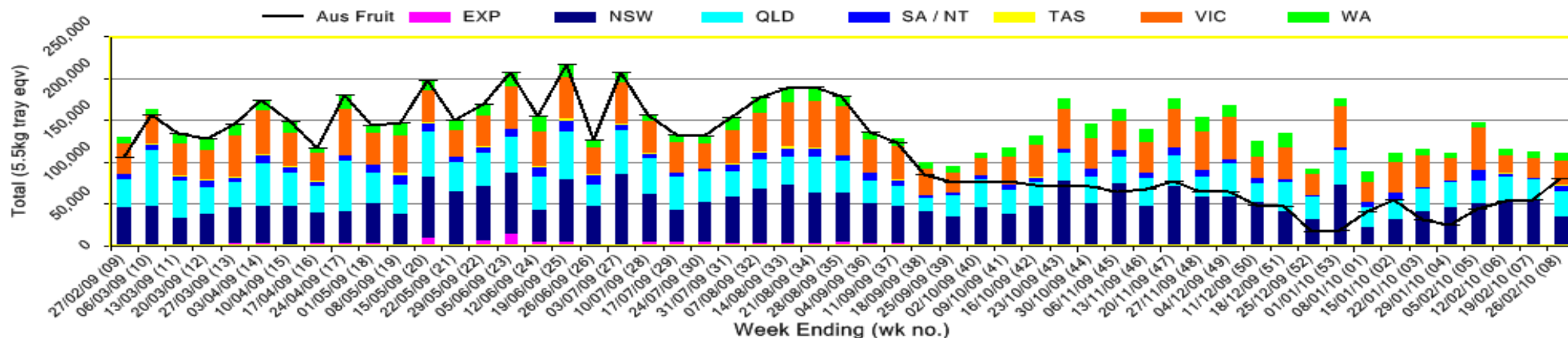


INFOCADO WEEKLY REPORT: 20th - 26th February 2010 (Wk 8)

Industry Dispatches 20th February - 26th February 2010 (Wk 8)

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
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Total
EXP									440	440				440
NSW	12	711	2,404	6,699	1,226	6,339	8,458	2,478	1,822	30,149	2,105	6,853		35,222
QLD		341	1,115	2,498	820	2,485	11,526	3,920	1,153	23,858	2,127	5,643	2,700	29,242
SA / NT	30		72	212			60	4,824	1,064	6,262		2,552		6,726
TAS							134	1,072		1,206				1,206
VIC		613	2,898	5,706	347	6,820	6,422	2,057	1,578	26,441	1,349	4,686		29,746
WA		528	1,193	1,811		1,862	1,040	578	147	7,159	694	2,500		8,876
Total	42	2,193	7,682	16,926	2,393	17,700	33,342	10,537	4,700	95,515	6,275	22,234	2,700	111,458

Throughput Australian & NZ avocados by destination state
Throughput 1st January 2010 to date = 1,092,342 5.5kg tray eqv

