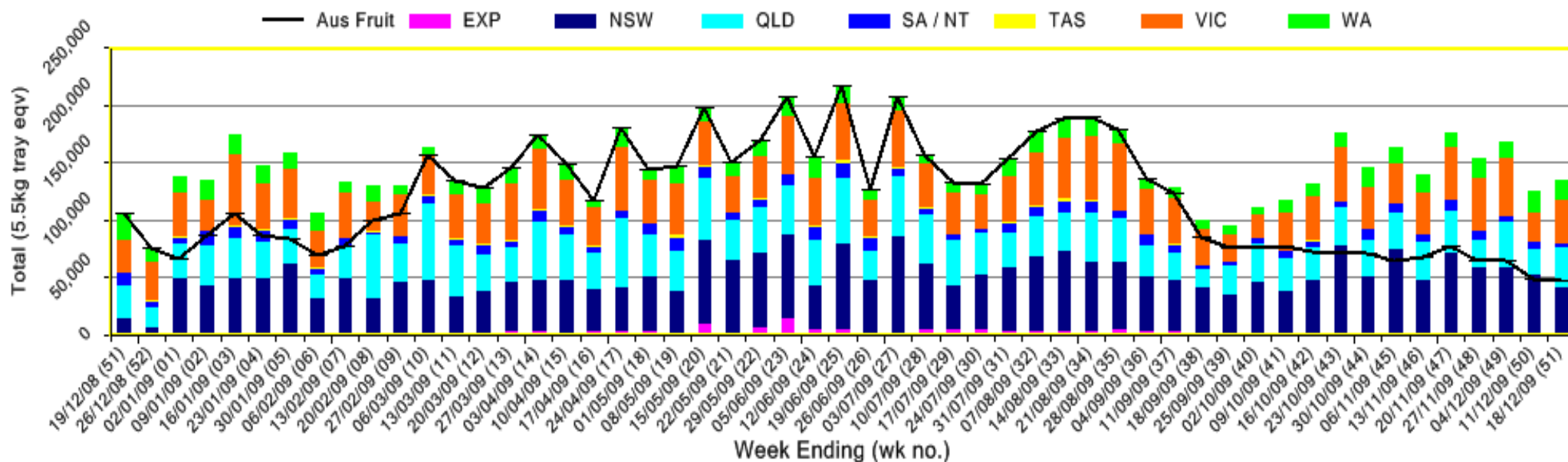


INFOCADO WEEKLY REPORT: 12th December - 18th December 2009 (Wk 51)

Industry Dispatches 12th December - 18th December 2009 (Wk 51)														
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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								1,258	323	1,581				1,581
NSW	15	2,253	4,726	7,426		7,617	8,469	3,587	3,632	37,725	1,319			40,123
QLD	621	1,305	3,665	6,850		6,517	7,543	2,916	3,404	32,821	737		2,016	34,528
SA / NT	161	90	251	544		630	437	298		2,411	510	3,000		3,883
VIC	1,313	1,536	4,844	7,004	28	6,891	7,737	3,184	3,518	36,055	1,109			38,071
WA		157	446	3,438		3,610	2,978	1,249	219	12,097	2,409	3,000		17,022
Total	2,110	5,341	13,932	25,262	28	25,265	27,164	12,492	11,096	122,690	6,084	6,000	2,016	135,210

