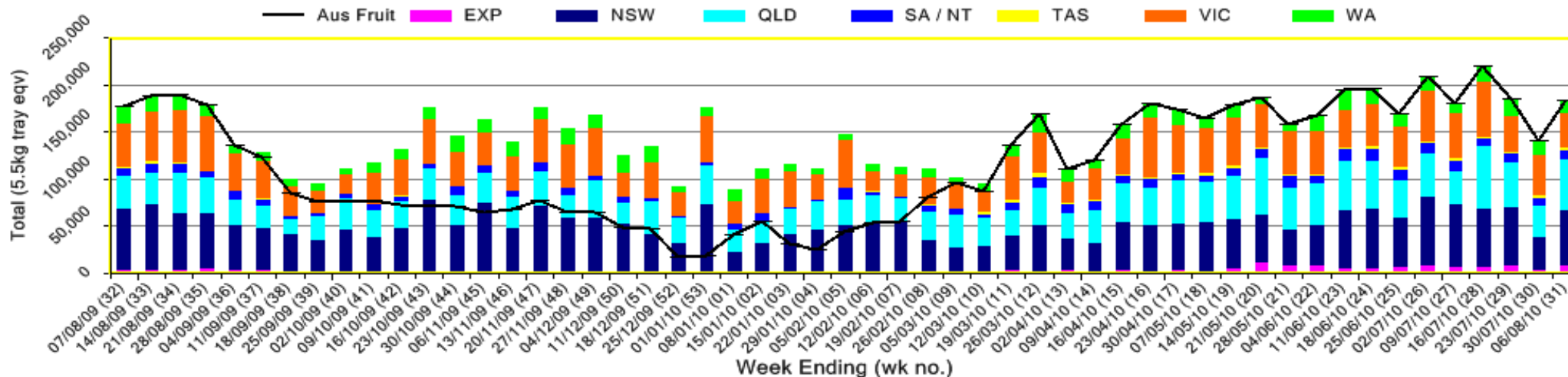


INFOCADO WEEKLY REPORT: 31st July - 6th August 2010 (Wk 31)

Industry Dispatches 31st July - 6th August 2010 (Wk 31)

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	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP								4,482	1,150	5,632	1,441				8,252
NSW	229	2,115	3,924	13,354	2,105	8,910	5,559	1,342	1,133	38,671	10,528	1,794			58,139
QLD	517	1,514	3,134	4,494	152	10,449	15,019	3,289	172	38,740	7,087	11,682	2,736	4,088	54,989
SA / NT		1	28	130	50	2,830	4,593	466	208	8,306	97	5,974			9,568
TAS								1,575	178	1,753	280				2,262
VIC	14	592	5,402	8,241	202	4,914	1,870	1,582	54	22,871	7,310	4,902			37,053
WA	49	360	844	2,328	20	2,962	623	584	218	7,988	2,187				11,964
Total	809	4,582	13,332	28,547	2,529	30,065	29,239	11,923	2,935	123,961	28,930	24,352	2,736	4,088	182,229

