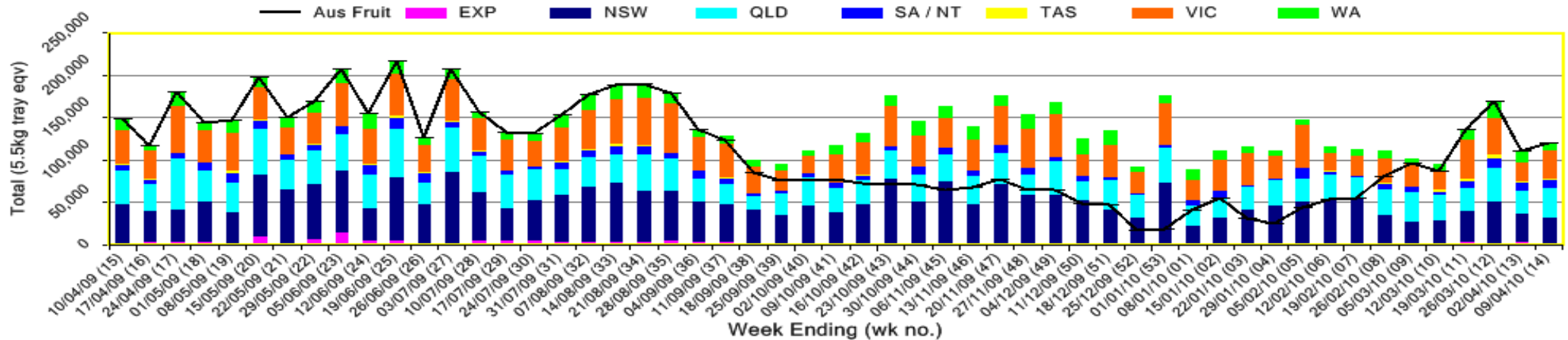


INFOCADO WEEKLY REPORT: 3rd April - 9th April 2010 (Wk 14)

Industry Dispatches 3rd April - 9th April 2010 (Wk 14)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total	
EXP									1,354	812	2,166	80		2,311
NSW	192	447	1,714	4,348	541	5,511	3,120	3,394	152	19,419	4,495	7,926	29,033	
QLD		107	1,808	2,312	1,904	3,198	12,685	4,131	918	27,063	3,749	10,731	35,830	
SA / NT		9	197	468		214	4,682	718	159	6,447	794	7,744	9,299	
TAS							1,157			1,157	192	72	1,519	
VIC	246	1,119	3,065	10,859	205	9,304	2,272	1,404	837	29,311	1,881	5,132	33,664	
WA		46	209	676		2,407	3,891	293		7,522	381		8,215	
Total	438	1,728	6,993	18,663	2,650	20,634	27,807	11,294	2,878	93,085	11,572	31,605	119,871	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 1,822,991 5.5kg tray eqv



