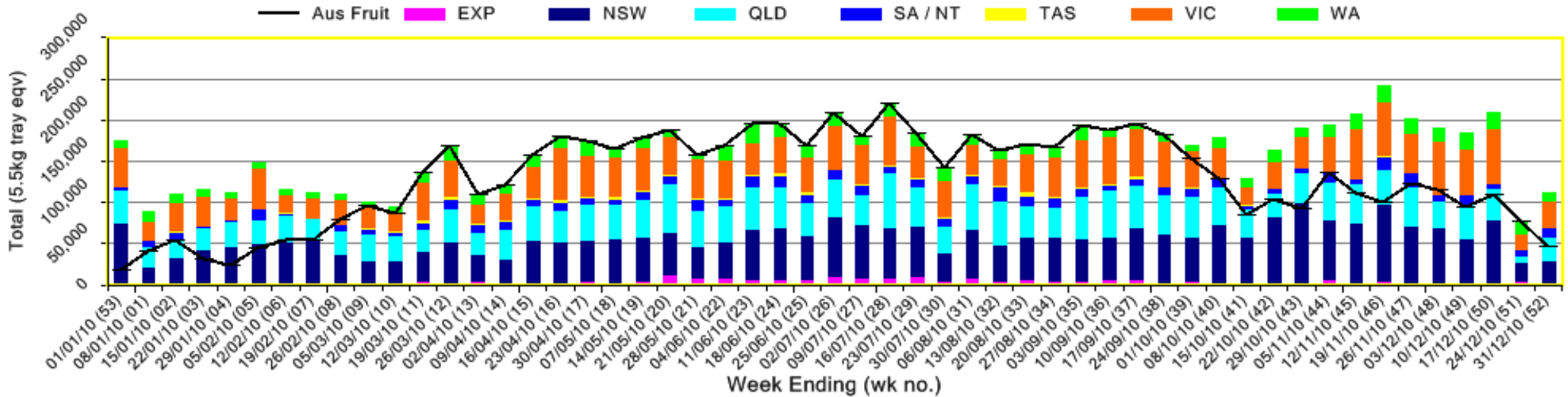


INFOCADO WEEKLY REPORT: 25th December - 31st December 2010 (Wk 52)

Industry Dispatches By Destination State and Count Size : 25th December - 31st December 2010 (Wk 52)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP										96		175
NSW	151	1,253	3,357	6,810	5,114	7,462	2,007	3,002	29,156	56		29,258
QLD		1,262	3,053	5,819	4,846	7,031	1,843	3,054	26,908			26,908
SA / NT	16	98	4,201	500	1,134	1,849	1,404	215	9,417	1,070	3,000	11,907
VIC	2,608	3,477	3,202	7,603	5,450	4,388	1,273	1,825	29,826	1,728		32,968
WA		272	1,117	2,520	1,855	1,952	1,062	22	8,800	1,604	2,500	12,171
Total	2,775	6,362	14,930	23,252	18,399	22,682	7,589	8,118	104,107	4,554	5,500	113,387

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 8,570,132 5.5kg tray eqv



Comments From the CEO

- Volumes are shorter for last week due to Christmas New Year Holidays, volumes will lift slightly over the next few weeks
- Markets closing stock remains steady
- Retail prices a sitting in the upper limits of consumer expectations



Forecast Data (Week 52 - 4)

Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 52 - begin 25/12/2010				
Gwen	400	50		491
Hass	155,956	5,111	4,000	165,976
Lamb Hass	500	50		591
Week Total	156,856	5,211	4,000	167,058
Week 1 - begin 01/01/2011				
Gwen	1,000	80		1,145
Hass	128,836	8,018	5,500	144,414
Lamb Hass	500	50		591
Reed	120	20		156
Week Total	130,456	8,168	5,500	146,307
Week 2 - begin 08/01/2011				
Gwen	1,200	100		1,382
Hass	123,042	7,620	5,500	137,897
Lamb Hass	600	80		745
Reed	150	50		241
Week Total	124,992	7,850	5,500	140,265
Week 3 - begin 15/01/2011				
Gwen	1,200	100		1,382
Hass	158,404	7,120	5,500	172,349
Lamb Hass	600	80		745
Reed	250	50		341
Week Total	160,454	7,350	5,500	174,818
Week 4 - begin 22/01/2011				
Hass	154,608	6,420	5,500	167,281
Lamb Hass	300	30		355
Reed	250	50		341
Week Total	155,158	6,500	5,500	167,976

