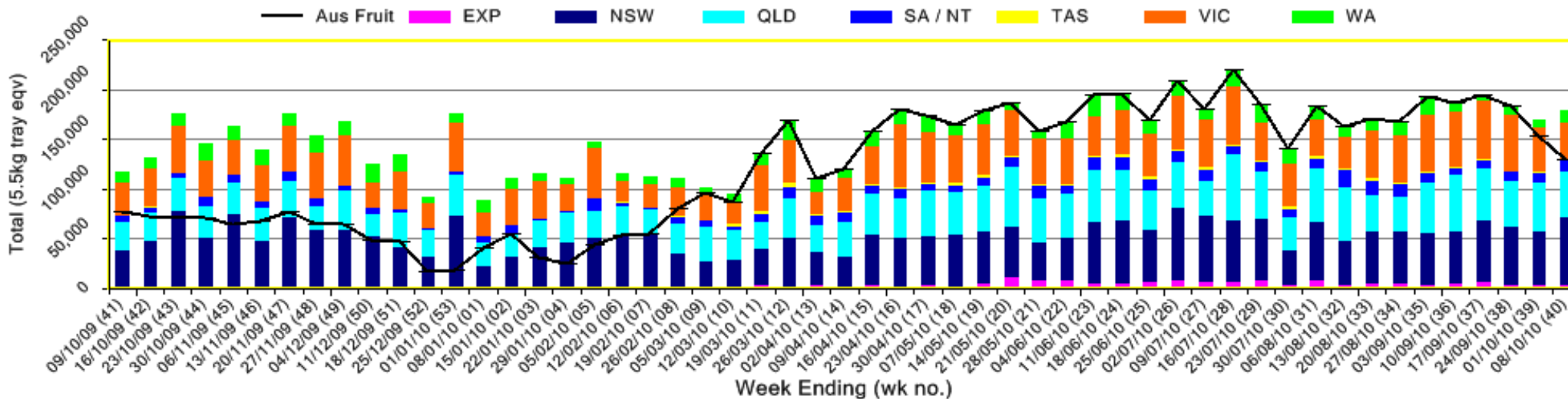


# INFOCADO WEEKLY REPORT: 2nd - 8th October 2010 (Wk 40)

Industry Dispatches By Destination State and Count Size : 2nd October - 8th October 2010 (WK 40)

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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								866	1,679	2,545	129				2,780
NSW	652	2,567	8,195	12,073	2,609	8,344	8,831	2,766	3,224	49,261	11,060	60			69,381
QLD	29	973	4,027	7,723	1,404	6,774	11,333	2,261	2,842	37,366	3,732	6,048	800	933	45,566
SA / NT		898	4,158	159		436	837	735		7,223	2,063				10,974
TAS							873			873					873
VIC	376	1,773	12,536	5,379	685	3,003	2,607	478	369	27,206	5,252	862			36,912
WA		172	411	4,131		4,019	1,533	696	30	10,992	1,073	2,500			13,398
<b>Total</b>	<b>1,057</b>	<b>6,383</b>	<b>29,327</b>	<b>29,465</b>	<b>4,698</b>	<b>22,576</b>	<b>26,014</b>	<b>7,802</b>	<b>8,144</b>	<b>135,466</b>	<b>23,309</b>	<b>9,470</b>	<b>800</b>	<b>933</b>	<b>179,883</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 6,462,020 5.5kg tray eqv



## Comments from the CEO

- Volumes are remaining quite high with the proportion of New Zealand fruit increasing quite significantly.
- New Zealand fruit is not yet showing up in the retail outlets however which can be seen on the last page of the report.

