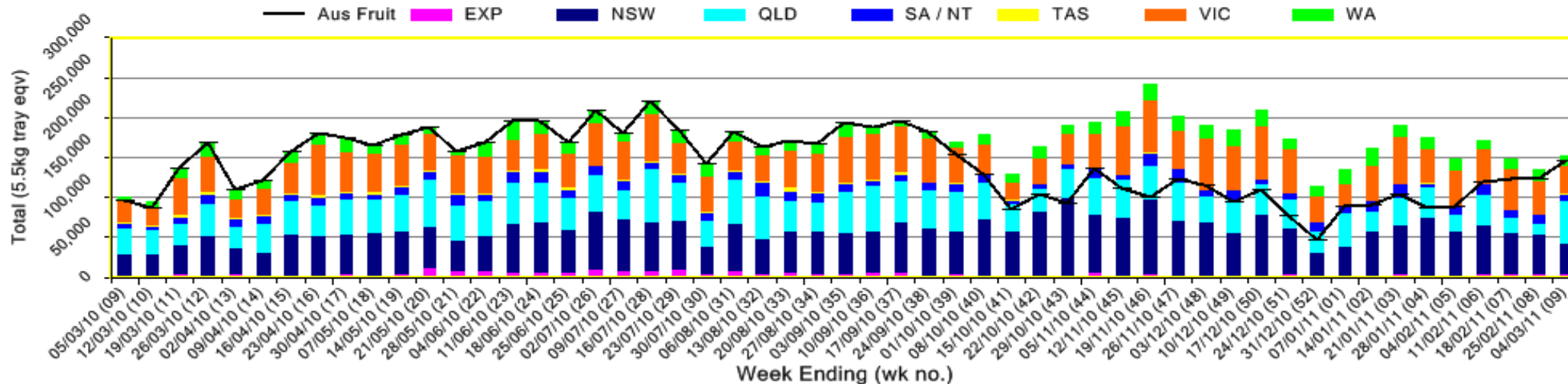


INFOCADO WEEKLY REPORT: 26th February - 4th March 2011 (Wk 9)

Industry Dispatches By Destination State and Count Size : 26th February - 4th March 2011 (Wk 9)

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								1,582	272	1,854	1,152				3,949
NSW	363	1,974	3,117	5,793	3,140	10,985	4,155	2,129		31,656	3,376	6,420			38,961
QLD	11	1,319	3,850	5,667	872	5,343	12,079	3,722	460	33,323	9,926		5,950	3,095	53,015
SA / NT		1	439	920		1,601	2,102	856	136	6,055	605	1,500			7,428
TAS							1,208			1,208					1,208
VIC	28	1,456	6,964	9,930	1,823	3,861	1,899	595	395	26,951	3,269	7,680			34,291
WA	246	342	676	3,082		3,235	3,905	749	38	12,273	318	1,000			13,033
Total	648	5,092	15,046	25,392	5,835	25,025	25,348	9,633	1,301	113,320	18,646	16,600	5,950	3,095	151,885

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2011 to date = 1,420,206 5.5kg tray eqv



Comments From the CEO

- Hass volumes from WA have been disrupted with rail line damage over the last 3 weeks. Fruit was dispatched, and had to be redirected to road transport causing lack of fruit and then arrivals that over lapped. Hass from WA is in its last weeks.
- Volumes into the market will continue to grow, Bundaberg shepard has been harvested and dispatched over the last week, mostly into direct sales.
- Retail prices continue to drop in the main supermarket chains allowing larger volumes to start to move through to consumers.



