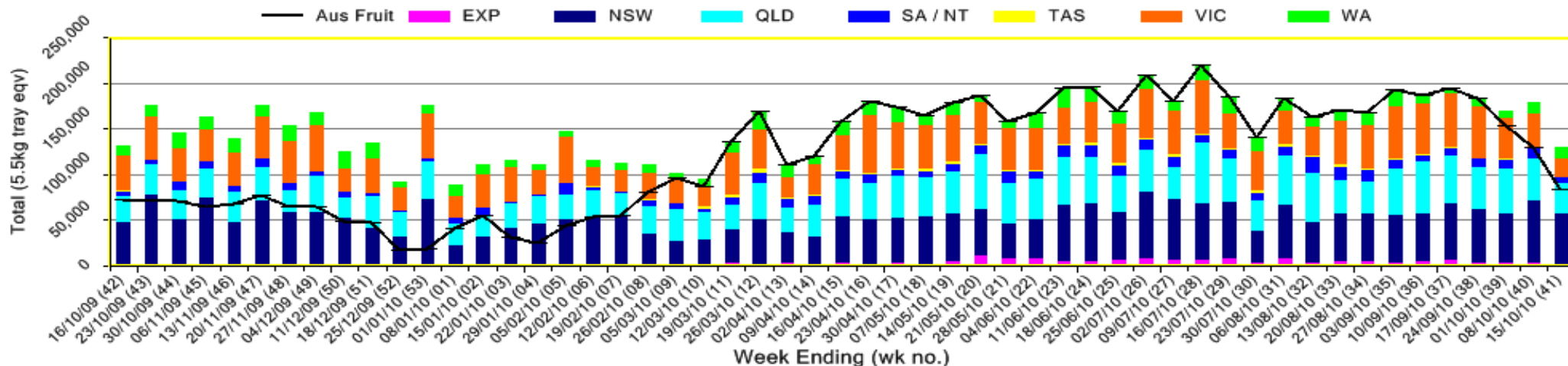


INFOCADO WEEKLY REPORT: 9th - 15th October 2010 (Wk 41)

Industry Dispatches By Destination State and Count Size : 9th October - 15th October 2010 (Wk 41)

Dest. State	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									660	1,224				2,295
NSW	482	2,447	7,575	11,448	1,632	8,988	9,421	2,936	2,878		4,131		810	55,465
QLD	43	869	3,538	6,580	1,045	5,044	6,761	1,959	2,288		2,634	880	163	33,106
SA / NT		18	2,866	308			354	778	641		310			5,529
TAS									288					288
VIC	134	1,526	4,733	4,780	669	3,121	3,009	819	688		1,188			21,639
WA		153	245	2,978			2,919	1,591	1,035	12		2,500		12,006
Total	659	5,013	18,957	26,094	3,346	20,426	21,848	8,050	7,090	111,483	9,929	3,380	973	130,328

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 6,592,348 5.5kg tray eqv



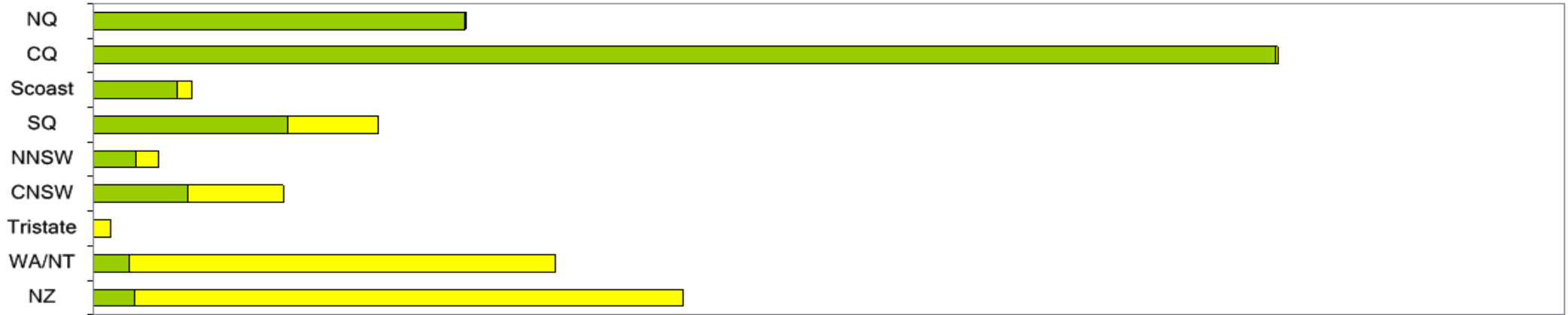
Comments from the CEO

- This week's Infocado report includes the Dry Matter results from samples taken on 5th October
- Volumes of New Zealand fruit are picking up although the fruit is still not showing up in retail stores
- Lower volumes last week can be explained by widespread rain—it is good to see that this was effectively accounted for in the forecasts.
- **LAST CHANCE FOR INFOCADO SUMMIT REGISTRATIONS—IF YOU WANT TO ATTEND BUT HAVEN'T YET REGISTERED PLEASE CONTACT THE AVOCADOS AUSTRALIA OFFICE (07 3846 6566) STRAIGHT AWAY!**

