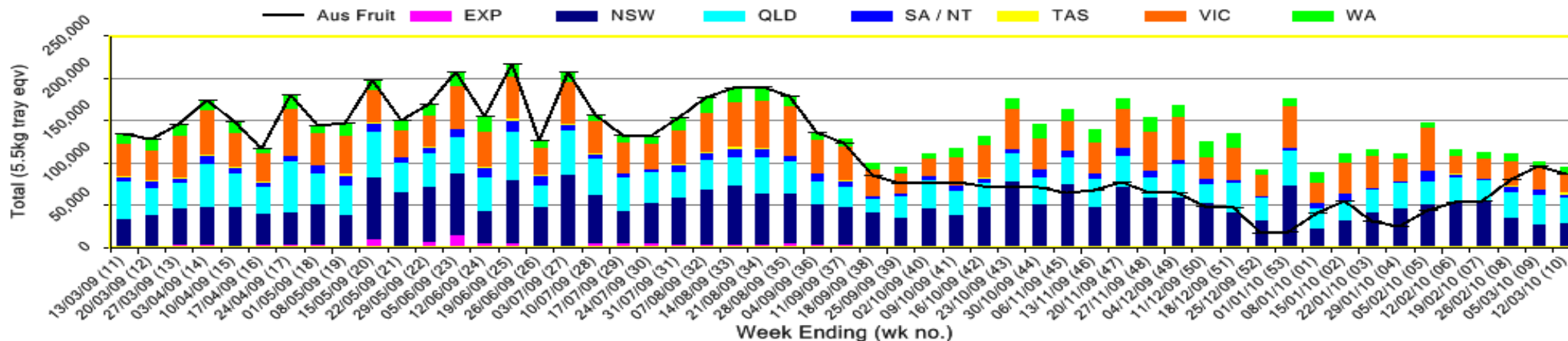


# INFOCADO WEEKLY REPORT: 6th - 12th March 2010 (Wk 10)

## Industry Dispatches 6th March - 12th March 2010 (Wk 10)

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	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP									1,048	524	1,572				1,572
NSW	46	641	1,548	3,220	1,341	3,941	5,896	2,369	946	19,948	3,422	8,162		27,654	
QLD		118	742	1,933	1,647	2,485	10,874	3,429		21,228	3,956	4,466	2,000	29,597	
SA / NT							2,560	144		2,704	152	5,544		3,988	
TAS							1,474			1,474	288	600		2,107	
VIC	193	269	1,611	4,063	288	6,970	4,500	568	9	18,471	1,883	3,828		22,591	
WA	24	188	732	948		1,011	4,163	116	125	7,307	407	1,100		8,247	
<b>Total</b>	<b>263</b>	<b>1,216</b>	<b>4,633</b>	<b>10,164</b>	<b>3,276</b>	<b>14,407</b>	<b>29,467</b>	<b>7,674</b>	<b>1,604</b>	<b>72,704</b>	<b>10,108</b>	<b>23,700</b>	<b>2,000</b>	<b>95,755</b>	

