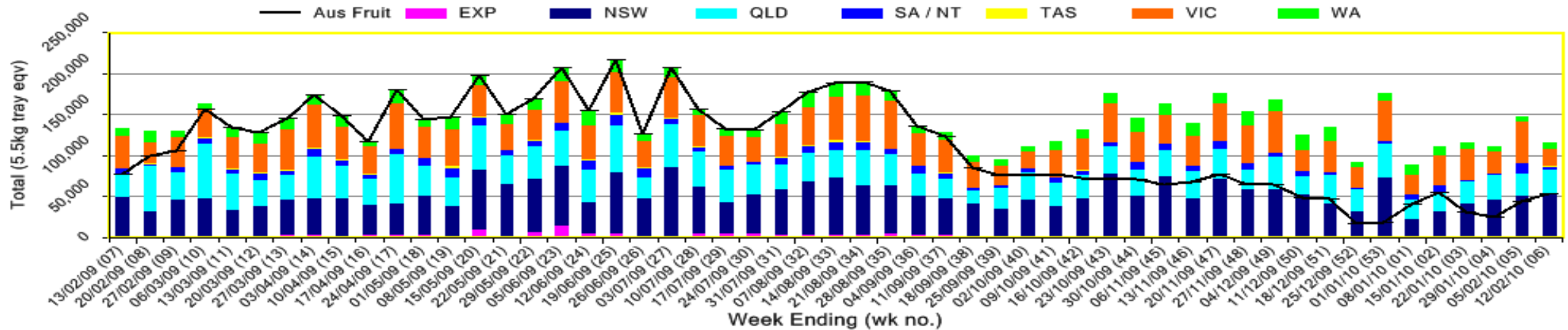


INFOCADO WEEKLY REPORT: 6th - 12th February 2010 (Wk 6)

Industry Dispatches 6th February - 12th February 2010 (Wk 6)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	5.5Kg Eqv	
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Total		
EXP									870	435	1,305				1,305
NSW	10	1,762	5,400	9,415	1,664	8,820	13,035	3,668	3,992	47,766	1,542			50,570	
QLD		669	2,247	4,468	563	4,619	7,765	4,508	1,860	26,699	2,297	2,695		31,365	
SA / NT				152		1,524	393	183		2,252	381	2,500		3,400	
TAS						247				247				247	
VIC		561	2,101	3,581	492	3,473	4,953	2,681	1,775	19,617	1,334			22,042	
WA		98	279	1,474	20	1,399	1,249	506	47	5,072	809	2,500		6,998	
Total	10	3,090	10,027	19,090	2,739	20,082	27,395	12,416	8,109	102,958	6,363	7,695		115,926	

