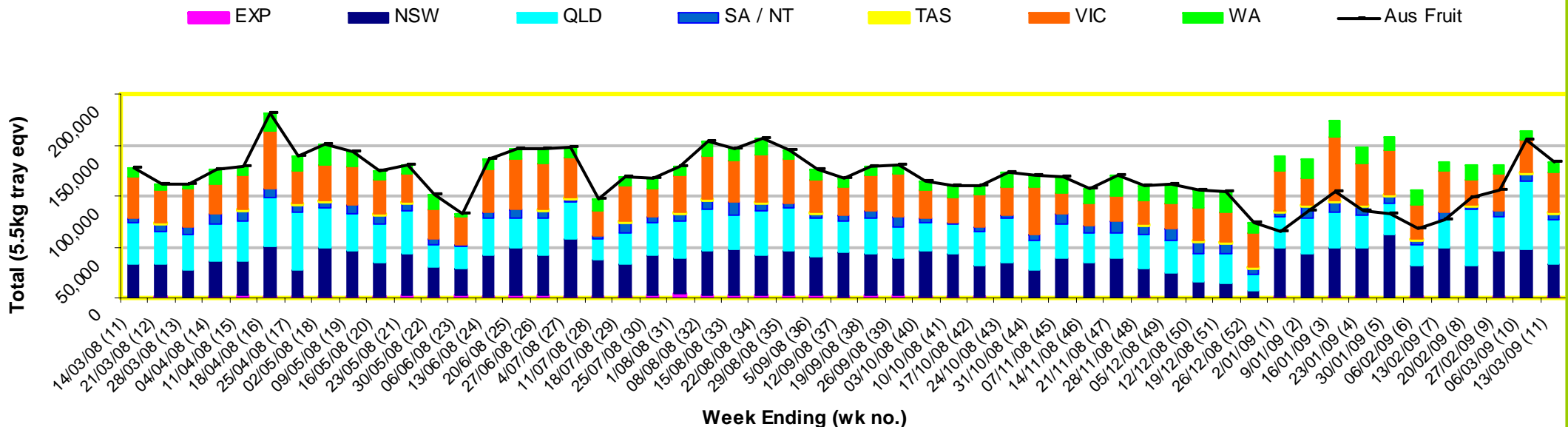


INFOCADO WEEKLY REPORT: 7th - 13th March 2009 (Wk 11)

Industry Dispatches 7th - 13th March 2009 (Wk 11)

Dest. State	5.5kg									5.5kg Total	Bulk 10Kg	P/PK Kg	Other Kg	5.5Kg Eqv Trays All Total
	<16	16	18	20	22	23	25	28	28+					
EXP								810	830	1,640				1,640
NSW	13	156	1,493	3,977	703	8,125	3,444	3,039	65	21,015	2,016	38,214		31,628
QLD	60	93	2,457	4,902	557	5,147	11,774	4,949		29,939	4,916	23,430	5,522	44,141
SA / NT		24	148	1,212		371	2,365	42		4,162	642	2,376		5,761
TAS							890			890				890
VIC	83	820	5,596	9,735	209	9,687	1,210	1,760	18	29,118	4,583	7,304		38,779
WA	473	613	590	1,974	15	2,128	2,446	289	14	8,542	239	10,500		10,886
Total	629	1,706	10,284	21,800	1,484	25,458	22,129	10,889	927	95,306	12,396	81,824	5,522	133,725

Throughput Australian & NZ avocados by destination State Throughput 1st January 2009 to date = 1,554,033 5.5kg tray eqv



Comments from the CEO

- Dispatches were much lower than was forecast. This is mainly a result of rain in the three major growing regions in season including Central Queensland, North Queensland and also Western Australia. New Zealand also did not dispatch fruit as forecast.
- As you would expect with the high quantities of fruit dispatched to Brisbane last week, both Coles and Woolworths are on add in Brisbane this week.