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 1,289,415 5.5kg tray eqv



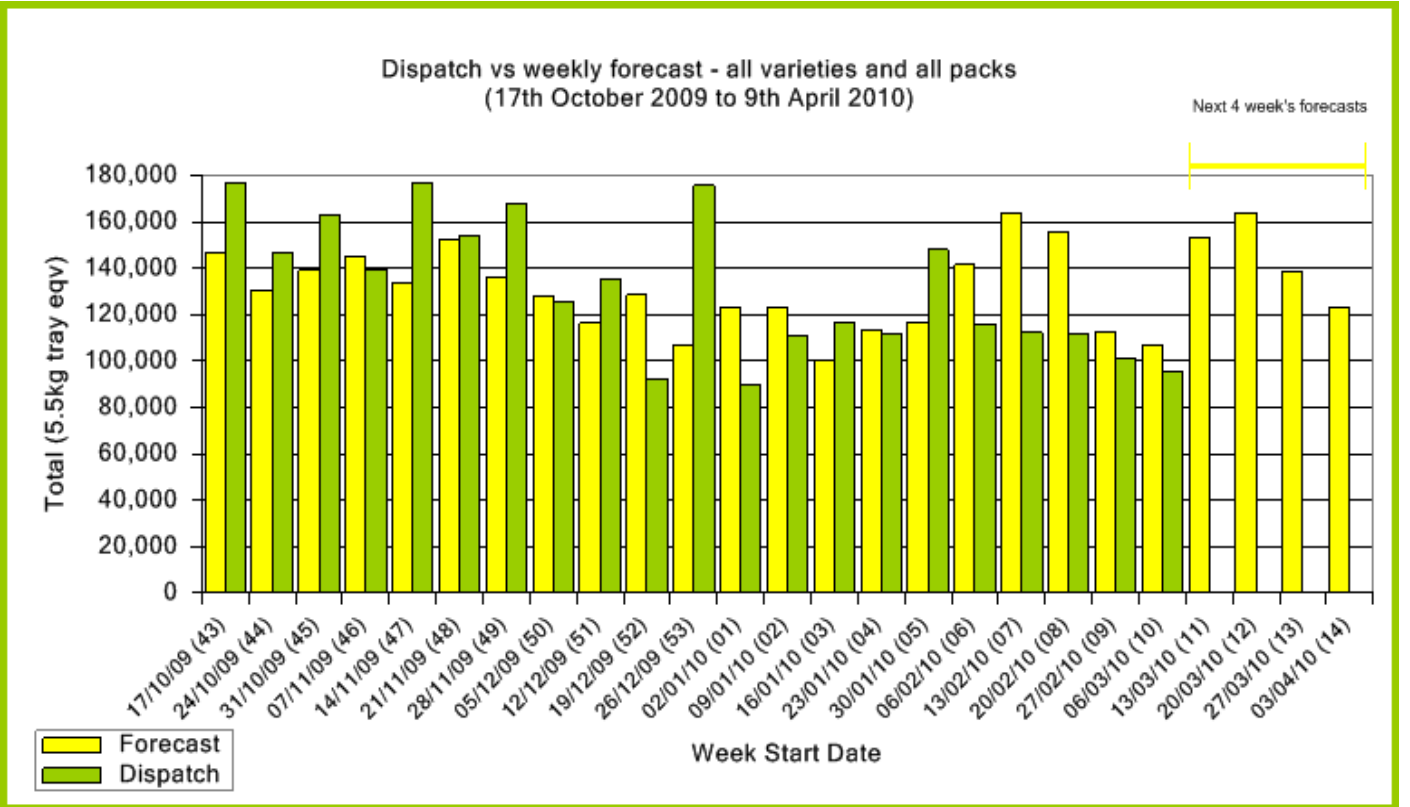
### Comments from the CEO

- REMEMBER THAT THE WEEKS BEGINNING SATURDAY 27<sup>TH</sup> MARCH AND SATURDAY 3<sup>RD</sup> APRIL INCLUDE EASTER PUBLIC HOLIDAYS. PLEASE REMEMBER TO TAKE THAT INTO ACCOUNT WHEN UPDATING YOUR WEEKLY FORECASTS.
- Total stock on hand has dropped to its lowest level since January which is reflected in the low dispatches over the past couple of weeks. Dispatches are forecast to increase over the coming weeks with the Central Queensland season getting under way however the cyclone threat in North and Central Queensland could impact on those dispatches.
- There is almost no Hass left in retail stores other than WA. NZ imports are almost finished with only very small quantities forecast over the next couple of weeks.



