



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 Albany, Boston, Buffalo, New England, New York, Philadelphia, Pittsburgh

Q3

REGION **Northeast**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Northeast	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	25,695	29,546	30,118	0	85,359	72,739	17.4%	92%
DOLLAR SALES ¹	\$27,651	\$32,586	\$36,554	\$0	\$96,790	\$82,240	17.7%	92%
AVG SELLING \$/UNIT	\$1.08	\$1.10	\$1.21	-	\$1.13	\$1.13	0.3%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	15,707	8,293	-47.2%	4046	21.6%	9.7%
4225	33,446	51,141	52.9%	4225	46.0%	59.9%
4770	624	545	-12.7%	4770	0.9%	0.6%
Other	3,127	4,870	55.8%	Other	4.3%	5.7%
Organic	1,563	1,371	-12.3%	Organic	2.1%	1.6%
Bags	18,273	19,140	4.7%	Bags	25.1%	22.4%

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	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:
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