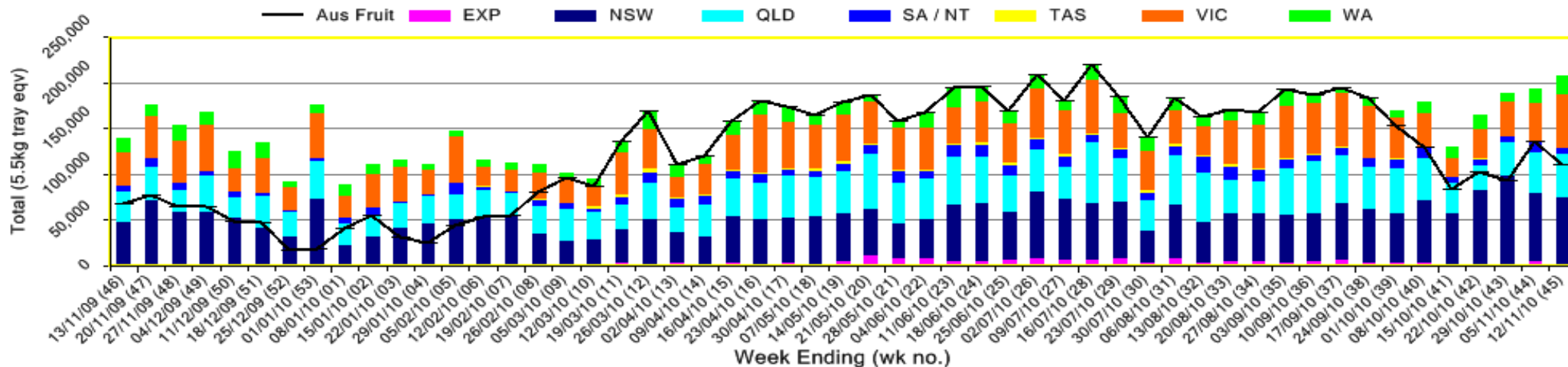


INFOCADO WEEKLY REPORT: 6th - 12th November 2010 (Wk 45)

Industry Dispatches By Destination State and Count Size : 6th November - 12th November 2010 (Wk 45)

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									743	744	1,487	161		1,780
NSW	990	4,524	7,176	14,270	189	12,138	14,594	5,241	5,390	64,512	4,225			72,194
QLD	806	1,418	3,850	8,097	803	6,206	8,343	6,009	2,463	37,995	5,153	1,350	1,324	47,850
SA / NT		51	3,802	266		731	520	437		5,807	223	2,500		6,667
VIC	197	4,643	8,107	15,034	75	8,874	11,251	3,568	4,151	55,900	2,123			59,760
WA	46	679	1,031	4,501		4,891	3,138	1,822		16,108	2,128	2,500		20,432
Total	2,039	11,315	23,966	42,168	1,067	32,840	37,846	17,820	12,748	181,809	14,013	6,350	1,324	208,683

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,349,385 5.5kg tray eqv



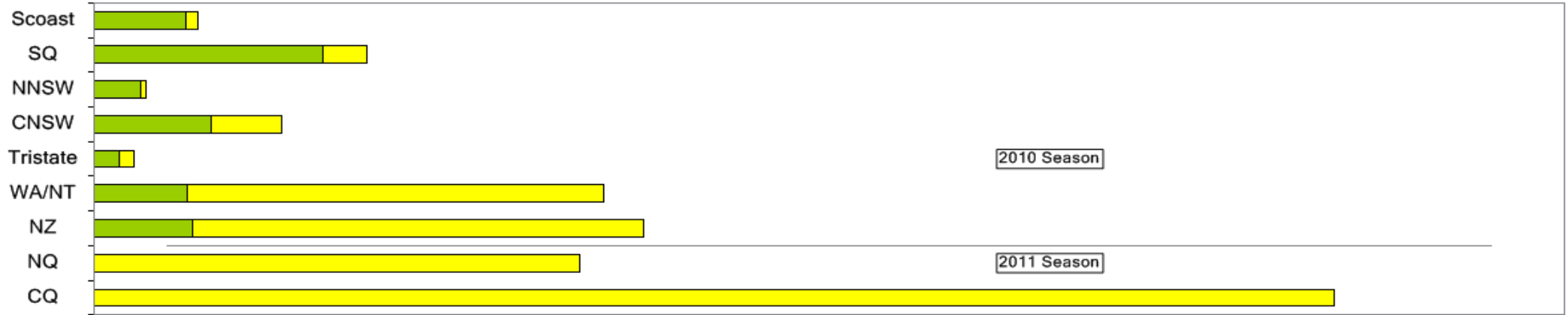
Comments from the CEO

- Volumes into the market are being maintained while values at market level are holding
- More fruit is being exported at this time of year than ever before
- In the lead up to Christmas and the warmer weather across all states demand will increase for avocados
- Retail prices have crept up in Melbourne, Sydney and Brisbane over the last two weeks
- Supermarket sales remained strong during the last week, increasing consistently over the last few weeks