Forecast Data (Week 10 - 14)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 10 - begin 06/03/2010</b>					
Fuerte	730	30			<b>785</b>
Hass	5,530	34	1,100		<b>5,792</b>
Lamb Hass	120	8			<b>135</b>
Shepard	81,626	7,668	24,200		<b>99,968</b>
<b>Week Total</b>	<b>88,005</b>	<b>7,740</b>	<b>25,300</b>		<b>106,678</b>
<b>Week 11 - begin 13/03/2010</b>					
Fuerte	1,650	100			<b>1,832</b>
Hass	5,280	50			<b>5,371</b>
Lamb Hass	120	8			<b>135</b>
Shepard	125,686	8,350	22,200	1,500	<b>145,177</b>
Wurtz	600	10			<b>618</b>
<b>Week Total</b>	<b>133,336</b>	<b>8,518</b>	<b>22,200</b>	<b>1,500</b>	<b>153,132</b>
<b>Week 12 - begin 20/03/2010</b>					
Fuerte	1,650	100			<b>1,832</b>
Hass	2,304	34			<b>2,366</b>
Lamb Hass	100	6			<b>111</b>
Shepard	139,917	8,280	19,200	2,000	<b>158,827</b>
Wurtz	800	20			<b>836</b>
<b>Week Total</b>	<b>144,771</b>	<b>8,440</b>	<b>19,200</b>	<b>2,000</b>	<b>163,971</b>
<b>Week 13 - begin 27/03/2010</b>					
Fuerte	200	70			<b>327</b>
Hass	104	24			<b>148</b>
Shepard	123,728	5,775	15,200	1,500	<b>137,265</b>
Wurtz	800	20			<b>836</b>
<b>Week Total</b>	<b>124,832</b>	<b>5,889</b>	<b>15,200</b>	<b>1,500</b>	<b>138,576</b>
<b>Week 14 - begin 03/04/2010</b>					
Sharwil	1,000	100			<b>1,182</b>
Shepard	110,230	4,900	13,200	1,500	<b>121,812</b>
<b>Week Total</b>	<b>111,230</b>	<b>5,000</b>	<b>13,200</b>	<b>1,500</b>	<b>122,994</b>

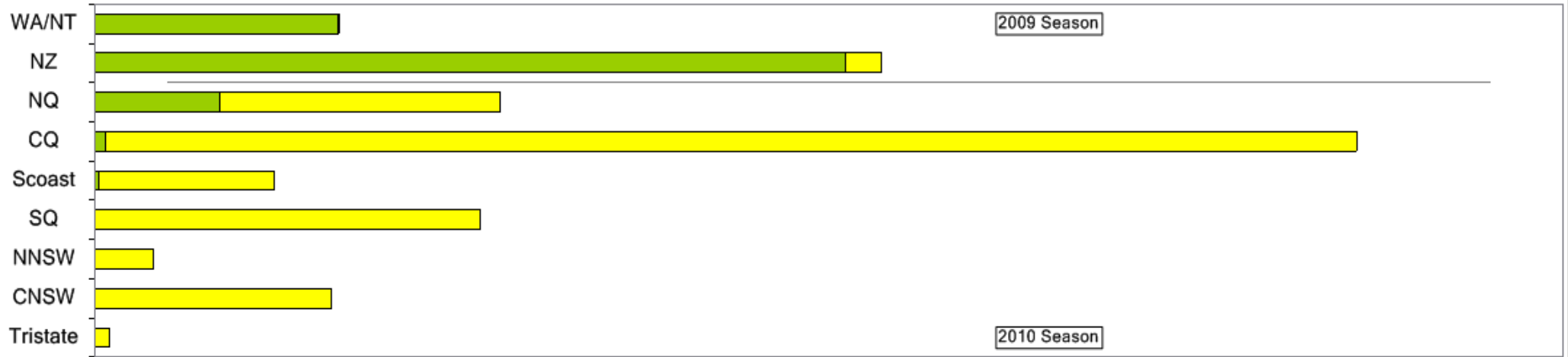
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 10 - begin 6/03/2010)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	538	23			580
Hass	10,435	80	1,100		10,780
Lamb Hass	96				96
Pinkerton	1,030	222			1,434
Shepard	60,607	9,783	22,600	2,000	82,867
<b>Total</b>	<b>72,706</b>	<b>10,108</b>	<b>23,700</b>	<b>2,000</b>	<b>95,757</b>