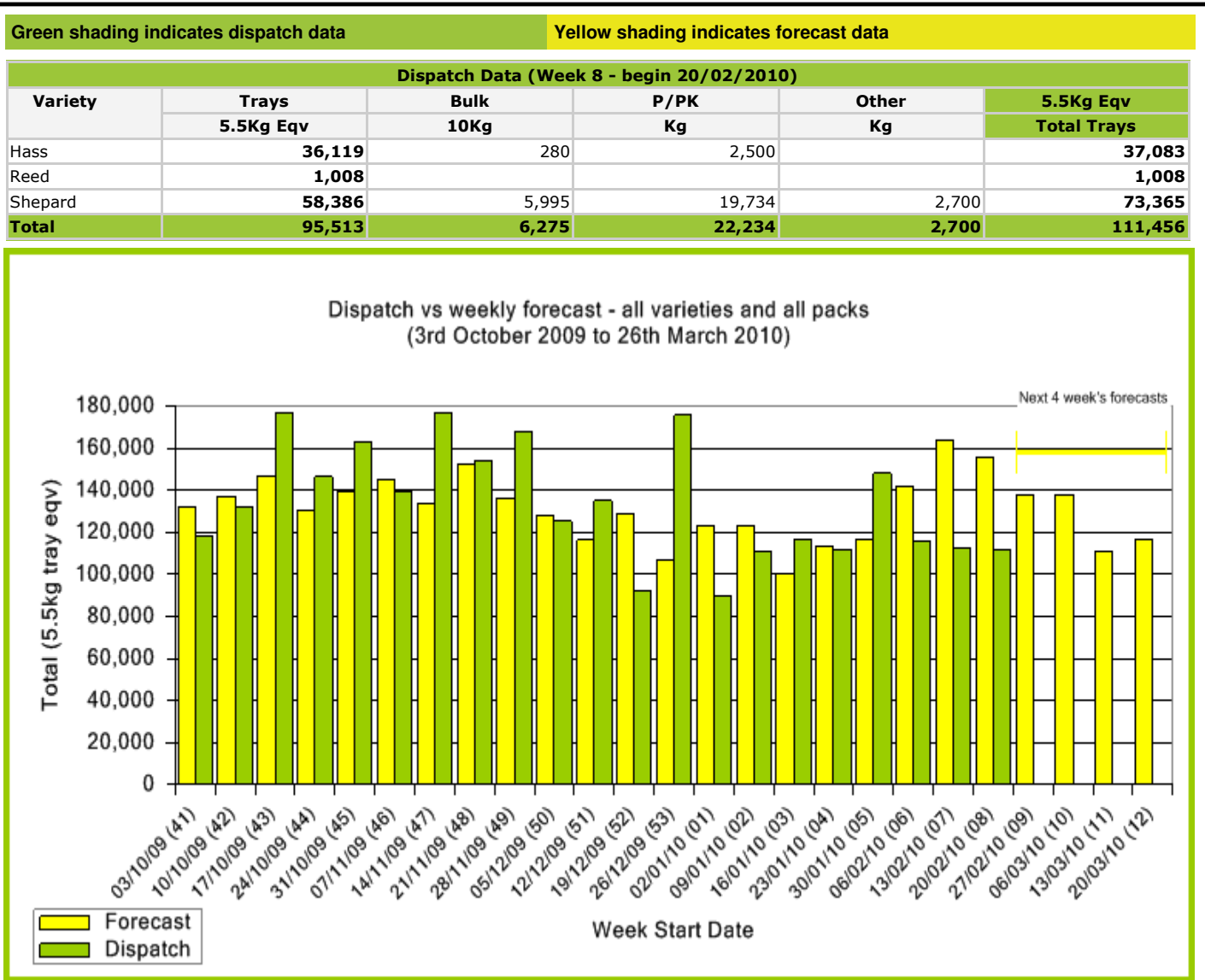


Comments from the CEO

- New Zealand forecasts for the coming month have been adjusted to reflect the small volumes expected from New Zealand as their season comes to an end.
- Dispatches last week were lower than expected due to the rain in North Queensland and it can be expected that they will be lower than was initially thought this week due to rain in both North Queensland and also Central Queensland. It is understood that forecasts have been adjusted however to reflect this expectation.
- Average retail prices have dropped significantly (about \$1 per piece) from the highs that were experienced in January and February in all cities except Perth.
- For the next couple of months we will be including price graphs for Shepard as well as Hass



