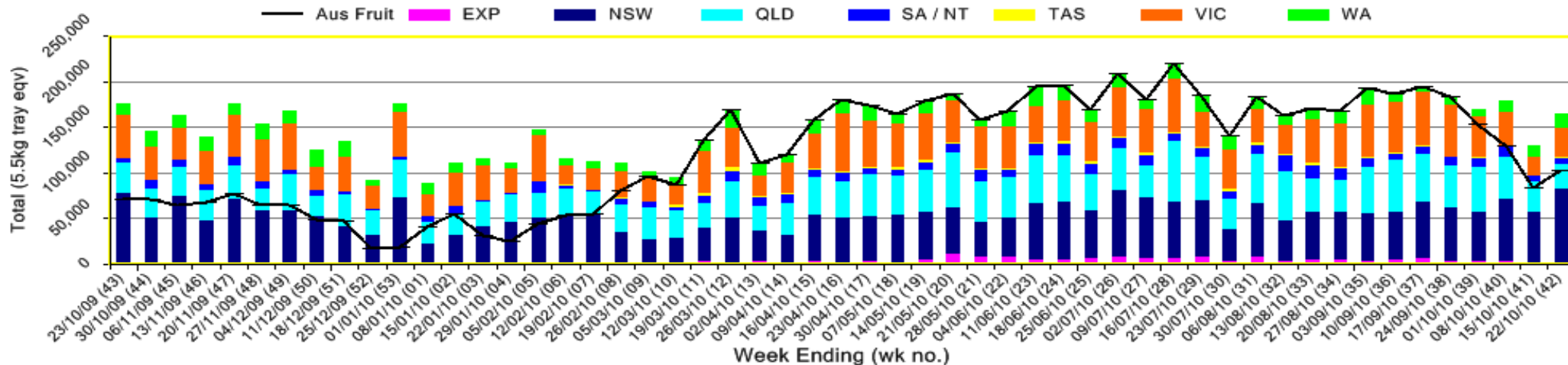


INFOCADO WEEKLY REPORT: 16th - 22nd October 2010 (Wk 42)

Industry Dispatches By Destination State and Count Size : 16th October - 22nd October 2010 (Wk 42)

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									732	1,204				1,936	85			2,091
NSW	537	3,429	11,253	17,738	2,758	12,159	14,472	4,346	5,077					71,769	4,615		1,600	80,451
QLD	45	591	3,925	5,142	1,395	3,227	5,510	1,333	1,376					22,544	2,451	2,010	1,000	27,547
SA / NT		33	3,264	662	5	910	733	484						6,091	116	2,500		6,757
TAS								297						297				297
VIC	100	1,709	7,026	10,026	357	4,788	3,630	1,331	1,103					30,070	1,126			32,117
WA		23	511	4,612			3,774	1,738	1,511					12,169	1,562	2,500		15,464
Total	682	5,785	25,979	38,180	4,515	24,858	26,380	9,737	8,760	144,876	9,955	7,010	2,600	164,724				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 6,757,072 5.5kg tray eqv



Comments from the CEO

- Volumes have risen slightly this week reflecting availability of fruit and greater demand as the main capital city markets weather warms toward summer.
- The volume forecast vs dispatch for the last two weeks have been very close to matched.
- The growth in demand for fruit can be seen in the reducing wholesale market's stock at hand even with increased inflow of fruit in to the markets.

