



MANGO PERFORMANCE

Retail Scanner Data and Ad
Tracking Trends

Q3 2016



RETAIL SCANNER DATA

Q3 2016



ABOUT THE N-PG DATA SET

- The data is provided by Nielsen-Perishables Group (N-PG)
- The data represents retail census sales data of total U.S. grocery store chains with more the \$2 million sales annually
- Data is captured in a universe called the Fresh Coverage Area (FCA) and includes approximately 18,000 stores nationwide
- Data is collected by week, by store, by item with 117 weeks in the active database
- Not included in the data set are small independent chains and alternative format retailers such as Whole Foods and Trader Joe's
- The data represents fruit items sold in the produce department including UPC, PLU and system-2 coded items



DATA PARAMETERS

- Geography:
 - Total U.S.
 - Nine sub-regions
- Time Period:
 - Monthly and quarterly, compared to the same period in the prior year
- Products:
 - Mango sub-category, whole mango segment
- Measurement:
 - Volume is measured in units, one mango = one unit



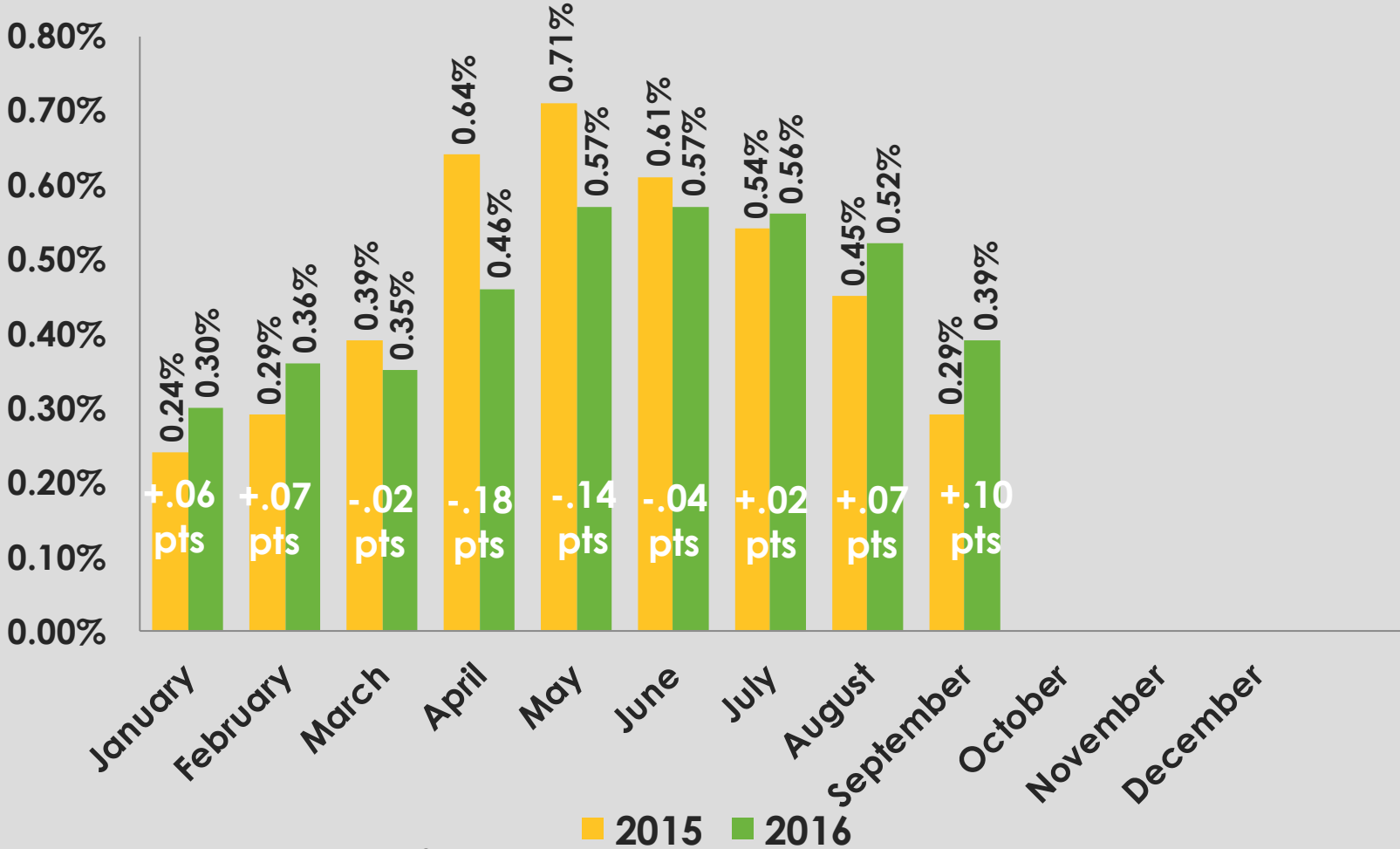
EXECUTIVE SUMMARY

- Abundant supplies throughout Q3
 - 40% increase in volume per store per week for all of Q3
 - 24% increase in volume per store per week in July
 - 46% increase in volume per store per week in August
 - 85% increase in volume per store per week in September
 - Average retail price decreased 14% in Q3
- Regional highlights
 - Volume per store per week increased in all 9 sub-regions in Q3
 - Largest Q3 increases were in the West South Central(+67%), West North Central (+63%) and East South Central (+59%) sub-regions

MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



Mango Contribution to Produce Department Sales
Total U.S., Whole Mangos, Monthly

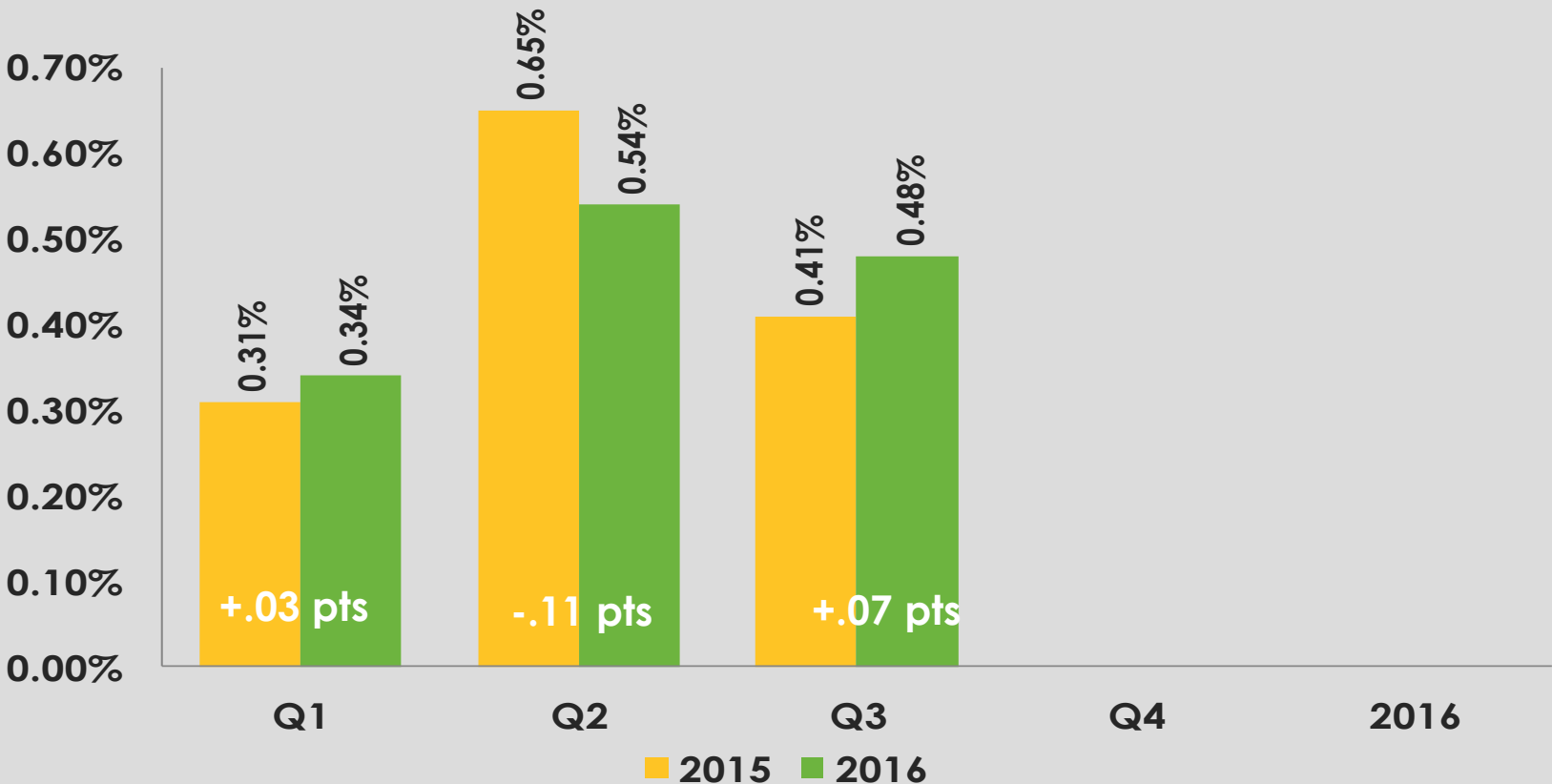


Source: Nielsen Perishables Group FreshFacts®

MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



Mango Contribution to Produce Department Sales
Total U.S., Whole Mangos, Quarterly

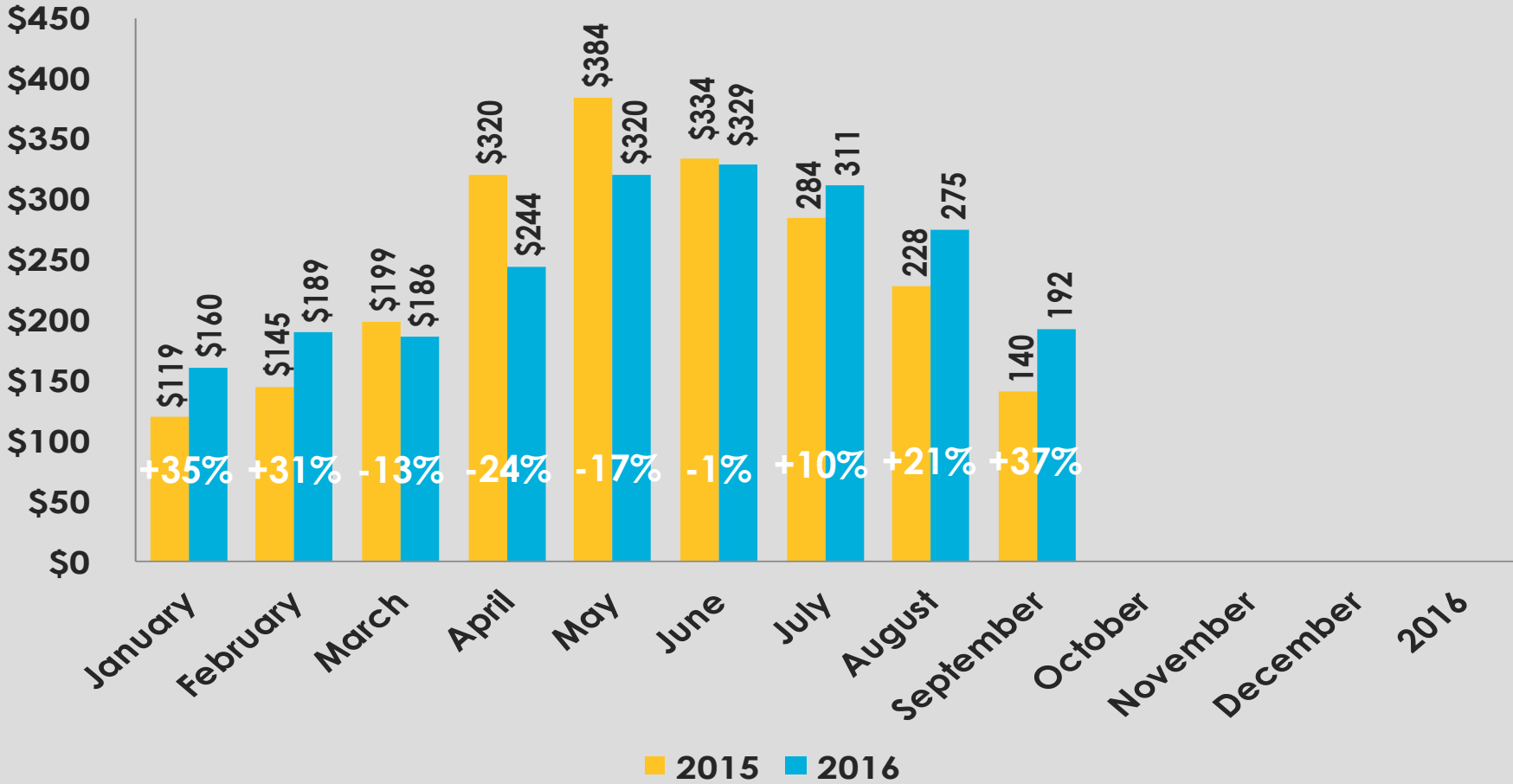


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. DOLLARS PER STORE PER WEEK



