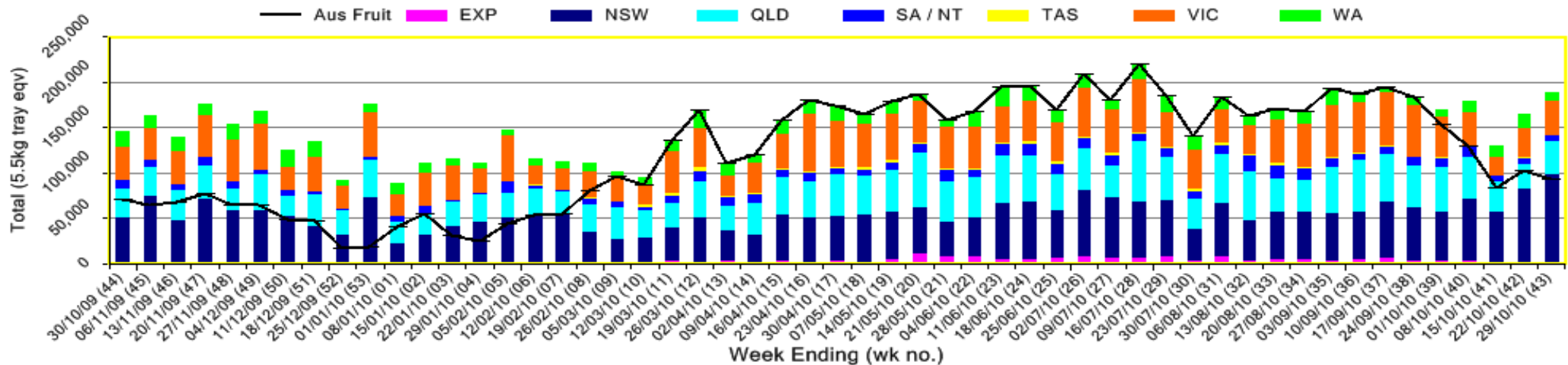


INFOCADO WEEKLY REPORT: 23rd - 29th October 2010 (Wk 43)

Industry Dispatches By Destination State and Count Size : 23rd October - 29th October 2010 (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	5.5Kg Eqv			
	< 16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total			
EXP									334	629			963	594		2,043
NSW	626	4,054	10,771	19,887	429	16,423	20,244	6,419	7,560				86,413	5,795		96,949
QLD	40	911	3,962	7,943	926	5,515	7,880	2,191	2,194			2,370	31,562	2,495	2,370	36,529
SA / NT			2,972	9	9	775	512	832				3,000	5,109	303	3,000	6,205
TAS								297					297			297
VIC	234	1,621	5,950	10,455	214	6,712	5,601	1,912	1,778		1,352		34,477	1,352		36,935
WA		1	11	2,302		2,657	1,608	1,121			1,533	2,500	7,700	1,533	2,500	10,942
Total	900	6,587	23,666	40,596	1,578	32,082	36,142	12,809	12,161	166,521	12,072	7,870	166,521	12,072	7,870	189,901

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 6,946,972 5.5kg tray eqv



Comments from the CEO

- Dispatches this week were significantly higher than what was forecast. This was mostly due to higher than forecast imports from New Zealand.
- Increasing consumer demand is again evident with reducing wholesale markets stock at hand even with the high volumes of fruit in the market.
- Please note that the October Dry Matter % results are attached at the back of this report.

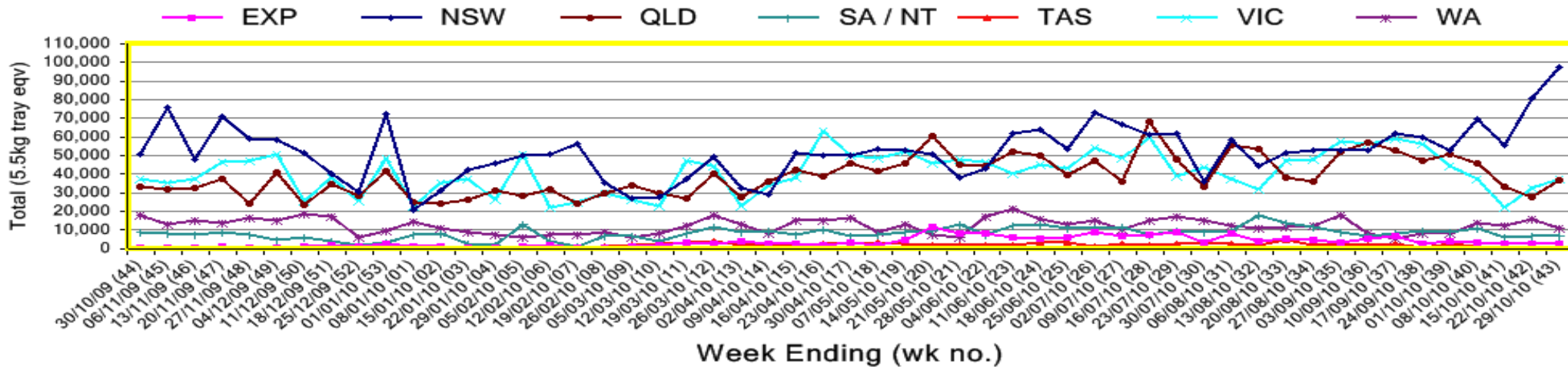


Percentage dispatched by region (Based on seasonal forecast - 2010)

■ 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 = 6,946,972 5.5kg tray eqv



