



# MANGO PERFORMANCE

Retail Scanner Data and Ad  
Tracking Trends

Q2 2017



# RETAIL SCANNER DATA

Q2 2017



# 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



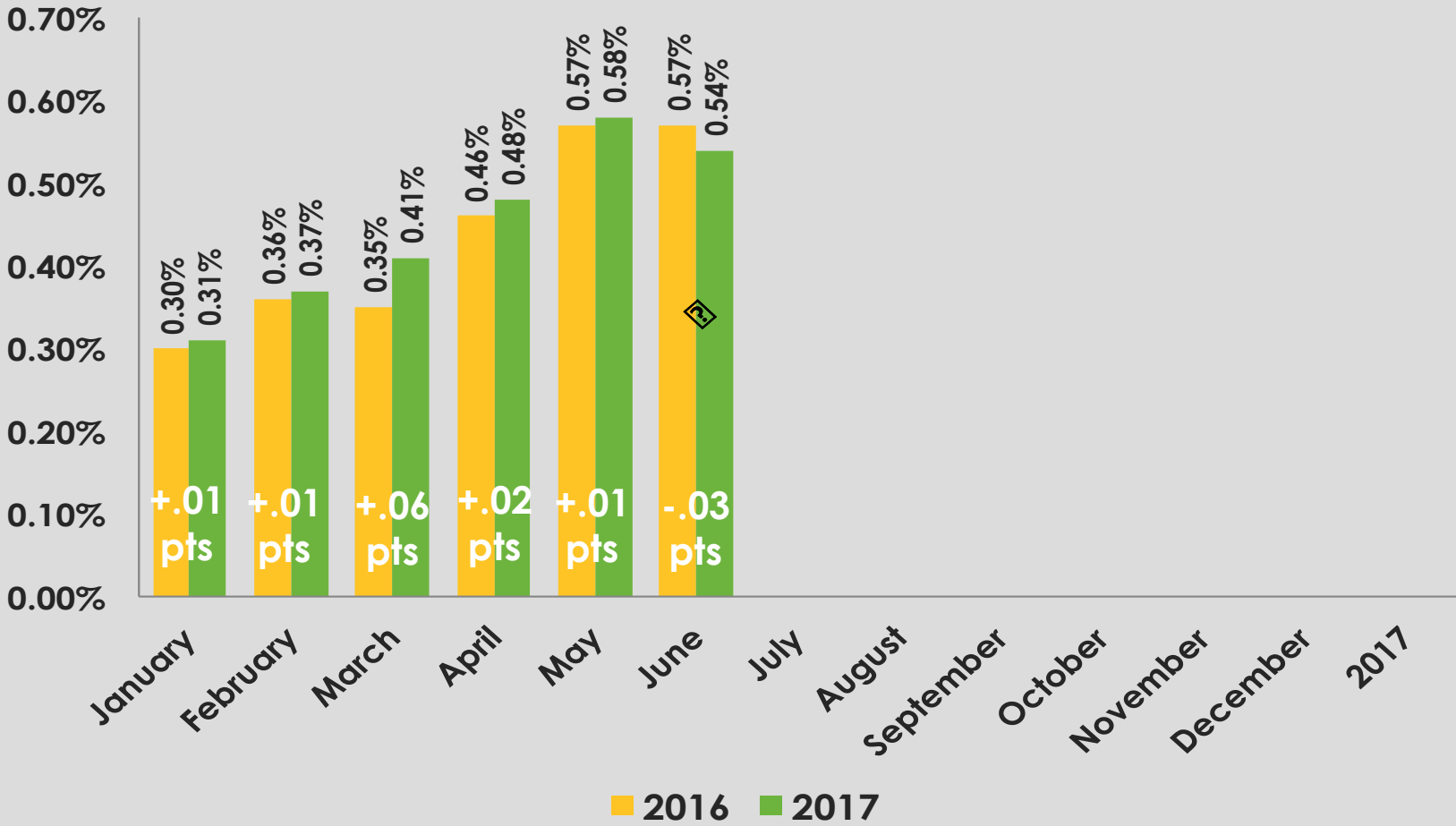
# EXECUTIVE SUMMARY

- Mixed results for Q2
  - 3% decline in volume per store per week for all of Q2
  - 24% increase in volume per store per week in April 2017
  - No change in volume per store per week in May 2017
  - 16% decline in volume per store per week in June 2017
  - Average retail price decreased 5% in Q1
- Regional highlights
  - Volume per store per week decreased in five sub-regions in Q2, and increased in four
  - Q2 increases were observed in the Mid Atlantic (+8%), New England (+5%), Pacific (+4%) and South Atlantic (+3%) 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

