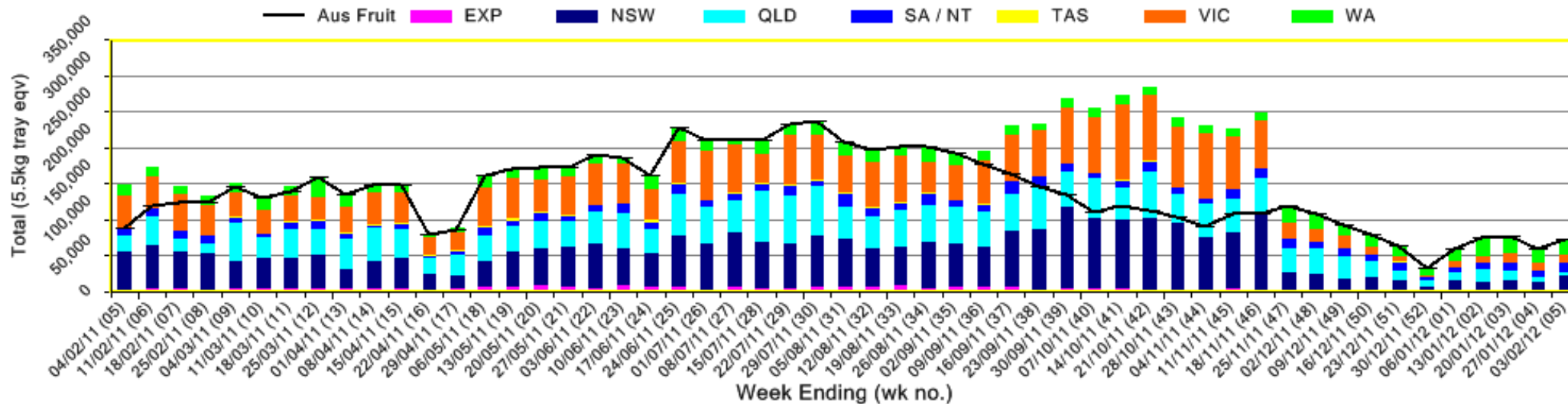


INFOCADO WEEKLY REPORT: 28th January—3rd February 2012 (Wk 5)

Industry Dispatches By Destination State and Count Size : 28th January - 3rd February 2012 (Wk 5)

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	P/PK	Oil	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP									1,217	448	1,665	192				2,014
NSW	2,687	3,754	4,830	2,278	304	1,112	432	1,182			16,579	1,558	378			19,481
QLD		178	998	123	659	62	387	466			2,873	987			5,040	5,584
SA / NT	300	359	1,560	3,196	304	2,494	2,601	667	120		11,601	698				12,870
VIC	2,003	2,810	1,589	1,817	51	645	199	41			9,155	1,521				11,920
WA	327	1,097	1,530	5,652		4,389	2,450	730	20		16,195	1,365		300		18,732
Total	5,317	8,198	10,507	13,066	1,318	8,702	6,069	4,303	588		58,068	6,321	378	300	5,040	70,601

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2012 to date = 334,082 5.5kg tray eqv



