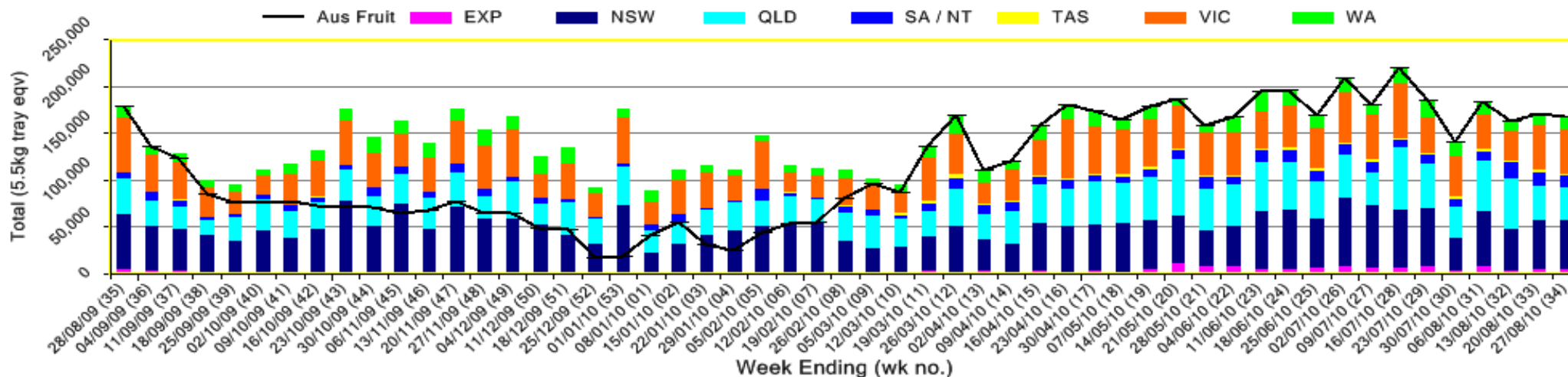


INFOCADO WEEKLY REPORT: 21st August - 27th August 2010 (Wk 34)

Industry Dispatches 21st August - 27th August 2010 (Wk 34)

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	5.5Kg Eqv			
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total			
EXP				100					1,571	306			1,977	1,251		4,252
NSW	246	945	6,229	12,751	2,480	6,908	3,289	968	371				34,187	9,683	4,794	52,664
QLD	27	470	2,947	4,815	985	6,851	4,923	2,166	333				23,517	6,249	6,759	36,108
SA / NT	1	9	49	552	30	211	7,169	973	261				9,255	1,060	2,970	11,722
TAS	126						831						957	552		1,961
VIC	460	2,480	17,043	9,162	623	3,231	1,743	637	224				35,603	6,234	4,611	47,776
WA	78	216	476	1,476		3,782	1,010	537	69				7,644	2,284		11,797
Total	938	4,120	26,744	28,856	4,118	20,983	18,965	6,852	1,564	113,140	27,313	19,134	166,279			

