



MANGO PERFORMANCE

Retail Scanner Data and Ad
Tracking Trends

Q3 2017



RETAIL SCANNER DATA

Q3 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



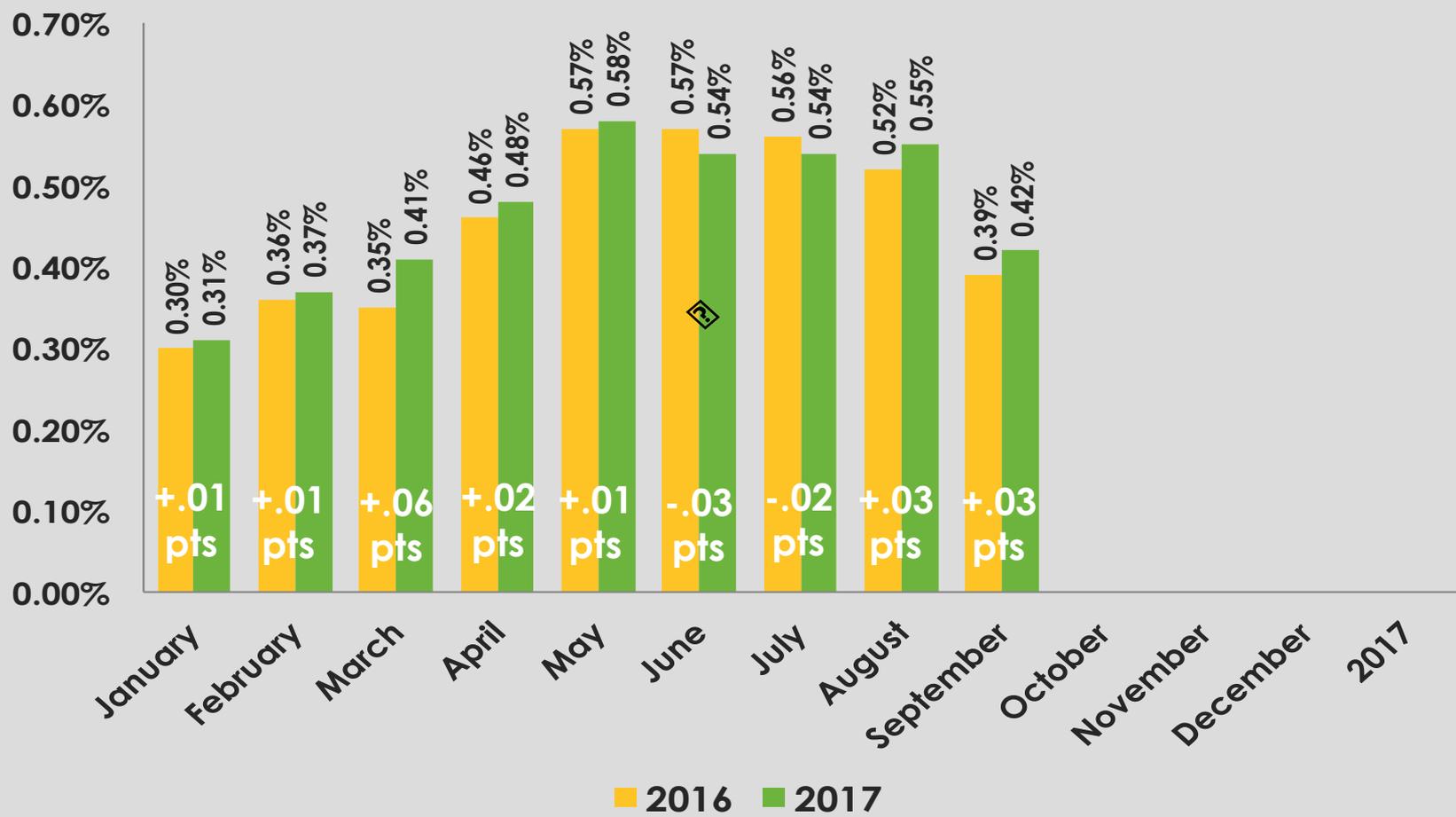
EXECUTIVE SUMMARY

- Mixed results for Q2
 - 9% increase in volume per store per week for all of Q3
 - 2% decline in volume per store per week in July 2017
 - 13% increase in volume per store per week in August 2017
 - 29% increase in volume per store per week in September 2017
 - Average retail price declined 3% in Q3
- Regional highlights
 - Volume per store per week increased in eight of the nine sub-regions in Q3
 - Only the West South Central sub-region declined (-1%)
 - Largest Q3 increases were observed in the East South Central (+25%) and Pacific(+20%) 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

