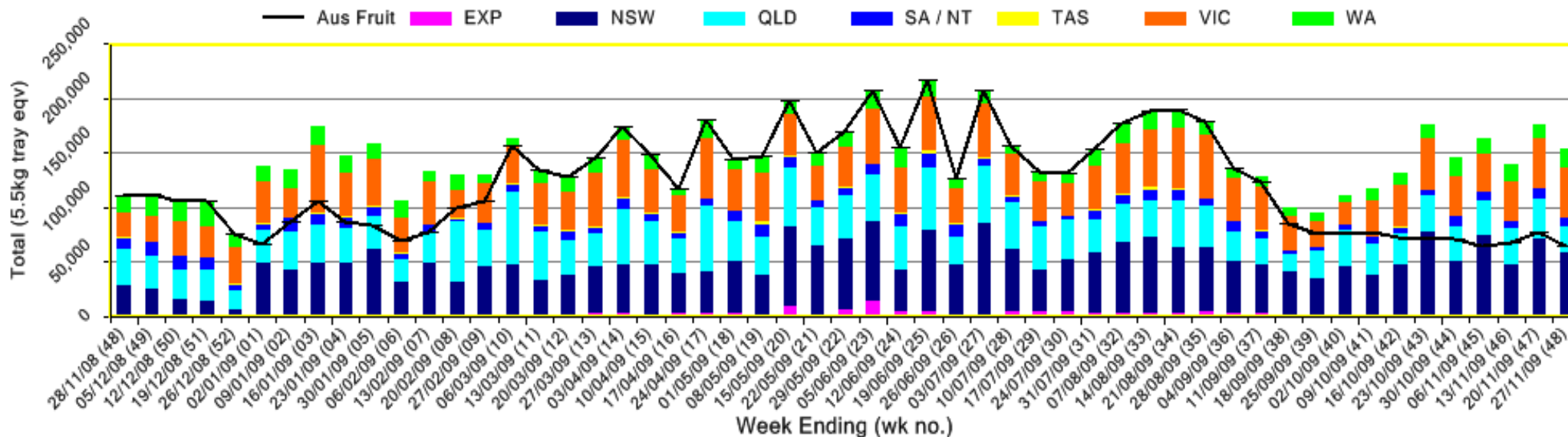


INFOCADO WEEKLY REPORT: 21st November - 27th November 2009 (Wk 48)

Industry Dispatches 21st November - 27th November 2009 (Wk 48)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									440		440			440
NSW	150	3,068	6,281	10,835		9,305	13,013	4,752	4,969	52,373	3,395			58,546
QLD		587	2,727	4,577	144	4,203	5,600	1,515	1,656	21,009	1,152	5,280		24,064
SA / NT		6	1,639	631		843	686	432	194	4,431	1,132	3,000		7,034
TAS				8		30	73	115	116	342	70			469
VIC	283	2,224	5,279	9,572	12	8,416	10,581	3,806	4,122	44,295	1,481			46,988
WA	8	281	583	2,453		1,609	2,994	1,742	365	10,035	3,290	3,000		16,562
Total	441	6,166	16,509	28,076	156	24,406	32,947	12,802	11,422	132,925	10,520	11,280		154,103

