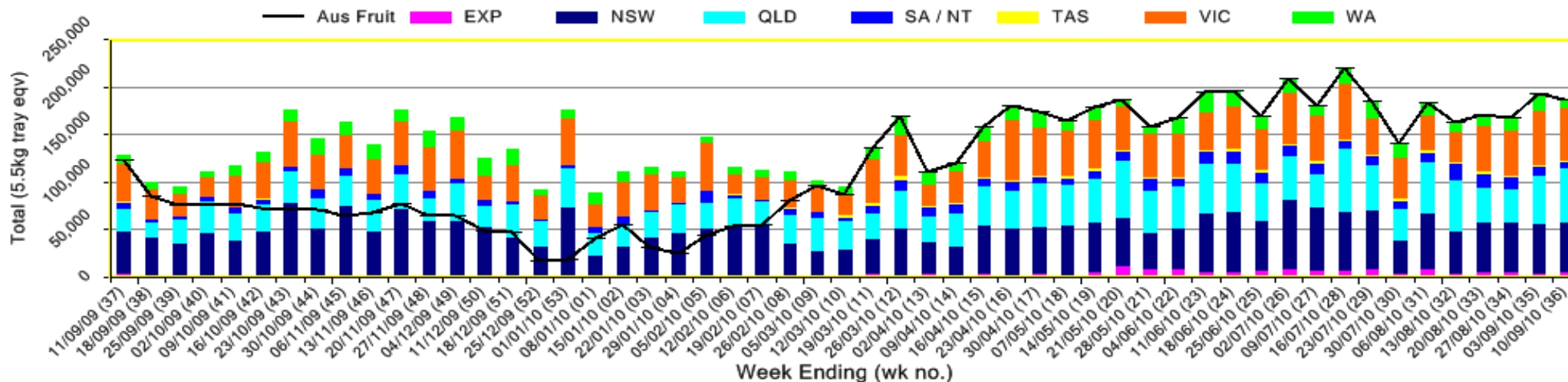


INFOCADO WEEKLY REPORT: 4th - 10th September 2010 (Wk 36)

Industry Dispatches 4th September - 10th September 2010 (Wk 36)

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	Proc	5.5Kg Eqv				
	< 16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP									2,325	1,105				3,430	931			5,123
NSW	2,523	3,926	12,057	8,988	3,560	3,303	2,732	1,354	452		7,376			38,895	7,376		1,200	52,524
QLD	981	4,633	9,952	7,491	1,951	6,027	7,625	2,156	432		7,932	7,034		41,248	7,932			56,949
SA / NT	4	34	352	396	109	721	1,814	431	65		934	3,300		3,926	934			6,224
TAS							1,098	20			352			1,118	352			1,758
VIC	1,686	6,027	10,689	9,837	1,632	6,543	2,811	1,736	219		7,670	4,320		41,180	7,670			55,910
WA	40	119	746	1,814		1,463	1,042	728	239		993			6,191	993			7,996
Total	5,234	14,739	33,796	28,526	7,252	18,057	17,122	8,750	2,512	135,988	26,188	14,654	1,200	186,485				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 5,735,578 5.5kg tray eqv



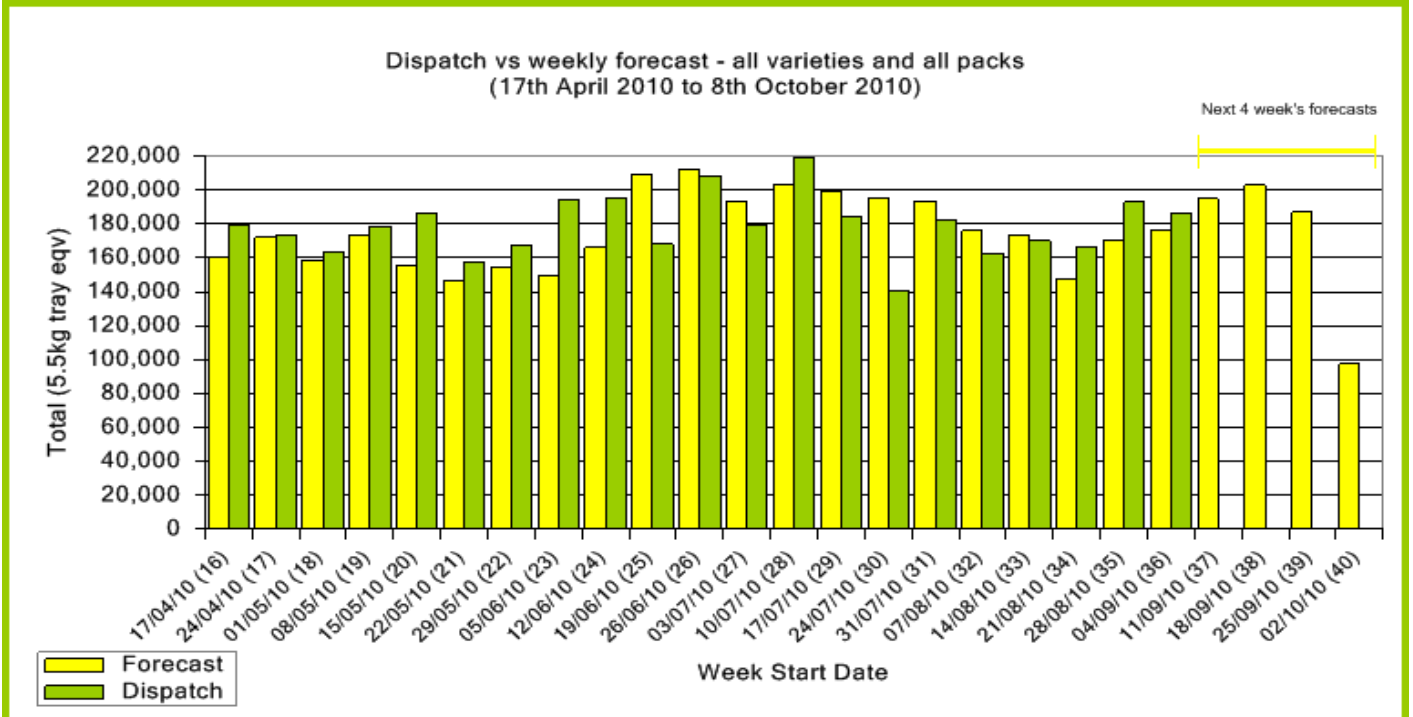
Comments from the CEO

- The Central Queensland season will be coming to a close at the end of this month which is reflected in a sharp reduction in forecast volumes.
- Please note that the Dry Matter Results for fruit collected earlier this month are attached to the end of the report.
- Retail prices remain steady.



