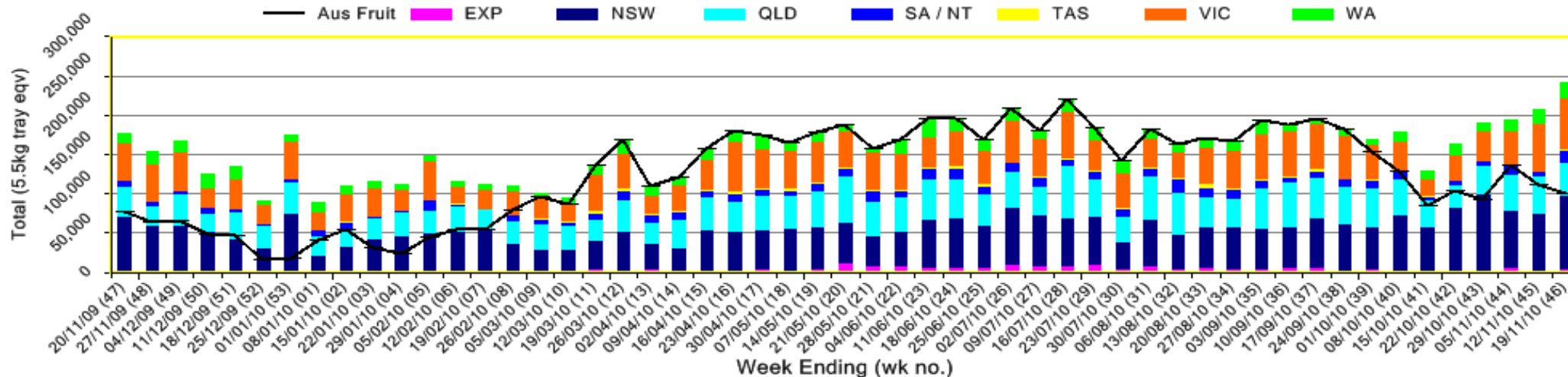


INFOCADO WEEKLY REPORT: 13th - 19th November 2010 (Wk 46)

Industry Dispatches By Destination State and Count Size : 13th November - 19th November 2010 (Wk 46)

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							176	1,093	1,347	2,616	641			3,781
NSW	145	4,485	10,329	18,532	81	16,506	20,752	7,729	7,964	86,523	4,354			94,439
QLD	3	1,115	3,794	7,545	169	5,921	9,458	3,634	3,292	34,931	3,403		3,916	41,830
SA / NT	35	137	1,531	658		1,394	4,664	560		8,979	3,133	2,500		15,130
TAS							445			445				445
VIC	126	3,158	10,413	14,158	753	10,147	13,317	4,451	5,666	62,189	2,078			65,967
WA		339	786	3,712		6,887	3,514	2,508	133	17,879	1,625	2,500		21,289
Total	309	9,234	26,853	44,605	1,003	40,855	52,326	19,975	18,402	213,562	15,234	5,000	3,916	242,881