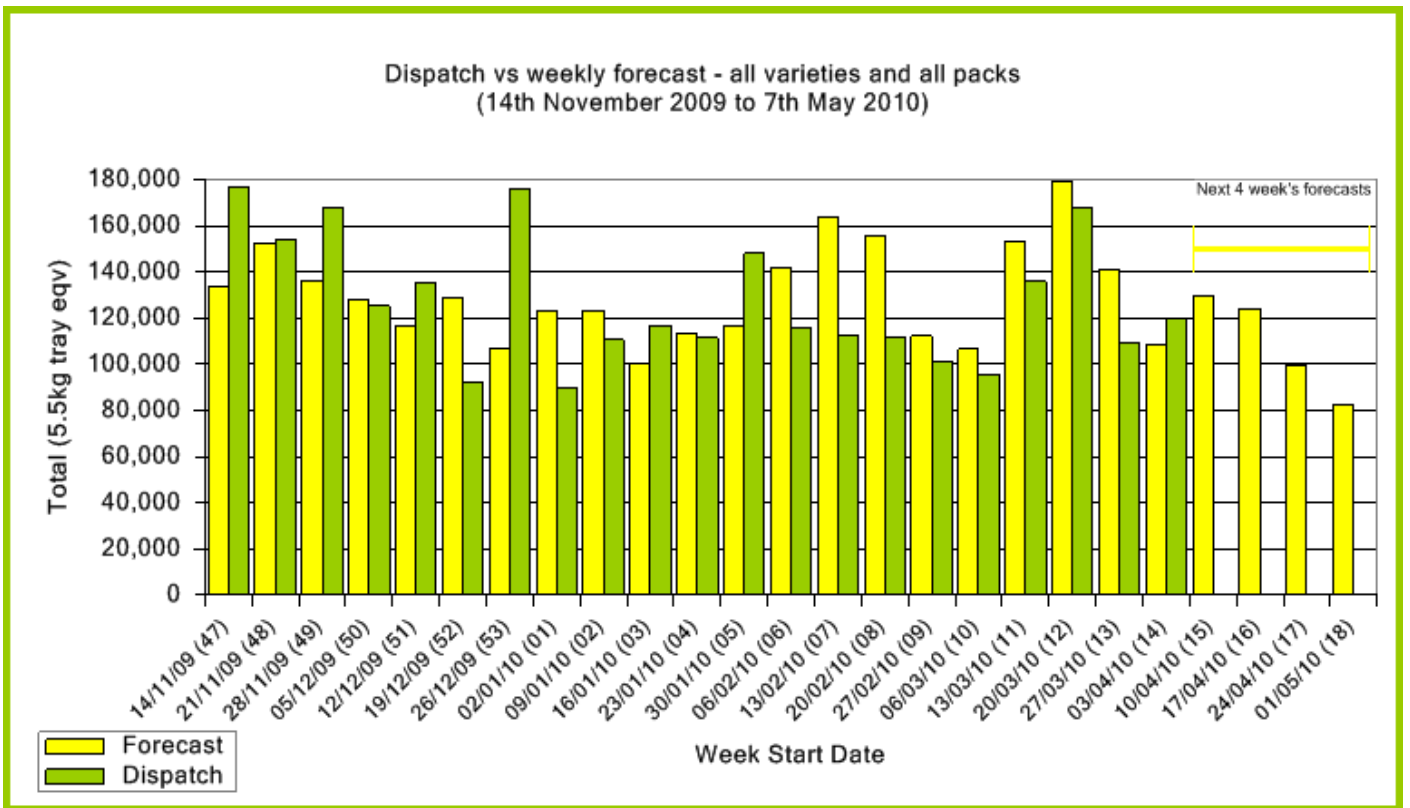
Comments from the CEO

- Weekly volumes continue to stay around the 100,000 to 130,000 tray level. It will be 4 to 6 weeks before volumes build to higher levels.
- Shepard is transitioning out with NQ and CQ finishing and Hass has started in NQ and about to start in CQ next week.
- Retail pricing has stabilised across all states.
- Sales at a retail level continue to be strong and very active.
- We need to ensure Hass estimates are being entered in advance of your harvest start date.
- The national promotion program is in full swing with magazine, online, PR and TV underway.



Forecast Data (Week 14 - 18)					
Variety	Trays - Total	Bulk	P/PK	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 14 - begin 03/04/2010					
Fuerte	1,450	128			1,683
Hass	1,600	140			1,855
Sharwil	750	100			932
Shepard	91,264	5,650	13,400		103,973
Week Total	95,064	6,018	13,400		108,442
Week 15 - begin 10/04/2010					
Fuerte	1,750	260			2,223
Hass	15,865	1,600		200	18,810
Sharwil	750	40			823
Shepard	93,264	4,346	33,200		107,202
Wurtz	1,000				1,000
Week Total	112,629	6,246	33,200	200	130,057
Week 16 - begin 17/04/2010					
Fuerte	1,000	50			1,091
Hass	28,725	1,800	1,000		32,180
Sharwil	2,100	20			2,136
Shepard	75,353	3,446	34,000		87,800
Wurtz	1,000				1,000
Week Total	108,178	5,316	35,000		124,207
Week 17 - begin 24/04/2010					
Fuerte	900	50			991
Hass	46,349	2,700	3,000		51,803
Sharwil	600	40			673
Shepard	39,660	850	28,500		46,387
Week Total	87,509	3,640	31,500		99,854
Week 18 - begin 01/05/2010					
Hass	58,816	1,576	3,000		62,226
Shepard	16,364	600	14,600		20,110
Week Total	75,180	2,176	17,600		82,336

