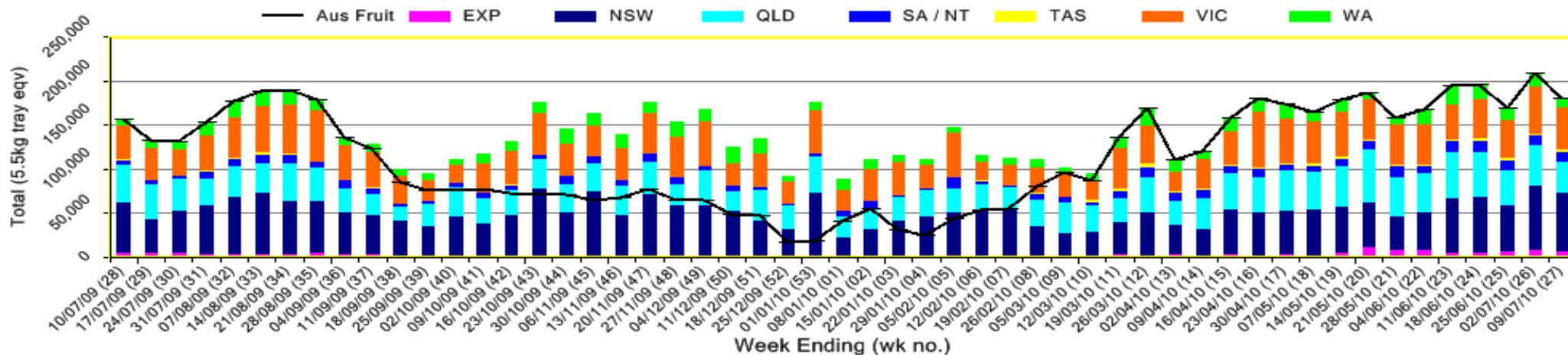


INFOCADO WEEKLY REPORT: 3rd July - 9th July 2010 (Wk 27)

Industry Dispatches 3rd July - 9th July 2010 (Wk 27)

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				50					5,021	1,728				6,799	12			6,821
NSW	74	842	2,570	11,191	1,840	17,522	3,568	1,796	374		14,311	2,748		39,777				66,297
QLD	13	134	1,004	2,991	16	12,580	7,903	2,371	141		3,877	5,604	1,647	27,153				35,520
SA / NT		50	8	5		484	6,071	1,180			1,822	48		7,798				11,120
TAS							905				600			905				1,996
VIC	71	1,217	8,542	18,019	250	3,442	1,826	777	48		6,878	8,670		34,192				48,273
WA		7	166	1,015		948	4,046	495	83		1,616			6,760				9,698
Total	158	2,250	12,290	33,271	2,106	34,976	24,319	11,640	2,374	123,384	29,116	17,070	1,647	179,725				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 4,131,289 5.5kg tray eqv



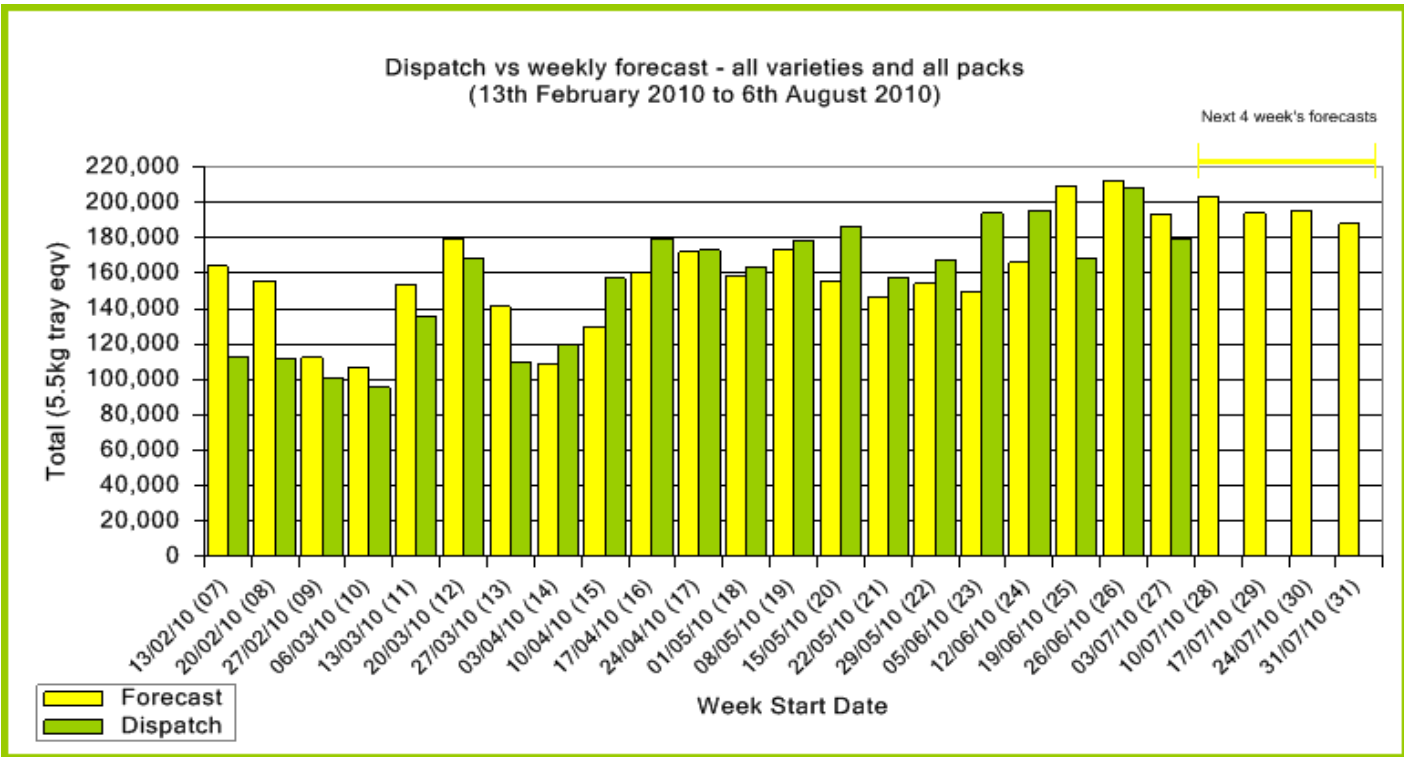
Comments from the CEO

- Dispatches were slightly down on forecasts this last week due to rain in Bundaberg.
- There are no catalogue specials this week although retail prices remain low across the board.
- NSW, SA and WA are still on school holidays until the end of this week.
- Please note that the Dry Matter Report for fruit collected on Monday 5th July is attached to this report.



