



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 **Denver** 2008 VOLUME RANK¹ **8** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **West**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Denver	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	8,054	6,690	6,611	0	21,355	17,253	23.8%	92%
DOLLAR SALES ¹	\$9,351	\$8,798	\$9,463	\$0	\$27,613	\$24,067	14.7%	88%
AVG SELLING \$/UNIT	\$1.16	\$1.32	\$1.43	-	\$1.29	\$1.39	-7.3%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	1,116	1,119	0.3%	4046	6.5%	5.2%
4225	15,179	18,542	22.2%	4225	88.0%	86.8%
4770	117	222	89.5%	4770	0.7%	1.0%
Other	1	1	-49.0%	Other	0.01%	0.00%
Organic	69	78	14.1%	Organic	0.4%	0.4%
Bags	770	1,393	80.9%	Bags	4.5%	6.5%

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)	37%	30%	27%	6%
2008 Mkt Avg (Round 2)	30%	23%	41%	6%

AD ACTIVITY ³	YTD
2009	82
2008	84

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 |