



INFOCADO CROP FORECAST

Quarterly Report—January 2010

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 Forecast Jan 09 to Dec 09 (5.5 kg eqv trays)

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	12 Mth Total
Total	264,120	448,162	795,523	814,533	1,123,844	1,218,786	1,153,424	1,007,063	638,572	494,535	398,692	396,164	8,753,418

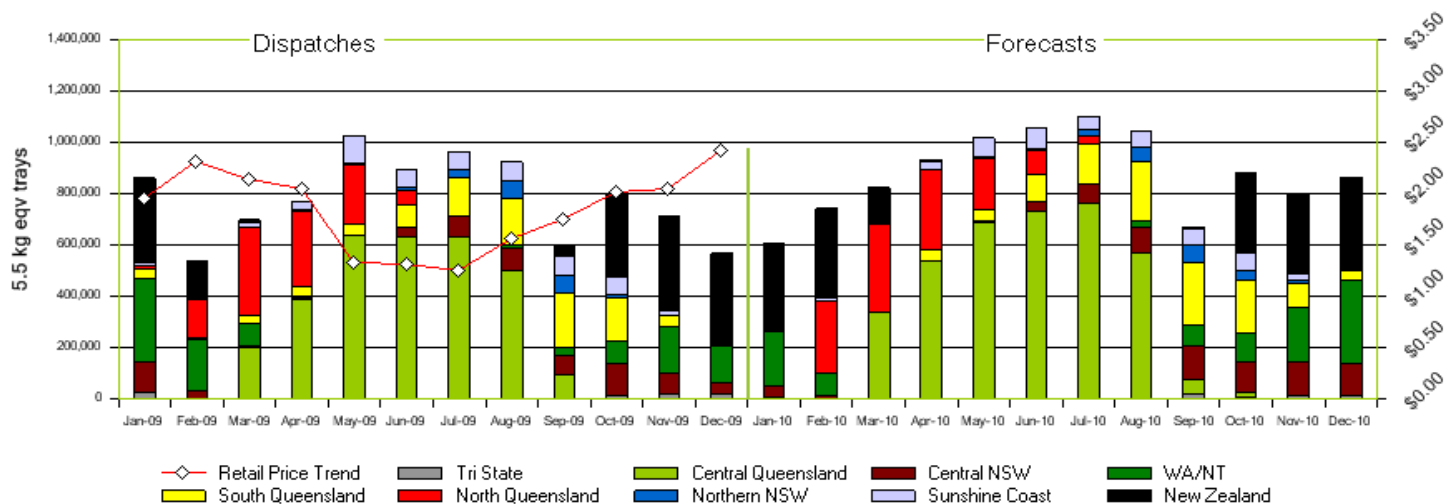
Australian Avocados Dispatches Jan 09 to Dec 09 (5.5 kg eqv trays)

Total	530,566	390,088	689,775	767,737	1,026,032	895,012	964,425	922,873	556,284	474,262	347,332	220,749	7,785,135
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Australian Avocados Forecast Jan 10 to Dec 10 (5.5 kg eqv trays)

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	12 Mth Total
Hass	255,540	99,280	21,978	383,806	901,014	995,473	1,005,844	966,171	627,062	549,721	479,956	491,276	6,777,121
Shepard	9,412	294,300	659,117	513,824	67,059	0	0	0	0	0	0	0	1,543,712
Other	12,132	3,923	8,521	29,517	49,922	61,919	96,262	78,650	38,349	19,667	6,606	17,974	423,442
Total	277,084	397,503	689,616	927,147	1,017,995	1,057,392	1,102,106	1,044,821	665,411	569,388	486,562	509,250	8,744,275

Australian & New Zealand Avocados : Jan 09 to Dec 09 Dispatch / Jan 10 to Dec 10 Forecast



Jan 09 to Dec 09 Dispatches & Jan 10 to Dec 10 Avocado Production Estimates 5.5kg eqv trays

Region	Jan09 to Dec09	Jan10 to Dec10
North Queensland	1,090,587	1,268,940
Central Queensland	3,085,925	3,702,992
Sunshine Coast	549,041	489,313
Southern Queensland	987,363	1,167,155
Northern NSW	206,582	216,611
Central NSW	686,426	763,474
Tri State	92,287	77,673
WA	1,086,924	1,058,117
Total	7,785,135	8,744,275

Comments from the CEO

The 2010 crop is looking similar to 2009. While the overall volume of fruit is similar, the variety mix is different. More Shepard is forecast to be harvested in 2010.

