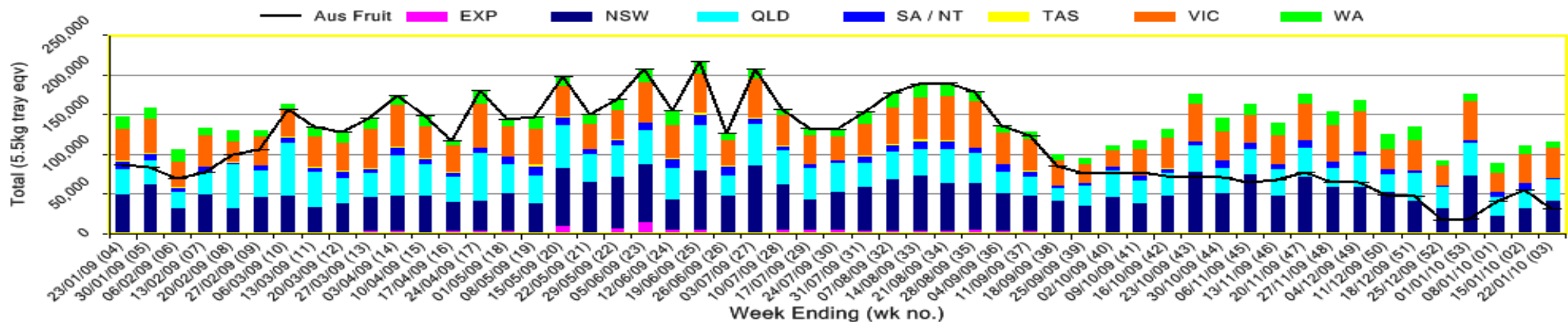


INFOCADO WEEKLY REPORT: 16th - 22nd January 2010 (Wk 3)

Industry Dispatches 16th January - 22nd January 2010 (Wk 3)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	Other	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
NSW	391	2,284	5,027	8,452		7,180	9,794	2,827	4,040	39,995	1,118		42,028
QLD		957	2,716	5,716		4,759	6,906	1,811	3,000	25,865		628	25,979
SA / NT	11	25	52	12		369	1,127	235		1,831	390		2,540
VIC	646	1,863	4,322	7,967	69	6,498	8,323	2,537	3,084	35,309	1,078		37,269
WA		158	460	2,127		2,101	1,109	914		6,869	1,094		8,858
Total	1,048	5,287	12,577	24,274	69	20,907	27,259	8,324	10,124	109,869	3,680	628	116,674