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,238,788 5.5kg tray eqv



Comments from the CEO

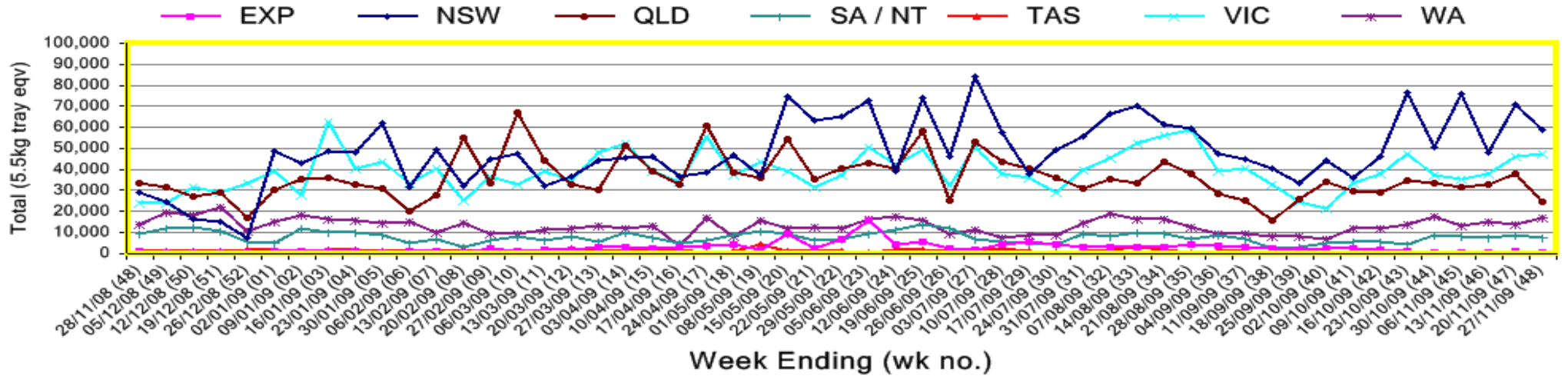
- Average retail prices are on the rise, especially in Sydney and Melbourne.
- Last week both supermarket sales and stock on hand were slightly higher than they have been in recent week.
- The South Queensland season will finish in the next couple of weeks.



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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,238,788 5.5kg tray eqv



Week 48 contributors - Packhouses

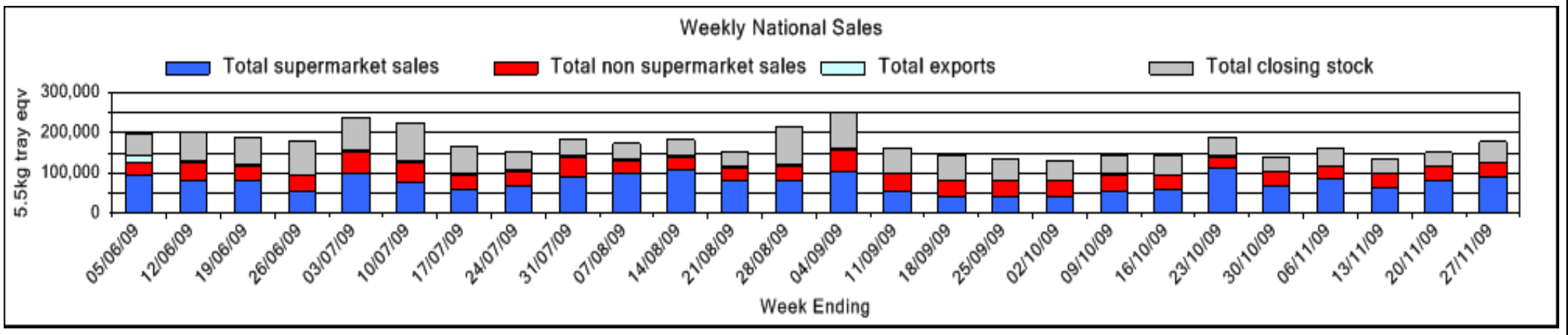
- | | |
|--|---------------------|
| Advance Packing & Marketing Services P/L | One Harvest |
| NZ Avocado Industry Council | Serrata Enterprises |
| Avonova | Sunfresh |
| Delroy Orchards | The Avocado Grove |
| I & A Tolson | VP & EA Farrell |
| Mariners Rest | West Aussie Avos |
| Midcoast Avocados | Willow Creek |
| Natures Fruit Company | WJ Row |

