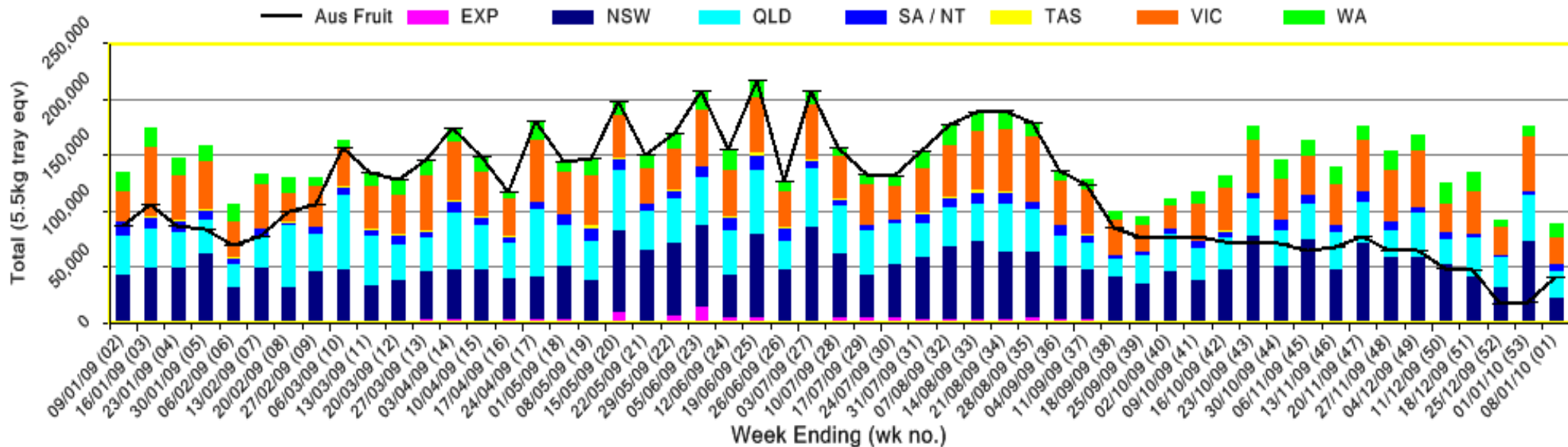


# INFOCADO WEEKLY REPORT: 2nd - 8th January 2010 (Wk 1)

Industry Dispatches 2nd January - 8th January 2010 (Wk 1)													
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 Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total
EXP									576	576			1,152
NSW	443	946	2,202	3,612			3,505	4,678	1,306	1,402	1,310		20,476
QLD	136	874	2,481	5,223			4,349	6,310	1,798	2,742	280		24,422
SA / NT	105	213	484	528			1,282	2,087	618	69	717	2,400	7,126
VIC	1,007	1,114	3,961	5,405	50		3,709	3,989	998	1,646	428		22,657
WA		385	767	2,996	100		3,125	2,766	843		1,374	2,600	13,953
<b>Total</b>	<b>1,691</b>	<b>3,532</b>	<b>9,895</b>	<b>17,764</b>	<b>150</b>	<b>15,970</b>	<b>19,830</b>	<b>6,139</b>	<b>6,435</b>	<b>81,406</b>	<b>4,109</b>	<b>5,000</b>	<b>89,786</b>

Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 265,517 5.5kg tray eqv



## Comments from the CEO

- As you can see we have included the backdated dispatch figures for the New Zealand fruit over the Christmas break.
- The New Zealand forecast has been reduced from 1,934,934 trays at the beginning of the season to now 1,799,965 trays (about a 7% reduction).
- There has been talk about Shepard avocados being picked in North Queensland already. We would like to take this opportunity to remind growers and packers of the negative impact marketing of immature and/or low quality fruit has on the total market.