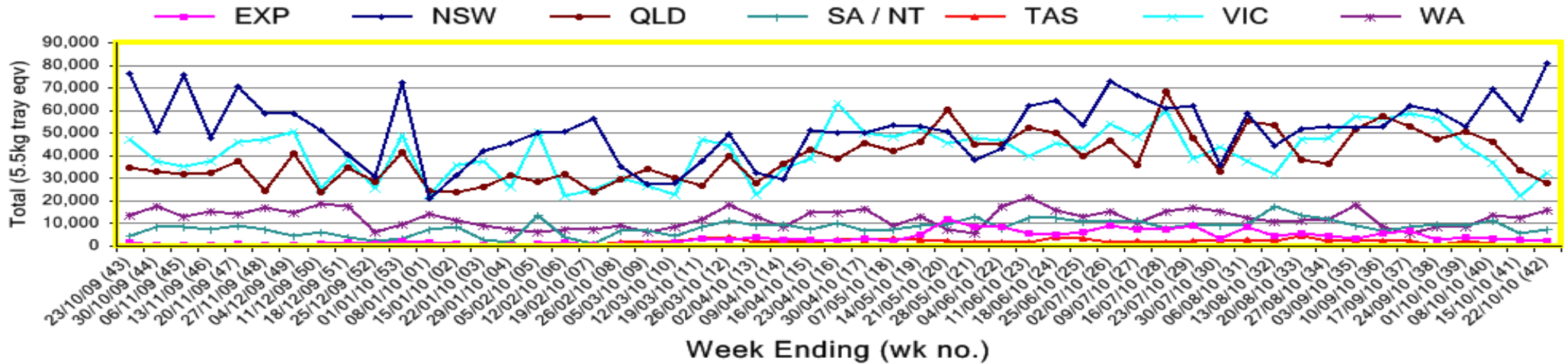


Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 6,757,072 5.5kg tray eqv



Week 42 contributors - Packhouses

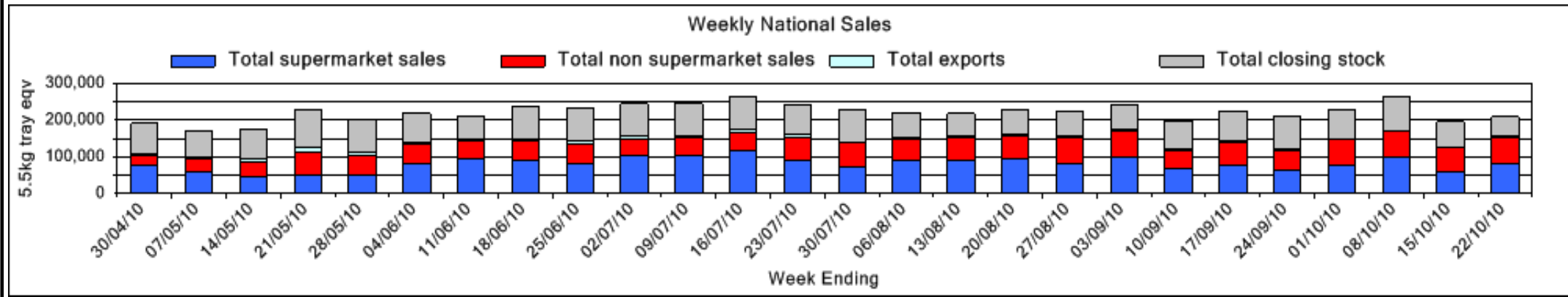
- Aussie Orchards Growers & Packers
- Avonova
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Green Nugget Orchards
- Green Pear Avocado
- I & A Tolson
- Jirel Holdings
- Midcoast Avocados
- Natures Fruit Company
- NZ Avocado Industry Council
- Perseverance Farming Co
- Summerland House With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

Week 42 contributors - Wholesalers

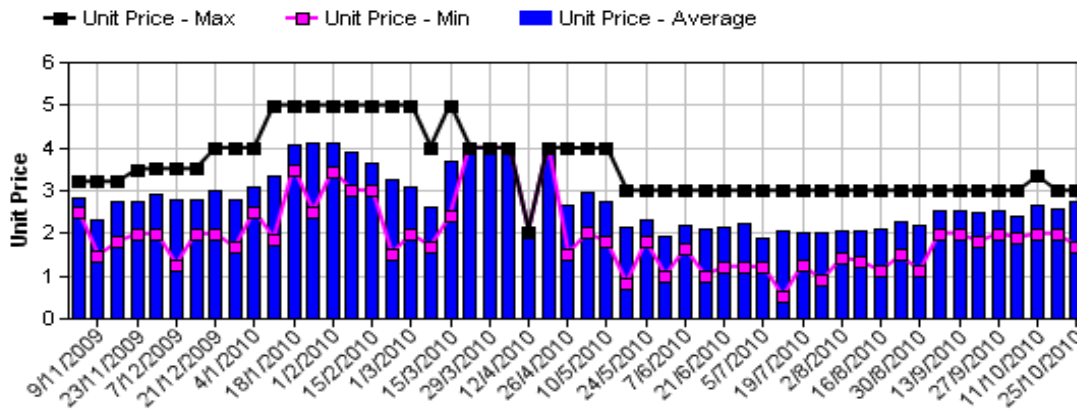
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- 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

