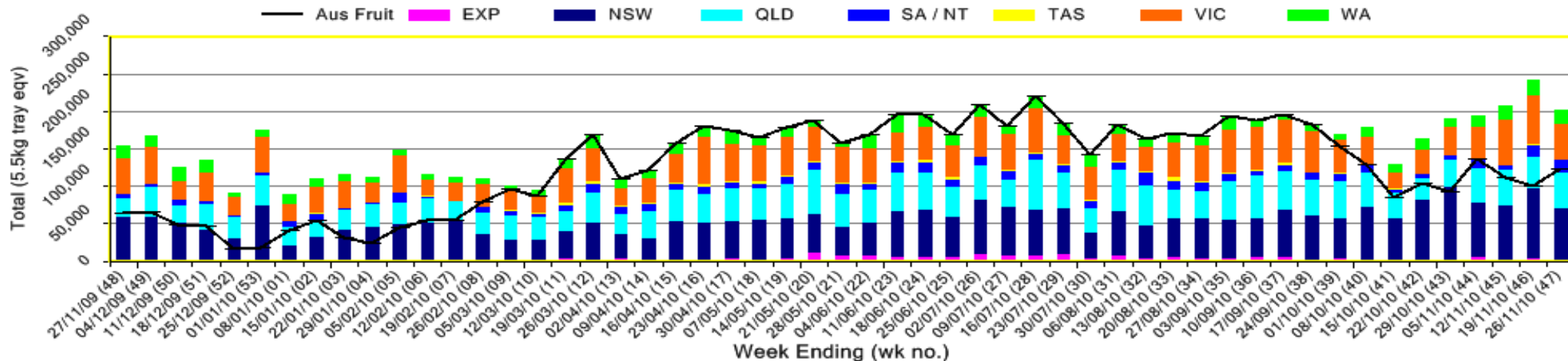


INFOCADO WEEKLY REPORT: 20th - 26th November 2010 (Wk 47)

Industry Dispatches By Destination State and Count Size : 20th November - 26th November 2010 (Wk 47)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP						169	1,472	312	1,953	480				2,826
NSW	689	3,063	6,127	13,147	10,965	13,672	3,992	4,659	56,314	5,831				66,916
QLD	73	796	3,900	8,451	6,958	8,603	4,641	2,466	35,888	5,222		12,000	3,494	48,200
SA / NT	33	106	8,980	763	3,071	2,650	864		16,467	704	2,800			18,256
VIC	1,545	4,638	8,523	8,461	5,560	7,722	2,943	2,483	41,875	2,999				47,328
WA	18	380	1,248	2,073	5,284	2,588	1,483	112	13,186	2,507	2,500			18,199
Total	2,358	8,983	28,778	32,895	31,838	35,404	15,395	10,032	165,683	17,743	5,300	12,000	3,494	201,724

