



2009 AvoScore Card



- CONFIDENTIAL -

IRI retail sales data represents DMA markets.

MARKET **San Francisco**
REGION **California**

2008 VOLUME RANK¹ **2**
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)
	San Francisco	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	14,438	14,535	15,762	0	44,735	33,473	33.6%	99%
DOLLAR SALES ¹	\$13,397	\$14,306	\$15,036	\$0	\$42,740	\$37,053	15.3%	89%
AVG SELLING \$/UNIT	\$0.93	\$0.98	\$0.95	-	\$0.96	\$1.11	-13.7%	

PLU	UNITS YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	5,503	5,986	8.8%	4046	16.4%	13.4%	
4225	21,203	28,230	33.1%	4225	63.3%	63.1%	
4770	83	64	-23.2%	4770	0.2%	0.1%	
Other	2	1	-27.5%	Other	0.01%	0.00%	
Organic	423	318	-24.7%	Organic	1.3%	0.7%	
Bags	6,259	10,135	61.9%	Bags	18.7%	22.7%	

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)	32%	32%	26%	10%

AD ACTIVITY ³	YTD
2009	158
2008	129

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 |