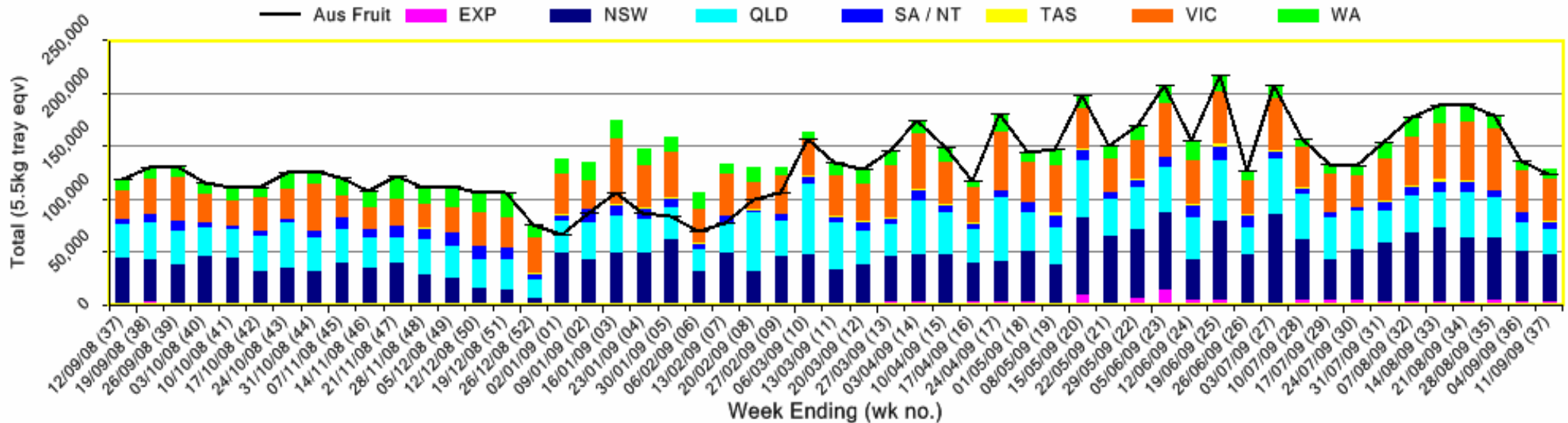


# INFOCADO WEEKLY REPORT: 5th - 11th September 2009 (Wk 37)

## Industry Dispatches 5th September - 11th September 2009 (Wk 37)

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
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP							33	1,645	254	1,932	326			2,525
NSW	792	1,651	4,926	9,020	2,420	8,580	2,023	1,360	295	31,067	6,452	8,926		44,421
QLD	44	496	1,314	2,425	754	5,112	6,355	1,726	1,177	19,403	2,490	6,142	66	25,059
SA / NT	63	95	181	501	454	675	2,566	554		5,089	728			6,413
TAS		1	12	62		116	266	131		588	68	78		726
VIC	1,050	2,817	10,218	10,714	1,108	2,883	4,977	912	601	35,280	2,051	6,702		40,228
WA	89	384	554	1,276		2,443	897	688	56	6,387	1,542			9,191
<b>Total</b>	<b>2,038</b>	<b>5,444</b>	<b>17,205</b>	<b>23,998</b>	<b>4,736</b>	<b>19,809</b>	<b>17,117</b>	<b>7,016</b>	<b>2,383</b>	<b>99,746</b>	<b>13,657</b>	<b>21,848</b>	<b>66</b>	<b>128,561</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 5,724,672 5.5kg tray eqv



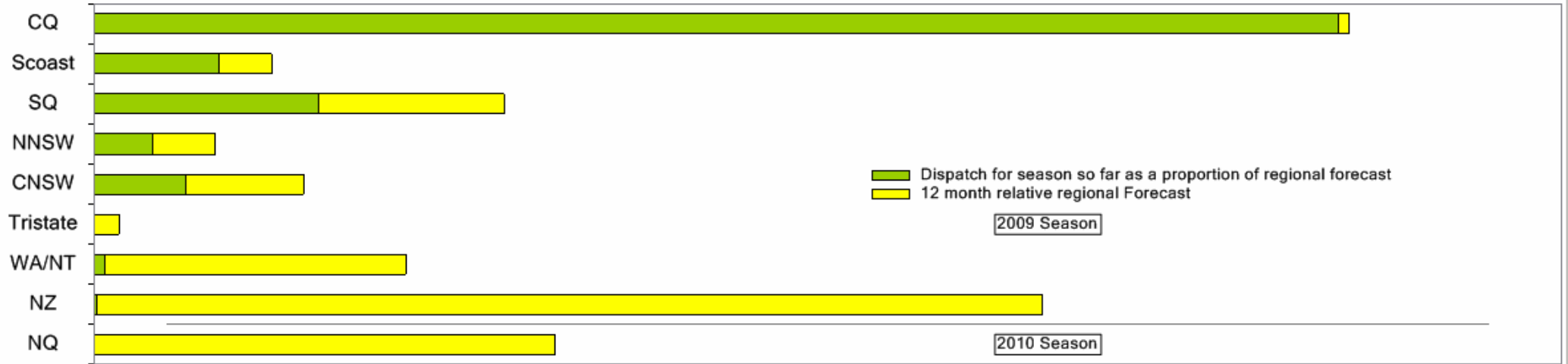
### Comments from the CEO

- Small quantities of New Zealand Avocados have now reached the Australian market although none have shown up in retail outlets as yet.
- Sales to supermarkets are approximately half and closing stock on hand was also almost half of the previous week.
- Queensland and Victoria school holidays begin on Saturday 19th September.
- Please note that this week's report includes the August DM results.

