



2011 AvoScore Card



- CONFIDENTIAL -

2011
VOLUME
RANK¹

2011 YEAR-TO-
DATE THRU:

SymphonyIRI Group retail sales data represents DMA markets.

DMA (Designated Market Area)
DMA® is a registered service mark of Nielsen Media Research, Inc., used pursuant to a license form Nielsen Media Research, Inc., all rights reserved.

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.

MARKET Seattle
REGION West

9 Q3

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX (to 2010 YTD)	
	Seattle	Q1	Q2	Q3	Q4	2011	2010		Variance %
UNIT SALES¹	8,426	7,244	6,402			22,071	25,750	-14.3%	86%
DOLLAR SALES¹	\$8,412	\$10,012	\$9,963			\$28,387	\$26,556	+6.9%	107%
AVG SELLING \$/UNIT	\$1.00	\$1.38	\$1.56			\$1.29	\$1.03	+24.7%	

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	16,452	13,755	13,755	-16.4%	4046	63.9%	62.3%	
4225	5,397	3,597	3,597	-33.4%	4225	21.0%	16.3%	
4770	132	173	173	+30.6%	4770	0.5%	0.8%	
Other	19	23	23	+20.9%	Other	0.1%	0.1%	
Organic	877	812	812	-7.4%	Organic	3.4%	3.7%	
Bags	2,873	3,713	3,713	+29.2%	Bags	11.2%	16.8%	

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+4.4%	+3.6%	+6.1%		+4.8%
Produce	+7.5%	+2.5%	+5.3%		+5.0%

AD ACTIVITY ²	YTD
2011	84
2010	155

Comments / Analysis:

- YTD through '11-Q3, the Seattle market's retail volume (-14.3%) trend outperformed the West region's volume trend by +4 points, and its dollar (+6.9%) trend slightly outperformed the region's dollar trend
- YTD through '11-Q3, AVOCADO retail dollar trend of +6.9% outperformed the FRUIT and PRODUCE trends by more than +1 point

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