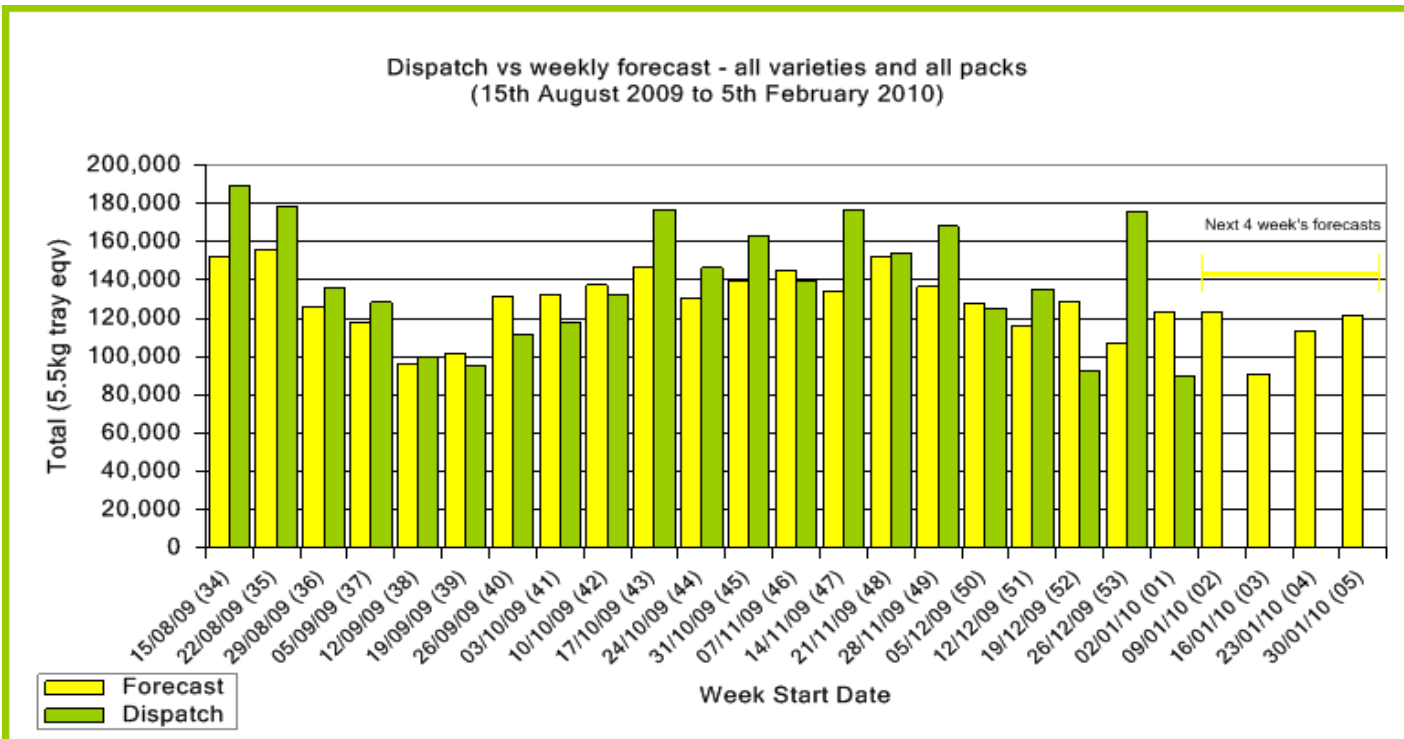


Forecast Data (Week 1 - 5)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
<b>Week 1 - begin 02/01/2010</b>				
Gwen	470	80		<b>615</b>
Hass	117,269	1,970	5,000	<b>121,760</b>
Lamb Hass	300	40		<b>373</b>
Reed	500	30		<b>555</b>
Sharwil	10			<b>10</b>
Wurtz	200	10		<b>218</b>
<b>Week Total</b>	<b>118,749</b>	<b>2,130</b>	<b>5,000</b>	<b>123,531</b>
<b>Week 2 - begin 09/01/2010</b>				
Hass	113,261	3,090	5,000	<b>119,788</b>
Lamb Hass	300	40		<b>373</b>
Reed	2,800	230		<b>3,218</b>
Wurtz	100			<b>100</b>
<b>Week Total</b>	<b>116,461</b>	<b>3,360</b>	<b>5,000</b>	<b>123,479</b>
<b>Week 3 - begin 16/01/2010</b>				
Hass	84,753	2,650	5,000	<b>90,480</b>
Lamb Hass	300	40		<b>373</b>
<b>Week Total</b>	<b>85,053</b>	<b>2,690</b>	<b>5,000</b>	<b>90,853</b>