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 4,857,316 5.5kg tray eqv



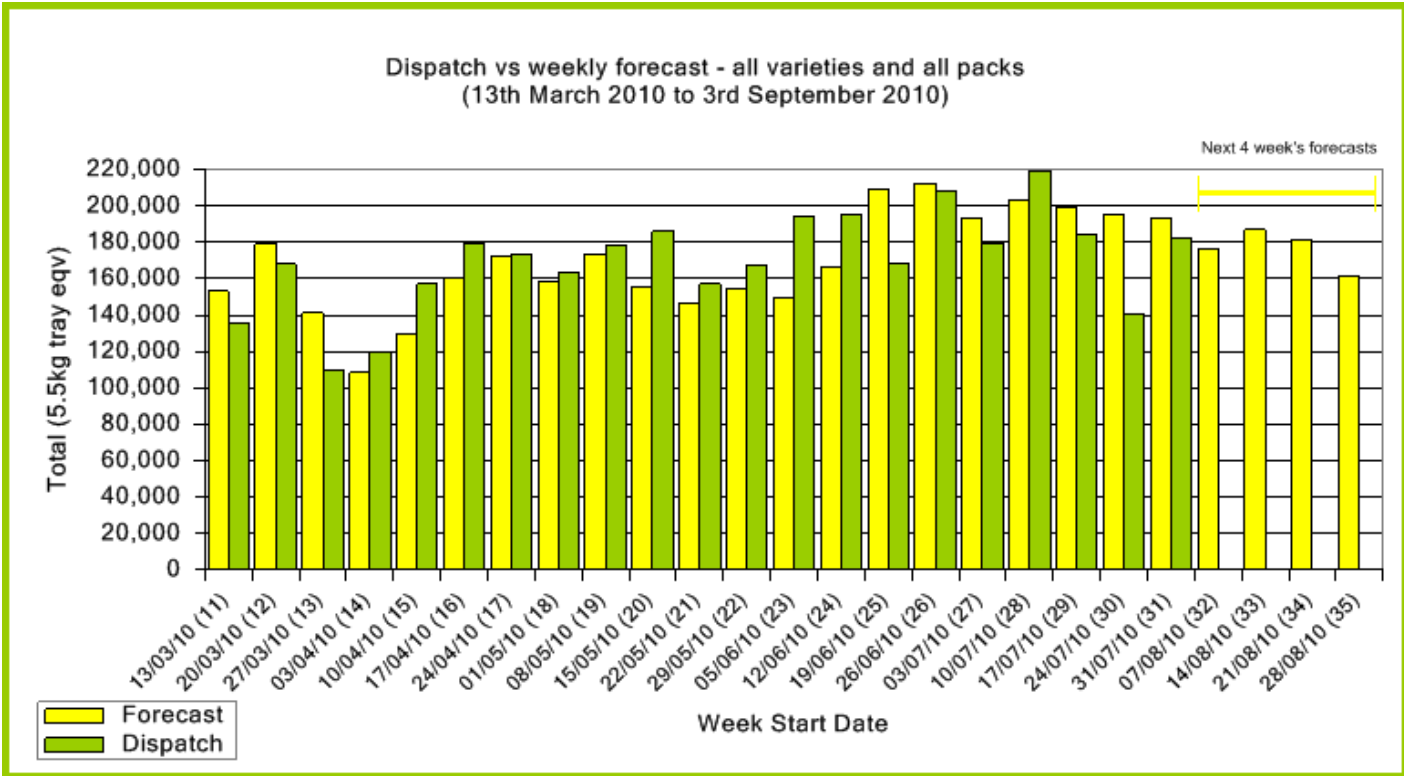
Comments from the CEO

- Volumes are starting to come back slightly, this is reflected in the reduced stock on hand at the wholesale level.
- Coles is on catalogue special this week in Melbourne and Woolworths in Brisbane.
- In the next couple of weeks we will be sending out more information about the upcoming Infocado Summit—don't forget the opportunity is still open to sponsor the event!



Forecast Data (Week 31 - 35)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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		48			87
Hass	115,557	26,034	18,800	2,500	166,765
Pinkerton	400	30			455
Reed	3,500				3,500
Wurtz	5,250	36			5,315
Week Total	124,707	26,148	18,800	2,500	176,122
Week 33 - begin 14/08/2010					
Fuerte		48			87
Hass	124,701	26,905	18,300	2,500	177,401
Reed	3,500				3,500
Sharwil	500	50			591
Wurtz	5,200	36			5,265
Week Total	133,901	27,039	18,300	2,500	186,845
Week 34 - begin 21/08/2010					
Hass	123,196	24,953	14,300	2,000	171,529
Reed	3,500				3,500
Sharwil	1,000	140			1,255
Wurtz	5,175	36			5,240
Week Total	132,871	25,129	14,300	2,000	181,524
Week 35 - begin 28/08/2010					
Hass	109,587	22,025	13,400		152,068
Reed	3,500				3,500
Sharwil	500	100			682
Wurtz	5,000				5,000
Week Total	118,587	22,125	13,400		161,250

