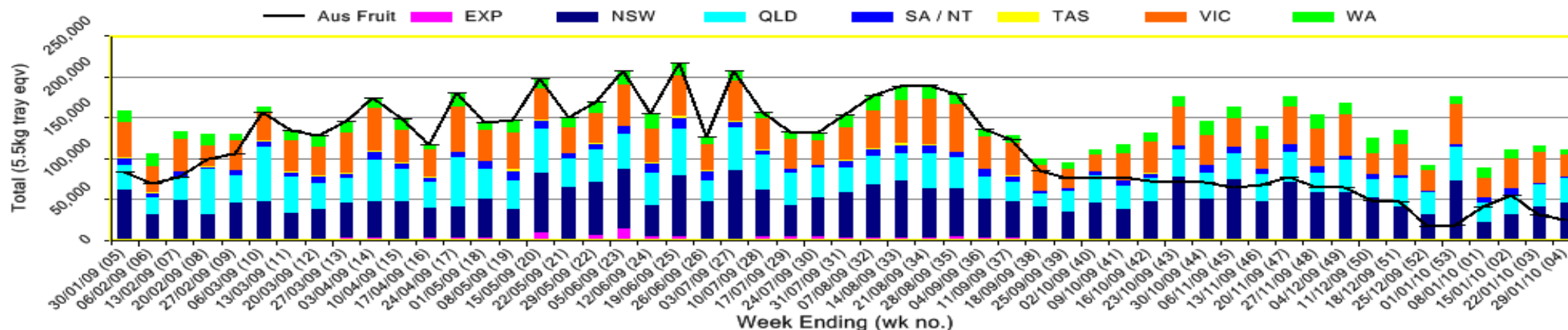


INFOCADO WEEKLY REPORT: 23rd - 29th January 2010 (Wk 4)

Industry Dispatches 23rd January - 29th January 2010 (Wk 4)

Dest. State	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	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP								440	440			440
NSW	2,279	5,182	9,687		8,459	11,404	2,897	4,489	44,397	475		45,261
QLD	1,135	3,252	6,831		5,715	8,206	2,229	3,500	30,868			30,868
SA / NT					154	278	144		576	192	3,000	1,470
TAS						668			668			668
VIC	1,296	5,086	5,430	7	4,251	5,496	1,516	2,269	25,351	198		25,711
WA	133	169	1,533		2,335	438	467		5,075	901	3,000	7,258
Total	4,843	13,689	23,481	7	20,914	26,490	7,693	10,258	107,375	1,766	6,000	111,677

