CALIFORNIA KIWIFRUIT COMMISSION MONTHLY REPORT FOR CANADA – OCTOBER 2009

KIWIFRUIT STORE AUDITS: October month-end

Banner	Prov	Pack/Size (bulk, 1#, 2# bag, 1kg, 2kg punnet, other)	Origin - Country	Price	Label/Shipper	Notes
Métro	ON	Bulk Green 1# bag (6/7ct)	NZ Chile	2/0.98 2/$3	NZ p/b Fresh Taste	
Basics	ON	1# bag (7ct)	CA	1.49	p/b Catania	
Loblaws	ON	Bulk Green Bulk Organic	NZ CA	3/0.99 0.69	Zespri Wild River	
No Frills	ON	Bulk Green 2# bag	NZ NZ	3/0.97 3.69	Zespri Oppy	Sweepstakes for trip to NZ in-pack
Sobeys	ON	Bulk Green 1kg punnet (8ct)	NZ NZ	0.45 2.99	Zespri Zespri	
Price Chopper	ON	Bulk Green 1kg punnet (8ct)	NZ NZ	3/0.99 2.99	Zespri Zespri	
RCSS	AB	Bulk Green Green 1 kg bag Organic Green 1# bag	CA CA NZ	0.38 3.48 3.49	- Oppy Zespri	30ct
Safeway	AB	Bulk Green Green 1# bag Organic Green Bulk	NZ NZ NZ	0.69 2.79 1.29	Zespri Zespri	33ct 39ct
Sobeys	AB	Bulk Green Green 1# bag organic	CA CA	3/0.99 3.49	- 4-Earth	30ct -
Calgary Coop	AB	Bulk Green 1 lb bag Green Green 1# bag organic	NZ NZ NZ	3/1.99 2.49 2.49	Zespri Zespri Zespri	30ct - -
Save-On Foods	AB	Bulk Green 1 lb bag Green Organic Green Bulk	CA CA CA	3/$1.00 2.49 0.69		33ct 39ct
Wal-Mart S/Center	AB	Bulk Green Green 1# bag	CA CA	0.47 1.47	- Stellar	39ct -
Métro	QC	Bulk Green 1# bag	NZ NZ	3/0.99 2/$5.00	Zespri Zespri	
Super C	QC	Bulk	NZ	2/0.99	Zespri	
Loblaws	QC	Bulk Green 1kg punnet	NZ NZ	2/0.99 4.69	Zespri Oppy	
Maxi	QC	None				
IGA	QC	Bulk	NZ	3/$5.00	Zespri	

TRADE CALLS, PROMOTIONS TO COME/RUNNING/EXECUTED:

As per the October month-end list above, there are currently 5 retailers now into the CK deal:

- Loblaws Ontario (bulk organic)
- Real Canadian Superstore West (bulk green; 1kg green bag)
- Sobeys West (bulk green; 1# green organic bag)
- Overwaitea/Save-On Foods (bulk green; 1# green bag, organic green bulk)
- Wal-Mart Supercentre (bulk green; 1# green bag)

Loblaws is Canada's #1-ranked retailer so they will be the first to be offered promotional funding. Since it is the same Category Manager for both Loblaws and RCSS, I have scheduled a meeting on November 19th to meet with him regarding allocation of available CK funding for:

- Multiple pricing at regular retail (0.38each on conventional; 0.69each on organic)
- Flyer ad placement

I have also scheduled a meeting that same day to speak with the Loblaws CM for organics.

Pending Loblaws' CMs replies and levels of commitment, I will move to target the next largest retailer in the group - Sobeys West, funding permitted.

OTHER: