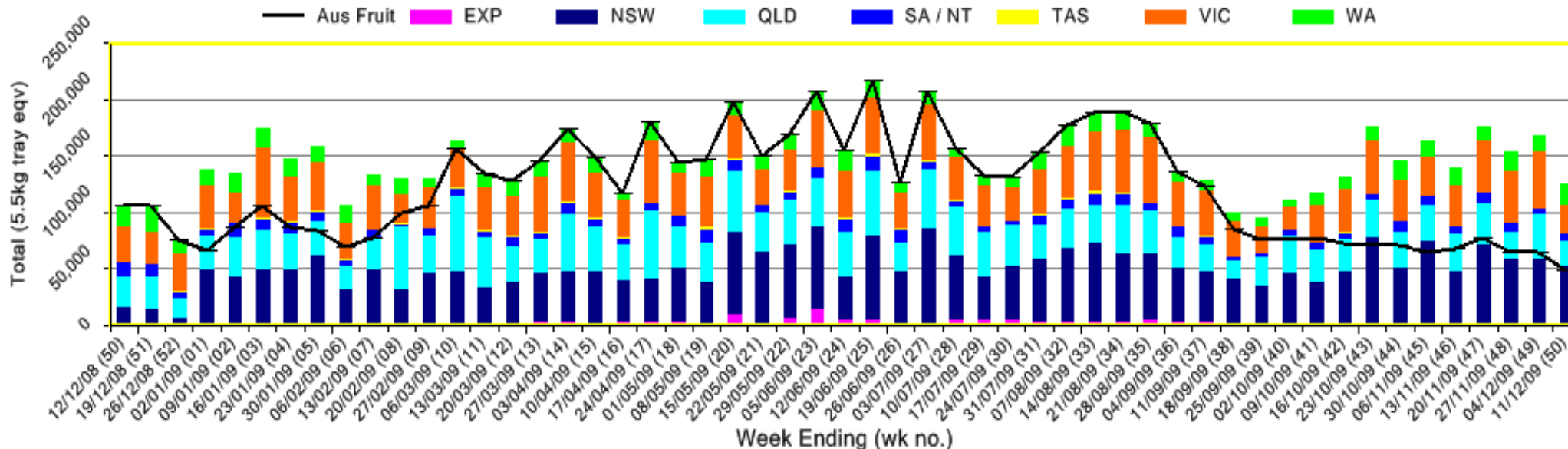


INFOCADO WEEKLY REPORT: 5th December - 11th December 2009 (Wk 50)

Industry Dispatches 5th December - 11th December 2009 (Wk 50)

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	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP									660	660			660
NSW	319	2,233	6,531	9,673		8,684	11,605	3,337	4,573	46,955	2,300		51,137
QLD		839	2,428	5,212		3,951	6,005	1,609	2,367	22,411	629		23,555
SA / NT		40	1,641	144		690	903	512		3,930	845	2,500	5,921
VIC	618	1,193	4,086	4,967	41	3,946	5,201	1,710	2,189	23,951	787		25,382
WA	4	238	724	3,520		4,894	2,664	1,164		13,208	2,728	2,500	18,623
Total	941	4,543	15,410	23,516	41	22,165	26,378	8,992	9,129	111,115	7,289	5,000	125,277

