

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

Avocado Regional Composite

Mid South 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





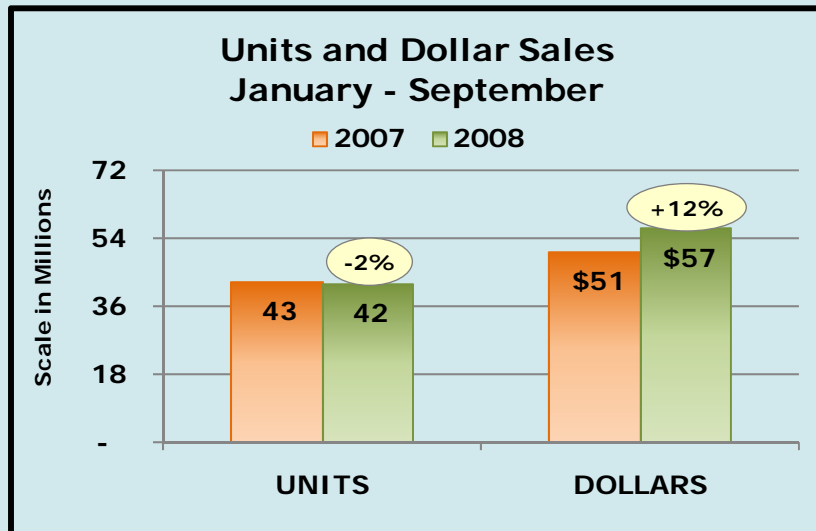
Mid South: Region Highlights

- **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 a -2% decline in 2008, but rebounded in 2009 growing +16%
 - Category dollars experienced consecutive growth of +12% in 2008 and +14% in 2009
 - Category average selling price (ASP) increased +14% to \$1.35/unit in 2008, but declined -2% to \$1.33/unit in 2009
- **Mid South versus Total US trends**
 - Mid South's category unit trend of +16% was -3 points below the national average
 - Mid South's PLU 4225 trend of +49% was +24 points higher than the nation's average of +25%
 - Mid South's category dollar trend of +14% was +1 points above the national average
 - Mid South's PLU 4225 trend of +40% was +21 points higher than the nation's average of +19%
 - Mid South's 2009 category ASP of \$1.33/unit was +27% higher than the nation's \$1.04/unit average

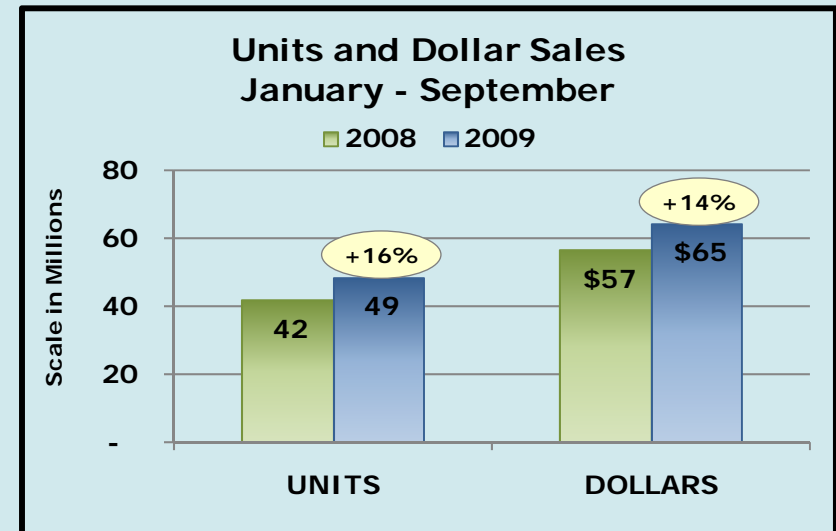




Mid South: Region Retail Sales Overview



Jan-Sep	2007	2008	07v08
Category ASP/Unit	\$ 1.19	\$ 1.35	14%



Jan-Sep	2008	2009	08v09
Category ASP/Unit	\$ 1.35	\$ 1.33	-2%

- Category units experienced a -2% decline in 2008, but rebounded in 2009 growing +16%
- Category dollars experienced consecutive growth of +12% in 2008 and +14% in 2009
- Category average selling price (ASP) increased +14% to \$1.35/unit in 2008, but declined -2% to \$1.33/unit in 2009





