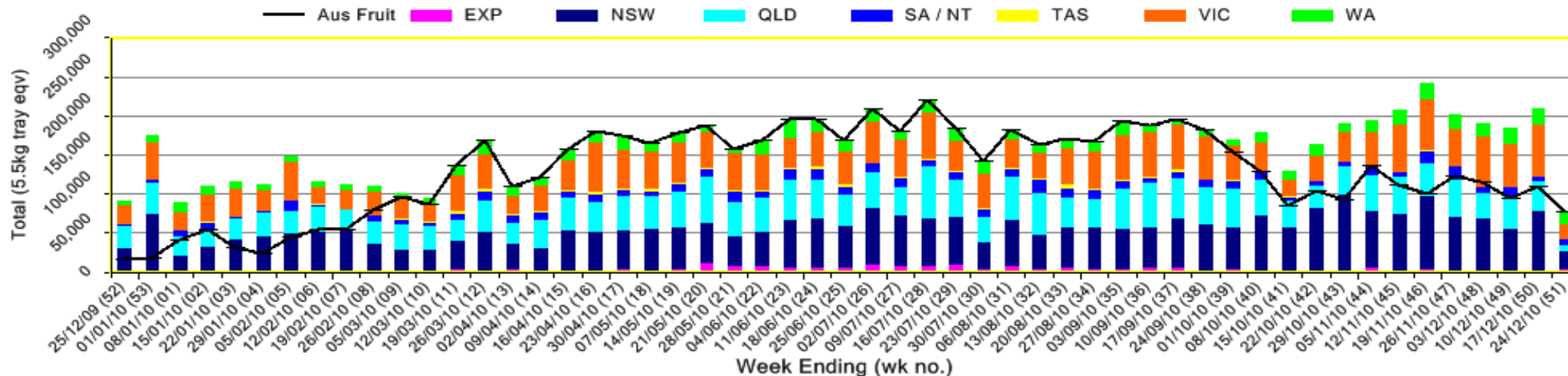


INFOCADO WEEKLY REPORT: 18th December - 24th December 2010 (Wk 51)

Industry Dispatches By Destination State and Count Size : 18th December - 24th December 2010 (Wk 51)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv	
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total	
EXP				288				2,660	160	3,108	288			3,632
NSW	677	1,801	3,838	5,393	2,206	1,151	1,542	178	16,786	3,442	1,920		23,393	
QLD	19	90	2,814	1,351	640	537	257	7	5,715	96		9,553	7,627	
SA / NT	17	70	2,579	85	616	3,068	120		6,555	606	3,000		8,202	
VIC	2,711	5,042	4,729	1,708	831	453	106		15,580	1,754			18,769	
WA	582	711	502	3,460	2,371	3,251	999	19	11,895	836	2,500		13,870	
Total	4,006	7,714	14,462	12,285	6,664	8,460	5,684	364	59,639	7,022	7,420	9,553	75,492	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 8,456,745 5.5kg tray eqv



Comments From the CEO

- Please note that neither the dispatch data for New Zealand imports last week or the NZ forecast for the week beginning 15th January is not available as a result of the Christmas break. The historical data will be included in coming weeks.
- It was not possible to collect retail prices in Brisbane this week hence the gap in the graphs and table.
- Next week's report will be sent out on Thursday 6th January.
- Happy New Year!!!



Forecast Data (Week 51 - 3)

