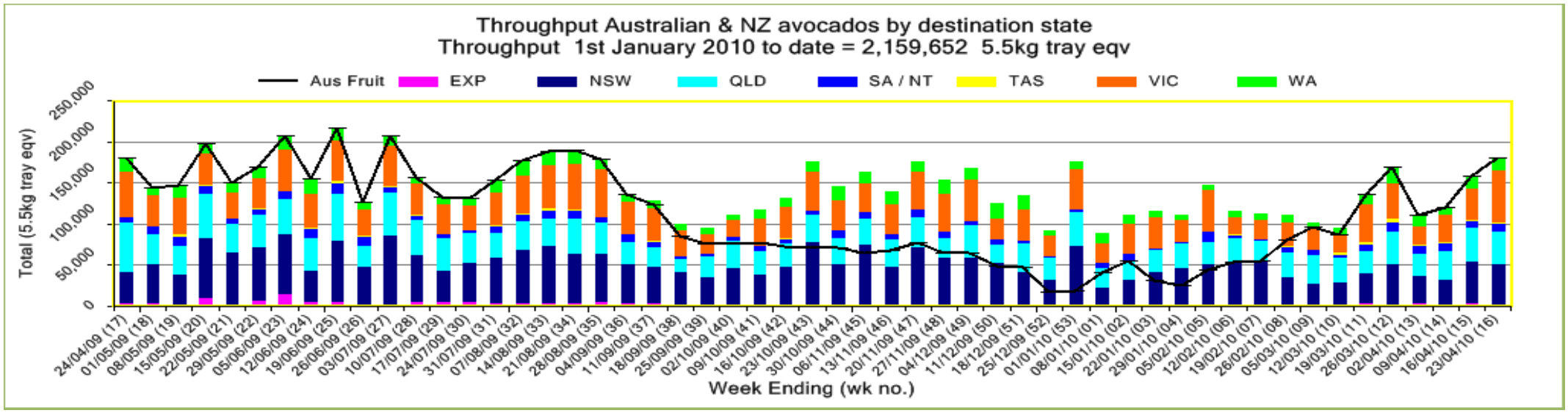
INFOCADO WEEKLY REPORT: 17th April - 23rd April 2010 (Wk 16)

Industry Dispatches 17th April - 23rd April 2010 (Wk 16)														
Dest. State	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**5.5kg**	**Trays - Total**	**Bulk**	**P/PK**	**Other**	**5.5Kg Eqv Trays All**
	<16	**16**	**18**	**20**	**22**	**23**	**25**	**28**	**28+**	**5.5Kg Eqv**	**10Kg**	**Kg**	**Kg**	**Total**
EXP								1,712	152	**1,864**				**1,864**
NSW	457	846	2,193	3,204	1,343	7,626	16,104	1,960	793	**34,526**	7,171	12,004	343	**49,809**
QLD	426	245	1,026	2,590	972	6,671	9,044	4,928	1,242	**27,144**	5,585	5,772	125	**38,371**
SA / NT		3	29	256	65	810	3,199	2,877	828	**8,067**	576	3,960		**9,834**
TAS							1,217			**1,217**	760	72		**2,612**
VIC	862	2,940	5,436	16,946	1,786	12,567	5,302	4,365	341	**50,545**	6,078	5,646		**62,623**
WA	4	45	174	719		1,419	6,790	1,808	152	**11,111**	1,900			**14,566**
Total	**1,749**	**4,079**	**8,858**	**23,715**	**4,166**	**29,093**	**41,656**	**17,650**	**3,508**	**134,474**	**22,070**	**27,454**	**468**	**179,678**



Comments from the CEO

- Last week's volumes were the highest they've been since mid August last year and the forecasts indicate that they could stay that high for the next 3 weeks or so.
- Retail prices remain quite stable with Shepard on Woolworths catalogue special in Sydney last week.
- Please note that this week's report includes the Dry Matter % report for fruit collected on 19th April 2010.
- Better than expected weather seems to have been a significant factor in the higher than forecast dispatches of Hass last week although Shepard dispatches were lower than forecast.

