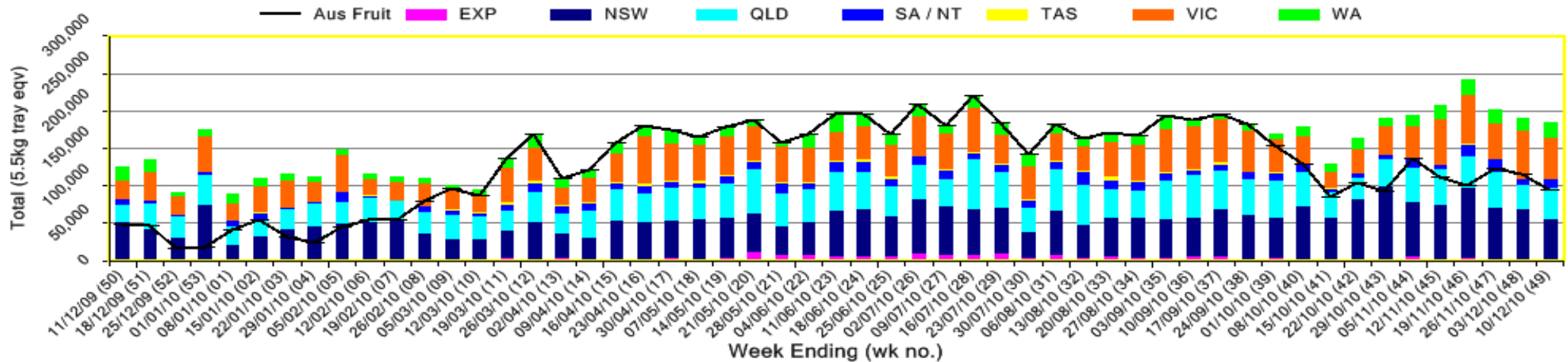


INFOCADO WEEKLY REPORT: 4th December - 10th December 2010 (Wk 49)

Industry Dispatches By Destination State and Count Size : 4th December - 10th December 2010 (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	Proc	Other	5.5Kg Eqv Trays All
	< 16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								370	904	1,274	384				1,972
NSW	1,334	6,612	6,697	9,357	41	7,066	9,038	2,958	3,111	46,214	4,105				53,678
QLD	10	1,601	5,042	7,339		5,671	7,907	3,029	3,115	33,714	2,688		19,648	416	42,249
SA / NT	2	13	6,235	291		1,029	2,382	556		10,508	360	3,000			11,708
VIC	2,696	4,619	8,480	10,029	35	7,625	11,182	3,333	4,395	52,394	1,496				55,114
WA	7	323	1,606	5,191		4,226	2,690	1,720	37	15,800	2,396	2,500			20,611
Total	4,049	13,168	28,060	32,207	76	25,617	33,199	11,966	11,562	159,904	11,429	5,500	19,648	416	185,332

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 8,170,617 5.5kg tray eqv



Comments From the CEO

- Volumes are forecast to taper off coming into the New Year.
- Avocados are on catalogue special in Woolworths Melbourne this week.
- Please Note: Infocado reports will be distributed as normal over the Christmas period. For those packhouses in season please note the due dates in your weekly reminders.
- Please Note: Dry Matter Results from fruit collected on 29th November are attached at the end of this report.



Forecast Data (Week 49 - 1)

Variety	Trays - Total	Bulk	P/ Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
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	300	50		391
Hass	176,062	11,295	5,500	197,598
Week Total	176,362	11,345	5,500	197,989

Week 51 - begin 18/ 12/ 2010

Gwen	200	20		236
Hass	167,511	10,253	8,000	187,608
Lamb Hass	250	50		341
Week Total	167,961	10,323	8,000	188,185

Week 52 - begin 25/ 12/ 2010

Hass	153,839	6,810	4,000	166,948
Week Total	153,839	6,810	4,000	166,948

Week 1 - begin 01/ 01/ 2011

Gwen	500	60		609
Hass	122,208	6,868	5,500	135,695
Lamb Hass	250	20		286
Week Total	122,958	6,948	5,500	136,591

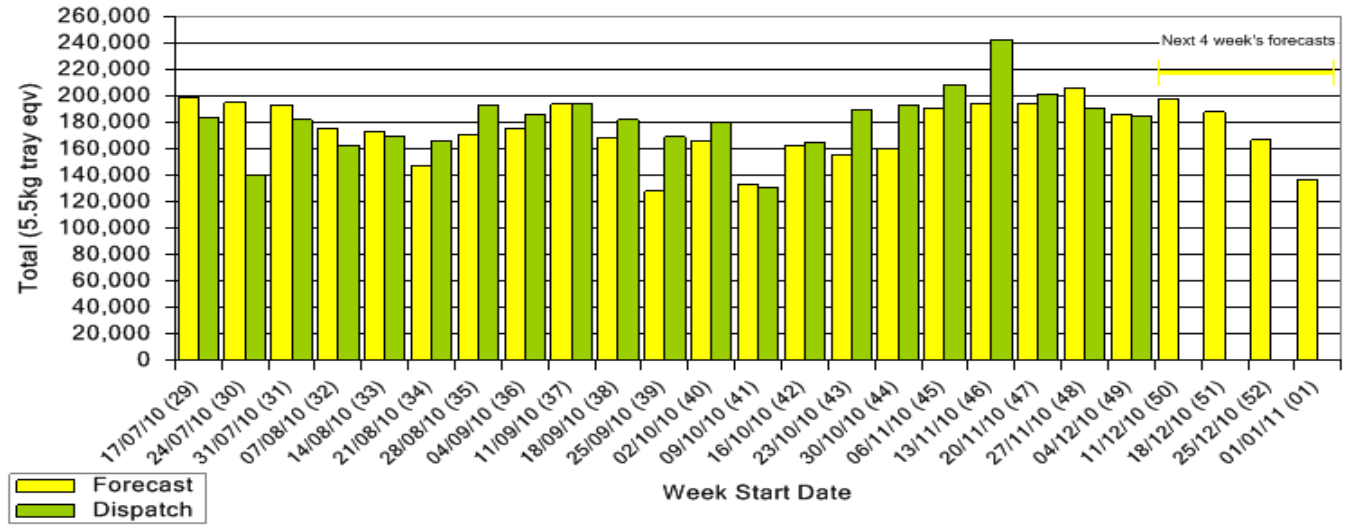
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 49 - begin 4/ 12/ 2010)