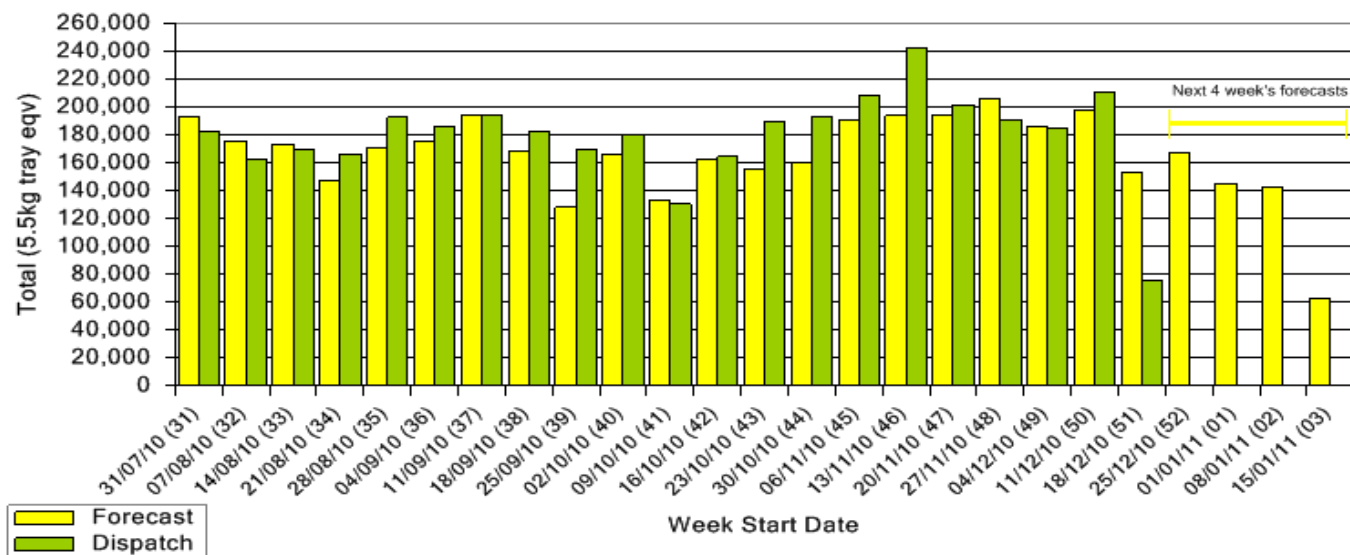
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 51 - begin 18/12/2010				
Gwen	500	30		555
Hass	132,263	10,655	8,000	153,091
Week Total	132,763	10,685	8,000	153,645
Week 52 - begin 25/12/2010				
Gwen	400	50		491
Hass	156,724	5,141	4,000	166,798
Lamb Hass	500	50		591
Week Total	157,624	5,241	4,000	167,880
Week 1 - begin 01/01/2011				
Gwen	1,000	80		1,145
Hass	128,136	7,868	5,500	143,441
Lamb Hass	550	50		641
Week Total	129,686	7,998	5,500	145,228
Week 2 - begin 08/01/2011				
Gwen	1,200	100		1,382
Hass	124,718	7,820	5,500	139,936
Lamb Hass	800	80		945
Reed	250	20		286
Week Total	126,968	8,020	5,500	142,550
Week 3 - begin 15/01/2011				
Gwen	1,200	100		1,382
Hass	46,718	7,020	5,500	60,482
Lamb Hass	300	30		355
Reed	250	50		341
Week Total	48,468	7,200	5,500	62,559

Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 51 - begin 18/12/2010)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Gwen	526	30			581
Hass	57,701	6,945	7,420	9,553	73,414
Lamb Hass	495	39			566
Reed	917	8			932
Total	59,639	7,022	7,420	9,553	75,492

Dispatch vs weekly forecast - all varieties and all packs (31st July 2010 to 21st January 2011)



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

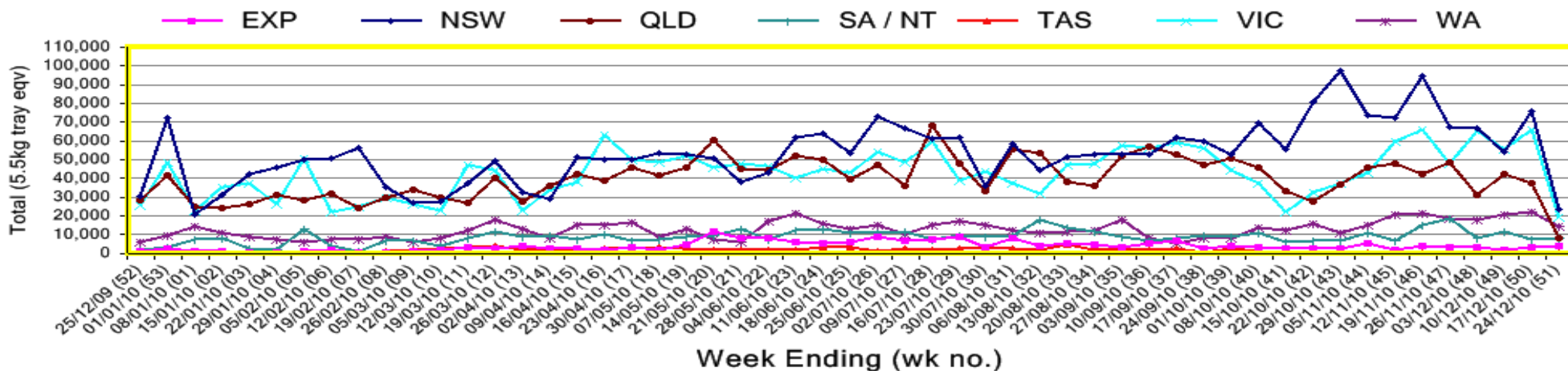
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	270,298					924,351
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	270,298					972,583