Week 48 contributors - Wholesalers

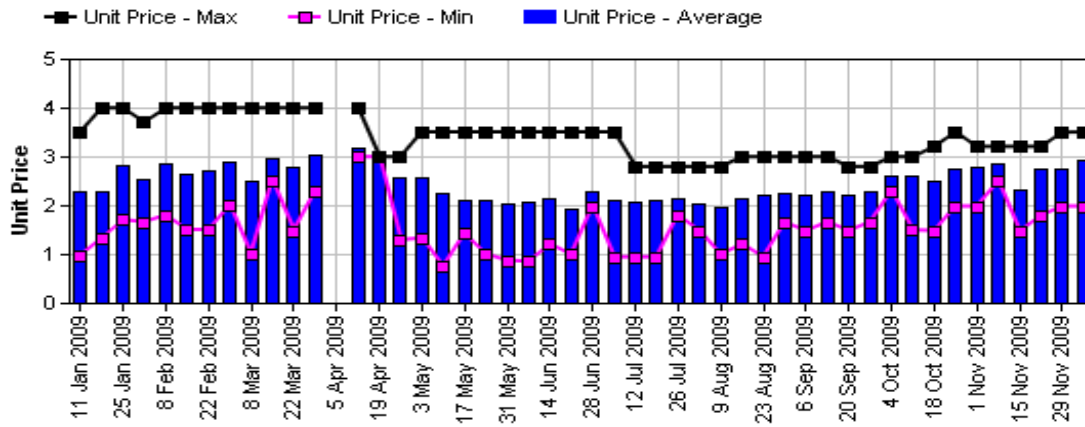
- | | |
|---------------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide) | Romeos Marketing (Brisbane) |
| Dykes Bros (Melbourne) | Sculli & Co Pty Ltd (Melbourne) |
| Etherington (Perth) | The La Manna Group (Adelaide) |
| Kelly's (Melbourne) | The La Manna Group (Brisbane) |
| Murray Bros (Brisbane) | The La Manna Group (Melbourne) |
| Quality Produce International (Perth) | United Fresh (Adelaide) |

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

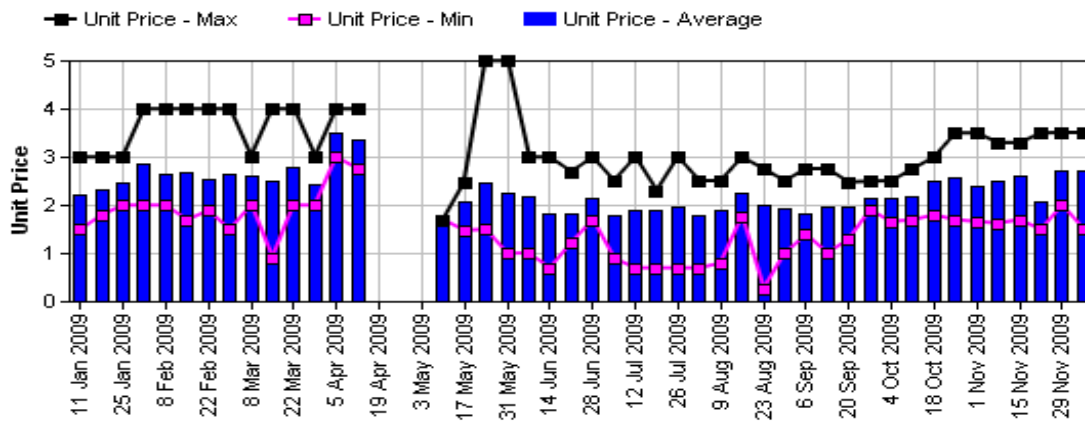
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales					# 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	12,480			12,480						5,280				5,280	960	13,440		13,440
Total non supermarket sales	15,736		82	15,818	99			99	180						15,916		82	15,998
Total exports	440			440											440			440
Total sales	28,656		82	28,738	99			99	180	5,280			5,280	960	29,796		82	29,878
Total Stock on Hand	18,306		265	18,571	90			90	164						18,470		265	18,734
SA & TAS																		
Total supermarket sales	6,482			6,482						3,032			3,032	551	7,033			7,033
Total non supermarket sales	3,258		3	3,261	867			867	1,576						4,834		3	4,837
Total exports																		
Total sales	9,740		3	9,743	867			867	1,576	3,032			3,032	551	11,868		3	11,871
Total Stock on Hand	9,461		350	9,811	1,986		6	1,992	3,622	4			4	1	13,072		361	13,433
VIC																		
Total supermarket sales	30,347			30,347											30,347			30,347
Total non supermarket sales	9,788		821	10,609	1,112		4	1,116	2,029						11,810		828	12,639
Total exports																		
Total sales	40,135		821	40,956	1,112		4	1,116	2,029						42,157		828	42,986
Total Stock on Hand	5,869		552	6,421	487		965	1,452	2,640						6,754		2,307	9,061
WA																		
Total supermarket sales																		
Total non supermarket sales					# Data set not included because not enough WA wholesalers contributed data this week													
Total exports																		
Total sales	5,566	9	107	5,682	1,212		44	1,256	2,284	3,000			3,000	545	8,315	9	187	8,511
Total Stock on Hand																		
Total																		
Total supermarket sales	86,999		85	87,084	235			235	427	11,312			11,312	2,057	89,483		85	89,568
Total non supermarket sales	31,396	9	928	32,332	3,055		48	3,103	5,642						36,950	9	1,015	37,974
Total exports	440			440											440			440
Total sales	118,834	9	1,013	119,856	3,290		48	3,338	6,069	11,312			11,312	2,057	126,873	9	1,100	127,982
Total Stock on Hand	39,433		1,373	40,805	3,990		1,022	5,012	9,113	4			4	1	46,688		3,231	49,919



