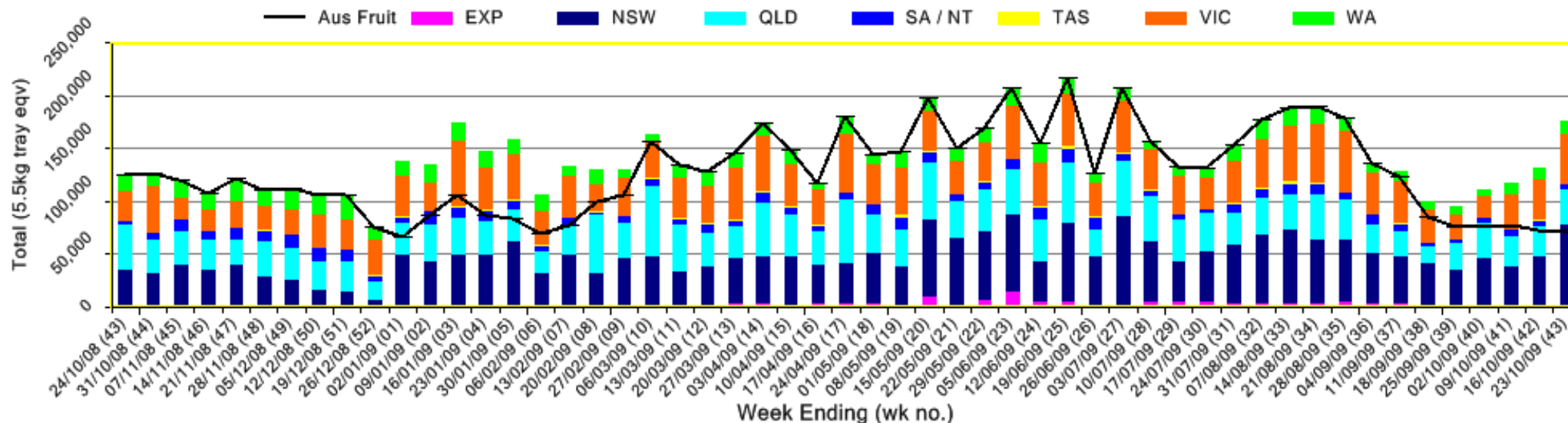


INFOCADO WEEKLY REPORT: 17th - 23rd October 2009 (Wk 43)

Industry Dispatches 17th October - 23rd October 2009 (Wk 43)

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	Other	5.5Kg Eqv				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP	73								720	121				914	89			1,076
NSW	469	2,969	7,611	13,796	758	8,330	21,820	3,243	8,877		4,601			67,873				76,238
QLD	488	575	2,084	5,413	483	5,480	10,624	1,755	3,207		1,505	6,515	732	30,109				34,163
SA / NT		8	366	245			521	873	894		429			3,133				3,913
TAS		25	77	189			106	371	35					961				961
VIC	296	1,986	5,948	9,886	282	5,422	14,002	1,592	5,873		1,052			45,287				47,200
WA	14	215	978	1,964			2,684	2,148	1,055		2,195			9,346				13,337
Total	1,340	5,778	17,064	31,493	1,523	22,543	49,838	9,294	18,750	157,623	9,871	6,515	732	176,888				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,458,653 5.5kg tray eqv

