

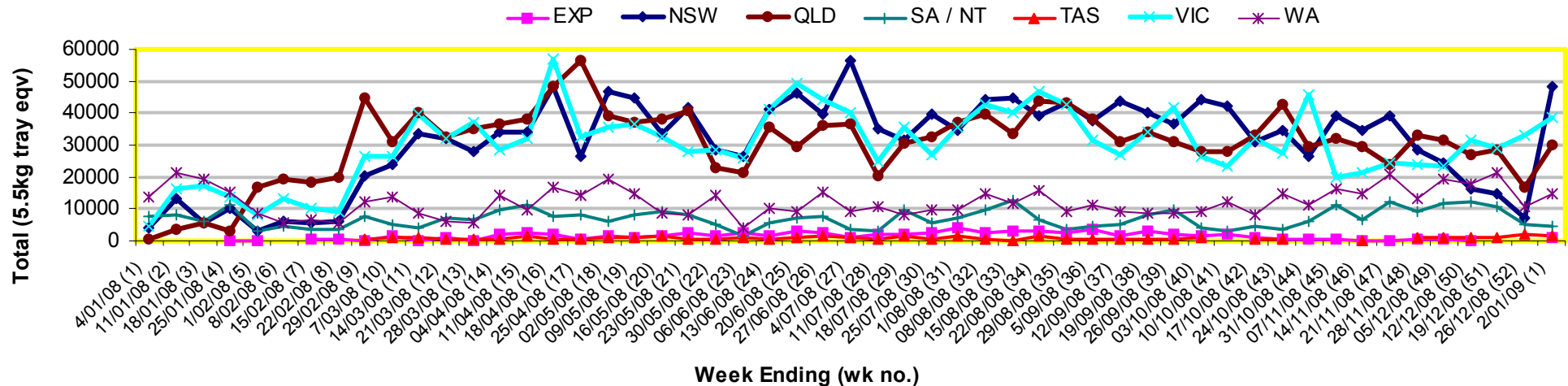
# INFOCADO WEEKLY REPORT: 27th December 2008 - 2nd January 2009 (Wk 1)

## Industry Dispatches 27th December 2008 - 2nd January 2009 (Wk 1)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	Total	10Kg	Kg	Total
EXP									880	880			880
NSW		3,030	6,907	11,505	144	10,154	8,667	3,730	3,653	47,790	412		48,539
QLD		1,155	4,360	6,091	1,440	4,884	4,956	2,706	1,469	27,061	1,549		29,877
SA / NT	23	754	790	579		843	196	276		3,461	465	2,000	4,670
TAS									1,484	1,484			1,484
VIC	105	2,779	7,792	12,558		4,105	3,231	1,788	1,191	33,549	2,802		38,644
WA	3	1,133	716	1,210		3,106	3,805	1,795		11,768	1,491	2,500	14,934
<b>Total</b>	<b>131</b>	<b>8,851</b>	<b>20,565</b>	<b>31,943</b>	<b>1,584</b>	<b>23,092</b>	<b>22,339</b>	<b>11,175</b>	<b>6,313</b>	<b>125,993</b>	<b>6,719</b>	<b>4,500</b>	<b>139,027</b>

