



# 2011 AvoScore Card



- CONFIDENTIAL -

**MARKET** Los Angeles  
**REGION** California

2011  
VOLUME  
RANK<sup>1</sup>

1

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	
	Los Angeles	Q1	Q2	Q3	Q4	2011	2010	Variance %	(to 2010 YTD)
UNIT SALES <sup>1</sup>	35,239	29,612	26,764			91,615	113,397	-19.2%	81%
DOLLAR SALES <sup>1</sup>	\$32,509	\$33,455	\$33,951			\$99,915	\$92,616	+7.9%	108%
AVG SELLING \$/UNIT	\$0.92	\$1.13	\$1.27			\$1.09	\$0.82	+33.5%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	41,882	38,048	-9.2%	4046	36.9%	41.5%	- 4046 Small Hass (#60s & smaller)
4225	50,077	32,213	-35.7%	4225	44.2%	35.2%	- 4225 Large Hass (#40 & #48)
4770	1,414	1,657	+17.2%	4770	1.2%	1.8%	- 4770 X-Large Hass (#36 & larger)
Other	89	48	-46.5%	Other	0.1%	0.1%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	1,106	523	-52.7%	Organic	1.0%	0.6%	- Organic includes all sizes
Bags	18,829	19,126	+1.6%	Bags	16.6%	20.9%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+4.3%	-2.2%	+4.1%		+2.0%
Produce	+7.2%	-1.4%	+2.5%		+2.6%

AD ACTIVITY <sup>2</sup>	YTD
2011	119
2010	164

**Comments / Analysis:**

- YTD through '11-Q3, the Los Angeles market's retail volume (-19.2%) and dollar (+7.9%) trends outperformed the California region's trends by +3 points
- YTD through '11-Q3, AVOCADO retail dollar trend of +7.9% outperformed the FRUIT and PRODUCE trends by more than +5 points

**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