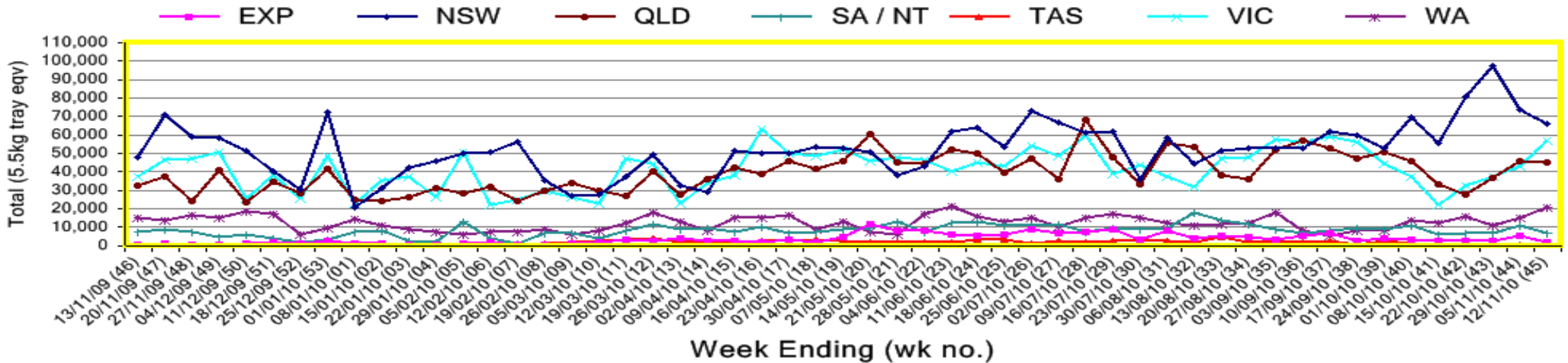


Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 7,337,162 5.5kg tray eqv



Week 45 contributors - Packhouses

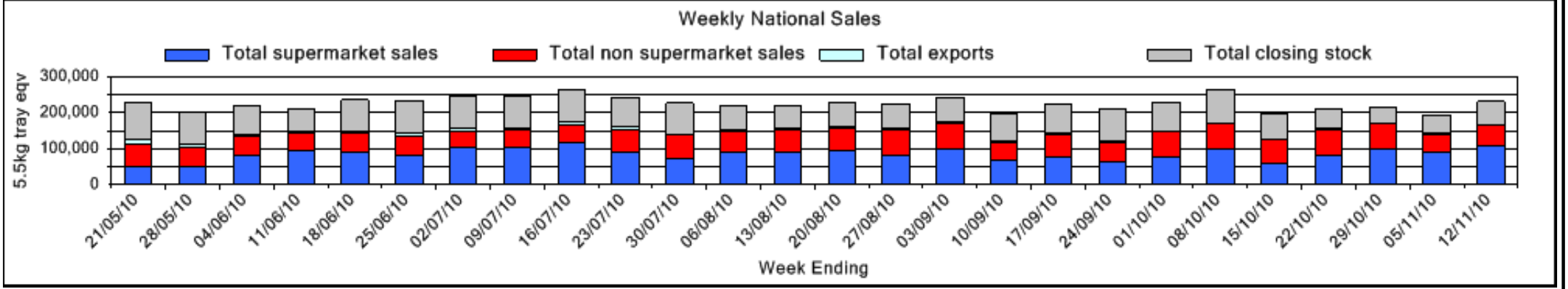
- Advance Packing & Marketing Services
- Avonova
- Balmoral Orchard
- Coastal Avocados
- Delroy Orchards
- Green Nugget Orchards
- Mt Binga Orchards Pty Ltd
- Natures Fruit Company
- NZ Avocado Industry Council
- Perseverance Farming Co
- Sunfresh
- Sunnyspot Packhouse PL
- WJ Row

