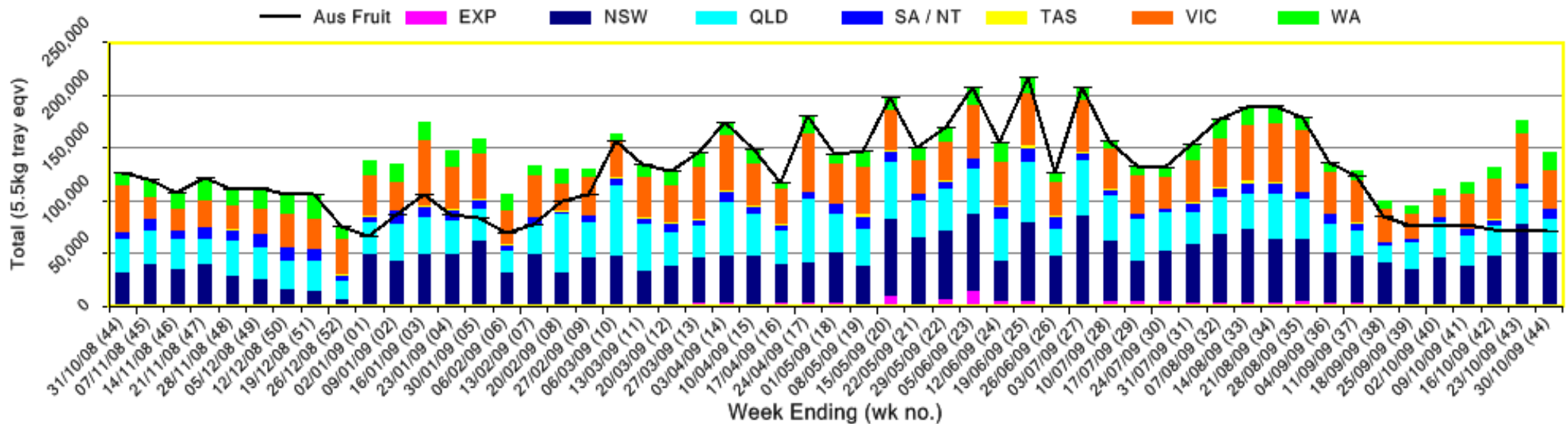


INFOCADO WEEKLY REPORT: 24th - 30th October 2009 (Wk 44)

Industry Dispatches 24th October - 30th October 2009 (Wk 44)

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								144	26	170	60			279
NSW	365	2,507	6,410	9,884	1,218	7,933	9,444	3,100	3,752	44,613	3,132		57	50,318
QLD	110	845	3,273	6,196	315	5,833	7,827	2,669	2,029	29,097	1,356	7,397		32,907
SA / NT		34	2,761	524		683	1,779	1,059	144	6,984	497	3,000		8,433
VIC	233	2,259	5,549	7,714	390	6,274	7,989	2,507	3,231	36,146	476	462		37,095
WA	8	206	729	3,139		3,599	3,029	1,547	144	12,401	2,055	7,000		17,410
Total	716	5,851	18,722	27,457	1,923	24,322	30,068	11,026	9,326	129,411	7,576	17,859	57	146,443

