



# 2010 AvoScore Card



**- CONFIDENTIAL -**

2010 YEAR-TO-DATE THRU:

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

MARKET Albany, Boston, Buffalo, New England, New York, Philadelphia, Pittsburgh

**Q1**

REGION **Northeast**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Northeast	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES <sup>1</sup>	<b>35,460</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35,460</b>	<b>25,695</b>	<b>38.0%</b>	<b>32%</b>
DOLLAR SALES <sup>1</sup>	<b>\$33,052</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$33,052</b>	<b>\$27,651</b>	<b>19.5%</b>	<b>27%</b>
AVG SELLING \$/UNIT	<b>\$0.93</b>	-	-	-	-	<b>\$0.93</b>	<b>\$1.08</b>	<b>-13.4%</b>	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	<b>PLU List</b> - 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	<b>2,842</b>	<b>2,340</b>	<b>2,340</b>	<b>-17.7%</b>	4046	<b>11.1%</b>	<b>6.6%</b>	
4225	<b>15,524</b>	<b>22,231</b>	<b>22,231</b>	<b>43.2%</b>	4225	<b>60.4%</b>	<b>62.7%</b>	
4770	<b>178</b>	<b>219</b>	<b>219</b>	<b>23.0%</b>	4770	<b>0.7%</b>	<b>0.6%</b>	
Other	<b>1,528</b>	<b>2,430</b>	<b>2,430</b>	<b>59.1%</b>	Other	<b>5.9%</b>	<b>6.9%</b>	
Organic	<b>471</b>	<b>366</b>	<b>366</b>	<b>-22.3%</b>	Organic	<b>1.8%</b>	<b>1.0%</b>	
Bags	<b>5,152</b>	<b>7,874</b>	<b>7,874</b>	<b>52.8%</b>	Bags	<b>20.1%</b>	<b>22.2%</b>	

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

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