Mango Average Dollars Per Store Per Week
Total U.S., Whole, Monthly

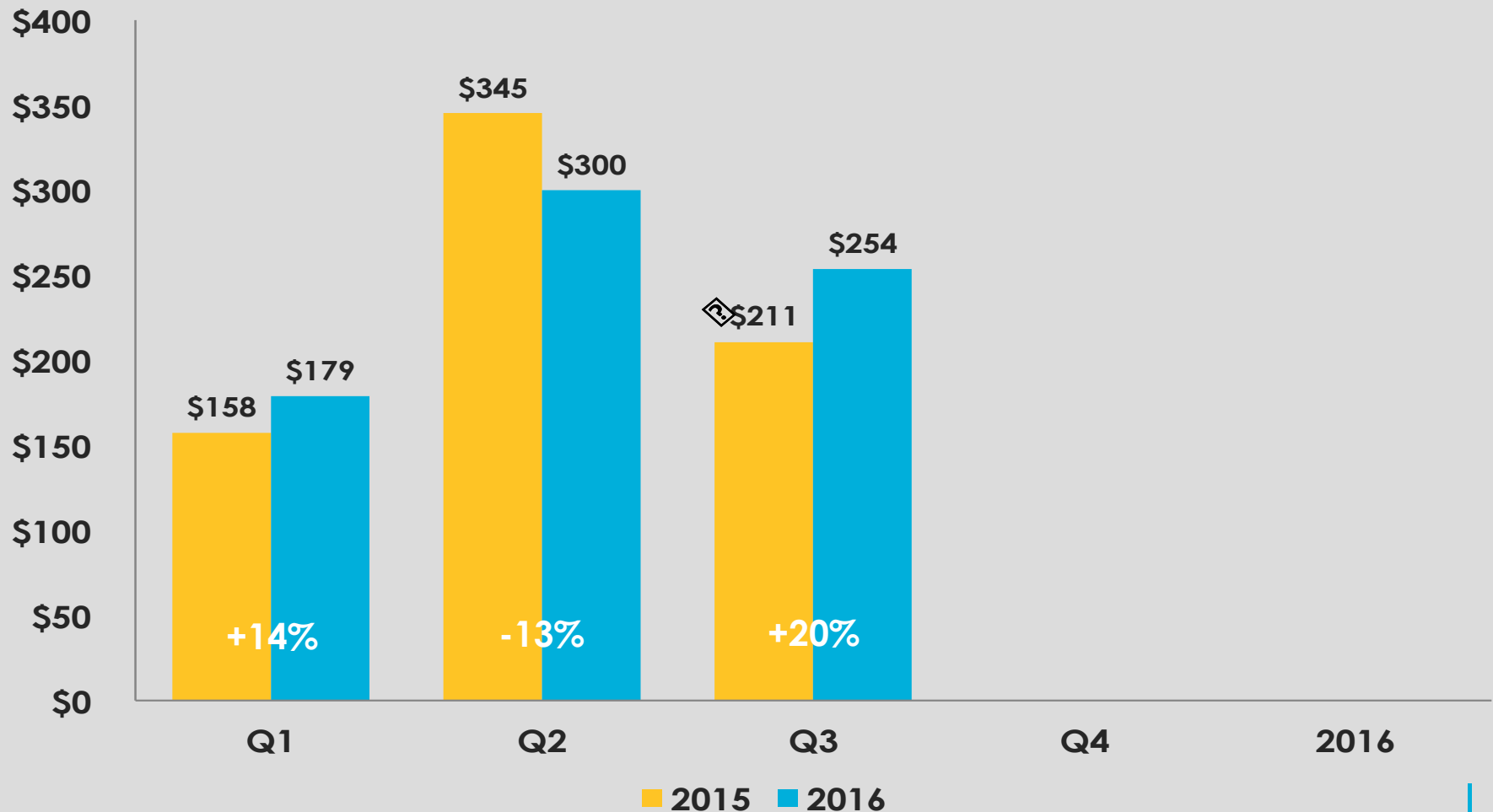


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. DOLLARS PER STORE PER WEEK



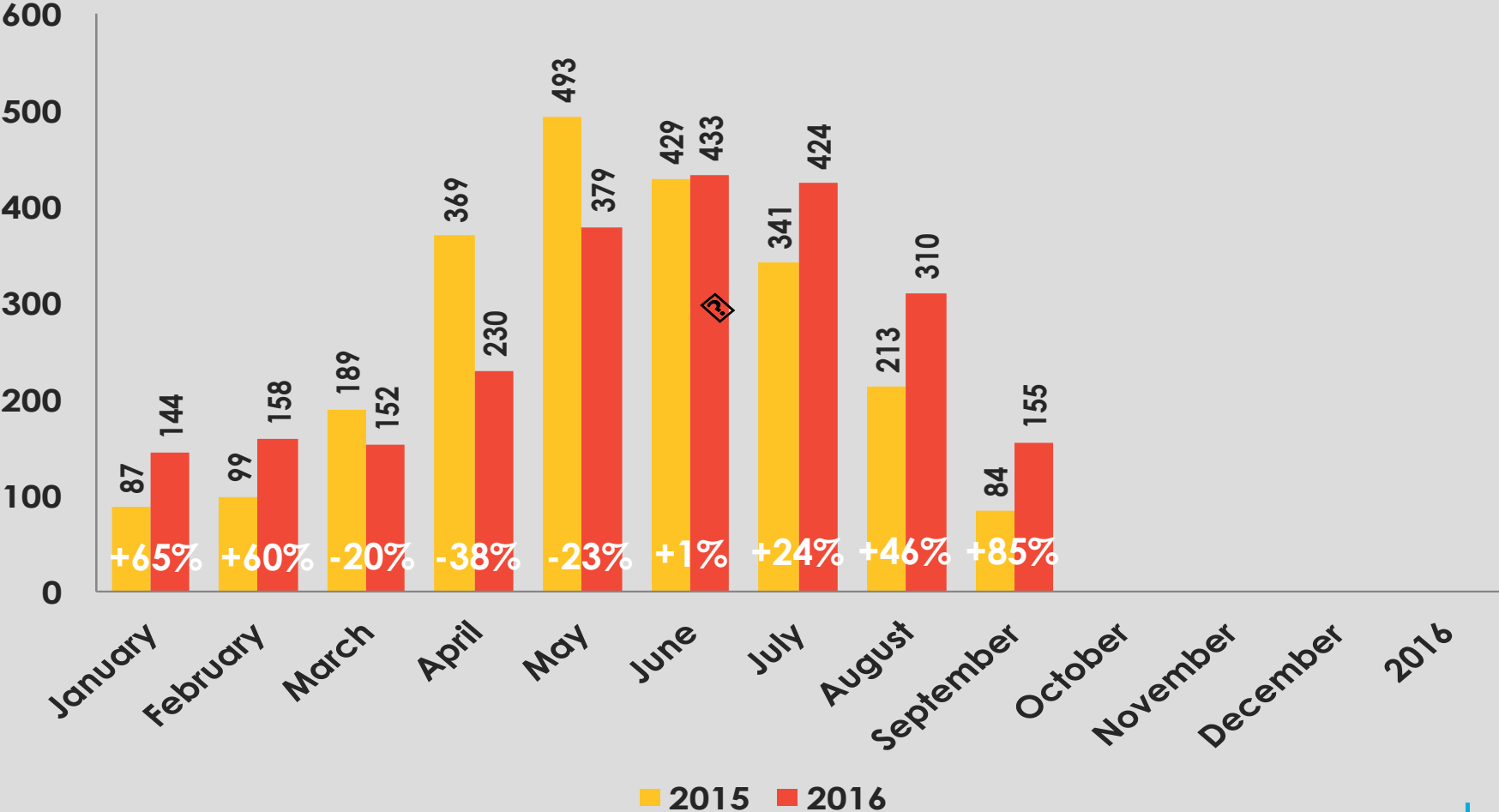
Mango Average Dollars Per Store Per Week
Total U.S., Whole, Quarterly



