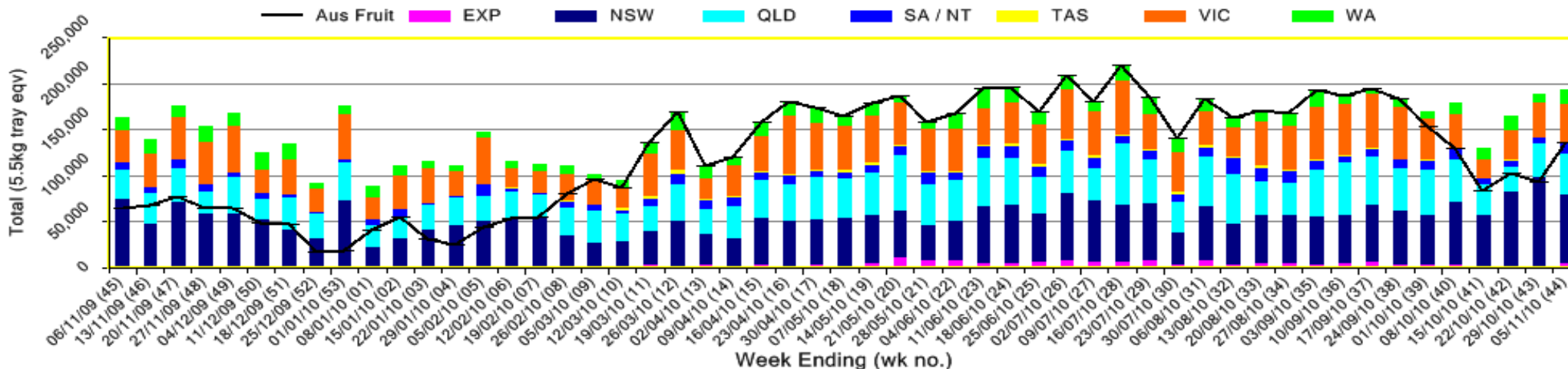


INFOCADO WEEKLY REPORT: 30th October - 5th November 2010 (Wk 44)

Industry Dispatches By Destination State and Count Size : 30th October - 5th November 2010 (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							31	1,532	1,545	3,108	1,298			5,468
NSW	984	4,320	8,326	11,801	621	9,531	11,971	5,004	3,886	56,444	9,468			73,659
QLD	14	576	5,596	7,284	874	6,220	7,888	4,824	1,502	34,778	5,673	1,640	1,327	45,632
SA / NT	1	1,595	4,635	262		1,057	503	524		8,577	822	2,500		10,527
TAS							445			445				445
VIC	292	2,956	6,523	15,254	219	5,335	4,972	2,219	1,432	39,202	1,981			42,804
WA	21	485	613	1,133		5,999	1,278	1,649		11,178	1,959	2,500		15,195
Total	1,312	9,932	25,693	35,734	1,714	28,142	27,088	15,752	8,365	153,732	21,201	6,640	1,327	193,727

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,140,702 5.5kg tray eqv



Comments from the CEO

- New Zealand volumes are on the increase and as you can see, volumes are set to remain quite high over the next four weeks. Despite this, stock on hand at the wholesale level remains quite low.
- Average retail prices have also increased slightly in all cities except Melbourne. There are no catalogue specials in either of the major retail outlets.



Forecast Data (Week 44 - 48)					
Variety	Trays - Total	Bulk	P/Pk	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 44 - begin 30/10/2010					
Gwen	280	60			389
Hass	135,556	12,602	7,000		159,742
Lamb Hass	150	10			168
Wurtz	300	5			309
Week Total	136,286	12,677	7,000		160,608

