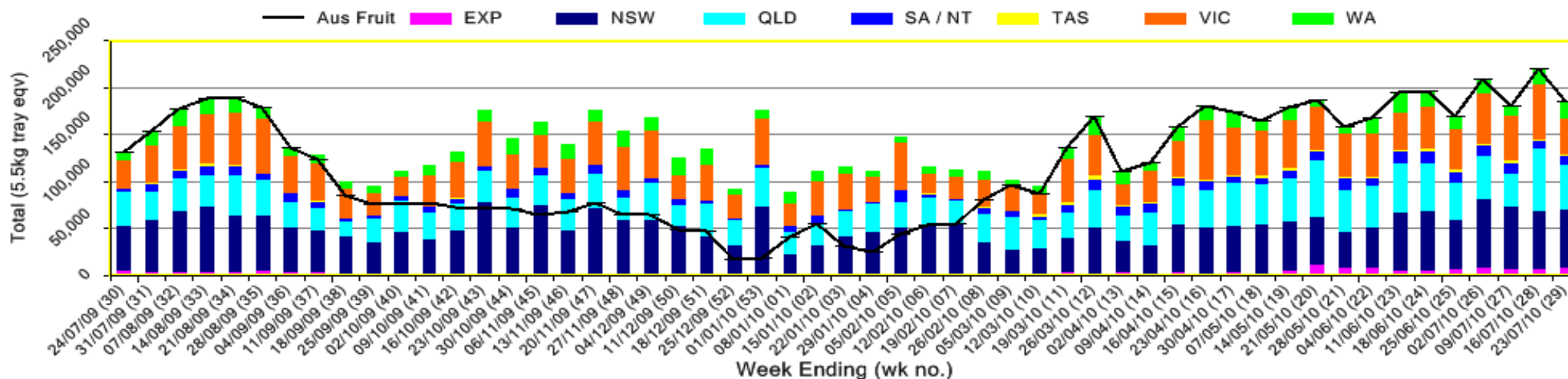


INFOCADO WEEKLY REPORT: 17th July - 23rd July 2010 (Wk 29)

Industry Dispatches 17th July - 23rd July 2010 (Wk 29)

| 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 | Oil | Proc | Other | 5.5Kg Eqv Trays All |
|--------------|------------|--------------|---------------|---------------|--------------|---------------|---------------|--------------|--------------|----------------|---------------|---------------|--------------|---------------|------------|---------------------|
| | <16 | 16 | 18 | 20 | 22 | 23 | 25 | 28 | 28+ | 5.5Kg Eqv | 10Kg | Kg | Kg | Kg | Kg | Total |
| EXP | | | | | | 3,020 | | 1,473 | 1,134 | 5,627 | 1,698 | | | | | 8,714 |
| NSW | 61 | 307 | 2,442 | 11,298 | 1,963 | 12,485 | 5,542 | 1,313 | 731 | 36,142 | 13,816 | 2,496 | | | | 61,716 |
| QLD | 12 | 717 | 1,969 | 5,698 | 394 | 9,479 | 8,963 | 3,518 | 577 | 31,327 | 6,325 | 9,576 | 1,695 | 13,200 | 200 | 47,312 |
| SA / NT | | 2 | 61 | 546 | 13 | 939 | 5,224 | 1,482 | 152 | 8,419 | 389 | 540 | | | | 9,224 |
| TAS | | | | | | | | 2,047 | | 2,047 | | | | | | 2,047 |
| VIC | 62 | 1,234 | 5,688 | 11,124 | 145 | 5,210 | 2,137 | 1,199 | 164 | 26,963 | 5,991 | 3,032 | | | | 38,407 |
| WA | 5 | 14 | 162 | 3,318 | 40 | 3,641 | 5,753 | 767 | 152 | 13,852 | 1,536 | 126 | | | | 16,668 |
| Total | 140 | 2,274 | 10,322 | 31,984 | 2,555 | 34,774 | 29,666 | 9,752 | 2,910 | 124,377 | 29,755 | 15,770 | 1,695 | 13,200 | 200 | 184,088 |

