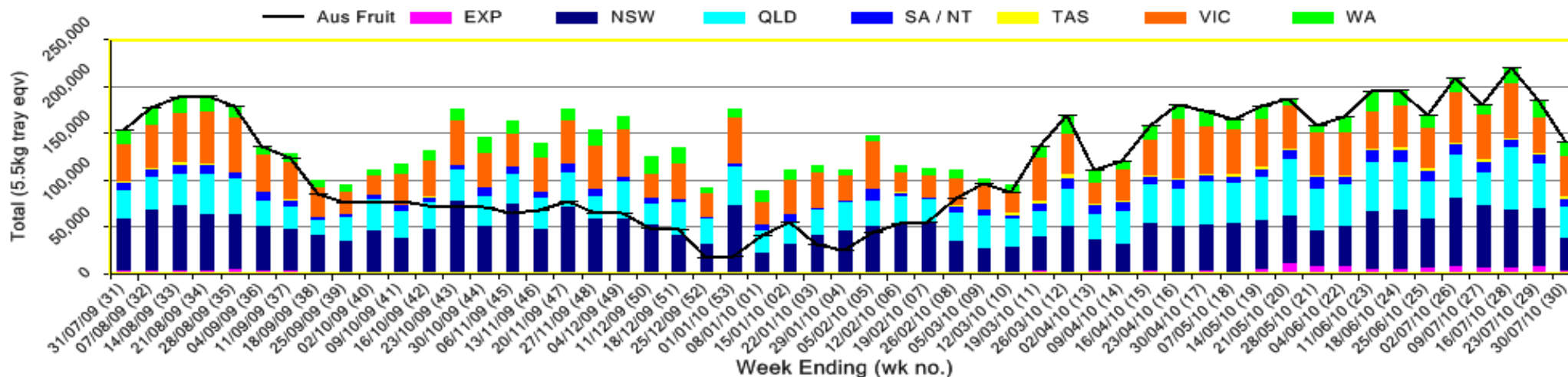


INFOCADO WEEKLY REPORT: 24th July - 30th July 2010 (Wk 30)

Industry Dispatches 24th July - 30th July 2010 (Wk 30)																					
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	Other	5.5Kg Eqv Trays All						
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total						
EXP									1,727	510					2,237	561					3,257
NSW	114	701	2,908	6,048	1,486	4,024	2,956	501	358						19,096	9,012					35,481
QLD	135	536	1,173	1,808	371	8,941	3,574	2,350	515						19,403	6,236	4,332	6,000	537		32,718
SA / NT	228	96	176	286		254	3,991	919	152						6,102	1,297	324				8,519
TAS								1,498							1,498	288					2,022
VIC	58	1,486	10,144	13,324	96	5,896	1,182	1,911	67						34,164	5,143					43,515
WA		240	444	1,983		4,022	3,623	568	89						10,969	2,239					15,040
Total	535	3,059	14,845	23,449	1,953	23,137	16,824	7,976	1,691	93,469	24,776	4,656	6,000	537	140,552						