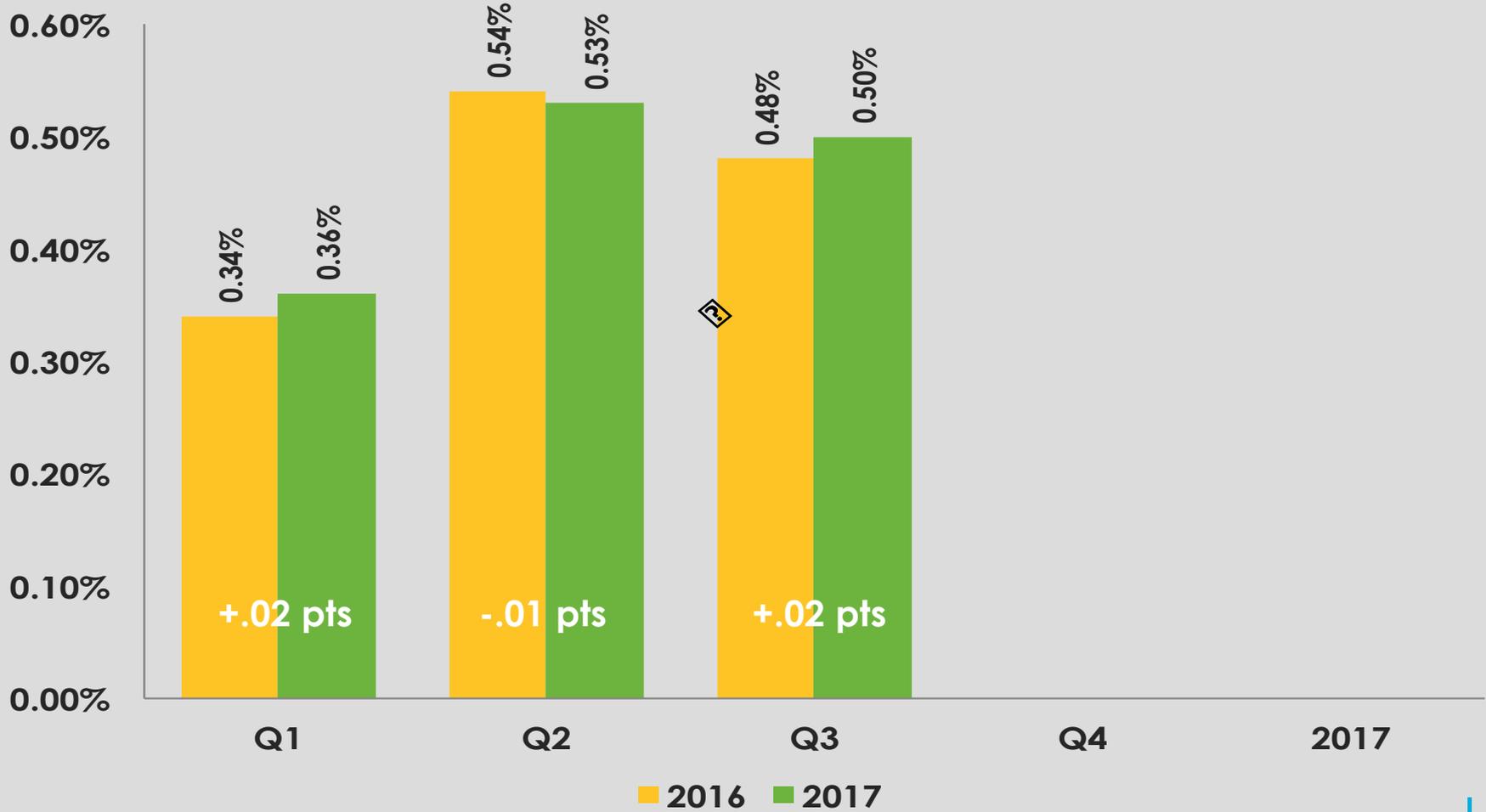


Source: Nielsen Perishables Group FreshFacts®

MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



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

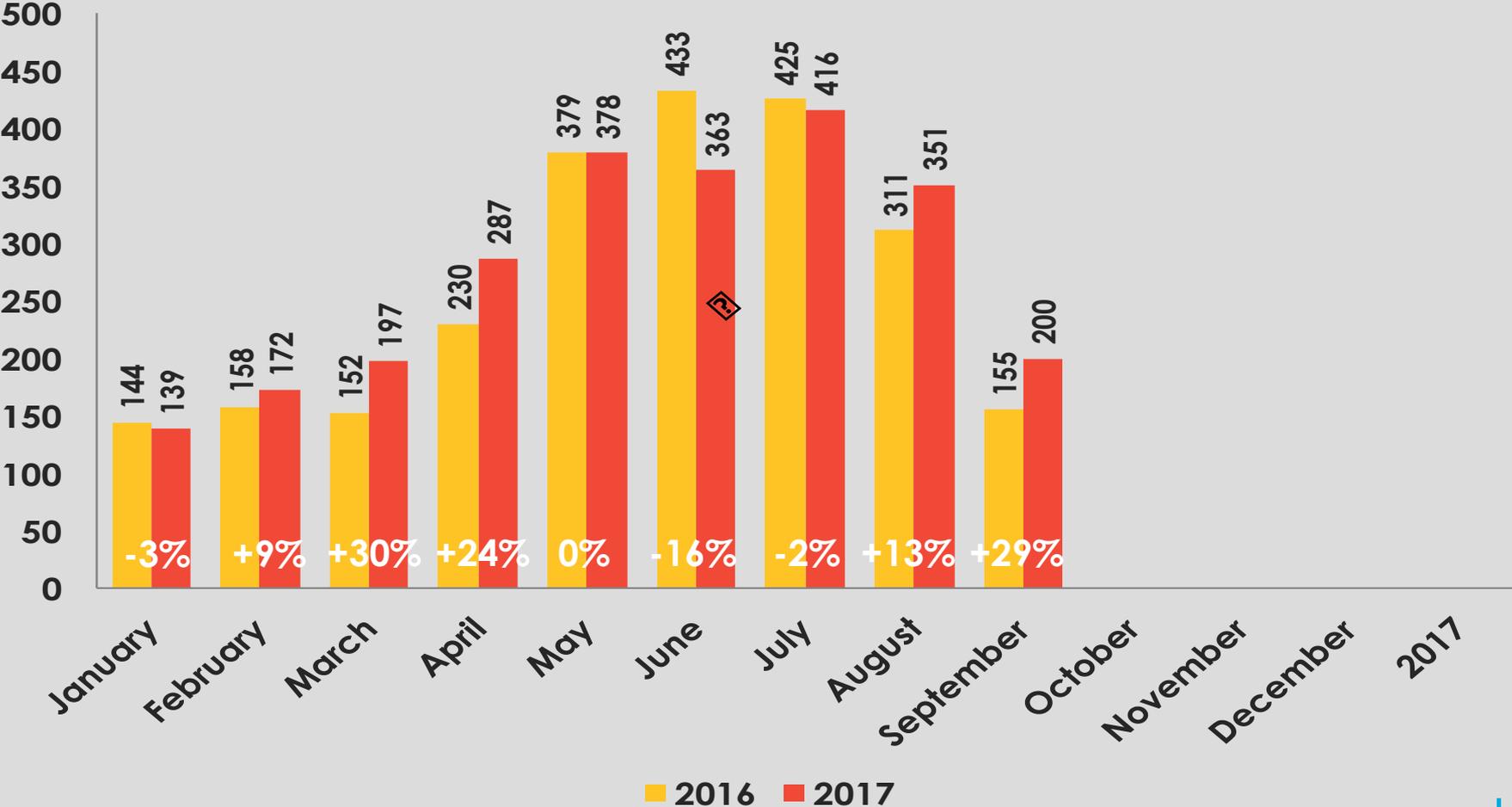


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. VOLUME PER STORE PER WEEK



