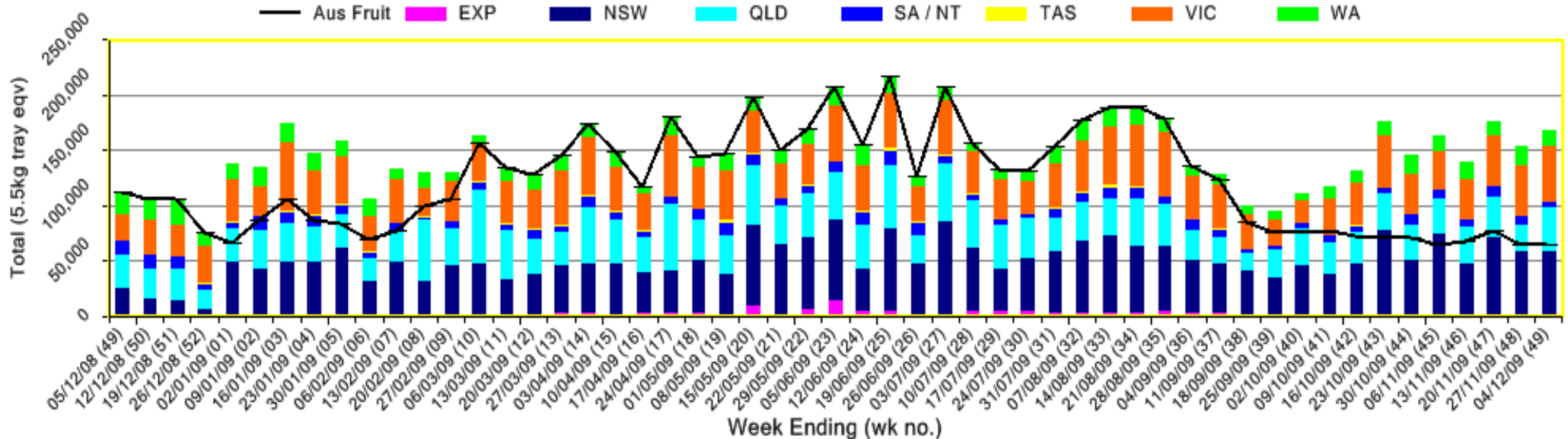


# INFOCADO WEEKLY REPORT: 28th November - 4th December 2009 (Wk 49)

## Industry Dispatches 28th November - 4th December 2009 (Wk 49)

Dest. State	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
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									440	440				440
NSW	269	2,561	6,194	11,023	144	9,211	12,327	4,329	4,135	50,193	4,434			58,255
QLD	19	1,486	4,008	8,426	605	6,864	9,762	2,980	3,736	37,886	1,335		672	40,435
SA / NT		29	1,104	290		260	221	43		1,947	884	3,000		4,099
VIC	339	2,203	5,768	9,948		8,683	11,702	4,073	4,158	46,874	1,865			50,265
WA		145	459	2,879		3,513	1,878	1,502	108	10,484	1,949	3,000		14,573
<b>Total</b>	<b>627</b>	<b>6,424</b>	<b>17,533</b>	<b>32,566</b>	<b>749</b>	<b>28,531</b>	<b>35,890</b>	<b>13,367</b>	<b>12,137</b>	<b>147,824</b>	<b>10,467</b>	<b>6,000</b>	<b>672</b>	<b>168,068</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 7,406,855 5.5kg tray eqv



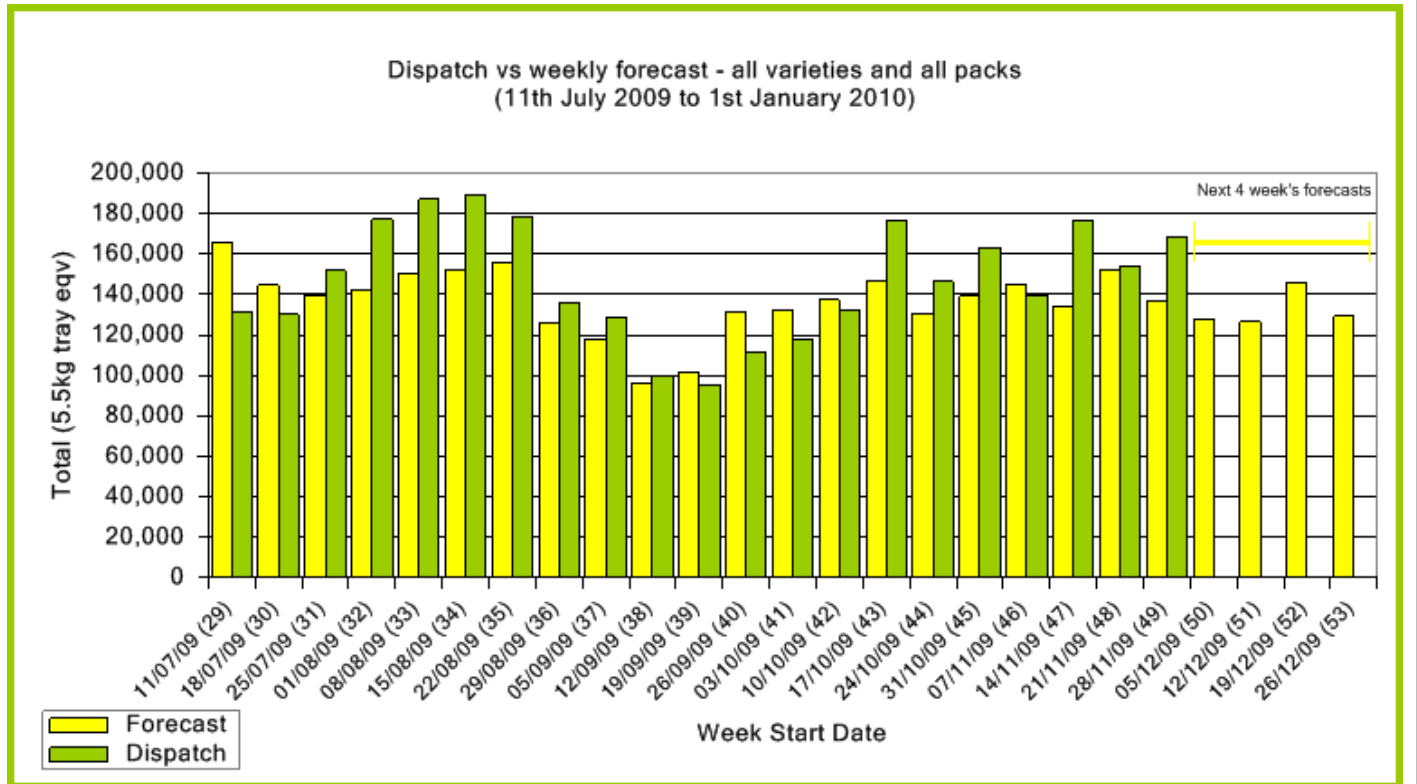
### Comments from the CEO

- Dispatches were last week again significantly higher than forecast. This is mainly due to higher than expected New Zealand Dispatches.
- School holidays start in Queensland, South Australia and the Northern Territory at the end of this week and the following week in all other States and Territories.



