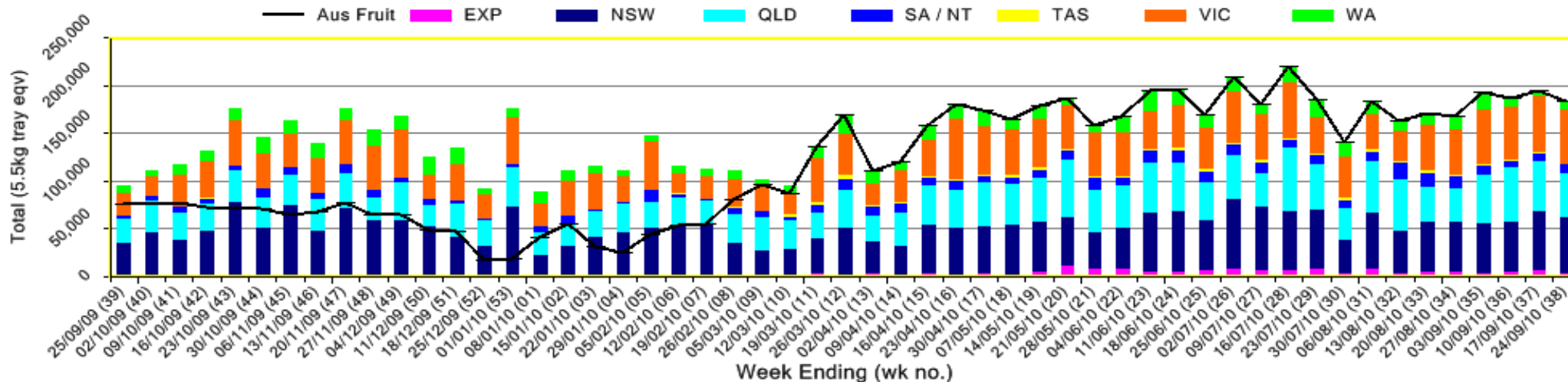


# INFOCADO WEEKLY REPORT: 18th - 24th September 2010 (Wk 38)

Industry Dispatches 18th September - 24th September 2010 (Wk 38)

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									988	1,377				2,365	77			2,505
NSW	1,168	4,131	9,293	7,842	2,095	8,070	3,223	866	188					36,876	11,798	5,280	1,000	59,469
QLD	888	2,554	5,075	5,920	871	4,700	7,069	2,265	580					29,922	8,621	5,478	1,287	46,827
SA / NT	4	15	1,876	139		445	3,008	492						5,979	1,784			9,223
TAS							288							288				288
VIC	839	3,327	14,359	7,070	452	5,693	1,715	2,253	44					35,752	10,703	3,652		55,876
WA	104	227	314	1,571		2,455	1,348	403						6,422	404	5,145		8,092
<b>Total</b>	<b>3,003</b>	<b>10,254</b>	<b>30,917</b>	<b>22,542</b>	<b>3,418</b>	<b>21,363</b>	<b>16,651</b>	<b>7,267</b>	<b>2,189</b>	<b>117,604</b>	<b>33,387</b>	<b>19,555</b>	<b>2,287</b>	<b>182,279</b>				

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 6,112,549 5.5kg tray eqv



## Comments from the CEO

- Dispatches are forecast to drop significantly as of next week although there should be small quantities of New Zealand fruit coming into the market. As you can see on page 3, central Queensland is almost completely at the end of their season.
- You may have heard that there has been storm damage in the New Zealand Bay of Plenty avocado growing region. We are still waiting to get an exact indication of what impact that will have on New Zealand imports into Australia.
- If you haven't already registered for the 3rd Infocado Summit being held in Melbourne on October 26th—27th you should have received an updated program and registration form yesterday by email. If not please contact the Avocados Australia office on ph: 07 3846 6566
- Please note that the report has been sent on Wednesday this week because of the public holiday in WA on Monday.



