



2011 AvoScore Card



- CONFIDENTIAL -

MARKET San Francisco
REGION California

2011 VOLUME RANK¹

2

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					YEAR - TO - DATE			2011 INDEX
2011					2011	2010	Variance %	(to 2010 YTD)
San Francisco	Q1	Q2	Q3	Q4				
UNIT SALES¹	18,731	13,766	13,225		45,723	64,283	-28.9%	71%
DOLLAR SALES¹	\$17,062	\$17,900	\$17,653		\$52,614	\$51,347	+2.5%	102%
AVG SELLING \$/UNIT	\$0.91	\$1.30	\$1.33		\$1.15	\$0.80	+44.1%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	12,506	9,315	-25.5%	4046	19.5%	20.4%	- 4046 Small Hass (#60s & smaller)
4225	36,299	26,115	-28.1%	4225	56.5%	57.1%	- 4225 Large Hass (#40 & #48)
4770	16	5	-68.3%	4770	0.0%	0.0%	- 4770 X-Large Hass (#36 & larger)
Other	50	7	-86.7%	Other	0.1%	0.0%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	651	450	-30.9%	Organic	1.0%	1.0%	- Organic includes all sizes
Bags	14,761	9,832	-33.4%	Bags	23.0%	21.5%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+4.3%	-1.2%	+3.0%		+1.9%
Produce	+8.0%	+0.4%	+3.8%		+3.9%

AD ACTIVITY ²	YTD
2011	97
2010	183

Comments / Analysis:

- YTD through '11-Q3, the San Francisco market's retail volume (-28.9%) and dollar (+2.5%) trends underperformed the California region's trends by -7 points in volume and 3 points in dollars
- YTD through '11-Q3, AVOCADO retail dollar trend of +2.5% outperformed the FRUIT trend but underperformed the PRODUCE trend

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