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 4,534,537 5.5kg tray eqv



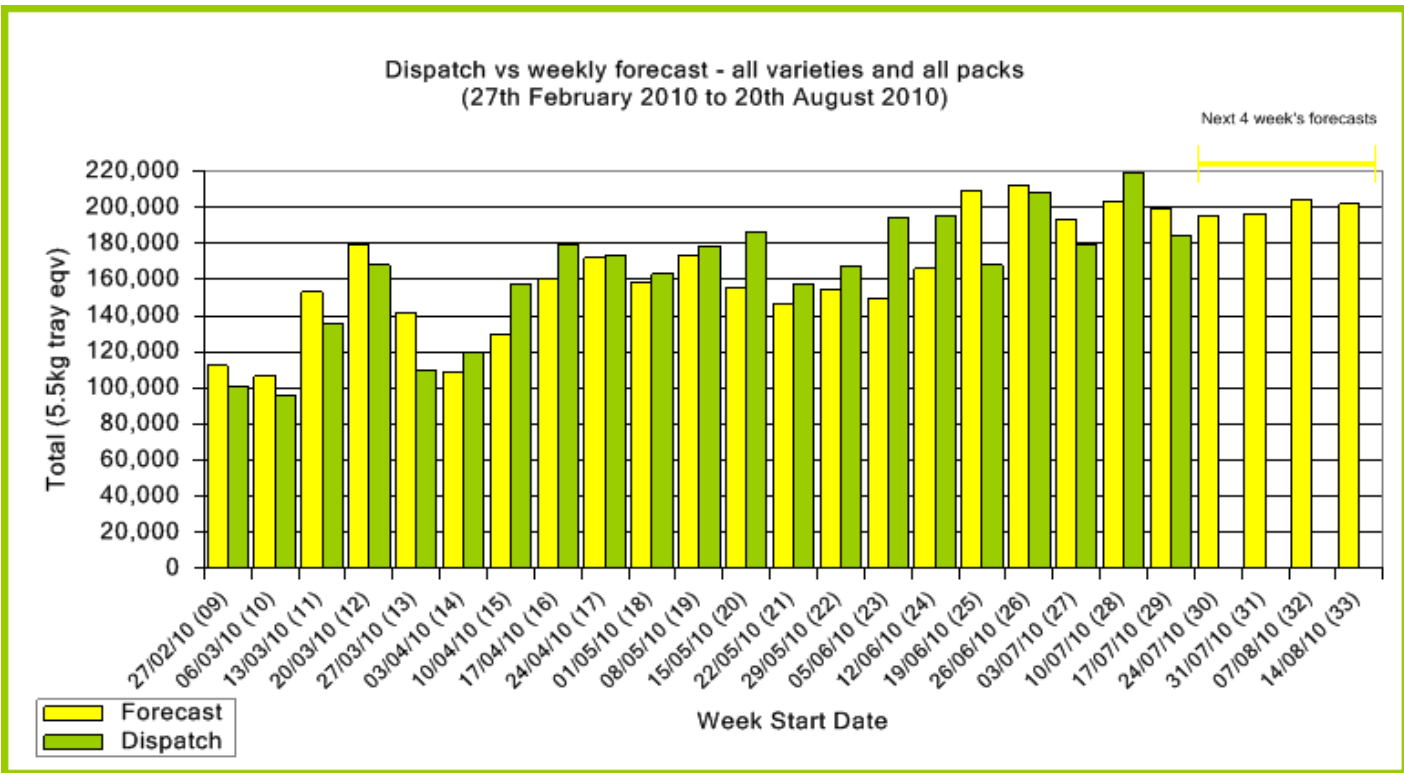
Comments from the CEO

- Dispatches were slightly down on forecasts last week. Overall volumes are averaging at just below 200,000 trays per week and are forecast to continue at around that level for the next four weeks.
- Retail prices remain quite low although of the major retailers only Coles in Sydney were actually on catalogue special. IGA in both Melbourne and Brisbane have also been running catalogue specials.
- Don't forget the Infocado Summit is being held in Melbourne on the 26th and 27th October. If you haven't already, you will be receiving shortly a sponsorship prospectus for the event. Sponsorship is an important component of the funding for the event.



| Forecast Data (Week 29 - 33) | | | | | |
|-----------------------------------|----------------|---------------|---------------|---------------|----------------|
| Variety | Trays - Total | Bulk | P/Pk | Proc | All - Total |
| | 5.5Kg Eqv | 10Kg | Kg | Kg | 5.5Kg Eqv |
| 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 | 133,088 | 26,995 | 18,000 | 13,200 | 187,843 |
| Pinkerton | 40 | | | | 40 |
| Reed | 2,500 | | | | 2,500 |
| Sharwil | 100 | | | | 100 |
| Wurtz | 5,000 | | | | 5,000 |
| Week Total | 140,743 | 26,995 | 18,000 | 13,200 | 195,498 |
| Week 31 - begin 31/07/2010 | | | | | |
| Fuerte | | 80 | | | 145 |
| Gwen | 10 | | | | 10 |
| Hass | 136,941 | 26,075 | 18,000 | 7,200 | 188,932 |
| Reed | 2,500 | | | | 2,500 |
| Wurtz | 5,000 | | | | 5,000 |
| Week Total | 144,451 | 26,155 | 18,000 | 7,200 | 196,588 |
| Week 32 - begin 07/08/2010 | | | | | |
| Fuerte | | 80 | | | 145 |
| Hass | 142,910 | 26,955 | 18,000 | 7,200 | 196,501 |
| Reed | 2,500 | | | | 2,500 |
| Wurtz | 5,000 | | | | 5,000 |
| Week Total | 150,410 | 27,035 | 18,000 | 7,200 | 204,147 |
| Week 33 - begin 14/08/2010 | | | | | |
| Hass | 140,112 | 28,005 | 18,000 | | 194,303 |
| Reed | 2,500 | | | | 2,500 |
| Wurtz | 5,000 | | | | 5,000 |
| Week Total | 147,612 | 28,005 | 18,000 | | 201,803 |