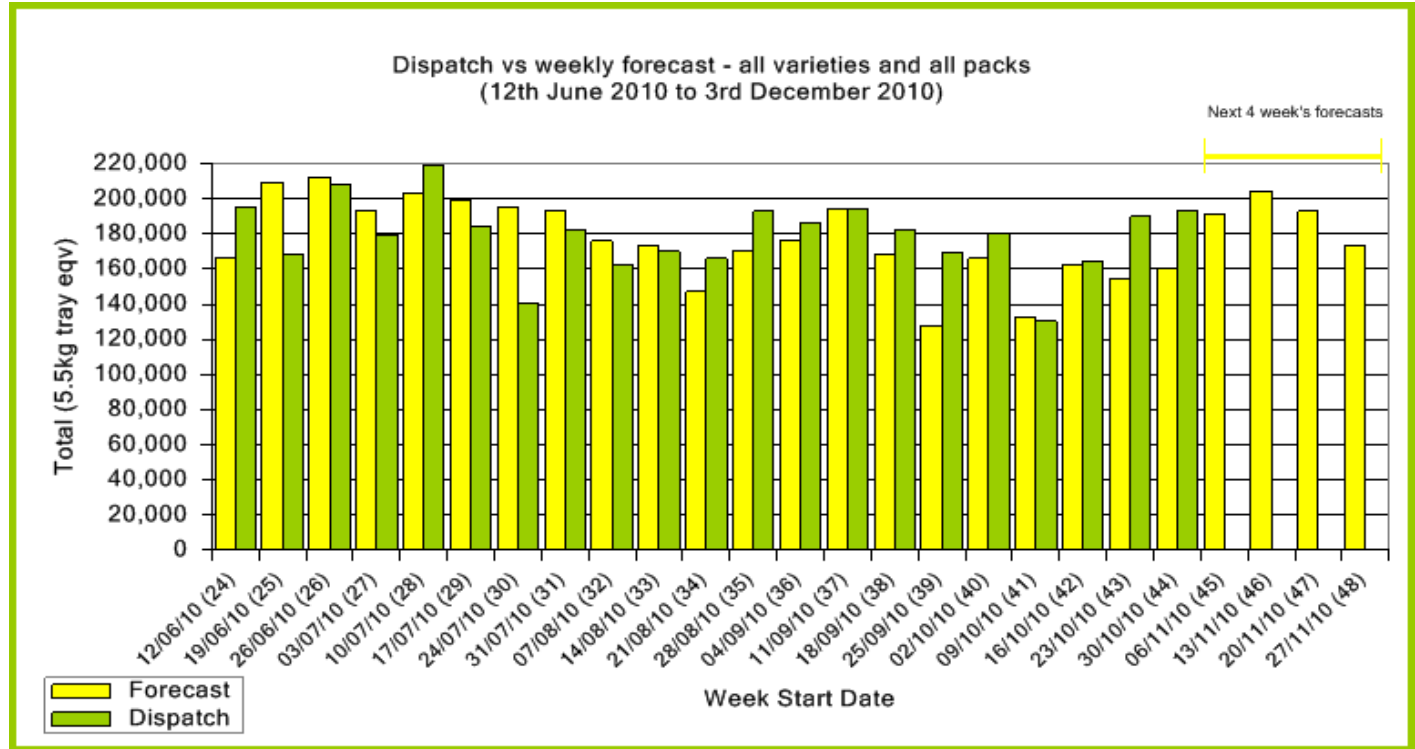
Week 45 - begin 06/11/2010					
Gwen	520	70			647
Hass	157,701	17,267	6,000		190,187
Lamb Hass	100	20			136
Reed				300	55
Sharwil	20				20
Wurtz	70				70
Week Total	158,411	17,357	6,000	300	191,115

Week 46 - begin 13/11/2010					
Gwen	520	70			647
Hass	179,193	12,874	5,000		203,509
Lamb Hass	50	10			68
Wurtz	50				50
Week Total	179,813	12,954	5,000		204,275

Week 47 - begin 20/11/2010					
Gwen	520	70			647
Hass	168,357	12,541	5,000		192,068
Lamb Hass	50	10			68
Wurtz	30				30
Week Total	168,957	12,621	5,000		192,813

