



INFOCADO CROP FORECAST

Quarterly Report—January 2008

Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data where and when available.

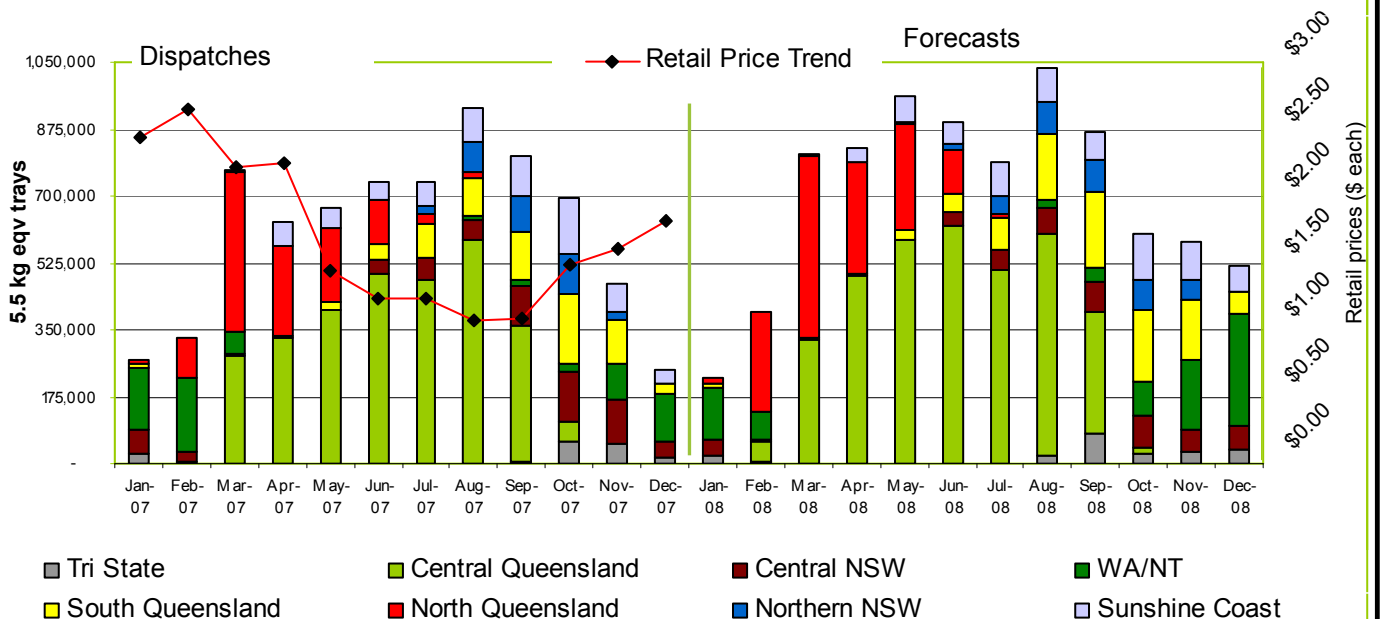
Australian Avocados Dispatches Jan 07 to Dec 07 (5.5 kg eqv trays)

	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	12 Mth Total
Total	271,004	328,728	766,915	633,504	669,741	736,434	736,774	930,500	802,683	693,366	469,311	242,941	7,281,901

Australian Avocados Forecast Jan 08 to Dec 08 (5.5 kg eqv trays)

	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	12 Mth Total
Hass	201,420	88,675	58,606	450,203	832,652	857,058	755,494	999,228	807,882	584,133	575,340	502,568	6,713,259
Shepard	10,588	299,504	742,458	347,921	80,706	-	-	-	-	-	-	-	1,481,176
Other	13,314	7,902	6,471	27,718	49,195	37,875	31,442	36,711	60,235	15,059	5,176	13,059	304,158
Total	225,323	396,080	807,534	825,842	962,553	894,933	786,937	1,035,938	868,117	599,192	580,516	515,627	8,498,593

Australian Avocados: Jan to Dec 2007 Dispatch / Jan to Dec 2008 Forecast



January to December 2008 Australian Avocado Production Estimates 5.5kg eqv trays

North Queensland	1,443,366
Central Queensland	3,499,375
Sunshine Coast	700,000
Southern Queensland	943,892
Northern NSW	372,353
Central NSW	486,075
Tri State	219,176
WA	834,355
Total	8,498,593

Comments from the CEO

The 2008 season is forecast to be another record year for the Australian industry. Every month will see a record volume of fruit into the market. A challenging year that will test all our marketing skills.