| Green shading indicates dispatch data | | | Yellow shading indicates forecast data | | | | |
|--|----------------|---------------|--|--------------|---------------|------------|----------------|
| Dispatch Data (Week 29 - begin 17/07/2010) | | | | | | | |
| Variety | Trays | Bulk | P/PK | Oil | Proc | Other | 5.5Kg Eqv |
| | 5.5Kg Eqv | 10Kg | Kg | Kg | Kg | Kg | Total Trays |
| Fuerte | | | | | | 100 | 18 |
| Hass | 118,976 | 29,595 | 15,708 | 1,695 | 13,200 | 100 | 178,367 |
| Reed | 2,353 | | | | | | 2,353 |
| Wurtz | 3,049 | 160 | 62 | | | | 3,351 |
| Total | 124,378 | 29,755 | 15,770 | 1,695 | 13,200 | 200 | 184,089 |



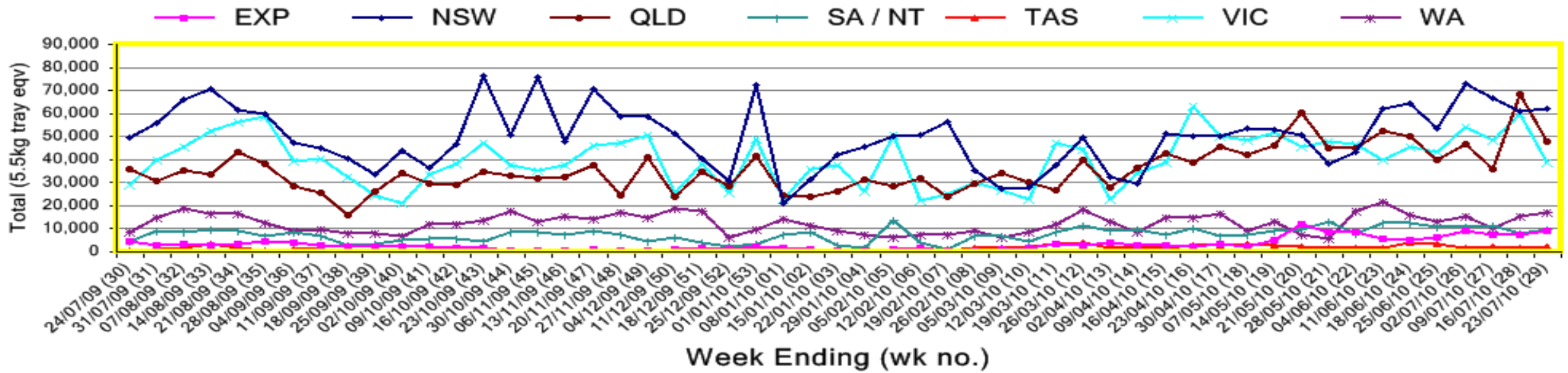
| New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010 | | | | | | | | | | |
|---|--------------|---------------|----------------|----------------|----------------|----------------|----------------|---------------|-------|------------------|
| Export Dest'n | 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 = 4,534,537 5.5kg tray eqv



Week 29 contributors - Packhouses

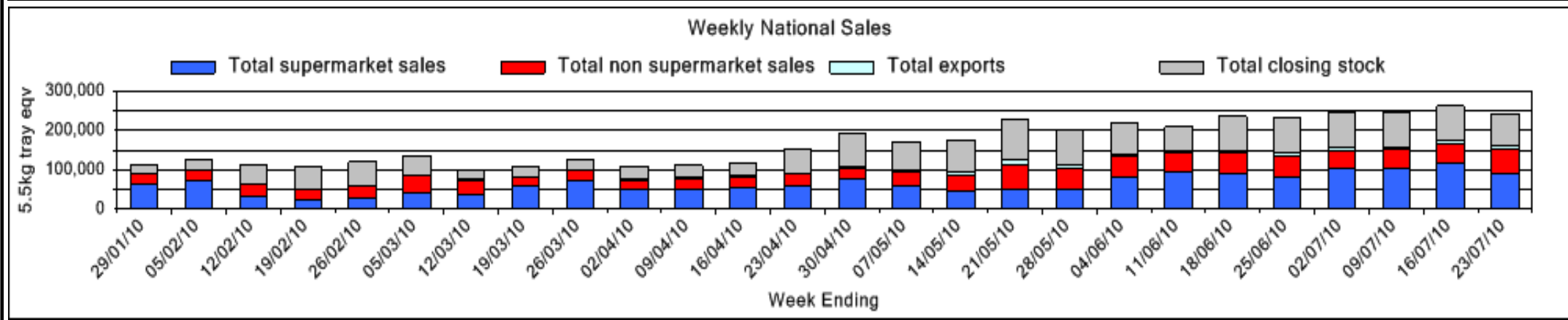
| | |
|---------------------------------|-----------------------------|
| Balmoral Orchard | Simpson Farms Pty Ltd |
| Coastal Avocados | Sunfresh |
| Donovan Family Investment Trust | Sunny Bluff Produce Pty Ltd |
| Googa Farms | Sunnyspot Packhouse PL |
| I & A Tolson | SuperPak |
| Midcoast Avocados | The I & R Family Trust |
| Natures Fruit Company | Touchwood Farming |
| One Harvest | |

