



MANGO PERFORMANCE

Retail Scanner Data and Ad
Tracking Trends

Q4 2016



RETAIL SCANNER DATA

Q4 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



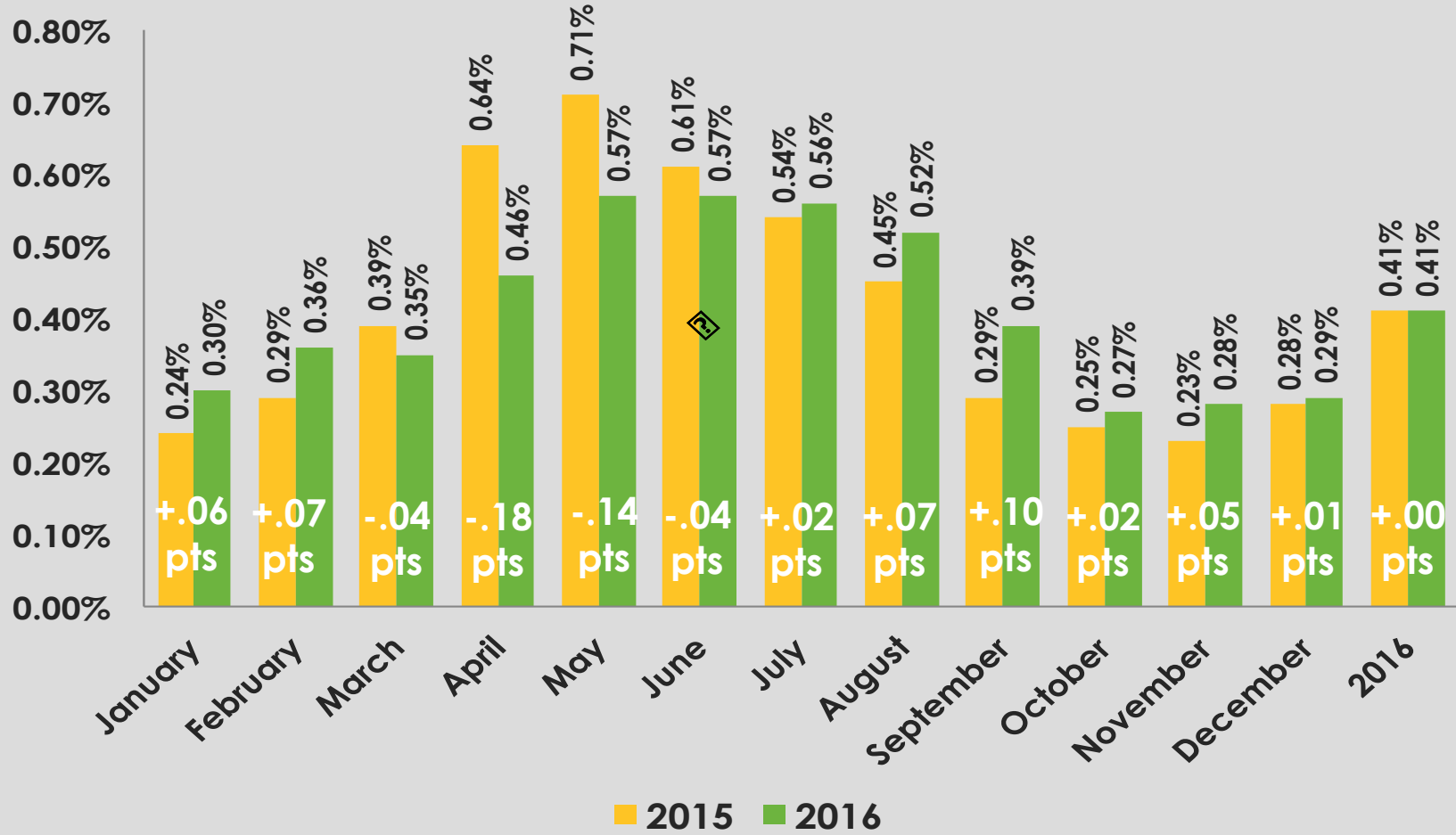
EXECUTIVE SUMMARY

- Consistent supplies contributed to strong Q4 results
 - 30% increase in volume per store per week for all of Q4
 - 51% increase in volume per store per week in October 2016
 - 57% increase in volume per store per week in November 2016
 - 5% increase in volume per store per week in December 2016
 - 7% increase in volume per store per week for all of 2016
 - Average retail price decreased 15% in Q4
- Regional highlights
 - Volume per store per week increased in all 9 sub-regions in Q4
 - Largest Q4 increases were observed in the New England (+66%), Mid Atlantic (+45%), East North Central (+40%) and Mountain (+39%) sub-regions
 - All comparisons are to the same period on the prior year

MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



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

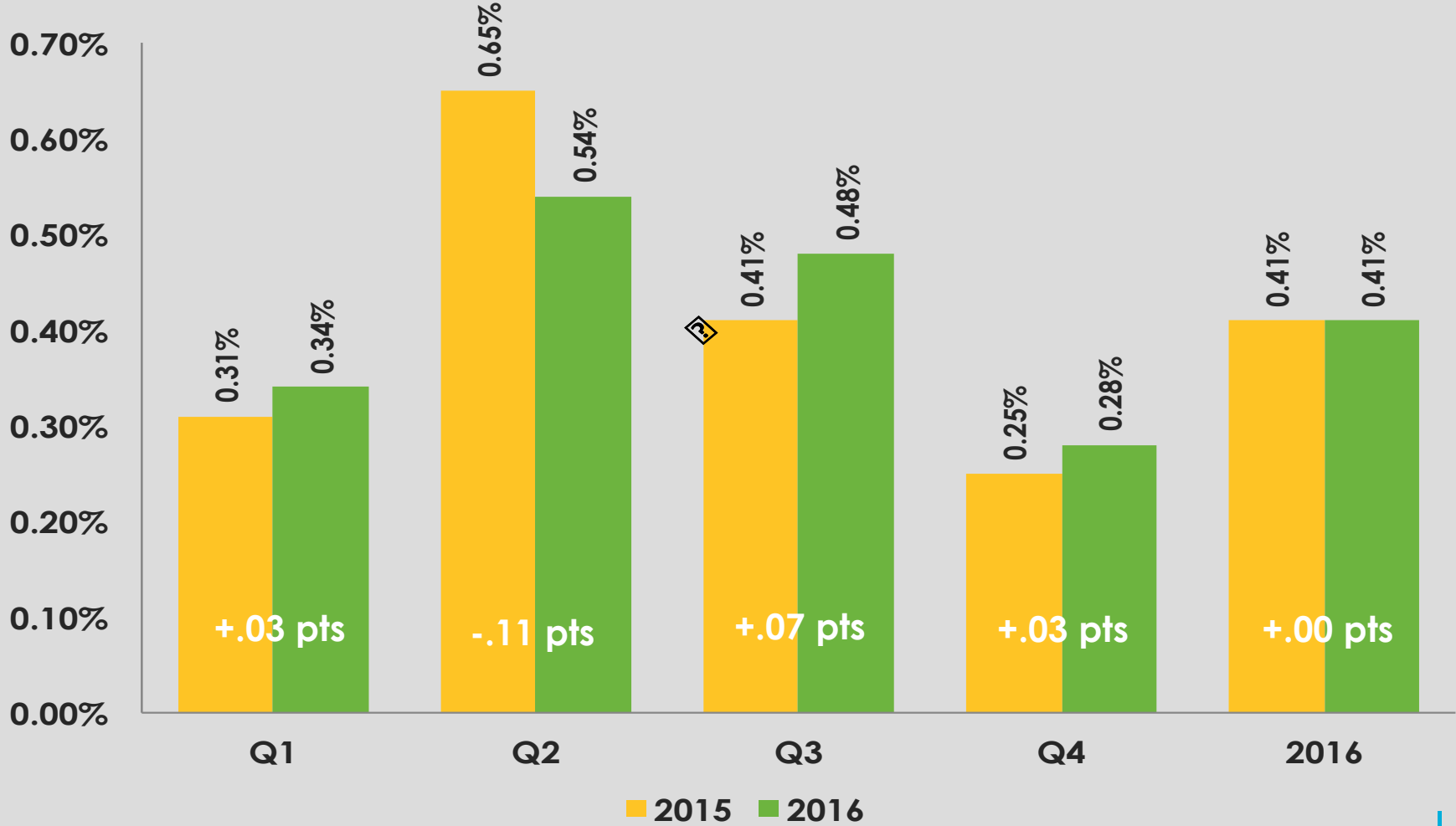


Source: Nielsen Perishables Group FreshFacts®

MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



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

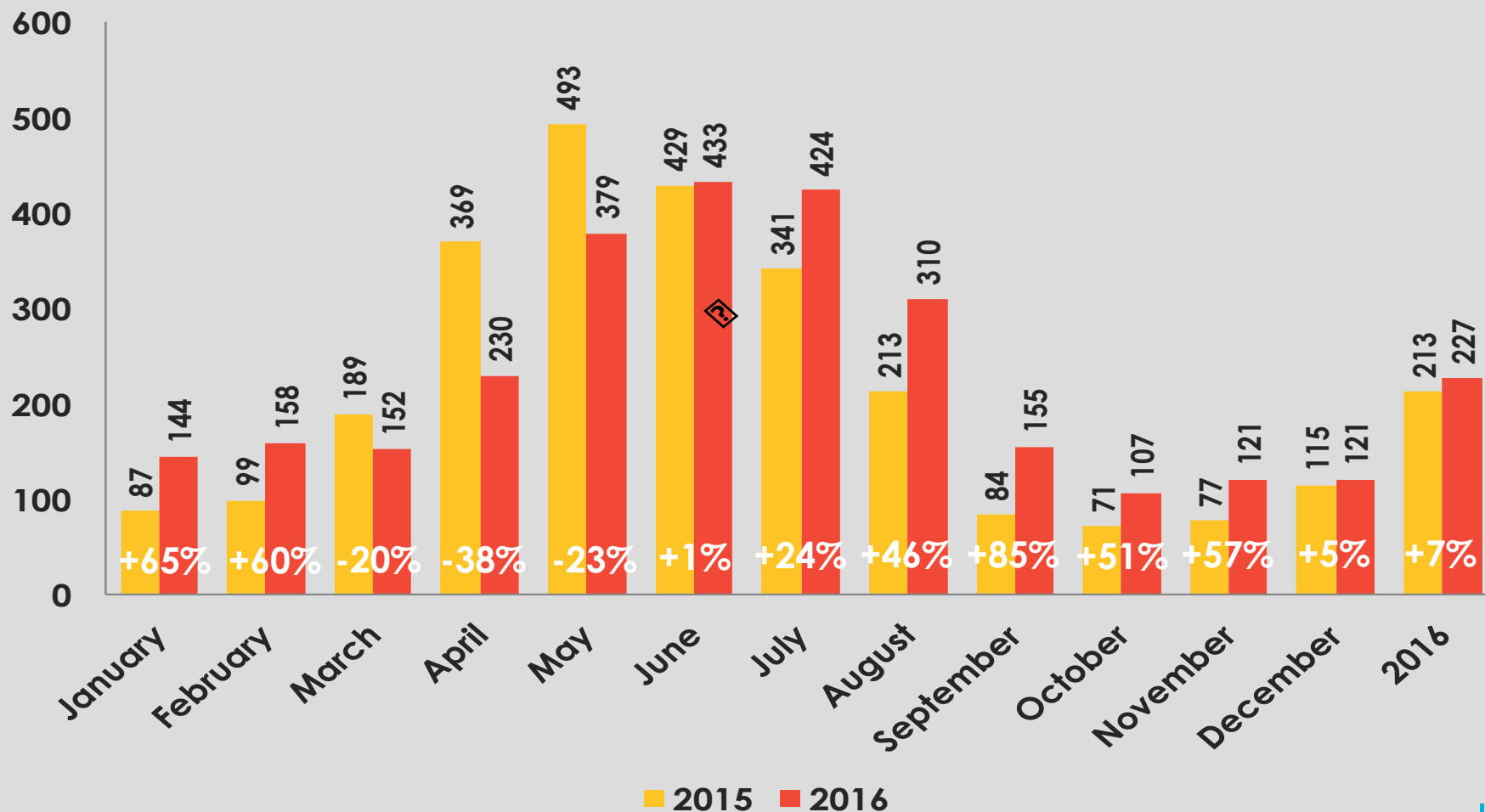


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. VOLUME PER STORE PER WEEK



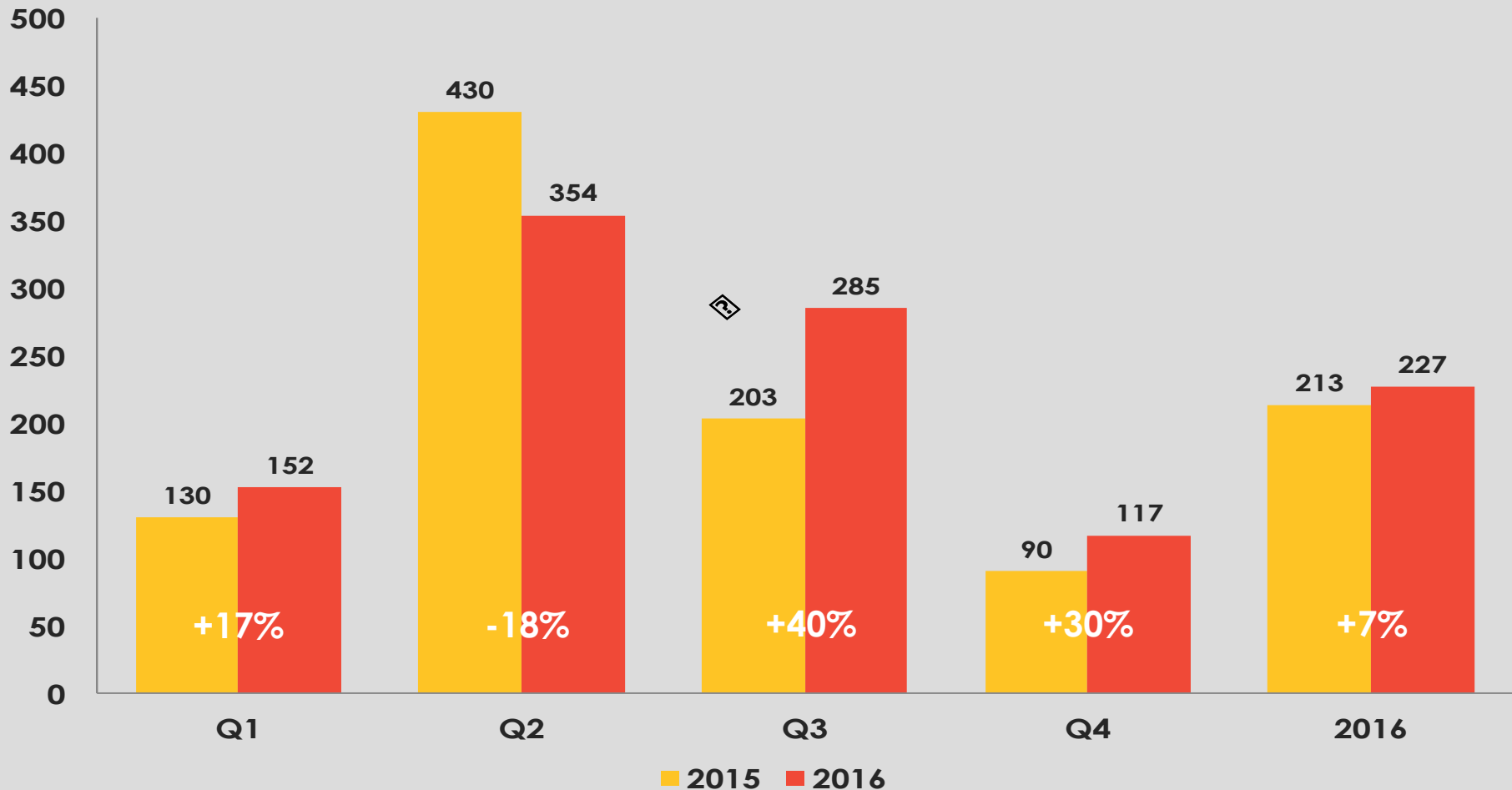
Mango Average Volume Per Store Per Week
Total U.S., Whole, Monthly



