



# 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 Philadelphia 16 2008 VOLUME RANK<sup>1</sup> 2009 YEAR-TO-DATE THRU: Q3  
 REGION Northeast

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Philadelphia	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	2,962	3,452	3,633	0	10,046	8,344	20.4%	94%
DOLLAR SALES <sup>1</sup>	\$2,974	\$3,525	\$3,871	\$0	\$10,369	\$8,976	15.5%	91%
AVG SELLING \$/UNIT	\$1.00	\$1.02	\$1.07	-	\$1.03	\$1.08	-4.0%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	1,302	1,140	-12.4%	4046	15.6%	11.4%
4225	4,114	5,112	24.3%	4225	49.3%	50.9%
4770	1	2	120.3%	4770	0.01%	0.02%
Other	396	608	53.5%	Other	4.7%	6.1%
Organic	131	110	-16.2%	Organic	1.6%	1.1%
Bags	2,400	3,074	28.1%	Bags	28.8%	30.6%

**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 <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg (Round 2)	36%	37%	14%	13%
2008 Mkt Avg (Round 2)	54%	25%	13%	9%

AD ACTIVITY <sup>3</sup>	YTD
2009	111
2008	82

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)<sup>1</sup>

- |                 |                   |
|-----------------|-------------------|
| 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      |