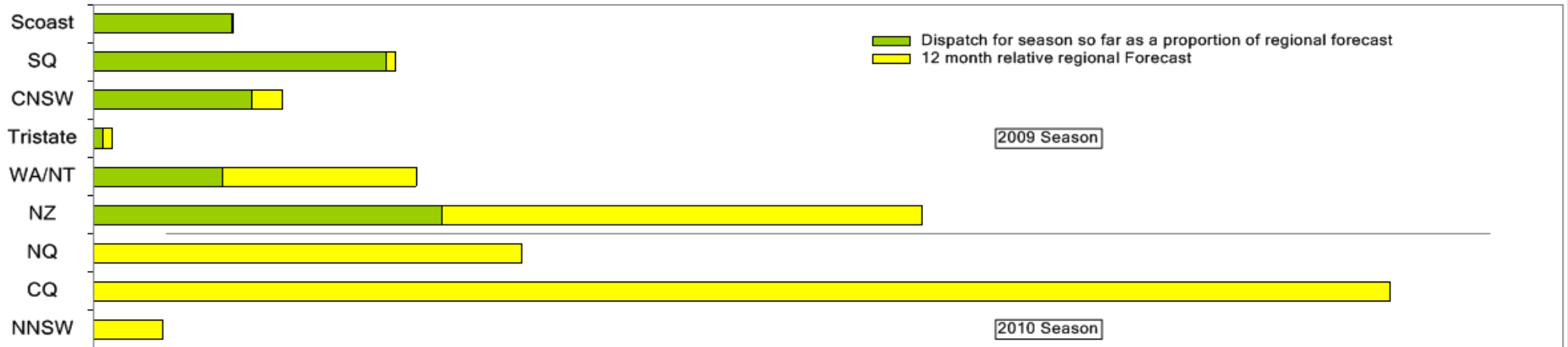
Forecast Data (Week 49 - 53)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 49 - begin 28/11/2009</b>				
Gwen	450	15		477
Hass	115,385	10,260	10,000	135,858
Lamb Hass	100	15		127
<b>Week Total</b>	<b>115,935</b>	<b>10,290</b>	<b>10,000</b>	<b>136,462</b>
<b>Week 50 - begin 05/12/2009</b>				
Gwen	1,050	65		1,168
Hass	113,451	6,560	6,000	126,469
Lamb Hass	120	15		147
Wurtz	300			300
<b>Week Total</b>	<b>114,921</b>	<b>6,640</b>	<b>6,000</b>	<b>128,085</b>
<b>Week 51 - begin 12/12/2009</b>				
Gwen	950	65		1,068
Hass	111,171	7,040	6,000	125,062
Lamb Hass	150	30		205
Wurtz	300			300
<b>Week Total</b>	<b>112,571</b>	<b>7,135</b>	<b>6,000</b>	<b>126,635</b>
<b>Week 52 - begin 19/12/2009</b>				
Gwen	700	60		809
Hass	130,517	6,840	10,000	144,771
Lamb Hass	150	30		205
Reed	401			401
<b>Week Total</b>	<b>131,768</b>	<b>6,930</b>	<b>10,000</b>	<b>146,186</b>
<b>Week 53 - begin 26/12/2009</b>				
Hass	117,087	5,840	8,000	129,160
<b>Week Total</b>	<b>117,087</b>	<b>5,840</b>	<b>8,000</b>	<b>129,160</b>

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 49 - begin 28/11/2009)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	586	49			675
Hass	146,973	10,304	6,000	672	166,921
Lamb Hass	77				77
Reed		114			207
Wurtz	187				187
<b>Total</b>	<b>147,823</b>	<b>10,467</b>	<b>6,000</b>	<b>672</b>	<b>168,067</b>

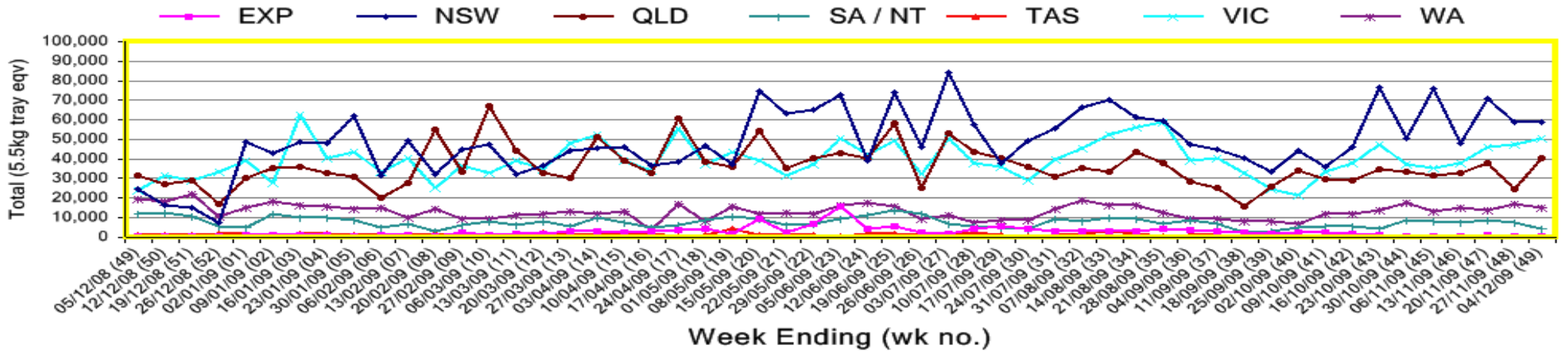


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009–April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>		5,055	175,469	321,354	441,288	426,958	395,618	167,752	1,440	<b>1,934,934</b>
<b>Australia</b>		41,599	321,706	363,357	103,586					<b>830,248</b>
<b>USA</b>	2,727	15,090	22,787	6,183						<b>46,787</b>
<b>Japan</b>	4,519	28,746	64,348	56,333						<b>153,946</b>
<b>Total</b>	<b>7,246</b>	<b>85,436</b>	<b>408,840</b>	<b>425,873</b>	<b>103,586</b>					<b>1,030,981</b>

