



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 **Dallas**
 REGION **South Central**

2009 VOLUME RANK¹ **4**
 2010 YEAR-TO-DATE THRU: **Q1**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Dallas	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	13,972	0	0	0	0	13,972	12,762	9.5%	30%
DOLLAR SALES ¹	\$10,731	\$0	\$0	\$0	\$0	\$10,731	\$10,337	3.8%	26%
AVG SELLING \$/UNIT	\$0.77	-	-	-	-	\$0.77	\$0.81	-5.2%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	7,942	7,942	7,591	-4.4%	4046	62.2%	54.3%
4225	3,610	3,610	4,657	29.0%	4225	28.3%	33.3%
4770	769	769	1,322	71.9%	4770	6.0%	9.5%
Other	55	55	59	7.9%	Other	0.4%	0.4%
Organic	53	53	64	21.1%	Organic	0.4%	0.5%
Bags	333	333	279	-16.2%	Bags	2.6%	2.0%

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 ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	20%	34%	46%	0%
2009 Mkt Avg (Round 1)	not available			

AD ACTIVITY ³	YTD
2010	72
2009	56

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 |