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 492,808 5.5kg tray eqv



Comments from the CEO

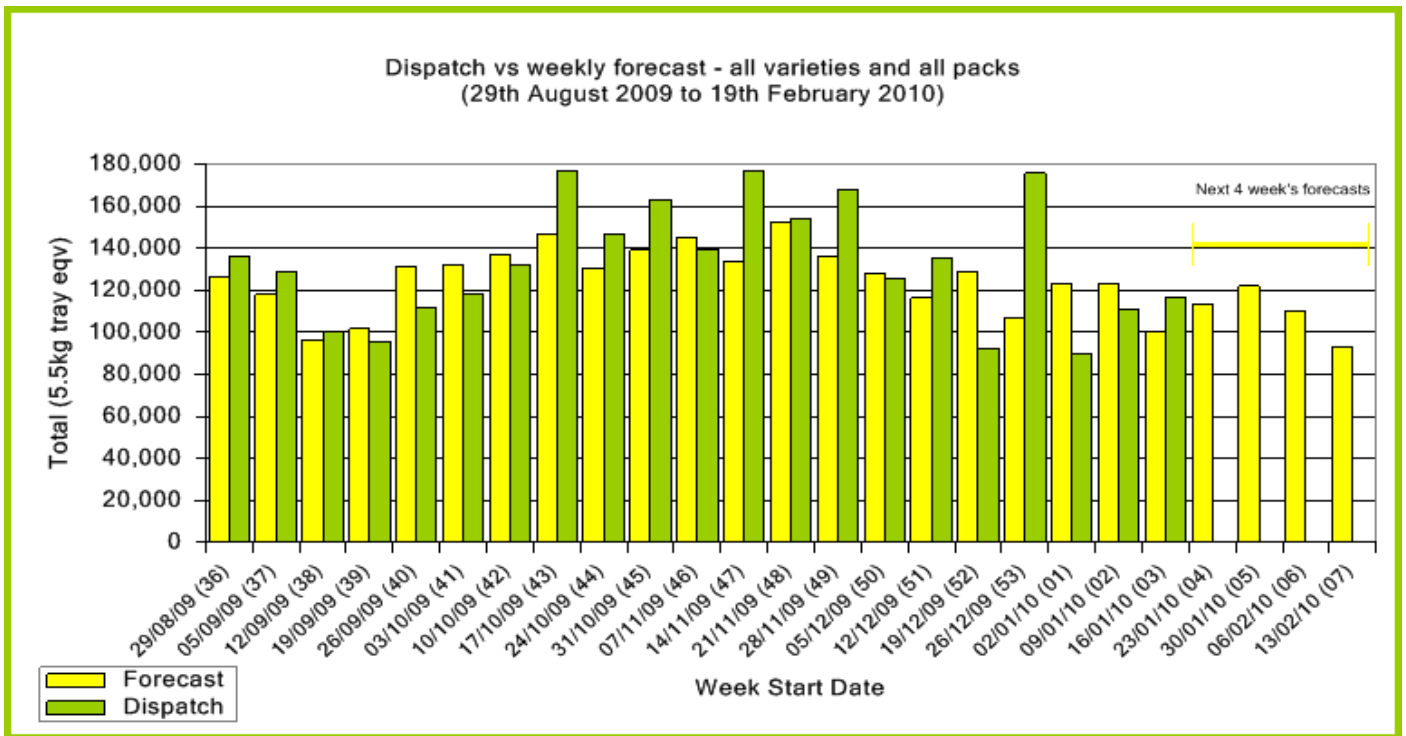
- The contributors list is shorter than usual, this is due to four regions (Central NSW, WA, NQ and the Tri) having less than the required minimum number of contributors that protects individual confidentiality of data reported. All of data submitted is still included in the report, it is just the contributors list that is adjusted.
- Over the last 4 weeks the market has been very highly priced, this price seems to reflect two situations in the market, 1) demand clearly has been built to a high level, avocados are a must have not just the afterthought while shopping. The supply just has not kept pace with consumers needs over the second half of the summer. 2) the market place has priced avocados over the last 4 weeks at the high levels even with the industry supplying overall more fruit than forecast.
- Weekly volumes appear to be looking very similar going into the next 3 to 4 weeks, continuing to be around the 100,000 to `120,000 trays per week. After mid February the volumes will pick up and prices will adjust accordingly.
- All of the above being the case and the 2010 forecast looking very similar to 2009, if everyone manages the next 6 weeks well this should be a good stable year for the entire supply chain.



Forecast Data (Week 3 - 7)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 3 - begin 16/01/2010				
Hass	89,611	3,425	5,000	96,747
Lamb Hass	260	30		315
Reed	2,500	200		2,864
Sharwil	20			20
Wurtz	100			100
Week Total	92,491	3,655	5,000	100,045
Week 4 - begin 23/01/2010				
Hass	108,361	2,400	5,000	113,634
Wurtz	50			50
Week Total	108,411	2,400	5,000	113,684
Week 5 - begin 30/01/2010				
Hass	117,119	2,200	5,000	122,028
Week Total	117,119	2,200	5,000	122,028
Week 6 - begin 06/02/2010				
Hass	105,899	1,700	5,000	109,899
Shepard	500			500
Week Total	106,399	1,700	5,000	110,399
Week 7 - begin 13/02/2010				
Hass	90,500	1,000		92,318
Shepard	1,000			1,000
Week Total	91,500	1,000		93,318

