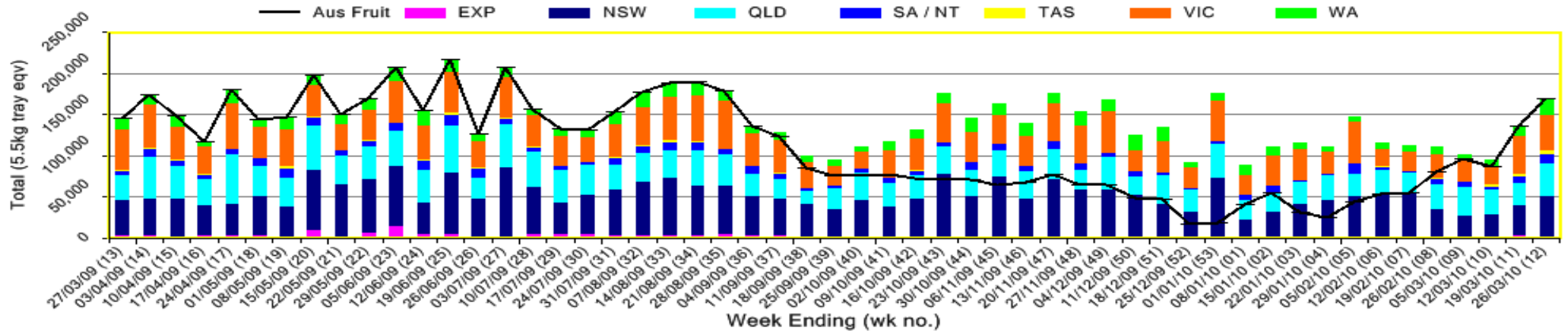


INFOCADO WEEKLY REPORT: 20th - 26th March 2010 (Wk 12)

Industry Dispatches 20th March - 26th March 2010 (Wk 12)

Dest. State	5.5kg									Trays - Total	Bulk	P/PK	Proc	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP								871	1,192	2,063	100			2,245
NSW	53	706	1,968	7,364	2,222	8,655	11,448	5,718	8	38,142	4,998	10,170	900	49,242
QLD	1	127	1,055	1,767	738	5,593	14,761	6,482	873	31,397	2,823	14,936	2,250	39,655
SA / NT		6	26	365		1,147	7,013	397	74	9,028	664	4,752		11,099
TAS							1,736	480		2,216	864	180		3,820
VIC	59	457	3,509	11,404	1,005	10,248	6,791	2,853	244	36,570	3,526	5,790		44,034
WA	632	269	739	1,967		3,922	4,407	1,048	23	13,007	2,706			17,927
Total	745	1,565	7,297	22,867	3,965	29,565	46,156	17,849	2,414	132,423	15,681	35,828	3,150	168,021