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2009 to date = 7,406,855 5.5kg tray eqv



**Week 49 contributors - Packhouses**

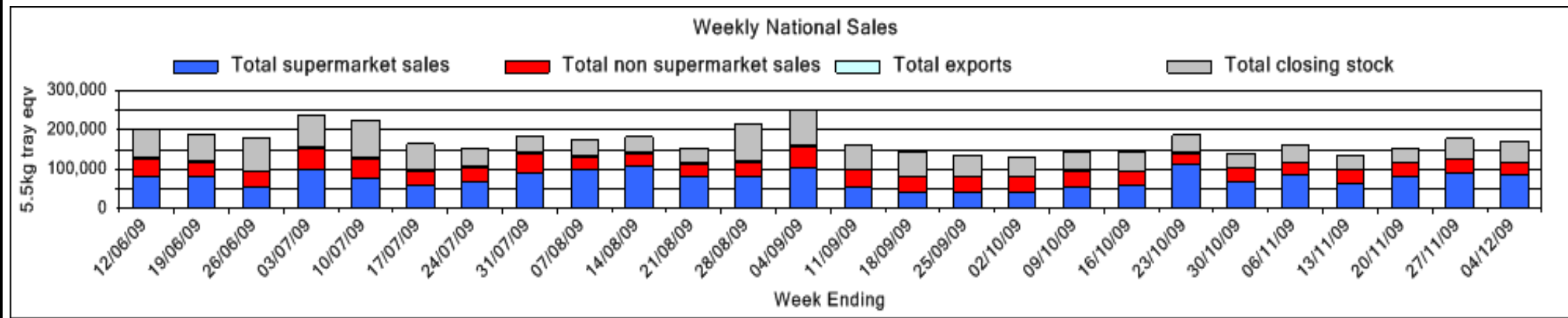
- |  |                       |
|--|-----------------------|
| Advance Packing & Marketing Services P/L | I & A Tolson          |
| Avocado Industry Council (NZAGA)         | Mariners Rest         |
| Avonova                                  | Midcoast Avocados     |
| C F Fechner                              | Natures Fruit Company |
| Chinoola Orchards                        | Serrata Enterprises   |
| Chislett Developments Pty Ltd            | Sunfresh              |
| Delroy Orchards                          | The Avocado Grove     |
| Green Nugget Orchards                    | VP & EA Farrell       |

**Week 49 contributors - Wholesalers**

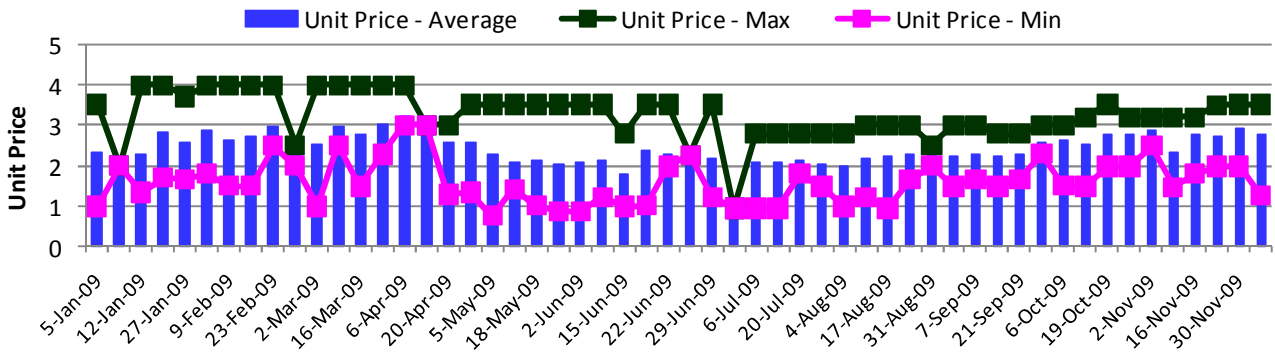
- |                                       |                                 |
|---------------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide)     | Romeos Marketing (Brisbane)     |
| Dykes Bros (Melbourne)                | Sculli & Co Pty Ltd (Melbourne) |
| 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