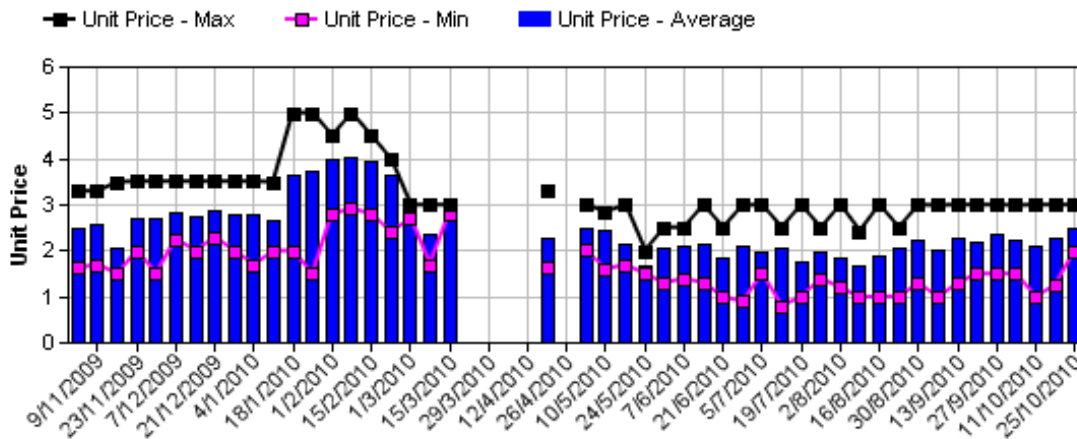
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	36,911		148	37,059	119		1	120	218						37,127		150	37,277
Total non supermarket sales	19,122		94	19,216	2,807		65	2,872	5,222						24,226		212	24,438
Total exports	608			608											608			608
Total sales	56,641		242	56,883	2,926		66	2,992	5,440						61,961		362	62,323
Total Stock on Hand	7,390		31	7,421	256		31	287	522						7,855		87	7,943
QLD																		
Total supermarket sales	13,548			13,548	180			180	327						13,875			13,875
Total non supermarket sales	17,273		40	17,313	358		190	548	996						17,924		385	18,309
Total exports	1,328			1,328	85			85	155						1,483			1,483
Total sales	32,149		40	32,189	623		190	813	1,478						33,282		385	33,667
Total Stock on Hand	16,857		8	16,865	320		88	408	742						17,439		168	17,607
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	7,126		68	7,194	563		26	589	1,071	2,500			2,500	455	8,605		115	8,720
Total Stock on Hand																		
VIC																		
Total supermarket sales	14,662		286	14,948	95		1	96	175						14,834		288	15,122
Total non supermarket sales	8,481		839	9,320	5,496		19	141	5,656	10,284					18,474	35	1,095	19,603
Total exports																		
Total sales	23,142		1,125	24,267	5,591		19	142	5,752	10,458					33,308	35	1,383	34,725
Total Stock on Hand	6,688	-3	318	7,003	3,102	-19	19	3,102	5,640						12,328	-38	352	12,643
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	14,527			14,527	556			556	1,011	2,863			2,863	521	16,058			16,058
Total Stock on Hand																		
Total																		
Total supermarket sales	80,369		434	80,803	394		2	396	720	5,363			5,363	975	82,061		438	82,498
Total non supermarket sales	51,030		1,041	52,071	9,780		19	422	10,221	18,584					68,812	35	1,808	70,655
Total exports	2,186			2,186	85			85	155						2,341			2,341
Total sales	133,586		1,475	135,060	10,259		19	424	10,702	19,458			5,363	975	153,213	35	2,246	155,494
Total Stock on Hand	43,391	-3	374	43,761	5,815	-19	112	5,908	10,742	127			127	23	53,986	-38	577	54,526