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 1,593,510 5.5kg tray eqv



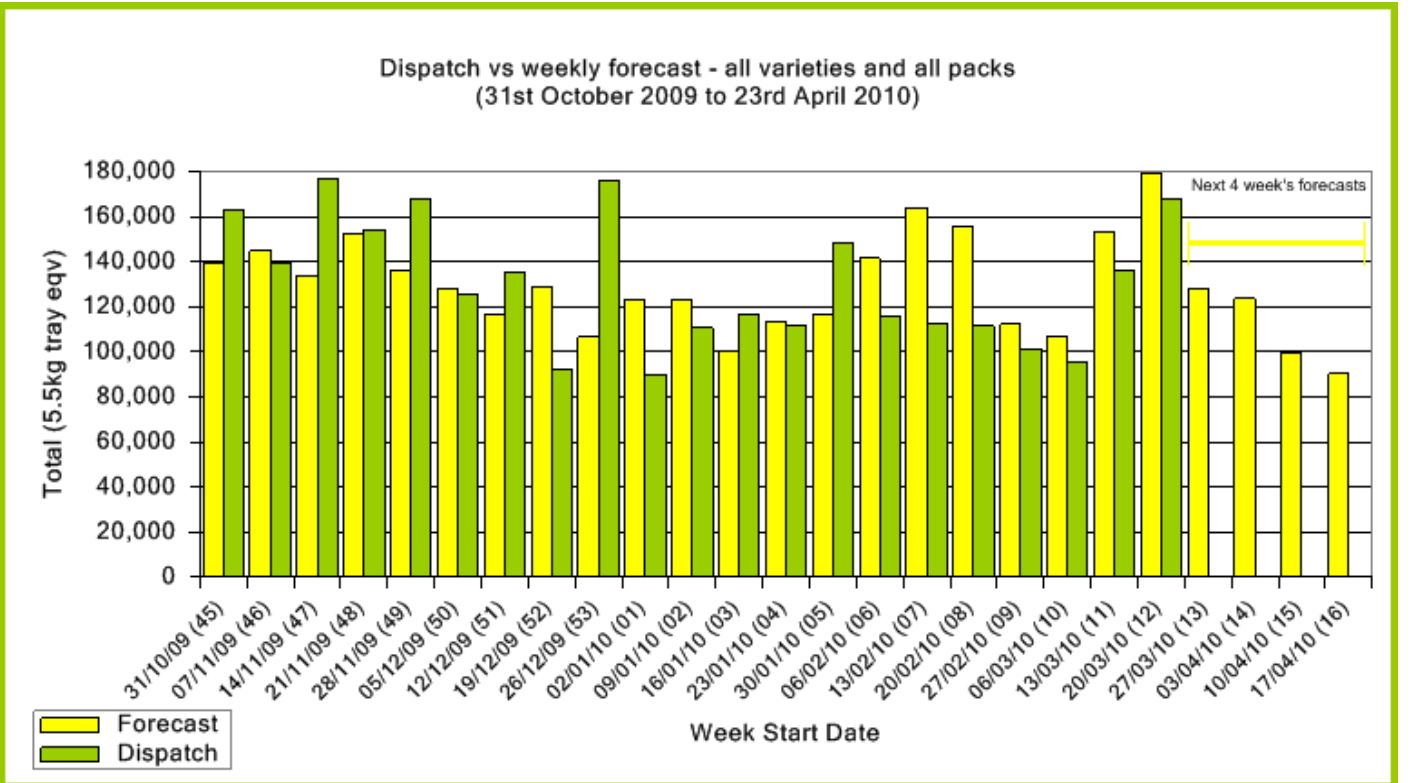
Comments from the CEO

- Volumes are now on the increase with Central Queensland in full harvest of Shepard.
- Perth continues to have high retail prices, volumes to Perth have risen.



Forecast Data (Week 12 - 16)					
Variety	Trays - Total	Bulk	P/PK	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	700	20			736
Hass	1,134	72			1,265
Shepard	108,731	8,100	13,400	500	125,985
Wurtz	50	5			59
Week Total	110,615	8,197	13,400	500	128,046
Week 14 - begin 03/04/2010					
Fuerte	1,000	50			1,091
Hass	1,000	90			1,164
Sharwil	500	100			682
Shepard	104,196	7,700	13,400	500	120,723
Week Total	106,696	7,940	13,400	500	123,659
Week 15 - begin 10/04/2010					
Fuerte	1,000	50			1,091
Hass	8,747	1,700	1,000	200	12,056
Sharwil	500	100			682
Shepard	77,746	3,100	13,400		85,818
Week Total	87,993	4,950	14,400	200	99,647
Week 16 - begin 17/04/2010					
Fuerte	1,000	50			1,091
Hass	10,495	1,700	3,000		14,131
Shepard	69,062	2,300	10,200		75,099
Week Total	80,557	4,050	13,200		90,321