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 5,356,229 5.5kg tray eqv



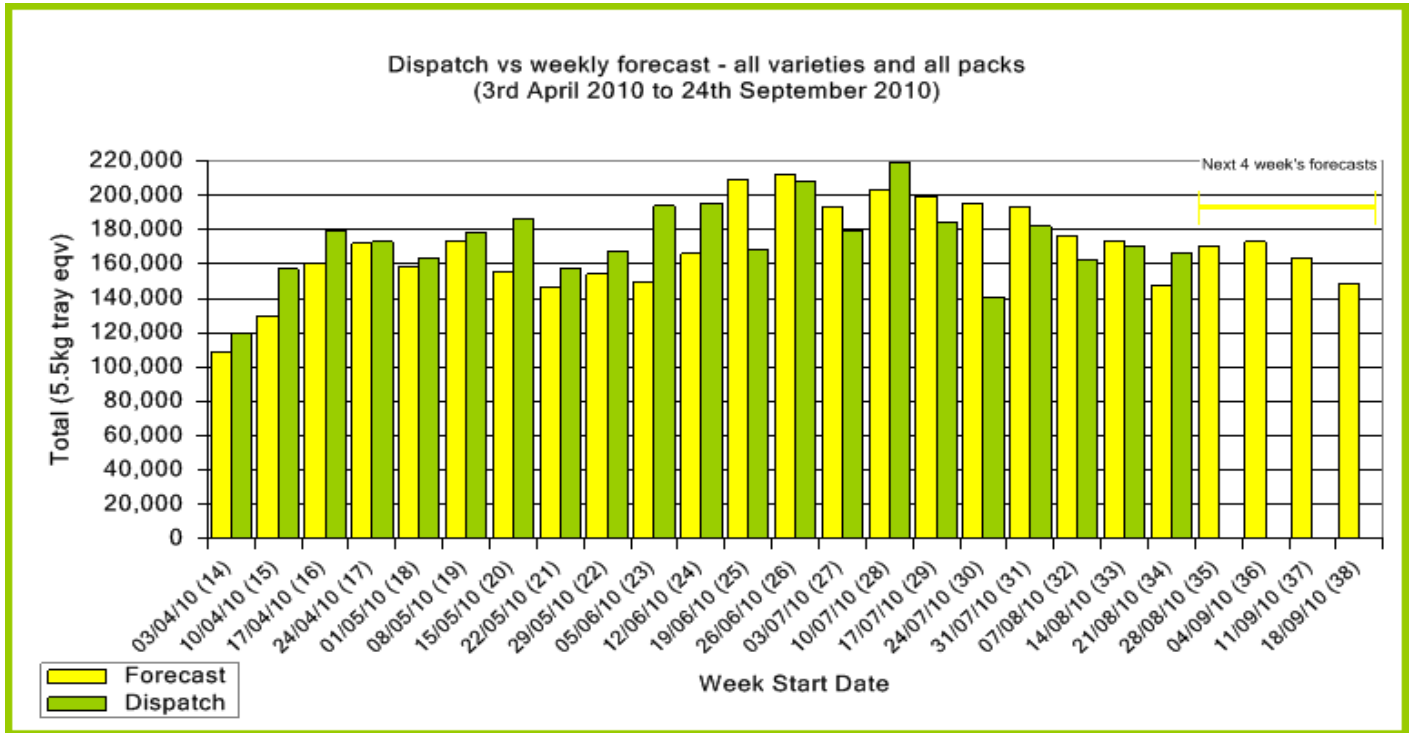
Comments from the CEO

- Although as yet no weekly forecasts have been entered into Infocado for New Zealand imports, seasonal forecasts show that there will be a small volume of New Zealand fruit in the market in September. A more definitive update should be available within the next couple of weeks.
- Volumes of fruit dispatched over the next couple of weeks is forecast to remain at similar volumes to this week.
- Retail prices also remain fairly stable. There have been no major retailer catalogue specials for avocados in any of the capital cities since early August.



Forecast Data (Week 34 - 38)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
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	110,291	23,375	13,450		155,236
Lamb Hass	1,736	250			2,191
Pinkerton	20				20
Reed	10,050				10,050
Sharwil	515	100			697
Wurtz	2,100	10			2,118
Week Total	124,712	23,735	13,450		170,312
Week 36 - begin 04/09/2010					
Hass	111,769	23,395	13,450		156,750
Lamb Hass	1,736	250			2,191
Pinkerton	20				20
Reed	10,050				10,050
Sharwil	15				15
Wurtz	4,080	10			4,098
Week Total	127,670	23,655	13,450		173,124
Week 37 - begin 11/09/2010					
Hass	109,021	22,995	13,500		153,285
Pinkerton	20				20
Reed	10,050				10,050
Sharwil	10				10
Wurtz	80	5			89
Week Total	119,181	23,000	13,500		163,454
Week 38 - begin 18/09/2010					
Hass	99,040	21,545	3,500		138,849
Pinkerton	20				20
Reed	10,050				10,050
Sharwil	10				10
Wurtz	60	5			69
Week Total	109,180	21,550	3,500		148,998

