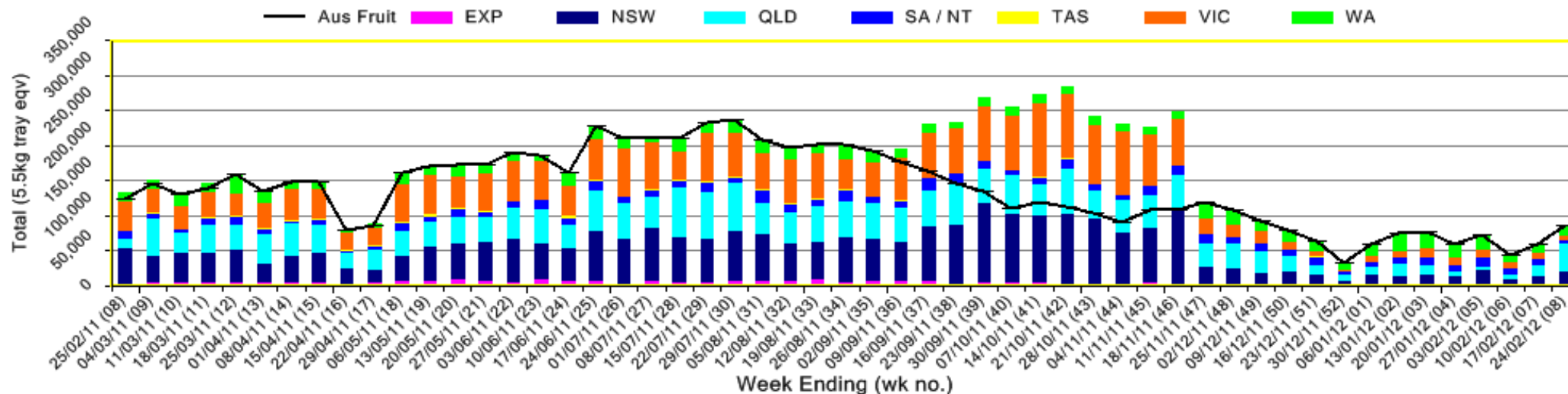


# INFOCADO WEEKLY REPORT: 18th — 24th February 2012 (Wk 8)

Industry Dispatches By Destination State and Count Size : 18th February - 24th February 2012 (Wk 8)

Dest. State	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								916	352	1,268	314				1,839
NSW	2,862	2,739	2,563	1,650	311	1,397	1,050	372	57	13,001	3,198				18,816
QLD	2	59	1,390	4,329	134	6,902	5,101	3,534	114	21,565	9,483	3,839		2,700	39,996
SA / NT		66	196	486		1,165	979	942	55	3,889	288				4,413
VIC	32	1,287	1,659	1,176	204	366	236	26		4,986	1,136				7,051
WA	3,466	1,972	1,579	2,420		1,850	1,177	336	6	12,806	368		180		13,508
<b>Total</b>	<b>6,362</b>	<b>6,123</b>	<b>7,387</b>	<b>10,061</b>	<b>649</b>	<b>11,680</b>	<b>8,543</b>	<b>6,126</b>	<b>584</b>	<b>57,515</b>	<b>14,787</b>	<b>3,839</b>	<b>180</b>	<b>2,700</b>	<b>85,622</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2012 to date = 521,289 5.5kg tray eqv



## CEO Comments

- Both NZ and WA are exiting the market over the next few weeks. Volumes from NZ are slowing considerably.
- Shepard is dominating the market with NQ fruit being harvested and CQ in getting ready to start harvesting.
- Packhouses are reminded to submit their 4 weekly forecast if their harvest start date is approaching.
- Growers are urged to make sure new season Hass fruit reaches a DM reading of 23% or above and Shepard reaches 21% before being sent to market. Instructions on how to conduct your own Dry Matter tests are included on the Avocados Australia website. Click [here](#).
- 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 Australian Customs records.



Forecast Data (Week 8 - 12)						
Variety	Trays - Total	Bulk	P/Pk	Oil	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
<b>Week 8 - begin 18/02/2012</b>						
Hass	18,957	1,879		50		22,382
Lamb Hass	1,400					1,400
Reed	5,000					5,000
Shepard	50,387	2,150	3,500		3,500	55,568
<b>Week Total</b>	<b>75,744</b>	<b>4,029</b>	<b>3,500</b>	<b>50</b>	<b>3,500</b>	<b>84,350</b>