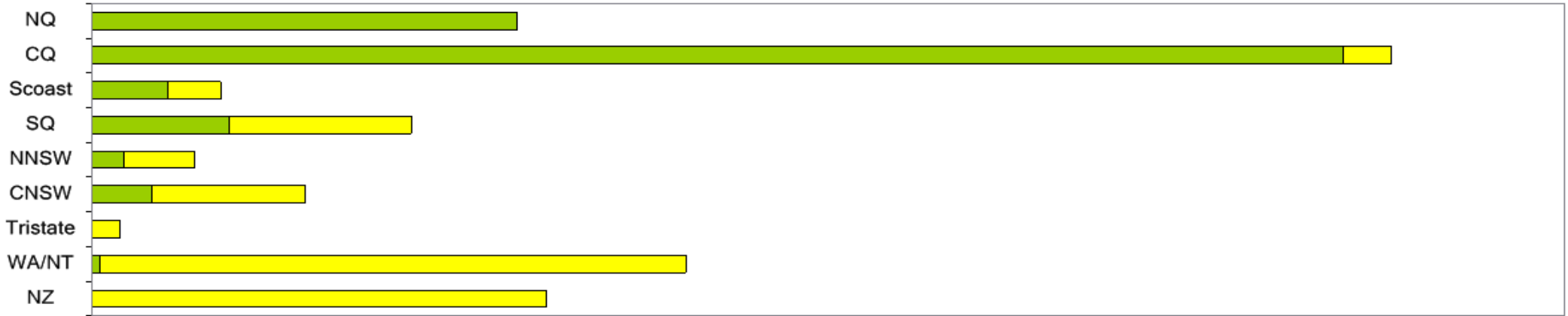
Forecast Data (Week 36 - 40)					
Variety	Trays - Total	Bulk	P/ Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 36 - begin 04/ 09/ 2010					
Hass	117,225	24,615	13,450	700	164,552
Pinkerton	15				15
Reed	10,075				10,075
Sharwil	140	10			158
Wurtz	1,080	10			1,098
Week Total	128,535	24,635	13,450	700	175,898
Week 37 - begin 11/ 09/ 2010					
Hass	118,181	31,095	13,200	1,000	177,299
Lamb Hass	1,413	500			2,322
Pinkerton	15				15
Reed	15,050				15,050
Sharwil	135	10			153
Wurtz	80	5			89
Week Total	134,873	31,610	13,200	1,000	194,928
Week 38 - begin 18/ 09/ 2010					
Hass	125,177	32,615	16,000	1,000	187,568
Pinkerton	10				10
Reed	15,050				15,050
Sharwil	10				10
Wurtz	60	5			69
Week Total	140,307	32,620	16,000	1,000	202,707
Week 39 - begin 25/ 09/ 2010					
Hass	121,837	25,685	16,000	1,000	171,628
Pinkerton	10				10
Reed	15,025				15,025
Sharwil	125	10			143
Wurtz	50				50
Week Total	137,047	25,695	16,000	1,000	186,856
Week 40 - begin 02/ 10/ 2010					
Hass	79,600	8,715	10,000	1,000	97,445
Wurtz	40				40
Week Total	79,640	8,715	10,000	1,000	97,485

Dispatch Data (Week 36 - begin 4/ 09/ 2010)					
Variety	Trays	Bulk	P/ PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	103,906	23,289	14,654	1,200	149,132
Lamb Hass	2,053	912			3,711
Reed	28,474	1,436			31,085
Sharwil	119	41			194
Wurtz	1,436	510			2,363
Total	135,988	26,188	14,654	1,200	186,485

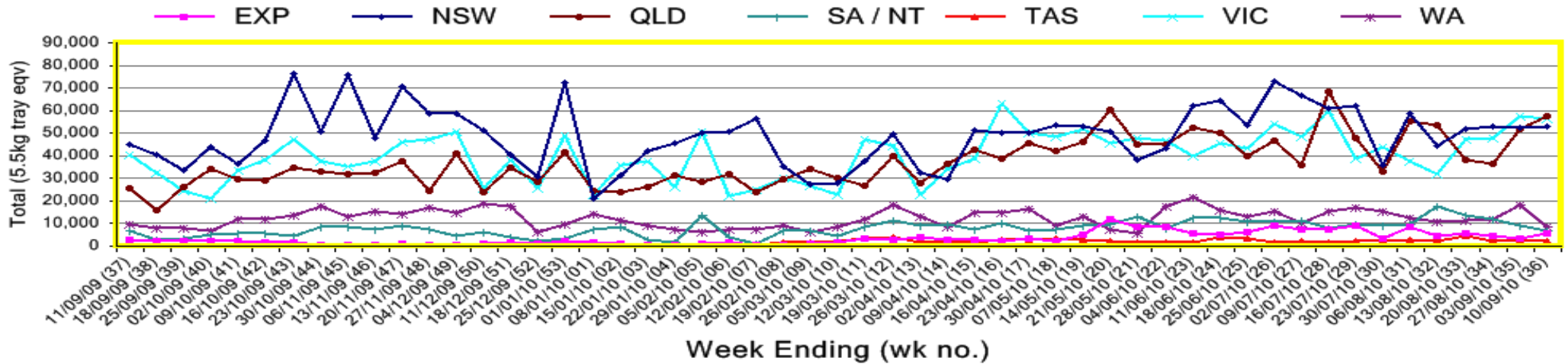


Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 5,735,578 5.5kg tray eqv



Week 36 contributors - Packhouses

- Aussie Orchards Growers & Packers
- Avowest
- Balmoral Orchard
- Coastal Avocados
- Donovan Family Investment Trust
- Googa Farms
- Green Nugget Orchards
- Green Pear Avocado
- I & A Tolson
- Jirel Holdings
- Midcoast Avocados
- Mountain Fresh
- Mt Binga Orchards Pty Ltd
- Natures Fruit Company
- NZ Avocado Industry Council
- One Harvest
- Simpson Farms Pty Ltd
- Summerland House With No Steps
- Sunfresh
- Sunnyspot Packhouse PL
- SuperPak
- The Avocado Grove

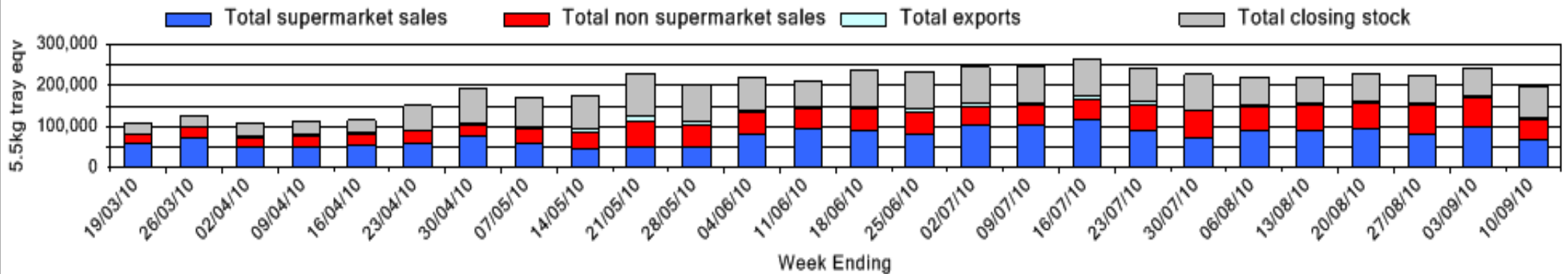
Week 36 contributors - Wholesalers

- Costa Exchange Trading (Adelaide)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Express Produce Pty Ltd (Perth)
- Fresh Produce Group (Sydney)
- Kelly's (Melbourne)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

