



Avocado Regional Composite
Southeast 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**





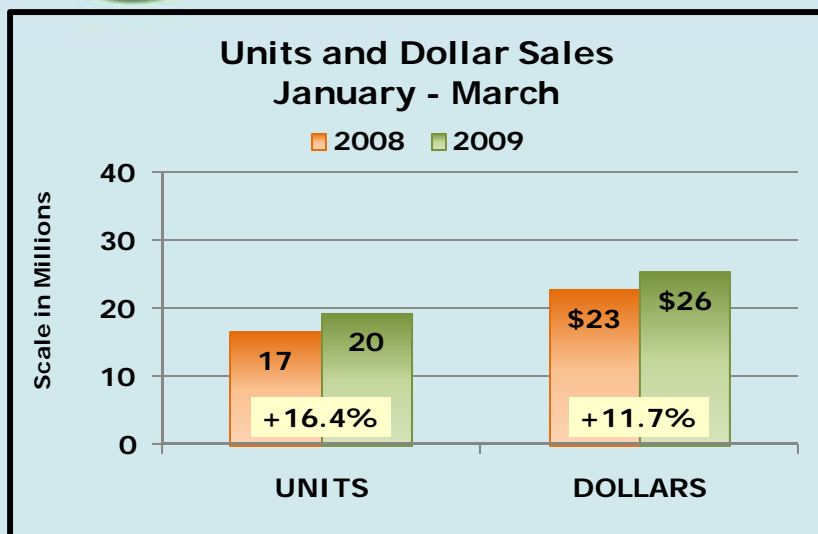
Southeast: Region Highlights

- **Overview based on the following IRI markets:**
 - Atlanta, GA; Charlotte, SC; Columbia, SC; Jacksonville, FL; Miami, FL; Orlando, FL; Tampa / St. Petersburg, FL
- **Southeast Overview**
 - Category units experienced consecutive double-digit growth of +16% in 2009, and +28% in 2010
 - Category dollars experienced consecutive double-digit growth of +12% in 2009, and +17% in 2010
 - Category average selling price (ASP) experienced consecutive price declines of -4% to \$1.31/unit in 2009, and -8% to \$1.21/unit in 2010
- **Southeast versus Total U.S. trends**
 - Southeast's category unit trend of +28% was slightly lower than the national average
 - Southeast's category dollar trend of +17% was +5 points above the national average of +12%
 - PLU 4225's dollar trend of +200% outpaced the national average by +190 points
 - Southeast's 2010 category ASP of \$1.21/unit was +45% higher than the national average of \$0.83/unit

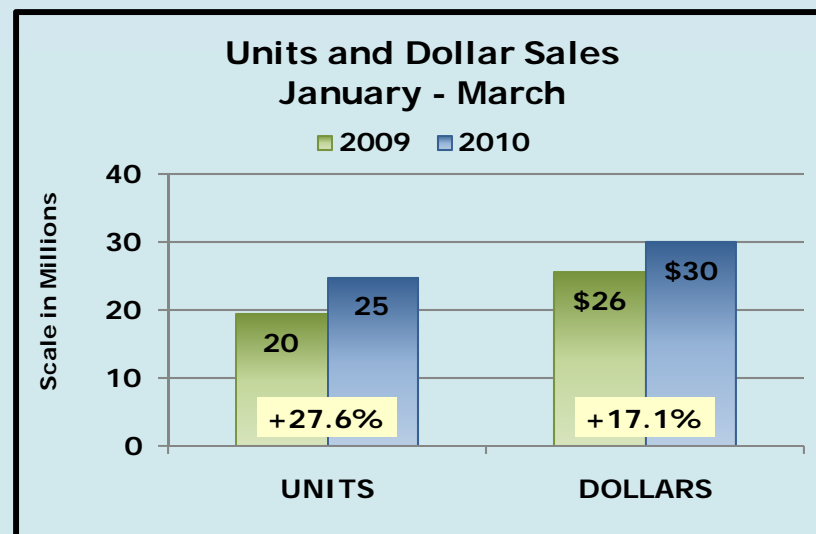




Southeast: Region Retail Sales Overview



| Jan-Mar | 2008 | 2009 | 08v09 |
|-------------------|---------|---------|-------|
| Category ASP/Unit | \$ 1.37 | \$ 1.31 | -4.1% |



| Jan-Mar | 2009 | 2010 | 09v10 |
|-------------------|---------|---------|-------|
| Category ASP/Unit | \$ 1.31 | \$ 1.21 | -8.2% |

