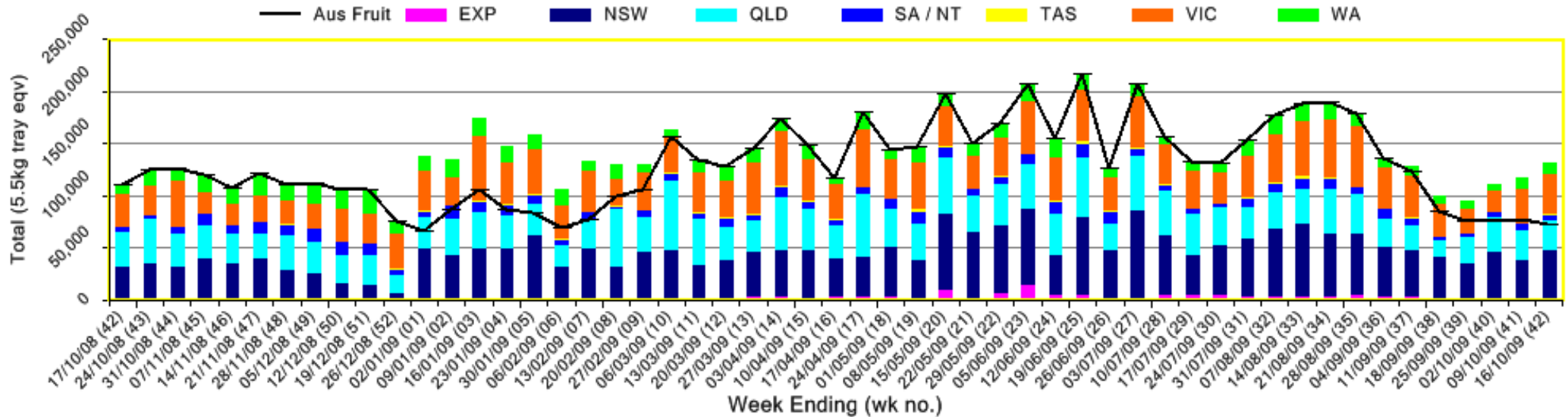


INFOCADO WEEKLY REPORT: 10th - 16th October 2009 (Wk 42)

Industry Dispatches 10th October - 16th October 2009 (Wk 42)															
Dest. State	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								442	581	1,023	96			1,198	
NSW	431	1,610	4,913	7,502	1,211	4,530	12,201	2,059	4,726	39,183	3,220	5,786		46,090	
QLD	39	392	1,548	4,478	903	4,216	8,398	1,509	2,335	23,818	1,707	9,318	1,687	28,923	
SA / NT	14	88	340	405	21	1,237	1,508	607	193	4,413	526			5,369	
TAS		31	94	231		129	454	42	194	1,175				1,175	
VIC	507	2,227	5,670	7,643	564	4,965	8,911	1,484	2,979	34,950	1,208	2,860		37,666	
WA	57	358	494	2,240		2,000	1,930	2,016	114	9,209	1,323			11,614	
Total	1,048	4,706	13,059	22,499	2,699	17,077	33,402	8,159	11,122	113,771	8,080	17,964	1,687	132,035	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,281,765 5.5kg tray eqv

