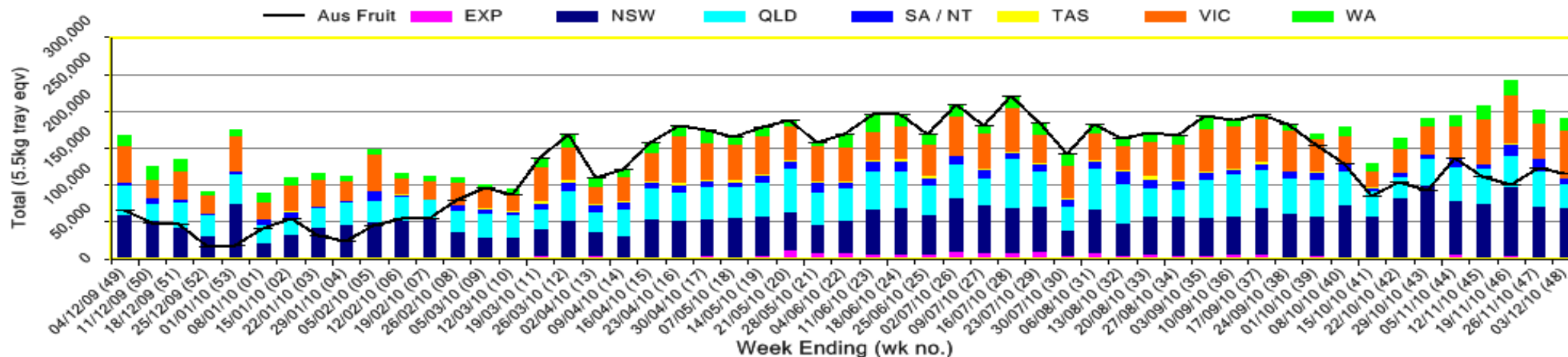


INFOCADO WEEKLY REPORT: 27th November - 3rd December 2010 (Wk 48)

Industry Dispatches By Destination State and Count Size : 27th November - 3rd December 2010 (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	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP									1,564	640	2,204	338			2,819
NSW	1,511	4,149	5,752	12,640		10,101	13,401	4,320	3,969	55,843	5,006	9,600			66,690
QLD	197	712	3,304	4,616	25	3,406	4,560	3,139	1,561	21,520	5,016			2,503	31,095
SA / NT		604	1,456	463		1,056	2,976	352		6,907	138	3,000			7,703
VIC	4,531	7,615	11,928	8,302		6,893	9,531	4,302	3,565	56,667	4,584				65,002
WA	210	193	2,282	2,473		5,292	3,521	1,063		15,034	1,373	2,500			17,985
Total	6,449	13,273	24,722	28,494	25	26,748	33,989	14,740	9,735	158,175	16,455	15,100	2,503	191,293	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,985,285 5.5kg tray eqv



Comments from the CEO

- Volumes have come back from what they've been over the last couple of weeks. This is also reflected in slightly reduced supermarket sales although there is still a reasonably high level of stock on hand.
- Volumes are forecast to remain reasonably steady over the next four weeks coming up to and including the Christmas break.
- There are no catalogue specials this week in the two major retailers in any of the capital cities.



Forecast Data (Week 48 - 52)

Variety	Trays - Total		Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	10Kg	Kg	5.5Kg Eqv
Week 48 - begin 27/11/2010					
Gwen	440	40			513
Hass	176,941	14,895	5,000		204,932
Lamb Hass	180	35			244
Reed	29				29
Shepard	100	150			373
Wurtz	20				20
Week Total	177,709	15,120	5,000		206,109
Week 49 - begin 04/12/2010					
Gwen	240	30			295
Hass	156,430	15,397	4,500		185,243
Lamb Hass	180	30			235
Wurtz	10				10
Week Total	156,860	15,457	4,500		185,782
Week 50 - begin 11/12/2010					
Gwen	200	50			291
Hass	164,164	15,105	5,500		192,628
Week Total	164,364	15,155	5,500		192,919
Week 51 - begin 18/12/2010					
Gwen	200	20			236
Hass	179,459	14,245	8,000		206,814
Lamb Hass	250	50			341
Week Total	179,909	14,315	8,000		207,391
Week 52 - begin 25/12/2010					
Hass	167,487	8,800	4,000		184,214
Week Total	167,487	8,800	4,000		184,214

