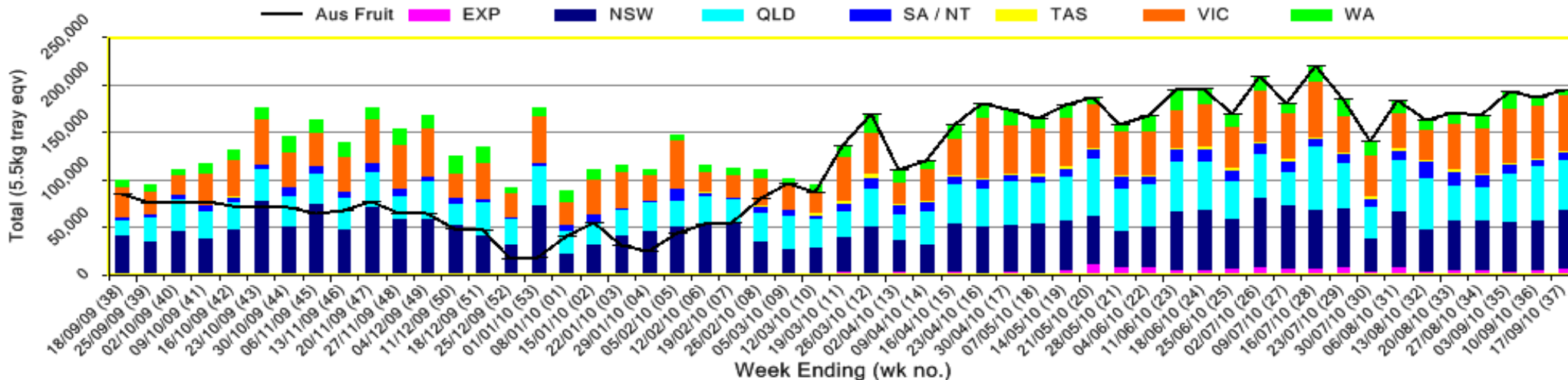


# INFOCADO WEEKLY REPORT: 11th - 17th September 2010 (Wk 37)

Industry Dispatches 11th September - 17th September 2010 (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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									3,110	1,347	4,457	1,094		6,446
NSW	1,370	5,128	12,262	9,050	3,219	7,094	3,531	1,863	196	43,713	9,466	2,706	2,400	61,852
QLD	1,992	3,699	8,175	5,880	1,998	6,630	7,921	1,960	125	38,380	7,048	7,846		52,622
SA / NT	11	90	1,876	624	226	536	2,225	650		6,238	816	990		7,902
TAS							1,356			1,356	380			2,047
VIC	1,822	5,445	17,405	8,762	1,002	4,932	1,771	1,721	126	42,986	8,243	2,996		58,518
WA	26	111	452	1,268		891	407	437	64	3,656	656	2,500		5,304
<b>Total</b>	<b>5,221</b>	<b>14,473</b>	<b>40,170</b>	<b>25,584</b>	<b>6,445</b>	<b>20,083</b>	<b>17,211</b>	<b>9,741</b>	<b>1,858</b>	<b>140,786</b>	<b>27,703</b>	<b>17,038</b>	<b>2,400</b>	<b>194,689</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 5,930,269 5.5kg tray eqv



