



2010 AvoScore Card



- CONFIDENTIAL -

2010 YEAR-TO-DATE THRU:

Q1

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Los Angeles, Sacramento,
San Diego, San Francisco
REGION California

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	California	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	88,531	0	0	0	0	88,531	66,099	33.9%	32%
DOLLAR SALES ¹	\$65,360	\$0	\$0	\$0	\$0	\$65,360	\$60,730	7.6%	27%
AVG SELLING \$/UNIT	\$0.74	-	-	-	-	\$0.74	\$0.92	-19.6%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	PLU List
4046	8,766	21,779	148.5%	4046	13.3%	24.6%	- 4046 Small Hass (#60s & smaller)	
4225	45,344	53,494	18.0%	4225	68.6%	60.4%	- 4225 Large Hass (#40 & #48)	
4770	513	642	25.1%	4770	0.8%	0.7%	- 4770 X-Large Hass (#36 & larger)	
Other	19	29	57.1%	Other	0.03%	0.03%	- Other includes Unknown, Pinkertons, Greenskins, etc.	
Organic	320	947	196.0%	Organic	0.5%	1.1%	- Organic includes all sizes	
Bags	11,137	11,641	4.5%	Bags	16.8%	13.1%	- Bags includes all bagged UPCs	

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg	not available			
2009 Mkt Avg	not available			

AD ACTIVITY ³	YTD
2010	n/a
2009	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 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 |