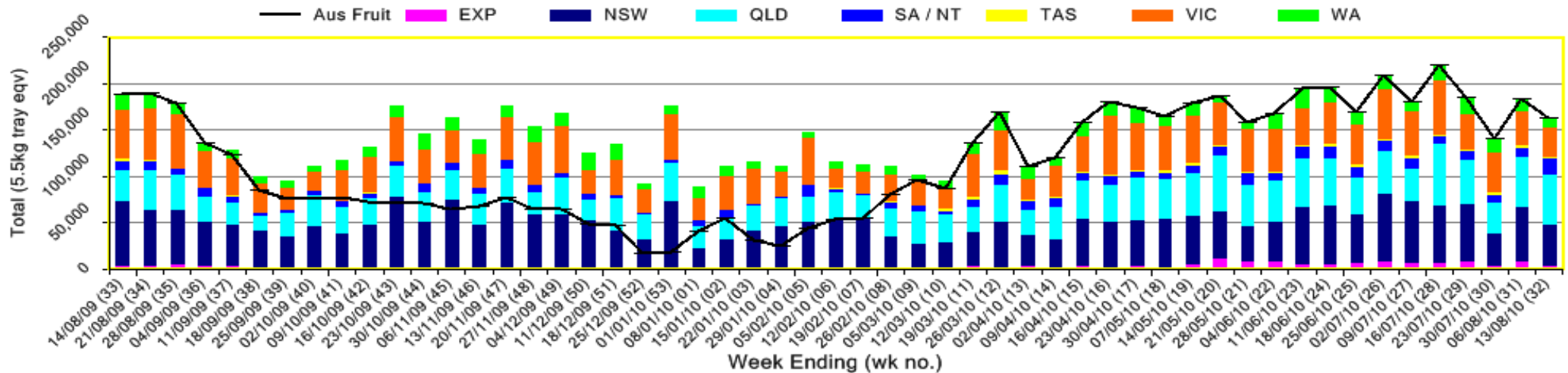


INFOCADO WEEKLY REPORT: 7th August - 13th August 2010 (Wk 32)

Industry Dispatches 7th August - 13th August 2010 (Wk 32)

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				50				2,330	786	3,166	445				3,975
NSW	371	692	6,794	8,127	1,749	6,434	2,516	521	437	27,641	8,873	2,184			44,171
QLD	278	1,340	4,474	5,160	440	10,392	6,202	1,682	141	30,109	11,406	7,030	2,140	4,000	53,241
SA / NT	5	658	1,174	333	21	435	9,917	2,222	340	15,105	1,169	516			17,324
TAS							1,255			1,255	376				1,939
VIC	1,021	2,016	6,192	9,366	395	3,185	1,449	471	128	24,223	3,560	3,804			31,388
WA	7	38	438	1,299	367	2,013	3,424	193	50	7,829	1,525				10,602
Total	1,682	4,744	19,072	24,335	2,972	22,459	24,763	7,419	1,882	109,328	27,354	13,534	2,140	4,000	162,640