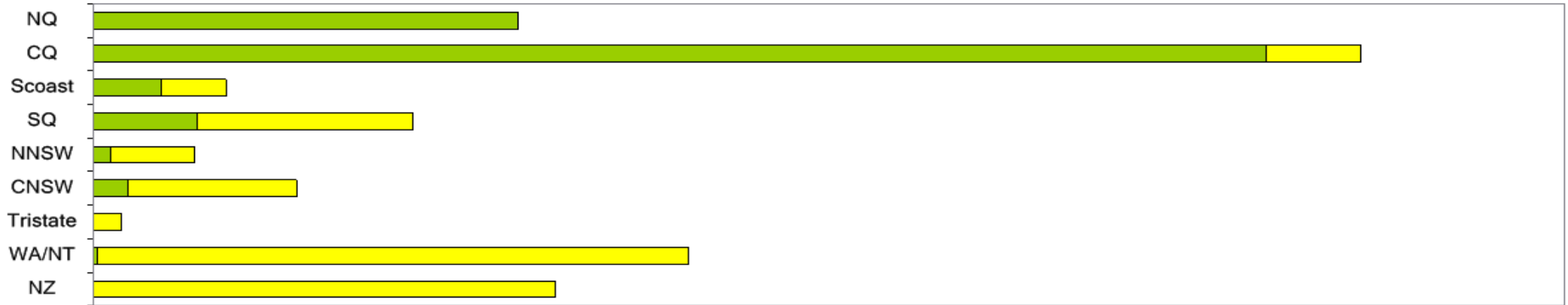
Green shading indicates dispatch data					Yellow shading indicates forecast data					
Dispatch Data (Week 34 - begin 21/08/2010)										
Variety	Trays		Bulk		P/PK		5.5Kg Eqv			
	5.5Kg Eqv		10Kg		Kg		Total Trays			
Fuerte							23			42
Gwen		29					124			254
Hass	102,516		24,369			19,134				150,302
Lamb Hass	2,228		244							2,672
Pinkerton	18						1			20
Reed	6,045		1,151							8,138
Sharwil	68		33							128
Wurtz	2,235		1,368							4,722
Total	113,139		27,313			19,134				166,278



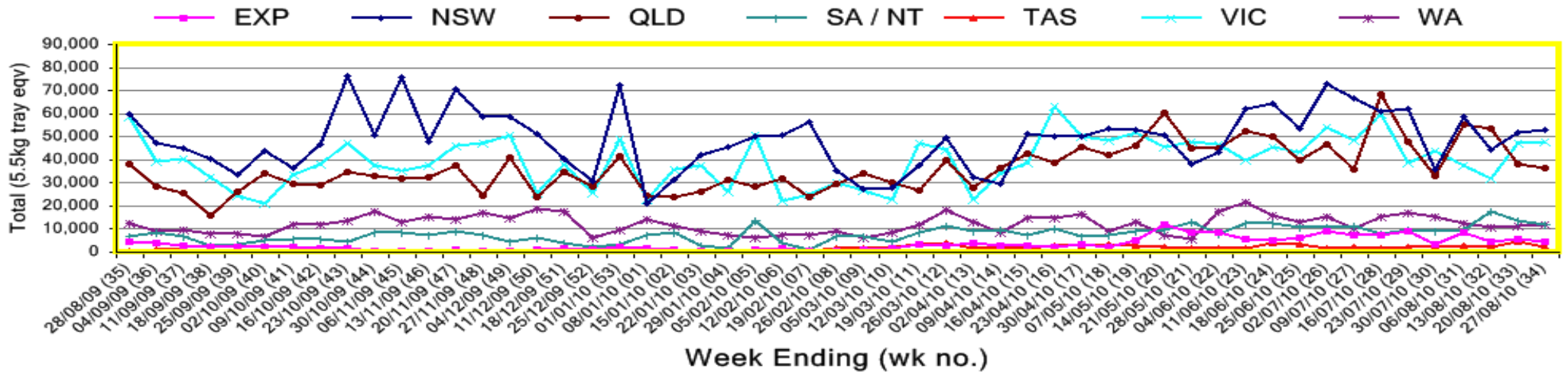
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	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 = 5,356,229 5.5kg tray eqv