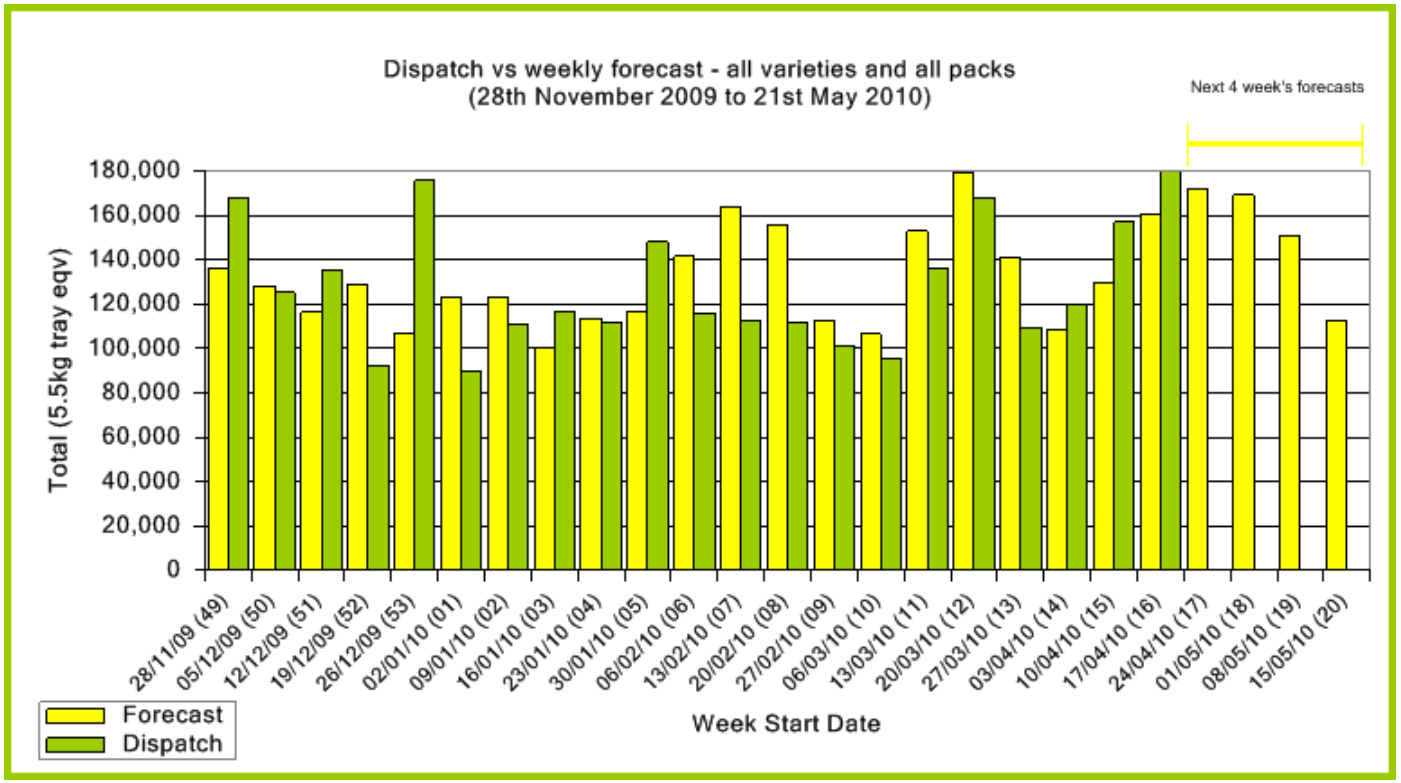
Avocados Australia

Forecast Data (Week 16 - 20)				
Variety	Trays - Total	Bulk	P/Pk	All - Total
	5.5Kg Eqv	10Kg	Kg	5.5Kg Eqv
Week 16 - begin 17/04/2010				
Fuerte	2,000	280		**2,509**
Hass	43,297	5,750	1,000	**53,934**
Pinkerton	2,000	10		**2,018**
Sharwil	2,471	20		**2,507**
Shepard	87,116	3,296	28,000	**98,200**
Wurtz	1,600	20		**1,636**
Week Total	**138,483**	**9,376**	**29,000**	**160,803**
Week 17 - begin 24/04/2010				
Fuerte	1,050	255		**1,514**
Hass	69,806	8,830	3,000	**86,406**
Pinkerton	5,500	25		**5,545**
Sharwil	1,400	40		**1,473**
Shepard	67,676	1,650	31,000	**76,312**
Wurtz	700	25		**745**
Week Total	**146,132**	**10,825**	**34,000**	**171,996**
Week 18 - begin 01/05/2010				
Fuerte	60	10		**78**
Hass	77,124	7,576	3,000	**91,444**
Pinkerton	4,500	30		**4,555**
Sharwil	1,295			**1,295**
Shepard	63,473	1,530	26,000	**70,982**
Wurtz	700	30		**755**
Week Total	**147,151**	**9,176**	**29,000**	**169,108**
Week 19 - begin 08/05/2010				
Fuerte	70	15		**97**
Hass	77,165	7,500	3,000	**91,346**
Pinkerton	3,500	23		**3,542**
Sharwil	1,418			**1,418**
Shepard	48,936	510	21,000	**53,681**
Wurtz	750	35		**814**
Week Total	**131,840**	**8,083**	**24,000**	**150,900**
Week 20 - begin 15/05/2010				
Hass	96,784	3,550	3,000	**103,784**
Sharwil	800			**800**
Shepard	2,255	400	700	**3,109**
Wurtz	5,000			**5,000**
Week Total	**104,838**	**3,950**	**3,700**	**112,693**

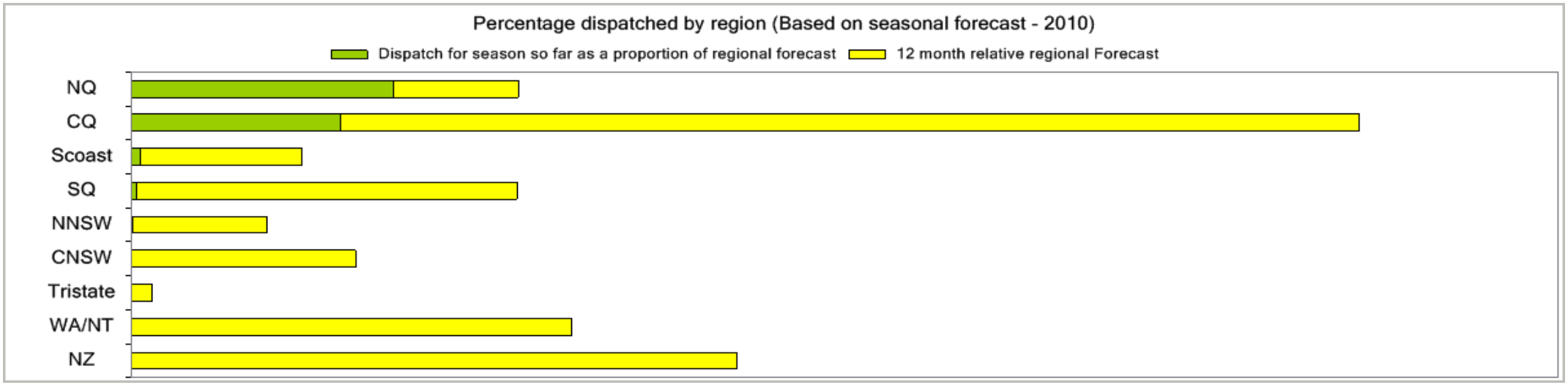
Green shading indicates dispatch data

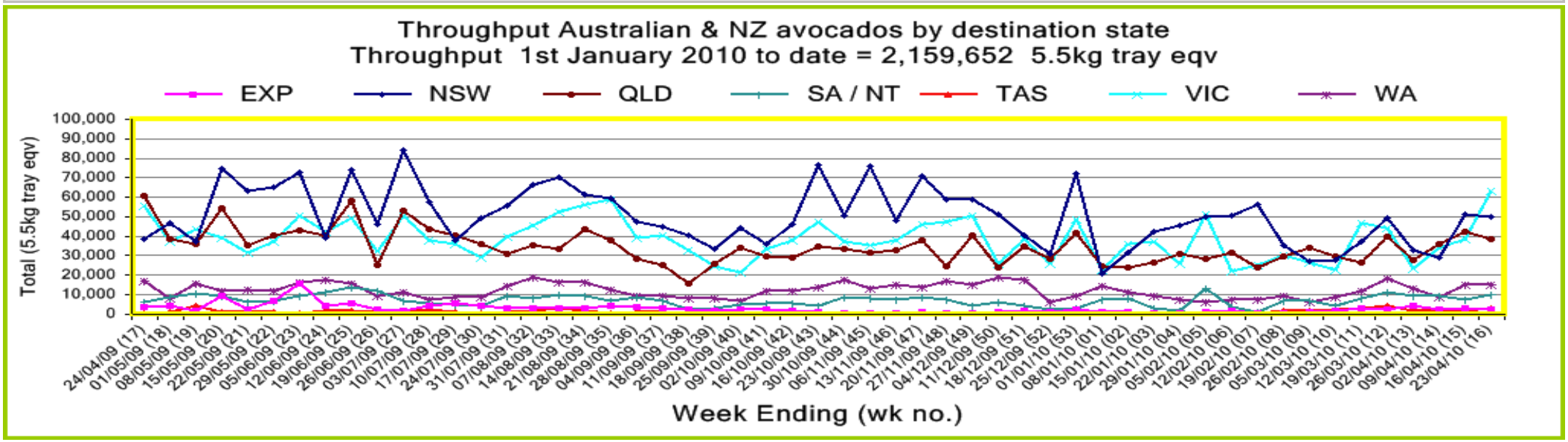
Yellow shading indicates forecast data

Dispatch Data (Week 16 - begin 17/04/2010)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Fuerte	**1,249**	292		343	**1,842**
Hass	**64,291**	11,774			**85,698**
Pinkerton	**6,893**	173		125	**7,231**
Sharwil	**1,100**	279			**1,607**
Shepard	**59,398**	9,380	27,454		**81,445**
Wurtz	**1,544**	172			**1,857**
Total	**134,475**	**22,070**	**27,454**	**468**	**179,679**



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**





Week 16 contributors - Packhouses

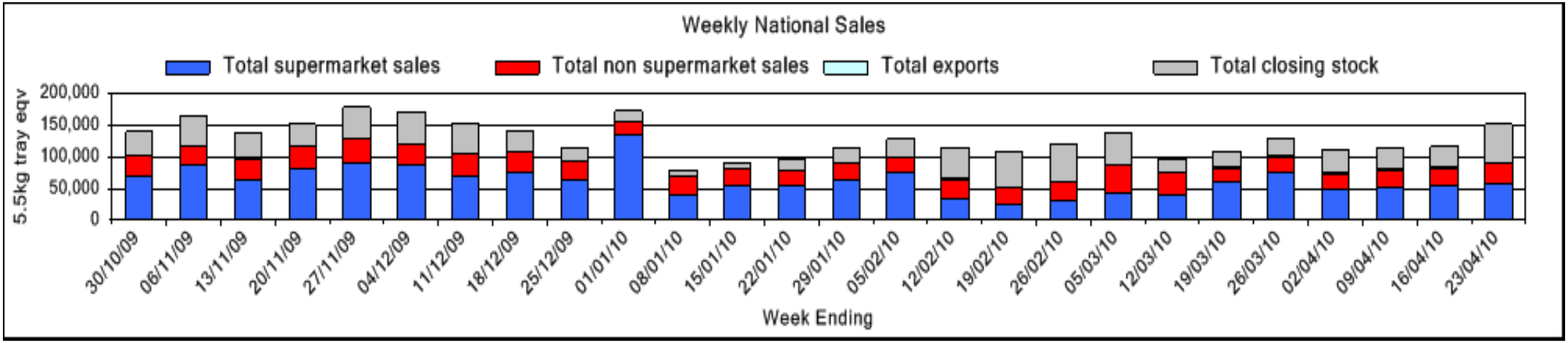
Aussie Orchards Growers & Packers
Avocados With Altitude Pty Ltd
Donovan Family Investment Trust
Hilltop Mareeba
ID & AM Leighton
Lavers Orchards
Natures Fruit Company
One Harvest
R & M Waterman
Simpson Farms Pty Ltd
Summerland House With No Steps
Sunfresh
Sunnyspot Packhouse PL
SuperPak
Tinaroo Falls Avocado Trust
Tropicado Avocados

