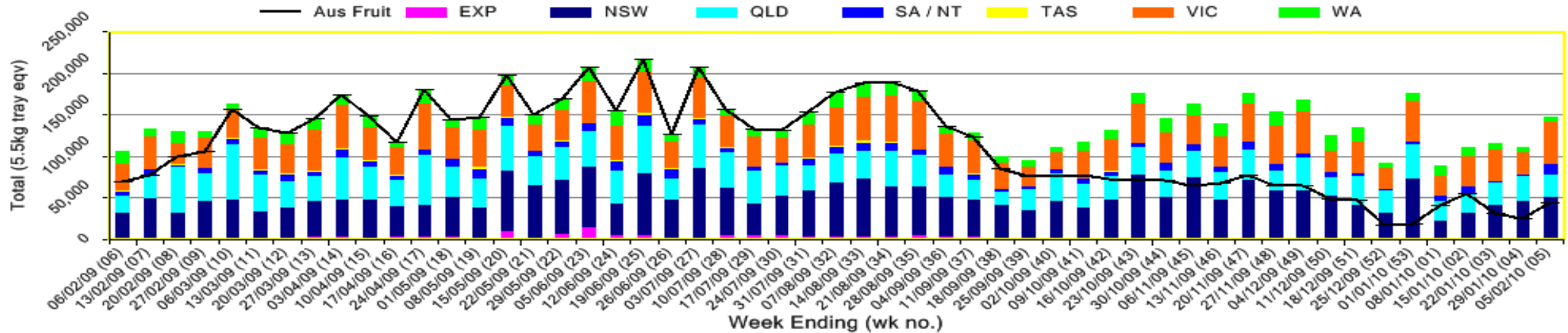


INFOCADO WEEKLY REPORT: 30th January - 5th February 2010 (Wk 5)

Industry Dispatches 30th January - 5th February 2010 (Wk 5)

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									524	154			678	678
NSW	200	2,047	5,135	10,931	31	9,238	11,830	3,647	4,632	47,691	1,033		49,569	
QLD		805	2,249	5,124	315	5,280	7,800	2,653	2,320	26,546	735		27,882	
SA / NT		420	1,192	2,508		2,232	3,792	1,145	1,317	12,606		2,500	13,061	
TAS								247		247			247	
VIC	70	1,917	6,890	10,560	36	10,393	12,305	3,746	4,050	49,967	359		50,620	
WA		210	276	2,209		1,946	144	145		4,930	317	2,500	5,961	
Total	270	5,399	15,742	31,332	382	29,089	36,118	11,860	12,473	142,665	2,444	5,000	148,018	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 752,502 5.5kg tray eqv



