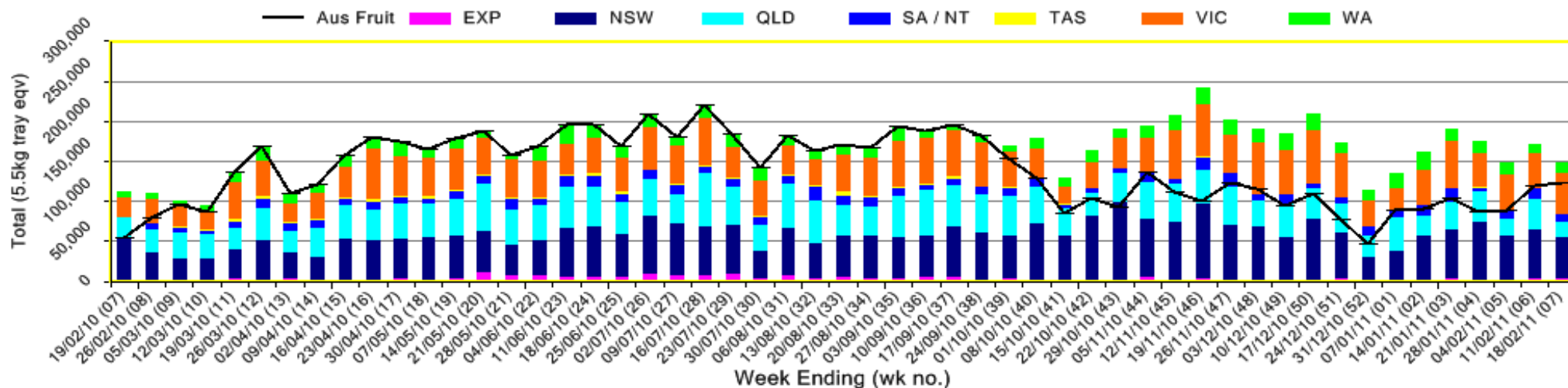


INFOCADO WEEKLY REPORT: 12th - 18th February 2011 (Wk 7)

Industry Dispatches By Destination State and Count Size : 12th February - 18th February 2011 (Wk 7)

Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Other	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									2,463	769	3,232	480		4,105
NSW	258	3,472	4,956	7,261	2,995	11,991	8,556	4,514	1,780	45,783	2,630	3,840	1,500	51,536
QLD	14	572	1,610	2,671	520	2,871	5,755	1,130	839	15,982	192	8,640	2,910	18,431
SA / NT	37	92	2,000	1,694		1,324	2,008	1,579		8,734	727	2,500		10,511
VIC	24	2,043	7,533	14,389	287	11,468	5,615	2,647	476	44,482	2,841	11,520		51,742
WA	88	99	736	1,883		3,641	2,421	672	49	9,589	824	3,000		11,632
Total	421	6,278	16,835	27,898	3,802	31,295	24,355	13,005	3,913	127,802	7,694	29,500	4,410	147,957

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,133,621 5.5kg tray eqv



Comments From the CEO

- Volumes dispatched to market have slowed last week. Volumes out of WA and NZ have slowed, with NQ starting to send more fruit after recovering from Cyclone Yasi.
- Volumes over the next 4 weeks are becoming slightly lower, allowing the market to clear stock.
- Retail prices have in the last week move downwards, averages are similar, but the range of lower prices has extended.
- NQ fruit is being supported with a PR program that is aimed to help consumers understand that Cyclone effected fruit is just now starting to hit the retail stores and that fruit will look a little "rougher" on the outside, but is still beautiful on the inside. To see the PR program and help spread the message please see the Australian Avocados Facebook page www.facebook.com/AustralianAvocados

