



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 **Buffalo** 2008 VOLUME RANK¹ **39** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **Northeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Buffalo	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	366	295	338	0	1,000	842	18.7%	94%
DOLLAR SALES ¹	\$540	\$495	\$581	\$0	\$1,615	\$1,407	14.8%	91%
AVG SELLING \$/UNIT	\$1.47	\$1.68	\$1.72	-	\$1.61	\$1.67	-3.3%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL	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
4046	4	6	50.1%	4046	0.5%	0.6%	
4225	686	863	25.9%	4225	81.4%	86.3%	
4770	0.2	0.4	146.7%	4770	0.02%	0.04%	
Other	56	63	12.1%	Other	6.6%	6.3%	
Organic	13	5	-59.9%	Organic	1.6%	0.5%	
Bags	84	63	-24.9%	Bags	9.9%	6.3%	

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)			not available	
2008 Mkt Avg (Round 2)			not available	

AD ACTIVITY ³	YTD
2009	25
2008	21

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:
 Contact Dave Cruz at (949) 341-3250

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