Week 43 contributors - Packhouses

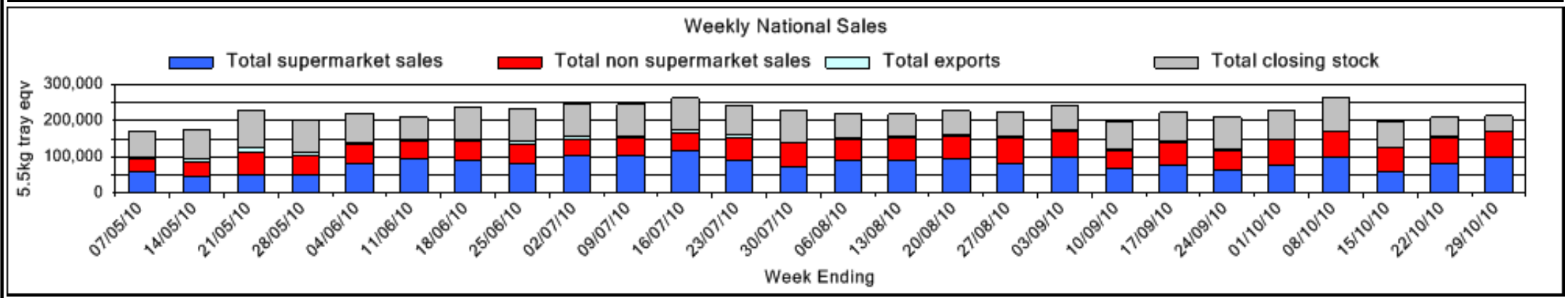
- Advance Packing & Marketing Services
- Avonova
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Green Nugget Orchards
- I & A Tolson
- Mariners Rest
- Midcoast Avocados
- Mt Binga Orchards Pty Ltd
- Natures Fruit Company
- NZ Avocado Industry Council
- Perseverance Farming Co
- Sunfresh
- Sunnyspot Packhouse PL
- WJ Row

Week 43 contributors - Wholesalers

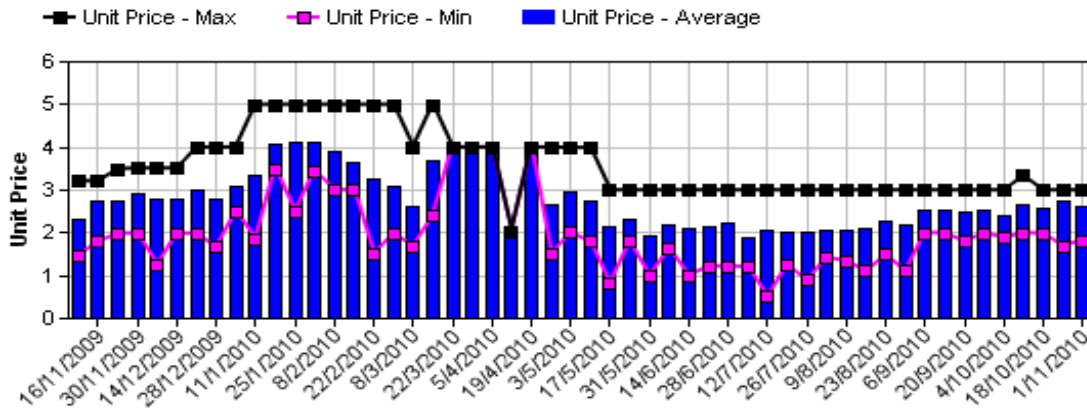
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Romeos Marketing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

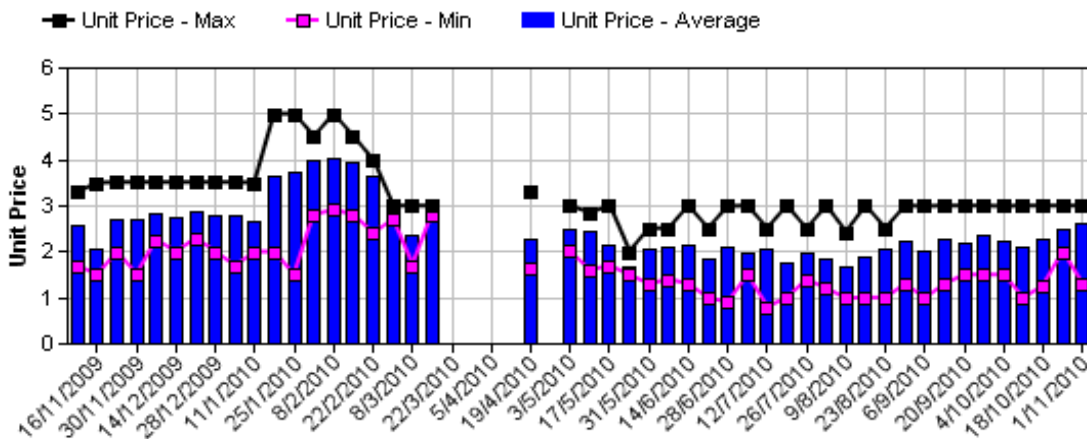
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	49,820			49,820	482			482	876						50,696			50,696
Total non supermarket sales	18,319			18,319	2,251			2,251	4,093						22,412			22,412
Total exports	303			303											303			303
Total sales	68,442			68,442	2,733			2,733	4,969						73,411			73,411
Total Stock on Hand	5,869			5,869	294			294	535	12			12	2	6,406			6,406
QLD																		
Total supermarket sales	17,614			17,614											17,614			17,614
Total non supermarket sales	17,394		4	17,398	758		300	1,058	1,924						18,773		549	19,322
Total exports	500			500	114			114	207						707			707
Total sales	35,508		4	35,512	872		300	1,172	2,131						37,094		549	37,643
Total Stock on Hand	15,602		4	15,606	132			132	240						15,842		4	15,846
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	# Full data set not displayed because not enough SA/TAS wholesalers contributed data this week																	
Total sales	8,118		121	8,239	567		4	571	1,038						9,149		128	9,277
Total Stock on Hand																		
VIC																		
Total supermarket sales	20,323			20,323	35			35	64						20,386			20,386
Total non supermarket sales	15,241		434	15,676	2,279			2,279	4,144						19,385		434	19,819
Total exports																		
Total sales	35,564		434	35,998	2,314			2,314	4,207						39,771		434	40,206
Total Stock on Hand	3,661		328	3,989	1,280			1,280	2,327						5,988		328	6,316
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	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	9,199		16	9,215	909		55	964	1,753	2,665			2,665	485	11,336		116	11,452
Total Stock on Hand																		
Total																		
Total supermarket sales	97,953			97,953	567			567	1,031	2,665			2,665	485	99,469			99,469
Total non supermarket sales	57,915		575	58,490	6,234		359	6,593	11,987						69,249		1,228	70,477
Total exports	963			963	594			594	1,080						2,043			2,043
Total sales	156,831		575	157,406	7,395		359	7,754	14,098	2,665			2,665	485	170,761		1,228	171,989
Total Stock on Hand	34,853		562	35,415	3,878		-4	3,874	7,044	552			552	100	42,004		555	42,559



