



Mango Retail Performance
Scanner Data and Ad Tracking Trends

Q1 2018





Retail Scanner Data

Q1 2018



Executive Summary - Q1

Volume

5% increase over LY with 180 mangos per store per week

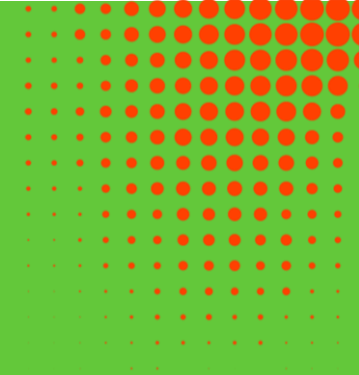
- While there was a decline YOY in February, the Q1 momentum reflects trending growth
- New England and Pacific regions continue to lead in volume, however New England showed a slight decline in Q1 and Pacific was flat for the first time in awhile...bears watching
- West South Central is coming back – volume significantly ahead of where they were YAGO in Q1

Average Retail Price

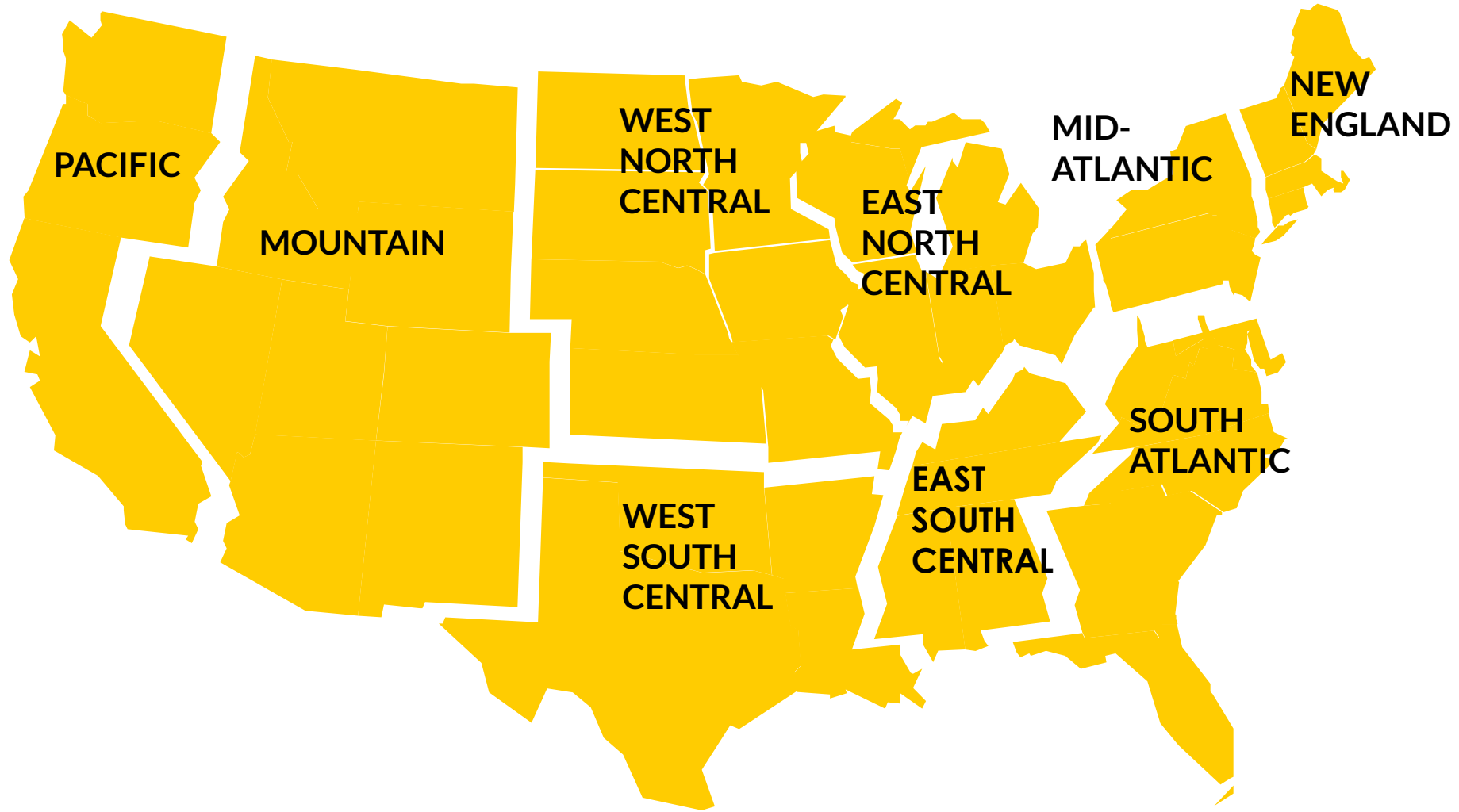
- 7% decrease compared to LY at \$1.05 for total US
- Retail pricing movement is reflective of the volume movement
- All regions were down over LY except for New England
- High and lows were \$1.33 in West North Central and \$.81 in West South Central

Sales

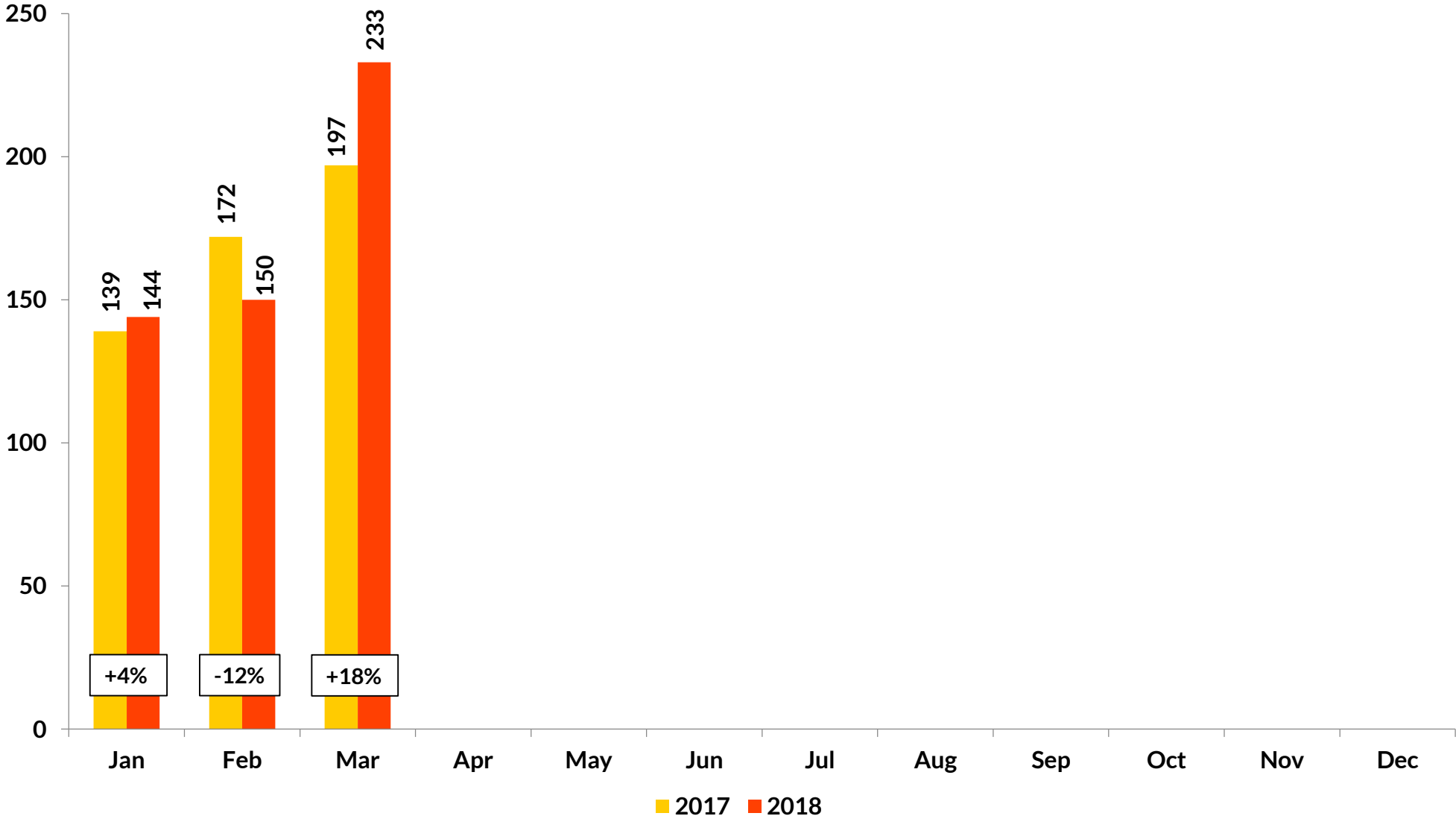
- 2% decrease compared to LY at \$189 dollars/store/week
- Most significant decline -12% was in West North Central
- Sales growth month to month reflects the same momentum as volume, so lower price point not a significant factor



