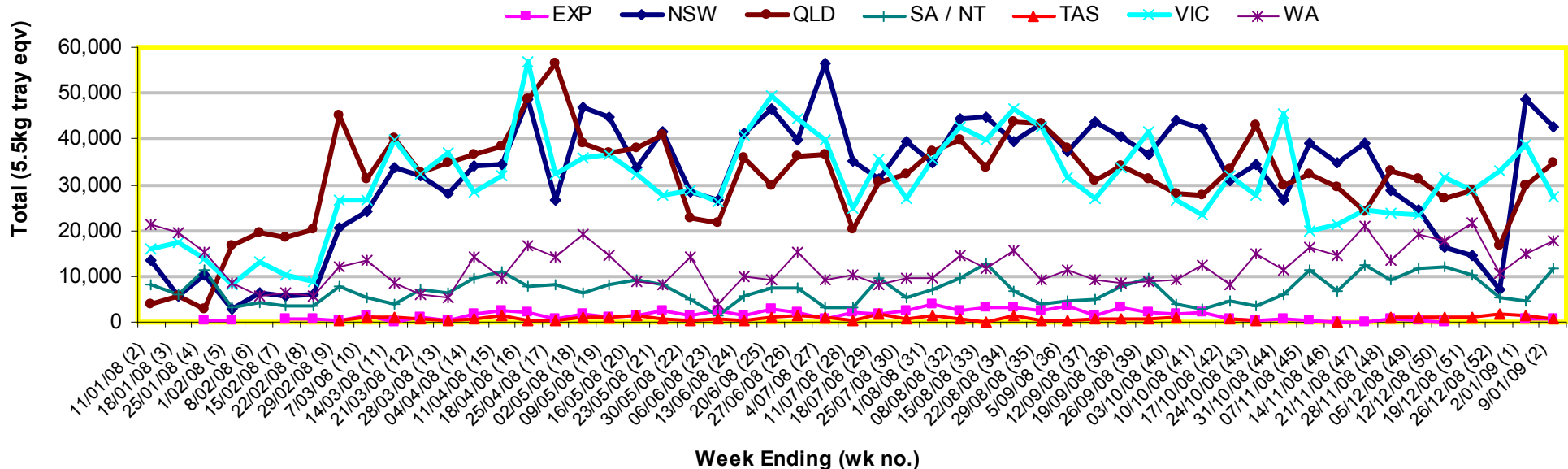


# INFOCADO WEEKLY REPORT: 3rd - 9th January 2009 (Wk 2)

## Industry Dispatches 3rd - 9th January 2009 (Wk 2)

| Dest. State  | 5.5kg      |              |               |               |            |               |               |               |              | 5.5kg<br>Total | Bulk<br>10Kg | P/PK<br>Kg    | Other<br>Kg  | 5.5Kg Eqv Trays<br>All<br>Total |
|--------------|------------|--------------|---------------|---------------|------------|---------------|---------------|---------------|--------------|----------------|--------------|---------------|--------------|---------------------------------|
|              | <16        | 16           | 18            | 20            | 22         | 23            | 25            | 28            | 28+          |                |              |               |              |                                 |
| EXP          |            |              |               |               |            |               |               |               | 660          | 660            |              |               |              | 660                             |
| NSW          | 252        | 2,029        | 8,452         | 9,823         |            | 6,998         | 4,991         | 3,376         | 1,954        | 37,875         | 2,649        |               |              | 42,691                          |
| QLD          | 157        | 1,369        | 4,386         | 7,160         | 413        | 7,104         | 5,784         | 2,725         | 1,932        | 31,030         | 1,417        | 5,603         | 1,415        | 34,882                          |
| SA / NT      | 24         | 954          | 308           | 347           |            |               | 941           | 5,085         | 382          | 8,041          | 1,615        | 5,000         |              | 11,886                          |
| TAS          |            |              |               |               |            |               |               |               | 593          | 593            |              |               |              | 593                             |
| VIC          | 194        | 1,679        | 5,676         | 9,701         | 94         | 3,115         | 1,711         | 876           | 608          | 23,654         | 1,939        |               |              | 27,179                          |
| WA           | 1          | 555          | 926           | 2,364         |            | 3,797         | 4,065         | 2,191         | 51           | 13,950         | 1,553        | 6,200         |              | 17,901                          |
| <b>Total</b> | <b>628</b> | <b>6,586</b> | <b>19,748</b> | <b>29,395</b> | <b>507</b> | <b>21,955</b> | <b>22,229</b> | <b>10,210</b> | <b>4,545</b> | <b>115,803</b> | <b>9,173</b> | <b>16,803</b> | <b>1,415</b> | <b>135,793</b>                  |