**3<sup>rd</sup> Infocado Summit**  
Only 2 weeks to go

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



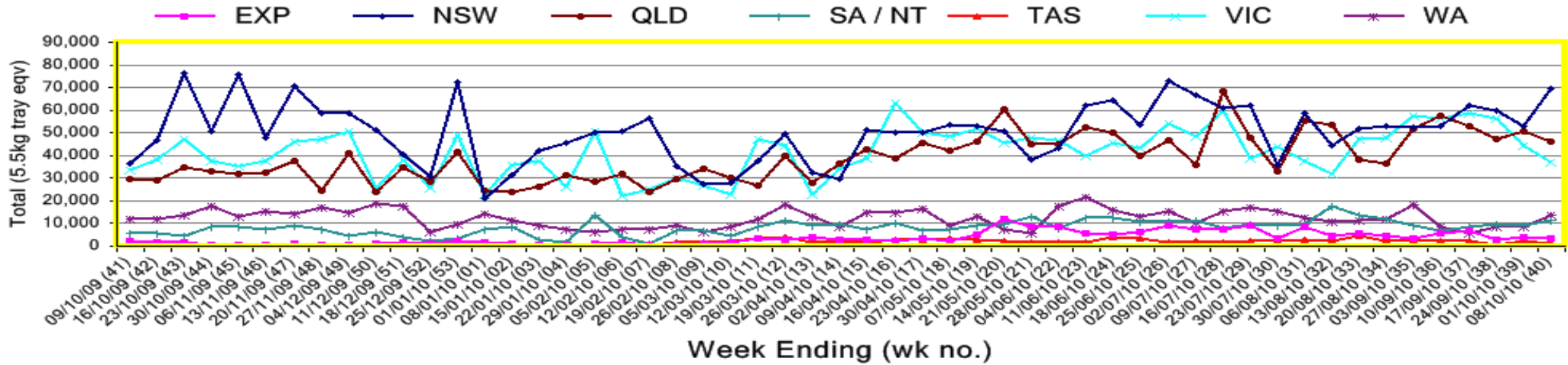


### Percentage dispatched by region (Based on seasonal forecast - 2010)

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



### Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 6,462,020 5.5kg tray eqv



#### Week 40 contributors - Packhouses

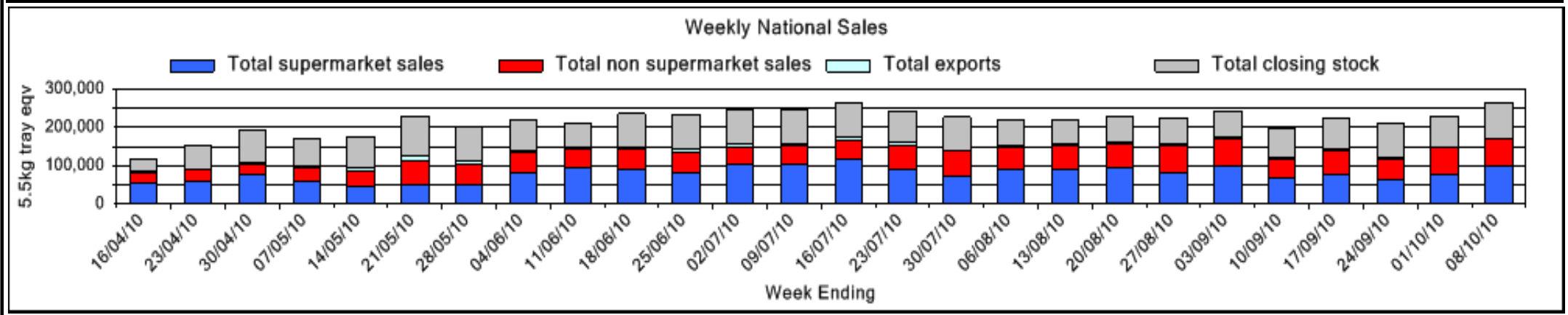
- Aussie Orchards Growers & Packers
- Avowest
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Googa Farms
- Green Nugget Orchards
- Green Pear Avocado
- I & A Tolson
- Jirel Holdings
- Midcoast Avocados
- Natures Fruit Company
- NZ Avocado Industry Council
- One Harvest
- Perseverance Farming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