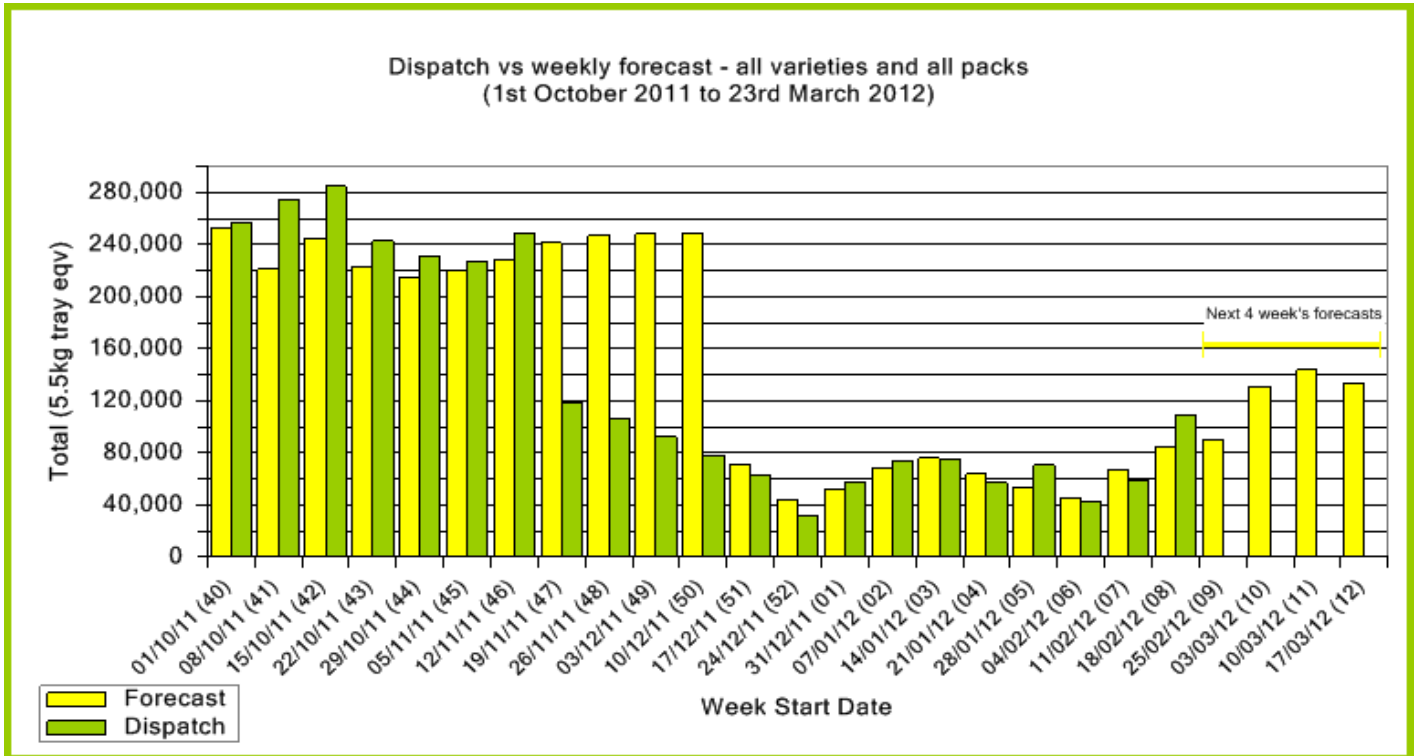
Week 9 - begin 25/02/2012						
Hass	15,141	770				16,541
Shepard	62,900	4,210	12,000		6,000	73,828
<b>Week Total</b>	<b>78,041</b>	<b>4,980</b>	<b>12,000</b>		<b>6,000</b>	<b>90,369</b>

Week 10 - begin 03/03/2012						
Hass	12,328	680				13,564
Shepard	104,323	5,276	12,000		6,200	117,225
<b>Week Total</b>	<b>116,651</b>	<b>5,956</b>	<b>12,000</b>		<b>6,200</b>	<b>130,789</b>

Week 11 - begin 10/03/2012						
Hass	8,728	540				9,710
Shepard	120,973	5,760	8,500		5,500	133,991
<b>Week Total</b>	<b>129,701</b>	<b>6,300</b>	<b>8,500</b>		<b>5,500</b>	<b>143,701</b>

Week 12 - begin 17/03/2012						
Fuerte	3,000	400				3,727
Hass	5,092	540				6,074
Shepard	110,773	5,800	8,500		5,500	123,863
<b>Week Total</b>	<b>118,865</b>	<b>6,740</b>	<b>8,500</b>		<b>5,500</b>	<b>133,665</b>

Green shading indicates dispatch data				Yellow shading indicates forecast data			
Dispatch Data (Week 8 - begin 18/02/2012)							
Variety	Trays		Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv		10Kg	Kg	Kg	Kg	Total Trays
Gwen	90		25				135
Hass	20,977		1,855		180		24,383
Lamb Hass	2,695		3				2,700
Reed	5,338		19				5,373
Shepard	44,688		13,329	19,207	18,400	2,700	76,251
<b>Total</b>	<b>73,788</b>	<b>15,231</b>	<b>19,207</b>	<b>18,580</b>	<b>2,700</b>	<b>108,842</b>	