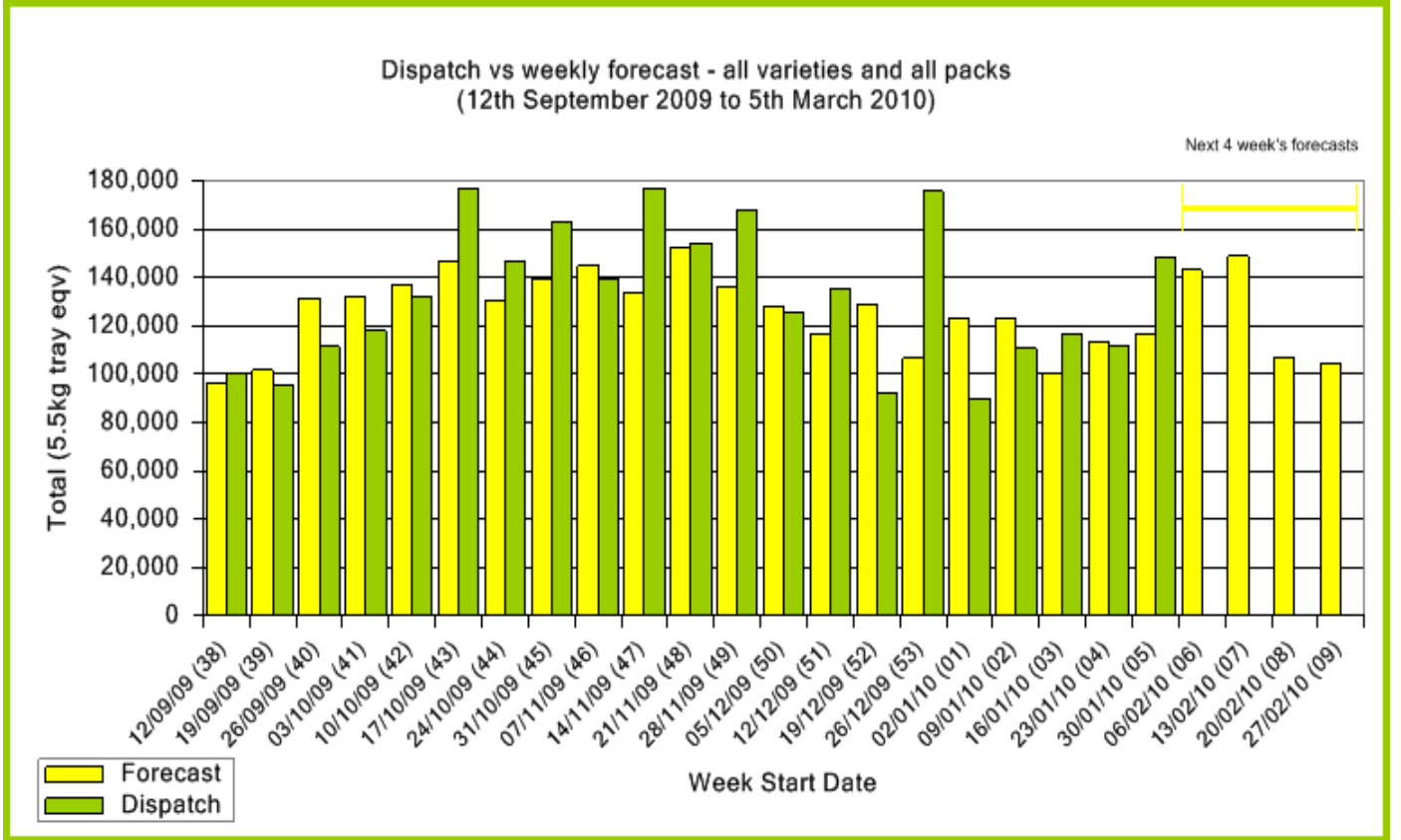
Comments from the CEO

- A significant number of packhouses in North Queensland have now begun picking Shepard avocados.
- The discrepancy between the forecast and dispatches over the last week are due to the shepard dispatched that was not forecast and New Zealand imports are also slightly higher than was forecast.
- Average retail prices remain high.
- Infocado Summit 2010 is to be held in Melbourne. Watch this space for more information!