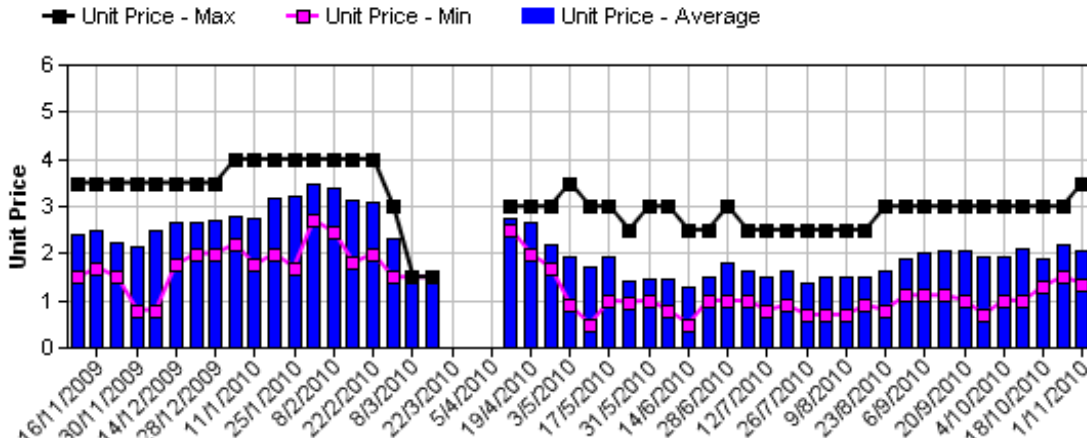
Hass Avocado Average Retail Prices - Sydney



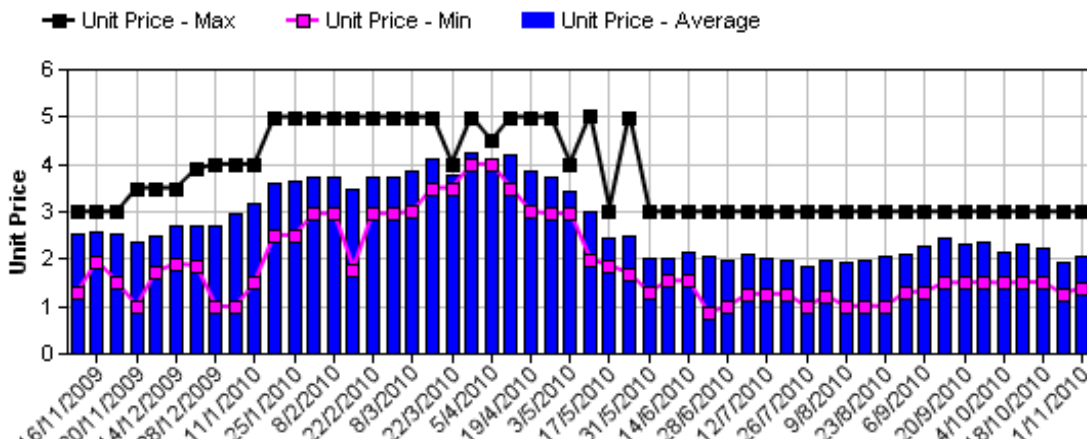
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

