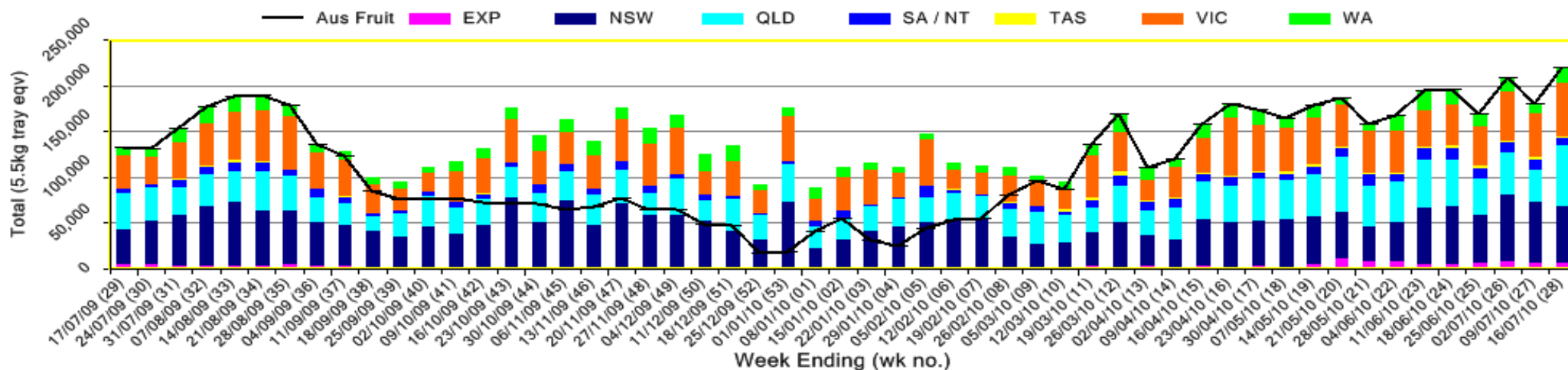


INFOCADO WEEKLY REPORT: 10th July - 16th July 2010 (Wk 28)

Industry Dispatches 10th July - 16th July 2010 (Wk 28)																		
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	Proc	5.5Kg Eqv Trays All				
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total				
EXP				50					4,504	824				5,378	958	240		7,164
NSW	84	305	2,793	7,035	1,797	9,517	3,010	923	617					26,081	18,382	6,648		60,712
QLD	13	481	2,915	8,642	403	16,551	14,927	5,124	526				7,200	49,582	7,525	17,888		67,825
SA / NT			5	16	19	498	4,779	1,369	108					6,794	295	1,260		7,559
TAS								1,246						1,246	176			1,566
VIC	127	827	9,378	23,399	54	6,417	1,653	2,554	76					44,485	7,856	3,988		59,494
WA		18	150	64		3,235	5,704	861	68					10,100	2,607			14,840
Total	224	1,631	15,241	39,206	2,273	36,218	31,319	15,335	2,219	143,666	37,799	30,024	7,200	219,159				