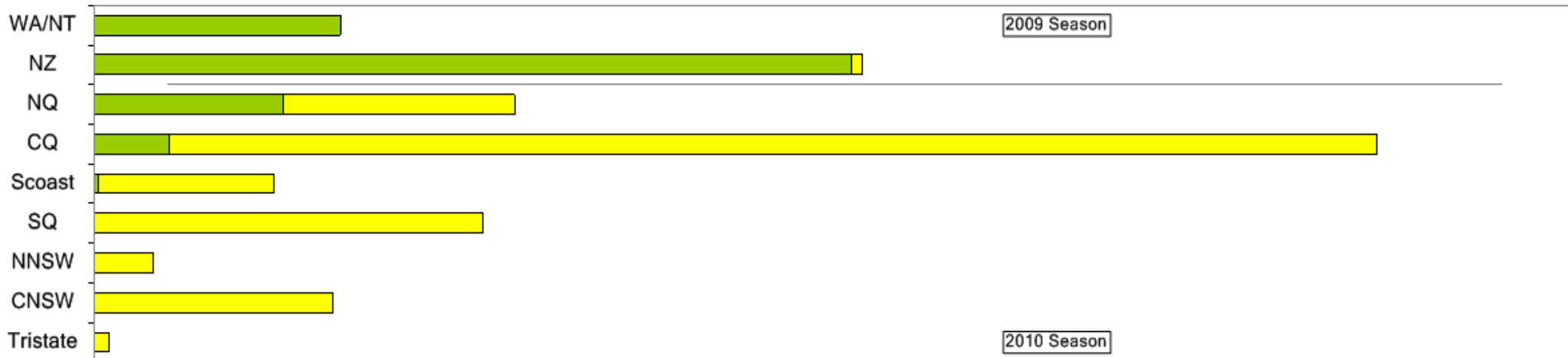
Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 12 - begin 20/03/2010)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	870	35			934
Hass	326	18			359
Lamb Hass	56				56
Reed	717				717
Shepard	129,902	15,602	35,828	3,150	165,356
Wurtz	553	26			600
Total	132,424	15,681	35,828	3,150	168,022



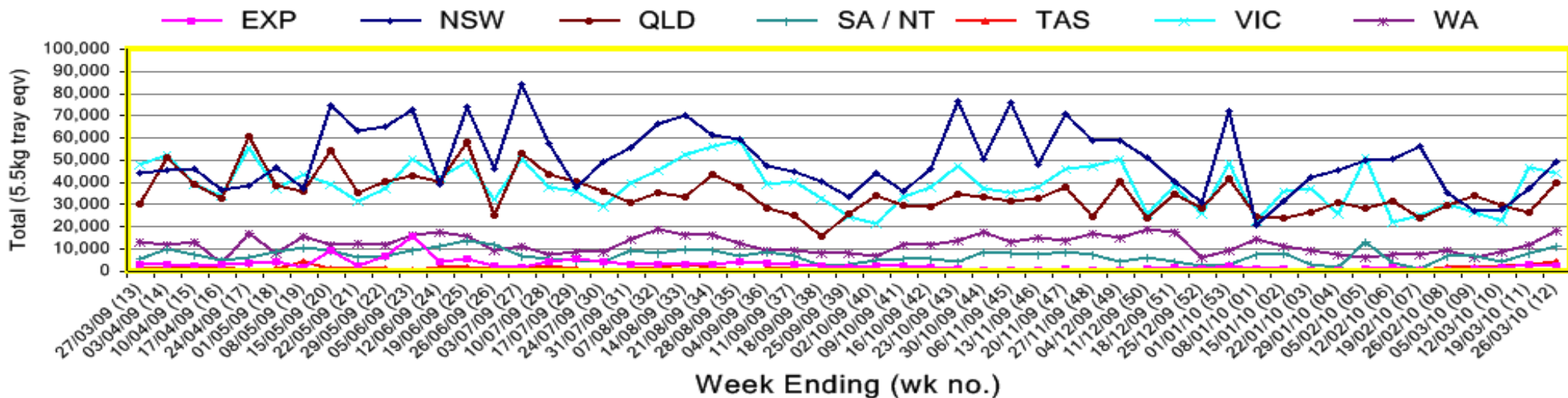
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 1,593,510 5.5kg tray eqv



Week 12 contributors - Packhouses

Aussie Orchards Growers & Packers
Avocados With Altitude Pty Ltd
Bellview Orchards Pty Ltd
Blushing Acres Pty Ltd
Donovan Family Investment Trust
Gunnado Farm
Hilltop Mareeba
ID & AM Leighton
J & K Hummer

Lavers Orchards
Natures Fruit Company
One Harvest
R & M Waterman
Simpson Farms Pty Ltd
Sunfresh
Sunnyspot Packhouse PL
SuperPak
Tinaroo Falls Avocado Trust

