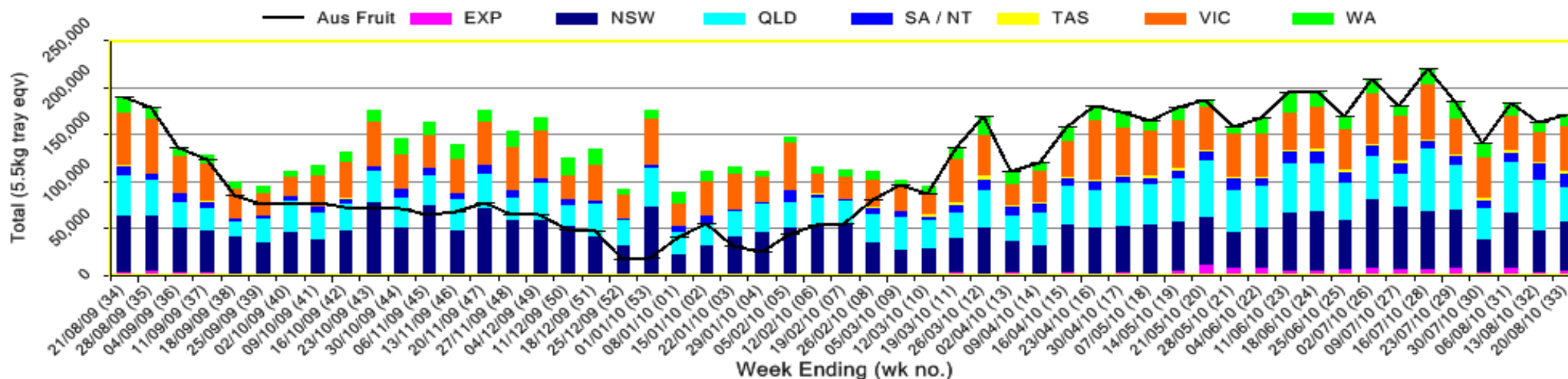


INFOCADO WEEKLY REPORT: 14th August - 20th August 2010 (Wk 33)

Industry Dispatches 14th August - 20th August 2010 (Wk 33)

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				50				2,220	403	2,673	1,444				5,298
NSW	1,185	1,865	3,418	12,970	2,017	5,298	1,914	716	743	30,126	11,388	2,178			51,227
QLD	43	480	2,600	3,582	992	8,353	8,904	1,234	623	26,811	5,462	4,146	2,505	200	37,987
SA / NT	9	34	986	469	39	568	6,222	1,264	167	9,758	1,752	1,650			13,243
TAS	126						1,973			2,099	1,120				4,135
VIC	172	5,209	13,537	11,542	988	3,303	1,159	1,484	62	37,456	4,874	3,660			46,983
WA	17	46	440	1,818		1,808	2,519	145	152	6,945	2,296				11,120
Total	1,552	7,634	20,981	30,431	4,036	19,330	22,691	7,063	2,150	115,868	28,336	11,634	2,505	200	169,994

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 5,189,949 5.5kg tray eqv



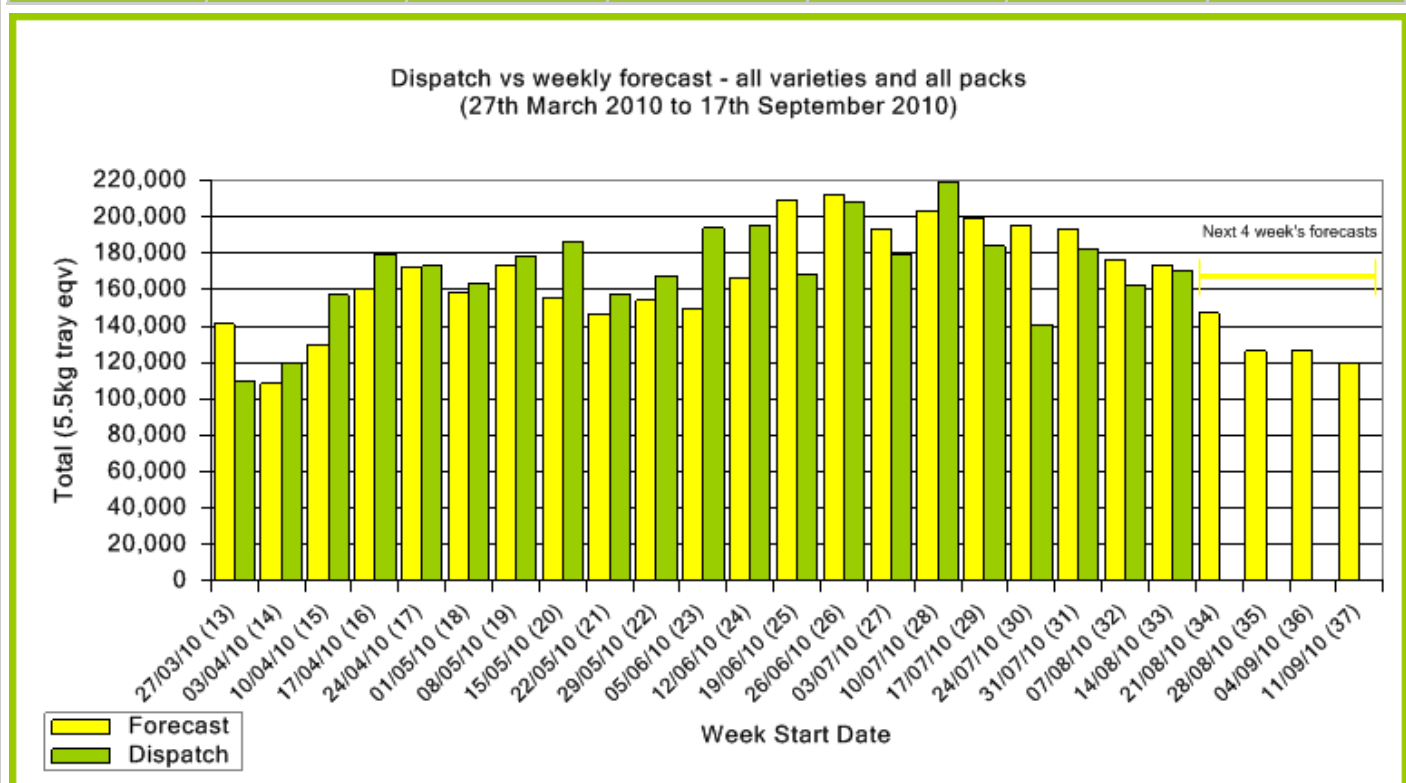
Comments from the CEO

- Please note that the results from the Dry Matter samples taken at the beginning of this month are attached to the end of this report.
- Retail prices have started to increase slightly. Neither of the major retailers are on catalogue special this week.
- You will see that Reed is showing up in quite a few retail outlets across the Eastern States.
- Watch this space for information on the upcoming Infocado Summit. Registration forms will be going out within the next couple of weeks.