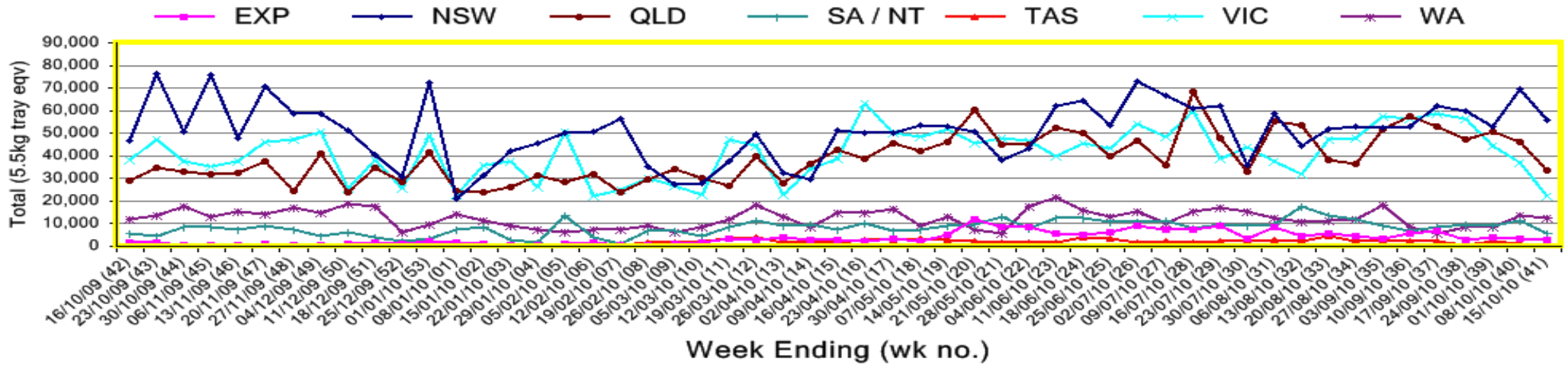


Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 6,592,348 5.5kg tray eqv



Week 41 contributors - Packhouses

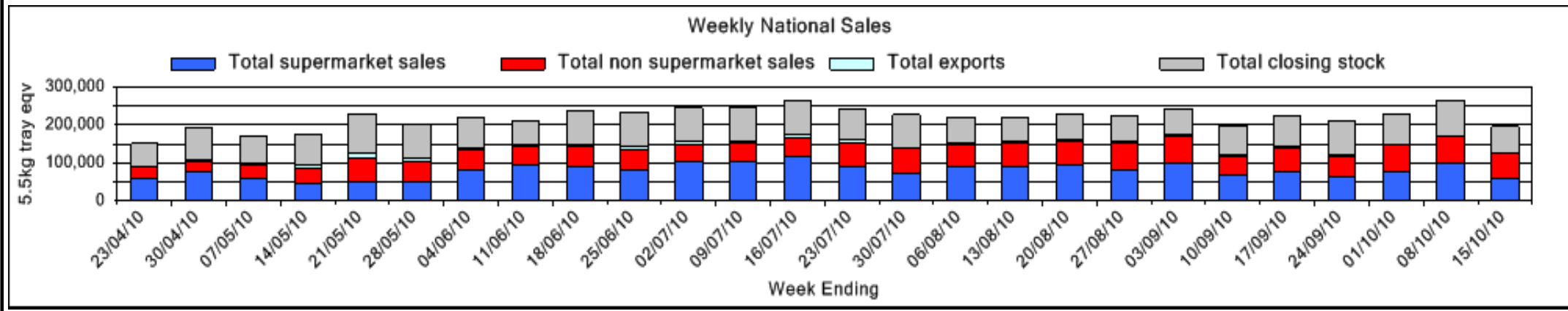
- Aussie Orchards Growers & Packers
- Avonova
- Avowest
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Googa Farms
- Green Nugget Orchards
- Green Pear Avocado
- I & A Tolson
- Jirel Holdings
- Midcoast Avocados
- Natures Fruit Company
- NZ Avocado Industry Council
- Perseverance Farming Co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

Week 41 contributors - Wholesalers

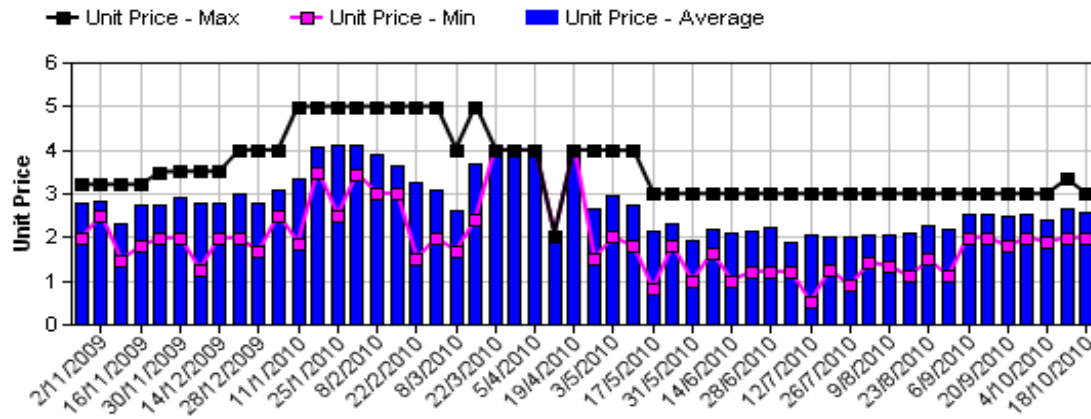
- Allcrops Pty Ltd (Sydney)
- Costa Exchange Trading (Melbourne)
- Costa Exchange Trading (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- 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

