



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 **New England**
 REGION **Northeast**

2009 VOLUME RANK¹ **22**
 2010 YEAR-TO-DATE THRU: **Q1**

Add '000s to Units and Dollars		2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
New England	Q1	Q2	Q3	Q4	2010	2009	Variance %		
UNIT SALES ¹	2,376	0	0	0	2,376	1,759	35.1%	33%	
DOLLAR SALES ¹	\$1,889	\$0	\$0	\$0	\$1,889	\$1,696	11.4%	26%	
AVG SELLING \$/UNIT	\$0.79	-	-	-	\$0.79	\$0.96	-17.5%		

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	218	218	169	-22.4%	4046	12.4%	7.1%
4225	973	973	951	-2.3%	4225	55.3%	40.0%
4770	0	0	0	-	4770	0.0%	0.0%
Other	25	25	156	535.2%	Other	1.4%	6.6%
Organic	12	12	8	-33.0%	Organic	0.7%	0.3%
Bags	532	532	1,093	105.2%	Bags	30.3%	46.0%

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 (Round 1)				not available
2009 Mkt Avg (Round 1)				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 |