CALIFORNIA KIWIFRUIT COMMISSION MONTHLY REPORT FOR CANADA – JANUARY 2010

KIWIFRUIT STORE AUDITS: **January month-end**

- Overwaitea back into California kiwifruit after running with Italy in December and early January

Banner	Prov	Pack/Size (bulk, 1#, 2# bag, 1kg, 2kg punnet, other)	Origin - Country	Price	Label/Shipper	Notes
Métro	ON	Bulk Green 1# bag 1kg punnet Organic Green 1# mesh bag	Italy Italy Italy Italy	5/1.99 1.99 3.99 2.49	- - - Delicioso	PLU 4030 p/b Fresh Taste, 8ct p/b Fresh Taste, 13 - 14ct p/b les Aliments Bercy, 7ct
Basics	ON	1# mesh bag	Italy	1.15	-	7ct
Loblaws	ON	Bulk Green Bulk Organic	Italy CA	3/0.99 0.79	- Wild River	PLU 4030 PLU 94030
No Frills	ON	Bulk Green 1kg Green bag	Italy Italy	3/0.99 3.69	-	PLU 4030 p/b Burnac, 13 – 15ct
Sobeys	ON	Bulk Green 1kg Green Punnet Organic Green 1# bag	Italy Italy CA	0.45 3.49 3.49	- Agrilepidio Earthbound	PLU 4030 p/b Marcan, Fresh Taste, 12-13ct 8ct
Price Chopper	ON	Bulk Green 1kg Green Punnet	Italy Italy	5/1.00 2.99	- -	- p/b Marcan, 13-14ct
RCSS	AB	Bulk Green Green 1 kg bag Organic Green 1# bag	CA CA CA	0.38 3.48 1.99	- Sun Pacific -	PLU 4030 15ct 7ct
Safeway	AB	Bulk Green Green 1# bag Organic Green Bulk Organic Green 1# bag	CA CA CA CA	0.69 2.49 1.29 3.99	- Trinity - Sierra	PLU 4030 7ct PLU 94030 9ct
Sobeys	AB	Bulk Green	CA	4/$1.00		PLU 4030
Calgary Coop	AB	Bulk Green 1 lb bag Green	Italy CA	3/0.99 2/$4.00	- Oppy	PLU 4030 7ct
Save-On Foods	AB	Bulk Green Organic Green Bulk	CA CA	2/$1.00 0.89	-	PLU 4030 PLU 94030
Wal-Mart S/Center	AB	Bulk Green Green 1# bag	CA CA	0.37 1.47	- Stellar	PLU 4030 7ct
Métro	QC	Bulk Green 2# Green punnet	Italy Italy	4/1.99 3.99	Made in Blu Made in Blu	- p/b Marcan, 14 – 15ct
Super C	QC	Bulk Green 2# Green punnet Organic Green 1# mesh bag	Italy Italy Itlay	2/0.99 3.49 2.49	Made in Blu - Delicioso	- p/b Marcan, 14 – 15ct 7ct
Loblaws	QC	Bulk	Italy	2/0.99	Oscar	
Maxi	QC	Bulk Green 1kg bag	Italy Italy	2/0.99 3.99	- -	- p/b Burnac, 13 – 15ct
IGA	QC	Bulk Green 2# Green punnet	Italy Italy	6/$3 1.99	Made in Blu -	- p/b Marcan, 13ct

		Organic Green 2# punnet	Italy	No price	-	-

TRADE CALLS, PROMOTIONS TO COME/RUNNING/EXECUTED:
LOBLAW COMPANIES, ON: Category Managers for both conventional and organic kiwifruit have been running *Calif*-branded kiwifruit flyers, as per the Merchandising Agreement presented in November. Promotion is ongoing.