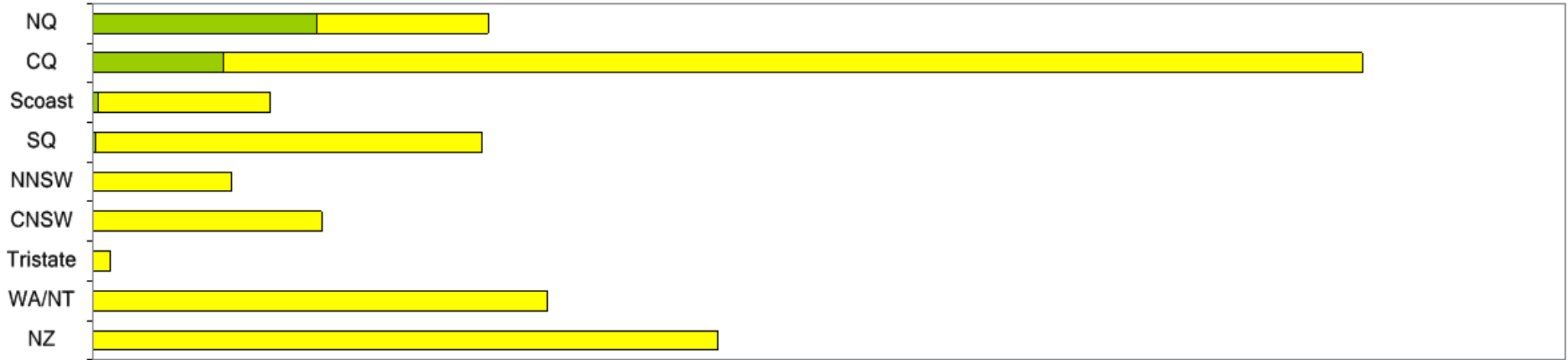
Green shading indicates dispatch data					Yellow shading indicates forecast data				
Dispatch Data (Week 14 - begin 3/04/2010)									
Variety	Trays		Bulk	P/PK	5.5Kg Eqv				
	5.5Kg Eqv		10Kg	Kg	Total Trays				
Fuerte	1,813		125		2,040				
Hass	6,455		1,597		9,359				
Pinkerton	144				144				
Sharwil	797		32		855				
Shepard	83,878		9,818	31,605	107,475				
Total	93,087		11,572	31,605	119,873				



