



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 **Houston** 2008 VOLUME RANK¹ **3** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **South Central**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Houston	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	14,183	13,111	12,090	0	39,384	34,299	14.8%	88%
DOLLAR SALES ¹	\$10,498	\$11,626	\$11,262	\$0	\$33,387	\$30,065	11.0%	86%
AVG SELLING \$/UNIT	\$0.74	\$0.89	\$0.93	-	\$0.85	\$0.88	-3.3%	

PLU 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	24,173	26,569	9.9%	4046	70.5%	67.5%	
4225	6,016	8,878	47.6%	4225	17.5%	22.5%	
4770	3,468	3,386	-2.4%	4770	10.1%	8.6%	
Other	236	186	-21.1%	Other	0.7%	0.5%	
Organic	208	199	-4.1%	Organic	0.6%	0.5%	
Bags	198	166	-16.3%	Bags	0.6%	0.4%	

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)	not available			
2008 Mkt Avg (Round 2)	40%	34%	19%	6%

AD ACTIVITY ³	YTD
2009	150
2008	149

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 |