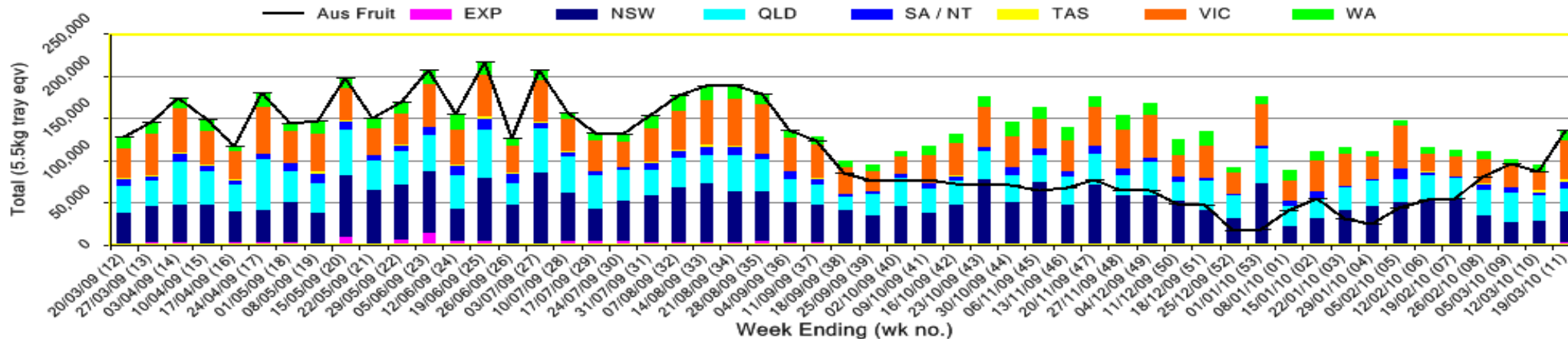


INFOCADO WEEKLY REPORT: 13th - 19th March 2010 (Wk 11)

Industry Dispatches 13th March - 19th March 2010 (Wk 11)

Dest. State	5.5kg										Trays -	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total	
EXP				50				2,192	746	2,988						2,988
NSW		54	751	5,453	2,086	6,335	6,130	4,725	162	25,696	6,007	2,690				37,107
QLD	2	124	354	2,196	211	2,949	12,358	2,214	304	20,712	1,896	4,714	7,900	304		26,507
SA / NT				50	94	278	4,542			4,964	288	13,365				7,918
TAS							1,944			1,944	576	108				3,011
VIC	50	342	3,886	8,645	929	11,394	7,715	4,193	253	37,407	4,187	9,222				46,697
WA	83	203	692	598		2,613	4,542	308	368	9,407	1,341					11,845
Total	135	723	5,683	16,992	3,320	23,569	37,231	13,632	1,833	103,118	14,295	30,099	7,900	304		136,073

