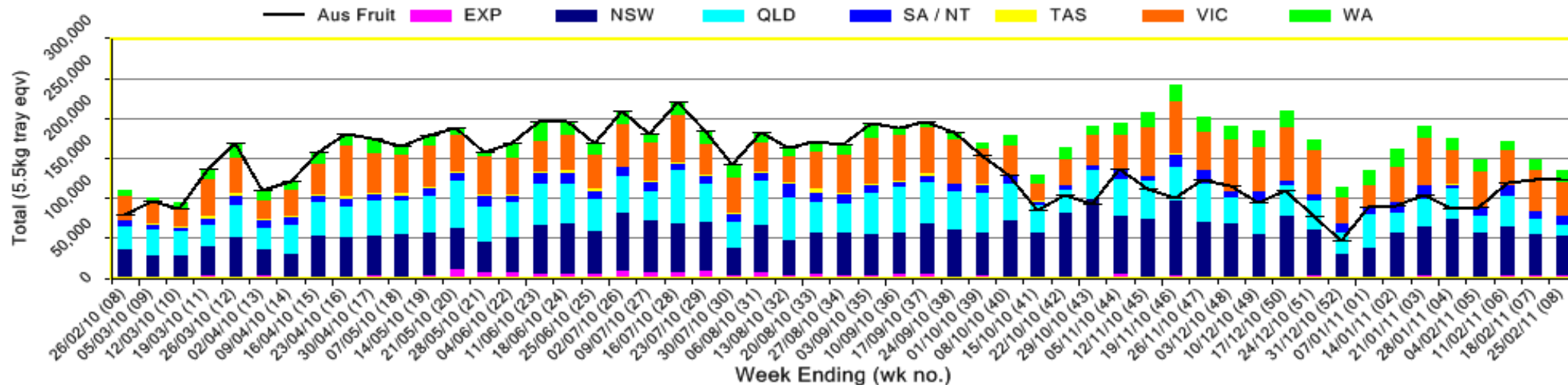


INFOCADO WEEKLY REPORT: 19th - 25th February 2011 (Wk 8)

Industry Dispatches By Destination State and Count Size : 19th February - 25th February 2011 (Wk 8)

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								66		1,222	688				1,976	672				3,198
NSW	115	2,529	3,970	8,302	6,298	10,332	8,767	3,355	1,223	44,891	2,580	3,399			50,200					
QLD	21	119	334	875	214	2,159	4,962	1,341	191	10,216	1,565		2,805	2,388	14,005					
SA / NT	4	176	1,389	2,798		1,201	2,043	1,848	288	9,747	805	1,000			11,393					
VIC	122	3,808	7,055	9,392	302	6,978	3,539	1,361	388	32,945	3,554	9,600			41,152					
WA	141	101	782	2,545	110	3,417	4,678	1,008	77	12,859	891	1,500			14,752					
Total	403	6,733	13,530	23,912	6,924	24,153	23,989	10,135	2,855	112,634	10,067	15,499	2,805	2,388	134,700					

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,268,321 5.5kg tray eqv



Comments From the CEO

- Volumes continue to decrease with NZ and WA all but out of the market.
- Supply into the market will now be dominated by Shepard from next week. Shepard dry matters are well above the industry standard, setting around the 24% level. Shepard eating quality is very good.
- The PR program to help consumers to understand that the cyclone skin damage is only superficial is in full swing. Have a look at the Australian Avocados Facebook page to keep up to date www.facebook.com/australianavocados
- Retail prices in Brisbane and Sydney have lowered, with Melbourne and Perth staying level. With more sensible retail prices, volumes in the market will clear quickly.



Forecast Data (Week 8 - 12)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv

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	40,932	3,755	5,500		48,759
Shepard	75,306	5,530	8,000	2,500	87,271
Week Total	116,238	9,285	13,500	2,500	136,030

Week 10 - begin 05/03/2011

Hass	36,665	3,255	2,500		43,038
Shepard	96,416	6,730	4,000	2,500	109,834
Week Total	133,081	9,985	6,500	2,500	152,873

Week 11 - begin 12/03/2011

Hass	33,279	3,030	2,500		39,243
Shepard	99,377	5,920	4,000	2,000	111,232
Week Total	132,656	8,950	6,500	2,000	150,475

Week 12 - begin 19/03/2011

Hass	23,070	1,330	2,500		25,943
Reed	8,709	1,000			10,527
Shepard	93,377	5,920	3,000	2,000	105,050
Week Total	125,156	8,250	5,500	2,000	141,520

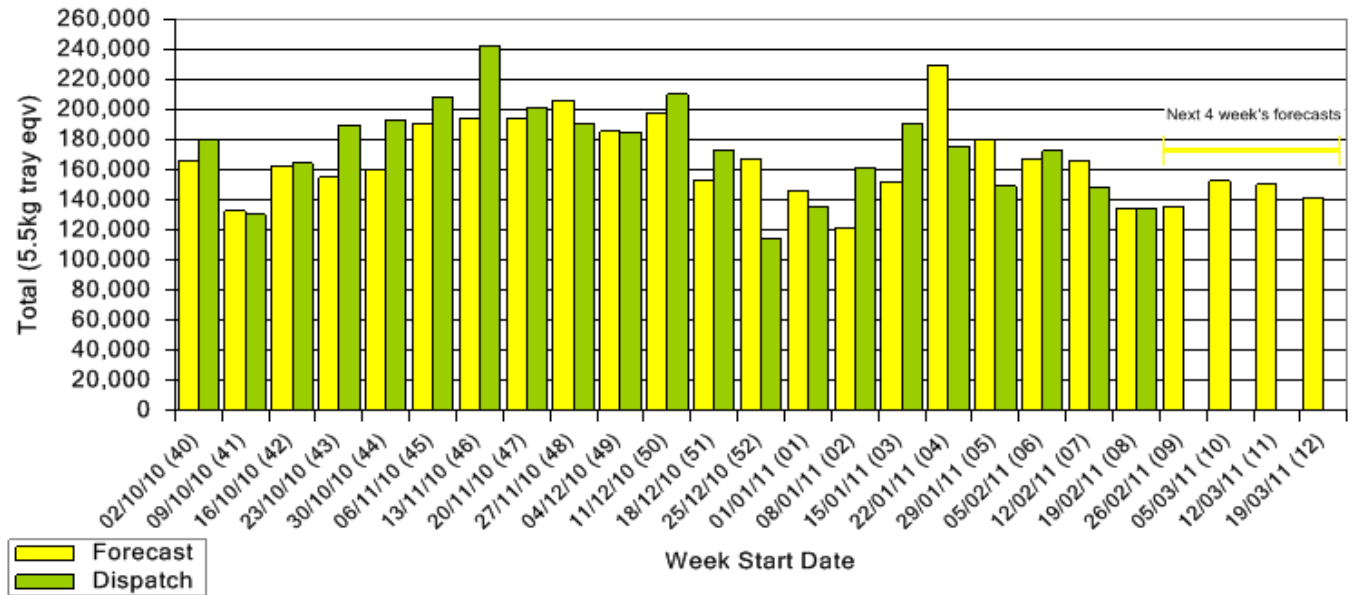
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 8 - begin 19/02/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	66,827	5,508	12,100			79,042
Lamb Hass	74					74
Shepard	45,730	4,559	3,399	2,805	2,388	55,581
Total	112,631	10,067	15,499	2,805	2,388	134,697