Forecast Data (Week 27 - 31)					
Variety	Trays - Total	Bulk	P/ Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 27 - begin 03/ 07/ 2010					
Bacon		80			145
Fuerte		40			73
Gwen	100				100
Hass	143,863	22,710	13,000		187,518
Pinkerton	60	5			69
Sharwil	250				250
Wurtz	5,000				5,000
Week Total	149,273	22,835	13,000		193,155
Week 28 - begin 10/ 07/ 2010					
Bacon		40			73
Fuerte		80			145
Gwen	75				75
Hass	148,736	24,061	13,000	3,000	195,392
Pinkerton	60				60
Reed	2,500				2,500
Sharwil	200				200
Wurtz	5,000				5,000
Week Total	156,571	24,181	13,000	3,000	203,445
Week 29 - begin 17/ 07/ 2010					
Bacon		40			73
Fuerte		80			145
Gwen	50				50
Hass	143,076	22,360	13,000		186,095
Pinkerton	40				40
Reed	2,500				2,500
Sharwil	150				150
Wurtz	5,000				5,000
Week Total	150,816	22,480	13,000		194,053
Week 30 - begin 24/ 07/ 2010					
Gwen	25				25
Hass	144,546	22,270	13,000		187,401
Pinkerton	40				40
Reed	2,500				2,500
Sharwil	100				100
Wurtz	5,000				5,000
Week Total	152,211	22,270	13,000		195,066
Week 31 - begin 31/ 07/ 2010					
Hass	139,643	21,070	13,000		180,316
Reed	2,500				2,500
Wurtz	5,000				5,000
Week Total	147,143	21,070	13,000		187,816

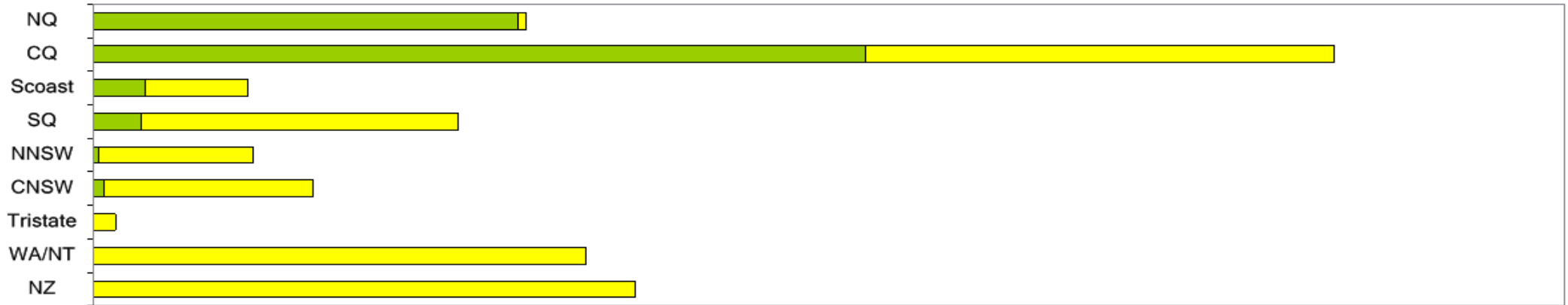
Green shading indicates dispatch data						Yellow shading indicates forecast data					
Dispatch Data (Week 27 - begin 3/ 07/ 2010)											
Variety	Trays		Bulk		P/ PK		Other		5.5Kg Eqv		
	5.5Kg Eqv		10Kg		Kg		Kg		Total Trays		
Bacon				80						145	
Gwen		131								131	
Hass	116,267		28,010		17,070			1,647		170,597	
Reed	3,271									3,271	
Sharwil	135		7							148	
Wurtz	3,582		1,019							5,435	
Total	123,386		29,116		17,070		1,647			179,727	



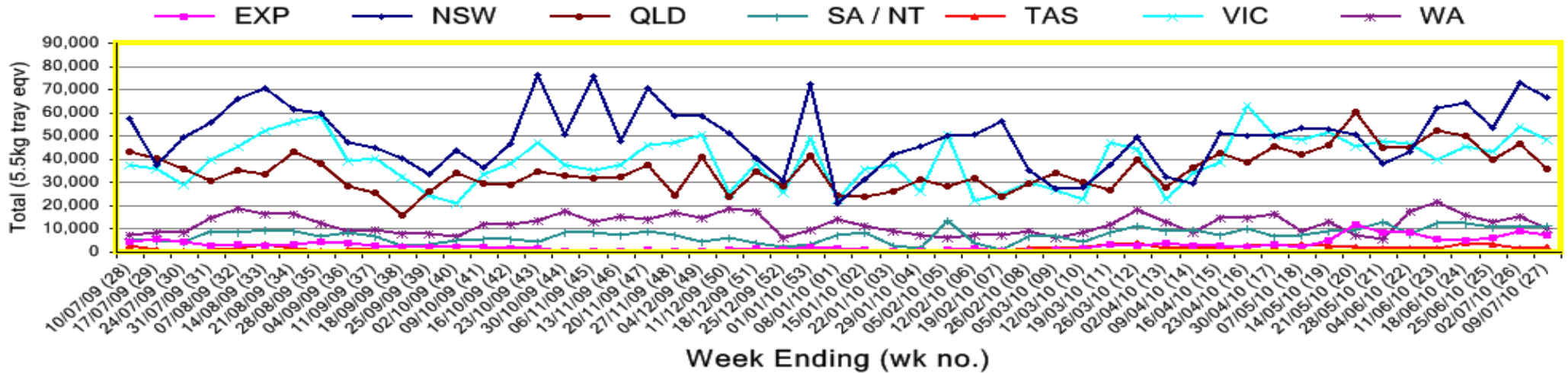
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 4,131,289 5.5kg tray eqv



Week 27 contributors - Packhouses

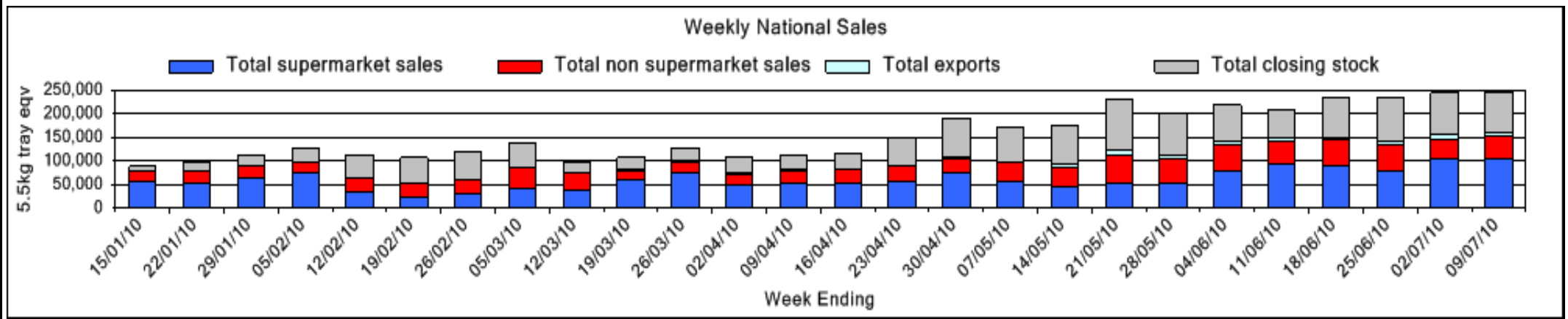
Balmoral Orchard	Simpson Farms Pty Ltd
Donovan Family Investment Trust	Sunfresh
Googa Farms	Sunnyspot Packhouse PL
Merrinee Farms	SuperPak
Natures Fruit Company	The I & R Family Trust
One Harvest	