Week 12 contributors - Wholesalers

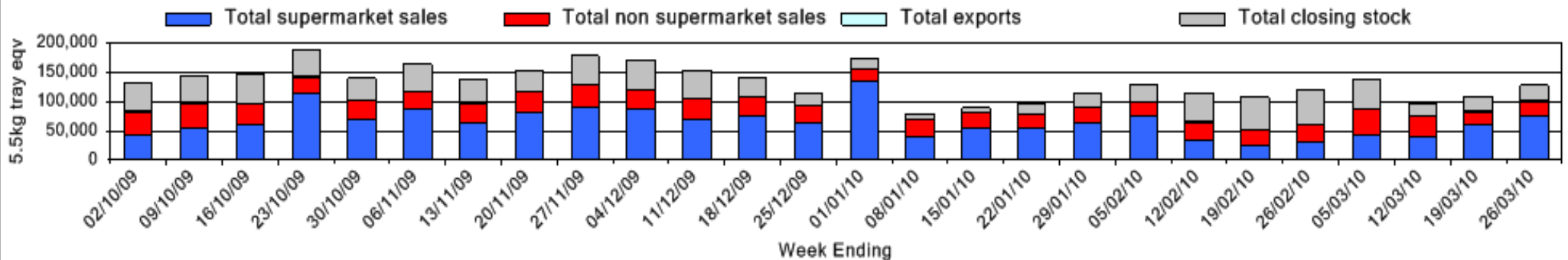
Costa Exchange Trading (Adelaide)
Dykes Bros (Melbourne)
Etherington (Perth)
Kelly's (Melbourne)
Murray Bros (Brisbane)
Quality Produce International (Perth)

Romeos (Brisbane)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

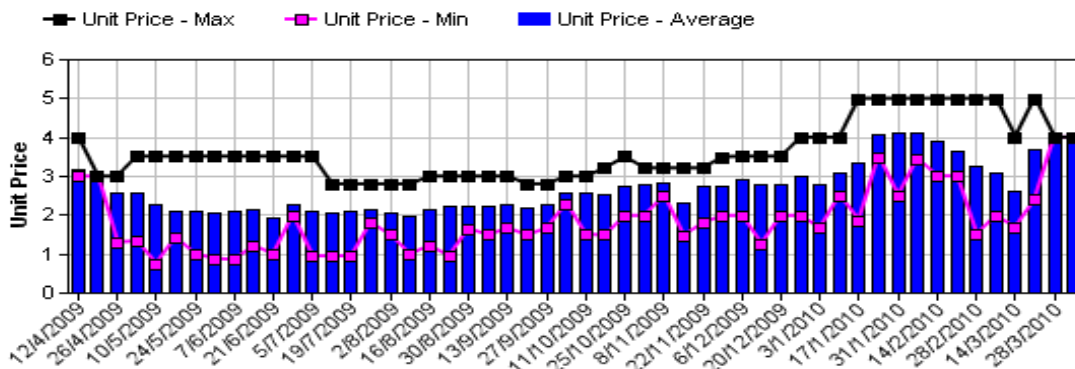
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																				
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	2,285	12,256		14,541		1,007		1,007	1,831				13,336		13,336	2,425	2,285	16,512	18,797	
Total non supermarket sales	13,442	988		14,430		459		459	835								13,442	1,823	15,265	
Total exports		2,063		2,063		100		100	182									2,245	2,245	
Total sales	15,727	15,307		31,034		1,566		1,566	2,847				13,336		13,336	2,425	15,727	20,579	36,306	
Total Stock on Hand	10,958	544		11,502		472		472	858								10,958	1,402	12,360	
SA & TAS																				
Total supermarket sales		7,840		7,840		1,018		1,018	1,851				5,071		5,071	922		10,613	10,613	
Total non supermarket sales	941	1,833		2,774	2	541		543	987								945	2,817	3,761	
Total exports																				
Total sales	941	9,673		10,614	2	1,559		1,561	2,838				5,071		5,071	922	945	13,430	14,375	
Total Stock on Hand	2,746	5,977	264	8,987	452	449	5	906	1,647				46		46	8	3,568	6,802	273	10,643
VIC																				
Total supermarket sales		19,653		19,653									5,790		5,790	1,053		20,706	20,706	
Total non supermarket sales	575	3,093	241	3,909		463		463	842								575	3,935	241	4,751
Total exports																				
Total sales	575	22,746	241	23,562		463		463	842				5,790		5,790	1,053	575	24,641	241	25,457
Total Stock on Hand	433	2,460	185	3,078	30	455		485	882								488	3,287	185	3,960
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	2	3,828	282	4,112		1,152		1,152	2,095								2	5,922	282	6,206
Total Stock on Hand																				
Total																				
Total supermarket sales	3,326	57,669	2	60,996		4,137		4,137	7,522				34,367		34,367	6,249	3,326	71,439	2	74,767
Total non supermarket sales	14,958	5,914	521	21,393	2	1,463		1,465	2,664								14,962	8,574	521	24,057
Total exports		2,063		2,063		100		100	182									2,245		2,245
Total sales	18,284	65,646	523	84,452	2	5,700		5,702	10,367				34,367		34,367	6,249	18,287	82,258	523	101,068
Total Stock on Hand	14,315	8,981	449	23,745	491	1,376	5	1,872	3,404				46		46	8	15,208	11,491	458	27,157

