



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 **Columbus** 2009 VOLUME RANK¹ **28** 2010 YEAR-TO-DATE THRU: **Q1**
REGION **Great Lakes**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Columbus	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	1,290	0	0	0	0	1,290	1,207	6.9%	30%
DOLLAR SALES ¹	\$1,149	\$0	\$0	\$0	\$0	\$1,149	\$996	15.4%	29%
AVG SELLING \$/UNIT	\$0.89	-	-	-	-	\$0.89	\$0.82	8.0%	

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	33	33	27	-17.0%	4046	2.7%	2.1%	
4225	932	932	902	-3.2%	4225	77.2%	69.9%	
4770	108	108	182	69.5%	4770	8.9%	14.1%	
Other	10	10	6	-37.5%	Other	0.8%	0.5%	
Organic	12	12	8	-32.2%	Organic	1.0%	0.6%	
Bags	114	114	165	44.5%	Bags	9.5%	12.8%	

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	not available			
2009 Mkt Avg (Round 1)	37%	18%	17%	29%

AD ACTIVITY ³	YTD
2010	10
2009	16

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)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 |