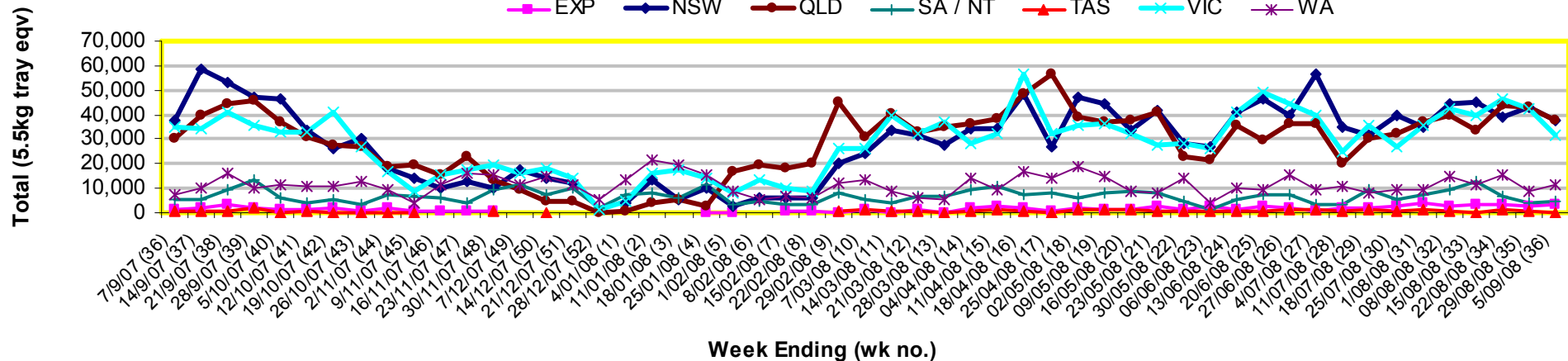


INFOCADO WEEKLY REPORT: 30th August - 5th September 2008 (Wk 36)

Industry Dispatches 30th August – 5th September 2008 (Wk 36)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Bulk 10Kg	P/PK Kg	Oil Kg	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	Total				Total
EXP				10			56	1,219	1,596	2,881	294			3,416
NSW	410	2,453	6,606	7,205	926	5,606	3,733	1,692	317	28,948	4,112	3,798	1,600	37,406
QLD	1,035	3,746	4,614	5,559	700	5,683	4,834	1,931	78	28,180	4,625	6,540	1,060	37,971
SA / NT	890	3	61	271	198	229	553	374		2,579	1,011	528		4,513
TAS									297	297				297
VIC	520	3,083	6,328	8,084	864	4,438	2,449	782	31	26,579	2,317	4,664		31,640
WA	11	188	657	2,870		2,402	1,429	1,482	144	9,183	1,129	360		11,301
Total	2,866	9,473	18,266	23,999	2,688	18,358	13,351	7,480	2,166	98,647	13,488	15,890	2,660	126,544

Throughput Australian avocados by destination State Throughput 1st January 2008 to date = 4,018,623 5.5kg tray eqv



Comments from the CEO

Welcome to the new and expanded Infocado Weekly Report. We have begun to include a range of new data, expanded some of the date ranges for data we have included in the past and added this section which is intended to make comment on the information in the report and bring together the overall picture.

Firstly we have 17 avocado wholesaler businesses entering data into the system as of this week and a number have been entering data for the last few weeks. We still need to bring in 2 or 3 wholesalers in Perth and Adelaide, which is why the detail has been blocked for these two markets this week. We now have enough participation to start reporting "Stock on Hand" in the wholesale markets. Stock on Hand will demonstrate over time what we have all known for a long time, that the wholesale market must always carry a few weeks supply in order to manage ripening, advanced and standing orders.

This week sees the 7th straight week where the pack houses have under estimated the forecast for last weeks dispatch. We need to improve the "short term" forecasting. Last year saw very good short term forecasting. We will be considering some strategies to assist improvement in this area.

