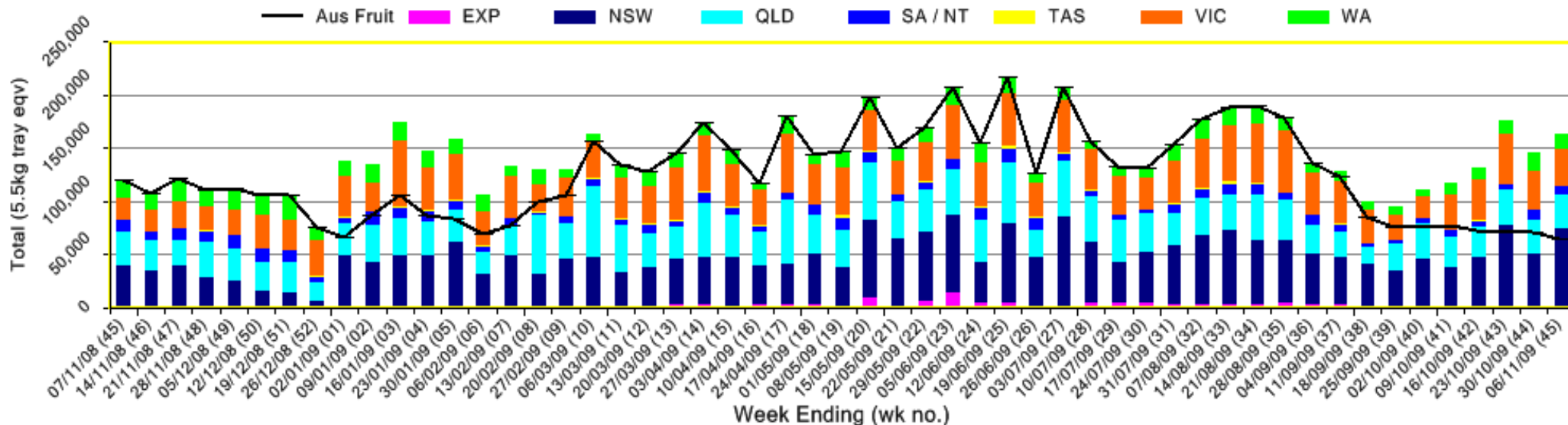


INFOCADO WEEKLY REPORT: 31st October - 6th November 2009 (Wk 45)

Industry Dispatches 31st October - 6th November 2009 (Wk 45)

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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									144	144				144
NSW	240	3,370	8,068	15,154	152	12,042	17,170	5,287	6,747	68,230	3,888			75,299
QLD	165	825	3,601	4,994	173	5,349	7,048	2,285	1,688	26,128	2,370	6,138	75	31,567
SA / NT		65	2,169	472	356	1,157	844	391	79	5,533	1,083	2,500		7,957
VIC		1,233	3,877	7,195	85	6,645	8,628	2,596	3,119	33,378	984			35,167
WA		103	453	1,589		2,299	1,941	2,033	144	8,562	2,171	2,500		12,964
Total	405	5,596	18,168	29,404	766	27,492	35,631	12,592	11,921	141,975	10,496	11,138	75	163,098