### Throughput Australian & NZ avocados by destination State

Throughput 1st January 2009 to date = 139,027 5.5kg tray eqv



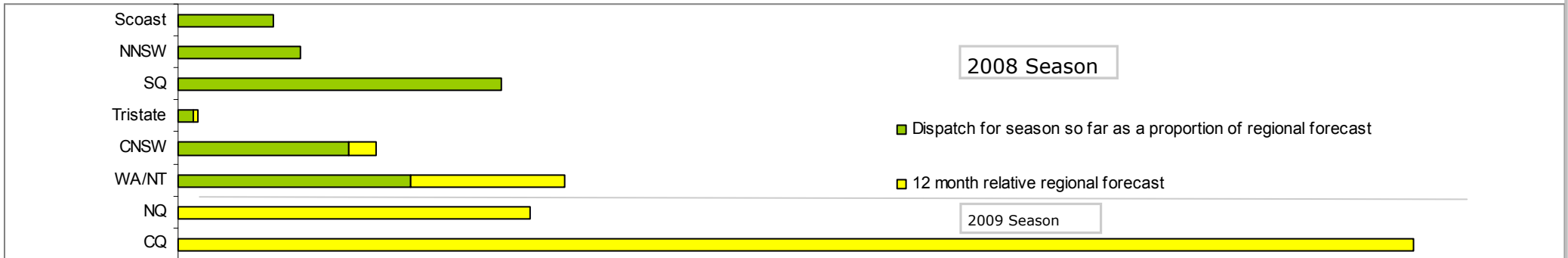
### Comments from the CEO

- Happy New Year and welcome to week 1 of Infocado 2009!
- The first week of 2009 sees the return to Infocado of NZ data supplied directly from the NZ industry, it is great to have them back on board with Infocado. This is why the dispatches, forecasts and sales reports are all higher than Week 1 2008.
- This report is able to give a fuller picture of avocado trading in the Australian market, we have a full set of data! The direct supermarket sales from NZ are also included in the sales report on page 4 (this number includes direct sales of NZ fruit, Australian fruit from the wholesale markets and packing sheds) as well as overall NZ dispatches and forecasts in the relevant charts and tables.
- With NZ in full swing it is good to see that between them Coles and Woolworths are "on ad" in Sydney, Brisbane and Melbourne.
- We are in the process of putting together the Seasonal Forecast Report for 2009. We are still waiting on some forecasts, it is very important that everyone puts in their figures as accurately as possible by the end of the week so that we have the most accurate information possible to assist in managing what is destined to be a very challenging year ahead.
- I will be visiting the Sydney Wholesalers in the next week to catch up with them re Infocado.

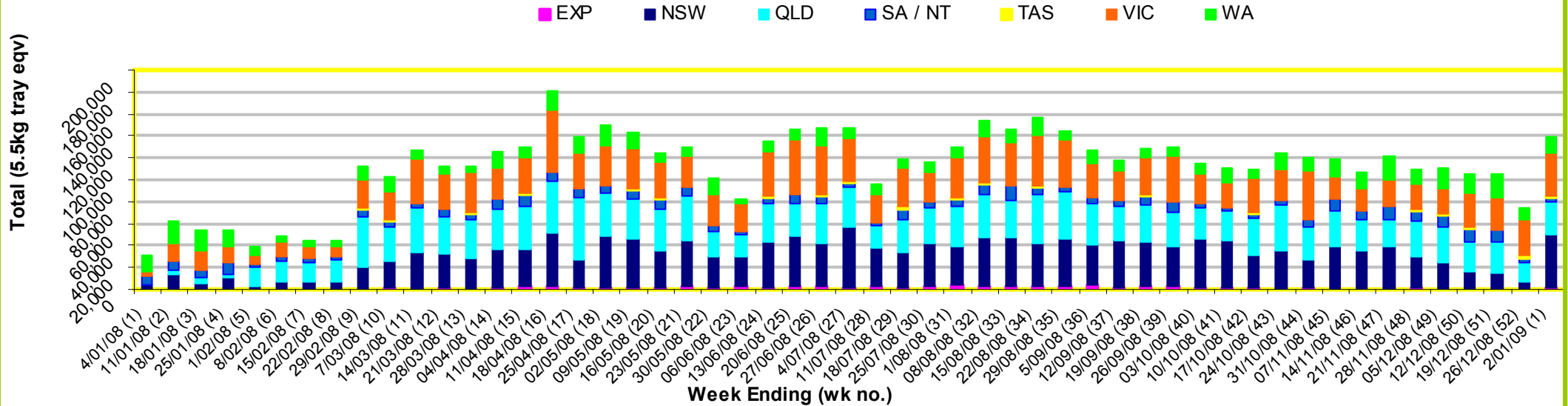




Percentage dispatched by region (Based on seasonal forecast - 2008)