#### Week 40 contributors - Wholesalers

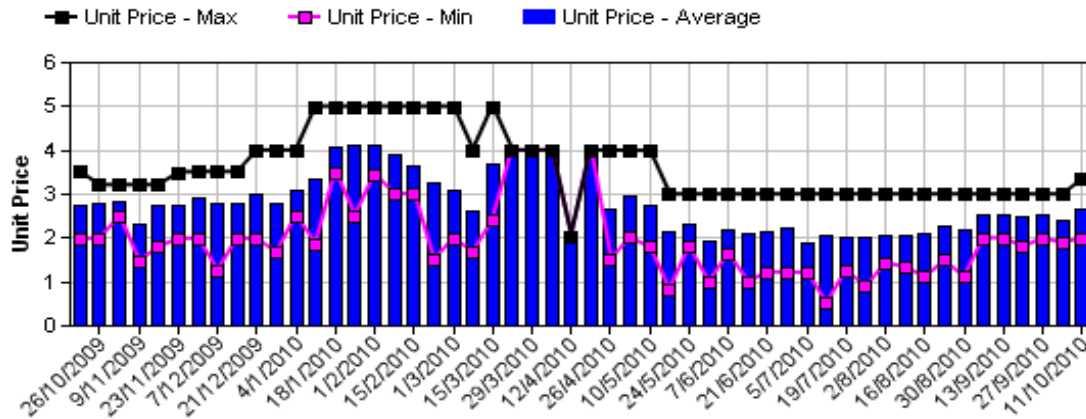
- Costa Exchange Trading (Adelaide)
- Costa Exchange Trading (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Mercer Mooney (Perth)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- Sparacino & Sons (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