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

JANUARY - MARCH: 2009 vs 2010

| UNITS | | Southeast | | | Total U.S. | | |
|---|---------------------------------------|------------------|------------------|---------------|-------------------|-------------------|---------------|
| PLU | Description | 2009 | 2010 | Variance | 2009 | 2010 | Variance |
| 4046 | Small Hass #60 sizes & smaller | 10,751 | 7,357 | -31.6% | 90,883 | 118,234 | +30.1% |
| 4225 | Large Hass #40 & #48 sizes | 3,369 | 12,481 | +270.5% | 149,511 | 191,033 | +27.8% |
| 4770 | X-Large Hass #36 sizes & larger | 123 | 225 | +83.5% | 8,713 | 16,195 | +85.9% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | 4,325 | 4,159 | -3.8% | 7,939 | 7,968 | +0.4% |
| Organic | All Organic PLUs | 197 | 146 | -26.3% | 2,761 | 3,743 | +35.6% |
| Bags | All bagged PLUs | 737 | 518 | -29.7% | 27,085 | 33,227 | +22.7% |
| TOTAL CATEGORY UNITS (add '000s) | | 19,501 | 24,886 | +27.6% | 286,891 | 370,400 | +29.1% |
| DOLLARS | | Southeast | | | Total U.S. | | |
| PLU | Description | 2009 | 2010 | Variance | 2009 | 2010 | Variance |
| 4046 | Small Hass #60 sizes & smaller | \$ 12,481 | \$ 7,788 | -37.6% | \$ 69,226 | \$ 79,854 | +15.4% |
| 4225 | Large Hass #40 & #48 sizes | \$ 4,566 | \$ 13,716 | +200.4% | \$ 164,597 | \$ 181,304 | +10.1% |
| 4770 | X-Large Hass #36 sizes & larger | \$ 174 | \$ 274 | +57.6% | \$ 14,173 | \$ 19,940 | +40.7% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | \$ 7,630 | \$ 7,683 | +0.7% | \$ 13,422 | \$ 13,289 | -1.0% |
| Organic | All Organic PLUs | \$ 349 | \$ 253 | -27.4% | \$ 4,441 | \$ 5,133 | +15.6% |
| Bags | All bagged PLUs | \$ 427 | \$ 306 | -28.3% | \$ 9,697 | \$ 9,514 | -1.9% |
| TOTAL CATEGORY DOLLARS (add '000s) | | \$ 25,627 | \$ 30,021 | +17.1% | \$ 275,556 | \$ 309,034 | +12.1% |
| AVERAGE SELLING PRICE (ASP) / UNIT | | Southeast | | | Total U.S. | | |
| PLU | Description | 2009 | 2010 | Variance | 2009 | 2010 | Variance |
| 4046 | Small Hass #60 sizes & smaller | \$ 1.16 | \$ 1.06 | -8.8% | \$ 0.76 | \$ 0.68 | -11.3% |
| 4225 | Large Hass #40 & #48 sizes | \$ 1.36 | \$ 1.10 | -18.9% | \$ 1.10 | \$ 0.95 | -13.8% |
| 4770 | X-Large Hass #36 sizes & larger | \$ 1.42 | \$ 1.22 | -14.1% | \$ 1.63 | \$ 1.23 | -24.3% |
| Other | Greenskins, Pinkertons, non-Hass PLUs | \$ 1.76 | \$ 1.85 | +4.7% | \$ 1.69 | \$ 1.67 | -1.4% |
| Organic | All Organic PLUs | \$ 1.77 | \$ 1.74 | -1.4% | \$ 1.61 | \$ 1.37 | -14.8% |
| Bags | All bagged PLUs | \$ 0.58 | \$ 0.59 | +2.0% | \$ 0.36 | \$ 0.29 | -20.0% |
| CATEGORY ASP | | \$ 1.31 | \$ 1.21 | -8.2% | \$ 0.96 | \$ 0.83 | -13.1% |