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 4,675,089 5.5kg tray eqv



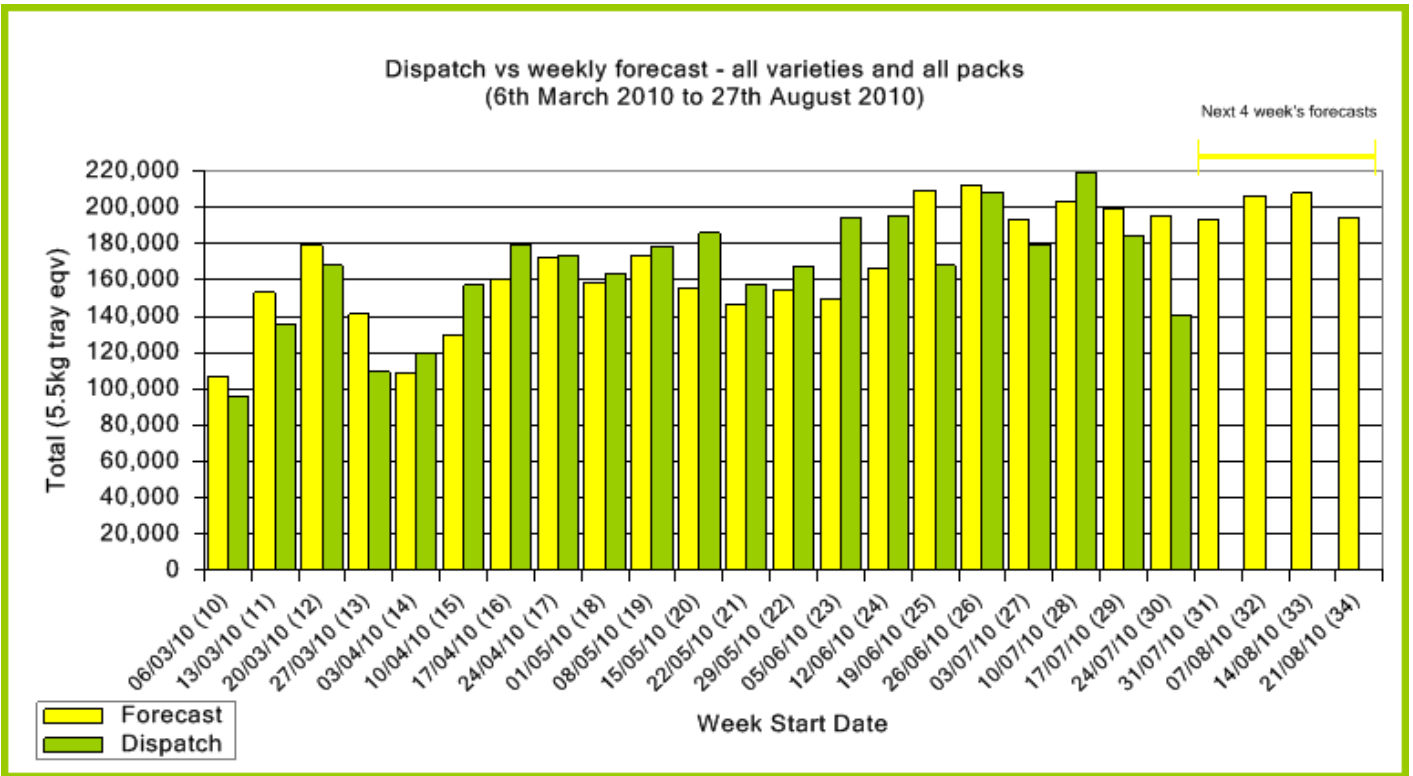
Comments from the CEO

- Dispatches last week were significantly lower than forecast mainly due to rain in Bundaberg.
- The pink sections at the bottom of the bar graph above signify export volumes. It can be seen that there is a significant increase in weekly export volumes this year as compared with the same period last year.
- Have you considered the sponsorship options for the Infocado Summit in October?



Forecast Data (Week 30 - 34)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	134,452	26,048	18,000	2,500	185,540
Reed	2,500				2,500
Wurtz	5,127	24			5,171
Week Total	142,089	26,152	18,000	2,500	193,366
Week 32 - begin 07/08/2010					
Fuerte		80			145
Hass	143,543	27,180	18,000	9,700	197,998
Pinkerton	400	30			455
Reed	2,500				2,500
Wurtz	5,150	36			5,215
Week Total	151,593	27,326	18,000	9,700	206,314
Week 33 - begin 14/08/2010					
Hass	144,271	28,355	18,000	2,500	199,554
Reed	2,500				2,500
Sharwil	500	50			591
Wurtz	5,150	36			5,215
Week Total	152,421	28,441	18,000	2,500	207,860
Week 34 - begin 21/08/2010					
Hass	137,555	25,703	4,000	2,000	185,379
Reed	2,500				2,500
Sharwil	1,000	100			1,182
Wurtz	5,150	36			5,215
Week Total	146,205	25,839	4,000	2,000	194,276

Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 30 - begin 24/07/2010)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte					100	18
Hass	87,819	24,051	4,656	6,000	437	133,565
Reed	2,937					2,937
Sharwil	544	33				604
Wurtz	2,169	692				3,427
Total	93,469	24,776	4,656	6,000	537	140,552



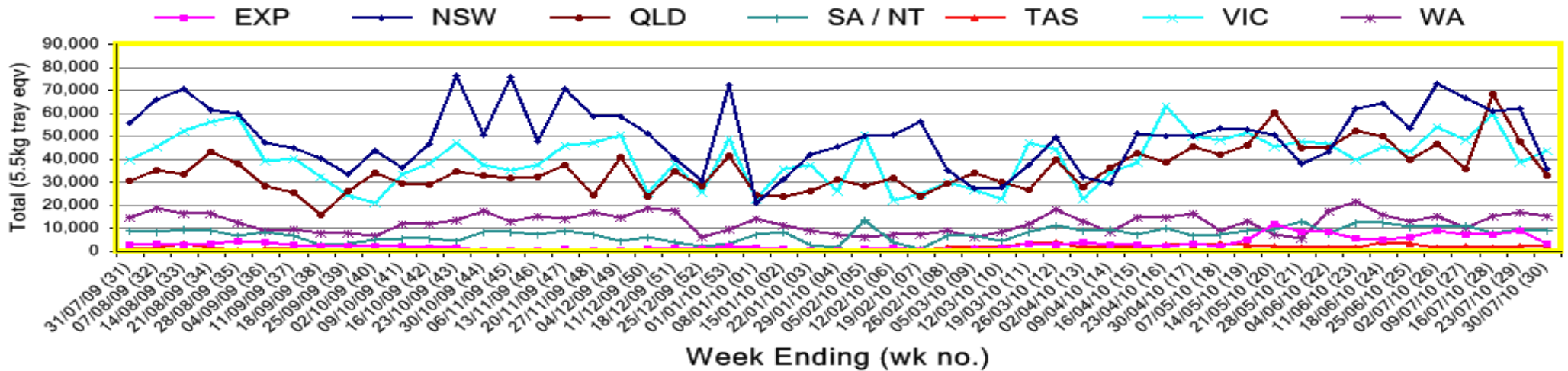
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 (Green bar) 12 month relative regional Forecast (Yellow bar)



Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 4,675,089 5.5kg tray eqv



Week 30 contributors - Packhouses

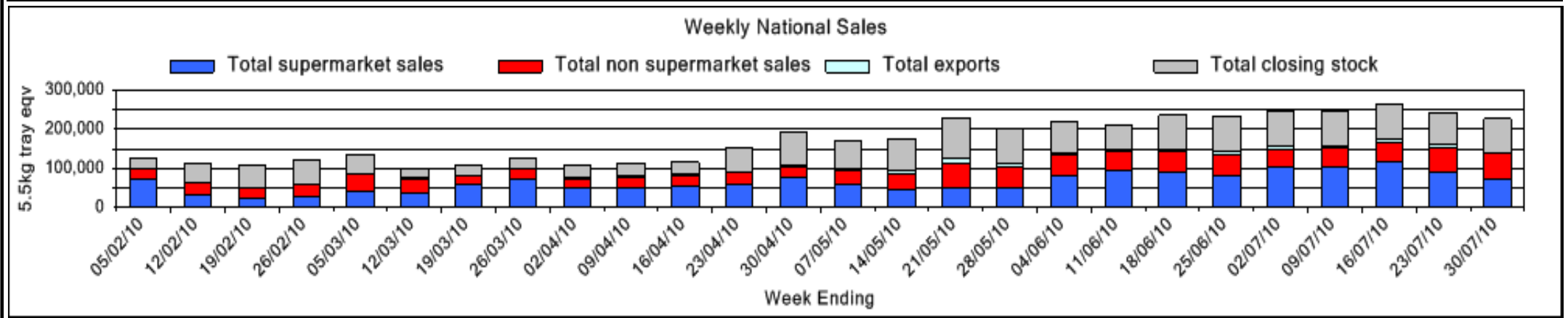
- Balmoral Orchard
- Chris and Sue Allan
- Coastal Avocados
- Donovan Family Investment Trust
- Googa Farms
- Green Nugget Orchards
- I & A Tolson
- Midcoast Avocados
- Mountain Fresh
- Natures Fruit Company
- Simpson Farms Pty Ltd
- Sunfresh
- Sunny Bluff Produce Pty Ltd
- Sunnyspot Packhouse PL
- SuperPak
- Touchwood Farming