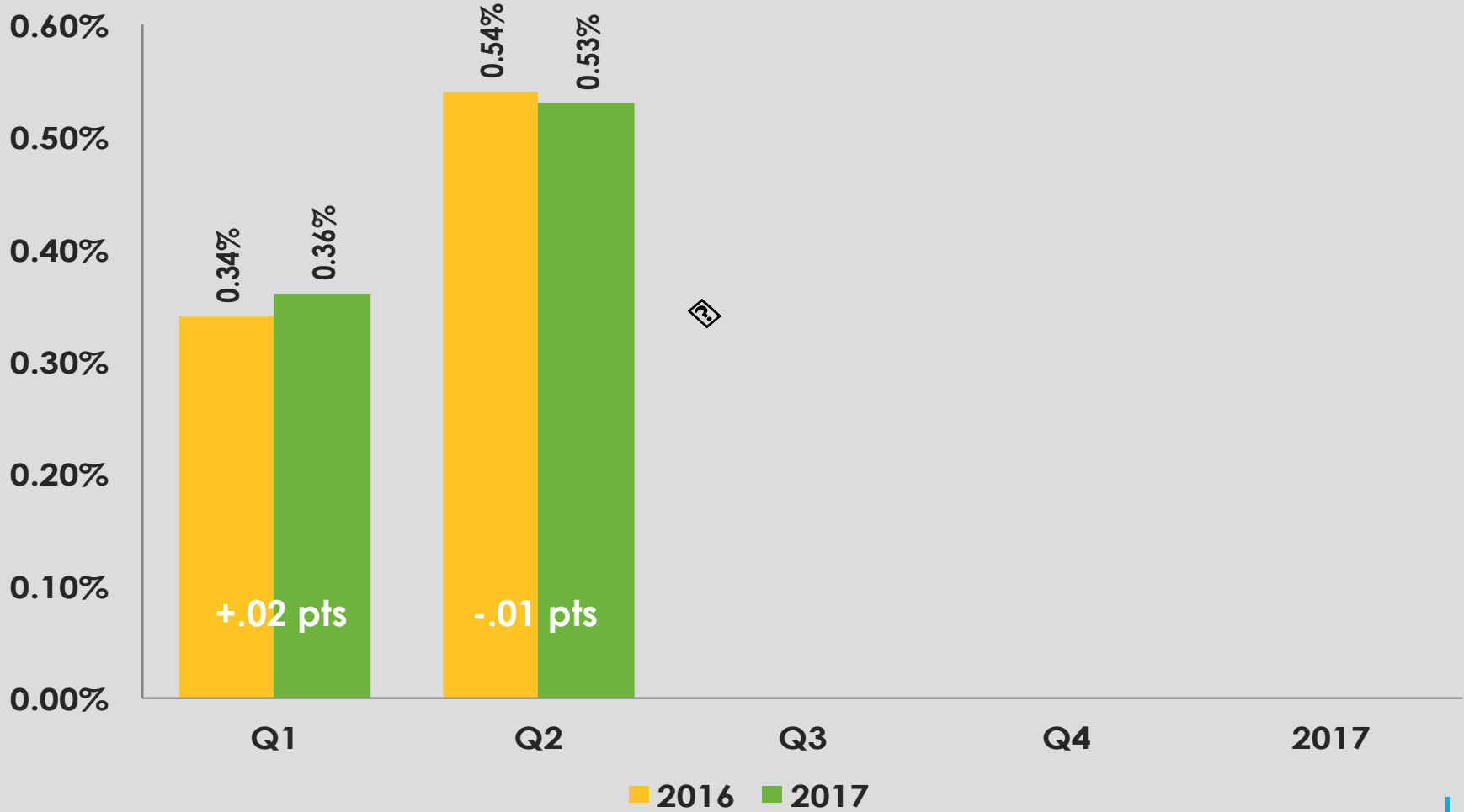


Source: Nielsen Perishables Group FreshFacts®

# MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



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

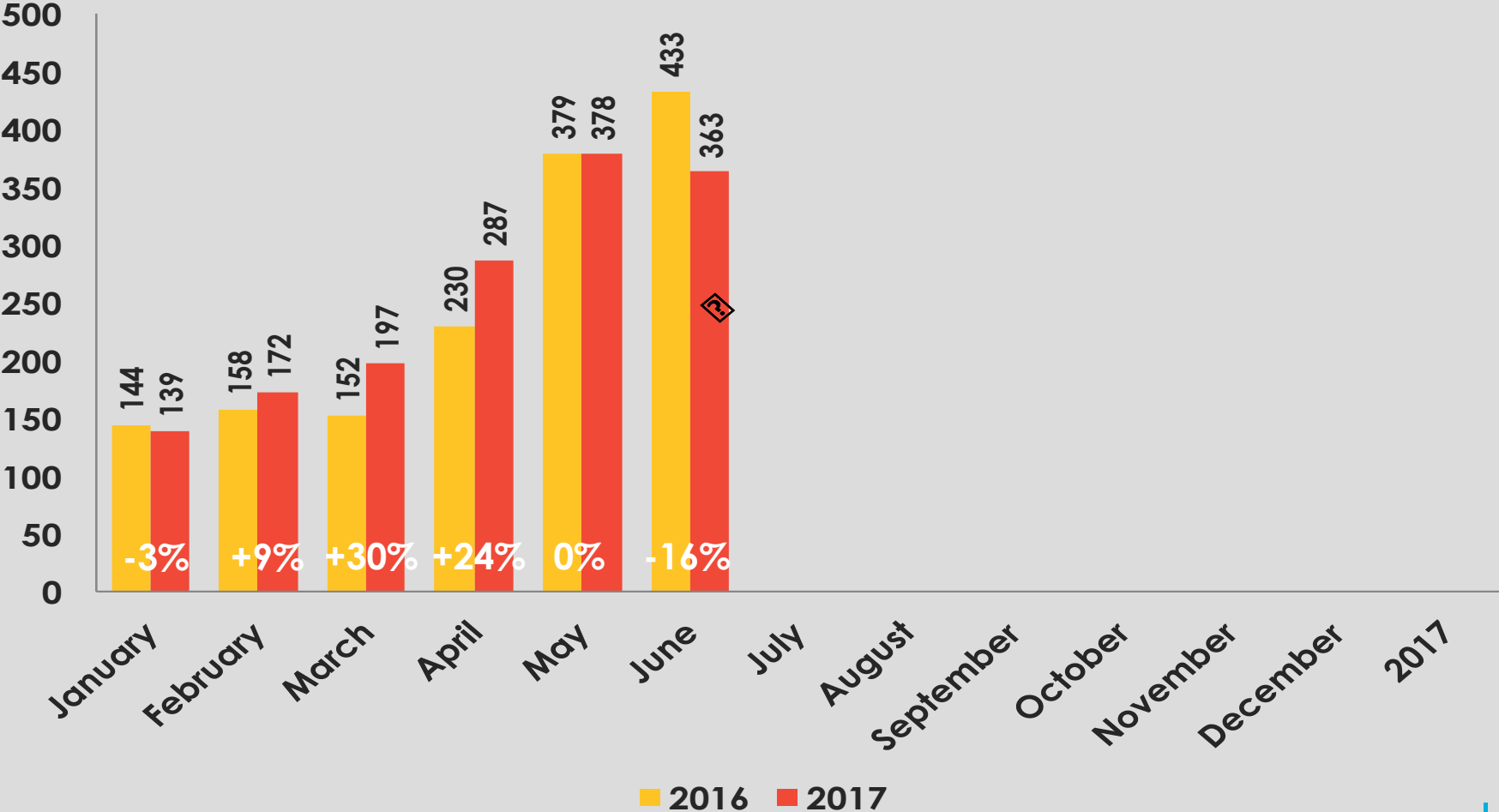


Source: Nielsen Perishables Group FreshFacts®

# MANGO AVG. VOLUME PER STORE PER WEEK



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



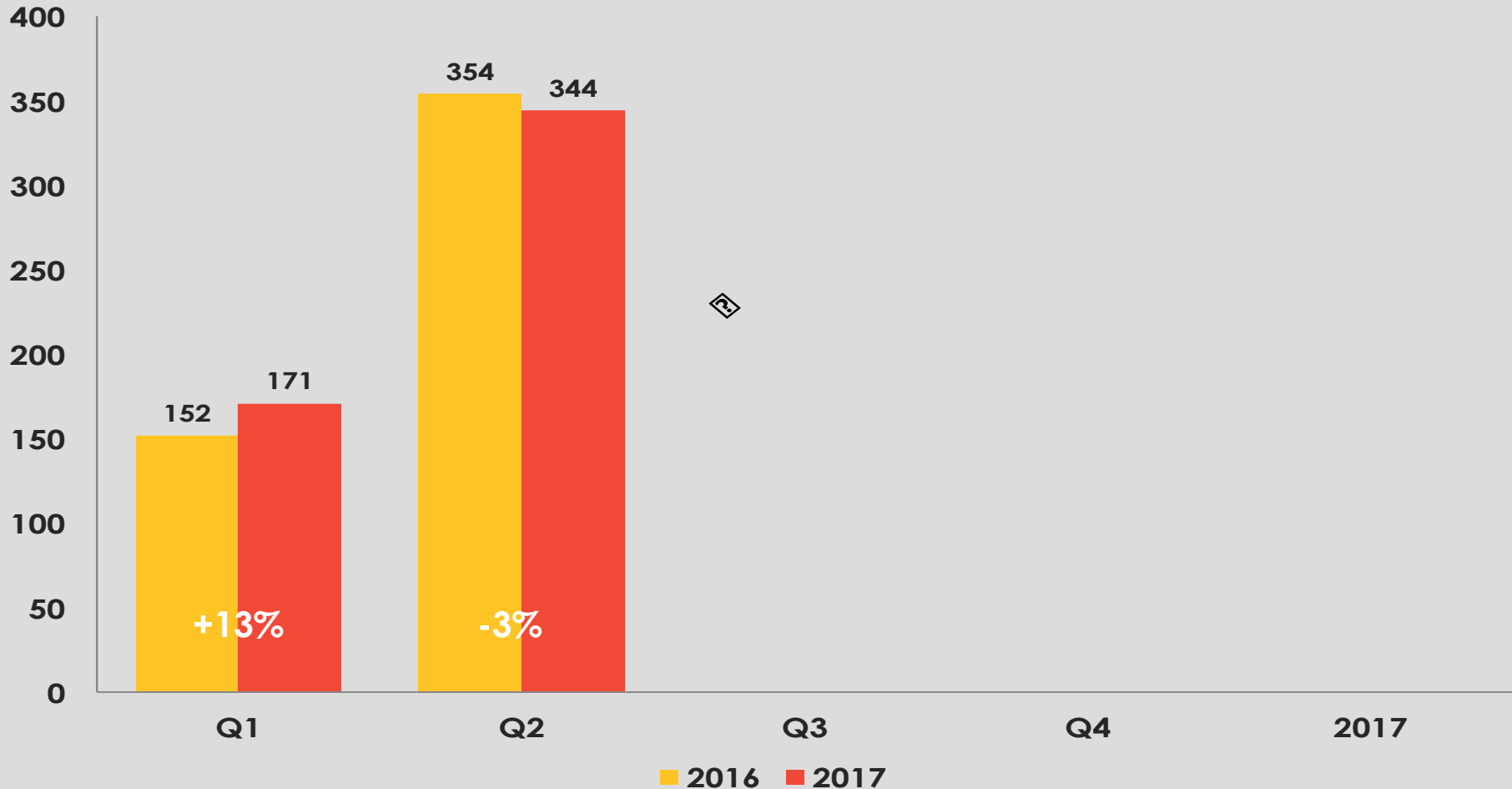
Source: Nielsen Perishables Group FreshFacts®