Forecast Data (Week 33 - 37)					
Variety	Trays - Total	Bulk	P/ Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	117,697	7,306	9,300	2,000	133,036
Reed	7,500				7,500
Sharwil	1,000	140			1,255
Wurtz	5,175	36			5,240
Week Total	131,372	7,506	9,300	2,000	147,074
Week 35 - begin 28/ 08/ 2010					
Hass	100,083	6,575	8,900	1,000	113,838
Reed	10,000				10,000
Sharwil	500	100			682
Wurtz	2,000				2,000
Week Total	112,583	6,675	8,900	1,000	126,519
Week 36 - begin 04/ 09/ 2010					
Hass	99,295	6,320	8,900	1,000	112,586
Reed	10,000				10,000
Wurtz	4,000				4,000
Week Total	113,295	6,320	8,900	1,000	126,586
Week 37 - begin 11/ 09/ 2010					
Hass	98,376	5,700	8,000		110,195
Reed	10,000				10,000
Week Total	108,376	5,700	8,000		120,195

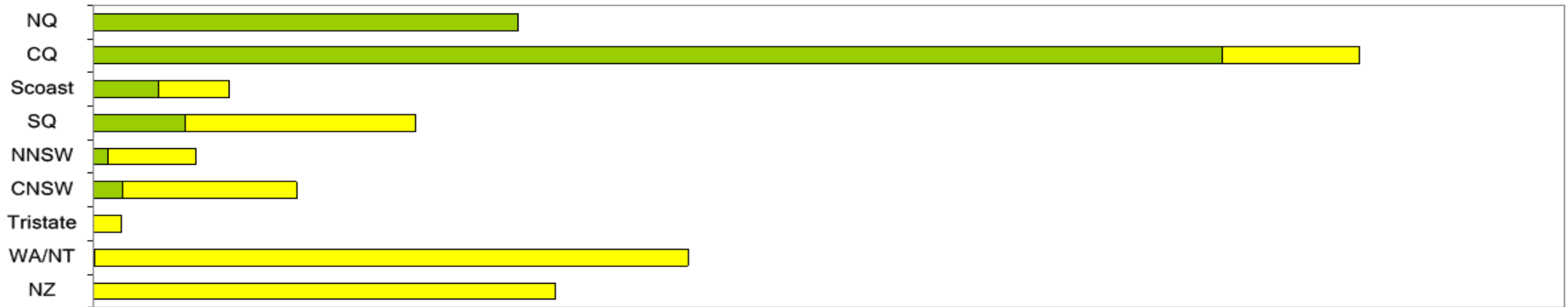
Green shading indicates dispatch data		Yellow shading indicates forecast data				
Dispatch Data (Week 33 - begin 14/ 08/ 2010)						
Variety	Trays	Bulk	P/ PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Fuerte	46					46
Hass	96,824	26,651	10,386	2,505		147,623
Lamb Hass	3,546	154			200	3,862
Pinkerton	8					8
Reed	11,965		1,248			12,192
Wurtz	3,477	1,531				6,261
Total	115,866	28,336	11,634	2,505	200	169,992



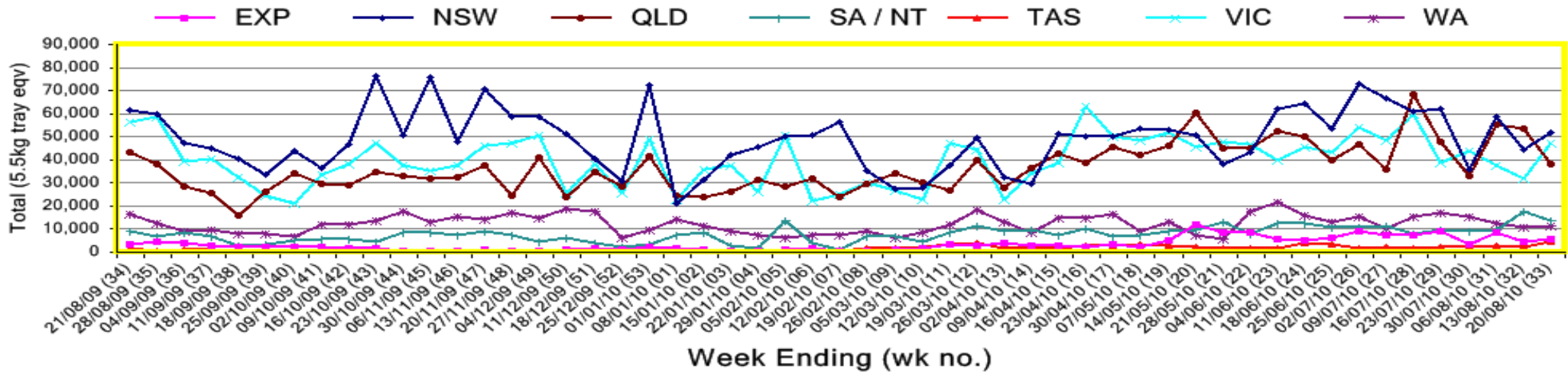
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 5,189,949 5.5kg tray eqv



Week 33 contributors - Packhouses

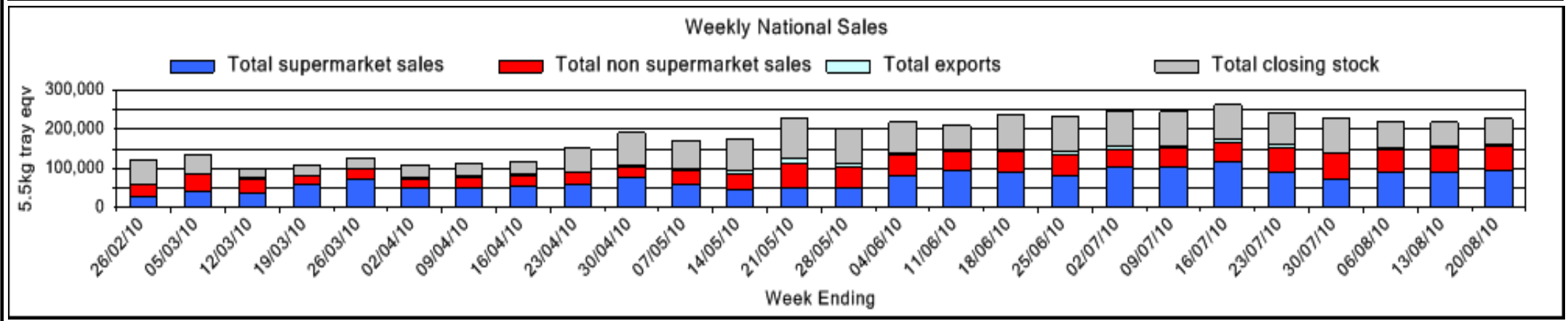
- | | |
|---------------------------------|------------------------|
| Balmoral Orchard | Mountain Fresh |
| Coastal Avocados | Natures Fruit Company |
| Donovan Family Investment Trust | One Harvest |
| Googa Farms | Simpson Farms Pty Ltd |
| Green Nugget Orchards | Sunfresh |
| I & A Tolson | Sunnyspot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

