



# **Avocado Regional Composite**

## **MidSouth Region**

**January – September: 2010 vs. 2011**



## Methodology

- **Sales and Market Data is obtained using CAST**
- **(Category Avocado Sales Trend)**
  - Symphony Information Resources Inc. Group (SymphonyIRI Group) 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-Sep) unless otherwise noted**
- **Market compositions are provided by SymphonyIRI Group**
- **Total U.S. totals and averages utilized in comparisons includes all U.S. regions**
- **Retail data provided by SymphonyIRI Group / FreshLook Marketing**
- **Important Note: Due to the fact that SymphonyIRI Group / FreshLook Marketing recently restated all retail data, this review cannot be compared or used in conjunction with prior reviews**





## MidSouth: Region Highlights

- **Overview based on the following markets:**

- Baltimore, MD; Louisville, KY; Memphis, TN; Raleigh, NC; Richmond, VA; Roanoke, VA

- **MidSouth Overview**

- The MidSouth was the only region to experience a year-over-year growth in volume and dollar
  - Category units experienced consecutive double-digit growth of +56% in 2010, and +16% in 2011
  - Category dollars experienced consecutive double-digit growth of +24% in 2010, and +12% in 2011
- Category average selling price (ASP) declined -21% to \$1.14/unit in 2010, and -4% to \$1.10/unit in 2011
- The rolling 12-month average was 8.4 million units per month and ASP of \$1.09/unit
  - Volume peaked in Jul'11 with 11.9 million units sold
  - ASP was lowest during Oct'10 and Mar'11 at \$1.01/unit

- **MidSouth versus Total U.S. trends**

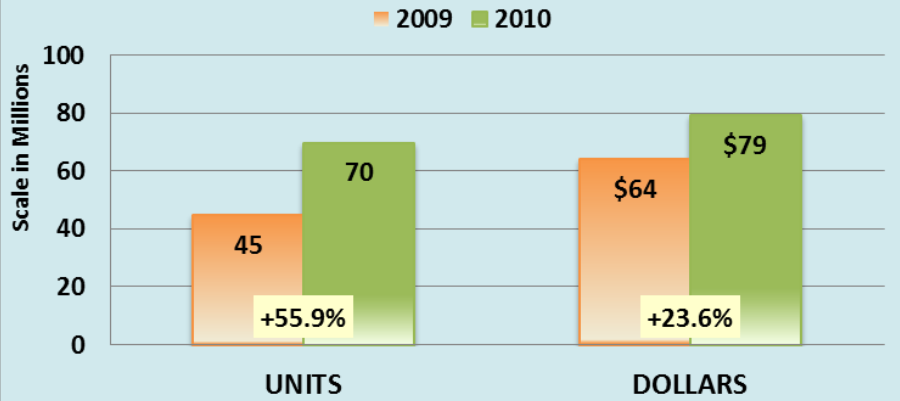
- MidSouth's category unit trend of +16% was +33 points above the national average of -17%
  - The MidSouth's Bagged Avocados (their #1 selling segment) was the main driver of this increase with a trend of +275%, outperforming the national average by +252 points
- MidSouth's category dollar trend of +12% was +4 points above the national average of +8%
  - The MidSouth's total dollars increased +\$9.6 million over the prior year, with PLU 4046 as the main driver accounting for +\$6.5 million (+33%)
- MidSouth's 2011 category ASP of \$1.10/unit was -10% lower than the national average