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 604,484 5.5kg tray eqv



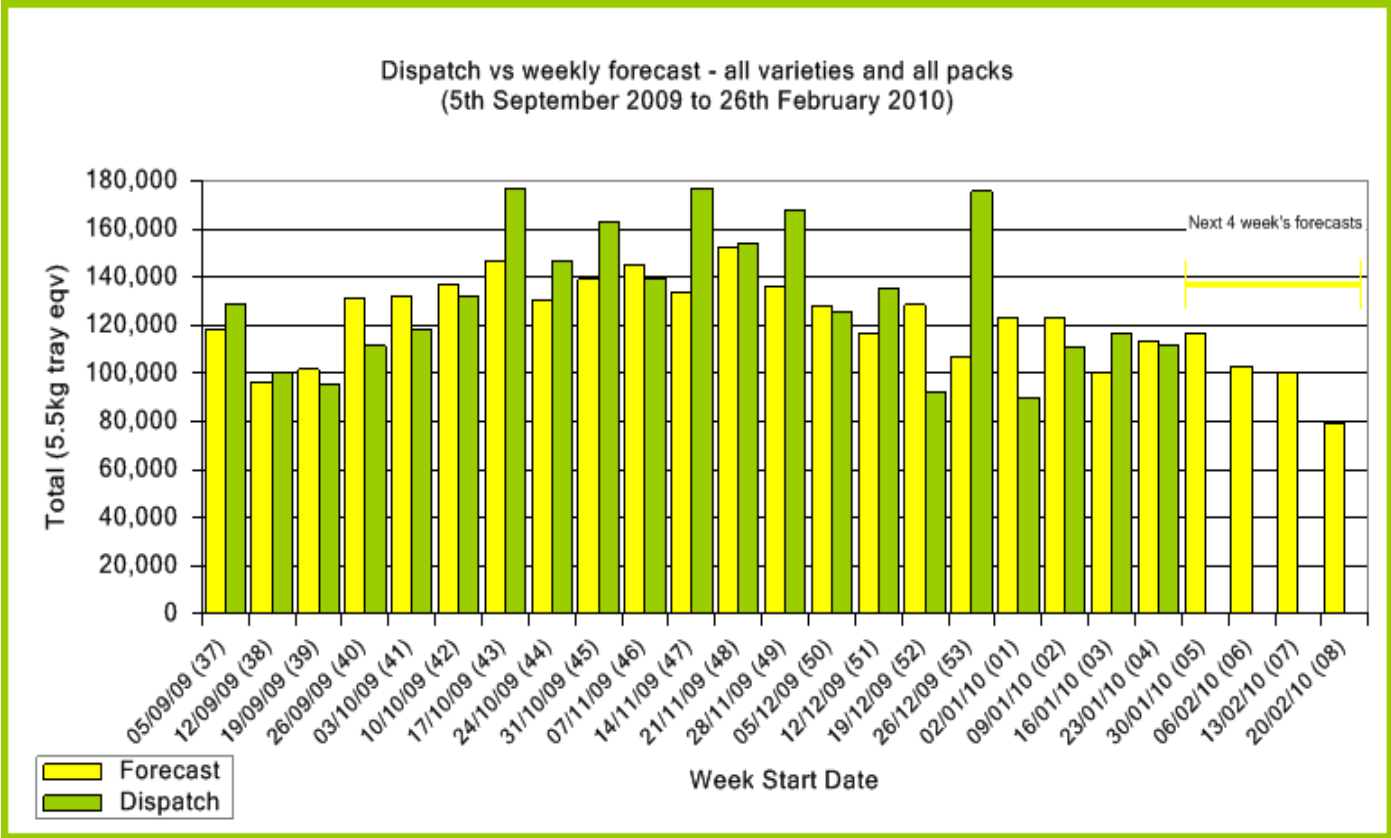
Comments from the CEO

- Once again the contributors list is shorter than usual, this is due to a number of regions having less than the required minimum number of contributors that protects individual confidentiality of data reported. All of data submitted is still included in the report, it is just the contributors list that is adjusted.
- Retail prices remain high which is to be expected given the continued high demand for avocados and the slight shortfall in supply.
- It is expected that there will be more Shepard in the market than is currently reported in the forecasts towards the end of February. This is therefore a timely reminder for all Shepard packhouses to please start entering your forecasts for the coming four week period.
- There is already Shepard appearing in retail outlets including a number of Woolworths stores in Brisbane.



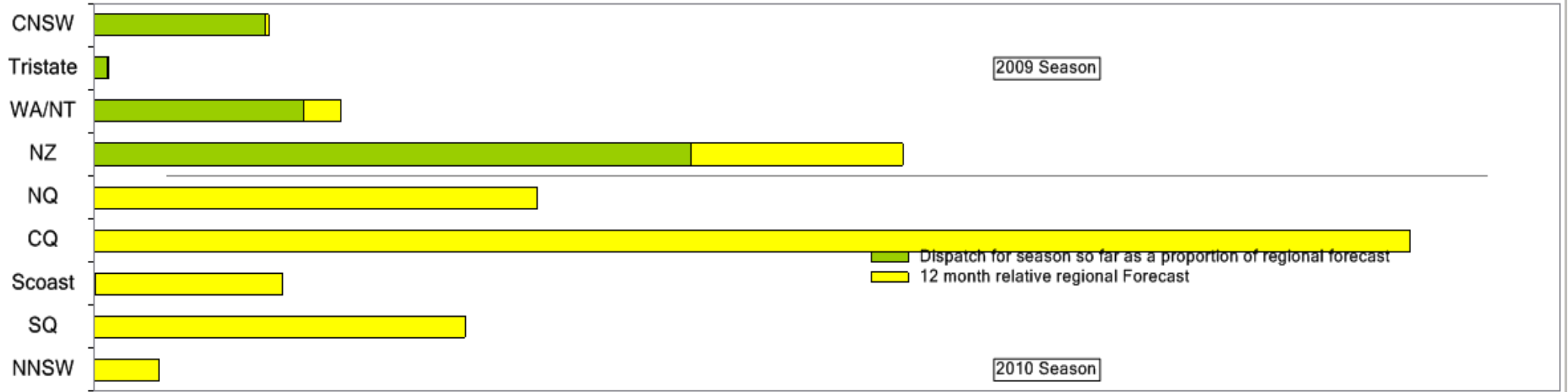
Forecast Data (Week 4 - 8)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 4 - begin 23/01/2010				
Hass	108,361	2,400	5,000	113,634
Wurtz	50			50
Week Total	108,411	2,400	5,000	113,684
Week 5 - begin 30/01/2010				
Hass	112,906	1,550	6,000	116,815
Sharwil	20			20
Week Total	112,926	1,550	6,000	116,835
Week 6 - begin 06/02/2010				
Hass	98,939	1,350	6,000	102,485
Shepard	500			500
Week Total	99,439	1,350	6,000	102,985
Week 7 - begin 13/02/2010				
Hass	96,209	1,300	6,000	99,664
Shepard	1,000			1,000
Week Total	97,209	1,300	6,000	100,664
Week 8 - begin 20/02/2010				
Hass	78,320	300	3,000	79,410
Week Total	78,320	300	3,000	79,410