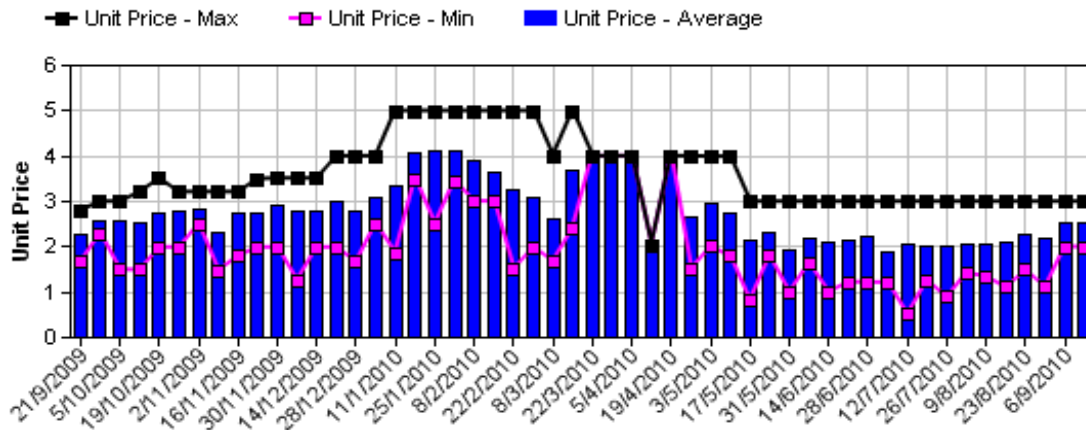
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total supermarket sales	7,991		6,973	14,964	1,274			1,274	2,316						10,307		6,973	17,281
Total non supermarket sales	9,453			9,453	2,395			2,395	4,355						13,808			13,808
Total exports	723			723											723			723
Total sales	18,167		6,973	25,140	3,669			3,669	6,671					24,838		6,973	31,811	
Total Stock on Hand	8,618			8,618	1,236			1,236	2,247					10,865				10,865
QLD																		
Total supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports																		
Total sales	29,257		9,687	38,944	1,452		40	1,492	2,713	5,424			5,424	986	32,883		9,760	42,643
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	3,467		25	3,492	416			416	756	3,300			3,300	600	4,823		25	4,848
Total non supermarket sales	2,838		236	3,074	838		40	878	1,596						4,362		309	4,670
Total exports																		
Total sales	6,305		261	6,566	1,254		40	1,294	2,353	3,300			3,300	600	9,185		334	9,518
Total Stock on Hand	7,502		661	8,163	1,672		2	1,674	3,044						10,542		665	11,207
VIC																		
Total supermarket sales	11,437		8,197	19,635	510		564	1,074	1,953	4,320			4,320	785	13,150		9,223	22,373
Total non supermarket sales	3,595		4,463	8,058	1,431		1,650	3,081	5,602			14	14	3	6,197		7,465	13,663
Total exports																		
Total sales	15,033		12,660	27,693	1,941		2,214	4,155	7,555	4,320		14	4,334	788	19,347		16,688	36,035
Total Stock on Hand	11,431		1,803	13,234	7,091		144	7,235	13,155			16	16	3	24,324		2,068	26,391
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	3,088			3,088	479			479	871						3,959			3,959
Total Stock on Hand																		
Total																		
Total supermarket sales	37,285		24,882	62,167	2,431		570	3,001	5,456	13,044			13,044	2,372	44,077		25,918	69,995
Total non supermarket sales	31,134		4,699	35,833	5,467		1,690	7,157	13,013			14	14	3	41,074		7,774	48,848
Total exports	3,430			3,430	897		34	931	1,693						5,061		62	5,123
Total sales	71,850		29,581	101,431	8,795		2,294	11,089	20,162	13,044		14	13,058	2,374	90,212		33,754	123,967
Total Stock on Hand	52,987		2,498	55,485	10,689		157	10,846	19,720			16	16	3	72,421		2,786	75,208