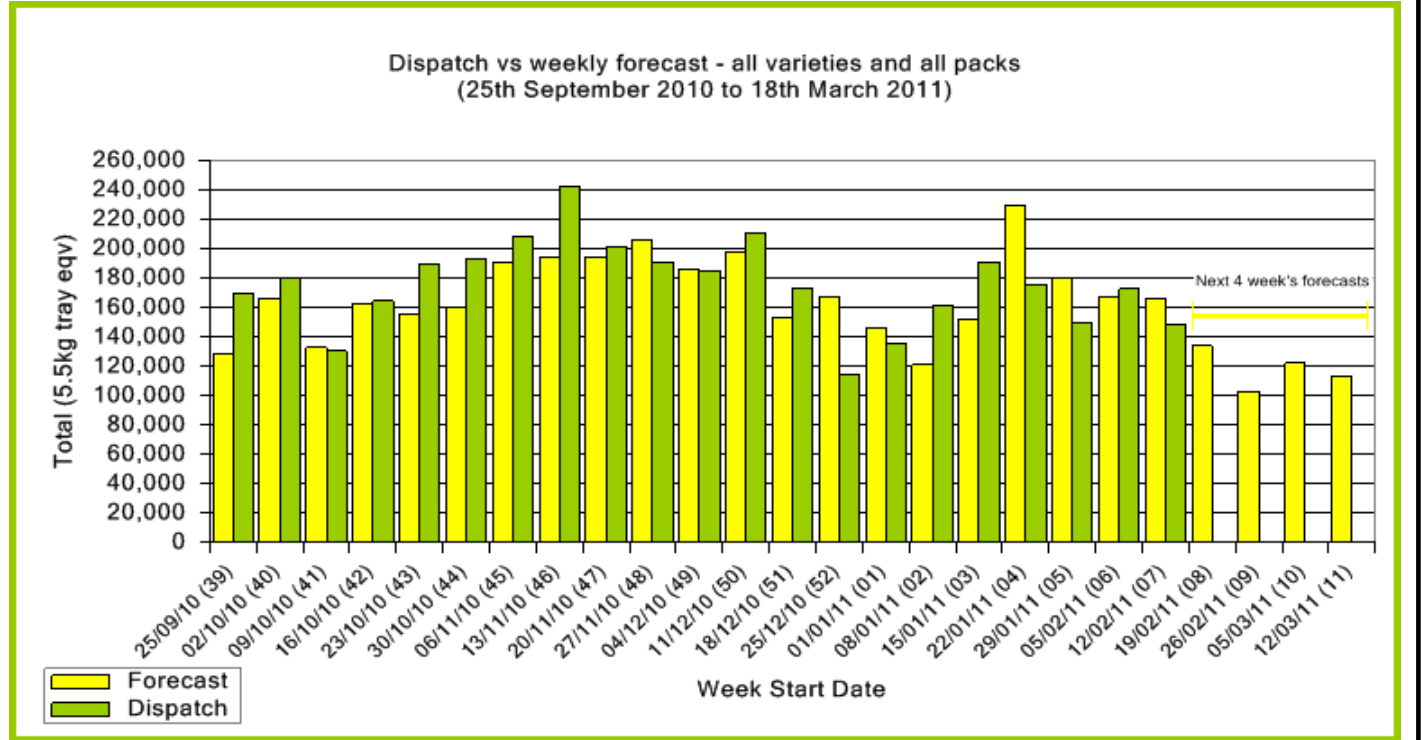


Forecast Data (Week 7 - 11)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 7 - begin 12/02/2011					
Hass	102,919	5,820	5,500		114,501
Reed	20	100			202
Shepard	43,950	4,225		1,500	51,905
Week Total	146,889	10,145	5,500	1,500	166,607
Week 8 - begin 19/02/2011					
Hass	58,870	3,680	5,500		66,561
Shepard	57,936	4,625	4,000	2,500	67,527
Week Total	116,806	8,305	9,500	2,500	134,088
Week 9 - begin 26/02/2011					
Hass	42,152	3,755	5,500		49,979
Shepard	47,818	2,170	4,000	1,500	52,763
Week Total	89,970	5,925	9,500	1,500	102,743
Week 10 - begin 05/03/2011					
Hass	36,665	3,255	2,500		43,038
Shepard	71,200	3,820	4,000	1,500	79,145
Week Total	107,865	7,075	6,500	1,500	122,184
Week 11 - begin 12/03/2011					
Hass	26,043	1,320	2,500		28,898
Shepard	77,000	3,810	4,000	1,500	84,927
Week Total	103,043	5,130	6,500	1,500	113,825