Week 34 contributors - Packhouses

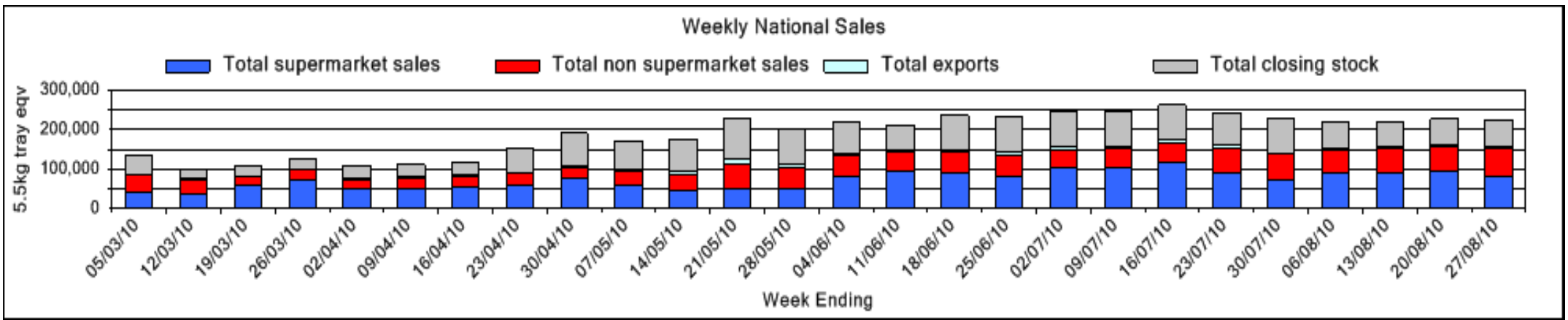
- | | |
|---------------------------------|---------------------------|
| Avowest | Mt Binga Orchards Pty Ltd |
| Balmoral Orchard | Natures Fruit Company |
| Coastal Avocados | One Harvest |
| Donovan Family Investment Trust | Perseverance Farming Co |
| Googa Farms | Simpson Farms Pty Ltd |
| Green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

Week 34 contributors - Wholesalers

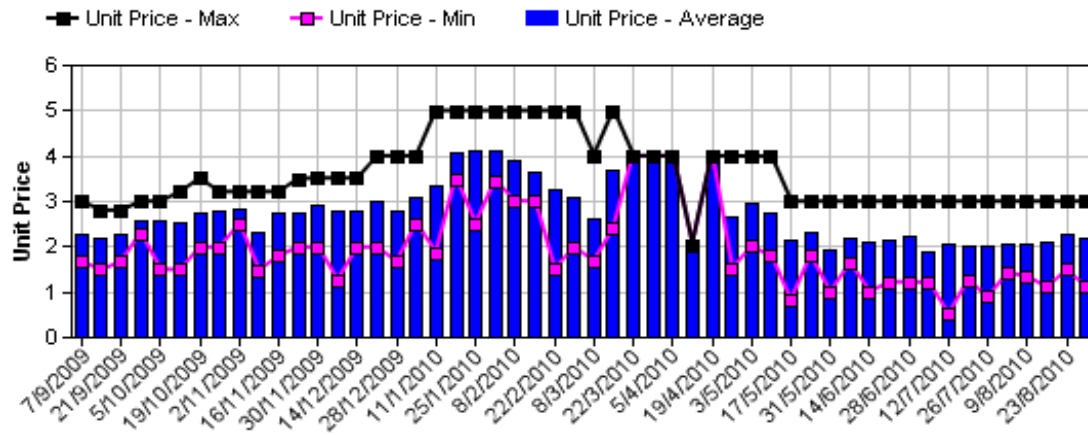
- | | |
|-----------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Moraitis (Sydney) |
| Col Johnson & Co (Sydney) | Murray Bros (Brisbane) |
| Costa Exchange Trading (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Etherington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