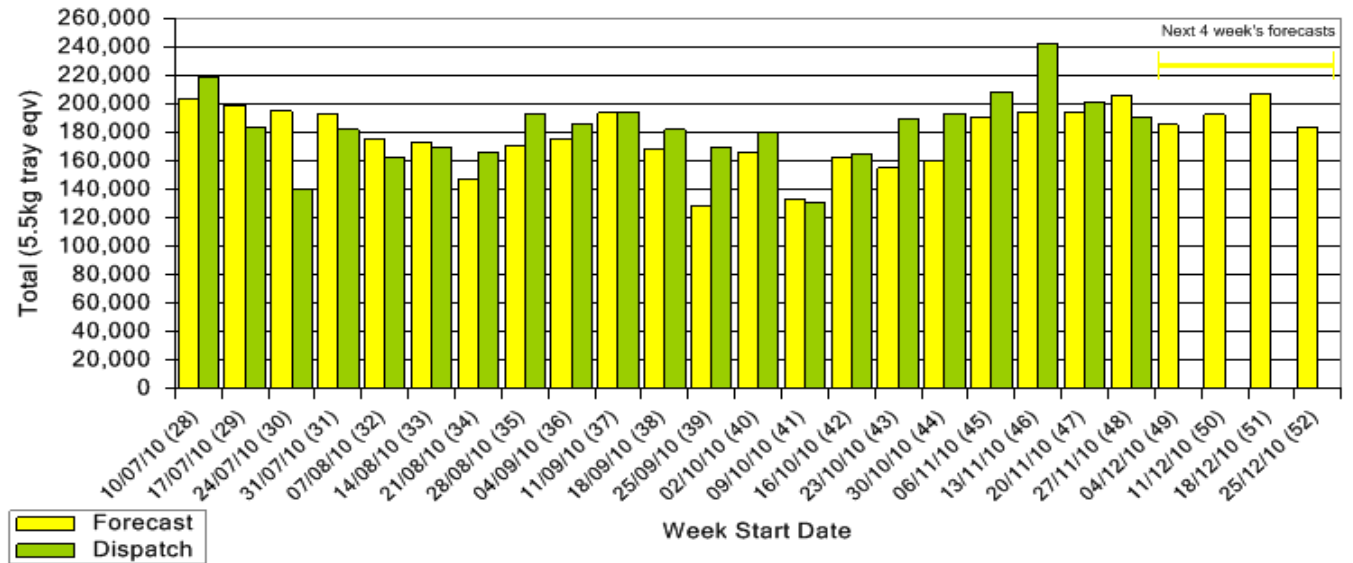
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 48 - begin 27/11/2010)

Variety	Trays		Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	10Kg	Kg	Kg	Total Trays
Gwen	474		37			541
Hass	156,988		16,372	15,100	2,503	189,955
Lamb Hass	235		10			253
Reed	478		36			543
Total	158,175		16,455	15,100	2,503	191,293