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,793,991 5.5kg tray eqv



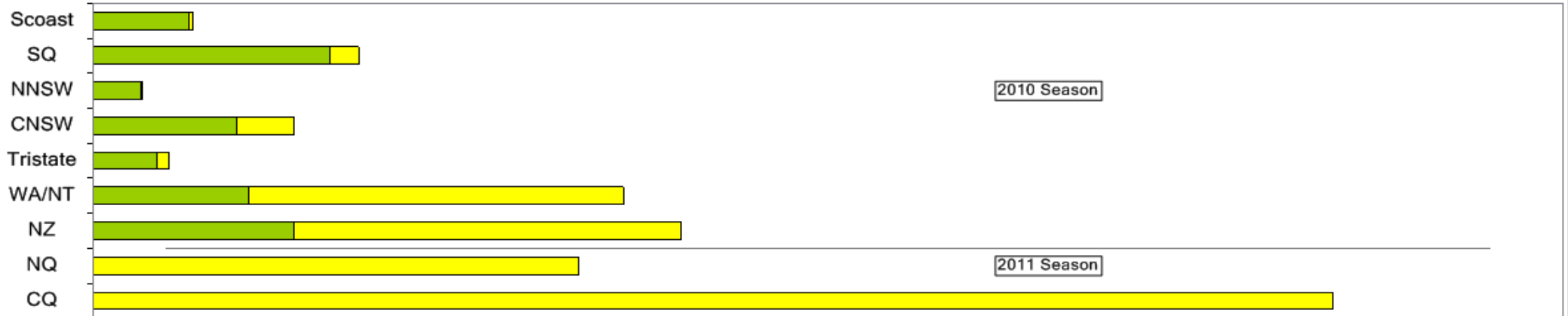
Comments from the CEO

- PLEASE NOTE: THIS REPORT HAS BEEN REVISED AND RE-ISSUED.
- BECAUSE THE DISPATCH FIGURES WERE SO HIGH LAST WEEK AS REPORTED IN THE REPORT SENT YESTERDAY WE CONDUCTED AN AUDIT OF ALL THE LARGER CONTRIBUTORS. AS A RESULT OF THAT AUDIT IT WAS FOUND THAT THERE HAD BEEN A DATA ENTRY ERROR MADE HENCE THE REVISION.

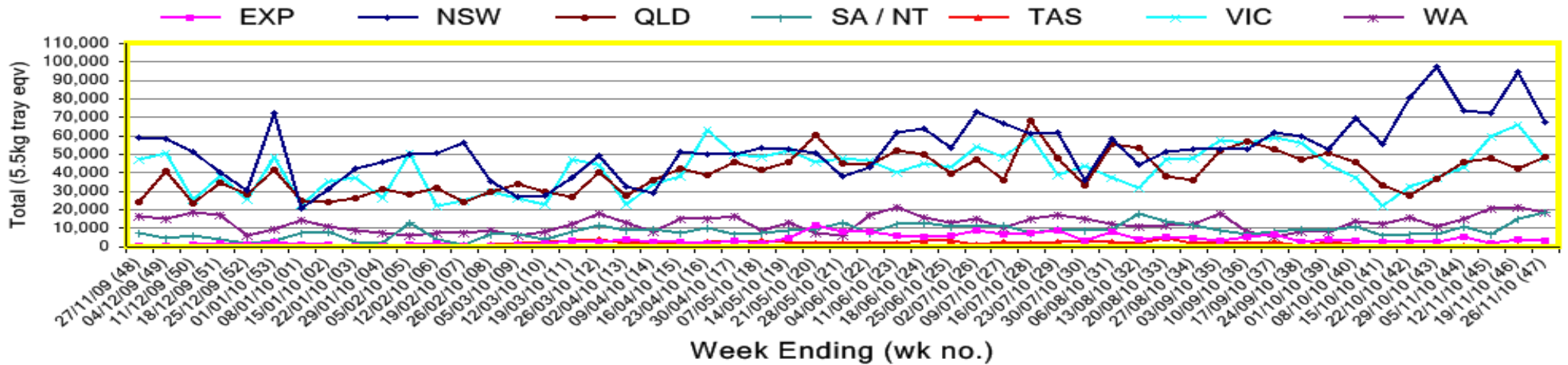


Percentage dispatched by region (Based on seasonal forecast - 2010)