Week 33 contributors - Wholesalers

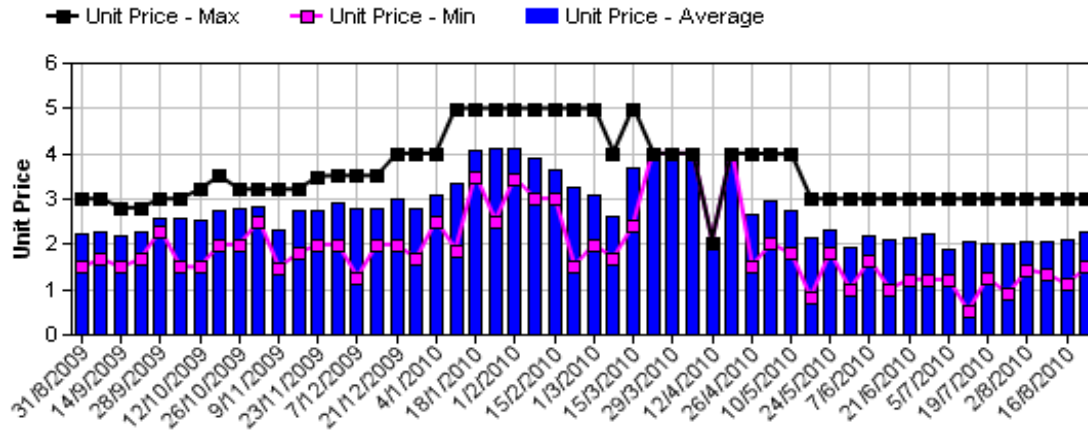
- | | |
|-----------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Murray Bros (Brisbane) |
| Costa Exchange Trading (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Etherington (Perth) | Sparacino & Sons (Sydney) |
|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

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

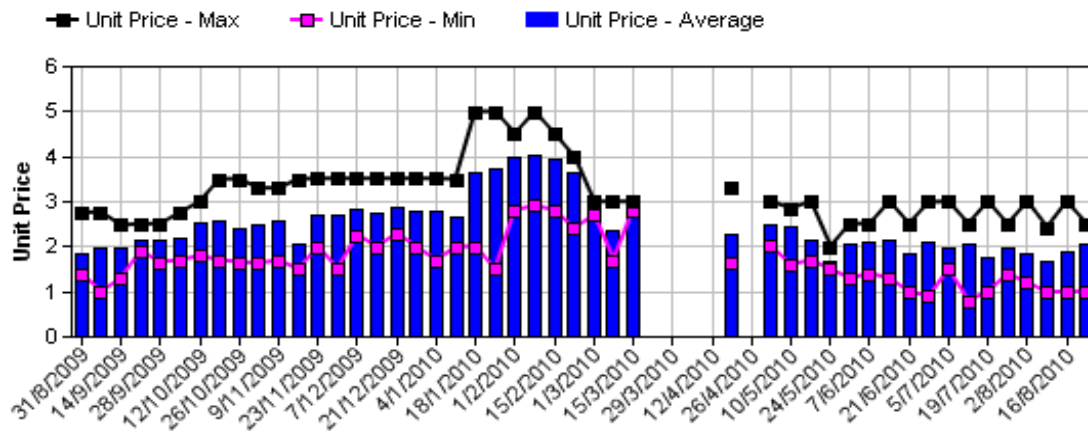
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	15,203		1,061	16,264	1,689			1,689	3,071	1,314		864	2,178	396	18,513		1,218	19,731
Total non supermarket sales	14,828			14,828	4,624			4,624	8,407						23,235			23,235
Total exports																		
Total sales	30,031		1,061	31,092	6,313			6,313	11,478	1,314		864	2,178	396	41,748		1,218	42,966
Total Stock on Hand	7,869			7,869	2,557			2,557	4,649						12,518			12,518
QLD																		
Total supermarket sales	18,027		2,972	20,999	174			174	316	3,376			3,376	614	18,958		2,972	21,930
Total non supermarket sales	11,843		473	12,316	1,623		606	2,229	4,053						14,794		1,575	16,369
Total exports	2,611			2,611	1,444			1,444	2,625						5,236			5,236
Total sales	32,481		3,445	35,926	3,241		606	3,847	6,995	3,376			3,376	614	38,988		4,547	43,535
Total Stock on Hand	18,215		1,100	19,315	1,473		869	2,342	4,258						20,893		2,680	23,573
SA & TAS																		
Total supermarket sales	12,346		898	13,243	2,004			2,004	3,644	1,684			1,684	306	16,296		898	17,193
Total non supermarket sales	3,830		104	3,934	988		10	998	1,815						5,626		122	5,748
Total exports																		
Total sales	16,176		1,002	17,177	2,992		10	3,002	5,458	1,684			1,684	306	21,922		1,020	22,942
Total Stock on Hand	4,235	3,194	2,539	9,968	1,396	192	23	1,611	2,929	38			38	7	6,780	3,543	2,581	12,904
VIC																		
Total supermarket sales	16,662		8,192	24,855	147			147	267	3,660			3,660	665	17,595		8,192	25,787
Total non supermarket sales	3,084		6,188	9,272	2,197		426	2,623	4,769						7,078		6,963	14,041
Total exports																		
Total sales	19,746		14,381	34,127	2,344		426	2,770	5,036	3,660			3,660	665	24,674		15,155	39,829
Total Stock on Hand	3,313		2,333	5,646	4,286		203	4,489	8,162						11,106		2,702	13,808
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	7,569		78	7,647	2,315		20	2,335	4,245						11,778		114	11,892
Total Stock on Hand																		
Total																		
Total supermarket sales	68,114		13,122	81,237	6,088			6,088	11,069	10,034		864	10,898	1,981	81,008		13,280	94,287
Total non supermarket sales	35,278		6,843	42,121	9,673		1,062	10,735	19,518						52,865		8,774	61,639
Total exports	2,611			2,611	1,444			1,444	2,625						5,236			5,236
Total sales	106,003		19,966	125,969	17,205		1,062	18,267	33,213	10,034		864	10,898	1,981	139,109		22,054	161,163
Total Stock on Hand	37,813	3,194	5,972	46,979	9,809	192	1,095	11,096	20,175	38			38	7	55,655	3,543	7,963	67,161



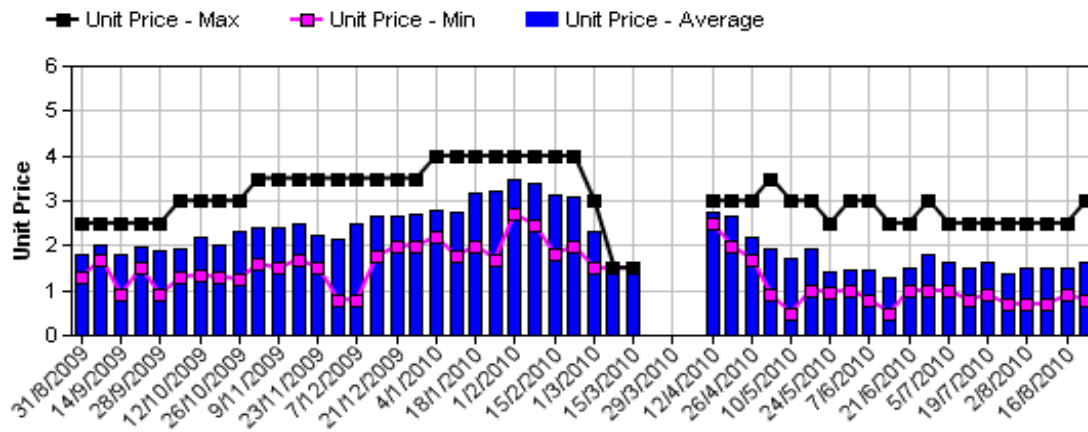
Hass Avocado Average Retail Prices - Sydney