Week 48 - begin 27/11/2010					
Gwen	520	70			647
Hass	157,631	8,020	5,000		173,122
Lamb Hass	30	5			39
Week Total	158,181	8,095	5,000		173,808

Green shading indicates dispatch data						Yellow shading indicates forecast data					
Dispatch Data (Week 44 - begin 30/10/2010)											
Variety	Trays	Bulk	P/Pk	Other	5.5Kg Eqv	Variety	Trays	Bulk	P/Pk	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays		5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen		61			307	Gwen					307
Hass	152,448	20,978	6,640	947		Hass	152,448	20,978	6,640	947	191,969
Lamb Hass	265	62				Lamb Hass	265	62			378
Reed				380		Reed				380	69
Sharwil	613	100				Sharwil	613	100			795
Wurtz	98					Wurtz	98				98
Total	153,731	21,201	6,640	1,327		Total	153,731	21,201	6,640	1,327	193,726



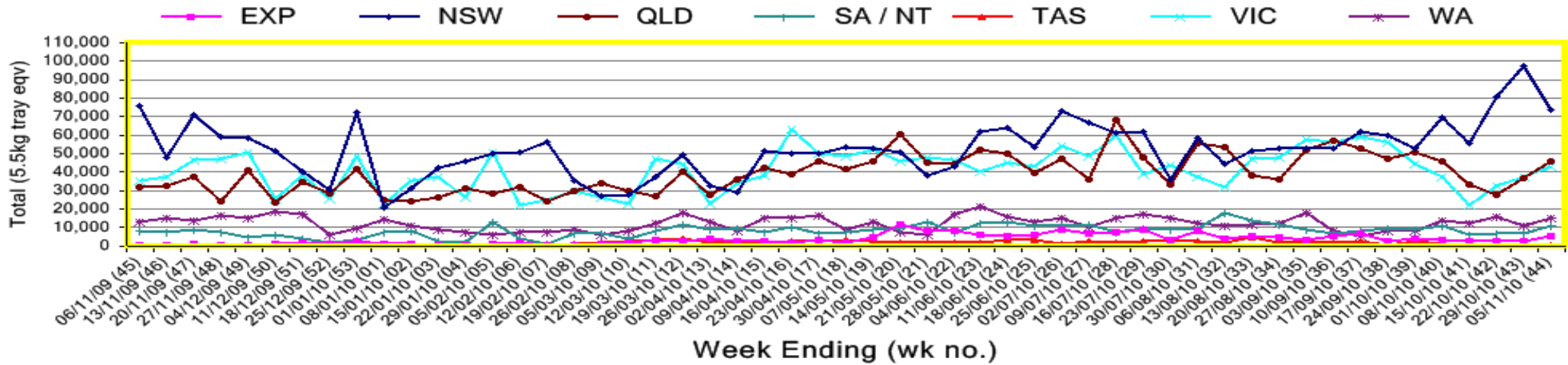
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		3,520	182,000	322,000	322,000	308,000	224,000	21,000	5,600	1,388,120
Australia			274,613	57,751						332,364
USA										
Japan										
Total			274,613	57,751						332,364

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

Dispatch for season so far as a proportion of regional forecast (Green) 12 month relative regional Forecast (Yellow)



Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 7,140,702 5.5kg tray eqv



Week 44 contributors - Packhouses

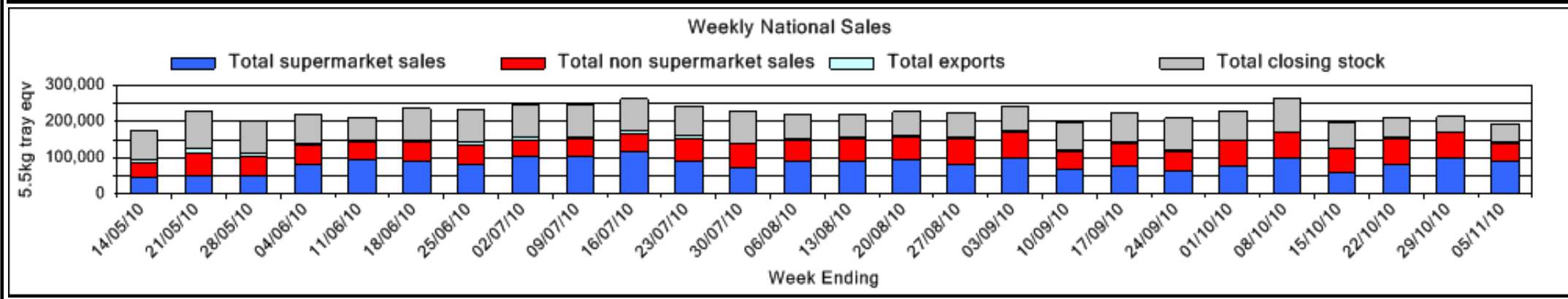
- Advance Packing & Marketing Services
- Avonova
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Green Nugget Orchards
- I & A Tolson
- Mariners Rest
- Midcoast Avocados
- Mt Binga Orchards Pty Ltd
- Natures Fruit Company
- NZ Avocado Industry Council
- Perseverance Farming Co
- Sunfresh
-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

Week 44 contributors - Wholesalers

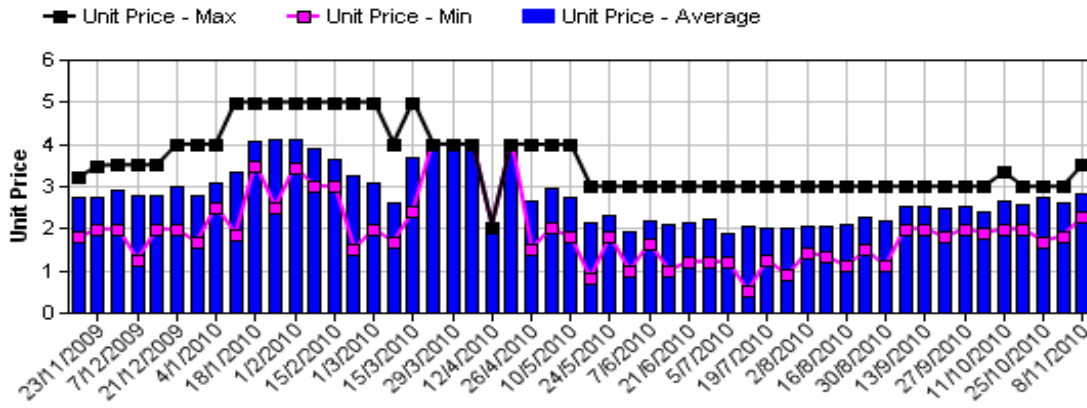
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Adelaide)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Express Produce (Perth)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Murray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

