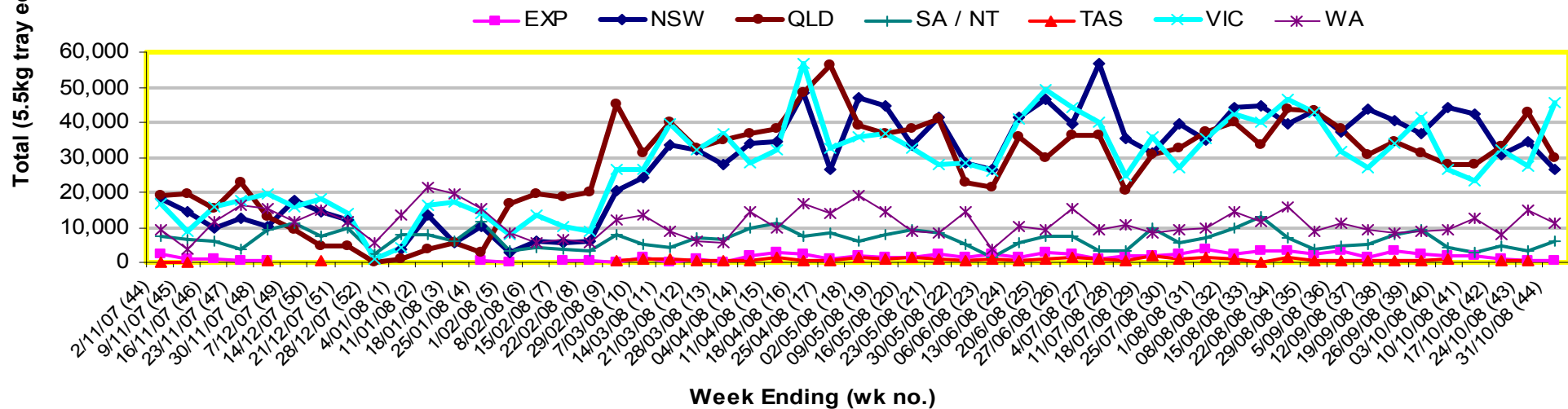


INFOCADO WEEKLY REPORT: 25th—31st October 2008 (Wk 44)

Industry Dispatches 25th - 31st October 2008 (Wk 44)

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								394	182	576	62				689
NSW	576	2,499	3,480	3,529	589	4,174	2,847	1,589	482	19,765	3,178	5,596			26,560
QLD	531	491	2,736	5,707	347	4,141	5,581	1,890	64	21,488	2,259	17,032	600	5,150	29,737
SA / NT	67	130	194	1,376	186	1,657	669	661		4,940	564				5,965
VIC	139	4,209	10,573	9,640	1,436	5,571	2,773	1,766	70	36,177	5,138				45,519
WA		61	715	1,644		2,640	2,149	1,640		8,849	1,383				11,364
Total	1,313	7,390	17,698	21,896	2,558	18,183	14,019	7,940	798	91,795	12,584	22,628	600	5,150	119,834

Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,973,568 5.5kg tray eqv

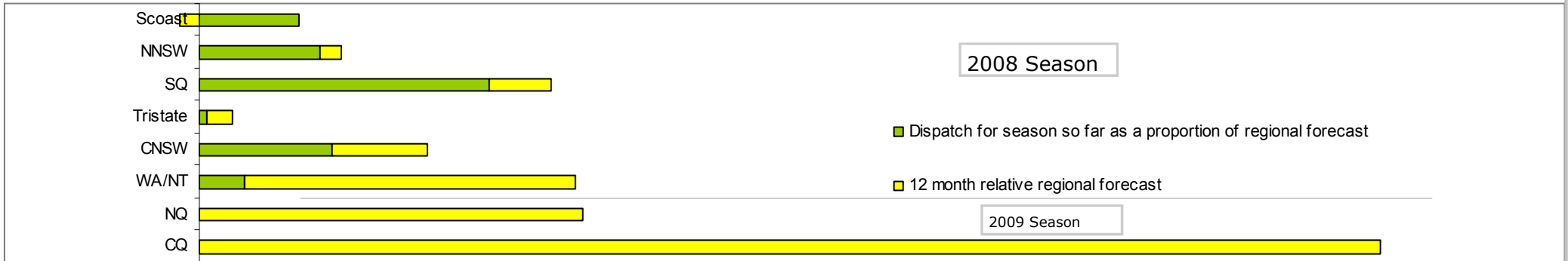


Comments from the CEO

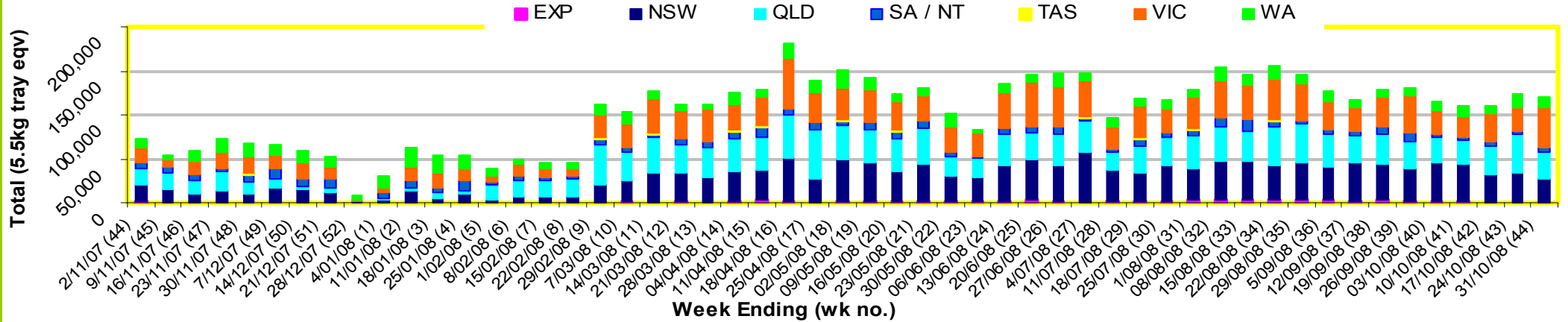
- Sales of direct Australian fruit and from the wholesale markets were down last week on previous weeks, especially in NSW and Victoria and stock on hand was slightly higher
- There are catalogue specials this week in Coles in Brisbane and Melbourne and in Woolworths in Sydney.
- There are New Zealand avocados in major supermarkets and independent chains in Sydney and Melbourne
- The four week forecast needs more importance placed on entering estimates. This section of the reporting system will be essential in ensuring the 2009 season runs as smoothly as possible.



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



Throughput Australian avocados by destination State
Throughput 1st January 2008 to date = 4,973,568 5.5kg tray eqv



Week 44 contributors—Packhouses

- | | |
|--------------------------------------|--------------------------------|
| Advance Packing & Marketing Services | Kulnura Ambrosia Avocados |
| Avonova | Merrinee Farms |
| Avowest | Midcoast Avocados |
| Balmoral Orchard | Mt Binga Orchards Pty Ltd |
| C F Fechner | Natures Fruit Company |
| Chinoola Orchards | One Harvest |
| Chislett Developments Pty Ltd | Perseverance Farming Co |
| Coastal Avocados | Rob Farnsworth Pty Ltd |
| Delroy Orchards | Summerland House With No Steps |
| DG & CJ Kafer | Sunfresh |
| Green Nugget Orchards | Sunrise Avocados |
| Green Pear Avocado | Tam MT Farm Management |
| I & A Tolson | Tenterfield Fruit Packers |
| Jirel Holdings | The Avocado Grove |

Week 44 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) | Tilbrook Marketing Pty Ltd (Sydney) |
| Murray Bros (Brisbane) | |

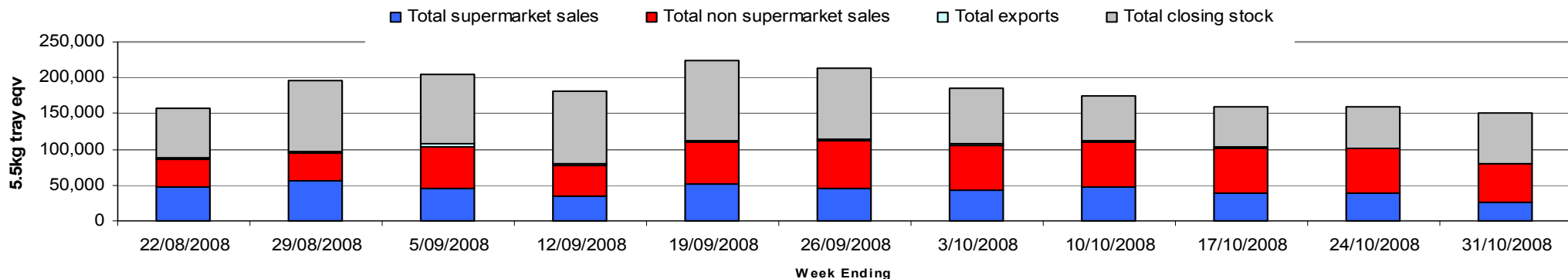
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	1,502			1,502	146			146	265	5,214			5,214	948	2,715			2,715
Total non supermarket sales	16,356			16,356	1,779			1,779	3,235						19,591			19,591
Total exports	254			254											254			254
Total sales	18,112			18,112	1,925			1,925	3,500	5,214			5,214	948	22,560			22,560
Total stock on hand	9,891			9,891	378			378	687						10,578			10,578
QLD																		
Total supermarket sales	16,037			16,037	52			52	95	4,422			4,422	804	16,935			16,935
Total non supermarket sales	12,524		15	12,539	8		2	10	18						12,539		19	12,557
Total exports	576			576	62			62	113						689			689
Total sales	29,137		15	29,152	122		2	124	225	4,422			4,422	804	30,163		19	30,181
Total stock on hand	28,756			28,756											28,756			28,756
SA & TAS																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	4,083		289	4,372	677		24	701	1,275	96			96	17	5,331		333	5,664
Total stock on hand #																		
VIC																		
Total supermarket sales	1,813			1,813	543			543	987					2,800			2,800	
Total non supermarket sales	7,932		272	8,204	783			783	1,424	12			12	2	9,358		272	9,630
Total exports																		
Total sales	9,745		272	10,017	1,326			1,326	2,411	12			12	2	12,158		272	12,430
Total stock on hand	15,272	93		15,365	981			981	1,784						17,056	93		17,149
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	6,838			6,838	1,272			1,272	2,313						9,150			9,150
Total stock on hand #																		
TOTAL																		
Total supermarket sales	22,730			22,730	763			763	1,387	9,732			9,732	1,769	25,887			25,887
Total non supermarket sales	44,354		576	44,930	4,497		26	4,523	8,224	12			12	2	52,532		623	53,156
Total exports	830			830	62			62	113						943			943
Total sales	67,914		576	68,490	5,322		26	5,348	9,724	9,744			9,744	1,772	79,362		623	79,985
Total stock on hand	62,515	93	409	63,017	3,917			3,917	7,122	272			272	49	69,687	93	409	70,189