# MANGO AVG. VOLUME PER STORE PER WEEK



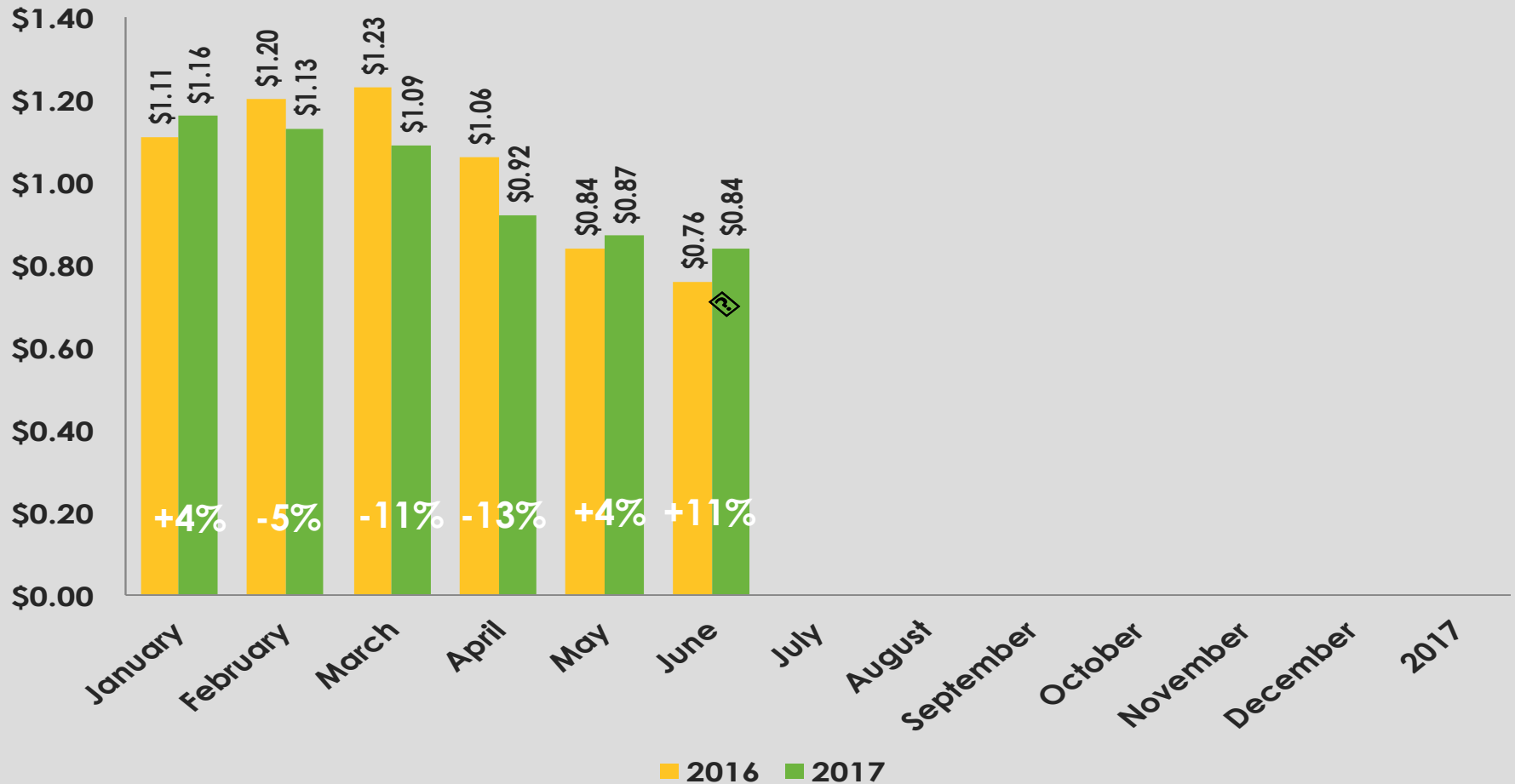
Mango Average Volume Per Store Per Week  
Total U.S., Whole, Quarterly





# MANGO AVG. RETAIL PRICE

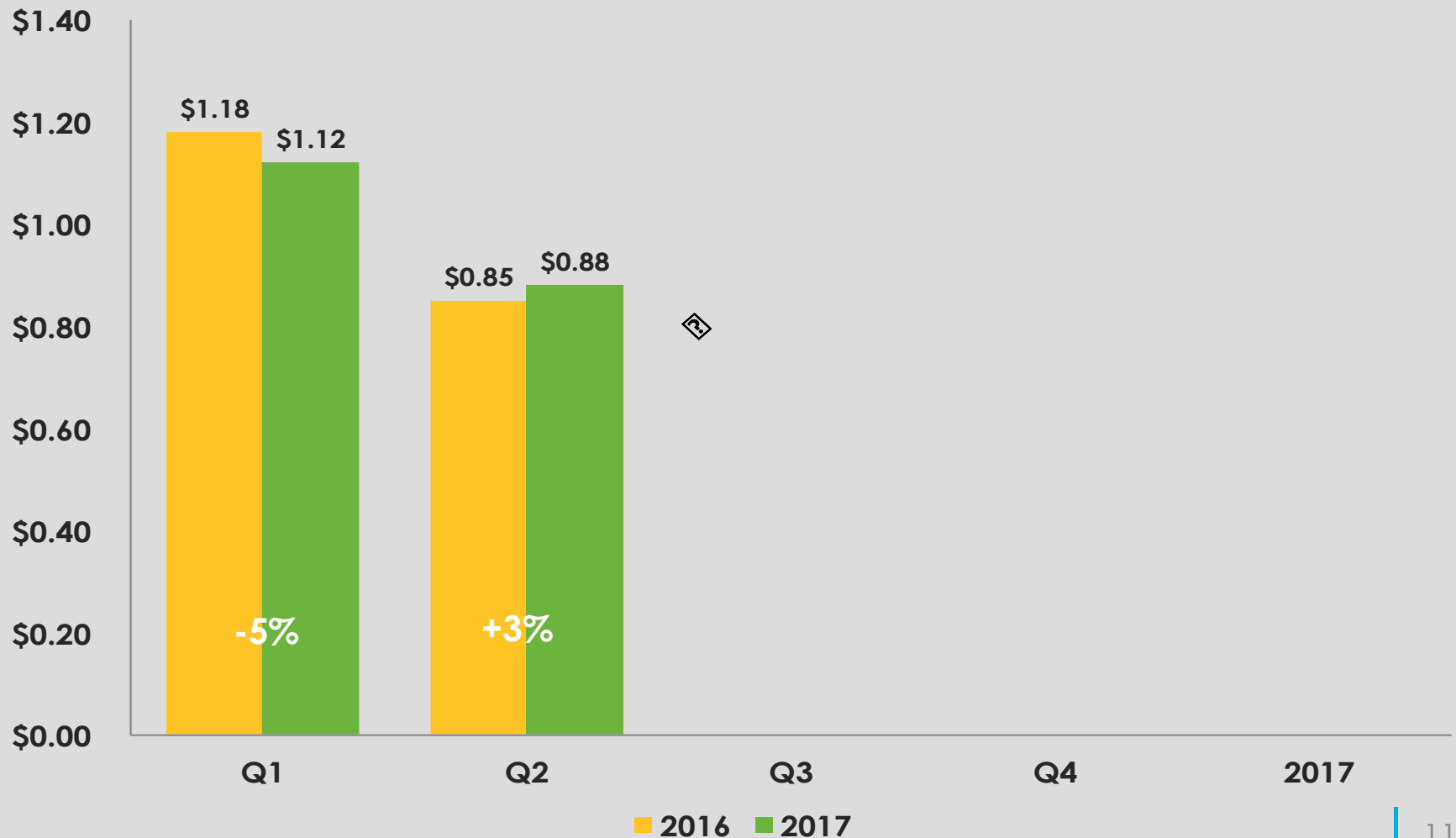
Mango Average Retail Price  
Total U.S., Whole, Monthly