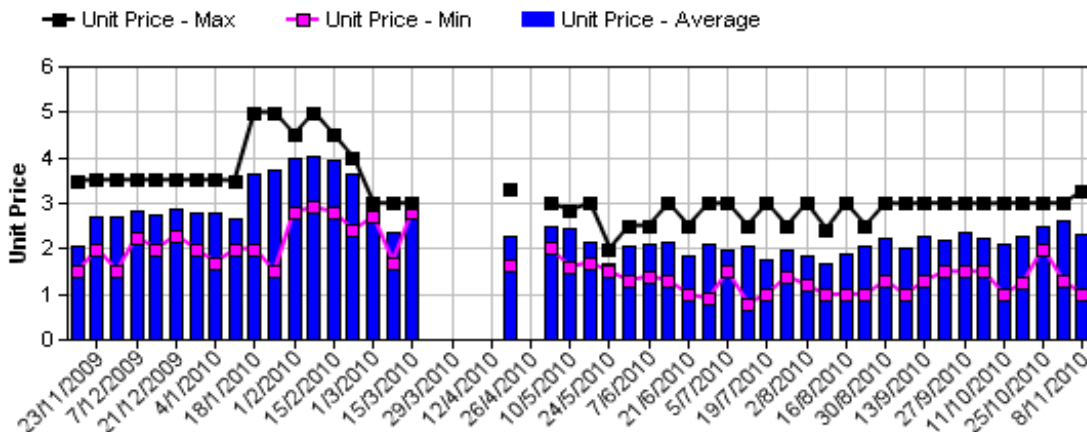
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	33,266			33,266	113			113	205						33,471			33,471
Total non supermarket sales	9,409			9,409	1,458			1,458	2,651						12,060			12,060
Total exports	440			440	8			8	15						455			455
Total sales	43,115			43,115	1,579			1,579	2,871						45,986			45,986
Total Stock on Hand	6,168			6,168	1,318			1,318	2,396						8,564			8,564
QLD																		
Total supermarket sales	18,156			18,156	384			384	698						18,854			18,854
Total non supermarket sales	15,814			15,814	103			103	187						16,001			16,001
Total exports	1,068			1,068	234			234	425						1,493			1,493
Total sales	35,038			35,038	721			721	1,311						36,349			36,349
Total Stock on Hand	15,528		4	15,532	68			68	124						15,652		4	15,656
SA & TAS																		
Total supermarket sales	8,859			8,859									2,500		2,500			455
Total non supermarket sales	3,507		45	3,552	873			873	1,587						5,095		45	5,140
Total exports																		
Total sales	12,366		45	12,411	873			873	1,587				2,500		2,500		45	14,453
Total Stock on Hand	5,662		141	5,803	1,287			1,287	2,340						8,002		141	8,143
VIC																		
Total supermarket sales	20,931			20,931	65			65	118						21,050			21,050
Total non supermarket sales	9,108		1,073	10,181	957		5	962	1,749						10,848		1,082	11,930
Total exports																		
Total sales	30,039		1,073	31,112	1,022		5	1,027	1,867						31,897		1,082	32,980
Total Stock on Hand	6,548		67	6,615	1,858			1,858	3,378						9,926		67	9,993
WA																		
Total supermarket sales	6,532			6,532									2,995		2,995			545
Total non supermarket sales	1,573		177	1,750	640			640	1,164						2,737		177	2,914
Total exports	1,600			1,600	1,056			1,056	1,920						3,520			3,520
Total sales	9,705		177	9,882	1,696			1,696	3,084				2,995		2,995		177	13,510
Total Stock on Hand	7,257		157	7,414	1,149			1,149	2,089				716		716		157	9,633
Total																		
Total supermarket sales	87,745			87,745	562			562	1,022				5,495		5,495			999
Total non supermarket sales	39,411		1,295	40,706	4,031		5	4,036	7,338						46,740		1,304	48,044
Total exports	3,108			3,108	1,298			1,298	2,360						5,468			5,468
Total sales	130,264		1,295	131,559	5,891		5	5,896	10,720				5,495		5,495		1,304	143,278
Total Stock on Hand	41,163		369	41,532	5,680			5,680	10,327				716		716		369	51,989



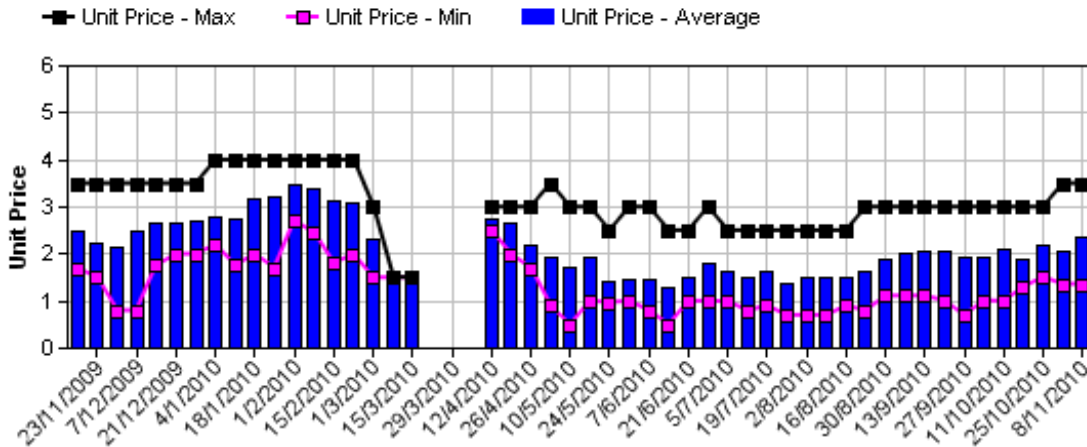
Hass Avocado Average Retail Prices - Sydney