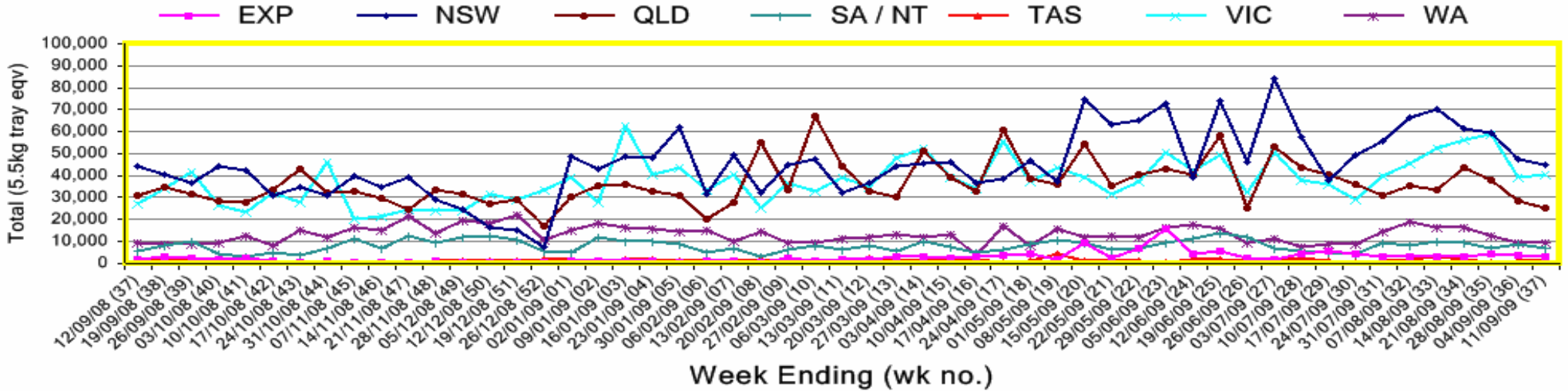




Percentage dispatched by region (Based on seasonal forecast - 2009)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 5,724,672 5.5kg tray eqv



**Week 37 contributors - Packhouses**

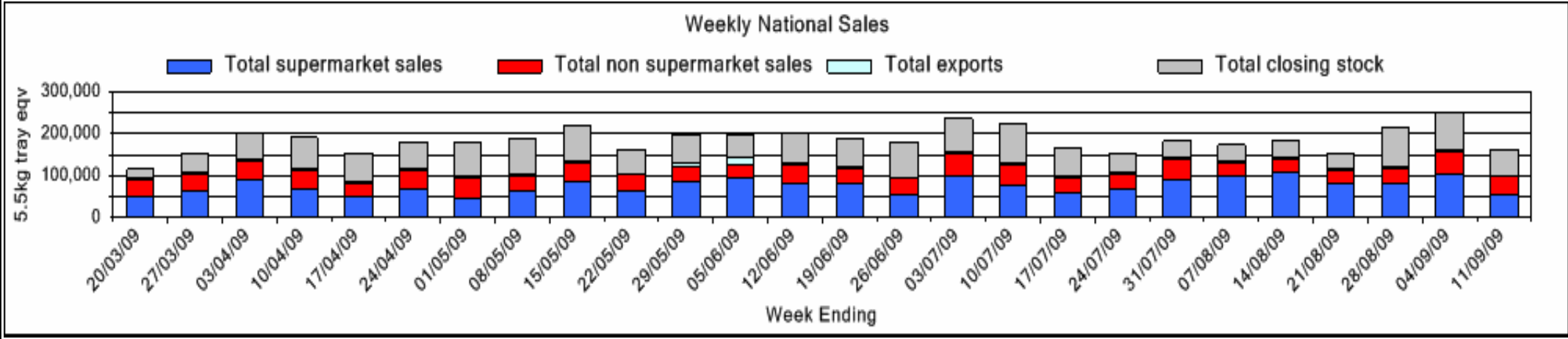
Avocado Industry Council	I & A Tolson	Serrata Enterprises
Avowest	Jirel Holdings	Simpson Farms Pty Ltd
Balmoral Orchard	Midcoast Avocados	Summerland HWNS
C F Fechner	Mountain Fresh	Sunfresh
Chinoola Orchards	Mt Binga Orchards	Sunnyspot Packhouse PL
Coastal Avocados	Natures Fruit Company	Tenterfield Fruit Packers
Googa Farms	One Harvest	The Avocado Grove
Green Nugget Orchards	Perseverance Farming Co	Touchwood Farming
Green Pear Avocado	RM & KL Cornwall	

