



# 2011 AvoScore Card



- CONFIDENTIAL -

**MARKET** Denver  
**REGION** West

**2011 VOLUME RANK<sup>1</sup>**

8

**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	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Denver	Q1	Q2	Q3	Q4	2011	2010		Variance %
<b>UNIT SALES<sup>1</sup></b>	9,292	7,693	6,903			23,888	28,740	-16.9%	83%
<b>DOLLAR SALES<sup>1</sup></b>	\$10,108	\$10,503	\$10,341			\$30,952	\$31,909	-3.0%	97%
<b>AVG SELLING \$/UNIT</b>	\$1.09	\$1.37	\$1.50			\$1.30	\$1.11	+16.7%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	<b>PLU List</b> - 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	1,205	5,781	+379.6%	4046	4.2%	24.2%	
4225	25,748	15,832	-38.5%	4225	89.6%	66.3%	
4770	128	18	-85.7%	4770	0.4%	0.1%	
Other	2	4	+112.3%	Other	0.0%	0.0%	
Organic	143	111	-22.6%	Organic	0.5%	0.5%	
Bags	1,513	2,143	+41.6%	Bags	5.3%	9.0%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
<b>Fruit</b>	+7.5%	+0.9%	+3.7%		+3.8%
<b>Produce</b>	+8.2%	-0.4%	+3.2%		+3.4%

AD ACTIVITY <sup>2</sup>	YTD
2011	81
2010	131

**Comments / Analysis:**

- YTD through '11-Q3, the Denver market's retail volume (-16.9%) and dollar (-3.0%) trends outperformed the West region's volume trend by +2 points, but underperformed its dollar trend by -10 points  
 - YTD through '11-Q3, AVOCADO retail dollar trend of -3.0% underperformed the FRUIT and PRODUCE trends by more than -6 points  
 - PLU 4046 experienced the biggest volume and category share growth over the prior year; its volume increased +380% and category share increased +20.0 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)<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  |