MANGO AVG. VOLUME PER STORE PER WEEK



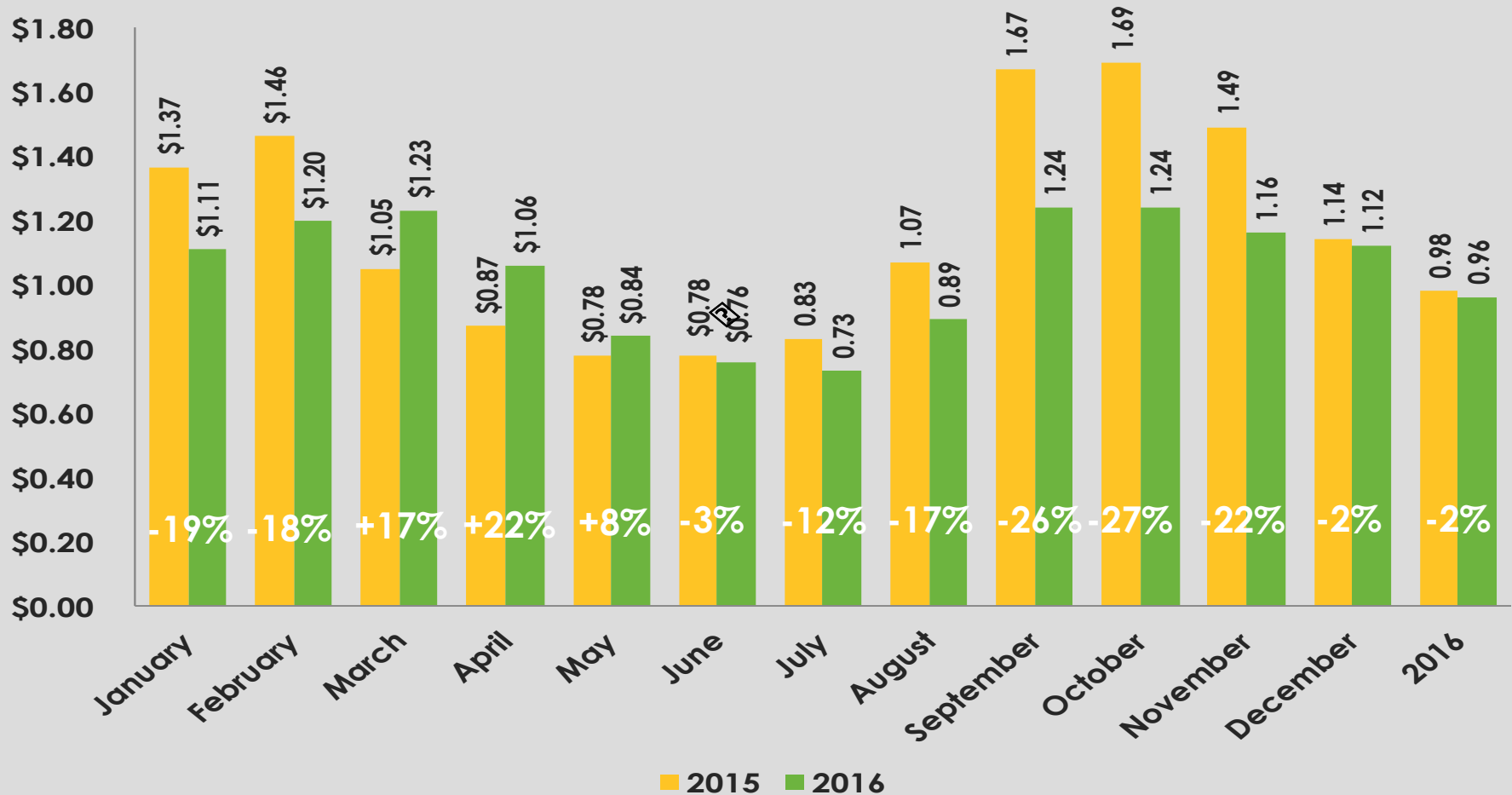
Mango Average Volume Per Store Per Week
Total U.S., Whole, Quarterly





MANGO AVG. RETAIL PRICE

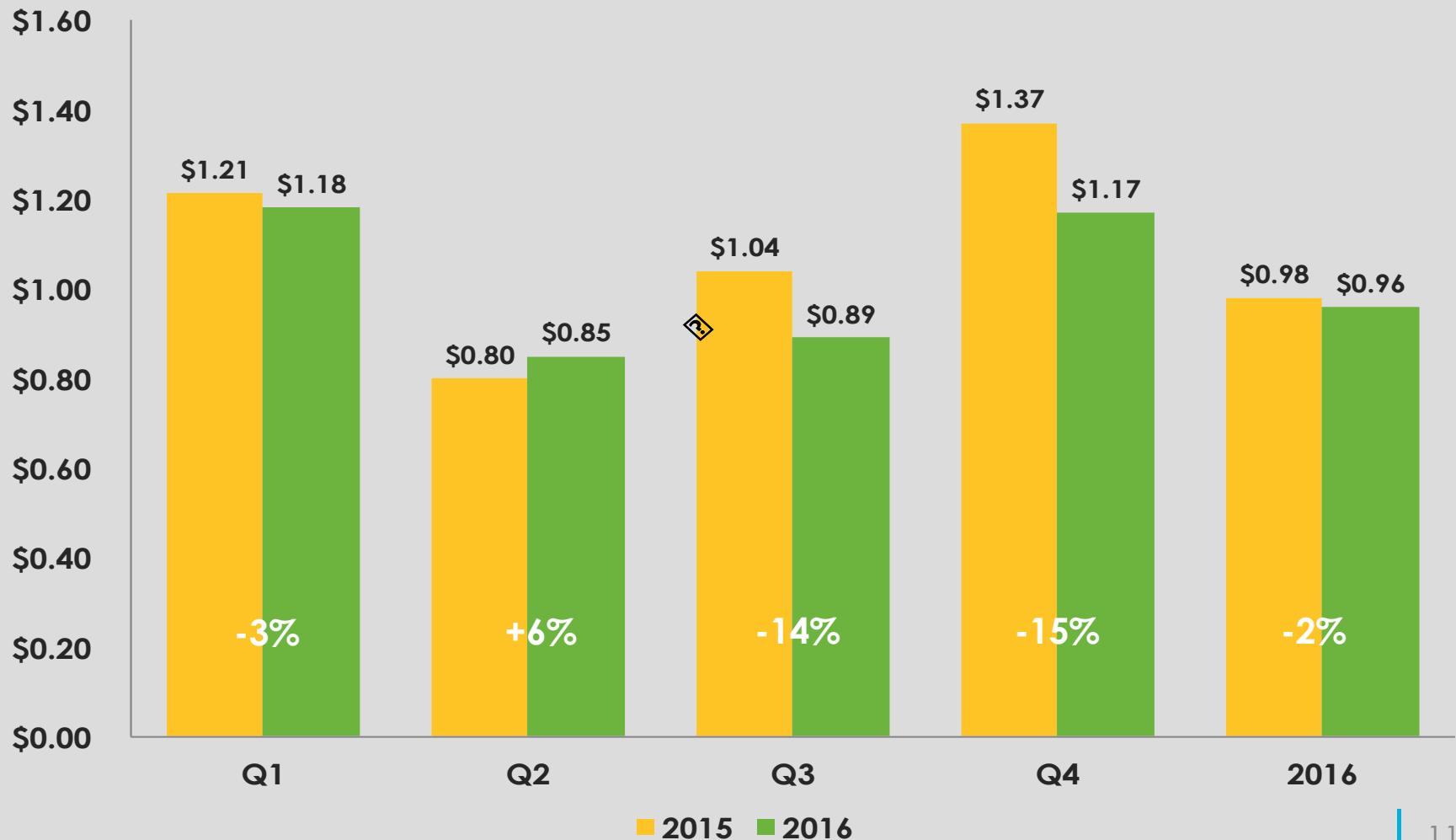
Mango Average Retail Price
Total U.S., Whole, Monthly