# MANGO AVG. RETAIL PRICE

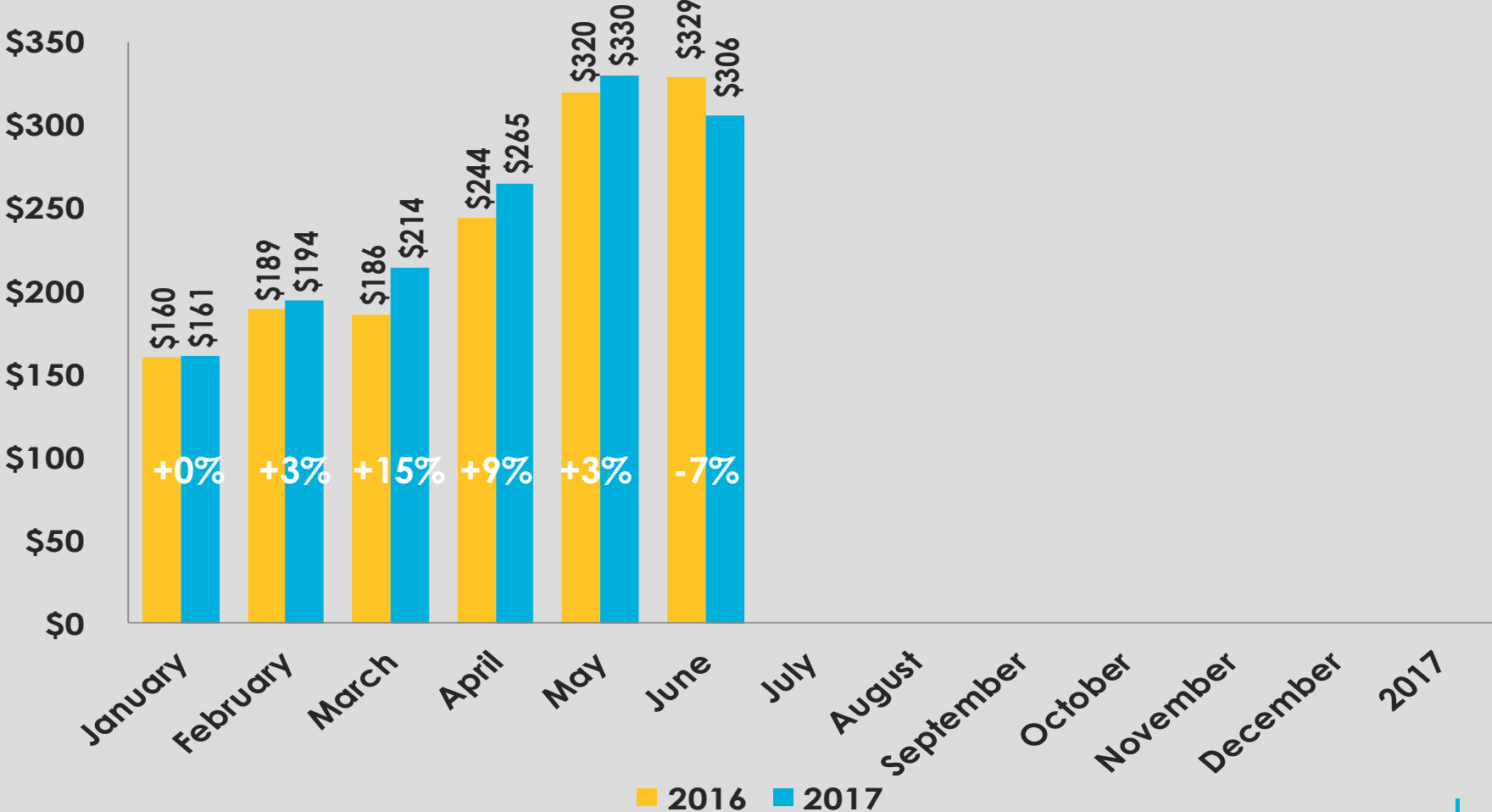
Mango Average Retail Price  
Total U.S., Whole, Quarterly