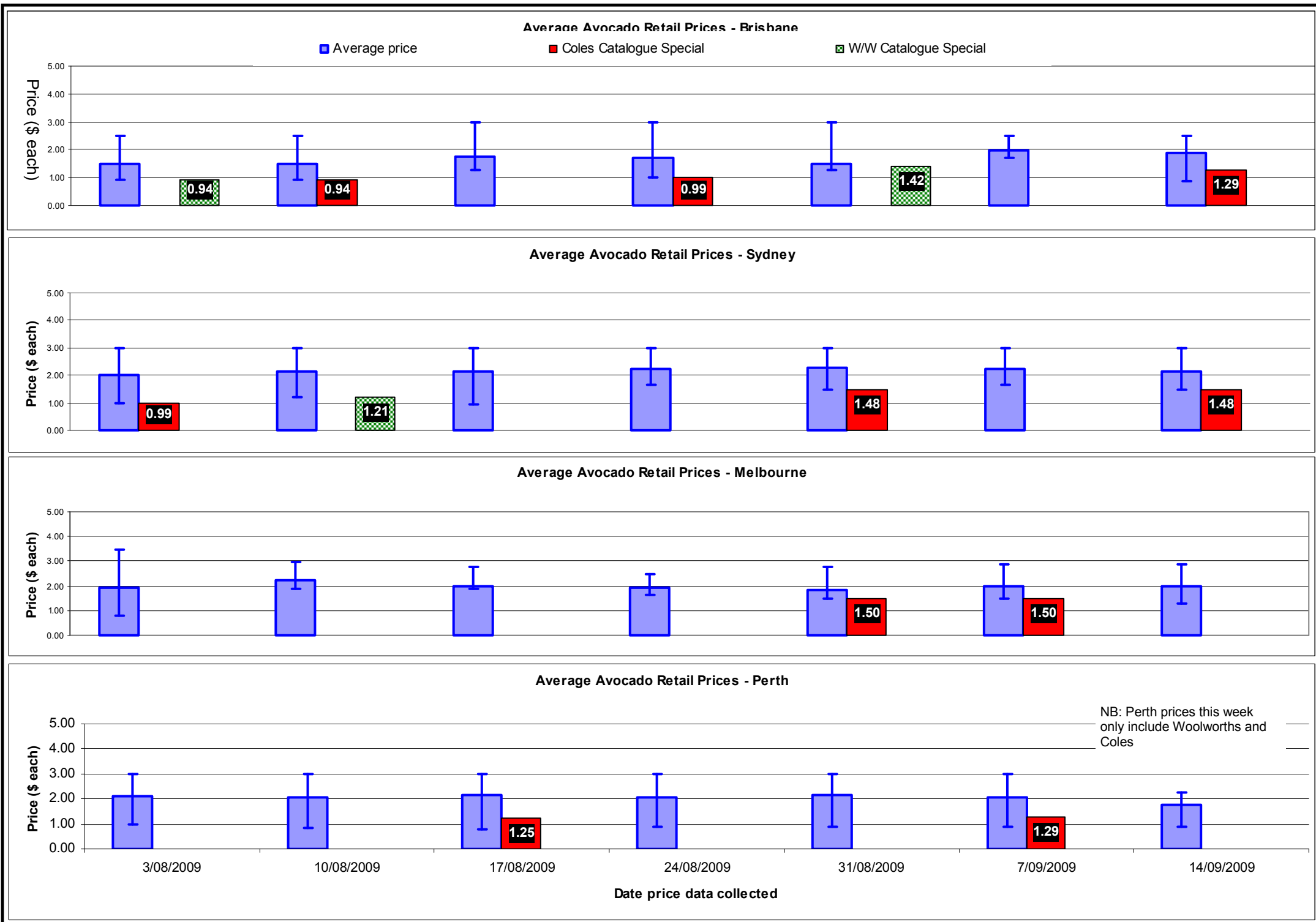
**Week 37 contributors - Wholesalers**

Costa Exchange Trading (Adelaide)	Romeos Marketing (Brisbane)
Dykes Bros (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Etherington (Perth)	The La Manna Group (Adelaide)
Kelly's (Melbourne)	The La Manna Group (Brisbane)
Mercer Mooney (Perth)	The La Manna Group (Melbourne)
Murray Bros (Brisbane)	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	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total				
NSW																						
<b>Total supermarket sales</b>																						
<b>Total non supermarket sales</b>																						
<b>Total exports</b>	# Data set not included because not enough NSW wholesalers contributed data this week																					
<b>Total sales</b>																						
<b>Total Stock on Hand</b>																						
QLD																						
<b>Total supermarket sales</b>	12,332			12,332	1,165			1,165	2,118				4,162			1,980	6,142	1,117	15,207		360	15,567
<b>Total non supermarket sales</b>	13,820		158	13,978	277			277	504										14,324		158	14,482
<b>Total exports</b>	1,628			1,628	326			326	593										2,221			2,221
<b>Total sales</b>	27,780		158	27,938	1,768			1,768	3,215				4,162		1,980	6,142	1,117		31,751		518	32,270
<b>Total Stock on Hand</b>	16,733		72	16,805	305			305	555										17,288		72	17,360
SA & TAS																						
<b>Total supermarket sales</b>	4,467		111	4,578	48			48	87				111				111	20	4,574		111	4,685
<b>Total non supermarket sales</b>	4,436		307	4,743	798			798	1,451										5,887		307	6,193
<b>Total exports</b>																						
<b>Total sales</b>	8,903		418	9,320	846			846	1,538				111				111	20	10,461		418	10,879
<b>Total Stock on Hand</b>	9,260		2,543	11,803	797			797	1,449										10,709		2,543	13,252
VIC																						
<b>Total supermarket sales</b>	15,112		2,157	17,270	440			440	800				6,702				6,702	1,219	17,131		2,157	19,288
<b>Total non supermarket sales</b>	8,900		2,361	11,261	985		551	1,536	2,793										10,691		3,363	14,054
<b>Total exports</b>																						
<b>Total sales</b>	24,012		4,518	28,530	1,425		551	1,976	3,593				6,702				6,702	1,219	27,822		5,520	33,342
<b>Total Stock on Hand</b>	5,509		2,910	8,419	3,824		4,725	8,549	15,544										12,462		11,501	23,963
WA																						
<b>Total supermarket sales</b>																						
<b>Total non supermarket sales</b>																						
<b>Total exports</b>																						
<b>Total sales</b>	5,496	84	31	5,611	3,152	15	4	3,171	5,765										11,227	111	38	11,377
<b>Total Stock on Hand</b>																						
Total																						
<b>Total supermarket sales</b>	42,534		2,269	44,803	3,209			3,209	5,835				19,711			1,980	21,691	3,944	51,952		2,629	54,581
<b>Total non supermarket sales</b>	30,892	84	2,857	33,833	4,740	15	555	5,310	9,655										39,510	111	3,866	43,488
<b>Total exports</b>	1,932			1,932	326			326	593										2,525			2,525
<b>Total sales</b>	75,358	84	5,126	80,568	8,275	15	555	8,845	16,082				19,711		1,980	21,691	3,944		93,987	111	6,495	100,593
<b>Total Stock on Hand</b>	38,352		5,525	43,877	6,084		4,725	10,809	19,653										49,414		14,116	63,530