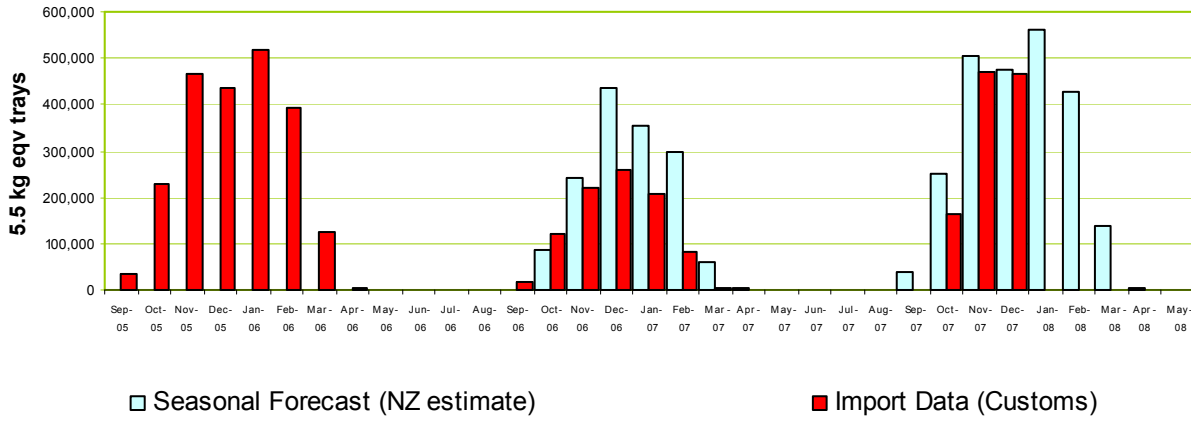
Two important and linked factors in our success for this year will be retail price and fruit quality. These two factors will have a large impact on the 2008 season and the flow of fruit.

With New Zealand remaining in the Australian market well into March 08 the market will need to be managed carefully. The change over period between New Zealand Hass and Shepard and then to Australian Hass will need to be managed particularly carefully.

Communication is essential, talk to your agents and supermarket buyers, keep them informed, keep them up to date on all aspects of the crop. This year is the opportunity to build strong consumption.

The national promotion program will be the largest yet seen and run from February 08 through to November 08.

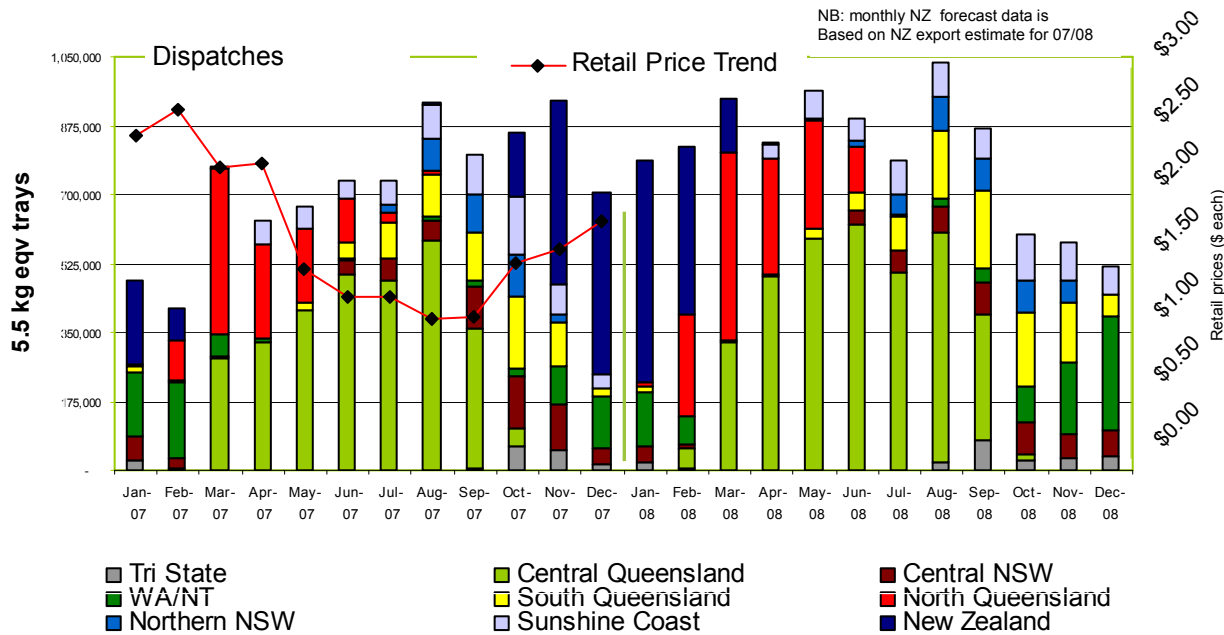
New Zealand Avocados - Dispatch and Forecast



