



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 **Seattle** 2009 VOLUME RANK¹ **10** 2010 YEAR-TO-DATE THRU: **Q1**
REGION **West**

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Seattle	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	8,393	0	0	0	0	8,393	5,524	52.0%	37%
DOLLAR SALES ¹	\$8,464	\$0	\$0	\$0	\$0	\$8,464	\$7,028	20.4%	28%
AVG SELLING \$/UNIT	\$1.01	-	-	-	-	\$1.01	\$1.27	-20.7%	

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	1,326	5,254	296.3%	4046	24.0%	62.6%		
4225	3,147	2,350	-25.3%	4225	57.0%	28.0%		
4770	241	47	-80.5%	4770	4.4%	0.6%		
Other	2	4	117.8%	Other	0.0%	0.05%		
Organic	239	279	16.7%	Organic	4.3%	3.3%		
Bags	568	460	-19.1%	Bags	10.3%	5.5%		

RipeScan AUDIT ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	45%	7%	42%	6%
2009 Mkt Avg (Round 1)	not available			

AD ACTIVITY ³	YTD
2010	61
2009	43

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