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 1,425,488 5.5kg tray eqv



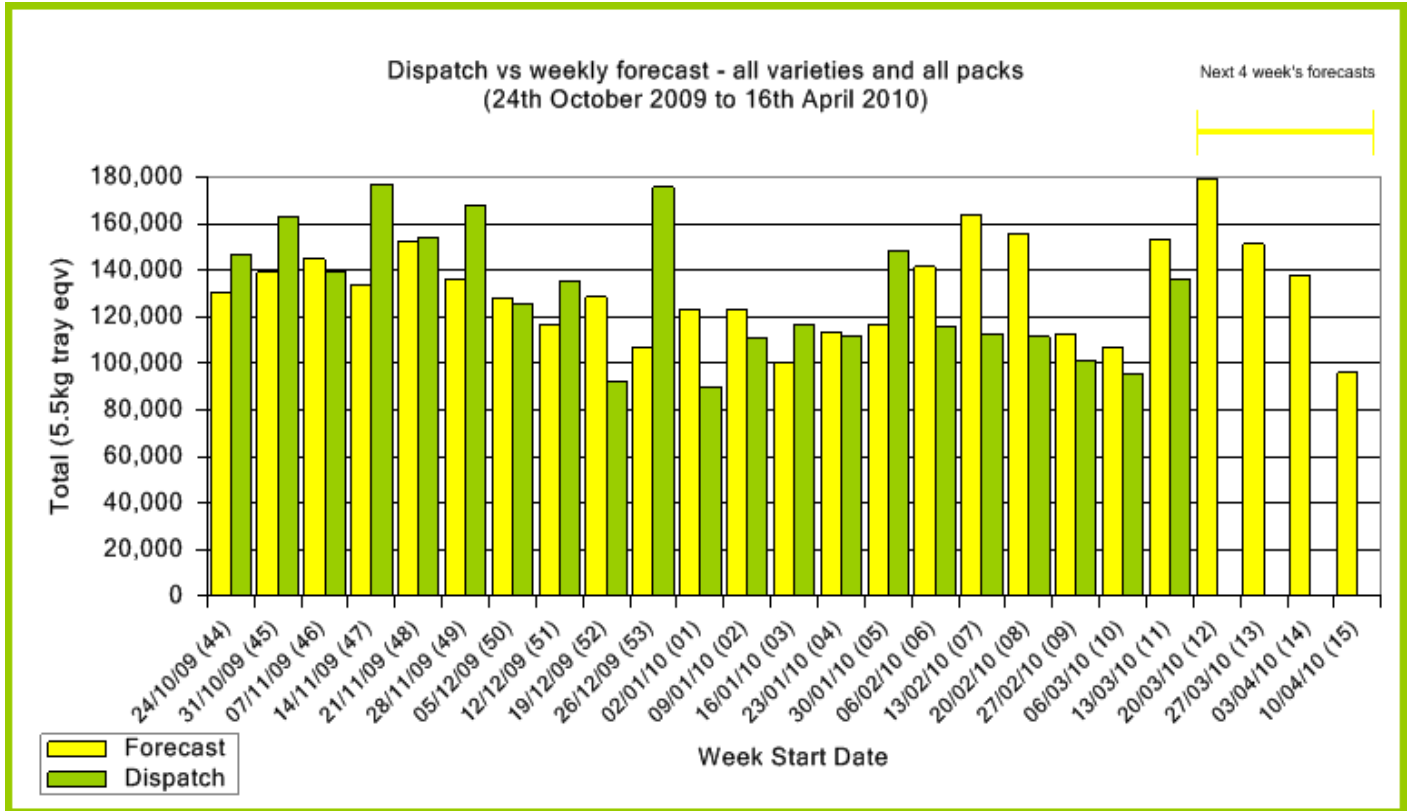
Comments from the CEO

- REMEMBER THAT THE WEEKS BEGINNING SATURDAY 27TH MARCH AND SATURDAY 3RD APRIL INCLUDE EASTER PUBLIC HOLIDAYS. PLEASE REMEMBER TO TAKE THAT INTO ACCOUNT WHEN UPDATING YOUR WEEKLY FORECASTS.
- Volumes have started to pick up, with the rain slowing down supply over the last month.
- Retail prices remain reasonable in Brisbane and Melbourne, Sydney has crept up and Perth is extremely high but this should be corrected with fruit arriving this week in Perth.



Forecast Data (Week 11 - 15)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 11 - begin 13/03/2010					
Fuerte	1,650	100			1,832
Hass	5,280	50			5,371
Lamb Hass	120	8			135
Shepard	125,686	8,350	22,200	1,500	145,177
Wurtz	600	10			618
Week Total	133,336	8,518	22,200	1,500	153,132
Week 12 - begin 20/03/2010					
Fuerte	1,650	100			1,832
Hass	844	34			906
Lamb Hass	100	6			111
Shepard	151,660	8,875	39,000	4,000	175,614
Wurtz	800	20			836
Week Total	155,054	9,035	39,000	4,000	179,299
Week 13 - begin 27/03/2010					
Fuerte	200	70			327
Hass	634	32			692
Shepard	131,098	6,675	35,000	1,500	149,871
Wurtz	500	20			536
Week Total	132,432	6,797	35,000	1,500	151,427
Week 14 - begin 03/04/2010					
Sharwil	500	100			682
Shepard	119,353	6,250	33,000	1,500	136,990
Week Total	119,853	6,350	33,000	1,500	137,671
Week 15 - begin 10/04/2010					
Hass	3,247	700			4,520
Sharwil	500	100			682
Shepard	82,419	1,400	32,000		90,782
Week Total	86,166	2,200	32,000		95,984

