



INFOCADO CROP FORECAST

Quarterly Report—October 2010

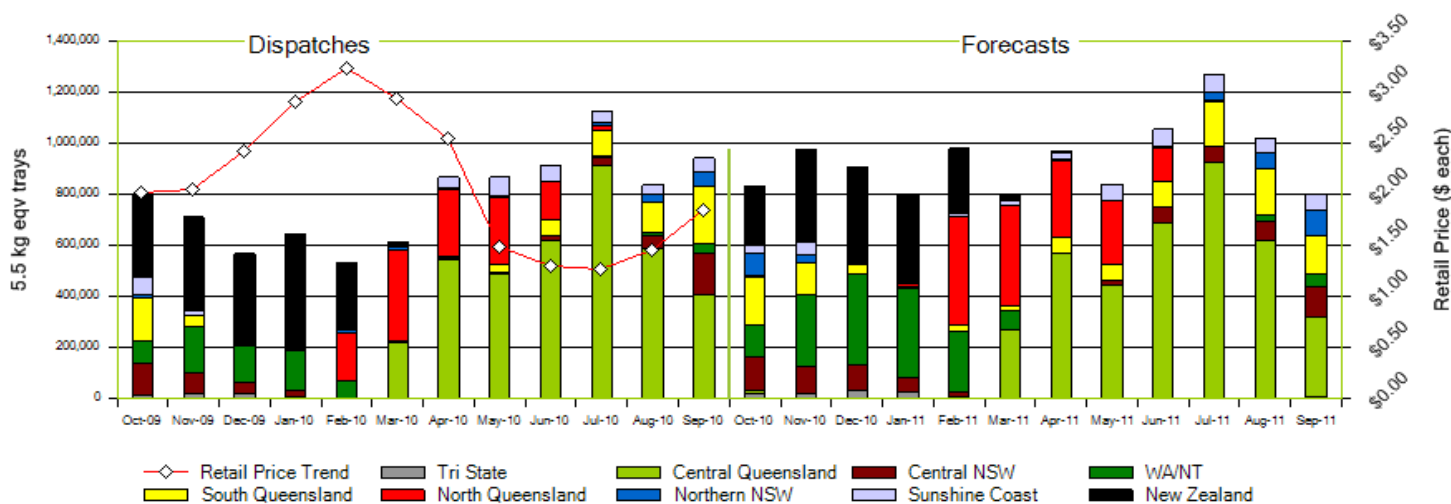
Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each reports shows the previous 12 month's dispatch figures and the future 12 month's forecast figures including both Australian and New Zealand data.

Australian Avocados Forecast Oct 09 to Sep 10 (5.5 kg eqv trays)													
	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	12 Mth Total
Hass	476,980	390,003	316,519	255,540	132,456	21,978	361,348	934,372	995,457	1,009,484	921,202	760,873	6,576,212
Shepard	0	0	0	9,412	247,241	629,117	429,958	37,882	0	0	0	0	1,353,610
Other	17,555	9,866	26,654	12,132	3,923	8,521	27,732	50,157	56,324	103,070	87,550	47,102	450,586
Total	494,535	399,869	343,173	277,084	383,620	659,616	819,038	1,022,411	1,051,781	1,112,554	1,008,752	807,975	8,380,408

Australian Avocados Dispatches Oct 09 to Sep 10 (5.5 kg eqv trays)													
	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	12 Mth Total
Hass	448,567	339,979	204,245	184,859	66,084	7,261	250,163	685,301	881,839	1,084,985	753,852	756,443	5,663,578
Shepard	0	0	0	0	205,207	579,416	571,954	156,796	5,226	0	0	0	1,518,599
Other	25,695	7,353	16,504	18,953	1,498	7,860	45,488	25,136	28,535	42,216	82,699	185,946	487,883
Total	474,262	347,332	220,749	203,812	272,789	594,537	867,605	867,233	915,600	1,127,201	836,551	942,389	7,670,060