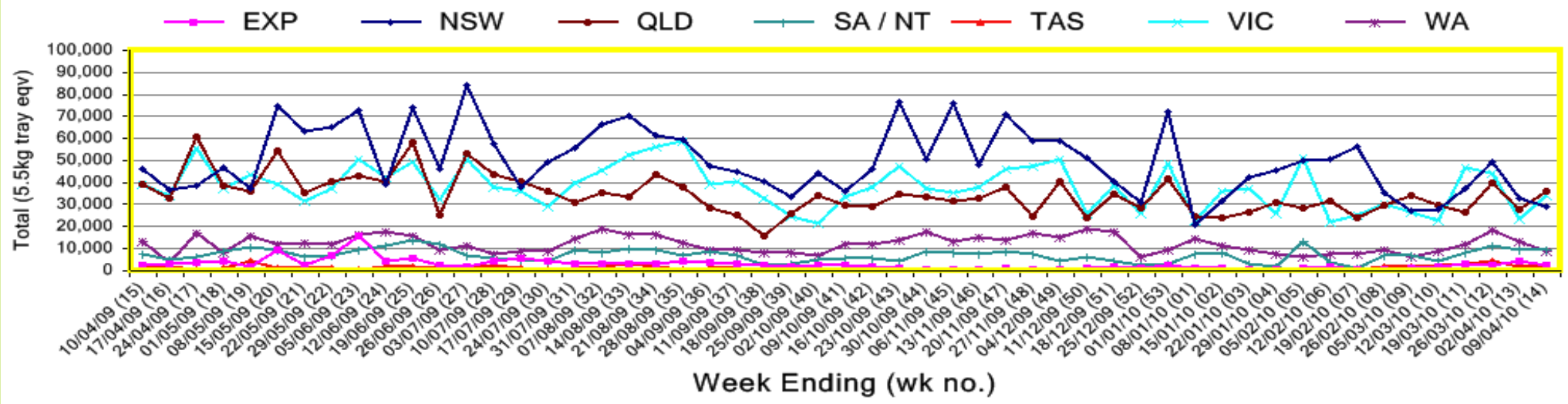
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	258,767	16,210		1,788,826
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	16,210		2,062,466

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 = 1,822,991 5.5kg tray eqv



Week 14 contributors - Packhouses

- | | |
|---------------------------------|-----------------------------|
| Avocados With Altitude Pty Ltd | One Harvest |
| Chris and Sue Allan | R & M Waterman |
| Donovan Family Investment Trust | Simpson Farms Pty Ltd |
| Gunnado Farm | Sunfresh |
| Hilltop Mareeba | Sunnyspot Packhouse |
| ID & AM Leighton | SuperPak |
| J & K Hummer | Tinaroo Falls Avocado Trust |
| Lavers Orchards | Tropicado Avocados |
| Natures Fruit Company | |

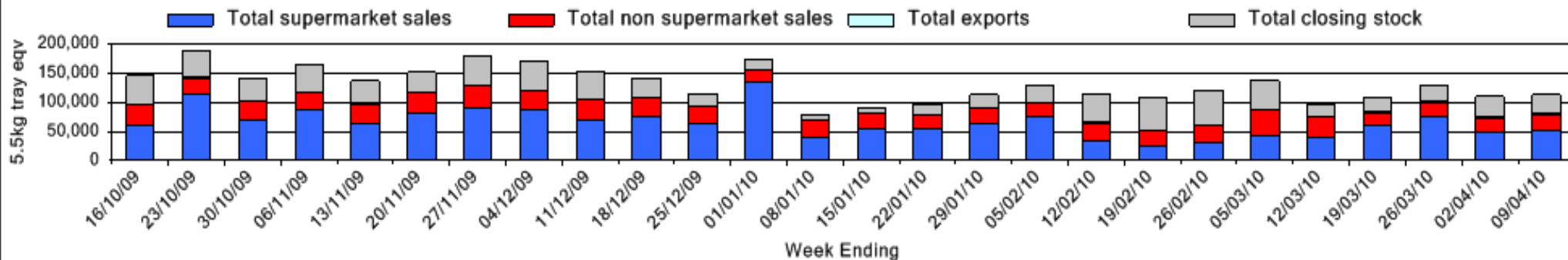
Week 14 contributors - Wholesalers

- | | |
|---------------------------------------|--------------------------------|
| Dykes Bros (Melbourne) | The La Manna Group (Adelaide) |
| Etherington (Perth) | The La Manna Group (Brisbane) |
| Kelly's (Melbourne) | The La Manna Group (Melbourne) |
| Murray Bros (Brisbane) | United Fresh (Adelaide) |
| Quality Produce International (Perth) | Romeos Marketing (Brisbane) |

