



# 2010 AvoScore Card



**- CONFIDENTIAL -**

IRI retail sales data represents DMA markets.

DMA (Designated Market Area)  
DMA® is a registered service mark of Nielsen Media Research, Inc., used pursuant to a license from Nielsen Media Research, Inc., all rights reserved.

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 **Atlanta** 2009 VOLUME RANK<sup>1</sup> **17** 2010 YEAR-TO-DATE THRU: **Q1**  
REGION **Southeast**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Atlanta	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES <sup>1</sup>	<b>4,094</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,094</b>	<b>2,965</b>	<b>38.1%</b>	<b>33%</b>
DOLLAR SALES <sup>1</sup>	<b>\$4,562</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$4,562</b>	<b>\$3,619</b>	<b>26.1%</b>	<b>28%</b>
AVG SELLING \$/UNIT	<b>\$1.11</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$1.11</b>	<b>\$1.22</b>	<b>-8.7%</b>	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	<b>PLU List</b> - 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
4046	<b>2,323</b>	<b>2,345</b>	<b>2,345</b>	<b>0.9%</b>	4046	<b>78.4%</b>	<b>57.3%</b>	
4225	<b>300</b>	<b>1,461</b>	<b>1,461</b>	<b>387.6%</b>	4225	<b>10.1%</b>	<b>35.7%</b>	
4770	<b>0</b>	<b>1</b>	<b>1</b>	<b>127.1%</b>	4770	<b>0.01%</b>	<b>0.01%</b>	
Other	<b>148</b>	<b>165</b>	<b>165</b>	<b>11.6%</b>	Other	<b>5.0%</b>	<b>4.0%</b>	
Organic	<b>46</b>	<b>45</b>	<b>45</b>	<b>-0.9%</b>	Organic	<b>1.5%</b>	<b>1.1%</b>	
Bags	<b>149</b>	<b>77</b>	<b>77</b>	<b>-47.9%</b>	Bags	<b>5.0%</b>	<b>1.9%</b>	

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	<b>17%</b>	<b>0%</b>	<b>83%</b>	<b>0%</b>
2009 Mkt Avg (Round 1)	<b>45%</b>	<b>1%</b>	<b>51%</b>	<b>4%</b>

AD ACTIVITY <sup>3</sup>	YTD
2010	<b>13</b>
2009	<b>9</b>

Sources:

- 1 IRI Retail Data from IRV/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 2009 Total Volume)<sup>1</sup>

- |                 |                 |
|-----------------|-----------------|
| 1 Los Angeles   | 11 San Diego    |
| 2 San Francisco | 12 Portland     |
| 3 Houston       | 13 Las Vegas    |
| 4 Dallas        | 14 Philadelphia |
| 5 Sacramento    | 15 Boston       |
| 6 New York      | 16 Detroit      |
| 7 Phoenix       | 17 Atlanta      |
| 8 Denver        | 18 St. Louis    |
| 9 Chicago       | 19 Miami        |
| 10 Seattle      | 20 Tampa        |