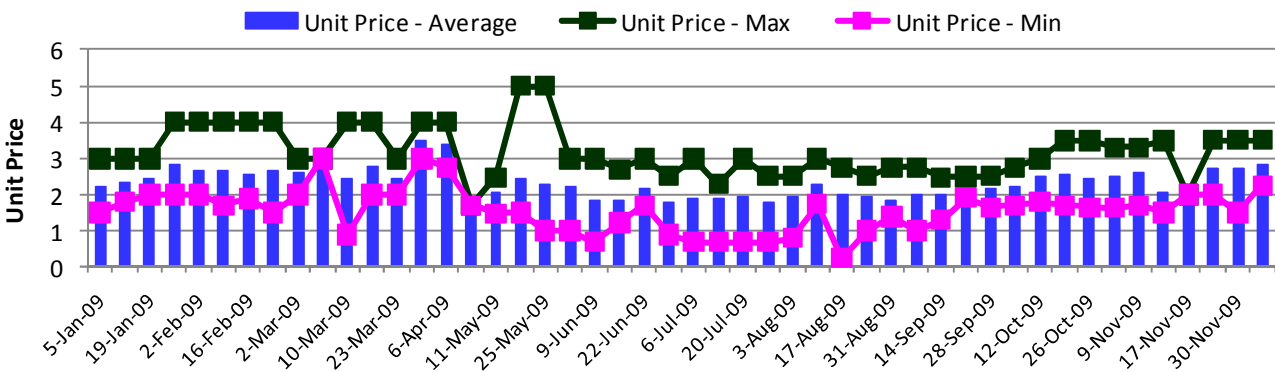
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons				Pre-Pack Kg					Total (5.5Kg Eqv)				
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW	# Data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total supermarket sales</b>	# Data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	# Data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total exports</b>	# Data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total sales</b>	# Data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total Stock on Hand</b>	# Data set not included because not enough NSW wholesalers contributed data this week																	
QLD																		
<b>Total supermarket sales</b>	18,985		167	19,152											18,985		167	19,152
<b>Total non supermarket sales</b>	12,918		166	13,084	90			90	164						13,082		166	13,247
<b>Total exports</b>	440			440											440			440
<b>Total sales</b>	32,343		333	32,675	90			90	164						32,506		333	32,839
<b>Total Stock on Hand</b>	24,454		99	24,553	3			3	5						24,459		99	24,558
SA & TAS																		
<b>Total supermarket sales</b>	6,104			6,104						3,023			3,023	550	6,653			6,653
<b>Total non supermarket sales</b>	3,478			3,478	1,101			1,101	2,002						5,480			5,480
<b>Total exports</b>																		
<b>Total sales</b>	9,582			9,582	1,101			1,101	2,002	3,023			3,023	550	12,133			12,133
<b>Total Stock on Hand</b>	8,445		494	8,939	2,356		6	2,362	4,295	5			5	1	12,729		505	13,234
VIC																		
<b>Total supermarket sales</b>	25,918			25,918											25,918			25,918
<b>Total non supermarket sales</b>	7,274		871	8,145	910			910	1,655						8,928		871	9,799
<b>Total exports</b>																		
<b>Total sales</b>	33,192		871	34,063	910			910	1,655						34,846		871	35,717
<b>Total Stock on Hand</b>	3,985		483	4,468	575		960	1,535	2,791						5,030		2,228	7,258
WA																		
<b>Total supermarket sales</b>	# Full data set not included because not enough WA wholesalers contributed data this week																	
<b>Total non supermarket sales</b>	# Full data set not included because not enough WA wholesalers contributed data this week																	
<b>Total exports</b>	# Full data set not included because not enough WA wholesalers contributed data this week																	
<b>Total sales</b>	5,697		52	5,749	436		44	480	873	3,000			3,000	545	7,036		132	7,168
<b>Total Stock on Hand</b>	# Full data set not included because not enough WA wholesalers contributed data this week																	
Total																		
<b>Total supermarket sales</b>	85,964		215	86,179	182			182	331	6,023			6,023	1,095	87,390		215	87,605
<b>Total non supermarket sales</b>	26,310		1,040	27,350	2,355		44	2,399	4,362						30,592		1,120	31,712
<b>Total exports</b>	440			440											440			440
<b>Total sales</b>	112,713		1,255	113,969	2,537		44	2,581	4,693	6,023			6,023	1,095	118,421		1,335	119,757
<b>Total Stock on Hand</b>	40,651		1,228	41,879	4,388		1,087	5,475	9,955	5			5	1	48,630		3,205	51,835



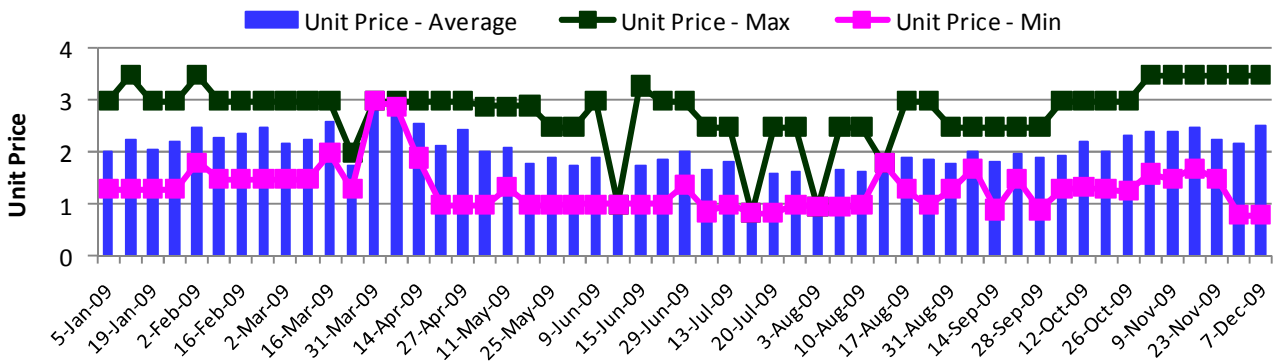
### Hass Avocado Average Retail Prices - Sydney



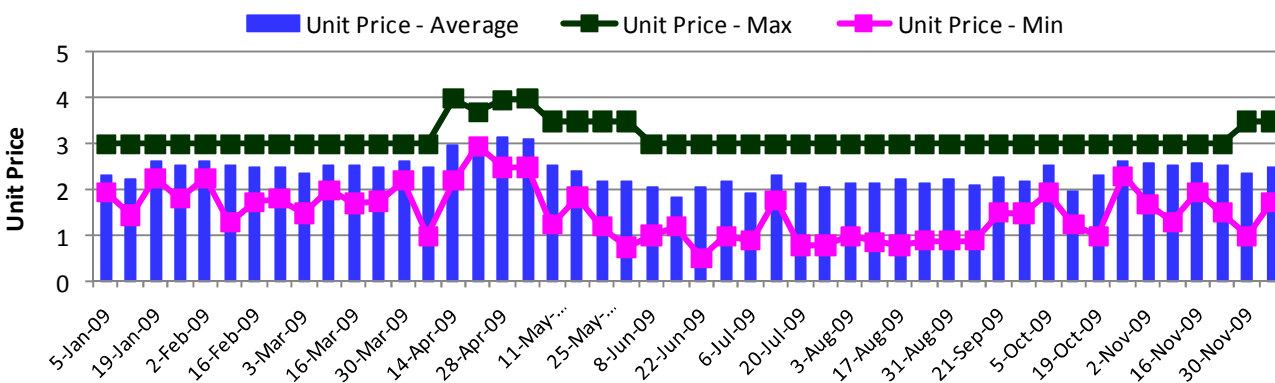
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Perth