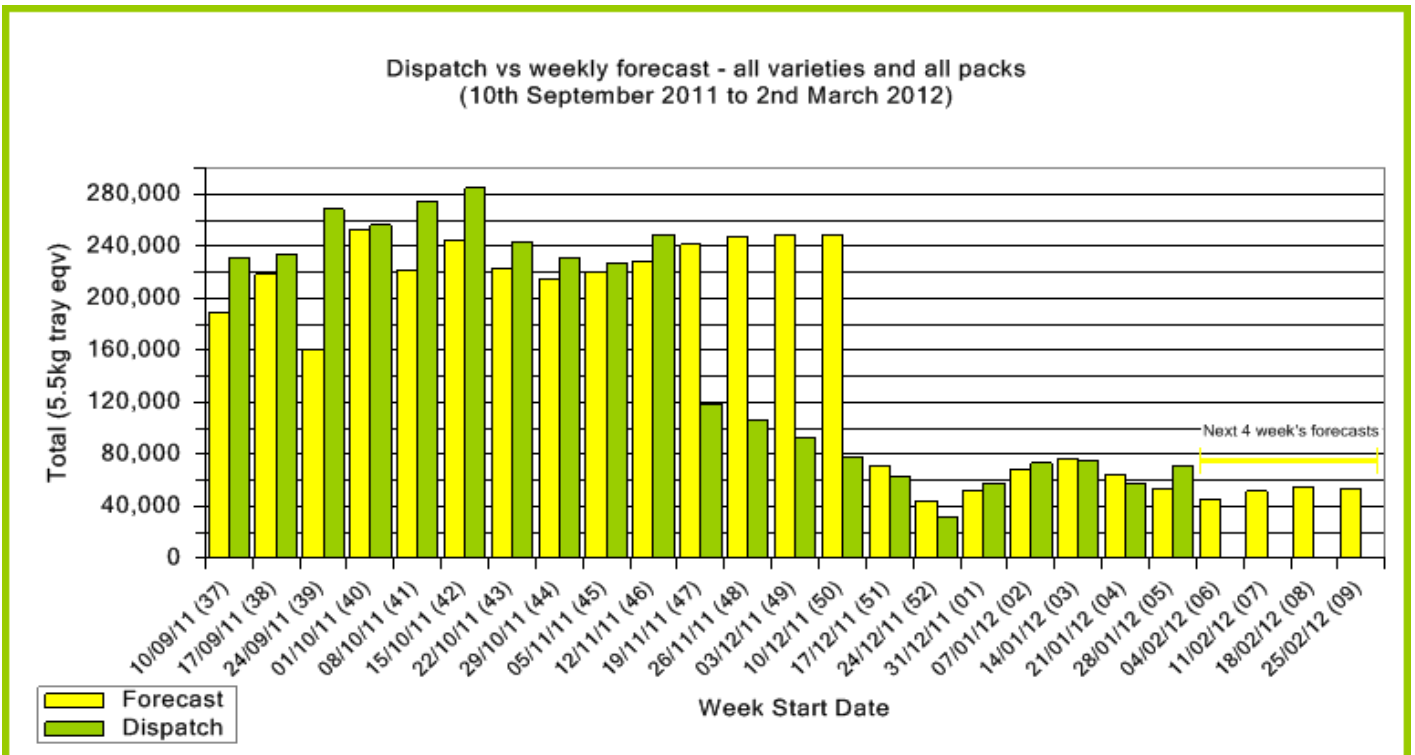
CEO Comments

- NZ forecasts and dispatches are not included in this report. The most up to date import data has been included on page 2 and has been sourced from Australia Customs records.
- Volumes last week increased slightly from Week 4 with 70,601 5.5kg eqv trays on the market vs 57,022.
- The forecast for Weeks 6-9 (see page 2) currently show similar volumes on the market to Week 4. Packhouse's can review their 4 weekly forecasts each week to make changes if they are needed.
- NQ Shepard is in stores across Brisbane and Sydney with volumes ramping up over the coming weeks.
- Growers are urged to make sure new season Hass fruit reaches a Dry Matter reading of 23% or above and Shepard reaches 21% before being sent to market. Instructions on how to conduct Dry Matter tests at home are included on the Avocados Australia website. Click [here](#).



Forecast Data (Week 5 - 9)				
Variety	Trays - Total	Bulk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 5 - begin 28/01/2012				
Gwen	800	600		1,891
Hass	34,417	3,890		41,490
Lamb Hass	4,100	390		4,809
Reed	1,670	176		1,990
Shepard	3,600	50		3,691
Week Total	44,587	5,106		53,871
Week 6 - begin 04/02/2012				
Gwen	250	176	1,260	799
Hass	28,442	2,400		32,806
Lamb Hass	2,440	200		2,804
Reed	1,000	350		1,636
Shepard	6,928	200		7,292
Week Total	39,060	3,326	1,260	45,336
Week 7 - begin 11/02/2012				
Hass	24,842	2,345		29,106
Lamb Hass	1,800	100		1,982
Reed	8,500	120		8,718
Shepard	11,383	300		11,928
Week Total	46,525	2,865		51,734
Week 8 - begin 18/02/2012				
Hass	22,407	1,575		25,271
Lamb Hass	1,200			1,200
Reed	1,200			1,200
Shepard	26,324	500		27,233
Week Total	51,131	2,075		54,904
Week 9 - begin 25/02/2012				
Hass	21,961	1,425		24,552
Shepard	28,324	500		29,233
Week Total	50,285	1,925		53,785

