



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 St. Louis
REGION Plains

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Plains	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	20,148	0	0	0	0	20,148	13,308	51.4%	38%
DOLLAR SALES ¹	\$14,831	\$0	\$0	\$0	\$0	\$14,831	\$12,097	22.6%	29%
AVG SELLING \$/UNIT	\$0.74	-	-	-	-	\$0.74	\$0.91	-19.0%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	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
4046	2,863	4,930	72.2%	4046	21.5%	24.5%		
4225	7,975	13,169	65.1%	4225	59.9%	65.4%		
4770	148	182	22.8%	4770	1.1%	0.9%		
Other	515	86	-83.2%	Other	3.9%	0.4%		
Organic	103	132	28.8%	Organic	0.8%	0.7%		
Bags	1,705	1,648	-3.3%	Bags	12.8%	8.2%		

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:

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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 |