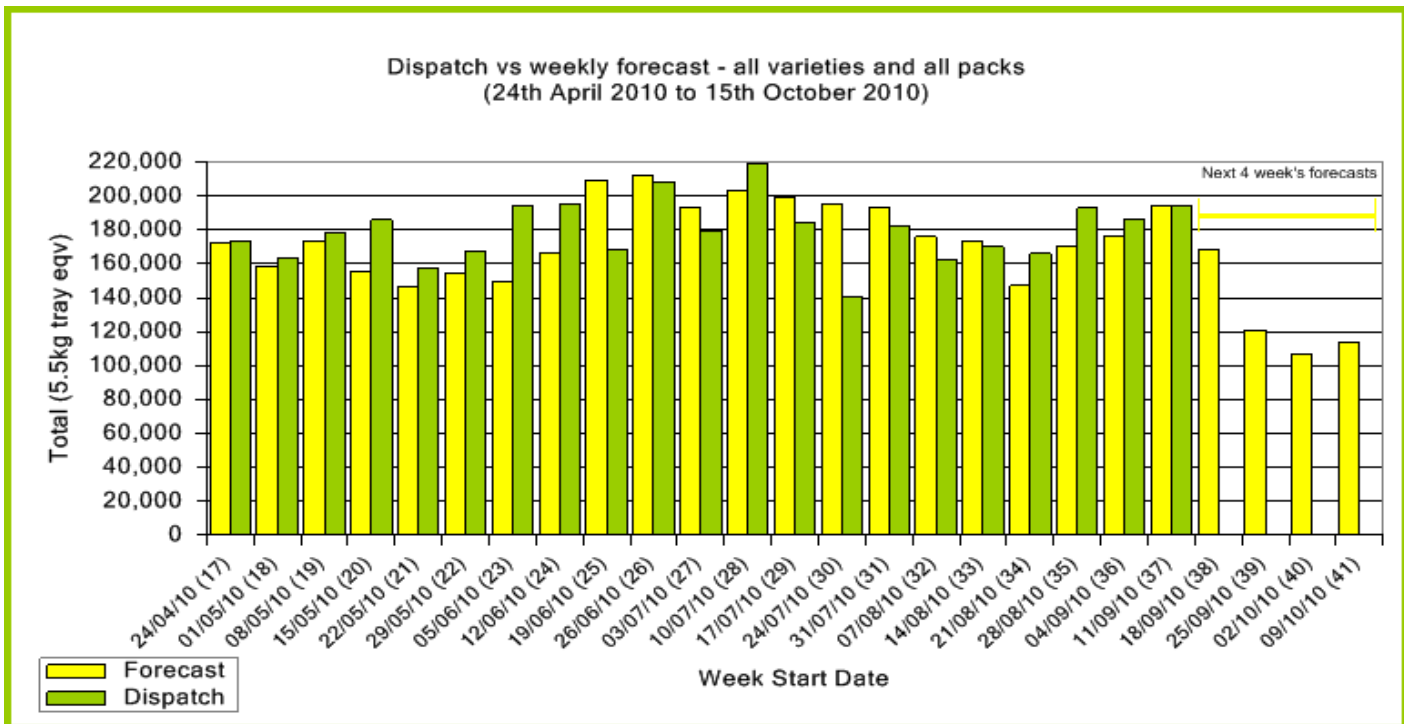
## Comments from the CEO

- Don't forget to send in your Infocado Summit Registration form. We have a great program planned. If you want more information or need us to resend the preliminary program and registration form please contact the Avocados Australia Office on ph: 07 3846 6566
- Some small volumes of New Zealand avocados are forecast to enter the Australian market in the next week or so.
- Overall volumes are forecast to reduce significantly in the next couple of weeks with the finishing of the Central Queensland season.