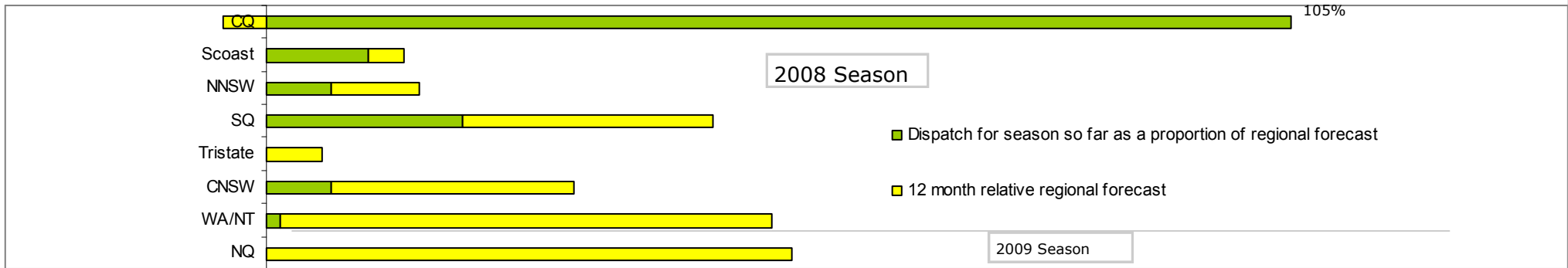
The New Zealand forecast is based on pre 26 July storms estimates. The New Zealand figure of 1,336,500 5.5kg trays will most likely drop from anywhere between 10% and 40% depending on which report you read.

The avocado retail prices are now included once more with an expanded range of stores and Perth being added to the information collection.

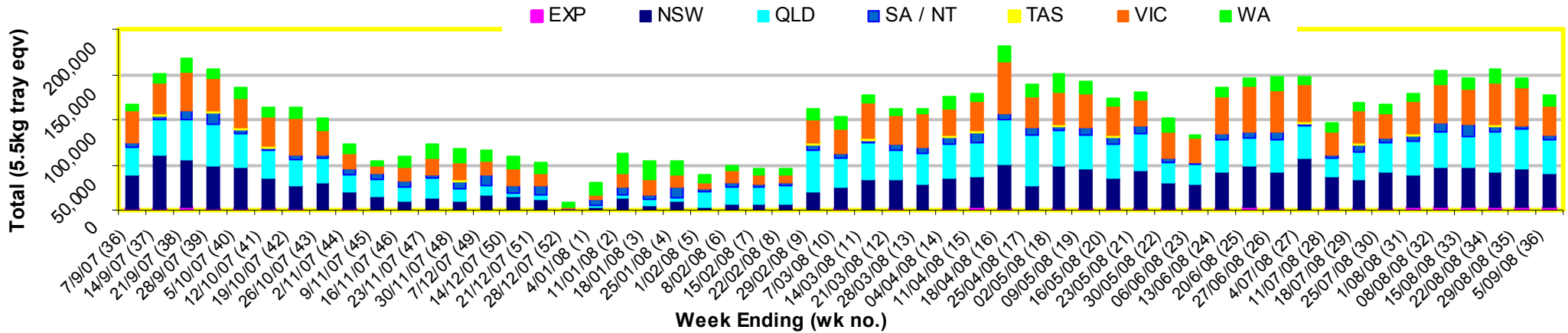
Finally, feedback is always very welcome, we always take any comments and suggestions on board.



Percentage dispatched by region (Based on seasonal forecast - 2008)



Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,018,623 5.5kg tray eqv



Week 36 contributors—Packhouses

- | | |
|------------------------|--------------------------------|
| Avowest | Midcoast Avocados |
| Balmoral Orchard | Mountain Fresh |
| Blackboy Ridge Pty Ltd | Natures Fruit Company |
| BT & RG Pegg | One Harvest |
| C F Fechner | RM & KL Cornwall |
| Coastal Avocados | Rob Farnsworth Pty Ltd |
| Donovan Avocados | Simpson Farms Pty Ltd |
| G & C Christensen | Summerland House With No Steps |
| Googa Farms | Sunfresh |
| Green Nugget Orchards | Sunnyspot Packhouse PL |
| Green Pear Avocado | Tenterfield Fruit Packers |
| I & A Tolson | The Avocado Grove |
| Jirel Holdings | Touchwood Farming |