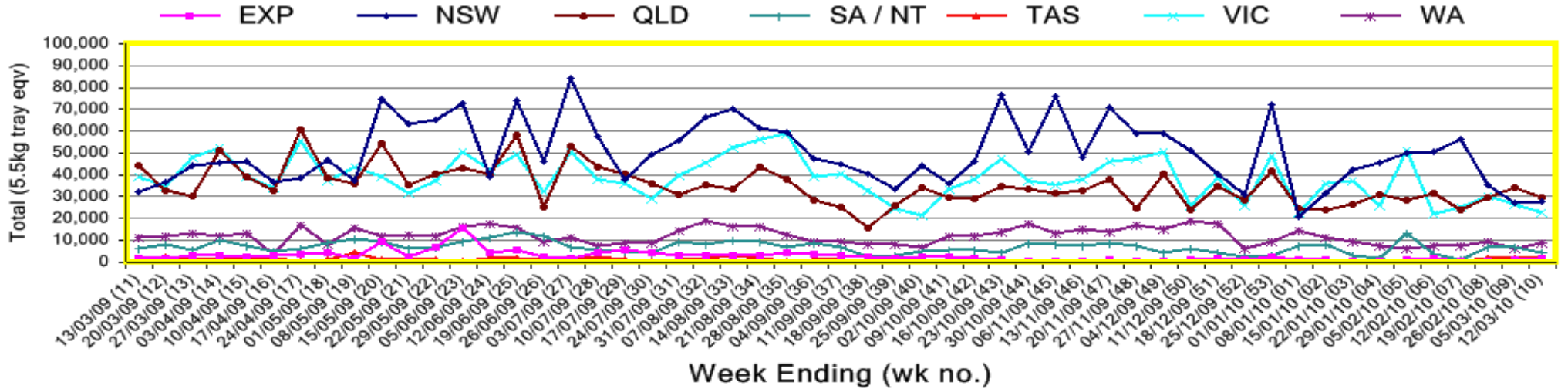
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009–April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	<b>1,799,965</b>
<b>Australia</b>		41,599	321,706	363,357	347,496	439,691	258,767	15,670		<b>1,788,286</b>
<b>USA</b>	2,727	15,090	22,787	6,183						<b>46,787</b>
<b>Japan</b>	4,519	28,746	64,348	69,842	45,244	14,154				<b>226,853</b>
<b>Total</b>	<b>7,246</b>	<b>85,436</b>	<b>408,840</b>	<b>439,382</b>	<b>392,740</b>	<b>453,845</b>	<b>258,767</b>	<b>15,670</b>		<b>2,061,926</b>

### Percentage dispatched by region (Based on seasonal forecast - 2010)

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 2010 to date = 1,289,415 5.5kg tray eqv



#### Week 10 contributors - Packhouses

Aussie Orchards Growers & Packers	Hilltop Mareeba	R & M Waterman
NZ Avocado Industry Council	ID & AM Leighton	Simpson Farms Pty Ltd
Avocados With Altitude Pty Ltd	J & K Hummer	Sunfresh
Bellview Orchards Pty Ltd	Lavers Orchards	SuperPak
Blushing Acres Pty Ltd	Lone Gum Avocados	Tinaroo Falls Avocado Trust
Donovan Family Investment Trust	Natures Fruit Company	Zanfar Pty Ltd
Gunnado Farm	One Harvest	

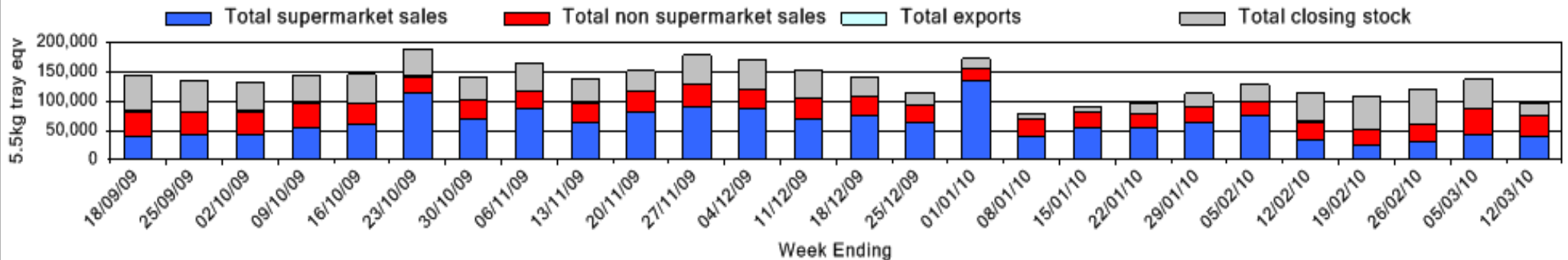
#### Week 10 contributors - Wholesalers

Dykes Bros (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Etherington (Perth)	The La Manna Group (Adelaide)
Kelly's (Melbourne)	The La Manna Group (Brisbane)
Murray Bros (Brisbane)	The La Manna Group (Melbourne)
Romeos (Brisbane)	United Fresh (Adelaide)

