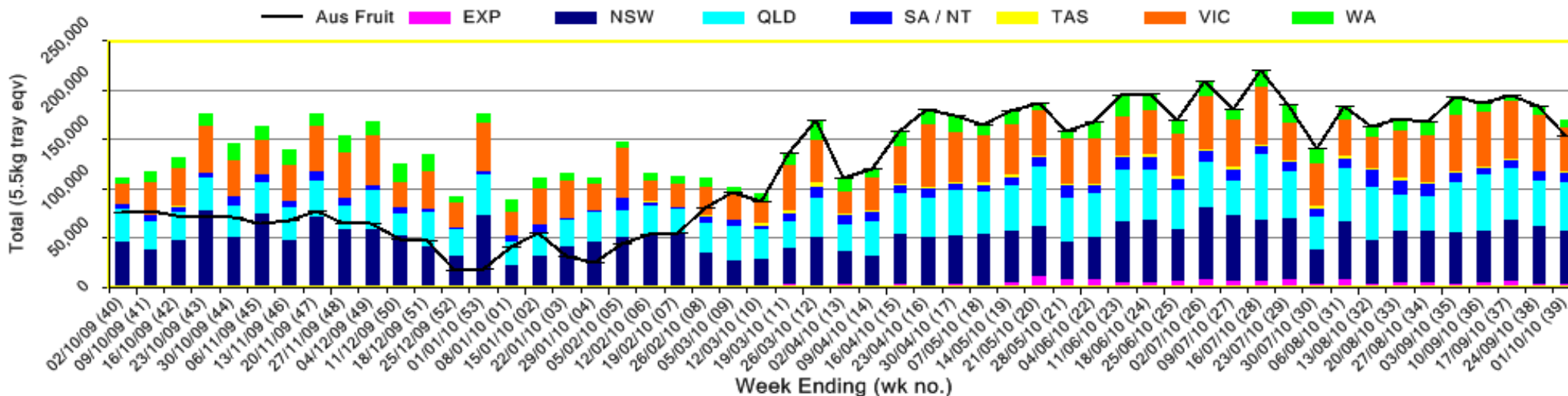


# INFOCADO WEEKLY REPORT: 25th September - 1st October 2010 (Wk 39)

Industry Dispatches By Destination State and Count Size : 25th September - 1st October 2010 (Wk 39)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									1,335	1,893	3,228	344		3,853
NSW	936	3,561	7,964	9,296	3,351	6,435	4,246	1,557	512	37,858	7,621	5,130	52,647	
QLD	38	996	4,127	6,081	749	10,757	10,295	2,925	1,643	37,611	5,755	12,148	50,284	
SA / NT		5	5,357	412	8	328	427	286	59	6,882	847	1,770	8,744	
TAS	85	32					1,801			1,918	96		2,093	
VIC	332	1,728	11,346	11,482	1,482	4,424	3,082	1,473	223	35,572	4,041	4,988	43,826	
WA		117	689	1,827		1,833	598	590	44	5,698	1,093	2,500	8,140	
<b>Total</b>	<b>1,391</b>	<b>6,439</b>	<b>29,483</b>	<b>29,098</b>	<b>5,590</b>	<b>23,777</b>	<b>20,449</b>	<b>8,166</b>	<b>4,374</b>	<b>128,767</b>	<b>19,797</b>	<b>26,536</b>	<b>169,587</b>	

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 6,282,136 5.5kg tray eqv



## Comments from the CEO

- Volumes remain quite high for this time of the year with New Zealand fruit now starting to arrive in the markets.
- Retail prices remain steady and there are catalogue specials in Coles in Perth this week.
- Please note that the report is being sent on the Wednesday this week due to the public holiday in NSW and SA on Monday.