Map of Sub-Regions

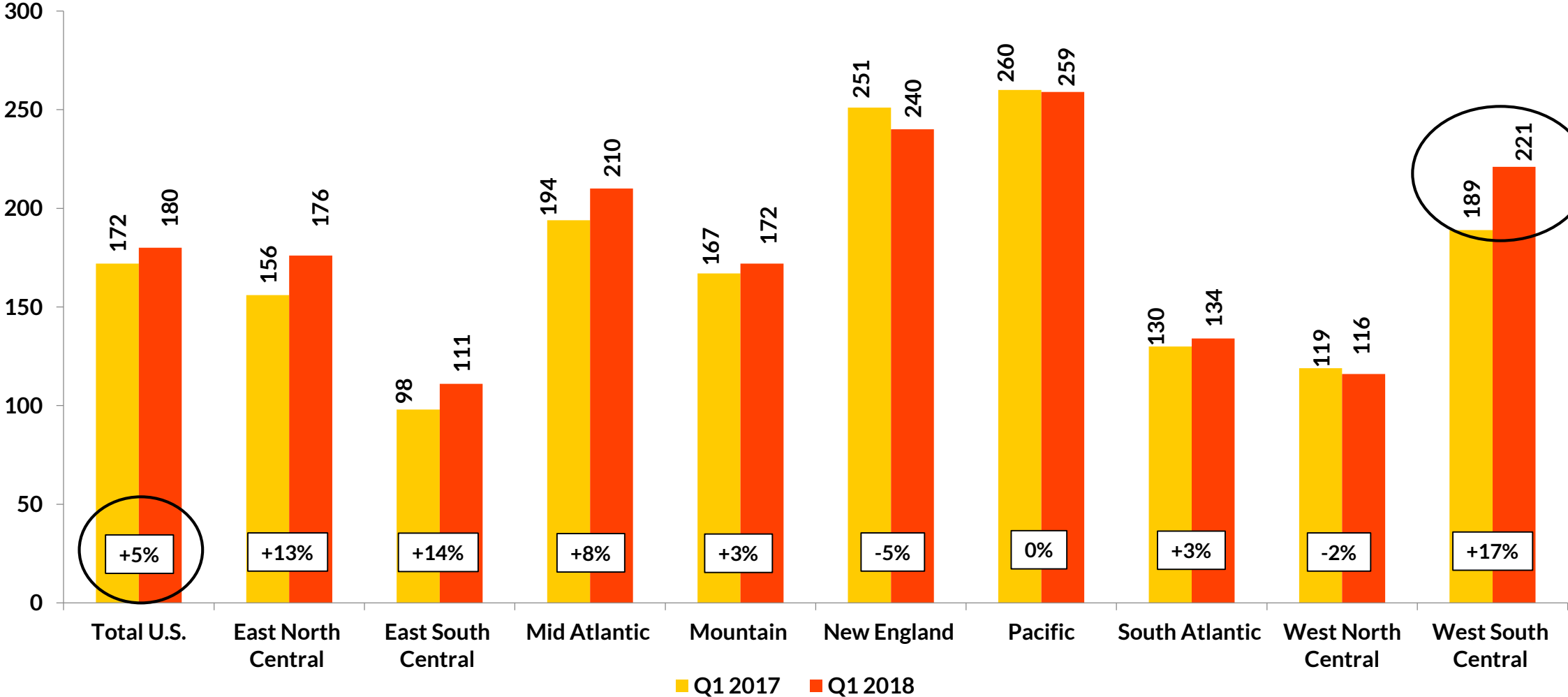


Mango Volume/Store/Week



