



# 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** Albany, Boston, Buffalo, Hartford, New England, New York, Philadelphia, Pittsburgh

**REGION** Northeast

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Northeast	Q1	Q2	Q3	Q4	2011	2010		Variance %
<b>UNIT SALES<sup>1</sup></b>	33,328	32,280	33,482			99,091	108,126	-8.4%	92%
<b>DOLLAR SALES<sup>1</sup></b>	\$37,923	\$43,915	\$48,807			\$130,645	\$117,594	+11.1%	111%
<b>AVG SELLING \$/UNIT</b>	\$1.14	\$1.36	\$1.46			\$1.32	\$1.09	+21.2%	

PLU	UNITS YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	7,283	7,513	7,513	+3.2%	4046	6.7%	7.6%	
4225	66,297	52,014	52,014	-21.5%	4225	61.3%	52.5%	- 4225 Large Hass (#40 & #48)
4770	814	180	180	-77.9%	4770	0.8%	0.2%	- 4770 X-Large Hass (#36 & larger)
Other	6,363	7,424	7,424	+16.7%	Other	5.9%	7.5%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	1,077	1,194	1,194	+10.9%	Organic	1.0%	1.2%	- Organic includes all sizes
Bags	26,293	30,767	30,767	+17.0%	Bags	24.3%	31.0%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
<b>Fruit</b>	+6.2%	+2.3%	+5.8%		+4.7%
<b>Produce</b>	+7.0%	+2.1%	+6.2%		+5.0%

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

**Comments / Analysis:**

- YTD through '11-Q3, AVOCADO retail dollar trend of +11.1% outpaced the FRUIT and PRODUCE trends by more than +6 points
- YTD through '11-Q3, AVOCADO retail volume decreased -8.4% from the prior year, which may have been driven by ASP increasing +21.2% over the prior year
- Bagged avocados category share of total units sold in 2011 increased +6.7 points to account for 31.0%, 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  |