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 5,019,956 5.5kg tray eqv



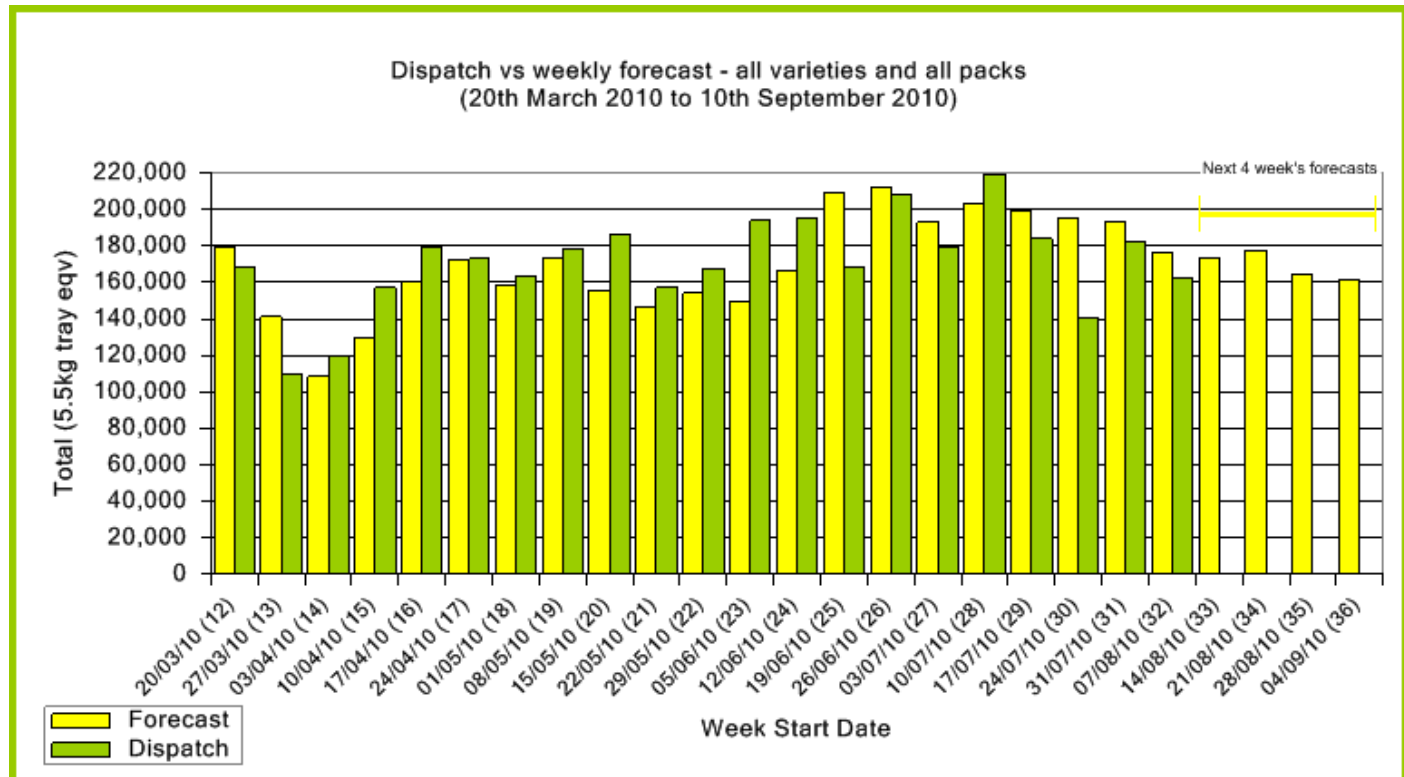
Comments from the CEO

- Volumes are starting to taper off and this is reflected in the reducing level of stock on hand in the wholesale sector.
- Small volumes of New Zealand avocados are due in the market as of next month.
- Rain in Bundaberg last week caused dispatches to be slightly lower than forecast.



Forecast Data (Week 32 - 36)					
Variety	Trays - Total	Bulk	P/ Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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					
Hass	116,706	24,255	17,300	2,500	164,406
Reed	5,000				5,000
Wurtz	4,200	36			4,265
Week Total	125,906	24,291	17,300	2,500	173,671
Week 34 - begin 21/ 08/ 2010					
Fuerte		24			44
Hass	121,847	23,315	13,300	2,000	167,020
Reed	5,000				5,000
Sharwil	1,000	140			1,255
Wurtz	4,175	36			4,240
Week Total	132,022	23,515	13,300	2,000	177,559
Week 35 - begin 28/ 08/ 2010					
Hass	115,151	20,725	12,400		155,088
Reed	5,000				5,000
Sharwil	500	100			682
Wurtz	4,000				4,000
Week Total	124,651	20,825	12,400		164,770
Week 36 - begin 04/ 09/ 2010					
Hass	114,523	20,670	2,400		152,541
Reed	5,000				5,000
Wurtz	4,000				4,000
Week Total	123,523	20,670	2,400		161,541