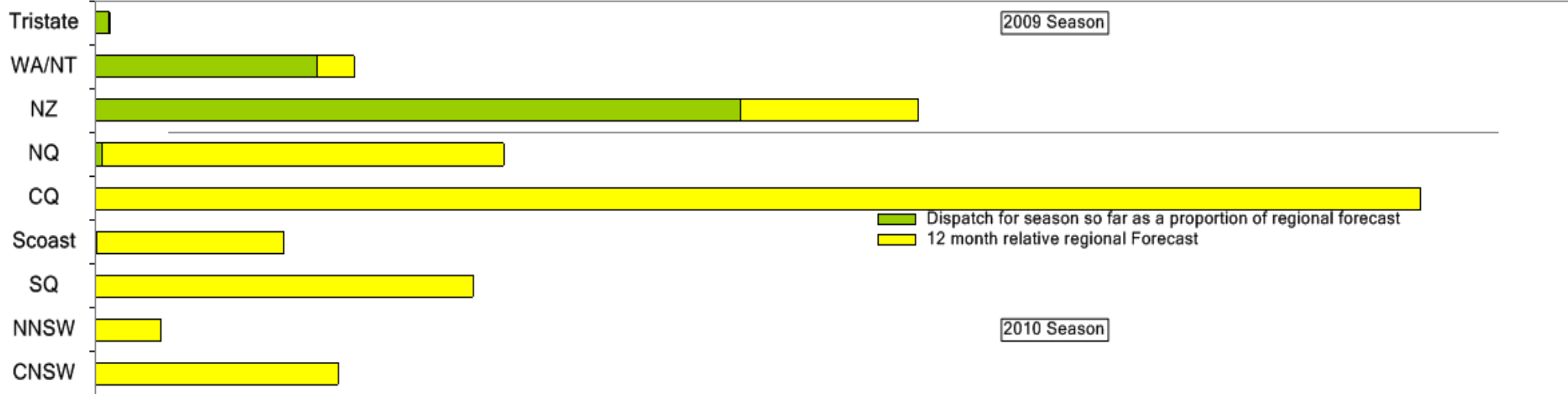
Forecast Data (Week 5 - 9)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 5 - begin 30/01/2010				
Hass	112,906	1,550	6,000	116,815
Sharwil	20			20
Week Total	112,926	1,550	6,000	116,835
Week 6 - begin 06/02/2010				
Hass	101,757	1,350	6,000	105,303
Shepard	31,789	3,400		37,971
Week Total	133,546	4,750	6,000	143,273
Week 7 - begin 13/02/2010				
Hass	98,467	1,300	6,000	101,922
Shepard	39,616	4,100		47,071
Week Total	138,083	5,400	6,000	148,992
Week 8 - begin 20/02/2010				
Hass	79,520	300	3,000	80,610
Shepard	23,645	1,650		26,645
Week Total	103,165	1,950	3,000	107,255
Week 9 - begin 27/02/2010				
Hass	73,406	300	3,000	74,496
Shepard	26,996	1,642		29,981
Week Total	100,401	1,942	3,000	104,477

Green shading indicates dispatch data				Yellow shading indicates forecast data	
Dispatch Data (Week 5 - begin 30/01/2010)					
Variety	Trays	Bulk	P/PK	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Total Trays	
Hass	129,031	1,003	5,000	131,764	
Shepard	13,637	1,441		16,257	
Total	142,668	2,444	5,000	148,021	

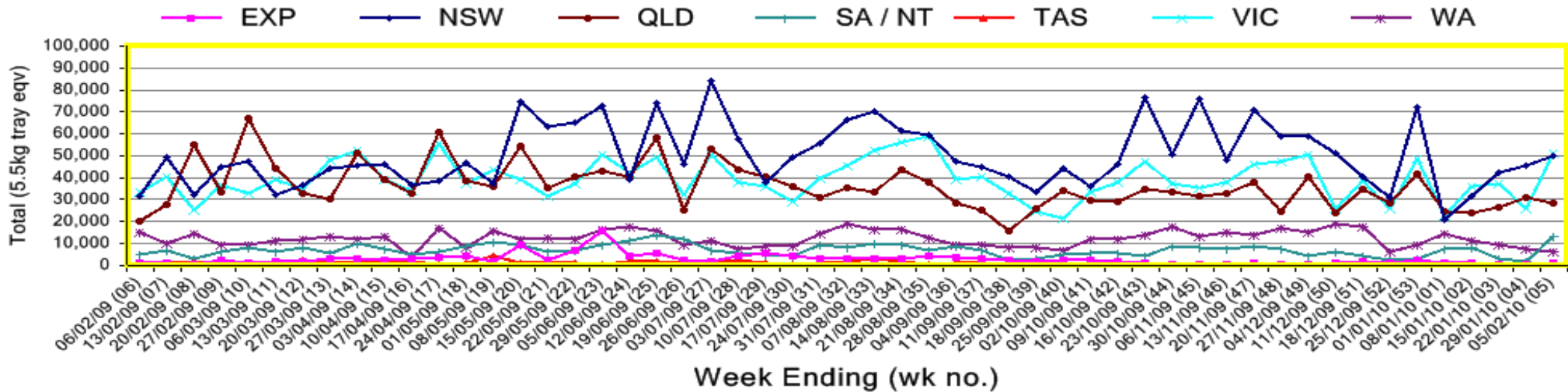


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	104,732			1,618,581
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	40,526					207,981
Total	7,246	85,436	408,840	439,382	388,022	439,691	104,732			1,873,349

