



Avocado Regional Composite

West 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





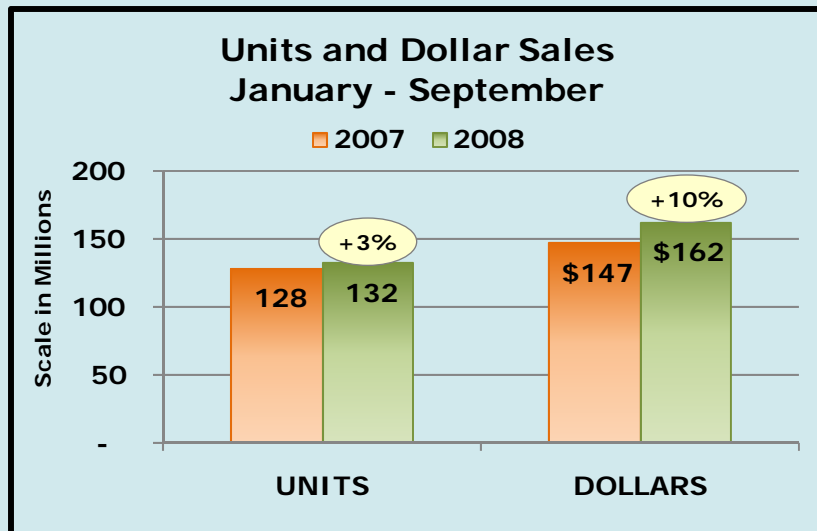
West: Region Highlights

- **Overview based on the following IRI markets:**
 - Boise, ID; Denver, CO; Las Vegas, NV; Phoenix, AZ; Portland, OR; Salt Lake City, UT; Seattle, WA; Spokane, WA
- **West Overview**
 - Category units experienced consecutive growth of +3% in 2008 and +19% in 2009
 - Category dollars also experienced consecutive growth of +10% in 2008 and +9% in 2009
 - Category average selling price (ASP) increased +7% to \$1.23/unit in 2008, but declined -8% to \$1.13/unit in 2009
- **West versus Total US trends**
 - West's category unit trend of +19% was in line with the national average
 - West's category dollar trend of +10% was -3 points below the national average
 - Their +10% gain was primarily driven by the #2 selling PLU 4046 which grew +\$13.58 million and showed a trend of +32% that outpaced the nation's average by +27 points
 - West's 2009 category ASP of \$1.13/unit was +8% higher than the nation's \$1.04/unit average

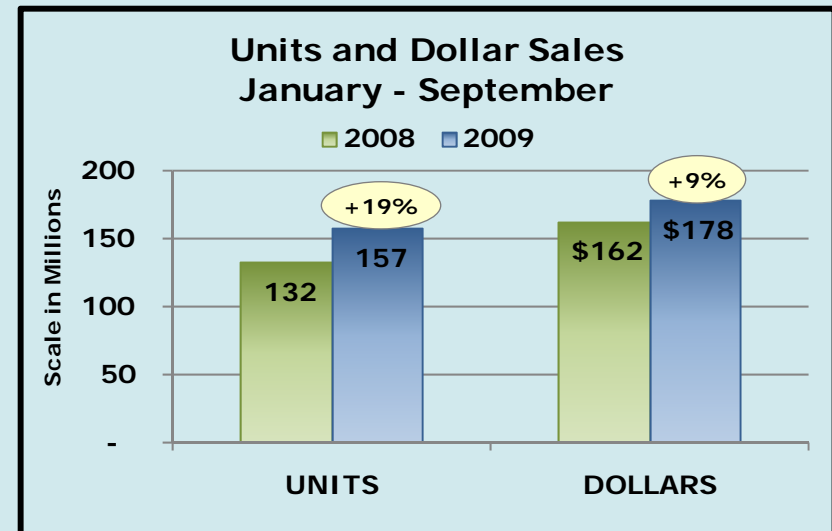




West: Region Retail Sales Overview



Jan-Sep	2007	2008	07v08
Category ASP/Unit	\$ 1.15	\$ 1.23	7%



Jan-Sep	2008	2009	08v09
Category ASP/Unit	\$ 1.23	\$ 1.13	-8%

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- Category dollars also experienced consecutive growth of +10% in 2008 and +9% in 2009
- Category average selling price (ASP) increased +7% to \$1.23/unit in 2008, but declined -8% to \$1.13/unit in 2009





