



Avocado Regional Composite Northeast 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





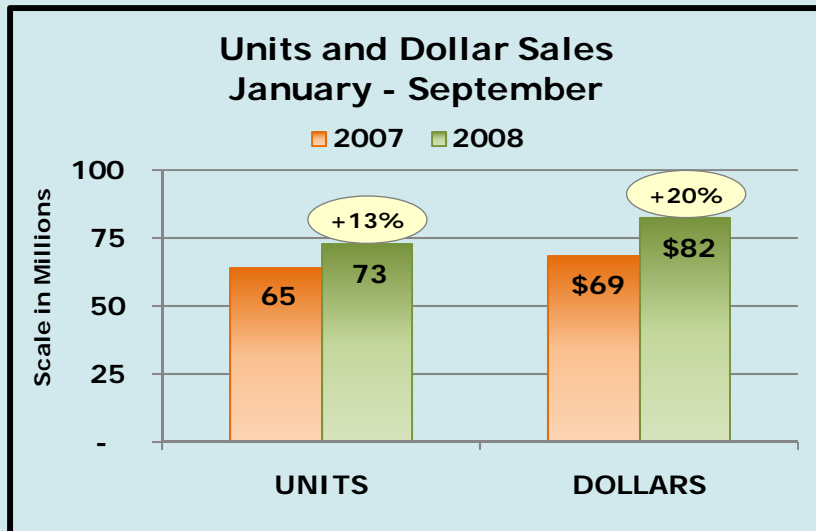
Northeast: Region Highlights

- **Overview based on the following IRI markets:**
 - Albany, NY; Boston, MA; Buffalo, NY; New England; New York; Philadelphia, PA; Pittsburgh, PA
- **Northeast Overview**
 - Category units exhibited consecutive double-digit growth of +13% in 2008 and +17% in 2009
 - Category dollars also exhibited consecutive double-digit growth of +20% in 2008 and +18% in 2009
 - Category average selling price (ASP) increased +6% to \$1.13/unit in 2008, and remained the same in 2009 at \$1.13/unit
- **Northeast versus Total US trends**
 - Northeast's category unit trend of +17% was below the national average of +19%
 - Northeast's PLU 4225 unit trend of +53% outpaced the national average by +28 points
 - Northeast's category dollar trend of +18% outpaced the national average by +5 points
 - Northeast's PLU 4225 dollar trend of +50% outpaced the national average by +31 points
 - Northeast's 2009 category ASP of \$1.13/unit was +9% higher than the nation's \$1.04/unit average

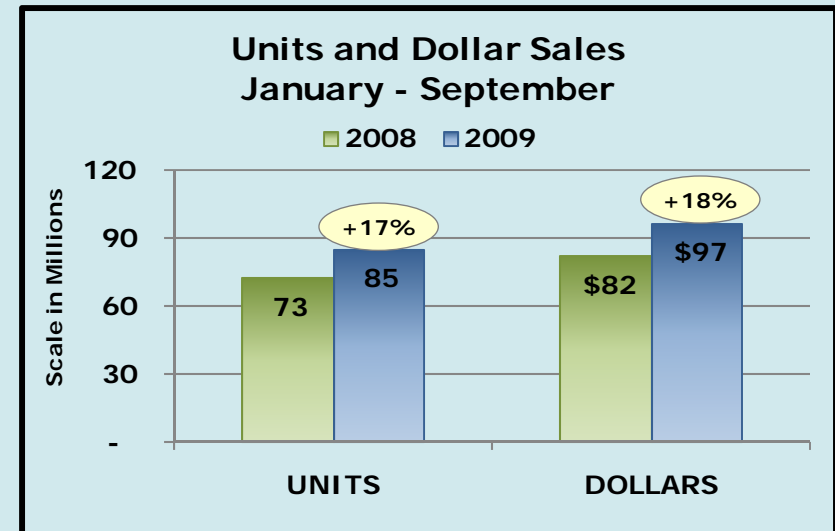




Northeast: Region Retail Sales Overview



| Jan-Sep | 2007 | 2008 | 07v08 |
|-------------------|---------|---------|-------|
| Category ASP/Unit | \$ 1.06 | \$ 1.13 | 6% |



| Jan-Sep | 2008 | 2009 | 08v09 |
|-------------------|---------|---------|-------|
| Category ASP/Unit | \$ 1.13 | \$ 1.13 | 0% |