Green shading indicates dispatch data

Yellow shading indicates forecast data

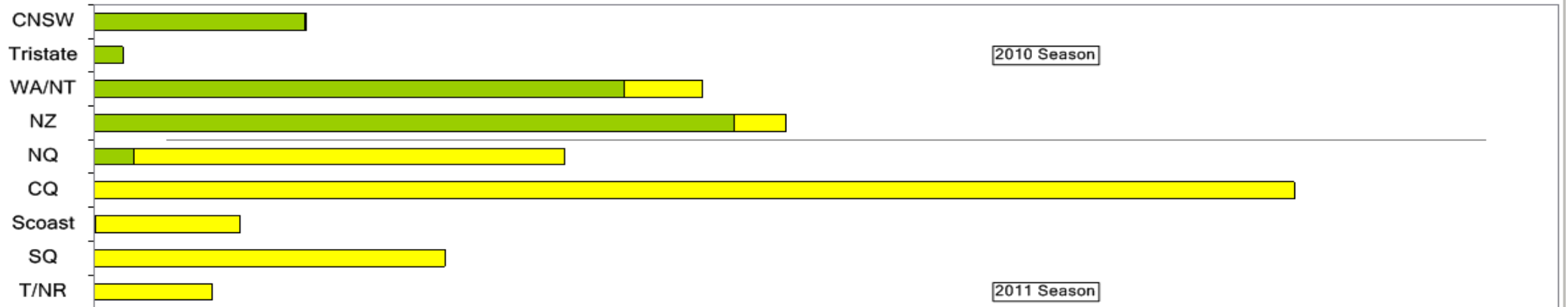
Dispatch Data (Week 7 - begin 12/02/2011)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	95,334	6,633	29,500		112,758
Lamb Hass	79	19			114
Reed	170	31			226
Shepard	32,220	1,011		4,410	34,860
Total	127,803	7,694	29,500	4,410	147,958



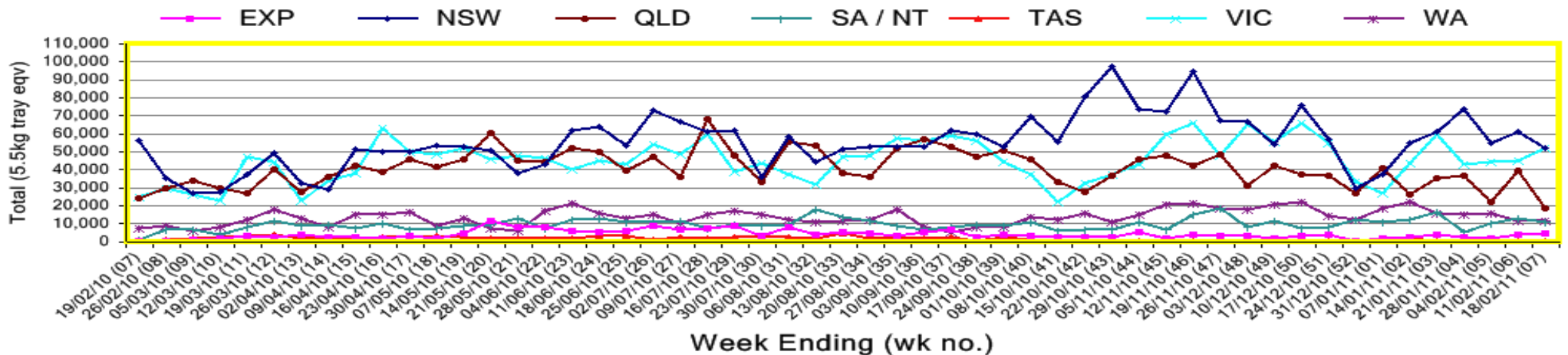
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	142,754			1,531,513
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	142,754			1,621,772