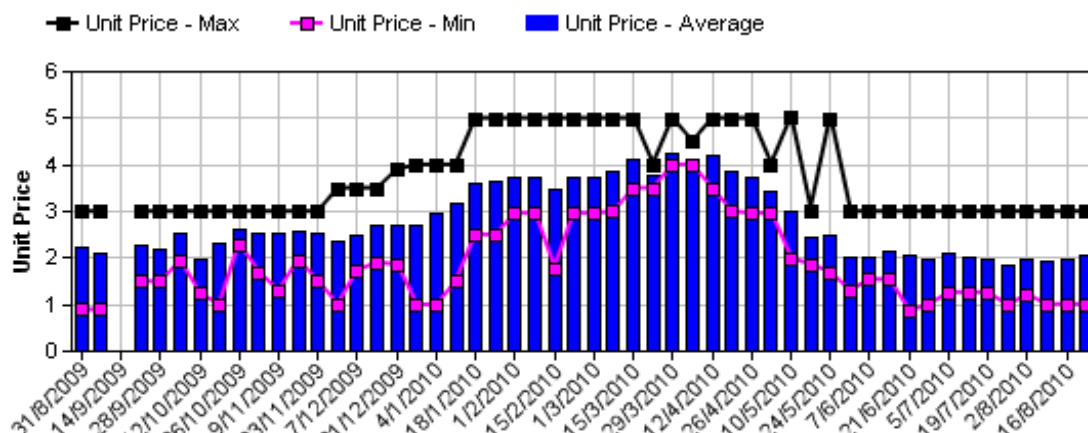
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

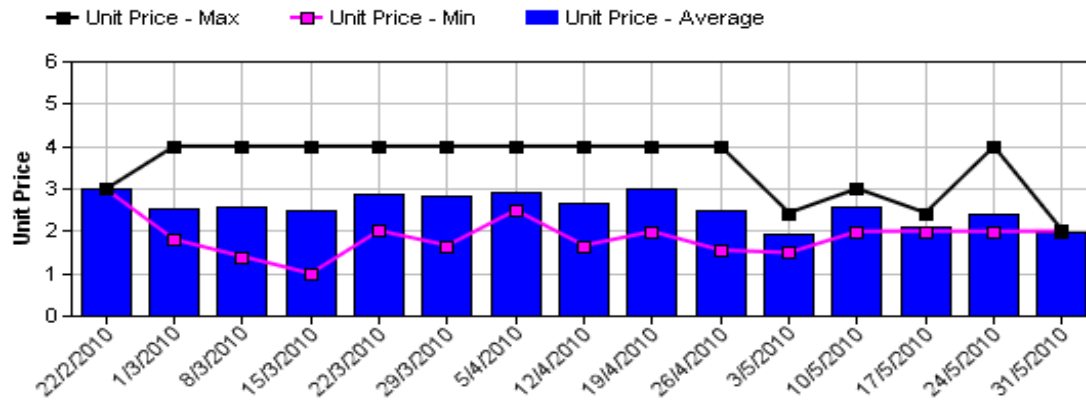


Hass Avocado Average Retail Prices - Perth

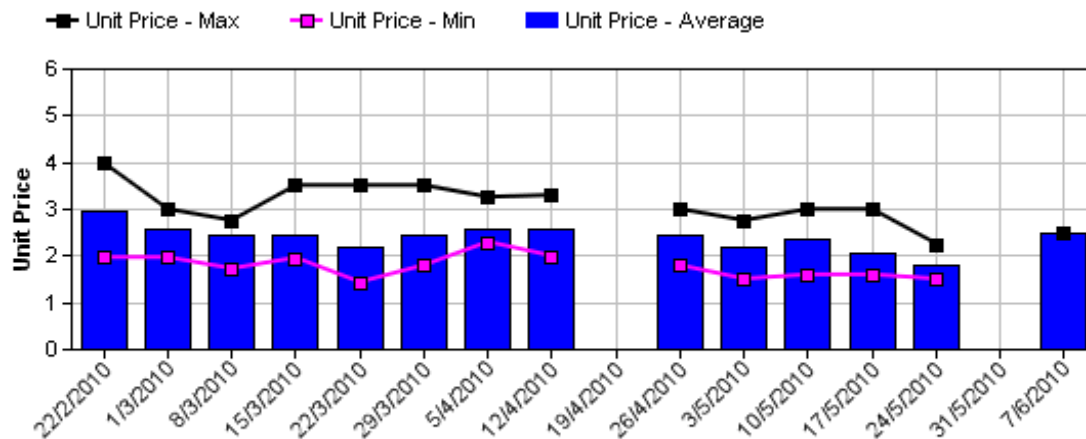


Assessment Date [Week Commencing]

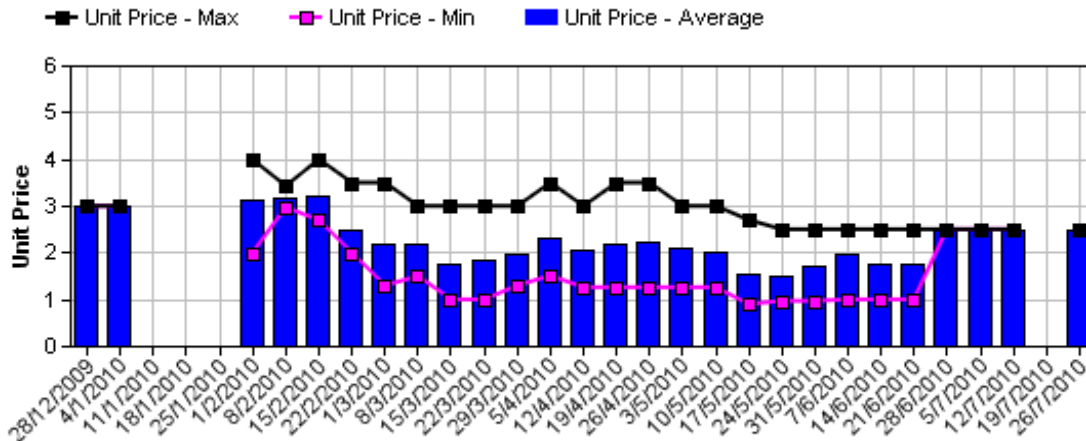
Shepard Avocado Average Retail Prices - Sydney



