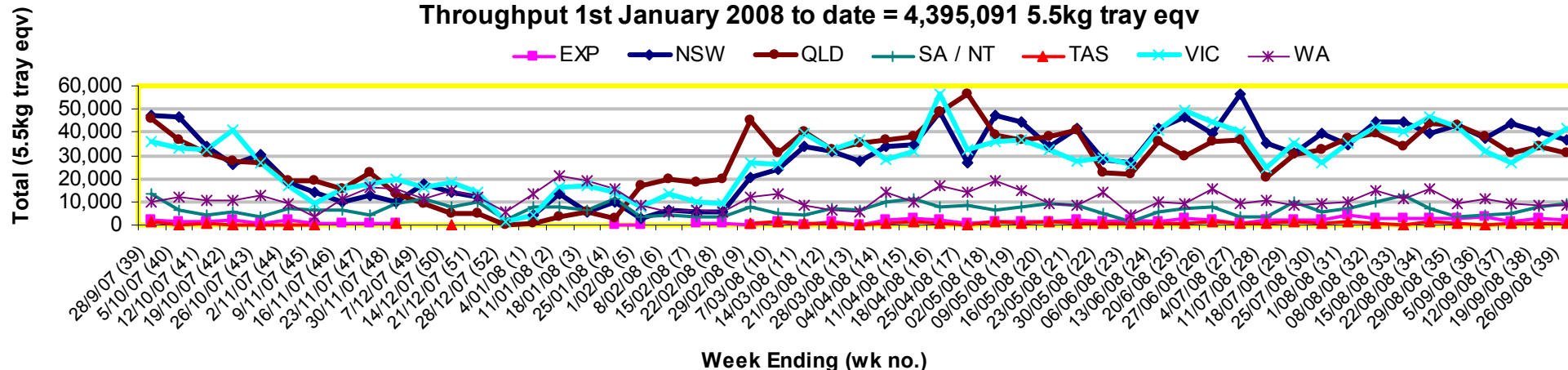


INFOCADO WEEKLY REPORT: 20th - 26th September 2008 (Wk 39)

Industry Dispatches 20th – 26th September 2008 (Wk 39)

Dest. State	5.5kg									5.5kg Total	Bulk 10Kg	P/PK Kg	Proc Kg	Other Kg	5.5Kg Eqv Trays All Total
	<16	16	18	20	22	23	25	28	28+						
EXP				10		296	169	946	526	1,947	126				2,176
NSW	588	2,577	4,816	7,511	1,073	4,720	3,329	1,626	369	26,609	5,076	3,474		600	36,579
QLD	194	2,036	5,422	5,795	674	4,851	4,723	2,350	91	26,136	1,907	7,163	300	830	31,111
SA / NT	166	160	646	2,960	72	1,020	1,399	1,293		7,716	989				9,514
TAS							593			593					593
VIC	879	4,257	13,158	7,010	567	4,550	1,438	1,172	138	33,169	4,173	4,351			41,547
WA	20	123	448	1,392		2,429	1,750	1,195		7,357	778				8,772
Total	1,847	9,153	24,490	24,678	2,386	17,866	13,401	8,582	1,124	103,527	13,049	14,988	300	1,430	130,292

Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,395,091 5.5kg tray eqv

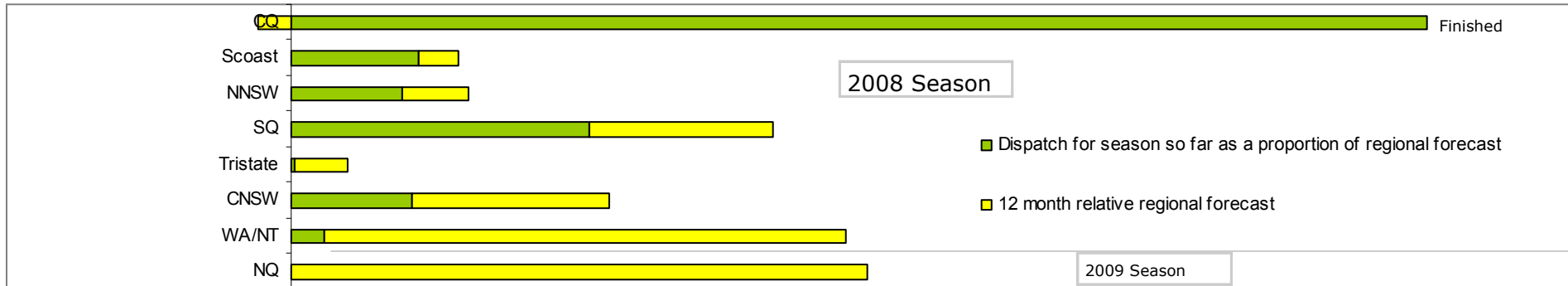


Comments from the CEO

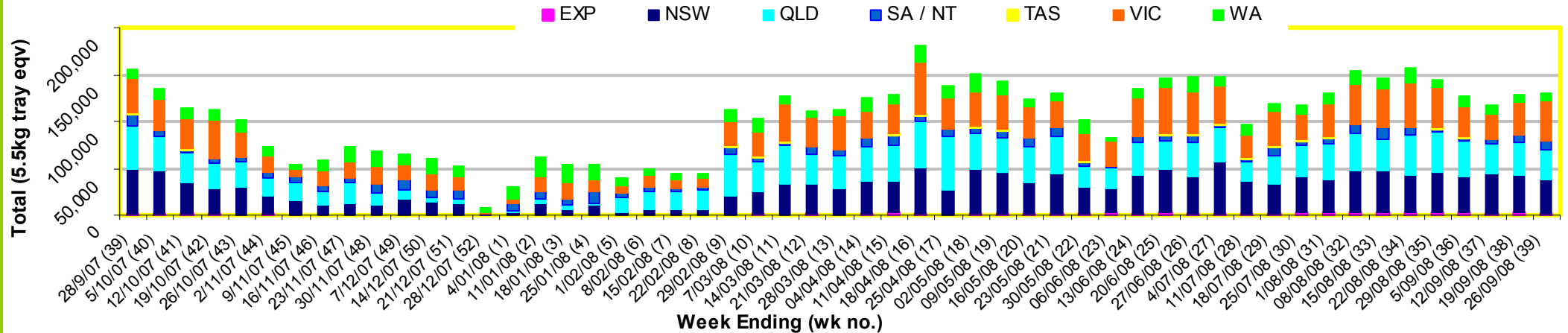
- Total dispatches for week 39 were very similar to week 38 although there was more fruit sent to Victoria and less to Qld and NSW.
- In the last couple of weeks there has been frost affected fruit dispatched to the wholesale market which has impacted on fruit quality. It is important that packhouses advise their wholesalers of weather events which may impact on quality to give wholesalers the information they need to move that fruit more quickly through the system and ensure it is held as stock on hand for the shortest possible time.
- The Central Queensland season has now finished.
- Please note: In the percentage dispatched by region graph at the top of page 3, if you compare the Sunshine Coast graph with last week it looks as though total dispatches are now less than they were last week. This is because there was more fruit than previously forecast from this region in September and forecasts have now been updated.
- The price data on page 5 reports the average price (for loose avocados) for each of the listed cities over 16 stores in each city. This includes major retailers as well as independent fruit shops. This week however the Perth price is reflective only of the average major supermarket price.
- Have you seen the new McDonalds Avocado Promotion? Go to www.mcdonalds.com.au/



