



INFOCADO CROP FORECAST

Quarterly Report—January 2011

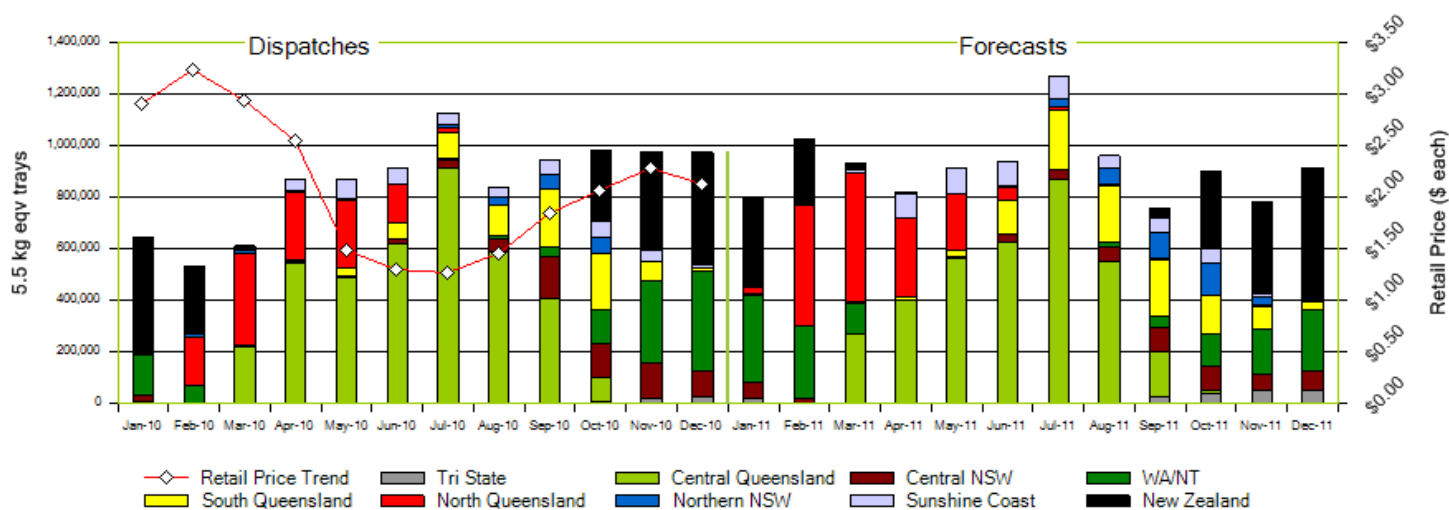
Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data.

Australian Avocados Forecast Jan 10 to Dec 10 (5.5 kg eqv trays) - from quarterly report January 10													
	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	132,456	21,978	361,348	934,372	995,457	1,009,484	921,202	760,873	638,266	641,497	563,998	7,236,471
Shepard	9,412	247,241	629,117	429,958	37,882	0	0	0	0	0	0	0	1,353,610
Other	12,132	3,923	8,521	27,732	50,157	56,324	103,070	87,550	47,102	30,788	11,282	25,101	463,682
Total	277,084	383,620	659,616	819,038	1,022,411	1,051,781	1,112,554	1,008,752	807,975	669,054	652,779	589,099	9,053,763

Australian Avocados Dispatches 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	184,859	66,084	7,261	250,163	685,301	881,839	1,084,985	753,852	756,443	669,374	577,051	526,657	6,443,869
Shepard	0	205,207	579,416	571,954	156,796	5,226	0	0	0	0	793	0	1,519,392
Other	18,953	1,498	7,860	45,488	25,136	28,535	42,216	82,699	185,946	37,226	18,018	11,648	505,223
Total	203,812	272,789	594,537	867,605	867,233	915,600	1,127,201	836,551	942,389	706,600	595,862	538,305	8,468,484

