

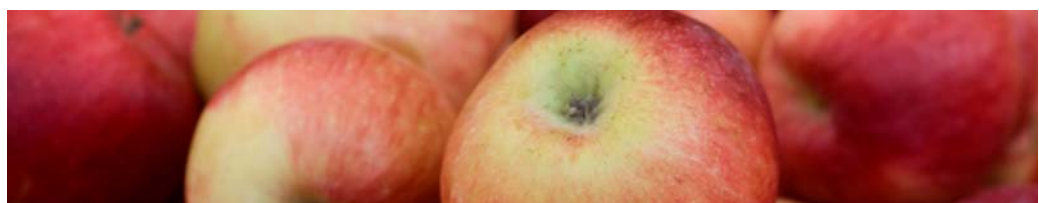
Profit from knowledge: become an AFFCO Well Informed Grower

Australia's **leading** market and supply information network for apple, pear, cherry, stonefruit growers, packers and marketers

Need to know more about?

- Crop estimates and production in major growing regions
- Seasonal conditions around Australia and their impact on production
- Timing of harvest and marketing
- Market and retail pricing and trends
- Competitive product availability and forecasts
- Domestic and international trends and developments
- Stocks and pack-out estimates (apples and pears)

Join other leading growers, packers and marketers, to share the latest information impacting your bottom line



How it works:

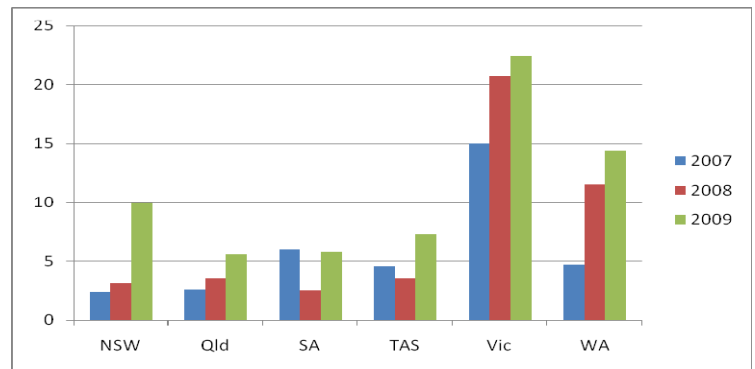
1. You and your Well Informed Grower colleagues identify information needs and priorities
2. AFFCO coordinates sourcing, analysis and distribution by email, with data available at any time on the Member-Only section of the AFFCO web site
3. You make the decisions and profit accordingly

Sources of Information include:

- Member teleconferences and teleconference notes (with frequency determined by members), providing crop estimates, harvest timing, impact of seasonal conditions, market conditions and much more
- Specially commissioned weekly Competitive Products reports
- Market reports
- Supermarket buy-prices and market returns, supplied confidentially by members and collated by AFFCO
- Retail price monitoring in supermarkets and greengrocers in NSW and Victoria

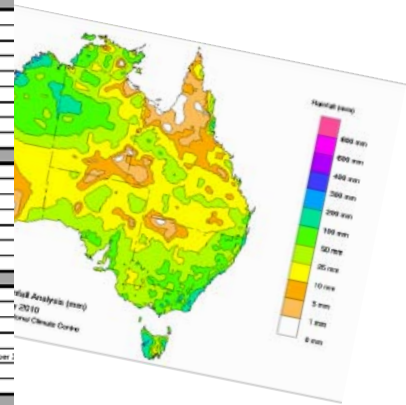


TOTAL STOCK LEVELS X STATE



Comment:
 25,000 TONNES MOVED NATIONALLY DURING OCTOBER
 TOTAL REMAINING STOCKS 65,600 TONNES, COMPARED WITH 44,900 IN 2009 AND 35,300 IN 2007

Week Comm:	Woolworths Sydney		Coles Sy	
	£ This week	£ Last week	This week	Last week
Apples				
Gala	4.98		1kg pp 2.98	4.98
Red Delicious	2.98	2.98		2.98
Golden Delicious				3.98
Granny Smith	3.97	3.97		4.98
Fuji				4.98
Braeburn				
Pink Lady	5.47	5.97		4.98
Sundowner	3.98	2.98		3.98
Other -				
Pears				
Packham	5.72	4.98		3.98
Bosc				3.48
Josephine				
Corella				
Chinese Ya Pear				1.98
Other -				3.48
Nashi (China)				3.48
Sumemfruit				
Peaches - Yellow	3.54	3.97		3.98
Peaches - White	3.54	3.97	1kg pp 3.92	3.98
Nectarine - Yellow	3.98	2.94	1kg pp 4.42	3.98
Nectarine - White	3.98	2.94		2.98
Plum	4.97	4.97		3.95
Cherries	15.98	15.95		12.98
Apricot	7.97	7.97		8.98
Other Snack Fruits				
Bananas	2.98	1.49		2.98
Grapes - White	6.98	4.98		3.48
Grapes - Red		3.92		5.98



Testimonials

"This is one of the best investments I have made" etc....

#####, State, Crop

"My membership was more than covered by the decisions I made after just one teleconference"

#####, State, Crop

"Through WIG I developed a new market, by linking with another member in another state"

#####, State, Crop

"#####"

#####, State, Crop

AFFCO Well Informed Grower (WIG)

Application Form:

Contact Information

Contact Person

Company

Address

Town

Postcode

State

Telephone

Facsimile

Email

Well Informed Grower Applicants

Applicant 1

Applicant 3

Applicant 2

Applicant 4

Additional Information

Reasons for wanting to be a WIG Member

Type of fruit production

Application Process

Please forward your Application Form to:

Australian Fresh Fruit Company Pty Ltd, PO Box 363, GISBORNE VIC 3437

F: 03 5420 7447

E: admin@affco.com.au

Enquiries: 03 5420 7444 (AFFCO Office)

Become a Member - for more information and to become an AFFCO Well Informed Grower:

Complete this Application Form or contact the AFFCO Office today on 03 5420 7444 or email admin@affco.com.au





Australian Fresh Fruit Company

Australia's leading fruit network

General Manager

Andrew Dick - 0417 357 702

andrewd@affco.com.au

Project Coordinator

Sally Piper - 0406 398 152

sallyp@affco.com.au

Administrator

Kim Guarnaccia

admin@affco.com.au

Accounts Manager

Kay Brassil (Friday only)

accounts@affco.com.au

Trainee Administrator Assist.

Eleanor Bruce

eleanorb@affco.com.au

AFFCO Project Partners

John Baker - 02 9642 1555

john@producemarketing.com.au

Ken Gaudion - 03 5765 2254

k.gaudion@bigpond.com

Kim Jessup - 0419 164 916

jessup@mcmedia.com.au

Malcolm Roach - 0418 553 362

mvroach@bigpond.net.au

Neil Offner - 02 6964 8222

neiloffner@ozemail.com.au

48 Hamilton Road (PO Box 363)

Gisborne Victoria 3437

T: +61 3 5420 7444 F: +61 3 5420 7447 W: www.affco.com.au

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