Forecast Data (Week 9 - 13)

Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 9 - begin 26/02/2011					
Hass	51,652	3,755	5,500		59,479
Shepard	75,306	5,530	8,000	2,500	87,271
Week Total	126,958	9,285	13,500	2,500	146,750
Week 10 - begin 05/03/2011					
Hass	35,543	3,155	2,500		41,734
Shepard	123,646	25,558	4,000	3,500	171,478
Week Total	159,189	28,713	6,500	3,500	213,212
Week 11 - begin 12/03/2011					
Hass	35,515	2,930	2,500		41,297
Lamb Hass	7,000	1,000			8,818
Shepard	130,751	24,900	4,000	3,500	177,387
Week Total	173,267	28,830	6,500	3,500	227,503
Week 12 - begin 19/03/2011					
Hass	30,306	2,630	2,500		35,543
Reed	8,709	1,000			10,527
Shepard	125,504	24,560	3,000	2,500	171,159
Week Total	164,519	28,190	5,500	2,500	217,229
Week 13 - begin 26/03/2011					
Hass	14,663	894	2,500		16,743
Shepard	103,795	22,526	3,000	2,500	145,751
Week Total	118,458	23,420	5,500	2,500	162,495

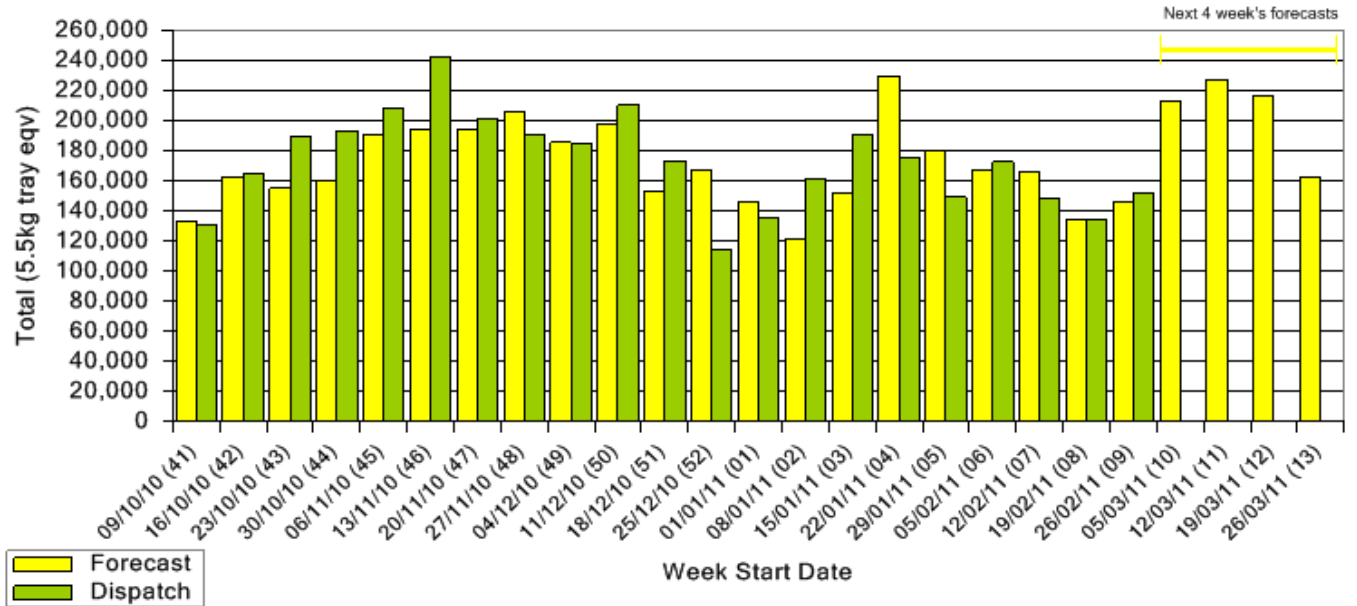
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 9 - begin 26/02/2011)

Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	40,204	3,691	10,180			48,766
Lamb Hass	273	16				302
Shepard	72,842	14,939	6,420	5,950	3,095	102,816
Total	113,319	18,646	16,600	5,950	3,095	151,884

Dispatch vs weekly forecast - all varieties and all packs
(9th October 2010 to 1st April 2011)



