



# 2010 AvoScore Card



- CONFIDENTIAL -

IRI retail sales data represents DMA markets.

DMA (Designated Market Area)

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MARKET **Los Angeles**  
REGION **California**

2009 VOLUME RANK<sup>1</sup> **1**  
2010 YEAR-TO-DATE THRU: **Q1**

Add '000s to Units and Dollars		2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
Los Angeles	Q1	Q2	Q3	Q4	2010	2009	Variance %		
UNIT SALES <sup>1</sup>	<b>36,757</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>36,757</b>	<b>28,972</b>	<b>26.9%</b>	<b>30%</b>	
DOLLAR SALES <sup>1</sup>	<b>\$28,378</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$28,378</b>	<b>\$27,578</b>	<b>2.9%</b>	<b>26%</b>	
AVG SELLING \$/UNIT	<b>\$0.77</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$0.77</b>	<b>\$0.95</b>	<b>-18.9%</b>		

PLU YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	<b>3,734</b>	<b>12,558</b>	<b>236.3%</b>	4046	<b>12.9%</b>	<b>34.2%</b>
4225	<b>19,423</b>	<b>18,096</b>	<b>-6.8%</b>	4225	<b>67.0%</b>	<b>49.2%</b>
4770	<b>371</b>	<b>485</b>	<b>30.8%</b>	4770	<b>1.3%</b>	<b>1.3%</b>
Other	<b>14</b>	<b>8</b>	<b>-45.3%</b>	Other	<b>0.0%</b>	<b>0.0%</b>
Organic	<b>125</b>	<b>317</b>	<b>153.9%</b>	Organic	<b>0.4%</b>	<b>0.9%</b>
Bags	<b>5,305</b>	<b>5,294</b>	<b>-0.2%</b>	Bags	<b>18.3%</b>	<b>14.4%</b>

**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 <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	<b>28%</b>	<b>28%</b>	<b>42%</b>	<b>2%</b>
2009 Mkt Avg (Round 1)	<b>32%</b>	<b>22%</b>	<b>42%</b>	<b>5%</b>

AD ACTIVITY <sup>3</sup>	YTD
2010	<b>54</b>
2009	<b>40</b>

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)<sup>1</sup>

- |                 |                 |
|-----------------|-----------------|
| 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        |