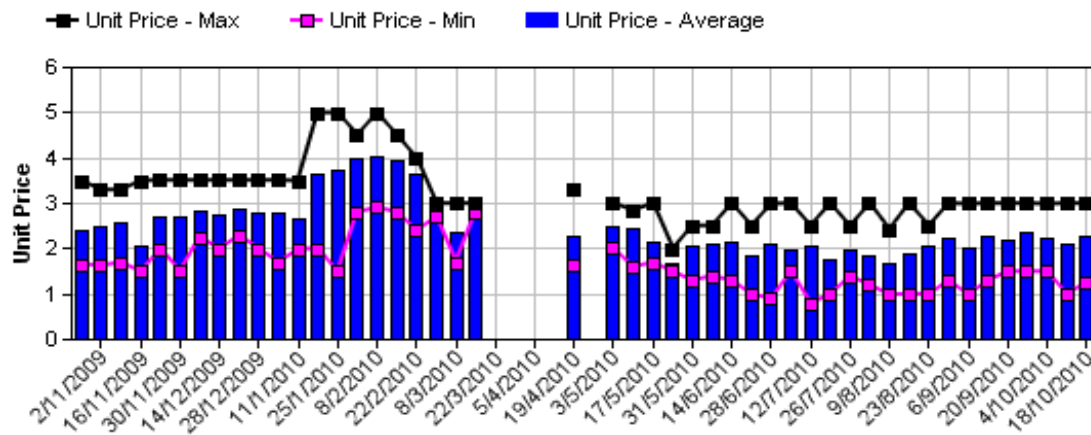
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales	25,977			25,977	127			127	231						26,208			26,208	
Total non supermarket sales	19,205			19,205	3,285			3,285	5,973						25,178			25,178	
Total exports	600			600											600			600	
Total sales	45,782			45,782	3,412			3,412	6,204						51,986			51,986	
Total Stock on Hand	7,153		148	7,301	799			799	1,453						8,606		148	8,754	
QLD																			
Total supermarket sales	14,009			14,009	408			408	742						14,751			14,751	
Total non supermarket sales	16,266		44	16,310	462		244	706	1,284						17,106		488	17,594	
Total exports	1,284			1,284	226			226	411						1,695			1,695	
Total sales	31,559		44	31,604	1,096		244	1,340	2,436						33,552		488	34,040	
Total Stock on Hand	17,041			17,041	257		278	535	973						17,508		505	18,013	
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																			
Total sales	6,772		359	7,131	764		147	911	1,656						8,162		626	8,788	
Total Stock on Hand																			
VIC																			
Total supermarket sales	7,151			7,151											7,151			7,151	
Total non supermarket sales	9,277		3,346	12,622	1,519		167	1,686	3,065			2	2		12,039		3,650	15,688	
Total exports																			
Total sales	16,428		3,346	19,774	1,519		167	1,686	3,065			2	2		19,190		3,650	22,840	
Total Stock on Hand	8,621		458	9,079	8,012		160	8,172	14,858						23,188		749	23,937	
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																			
Total sales	7,739			7,739	458			458	833	2,808				2,808	511	9,082		9,082	
Total Stock on Hand																			
Total																			
Total supermarket sales	56,101		123	56,224	535			535	973	2,808				2,808	511	57,585		123	57,708
Total non supermarket sales	50,295		3,626	53,921	6,488		558	7,046	12,811			2	2		62,091		4,641	66,732	
Total exports	1,884			1,884	226			226	411						2,295			2,295	
Total sales	108,280		3,749	112,029	7,249		558	7,807	14,195	2,808		2	2,810	511	121,971		4,764	126,735	
Total Stock on Hand	49,262		691	49,953	10,463		313	10,776	19,593	490			490	89	68,375		1,260	69,635	



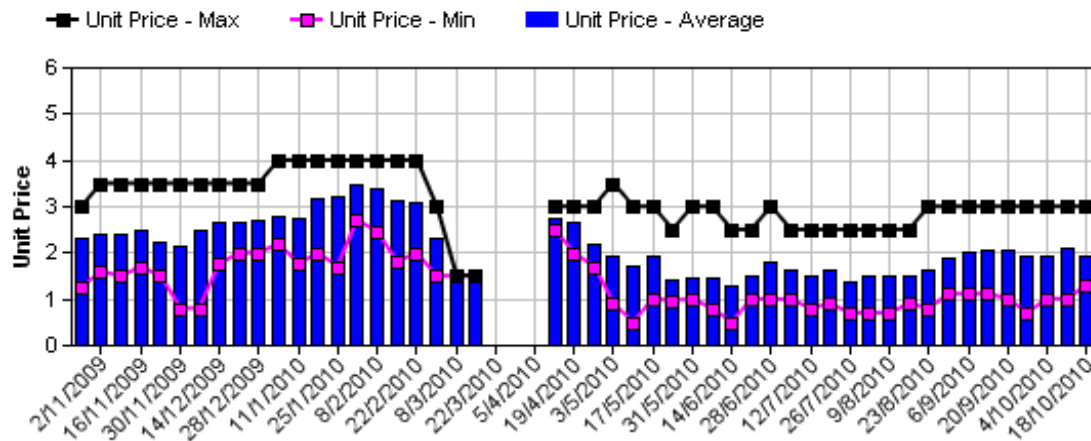
Hass Avocado Average Retail Prices - Sydney



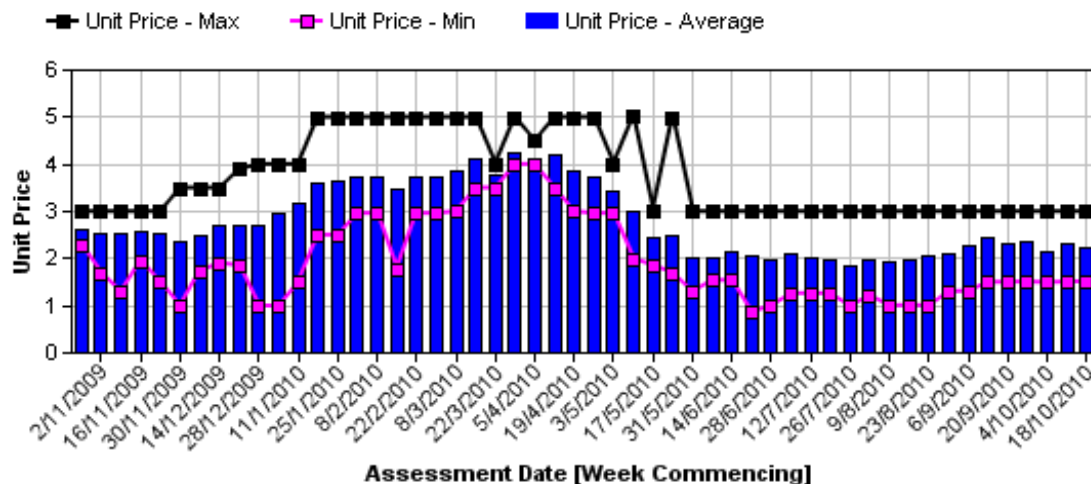
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

