



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 York**
REGION **Northeast**

2009 VOLUME RANK¹ **6**
2010 YEAR-TO-DATE THRU: **Q1**

Add '000s to Units and Dollars		2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
New York	Q1	Q2	Q3	Q4	2010	2009	Variance %		
UNIT SALES ¹	13,409	0	0	0	13,409	9,326	43.8%	32%	
DOLLAR SALES ¹	\$13,189	\$0	\$0	\$0	\$13,189	\$11,046	19.4%	26%	
AVG SELLING \$/UNIT	\$0.98	-	-	-	\$0.98	\$1.18	-17.0%		

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	539	539	390	-27.7%	4046	5.8%	2.9%
4225	6,716	6,716	10,386	54.6%	4225	72.0%	77.5%
4770	4	4	3	-25.4%	4770	0.0%	0.02%
Other	905	905	907	0.2%	Other	9.7%	6.8%
Organic	238	238	238	0.1%	Organic	2.6%	1.8%
Bags	924	924	1,485	60.7%	Bags	9.9%	11.1%

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)	31%	27%	41%	1%

AD ACTIVITY ³	YTD
2010	111
2009	88

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)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 |