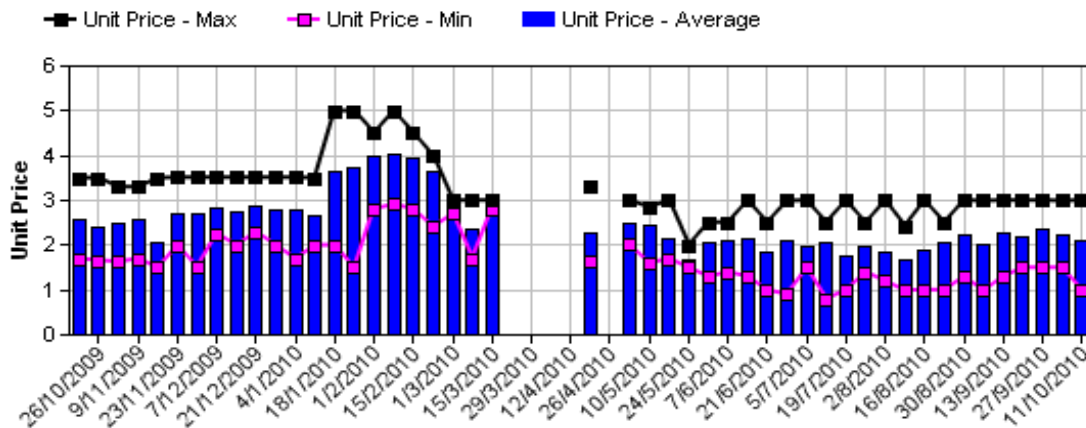
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	27,782			27,782	3,678			3,678	6,687	60			60	11	34,480			34,480
Total non supermarket sales	14,000		300	14,300	2,443		13	2,456	4,465						18,442		324	18,765
Total exports	900			900											900			900
Total sales	42,682		300	42,982	6,121		13	6,134	11,153	60			60	11	53,822		324	54,145
Total Stock on Hand	8,520		148	8,668	1,029			1,029	1,871						10,391		148	10,539
QLD																		
Total supermarket sales	21,068		244	21,312			17	17	31	3,168			3,168	576	21,644		274	21,919
Total non supermarket sales	14,834		350	15,184	2,267		1,786	4,053	7,369						18,956		3,597	22,553
Total exports	1,645			1,645	129			129	235						1,880			1,880
Total sales	37,547		593	38,140	2,396		1,803	4,199	7,635	3,168			3,168	576	42,480		3,871	46,351
Total Stock on Hand	17,822		27	17,850	197		522	719	1,307						18,180		977	19,157
SA & TAS																		
Total supermarket sales	7,672		2,083	9,755	1,980			1,980	3,600						11,272		2,083	13,355
Total non supermarket sales	3,843		504	4,347	1,159		87	1,246	2,265						5,950		662	6,612
Total exports																		
Total sales	11,514		2,587	14,101	3,139		87	3,226	5,865						17,221		2,745	19,967
Total Stock on Hand	6,783		2,350	9,133	2,127		22	2,149	3,907						10,650		2,390	13,040
VIC																		
Total supermarket sales	10,686			10,686	4,170			4,170	7,582	862			862	157	18,425			18,425
Total non supermarket sales	10,131		792	10,924	2,551		122	2,673	4,860			31	31	6	14,769		1,020	15,789
Total exports																		
Total sales	20,818		792	21,610	6,721		122	6,843	12,442	862		31	893	162	33,194		1,020	34,214
Total Stock on Hand	12,753		2,025	14,778	8,631	18	222	8,871	16,129			2	2		28,445	33	2,429	30,907
WA																		
Total supermarket sales	11,593			11,593						300			300	55	11,647			11,647
Total non supermarket sales	4,942			4,942	913			913	1,660						6,602			6,602
Total exports																		
Total sales	16,535			16,535	913			913	1,660	300			300	55	18,249			18,249
Total Stock on Hand	15,623			15,623	1,408			1,408	2,560	176			176	32	18,215			18,215
Total																		
Total supermarket sales	78,801		2,327	81,127	9,828		17	9,845	17,900	4,390			4,390	798	97,468		2,357	99,826
Total non supermarket sales	47,750		1,946	49,696	9,333		2,008	11,341	20,620			31	31	6	64,719		5,603	70,321
Total exports	2,545			2,545	129			129	235						2,780			2,780
Total sales	129,096		4,273	133,368	19,290		2,025	21,315	38,755	4,390		31	4,421	804	164,967		7,960	172,927
Total Stock on Hand	61,500		4,551	66,052	13,392	18	766	14,176	25,775	176		2	178	32	85,881	33	5,944	91,858



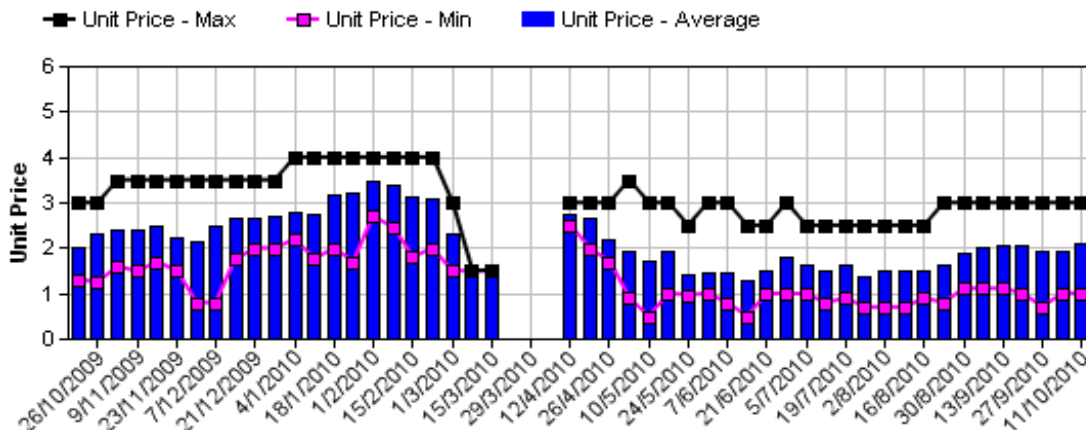
### Hass Avocado Average Retail Prices - Sydney