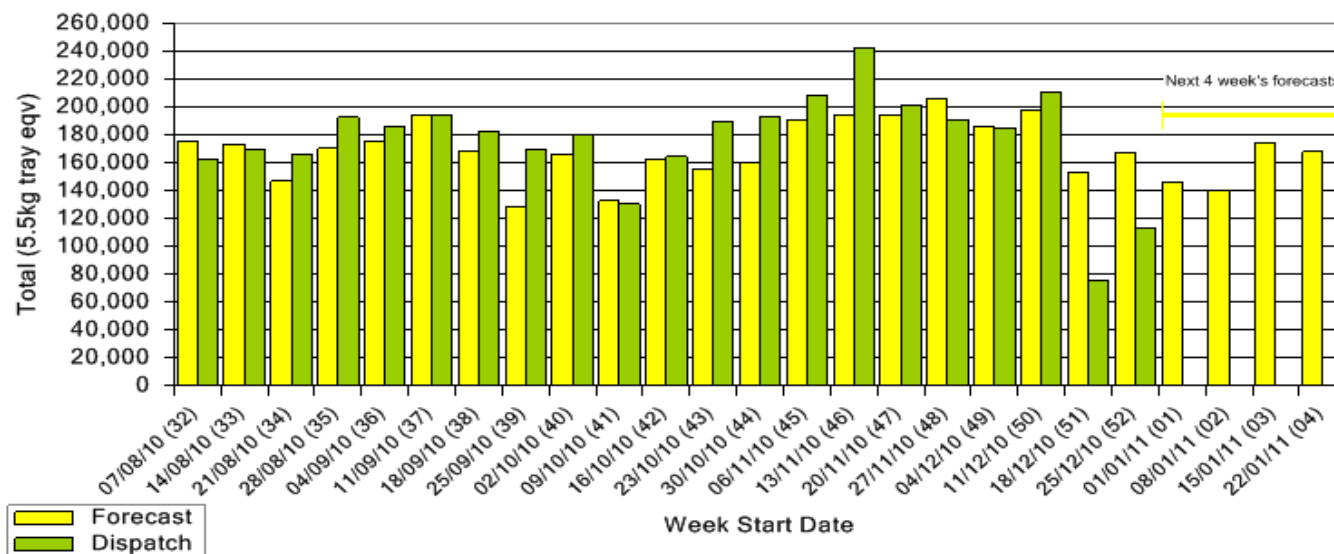
Green shading indicates dispatch data

Yellow shading indicates forecast data

Dispatch Data (Week 52 - begin 25/12/2010)

Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	322	56		424
Hass	103,557	4,471	5,500	112,686
Lamb Hass	228	27		277
Total	104,107	4,554	5,500	113,387