MANGO AVG. VOLUME PER STORE PER WEEK



Mango Average Volume Per Store Per Week
Total U.S., Whole, Monthly

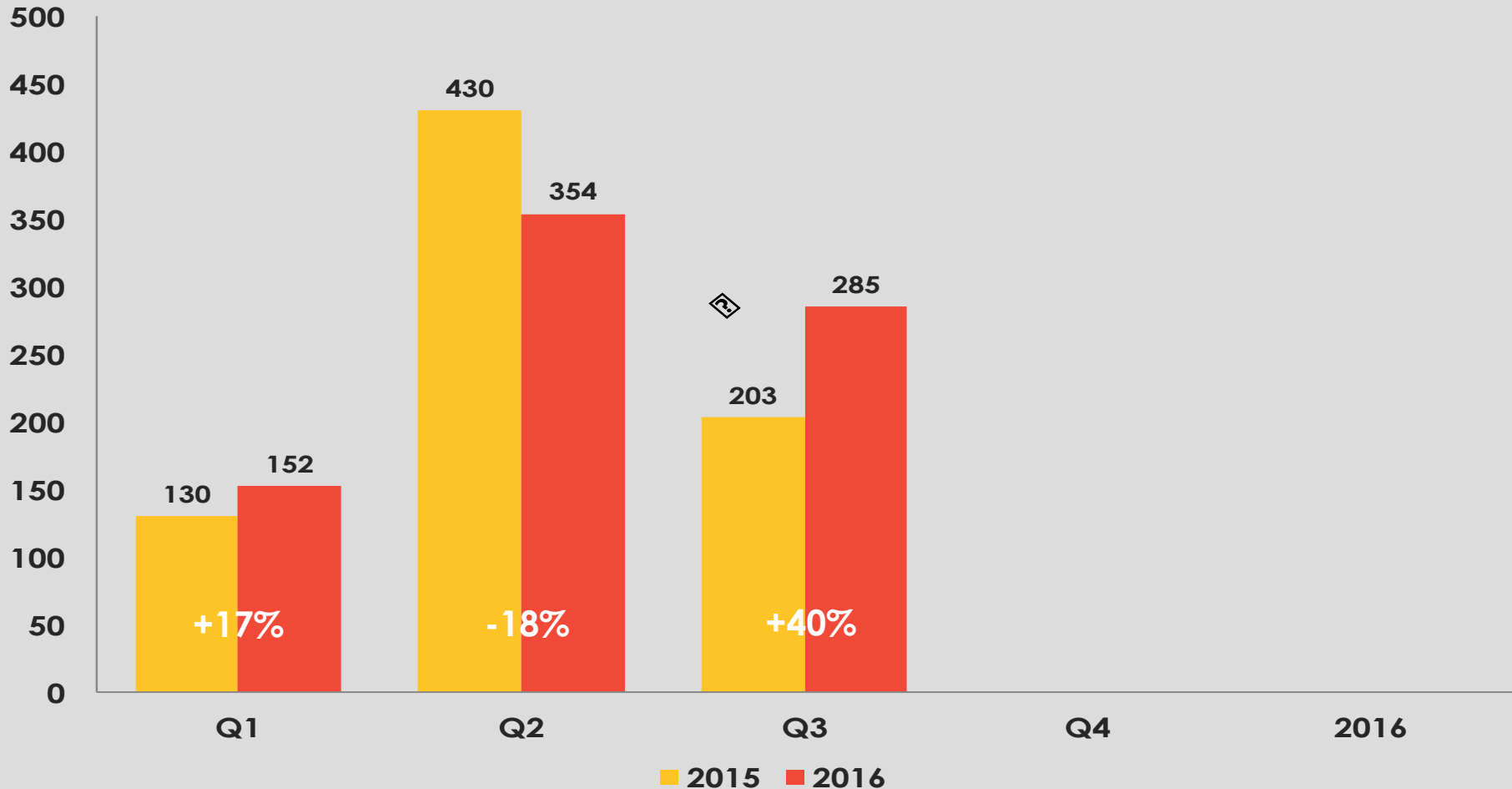


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. VOLUME PER STORE PER WEEK



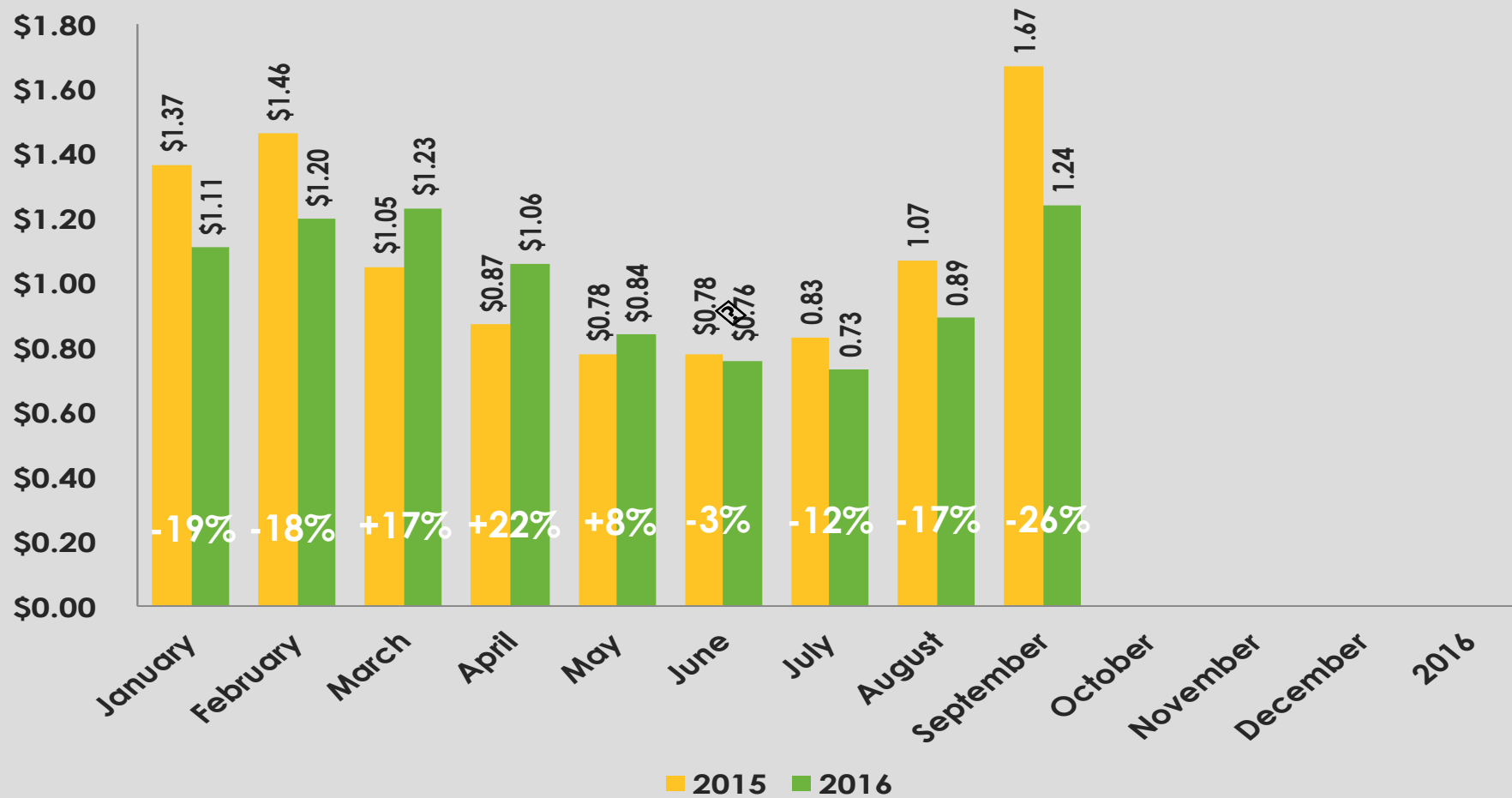
Mango Average Volume Per Store Per Week
Total U.S., Whole, Quarterly