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 868,429 5.5kg tray eqv



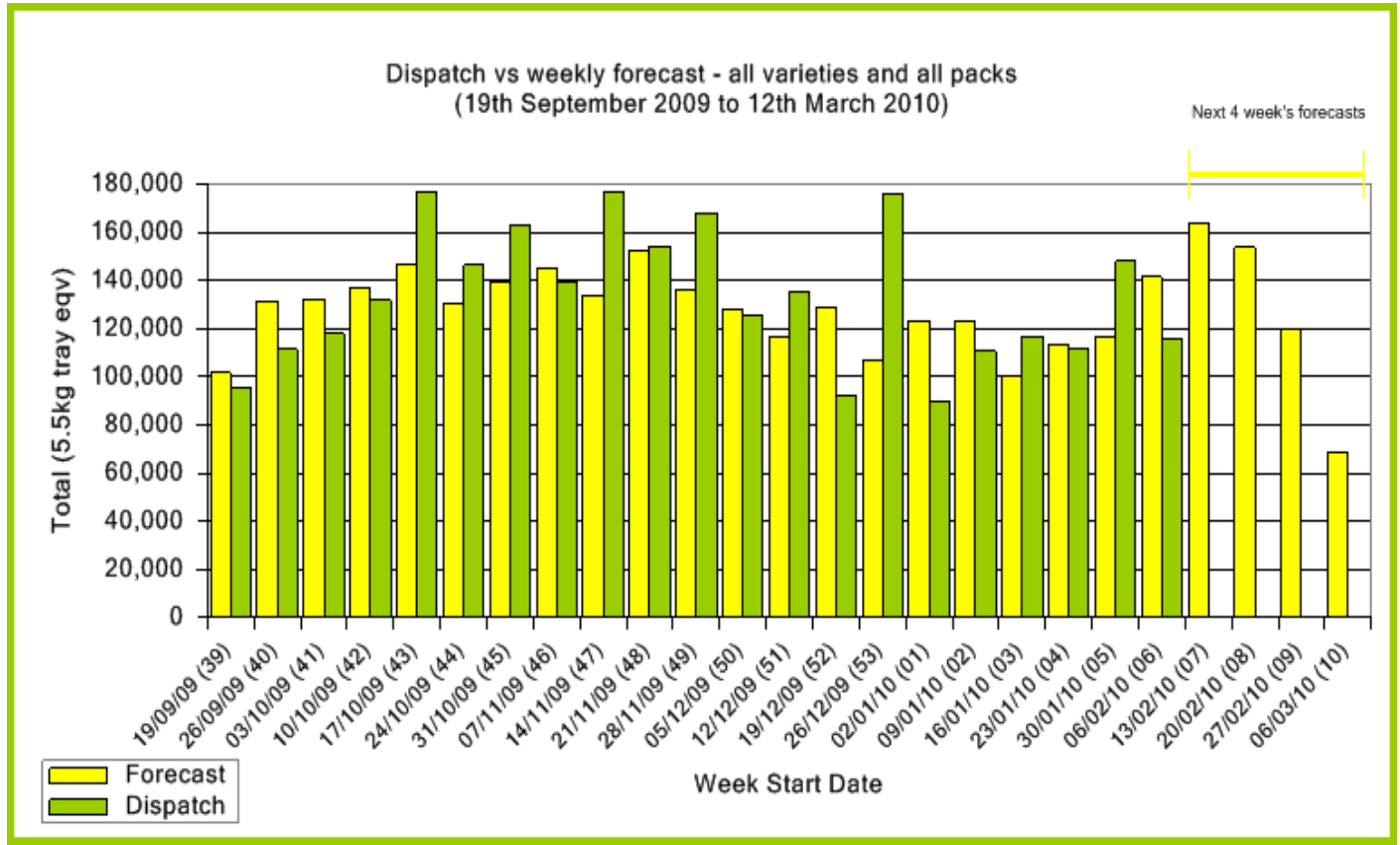
Comments from the CEO

- The shortfall in dispatches compared to last week's forecast is predominantly due to lower than forecast New Zealand imports.
- Forecasts for Shepard avocados will increase for the weeks coming into March as forecast data from Central Queensland is included in the figures for next week's report.
- After 7 weeks of very low levels of stock on hand at the wholesale level, levels have increased in the last week.