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,592,266 5.5kg tray eqv



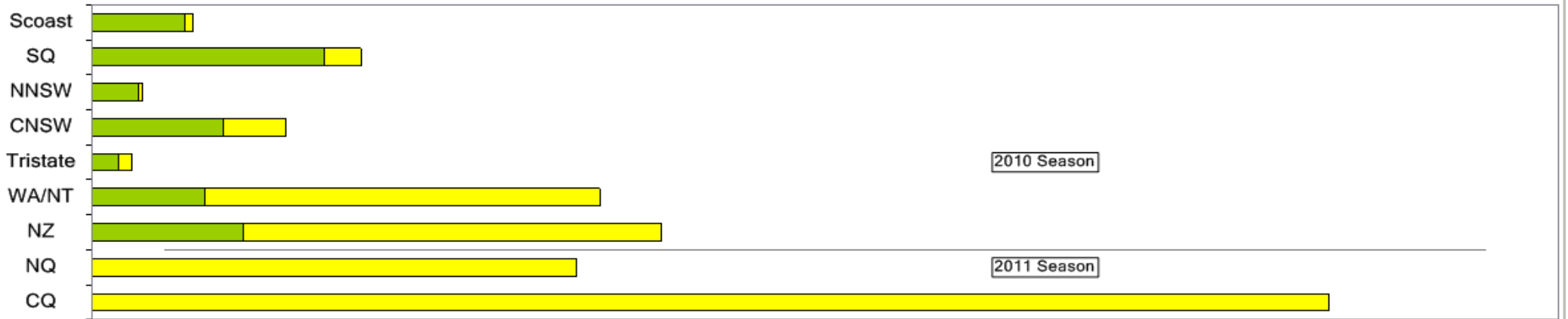
Comments from the CEO

- Dispatches last week were significantly higher than was forecast—this is due mainly to larger than forecast imports from New Zealand.
- Volumes are higher than this time last year both in terms of domestic production and imported fruit but retail prices still remain steady as does stock on hand.
- Supermarket sales have continued to rise from last week.

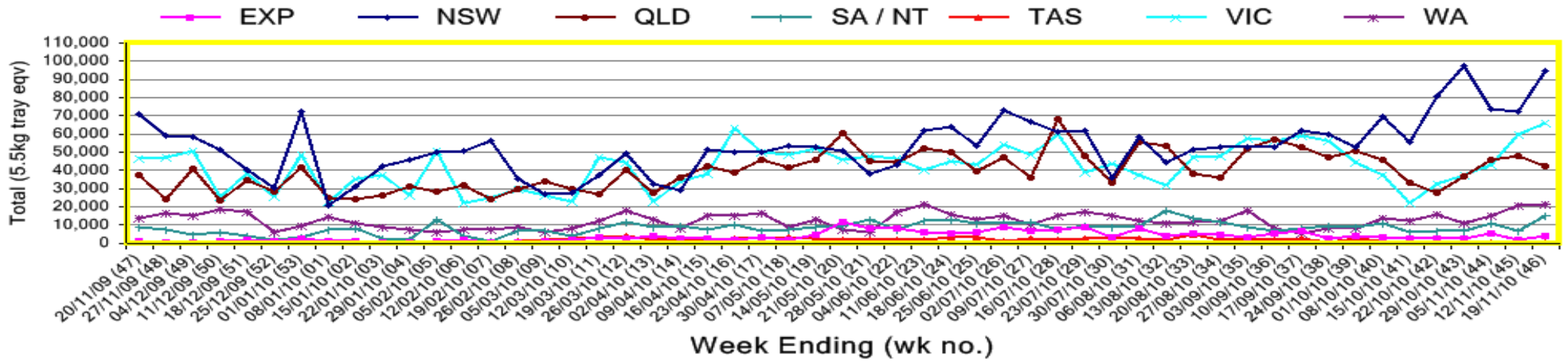


Percentage dispatched by region (Based on seasonal forecast - 2010)

Dispatch for season so far as a proportion of regional forecast 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,592,266 5.5kg tray eqv



Week 46 contributors - Packhouses

Advance Packing & Marketing Services P/L
Avocado Industry Council (NZAGA)
Avonova
C F Fechner
Chinoola Orchards
Coastal Avocados
Delroy Orchards
Green Nugget Orchards

I & A Tolson
Mariners Rest
Midcoast Avocados
Mt Binga Orchards Pty Ltd
Natures Fruit Company
Sunfresh
Sunnyspot Packhouse PL
WJ Row

