



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 **Chicago** 2009 VOLUME RANK¹ **9** 2010 YEAR-TO-DATE THRU: **Q1**
 REGION **Great Lakes**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Chicago	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	8,110	0	0	0	0	8,110	5,988	35.4%	33%
DOLLAR SALES ¹	\$7,662	\$0	\$0	\$0	\$0	\$7,662	\$6,282	22.0%	28%
AVG SELLING \$/UNIT	\$0.94	-	-	-	-	\$0.94	\$1.05	-9.9%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	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
4046	504	661	31.2%	4046	8.4%	8.2%		
4225	5,093	6,451	26.7%	4225	85.1%	79.5%		
4770	24	344	1304.0%	4770	0.4%	4.2%		
Other	69	76	9.8%	Other	1.1%	0.9%		
Organic	29	126	329.1%	Organic	0.5%	1.6%		
Bags	268	452	68.8%	Bags	4.5%	5.6%		

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	30%	31%	38%	1%
2009 Mkt Avg (Round 1)	24%	35%	38%	2%

AD ACTIVITY ³	YTD
2010	51
2009	48

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 |