Week 30 contributors - Wholesalers

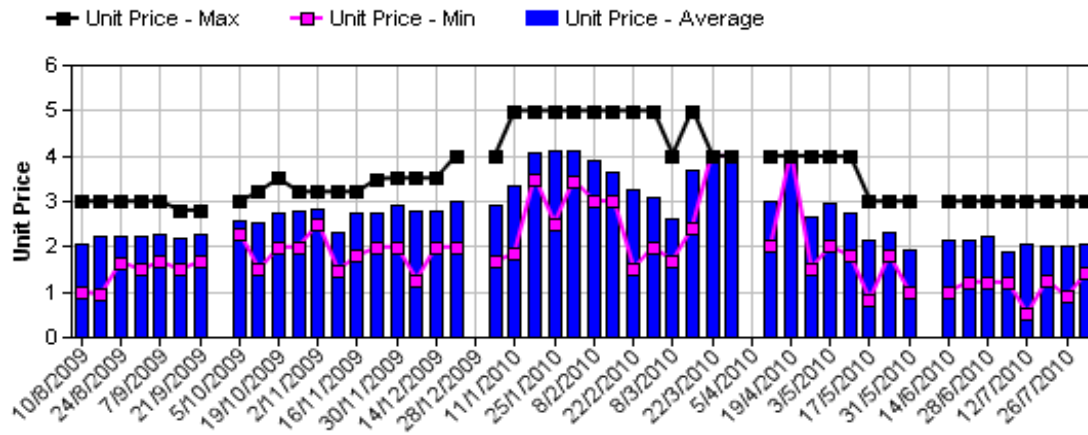
- Allcrops Pty Ltd (Sydney)
- Col Johnson & Co (Sydney)
- Costa Exchange Trading (Adelaide)
- Dykes Bros (Melbourne)
- Etherington (Perth)
- Mercer Mooney (Perth)
- Moraitis (Sydney)
- Murray Bros (Brisbane)
- Romeos Marketing (Brisbane)
- Sculli & Co Pty Ltd (Melbourne)
- Sinclair & Antico (Aust) Pty 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

