



# 2011 AvoScore Card



- CONFIDENTIAL -

**MARKET** Chicago  
**REGION** Great Lakes

2011  
VOLUME  
RANK<sup>1</sup>

10

2011 YEAR-TO-  
DATE THRU:

Q3

SymphonyIRI Group retail sales data represents DMA markets.

DMA (Designated Market Area)  
DMA® is a registered service mark of Nielsen Media Research, Inc., used pursuant to a license form Nielsen Media Research, Inc., all rights reserved.

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	2011				YEAR - TO - DATE			2011 INDEX	
	Chicago	Q1	Q2	Q3	Q4	2011	2010	Variance %	(to 2010 YTD)
UNIT SALES <sup>1</sup>	7,082	5,969	5,166			18,218	22,063	-17.4%	83%
DOLLAR SALES <sup>1</sup>	\$8,039	\$8,600	\$8,492			\$25,131	\$24,411	+2.9%	103%
AVG SELLING \$/UNIT	\$1.14	\$1.44	\$1.64			\$1.38	\$1.11	+24.7%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	2,265	2,840	+25.4%	4046	10.3%	15.6%	- 4046 Small Hass (#60s & smaller)
4225	17,215	12,405	-27.9%	4225	78.0%	68.1%	- 4225 Large Hass (#40 & #48)
4770	302	221	-26.8%	4770	1.4%	1.2%	- 4770 X-Large Hass (#36 & larger)
Other	245	368	+50.2%	Other	1.1%	2.0%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	263	200	-23.8%	Organic	1.2%	1.1%	- Organic includes all sizes
Bags	1,773	2,183	+23.2%	Bags	8.0%	12.0%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+1.4%	-0.6%	+3.7%		+1.5%
Produce	+2.9%	+0.7%	+5.2%		+3.0%

AD ACTIVITY <sup>2</sup>	YTD
2011	61
2010	130

**Comments / Analysis:**

- YTD through '11-Q3, the Chicago market's retail volume (-17.4%) and dollar (+2.9%) trends underperformed the Great Lakes' region's volume trend by -5 points, but outperformed its dollar trend by +2 points

- YTD through '11-Q3, AVOCADO retail dollar trend of +2.9% outperformed the FRUIT trend by +1 point, but slightly underperformed the PRODUCE trend

**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) <sup>1</sup>	
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