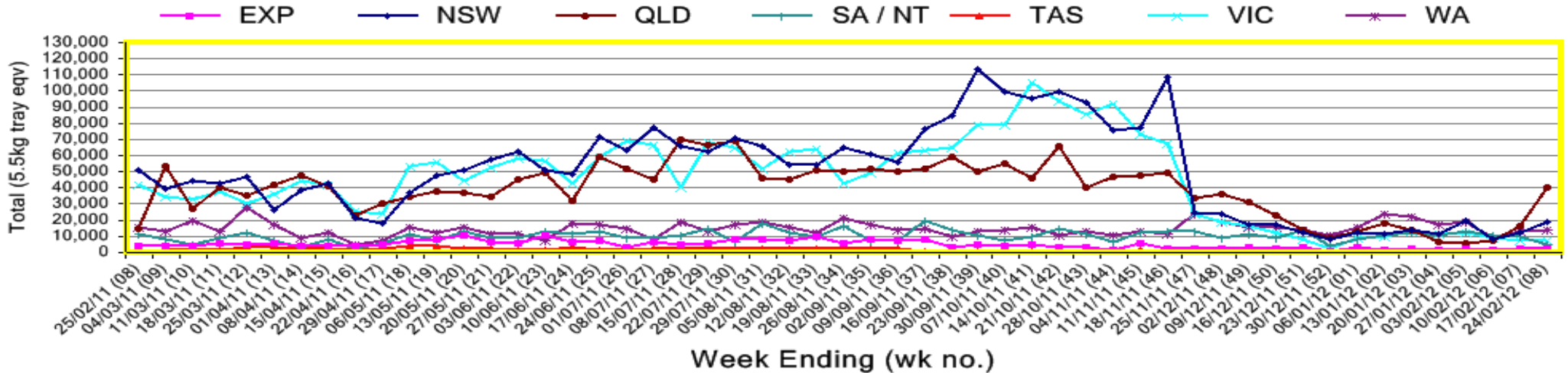
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2011-April 2012										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>	33,520	313,264	508,152	667,235	591,141	660,876	305,159	26,101	10,208	<b>3,115,656</b>
<b>Australia</b>		314,209	617,690	655,540	685,179	460,319				<b>2,732,937</b>
<b>USA</b>		11,782	47,380	36,098						<b>95,260</b>
<b>Japan</b>	818	24,196	106,337	123,344						<b>254,695</b>
<b>Total</b>	<b>818</b>	<b>350,187</b>	<b>771,407</b>	<b>814,982</b>	<b>685,179</b>	<b>460,319</b>				<b>3,082,892</b>

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 = 521,289 5.5kg tray eqv



Week 8 contributors - Packhouses

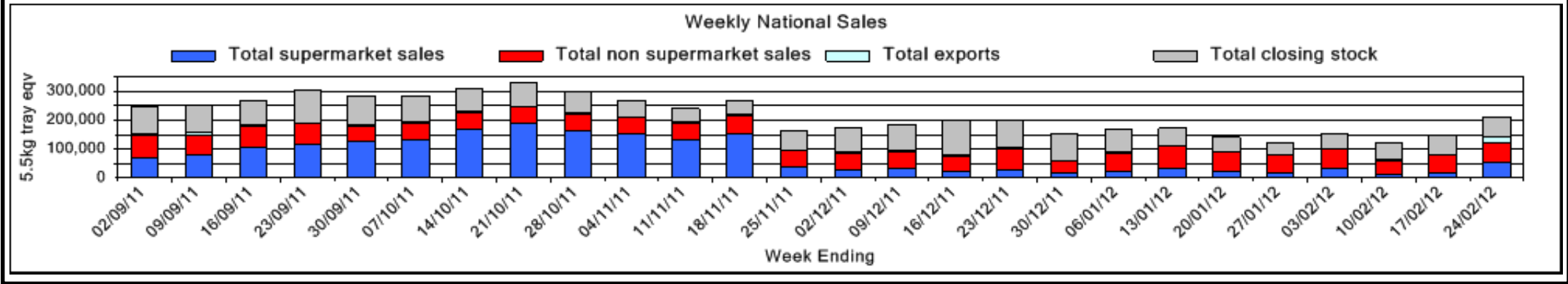
- |  |                             |
|--|-----------------------------|
| Advance Packing & Marketing Services P/L | Lone Gum Avocados           |
| Aussie Orchards Growers & Packers        | Mariners Rest               |
| Avonova                                  | Natures Fruit Company       |
| Battistin Orchards Pty Ltd               | One Harvest                 |
| Blushing Acres Pty Ltd                   | R & M Waterman              |
| Delroy Orchards                          | Sunfresh                    |
| Gunnado Farm                             | Tinaroo Falls Avocado Trust |
| Hilltop Mareeba                          | VP & EA Farrell             |
| Lavers Orchards                          | Willow Creek                |