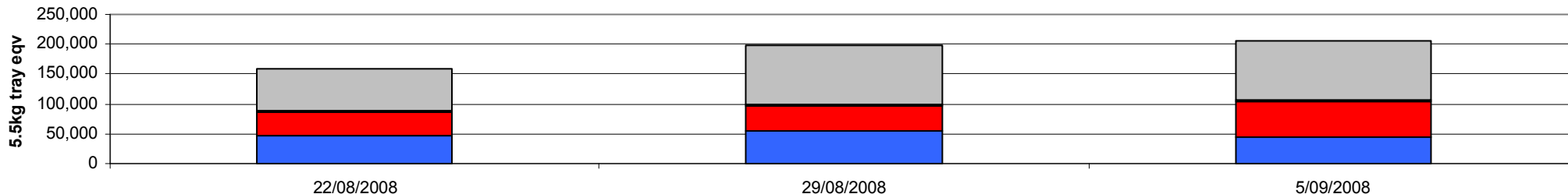
Week 36 contributors—Wholesalers

- | | |
|------------------------------------|---|
| Allcrops Pty Ltd (Sydney) | Romeos Marketing (Brisbane) |
| Dykes Bros (Melbourne) | Ross & Co Fruit and Vegetables P/L (Brisbane) |
| Exotic Fruit Traders (Sydney) | Sculli & Co Pty Ltd (Melbourne) |
| Kelly's (Melbourne) | The La Manna Group (Adelaide) |
| Mercer Mooney (Perth) | The La Manna Group (Brisbane) |
| Moraitis (Sydney) | The La Manna Group (Melbourne) |
| Murray Bros (Brisbane) | The N&A Group (Sydney) |
| Premier Fruits Pty Ltd (Brisbane) | Tilbrook Marketing Pty Ltd (Sydney) |
| Premier Fruits Pty Ltd (Melbourne) | |

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

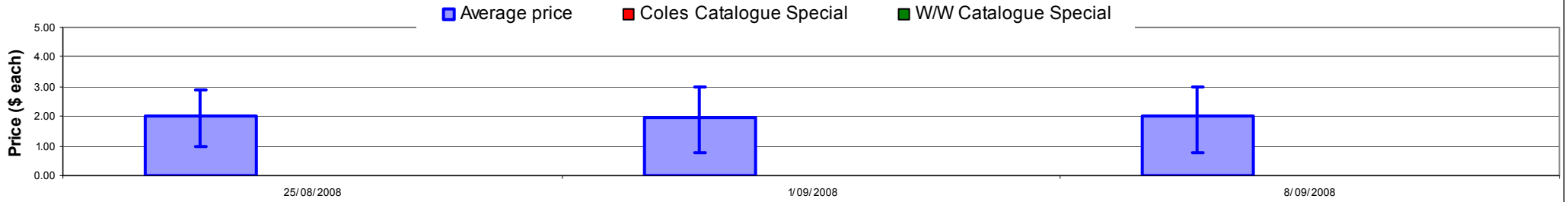
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10kg Cartons					Pre-Pack Kg					Total (5.5kg eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5kg eqv	Hass	Shepard	Other	Total	5.5kg eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	12,347		148	12,495	277			277	504	2,769		330	3,099	563	13,354		208	13,562
Total non supermarket sales	21,068			21,068	2,318			2,318	4,215						25,283			25,283
Total exports	408			408											408			408
Total sales	33,823		148	33,971	2,595			2,595	4,718	2,769		330	3,099	563	39,045		208	39,253
Total stock on hand	13,209			13,209	1,189			1,189	2,162						15,370			15,370
QLD																		
Total supermarket sales	9,417		1,899	11,316			792	792	1,440	2,706		1,914	4,620	840	9,909		3,687	13,596
Total non supermarket sales	14,210		131	14,341	561		22	583	1,060						15,230		171	15,401
Total exports	2,881			2,881	294			294	535						3,416			3,416
Total sales	26,508		2,030	28,538	855		814	1,669	3,035	2,706		1,914	4,620	840	28,555		3,858	32,413
Total stock on hand	42,377			42,377	72			72	131						42,507			42,507
SA																		
Total supermarket sales	# Detail not included because currently not enough SA wholesale data in the system																	
Total non supermarket sales	# Detail not included because currently not enough SA wholesale data in the system																	
Total exports	# Detail not included because currently not enough SA wholesale data in the system																	
Total sales	3,054		994	4,048	200		480	680	1,236	528			528	96	3,514		1,867	5,381
Total stock on hand #																		
VIC																		
Total supermarket sales	10,420		1,132	11,552	234		566	800	1,455	4,474			4,474	813	11,659		2,161	13,820
Total non supermarket sales	8,488		156	8,644	2,041		33	2,074	3,771						12,199		216	12,415
Total exports																		
Total sales	18,908		1,288	20,196	2,275		599	2,874	5,225	4,474			4,474	813	23,858		2,377	26,235
Total stock on hand	25,891		366	26,257	3,608		11	3,619	6,580						32,451		386	32,837
WA																		
Total supermarket sales	# Detail not included because currently not enough WA wholesale data in the system																	
Total non supermarket sales	# Detail not included because currently not enough WA wholesale data in the system																	
Total exports	# Detail not included because currently not enough WA wholesale data in the system																	
Total sales	2,979			2,979	629			629	1,144	360			360	65	4,188			4,188
Total stock on hand #																		
TOTAL																		
Total supermarket sales	34,119		4,111	38,230	560		1,838	2,398	4361	10,837		2,244	13,081	2,377	37,108		7,861	44,969
Total non supermarket sales	47,864	156	193	48,213	5,700		55	5,755	10,465						58,229	156	293	58,678
Total exports	3,289			3,289	294			294	535						3,824			3,824
Total sales	85,273	156	4,304	89,732	6,554		1,893	8,447	15,358	10,837		2,244	13,081	2,377	99,159	156	8,154	107,469
Total stock on hand	85,257	363	290	85,910	6,502		19	6,521	11,857						97,077	363	325	97,765

