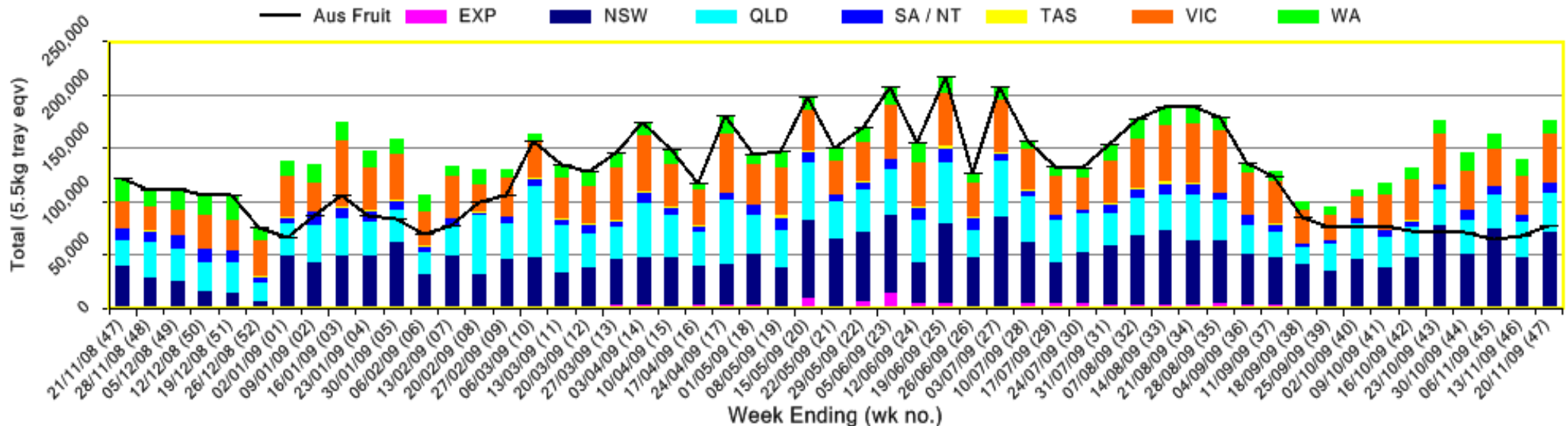


INFOCADO WEEKLY REPORT: 14th November - 20th November 2009 (Wk 47)

Industry Dispatches 14th November - 20th November 2009 (Wk 47)

Dest. State	5.5kg	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										720	720				720
NSW	126	2,885	7,441	13,250			11,245	14,433	4,859	5,657	59,896	5,770			70,387
QLD	37	886	3,854	6,769	32		6,201	8,178	2,384	2,169	30,510	3,017	6,732	1,400	37,474
SA / NT	1	64	901	975			1,212	1,724	1,082	198	6,157	1,069	3,000		8,646
VIC	205	2,424	5,574	9,564	48		7,736	9,785	3,432	3,820	42,588	1,873			45,993
WA	14	164	514	2,324			3,060	3,390	1,395		10,861	1,229	3,000		13,641
Total	383	6,423	18,284	32,882	80	29,454	37,510	13,152	12,564	150,732	12,958	12,732	1,400	176,862	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,084,685 5.5kg tray eqv

