



2011 AvoScore Card



- CONFIDENTIAL -

2011
VOLUME
RANK¹

2011 YEAR-TO-
DATE THRU:

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.

MARKET Buffalo
REGION Northeast

37 Q3

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Buffalo	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	512	576	487			1,575	1,650	-4.6%	95%
DOLLAR SALES¹	\$642	\$725	\$882			\$2,249	\$2,030	+10.8%	111%
AVG SELLING \$/UNIT	\$1.26	\$1.26	\$1.81			\$1.43	\$1.23	+16.1%	

PLU	UNITS YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List	
4046	7	7	6	-19.1%	4046	0.5%	0.4%		- 4046 Small Hass (#60s & smaller)
4225	1,315	1,315	855	-35.0%	4225	79.7%	54.3%		- 4225 Large Hass (#40 & #48)
4770	3	3	3	-24.6%	4770	0.2%	0.2%		- 4770 X-Large Hass (#36 & larger)
Other	44	44	107	+144.4%	Other	2.7%	6.8%		- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	1	1	1	+13.1%	Organic	0.0%	0.1%		- Organic includes all sizes
Bags	279	279	604	+116.3%	Bags	16.9%	38.3%		- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+15.7%	+2.4%	+13.3%		+9.9%
Produce	+14.4%	+3.9%	+12.8%		+10.1%

AD ACTIVITY ²	YTD
2011	26
2010	51

Comments / Analysis:

- YTD through '11-Q3, the Buffalo market's retail volume (-4.6%) and dollar (+10.8%) trends outperformed the Northeast volume trend by +4 points, but slightly underperformed its dollar trend
- YTD through '11-Q3, AVOCADO retail dollar trend of +10.8% slightly outperformed the FRUIT and PRODUCE trends
- Bagged avocados experienced the biggest category share growth over the prior year; it's category share increased +21.4 share points over the prior year

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