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

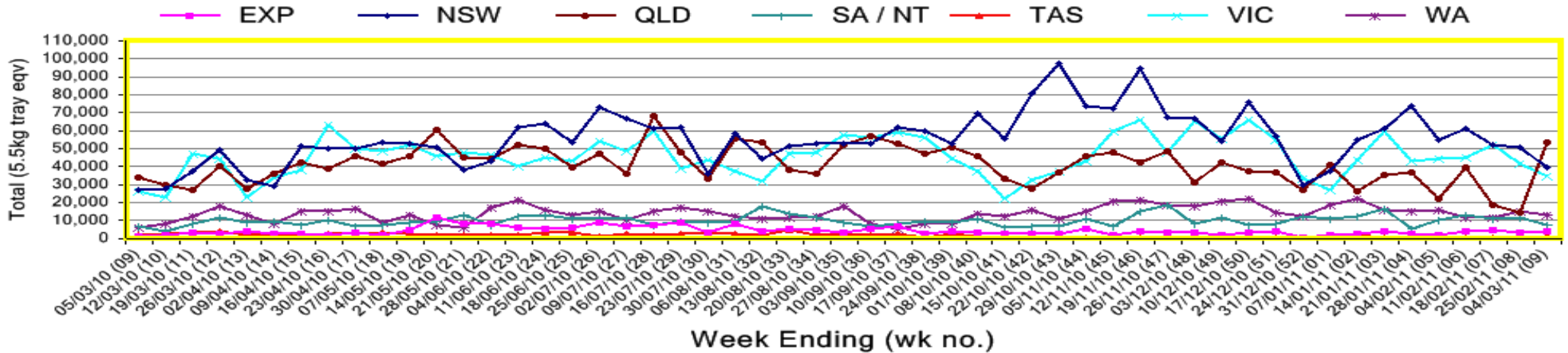
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064	298,642	155,646	6,669		1,551,074
USA										
Japan			12,095	45,836	32,328					90,259
Total			286,708	425,276	468,392	298,642	155,646	6,669		1,641,333

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 = 1,420,206 5.5kg tray eqv



Week 9 contributors - Packhouses

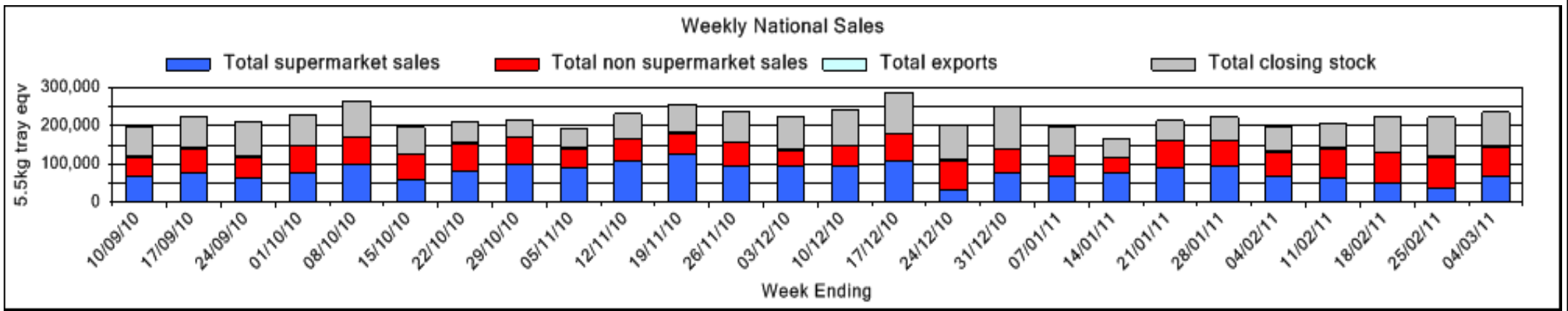
- | | |
|--------------------------------------|-----------------------------|
| Advance Packing & Marketing Services | Lone Gum Avocados |
| Aussie Orchards Growers & Packers | Mariners Rest |
| Avocados With Altitude Pty Ltd | Natures Fruit Company |
| Battistin Orchards | NZ Avocado Industry Council |
| Bellview Orchards Pty Ltd | One Harvest |
| Blushing Acres Pty Ltd | R & M Waterman |
| Delroy Orchards | Sunfresh |
| Hilltop Mareeba | Theart Farming Pty Ltd |
| J and S Zuvelek | Tinaroo Falls Avocado Trust |
| Lavers Orchards | Willow Creek |