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

JANUARY - SEPTEMBER: 2008 vs 2009

UNITS		West			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	42,877	58,808	37.2%	224,505	258,720	15.2%
4225	Large Hass #40 & #48 sizes	76,926	81,393	5.8%	344,268	428,888	24.6%
4770	X-Large Hass #36 sizes & larger	1,602	2,681	67.4%	26,703	29,703	11.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	278	143	-48.5%	18,212	19,622	7.7%
Organic	All Organic PLUs	1,974	2,965	50.2%	8,368	9,254	10.6%
Bags	All bagged PLUs	8,435	11,407	35.2%	89,884	102,011	13.5%
TOTAL CATEGORY UNITS (add '000s)		132,091	157,398	19.2%	711,940	848,198	19.1%
DOLLARS		West			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 42,355	\$ 55,931	32.1%	\$ 204,528	\$ 214,584	4.9%
4225	Large Hass #40 & #48 sizes	\$ 106,941	\$ 105,460	-1.4%	\$ 450,663	\$ 537,451	19.3%
4770	X-Large Hass #36 sizes & larger	\$ 4,123	\$ 6,869	66.6%	\$ 47,304	\$ 49,751	5.2%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 426	\$ 343	-19.6%	\$ 29,475	\$ 31,396	6.5%
Organic	All Organic PLUs	\$ 3,468	\$ 4,945	42.6%	\$ 14,311	\$ 15,602	9.0%
Bags	All bagged PLUs	\$ 5,021	\$ 4,204	-16.3%	\$ 36,226	\$ 35,733	-1.4%
TOTAL CATEGORY DOLLARS (add '000s)		\$ 162,334	\$ 177,751	9.5%	\$ 782,507	\$ 884,519	13.0%
AVERAGE SELLING PRICE (ASP) / UNIT		West			Total US		
PLU	Description	2008	2009	Variance	2008	2009	Variance
4046	Small Hass #60 sizes & smaller	\$ 0.99	\$ 0.95	-3.7%	\$ 0.91	\$ 0.83	-9.0%
4225	Large Hass #40 & #48 sizes	\$ 1.39	\$ 1.30	-6.8%	\$ 1.31	\$ 1.25	-4.3%
4770	X-Large Hass #36 sizes & larger	\$ 2.57	\$ 2.56	-0.5%	\$ 1.77	\$ 1.67	-5.5%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.54	\$ 2.40	56.2%	\$ 1.62	\$ 1.60	-1.1%
Organic	All Organic PLUs	\$ 1.76	\$ 1.67	-5.1%	\$ 1.71	\$ 1.69	-1.4%
Bags	All bagged PLUs	\$ 0.60	\$ 0.37	-38.1%	\$ 0.40	\$ 0.35	-13.1%
CATEGORY ASP		\$ 1.23	\$ 1.13	-8.1%	\$ 1.10	\$ 1.04	-5.1%