MANGO AVG. RETAIL PRICE

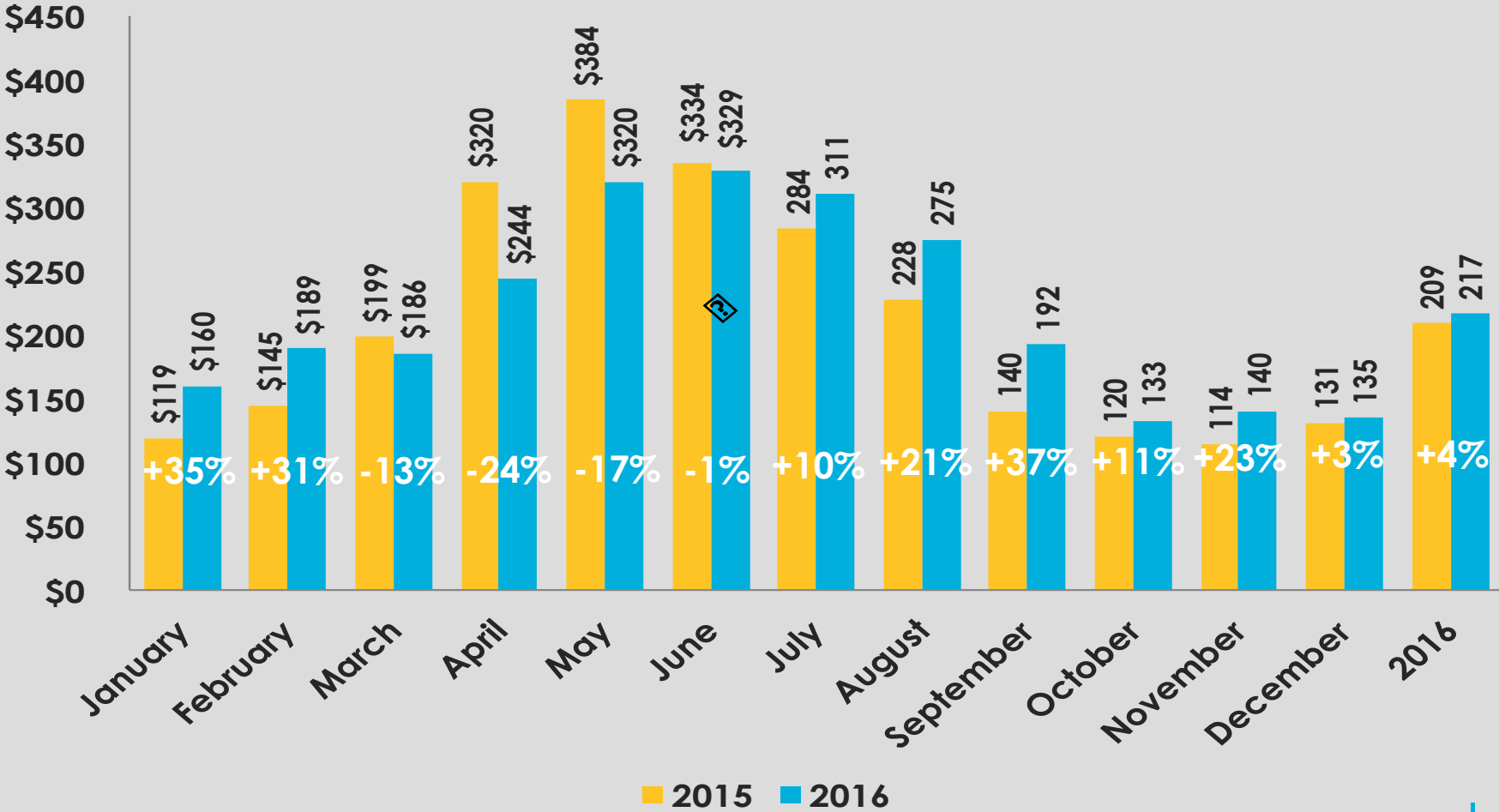
Mango Average Retail Price
Total U.S., Whole, Quarterly



