



# 2009 AvoScore Card



**- CONFIDENTIAL -**

IRI retail sales data represents DMA markets.

DMA (Designated Market Area)

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DMA includes a group of counties in the United States that are covered by a specific group of television stations. The term was coined by Nielsen Media Research, and they control the trademark on it. There are 205 DMAs in the United States.

MARKET **Boston** 2008 VOLUME RANK<sup>1</sup> **13** 2009 YEAR-TO-DATE THRU: **Q3**  
 REGION **Northeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Boston	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	<b>3,057</b>	<b>3,558</b>	<b>3,505</b>	<b>0</b>	<b>10,121</b>	<b>9,673</b>	<b>4.6%</b>	<b>84%</b>
DOLLAR SALES <sup>1</sup>	<b>\$3,248</b>	<b>\$3,820</b>	<b>\$4,110</b>	<b>\$0</b>	<b>\$11,177</b>	<b>\$9,750</b>	<b>14.6%</b>	<b>91%</b>
AVG SELLING \$/UNIT	<b>\$1.06</b>	<b>\$1.07</b>	<b>\$1.17</b>	<b>-</b>	<b>\$1.10</b>	<b>\$1.01</b>	<b>9.6%</b>	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	<b>2,612</b>	<b>827</b>	<b>-68.3%</b>	4046	<b>27.0%</b>	<b>8.2%</b>
4225	<b>2,853</b>	<b>5,671</b>	<b>98.8%</b>	4225	<b>29.5%</b>	<b>56.0%</b>
4770	<b>15</b>	<b>6</b>	<b>-56.0%</b>	4770	<b>0.2%</b>	<b>0.1%</b>
Other	<b>147</b>	<b>219</b>	<b>48.8%</b>	Other	<b>1.5%</b>	<b>2.2%</b>
Organic	<b>125</b>	<b>110</b>	<b>-11.7%</b>	Organic	<b>1.3%</b>	<b>1.1%</b>
Bags	<b>3,923</b>	<b>3,288</b>	<b>-16.2%</b>	Bags	<b>40.6%</b>	<b>32.5%</b>

**PLU List**

- 4046 Small Hass (#60s & smaller)
- 4225 Large Hass (#40 & #48)
- 4770 X-Large Hass (#36 & larger)
- Other includes Unknown, Pinkertons, Greenskins, etc.
- Organic includes all sizes
- Bags includes all bagged UPCs

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)	<b>29%</b>	<b>50%</b>	<b>13%</b>	<b>7%</b>
2008 Mkt Avg (Round 2)	<b>34%</b>	<b>38%</b>	<b>22%</b>	<b>6%</b>

AD ACTIVITY <sup>3</sup>	YTD
2009	<b>33</b>
2008	<b>34</b>

Sources:

- 1 IRI Retail Data from IRI/FreshLook Marketing
- 2 RipeScan audit data provided by The Hass Avocado Board
- 3 Advertising activity obtained from Market Track

Important Note: Due to the fact that IRI / FreshLook recently restated all retail data, these AvoScore cards cannot be compared or used in conjunction with prior AvoScore cards.

For more information:

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**TOP REPORTING DMA MARKETS**

(based on 2008 Total Volume)<sup>1</sup>

- |                 |                   |
|-----------------|-------------------|
| 1 Los Angeles   | 11 San Diego      |
| 2 San Francisco | 12 Portland       |
| 3 Houston       | 13 Boston         |
| 4 Dallas        | 14 Las Vegas      |
| 5 Sacramento    | 15 Atlanta        |
| 6 New York      | 16 Philadelphia   |
| 7 Phoenix       | 17 Salt Lake City |
| 8 Denver        | 18 Detroit        |
| 9 Chicago       | 19 Miami          |
| 10 Seattle      | 20 St. Louis      |