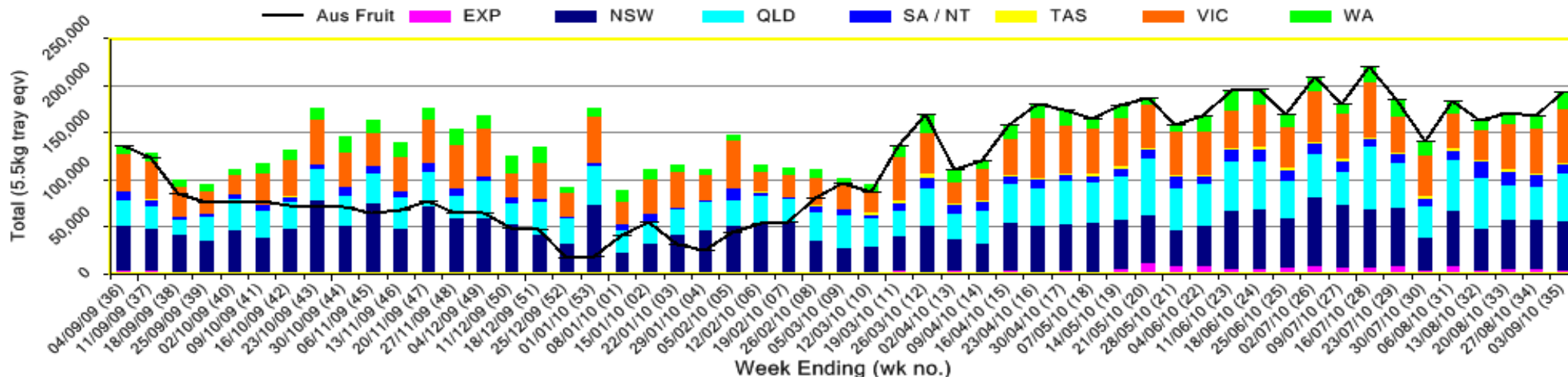


INFOCADO WEEKLY REPORT: 28th August - 3rd September 2010 (Wk 35)

Industry Dispatches 28th August - 3rd September 2010 (Wk 35)

Dest. State	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								2,308	639	2,947	30				3,002
NSW	615	2,669	7,052	10,260	3,445	5,799	3,606	2,001	393	35,840	8,480	4,290	700		52,165
QLD	1,306	5,031	12,393	5,983	1,702	4,377	5,805	1,460	520	38,577	6,540	6,578		81	51,679
SA / NT		1	126	108	24	418	6,011	273	144	7,105	607	2,640			8,689
TAS	237						1,522			1,759	376				2,443
VIC	146	2,927	10,596	18,026	1,662	4,340	3,930	1,222	152	43,001	7,340	4,261			57,121
WA	11	157	1,332	3,455		4,475	1,535	1,045	157	12,167	3,054	252			17,766
Total	2,315	10,785	31,499	37,832	6,833	19,409	22,409	8,309	2,005	141,396	26,427	18,021	700	81	192,86