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,768,193 5.5kg tray eqv

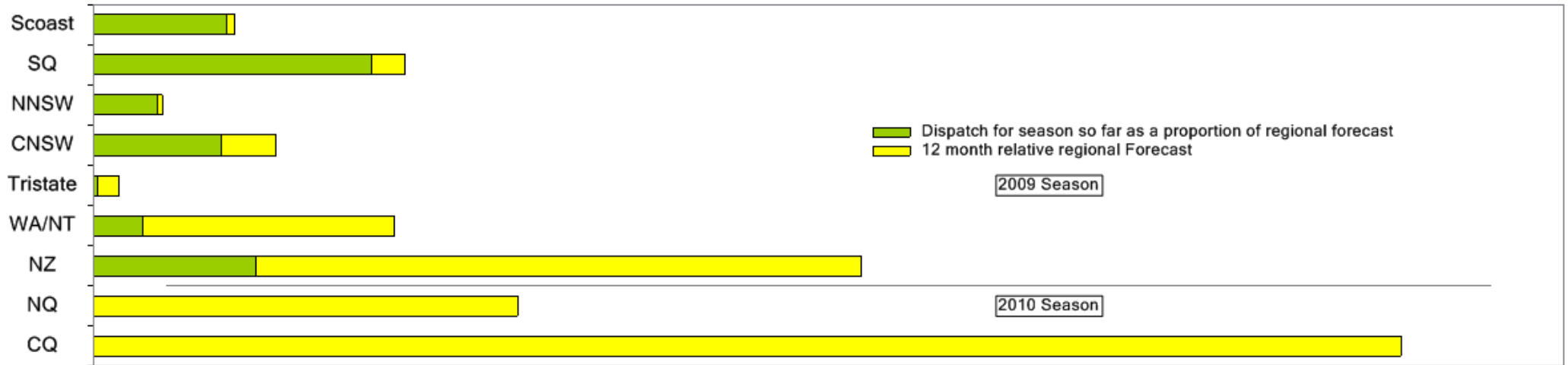


Comments from the CEO

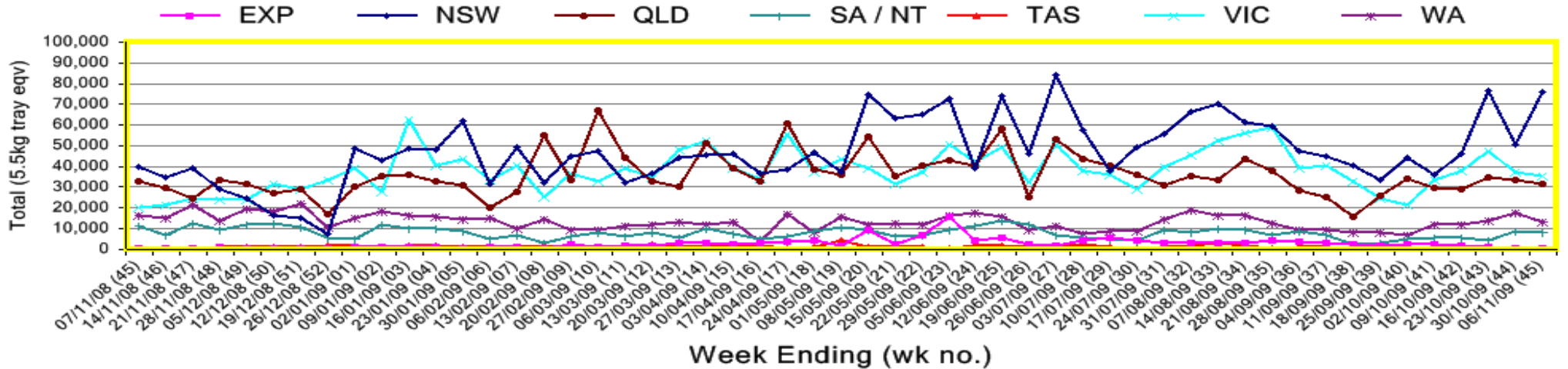
- Dispatches from New Zealand were last week significantly higher than was forecast with more than 60% of fruit on the market being New Zealand fruit.
- There are catalogue specials on avocados in both Brisbane and Sydney in either or both Coles and Woolworths.
- Please note that the DM results for October samples are included at the back of this report.



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 6,768,193 5.5kg tray eqv



Week 45 contributors - Packhouses

- | | |
|--------------------------------------|---------------------------|
| Advance Packing & Marketing Services | Mt Binga Orchards Pty Ltd |
| NZ Avocado Industry Council | Natures Fruit Company |
| Avonova | One Harvest |
| Avowest | 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 | VP & EA Farrell |
| Midcoast Avocados | WJ Row |

Week 45 contributors - Wholesalers

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

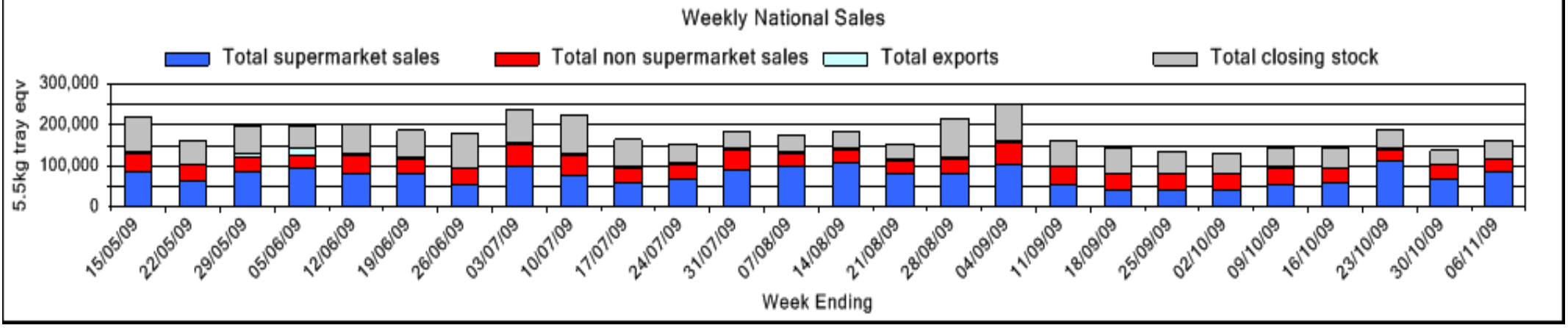
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	14,333			14,333						6,138			6,138	1,116	15,449			15,449
Total non supermarket sales	12,729			12,729	33			33	60						12,789			12,789
Total exports	144			144											144			144
Total sales	27,206			27,206	33			33	60	6,138			6,138	1,116	28,382			28,382
Total Stock on Hand	12,736			12,736	19			19	35						12,771			12,771
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	5,338		83	5,421	882			882	1,604	2,526			2,526	459	7,400		83	7,483
Total Stock on Hand																		
VIC																		
Total supermarket sales	20,099			20,099											20,099			20,099
Total non supermarket sales	7,510	159	895	8,564	348		164	512	931					8,143	159	1,193	9,495	
Total exports																		
Total sales	27,609	159	895	28,663	348		164	512	931					28,242	159	1,193	29,594	
Total Stock on Hand	9,179		1,065	10,244	283		461	744	1,353					9,694		1,903	11,597	
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	4,972			4,972	980		22	1,002	1,822	2,500			2,500	455	7,208		40	7,248
Total Stock on Hand																		
Total																		
Total supermarket sales	83,716		83	83,799	178			178	324	11,164			11,164	2,030	86,069		83	86,152
Total non supermarket sales	25,798	159	895	26,852	2,065		186	2,251	4,093					29,552	159	1,233	30,945	
Total exports	144			144										144				144
Total sales	109,658	159	978	110,795	2,243		186	2,429	4,416	11,164			11,164	2,030	115,766	159	1,316	117,241
Total Stock on Hand	40,388		1,382	41,770	2,067		591	2,658	4,833	16			16	3	44,150		2,457	46,606