**Dispatch vs weekly forecast - all varieties and all packs
(7th August 2010 to 28th January 2011)**

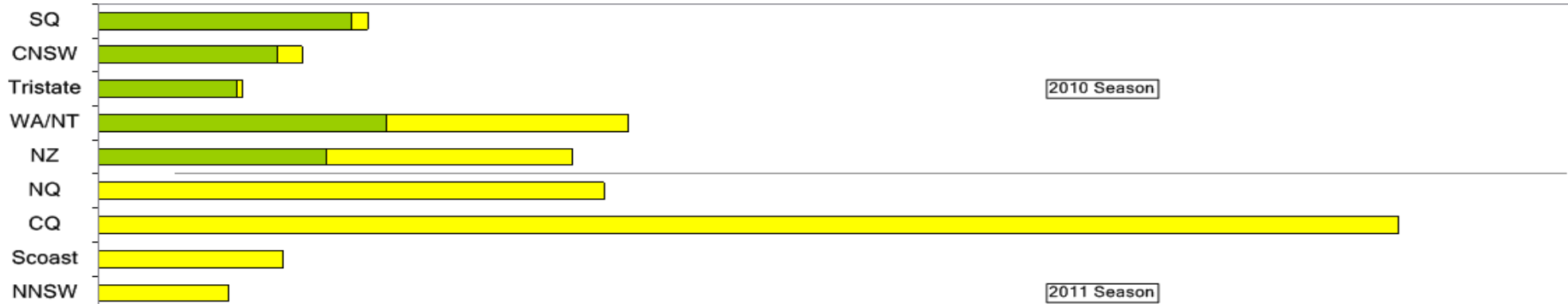


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2010-April 2011

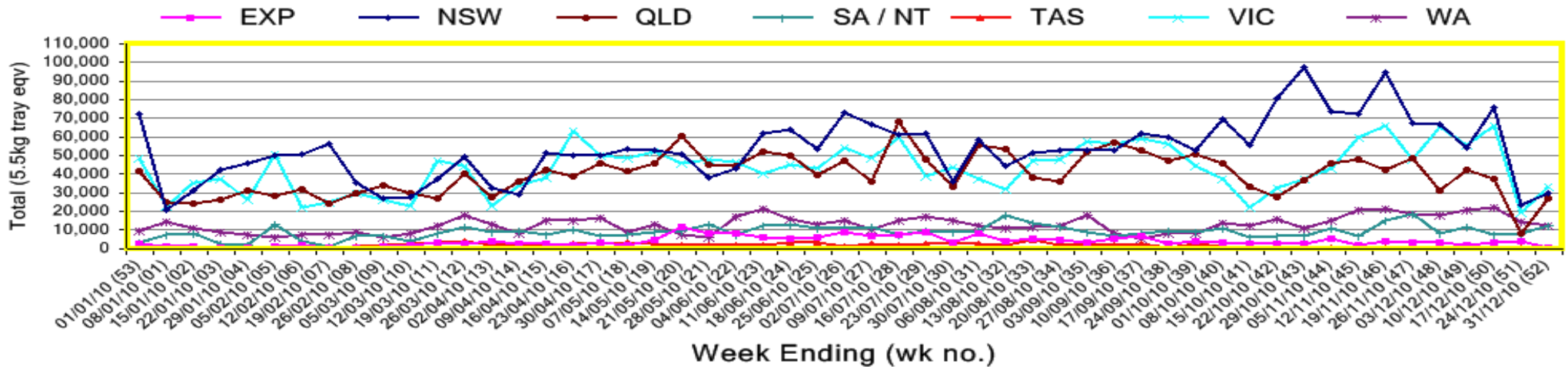
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast			230,344	362,695	372,318	347,433	254,873	27,608	4,731	1,600,002
Australia			274,613	379,440	436,064					1,090,117
USA										
Japan			12,095	36,137						48,232
Total			286,708	415,577	436,064					1,138,349

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 = 8,570,132 5.5kg tray eqv



Week 52 contributors - Packhouses

- | | |
|--|-----------------------|
| Advance Packing & Marketing Services P/L | Delroy Orchards |
| Ashbourne Hills Avocados | I & A Tolson |
| Avocado Industry Council (NZAGA) | Mariners Rest |
| Avonova | Midcoast Avocados |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | Sunfresh |
| Coastal Avocados | |