**Dispatch vs weekly forecast - all varieties and all packs
(2nd October 2010 to 25th March 2011)**



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

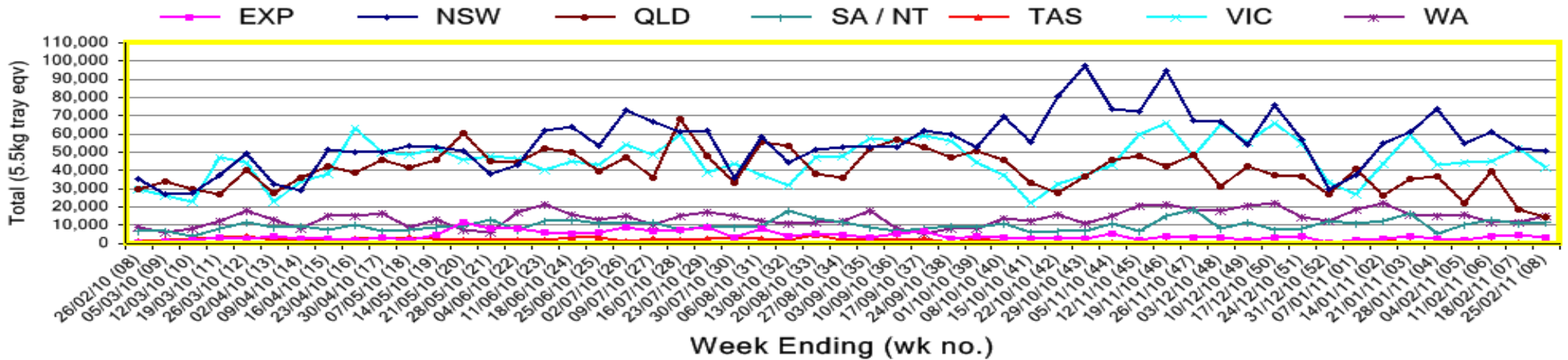
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646			1,544,405
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646			1,634,664

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 = 1,268,321 5.5kg tray eqv



Week 8 contributors - Packhouses

- | | |
|--------------------------------------|-----------------------------|
| Advance Packing & Marketing Services | Lone Gum Avocados |
| Aussie Orchards Growers & Packers | Mariners Rest |
| Avocados With Altitude Pty Ltd | Midcoast Avocados |
| Bellview Orchards Pty Ltd | Natures Fruit Company |
| Blushing Acres Pty Ltd | NZ Avocado Industry Council |
| Delroy Orchards | R & M Waterman |
| Hilltop Mareeba | Sunfresh |
| Kulnura Ambrosia Avocados | Theart Farming Pty Ltd |
| Lavers Orchards | |