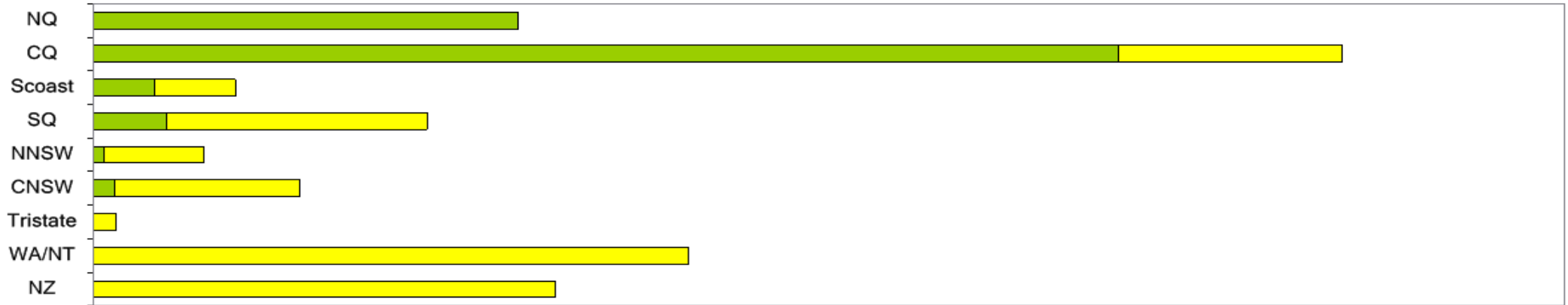
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 31 - begin 31/07/2010)						
Variety	Trays	Bulk	P/PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte			48			87
Hass	113,549	27,226	24,352	2,736	4,088	168,719
Lamb Hass	1,081	53				1,177
Pinkerton	225	23				267
Reed	4,655					4,655
Wurtz	4,452	1,580				7,325
Total	123,962	28,930	24,352	2,736	4,088	182,230



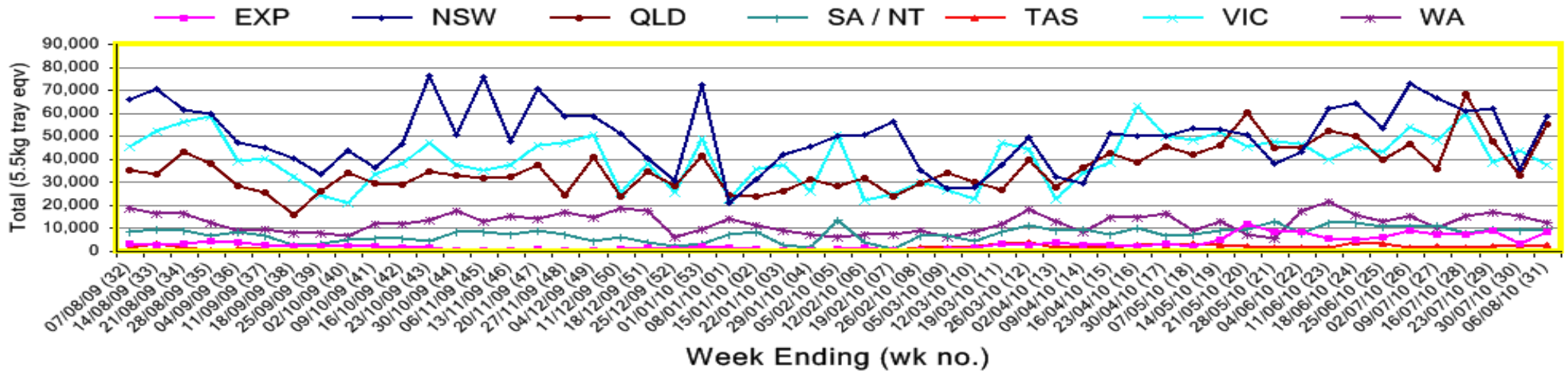
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 4,857,316 5.5kg tray eqv