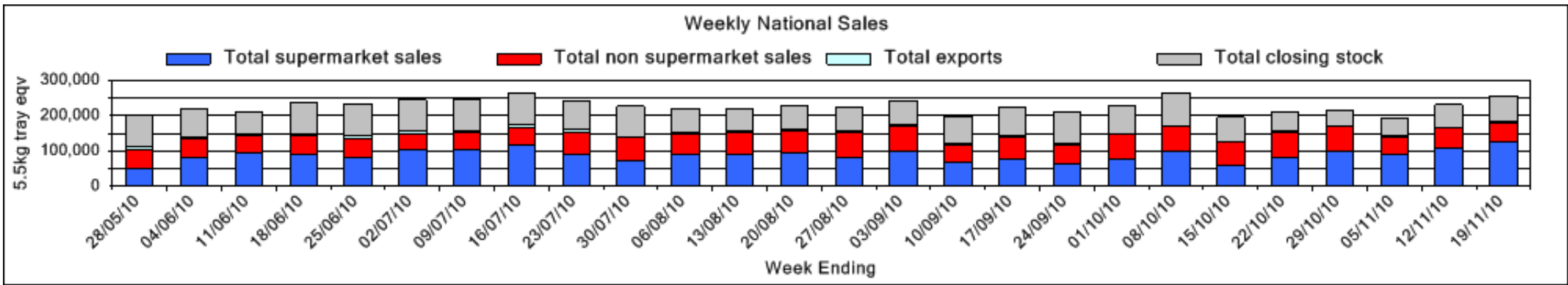
Week 46 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)
Costa Farms (Adelaide)
Costa Farms (Melbourne)
Costa Farms (Perth)
Dykes Bros (Melbourne)
Etherington (Perth)
Exotic Fruit Traders (Sydney)
Fresh Produce Group (Sydney)
Freshmax Pty Ltd (Brisbane)

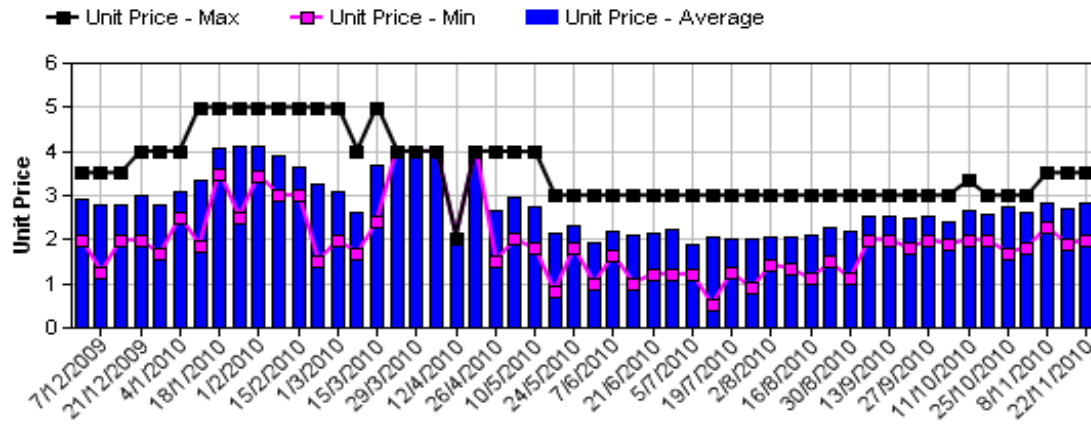
Murray Bros (Brisbane)
Sculli & Co Pty Ltd (Melbourne)
Sinclair & Antico (Aust) Pty Ltd (Sydney)
Sparacino & Sons (Sydney)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