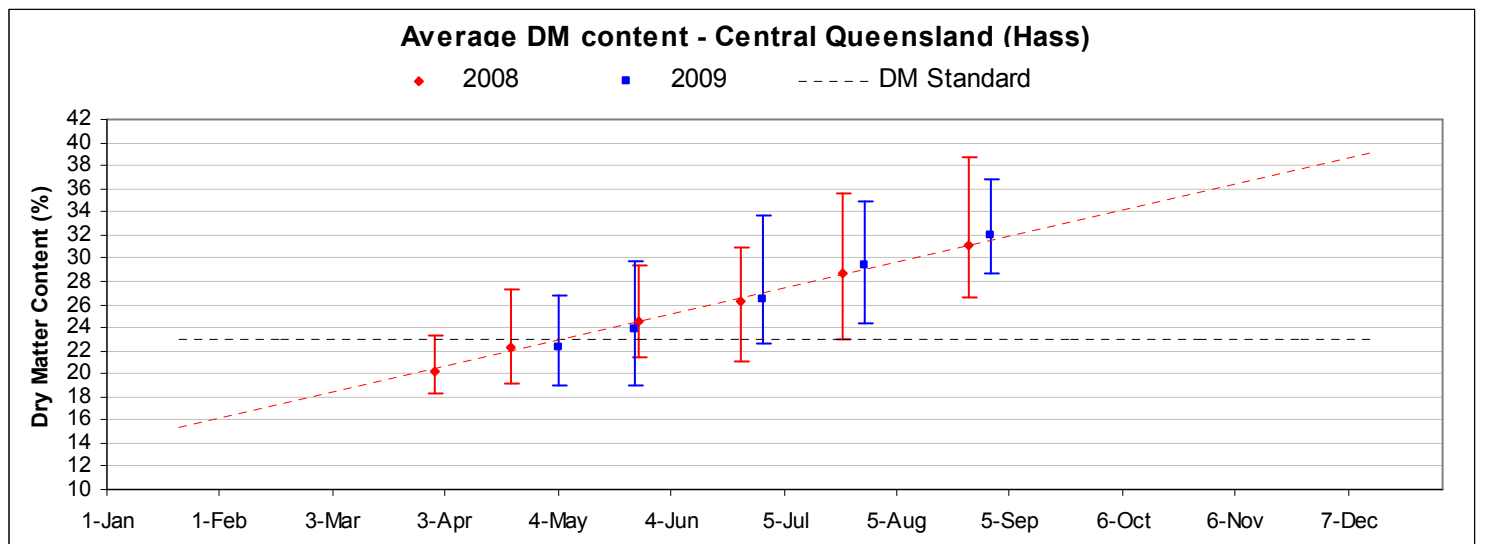
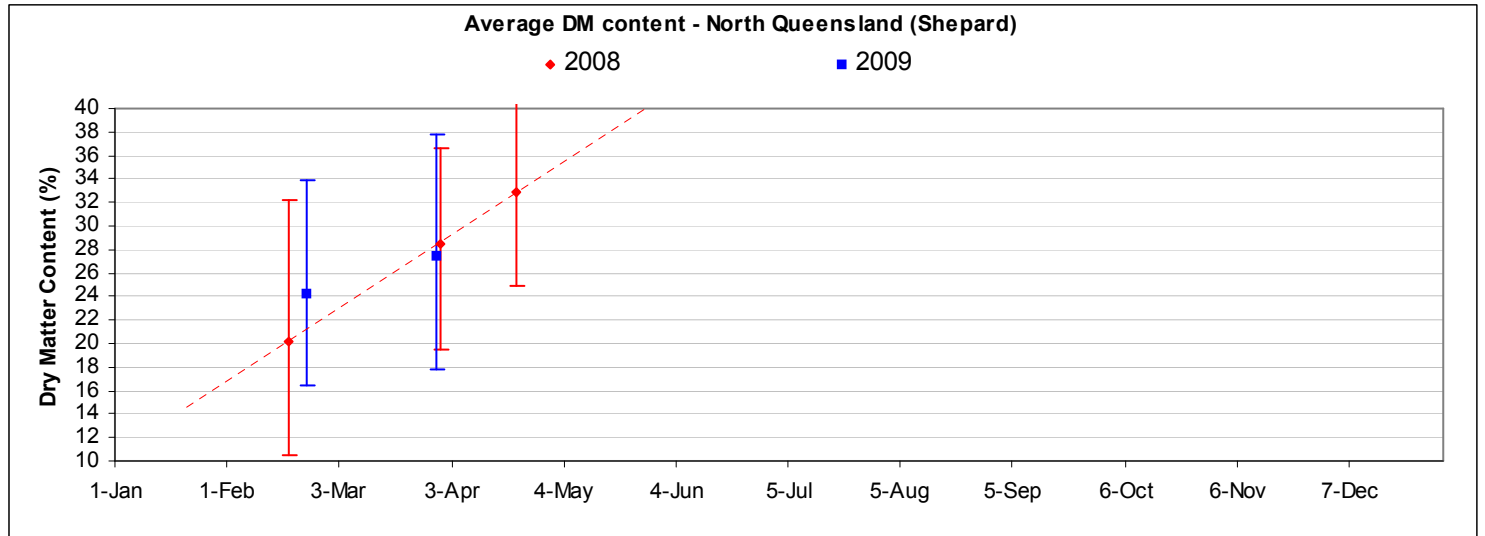