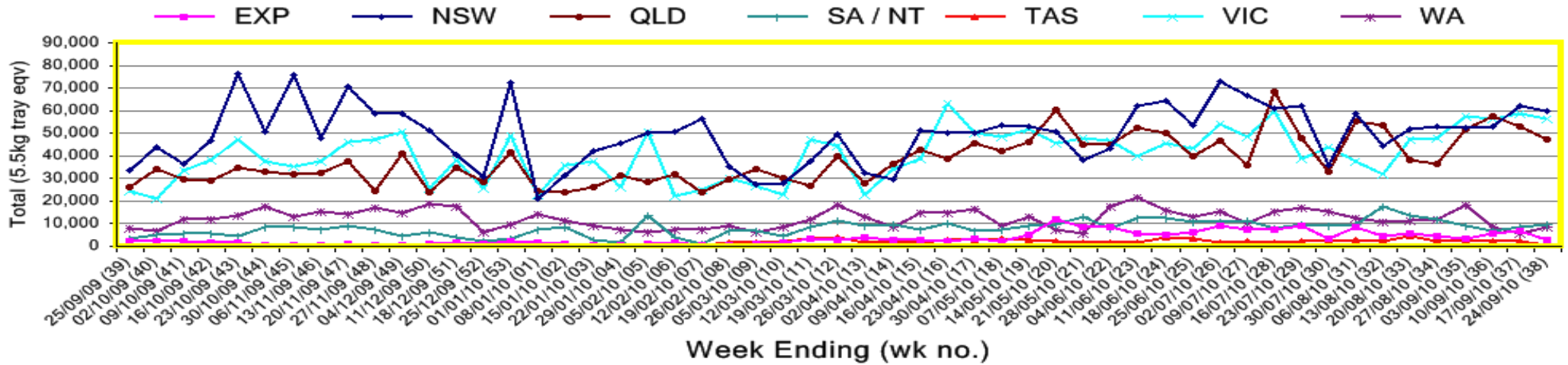


### Percentage dispatched by region (Based on seasonal forecast - 2010)

Dispatch for season so far as a proportion of regional forecast (Green bar)    12 month relative regional Forecast (Yellow bar)



### Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 6,112,549 5.5kg tray eqv



#### Week 38 contributors - Packhouses

- |                                   |                                |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | 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                 | WJ Row                         |
| Mt Binga Orchards Pty Ltd         |                                |

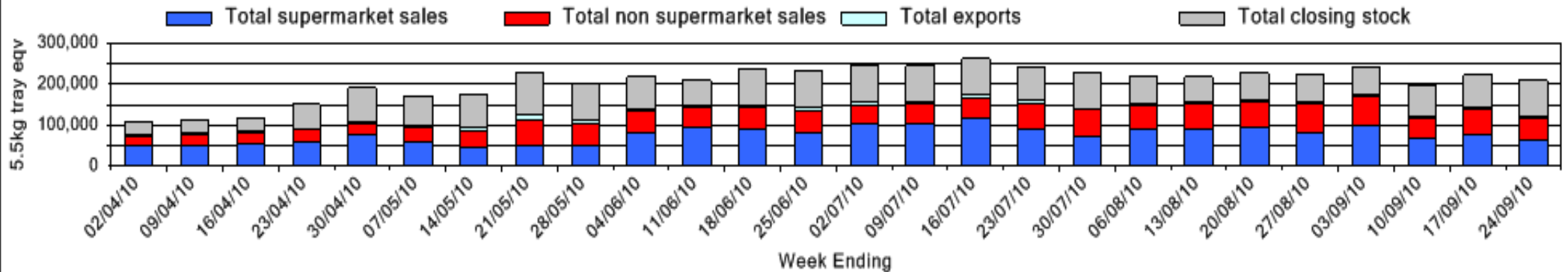
#### Week 38 contributors - Wholesalers

- |                                   |   |
|-----------------------------------|---|
| Costa Exchange Trading (Adelaide) | 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 Produce Group (Sydney)      | The La Manna Group (Adelaide)             |
| Freshmax Pty Ltd (Brisbane)       | The La Manna Group (Brisbane)             |
| Kelly's (Melbourne)               | The La Manna Group (Melbourne)            |
| Moraitis (Sydney)                 | United Fresh (Adelaide)                   |

