

# INFOCADO WEEKLY REPORT: 31st January - 6th February 2009 (Wk 6)

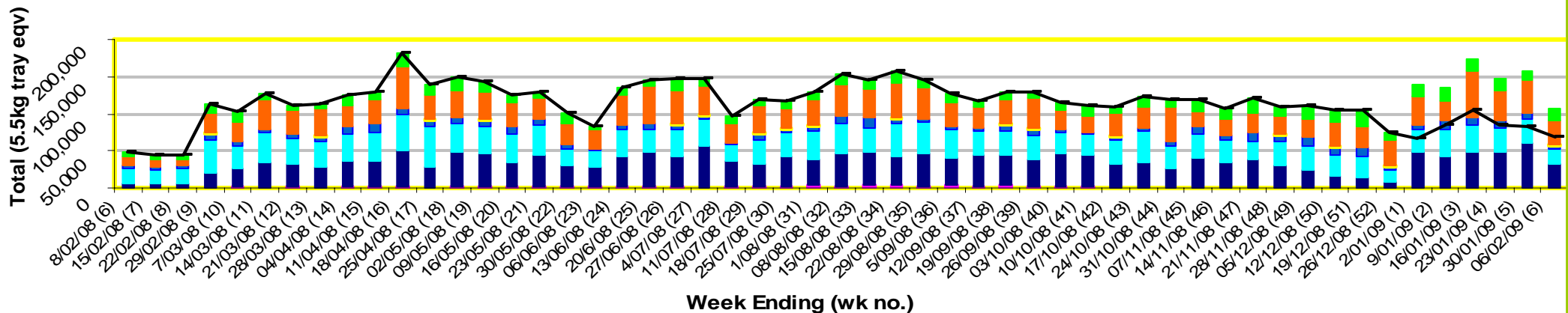
## Industry Dispatches 31st January - 6th February 2009 (Wk 6)

| Dest. State  | 5.5kg      |              |               |               |            |               |               |              |              |       | Bulk          | P/PK         | Other        | 5.5Kg Eqv Trays All |                |
|--------------|------------|--------------|---------------|---------------|------------|---------------|---------------|--------------|--------------|-------|---------------|--------------|--------------|---------------------|----------------|
|              | <16        | 16           | 18            | 20            | 22         | 23            | 25            | 28           | 28+          | Total |               |              |              |                     |                |
| EXP          |            |              |               |               |            |               |               |              |              | 880   |               |              |              |                     | 880            |
| NSW          | 46         | 1,767        | 4,307         | 6,404         |            | 6,186         | 4,784         | 2,556        | 1,780        |       | 27,830        | 1,853        |              |                     | 31,199         |
| QLD          |            | 526          | 1,805         | 3,770         | 590        | 3,666         | 4,932         | 1,328        | 1,075        |       | 17,692        | 731          | 2,558        | 1,650               | 19,786         |
| SA / NT      | 3          | 156          | 17            | 159           | 275        | 557           | 2,323         | 553          | 86           |       | 4,129         | 50           | 2,500        |                     | 4,675          |
| TAS          |            |              |               |               |            |               | 1,780         |              |              |       | 1,780         |              |              |                     | 1,780          |
| VIC          | 389        | 3,351        | 10,694        | 12,945        |            | 1,991         | 1,177         | 644          | 481          |       | 31,672        | 701          |              |                     | 32,947         |
| WA           |            | 437          | 1,038         | 3,599         |            | 3,878         | 3,158         | 779          | 58           |       | 12,947        | 832          | 2,500        |                     | 14,915         |
| <b>Total</b> | <b>438</b> | <b>6,237</b> | <b>17,861</b> | <b>26,877</b> | <b>865</b> | <b>16,278</b> | <b>18,154</b> | <b>5,860</b> | <b>4,360</b> |       | <b>96,930</b> | <b>4,167</b> | <b>7,558</b> | <b>1,650</b>        | <b>106,181</b> |

### Throughput Australian & NZ avocados by destination State

Throughput 1st January 2009 to date = 861,786 5.5kg tray eqv

■ EXP      ■ NSW      ■ QLD      ■ SA / NT  
■ TAS      ■ VIC      ■ WA      — Aus Fruit



### Comments from the CEO

- The graph above now includes an indication of the volume of Australian fruit into market.
- Dispatches are significantly down due to rain in NQ disrupting transport south and NZ dispatches also being down.
- Has in the Australian market is beginning to shorten.
- We are continuing to redesign the Weekly Report, to give better detail and information for each market.



