69	No	Aus
I	Shepard	270	2.75	No	NS
I	Hass	275	2.79	No	NS
Safeway	Hass	290	2.95	No	Aus
Safeway	Hass	310	2.98	No	Mixed
I	Hass	310	3.25	No	NS
I	Hass	300	3.25	No	NS
I	Hass	274	3.39	No	NZ
PERTH					
IS	Hass	220	1.79	Store	Aus
I	Hass	290	1.99	Store	Aus
IS	Hass	200	1.99	Store	Aus
Woolworths	Hass	195	2.25	No	Aus
Woolworths	Hass	210	2.25	Store	Aus
Coles	Hass	200	2.25	No	Aus
Woolworths	Hass	200	2.25	Store	Aus
Coles	Hass	200	2.25	No	Aus
Coles	Hass	240	2.25	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Hass	245	2.99	No	Aus
I	Hass	275	2.99	No	Aus
I	Hass	315	2.99	No	Aus
IGA	Hass	290	2.99	No	NS
IGA	Hass	285	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

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
 Mixed = display sign indicates fruit is from multiple origins

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