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 = 8,456,745 5.5kg tray eqv



Week 51 contributors - Packhouses

Advance Packing & Marketing Services P/L
Coastal Avocados
Delroy Orchards
I & A Tolson
Mariners Rest

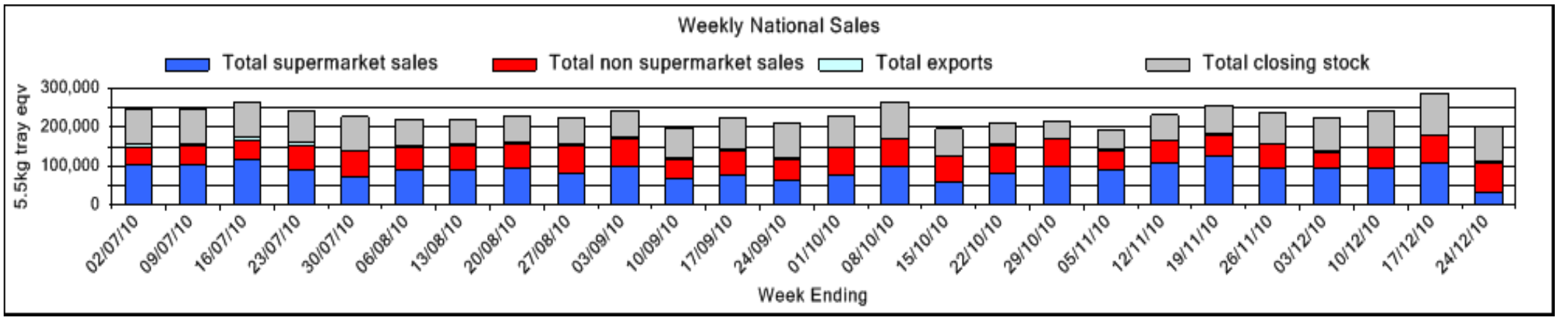
Midcoast Avocados
Natures Fruit Company
Sunfresh
VP & EA Farrell

Week 51 contributors - Wholesalers

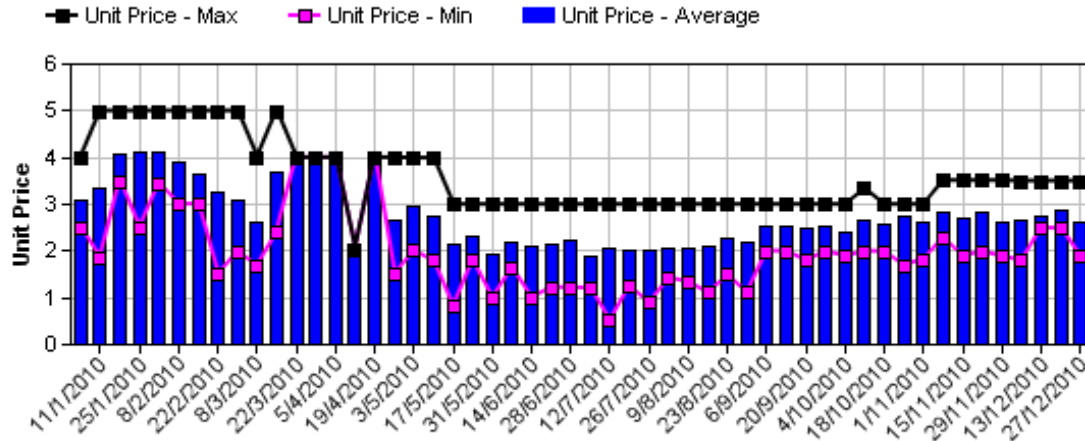
Allcrops Pty Ltd (Sydney)
Barkers (Melbourne)
Costa Farms (Adelaide)
Costa Farms (Brisbane)
Costa Farms (Perth)
Dykes Bros (Melbourne)
Etherington (Perth)
Freshmax Pty Ltd (Brisbane)
Kelly's (Melbourne)
Moraitis (Sydney)
Murray Bros (Brisbane)
Sculli & Co Pty Ltd (Melbourne)
Sinclair & Antico (Aust)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