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

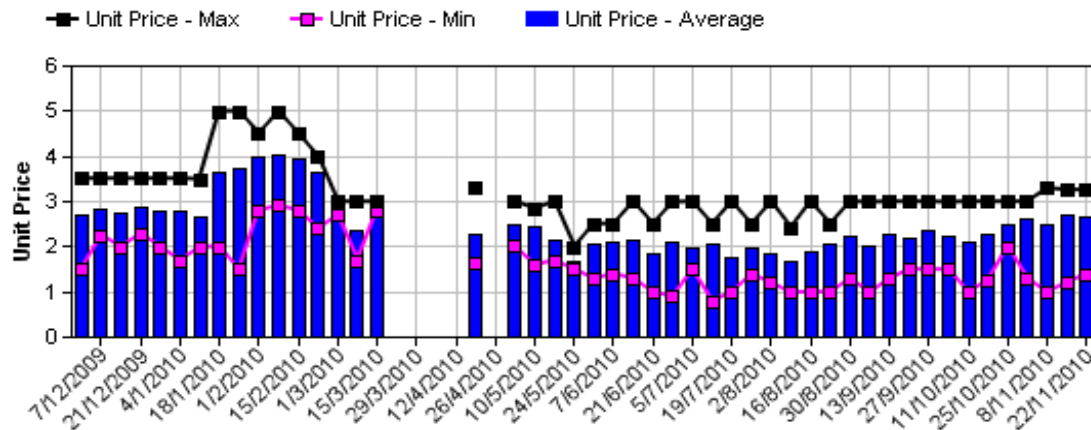
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons				Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	46,187			46,187	17			17	31						46,218			46,218
Total non supermarket sales	15,231		1,070	16,301	2,338		270	2,608	4,742						19,482		1,561	21,043
Total exports	152			152											152			152
Total sales	61,570		1,070	62,640	2,355		270	2,625	4,773						65,852		1,561	67,413
Total Stock on Hand	6,467		400	6,867	456			456	829						7,296		400	7,696
QLD																		
Total supermarket sales	11,468			11,468	96			96	175						11,643			11,643
Total non supermarket sales	15,506			15,506	583			583	1,060						16,566			16,566
Total exports	704			704	65			65	118						822			822
Total sales	27,678			27,678	744			744	1,353						29,030			29,030
Total Stock on Hand	19,504			19,504	2,172			2,172	3,949						23,453			23,453
SA & TAS																		
Total supermarket sales	7,814			7,814						2,500			2,500	455	8,268			8,268
Total non supermarket sales	3,322			3,322	819			819	1,489						4,811			4,811
Total exports																		
Total sales	11,136			11,136	819			819	1,489	2,500			2,500	455	13,079			13,079
Total Stock on Hand	8,858		638	9,496	1,273		61	1,334	2,425						11,172		749	11,921
VIC																		
Total supermarket sales	46,713			46,713											46,713			46,713
Total non supermarket sales	6,146		169	6,315	2,121		4	2,125	3,864						10,002		177	10,179
Total exports																		
Total sales	52,859		169	53,028	2,121		4	2,125	3,864						56,715		177	56,892
Total Stock on Hand	13,076			13,076	984			984	1,789						14,866			14,866
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	15,164		73	15,237	1,223		59	1,282	2,331	2,797			2,797	509	17,896		180	18,076
Total Stock on Hand																		
Total																		
Total supermarket sales	123,835			123,835	115			115	209	5,297			5,297	963	125,007			125,007
Total non supermarket sales	41,955		1,312	43,267	6,506		333	6,839	12,435						53,784		1,918	55,702
Total exports	2,616			2,616	641			641	1,165						3,781			3,781
Total sales	168,406		1,312	169,718	7,262		333	7,595	13,809	5,297			5,297	963	182,573		1,918	184,490
Total Stock on Hand	58,610		1,038	59,648	6,456		61	6,517	11,849	22			22	4	70,352		1,149	71,501



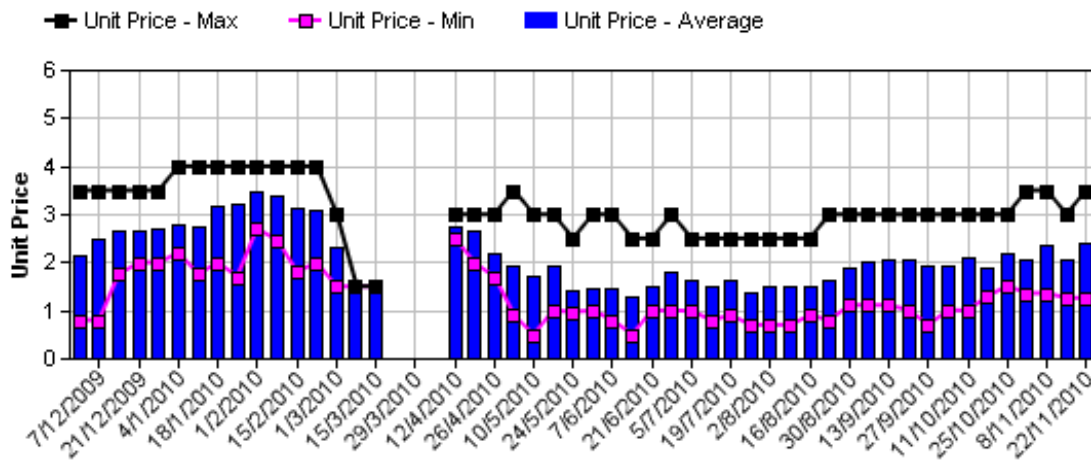
Hass Avocado Average Retail Prices - Sydney