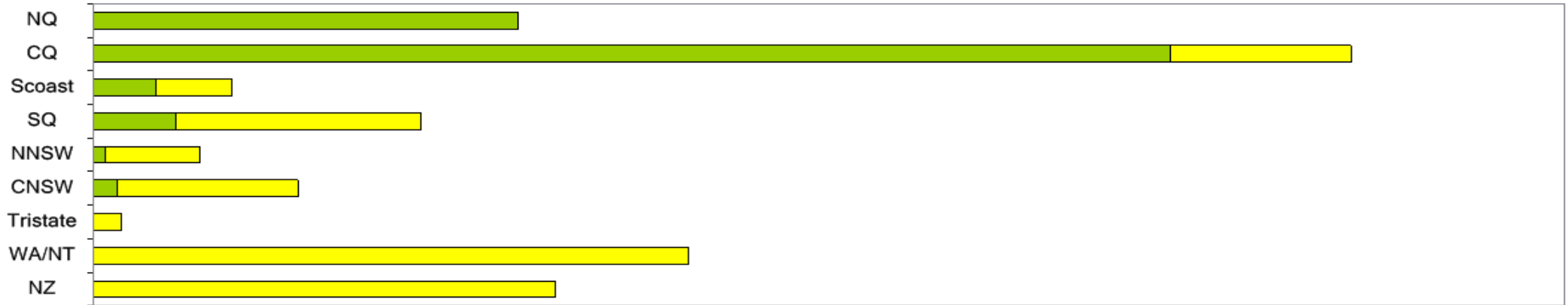
Green shading indicates dispatch data			Yellow shading indicates forecast data			
Dispatch Data (Week 32 - begin 7/ 08/ 2010)						
Variety	Trays	Bulk	P/ PK	Oil	Proc	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte			48			87
Hass	96,964	25,314	13,534	2,140	4,000	146,566
Reed	9,516	864				11,087
Sharwil	1,163	210				1,545
Wurtz	1,682	918				3,351
Total	109,325	27,354	13,534	2,140	4,000	162,637



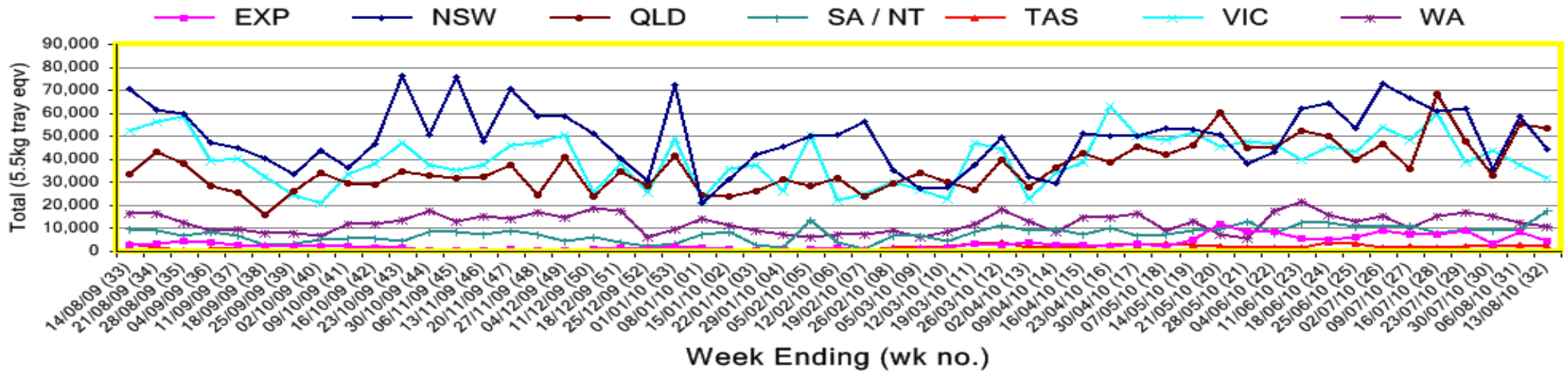
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706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



Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 5,019,956 5.5kg tray eqv



Week 32 contributors - Packhouses

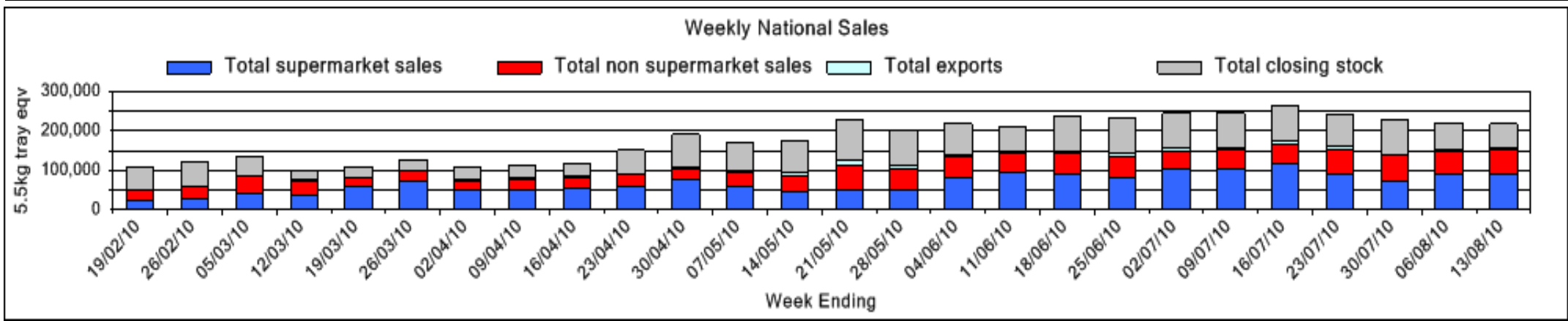
Balmoral Orchard	Natures Fruit Company
Coastal Avocados	One Harvest
Donovan Family Investment Trust	Perseverance Farming Co
Googa Farms	Simpson Farms Pty Ltd
Green Nugget Orchards	Sunfresh
I & A Tolson	Sunnyspot Packhouse PL
Midcoast Avocados	Sunnyspot Packhouse PL
Mountain Fresh	SuperPak
Mt Binga Orchards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

Week 32 contributors - Wholesalers

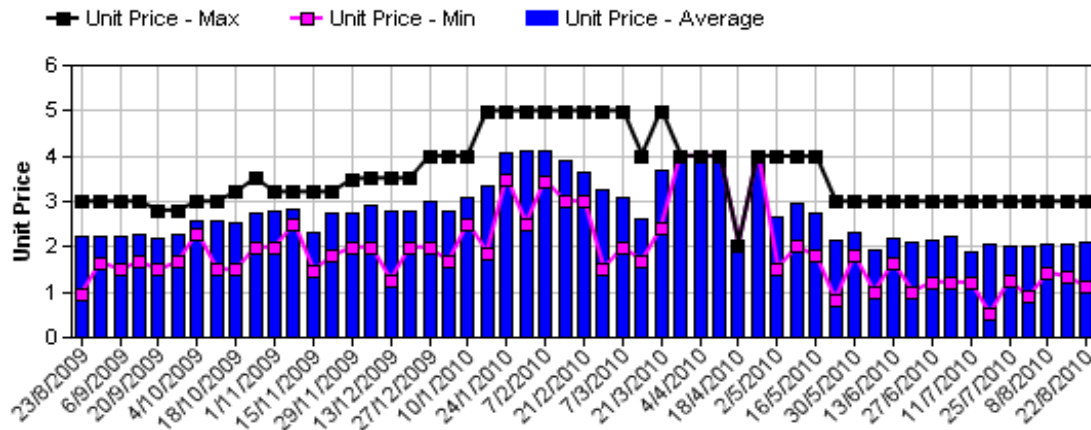
Allcrops Pty Ltd (Sydney)	Murray Bros (Brisbane)
Col Johnson & Co (Sydney)	Romeos Marketing (Brisbane)
Costa Exchange Trading (Adelaide)	Sculli & Co Pty Ltd (Melbourne)
Dykes Bros (Melbourne)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Etherington (Perth)	Sparacino & Sons (Sydney)
Exotic Fruit Traders (Sydney)	The La Manna Group (Adelaide)
Kelly's (Melbourne)	The La Manna Group (Melbourne)
Moraitis (Sydney)	United Fresh (Adelaide)