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

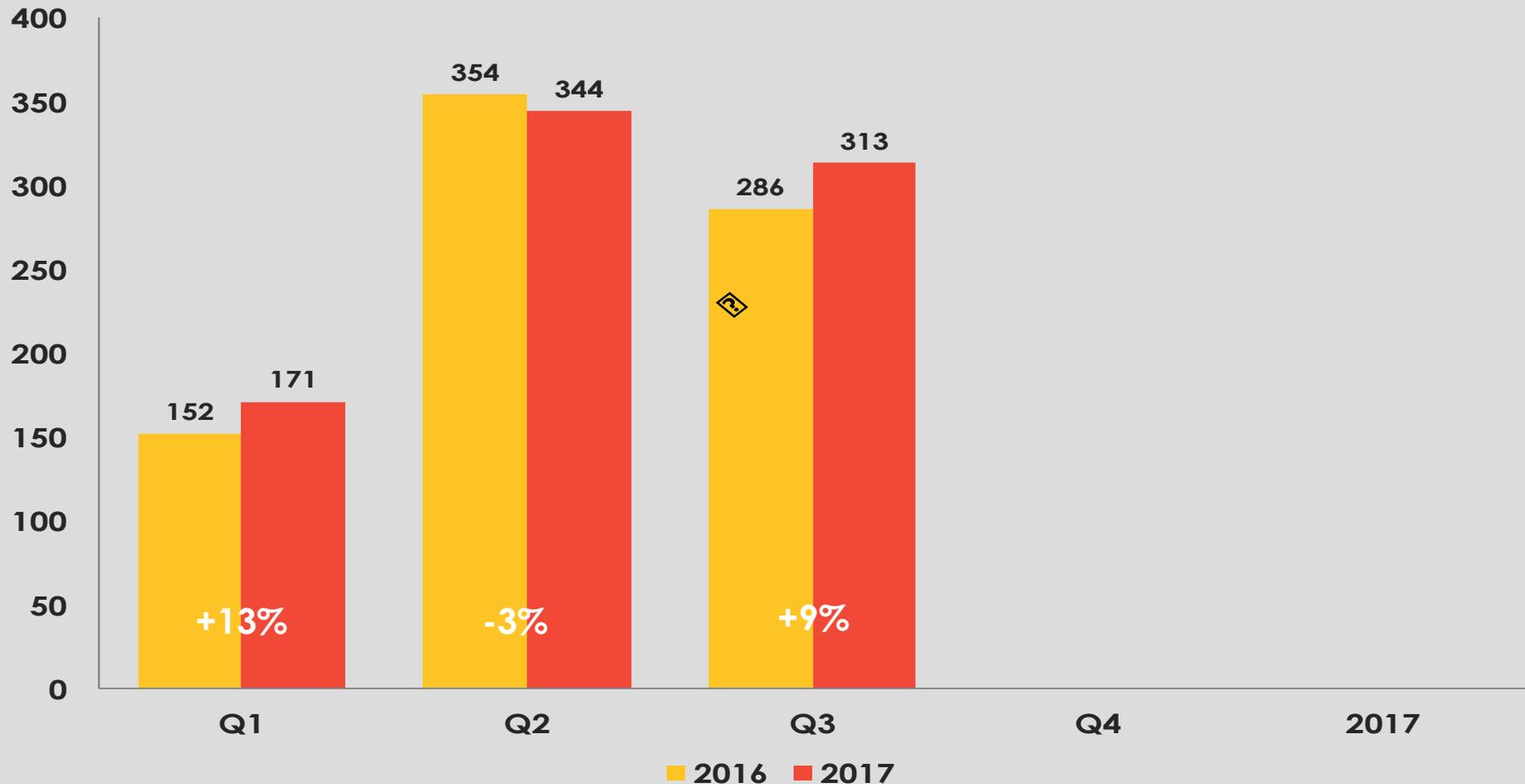


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. VOLUME PER STORE PER WEEK



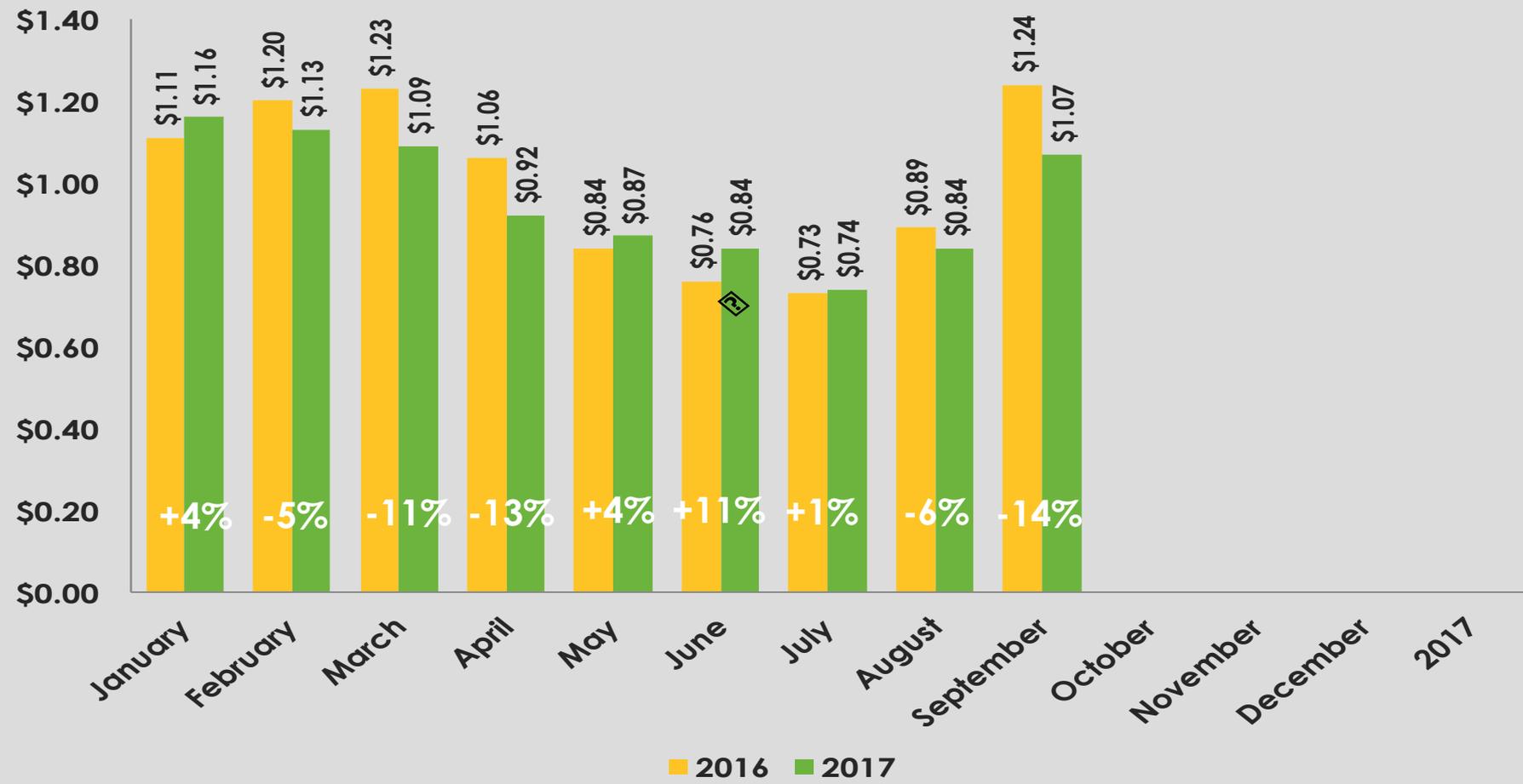
Mango Average Volume Per Store Per Week
Total U.S., Whole, Quarterly