Australian Avocados Forecast Jan 11 to Dec 11 (5.5 kg eqv trays)													
	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	12 Mth Total
Hass	403,437	295,215	141,498	335,121	804,528	861,342	1,168,352	881,456	668,058	581,691	424,716	396,374	6,961,788
Shepard	20,000	471,176	744,619	418,996	49,877	0	0	0	0	0	0	0	1,704,668
Other	24,775	3,191	20,711	60,546	56,726	79,270	101,754	80,364	50,959	17,910	4,255	8,511	508,972
Total	448,212	769,582	906,828	814,663	911,131	940,612	1,270,106	961,820	719,017	599,601	428,971	404,885	9,175,428

Australian & New Zealand Avocados : Jan 10 to Dec 10 Dispatch / Jan 11 to Dec 11 Forecast



Jan 10 to Dec 10 Dispatches & Jan 11 to Dec 11 Avocado Production Estimates 5.5kg eqv trays

Region	Jan 10 to Dec 10	Jan 11 to Dec 11
North Queensland	1,226,475	1,586,339
Central Queensland	3,879,950	3,461,857
Sunshine Coast	456,130	567,217
Southern Queensland	865,649	1,113,050
Northern NSW	197,105	373,098
Central NSW	653,437	534,029
Tri State	72,104	196,320
WA	1,117,634	1,343,518
Total	8,468,484	9,175,428

Comments from the CEO

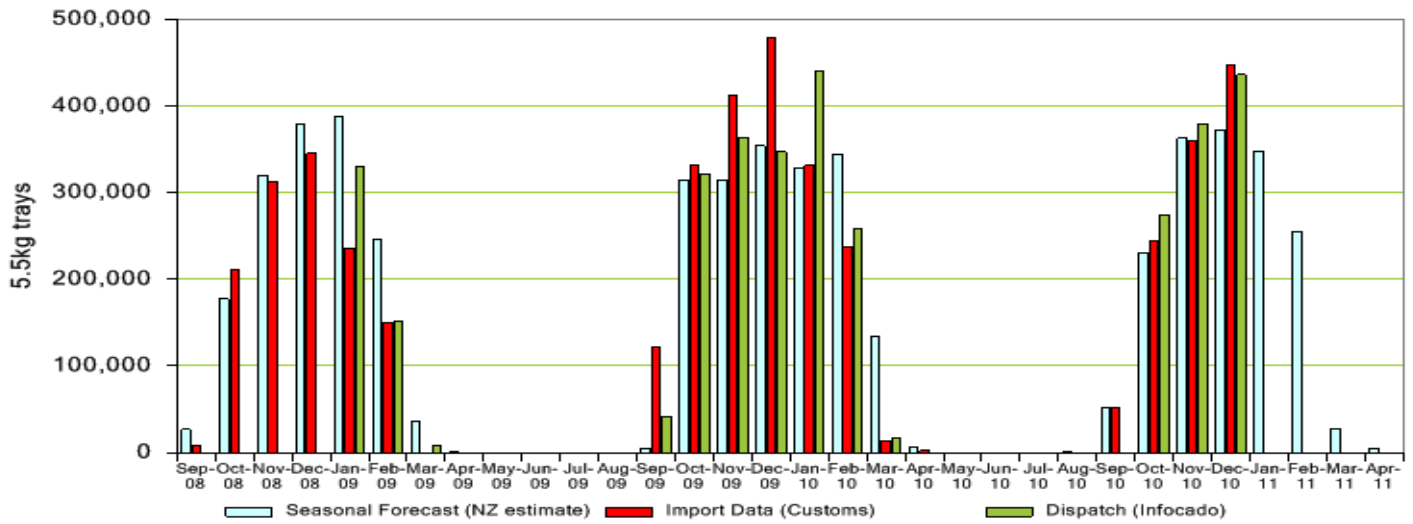
Volumes for the first half of 2011 are forecast to be slightly higher than the same period in 2010, mainly reflecting the WA crop size. The tables on page 1 reflect the Australian crop situation and to see how the NZ fruit will add to the volumes please look at the first graph with NZ fruit illustrated by the black columns on this graph.

