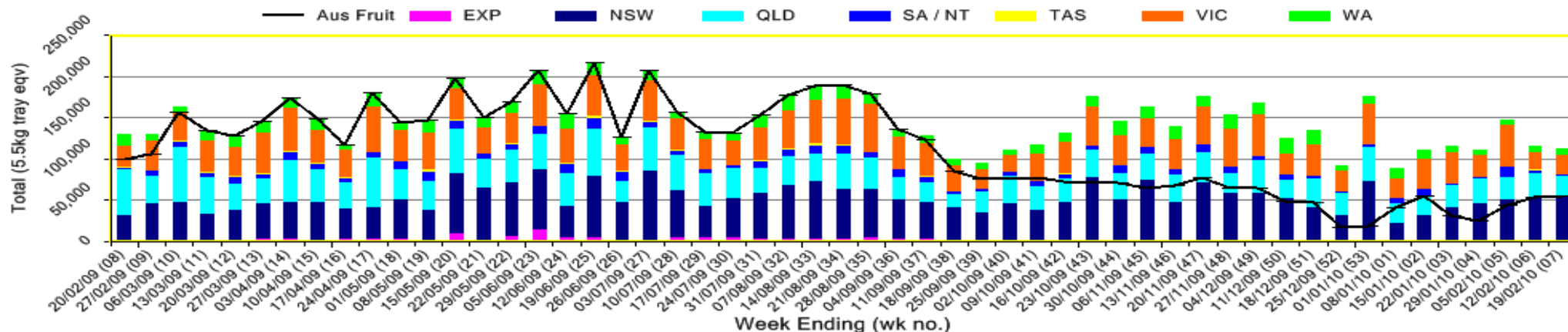


INFOCADO WEEKLY REPORT: 13th - 18th February 2010 (Wk 7)

Industry Dispatches 13th February - 19th February 2010 (Wk 7)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									105	105				105
NSW	1	1,734	5,931	11,206	547	10,801	13,167	3,633	5,377	52,397	1,564	3,927		55,955
QLD		361	1,309	2,441	452	2,388	8,240	4,001	772	19,964	1,243	6,710	900	23,608
SA / NT		157	193	298		112	40	22		822	14			847
TAS							401			401				401
VIC	5	333	2,228	5,426	263	4,914	3,718	2,746	855	20,488	1,842	4,345		24,627
WA	1	288	1,216	1,593		1,506	802	236	142	5,784	370	2,500		6,912
Total	7	2,873	10,877	20,964	1,262	19,721	26,368	10,743	7,146	99,961	5,033	17,482	900	112,455