Week 31 contributors - Packhouses

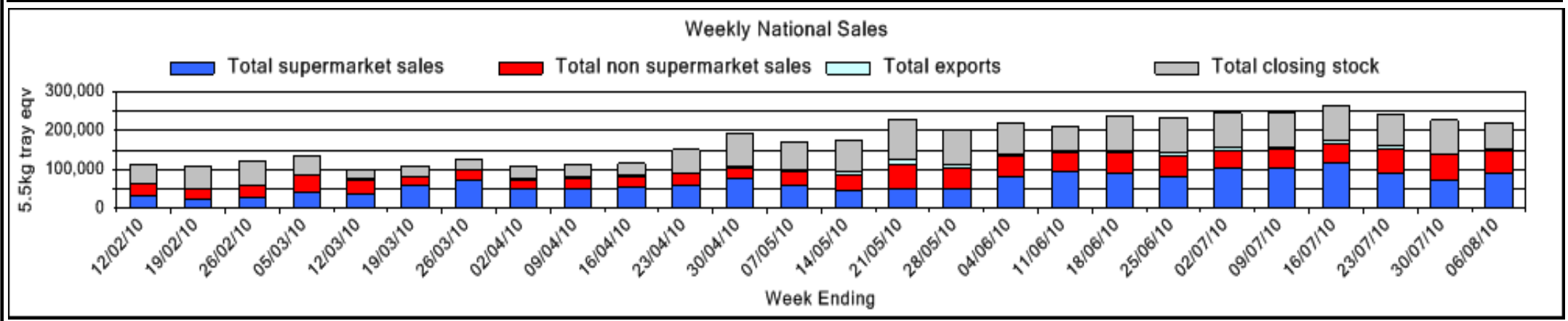
- | | |
|---------------------------------|-----------------------------|
| Balmoral Orchard | One Harvest |
| Coastal Avocados | Perseverance Farming Co |
| Donovan Family Investment Trust | Simpson Farms Pty Ltd |
| Googa Farms | Sunfresh |
| Green Nugget Orchards | Sunny Bluff Produce Pty Ltd |
|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

Week 31 contributors - Wholesalers

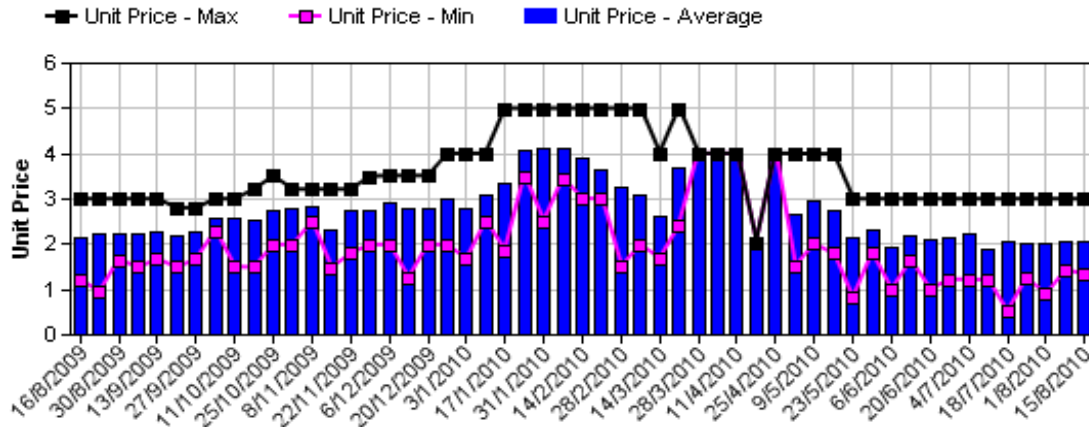
- | | |
|-----------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Murray Bros (Brisbane) |
| Costa Exchange Trading (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Etherington (Perth) | The La Manna Group (Adelaide)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

