



# 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 **Atlanta** 2008 VOLUME RANK<sup>1</sup> **15** 2009 YEAR-TO-DATE THRU: **Q3**  
 REGION **Southeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Atlanta	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	<b>2,965</b>	<b>3,269</b>	<b>3,197</b>	<b>0</b>	<b>9,431</b>	<b>8,574</b>	<b>10.0%</b>	<b>84%</b>
DOLLAR SALES <sup>1</sup>	<b>\$3,619</b>	<b>\$4,438</b>	<b>\$4,677</b>	<b>\$0</b>	<b>\$12,734</b>	<b>\$10,634</b>	<b>19.8%</b>	<b>93%</b>
AVG SELLING \$/UNIT	<b>\$1.22</b>	<b>\$1.36</b>	<b>\$1.46</b>	<b>-</b>	<b>\$1.35</b>	<b>\$1.24</b>	<b>8.9%</b>	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	<b>5,715</b>	<b>6,488</b>	<b>13.5%</b>	4046	<b>66.7%</b>	<b>68.8%</b>
4225	<b>1,648</b>	<b>1,928</b>	<b>17.0%</b>	4225	<b>19.2%</b>	<b>20.4%</b>
4770	<b>2</b>	<b>1</b>	<b>-33.5%</b>	4770	<b>0.02%</b>	<b>0.01%</b>
Other	<b>403</b>	<b>413</b>	<b>2.6%</b>	Other	<b>4.7%</b>	<b>4.4%</b>
Organic	<b>150</b>	<b>147</b>	<b>-2.3%</b>	Organic	<b>1.8%</b>	<b>1.6%</b>
Bags	<b>656</b>	<b>454</b>	<b>-30.9%</b>	Bags	<b>7.7%</b>	<b>4.8%</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>53%</b>	<b>10%</b>	<b>32%</b>	<b>5%</b>
2008 Mkt Avg (Round 2)	<b>36%</b>	<b>2%</b>	<b>51%</b>	<b>11%</b>

AD ACTIVITY <sup>3</sup>	YTD
2009	<b>33</b>
2008	<b>28</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      |