



Avocado Regional Composite

Southeast 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**





Southeast: Region Highlights

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

- Atlanta, GA; Charlotte, SC; Columbia, SC; Jacksonville, FL; Miami, FL; Orlando, FL; Tampa / St. Petersburg, FL

- **Southeast Overview**

- Category units grew +30% in 2010, but declined -7% in 2011
- Category dollars experienced consecutive double-digit growth of +15% in 2010, and +19% in 2011
- Category average selling price (ASP) decreased -11% to \$1.24/unit in 2010, but increased +27% to \$1.58/unit in 2011
- The rolling 12-month average was 7.7 million units per month and ASP of \$1.53/unit
 - ASP was the lowest during Oct'10 at \$1.30/unit,
 - Volume peaked during Jul'11 at 11.5 million units

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

- Southeast's category unit trend of -7% was +10 points higher than the national average
 - Southeast's Bagged Avocados trend of +71% (+4.3 million units) helped drive the region's category trend to outperform the national category average trend
- Southeast's category dollar trend of +19% was +11 points above the national average of +8%
 - PLU 4225, their #1 selling segment, dollar trend of +44% (+\$18.3 million) outperformed the national average by +47 points
- Southeast's 2011 category ASP of \$1.58/unit was +30% higher than the national average of \$1.21/unit

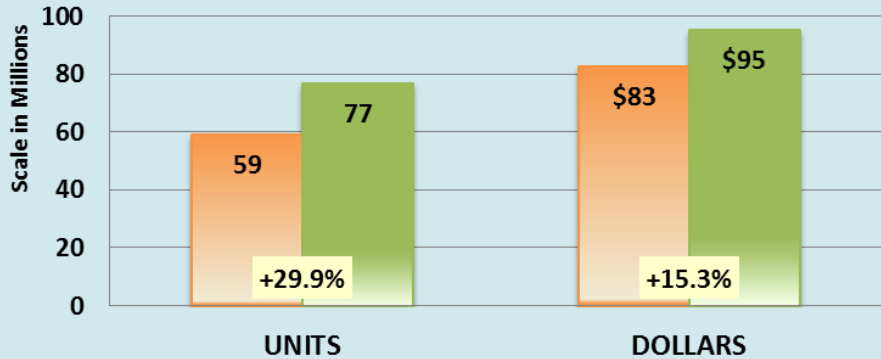




Southeast: Region Retail Sales Overview

Units and Dollar Sales January - September

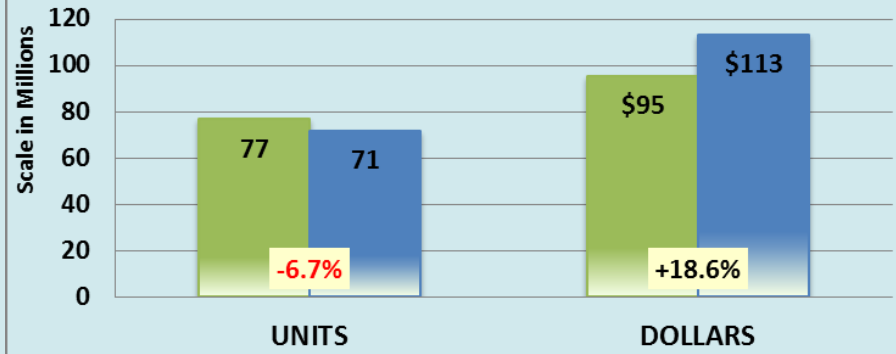
2009 2010



Jan-Sep	2009	2010	09v10
Category ASP/Unit	\$ 1.40	\$ 1.24	-11.2%

Units and Dollar Sales January - September

2010 2011



Jan-Sep	2010	2011	10v11
Category ASP/Unit	\$ 1.24	\$ 1.58	+27.1%

- Category units grew +30% in 2010, but declined -7% in 2011
- Category dollars experienced consecutive double-digit growth of +15% in 2010, and +19% in 2011
- Category average selling price (ASP) declined -11% to \$1.24/unit in 2010, but grew +27% to \$1.58/unit in 2011





