



# 2009 AvoScore Card



**- CONFIDENTIAL -**

IRI retail sales data represents DMA markets.

MARKET **Richmond**  
REGION **Mid South**

2008 VOLUME RANK<sup>1</sup> **37**  
2009 YEAR-TO-DATE THRU: **Q3**

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.

| Add '000s to Units and Dollars | 2009          |               |               |            | YEAR - TO - DATE |                |              | 2009 INDEX (to 2008 Total) |
|--------------------------------|---------------|---------------|---------------|------------|------------------|----------------|--------------|----------------------------|
|                                | Richmond      | Q1            | Q2            | Q3         | Q4               | 2009           | 2008         |                            |
| UNIT SALES <sup>1</sup>        | <b>396</b>    | <b>446</b>    | <b>374</b>    | <b>0</b>   | <b>1,216</b>     | <b>1,168</b>   | <b>4.2%</b>  | <b>87%</b>                 |
| DOLLAR SALES <sup>1</sup>      | <b>\$446</b>  | <b>\$535</b>  | <b>\$558</b>  | <b>\$0</b> | <b>\$1,540</b>   | <b>\$1,536</b> | <b>0.2%</b>  | <b>82%</b>                 |
| AVG SELLING \$/UNIT            | <b>\$1.13</b> | <b>\$1.20</b> | <b>\$1.49</b> | <b>-</b>   | <b>\$1.27</b>    | <b>\$1.32</b>  | <b>-3.8%</b> |                            |

| PLU     | UNITS YTD  | UNITS 2008 | UNITS 2009 | VARIANCE %    | UNITS YTD | 2008 % of TTL | 2009 % of TTL |
|---------|------------|------------|------------|---------------|-----------|---------------|---------------|
| 4046    | <b>636</b> | <b>751</b> | <b>751</b> | <b>18.2%</b>  | 4046      | <b>54.5%</b>  | <b>61.8%</b>  |
| 4225    | <b>417</b> | <b>379</b> | <b>379</b> | <b>-9.2%</b>  | 4225      | <b>35.7%</b>  | <b>31.1%</b>  |
| 4770    | <b>0.1</b> | <b>0.2</b> | <b>0.2</b> | <b>23.0%</b>  | 4770      | <b>0.01%</b>  | <b>0.01%</b>  |
| Other   | <b>33</b>  | <b>28</b>  | <b>28</b>  | <b>-16.1%</b> | Other     | <b>2.9%</b>   | <b>2.3%</b>   |
| Organic | <b>52</b>  | <b>25</b>  | <b>25</b>  | <b>-52.9%</b> | Organic   | <b>4.5%</b>   | <b>2.0%</b>   |
| Bags    | <b>29</b>  | <b>33</b>  | <b>33</b>  | <b>15.1%</b>  | Bags      | <b>2.5%</b>   | <b>2.7%</b>   |

**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)      | <b>54%</b> | <b>18%</b> | <b>14%</b> | <b>15%</b> |
| 2008 Mkt Avg (Round 2)      | <b>62%</b> | <b>15%</b> | <b>12%</b> | <b>12%</b> |

| AD ACTIVITY <sup>3</sup> | YTD       |
|--------------------------|-----------|
| 2009                     | <b>30</b> |
| 2008                     | <b>35</b> |

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      |