# MANGO AVG. DOLLARS PER STORE PER WEEK



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

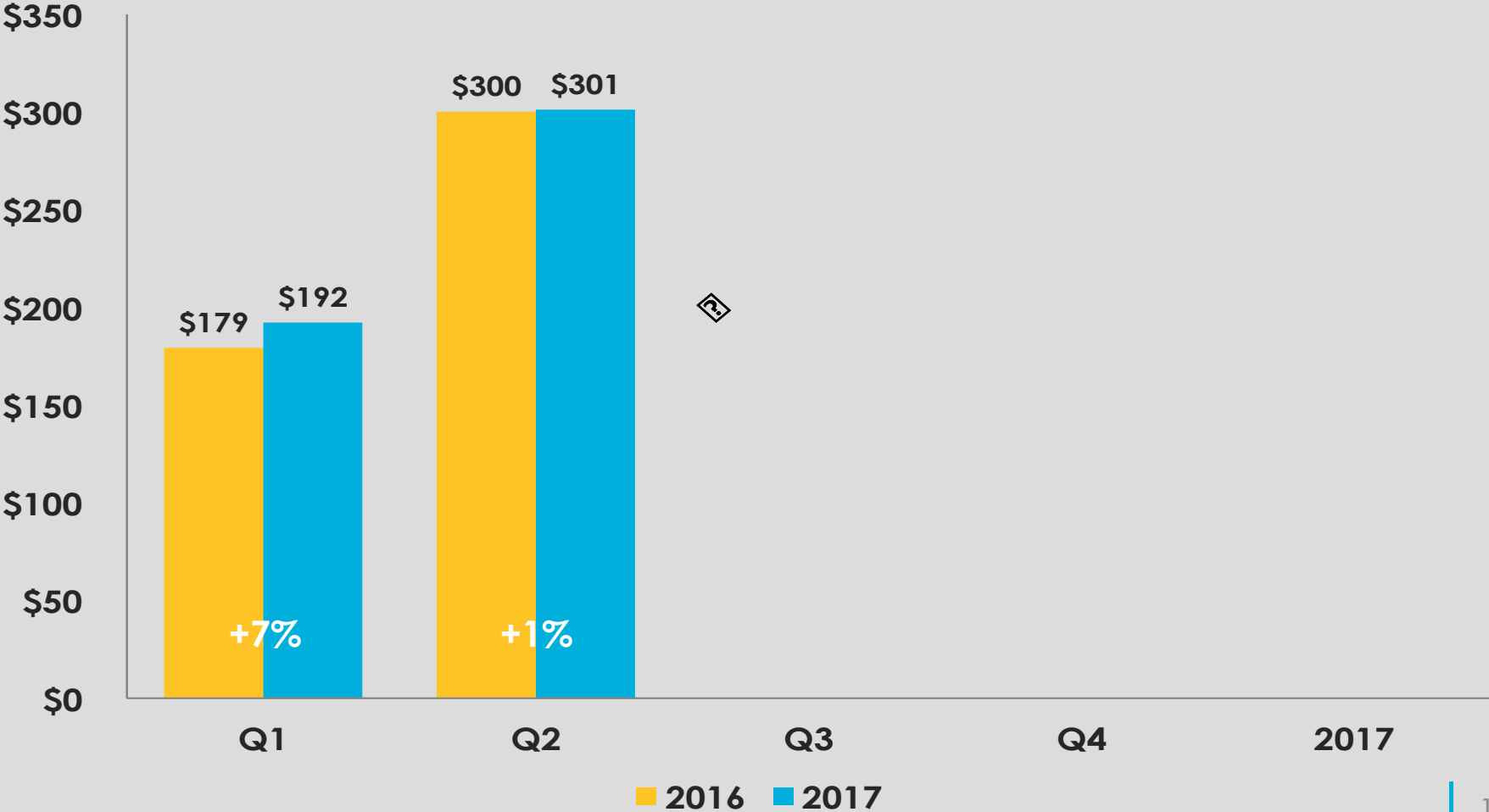


Source: Nielsen Perishables Group FreshFacts®

# MANGO AVG. DOLLARS PER STORE PER WEEK

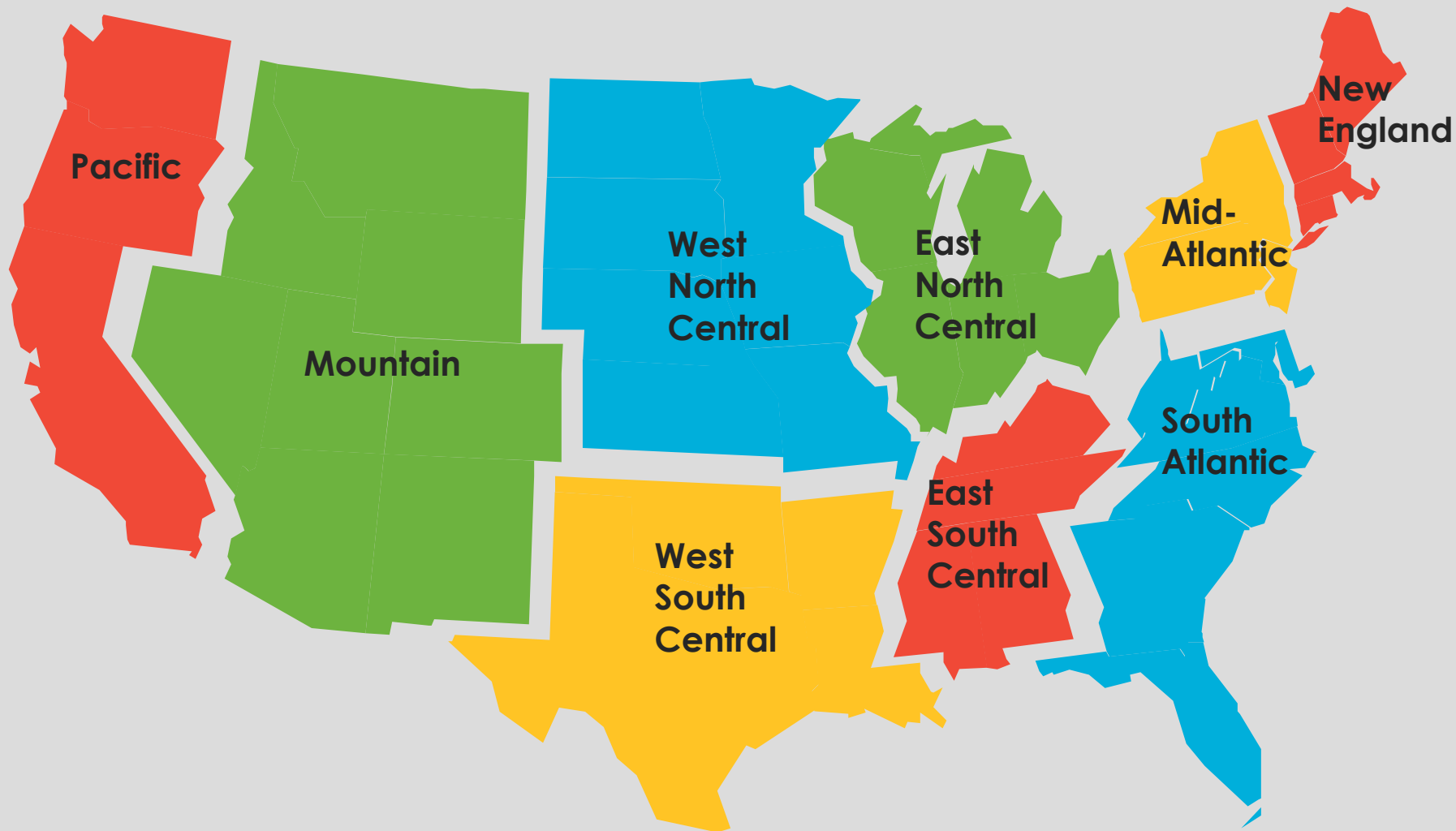


Mango Average Dollars Per Store Per Week  
Total U.S., Whole, Quarterly



Source: Nielsen Perishables Group FreshFacts®

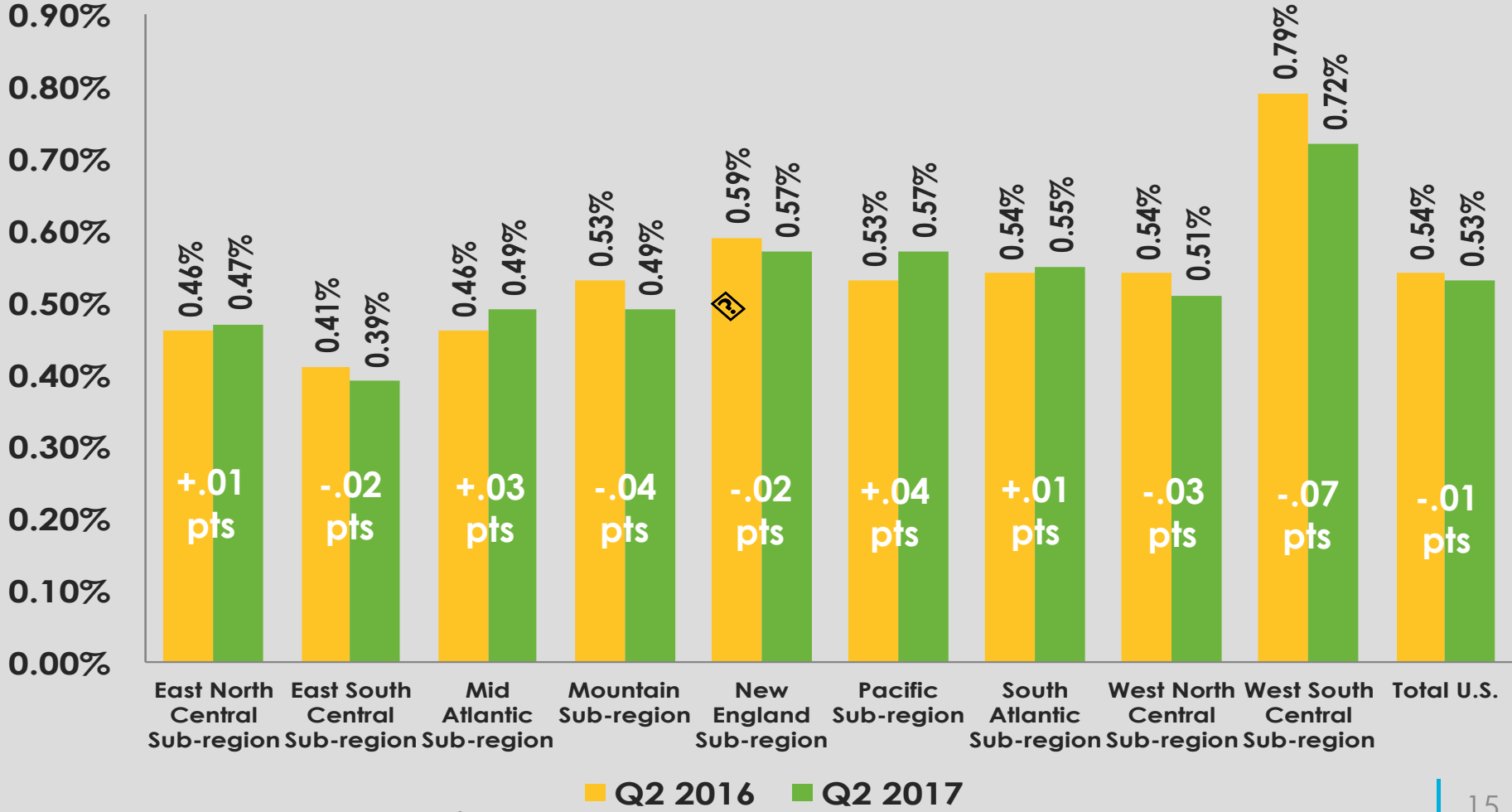
# MAP OF SUB-REGIONS



# MANGO CONTRIBUTION TO DEPT. SALES BY SUB-REGION



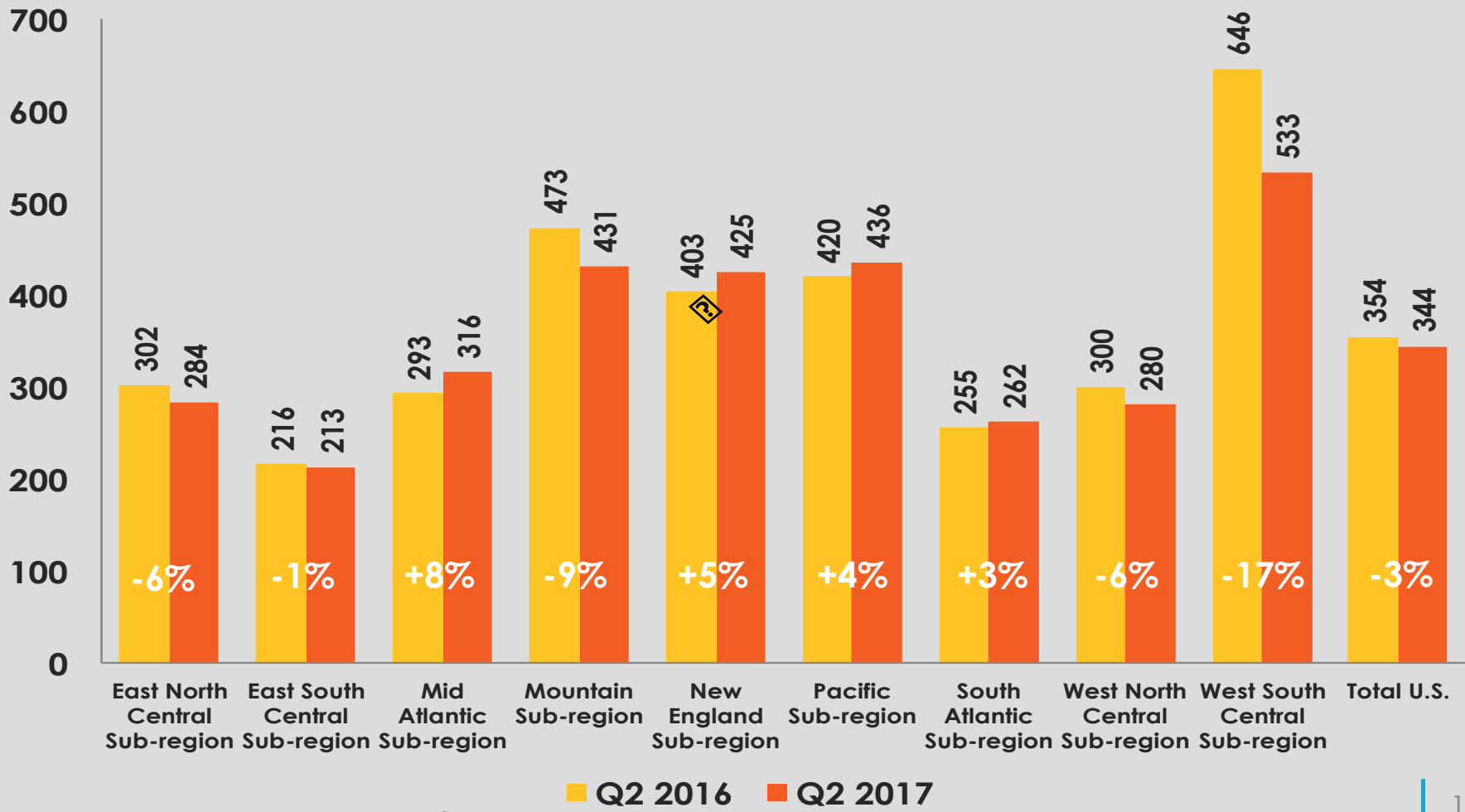
Mango Contribution to Produce Department Sales By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®

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

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



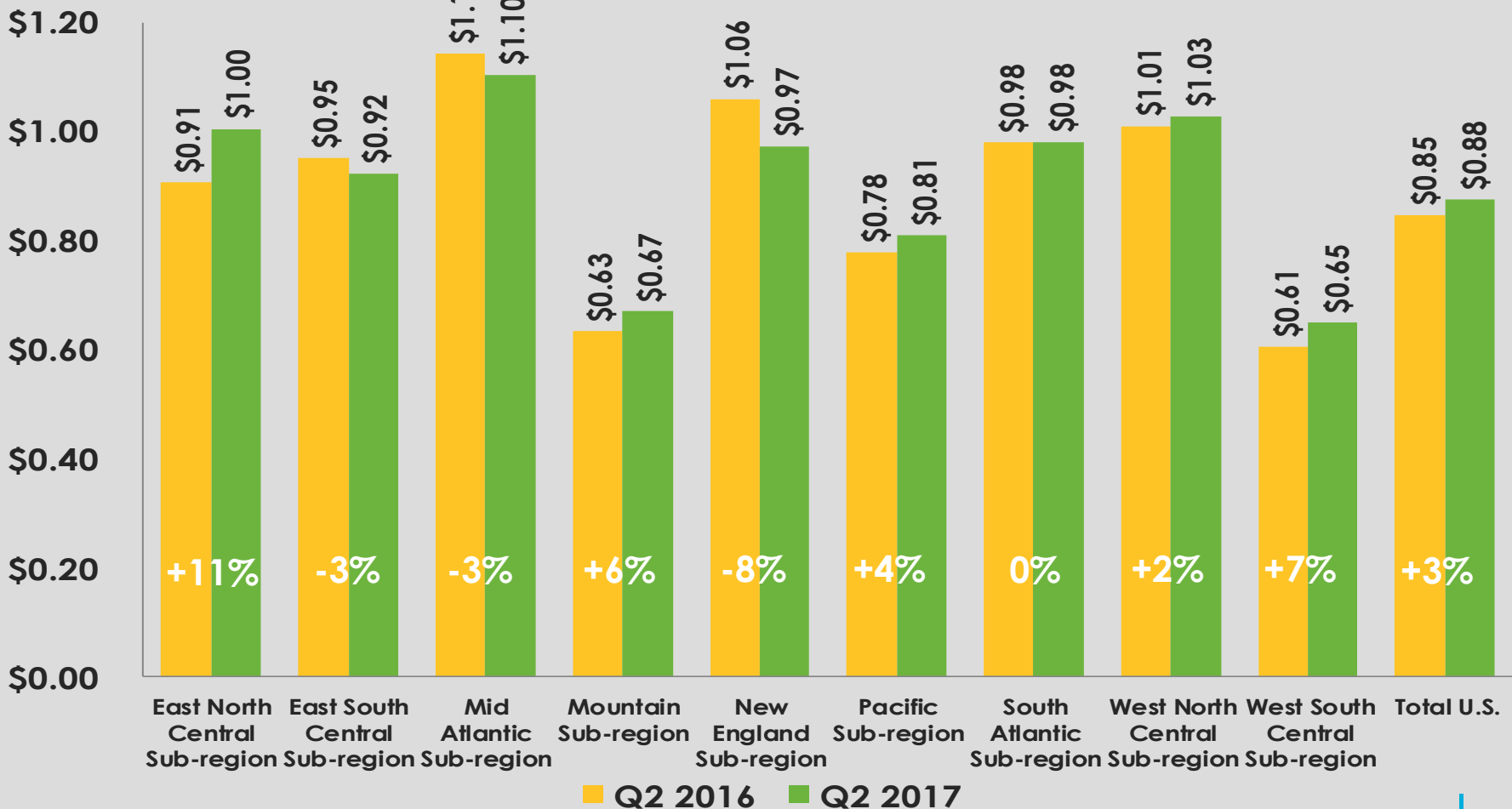
Source: Nielsen Perishables Group FreshFacts®