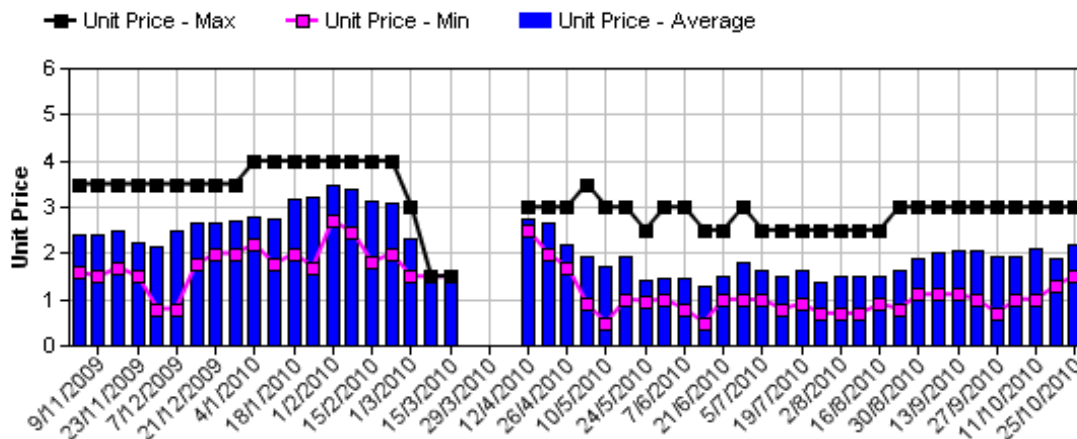
Hass Avocado Average Retail Prices - Sydney



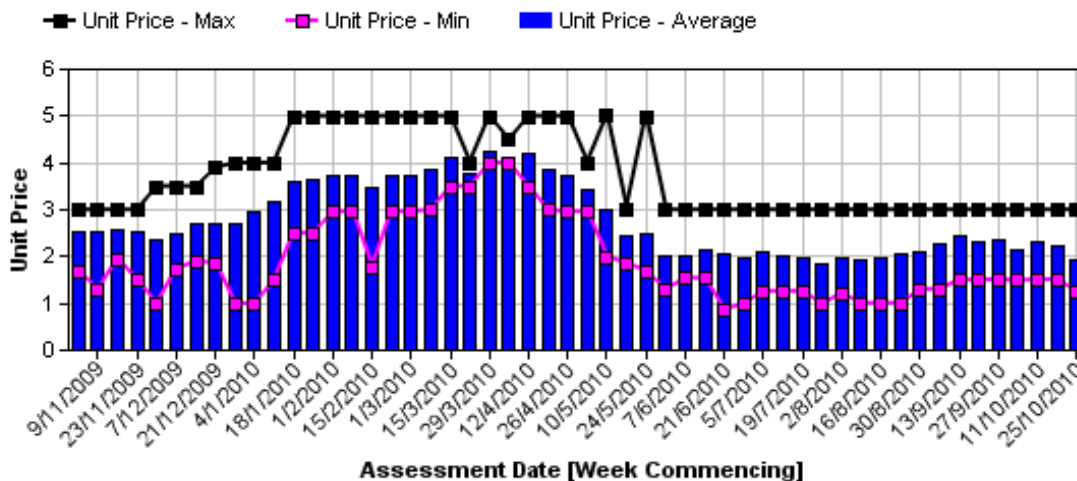
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