Week 16 contributors - Wholesalers

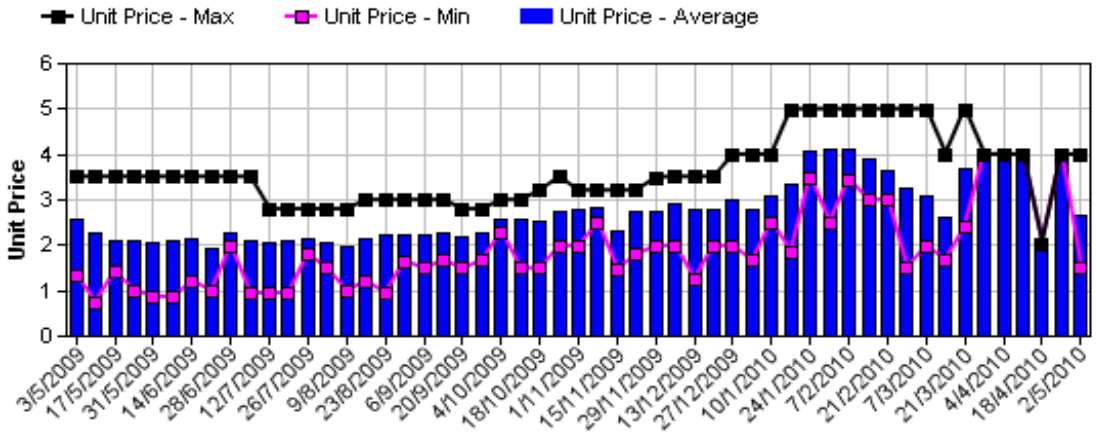
Dykes Bros (Melbourne)
Etherington (Perth)
Kelly's (Melbourne)
Murray Bros (Brisbane)
Romeos Marketing (Brisbane)
Sculli & Co Pty Ltd (Melbourne)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

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

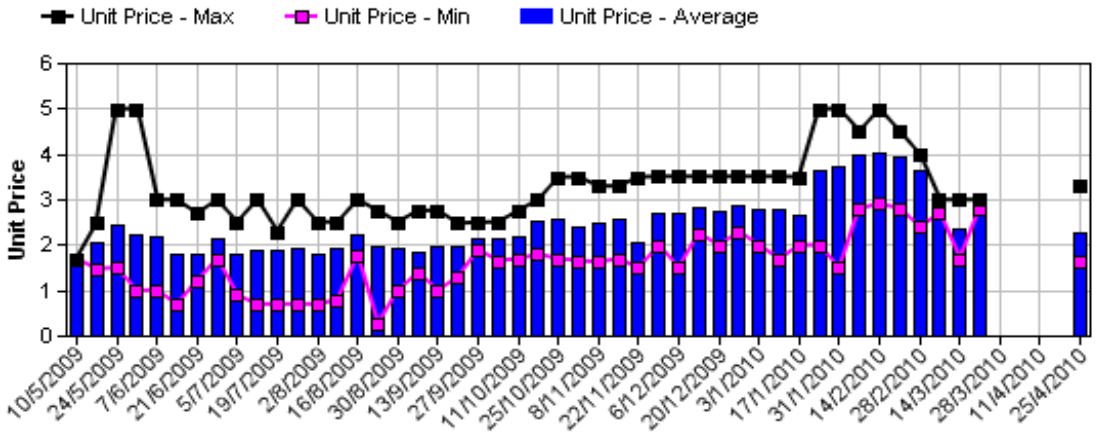
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	# Data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	543	12,922	232	13,697	47	1,114		1,161	2,111		12,004		12,004	2,183	629	17,130	232	17,991
Total Stock on Hand																		
QLD																		
Total supermarket sales	5,240	2,484		7,724	106			106	193		5,772		5,772	1,049	5,432	3,534		8,966
Total non supermarket sales	13,017	1,484		14,501		116		116	211						13,017	1,695		14,712
Total exports	936	928		1,864											936	928		1,864
Total sales	19,193	4,896		24,089	106	116		222	404		5,772		5,772	1,049	19,385	6,157		25,542
Total Stock on Hand	29,890	2,523		32,413	119	192		311	565						30,106	2,872		32,978
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	1,894	2,681	21	4,596	324	760		1,084	1,971		4,032		4,032	733	2,483	4,796	21	7,300
Total Stock on Hand																		
VIC																		
Total supermarket sales	1,197	18,241	635	20,073			115	115	209		5,646		5,646	1,027	1,197	19,268	844	21,309
Total non supermarket sales	4,227	4,349	740	9,316	519	909	257	1,685	3,064						5,170	6,002	1,207	12,380
Total exports																		
Total sales	5,424	22,590	1,375	29,389	519	909	372	1,800	3,273		5,646		5,646	1,027	6,368	25,270	2,051	33,689
Total Stock on Hand	8,727	1,918	1,721	12,367	210	418	64	692	1,258						9,109	2,678	1,838	13,625
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	906	4,941		5,847	465			465	845						1,751	4,941		6,692
Total Stock on Hand																		
Total																		
Total supermarket sales	7,680	40,355	867	48,902	436	1,874	115	2,425	4,409		27,454		27,454	4,992	8,473	48,754	1,076	58,303
Total non supermarket sales	19,344	6,747	761	26,852	1,025	1,025	257	2,307	4,195						21,207	8,611	1,228	31,047
Total exports	936	928		1,864											936	928		1,864
Total sales	27,960	48,030	1,628	77,618	1,461	2,899	372	4,732	8,604		27,454		27,454	4,992	30,616	58,293	2,304	91,213
Total Stock on Hand	45,383	8,949	1,985	56,317	1,234	810	69	2,113	3,842						47,626	10,422	2,111	60,159



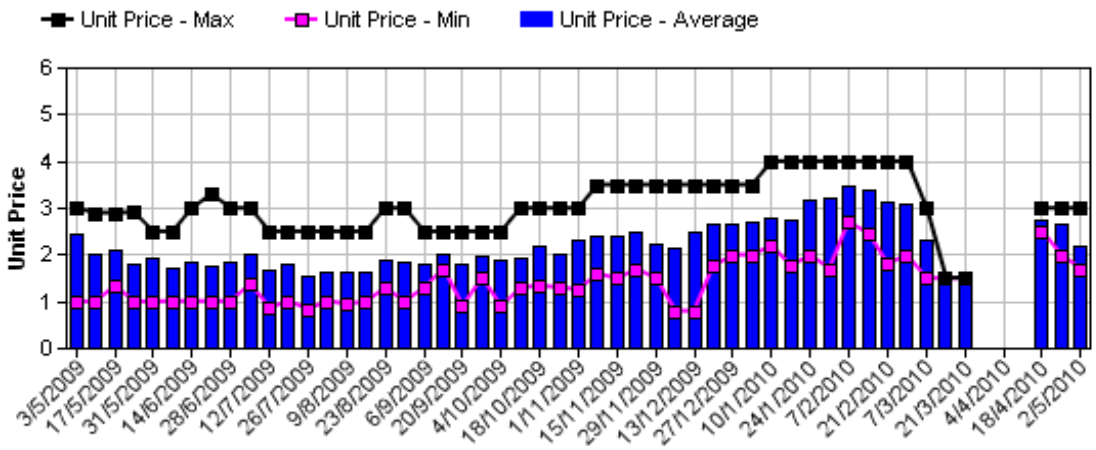
Hass Avocado Average Retail Prices - Sydney