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

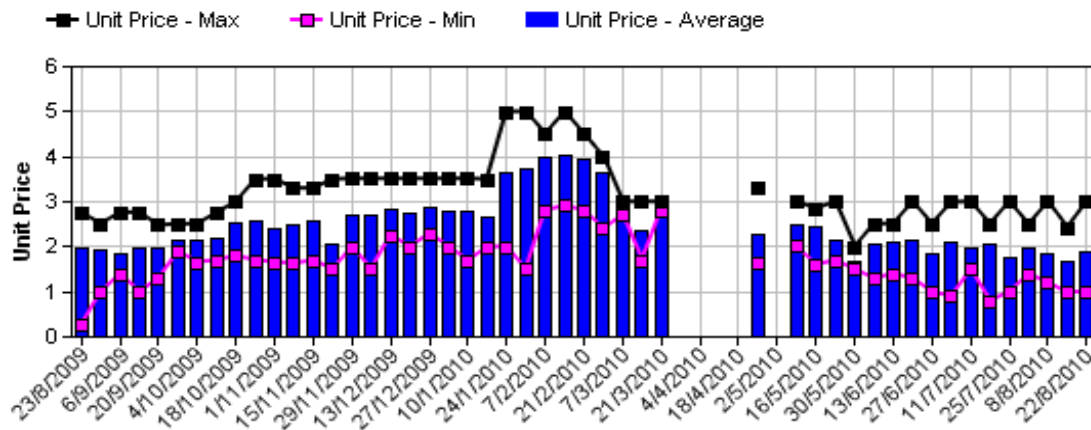
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	14,789		1,558	16,347	2,138			2,138	3,887	2,184			2,184	397	19,073		1,558	20,631
Total non supermarket sales	11,282		623	11,905	6,301			6,301	11,456						22,738		623	23,361
Total exports																		
Total sales	26,071		2,181	28,252	8,439			8,439	15,344	2,184			2,184	397	41,812		2,181	43,993
Total Stock on Hand	10,120		1,217	11,337	3,497			3,497	6,358						16,478		1,217	17,695
QLD																		
Total supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough QLD wholesalers contributed data this week																	
Total sales	38,741		3,180	41,921	1,181			1,181	2,147	2,580			2,580	469	41,357		3,180	44,537
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	13,616		1,669	15,285	900			900	1,636	565			565	103	15,355		1,669	17,024
Total non supermarket sales	5,057		102	5,159	1,112		36	1,148	2,087						7,078		167	7,246
Total exports																		
Total sales	18,673		1,771	20,444	2,012		36	2,048	3,724	565			565	103	22,434		1,837	24,270
Total Stock on Hand	3,849	3,194	684	7,727	1,286	192	33	1,511	2,747						6,187	3,543	744	10,475
VIC																		
Total supermarket sales	14,143		2,144	16,287	1,014			1,014	1,844	3,804			3,804	692	16,678		2,144	18,822
Total non supermarket sales	7,314		3,923	11,237	1,978		961	2,939	5,344						10,910		5,670	16,581
Total exports																		
Total sales	21,457		6,067	27,524	2,992		961	3,953	7,187	3,804			3,804	692	27,589		7,814	35,403
Total Stock on Hand	827		6,578	7,405	5,314			5,314	9,662						10,489		6,578	17,067
WA																		
Total supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total exports	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total sales	5,885		167	6,052	1,210		3	1,213	2,205						8,085		172	8,258
Total Stock on Hand																		
Total																		
Total supermarket sales	70,421		8,551	78,972	5,844			5,844	10,625	9,133			9,133	1,661	82,707		8,551	91,258
Total non supermarket sales	37,240		4,815	42,055	9,545		1,000	10,545	19,173						54,594		6,633	61,228
Total exports	3,166			3,166	445			445	809						3,975			3,975
Total sales	110,827		13,366	124,193	15,834		1,000	16,834	30,607	9,133			9,133	1,661	141,276		15,184	156,461
Total Stock on Hand	31,596	3,194	8,557	43,347	10,112	192	53	10,357	18,831						49,981	3,543	8,653	62,178



