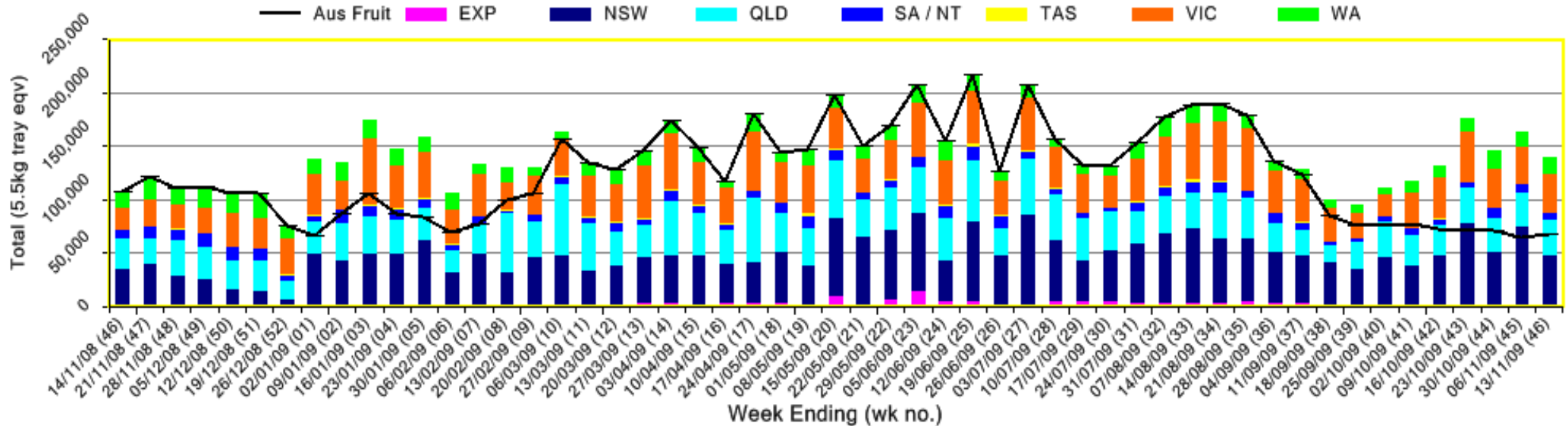


# INFOCADO WEEKLY REPORT: 7th November - 13th November 2009 (Wk 46)

Industry Dispatches 7th November - 13th November 2009 (Wk 46)														
Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays -	Bulk	P/PK	Other	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									440	440				440
NSW	154	2,346	5,706	8,579		7,210	9,442	3,159	3,615	40,211	4,096			47,658
QLD	20	613	3,480	4,705	42	5,454	6,634	2,735	1,663	25,346	3,021	6,919	810	32,244
SA / NT		3	1,563	45		466	1,019	1,046	304	4,446	1,184	2,500		7,054
VIC	148	1,687	4,741	7,959	83	6,627	8,161	3,145	3,452	36,003	785			37,430
WA		72	674	1,947	43	2,272	2,911	1,618	288	9,825	2,489	2,500		14,805
<b>Total</b>	<b>322</b>	<b>4,721</b>	<b>16,164</b>	<b>23,235</b>	<b>168</b>	<b>22,029</b>	<b>28,167</b>	<b>12,143</b>	<b>9,322</b>	<b>116,271</b>	<b>11,575</b>	<b>11,919</b>	<b>810</b>	<b>139,630</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 6,907,824 5.5kg tray eqv