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,532,133 5.5kg tray eqv



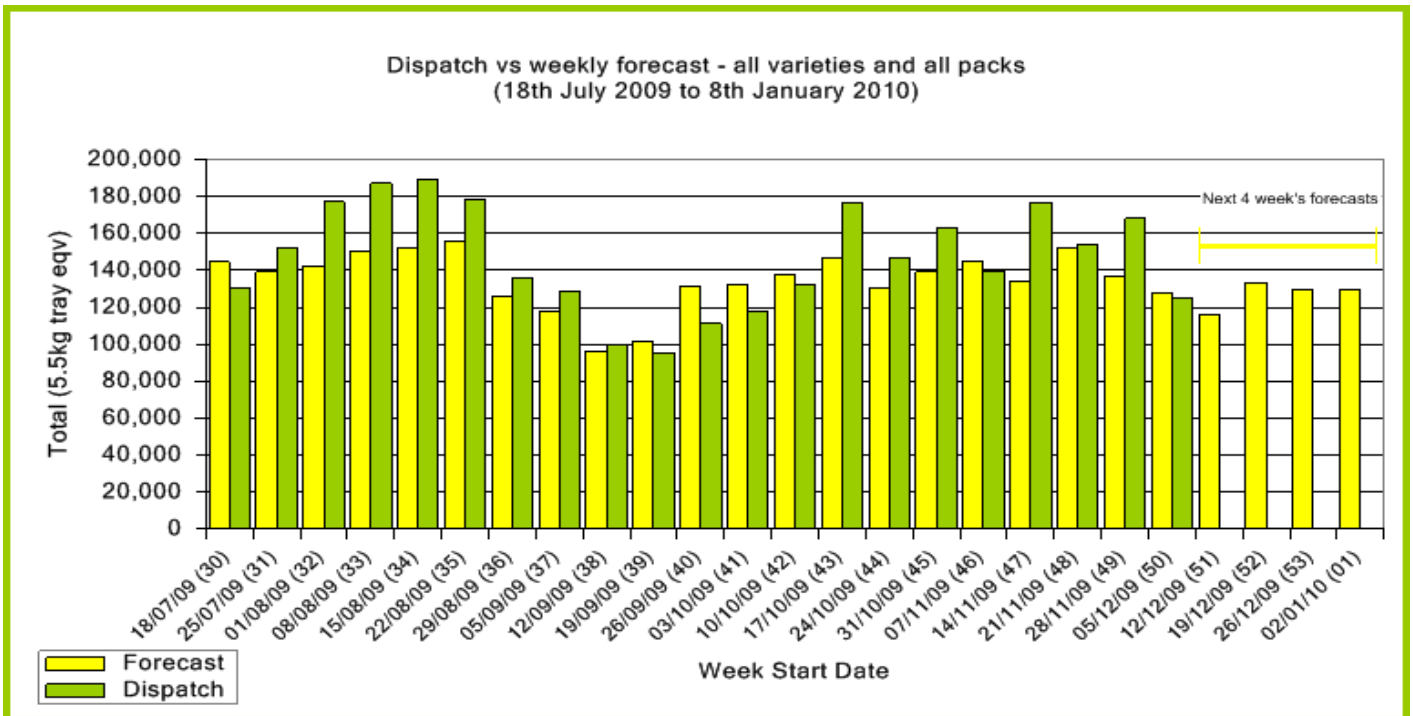
Comments from the CEO

- All Australian States will be on School Holidays as of next week.
- If forecasts are correct then the current weekly volume of fruit should be approximately maintained over the next month.
- Over the Christmas and New year period Infocado reports will still be produced however please note the public holidays and therefore the adjusted cut off dates for entering your data. These dates will be noted in the weekly emailed reminder.



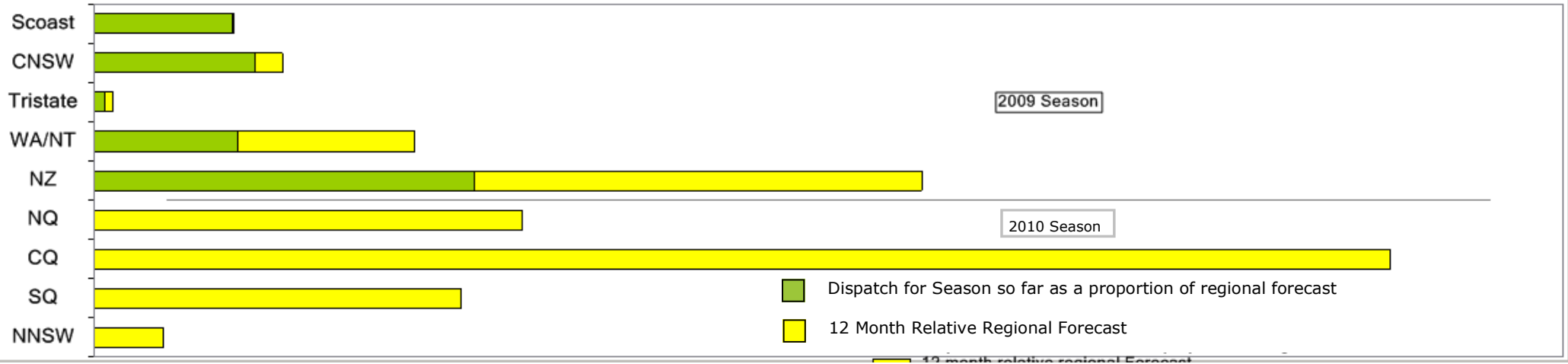
Forecast Data (Week 50 - 1)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 50 - begin 05/12/2009				
Gwen	1,050	65		1,168
Hass	113,451	6,560	6,000	126,469
Lamb Hass	120	15		147
Wurtz	300			300
Week Total	114,921	6,640	6,000	128,085
Week 51 - begin 12/12/2009				
Gwen	850	60		959
Hass	103,413	4,260	6,000	112,249
Lamb Hass	170	30		225
Reed	2,168	200		2,532
Wurtz	300			300
Week Total	106,901	4,550	6,000	116,265
Week 52 - begin 19/12/2009				
Gwen	350	50		441
Hass	120,520	4,040	10,000	129,683
Lamb Hass	50			50
Reed	2,519	200		2,883
Wurtz	200			200
Week Total	123,639	4,290	10,000	133,257
Week 53 - begin 26/12/2009				
Gwen	150	20		186
Hass	117,087	5,840	8,000	129,160
Lamb Hass	300	50		391
Week Total	117,537	5,910	8,000	129,737
Week 1 - begin 02/01/2010				
Gwen	200	10		218
Hass	121,941	2,200	8,000	127,396
Lamb Hass	300	40		373
Reed	1,300	30		1,355
Week Total	123,741	2,280	8,000	129,341