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 5,549,094 5.5kg tray eqv



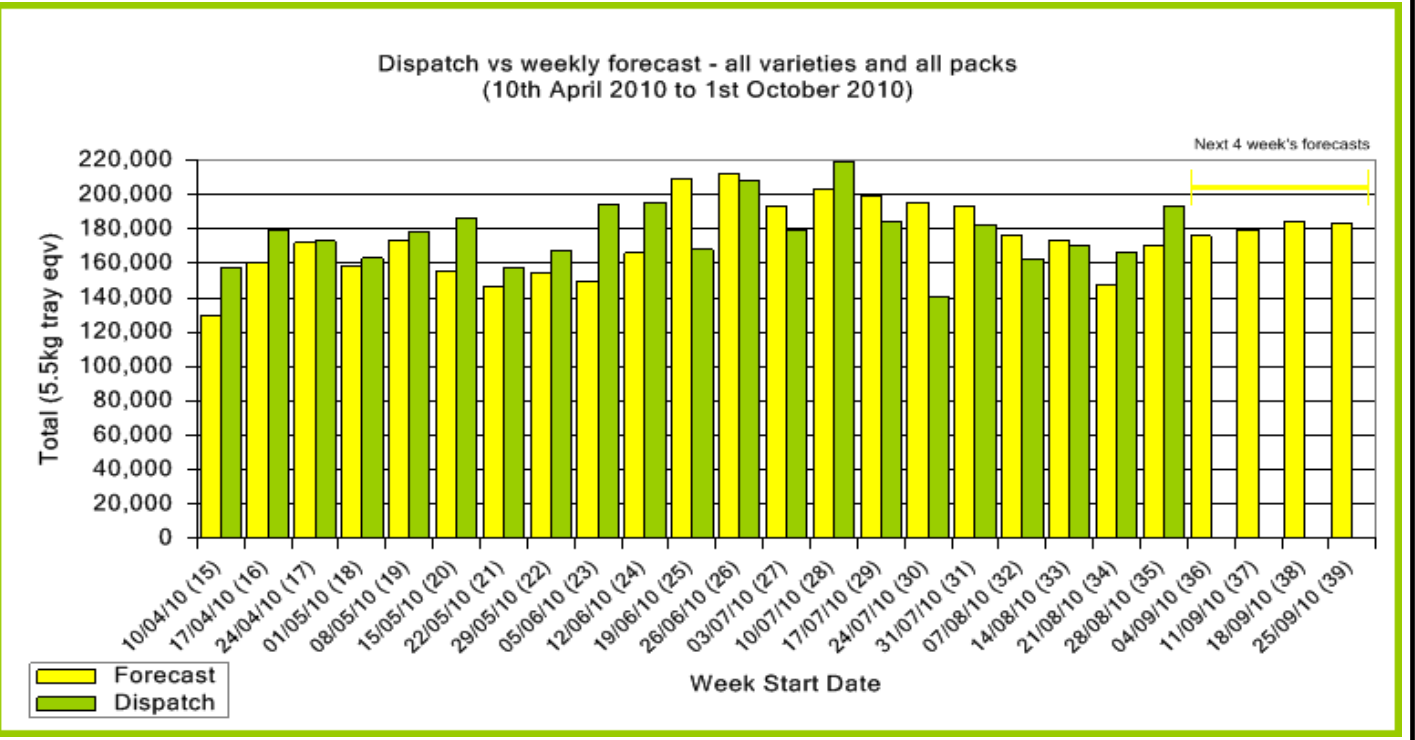
Comments from the CEO

- Dispatch volumes for week 35 last year were very similar to last week's (week 35) dispatches. However, assuming the forecasts for the next four weeks translate into dispatches, the volumes will be significantly higher than they were during the corresponding period last year.
- Average retail prices have risen slightly in all states except WA.
- As a contributor to Infocado, you should have received by email a registration form and preliminary program for the upcoming Infocado Summit earlier this week. If you haven't received the email please contact the Avocados Australia office who will resend it. We look forward to seeing you in Melbourne!



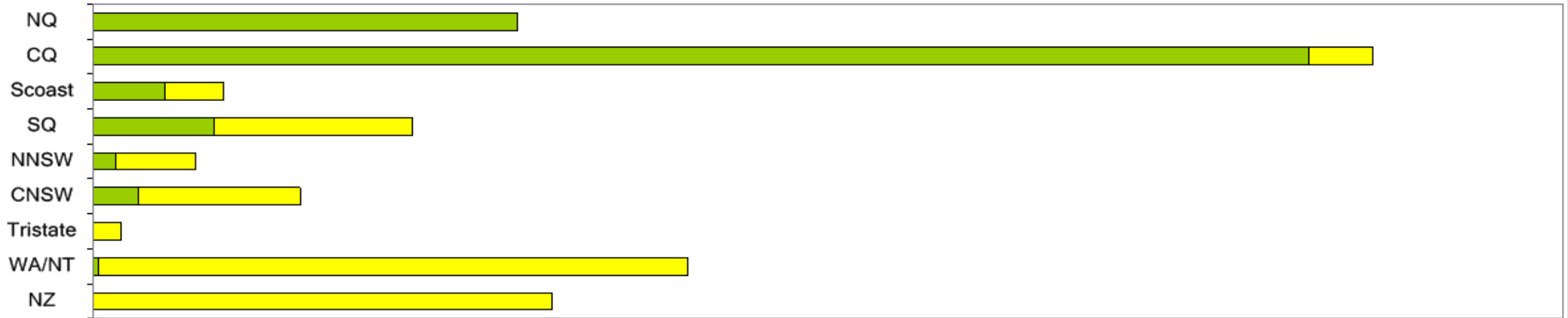
Forecast Data (Week 35 - 39)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 35 - begin 28/08/2010					
Hass	110,291	23,375	13,450		155,236
Lamb Hass	1,736	250			2,191
Pinkerton	20				20
Reed	10,050				10,050
Sharwil	515	100			697
Wurtz	2,100	10			2,118
Week Total	124,712	23,735	13,450		170,312
Week 36 - begin 04/09/2010					
Hass	117,225	24,615	13,450	700	164,552
Pinkerton	15				15
Reed	10,075				10,075
Sharwil	140	10			158
Wurtz	1,080	10			1,098
Week Total	128,535	24,635	13,450	700	175,898
Week 37 - begin 11/09/2010					
Hass	120,268	24,395	13,200	700	167,150
Lamb Hass	1,413	500			2,322
Pinkerton	15				15
Reed	10,050				10,050
Sharwil	135	10			153
Wurtz	80	5			89
Week Total	131,961	24,910	13,200	700	179,779
Week 38 - begin 18/09/2010					
Hass	126,578	24,415	16,000	700	174,005
Pinkerton	10				10
Reed	10,050				10,050
Sharwil	10				10
Wurtz	60	5			69
Week Total	136,708	24,420	16,000	700	184,144
Week 39 - begin 25/09/2010					
Hass	125,862	24,385	16,000	700	173,234
Pinkerton	10				10
Reed	10,025				10,025
Sharwil	125	10			143
Wurtz	50				50
Week Total	136,072	24,395	16,000	700	183,463