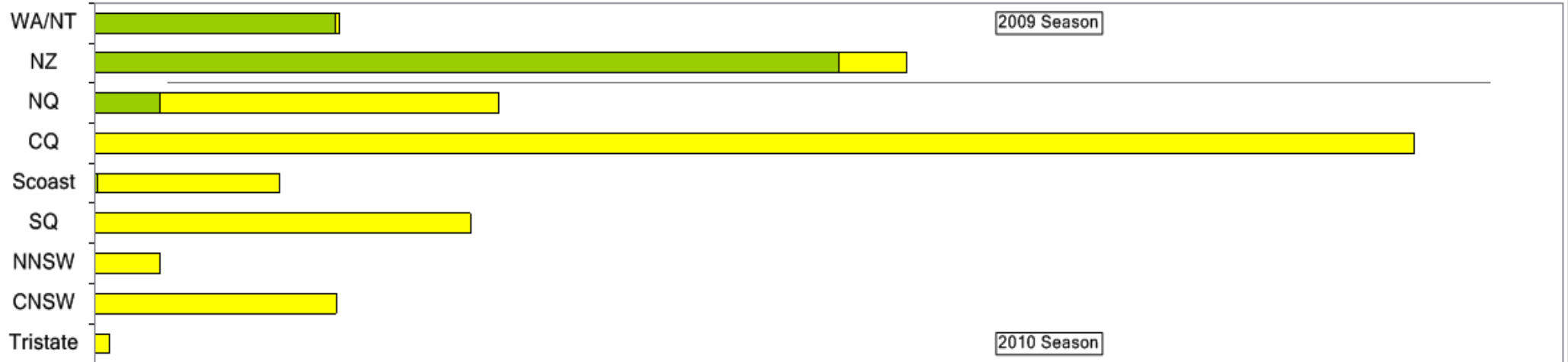
Forecast Data (Week 8 - 12)						
Variety	Trays - Total	Bulk	P/Pk	Proc	Other	All - Total
	5.5Kg Eqv	10Kg	Kg	Kg	Kg	5.5Kg Eqv
Week 8 - begin 20/02/2010						
Hass	38,657	116	2,500			39,323
Reed	576					576
Shepard	97,065	7,234	28,000		2,000	115,673
Week Total	136,299	7,350	30,500		2,000	155,572
Week 9 - begin 27/02/2010						
Hass	12,288	134	2,500			12,987
Shepard	105,698	7,302	34,000			125,156
Week Total	117,985	7,436	36,500			138,141
Week 10 - begin 06/03/2010						
Hass	4,927	34	1,500			5,262
Shepard	116,642	5,250	36,000	1,000		132,914
Week Total	121,569	5,284	37,500	1,000		138,176
Week 11 - begin 13/03/2010						
Hass	2,320	26				2,367
Shepard	98,805	1,900	35,000			108,624
Week Total	101,125	1,926	35,000			110,991
Week 12 - begin 20/03/2010						
Hass	320	26				367
Shepard	106,527	1,950	35,000			116,436
Week Total	106,847	1,976	35,000			116,804



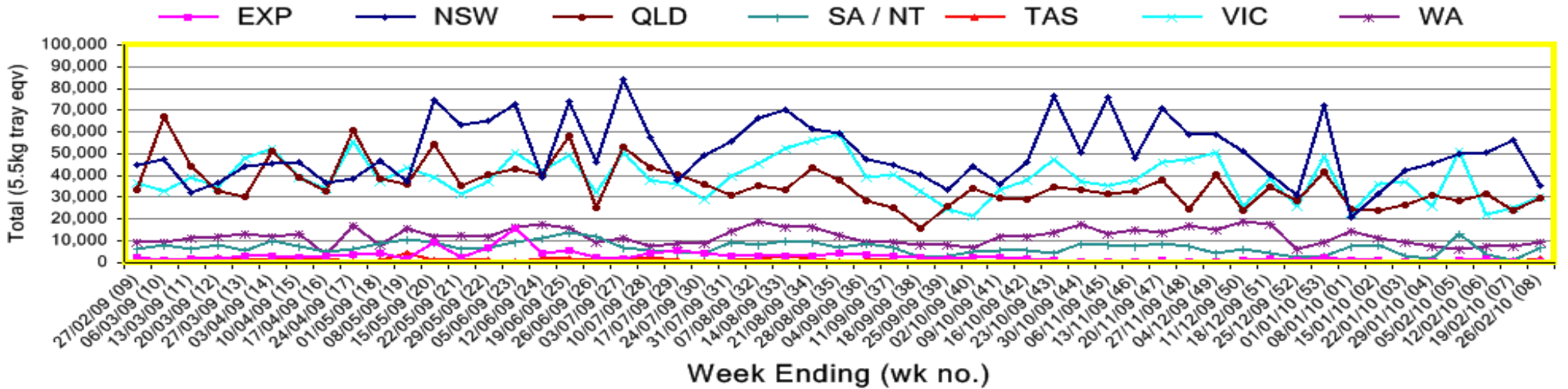
New Zealand Avocado Exports—Forecast v Import Statistics (5.5kg eqv trays) August 2009–April 2010										
Export Dest'n	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total to date
NZ Export to Australia Forecast		5,055	314,324	314,516	354,135	328,074	344,756	133,464	5,641	1,799,965
Australia		41,599	321,706	363,357	347,496	439,691	258,767			1,772,616
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	258,767			2,027,384