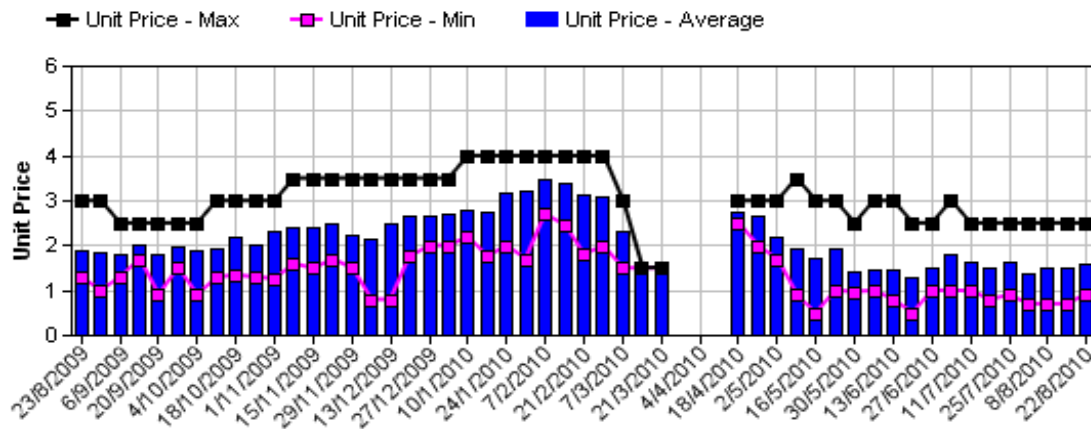
Hass Avocado Average Retail Prices - Sydney



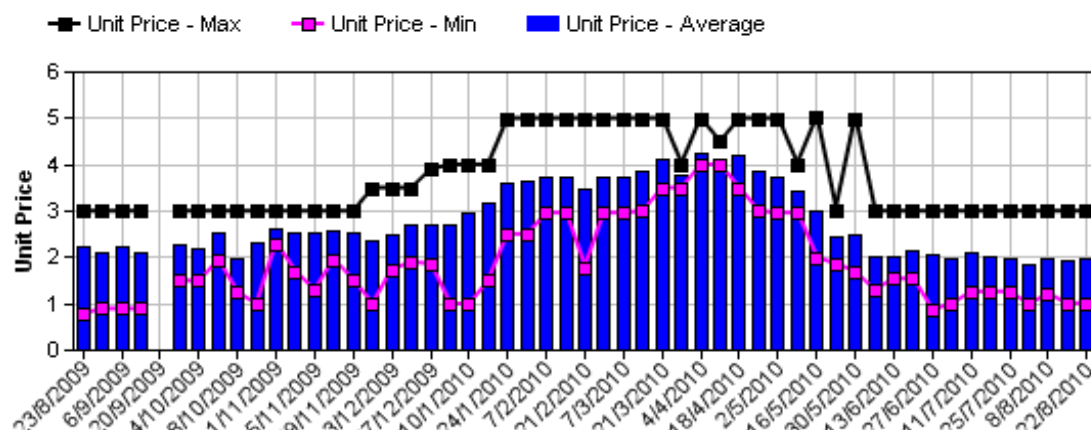
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

