



Avocado Regional Composite

TOTAL U.S.

**January – September
2009 vs. 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**





Total U.S.: Highlights

• Total U.S. Overview

- Category units grew +32% in 2010, but declined -17% in 2011
- Category dollars experienced consecutive growth of +14% in 2010, and +8% in 2011
- Category average selling price (ASP) declined -14% to \$0.94/unit in 2010, but increased +30% to \$1.21/unit in 2011
- The rolling 12-month average was 99.6 million units per month and ASP of \$1.16/unit
 - Volume peaked in Jan'11 at 130.7 million units sold
 - ASP was the lowest during Oct'10 at \$0.94/unit

• Total U.S. trends

- In 2011, category units increased +82.6 million units since 2009
 - 10 vs. 09: +32% (+262.8 million)
 - 11 vs. 10: -17% (-180.2 million)
- In 2011, category dollars increased +\$203.3 million since 2009
 - 10 vs. 09: +14% (+\$120.8 million)
 - 11 vs. 10: +8% (+\$82.5 million)
- The 2011 category ASP of \$1.21/unit increased +30% over 2010, and +11% since 2009
 - All ASP of each segment in 2011 were priced higher than ASPs in 2009 and 2010

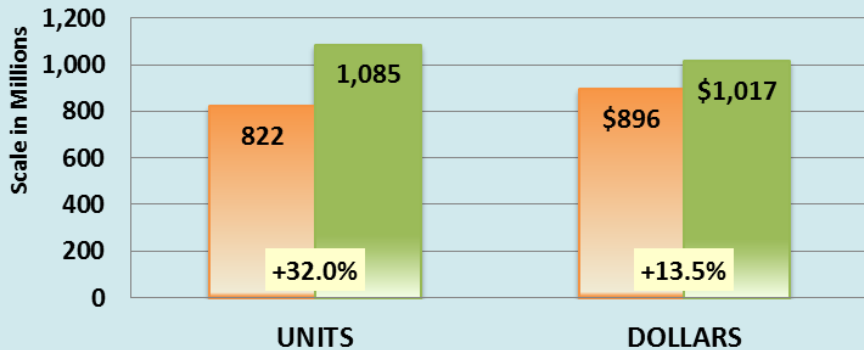




Total U.S.: Retail Sales Overview

Units and Dollar Sales January - September

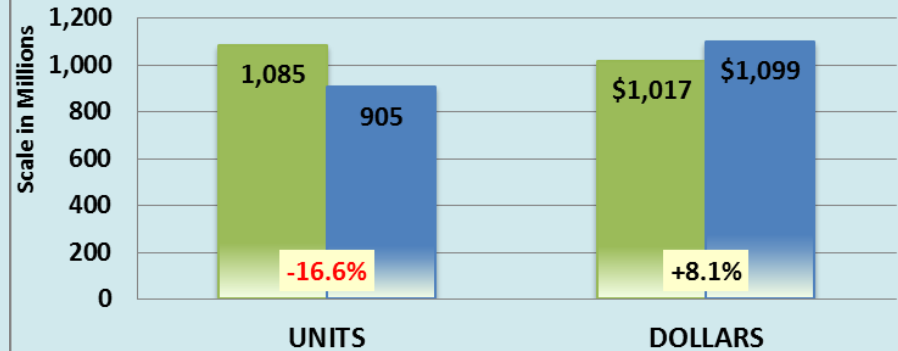
2009 2010



Jan-Sep	2009	2010	09v10
Category ASP/Unit	\$ 1.09	\$ 0.94	-14.0%

Units and Dollar Sales January - September

2010 2011



Jan-Sep	2010	2011	10v11
Category ASP/Unit	\$ 0.94	\$ 1.21	+29.6%

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Total U.S.: PLU Comparisons January – September: '09 vs. '10 vs. '11