Week 9 contributors - Wholesalers

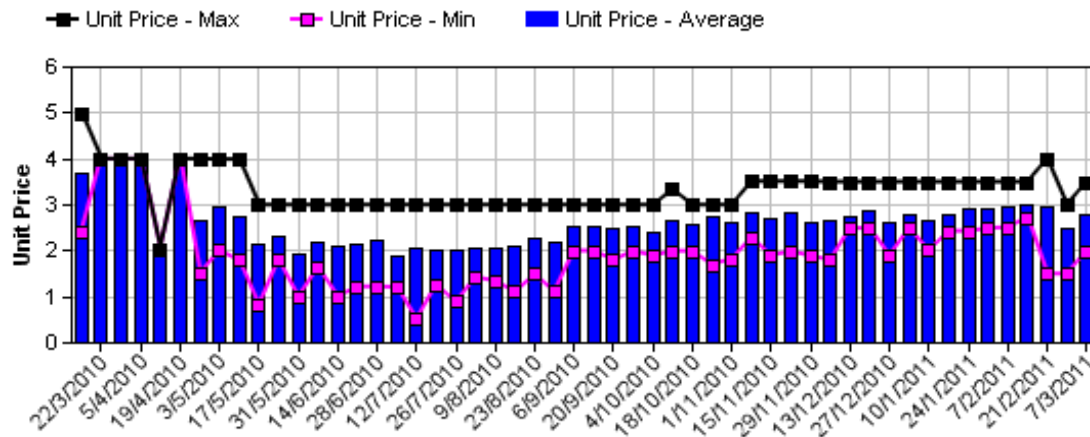
- | | |
|--|---|
| Allcrops Pty Ltd (Sydney) | Mercer Mooney (Perth) |
| Avanti Fresh Produce Pty Ltd (Melbourne) | Moraitis (Sydney) |
| Barkers (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | Quality Produce International (Perth) |
| Costa Farms (Brisbane) | Romeos Marketing (Brisbane) |
| Costa Farms (Melbourne) | 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 (Brisbane) |
| 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