Green shading indicates dispatch data		Yellow shading indicates forecast data				
Dispatch Data (Week 35 - begin 28/08/2010)						
Variety	Trays	Bulk	P/PK	Proc	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total Trays
Hass	116,434	22,363	18,021	700	81	160,513
Lamb Hass	2,209	900				3,845
Reed	20,853	2,112				24,693
Sharwil	59	9				75
Wurtz	1,845	1,043				3,741
Total	141,400	26,427	18,021	700	81	192,868

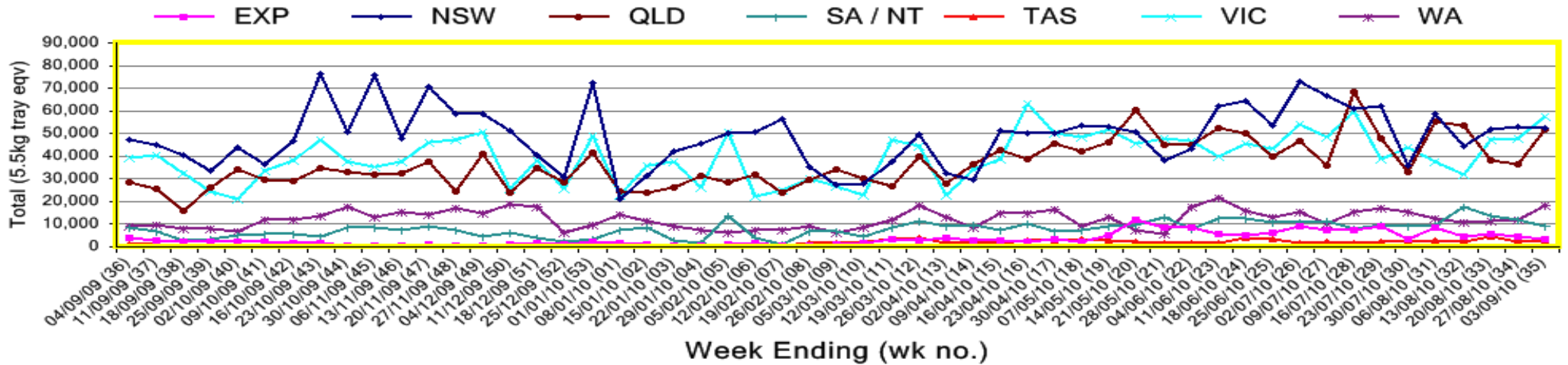


Percentage dispatched by region (Based on seasonal forecast - 2010)

■ 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 = 5,549,094 5.5kg tray eqv



Week 35 contributors - Packhouses

- | | |
|-----------------------------------|--------------------------------|
| Aussie Orchards Growers & Packers | Mountain Fresh |
| Avocado Industry Council (NZAGA) | Mt Binga Orchards Pty Ltd |
| Avowest | Natures Fruit Company |
| Balmoral Orchard | One Harvest |
| Coastal Avocados | Perseverance Farming Co |
| Delroy Orchards | Simpson Farms Pty Ltd |
| Donovan Family Investment Trust | Summerland House With No Steps |
| Googa Farms | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse PL |
| Green Pear Avocado | Sunnyspot Packhouse PL |
| I & A Tolson | The Avocado Grove |
| Jirel Holdings | Touchwood Farming |
| Midcoast Avocados | |