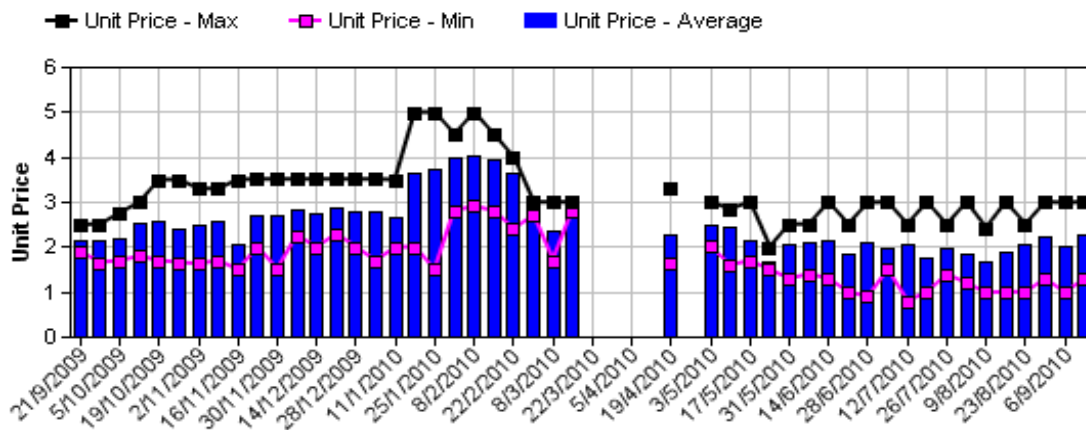
Weekly National Sales



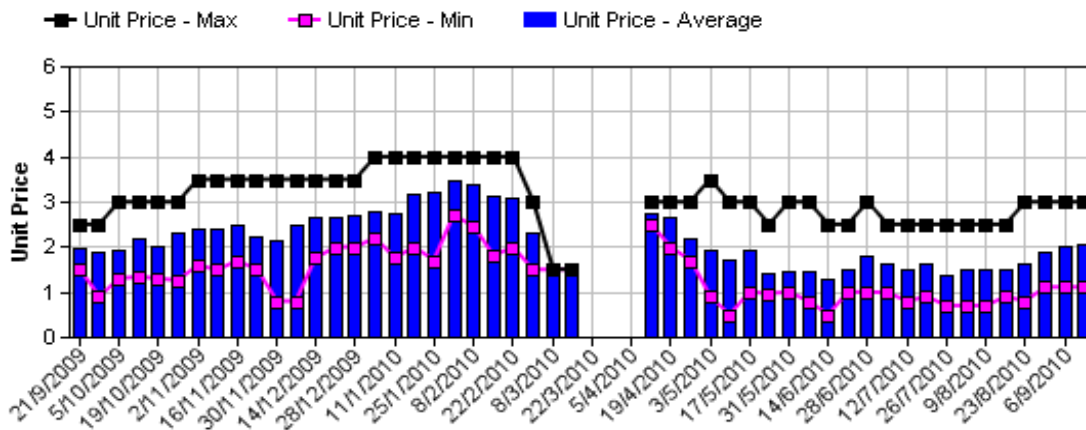
Hass Avocado Average Retail Prices - Sydney



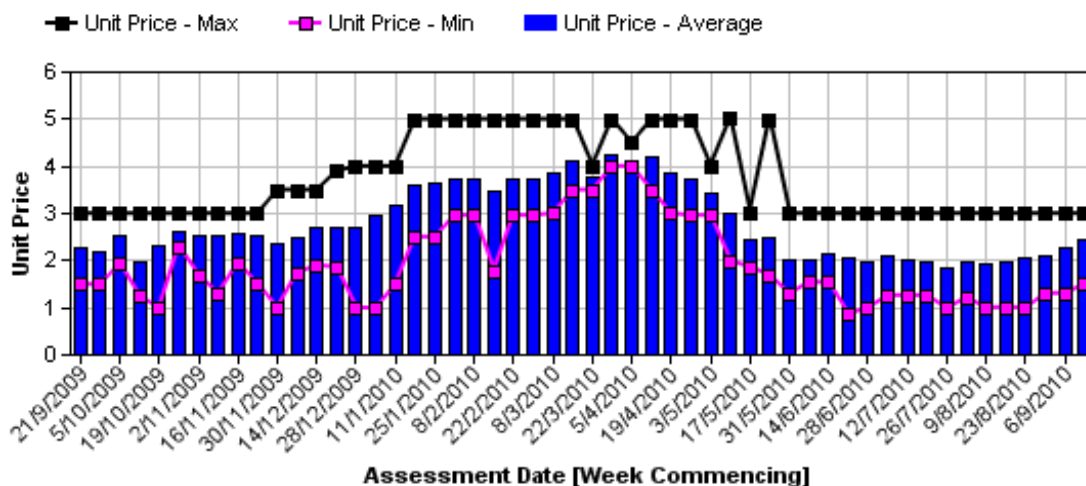
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

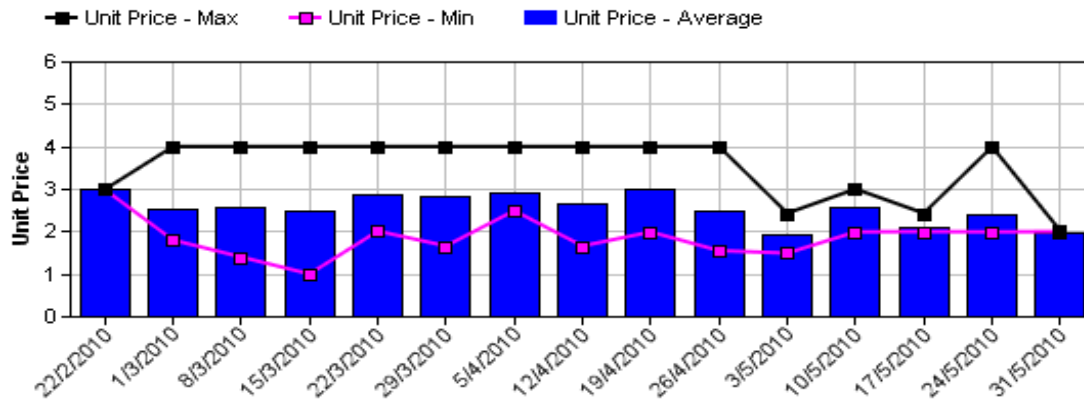


Hass Avocado Average Retail Prices - Perth

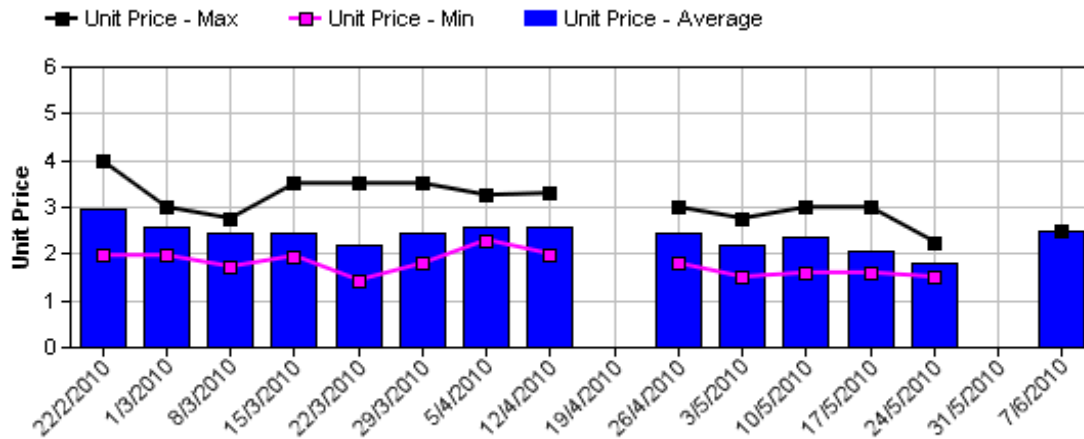


Assessment Date [Week Commencing]