## Retail Prices by city, store and variety—7th December 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>						<b>MELBOURNE</b>					
Coles	Hass	280	1.25	Cat	NZ	I	Hass	235	2.25	No	NS
Coles	Hass	275	1.75	Cat	NZ	I	Hass	235	2.49	No	NS
Woolworths	Hass	275	1.8	No	NZ	IGA	Hass	295	2.49	No	Aus
IC	Hass	280	2.5	No	NZ	I	Hass	255	2.49	No	NS
IC	Reed	390	2.5	No	Aus	I	Hass	245	2.5	No	NS
IC	Hass	300	2.5	No	Aus	Safeway	Hass	365	2.68	No	NZ
IC	Hass	300	2.5	No	NZ	Coles	Hass	315	2.69	No	Mixed
IC	Reed	350	2.5	No	Aus	Coles	Hass	260	2.69	No	NZ
Woolworths	Hass	270	2.98	No	NZ	Coles	Hass	300	2.75	No	NZ
Woolworths	Hass	275	2.98	No	NZ	Safeway	Hass	230	2.98	No	NZ
Foodworks	Hass	280	2.99	No	NS	IC	Hass	265	2.98	No	NZ
IC	Reed	400	2.99	No	Aus	Safeway	Hass	305	2.98	No	NZ
IGA	Hass	260	2.99	No	Aus	I	Hass	285	3.49	No	NZ
I	Hass	270	3.49	No	Aus	Toscano	Hass	295	3.5	No	NS
I	Reed	470	3.49	No	Aus	Toscano	Hass	305	3.5	No	NS
I	Hass	270	3.49	No	Aus						
I	Reed	520	3.49	No	Aus						
I	Reed	465	3.49	No	Aus						
IGA	Hass	270	3.49	No	NS	<b>PERTH</b>					
I	Hass	265	3.5	No	Aus	Woolworths	Hass	220	1.73	Cat	Aus
I	Hass	300	3.5	No	NS	Woolworths	Hass	235	1.73	Cat	Aus
						Woolworths	Hass	210	1.73	Cat	Aus
<b>BRISBANE</b>						I	Hass	250	1.95	No	Aus
IC	Hass	180	0.79	Store	Aus	Coles	Hass	235	1.98	Cat	Aus
IGA	Hass	240	1.49	Store	NS	Coles	Hass	220	1.98	Cat	Aus
I	Hass	175	1.99	No	Aus	Coles	Hass	235	2.48	No	Aus
I	Wurtz	325	1.99	No	Aus	IS	Hass	260	2.49	Store	Aus
Coles	Hass	260	2.25	No	NZ	I	Hass	250	2.49	No	Aus
Coles	Hass	250	2.25	No	NZ	I	Hass	240	2.99	No	Aus
Coles	Hass	215	2.25	No	Aus	IGA	Hass	265	2.99	No	Aus
I	Hass	230	2.49	No	Aus	I	Hass	225	2.99	No	Aus
Woolworths	Hass	240	2.64	No	NZ	I	Hass	260	2.99	No	Aus
Woolworths	Reed	490	2.64	No	Aus	IGA	Hass	260	2.99	No	Aus
Woolworths	Hass	245	2.64	No	Aus	IGA	Hass	280	2.99	No	Aus
Woolworths	Hass	200	2.64	No	Mixed	IS	Hass	310	3.49	No	Aus
Woolworths	Reed	490	2.64	No	NZ						
IGA	Hass	320	2.69	No	NS						
I	Hass	265	2.89	No	NS						
I	Reed	419	2.99	Store	Aus						
IC	Hass	200	2.99	No	Aus						
IGA	Hass	275	2.99	No	Aus						
I	Hass	306	3.49	No	Aus						
I	Hass	246	3.49	Store	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