Green shading indicates dispatch data		Yellow shading indicates forecast data			
Dispatch Data (Week 50 - begin 5/12/2009)					
Variety	Trays	Bulk	P/PK	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Total Trays	
Gwen	796	19		831	
Hass	109,503	7,009	5,000	123,156	
Lamb Hass	365	231		785	
Reed	187			187	
Wurtz	263	30		318	
Total	111,114	7,289	5,000	125,276	

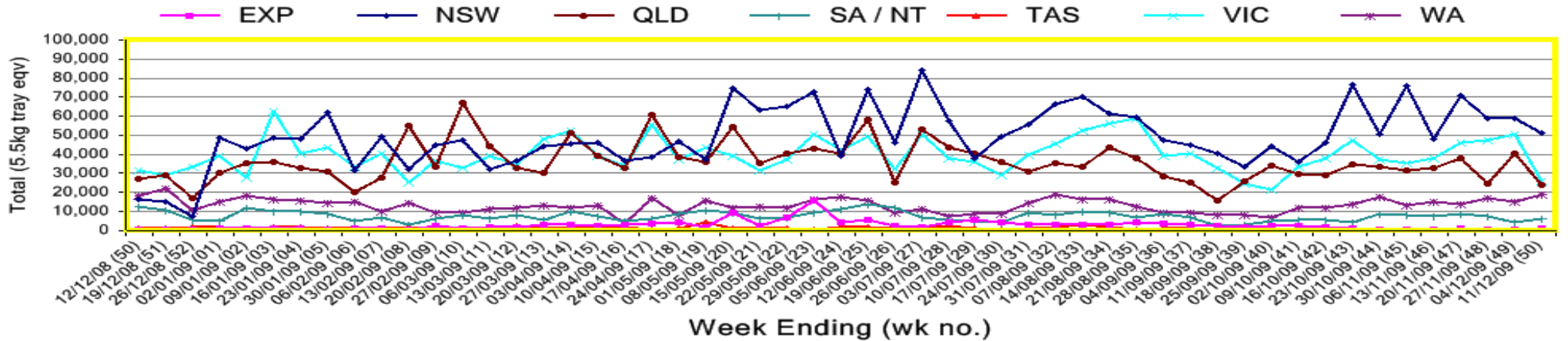


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009–April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	175,469	321,354	441,288	426,958	395,618	167,752	1,440	1,934,934
Australia		41,599	321,706	363,357	181,023					907,685
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	56,333						153,946
Total	7,246	85,436	408,840	425,873	181,023					1,108,418