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

| UNITS | | Northeast | | | Total US | | |
|-----------------------------------------|---------------------------------------|---------------|---------------|--------------|----------------|----------------|--------------|
| PLU | Description | 2008 | 2009 | Variance | 2008 | 2009 | Variance |
| 4046 | Small Hass #60 sizes & smaller | 15,707 | 8,293 | -47.2% | 224,505 | 258,720 | 15.2% |
| 4225 | Large Hass #40 & #48 sizes | 33,446 | 51,141 | 52.9% | 344,268 | 428,888 | 24.6% |
| 4770 | X-Large Hass #36 sizes & larger | 624 | 545 | -12.7% | 26,703 | 29,703 | 11.2% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | 3,127 | 4,839 | 54.8% | 18,212 | 19,622 | 7.7% |
| Organic | All Organic PLUs | 1,563 | 1,371 | -12.3% | 8,368 | 9,254 | 10.6% |
| Bags | All bagged PLUs | 18,273 | 19,171 | 4.9% | 89,884 | 102,011 | 13.5% |
| TOTAL CATEGORY UNITS (add '000s) | | 72,739 | 85,359 | 17.4% | 711,940 | 848,198 | 19.1% |

| DOLLARS | | Northeast | | | Total US | | |
|-------------------------------------------|---------------------------------------|------------------|------------------|--------------|-------------------|-------------------|--------------|
| PLU | Description | 2008 | 2009 | Variance | 2008 | 2009 | Variance |
| 4046 | Small Hass #60 sizes & smaller | \$ 20,833 | \$ 9,076 | -56.4% | \$ 204,528 | \$ 214,584 | 4.9% |
| 4225 | Large Hass #40 & #48 sizes | \$ 46,949 | \$ 70,420 | 50.0% | \$ 450,663 | \$ 537,451 | 19.3% |
| 4770 | X-Large Hass #36 sizes & larger | \$ 1,305 | \$ 1,221 | -6.5% | \$ 47,304 | \$ 49,751 | 5.2% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | \$ 4,685 | \$ 6,686 | 42.7% | \$ 29,475 | \$ 31,396 | 6.5% |
| Organic | All Organic PLUs | \$ 2,674 | \$ 2,202 | -17.6% | \$ 14,311 | \$ 15,602 | 9.0% |
| Bags | All bagged PLUs | \$ 5,795 | \$ 7,187 | 24.0% | \$ 36,226 | \$ 35,733 | -1.4% |
| TOTAL CATEGORY DOLLARS (add '000s) | | \$ 82,240 | \$ 96,790 | 17.7% | \$ 782,507 | \$ 884,519 | 13.0% |

| AVERAGE SELLING PRICE (ASP) / UNIT | | Northeast | | | Total US | | |
|------------------------------------|---------------------------------------|----------------|----------------|-------------|----------------|----------------|--------------|
| PLU | Description | 2008 | 2009 | Variance | 2008 | 2009 | Variance |
| 4046 | Small Hass #60 sizes & smaller | \$ 1.33 | \$ 1.09 | -17.5% | \$ 0.91 | \$ 0.83 | -9.0% |
| 4225 | Large Hass #40 & #48 sizes | \$ 1.40 | \$ 1.38 | -1.9% | \$ 1.31 | \$ 1.25 | -4.3% |
| 4770 | X-Large Hass #36 sizes & larger | \$ 2.09 | \$ 2.24 | 7.1% | \$ 1.77 | \$ 1.67 | -5.5% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | \$ 1.50 | \$ 1.38 | -7.8% | \$ 1.62 | \$ 1.60 | -1.1% |
| Organic | All Organic PLUs | \$ 1.71 | \$ 1.61 | -6.1% | \$ 1.71 | \$ 1.69 | -1.4% |
| Bags | All bagged PLUs | \$ 0.32 | \$ 0.37 | 18.2% | \$ 0.40 | \$ 0.35 | -13.1% |
| CATEGORY ASP | | \$ 1.13 | \$ 1.13 | 0.3% | \$ 1.10 | \$ 1.04 | -5.1% |