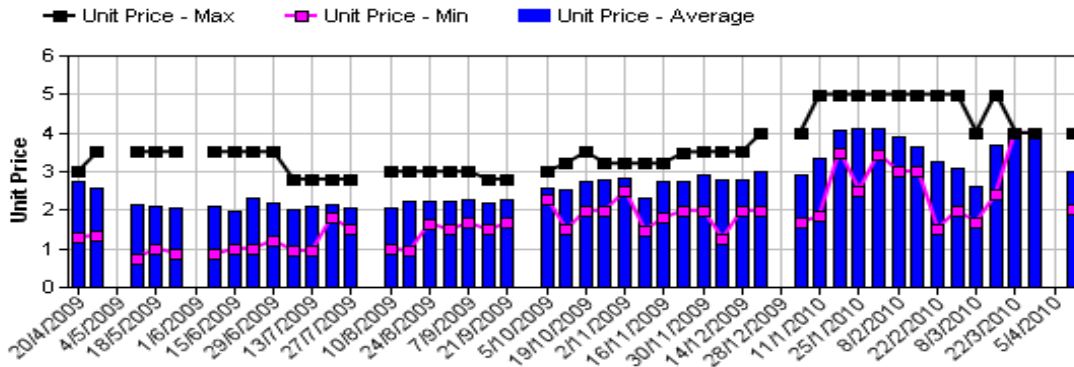
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	2,341	7,866		10,207							8,731		8,731	1,587	2,341	9,454		11,795
Total non supermarket sales	14,341	1,633		15,974		187		187	340						14,341	1,973		16,314
Total exports		2,166		2,166		80		80	145									2,311
Total sales	16,682	11,665		28,347		267		267	485		8,731		8,731	1,587	16,682	13,738		30,420
Total Stock on Hand	13,656	2,573		16,229		79		79	144						13,656	2,717		16,372
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough SA&TAS wholesalers contributed data this week																	
Total exports																		
Total sales	894	6,380		7,274	20	541		561	1,020		7,816		7,816	1,421	930	8,785		9,715
Total Stock on Hand																		
VIC																		
Total supermarket sales		16,448		16,448							5,132		5,132	933		17,381		17,381
Total non supermarket sales	1,382	3,486	1,250	6,118	30	594	93	717	1,304						1,436	4,566	1,419	7,421
Total exports																		
Total sales	1,382	19,934	1,250	22,566	30	594	93	717	1,304		5,132		5,132	933	1,436	21,947	1,419	24,803
Total Stock on Hand	343	2,457	372	3,172		290		290	527						343	2,984	372	3,699
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	74	5,022		5,096	229	192		421	765						490	5,371		5,862
Total Stock on Hand																		
Total																		
Total supermarket sales	4,121	39,977		44,098		1,248		1,248	2,269		29,605		29,605	5,383	4,121	47,629		51,750
Total non supermarket sales	16,691	6,736	1,250	24,677	279	1,130	93	1,502	2,731						17,198	8,791	1,419	27,408
Total exports		2,166		2,166		80		80	145									2,311
Total sales	20,812	48,879	1,250	70,941	279	2,458	93	2,830	5,145		29,605		29,605	5,383	21,319	58,731	1,419	81,469
Total Stock on Hand	16,972	11,413	636	29,021	515	790	5	1,310	2,382						17,909	12,849	645	31,403