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

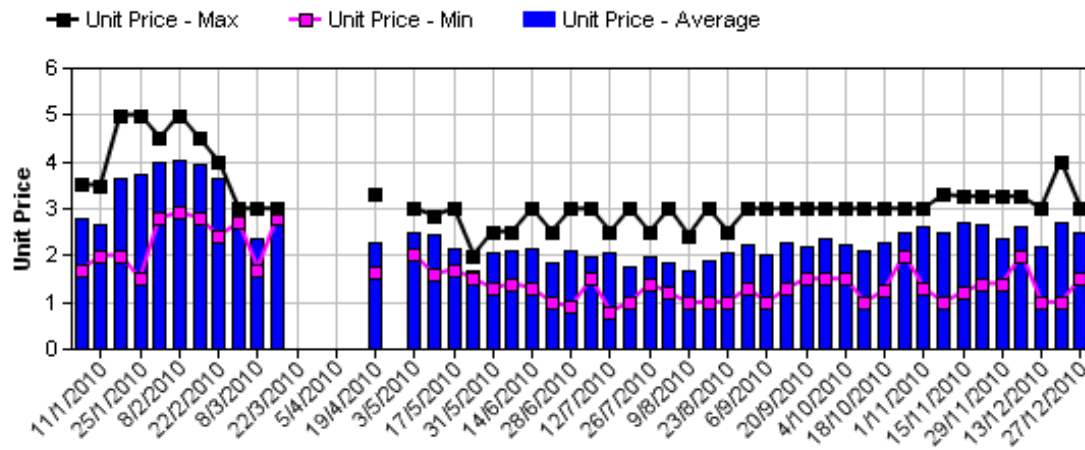
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	20,890		1,747	22,637	1,406			1,406	2,556	1,920			1,920	349	23,795		1,747	25,542
Total Stock on Hand																		
QLD																		
Total supermarket sales	2,935			2,935	96			96	175					3,110				3,110
Total non supermarket sales	21,333		347	21,680	2,617			2,617	4,758					26,091		347		26,438
Total exports	970			970										970				970
Total sales	25,238		347	25,585	2,713			2,713	4,933					30,171		347		30,518
Total Stock on Hand	18,703		99	18,802	3,223		48	3,271	5,947					24,563		186		24,749
SA & TAS																		
Total supermarket sales	8,999		142	9,141	26			26	47	3,000			3,000	545	9,592		142	9,734
Total non supermarket sales	6,736		1	6,737	703			703	1,278					8,014		1		8,015
Total exports																		
Total sales	15,735		143	15,878	729			729	1,325	3,000			3,000	545	17,606		143	17,749
Total Stock on Hand	8,341		508	8,849	1,395		63	1,458	2,651					10,877		623		11,500
VIC																		
Total supermarket sales	5,690			5,690										5,690				5,690
Total non supermarket sales	16,658	63	662	17,383	1,014		24	1,038	1,887					18,502	63	705		19,270
Total exports																		
Total sales	22,348	63	662	23,073	1,014		24	1,038	1,887					24,192	63	705		24,960
Total Stock on Hand	19,401	354	935	20,690	7,874		12	7,886	14,338					33,717	354	957		35,028
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	12,835			12,835	1,111		17	1,128	2,051	2,726			2,726	496	15,351		31	15,382
Total Stock on Hand																		
Total																		
Total supermarket sales	32,088		142	32,230	152			152	276	7,646			7,646	1,390	33,755		142	33,897
Total non supermarket sales	61,850	63	2,757	64,670	6,533		41	6,574	11,953					73,728	63	2,831		76,623
Total exports	3,108			3,108	288			288	524					3,632				3,632
Total sales	97,046	63	2,899	100,008	6,973		41	7,014	12,753	7,646			7,646	1,390	111,115	63	2,973	114,151
Total Stock on Hand	61,064	354	1,891	63,309	14,513		123	14,636	26,611					87,451	354	2,115		89,920