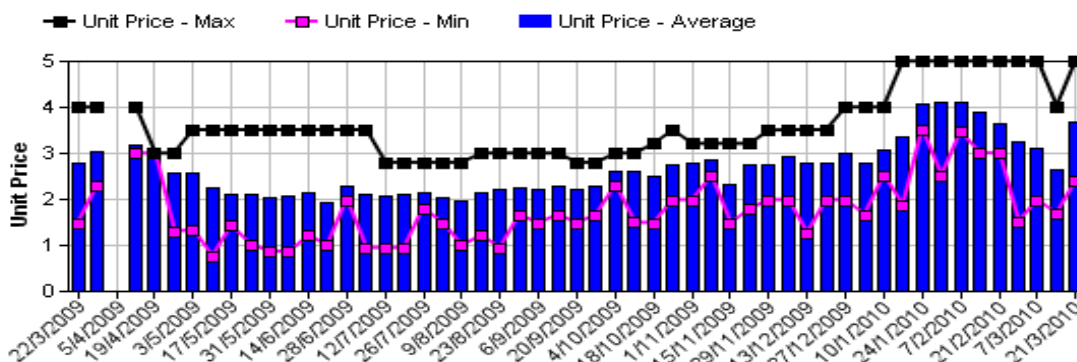
**Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level**

	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																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Data set not displayed because not enough NSW wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>																		
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>		9,997		9,997							4,466		4,466	812		10,809		10,809
<b>Total non supermarket sales</b>	168	21,484		21,652	17	19		36	65						199	21,519		21,717
<b>Total exports</b>		1,572		1,572												1,572		1,572
<b>Total sales</b>	168	33,053		33,221	17	19		36	65		4,466		4,466	812	199	33,899		34,098
<b>Total Stock on Hand</b>		11,914		11,914		41		41	75							11,989		11,989
SA & TAS																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not displayed because not enough SA&TAS wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	1,443	1,749	250	3,442	168	288		456	829		6,144		6,144	1,117	1,748	3,389	250	5,388
<b>Total Stock on Hand</b>																		
VIC																		
<b>Total supermarket sales</b>		10,661		10,661							3,828		3,828	696		11,357		11,357
<b>Total non supermarket sales</b>	5,553	3,374	102	9,028	269	216		485	882						6,042	3,766	102	9,910
<b>Total exports</b>																		
<b>Total sales</b>	5,553	14,035	102	19,690	269	216		485	882		3,828		3,828	696	6,042	15,124	102	21,268
<b>Total Stock on Hand</b>	964	765		1,729	101	155		256	465						1,147	1,047		2,194
WA																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	3,514	4,018		7,533	83	288		371	675						3,665	4,542		8,207
<b>Total Stock on Hand</b>																		
Total																		
<b>Total supermarket sales</b>	950	31,278	250	32,479	42	960		1,002	1,822		22,600		22,600	4,109	1,027	37,133	250	38,410
<b>Total non supermarket sales</b>	9,728	24,858	102	34,688	495	235		730	1,327						10,628	25,285	102	36,015
<b>Total exports</b>		1,572		1,572												1,572		1,572
<b>Total sales</b>	10,678	57,708	352	68,738	537	1,195		1,732	3,149		22,600		22,600	4,109	11,655	63,990	352	75,996
<b>Total Stock on Hand</b>	4,552	14,941	264	19,757	815	196	5	1,016	1,847						6,033	15,297	273	21,604