MANGO AVG. RETAIL PRICE

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

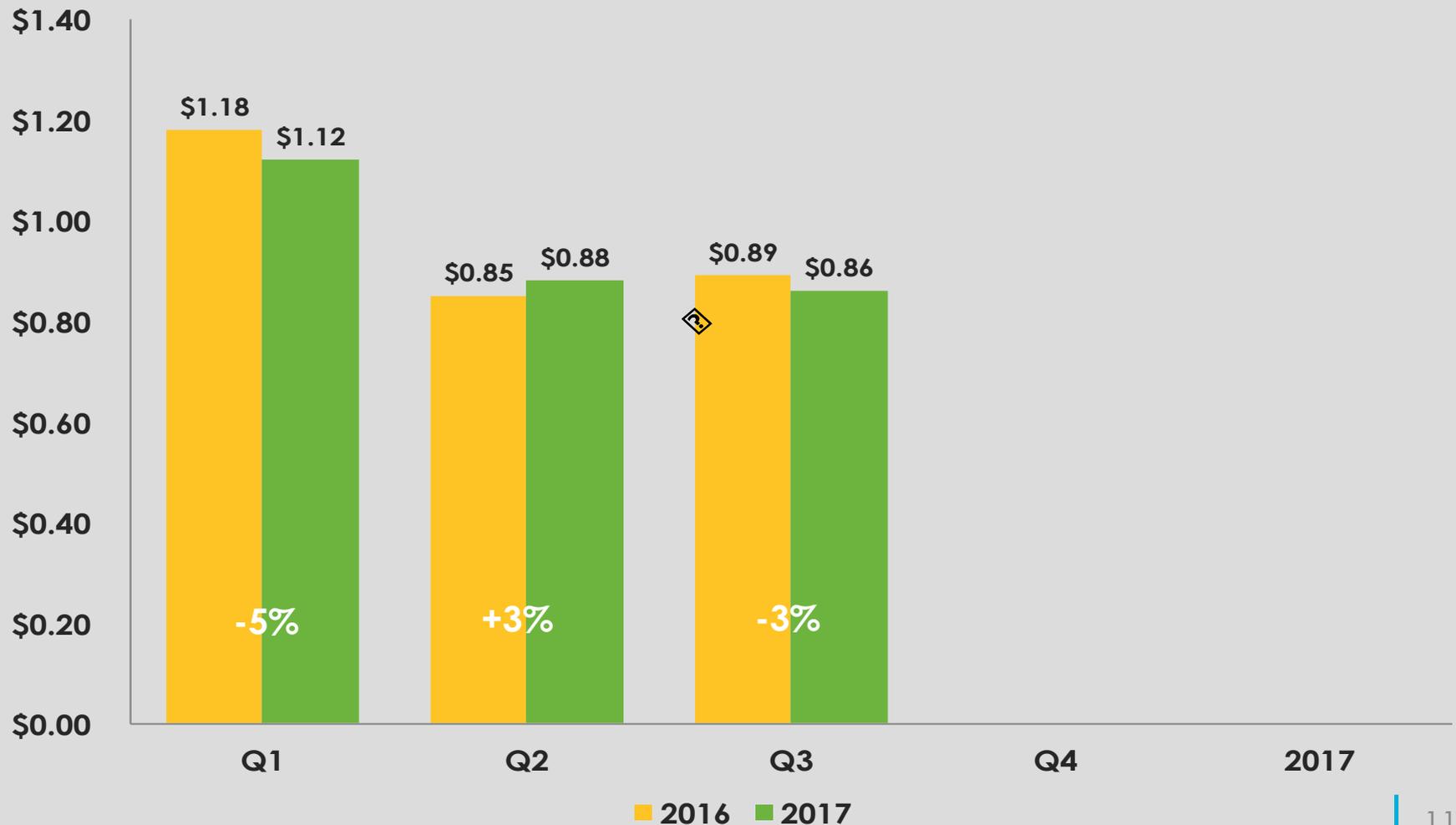


Source: Nielsen Perishables Group FreshFacts®



MANGO AVG. RETAIL PRICE

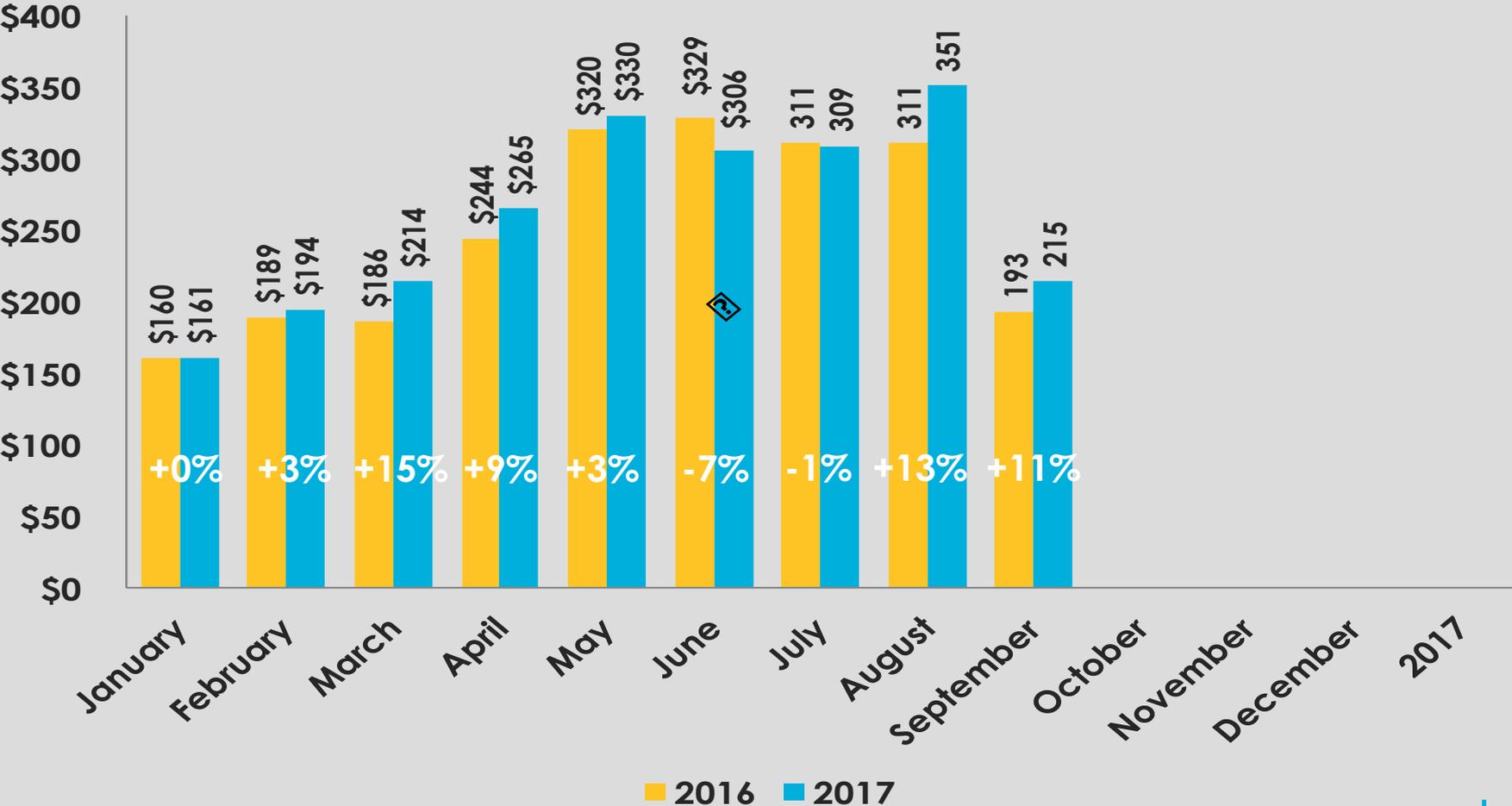
Mango Average Retail Price
Total U.S., Whole, Quarterly