Week 27 contributors - Wholesalers

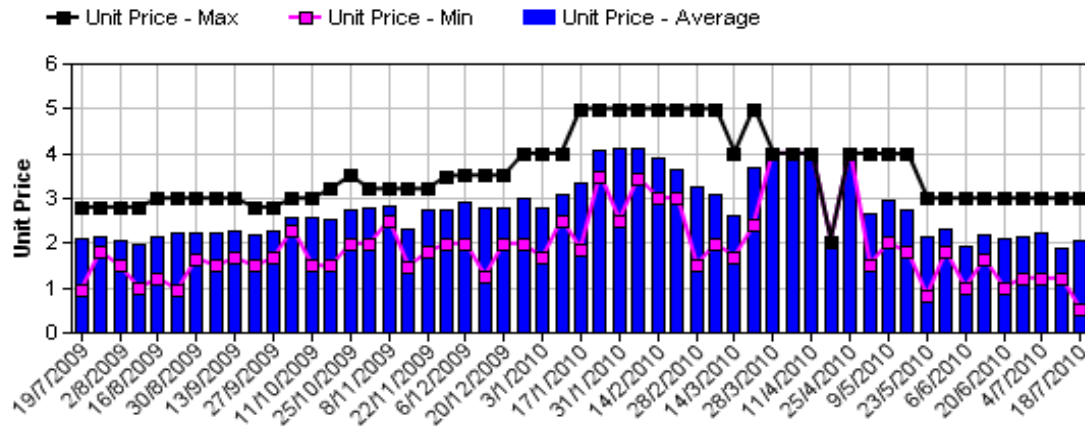
Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Costa Exchange Trading (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	The La Manna Group (Adelaide)
Exotic Fruit Traders (Sydney)	The La Manna Group (Brisbane)
Kelly's (Melbourne)	The La Manna Group (Melbourne)
Mercer Mooney (Perth)	United Fresh (Adelaide)

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

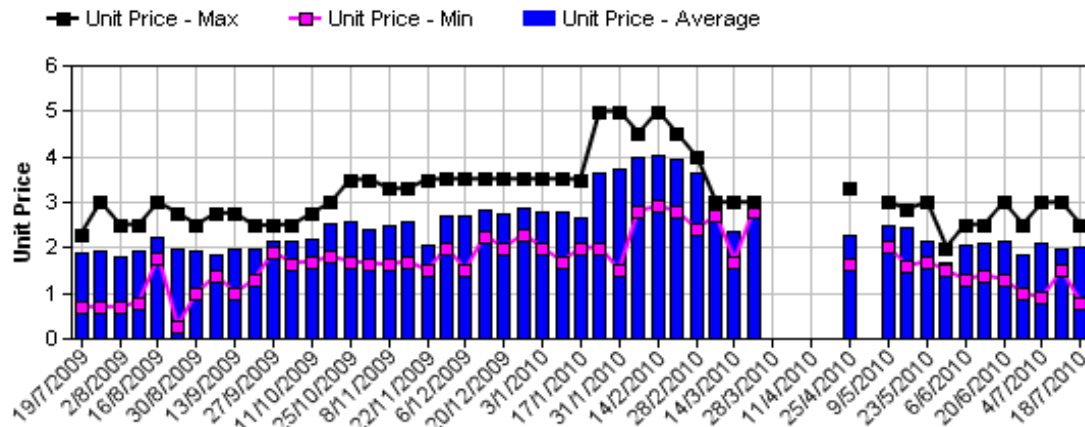
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	31,236		24	31,260	8,444		13	8,457	15,376	2,748			2,748	500	47,088		48	47,136
Total Stock on Hand																		
QLD																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports																		
Total sales	40,346			40,346	432			432	785	3,684			3,684	670	41,801			41,801
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	10,695			10,695	1,791			1,791	3,256	86			86	16	13,967			13,967
Total non supermarket sales	1,014			1,014	559			559	1,016						2,030			2,030
Total exports																		
Total sales	11,709			11,709	2,350			2,350	4,273	86			86	16	15,997			15,997
Total Stock on Hand	6,254	3,194	264	9,712	4,510	192	5	4,707	8,558	86			86	16	14,469	3,543	273	18,285
VIC																		
Total supermarket sales	23,273		496	23,769	1,412			1,412	2,567	8,670			8,670	1,576	27,416		496	27,912
Total non supermarket sales	4,856	1,219	2,822	8,897	2,513		607	3,120	5,673						9,425	1,219	3,925	14,569
Total exports																		
Total sales	28,128	1,219	3,318	32,665	3,925		607	4,532	8,240	8,670			8,670	1,576	36,841	1,219	4,421	42,481
Total Stock on Hand	12,339		257	12,596	5,700		4	5,704	10,371						22,703		264	22,967
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	8,834		35	8,869	1,801		24	1,825	3,318						12,109		79	12,187
Total Stock on Hand																		
Total																		
Total supermarket sales	85,785		496	86,281	8,401			8,401	15,275	15,188			15,188	2,761	103,821		496	104,317
Total non supermarket sales	27,669	1,219	2,881	31,769	8,539		644	9,183	16,696						43,194	1,219	4,052	48,465
Total exports	6,799			6,799	12			12	22						6,821			6,821
Total sales	120,253	1,219	3,377	124,848	16,952		644	17,596	31,993	15,188			15,188	2,761	153,836	1,219	4,548	159,603
Total Stock on Hand	55,080	3,194	673	58,947	14,955	192	17	15,164	27,571	86			86	16	82,286	3,543	704	86,533