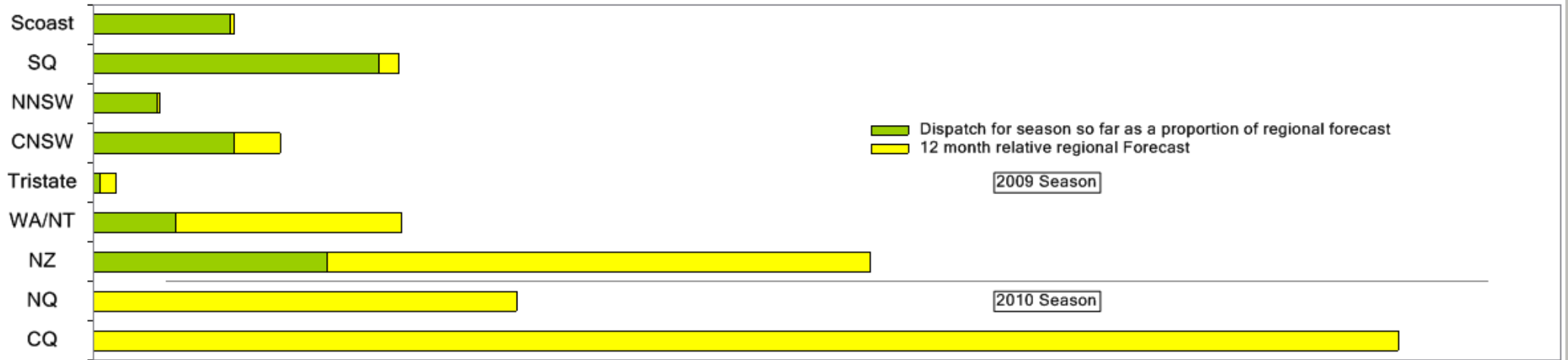


Comments from the CEO

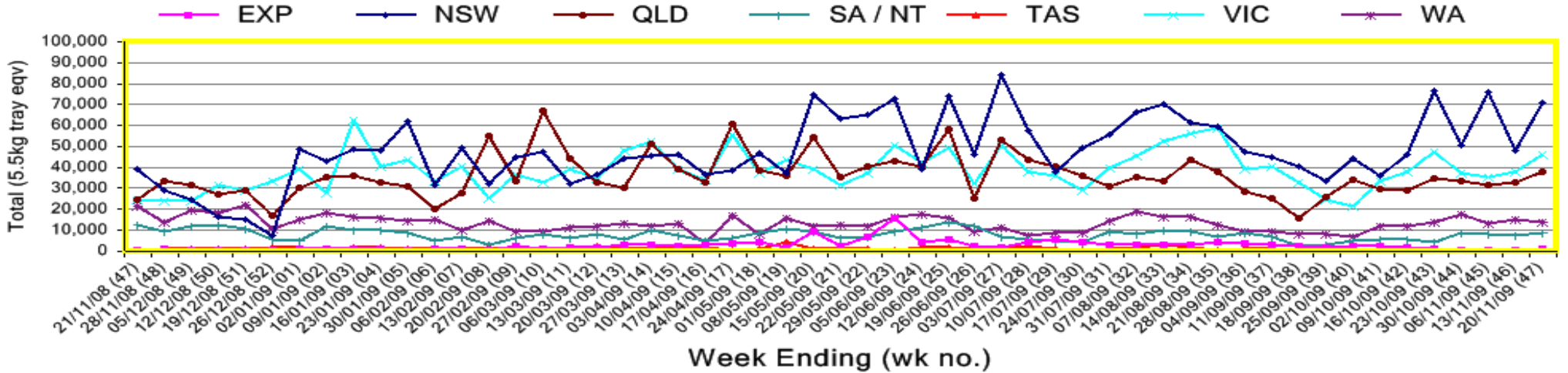
- The Northern NSW season has now finished.
- Dispatches were significantly higher than forecast last week mainly due to higher than forecast dispatches from New Zealand. Some packhouses who are coming to the end of their season also dispatched more than forecast to move the last of their fruit.
- You will notice that you can only view the full set of data from wholesalers in Queensland because of the lack of wholesaler contributors last week. Please encourage your wholesalers to contribute their data in Infocado on a weekly basis.