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 = 1,133,621 5.5kg tray eqv



Week 7 contributors - Packhouses

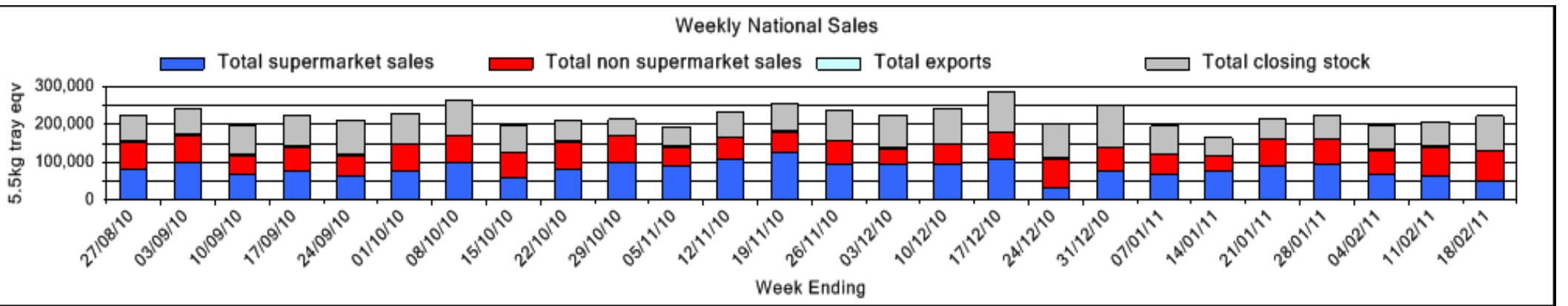
- | | |
|------------------------------------------|------------------------|
| Advance Packing & Marketing Services P/L | Lavers Orchards |
| Aussie Orchards Growers & Packers | Lone Gum Avocados |
| Avocado Industry Council | Mariners Rest |
| Avonova | Natures Fruit Company |
| Battistin Orchards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

Week 7 contributors - Wholesalers

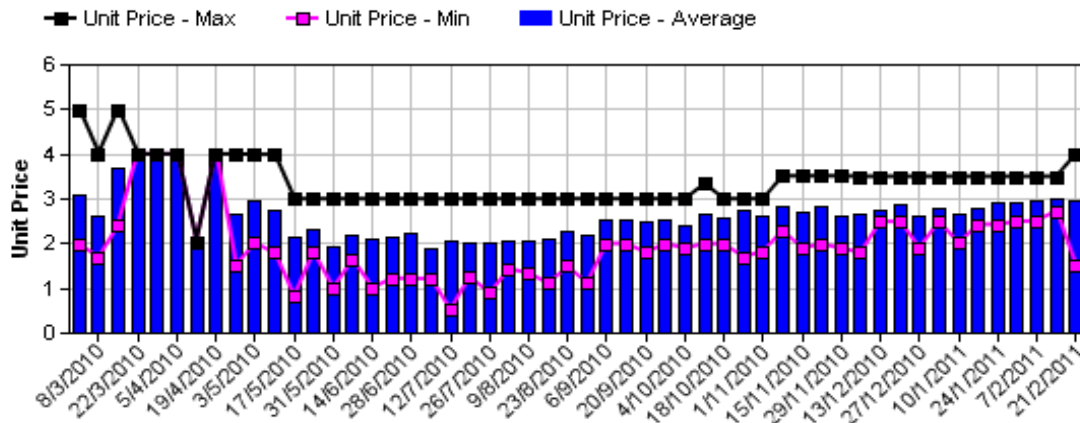
- | | |
|------------------------------------------|-------------------------------------------|
| Allcrops Pty Ltd (Sydney) | Mercer Mooney (Perth) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Moraitis (Sydney) |
| Barkers (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Quality Produce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