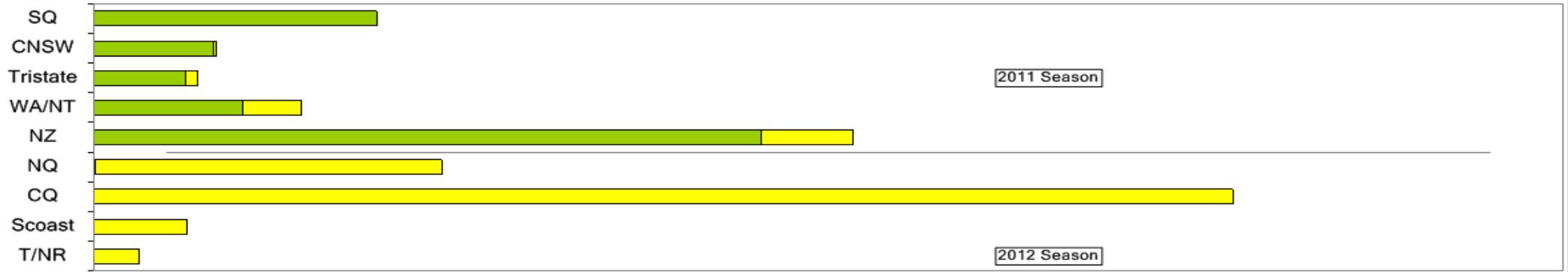
Green shading indicates dispatch data		Yellow shading indicates forecast data				
Dispatch Data (Week 5 - begin 28/01/2012)						
Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	1,872	788			3,780	3,992
Hass	46,865	4,881	378	300		55,864
Lamb Hass	5,357	352			1,260	6,226
Reed	2,435	152				2,711
Shepard	1,539	148				1,808
Total	58,068	6,321	378	300	5,040	70,601



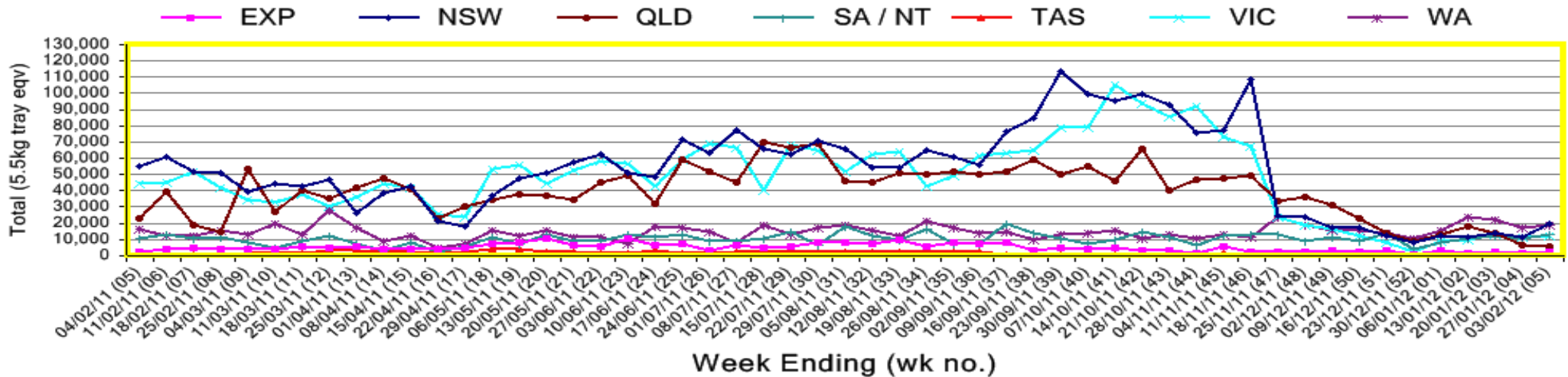
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	3,115,656
Australia		314,209	617,690	655,540	685,179					2,272,618
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	814,982	685,179					2,622,573

Percentage dispatched by region (Based on seasonal forecast - 2012)

■ 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 2012 to date = 334,082 5.5kg tray eqv



