



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 Atlanta, Charlotte,
Jacksonville, Miami, Orlando,
South Carolina, Tampa

REGION Southeast

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Southeast	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	24,568	20,151	26,752			71,471	76,588	-6.7%	93%
DOLLAR SALES¹	\$36,724	\$35,538	\$40,705			\$112,967	\$95,228	+18.6%	119%
AVG SELLING \$/UNIT	\$1.49	\$1.76	\$1.52			\$1.58	\$1.24	+27.1%	

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	26,128	15,813	15,813	-39.5%	4046	34.1%	22.1%	
4225	33,405	32,091	32,091	-3.9%	4225	43.6%	44.9%	
4770	579	550	550	-5.0%	4770	0.8%	0.8%	
Other	9,968	12,280	12,280	+23.2%	Other	13.0%	17.2%	
Organic	497	471	471	-5.2%	Organic	0.6%	0.7%	
Bags	6,010	10,265	10,265	+70.8%	Bags	7.8%	14.4%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+9.6%	-1.6%	-1.6%		+1.9%
Produce	+8.2%	-0.4%	-0.5%		+2.4%

AD ACTIVITY ²	YTD
2011	n/a
2010	n/a

Comments / Analysis:

- YTD through '11-Q3, AVOCADO retail dollar trend of +18.6% outpaced the FRUIT and PRODUCE trends by more than +16 points
- Bagged avocados experienced the biggest volume and category share growth over the prior year; its volume increased +71% and category share increased +6.6 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) 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