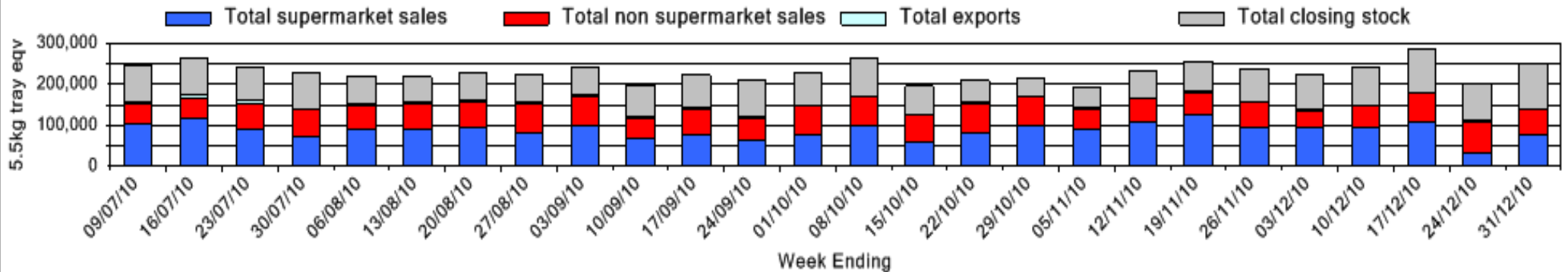
Week 52 contributors - Wholesalers

- | | |
|-------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Moraitis (Sydney) |
| Barkers (Melbourne) | Murray Bros (Brisbane) |
| Costa Farms (Adelaide) | S & B Produce (Sydney) |
| Costa Farms (Brisbane) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Farms (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Costa Farms (Perth) | The La Manna Group (Adelaide) |
| Dykes Bros (Melbourne) | The La Manna Group (Brisbane) |
| Etherington (Perth) | The La Manna Group (Melbourne) |
| Exotic Fruit Traders (Sydney) | United Fresh (Adelaide) |
| Freshmax Pty Ltd (Brisbane) | |

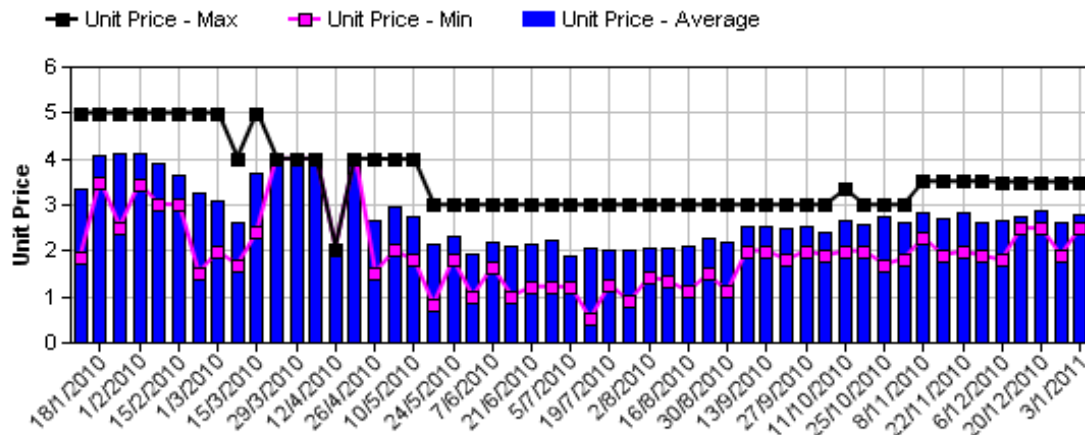
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	20,814			20,814											20,814			20,814
Total non supermarket sales	19,014		453	19,467	3,207		102	3,309	6,016						24,845		638	25,483
Total exports																		
Total sales	39,828		453	40,281	3,207		102	3,309	6,016						45,659		638	46,297
Total Stock on Hand	12,280		727	13,007	2,679		16	2,695	4,900						17,151		756	17,907
QLD																		
Total supermarket sales	20,325			20,325											20,325			20,325
Total non supermarket sales	9,740		99	9,839	687			687	1,249						10,989		99	11,088
Total exports	250			250											250			250
Total sales	30,315		99	30,414	687			687	1,249						31,564		99	31,663
Total Stock on Hand	22,006			22,006	3,340		5	3,345	6,082						28,079		9	28,088
SA & TAS																		
Total supermarket sales	6,205			6,205						3,000			3,000	545	6,750			6,750
Total non supermarket sales	3,134		290	3,424	404			404	735						3,869		290	4,159
Total exports																		
Total sales	9,339		290	9,629	404			404	735	3,000			3,000	545	10,619		290	10,909
Total Stock on Hand	12,072		314	12,386	1,487		63	1,550	2,818						14,776		429	15,205
VIC																		
Total supermarket sales	23,568			23,568	96			96	175						23,743			23,743
Total non supermarket sales	15,137		423	15,560	2,489		12	2,501	4,547						19,663		445	20,108
Total exports																		
Total sales	38,705		423	39,128	2,585		12	2,597	4,722						43,405		445	43,850
Total Stock on Hand	25,613	654	512	26,779	8,088			8,088	14,705						40,319	654	512	41,485
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	6,759			6,759	386			386	702	2,593			2,593	471	7,932			7,932
Total Stock on Hand																		
Total																		
Total supermarket sales	75,939			75,939	98			98	178	5,593			5,593	1,017	77,134			77,134
Total non supermarket sales	48,757		1,265	50,022	7,075		114	7,189	13,071						61,621		1,473	63,093
Total exports	250			250	96			96	175						425			425
Total sales	124,946		1,265	126,211	7,269		114	7,383	13,424	5,593			5,593	1,017	139,179		1,473	140,652
Total Stock on Hand	79,057	654	1,553	81,264	16,325		84	16,409	29,835	94			94	17	108,756	654	1,705	111,115

