



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 ¹	21,556	0	0	0	0	21,556	15,413	39.9%	34%
DOLLAR SALES ¹	\$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 YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	4,180	5,375	28.6%	4046	27.1%	24.9%	
4225	7,927	11,352	43.2%	4225	51.4%	52.7%	
4770	1,814	3,245	78.9%	4770	11.8%	15.1%	
Other	531	482	-9.2%	Other	3.4%	2.2%	
Organic	278	286	2.9%	Organic	1.8%	1.3%	
Bags	683	815	19.4%	Bags	4.4%	3.8%	

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	not available			
2009 Mkt Avg	not available			

AD ACTIVITY ³	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:

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 |