Week 5 contributors - Packhouses

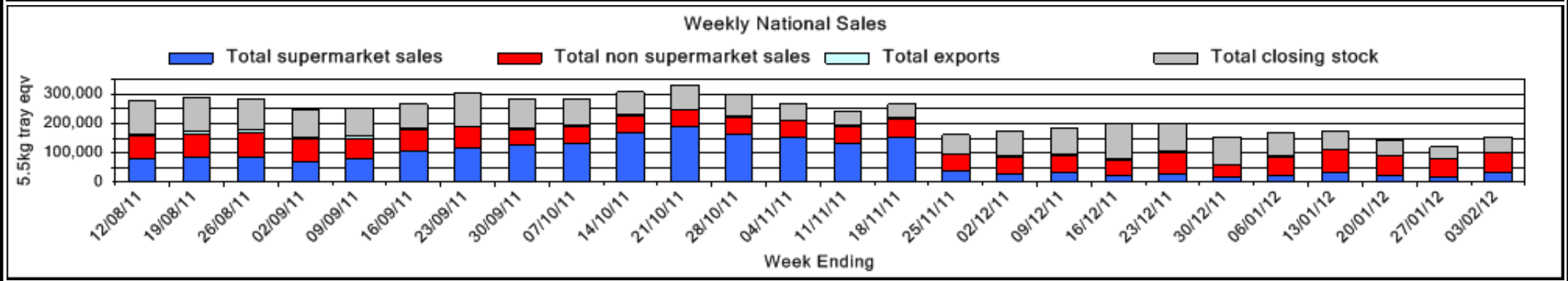
- Advance Packing & Marketing Services P/L
- Ashbourne Hills Avocados
- Aussie Orchards Growers & Packers
- Avonova
- C F Fechner
- Chinoola Orchards
- Delroy Orchards
- Gunnado Farm
- Mariners Rest
- Natures Fruit Company
- One Harvest
- R & M Waterman
- Simfresh Pty Ltd
- Sunfresh
- VP & EA Farrell
- Willow Creek

Week 5 contributors - Wholesalers

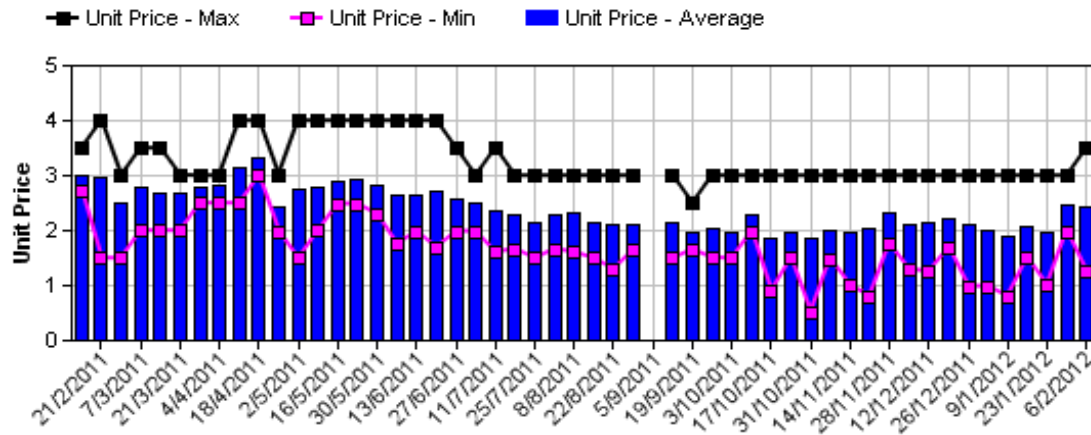
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Choice WA Pty Ltd (Perth)
- Fresh Express Produce Pty Ltd (Perth)
- Freshmax Pty Ltd (Brisbane)
- 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 (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

