



# 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** Chicago, Cincinnati/Dayton,  
Cleveland, Columbus, Detroit,  
Indianapolis

**REGION** Great Lakes

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Great Lakes	Q1	Q2	Q3	Q4	2011	2010		Variance %
<b>UNIT SALES<sup>1</sup></b>	26,813	26,672	24,528			78,013	88,898	-12.2%	88%
<b>DOLLAR SALES<sup>1</sup></b>	\$29,085	\$31,587	\$31,415			\$92,087	\$90,979	+1.2%	101%
<b>AVG SELLING \$/UNIT</b>	\$1.08	\$1.18	\$1.28			\$1.18	\$1.02	+15.3%	

PLU	UNITS YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	8,798	8,798	8,055	-8.4%	4046	9.9%	10.3%	
4225	53,307	53,307	41,668	-21.8%	4225	60.0%	53.4%	- 4225 Large Hass (#40 & #48)
4770	6,295	6,295	3,639	-42.2%	4770	7.1%	4.7%	- 4770 X-Large Hass (#36 & larger)
Other	503	503	883	+75.6%	Other	0.6%	1.1%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	915	915	945	+3.3%	Organic	1.0%	1.2%	- Organic includes all sizes
Bags	19,079	19,079	22,822	+19.6%	Bags	21.5%	29.3%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
<b>Fruit</b>	+7.4%	+0.6%	+5.5%		+4.3%
<b>Produce</b>	+7.6%	+0.5%	+4.6%		+4.0%

AD ACTIVITY <sup>2</sup>	YTD
2011	n/a
2010	n/a

**Comments / Analysis:**

- YTD through '11-Q3, AVOCADO retail dollar trend of +1.2% underperformed versus the FRUIT and PRODUCE trends by more than -2 points  
 - YTD through '11-Q3, AVOCADO retail volume decreased -12.2% from the prior year, which may have been driven by ASP increasing +15.3% over the prior year  
 - Bagged avocados category share of total units sold in 2011 increased +7.8 share points to account for 29.3%, the largest increase of all segments

**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  |