**3<sup>rd</sup> Infocado Summit**  
Only 3 weeks to go

**Register NOW !**  
Ph. 07 3846 6566  
e-mail: [admin@avocado.org.au](mailto:admin@avocado.org.au)



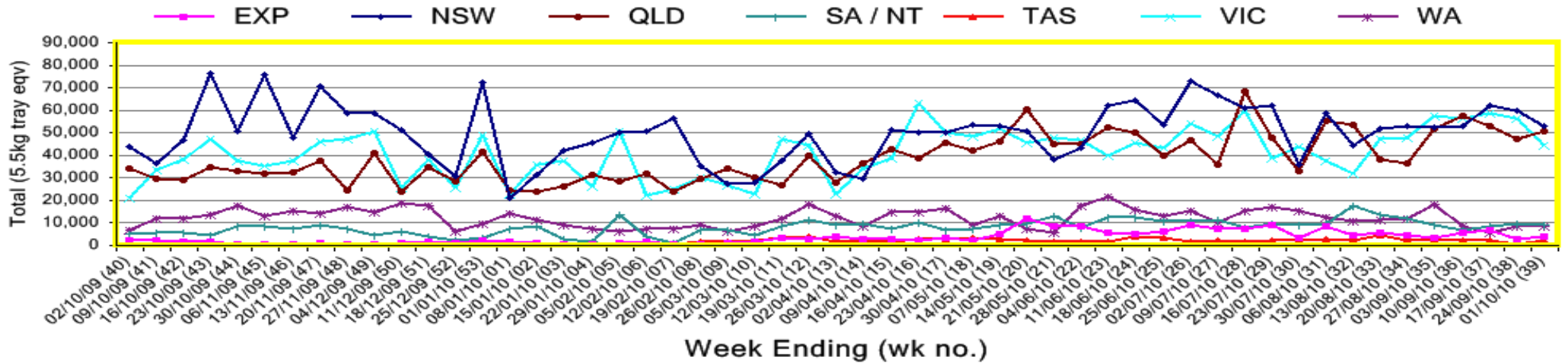


### Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 6,282,136 5.5kg tray eqv



#### Week 39 contributors - Packhouses

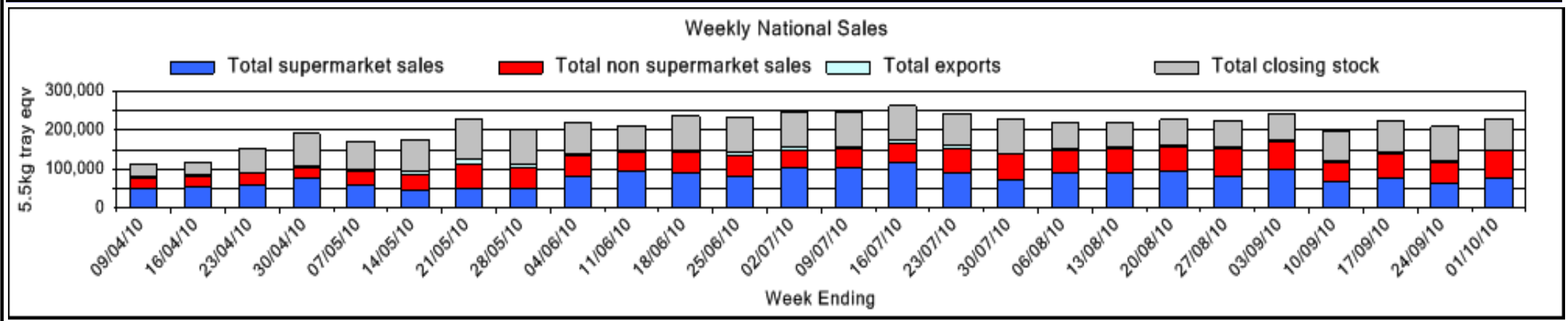
- |                                   |                                |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Mt Binga Orchards Pty Ltd      |
| Avowest                           | Natures Fruit Company          |
| Balmoral Orchard                  | 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                 | WJ Row                         |