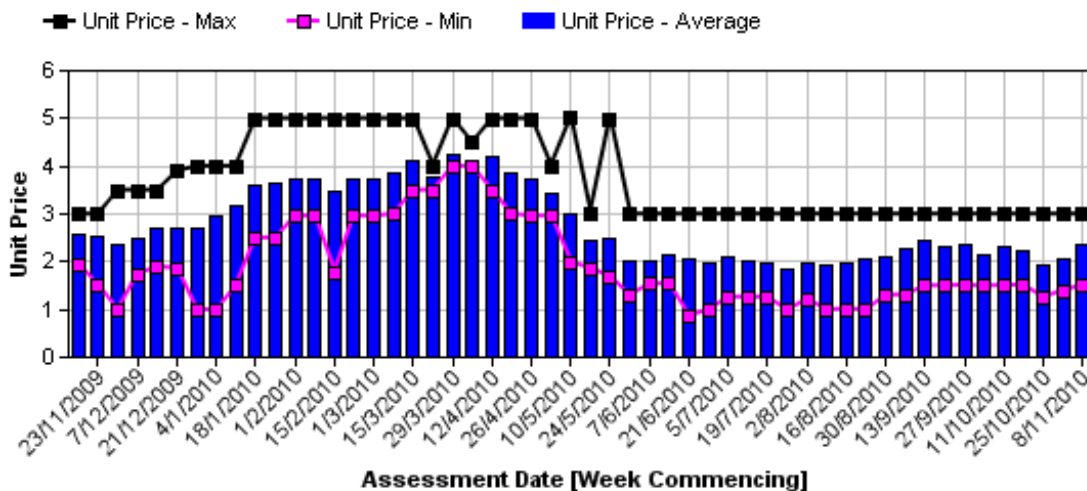
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