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 = 1,092,342 5.5kg tray eqv



Week 8 contributors - Packhouses

Advance Packing & Marketing Services P/L
Aussie Orchards Growers & Packers
Avocados With Altitude Pty Ltd
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
Sunfresh
Theart Farming Pty Ltd
VP & EA Farrell
Willow Creek
Zanfar Pty Ltd

Week 8 contributors - Wholesalers

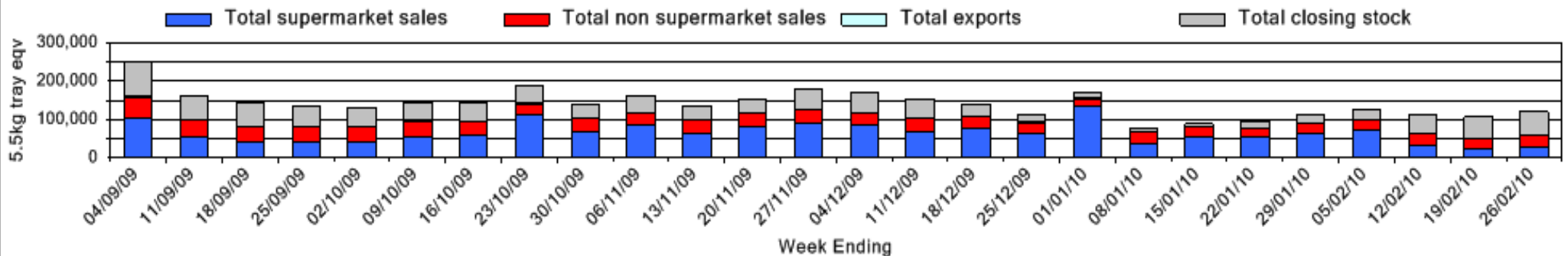
Dykes Bros (Melbourne)
Etherington (Perth)
Kelly's (Melbourne)
Murray Bros (Brisbane)
Quality Produce International (Perth)
Romeos (Brisbane)

Sculli & Co Pty Ltd (Melbourne)
The La Manna Group (Adelaide)
The La Manna Group (Brisbane)
The La Manna Group (Melbourne)
United Fresh (Adelaide)