#### Week 39 contributors - Wholesalers

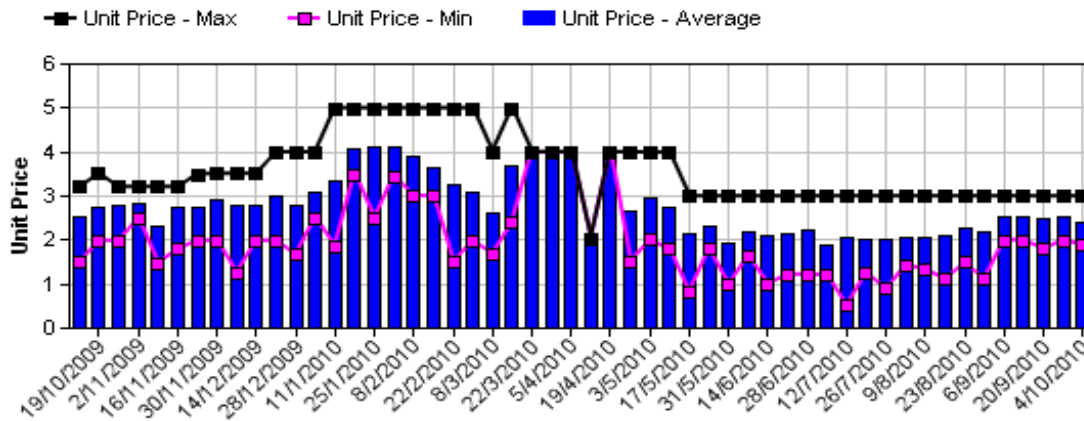
- |                                       |   |
|---------------------------------------|---|
| Allcrops Pty Ltd (Sydney)             | Moraitis (Sydney)                         |
| Costa Exchange Trading (Adelaide)     | Murray Bros (Brisbane)                    |
| Dykes Bros (Melbourne)                | Romeos Marketing (Brisbane)               |
| Etherington (Perth)                   | Sculli & Co Pty Ltd (Melbourne)           |
| Exotic Fruit Traders (Sydney)         | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Fresh 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)                   |