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

JANUARY - SEPTEMBER: 2010 vs 2011

UNITS		Southeast			Total U.S.		
PLU	Description	2010	2011	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	26,128	15,813	-39.5%	386,205	314,231	-18.6%
4225	Large Hass #40 & #48 sizes	33,405	32,091	-3.9%	488,726	347,908	-28.8%
4770	X-Large Hass #36 sizes & larger	579	550	-5.0%	41,629	40,363	-3.0%
Other	Greenskins, Pinkertons, non-Hass PLUs	9,968	12,280	+23.2%	20,734	25,000	+20.6%
Organic	All Organic PLUs	497	471	-5.2%	11,343	9,715	-14.3%
Bags	All bagged PLUs	6,010	10,265	+70.8%	136,711	167,884	+22.8%
TOTAL CATEGORY UNITS (add '000s)		76,588	71,471	-6.7%	1,085,348	905,102	-16.6%
DOLLARS		Southeast			Total U.S.		
PLU	Description	2010	2011	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	\$ 30,586	\$ 24,383	-20.3%	\$ 284,396	\$ 346,791	+21.9%
4225	Large Hass #40 & #48 sizes	\$ 41,762	\$ 60,033	+43.8%	\$ 577,197	\$ 557,668	-3.4%
4770	X-Large Hass #36 sizes & larger	\$ 1,057	\$ 1,329	+25.8%	\$ 66,133	\$ 77,589	+17.3%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 18,622	\$ 22,139	+18.9%	\$ 34,896	\$ 43,138	+23.6%
Organic	All Organic PLUs	\$ 851	\$ 920	+8.1%	\$ 17,996	\$ 20,225	+12.4%
Bags	All bagged PLUs	\$ 2,351	\$ 4,163	+77.1%	\$ 36,148	\$ 53,846	+49.0%
TOTAL CATEGORY DOLLARS (add '000s)		\$ 95,228	\$ 112,967	+18.6%	\$ 1,016,767	\$ 1,099,258	+8.1%
AVERAGE SELLING PRICE (ASP) / UNIT		Southeast			Total U.S.		
PLU	Description	2010	2011	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	\$ 1.17	\$ 1.54	+31.7%	\$ 0.74	\$ 1.10	+49.9%
4225	Large Hass #40 & #48 sizes	\$ 1.25	\$ 1.87	+49.6%	\$ 1.18	\$ 1.60	+35.7%
4770	X-Large Hass #36 sizes & larger	\$ 1.82	\$ 2.42	+32.4%	\$ 1.59	\$ 1.92	+21.0%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.87	\$ 1.80	-3.5%	\$ 1.68	\$ 1.73	+2.5%
Organic	All Organic PLUs	\$ 1.71	\$ 1.95	+14.0%	\$ 1.59	\$ 2.08	+31.2%
Bags	All bagged PLUs	\$ 0.39	\$ 0.41	+3.7%	\$ 0.26	\$ 0.32	+21.3%
CATEGORY ASP		\$ 1.24	\$ 1.58	+27.1%	\$ 0.94	\$ 1.21	+29.6%

- Southeast's category unit trend of -7% was +10 points higher than the national average of -17%**
 - Southeast's Bagged Avocados trend of +71% (+4.3 million units) helped drive the region's category trend to outperform the national category average trend
- Southeast's category dollar trend of +19% was +11 points higher than the national average of +8%**
 - Southeast's trend of +19% was mainly driven by PLU 4225, exhibiting an increase of +44% (+\$18.3 million), outperforming the national average by +47 points
- Southeast's 2011 category ASP of \$1.58/unit was +30% higher than the national average of \$1.21/unit**