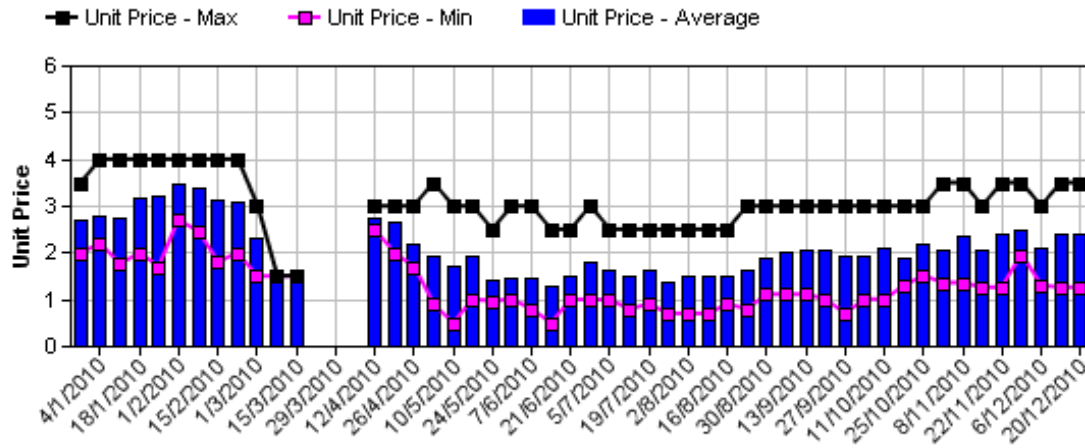
Hass Avocado Average Retail Prices - Sydney



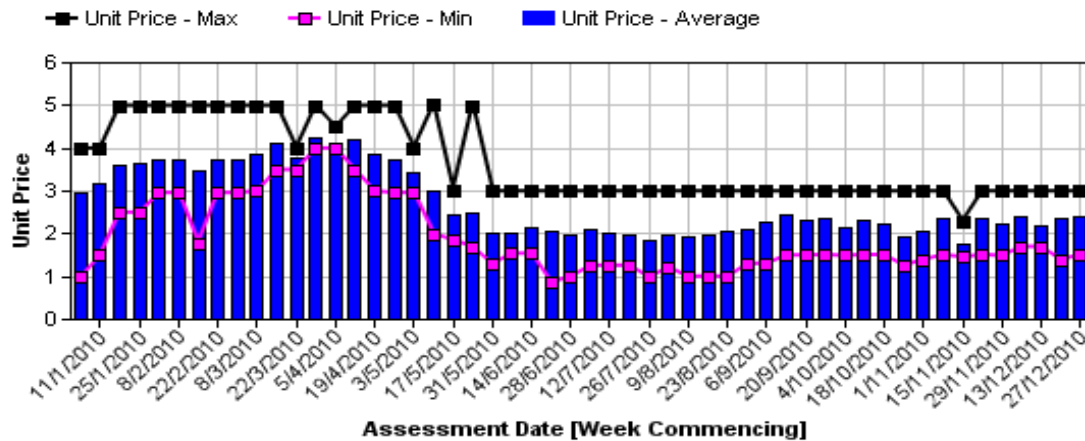
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