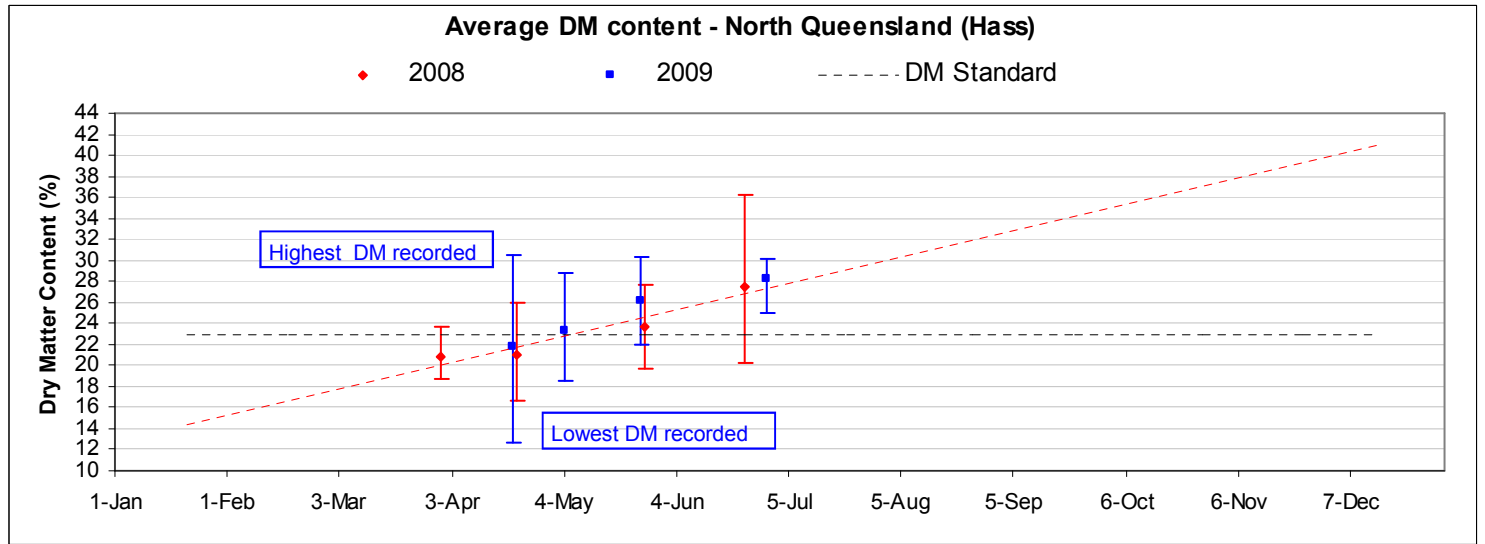