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 4,350,449 5.5kg tray eqv



Comments from the CEO

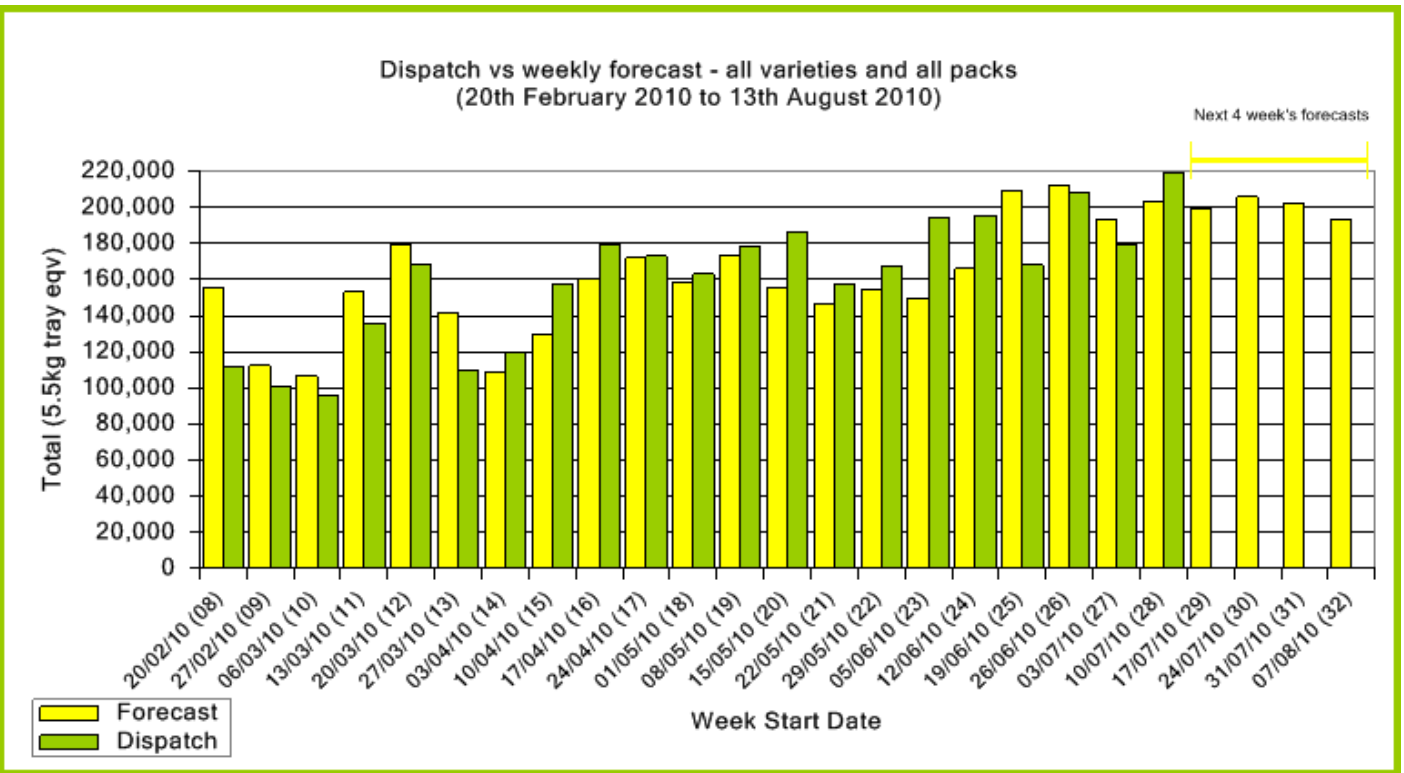
- The North Queensland Season is finished and the majority of the Central Queensland crop is forecast to be finished by the end of September
- Weekly volumes should remain reasonably stable for the next 4 weeks or so based on forecasts
- There are catalogue specials for Hass avocados this week in Woolworth in Brisbane and Melbourne and in Coles in Melbourne. This is reflected in the supermarket sales as shown on page 4 on the "Weekly National Sales" graph.



Forecast Data (Week 28 - 32)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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
Gwen	20				20
Hass	140,166	26,028	15,000	7,200	191,526
Pinkerton	40				40
Reed	2,500				2,500
Sharwil	150				150
Wurtz	5,000				5,000
Week Total	147,876	26,068	15,000	7,200	199,308
Week 30 - begin 24/07/2010					
Gwen	15				15
Hass	146,281	26,470	15,000	7,200	198,444
Pinkerton	40				40
Reed	2,500				2,500
Sharwil	100				100
Wurtz	5,000				5,000
Week Total	153,936	26,470	15,000	7,200	206,099
Week 31 - begin 31/07/2010					
Fuerte		80			145
Gwen	10				10
Hass	143,977	25,770	15,000	7,200	194,868
Reed	2,500				2,500
Wurtz	5,000				5,000
Week Total	151,487	25,850	15,000	7,200	202,523
Week 32 - begin 07/08/2010					
Fuerte		80			145
Hass	129,785	29,550	3,000	7,200	185,366
Reed	2,500				2,500
Wurtz	5,000				5,000
Week Total	137,285	29,630	3,000	7,200	193,012