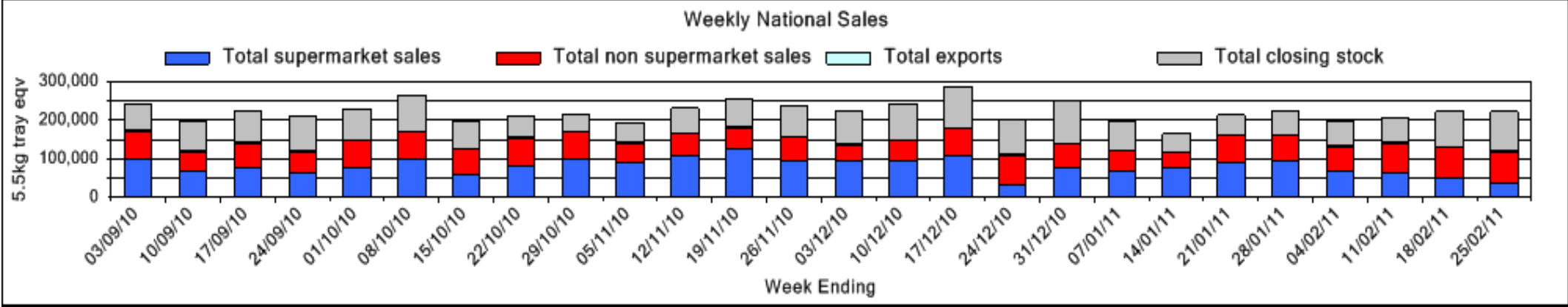
Week 8 contributors - Wholesalers

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

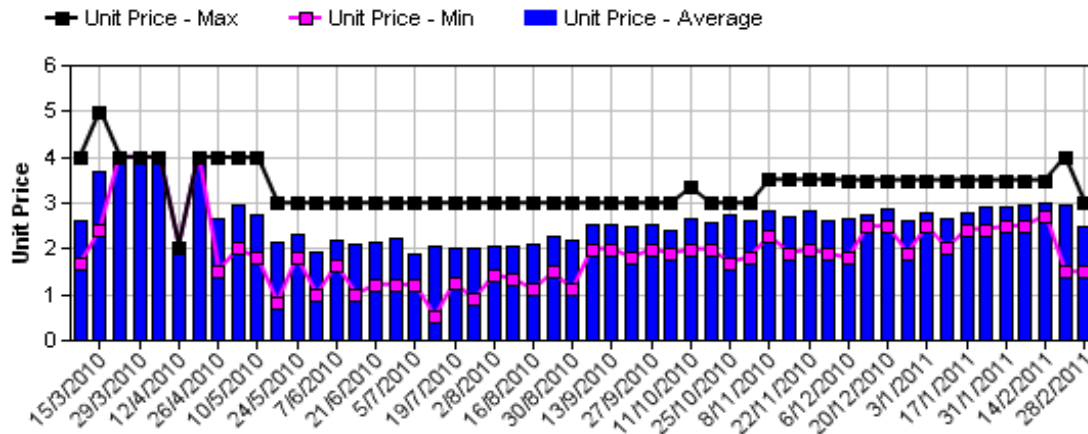
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,001	3,021		13,022	192	386		578	1,051						10,350	3,723		14,073
Total non supermarket sales	17,022	5,616	876	23,514	2,877	1,185	185	4,247	7,722						22,253	7,771	1,212	31,236
Total exports																		
Total sales	27,023	8,637	876	36,536	3,069	1,571	185	4,825	8,773						32,603	11,494	1,212	45,309
Total Stock on Hand	25,977	4,341		30,318	573	172		745	1,355						27,019	4,654		31,673
QLD																		
Total supermarket sales	3,192	2,000		5,192											3,192	2,000		5,192
Total non supermarket sales	10,810	1,713		12,523		126		126	229						10,810	1,942		12,752
Total exports		1,016		1,016													1,016	1,016
Total sales	14,002	4,729		18,731		126		126	229						14,002	4,958		18,960
Total Stock on Hand	22,046	2,969		25,015		138		138	251						22,046	3,220		25,266
SA & TAS																		
Total supermarket sales	6,005			6,005						1,000			1,000	182	6,187			6,187
Total non supermarket sales	3,554		151	3,705	1,049			1,049	1,907						5,462		151	5,613
Total exports																		
Total sales	9,560		151	9,711	1,049			1,049	1,907	1,000			1,000	182	11,649		151	11,800
Total Stock on Hand	14,095		30	14,125	1,337			1,337	2,431						16,526		30	16,556
VIC																		
Total supermarket sales	3,633	3,140		6,773	48			48	87						3,720	3,140		6,861
Total non supermarket sales	16,136	7,406	4	23,547	1,454	318	2	1,774	3,225						18,780	7,985	7	26,772
Total exports																		
Total sales	19,769	10,547	4	30,320	1,502	318	2	1,822	3,313						22,500	11,125	7	33,633
Total Stock on Hand	15,011	4,731		19,742	1,875	73		1,948	3,542						18,420	4,864		23,284
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	10,183			10,183	1,244			1,244	2,262	1,500			1,500	273	12,718			12,718
Total Stock on Hand																		
Total																		
Total supermarket sales	29,115	8,162		37,277	242	386		628	1,142	2,500			2,500	455	30,010	8,864		38,874
Total non supermarket sales	50,462	14,735	1,031	66,228	5,950	1,629	187	7,766	14,120						61,280	17,697	1,371	80,348
Total exports	960	1,016		1,976	672			672	1,222						2,182	1,016		3,197
Total sales	80,537	23,913	1,031	105,481	6,864	2,015	187	9,066	16,484	2,500			2,500	455	93,472	27,576	1,371	122,419
Total Stock on Hand	80,619	12,041	30	92,690	3,929	383		4,312	7,840						87,763	12,738	30	100,530

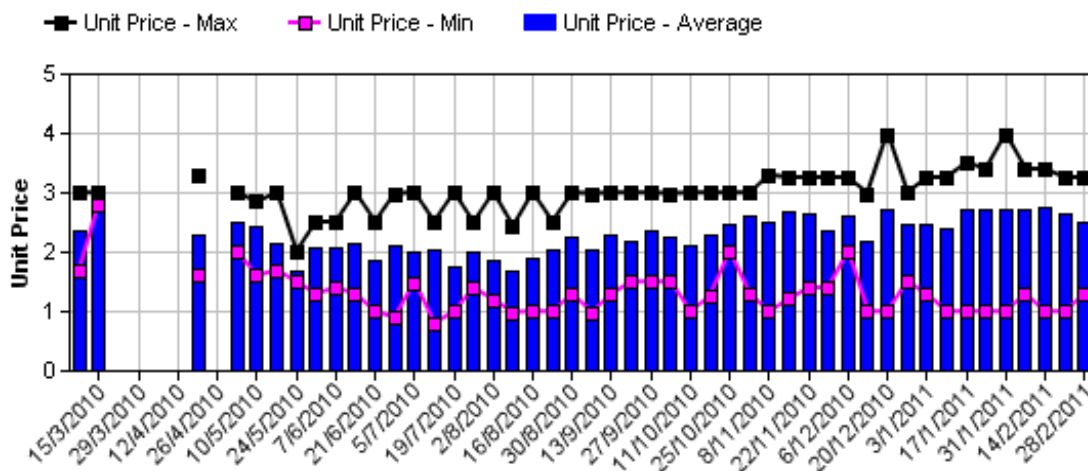
Full data set not displayed because not enough WA wholesalers contributed data this week



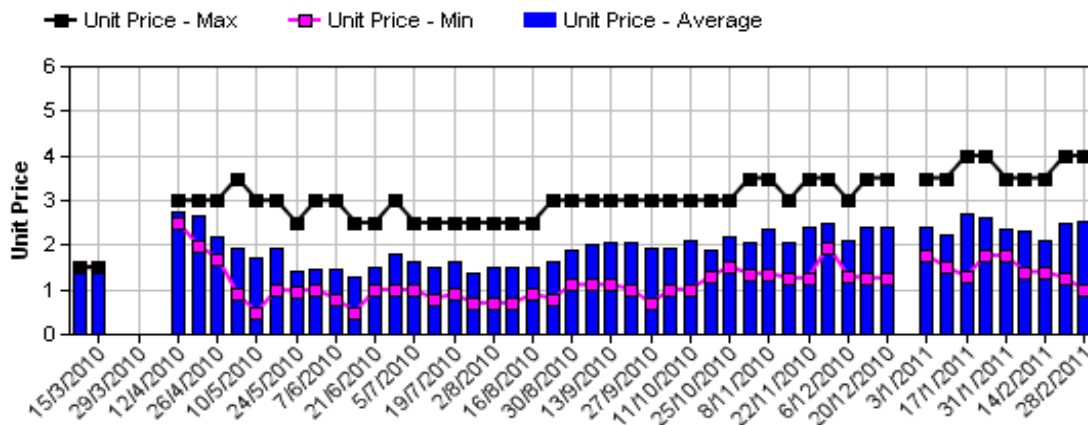
Hass Avocado Average Retail Prices - Sydney