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

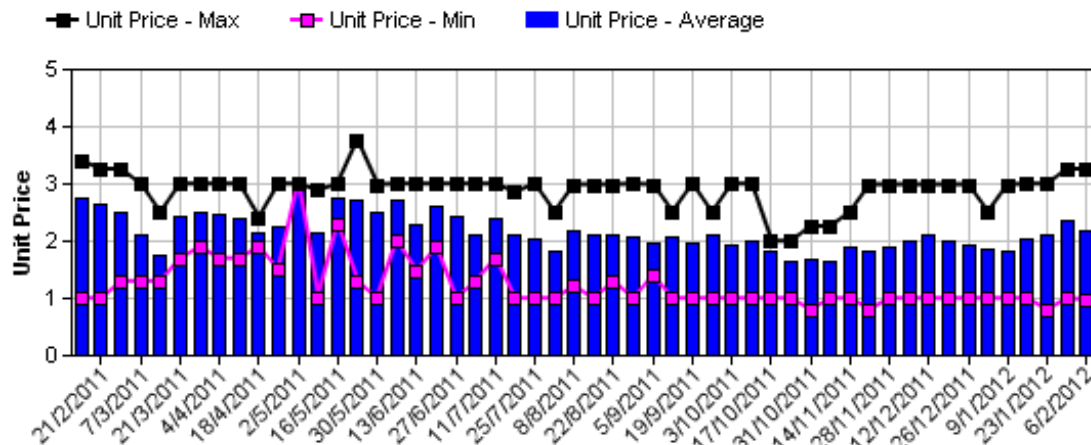
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	16			16	4			4	7						23			23
Total non supermarket sales	8,129	30	1,139	9,298	595		363	958	1,742						9,211	30	1,799	11,040
Total exports																		
Total sales	8,145	30	1,139	9,314	599		363	962	1,749						9,234	30	1,799	11,063
Total Stock on Hand	3,985		542	4,527			56	56	102						3,985		644	4,629
QLD																		
Total supermarket sales		786		786	40	148		188	342						73	1,055		1,128
Total non supermarket sales	19,691	568	1,279	21,538	541		70	611	1,111						20,675	568	1,406	22,649
Total exports		737		737														737
Total sales	19,691	2,091	1,279	23,061	581	148	70	799	1,453						20,747	2,360	1,406	24,514
Total Stock on Hand	9,908	296	230	10,434	129			129	235						10,143	296	230	10,669
SA & TAS																		
Total supermarket sales	20,628		1,412	22,040	204			204	371						20,999		1,412	22,411
Total non supermarket sales	5,017		107	5,124	892			892	1,622						6,639		107	6,746
Total exports																		
Total sales	25,645		1,519	27,164	1,096			1,096	1,993						27,638		1,519	29,157
Total Stock on Hand	8,717		5,354	14,071	397		2,289	2,686	4,884						9,439		9,516	18,955
VIC																		
Total supermarket sales																		
Total non supermarket sales	10,993	649	555	12,197	244	21	56	321	584	74			74	13	11,450	687	657	12,794
Total exports																		
Total sales	10,993	649	555	12,197	244	21	56	321	584	74			74	13	11,450	687	657	12,794
Total Stock on Hand	13,177		1,142	14,319	237	3	189	429	780	38			38	7	13,615	5	1,486	15,106
WA																		
Total supermarket sales	9,662			9,662	137			137	249						9,911			9,911
Total non supermarket sales	7,689			7,689	2,136			2,136	3,884						11,573			11,573
Total exports	928			928	192			192	349						1,277			1,277
Total sales	18,279			18,279	2,465			2,465	4,482						22,761			22,761
Total Stock on Hand	4,300			4,300	464			464	844						5,144			5,144
Total																		
Total supermarket sales	30,306	786	1,412	32,504	385	148		533	969						31,006	1,055	1,412	33,473
Total non supermarket sales	51,519	1,247	3,080	55,846	4,408	21	489	4,918	8,942	74			74	13	59,547	1,285	3,969	64,801
Total exports	928	737		1,665	192			192	349						1,277	737		2,014
Total sales	82,753	2,770	4,492	90,015	4,985	169	489	5,643	10,260	74			74	13	91,830	3,077	5,381	100,288
Total Stock on Hand	40,087	296	7,268	47,651	1,227	3	2,534	3,764	6,844	38			38	7	42,325	301	11,875	54,502



