



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 **Portland, OR** 2008 VOLUME RANK¹ **12** 2009 YEAR-TO-DATE THRU: **Q3**

REGION **West**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Portland, OR	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	3,966	4,337	4,092	0	12,395	10,997	12.7%	88%
DOLLAR SALES ¹	\$4,893	\$5,766	\$5,445	\$0	\$16,103	\$14,761	9.1%	85%
AVG SELLING \$/UNIT	\$1.23	\$1.33	\$1.33	-	\$1.30	\$1.34	-3.2%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	2,745	3,107	13.2%	4046	25.0%	25.1%
4225	6,574	7,358	11.9%	4225	59.8%	59.4%
4770	114	95	-17.0%	4770	1.0%	0.8%
Other	12	14	19.5%	Other	0.1%	0.1%
Organic	367	657	79.1%	Organic	3.3%	5.3%
Bags	1,186	1,164	-1.8%	Bags	10.8%	9.4%

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 (Round 2)	not available			
2008 Mkt Avg (Round 2)	16%	12%	69%	4%

AD ACTIVITY ³	YTD
2009	85
2008	96

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)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 |