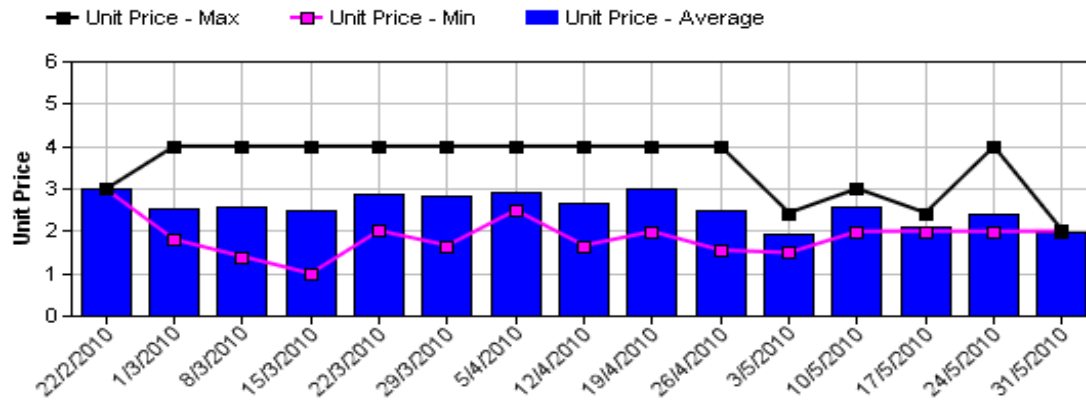


Hass Avocado Average Retail Prices - Perth

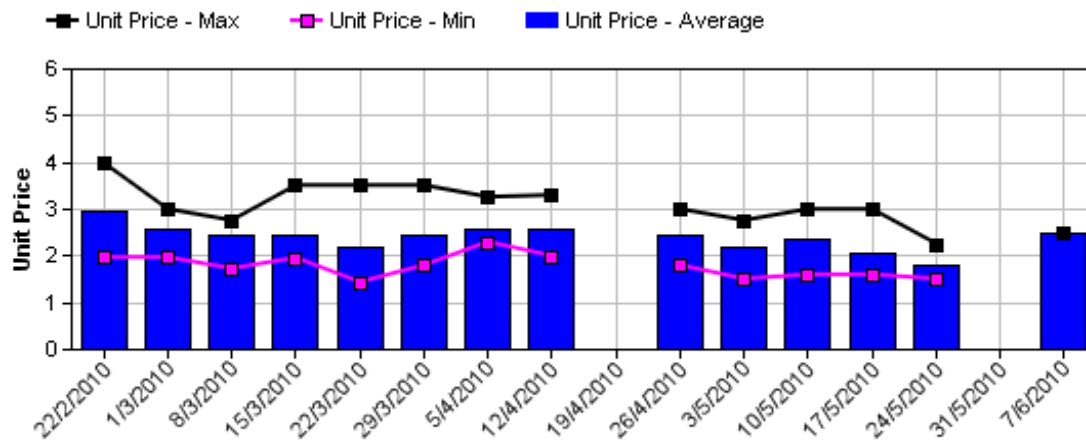


Assessment Date [Week Commencing]

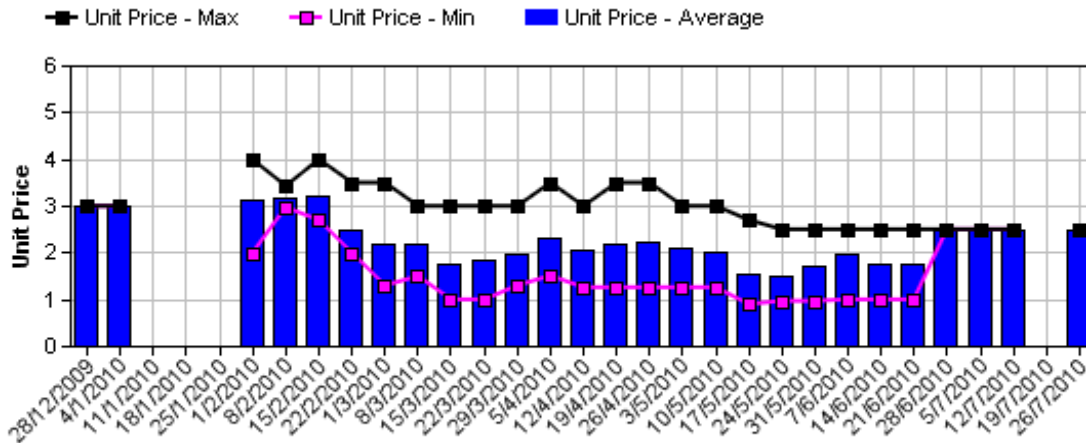
Shepard Avocado Average Retail Prices - Sydney



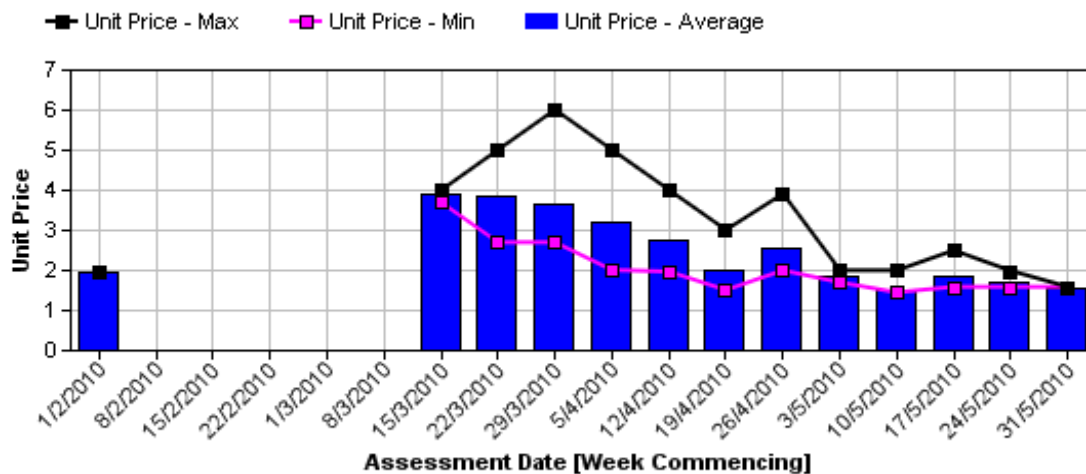
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	250	1.82	Cat	Mixed
Woolworths	Hass	235	1.82	Cat	Mixed
Woolworths	Hass	225	1.82	Cat	Mixed
Coles	Hass	265	2.48	No	Aus
Coles	Hass	265	2.48	No	Aus
Coles	Hass	270	2.48	No	Aus
I	Hass	245	2.49	No	Aus
I	Hass	245	2.49	No	Aus
IGA	Hass	275	2.99	No	NZ
I	Hass	340	2.99	No	Aus
I	Hass	300	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	265	2.99	No	Aus
Foodworks	Hass	255	2.99	No	Aus
I	Hass	295	2.99	No	Aus
BRISBANE					
Coles	Hass	265	1.35	Store	NZ
IGA	Hass	200	1.49	Store	NZ
I	Hass	245	1.5	Store	Aus
Coles	Hass	280	1.75	No	NZ
Coles	Hass	230	1.75	No	NZ
I	Hass	310	1.79	No	Aus
Woolworths	Hass	270	1.94	No	Aus
Woolworths	Hass	275	1.94	No	Aus
Woolworths	Hass	270	1.94	No	Aus
IGA	Hass	280	1.99	No	Aus
I	Hass	225	1.99	No	NZ
I	Hass	255	2.89	Store	NS
I	Hass	305	2.99	No	NS
I	Hass	306	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	170	1.29	No	NS
I	Hass	295	1.99	No	NS
I	Hass	260	2.29	No	Aus
IS	Hass	280	2.29	No	NS
Coles	Hass	270	2.48	No	Mixed
Coles	Hass	310	2.48	No	Mixed
Coles	Hass	300	2.48	No	Aus
Safeway	Hass	275	2.95	No	Aus
Safeway	Hass	260	2.95	No	Aus
Safeway	Hass	320	2.95	No	Aus
I	Hass	275	2.98	No	Aus
I	Hass	240	2.99	No	NS
IGA	Hass	265	2.99	No	Aus
I	Hass	315	2.99	No	NS
I	Hass	350	2.99	No	NS
PERTH					
Coles	Hass	250	1.39	No	Aus
IS	Hass	220	1.5	Store	Aus
Woolworths	Hass	190	1.58	Cat	Aus
Woolworths	Hass	200	1.58	Cat	Aus
Woolworths	Hass	235	1.58	Cat	Aus
IS	Hass	280	1.59	Store	Aus
I	Hass	280	1.79	No	Aus
I	Hass	265	1.99	No	Aus
Coles	Hass	250	2.25	No	Aus
Coles	Hass	255	2.25	No	Aus
IGA	Hass	325	2.29	No	Aus
IGA	Hass	270	2.49	No	Aus
I	Hass	270	2.49	No	Aus
I	Hass	230	2.99	No	Aus
IGA	Hass	295	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

