

Three avocados are shown on the left side of the slide. One is sliced in half, revealing its green flesh and brown pit. The other two are whole, dark green, and bumpy-skinned.

Avocado Regional Composite California Region

January – September: 2008 vs. 2009



Methodology

- **Sales and Market Data is obtained using CAST (Category Avocado Sales Trend)**
 - Information Resources Inc. gathers chain-wide sales across all RMAs (Retail Market Areas)
 - Regional figures include data collected from all reporting retailers, as well as imputed data (non-reporting retailers such as club, warehouse and independent stores) for a total of 100% of retail sales for the area
 - Data is entered into CAST system
 - Using CAST, data is queried and reported
- **Average Selling Price (ASP) is not Advertised Retail Price**
 - Average selling price is the average of all prices including coupons, promotional pricing, club/loyalty card deals that are given at the register at the time of purchase
- **Analysis is based on a Calendar Year (Jan-Dec) unless otherwise noted**
- **Total US totals and averages utilized in comparisons includes all U.S. regions**
- **Retail data provided by IRI /FreshLook Marketing**

Important Note: Due to the fact that IRI / FreshLook recently restated all retail data, this review cannot be compared or used in conjunction with prior reviews





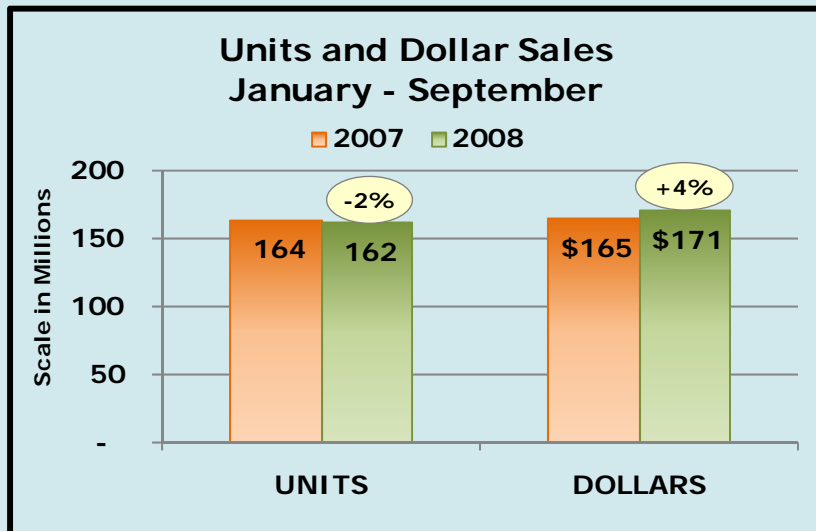
California: Region Highlights

- **Overview based on the following IRI markets:**
 - Los Angeles; Sacramento; San Diego; San Francisco
- **California Overview**
 - Category units declined -2% in 2008 versus prior year, but rebounded in 2009 growing +26%
 - Category dollars experienced consecutive growth of +4% in 2008 and +12% in 2009
 - Category average selling price (ASP) increased +5% to \$1.06/unit in 2008, and declined -11% to \$0.94/unit in 2009
- **California versus Total US trends**
 - California's category unit trend of +26% outpaced the national average by +7 points
 - CA's #1 selling PLU 4225's unit trend was -1 point lower than the national average while their #2 and #3 selling segments' unit trends outpaced the national average by +17 points and +20 points, respectively
 - California's category dollar trend of +12% was -1 point below the national average of +13%
 - CA's +11% dollar growth was primarily driven by their #1 selling item (PLU 4225) which increased +14% (-5 points below that national average trend)
 - California's 2009 category ASP of \$0.94/unit was -10% lower than the nation's \$1.04/unit average