Seasonal Forecast Contributors

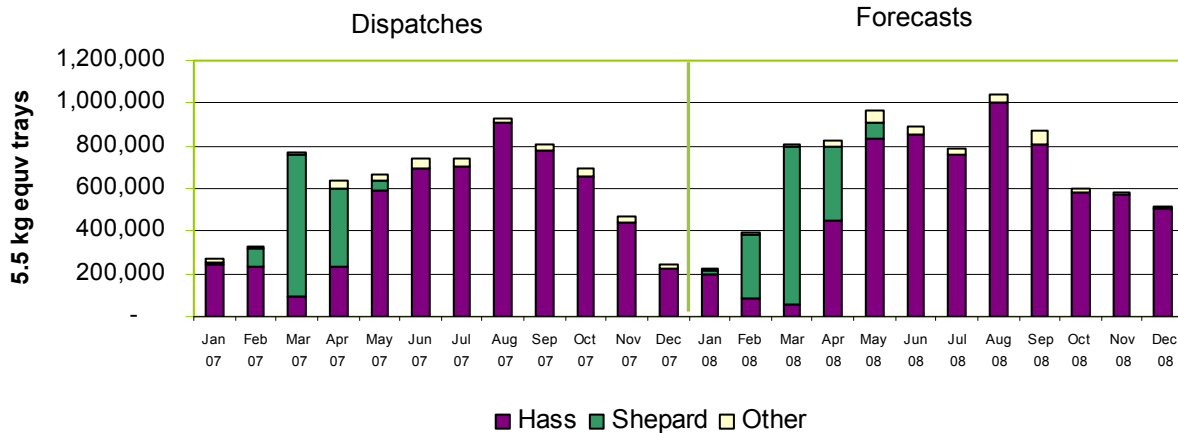
- Avocado Ridge
- Avos With Altitude
- Avoland
- Avonova
- Avowest
- Balmoral Orchard
- Bellview Orchards
- Blackboy Ridge
- BT & RG Pegg
- C F Fechner
- Cazzola D & A
- Chinoola Orchards
- Chislett Dev'ts
- Coastal Avocados
- Delroy Orchards
- DJ Tottenham
- Donovan Avocados
- G & C Christensen
- G & J Krenske
- G & R Ernest
- Goodlife Orchards
- Googa Farms
- Green Nugget Orchards
- Green Pear Avocado Orchards
- Green Pigeon Orchards
- Gunnadoo Farm
- Highclare Nominees
- Hilltop Mareeba
- I & A Tolson
- I & R Philpott
- ID & AM Leighton
- J & K Hummer
- JC & SK Smythe
- Karri Country Produce
- Kulnura Ambrosia Avocados
- KV & JM Lehmann
- Lavers Orchards
- Lone Gum Avocados
- Mariners Rest
- Meliora Farm
- Midcoast Avocados
- Mildura Fruit Co.
- Mt Binga Orchards
- Mutchilba Valley
- NFC
- Oasis Orchards
- One Harvest
- Perseverance Farming Co
- R & M Waterman
- RM & KL Cornwall
- Rob Farnsworth
- Rocky Creek Orchards
- RR & DR Bartle
- Simpsons Farms
- So Aussie Fresh
- Summerland House With No Steps
- Sunfresh
- Sunny Bluff Produce
- Sunnyspot
- Sunrise Avocados
- Tam MT Farm Management
- Tenterfield Fruit Packers
- The Avocado Grove
- Theart Farming
- Tinaroo Falls
- Touchwood Farming
- Tropicado Avocados
- Vitor Marketing
- VP & EA Farrell
- W French & Co
- WA & GM Jonsson
- West Aussie Avos
- Willow Creek Strawberries
- WJ Slater
- WJ Slater
- Zanfar

Australian & New Zealand Avocados: Jan to Dec 2007 Dispatch / Jan to Dec 2008 Forecast



NB: NZ Dispatch figures are sourced from Australian Customs, NZ forecast figures are based on NZ export estimate for 07/08

2007 Dispatches & 2008 Forecasts of Australian Avocados by Variety



For more detailed reports please go to www.avocado.org.au and login to Infocado. Instructions on accessing reports are available in your Infocado Information kit under 'Retrieving information'

For further assistance please contact: Joanna Embry, Ph: 07 3391 2344, Email: infocado@avocado.org.au

This report has been authorised by Antony Allen, CEO Avocados Australia on the 17th January