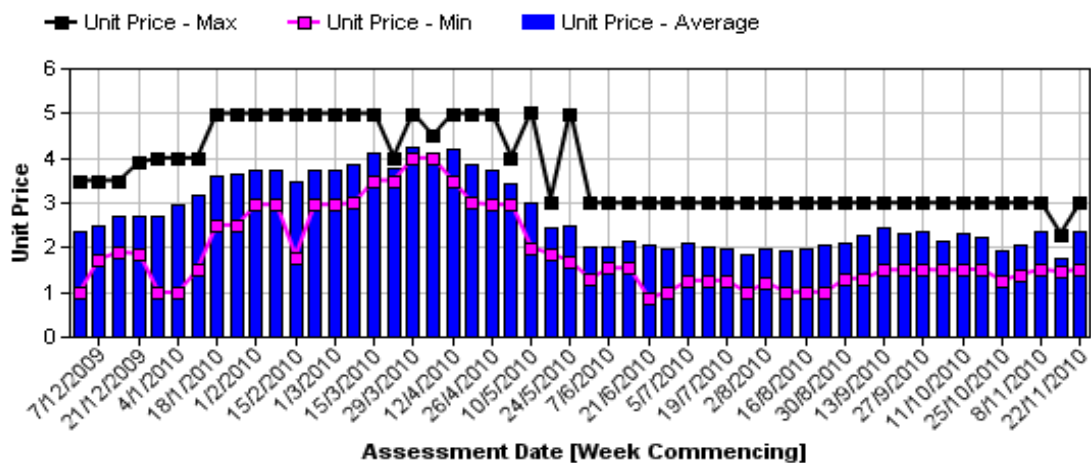
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