<b>Week 4 - begin 23/01/2010</b>				
Hass	108,041	2,200	5,000	<b>112,950</b>
Lamb Hass	200	40		<b>273</b>
<b>Week Total</b>	<b>108,241</b>	<b>2,240</b>	<b>5,000</b>	<b>113,223</b>
<b>Week 5 - begin 30/01/2010</b>				
Hass	116,719	2,200	5,000	<b>121,628</b>
<b>Week Total</b>	<b>116,719</b>	<b>2,200</b>	<b>5,000</b>	<b>121,628</b>

Green shading indicates dispatch data

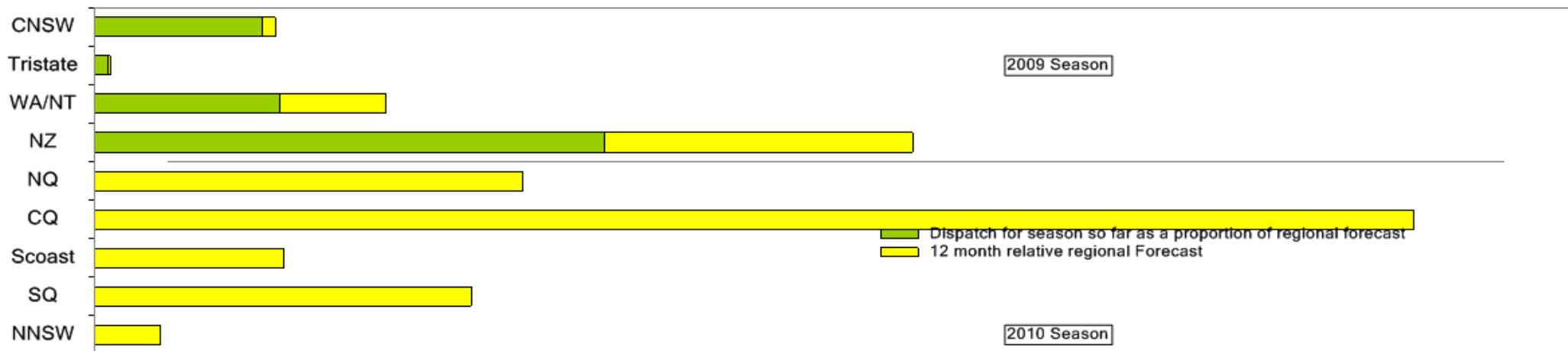
Yellow shading indicates forecast data

Dispatch Data (Week 1 - begin 2/01/2010)				
Variety	Trays	Bulk	P/PK	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Total Trays
Gwen	184	42		<b>260</b>
Hass	78,499	3,659	5,000	<b>86,061</b>
Lamb Hass	520	93		<b>689</b>
Reed	2,203	315		<b>2,776</b>
<b>Total</b>	<b>81,406</b>	<b>4,109</b>	<b>5,000</b>	<b>89,786</b>