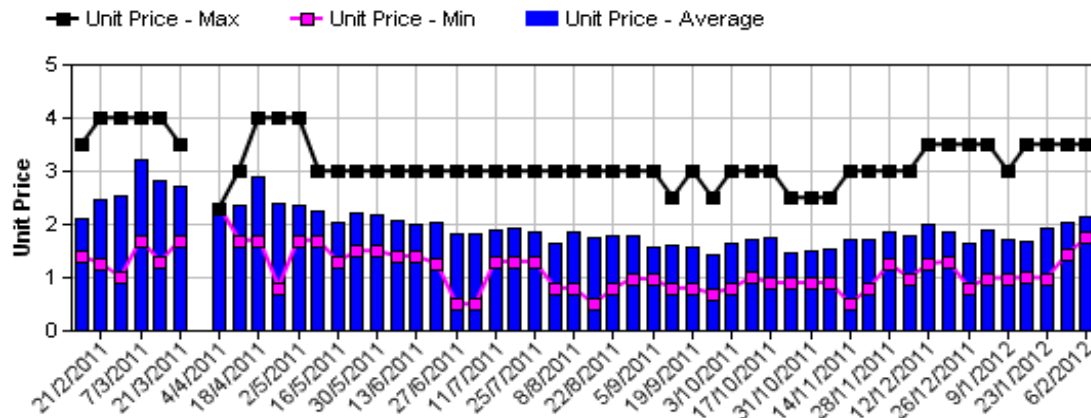
Hass Avocado Average Retail Prices - Sydney



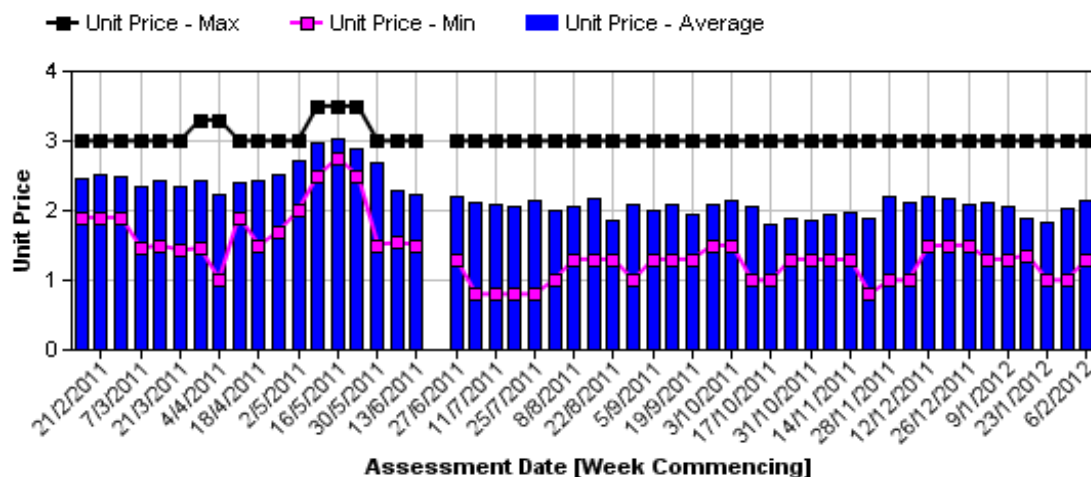
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