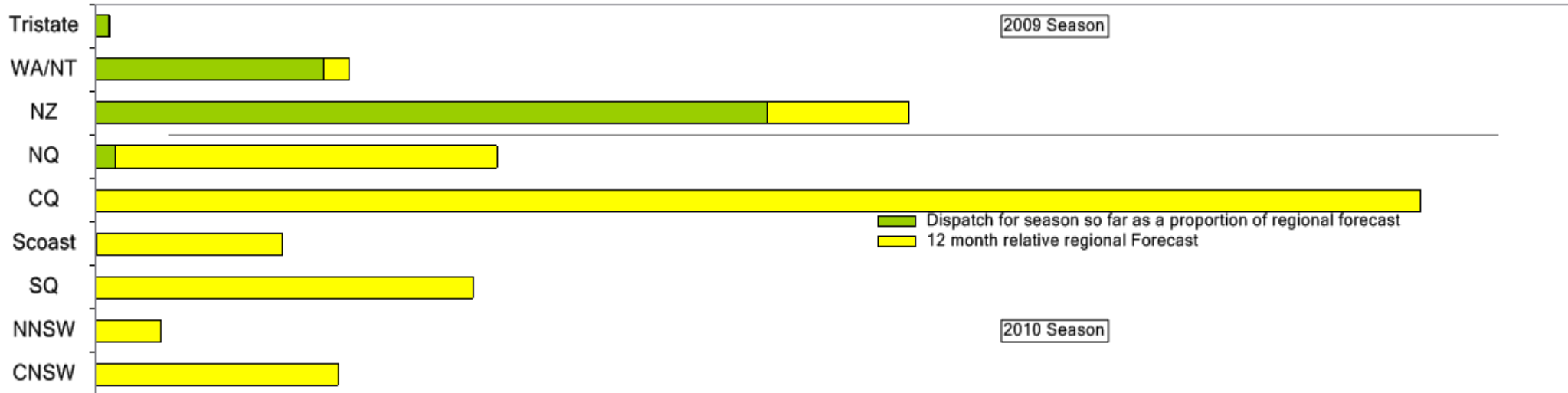
Forecast Data (Week 6 - 10)					
Variety	Trays - Total	Bulk	P/Pk	Proc	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	5.5Kg Eqv
Week 6 - begin 06/02/2010					
Hass	99,939	1,350	6,000		103,485
Shepard	31,789	3,400			37,971
Week Total	131,728	4,750	6,000		141,455
Week 7 - begin 13/02/2010					
Hass	93,965	1,100	2,500		96,420
Reed	3,000				3,000
Shepard	54,062	5,270	5,000		64,553
Week Total	151,027	6,370	7,500		163,973
Week 8 - begin 20/02/2010					
Hass	75,746	116	2,500		76,412
Shepard	65,213	2,920	38,000		77,431
Week Total	140,959	3,036	40,500		153,843
Week 9 - begin 27/02/2010					
Hass	69,527	116	2,500		70,193
Shepard	43,447	2,962	5,000		49,741
Week Total	112,973	3,078	7,500		119,933
Week 10 - begin 06/03/2010					
Hass	35,032	16			35,061
Shepard	29,333	1,600	7,000	1,000	33,697
Week Total	64,365	1,616	7,000	1,000	68,758

Green shading indicates dispatch data				Yellow shading indicates forecast data	
Dispatch Data (Week 6 - begin 6/02/2010)					
Variety	Trays	Bulk	P/PK	5.5Kg Eqv	
	5.5Kg Eqv	10Kg	Kg	Total Trays	
Hass	75,660	1,459	5,000	79,222	
Shepard	27,298	4,904	2,695	36,704	
Total	102,958	6,363	7,695	115,926	