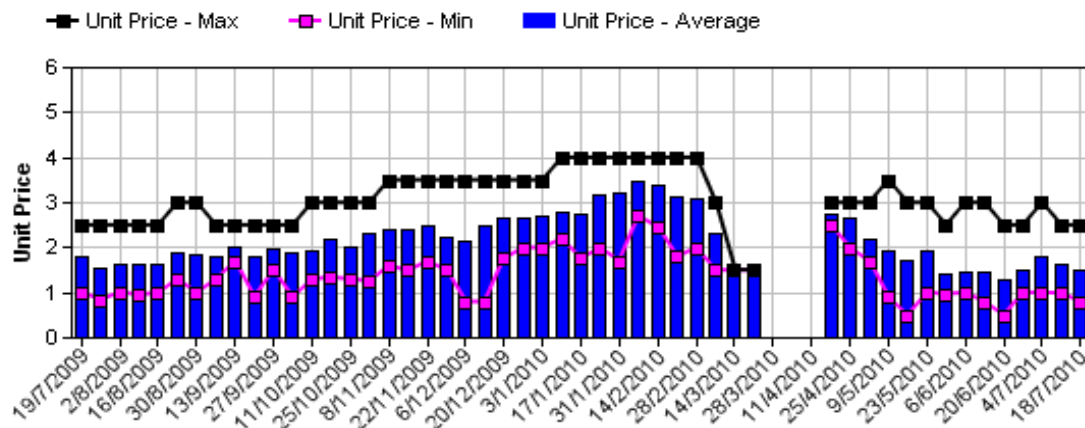
Hass Avocado Average Retail Prices - Sydney



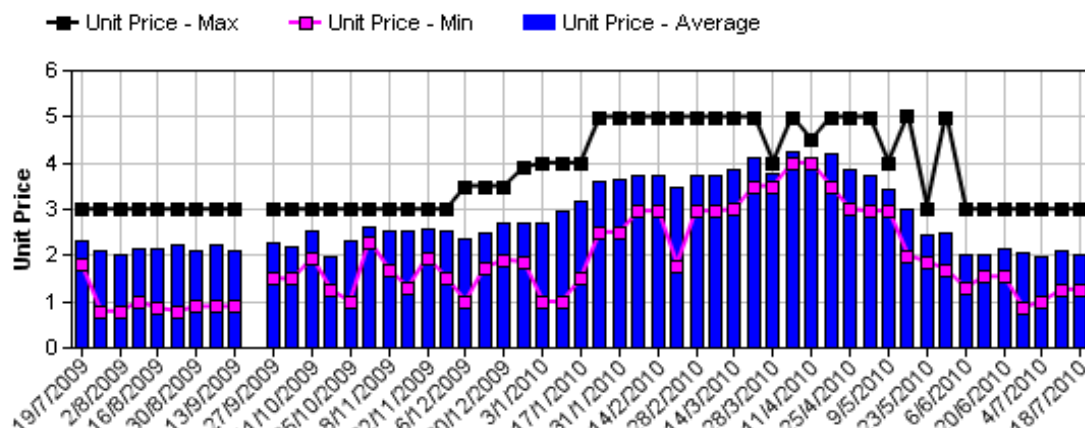
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

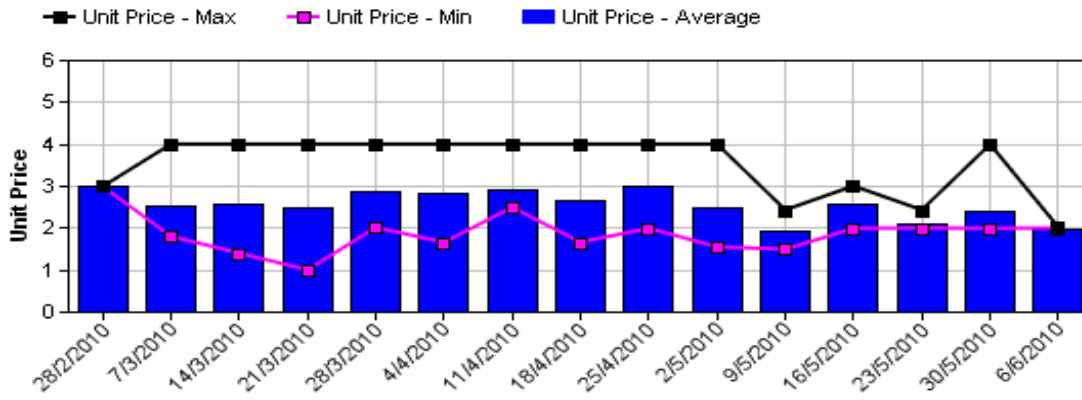


Hass Avocado Average Retail Prices - Perth

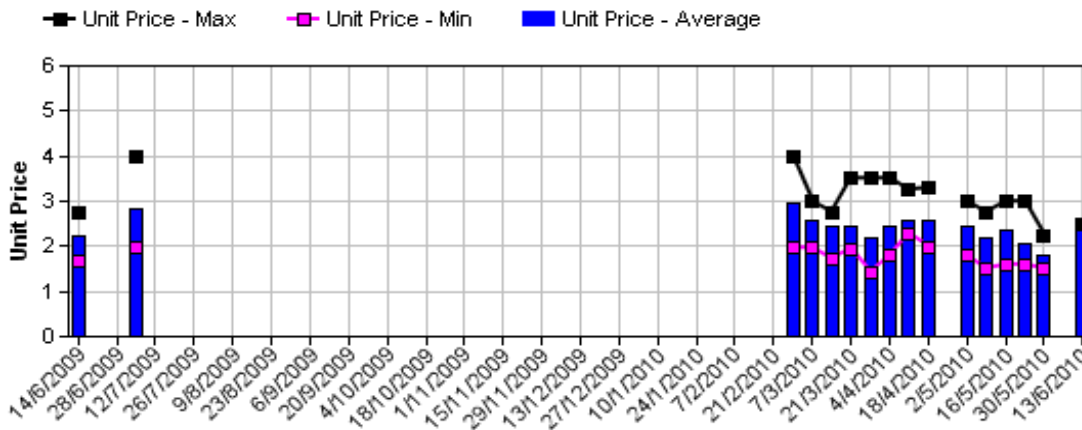


Assessment Date [Week Ending]

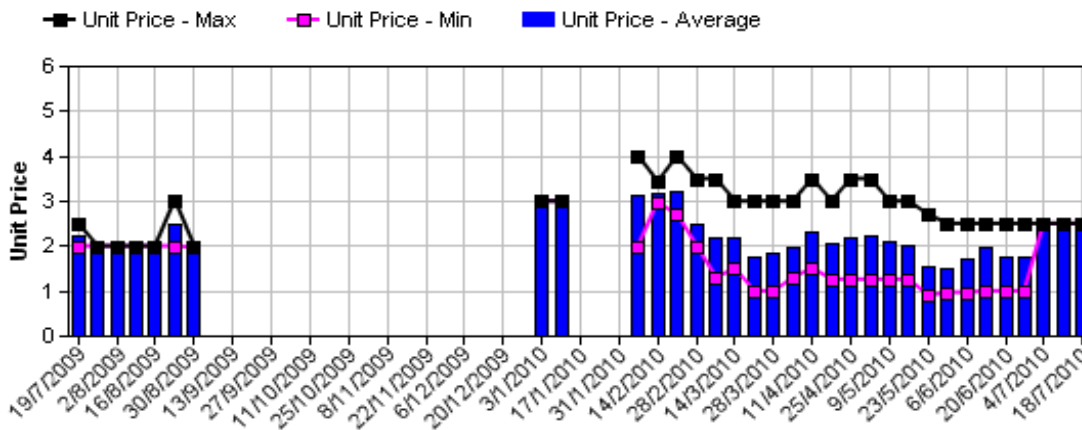
Shepard Avocado Average Retail Prices - Sydney