Throughput Australian & NZ avocados by destination State  
Throughput 1st January 2009 to date = 274,820 5.5kg tray eqv



### Comments from the CEO

- Dispatches were down on forecasts this week, mainly due to lower than forecast NZ exports—this may be a trend over the coming weeks.
- I will be visiting the Sydney markets later this week to discuss with wholesalers the future of the wholesale section of the sys-



**Forecast Data (Week 2-6)**

| Variety               | Trays - Total  | Bulk         | P/Pk         | Proc       | Oth er     | All - Total    |
|-----------------------|----------------|--------------|--------------|------------|------------|----------------|
|                       | 5.5Kg Eqv      | 10Kg         | Kg           | Kg         | Kg         | 5.5Kg Eqv      |
| Week 2—begin 3/01/09  |                |              |              |            |            |                |
| Gwen                  | 800            | 20           |              |            |            | <b>836</b>     |
| Hass                  | 142,647        | 8,918        | 8,300        | 200        | 400        | <b>160,480</b> |
| Lamb Hass             | 350            | 25           |              |            |            | <b>395</b>     |
| Reed                  | 525            | 25           |              |            |            | <b>570</b>     |
| Wurtz                 | 200            | 10           |              |            |            | <b>218</b>     |
| <b>Week Total</b>     | <b>144,522</b> | <b>8,998</b> | <b>8,300</b> | <b>200</b> | <b>400</b> | <b>162,500</b> |
| Week 3—begin 10/01/09 |                |              |              |            |            |                |
| Gwen                  | 1,000          | 110          |              |            |            | <b>1,200</b>   |
| Hass                  | 132,912        | 7,511        | 7,500        |            |            | <b>147,932</b> |
| Lamb Hass             | 600            | 40           |              |            |            | <b>673</b>     |
| Reed                  | 520            | 30           |              |            |            | <b>575</b>     |
| Wurtz                 | 200            | 10           |              |            |            | <b>218</b>     |
| <b>Week Total</b>     | <b>135,232</b> | <b>7,701</b> | <b>7,500</b> |            |            | <b>150,598</b> |
| Week 4—begin 17/01/09 |                |              |              |            |            |                |
| Gwen                  | 1,400          | 100          |              |            |            | <b>1,582</b>   |
| Hass                  | 133,060        | 6,896        | 7,000        |            |            | <b>146,871</b> |
| Lamb Hass             | 700            | 40           |              |            |            | <b>773</b>     |
| Reed                  | 520            | 20           |              |            |            | <b>556</b>     |
| <b>Week Total</b>     | <b>135,680</b> | <b>7,056</b> | <b>7,000</b> |            |            | <b>149,782</b> |
| Week 5—begin 24/01/09 |                |              |              |            |            |                |
| Gwen                  | 1,000          | 90           |              |            |            | <b>1,164</b>   |
| Hass                  | 124,260        | 6,225        | 7,000        |            |            | <b>136,851</b> |
| Lamb Hass             | 600            | 30           |              |            |            | <b>655</b>     |
| Reed                  | 920            | 50           |              |            |            | <b>1,011</b>   |
| <b>Week Total</b>     | <b>126,780</b> | <b>6,395</b> | <b>7,000</b> |            |            | <b>139,680</b> |
| Week 6—begin 31/01/09 |                |              |              |            |            |                |
| Gwen                  | 900            | 90           |              |            |            | <b>1,064</b>   |
| Hass                  | 111,533        | 4,570        | 7,000        |            |            | <b>121,115</b> |
| Lamb Hass             | 600            | 30           |              |            |            | <b>655</b>     |
| Reed                  | 800            | 20           |              |            |            | <b>836</b>     |
| <b>Week Total</b>     | <b>113,833</b> | <b>4,710</b> | <b>7,000</b> |            |            | <b>123,670</b> |