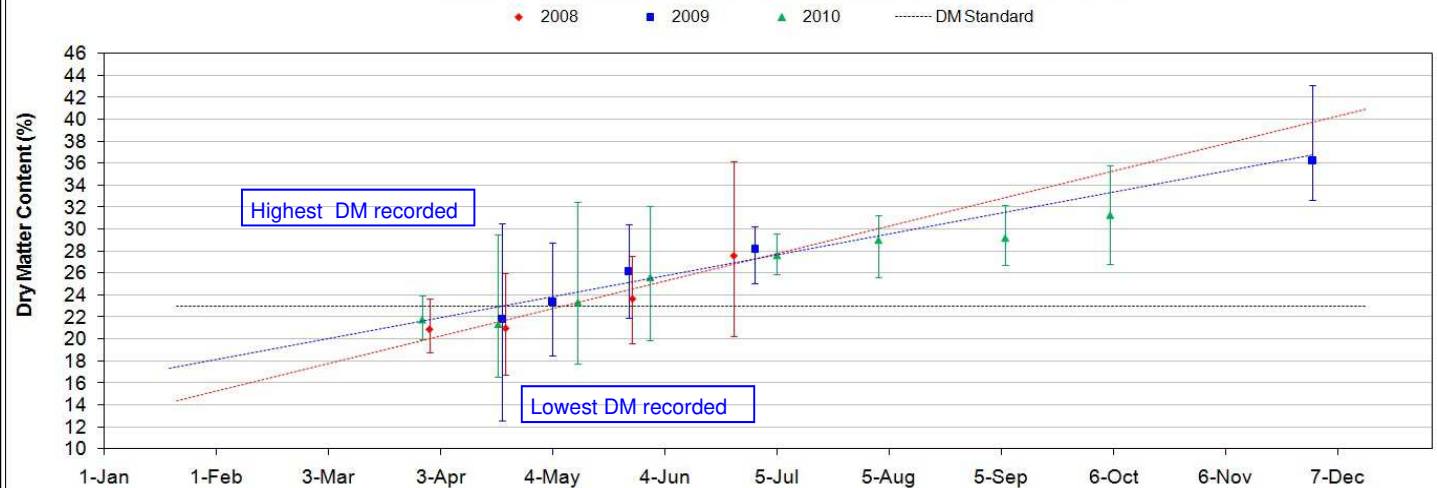


Avocado DM Content Report

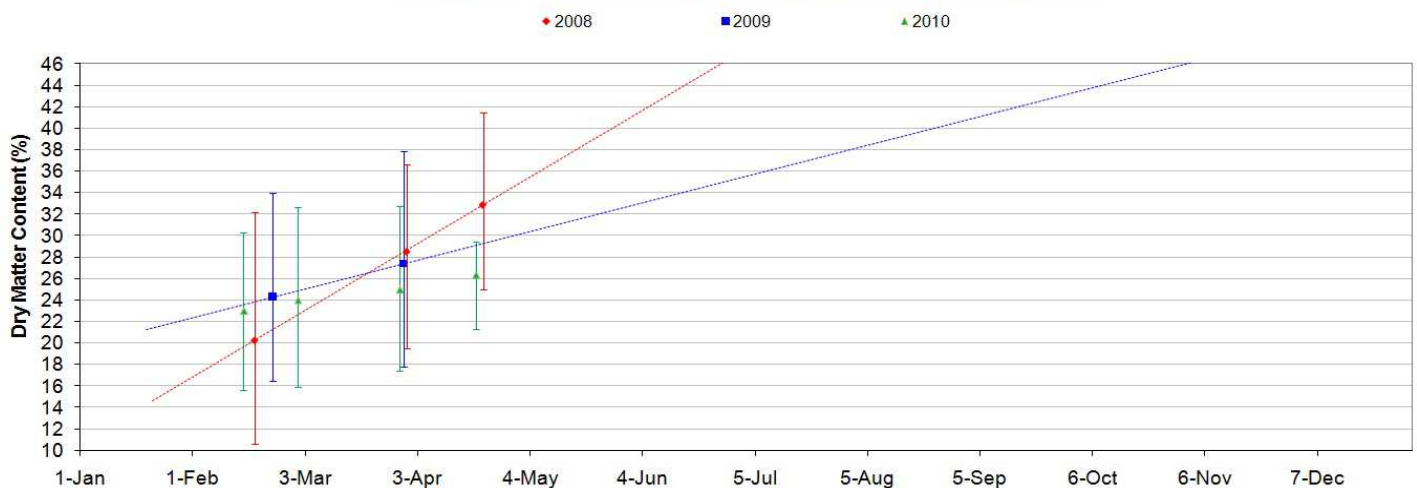
Fruit collected 25th October 2010

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 25th 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%
18.1%-20.9%					0%	0%	0%	0%	0%	10%
21%-22.9%					0%	0%	0%	0%	0%	20%