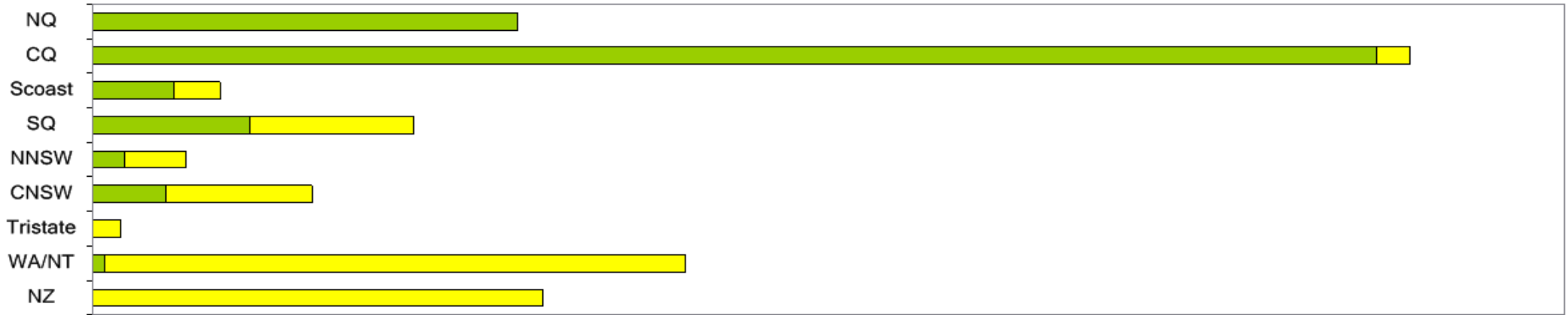
Forecast Data (Week 37 - 41)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
<b>Week 37 - begin 11/09/2010</b>					
Hass	117,181	31,095	13,200	700	176,244
Lamb Hass	1,413	500			2,322
Pinkerton	15				15
Reed	15,050				15,050
Sharwil	135	10			153
Wurtz	80	5			89
<b>Week Total</b>	<b>133,873</b>	<b>31,610</b>	<b>13,200</b>	<b>700</b>	<b>193,873</b>
<b>Week 38 - begin 18/09/2010</b>					
Bacon	480				480
Hass	108,131	21,515	17,000	700	150,467
Lamb Hass	2,136	250			2,591
Pinkerton	10				10
Reed	15,050				15,050
Sharwil	10				10
Wurtz	60	5			69
<b>Week Total</b>	<b>125,877</b>	<b>21,770</b>	<b>17,000</b>	<b>700</b>	<b>168,677</b>
<b>Week 39 - begin 25/09/2010</b>					
Hass	89,058	12,785	15,700	700	115,285
Lamb Hass	409	75			545
Pinkerton	10				10
Reed	5,025				5,025
Sharwil	175	20			211
Wurtz	50	5			59
<b>Week Total</b>	<b>94,727</b>	<b>12,885</b>	<b>15,700</b>	<b>700</b>	<b>121,136</b>
<b>Week 40 - begin 02/10/2010</b>					
Hass	88,780	8,065	15,000	700	106,298
Lamb Hass	322	75			458
Sharwil	40	10			58
Wurtz	40				40
<b>Week Total</b>	<b>89,182</b>	<b>8,150</b>	<b>15,000</b>	<b>700</b>	<b>106,854</b>
<b>Week 41 - begin 09/10/2010</b>					
Hass	98,770	7,595	5,000	700	113,615
Lamb Hass	235	50			326
Sharwil	30	5			39
Wurtz	30				30
<b>Week Total</b>	<b>99,065</b>	<b>7,650</b>	<b>5,000</b>	<b>700</b>	<b>114,010</b>

Dispatch Data (Week 37 - begin 11/09/2010)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon	1,672				1,672
Hass	108,122	25,529	17,038	2,400	158,072
Lamb Hass	4,056	661			5,258
Reed	26,576	1,481			29,269
Sharwil	216	26			263
Wurtz	146	6			157
<b>Total</b>	<b>140,788</b>	<b>27,703</b>	<b>17,038</b>	<b>2,400</b>	<b>194,691</b>

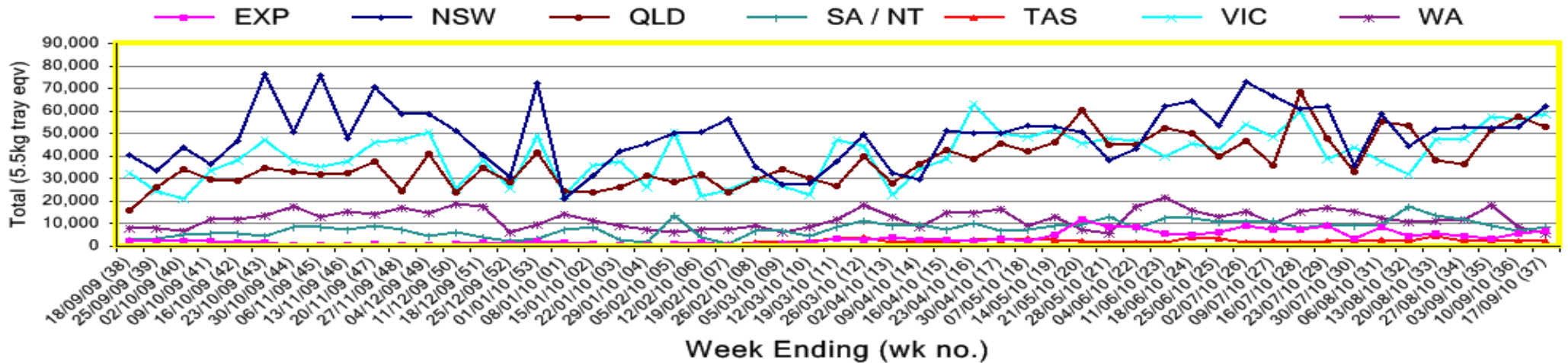


### Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 5,930,269 5.5kg tray eqv