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

JANUARY - SEPTEMBER: 2008 vs 2009

UNITS		Mid South			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	14,811	13,593	-8.2%	224,505	258,720	15.2%
4225	Large Hass #40 & #48 sizes	16,070	23,945	49.0%	344,268	428,888	24.6%
4770	X-Large Hass #36 sizes & larger	5,422	6,188	14.1%	26,703	29,703	11.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	1,373	1,427	3.9%	18,212	19,622	7.7%
Organic	All Organic PLUs	863	917	6.2%	8,368	9,254	10.6%
Bags	All bagged PLUs	3,341	2,557	-23.5%	89,884	102,011	13.5%
TOTAL CATEGORY UNITS (add '000s)		41,880	48,628	16.1%	711,940	848,198	19.1%
DOLLARS		Mid South			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 18,829	\$ 16,771	-10.9%	\$ 204,528	\$ 214,584	4.9%
4225	Large Hass #40 & #48 sizes	\$ 24,151	\$ 33,774	39.8%	\$ 450,663	\$ 537,451	19.3%
4770	X-Large Hass #36 sizes & larger	\$ 8,364	\$ 8,596	2.8%	\$ 47,304	\$ 49,751	5.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 2,109	\$ 2,437	15.6%	\$ 29,475	\$ 31,396	6.5%
Organic	All Organic PLUs	\$ 1,596	\$ 1,712	7.2%	\$ 14,311	\$ 15,602	9.0%
Bags	All bagged PLUs	\$ 1,505	\$ 1,261	-16.2%	\$ 36,226	\$ 35,733	-1.4%
TOTAL CATEGORY DOLLARS (add '000s)		\$ 56,554	\$ 64,552	14.1%	\$ 782,507	\$ 884,519	13.0%
AVERAGE SELLING PRICE (ASP) / UNIT		Mid South			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 1.27	\$ 1.23	-3.0%	\$ 0.91	\$ 0.83	-9.0%
4225	Large Hass #40 & #48 sizes	\$ 1.50	\$ 1.41	-6.1%	\$ 1.31	\$ 1.25	-4.3%
4770	X-Large Hass #36 sizes & larger	\$ 1.54	\$ 1.39	-10.0%	\$ 1.77	\$ 1.67	-5.5%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.54	\$ 1.71	11.2%	\$ 1.62	\$ 1.60	-1.1%
Organic	All Organic PLUs	\$ 1.85	\$ 1.87	0.9%	\$ 1.71	\$ 1.69	-1.4%
Bags	All bagged PLUs	\$ 0.45	\$ 0.49	9.5%	\$ 0.40	\$ 0.35	-13.1%
CATEGORY ASP		\$ 1.35	\$ 1.33	-1.7%	\$ 1.10	\$ 1.04	-5.1%