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,605,095 5.5kg tray eqv

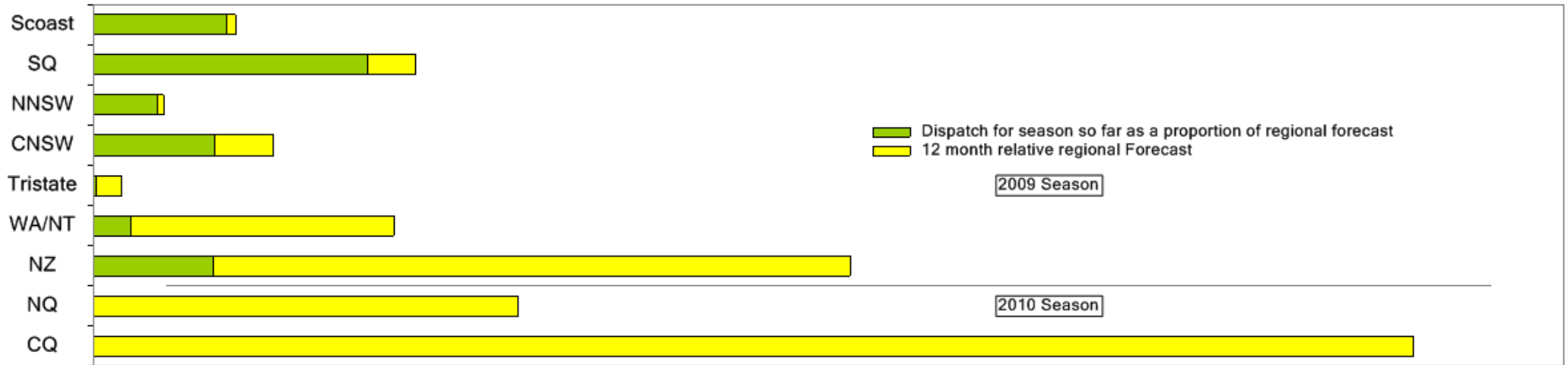


Comments from the CEO

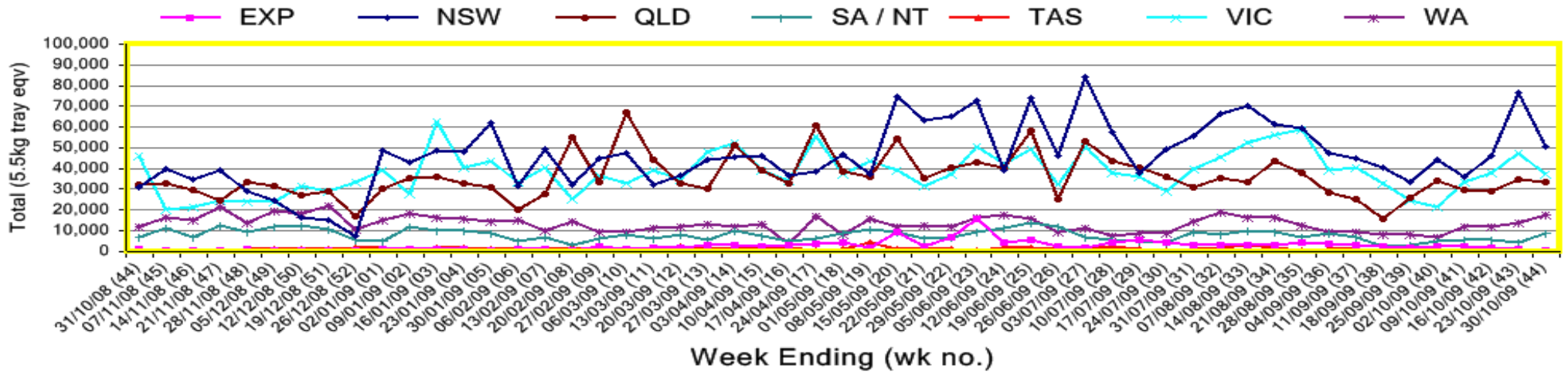
- Dispatches were slightly higher than forecast last week due to new WA fruit being dispatched.
- Around 50% of the fruit in the market is from Australia and 50% from New Zealand.
- Retail prices have remained fairly stable.



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,605,095 5.5kg tray eqv



Week 44 contributors - Packhouses

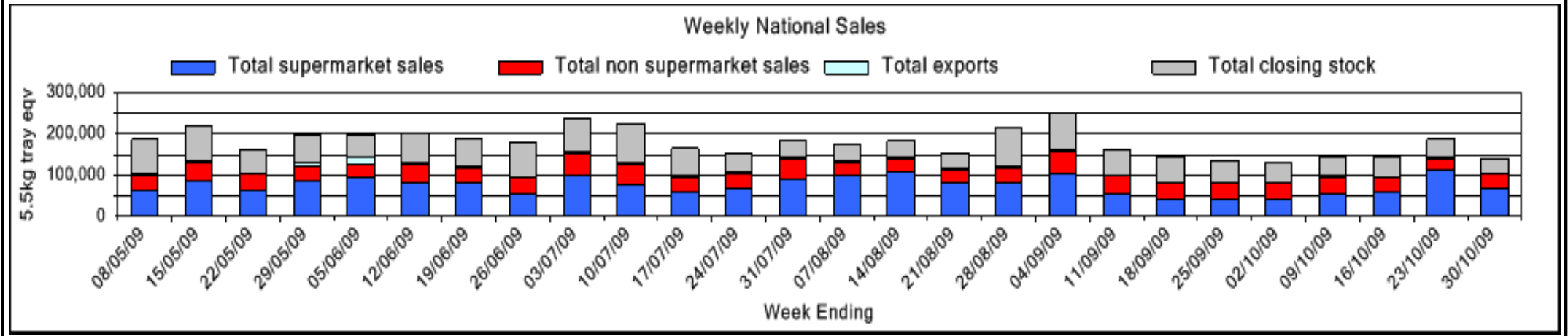
- | | |
|--|---------------------------|
| Advance Packing & Marketing Services P/L | Midcoast Avocados |
| NZ Avocado Industry Council | Mt Binga Orchards Pty Ltd |
| Avonova | Natures Fruit Company |
| Avowest | One Harvest |
| Balmoral Orchard | Perseverance Farming Co |
| Coastal Avocados | Serrata Enterprises |
| Delroy Orchards | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse PL |
| Green Pear Avocado | The Avocado Grove |
| I & A Tolson | |