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,667,341 5.5kg tray eqv



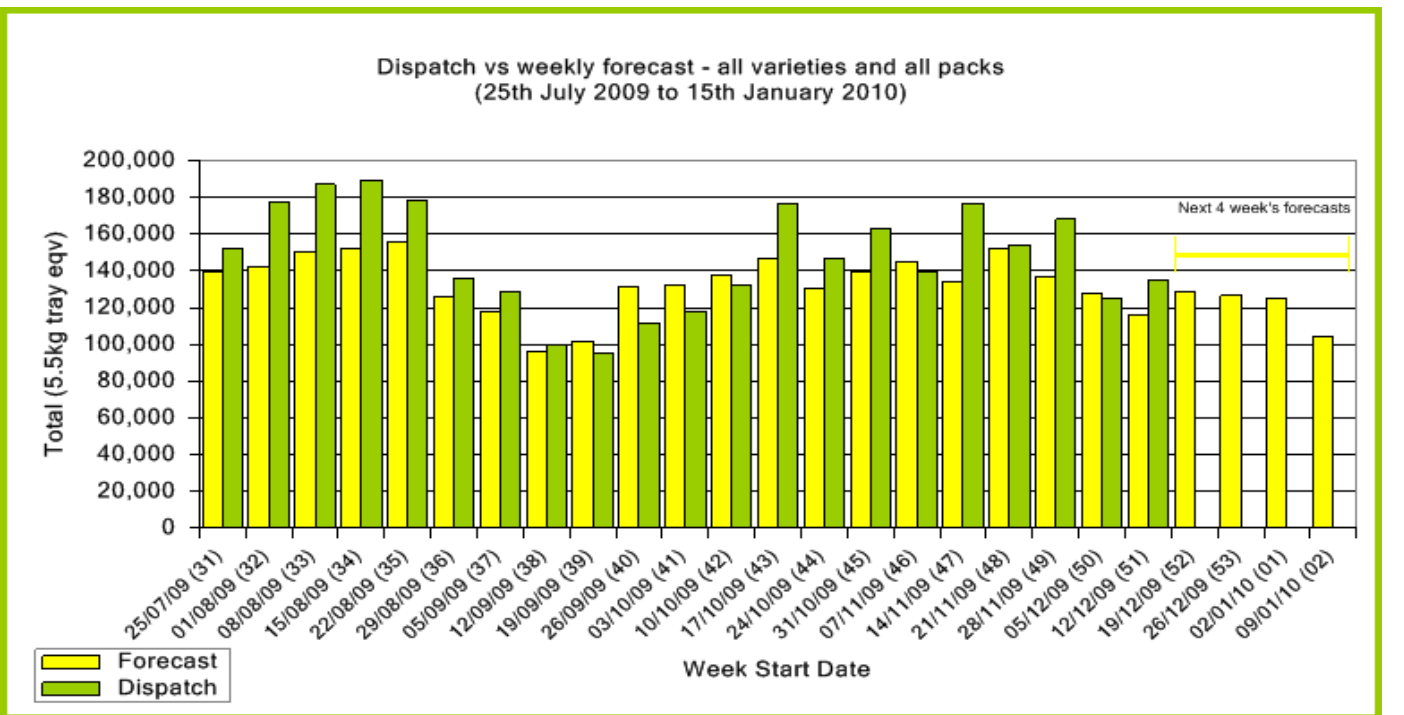
Comments from the CEO

I would like to take this opportunity to wish all Infocado contributors a very Merry Christmas and a prosperous New Year. Thank you for your support throughout 2009 and we look forward to working with you in 2010. Over the Christmas period the Infocado report will be sent out on Wednesday 30th December and Tuesday 5th January 2010. For all of you who are packing and selling fruit please don't forget to enter your data!



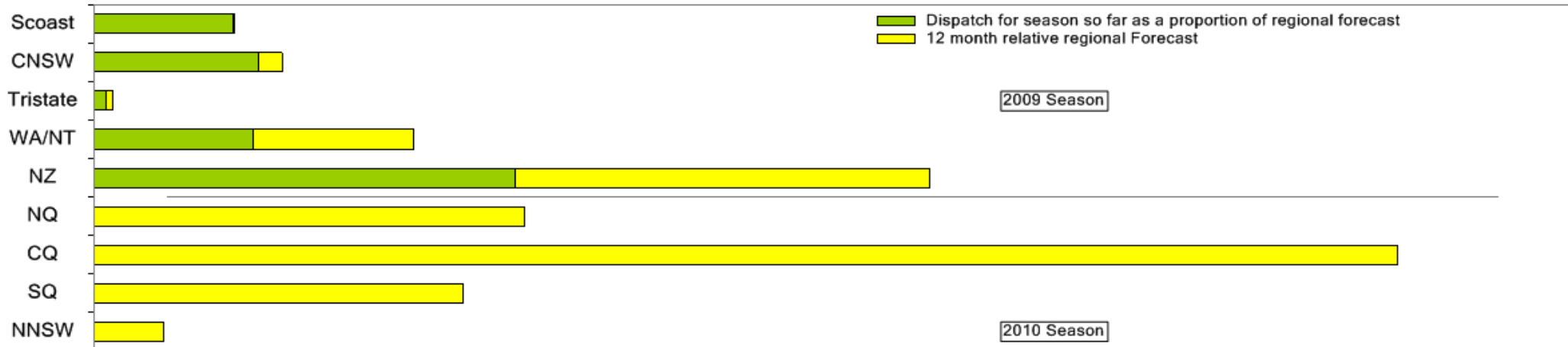
Forecast Data (Week 51 - 2)					
Variety	Trays - Total	Bulk	P/Pk	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 51 - begin 12/12/2009					
Gwen	850	60			959
Hass	103,413	4,260	6,000		112,249
Lamb Hass	170	30			225
Reed	2,168	200			2,532
Wurtz	300				300
Week Total	106,901	4,550	6,000		116,265
Week 52 - begin 19/12/2009					
Gwen	450	50			541
Hass	116,448	4,040	8,000		125,248
Lamb Hass	250				250
Reed	2,118	200			2,482
Sharwil				100	18
Wurtz	200				200