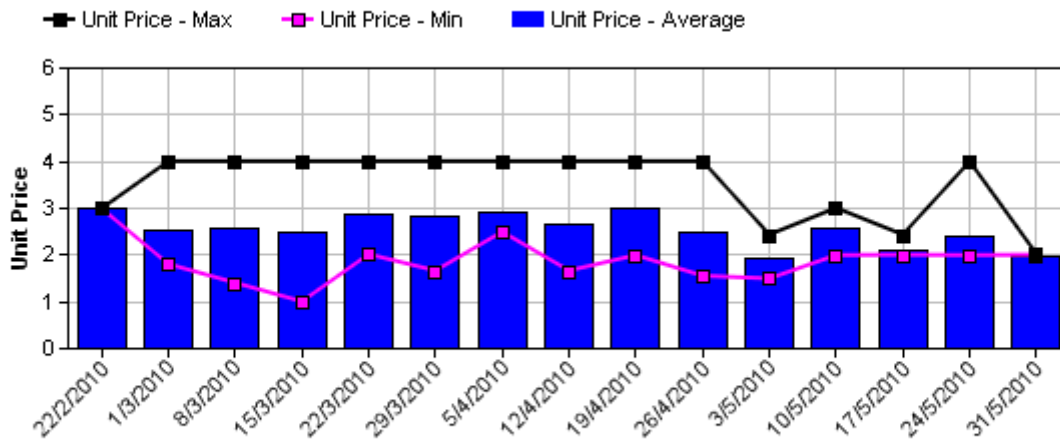


Hass Avocado Average Retail Prices - Perth

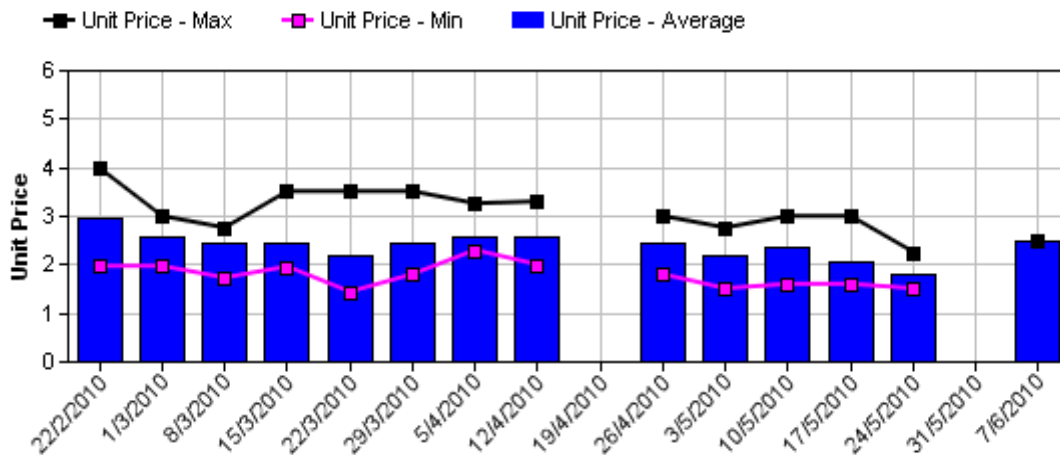


Assessment Date [Week Commencing]

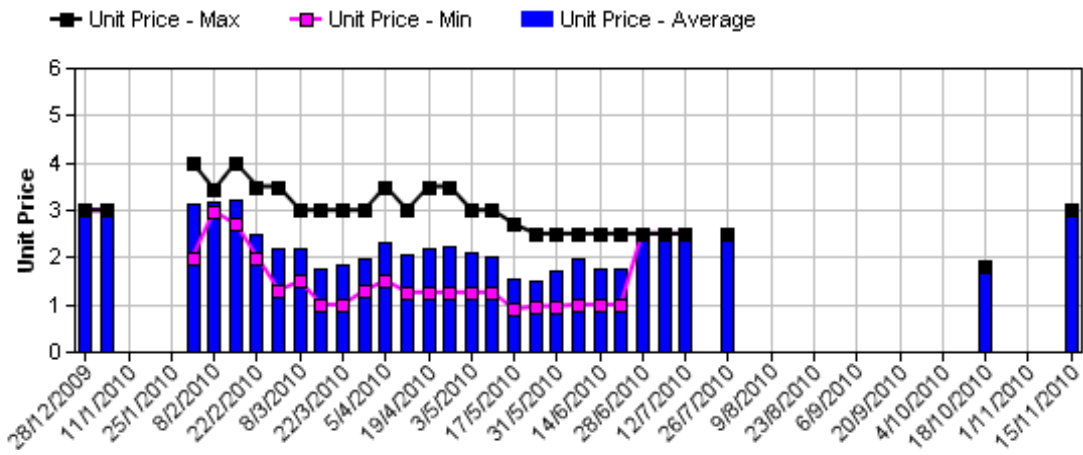
Shepard Avocado Average Retail Prices - Sydney