Percentage dispatched by region (Based on seasonal forecast - 2010)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 752,502 5.5kg tray eqv



Week 5 contributors - Packhouses

NZ Avocado Industry Council
Avocados With Altitude Pty Ltd
Battistin Orchards
Bellview Orchards Pty Ltd
Blushing Acres Pty Ltd
Gunnado Farm
Hilltop Mareeba
Guacamole Grove

ID & AM Leighton
Lone Gum Avocados
One Harvest
R & M Waterman
Sunfresh
Theart Farming Pty Ltd
Zanfar Pty Ltd

Week 5 contributors - Wholesalers

Dykes Bros (Melbourne)
Etherington (Perth)
Murray Bros (Brisbane)
Romeos Marketing (Brisbane)
Sculli & Co Pty Ltd (Melbourne)

The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

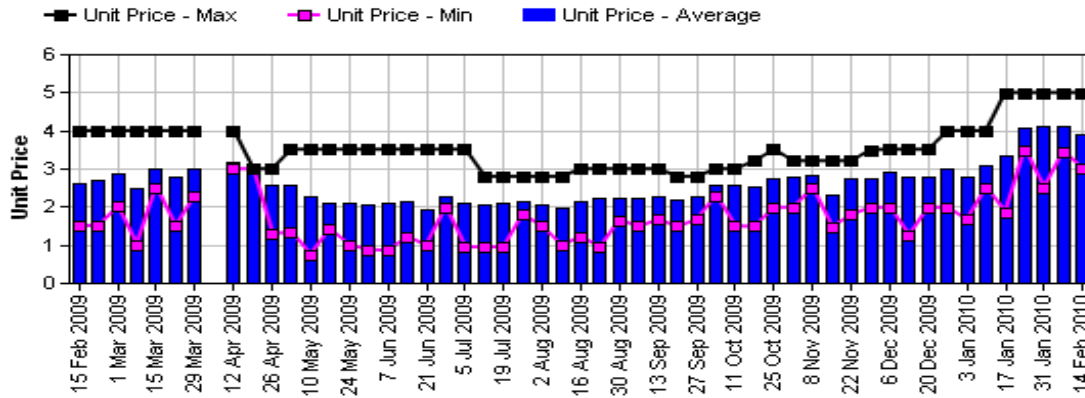
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total exports																		
Total sales	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total Stock on Hand																		
QLD																		
Total supermarket sales	16,019			16,019											16,019			16,019
Total non supermarket sales	9,104	279		9,383		174		174	316					9,104	595		9,699	
Total exports	440			440										440			440	
Total sales	25,563	279		25,842		174		174	316					25,563	595		26,158	
Total Stock on Hand	10,667	66		10,733										10,667	66		10,733	
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,135			3,135	645			645	1,173	2,500			2,500	455	4,763		4,763	
Total Stock on Hand																		
VIC																		
Total supermarket sales	26,773			26,773										26,773			26,773	
Total non supermarket sales	5,167		700	5,867	710		65	775	1,409					6,458		818	7,276	
Total exports																		
Total sales	31,940		700	32,640	710		65	775	1,409					33,231		818	34,049	
Total Stock on Hand	9,759			9,759	304			304	553					10,312			10,312	
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	5,733			5,733	593			593	1,078	2,500			2,500	455	7,266		7,266	
Total Stock on Hand																		
Total																		
Total supermarket sales	73,494			73,494	102			102	185	5,000			5,000	909	74,589		74,589	
Total non supermarket sales	18,845	279	700	19,824	1,846	174	65	2,085	3,791					22,201	595	818	23,615	
Total exports	678			678										678			678	
Total sales	93,017	279	700	93,996	1,948	174	65	2,187	3,976	5,000			5,000	909	97,468	595	818	98,882
Total Stock on Hand	27,250	66	540	27,856	986		6	992	1,804					29,043	66	551	29,660	