MANGO AVG. RETAIL PRICE

Mango Average Retail Price
Total U.S., Whole, Monthly

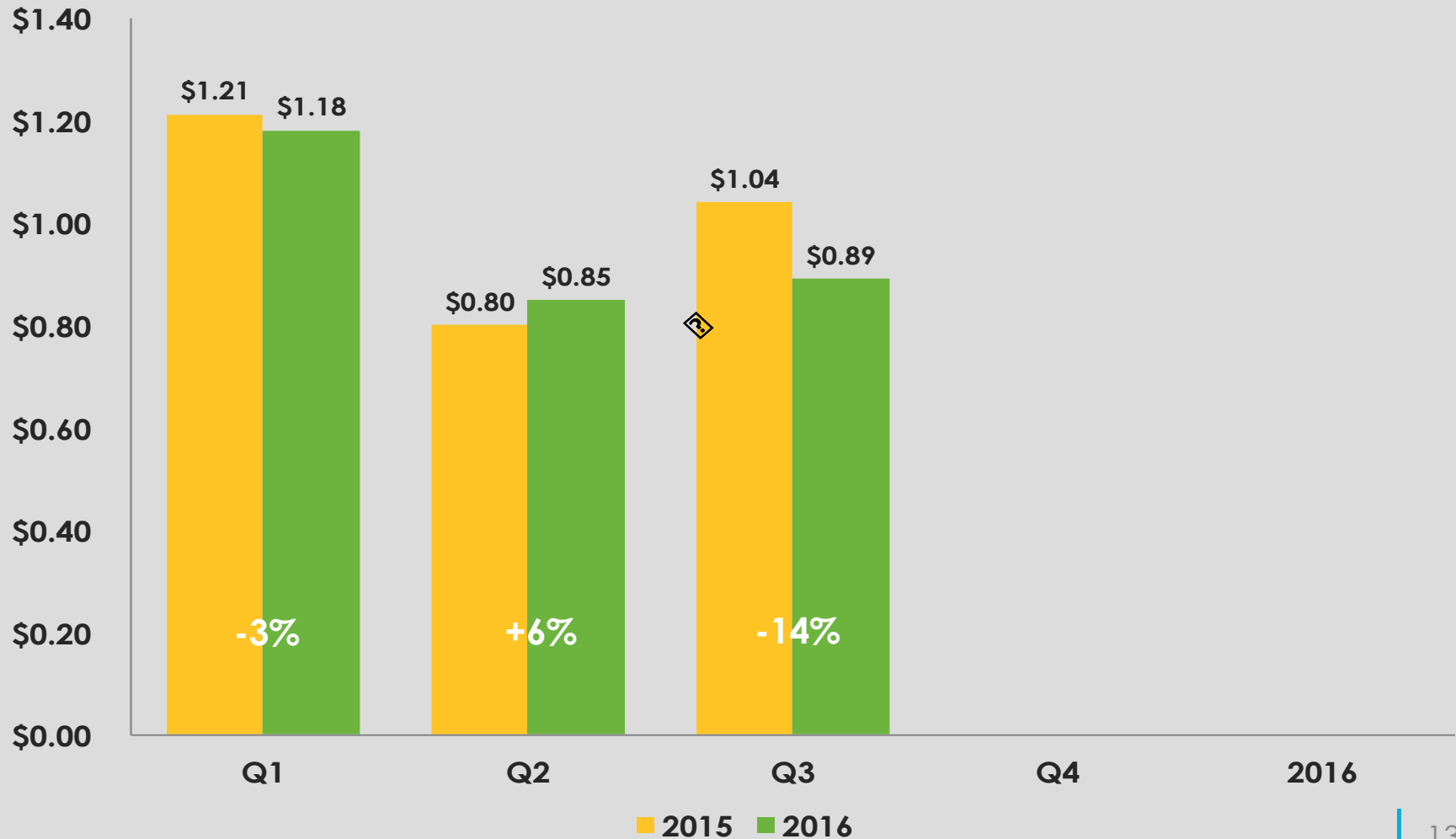


Source: Nielsen Perishables Group FreshFacts®



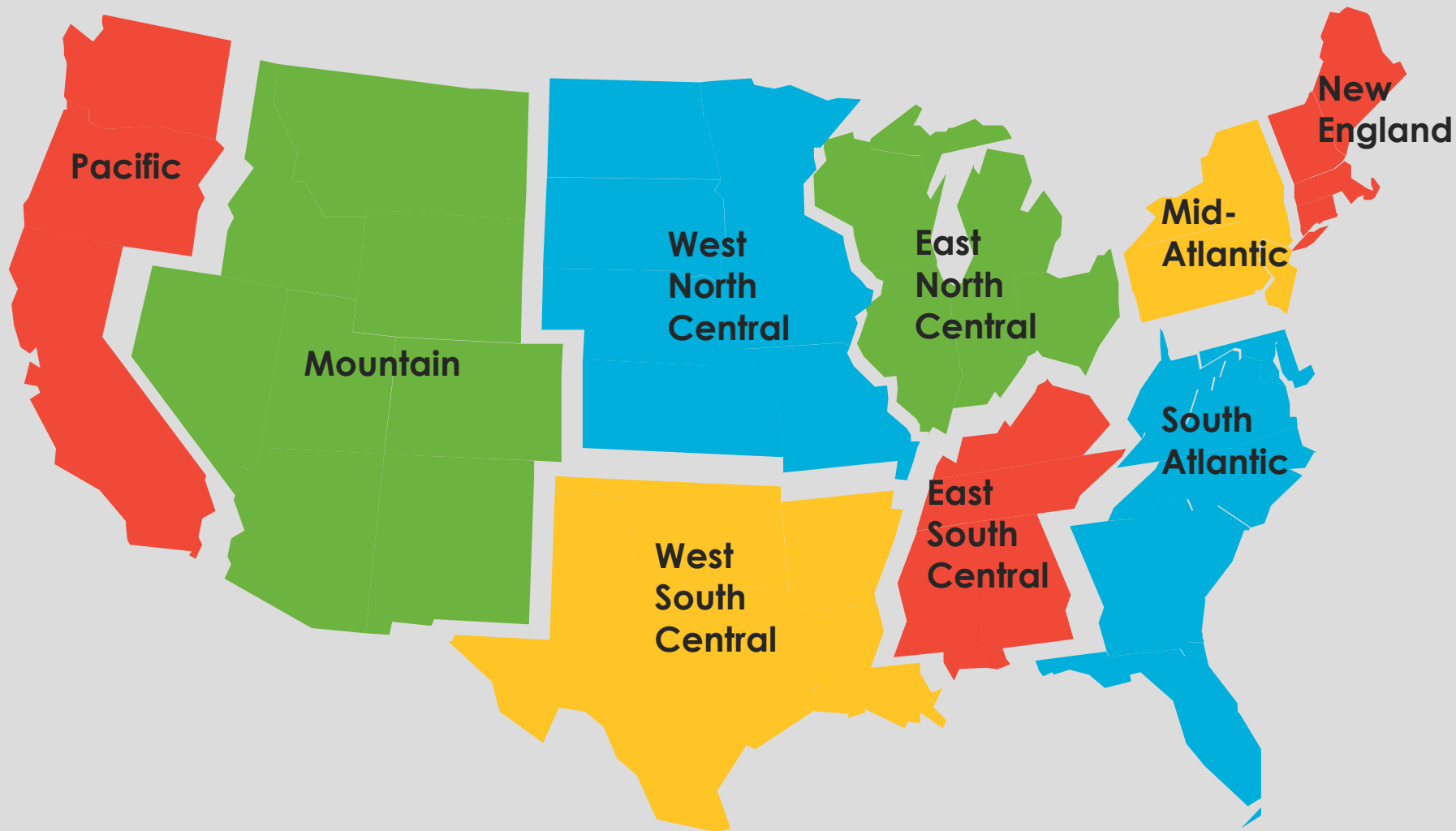
MANGO AVG. RETAIL PRICE

Mango Average Retail Price
Total U.S., Whole, Quarterly



Source: Nielsen Perishables Group FreshFacts®