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

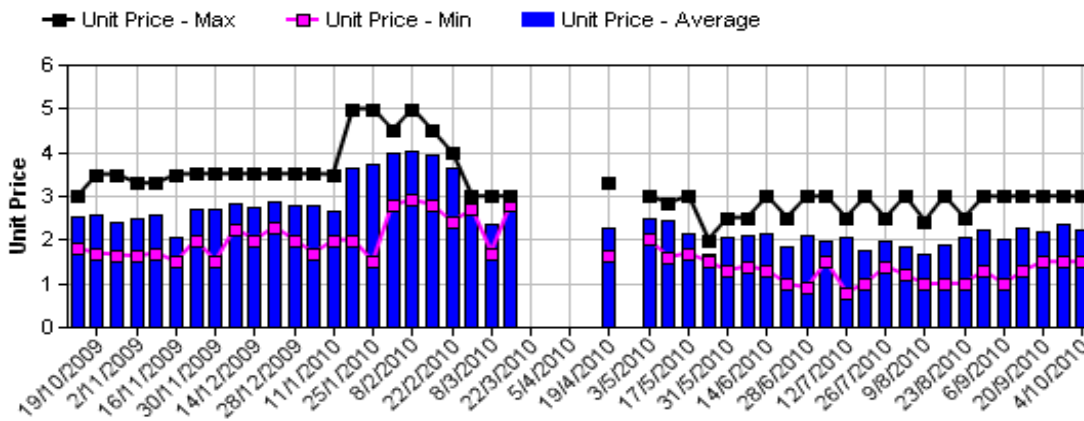
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	7,812		2,901	10,712	2,050			2,050	3,727	5,130			5,130	933	12,472		2,901	15,372
Total non supermarket sales	18,697			18,697	2,990		135	3,125	5,682						24,133		245	24,379
Total exports	1,520			1,520											1,520			1,520
Total sales	28,029		2,901	30,929	5,040		135	5,175	9,409	5,130			5,130	933	38,125		3,146	41,271
Total Stock on Hand	8,633			8,633	764			764	1,389						10,022			10,022
QLD																		
Total supermarket sales	27,064		2,233	29,297	231			231	420	9,248			9,248	1,681	29,165		2,233	31,398
Total non supermarket sales	14,032		93	14,125	2,999		1,059	4,058	7,378						19,485		2,018	21,503
Total exports	1,708			1,708	344			344	625						2,333			2,333
Total sales	42,804		2,326	45,130	3,574		1,059	4,633	8,424	9,248			9,248	1,681	50,984		4,251	55,235
Total Stock on Hand	17,153		278	17,431	2,266		1,144	3,410	6,200						21,273		2,358	23,631
SA & TAS																		
Total supermarket sales	5,883		3,033	8,916	123			123	224	1,770			1,770	322	6,428		3,033	9,462
Total non supermarket sales	4,594		166	4,760	973		84	1,057	1,922						6,363		319	6,682
Total exports																		
Total sales	10,477		3,199	13,676	1,096		84	1,180	2,145	1,770			1,770	322	12,792		3,352	16,144
Total Stock on Hand	6,022		2,047	8,069	2,991		109	3,100	5,636						11,461		2,245	13,706
VIC																		
Total supermarket sales	14,947		267	15,214	225		192	417	758	4,988			4,988	907	16,263		616	16,879
Total non supermarket sales	7,568		1,618	9,187	1,829		974	2,803	5,096			36	36	7	10,894		3,396	14,290
Total exports																		
Total sales	22,515		1,885	24,401	2,054		1,166	3,220	5,855	4,988		36	5,024	913	27,157		4,012	31,169
Total Stock on Hand	10,276		996	11,272	9,886		136	10,022	18,222			33	33	6	28,251		1,249	29,500
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	5,691		156	5,847	684			684	1,244						6,935		156	7,091
Total Stock on Hand																		
Total																		
Total supermarket sales	58,561		8,434	66,994	2,629		192	2,821	5,129	21,136			21,136	3,843	67,183		8,783	75,966
Total non supermarket sales	47,728		2,033	49,761	9,475		2,252	11,727	21,322			36	36	7	64,955		6,134	71,089
Total exports	3,228			3,228	344			344	625						3,853			3,853
Total sales	109,516		10,467	119,983	12,448		2,444	14,892	27,076	21,136		36	21,172	3,849	135,992		14,917	150,909
Total Stock on Hand	45,032		3,407	48,439	15,997		1,389	17,386	31,611			33	33	6	74,117		5,939	80,056



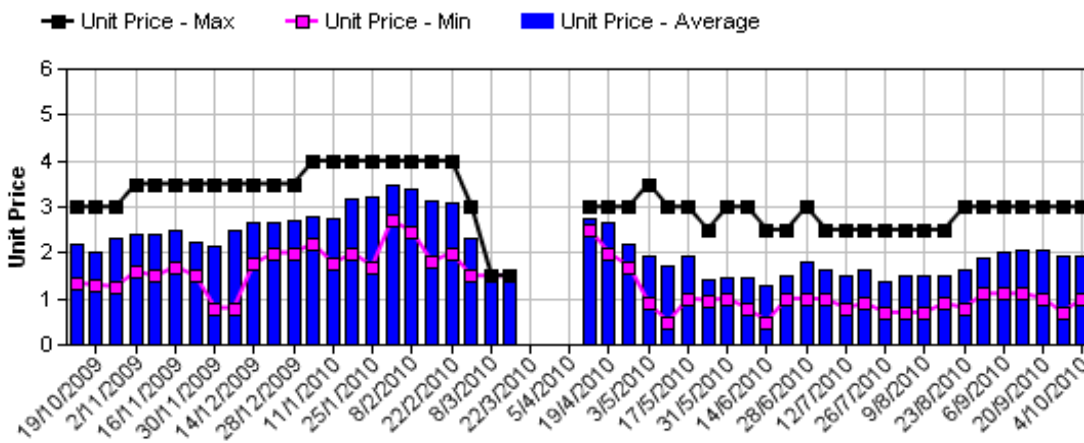
### Hass Avocado Average Retail Prices - Sydney