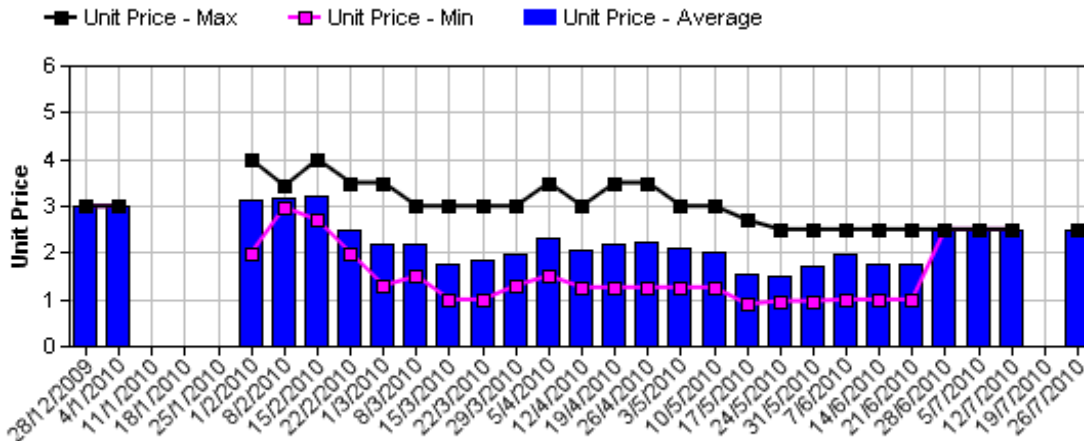
Shepard Avocado Average Retail Prices - Sydney



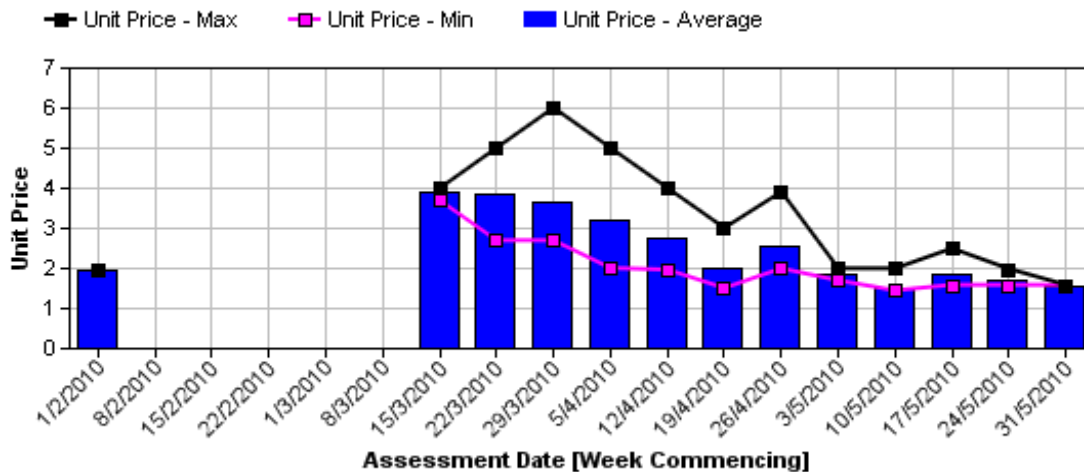
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 13th September 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Reed	320	1.50	No	Aus
I	Hass	250	1.99	Store	Aus
IC	Reed	460	1.99	No	Aus
IC	Reed	420	1.99	No	Aus
IC	Reed	420	1.99	No	Aus
Coles	Hass	285	2.28	No	Aus
Coles	Hass	265	2.28	No	Aus
Woolworths	Hass	300	2.32	No	Aus
Woolworths	Hass	270	2.32	No	Aus
Woolworths	Hass	290	2.32	No	Aus
Foodworks	Hass	240	2.49	No	Aus
Coles	Hass	256	2.49	No	Aus
IC	Hass	300	2.50	Cat	Aus
IC	Hass	320	2.50	No	Aus
IC	Hass	310	2.50	No	Aus
IGA	Hass	245	2.79	No	Aus
I	Hass	280	2.99	No	Aus
IGA	Hass	310	2.99	No	Aus
I	Hass	310	2.99	No	Aus
BRISBANE					
I	Reed	280	0.99	No	Aus
Coles	Hass	180	1.10	Store	Aus
Woolworths	Reed	345	1.20	No	Aus
IGA	Hass	180	1.49	No	Aus
IGA	Hass	240	1.69	Store	Aus
IGA	Hass	340	1.69	No	Aus
IC	Hass	245	1.79	No	Aus
Woolworths	Hass	315	1.94	No	Aus
Coles	Hass	280	1.99	No	Aus
I	Hass	290	1.99	No	Aus
I	Wurtz	275	1.99	No	Aus
I	Hass	225	1.99	Store	Aus
I	Wurtz	358	1.99	No	Aus
Coles	Reed	215	1.99	No	Aus
Woolworths	Hass	320	2.42	No	Aus
I	Wurtz	285	2.49	Store	Aus
I	Hass	225	2.89	Store	NS
I	Hass	330	2.99	Store	Aus
I	Hass	280	2.99	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

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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	1.29	Store	NS
Coles	Hass	275	1.98	Cat	Aus
Coles	Hass	260	1.98	Cat	Aus
Coles	Hass	290	1.98	Cat	Aus
I	Hass	345	1.99	No	NS
I	Hass	240	1.99	No	NS
Safeway	Hass	325	2.32	No	Aus
Safeway	Hass	275	2.32	No	Aus
Safeway	Hass	305	2.32	No	Aus
I	Hass	310	2.50	No	NS
I	Hass	305	2.50	No	NS
I	Hass	235	2.59	No	Aus
I	Hass	280	2.98	No	Aus
IGA	Hass	285	2.99	No	Aus
PERTH					
IS	Hass	220	1.49	Store	Aus
I	Hass	310	1.95	Store	Aus
I	Hass	255	1.99	No	Aus
Woolworths	Hass	220	2.25	No	Aus
Woolworths	Hass	195	2.25	No	Aus
Woolworths	Hass	255	2.25	Store	Aus
Coles	Hass	265	2.48	No	Aus
Coles	Hass	260	2.48	No	Aus
Coles	Hass	280	2.48	No	Aus
IS	Hass	270	2.49	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	250	2.69	Store	Aus
IGA	Hass	265	2.69	No	Aus
IGA	Hass	285	2.99	No	NS
I	Hass	250	2.99	No	Aus
I	Hass	290	2.99	No	Aus