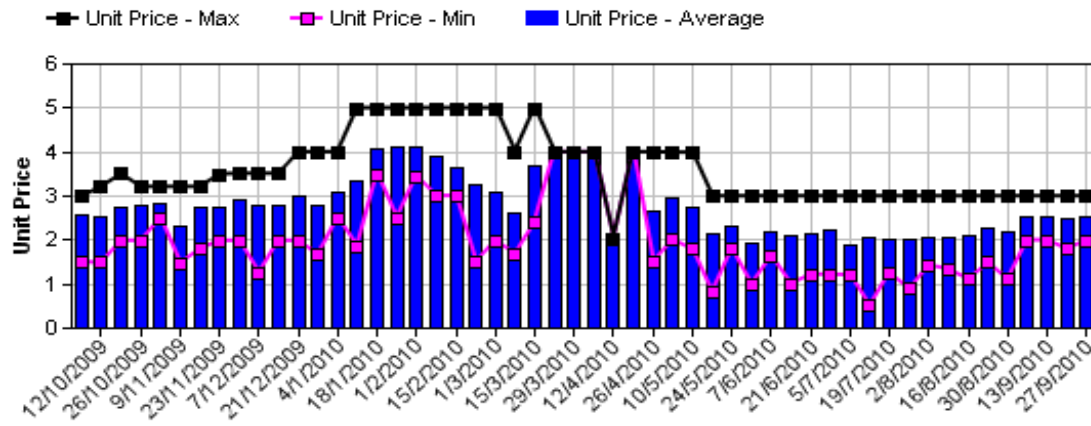
## Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	5,730		5,818	11,548	96			96	175	5,280			5,280	960	6,865		5,818	12,683
Total non supermarket sales	9,892			9,892	1,743		135	1,878	3,415						13,061		245	13,307
Total exports	608			608											608			608
Total sales	16,230		5,818	22,048	1,839		135	1,974	3,589	5,280			5,280	960	20,534		6,064	26,598
Total Stock on Hand	9,290			9,290	1,594		45	1,639	2,980						12,188		82	12,270
QLD																		
Total supermarket sales	8,233		8,507	16,741	421		5	426	775	5,478			5,478	996	9,995		8,517	18,511
Total non supermarket sales	15,436		319	15,755	1,929		811	2,740	4,982						18,943		1,793	20,736
Total exports	1,757			1,757	77			77	140						1,897			1,897
Total sales	25,426		8,826	34,252	2,427		816	3,243	5,896	5,478			5,478	996	30,835		10,310	41,145
Total Stock on Hand	20,043		318	20,360	1,806		843	2,649	4,816						23,326		1,850	25,177
SA & TAS																		
Total supermarket sales	7,836		36	7,872	43			43	78						7,914		36	7,950
Total non supermarket sales	3,702		273	3,975	1,089		88	1,177	2,140						5,682		433	6,115
Total exports																		
Total sales	11,537		309	11,846	1,132		88	1,220	2,218						13,595		469	14,064
Total Stock on Hand	8,140		767	8,907	3,301		-10	3,291	5,984						14,142		749	14,890
VIC																		
Total supermarket sales	10,703		6,984	17,687						3,652			3,652	664	11,367		6,984	18,351
Total non supermarket sales	8,747	41	369	9,157	1,575		182	1,757	3,195			19	19	3	11,610	41	703	12,355
Total exports																		
Total sales	19,449	41	7,353	26,844	1,575		182	1,757	3,195	3,652		19	3,671	667	22,977	41	7,688	30,706
Total Stock on Hand	9,263		1,553	10,816	10,580		834	11,414	20,753			49	49	9	28,499		3,078	31,577
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	7,327			7,327	777			777	1,413	5,145			5,145	935	9,675			9,675
Total Stock on Hand																		
Total																		
Total supermarket sales	37,138		21,346	58,484	560		5	565	1,027	19,555			19,555	3,555	41,712		21,355	63,067
Total non supermarket sales	40,466	41	961	41,468	7,113		1,216	8,329	15,144			19	19	3	53,399	41	3,175	56,615
Total exports	2,365			2,365	77			77	140						2,505			2,505
Total sales	79,970	41	22,307	102,317	7,750		1,221	8,971	16,311	19,555		19	19,574	3,559	97,616	41	24,530	122,187
Total Stock on Hand	51,074		2,638	53,712	17,410		1,712	19,122	34,767			49	49	9	82,728		5,759	88,488