23%-28%					0%	2%	0%	9%	60%	60%
27.1%-40%					80%	96%	80%	90%	40%	10%
>40%					20%	2%	20%	1%	0%	0%

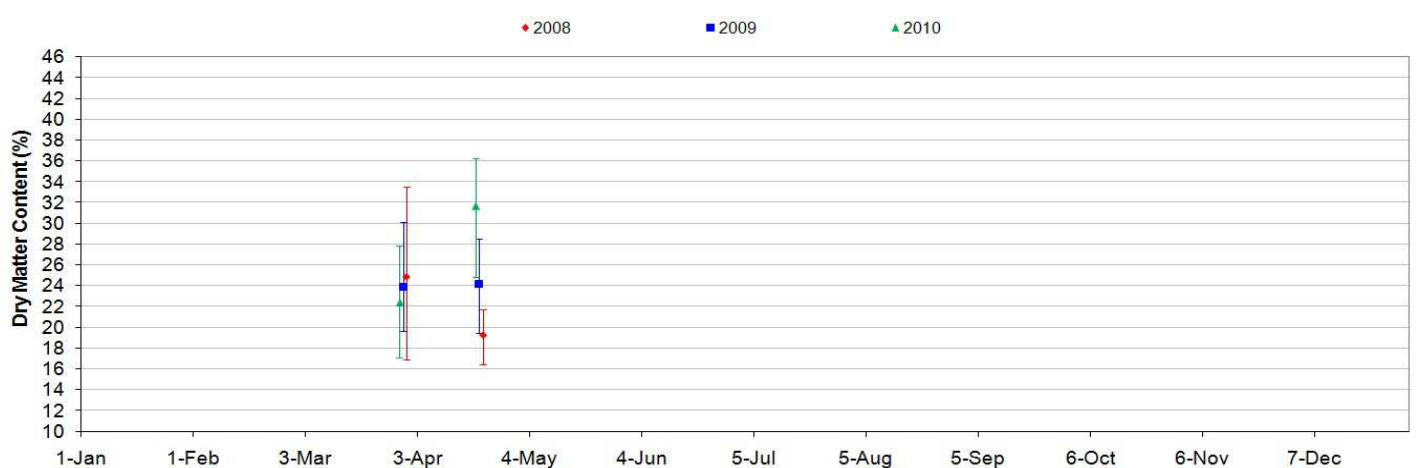
Average DM Content - North Qld (Hass) as of 25th October 2010



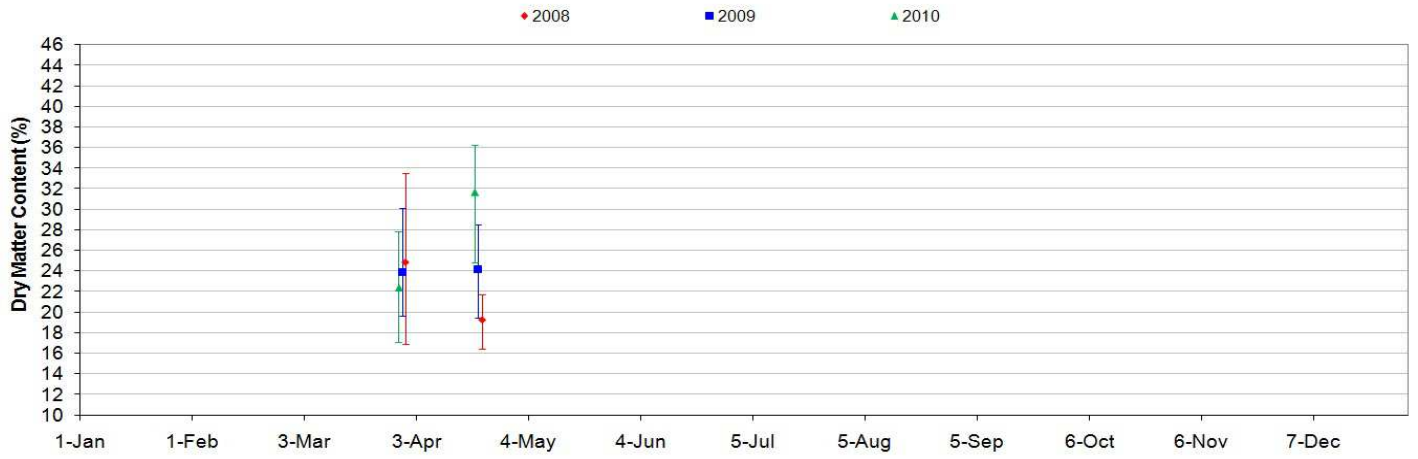
Average DM Content - North Qld (Shepard) as of 25th October 2010