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,084,685 5.5kg tray eqv



Week 47 contributors - Packhouses

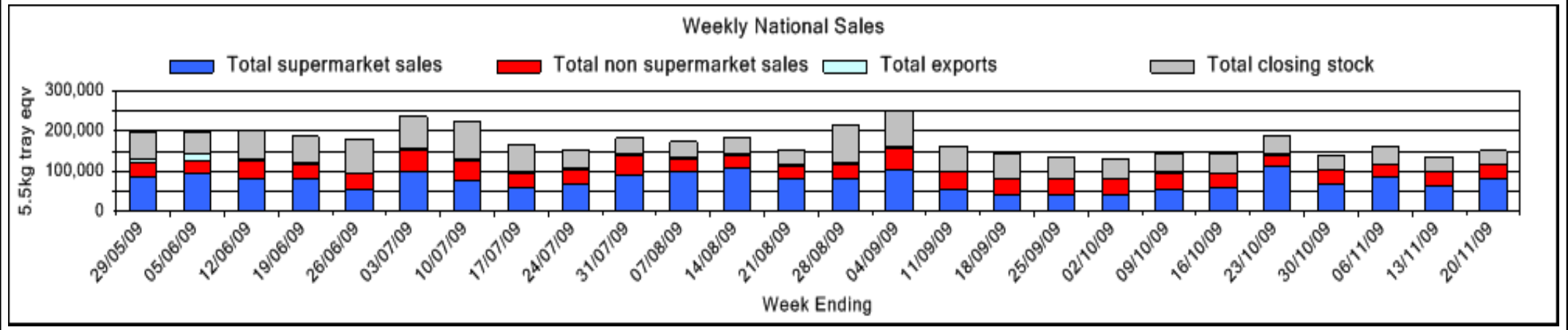
- | | |
|--|---------------------------|
| Advance Packing & Marketing Services P/L | Merrinee Farms |
| NZ Avocado Industry Council | Mt Binga Orchards Pty Ltd |
| Avonova | Natures Fruit Company |
| Avowest | One Harvest |
| C F Fechner | Sunfresh |
| Chinoola Orchards | Sunnyspot Packhouse PL |
| Chislett Developments Pty Ltd | The Avocado Grove |
| Delroy Orchards | VP & EA Farrell |
| Green Nugget Orchards | WJ Row |
| Green Pear Avocado | |

Week 47 contributors - Wholesalers

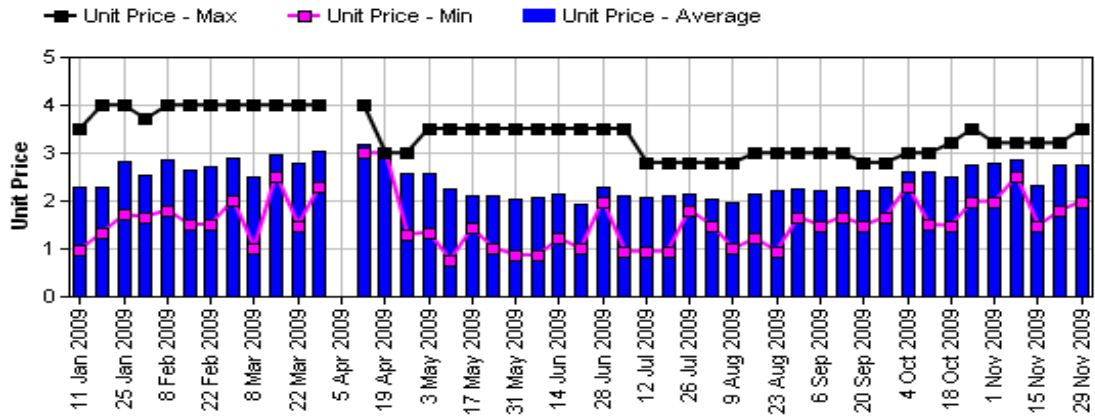
- Etherington (Perth)
- Murray Bros (Brisbane)
- Quality Produce International (Perth)
- Romeos Marketing (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- The La Manna Group (Adelaide)
- The La Manna Group (Brisbane)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