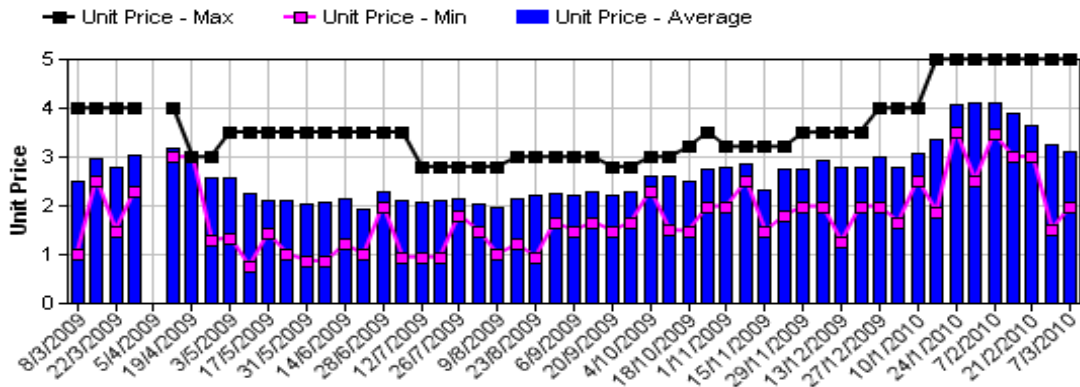
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	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	# Data set not displayed because not enough NSW wholesalers contributed data this week																	
Total exports																		
Total sales																		
Total Stock on Hand																		
QLD																		
Total supermarket sales	2,122	7,509		9,631		2		2	4		5,643		5,643	1,026	2,122	8,538		10,660
Total non supermarket sales	11,267	734		12,001		8		8	15						11,267	749		12,016
Total exports		440		440												440		440
Total sales	13,389	8,683		22,072		10		10	18		5,643		5,643	1,026	13,389	9,727		23,116
Total Stock on Hand	32,022	1,116		33,138	17	80		97	176						32,053	1,261		33,315
SA & TAS																		
Total supermarket sales	# Full data set not displayed because not enough SA/Tas wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	1,948	2,500	90	4,538	378	64		442	804		2,552		2,552	464	2,635	3,081	90	5,806
Total Stock on Hand																		
VIC																		
Total supermarket sales	120	4,341		4,461	16			16	29		4,686		4,686	852	149	5,193		5,342
Total non supermarket sales	6,621	2,562		9,183	608	818		1,426	2,593						7,726	4,050		11,776
Total exports																		
Total sales	6,741	6,903		13,644	624	818		1,442	2,622		4,686		4,686	852	7,875	9,243		17,118
Total Stock on Hand	9,214	5,344		14,558	349	353		702	1,276						9,848	5,986		15,835
WA																		
Total supermarket sales	# Full data set not displayed because not enough WA wholesalers contributed data this week																	
Total non supermarket sales																		
Total exports																		
Total sales	4,431	1,736	720	6,887	786	430		1,216	2,211	2,500			2,500	455	6,314	2,518	720	9,553
Total Stock on Hand																		
Total																		
Total supermarket sales	5,644	19,201	720	25,566	116	432		548	996	2,500	19,734		22,234	4,043	6,310	23,575	720	30,605
Total non supermarket sales	22,321	3,838	90	26,249	1,672	890		2,562	4,658						25,361	5,457	90	30,907
Total exports		440		440												440		440
Total sales	27,965	23,480	810	52,255	1,788	1,322		3,110	5,655	2,500	19,734		22,234	4,043	31,671	29,471	810	61,952
Total Stock on Hand	48,570	6,686	551	55,807	1,561	433	8	2,002	3,640						51,408	7,474	566	59,447