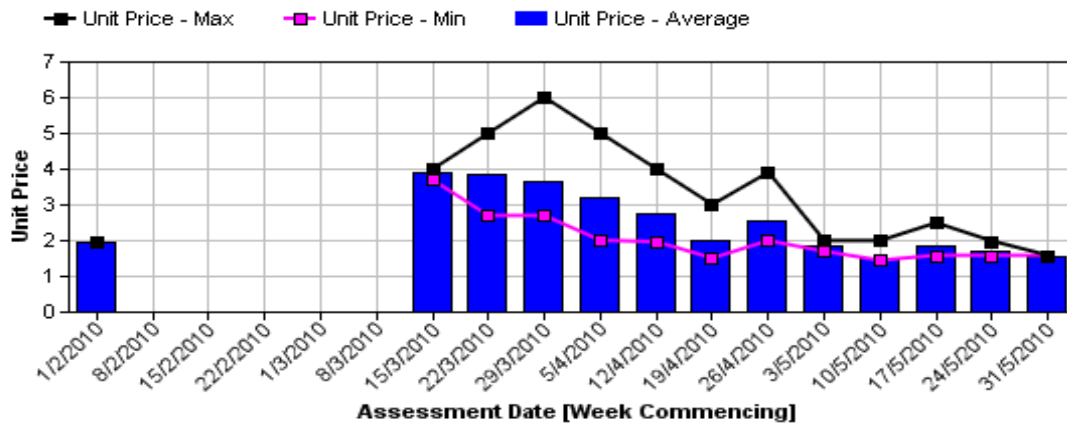
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 20th December 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Hass	165	1	Store	Aus
IGA	Hass	260	1.89	Store	NZ
I	Hass	210	1.9	No	Aus
Foodworks	Hass	180	1.99	Store	Aus
IC	Hass	330	1.99	No	NZ
IC	Hass	225	1.99	No	NZ
IC	Hass	200	2	No	Aus
IC	Hass	305	2	Store	Aus
I	Hass	225	2.29	No	Aus
Coles	Hass	265	2.48	No	NZ
Coles	Hass	230	2.48	No	Mixed
Coles	Hass	225	2.48	No	NZ
IC	Hass	290	2.5	No	Aus
Woolworths	Hass	215	2.63	No	Mixed
Woolworths	Hass	255	2.63	No	Mixed
Woolworths	Hass	250	2.63	No	Mixed
I	Hass	270	2.99	No	Aus
I	Reed	460	2.99	No	Aus
I	Hass	290	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Reed	425	2.99	No	Aus
IGA	Hass	285	2.99	No	Aus
Foodworks	Hass	310	2.99	No	Aus
I	Hass	335	3.49	No	Aus
I	Reed	355	3.49	No	Aus
I	Hass	255	3.99	No	NS
I	Hass	255	3.99	No	NS
I	Hass	260	3.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	340	1.49	No	NS
I	Hass	285	1.49	No	NS
I	Hass	300	1.99	No	NS
Coles	Hass	250	2.48	No	NZ
Coles	Hass	320	2.48	No	NZ
Coles	Hass	300	2.48	No	NZ
Safeway	Hass	270	2.49	No	Mixed
I	Hass	270	2.49	No	Aus
IGA	Hass	296	2.49	No	NZ
I	Hass	300	2.49	No	Aus
Safeway	Hass	220	2.95	No	Mixed
I	Hass	270	2.98	No	Aus
Safeway	Hass	280	2.98	No	Mixed
I	Hass	310	2.99	No	NS
I	Hass	295	2.99	No	NS
PERTH					
I	Hass	155	0.99	No	Aus
IS	Hass	2.5	1.5	Store	Aus
I	Hass	245	1.69	Store	Aus
IS	Hass	200	1.99	Store	Aus
Woolworths	Hass	260	2.25	No	Aus
Coles	Hass	255	2.25	No	Aus
Woolworths	Hass	240	2.25	No	Aus
Coles	Hass	235	2.25	No	Aus
Coles	Hass	265	2.25	No	Aus
Woolworths	Hass	200	2.25	Store	Aus
IGA	Hass	230	2.49	Store	Aus
I	Hass	260	2.49	No	Aus
I	Hass	230	2.5	No	Aus
I	Hass	260	2.99	No	Aus
I	Hass	310	2.99	Store	Aus
IGA	Hass	285	2.99	No	Aus
IS	Hass	345	2.99	No	Aus
IGA	Hass	260	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