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

Store Codes

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

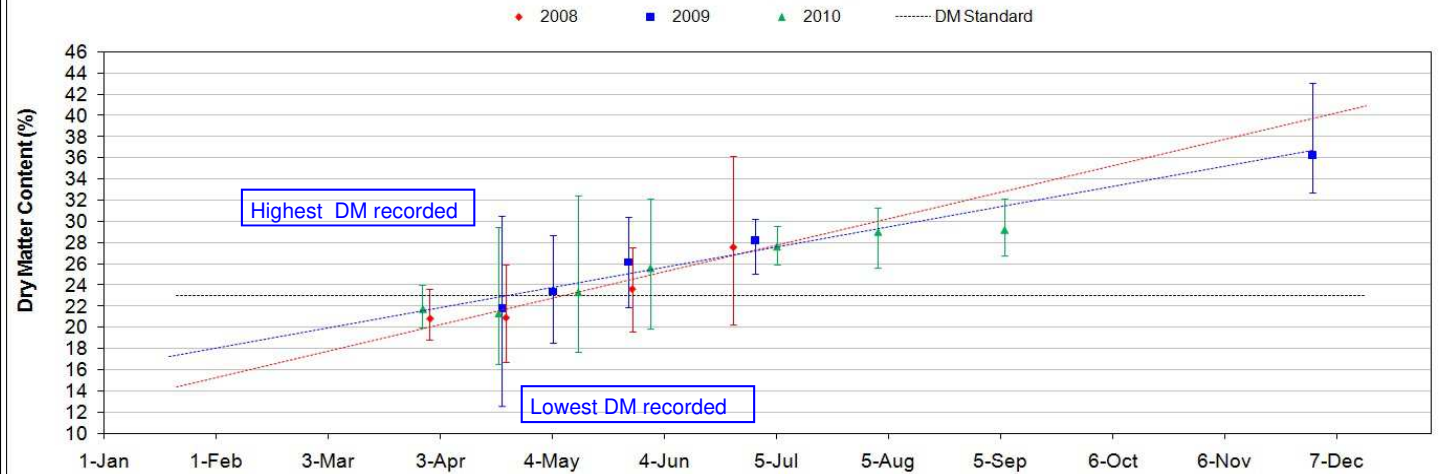


Avocado DM Content Report

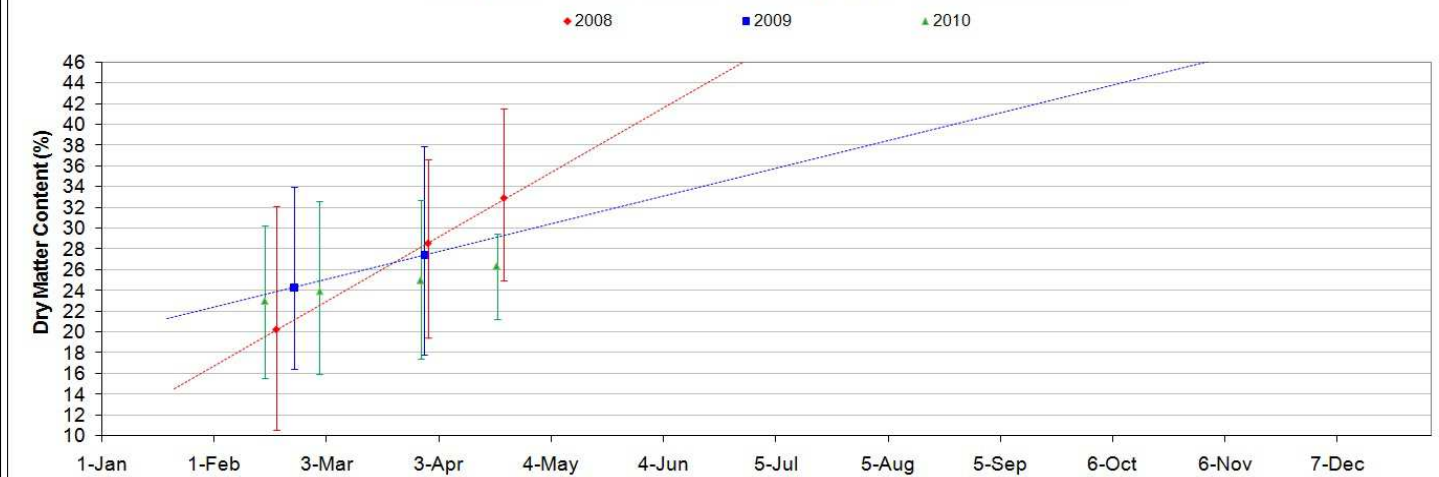
Fruit collected 6th September 2010

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 6th September 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%		0%			0%	0%	0%		
18.1%-20.9%	0%		0%			0%	0%	0%		
21%-22.9%	0%		0%			0%	0%	0%		
23%-28%	20%		20%			15%	0%	10%		
27.1%-40%	80%		80%			85%	100%	88%		
>40%	0%		0%			0%	0%	2%		

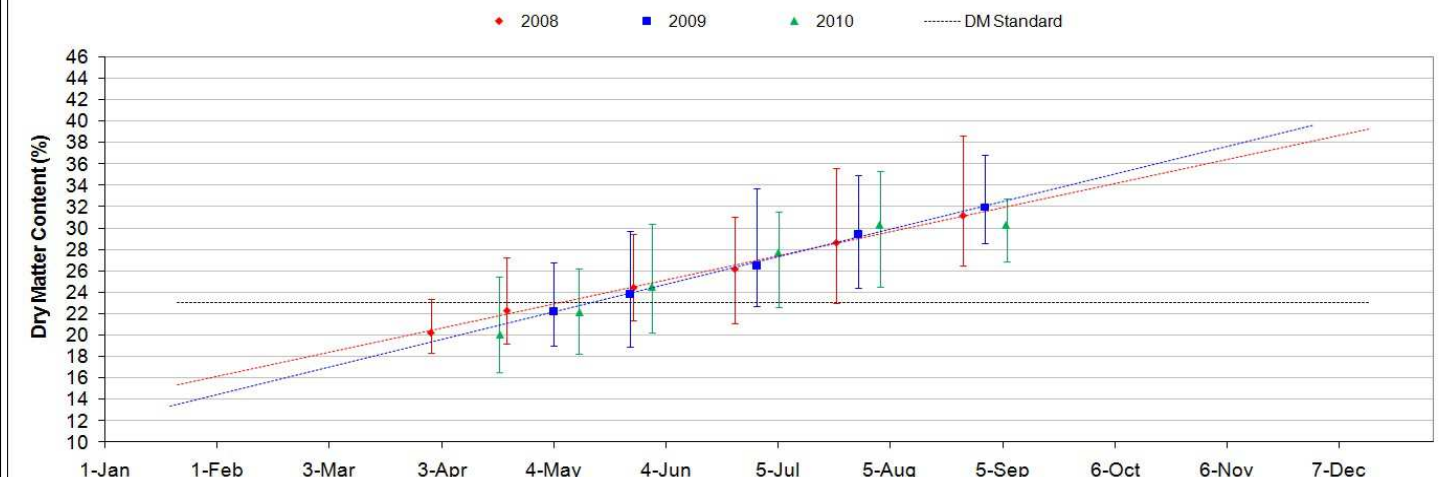
Average DM Content - North Qld (Hass) as of 6th September 2010