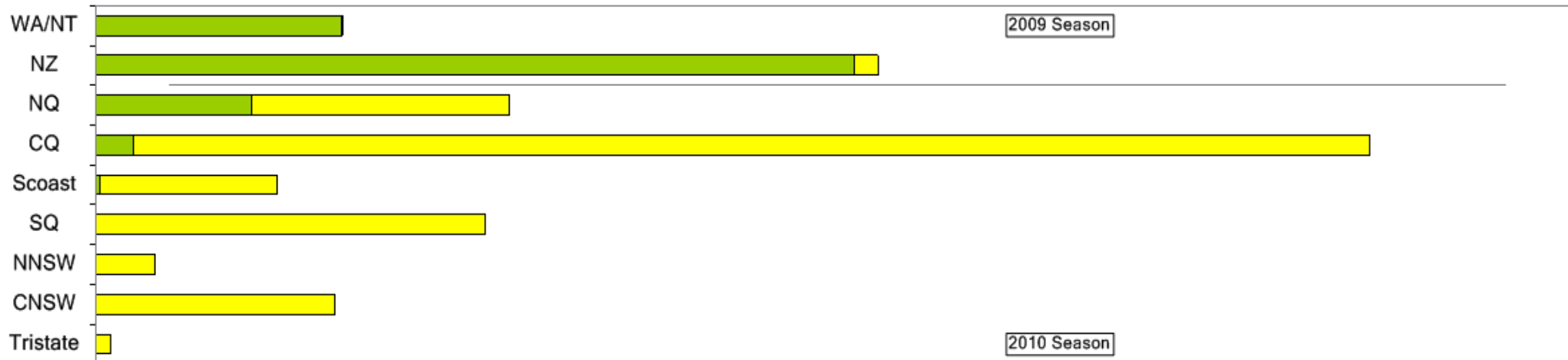
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 11 - begin 13/03/2010)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	860	94				1,031
Hass	736	53				832
Lamb Hass	172	19				207
Shepard	100,861	14,123	30,099	7,900	304	133,503
Wurtz	488	6				499
Total	103,117	14,295	30,099	7,900	304	136,072



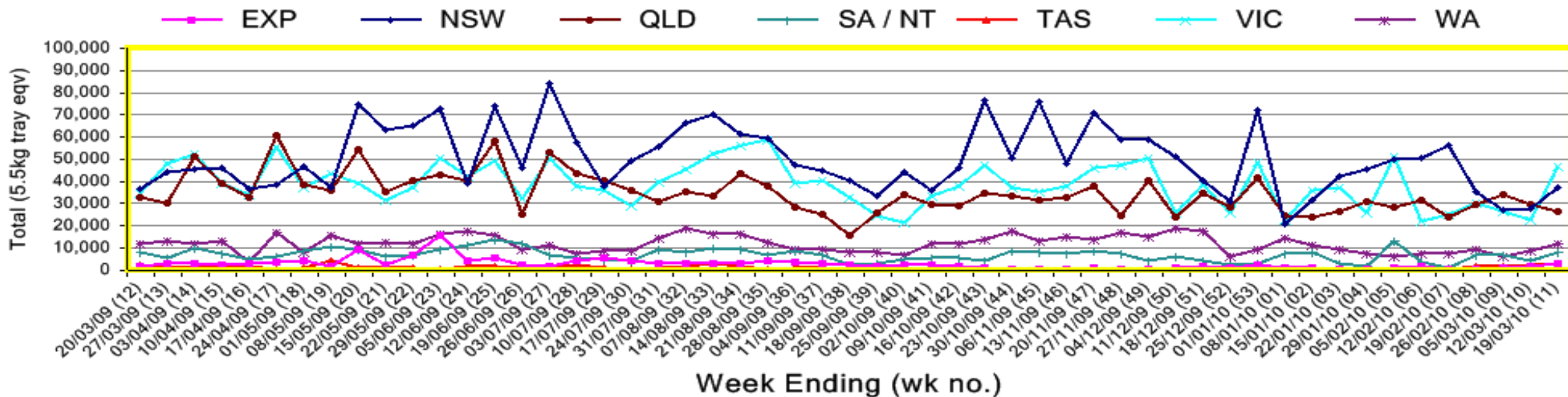
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	258,767	15,670		1,788,286
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	45,244	14,154				226,853
Total	7,246	85,436	408,840	439,382	392,740	453,845	258,767	15,670		2,061,926

