



2009 AvoScore Card



- CONFIDENTIAL -

IRI retail sales data represents DMA markets.

DMA (Designated Market Area)

DMA® is a registered service mark of Nielsen Media Research, Inc., used pursuant to a license from Nielsen Media Research, Inc., all rights reserved.

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 **South Carolina** 2008 VOLUME RANK¹ **38** 2009 YEAR-TO-DATE THRU: **Q3**
 REGION **Southeast**

Add '000s to Units and Dollars		2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
South Carolina	Q1	Q2	Q3	Q4	2009	2008	Variance %		
UNIT SALES ¹	319	329	347	0	995	888	12.1%	88%	
DOLLAR SALES ¹	\$394	\$464	\$518	\$0	\$1,375	\$1,143	20.3%	95%	
AVG SELLING \$/UNIT	\$1.23	\$1.41	\$1.49	-	\$1.38	\$1.29	7.4%		

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	549	590	7.4%	4046	61.8%	59.3%
4225	236	304	29.3%	4225	26.5%	30.6%
4770	0.1	0.1	-41.3%	4770	0.01%	0.01%
Other	58	58	0.5%	Other	6.5%	5.8%
Organic	10	7	-24.1%	Organic	1.1%	0.7%
Bags	36	35	-1.2%	Bags	4.0%	3.5%

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)			not available	

AD ACTIVITY ³	YTD
2009	19
2008	26

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:
 Contact Dave Cruz at (949) 341-3250

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 |