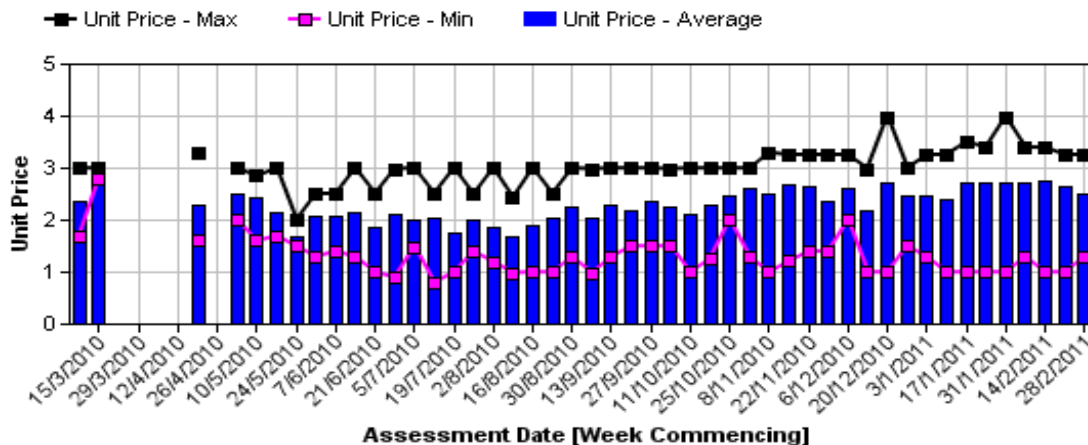
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

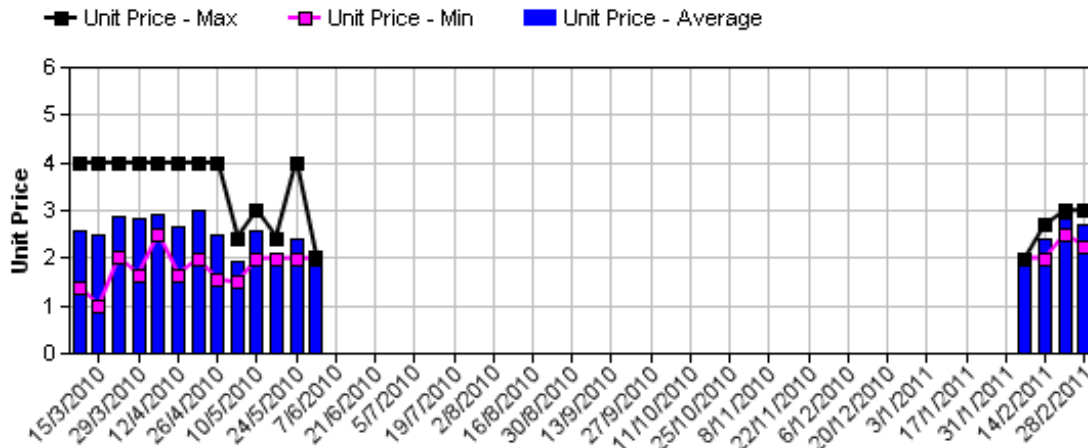


Hass Avocado Average Retail Prices - Melbourne

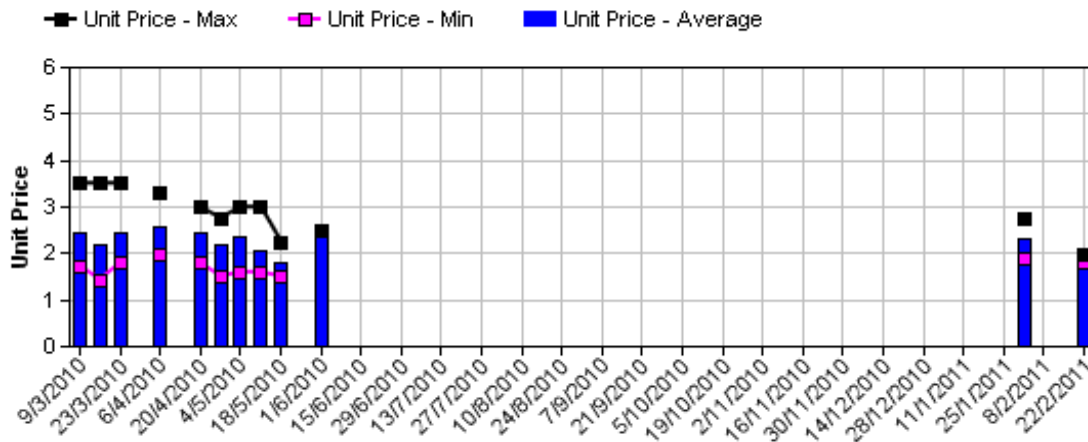


Assessment Date [Week Commencing]

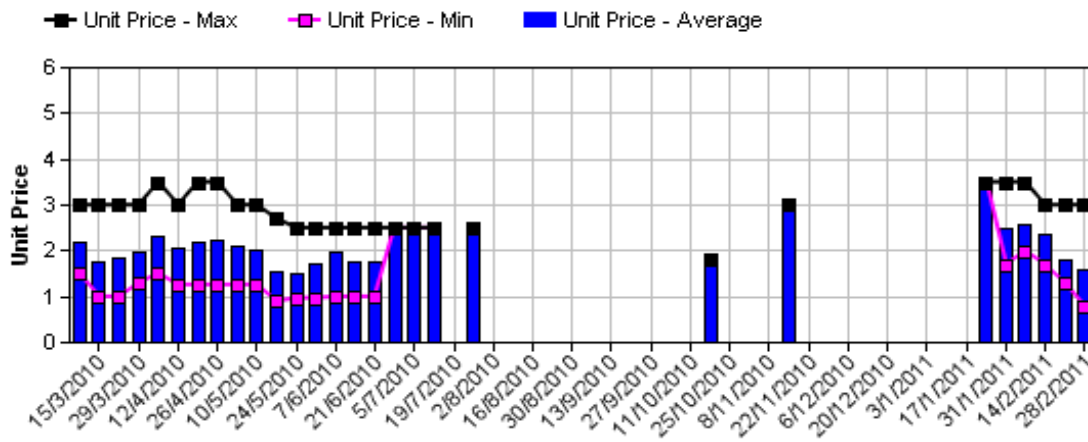
Shepard Avocado Average Retail Prices - Sydney