Variety	Trays	Bulk	P/ PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Gwen	324	49				413
Hass	159,417	11,373	5,500	19,648	416	184,743
Lamb Hass	154	7				167
Reed	10					10
Total	159,905	11,429	5,500	19,648	416	185,333

**Dispatch vs weekly forecast - all varieties and all packs
(17th July 2010 to 7th January 2011)**

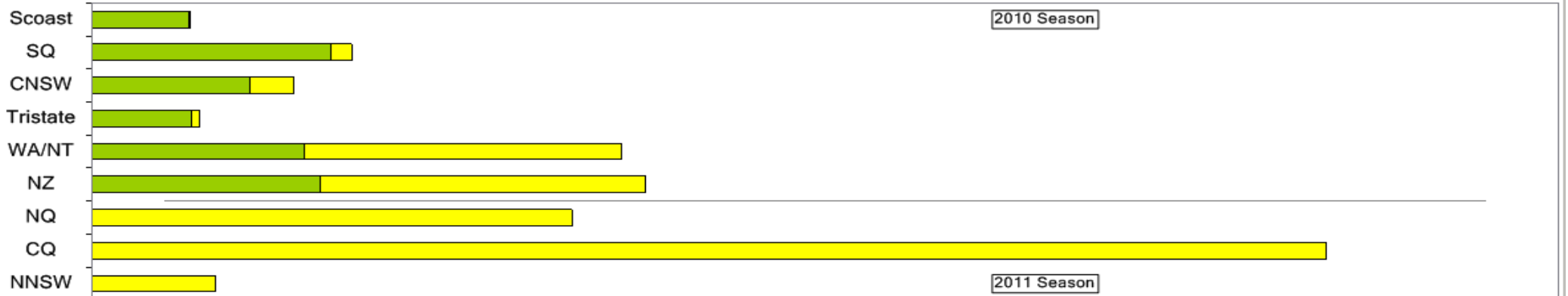


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011

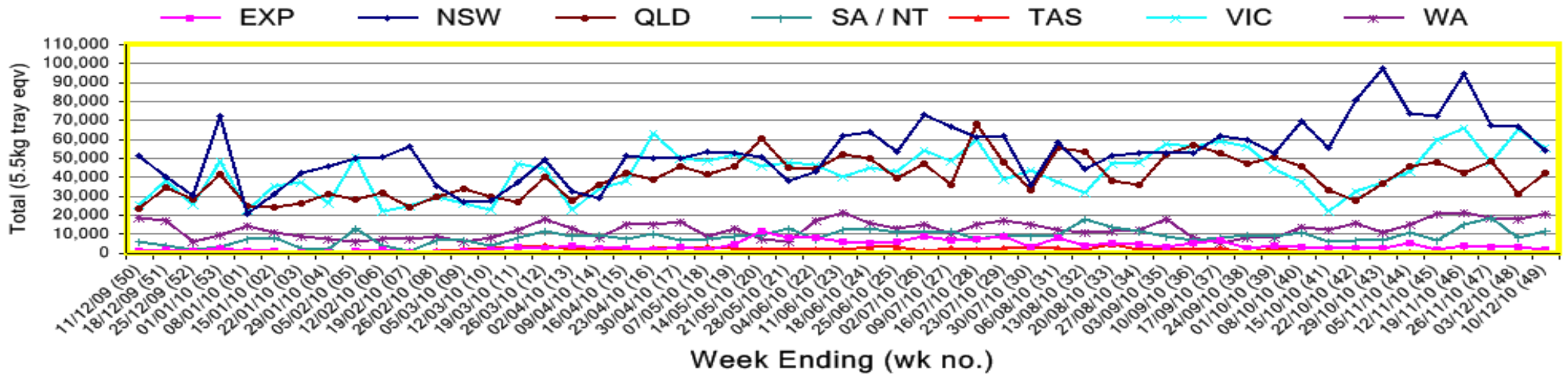
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	168,288					822,341
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	168,288					870,573

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 = 8,170,617 5.5kg tray eqv



Week 49 contributors - Packhouses

Advance Packing & Marketing Services P/L	Merrinee Farms
Avocado Industry Council (NZAGA)	Midcoast Avocados
Avonova	Natures Fruit Company
Coastal Avocados	Sunfresh (SC)
Delroy Orchards	Sunnyspot Packhouse PL
I & A Tolson	VP & EA Farrell
Mariners Rest	