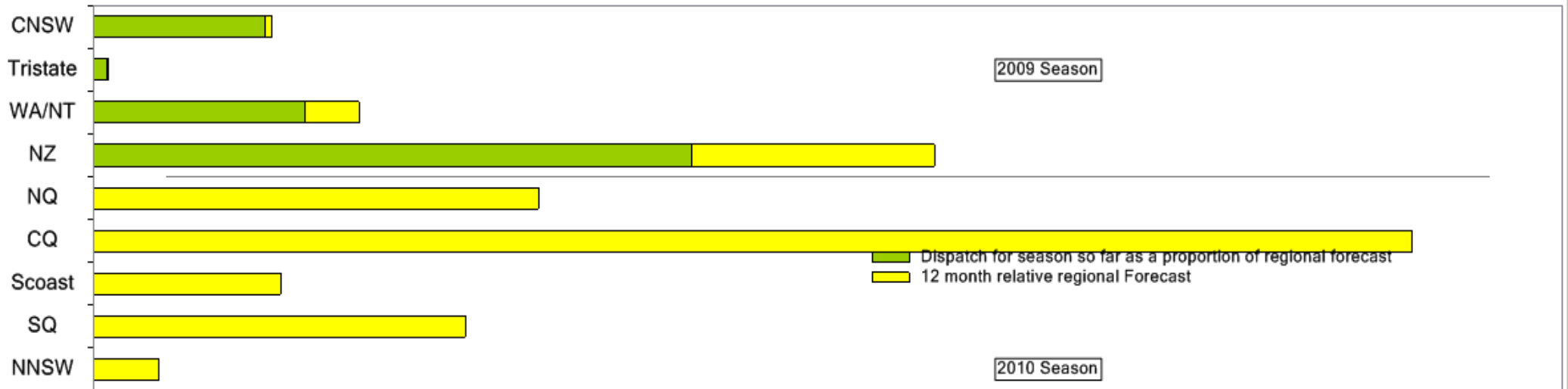
Green shading indicates dispatch data Yellow shading indicates forecast data

Dispatch Data (Week 3 - begin 16/01/2010)				
Variety	Trays	Bulk	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	108,517	3,590		115,044
Lamb Hass	273	39		344
Reed	1,010	49	628	1,213
Wurtz	70	2		74
Total	109,870	3,680	628	116,675

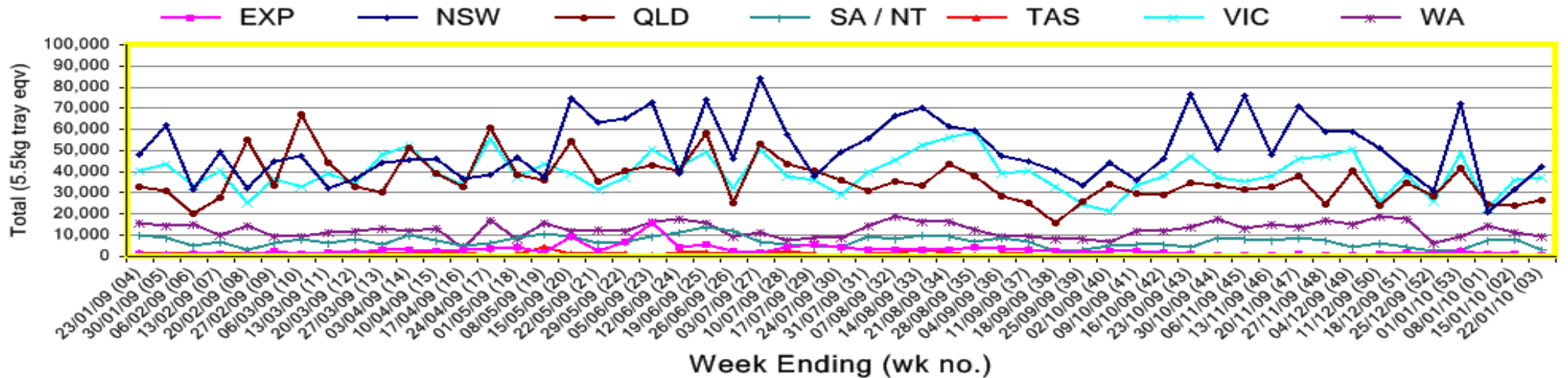


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	351,346				1,425,504
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	40,526					207,981
Total	7,246	85,436	408,840	439,382	388,022	351,346				1,680,272