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 = 7,793,991 5.5kg tray eqv



Week 47 contributors - Packhouses

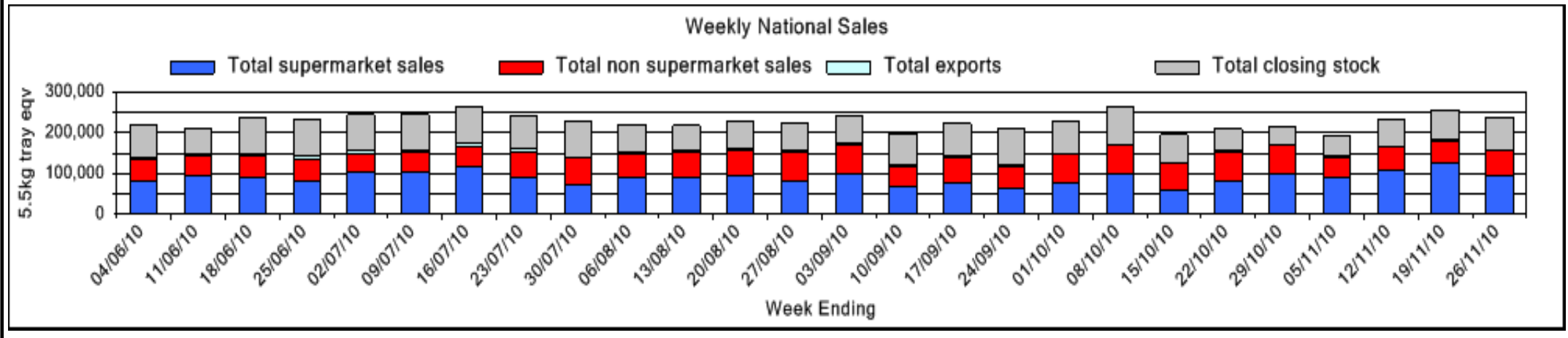
- Advance Packing & Marketing Services
- Avonova
- Coastal Avocados
- Delroy Orchards
- I & A Tolson
- Mariners Rest
- Midcoast Avocados
- Natures Fruit Company
- NZ Avocado Industry Council
- Sunfresh
- Sunnyspot Packhouse PL
- VP & EA Farrell

Week 47 contributors - Wholesalers

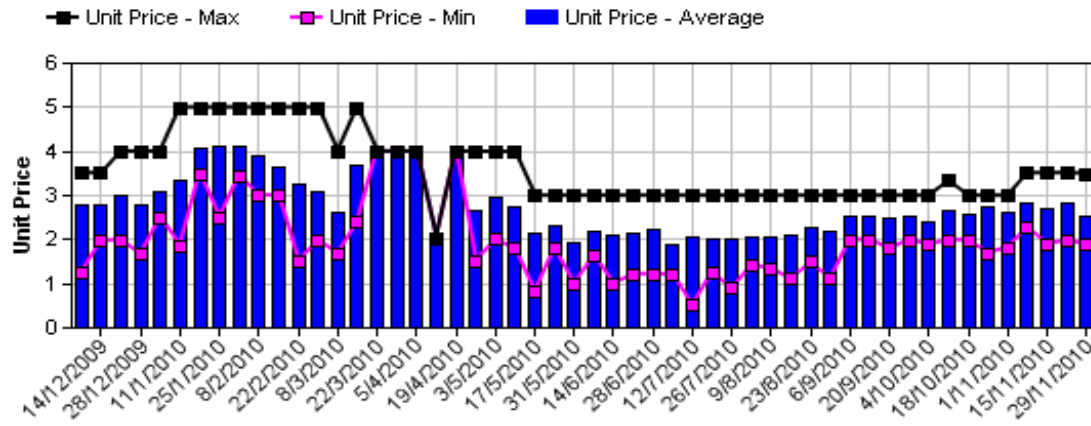
- Allcrops Pty Ltd (Sydney)
- Costa Farms (Adelaide)
- Costa Farms (Melbourne)
- Costa Farms (Perth)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Exotic Fruit Traders (Sydney)
- Freshmax Pty Ltd (Brisbane)
- Kelly's (Melbourne)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- Sculli & Co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