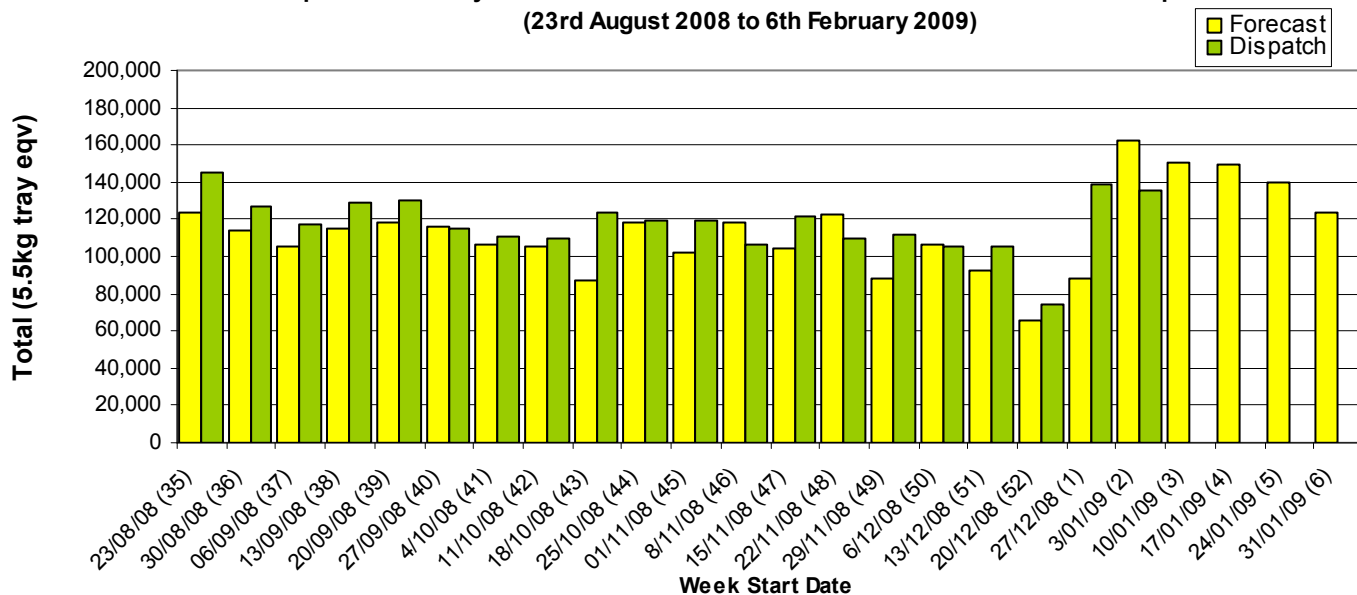
Green shading indicates dispatch data

Yellow shading indicates forecast data

**Dispatch Data (Week 2 - begin 3/01/09)**

| Variety      | Trays          | Bulk         | P/Pk          | Other        | 5.5Kg Eqv      |
|--------------|----------------|--------------|---------------|--------------|----------------|
|              | 5.5kg eqv      | 10Kg         | Kg            | Kg           | Total Trays    |
| Gwen         | 694            | 156          |               |              | <b>978</b>     |
| Hass         | 114,318        | 8,976        | 16,803        | 1,273        | <b>133,924</b> |
| Lamb Hass    | 480            | 12           |               |              | <b>502</b>     |
| Reed         | 292            | 28           |               | 142          | <b>369</b>     |
| Sharwil      | 4              | 1            |               |              | <b>6</b>       |
| Wurtz        | 14             |              |               |              | <b>14</b>      |
| <b>Total</b> | <b>115,802</b> | <b>9,173</b> | <b>16,803</b> | <b>1,415</b> | <b>135,792</b> |

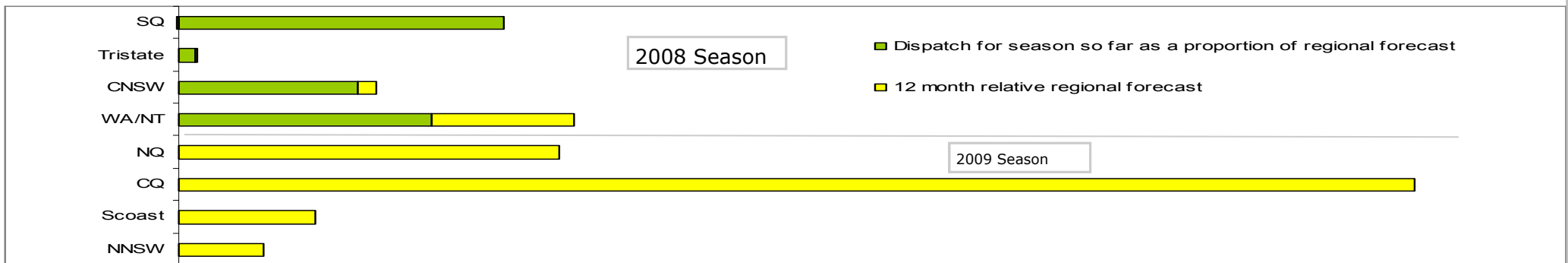
**Dispatch vs weekly forecast for Australian & NZ Avocados - all varieties and all packs (23rd August 2008 to 6th February 2009)**



