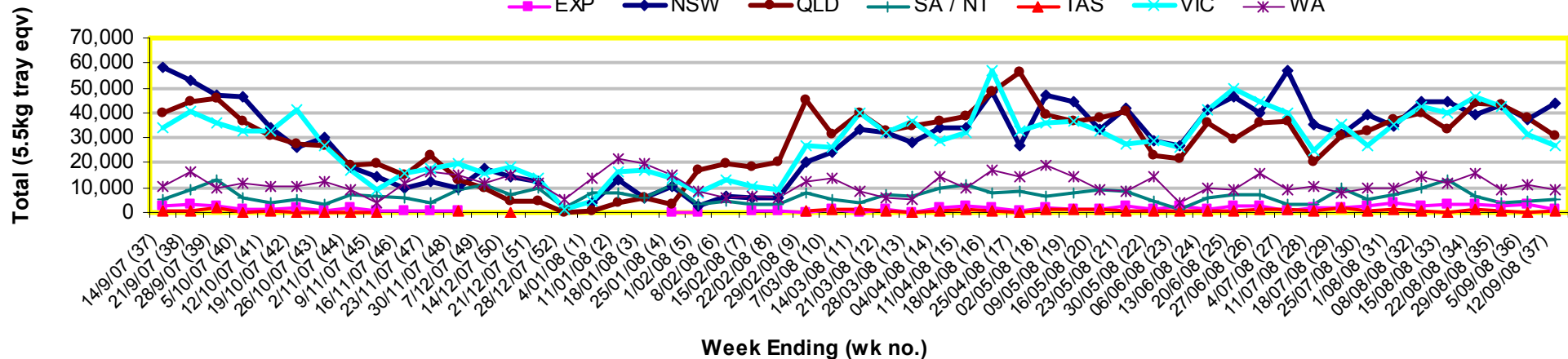


INFOCADO WEEKLY REPORT: 6th - 12th September 2008 (Wk 37)

Industry Dispatches 6th – 12th September 2008 (Wk 37)

Dest. State	5.5kg									5.5kg Total	Bulk 10Kg	P/PK Kg	Oil Kg	5.5Kg Eqv Trays All Total
	<16	16	18	20	22	23	25	28	28+					
EXP							25	869	374	1,268	80			1,413
NSW	215	2,741	7,283	9,606	1,513	6,277	4,536	2,161	276	34,608	4,536	2,368	2,000	43,650
QLD	2,676	1,959	2,912	5,015	459	4,602	4,383	1,959	119	24,084	3,296	3,516	875	30,875
SA / NT	36	93	818	1,337	112	246	681	776		4,099	437	528		4,990
TAS							593			593				593
VIC	321	2,192	7,748	5,053	564	3,770	1,805	557	20	22,030	2,192	4,752		26,879
WA	28	94	404	1,047		2,391	2,153	1,004		7,121	1,173			9,254
Total	3,276	7,079	19,165	22,058	2,648	17,286	14,176	7,326	789	93,803	11,714	11,164	2,875	117,654

Throughput Australian avocados by destination State Throughput 1st January 2008 to date = 4,136,278 5.5kg tray eqv