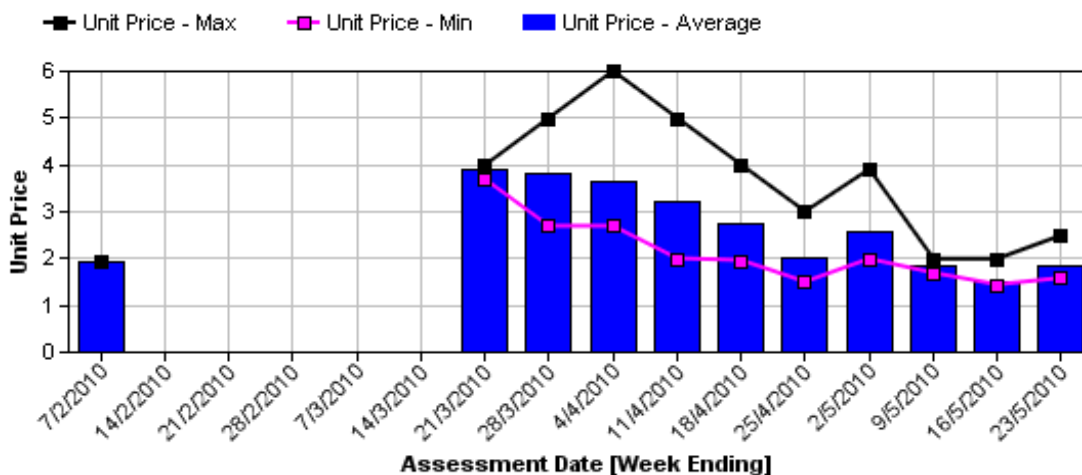
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Hass	220	0.50	Store	Aus
Coles	Hass	280	1.68	No	Aus
Coles	Hass	270	1.68	No	Aus
Coles	Hass	295	1.68	No	Aus
IC	Hass	290	1.69	Store	Aus
Woolworths	Hass	235	1.83	Store	Aus
Woolworths	Hass	245	1.83	Store	Aus
Woolworths	Hass	240	1.83	Store	Aus
IC	Hass	285	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	255	2.49	No	Aus
I	Hass	250	2.49	No	Aus
Foodworks	Hass	310	2.49	No	NS
IGA	Hass	310	2.49	No	NZ
IGA	Hass	295	2.99	No	NS
I	Hass	290	2.99	No	Aus
BRISBANE					
I	Hass	185	0.79	Store	Aus
Coles	Hass	280	0.80	Store	Aus
Coles	Hass	245	0.80	Store	Mixed
Coles	Hass	245	0.80	Store	Aus
Woolworths	Hass	200	0.80	Store	Aus
I	Hass	240	0.99	Store	Aus
I	Hass	160	0.99	Store	Aus
Woolworths	Hass	150	1.15	Store	Aus
IGA	Hass	160	1.49	No	Aus
Woolworths	Hass	195	1.54	No	Aus
IC	Hass	180	1.69	No	Aus
IGA	Hass	205	2.49	No	Aus
IGA	Hass	220	2.49	No	Aus
I	Hass	260	2.49	Store	Aus
I	Shepard	275	2.49	Store	Aus
I	Hass	304	2.49	Store	Aus
IC	Hass	240	2.49	No	Aus

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

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	160	0.79	Store	NS
I	Hass	245	1.49	No	NS
I	Hass	240	1.79	No	NS
I	Hass	280	1.97	Store	Aus
Coles	Hass	235	1.98	No	Aus
Coles	Hass	225	1.98	No	Aus
Coles	Hass	250	1.98	No	Aus
I	Hass	270	1.99	No	NS
Safeway	Hass	270	2.32	No	Aus
Safeway	Hass	355	2.32	No	Aus
IGA	Hass	275	2.47	No	Aus
IGA	Hass	275	2.47	No	Aus
I	Hass	275	2.49	No	Aus
I	Hass	305	2.50	No	NS
PERTH					
I	Hass	235	1.25	Store	Aus
Woolworths	Hass	185	1.25	Store	Aus
IGA	Hass	225	1.49	No	Aus
Woolworths	Hass	190	1.53	Store	Aus
Coles	Hass	235	1.75	No	Aus
Coles	Hass	220	1.95	No	Aus
I	Hass	280	1.95	No	Aus
Coles	Hass	265	1.95	No	Aus
IS	Hass	330	1.99	No	Aus
IGA	Hass	240	1.99	Store	Aus
I	Hass	270	2.49	No	Aus
IGA	Hass	240	2.49	No	Aus
IS	Hass	230	2.49	No	Aus
I	Hass	310	2.69	No	Aus
I	Hass	275	2.99	No	Aus