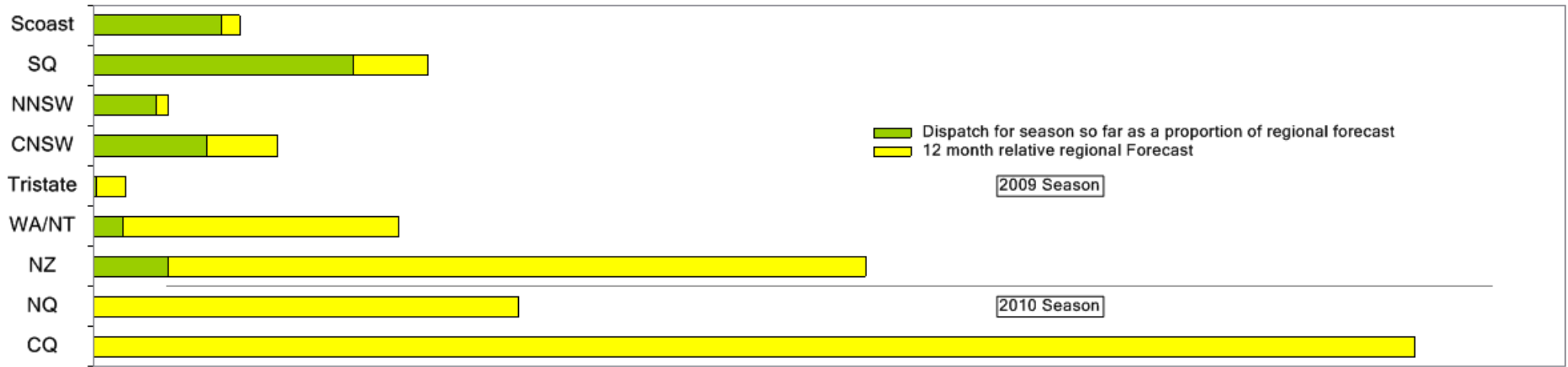


Comments from the CEO

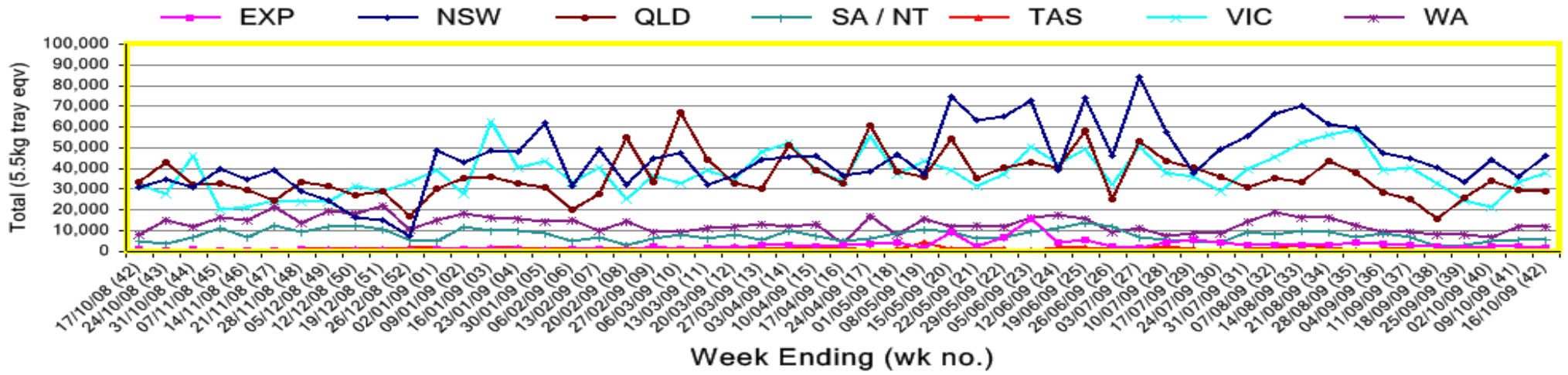
- Please note that the retail price report has been expanded to increase more detailed weekly price information. We welcome your feedback on these changes



Percentage dispatched by region (Based on seasonal forecast - 2009)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,281,765 5.5kg tray eqv



Week 42 contributors - Packhouses

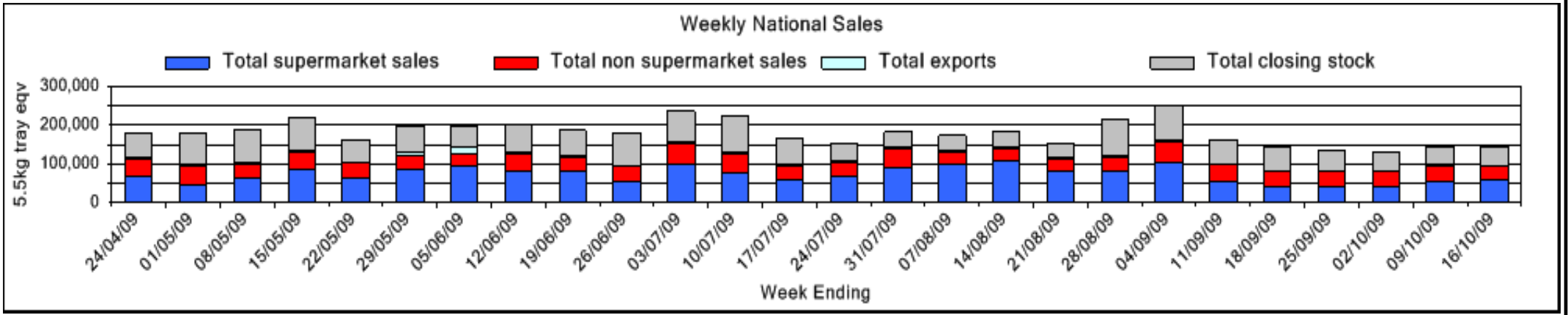
- | | |
|-----------------------------|--------------------------------|
| NZ Avocado Industry Council | Merrinee Farms |
| Avonova | Midcoast Avocados |
| Avowest | Natures Fruit Company |
| Balmoral Orchard | One Harvest |
| Coastal Avocados | Perseverance Farming Co |
| G & C Christensen | Serrata Enterprises |
| Googa Farms | Summerland House With No Steps |
| Green Nugget Orchards | Sunfresh |
| Green Pear Avocado | Sunnyspot Packhouse PL |
| I & A Tolson | The Avocado Grove |