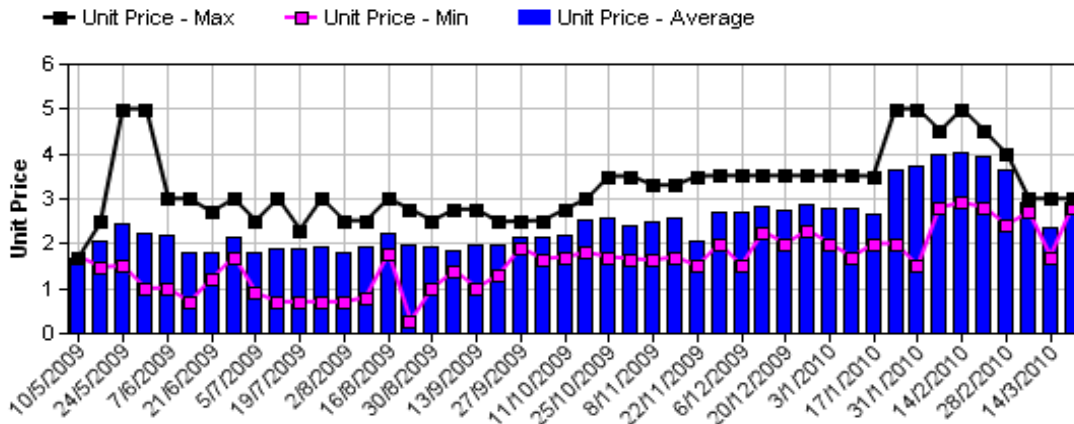
Weekly National Sales



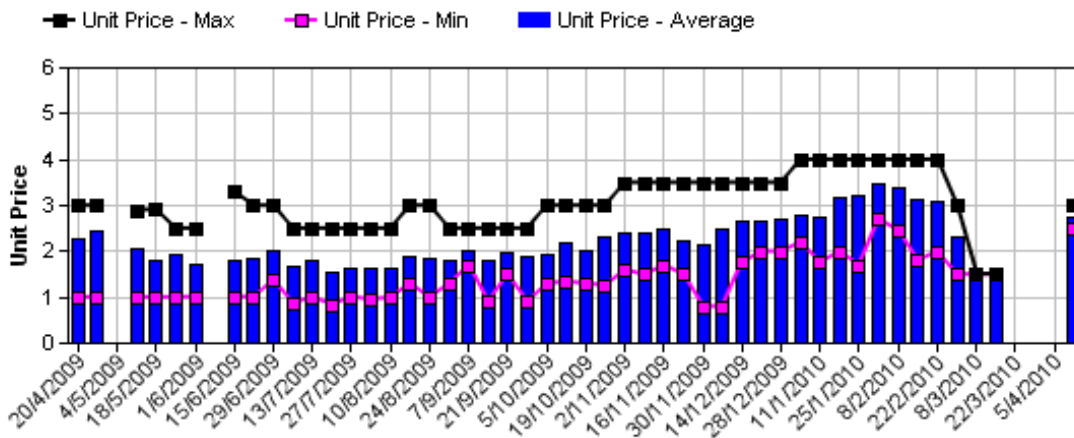
Hass Avocado Average Retail Prices - Sydney



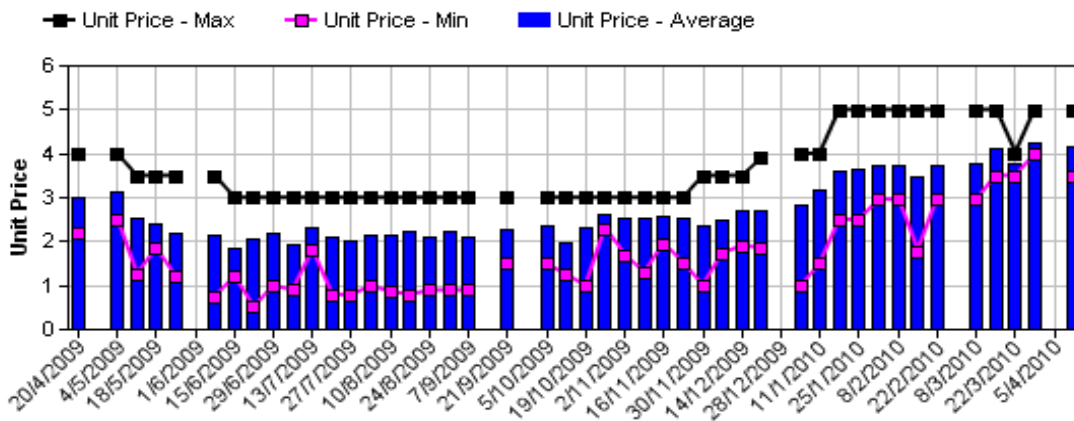
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

