



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 York** 2008 VOLUME RANK¹ **6** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **Northeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	New York	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	9,326	10,977	11,471	0	31,775	25,550	24.4%	97%
DOLLAR SALES ¹	\$11,046	\$13,125	\$15,412	\$0	\$39,584	\$32,436	22.0%	95%
AVG SELLING \$/UNIT	\$1.18	\$1.20	\$1.34	-	\$1.25	\$1.27	-1.9%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	4,704	1,464	-68.9%	4046	18.4%	4.6%
4225	15,487	22,640	46.2%	4225	60.6%	71.3%
4770	31	10	-68.6%	4770	0.1%	0.03%
Other	1,887	3,083	63.4%	Other	7.4%	9.7%
Organic	758	744	-1.8%	Organic	3.0%	2.3%
Bags	2,683	3,834	42.9%	Bags	10.5%	12.1%

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)	59%	23%	18%	0%
2008 Mkt Avg (Round 2)	51%	27%	21%	2%

AD ACTIVITY ³	YTD
2009	223
2008	210

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 |