



# 2010 AvoScore Card



**- CONFIDENTIAL -**

IRI retail sales data represents DMA markets.

MARKET **Richmond**  
REGION **Mid South**

2009 VOLUME RANK<sup>1</sup> **36**  
2010 YEAR-TO-DATE THRU: **Q1**

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.

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Richmond	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES <sup>1</sup>	<b>488</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>488</b>	<b>396</b>	<b>23.1%</b>	<b>32%</b>
DOLLAR SALES <sup>1</sup>	<b>\$523</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$523</b>	<b>\$446</b>	<b>17.3%</b>	<b>27%</b>
AVG SELLING \$/UNIT	<b>\$1.07</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$1.07</b>	<b>\$1.13</b>	<b>-4.8%</b>	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	<b>217</b>	<b>217</b>	<b>317</b>	<b>45.9%</b>	4046	<b>54.9%</b>	<b>65.0%</b>
4225	<b>157</b>	<b>157</b>	<b>124</b>	<b>-20.8%</b>	4225	<b>39.7%</b>	<b>25.5%</b>
4770	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>158.3%</b>	4770	<b>0.01%</b>	<b>0.02%</b>
Other	<b>9</b>	<b>9</b>	<b>12</b>	<b>37.4%</b>	Other	<b>2.3%</b>	<b>2.5%</b>
Organic	<b>8</b>	<b>8</b>	<b>9</b>	<b>21.6%</b>	Organic	<b>2.0%</b>	<b>1.9%</b>
Bags	<b>5</b>	<b>5</b>	<b>24</b>	<b>396.6%</b>	Bags	<b>1.2%</b>	<b>5.0%</b>

**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 <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	<b>not available</b>			
2009 Mkt Avg (Round 1)	<b>51%</b>	<b>24%</b>	<b>19%</b>	<b>6%</b>

AD ACTIVITY <sup>3</sup>	YTD
2010	<b>12</b>
2009	<b>11</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        |