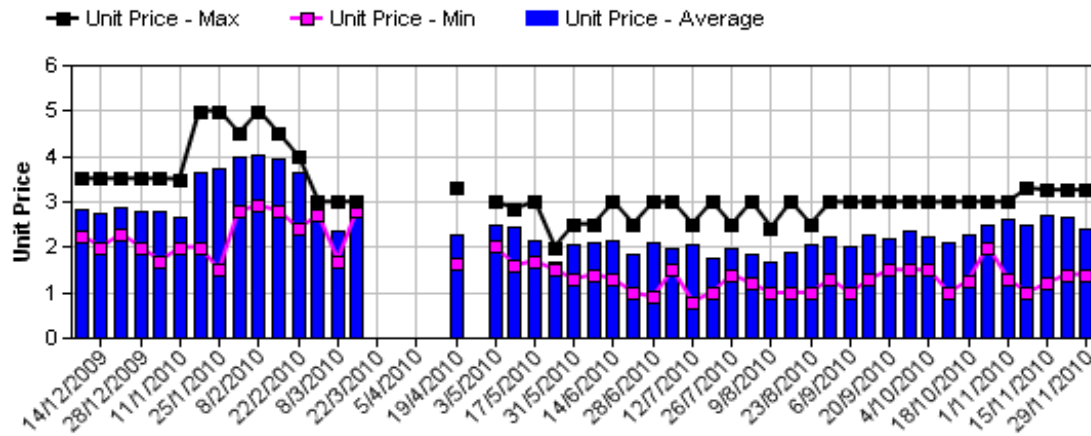
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	34,750			34,750	750		97	847	1,540						36,114		176	36,290
Total non supermarket sales	12,028		829	12,857	1,231		15	1,246	2,265						14,266		856	15,122
Total exports	152			152											152			152
Total sales	46,930		829	47,759	1,981		112	2,093	3,805						50,532		1,033	51,564
Total Stock on Hand	7,532		555	8,087	444			444	807						8,339		555	8,894
QLD																		
Total supermarket sales	23,486			23,486											23,486			23,486
Total non supermarket sales	20,049			20,049	797			797	1,449						21,498			21,498
Total exports	424			424											424			424
Total sales	43,959			43,959	797			797	1,449						45,408			45,408
Total Stock on Hand	16,349			16,349	3,051			3,051	5,547						21,896			21,896
SA & TAS																		
Total supermarket sales	16,656			16,656						2,800			2,800	509	17,165			17,165
Total non supermarket sales	3,801			3,801	689			689	1,253						5,054			5,054
Total exports																		
Total sales	20,457			20,457	689			689	1,253	2,800			2,800	509	22,219			22,219
Total Stock on Hand	8,488		638	9,126	2,113		61	2,174	3,953						12,330		749	13,079
VIC																		
Total supermarket sales	10,463			10,463											10,463			10,463
Total non supermarket sales	9,315	10	456	9,781	2,303		2	2,305	4,191						13,502	10	460	13,972
Total exports																		
Total sales	19,778	10	456	20,244	2,303		2	2,305	4,191						23,965	10	460	24,435
Total Stock on Hand	21,240	-10	710	21,939	1,630		6	1,636	2,975						24,203	-10	721	24,914
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	11,867			11,867	1,394			1,394	2,535	2,720			2,720	495	14,896			14,896
Total Stock on Hand																		
Total																		
Total supermarket sales	93,884			93,884	754		97	851	1,547	5,520			5,520	1,004	96,259		176	96,435
Total non supermarket sales	47,154	10	1,285	48,449	5,930		17	5,947	10,813						57,936	10	1,316	59,261
Total exports	1,952			1,952	480			480	873						2,825			2,825
Total sales	142,990	10	1,285	144,285	7,164		114	7,278	13,233	5,520			5,520	1,004	157,019	10	1,492	158,521
Total Stock on Hand	63,002	-10	1,903	64,895	8,226		67	8,293	15,078	468			468	85	78,044	-10	2,025	80,058