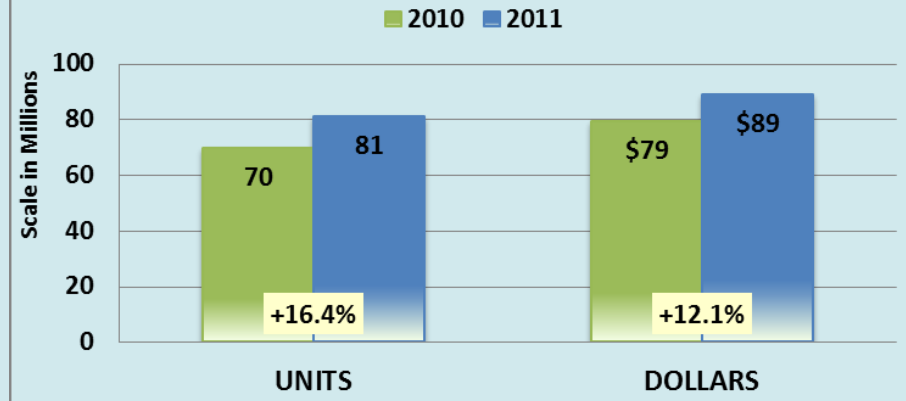
# MidSouth: Region Retail Sales Overview

## Units and Dollar Sales January - September



| Jan-Sep           | 2009    | 2010    | 09v10  |
|-------------------|---------|---------|--------|
| Category ASP/Unit | \$ 1.43 | \$ 1.14 | -20.7% |

## Units and Dollar Sales January - September



| Jan-Sep           | 2010    | 2011    | 10v11 |
|-------------------|---------|---------|-------|
| Category ASP/Unit | \$ 1.14 | \$ 1.10 | -3.6% |

- **Category units experienced consecutive double-digit growth of +56% in 2010, and +16% in 2011**
- **Category dollars experienced consecutive double-digit growth of +24% in 2010, and +12% in 2011**
- **Category average selling price (ASP) declined -21% to \$1.14/unit in 2010, and -4% to \$1.10/unit in 2011**