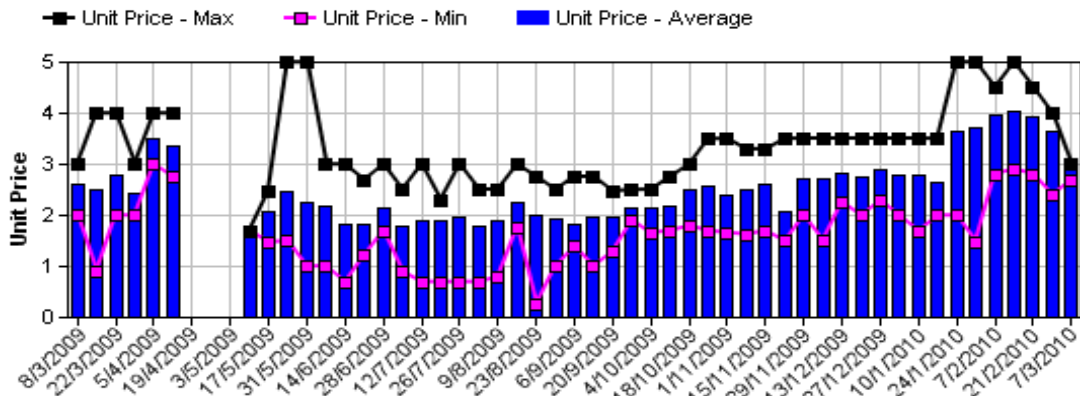
Weekly National Sales



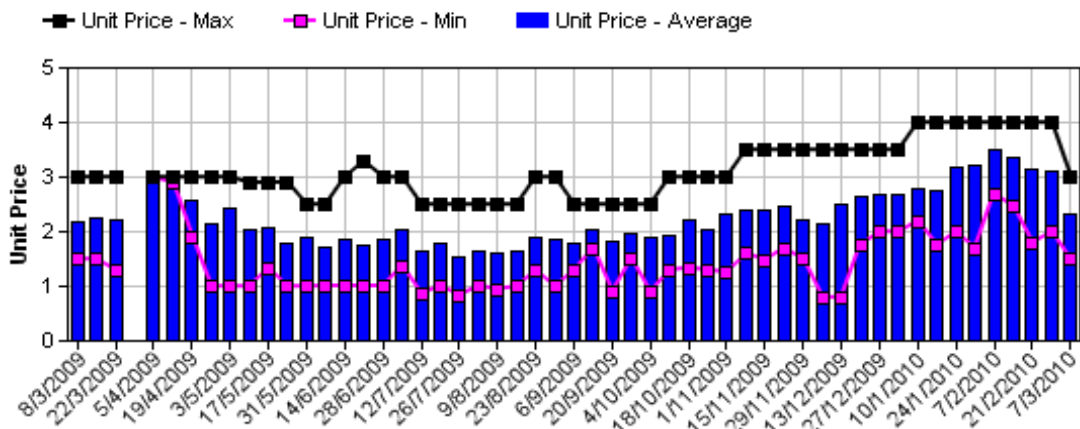
Hass Avocado Average Retail Prices - Sydney



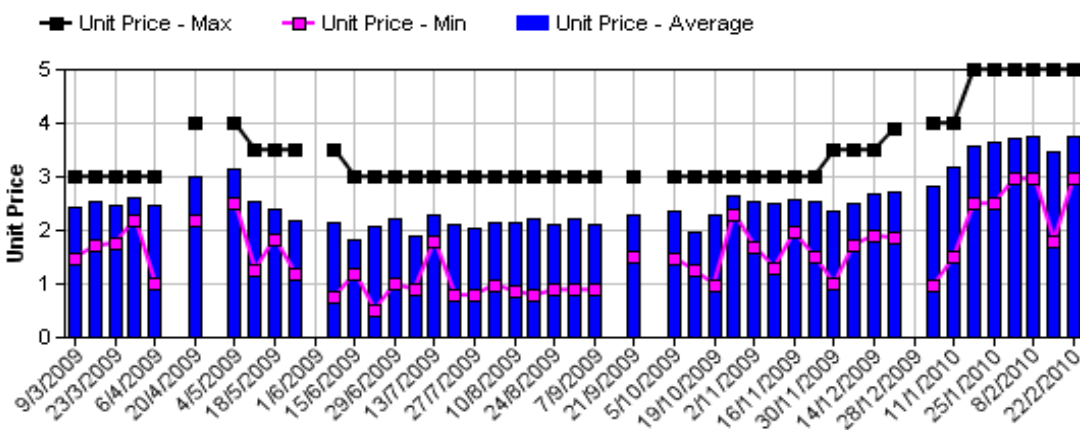
Hass Avocado Average Retail Prices - Melbourne