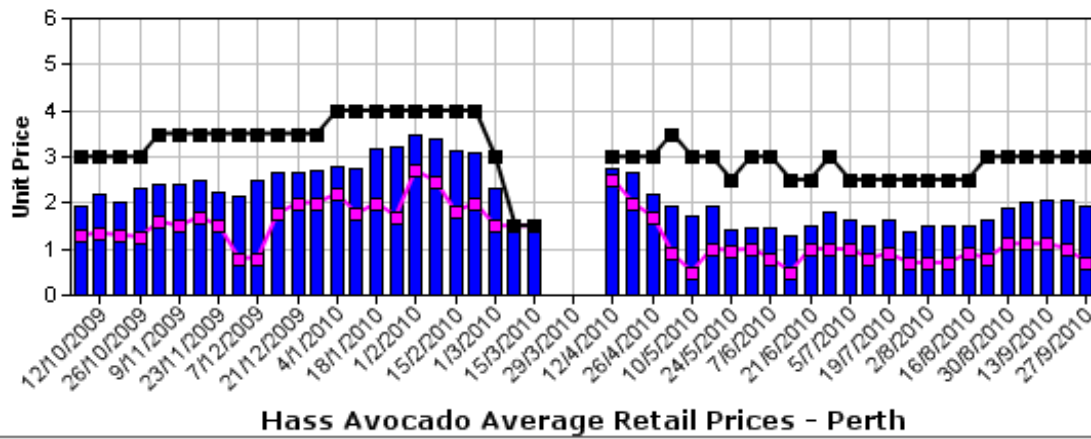
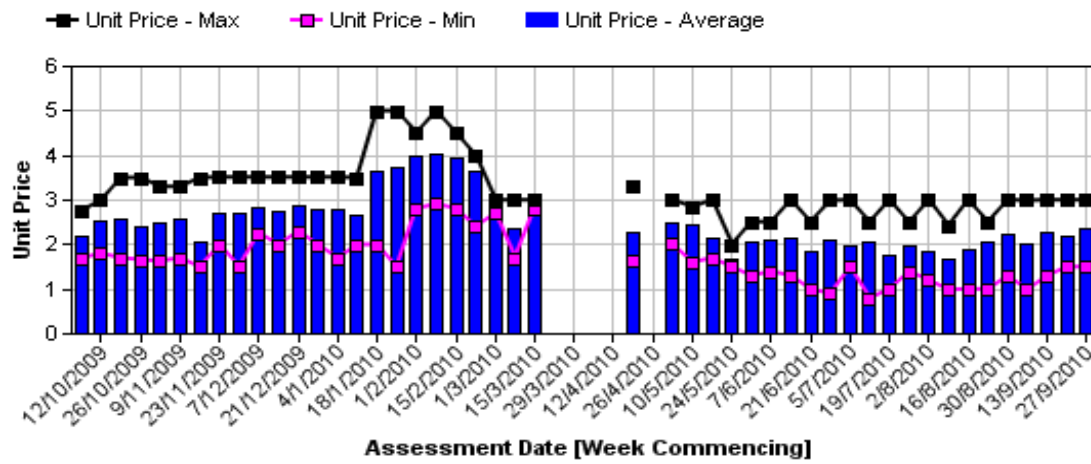
### Weekly National Sales