Green shading indicates dispatch data Yellow shading indicates forecast data

Dispatch Data (Week 28 - begin 10/07/2010)					
Variety	Trays	Bulk	P/PK	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Bacon		80			145
Gwen	50				50
Hass	136,738	36,686	30,024	7,200	210,208
Reed	2,966				2,966
Sharwil	301	23			343
Wurtz	3,611	1,010			5,447
Total	143,666	37,799	30,024	7,200	219,159



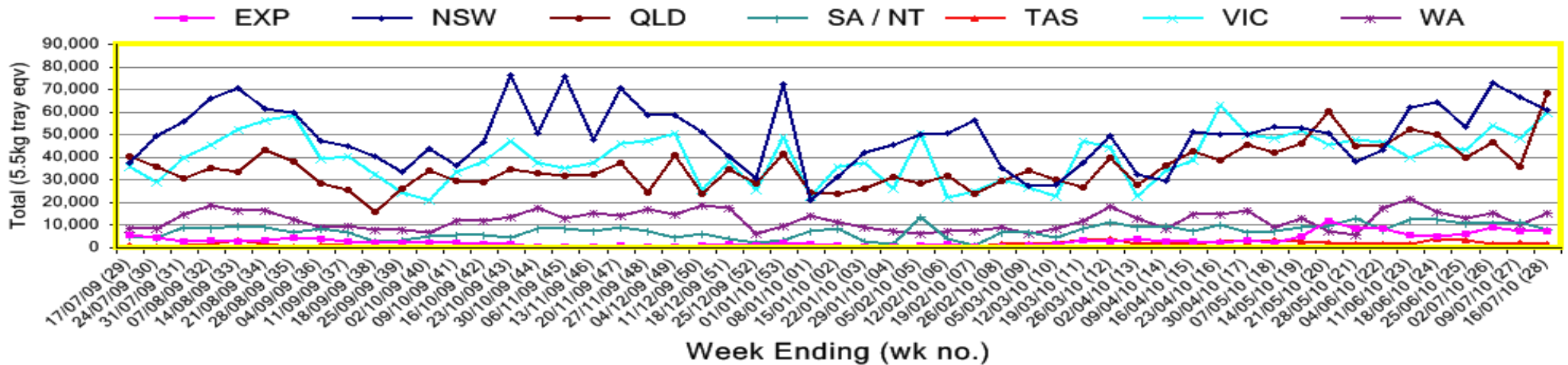
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 4,350,449 5.5kg tray eqv



Week 28 contributors - Packhouses

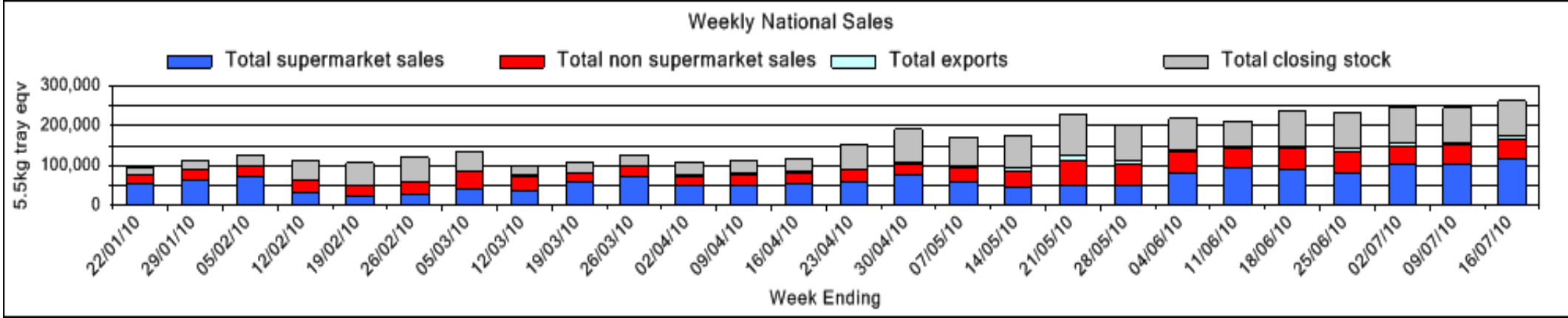
- Balmoral Orchard
- Coastal Avocados
- Donovan Family Investment Trust
- Googa Farms
- Green Nugget Orchards
- I & A Tolson
- Jirel Holdings
- Midcoast Avocados
- Natures Fruit Company
- One Harvest
- Simpson Farms Pty Ltd
- Summerland House With No Steps
- Sunfresh
- Sunny Bluff Produce Pty Ltd
- Sunnyspot Packhouse PL
- SuperPak
- The I & R Family Trust

