



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

Alaska, Boise, Denver, Las Vegas, Phoenix, Portland, Seattle, Spokane

REGION

West

Add '000s to Units and Dollars	2011				YEAR - TO - DATE			2011 INDEX	
	West	Q1	Q2	Q3	Q4	2011	2010	Variance %	(to 2010 YTD)
UNIT SALES ¹	67,224	57,257	52,789			177,271	218,611	-18.9%	81%
DOLLAR SALES ¹	\$63,655	\$71,897	\$74,072			\$209,624	\$196,359	+6.8%	107%
AVG SELLING \$/UNIT	\$0.95	\$1.26	\$1.40			\$1.18	\$0.90	+31.7%	

PLU YTD	UNITS 2010	UNITS 2011	VARIANCE %	UNITS YTD	2010 % of TTL	2011 % of TTL	PLU List
4046	109,984	95,607	-13.1%	4046	50.3%	53.9%	- 4046 Small Hass (#60s & smaller)
4225	87,937	60,348	-31.4%	4225	40.2%	34.0%	- 4225 Large Hass (#40 & #48)
4770	2,052	1,154	-43.7%	4770	0.9%	0.7%	- 4770 X-Large Hass (#36 & larger)
Other	610	965	+58.2%	Other	0.3%	0.5%	- Other includes Unknown, Pinkertons, Greenskins, etc.
Organic	3,837	2,981	-22.3%	Organic	1.8%	1.7%	- Organic includes all sizes
Bags	14,190	16,215	+14.3%	Bags	6.5%	9.1%	- Bags includes all bagged UPCs

Retail Dollar Trends (2010 vs 2011)	Q1	Q2	Q3	Q4	YTD
Fruit	+7.0%	+2.0%	+4.9%		+4.5%
Produce	+8.9%	+1.8%	+3.7%		+4.6%

AD ACTIVITY ²	YTD
2011	n/a
2010	n/a

Comments / Analysis:

- YTD through '11-Q3, AVOCADO retail dollar trend of +6.8% outperformed the FRUIT and PRODUCE trends by more than +2 points
- YTD through '11-Q3, AVOCADO retail volume decreased -18.9% from the prior year, which may have been driven by ASP increasing +31.7% over the prior year
- PLU 4046 and PLU 4225 accounted for 88% of total volume in 2011, a decrease of 3 points from the prior year

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