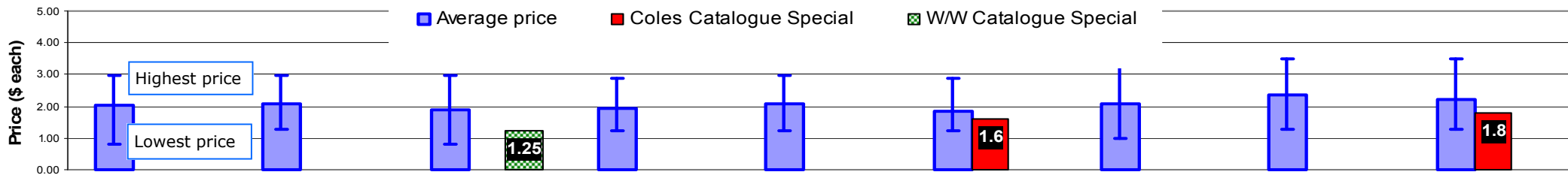
Detail not included because currently not enough SA wholesale data in the system

Detail not included because currently not enough WA wholesale data in the system

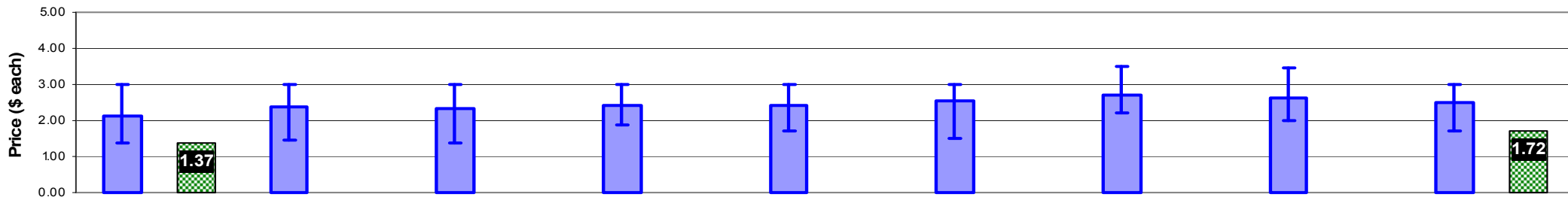
Weekly National Sales



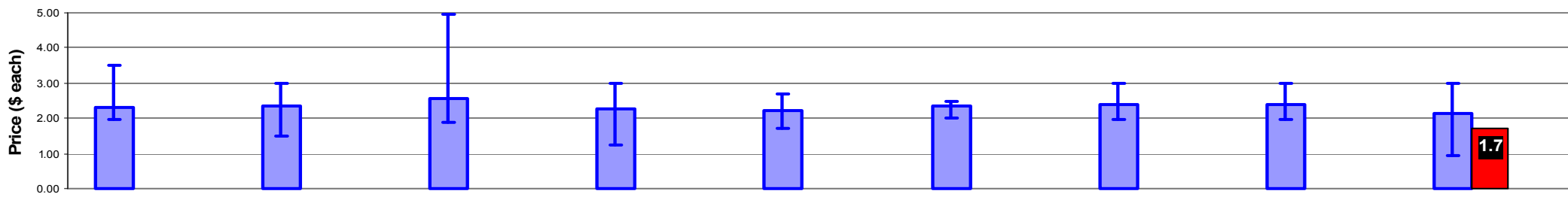
Average Avocado Retail Prices - Brisbane



Average Avocado Retail Prices - Sydney



Average Avocado Retail Prices - Melbourne



Average Avocado Retail Prices - Perth