Week 28 contributors - Wholesalers

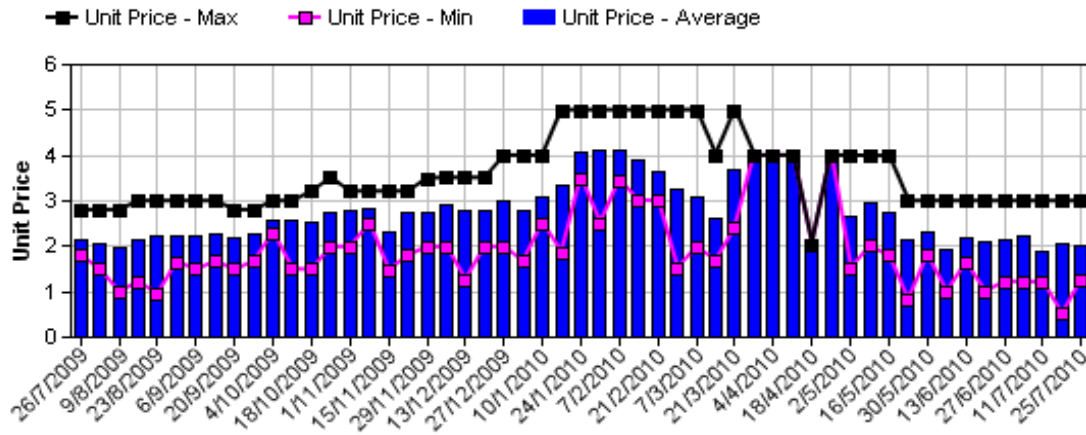
- Allcrops Pty Ltd (Sydney)
- Col Johnson & Co (Sydney)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Kelly's (Melbourne)
- Mercer Mooney (Perth)
- Murray Bros (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty Ltd (Sydney)
- The La Manna Group (Adelaide)
- The La Manna Group (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