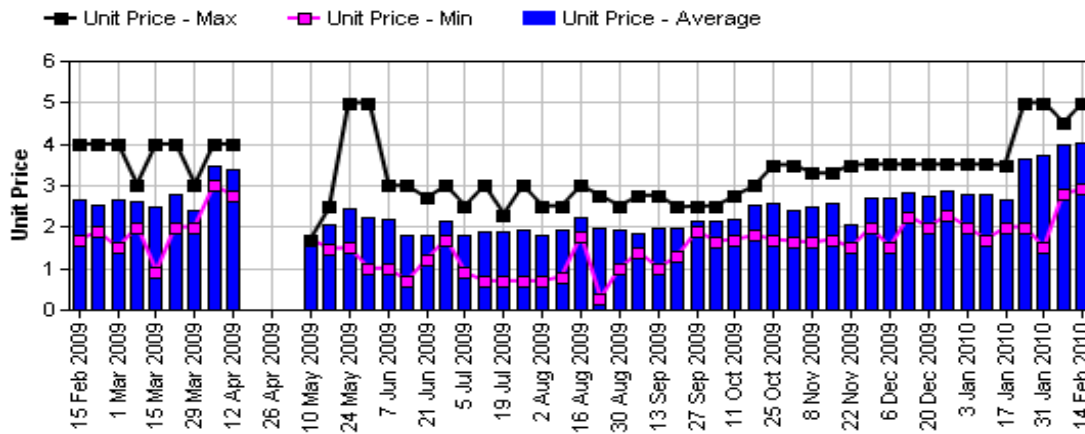
Weekly National Sales



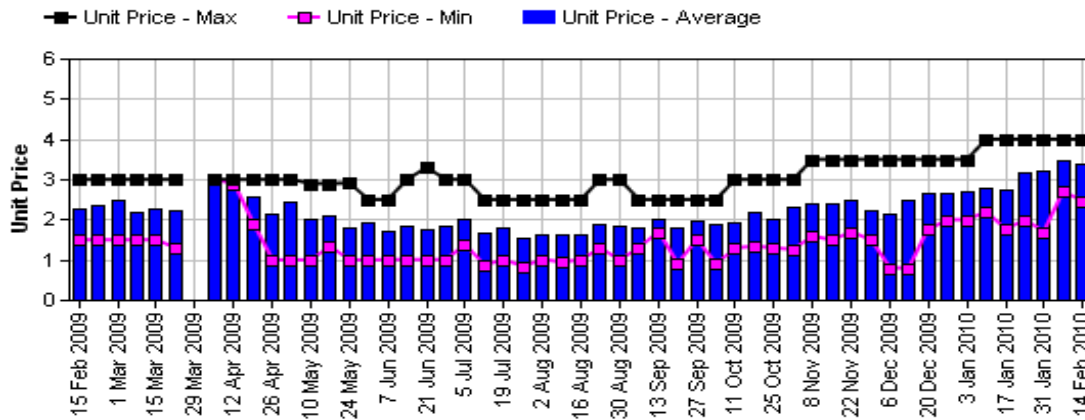
Hass Avocado Average Retail Prices - Sydney