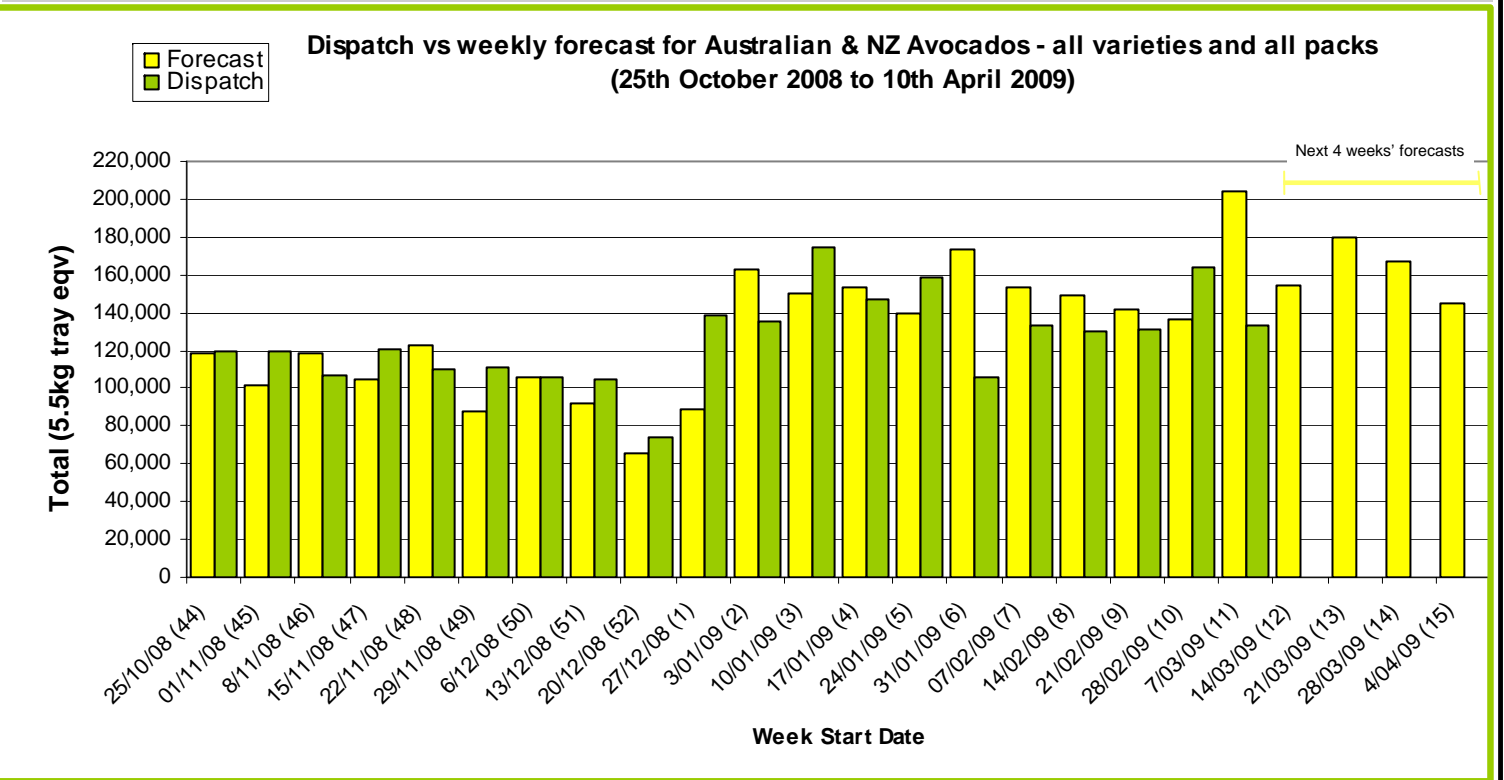


Forecast Data (Week 11 - 15)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 11—begin 7/03/09				
Fuerte	1,500	40		1,573
Hass	31,084	1,230	10,000	35,138
Shepard	128,764	15,705	57,000	167,683
Week Total	161,348	16,975	67,000	204,394
Week 12—begin 14/03/09				
Fuerte	2,000	40		2,073
Hass	13,614	1,349	2,500	16,522
Shepard	109,100	11,571	29,500	135,502
Week Total	124,714	12,960	32,000	154,096
Week 13 —begin 21/03/09				
Fuerte	1,500	40		1,573
Hass	19,210	1,165	3,000	21,873
Shepard	128,584	11,062	42,000	156,333
Week Total	149,294	12,267	45,000	179,780
Week 14 —begin 28/03/09				
Fuerte	1,500	20		1,536
Hass	14,291	1,030	3,000	16,709
Shepard	123,343	11,012	31,800	149,147
Week Total	139,134	12,062	34,800	167,392
Week 15 —begin 4/04/09				
Fuerte	1,500	25		1,545
Hass	13,645	1,035	3,000	16,072
Shepard	107,591	7,595	31,500	127,127
Week Total	122,736	8,655	34,500	144,745