# Avocado DM Content Report

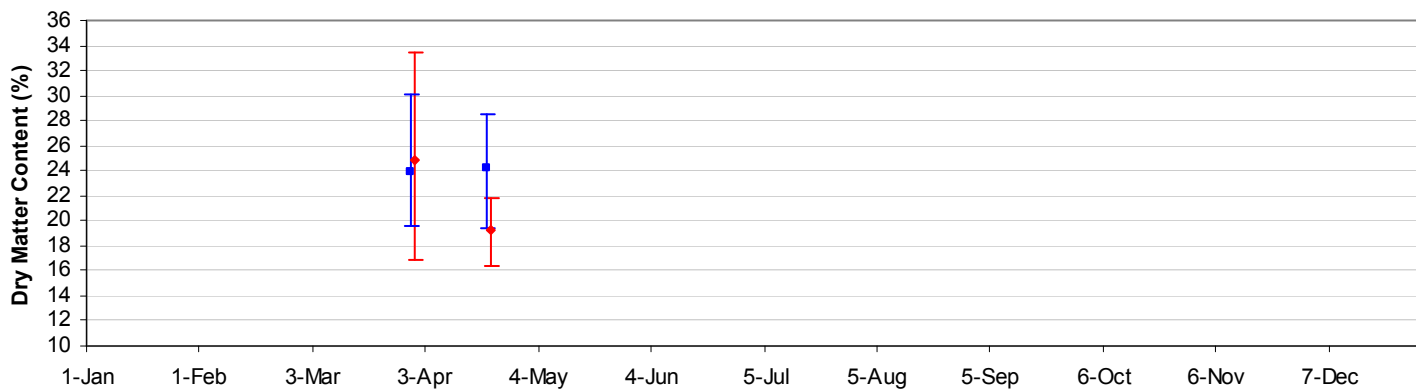
## Fruit collected 31st August 2009

Dry Matter Intervals	Proportion of Fruit tested for each Dry matter interval 31st August 2009									
	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%	2%	7%	0%		
23%-28%			0%		7%	4%	43%	18%		
27.1%-40%			100%		93%	94%	47%	80%		
>40%			0%		0%	0%	3%	3%		



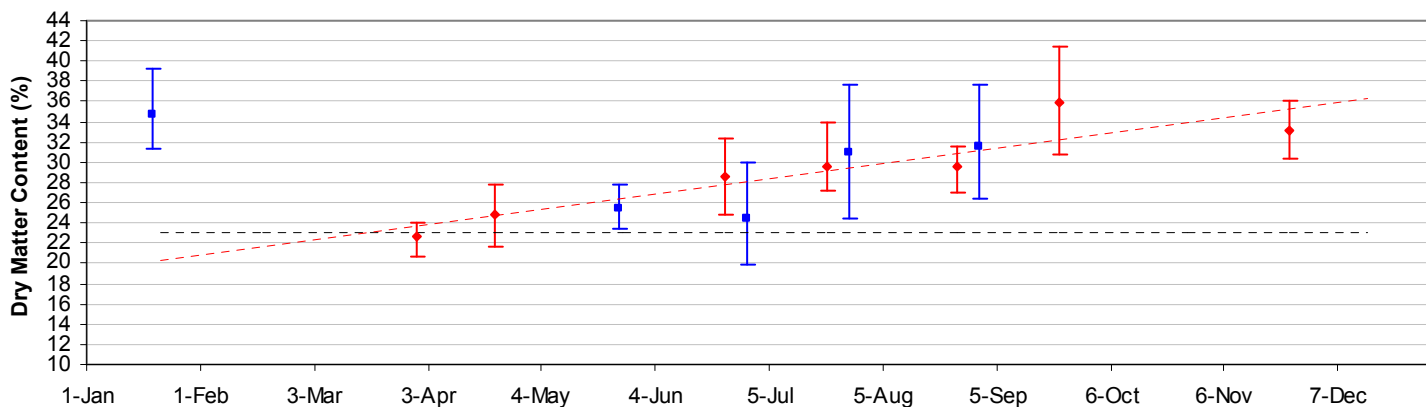
### Average DM content - Central Queensland (Shepard)

◆ 2008      ■ 2009



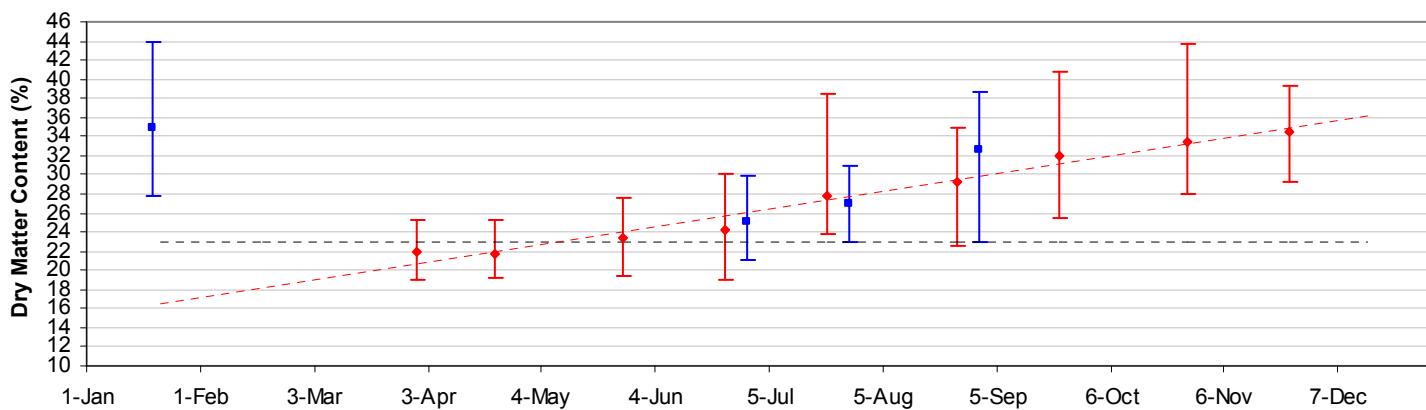
### Average DM content - Sunshine Coast (Hass)

◆ 2008      ■ 2009      - - - - - DM Standard



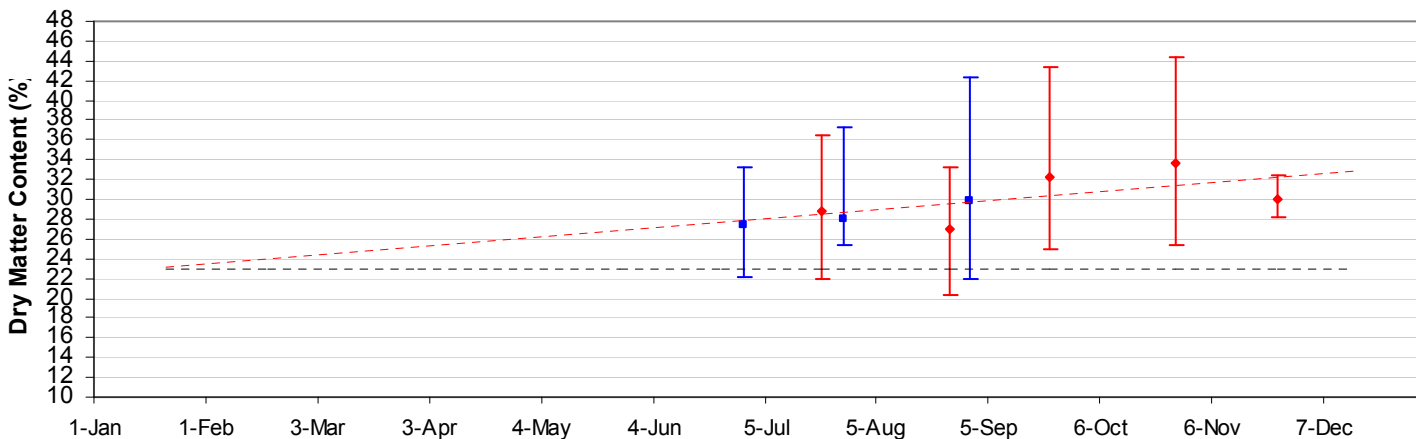
### Average DM content - South Qld (Hass)