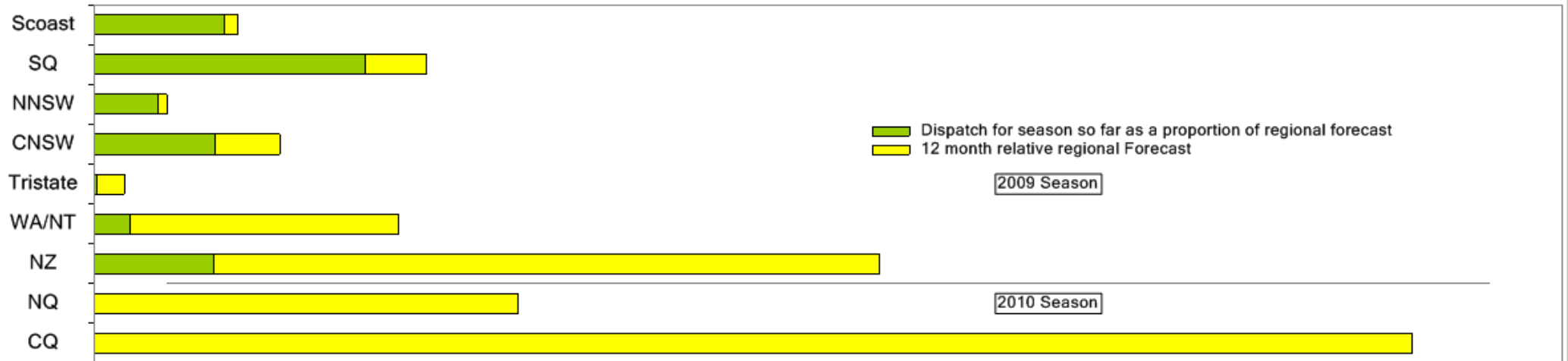


Comments from the CEO

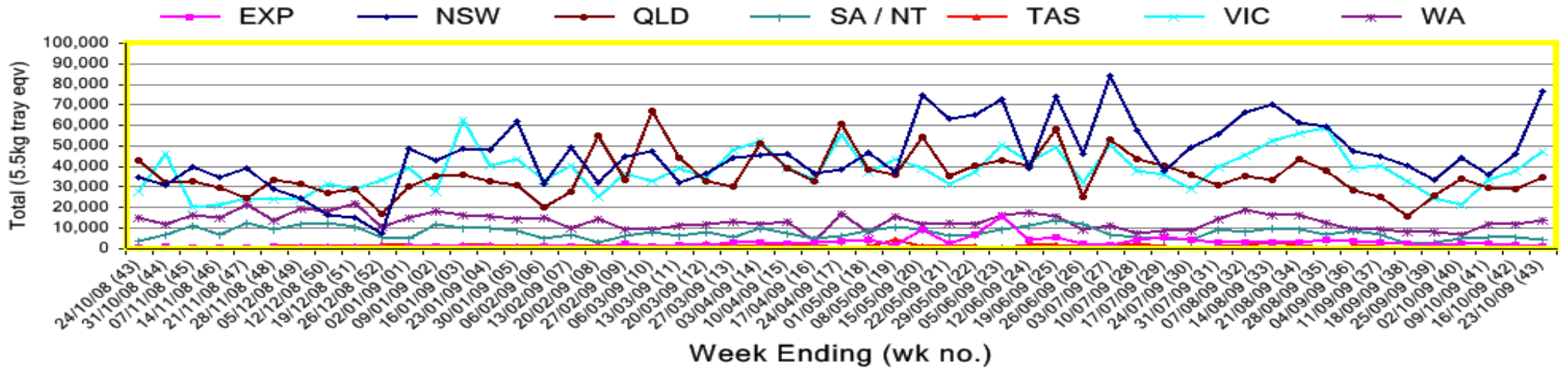
- Dispatches are about 30,000 trays higher than forecast. This is primarily due to there being higher than forecast volumes of New Zealand fruit.
- Total sales to supermarkets (page 4) have risen significantly due to the increase of New Zealand volumes.
- Please note that the retail prices reported on pages 5 and 6 of the report are collected on a Monday (except when there is a public holiday) therefore on the graph—week ending 1st November relates to prices collected on Monday 26th October.



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,458,653 5.5kg tray eqv



Week 43 contributors - Packhouses

NZ Avocado Industry Council
Avonova
Avowest
Balmoral Orchard
Coastal Avocados
G & C Christensen
Googa Farms
Green Nugget Orchards
Green Pear Avocado
I & A Tolson
Merrinee Farms

Midcoast Avocados
Mt Binga Orchards Pty Ltd
Natures Fruit Company
One Harvest
Perseverance Farming Co
Serrata Enterprises
Sunfresh
Sunnyspot Packhouse PL
The Avocado Grove
WJ Row

