

REGIONAL  
DATA REPORT

**JAN – DEC**  
2012 vs. 2011

HASS AVOCADO  
BOARD

Total U.S.

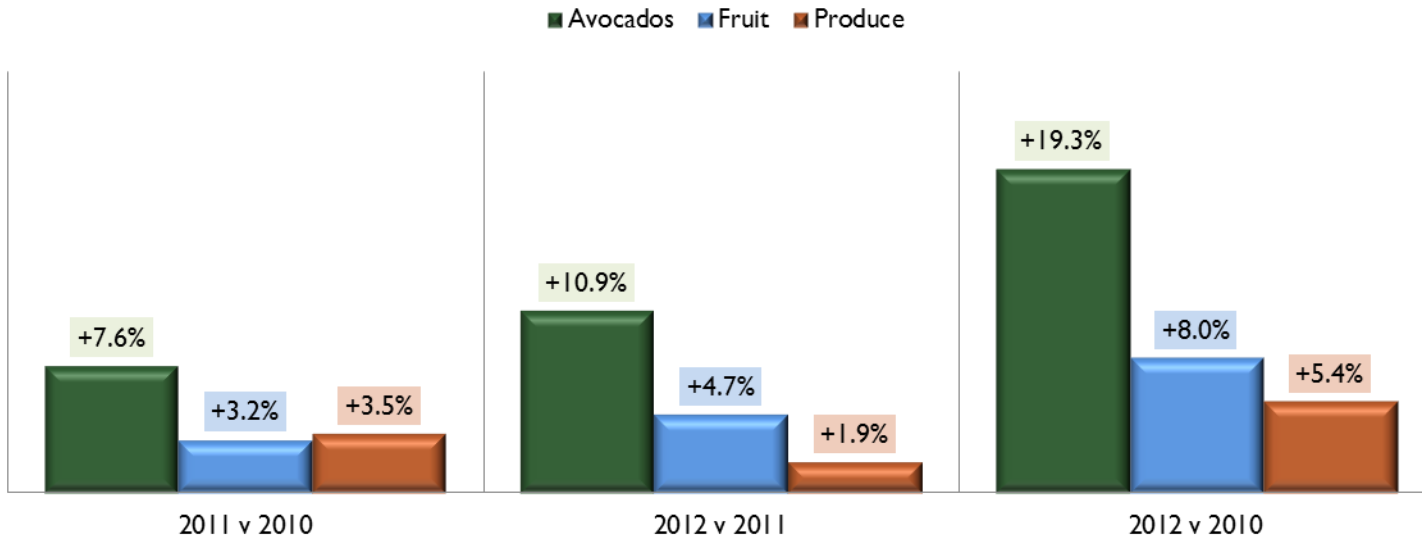
Regional Composite

- 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
- Timeframe: YTD Q4 (January – December)
- Retail data provided by SymphonyIRI Group / FreshLook Marketing
- Important Note: SymphonyIRI Group / FreshLook Marketing periodically restates retail data, therefore this review cannot be compared or used in conjunction with prior reviews

## Total U.S.: Highlights - YTD Q4

- Overview based on the following markets:
  - All Regions: California, Great Lakes, Midsouth, Northeast, Plains, Southeast, South Central, West
- Total U.S. Overview
  - Avocado retail dollar average trends through Q4 outpaced Fruit and Produce retail dollar trends
    - 2012 versus 2010, Avocados dollars grew +19% which outpaced Fruit and Produce by +11 points and +14 points, respectively
  - Total U.S.' 2012 category units were +39% higher than prior year and +20% higher than 2010
    - Growth from 2010 to 2012 was primarily driven by PLUs 4046, 4225 and Bagged Avocados which collectively grew +267 million units
  - Total U.S.' 2012 category dollars were +11% higher than prior year and +19% higher than 2010
    - Growth from 2010 to 2012 was primarily driven by PLUs 4046 and 4225 which collectively grew +\$202 million
  - Total U.S.' 2012 category ASP of \$0.92/unit was -20% lower than prior year, but in line with 2010
- Total U.S. Per Store Averages
  - 2012 Average dollars of \$8,759 per store were +9% higher than 2011 and +16% higher than 2010
  - 2012 Average units of 9,545 per store were +36% higher than 2011 and +16% higher than 2010