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

Dispatch for season so far as a proportion of regional forecast 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 1,425,488 5.5kg tray eqv



Week 11 contributors - Packhouses

Aussie Orchards Growers & Packers	J & K Hummer	R & M Waterman
Avocados With Altitude Pty Ltd	Lavers Orchards	Simpson Farms Pty Ltd
Bellview Orchards Pty Ltd	Lone Gum Avocados	Sunfresh
Blushing Acres Pty Ltd	Natures Fruit Company	Sunnyspot Packhouse PL
Donovan Family Investment Trust	NZ Avocado Industry Council	SuperPak
Hilltop Mareeba	One Harvest	Zanfar Pty Ltd
ID & AM Leighton		

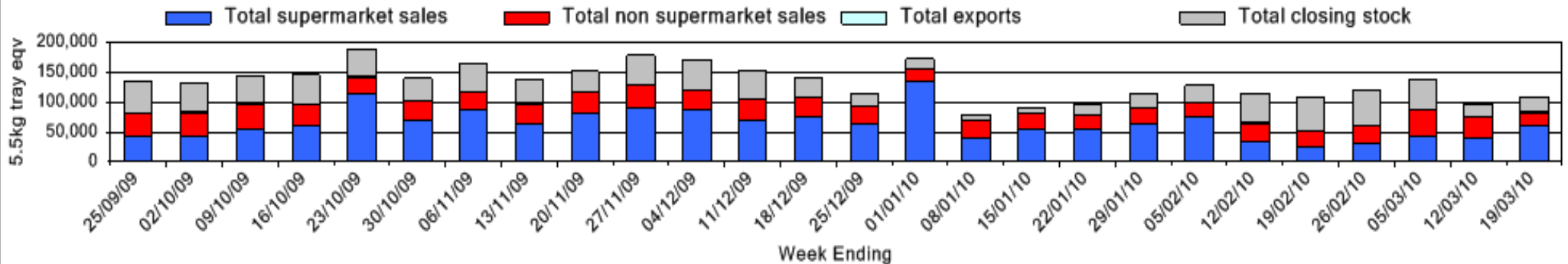
Week 11 contributors - Wholesalers

Costa Exchange Trading (Adelaide)	The La Manna Group (Adelaide)
Dykes Bros (Melbourne)	The La Manna Group (Brisbane)
Etherington (Perth)	The La Manna Group (Melbourne)
Kelly's (Melbourne)	United Fresh (Adelaide)
Murray Bros (Brisbane)	Romeos (Brisbane)
Quality Produce International (Perth)	