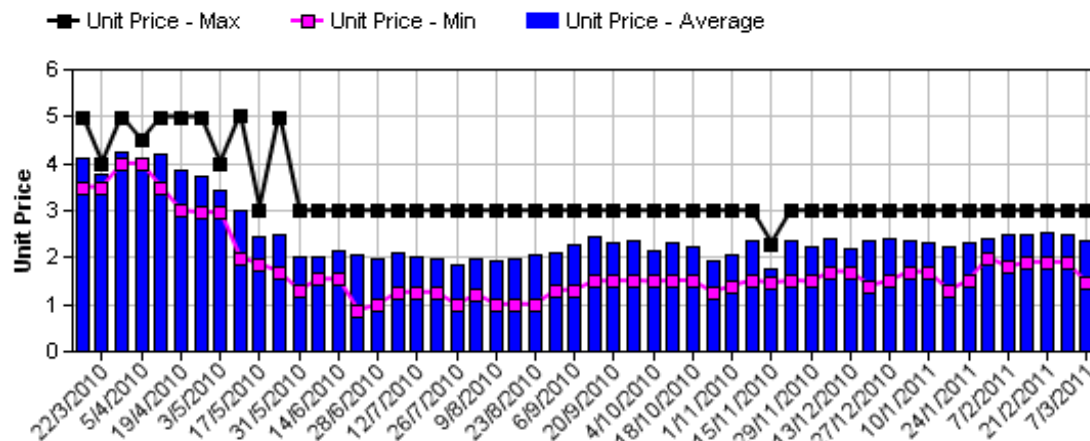
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	1,296	9,963		11,259	96			96	175						1,471	9,963		11,433
Total non supermarket sales	16,647	7,247	388	24,282	495	470		965	1,755						17,547	8,102	388	26,037
Total exports																		
Total sales	17,943	17,210	388	35,541	591	470		1,061	1,929						19,018	18,064	388	37,470
Total Stock on Hand	11,361	5,060		16,421	585	108		693	1,260						12,425	5,256		17,681
QLD																		
Total supermarket sales	5,561	18,386		23,947		7,474		7,474	13,589						5,561	31,975		37,536
Total non supermarket sales	15,318	3,049		18,367	83	56		139	253		119		119	22	15,469	3,173		18,642
Total exports		1,214		1,214		96		96	175							1,389		1,389
Total sales	20,879	22,650		43,528	83	7,626		7,709	14,016		119		119	22	21,029	36,537		57,566
Total Stock on Hand	17,370	1,635		19,005	23			23	42		19		19	3	17,412	1,638		19,050
SA & TAS																		
Total supermarket sales	4,444			4,444											4,444			4,444
Total non supermarket sales	5,053			5,053	980			980	1,782						6,835			6,835
Total exports																		
Total sales	9,497			9,497	980			980	1,782						11,279			11,279
Total Stock on Hand	14,759		30	14,789	1,163			1,163	2,115						16,873		30	16,903
VIC																		
Total supermarket sales		7,179		7,179												7,179		7,179
Total non supermarket sales	9,730	3,764		13,494	2,080	427		2,507	4,558						13,512	4,541		18,052
Total exports																		
Total sales	9,730	10,943		20,673	2,080	427		2,507	4,558						13,512	11,719		25,231
Total Stock on Hand	19,370	2,751		22,121	1,677	298		1,975	3,591						22,419	3,293		25,712
WA																		
Total supermarket sales	8,469		7	8,476											8,469		7	8,476
Total non supermarket sales	4,622		13	4,635	639		2	641	1,165						5,784		17	5,800
Total exports	640			640	1,056			1,056	1,920						2,560			2,560
Total sales	13,731		20	13,751	1,695		2	1,697	3,085						16,813		24	16,836
Total Stock on Hand	8,208			8,208	360			360	655						8,863			8,863
Total																		
Total supermarket sales	19,769	35,528	7	55,304	96	7,474		7,570	13,764						19,944	49,117	7	69,067
Total non supermarket sales	51,370	14,061	401	65,832	4,277	953	2	5,232	9,513		119		119	22	59,146	15,815	405	75,366
Total exports	640	1,214		1,854	1,056	96		1,152	2,095						2,560	1,389		3,949
Total sales	71,779	50,802	408	122,989	5,429	8,523	2	13,954	25,371		119		119	22	81,650	66,320	412	148,382
Total Stock on Hand	71,067	9,446	30	80,544	3,808	406		4,214	7,662		19		19	3	77,991	10,188	30	88,209



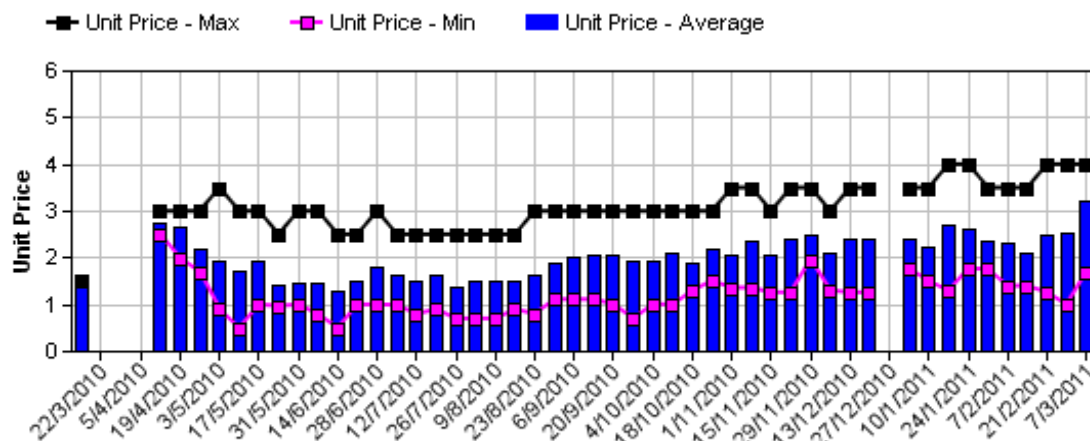
Hass Avocado Average Retail Prices - Sydney