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

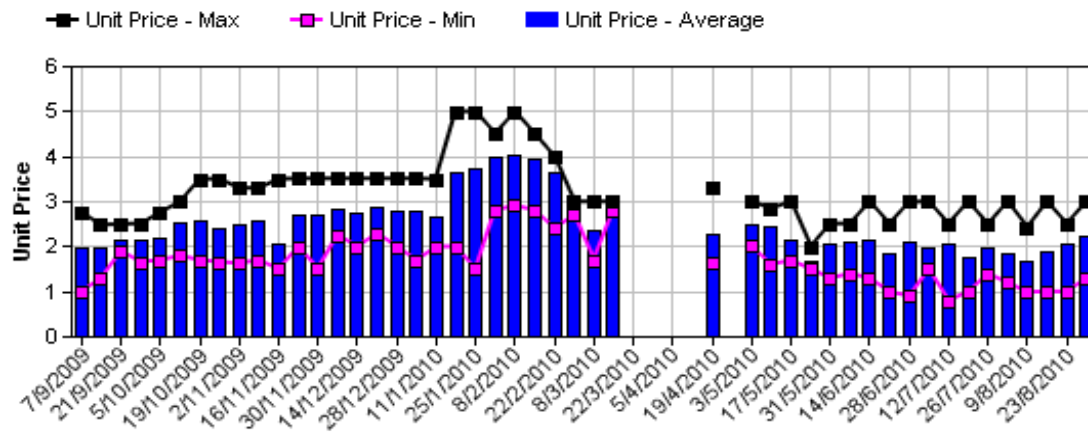
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	17,856		2,941	20,797	1,071		137	1,208	2,196	4,794			4,794	872	20,675		3,190	23,865
Total non supermarket sales	15,504		1,117	16,621	4,774		335	5,109	9,289						24,184		1,726	25,910
Total exports																		
Total sales	33,359		4,059	37,418	5,845		472	6,317	11,485	4,794			4,794	872	44,858		4,917	49,775
Total Stock on Hand	5,980		851	6,831	2,969		153	3,122	5,676						11,378		1,129	12,507
QLD																		
Total supermarket sales	13,576		2,242	15,817	183		3	186	338	5,043			5,043	917	14,825		2,247	17,072
Total non supermarket sales	12,037		944	12,981	2,827		933	3,760	6,836						17,177		2,640	19,817
Total exports	1,977			1,977	1,251			1,251	2,275						4,252			4,252
Total sales	27,590		3,185	30,775	4,261		936	5,197	9,449	5,043			5,043	917	36,254		4,887	41,141
Total Stock on Hand	17,625		735	18,360	1,201		889	2,090	3,800						19,809		2,351	22,160
SA & TAS																		
Total supermarket sales	8,642		1,560	10,202	915			915	1,664	2,970			2,970	540	10,845		1,560	12,406
Total non supermarket sales	2,500		230	2,730	735		85	820	1,491						3,836		385	4,221
Total exports																		
Total sales	11,142		1,790	12,932	1,650		85	1,735	3,155	2,970			2,970	540	14,682		1,945	16,627
Total Stock on Hand	6,382	3,194	1,788	11,363	1,676	192	34	1,902	3,458	38			38	7	9,436	3,543	1,850	14,828
VIC																		
Total supermarket sales	19,204		1,921	21,126	210			210	382	4,611			4,611	838	20,424		1,921	22,346
Total non supermarket sales	6,483		5,419	11,901	1,301		1,631	2,932	5,331			2	2		8,848		8,384	17,232
Total exports																		
Total sales	25,687		7,340	33,027	1,511		1,631	3,142	5,713	4,611		2	4,613	839	29,273		10,306	39,578
Total Stock on Hand	3,748		1,766	5,514	5,504			5,504	10,007			2	2		13,755		1,766	15,521
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	6,128			6,128	2,140			2,140	3,891						10,018			10,018
Total Stock on Hand																		
Total																		
Total supermarket sales	62,450		8,665	71,115	3,915		140	4,055	7,373	17,418			17,418	3,167	72,735		8,919	81,654
Total non supermarket sales	39,478		7,710	47,188	10,241		2,984	13,225	24,045			2	2		58,098		13,135	71,233
Total exports	1,977			1,977	1,251			1,251	2,275						4,252			4,252
Total sales	103,905		16,374	120,279	15,407		3,124	18,531	33,693	17,418		2	17,420	3,167	135,085		22,054	157,139
Total Stock on Hand	37,907	3,194	5,140	46,241	192	192	1,076	12,767	23,213	38		2	40	7	58,821	3,543	7,097	69,461



