



2011 AvoScore Card



- CONFIDENTIAL -

MARKET Houston
REGION South Central

2011
VOLUME
RANK¹

3

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)	
	Houston	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES ¹	12,874	10,462	10,897			34,234	48,795	-29.8%	70%
DOLLAR SALES ¹	\$13,087	\$13,071	\$13,426			\$39,584	\$36,000	+10.0%	110%
AVG SELLING \$/UNIT	\$1.02	\$1.25	\$1.23			\$1.16	\$0.74	+56.7%	

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	31,534	19,555	-38.0%	4046	64.6%	57.1%	
4225	8,816	4,746	-46.2%	4225	18.1%	13.9%	
4770	7,086	8,390	+18.4%	4770	14.5%	24.5%	
Other	210	301	+42.9%	Other	0.4%	0.9%	
Organic	258	298	+15.3%	Organic	0.5%	0.9%	
Bags	891	945	+6.0%	Bags	1.8%	2.8%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+10.8%	+2.6%	+8.3%		+7.1%
Produce	+10.8%	+3.4%	+5.9%		+6.6%

AD ACTIVITY ²	YTD
2011	109
2010	199

Comments / Analysis:

- YTD through '11-Q3, the Houston market's retail volume trend (-29.8%) underperformed the South Central region's volume trend by -2 points, but its dollar trend of +10.0% outperformed the region's dollar trend by +3 points
- YTD through '11-Q3, AVOCADO retail dollar trend of +10.0% outperformed the FRUIT and PRODUCE trends by more than +2 points
- PLU 4770 category share of total units sold in 2011 increased +10.0 share points to account for 24.5%, 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) 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