Week 8 contributors - Wholesalers

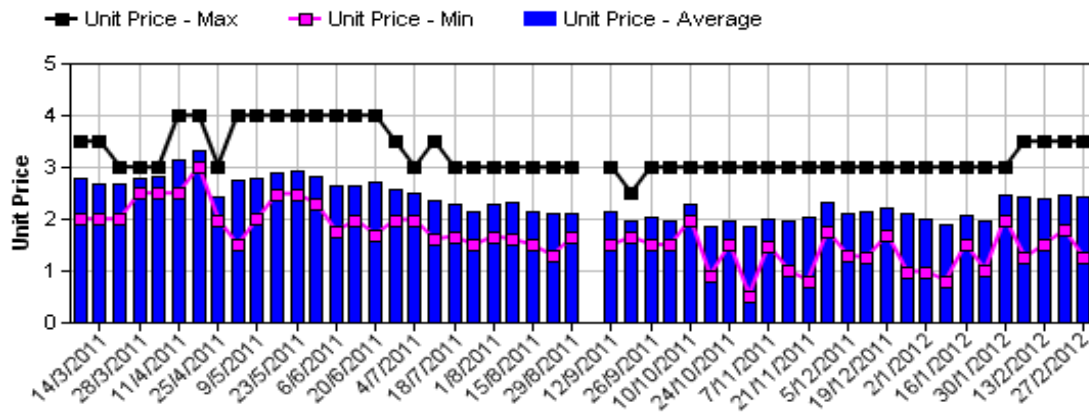
- |  |   |
|--|---|
| Allcrops Pty Ltd (Sydney)                | Kelly's (Melbourne)                       |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Mercer Mooney (Perth)                     |
| Costa Farms (Adelaide)                   | Murray Bros (Brisbane)                    |
| Costa Farms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