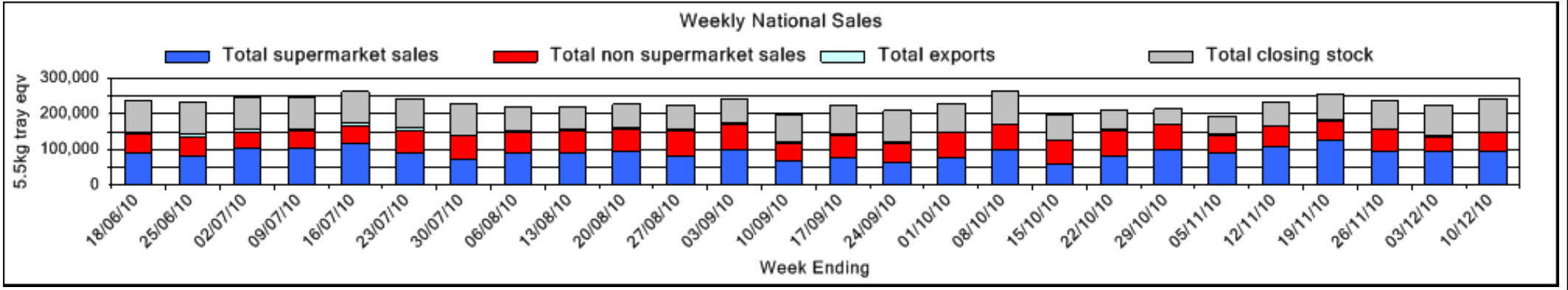
Week 49 contributors - Wholesalers

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

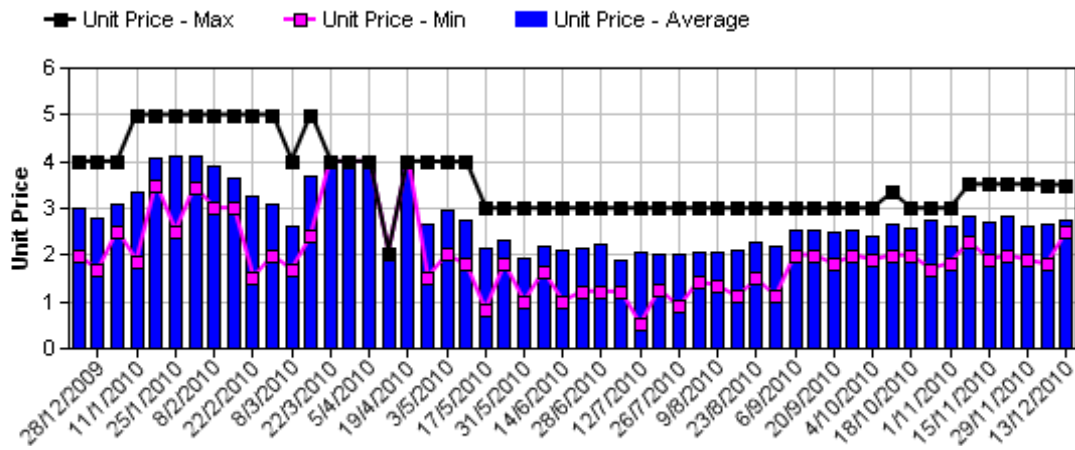
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	24,955			24,955	78			78	142						25,097			25,097
Total non supermarket sales	10,099	420	525	11,044	1,178		9	1,187	2,158						12,241	420	541	13,202
Total exports	304			304											304			304
Total sales	35,358	420	525	36,303	1,256		9	1,265	2,300						37,642	420	541	38,603
Total Stock on Hand	2,944	135	130	3,209	141			141	256						3,200	135	130	3,465
QLD																		
Total supermarket sales	16,430		10	16,440											16,430		10	16,440
Total non supermarket sales	13,945			13,945	945			945	1,718						15,663			15,663
Total exports	370			370											370			370
Total sales	30,745		10	30,755	945			945	1,718						32,463		10	32,473
Total Stock on Hand	18,829			18,829	2,438			2,438	4,433						23,262			23,262
SA & TAS																		
Total supermarket sales	10,977			10,977						3,000			3,000	545	11,522			11,522
Total non supermarket sales	4,199		135	4,334	1,161			1,161	2,111						6,310		135	6,445
Total exports																		
Total sales	15,176		135	15,311	1,161			1,161	2,111	3,000			3,000	545	17,832		135	17,967
Total Stock on Hand	14,276		444	14,720	1,843		61	1,904	3,462						17,627		555	18,182
VIC																		
Total supermarket sales	32,026			32,026											32,026			32,026
Total non supermarket sales	11,922		777	12,699	1,758		15	1,773	3,224	76			76	14	15,132		804	15,937
Total exports																		
Total sales	43,948		777	44,725	1,758		15	1,773	3,224	76			76	14	47,158		804	47,963
Total Stock on Hand	28,262		915	29,177	3,974		52	4,026	7,320						35,488		1,010	36,497
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	10,469			10,469	1,114		58	1,172	2,131	2,759			2,759	502	12,996		105	13,102
Total Stock on Hand																		
Total																		
Total supermarket sales	92,464		10	92,474	78			78	142	5,759			5,759	1,047	93,653		10	93,663
Total non supermarket sales	41,958	420	1,437	43,815	5,772		82	5,854	10,644	76			76	14	52,467	420	1,586	54,473
Total exports	1,274			1,274	384			384	698						1,972			1,972
Total sales	135,696	420	1,447	137,563	6,234		82	6,316	11,484	5,835			5,835	1,061	148,092	420	1,596	150,108
Total Stock on Hand	75,212	135	1,489	76,836	9,348		113	9,461	17,202						92,209	135	1,694	94,038

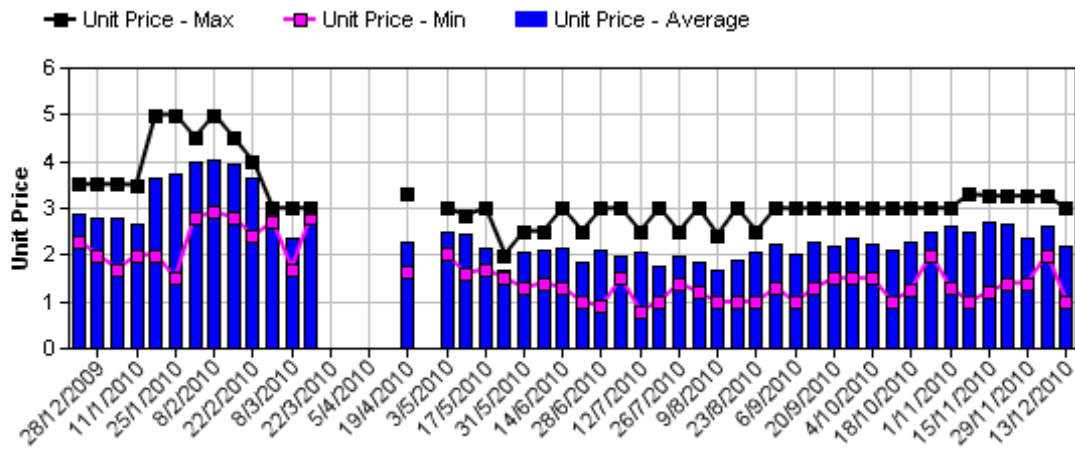
Full data set not displayed because not enough WA wholesalers contributed data this week



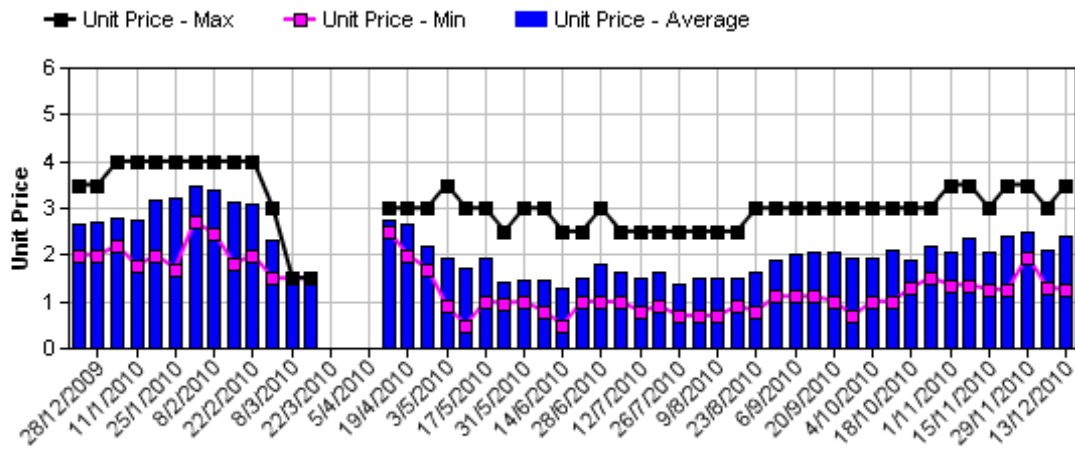
Hass Avocado Average Retail Prices - Sydney