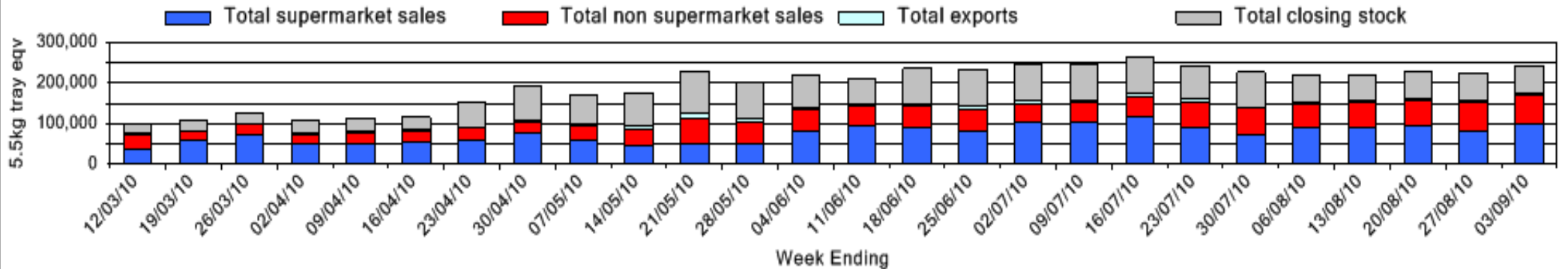
Week 35 contributors - Wholesalers

- | | |
|---------------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Moraitis (Sydney) |
| Costa Exchange Trading (Adelaide) | Murray Bros (Brisbane) |
| Dykes Bros (Melbourne) | Romeos Marketing (Brisbane) |
| Etherington (Perth) | Sculli & Co Pty Ltd (Melbourne) |
| Exotic Fruit Traders (Sydney) | Sinclair & Antico (Aust) Pty Ltd (Sydney) |
| Fresh Express Produce Pty Ltd (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) |
| Moraitis (Melbourne) | |