Week 29 contributors - Wholesalers

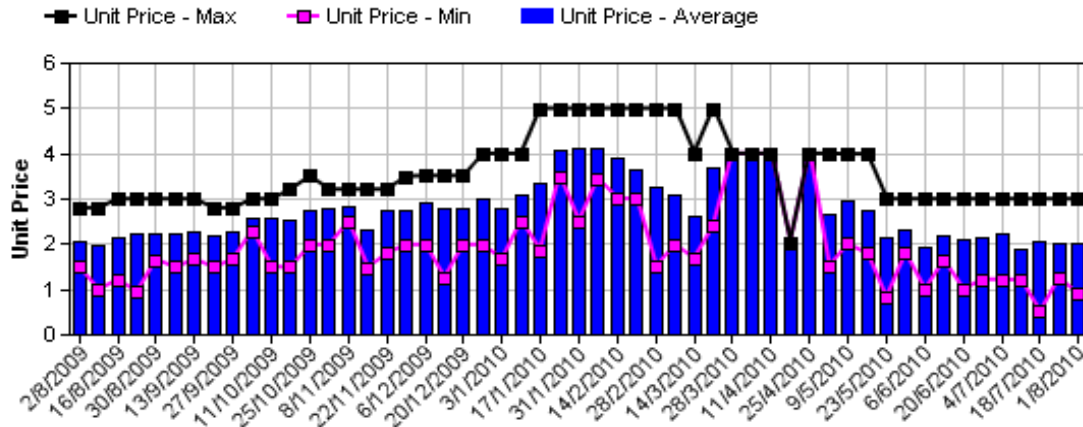
| | |
|-----------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Romeos Marketing (Brisbane) |
| Col Johnson & Co (Sydney) | Sculli & Co Pty Ltd (Melbourne) |
| Costa Exchange Trading (Adelaide) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Dykes Bros (Melbourne) | The La Manna Group (Adelaide) |
| Etherington (Perth) | The La Manna Group (Brisbane) |
| Exotic Fruit Traders (Sydney) | The La Manna Group (Melbourne) |
| Mercer Mooney (Perth) | United Fresh (Adelaide) |
| Murray Bros (Brisbane) | |

