



# INFOCADO CROP FORECAST

## Quarterly Report—July 2010

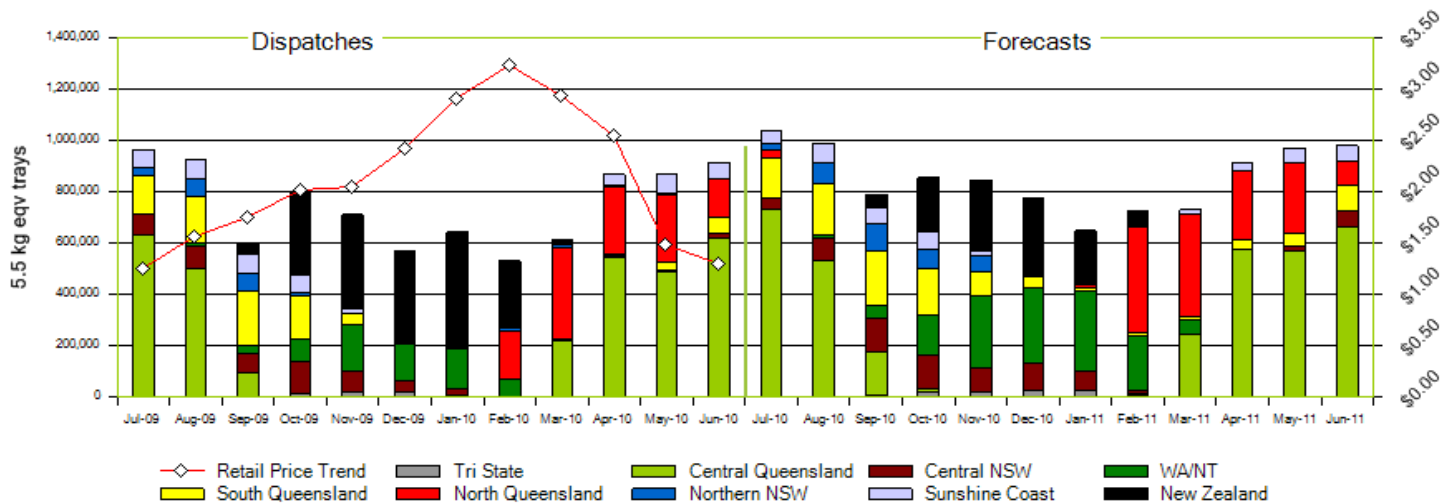
Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data.

Australian Avocados Forecast Jul 09 to Jun 10 (5.5 kg eqv trays)													
	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	12 Mth Total
Hass	993,040	921,478	589,767	476,980	390,003	316,519	255,540	132,456	21,978	361,348	934,372	995,457	<b>6,388,938</b>
Shepard	0	0	0	0	0	0	9,412	247,241	629,117	429,958	37,882	0	<b>1,353,610</b>
Other	95,575	76,948	35,214	17,555	9,866	26,654	12,132	3,923	8,521	27,732	50,157	56,324	<b>420,601</b>
<b>Total</b>	<b>1,088,615</b>	<b>998,426</b>	<b>624,982</b>	<b>494,534</b>	<b>399,869</b>	<b>343,173</b>	<b>277,084</b>	<b>383,620</b>	<b>659,616</b>	<b>819,038</b>	<b>1,022,411</b>	<b>1,051,781</b>	<b>8,163,149</b>

Australian Avocados Dispatches Jul 09 to Jun 10 (5.5 kg eqv trays)													
	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	12 Mth Total
Hass	941,507	889,526	517,123	448,567	339,979	204,245	184,859	66,084	7,261	250,163	685,301	881,839	<b>5,416,454</b>
Shepard	42	0	0	0	0	0	0	205,207	579,416	571,954	156,796	5,226	<b>1,518,641</b>
Other	22,876	33,347	39,161	25,695	7,353	16,504	18,953	1,498	7,860	45,488	25,136	28,535	<b>272,406</b>
<b>Total</b>	<b>964,425</b>	<b>922,873</b>	<b>556,284</b>	<b>474,262</b>	<b>347,332</b>	<b>220,749</b>	<b>203,812</b>	<b>272,789</b>	<b>594,537</b>	<b>867,605</b>	<b>867,233</b>	<b>915,600</b>	<b>7,207,501</b>