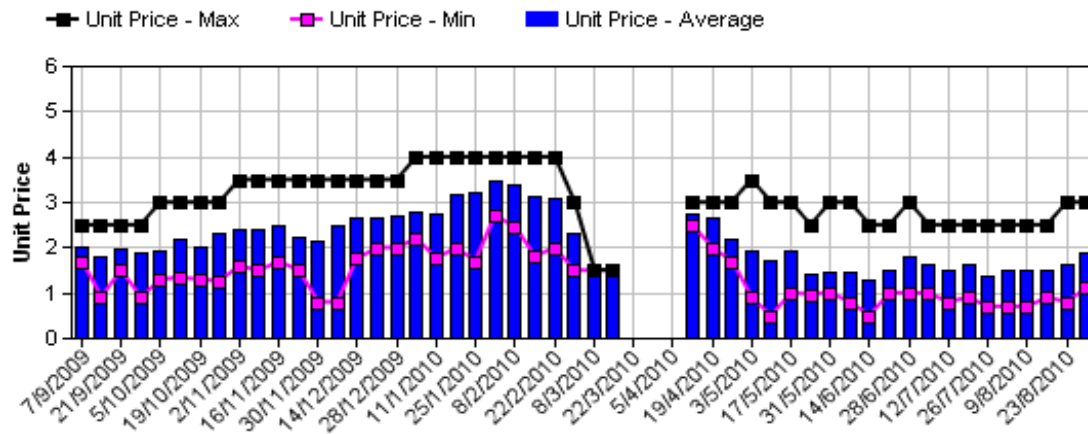
Hass Avocado Average Retail Prices - Sydney



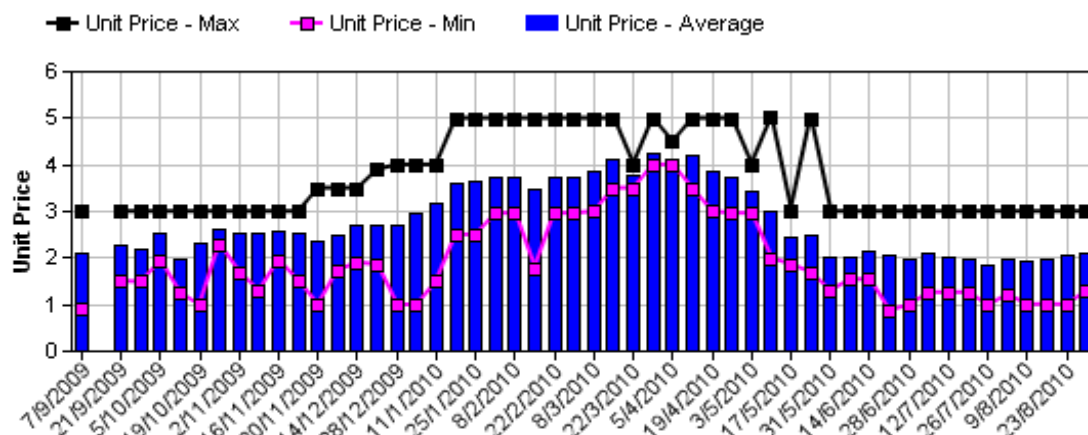
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