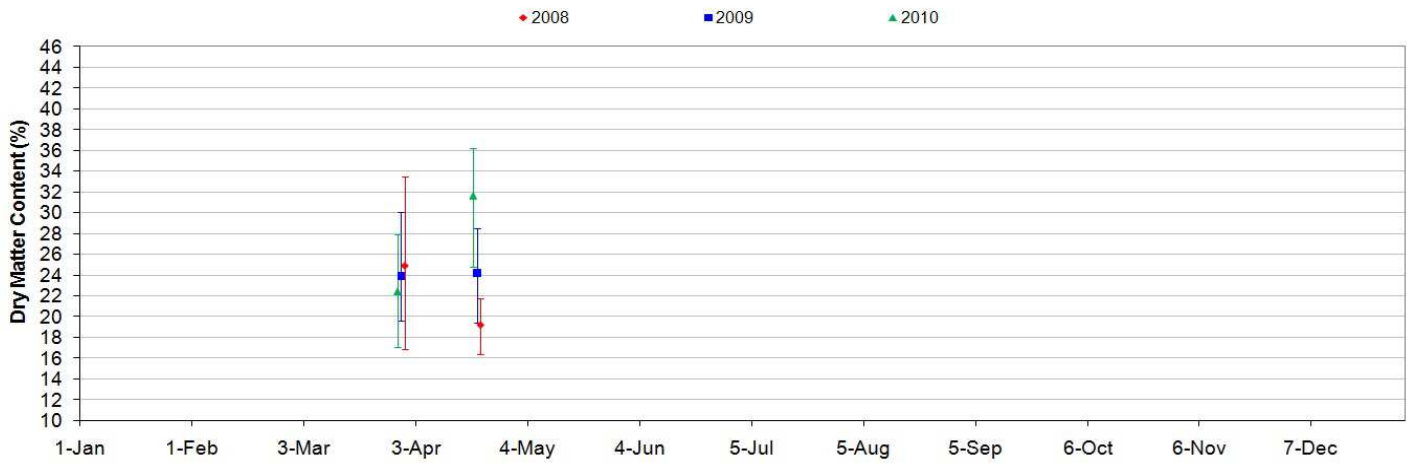
Average DM Content - North Qld (Shepard) as of 6th September 2010



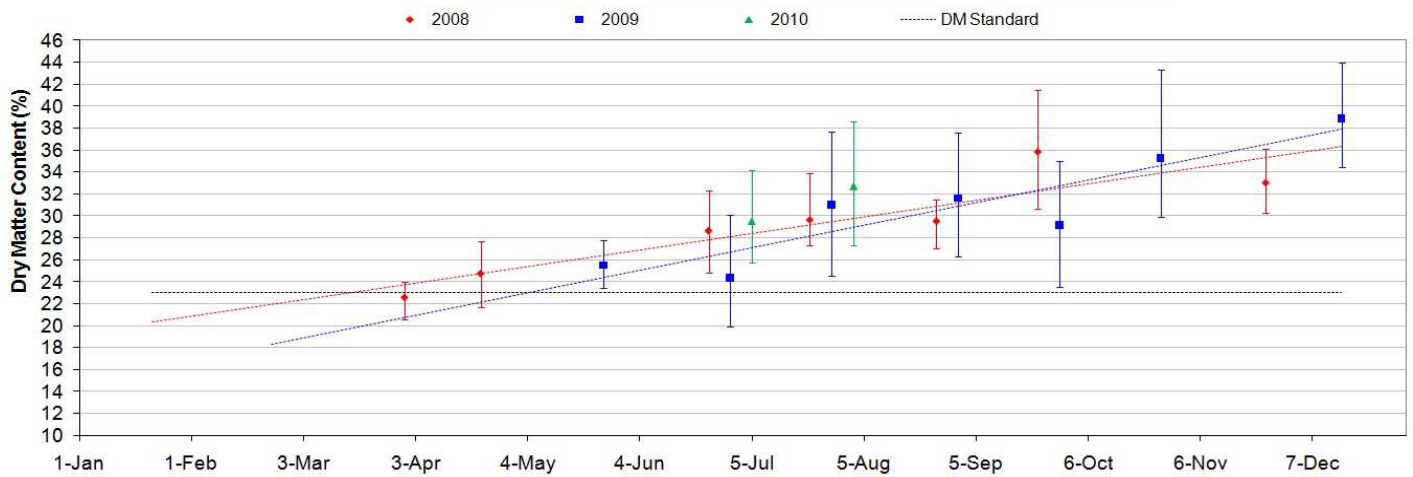
Average DM Content - Central Qld (Hass) as of 6th September 2010



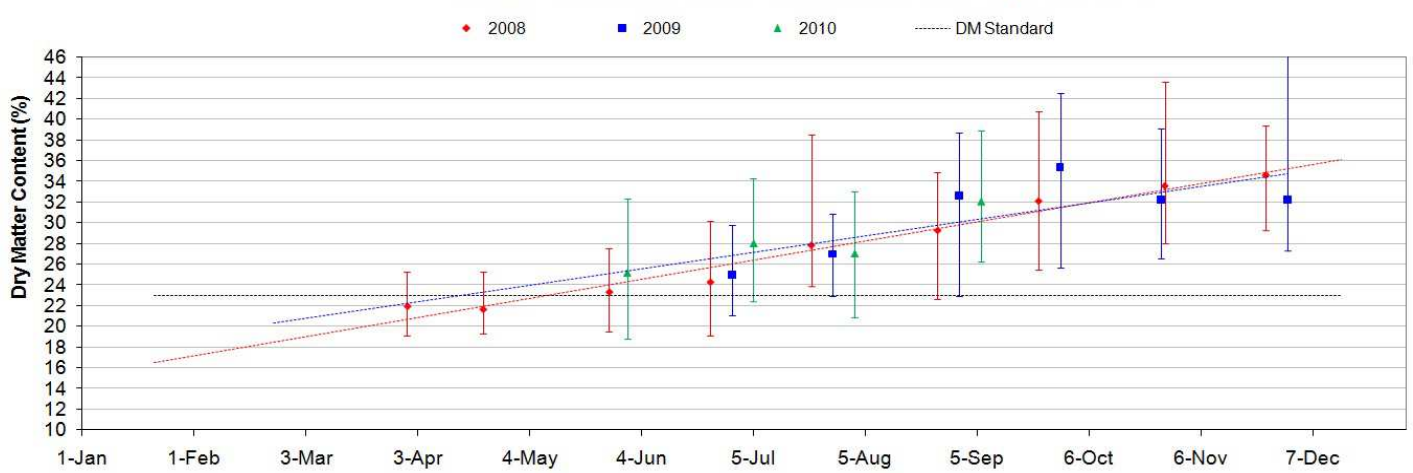
Average DM Content - Central Qld (Shepard) as of 6th September 2010