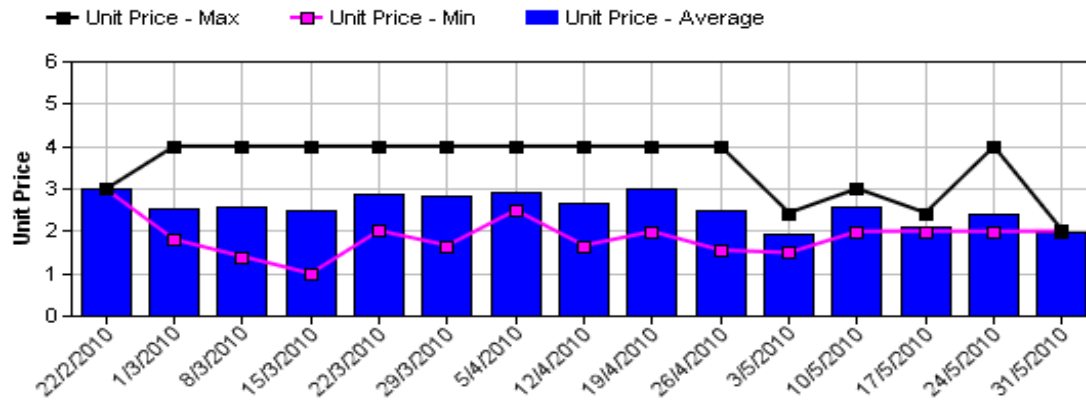


Hass Avocado Average Retail Prices - Perth

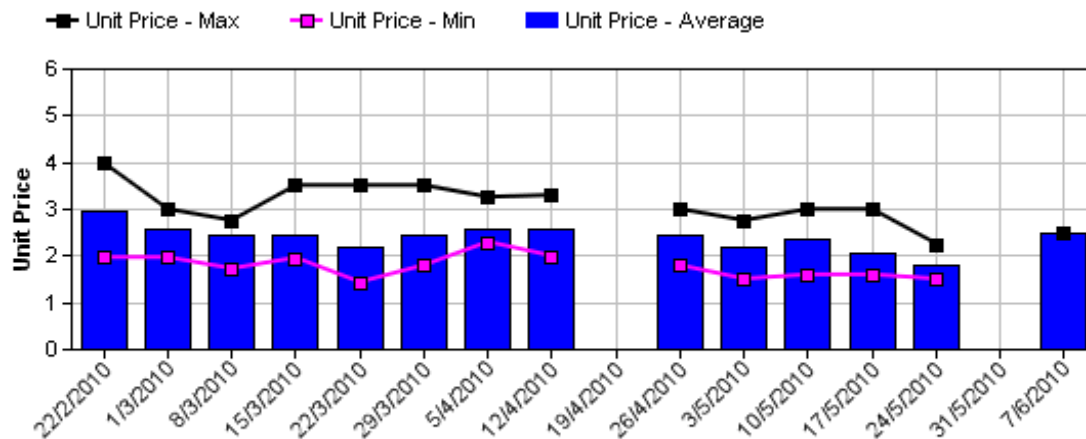


Assessment Date [Week Commencing]

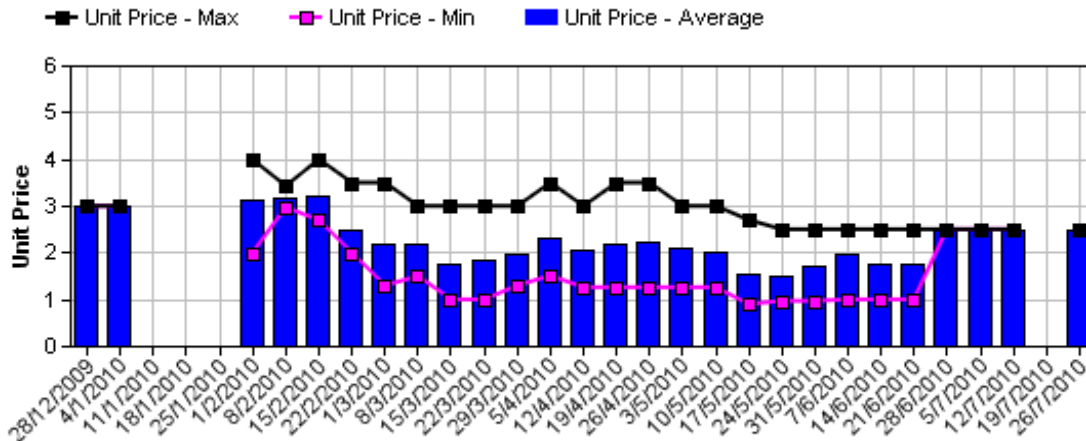
Shepard Avocado Average Retail Prices - Sydney