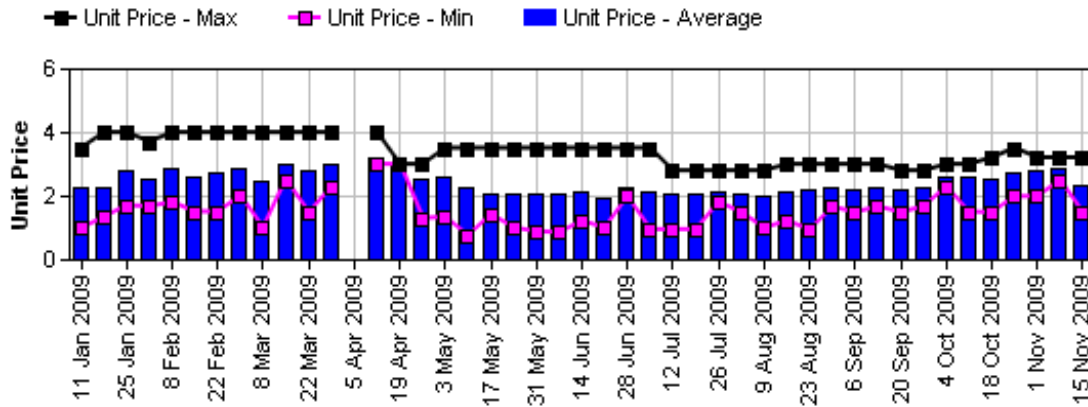
Data set not included because not enough NSW wholesalers contributed data this week

Data set not included because not enough SA & TAS wholesalers contributed data this week

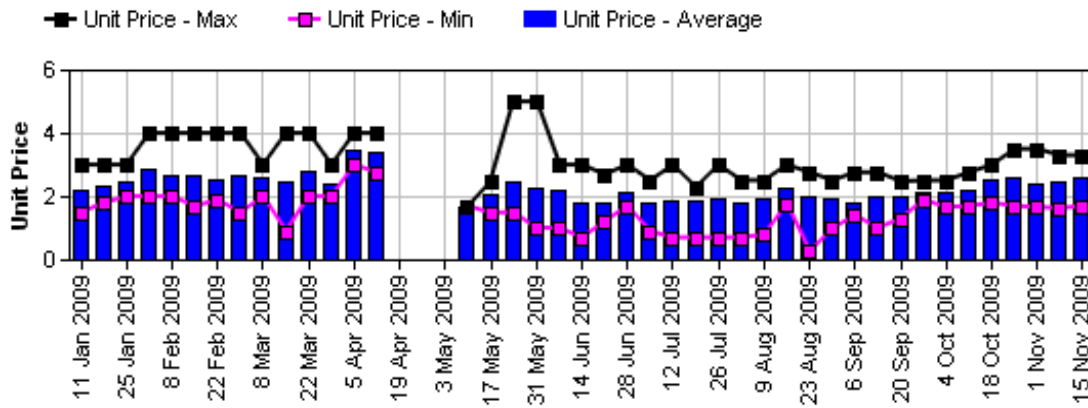
Data set not included because not enough WA wholesalers contributed data this week



