Avocado Regional Composite

Mid South Region

January – March: 2009 vs. 2010

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-Mar) unless otherwise noted**
- **Total U.S. 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**

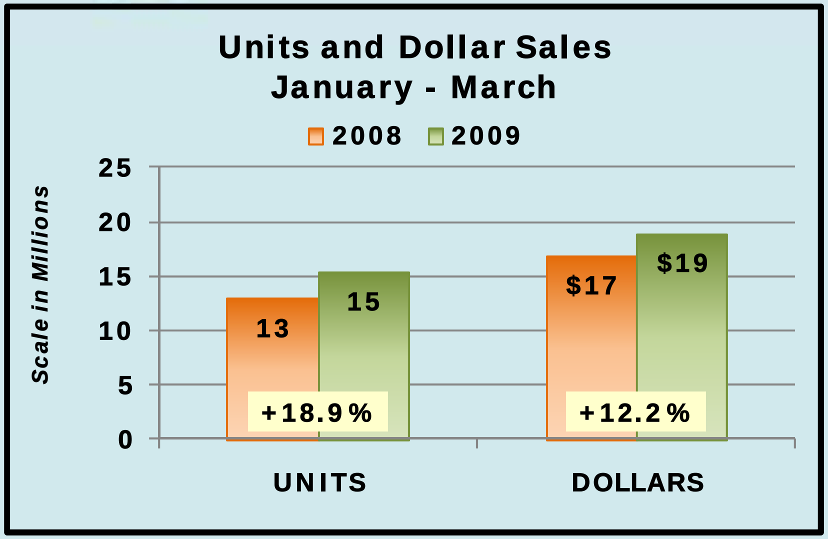
Mid South: Region Highlights

- **Overview based on the following IRI markets:**
  - Baltimore, MD; Louisville, KY; Memphis, TN; Raleigh, NC; Richmond, VA; Roanoke, VA

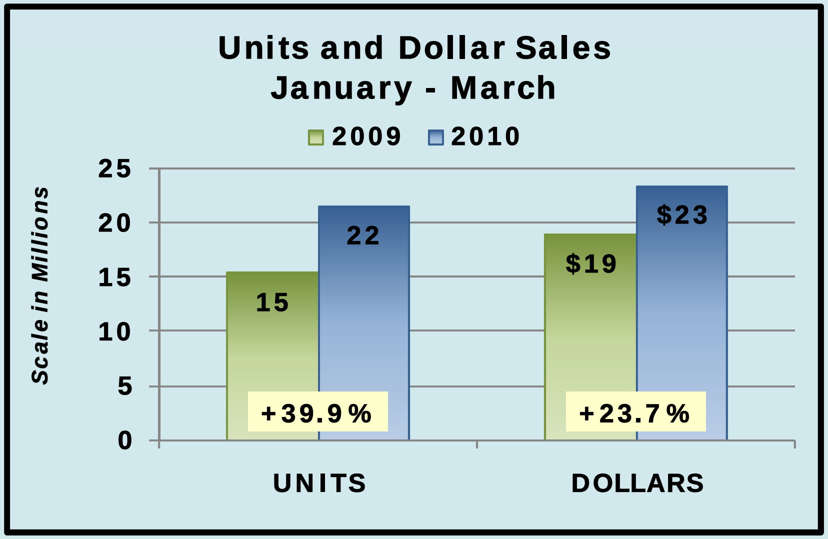
- **Mid South Overview**
  - Category units experienced consecutive double-digit growth of +19% in 2009, and +40% in 2010
  - Category dollars experienced consecutive double-digit growth of +12% in 2009, and +24% in 2010
  - Category average selling price (ASP) experienced consecutive declines of -6% to $1.23/unit in 2009, and -12% to $1.09/unit in 2010

- **Mid South versus Total U.S. trends**
  - Mid South's category unit trend of +40% was +11 points above the national average of +29%
    - Mid South's PLU 4225 trend of +43% was +15 points higher than the national average of +28%
  - Mid South's category dollar trend of +24% was +12 points above the national average of +12%
    - Mid South's PLU 4225 trend of +28% was +18 points higher than the national average of +10%
  - Mid South's 2010 category ASP of $1.09/unit was +30% higher than the national average of $0.83/unit

Mid South: Region Retail Sales Overview



Jan-Mar	2008	2009	08v09
Category ASP/Unit	$ 1.30	$ 1.23	-5.7%



Jan-Mar	2009	2010	09v10
Category ASP/Unit	$ 1.23	$ 1.09	-11.5%

- **Category units experienced consecutive double-digit growth of +19% in 2009, and +40% in 2010**
- **Category dollars experienced consecutive double-digit growth of +12% in 2009, and +24% in 2010**
- **Category average selling price (ASP) experienced consecutive price declines of -6% to $1.23/unit in 2009, and -12% to $1.09/unit in 2010**