#### Week 37 contributors - Packhouses

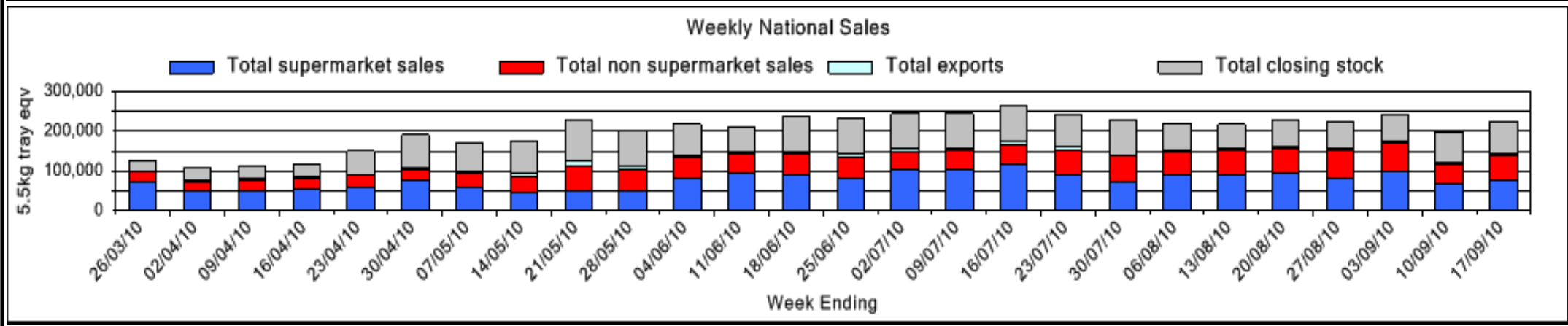
- |                                   |                                |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Mountain Fresh                 |
| Avowest                           | Natures Fruit Company          |
| Balmoral Orchard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

#### Week 37 contributors - Wholesalers

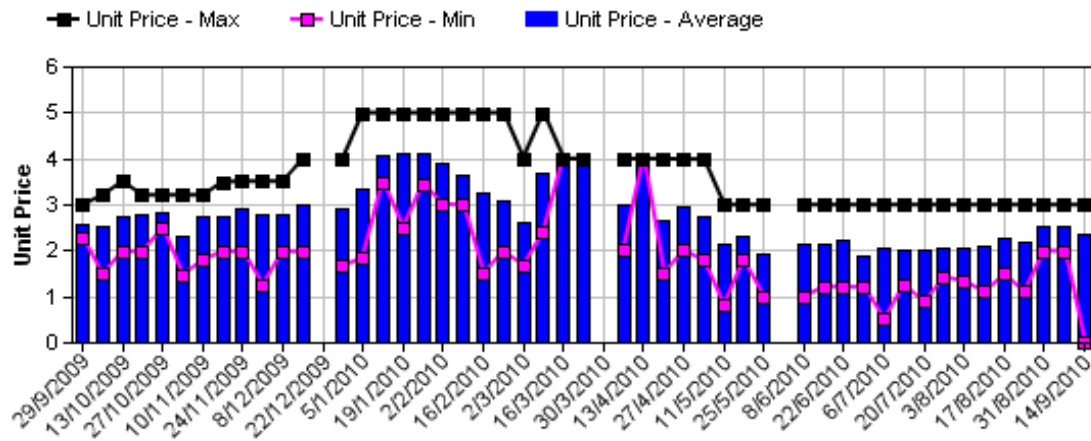
- |                                       |   |
|---------------------------------------|---|
| Allcrops Pty Ltd (Sydney)             | Murray Bros (Brisbane)                    |
| Dykes Bros (Melbourne)                | Romeos Marketing (Brisbane)               |
| Etherington (Perth)             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