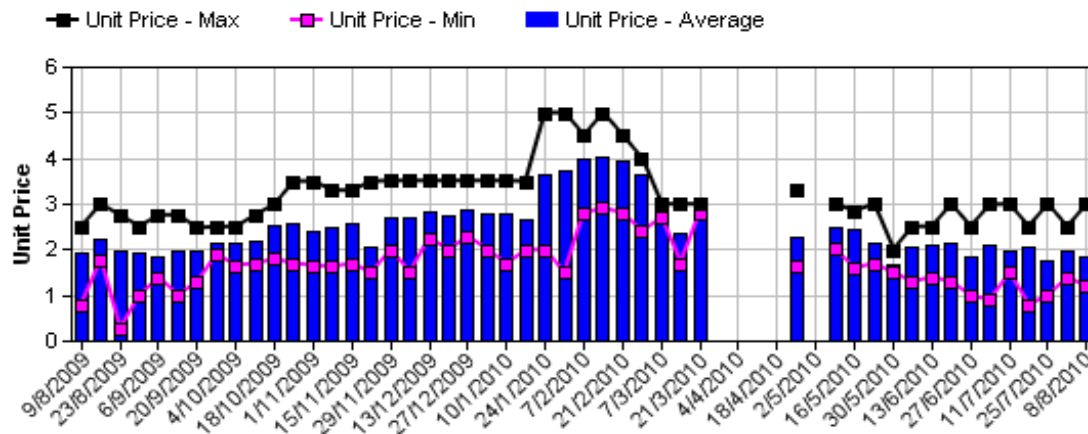
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	6,387		102	6,489	1,454			1,454	2,644						9,030		102	9,132
Total non supermarket sales	9,728		497	10,225	8,006			8,006	14,556						24,284		497	24,781
Total exports																		
Total sales	16,115		599	16,714	9,460			9,460	17,200						33,315		599	33,914
Total Stock on Hand	6,505		1,372	7,877	5,071			5,071	9,220						15,725		1,372	17,097
QLD																		
Total supermarket sales	15,445		267	15,712	799			799	1,453	2,412			2,412	439	17,337		267	17,604
Total non supermarket sales	11,777		10	11,787	893		2	895	1,627						13,401		14	13,414
Total exports	2,237			2,237	561			561	1,020						3,257			3,257
Total sales	29,459		277	29,736	2,253		2	2,255	4,100	2,412			2,412	439	33,994		281	34,275
Total Stock on Hand	24,223		10	24,233	722		22	744	1,353						25,536		50	25,586
SA & TAS																		
Total supermarket sales	8,122			8,122	992			992	1,804	371			371	67	9,993			9,993
Total non supermarket sales	4,159		59	4,218	2,548		162	2,710	4,927						8,792		354	9,146
Total exports																		
Total sales	12,281		59	12,340	3,540		162	3,702	6,731	371			371	67	18,785		354	19,139
Total Stock on Hand	6,748	3,194	409	10,351	2,457	192	105	2,754	5,007	85			85	15	11,231	3,543	600	15,374
VIC																		
Total supermarket sales	21,383		935	22,318	487			487	885						22,268		935	23,203
Total non supermarket sales	7,812		1,921	9,733	2,492		591	3,083	5,605						12,343		2,995	15,338
Total exports																		
Total sales	29,195		2,855	32,050	2,979		591	3,570	6,491						34,611		3,930	38,541
Total Stock on Hand	6,517		5,526	12,043	6,054		774	6,828	12,415						17,525		6,933	24,458
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	11,036			11,036	2,750			2,750	5,000						16,036			16,036
Total Stock on Hand																		
Total																		
Total supermarket sales	59,750		1,304	61,054	5,268			5,268	9,578	2,783			2,783	506	69,835		1,304	71,138
Total non supermarket sales	36,098		2,487	38,585	15,153		755	15,908	28,924						63,649		3,860	67,509
Total exports	2,237			2,237	561			561	1,020						3,257			3,257
Total sales	98,086		3,791	101,876	20,982		755	21,737	39,522	2,783			2,783	506	136,741		5,163	141,904
Total Stock on Hand	46,355	3,194	7,317	56,867	14,619	192	901	15,712	28,567	85			85	15	72,951	3,543	8,955	85,449



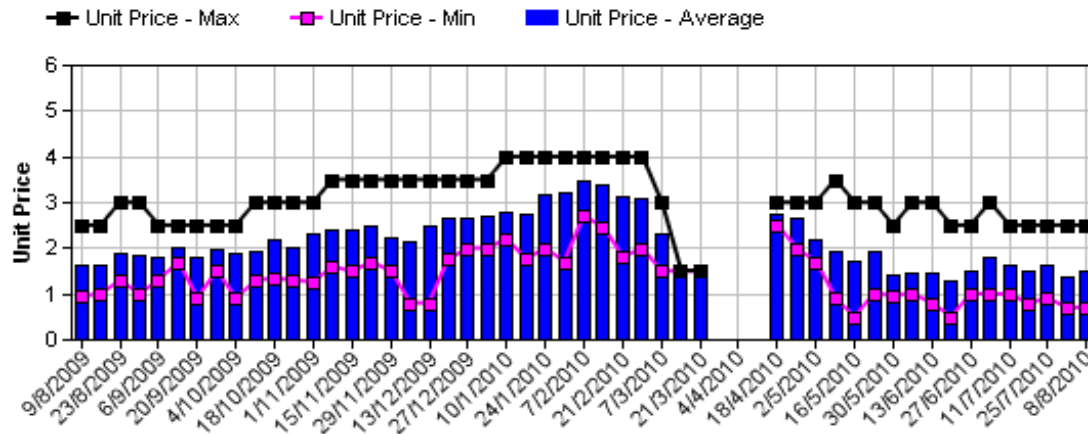
Hass Avocado Average Retail Prices - Sydney