MANGO AVG. DOLLARS PER STORE PER WEEK



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

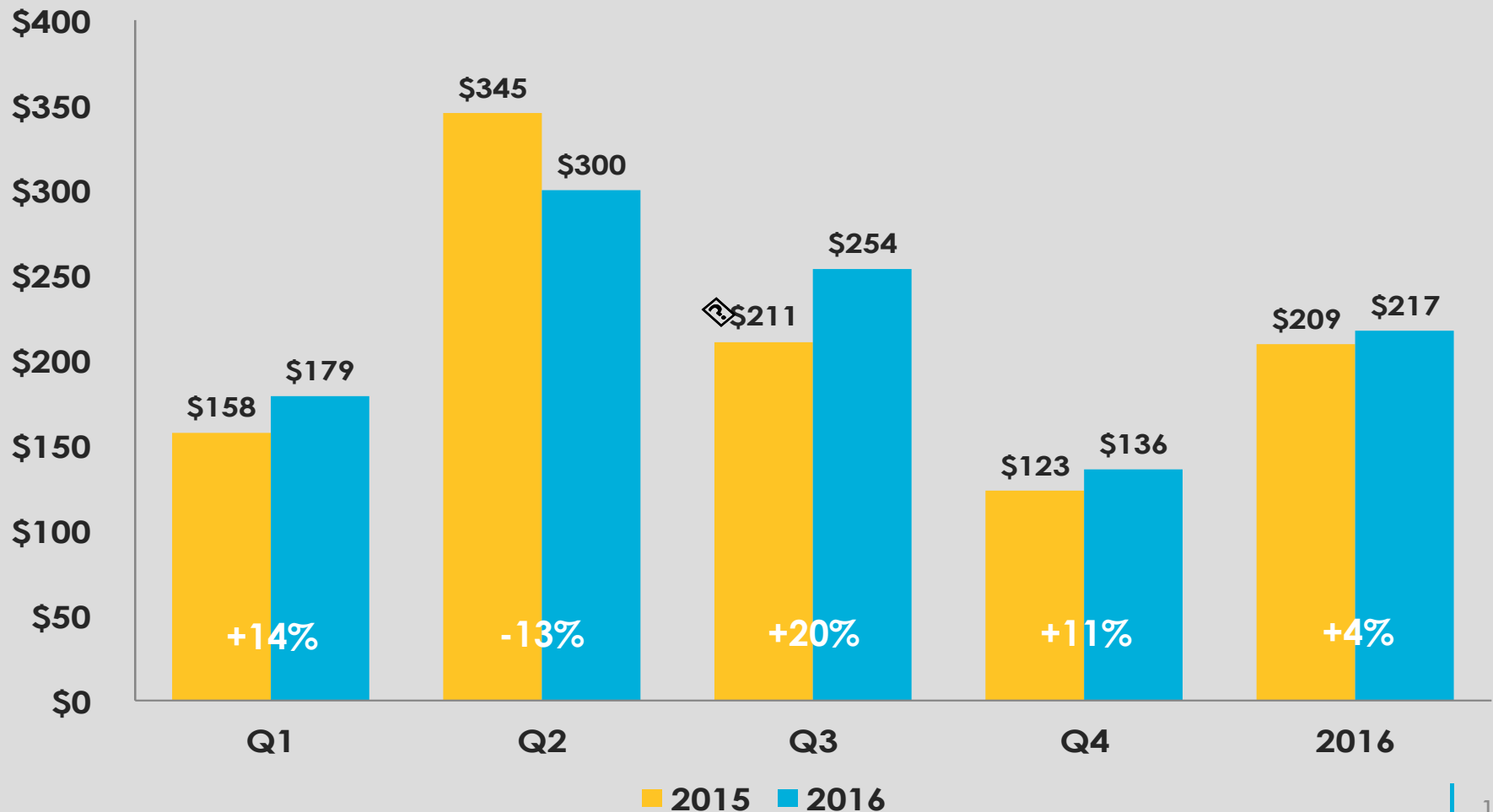


Source: Nielsen Perishables Group FreshFacts®

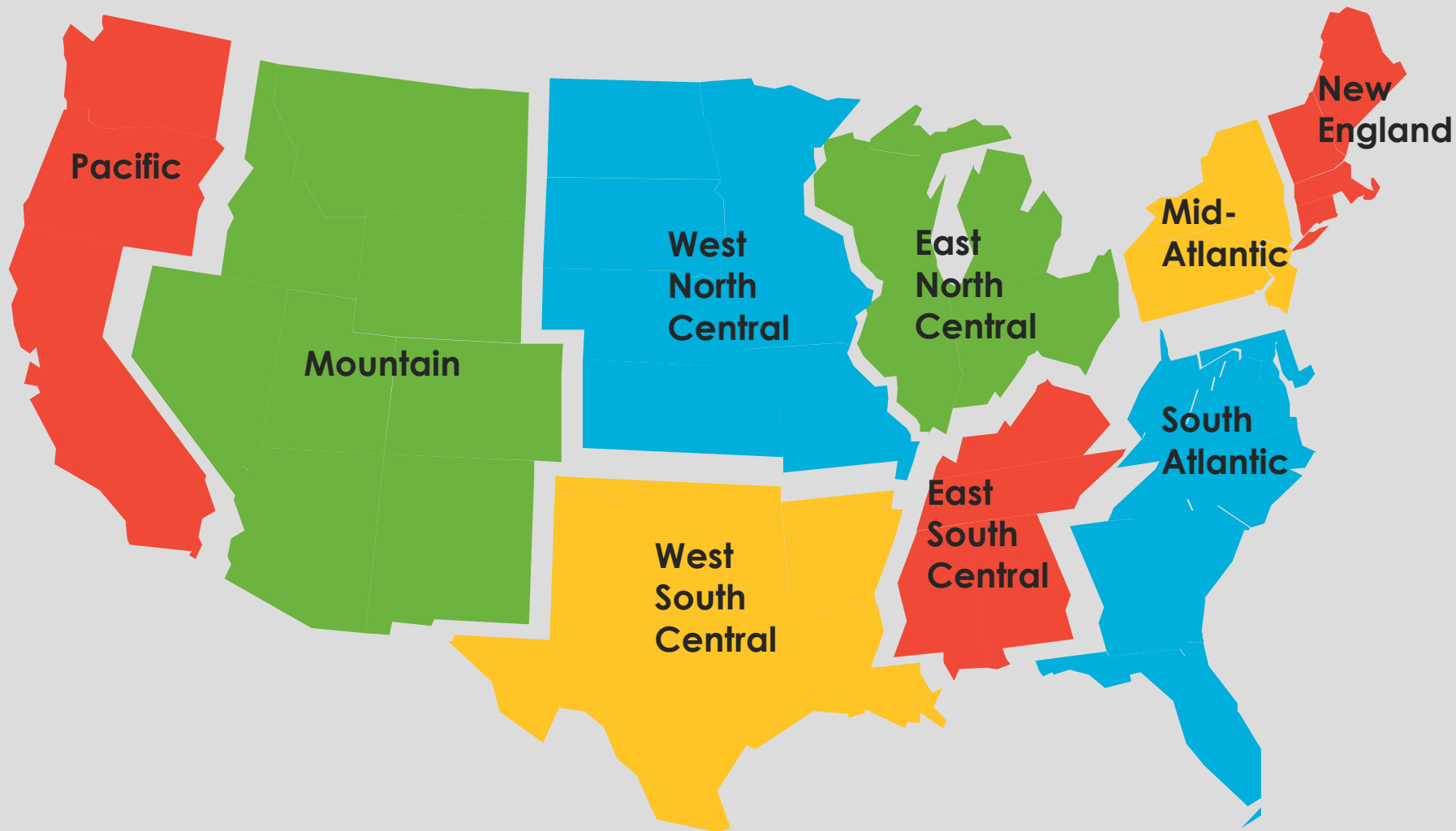
MANGO AVG. DOLLARS PER STORE PER WEEK