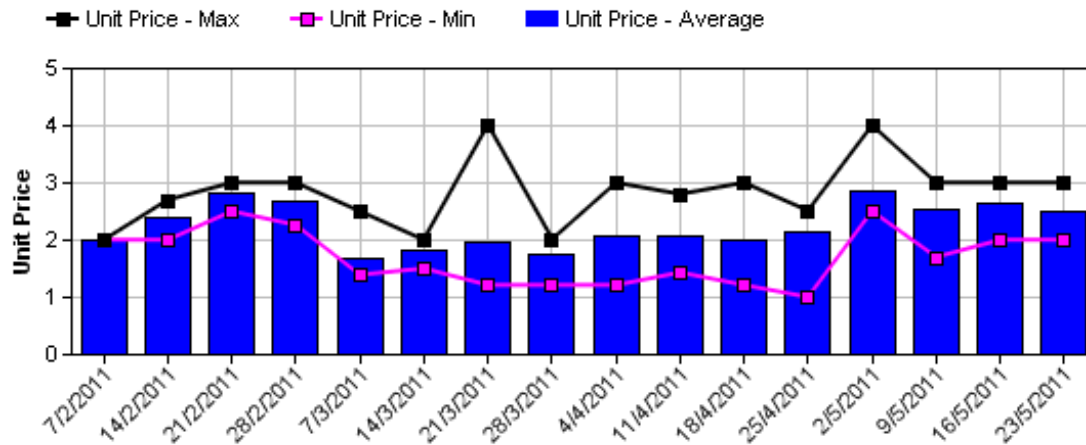


Hass Avocado Average Retail Prices - Perth

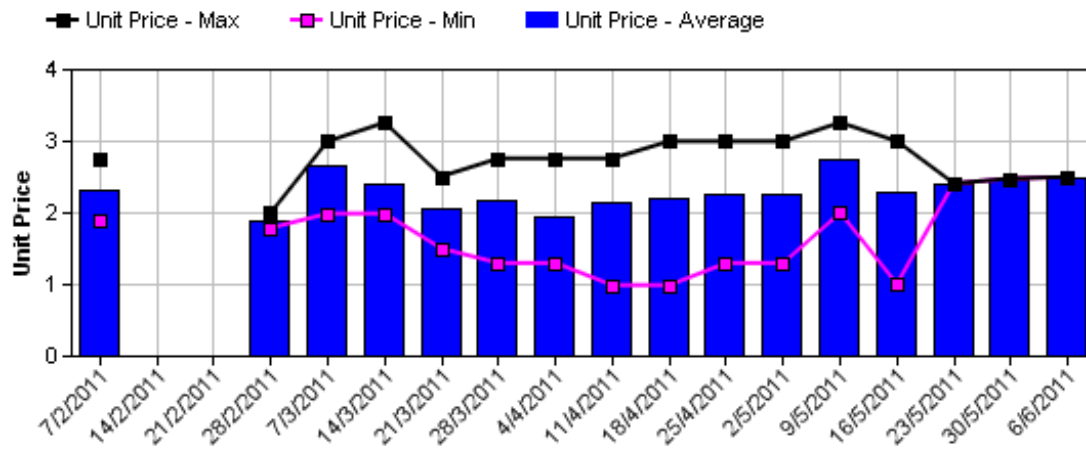


Assessment Date [Week Commencing]

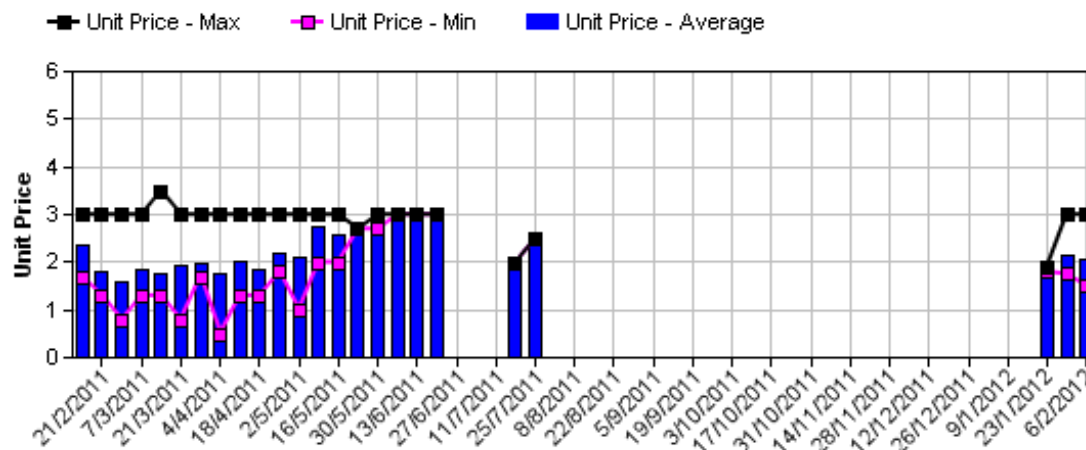
Shepard Avocado Average Retail Prices - Sydney