Week Total	119,467	4,290	8,000	100	128,740
Week 53 - begin 26/12/2009					
Gwen	350	40			423
Hass	113,987	5,840	8,000		126,060
Lamb Hass	300	50			391
Week Total	114,637	5,930	8,000		126,874
Week 1 - begin 02/01/2010					
Gwen	200	40			273
Hass	118,721	2,220	8,000		124,212
Lamb Hass	300	40			373
Reed	500	30			555
Week Total	119,721	2,330	8,000		125,412
Week 2 - begin 09/01/2010					
Hass	96,532	2,790	6,000		102,696
Lamb Hass	300	40			373
Reed	1,300	30			1,355
Week Total	98,132	2,860	6,000		104,423

Dispatch Data (Week 51 - begin 12/12/2009)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	648	121			868
Hass	119,199	5,876	6,000	290	131,027
Lamb Hass	524	50			615
Reed	2,031			1,480	2,300
Sharwil				186	34
Wurtz	288	37		60	366
Total	122,690	6,084	6,000	2,016	135,210

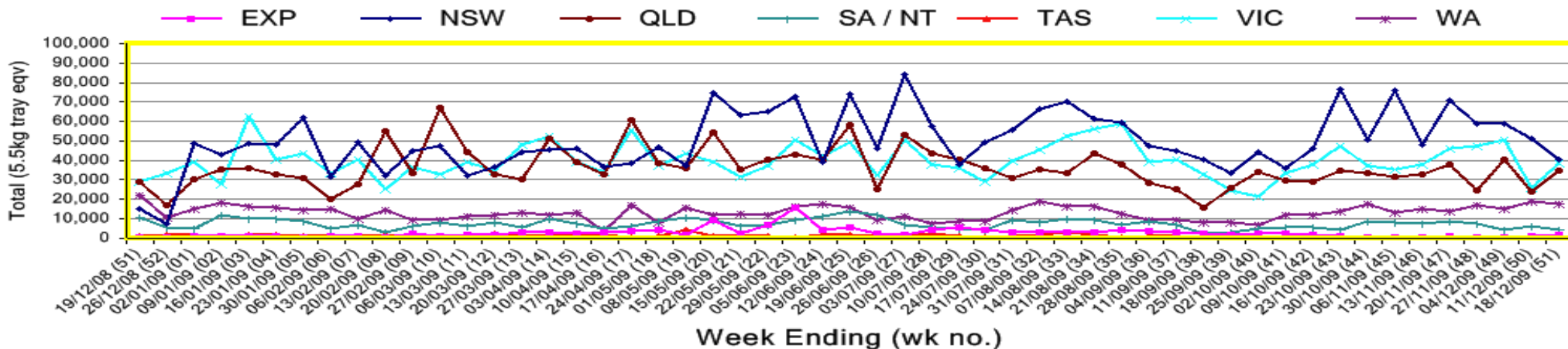


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	175,469	321,354	441,288	426,958	395,618	167,752	1,440	1,934,934
Australia		41,599	321,706	363,357	270,361					997,023
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	270,361					1,197,756