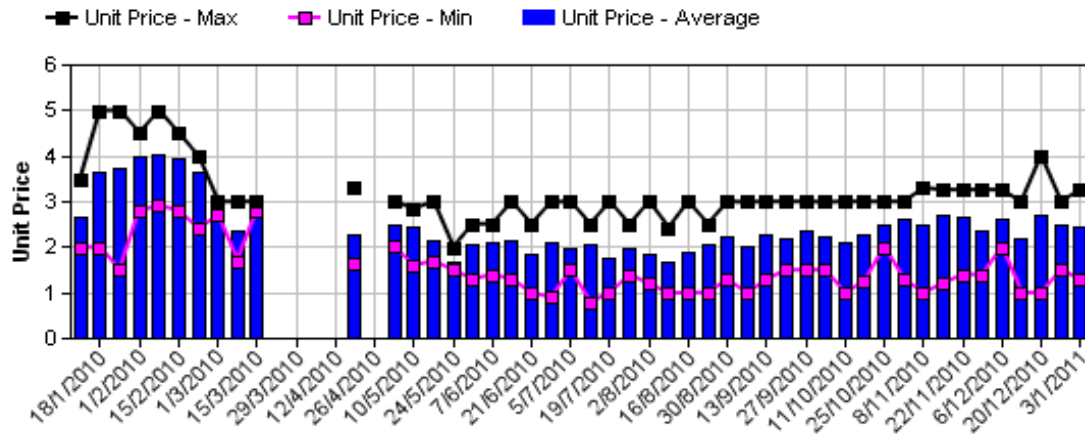
Weekly National Sales



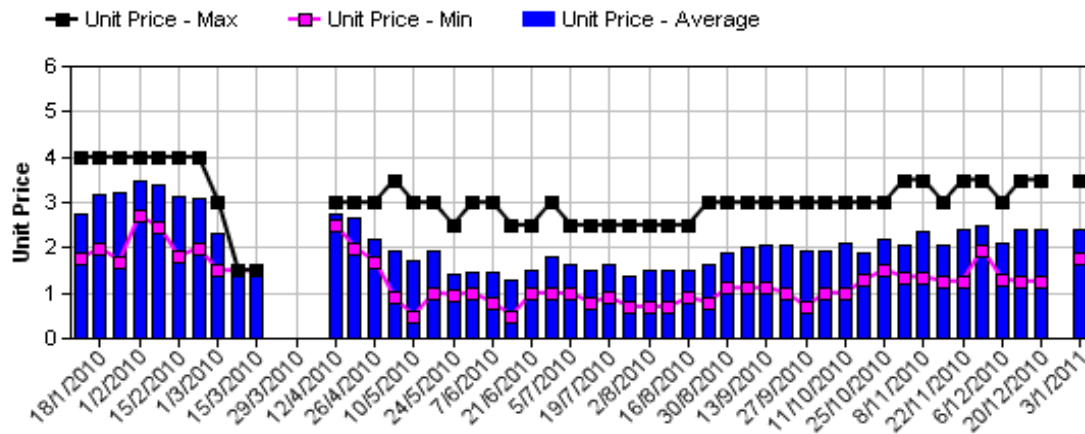
Hass Avocado Average Retail Prices - Sydney