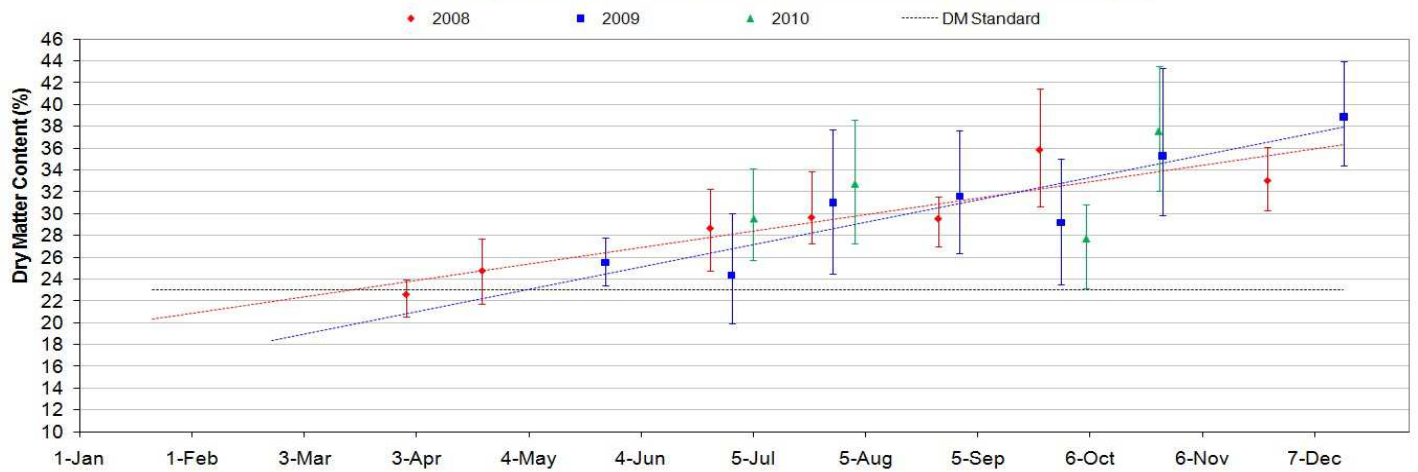
Average DM Content - Central Qld (Shepard) as of 25th October 2010



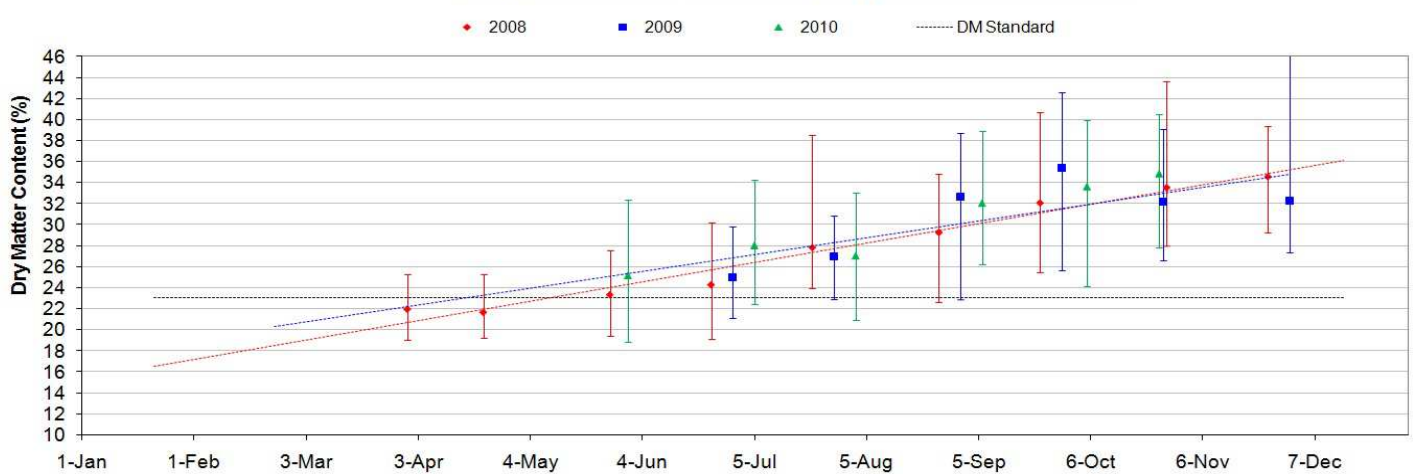
Average DM Content - Central Qld (Shepard) as of 25th October 2010



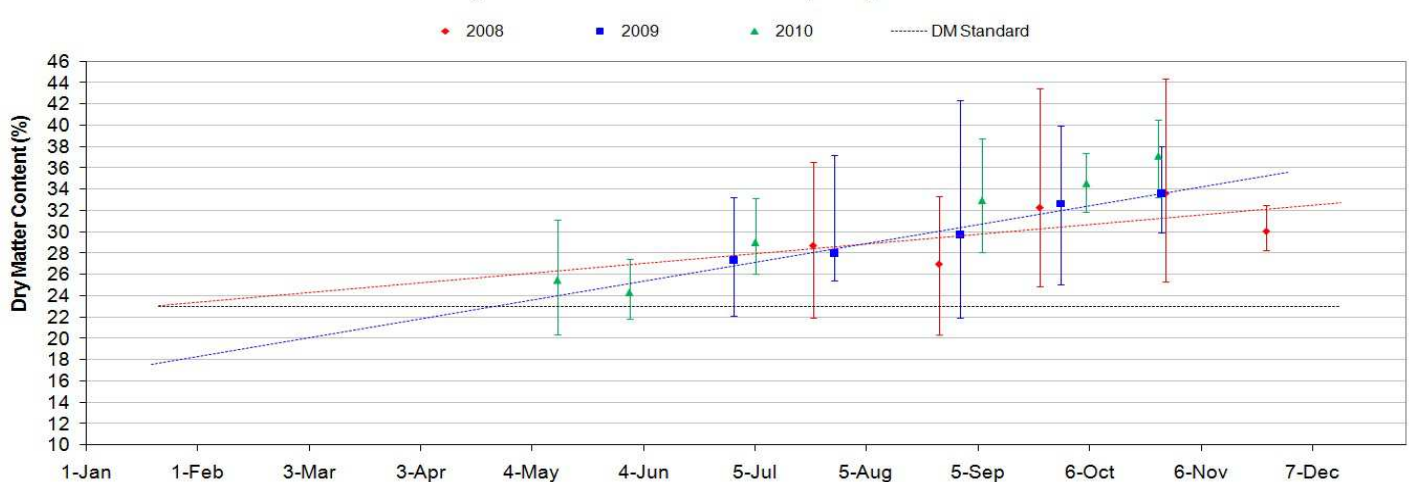
Average DM Content - Sunshine Coast (Hass) as of 25th October 2010