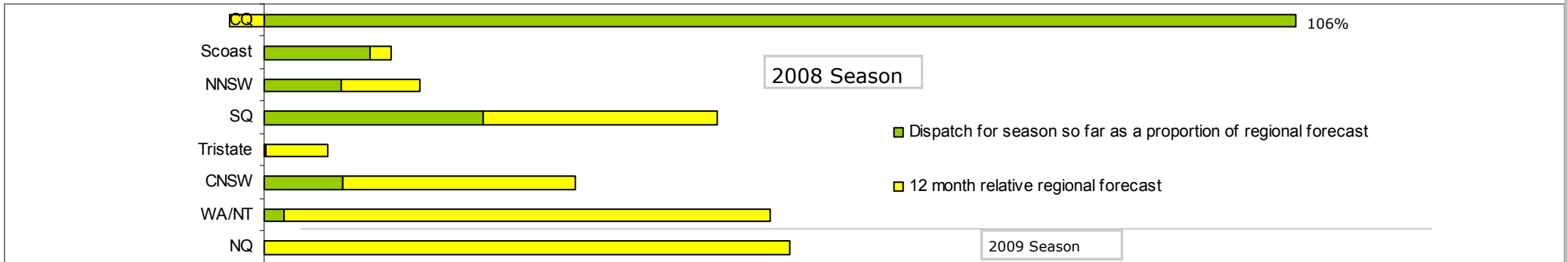


Comments from the CEO

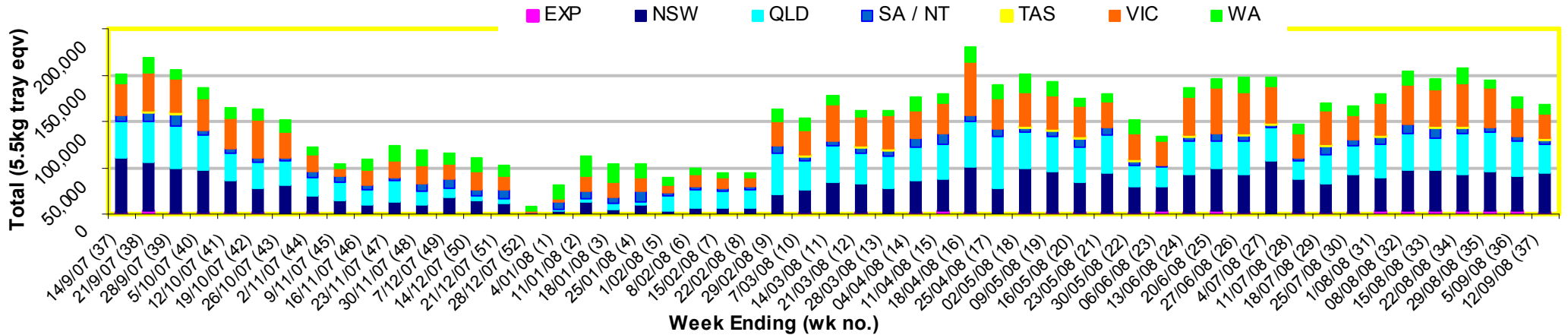
- Total sales were down this week, most noticeably in Queensland and also in NSW.
- Weekly dispatch figures for Australian fruit are dropping each week as the Central Queensland season draws to an end.
- Woolworths in Perth have a catalogue special on this week—there are a number of promotional activities being conducted in Perth in the coming weeks in anticipation of the upcoming local season. Promotions are being conducted in schools and also demonstrations in IGA stores throughout the city.
- Take note that school holidays are coming up in the next couple of weeks in all states—now that we have sales data in the Infocado system we will be able to monitor more closely what impact these and the change in weather have on actual sales to retail outlets.
- Pricing data on page five of the weekly Infocado report gives the average price for each of the capital cities listed (the bar graph). The overlaid line with the “hat” and “tail” parallel lines indicates the high and low price for that city.



