



2011 AvoScore Card



- CONFIDENTIAL -

MARKET Phoenix
REGION West

2011 VOLUME RANK¹

6

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)	
	Phoenix	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	10,574	8,380	8,341			27,294	35,495	-23.1%	77%
DOLLAR SALES¹	\$8,026	\$8,958	\$9,940			\$26,924	\$25,912	+3.9%	104%
AVG SELLING \$/UNIT	\$0.76	\$1.07	\$1.19			\$0.99	\$0.73	+35.1%	

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	29,775	22,861	-23.2%	4046	83.9%	83.8%	
4225	3,966	2,503	-36.9%	4225	11.2%	9.2%	
4770	390	151	-61.2%	4770	1.1%	0.6%	
Other	329	547	+66.4%	Other	0.9%	2.0%	
Organic	301	184	-38.7%	Organic	0.8%	0.7%	
Bags	734	1,048	+42.7%	Bags	2.1%	3.8%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+3.3%	-2.8%	+2.7%		+1.0%
Produce	+6.1%	-1.5%	+0.7%		+1.6%

AD ACTIVITY ²	YTD
2011	110
2010	155

Comments / Analysis:

- YTD through '11-Q3, the Phoenix market's retail volume (-23.1%) and dollar (+3.9%) trends underperformed the West region's trends by -4 points in volume and -3 points in dollars
- YTD through '11-Q3, AVOCADO retail dollar trend of +3.9% outperformed the FRUIT and PRODUCE trends by more than +2 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) 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