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

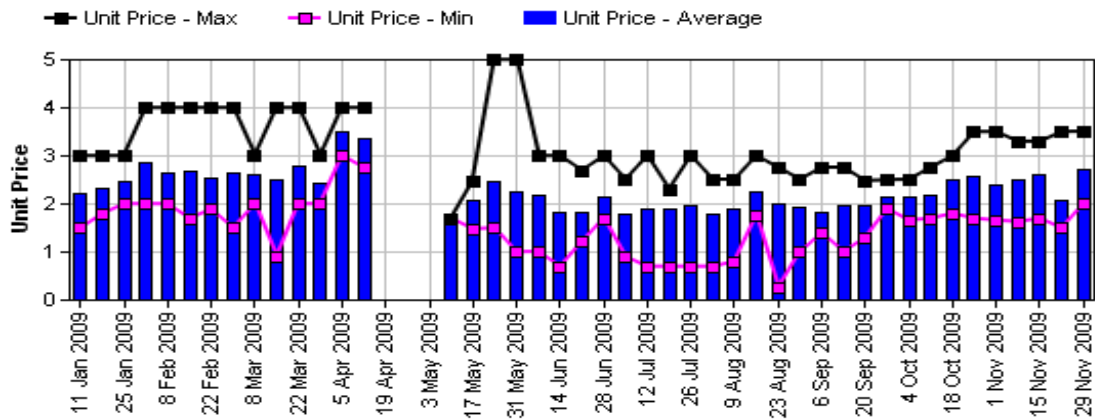
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales																			
Total Stock on Hand																			
QLD																			
Total supermarket sales	13,337		19	13,356						6,732				6,732	1,224	14,561		19	14,580
Total non supermarket sales	16,186			16,186	4			4	7						16,193			16,193	
Total exports	720			720											720			720	
Total sales	30,243		19	30,262	4			4	7	6,732				6,732	1,224	31,475		19	31,494
Total Stock on Hand	19,873			19,873	29			29	53						19,926			19,926	
SA & TAS																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales	5,022			5,022	716			716	1,302	3,000				3,000	545	6,869			6,869
Total Stock on Hand																			
VIC																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales	31,756			31,756	587			587	1,067						32,823			32,823	
Total Stock on Hand																			
WA																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports																			
Total sales	9,476	8	89	9,573	920			88	1,008	1,833	3,000			3,000	545	11,694	8	249	11,951
Total Stock on Hand																			
Total																			
Total supermarket sales	79,040		108	79,148	1			1	2	12,732				12,732	2,315	81,357		108	81,465
Total non supermarket sales	29,834	8		29,842	2,226			88	2,314	4,207					33,881	8	160	34,049	
Total exports	720			720											720			720	
Total sales	109,594	8	108	109,710	2,227			88	2,315	4,209	12,732			12,732	2,315	115,958	8	268	116,234
Total Stock on Hand	29,880	9	562	30,451	2,551			6	2,557	4,649					34,518	9	573	35,100	



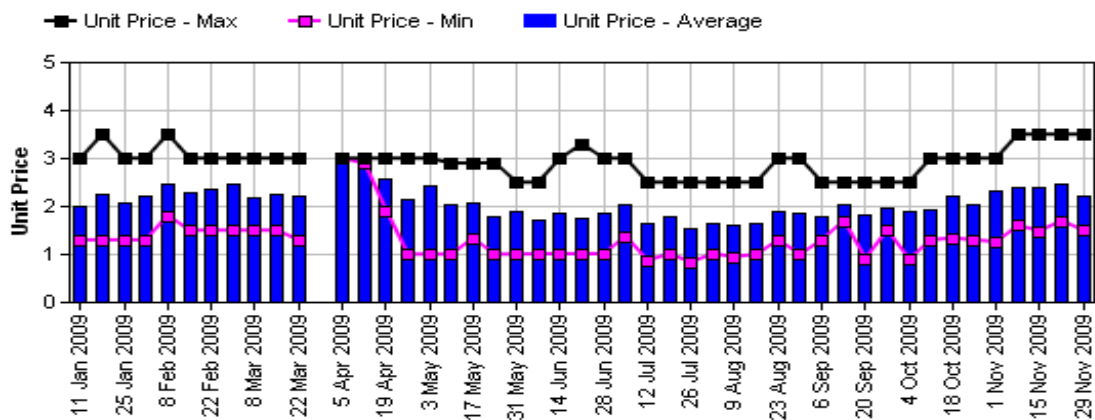
Hass Avocado Average Retail Prices - Sydney