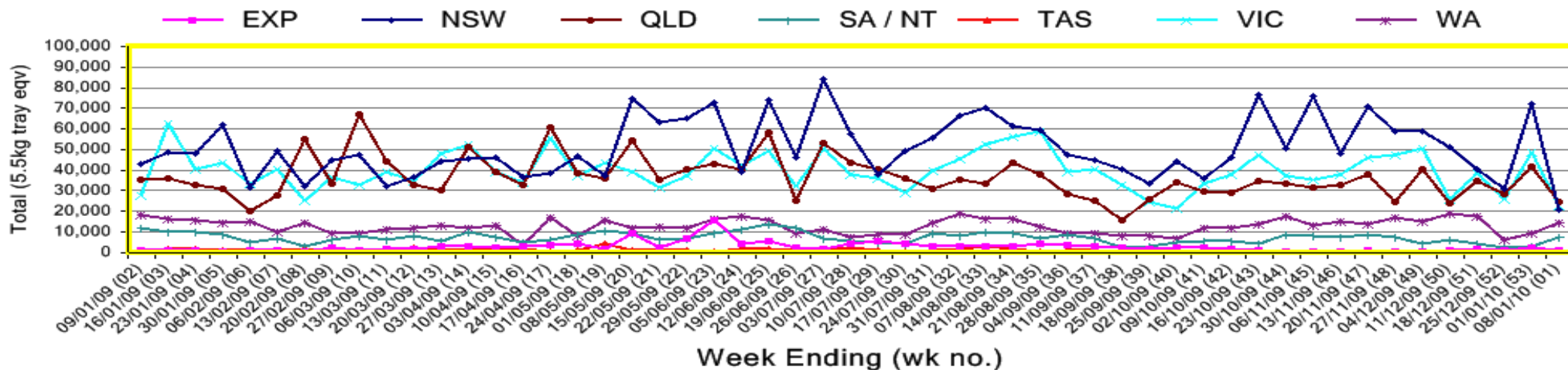


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
<b>NZ Export to Australia Forecast</b>		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	<b>1,799,965</b>
<b>Australia</b>		41,599	321,706	363,357	347,496	207,536				<b>1,281,694</b>
<b>USA</b>	2,727	15,090	22,787	6,183						<b>46,787</b>
<b>Japan</b>	4,519	28,746	64,348	69,842	40,526					<b>207,981</b>
<b>Total</b>	<b>7,246</b>	<b>85,436</b>	<b>408,840</b>	<b>439,382</b>	<b>388,022</b>	<b>207,536</b>				<b>1,536,462</b>

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



Throughput Australian & NZ avocados by destination state  
Throughput 1st January 2010 to date = 265,517 5.5kg tray eqv



**Week 1 contributors - Packhouses**

- Advance Packing & Marketing Services P/L
- Avocado Industry Council (NZAGA)
- Avonova
- C F Fechner
- Chinoola Orchards
- Chislett Developments Pty Ltd
- Delroy Orchards
- Natures Fruit Company
- Sunfresh

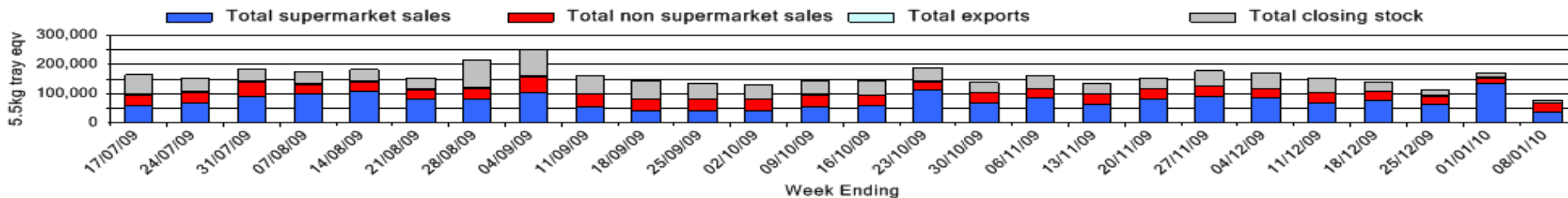
**Week 1 contributors - Wholesalers**

- Dykes Bros (Melbourne)
- Etherington (Perth)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- The La Manna Group (Adelaide)
- The La Manna Group (Melbourne)
- United Fresh (Adelaide)