## Total U.S.:YTD Q4 Retail Dollar Trend Comparisons Avocados vs. Fruit vs. Produce

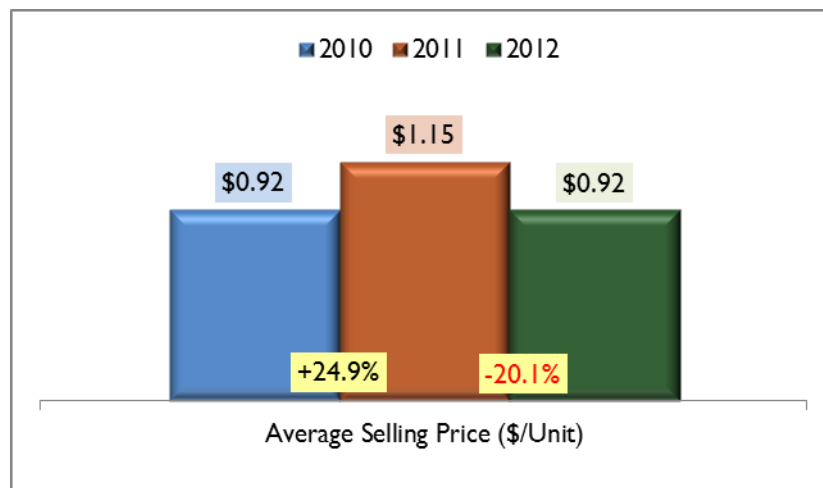


- Avocado retail dollar average trends through Q4 outpaced Fruit and Produce retail dollar trends
  - 2011 versus 2010, Avocados outpaced Fruit and Produce by +4 points
  - 2012 versus 2011, Avocados outpaced Fruit and Produce by +6 points and +9 points, respectively
  - 2012 versus 2010, Avocados dollars grew +19% which outpaced Fruit and Produce by +11 points and +14 points, respectively

## Total U.S.: YTD Q4 Avocado Retail Overview



- Category dollars grew +8% in 2011 and +11% in 2012 for a net growth of +19% over 2010
- Category units declined -14% in 2011, but grew +39% in 2012 for a net growth +20% over 2010
- Category average selling price (ASP) increased +25% in 2011, but declined -20% in 2012 to \$0.92/unit
  - 2012 ASP was in line with the 2010 ASP



# Total U.S. YTD Q4 PLU Comparisons

- Total U.S.' 2012 category units were +39% higher than prior year and +20% higher than 2010
  - Growth from 2010 to 2012 was primarily driven by PLUs 4046, 4225 and Bagged Avocados which collectively grew +267 million units
- Total U.S.' 2012 category dollars were +11% higher than prior year and +19% higher than 2010
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RETAIL UNITS		Total U.S.				
PLU	Description	2010	2011	11v10	2012	Variance
4046	Small Hass #60 sizes & smaller	485,239,682	430,040,769	-11.4%	547,877,686	+27.4%
4225	Large Hass #40 & #48 sizes	620,184,496	463,283,197	-25.3%	695,580,343	+50.1%
4770	X-Large Hass #36 sizes & larger	53,072,073	46,813,707	-11.8%	52,145,264	+11.4%
Other	Greenskins, Pinkertons, non-Hass PLUs	29,842,702	34,067,451	+14.2%	35,762,873	+5.0%
Organic	All Organic PLUs	16,000,692	13,275,496	-17.0%	19,527,010	+47.1%
Bags	All bagged PLUs	209,845,861	231,152,388	+10.2%	338,872,543	+46.6%
<b>TOTAL CATEGORY UNITS</b>		<b>1,414,185,506</b>	<b>1,218,633,008</b>	<b>-13.8%</b>	<b>1,689,765,719</b>	<b>+38.7%</b>
RETAIL DOLLARS		Total U.S.				
PLU	Description	2010	2011	11v10	2012	Variance
4046	Small Hass #60 sizes & smaller	\$ 361,599,997	\$ 445,114,132	+23.1%	\$ 446,411,493	+0.3%
4225	Large Hass #40 & #48 sizes	\$ 731,662,541	\$ 709,526,722	-3.0%	\$ 849,298,071	+19.7%
4770	X-Large Hass #36 sizes & larger	\$ 84,161,175	\$ 90,026,212	+7.0%	\$ 75,725,119	-15.9%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 48,325,657	\$ 58,235,818	+20.5%	\$ 58,504,643	+0.5%
Organic	All Organic PLUs	\$ 23,353,930	\$ 26,263,795	+12.5%	\$ 31,769,655	+21.0%
Bags	All bagged PLUs	\$ 50,761,428	\$ 69,681,375	+37.3%	\$ 88,998,868	+27.7%
<b>TOTAL CATEGORY DOLLARS</b>		<b>\$ 1,299,864,727</b>	<b>\$ 1,398,848,054</b>	<b>+7.6%</b>	<b>\$ 1,550,707,849</b>	<b>+10.9%</b>
AVERAGE SELLING PRICE (ASP) / UNIT		Total U.S.				
PLU	Description	2010	2011	11v10	2012	Variance
4046	Small Hass #60 sizes & smaller	\$0.75	\$1.04	+38.9%	\$0.81	-21.3%
4225	Large Hass #40 & #48 sizes	\$1.18	\$1.53	+29.8%	\$1.22	-20.3%
4770	X-Large Hass #36 sizes & larger	\$1.59	\$1.92	+21.3%	\$1.45	-24.5%
Other	Greenskins, Pinkertons, non-Hass PLUs	\$1.62	\$1.71	+5.6%	\$1.64	-4.3%
Organic	All Organic PLUs	\$1.46	\$1.98	+35.5%	\$1.63	-17.8%
Bags	All bagged PLUs	\$0.24	\$0.30	+24.6%	\$0.26	-12.9%
<b>CATEGORY ASP (\$/Unit)</b>		<b>\$0.92</b>	<b>\$1.15</b>	<b>+24.9%</b>	<b>\$0.92</b>	<b>-20.1%</b>