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2009 to date = 7,667,341 5.5kg tray eqv



Week 51 contributors - Packhouses

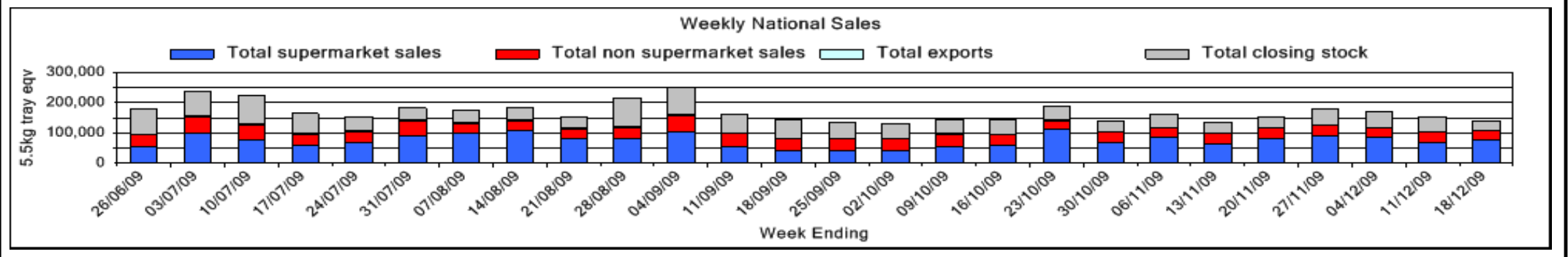
- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- C F Fechner
- Chinoola Orchards
- Chislett Developments Pty Ltd
- Delroy Orchards
- I & A Tolson
- Mariners Rest
- Midcoast Avocados
- Natures Fruit Company
- Serrata Enterprises
- Sunfresh

Week 51 contributors - Wholesalers

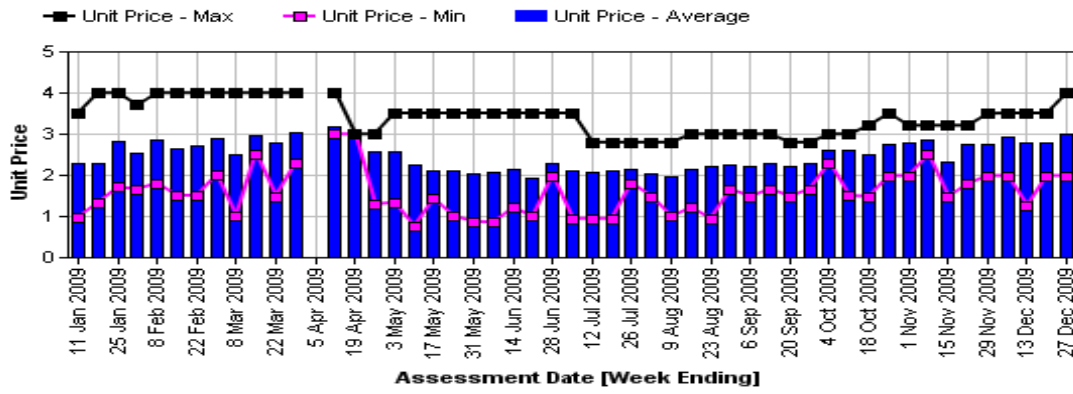
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Kelly's (Melbourne)
- Murray Bros (Brisbane)
- Quality Produce International (Perth)
- Romeos Marketing (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- The La Manna Group (Adelaide)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

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

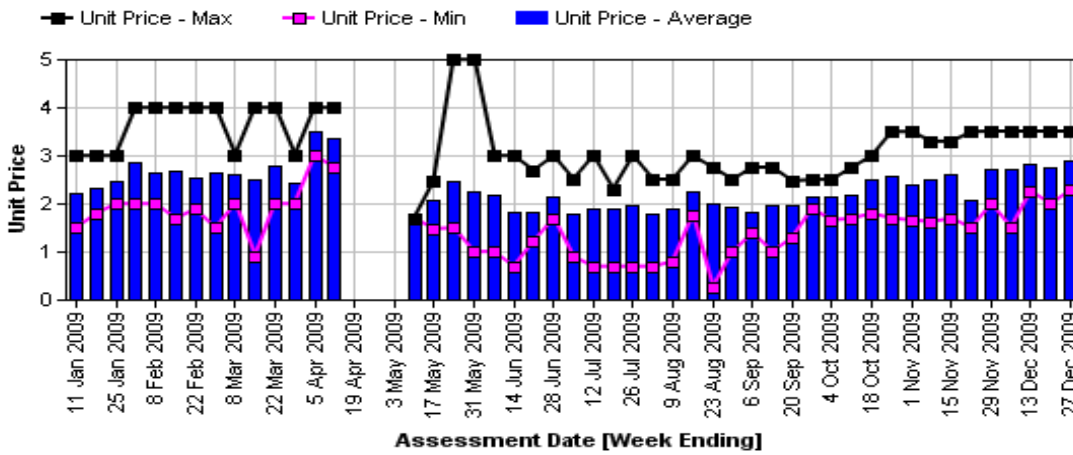
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons				Pre-Pack Kg					Total (5.5Kg Eqv)					
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales																			
Total non supermarket sales																			
Total exports	# Data set not included because not enough NSW wholesalers contributed data this week																		
Total sales																			
Total Stock on Hand																			
QLD																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not included because not enough QLD wholesalers contributed data this week																		
Total exports																			
Total sales	34,735		105	34,840	10		37	47	85						34,753		172	34,925	
Total Stock on Hand																			
SA & TAS																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not included because not enough SA wholesalers contributed data this week																		
Total exports																			
Total sales	1,138		182	1,320	853			853	1,551	3,000				3,000	545	3,234		182	3,416
Total Stock on Hand																			
VIC																			
Total supermarket sales	22,743			22,743	44			44	80						22,823				22,823
Total non supermarket sales	8,012		1,546	9,558	1,237		147	1,384	2,516						10,261		1,813		12,075
Total exports																			
Total sales	30,755		1,546	32,301	1,281		147	1,428	2,596						33,084		1,813		34,898
Total Stock on Hand	5,820		723	6,543	718		923	1,641	2,984						7,126		2,402		9,527
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	6,982		98	7,080	624		106	730	1,327	3,000				3,000	545	8,662		291	8,953
Total Stock on Hand																			
Total																			
Total supermarket sales	73,388		168	73,556	1,055		37	1,092	1,985	6,000				6,000	1,091	76,397		235	76,632
Total non supermarket sales	25,031		1,763	26,794	1,713		253	1,966	3,575						28,146		2,223		30,369
Total exports	1,581			1,581											1,581				1,581
Total sales	100,000		1,931	101,931	2,768		290	3,058	5,560	6,000				6,000	1,091	106,123		2,458	108,582
Total Stock on Hand	25,854		1,537	27,391	1,780		1,044	2,824	5,135						29,090		3,436		32,526