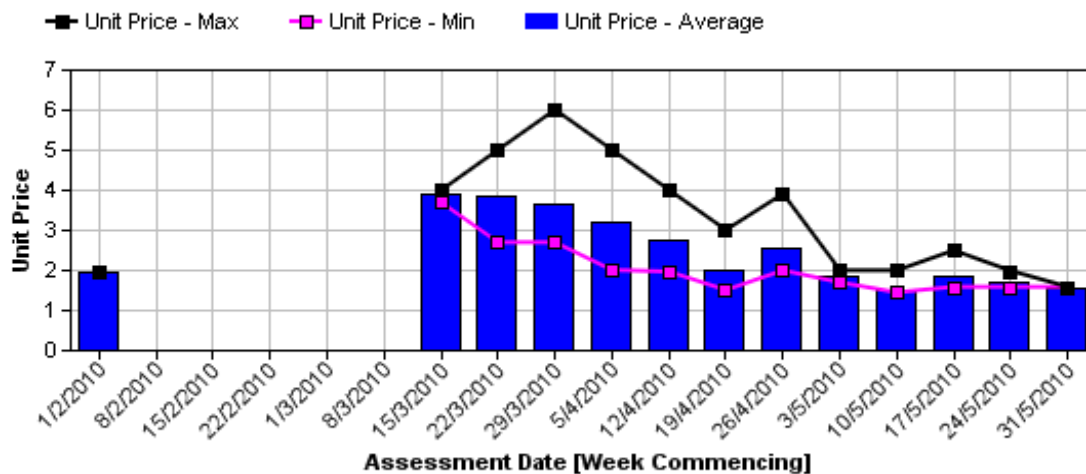
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 23rd August 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Reed	540	0.99	Store	Aus
IC	Reed	545	0.99	Store	Aus
Woolworths	Reed	370	1.42	No	Aus
Woolworths	Hass	235	1.48	Store	Aus
Coles	Hass	295	1.92	No	Aus
Coles	Hass	250	1.92	No	Aus
Coles	Hass	250	1.92	No	Aus
Woolworths	Hass	260	1.97	Store	Aus
Woolworths	Hass	275	1.97	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	265	1.99	No	Aus
IC	Reed	450	2	Store	Aus
IGA	Hass	255	2.49	No	NZ
Foodworks	Hass	270	2.49	No	Aus
I	Hass	285	2.49	No	Aus
IC	Hass	295	2.5	No	Aus
IC	Hass	275	2.5	Store	Aus
IC	Hass	295	2.5	No	Aus
IGA	Hass	265	2.99	No	Aus
I	Hass	300	2.99	No	Aus
BRISBANE					
IGA	Hass	160	0.79	Store	Aus
IGA	Hass	185	0.79	Cat	Aus
I	Reed	385	0.99	Store	Aus
IC	Hass	280	1.29	No	Aus
IC	Hass	240	1.29	No	Aus
Woolworths	Hass	210	1.64	Store	Aus
Woolworths	Reed	410	1.64	Store	Aus
Woolworths	Hass	175	1.64	Store	Aus
Woolworths	Hass	235	1.64	No	Aus
Woolworths	Reed	305	1.64	Store	Aus
Woolworths	Reed	470	1.64	No	Aus
IGA	Hass	240	1.69	No	Aus
Coles	Hass	220	1.69	No	Aus
Coles	Hass	280	1.69	No	Aus
Coles	Hass	220	1.69	No	Aus
I	Hass	280	1.79	Store	Aus
I	Wurtz	285	1.99	No	Aus
I	Wurtz	268	2.49	Store	Aus
I	Hass	306	2.49	Store	Aus
I	Hass	305	2.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	230	0.99	No	NS
I	Hass	260	1.5	No	NS
Safeway	Reed	455	1.64	Store	Aus
Coles	Hass	250	1.68	No	Aus
I	Reed	540	1.68	No	Aus
Coles	Hass	250	1.68	No	Aus
Coles	Hass	270	1.68	No	Aus
I	Hass	245	1.99	No	NS
I	Hass	270	2.29	No	NS
Safeway	Hass	290	2.32	No	Aus
Safeway	Hass	270	2.32	No	Aus
Safeway	Hass	320	2.32	No	Aus
I	Hass	255	2.39	No	Aus
I	Hass	255	2.42	No	Aus
I	Hass	310	2.5	No	NS
I	Hass	305	2.5	No	NS
I	Other	305	2.8	No	NS
IGA	Other	300	2.99	No	Aus
PERTH					
IS	Hass	210	0.99	Store	Aus
Coles	Hass	240	1	Store	Aus
I	Hass	230	1.5	No	Aus
Woolworths	Hass	210	1.75	No	Aus
Woolworths	Hass	195	1.75	No	Aus
Woolworths	Hass	200	1.75	Store	Aus
I	Hass	270	1.95	No	Aus
Coles	Hass	200	1.98	No	Aus
Coles	Hass	260	1.98	Store	Aus
I	Hass	230	1.99	No	Aus
IGA	Hass	260	2.29	No	Aus
IS	Hass	250	2.49	No	Aus
IGA	Hass	300	2.69	No	Aus
I	Hass	255	2.69	No	Aus
IGA	Hass	355	2.99	No	NS
I	Hass	260	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