Green shading indicates dispatch data

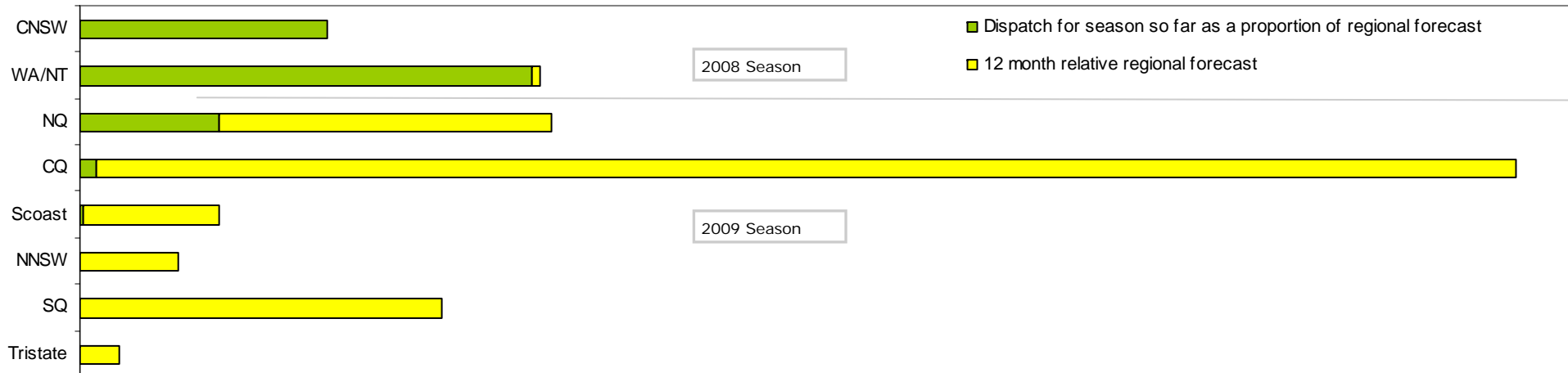
Yellow shading indicates forecast data

Dispatch Data (Week 11 - begin 7/03/09)					
Variety	Trays	Bulk	P/Pk	Other	5.5Kg Eqv
	5.5kg eqv	10Kg	Kg	Kg	Total Trays
Fuerte	965	46			1,049
Hass	15,985	692	10,500		19,152
Lamb Hass	978	31			1,034
Shepard	77,379	11,627	71,324	5,522	112,491
Total	95,307	12,396	81,824	5,522	133,726