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



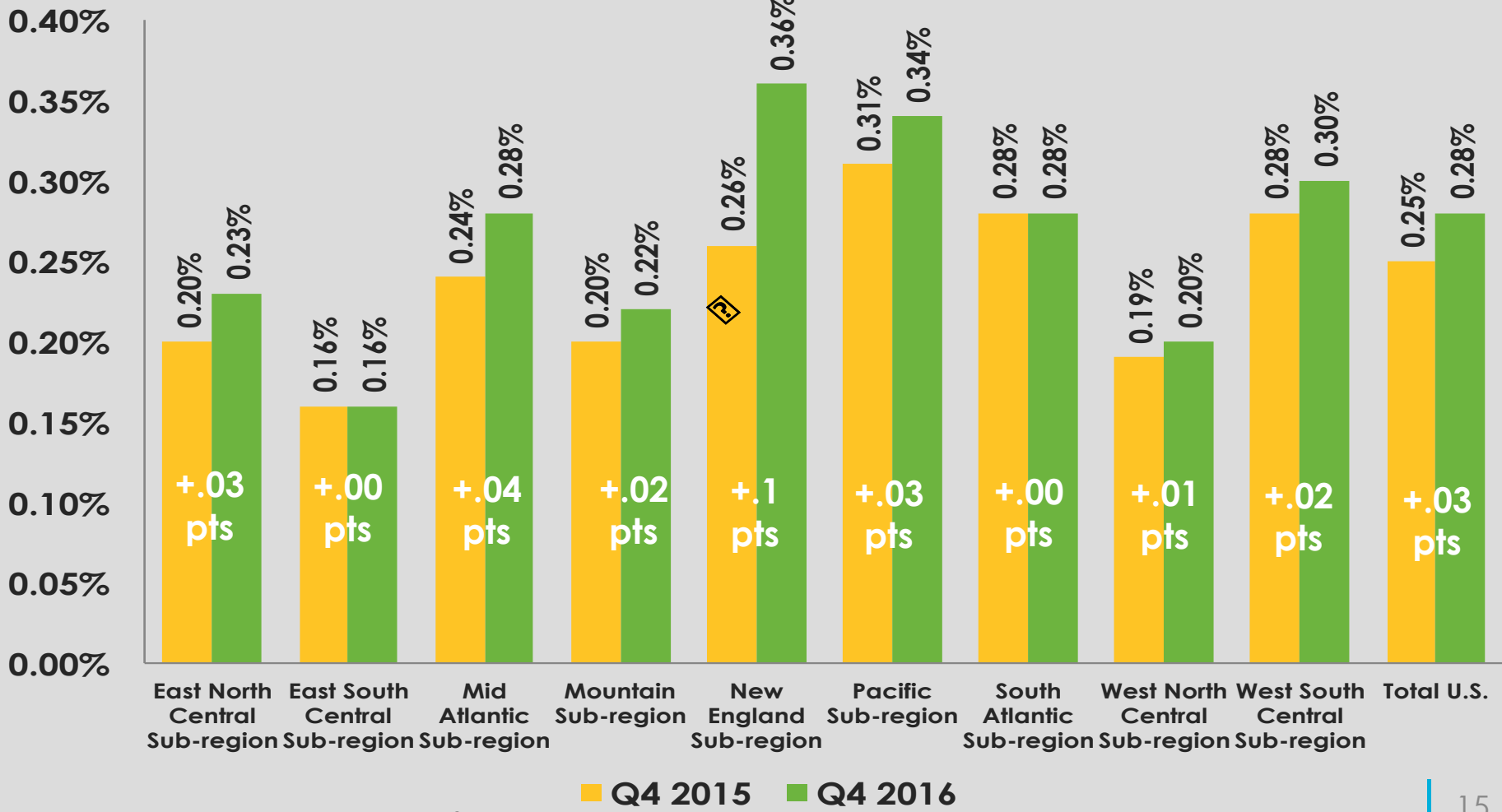
MAP OF SUB-REGIONS



MANGO CONTRIBUTION TO DEPT. SALES BY SUB-REGION



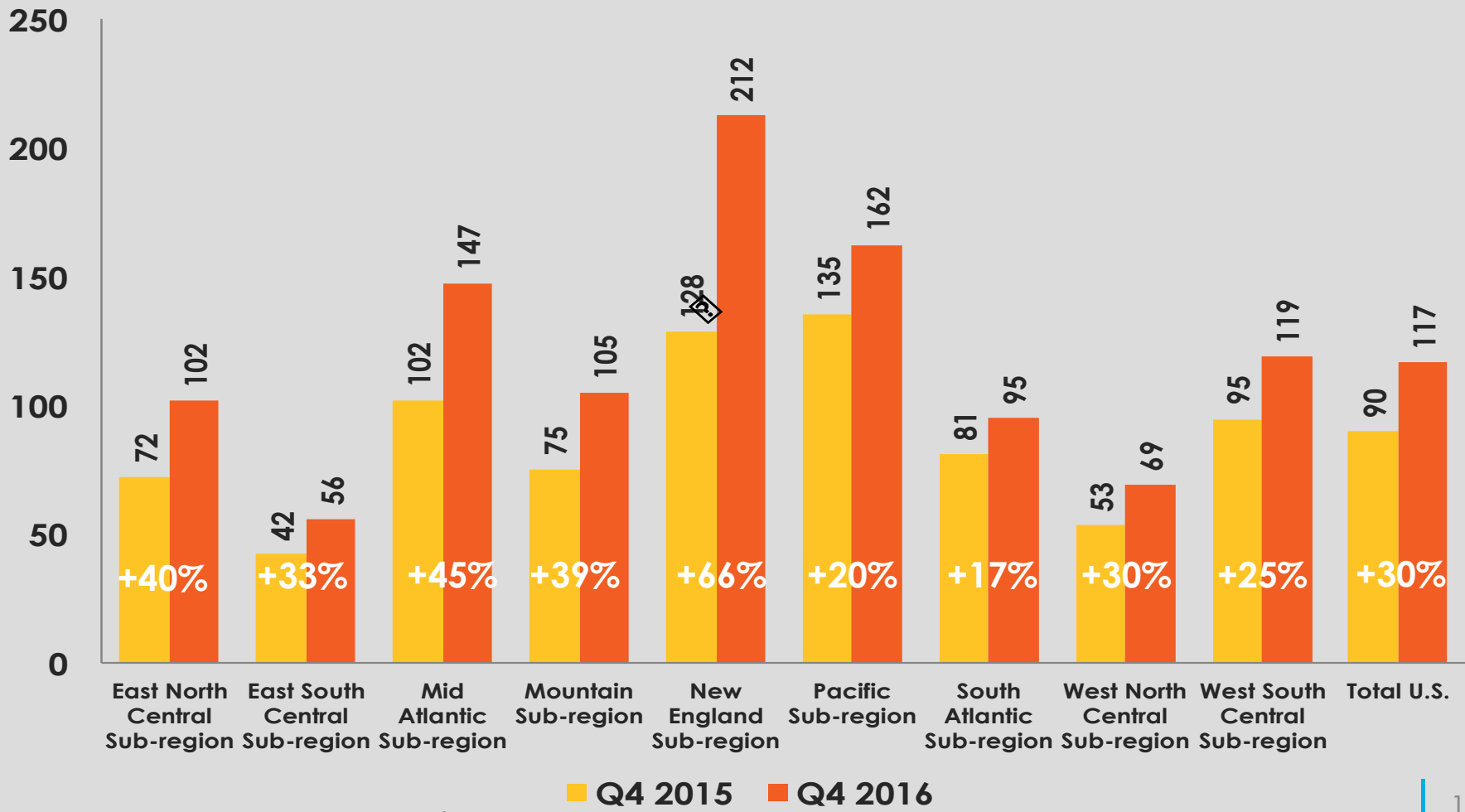
Mango Contribution to Produce Department Sales By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®