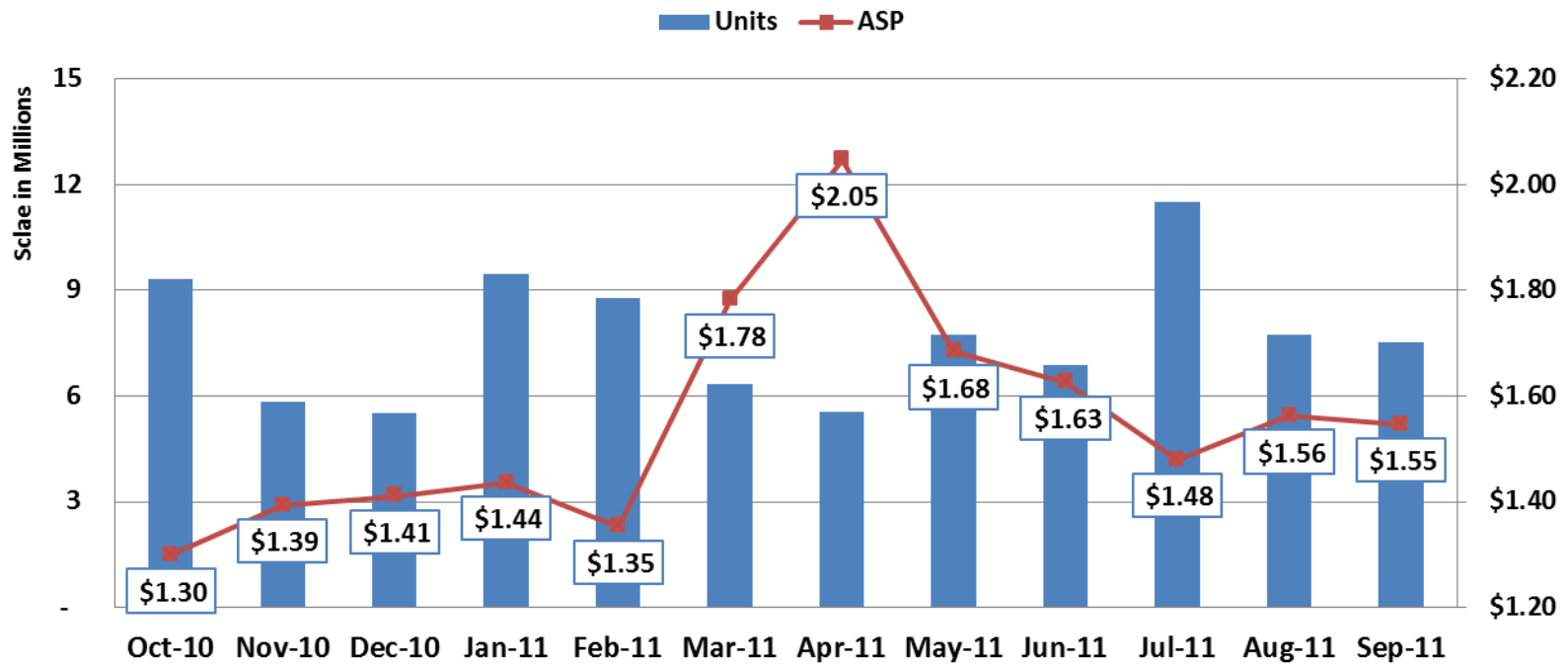




Southeast Total Category by Month: Units to ASP (rolling 12-months)

- **The rolling 12-month average was 7.7 million units per month at \$1.53/unit**
 - The recent 6-months (Apr'11-Sep'11) showed an average of 7.8 million units each month, +4% higher than the prior 6-months average of 7.5 million units
 - Jul'11 was the peak of the 12 months observed with 11.5 million units sold
- **ASP was the lowest during Oct'10 at \$1.30/unit**
 - The recent 6-months (Apr'11-Sep'11) showed an ASP of \$1.63/unit, +14% higher than the prior 6-months which had an ASP of \$1.43/unit

Monthly Units vs. Average Selling Price (\$/Unit)





Southeast: Region Highlights

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- Southeast's category dollar trend of +19% was +11 points above the national average of +8%
 - PLU 4225, their #1 selling segment, dollar trend of +44% (+\$18.3 million) outperformed the national average by +47 points
- Southeast's 2011 category ASP of \$1.58/unit was +30% higher than the national average of \$1.21/unit





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 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**