Store Codes

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

Size ranges based on 5.5kg trays

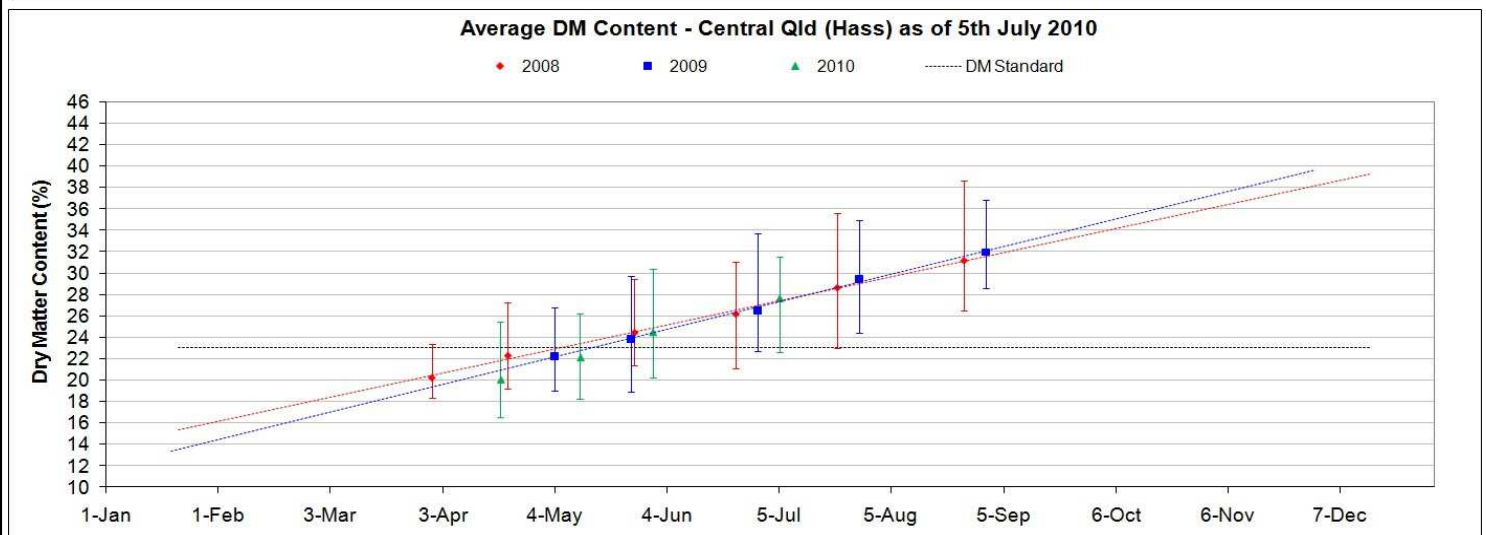
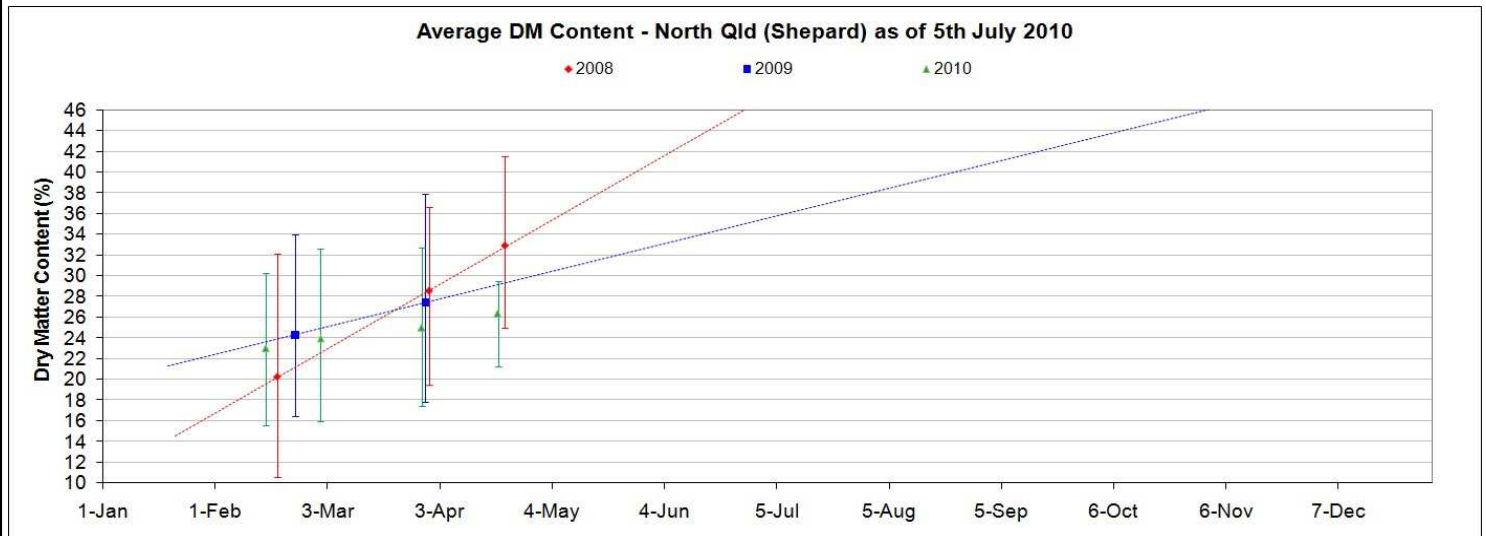
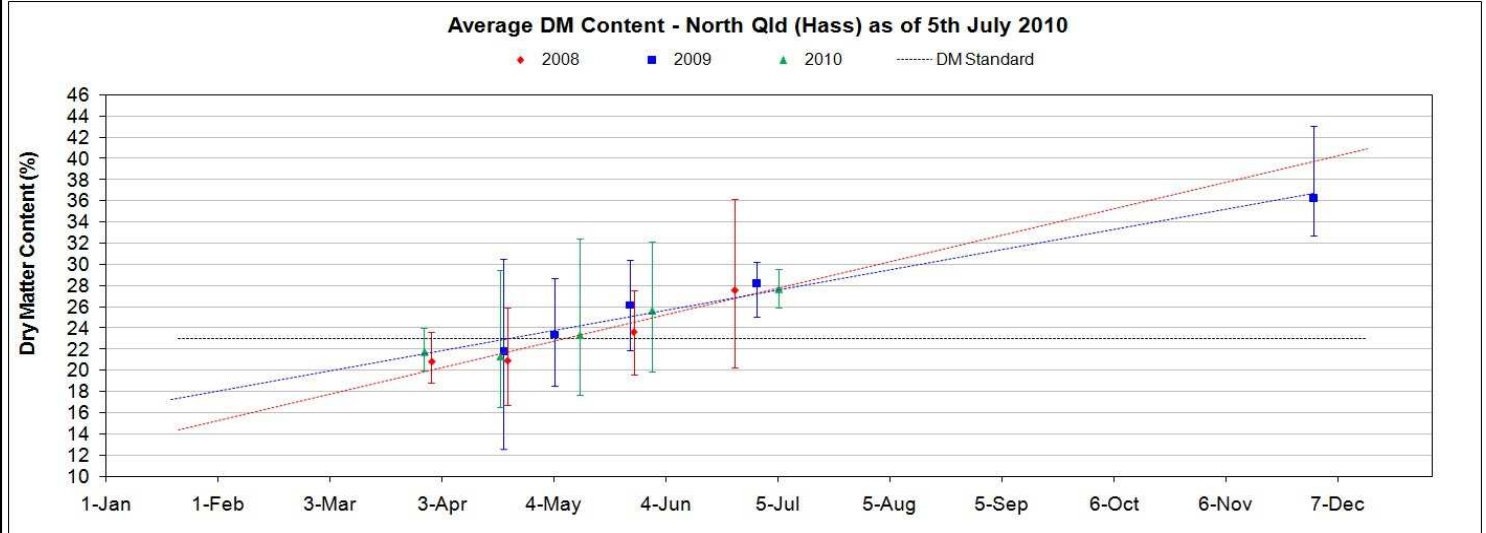
Size	Weight Range
28	185 - 208g
25	208 - 230g
23	230 - 245g
22	245 - 263g
20	263 - 290g
18	290 - 325g
16	325 - 363g



