



# 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 Chicago, Cincinnati, Cleveland, Columbus, Detroit

REGION Great Lakes

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Q1	Q2	Q3	Q4	2009	2008	Variance %	
Great Lakes								
UNIT SALES <sup>1</sup>	30,530	28,738	24,319	0	83,587	68,747	21.6%	96%
DOLLAR SALES <sup>1</sup>	\$23,484	\$26,512	\$24,080	\$0	\$74,076	\$65,133	13.7%	90%
AVG SELLING \$/UNIT	\$0.77	\$0.92	\$0.99	-	\$0.89	\$0.95	-6.5%	

PLU	UNITS YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	2,699	6,342	135.0%	4046	3.9%	7.6%	
4225	48,887	59,405	21.5%	4225	71.1%	71.1%	
4770	5,899	4,893	-17.1%	4770	8.6%	5.9%	
Other	782	963	23.1%	Other	1.1%	1.2%	
Organic	819	934	14.0%	Organic	1.2%	1.1%	
Bags	9,660	11,050	14.4%	Bags	14.1%	13.2%	

### 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 <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg	not available			
2008 Mkt Avg	not available			

AD ACTIVITY <sup>3</sup>	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:

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### TOP REPORTING DMA MARKETS

(based on 2008 Total Volume)<sup>1</sup>

- |                 |                   |
|-----------------|-------------------|
| 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      |