



# 2009 AvoScore Card



- CONFIDENTIAL -

2009 YEAR-TO-DATE THRU:

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

MARKET Atlanta, Charlotte, Columbia, Jacksonville, Miami, Orlando, Tampa / St. Petersburg

Q3

REGION Southeast

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Southeast	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES <sup>1</sup>	19,501	16,700	19,770	0	55,970	54,186	3.3%	78%
DOLLAR SALES <sup>1</sup>	\$25,627	\$24,909	\$30,459	\$0	\$80,995	\$70,752	14.5%	87%
AVG SELLING \$/UNIT	\$1.31	\$1.49	\$1.54	-	\$1.45	\$1.31	10.8%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	29,699	24,060	-19.0%	4046	54.8%	43.0%
4225	8,526	17,428	104.4%	4225	15.7%	31.1%
4770	396	454	14.7%	4770	0.7%	0.8%
Other	9,632	9,748	1.2%	Other	17.8%	17.4%
Organic	570	572	0.4%	Organic	1.1%	1.0%
Bags	5,364	3,707	-30.9%	Bags	9.9%	6.6%

### 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 IIPC.s

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2009 Mkt Avg	<b>not available</b>			
2008 Mkt Avg	<b>not available</b>			

AD ACTIVITY <sup>3</sup>	YTD
2009	<b>n/a</b>
2008	<b>n/a</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      |