# MANGO AVG. RETAIL PRICE BY SUB-REGION



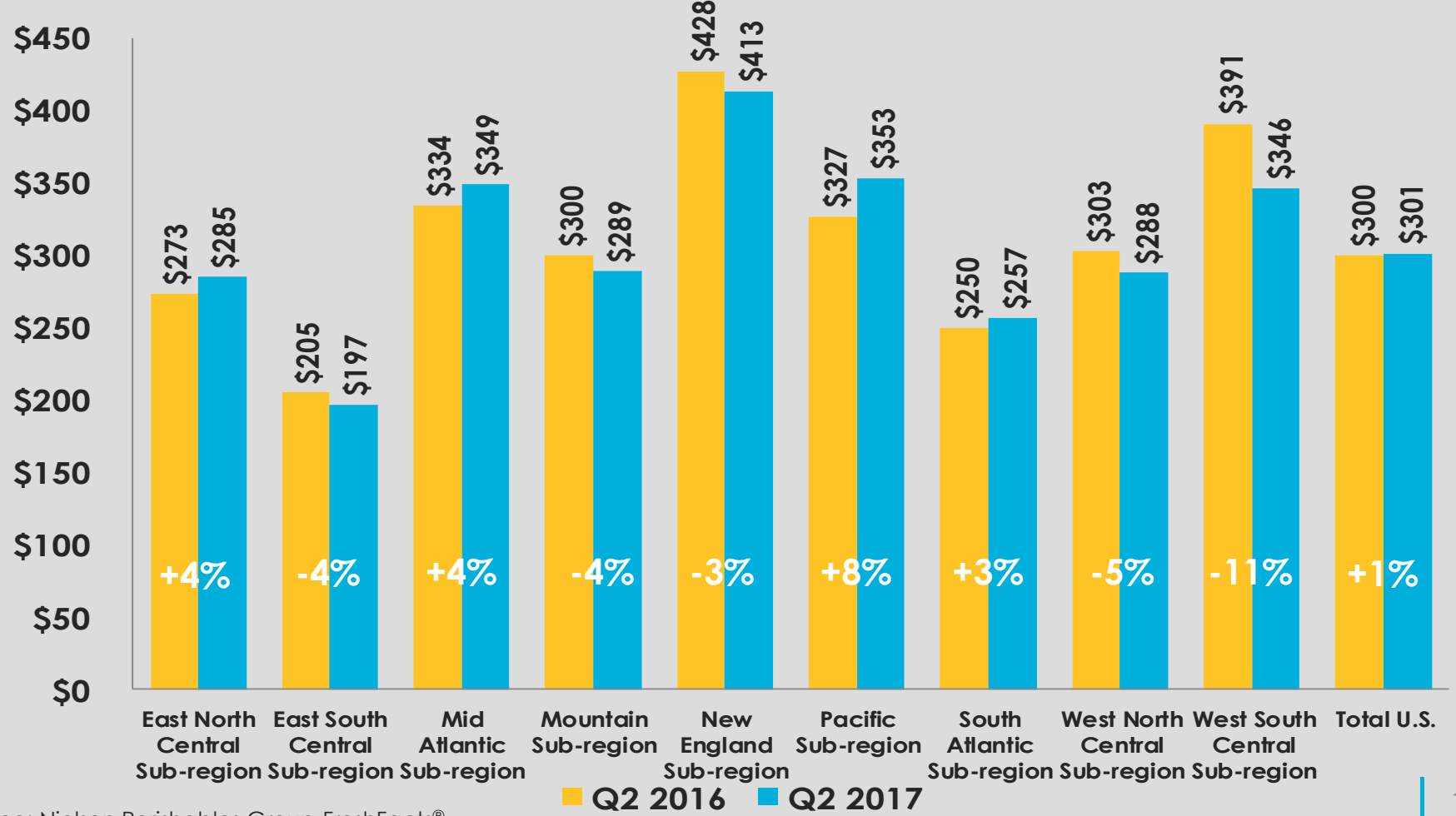
Mango Average Retail Price By Sub-Region, Whole Mangos



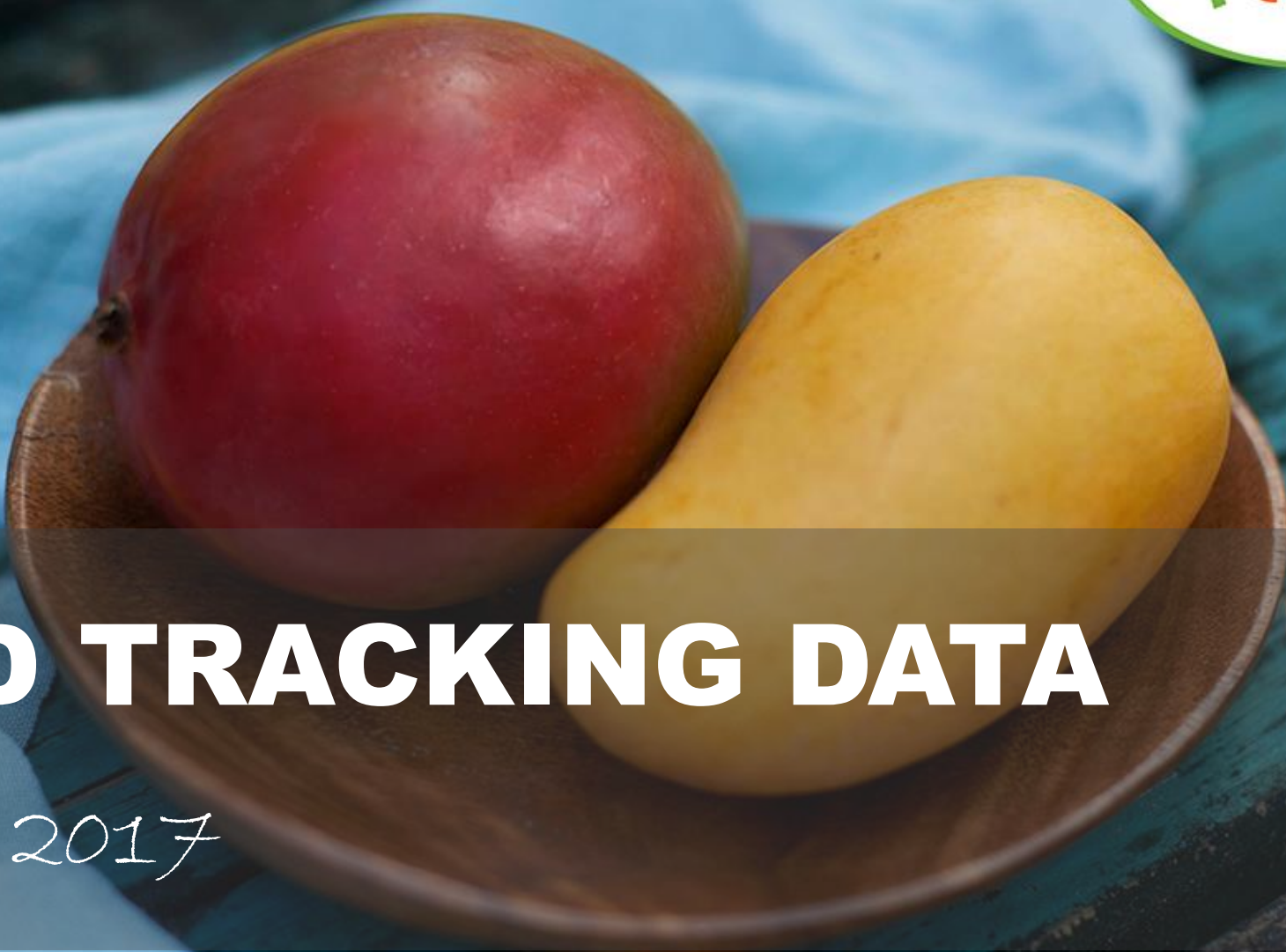
Source: Nielsen Perishables Group FreshFacts®

# 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

Q2 2017

# 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*
- *55% increase in stores on ad in April 2017*
- *13% increase in stores on ad in May 2017*
- *3% decline in stores on ad in June 2017*
- *15% increase in stores on ad for Q2 2017*
- *20% increase in stores on ad from January to June 2017*