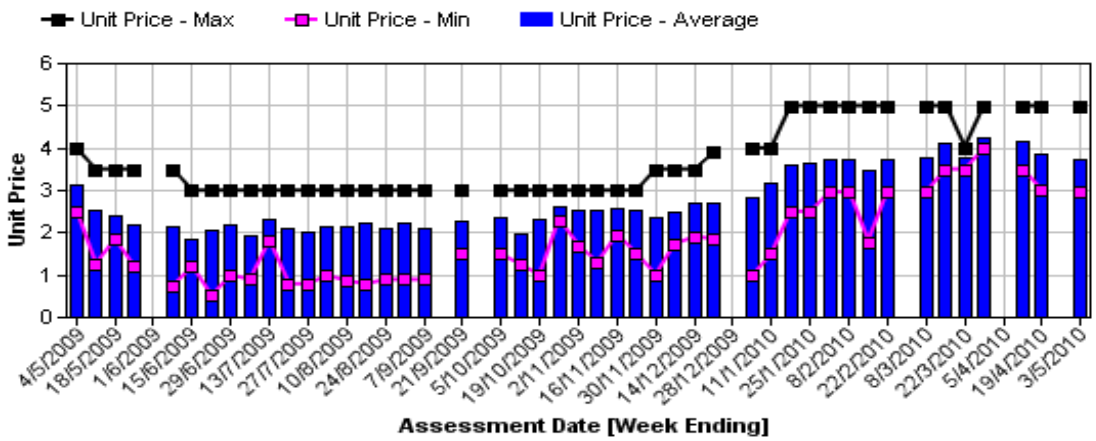
Hass Avocado Average Retail Prices - Melbourne



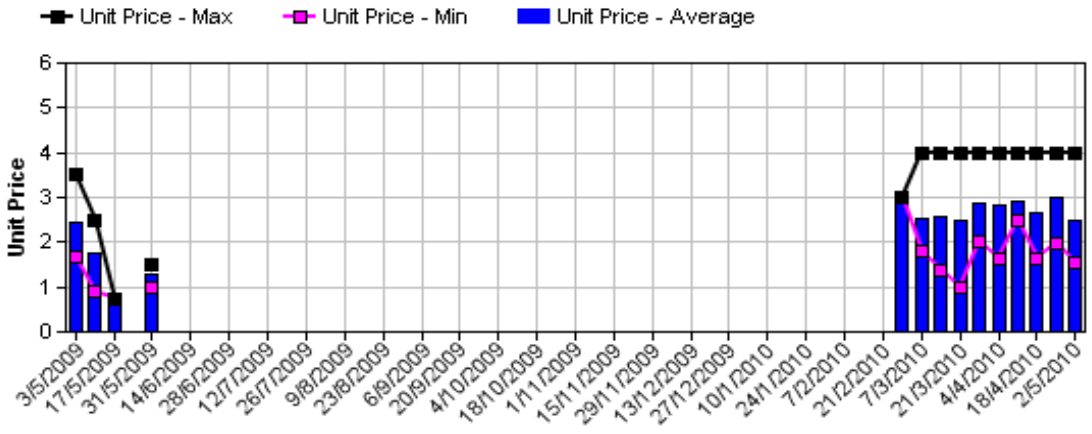
Hass Avocado Average Retail Prices - Brisbane



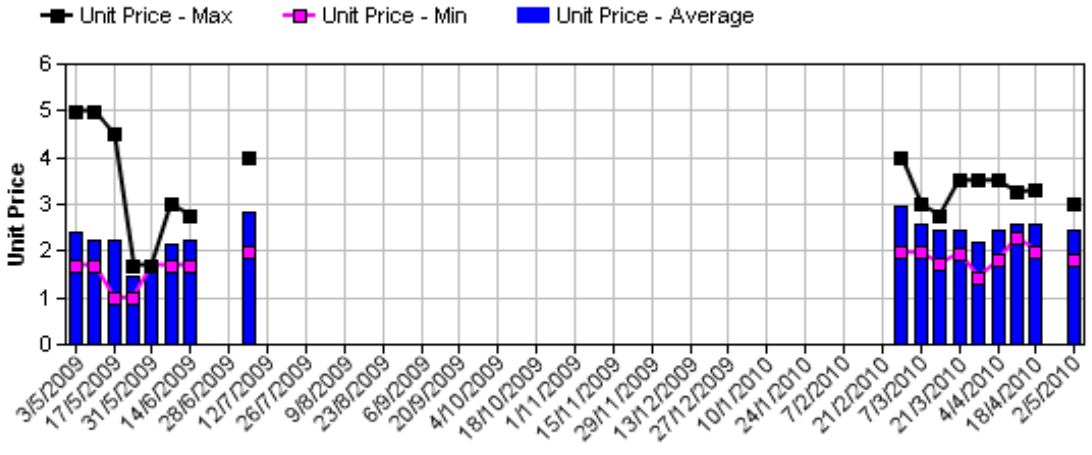
Hass Avocado Average Retail Prices - Perth



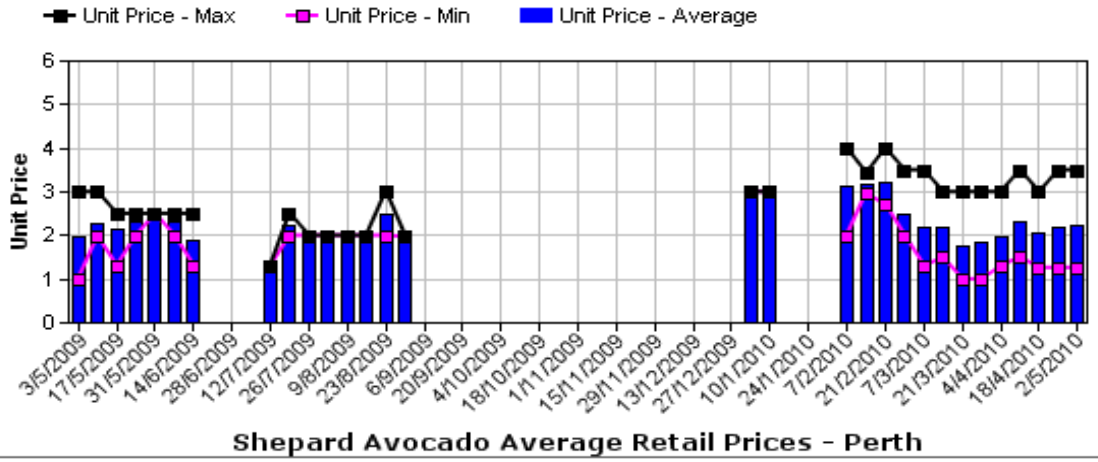
Shepard Avocado Average Retail Prices - Sydney