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 980,884 5.5kg tray eqv



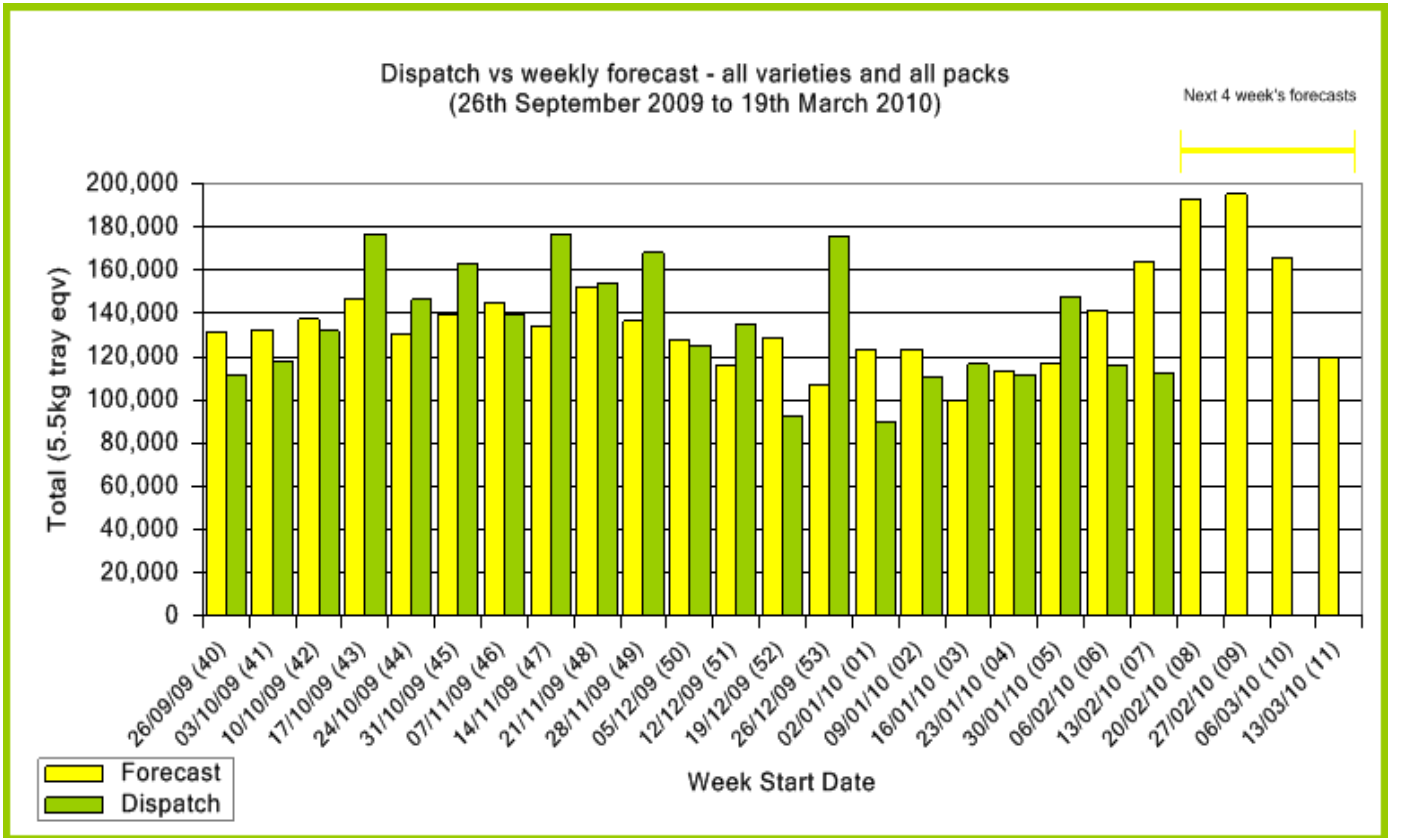
Comments from the CEO

- Average retail prices are starting to come down slightly however the somewhat significant drop in Sydney was due to a couple of Coles stores holding stores specials with NZ Hass.
- You will notice that there is Shepard showing up on page 6 as coming from New Zealand in one of the Brisbane stores. This has been reported as displayed in the store.
- Please note that Dry Matter results for this month will be sent in a separate report later today.



Forecast Data (Week 7 - 11)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
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	76,346	116	2,500			77,012
Reed	576					576
Shepard	97,065	7,234	28,000		2,000	115,673
Week Total	173,988	7,350	30,500		2,000	193,261
Week 9 - begin 27/02/2010						
Hass	69,727	76	2,500			70,320
Shepard	110,274	5,332	28,000			125,060
Week Total	180,001	5,408	30,500			195,379
Week 10 - begin 06/03/2010						
Hass	35,232	26				35,279
Shepard	117,842	3,900	30,000	1,000		130,570
Week Total	153,074	3,926	30,000	1,000		165,849
Week 11 - begin 13/03/2010						
Hass	20,022	26				20,069
Shepard	92,564	950	28,000			99,382
Week Total	112,586	976	28,000			119,452

Green shading indicates dispatch data			Yellow shading indicates forecast data		
Dispatch Data (Week 7 - begin 13/02/2010)					
Variety	Trays	Bulk	P/PK	Other	5.5Kg Eqv
	5.5Kg Eqv	10Kg	Kg	Kg	Total Trays
Hass	65,614	395	2,500		66,787
Reed	198	37			265
Shepard	34,149	4,601	14,982	900	45,402
Total	99,961	5,033	17,482	900	112,455