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

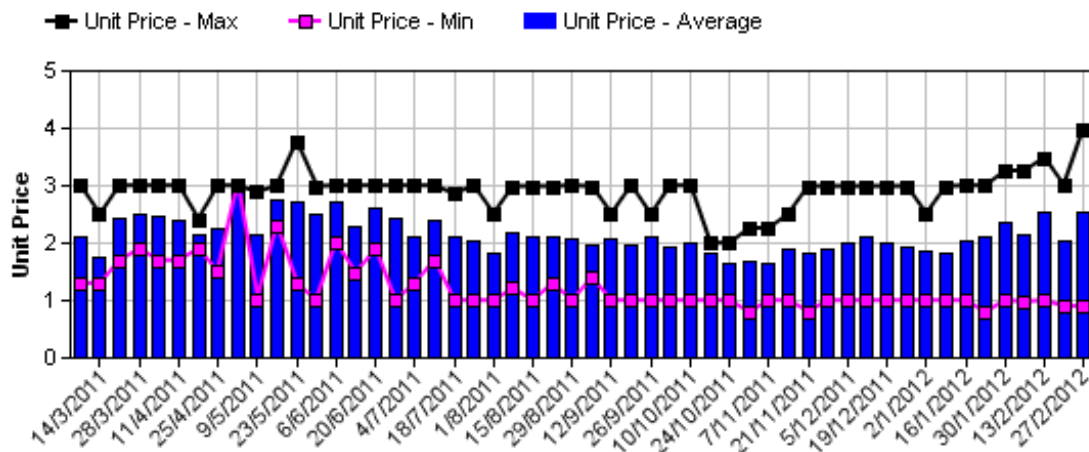
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
<b>Total supermarket sales</b>	24	584		<b>608</b>		2,260		2,260	<b>4,109</b>						24	4,693		<b>4,717</b>
<b>Total non supermarket sales</b>	5,774		1,997	<b>7,771</b>	273		211	484	<b>880</b>						6,270		2,381	<b>8,651</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>5,798</b>	<b>584</b>	<b>1,997</b>	<b>8,379</b>	<b>273</b>	<b>2,260</b>	<b>211</b>	<b>2,744</b>	<b>4,989</b>						<b>6,294</b>	<b>4,693</b>	<b>2,381</b>	<b>13,368</b>
<b>Total Stock on Hand</b>	<b>3,204</b>		<b>886</b>	<b>4,090</b>	<b>65</b>			<b>65</b>	<b>118</b>						<b>3,322</b>		<b>886</b>	<b>4,208</b>
QLD																		
<b>Total supermarket sales</b>	4,033	17,537		<b>21,570</b>		8,778		8,778	<b>15,960</b>		3,839		3,839	<b>698</b>	4,033	34,195		<b>38,228</b>
<b>Total non supermarket sales</b>	22,371	2,464	819	<b>25,654</b>	48	1,173	700	1,921	<b>3,493</b>						22,458	4,597	2,092	<b>29,147</b>
<b>Total exports</b>		690		<b>690</b>		96		96	<b>175</b>							865		<b>865</b>
<b>Total sales</b>	<b>26,404</b>	<b>20,691</b>	<b>819</b>	<b>47,914</b>	<b>48</b>	<b>10,047</b>	<b>700</b>	<b>10,795</b>	<b>19,627</b>		<b>3,839</b>		<b>3,839</b>	<b>698</b>	<b>26,491</b>	<b>39,656</b>	<b>2,092</b>	<b>68,239</b>
<b>Total Stock on Hand</b>	<b>15,668</b>	<b>2,397</b>	<b>61</b>	<b>18,126</b>		<b>483</b>	<b>200</b>	<b>683</b>	<b>1,242</b>						<b>15,668</b>	<b>3,275</b>	<b>425</b>	<b>19,368</b>
SA & TAS																		
<b>Total supermarket sales</b>	4,484		882	<b>5,366</b>											4,484		882	<b>5,366</b>
<b>Total non supermarket sales</b>	4,141		1,315	<b>5,456</b>	407		415	822	<b>1,495</b>						4,881		2,070	<b>6,951</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>8,625</b>		<b>2,197</b>	<b>10,822</b>	<b>407</b>		<b>415</b>	<b>822</b>	<b>1,495</b>						<b>9,365</b>		<b>2,952</b>	<b>12,317</b>
<b>Total Stock on Hand</b>	<b>13,521</b>		<b>4,125</b>	<b>17,646</b>	<b>414</b>		<b>1,608</b>	<b>2,022</b>	<b>3,676</b>						<b>14,274</b>		<b>7,049</b>	<b>21,322</b>
VIC																		
<b>Total supermarket sales</b>		20		<b>20</b>		250		250	<b>455</b>							475		<b>475</b>
<b>Total non supermarket sales</b>	11,656	1,428	781	<b>13,864</b>	358	8	339	705	<b>1,282</b>						12,306	1,443	1,397	<b>15,146</b>
<b>Total exports</b>																		
<b>Total sales</b>	<b>11,656</b>	<b>1,448</b>	<b>781</b>	<b>13,884</b>	<b>358</b>	<b>258</b>	<b>339</b>	<b>955</b>	<b>1,736</b>						<b>12,306</b>	<b>1,917</b>	<b>1,397</b>	<b>15,621</b>
<b>Total Stock on Hand</b>	<b>17,614</b>	<b>345</b>	<b>678</b>	<b>18,637</b>	<b>333</b>		<b>4</b>	<b>337</b>	<b>613</b>						<b>18,219</b>	<b>345</b>	<b>686</b>	<b>19,250</b>
WA																		
<b>Total supermarket sales</b>	3,378		3,600	<b>6,978</b>	71			71	<b>129</b>						3,507		3,600	<b>7,107</b>
<b>Total non supermarket sales</b>	1,890			<b>1,890</b>	995			995	<b>1,809</b>						3,699			<b>3,699</b>
<b>Total exports</b>	578			<b>578</b>	218			218	<b>396</b>						974			<b>974</b>
<b>Total sales</b>	<b>5,846</b>		<b>3,600</b>	<b>9,446</b>	<b>1,284</b>			<b>1,284</b>	<b>2,335</b>						<b>8,181</b>		<b>3,600</b>	<b>11,781</b>
<b>Total Stock on Hand</b>	<b>4,442</b>			<b>4,442</b>	<b>529</b>			<b>529</b>	<b>962</b>						<b>5,404</b>			<b>5,404</b>
Total																		
<b>Total supermarket sales</b>	11,919	18,141	4,482	<b>34,542</b>	71	11,288		11,359	<b>20,653</b>		3,839		3,839	<b>698</b>	12,048	39,363	4,482	<b>55,893</b>
<b>Total non supermarket sales</b>	45,832	3,892	4,912	<b>54,635</b>	2,081	1,181	1,665	4,927	<b>8,958</b>						49,615	6,039	7,939	<b>63,594</b>
<b>Total exports</b>	578	690		<b>1,268</b>	218	96		314	<b>571</b>						974	865		<b>1,839</b>
<b>Total sales</b>	<b>58,329</b>	<b>22,723</b>	<b>9,394</b>	<b>90,445</b>	<b>2,370</b>	<b>12,565</b>	<b>1,665</b>	<b>16,600</b>	<b>30,182</b>		<b>3,839</b>		<b>3,839</b>	<b>698</b>	<b>62,638</b>	<b>46,266</b>	<b>12,421</b>	<b>121,325</b>
<b>Total Stock on Hand</b>	<b>54,449</b>	<b>2,742</b>	<b>5,750</b>	<b>62,941</b>	<b>1,341</b>	<b>483</b>	<b>1,812</b>	<b>3,636</b>	<b>6,611</b>						<b>56,887</b>	<b>3,620</b>	<b>9,045</b>	<b>69,552</b>