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



Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,136,278 5.5kg tray eqv



Week 37 contributors—Packhouses

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

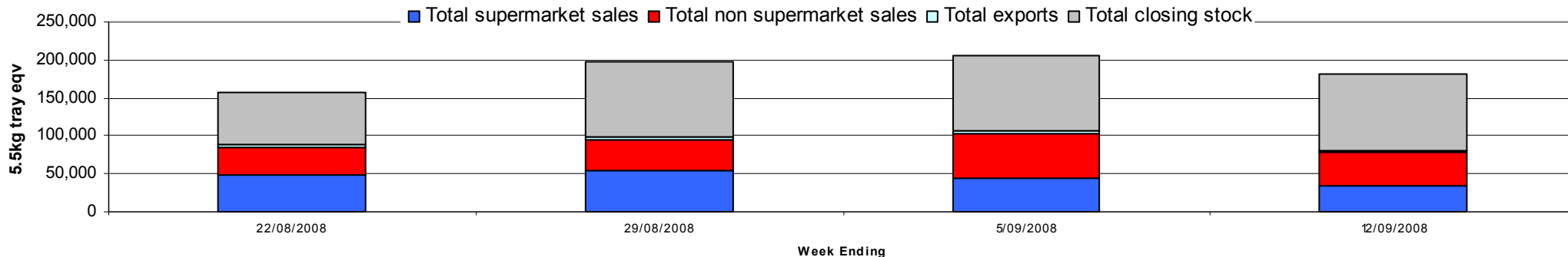
Week 37 contributors—Wholesalers

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

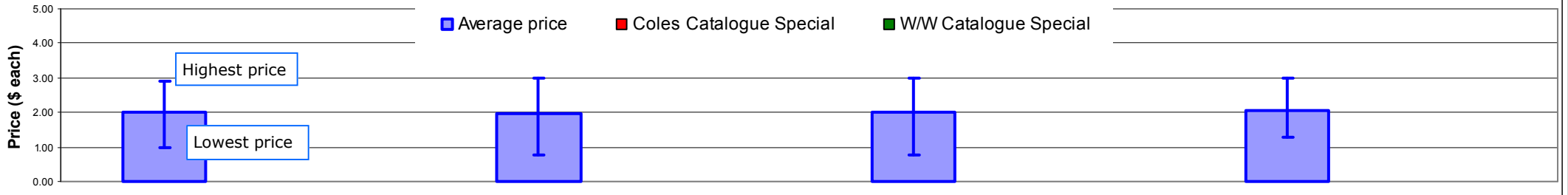
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,830		445	11,275	163			163	296	2,178			2,178	396	11,522		445	11,967
Total non supermarket sales	20,061		152	20,213	1,826			1,826	3,320						23,381		152	23,533
Total exports	304			304											304			304
Total sales	31,195		597	31,792	1,989			1,989	3,616	2,178			2,178	396	35,207		597	35,804
Total stock on hand	12,311			12,311	268			268	487						12,798			12,798
QLD																		
Total supermarket sales	6,813		890	7,703						2,706			2,706	492	7,305		890	8,195
Total non supermarket sales	565		101	666											565		101	666
Total exports	980		288	1,268	80			80	145						1,125		288	1,413
Total sales	8,358		1,280	9,638	80			80	145	2,706			2,706	492	8,995		1,280	10,275
Total stock on hand	40,414		49	40,464	8			8	15						40,429		49	40,478
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	2,960		217	3,177	268			268	487	528			528	96	3,543		217	3,760
Total stock on hand #																		
VIC																		
Total supermarket sales	9,140		1,081	10,221	284		18	302	549	4,752			4,752	864	10,520		1,114	11,634
Total non supermarket sales	10,650	317		10,967	772		3	775	1,409	18			18	3	12,056	322		12,379
Total exports																		
Total sales	19,789	317	1,081	21,187	1,056		3	18	1,077	1,958	4,770		4,770	867	22,576	322	1,114	24,013
Total stock on hand	30,100	113		30,213	4,236		8	4,244	7,716	32			32	6	37,808	128		37,936
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	4,297			4,297	1,115			1,115	2,027						6,324			6,324
Total stock on hand #																		
TOTAL																		
Total supermarket sales	28,256		2,467	30,723	502		18	520	945	10,164			10,164	1,848	31,016		2,500	33,516
Total non supermarket sales	37,060	317	419	37,796	3,926		3	3,929	7,143	18			18	3	44,200	322	419	44,942
Total exports	1,284		288	1,572	80			80	145						1,429		288	1,717
Total sales	66,599	317	3,175	70,091	4,508		3	18	4,529	8,233	10,182		10,182	1,851	76,645	322	3,208	80,176
Total stock on hand	90,483	113	528	91,125	5,316		8	5,332	9,694	32			32	6	100,155	128	543	100,825

Weekly National Sales



Average Avocado Retail Prices - Brisbane



Average Avocado Retail Prices - Sydney



Average Avocado Retail Prices - Melbourne



Average Avocado Retail Prices - Perth