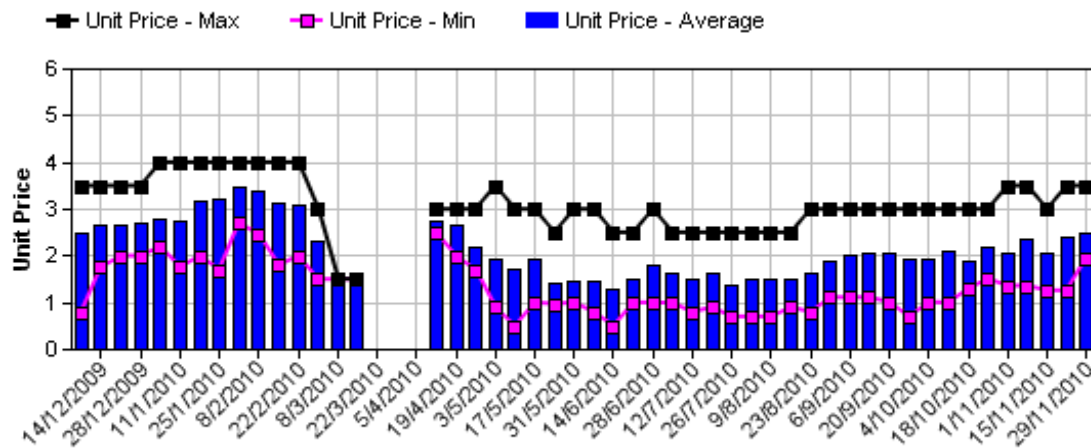
Hass Avocado Average Retail Prices - Sydney



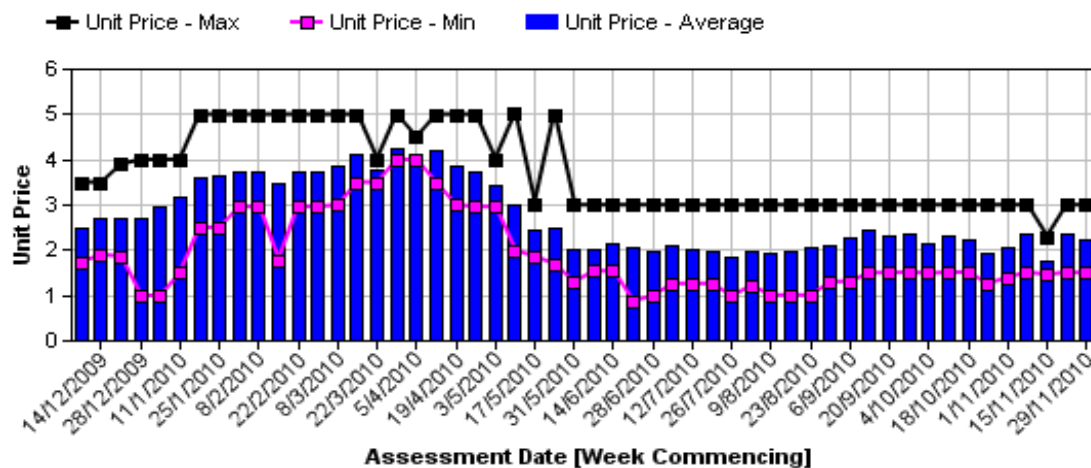
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