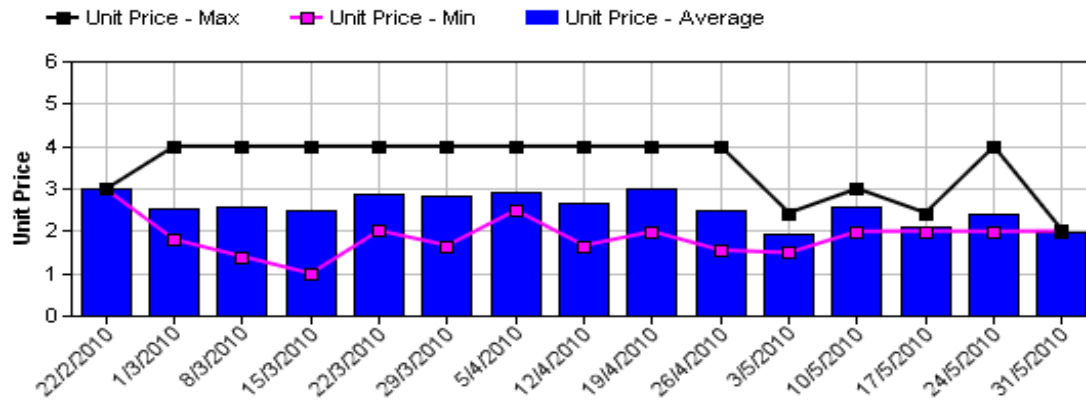


Hass Avocado Average Retail Prices - Perth

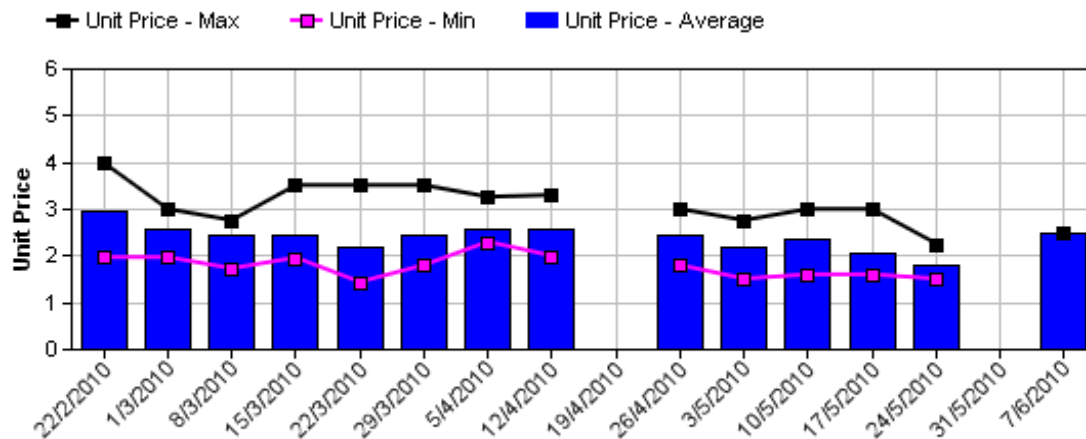


Assessment Date [Week Commencing]

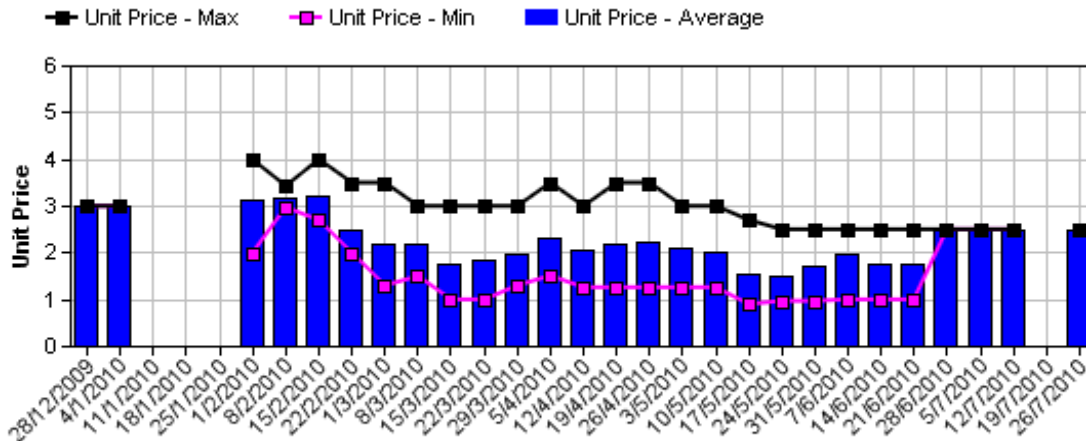
Shepard Avocado Average Retail Prices - Sydney