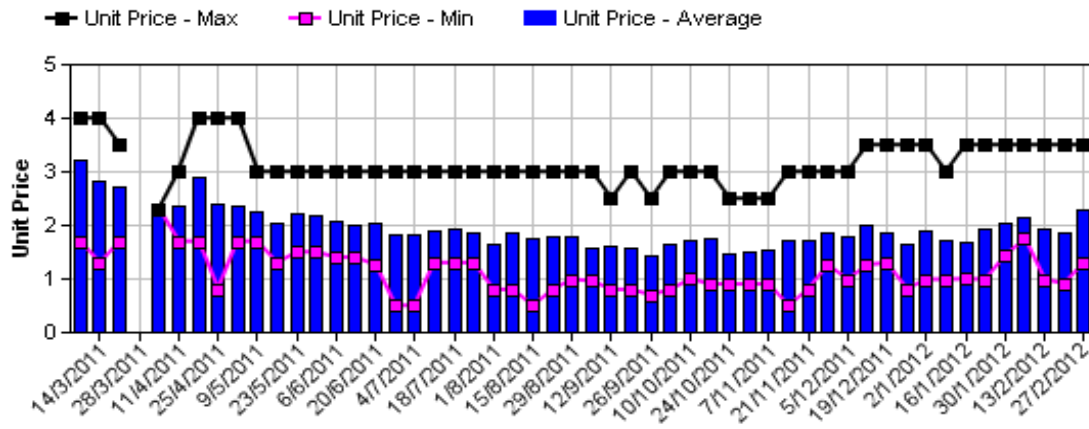
**Hass Avocado Average Retail Prices - Sydney**



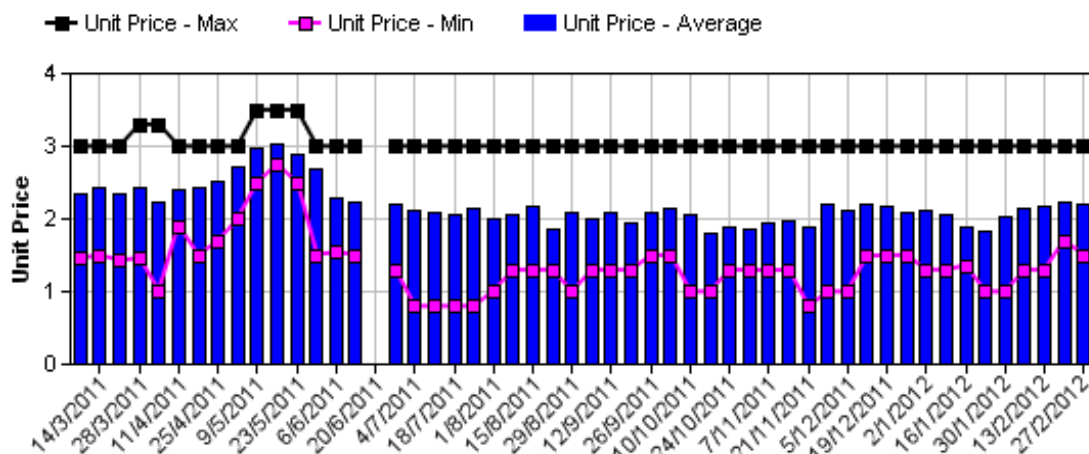
**Hass Avocado Average Retail Prices - Melbourne**