Week 42 contributors - Wholesalers

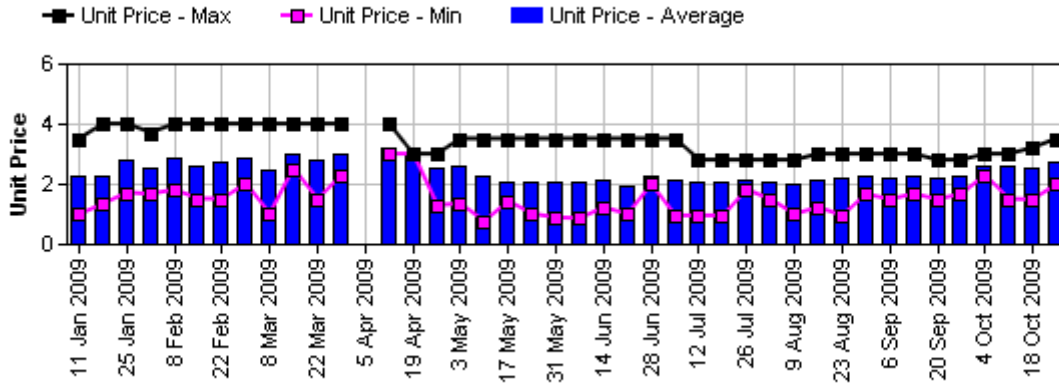
- | | |
|-----------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide) | Romeos Marketing (Brisbane) |
| Dykes Bros (Melbourne) | Sculli & Co Pty Ltd (Melbourne) |
| Etherington (Perth) | The La Manna Group (Adelaide) |
| Kelly's (Melbourne) | The La Manna Group (Brisbane) |
| Mercer Mooney (Perth) | The La Manna Group (Melbourne) |
| Murray Bros (Brisbane) | United Fresh (Adelaide) |