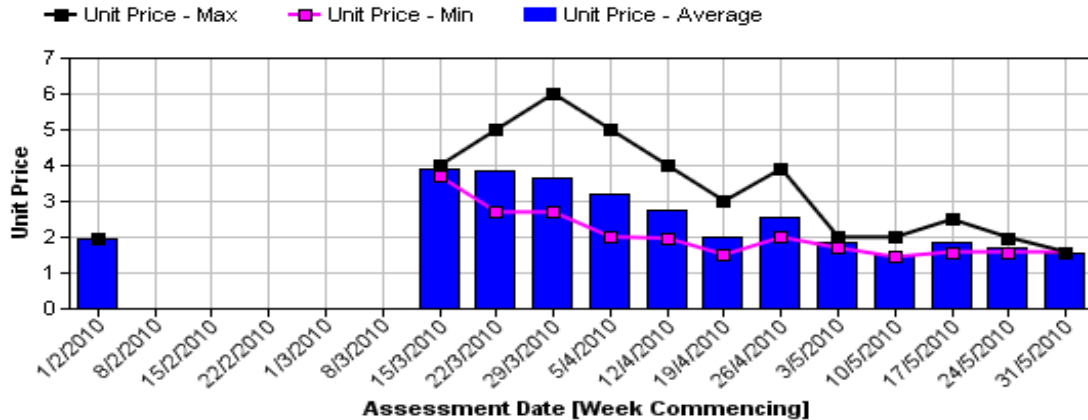
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 28th 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	150	1.49	No	NS	I	Hass	240	1.29	No	NS																		
I	Reed	380	1.99	No	Aus	I	Shepard	245	1.78	No	Aus																		
Woolworths	Shepard	290	2.25	No	Aus	I	Hass	265	1.99	Cat	Aus																		
Woolworths	Hass	200	2.25	No	Aus	I	Shepard	260	1.99	No	NS																		
I	Shepard	245	2.29	No	Aus	IGA	Hass	265	1.99	Cat	NZ																		
Coles	Hass	250	2.48	Cat	Mixed	I	Hass	260	2.40	No	NS																		
Woolworths	Shepard	265	2.48	Store	Aus	Coles	Hass	310	2.48	Cat	Mixed																		
Coles	Hass	240	2.48	Cat	Mixed	Coles	Hass	270	2.48	Cat	Mixed																		
Coles	Hass	240	2.48	Cat	Mixed	Safeway	Hass	300	2.48	No	Aus																		
I	Shepard	220	2.49	No	Aus	Coles	Hass	290	2.48	Cat	Aus																		
I	Hass	245	2.49	No	Aus	IS	Hass	245	2.69	No	NS																		
I	Hass	315	2.50	Store	Aus	Safeway	Hass	285	2.95	No	Mixed																		
I	Hass	300	2.50	Store	Aus	Safeway	Hass	305	2.95	No	Aus																		
I	Hass	320	2.50	No	Mixed	I	Hass	305	3.25	No	NS																		
Woolworths	Hass	225	2.72	No	Mixed	I	Hass	315	3.25	No	NS																		
IGA	Shepard	265	2.99	No	Aus	PERTH																							
Foodworks	Hass	290	2.99	No	Aus	IGA	Hass	100	0.01	No	Aus																		
I	Shepard	390	2.99	No	Aus	IS	Hass	235	1.89	Store	Aus																		
I	Reed	390	2.99	No	Aus	IS	Hass	195	1.99	Store	Aus																		
I	Hass	300	2.99	No	Aus	Woolworths	Hass	210	2.25	Store	Aus																		
IGA	Shepard	230	2.99	No	NZ	Coles	Hass	230	2.25	No	Aus																		
I	Shepard	265	2.99	No	Aus	Woolworths	Hass	220	2.25	Store	Aus																		
I	Reed	390	3.49	No	Aus	Coles	Hass	210	2.25	No	Aus																		
BRISBANE						Woolworths	Hass	200	2.25	No	Aus																		
I	Shepard	175	0.79	Store	Aus	Coles	Hass	200	2.25	No	Aus																		
IGA	Shepard	180	0.99	Cat	Aus	I	Hass	280	2.49	Store	Aus																		
IGA	Shepard	175	0.99	Cat	Aus	I	Hass	245	2.49	No	Aus																		
IGA	Hass	175	0.99	Cat	Aus	I	Hass	260	2.99	No	Aus																		
IGA	Hass	200	1.00	Cat	Aus	I	Hass	260	2.99	No	Aus																		
IGA	Shepard	220	1.00	Cat	Aus	I	Hass	285	2.99	No	Aus																		
I	Shepard	176	1.29	Store	Aus	IGA	Hass	250	2.99	No	Aus																		
I	Shepard	280	1.29	Store	Aus	IGA	Hass	255	2.99	No	NS																		
Woolworths	Shepard	210	1.48	Cat	Aus	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Size ranges based on 5.5kg trays</th> </tr> <tr> <th>Size</th> <th>Weight Range</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>185 - 208g</td> </tr> <tr> <td>25</td> <td>208 - 230g</td> </tr> <tr> <td>23</td> <td>230 - 245g</td> </tr> <tr> <td>22</td> <td>245 - 263g</td> </tr> <tr> <td>20</td> <td>263 - 290g</td> </tr> <tr> <td>18</td> <td>290 - 325g</td> </tr> <tr> <td>16</td> <td>325 - 363g</td> </tr> </tbody> </table>						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
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																												
Woolworths	Shepard	205	1.48	Cat	Aus																								
Woolworths	Shepard	225	1.48	Cat	Aus																								
I	Hass	280	1.69	Store	NZ																								
Coles	Shepard	260	1.95	No	Aus																								
Coles	Shepard	260	1.95	No	Aus																								
Coles	Shepard	255	1.95	No	Aus																								
I	Shepard	225	2.29	Store	Aus																								
I	Hass	220	2.99	No	Aus																								
I	Shepard	340	2.99	Store	Aus																								
I	Hass	275	3.49	Store	NS																								
I	Hass	380	3.49	Store	Aus																								
I	Hass	340	3.99	No	Aus																								