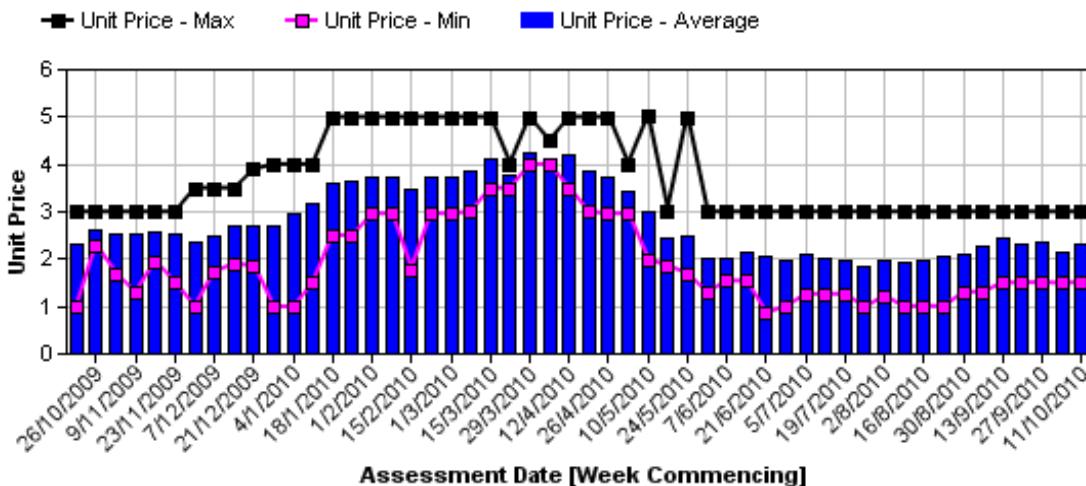
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



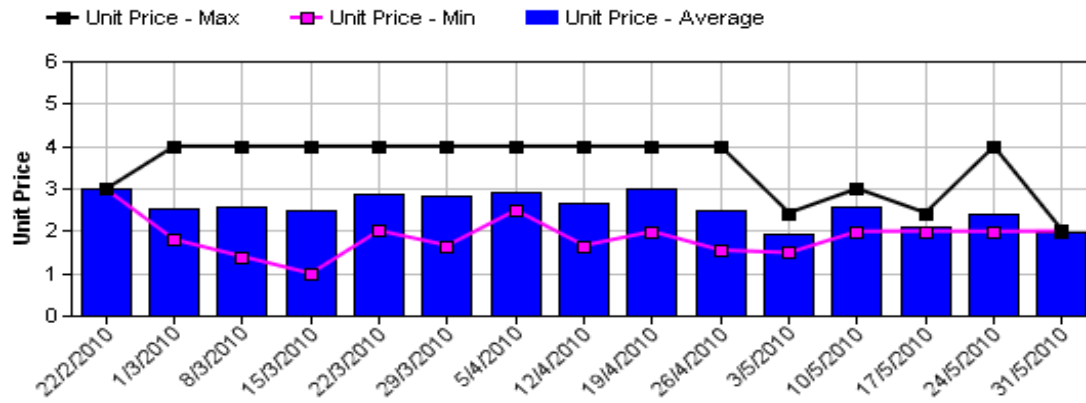
### Hass Avocado Average Retail Prices - Perth