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

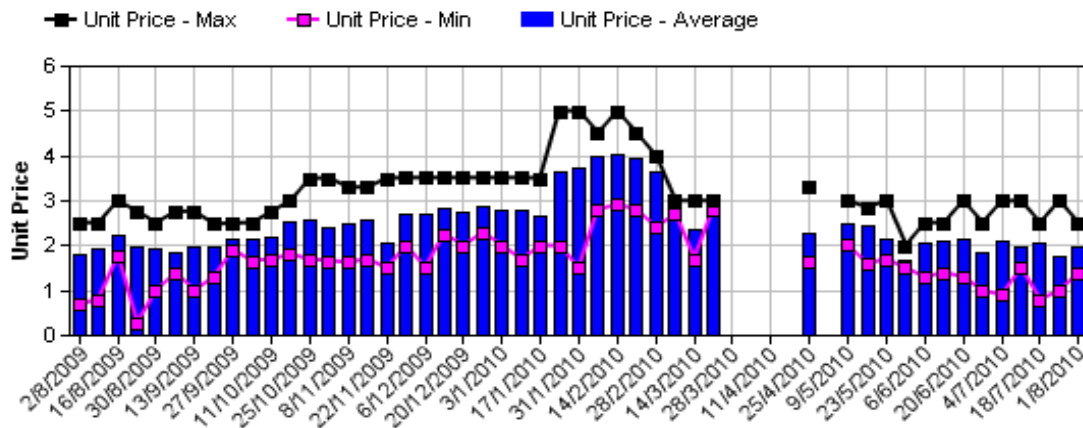
| | Trays 5.5kg eqv (incl. Mod6 & P84) | | | | Bulk 10Kg Cartons | | | | | Pre-Pack Kg | | | | | Total (5.5Kg Eqv) | | | |
|-----------------------------|--|---------|-------|---------|-------------------|---------|-------|--------|-----------|-------------|---------|-------|-------|-----------|-------------------|---------|-------|---------|
| | 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 | 27,958 | | | 27,958 | 1,278 | | | 1,278 | 2,324 | 2,496 | | | 2,496 | 454 | 30,736 | | | 30,736 |
| Total non supermarket sales | 6,305 | | 389 | 6,694 | 9,512 | | | 9,512 | 17,295 | | | | | | 23,600 | | 389 | 23,989 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 34,263 | | 389 | 34,653 | 10,790 | | | 10,790 | 19,618 | 2,496 | | | 2,496 | 454 | 54,335 | | 389 | 54,725 |
| Total Stock on Hand | 2,014 | | 1,250 | 3,264 | 6,068 | | | 6,068 | 11,033 | | | | | | 13,047 | | 1,250 | 14,297 |
| QLD | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 18,881 | | 534 | 19,415 | 850 | | | 850 | 1,545 | 2,856 | | | 2,856 | 519 | 20,946 | | 534 | 21,480 |
| Total non supermarket sales | 12,668 | | 105 | 12,773 | 597 | | | 597 | 1,085 | | | | | | 13,753 | | 105 | 13,858 |
| Total exports | 5,627 | | | 5,627 | 1,698 | | | 1,698 | 3,087 | | | | | | 8,714 | | | 8,714 |
| Total sales | 37,176 | | 639 | 37,815 | 3,145 | | | 3,145 | 5,718 | 2,856 | | | 2,856 | 519 | 43,413 | | 639 | 44,052 |
| Total Stock on Hand | 25,026 | | 20 | 25,046 | 337 | | 24 | 361 | 656 | | | | | | 25,639 | | 64 | 25,702 |
| SA & TAS | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 9,781 | | | 9,781 | 37 | | | 37 | 67 | 575 | | | 575 | 105 | 9,953 | | | 9,953 |
| Total non supermarket sales | 2,414 | | | 2,414 | 1,353 | | | 1,353 | 2,460 | | | | | | 4,874 | | | 4,874 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 12,195 | | | 12,195 | 1,390 | | | 1,390 | 2,527 | 575 | | | 575 | 105 | 14,827 | | | 14,827 |
| Total Stock on Hand | 5,014 | 3,194 | 314 | 8,522 | 3,620 | 192 | 241 | 4,053 | 7,369 | 132 | | | 132 | 24 | 11,620 | 3,543 | 752 | 15,915 |
| VIC | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 14,178 | | | 14,178 | 176 | | | 176 | 320 | 2,490 | | | 2,490 | 453 | 14,951 | | | 14,951 |
| Total non supermarket sales | 8,296 | | 1,187 | 9,483 | 2,333 | | 288 | 2,621 | 4,765 | | | | | | 12,538 | | 1,711 | 14,249 |
| Total exports | | | | | | | | | | | | | | | | | | |
| Total sales | 22,475 | | 1,187 | 23,662 | 2,509 | | 288 | 2,797 | 5,085 | 2,490 | | | 2,490 | 453 | 27,489 | | 1,711 | 29,200 |
| Total Stock on Hand | 8,213 | | 1,064 | 9,277 | 6,811 | | | 6,811 | 12,384 | | | | | | 20,596 | | 1,064 | 21,660 |
| 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 | 13,516 | 63 | 105 | 13,684 | 2,541 | | | 2,541 | 4,620 | 126 | | | 126 | 23 | 18,159 | 63 | 105 | 18,327 |
| Total Stock on Hand | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | |
| Total supermarket sales | 82,619 | | 534 | 83,153 | 3,397 | | | 3,397 | 6,176 | 8,543 | | | 8,543 | 1,553 | 90,348 | | 534 | 90,883 |
| Total non supermarket sales | 31,379 | 63 | 1,786 | 33,229 | 15,280 | | 288 | 15,568 | 28,305 | | | | | | 59,161 | 63 | 2,310 | 61,534 |
| Total exports | 5,627 | | | 5,627 | 1,698 | | | 1,698 | 3,087 | | | | | | 8,714 | | | 8,714 |
| Total sales | 119,625 | 63 | 2,320 | 122,009 | 20,375 | | 288 | 20,663 | 37,569 | 8,543 | | | 8,543 | 1,553 | 158,224 | 63 | 2,844 | 161,131 |
| Total Stock on Hand | 43,662 | 3,194 | 2,648 | 49,504 | 17,894 | 192 | 265 | 18,351 | 33,365 | 132 | | | 132 | 24 | 76,220 | 3,543 | 3,130 | 82,89 |



