



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 **St. Louis**
 REGION **Plains**

2008 VOLUME RANK¹ **20**
 2009 YEAR-TO-DATE THRU: **Q3**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	St. Louis	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	2,516	3,227	2,393	0	8,135	6,725	21.0%	97%
DOLLAR SALES ¹	\$1,622	\$2,080	\$1,934	\$0	\$5,636	\$4,630	21.7%	97%
AVG SELLING \$/UNIT	\$0.64	\$0.64	\$0.81	-	\$0.69	\$0.69	0.6%	

PLU	UNITS YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	2	329	19443.7%		4046	0.0%	4.0%
4225	3,443	5,366	55.8%		4225	51.2%	66.0%
4770	0.0	0.0	-100.0%		4770	0.0%	0.0%
Other	822	461	-43.9%		Other	12.2%	5.7%
Organic	111	121	8.7%		Organic	1.7%	1.5%
Bags	2,347	1,859	-20.8%		Bags	34.9%	22.8%

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)	16%	16%	68%	0%
2008 Mkt Avg (Round 2)	70%	7%	22%	1%

AD ACTIVITY ³	YTD
2009	16
2008	7

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 |