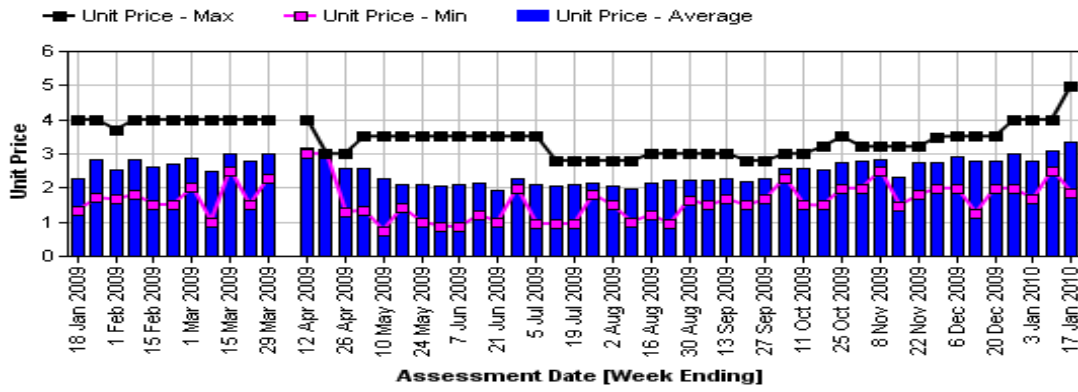
### Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough NSW wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	9,240			9,240											9,240			9,240
<b>Total Stock on Hand</b>																		
QLD																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough Qld wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	28,134			28,134											28,134			28,134
<b>Total Stock on Hand</b>																		
SA & TAS																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough SA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	4,763		135	4,898	592			592	1,076	2,400			2,400	436	6,275		135	6,410
<b>Total Stock on Hand</b>																		
VIC																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Full data set not included because not enough Vic wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>	13,662		387	14,049	642		606	1,248	2,269						14,829		1,489	16,318
<b>Total Stock on Hand</b>																		
WA																		
<b>Total supermarket sales</b>																		
<b>Total non supermarket sales</b>	# Data set not included because not enough WA wholesalers contributed data this week																	
<b>Total exports</b>																		
<b>Total sales</b>																		
<b>Total Stock on Hand</b>																		
Total																		
<b>Total supermarket sales</b>	37,685		36	37,721	143		143	260	5,000			5,000	909	38,854		36	38,890	
<b>Total non supermarket sales</b>	24,077		486	24,563	1,952		606	2,558	4,651					27,626		1,588	29,214	
<b>Total exports</b>	576			576										576			576	
<b>Total sales</b>	62,338		522	62,860	2,095		606	2,701	4,911	5,000		5,000	909	67,056		1,624	68,680	
<b>Total Stock on Hand</b>	7,287		195	7,482	1,387		191	1,578	2,869					9,809		542	10,351	