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,532,133 5.5kg tray eqv



Week 50 contributors - Packhouses

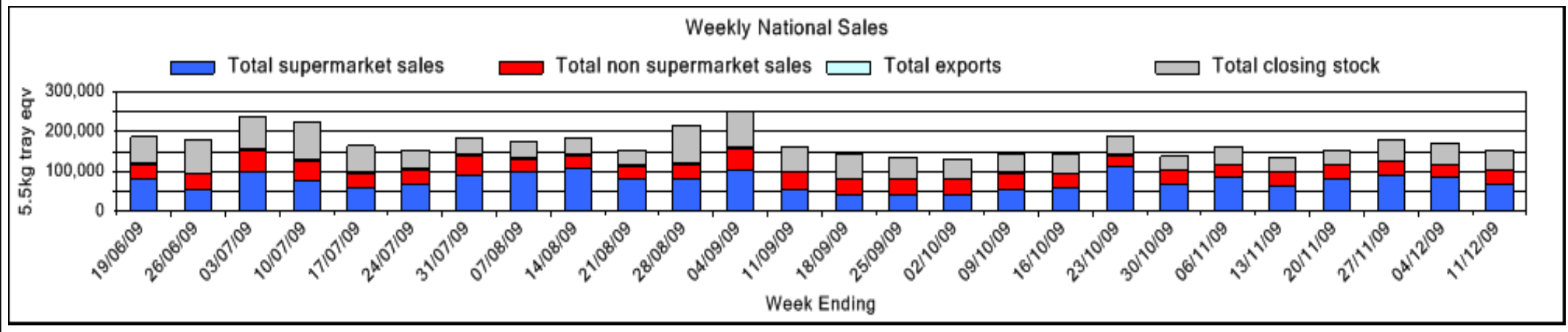
- | | |
|--|---------------------------|
| Advance Packing & Marketing Services P/L | I & A Tolson |
| NZ Avocado Industry Council | Kulnura Ambrosia Avocados |
| Avonova | Midcoast Avocados |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | One Harvest |
| Chislett Developments Pty Ltd | Serrata Enterprises |
| Delroy Orchards | Sunfresh |

Week 50 contributors - Wholesalers

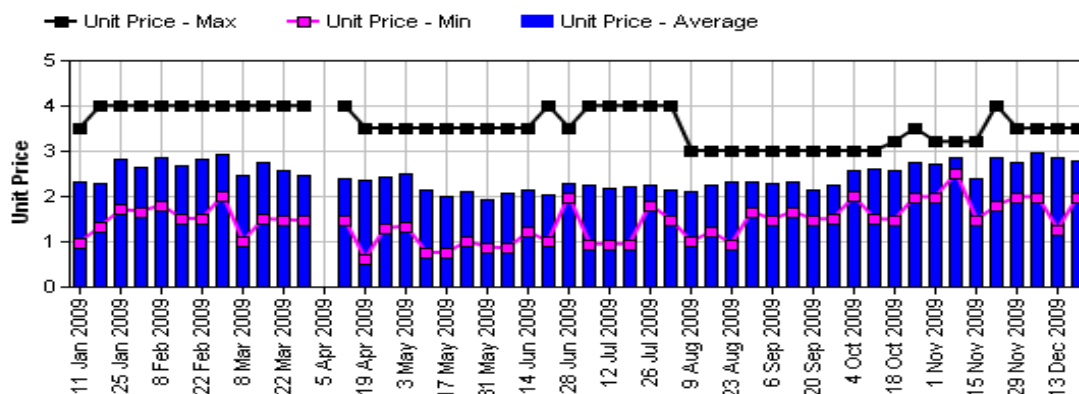
- | | |
|---------------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide) | Romeos Marketing (Brisbane) |
| Dykes Bros (Melbourne) | Sculli & Co Pty Ltd (Melbourne) |
| Etherington (Perth) | The La Manna Group (Adelaide) |
| Kelly's (Melbourne) | The La Manna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