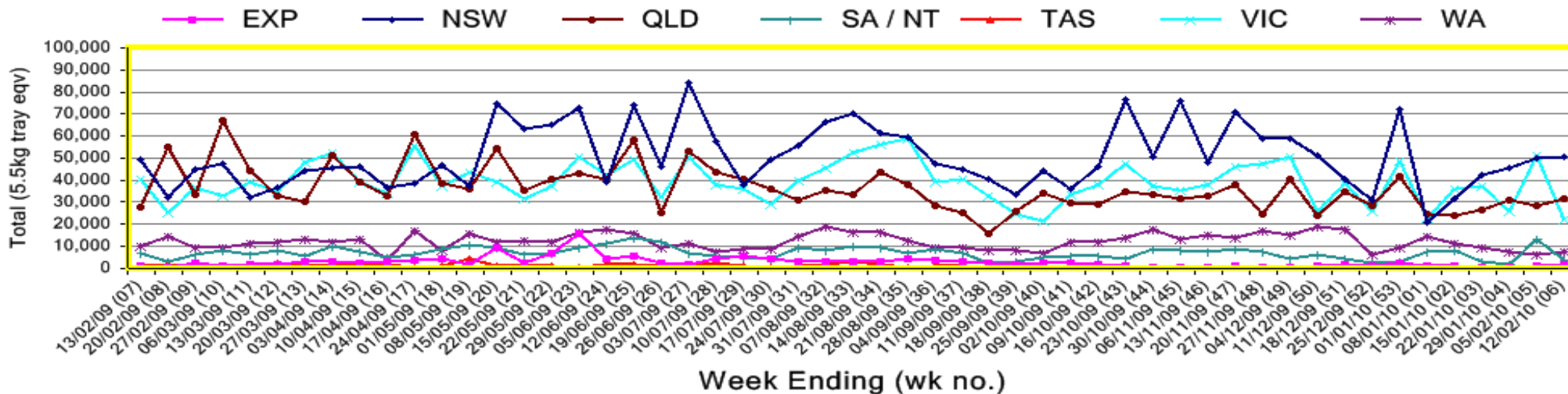


New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	168,045			1,681,894
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	40,526					207,981
Total	7,246	85,436	408,840	439,382	388,022	439,691	168,045			1,9236,662

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



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 868,429 5.5kg tray eqv



Week 6 contributors - Packhouses

- | | |
|--|-----------------------------|
| Advance Packing & Marketing Services P/L | Lavers Orchards |
| NZ Avocado Industry Council | Lone Gum Avocados |
| Avocados With Altitude Pty Ltd | One Harvest |
| Battistin Orchards | Theart Farming Pty Ltd |
| Delroy Orchards | Tinaroo Falls Avocado Trust |
| Gunnado Farm | VP & EA Farrell |
| Hilltop Mareeba | Willow Creek |
| ID & AM Leighton | Zanfar Pty Ltd |

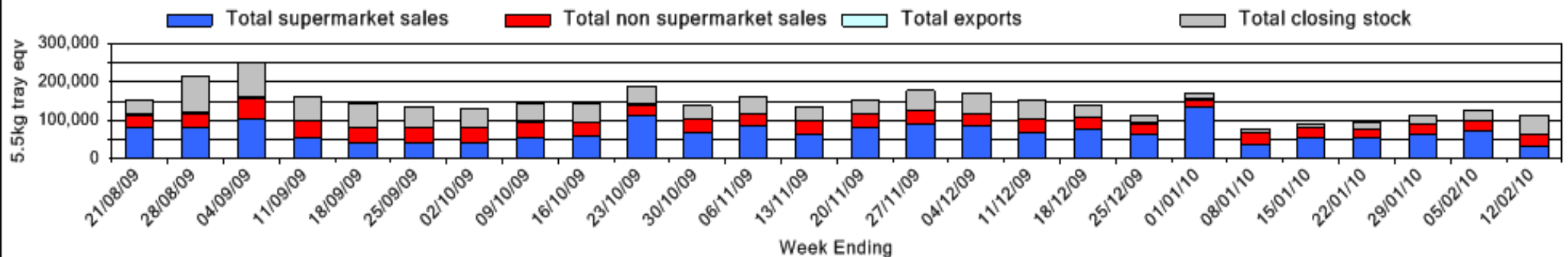
Week 6 contributors - Wholesalers

- | | |
|---------------------------------------|---------------------------------|
| Costa Exchange Trading (Adelaide) | Sculli & Co Pty Ltd (Melbourne) |
| Dykes Bros (Melbourne) | The La Manna Group (Adelaide) |
| Etherington (Perth) | The La Manna Group (Brisbane) |
| Murray Bros (Brisbane) | The La Manna Group (Melbourne) |
| Quality Produce International (Perth) | United Fresh (Adelaide) |