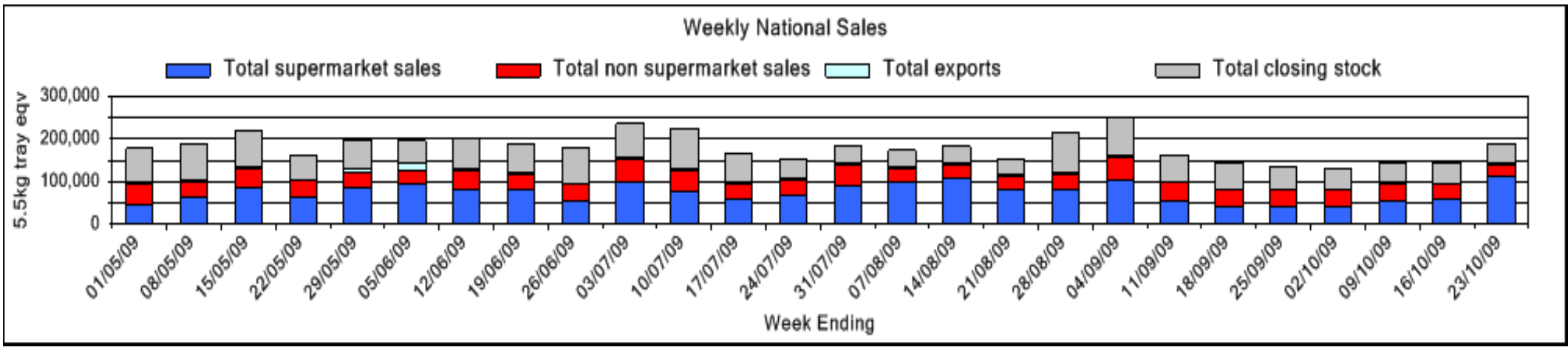
Week 43 contributors - Wholesalers

Costa Exchange Trading (Adelaide)
Dykes Bros (Melbourne)
Etherington (Perth)
Kelly's (Melbourne)
Murray Bros (Brisbane)
Quality Produce International (Perth)

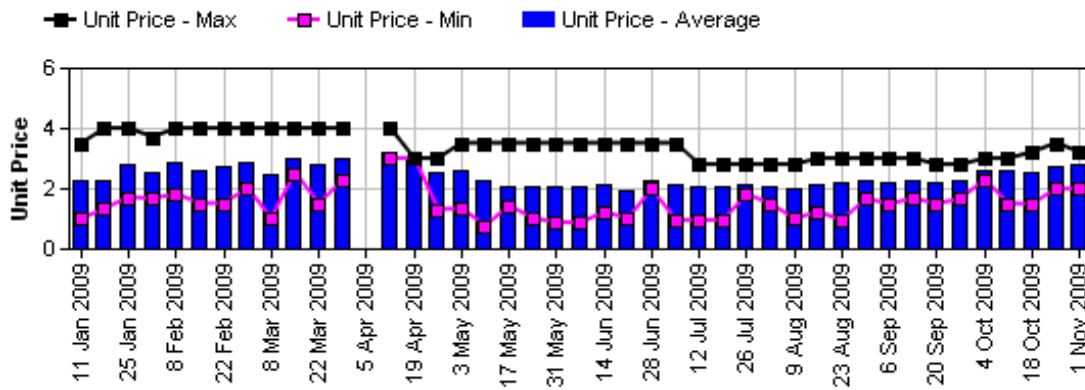
Romeos Marketing (Brisbane)
Sculli & Co Pty Ltd (Melbourne)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