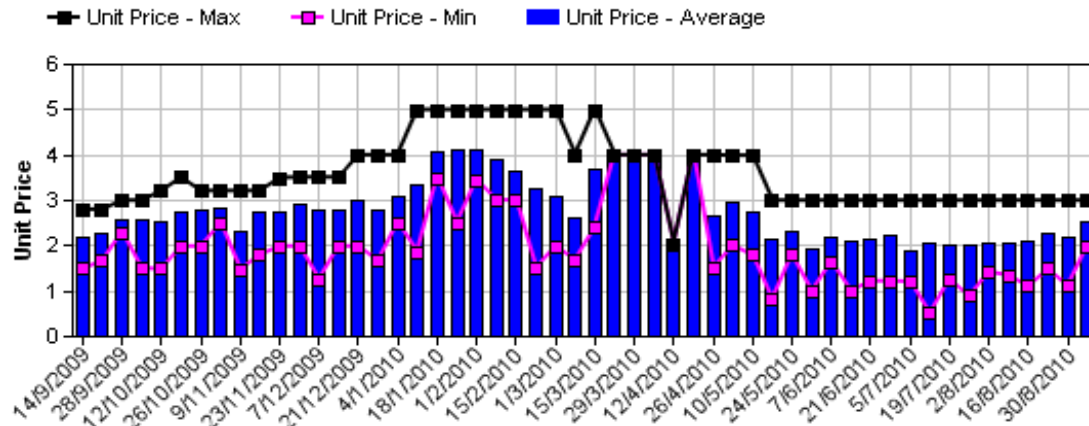
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	8,748		4,021	12,769	733			733	1,333	4,290			4,290	780	10,861		4,021	14,882
Total non supermarket sales	14,785			14,785	4,980		345	5,325	9,682						23,840		627	24,467
Total exports																		
Total sales	23,533		4,021	27,554	5,713		345	6,058	11,015	4,290			4,290	780	34,701		4,648	39,348
Total Stock on Hand	6,663			6,663	2,692			2,692	4,895						11,558			11,558
QLD																		
Total supermarket sales	13,951		16,256	30,207	2,221		110	2,331	4,238	5,142			5,142	935	18,924		16,456	35,380
Total non supermarket sales	14,116		843	14,959	2,204		828	3,032	5,513						18,123		2,349	20,472
Total exports	2,947			2,947	30			30	55						3,002			3,002
Total sales	31,014		17,099	48,113	4,455		938	5,393	9,805	5,142			5,142	935	40,049		18,805	58,854
Total Stock on Hand	19,291		326	19,617	1,340		1,543	2,883	5,242						21,727		3,131	24,859
SA & TAS																		
Total supermarket sales	9,889		1,540	11,429	474			474	862	2,640			2,640	480	11,231		1,540	12,771
Total non supermarket sales	2,237		237	2,474	653		17	670	1,218	38			38	7	3,431		268	3,699
Total exports																		
Total sales	12,126		1,777	13,903	1,127		17	1,144	2,080	2,678			2,678	487	14,662		1,808	16,470
Total Stock on Hand	5,266		768	6,034	1,841		158	1,999	3,635						8,613		1,055	9,669
VIC																		
Total supermarket sales	20,355		3,789	24,143	720		1,299	2,019	3,671	4,069			4,069	740	22,403		6,151	28,554
Total non supermarket sales	7,461		2,015	9,476	2,635		1,337	3,972	7,222			14	14	3	12,252		4,448	16,700
Total exports																		
Total sales	27,816		5,804	33,620	3,355		2,636	5,991	10,893	4,069		14	4,083	742	34,656		10,599	45,255
Total Stock on Hand	4,578		2,463	7,041	5,753			5,753	10,460			30	30	5	15,038		2,468	17,506
WA																		
Total supermarket sales	6,242			6,242	2,112			2,112	3,840	252			252	46	10,128			10,128
Total non supermarket sales	3,425			3,425	1,005			1,005	1,827						5,252			5,252
Total exports																		
Total sales	9,667			9,667	3,117			3,117	5,667	252			252	46	15,380			15,380
Total Stock on Hand	4,637			4,637	55			55	100						4,737			4,737
Total																		
Total supermarket sales	59,185		25,606	84,791	6,260		1,409	7,669	13,944	16,393			16,393	2,981	73,547		28,168	101,715
Total non supermarket sales	42,024		3,095	45,119	11,477		2,527	14,004	25,462	38		14	52	9	62,898		7,692	70,591
Total exports	2,947			2,947	30			30	55						3,002			3,002
Total sales	104,156		28,701	132,857	17,767		3,936	21,703	39,460	16,431		14	16,445	2,990	139,447		35,860	175,307
Total Stock on Hand	40,435		3,557	43,992	11,681		1,701	13,382	24,331			30	30	5	61,673		6,655	68,328