Green shading indicates dispatch data		Yellow shading indicates forecast data		
Dispatch Data (Week 4 - begin 23/01/2010)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Hass	107,338	1,765	6,000	111,638
Sharwil	37	1		39
Total	107,375	1,766	6,000	111,677

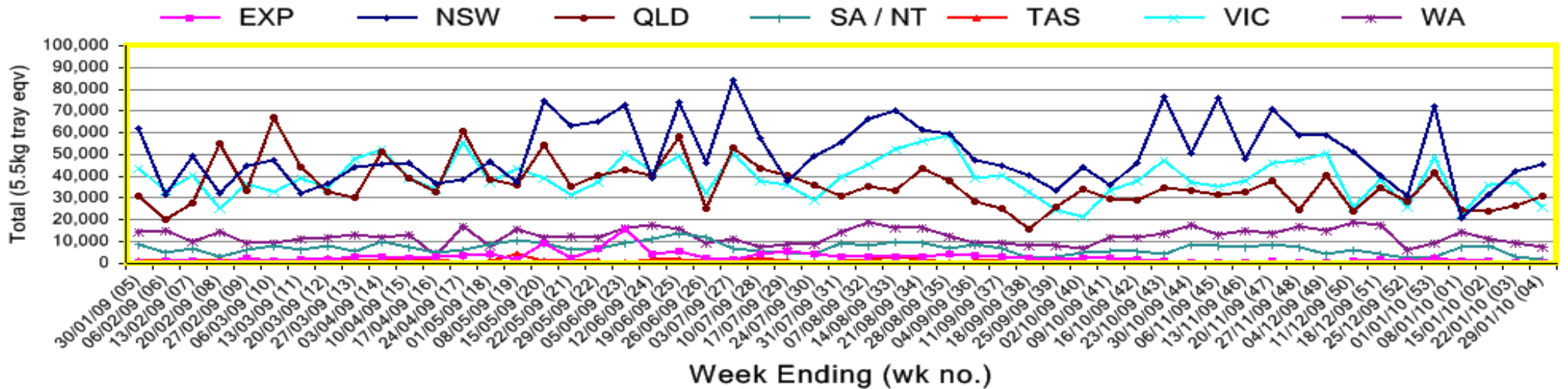


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691				1,513,849
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	40,526					207,981
Total	7,246	85,436	408,840	439,382	388,022	439,691				1,768,617

