



INFOCADO CROP FORECAST

Quarterly Report— April 2014

Welcome to the quarterly Infocado report. This report is released in the months January, April, July and October. Each report 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 Apr 13 to Mar 14 (5.5 kg eqv trays)

	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	12 Mth Total
Hass	548,989	1,054,903	1,085,528	866,977	950,319	839,475	800,568	825,287	603,554	296,718	236,222	2,728	8,111,268
Shepard	423,841	9,930	20,014	19,477	19,874	12,930	0	0	0	48,547	214,050	543,516	1,312,179
Other	25,316	37,023	55,649	57,795	85,054	25,676	9,588	14,507	35,819	16,466	9,361	5,456	377,710
Total	998,146	1,101,856	1,161,191	944,249	1,055,247	878,081	810,156	839,794	639,373	361,731	459,633	551,700	9,801,157

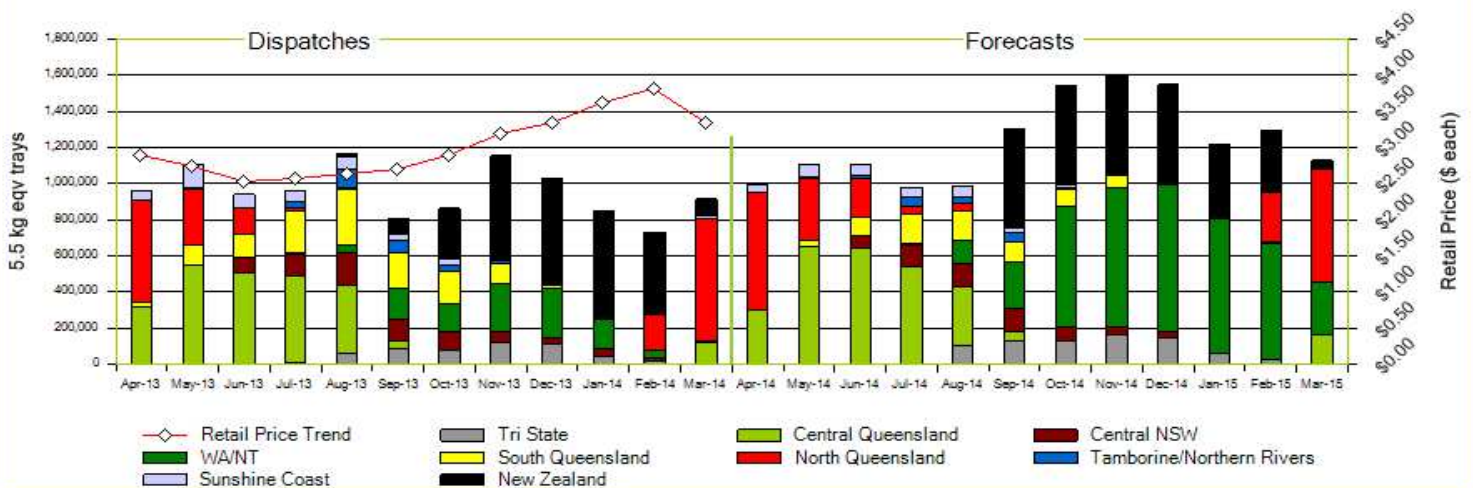
Australian Avocados Dispatches Apr 13 to Mar 14 (5.5 kg eqv trays)

	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	12 Mth Total
Hass	184,271	959,283	906,702	927,713	1,036,076	686,666	567,800	563,360	391,732	200,795	73,826	625	6,498,849
Shepard	739,882	89,869	753	0	0	0	0	0	0	0	198,886	807,931	1,837,321
Other	32,850	58,352	31,487	31,873	112,315	32,860	11,018	8,503	46,766	53,835	6,322	11,320	437,501
Total	957,003	1,107,504	938,942	959,586	1,148,391	719,526	578,818	571,863	438,498	254,630	279,034	819,876	8,773,671

Australian Avocados Forecast Apr 14 to Mar 15 (5.5 kg eqv trays)

	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	12 Mth Total
Hass	553,529	1,007,455	1,066,188	922,072	902,453	726,857	983,656	1,027,167	933,990	765,899	696,741	409,339	9,995,346
Shepard	422,605	41,512	0	0	0	0	0	0	0	6,350	244,790	655,899	1,371,156
Other	16,125	58,849	37,584	55,654	84,497	22,593	12,526	22,394	63,679	43,722	5,110	13,669	436,402
Total	992,259	1,107,816	1,103,772	977,726	986,950	749,450	996,182	1,049,561	997,669	815,971	946,641	1,078,907	11,802,904

Australian & New Zealand Avocados : Apr 13 to Mar 14 Dispatch / Apr 14 to Mar 15 Forecast



Apr 13 to Mar 14 Dispatches & Apr 14 to Mar 15 Avocado Production Estimates 5.5kg eqv trays

Region	Apr13 to Mar14	Apr14 to Mar15
North Queensland	1,922,903	2,192,896
Central Queensland	2,398,439	2,656,744
Sunshine Coast	470,258	323,698
Southern Queensland	1,320,098	765,568
Tamb/Northern Rivers	262,139	184,923
Central NSW	762,954	604,572
Tri State	519,774	754,423
WA	1,117,106	4,320,080
Total	8,713,671	11,802,904

Please Note: The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons including some packhouse's unwillingness to engage with industry and/or lack of computer access. For this reason it is not possible to extrapolate the figures from the Weekly Infocado Report to come up with either the dispatch and/or forecast figures in the Quarterly Infocado Report. At any time the Weekly Infocado Report incorporates around 85% of total production and forecasts however this does vary depending on time of year (as a result of the fruit coming from different regions with different levels of packhouse input). It is not functionally possible to incorporate allowances for missing data into the Weekly Infocado Report hence the variance between it and the Quarterly Infocado Report.

Comments from the Infocado Team

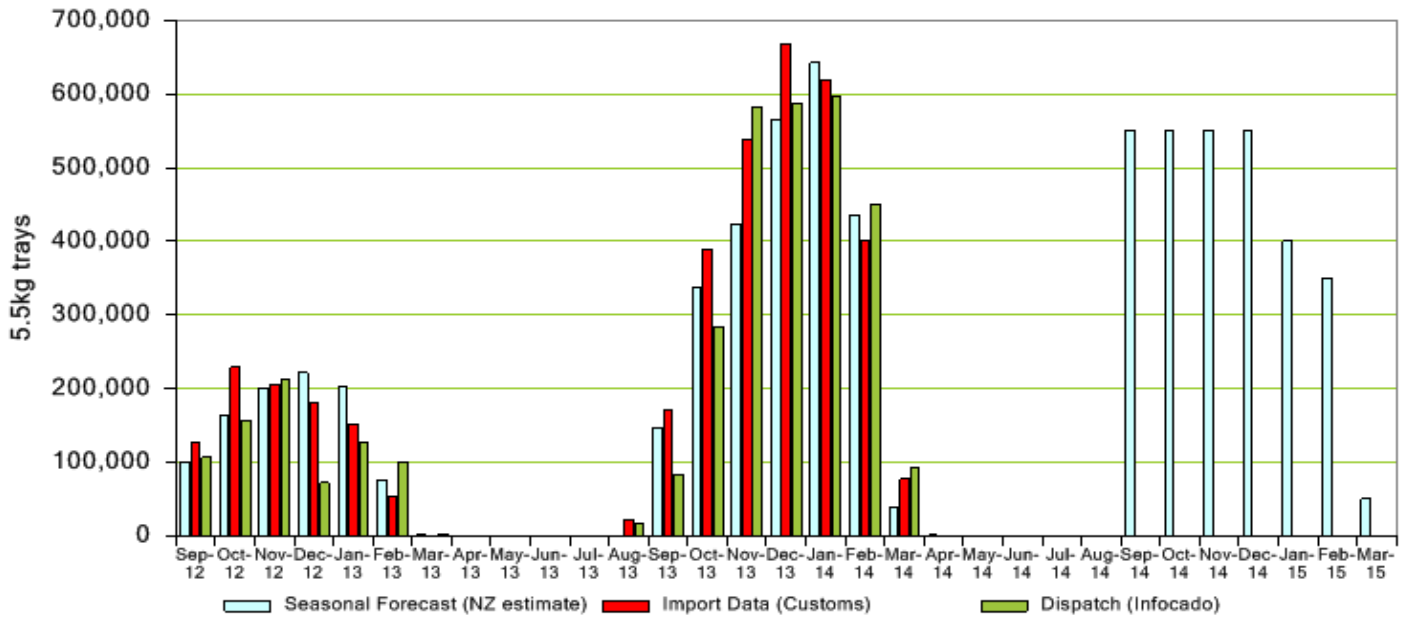
The modest supply of avocados has continued into the first quarter of 2014 therefore strong prices have remained within the domestic sector. As reported in the last Quarterly report and confirmed in this report Western Australia is set for a big season in 2014/15. The New Zealand season looks to increase starting off earlier with larger volumes.

These two events coinciding mean quite large volumes of avocados are set to enter the domestic marketplace come Spring. The forecast shows that the market will be expected to move more than 350,000 trays per week during this period. Some Southern Queensland and NSW packers have reported a decrease in their forecasts for 2014 compared to the 2013 season so this may slightly ease the available volume come Spring.