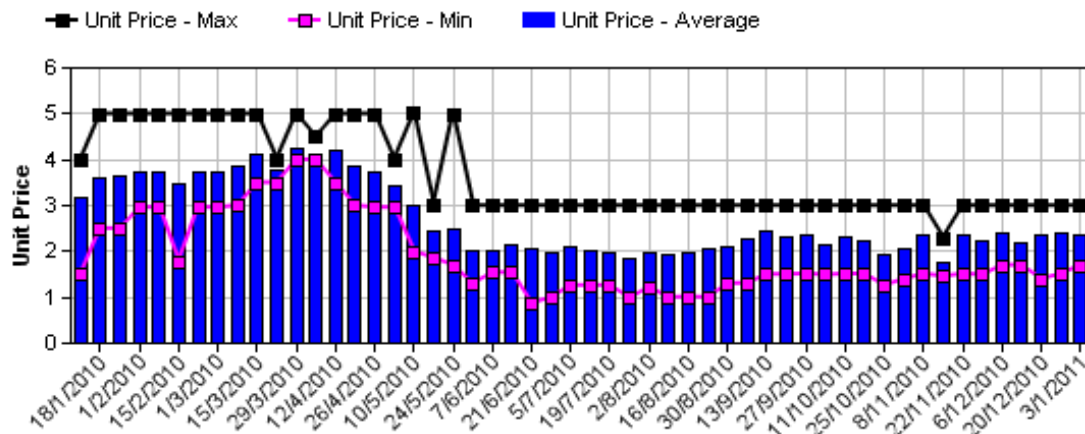
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