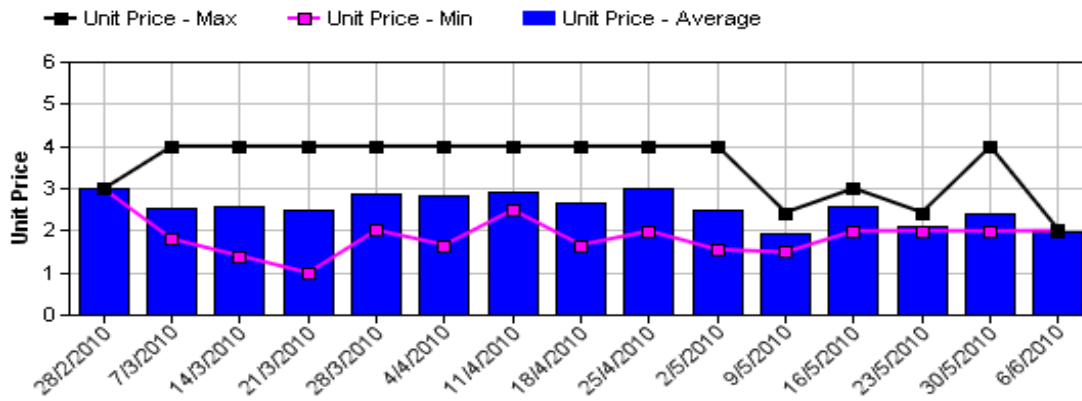


Hass Avocado Average Retail Prices - Perth

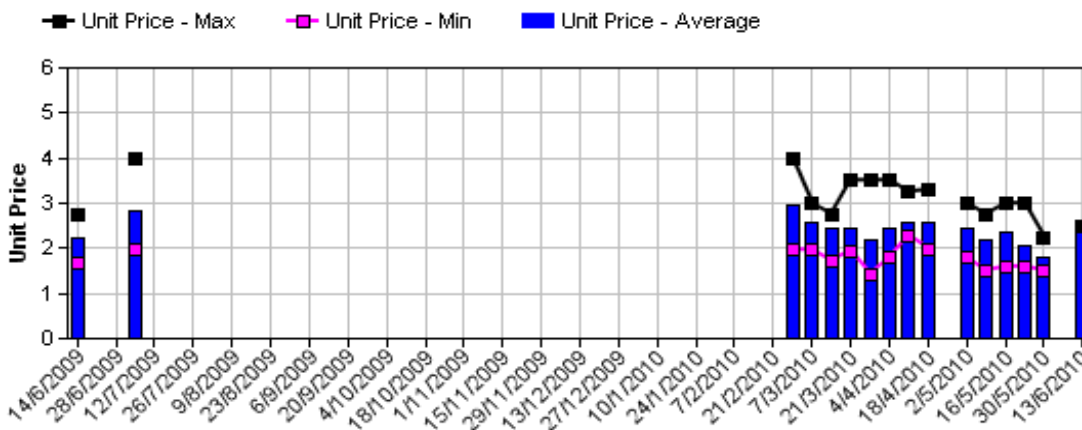


Assessment Date [Week Ending]

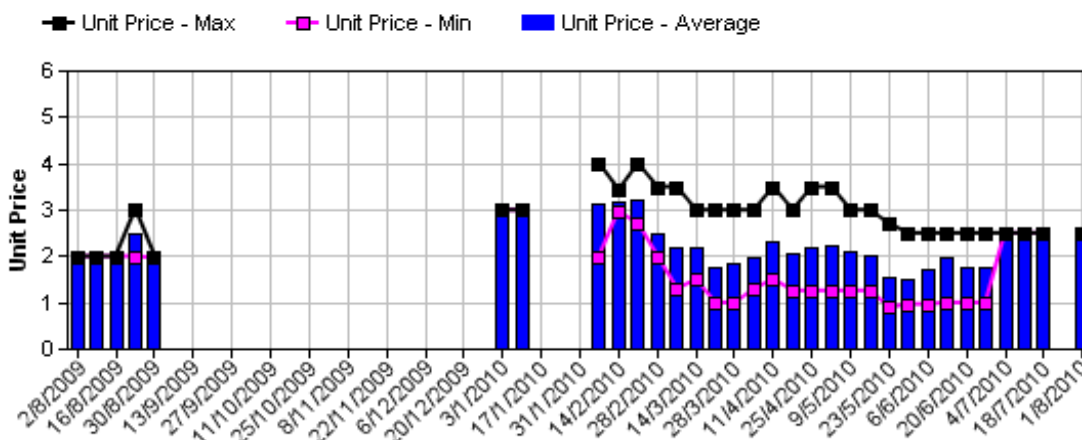
Shepard Avocado Average Retail Prices - Sydney