Week 45 contributors - Wholesalers

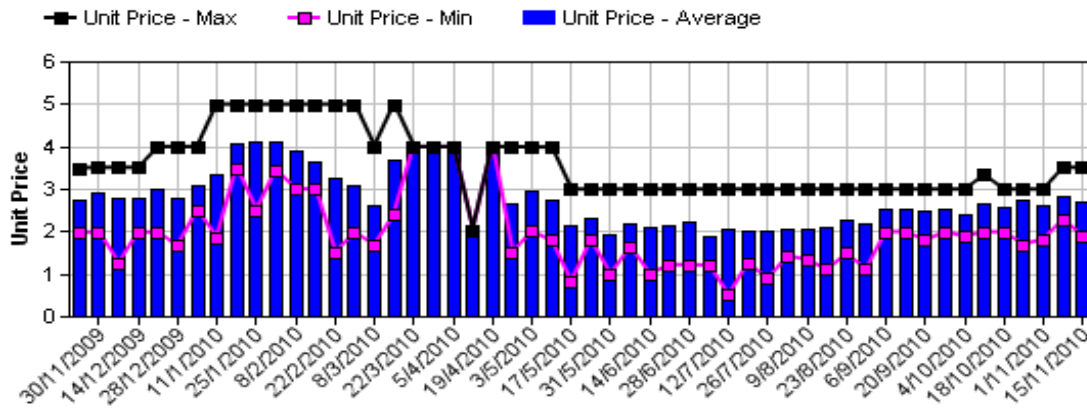
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Adelaide)
- Costa Farms (Brisbane)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Fresh Produce Group (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Murray Bros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

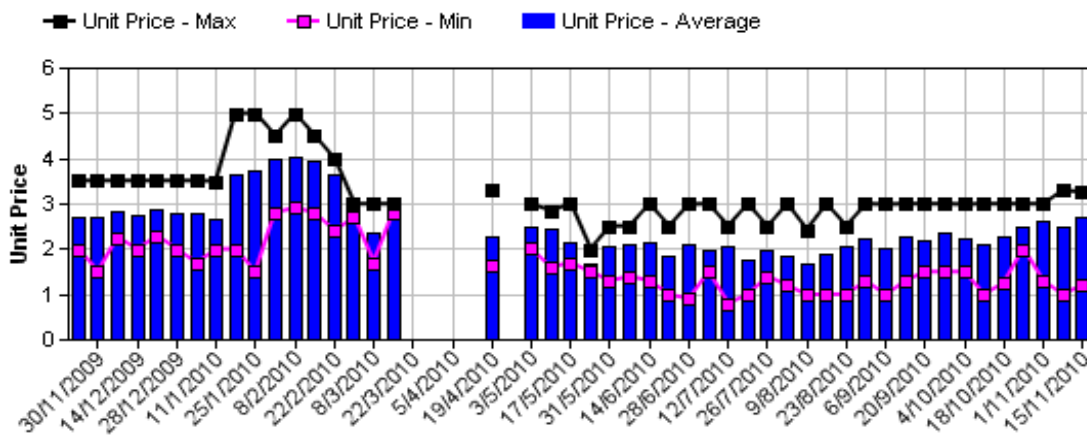
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	39,042			39,042											39,042			39,042
Total non supermarket sales	12,839		200	13,039	3,879			3,879	7,053						19,892		200	20,092
Total exports																		
Total sales	51,881		200	52,081	3,879			3,879	7,053						58,934		200	59,134
Total Stock on Hand	8,256		667	8,923	646			646	1,175						9,431		667	10,098
QLD																		
Total supermarket sales	17,033			17,033											17,033			17,033
Total non supermarket sales	17,970		4	17,974	433			433	787						18,757		4	18,761
Total exports	765			765	65			65	118						883			883
Total sales	35,768		4	35,772	498			498	905						36,673		4	36,677
Total Stock on Hand	17,357		92	17,449	390			390	709						18,066		92	18,158
SA & TAS																		
Total supermarket sales	4,834			4,834	81			81	147	2,500			2,500	455	5,436			5,436
Total non supermarket sales	3,597			3,597	768		4	772	1,404						4,993		7	5,001
Total exports																		
Total sales	8,431			8,431	849		4	853	1,551	2,500			2,500	455	10,429		7	10,437
Total Stock on Hand	4,997		397	5,394	1,257		61	1,318	2,396						7,283		508	7,791
VIC																		
Total supermarket sales	33,144			33,144											33,144			33,144
Total non supermarket sales	8,088		1,310	9,398	682		2	684	1,244						9,328		1,314	10,642
Total exports																		
Total sales	41,231		1,310	42,542	682		2	684	1,244						42,471		1,314	43,785
Total Stock on Hand	12,292		-20	12,272	2,133			2,133	3,878						16,170		-20	16,150
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	9,703		84	9,787	978		100	1,078	1,960	2,897			2,897	527	12,008		266	12,273
Total Stock on Hand																		
Total																		
Total supermarket sales	101,307			101,307	81			81	147	5,397			5,397	981	102,435			102,435
Total non supermarket sales	44,372		1,598	45,970	6,644		106	6,750	12,273						56,452		1,791	58,243
Total exports	1,335			1,335	161			161	293						1,628			1,628
Total sales	147,014		1,598	148,612	6,886		106	6,992	12,713	5,397			5,397	981	160,515		1,791	162,306
Total Stock on Hand	51,926		1,209	53,135	6,034		80	6,114	11,116	319			319	58	62,955		1,354	64,309