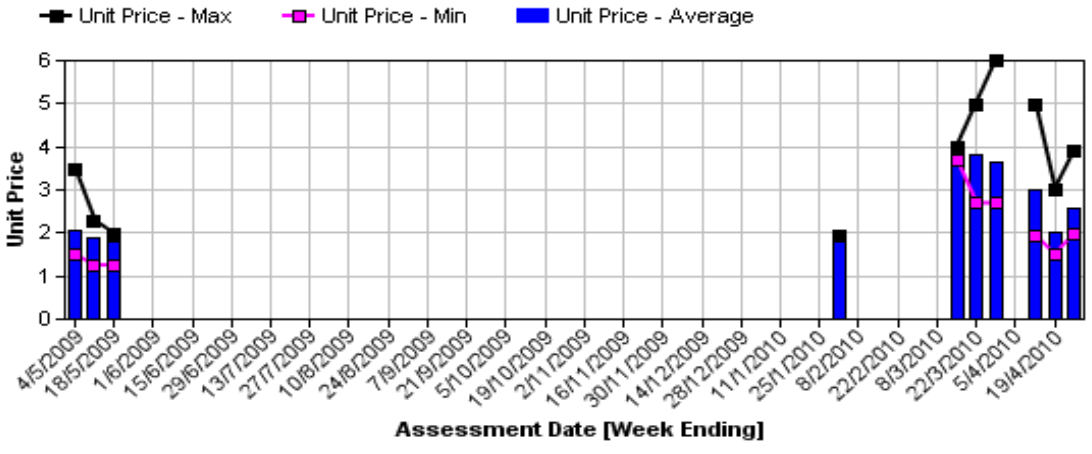
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 26th/27th April 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Hass	130	1.5	Store	Aus
Woolworths	Shepard	210	1.54	Cat	Aus
Woolworths	Shepard	210	1.54	Cat	Aus
Woolworths	Shepard	215	1.54	Cat	Aus
IC	Hass	200	1.66	No	Aus
IC	Hass	140	1.66	No	Aus
Foodworks	Hass	190	1.99	No	NS
I	Hass	175	1.99	No	Aus
Foodworks	Hass	190	1.99	No	NS
I	Hass	190	1.99	No	Aus
Coles	Shepard	255	2.48	No	Aus
Coles	Shepard	240	2.48	No	Aus
Coles	Shepard	270	2.48	No	Aus
I	Shepard	205	2.49	No	Aus
IC	Shepard	230	2.5	No	Aus
IC	Shepard	230	2.5	No	Aus
IC	Shepard	200	2.5	No	Aus
IGA	Hass	225	2.79	No	NZ
IC	Shepard	240	2.99	No	Aus
I	Shepard	250	2.99	No	Aus
I	Hass	255	2.99	No	Aus
Foodworks	Hass	300	2.99	No	NS
I	Shepard	260	2.99	No	Aus
I	Hass	265	2.99	No	Aus
I	Hass	290	3.49	No	Aus
IGA	Shepard	275	3.99	No	NS
I	Hass	260	3.99	No	Aus
I	Hass	220	3.99	No	NS
I	Hass	200	4.99	No	Aus
BRISBANE					
IC	Shepard	180	1.25	Store	Aus
Woolworths	Shepard	210	1.39	Store	Aus
I	Hass	230	1.69	No	Aus
I	Shepard	165	1.69	No	Aus
I	Hass	170	1.79	No	Aus
Woolworths	Shepard	220	1.96	No	Aus
Woolworths	Shepard	270	1.98	No	Aus
IGA	Shepard	180	1.99	No	Aus
Coles	Shepard	215	1.99	No	Aus
Coles	Shepard	240	1.99	No	Aus
IGA	Hass	140	1.99	No	Aus
Coles	Shepard	240	1.99	No	Aus
IGA	Hass	265	2.48	No	Aus
IGA	Shepard	235	2.48	No	Aus
IGA	Shepard	100	2.69	No	Aus
I	Shepard	245	2.99	No	Aus
I	Shepard	265	2.99	Store	NS
I	Hass	275	2.99	No	Aus
I	Shepard	274	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	225	1.79	No	NS
Coles	Shepard	260	1.98	No	Aus
Coles	Shepard	255	1.98	Store	Aus
Coles	Shepard	240	1.98	No	Aus
I	Shepard	205	1.99	No	NS
I	Shepard	250	2.4	No	NS
Safeway	Shepard	230	2.42	No	Aus
Safeway	Shepard	225	2.42	No	Aus
IGA	Shepard	250	2.49	No	Aus
I	Shepard	220	2.49	No	NS
I	Shepard	235	2.75	No	Aus
Safeway	Shepard	230	2.98	No	Aus
I	Shepard	275	2.99	No	NS
I	Shepard	295	2.99	No	NS
I	Shepard	285	2.99	No	Aus
Safeway	Shepard	275	4.98	No	Aus
PERTH					
Coles	Shepard	200	1.98	Store	Aus
Woolworths	Shepard	195	2.25	Store	Aus
Woolworths	Shepard	205	2.25	No	Aus
Coles	Shepard	220	2.48	No	Aus
I	Hass	195	2.95	Store	Aus
IGA	Hass	250	2.99	No	Aus
I	Hass	450	2.99	No	Aus
I	Hass	270	2.99	No	Aus
Coles	Shepard	205	3.89	No	Aus
IS	Hass	265	3.99	No	Aus
IS	Hass	250	3.99	No	Aus
IGA	Hass	250	3.99	No	Aus
I	Hass	210	3.99	No	Aus
IGA	Hass	225	4.49	No	Aus
I	Hass	300	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

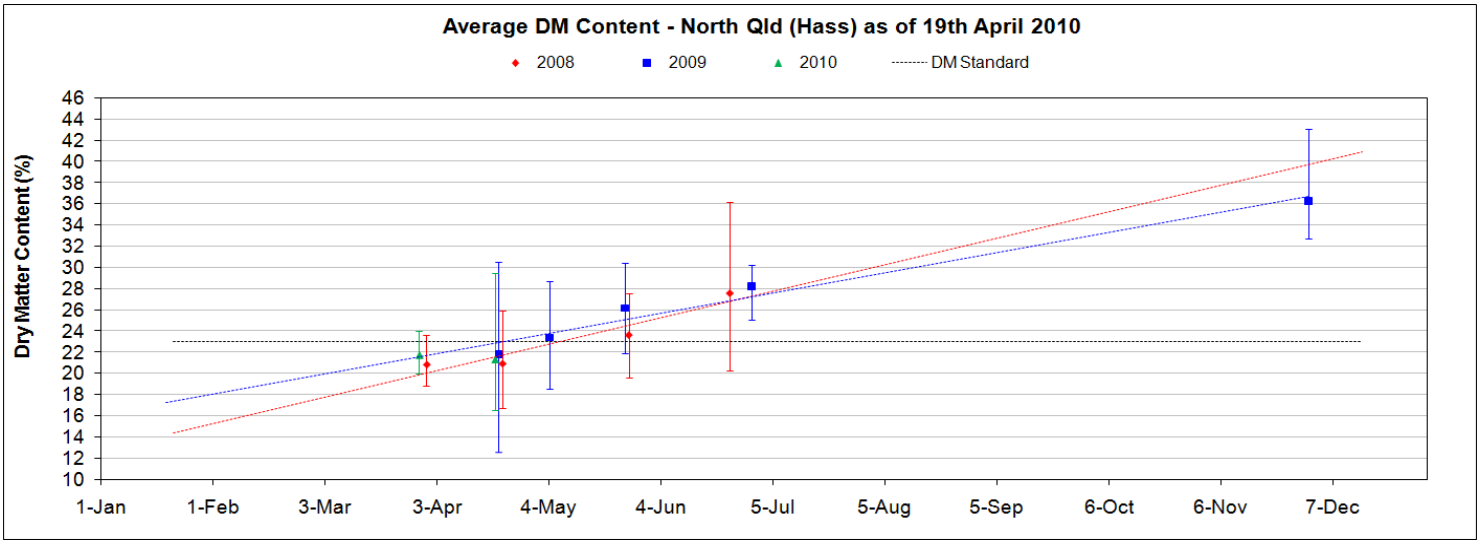
Country of Origin Codes
Aus = display sign indicates fruit is from Australia
NZ = display sign indicates fruit is from New Zealand
NS = display sign doesn't say where fruit is from
Mixed = display sign indicates fruit is from multiple origins