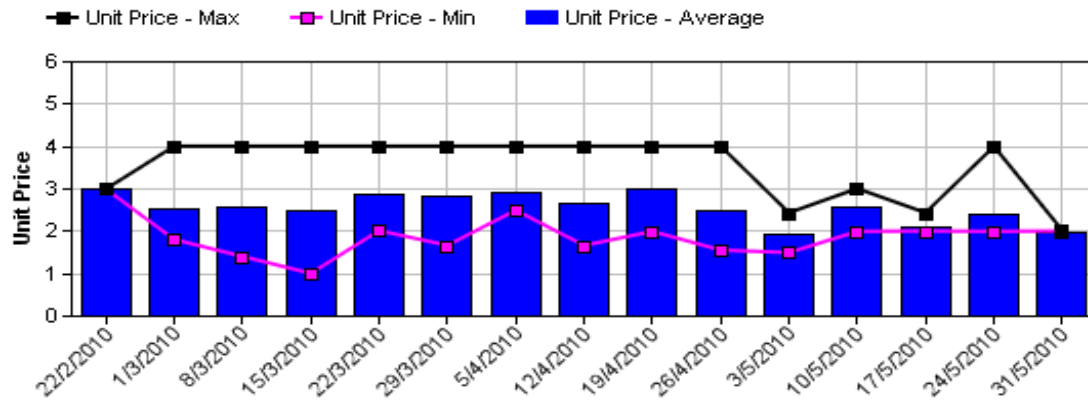


Hass Avocado Average Retail Prices - Perth

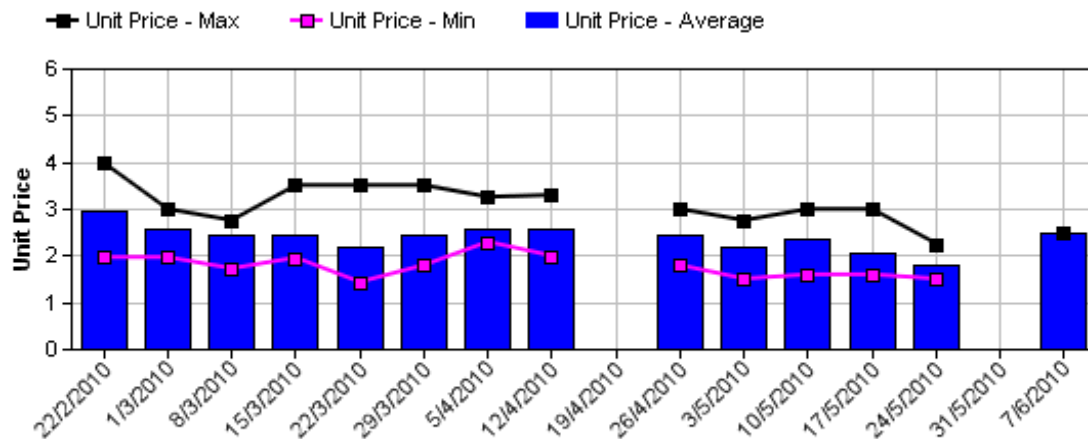


Assessment Date [Week Commencing]

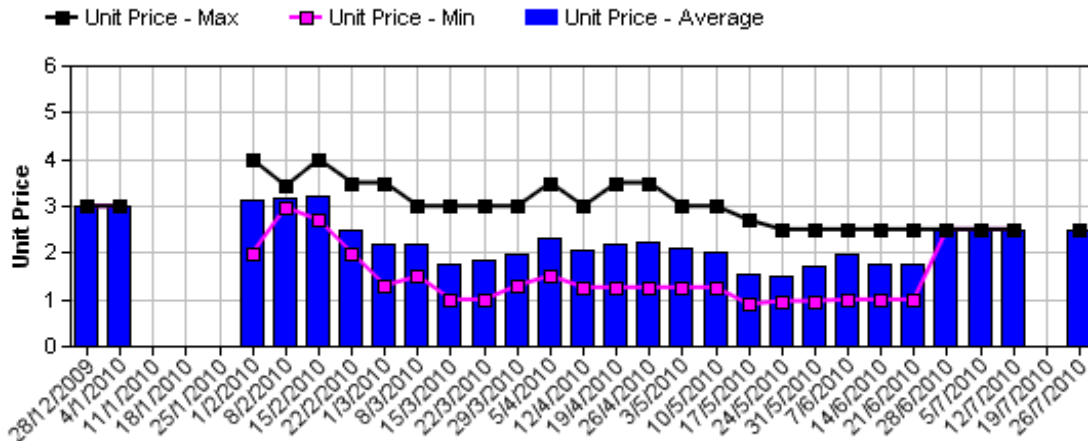
Shepard Avocado Average Retail Prices - Sydney