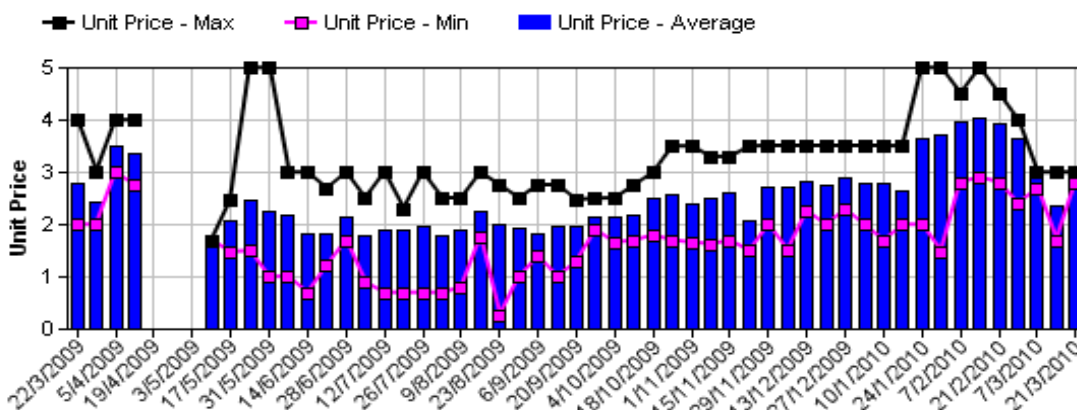
**Weekly National Sales**



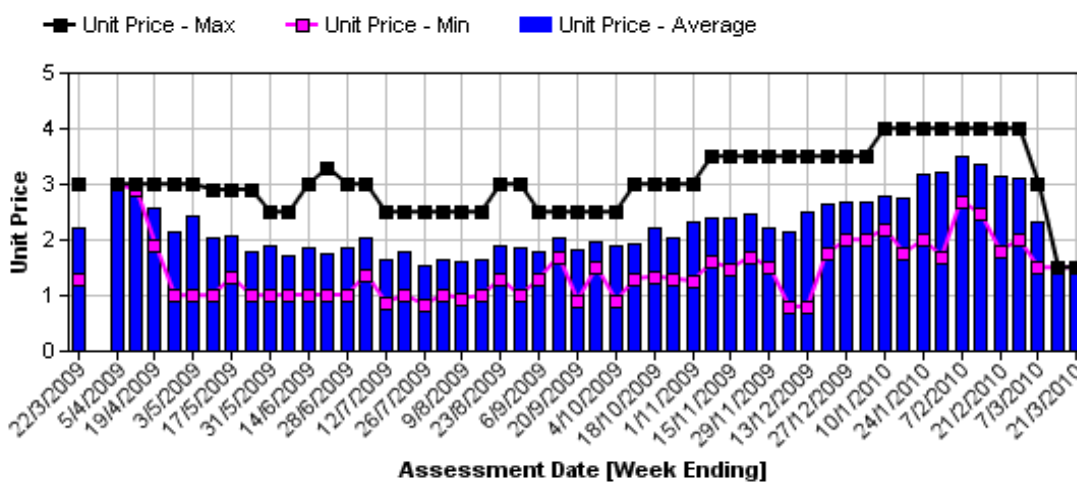
### Hass Avocado Average Retail Prices - Sydney



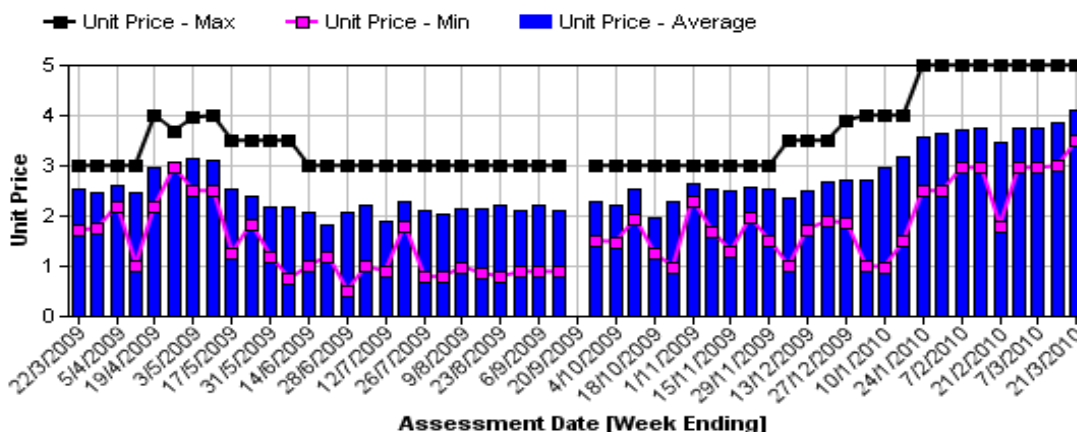
### Hass Avocado Average Retail Prices - Melbourne