MANGO AVG. DOLLARS PER STORE PER WEEK



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

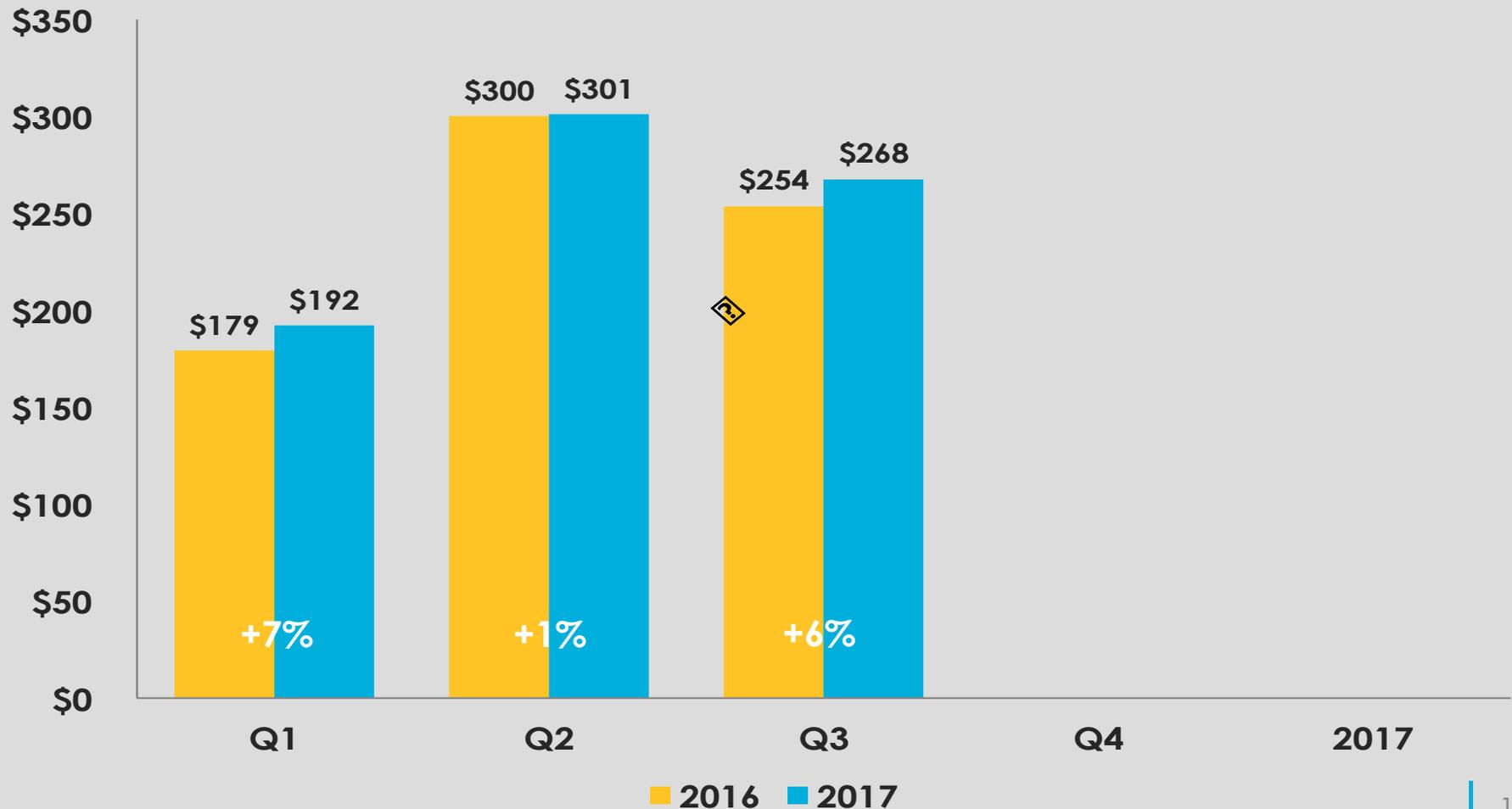


Source: Nielsen Perishables Group FreshFacts®

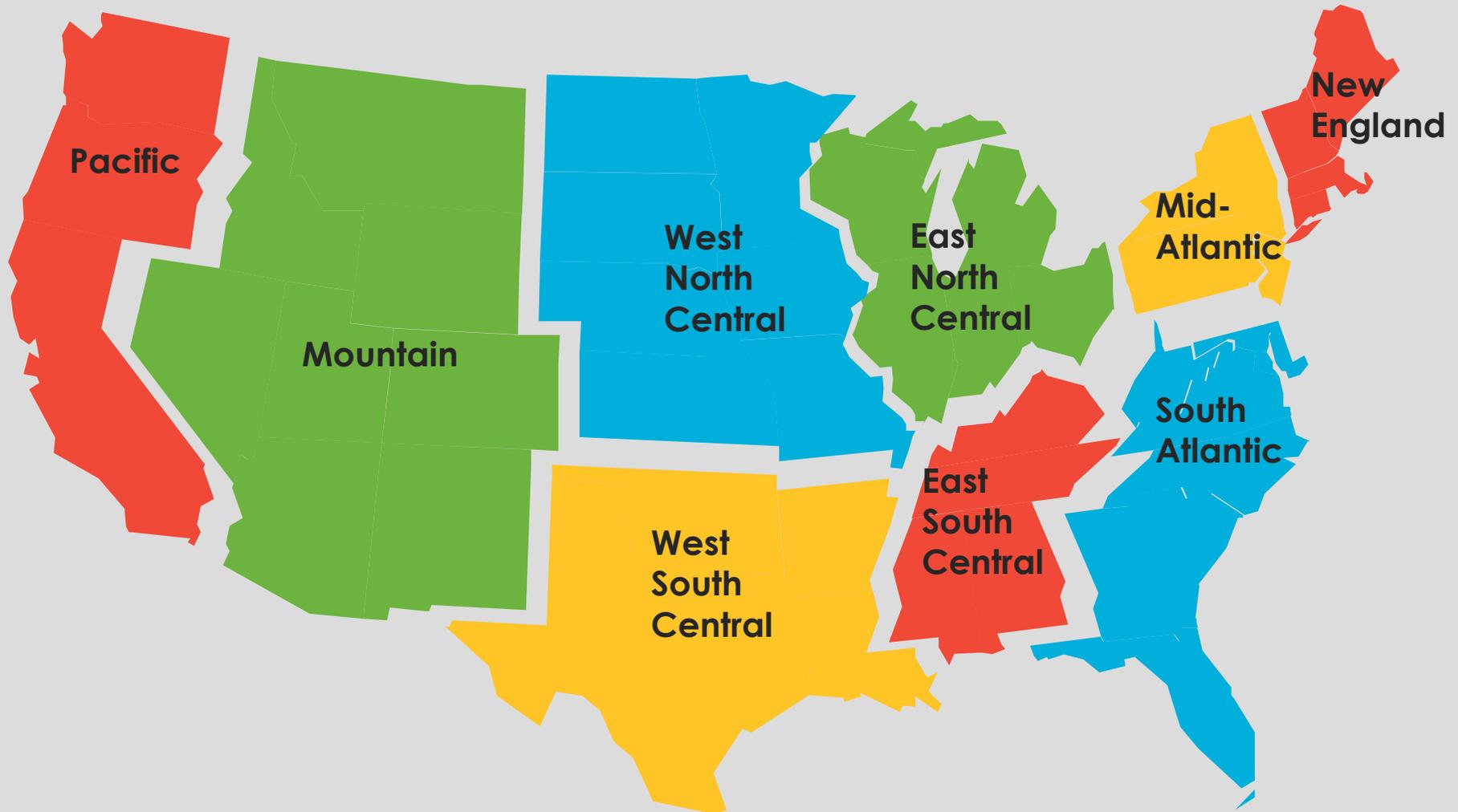
MANGO AVG. DOLLARS PER STORE PER WEEK



