



2009 AvoScore Card



- CONFIDENTIAL -

2009 YEAR-TO-DATE THRU:

Q3

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Dallas, Houston, Little Rock, New Orleans

REGION **South Central**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Q1	Q2	Q3	Q4	2009	2008	Variance %	
South Central								
UNIT SALES ¹	61,880	57,818	52,680	0	172,378	146,444	17.7%	91%
DOLLAR SALES ¹	\$50,159	\$55,044	\$53,702	\$0	\$158,904	\$139,124	14.2%	88%
AVG SELLING \$/UNIT	\$0.81	\$0.95	\$1.02	-	\$0.92	\$0.95	-3.0%	

PLU	UNITS	UNITS	VARIANCE	UNITS	2008	2009	PLU List
YTD	2008	2009	%	YTD	% of TTL	% of TTL	
4046	90,059	105,044	16.6%	4046	61.5%	60.9%	- 4046 Small Hass (#60s & smaller)
4225	36,796	46,241	25.7%	4225	25.1%	26.8%	- 4225 Large Hass (#40 & #48)
4770	10,715	12,666	18.2%	4770	7.3%	7.3%	- 4770 X-Large Hass (#36 & larger)
Other	1,571	1,653	5.3%	Other	1.1%	1.0%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	885	872	-1.5%	Organic	0.6%	0.5%	- Organic includes all sizes
Bags	6,418	5,902	-8.0%	Bags	4.4%	3.4%	- Bags includes all bagged UPCs

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg	not available			
2008 Mkt Avg	not available			

AD ACTIVITY ³	YTD
2009	n/a
2008	n/a

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 |