**Hass Avocado Average Retail Prices - Brisbane**

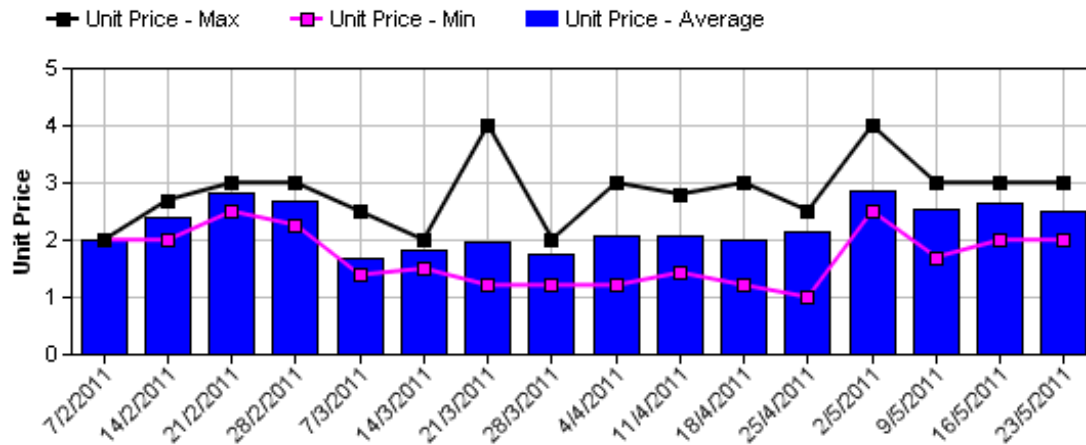


**Hass Avocado Average Retail Prices - Perth**

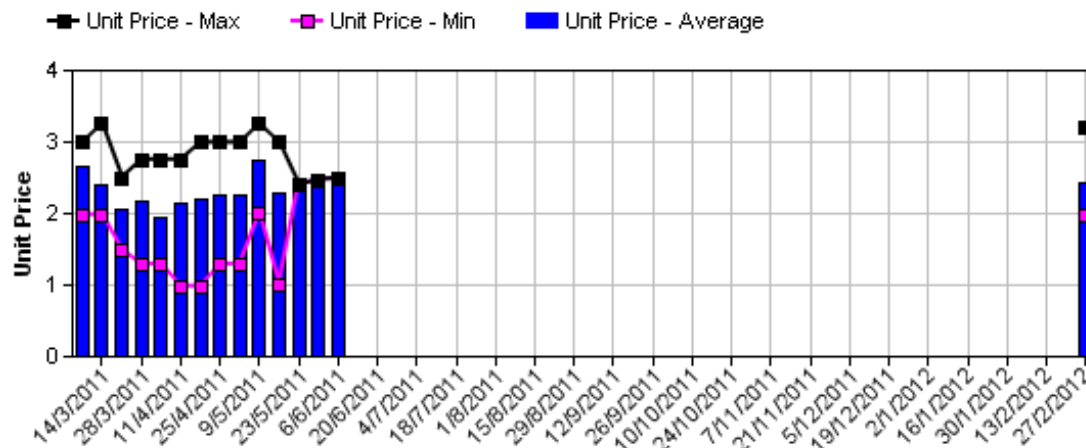


Assessment Date [Week Commencing]

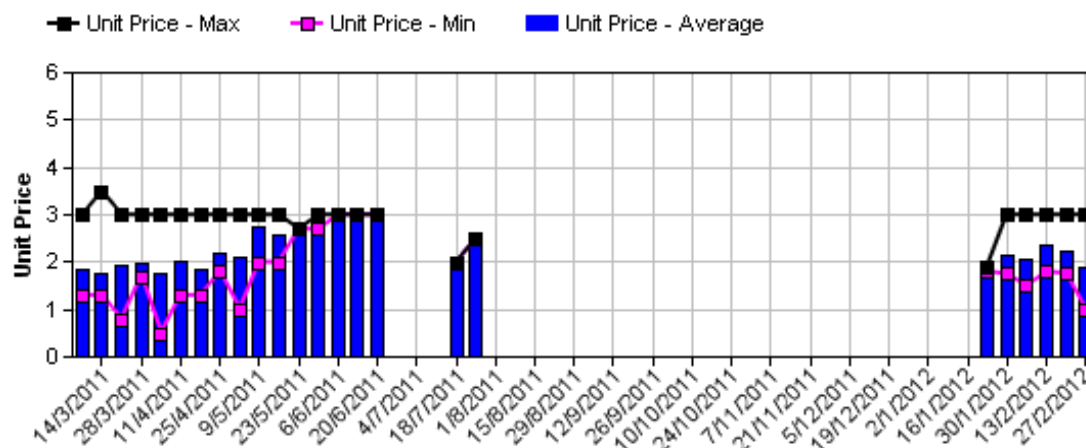
### Shepard Avocado Average Retail Prices - Sydney