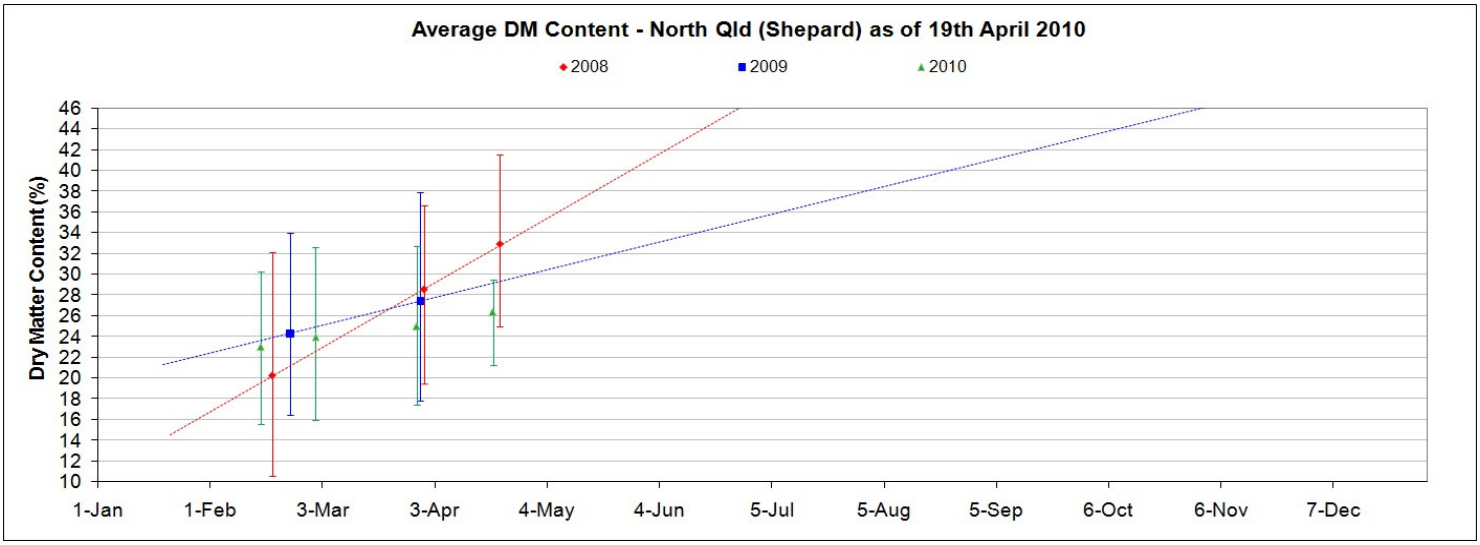
Size ranges based on 5.5kg trays	
Size	**Weight Range**
28	185 - 208g
25	208 - 230g
23	230 - 245g
22	245 - 263g
20	263 - 290g
18	290 - 325g
16	325 - 363g

