



## ABSTRACT

### Market and Region AvoScore Cards (ASC)

#### PURPOSE:

*To provide a one-page, top line avocado category retail reporting tool that shows retail volume and dollar trends and average selling prices on a quarterly basis year-over-year for the IRI Markets and Regions listed below.*

#### MARKETS AVAILABLE:

*Data is provided for 21 individual IRI Markets:*

- Atlanta
- Baltimore
- Boston
- Buffalo
- Chicago
- Columbus
- Dallas
- Denver
- Houston
- Los Angeles
- New England
- New York
- Philadelphia
- Phoenix
- Portland
- Richmond
- San Francisco
- Seattle
- South Carolina
- St. Louis
- Tampa

#### IRI REGIONS AVAILABLE:

California | Northeast | Southeast | Great Lakes | Plains | West | Mid South | South Central | Total U.S.

#### KEY BENEFITS/ATTRIBUTES:

The AvoScore card can help retailers, shippers, handlers and others in the Avocado business identify opportunities or areas of concern so that they can plan for the future. It's simple and easy to use, and provides a number of metrics and timeframes on one piece of paper including:

- Quarterly and Year-to-date sales (volume and dollars)
- Quarterly and Year-to-date trends
- Year-to-date PLU / Segment unit sales and category contributions
- Quarterly and Year-to-date Fruit and Produce average dollar trends

#### USAGE:

The AvoScore Cards provide a quick snapshot of key performance indicators to show how the category is performing. Use the AvoScore Card as a benchmarking tool:

- What are the significant differences in your retail trends versus that of your market or region?
- How does your selling mix differ from your market or region?
- How different is your average selling price than that of your market or region?

#### TIME FRAME / FREQUENCY:

This report is updated every calendar quarter.

#### SOURCES:

Retail Data - IRI / FreshLook Marketing

Advertising Activity Data – Market Track

*Report prepared by – Hass Avocado Board*