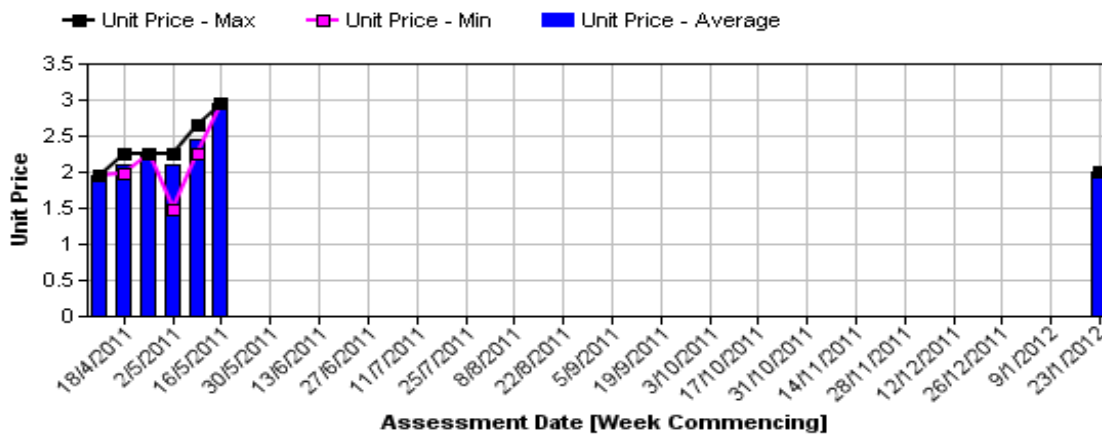
### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



### Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

## Retail Prices by City, Store and Variety - 27th February 2012

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	255	1.25	Store	NZ
IGA	Hass	260	1.69	No	NZ
Coles	Hass	270	1.98	No	NZ
Coles	Hass	265	1.98	No	NZ
Coles	Hass	210	1.98	No	NZ
Woolworths	Hass	230	1.98	Store	NZ
Woolworths	Hass	245	1.98	Store	NZ
Woolworths	Hass	250	1.98	No	NZ
I	Reed	580	1.99	No	Aus
I	Reed	370	1.99	No	Aus
I	Hass	290	2.49	No	Aus
I	Reed	600	2.49	No	Aus
I	Hass	350	2.50	No	Aus
I	Reed	485	2.50	No	Aus
IGA	Hass	310	2.95	No	Aus
I	Reed	570	2.99	No	Aus
I	Hass	290	2.99	No	Aus
I	Hass	320	2.99	No	Aus
Foodworks	Hass	290	2.99	No	Aus
I	Hass	295	3.49	No	Aus
I	Hass	300	3.49	No	Aus
I	Reed	550	3.99	No	Aus
<b>BRISBANE</b>					
IGA	Shepard	220	0.99	Cat	Aus
IGA	Hass	200	1.29	No	NZ
I	Shepard	210	1.49	Store	Aus
Woolworths	Shepard	280	1.65	Cat	Aus
Woolworths	Shepard	200	1.65	Cat	Aus
I	Hass	200	1.69	Store	NS
I	Shepard	250	1.69	Store	Aus
IGA	Hass	185	1.74	No	NZ
Coles	Shepard	235	1.74	No	Aus
Coles	Shepard	205	1.75	No	Aus
Coles	Shepard	220	1.75	No	Aus
IGA	Hass	200	1.99	No	NS
I	Hass	240	1.99	No	NZ
I	Reed	440	1.99	No	Aus
I	Hass	345	1.99	Store	NZ
Coles	Hass	190	2.25	No	Aus
Coles	Hass	200	2.25	No	Aus
I	Hass	260	2.89	Store	NS
I	Shepard	250	2.99	Store	Aus
I	Shepard	270	2.99	Store	Aus
I	Hass	290	3.49	Store	Aus
I	Hass	338	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	235	0.89	No	NS
Coles	Hass	265	1.48	Store	NZ
Coles	Shepard	305	1.98	No	Aus
I	Shepard	285	1.99	No	NS
I	Hass	275	1.99	No	Mixed
Safeway	Hass	270	2.48	No	NZ
Coles	Shepard	310	2.48	No	Aus
Safeway	Hass	335	2.48	No	NZ
Coles	Shepard	305	2.48	No	Aus
Safeway	Hass	295	2.48	No	NZ
I	Hass	295	2.99	No	Aus
IS	Hass	300	2.99	No	NZ
IGA	Hass	275	2.99	No	Aus
I	Shepard	315	3.19	No	NS
I	Hass	295	3.19	No	Aus
I	Hass	280	3.98	No	Aus
<b>PERTH</b>					
Coles	Hass	380	1.50	Store	Aus
I	Hass	295	1.95	Store	Aus
Woolworths	Hass	240	1.98	Store	Aus
Coles	Hass	290	1.98	No	Aus
Woolworths	Hass	240	1.98	No	Aus
Coles	Hass	315	1.98	No	Aus
Woolworths	Hass	280	1.98	Store	Aus
I	Hass	235	1.99	No	Aus
IS	Hass	310	1.99	Store	Aus
IGA	Hass	230	1.99	No	Aus
Coles	Reed	410	2.25	No	Aus
Coles	Reed	440	2.25	No	Aus
Coles	Reed	360	2.25	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	320	2.49	No	Aus
IGA	Hass	260	2.49	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	330	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

### 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