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 604,484 5.5kg tray eqv



Week 4 contributors - Packhouses

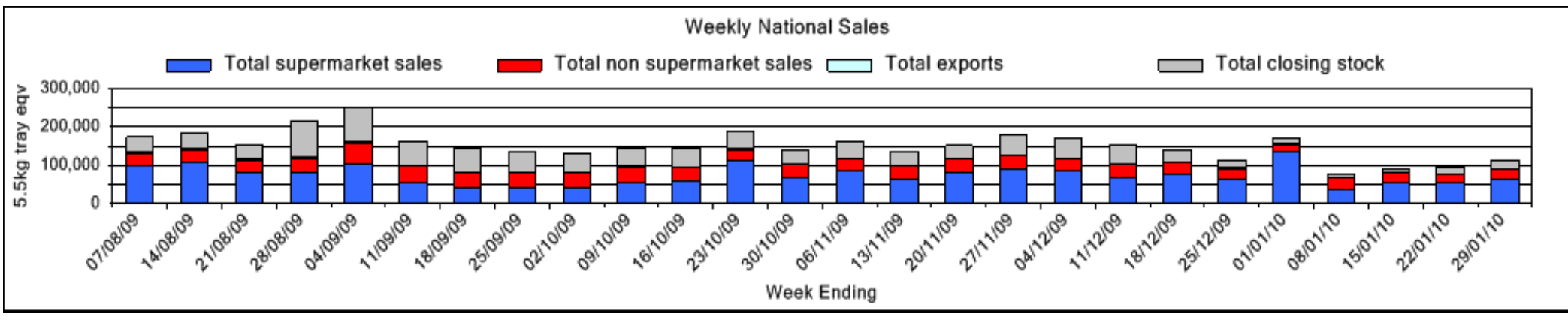
NZ Avocado Industry Council
Sunfresh
Natures Fruit Company

Week 4 contributors - Wholesalers

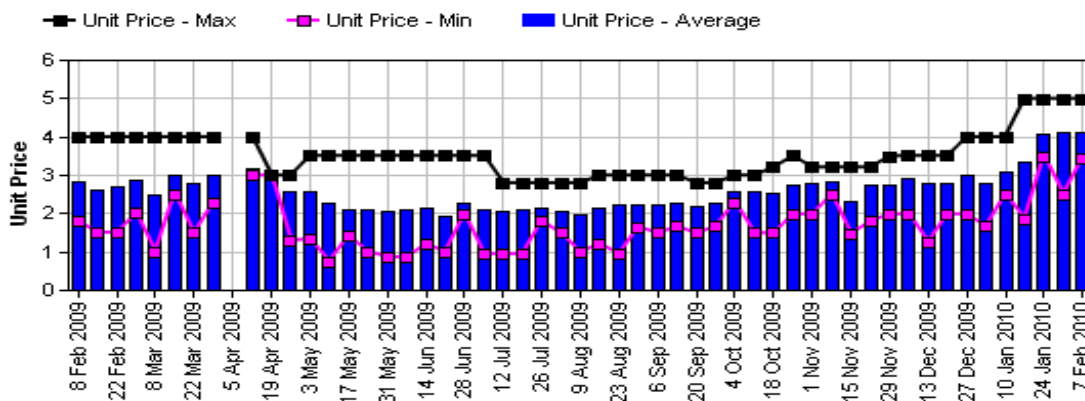
Dykes Bros (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Etherington (Perth)	The La Manna Group (Adelaide)
Murray Bros (Brisbane)	The La Manna Group (Brisbane)
Quality Produce International (Perth)	The La Manna Group (Melbourne)
Romeos Marketing (Brisbane)	United Fresh (Adelaide)