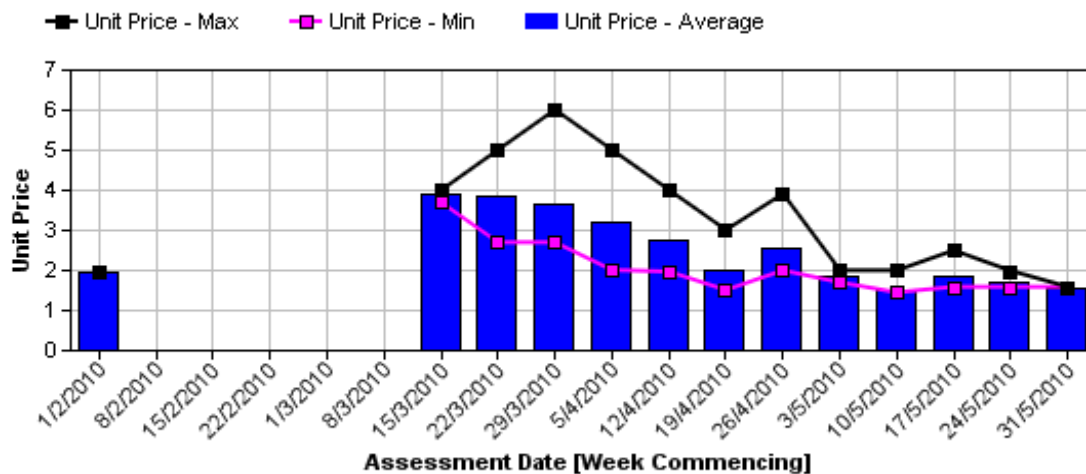
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 18th October 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	250	1.98	No	Aus
Coles	Hass	245	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
I	Hass	255	1.99	No	Aus
I	Hass	270	1.99	No	Aus
Woolworths	Hass	270	2.42	No	Aus
Foodworks	Hass	280	2.49	No	Aus
IGA	Hass	245	2.79	No	NZ
Woolworths	Hass	290	2.98	No	Aus
Woolworths	Hass	250	2.98	No	Aus
IGA	Hass	250	2.98	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	285	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	275	2.99	No	Aus
BRISBANE					
Coles	Hass	255	1.29	Store	Aus
Coles	Hass	320	1.29	Store	Mixed
Coles	Hass	280	1.29	Store	Aus
IGA	Hass	260	1.49	No	Aus
IGA	Hass	220	1.49	Cat	Aus
IGA	Hass	230	1.49	Cat	Aus
I	Hass	290	1.5	Store	Aus
I	Hass	265	1.79	Store	Aus
I	Un-named	255	1.79	Store	Aus
Woolworths	Hass	220	1.94	Store	Aus
Woolworths	Hass	260	1.94	Store	Aus
Woolworths	Hass	242	1.94	Store	Aus
I	Hass	295	1.99	No	Aus
I	Hass	320	2.89	Store	Aus
I	Hass	270	2.99	Store	Aus
I	Hass	316	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
MELBOURNE					
I	Hass	260	1.25	No	NS
I	Hass	265	1.29	No	NS
IS	Hass	280	1.69	No	NS
IGA	Hass	310	1.69	No	Aus
I	Hass	280	1.99	No	NS
Coles	Hass	280	2.48	No	Aus
Safeway	Hass	320	2.48	No	Aus
Coles	Hass	315	2.48	No	Aus
Safeway	Hass	320	2.48	No	Aus
Safeway	Hass	325	2.48	No	Aus
Coles	Hass	295	2.48	No	Aus
I	Hass	315	2.75	No	NS
I	Hass	295	2.75	No	NS
I	Hass	300	2.98	No	Aus
Leos	Hass	270	2.99	No	Aus
Safeway	Gwen	675	4.48	No	Aus
PERTH					
IS	Hass	220	1.5	Store	Aus
I	Unnamed	260	1.79	No	Aus
I	Hass	290	1.89	Store	Aus
I	Hass	295	1.95	No	Aus
Coles	Hass	270	1.98	No	Aus
Coles	Hass	240	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
I	Hass	220	1.99	No	Aus
Woolworths	Hass	220	2.25	No	Aus
Woolworths	Hass	285	2.25	No	Aus
Woolworths	Hass	220	2.25	No	Aus
IS	Hass	260	2.49	No	Aus
I	Hass	305	2.49	No	Aus
IGA	Hass	240	2.49	No	Aus
I	Hass	340	2.99	No	Aus
IGA	Hass	280	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