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

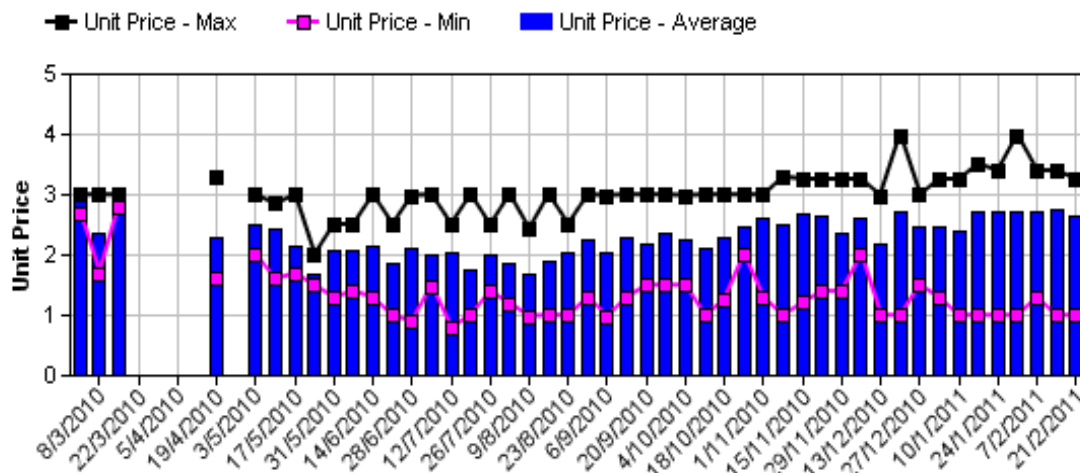
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	19,022			19,022	384			384	698						19,720			19,720
Total non supermarket sales	15,622	3,678	929	20,229	3,722	1,093	150	4,965	9,027						22,389	5,665	1,202	29,256
Total exports																		
Total sales	34,644	3,678	929	39,251	4,106	1,093	150	5,349	9,725						42,109	5,665	1,202	48,976
Total Stock on Hand	18,548	6,166	191	24,905	863	607		1,470	2,673						20,117	7,270	191	27,578
QLD																		
Total supermarket sales	4,626			4,626											4,626			4,626
Total non supermarket sales	14,486	1,023		15,509		160		160	291						14,486	1,314		15,800
Total exports		1,320		1,320												1,320		1,320
Total sales	19,112	2,343		21,455		160		160	291						19,112	2,634		21,746
Total Stock on Hand	21,474	480		21,954		72		72	131						21,474	611		22,085
SA & TAS																		
Total supermarket sales	2,027			2,027											2,027			2,027
Total non supermarket sales	4,007		227	4,234	939			939	1,707						5,714		227	5,941
Total exports																		
Total sales	6,034		227	6,261	939			939	1,707						7,741		227	7,968
Total Stock on Hand	13,526		181	13,707	1,649			1,649	2,998						16,524		181	16,705
VIC																		
Total supermarket sales	17,413	679		18,092											17,413	679		18,092
Total non supermarket sales	10,868	3,622		14,490	561	135		696	1,265						11,888	3,868		15,756
Total exports																		
Total sales	28,281	4,301		32,582	561	135		696	1,265						29,301	4,547		33,848
Total Stock on Hand	8,457	6,773	4	15,233	566		2	568	1,033						9,486	6,773	7	16,266
WA																		
Total supermarket sales	6,151			6,151											6,151			6,151
Total non supermarket sales	7,983			7,983	1,861			1,861	3,384						11,367			11,367
Total exports	1,760			1,760	480			480	873						2,633			2,633
Total sales	15,894			15,894	2,341			2,341	4,256						20,150			20,150
Total Stock on Hand	6,959			6,959	614			614	1,116						8,075			8,075
Total																		
Total supermarket sales	49,239	679		49,918	384			384	698						49,937	679		50,616
Total non supermarket sales	52,966	8,324	1,156	62,446	7,083	1,388	150	8,621	15,675						65,844	10,847	1,429	78,120
Total exports	1,760	1,320		3,080	480			480	873						2,633	1,320		3,953
Total sales	103,965	10,323	1,156	115,444	7,947	1,388	150	9,485	17,245						118,414	12,846	1,429	132,689
Total Stock on Hand	68,963	13,419	376	82,758	3,692	679	2	4,373	7,951						75,676	14,653	379	90,708