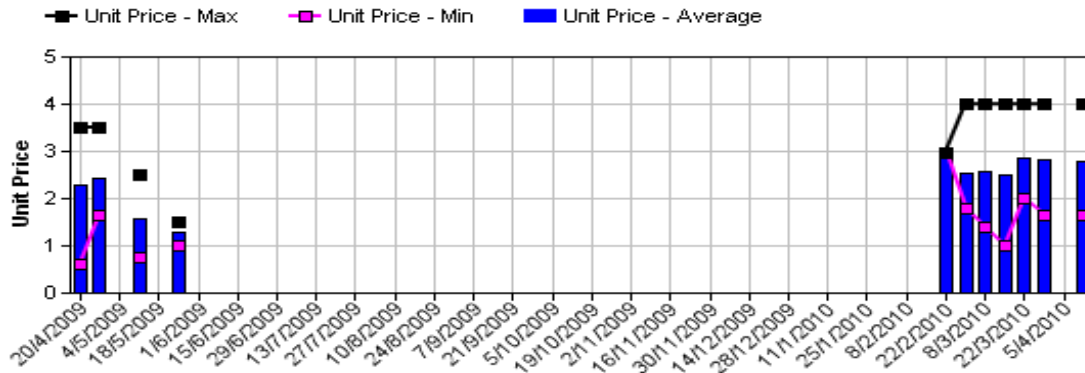


Hass Avocado Average Retail Prices - Perth

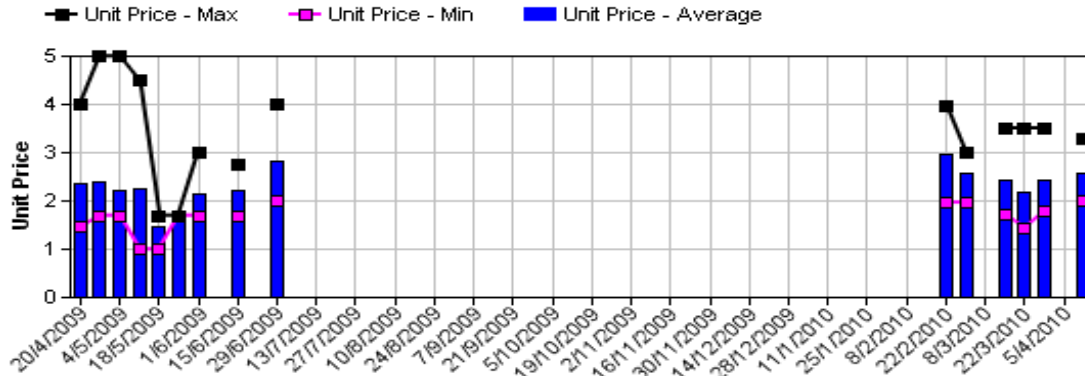


Assessment Date [Week Ending]

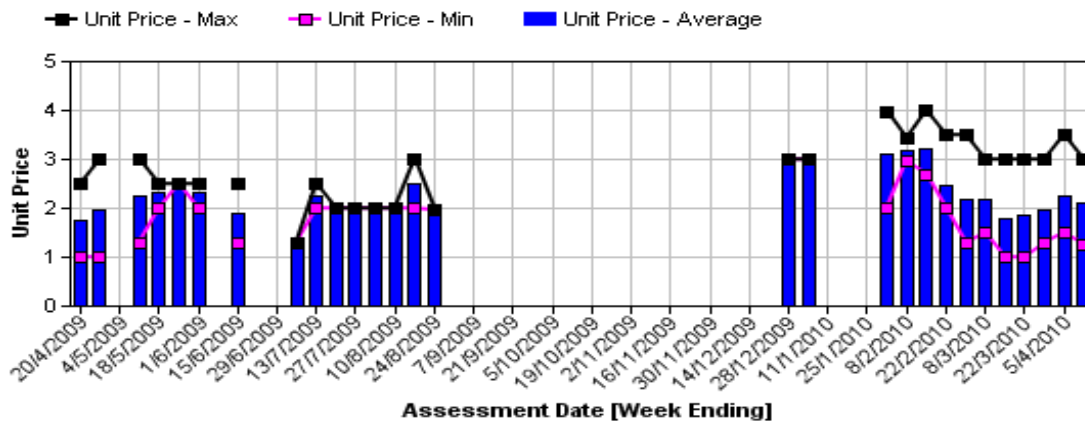
Shepard Avocado Average Retail Prices - Sydney