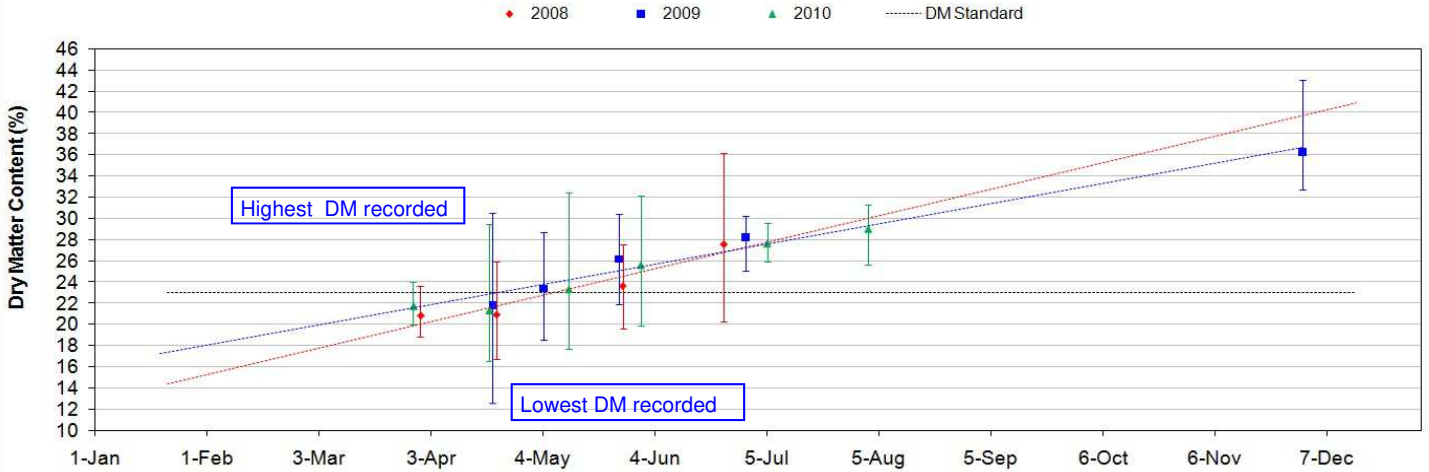


Avocado DM Content Report

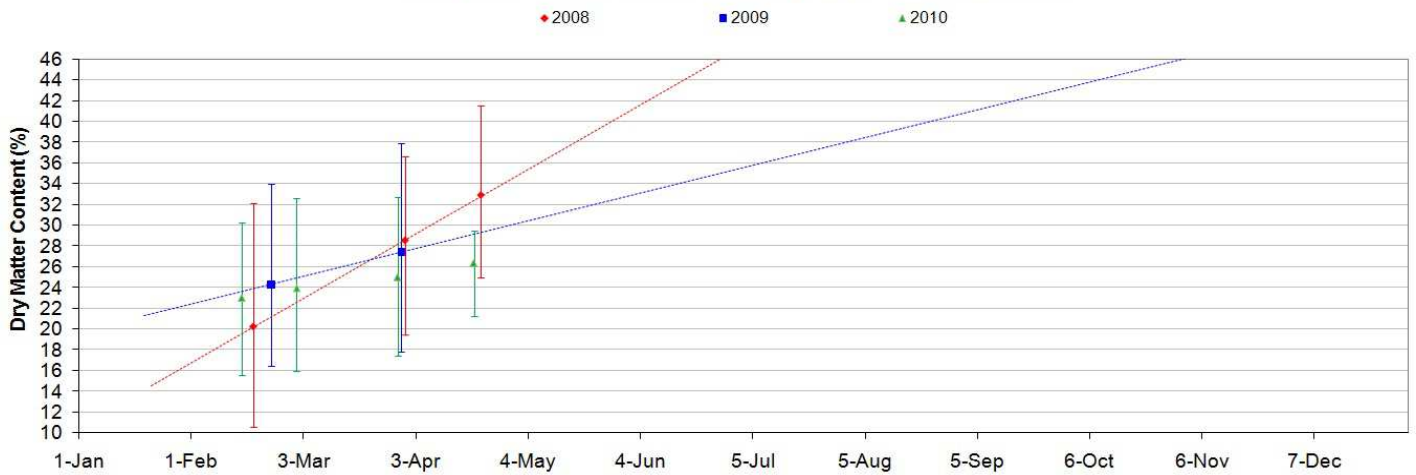
Fruit collected 2nd August 2010

Dry Matter Intervals	Proportion of fruit tested for each dry matter interval 2nd August 2010									
	NQ		CQ		SC	SQ	NNSW	CNSW	Tri	WA
	Hass	Shepard	Hass	Shepard	Hass	Hass	Hass	Hass	Hass	Hass
<=18%	0%		0%		0%	0%		0%		
18.1%-20.9%	0%		0%		0%	5%		0%		
21%-22.9%	0%		0%		0%	21%		0%		
23%-28%	22%		14%		10%	26%		5%		
27.1%-40%	78%		86%		90%	47%		95%		
>40%	0%		0%		0%	0%		0%		

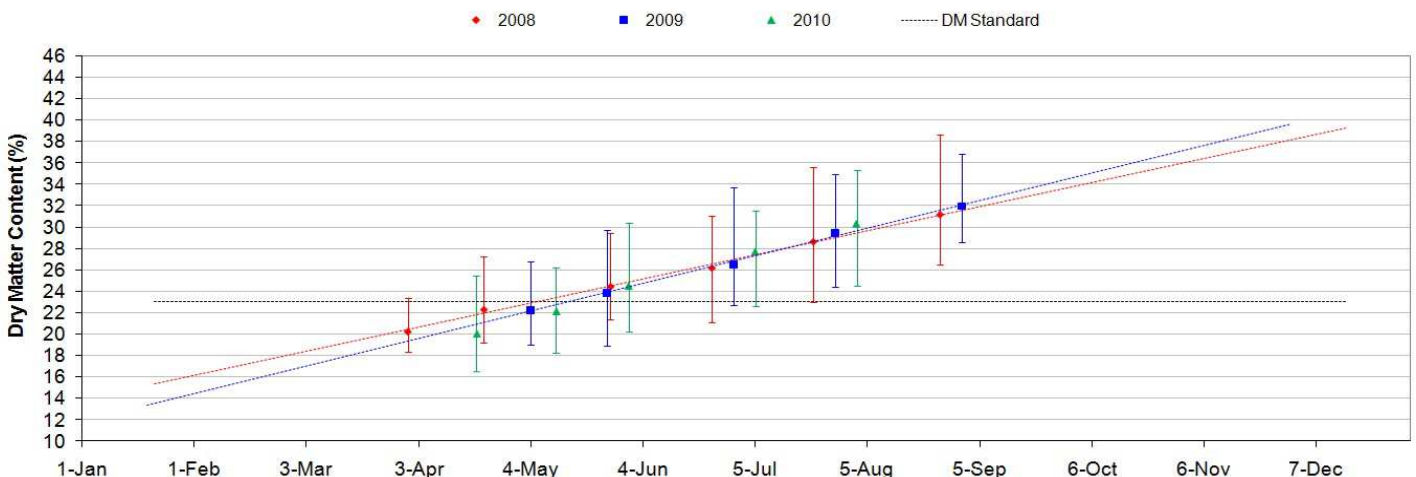
Average DM Content - North Qld (Hass) as of 2nd August 2010



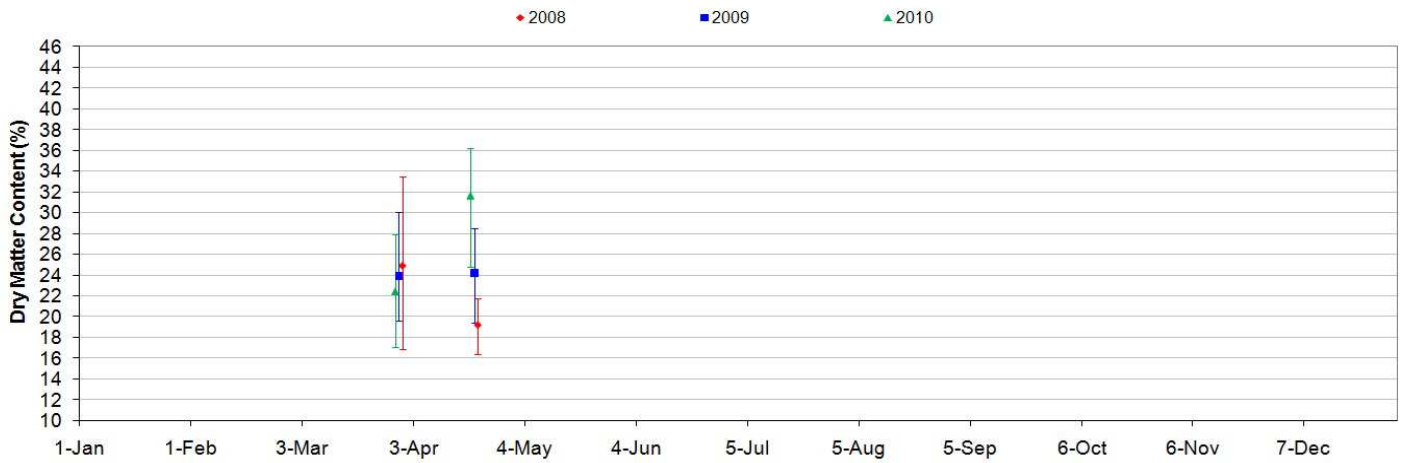
Average DM Content - North Qld (Shepard) as of 2nd August 2010