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



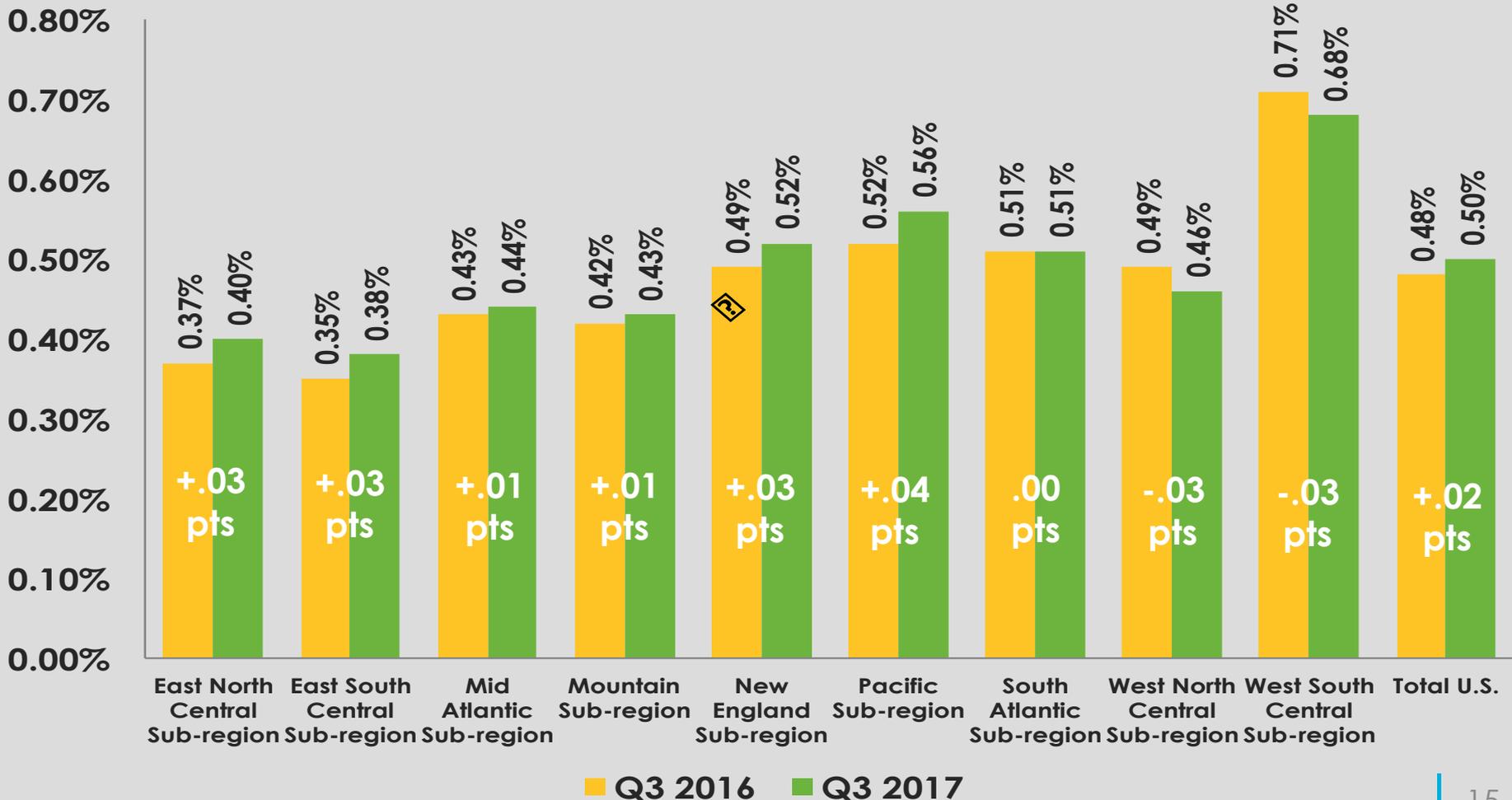
MAP OF SUB-REGIONS



MANGO CONTRIBUTION TO DEPT. SALES BY SUB-REGION



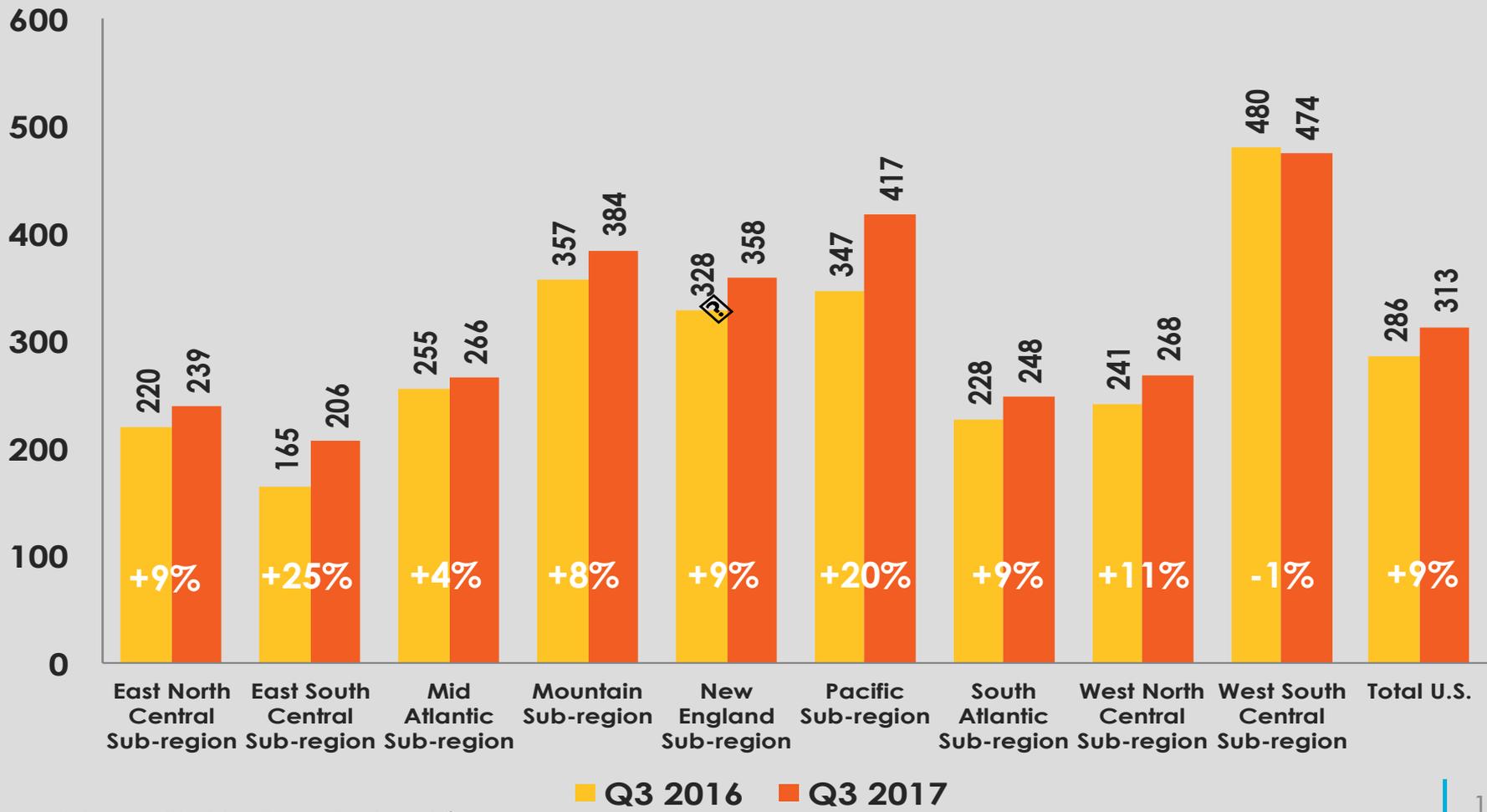
Mango Contribution to Produce Department Sales By Sub-Region, Whole Mangos