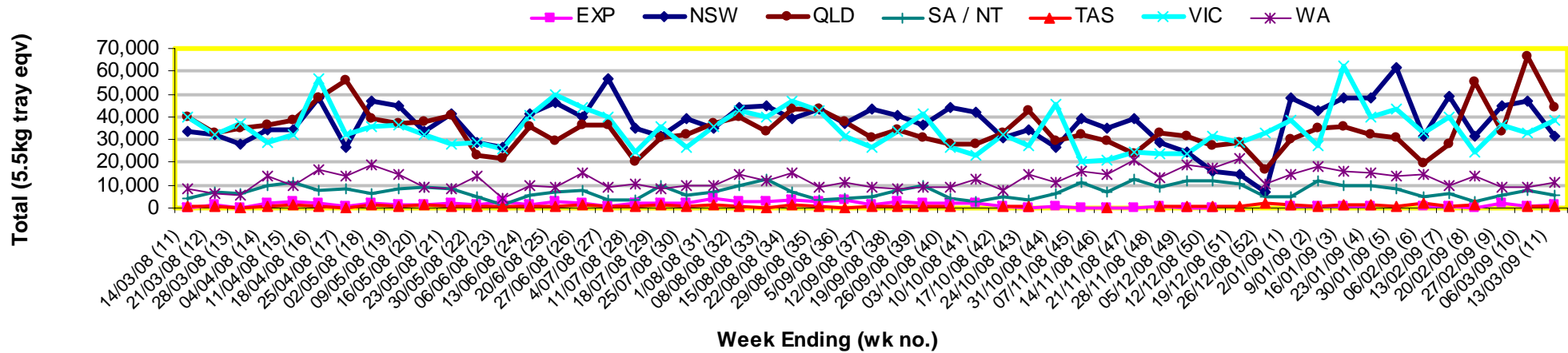


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2008-April 2009											
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date	
NZ Export Forecast		26,730	177,487	319,958	378,497	304,722	122,824	6,282		1,336,500	
Australia		7,713	210,274	312,989	345,200	235,527				1,111,703	
USA											
Japan		3,920	21,563	37,519	27,534	9,600				100,135	
Total		11,633	231,837	350,508	372,734	245,127				1,211,838	

Percentage dispatched by region (Based on seasonal forecast - 2009)



Throughput Australian & NZ avocados by destination State
Throughput 1st January 2009 to date = 1,554,033 5.5kg tray eqv



Week 11 contributors - Packhouses

- | | |
|----------------------------------|-----------------------------------|
| Avocado Industry Council (NZAGA) | Mariners Rest |
| Avocados With Altitude Pty Ltd | Natures Fruit Company |
| Avonova | One Harvest |
| Battistin Orchards | R & M Waterman |
| Delroy Orchards | Simpsons Farms Pty Ltd |
| Donovan Family Investment trust | Sunfresh |
| Gunnado Farm | SuperPak Group Pty Ltd |
| Hilltop Mareeba | Willow Creek Strawberries Pty Ltd |
| J & K Hummer | Zanfar Pty Ltd |
| Lavers Orchards | |

Week 11 contributors - Wholesalers

- | | |
|---------------------------------------|---------------------------------|
| 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) |
| Mercer Mooney (Perth) | United Fresh (Adelaide) |
| Quality Produce International (Perth) | |

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																		
Total non supermarket sales	# Full data set not included because not enough Sydney wholesalers contributed data this week																	
Total exports																		
Total sales		7,406		7,406		176		176	320		38,214		38,214	6,948		14,674		14,674
Total stock on hand																		
QLD																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not included because not enough Brisbane wholesalers contributed data this week																	
Total exports																		
Total sales	17	22,698		22,715		1,496		1,496	2,720	16	23,430		23,446	4,263	20	29,678		29,697
Total stock on hand																		
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not included because not enough Adelaide wholesalers contributed data this week																	
Total exports																		
Total sales	4,490	1,460	57	6,007	538	264		802	1,458		2,376		2,376	432	5,468	2,372	57	7,898
Total stock on hand #																		
VIC																		
Total supermarket sales	1,187	16,327		17,514							7,128		7,128	1,296	1,187	17,623		18,810
Total non supermarket sales	7,204	3,425		10,630	433	484		917	1,667						7,992	4,305		12,297
Total exports																		
Total sales	8,391	19,753		28,144	433	484		917	1,667		7,128		7,128	1,296	9,179	21,929		31,107
Total stock on hand	5,611	1,609		7,220	536	834		1,370	2,491						6,585	3,126		9,711
WA																		
Total supermarket sales	3,697			3,697						10,500		10,500	1,909	5,606				5,606
Total non supermarket sales	5,184			5,184	806			806	1,465					6,649				6,649
Total exports																		
Total sales	8,881			8,881	806			806	1,465	10,500		10,500	1,909	12,256				12,256
Total stock on hand #	5,902			5,902	38			38	69					5,971				5,971
TOTAL																		
Total supermarket sales	6,576	43,915		50,491		983		983	1,787	10,500	71,148		81,648	14,845	8,485	58,638		67,123
Total non supermarket sales	15,203	5,762	57	21,023	1,777	1,437		3,214	5,844	16			16	3	18,437	8,375	57	26,869
Total exports		1,640		1,640												1,640		1,640
Total sales	21,779	51,317	57	73,153	1,777	2,420		4,197	7,631	10,516	71,148		81,664	14,848	26,922	68,653	57	95,632
Total stock on hand	13,563	6,203	502	20,269	688	1,201		1,889	3,435	11			11	2	14,816	8,387	502	23,705

Weekly National Sales