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 492,808 5.5kg tray eqv



Week 3 contributors - Packhouses

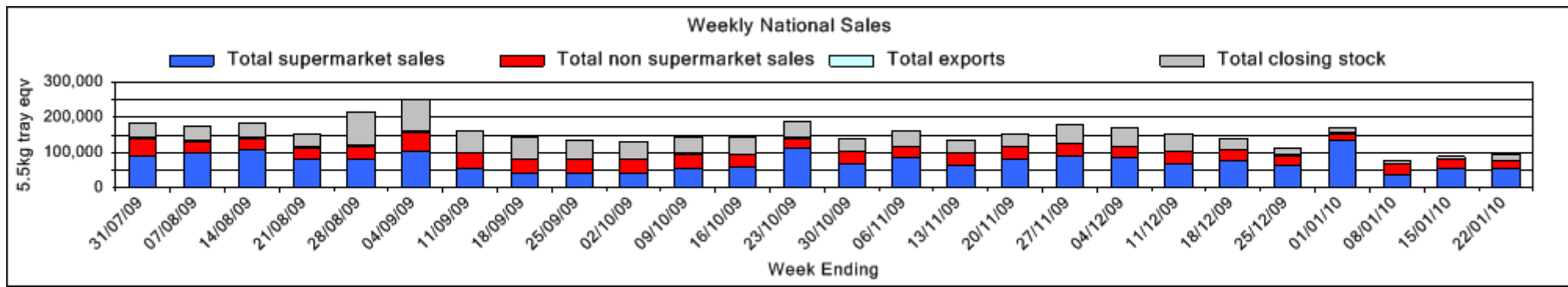
Avocado Industry Council (NZAGA)
Natures Fruit Company
Sunfresh

Week 3 contributors - Wholesalers

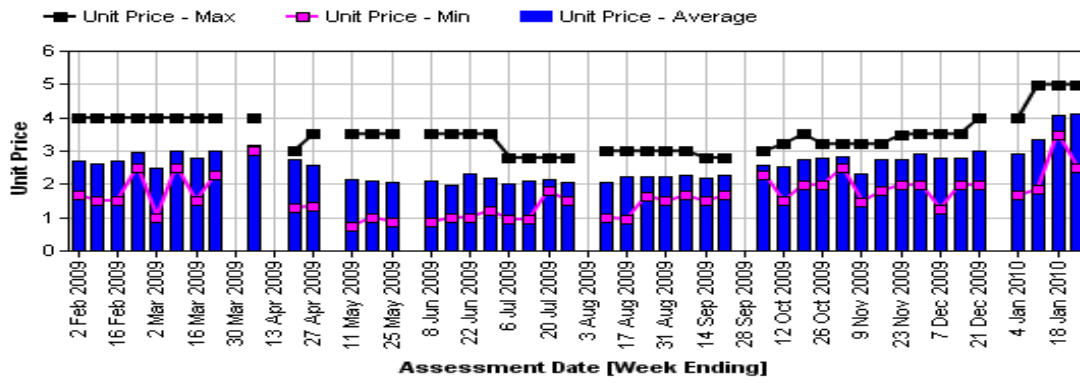
Costa Exchange Trading (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Murray Bros (Brisbane)	The La Manna Group (Melbourne)
Quality Produce International (Perth)	United Fresh (Adelaide)

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

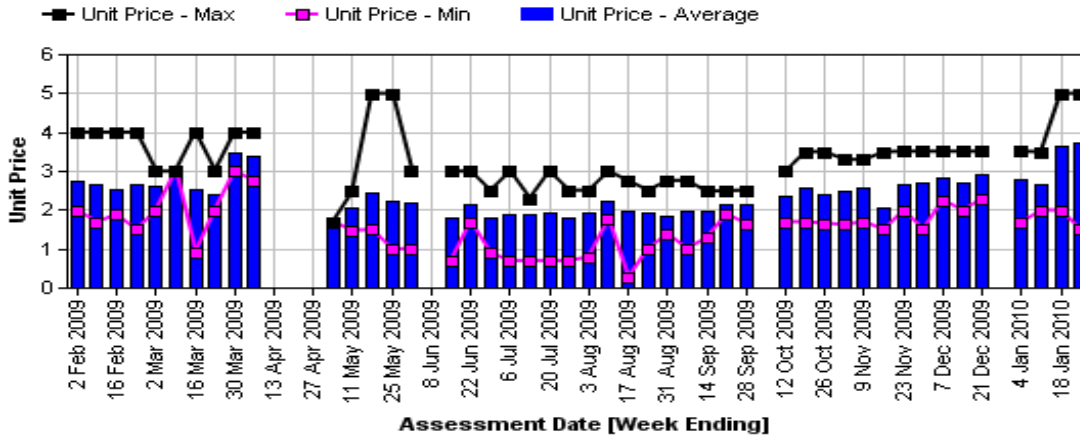
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons				Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total supermarket sales	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total non supermarket sales	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales																		
Total Stock on Hand																		
QLD	# Full data set not included because not enough QLD wholesalers contributed data this week																	
Total supermarket sales	# Full data set not included because not enough QLD wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not included because not enough QLD wholesalers contributed data this week																	
Total exports																		
Total sales	22,281			22,281											22,281			22,281
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	1,518		24	1,542											1,518	24	1,542	
Total non supermarket sales	1,354		348	1,702	725		5	730	1,327					2,672		357	3,029	
Total exports																		
Total sales	2,872		372	3,244	725		5	730	1,327					4,190		381	4,572	
Total Stock on Hand	2,577		228	2,805	937		9	946	1,720					4,281		244	4,525	
VIC																		
Total supermarket sales	18,327			18,327											18,327			18,327
Total non supermarket sales	4,177	317	190	4,684	728		19	747	1,358					5,501	317	225	6,042	
Total exports																		
Total sales	22,504	317	190	23,011	728		19	747	1,358					23,828	317	225	24,369	
Total Stock on Hand	4,398		17	4,415	180			180	327					4,725		17	4,742	
WA	# Full data set not included because not enough WA wholesalers contributed data this week																	
Total supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	4,702			4,702	867			867	1,576					6,278			6,278	
Total Stock on Hand																		
Total																		
Total supermarket sales	54,806		24	54,830	143			143	260					55,066		24	55,090	
Total non supermarket sales	18,421	317	538	19,276	2,177		24	2,201	4,002					22,379	317	582	23,278	
Total exports																		
Total sales	73,227	317	562	74,106	2,320		24	2,344	4,262					77,445	317	606	78,368	
Total Stock on Hand	15,311	84	245	15,640	1,903		9	1,912	3,476					18,771	84	262	19,117	