 Source: IRI / FreshLook Marketing / Fusion Marketing

Mid South vs. Total U.S.: PLU Comparisons
January – March: 2009 vs. 2010

JANUARY - MARCH: 2009 vs 2010

UNITS		Mid South			Total U.S.		
PLU	Description	2009	2010	Variance	2009	2010	Variance
4046	Small Hass #60 sizes & smaller	4,180	5,375	+28.6%	90,883	118,234	+30.1%
4225	Large Hass #40 & #48 sizes	7,927	11,352	+43.2%	149,511	191,033	+27.8%
4770	X-Large Hass #36 sizes & larger	1,814	3,245	+78.9%	8,713	16,195	+85.9%
Other	Greenskins, Pinkertons, non-Hass PLUs	531	482	-9.2%	7,939	7,968	+0.4%
Organic	All Organic PLUs	278	286	+2.9%	2,761	3,743	+35.6%
Bags	All bagged PLUs	683	815	+19.4%	27,085	33,227	+22.7%
TOTAL CATEGORY UNITS (add '000s)		**15,413**	**21,556**	**+39.9%**	**286,891**	**370,400**	**+29.1%**

DOLLARS		Mid South			Total U.S.		
PLU	Description	2009	2010	Variance	2009	2010	Variance
4046	Small Hass #60 sizes & smaller	$ 4,964	$ 5,519	+11.2%	$ 69,226	$ 79,854	+15.4%
4225	Large Hass #40 & #48 sizes	$ 9,652	$ 12,336	+27.8%	$ 164,597	$ 181,304	+10.1%
4770	X-Large Hass #36 sizes & larger	$ 2,594	$ 3,987	+53.7%	$ 14,173	$ 19,940	+40.7%
Other	Greenskins, Pinkertons, non-Hass PLUs	$ 925	$ 783	-15.4%	$ 13,422	$ 13,289	-1.0%
Organic	All Organic PLUs	$ 494	$ 496	+0.3%	$ 4,441	$ 5,133	+15.6%
Bags	All bagged PLUs	$ 334	$ 340	+1.7%	$ 9,697	$ 9,514	-1.9%
TOTAL CATEGORY DOLLARS (add '000s)		**$ 18,964**	**$ 23,460**	**+23.7%**	**$ 275,556**	**$ 309,034**	**+12.1%**

