



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 **Chicago** 2008 VOLUME RANK¹ **9** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **Great Lakes**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Chicago	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	5,988	6,661	5,549	0	18,199	14,594	24.7%	96%
DOLLAR SALES ¹	\$6,282	\$8,074	\$7,115	\$0	\$21,472	\$18,583	15.5%	90%
AVG SELLING \$/UNIT	\$1.05	\$1.21	\$1.28	-	\$1.18	\$1.27	-7.3%	

PLU	UNITS 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	931	1,766	89.6%	4046	6.4%	9.7%		
4225	12,281	14,861	21.0%	4225	84.2%	81.7%		
4770	481	202	-57.9%	4770	3.3%	1.1%		
Other	151	187	24.4%	Other	1.0%	1.0%		
Organic	124	116	-7.1%	Organic	0.9%	0.6%		
Bags	625	1,065	70.4%	Bags	4.3%	5.9%		

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)	39%	38%	19%	5%
2008 Mkt Avg (Round 2)	25%	49%	22%	3%

AD ACTIVITY ³	YTD
2009	108
2008	113

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 |