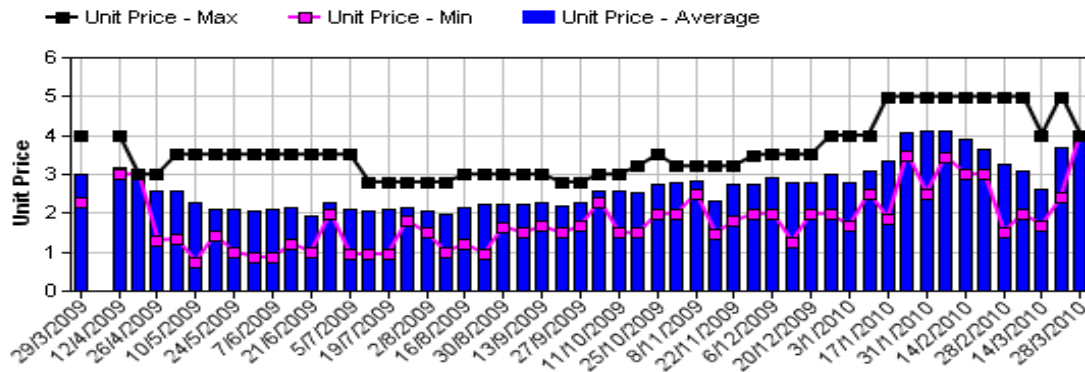
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	Hass	Shepard	Other	Total	5.5Kg	Hass	Shepard	Other	Total	
NSW																			
Total supermarket sales																			
Total non supermarket sales	# Data set not displayed because not enough NSW wholesalers contributed data this week																		
Total exports																			
Total sales																			
Total Stock on Hand																			
QLD																			
Total supermarket sales	2,662	8,924		11,586							4,714		4,714	857	2,662	9,781		12,443	
Total non supermarket sales	10,354	976		11,330		131		131	238					10,354	1,214		11,568		
Total exports		2,988		2,988												2,988		2,988	
Total sales	13,016	12,888		25,904		131		131	238		4,714		4,714	857	13,016	13,984		26,999	
Total Stock on Hand	12,392	772		13,164		326		326	593					12,392	1,365		13,757		
SA & TAS																			
Total supermarket sales		8,042		8,042		576		576	1,047		30	13,473		13,503	2,455	5	11,539	11,545	
Total non supermarket sales	1,525	344		1,869	151	16		167	304		1			1	1,800	373		2,173	
Total exports																			
Total sales	1,525	8,386		9,911	151	592		743	1,351		31	13,473		13,504	2,455	1,805	11,912	13,717	
Total Stock on Hand	1,818	5,449	264	7,531	567	568	5	1,140	2,073		41			41	7	2,856	6,482	273	9,611
VIC																			
Total supermarket sales		15,330		15,330								9,222		9,222	1,677		17,006	17,006	
Total non supermarket sales	900	3,042		3,942	4	776		780	1,418						907	4,453		5,360	
Total exports																			
Total sales	900	18,372		19,271	4	776		780	1,418			9,222		9,222	1,677	907	21,459	22,366	
Total Stock on Hand		1,050		1,050	30	224		254	462						55	1,457		1,511	
WA																			
Total supermarket sales																			
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																		
Total exports																			
Total sales	1,170	6,313	227	7,710	165	384		549	998						1,470	7,011	227	8,708	
Total Stock on Hand																			
Total																			
Total supermarket sales	3,556	47,265	11	50,832		2,112		2,112	3,840		30	27,409		27,439	4,989	3,561	56,088	11	59,661
Total non supermarket sales	13,945	4,362	216	18,523	320	923		1,243	2,260		1			1	14,527	6,040	216	20,783	
Total exports		2,988		2,988												2,988		2,988	
Total sales	17,501	54,615	227	72,342	320	3,035		3,355	6,100		31	27,409		27,440	4,989	18,088	65,116	227	83,431
Total Stock on Hand	14,573	7,271	264	22,108	655	1,118	5	1,778	3,233		41			41	7	15,772	9,303	273	25,348