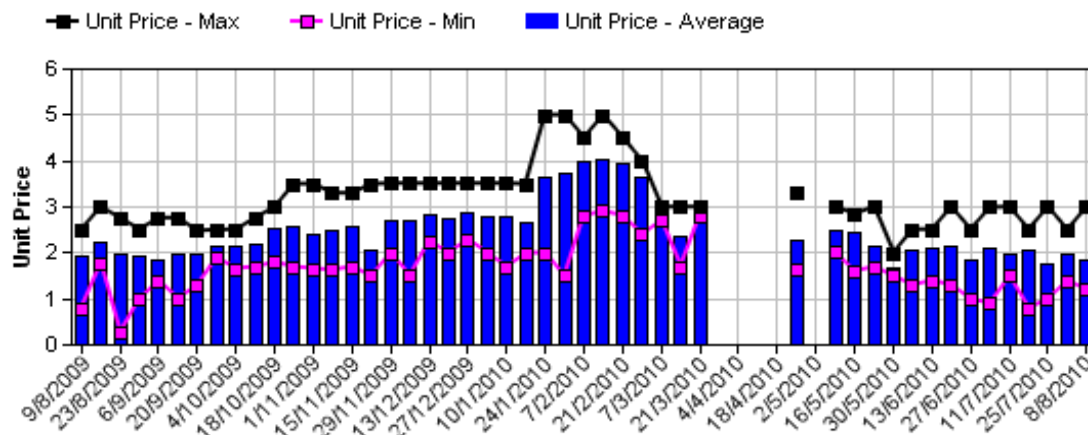
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