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

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

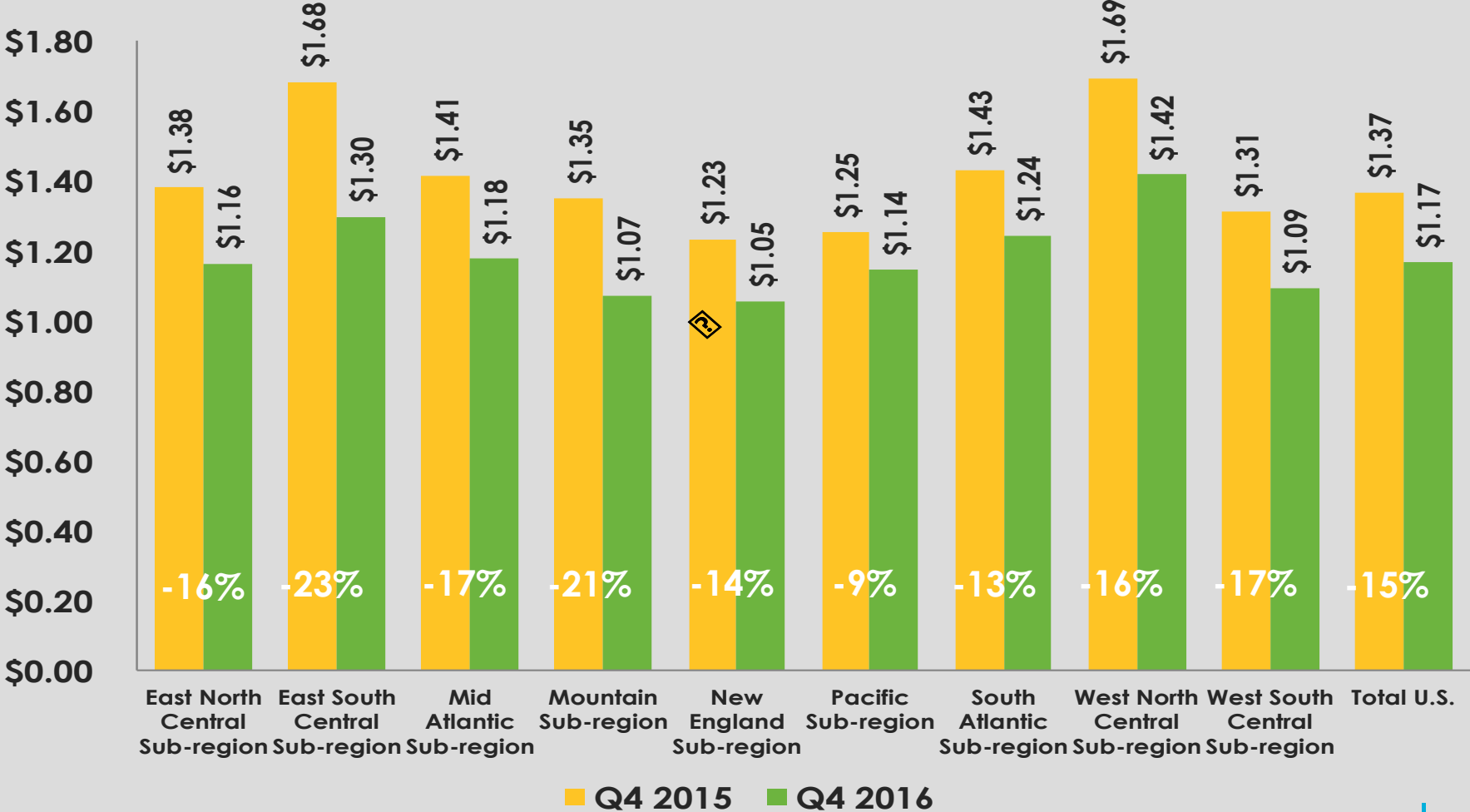


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. RETAIL PRICE BY SUB-REGION



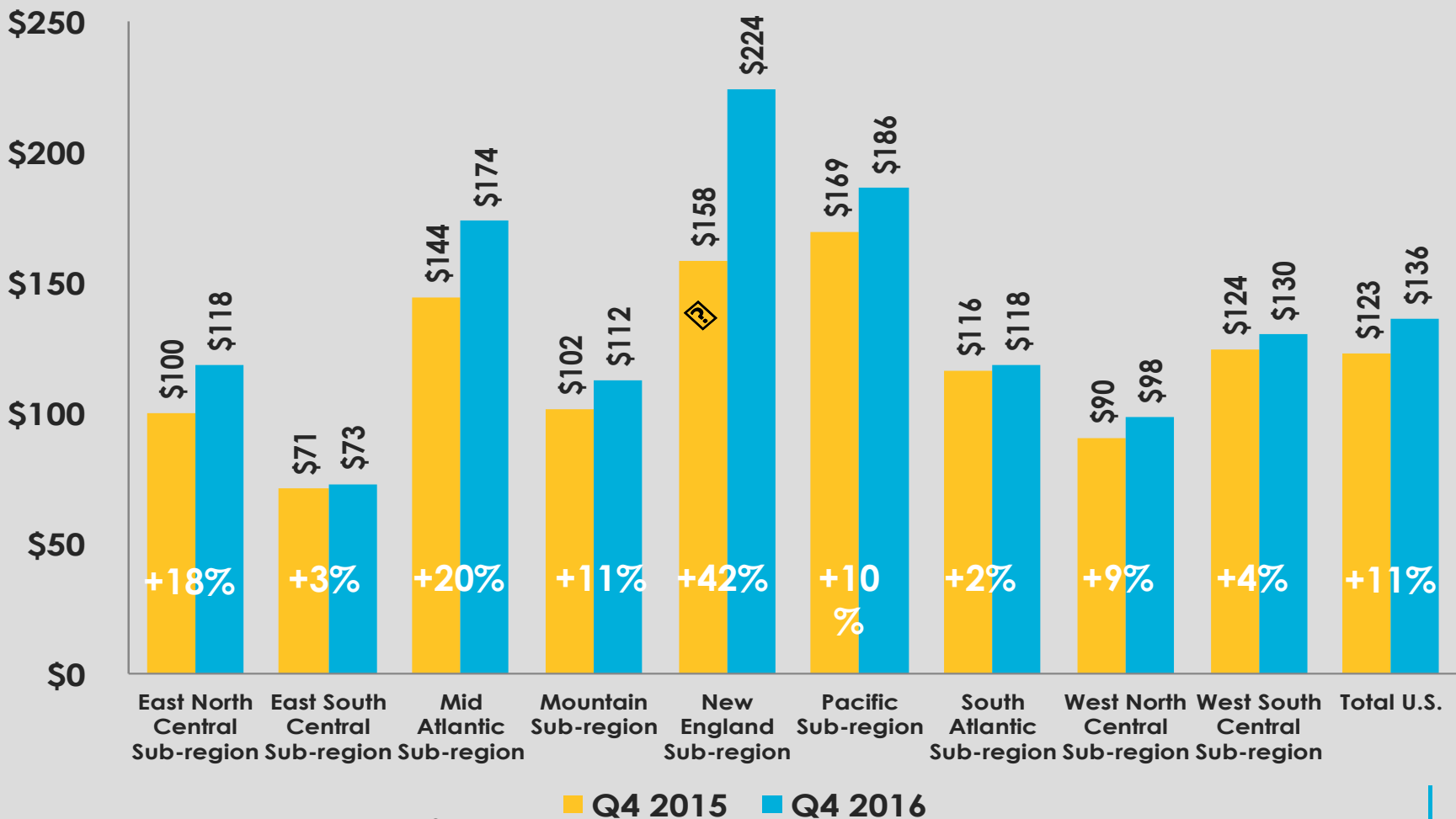
Mango Average Retail Price By Sub-Region, Whole Mangos



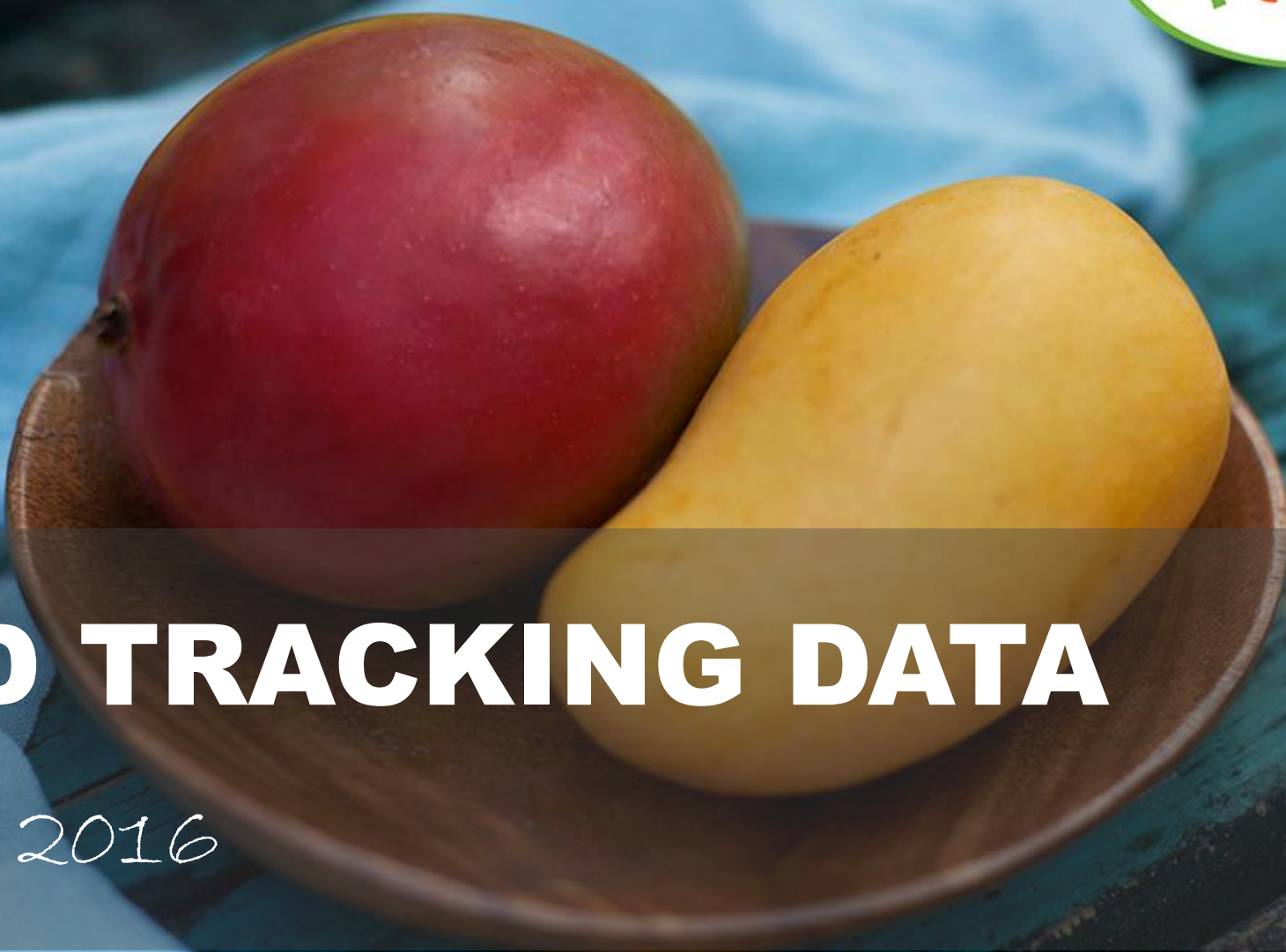
Source: Nielsen Perishables Group FreshFacts®

