



2009 AvoScore Card



- CONFIDENTIAL -

MARKET Baltimore /
Washington DC
REGION Mid South

2008 VOLUME RANK¹ 24
2009 YEAR-TO-DATE THRU: Q3

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.

Add '000s to Units and Dollars Baltimore/Washington DC	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Q1	Q2	Q3	Q4	2009	2008	Variance %	
UNIT SALES ¹	1,272	1,384	1,398	0	4,054	3,611	12.3%	89%
DOLLAR SALES ¹	\$1,579	\$1,814	\$1,971	\$0	\$5,364	\$4,827	11.1%	88%
AVG SELLING \$/UNIT	\$1.24	\$1.31	\$1.41	-	\$1.32	\$1.34	-1.0%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	1,180	588	-50.2%	4046	32.7%	14.5%
4225	1,835	2,852	55.4%	4225	50.8%	70.3%
4770	10.1	50	396.7%	4770	0.3%	1.2%
Other	138	154	11.5%	Other	3.8%	3.8%
Organic	44	59	31.8%	Organic	1.2%	1.4%
Bags	403	352	-12.7%	Bags	11.2%	8.7%

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 ²	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)	22%	22%	48%	7%
2008 Mkt Avg (Round 2)	56%	20%	20%	5%

AD ACTIVITY ³	YTD
2009	137
2008	114

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)¹

- | | |
|-----------------|-------------------|
| 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 |