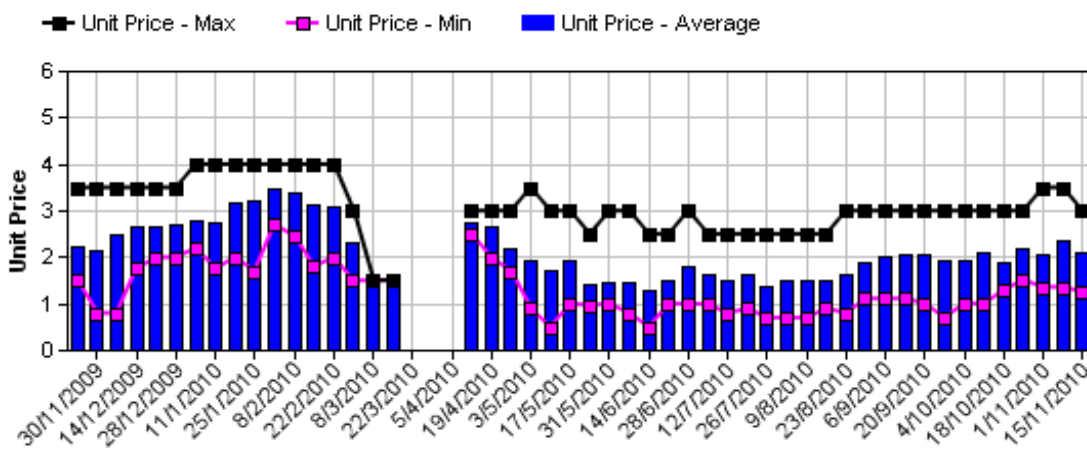
Hass Avocado Average Retail Prices - Sydney



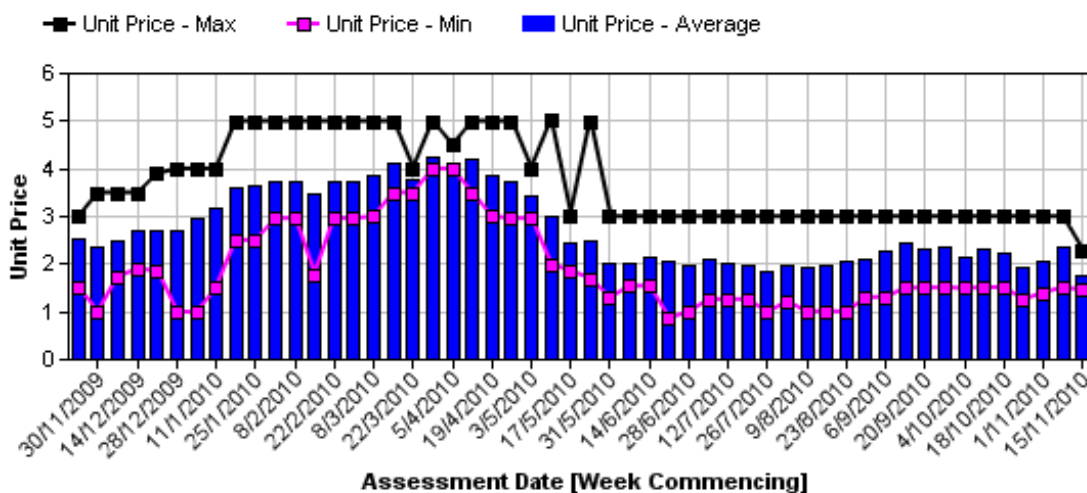
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

