



# 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 Dallas, Houston, Little Rock,  
New Orleans

REGION **South Central**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
	Q1	Q2	Q3	Q4	2010	2009	Variance %	
South Central								
UNIT SALES <sup>1</sup>	<b>68,476</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>68,476</b>	<b>61,880</b>	<b>10.7%</b>	<b>30%</b>
DOLLAR SALES <sup>1</sup>	<b>\$52,590</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$52,590</b>	<b>\$50,159</b>	<b>4.8%</b>	<b>26%</b>
AVG SELLING \$/UNIT	<b>\$0.77</b>	-	-	-	<b>\$0.77</b>	<b>\$0.81</b>	<b>-5.3%</b>	

PLU	UNITS	UNITS	VARIANCE	UNITS	2009	2010	PLU List
YTD	2009	2010	%	YTD	% of TTL	% of TTL	
4046	<b>38,777</b>	<b>37,910</b>	<b>-2.2%</b>	4046	<b>62.7%</b>	<b>55.4%</b>	- 4046 Small Hass (#60s & smaller)
4225	<b>16,111</b>	<b>21,303</b>	<b>32.2%</b>	4225	<b>26.0%</b>	<b>31.1%</b>	- 4225 Large Hass (#40 & #48)
4770	<b>4,121</b>	<b>6,654</b>	<b>61.5%</b>	4770	<b>6.7%</b>	<b>9.7%</b>	- 4770 X-Large Hass (#36 & larger)
Other	<b>660</b>	<b>590</b>	<b>-10.6%</b>	Other	<b>1.1%</b>	<b>0.9%</b>	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	<b>253</b>	<b>368</b>	<b>45.5%</b>	Organic	<b>0.4%</b>	<b>0.5%</b>	- Organic includes all sizes
Bags	<b>1,959</b>	<b>1,651</b>	<b>-15.7%</b>	Bags	<b>3.2%</b>	<b>2.4%</b>	- Bags includes all bagged UPCs

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIDE
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:

Contact Dave Cruz at (949) 341-3250

## 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        |