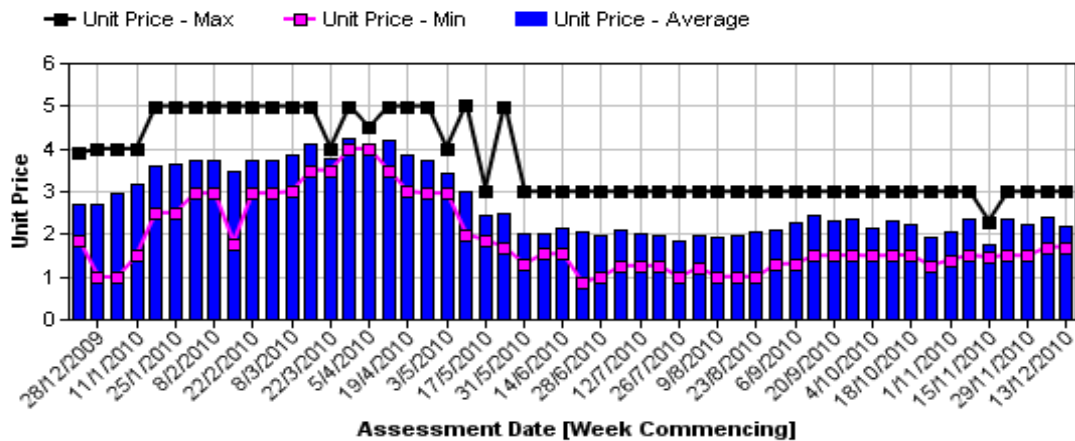
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

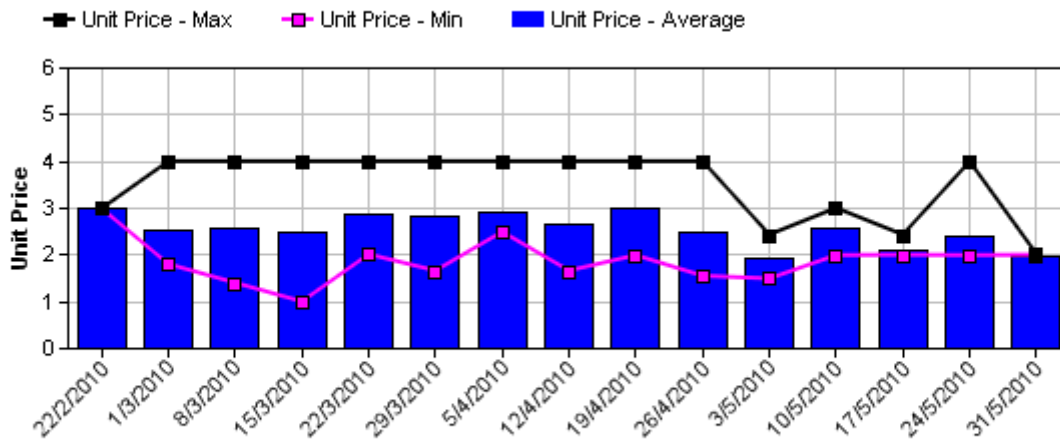


Hass Avocado Average Retail Prices - Perth

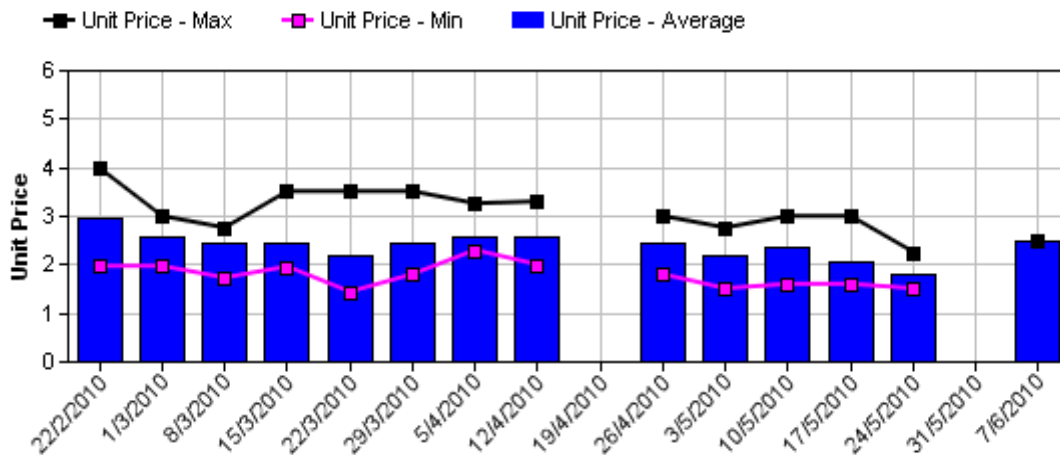


Assessment Date [Week Commencing]

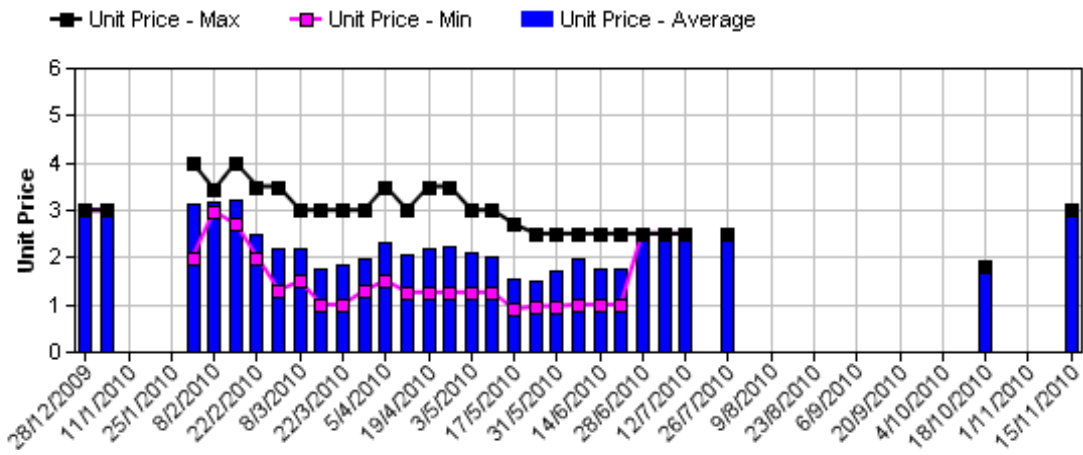
Shepard Avocado Average Retail Prices - Sydney