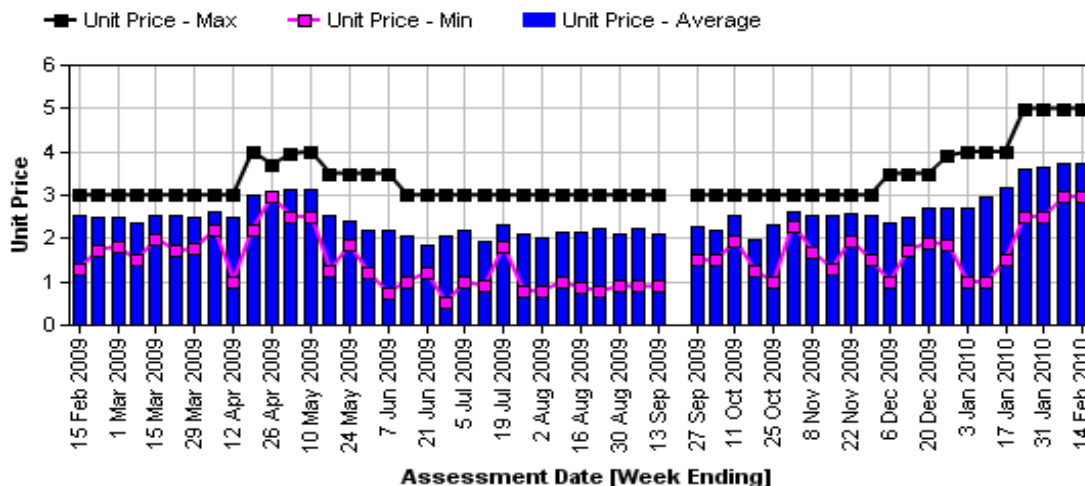
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 8th February 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Reed	275	2.98	Store	Aus
IC	Hass	245	3.00	No	NS
I	Hass	265	3.49	No	Aus
IGA	Hass	305	3.49	No	Aus
I	Reed	390	3.49	No	Aus
IC	Hass	225	3.49	No	NZ
IGA	Hass	295	3.79	No	NZ
Coles	Hass	260	3.98	No	NZ
Coles	Hass	280	3.98	No	NZ
Woolworths	Hass	275	3.98	No	Mixed
Woolworths	Hass	330	3.98	No	Mixed
Coles	Hass	345	3.98	No	NZ
Woolworths	Hass	295	3.98	No	Mixed
Foodworks	Hass	260	3.99	No	NS
I	Reed	445	3.99	No	Aus
I	Hass	255	3.99	No	Aus
I	Hass	250	3.99	No	Aus
IC	Hass	280	3.99	No	NZ
I	Hass	295	4.99	No	NS
BRISBANE					
Coles	Hass	260	2.45	Store	NZ
Coles	Hass	240	2.45	No	NZ
Coles	Hass	250	2.45	No	NZ
I	Hass	175	2.69	No	NZ
I	Greenskin	200	2.69	No	Aus
Woolworths	Shepard	190	2.96	No	NS
IGA	Hass	265	2.99	No	NZ
IC	Hass	180	2.99	No	Aus
I	Hass	195	2.99	No	Aus
Woolworths	Shepard	200	3.42	No	Aus
I	Reed	440	3.69	No	Aus
Woolworths	Hass	225	3.85	No	Mixed
Woolworths	Hass	N/A	3.85	No	NZ
I	Hass	265	3.89	No	Aus
I	Hass	334	3.99	Store	Aus
IC	Hass	200	3.99	No	Aus
IGA	Hass	240	3.99	No	Aus
I	Hass	235	3.99	No	Aus
IGA	Hass	220	3.99	No	NS

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	265	2.90	No	NS
I	Hass	265	3.49	No	NS
I	Hass	270	3.79	No	NS
Coles	Hass	305	3.98	No	Mixed
Coles	Hass	295	3.98	No	Mixed
Safeway	Hass	280	3.98	No	NZ
I	Hass	295	3.98	No	NZ
Coles	Hass	290	3.98	No	Mixed
I	Hass	285	3.98	No	NZ
Safeway	Hass	320	3.98	No	Mixed
IGA	Hass	310	3.99	No	NZ
I	Hass	280	4.49	No	NS
I	Hass	305	4.50	No	NS
I	Hass	320	4.50	No	NS
I	Hass	285	4.99	No	NZ
PERTH					
I	Hass	250	2.95	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	210	2.99	No	Aus
I	Hass	255	2.99	No	Aus
IS	Hass	240	3.49	No	Aus
IGA	Hass	260	3.49	No	Aus
Woolworths	Hass	230	3.65	No	Aus
Woolworths	Hass	235	3.68	No	Aus
Woolworths	Hass	230	3.68	Store	Aus
Coles	Hass	185	3.98	No	Aus
Coles	Hass	265	3.98	No	Aus
Coles	Hass	230	3.98	No	Aus
IGA	Hass	260	3.99	No	NS
IGA	Hass	265	3.99	No	Aus
IS	Hass	290	4.99	No	Aus
I	Hass	310	4.99	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

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