



# 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 Atlanta, Charlotte, Columbia, Jacksonville, Miami, Orlando, Tampa / St. Petersburg

REGION Southeast

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Southeast	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES <sup>1</sup>	24,886	0	0	0	0	24,886	19,501	27.6%	33%
DOLLAR SALES <sup>1</sup>	\$30,021	\$0	\$0	\$0	\$0	\$30,021	\$25,627	17.1%	28%
AVG SELLING \$/UNIT	\$1.21	-	-	-	-	\$1.21	\$1.31	-8.2%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	10,751	7,357	7,357	-31.6%	4046	55.1%	29.6%
4225	3,369	12,481	12,481	270.5%	4225	17.3%	50.2%
4770	123	225	225	83.5%	4770	0.6%	0.9%
Other	4,325	4,159	4,159	-3.8%	Other	22.2%	16.7%
Organic	197	147	147	-25.6%	Organic	1.0%	0.6%
Bags	737	517	517	-29.9%	Bags	3.8%	2.1%

**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 <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
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:  
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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