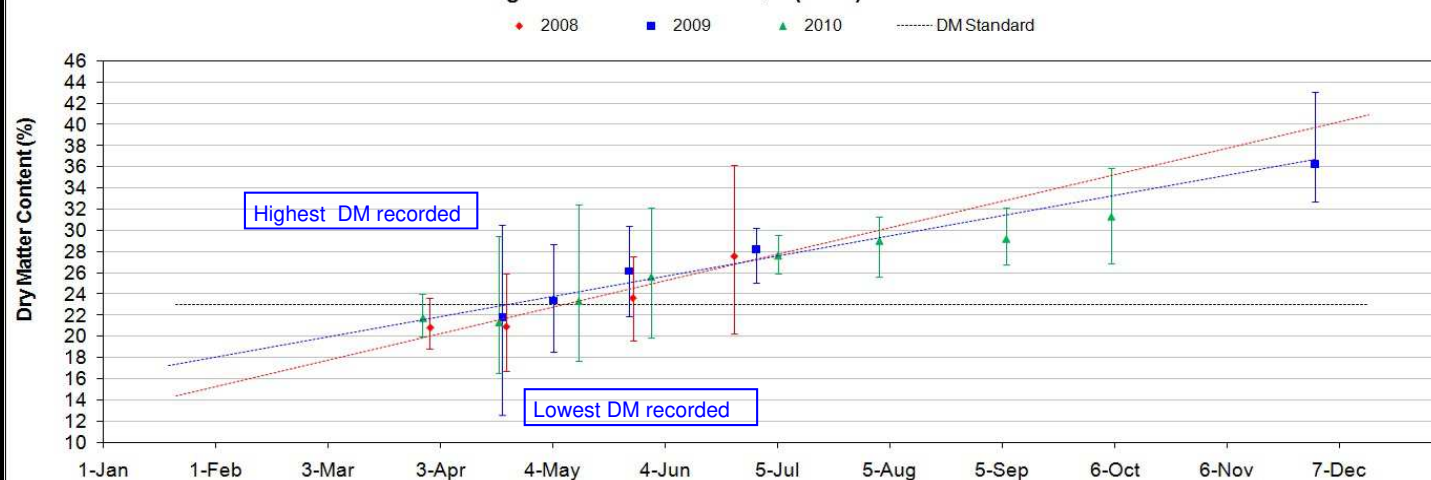


Avocado DM Content Report

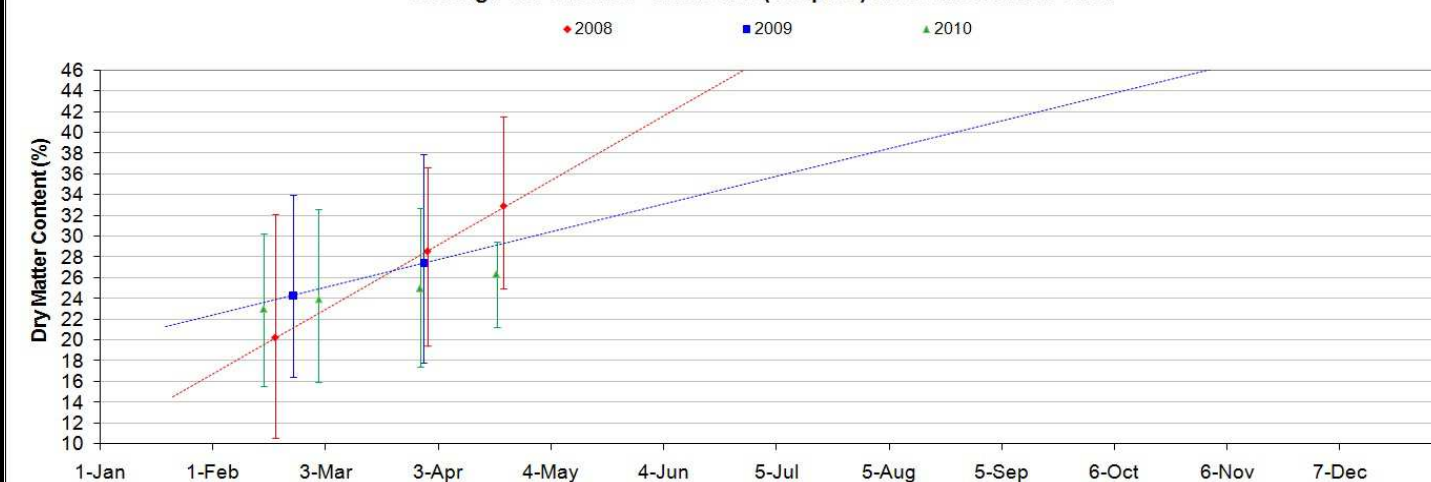
Fruit collected 5th October 2010

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 5th October 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%				0%	0%	0%	0%	0%	0%
18.1%-20.9%	0%				0%	0%	0%	0%	0%	0%
21%-22.9%	0%				0%	0%	0%	0%	0%	0%
23%-28%	20%				30%	7%	0%	8%	40%	
27.1%-40%	80%				70%	93%	100%	85%	60%	
>40%	0%				0%	0%	0%	8%	0%	

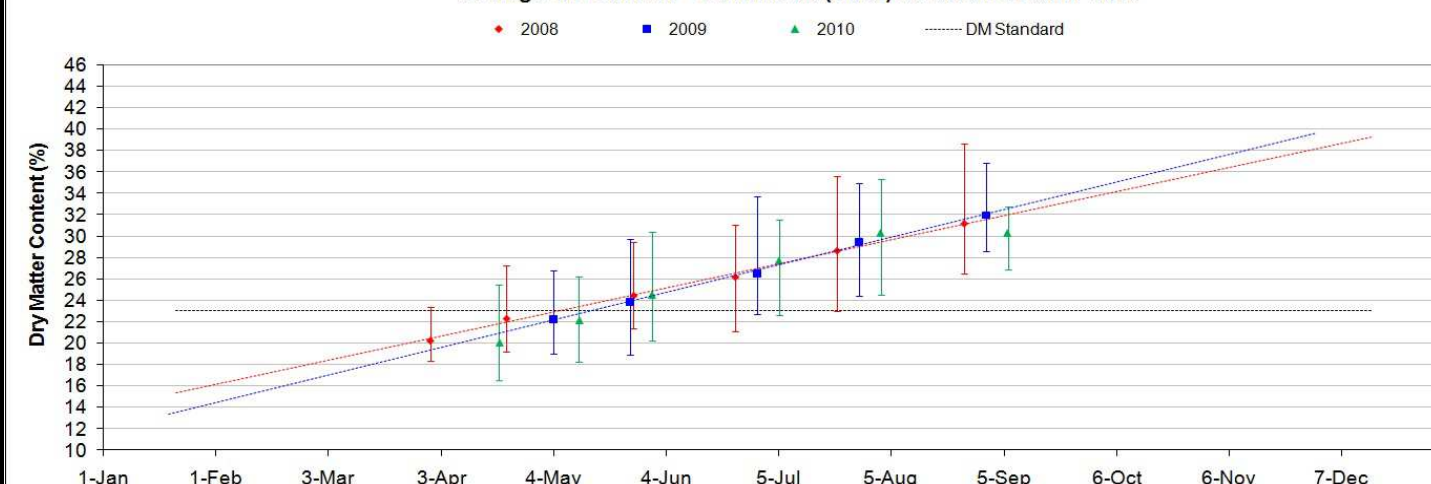
Average DM Content - North Qld (Hass) as of 5th October 2010



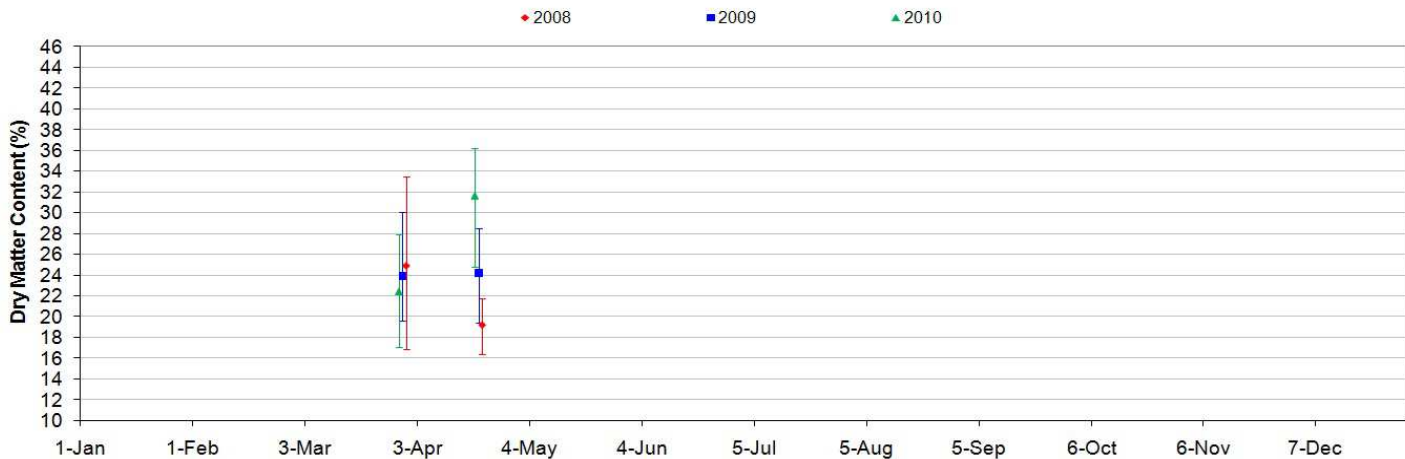
Average DM Content - North Qld (Shepard) as of 5th October 2010