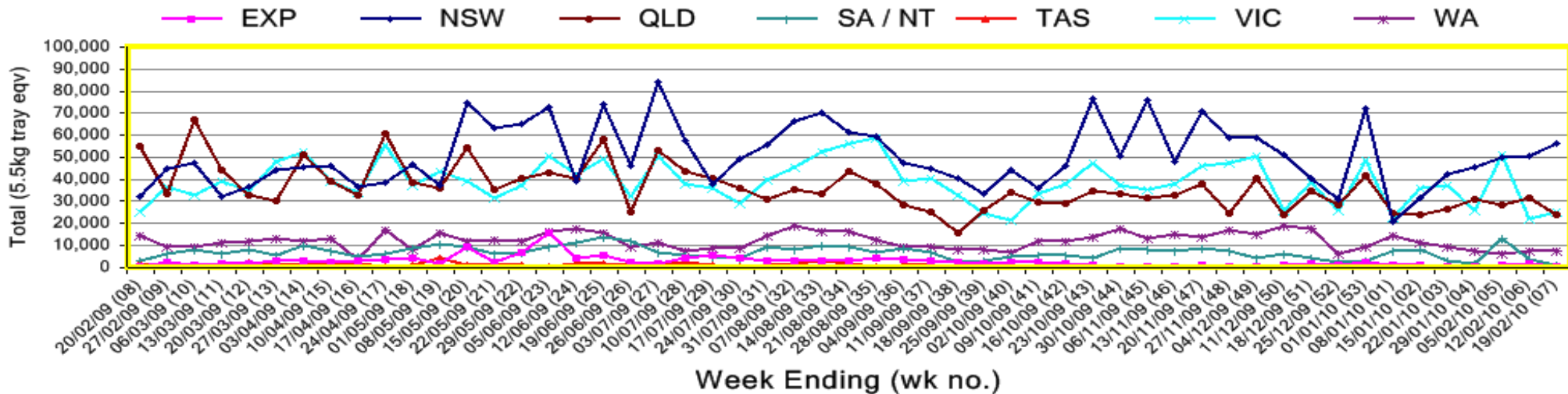
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009-April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	226,473			1,740,322
USA	2,727	15,090	22,787	6,183						46,787
Japan	4,519	28,746	64,348	69,842	45,244	14,154				207,981
Total	7,246	85,436	408,840	439,382	388,022	439,691	226,473			1,995,509

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

■ Dispatch for season so far as a proportion of regional forecast
■ 12 month relative regional Forecast



Throughput Australian & NZ avocados by destination state Throughput 1st January 2010 to date = 980,884 5.5kg tray eqv



Week 7 contributors - Packhouses

Advance Packing & Marketing Services P/L
 Avocados With Altitude Pty Ltd
 Battistin Orchards
 Delroy Orchards
 Gunnado Farm
 Hilltop Mareeba
 ID & AM Leighton
 Lavers Orchards
 Lone Gum Avocados

Natures Fruit Company
 NZ Avocado Industry Council
 One Harvest
 R & M Waterman
 Theart Farming Pty Ltd
 VP & EA Farrell
 Willow Creek
 Zanfar Pty Ltd