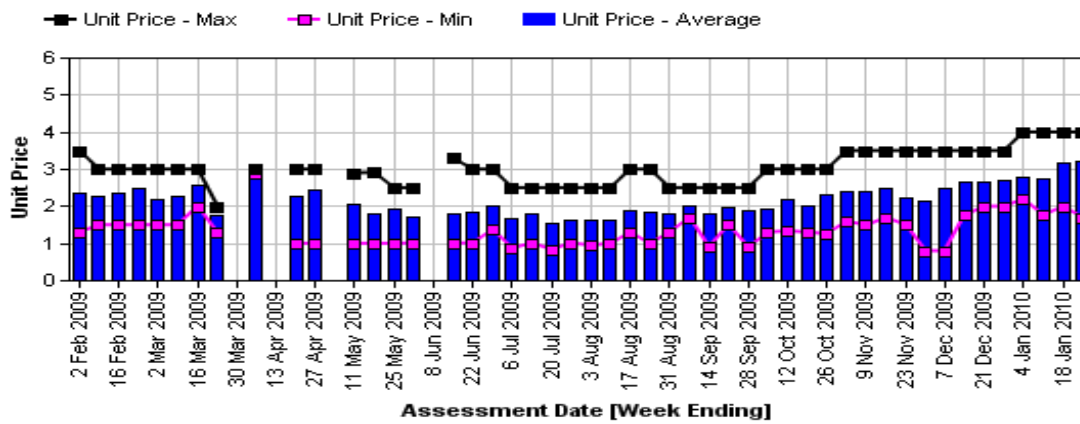
Hass Avocado Average Retail Prices - Sydney