**Forecast Data (Week 6 - 10)**

| Variety                | Trays - Total  | Bulk         | P/Pk          | Proc       | All - Total    |
|------------------------|----------------|--------------|---------------|------------|----------------|
|                        | 5.5Kg Eqv      | 10Kg         | Kg            | Kg         | 5.5Kg Eqv      |
| Week 6—begin 31/01/09  |                |              |               |            |                |
| Gwen                   | 900            | 90           |               |            | 1,064          |
| Hass                   | 129,552        | 6,180        | 9,290         | 100        | 142,495        |
| Lamb Hass              | 300            |              |               |            | 300            |
| Reed                   | 800            | 20           |               |            | 836            |
| Shepard                | 28,071         | 230          |               |            | 28,489         |
| <b>Week Total</b>      | <b>159,623</b> | <b>6,520</b> | <b>9,290</b>  | <b>100</b> | <b>173,185</b> |
| Week 7—begin 7/02/09   |                |              |               |            |                |
| Hass                   | 125,110        | 6,184        | 5,000         |            | 137,263        |
| Lamb Hass              | 600            | 40           |               |            | 673            |
| Shepard                | 13,456         | 510          | 4,000         |            | 15,110         |
| <b>Week Total</b>      | <b>139,167</b> | <b>6,734</b> | <b>9,000</b>  |            | <b>153,047</b> |
| Week 8—begin 14/02/09  |                |              |               |            |                |
| Hass                   | 80,101         | 2,476        | 5,000         |            | 85,512         |
| Lamb Hass              | 200            | 20           |               |            | 236            |
| Shepard                | 21,693         | 910          | 16,000        |            | 26,257         |
| <b>Week Total</b>      | <b>101,994</b> | <b>3,406</b> | <b>21,000</b> |            | <b>112,005</b> |
| Week 9—begin 21/02/09  |                |              |               |            |                |
| Fuerte                 | 800            | 20           |               |            | 836            |
| Lamb Hass              | 67,092         | 2,366        | 3,000         |            | 71,939         |
| Shepard                | 33,129         | 700          | 17,000        |            | 37,493         |
| <b>Week Total</b>      | <b>101,021</b> | <b>3,086</b> | <b>20,000</b> |            | <b>110,268</b> |
| Week 10—begin 28/02/09 |                |              |               |            |                |
| Fuerte                 | 1,500          | 40           |               |            | 1,573          |
| Hass                   | 36,282         | 2,130        | 3,000         |            | 40,700         |
| Shepard                | 40,709         | 1,200        | 17,000        |            | 45,982         |
| <b>Week Total</b>      | <b>78,491</b>  | <b>3,370</b> | <b>20,000</b> |            | <b>88,254</b>  |