JANUARY - SEPTEMBER: 2008 vs 2009

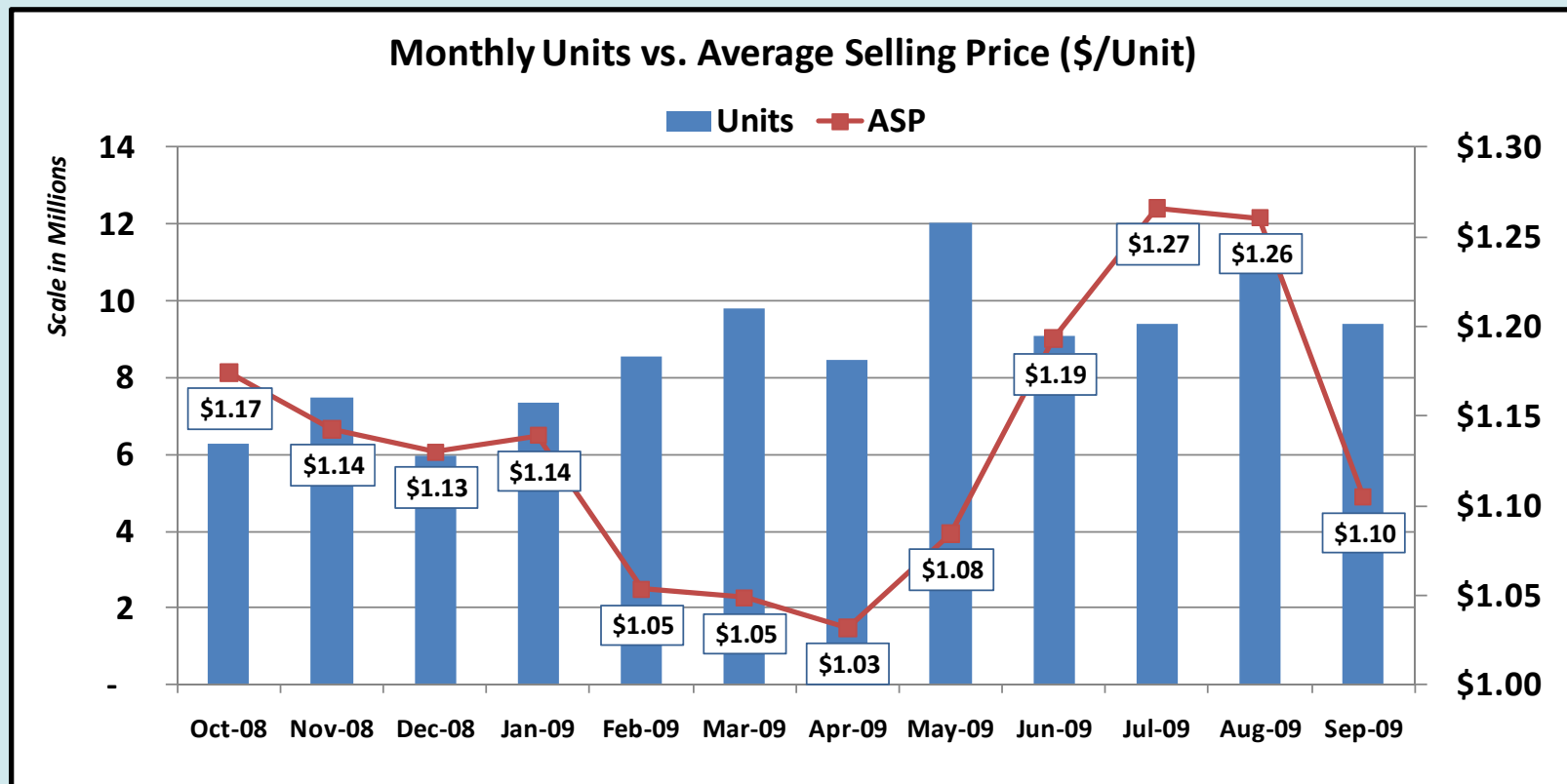
- Northeast's category unit trend of +17% was below the national average of +19%
 - Northeast's +17% unit trend was primarily driven by its #1 selling item (PLU 4225) which grew by +17.70 million units
 - Northeast's PLU 4225 unit trend of +53% outpaced the national average by +28 points
- Northeast's category dollar trend of +18% outpaced the national average by +5 points
 - Their +18% trend was primarily driven by PLU 4225 which grew +\$23.47 million
 - Northeast's PLU 4225 dollar trend of +50% outpaced the national average by +31 points
- Northeast's 2009 category ASP of \$1.13/unit was +9% higher than the nation's \$1.04/unit average





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

- The rolling 12-month average was 8.76 million units per month and \$1.14/unit
 - The 6-months ending in September showed an average of 9.94 million units each month, +31% gain over the prior 6-month average of 7.58 million units
- ASP was below \$1.10/unit from Feb-09 through May-09
 - The 6-months ending in September showed an ASP of \$1.16/unit, +5% higher than the prior 6-months which had an ASP of \$1.11/unit





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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**