**Throughput Australian & NZ avocados by destination State**  
**Throughput 1st January 2009 to date = 139,027 5.5kg tray eqv**



**Week 1 contributors—Packhouses**

- |                                      |                           |
|--------------------------------------|---------------------------|
| Advance Packing & Marketing Services | Kulnura Ambrosia Avocados |
| AvoLand                              | Merrinee Farms            |
| C F Fechner                          | Midcoast Avocados         |
| Chinoola Orchards                    | Natures Fruit Company     |
| Chislett Developments Pty Ltd        | Sunfresh                  |
| Coastal Avocados                     | Tam MT Farm Management    |
| Delroy Orchards                      | Willow Creek Pty Ltd      |
| Green Nugget Orchards                | WJ Row                    |

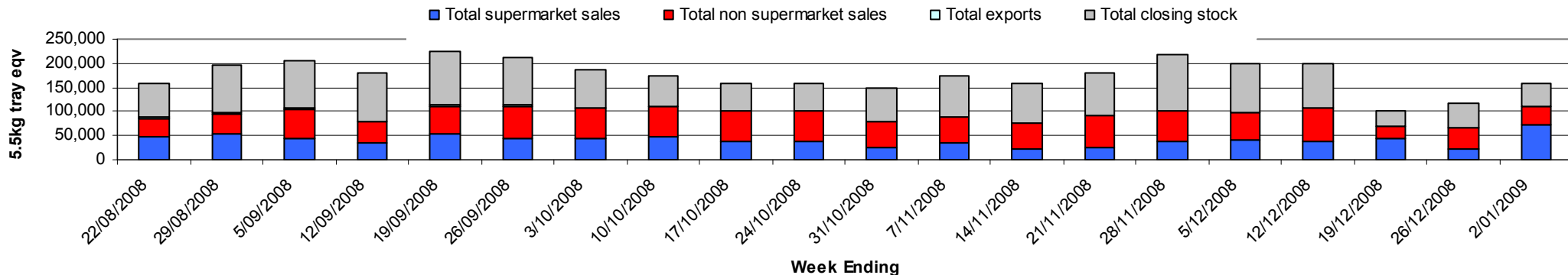
**Week 1 contributors—Wholesalers**

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne)            | The La Manna Group (Adelaide)   |
| Etherington (Perth)               | The La Manna Group (Brisbane)   |
| Kelly's (Melbourne)               | The La Manna Group (Melbourne)  |
| Mercer Mooney (Perth)             | United Fresh (Adelaide)         |
| Murray Bros (Brisbane)            |                                 |