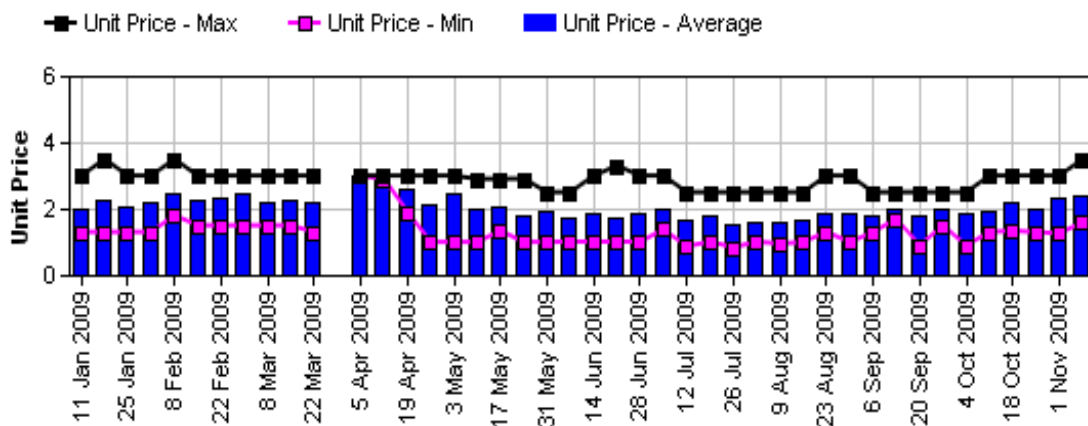
Hass Avocado Retail Prices - Sydney



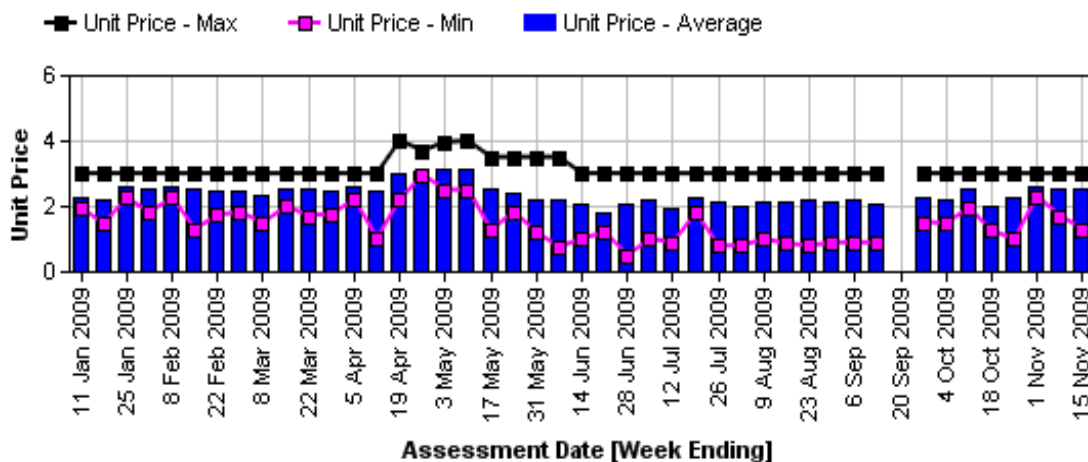
Hass Avocado Retail Prices - Melbourne



Hass Avocado Retail Prices - Brisbane



Hass Avocado Prices - Perth



Assessment Date [Week Ending]

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

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	280	1.47	Cat	NZ
Woolworths	Hass	260	1.47	Cat	NZ
Woolworths	Hass	350	1.47	Cat	Aus
Coles	Hass	260	1.68	Cat	NZ
Coles	Hass	250	1.68	Cat	NZ
Ind C	Hass	300	1.99	No	Aus
Ind	Hass	270	2.49	No	Aus
Ind C	Hass	340	2.5	No	Aus
IGA	Hass	290	2.79	No	Aus
IGA	Hass	300	2.95	No	NS
Ind	Hass	270	2.99	No	Aus
Ind	Reed	380	2.99	No	NS
Foodworks	Hass	250	2.99	No	NS
Ind	Hass	300	2.99	No	Aus
Ind	Hass	295	3.2	No	NS
BRISBANE					
Coles	Hass	255	1.48	Cat	NZ
Coles	Hass	225	1.48	Cat	Aus
Coles	Hass	250	1.48	Cat	NZ
Cocos	Hass	140	1.69	No	Aus
Ind	Hass	225	1.99	No	Aus
Ind	Hass	245	1.99	No	Aus
Woolworths	Hass	198	2.25	No	Aus
Woolworths	Hass	250	2.25	No	Aus
Woolworths	Hass	205	2.25	No	Aus
Ind C	Reed	340	2.69	No	Aus
Ind	Reed	525	2.79	No	Aus
Ind	Hass	225	2.89	Store	NS
IGA	Hass	240	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
Ind	Hass	250	2.99	Store	Aus
Ind	Reed	396	2.99	Store	Aus
Ind C	Hass	260	2.99	No	Aus
IGA	Hass	160	2.99	No	Aus
Ind	Hass	330	3.49	Store	Mixed

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
IGA	Hass	270	1.69	Cat	Aus
Ind	Hass	295	1.69	No	NS
Ind	Hass	250	1.99	No	NS
Ind	Hass	225	1.99	No	NS
Coles	Hass	295	2.48	No	NZ
Coles	Hass	275	2.48	No	NZ
Coles	Hass	260	2.48	No	NS
Safeway	Hass	285	2.95	No	Mixed
Safeway	Hass	285	2.95	No	NZ
Safeway	Hass	230	2.98	No	NZ
Ind	Hass	290	2.99	No	NS
Ind	Hass	310	2.99	No	NS
Ind	Hass	260	3.29	No	NS
Ind	Hass	330	3.29	No	Aus
IGA	Shepard	140	5.99	No	Aus
PERTH					
Coles	Hass	205	1.29	Cat	Aus
Woolworths	Hass	170	1.33	Store	Aus
Ind S	Hass	265	2.29	No	Aus
Coles	Hass	220	2.45	No	Aus
Coles	Hass	225	2.45	No	Aus
Woolworths	Hass	235	2.48	Store	Aus
Woolworths	Hass	220	2.48	Store	Aus
Ind	Hass	260	2.49	No	Aus
Ind	Hass	255	2.49	No	Aus
Ind	Hass	230	2.5	No	Aus
Ind S	Hass	275	2.99	No	Aus
Ind	Hass	285	2.99	No	Aus
Ind	Hass	265	2.99	No	Aus
IGA	Hass	265	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