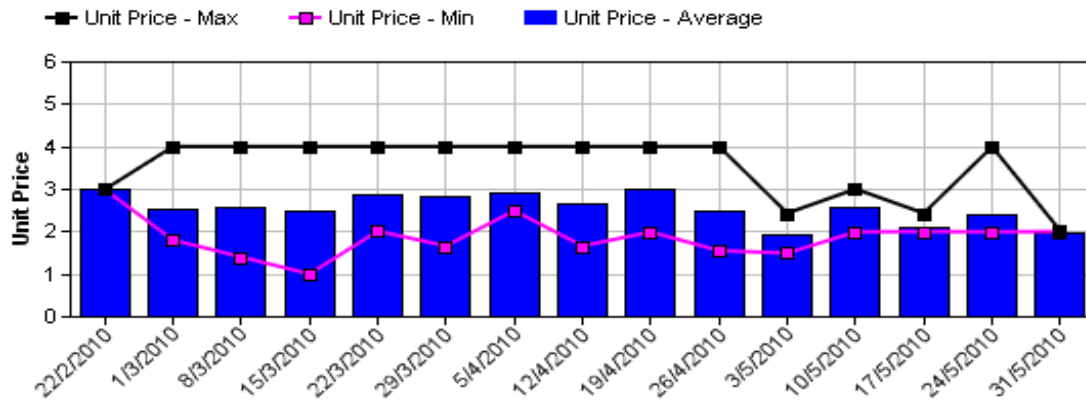


Hass Avocado Average Retail Prices - Perth

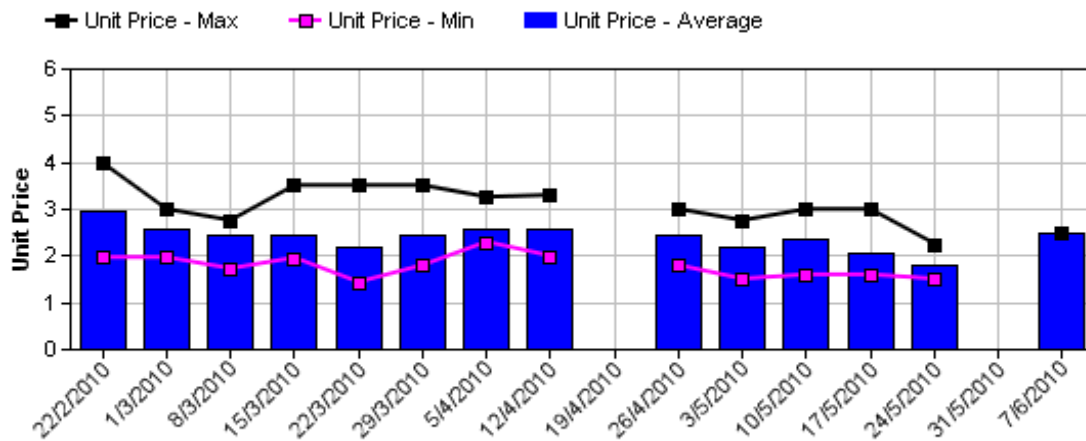


Assessment Date [Week Commencing]

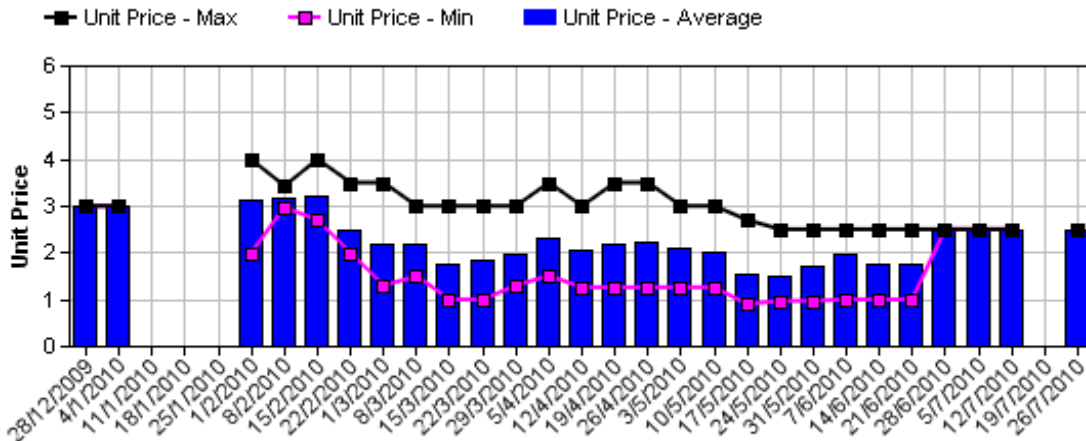
Shepard Avocado Average Retail Prices - Sydney



