



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 **Denver** 2009 VOLUME RANK¹ **8** 2010 YEAR-TO-DATE THRU: **Q1**
 REGION **West**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Denver	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	10,371	0	0	0	0	10,371	8,054	28.8%	36%
DOLLAR SALES ¹	\$10,302	\$0	\$0	\$0	\$0	\$10,302	\$9,351	10.2%	28%
AVG SELLING \$/UNIT	\$0.99	-	-	-	-	\$0.99	\$1.16	-14.4%	

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	446	418	418	-6.3%	4046	5.5%	4.0%	
4225	7,344	9,779	9,779	33.2%	4225	91.2%	94.3%	
4770	47	33	33	-28.7%	4770	0.6%	0.3%	
Other	0	0	0	-73.5%	Other	0.00%	0.00%	
Organic	24	23	23	-3.9%	Organic	0.3%	0.2%	
Bags	194	117	117	-39.4%	Bags	2.4%	1.1%	

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	7%	10%	83%	0%
2009 Mkt Avg (Round 1)	19%	20%	48%	13%

AD ACTIVITY ³	YTD
2010	51
2009	29

- 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