Week 44 contributors - Wholesalers

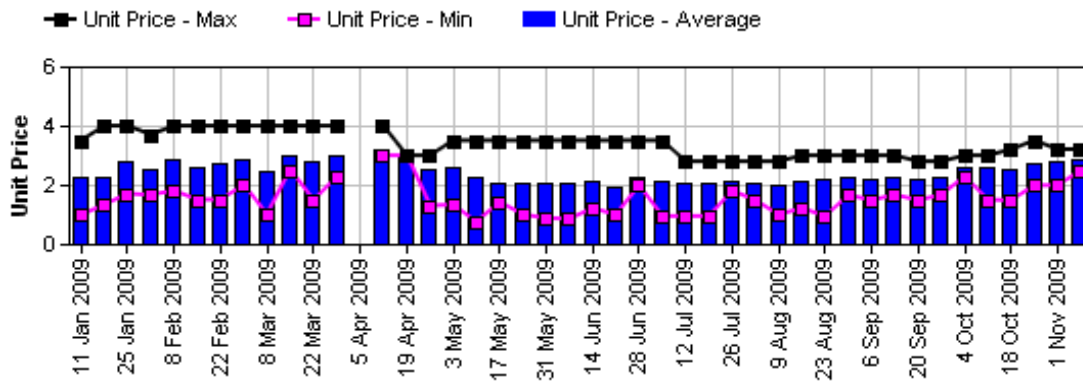
- | | |
|---------------------------------------|---------------------------------|
| Dykes Bros (Melbourne) | Romeos Marketing (Brisbane) |
| Etherington (Perth) | Sculli & Co Pty Ltd (Melbourne) |
| Kelly's (Melbourne) | The La Manna Group (Adelaide) |
| Mercer Mooney (Perth) | The La Manna Group (Melbourne)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