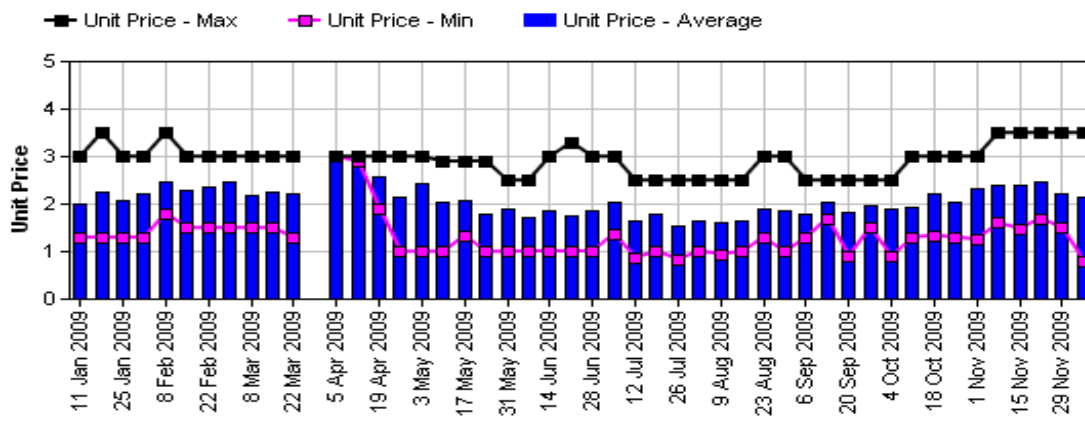
Hass Avocado Average Retail Prices - Sydney



