



# 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 **South Carolina** 2009 VOLUME RANK<sup>1</sup> **38** 2010 YEAR-TO-DATE THRU: **Q1**  
REGION **Southeast**

Add '000s to Units and Dollars		2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)
South Carolina	Q1	Q2	Q3	Q4	2010	2009	Variance %		
UNIT SALES <sup>1</sup>	<b>395</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>395</b>	<b>319</b>	<b>23.5%</b>	<b>31%</b>	
DOLLAR SALES <sup>1</sup>	<b>\$459</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$459</b>	<b>\$394</b>	<b>16.5%</b>	<b>26%</b>	
AVG SELLING \$/UNIT	<b>\$1.16</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$1.16</b>	<b>\$1.23</b>	<b>-5.7%</b>		

PLU YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL	<b>PLU List</b> - 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	<b>215</b>	<b>213</b>	<b>-1.1%</b>	4046	<b>67.5%</b>	<b>54.0%</b>	
4225	<b>76</b>	<b>153</b>	<b>101.6%</b>	4225	<b>23.8%</b>	<b>38.8%</b>	
4770	<b>0.0</b>	<b>0.0</b>	<b>170.0%</b>	4770	<b>0.00%</b>	<b>0.01%</b>	
Other	<b>16</b>	<b>22</b>	<b>41.7%</b>	Other	<b>4.9%</b>	<b>5.6%</b>	
Organic	<b>3</b>	<b>2</b>	<b>-33.4%</b>	Organic	<b>0.8%</b>	<b>0.4%</b>	
Bags	<b>10</b>	<b>4</b>	<b>-54.5%</b>	Bags	<b>3.1%</b>	<b>1.1%</b>	

RipeScan AUDIT <sup>2</sup>	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)				<b>not available</b>
2009 Mkt Avg (Round 1)				<b>not available</b>

AD ACTIVITY <sup>3</sup>	YTD
2010	<b>15</b>
2009	<b>10</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        |