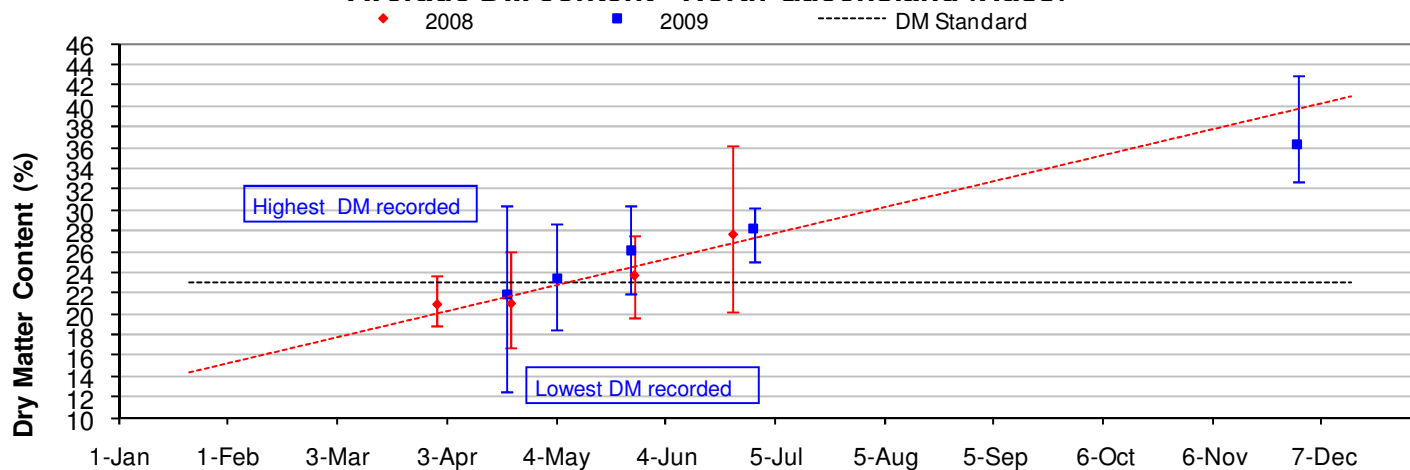


# Avocado DM Content Report

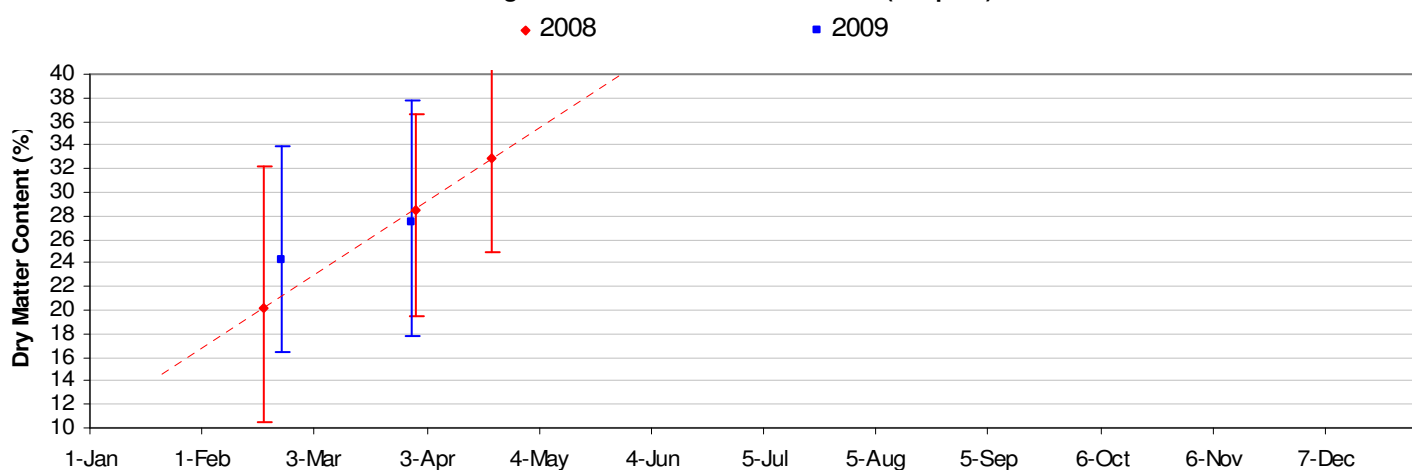
## Fruit collected 30th November 2009

Dry Matter Intervals	Proportion of Fruit tested for each Dry matter interval 30th November 2009									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%					0%		0%	0%	0%
18.1%-20.9%	0%					0%		0%	0%	0%
21%-22.9%	0%					0%		0%	0%	0%
23%-28%	0%					15%		5%	5%	8%
27.1%-40%	80%					80%		95%	95%	92%
>40%	20%					5%		0%	0%	0%

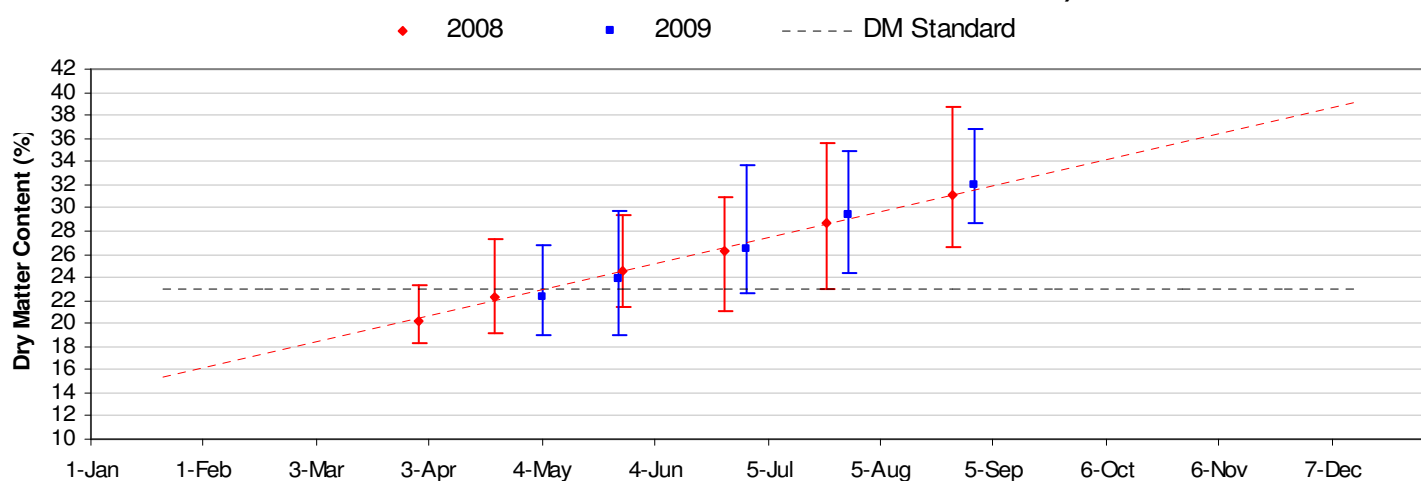
### Average DM content - North Queensland (Hass)



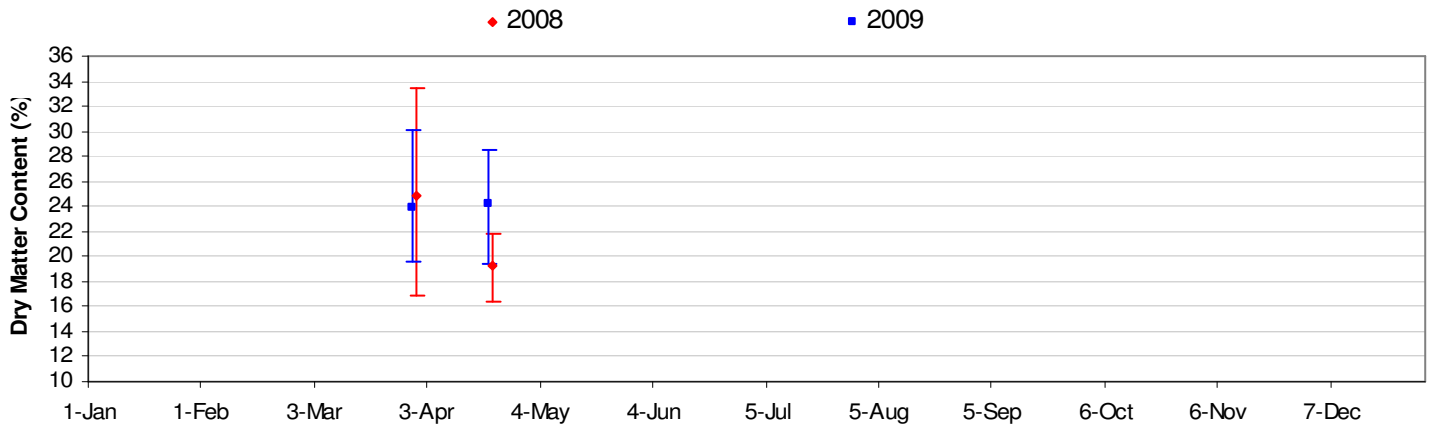
### Average DM content - North Queensland (Shepard)