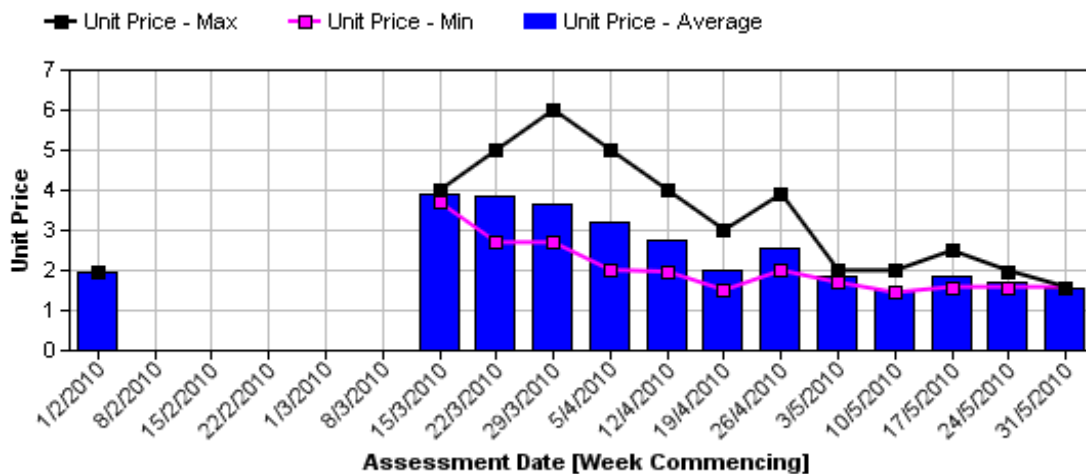
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety - 15th November 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	240	1.89	Store	NZ
Coles	Hass	270	2.48	No	NZ
Coles	Hass	270	2.48	No	NZ
Coles	Hass	280	2.48	No	NZ
I	Hass	270	2.49	No	Aus
I	Hass	285	2.49	No	Aus
I	Reed	340	2.49	No	Aus
I	Hass	340	2.5	No	Aus
I	Hass	280	2.5	No	Aus
Woolworths	Hass	315	2.72	No	Mixed
Woolworths	Hass	310	2.98	Store	Aus
Foodworks	Hass	270	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	305	2.99	No	Aus
I	Hass	320	3.5	No	Aus
BRISBANE					
Coles	Hass	260	1.25	Store	NZ
IGA	Hass	195	1.49	Store	NZ
I	Hass	140	1.49	No	Aus
IGA	Hass	200	1.49	Cat	NZ
IGA	Hass	200	1.49	Cat	NZ
I	Hass	230	1.59	Store	NZ
Coles	Hass	220	1.95	No	NZ
Coles	Hass	235	1.95	Store	NZ
Woolworths	Hass	180	2.42	Store	Mixed
Woolworths	Hass	220	2.42	No	Mixed
Woolworths	Hass	285	2.42	No	Mixed
I	Hass	255	2.49	No	NZ
I	Hass	245	2.49	Store	Aus
I	Hass	265	2.89	No	Aus
I	Hass	245	2.99	No	Aus
I	Wurtz	290	2.99	No	Aus
I	Shepard	340	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	345	1.2	No	NS
I	Hass	280	1.99	No	NS
I	Hass	290	2.29	No	NS
Coles	Hass	275	2.48	No	Aus
Coles	Hass	290	2.48	No	Mixed
Leos	Hass	235	2.49	No	Aus
Safeway	Hass	300	2.95	No	Aus
Safeway	Hass	260	2.95	No	Aus
Safeway	Hass	305	2.95	No	Mixed
IS	Hass	310	2.98	No	Aus
Coles	Hass	350	2.98	No	Mixed
I	Hass	270	2.99	No	NS
IGA	Hass	285	2.99	No	Aus
I	Hass	305	3.25	No	NS
I	Hass	320	3.25	No	NS
PERTH					
Coles	Hass	225	1.45	Store	Aus
Woolworths	Hass	260	1.45	Cat	Aus
Woolworths	Hass	210	1.45	Cat	Aus
I	Hass	230	1.79	No	Aus
I	Hass	215	1.99	No	Aus
IGA	Hass	295	2.29	No	Aus
I	Unnamed	580	2.95	No	Aus

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

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

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets