



# Avocado Regional Composite Southeast 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***





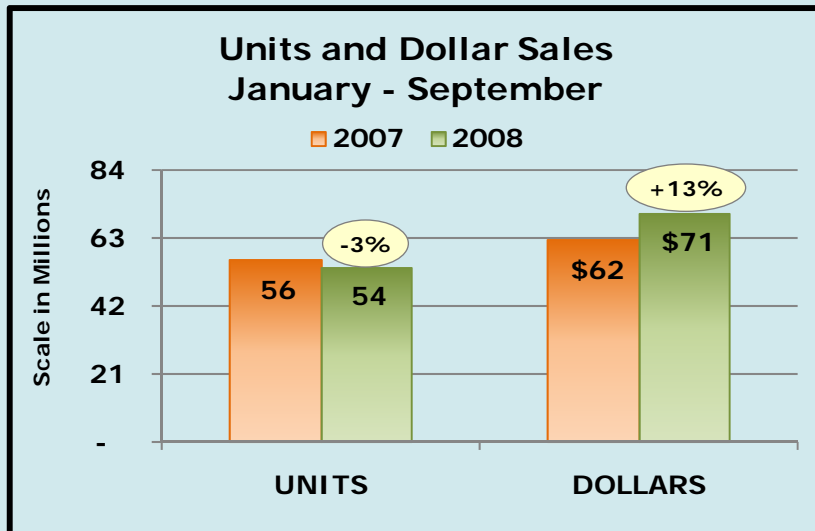
## Southeast: Region Highlights

- **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 declined -3% in 2008, but grew +3% in 2009
  - Category dollars experienced consecutive double-digit growth of +13% in 2008 and +14% in 2009
  - Category average selling price (ASP) experienced double-digit increases of +17% to \$1.31/unit in 2008, and +11% to \$1.45/unit in 2009
- **Southeast versus Total US trends**
  - Southeast's category unit trend of +3% was -16 points lower than the national average
    - #2 selling PLU 4225's unit trend of +104% outpaced the national average by +80 points
  - Southeast's category dollar trend of +15% outpaced the national average of +13%
    - PLU 4225's dollar trend of +123% outpaced the national average by +103 points
  - Southeast's 2009 category ASP of \$1.45/unit was +39% higher than the nation's \$1.04/unit average

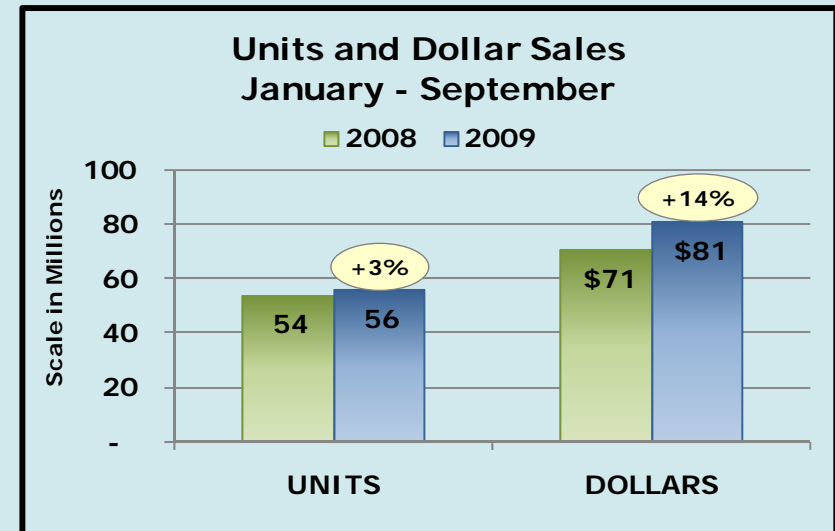




## Southeast: Region Retail Sales Overview



Jan-Sep	2007	2008	07v08
Category ASP/Unit	\$ 1.11	\$ 1.31	17%



Jan-Sep	2008	2009	08v09
Category ASP/Unit	\$ 1.31	\$ 1.45	11%

- Category units declined -3% in 2008, but grew +3% in 2009
- Category dollars experienced consecutive double-digit growth of +13% in 2008 and +14% in 2009
- Category average selling price (ASP) experienced double-digit increases of +17% to \$1.31/unit in 2008, and +11% to \$1.45/unit in 2009
  - The increase in 2009 does not appear to have negatively affected unit movement (units increased +3% in 2009 over 2008)