The forecast indicates a dip in April and a large peak in July. These two extremes will even out with businesses adjusting the flow of fruit, one of the key purposes of this report.

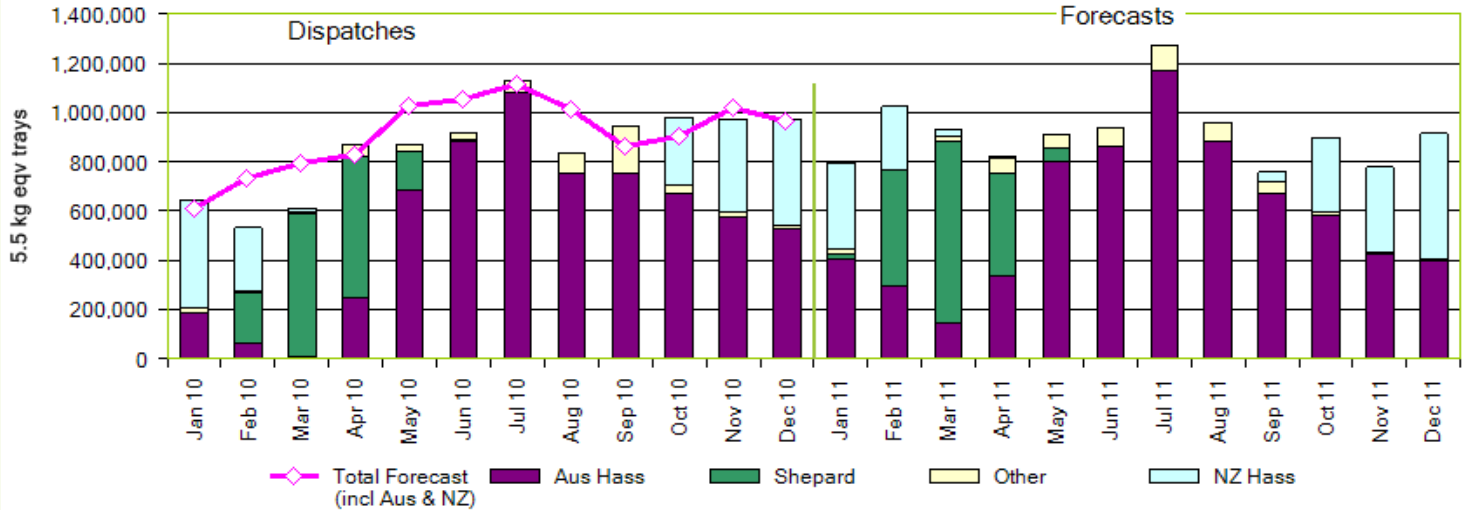
Volumes for 2011 overall will see some reductions especially in our largest growing region, Central Qld and also Central NSW. Other regions have picked up volume to result in a slight rise in overall production in comparison with 2010.

All regions impacted by the recent extreme wet weather have been observed to adjust their production forecasts. Follow up discussions with a range of contributors in these regions has ensured the weather impacts have been taken into account in these forecasts. Forecasts in the next few months will allow us to update any changes as they are identified.

New Zealand Avocados - Dispatch and Forecast



Jan 10 to Dec 10 Dispatches & Jan 11 to Dec 11 Forecasts Avocados by Variety



NB: NZ Dispatch figures in this graph are all from Infocado. The total forecast line (pink line) in the chart above illustrates the most up to date forecasts. eg. The October 10 figure comes from the forecast made in September 10 and the November 10 figure comes from the forecast made in October 10.

Seasonal Forecast Contributors

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

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For further assistance please contact: Joanna Embry, Ph: 0448 113 007, Email: infocado@avocado.org.au

This report has been authorised by Antony Allen, CEO Avocados Australia on 30 January 2011