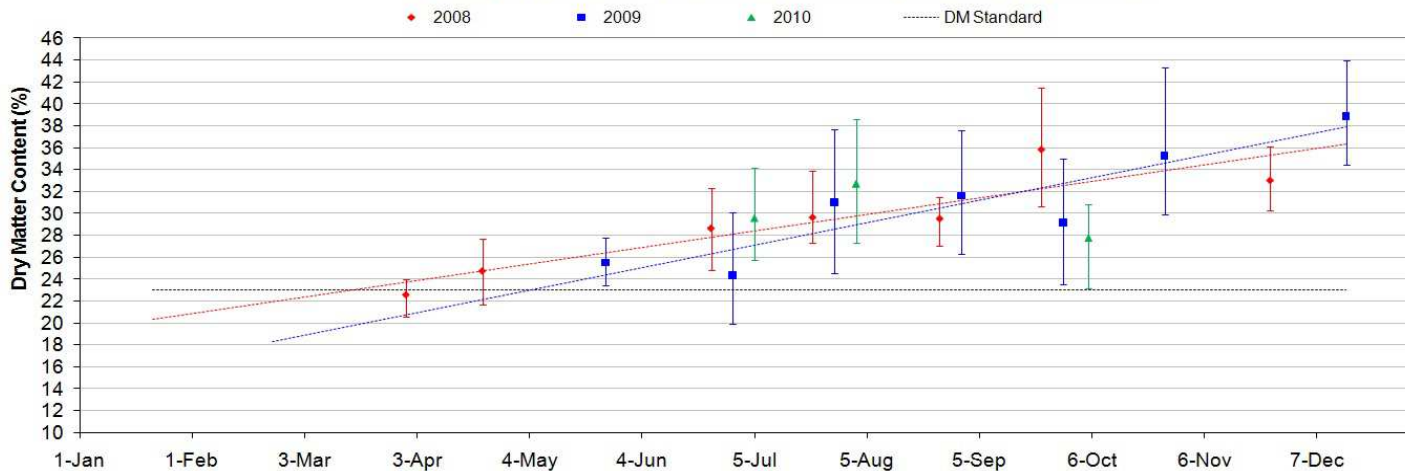
Average DM Content - Central Qld (Hass) as of 5th October 2010



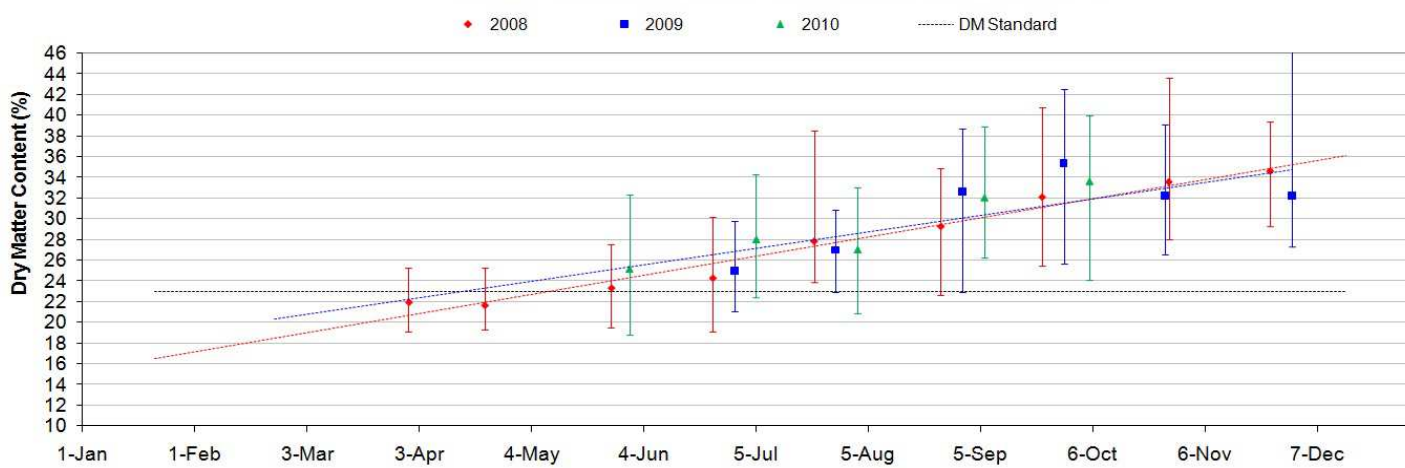
Average DM Content - Central Qld (Shepard) as of 5th October 2010