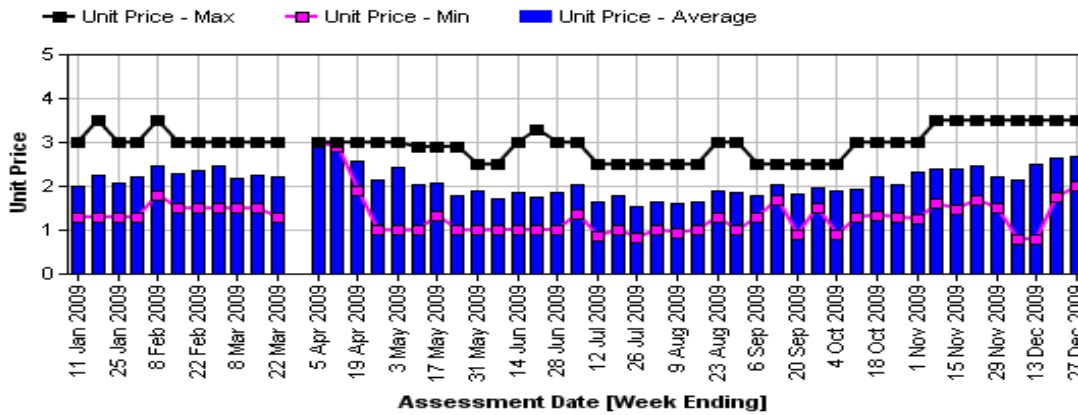
Hass Avocado Average Retail Prices - Sydney



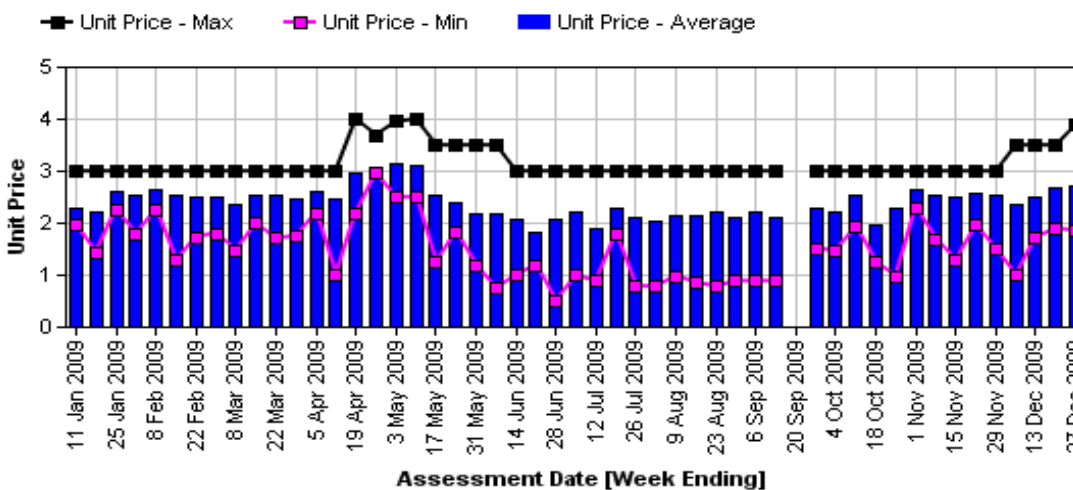
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 21st December 2009

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	290	1.98	No	NZ
IC	Hass	300	2.5	No	NZ
IC	Hass	300	2.5	No	NZ
Woolworths	Hass	280	2.98	No	NZ
Coles	Hass	255	2.98	No	NZ
Woolworths	Hass	310	2.98	No	NZ
Coles	Hass	260	2.98	No	NZ
Woolworths	Hass	305	2.98	No	NZ
Foodworks	Hass	300	2.99	No	NS
I	Hass	285	2.99	No	Aus
I	Reed	400	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
I	Hass	285	2.99	No	Aus
IGA	Hass	260	3.49	No	NS
I	Reed	465	3.49	No	Aus
I	Reed	435	3.49	No	Aus
I	Hass	295	3.5	No	Aus
I	Hass	295	3.99	No	NS
BRISBANE					
I	Hass	205	1.99	No	Aus
Coles	Hass	275	2.25	No	NZ
Coles	Hass	230	2.28	No	NZ
Coles	Hass	260	2.28	No	NZ
I	Hass	275	2.49	No	Aus
Woolworths	Hass	240	2.64	No	Mixed
Woolworths	Hass	230	2.64	No	NZ
Woolworths	Hass	270	2.64	No	Mixed
IGA	Hass	340	2.69	No	Aus
IGA	Hass	225	2.84	No	NZ
I	Hass	245	2.89	Store	NS
IC	Hass	260	2.99	No	Aus
IC	Hass	260	2.99	No	Aus
IGA	Hass	200	2.99	No	Aus
I	Hass	280	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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	195	2.29	No	NS
Coles	Hass	295	2.45	No	NZ
Coles	Hass	245	2.45	No	NZ
Coles	Hass	270	2.45	No	NZ
I	Hass	275	2.49	No	NS
IGA	Hass	275	2.69	No	NS
IC	Hass	280	2.98	No	NZ
Safeway	Hass	310	2.98	No	NZ
Safeway	Hass	325	2.98	No	NZ
Safeway	Hass	310	2.98	No	NZ
I	Hass	240	2.99	No	NS
I	Hass	260	2.99	No	NS
I	Hass	275	3.49	No	Aus
I	Hass	315	3.5	No	NS
I	Hass	330	3.5	No	NS
PERTH					
Woolworths	Hass	235	1.85	Store	Aus
Coles	Hass	265	1.85	Cat	Aus
Coles	Hass	235	1.85	Cat	Aus
Woolworths	Hass	230	1.85	Store	Aus
Coles	Hass	255	1.85	Cat	Aus
IS	Hass	260	2.49	No	Aus
I	Hass	290	2.95	No	Aus
I	Hass	275	2.99	No	Aus
I	Hass	230	2.99	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IGA	Hass	305	2.99	No	Aus
I	Hass	265	3.49	No	Aus
IGA	Hass	260	3.69	No	Aus
IS	Hass	310	3.89	No	Aus