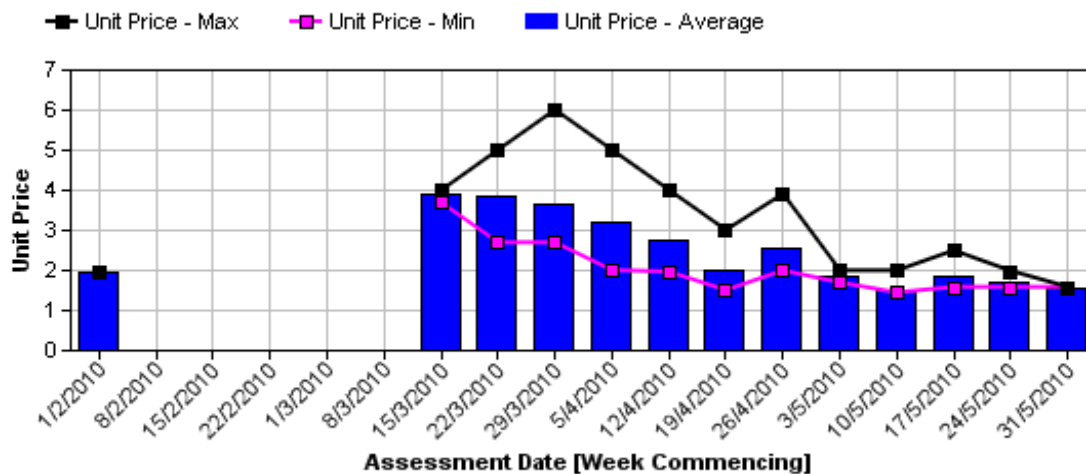
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 22nd November 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	275	1.98	No	NZ	I	Hass	270	1.39	No	NS
Coles	Hass	240	1.98	No	NZ	I	Hass	235	1.99	No	NS
Coles	Hass	255	1.98	No	NZ	I	Hass	245	2.29	No	NS
I	Hass	270	2.49	No	Aus	Coles	Hass	275	2.48	No	NS
I	Hass	240	2.79	No	Aus	Coles	Hass	285	2.48	No	Mixed
Woolworths	Hass	295	2.87	No	Mixed	Coles	Hass	285	2.48	No	Mixed
Woolworths	Hass	230	2.87	No	Mixed	I	Hass	275	2.49	No	NS
Woolworths	Hass	230	2.87	No	Mixed	I	Hass	260	2.69	No	Aus
Foodworks	Hass	260	2.99	No	Aus	Safeway	Hass	300	2.95	No	Mixed
IGA	Hass	250	2.99	No	Aus	I	Hass	250	2.95	No	Aus
I	Hass	230	2.99	No	Aus	Safeway	Hass	225	2.95	No	Aus
I	Hass	270	2.99	No	Aus	Safeway	Hass	270	2.95	No	Aus
I	Hass	300	3.49	No	NZ	IGA	Hass	255	2.99	No	Aus
I	Hass	320	3.50	No	Aus	I	Hass	315	3.25	No	NS
I	Hass	315	3.50	No	Aus	I	Hass	310	3.25	No	NS
BRISBANE						PERTH					
Coles	Hass	245	1.25	No	NZ	IS	Hass	230	1.5	Store	Aus
Coles	Hass	240	1.95	No	NZ	I	Hass	270	1.95	No	Aus
I	Hass	265	1.99	No	Aus	I	Hass	210	1.99	No	Aus
IGA	Hass	200	1.99	Store	Aus	I	Unnamed	550	1.99	Store	Aus
I	Hass	280	2.29	No	Aus	Coles	Hass	240	2.25	No	Aus
IGA	Hass	175	2.42	No	NZ	Woolworths	Hass	220	2.25	No	Aus
Woolworths	Hass	230	2.42	Store	Mixed	Coles	Hass	215	2.25	No	Aus
Woolworths	Hass	185	2.42	No	Aus	Woolworths	Hass	220	2.25	No	Aus
Woolworths	Hass	205	2.42	No	Mixed	Coles	Hass	220	2.25	No	Aus
IGA	Hass	200	2.42	No	NZ	Woolworths	Hass	240	2.25	No	Aus
I	Hass	215	2.49	Store	Aus	IGA	Hass	265	2.29	No	Aus
I	Hass	245	2.89	No	NS	I	Hass	260	2.49	No	Aus
I	Hass	260	2.99	No	Aus	IS	Hass	230	2.49	No	Aus
I	Hass	324	3.49	Store	Aus	IGA	Hass	220	2.69	No	Aus
						I	Hass	250	2.99	No	Aus
						I	Hass	360	2.99	No	Aus
						IGA	Hass	305	2.99	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