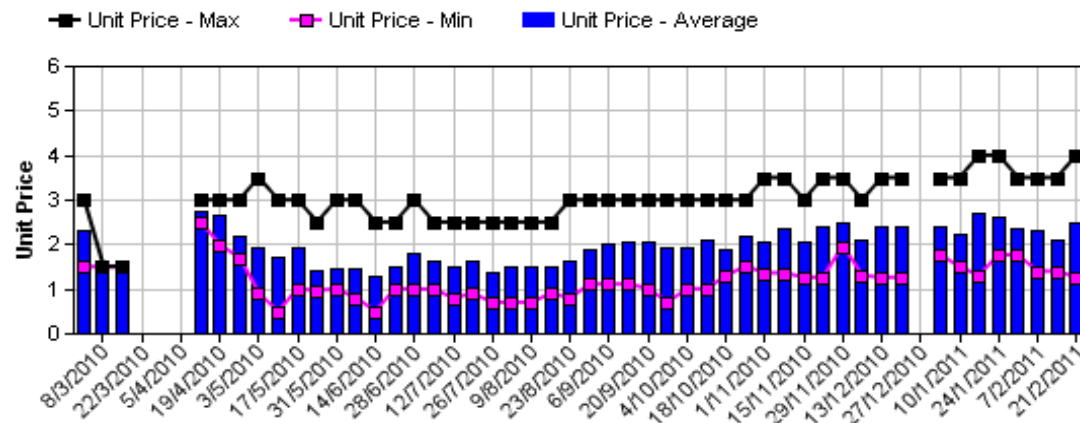
Hass Avocado Average Retail Prices - Sydney



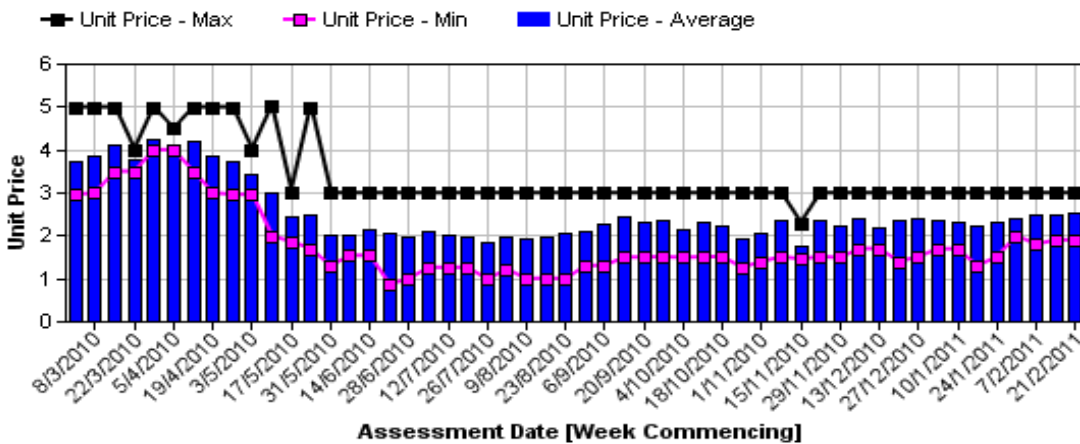
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