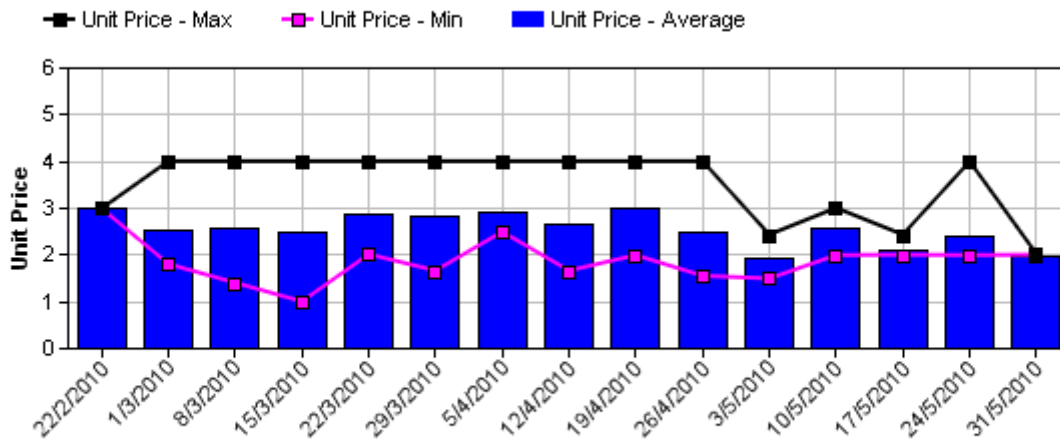


Hass Avocado Average Retail Prices - Perth

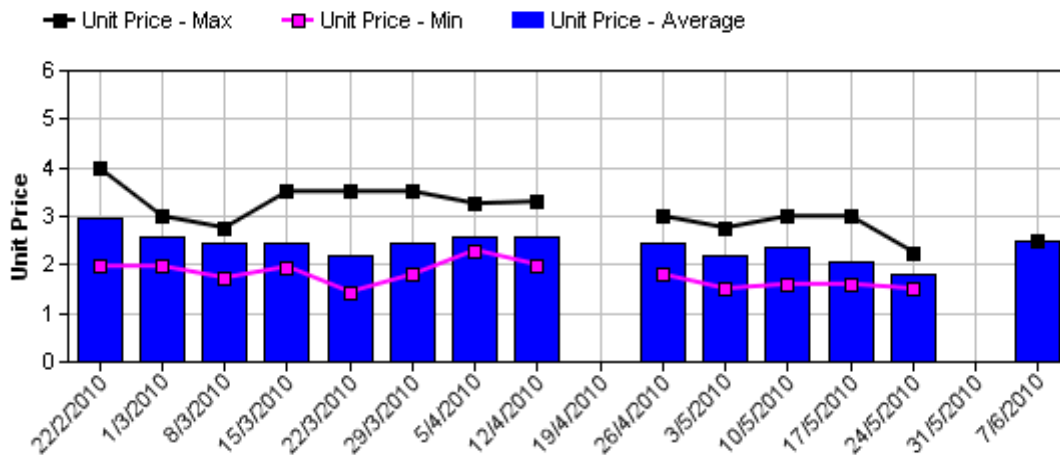


Assessment Date [Week Commencing]

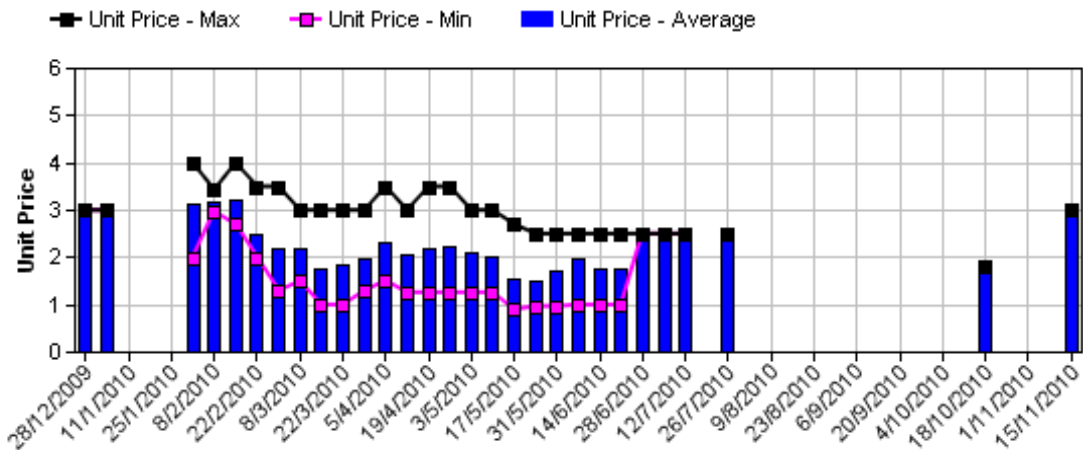
Shepard Avocado Average Retail Prices - Sydney



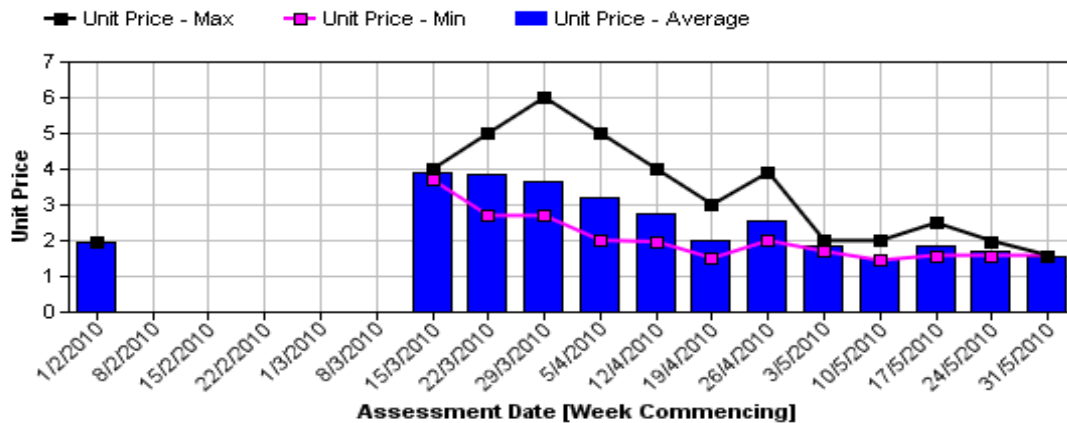
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 4th January 2011