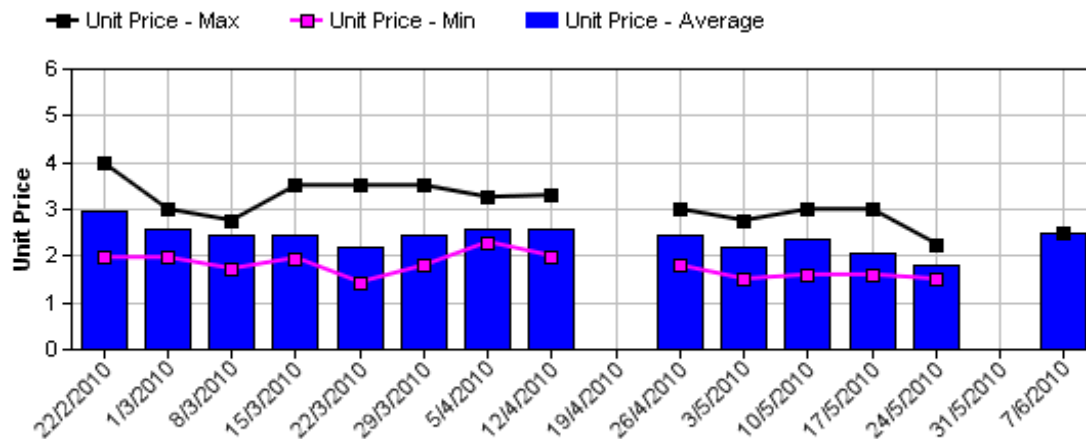
Assessment Date [Week Commencing]



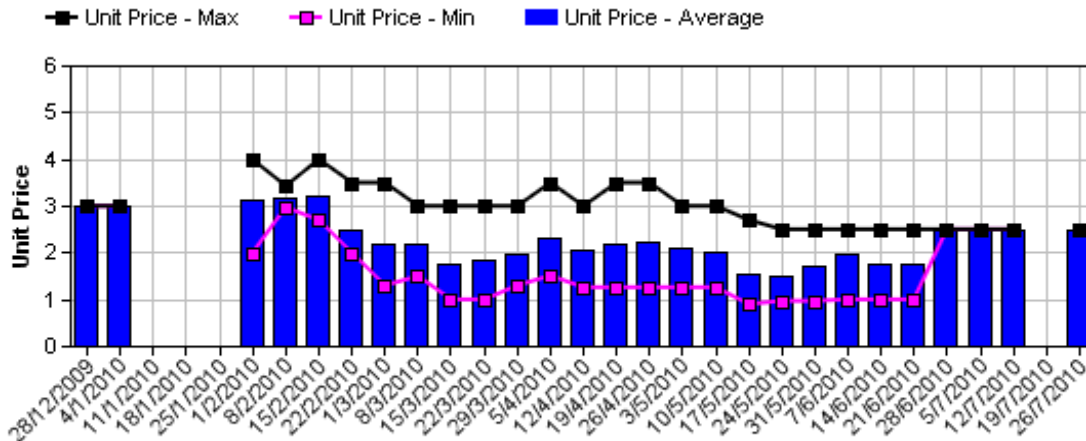
Shepard Avocado Average Retail Prices - Sydney