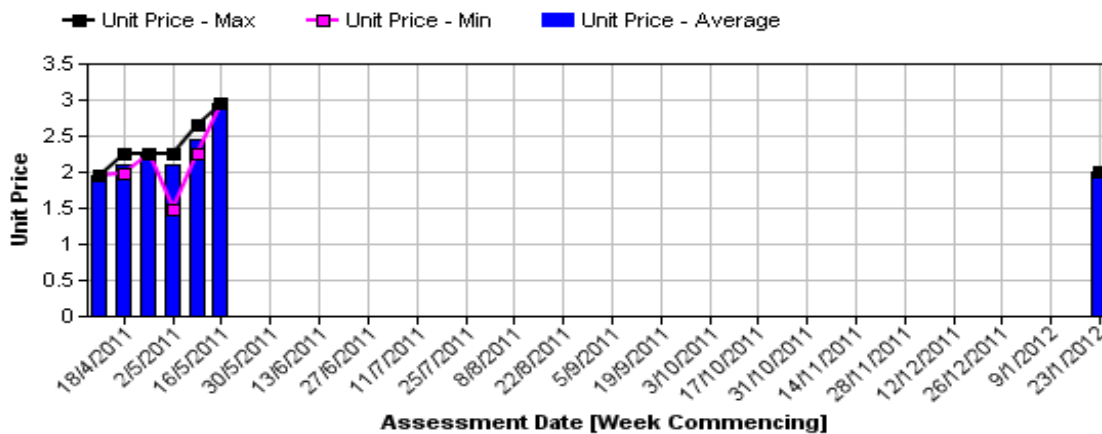
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 6th February 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	260	1.25	Store	NZ	I	Hass	230	0.97	No	NS
Coles	Hass	290	1.25	Store	NZ	Coles	Hass	270	1.30	Cat	NZ
Coles	Hass	300	1.25	No	NZ	Coles	Hass	285	1.30	Cat	NZ
Woolworths	Hass	260	1.98	No	NZ	Coles	Hass	305	1.30	Cat	NZ
I	Reed	370	1.99	No	Aus	IS	Hass	250	1.69	Cat	NZ
Woolworths	Hass	290	2.48	Store	NZ	IGA	Hass	264	1.99	No	Aus
Woolworths	Hass	285	2.48	No	NZ	I	Hass	264	1.99	No	Aus
I	Hass	300	2.49	No	Aus	I	Hass	265	2.47	No	Aus
I	Reed	510	2.49	No	Aus	Safeway	Hass	285	2.48	No	NZ
I	Reed	410	2.50	No	Aus	I	Hass	275	2.48	No	Aus
I	Hass	320	2.50	No	Mixed	Safeway	Hass	270	2.48	No	NZ
I	Hass	320	2.50	No	Mixed	Safeway	Hass	260	2.48	No	NZ
I	Hass	295	2.50	No	Mixed	I	Hass	290	2.99	No	Aus
I	Reed	445	2.50	No	Aus	I	Hass	310	3.25	No	Aus
IGA	Hass	310	2.95	No	Aus	I	Hass	290	3.25	No	Aus
IGA	Hass	280	2.99	No	Mixed	PERTH					
I	Hass	315	2.99	No	Aus	I	Hass	180	1.29	No	Aus
I	Hass	280	2.99	No	Aus	I	Hass	225	1.50	Store	Aus
Foodworks	Hass	305	2.99	No	Aus	Woolworths	Hass	210	1.98	Store	Aus
I	Reed	480	2.99	No	Aus	Woolworths	Hass	210	1.98	Store	Aus
I	Hass	290	3.49	No	Aus	Woolworths	Hass	180	1.98	Store	Aus
I	Reed	545	3.99	No	Aus	Coles	Hass	320	1.98	No	Aus
BRISBANE						Coles	Hass	280	1.98	No	Aus
IGA	Shepard	280	1.49	Cat	NS	I	Hass	2.65	1.99	No	Aus
IGA	Hass	200	1.74	No	NZ	IGA	Hass	240	1.99	Store	Aus
Coles	Hass	200	1.74	No	NZ	IS	Hass	265	1.99	Store	Aus
Woolworths	Hass	220	1.74	No	Aus	IGA	Hass	260	2.49	No	Aus
Woolworths	Hass	240	1.74	No	NZ	I	Hass	255	2.49	No	Aus
IGA	Hass	220	1.74	Store	NZ	IGA	Hass	260	2.49	No	Aus
Coles	Hass	235	1.75	No	NZ	I	Hass	300	2.99	No	Aus
I	Shepard	280	1.79	Store	Aus	IGA	Hass	325	2.99	No	Aus
I	Reed	485	1.99	No	Aus						
I	Hass	240	1.99	No	Aus						
I	Shepard	180	1.99	Store	Aus						
I	Hass	235	1.99	Store	Aus						
I	Hass	300	1.99	No	NS						
I	Hass	305	2.89	Store	NS						
I	Hass	330	2.99	Store	Aus						
I	Shepard	285	2.99	Store	Aus						
I	Hass	358	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

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