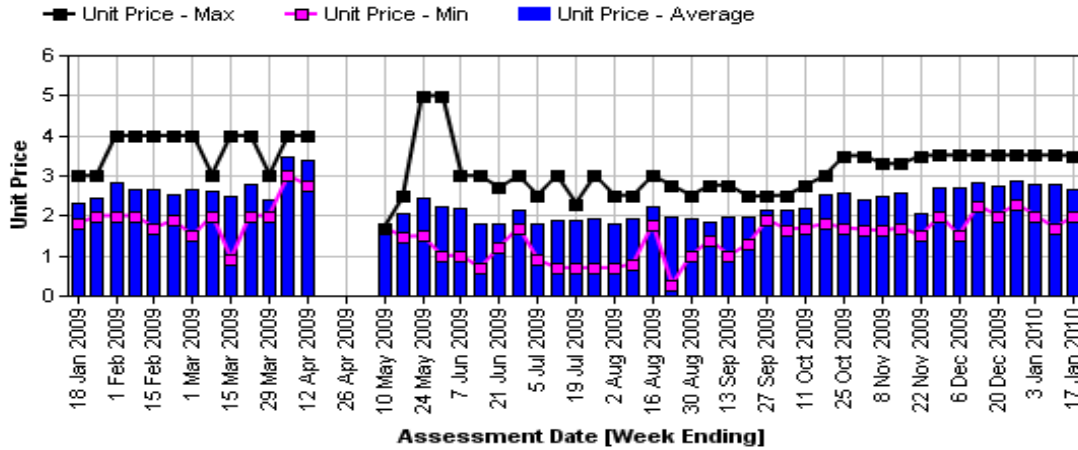
Weekly National Sales



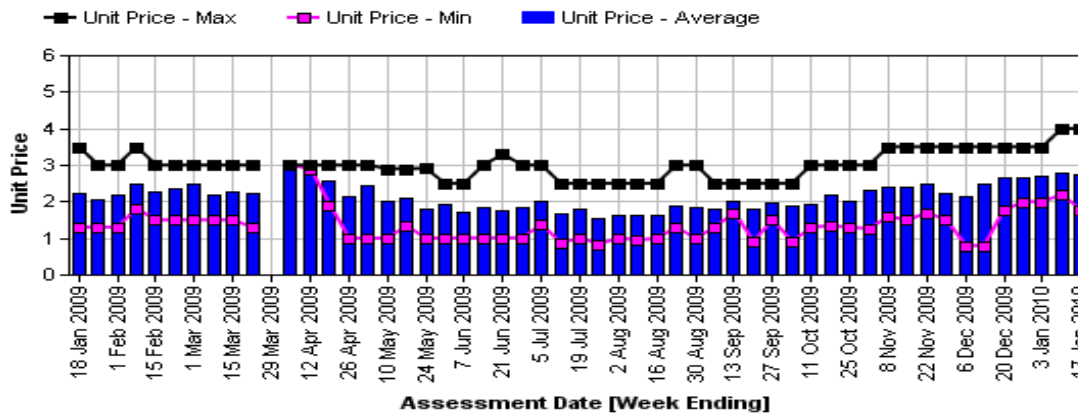
### Hass Avocado Average Retail Prices - Sydney



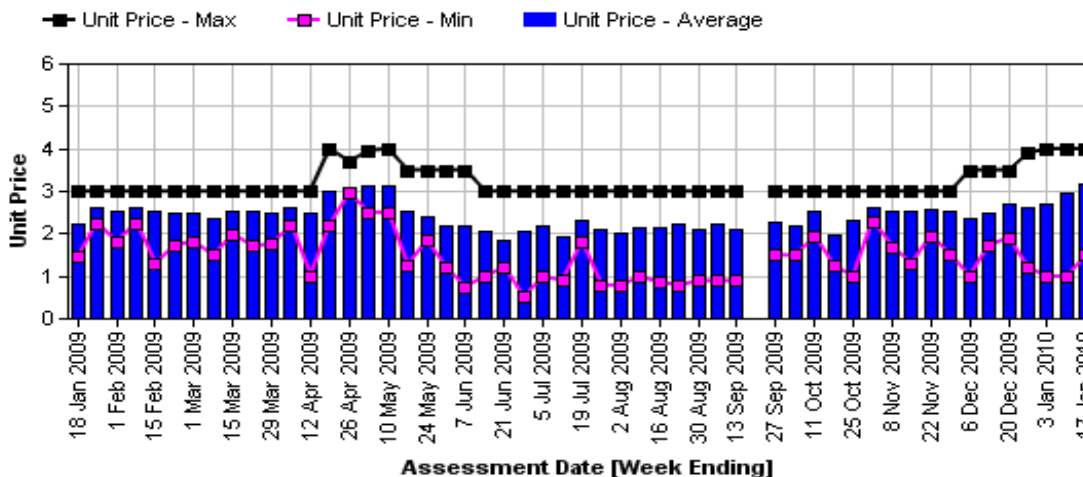
### Hass Avocado Average Retail Prices - Melbourne