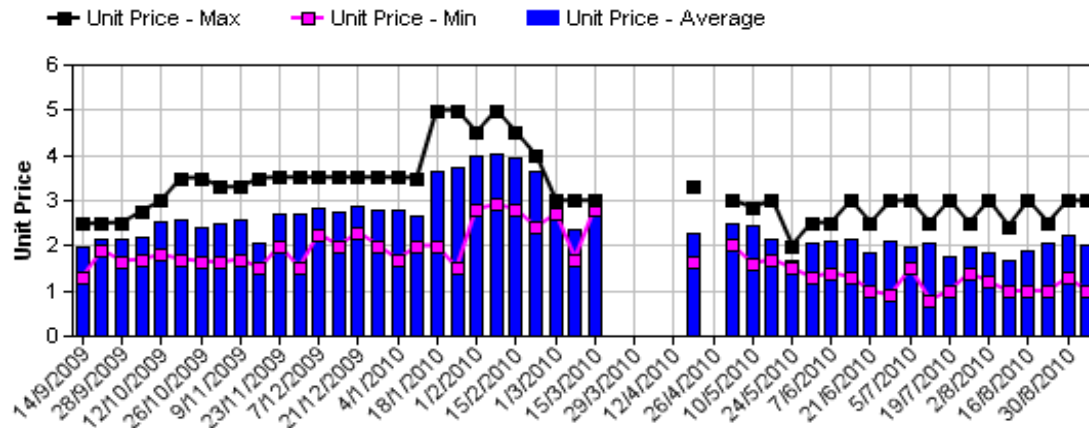
Weekly National Sales



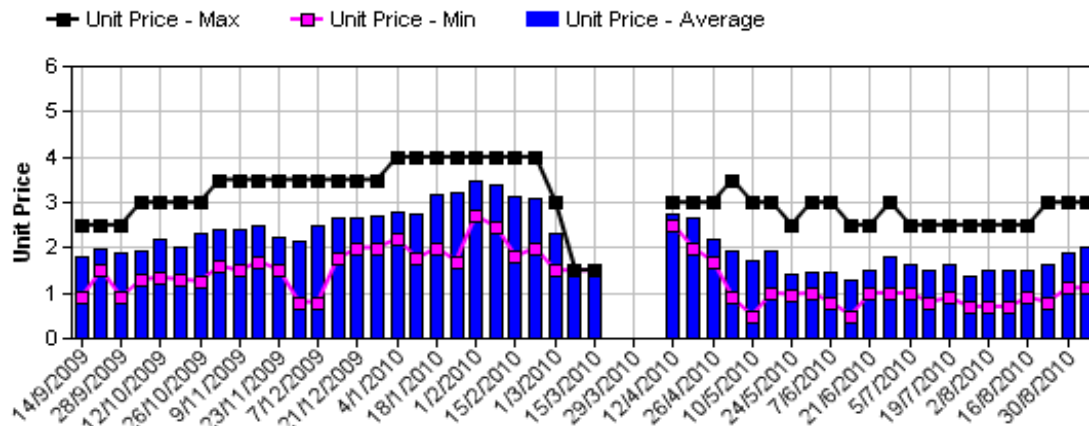
Hass Avocado Average Retail Prices - Sydney



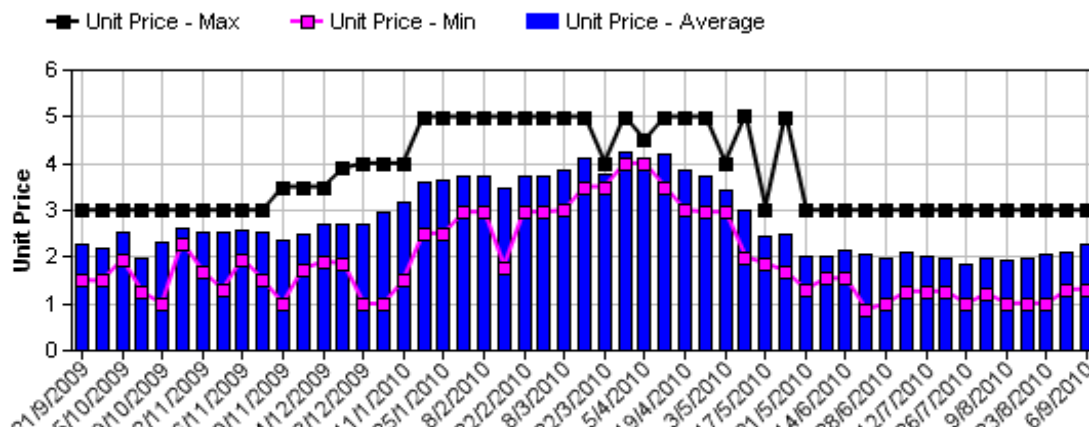
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