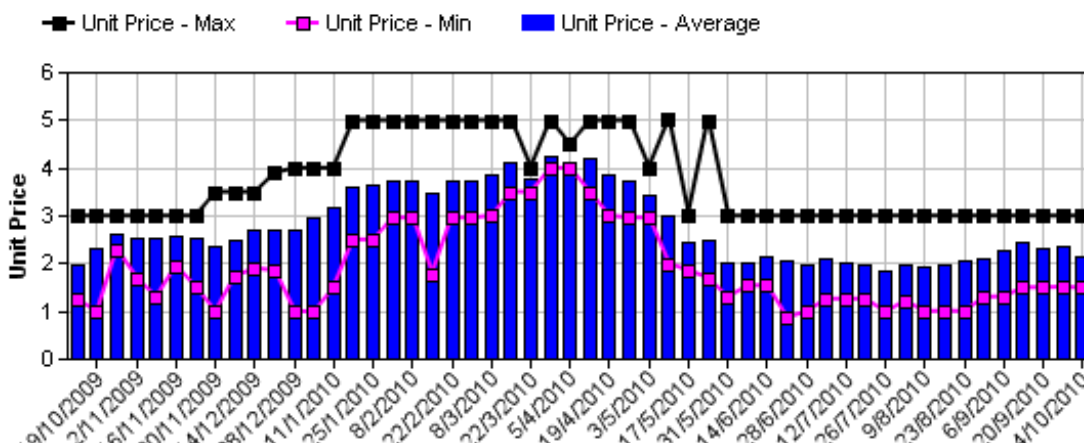
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane