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

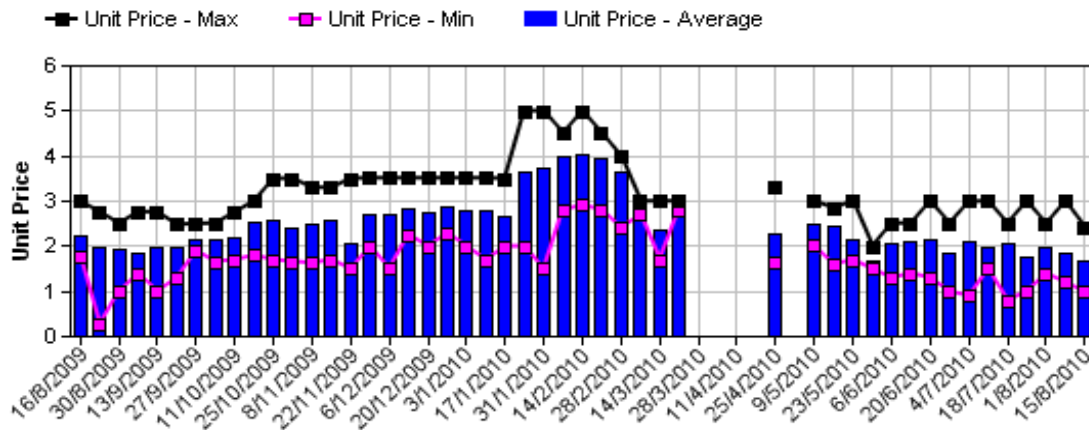
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	19,454		1,447	20,901	1,917			1,917	3,485	1,794			1,794	326	23,266		1,447	24,713
Total non supermarket sales	11,424			11,424	3,925			3,925	7,136						18,560			18,560
Total exports																		
Total sales	30,878		1,447	32,325	5,842			5,842	10,622	1,794			1,794	326	41,826		1,447	43,273
Total Stock on Hand	5,712			5,712	814			814	1,480						7,192			7,192
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	44,626		2,826	47,452	2,748		22	2,770	5,036	5,058			5,058	920	50,542		2,866	53,408
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	10,942			10,942	361			361	656	6,010			6,010	1,093	12,691			12,691
Total non supermarket sales	2,413		87	2,500	1,026		52	1,078	1,960						4,278		182	4,460
Total exports																		
Total sales	13,355		87	13,442	1,387		52	1,439	2,616	6,010			6,010	1,093	16,970		182	17,152
Total Stock on Hand	4,340	3,194	477	8,011	1,956	192	53	2,201	4,002	49			49	9	7,906	3,543	573	12,022
VIC																		
Total supermarket sales	9,927		434	10,361	894			894	1,625	4,902			4,902	891	12,444		434	12,878
Total non supermarket sales	8,254		2,695	10,949	1,761		1,532	3,293	5,987						11,455		5,480	16,936
Total exports																		
Total sales	18,181		3,129	21,310	2,655		1,532	4,187	7,613	4,902			4,902	891	23,899		5,914	29,814
Total Stock on Hand	3,760		8,144	11,904	5,542		28	5,570	10,127						13,837		8,195	22,031
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	7,232			7,232	2,409			2,409	4,380						11,612			11,612
Total Stock on Hand																		
Total																		
Total supermarket sales	72,888		4,587	77,475	5,912			5,912	10,749	17,764			17,764	3,230	86,867		4,587	91,454
Total non supermarket sales	35,751		2,902	38,654	7,688		1,606	9,294	16,898						49,730		5,822	55,552
Total exports	5,632			5,632	1,441			1,441	2,620						8,252			8,252
Total sales	114,272		7,489	121,761	15,041		1,606	16,647	30,267	17,764			17,764	3,230	144,849		10,409	155,258
Total Stock on Hand	35,861	3,194	8,866	47,921	8,896	192	126	9,214	16,753	49			49	9	52,044	3,543	9,095	64,682