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

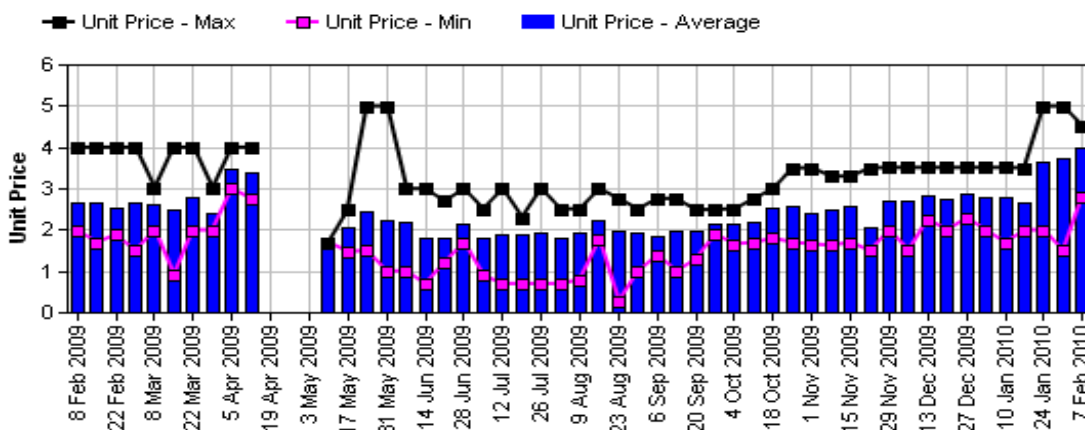
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales																			
Total non supermarket sales	# Data set not included because not enough NSW wholesalers contributed data this week																		
Total exports																			
Total sales																			
Total Stock on Hand																			
QLD																			
Total supermarket sales	15,597			15,597											15,597			15,597	
Total non supermarket sales	9,292	84		9,376											9,292	84		9,376	
Total exports	440			440											440			440	
Total sales	25,329	84		25,413											25,329	84		25,413	
Total Stock on Hand	2,060	321		2,381											2,060	321		2,381	
SA & TAS																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not included because not enough SA/TAS wholesalers contributed data this week																		
Total exports																			
Total sales	2,173		178	2,351	762		3	765	1,391	3,000				3,000	545	4,104		183	4,287
Total Stock on Hand																			
VIC																			
Total supermarket sales	16,588			16,588											16,588			16,588	
Total non supermarket sales	4,453		2,204	6,657	451		205	656	1,193						5,273		2,577	7,850	
Total exports																			
Total sales	21,041		2,204	23,246	451		205	656	1,193						21,861		2,577	24,438	
Total Stock on Hand	9,298			9,298	819			819	1,489						10,787			10,787	
WA																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																		
Total exports																			
Total sales	5,979			5,979	1,189			1,189	2,162	3,000				3,000	545	8,686			8,686
Total Stock on Hand																			
Total																			
Total supermarket sales	63,343			63,343	147			147	267	6,000				6,000	1,091	64,701			64,701
Total non supermarket sales	17,398	84	2,382	19,864	2,255		208	2,463	4,478						21,498	84	2,760	24,343	
Total exports	440			440											440			440	
Total sales	81,181	84	2,382	83,647	2,402		208	2,610	4,745	6,000				6,000	1,091	86,639	84	2,760	89,484
Total Stock on Hand	19,581	321	581	20,483	1,752		7	1,759	3,198						22,767	321	594	23,681	



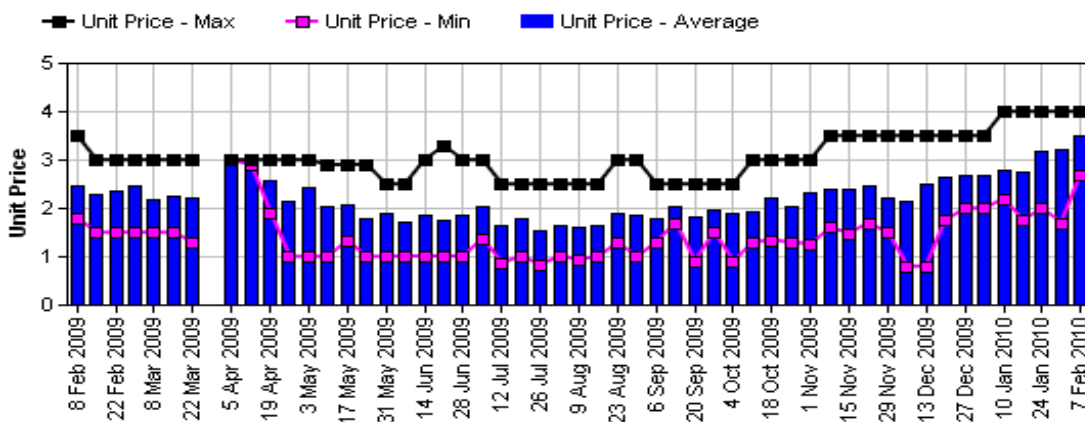
Hass Avocado Average Retail Prices - Sydney



