



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 **Phoenix** 2008 VOLUME RANK¹ **7** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **West**

| Add '000s to Units and Dollars | 2009 | | | | YEAR - TO - DATE | | | 2009 INDEX (to 2008 Total) |
|--------------------------------|----------------|----------------|----------------|------------|------------------|-----------------|---------------|----------------------------|
| | Phoenix | Q1 | Q2 | Q3 | Q4 | 2009 | 2008 | |
| UNIT SALES ¹ | 10,128 | 9,459 | 8,995 | 0 | 28,582 | 22,598 | 26.5% | 94% |
| DOLLAR SALES ¹ | \$8,073 | \$8,487 | \$8,548 | \$0 | \$25,108 | \$22,506 | 11.6% | 85% |
| AVG SELLING \$/UNIT | \$0.80 | \$0.90 | \$0.95 | - | \$0.88 | \$1.00 | -11.8% | |

| PLU YTD | UNITS 2008 | UNITS 2009 | VARIANCE % | UNITS YTD | 2008 % of TTL | 2009 % of TTL |
|---------|---------------|---------------|---------------|-----------|---------------|---------------|
| 4046 | 13,911 | 23,382 | 68.1% | 4046 | 61.6% | 81.8% |
| 4225 | 7,912 | 4,014 | -49.3% | 4225 | 35.0% | 14.0% |
| 4770 | 279 | 374 | 34.1% | 4770 | 1.2% | 1.3% |
| Other | 86 | 18 | -78.6% | Other | 0.4% | 0.1% |
| Organic | 162 | 235 | 45.7% | Organic | 0.7% | 0.8% |
| Bags | 250 | 559 | 123.9% | Bags | 1.1% | 2.0% |

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) | not available | | | |
| 2008 Mkt Avg (Round 2) | 44% | 13% | 36% | 8% |

| AD ACTIVITY ³ | YTD |
|--------------------------|------------|
| 2009 | 120 |
| 2008 | 144 |

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 |