



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 **New England** 2008 VOLUME RANK¹ **23** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **Northeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	<u>New England</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>2009</u>	<u>2008</u>	
UNIT SALES ¹	1,759	1,958	2,049	0	5,766	5,478	5.3%	85%
DOLLAR SALES ¹	\$1,696	\$1,908	\$2,139	\$0	\$5,743	\$5,353	7.3%	85%
AVG SELLING \$/UNIT	\$0.96	\$0.97	\$1.04	-	\$1.00	\$0.98	1.9%	

PLU	UNITS	UNITS	VARIANCE	UNITS	2008	2009
<u>YTD</u>	<u>2008</u>	<u>2009</u>	<u>%</u>	<u>YTD</u>	<u>% of TTL</u>	<u>% of TTL</u>
4046	491	679	38.4%	4046	9.0%	11.8%
4225	2,807	2,869	2.2%	4225	51.2%	49.8%
4770	0	0	-	4770	0.0%	0.0%
Other	69	77	10.7%	Other	1.3%	1.3%
Organic	47	40	-14.6%	Organic	0.9%	0.7%
Bags	2,064	2,101	1.8%	Bags	37.7%	36.4%

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	<u>RIPE</u>	<u>BREAKING</u>	<u>FIRM</u>	<u>OVERRIPE</u>
2009 Mkt Avg (Round 2)			not available	
2008 Mkt Avg (Round 2)			not available	

AD ACTIVITY ³	<u>YTD</u>
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:
 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 |