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

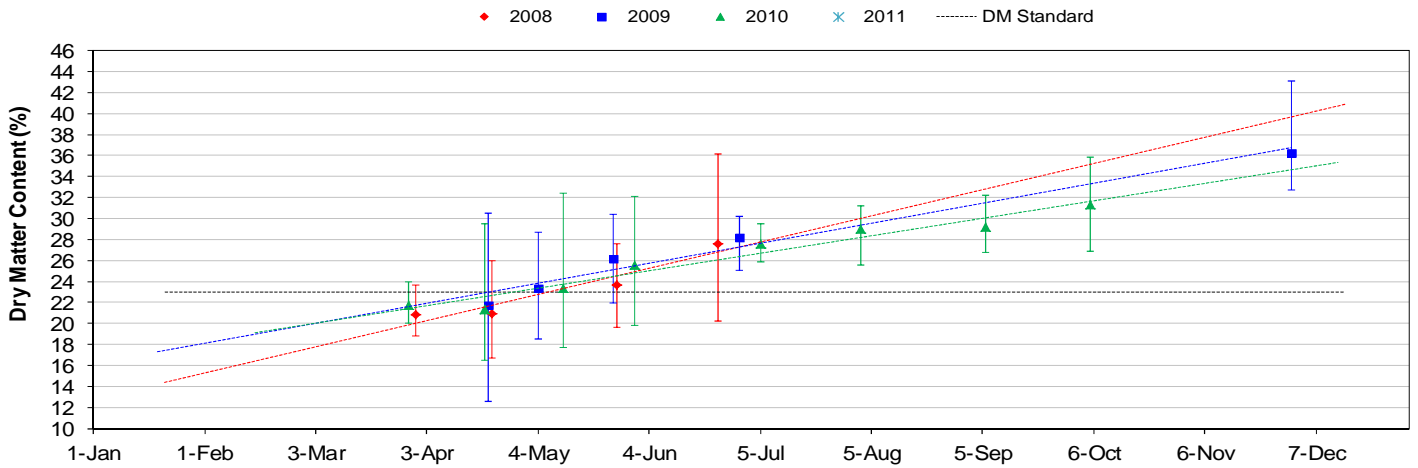


Avocado DM Content Report

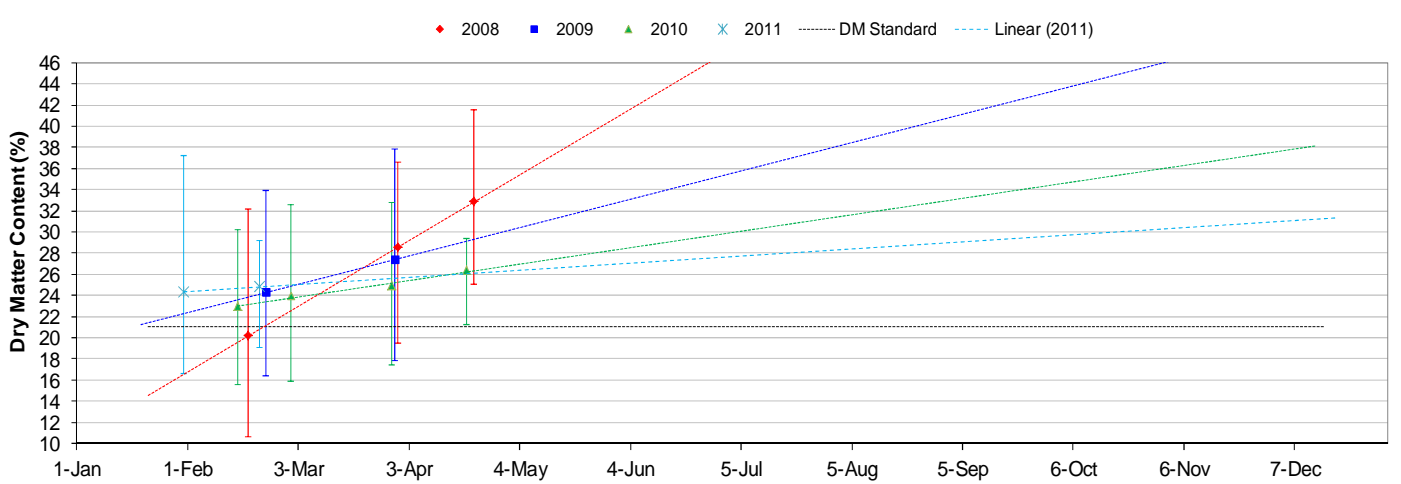
Fruit collected 21st February 2011

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 21st February 2011									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%		0%								0%
18.1%-20.9%		3%								0%
21%-22.9%		6%								0%
23%-28%		29%								5%
27.1%-40%		31%								47%
>40%		31%								48%

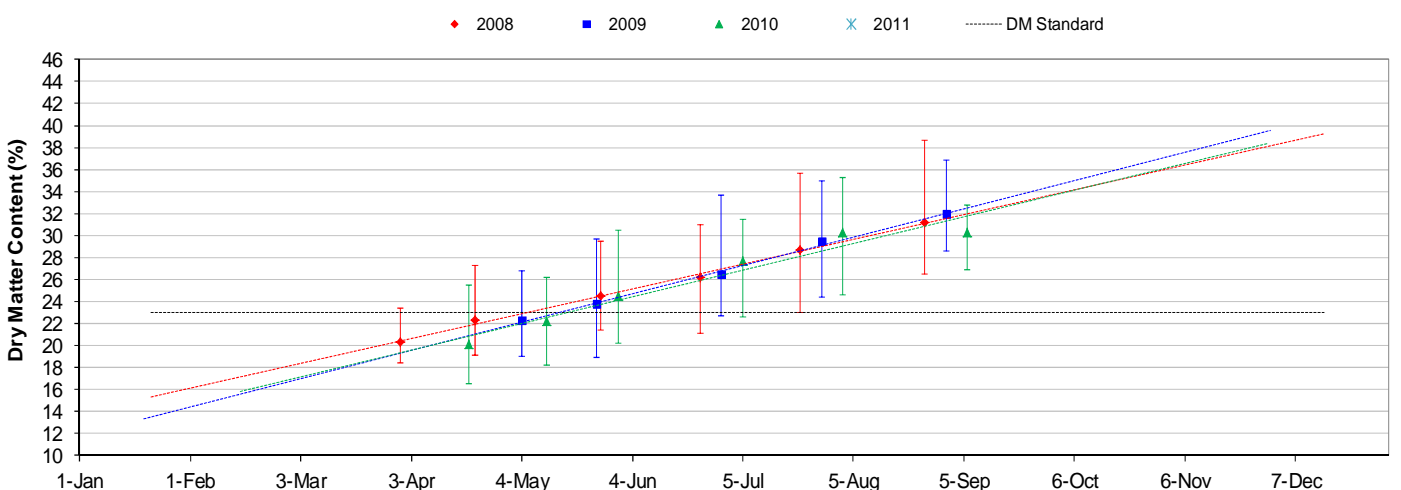
Average DM Content - North Qld (Hass) as of 21st February 2011