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

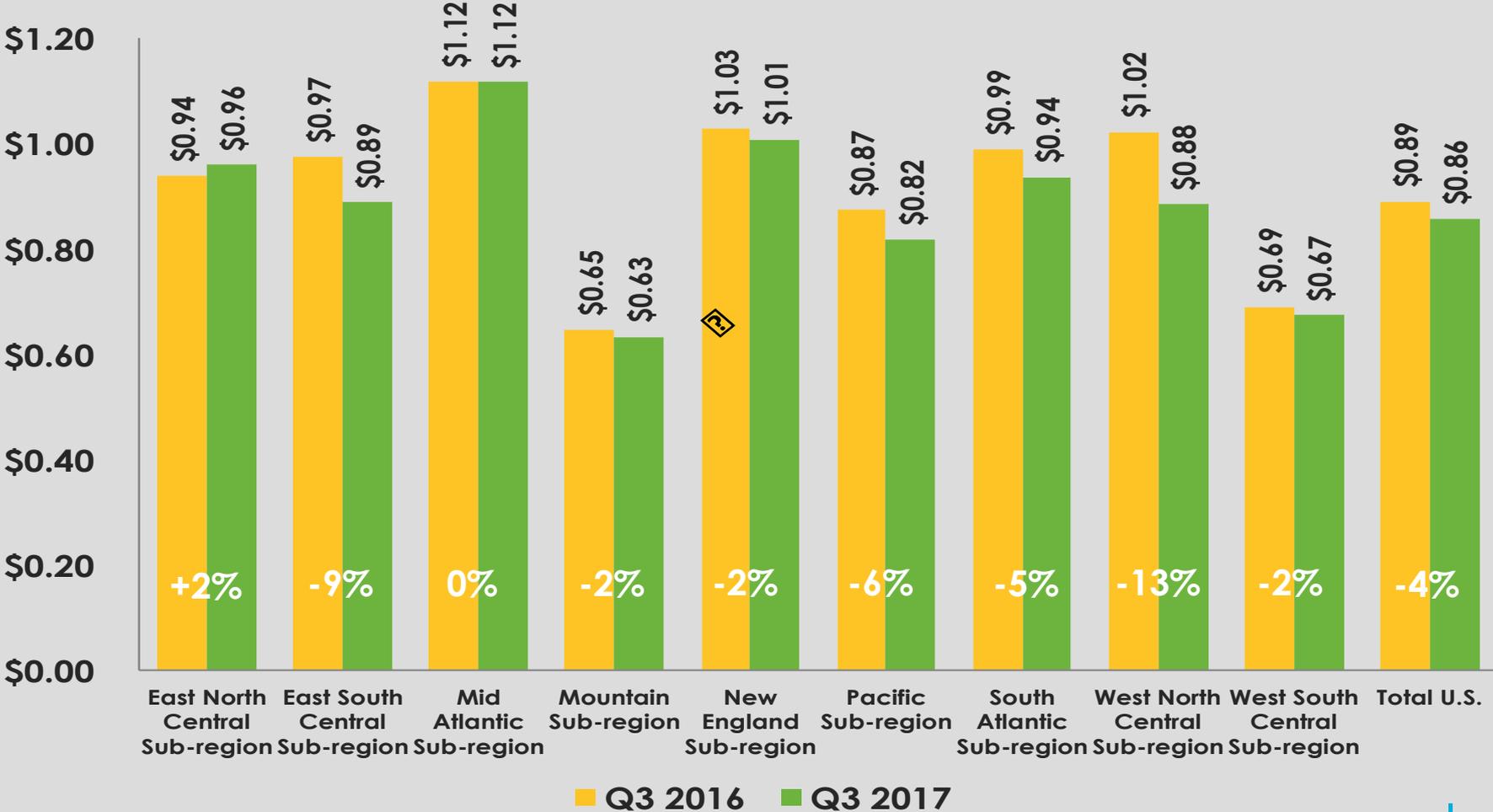


Source: Nielsen Perishables Group FreshFacts®

MANGO AVG. RETAIL PRICE BY SUB-REGION



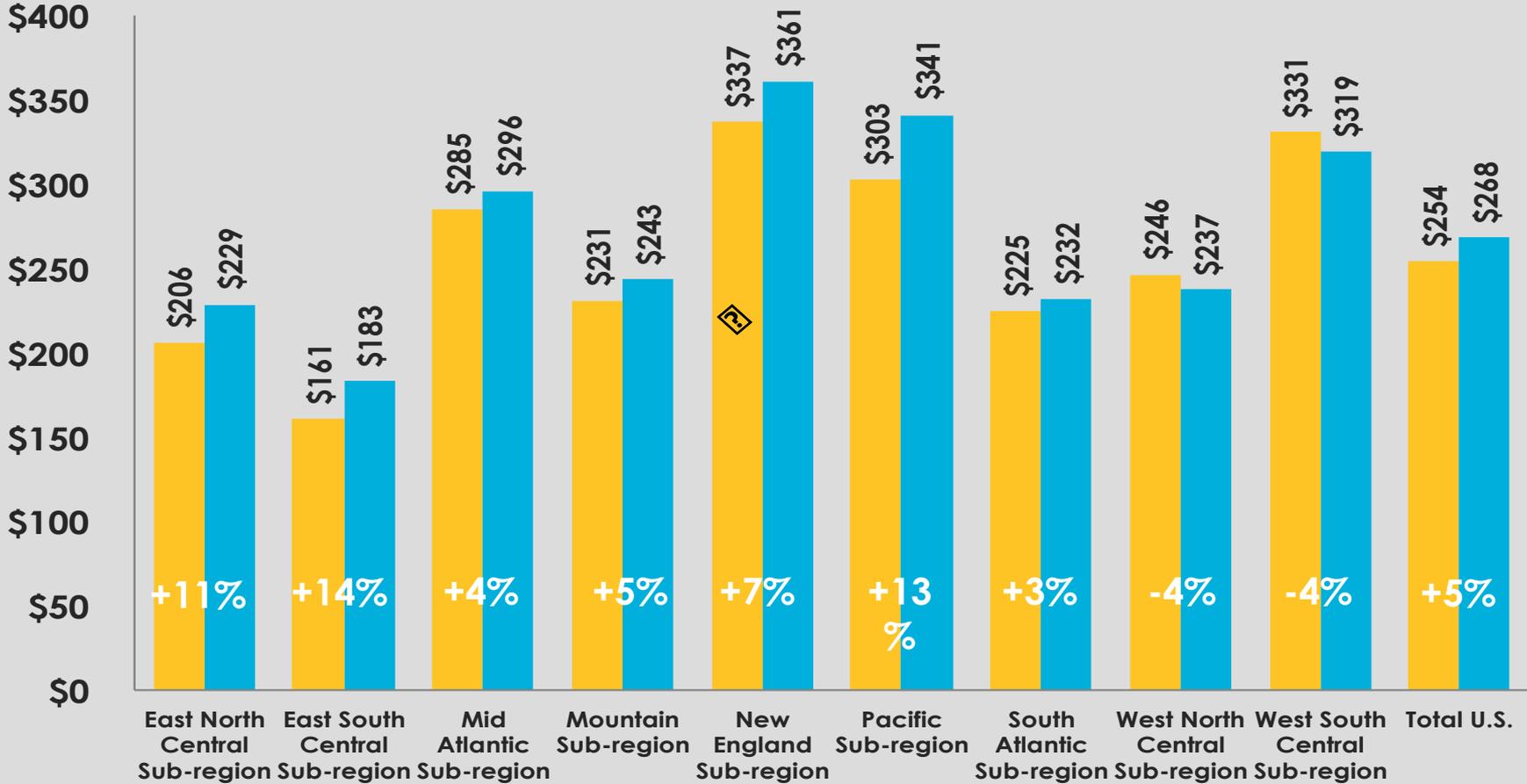
Mango Average Retail Price By Sub-Region, Whole Mangos



Source: Nielsen Perishables Group FreshFacts®

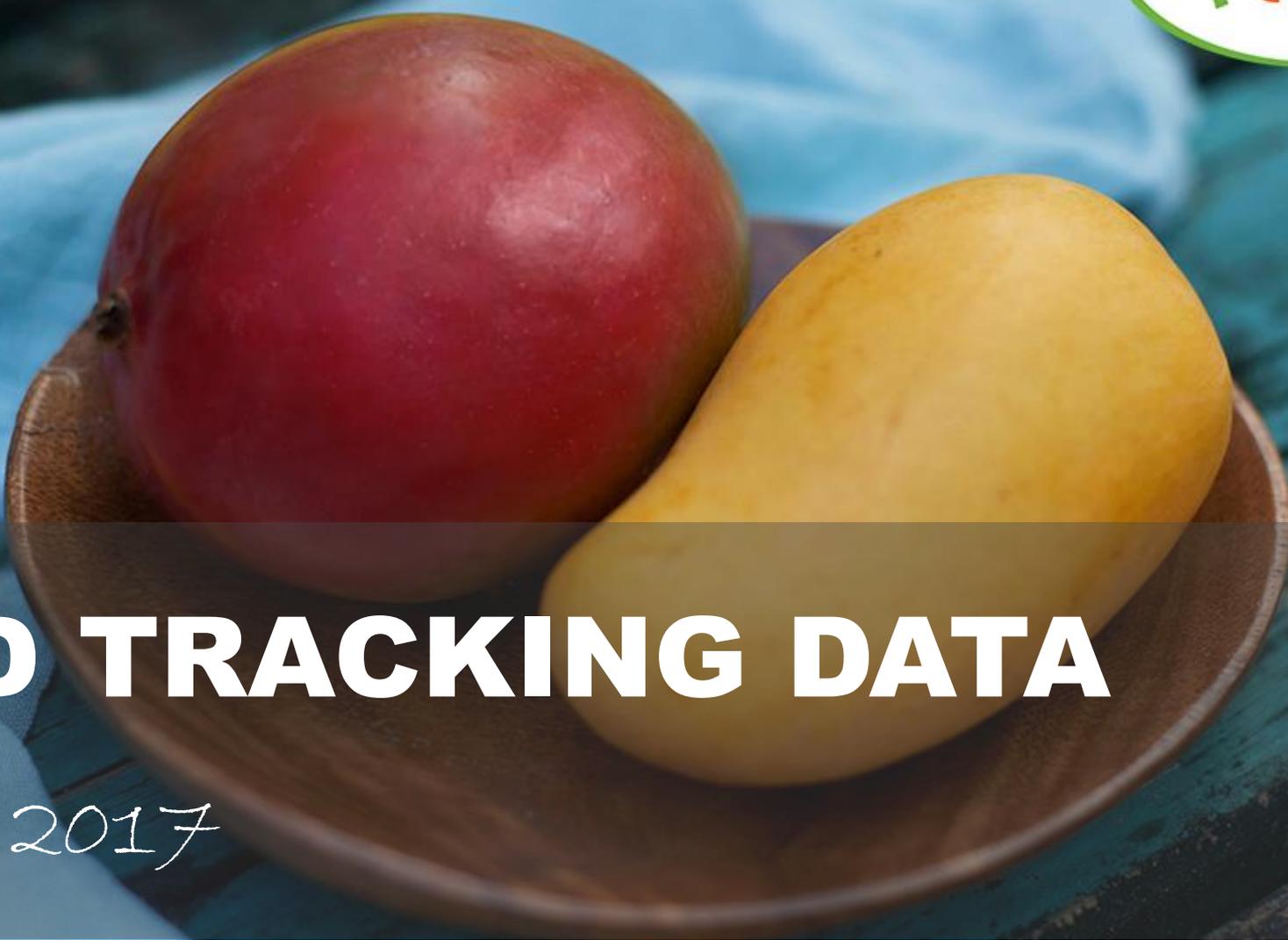
MANGO AVG. SALES PER STORE PER WEEK BY SUB-REGION

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



■ Q3 2016 ■ Q3 2017

Source: Nielsen Perishables Group FreshFacts®



AD TRACKING DATA

Q3 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*
- *11% decline in stores on ad in July 2017*
- *18% increase in stores on ad in August 2017*
- *98% increase in stores on ad in September 2017*
- *13% increase in stores on ad for Q3 2017*
- *18% increase in stores on ad from January to September 2017*