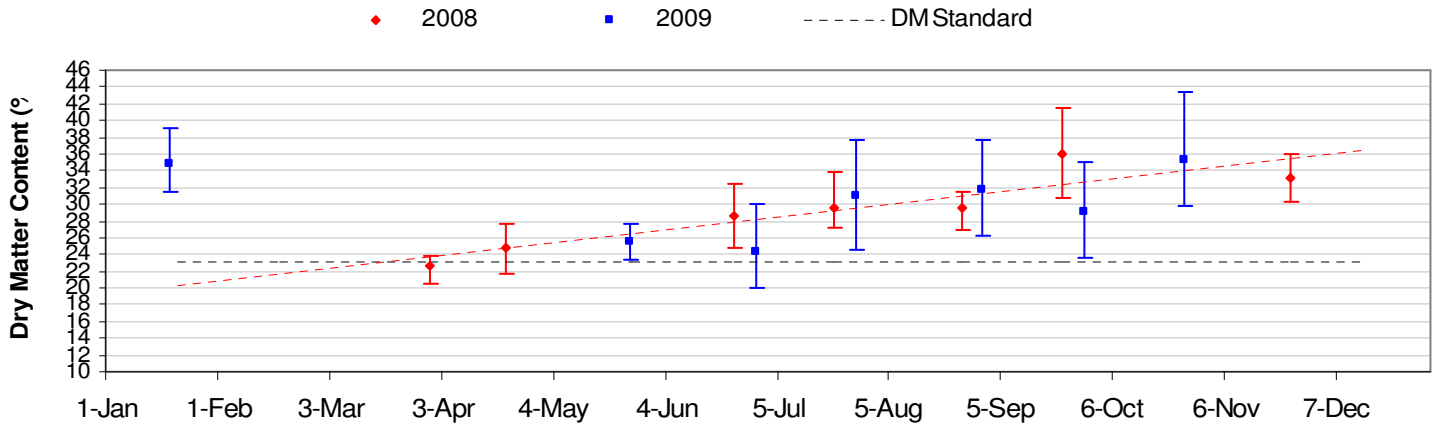
### Average DM content - Central Queensland (Hass)



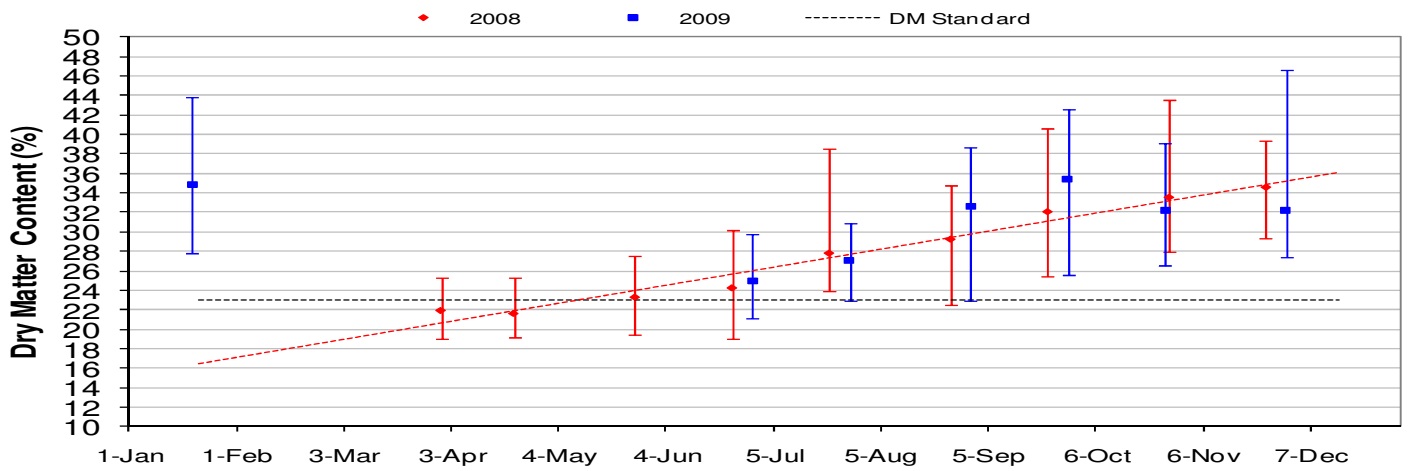
### Average DM content - Central Queensland (Shepard)



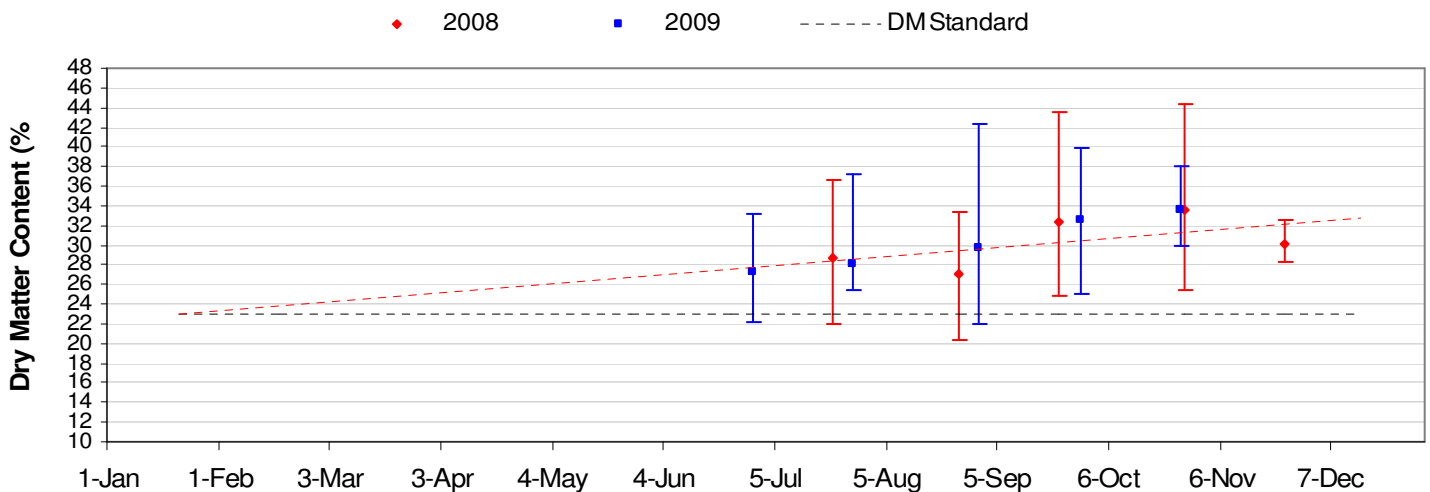
### Average DM content - Sunshine Coast (Hass)