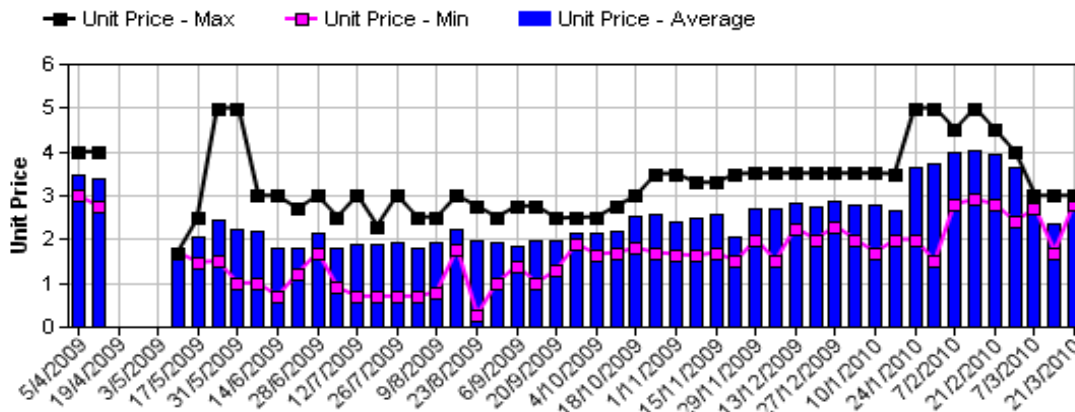
Weekly National Sales



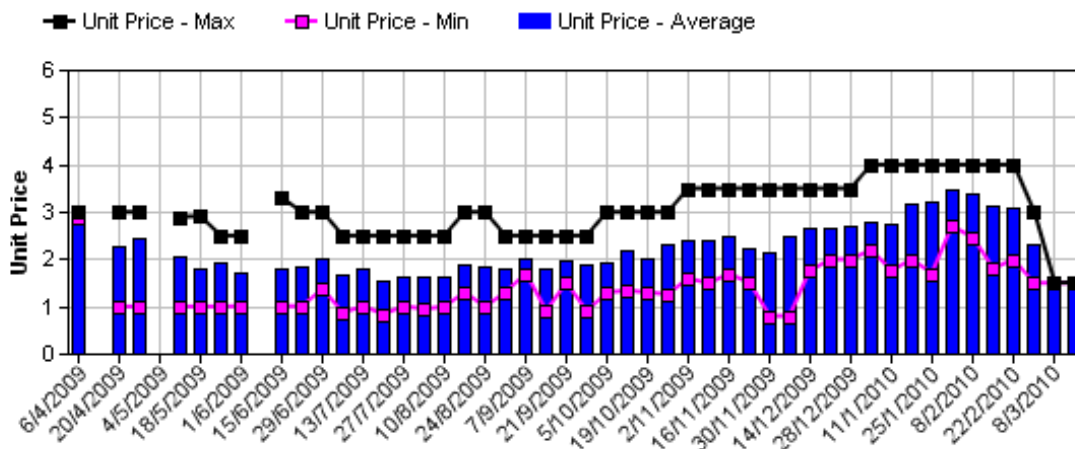
Hass Avocado Average Retail Prices - Sydney