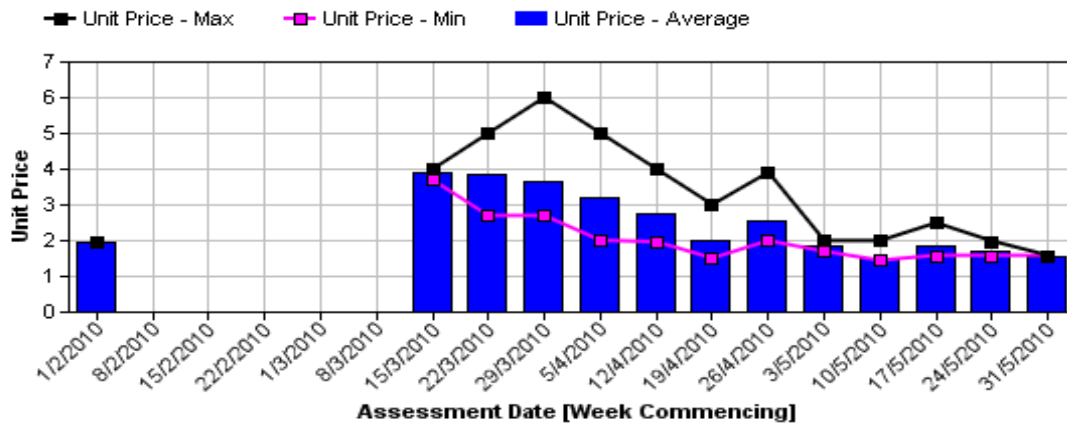
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 13th December 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	240	2.63	Store	NS
Coles	Hass	290	2.48	No	NZ
Coles	Hass	280	2.48	No	NZ
IGA	Hass	310	2.99	No	Aus
I	Hass	380	2.50	No	Aus
I	Hass	270	2.99	Store	Aus
I	Hass	320	3.49	No	Aus
Coles	Hass	280	2.48	No	Aus
IGA	Hass	270	2.99	No	NZ
Foodworks	Hass	290	2.99	No	NS
I	Hass	320	2.50	No	Aus
I	Hass	330	2.99	No	Aus
Woolworths	Hass	295	2.63	No	Mixed
I	Reed	380	2.99	No	Aus
I	Hass	320	2.50	Store	Aus
BRISBANE					
I	Hass	240	2.49	Store	Aus
Woolworths	Hass	280	2.42	No	NS
Coles	Hass	230	1.95	No	NZ
I	Hass	360	2.99	Store	Aus
IGA	Hass	220	2.29	No	Aus
IGA	Hass	195	2.92	No	NZ
Woolworths	Hass	300	2.42	No	Mexico
I	Hass	240	2.99	Store	NS
I	Hass	175	1.79	Store	Mixed
Coles	Hass	260	1.25	Store	NZ
Coles	Hass	240	1.95	No	NZ
I	Hass	294	3.49	Store	Aus
I	Hass	240	2.19	Store	Aus
I	Hass	275	1.99	Store	Aus
IGA	Hass	220	2.92	No	NZ
Woolworths	Hass	200	2.42	No	Mixed

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Hass	295	1.85	Cat	Mixed
Safeway	Hass	270	1.85	Cat	Mixed
I	Hass	310	2.50	No	NS
I	Hass	235	1.49	Store	NS
IGA	Hass	245	1.99	No	NS
I	Hass	285	2.49	No	Aus
I	Hass	230	0.99	No	NS
Coles	Hass	305	2.48	No	Mixed
Coles	Hass	250	2.48	Store	NZ
I	Hass	240	2.98	No	Aus
IS	Hass	290	2.69	No	NS
Coles	Hass	310	2.48	Store	Mixed
Safeway	Hass	270	1.85	Cat	NZ
I	Hass	290	2.50	No	NS
PERTH					
I	Hass	260	1.69	No	Aus
Coles	Hass	260	2.25	No	NS
I	Hass	300	2.99	No	Aus
Woolworths	Hass	220	2.48	Store	Aus
IS	Hass	255	1.69	Cat	Aus
IGA	Hass	235	1.69	Cat	NS
IGA	Hass	220	1.69	Cat	Aus
IS	Hass	230	1.69	Store	Aus
Woolworths	Hass	230	2.48	No	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	275	1.69	Cat	Aus
I	Hass	245	1.99	No	Aus
Coles	Hass	205	2.25	No	Aus
I	Hass	265	2.99	No	Aus
Coles	Hass	235	2.25	No	Aus
Woolworths	Hass	220	2.48	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