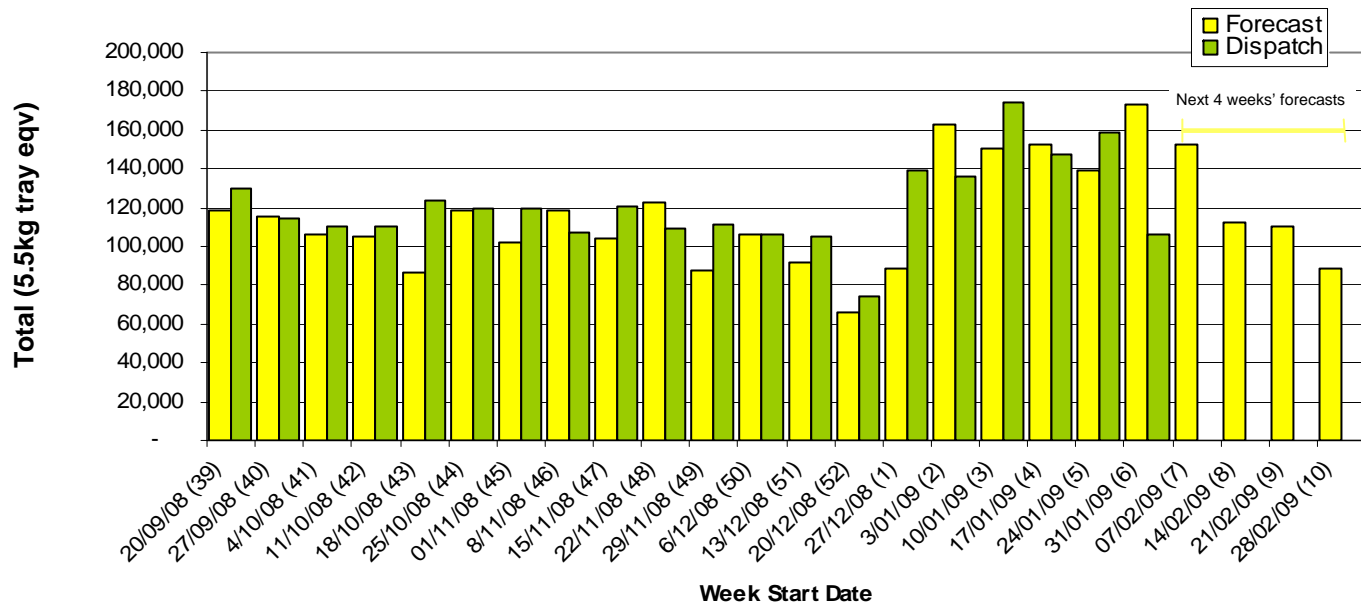
Green shading indicates dispatch data

Yellow shading indicates forecast data

**Dispatch Data (Week 6 - begin 31/01/09)**

| Variety      | Trays         | Bulk         | P/Pk         | Other        | 5.5Kg Eqv      |
|--------------|---------------|--------------|--------------|--------------|----------------|
|              | 5.5kg eqv     | 10Kg         | Kg           | Kg           | Total Trays    |
| Hass         | 92,302        | 4,046        | 7,558        | 1,200        | 101,250        |
| Reed         | 875           | 83           |              | 450          | 1,108          |
| Shepard      | 3,754         | 38           |              |              | 3,823          |
| <b>Total</b> | <b>96,931</b> | <b>4,167</b> | <b>7,558</b> | <b>1,650</b> | <b>106,181</b> |

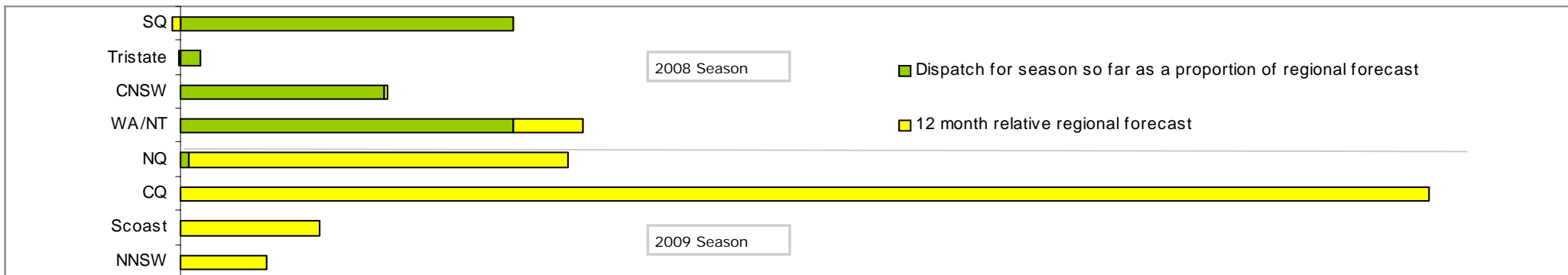
**Dispatch vs weekly forecast for Australian & NZ Avocados - all varieties and all packs (20th September 2008 to 6th March 2009)**