### Hass Avocado Average Retail Prices - Brisbane



### Hass Avocado Average Retail Prices - Perth



## Retail Prices by City, Store and Variety - 11th January 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>SYDNEY</b>					
Coles	Hass	260	1.85	Cat	NZ
Coles	Hass	260	1.85	Cat	NS
IC	Reed	400	2.99	No	Aus
IC	Hass	260	2.99	No	NZ
IGA	Hass	250	2.99	No	NZ
Woolworths	Hass	270	3.25	No	Mixed
Woolworths	Hass	270	3.25	No	NZ
Woolworths	Hass	260	3.25	No	Mixed
I	Reed	470	3.49	No	Aus
Foodworks	Hass	275	3.49	No	NS
IGA	Hass	240	3.49	No	NS
IC	Hass	290	3.49	No	NZ
I	Reed	320	3.49	No	Aus
IC	Reed	390	3.49	No	Aus
IC	Hass	255	3.49	No	NZ
I	Hass	245	3.99	No	Aus
I	Hass	285	3.99	No	Aus
I	Reed	380	3.99	No	Aus
I	Hass	265	3.99	No	NS
I	Hass	300	4.99	No	NS
<b>BRISBANE</b>					
Coles	Hass	240	1.75	Cat	NZ
Coles	Hass	240	1.75	Cat	NZ
Coles	Hass	290	1.75	Cat	NZ
IGA	Hass	250	2.49	No	NZ
IC	Hass	160	2.59	No	Aus
I	Hass	190	2.69	No	Aus
Woolworths	Hass	220	2.98	No	Aus
Woolworths	Hass	185	2.98	No	Mixed
Woolworths	Hass	205	2.98	No	Mixed
IGA	Hass	280	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	180	2.99	No	Aus
I	L Hass	180	2.99	No	Aus
IC	Hass	245	2.99	Store	Aus
IGA	Hass	240	2.99	No	NS
I	Hass	330	3.99	Store	Aus

### 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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
<b>MELBOURNE</b>					
I	Hass	185	1.99	No	NS
I	Hass	270	1.99	No	NS
I	Hass	210	1.99	No	NS
Coles	Hass	245	2.48	No	NZ
Coles	Hass	240	2.48	No	NZ
Coles	Hass	275	2.48	No	Aus
IC	Hass	260	2.75	No	NZ
Safeway	Hass	295	2.75	No	NZ
Safeway	Hass	200	2.75	No	NZ
Safeway	Hass	225	2.75	No	NZ
I	Hass	280	2.99	No	NS
I	Hass	315	3.25	No	NS
I	Hass	305	3.25	No	NS
I	Hass	305	3.49	No	NZ
<b>PERTH</b>					
Coles	Hass	255	1.49	No	Aus
I	Hass	270	1.95	No	Aus
IS	Hass	245	2.79	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	250	2.99	No	Aus
I	Hass	260	2.99	No	Aus
Woolworths	Hass	195	3.42	No	Aus
Woolworths	Hass	225	3.42	No	Aus
Woolworths	Hass	190	3.42	No	Aus
Coles	Hass	235	3.48	No	Aus
Coles	Hass	245	3.48	No	Aus
IGA	Hass	270	3.49	No	NS
IGA	Hass	275	3.49	No	Aus
IGA	Hass	235	3.69	No	Aus
I	Hass	280	3.99	No	Aus
IS	Hass	305	3.99	No	Aus

### Store Codes

I = Independent Fruit and Vegetable stores  
 IC = Independent Fruit and Vegetable store Chains  
 IS = Independent Supermarkets

### 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