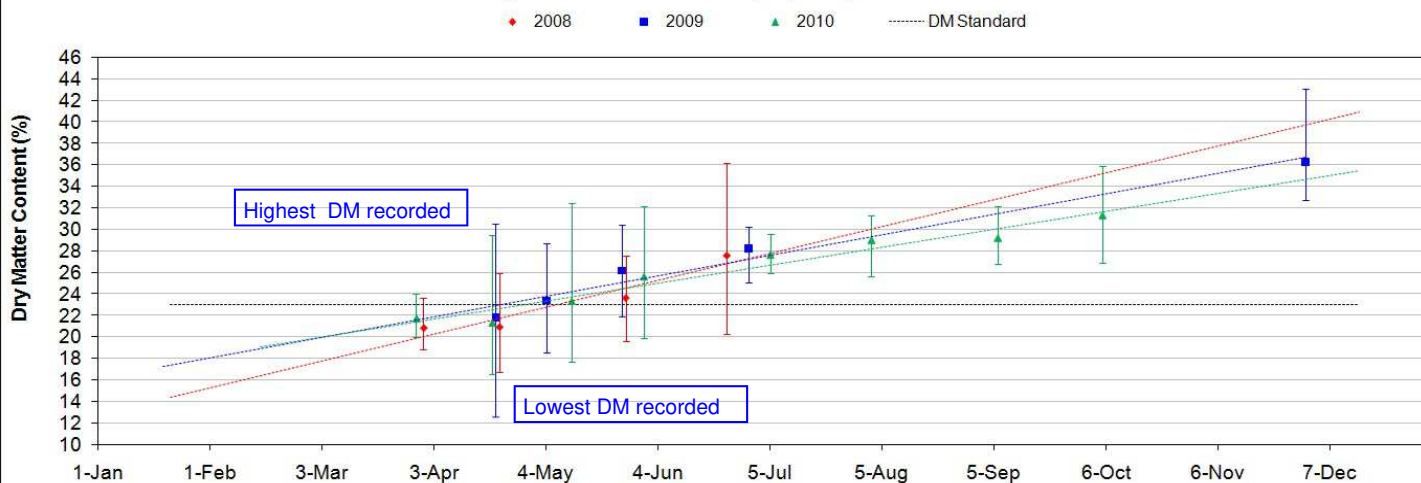


Avocado DM Content Report

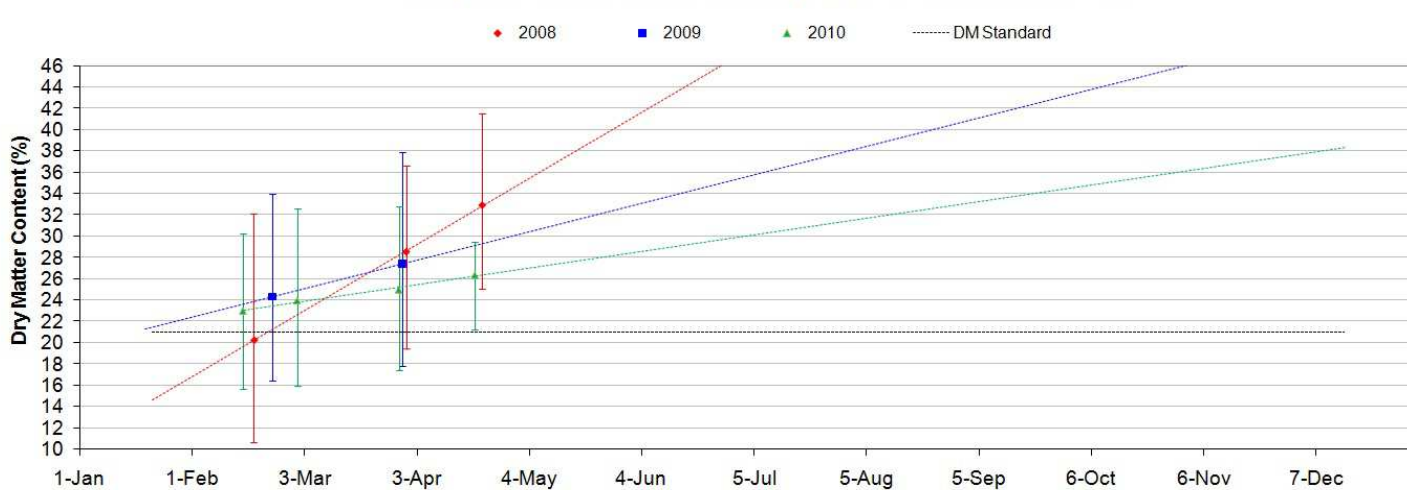
Fruit collected 29th November 2010

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 29th November 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%						0%		0%	0%	0%
18.1%-20.9%						0%		0%	0%	0%
21%-22.9%						0%		0%	0%	5%
23%-28%						0%		0%	0%	48%
27.1%-40%						96%		70%	80%	48%
>40%						4%		30%	20%	0%

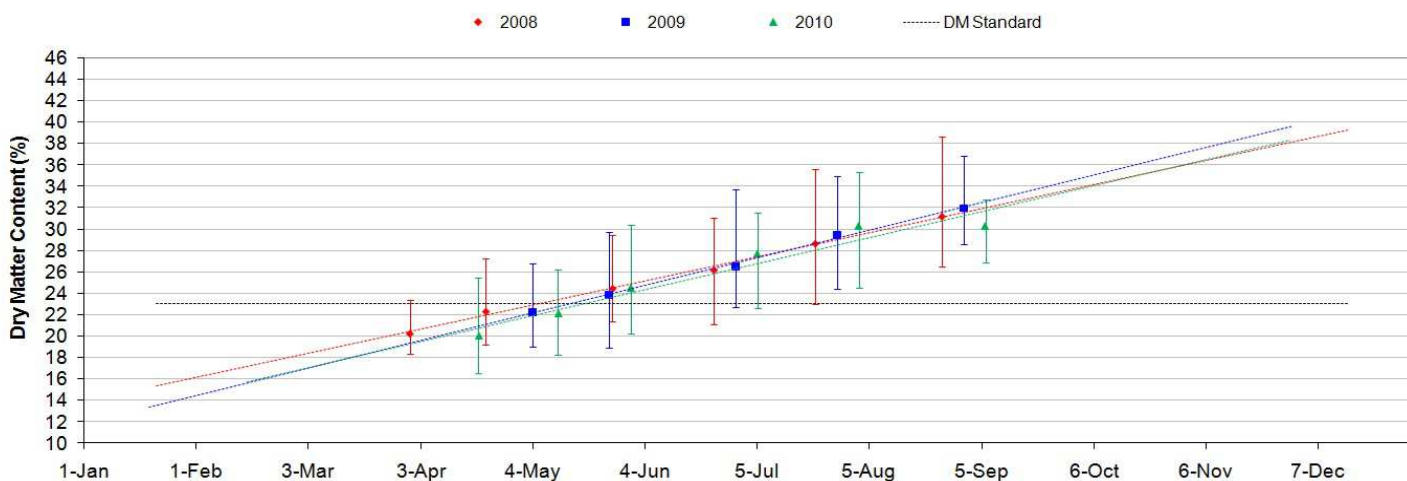
Average DM Content - North Qld (Hass) as of 29th November 2010



