



# 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 **Seattle** 2008 VOLUME RANK<sup>1</sup> **10** 2009 YEAR-TO-DATE THRU: **Q3**  
 REGION **West**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Seattle	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	<b>5,524</b>	<b>6,108</b>	<b>5,484</b>	<b>0</b>	<b>17,115</b>	<b>14,455</b>	<b>18.4%</b>	<b>93%</b>
DOLLAR SALES <sup>1</sup>	<b>\$7,028</b>	<b>\$8,445</b>	<b>\$8,145</b>	<b>\$0</b>	<b>\$23,618</b>	<b>\$21,135</b>	<b>11.7%</b>	<b>88%</b>
AVG SELLING \$/UNIT	<b>\$1.27</b>	<b>\$1.38</b>	<b>\$1.49</b>	<b>-</b>	<b>\$1.38</b>	<b>\$1.46</b>	<b>-5.6%</b>	

PLU	UNITS YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	<b>3,919</b>	<b>3,919</b>	<b>4,180</b>	<b>6.7%</b>	4046	<b>27.1%</b>	<b>24.4%</b>
4225	<b>8,253</b>	<b>8,253</b>	<b>9,310</b>	<b>12.8%</b>	4225	<b>57.1%</b>	<b>54.4%</b>
4770	<b>153</b>	<b>153</b>	<b>708</b>	<b>363.8%</b>	4770	<b>1.1%</b>	<b>4.1%</b>
Other	<b>13</b>	<b>13</b>	<b>10</b>	<b>-23.5%</b>	Other	<b>0.1%</b>	<b>0.06%</b>
Organic	<b>487</b>	<b>487</b>	<b>764</b>	<b>56.9%</b>	Organic	<b>3.4%</b>	<b>4.5%</b>
Bags	<b>1,631</b>	<b>1,631</b>	<b>2,143</b>	<b>31.4%</b>	Bags	<b>11.3%</b>	<b>12.5%</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>not available</b>			
2008 Mkt Avg (Round 2)	<b>33%</b>	<b>28%</b>	<b>37%</b>	<b>2%</b>

AD ACTIVITY <sup>3</sup>	YTD
2009	<b>125</b>
2008	<b>120</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