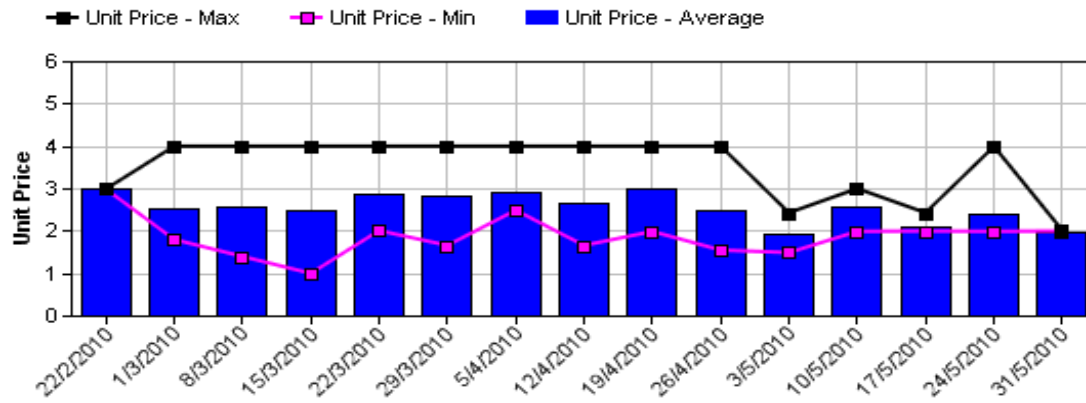


Hass Avocado Average Retail Prices - Perth

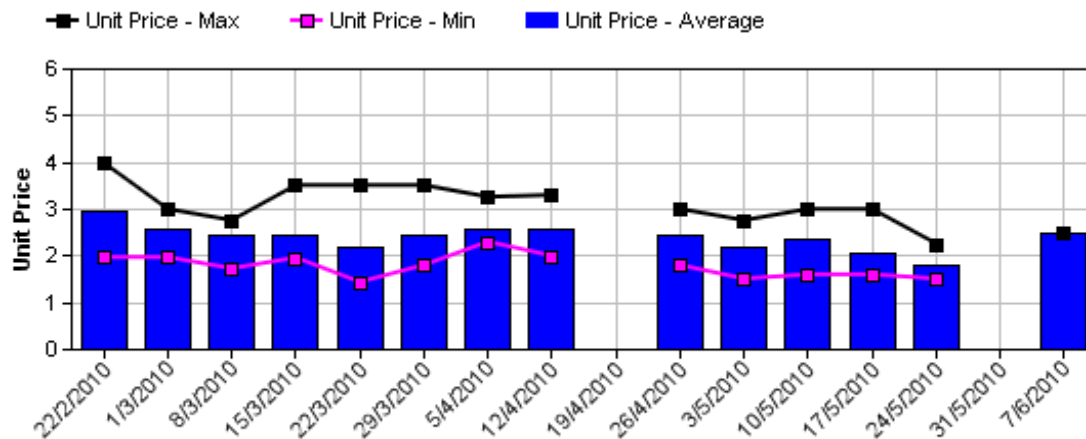


Assessment Date [Week Commencing]

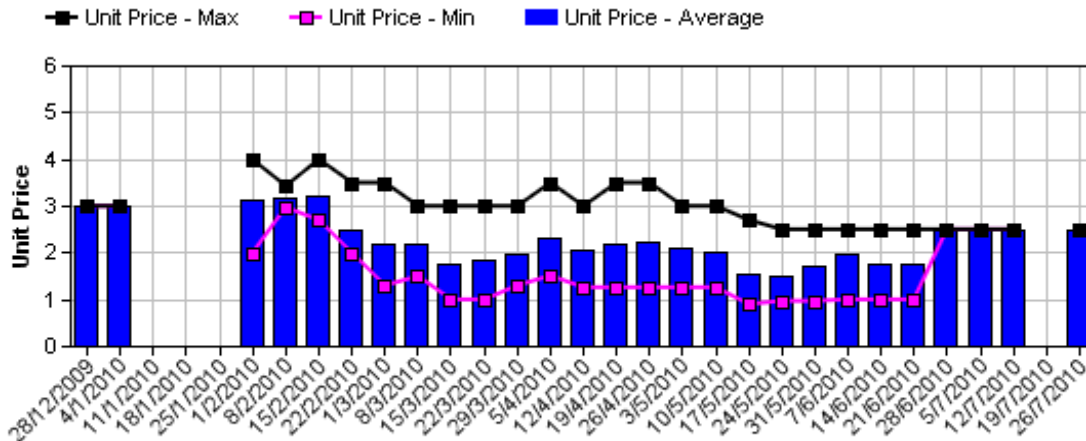
Shepard Avocado Average Retail Prices - Sydney



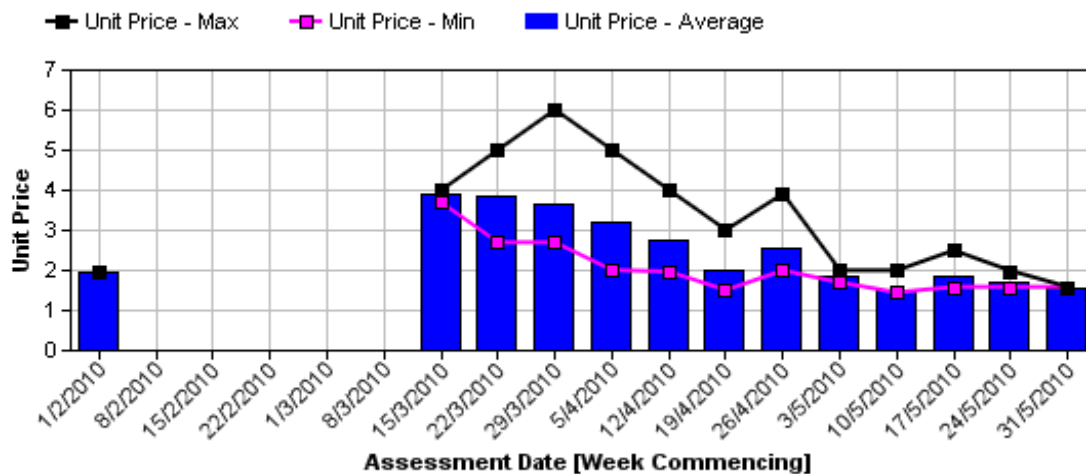
Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Perth