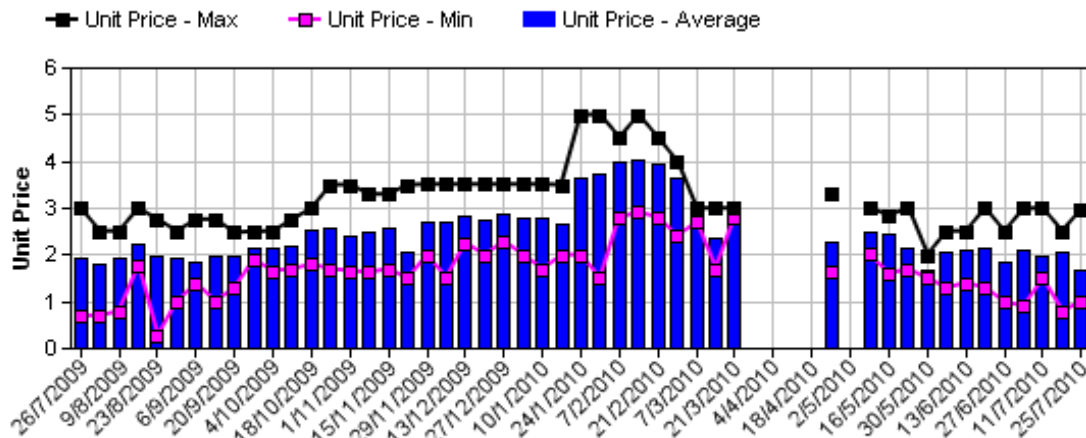
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales	20,055		1,986	22,041	16,434			16,434	29,880	6,648			6,648	1,209	51,144		1,986	53,130
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	48,159		267	48,426	1,177			1,177	2,140	12,528			12,528	2,278	52,577		267	52,844
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough SA wholesalers contributed data this week																	
Total exports																		
Total sales	7,957			7,957	914			914	1,662	1,260			1,260	229	9,848			9,848
Total Stock on Hand																		
VIC																		
Total supermarket sales	27,929			27,929	176			176	320	3,988			3,988	725	28,974			28,974
Total non supermarket sales	9,237		713	9,951	896		1,170	2,066	3,756						10,867		2,841	13,707
Total exports																		
Total sales	37,167		713	37,880	1,072		1,170	2,242	4,076	3,988			3,988	725	39,841		2,841	42,681
Total Stock on Hand	9,696		572	10,268	6,580			6,580	11,964						21,660		572	22,232
WA																		
Total supermarket sales																		
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports																		4,502
Total sales	11,433		38	11,471	3,213		6	3,219	5,853						17,275		49	17,324
Total Stock on Hand																		
Total																		
Total supermarket sales	89,853		1,523	91,376	11,834			11,834	21,516	24,184			24,184	4,397	115,766		1,523	117,289
Total non supermarket sales	29,540		1,481	31,021	10,018		1,176	11,194	20,353						47,755		3,619	51,374
Total exports	5,378			5,378	958			958	1,742	240			240	44	7,163			7,163
Total sales	124,771		3,004	127,775	22,810		1,176	23,986	43,611	24,424			24,424	4,441	170,685		5,142	175,827
Total Stock on Hand	46,728	3,257	1,774	51,759	19,018	192	241	19,451	35,365						81,307	3,606	2,212	87,125



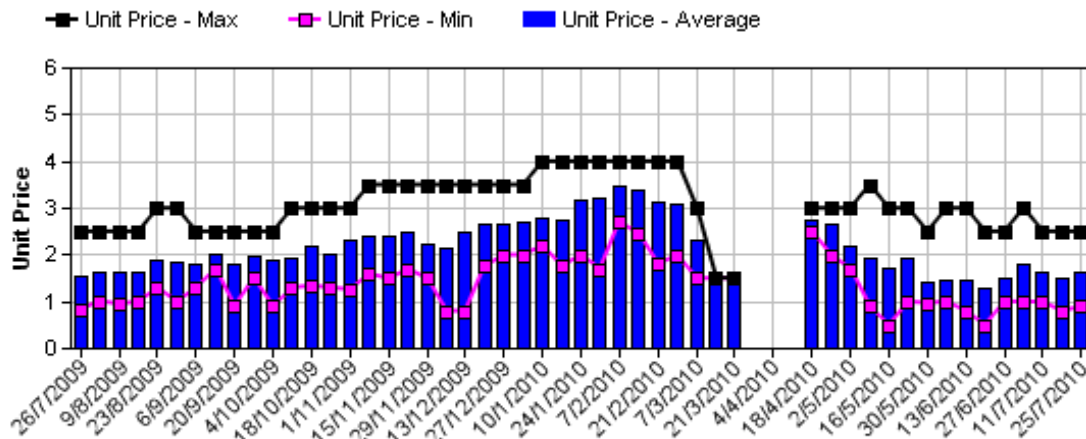
Hass Avocado Average Retail Prices - Sydney