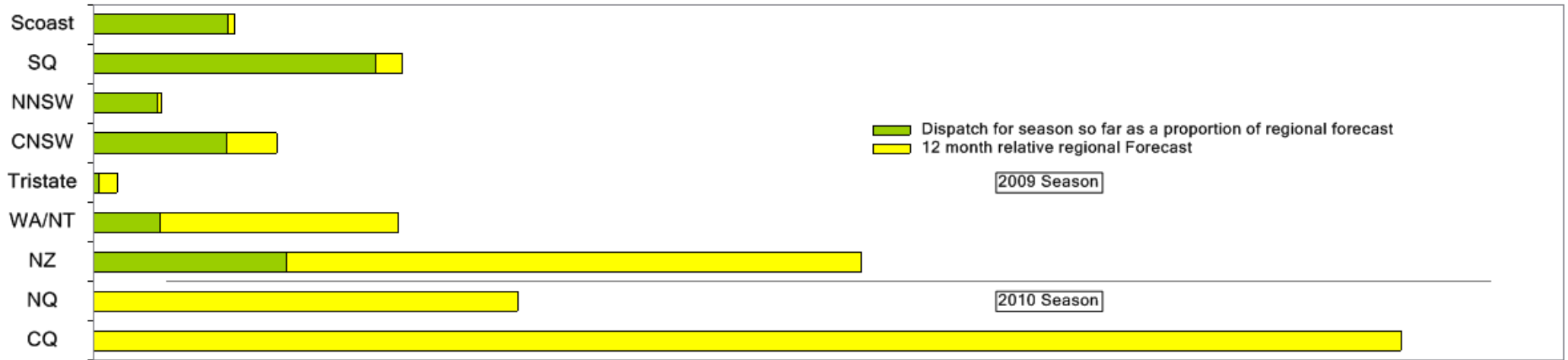
## Comments from the CEO

- Dispatches dropped back last week but were almost exactly as forecast —we would like to see this continue!
- Avocados were on catalogue special in both Melbourne and Perth last week.

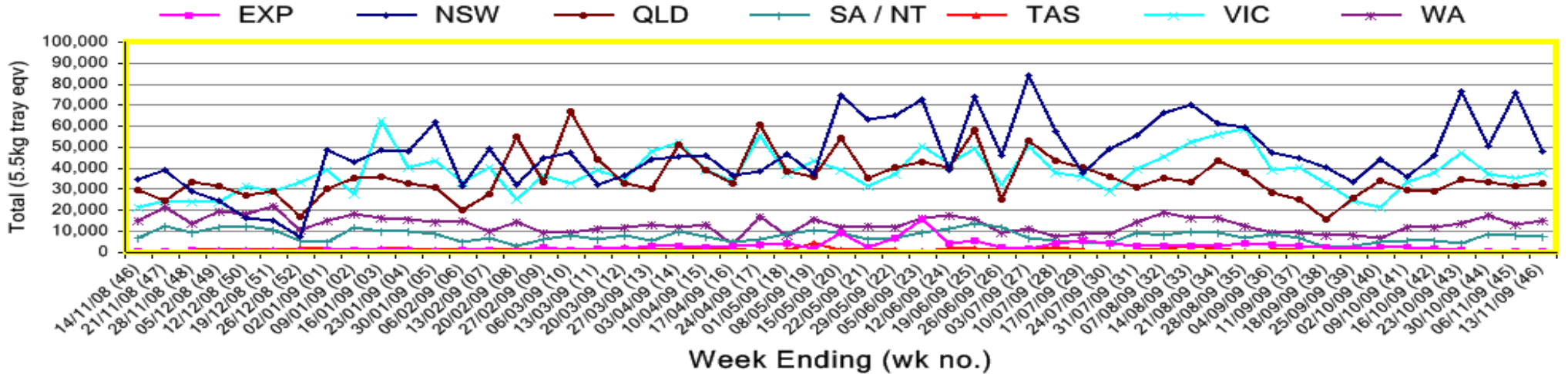




Percentage dispatched by region (Based on seasonal forecast - 2009)



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 6,907,824 5.5kg tray eqv



**Week 46 contributors - Packhouses**

Advance Packing & Marketing Services P/L  
 NZ Avocado Industry Council  
 Avonova  
 Avowest  
 Coastal Avocados  
 Delroy Orchards  
 Green Nugget Orchards  
 Green Pear Avocado  
 I & A Tolson  
 Merrinee Farms

Midcoast Avocados  
 Natures Fruit Company  
 One Harvest  
 Perseverance Farming Co  
 Serrata Enterprises  
 Sunfresh  
 Sunnyspot Packhouse PL  
 The Avocado Grove  
 VP & EA Farrell