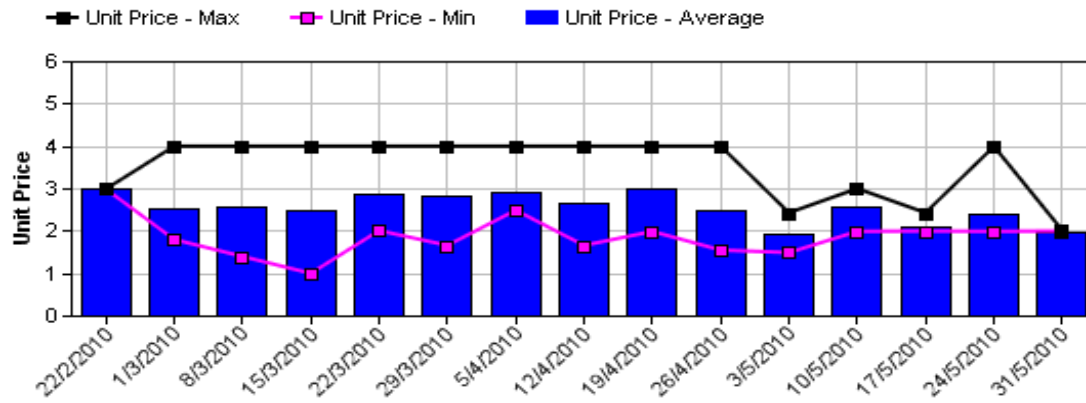


Hass Avocado Average Retail Prices - Perth

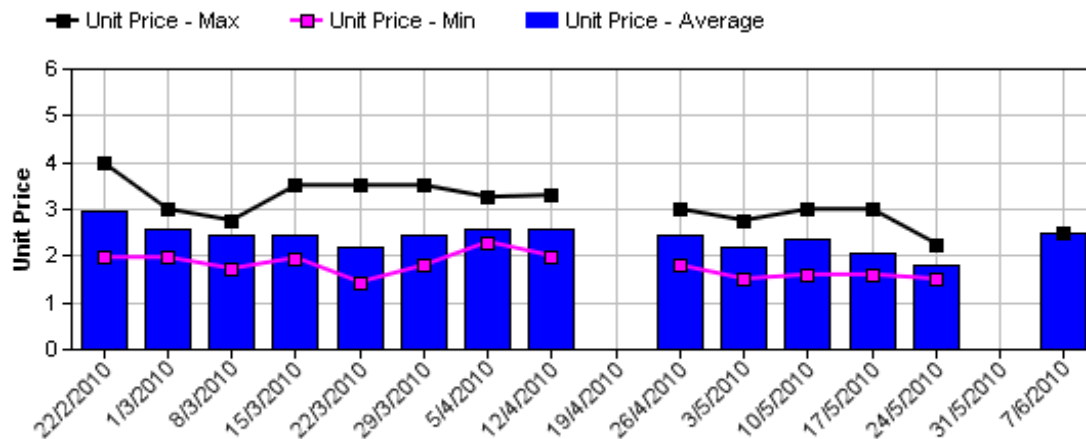


Assessment Date [Week Commencing]

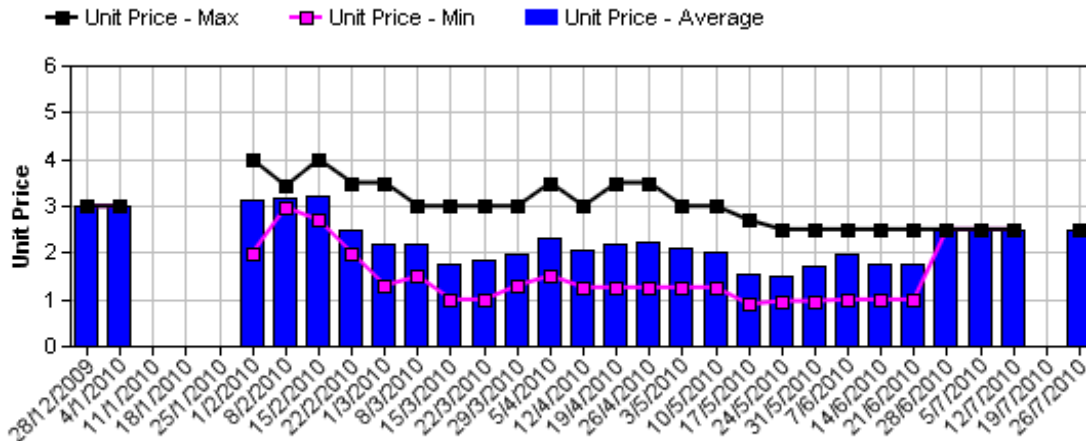
Shepard Avocado Average Retail Prices - Sydney