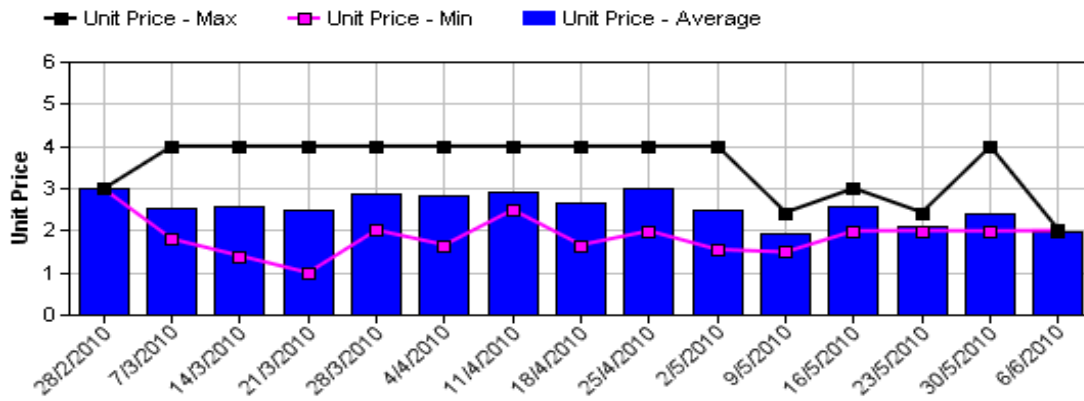


Hass Avocado Average Retail Prices - Melbourne

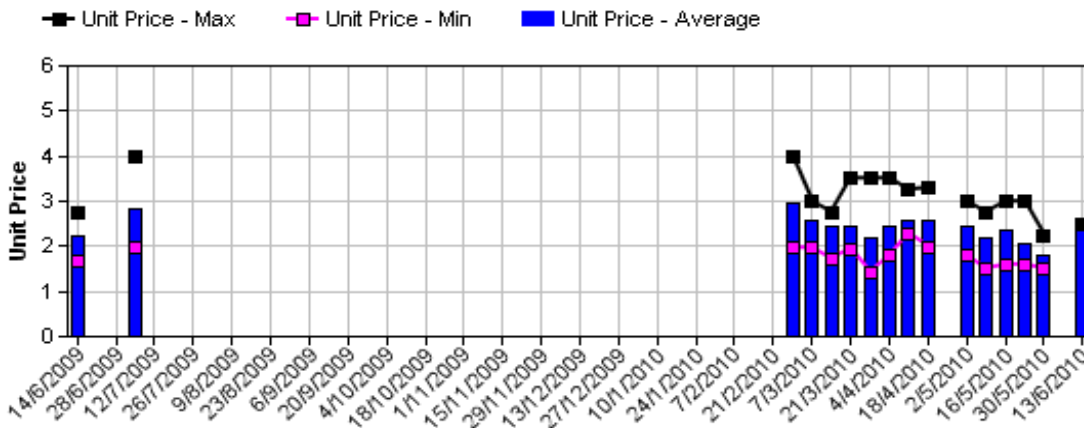


Assessment Date [Week Ending]

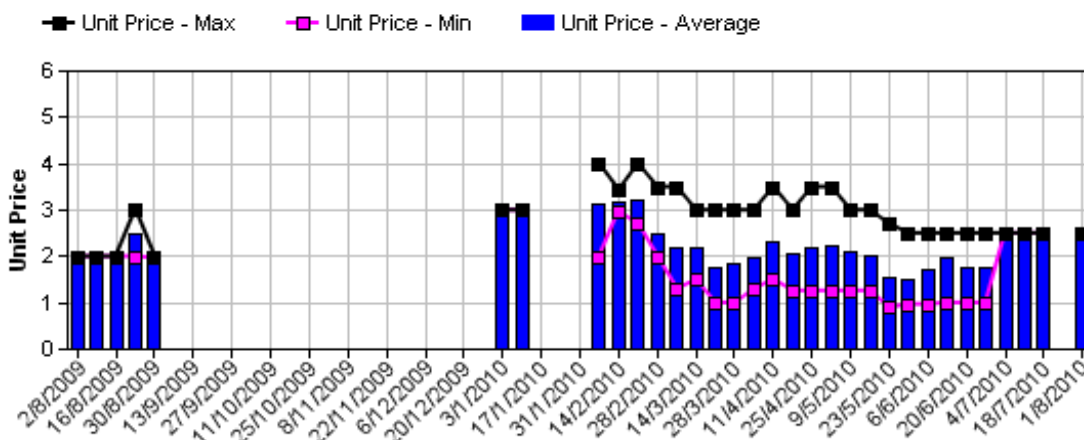
Shepard Avocado Average Retail Prices - Sydney