Hass Avocado Average Retail Prices - Brisbane

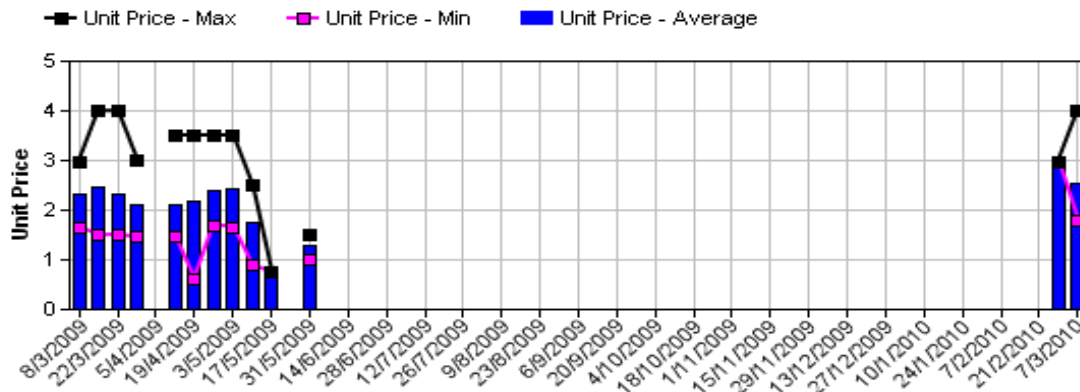


Hass Avocado Average Retail Prices - Perth

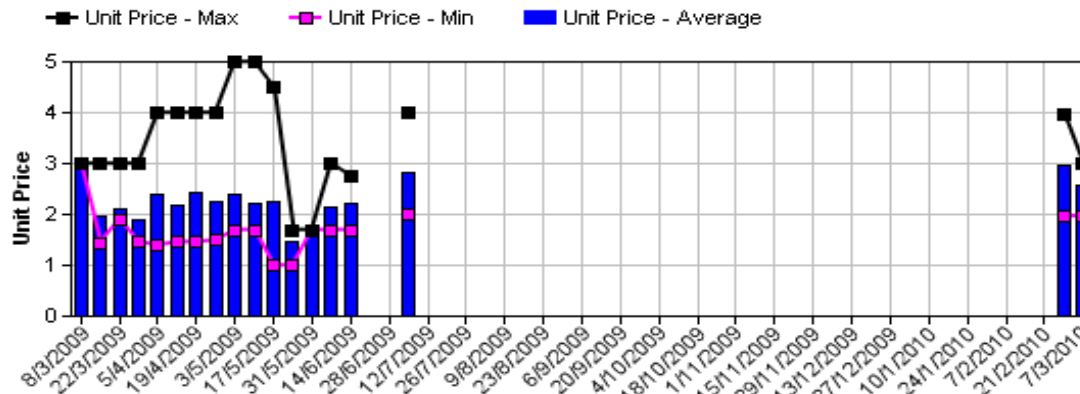


Assessment Date [Week Ending]

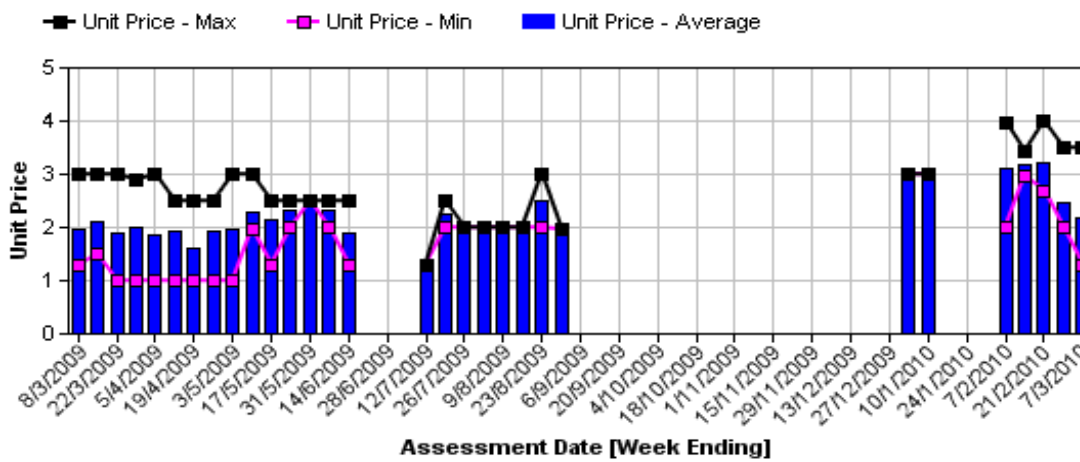
Shepard Avocado Average Retail Prices - Sydney