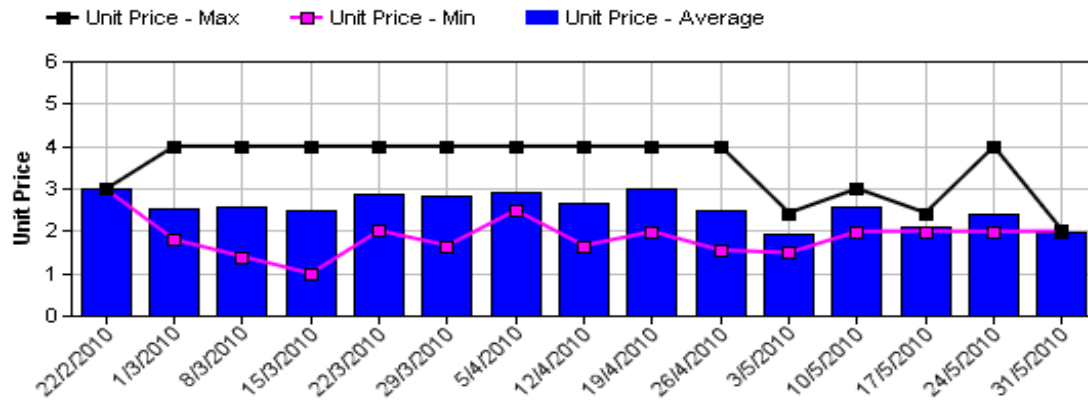


Hass Avocado Average Retail Prices - Perth

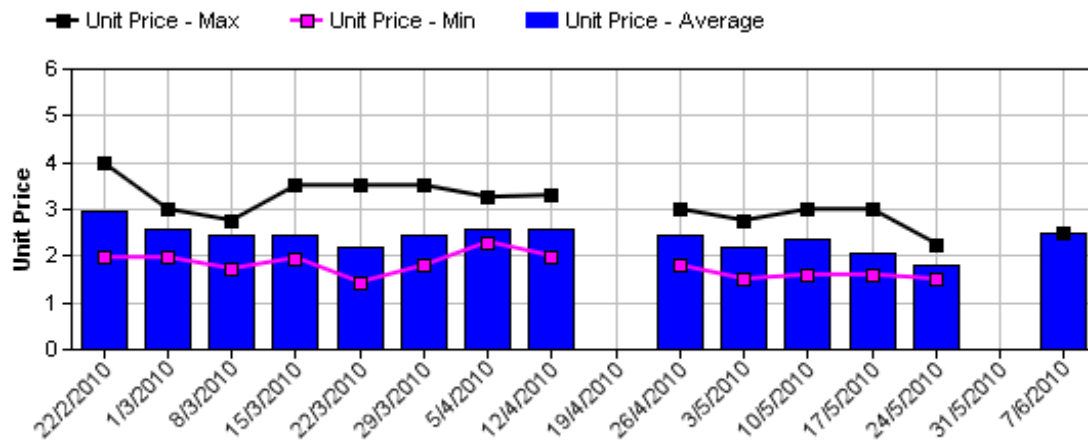


Assessment Date [Week Commencing]

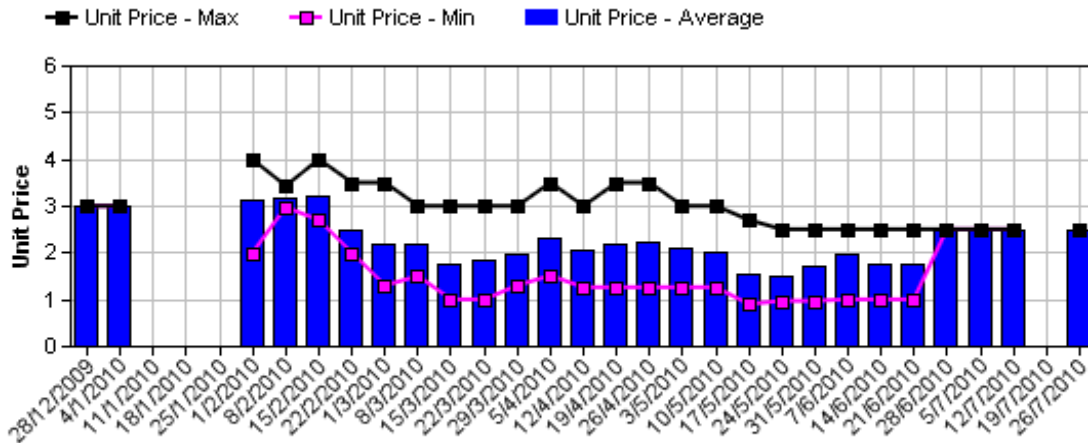
Shepard Avocado Average Retail Prices - Sydney