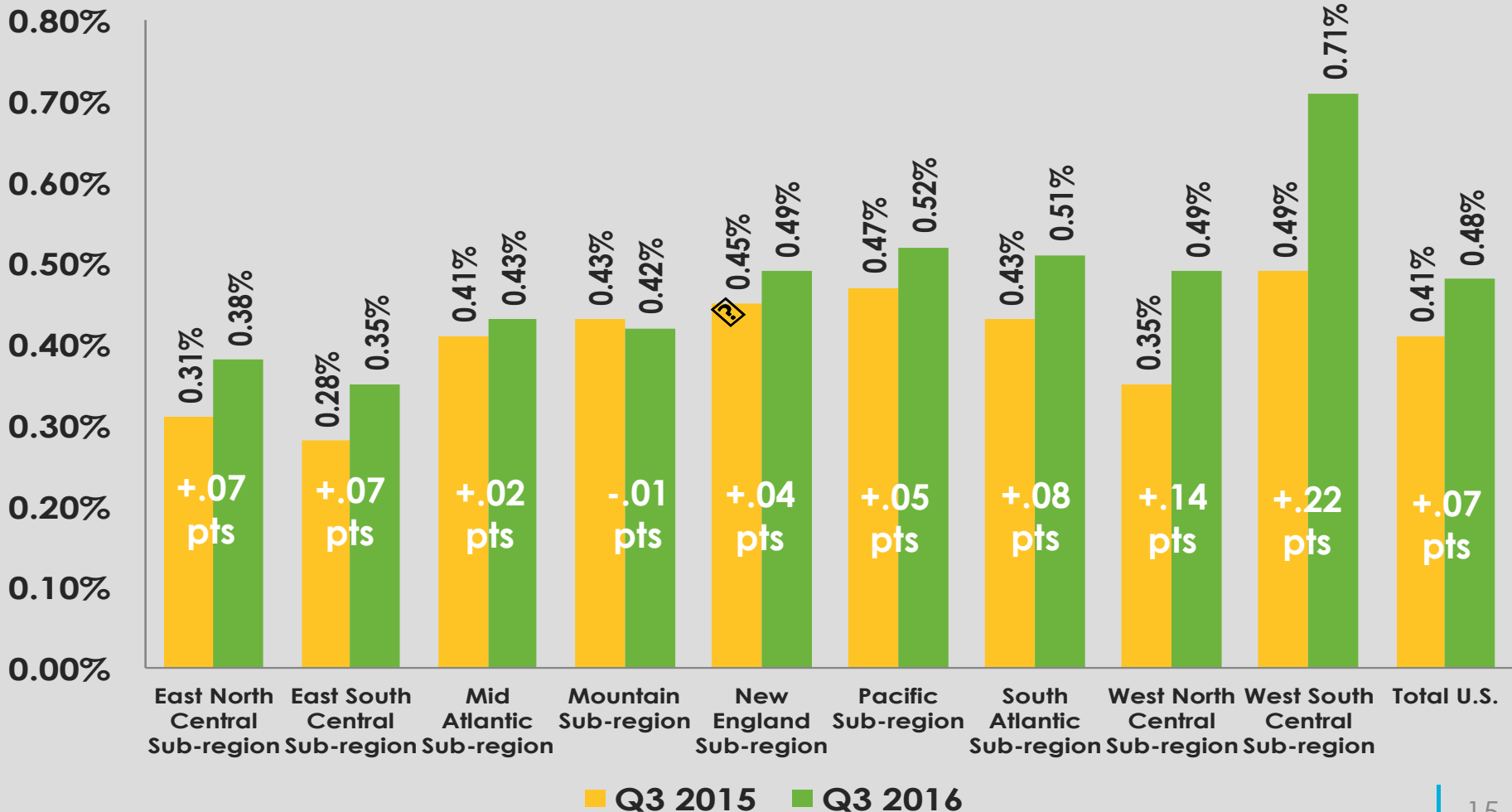
MAP OF SUB-REGIONS



MANGO CONTRIBUTION TO DEPT. SALES BY SUB-REGION



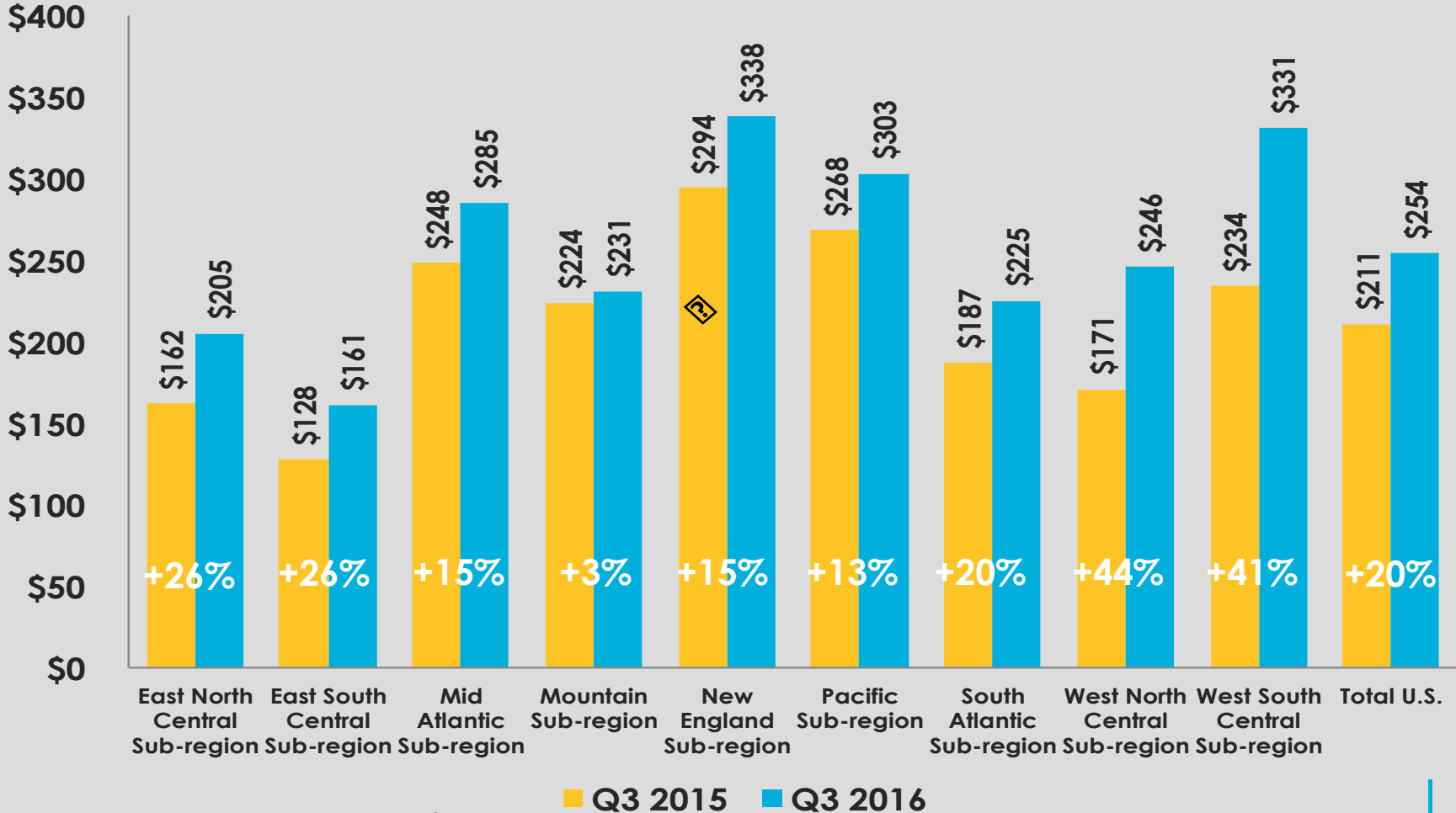
Mango Contribution to Produce Department Sales By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. SALES PER STORE PER WEEK BY SUB-REGION