**Dispatch vs weekly forecast - all varieties and all packs
(10th July 2010 to 31st December 2010)**

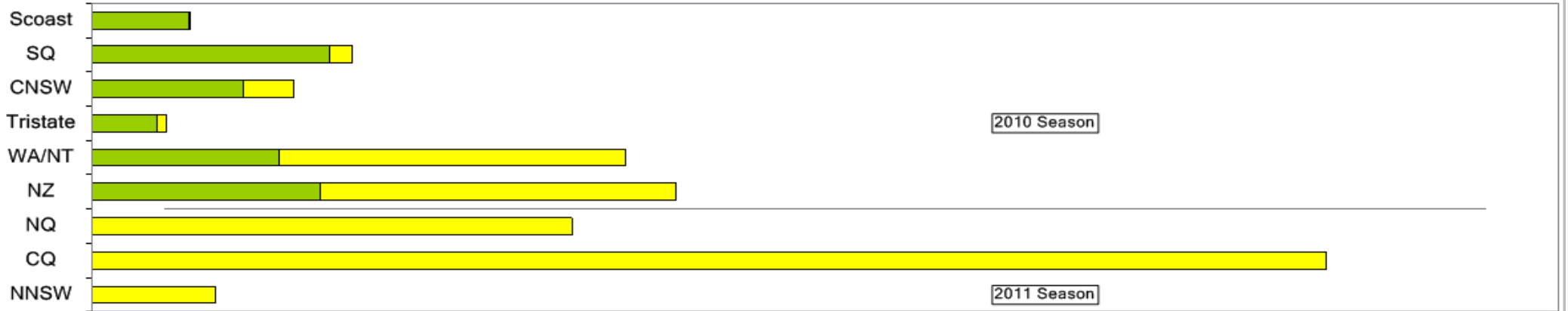


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011

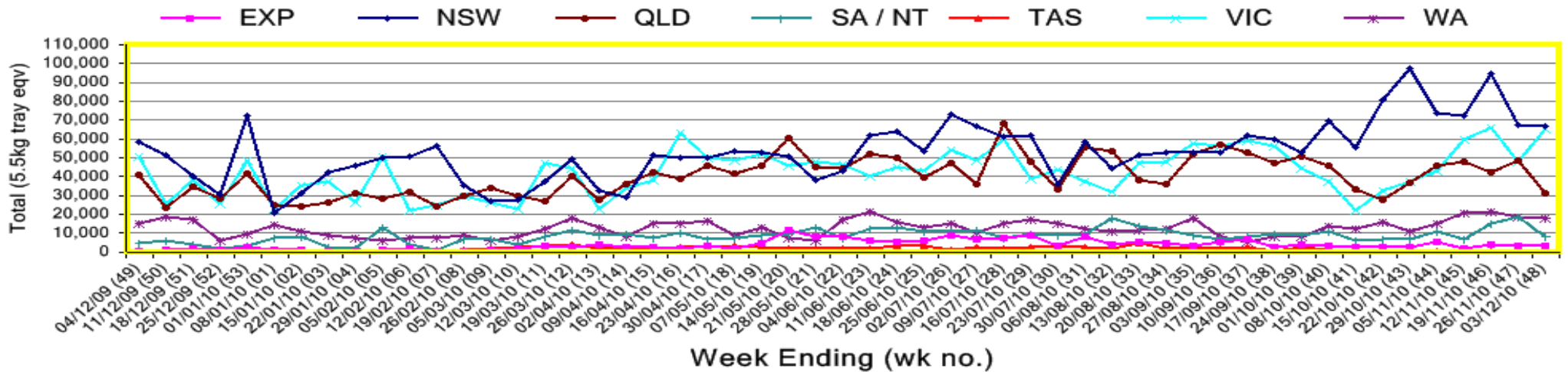
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	77,056					731,109
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	77,056					779,341

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

Dispatch for season so far as a proportion of regional forecast (Green bar) 12 month relative regional Forecast (Yellow bar)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 7,985,285 5.5kg tray eqv