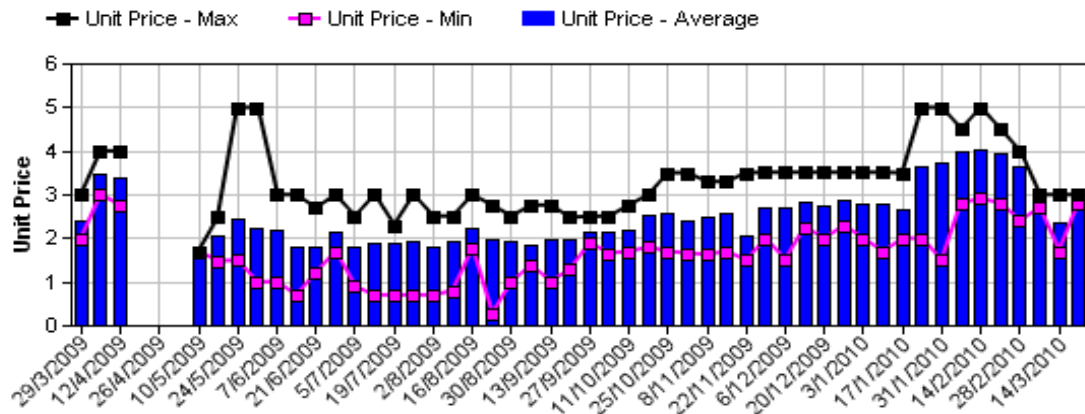
Weekly National Sales



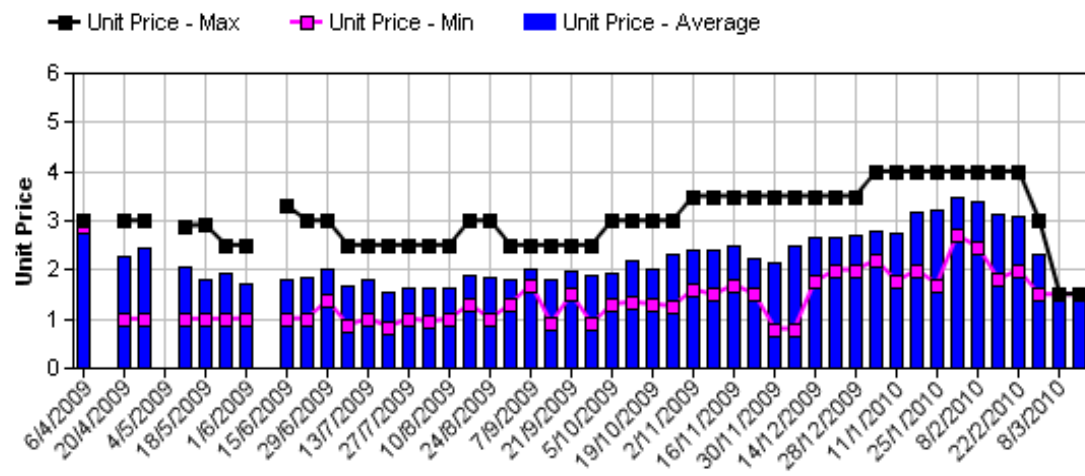
Hass Avocado Average Retail Prices - Sydney



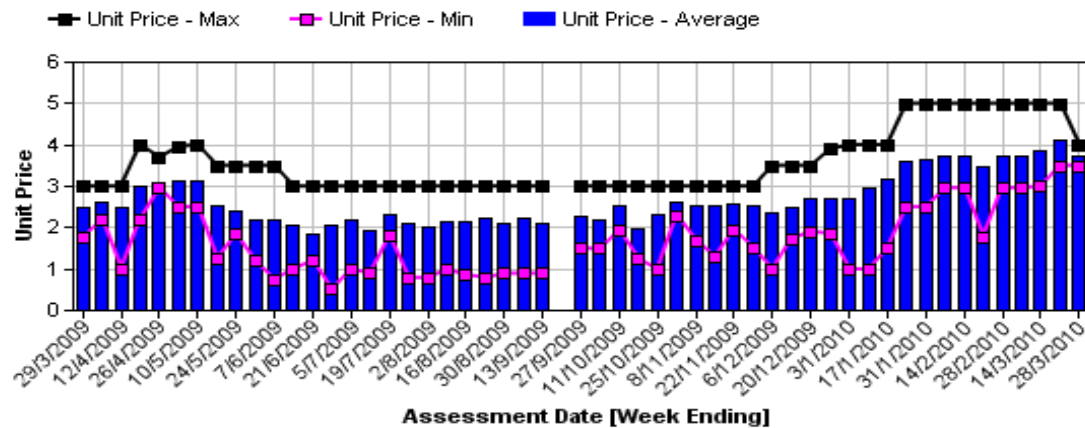
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