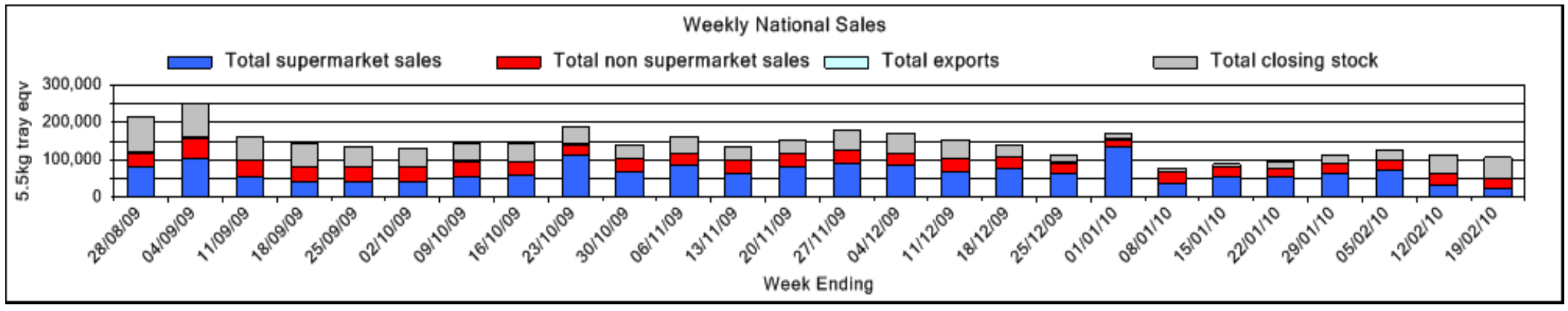
Week 7 contributors - Wholesalers

Dykes Bros (Melbourne)
 Etherington (Perth)
 Murray Bros (Brisbane)
 Quality Produce International (Perth)
 Sculli & Co Pty Ltd (Melbourne)

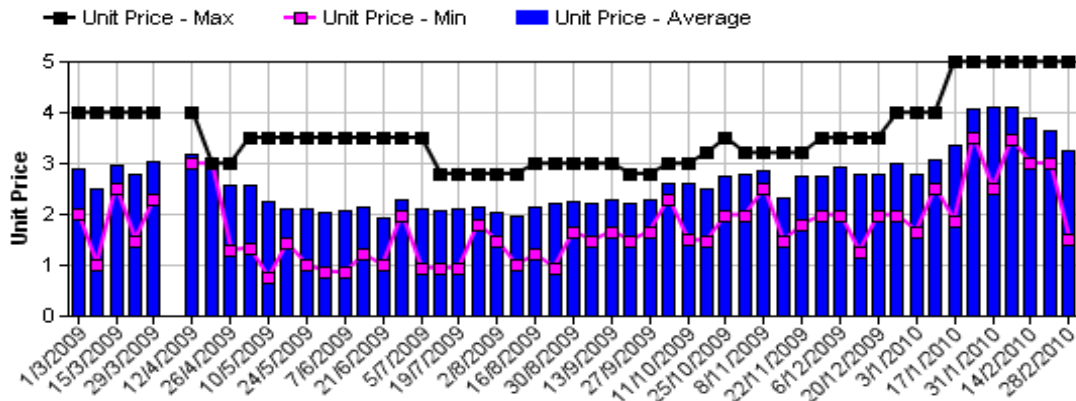
The La Manna Group (Adelaide)
 The La Manna Group (Brisbane)
 The La Manna Group (Melbourne)
 United Fresh (Adelaide)

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

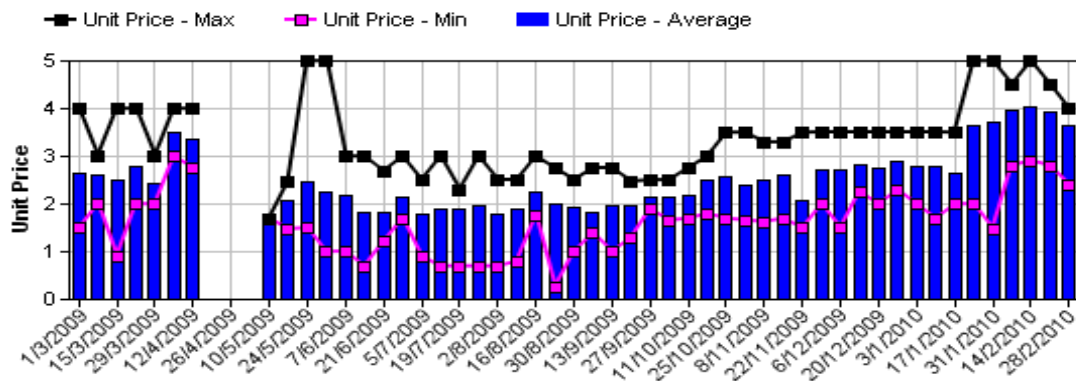
	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)						
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total			
NSW																					
Total supermarket sales																					
Total non 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	# Full data set not included because not enough QLD wholesalers contributed data this week																				
Total exports																					
Total sales	12,071	2,286		14,357									6,710		6,710	1,220	12,071	3,506	15,577		
Total Stock on Hand																					
SA & TAS																					
Total supermarket sales																					
Total non supermarket sales	# Full data set not included because not enough SA/Tas wholesalers contributed data this week																				
Total exports																					
Total sales	3,726		99	3,825	577		35	612	1,113								4,775		163	4,937	
Total Stock on Hand																					
VIC																					
Total supermarket sales	1,566	4,434		6,000									4,345		4,345	790	1,566	5,224		6,790	
Total non supermarket sales	6,765	1,487		8,252	1,036	96		1,132	2,058								8,649	1,662		10,311	
Total exports																					
Total sales	8,331	5,921		14,252	1,036	96		1,132	2,058				4,345		4,345	790	10,215	6,885		17,100	
Total Stock on Hand	11,469	1,677		13,146	328	128		456	829								12,065	1,910		13,975	
WA																					
Total supermarket sales																					
Total non supermarket sales	# Full data set not included because not enough WA wholesalers contributed data this week																				
Total exports																					
Total sales	3,608			3,608	887			887	1,613				2,500		2,500	455	5,676			5,676	
Total Stock on Hand																					
Total																					
Total supermarket sales	12,445	8,232		20,677	126			126	229				2,500	14,982		17,482	3,179	13,129	10,956	24,084	
Total non supermarket sales	22,159	1,651	99	23,909	2,374	96	35	2,505	4,555								26,475	1,826	163	28,464	
Total exports	105			105													105			105	
Total sales	34,709	9,883	99	44,691	2,500	96	35	2,631	4,784				2,500	14,982		17,482	3,179	39,709	12,782	163	52,653
Total Stock on Hand	47,490	3,575	640	51,705	1,582	192	5	1,779	3,235								50,366	3,924	649	54,939	