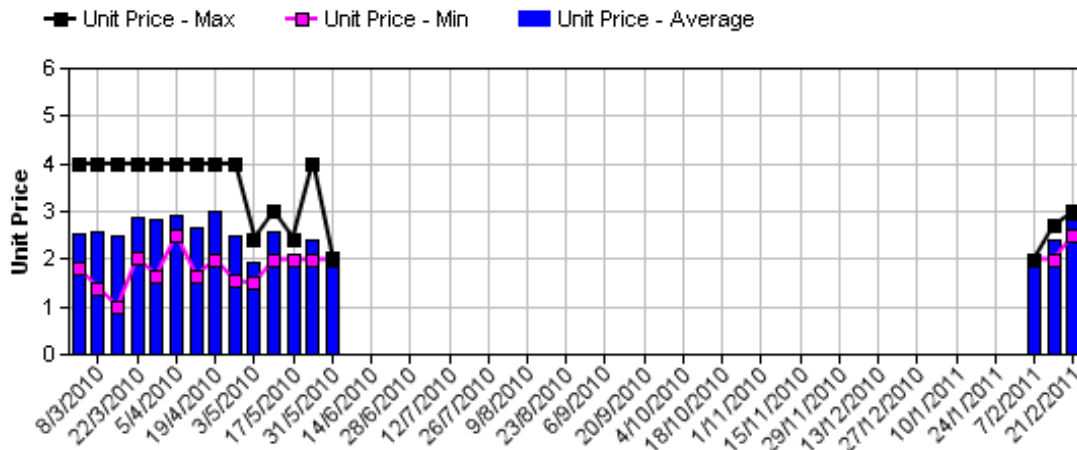


Hass Avocado Average Retail Prices - Perth

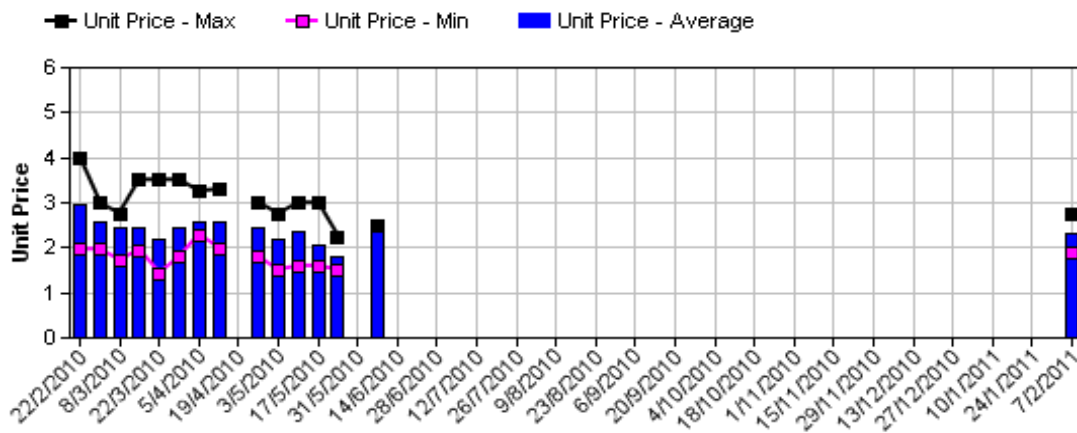


Assessment Date [Week Commencing]

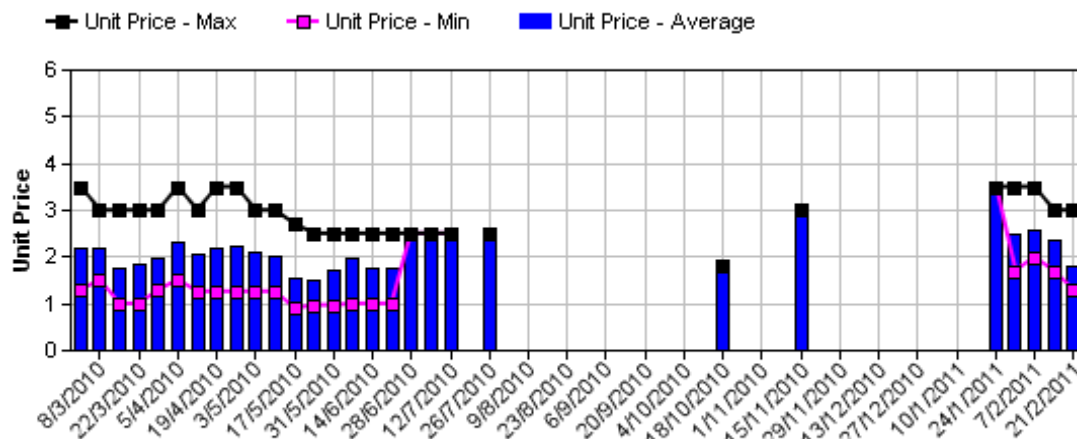
Shepard Avocado Average Retail Prices - Sydney