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

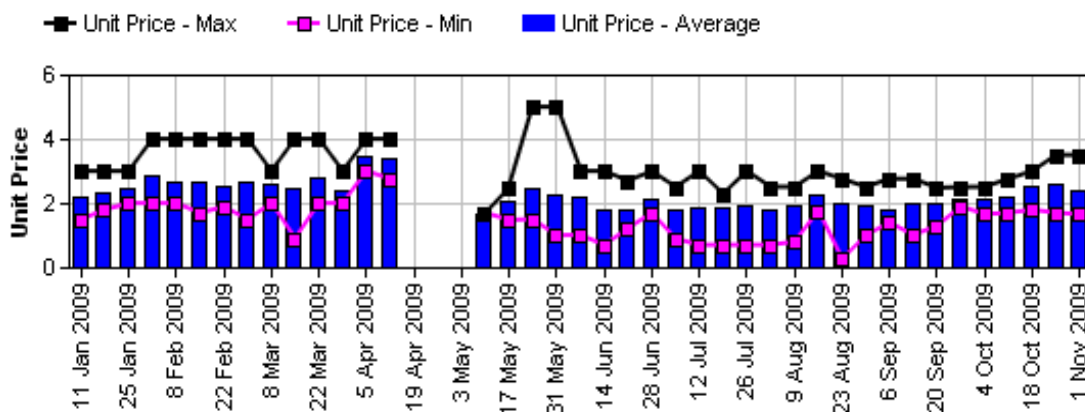
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales																		
Total Stock on Hand																		
QLD																		
Total supermarket sales	23,049		4	23,053			44	44	80	6,515				6,515	1,185	24,233	84	24,317
Total non supermarket sales	11,968			11,968												11,968		11,968
Total exports	841			841	89			89	162						1,003		1,003	
Total sales	35,858		4	35,862	89		44	133	242	6,515				6,515	1,185	37,204	84	37,288
Total Stock on Hand	13,075			13,075	33			33	60						13,135			13,135
SA & TAS																		
Total supermarket sales	4,211		135	4,346						10				10	2	4,213	135	4,348
Total non supermarket sales	3,021		670	3,691	219		47	266	484						3,419	755	4,175	
Total exports																		
Total sales	7,232		805	8,037	219		47	266	484	10			10	2	7,632	890	8,522	
Total Stock on Hand	9,001		1,093	10,094	883		14	897	1,631	17			17	3	10,610	1,118	11,728	
VIC																		
Total supermarket sales	34,948			34,948											34,948			34,948
Total non supermarket sales	5,282		920	6,202	234		121	355	645						5,707	1,140	6,848	
Total exports																		
Total sales	40,230		920	41,150	234		121	355	645						40,655	1,140	41,795	
Total Stock on Hand	9,903		398	10,301	363		507	870	1,582						10,563	1,320	11,883	
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	4,236	14		4,250	987	34		1,021	1,856						6,031	76	6,106	
Total Stock on Hand																		
Total																		
Total supermarket sales	111,664		139	111,803	88		44	132	240	6,525				6,525	1,186	113,011	219	113,230
Total non supermarket sales	23,579	14	1,590	25,183	1,352	34	168	1,554	2,825						26,037	76	1,896	28,009
Total exports	841			841	89			89	162						1,003			1,003
Total sales	136,085	14	1,729	137,828	1,529	34	212	1,775	3,227	6,525				6,525	1,186	140,051	76	142,241
Total Stock on Hand	40,130		1,491	41,621	2,091		521	2,612	4,749	17			17	3	43,935	2,438		46,373