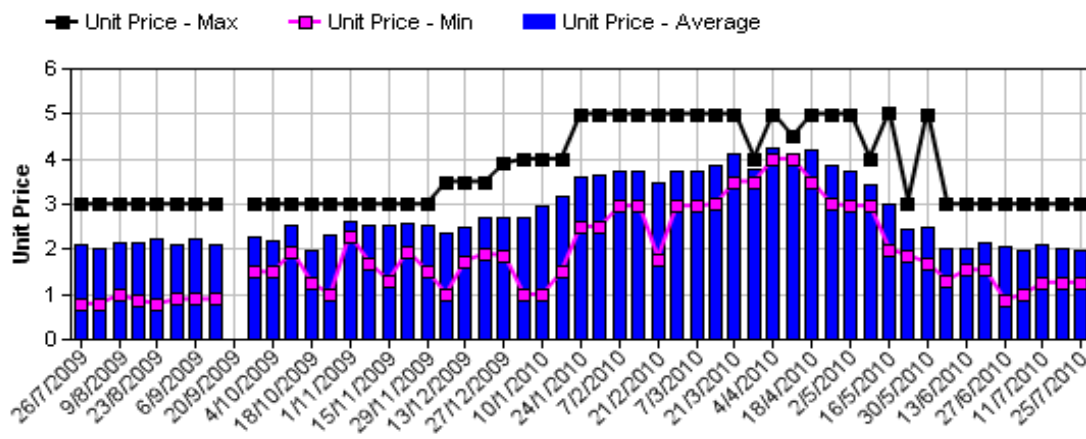
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