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

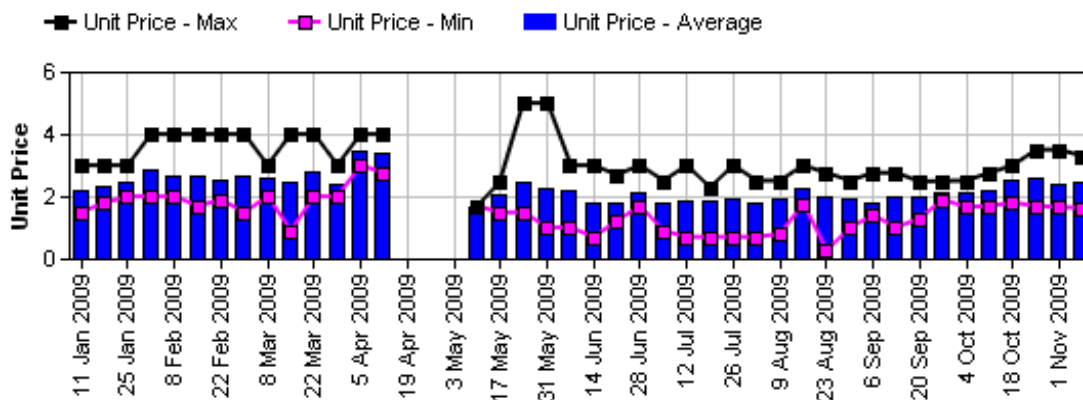
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales																		
Total Stock on Hand																		
QLD																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	34,539		21	34,560	64			64	116	5,791			5,791	1,053	35,708		21	35,729
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	6,676		318	6,994	221		20	241	438	3,000			3,000	545	7,623		354	7,978
Total Stock on Hand																		
VIC																		
Total supermarket sales	19,566			19,566						462			462	84	19,650			19,650
Total non supermarket sales	5,415	227	299	5,941	184		63	247	449						5,749	227	413	6,390
Total exports																		
Total sales	24,981	227	299	25,507	184		63	247	449	462			462	84	25,399	227	413	26,040
Total Stock on Hand	11,648		952	12,600	517		556	1,073	1,951						12,588		1,963	14,551
WA																		
Total supermarket sales	2,115			2,115	88			88	160	7,000			7,000	1,273	3,548			3,548
Total non supermarket sales	4,767			4,767	2,340			2,340	4,255						9,022			9,022
Total exports																		
Total sales	6,882			6,882	2,428			2,428	4,415	7,000			7,000	1,273	12,569			12,569
Total Stock on Hand	6,947			6,947	1,440			1,440	2,618						9,565			9,565
Total																		
Total supermarket sales	65,879		21	65,900	88			88	160	16,253			16,253	2,955	68,994		21	69,015
Total non supermarket sales	27,506	227	617	28,350	2,749		83	2,832	5,149						32,504	227	768	33,499
Total exports	170			170	60			60	109						279			279
Total sales	93,555	227	638	94,420	2,897		83	2,980	5,418	16,253			16,253	2,955	101,777	227	789	102,794
Total Stock on Hand	30,494		1,663	32,157	2,017		550	2,567	4,667						34,161		2,663	36,824