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

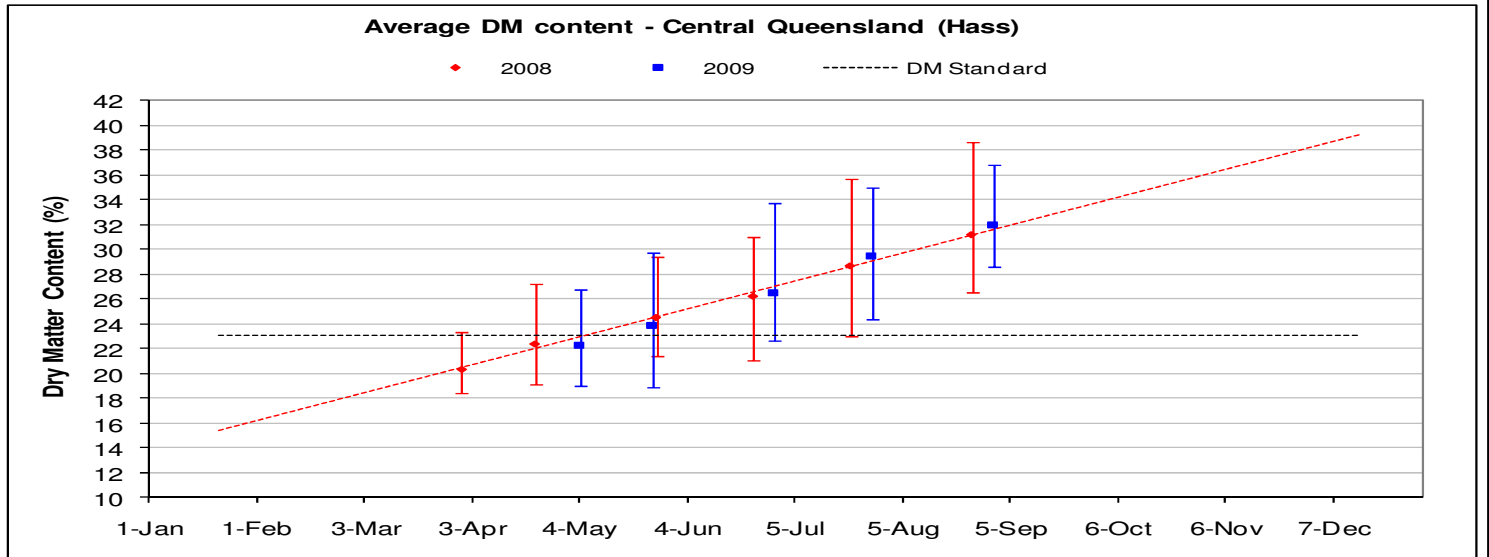
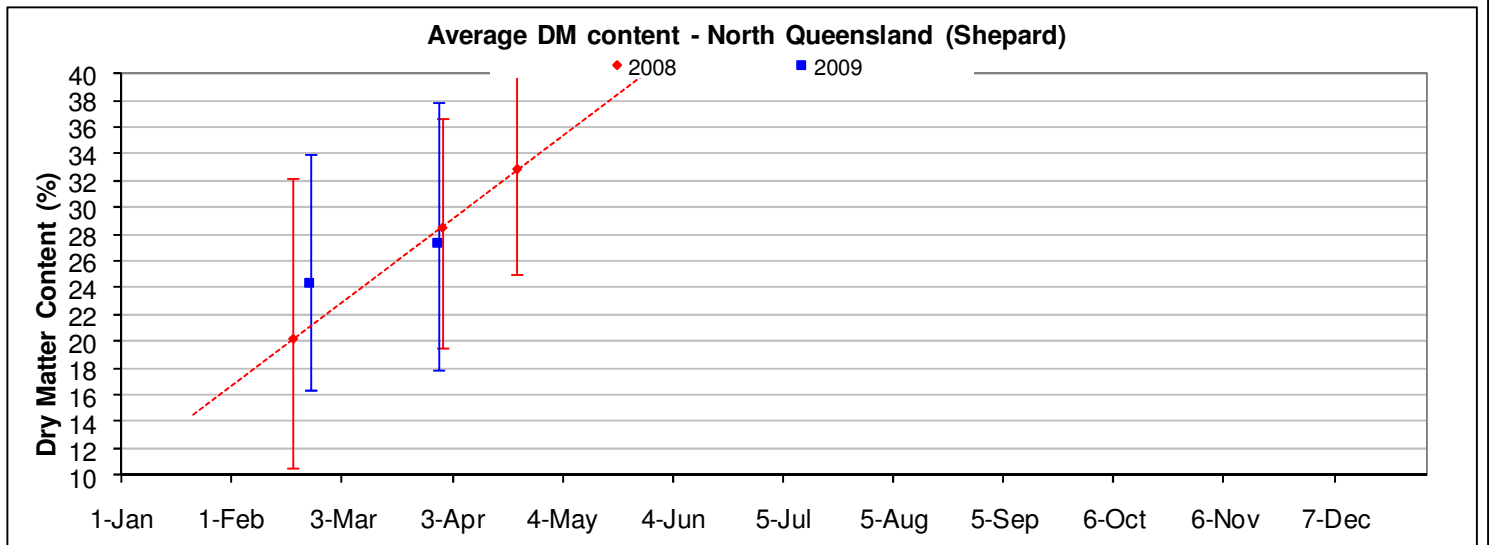
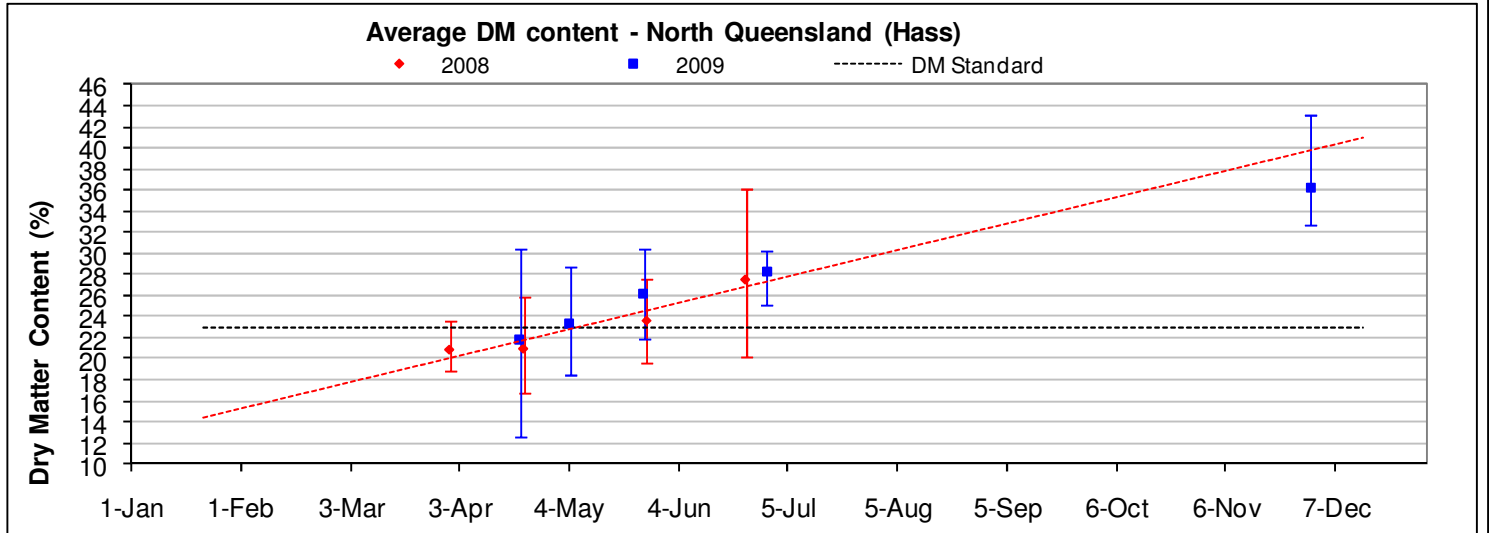
Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week



