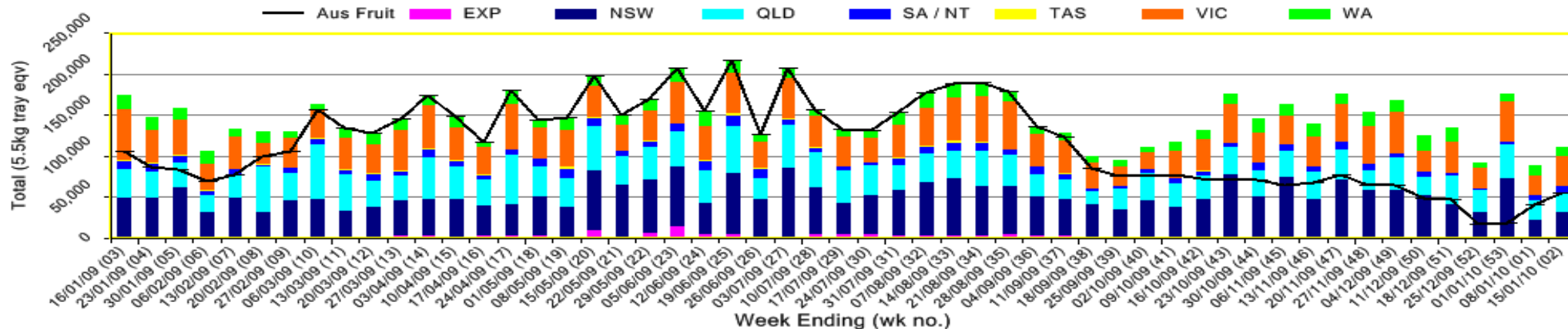


# INFOCADO WEEKLY REPORT: 9th - 15th January 2010 (Wk 2)

Industry Dispatches 9th January - 15th January 2010 (Wk 2)														
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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									755	755				755
NSW	1,411	1,610	3,469	5,838	20	5,139	5,138	2,496	2,153	27,274	2,027		475	31,045
QLD	1,071	831	2,122	4,440		4,650	5,206	2,554	2,471	23,345	150		1,120	23,822
SA / NT	30	190	190	175		2,440	2,438	377		5,840	839	3,000		7,910
TAS								804		804				804
VIC	1,383	1,214	6,594	5,499	24	7,214	5,675	3,236	2,126	32,965	1,345			35,410
WA		279	683	2,690		2,600	2,177	553		8,982	739	3,000		10,871
<b>Total</b>	<b>3,895</b>	<b>4,124</b>	<b>13,058</b>	<b>18,642</b>	<b>44</b>	<b>22,043</b>	<b>21,438</b>	<b>9,971</b>	<b>6,750</b>	<b>99,965</b>	<b>5,100</b>	<b>6,000</b>	<b>1,595</b>	<b>110,619</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 376,134 5.5kg tray eqv