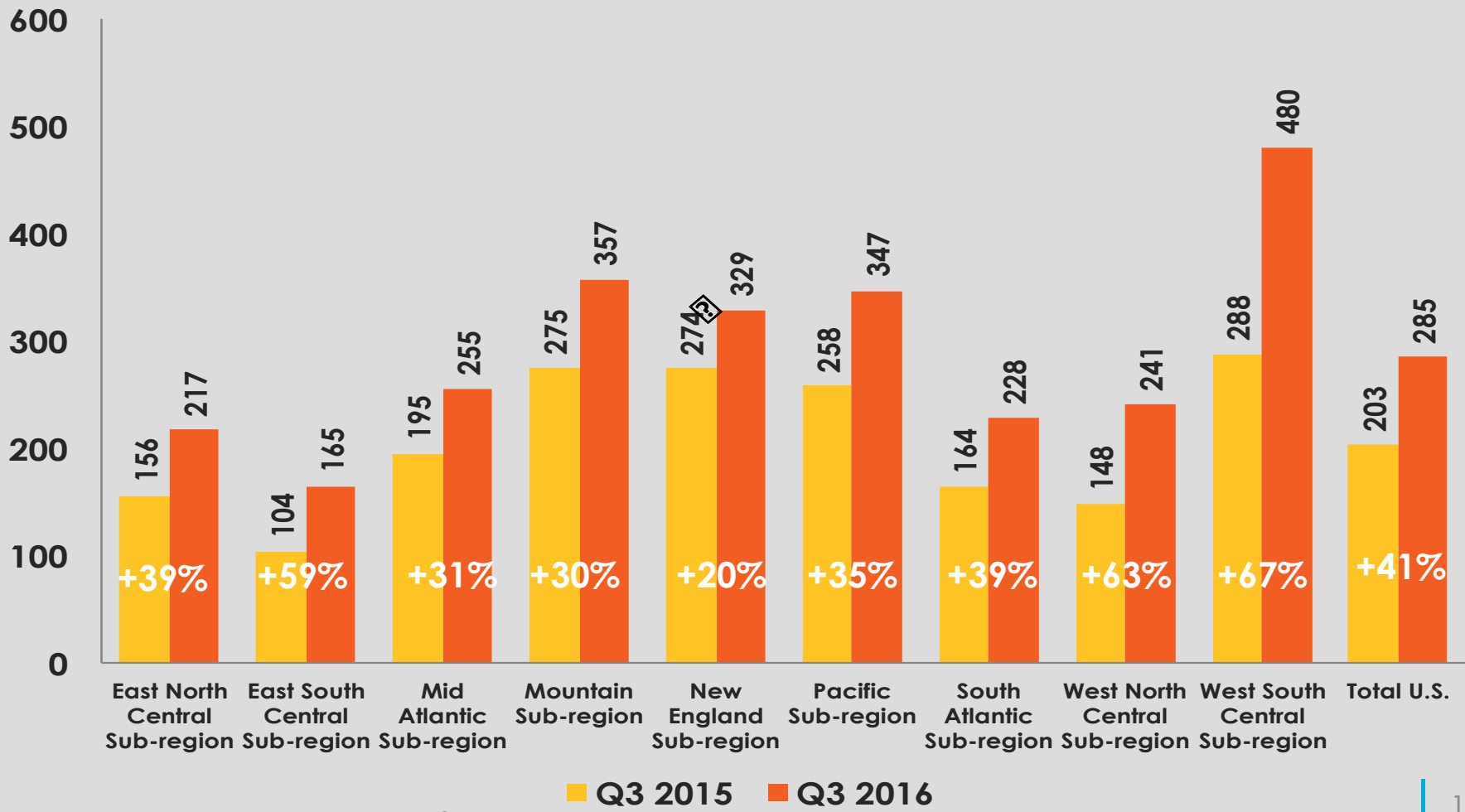
Mango Average Sales Per Store Per Week
By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. VOLUME PER STORE PER WEEK BY SUB-REGION

Mango Average Volume Per Store Per Week By Sub-Region, Whole Mangos

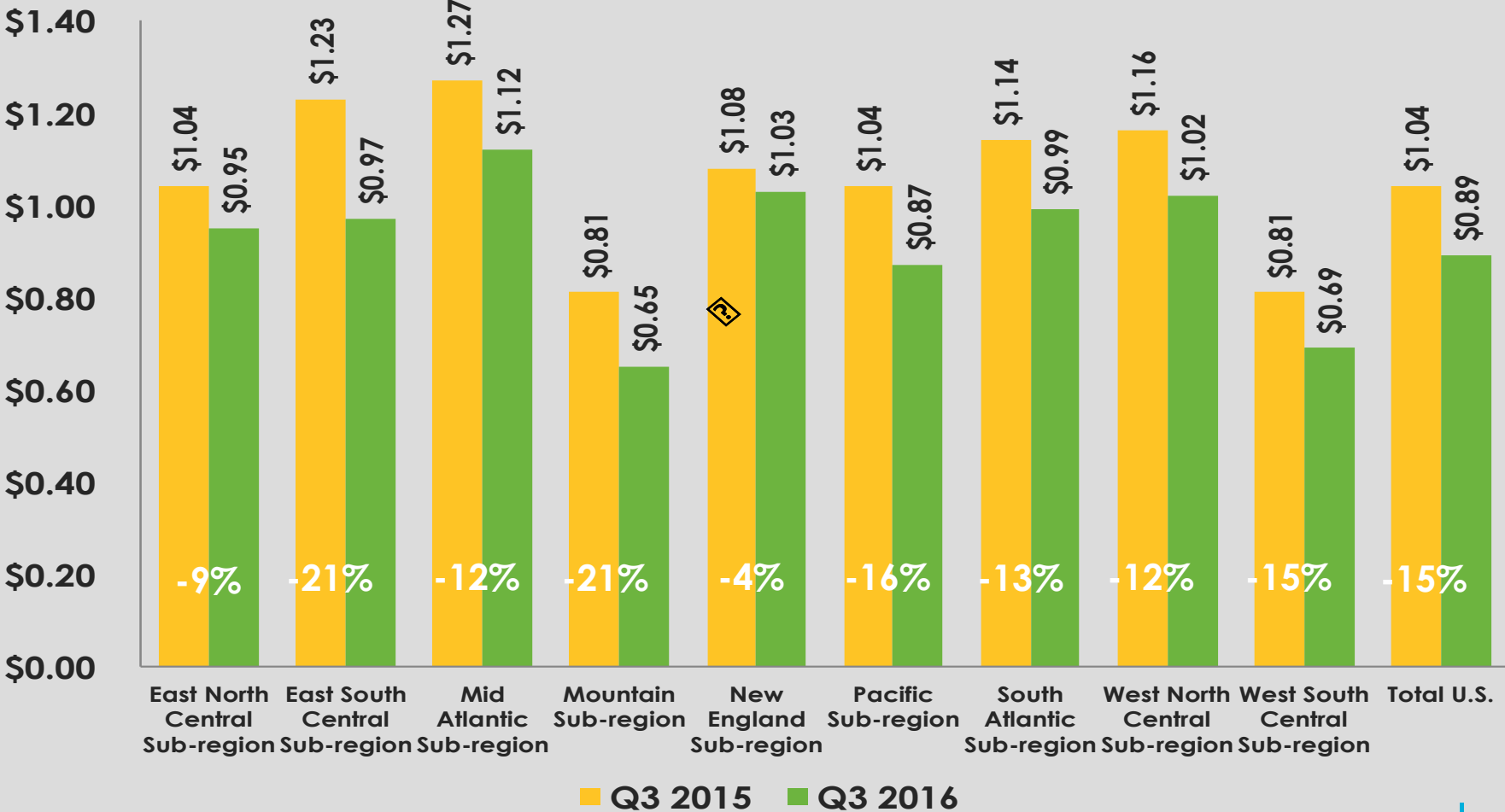


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. RETAIL PRICE BY SUB-REGION



Mango Average Retail Price By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®



AD TRACKING DATA

Q3 2016

AD TRACKING METHODOLOGY



- Data is pulled from the USDA-AMS Market News portal retail report
- The USDA Retail Report is based on a weekly survey of 500 retailers comprising more than 29,000 individual stores with online weekly advertised features
- The information represents advertised prices at major retail supermarket outlets
- Ad frequency follows a seasonal curve and responds to market and volume variations
- Usually, when we see a big difference in the year to year ad frequency trend, it can be related directly to mango volume and price at that time
- Advertising decisions are made weeks or even months in advance, so good crop information is critical



EXECUTIVE SUMMARY

- All comparisons are to the same period in prior year
- 11% increase in stores on ad in July 2016
- 62% increase in stores on ad in August 2016
- 54% increase in stores on ad in September 2016
- 30% increase in stores on ad for Q3 2016
- 1% decrease in stores on ad for January to October 2016
- Increases and decreases were consistent with the general trends in mango supply