◆ 2008      ■ 2009      - - - - - DM Standard



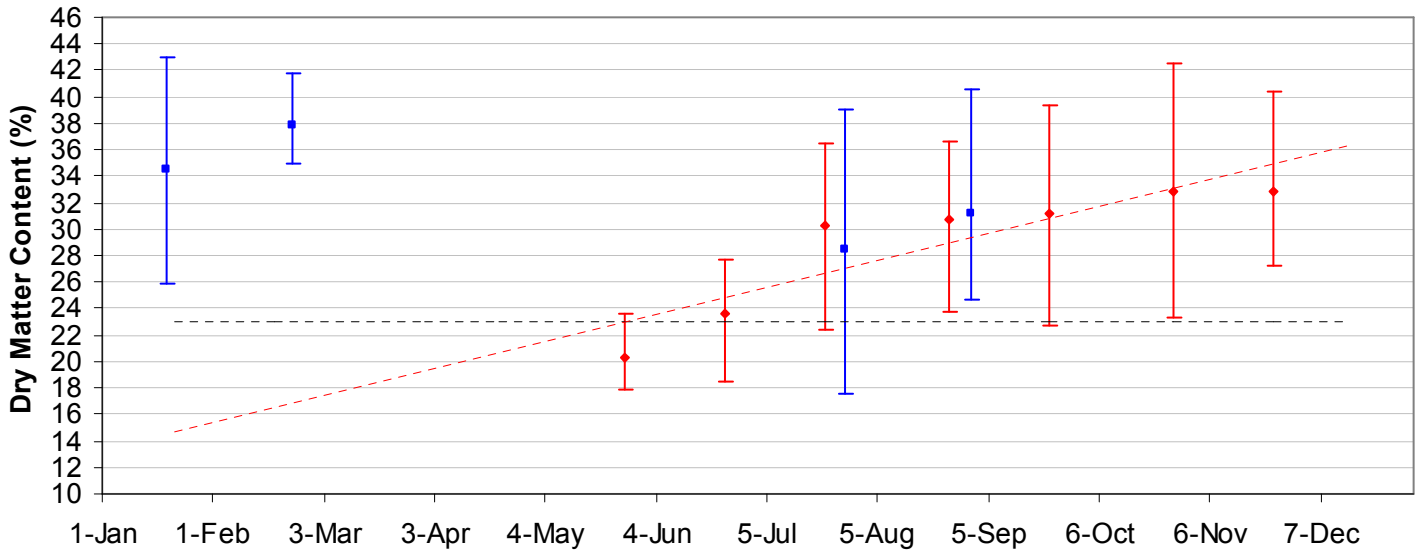
### Average DM content - Northern NSW (Hass)

◆ 2008      ■ 2009      - - - - - DM Standard



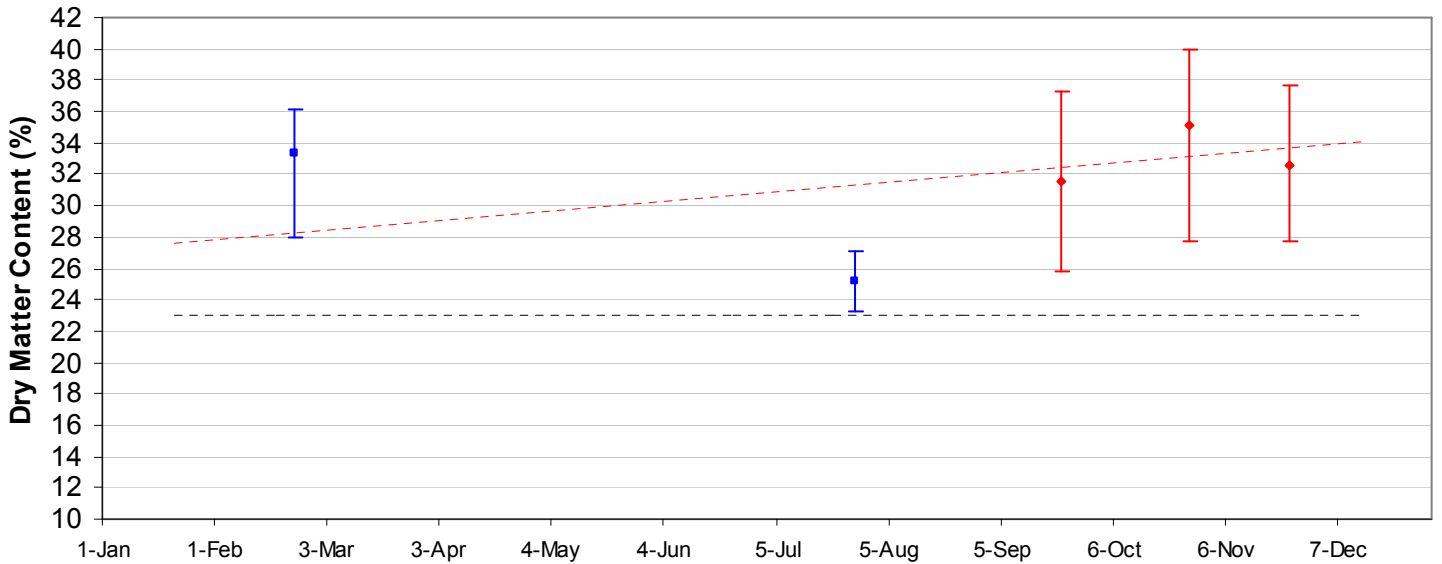
### Average DM content - Central NSW (Hass)

◆ 2008    ■ 2009    - - - - DM Standard



### Average DM content - Tristate (Hass)

◆ 2008    ■ 2009    - - - - DM Standard



### Average DM content - WA (Hass)

◆ 2008    ■ 2009    - - - - DM Standard