Australian Avocados Forecast Jul 10 to Jun 11 (5.5 kg eqv trays)													
	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	12 Mth Total
Hass	950,598	913,454	714,133	635,065	566,567	456,812	398,250	225,280	76,768	294,507	886,025	948,215	<b>7,065,674</b>
Shepard	0	0	0	0	0	0	11,765	438,036	642,268	560,919	48,966	5,673	<b>1,707,627</b>
Other	84,881	74,329	22,658	9,685	5,180	22,019	26,903	7,830	10,849	56,854	34,046	25,536	<b>380,770</b>
<b>Total</b>	<b>1,035,479</b>	<b>987,783</b>	<b>736,791</b>	<b>644,750</b>	<b>571,747</b>	<b>478,831</b>	<b>436,918</b>	<b>671,146</b>	<b>729,885</b>	<b>912,280</b>	<b>969,037</b>	<b>979,424</b>	<b>9,154,071</b>

Australian & New Zealand Avocados : Jul 09 to Jun 10 Dispatch / Jul 10 to Jun 11 Forecast



Jul 09 to Jun 10 Dispatches & Jul 10 to Jun 11 Avocado Production Estimates 5.5kg eqv trays

Region	Jul09 to Jun10	Jul10 to Jun11
North Queensland	1,212,129	1,489,926
Central Queensland	3,110,016	3,497,074
Sunshine Coast	502,842	440,613
Southern Queensland	868,900	1,093,165
Northern NSW	221,895	372,646
Central NSW	529,768	766,990
Tri State	71,644	114,341
WA	690,307	1,379,316
<b>Total</b>	<b>7,207,501</b>	<b>9,154,071</b>

### Comments from the CEO

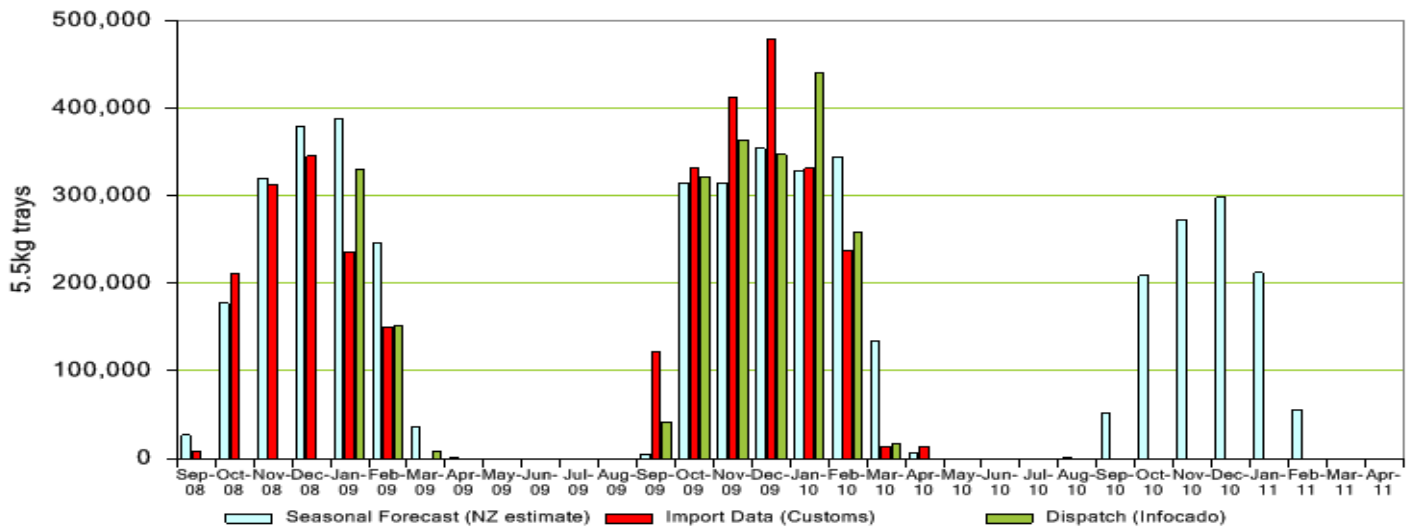
Infocado continues to assist in evening the flow of fruit. Trays programmed to enter the market in July and August have been adjusted to September and October in the growing regions currently harvesting.

Volumes will begin to reduce in September, with more WA fruit than NZ fruit in the coming period when compared to last year. Overall fruit volumes are forecast to be up during the coming Summer by around 10 to 15 per cent on last year.