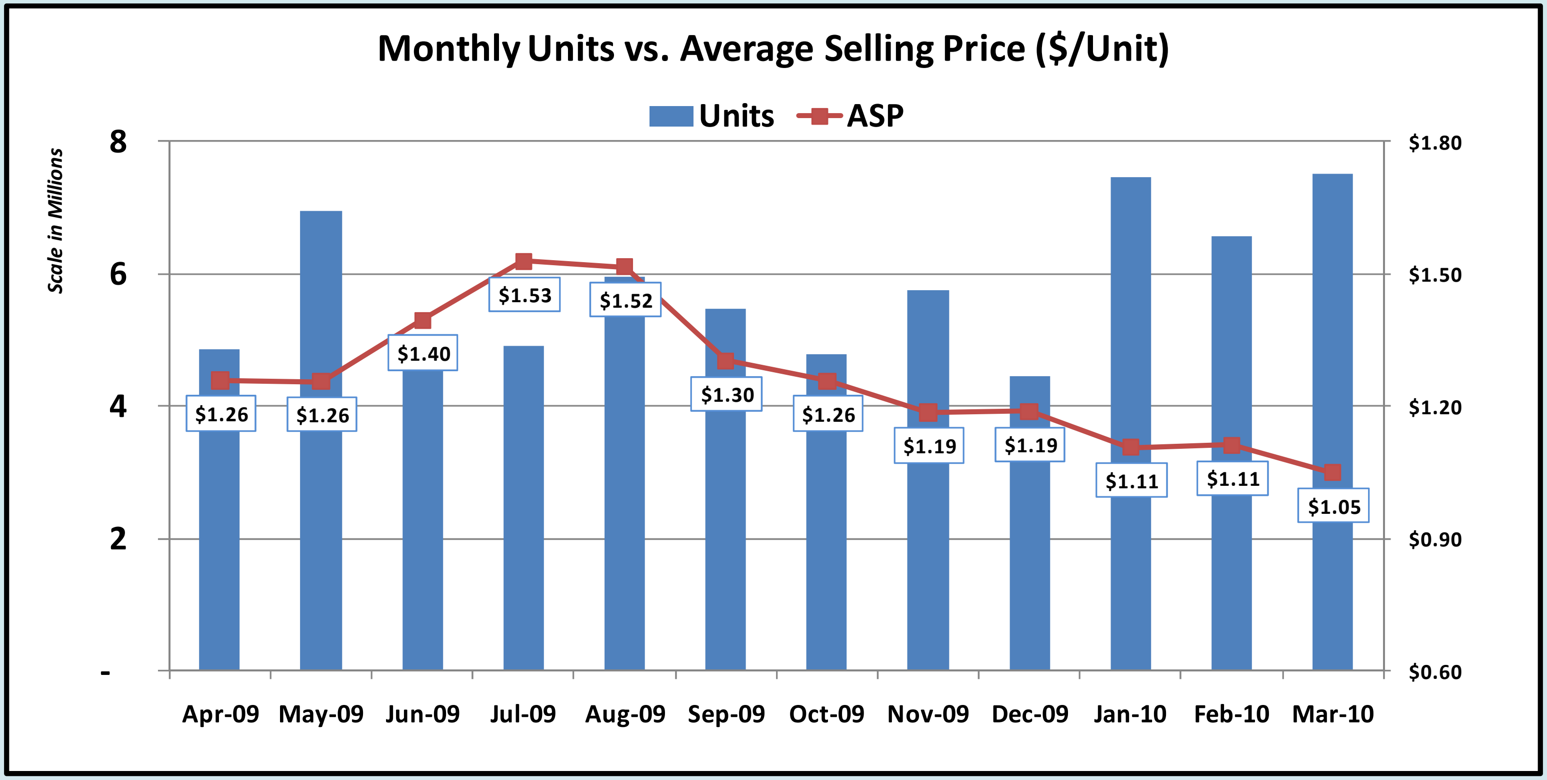
AVERAGE SELLING PRICE (ASP) / UNIT		Mid South			Total U.S.		
PLU	Description	2009	2010	Variance	2009	2010	Variance
4046	Small Hass #60 sizes & smaller	$ 1.19	$ 1.03	-13.5%	$ 0.76	$ 0.68	-11.3%
4225	Large Hass #40 & #48 sizes	$ 1.22	$ 1.09	-10.8%	$ 1.10	$ 0.95	-13.8%
4770	X-Large Hass #36 sizes & larger	$ 1.43	$ 1.23	-14.1%	$ 1.63	$ 1.23	-24.3%
Other	Greenskins, Pinkertons, non-Hass PLUs	$ 1.74	$ 1.62	-6.8%	$ 1.69	$ 1.67	-1.4%
Organic	All Organic PLUs	$ 1.78	$ 1.73	-2.5%	$ 1.61	$ 1.37	-14.8%
Bags	All bagged PLUs	$ 0.49	$ 0.42	-14.8%	$ 0.36	$ 0.29	-20.0%
CATEGORY ASP		**$ 1.23**	**$ 1.09**	**-11.5%**	**$ 0.96**	**$ 0.83**	**-13.1%**

- **Mid South's category unit trend of +40% was +11 points above the national average of +29%**
  - Mid South's unit trend of +40% was primarily driven by their #1 seller (PLU 4225), which grew +3.43 million units
    - Mid South's PLU 4225 trend of +43% was +15 points higher than the nation's average of +28%
- **Mid South's category dollar trend of +24% was +12 points above the national average of +12%**
  - Mid South's unit trend of +24% was primarily driven by PLU 4225, which grew +$2.68 million
    - Mid South's PLU 4225 trend of +28% was +18 points higher than the national average of +10%
- **Mid South's 2010 category ASP of $1.09/unit was +30% higher than the nation's $0.83/unit average**

 Source: IRI / FreshLook Marketing / Fusion Marketing

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

- **The rolling 12-month average was 5.81 million units per month and $1.25/unit**
  - The recent 6-months (Oct'09-Mar'10) showed an average of 6.09 million units each month, +10% gain over the prior 6-months average of 5.54 million units
  - Mar'10 was the peak from the 12 months observed with over 7.46 million units sold, and this may be because ASP was the lowest during this month
- **ASP was lowest on Mar'10 at $1.05/unit**
  - The recent 6-months (Oct'09-Mar'10) showed an ASP of $1.14/unit, -17% lower than the prior 6-months which had an ASP of $1.37/unit



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  - Mid South's 2010 category ASP of $1.09/unit was +30% higher than the national average of $0.83/unit

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 U.S. totals and averages utilized in comparisons includes all U.S. regions**
- **Other data is analyzed by CA Avocado Commission's Data Analyst (Fusion Marketing) in conjunction with CAC personnel**
- **Analysis is based on a Calendar Year (Jan-Mar) unless otherwise noted**