



2011 AvoScore Card



- CONFIDENTIAL -

MARKET Baltimore /
Washington DC
REGION MidSouth

2011
VOLUME
RANK¹

25

2011 YEAR-TO-
DATE THRU:

Q3

SymphonyIRI Group 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 Baltimore /Washington DC	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)
	Q1	Q2	Q3	Q4	2011	2010	Variance %	
UNIT SALES¹	1,745	1,720	1,880		5,345	5,573	-4.1%	96%
DOLLAR SALES¹	\$2,078	\$2,387	\$2,682		\$7,147	\$6,685	+6.9%	107%
AVG SELLING \$/UNIT	\$1.19	\$1.39	\$1.43		\$1.34	\$1.20	+11.5%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % 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	661	1,358	+105.5%	4046	11.9%	25.4%	
4225	4,272	2,656	-37.8%	4225	76.6%	49.7%	
4770	55	48	-13.0%	4770	1.0%	0.9%	
Other	136	207	+52.6%	Other	2.4%	3.9%	
Organic	59	60	+2.7%	Organic	1.1%	1.1%	
Bags	391	1,015	+159.6%	Bags	7.0%	19.0%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+4.5%	+0.6%	+2.3%		+2.3%
Produce	+6.6%	+1.1%	+3.3%		+3.5%

AD ACTIVITY ²	YTD
2011	150
2010	218

Comments / Analysis:

- YTD through '11-Q3, the Baltimore/Washington DC market's retail volume (-4.1%) and dollar (+6.9%) trends underperformed the MidSouth region's trends by -21 points in volume, and -5 points in dollars
- YTD through '11-Q3, AVOCADO retail dollar trend of +6.9% outperformed the FRUIT and PRODUCE trends by more than +3 points
- Bagged avocados experienced the biggest volume and category share growth over the prior year; it's volume increased +160% and category share increased +12 share points

Sources:

- 1 Retail Data from SymphonyIRI Group/FreshLook Marketing v15
- 2 Advertising activity obtained from Market Track

Important Note: Due to the fact that SymphonyIRI Group/FreshLook recently restated all retail data, these AvoScore cards cannot be compared or used in conjunction with prior AvoScore cards.

For more information:

Contact Hass Avocado Board (949) 341-3250

**TOP REPORTING DMA MARKETS
(based on 2010 Total Volume)¹**

- | | |
|-----------------|-----------------|
| 1 Los Angeles | 11 Portland |
| 2 San Francisco | 12 San Diego |
| 3 Houston | 13 Boston |
| 4 Dallas | 14 Las Vegas |
| 5 New York | 15 Atlanta |
| 6 Phoenix | 16 Philadelphia |
| 7 Sacramento | 17 Detroit |
| 8 Denver | 18 Miami |
| 9 Seattle | 19 Tampa |
| 10 Chicago | 20 New England |