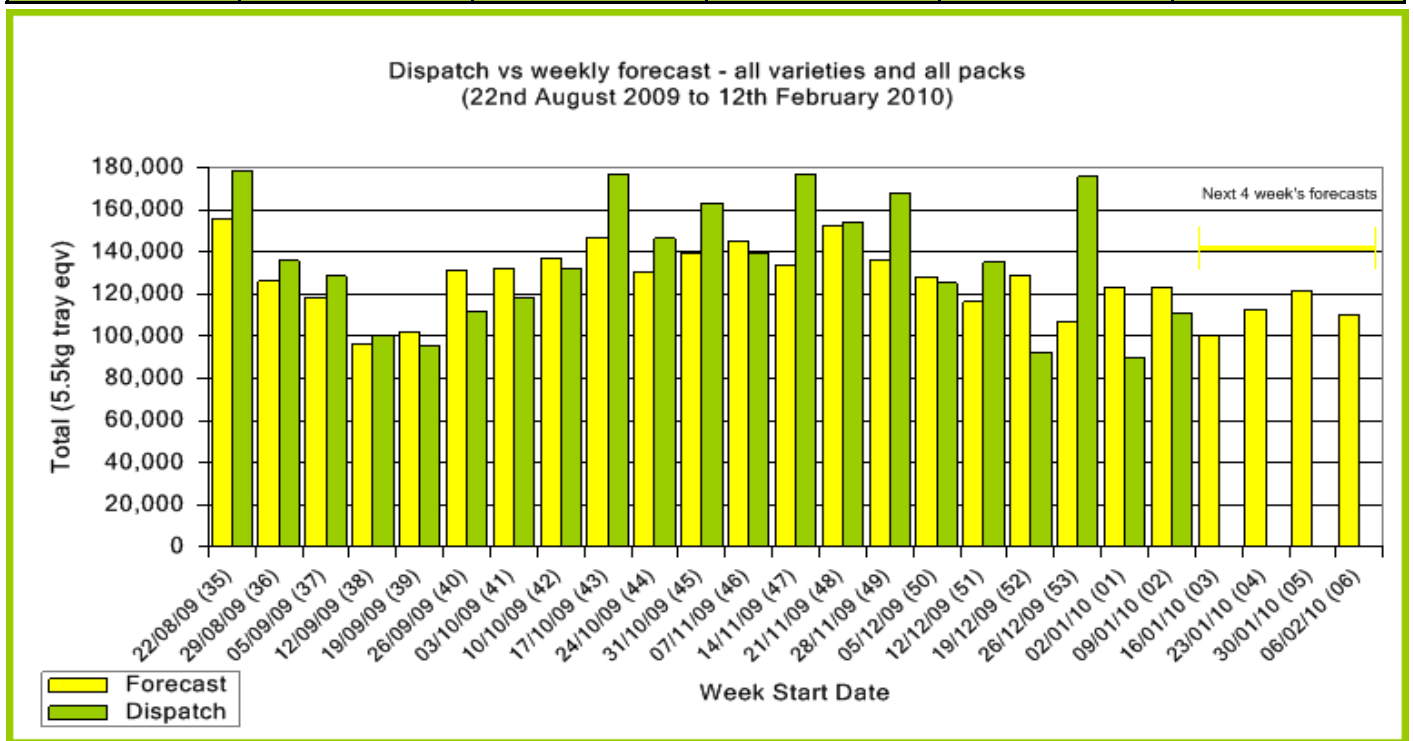
## Comments from the CEO

- New Zealand dispatches were again lower than was forecast last week.
- Retail prices which in all markets are at least \$1 per piece above what they were at this time last year.
- Another timely reminder that marketing fruit that is not yet mature and/or has quality issues has short and long term affects on consumer confidence in avocados.



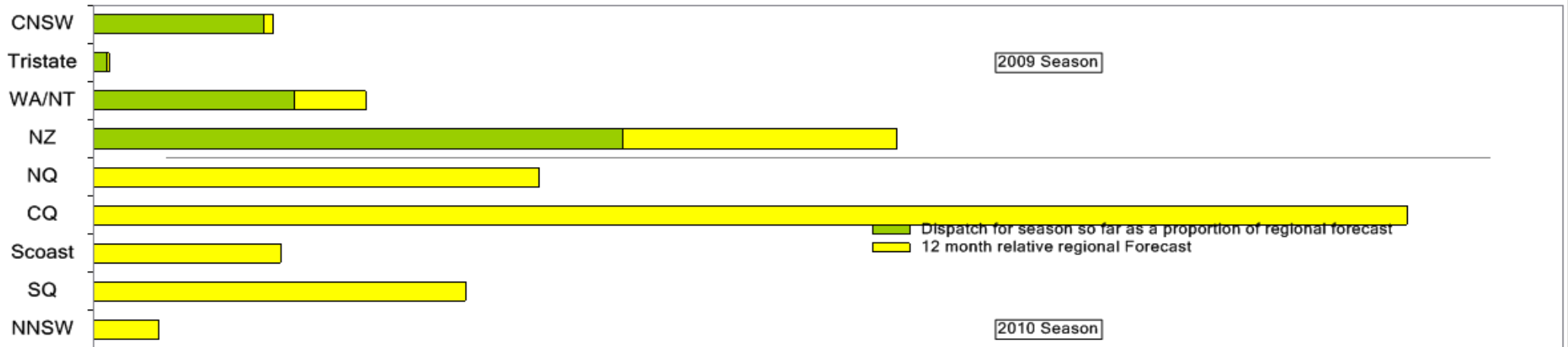
Forecast Data (Week 2 - 6)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 2 - begin 09/01/2010</b>				
Hass	113,261	3,090	5,000	<b>119,788</b>
Lamb Hass	300	40		<b>373</b>
Reed	2,800	230		<b>3,218</b>
Wurtz	100			<b>100</b>
<b>Week Total</b>	<b>116,461</b>	<b>3,360</b>	<b>5,000</b>	<b>123,479</b>
<b>Week 3 - begin 16/01/2010</b>				
Hass	89,611	3,425	5,000	<b>96,747</b>
Lamb Hass	260	30		<b>315</b>
Reed	2,500	200		<b>2,864</b>
Sharwil	20			<b>20</b>
Wurtz	100			<b>100</b>
<b>Week Total</b>	<b>92,491</b>	<b>3,655</b>	<b>5,000</b>	<b>100,045</b>
<b>Week 4 - begin 23/01/2010</b>				
Hass	107,721	2,200	5,000	<b>112,630</b>
Lamb Hass	200	40		<b>273</b>
<b>Week Total</b>	<b>107,921</b>	<b>2,240</b>	<b>5,000</b>	<b>112,903</b>
<b>Week 5 - begin 30/01/2010</b>				
Hass	116,719	2,200	5,000	<b>121,628</b>
<b>Week Total</b>	<b>116,719</b>	<b>2,200</b>	<b>5,000</b>	<b>121,628</b>
<b>Week 6 - begin 06/02/2010</b>				
Hass	105,899	1,700	5,000	<b>109,899</b>
<b>Week Total</b>	<b>105,899</b>	<b>1,700</b>	<b>5,000</b>	<b>109,899</b>