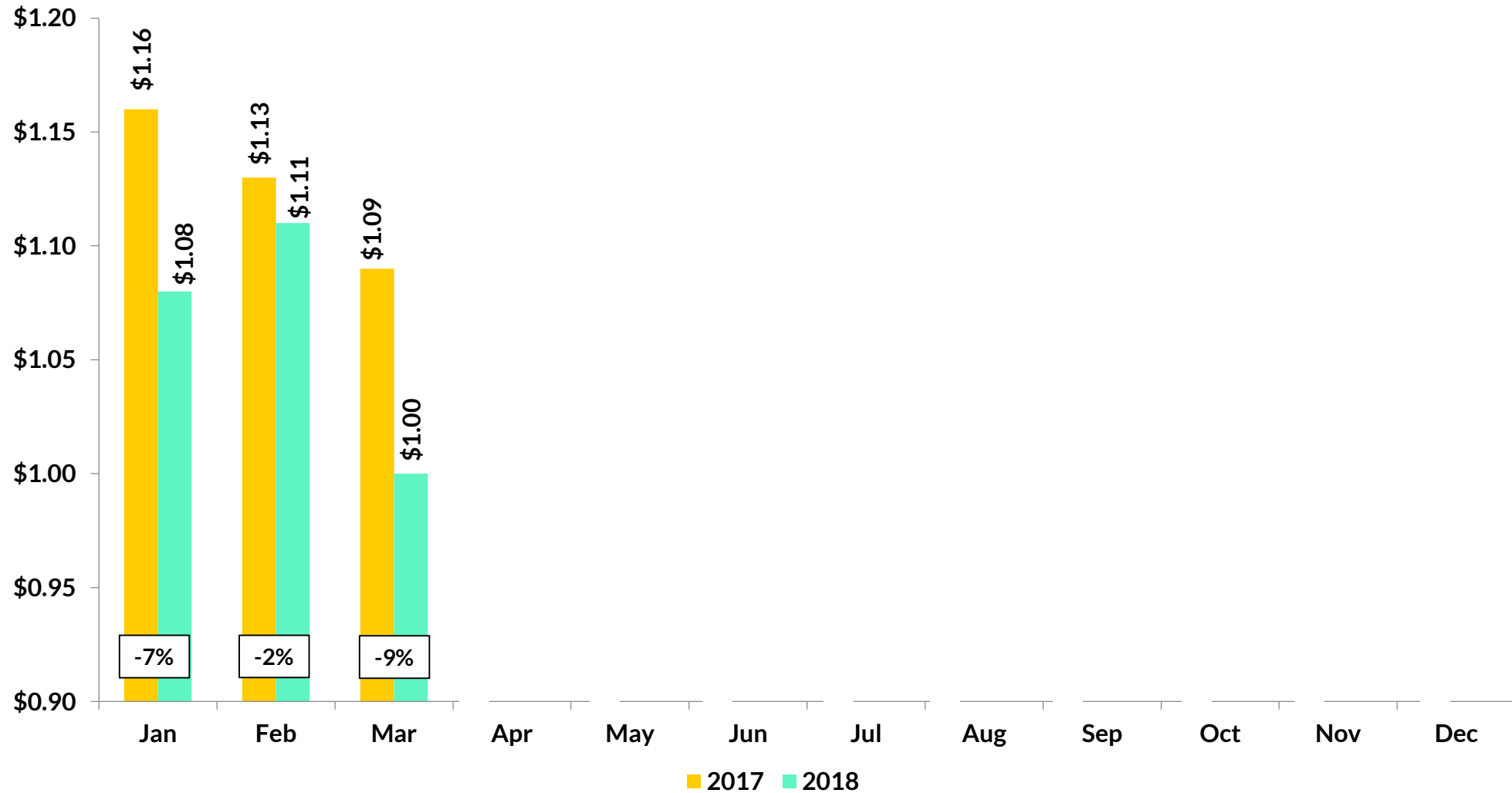
Source: Nielsen FreshFacts® 2018 vs YAGO