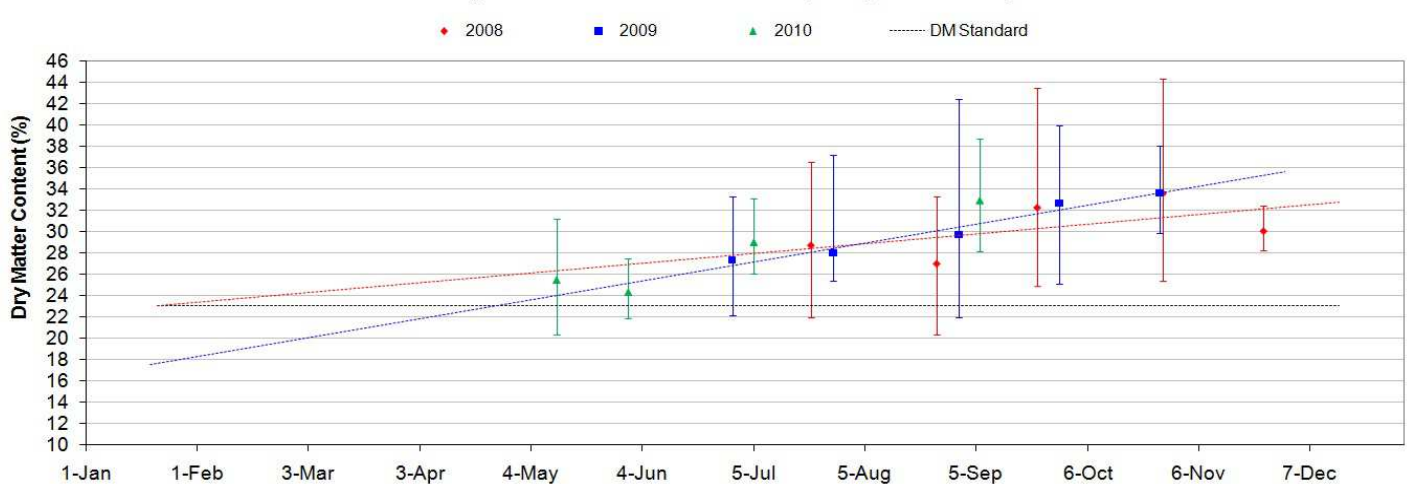
Average DM Content - Sunshine Coast (Hass) as of 6th September 2010



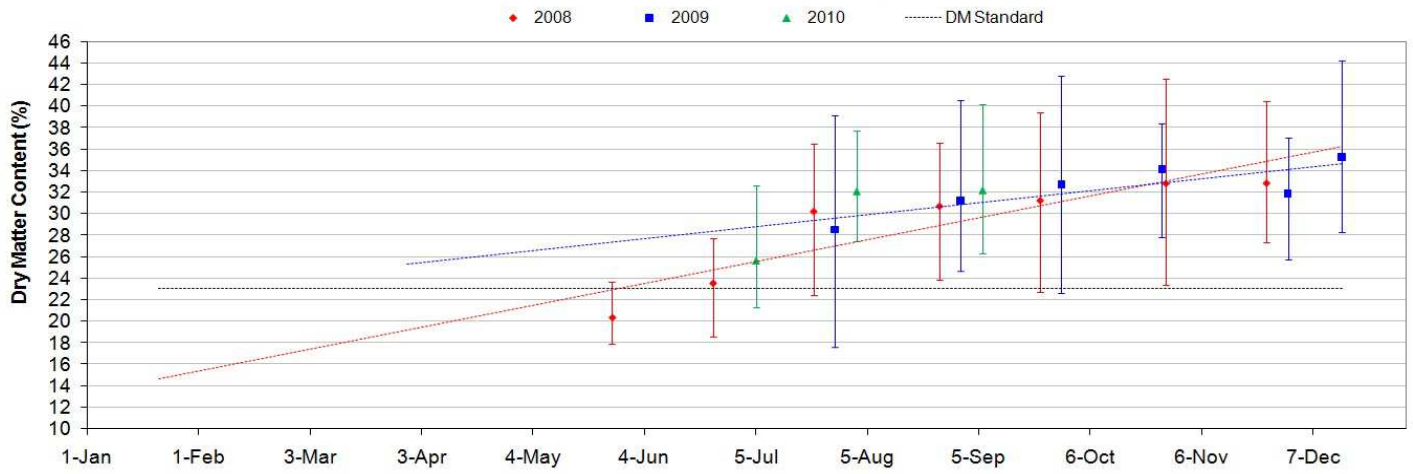
Average DM Content - South Qld (Hass) as of 6th September 2010



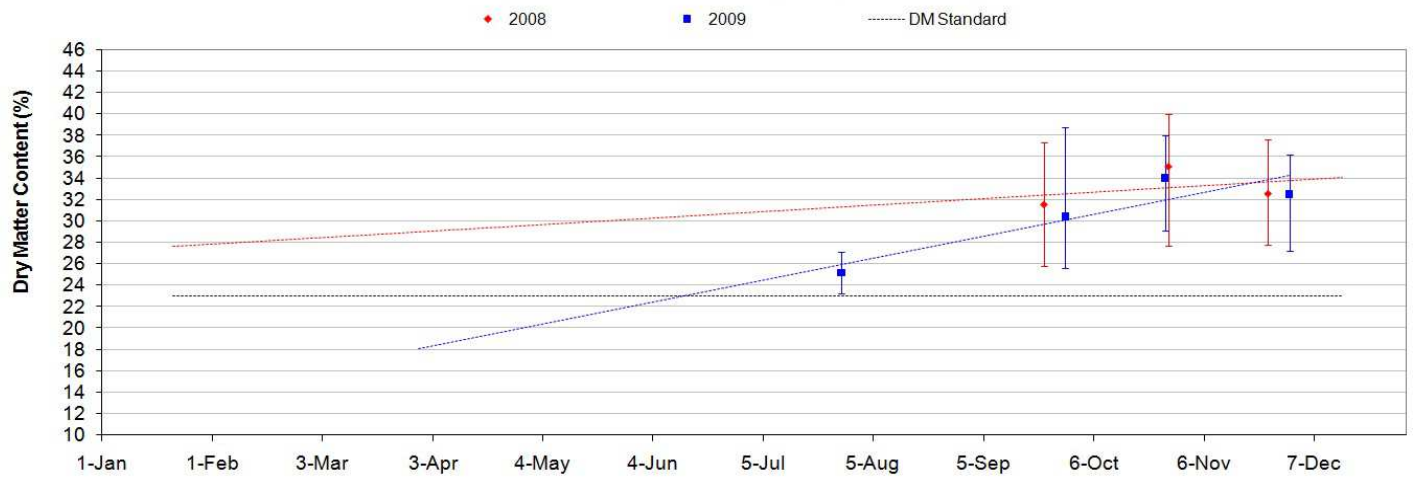
Average DM Content - Northern NSW (Hass) as of 6th September 2010



Average DM Content - Central NSW (Hass) as of 6th September 2010



Average DM Content - Tristate (Hass) as of 6th September 2010



Average DM Content - WA (Hass) as of 6th September 2010