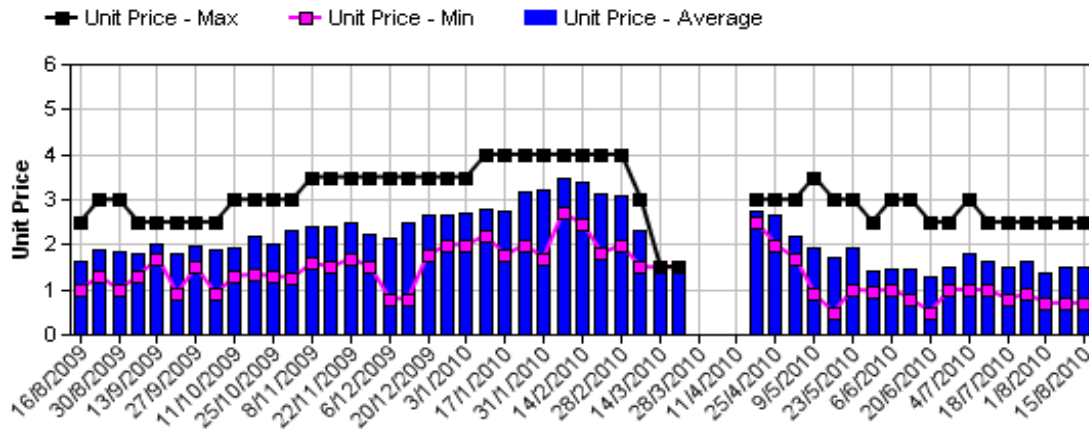
Hass Avocado Average Retail Prices - Sydney



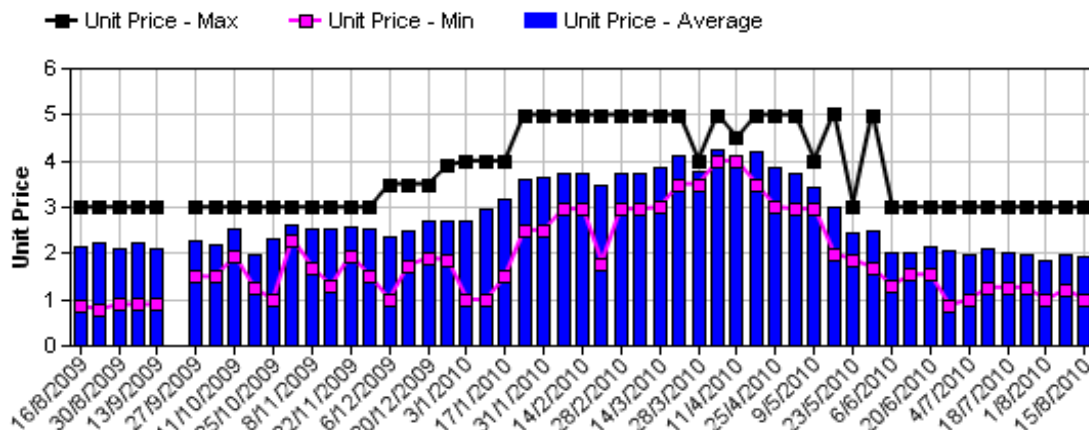
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