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

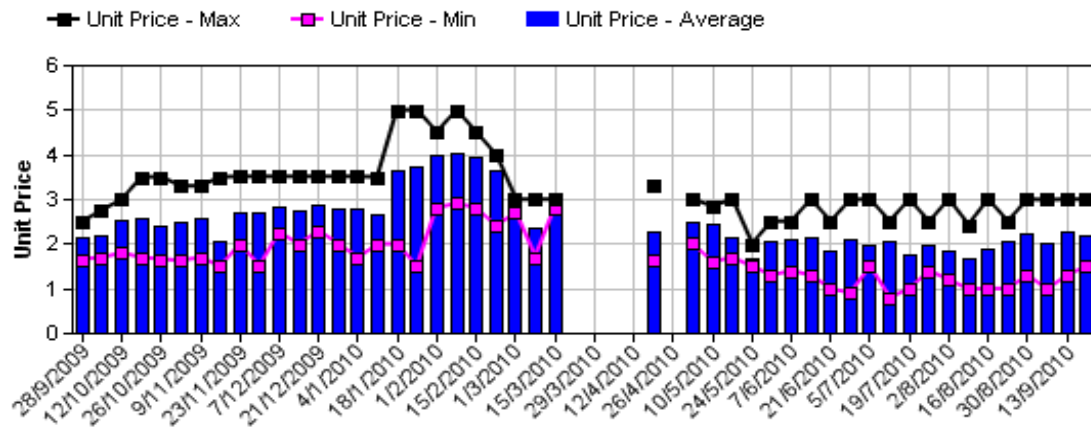
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	8,754		7,529	16,283	1,326			1,326	2,411	2,706			2,706	492	11,657		7,529	19,186
Total non supermarket sales	15,805			15,805	3,319		90	3,409	6,198						21,840		164	22,003
Total exports	1,521			1,521											1,521			1,521
Total sales	26,080		7,529	33,609	4,645		90	4,735	8,609	2,706			2,706	492	35,017		7,693	42,710
Total Stock on Hand	8,867			8,867	1,803			1,803	3,278						12,145			12,145
QLD																		
Total supermarket sales	14,202		10,379	24,581	320		9	329	598	4,126			4,126	750	15,534		10,396	25,930
Total non supermarket sales	14,919		469	15,388	1,282		464	1,746	3,175						17,250		1,312	18,562
Total exports	2,936			2,936	1,073		21	1,094	1,989						4,887		38	4,925
Total sales	32,057		10,848	42,905	2,675		494	3,169	5,762	4,126			4,126	750	37,671		11,746	49,417
Total Stock on Hand	22,412		490	22,902	2,071		940	3,011	5,475						26,178		2,199	28,377
SA & TAS																		
Total supermarket sales	# Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
Total sales	7,386		74	7,460	913		6	919	1,671	990			990	180	9,226		85	9,311
Total Stock on Hand	# Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
VIC																		
Total supermarket sales	14,012		9,735	23,747	807		231	1,038	1,887	2,996			2,996	545	16,024		10,155	26,179
Total non supermarket sales	5,565	395	1,554	7,514	1,664		1,179	2,843	5,169			19	19	3	8,591	395	3,701	12,687
Total exports	# Full data set not displayed because not enough SA & TAS wholesalers contributed data this week																	
Total sales	19,577	395	11,289	31,261	2,471		1,410	3,881	7,056	2,996		19	3,015	548	24,615	395	13,856	38,866
Total Stock on Hand	10,438	41	1,832	12,311	8,529		213	8,742	15,895			53	53	10	25,945	41	2,229	28,215
WA																		
Total supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	3,781			3,781	656			656	1,193	2,500			2,500	455	5,429			5,429
Total Stock on Hand	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total																		
Total supermarket sales	42,503		27,644	70,146	2,857		240	3,097	5,631	13,318			13,318	2,421	50,119		28,080	78,199
Total non supermarket sales	41,922	395	2,097	44,414	7,430		1,739	9,169	16,671			19	19	3	55,431	395	5,262	61,088
Total exports	4,457			4,457	1,073		21	1,094	1,989						6,408		38	6,446
Total sales	88,882	395	29,740	119,017	11,360		2,000	13,360	24,291	13,318		19	13,337	2,425	111,958	395	33,380	145,733
Total Stock on Hand	48,778	41	2,703	51,522	13,669		1,231	14,900	27,091			53	53	10	73,631	41	4,951	78,623