JULY 2016 WEEKLY ADS

Week Ending	Organic Y/N	Unit	2015 Number of Stores on Ad	2015 Average Weighted Ad Price	2016 Number of Stores on Ad	2016 Average Weighted Ad Price	Store Count % Change	Ad Price % Change
7/8/16		each	8,980	\$0.92	9,420	\$0.87	5%	-5%
7/8/16		per pound			27	\$2.99		
7/8/16	Y	each	976	\$1.46	899	\$1.33	-8%	-9%
7/15/16		each	7,237	\$0.88	9,153	\$0.73	26%	-17%
7/15/16	Y	each	1,265	\$1.44	1,163	\$1.31	-8%	-9%
7/22/16		each	8,242	\$0.96	8,662	\$0.86	5%	-10%
7/22/16		per pound	14	\$0.99	106	\$1.81	657%	83%
7/22/16	Y	each	1,416	\$1.43	2,336	\$1.40	65%	-2%
7/29/16		each	6,683	\$0.90	6,809	\$0.84	2%	-7%
7/29/16		per pound	64	\$2.05	43	\$2.06	-33%	0%
7/29/16	Y	each	535	\$1.47	702	\$1.37	31%	-7%
Totals	All	All	35,412		39,320		11%	



AUGUST 2016 WEEKLY ADS

Week Ending	Organic Y/N	Unit	2015 Number of Stores on Ad	2015 Average Ad Price	2016 Number of Stores on Ad	2016 Average Ad Price	Store Count % Change	Ad Price % Change
8/5/16		each	4,233	1.03	7,683	0.9	82%	-13%
8/5/16		per pound	66	1.05	52	2.07	-21%	97%
8/5/16	Y	each	538	1.42	616	1.37	14%	-4%
8/12/16		each	5,280	1.08	5,385	0.96	2%	-11%
8/12/16		per pound			27	2.99		
8/12/16	Y	Each	356	1.61	841	1.25	136%	-22%
8/19/16		Each	2,245	1.07	5,575	0.97	148%	-9%
8/19/16		per pound	24	1.99	20	0.79	-17%	-60%
8/19/16	Y	Each	147	2.04	453	1.41	208%	-31%
8/19/16	Y	per pound			27	2.99		
8/26/16		each	1,905	1.12	3,666	1.08	92%	-4%
8/26/16	Y	each	510	2.04	508	1.96	0%	-4%
Totals	All	All	15,304		24,853		62%	

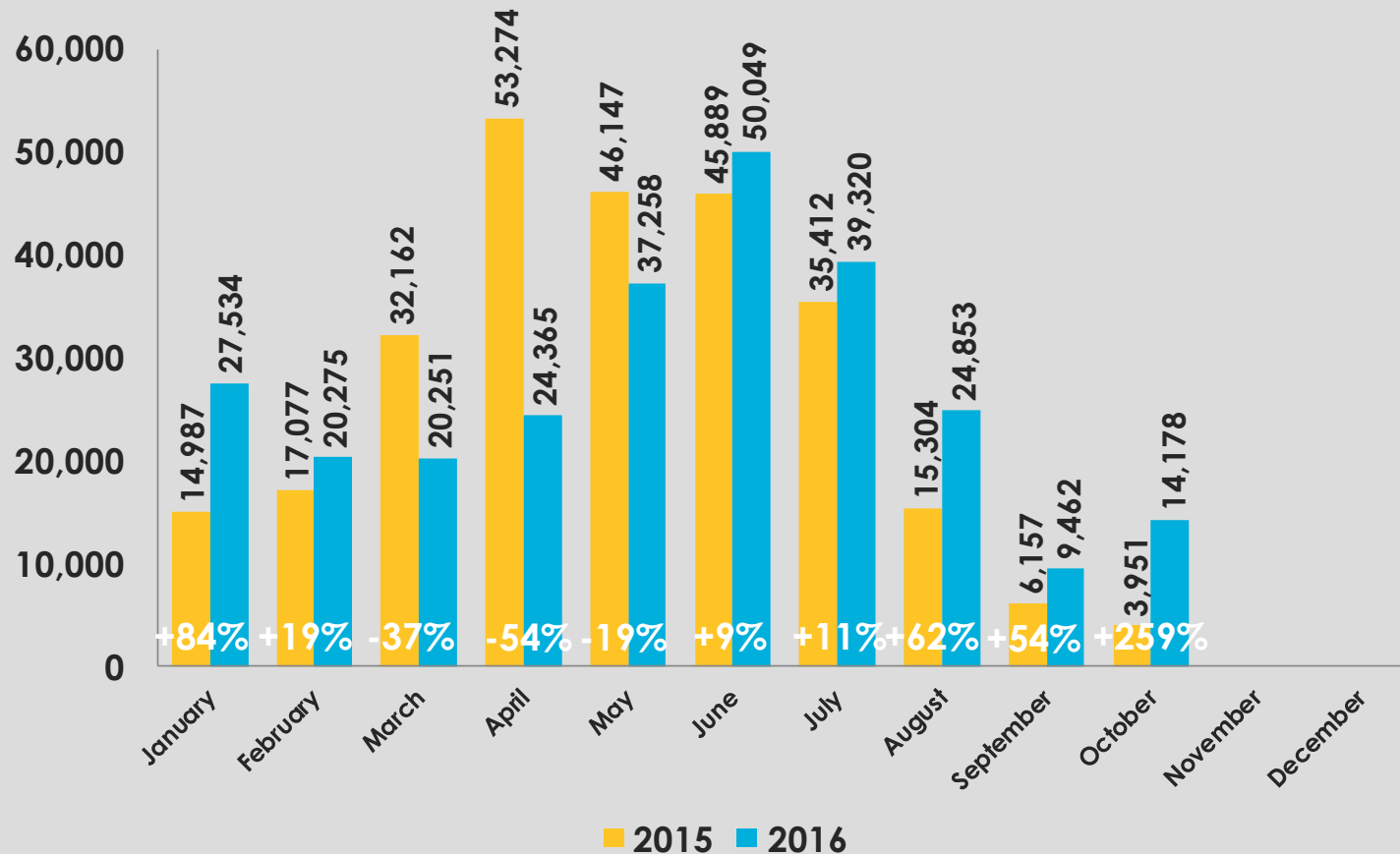
SEPTEMBER 2016 WEEKLY ADS



Week Ending	Organic Y/N	Unit	2015 Number of Stores on Ad	2015 Average Ad Price	2016 Number of Stores on Ad	2016 Average Ad Price	Store Count % Change	Ad Price % Change
9/2/16		each	1,669	1.2	2,300	1.08	38%	-10%
9/2/16		per pound			27	3.49		
9/2/16	Y	each	61	2.99	53	1.73	-13%	-42%
9/9/16		each	2,087	1.65	996	1.25	-52%	-24%
9/9/16		per pound			27	2.99		
9/9/16	Y	each	210	2.99	141	2.15	-33%	-28%
9/16/16		each	748	1.11	1,215	1.17	62%	5%
9/16/16	Y	each	17	2	35	2.51	106%	26%
9/23/16		each	891	1.12	1,766	1.1	98%	-2%
9/23/16		per pound			47	2.51		
9/23/16	Y	each	42	3.27	9	1.99	-79%	-39%
9/30/16		each	295	1.31	2,833	1.06	860%	-19%
9/30/16	Y	each	137	2.99	13	2.08	-91%	-30%
Totals	All	All	6,157		9,462		54%	

2016 MONTHLY NUMBER OF STORES ON AD

2016 Monthly Number of Stores on Mango Ad



267,545 stores on ad through October in 2016 compared to 270,360 on ad during this period in 2015, which is a 1% decrease