Week 48 contributors - Packhouses

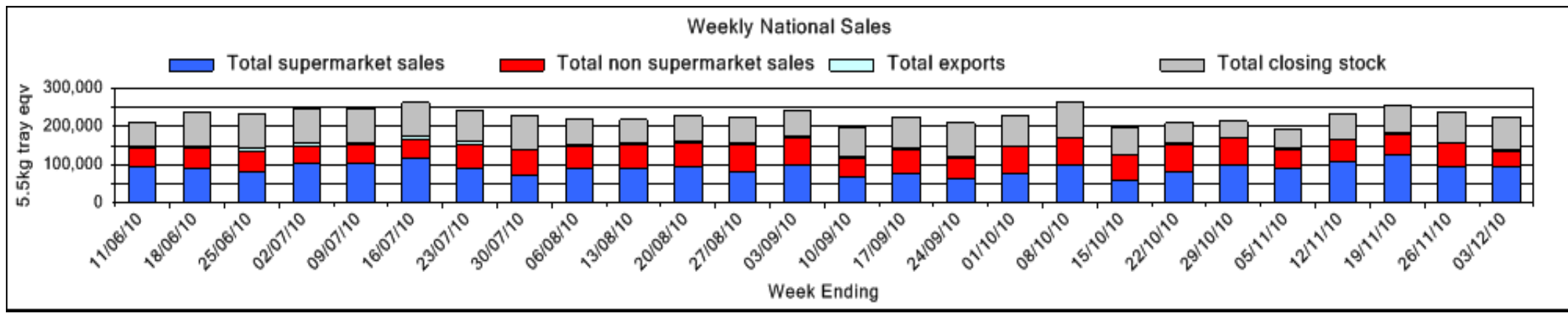
Advance Packing & Marketing Services P/L	Midcoast Avocados
Avonova	Natures Fruit Company
C F Fechner	NZ Avocado Industry Council
Chinoola Orchards	Sunfresh
Coastal Avocados	Sunnyspot Packhouse PL
Delroy Orchards	Sunnyspot Packhouse PL
I & A Tolson	VP & EA Farrell

Week 48 contributors - Wholesalers

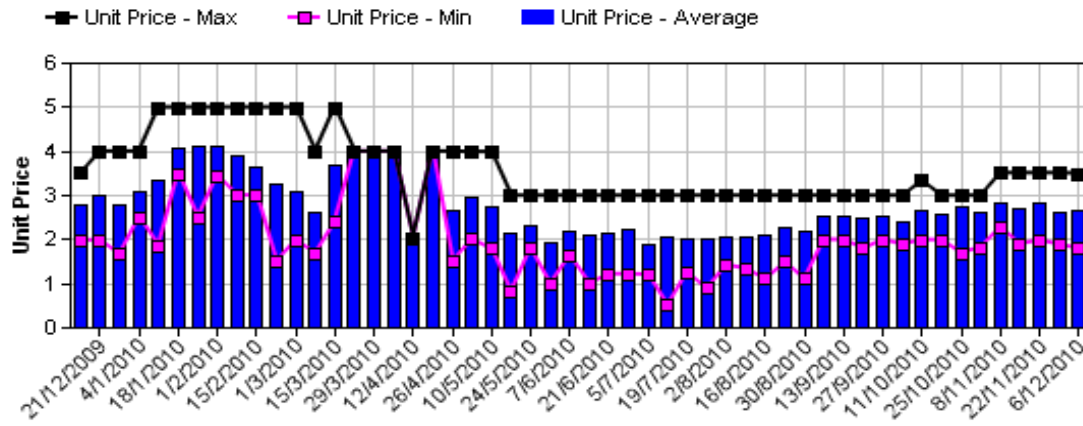
Costa Farms (Adelaide)	Romeos Marketing (Brisbane)
Costa Farms (Melbourne)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	Sparacino & Sons (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Freshmax Pty Ltd (Brisbane)	The La Manna Group (Brisbane)
Kelly's (Melbourne)	The La Manna Group (Melbourne)
Murray Bros (Brisbane)	United Fresh (Adelaide)