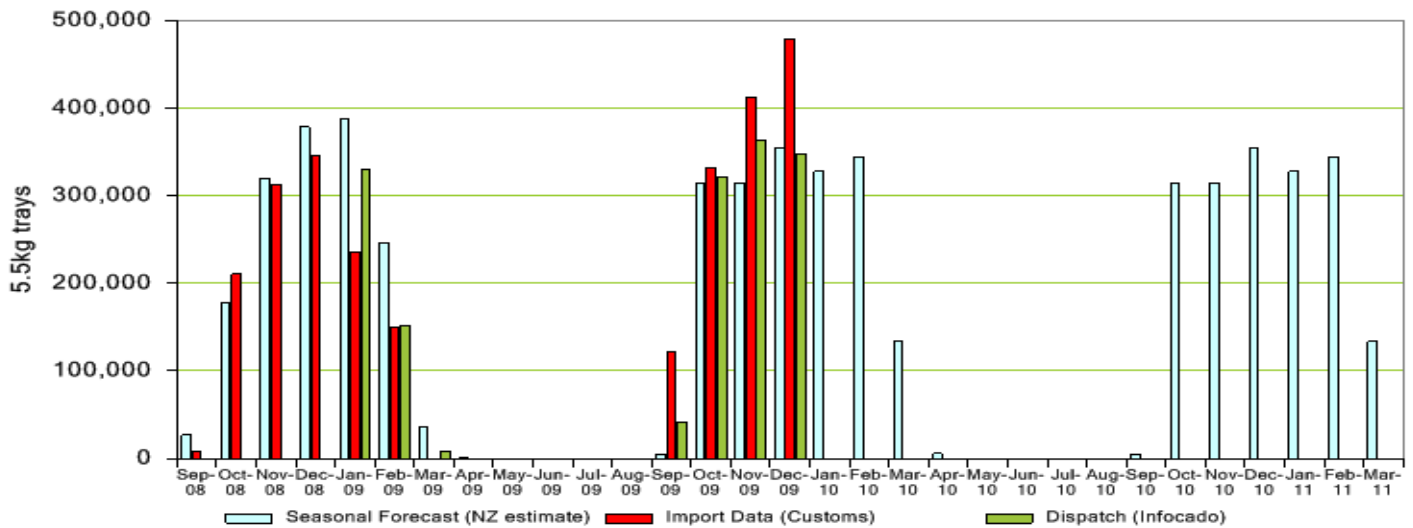
The New Zealand and WA crops have been down for their season just closing.

During 2009 the market absorbed 900,000 to 1,000,000+ trays per month with relative ease. The 2010 fruit flow should be able to repeat this volume acceptance.