Weekly National Sales

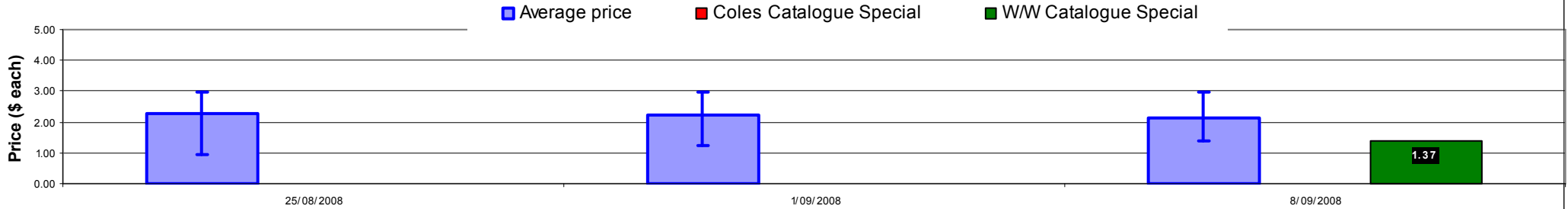


■ Total supermarket sales
 ■ Total non supermarket sales
 ■ Total exports
 ■ Total closing stock

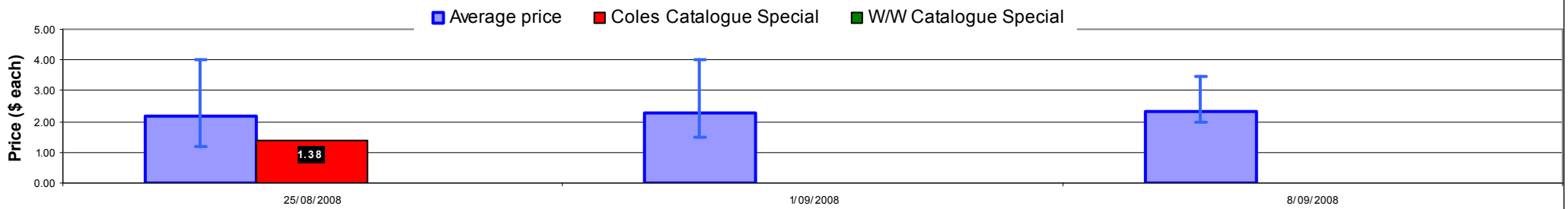
Average Avocado Retail Prices - Brisbane



Average Avocado Retail Prices - Sydney



Average Avocado Retail Prices - Melbourne



Average Avocado Retail Prices - Perth