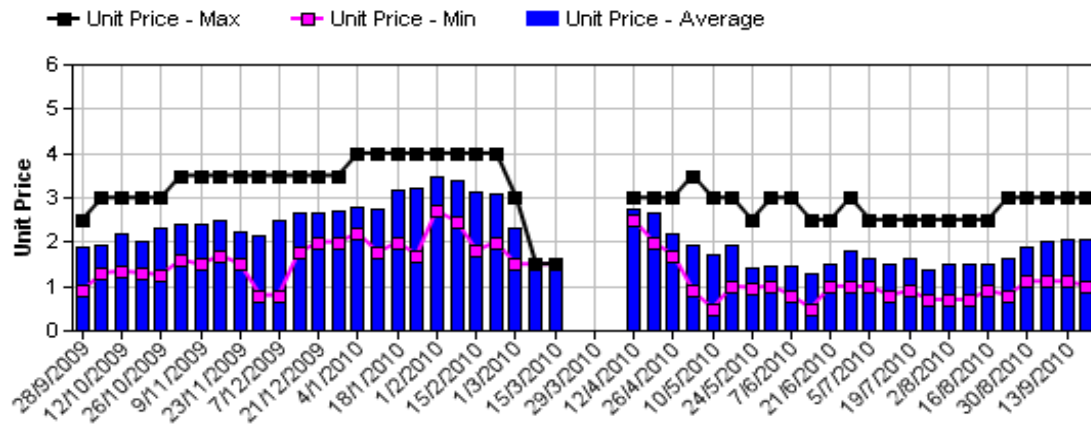
### Hass Avocado Average Retail Prices - Sydney



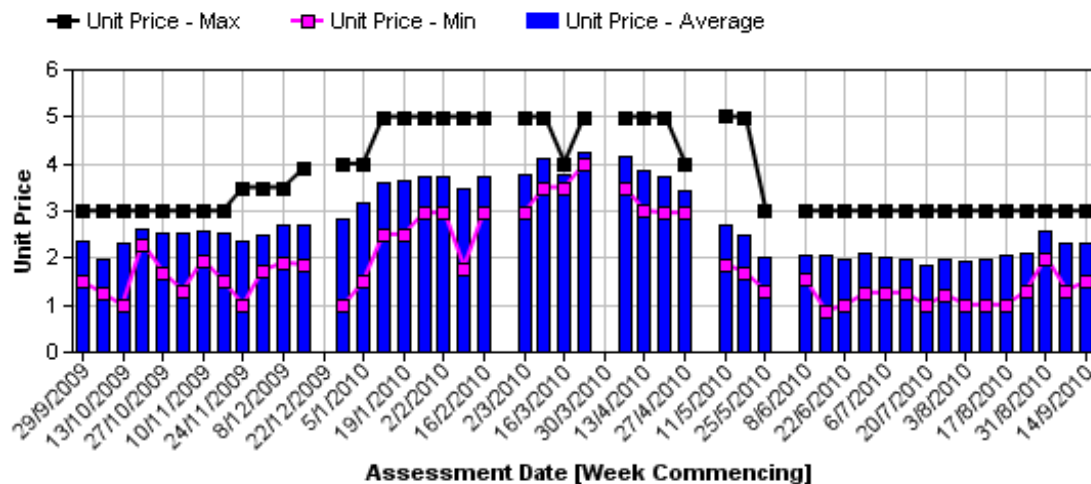
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