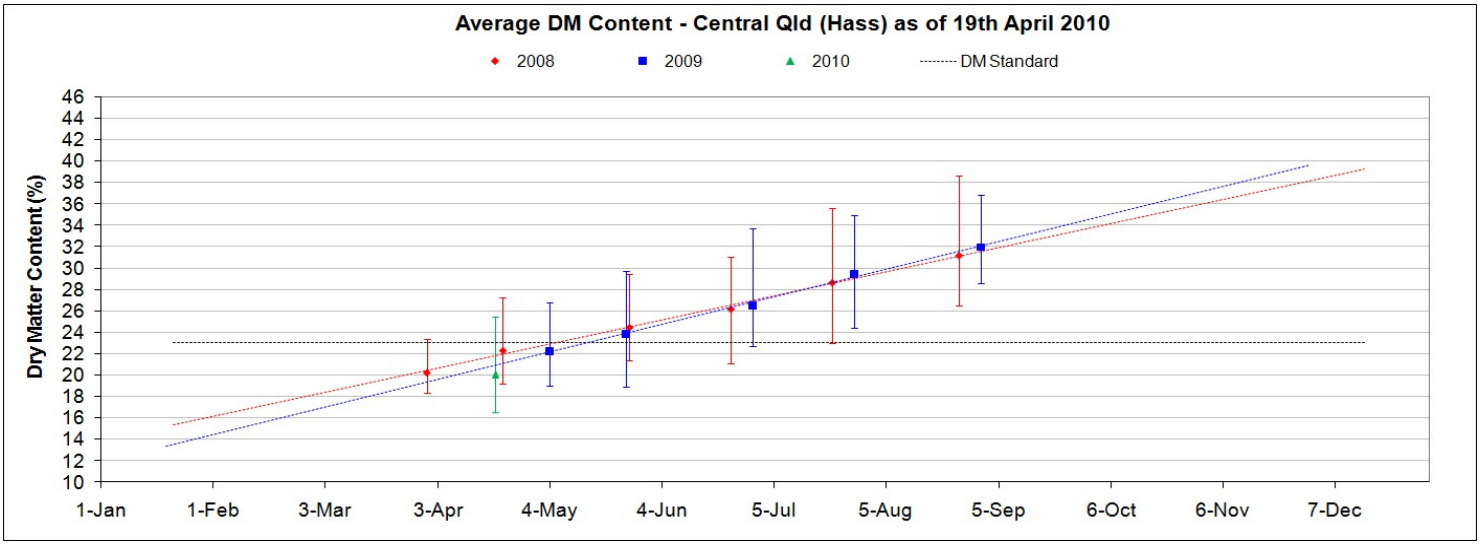
Avocado DM Content Report

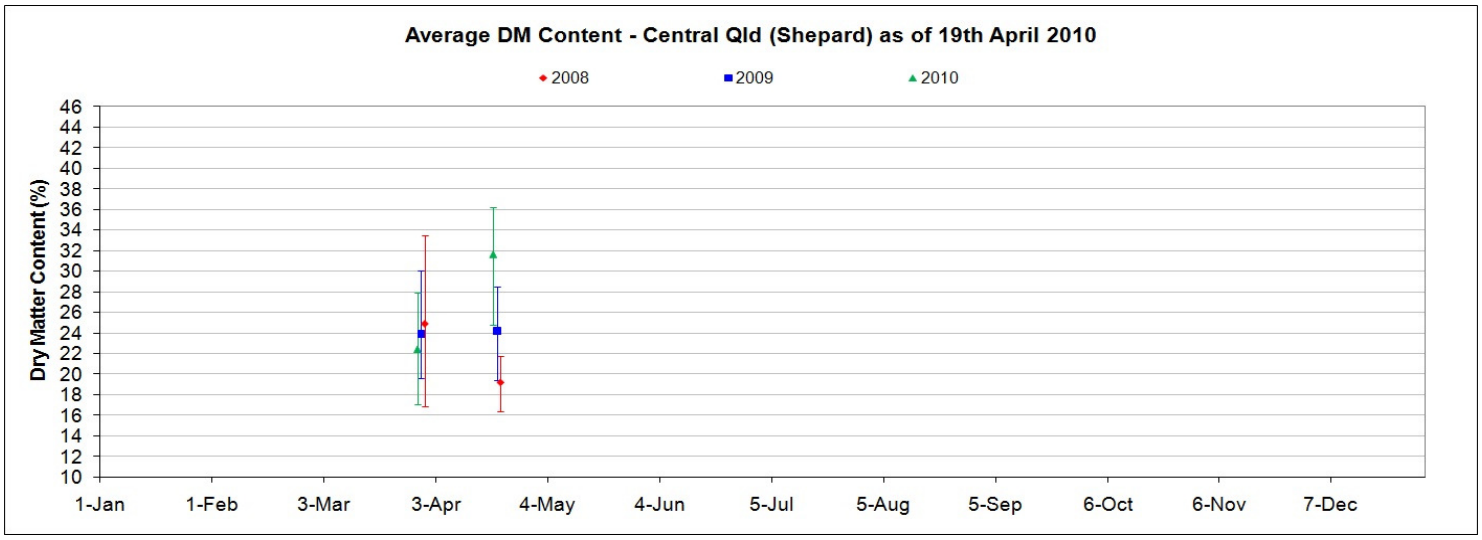
Fruit collected 19th April 2010

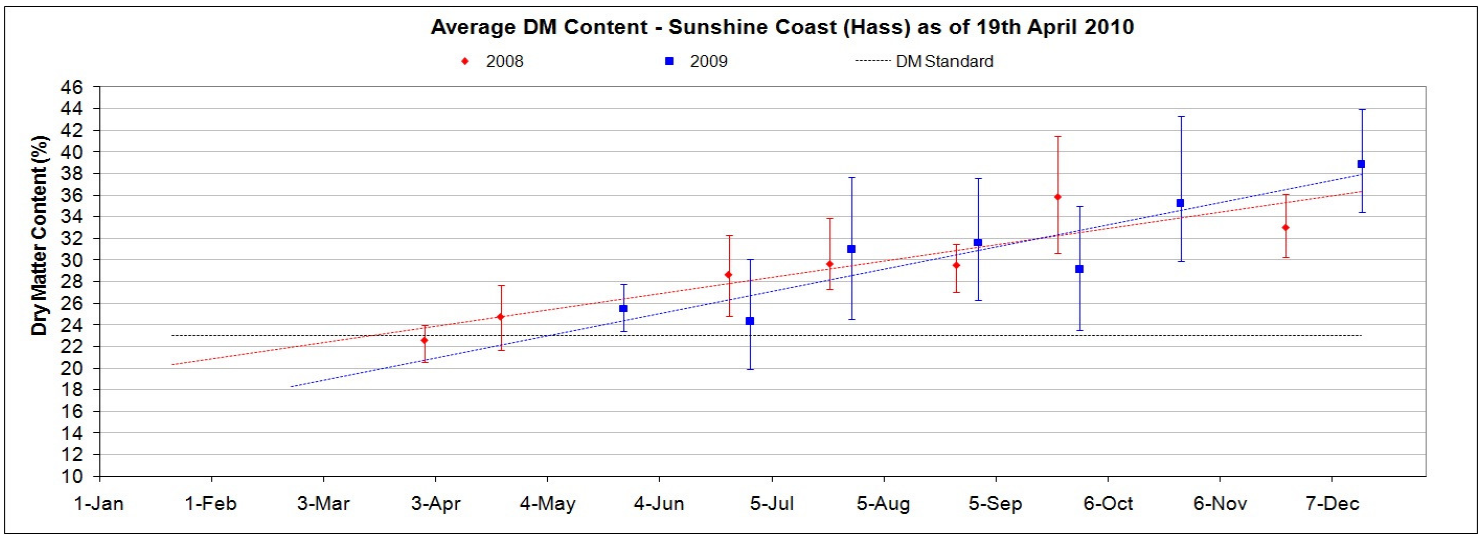
Dry Matter Intervals	Proportion of Fruit tested for each Dry matter interval 19th April 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	11%	0%	20%	0%						
18.1%-20.9%	41%	0%	45%	0%						
21%-22.9%	18%	5%	20%	0%						
23%-28%	28%	75%	15%	10%						
27.1%-40%	2%	20%	0%	90%						
>40%	0%	0%	0%	0%						

