



2009 AvoScore Card



- CONFIDENTIAL -

2009 YEAR-TO-DATE THRU:

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Baltimore, Louisville, Memphis, Raleigh, Richmond, Roanoke

Q3

REGION Mid South

| Add '000s to Units and Dollars | 2009 | | | | YEAR - TO - DATE | | | 2009 INDEX (to 2008 Total) |
|--------------------------------|-----------|----------|----------|-----|------------------|----------|-------|----------------------------|
| | Mid South | Q1 | Q2 | Q3 | Q4 | 2009 | 2008 | |
| UNIT SALES ¹ | 15,413 | 16,864 | 16,352 | 0 | 48,628 | 41,880 | 16.1% | 93% |
| DOLLAR SALES ¹ | \$18,964 | \$21,898 | \$23,691 | \$0 | \$64,552 | \$56,554 | 14.1% | 91% |
| AVG SELLING \$/UNIT | \$1.23 | \$1.30 | \$1.45 | - | \$1.33 | \$1.35 | -1.7% | |

| PLU | UNITS YTD | UNITS 2008 | UNITS 2009 | VARIANCE % | UNITS YTD | 2008 % of TTL | 2009 % of TTL |
|---------|-----------|------------|------------|------------|-----------|---------------|---------------|
| 4046 | 14,811 | 13,593 | 13,593 | -8.2% | 4046 | 35.4% | 28.0% |
| 4225 | 16,070 | 23,945 | 23,945 | 49.0% | 4225 | 38.4% | 49.2% |
| 4770 | 5,422 | 6,188 | 6,188 | 14.1% | 4770 | 12.9% | 12.7% |
| Other | 1,373 | 1,435 | 1,435 | 4.5% | Other | 3.3% | 3.0% |
| Organic | 863 | 917 | 917 | 6.2% | Organic | 2.1% | 1.9% |
| Bags | 3,341 | 2,549 | 2,549 | -23.7% | Bags | 8.0% | 5.2% |

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 ² | RIPE | BREAKING | FIRM | OVERRIPE |
|-----------------------------|------|----------|---------------|----------|
| 2009 Mkt Avg | | | not available | |
| 2008 Mkt Avg | | | not available | |

| AD ACTIVITY ³ | 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)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 |