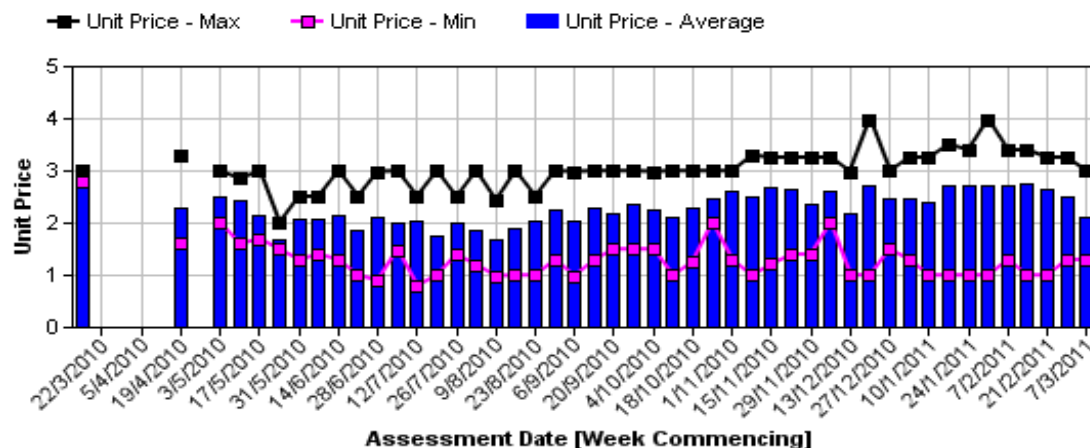
Hass Avocado Average Retail Prices - Perth