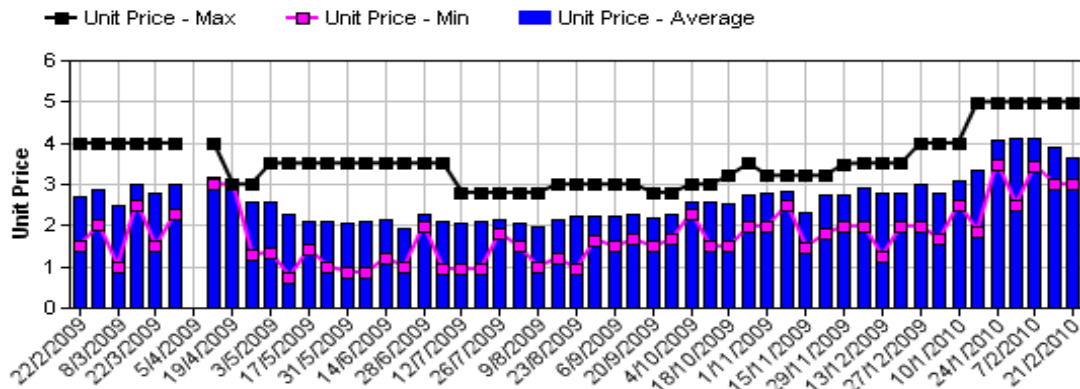
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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																		
Total non supermarket sales																		
Total exports	# Data set not included because not enough NSW wholesalers contributed data this week																	
Total sales																		
Total Stock on Hand																		
QLD																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports	# Full data set not included because not enough QLD wholesalers contributed data this week																	
Total sales	19,799	1,989		21,788		288		288	524		2,695		2,695	490	19,799	3,003		22,802
Total Stock on Hand																		
SA & TAS																		
Total supermarket sales	2,268			2,268						2,500			2,500	455	2,722			2,722
Total non supermarket sales	3,318		47	3,365	448		13	461	838						4,133		71	4,203
Total exports																		
Total sales	5,586		47	5,633	448		13	461	838	2,500			2,500	455	6,855		71	6,925
Total Stock on Hand	2,354		743	3,097	0		40	0	40						2,227		816	3,137
VIC																		
Total supermarket sales	4,140			4,140											4,140			4,140
Total non supermarket sales	6,381	217		6,598	964			964	1,753						8,134	217		8,351
Total exports																		
Total sales	10,521	217		10,738	964			964	1,753						12,274	217		12,491
Total Stock on Hand	13,128	655		13,783	489			489	889						14,017	655		14,672
WA																		
Total supermarket sales																		
Total non supermarket sales																		
Total exports																		
Total sales	3,671		10	3,681	906			906	1,647	2,500			2,500	455	5,773		10	5,783
Total Stock on Hand																		
Total																		
Total supermarket sales	30,439	1,632		32,070	138	288		426	775	5,000	2,695		7,695	1,399	31,599	2,645		34,244
Total non supermarket sales	25,473	283	57	25,813	2,180		13	2,193	3,987						29,437	283	81	29,801
Total exports	865	440		1,305											865	440		1,305
Total sales	56,777	2,355	57	59,189	2,318	288	13	2,619	4,762	5,000	2,695		7,695	1,399	61,901	3,368	81	65,349
Total Stock on Hand	44,478	655	743	45,876	1,586		40	1,626	2,956						47,361	655	816	48,832