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

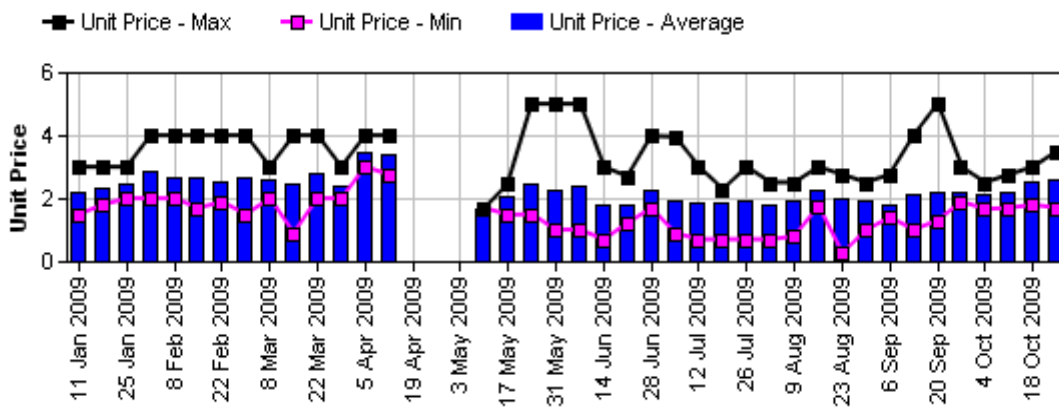
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales																			
Total Stock on Hand																			
QLD																			
Total supermarket sales	9,091			9,091				1	1	2	8,658		660	9,318	1,694	10,665		122	10,787
Total non supermarket sales	11,970			11,970												11,970			11,970
Total exports	871			871	96				96	175						1,046			1,046
Total sales	21,932			21,932	96			1	97	176	8,658		660	9,318	1,694	23,681		122	23,802
Total Stock on Hand	19,724			19,724	33				33	60						19,784			19,784
SA & TAS																			
Total supermarket sales	6,036			6,036	39				39	71	55			55	10	6,117			6,117
Total non supermarket sales	3,015		492	3,507	426			2	428	778						3,790		496	4,285
Total exports																			
Total sales	9,051		492	9,543	465			2	467	849	55			55	10	9,907		496	10,402
Total Stock on Hand	8,364		1,503	9,867	853			37	890	1,618	3			3	1	9,916		1,570	11,486
VIC																			
Total supermarket sales	17,497			17,497	47				47	85	2,860			2,860	520	18,102			18,102
Total non supermarket sales	4,795		375	5,170	251			2,139	2,390	4,345						5,252		4,264	9,516
Total exports																			
Total sales	22,292		375	22,667	298			2,139	2,437	4,431	2,860			2,860	520	23,354		4,264	27,618
Total Stock on Hand	6,847		672	7,519	118			608	726	1,320						7,062		1,777	8,839
WA																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales	8,193			8,193	2,213	82			2,295	4,173						12,217		149	12,366
Total Stock on Hand																			
Total																			
Total supermarket sales	55,365			55,365	284			1	285	518	17,359		660	18,019	3,276	59,037		122	59,159
Total non supermarket sales	26,194		867	27,061	2,802	82	2,141	5,025	9,136							31,289	149	4,760	36,198
Total exports	1,023			1,023	96				96	175						1,198			1,198
Total sales	82,582		867	83,449	3,182	82	2,142	5,406	9,829	17,359		660	18,019	3,276	91,524	149	4,882	96,554	
Total Stock on Hand	42,579	14	2,175	44,768	1,535	60	645	2,240	4,073		3			3	1	45,370	123	3,348	48,841



