



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 **Dallas**
 REGION **South Central**

2008 VOLUME RANK¹ **4**
 2009 YEAR-TO-DATE THRU: **Q3**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Dallas	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	12,762	11,748	10,631	0	35,141	29,339	19.8%	92%
DOLLAR SALES ¹	\$10,337	\$11,230	\$10,926	\$0	\$32,493	\$28,233	15.1%	89%
AVG SELLING \$/UNIT	\$0.81	\$0.96	\$1.03	-	\$0.92	\$0.96	-3.9%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	17,629	21,426	21.5%	4046	60.1%	61.0%
4225	8,716	9,879	13.3%	4225	29.7%	28.1%
4770	1,673	2,493	49.0%	4770	5.7%	7.1%
Other	142	145	2.8%	Other	0.5%	0.4%
Organic	167	173	3.7%	Organic	0.6%	0.5%
Bags	1,013	1,024	1.1%	Bags	3.5%	2.9%

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)	not available			
2008 Mkt Avg (Round 2)	38%	38%	23%	0%

AD ACTIVITY ³	YTD
2009	133
2008	125

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 |