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Coles	Hass	270	2.48	No	Mixed	I	Hass	240	1.29	No	NS
Coles	Hass	305	2.48	No	Mixed	Coles	Hass	270	1.65	Store	Mixed
Coles	Hass	305	2.48	No	Mixed	Coles	Hass	265	1.65	Store	Mixed
IC	Hass	250	2.5	No	NZ	Coles	Hass	290	1.65	Store	NZ
IC	Hass	250	2.5	No	Aus	I	Hass	255	1.79	No	NS
Woolworths	Hass	250	2.63	No	Mixed	I	Hass	277	2.4	No	NS
Woolworths	Hass	240	2.63	No	Mixed	I	Hass	284	2.49	No	NZ
Woolworths	Hass	280	2.63	No	Mixed	I	Hass	255	2.69	No	NS
I	Reed	380	2.99	No	Aus	Safeway	Hass	283	2.95	No	Aus
I	Hass	275	2.99	No	Aus	Safeway	Hass	280	2.95	No	NZ
I	Hass	270	2.99	No	Aus	Safeway	Hass	390	2.95	No	Mixed
IGA	Hass	240	2.99	No	NZ	IC	Hass	300	2.98	No	Aus
IGA	Hass	245	2.99	No	Aus	IGA	Hass	300	2.99	No	Aus
Foodworks	Hass	280	2.99	No	Aus	I	Hass	320	3.25	No	NS
I	Hass	265	2.99	No	Aus	I	Hass	300	3.25	No	NS
I	Reed	390	3.49	No	Aus	PERTH					
I	Hass	360	3.49	No	Aus	IS	Hass	230	1.69	Store	Aus
BRISBANE						I	Hass	285	1.95	Store	Aus
Woolworths	Hass	180	1.76	Store	Mixed	Coles	Hass	220	1.98	No	Aus
Woolworths	Hass	190	1.76	No	NZ	Coles	Hass	280	1.98	No	Aus
Coles	Hass	220	1.95	Store	NZ	Coles	Hass	220	1.98	No	Aus
Coles	Hass	280	1.95	Store	NZ	IS	Hass	220	1.99	Store	Aus
Coles	Hass	315	1.98	Store	NZ	Woolworths	Hass	245	2.25	No	Aus
I	Hass	255	1.98	No	Aus	Woolworths	Hass	215	2.25	No	Aus
I	Hass	280	2.19	Store	Aus	Woolworths	Hass	275	2.25	No	Aus
IGA	Hass	200	2.29	No	Aus	I	Hass	270	2.49	No	Aus
IGA	Hass	190	2.49	No	NZ	IGA	Hass	250	2.49	Store	Aus
IGA	Hass	200	2.49	No	Aus	I	Hass	260	2.5	No	Aus
I	Hass	270	2.99	No	Aus	IGA	Hass	310	2.99	No	NS
I	Gwen	270	2.99	No	Aus	I	Hass	260	2.99	No	Aus
I	Reed	395	2.99	No	Aus	IGA	Hass	265	2.99	No	Aus
I	Hass	250	2.99	Store	Aus	I	Hass	315	2.99	No	Aus
I	Reed	430	2.99	No	Aus						
I	Hass	330	3.49	Store	NS						
I	Hass	285	3.49	Store	Aus						

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

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