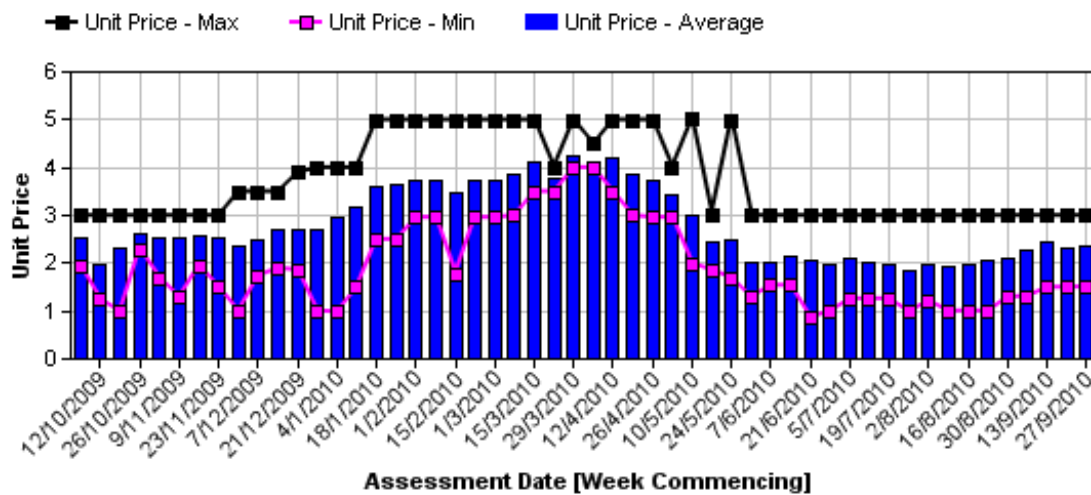
### Hass Avocado Average Retail Prices - Sydney