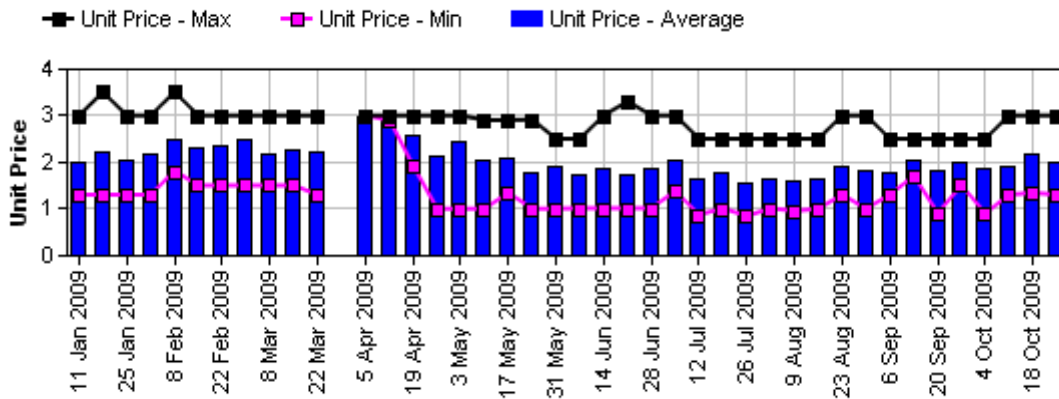
Hass Avocado Retail Prices - Sydney



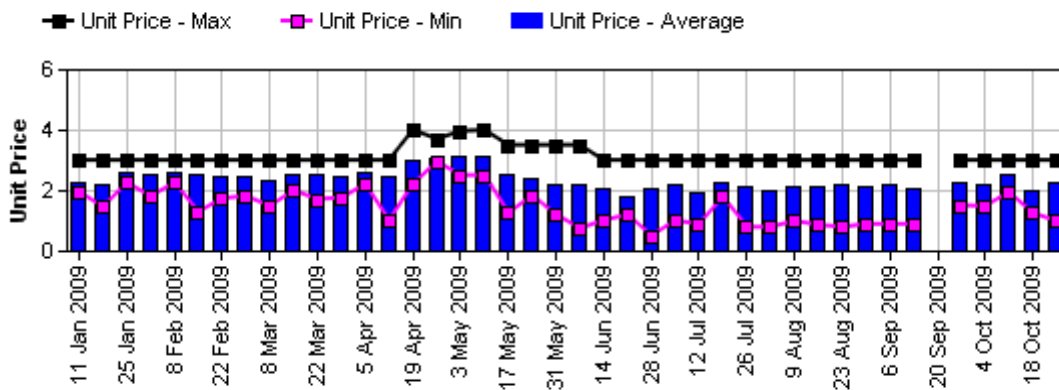
Hass Avocado Retail Prices - Melbourne



Hass Avocado Retail Prices - Brisbane



Hass Avocado Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by city, store and variety—19th October 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	260	1.98	No	NZ
Coles	Hass	270	1.98	No	NZ
Coles	Hass	260	1.98	No	NZ
Ind	Hass	260	2.49	No	Aus
Ind	Reed	400	2.49	No	NS
IGA	Hass	255	2.49	No	Aus
Ind	Hass	290	2.49	No	Aus
Woolworths	Hass	295	2.65	Store	NZ
Woolworths	Hass	325	2.72	No	Aus
IGA	Hass	300	2.95	No	NS
Foodworks	Hass	300	2.99	No	NS
Ind	Reed	330	2.99	No	NS
Ind C	Hass	320	3.49	No	Aus
Ind C	Hass	320	3.49	No	NZ
Ind C	Hass	300	3.49	No	Aus
Ind	Hass	290	3.5	No	NS
BRISBANE					
Ind C	Reed	240	0.99	Store	Aus
Coles	Hass	225	1.29	Cat	NZ
Coles	Hass	160	1.29	Store	NZ
Coles	Hass	200	1.29	Cat	NZ
Woolworths	Hass	240	1.35	Store	Aus
Ind C	Hass	180	1.69	No	Aus
Ind	Reed	240	1.79	No	Aus
Woolworths	Hass	265	1.96	No	Aus
Woolworths	Hass	263	1.96	No	Aus
Ind	Hass	275	1.99	No	Aus
IGA	Hass	200	1.99	No	Aus
Ind	Hass	250	1.99	No	Aus
Ind C	Hass	250	2.19	No	Aus
Ind	Hass	240	2.49	Store	NZ
Ind	Hass	350	2.89	Store	Aus
Ind	Wurtz	250	2.89	Store	Aus
IGA	L Hass	240	2.99	No	Aus
IGA	Hass	160	2.99	No	Aus
Ind	Wurtz	248	2.99	Store	Aus
Ind	Hass	298	2.99	Store	Aus

Country of Origin Codes

Aus = display sign shows fruit is from Australia
 NZ = display sign shows fruit is from New Zealand
 NS = display sign doesn't say where fruit is from

Store Codes

Ind = Independent Fruit and Vegetable stores
 Ind S = Independent Supermarkets

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Ind	Hass	215	1.69	No	NS
Ind	Hass	215	1.99	No	NS
Ind	Hass	216	1.99	No	NS
Ind	Hass	270	2.39	No	NS
Safeway	Hass	250	2.45	No	NZ
Coles	Hass	255	2.49	No	NZ
Coles	Hass	285	2.49	No	NS
Coles	Hass	305	2.49	No	NZ
IGA	Hass	280	2.6	No	Aus
Safeway	Hass	265	2.68	No	Aus
Safeway	Hass	365	2.68	No	NZ
Ind	Hass	285	3.25	No	NS
Ind	Hass	315	3.25	No	NS
Ind	Hass	335	3.49	Store	Mixed
PERTH					
Woolworths	Hass	165	0.98	Store	Aus
Coles	Hass	255	1.28	Store	Aus
Coles	Hass	215	1.48	Cat	Aus
Coles	Hass	235	1.48	Cat	Aus
Woolworths	Hass	235	2.29	Store	Aus
Ind S	Hass	265	2.29	No	Aus
Ind	Hass	270	2.49	No	Aus
Ind	Hass	270	2.49	No	Aus
Ind	Hass	285	2.49	No	Aus
Ind	Hass	235	2.5	No	Aus
Woolworths	Hass	215	2.68	Store	Aus
IGA	Hass	260	2.69	No	Aus
IGA	Hass	250	2.69	No	Aus
Ind S	Hass	250	2.99	No	Aus
Ind	Hass	305	2.99	No	Aus
IGA	Hass	220	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

Catalogue = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week