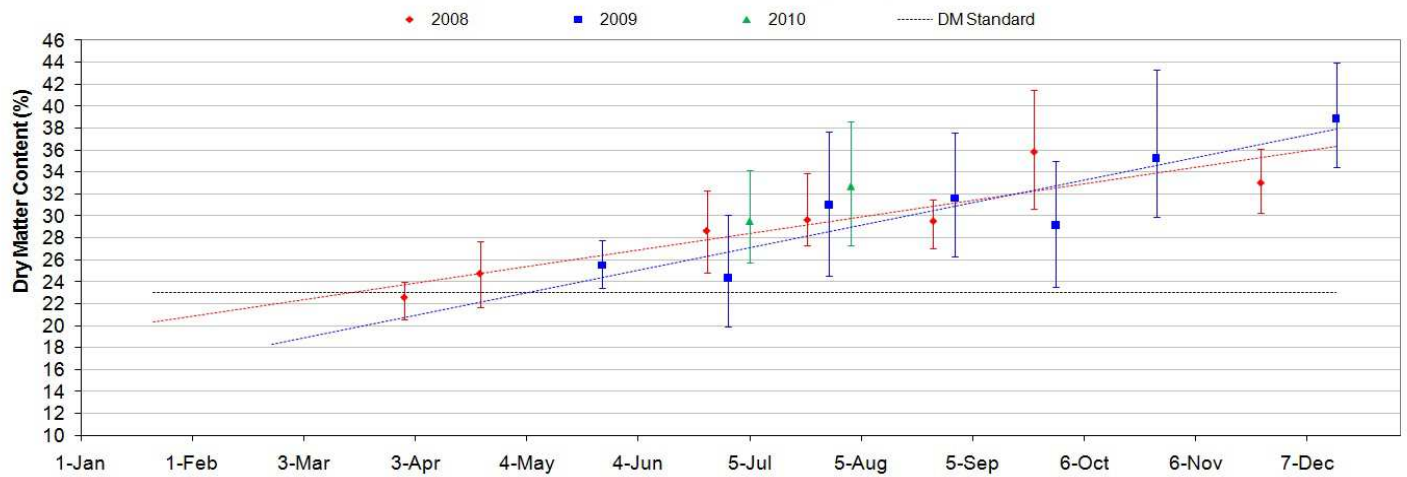
Average DM Content - Central Qld (Hass) as of 2nd August 2010



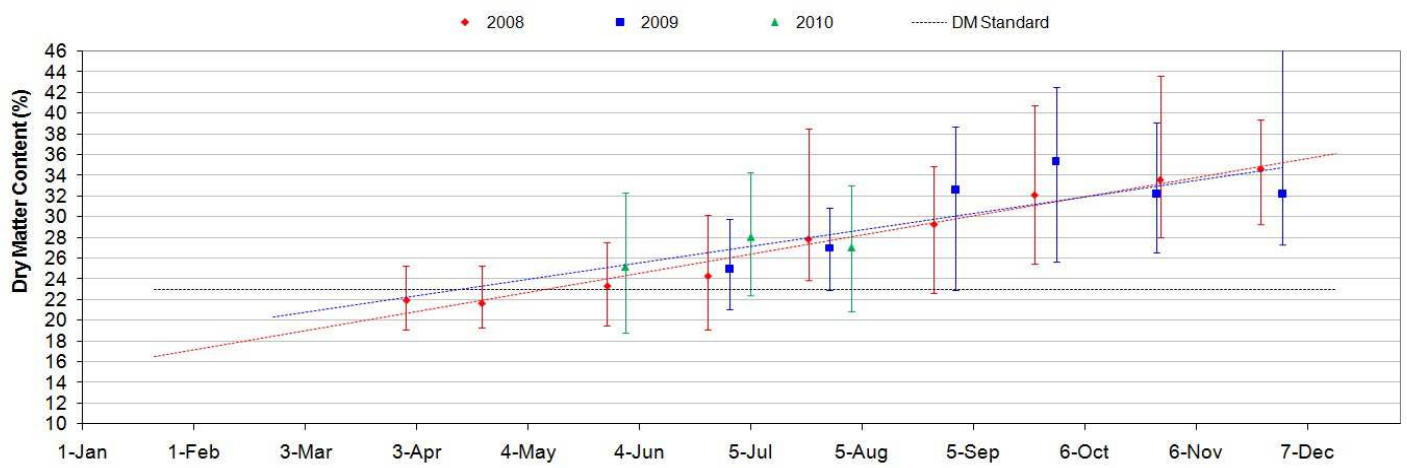
Average DM Content - Central Qld (Shepard) as of 2nd August 2010



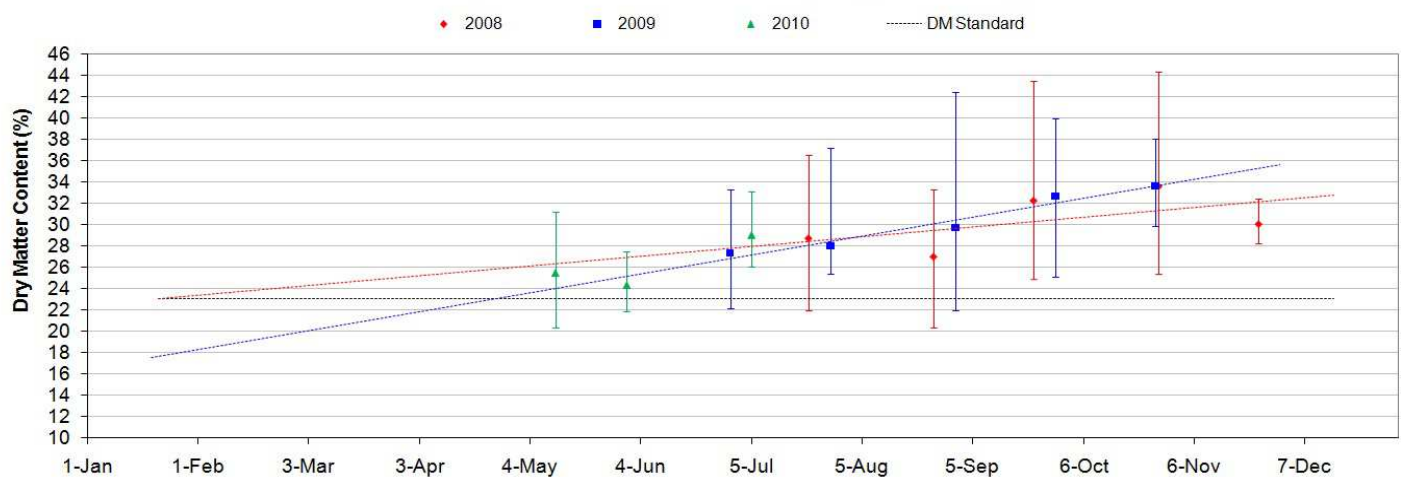
Average DM Content - Sunshine Coast (Hass) as of 2nd August 2010