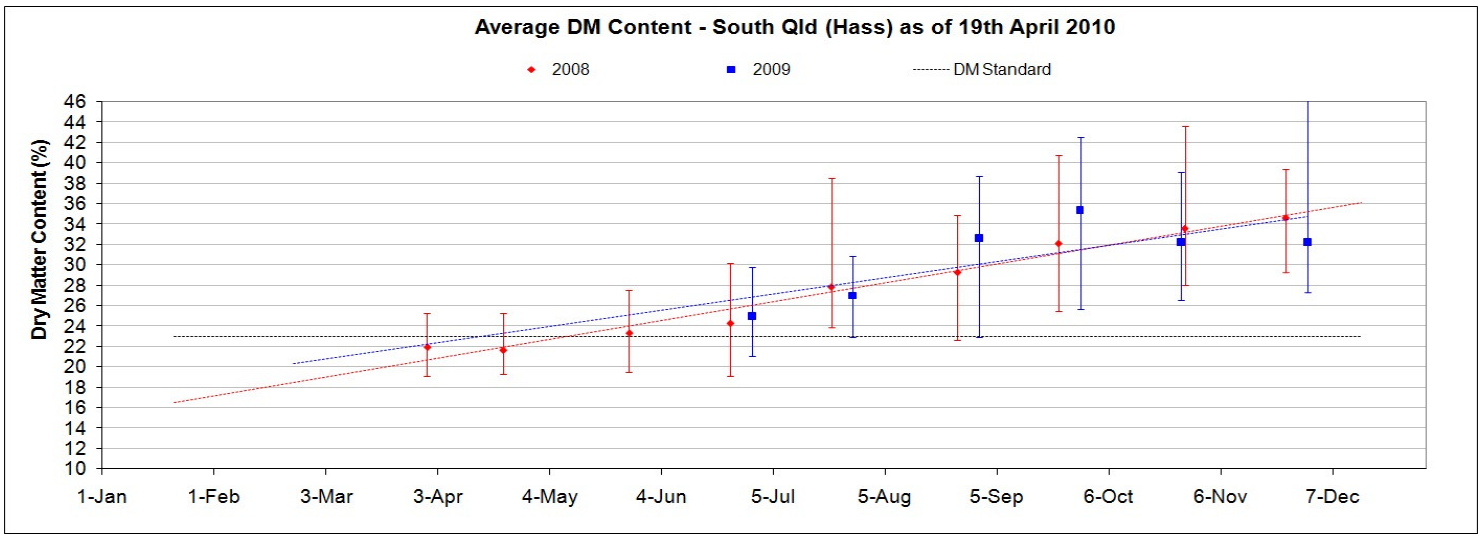


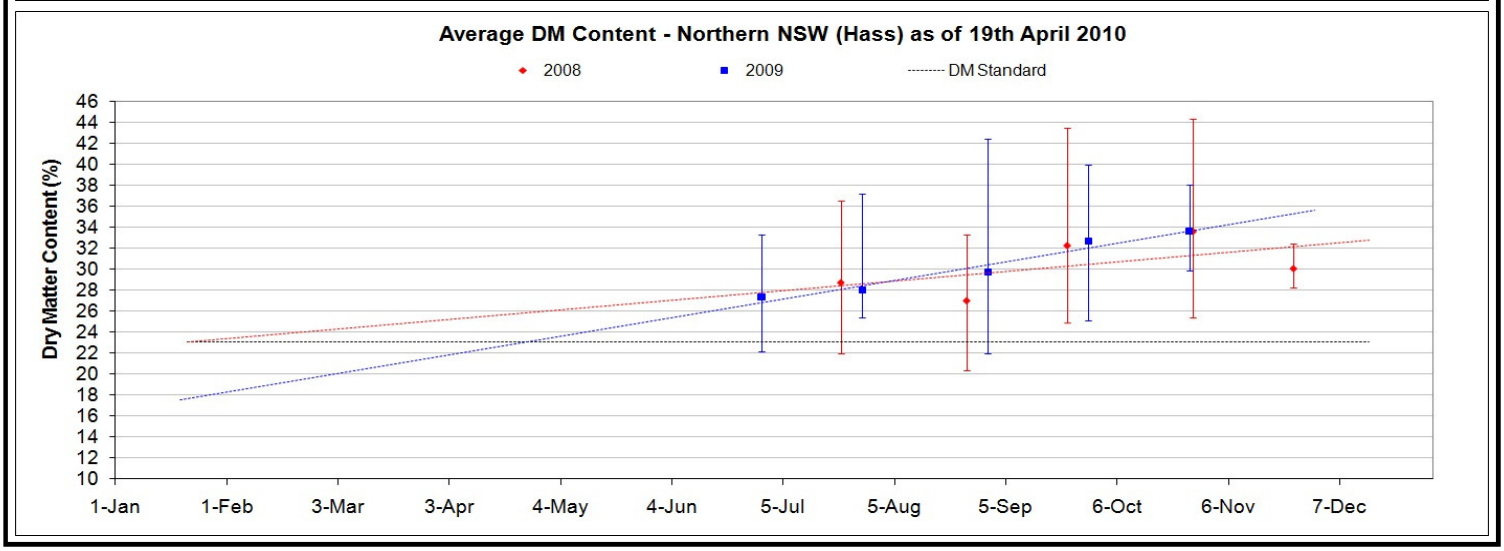


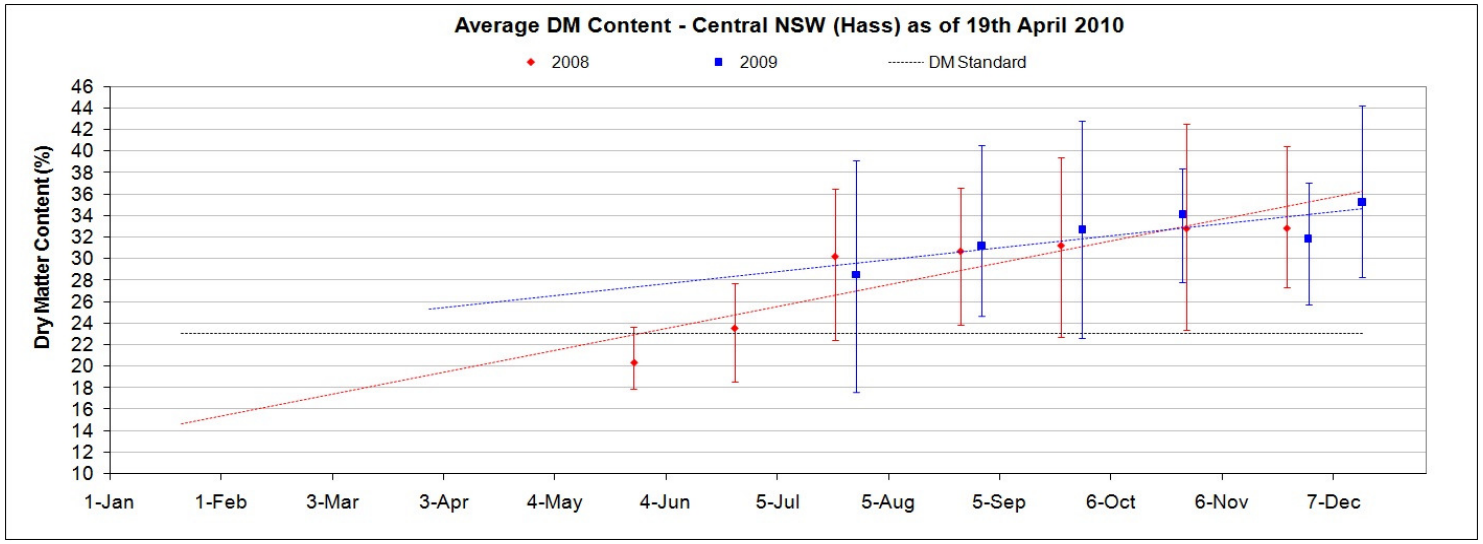


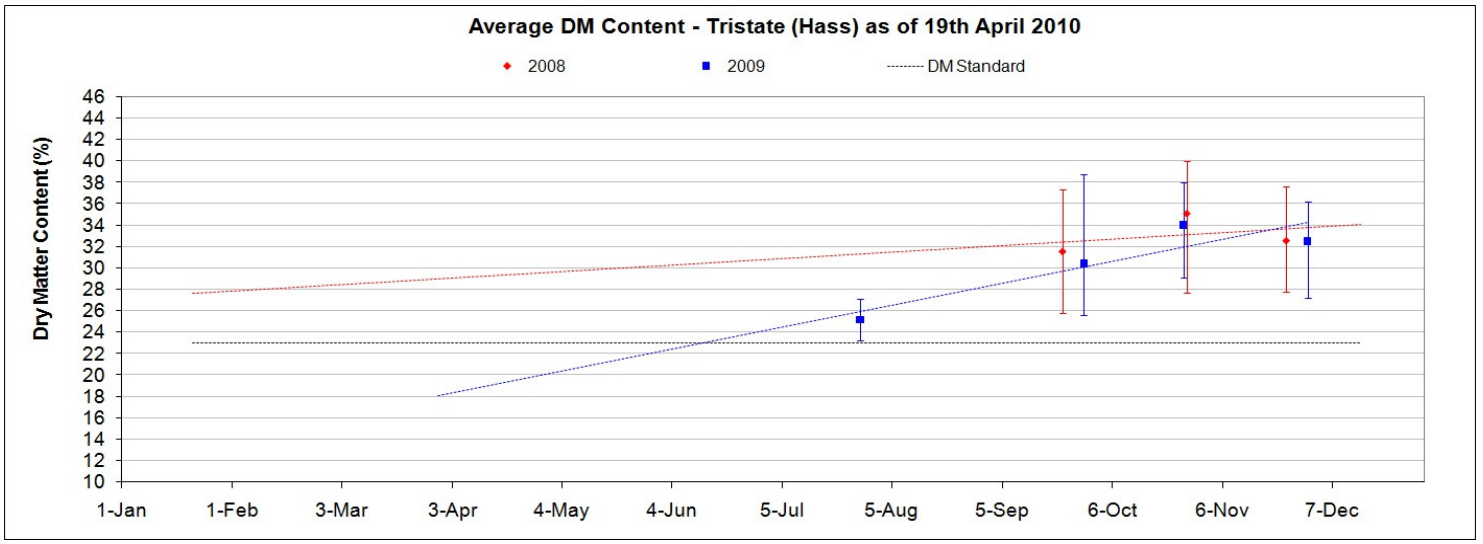

Average DM Content - Central Qld (Shepard) as of 19th April 2010
2008
2009
2010
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec

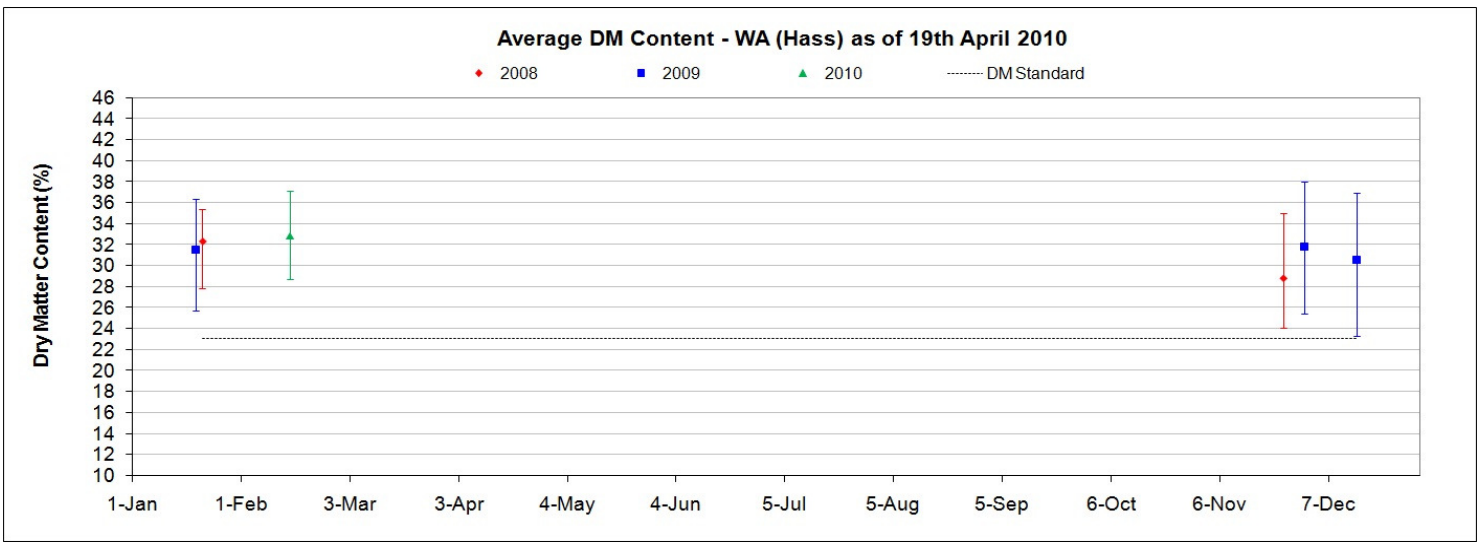

Average DM Content - Sunshine Coast (Hass) as of 19th April 2010
2008
2009
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - South Qld (Hass) as of 19th April 2010
2008
2009
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - Northern NSW (Hass) as of 19th April 2010
2008
2009
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - Central NSW (Hass) as of 19th April 2010
2008
2009
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - Tristate (Hass) as of 19th April 2010
2008
2009
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec


Average DM Content - WA (Hass) as of 19th April 2010
2008
2009
2010
DM Standard
Dry Matter Content (%)
46
44
42
40
38
36
34
32
30
28
26
24
22
20
18
16
14
12
10
1-Jan
1-Feb
3-Mar
3-Apr
4-May
4-Jun
5-Jul
5-Aug
5-Sep
6-Oct
6-Nov
7-Dec