**New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2008-April 2009**

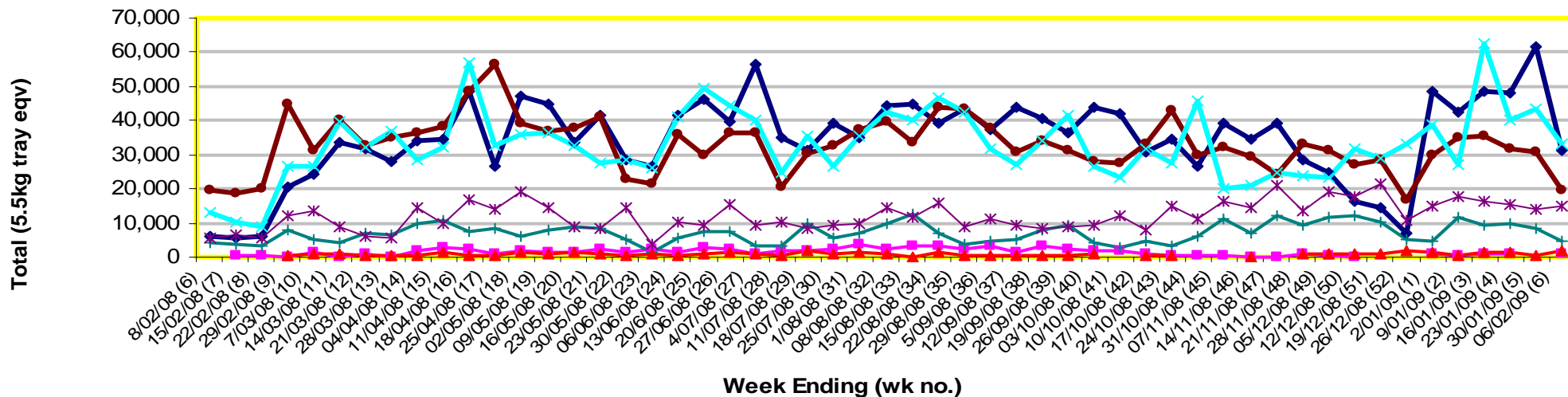
| Export Dest'n             | Aug | Sep           | Oct            | Nov            | Dec            | Jan          | Feb | Mar | Apr | Total to date  |
|---------------------------|-----|---------------|----------------|----------------|----------------|--------------|-----|-----|-----|----------------|
| <b>NZ Export Forecast</b> |     | 7,713         | 210,274        | 312,989        | 345,200        |              |     |     |     | <b>876,176</b> |
| <b>Australia</b>          |     | 7,713         | 210,274        | 312,989        | 345,200        |              |     |     |     | <b>876,176</b> |
| <b>USA</b>                |     |               |                |                |                |              |     |     |     |                |
| <b>Japan</b>              |     | 3,920         | 21,563         | 37,519         | 27,534         | 9,600        |     |     |     | <b>100,135</b> |
| <b>Total</b>              |     | <b>11,633</b> | <b>231,837</b> | <b>350,508</b> | <b>372,734</b> | <b>9,600</b> |     |     |     | <b>976,311</b> |

Percentage dispatched by region (Based on seasonal forecast - 2008)



**Throughput Australian & NZ avocados by destination State**  
**Throughput 1st January 2009 to date = 861,786 5.5kg tray eqv**

EXP NSW QLD SA / NT TAS VIC WA



**Week 6 contributors - Packhouses**

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| Advance Packing & Marketing Services | Lone Gum Avocados                 |
| NZ Avocado Industry Council          | Mariners Rest                     |
| AvoLand                              | Merrinee Farms                    |
| Avonova                              | Midcoast Avocados                 |
| Battistin Orchards                   | Natures Fruit Company             |
| Chinoola Orchards                    | One Harvest                       |
| Chislett Developments Pty Ltd        | RM & KL Cornwall                  |
| Coastal Avocados                     | Sunfresh                          |
| Delroy Orchards                      | Tam MT Farm Management            |
| Hilltop Mareeba                      | VP & EA Farrell                   |
| Kulnura Ambrosia Avocados            | Willow Creek Strawberries Pty Ltd |
| Lavers Orchards                      | Zanfar Pty Ltd                    |

