



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 **Los Angeles**
 REGION **California**

2008 VOLUME RANK¹ **1**
 2009 YEAR-TO-DATE THRU: **Q3**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Los Angeles	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	28,972	29,363	32,007	0	90,342	70,908	27.4%	95%
DOLLAR SALES ¹	\$27,578	\$28,949	\$29,700	\$0	\$86,227	\$78,402	10.0%	84%
AVG SELLING \$/UNIT	\$0.95	\$0.99	\$0.93	-	\$0.95	\$1.11	-13.7%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	8,978	14,427	60.7%	4046	12.7%	16.0%
4225	45,858	54,382	18.6%	4225	64.7%	60.2%
4770	1,118	1,231	10.0%	4770	1.6%	1.4%
Other	49	49	0.8%	Other	0.1%	0.1%
Organic	459	491	7.1%	Organic	0.6%	0.5%
Bags	14,446	19,762	36.8%	Bags	20.4%	21.9%

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)	22%	12%	63%	2%
2008 Mkt Avg (Round 2)	31%	29%	35%	5%

AD ACTIVITY ³	YTD
2009	106
2008	119

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 |