# MidSouth vs. Total U.S.: PLU Comparisons January – September: 2010 vs. 2011

JANUARY - SEPTEMBER: 2010 vs 2011

| UNITS                                     |                                       | MidSouth         |                  |               | Total U.S.          |                     |               |
|---|---------------------------------------|------------------|------------------|---------------|---------------------|---------------------|---------------|
| PLU                                       | Description                           | 2010             | 2011             | Variance      | 2010                | 2011                | Variance      |
| 4046                                      | Small Hass #60 sizes & smaller        | 19,834           | 21,067           | +6.2%         | 386,205             | 314,231             | -18.6%        |
| 4225                                      | Large Hass #40 & #48 sizes            | 34,205           | 23,159           | -32.3%        | 488,726             | 347,908             | -28.8%        |
| 4770                                      | X-Large Hass #36 sizes & larger       | 5,697            | 4,769            | -16.3%        | 41,629              | 40,363              | -3.0%         |
| Other                                     | Greenskins, Pinkertons, non-Hass PLUs | 1,130            | 1,528            | +35.2%        | 20,734              | 25,000              | +20.6%        |
| Organic                                   | All Organic PLUs                      | 947              | 1,040            | +9.8%         | 11,343              | 9,715               | -14.3%        |
| Bags                                      | All bagged PLUs                       | 7,881            | 29,551           | +275.0%       | 136,711             | 167,884             | +22.8%        |
| <b>TOTAL CATEGORY UNITS (add '000s)</b>   |                                       | <b>69,694</b>    | <b>81,114</b>    | <b>+16.4%</b> | <b>1,085,348</b>    | <b>905,102</b>      | <b>-16.6%</b> |
| DOLLARS                                   |                                       | MidSouth         |                  |               | Total U.S.          |                     |               |
| PLU                                       | Description                           | 2010             | 2011             | Variance      | 2010                | 2011                | Variance      |
| 4046                                      | Small Hass #60 sizes & smaller        | \$ 19,759        | \$ 26,297        | +33.1%        | \$ 284,396          | \$ 346,791          | +21.9%        |
| 4225                                      | Large Hass #40 & #48 sizes            | \$ 43,077        | \$ 39,708        | -7.8%         | \$ 577,197          | \$ 557,668          | -3.4%         |
| 4770                                      | X-Large Hass #36 sizes & larger       | \$ 10,422        | \$ 11,761        | +12.8%        | \$ 66,133           | \$ 77,589           | +17.3%        |
| Other                                     | Greenskins, Pinkertons, non-Hass PLUs | \$ 1,954         | \$ 2,640         | +35.1%        | \$ 34,896           | \$ 43,138           | +23.6%        |
| Organic                                   | All Organic PLUs                      | \$ 1,735         | \$ 2,305         | +32.8%        | \$ 17,996           | \$ 20,225           | +12.4%        |
| Bags                                      | All bagged PLUs                       | \$ 2,289         | \$ 6,150         | +168.7%       | \$ 36,148           | \$ 53,846           | +49.0%        |
| <b>TOTAL CATEGORY DOLLARS (add '000s)</b> |                                       | <b>\$ 79,238</b> | <b>\$ 88,861</b> | <b>+12.1%</b> | <b>\$ 1,016,767</b> | <b>\$ 1,099,258</b> | <b>+8.1%</b>  |
| AVERAGE SELLING PRICE (ASP) / UNIT        |                                       | MidSouth         |                  |               | Total U.S.          |                     |               |
| PLU                                       | Description                           | 2010             | 2011             | Variance      | 2010                | 2011                | Variance      |
| 4046                                      | Small Hass #60 sizes & smaller        | \$ 1.00          | \$ 1.25          | +25.3%        | \$ 0.74             | \$ 1.10             | +49.9%        |
| 4225                                      | Large Hass #40 & #48 sizes            | \$ 1.26          | \$ 1.71          | +36.1%        | \$ 1.18             | \$ 1.60             | +35.7%        |
| 4770                                      | X-Large Hass #36 sizes & larger       | \$ 1.83          | \$ 2.47          | +34.8%        | \$ 1.59             | \$ 1.92             | +21.0%        |
| Other                                     | Greenskins, Pinkertons, non-Hass PLUs | \$ 1.73          | \$ 1.73          | -0.1%         | \$ 1.68             | \$ 1.73             | +2.5%         |
| Organic                                   | All Organic PLUs                      | \$ 1.83          | \$ 2.22          | +21.0%        | \$ 1.59             | \$ 2.08             | +31.2%        |
| Bags                                      | All bagged PLUs                       | \$ 0.29          | \$ 0.21          | -28.3%        | \$ 0.26             | \$ 0.32             | +21.3%        |
| <b>CATEGORY ASP</b>                       |                                       | <b>\$ 1.14</b>   | <b>\$ 1.10</b>   | <b>-3.6%</b>  | <b>\$ 0.94</b>      | <b>\$ 1.21</b>      | <b>+29.6%</b> |

- MidSouth's category unit trend of +16% was +33 points above the national average of -17%

- MidSouth's unit trend was primarily driven by their #1 seller (Bagged Avocados), which increased +275% (+21.7 million units)

- MidSouth's category dollar trend of +12% was +4 points above the national average of +8%

- MidSouth's total dollar increase of +\$9.6 million was driven by PLU 4046 which grew +\$6.5 million (+33%) over the prior year