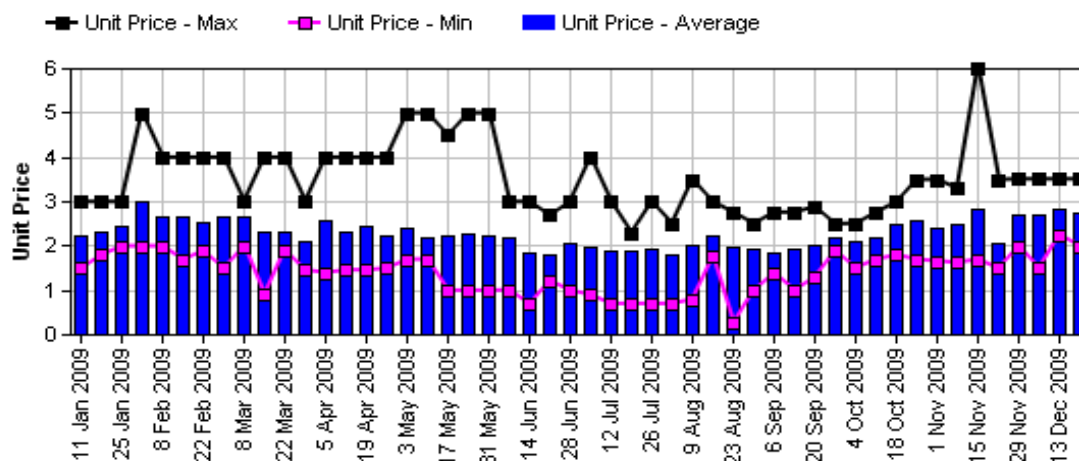
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	# 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	18,480			18,480			30	30	55						18,480		55	18,534
Total non supermarket sales	16,246		99	16,345											16,246		99	16,345
Total exports	440			440											440			440
Total sales	35,166		99	35,265			30	30	55						35,166		153	35,319
Total Stock on Hand	18,844			18,844	3			3	5						18,849			18,849
SA & TAS																		
Total supermarket sales	4,625			4,625						2,534			2,534	461	5,086			5,086
Total non supermarket sales	2,788		55	2,843	1,152			1,152	2,095						4,883		55	4,938
Total exports																		
Total sales	7,413		55	7,468	1,152			1,152	2,095	2,534			2,534	461	9,968		55	10,023
Total Stock on Hand	6,381		727	7,108	2,060		6	2,066	3,756	7			7	1	10,128		738	10,866
VIC																		
Total supermarket sales	9,846			9,846											9,846			9,846
Total non supermarket sales	6,775		482	7,257	682		54	736	1,338						8,015		580	8,596
Total exports																		
Total sales	16,621		482	17,103	682		54	736	1,338						17,861		580	18,442
Total Stock on Hand	7,261		840	8,101	906		1,022	1,928	3,505						8,908		2,699	11,607
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																	
Total exports																		
Total sales	10,122		75	10,197	1,326		109	1,435	2,609	2,500			2,500	455	12,988		273	13,261
Total Stock on Hand																		
Total																		
Total supermarket sales	67,774		41	67,815	47		30	77	140	5,034			5,034	915	68,775		96	68,870
Total non supermarket sales	28,300		670	28,970	3,113		163	3,276	5,956						33,960		967	34,927
Total exports	660			660											660			660
Total sales	96,734		711	97,445	3,160		193	3,353	6,096	5,034			5,034	915	103,395		1,062	104,457
Total Stock on Hand	38,218		1,871	40,090	3,786		1,249	5,035	9,155	7			7	1	45,103		4,142	49,245



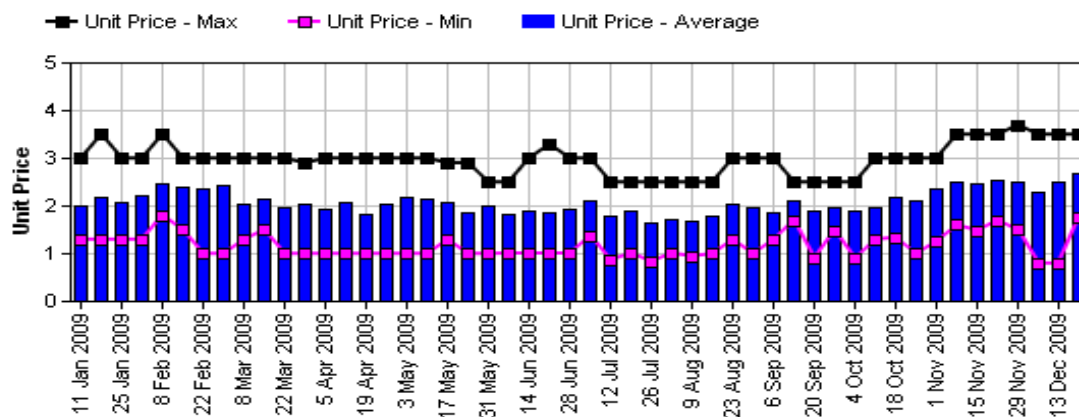
Hass Avocado Average Retail Prices - Sydney