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

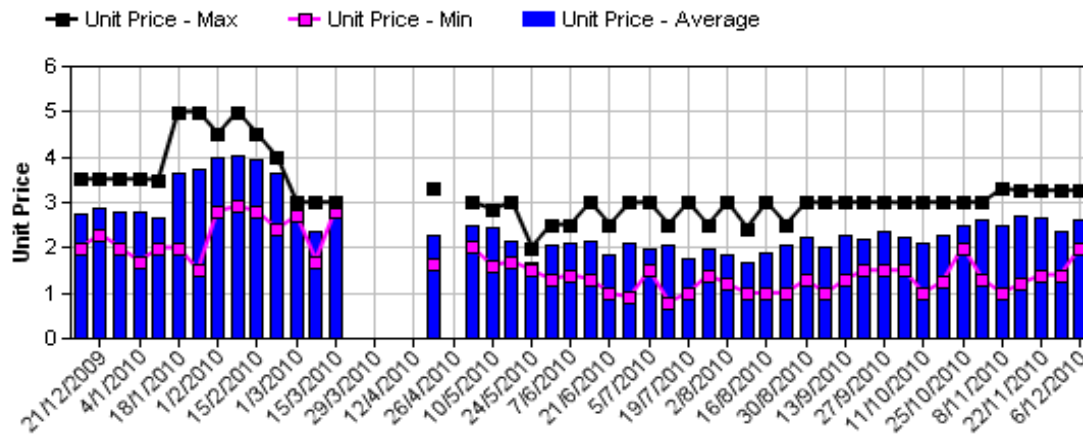
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons				5.5Kg Eqv	Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total		Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	
NSW	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	32,079		754	32,833	780		24	804	1,462	9,600			9,600	1,745	35,243		798	36,040
Total Stock on Hand																		
QLD																		
Total supermarket sales	10,310		241	10,551											10,310		241	10,551
Total non supermarket sales	15,016			15,016	578			578	1,051						16,067			16,067
Total exports	1,200			1,200	146			146	265						1,465			1,465
Total sales	26,526		241	26,767	724			724	1,316						27,843		241	28,084
Total Stock on Hand	19,811			19,811	3,241			3,241	5,893						25,704			25,704
SA & TAS																		
Total supermarket sales	9,336			9,336											9,336			9,336
Total non supermarket sales	3,654		100	3,754	932			932	1,695						5,349		100	5,449
Total exports																		
Total sales	12,990		100	13,090	932			932	1,695						14,685		100	14,785
Total Stock on Hand	11,907		540	12,447	2,414		61	2,475	4,500						16,296		651	16,947
VIC																		
Total supermarket sales	38,123			38,123											38,123			38,123
Total non supermarket sales	9,949		720	10,669	646		1	647	1,176						11,123		722	11,845
Total exports																		
Total sales	48,072		720	48,792	646		1	647	1,176						49,246		722	49,968
Total Stock on Hand	19,860		1,412	21,272	2,706		45	2,751	5,002						24,780		1,494	26,274
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	9,833			9,833	976			976	1,775	209			209	38	11,645			11,645
Total Stock on Hand																		
Total																		
Total supermarket sales	91,706		241	91,947	64			64	116	9,809			9,809	1,783	93,605		241	93,846
Total non supermarket sales	35,398		1,574	36,972	3,656		25	3,681	6,693						42,045		1,619	43,665
Total exports	2,397			2,397	338			338	615						3,012			3,012
Total sales	129,500		1,815	131,315	4,058		25	4,083	7,424	9,809			9,809	1,783	138,662		1,860	140,522
Total Stock on Hand	65,130		2,284	67,414	9,592		106	9,698	17,633	259			259	47	82,617		2,477	85,094



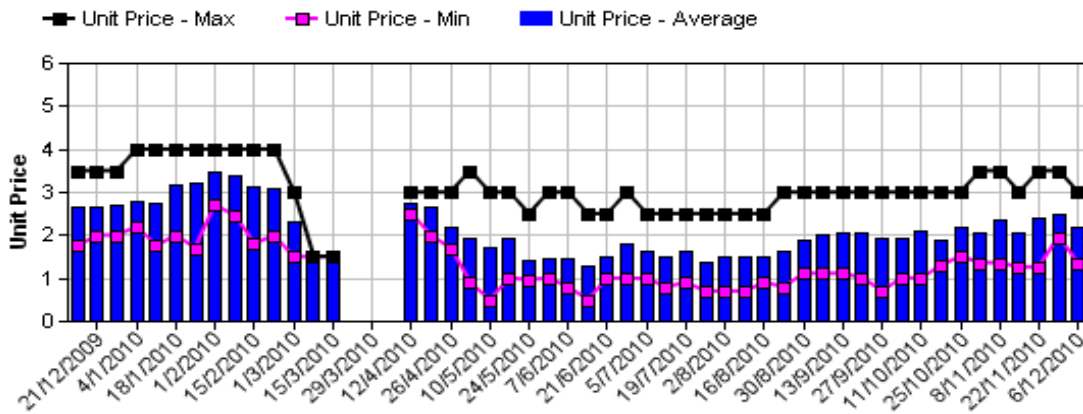
Hass Avocado Average Retail Prices - Sydney