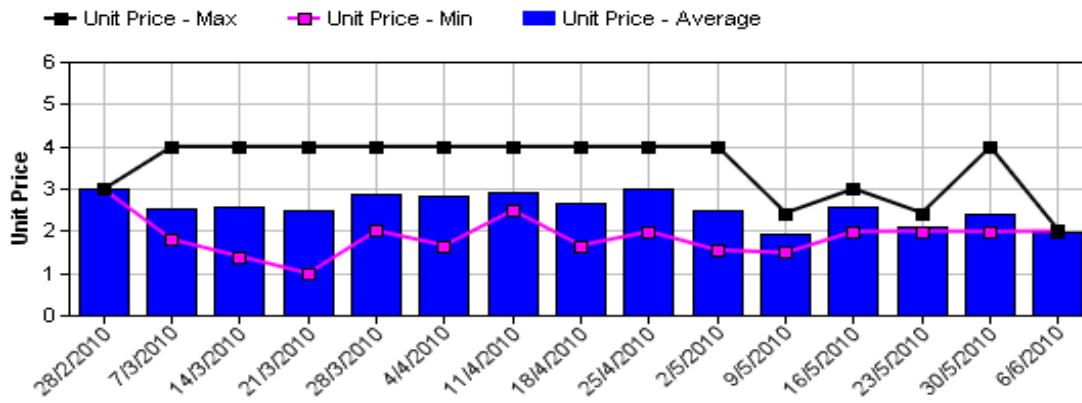


Hass Avocado Average Retail Prices - Perth

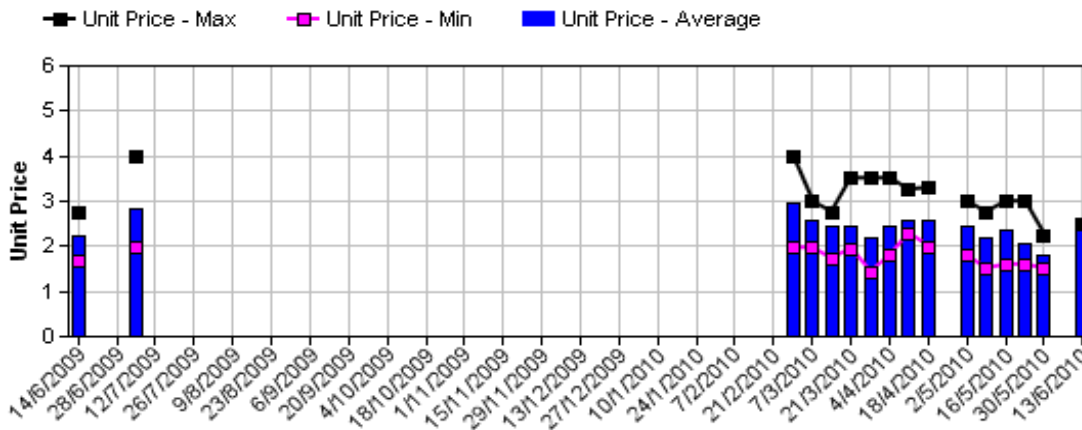


Assessment Date [Week Ending]

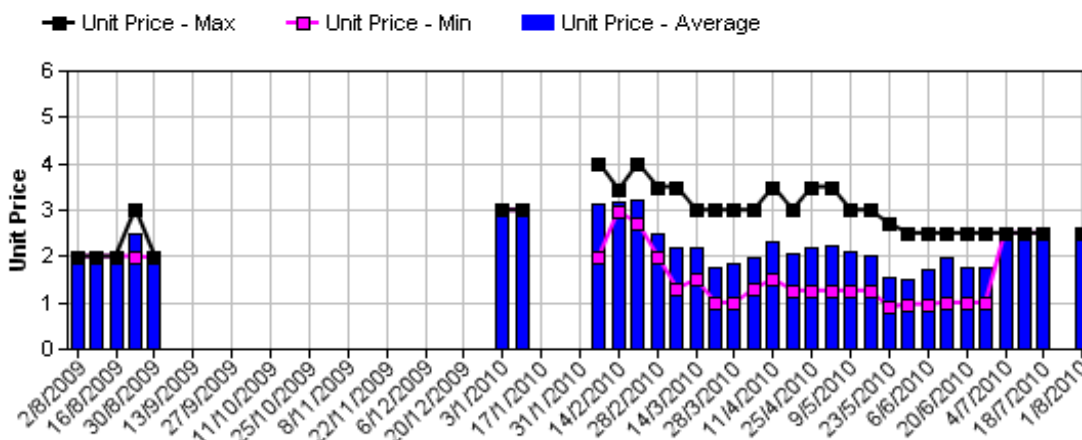
Shepard Avocado Average Retail Prices - Sydney