Retail Prices by City, Store and Variety - 6th September 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IGA	Hass	190	0.99	No	NS
IS	Hass	180	1.49	No	NS
Woolworths	Reed	320	1.50	No	Aus
I	Hass	195	1.69	No	Aus
I	Hass	215	1.79	No	Aus
I	Hass	270	1.99	No	Aus
I	Hass	270	1.99	No	Aus
IC	Hass	210	1.99	No	Aus
IC	Hass	220	2.00	No	Aus
IC	Hass	210	2.00	No	Aus
Woolworths	Hass	300	2.25	Store	Aus
Woolworths	Hass	310	2.25	No	Aus
Woolworths	Hass	265	2.25	No	Aus
Coles	Hass	280	2.28	No	Aus
Coles	Hass	280	2.28	No	Aus
Coles	Hass	290	2.28	No	Aus
IS	Hass	300	2.49	No	Aus
IGA	Hass	255	2.79	No	Aus
IC	Hass	300	2.99	No	Aus
I	Hass	315	2.99	No	Aus
IC	Hass	325	2.99	No	Aus
I	Hass	190	2.99	No	Aus
I	Hass	270	2.99	No	Aus
IC	Hass	320	2.99	No	Aus
IGA	Hass	255	2.99	No	Aus
BRISBANE					
I	Reed	280	0.69	Store	Aus
I	Reed	770	0.99	Store	Aus
Coles	Hass	235	1.10	No	Aus
Woolworths	Reed	390	1.20	No	Aus
Woolworths	Reed	365	1.20	Store	Aus
IGA	Hass	180	1.49	No	Aus
Coles	Reed	500	1.68	Store	Aus
IGA	Hass	240	1.69	No	Aus
IGA	Hass	240	1.69	No	Aus
Coles	Reed	560	1.69	Store	Aus
Coles	Reed	420	1.69	Store	Aus
Coles	Hass	280	1.79	No	Aus
IC	Hass	225	1.79	No	Aus
Woolworths	Hass	325	1.94	No	Aus
Woolworths	Hass	230	1.94	No	Aus
Coles	Hass	235	1.99	No	Aus
I	Wurtz	255	1.99	No	Aus
I	Hass	265	1.99	No	Aus
I	Wurtz	270	1.99	No	Aus
Woolworths	Hass	275	2.42	No	Aus
I	Hass	270	2.49	Store	NS
I	Wurtz	220	2.49	Store	NS
I	Hass	300	2.99	Store	Aus
I	Hass	298	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					
Safeway	Hass	280	0.98	Store	Aus
I	Hass	245	1.29	No	NS
Safeway	Hass	305	1.33	Store	Aus
Coles	Hass	280	1.98	No	Aus
Coles	Hass	220	1.98	No	Aus
Coles	Hass	190	1.98	No	Aus
I	Hass	265	1.99	No	NS
I	Hass	250	1.99	No	NS
IGA	Hass	285	1.99	Store	Aus
I	Hass	295	2.25	No	NS
I	Hass	300	2.25	No	NS
Safeway	Hass	250	2.32	No	Aus
I	Hass	255	2.49	No	NS
I	Hass	285	2.49	No	Aus
I	Hass	290	2.98	No	Aus
Safeway	Hass	615	3.43	No	Aus
PERTH					
I	Hass	140	0.99	No	Aus
Coles	Hass	235	1.30	Cat	Aus
Coles	Hass	200	1.30	Cat	Aus
IS	Hass	210	1.49	Store	Aus
Woolworths	Hass	210	1.98	No	Aus
I	Hass	285	1.99	No	Aus
I	Hass	280	1.99	No	Aus
Woolworths	Hass	185	2.25	No	Aus
Woolworths	Hass	240	2.25	Store	Aus
I	Hass	255	2.49	No	Aus
IS	Hass	270	2.49	No	Aus
IGA	Hass	240	2.69	Store	Aus
IGA	Hass	270	2.69	No	Aus
IS	Hass	315	2.99	No	Aus
IGA	Hass	310	2.99	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	275	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