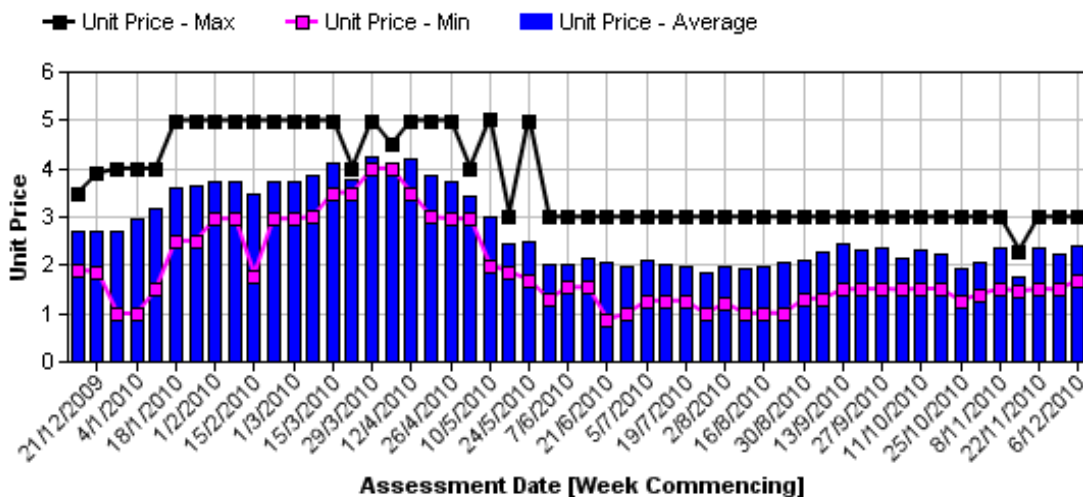
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