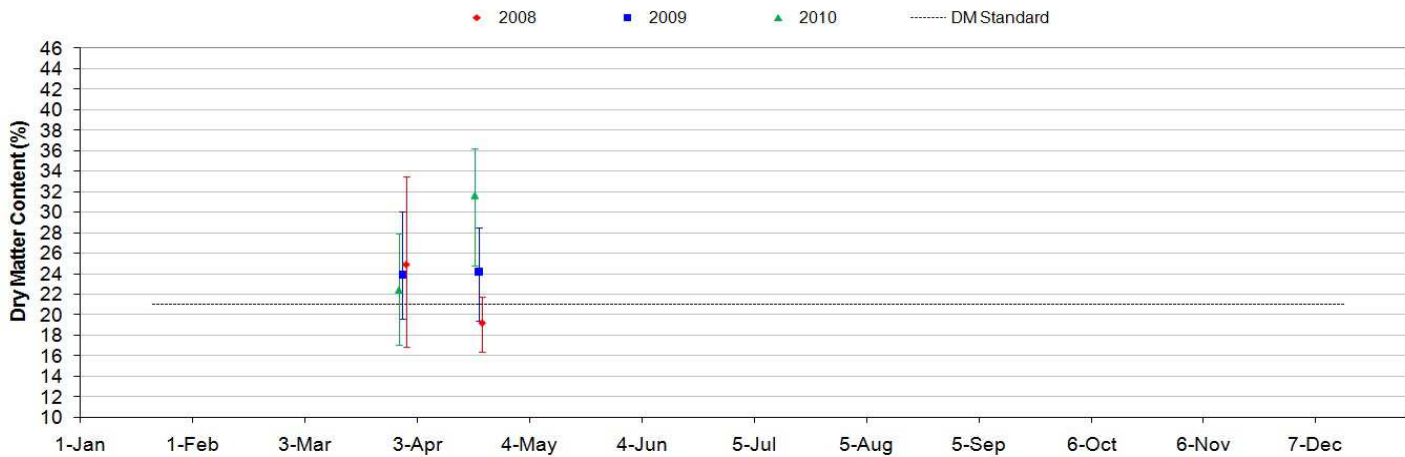
Average DM Content - North Qld (Shepard) as of 29th November 2010



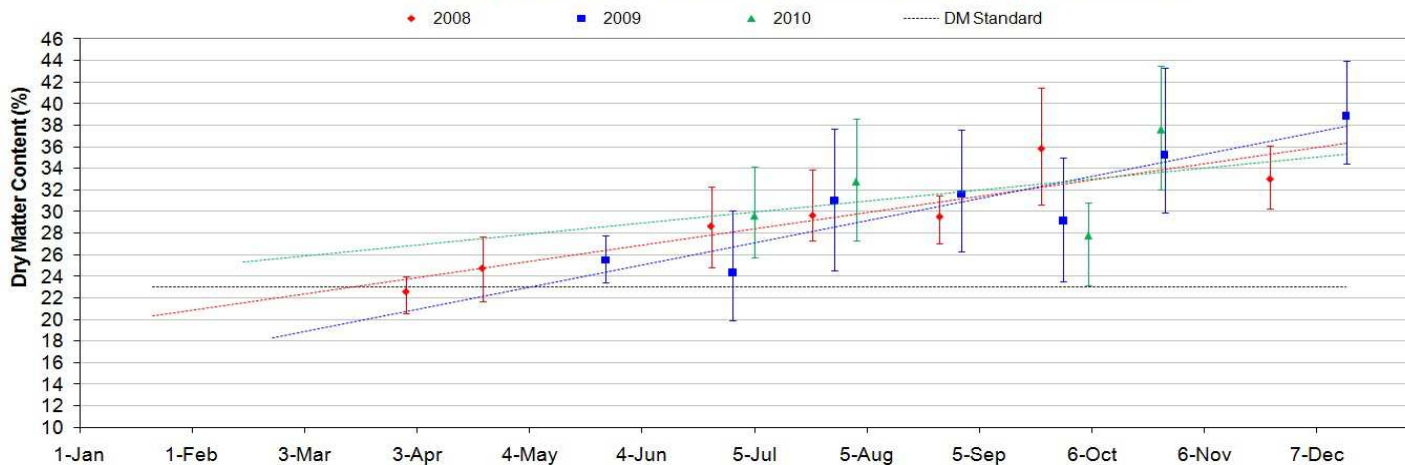
Average DM Content - Central Qld (Hass) as of 29th November 2010



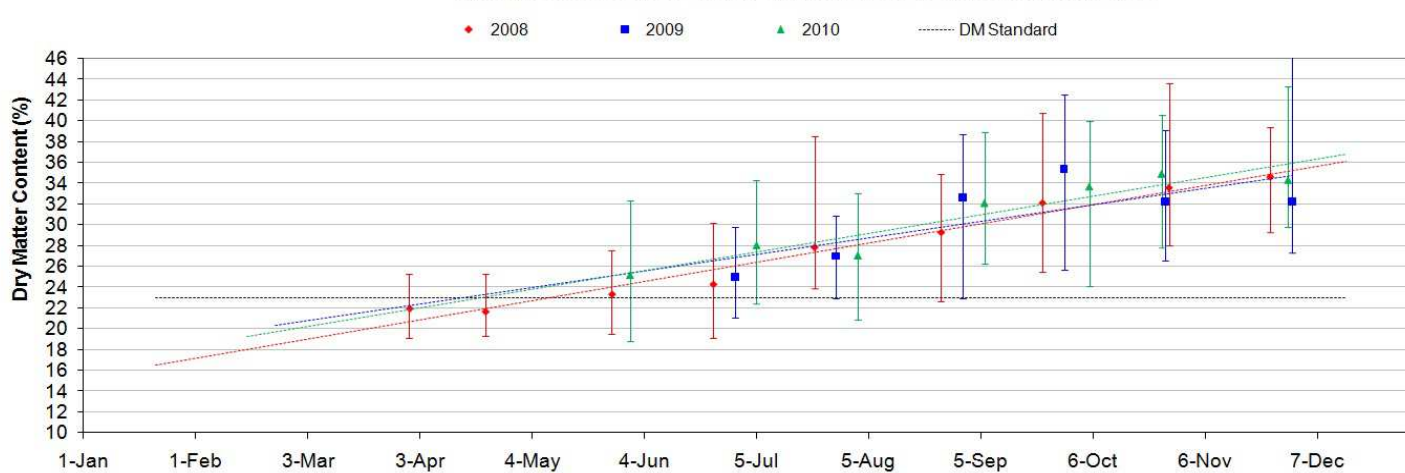
Average DM Content - Central Qld (Shepard) as of 29th November 2010