**New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2008-April 2009**

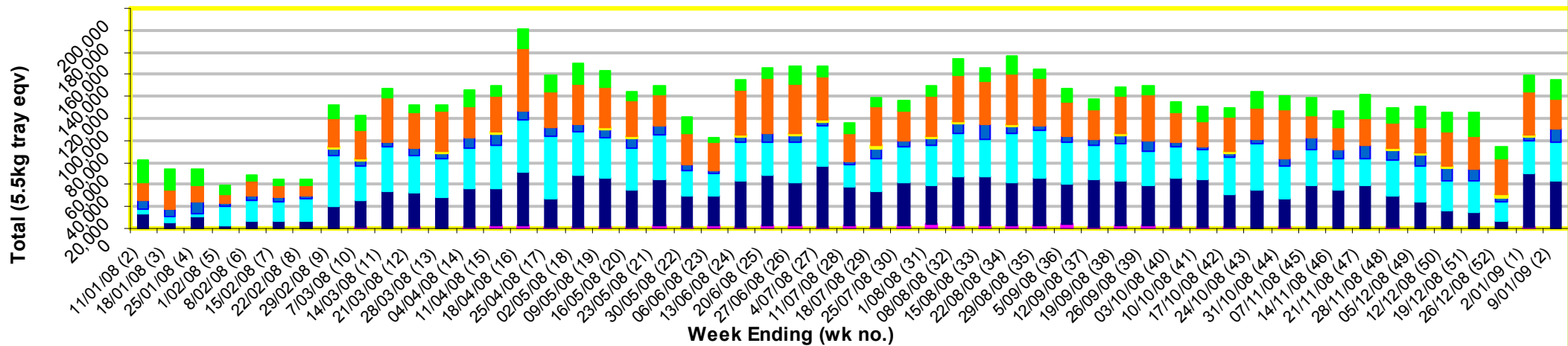
| Export Dest'n             | Aug      | Sep           | Oct            | Nov            | Dec             | Jan     | Feb     | Mar   | Apr | Total to date    |
|---------------------------|----------|---------------|----------------|----------------|-----------------|---------|---------|-------|-----|------------------|
| <b>NZ Export Forecast</b> |          | 26,730        | 177,487        | 319,958        | 378,497         | 304,722 | 122,824 | 6,282 |     | <b>1,336,500</b> |
| <b>Australia</b>          | 0        | 7,713         | 210,274        | 312,989        | Avail next week |         |         |       |     | <b>530,976</b>   |
| <b>USA</b>                |          |               |                |                |                 |         |         |       |     |                  |
| <b>Japan</b>              |          | 3,920         | 21,563         | 37,519         | 24,334          |         |         |       |     | <b>87,335</b>    |
| <b>Total</b>              | <b>0</b> | <b>11,633</b> | <b>231,837</b> | <b>350,508</b> | <b>24,334</b>   |         |         |       |     | <b>618,311</b>   |

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



**Throughput Australian & NZ avocados by destination State**  
**Throughput 1st January 2009 to date = 274,820 5.5kg tray eqv**

EXP NSW QLD SA / NT TAS VIC WA



**Week 2 contributors—Packhouses**

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| Advance Packing & Marketing Services | Mariners Rest                     |
| Avocado Industry Council (NZAGA)     | Merrinee Farms                    |
| AvoLand                              | Midcoast Avocados                 |
| Avonova                              | Natures Fruit Company             |
| C F Fechner                          | Sunfresh                          |
| Chinoola Orchards                    | Sunrise Avocados                  |
| Chislett Developments Pty Ltd        | Tam MT Farm Management            |
| Coastal Avocados                     | VP & EA Farrell                   |
| Delroy Orchards                      | Willow Creek Strawberries Pty Ltd |
| I & A Tolson                         | WJ Row                            |
| Kulnura Ambrosia Avocados            |                                   |