Hass Avocado Average Retail Prices - Brisbane

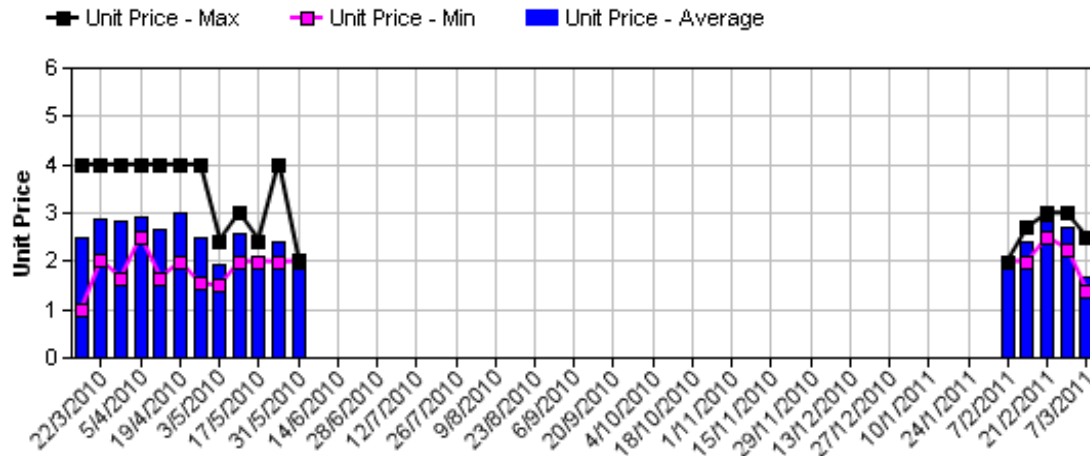


Hass Avocado Average Retail Prices - Melbourne

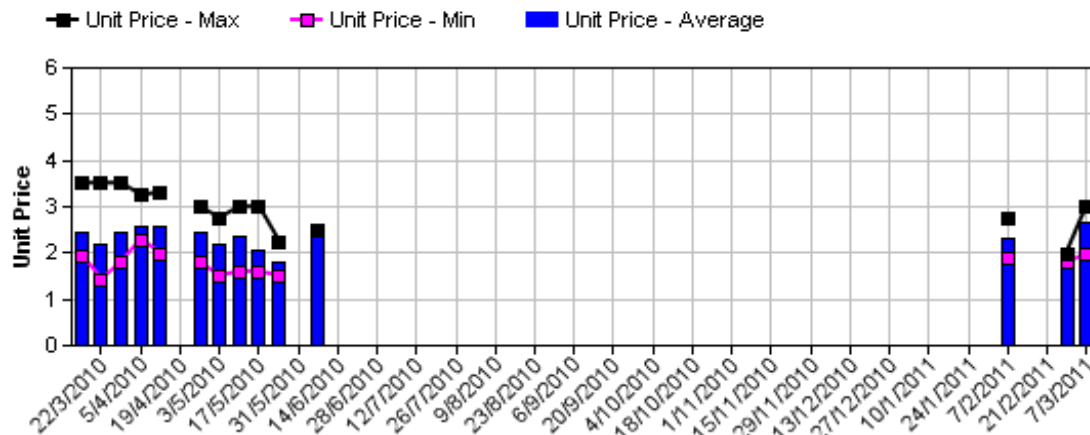


Assessment Date [Week Commencing]

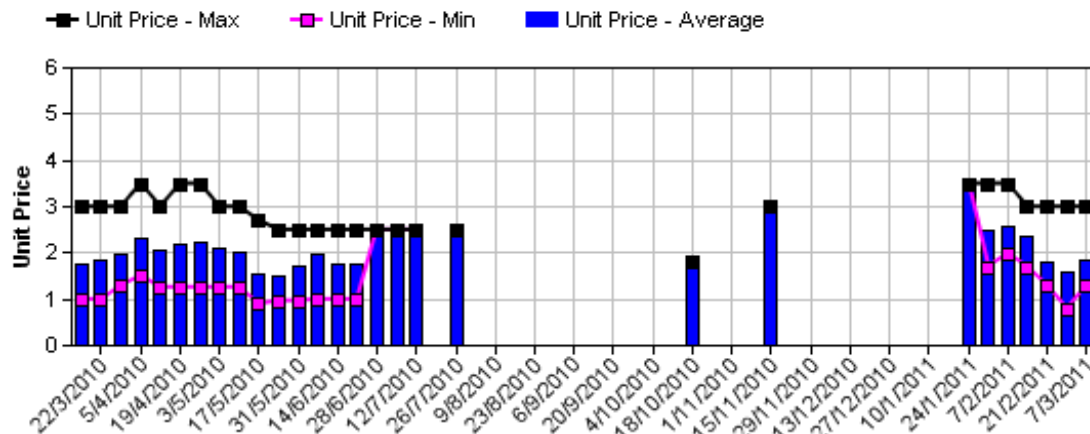
Shepard Avocado Average Retail Prices - Sydney



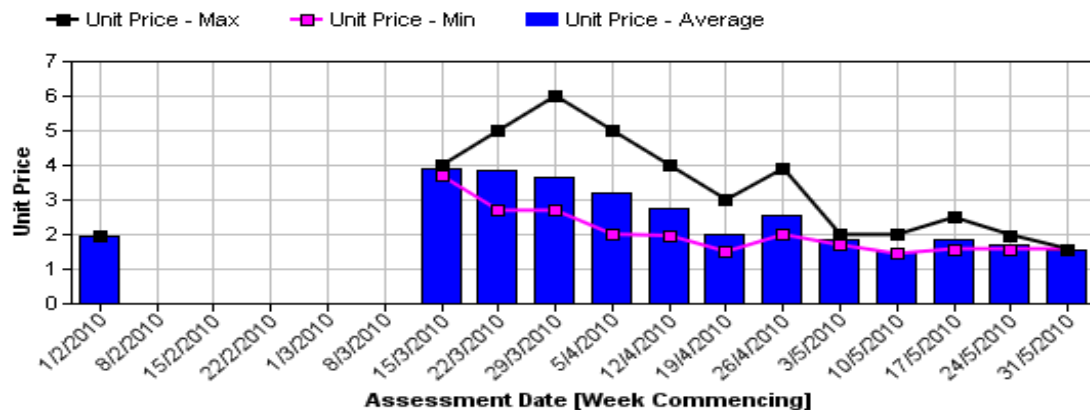
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 8th March 2011

