



2011 AvoScore Card



- CONFIDENTIAL -

MARKET South Carolina
REGION Southeast

2011
VOLUME
RANK¹

38

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)
South Carolina	Q1	Q2	Q3	Q4				
UNIT SALES¹	441	442	417		1,300	1,398	-7.0%	93%
DOLLAR SALES¹	\$572	\$648	\$686		\$1,906	\$1,618	+17.8%	118%
AVG SELLING \$/UNIT	\$1.30	\$1.47	\$1.65		\$1.47	\$1.16	+26.7%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	820	665	-18.9%	4046	58.7%	51.2%	- 4046 Small Hass (#60s & smaller)
4225	476	462	-2.9%	4225	34.1%	35.6%	- 4225 Large Hass (#40 & #48)
4770	0	0	+23.4%	4770	0.0%	0.0%	- 4770 X-Large Hass (#36 & larger)
Other	51	80	+57.6%	Other	3.6%	6.1%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	5	5	-2.5%	Organic	0.4%	0.4%	- Organic includes all sizes
Bags	46	87	+91.3%	Bags	3.3%	6.7%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+8.4%	-0.3%	+1.5%		+2.8%
Produce	+8.9%	+0.4%	+1.5%		+3.4%

AD ACTIVITY ²	YTD
2011	17
2010	40

Comments / Analysis:

- YTD through '11-Q3, the South Carolina market's retail volume (-7.0%) and dollar (+17.8%) trends slightly underperformed the Southeast region's volume trend, and underperformed its dollar trend by -1 point
- YTD through '11-Q3, AVOCADO retail dollar trend of +17.8% outperformed the FRUIT and PRODUCE trends by more than +14 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