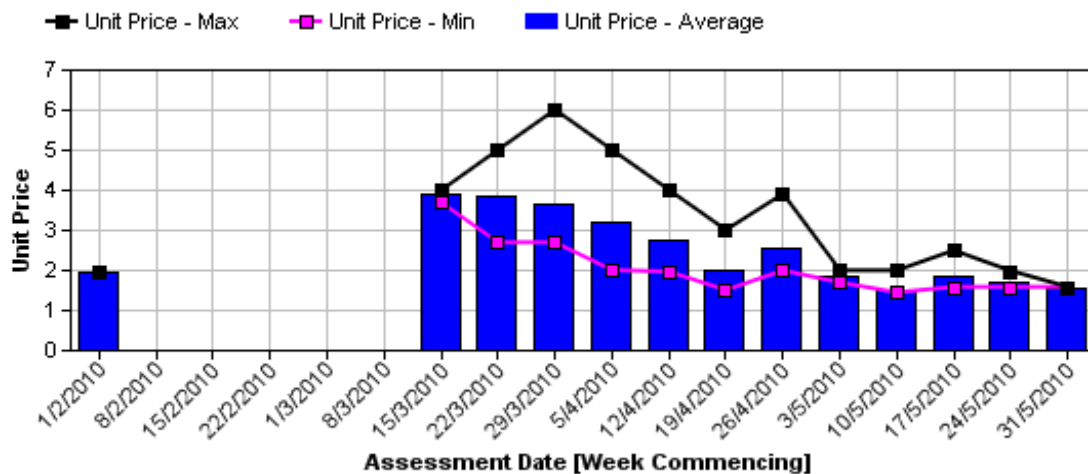
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 25th October 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	220	1.69	Store	NZ
Coles	Hass	245	2.48	No	Aus
Coles	Hass	245	2.48	No	Aus
Coles	Hass	250	2.48	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	295	2.49	No	Aus
Woolworths	Hass	270	2.98	No	Aus
Woolworths	Hass	240	2.98	No	Aus
Woolworths	Hass	265	2.98	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	280	2.99	No	Aus
I	Hass	320	2.99	No	Aus
I	Hass	285	2.99	No	Aus
Foodworks	Hass	280	2.99	No	Aus
I	Hass	335	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
BRISBANE					
I	Hass	265	1.50	Store	Aus
I	Hass	245	1.79	Store	Aus
Coles	Hass	235	1.89	No	NZ
Coles	Hass	265	1.89	No	NZ
Woolworths	Hass	235	1.94	No	Aus
Woolworths	Hass	242	1.94	No	Aus
Woolworths	Hass	260	1.94	Store	Aus
I	Hass	215	1.99	No	Aus
IGA	Hass	240	1.99	No	Aus
Coles	Hass	260	1.99	No	NZ
IGA	Hass	195	2.42	Store	NS
IGA	Hass	180	2.49	No	Aus
I	Hass	255	2.89	Store	NS
I	Hass	255	2.99	Store	Aus
I	Hass	290	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	305	1.99	No	NS
I	Hass	260	1.99	No	NS
IS	Hass	275	2.29	No	NS
Coles	Hass	280	2.48	Cat	Aus
Coles	Hass	335	2.48	Store	Aus
Safeway	Hass	315	2.48	No	Aus
Safeway	Hass	315	2.48	No	Aus
Coles	Hass	285	2.48	No	Aus
Safeway	Hass	275	2.48	No	Aus
I	Hass	270	2.49	No	NS
I	Hass	320	2.50	No	NS
I	Hass	310	2.50	No	NS
I	Hass	295	2.59	No	Aus
I	Hass	290	2.98	No	Aus
IGA	Hass	305	2.99	No	Aus
PERTH					
Coles	Hass	235	1.25	Store	Aus
Coles	Hass	250	1.45	Store	Aus
Coles	Hass	270	1.45	Store	Aus
IS	Hass	230	1.50	Store	Aus
IGA	Hass	225	1.59	Cat	Aus
IGA	Hass	260	1.59	Cat	NS
IS	Hass	270	1.59	Cat	Aus
IGA	Hass	240	1.59	Cat	Aus
I	Hass	260	1.79	Store	Aus
Woolworths	Hass	195	1.98	No	Aus
I	Hass	220	1.99	No	Aus
Woolworths	Hass	240	2.25	No	Aus
Woolworths	Hass	265	2.25	No	Aus
I	Hass	245	2.49	No	Aus
I	Hass	325	2.99	No	Aus
I	Hass	255	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