**Week 6 contributors - Wholesalers**

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| Barkers (Melbourne)               | Premier Fruits Pty Ltd (Melbourne)    |
| Costa Exchange Trading (Adelaide) | Quality Produce International (Perth) |
| Costa Exchange Trading (Brisbane) | Sculli & Co Pty Ltd (Melbourne)       |
| Dykes Bros (Melbourne)            | The La Manna Group (Adelaide)         |
| Etherington (Perth)               | The La Manna Group (Brisbane)         |
| Kelly's (Melbourne)               | The La Manna Group (Melbourne)        |
| Murray Bros (Brisbane)            | 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  |
| <b>NSW</b>                  |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total non supermarket sales |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total exports               |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total sales                 | 11,010                             |         |       | 11,010 |                   |         |       |       |             |       |         |       |       |                   | 11,010 |         |       | 11,010 |
| Total stock on hand         |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| <b>QLD</b>                  |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     | 14,204                             | 1,051   |       | 15,255 |                   |         |       |       |             | 3,120 |         |       | 3,120 | 567               | 14,771 | 1,051   |       | 15,822 |
| Total non supermarket sales | 14,596                             |         | 272   | 14,868 | 50                | 57      | 107   | 195   |             |       |         |       |       |                   | 14,687 | 104     | 272   | 15,063 |
| Total exports               | 880                                |         |       | 880    |                   |         |       |       |             |       |         |       |       |                   | 880    |         |       | 880    |
| Total sales                 | 29,680                             | 1,051   | 272   | 31,003 | 50                | 57      | 107   | 195   |             | 3,120 |         |       | 3,120 | 567               | 30,338 | 1,155   | 272   | 31,764 |
| Total stock on hand         | 19,332                             | 546     |       | 19,878 |                   | 551     | 551   | 1,002 |             | 284   |         |       | 284   | 52                | 19,384 | 1,548   |       | 20,931 |
| <b>SA &amp; TAS</b>         |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     | 5,392                              | 267     |       | 5,659  |                   |         |       |       |             | 2,701 |         |       | 2,701 | 491               | 5,883  | 267     |       | 6,150  |
| Total non supermarket sales | 4,150                              |         | 263   | 4,413  | 630               |         | 630   | 1,145 |             |       |         |       |       |                   | 5,295  |         | 263   | 5,558  |
| Total exports               |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total sales                 | 9,542                              | 267     | 263   | 10,072 | 630               |         | 630   | 1,145 |             | 2,701 |         |       | 2,701 | 491               | 11,179 | 267     | 263   | 11,709 |
| Total stock on hand #       | 6,583                              |         | 63    | 6,646  | 1,176             |         | 17    | 1,193 | 2,169       |       |         |       |       |                   | 8,721  |         | 94    | 8,815  |
| <b>VIC</b>                  |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     | 22,518                             |         |       | 22,518 |                   |         |       |       |             |       |         |       |       |                   | 22,518 |         |       | 22,518 |
| Total non supermarket sales | 9,975                              | 759     | 400   | 11,134 | 349               |         | 349   | 635   |             |       |         |       |       |                   | 10,609 | 759     | 400   | 11,768 |
| Total exports               |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total sales                 | 32,493                             | 759     | 400   | 33,652 | 349               |         | 349   | 635   |             |       |         |       |       |                   | 33,128 | 759     | 400   | 34,287 |
| Total stock on hand         | 30,034                             | 2,580   | 124   | 32,738 | 2,076             |         | 2,076 | 3,775 |             |       |         |       |       |                   | 33,809 | 2,580   | 124   | 36,513 |
| <b>WA</b>                   |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total non supermarket sales |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total exports               |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total sales                 | 8,890                              |         |       | 8,890  | 387               |         | 387   | 704   |             | 2,500 |         |       | 2,500 | 455               | 10,048 |         |       | 10,048 |
| Total stock on hand #       |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| <b>TOTAL</b>                |                                    |         |       |        |                   |         |       |       |             |       |         |       |       |                   |        |         |       |        |
| Total supermarket sales     | 58,849                             | 1,318   |       | 60,167 |                   |         |       |       |             | 8,321 |         |       | 8,321 | 1,513             | 60,362 | 1,318   |       | 61,680 |
| Total non supermarket sales | 31,886                             | 759     | 935   | 33,580 | 1,416             | 57      | 1,473 | 2,678 |             |       |         |       |       |                   | 34,460 | 863     | 935   | 36,258 |
| Total exports               | 880                                |         |       | 880    |                   |         |       |       |             |       |         |       |       |                   | 880    |         |       | 880    |
| Total sales                 | 91,615                             | 2,077   | 935   | 94,627 | 1,416             | 57      | 1,473 | 2,678 |             | 8,321 |         |       | 8,321 | 1,513             | 95,702 | 2,181   | 935   | 98,818 |
| Total stock on hand         | 62,150                             | 3,126   | 187   | 65,463 | 3,758             | 551     | 17    | 4,326 | 7,865       | 284   |         |       | 284   | 52                | 69,034 | 4,128   | 218   | 73,380 |

# Full data set not included because not enough Sydney wholesalers contributed data this week

# Full data set not included because not enough WA wholesalers contributed data this week