### Hass Avocado Average Retail Prices - Melbourne

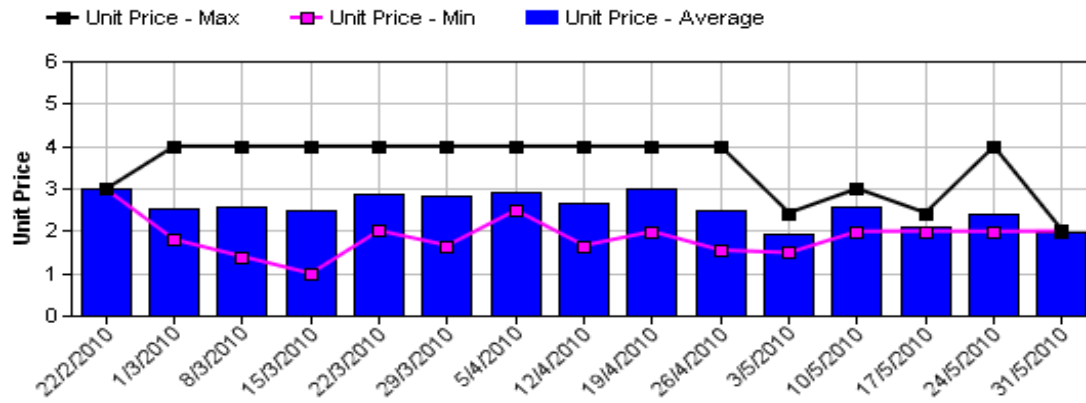


### Hass Avocado Average Retail Prices - Perth

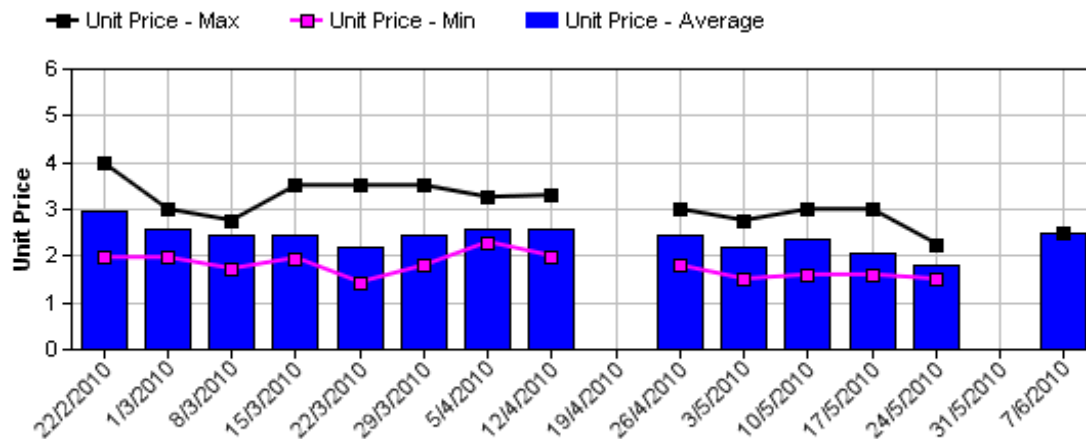




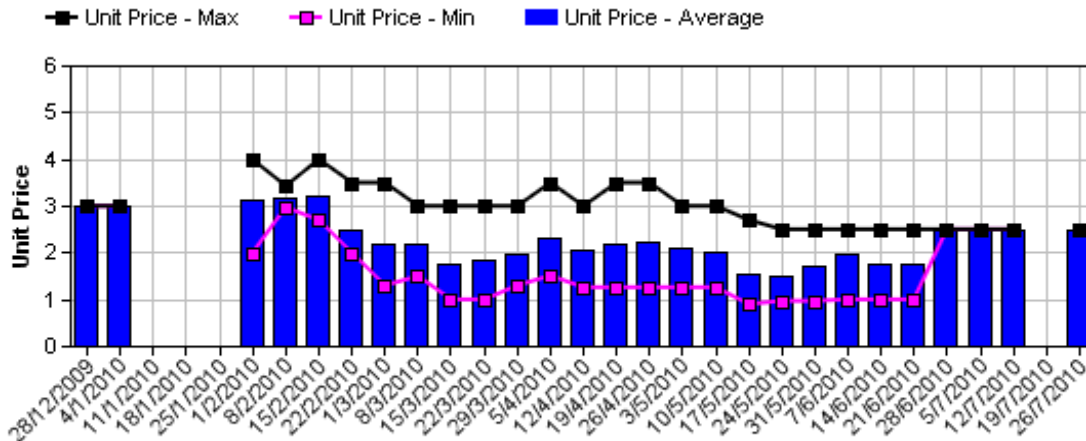
Shepard Avocado Average Retail Prices - Sydney



