



# 2009 AvoScore Card



- CONFIDENTIAL -

2009 YEAR-TO-DATE THRU:  
Q3

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET St. Louis  
REGION Plains

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Plains	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	13,308	15,244	12,306	0	40,858	34,160	19.6%	94%
DOLLAR SALES <sup>1</sup>	\$12,097	\$14,461	\$13,944	\$0	\$40,502	\$35,433	14.3%	91%
AVG SELLING \$/UNIT	\$0.91	\$0.95	\$1.13	-	\$0.99	\$1.04	-4.4%	

PLU	UNITS YTD	UNITS 2008	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL	PLU List	
4046	4,956	10,517	112.2%	4046	14.5%	25.7%		- 4046 Small Hass (#60s & smaller)
4225	21,186	23,066	8.9%	4225	62.0%	56.5%		- 4225 Large Hass (#40 & #48)
4770	468	534	14.1%	4770	1.4%	1.3%		- 4770 X-Large Hass (#36 & larger)
Other	1,389	876	-36.9%	Other	4.1%	2.1%		- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	365	371	1.6%	Organic	1.1%	0.9%		- Organic includes all sizes
Bags	5,797	5,494	-5.2%	Bags	17.0%	13.4%		- Bags includes all bagged UPCs

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg	not available			
2008 Mkt Avg	not available			

AD ACTIVITY <sup>3</sup>	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:

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## 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      |