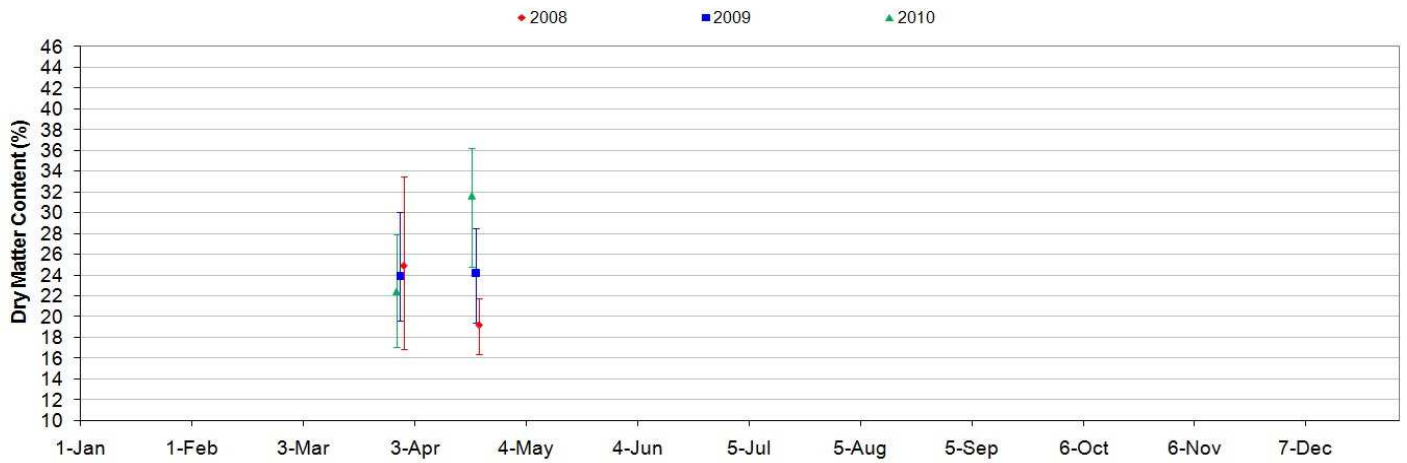
Avocado DM Content Report

Fruit collected 5th July 2010

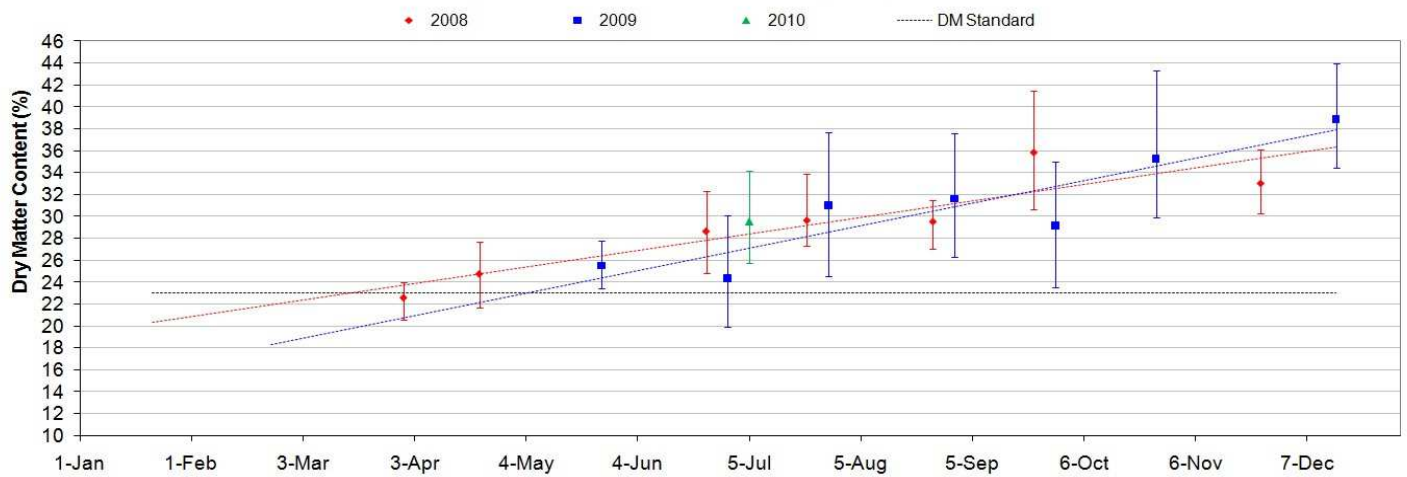
Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 5th July 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%		0%		0%	0%	0%	0%		
18.1%-20.9%	0%		0%		0%	0%	0%	0%		
21%-22.9%	0%		3%		0%	2%	0%	20%		
23%-28%	80%		63%		20%	46%	45%	57%		
27.1%-40%	20%		33%		80%	52%	55%	23%		
>40%	0%		0%		0%	0%	0%	0%		



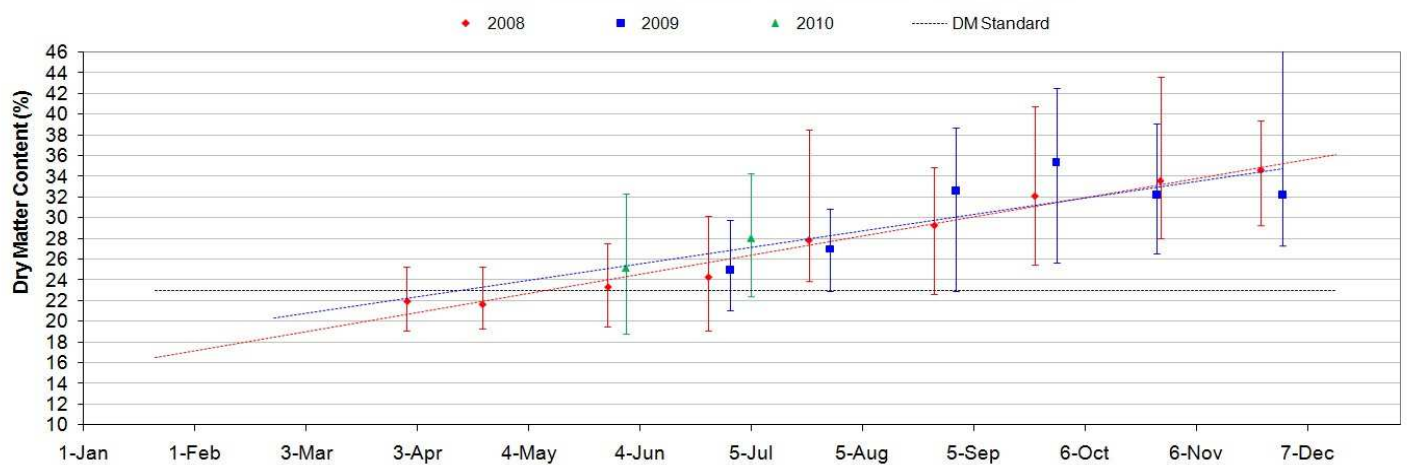
Average DM Content - Central Qld (Shepard) as of 5th July 2010