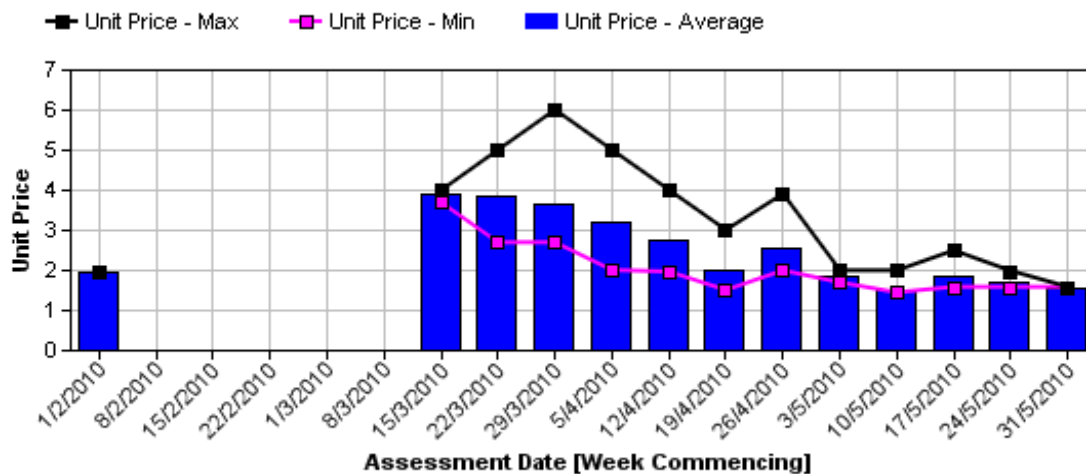
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 27th September 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Reed	505	1.70	No	Aus
Coles	Reed	420	1.78	No	Aus
Coles	Reed	480	1.78	No	Aus
I	Hass	275	1.99	No	Aus
I	Reed	350	1.99	No	Aus
I	Reed	400	1.99	No	Aus
Coles	Hass	265	2.28	No	Aus
Coles	Hass	280	2.28	No	Aus
Woolworths	Hass	275	2.32	No	Aus
Woolworths	Hass	330	2.32	No	Aus
Woolworths	Hass	290	2.32	No	Aus
I	Hass	280	2.49	No	Aus
I	Hass	265	2.49	No	Aus
IC	Hass	305	2.50	No	Aus
IC	Hass	290	2.50	No	Aus
IC	Hass	280	2.50	No	Aus
IGA	Hass	255	2.79	No	NZ
I	Hass	300	2.99	No	Aus
IGA	Hass	280	2.99	No	Aus
I	Hass	270	2.99	No	Aus
<b>BRISBANE</b>					
IGA	Hass	240	0.69	Cat	Aus
I	Reed	365	0.99	Store	Aus
I	Hass	165	0.99	Store	Aus
IC	Hass	240	1.00	Store	Aus
IGA	Hass	175	1.49	No	Aus
Coles	Reed	415	1.50	Store	Aus
Coles	Reed	470	1.50	Store	Aus
I	Hass	240	1.50	Store	Aus
I	Hass	265	1.79	No	Aus
Woolworths	Hass	265	1.94	No	Aus
Woolworths	Hass	205	1.94	No	Aus
Woolworths	Reed	280	1.94	No	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
I	Reed	410	1.99	Store	Aus
I	Hass	260	1.99	No	Aus
I	Lamb Hass	375	1.99	Store	Aus
Woolworths	Hass	262	2.42	No	Aus
IGA	Hass	265	2.59	No	Aus
I	Hass	245	2.89	Store	NS
I	Hass	310	2.99	Store	Aus
I	Un-named	495	2.99	No	Aus
I	Hass	305	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	260	1.49	No	Aus
I	Hass	245	1.90	No	NS
I	Hass	245	1.98	No	Aus
I	Hass	275	1.99	No	NS
I	Hass	305	2.39	No	Aus
Safeway	Hass	270	2.48	No	Aus
Coles	Hass	255	2.48	No	Aus
Coles	Hass	310	2.48	No	Aus
Safeway	Hass	290	2.48	No	Aus
Coles	Hass	235	2.48	No	Aus
Safeway	Hass	310	2.48	No	Aus
I	Hass	285	2.49	No	NS
I	Hass	290	2.50	No	NS
I	Hass	315	2.50	No	NS
IGA	Hass	300	2.99	No	Aus
<b>PERTH</b>					
IS	Hass	200	1.50	Store	Aus
I	Hass	270	1.95	No	Aus
Coles	Hass	235	1.98	No	Aus
Coles	Hass	235	1.98	No	Aus
I	Hass	220	1.99	No	Aus
Woolworths	Hass	200	2.25	No	Aus
Woolworths	Hass	245	2.25	No	Aus
Woolworths	Hass	220	2.25	No	Aus
IS	Hass	240	2.49	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	250	2.49	No	Aus
IGA	Hass	260	2.69	No	Aus
IGA	Hass	260	2.99	No	NS
I	Hass	260	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

### 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 Codes

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