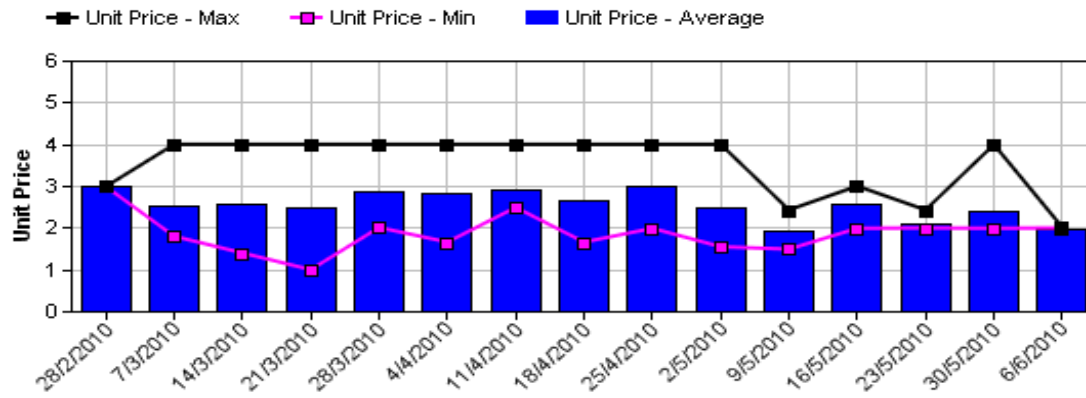


Hass Avocado Average Retail Prices - Perth

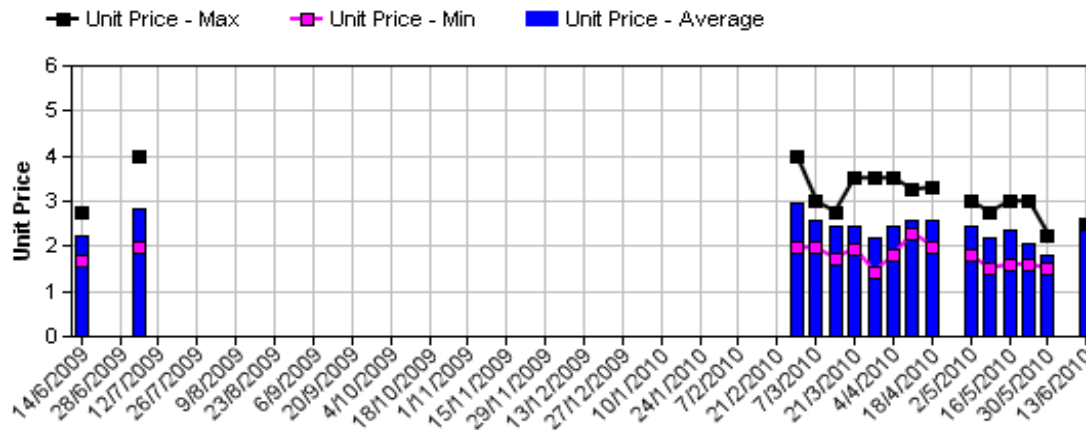


Assessment Date [Week Ending]

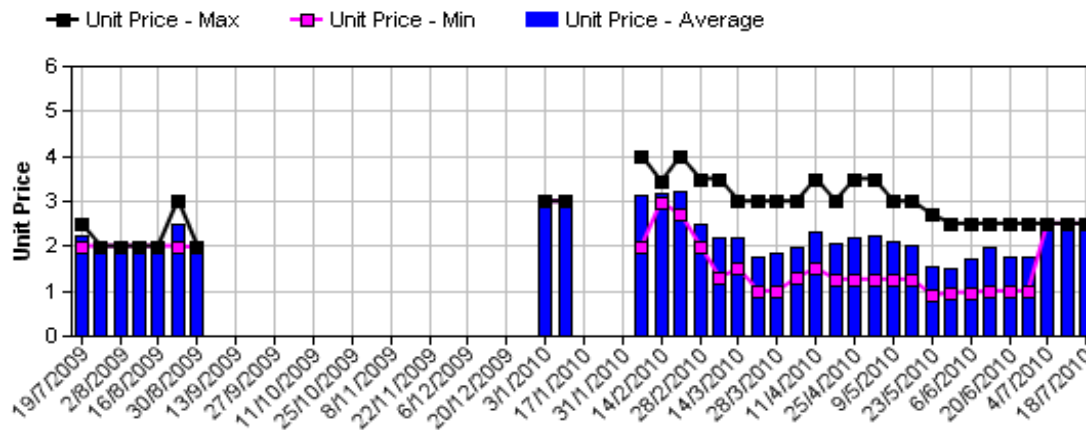
Shepard Avocado Average Retail Prices - Sydney