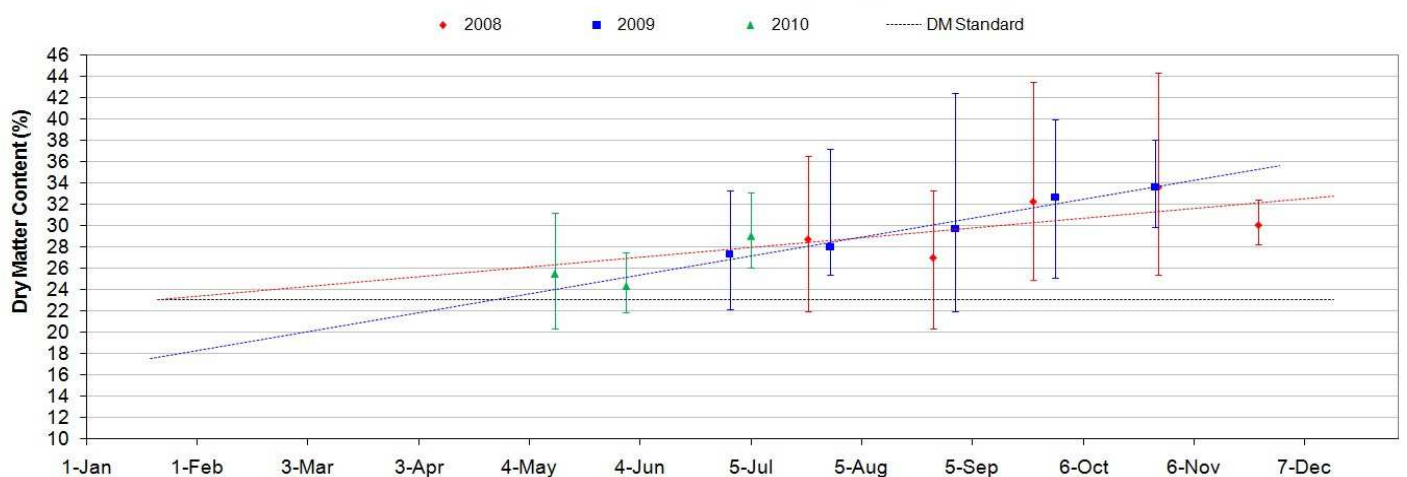
Average DM Content - Sunshine Coast (Hass) as of 5th July 2010



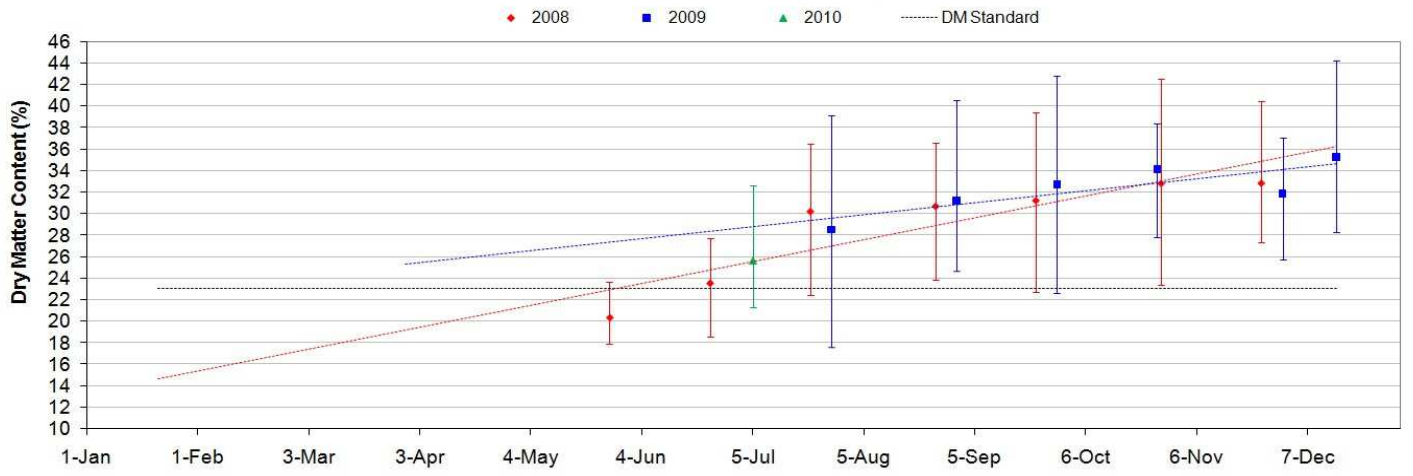
Average DM Content - South Qld (Hass) as of 5th July 2010



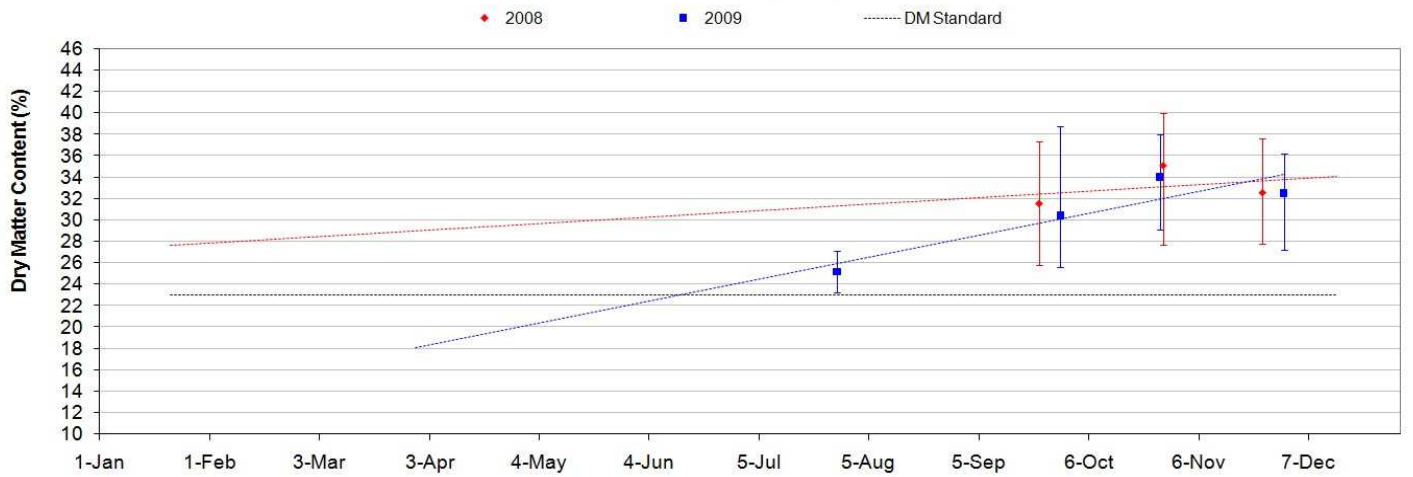
Average DM Content - Northern NSW (Hass) as of 5th July 2010



Average DM Content - Central NSW (Hass) as of 5th July 2010



Average DM Content - Tristate (Hass) as of 5th July 2010



Average DM Content - WA (Hass) as of 5th July 2010