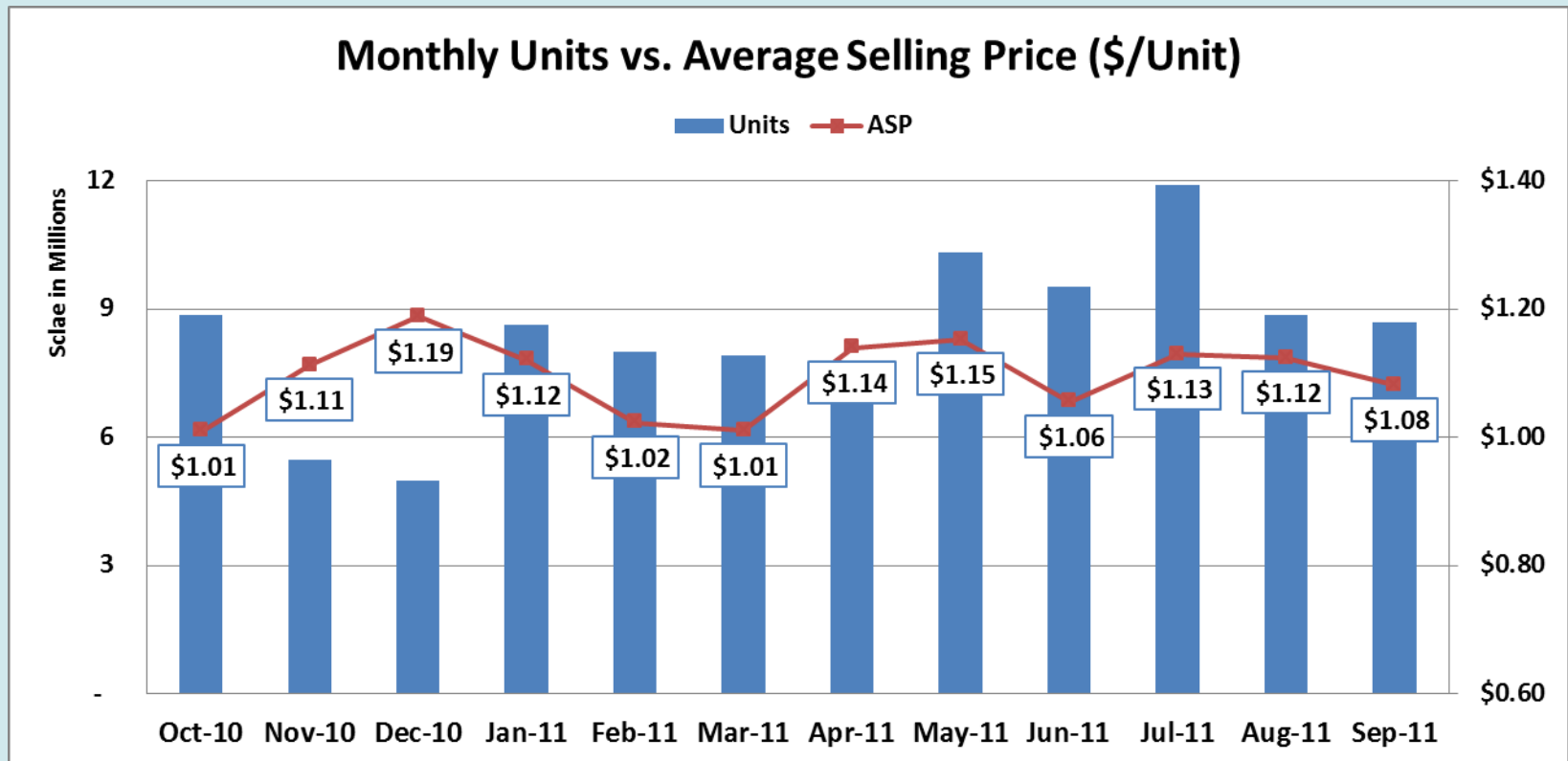
- MidSouth's 2011 category ASP of \$1.10/unit was -10% lower than the national average of \$1.21/unit





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

- **The rolling 12-month average was 8.4 million units per month at \$1.09/unit**
  - The recent 6-months (Apr'11-Sep'11) showed an average of 9.4 million units each month, +29% above the prior 6-months average of 7.3 million units
  - Jul'11 was the peak of the 12 months observed with 11.9 million units sold
- **ASP was lowest during Oct'10 and Mar'11 at \$1.01/unit**
  - The recent 6-months (Apr'11-Sep'11) showed an ASP of \$1.11/unit, was +4% higher than the prior 6-months which had an ASP of \$1.07/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 Symphony Information Research, Inc. Group (SymphonyIRI Group) / 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-Sep) unless otherwise noted**