**Week 2 contributors—Wholesalers**

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| Costa Exchange Trading (Adelaide)  | Quality Produce International (Perth) |
| Dykes Bros (Melbourne)             | The La Manna Group (Adelaide)         |
| Etherington (Perth)                | The La Manna Group (Brisbane)         |
| Exotic Fruit Traders (Sydney)      | The La Manna Group (Melbourne)        |
| Murray Bros (Brisbane)             | United Fresh (Adelaide)               |
| Premier Fruits Pty Ltd (Melbourne) |                                       |

**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     |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total non supermarket sales |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total exports               |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total sales                 | 18,880                             |         |       | 18,880 | 664               |         |       | 664   | 1,207     |             |         |       |        |           |                   |         |       | 20,087  |
| Total stock on hand         |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| <b>QLD</b>                  |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total supermarket sales     |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total non supermarket sales |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total exports               |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total sales                 | 40,828                             |         | 12    | 40,840 | 1                 |         |       | 1     | 2         |             |         |       |        |           |                   |         |       | 40,830  |
| Total stock on hand         |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       | 12      |
| <b>SA &amp; TAS</b>         |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total supermarket sales     | 9,652                              |         | 16    | 9,668  |                   |         |       |       |           | 5,099       |         |       | 5,099  | 927       | 10,579            |         | 16    | 10,595  |
| Total non supermarket sales | 7,828                              |         | 339   | 8,167  | 603               |         |       | 603   | 1,096     |             |         |       |        |           | 8,925             |         | 339   | 9,264   |
| Total exports               | 125                                |         |       | 125    |                   |         |       |       |           |             |         |       |        |           | 125               |         |       | 125     |
| Total sales                 | 17,605                             |         | 355   | 17,960 | 603               |         |       | 603   | 1,096     | 5,099       |         |       | 5,099  | 927       | 19,628            |         | 355   | 19,983  |
| Total stock on hand #       | 147                                |         | 168   | 315    | 262               |         | 18    | 280   | 509       | 15          |         |       | 15     | 3         | 626               |         | 201   | 827     |
| <b>VIC</b>                  |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total supermarket sales     | 8,264                              |         |       | 8,264  |                   |         |       |       |           |             |         |       |        |           | 8,264             |         |       | 8,264   |
| Total non supermarket sales | 6,446                              |         |       | 6,446  | 646               |         |       | 646   | 1,175     |             |         |       |        |           | 7,621             |         |       | 7,621   |
| Total exports               |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total sales                 | 14,710                             |         |       | 14,710 | 646               |         |       | 646   | 1,175     |             |         |       |        |           | 15,884            |         |       | 15,884  |
| Total stock on hand         | 1,961                              |         |       | 1,961  | 303               |         |       | 303   | 551       |             |         |       |        |           | 2,512             |         |       | 2,512   |
| <b>WA</b>                   |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total supermarket sales     |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total non supermarket sales |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total exports               |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total sales                 | 7,324                              |         | 20    | 7,344  | 616               |         |       | 616   | 1,120     | 5,000       |         |       | 5,000  | 909       | 9,353             |         | 20    | 9,373   |
| Total stock on hand #       |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| <b>TOTAL</b>                |                                    |         |       |        |                   |         |       |       |           |             |         |       |        |           |                   |         |       |         |
| Total supermarket sales     | 56,130                             |         | 48    | 56,178 | 193               |         |       | 193   | 351       | 10,099      |         |       | 10,099 | 1,836     | 58,317            |         | 48    | 58,365  |
| Total non supermarket sales | 42,431                             |         | 339   | 42,770 | 2,337             |         |       | 2,337 | 4,249     |             |         |       |        |           | 46,680            |         | 339   | 47,019  |
| Total exports               | 785                                |         |       | 785    |                   |         |       |       |           |             |         |       |        |           | 785               |         |       | 785     |
| Total sales                 | 99,346                             |         | 387   | 99,733 | 2,530             |         |       | 2,530 | 4,600     | 10,099      |         |       | 10,099 | 1,836     | 105,782           |         | 387   | 106,169 |
| Total stock on hand         | 34,284                             |         | 168   | 34,452 | 764               |         | 18    | 782   | 1,422     | 15          |         |       | 15     | 3         | 35,675            |         | 201   | 35,876  |

# Full data set not included because not enough Sydney wholesalers contributed data this week

# Full data set not included because not enough Qld wholesalers contributed data this week

# Full data set not included because not enough WA wholesalers contributed data this week

**Weekly National Sales**