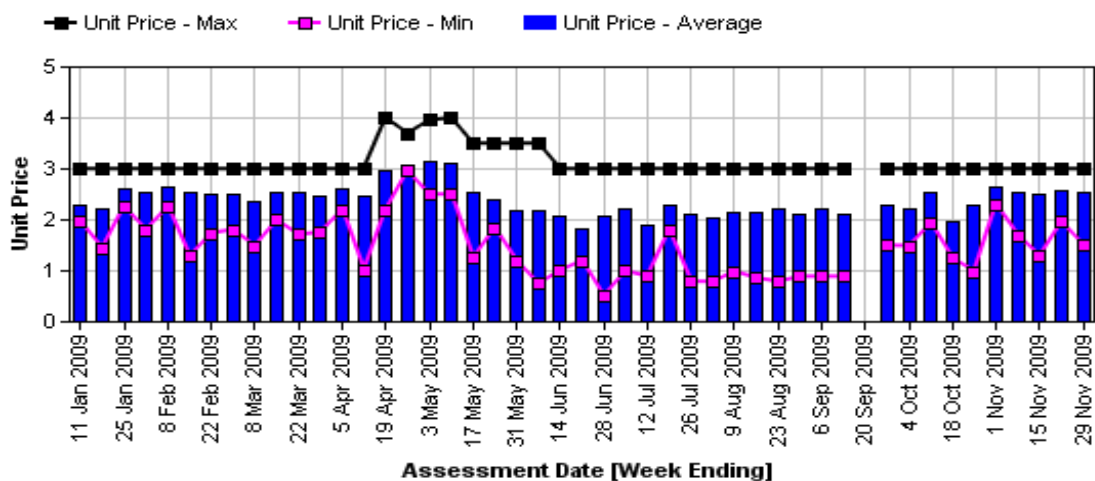
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Retail Prices by city, store and variety—23rd November 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	300	1.98	No	NZ
IC	Hass	260	2	No	NZ
Coles	Hass	270	2.48	No	NZ
Coles	Hass	255	2.48	No	NZ
IC	Hass	320	2.5	No	NZ
IC	Hass	240	2.5	No	Aus
Woolworths	Hass	295	2.75	No	NZ
Woolworths	Hass	330	2.75	No	NZ
Woolworths	Hass	300	2.75	No	NZ
I	Reed	455	2.99	No	Aus
I	Hass	270	2.99	No	Aus
Foodworks	Hass	300	2.99	No	NS
I	Hass	320	2.99	No	Aus
I	Hass	290	2.99	No	Aus
IGA	Hass	290	2.99	No	Aus
I	Hass	275	3.2	No	NS
IGA	Hass	285	3.49	No	NS
BRISBANE					
IGA	Hass	220	1.49	Cat	NS
IGA	Hass	265	1.49	Cat	NZ
IC	Hass	160	1.79	No	Aus
Coles	Hass	220	1.98	Cat	NZ
Coles	Hass	205	1.98	Cat	NZ
Coles	Hass	205	1.98	Cat	NZ
I	Hass	230	1.99	No	Aus
Woolworths	Hass	250	1.99	No	Aus
I	Hass	270	1.99	No	Aus
Woolworths	Reed	380	2.25	No	Aus
Woolworths	Hass	250	2.25	No	Aus
Woolworths	Reed	330	2.25	No	Aus
I	Hass	280	2.89	Store	NS
I	Wurtz	260	2.89	Store	Aus
I	Reed	380	2.99	No	Aus
IC	Hass	260	2.99	No	Aus
I	Reed	360	2.99	Store	Aus
I	Wurtz	304	2.99	Store	Aus
I	Hass	225	2.99	Store	Mixed
I	Wurtz	320	2.99	No	Aus
IC	Shepard	460	3.29	No	Aus
I	Hass	314	3.49	No	Mixed
IC	Reed	460	3.69	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	260	1.99	No	NS
Coles	Hass	305	2	Store	Aus
Coles	Hass	265	2	Store	NS
Safeway	Hass	225	2.45	No	Aus
I	Hass	285	2.49	No	NS
I	Hass	305	2.49	No	NS
Coles	Hass	280	2.49	No	Mixed
IGA	Hass	255	2.69	No	Aus
I	Hass	225	2.7	No	NS
Safeway	Hass	305	2.95	No	Aus
Safeway	Hass	305	2.95	No	Mixed
I	Hass	310	2.98	No	Aus
I	Hass	270	3.49	No	Aus
I	Hass	340	3.5	No	NS
I	Hass	365	3.5	No	NS
PERTH					
IGA	Hass	250	1.19	Cat	Aus
Coles	Hass	210	1.5	No	Aus
Woolworths	Hass	190	1.68	Store	Aus
IS	Hass	280	2.29	No	Aus
Woolworths	Hass	200	2.47	Store	Aus
Woolworths	Hass	175	2.47	No	Aus
Coles	Hass	215	2.48	No	Aus
Coles	Hass	230	2.48	No	Aus
IS	Hass	280	2.49	No	Aus
I	Hass	260	2.49	No	Aus
I	Hass	235	2.5	No	Aus
IGA	Hass	240	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
I	Hass	275	2.99	No	Aus
IS	Hass	290	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
I	Hass	285	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