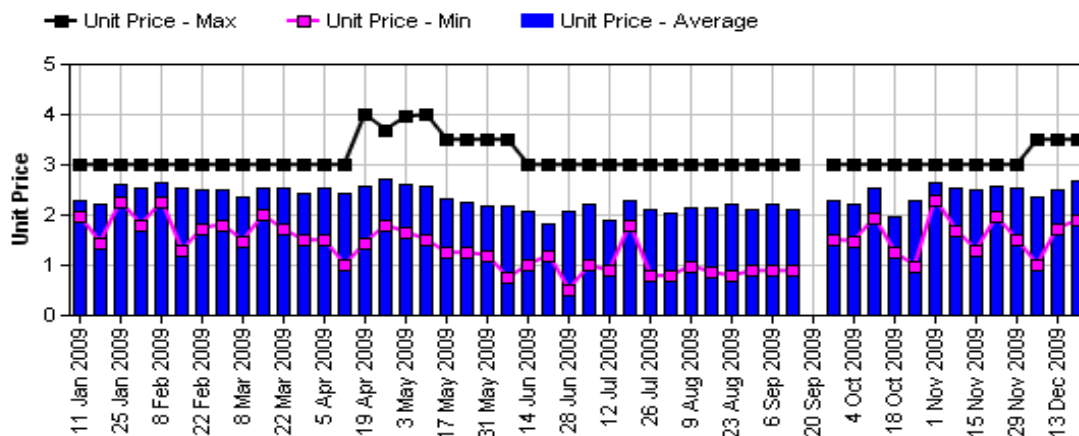
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 14th December 2009

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	280	1.98	No	NZ
IC	Reed	430	1.99	No	Aus
IC	Hass	300	2	Store	Aus
IC	Reed	400	2	No	Aus
IC	Hass	260	2	No	Aus
Woolworths	Hass	265	2.47	Store	NZ
IC	Hass	270	2.5	No	NZ
Woolworths	Hass	260	2.6	Store	NZ
Coles	Hass	265	2.68	No	NZ
Coles	Hass	260	2.68	No	NZ
Woolworths	Hass	250	2.98	No	NZ
I	Hass	275	2.99	No	Aus
Foodworks	Hass	280	2.99	No	NS
IGA	Hass	285	2.99	No	Aus
I	Reed	450	3.49	No	Aus
I	Reed	470	3.49	No	Aus
IGA	Hass	280	3.49	No	NS
I	Hass	260	3.49	No	Aus
I	Hass	255	3.5	No	NS
I	Hass	265	3.5	No	Aus
BRISBANE					
Coles	Hass	240	1.75	Cat	NZ
Coles	Hass	285	1.75	Cat	NZ
Coles	Hass	280	1.75	Cat	NZ
I	Hass	230	1.99	No	Aus
I	Wurtz	320	2.49	No	Mixed
Woolworths	Reed	430	2.64	No	Aus
IGA	Hass	280	2.69	No	Aus
Woolworths	Hass	225	2.84	No	NZ
Woolworths	Reed	415	2.84	No	Aus
Woolworths	Hass	250	2.84	No	Mixed
I	Hass	260	2.89	Store	NS
I	Hass	266	2.99	Store	Aus
I	Reed	446	2.99	Store	Aus
I	Hass	240	2.99	No	NZ
IGA	Hass	260	2.99	No	Aus
I	Wurtz	272	2.99	Store	Aus
IC	Hass	220	2.99	No	Aus
IC	Hass	280	2.99	No	Aus
I	Hass	263	3.49	Store	Aus

	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	265	1.99	No	NS
I	Hass	240	2.29	No	NS
I	Hass	270	2.49	No	NS
Coles	Hass	285	2.49	No	NZ
Coles	Hass	265	2.49	No	NZ
Coles	Hass	305	2.49	No	NZ
I	Hass	270	2.49	No	NS
IGA	Hass	255	2.5	No	NZ
Safeway	Hass	305	2.98	No	Aus
Safeway	Hass	320	2.98	No	NZ
Safeway	Hass	315	2.98	No	NZ
I	Hass	260	3.49	No	Aus
I	Hass	295	3.5	No	NS
I	Hass	325	3.5	No	NS
PERTH					
IGA	Hass	250	1.19	Cat	Aus
I	Hass	280	1.89	Store	Aus
IS	Hass	255	1.99	No	Aus
I	Hass	245	2.49	No	Aus
I	Hass	250	2.49	No	Aus
IS	Hass	270	2.49	Store	Aus
Woolworths	Hass	240	2.68	Store	Aus
Woolworths	Hass	190	2.68	Store	Aus
Coles	Hass	245	2.68	No	Aus
Coles	Hass	275	2.68	No	Aus
Woolworths	Hass	200	2.68	Store	Aus
Coles	Hass	260	2.68	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	290	2.99	No	Aus
IGA	Hass	270	2.99	No	Aus
I	Hass	225	2.99	No	Aus
IGA	Hass	240	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

Store Codes

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

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