JANUARY - SEPTEMBER: 2010 vs 2011

UNITS		Total US			Total U.S.		
PLU	Description	2009	2010	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	262,501	386,205	+47.1%	386,205	314,231	-18.6%
4225	Large Hass #40 & #48 sizes	387,333	488,726	+26.2%	488,726	347,908	-28.8%
4770	X-Large Hass #36 sizes & larger	25,458	41,629	+63.5%	41,629	40,363	-3.0%
Other	Greenskins, Pinkertons, non-Hass PLUs	19,156	20,734	+8.2%	20,734	25,000	+20.6%
Organic	All Organic PLUs	8,778	11,343	+29.2%	11,343	9,715	-14.3%
Bags	All bagged PLUs	119,263	136,711	+14.6%	136,711	167,884	+22.8%
TOTAL CATEGORY UNITS (add '000s)		822,489	1,085,348	+32.0%	1,085,348	905,102	-16.6%
DOLLARS		Total US			Total U.S.		
PLU	Description	2009	2010	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	\$ 220,111	\$ 284,396	+29.2%	\$ 284,396	\$ 346,791	+21.9%
4225	Large Hass #40 & #48 sizes	\$ 543,854	\$ 577,197	+6.1%	\$ 577,197	\$ 557,668	-3.4%
4770	X-Large Hass #36 sizes & larger	\$ 48,556	\$ 66,133	+36.2%	\$ 66,133	\$ 77,589	+17.3%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 31,321	\$ 34,896	+11.4%	\$ 34,896	\$ 43,138	+23.6%
Organic	All Organic PLUs	\$ 15,748	\$ 17,996	+14.3%	\$ 17,996	\$ 20,225	+12.4%
Bags	All bagged PLUs	\$ 36,376	\$ 36,148	-0.6%	\$ 36,148	\$ 53,846	+49.0%
TOTAL CATEGORY DOLLARS (add '000s)		\$ 895,966	\$ 1,016,767	+13.5%	\$ 1,016,767	\$ 1,099,258	+8.1%
AVERAGE SELLING PRICE (ASP) / UNIT		Total US			Total U.S.		
PLU	Description	2009	2010	Variance	2010	2011	Variance
4046	Small Hass #60 sizes & smaller	\$ 0.84	\$ 0.74	-12.2%	\$ 0.74	\$ 1.10	+49.9%
4225	Large Hass #40 & #48 sizes	\$ 1.40	\$ 1.18	-15.9%	\$ 1.18	\$ 1.60	+35.7%
4770	X-Large Hass #36 sizes & larger	\$ 1.91	\$ 1.59	-16.7%	\$ 1.59	\$ 1.92	+21.0%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 1.64	\$ 1.68	+2.9%	\$ 1.68	\$ 1.73	+2.5%
Organic	All Organic PLUs	\$ 1.79	\$ 1.59	-11.6%	\$ 1.59	\$ 2.08	+31.2%
Bags	All bagged PLUs	\$ 0.31	\$ 0.26	-13.3%	\$ 0.26	\$ 0.32	+21.3%
CATEGORY ASP		\$ 1.09	\$ 0.94	-14.0%	\$ 0.94	\$ 1.21	+29.6%