## Southeast vs. Total US: PLU Comparisons January – September: 2008 vs. 2009

UNITS		Southeast			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	29,699	24,060	-19.0%	224,505	258,720	15.2%
4225	Large Hass #40 & #48 sizes	8,526	17,428	104.4%	344,268	428,888	24.6%
4770	X-Large Hass #36 sizes & larger	396	454	14.7%	26,703	29,703	11.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	9,632	9,731	1.0%	18,212	19,622	7.7%
Organic	All Organic PLUs	570	572	0.4%	8,368	9,254	10.6%
Bags	All bagged PLUs	5,364	3,725	-30.6%	89,884	102,011	13.5%
<b>TOTAL CATEGORY UNITS (add '000s)</b>		<b>54,186</b>	<b>55,970</b>	<b>3.3%</b>	<b>711,940</b>	<b>848,198</b>	<b>19.1%</b>
DOLLARS		Southeast			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 37,161	\$ 32,252	-13.2%	\$ 204,528	\$ 214,584	4.9%
4225	Large Hass #40 & #48 sizes	\$ 12,617	\$ 28,089	122.6%	\$ 450,663	\$ 537,451	19.3%
4770	X-Large Hass #36 sizes & larger	\$ 605	\$ 631	4.3%	\$ 47,304	\$ 49,751	5.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 15,773	\$ 16,409	4.0%	\$ 29,475	\$ 31,396	6.5%
Organic	All Organic PLUs	\$ 1,089	\$ 1,070	-1.7%	\$ 14,311	\$ 15,602	9.0%
Bags	All bagged PLUs	\$ 3,509	\$ 2,544	-27.5%	\$ 36,226	\$ 35,733	-1.4%
<b>TOTAL CATEGORY DOLLARS (add '000s)</b>		<b>\$ 70,752</b>	<b>\$ 80,995</b>	<b>14.5%</b>	<b>\$ 782,507</b>	<b>\$ 884,519</b>	<b>13.0%</b>
AVERAGE SELLING PRICE (ASP) / UNIT		Southeast			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 1.25	\$ 1.34	7.1%	\$ 0.91	\$ 0.83	-9.0%
4225	Large Hass #40 & #48 sizes	\$ 1.48	\$ 1.61	8.9%	\$ 1.31	\$ 1.25	-4.3%
4770	X-Large Hass #36 sizes & larger	\$ 1.53	\$ 1.39	-9.0%	\$ 1.77	\$ 1.67	-5.5%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.64	\$ 1.69	3.0%	\$ 1.62	\$ 1.60	-1.1%
Organic	All Organic PLUs	\$ 1.91	\$ 1.87	-2.1%	\$ 1.71	\$ 1.69	-1.4%
Bags	All bagged PLUs	\$ 0.65	\$ 0.68	4.4%	\$ 0.40	\$ 0.35	-13.1%
<b>CATEGORY ASP</b>		<b>\$ 1.31</b>	<b>\$ 1.45</b>	<b>10.8%</b>	<b>\$ 1.10</b>	<b>\$ 1.04</b>	<b>-5.1%</b>