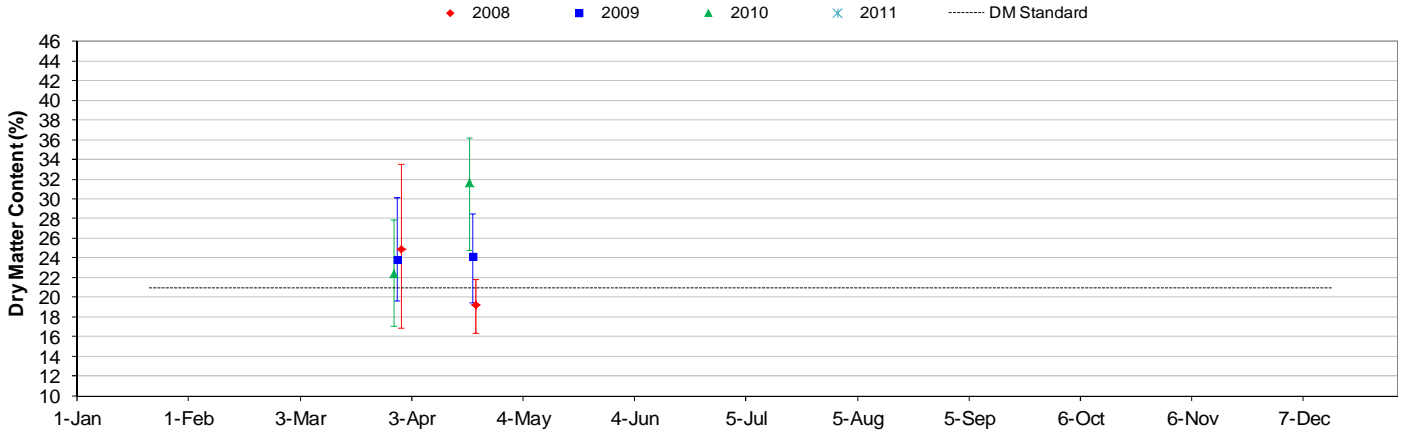
Average DM Content - North Qld (Shepard) as of 21st February 2011



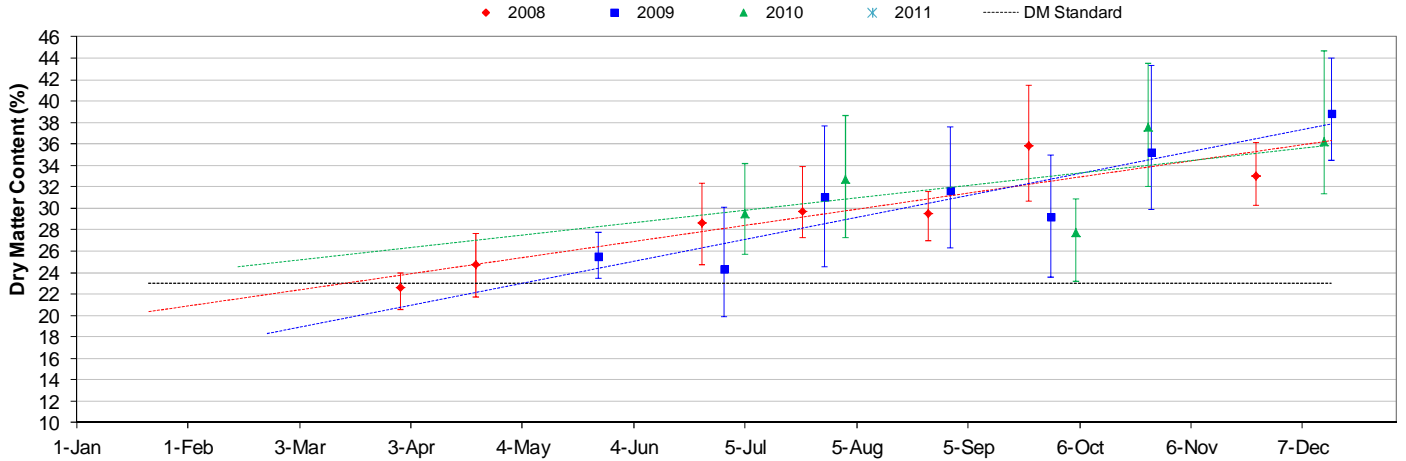
Average DM Content - Central Qld (Hass) as of 21st February 2011



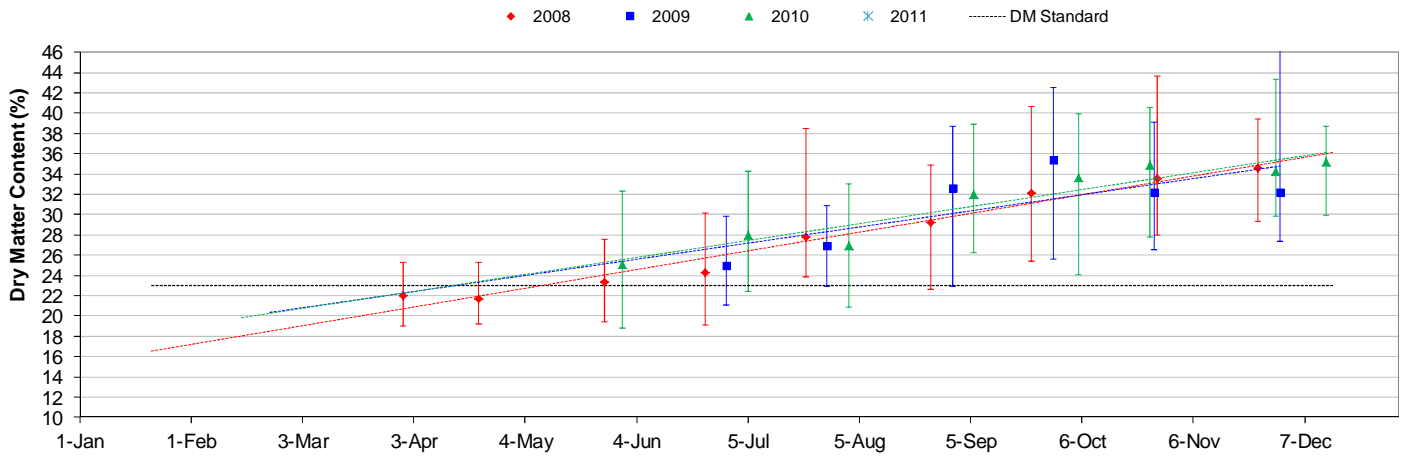
Average DM Content - Central Qld (Shepard) as of 21st February 2011