Mango Volume/Store/Week Total US by Region

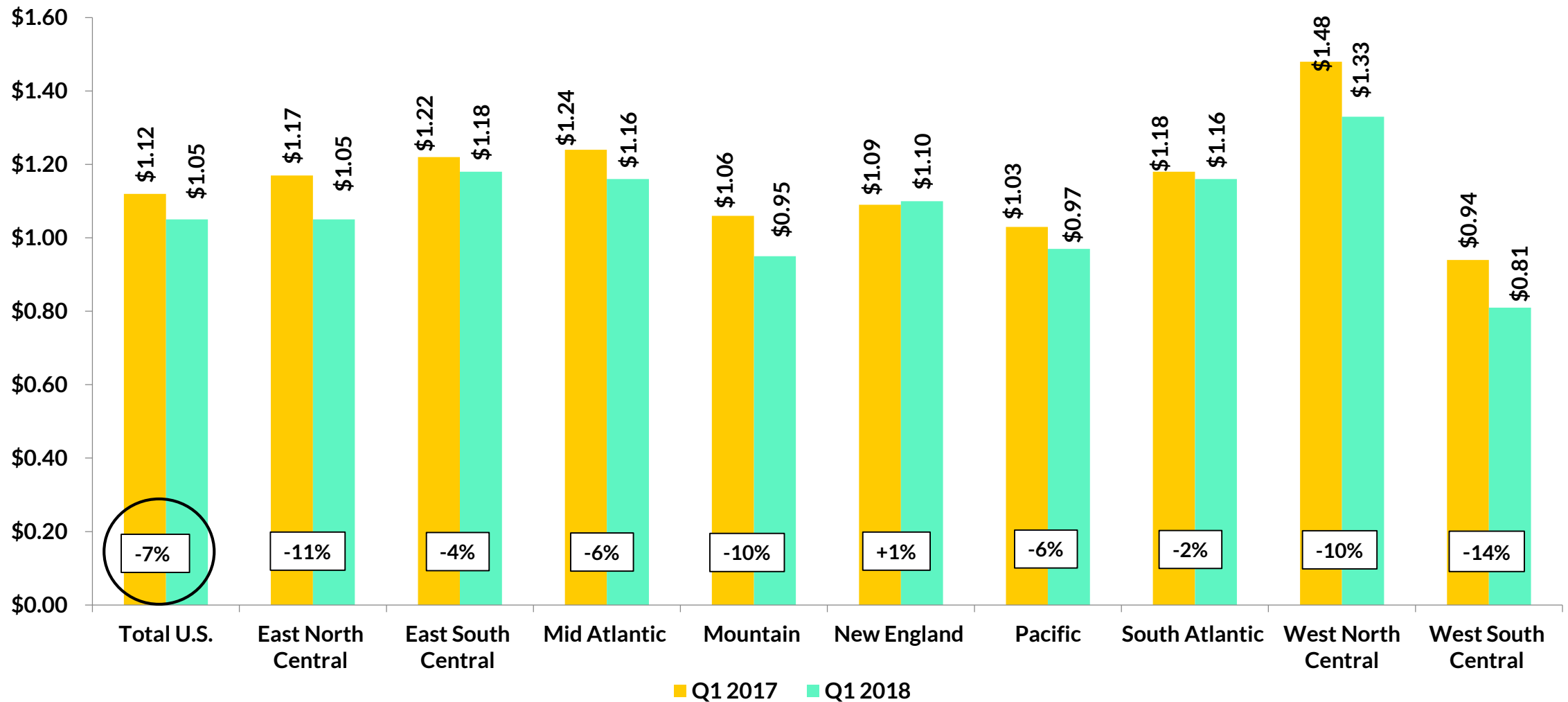


Source: Nielsen FreshFacts® 2018 vs YAGO

Mango Average Retail Price

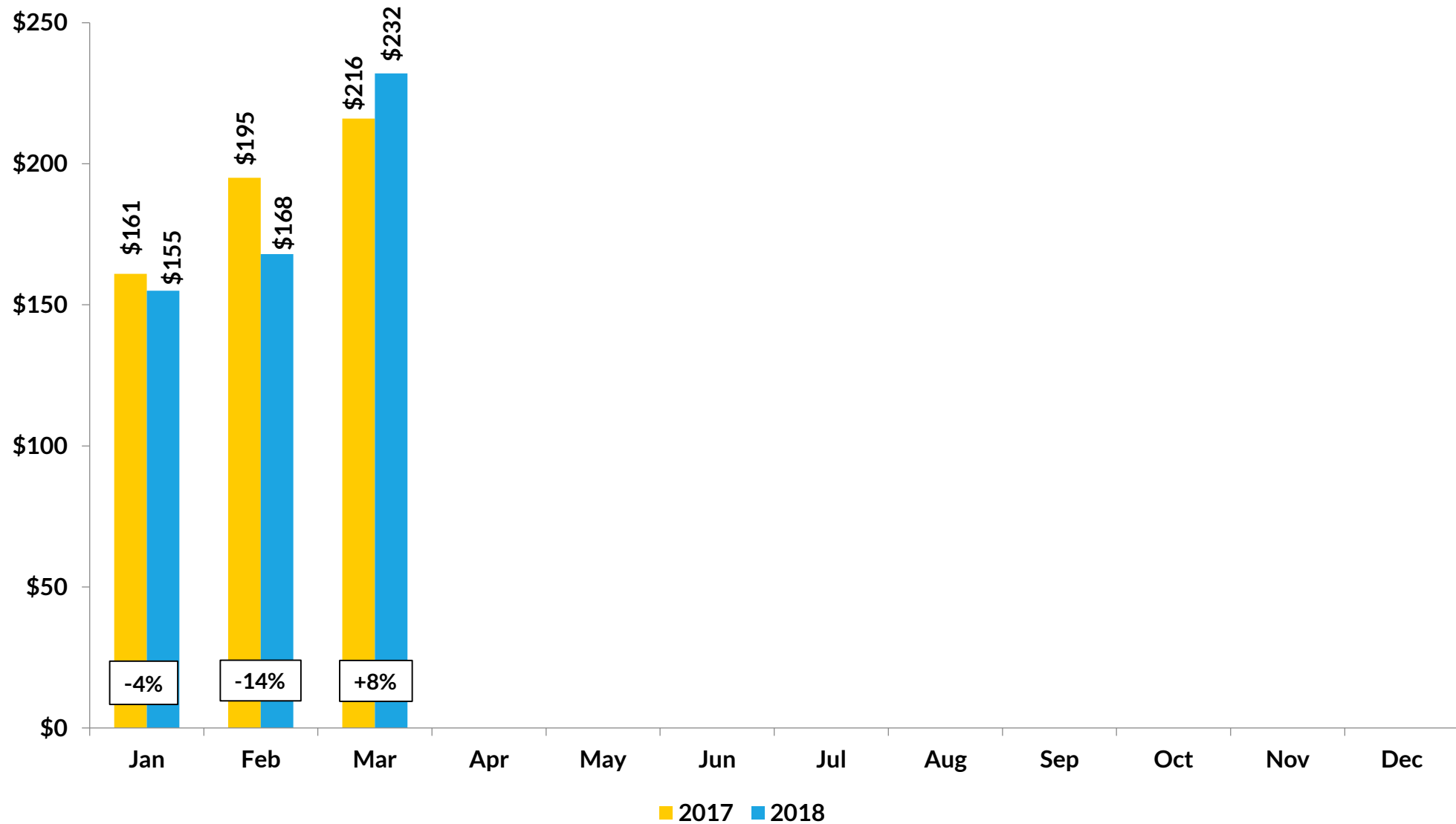


Mango Average Retail Price Total US by Region

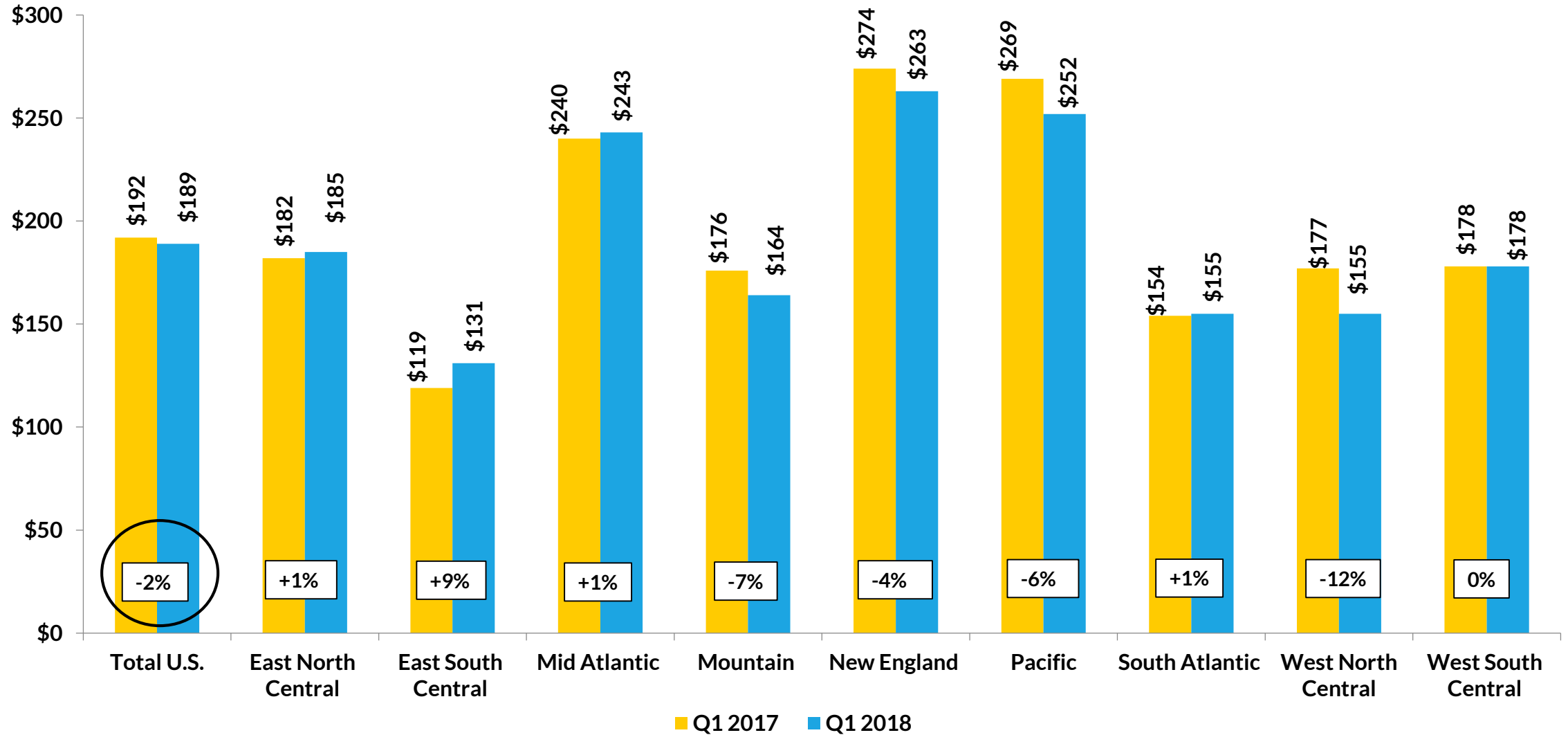


Source: Nielsen FreshFacts® 2018 vs YAGO

Mango Dollars/Store/Week



Mango Dollars/Store/Week Total US by Region





Ad Tracking Data

Q1 2018



Executive Summary

This report is intended to be directional. There is one omission to the data to note:

- No retail data was captured by USDA week ending March 10, 2018. Numbers for same week 2017 are NOT included for equity in comparison.