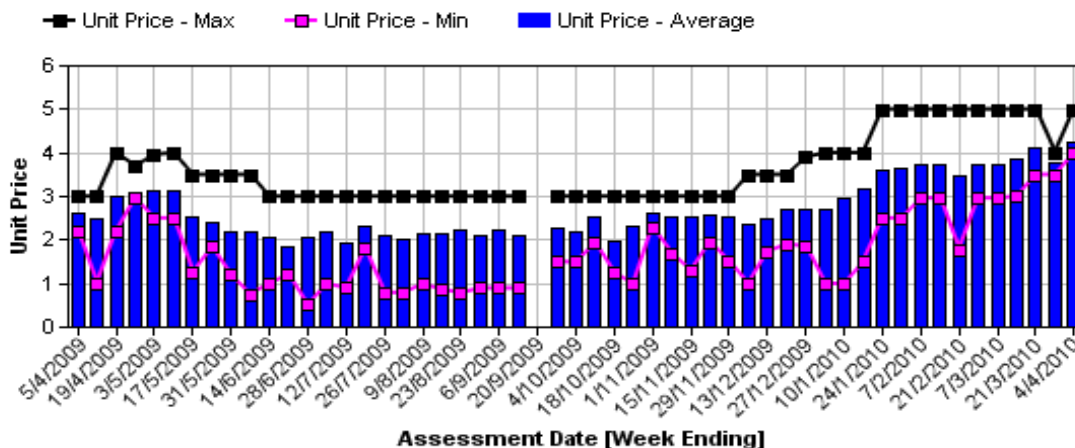
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

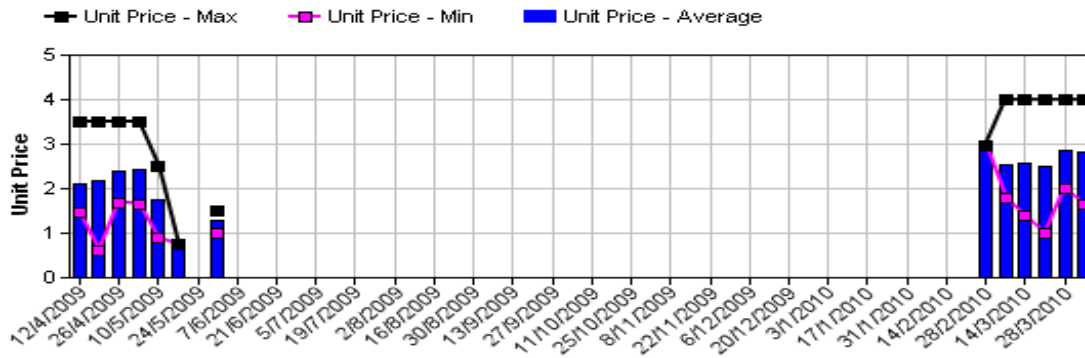


Hass Avocado Average Retail Prices - Perth

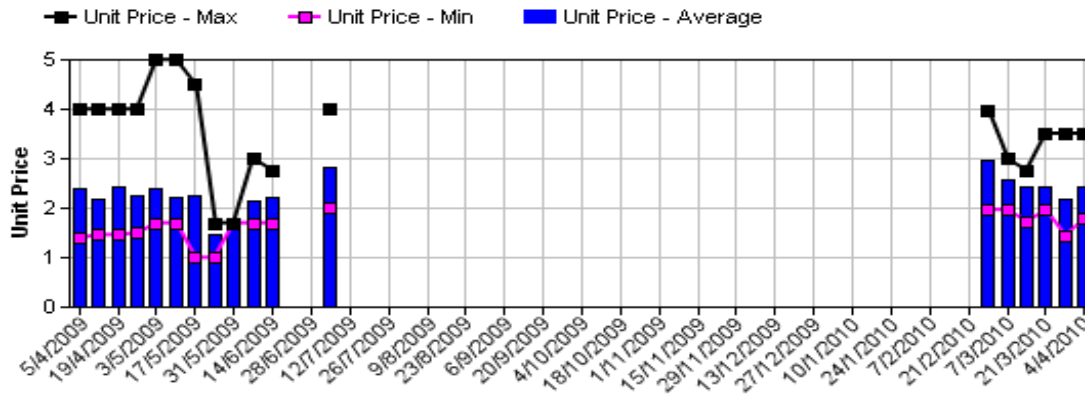


Assessment Date [Week Ending]

