



2010 AvoScore Card



- CONFIDENTIAL -

MARKET Tampa /
St. Petersburg

REGION Southeast

2009 VOLUME RANK¹ 20

2010 YEAR-TO-DATE THRU: Q1

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.

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	Tampa / St. Petersburg	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	2,654	0	0	0	0	2,654	2,080	27.6%	33%
DOLLAR SALES ¹	\$3,157	\$0	\$0	\$0	\$0	\$3,157	\$2,748	14.9%	28%
AVG SELLING \$/UNIT	\$1.19	-	-	-	-	\$1.19	\$1.32	-10.0%	

PLU	UNITS YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	1,016	1,016	456	-55.1%	4046	48.9%	17.2%
4225	474	474	1,581	233.8%	4225	22.8%	59.6%
4770	0	0	0	-33.9%	4770	0.0%	0.01%
Other	417	417	480	15.1%	Other	20.1%	18.1%
Organic	13	13	6	-53.0%	Organic	0.6%	0.2%
Bags	159	159	130	-18.3%	Bags	7.7%	4.9%

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 ²	RIPE	BREAKING	FIRM	OVERRIPE
2010 Mkt Avg (Round 1)	0%	3%	97%	0%
2009 Mkt Avg (Round 1)	34%	13%	54%	0%

AD ACTIVITY ³	YTD
2010	19
2009	11

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)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 |