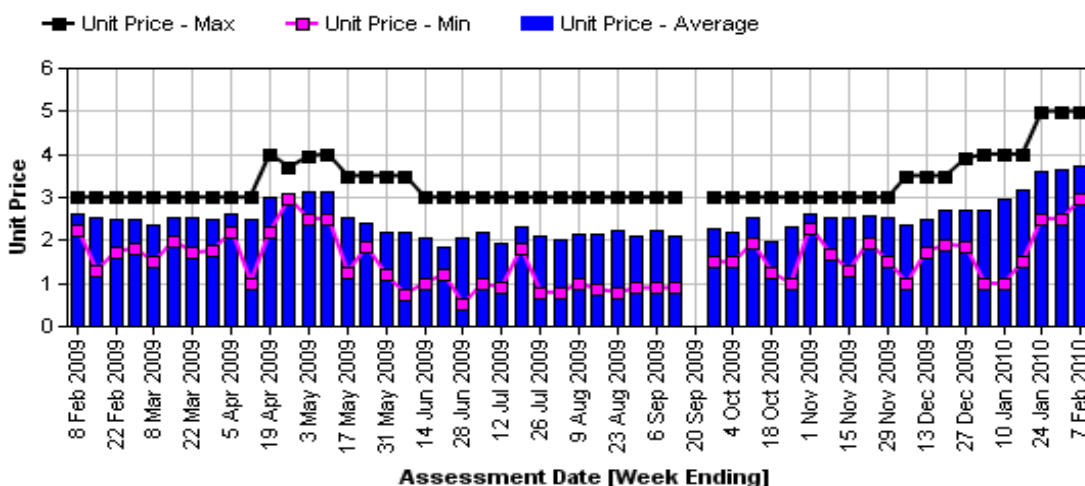
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 1st February 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	255	3.45	Store	Mixed
I	Reed	445	3.49	No	Aus
IGA	Hass	285	3.79	No	NZ
Coles	Hass	260	3.98	No	NZ
Coles	Hass	270	3.98	No	NZ
Coles	Hass	265	3.98	No	NZ
I	Reed	390	3.99	No	Aus
Foodworks	Hass	280	3.99	No	NS
I	Reed	385	3.99	No	Aus
I	Hass	250	3.99	No	Aus
I	Hass	245	3.99	No	Aus
I	Hass	250	3.99	No	Aus
IC	Hass	250	3.99	No	Aus
IC	Hass	275	3.99	No	NZ
IGA	Hass	235	3.99	No	NS
Woolworths	Hass	215	4.45	No	Mixed
Woolworths	Hass	270	4.45	No	Mixed
IC	Hass	330	4.99	No	NZ
I	Hass	290	4.99	No	NS
BRISBANE					
IC	Shepard	80	1.99	No	Aus
I	Hass	180	2.69	No	NZ
I	Shepard	180	2.69	No	Aus
I	Hass	270	2.89	No	Aus
Woolworths	Hass	240	2.96	No	Mixed
Coles	Hass	260	2.99	No	Aus
Coles	Hass	215	2.99	No	NZ
IGA	Hass	305	3.05	No	NZ
Woolworths	Shepard	225	3.48	No	Aus
Woolworths	Shepard	160	3.48	No	Aus
I	Hass	205	3.49	No	Aus
Woolworths	Hass	225	3.85	No	Mixed
Woolworths	Shepard	200	3.98	No	Aus
Woolworths	Hass	270	3.98	No	Aus
IGA	Hass	310	3.99	No	NS
IGA	Hass	300	3.99	No	Aus
I	Hass	280	3.99	No	Mixed
IC	Hass	220	3.99	No	Aus
I	Hass	150	3.99	No	NZ

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	2.8	No	NS
I	Hass	290	3.49	No	NZ
Coles	Hass	255	3.98	No	Mixed
Safeway	Hass	340	3.98	No	NZ
Safeway	Wurtz	230	3.98	No	Aus
Coles	Hass	310	3.98	No	Mixed
I	Hass	280	3.98	No	NZ
Safeway	Hass	310	3.98	No	NZ
I	Hass	275	3.99	No	NS
I	Hass	270	3.99	No	NS
I	Hass	295	4.49	No	NZ
I	Hass	305	4.5	No	NS
I	Hass	295	4.5	No	NS
PERTH					
I	Shepard	270	1.95	No	Aus
I	Hass	250	2.95	No	Aus
IS	Hass	255	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	230	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	240	3.49	No	Aus
Woolworths	Hass	230	3.95	Store	Aus
Woolworths	Hass	235	3.95	No	Aus
Woolworths	Hass	230	3.95	No	Aus
Coles	Hass	225	3.98	No	Aus
Coles	Hass	245	3.98	No	Aus
Coles	Hass	220	3.98	No	Aus
IGA	Hass	245	3.99	No	Aus
IGA	Hass	300	3.99	No	NS
I	Hass	285	4.49	No	Aus
I	Fuerte	270	4.49	No	Aus
IS	Hass	335	4.99	No	Aus

Store Codes

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

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

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