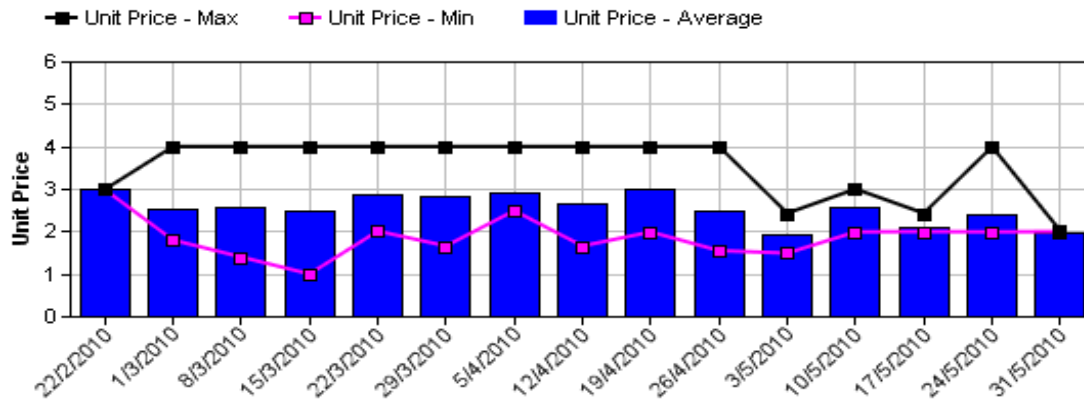


### Hass Avocado Average Retail Prices - Perth

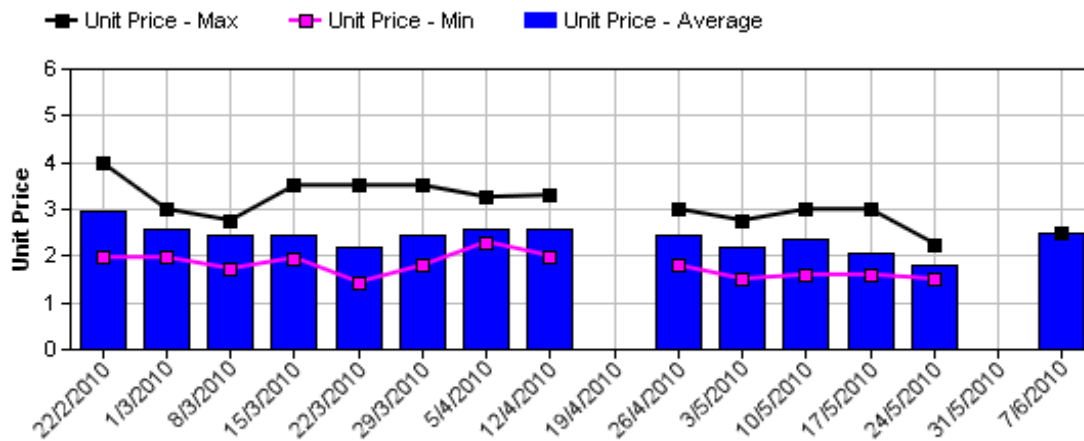


Assessment Date [Week Commencing]

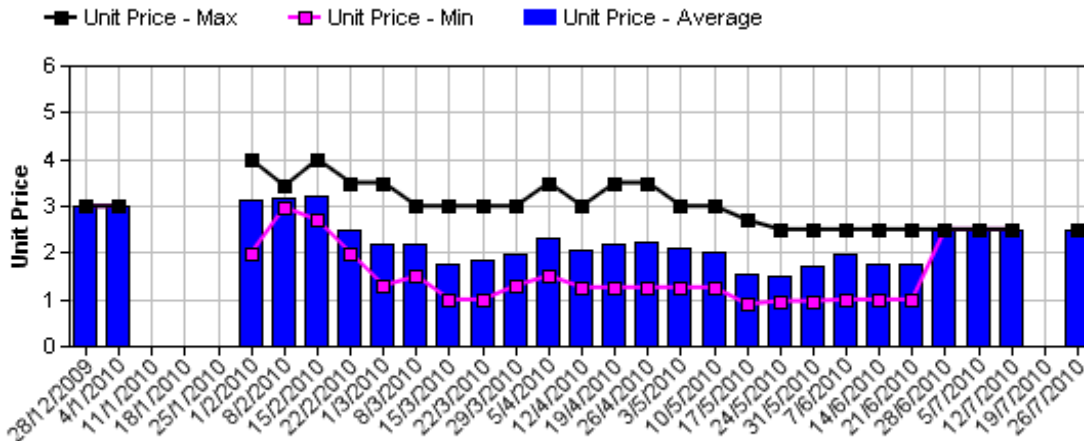
Shepard Avocado Average Retail Prices - Sydney