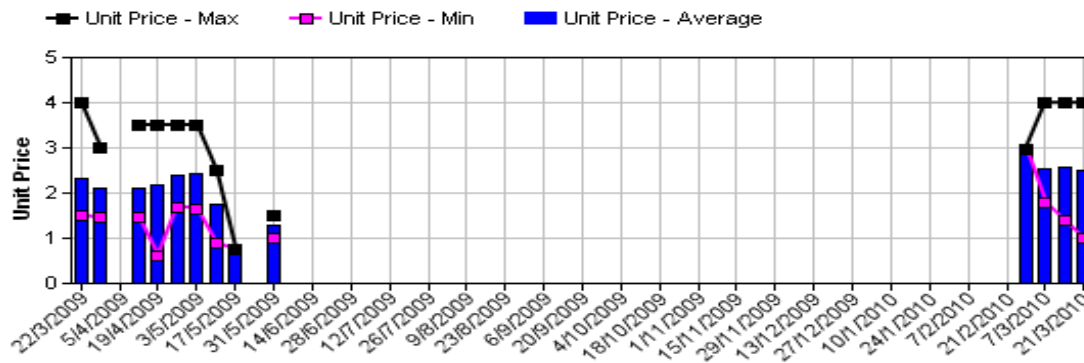
### Hass Avocado Average Retail Prices - Brisbane



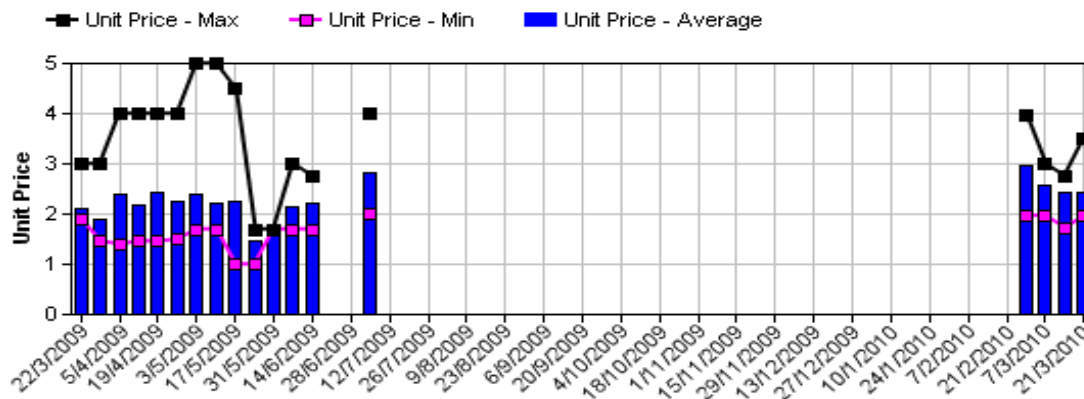
### Hass Avocado Average Retail Prices - Perth



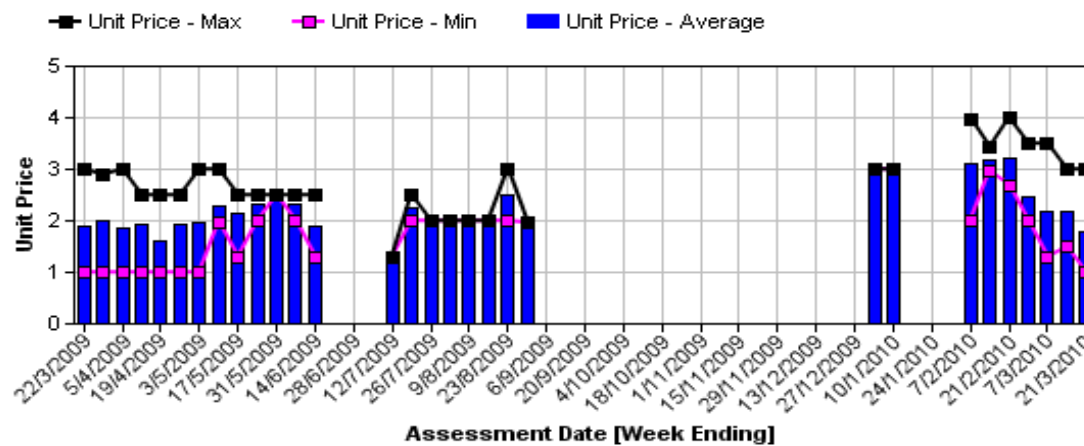
### Shepard Avocado Average Retail Prices - Sydney



