



# 2011 AvoScore Card



- CONFIDENTIAL -

**MARKET** Richmond  
**REGION** MidSouth

**2011 VOLUME RANK<sup>1</sup>**

36

**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)	
	Richmond	Q1	Q2	Q3	Q4	2011	2010		Variance %
<b>UNIT SALES<sup>1</sup></b>	658	838	769			2,265	1,963	+15.4%	115%
<b>DOLLAR SALES<sup>1</sup></b>	\$600	\$736	\$787			\$2,124	\$1,781	+19.2%	119%
<b>AVG SELLING \$/UNIT</b>	\$0.91	\$0.88	\$1.02			\$0.94	\$0.91	+3.3%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	<b>PLU List</b> - 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	1,136	933	-17.9%	4046	57.9%	41.2%	
4225	398	356	-10.6%	4225	20.3%	15.7%	
4770	0	0	-62.1%	4770	0.0%	0.0%	
Other	22	24	+9.1%	Other	1.1%	1.1%	
Organic	25	31	+24.6%	Organic	1.3%	1.4%	
Bags	381	920	+141.5%	Bags	19.4%	40.6%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
<b>Fruit</b>	+11.4%	+2.5%	+3.5%		+5.3%
<b>Produce</b>	+9.3%	+2.2%	+4.7%		+5.1%

AD ACTIVITY <sup>2</sup>	YTD
2011	21
2010	32

**Comments / Analysis:**

- YTD through '11-Q3, the Richmond market's retail volume (+15.4%) and dollar (+19.2%) trends underperformed the MidSouth region's trend by -1 point in volume, but outperformed its dollar trend by +7 points
- YTD through '11-Q3, AVOCADO retail dollar trend of +19.2% outperformed the FRUIT and PRODUCE trends by more than +13 points
- Bagged avocados experienced the biggest volume and category share growth over the prior year; its volume increased +142% and category share increased +21.2 share 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  |