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

Store Codes

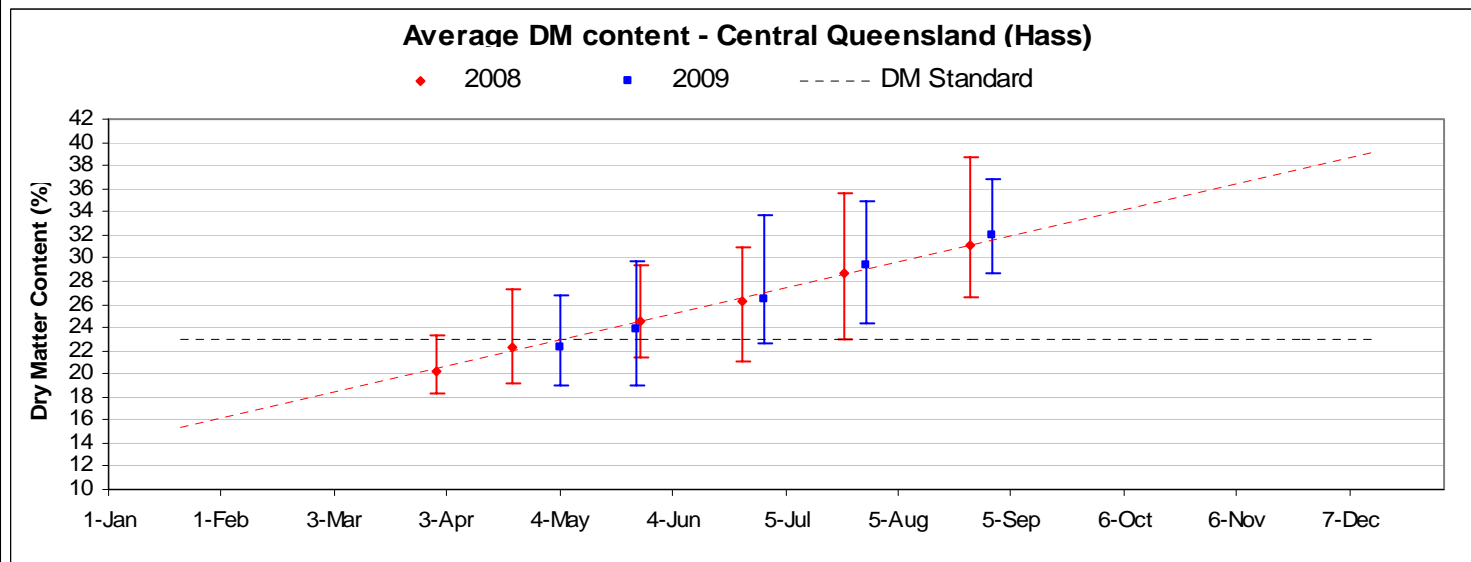
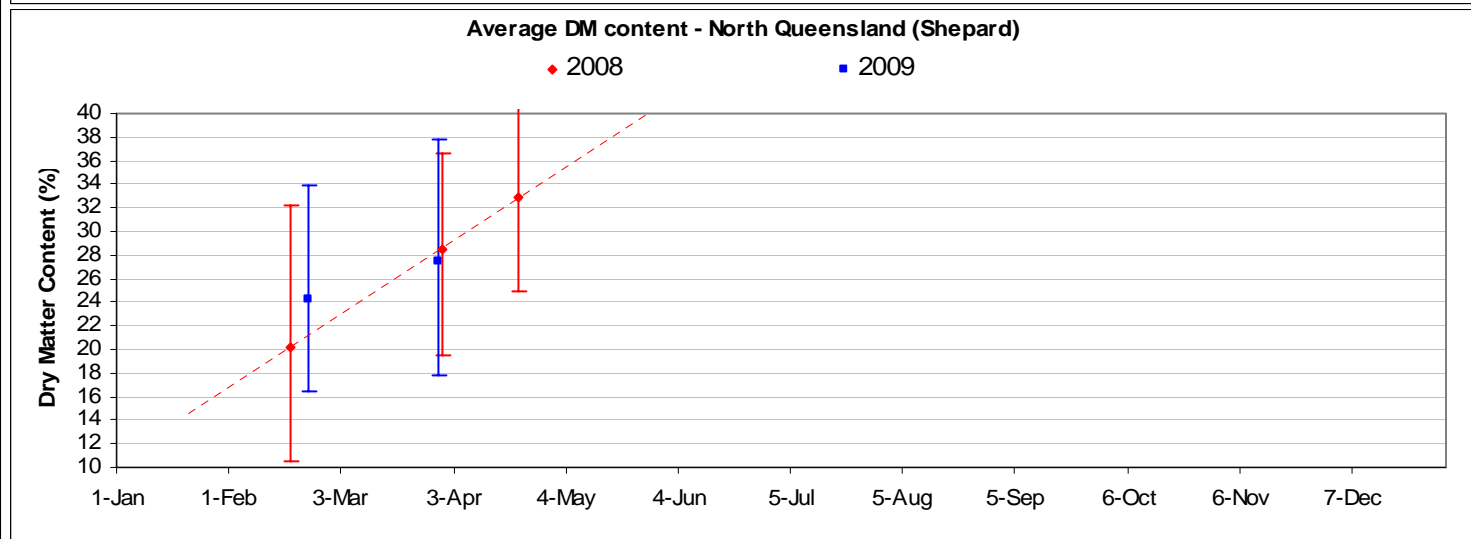
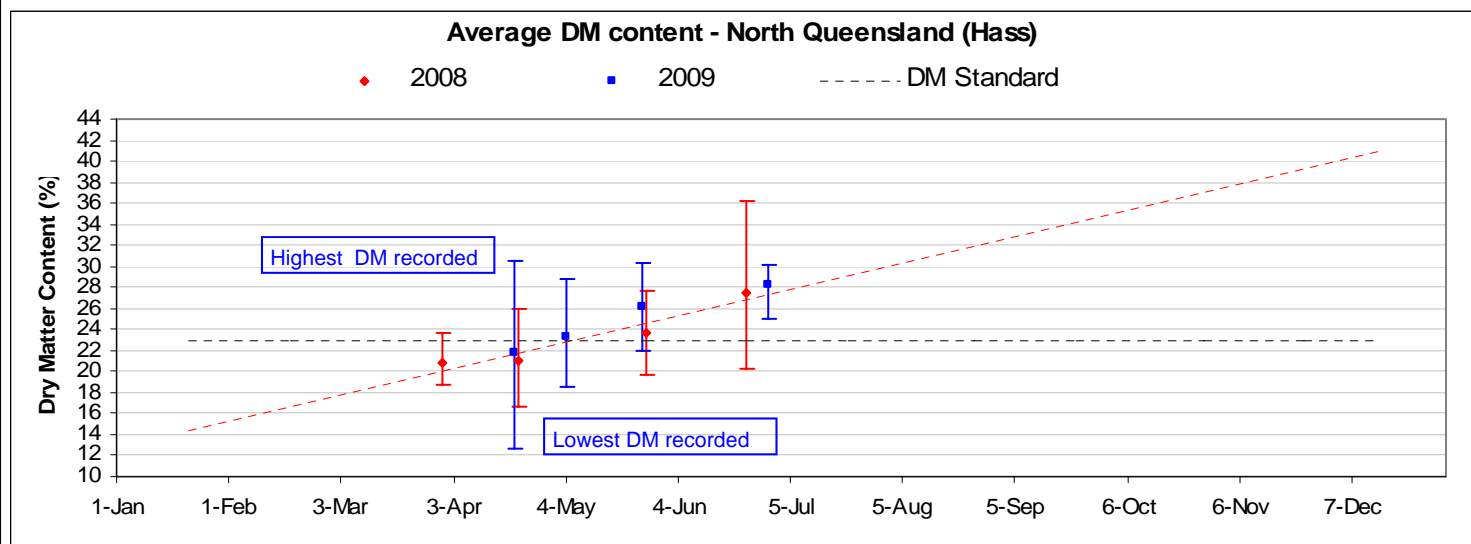
Ind = Independent Fruit and Vegetable stores
 Ind C = Independent Fruit and Vegetable store Chains
 Ind S = Independent Supermarkets