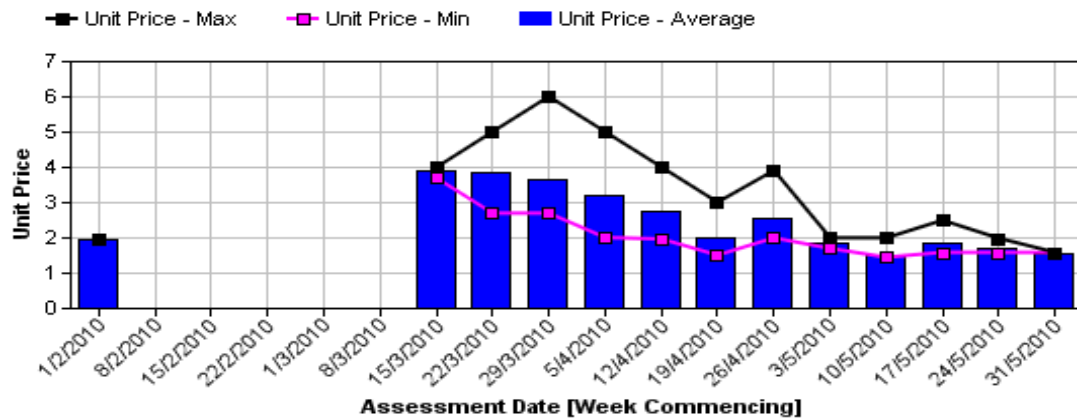
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 21st February 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					
IGA	Hass	140	1.49	No	NS	I	Hass	215	0.99	No	NS
IGA	Hass	225	2.49	Store	NZ	I	Hass	270	1.99	No	Aus
I	Shepard	260	2.49	No	Aus	I	Hass	245	2.4	No	NS
I	Shepard	245	2.69	No	Aus	Coles	Hass	240	2.48	No	NZ
Woolworths	Hass	205	2.72	No	Mixed	Coles	Hass	260	2.48	No	NZ
Woolworths	Hass	235	2.72	Store	Mixed	Coles	Hass	270	2.48	No	NZ
Woolworths	Hass	290	2.72	No	Mixed	IS	Hass	245	2.69	No	NS
Coles	Hass	260	2.98	No	Mixed	I	Hass	290	2.79	No	NS
Coles	Hass	250	2.98	No	Mixed	Safeway	Hass	250	2.95	No	Mixed
Coles	Hass	240	2.98	No	Mixed	Safeway	Hass	300	2.95	No	NZ
I	Shepard	330	2.99	No	Aus	Safeway	Hass	295	2.95	No	NZ
I	Shepard	2.5	2.99	No	Aus	IC	Hass	305	2.98	No	Aus
I	Reed	395	2.99	No	Aus	IGA	Hass	240	2.99	No	NZ
IGA	Shepard	265	2.99	No	Aus	I	Hass	315	3.25	No	NS
Foodworks	Hass	270	2.99	No	Aus	I	Hass	290	3.25	No	NS
IC	Hass	295	3.49	No	NZ	PERTH					
I	Reed	445	3.49	No	Aus	IS	Hass	240	1.89	Store	Aus
IC	Hass	290	3.49	No	NZ	IS	Hass	195	1.99	Store	Aus
IC	Hass	305	3.49	No	Aus	Coles	Hass	200	2.25	No	Aus
I	Hass	210	3.99	No	Aus	Coles	Hass	210	2.25	No	Aus
BRISBANE						Woolworths	Hass	240	2.25	No	Aus
Woolworths	Hass	180	1.25	No	Mixed	Coles	Hass	225	2.25	No	Aus
I	Shepard	240	1.29	Store	Aus	Woolworths	Hass	210	2.25	Store	Aus
I	Shepard	185	1.39	Store	NS	Woolworths	Hass	265	2.25	Store	Aus
I	Shepard	210	1.49	Store	NZ	I	Hass	250	2.49	No	Aus
IGA	Hass	180	1.69	No	NS	I	Hass	270	2.49	Store	Aus
IGA	Shepard	240	1.69	No	NS	I	Hass	250	2.99	No	Aus
I	Hass	240	1.69	Store	NZ	I	Hass	270	2.99	No	Aus
Woolworths	Shepard	245	1.76	No	Aus	IGA	Hass	280	2.99	No	Aus
Woolworths	Shepard	275	1.76	No	Aus	IGA	Hass	250	2.99	No	Aus
IGA	Hass	200	1.76	No	NZ	IGA	Hass	240	2.99	No	Aus
Woolworths	Shepard	245	1.76	No	Aus	I	Hass	270	2.99	No	Aus
Coles	Hass	280	2.25	Store	NS						
Coles	Hass	265	2.25	Store	NZ						
Coles	Hass	300	2.25	Store	NZ						
I	Shepard	255	2.29	Store	Aus						
IGA	Hass	220	2.99	No	Aus						
I	Shepard	260	2.99	Store	Aus						
I	Hass	248	2.99	Store	Aus						
I	Hass	325	2.99	No	NZ						
I	Hass	255	3.49	Store	NS						
I	Hass	330	3.99	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