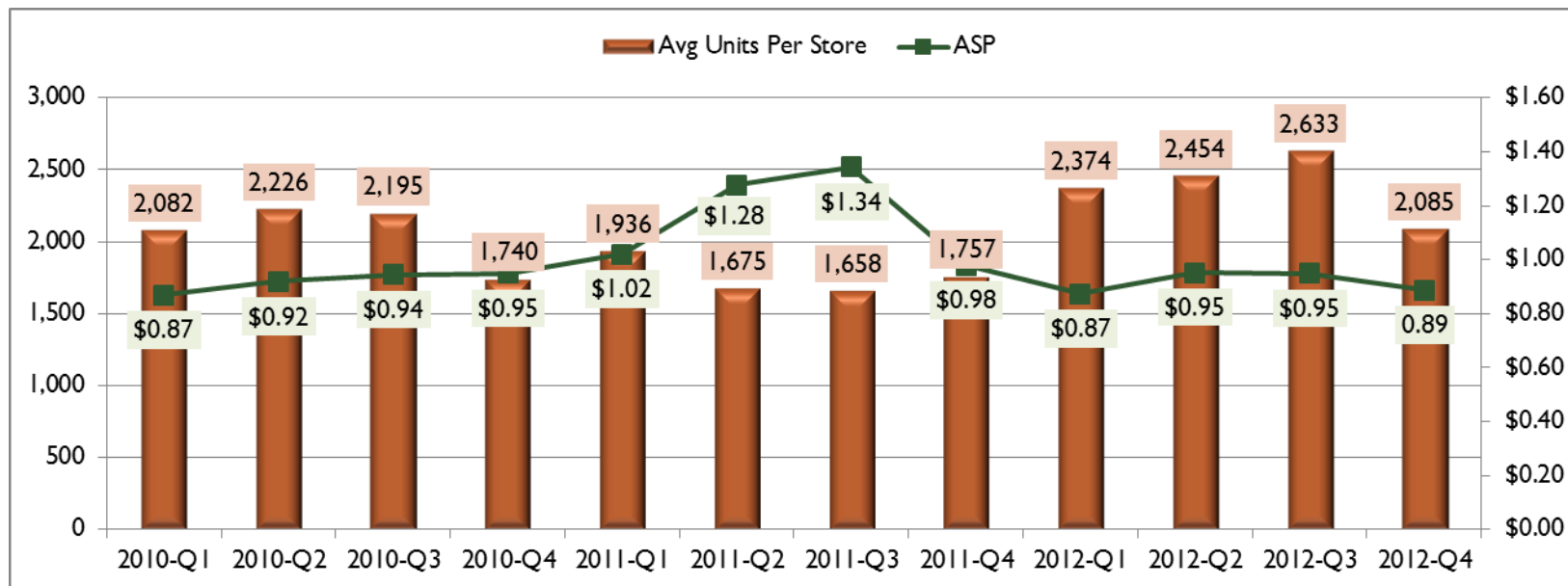
JANUARY - DECEMBER: 2011 vs 2012

## Total U.S.: YTD Q4 Category Per Store Averages



- In 2012, per store dollar and unit averages exhibited growth over the prior years
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## Total U.S.: 2010 through Q4-2012 Per Store Averages By Quarter - Units vs. ASP



- **Average Retail Units Per Store**
  - The peak quarter was 2012-Q3 at 2,633 units per store when ASP was \$0.95/unit
  - The lowest quarter was 2011-Q3 at 1,658 units per store when ASP was at its highest, \$1.34/unit
- **ASP**
  - Lowest ASP to date occurred during 2010-Q1 and 2012-Q1, \$0.87/unit
  - Highest ASP to date occurred during 2011-Q3, \$1.34/unit



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- Retail scan data is collected and entered into CAST approximately every 4 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 regions