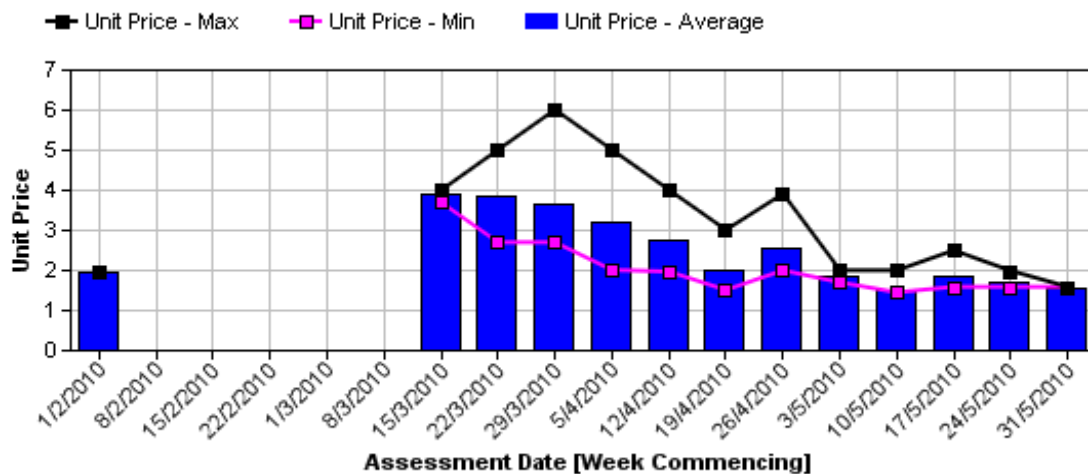
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 29th November 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	280	1.88	Cat	Aus
Woolworths	Hass	300	1.88	Cat	Aus
Woolworths	Hass	270	1.88	Cat	Aus
Coles	Hass	280	1.98	No	Aus
I	Hass	290	2.29	No	Aus
Coles	Hass	280	2.48	No	Aus
Coles	Hass	265	2.48	No	Aus
I	Hass	275	2.49	No	Aus
I	Hass	265	2.79	No	Aus
Foodworks	Hass	280	2.99	No	Aus
I	Hass	260	2.99	No	Aus
IGA	Hass	280	2.99	No	Aus
IGA	Hass	245	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Reed	460	2.99	No	Aus
I	Hass	420	3.49	No	Aus
I	Hass	350	3.50	No	Aus
BRISBANE					
Coles	Hass	220	1.95	No	NZ
Coles	Hass	260	1.95	No	NZ
Coles	Hass	210	1.95	No	Aus
I	Hass	240	2.29	Store	Aus
IGA	Hass	220	2.42	No	NZ
Woolworths	Hass	270	2.42	No	NS
Woolworths	Hass	195	2.42	No	NZ
Woolworths	Hass	190	2.42	No	Aus
Woolworths	Hass	210	2.42	Store	Mixed
I	Hass	230	2.49	Store	Aus
I	Hass	195	2.49	No	NZ
I	Hass	265	2.99	Store	Aus
I	Reed	365	2.99	Store	Aus
I	Hass	295	2.99	Store	NS
I	Hass	305	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	235	1.39	No	NS
Safeway	Hass	290	1.88	Cat	Mixed
Safeway	Hass	235	1.88	Cat	Mixed
Safeway	Hass	230	1.88	Cat	Mixed
I	Hass	270	1.99	No	NS
IS	Hass	270	2.29	No	NS
Coles	Hass	265	2.48	Cat	Mixed
Coles	Hass	265	2.48	Cat	Mixed
Coles	Lamb Hass	260	2.48	Cat	NS
I	Hass	295	2.48	No	Aus
IGA	Hass	280	2.49	No	Aus
I	Hass	265	2.49	No	Aus
I	Hass	255	2.99	No	NS
I	Hass	320	3.25	No	NS
I	Hass	315	3.25	No	NS
PERTH					
I	Unnamed	500	0.99	Store	Aus
Woolworths	Hass	245	1.48	Cat	Aus
Woolworths	Hass	200	1.48	Cat	Aus
Woolworths	Hass	245	1.48	Cat	Aus
IS	Hass	230	1.50	Store	Aus
I	Hass	250	1.79	No	Aus
I	Hass	255	1.99	No	Aus
Coles	Hass	240	2.25	Store	Aus
Coles	Hass	255	2.25	No	Aus
Coles	Hass	235	2.25	No	Aus
IGA	Hass	275	2.29	No	Aus
I	Hass	230	2.49	No	Aus
IS	Hass	240	2.49	No	Aus
IGA	Hass	240	2.79	No	Aus
I	Hass	290	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	280	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

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

Store Codes

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