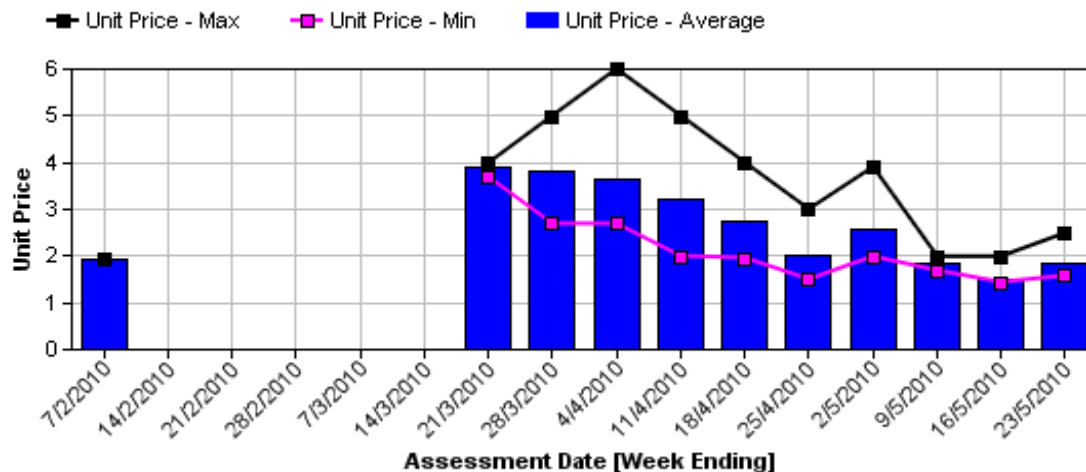
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 19th July 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Foodworks	Hass	190	0.99	No	NS
IC	Hass	210	1.25	No	Aus
IC	Hass	200	1.25	No	Aus
Woolworths	Hass	250	1.42	Store	Aus
Woolworths	Hass	275	1.42	Store	Aus
Woolworths	Hass	265	1.42	No	Aus
I	Hass	215	1.49	No	Aus
I	Hass	200	1.49	No	NS
IGA	Hass	180	1.5	Store	NS
Coles	Hass	300	1.68	No	Aus
Coles	Hass	295	1.68	No	Aus
Coles	Hass	200	1.68	Store	Aus
I	Hass	270	1.99	No	Aus
Foodworks	Hass	260	1.99	No	NS
IC	Reed	430	2	No	Aus
IGA	Hass	275	2.49	No	NZ
I	Hass	235	2.49	No	Aus
IC	Reed	480	2.5	No	Aus
IC	Hass	315	2.5	No	NS
IC	Reed	460	2.5	No	Aus
IC	Hass	300	2.5	No	Aus
I	Hass	215	2.99	No	Aus
I	Hass	295	2.99	No	Aus
IGA	Hass	280	2.99	No	NS
Coles	Hass	200	3.98	No	Aus
BRISBANE					
Woolworths	Hass	210	0.89	Cat	Aus
Woolworths	Hass	225	0.89	Cat	Aus
Woolworths	Hass	235	0.89	Cat	Aus
I	Hass	240	0.99	Store	Aus
I	Hass	180	0.99	Store	Aus
IGA	Hass	200	1.49	Store	Aus
Coles	Hass	230	1.5	No	Aus
IC	Hass	180	1.69	No	Aus
IGA	Hass	165	1.69	Store	Aus
Coles	Hass	220	1.75	No	Aus
Coles	Hass	240	1.75	No	Aus
I	Hass	285	1.79	Store	Aus
I	Hass	310	1.99	Store	Aus
IGA	Hass	160	1.99	No	Aus
Coles	Hass	220	1.99	No	Aus
IGA	Hass	140	1.99	No	Aus
I	Hass	250	2.49	Store	Aus
I	Hass	276	2.49	Store	Aus
IC	Hass	260	2.49	No	Aus
I	Hass	240	2.49	Store	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	230	0.99	No	NS
Coles	Hass	300	1.2	Cat	Aus
Coles	Hass	285	1.2	Cat	Aus
Coles	Hass	270	1.2	Cat	Aus
Safeway	Hass	295	1.2	Cat	Aus
Safeway	Hass	285	1.2	Cat	Aus
Safeway	Hass	310	1.2	Cat	Aus
I	Hass	230	1.29	Store	NS
I	Hass	245	1.39	No	NS
I	Hass	275	1.79	No	NS
I	Hass	295	1.89	No	Aus
I	Hass	245	1.99	No	NS
I	Hass	310	2.5	No	NS
I	Hass	310	2.5	No	NS
I	Hass	290	2.97	No	Aus
PERTH					
IS	Hass	190	0.99	Store	Aus
I	Hass	135	0.99	No	Aus
I	Hass	235	1.25	Store	Aus
I	Hass	310	1.29	Store	Aus
Woolworths	Hass	210	1.53	Store	Aus
Woolworths	Hass	205	1.53	Store	Aus
Woolworths	Hass	190	1.53	Store	Aus
Woolworths	Hass	205	1.53	Store	Aus
Coles	Hass	220	1.68	No	Aus
Coles	Hass	230	1.68	No	Aus
Coles	Hass	200	1.68	No	Aus
IS	Hass	265	1.99	No	Aus
IGA	Hass	240	2.29	No	Aus
IGA	Hass	285	2.29	No	Aus
IS	Hass	260	2.49	No	Aus
I	Hass	245	2.49	No	Aus
IGA	Hass	335	2.49	No	NS
I	Hass	295	2.69	No	Aus
I	Hass	285	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