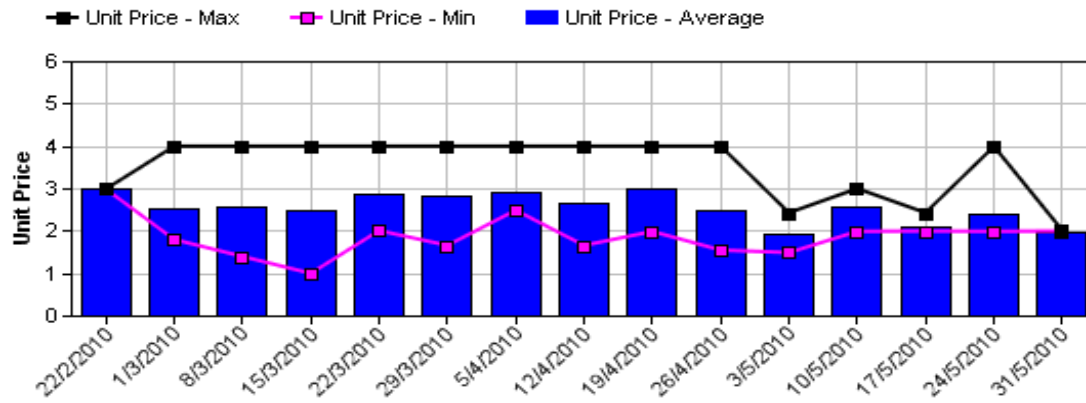


Hass Avocado Average Retail Prices - Perth

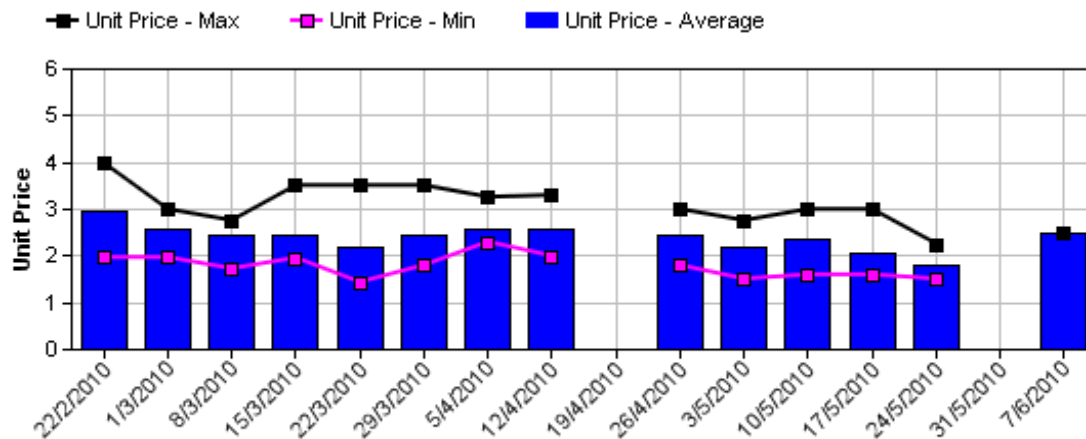


Assessment Date [Week Commencing]

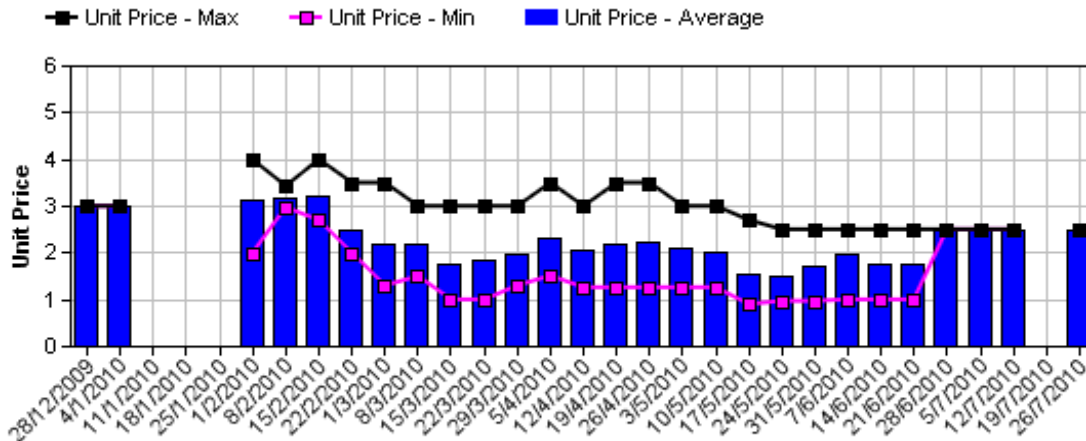
Shepard Avocado Average Retail Prices - Sydney