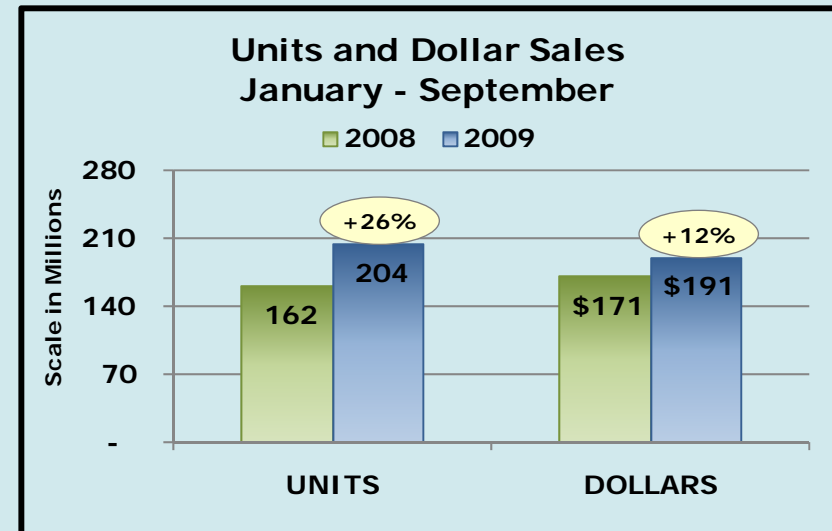




California: Region Retail Sales Overview



Jan-Sep	2007	2008	07v08
Category ASP/Unit	\$ 1.00	\$ 1.06	5%



Jan-Sep	2008	2009	08v09
Category ASP/Unit	\$ 1.06	\$ 0.94	-11%

- **Category units declined -2% in 2008 versus prior year, but rebounded in 2009 growing +26%**
 - The unit gain in 2009 may have been due in part to the -11% average selling price decrease
- **Category dollars experienced consecutive growth of +4% in 2008 and +12% in 2009**
- **Category average selling price (ASP) increased +5% to \$1.06/unit in 2008, and declined -11% to \$0.94/unit in 2009**





California vs. Total U.S.: PLU Comparisons January – September: 2008 vs. 2009

JANUARY - SEPTEMBER: 2008 vs 2009

UNITS		California			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	23,698	32,062	35.3%	224,505	258,720	15.2%
4225	Large Hass #40 & #48 sizes	102,433	126,268	23.3%	344,268	428,888	24.6%
4770	X-Large Hass #36 sizes & larger	1,577	1,741	10.4%	26,703	29,703	11.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	63	64	2.4%	18,212	19,622	7.7%
Organic	All Organic PLUs	1,328	1,253	-5.7%	8,368	9,254	10.6%
Bags	All bagged PLUs	32,595	42,630	30.8%	89,884	102,011	13.5%
TOTAL CATEGORY UNITS (add '000s)		161,694	204,019	26.2%	711,940	848,198	19.1%
DOLLARS		California			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 19,845	\$ 21,183	6.7%	\$ 204,528	\$ 214,584	4.9%
4225	Large Hass #40 & #48 sizes	\$ 130,890	\$ 148,996	13.8%	\$ 450,663	\$ 537,451	19.3%
4770	X-Large Hass #36 sizes & larger	\$ 4,683	\$ 4,747	1.4%	\$ 47,304	\$ 49,751	5.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 108	\$ 106	-2.3%	\$ 29,475	\$ 31,396	6.5%
Organic	All Organic PLUs	\$ 2,213	\$ 2,175	-1.7%	\$ 14,311	\$ 15,602	9.0%
Bags	All bagged PLUs	\$ 13,198	\$ 13,741	4.1%	\$ 36,226	\$ 35,733	-1.4%
TOTAL CATEGORY DOLLARS (add '000s)		\$ 170,937	\$ 190,948	11.7%	\$ 782,507	\$ 884,519	13.0%
AVERAGE SELLING PRICE (ASP) / UNIT		California			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 0.84	\$ 0.66	-21.1%	\$ 0.91	\$ 0.83	-9.0%
4225	Large Hass #40 & #48 sizes	\$ 1.28	\$ 1.18	-7.7%	\$ 1.31	\$ 1.25	-4.3%
4770	X-Large Hass #36 sizes & larger	\$ 2.97	\$ 2.73	-8.2%	\$ 1.77	\$ 1.67	-5.5%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.72	\$ 1.64	-4.6%	\$ 1.62	\$ 1.60	-1.1%
Organic	All Organic PLUs	\$ 1.67	\$ 1.74	4.2%	\$ 1.71	\$ 1.69	-1.4%
Bags	All bagged PLUs	\$ 0.40	\$ 0.32	-20.4%	\$ 0.40	\$ 0.35	-13.1%
CATEGORY ASP		\$ 1.06	\$ 0.94	-11.5%	\$ 1.10	\$ 1.04	-5.1%