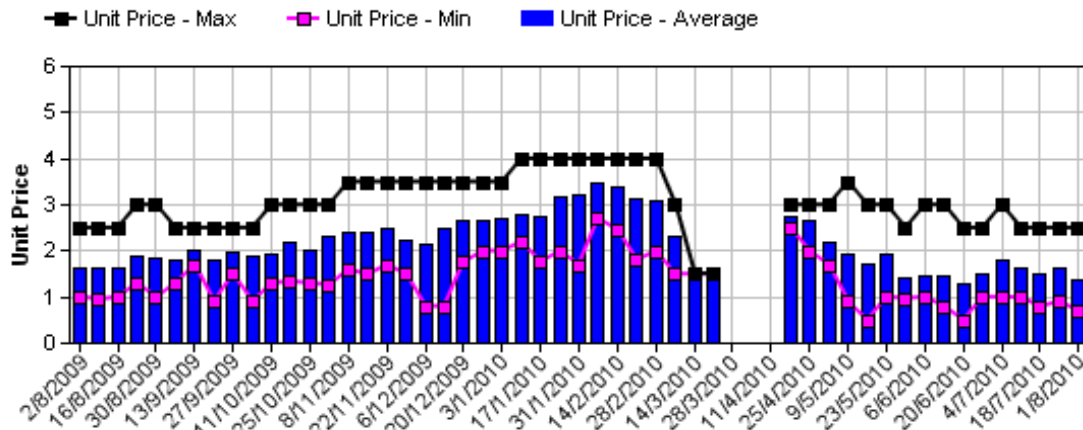
Hass Avocado Average Retail Prices - Sydney



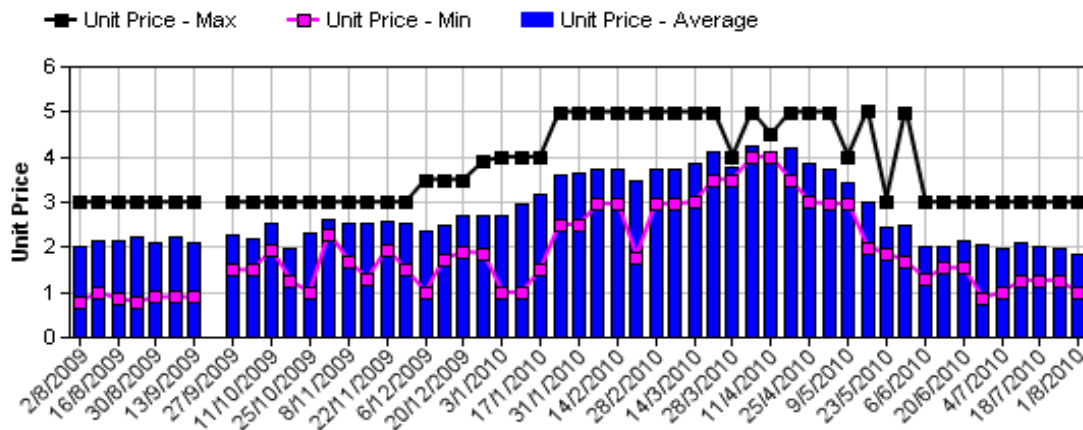
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