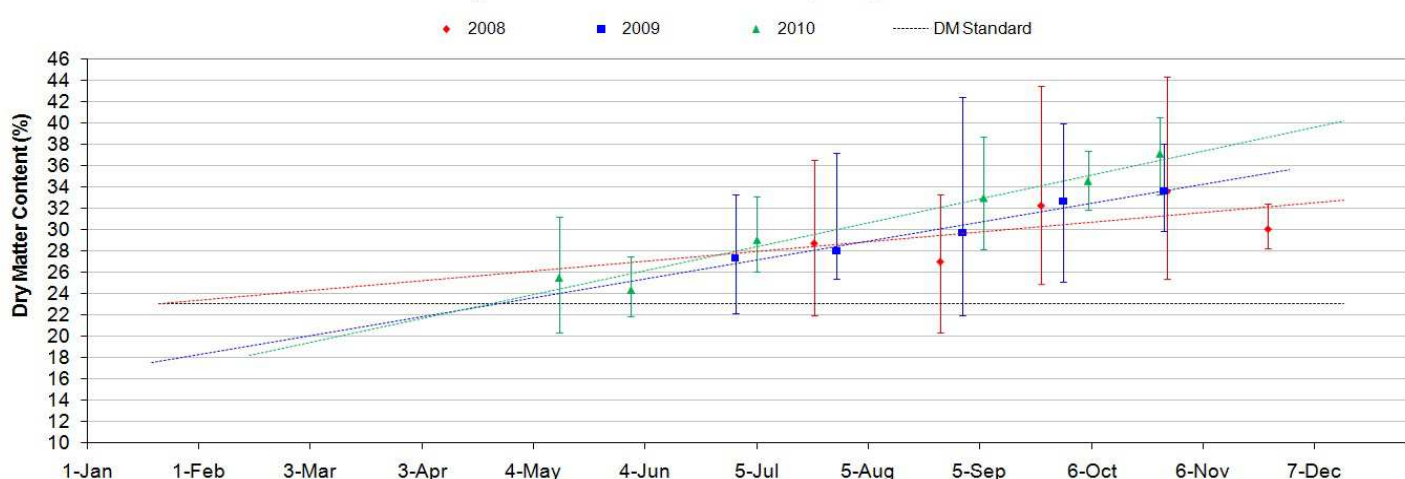
Average DM Content - Sunshine Coast (Hass) as of 29th November 2010



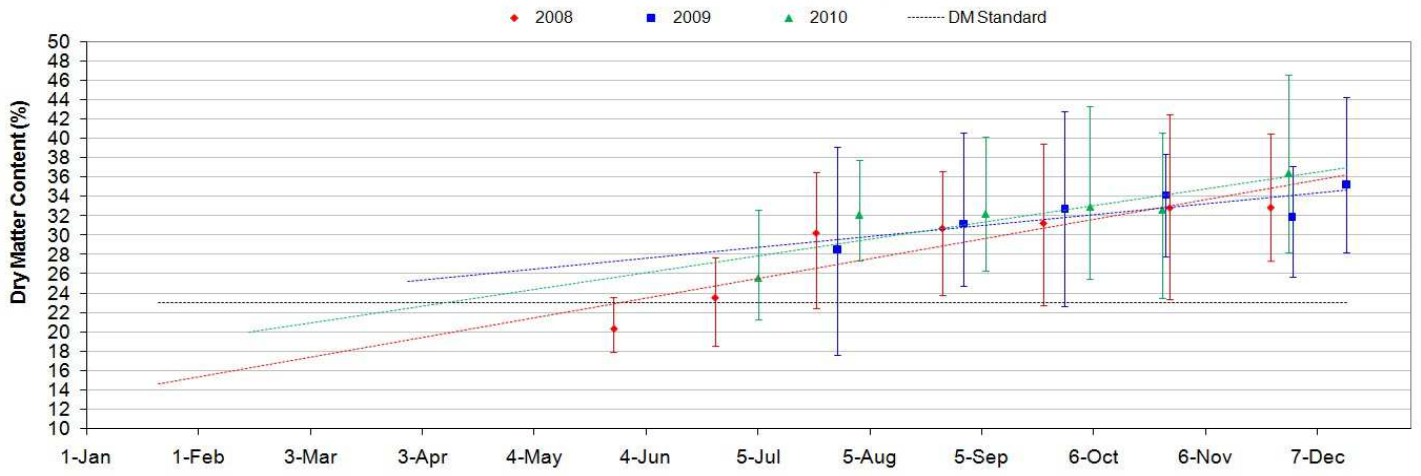
Average DM Content - South Qld (Hass) as of 29th November 2010



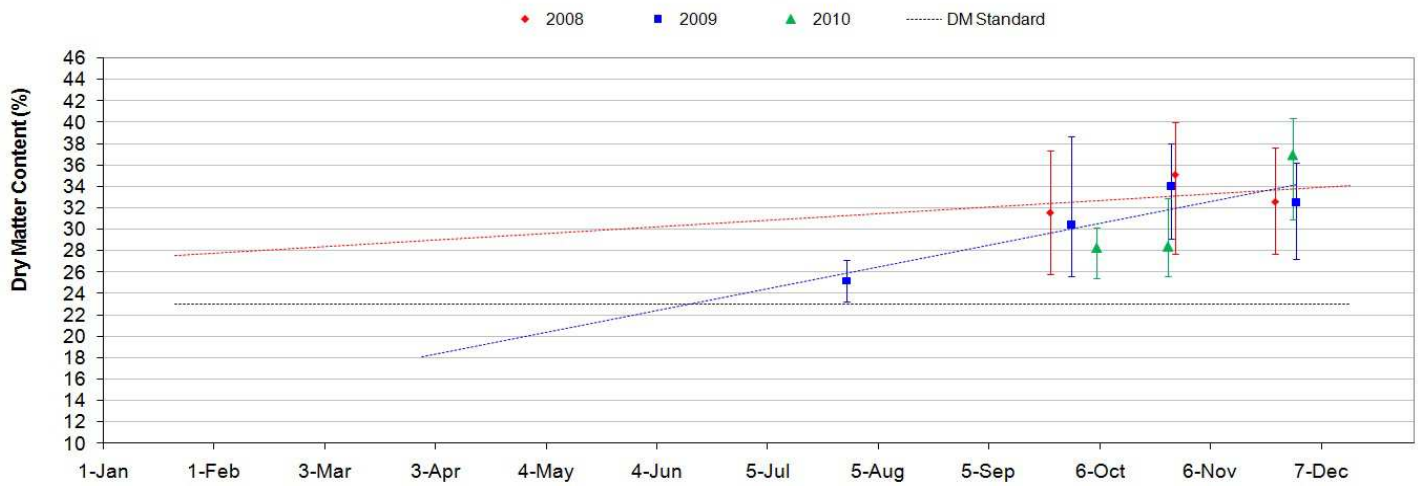
Average DM Content - Northern NSW (Hass) as of 29th November 2010



Average DM Content - Central NSW (Hass) as of 29th November 2010



Average DM Content - Tristate (Hass) as of 29th November 2010



Average DM Content - WA (Hass) as of 29th November 2010

