



# 2010 AvoScore Card



- CONFIDENTIAL -

2010 YEAR-TO-DATE THRU:

Q1

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Baltimore, Louisville, Memphis, Raleigh, Richmond, Roanoke

REGION Mid South

| Add '000s to Units and Dollars | 2010      |     |     |     | YEAR - TO - DATE |          |          | 2010 INDEX (to 2009 Total) |            |
|--------------------------------|-----------|-----|-----|-----|------------------|----------|----------|----------------------------|------------|
|                                | Mid South | Q1  | Q2  | Q3  | Q4               | 2010     | 2009     |                            | Variance % |
| UNIT SALES <sup>1</sup>        | 21,556    | 0   | 0   | 0   | 0                | 21,556   | 15,413   | 39.9%                      | 34%        |
| DOLLAR SALES <sup>1</sup>      | \$23,460  | \$0 | \$0 | \$0 | \$0              | \$23,460 | \$18,964 | 23.7%                      | 28%        |
| AVG SELLING \$/UNIT            | \$1.09    | -   | -   | -   | -                | \$1.09   | \$1.23   | -11.5%                     |            |

| PLU     | UNITS | UNITS  | VARIANCE | UNITS   | 2009     | 2010     | PLU List   |
|---------|-------|--------|----------|---------|----------|----------|--|
| YTD     | 2009  | 2010   | %        | YTD     | % of TTL | % of TTL |  |
| 4046    | 4,180 | 5,375  | 28.6%    | 4046    | 27.1%    | 24.9%    | - 4046 Small Hass (#60s & smaller)                     |
| 4225    | 7,927 | 11,352 | 43.2%    | 4225    | 51.4%    | 52.7%    | - 4225 Large Hass (#40 & #48)                          |
| 4770    | 1,814 | 3,245  | 78.9%    | 4770    | 11.8%    | 15.1%    | - 4770 X-Large Hass (#36 & larger)                     |
| Other   | 531   | 482    | -9.2%    | Other   | 3.4%     | 2.2%     | - Other includes Unknown, Pinkertons, Greenskins, etc. |
| Organic | 278   | 286    | 2.9%     | Organic | 1.8%     | 1.3%     | - Organic includes all sizes                           |
| Bags    | 683   | 815    | 19.4%    | Bags    | 4.4%     | 3.8%     | - Bags includes all bagged UPCs                        |

| RipeScan AUDIT <sup>2</sup> | RIPE | BREAKING | FIRM          | OVERRIPE |
|-----------------------------|------|----------|---------------|----------|
| 2010 Mkt Avg                |      |          | not available |          |
| 2009 Mkt Avg                |      |          | not available |          |

| AD ACTIVITY <sup>3</sup> | YTD |
|--------------------------|-----|
| 2010                     | n/a |
| 2009                     | n/a |

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        |