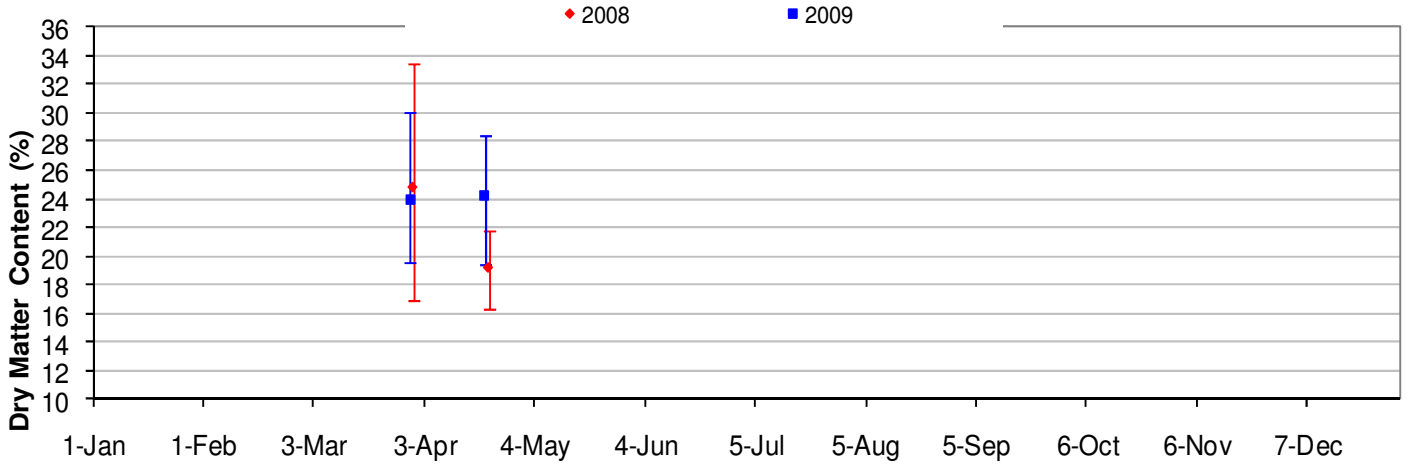
Avocado DM Content Report

Fruit collected 15th December 2009

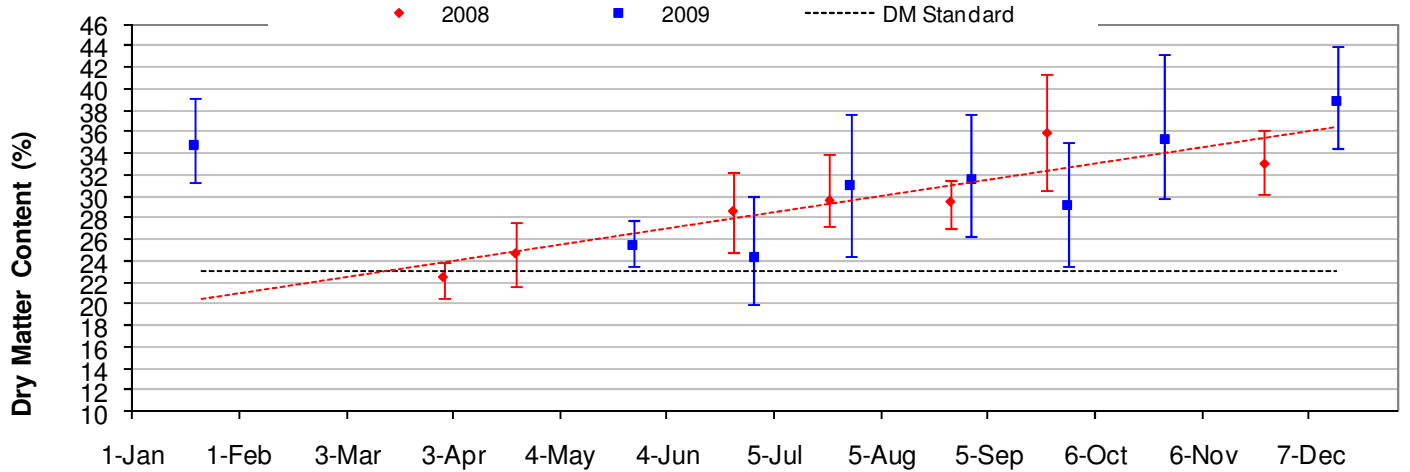
Dry Matter Intervals	Proportion of Fruit tested for each Dry matter interval 15th December 2009									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%					0%			0%		0%
18.1%-20.9%					0%			0%		0%
21%-22.9%					0%			0%		0%
23%-28%					0%			0%		24%
27.1%-40%					70%			90%		76%
>40%					30%			10%		0%



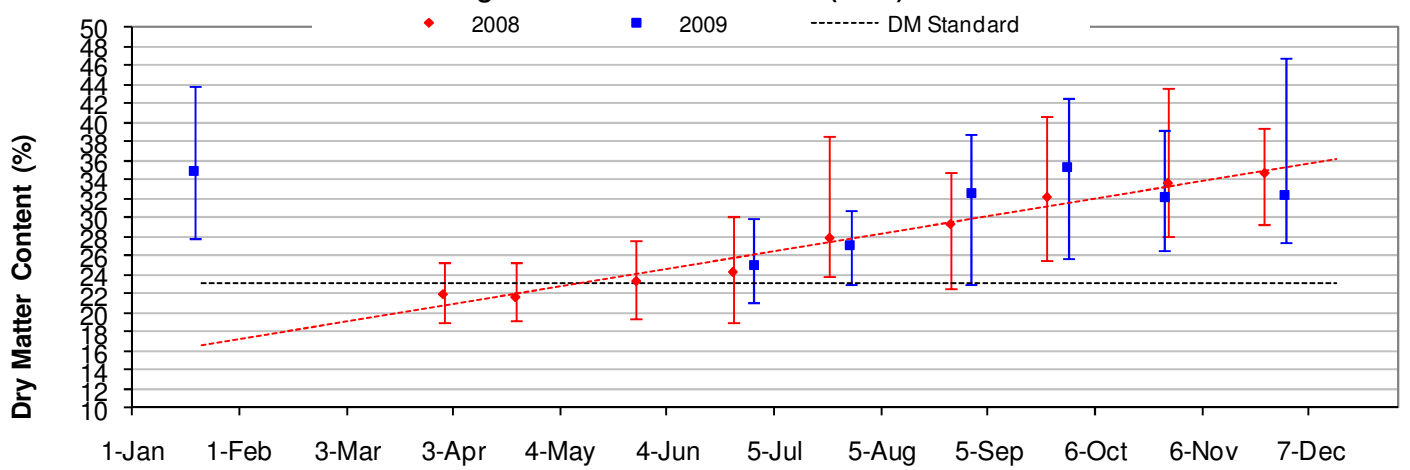
Average DM content - Central Queensland (Shepard)



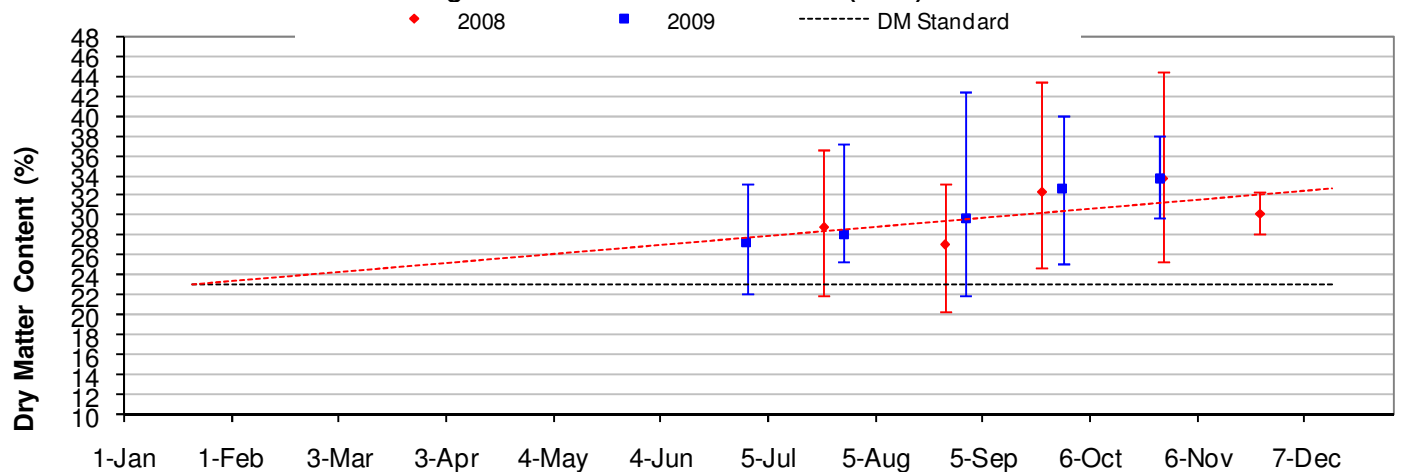
Average DM content - Sunshine Coast (Hass)