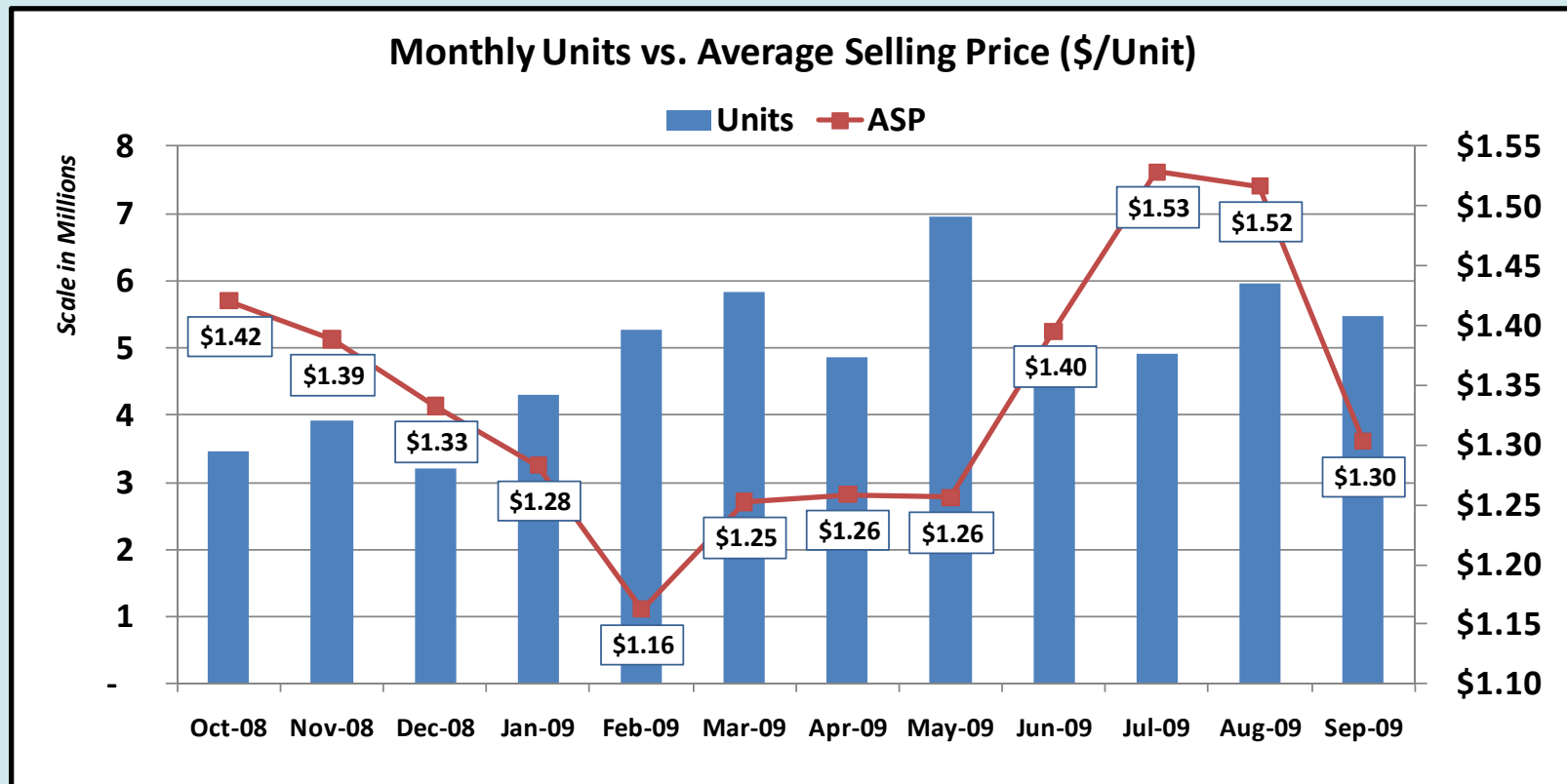
- Mid South's category unit trend of +16% was -3 points below the national average
 - Mid South's unit trend of +15% was primarily driven by its #1 seller, PLU 4225 which grew by +7.88 million units
 - Mid South's PLU 4225 trend of +49% was +24 points higher than the nation's average of +25%
- Mid South's category dollar trend of +14% was +1 points above the national average
 - Mid South's unit trend of +14% was primarily driven by PLU 4225 which grew by +\$9.62 million
 - Mid South's PLU 4225 trend of +40% was +21 points higher than the nation's average of +19%
- Mid South's 2009 category ASP of \$1.33/unit was +27% higher than the nation's \$1.04/unit average





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

- The rolling 12-month average was 4.93 million units per month and \$1.34/unit
 - The 6-months ending in September showed an average of 5.54 million units each month, +28% gain over the prior 6-month average of 4.33 million units
- ASP was lowest in Feb-09 which may have coincided with Super Bowl promotional activities
 - The 6-months ending in September showed an ASP of \$1.37/unit, +6% higher than the prior 6-months which had an ASP of \$1.29/unit





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 a -2% decline in 2008, but rebounded in 2009 growing +16%
 - Category dollars experienced consecutive growth of +12% in 2008 and +14% in 2009
 - Category average selling price (ASP) increased +14% to \$1.35/unit in 2008, but declined -2% to \$1.33/unit in 2009
- **Mid South versus Total US trends**
 - Mid South's category unit trend of +16% was -3 points below the national average
 - Mid South's PLU 4225 trend of +49% was +24 points higher than the nation's average of +25%
 - Mid South's category dollar trend of +14% was +1 points above the national average
 - Mid South's PLU 4225 trend of +40% was +21 points higher than the nation's average of +19%
 - Mid South's 2009 category ASP of \$1.33/unit was +27% higher 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**
- **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-Dec) unless otherwise noted**