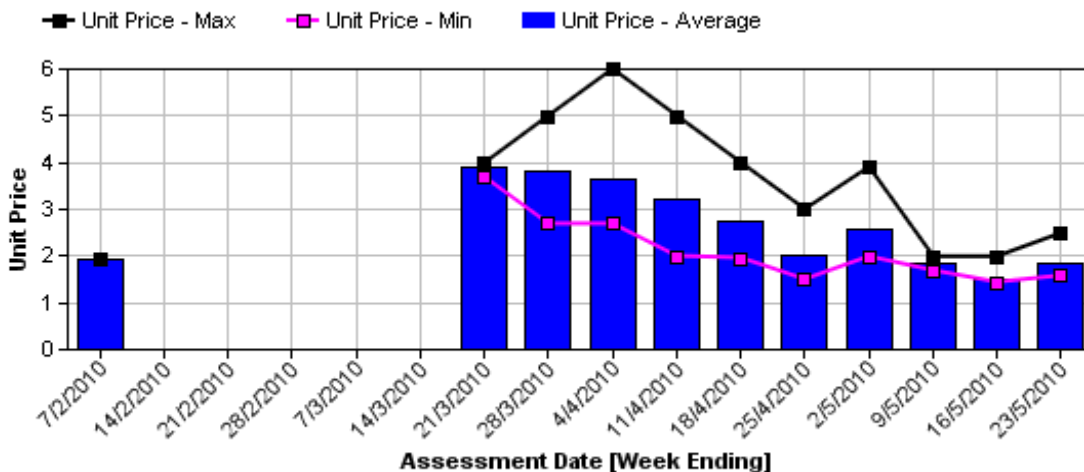
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 2nd July 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Woolworths	Hass	260	1.42	Store	Aus
Woolworths	Hass	230	1.42	Store	Aus
Woolworths	Hass	275	1.42	Store	Aus
IGA	Hass	255	1.48	Store	Aus
IC	Reed	400	1.66	Store	Aus
IC	Reed	430	1.66	No	Aus
IC	Reed	380	1.66	Store	Aus
Coles	Hass	265	1.68	No	Aus
Coles	Hass	265	1.68	No	Aus
Coles	Hass	275	1.68	No	Aus
I	Hass	260	1.99	No	NS
I	Hass	285	1.99	No	Aus
I	Hass	270	2.29	No	Aus
Foodworks	Hass	285	2.49	No	NS
IC	Hass	295	2.50	No	NS
IC	Hass	265	2.50	Store	Aus
IC	Hass	240	2.50	No	Aus
I	Hass	315	2.99	No	Aus
IGA	Hass	245	2.99	No	NS
BRISBANE					
I	Hass	210	0.69	Store	Aus
IC	Hass	220	0.89	Store	Aus
IC	Hass	180	0.89	Store	Aus
IGA	Hass	220	0.99	Cat	Aus
IGA	Hass	240	1.29	Store	Aus
IGA	Hass	180	1.49	No	Aus
Coles	Hass	260	1.50	No	Aus
Coles	Hass	250	1.50	No	Aus
Coles	Hass	210	1.50	No	Aus
Woolworths	Hass	175	1.54	No	Aus
Woolworths	Hass	240	1.54	No	Aus
Woolworths	Hass	225	1.54	No	Aus
I	Reed	345	1.89	Store	Aus
I	Hass	265	1.99	Store	Aus
I	Wurtz	325	1.99	No	Aus
I	Reed	395	1.99	Store	Aus
I	Wurtz	285	2.49	Store	NS
I	Hass	250	2.49	Store	Aus
I	Hass	276	2.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	260	1.19	No	NS
I	Hass	240	1.50	No	NS
Coles	Hass	295	1.68	No	Aus
Coles	Hass	275	1.68	No	Aus
Coles	Hass	325	1.68	No	Aus
I	Hass	290	1.77	Store	Aus
I	Hass	255	1.79	Store	NS
I	Hass	290	1.79	No	NS
Safeway	Hass	305	1.85	No	Aus
Safeway	Hass	290	1.85	Store	Aus
Safeway	Hass	270	1.85	No	Aus
I	Hass	285	2.19	No	Aus
I	Hass	295	2.25	No	NS
I	Wurtz	305	2.25	Store	NS
IGA	Hass	285	2.99	No	Aus
PERTH					
Woolworths	Hass	210	1.21	Cat	Aus
Woolworths	Hass	200	1.21	Cat	Aus
Woolworths	Hass	200	1.21	Cat	Aus
I	Hass	240	1.25	No	Aus
Coles	Hass	260	1.68	No	Aus
Coles	Hass	240	1.68	No	Aus
Coles	Hass	270	1.68	No	Aus
I	Hass	280	1.79	No	Aus
IGA	Hass	280	1.99	No	Aus
IGA	Hass	250	1.99	Store	Aus
I	Hass	270	2.49	No	Aus
IS	Hass	285	2.49	No	Aus
IGA	Hass	315	2.49	No	NS
IS	Hass	260	2.49	No	Aus
I	Hass	295	2.69	No	Aus
I	Hass	240	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

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 Codes

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