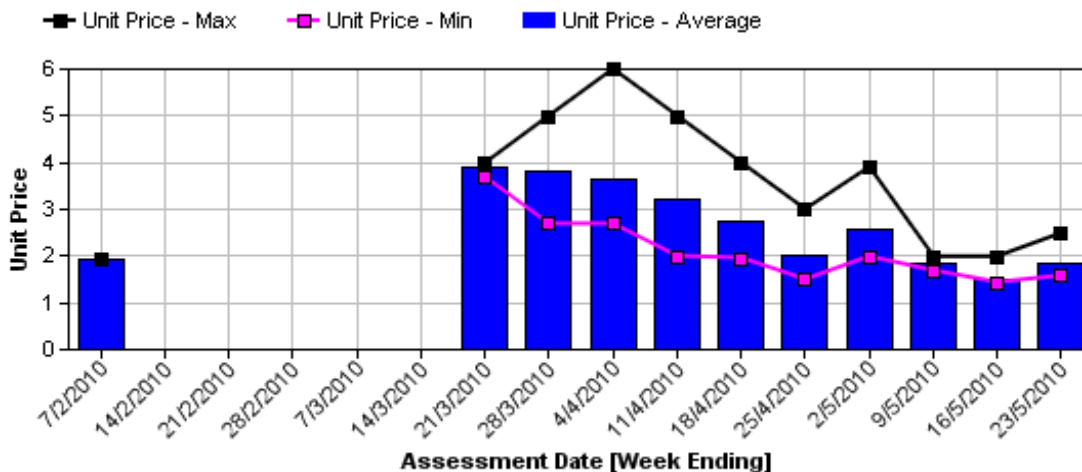
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 9th August 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Hass	280	1.33	Store	Aus
Coles	Hass	270	1.42	No	Aus
Coles	Hass	260	1.42	No	Aus
Coles	Hass	270	1.42	No	Aus
Woolworths	Hass	240	1.92	Store	Aus
Woolworths	Hass	240	1.92	Store	Aus
Woolworths	Hass	255	1.92	Store	Aus
Foodworks	Hass	315	1.99	No	NS
I	Hass	250	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	270	2.29	No	Aus
IGA	Hass	240	2.49	No	NZ
IC	Hass	280	2.50	Store	Aus
IC	Hass	260	2.50	No	Aus
I	Hass	295	2.99	No	Aus
IGA	Hass	260	2.99	No	Aus
BRISBANE					
I	Hass	290	0.69	Store	Aus
IC	Hass	240	0.89	Store	Aus
Woolworths	Hass	195	0.97	Cat	Aus
Woolworths	Hass	180	0.97	Cat	Aus
Woolworths	Hass	225	0.97	Cat	Aus
Woolworths	Reed	335	0.97	Store	Aus
IGA	Hass	180	0.99	Cat	Aus
I	Reed	345	0.99	Store	Aus
Coles	Hass	230	1.45	No	Aus
Coles	Hass	250	1.45	No	Aus
IGA	Hass	220	1.69	No	Aus
Coles	Hass	240	1.75	No	Aus
I	Reed	345	1.89	No	Aus
IGA	Hass	230	1.99	No	Aus
I	Wurtz	265	1.99	No	Aus
I	Hass	235	1.99	Store	Aus
I	Hass	275	2.49	Store	Aus
I	Hass	260	2.49	Store	Aus
I	Wurtz	270	2.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
Coles	Hass	270	0.98	Cat	Aus
Coles	Hass	285	0.98	Cat	Aus
Coles	Hass	265	0.98	Cat	Aus
I	Hass	220	0.99	No	NS
Safeway	Hass	240	1.38	Store	Aus
I	Hass	240	1.5	No	NS
I	Hass	275	1.79	No	NS
IGA	Hass	295	1.79	Cat	Aus
I	Hass	280	1.79	Store	NS
Safeway	Hass	270	1.9	No	Aus
I	Hass	275	1.99	No	Aus
I	Hass	310	2.25	No	NS
I	Hass	295	2.25	No	NS
Safeway	Hass	250	2.38	No	Aus
I	Hass	260	2.42	No	Aus
PERTH					
IS	Hass	220	0.99	Store	Aus
I	Hass	250	0.99	Store	Aus
I	Hass	240	1.25	Store	Aus
Woolworths	Hass	210	1.68	Store	Aus
Coles	Hass	260	1.68	No	Aus
Woolworths	Hass	195	1.68	Store	Aus
Coles	Hass	220	1.68	No	Aus
Coles	Hass	250	1.68	No	Aus
Woolworths	Hass	185	1.68	Store	Aus
IGA	Hass	270	1.99	No	Aus
IGA	Hass	260	2.29	No	Aus
IGA	Hass	260	2.49	No	NS
I	Hass	260	2.49	No	Aus
IS	Hass	240	2.49	No	Aus
I	Hass	300	2.69	No	Aus
I	Hass	255	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