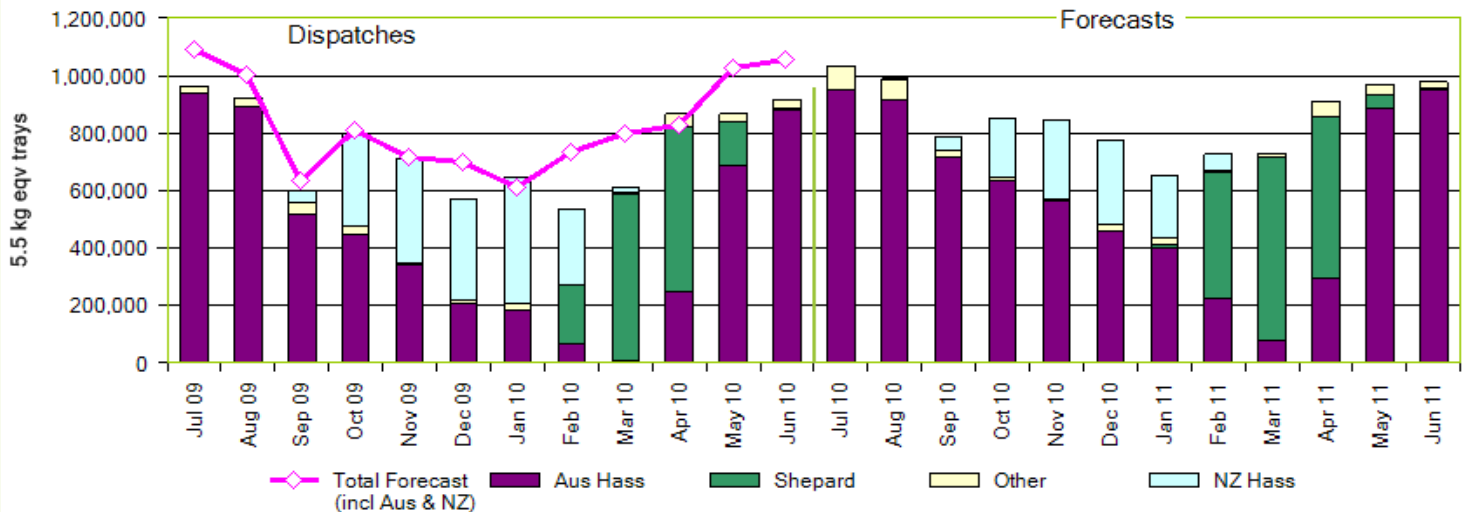
Management of fruit volumes continues to be essential. The forecasts over the next 12 months are looking relatively even.

The 3rd Infocado Coast Summit will be held on 26-27 October 2010 in Melbourne. More details will be available shortly.

### New Zealand Avocados - Dispatch and Forecast



### Jul 09 to Jun 10 Dispatches & Jul 10 to Jun 11 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 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	Coastal Avocados	Kulnura Ambrosia Avocados	Sunfresh
Aussie Orchards Growers & Packers	David Lankester	Lavers Orchards	Sunny Bluff Produce Pty Ltd
Avocado Industry Council (NZAGA)	Delroy Orchards	Lone Gum Avocados	Sunnyspot Packhouse PL
Avocado Ridge	DG & CJ Kafer	Malic Properties Pty Ltd	SuperPak
Avocados With Altitude Pty Ltd	Donovan Family Investment Trust	Mariners Rest	The Avocado Grove
Avonova	G & C Christensen	Merrinee Farms	The I & R Family Trust
Avowest	G & J Krenske	Midcoast Avocados	The Jonsson Family Trust
Balmoral Orchard	Goodlife Orchards	Mountain Fresh	Theart Farming Pty Ltd
Battistin Orchards	Googa Farms	Mt Binga Orchards Pty Ltd	Tinaroo Falls Avocado Trust
Bellview Orchards Pty Ltd	Green Nugget Orchards	Natures Fruit Company	Touchwood Farming
Blackboy Ridge Pty Ltd	Green Pear Avocado	One Harvest	Tropicado Avocados
Blushing Acres Pty Ltd	Gunnado Farm	Perseverance Farming Co	VP & EA Farrell
BT & RG Pegg	I & A Tolson	R & M Waterman	West Aussie Avos
C F Fechner	ID & AM Leighton	RM & KL Cornwall	Willow Creek
Chinoola Orchards	J & K Hummer	Serrata Enterprises	WJ Row
Chislett Developments Pty Ltd	JB & CM Culross	Simpson Farms Pty Ltd	Zanfar Pty Ltd
Chris and Sue Allan	Jirel Holdings	Summerland House With No Steps	

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

**This report has been authorised by Antony Allen, CEO Avocados Australia on the 28 July 2010**