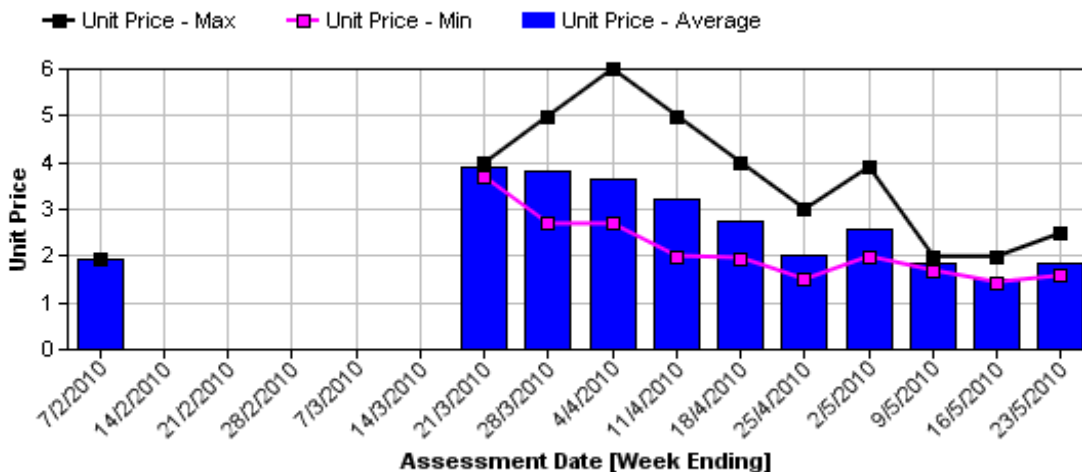
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 16th August 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	250	1.10	Store	Aus
Coles	Hass	255	1.10	Store	Aus
Coles	Hass	230	1.10	Store	Aus
Woolworths	Hass	350	1.42	Store	Aus
Woolworths	Reed	435	1.42	No	Aus
IC	Reed	350	1.50	Store	Aus
IC	Reed	335	1.50	No	Aus
IC	Reed	340	1.50	No	Aus
Woolworths	Hass	245	1.92	Store	Aus
Woolworths	Hass	245	1.92	Store	Aus
I	Hass	275	1.99	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	255	2.29	No	Aus
Foodworks	Hass	280	2.49	No	NS
IGA	Hass	235	2.49	No	NZ
IC	Hass	290	2.50	No	Aus
IC	Hass	295	2.50	Store	Aus
IC	Hass	280	2.50	No	Aus
I	Hass	300	2.99	No	Aus
IGA	Hass	270	2.99	No	Aus
BRISBANE					
IC	Hass	180	0.89	Store	Aus
Coles	Hass	234	0.92	Store	Aus
Coles	Hass	235	0.92	Store	Aus
Coles	Hass	280	0.92	Store	Aus
IGA	Hass	240	0.99	Cat	Aus
I	Reed	310	0.99	Store	Aus
I	Hass	275	0.99	Store	Aus
Woolworths	Hass	135	1.38	Store	Aus
Woolworths	Hass	230	1.38	Store	Aus
IGA	Hass	175	1.49	No	Aus
Woolworths	Reed	340	1.64	Store	Aus
Woolworths	Reed	325	1.64	Store	Aus
Woolworths	Hass	220	1.64	Store	Aus
IC	Hass	230	1.69	Store	Aus
I	Wurtz	310	1.99	No	Aus
I	Hass	285	1.99	Store	Aus
IGA	Hass	240	1.99	No	Aus
I	Hass	170	1.99	Store	Aus
I	Hass	275	2.49	Store	Aus
I	Wurtz	335	2.49	Store	Aus
I	Hass	270	2.49	No	Aus
I	Reed	740	2.99	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	240	0.99	No	NS
Safeway	Hass	270	1.33	Store	Aus
Safeway	Hass	270	1.33	No	Aus
I	Hass	260	1.50	No	NS
Safeway	Hass	290	1.60	No	Aus
Coles	Hass	330	1.68	No	Aus
Coles	Hass	250	1.68	Store	Aus
Coles	Hass	265	1.68	No	Aus
I	Hass	245	1.79	No	NS
I	Hass	250	1.99	No	NS
I	Hass	270	2.39	No	Aus
I	Hass	280	2.42	No	Aus
I	Hass	295	2.50	No	NS
I	Hass	310	2.50	No	NS
IGA	Hass	260	2.99	No	Aus
PERTH					
Coles	Hass	245	1.00	Store	Aus
Coles	Hass	245	1.00	Store	Aus
Coles	Hass	180	1.00	Store	Aus
I	Hass	260	1.25	Store	Aus
I	Hass	270	1.29	No	Aus
Woolworths	Hass	185	1.68	No	Aus
Woolworths	Hass	190	1.68	Store	Aus
Woolworths	Hass	205	1.68	No	Aus
I	Hass	260	2.49	No	Aus
IS	Hass	280	2.49	No	Aus
IS	Hass	280	2.49	No	Aus
IGA	Hass	445	2.49	No	NS
IGA	Hass	270	2.49	No	Aus
IGA	Hass	240	2.69	No	Aus
I	Hass	285	2.69	No	Aus
I	Hass	265	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