



# 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 **Boston**  
 REGION **Northeast**

2009 VOLUME RANK<sup>1</sup> **15**  
 2010 YEAR-TO-DATE THRU: **Q1**

| Add '000s to Units and Dollars | 2010           |            |            |            | YEAR - TO - DATE |                |                | 2010 INDEX (to 2009 Total) |            |
|--------------------------------|----------------|------------|------------|------------|------------------|----------------|----------------|----------------------------|------------|
|                                | Boston         | Q1         | Q2         | Q3         | Q4               | 2010           | 2009           |                            | Variance % |
| UNIT SALES <sup>1</sup>        | <b>4,429</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>         | <b>4,429</b>   | <b>3,057</b>   | <b>44.9%</b>               | <b>34%</b> |
| DOLLAR SALES <sup>1</sup>      | <b>\$3,734</b> | <b>\$0</b> | <b>\$0</b> | <b>\$0</b> | <b>\$0</b>       | <b>\$3,734</b> | <b>\$3,248</b> | <b>15.0%</b>               | <b>26%</b> |
| AVG SELLING \$/UNIT            | <b>\$0.84</b>  | <b>-</b>   | <b>-</b>   | <b>-</b>   | <b>-</b>         | <b>\$0.84</b>  | <b>\$1.06</b>  | <b>-20.6%</b>              |            |

| PLU     | UNITS YTD    | UNITS 2009   | UNITS 2010   | VARIANCE %    | UNITS YTD | 2009 % of TTL | 2010 % of TTL |
|---------|--------------|--------------|--------------|---------------|-----------|---------------|---------------|
| 4046    | <b>304</b>   | <b>304</b>   | <b>202</b>   | <b>-33.8%</b> | 4046      | <b>10.0%</b>  | <b>4.5%</b>   |
| 4225    | <b>1,760</b> | <b>1,760</b> | <b>2,074</b> | <b>17.9%</b>  | 4225      | <b>57.6%</b>  | <b>46.8%</b>  |
| 4770    | <b>3</b>     | <b>3</b>     | <b>1</b>     | <b>-78.7%</b> | 4770      | <b>0.1%</b>   | <b>0.0%</b>   |
| Other   | <b>88</b>    | <b>88</b>    | <b>165</b>   | <b>87.7%</b>  | Other     | <b>2.9%</b>   | <b>3.7%</b>   |
| Organic | <b>38</b>    | <b>38</b>    | <b>23</b>    | <b>-38.3%</b> | Organic   | <b>1.2%</b>   | <b>0.5%</b>   |
| Bags    | <b>864</b>   | <b>864</b>   | <b>1,965</b> | <b>127.4%</b> | Bags      | <b>28.3%</b>  | <b>44.4%</b>  |

**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 <sup>2</sup> | RIPE       | BREAKING   | FIRM       | OVERRIPE   |
|-----------------------------|------------|------------|------------|------------|
| 2010 Mkt Avg (Round 1)      | <b>28%</b> | <b>40%</b> | <b>18%</b> | <b>14%</b> |
| 2009 Mkt Avg (Round 1)      | <b>34%</b> | <b>46%</b> | <b>11%</b> | <b>8%</b>  |

| AD ACTIVITY <sup>3</sup> | YTD       |
|--------------------------|-----------|
| 2010                     | <b>16</b> |
| 2009                     | <b>15</b> |

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:  
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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        |