



2010 AvoScore Card



- CONFIDENTIAL -

2010 YEAR-TO-DATE THRU:

IRI regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Boise, Denver, Las Vegas, Phoenix, Portland, Salt Lake City, Seattle, Spokane

Q1

REGION West

Add '000s to Units and Dollars	2010				YEAR - TO - DATE			2010 INDEX (to 2009 Total)	
	West	Q1	Q2	Q3	Q4	2010	2009		Variance %
UNIT SALES ¹	73,027	0	0	0	0	73,027	54,465	34.1%	34%
DOLLAR SALES ¹	\$61,801	\$0	\$0	\$0	\$0	\$61,801	\$56,845	8.7%	27%
AVG SELLING \$/UNIT	\$0.85	-	-	-	-	\$0.85	\$1.04	-18.9%	

PLU YTD	UNITS 2009	UNITS 2010	VARIANCE %	UNITS YTD	2009 % of TTL	2010 % of TTL
4046	20,547	35,442	72.5%	4046	37.7%	48.5%
4225	29,414	32,640	11.0%	4225	54.0%	44.7%
4770	722	592	-18.1%	4770	1.3%	0.8%
Other	45	47	4.5%	Other	0.1%	0.1%
Organic	900	1,138	26.3%	Organic	1.7%	1.6%
Bags	2,838	3,169	11.7%	Bags	5.2%	4.3%

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	not available			
2009 Mkt Avg	not available			

AD ACTIVITY ³	YTD
2010	n/a
2009	n/a

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 |