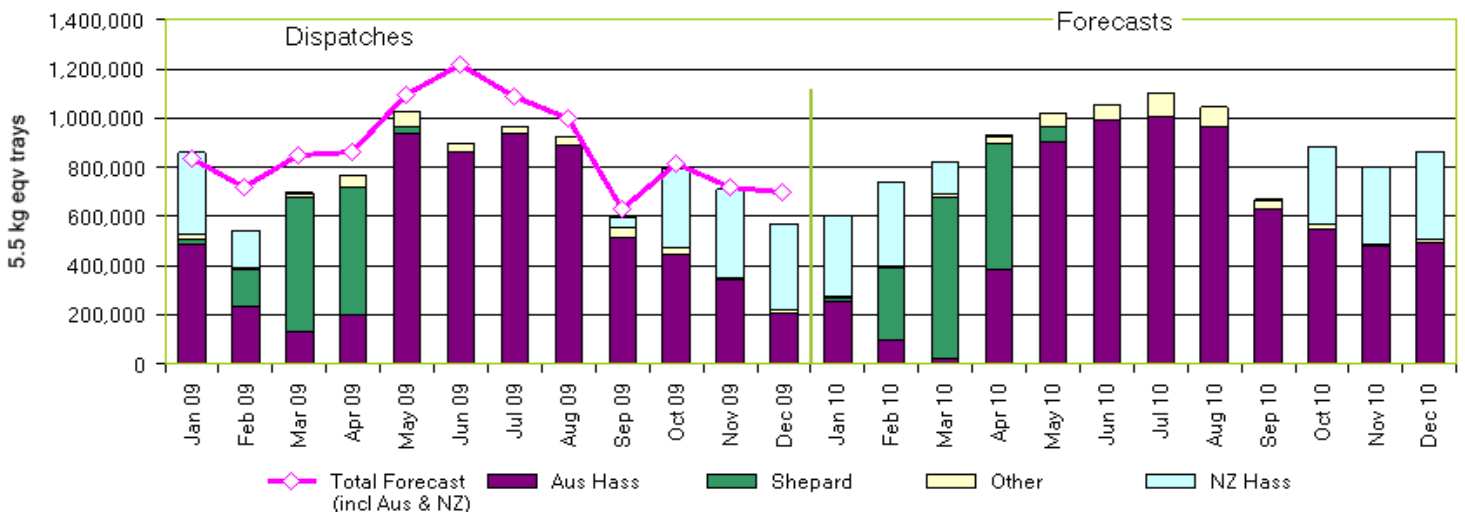
The continuing industry promotion program will continue to drive generic consumer demand. This along with the commercially aimed promotions will continue to increase consumer consumption.

2010 will see the 3rd Infocado Summit, repeating the events held in Brisbane 2006 and Sydney 2008. The Summit continues to be an invitation only event. Only Infocado contributors are eligible to attend.

New Zealand Avocados - Dispatch and Forecast



Jan 09 to Dec 09 Dispatches & Jan 10 to Dec 10 Forecasts Avocados by Variety



NB: NZ Dispatch figures in this graph are all from Infocado. The forecasts for NZ starting September 2010 in both graphs above are very early estimates. The total forecast line (pink line) in the chart above illustrates the most up to date forecasts. eg. The October 09 figure comes from the forecast made in September 09 and the November 09 figure comes from the forecast made in October 09 .

Seasonal Forecast Contributors

Advance Packing & Marketing Services P/L	Delroy Orchards	Lone Gum Avocados	Sunfresh
Applewood Orchard	DG & CJ Kafer	Malic Properties Pty Ltd	Sunny Bluff Produce Pty Ltd
Avocado Industry Council (NZAGA)	Donovan Family Investment Trust	Mariners Rest	Sunnyspot Packhouse PL
Avocado Ridge	G & C Christensen	Merrinee Farms	SuperPak
Avocados With Altitude Pty Ltd	G & J Krenske	Midcoast Avocados	Tam MT Farm Management
Avonova	Goodlife Orchards	Mountain Fresh	The Avocado Grove
Avowest	Googa Farms	Mt Binga Orchards Pty Ltd	Theart Farming Pty Ltd
Balmoral Orchard	Green Nugget Orchards	Natures Fruit Company	Tinaroo Falls Avocado Trust
Battistin Orchards	Green Pear Avocado	NJ & JK Donovan	Touchwood Farming
Bellview Orchards Pty Ltd	Gunnado Farm	One Harvest	Tropicado Avocados
Blushing Acres Pty Ltd	Hilltop Mareeba	Perseverance Farming Co	Vitor Marketing Pty Ltd
BT & RG Pegg	I & A Tolson	R & M Waterman	VP & EA Farrell
C F Fechner	ID & AM Leighton	R & S Bamess	West Aussie Avos
Chinoola Orchards	J & K Hummer	RM & KL Cornwall	Willow Creek
Chislett Developments Pty Ltd	JB & CM Culross	Rob Farnsworth Pty Ltd	WJ Row
Chris and Sue Allan	Jirel Holdings	Serrata Enterprises	Zanfar Pty Ltd
Coastal Avocados (CNSW)	Kulnura Ambrosia Avocados	Simpson Farms Pty Ltd	
David Lankester	Lavers Orchards	Summerland House With No Steps	

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This report has been authorised by Antony Allen, CEO Avocados Australia on the 29th January 2010