### Average DM content - South Qld (Hass)

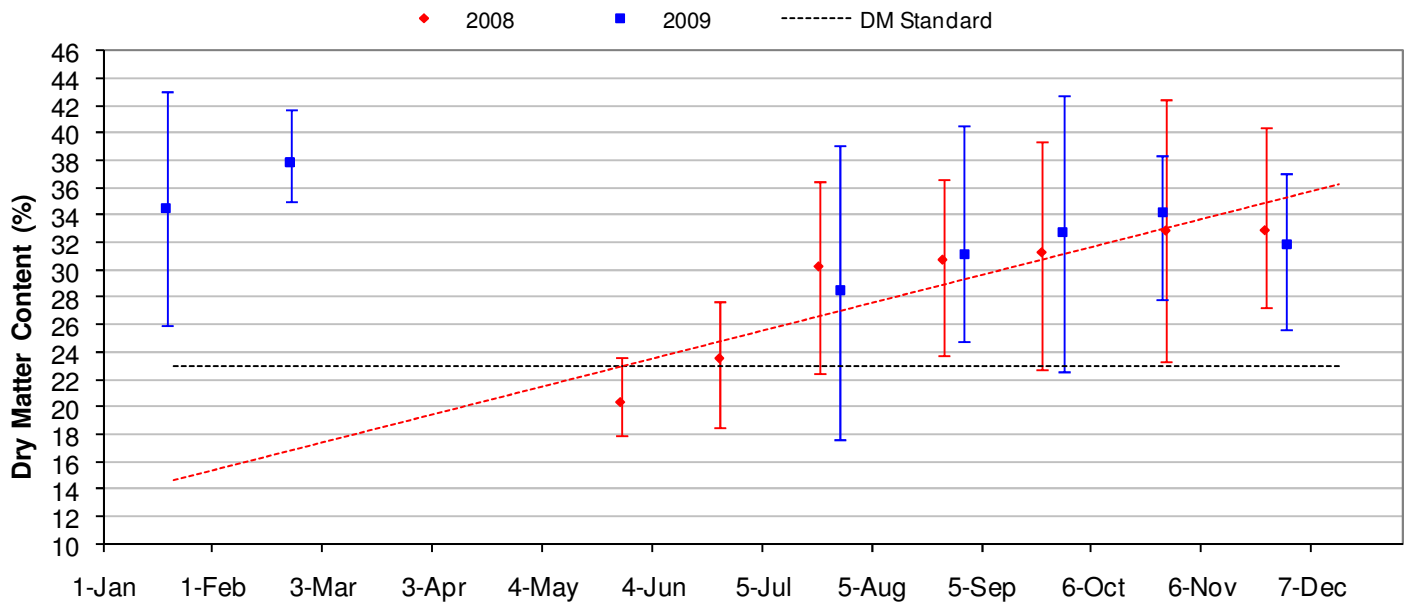


### Average DM content - Northern NSW (Hass)

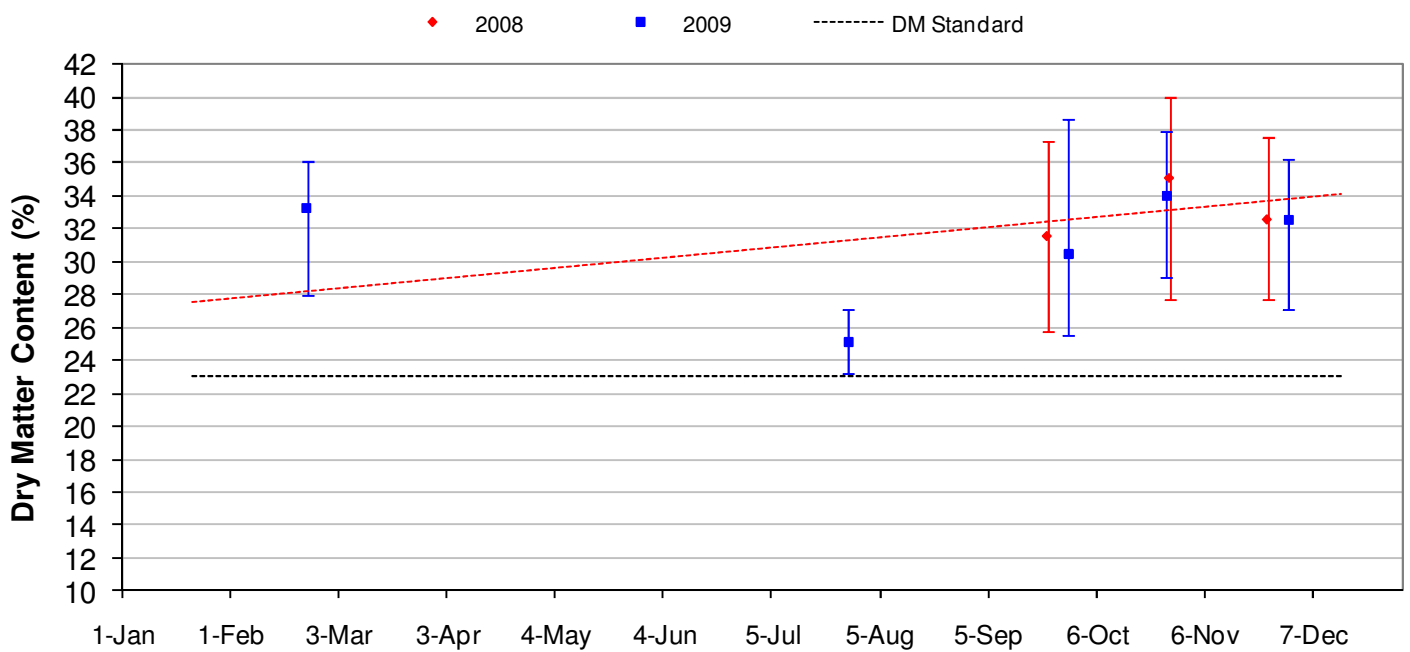




### Average DM content - Central NSW (Hass)



### Average DM content - Tristate (Hass)



### Average DM content - WA (Hass)