Store	Product	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Product	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Shepard	255	1.38	Cat	Aus	I	Hass	240	1.29	No	NS
Woolworths	Shepard	285	1.38	Cat	Aus	I	Hass	250	1.49	No	NS
Woolworths	Shepard	255	1.38	Cat	Aus	Safeway	Shepard	320	1.98	No	Aus
IIGA	Shepard	195	1.49	No	NS	IS	Shepard	285	1.99	Cat	NS
I	Shepard	200	1.59	No	Aus	I	Hass	235	1.99	No	NS
Coles	Shepard	265	1.68	No	Aus	IIGA	Hass	300	1.99	Cat	Aus
Coles	Shepard	265	1.68	No	Aus	Coles	Shepard	275	2.48	No	Aus
Coles	Shepard	235	1.68	No	Aus	Coles	Shepard	325	2.48	No	Aus
Foodworks	Shepard	190	1.69	Store	Aus	Safeway	Hass	240	2.95	No	Mixed
IIGA	Hass	265	1.99	No	Aus	Safeway	Shepard	295	2.95	No	Aus
I	Shepard	200	1.99	Store	Aus	Coles	Shepard	290	2.95	No	Aus
I	Hass	240	2.49	No	Aus	I	Shepard	2.95	2.95	No	Aus
IIGA	Shepard	220	2.49	No	NZ	Safeway	Shepard	290	2.95	No	Aus
I	Hass	248	2.49	Store	Aus	I	Shepard	306	2.99	No	NS
I	Hass	320	2.50	No	Mixed	I	Hass	295	2.99	No	Aus
I	Hass	260	2.99	No	Aus	I	Shepard	300	2.99	No	NS
I	Hass	305	2.99	No	Aus	PERTH					
I	Hass	340	2.99	No	Aus	Woolworths	Hass	200	1.45	Store	Aus
I	Reed	295	2.99	Store	Aus	Woolworths	Hass	200	1.45	Store	Aus
Foodworks	Hass	305	2.99	No	Aus	Woolworths	Hass	215	1.45	Store	Aus
I	Reed	325	2.99	No	Aus	IS	Hass	220	1.50	Store	Aus
I	Hass	310	3.49	No	Aus	IIGA	Hass	200	1.99	Store	Aus
BRISBANE						I	Hass	270	2.40	No	Aus
I	Shepard	215	1.29	Store	Aus	Coles	Hass	210	2.48	No	Aus
I	Shepard	240	1.29	Store	Aus	Coles	Hass	205	2.48	No	Aus
IIGA	Shepard	180	1.49	Store	Aus	Coles	Hass	255	2.48	No	Aus
I	Hass	280	1.69	Store	NZ	I	Hass	260	2.49	No	Aus
Coles	Shepard	220	1.69	No	Aus	IIGA	Hass	270	2.90	No	Aus
Woolworths	Shepard	200	1.76	No	Aus	I	Hass	265	2.99	No	Aus
Woolworths	Shepard	200	1.76	No	Aus	I	Hass	255	2.99	No	Aus
I	Shepard	335	1.79	Store	Aus	IIGA	Hass	250	2.99	No	Aus
I	Shepard	220	1.79	No	NS	I	Hass	330	2.99	No	Aus
IIGA	Shepard	210	1.89	No	Aus						
Coles	Shepard	220	1.98	No	Aus						
Woolworths	Shepard	225	1.98	Store	Aus						
Coles	Shepard	235	1.98	No	Aus						
I	Shepard	282	1.99	Store	Aus						
IIGA	Shepard	220	1.99	No	NS						
I	Shepard	305	2.99	Store	Aus						
I	Hass	240	2.99	No	Aus						
I	Hass	298	3.49	Store	Aus						
I	Hass	270	3.99	Store	Aus						
I	Hass	350	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

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
 Mixed = display sign indicates fruit is from multiple origins