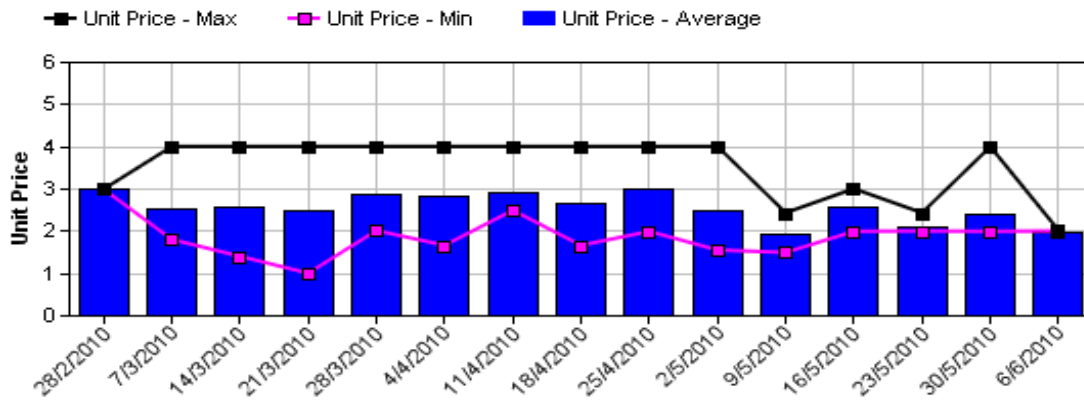


Hass Avocado Average Retail Prices - Perth

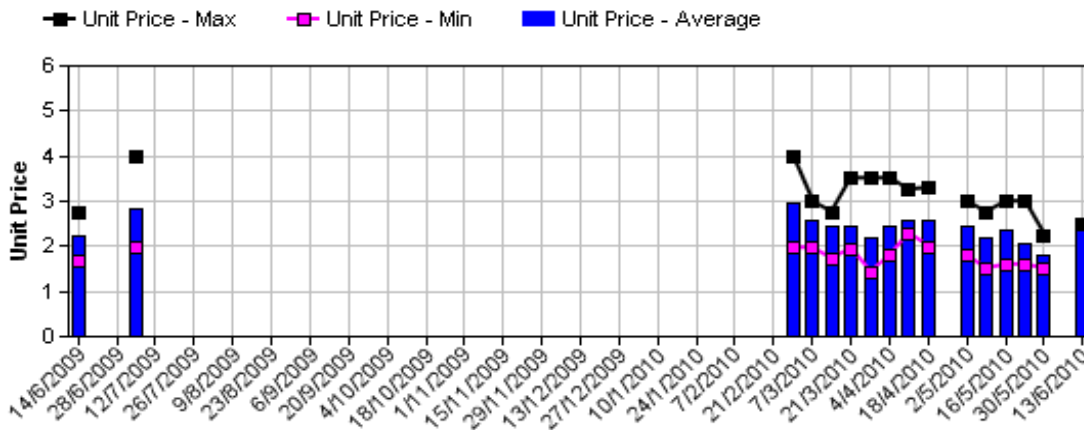


Assessment Date [Week Ending]

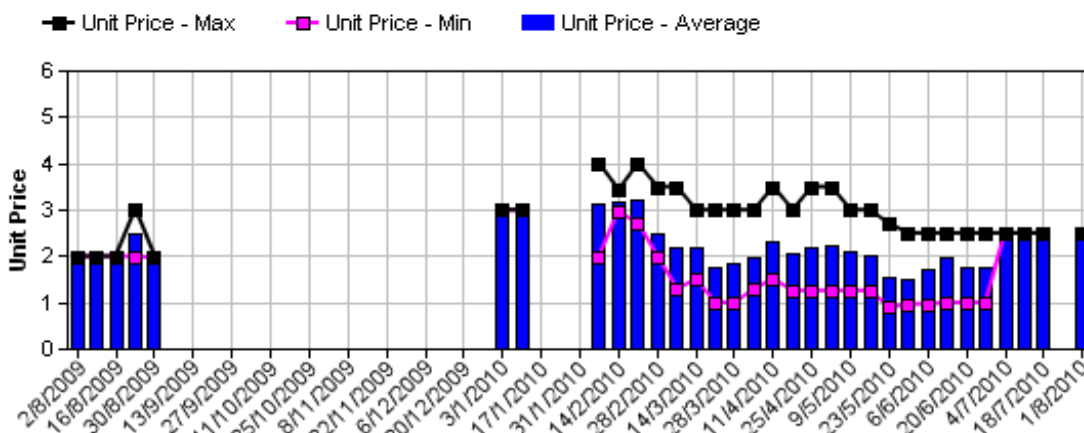
Shepard Avocado Average Retail Prices - Sydney



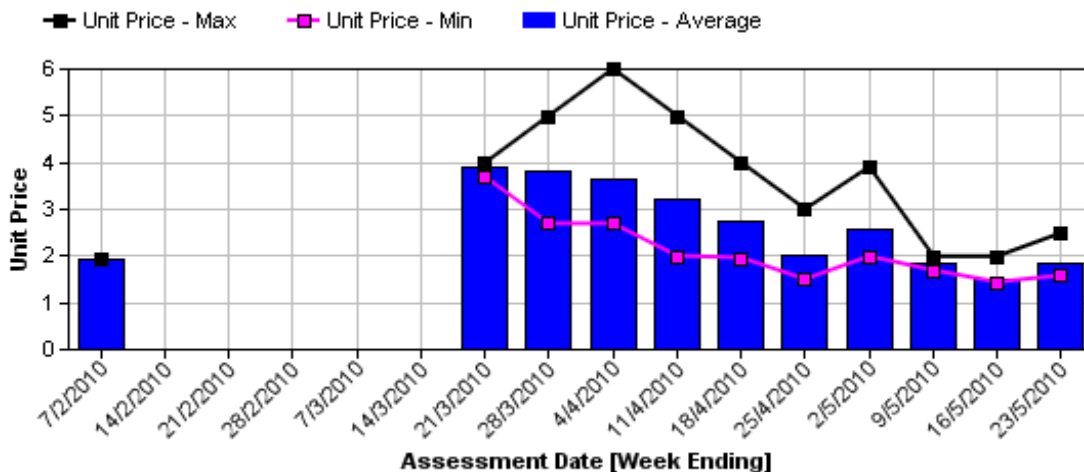
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 26th July 2010