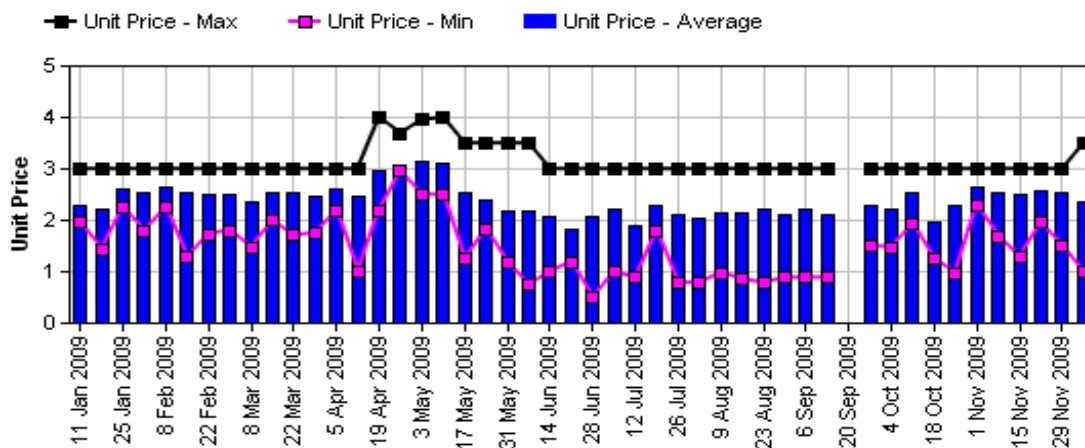
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by city, store and variety—30th November 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	260	1.98	No	NZ
Coles	Hass	275	2.48	No	NZ
Coles	Hass	260	2.48	No	NZ
IC	Hass	280	2.5	No	NZ
IC	Hass	270	2.5	No	NZ
IC	Hass	320	2.5	No	Aus
Woolworths	Hass	210	2.97	No	NZ
Woolworths	Hass	220	2.97	No	NZ
Woolworths	Hass	190	2.97	No	NZ
IC	Reed	480	2.99	No	Aus
I	Reed	460	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
Foodworks	Hass	250	2.99	No	NS
IC	Reed	440	2.99	No	Aus
I	Hass	305	3.49	No	Aus
IGA	Hass	260	3.49	No	NS
I	Hass	290	3.49	No	Aus
I	Reed	475	3.49	No	Aus
I	Hass	290	3.5	No	NS
I	Hass	265	3.5	No	Aus
BRISBANE					
IC	Hass	180	0.79	Store	Aus
IGA	Hass	180	1.49	Store	Aus
IC	Hass	180	1.79	No	Aus
Coles	Hass	240	1.99	No	NZ
IGA	Hass	180	1.99	No	NS
Coles	Hass	240	1.99	No	NZ
Coles	Hass	260	1.99	No	NZ
I	Hass	240	1.99	No	Aus
I	Hass	260	1.99	No	Aus
IGA	Hass	270	2.24	No	Aus
Woolworths	Hass	285	2.25	No	Aus
Woolworths	Hass	260	2.25	No	Aus
Woolworths	Reed	360	2.25	No	Aus
Woolworths	Hass	205	2.25	No	Aus
I	Wurtz	280	2.49	No	Aus
I	Wurtz	330	2.89	Store	Aus
I	Hass	270	2.89	No	Aus
I	Wurtz	340	2.99	Store	Aus
I	Hass	240	2.99	Store	Mixed
I	Reed	530	2.99	Store	Aus
I	Hass	280	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Hass	225	1.5	Store	NZ
I	Hass	270	1.99	Store	NS
I	Hass	225	2.4	No	NS
I	Hass	250	2.49	No	NS
Coles	Hass	225	2.49	Store	Mixed
I	Hass	260	2.49	No	NS
Coles	Hass	285	2.69	Store	NS
Coles	Hass	275	2.69	Store	NZ
IGA	Hass	265	2.69	No	Aus
Safeway	Hass	245	2.95	No	NZ
Safeway	Hass	250	2.98	No	Mixed
I	Hass	285	2.98	No	NZ
I	Hass	255	3.49	No	Aus
I	Hass	3.05	3.5	No	NS
I	Hass	275	3.5	No	NS
PERTH					
I	Hass	75	0.99	No	Aus
IGA	Hass	250	1.19	Cat	Aus
Woolworths	Hass	180	1.5	No	Aus
Coles	Hass	200	1.5	Store	Aus
Woolworths	Hass	185	1.5	Store	Aus
Coles	Hass	205	1.89	Store	Aus
IS	Hass	240	2.29	Store	Aus
Woolworths	Hass	220	2.48	No	Aus
I	Hass	240	2.49	No	Aus
I	Hass	225	2.49	No	Aus
I	Hass	225	2.5	No	Aus
Coles	Hass	235	2.69	No	Aus
IGA	Hass	235	2.99	No	Aus
I	Hass	220	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
IGA	Hass	235	2.99	No	Aus
IS	Hass	315	3.49	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