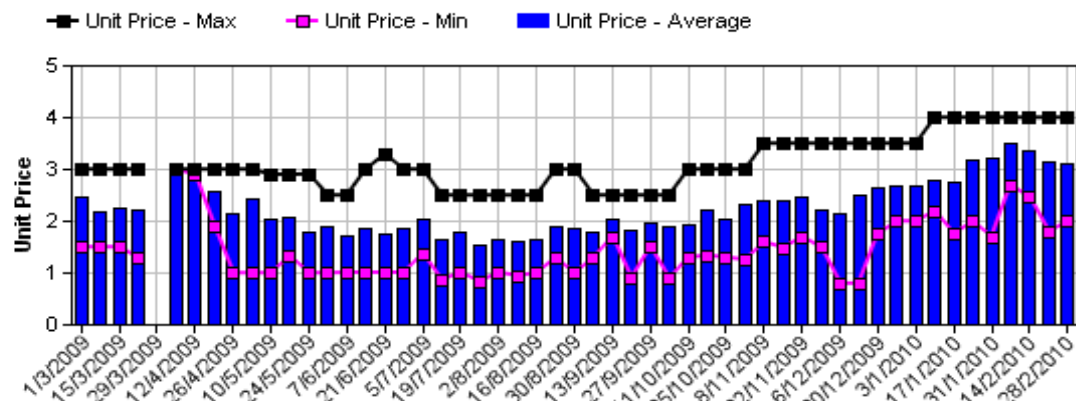
Hass Avocado Average Retail Prices - Sydney



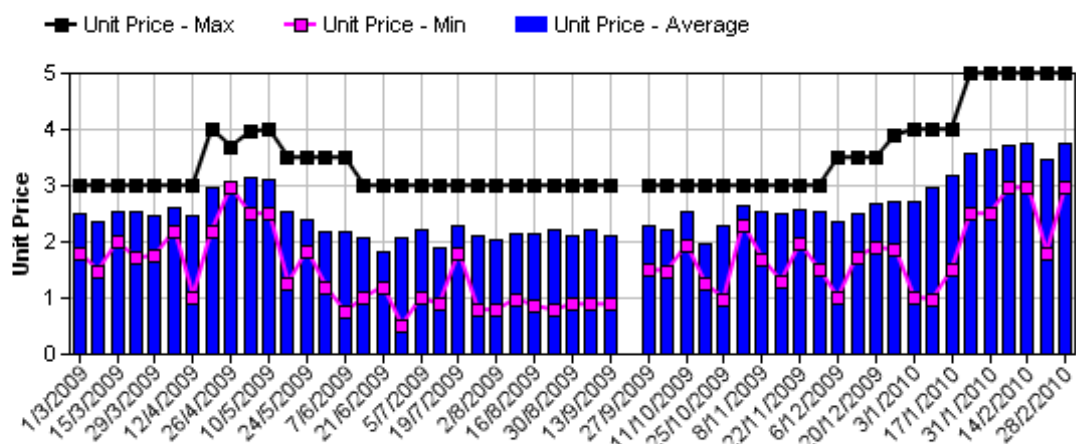
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Perth