| Store | Var | Av Wt (g) | Unit Price | Special | Country of Origin |
|-----------------|---------|-----------|------------|---------|-------------------|
| SYDNEY | | | | | |
| Coles | Hass | 295 | 0.88 | Cat | Aus |
| Coles | Hass | 255 | 0.88 | Cat | Aus |
| Coles | Hass | 260 | 0.88 | Cat | Aus |
| Woolworths | Hass | 250 | 1.32 | Store | Aus |
| IC | Reed | 405 | 1.50 | Store | Aus |
| IC | Reed | 340 | 1.50 | No | Aus |
| Woolworths | Hass | 265 | 1.87 | Store | Aus |
| Woolworths | Hass | 305 | 1.87 | Store | Aus |
| Foodworks | Hass | 300 | 1.99 | No | NS |
| I | Hass | 255 | 1.99 | No | NS |
| I | Hass | 275 | 1.99 | No | Aus |
| IGA | Hass | 265 | 2.49 | No | NZ |
| I | Hass | 280 | 2.49 | No | Aus |
| IC | Hass | 280 | 2.50 | No | Aus |
| IC | Hass | 305 | 2.50 | No | Aus |
| IC | Hass | 285 | 2.50 | No | Aus |
| I | Hass | 285 | 2.99 | No | Aus |
| IGA | Hass | 250 | 2.99 | No | NS |
| IC | Reed | 415 | 3.00 | No | NS |
| BRISBANE | | | | | |
| I | Hass | 195 | 0.69 | Store | Aus |
| IC | Hass | 220 | 0.89 | Store | Aus |
| IC | Hass | 180 | 0.89 | Store | Aus |
| IGA | Hass | 195 | 0.99 | Cat | Aus |
| IGA | Hass | 280 | 0.99 | Cat | Aus |
| IGA | Hass | 220 | 0.99 | Cat | Aus |
| Woolworths | Hass | 240 | 1.42 | No | Aus |
| Woolworths | Hass | 240 | 1.42 | No | Aus |
| Woolworths | Hass | 240 | 1.42 | Store | Aus |
| Coles | Hass | 245 | 1.45 | No | Aus |
| Coles | Hass | 235 | 1.45 | No | Aus |
| Coles | Hass | 220 | 1.45 | No | Aus |
| I | Hass | 285 | 1.79 | Store | Aus |
| I | Reed | 360 | 1.79 | No | Aus |
| I | Wurtz | 340 | 1.99 | No | Aus |
| I | Reed | 345 | 1.99 | No | Aus |
| I | Hass | 340 | 2.49 | Store | Aus |
| I | Shepard | 285 | 2.49 | Store | Aus |
| I | Hass | 300 | 2.49 | Store | NZ |

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 | 270 | 1.39 | No | NS |
| IGA | Hass | 260 | 1.39 | Cat | Aus |
| I | Hass | 225 | 1.50 | No | NS |
| I | Hass | 230 | 1.79 | No | NS |
| I | Hass | 260 | 1.89 | No | NS |
| Coles | Hass | 230 | 1.98 | No | Aus |
| Coles | Hass | 260 | 1.98 | No | Aus |
| I | Hass | 290 | 2.25 | No | NS |
| I | Hass | 285 | 2.25 | No | NS |
| Safeway | Hass | 265 | 2.32 | No | Aus |
| Safeway | Hass | 260 | 2.32 | No | Aus |
| Safeway | Hass | 285 | 2.32 | No | Aus |
| I | Hass | 245 | 2.49 | No | Aus |
| PERTH | | | | | |
| Woolworths | Hass | 185 | 0.98 | Store | Aus |
| Coles | Hass | 240 | 0.99 | Store | Aus |
| I | Hass | 290 | 0.99 | Store | Aus |
| Coles | Hass | 225 | 0.99 | Store | Aus |
| Coles | Hass | 235 | 0.99 | Store | Aus |
| I | Hass | 220 | 1.25 | Store | Aus |
| Woolworths | Hass | 195 | 1.53 | Store | Aus |
| Woolworths | Hass | 185 | 1.53 | Store | Aus |
| IGA | Hass | 230 | 2.29 | No | Aus |
| IGA | Hass | 240 | 2.29 | No | Aus |
| IS | Hass | 315 | 2.49 | No | Aus |
| I | Hass | 265 | 2.49 | No | Aus |
| IGA | Hass | 275 | 2.49 | No | Aus |
| IS | Hass | 235 | 2.49 | No | Aus |
| I | Hass | 310 | 2.69 | No | Aus |
| I | Hass | 275 | 2.99 | No | Aus |

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 |

Store Codes

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