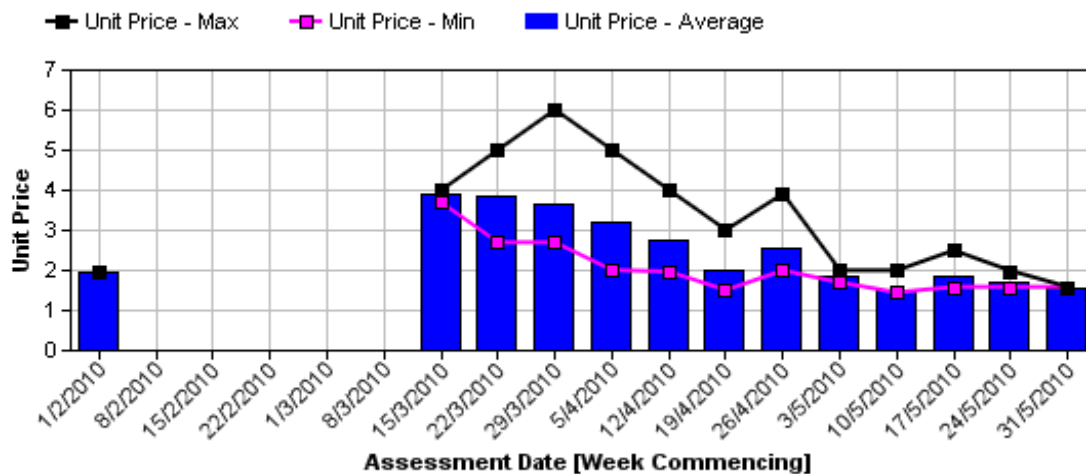
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 6th December 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	230	1.79	Store	NZ
Woolworths	Hass	310	2.42	No	Aus
Woolworths	Hass	290	2.42	Store	Aus
Coles	Hass	275	2.48	No	Aus
Coles	Hass	280	2.48	No	NZ
Coles	Hass	260	2.48	No	NZ
I	Hass	290	2.49	Store	Aus
I	Hass	280	2.50	No	Aus
I	Hass	310	2.50	No	Aus
I	Hass	270	2.79	No	Aus
Woolworths	Hass	285	2.98	No	Mixed
I	Reed	440	2.99	Store	Aus
I	Hass	298	2.99	No	Aus
IGA	Hass	310	2.99	No	Aus
Foodworks	Hass	300	2.99	No	Aus
I	Hass	320	3.49	No	Aus
BRISBANE					
IGA	Hass	200	1.29	Cat	Aus
Coles	Hass	255	1.33	Store	NZ
Coles	Hass	280	1.33	Store	Aus
Coles	Hass	260	1.35	Store	NZ
IGA	Hass	160	1.49	Cat	Aus
IGA	Hass	180	1.49	Cat	Aus
I	Hass	255	2.29	No	Aus
Woolworths	Hass	295	2.42	No	NS
Woolworths	Reed	350	2.42	No	NS
Woolworths	Hass	265	2.42	Store	Mixed
Woolworths	Hass	280	2.42	No	Aus
Woolworths	Reed	540	2.42	No	Mixed
I	Hass	230	2.49	Store	Aus
I	Hass	305	2.49	No	NZ
I	Hass	250	2.99	Store	Aus
I	Hass	244	2.99	Store	Aus
I	Hass	240	2.99	Store	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	240	1.99	No	NS
I	Hass	235	1.99	No	NS
IS	Hass	260	2.29	No	NS
I	Hass	260	2.44	No	Aus
Safeway	Hass	245	2.48	No	Mixed
Coles	Hass	255	2.48	No	Mixed
Coles	Hass	270	2.48	No	Mixed
I	Hass	255	2.49	No	NS
Safeway	Hass	305	2.50	No	Mixed
Safeway	Hass	265	2.50	No	Aus
Coles	Hass	285	2.98	No	Mixed
IGA	Hass	300	2.99	No	Aus
I	Hass	375	2.99	No	Aus
I	Hass	305	3.25	No	NS
I	Hass	295	3.25	No	NS
PERTH					
I	Hass	220	1.69	Store	Aus
I	Hass	280	1.95	No	Aus
Coles	Hass	260	1.98	Store	Aus
I	Hass	230	1.99	No	Aus
Woolworths	Hass	240	2.25	No	Aus
Coles	Hass	210	2.25	No	Aus
Coles	Hass	250	2.25	No	Aus
Woolworths	Hass	235	2.25	No	Aus
Woolworths	Hass	240	2.25	No	Aus
IS	Hass	230	2.49	No	Aus
I	Hass	260	2.49	No	Aus
IGA	Hass	250	2.79	No	Aus
IGA	Hass	280	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	325	2.99	No	Aus
I	Hass	265	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