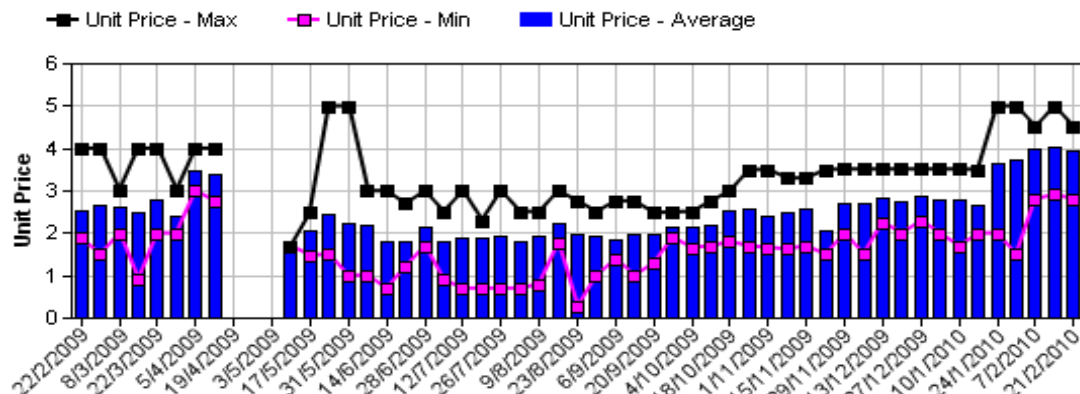
Weekly National Sales



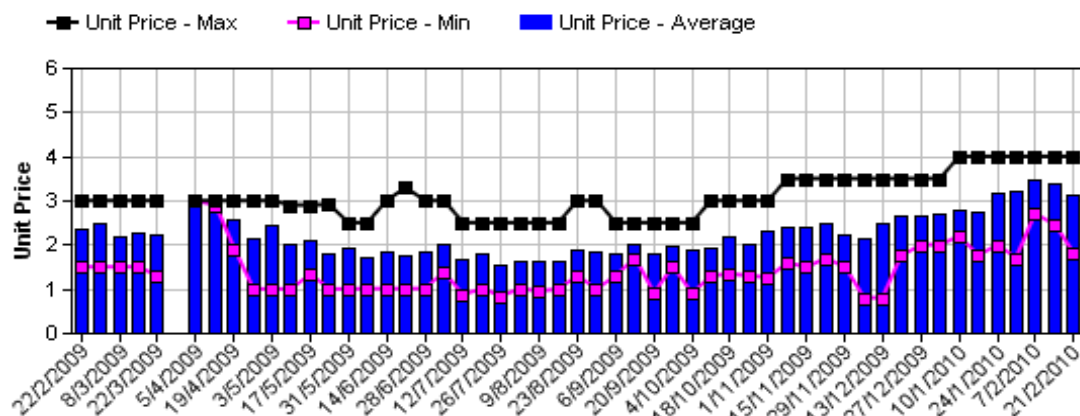
Hass Avocado Average Retail Prices - Sydney