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 12th April 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Shepard	260	1.65	Cat	Aus
Coles	Shepard	250	1.65	Cat	Aus
Coles	Shepard	235	1.65	Cat	Aus
Woolworths	Shepard	180	1.98	No	Aus
Woolworths	Shepard	165	1.98	Store	Aus
IGA	Hass	145	2.00	Store	NS
IGA	Shepard	260	2.49	No	NZ
IC	Shepard	300	2.50	No	Aus
IC	Shepard	240	2.50	No	Aus
Woolworths	Shepard	280	2.98	Store	Aus
Foodworks	Shepard	280	2.99	No	NS
IC	Shepard	270	2.99	No	Aus
I	Shepard	280	2.99	No	Aus
I	Shepard	270	2.99	No	Aus
I	Shepard	235	2.99	No	Aus
I	Shepard	275	3.99	No	Aus
IGA	Shepard	270	3.99	No	NS
BRISBANE					
IC	Shepard	120	1.25	Store	Aus
IC	Shepard	160	1.25	No	Aus
I	Shepard	155	1.29	Store	Aus
Woolworths	Shepard	200	1.43	Cat	Aus
Woolworths	Shepard	200	1.43	Cat	Aus
Woolworths	Shepard	190	1.43	Cat	Aus
Coles	Shepard	200	1.99	No	Aus
Coles	Shepard	225	1.99	No	Aus
Coles	Shepard	205	1.99	No	Aus
IGA	Shepard	160	2.29	No	Aus
IGA	Hass	200	2.49	No	Aus
IGA	Shepard	180	2.49	No	Aus
IGA	Shepard	265	2.78	No	Aus
I	Shepard	249	2.99	No	Aus
I	Hass	275	2.99	No	Aus
I	Shepard	185	2.99	No	Aus
I	Shepard	260	2.99	Store	NS

Store	Var	Av Wt	Unit	Special	Country
MELBOURNE					
I	Shepard	240	1.99	No	NS
Coles	Shepard	235	2.42	No	Aus
Coles	Shepard	275	2.42	No	Aus
Safeway	Shepard	285	2.42	No	Aus
Coles	Shepard	295	2.42	No	Aus
Safeway	Shepard	230	2.42	No	Aus
Safeway	Shepard	200	2.42	No	Aus
IGA	Shepard	275	2.49	No	Aus
I	Shepard	290	2.49	No	NS
I	Shepard	270	2.49	No	NS
I	Shepard	295	2.75	No	NS
I	Shepard	305	2.75	No	NS
I	Shepard	255	2.75	No	Aus
I	Shepard	220	2.89	No	NS
I	Shepard	285	3.29	No	Aus
PERTH					
I	Shepard	220	1.95	Store	Aus
Coles	Shepard	220	1.98	Store	Aus
Coles	Shepard	200	1.98	Store	Aus
Coles	Shepard	220	1.98	No	Aus
Woolworths	Shepard	220	2.68	No	Aus
Woolworths	Shepard	215	2.68	No	Aus
I	Shepard	260	2.99	No	Aus
IS	Shepard	290	2.99	No	Aus
IGA	Hass	190	3.49	Store	Aus
IS	Shepard	220	3.49	No	Aus
Woolworths	Shepard	205	3.68	No	Aus
IGA	Shepard	305	3.99	No	NS
I	Hass	240	3.99	No	NS
I	Hass	220	3.99	No	NZ
IGA	Hass	240	4.49	No	Aus
I	Hass	340	4.99	No	NZ

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