JULY 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
7/7/17		each	9,420	0.87	7,687	0.78	-18%	-10%
7/7/17		per pound	27	2.99	22	2.99	-19%	0%
7/7/17	Y	each	899	1.33	1,366	1.17	52%	-12%
7/14/17		each	9,153	0.73	6,184	0.87	-32%	19%
7/14/17		per pound			76	3.36		
7/14/17	Y	each	1,163	1.31	1,665	1.11	43%	-15%
7/21/17		each	8,662	0.86	9,105	0.77	5%	-10%
7/21/17		per pound	106	1.81	117	2	10%	10%
7/21/17	Y	each	2,336	1.4	949	1.22	-59%	-13%
7/28/17		each	6,809	0.84	7,301	0.87	7%	4%
7/28/17		per pound	43	2.06	57	4.22	33%	105%
7/28/17	Y	each	702	1.37	551	1.39	-22%	1%
Totals	All	All	9,420		7,687		-18%	



AUGUST 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
8/4/17		each	7,683	0.9	7,576	0.88	-1%	-2%
8/4/17		per pound	52	2.07	64	3.92	23%	89%
8/4/17	Y	each	616	1.37	537	1.5	-13%	9%
8/11/17		each	5,385	0.96	6,053	0.99	12%	3%
8/11/17	Y	each	841	1.25	1,037	1.3	23%	4%
8/18/17		each	5,575	0.97	7,750	0.83	39%	-14%
8/18/17		per pound	20	0.79	22	2.99	10%	278%
8/18/17	Y	each	453	1.41	1,090	1.23	141%	-13%
8/25/17		each	3,666	1.08	4,100	0.99	12%	-8%
8/25/17		per pound			150	1.27		
8/25/17	Y	each	508	1.96	884	1.33	74%	-32%
Totals	All	All	24,799		29,263		18%	

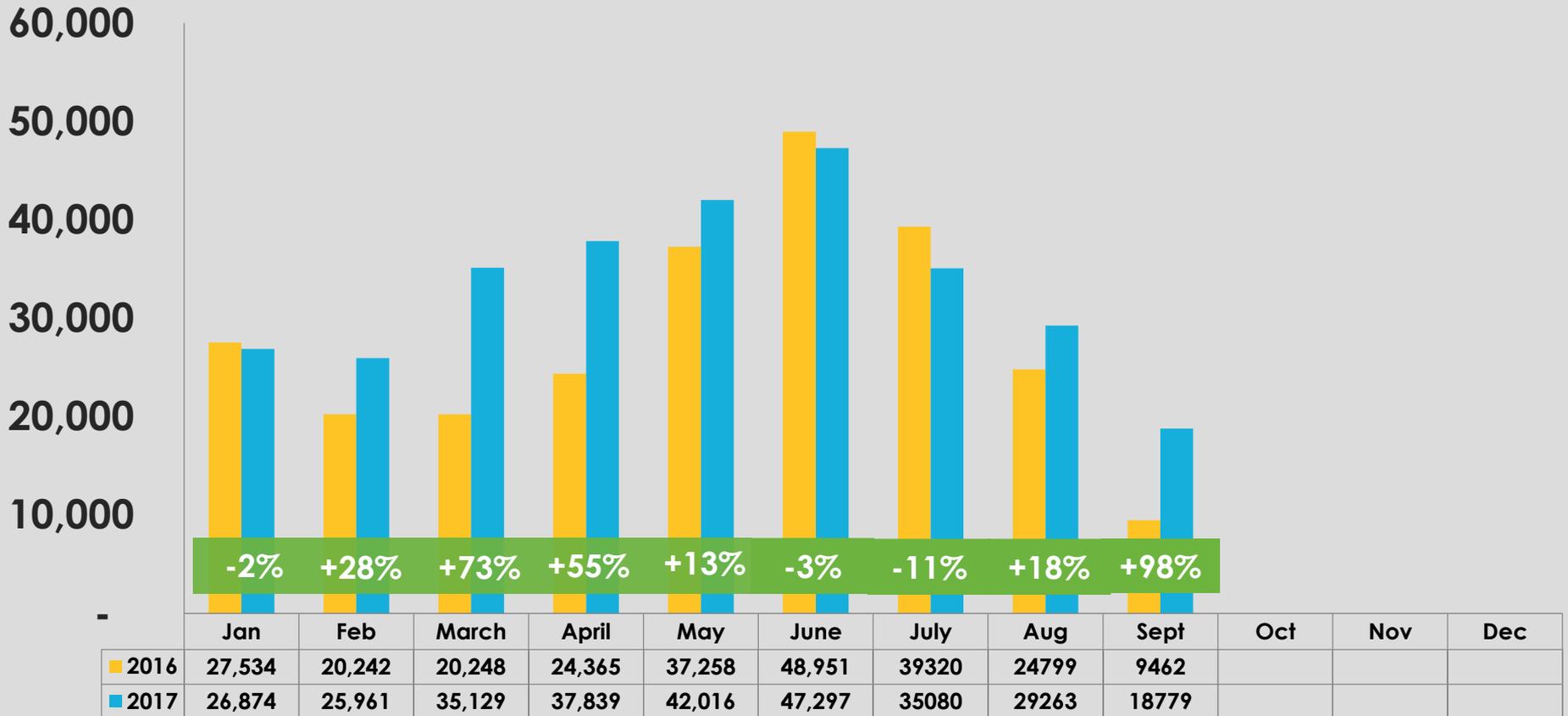


SEPT 2017 WEEKLY ADS

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
9/1/17		each	2,300	1.08	3,849	0.91	67%	-16%
9/1/17		per pound	27	3.49	22	2.99	-19%	-14%
9/1/17	Y	each	53	1.73	338	1.48	538%	-14%
9/8/17		each	996	1.25	3,994	0.93	301%	-26%
9/8/17		per pound	27	2.99	57	2.5	111%	-16%
9/8/17	Y	each	141	2.15	219	1.54	55%	-28%
9/15/17		each	1,215	1.17	3,084	1.11	154%	-5%
9/15/17		per pound			22	2.99		
9/15/17	Y	each	35	2.51	779	1.34	2126%	-47%
9/22/17		each	1,766	1.1	2,763	1.14	56%	4%
9/22/17		per pound	47	2.51	25	2.91	-47%	16%
9/22/17	Y	each	9	1.99	261	2.29	2800%	15%
9/29/17		each	2,833	1.06	3,212	0.99	13%	-7%
9/29/17		per pound			35	2.19		
9/29/17	Y	each	13	2.08	119	1.62	815%	-22%
Totals	All	All	9,449		18,625		97%	

2017 MONTHLY NUMBER OF STORES ON AD

2017 Monthly Number of Stores on Ad



298,238 stores on ad from January to September 2017 compared to 252,179 on ad during this period in 2016, which is an 18% increase