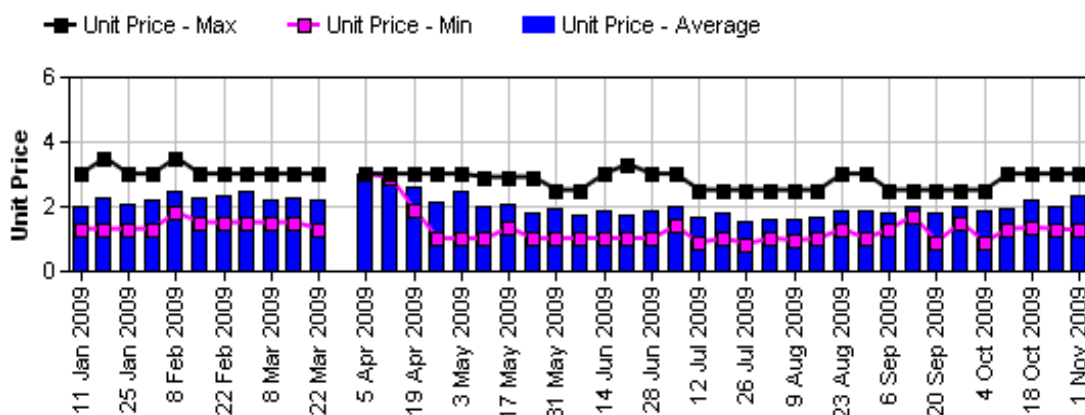
Hass Avocado Retail Prices - Sydney



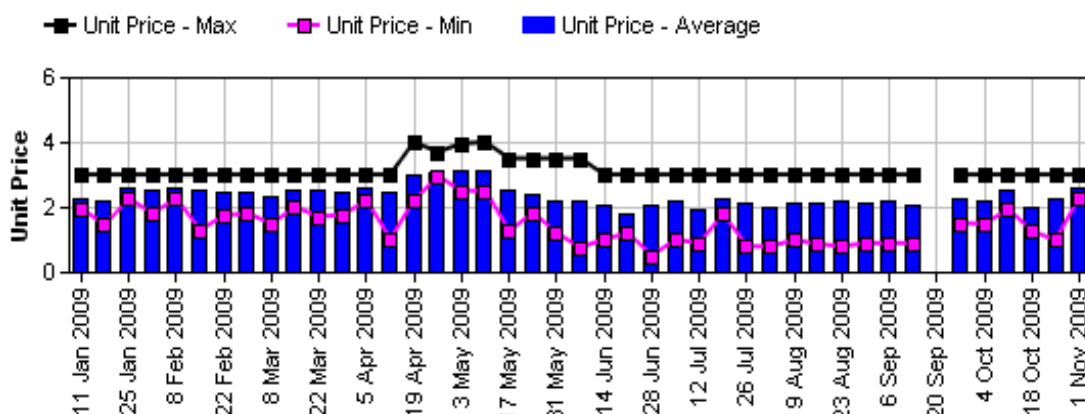
Hass Avocado Retail Prices - Melbourne



Hass Avocado Retail Prices - Brisbane



Hass Avocado Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by city, store and variety—26th October 2009

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Ind C	Hass	260	1.98	No	NZ
Ind C	Reed	260	2	No	Aus
Ind	Hass	260	2.49	No	Aus
Ind	Hass	270	2.49	No	Aus
Ind	Reed	320	2.49	No	NS
Ind C	Reed	440	2.5	No	Aus
Coles	Hass	260	2.68	No	NZ
Coles	Hass	270	2.68	No	NZ
Ind	Hass	280	2.69	No	Aus
IGA	Hass	270	2.79	No	Aus
Woolworths	Hass	300	2.95	No	Aus
IGA	Hass	270	2.95	No	NS
Woolworths	Hass	280	2.95	No	NZ
Foodworks	Hass	280	2.99	No	NS
Ind C	Hass	340	2.99	No	Aus
Ind	Reed	330	2.99	No	NS
Ind C	Reed	380	2.99	No	Aus
Ind C	Hass	320	3	No	Aus
Ind	Hass	280	3.2	No	NS
BRISBANE					
Woolworths	Hass	190	1.25	No	Aus
Ind C	Hass	180	1.69	No	Aus
Ind	Reed	275	1.75	No	Aus
Coles	Hass	270	1.95	No	NZ
Coles	Hass	25	1.95	No	Aus
Woolworths	Hass	270	1.96	No	Aus
Coles	Hass	240	1.96	No	NZ
Ind	Hass	230	1.99	No	Aus
Ind	Hass	230	1.99	No	Aus
Woolworths	Hass	235	2.25	No	Aus
IGA	Hass	180	2.49	No	Aus
Ind C	Hass	260	2.59	No	Aus
Ind	Hass	280	2.89	Store	Aus
IGA	Hass	180	2.99	No	NS
IGA	Hass	240	2.99	No	Aus
Ind	Wurtz	354	2.99	Store	Aus
Ind	Hass	250	2.99	Store	NZ
Ind	Hass	278	2.99	No	Aus
Ind	Reed	442	2.99	Store	Aus

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

Special Codes

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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Coles	Hass	295	1.65	No	NZ
Coles	Hass	265	1.65	No	NS
Coles	Hass	275	1.65	No	Aus
Ind	Hass	205	1.99	No	NS
Ind	Hass	245	1.99	No	NS
Ind	Hass	260	1.99	No	NS
Ind	Hass	240	2.39	No	NS
Safeway	Hass	295	2.68	No	Aus
Safeway	Hass	340	2.68	No	Mixed
IGA	Hass	275	2.69	No	Aus
Ind	Hass	325	3.25	No	NS
Ind	Hass	345	3.25	No	NS
Ind	Hass	310	3.49	No	Aus
PERTH					
Woolworths	Hass	220	2.29	Store	Aus
Woolworths	Hass	230	2.29	No	Aus
Ind	Hass	265	2.29	No	Aus
Woolworths	Hass	185	2.29	No	Aus
Ind	Hass	280	2.48	No	Aus
Coles	Hass	210	2.48	No	Aus
Coles	Hass	220	2.48	No	Aus
Ind	Hass	270	2.49	No	Aus
Ind	Hass	240	2.5	No	Aus
Coles	Hass	205	2.68	No	Aus
IGA	Hass	260	2.89	No	Aus
Ind C	Hass	290	2.99	No	Aus
Ind	Hass	285	2.99	No	Aus
IGA	Hass	310	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
Ind	Hass	265	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

Ind = Independent Fruit and Vegetable stores
 Ind C = Independent Fruit and Vegetable store Chains
 Ind S = Independent Supermarkets