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 22nd February 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
Coles	Hass	280	1.50	Store	NZ
Coles	Hass	210	1.50	Store	NZ
Woolworths	Hass	230	1.98	Store	Mixed
IC	Hass	250	2.50	Store	NZ
Woolworths	Shepard	250	2.98	Store	Aus
IC	Hass	300	2.99	No	Aus
Woolworths	Hass	205	3.45	No	Mixed
Coles	Hass	250	3.48	No	NZ
I	Hass	260	3.49	No	Aus
I	Hass	215	3.50	No	Aus
IC	Hass	260	3.50	No	NZ
IGA	Hass	265	3.79	No	NZ
Coles	Reed	260	3.98	No	Aus
I	Hass	250	3.99	No	Aus
IGA	Hass	235	3.99	No	NS
Foodworks	Hass	280	3.99	No	NS
I	Hass	310	4.99	No	Aus
BRISBANE					
I	Hass	175	1.99	Store	NZ
IGA	Shepard	140	1.99	Cat	Aus
IGA	Shepard	155	1.99	Cat	NZ
I	Reed	170	1.99	Store	NZ
IC	Shepard	140	1.99	No	Aus
I	Shepard	185	1.99	Store	NZ
IGA	Shepard	160	1.99	Cat	NS
Woolworths	Shepard	205	2.24	Store	Aus
Woolworths	Shepard	190	2.48	No	Aus
Woolworths	Shepard	255	2.48	No	Aus
Woolworths	Hass	190	2.48	No	Aus
Coles	Hass	260	2.99	No	NZ
I	Shepard	155	2.99	Store	Aus
Coles	Hass	245	2.99	No	NZ
I	Hass	140	2.99	No	Aus
Coles	Hass	225	2.99	No	NZ
I	Shepard	225	2.99	Store	Aus
IC	Shepard	180	2.99	No	Aus
I	Shepard	260	3.49	Store	Aus
I	Hass	282	3.49	Store	Aus
IGA	Hass	350	3.99	No	Aus
I	Hass	350	3.99	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	290	1.96	Store	Aus
I	Hass	275	2.40	No	NS
I	Hass	260	2.99	No	NS
I	Hass	275	2.99	No	NS
IGA	Hass	245	2.99	No	NZ
Safeway	Hass	365	3.98	No	Mixed
Coles	Hass	295	3.98	No	NZ
Safeway	Shepard	305	3.98	No	Aus
Safeway	Hass	230	3.98	No	Mixed
Safeway	Hass	285	3.98	No	NZ
Coles	Hass	300	3.98	No	Mixed
Coles	Hass	320	3.98	No	NZ
I	Hass	295	3.99	No	NS
I	Hass	315	3.99	No	NZ
I	Hass	310	3.99	No	NS
I	Hass	310	3.99	No	NS
PERTH					
I	Hass	260	2.95	No	Aus
I	Hass	270	2.99	No	Aus
I	Hass	240	2.99	No	Aus
IGA	Hass	270	3.49	No	Aus
I	Hass	255	3.49	No	Aus
IS	Hass	260	3.49	No	Aus
Woolworths	Hass	230	3.68	Store	Aus
Woolworths	Hass	240	3.68	No	Aus
Woolworths	Hass	265	3.68	No	Aus
Coles	Hass	250	3.98	No	Aus
Coles	Hass	265	3.98	No	Aus
Coles	Hass	240	3.98	No	Aus
IGA	Hass	240	3.99	No	Aus
IGA	Hass	310	3.99	No	NZ
I	Hass	285	4.49	No	Aus
IS	Hass	280	4.99	No	Aus

Store Codes

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

Special Codes

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

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