



2011 AvoScore Card



- CONFIDENTIAL -

2011 YEAR-TO-

DATE THRU: Q3
SymphonyIRI Group regional retail sales data is imputed to represent reporting and non-reporting retailers within the region.

MARKET Los Angeles, Sacramento, San Diego, San Francisco

REGION California

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	California	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	79,775	63,339	59,364			202,478	261,072	-22.4%	78%
DOLLAR SALES¹	\$73,014	\$75,855	\$76,121			\$224,989	\$213,380	+5.4%	105%
AVG SELLING \$/UNIT	\$0.92	\$1.20	\$1.28			\$1.11	\$0.82	+36.0%	

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	79,046	68,863	-12.9%	4046	30.3%	34.0%	
4225	127,410	85,883	-32.6%	4225	48.8%	42.4%	
4770	1,828	2,104	+15.1%	4770	0.7%	1.0%	
Other	529	82	-84.5%	Other	0.2%	0.0%	
Organic	2,533	1,437	-43.3%	Organic	1.0%	0.7%	
Bags	49,725	44,109	-11.3%	Bags	19.0%	21.8%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+4.3%	-1.6%	+3.5%		+1.9%
Produce	+7.5%	-0.5%	+2.8%		+3.1%

AD ACTIVITY ²	YTD
2011	n/a
2010	n/a

Comments / Analysis:

- YTD through '11-Q3, AVOCADO retail dollar trend of +5.4% outperformed the FRUIT and PRODUCE trends by more than +2 points
- YTD through '11-Q3, AVOCADO retail volume decreased -22.4% from the prior year, which may have been driven by ASP increasing +36.0% over the prior year
- All PLUs experienced a decline in volume from the prior year except PLU 4770

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 |