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



Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,395,091 5.5kg tray eqv



Week 39 contributors—Packhouses

- | | |
|---------------------------|--------------------------------|
| Avowest | Mountain Fresh |
| Balmoral Orchard | Mt Binga Orchards Pty Ltd |
| Blackboy Ridge Pty Ltd | Natures Fruit Company |
| C F Fechner | One Harvest |
| Chinoola Orchards | Perseverance Farming Co |
| Coastal Avocados | RM & KL Cornwall |
| DG & CJ Kafer | Rob Farnsworth Pty Ltd |
| Googa Farms | Summerland House With No Steps |
| Green Nugget Orchards | Sunfresh |
| Green Pear Avocado | Sunnyspot Packhouse PL |
| I & A Tolson | Sunrise Avocados |
| Jirel Holdings | Tenterfield Fruit Packers |
| Kulnura Ambrosia Avocados | The Avocado Grove |
| Midcoast Avocados | Touchwood Farming |

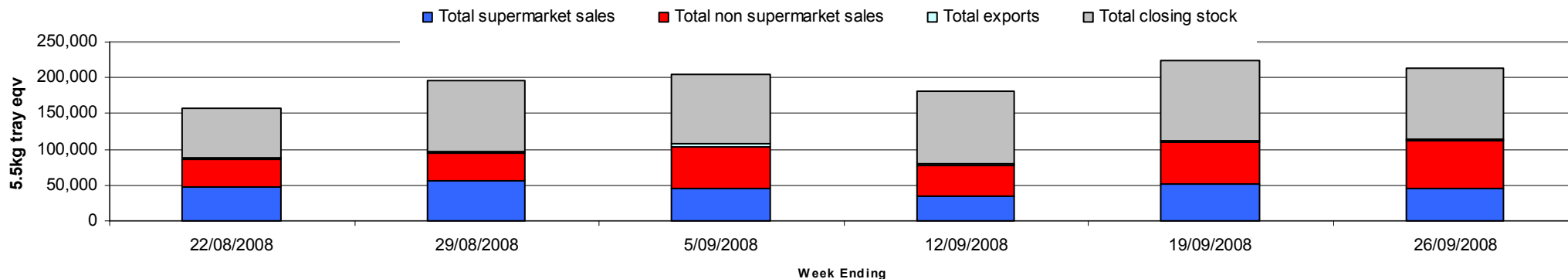
Week 39 contributors—Wholesalers

- | | |
|-----------------------------------|-------------------------------------|
| Allcrops Pty Ltd (Sydney) | Premier Fruits Pty Ltd (Brisbane) |
| Costa Exchange Trading (Adelaide) | 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) |

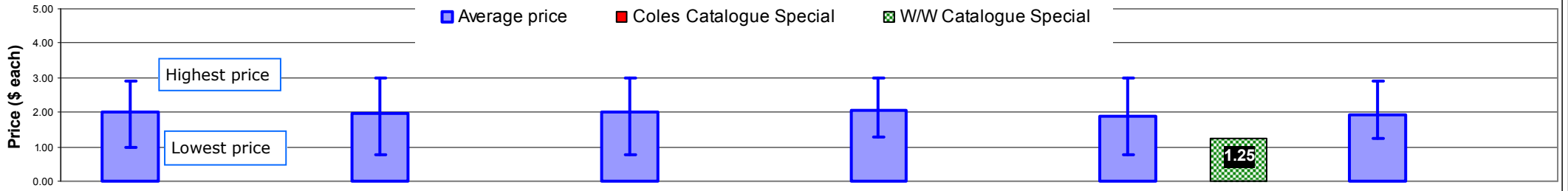
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	10,723			10,723	329			329	598	2,772		66	2,838	516	11,825		12	11,837
Total non supermarket sales	23,394			23,394	2,077			2,077	3,776						27,170			27,170
Total exports																		
Total sales	34,117			34,117	2,406			2,406	4,375	2,772		66	2,838	516	38,995		12	39,007
Total stock on hand	8,177			8,177	910			910	1,655						9,832			9,832
QLD																		
Total supermarket sales	9,085		588	9,673			50	50	91	3,492		737	4,229	769	9,720		813	10,533
Total non supermarket sales	17,195		1,301	18,496	608		394	1,002	1,822						18,300		2,017	20,318
Total exports	1,947			1,947	126			126	229						2,176			2,176
Total sales	28,227		1,889	30,116	734		444	1,178	2,142	3,492		737	4,229	769	30,196		2,830	33,026
Total stock on hand	44,607		2,157	46,764	1,026		319	1,345	2,445						46,473		2,737	49,209
SA & TAS																		
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	6,728		143	6,871	360			360	655	126			126	23	7,405		143	7,548
Total stock on hand #																		
VIC																		
Total supermarket sales	13,799		59	13,858	937			937	1,704	4,224			4,224	768	16,271		59	16,330
Total non supermarket sales	7,155	192	70	7,417	1,485			1,485	2,700	18			18	3	9,858	192	70	10,120
Total exports																		
Total sales	20,954	192	129	21,275	2,422			2,422	4,404	4,242			4,242	771	26,129	192	129	26,450
Total stock on hand	23,698	169	88	23,955	2,323		46	2,369	4,307						27,922	169	172	28,263
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	6,032			6,032	738		4	742	1,349						7,374		7	7,381
Total stock on hand #																		
TOTAL																		
Total supermarket sales	39,008		710	39,718	1,277		50	1,327	2,413	10,614		803	11,417	2,076	43,260		947	44,207
Total non supermarket sales	55,103	192	1,451	56,745	5,257		4	394	5,655	18			18	3	64,664	199	2,167	67,030
Total exports	1,947			1,947	126			126	229						2,176			2,176
Total sales	96,058	192	2,161	98,410	6,660		4	444	7,108	12,924		803	11,435	2,079	110,100	199	3,114	113,413
Total stock on hand	84,855	169	4,014	89,039	5,408		480	5,888	10,705	96			96	17	94,706	169	4,887	99,762