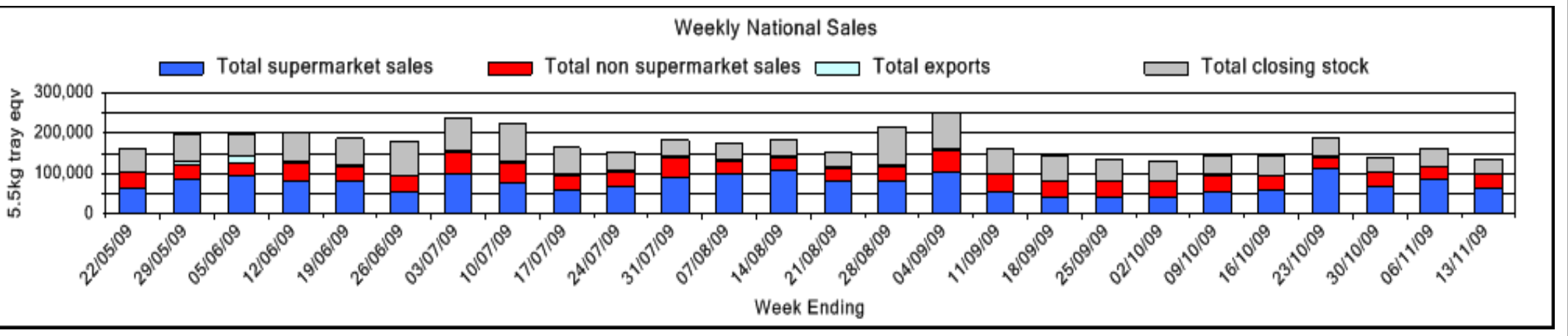
**Week 46 contributors - Wholesalers**

Dykes Bros (Melbourne)  
 Etherington (Perth)  
 Murray Bros (Brisbane)  
 Quality Produce International (Perth)  
 Romeos Marketing (Brisbane)

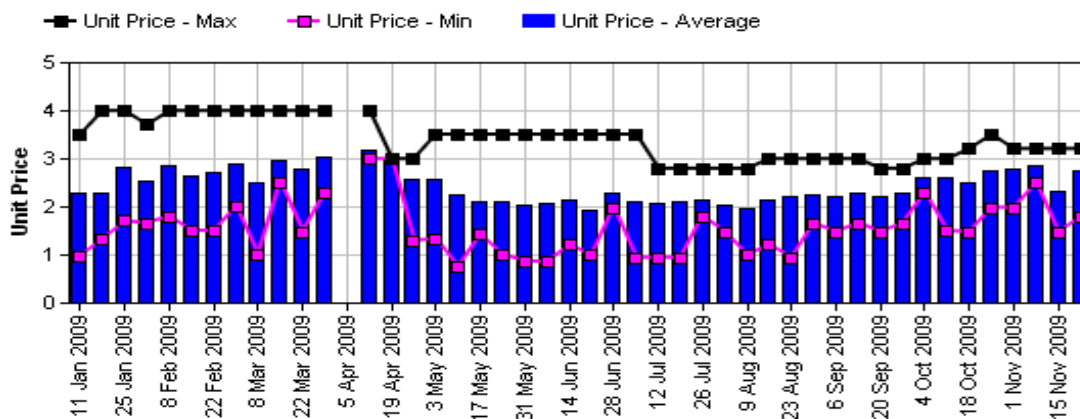
Sculli & Co Pty Ltd (Melbourne)  
 The La Manna Group (Adelaide)  
 The La Manna Group (Brisbane)  
 The La Manna Group (Melbourne)  
 United Fresh (Adelaide)

