



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 **Houston** 2009 VOLUME RANK¹ **3** 2010 YEAR-TO-DATE THRU: **Q1**
 REGION **South Central**

| Add '000s to Units and Dollars | 2010 | | | | YEAR - TO - DATE | | | 2010 INDEX (to 2009 Total) | |
|--------------------------------|-----------------|------------|------------|------------|------------------|-----------------|-----------------|----------------------------|------------|
| | Houston | Q1 | Q2 | Q3 | Q4 | 2010 | 2009 | | Variance % |
| UNIT SALES ¹ | 15,921 | 0 | 0 | 0 | 0 | 15,921 | 14,183 | 12.2% | 30% |
| DOLLAR SALES ¹ | \$11,103 | \$0 | \$0 | \$0 | \$0 | \$11,103 | \$10,498 | 5.8% | 26% |
| AVG SELLING \$/UNIT | \$0.70 | - | - | - | - | \$0.70 | \$0.74 | -5.8% | |

| 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 | 9,772 | 10,000 | 2.3% | 4046 | 68.9% | 62.8% | | |
| 4225 | 2,987 | 3,755 | 25.7% | 4225 | 21.1% | 23.6% | | |
| 4770 | 1,257 | 1,959 | 55.9% | 4770 | 8.9% | 12.3% | | |
| Other | 74 | 77 | 4.8% | Other | 0.5% | 0.5% | | |
| Organic | 56 | 96 | 72.6% | Organic | 0.4% | 0.6% | | |
| Bags | 38 | 32 | -15.4% | Bags | 0.3% | 0.2% | | |

| RipeScan AUDIT ² | RIPE | BREAKING | FIRM | OVERRIPE |
|-----------------------------|----------------------|------------|-----------|-----------|
| 2010 Mkt Avg (Round 1) | 70% | 30% | 0% | 0% |
| 2009 Mkt Avg (Round 1) | not available | | | |

| AD ACTIVITY ³ | YTD |
|--------------------------|-----------|
| 2010 | 86 |
| 2009 | 66 |

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 |