



# 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 **Buffalo** 2009 VOLUME RANK<sup>1</sup> **37** 2010 YEAR-TO-DATE THRU: **Q1**  
 REGION **Northeast**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Buffalo	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES <sup>1</sup>	<b>500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>500</b>	<b>366</b>	<b>36.5%</b>	<b>38%</b>
DOLLAR SALES <sup>1</sup>	<b>\$672</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$672</b>	<b>\$540</b>	<b>24.6%</b>	<b>32%</b>
AVG SELLING \$/UNIT	<b>\$1.34</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$1.34</b>	<b>\$1.47</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</b>	<b>2</b>	<b>3</b>	<b>21.2%</b>	4046	<b>0.6%</b>	<b>0.5%</b>	
4225	<b>319</b>	<b>319</b>	<b>457</b>	<b>42.9%</b>	4225	<b>87.2%</b>	<b>91.3%</b>	
4770	<b>0.1</b>	<b>0.1</b>	<b>1.2</b>	<b>2015.8%</b>	4770	<b>0.02%</b>	<b>0.24%</b>	
Other	<b>28</b>	<b>28</b>	<b>25</b>	<b>-11.4%</b>	Other	<b>7.6%</b>	<b>5.0%</b>	
Organic	<b>4</b>	<b>4</b>	<b>0</b>	<b>-96.6%</b>	Organic	<b>1.0%</b>	<b>0.0%</b>	
Bags	<b>13</b>	<b>13</b>	<b>15</b>	<b>11.5%</b>	Bags	<b>3.6%</b>	<b>3.0%</b>	

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)				<b>not available</b>
2009 Mkt Avg (Round 1)				<b>not available</b>

AD ACTIVITY <sup>3</sup>	YTD
2010	<b>23</b>
2009	<b>16</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