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®



AD TRACKING DATA

Q4 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
- 259% increase in stores on ad in October 2016
- 103% increase in stores on ad in November 2016
- 133% increase in stores on ad in December 2016
- 140% increase in stores on ad for Q4 2016
- 7% increase in stores on ad for January to December 2016



OCTOBER 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
10/7/16		each	517	1.51	1,792	1.07	247%	-29%
10/7/16		per pound			14	1.05		
10/7/16	Y	each			48	1.79		
10/14/16		each	664	1.19	2,802	1.2	322%	1%
10/14/16	Y	each			32	1.97		
10/21/16		each	1,261	1.28	4,885	1.16	287%	-9%
10/21/16		per pound			24	2.19		
10/21/16	Y	each			1	1.25		
10/28/16		each	1,509	1.02	4,553	1.01	202%	-1%
10/28/16		per pound			27	2.99		
Totals	All	All	3,951		14,178		259%	

NOVEMBER 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
11/4/16		each	1,804	1.35	5,308	1.11	194%	-18%
11/4/16		per pound			24	1.69		
11/4/16	Y	each			45	2		
11/11/16		each	2,060	1.31	3,784	1.05	84%	-20%
11/18/16		each	793	1.21	2,657	1.11	235%	-8%
11/25/16		each	910	1.13	3,843	1.06	322%	-6%
12/2/16		each	5,396	0.97	6,495	0.9	20%	-7%
12/2/16		per pound	13	0.78	61	3.21	369%	312%
12/2/16	Y	each			79	1.69		
Totals	All	All	10,976		22,296		103%	

DECEMBER 2016 WEEKLY ADS

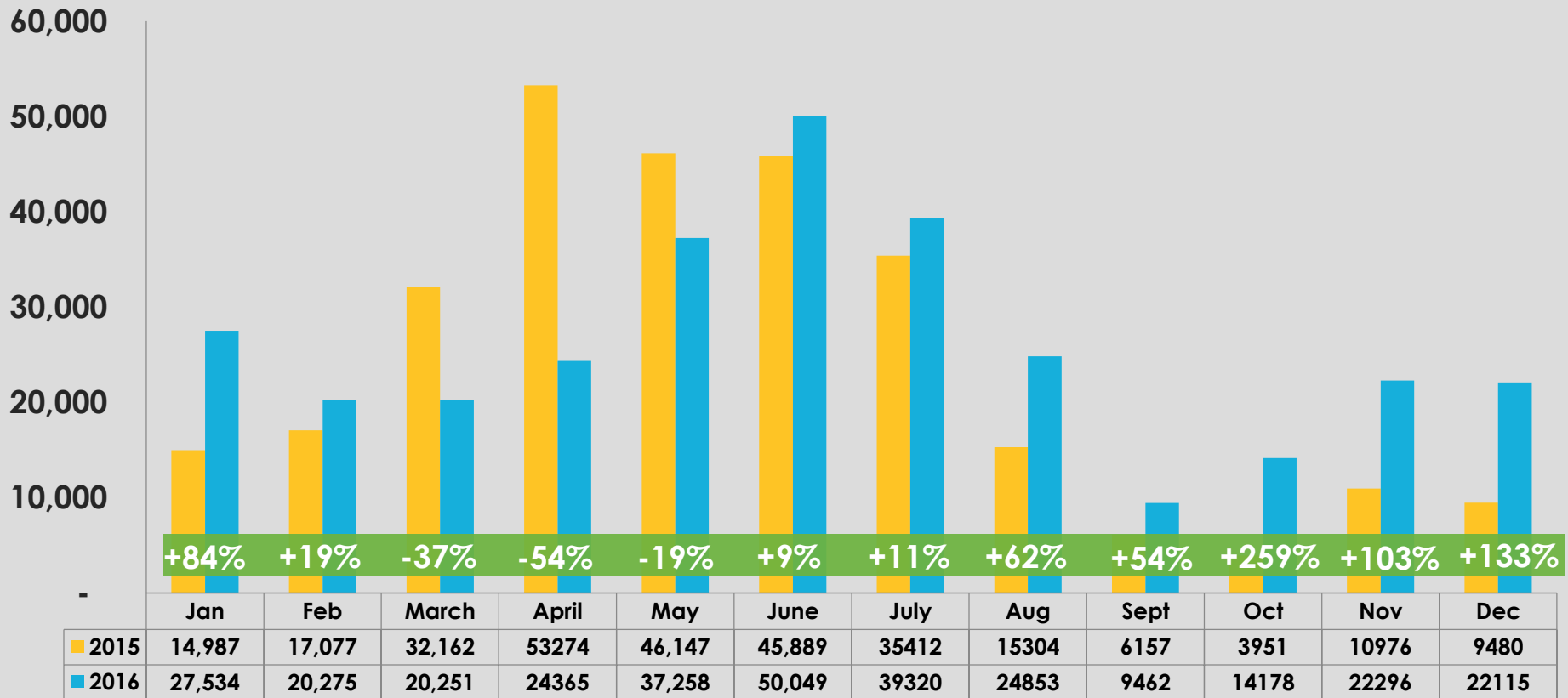


Week Ending	Organic Y/N	Unit	2015 Number of Stores on Ad	2015 Average Ad Price	2016 Number of Stores on Ad	2016 Average Ad Price	Store Count % Change	Ad Price % Change
12/9/16		each	6,444	1.11	7,000	1.03	9%	-7%
12/9/16		per pound	6	0.99	58	2.28	867%	130%
12/9/16	Y	each	9	1.98	467	1.4	5089%	-29%
12/16/16		each	2,941	0.97	3,634	1.06	24%	9%
12/16/16		per pound			34	2.99		
12/16/16	Y	each	80	1.5	289	1.34	261%	-11%
12/23/16		each			3,263	1.03		
12/23/16		per pound			34	2.99		
12/23/16	Y	each			341	1.56		
12/30/16		each			6,740	1.04		
12/30/16		per pound			30	2.94		
12/30/16	Y	each			225	1.04		
Totals	All	All	9,480		22,115		133%	

USDA did not update the report for the last two weeks of December 2015. They did report during these weeks in 2016.

2016 MONTHLY NUMBER OF STORES ON AD

2016 Monthly Number of Stores on Ad



311,956 stores on ad through December 2016 compared to 290,816 on ad during this period in 2015, which is a 7% increase