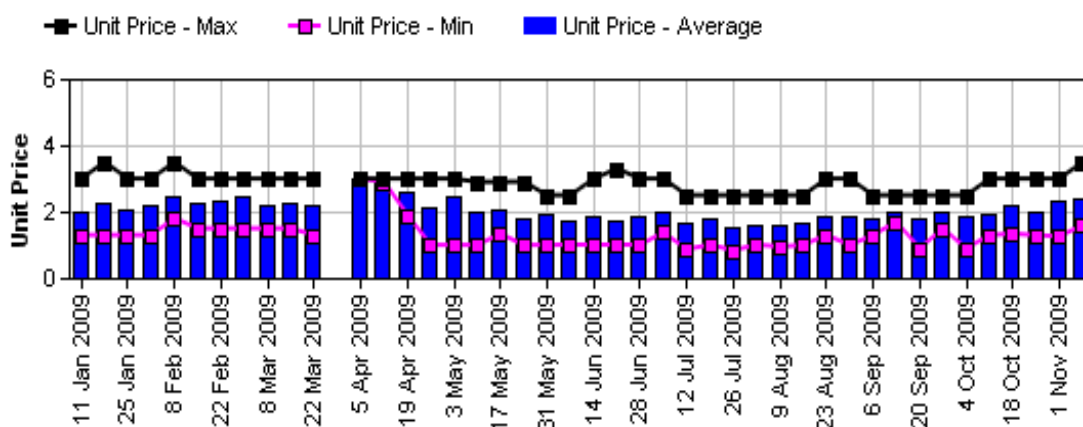
Hass Avocado Retail Prices - Sydney



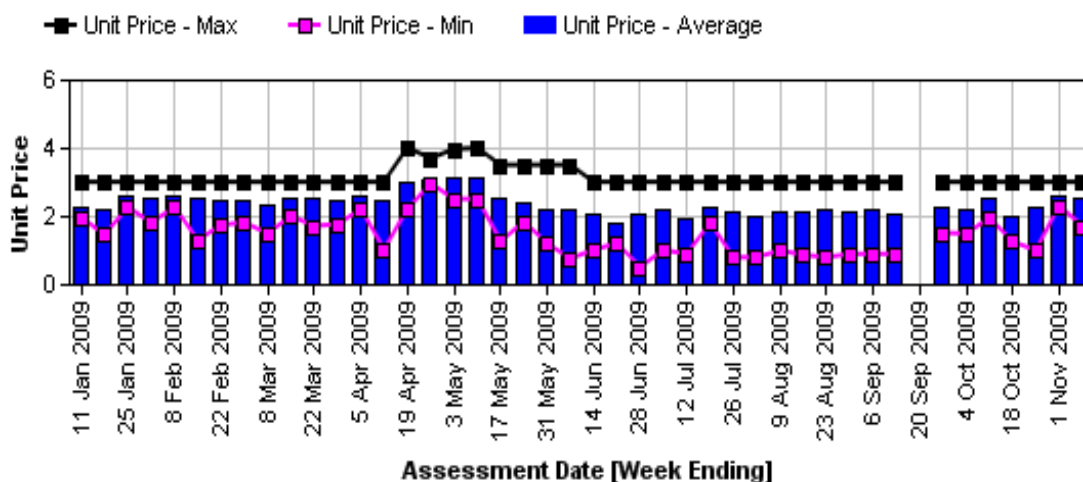
Hass Avocado Retail Prices - Melbourne



Hass Avocado Retail Prices - Brisbane



Hass Avocado Retail Prices - Brisbane



Assessment Date [Week Ending]

Retail Prices by city, store and variety—2nd November 2009

	Var	Av Wt	Unit	Special	Country
SYDNEY					
Ind	Hass	280	2.49	No	Aus
Ind	Hass	270	2.49	No	Aus
Coles	Hass	280	2.68	No	NZ
Coles	Hass	280	2.68	No	NZ
Coles	Hass	260	2.68	No	NZ
Ind	Hass	275	2.69	No	Aus
IGA	Hass	260	2.79	No	Aus
Woolworths	Hass	290	2.95	No	Aus
IGA	Hass	250	2.95	No	NS
Woolworths	Hass	310	2.95	No	NZ
Woolworths	Hass	305	2.95	Store	NZ
Ind C	Hass	280	2.99	No	Aus
Ind	Reed	410	2.99	No	NS
Ind C	Hass	280	2.99	No	Aus
Foodworks	Hass	310	2.99	No	NS
Ind C	Hass	300	2.99	No	Aus
Ind	Hass	250	3.2	No	NS
BRISBANE					
Ind C	Hass	140	1.59	No	Aus
Coles	Hass	275	1.95	No	NZ
Coles	Hass	275	1.95	No	NZ
Coles	Hass	220	1.95	No	NZ
Ind	Hass	190	1.99	Store	Aus
Ind	Hass	250	1.99	No	Aus
Woolworths	Hass	190	2.25	No	Aus
Woolworths	Hass	235	2.25	No	Aus
Woolworths	Hass	185	2.25	No	Aus
Ind	Hass	275	2.49	Store	NS
IGA	Hass	180	2.49	No	Aus
Ind	Wurtz	285	2.89	Store	Aus
IGA	Hass	180	2.99	No	Aus
Ind	Hass	260	2.99	Store	Aus
Ind	Reed	460	2.99	Store	Aus
Ind	Wurtz	310	2.99	Store	Aus
Ind C	Hass	280	2.99	No	Aus
IGA	Hass	220	2.99	No	Aus
Ind	Hass	346	3.49	Store	Mixed

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Hass	220	1.62	Store	NZ
Ind	Hass	240	1.99	Store	NS
Ind	Hass	255	1.99	No	NS
Ind	Hass	200	1.99	No	NS
Ind	Hass	270	2.39	No	NS
Coles	Hass	245	2.48	No	Mixed
Coles	Hass	235	2.48	No	NZ
Coles	Hass	265	2.48	No	Mixed
Safeway	Hass	315	2.62	No	Mixed
IGA	Hass	280	2.69	No	Aus
Safeway	Hass	270	2.95	No	Aus
Ind	Hass	325	2.99	No	NS
Ind	Hass	310	2.99	No	NS
Ind	Hass	305	3.29	No	Aus
PERTH					
Coles	Hass	230	1.69	Store	Aus
Coles	Hass	255	1.98	No	Aus
Coles	Hass	230	1.98	No	Aus
Ind C	Hass	260	2.29	No	Aus
Woolworths	Hass	260	2.48	No	Aus
Woolworths	Hass	230	2.48	Store	Aus
Ind	Hass	250	2.49	No	Aus
Ind	Hass	280	2.49	No	Aus
Ind	Hass	235	2.5	No	Aus
Ind	Hass	275	2.99	No	Aus
Ind	Hass	245	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
Ind C	Hass	320	2.99	No	Aus
IGA	Hass	305	2.99	No	Aus
IGA	Hass	250	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

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 Codes

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