### Shepard Avocado Average Retail Prices - Melbourne



### Shepard Avocado Average Retail Prices - Brisbane



Assessment Date [Week Ending]



## Retail Prices by City, Store and Variety - 15th March 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Shepard	200	0.99	Store	Aus
IC	Shepard	200	1.33	Store	Aus
Coles	Shepard	240	1.50	Cat	Aus
Coles	Shepard	245	1.50	Cat	Aus
I	Shepard	215	1.99	No	Aus
IGA	Hass	220	2.39	No	NZ
Woolworths	Shepard	195	2.42	No	Aus
Woolworths	Shepard	205	2.42	No	Aus
Foodworks	Shepard	240	2.49	No	NS
Woolworths	Shepard	255	2.78	No	Aus
I	Shepard	235	2.99	No	Aus
I	Shepard	280	2.99	No	Aus
IC	Shepard	300	2.99	No	Aus
I	Shepard	250	2.99	No	Aus
IC	Shepard	295	3.99	No	Aus
IGA	Shepard	245	3.99	No	NS
I	Hass	210	4.99	No	NS
<b>BRISBANE</b>					
IGA	Shepard	180	0.99	Store	Aus
IC	Shepard	200	1.20	Store	Aus
Woolworths	Shepard	220	1.43	Cat	NS
Woolworths	Shepard	235	1.43	Cat	Aus
Woolworths	Shepard	215	1.43	Cat	Aus
I	Shepard	150	1.49	Store	NZ
I	Hass	150	1.49	Store	NZ
I	Shepard	190	1.49	No	Aus
Coles	Hass	195	1.50	Cat	Aus
Coles	Shepard	240	1.50	Cat	Aus
IC	Shepard	180	1.50	Store	Aus
Coles	Shepard	225	1.50	Cat	Aus
IGA	Shepard	180	1.99	No	NS
IGA	Shepard	220	1.99	No	NS
I	Shepard	260	2.69	No	Aus
I	Shepard	240	2.99	Store	NS
I	Shepard	312	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
Coles	Shepard	175	1.95	No	Aus
Coles	Shepard	225	1.95	No	Mixed
Coles	Shepard	260	1.95	No	Aus
I	Shepard	220	1.96	Store	Aus
Safeway	Shepard	175	1.98	Store	Aus
I	Shepard	265	1.99	No	NS
IGA	Shepard	250	1.99	Store	Aus
I	Shepard	170	2.40	No	NS
Safeway	Shepard	205	2.50	No	Aus
Safeway	Shepard	190	2.50	No	Aus
I	Hass	190	2.80	No	NS
I	Hass	260	2.99	No	NZ
I	Shepard	275	3.50	No	NS
I	Shepard	260	3.50	No	NS
I	Shepard	280	3.50	No	NS
<b>PERTH</b>					
IS	Hass	230	3.49	No	Aus
IGA	Hass	260	3.49	No	Aus
Woolworths	Shepard	225	3.68	No	Aus
I	Hass	270	3.79	No	Aus
Woolworths	Shepard	230	3.95	No	Aus
Woolworths	Hass	280	3.95	No	Aus
Woolworths	Shepard	220	3.95	Store	Aus
Coles	Shepard	215	3.98	No	Aus
Coles	Shepard	285	3.98	No	Aus
I	Hass	280	3.99	No	NZ
I	Hass	225	3.99	No	Aus
I	Hass	275	3.99	No	Aus
IGA	Hass	345	3.99	No	NS
I	Hass	300	4.59	Cat	NZ
IGA	Hass	260	4.79	No	Aus
IS	Hass	330	4.99	No	NZ

### Store Codes

I = Independent Fruit and Vegetable stores  
 IC = Independent Fruit and Vegetable store Chains  
 IS = Independent Supermarkets

### Special Codes

Cat = fruit is on catalogue special for that city this week  
 Store = fruit is on special in that store only this week

### 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

### 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