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

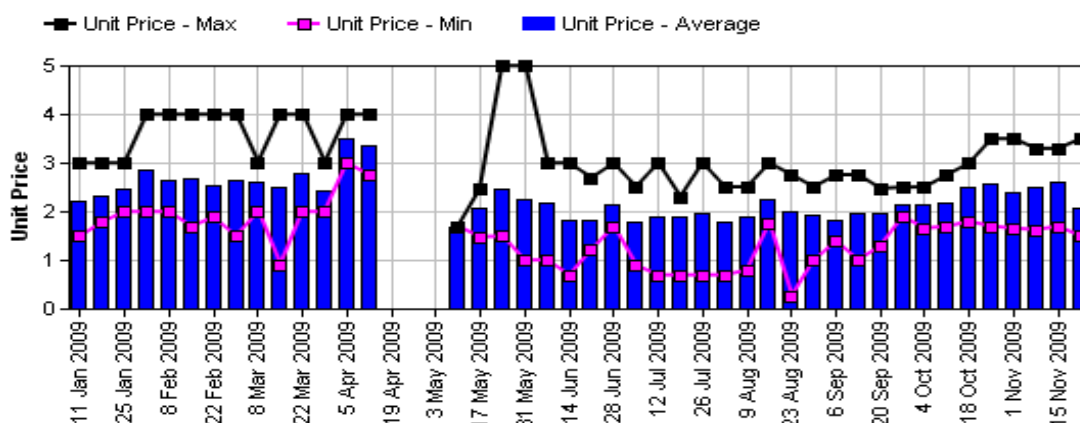
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales																		
Total Stock on Hand																		
QLD																		
Total supermarket sales	13,394		1	13,395	63		3	66	120	6,919			6,919	1,258	14,767		6	14,773
Total non supermarket sales	13,121			13,121	4			4	7						13,129			13,129
Total exports	440			440											440			440
Total sales	26,956		1	26,957	67		3	70	127	6,919			6,919	1,258	28,336		6	28,342
Total Stock on Hand	15,574			15,574	33			33	60						15,634			15,634
SA & TAS	# Data set not included because not enough SA & TAS wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales	# Data set not included because not enough SA & TAS wholesalers contributed data this week																	
Total exports																		
Total sales	3,844		321	4,165	441		4	445	809	2,500			2,500	455	5,100		328	5,429
Total Stock on Hand																		
VIC																		
Total supermarket sales	21,819			21,819											21,819			21,819
Total non supermarket sales	9,276		360	9,636	670		107	777	1,413					10,494		555	11,049	
Total exports																		
Total sales	31,095		360	31,455	670		107	777	1,413					32,313		555	32,868	
Total Stock on Hand	5,855		142	5,997	665		447	1,112	2,022					7,064		955	8,019	
WA	# Data set not included because not enough WA wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales	# Data set not included because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	5,212		96	5,308	881	32	88	1,001	1,820	2,500			2,500	455	7,268	58	256	7,583
Total Stock on Hand																		
Total																		
Total supermarket sales	61,545		97	61,642	151		3	154	280	11,919			11,919	2,167	63,986		102	64,089
Total non supermarket sales	29,014		681	29,695	1,908	32	199	2,139	3,889					32,483	58	1,043	33,584	
Total exports	440			440										440				440
Total sales	90,998		778	91,776	2,059	32	202	2,293	4,169	11,919			11,919	2,167	96,909	58	1,145	98,112
Total Stock on Hand	32,012	17	472	32,501	2,887		533	3,420	6,218					37,261	17	1,441	38,719	



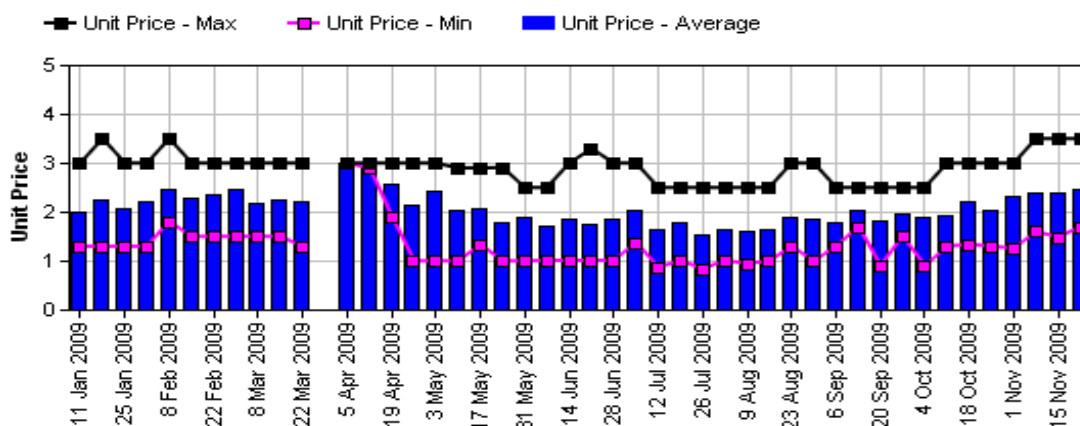
### Hass Avocado Average Retail Prices - Sydney