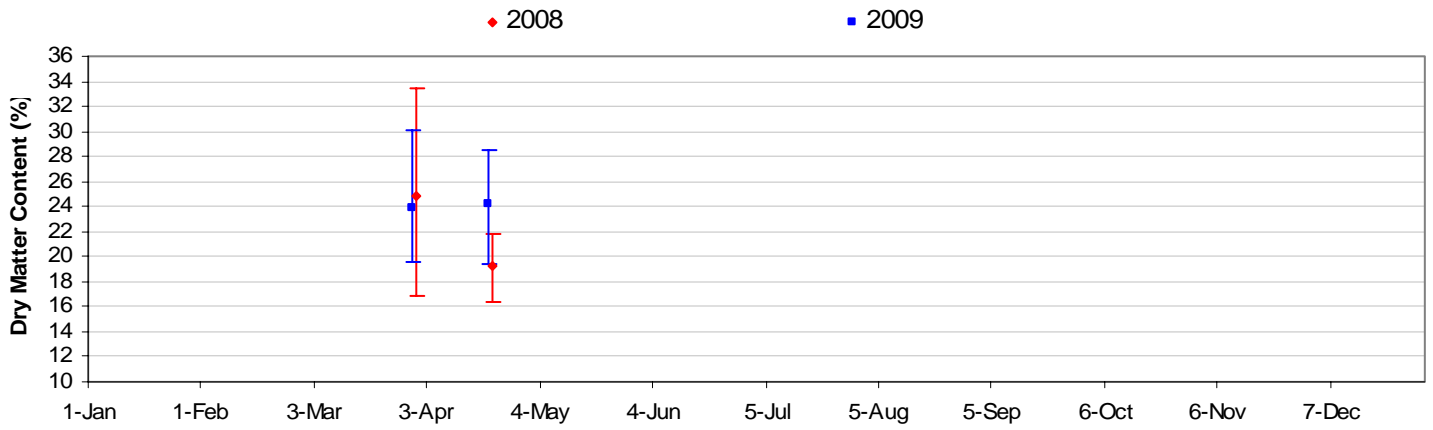
Avocado DM Content Report

Fruit collected 26th October 2009

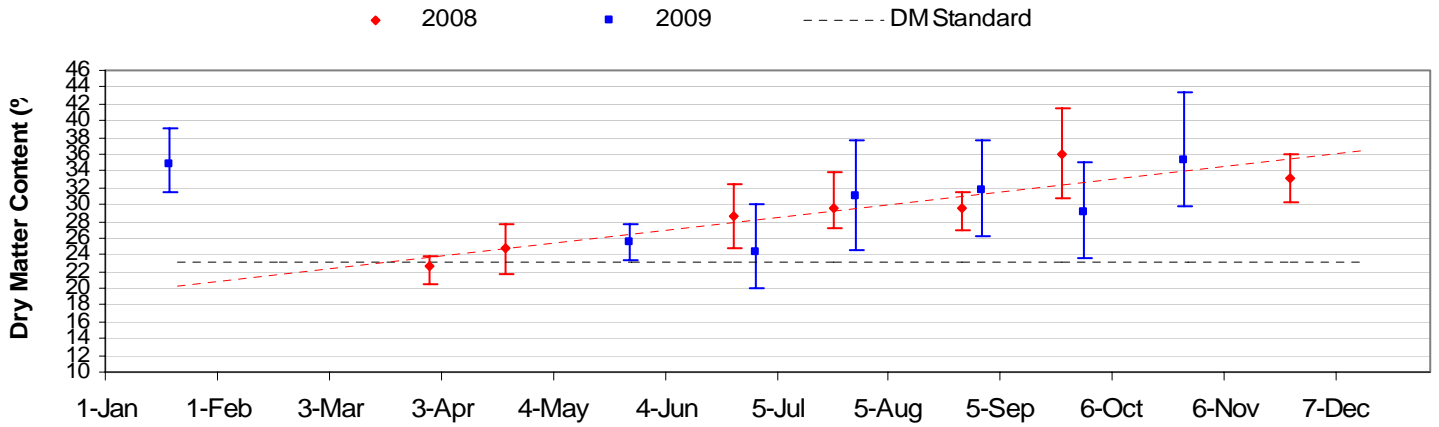
Dry Matter Intervals	Proportion of Fruit tested for each Dry matter interval 26th October 2009									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%					0%	0%	0%	0%	0%	
18.1%-20.9%					0%	0%	0%	0%	0%	
21%-22.9%					0%	0%	0%	0%	0%	
23%-28%					0%	10%	0%	3%	0%	
27.1%-40%					95%	90%	100%	98%	100%	
>40%					5%	0%	0%	0%	0%	



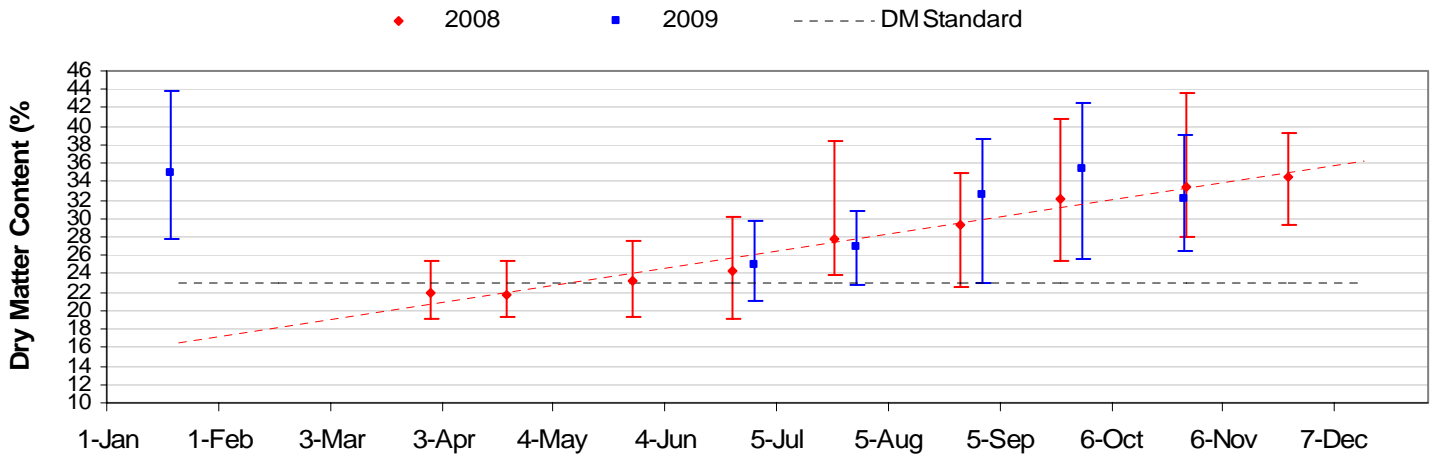
Average DM content - Central Queensland (Shepard)



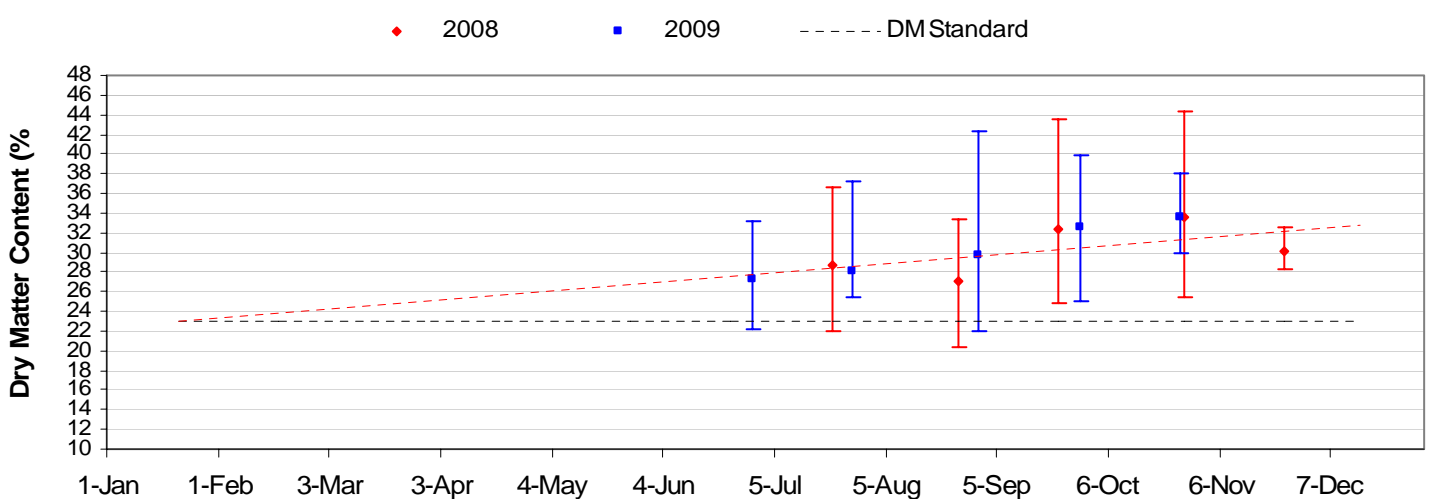
Average DM content - Sunshine Coast (Hass)



Average DM content - South Qld (Hass)

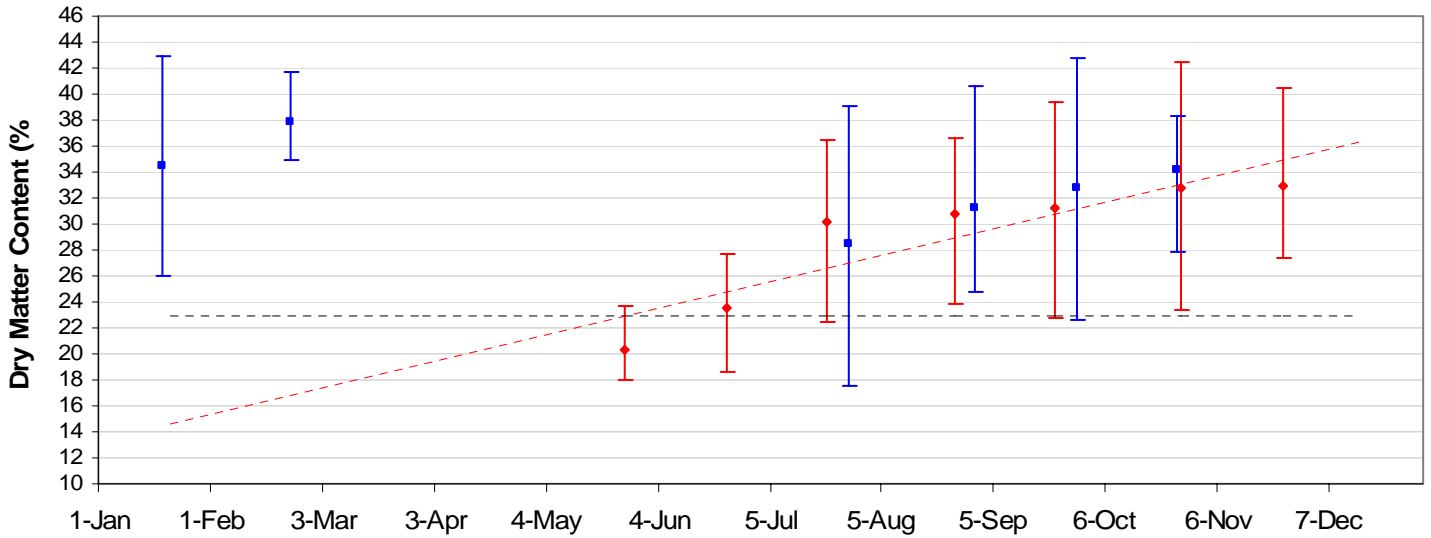


Average DM content - Northern NSW (Hass)



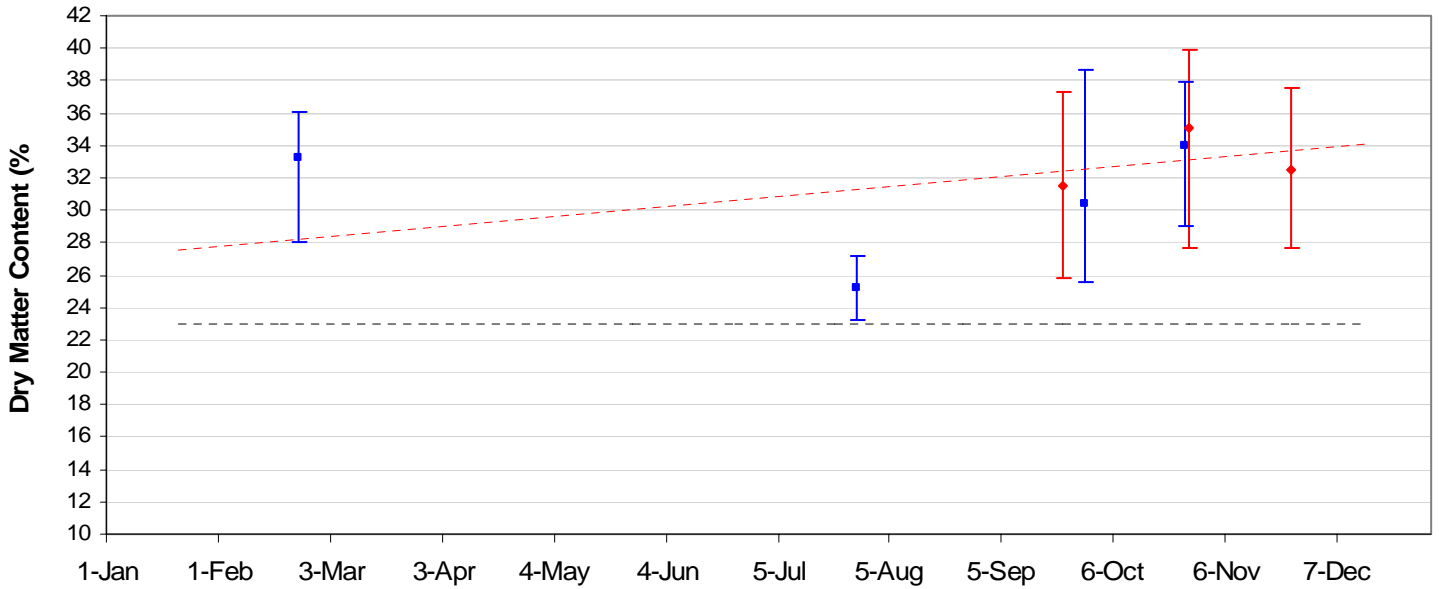
Average DM content - Central NSW (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard



Average DM content - Tristate (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard



Average DM content - WA (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard

