



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 St. Louis, Des Moines, Minneapolis, Wichita

REGION Plains

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Plains	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	14,528	13,087	12,063			39,678	47,318	-16.1%	84%
DOLLAR SALES¹	\$16,328	\$18,842	\$19,412			\$54,582	\$51,326	+6.3%	106%
AVG SELLING \$/UNIT	\$1.12	\$1.44	\$1.61			\$1.38	\$1.08	+26.8%	

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	11,022	12,753	+15.7%	4046	23.3%	32.1%	
4225	29,794	20,474	-31.3%	4225	63.0%	51.6%	
4770	551	530	-3.7%	4770	1.2%	1.3%	
Other	283	281	-0.8%	Other	0.6%	0.7%	
Organic	447	413	-7.6%	Organic	0.9%	1.0%	
Bags	5,221	5,226	+0.1%	Bags	11.0%	13.2%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+7.8%	+1.4%	+8.2%		+5.7%
Produce	+8.8%	+1.0%	+6.7%		+5.3%

AD ACTIVITY ²	YTD
2011	n/a
2010	n/a

Comments / Analysis:

- YTD through '11-Q3, AVOCADO retail dollar trend of +6.3% slightly outperformed the FRUIT and PRODUCE trends
- YTD through '11-Q3, AVOCADO retail dollar sales of \$54.6 million indexed at 106% of 2010 YTD dollars, and volume of 39.7 million indexed at 84% of 2010 YTD volume
- PLU 4046 category share of total units sold in 2011 increased +8.8 share points to account for 32.1%, 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