



2010 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 Baltimore /
Washington DC
REGION Mid South

2009 VOLUME RANK¹ 24
2010 YEAR-TO-DATE THRU: Q1

Add '000s to Units and Dollars <i>Baltimore / Washington DC</i>	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
	Q1	Q2	Q3	Q4	2010	2009	Variance %	
UNIT SALES ¹	1,787	0	0	0	1,787	1,272	40.5%	34%
DOLLAR SALES ¹	\$1,931	\$0	\$0	\$0	\$1,931	\$1,579	22.3%	28%
AVG SELLING \$/UNIT	\$1.08	-	-	-	\$1.08	\$1.24	-13.0%	

PLU	UNITS	UNITS	VARIANCE	UNITS	2009	2010
YTD	2009	2010	%	YTD	% of TTL	% of TTL
4046	188	207	10.1%	4046	14.7%	11.6%
4225	914	1,380	51.0%	4225	71.9%	77.2%
4770	14.8	38	154.3%	4770	1.2%	2.1%
Other	64	65	1.6%	Other	5.0%	3.6%
Organic	16	15	-9.3%	Organic	1.3%	0.8%
Bags	75	84	11.1%	Bags	5.9%	4.7%

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
2010 Mkt Avg (Round 1)	10%	21%	68%	2%
2009 Mkt Avg (Round 1)	26%	34%	38%	2%

AD ACTIVITY ³	YTD
2010	88
2009	62

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 2009 Total Volume)¹

- | | |
|-----------------|-----------------|
| 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 |