



HASS AVOCADOS

ABSTRACT 2009 Category Sales Metric (CSM)

Type: Retail Report

Purpose:

To identify regions and markets that have potential for further Avocado category growth by evaluating their retail trends and Category Development Index (CDI). Thereby, understanding where marketing dollars and resources might be best allocated.

(Category Development Index (CDI) is a standard marketing index that utilizes retail dollar sales and population in its calculations where the "average" or norm CDI is 100. NOTE: CDI does not factor in such criteria as consumption trends, display size / location, item weight/size, inventory, shipping trends or crop yield.)

IRI Regions included in report:

- California
- Great Lakes
- Midsouth
- Northeast
- Plains
- South Central
- Southeast
- West
- Total U.S.

14 General Markets included in report:

- Atlanta
- Boston
- Chicago
- Dallas/Ft. Worth
- Denver
- Houston
- Los Angeles
- Miami/Ft. Lauderdale
- Philadelphia
- Phoenix/Tucson
- Portland
- San Francisco
- Seattle/Tacoma
- Tampa/St. Petersburg

Key Benefits/Attributes:

The 2009 CSM report is a comprehensive retail report that identifies which areas have an affinity for Hass Avocados as well as which areas have realized Category Optimization.

(Hass Avocado Affinity = When the Hass Avocado CDI exceeds or equals the Avocado CDI which suggests that shoppers readily purchase or have a preference for Hass Avocados over other varieties, and where areas may not require additional resources, rather continued support to maintain a strong retail presence.)

(Category Optimization = a point where the Avocado category CDI is in line with or exceeds Fruit and Produce CDIs thus suggesting that additional resources may not be required to drive category awareness. However, it is still important to continue category support to keep "top-of-mind" presence with retailers and consumers. Continue to provide these markets with new usage ideas throughout the year to help maximize incremental sales.)

Also, this report shows the growth of Hass Avocados by region and market, and reveals where Hass Avocado trends are outpacing or underperforming total produce or total fruit trends.



HASS AVOCADOS

ABSTRACT 2009 Category Sales Metric (CSM)

This report compares and evaluates CDI and retail trends across 3 time frames for each region and general market listed above:

- 2009 = 52-weeks ending 3/29/2009
- 2008 = 52-weeks ending 3/30/2008
- 2007 = 52-weeks ending 4/1/2007

Results / Conclusion:

Regional Overview

- *California, South Central and West regions are the leading areas for Avocados and Hass Avocados*
 - *California has the strongest Hass Avocado CDIs (over 200) for the past 3 years while South Central and West are over 100*
 - *South Central has the highest annual averages: 68,000 units and \$63,000 per store*
- *Great Lakes and Midsouth regions exhibited Avocado and Hass Avocado CDIs below 60 which also under-indexed versus their Total Fruit and Total Produce CDIs*
- *Southeast region's Hass Avocado CDI was below 50 while its Avocado CDI was over 60*
 - *This region had the largest variance between its Avocado CDI and its Hass Avocado CDI; its Hass Avocado CDI was -16 points lower than its Avocado CDI*
- *The primary region to focus resources in order to maximize Avocado and Hass Avocado potential would be the Northeast; the Northeast shows signs that it is "ripe for the picking"*
 - *This region's Fruit and Produce CDIs for the past 3 years are above 100, an indicator that this region has an affinity for fresh produce and enjoys healthy options*
 - *Avocado and Hass Avocado retail trends outpaced the Fruit and Produce trends by more than +6 points for 2 consecutive years*
 - *Avocado and Hass Avocado CDIs are below average (100) as well as below Fruit and Produce CDIs, but the Avocado and Hass Avocado CDIs grew for 2 consecutive years (+15% from 2007 to 2009)*

Market Overview

- *Markets with an affinity for Hass Avocados included:*
 - *Atlanta*
 - *Boston*
 - *Chicago*
 - *Dallas/Ft. Worth*
 - *Denver*
 - *Houston*
 - *Los Angeles*
 - *Phoenix/Tucson*
 - *San Francisco*
 - *Seattle / Tacoma*
- *Highest category retail averages:*
 - *Denver has the highest annual dollar averages of \$66,392 per store for the Avocado category and \$66,390 per store for Hass Avocado*
 - *Houston has the highest annual volume averages of 32,319 Avocado units per store and 31,699 Hass Avocado units per store*



HASS AVOCADOS

ABSTRACT 2009 Category Sales Metric (CSM)

Usage:

The CSM report is utilized as a planning tool to identify areas of “opportunity”. By identifying them, a marketer might use this report to decide where marketing dollars might be the most effective, and “get the most bang for the buck”.

Use this report as a marketing planning tool:

- Which regions or markets have the following attributes?
 - Avocado and Hass Avocado CDIs below their Fruit and Produce CDIs
 - Avocado trends that outpace their Fruit and Produce trends
 - Fruit and Produce CDIs greater than 100
- Prioritize the areas you want to target based on the above criteria
- Allocate marketing dollars more effectively based on regions or markets with the most potential
- Is there a market or region where you haven’t targeted in the past that you should consider for the future?
- Are there region- or market-specific marketing programs you can develop to drive category awareness, usage and sales?
- Partner with key retailers within your target markets

Time Frame / Frequency:

This report was a one-time request for the 3-year time frame ending 3/29/2009.

Sources:

Retail Data - SymphonyIRI Group / FreshLook Marketing
Report prepared by – Fusion Marketing