



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 Boise, Denver, Las Vegas,
Phoenix, Portland, Salt Lake
City, Seattle, Spokane

REGION **West**

Add '000s to Units and Dollars	2009				YEAR - TO - DATE			2009 INDEX (to 2008 Total)
	West	Q1	Q2	Q3	Q4	2009	2008	
UNIT SALES ¹	54,465	52,771	50,329	0	157,565	132,091	19.3%	91%
DOLLAR SALES ¹	\$56,845	\$60,814	\$60,268	\$0	\$177,927	\$162,334	9.6%	85%
AVG SELLING \$/UNIT	\$1.04	\$1.15	\$1.20	-	\$1.13	\$1.23	-8.1%	

PLU YTD	UNITS 2008	UNITS 2009	VARIANCE %	UNITS YTD	2008 % of TTL	2009 % of TTL
4046	42,877	58,808	37.2%	4046	32.5%	37.3%
4225	76,926	81,393	5.8%	4225	58.2%	51.7%
4770	1,602	2,681	67.4%	4770	1.2%	1.7%
Other	278	142	-48.7%	Other	0.2%	0.1%
Organic	1,974	2,965	50.2%	Organic	1.5%	1.9%
Bags	8,435	11,574	37.2%	Bags	6.4%	7.3%

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 banded IIPCs

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 |