Average DM content - South Qld (Hass)

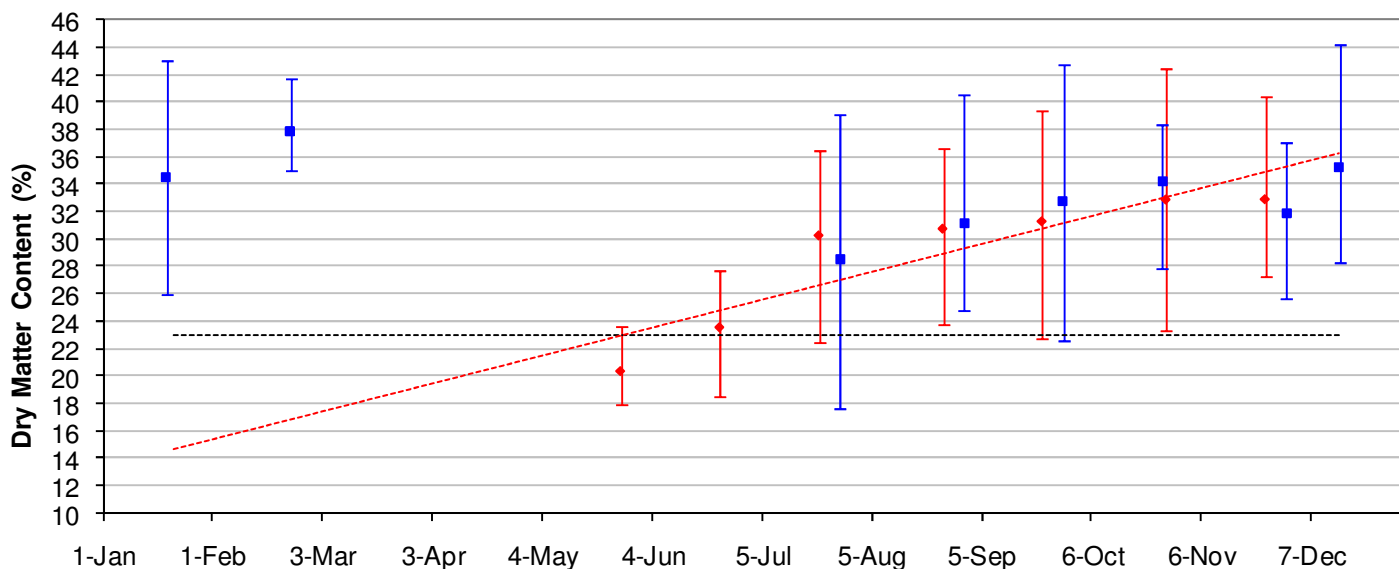


Average DM content - Northern NSW (Hass)



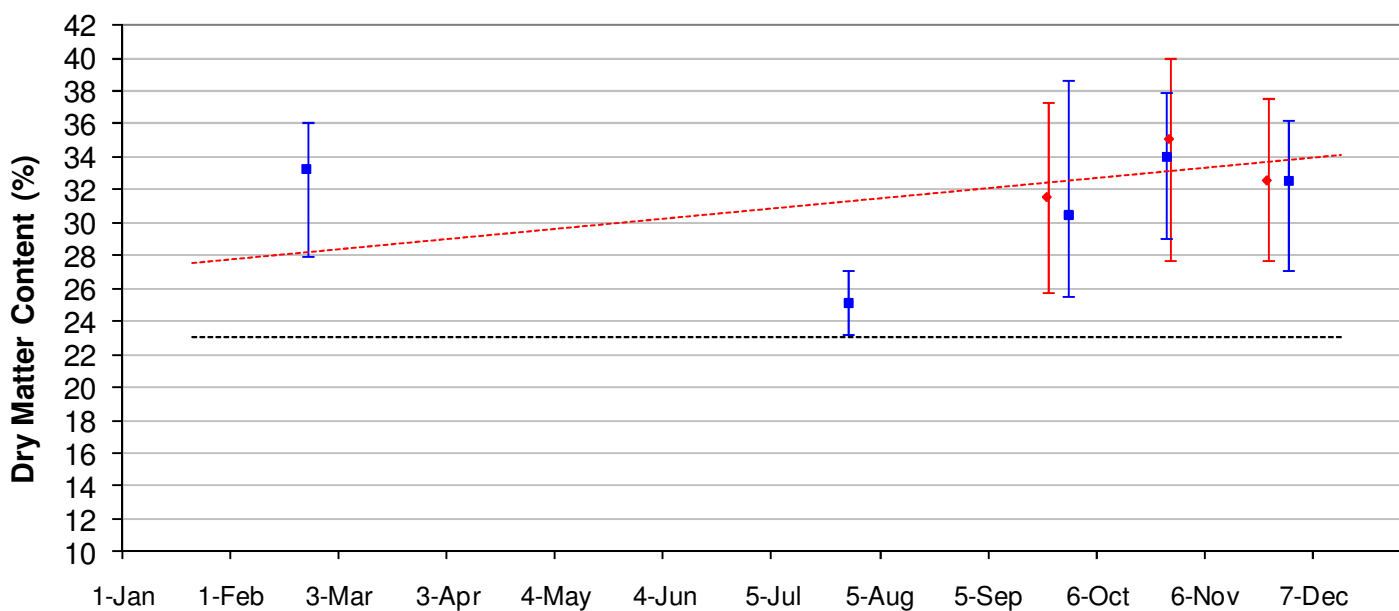
Average DM content - Central NSW (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard



Average DM content - Tristate (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard



Average DM content - WA (Hass)

◆ 2008 ■ 2009 - - - - - DM Standard