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 2 - begin 9/01/2010)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	95,163	4,791	6,000		104,965
Lamb Hass	759	89			921
Reed	3,783	213		1,595	4,460
Sharwil	57				57
Wurtz	203	7			216
<b>Total</b>	<b>99,965</b>	<b>5,100</b>	<b>6,000</b>	<b>1,595</b>	<b>110,619</b>

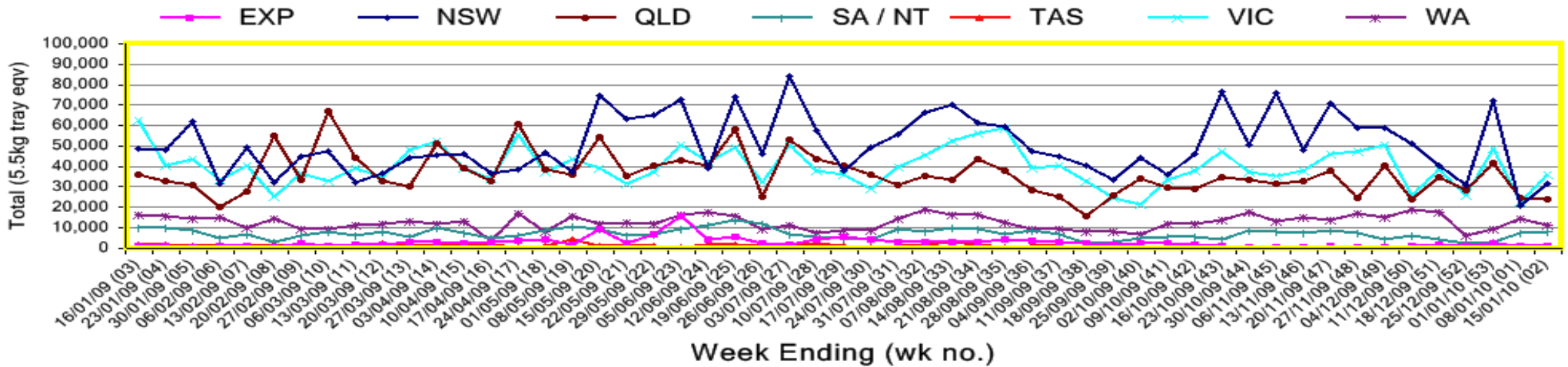


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	<b>1,799,965</b>
<b>Australia</b>		41,599	321,706	363,357	347,496	264,476				<b>1,338,634</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	40,526					<b>207,981</b>
<b>Total</b>	<b>7,246</b>	<b>85,436</b>	<b>408,840</b>	<b>439,382</b>	<b>388,022</b>	<b>264,476</b>				<b>1,593,402</b>

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 376,134 5.5kg tray eqv



**Week 2 contributors - Packhouses**

- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- Delroy Orchards
- I & A Tolson
- Midcoast Avocados
- Natures Fruit Company
- Serrata Enterprises
- Sunfresh

**Week 2 contributors - Wholesalers**

- Dykes Bros (Melbourne)
- Etherington (Perth)
- Kellys (Melbourne)
- Murray Bros (Brisbane)
- Quality Produce International (Perth)
- Romeos Marketing (Brisbane)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (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																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>																		
<b>Total exports</b>																		
<b>Total sales</b>	# Data set not included because not enough QLD wholesalers contributed data this week																	
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>	12,527			12,527											12,527			12,527
<b>Total non supermarket sales</b>	12,486		168	12,654											12,486		168	12,654
<b>Total exports</b>	755			755											755			755
<b>Total sales</b>	25,768		168	25,936											25,768		168	25,936
<b>Total Stock on Hand</b>	929			929											929			929
SA & TAS																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough SA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	6,074		428	6,502	604		65	669	1,216	3,000			3,000	545	7,718		546	8,264
<b>Total Stock on Hand</b>																		
VIC																		
<b>Total supermarket sales</b>	21,733			21,733											21,733			21,733
<b>Total non supermarket sales</b>	3,928		165	4,093	306		188	494	898						4,484		507	4,991
<b>Total exports</b>																		
<b>Total sales</b>	25,661		165	25,826	306		188	494	898						26,217		507	26,724
<b>Total Stock on Hand</b>	135		131	266			19	19	35						135		166	300
WA																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough WA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	4,353			4,353	705			705	1,282	3,000			3,000	545	6,180			6,180
<b>Total Stock on Hand</b>																		
Total																		
<b>Total supermarket sales</b>	54,538		42	54,580	141			141	256	6,000			6,000	1,091	55,885		42	55,927
<b>Total non supermarket sales</b>	20,320		719	21,039	1,474		253	1,727	3,140						23,000		1,179	24,179
<b>Total exports</b>	755			755											755			755
<b>Total sales</b>	75,612		761	76,374	1,615		253	1,868	3,396	6,000			6,000	1,091	79,640		1,221	80,861
<b>Total Stock on Hand</b>	4,588		877	5,465	1,167		489	1,656	3,011						6,709		1,766	8,476