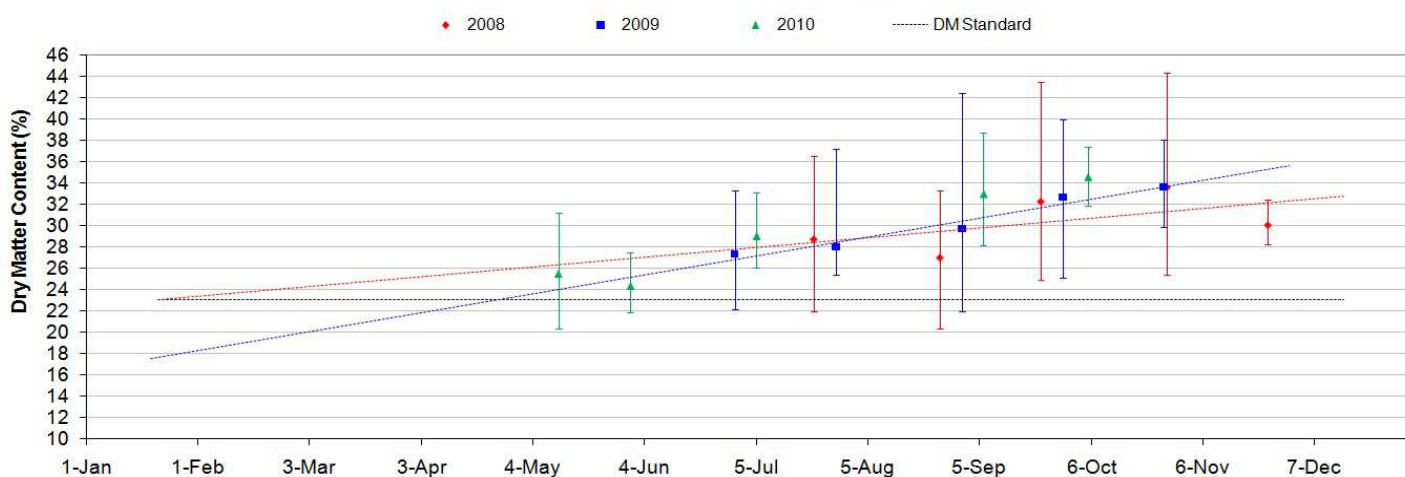
Average DM Content - Sunshine Coast (Hass) as of 5th October 2010



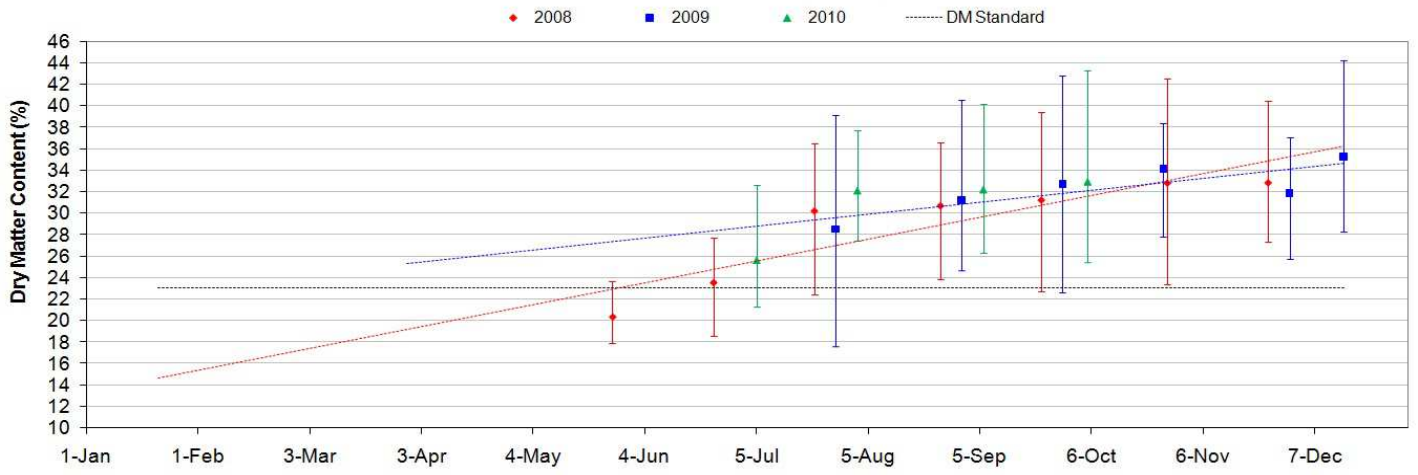
Average DM Content - South Qld (Hass) as of 5th October 2010



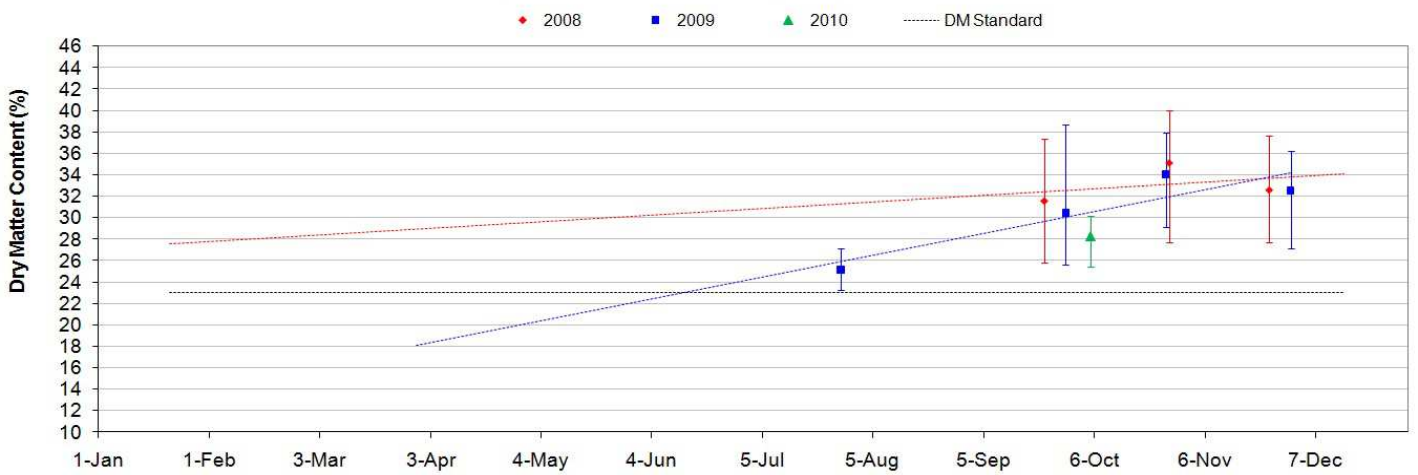
Average DM Content - Northern NSW (Hass) as of 5th October 2010



Average DM Content - Central NSW (Hass) as of 5th October 2010



Average DM Content - Tristate (Hass) as of 5th October 2010



Average DM Content - WA (Hass) as of 5th October 2010