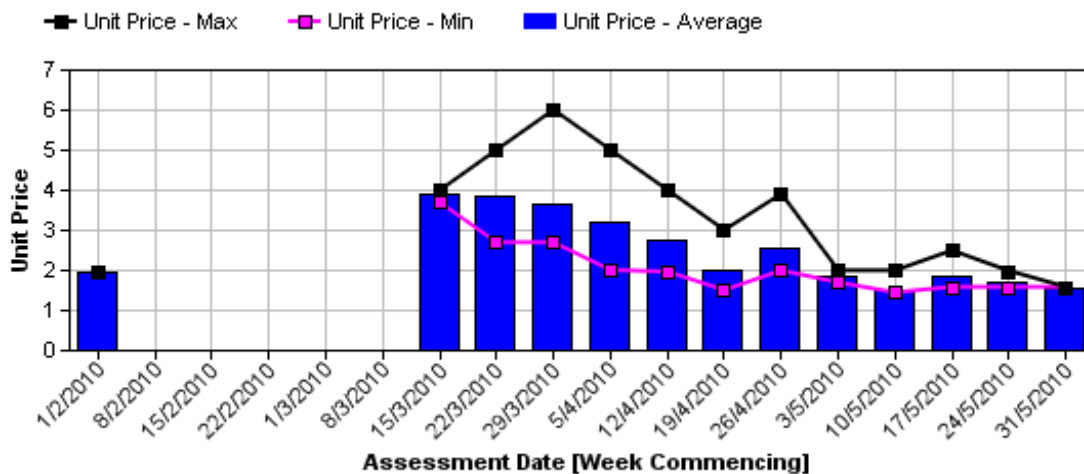
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth





## Retail Prices by City, Store and Variety - 20th September 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Hass	305	1.78	Store	Aus
Coles	Reed	355	1.78	No	Aus
I	Hass	285	1.99	Store	Aus
Coles	Hass	300	2.28	No	Aus
Coles	Hass	300	2.28	No	Aus
Woolworths	Hass	290	2.42	No	Aus
Woolworths	Hass	285	2.42	No	Aus
Woolworths	Hass	285	2.42	Store	Aus
I	Hass	260	2.49	No	Aus
I	Hass	320	2.49	No	Aus
IC	Hass	295	2.50	No	Aus
IC	Hass	280	2.50	No	Aus
IGA	Hass	265	2.79	No	Aus
IC	Hass	290	2.99	No	Aus
I	Hass	262	2.99	No	Aus
IGA	Hass	290	2.99	No	Aus
<b>BRISBANE</b>					
I	Reed	330	0.99	Store	Aus
IGA	Reed	300	0.99	Store	Aus
Coles	Hass	250	1.00	Store	Aus
IGA	Hass	190	1.49	No	Aus
IC	Hass	250	1.50	Store	Aus
IGA	Hass	280	1.69	No	Aus
IC	Unnamed	240	1.69	No	Aus
I	Hass	245	1.79	Store	Aus
Woolworths	Hass	270	1.94	No	Aus
Woolworths	Hass	225	1.94	Store	Aus
Coles	Hass	245	1.98	Store	Aus
Coles	Hass	240	1.98	Store	Aus
IC	Hass	260	1.99	No	Aus
I	Hass	235	1.99	No	Aus
Coles	Reed	415	1.99	No	Aus
Woolworths	Reed	435	2.42	No	Aus
Woolworths	Hass	230	2.42	No	Aus
Woolworths	Reed	505	2.42	No	Aus
I	Gwen	270	2.89	Store	Aus
I	Hass	275	2.89	Store	NS
I	Hass	275	2.99	Store	Aus
I	Hass	314	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
<b>MELBOURNE</b>					
I	Hass	245	1.49	No	NS
I	Hass	240	1.50	No	NS
Safeway	Hass	310	1.78	Cat	Aus
Safeway	Hass	270	1.78	Cat	Aus
I	Hass	275	1.97	Store	Aus
I	Hass	220	1.99	No	NS
I	Hass	265	1.99	No	NS
Coles	Hass	235	2.48	No	Aus
Coles	Hass	280	2.48	No	Aus
Coles	Hass	250	2.48	No	Aus
I	Hass	310	2.50	No	NS
I	Hass	345	2.50	No	NS
I	Hass	280	2.59	No	Aus
IGA	Hass	295	2.99	No	Aus
<b>PERTH</b>					
IS	Hass	230	1.49	Store	Aus
I	Hass	250	1.95	No	Aus
Coles	Hass	275	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
Coles	Hass	245	1.98	No	Aus
I	Hass	285	1.99	No	Aus
Woolworths	Hass	245	2.25	Store	Aus
Woolworths	Hass	270	2.25	No	Aus
Woolworths	Hass	225	2.25	No	Aus
IGA	Hass	240	2.29	No	Aus
I	Hass	285	2.49	No	Aus
IS	Hass	250	2.49	No	Aus
IGA	Hass	270	2.69	No	Aus
IGA	Hass	325	2.99	No	NS
I	Hass	255	2.99	No	Aus
I	Hass	285	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