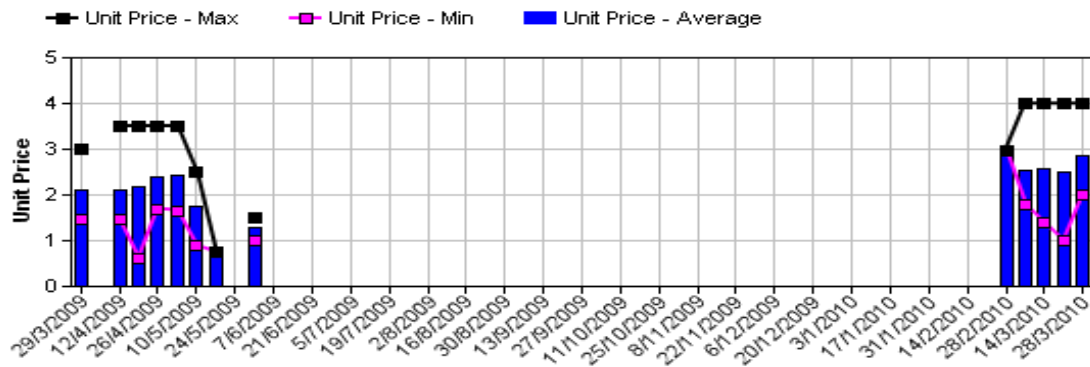


Hass Avocado Average Retail Prices - Perth

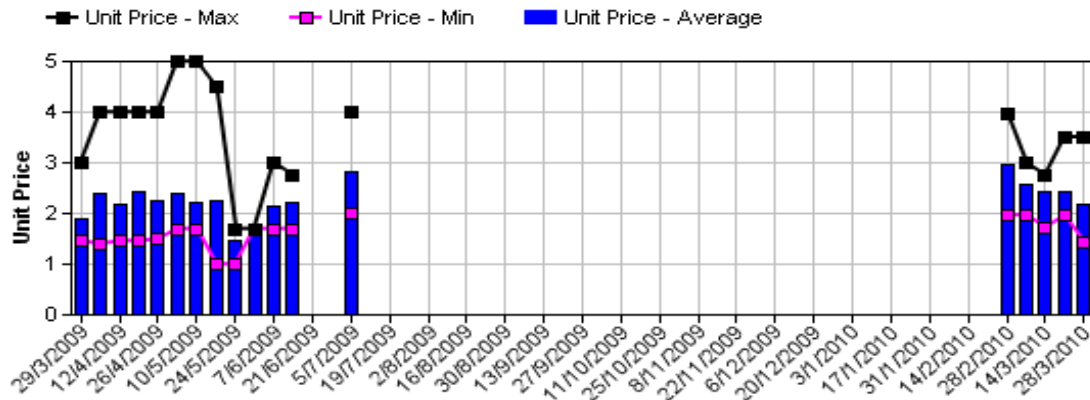


Assessment Date [Week Ending]

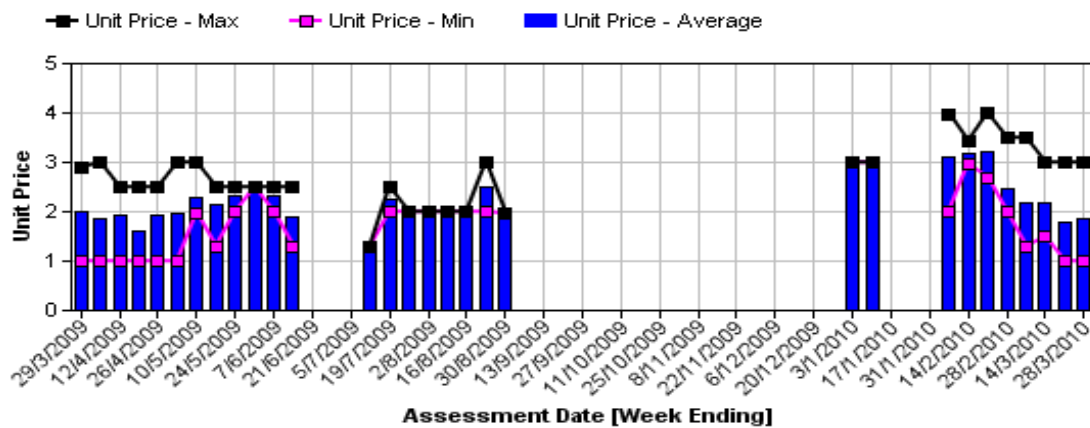
Shepard Avocado Average Retail Prices - Sydney