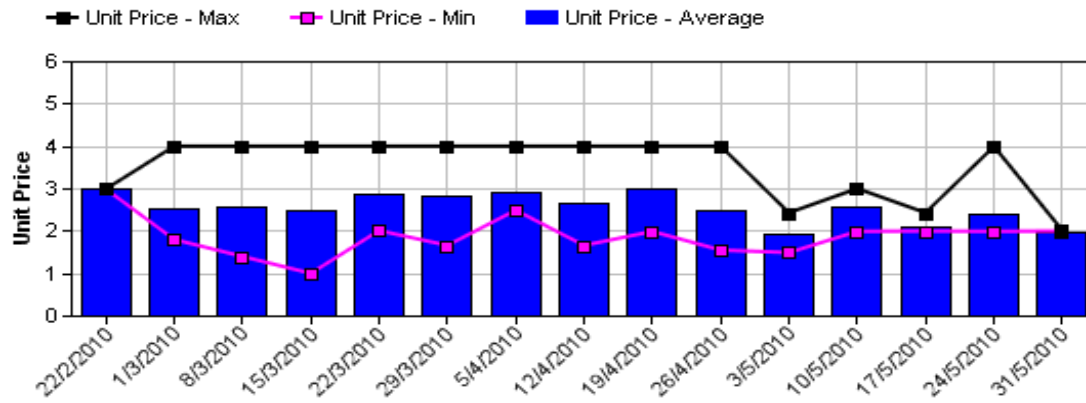


Hass Avocado Average Retail Prices - Perth

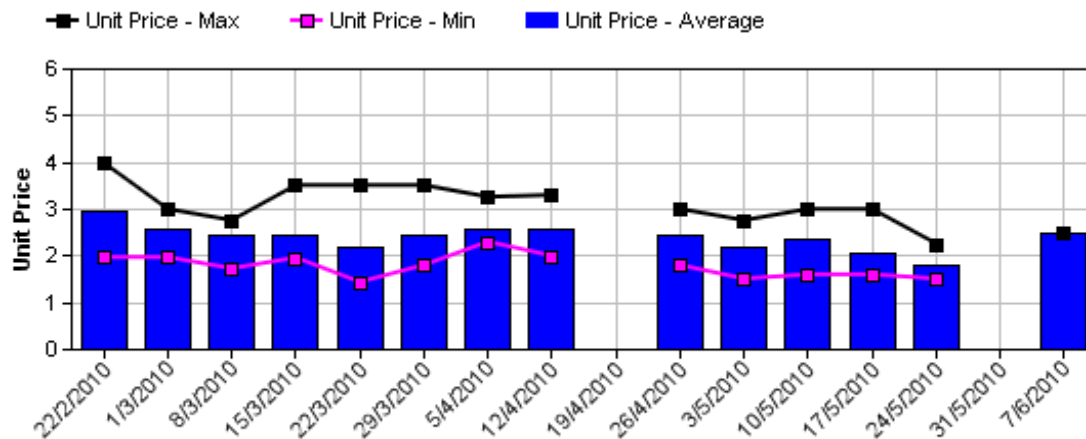


Assessment Date [Week Commencing]

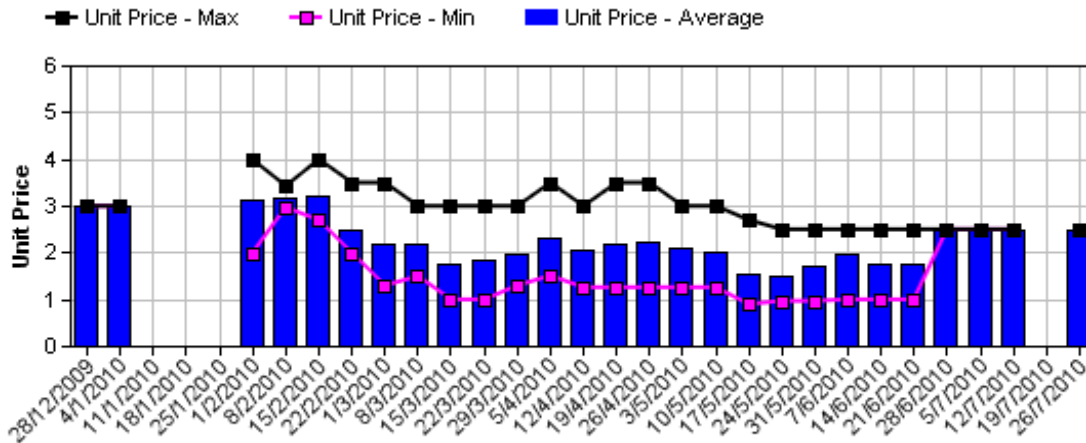
Shepard Avocado Average Retail Prices - Sydney