# APRIL 2017 WEEKLY ADS

Week Ending	Organic Y/N	Unit	2016 Number of Stores on Ad	2016 Average Weighted Ad Price	2017 Number of Stores on Ad	2017 Average Weighted Ad Price	Store Count % Change	Ad Price % Change
4/7/17		each	3,447	1	9,319	0.99	170%	-1%
4/7/17		per pound	3	2.49	18	0.66	500%	-73%
4/7/17	Y	each	493	1.8	704	1.47	43%	-18%
4/14/17		each	4,853	0.94	7,118	0.98	47%	4%
4/14/17		per pound			35	3.29		
4/14/17	Y	each	719	1.57	105	1.86	-85%	18%
4/21/17		each	5,426	1.02	11,490	0.91	112%	-11%
4/21/17		per pound			26	3.03		
4/21/17	Y	each	487	1.55	604	1.36	24%	-12%
4/28/17		each	8,118	1.07	7,225	0.89	-11%	-17%
4/28/17		per pound	8	1.06	79	2.05	888%	93%
4/28/17	Y	each	811	1.44	1,116	1.56	38%	8%
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>24,365</b>		<b>37,839</b>		<b>55%</b>	



# MAY 2017 WEEKLY ADS

Week Ending	Organic Y/N	Unit	2016 Number of Stores on Ad	2016 Average Weighted Ad Price	2017 Number of Stores on Ad	2017 Average Weighted Ad Price	Store Count % Change	Ad Price % Change
5/5/17		each	9,643	0.96	14,292	0.84	48%	-13%
5/5/17		per pound	118	1.56	23	2.59	-81%	66%
5/5/17	Y	each	673	1.79	1,087	1.28	62%	-28%
5/12/17		each	7,843	1	6,385	0.96	-19%	-4%
5/12/17		per pound	42	2.13	65	2.89	55%	36%
5/12/17	Y	each	1,704	1.41	1,451	1.33	-15%	-6%
5/19/17		each	6,304	0.92	11,031	0.95	75%	3%
5/19/17		per pound	61	3.38	57	1.71	-7%	-49%
5/19/17	Y	each	586	1.42	1,711	1.48	192%	4%
5/26/17		each	9,349	0.89	4,828	0.99	-48%	11%
5/26/17		per pound	27	3.49	55	2.51	104%	-28%
5/26/17	Y	each	908	1.5	1,031	1.57	14%	5%
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>37,258</b>		<b>42,016</b>		<b>13%</b>	



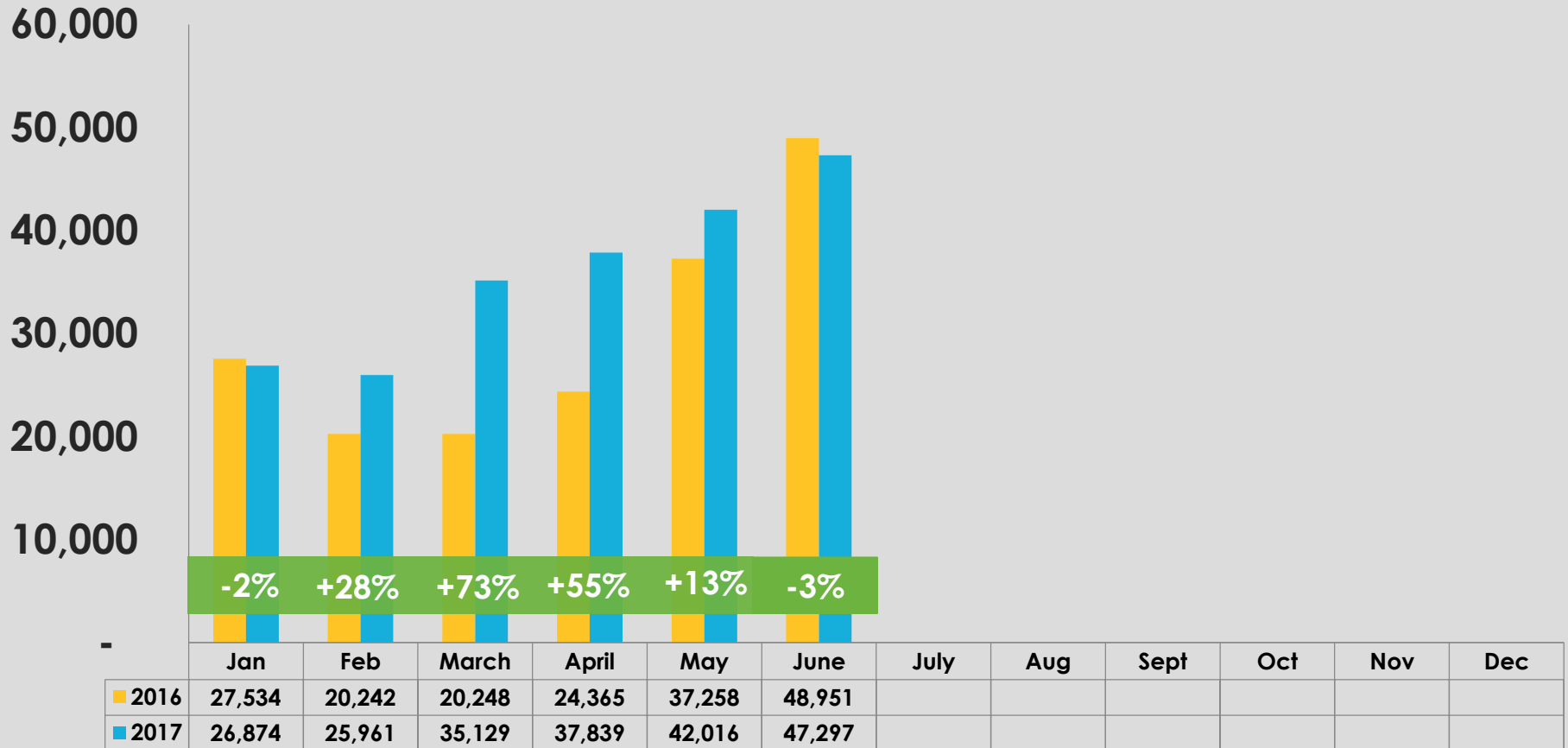
# JUNE 2017 WEEKLY ADS

Week Ending	Organic Y/N	Unit	2016 Number of Stores on Ad	2016 Average Weighted Ad Price	2017 Number of Stores on Ad	2017 Average Weighted Ad Price	Store Count % Change	Ad Price % Change
6/2/17		each	11,972	0.9	9,321	0.95	-22%	6%
6/2/17		per pound			75	3.61		
6/2/17	Y	each	455	1.84	2,413	1.29	430%	-30%
6/2/17	Y	per pound			121	0.99		
6/9/17		each	13,318	0.85	7,972	0.91	-40%	7%
6/9/17		per pound	73	2.03	66	3.36	-10%	66%
6/9/17	Y	each	1,028	1.31	1,856	1.27	81%	-3%
6/9/17	Y	per pound			22	3.99		
6/16/17		each	5,015	0.78	7,605	0.92	52%	18%
6/16/17		per pound	5	0.98	103	2.77	1960%	183%
6/16/17	Y	each	243	1.7	1,604	1.27	560%	-25%
6/23/17		each	11,181	0.81	7,187	0.93	-36%	15%
6/23/17		per pound	27	2.99	57	3.42	111%	14%
6/23/17	Y	each	926	1.31	1,396	1.3	51%	-1%
6/30/17		each	4,708	0.82	7,499	0.94	59%	15%
6/30/17		per pound	361	1.37	57	4.22	-84%	208%
6/30/17	Y	each	710	1.49	1,542	1.14	117%	-23%
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>48,951</b>		<b>47,297</b>		<b>-3%</b>	



# 2017 MONTHLY NUMBER OF STORES ON AD

## 2017 Monthly Number of Stores on Ad



215,116 stores on ad from January to June 2017 compared to 178,598 on ad during this period in 2016, which is a 20% increase