Australian Avocados Forecast Oct 10 to Sep 11 (5.5 kg eqv trays)													
	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	12 Mth Total
Hass	592,720	607,603	512,166	412,278	257,586	84,143	349,593	742,817	1,014,887	1,226,531	941,219	642,290	7,383,833
Shepard	0	0	0	12,353	457,186	675,049	555,365	60,473	610	0	0	0	1,761,036
Other	9,507	5,180	22,019	26,903	8,681	13,318	58,088	36,359	38,756	40,561	78,885	158,886	497,143
Total	602,227	612,783	534,185	451,534	723,453	772,510	963,046	839,649	1,054,253	1,267,092	1,020,104	801,176	9,642,012

Australian & New Zealand Avocados : Oct 09 to Sep 10 Dispatch / Oct 10 to Sep 11 Forecast



Oct 09 to Sep 10 Dispatches & Oct 10 to Sep 11 Avocado Production Estimates 5.5kg eqv trays

Region	Oct09 to Sep10	Oct10 to Sep11
North Queensland	1,226,475	1,520,733
Central Queensland	3,787,888	3,842,919
Sunshine Coast	424,622	453,819
Southern Queensland	776,562	1,131,419
Northern NSW	154,005	326,577
Central NSW	538,587	752,056
Tri State	69,438	119,171
WA	692,483	1,495,318
Total	7,670,060	9,642,012

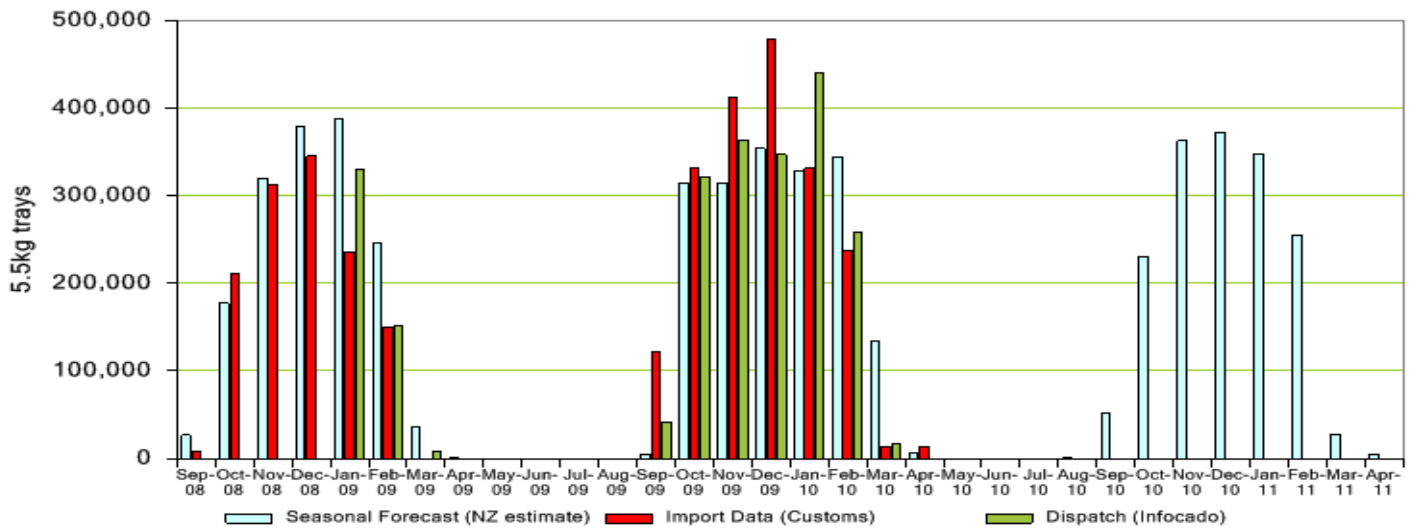
Comments from the CEO

As was noted in the July report, volumes moving into the market in the last couple of months were adjusted so that volumes in August were lower than originally forecast but September volumes were higher. These volumes have remained quite steady into October with New Zealand fruit entering the market to replace the Central Queensland fruit whose season is now finished.