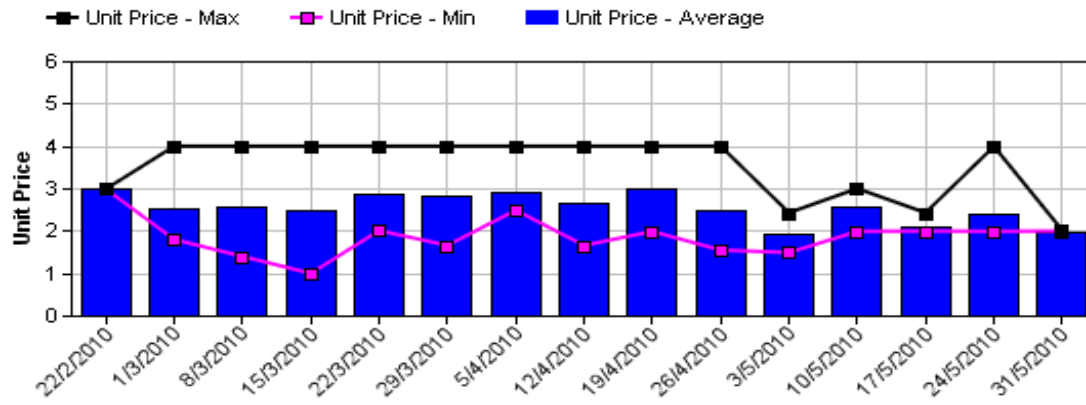


### Hass Avocado Average Retail Prices - Perth

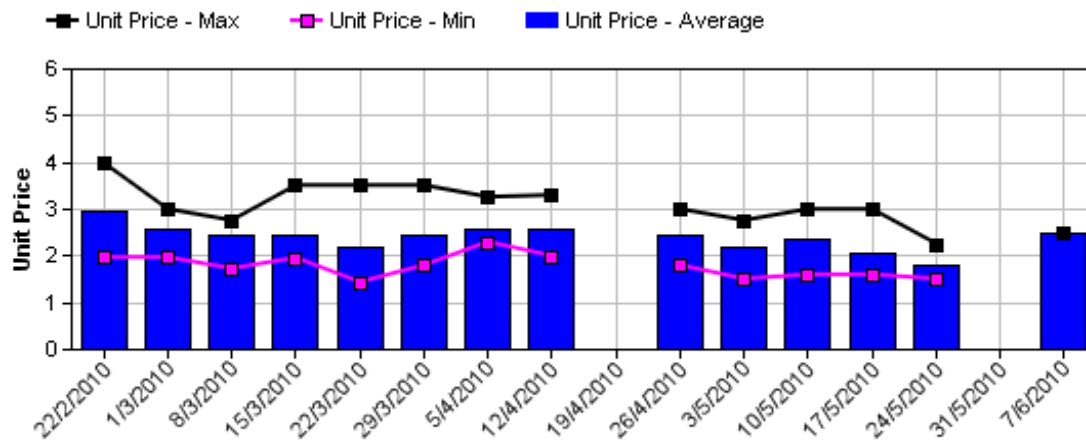


Assessment Date [Week Commencing]

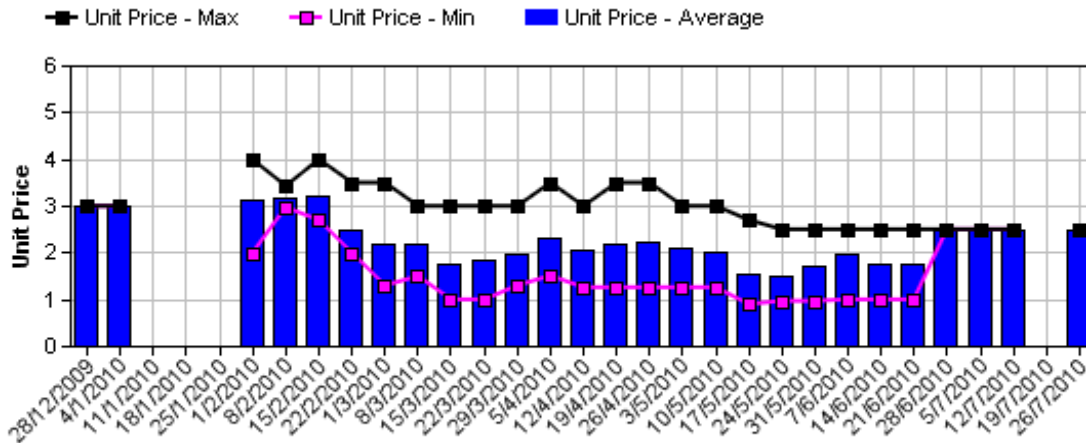
Shepard Avocado Average Retail Prices - Sydney