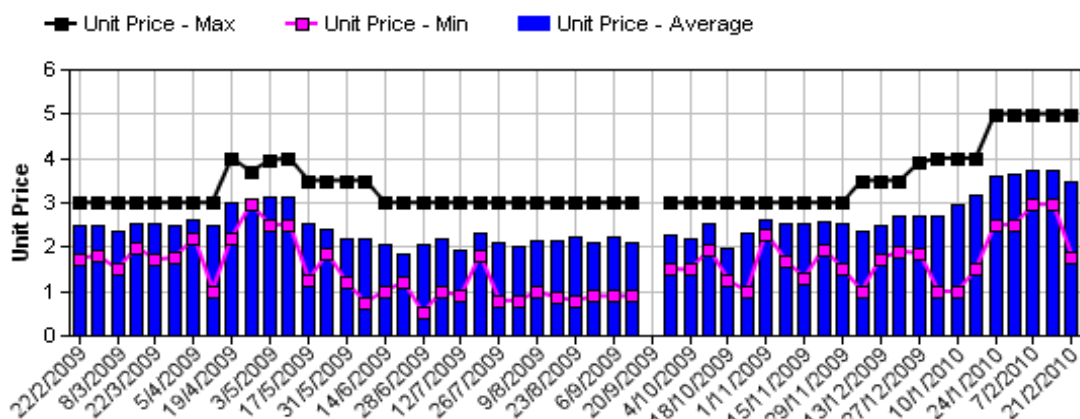
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 15th February 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
IC	Hass	225	2.00	Store	NZ
IC	Hass	165	2.50	No	NZ
Foodworks	Hass	180	2.79	No	NS
I	Hass	220	2.99	No	Aus
I	Hass	246	2.99	No	Aus
I	Hass	246	2.99	No	Aus
I	Hass	260	2.99	No	Aus
Woolworths	Hass	275	3.45	No	Mixed
Woolworths	Hass	290	3.45	No	Mixed
Woolworths	Hass	260	3.45	No	Mixed
Coles	Hass	275	3.48	No	NZ
Coles	Hass	300	3.48	No	NZ
Coles	Hass	265	3.48	No	NZ
Coles	Hass	265	3.48	No	NZ
IC	Hass	245	3.49	No	NZ
IC	Hass	280	3.49	No	Aus
IGA	Hass	295	3.49	No	Aus
IC	Hass	300	3.50	No	NZ
IGA	Hass	270	3.79	No	NZ
I	Hass	285	3.99	No	Aus
I	Hass	300	3.99	No	Aus
Foodworks	Hass	280	3.99	No	NS
I	Hass	245	4.99	Store	Aus
I	Hass	320	4.99	No	Aus
BRISBANE					
IGA	Hass	180	1.79	Store	NS
I	Hass	150	2.69	No	NZ
I	Shepard	170	2.69	Store	Aus
Woolworths	Shepard	225	2.96	No	Aus
Coles	Hass	260	2.99	No	NZ
IGA	Hass	280	2.99	No	Aus
I	Shepard	265	2.99	No	Aus
IC	Hass	140	2.99	No	Aus
I	Hass	140	2.99	No	Aus
I	Shepard	160	2.99	Store	Aus
Coles	Hass	275	2.99	No	NZ
Coles	Hass	220	2.99	No	NZ
IC	Shepard	120	2.99	No	Aus
Woolworths	Shepard	220	3.42	No	Aus
IGA	Hass	245	3.48	No	NZ
Woolworths	Shepard	245	3.48	No	Aus
I	Hass	270	3.49	Store	Aus
I	Reed	380	3.69	No	Aus
IC	Shepard	205	3.99	No	Aus
IC	Hass	200	3.99	No	Aus
I	Hass	240	3.99	Store	NS

Special Codes

Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Hass	245	1.99	Store	NS
I	Hass	230	2.80	No	NS
I	Hass	250	2.99	No	NS
I	Hass	285	3.89	No	NS
Coles	Hass	250	3.95	No	Mixed
Safeway	Hass	290	3.98	No	Mixed
Safeway	Hass	300	3.98	No	NS
Safeway	Hass	190	3.98	No	NZ
IC	Hass	295	3.98	No	NZ
Coles	Hass	275	3.98	No	Mixed
Coles	Hass	265	3.98	No	Mixed
I	Hass	270	3.99	No	NS
IGA	Hass	255	3.99	Store	NZ
I	Hass	280	4.49	No	NZ
I	Hass	315	4.50	No	NS
I	Hass	295	4.50	No	NS
PERTH					
I	Hass	135	0.99	No	Aus
Woolworths	Hass	170	1.77	Store	Aus
Woolworths	Hass	165	1.83	Store	Aus
I	Hass	290	2.95	No	Aus
I	Hass	225	2.99	No	Aus
I	Hass	240	2.99	No	Aus
I	Hass	220	2.99	No	Aus
IGA	Hass	290	3.49	No	Aus
IS	Hass	260	3.49	No	Aus
Woolworths	Hass	235	3.65	No	Aus
Woolworths	Hass	215	3.68	Store	Aus
Coles	Hass	200	3.98	No	Aus
Coles	Hass	235	3.98	No	Mixed
Coles	Hass	200	3.98	No	Aus
IGA	Hass	230	3.99	No	NS
IGA	Hass	260	4.19	No	Aus
I	Hass	270	4.49	No	Aus
IS	Hass	285	4.99	No	Aus

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets

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

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