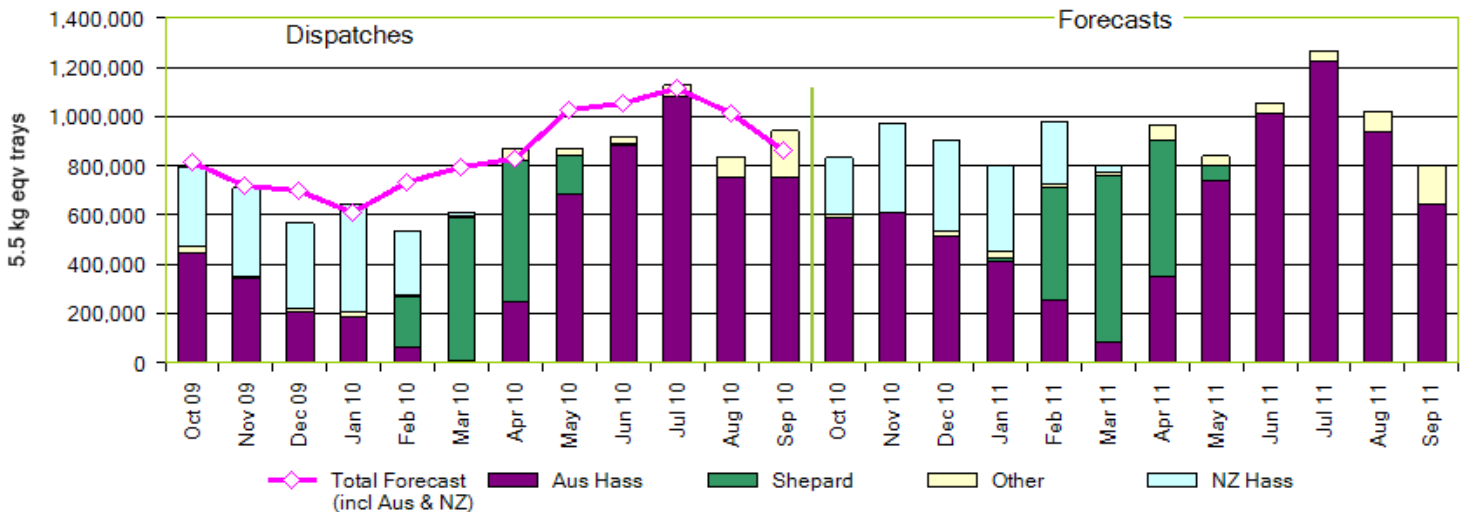
New Zealand volumes have been affected to some extent by the storms in the Bay of plenty in September however increased volumes from WA should more than make up for that shortfall. Volume flows will remain relatively constant over the next few months to the end of January 2011.

The maintenance of reasonable retail prices will be crucial in ensuring the Summer fruit moves efficiently through the market, direct suppliers should constantly be trying to emphasise reasonable retail prices with both the Supermarket chains.

New Zealand Avocados - Dispatch and Forecast



Oct 09 to Sep 10 Dispatches & Oct 10 to Sep 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 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	Jirel Holdings	Sunfresh
Aussie Orchards Growers & Packers	David Lankester	Kulnura Ambrosia Avocados	Sunny Bluff Produce Pty Ltd
Avocado Industry Council (NZAGA)	Delroy Orchards	Lavers Orchards	Sunnyspot Packhouse PL
Avocado Ridge	DG & CJ Kafer	Lone Gum Avocados	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
Avovest	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	Vitor Marketing Pty Ltd
BT & RG Pegg	Hilltop Mareeba	R & M Waterman	VP & EA Farrell
C F Fechner	I & A Tolson	RM & KL Cornwall	West Aussie Avos
Chinoola Orchards	ID & AM Leighton	Serrata Enterprises	Willow Creek
Chislett Developments Pty Ltd	J & K Hummer	Simpson Farms Pty Ltd	WJ Row
Chris and Sue Allan	JB & CM Culross	Summerland House With No Steps	Zanfar 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 22 October 2010