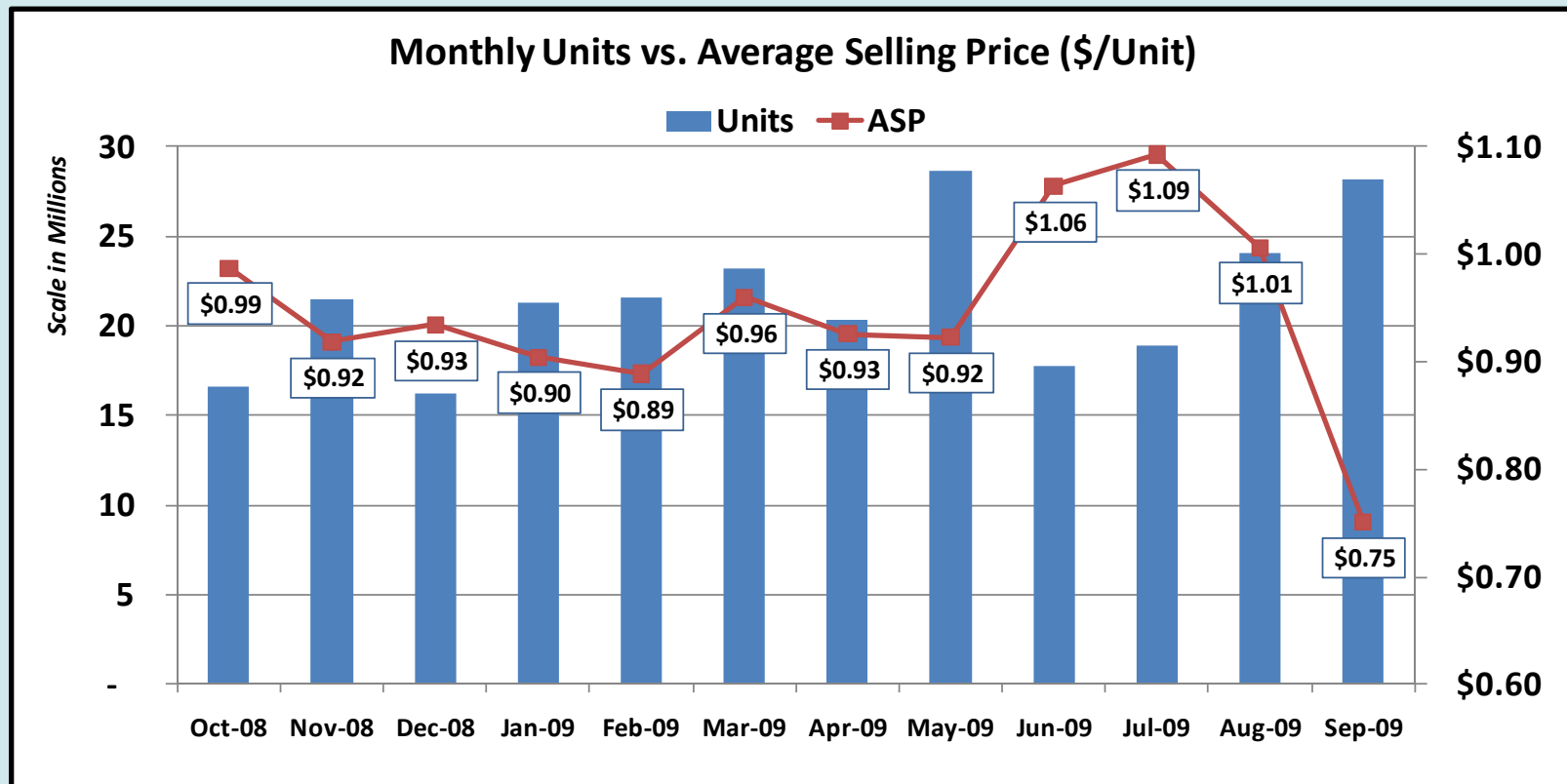
- California's category unit trend of +26% outpaced the national average by +7 points
 - Their +26% unit growth was primarily driven by all segments except Organic which exhibited a -6% decline
 - CA's #1 selling PLU 4225's unit trend was -1 point lower than the national average
 - CA's #2 and #3 selling segments' unit trends outpaced the national average by +17 points and +20 points, respectively
- California's category dollar trend of +12% was -1 point below the national average of +13%
 - Their +11% dollar growth was primarily driven by their #1 selling item (PLU 4225) which increased +14% (-5 points below that national average trend)
- California's 2009 category ASP of \$0.94/unit was -10% lower than the nation's \$1.04/unit average
 - All segments except for Organics experienced ASP declines in 2009 from 2008 driving the overall category average down -12%





California Total Category by Month: Units to ASP (rolling 12-months)

- The rolling 12-month average was 21.53 million units per month and \$0.94/unit
 - The 6-months ending in September showed an average of 22.99 million units each month, +15% gain over the prior 6-month average of 20.07 million units
- ASP was the lowest during Sep-09 at \$0.75/unit
 - The 6-months ending in September showed an ASP of \$0.94/unit, +1% higher than the prior 6-months where the ASP was \$0.93/unit





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 - California's 2009 category ASP of \$0.94/unit was -10% lower than the nation's \$1.04/unit average





Appendix

- **Retail scan data is collected and entered into CAST approximately every 4-6 weeks**
 - Data collection began in 1997
 - Data is collected and distributed by Information Research, Inc. (IRI) / FreshLook Marketing
 - Data is scrubbed and reviewed for accuracy prior to entry
- **Total US totals and averages utilized in comparisons includes all U.S. regions**
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