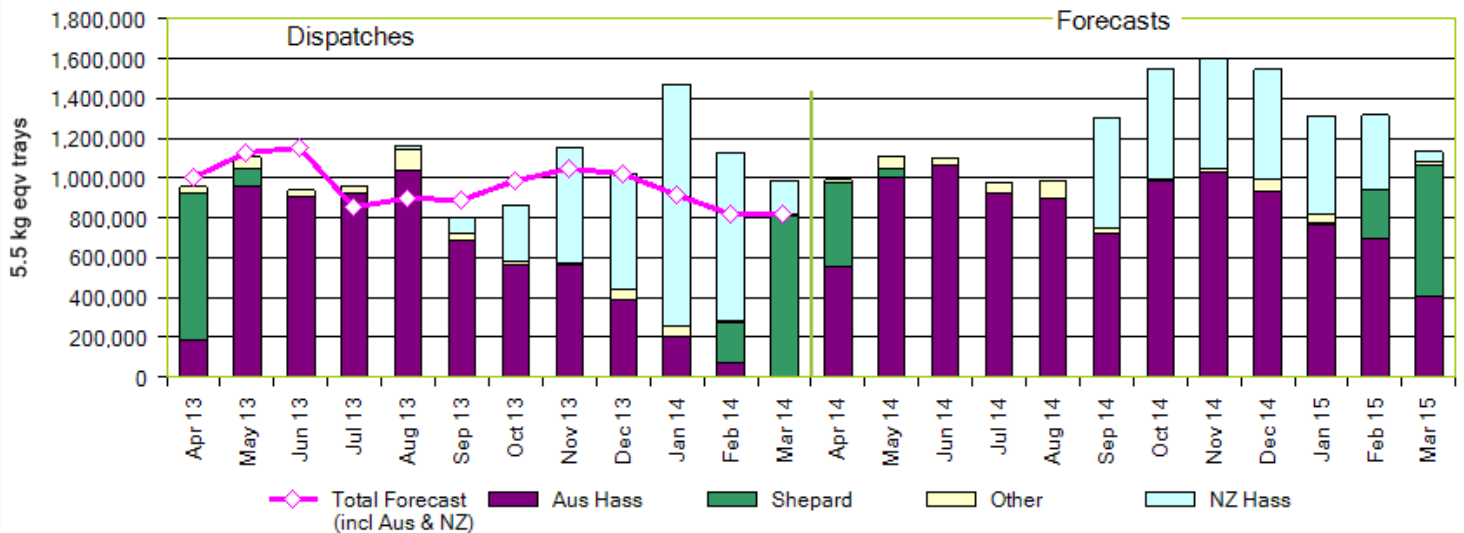
The Qualicado program has continued to roll out across the regions moving through 2014 with great success. The program is designed to assist supply chain members in improving practices (where necessary) thus improving fruit quality for the consumer. Since the launch in North Queensland in August 2013, 7 workshops have been held with a total of 298 attendees participating. The workshop days have been well received with strong support from industry stakeholders.

The launch of the new television campaign this month was also an ideal opportunity to launch a refresh of the Australian Avocados website. From week commencing 27 April the consumer website will feature new device response technology and design changes will provide improved page navigation and search functionality from any mobile or desk top device. With over 15,000 unique visitors a month these changes are aimed at providing a better overall user experience for consumers.

New Zealand Avocados - Dispatch and Forecast



Apr 13 to Mar 14 Dispatches & Apr 14 to Mar 15 Forecasts Avocados by Variety



Seasonal Forecast Contributors

Central NSW

Coastal Avocados
I & A Tolson
Kulnura Ambrosia Avocados

Central Qld

Avocado Ridge
BT & RG Pegg
Donovan Family Investment Trust
Lava Valley Produce
Simpson Farms Pty Ltd
Sunny Bluff Produce Pty Ltd

SuperPak

NZ

Avocado Industry Council (NZAGA)

North Qld

Avocado Estates
Aussie Orchards Growers & Packers

Battistin Orchards Pty Ltd

Bellview Orchards Pty Ltd

Gunnado Farm

Hilltop Mareeba

Lakeshore Pty Ltd

R & M Waterman

Rockridge Farming Pty Ltd

Tinaroo Falls Avocado Trust

Tropicado Avocados

South Qld

Balmoral Orchard

Googa Farms

G&J Krenske

Green Nugget Orchards

Mountain Fresh

One Harvest

Perseverance Farming Co

Sunnyspot Packhouse Pty Ltd

Touchwood Farming

Wodonga Park Fruit & Nuts

Sunshine Coast

G & C Christensen

Natures Fruit Company

Sunfresh

Tamborine Northern Rivers

Aussie Orchards Growers & Packers

JB & CM Culross

Jirel Holdings

Summerland House With No Steps

WJ Row

Tristate

Ashbourne Hills Avocados

Bonyarical Vineyards

Chinoola Orchards

Chislett Developments Pty Ltd

Goldenhill Packing Pty Ltd

KV & JM Lehmann

Marrbiz Pty Ltd

Vitor Marketing Pty Ltd

WA

Advance Packing & Marketing Services P/L

Avonova

Avowest

Box Organics

Delroy Orchards

Green Pear Avocado

Mariners Rest

The Avocado Grove

VP & EA Farrell

West Aussie Avos

Willow Creek

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