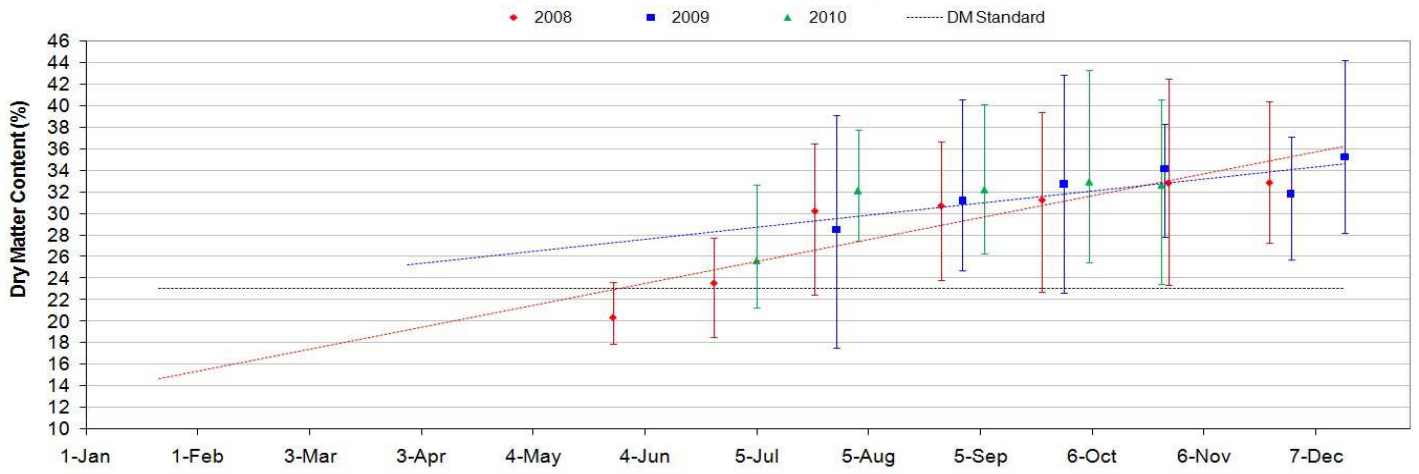
Average DM Content - South Qld (Hass) as of 25th October 2010



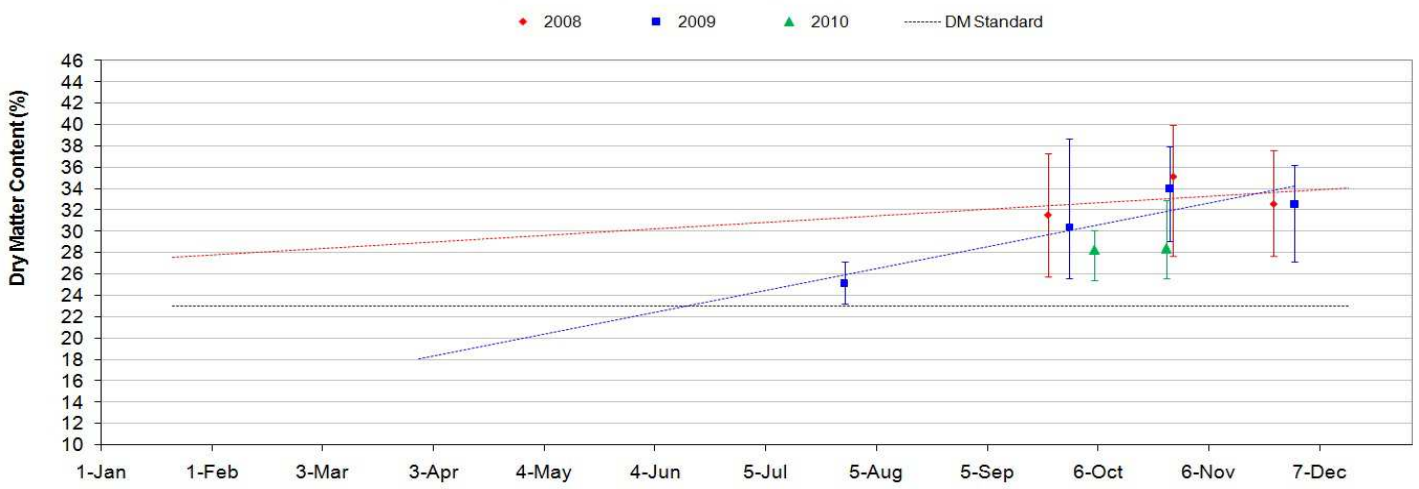
Average DM Content - Northern NSW (Hass) as of 25th October 2010



Average DM Content - Central NSW (Hass) as of 25th October 2010



Average DM Content - Tristate (Hass) as of 25th October 2010



Average DM Content - WA (Hass) as of 25th October 2010