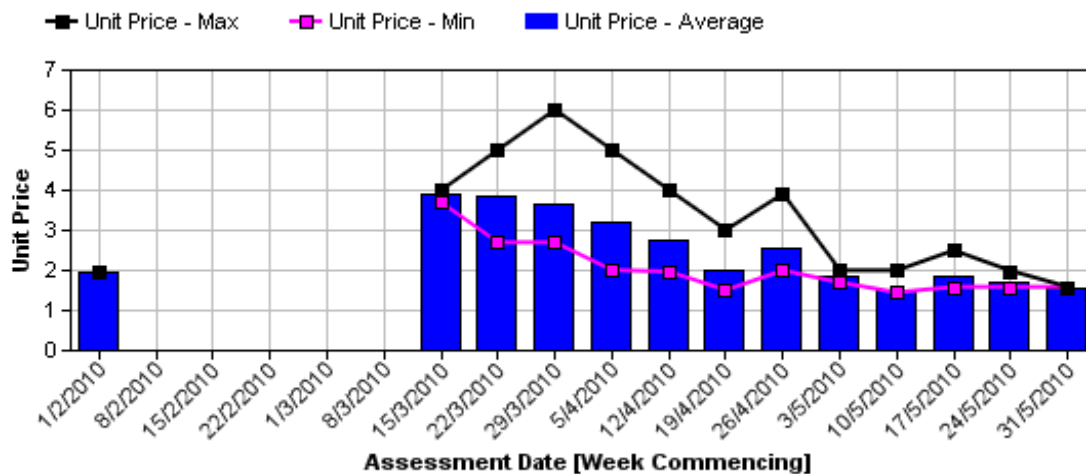
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 8th November 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	235	2.28	No	NZ
Coles	Hass	250	2.28	No	NZ
Coles	Hass	250	2.48	No	Aus
I	Hass	250	2.49	No	Aus
I	Hass	255	2.49	No	Aus
I	Reed	370	2.49	No	Aus
Woolworths	Hass	295	2.72	Store	Aus
Woolworths	Hass	230	2.72	No	Mixed
IGA	Hass	240	2.95	No	Aus
I	Hass	285	2.99	No	Aus
Foodworks	Hass	280	2.99	No	Aus
I	Hass	315	2.99	No	Aus
I	Hass	320	2.99	No	Aus
IGA	Hass	210	2.99	No	NZ
I	Hass	370	3.50	No	Aus
I	Hass	390	3.50	No	Aus
BRISBANE					
Coles	Hass	242	1.35	No	NZ
I	Hass	200	1.79	Store	Aus
IGA	Hass	260	1.89	Cat	Aus
Coles	Hass	200	1.95	No	Aus
Coles	Hass	280	1.95	No	NZ
IGA	Hass	280	1.99	No	Aus
Woolworths	Hass	258	2.42	No	Aus
Woolworths	Hass	275	2.42	No	Mixed
IGA	Hass	210	2.42	No	NS
Woolworths	Hass	280	2.42	No	Mixed
I	Hass	370	2.49	Store	Aus
I	Hass	275	2.89	Store	Aus
I	Hass	276	2.99	No	Aus
I	Wurtz	274	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	344	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	0.99	No	NS
Coles	Hass	65	1.50	Store	Aus
Coles	Hass	275	1.50	Store	NS
I	Hass	265	1.78	Store	Aus
I	Hass	260	1.99	No	NS
IS	Hass	265	2.29	No	Aus
I	Hass	255	2.69	No	NS
Coles	Hass	310	2.95	No	Mixed
Safeway	Hass	285	2.95	No	Aus
Safeway	Hass	280	2.98	No	Mixed
I	Hass	310	2.98	No	Aus
IGA	Hass	245	2.99	No	Aus
I	Hass	315	3.25	No	NS
I	Hass	325	3.25	No	NS
I	Hass	260	3.29	No	Aus
PERTH					
IS	Hass	220	1.50	Store	Aus
I	Hass	260	1.79	No	Aus
I	Hass	220	1.99	No	Aus
Woolworths	Hass	235	2.22	No	Aus
Woolworths	Hass	200	2.25	No	Aus
Woolworths	Hass	230	2.25	No	Aus
Coles	Hass	235	2.25	No	Aus
Coles	Hass	230	2.25	No	Aus
Coles	Hass	225	2.25	No	Aus
IGA	Hass	240	2.29	No	Aus
I	Hass	275	2.49	No	Aus
IS	Hass	220	2.49	No	Aus
IGA	Hass	250	2.69	No	Aus
I	Hass	310	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	250	2.99	No	NS

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