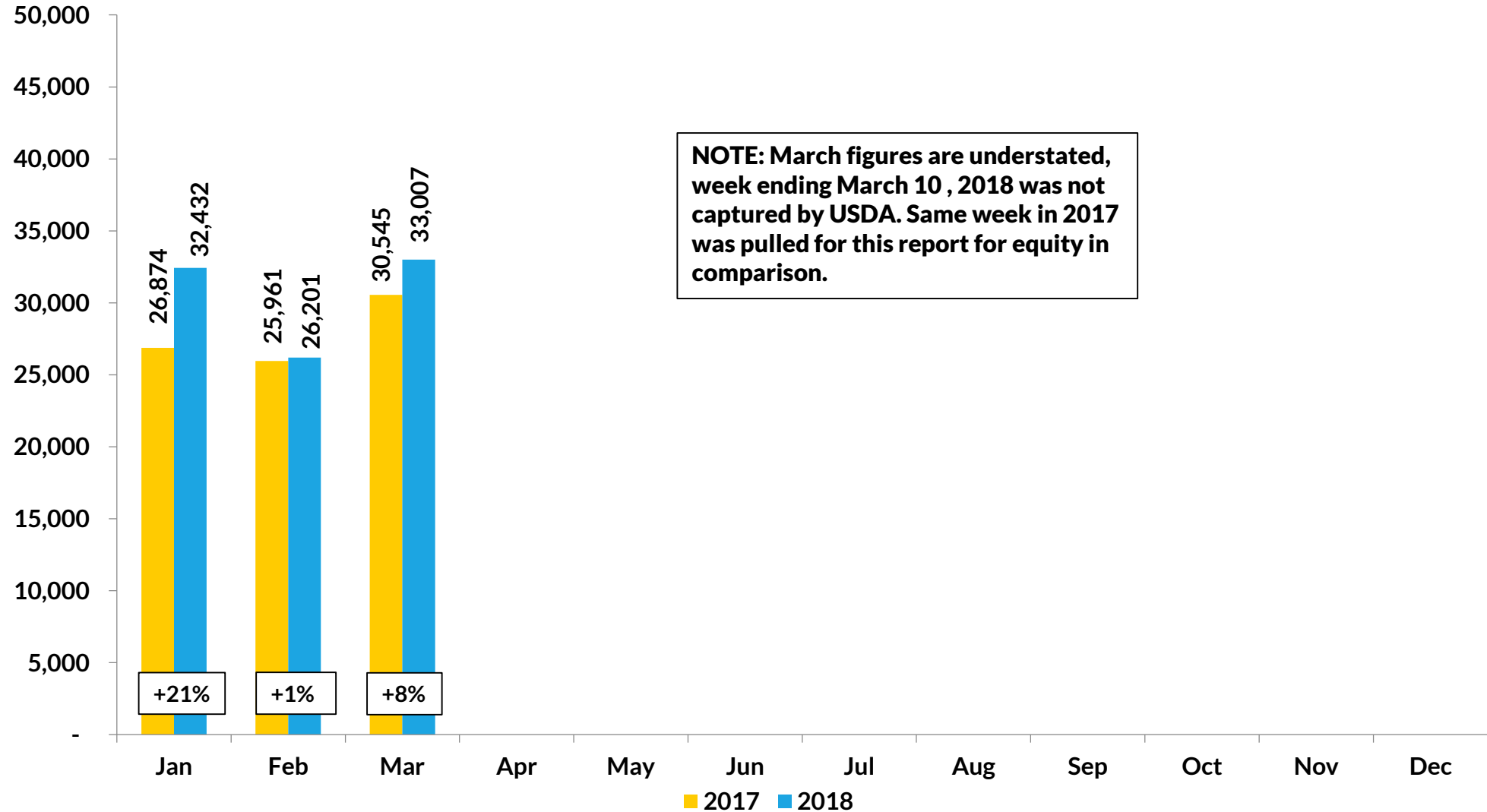
Overview

10% increase of stores on ad for Q1 2018

- 21% increase of stores on ad in January 2018
- 1% increase of stores on ad in February 2018
- 8% increase of stores on ad in March 2018

Significant increase YOY in January stores on ad driven primarily by organic (74% increase) with multiple weeks of +150% increases throughout Q1

2018 Number of Stores on Ad



January 2018 Weekly Stores On Ad

Week Ending	Organic Y or N	Unit	2017 Stores on Ad	2018 Stores on Ad	Store Count % Change	2017 Weighted Avg Price	2018 Weighted Avg Price	Ad Price % Change
1/6/2018	N	each	7,157	8,934	25%	1.11	0.94	-15%
1/6/2018	N	per pound	35	57	63%	3.15	3.37	7%
1/6/2018	Y	each	653	979	50%	1.56	1.48	-5%
1/13/2018	N	each	5,984	7,495	25%	0.97	1.07	10%
1/13/2018	N	per pound	64	60	-6%	3.18	3.33	5%
1/13/2018	Y	each	670	1,694	153%	1.85	1.74	-6%
1/20/2018	N	each	5,269	6,921	31%	1.05	0.9	-14%
1/20/2018	N	per pound	61	60	-2%	2.99	3.17	6%
1/20/2018	Y	each	692	387	-44%	1.4	1.52	9%
1/20/2018	Y	per pound	0	12		NA	1.49	NA
1/27/2018	N	each	6,017	4,919	-18%	1.06	1.13	7%
1/27/2018	N	per pound	3	22	633%	2.49	3.49	40%
1/27/2018	Y	each	269	892	232%	1.6	1.56	-3%
			26,874	32,432	21%			

