



2009 AvoScore Card



- CONFIDENTIAL -

MARKET Tampa /
St. Petersburg

REGION Southeast

2008 VOLUME RANK¹ 21

2009 YEAR-TO-DATE THRU: Q3

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.

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	Tampa / St. Petersburg	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	2,080	1,791	2,136	0	6,007	5,970	0.6%	75%
DOLLAR SALES ¹	\$2,748	\$2,447	\$3,241	\$0	\$8,436	\$7,411	13.8%	85%
AVG SELLING \$/UNIT	\$1.32	\$1.37	\$1.52	-	\$1.40	\$1.24	13.1%	

PLU	UNITS YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	3,121	1,853	1,853	-40.6%	4046	52.3%	30.9%
4225	842	2,124	2,124	152.1%	4225	14.1%	35.4%
4770	5	1	1	-83.2%	4770	0.1%	0.01%
Other	1,111	1,106	1,106	-0.5%	Other	18.6%	18.4%
Organic	33	36	36	6.4%	Organic	0.6%	0.6%
Bags	859	888	888	3.4%	Bags	14.4%	14.8%

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)	44%	25%	26%	5%
2008 Mkt Avg (Round 2)	30%	20%	35%	15%

AD ACTIVITY ³	YTD
2009	45
2008	45

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 |