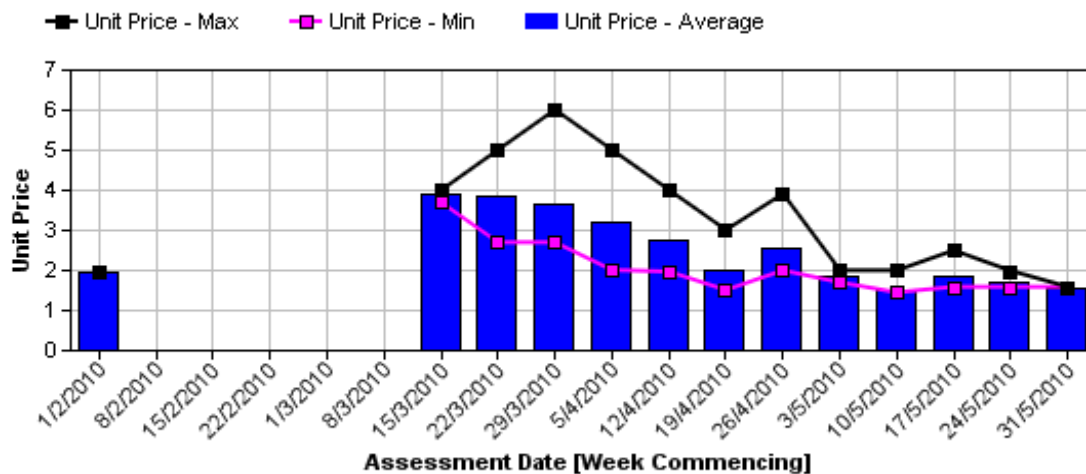
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 4th October 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
IGA	Hass	250	1.88	Store	NZ
Woolworths	Hass	255	1.98	Store	Aus
I	Hass	295	1.99	No	Aus
I	Reed	335	1.99	No	Aus
IC	Hass	325	1.99	Store	Aus
I	Reed	390	1.99	No	Aus
Coles	Hass	280	2.28	No	Aus
Coles	Hass	250	2.28	No	Aus
Coles	Hass	295	2.28	No	Aus
Woolworths	Hass	250	2.42	Store	Aus
Foodworks	Hass	245	2.49	No	Aus
I	Hass	280	2.49	No	Aus
IC	Hass	320	2.50	No	Aus
IC	Hass	320	2.50	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	275	2.99	No	Aus
<b>BRISBANE</b>					
I	Reed	500	0.99	Store	Aus
Coles	Hass	190	1.00	Store	Aus
Coles	Reed	480	1.20	Store	Aus
Coles	Reed	360	1.20	Store	Aus
Coles	Hass	240	1.20	Store	Aus
Coles	Reed	505	1.20	Store	Aus
IGA	Hass	220	1.29	Store	Aus
Woolworths	Hass	220	1.35	Store	Aus
Woolworths	Hass	210	1.35	No	Aus
I	Hass	250	1.50	Store	Aus
I	Hass	325	1.79	Store	Aus
Woolworths	Reed	280	1.94	Store	Aus
IGA	Hass	195	1.94	No	Aus
Coles	Hass	260	1.98	No	Aus
I	Hass	225	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Reed	370	1.99	Store	Aus
IGA	Hass	240	2.59	No	Aus
I	Hass	230	2.89	Store	Aus
I	Hass	280	2.99	Store	Aus
I	Hass	270	2.99	Store	Aus
I	Gwen	435	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	265	1.49	No	NS
Safeway	Hass	300	1.50	Store	Aus
I	Hass	275	1.88	No	Aus
I	Hass	245	1.90	No	NS
I	Hass	265	1.99	No	NS
I	Hass	270	1.99	No	NS
I	Hass	295	2.25	No	NS
I	Hass	310	2.25	No	NS
Safeway	Hass	375	2.48	No	Aus
Safeway	Hass	325	2.48	No	Aus
Coles	Hass	280	2.48	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	310	2.49	No	Aus
Coles	Hass	235	2.98	No	Aus
Coles	Hass	360	2.98	No	Aus
<b>PERTH</b>					
Woolworths	Hass	230	1.48	Cat	Aus
Woolworths	Hass	225	1.48	Cat	Aus
Woolworths	Hass	245	1.48	Cat	Aus
Innaloo Fresh	Hass	270	1.49	No	Aus
IS	Hass	240	1.50	Store	Aus
Coles	Hass	235	1.50	Cat	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
I	Hass	265	1.99	No	Aus
IS	Hass	260	2.49	No	Aus
I	Hass	255	2.49	No	Aus
IGA	Hass	270	2.49	No	Aus
IGA	Hass	295	2.69	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	320	2.99	No	NS
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