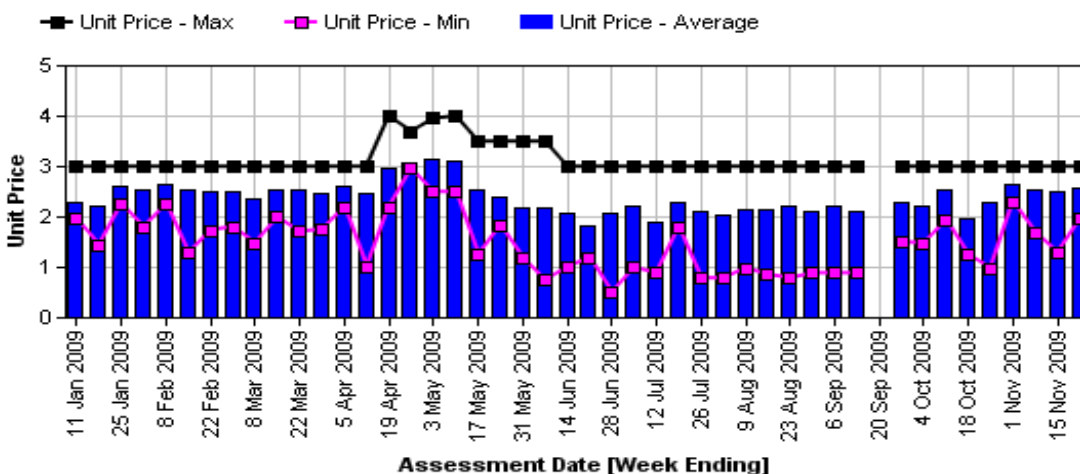
### Hass Avocado Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

## Retail Prices by city, store and variety—16th November 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	265	2.48	No	NZ
Coles	Hass	280	2.48	No	NZ
I	Reed	470	3.49	No	Aus
IGA	Hass	280	2.79	No	Aus
I	Hass	280	2.99	No	Aus
Foodworks	Hass	280	2.99	No	NS
Coles	Hass	270	2.48	No	NZ
IC	Hass	290	2.5	No	Aus
Woolworths	Hass	280	2.95	No	NZ
IC	Hass	280	2.99	No	Aus
Woolworths	Hass	320	2.95	Store	Aus
IC	Hass	240	1.79	No	Aus
IGA	Hass	270	2.95	No	NS
I	Reed	365	3.99	No	NS
I	Hass	280	3.2	No	NS
I	Hass	250	2.49	No	Aus
I	Reed	440	2.99	No	NS
Woolworths	Hass	300	2.95	Store	NZ
I	Hass	250	2.99	No	Aus
<b>BRISBANE</b>					
I	Hass	235	2.99	Store	Aus
Woolworths	Hass	285	2.25	No	Aus
IGA	Hass	240	2.99	No	Aus
I	Reed	510	2.79	No	Aus
Coles	Hass	225	1.99	No	NZ
I	Hass	235	1.99	No	Aus
I	Hass	235	1.99	No	Aus
IC	Hass	260	2.99	No	Aus
IGA	Hass	280	2.99	No	NZ
I	Wurtz	390	2.89	Store	NS
I	Hass	280	3.49	Store	Mixed
I	Hass	250	2.89	Store	NS
Coles	Hass	260	1.99	No	NZ
Woolworths	Hass	230	2.25	No	Aus
Coles	Hass	255	1.99	No	NZ
I	Reed	460	2.99	Store	Aus
Woolworths	Hass	230	2.25	No	Aus
IGA	Hass	280	2.99	No	Aus
IC	Hass	160	1.69	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	265	1.99	No	NS
I	Hass	245	1.49	No	NS
Safeway	Hass	275	1.5	Cat	NZ
Coles	Hass	260	1.65	Cat	Mixed
I	Hass	280	1.99	No	NS
Coles	Hass	275	1.65	Cat	Mixed
I	Hass	310	3.25	No	NS
Coles	Hass	215	1.75	Cat	Mixed
I	Hass	265	2.49	No	NS
IGA	Hass	270	1.99	No	Aus
Safeway	Hass	275	1.5	Cat	NZ
I	Hass	245	3.49	No	Aus
<b>PERTH</b>					
IGA	Hass	250	1.19	Cat	Aus
I	Hass	240	2.5	No	Aus
Coles	Hass	230	1.95	Cat	Aus
IGA	Hass	260	2.99	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	250	2.99	No	Aus
IS	Hass	240	2.29	No	Aus
I	Hass	280	2.49	No	Aus
Woolworths	Hass	220	2.48	Store	Aus
IS	Hass	275	2.99	No	Aus
Woolworths	Hass	225	2.48	No	Aus
I	Hass	245	2.49	No	Aus
Woolworths	Hass	255	2.48	No	Aus
Coles	Hass	250	1.96	Cat	Aus
IGA	Hass	265	2.99	No	Aus
Coles	Hass	215	1.95	Cat	Aus
I	Hass	255	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