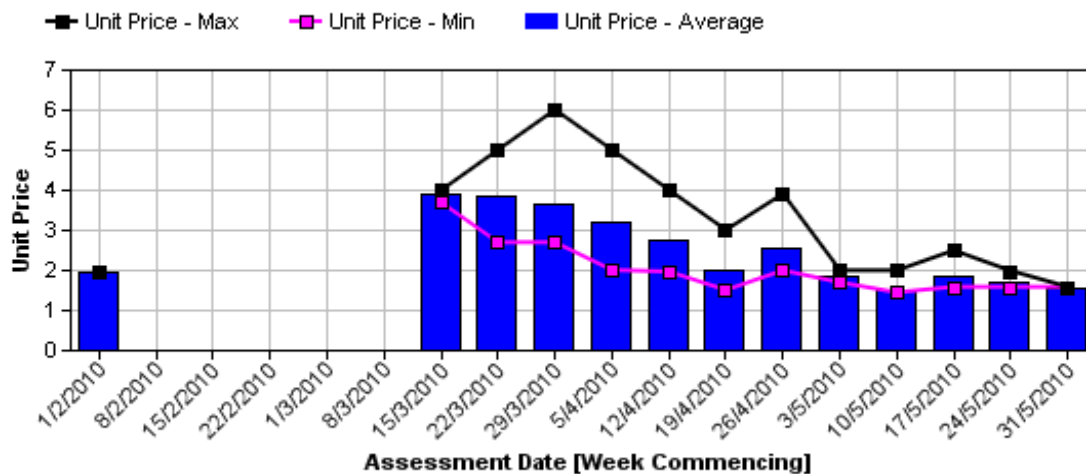
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 11th October 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
I	Reed	335	1.99	No	Aus
I	Hass	265	1.99	No	Aus
I	Reed	350	1.99	No	Aus
I	Hass	260	1.99	Store	Aus
Coles	Hass	250	2.28	No	Aus
Coles	Hass	265	2.28	No	Aus
Coles	Hass	260	2.28	No	NS
Foodworks	Hass	280	2.49	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	320	2.50	No	Aus
IGA	Hass	255	2.79	No	NZ
Woolworths	Hass	300	2.98	No	Aus
Woolworths	Hass	235	2.98	No	Aus
Woolworths	Hass	280	2.98	No	Aus
I	Hass	300	2.99	No	Aus
I	Reed	360	2.99	No	Aus
IGA	Hass	270	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	400	3.33	Store	Aus
<b>BRISBANE</b>					
I	Reed	340	0.99	Store	Aus
IGA	Hass	250	0.99	Store	Aus
I	Hass	310	1.50	Store	Aus
I	Hass	280	1.79	Store	Aus
Woolworths	Hass	240	1.94	Store	Aus
Woolworths	Hass	240	1.94	Store	Aus
Woolworths	Hass	198	1.94	No	Aus
Coles	Hass	280	1.99	No	Aus
Coles	Hass	280	1.99	No	Aus
Coles	Hass	205	1.99	No	Aus
I	Hass	250	1.99	No	Aus
IGA	Hass	240	2.42	No	Aus
IGA	Hass	185	2.42	No	Aus
I	Hass	295	2.89	Store	Aus
I	Hass	285	2.99	Store	Aus
I	Hass	285	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	240	0.99	No	NS
I	Hass	270	1.29	No	NS
I	Hass	270	1.75	Store	NS
Coles	Hass	255	1.75	Cat	Aus
Coles	Hass	355	1.75	Cat	Aus
I	Hass	260	1.88	No	Aus
IS	Hass	275	1.99	No	NS
I	Hass	255	1.99	No	NS
Coles	Hass	275	2.48	No	Aus
Safeway	Hass	310	2.48	No	Aus
Safeway	Hass	310	2.48	No	Aus
Safeway	Hass	330	2.48	No	Aus
I	Hass	295	2.59	No	Aus
I	Hass	305	2.75	No	NS
IGA	Hass	250	2.99	No	Aus
<b>PERTH</b>					
IS	Hass	220	1.50	Store	Aus
I	Hass	230	1.79	No	Aus
Coles	Hass	245	1.98	No	Aus
Coles	Hass	245	1.98	No	Aus
Coles	Hass	210	1.98	No	Aus
I	Hass	230	1.99	No	Aus
Woolworths	Hass	245	2.25	No	Aus
Woolworths	Hass	215	2.25	No	Aus
Woolworths	Hass	230	2.25	No	Aus
IS	Hass	240	2.49	No	Aus
I	Hass	295	2.49	No	Aus
IGA	Hass	255	2.49	No	Aus
IGA	Hass	290	2.69	No	Aus
IGA	Hass	315	2.99	No	NS
I	Hass	390	2.99	No	Aus
I	Hass	260	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