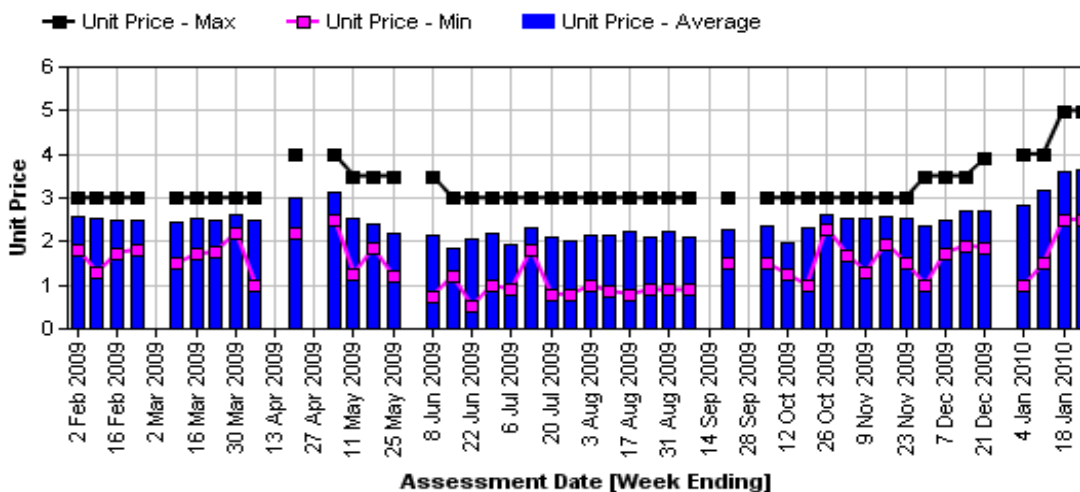
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 25th January 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	230	2.49	No	Mixed
Foodworks	Hass	180	2.79	No	NS
IC	Hass	210	2.99	No	Aus
IC	Hass	200	2.99	No	NS
I	Hass	210	2.99	No	Aus
IC	Hass	190	2.99	No	NZ
I	Reed	350	3.49	No	Aus
IGA	Hass	200	3.49	No	NS
IGA	Hass	260	3.79	No	NZ
Coles	Hass	245	3.98	No	NZ
Coles	Hass	245	3.98	No	NZ
Coles	Hass	285	3.98	No	NZ
Coles	Hass	265	3.98	No	NZ
Coles	Hass	185	3.98	No	Aus
I	Hass	280	3.99	No	Aus
I	Hass	260	3.99	No	Aus
IC	Hass	255	3.99	No	NZ
I	Reed	420	3.99	No	Aus
IC	Hass	260	3.99	No	NZ
I	Hass	270	3.99	No	Aus
I	Reed	440	3.99	No	Aus
I	Hass	250	3.99	No	Aus
Foodworks	Hass	240	3.99	No	NS
Woolworths	Hass	230	4.98	No	Mixed
Woolworths	Hass	210	4.98	No	Mixed
Woolworths	Hass	245	4.98	No	Mixed
Woolworths	Hass	245	4.98	No	Mixed
I	Hass	300	4.99	No	NS
IC	Hass	320	4.99	No	Aus
BRISBANE					
I	Hass	240	1.69	No	NZ
IC	Hass	140	1.99	No	Aus
IGA	Hass	140	1.99	Store	NS
I	Hass	215	2.69	No	NZ
IGA	Hass	165	2.99	No	NZ
Coles	Hass	240	2.99	No	NZ
IC	Hass	200	2.99	No	Aus
Coles	Hass	205	2.99	No	NZ
Coles	Hass	255	2.99	No	NZ
I	Hass	205	3.49	No	Aus
Woolworths	Hass	195	3.85	No	Mixed
Woolworths	Hass	260	3.85	No	Mixed
Woolworths	Hass	165	3.98	No	Aus
I	Reed	420	3.99	No	Aus
IGA	Hass	240	3.99	No	Aus
I	Hass	255	3.99	No	NZ
IC	Hass	220	3.99	No	Aus
I	Hass	298	3.99	Store	Aus

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	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Hass	190	1.48	Store	NS
I	Hass	280	2.75	No	NS
IC	Hass	310	2.98	Store	NS
I	Hass	195	2.99	No	NS
I	Hass	305	3.5	No	NS
I	Hass	2.7	3.79	No	NS
Safeway	Hass	280	3.98	No	Mixed
Coles	Hass	235	3.98	No	NZ
Safeway	Hass	295	3.98	No	Mixed
Coles	Hass	275	3.98	No	NZ
Coles	Hass	260	3.98	No	NZ
IGA	Hass	265	3.99	No	NZ
I	Hass	290	4.49	No	NZ
I	Hass	290	4.95	No	NS
I	Hass	280	4.99	No	NZ
PERTH					
I	Hass	150	0.99	No	Aus
I	Hass	240	2.49	No	Aus
I	Hass	255	2.99	No	Aus
IS	Hass	255	2.99	No	Aus
I	Hass	230	2.99	No	Aus
I	Hass	230	2.99	No	Aus
IGA	Hass	265	3.49	No	Aus
Coles	Hass	235	3.69	No	Aus
Coles	Hass	260	3.69	No	Aus
Coles	Hass	260	3.69	No	Aus
Woolworths	Hass	250	3.95	No	Aus
Woolworths	Hass	250	3.95	No	Aus
Woolworths	Hass	200	3.95	Store	Aus
IGA	Hass	245	3.99	No	NS
IGA	Hass	255	3.99	No	Aus
I	Hass	300	4.49	No	Aus
I	Fuerte	340	4.49	No	Aus
IS	Hass	270	4.99	No	Aus

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

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