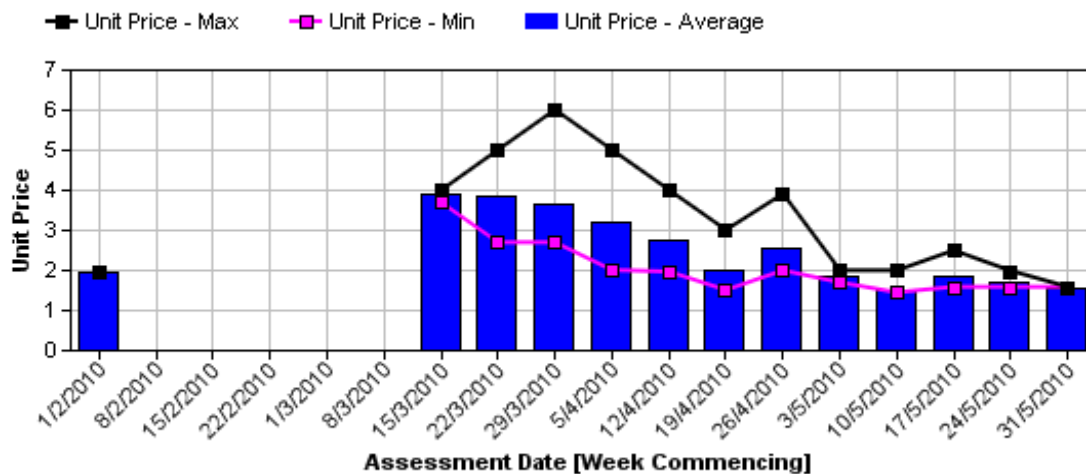
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 30th August 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	285	1.10	No	Aus
Coles	Hass	260	1.10	No	Aus
Coles	Hass	250	1.10	No	Aus
Woolworths	Reed	475	1.42	No	NS
I	Hass	270	1.99	No	Aus
I	Hass	270	1.99	No	Aus
Woolworths	Hass	260	2.32	No	Aus
Woolworths	Hass	255	2.32	Store	Aus
I	Hass	295	2.49	No	Aus
I	Hass	250	2.49	No	Aus
IGA	Hass	245	2.49	No	NS
IC	Hass	280	2.50	No	Aus
IC	Hass	320	2.50	No	Aus
IC	Hass	320	2.50	Store	Aus
I	Hass	310	2.99	No	Aus
IGA	Hass	240	2.99	No	Aus
BRISBANE					
I	Reed	435	0.99	Store	Aus
Coles	Hass	235	1.10	Store	Aus
IGA	Hass	170	1.49	No	Aus
Coles	Hass	200	1.69	No	Aus
IGA	Hass	280	1.69	No	Aus
IC	Hass	280	1.69	No	Aus
Woolworths	Reed	375	1.75	No	Aus
Woolworths	Hass	190	1.75	Store	Aus
Woolworths	Reed	415	1.75	Store	Aus
Woolworths	Hass	220	1.75	Store	Aus
Woolworths	Hass	200	1.75	No	Aus
Coles	Hass	245	1.79	No	Aus
Coles	Reed	410	1.79	No	Aus
I	Wurtz	305	1.99	No	Aus
I	Reed	415	1.99	No	Aus
I	Hass	305	1.99	No	Aus
I	Hass	275	2.49	Store	Aus
I	Wurtz	350	2.49	Store	Aus
I	Wurtz	270	2.49	Store	Aus
I	Hass	298	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	270	1.29	No	NS
I	Hass	240	1.50	No	NS
Coles	Hass	290	1.68	No	Aus
I	Hass	275	1.99	No	NS
Safeway	Hass	335	2.32	No	Aus
Safeway	Hass	315	2.32	No	Aus
I	Hass	305	2.42	No	Aus
I	Hass	395	2.49	No	Aus
I	Hass	265	2.49	No	NS
I	Hass	315	2.75	No	NS
I	Hass	295	2.75	No	NS
IGA	Hass	280	2.99	No	Aus
PERTH					
IS	Hass	170	1.29	Store	Aus
Woolworths	Hass	175	1.33	Cat	Aus
Woolworths	Hass	210	1.33	Cat	Aus
Woolworths	Hass	195	1.33	Cat	Aus
I	Hass	295	1.50	No	Aus
I	Hass	220	1.79	No	Aus
Coles	Hass	260	1.98	No	Aus
Coles	Hass	200	1.98	No	Aus
Coles	Hass	245	1.98	Store	Aus
IGA	Hass	280	2.49	No	Aus
IS	Hass	270	2.49	No	Aus
I	Hass	245	2.49	No	Aus
IGA	Hass	260	2.69	No	Aus
I	Hass	290	2.69	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	305	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