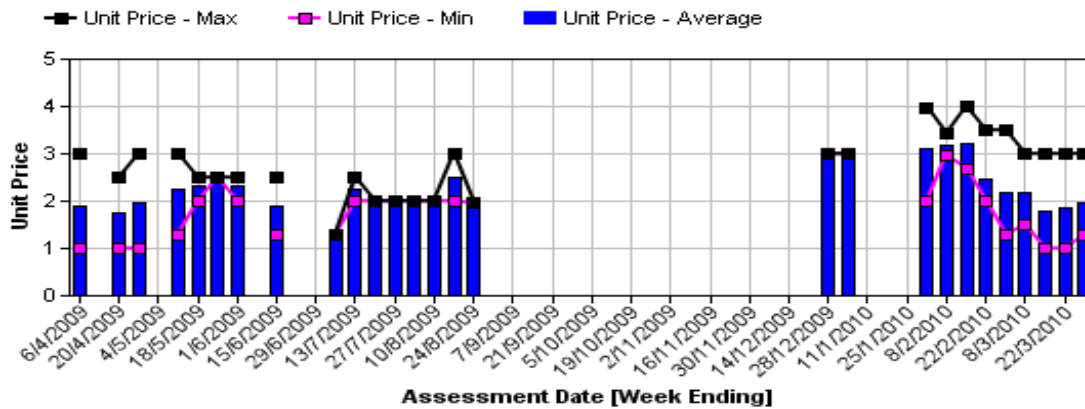
Shepard Avocado Average Retail Prices - Sydney



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 29th March 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Shepard	270	1.65	Cat	Aus
Coles	Shepard	295	1.65	Cat	Aus
Coles	Shepard	270	1.65	Cat	Aus
IC	Shepard	245	2.00	No	Aus
IGA	Shepard	215	2.79	No	NZ
Woolworths	Shepard	290	2.98	No	NS
Woolworths	Shepard	275	2.98	No	Aus
I	Shepard	255	2.99	No	Aus
I	Shepard	260	2.99	No	Aus
I	Shepard	240	2.99	No	Aus
IC	Shepard	295	2.99	Store	Aus
Foodworks	Shepard	260	2.99	No	NS
I	Shepard	280	3.49	No	Aus
IC	Shepard	300	3.99	No	Aus
IGA	Shepard	260	3.99	No	NS
I	Hass	185	3.99	No	NS
BRISBANE					
IGA	Shepard	120	1.29	Store	Aus
I	Shepard	140	1.49	Store	Aus
IC	Shepard	160	1.49	Store	Aus
I	Shepard	190	1.49	No	Aus
Coles	Shepard	175	1.50	No	Aus
Coles	Shepard	220	1.50	Store	Aus
Coles	Shepard	200	1.50	Store	Aus
IC	Shepard	180	1.98	No	Aus
Woolworths	Shepard	205	1.98	Store	Aus
Woolworths	Shepard	215	2.24	No	Aus
Woolworths	Shepard	200	2.25	No	Aus
IGA	Shepard	175	2.49	No	Aus
IGA	Shepard	180	2.49	No	NS
I	Shepard	262	2.99	Store	NS
I	Shepard	270	2.99	No	Aus
MELBOURNE					
Coles	Shepard	270	1.79	No	Aus
Coles	Shepard	280	1.79	No	Aus
Coles	Shepard	255	1.95	No	Aus
Safeway	Shepard	200	1.96	No	Aus
Safeway	Shepard	270	1.96	No	Aus
I	Shepard	275	1.96	Store	Aus
Safeway	Shepard	265	1.96	No	Aus
I	Shepard	265	1.96	No	NS
I	Shepard	230	1.99	No	NS
I	Shepard	210	2.80	No	NS
I	Shepard	235	2.99	No	NS
IGA	Shepard	290	2.99	No	Aus
I	Shepard	295	3.49	No	Aus
I	Shepard	290	3.50	No	NS
I	Shepard	305	3.50	No	NS
PERTH					
Woolworths	Shepard	200	2.68	No	Aus
Woolworths	Shepard	200	2.68	No	Aus
I	Shepard	240	2.89	No	Aus
Coles	Shepard	190	2.98	No	Aus
Coles	Shepard	190	3.48	No	Aus
Coles	Shepard	190	3.48	No	Aus
IS	Shepard	230	3.49	No	Aus
IGA	Shepard	255	3.49	No	Aus
Woolworths	Shepard	200	3.68	No	Aus
IGA	Hass	265	3.99	No	NS
I	Hass	240	3.99	No	Aus
I	Hass	215	3.99	No	Aus
I	Shepard	220	3.99	No	Aus
IGA	Hass	250	4.99	No	Aus
IS	Shepard	310	4.99	No	Aus
I	Reed	395	5.99	No	NS
I	Shepard	260	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