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 22nd March 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Shepard	200	2.00	No	Aus
IGA	Shepard	240	2.39	No	NZ
Coles	Shepard	200	2.48	No	Aus
Coles	Shepard	240	2.48	No	Aus
Coles	Shepard	300	2.48	No	Aus
I	Shepard	270	2.49	No	Aus
IC	Shepard	230	2.50	No	Aus
Woolworths	Shepard	165	2.98	No	Aus
Woolworths	Shepard	245	2.98	No	Aus
Woolworths	Shepard	230	2.98	No	Aus
I	Shepard	290	2.99	No	Aus
I	Shepard	245	2.99	No	Aus
I	Shepard	230	2.99	No	Aus
Foodworks	Shepard	280	2.99	No	NS
I	Hass	250	3.99	No	NS
IC	Shepard	360	3.99	No	Aus
IGA	Shepard	265	3.99	No	NS
BRISBANE					
IGA	Shepard	180	0.99	Cat	Aus
IGA	Shepard	175	0.99	No	Aus
IC	Shepard	180	1.29	No	Aus
I	Shepard	210	1.49	No	NS
I	Shepard	90	1.49	Store	NZ
Woolworths	Shepard	205	1.98	No	Aus
IC	Shepard	210	1.98	No	Aus
Woolworths	Shepard	195	1.98	No	Aus
Woolworths	Shepard	190	1.98	Store	Aus
Coles	Shepard	225	1.99	No	Aus
Coles	Shepard	190	1.99	No	Aus
Coles	Shepard	240	1.99	Store	Aus
I	Shepard	298	2.90	No	Aus
I	Shepard	270	2.99	No	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Safeway	Shepard	245	1.43	Cat	Aus
Coles	Shepard	240	1.43	No	Mixed
Safeway	Shepard	250	1.43	Cat	Aus
Safeway	Shepard	265	1.43	Cat	Aus
Coles	Shepard	240	1.43	No	Aus
I	Shepard	250	1.49	No	NS
I	Shepard	290	1.69	Store	Aus
I	Shepard	290	1.96	Store	NS
I	Shepard	255	1.99	No	NS
I	Shepard	255	2.80	No	NS
IGA	Shepard	280	2.99	No	Aus
I	Shepard	285	3.49	No	Aus
I	Shepard	275	3.50	No	NS
I	Shepard	300	3.50	No	NS
PERTH					
Woolworths	Shepard	230	2.68	Store	Aus
Woolworths	Reed	415	2.68	Store	Aus
Woolworths	Shepard	215	2.68	No	Aus
IS	Hass	240	3.49	No	Aus
Woolworths	Shepard	235	3.68	No	Aus
Woolworths	Hass	260	3.79	No	Aus
Coles	Shepard	185	3.98	No	Aus
Coles	Shepard	205	3.98	No	Aus
Coles	Shepard	200	3.98	No	Aus
I	Shepard	230	3.99	No	Aus
I	Hass	230	3.99	No	Aus
I	Shepard	275	3.99	No	Aus
IGA	Shepard	230	3.99	No	Aus
IGA	Shepard	310	3.99	Store	NS
I	Shepard	260	3.99	No	Aus
IS	Shepard	290	4.99	No	Aus
I	Reed	405	5.99	No	Aus

Store Codes

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

Special Codes

Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week

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

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