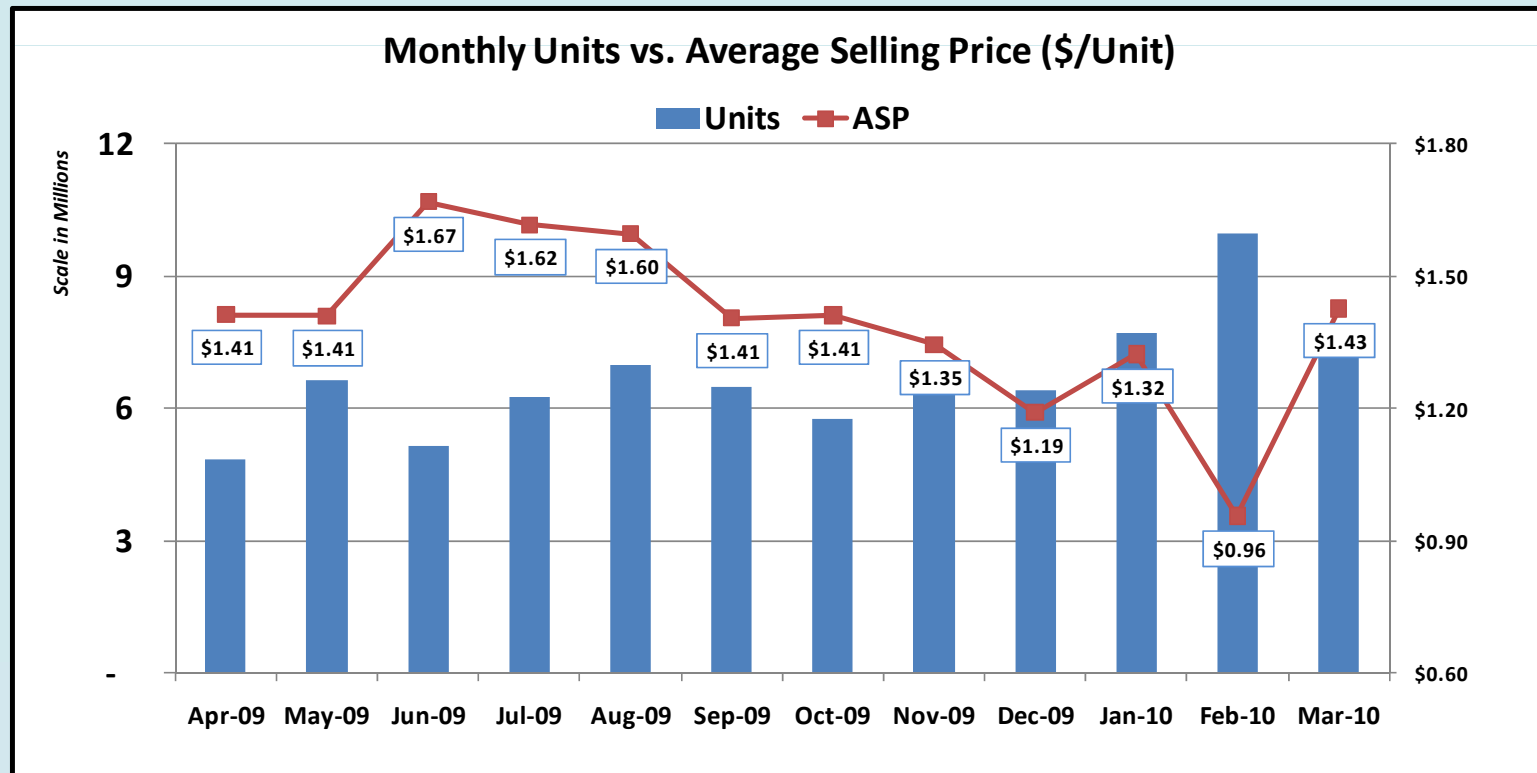
- Southeast's category unit trend of +28% was slightly lower than the national average
 - Southeast's PLU 4225, their #1 selling segment in 2010, increased +9.11 million units, which offset PLU 4046's decline of -3.39 million units
 - Southeast's PLU 4225 unit trend of +271% outpaced the national average by +243 points
- Southeast's category dollar trend of +17% was +5 points higher than the national average of +12%
 - Southeast's trend of +17% was mainly driven by PLU 4225, exhibiting a gain of +\$9.15 million
 - Southeast's PLU 4225 dollar trend of +200% outpaced the national average by +190 points
- Southeast's 2010 category ASP of \$1.21/unit was +45% higher than the national average of \$0.83/unit





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

- The rolling 12-month average was 6.70 million units per month and \$1.37/unit
 - The recent 6-months (Oct'09-Mar'10) showed an average of 7.32 million units each month, +21% increase from the prior 6-months average of 6.08 million units
 - Feb'10 was the peak of the 12 months observed with 9.98 million units sold, and this may be because of people preparing for the Super Bowl and ASP being the lowest during this month
- ASP was the lowest on Feb'10 at \$0.96/unit
 - The recent 6-months (Oct'09-Mar'10) showed an ASP of \$1.25/unit, -17% lower than the prior 6-months which had an ASP of \$1.52/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 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**