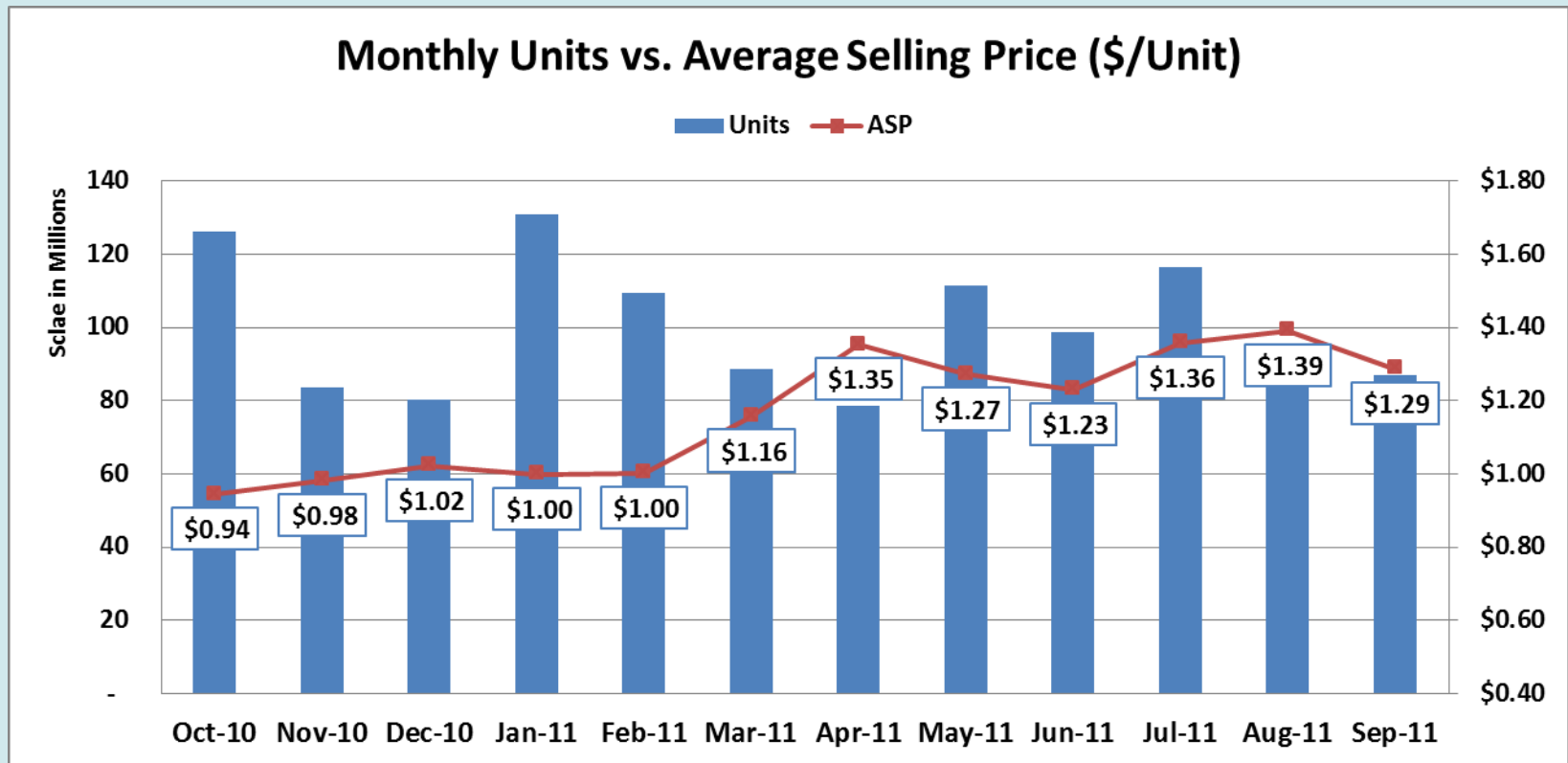
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 - All ASP in each segment in 2011 were priced higher than ASPs in 2009 and 2010





Total U.S. Total Category by Month: Units to ASP (rolling 12-months)

- **The rolling 12-month average was 99.6 million units per month at \$1.16/unit**
 - The recent 6-months (Apr'11-Sep'11) showed an average of 96.1 million units each month, -7% lower than the prior 6-months average of 103.1 million units
 - Jan'11 was the peak of the 12 months observed with 130.7 million units sold
- **ASP was lowest during Oct'10 at \$0.94/unit**
 - The recent 6-months (Apr'11-Sep'11) showed an ASP of \$1.31/unit, +30% higher than the prior 6-months which had an ASP of \$1.01/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**