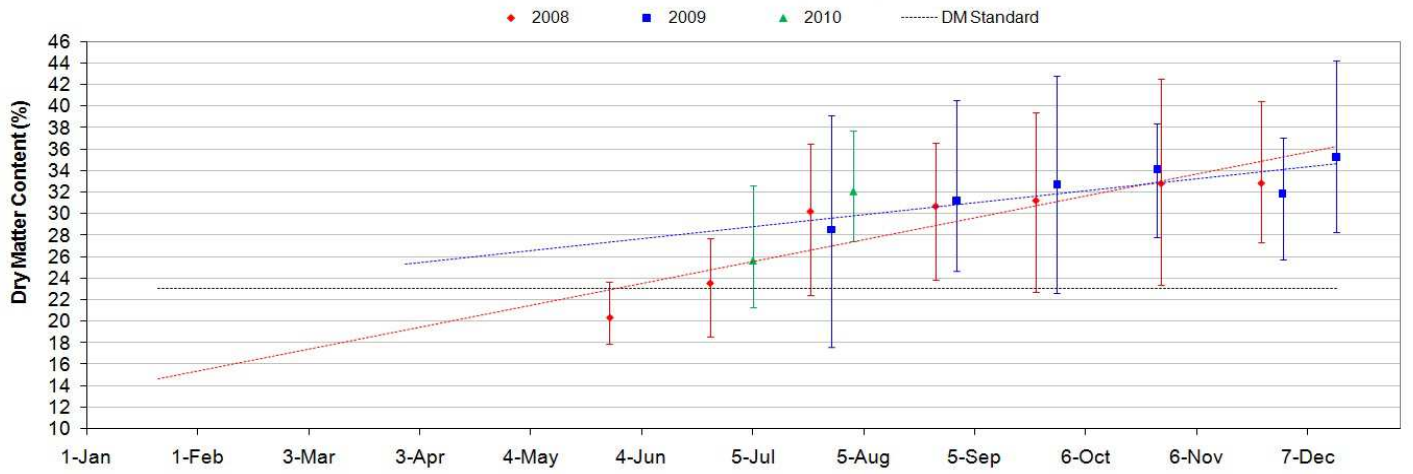
Average DM Content - South Qld (Hass) as of 2nd August 2010



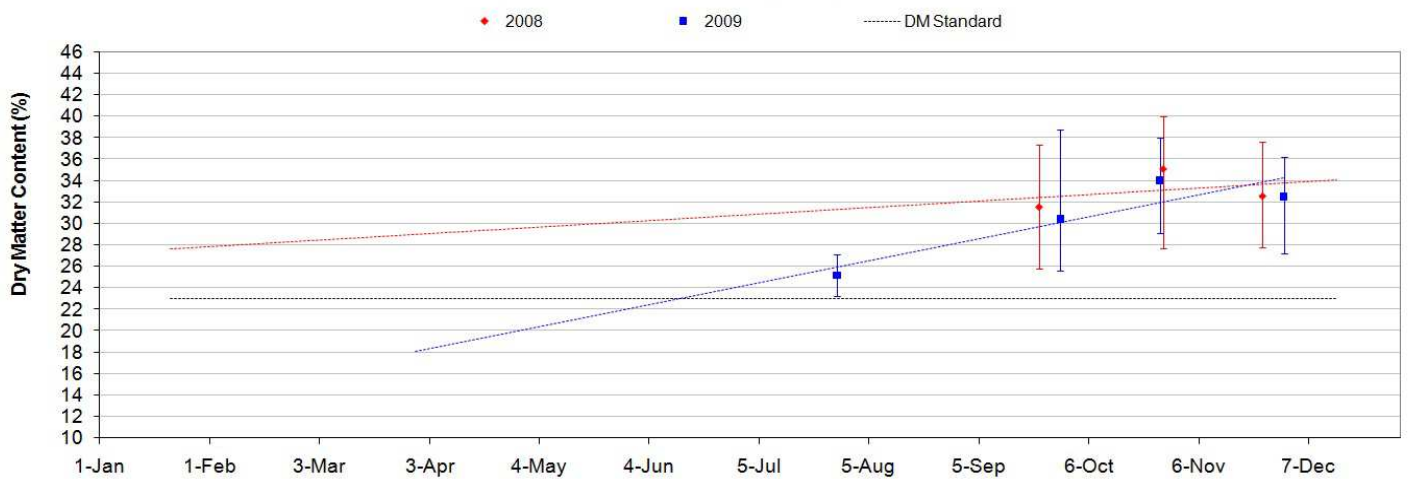
Average DM Content - Northern NSW (Hass) as of 2nd August 2010



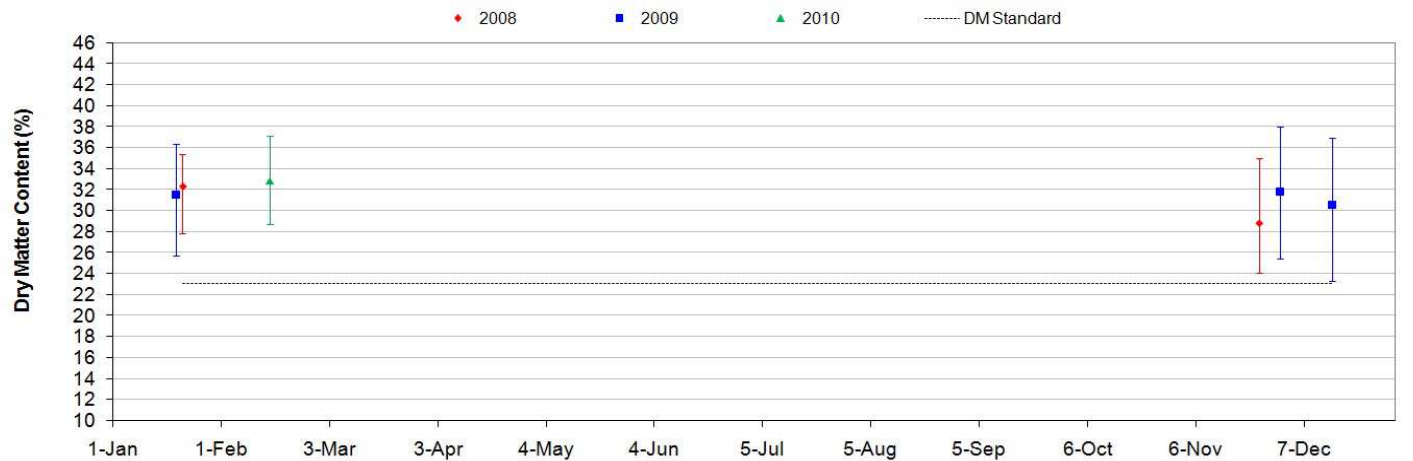
Average DM Content - Central NSW (Hass) as of 2nd August 2010



Average DM Content - Tristate (Hass) as of 2nd August 2010



Average DM Content - WA (Hass) as of 2nd August 2010



Average DM Content - WA (Hass) as of 2nd August 2010