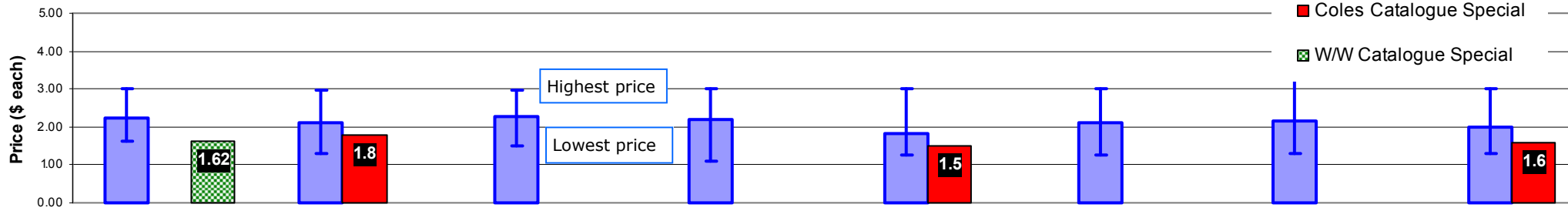
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	
<b>NSW</b>																			
Total supermarket sales	30,424			30,424											30,424			30,424	
Total non supermarket sales																			
Total exports	# Full data set not included because not enough Sydney wholesalers contributed data this																		
Total sales	30,424			30,424											30,424			30,424	
Total stock on hand																			
<b>QLD</b>																			
Total supermarket sales	12,899			12,899											12,899			12,899	
Total non supermarket sales																			
Total exports	# Full data set not included because not enough Qld wholesalers contributed data this week																		
Total sales	30,345			30,345											30,345			30,345	
Total stock on hand																			
<b>SA &amp; TAS</b>																			
Total supermarket sales	5,755		24	5,779						2,167			2,167	394	6,149		24	6,173	
Total non supermarket sales	4,128		225	4,353	440			440	800						4,928		225	5,153	
Total exports																			
Total sales	9,883		249	10,132	440			440	800	2,167			2,167	394	11,077		249	11,326	
Total stock on hand #	4,632		187	4,819	719			18	737	1,340			114	21	5,960		220	6,180	
<b>VIC</b>																			
Total supermarket sales	18,375			18,375											18,375			18,375	
Total non supermarket sales	7,137		587	7,724	439			439	798						7,935		587	8,522	
Total exports																			
Total sales	25,512		587	26,099	439			439	798						26,310		587	26,897	
Total stock on hand	9,731		143	9,874	485			485	882						10,613		143	10,756	
<b>WA</b>																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																		
Total exports																			
Total sales	10,406		10	10,416	616			19	635	1,155	2,500			2,500	455	11,981		45	12,025
Total stock on hand #																			
<b>TOTAL</b>																			
Total supermarket sales	73,407		34	73,441							4,667			4,667	849	74,255		34	74,289
Total non supermarket sales	32,282		812	33,094	1,495			19	1,514	2,753					35,000		812	35,812	
Total exports	880			880											880			880	
Total sales	106,569		846	107,415	1,495			19	1,514	2,753	4,667			4,667	849	110,136		846	111,016
Total stock on hand	40,594		330	40,924	2,960			18	2,978	5,415	114			114	21	45,996		330	46,359

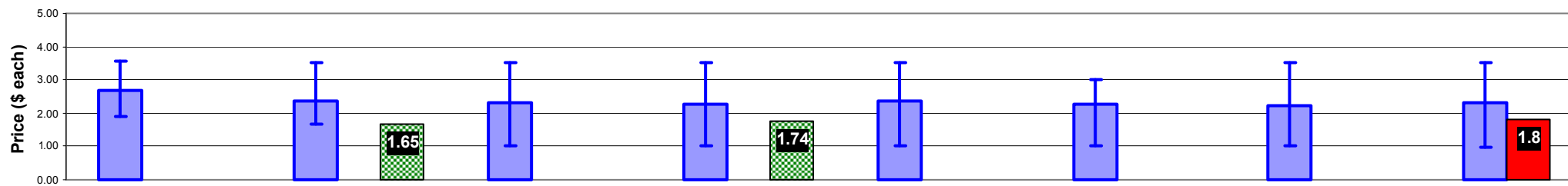
**Weekly National Sales**



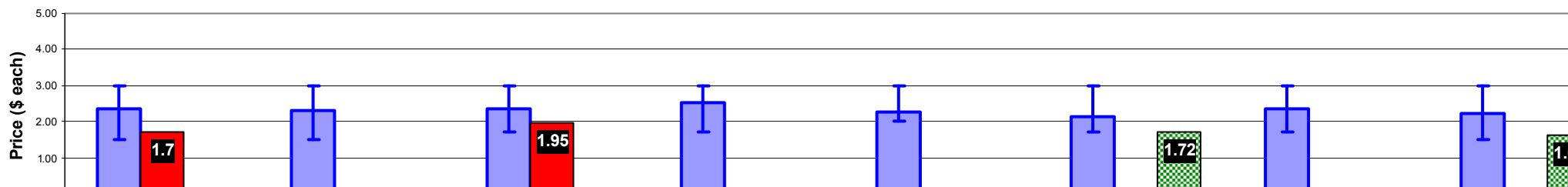
Average Avocado Retail Prices - Brisbane



Average Avocado Retail Prices - Sydney



Average Avocado Retail Prices - Melbourne



Average Avocado Retail Prices - Perth

