



2011 AvoScore Card



- CONFIDENTIAL -

MARKET Philadelphia
REGION Northeast

2011 VOLUME RANK¹

16

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)	
	Philadelphia	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	3,893	4,150	4,118			12,161	12,819	-5.1%	95%
DOLLAR SALES¹	\$4,228	\$4,966	\$5,406			\$14,599	\$13,075	+11.7%	112%
AVG SELLING \$/UNIT	\$1.09	\$1.20	\$1.31			\$1.20	\$1.02	+17.7%	

PLU	UNITS 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	2,232	2,158	2,158	-3.3%	4046	17.4%	17.7%	
4225	6,929	4,981	4,981	-28.1%	4225	54.1%	41.0%	
4770	3	3	3	-13.3%	4770	0.0%	0.0%	
Other	447	540	540	+20.7%	Other	3.5%	4.4%	
Organic	101	83	83	-18.1%	Organic	0.8%	0.7%	
Bags	3,107	4,397	4,397	+41.5%	Bags	24.2%	36.2%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+6.5%	+3.0%	+4.6%		+4.6%
Produce	+7.6%	+3.1%	+5.2%		+5.2%

AD ACTIVITY ²	YTD
2011	89
2010	155

Comments / Analysis:

- YTD through '11-Q3, the Philadelphia market's retail volume (-5.1%) and dollar (+11.7%) trends outperformed the Northeast region's trends by +3 points in volume and +1 point in dollars
- YTD through '11-Q3, AVOCADO retail dollar trend of +11.7% outperformed the FRUIT and PRODUCE trends by more than +6 points
- Bagged avocados category share of total units sold in 2011 increased +12.0 share points to account for 36.2%, 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 |