



2009 AvoScore Card



- CONFIDENTIAL -

2009 YEAR-TO-DATE THRU:

Q3

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Los Angeles, Sacramento,
San Diego, San Francisco
REGION California

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	California	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	66,099	66,698	71,224	0	204,020	161,694	26.2%	94%
DOLLAR SALES ¹	\$60,730	\$64,111	\$66,108	\$0	\$190,949	\$170,937	11.7%	86%
AVG SELLING \$/UNIT	\$0.92	\$0.96	\$0.93	-	\$0.94	\$1.06	-11.5%	

PLU	UNITS	UNITS	VARIANCE	UNITS	2008	2009	PLU List
YTD	2008	2009	%	YTD	% of TTL	% of TTL	
4046	23,698	32,063	35.3%	4046	14.7%	15.7%	- 4046 Small Hass (#60s & smaller)
4225	102,433	126,268	23.3%	4225	63.3%	61.9%	- 4225 Large Hass (#40 & #48)
4770	1,577	1,742	10.4%	4770	1.0%	0.9%	- 4770 X-Large Hass (#36 & larger)
Other	63	64	2.2%	Other	0.04%	0.03%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	1,328	1,253	-5.7%	Organic	0.8%	0.6%	- Organic includes all sizes
Bags	32,595	42,631	30.8%	Bags	20.2%	20.9%	- Bags includes all bagged UPCs

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

AD ACTIVITY ³	YTD
2009	n/a
2008	n/a

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 |