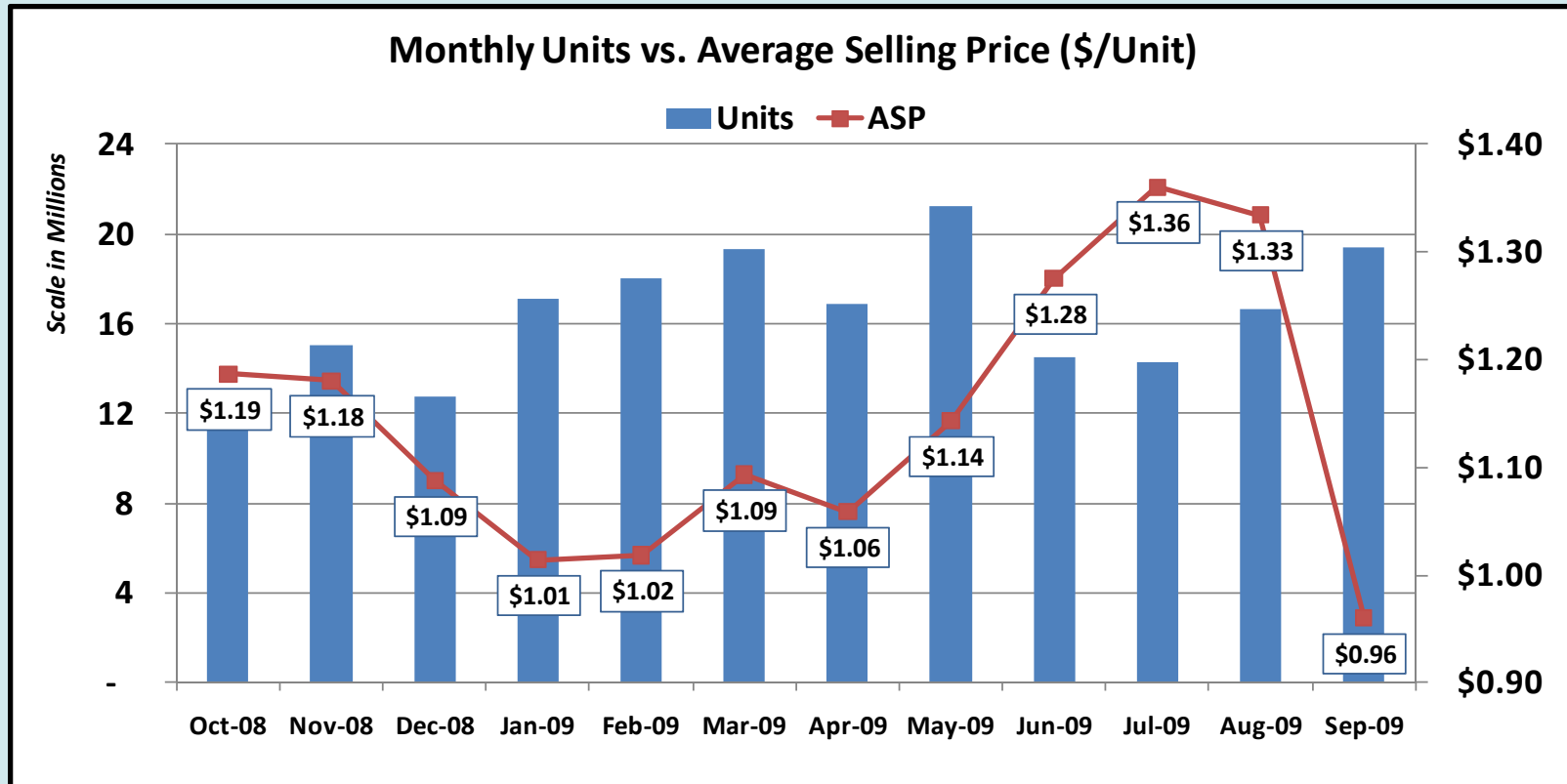
- West's category unit trend of +19% was in line with the national average
 - Their +19% gain was driven by all segments which exhibited growth from prior year with the exception of the Other segment
 - The primary driver of the +19% trend was #2 selling PLU 4046 which increased by +15.93 million units
- West's category dollar trend was -3 points below the national average
 - Their growth was primarily driven by the #2 selling PLU 4046 which grew +\$13.58 million and showed a trend of +32% that outpaced the nation's average by +27 points
- West's 2009 category ASP of \$1.13/unit was +8% higher than the nation's \$1.04/unit average
 - All segments except for the Other segment exhibited ASP declines in 2009 from 2008





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

- The rolling 12-month average was 16.50 million units per month and \$1.13/unit
 - The 6-months ending in September showed an average of 17.16 million units each month, +8% increase from the prior 6-month average of 15.84 million units
- ASP was lowest in Sep-09 at \$0.96/unit
 - The 6-months ending in September showed an ASP of \$1.17/unit, +8% higher than the prior 6-months which had an ASP of \$1.09/unit





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 - West's 2009 category ASP of \$1.13/unit was +8% 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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