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Brisbane



Assessment Date [Week Ending]

Retail Prices by City, Store and Variety - 1st March 2010

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY					
I	Shepard	205	1.79	No	Aus
Woolworths	Shepard	205	1.98	Store	Aus
Coles	Hass	280	1.98	No	NZ
Coles	Hass	270	1.98	Store	NZ
Coles	Hass	265	1.98	No	NZ
I	Shepard	215	1.99	No	Aus
IC	Hass	270	2.50	Store	Aus
IC	Hass	280	2.50	No	Aus
IC	Hass	270	2.50	Store	NZ
Woolworths	Shepard	190	2.72	Store	Aus
Woolworths	Shepard	215	2.72	No	Aus
IGA	Hass	270	3.29	No	Aus
Foodworks	Hass	305	3.49	No	NS
I	Hass	340	3.99	No	Aus
I	Hass	275	3.99	No	Aus
I	Hass	300	3.99	No	Aus
IGA	Shepard	215	3.99	No	NS
I	Hass	345	4.99	No	Aus
BRISBANE					
IGA	Shepard	220	1.29	Cat	NS
I	Hass	155	1.49	Store	NZ
I	Shepard	165	1.49	Store	NZ
Woolworths	Shepard	205	1.54	Cat	Aus
Woolworths	Shepard	180	1.54	No	Aus
Woolworths	Shepard	200	1.54	Cat	NS
IC	Shepard	160	1.69	No	Aus
I	Shepard	150	1.79	No	Aus
I	Hass	150	1.79	Store	Aus
IGA	Shepard	175	1.99	No	NZ
IC	Shepard	200	2.69	No	Aus
I	Shepard	225	2.69	Store	Aus
Coles	Hass	220	2.99	No	NZ
IGA	Shepard	200	2.99	No	Aus
I	Shepard	270	2.99	Store	NS
Coles	Hass	260	2.99	No	NZ
Coles	Shepard	235	2.99	No	NZ
I	Shepard	258	3.49	Store	Aus

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
MELBOURNE					
I	Shepard	245	1.96	Store	NS
I	Shepard	245	2.20	No	NS
I	Shepard	275	2.25	No	NS
IGA	Hass	275	2.69	No	Aus
IGA	Shepard	260	2.69	No	Aus
Safeway	Shepard	260	2.75	No	Aus
Safeway	Shepard	220	2.75	No	Aus
I	Hass	305	2.75	No	NS
Coles	Hass	310	2.98	No	Mixed
Coles	Hass	290	2.98	No	Mixed
Safeway	Shepard	260	2.98	No	Aus
Coles	Hass	290	2.98	No	Mixed
I	Hass	265	2.99	No	NZ
I	Hass	270	2.99	No	NS
I	Shepard	255	2.99	No	NS
PERTH					
Coles	Hass	270	3.98	No	Aus
Woolworths	Hass	285	3.68	No	Aus
IS	Hass	300	4.99	No	Aus
IS	Hass	270	3.49	No	Aus
I	Hass	235	2.99	No	Aus
IGA	Hass	260	3.49	No	Aus
Woolworths	Hass	340	3.68	Store	Aus
Coles	Hass	245	3.98	No	Aus
Woolworths	Hass	270	3.68	No	Aus
I	Hass	260	3.49	No	Aus
I	Hass	230	2.99	No	Aus
Coles	Hass	245	3.98	No	Aus
I	Hass	280	4.49	No	Aus
IGA	Hass	340	3.99	No	NS
IGA	Hass	260	3.99	No	Aus
I	Hass	250	2.95	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