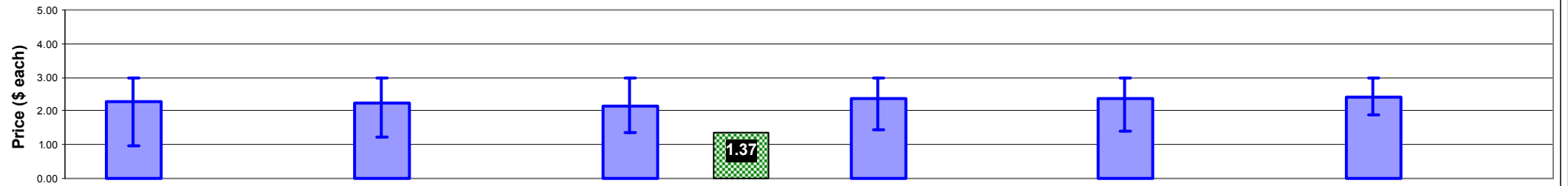
Weekly National Sales



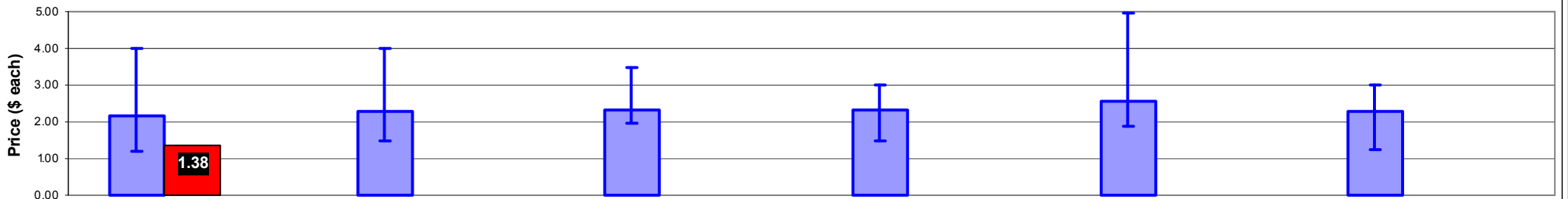
Average Avocado Retail Prices - Brisbane



Average Avocado Retail Prices - Sydney



Average Avocado Retail Prices - Melbourne



Average Avocado Retail Prices - Perth