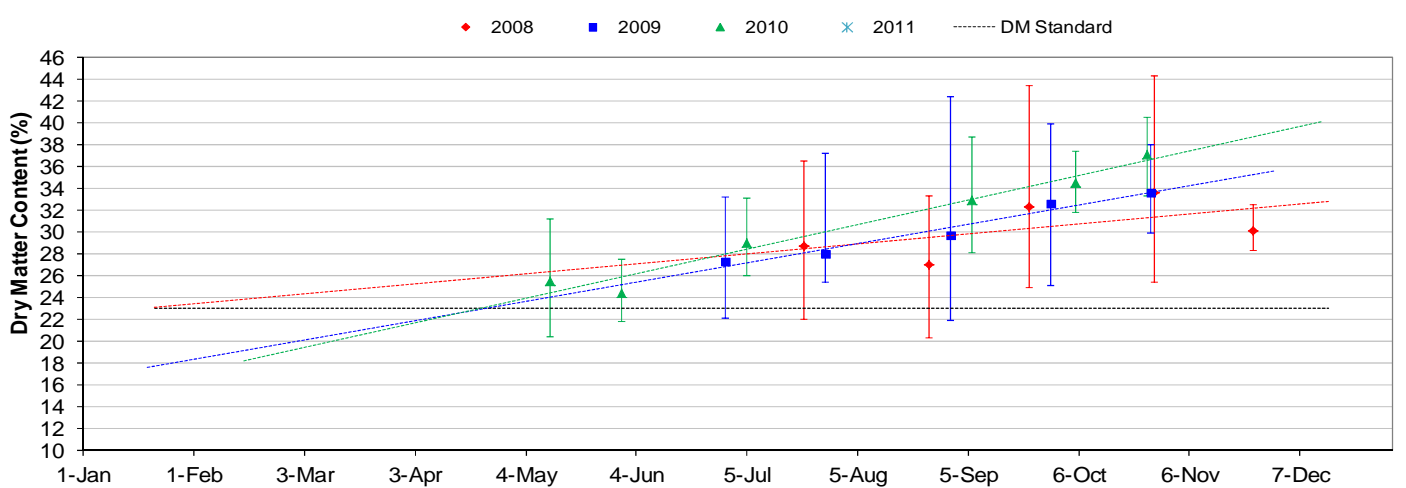
Average DM Content - Sunshine Coast (Hass) as of 21st February 2011



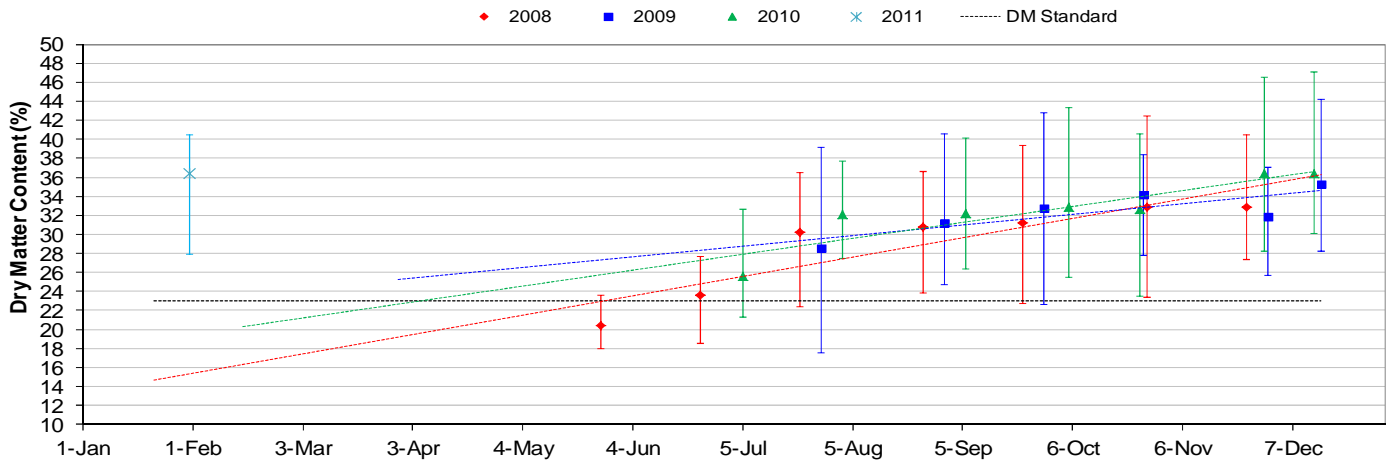
Average DM Content - South Qld (Hass) as of 21st February 2011



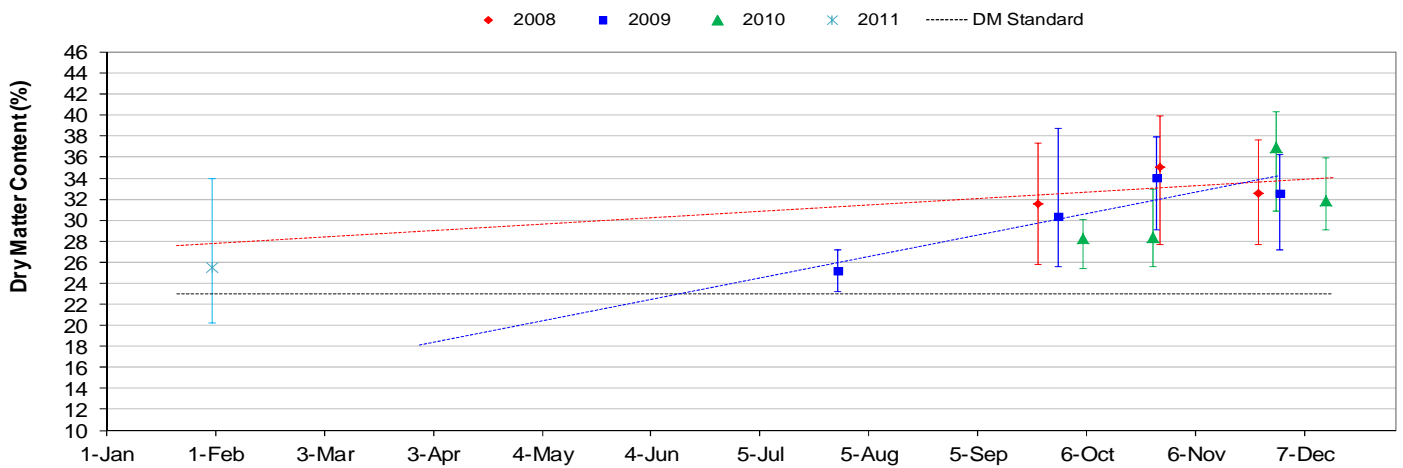
Average DM Content - Northern NSW (Hass) as of 21st February 2011



Average DM Content - Central NSW (Hass) as of 21st February 2011



Average DM Content - Tristate (Hass) as of 21st February 2011



Average DM Content - WA (Hass) as of 21st February 2011