February 2018 Weekly Stores On Ad

Week Ending	Organic Y or N	Unit	2017 Stores on Ad	2018 Stores on Ad	Store Count % Change	2017 Weighted Avg Price	2018 Weighted Avg Price	Ad Price % Change
2/3/2018	N	each	5,037	5,356	6%	0.99	1.06	7%
2/3/2018	N	per pound	61	65	7%	3.21	3.08	-4%
2/3/2018	Y	each	884	556	-37%	1.47	1.95	33%
2/10/2018	N	each	5,024	3,662	-27%	1.07	1.11	4%
2/10/2018	N	per pound	61	35	-43%	3.21	2.99	-7%
2/10/2018	Y	each	934	1,663	78%	1.47	1.61	10%
2/17/2018	N	each	6,201	7,675	24%	0.96	1.09	14%
2/17/2018	N	per pound	27	56	107%	3.49	3.37	-3%
2/17/2018	Y	each	906	358	-60%	1.75	1.62	-7%
2/24/2018		each	6,118	5,128	-16%	1.06	1.03	-3%
2/24/2018		per pound	61	21	-66%	3.21	3.49	9%
2/24/2018	Y	each	647	1,626	151%	1.53	1.61	5%
			25,961	26,201	1%			

March 2018 Weekly Stores On Ad

Week Ending	Organic Y or N	Unit	2017 Stores on Ad	2018 Stores on Ad	Store Count % Change	2017 Weighted Avg Price	2018 Weighted Avg Price	Ad Price % Change
3/3/2018	N	each	6,100	6,193	2%	1.06	1.07	1%
3/3/2018	N	per pound	27	56	107%	3.49	3.18	-9%
3/3/2018	Y	each	533	1,192	124%	1.45	1.37	-6%
3/17/2018	N	each	4,093	5,564	36%	0.88	0.93	6%
3/17/2018	N	per pound	60	35	-42%	2.29	3.29	44%
3/17/2018	Y	each	728	582	-20%	1.61	2	24%
3/17/2018	Y	per pound	0	21	100%	NA	3.99	NA
3/24/2018	N	each	7,220	7,890	9%	1.05	0.96	-9%
3/24/2018	N	per pound	0	67	100%	NA	2.54	NA
3/24/2018	Y	each	510	774	52%	1.44	1.81	26%
3/24/2018	Y	per pound	57	0	-100%	1.50		
3/31/2018	N	each	10,139	10,059	-1%	1.06	1.12	6%
3/31/2018	N	per pound	47	56	19%	2.48	3.18	28%
3/31/2018	Y	each	1,088	518	-52%	1.22	1.29	6%
			30,602	33,007	8%			

Q1 Organic Weekly Stores On Ad

Week Ending	Unit	2017 Stores on Ad	2018 Stores on Ad	Store Count % Change	2017 Weighted Avg Price	2018 Weighted Avg Price	Ad Price % Change
1/5/2018	each	653	979	50%	1.56	1.48	-5%
1/12/2018	each	670	1,694	153%	1.85	1.74	-6%
1/19/2018	each	692	387	-44%	1.4	1.52	9%
1/19/2018	per pound	0	12	100%	NA	1.49	NA
1/26/2018	each	269	892	232%	1.6	1.56	-3%
		2,284	3,964	74%			
2/2/2018	each	884	556	-37%	1.47	1.95	33%
2/9/2018	each	934	1,663	78%	1.47	1.61	10%
2/16/2018	each	906	358	-60%	1.75	1.62	-7%
2/23/2018	each	647	1,626	151%	1.53	1.61	5%
		3,371	4,203	25%			
3/2/2018	each	533	1,192	124%	1.45	1.37	-6%
3/16/2018	each	728	582	-20%	1.61	2	24%
3/16/2018	per pound	0	21	100%	NA	3.99	NA
3/23/2018	each	510	774	52%	1.44	1.81	26%
3/30/2018	each	1,088	518	-52%	1.22	1.29	6%
		2,859	3,087	8%			

About the Nielsen Perishables Group, FreshFacts®, Data Set

- The data represents retail mango sales from grocery store chains and box stores that partner with Nielsen Perishables Group, and have more than \$2 million annual sales/store.
- This data reflects approximately 70% of total sales and encompasses roughly 18,000 stores nationwide.

About the USDA-AMS Market News Data Set

- The data was pulled from the USDA-AMS Market News portal retail report.
- This data set is based on a weekly survey of 500 retailers comprising more than 29,000 individual stores with online weekly advertised features..