JANUARY - SEPTEMBER: 2008 vs 2009

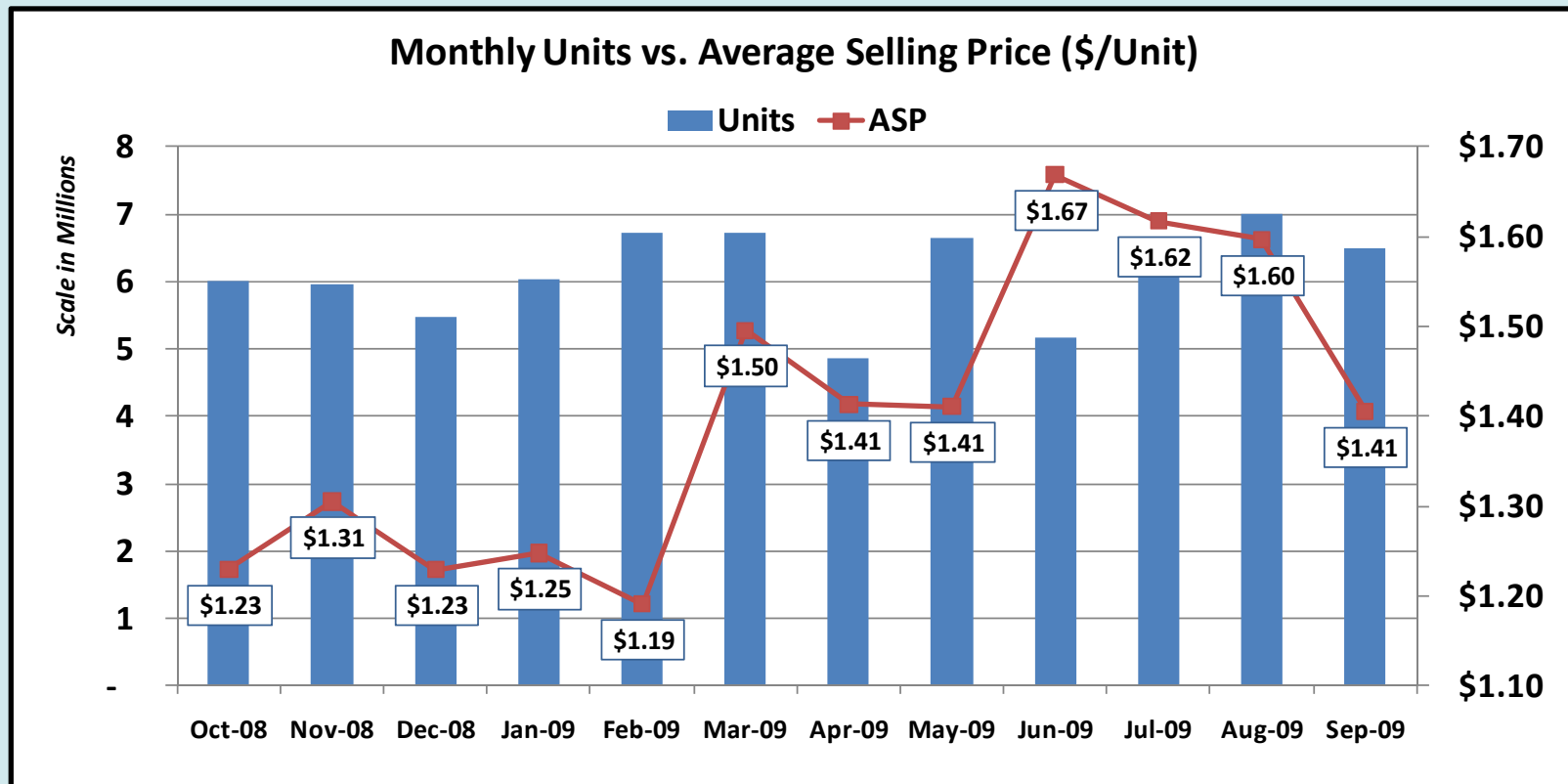
- Southeast's category unit trend of +3% was -16 points lower than the national average
  - Their growth was primarily driven by their #2 selling PLU 4225 which increased +8.90 million units and offset the -7.28 million units collective decline from PLU 4046 and Bagged Avocados
    - PLU 4225's unit trend of +104% outpaced the national average by +80 points
- Southeast's category dollar trend slightly outpaced the national average of +13%
  - PLU 4225 was the primary driver exhibiting a gain of +\$15.47 million
    - PLU 4225's dollar trend of +123% outpaced the national average by +103 points
- Southeast's 2009 category ASP of \$1.45/unit was +39% higher than the nation's \$1.04/unit average





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

- The rolling 12-month average was 6.12 million units per month and \$1.40/unit
  - The 6-months ending in September showed an average of 6.08 million units each month, -1% decline from the prior 6-month average of 6.16 million units
- ASP increased above \$1.40/unit starting in Mar-09
  - The 6-months ending in September showed an ASP of \$1.52/unit, +18% higher than the prior 6-months which had an ASP of \$1.29/unit





## *Southeast: Region Highlights*

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- **Southeast versus Total US trends**
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    - PLU 4225's dollar trend of +123% outpaced the national average by +103 points
  - Southeast's 2009 category ASP of \$1.45/unit was +39% 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**
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