MANGO PERFORMANCE BENCHMARK REPORT

2015-2016

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APPROACH

In order to conduct the following category review, Nielsen Perishables Group analyzed mango sub-category sales trends to create a historical reference for performance benchmarks

Areas of focus include:

- Overall category trends (including contribution to department, dollar sales, volume and pricing)
- Category contribution and trends by segment
- Seasonality
- Sales performance by geographic sub-region
- Organic mango sales trends
- Fresh-cut mango only organic mango only and mix sales trends

APPROACH

National Mango Board Custom Hierarchy

- The analysis primarily examines whole mango in Total US market for the 2016 and 2015 calendar years, unless otherwise noted
- Fresh-cut mango only is separated from whole mango results
- Whole mango volume is measured in units; for those retailers who sell mangos by the pound, a conversion rate is used

About the Nielsen Perishables Group Data Set

- The data represents retail census sales data of total U.S. grocery store chains with more than $2 million sales annually
- Data is captured in a universe called the Fresh Coverage Area (FCA) and includes ~18,000 stores nationwide
- Not included in the data set are small independent chains and alternative format retailers such as Whole Foods Market and Trader Joe's
- The data represents fruit items sold in the produce department including UPC, PLU and system-2 coded items

OVERVIEW AND MANGO TREND-SPOTTING

2015-2016

TREND-SPOTTING: FRUIT AND TROPICAL FRUIT

All fruit and mangos grew at a similar pace

- Fruit dollars per store per week grew 4% in 2016 to $24,416
- Mangos grew at the same 4% pace to $217 per store per week in 2016
- Mangos maintained the #20 position, consistent with 2015, 2014 and 2013
- Declining categories include grapes, bananas, oranges, pears, cantaloupe, nectarines, plums, grapefruit and honeydew
- Biggest increases were in blackberries at 15% growth, limes at 14% growth and mandarins at 11% growth

Tropical fruit category on track in 2016

- Tropical fruit dollars per store per week grew 5% in 2016
- Mangos are the category captain of tropical fruit with 37% of category dollars
- For most retailers, success in tropical fruit will depend upon success in mangos

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: WHOLE MANGOS

Mango growth continued into 2016, but slowed

- Mango dollars per store per week increased 4% in 2016, while it increased 6% in 2015
- Mango volume per store per week increased 7% in 2016, while it increased 16% in 2015
- Mango dollars and volume increased in every quarter except Q2 2016 (dollars and volume declined by 13% and 18% respectively in Q2 2016) due to a delayed crop which caused a supply gap
- Despite the Q2 supply gap, mango dollars and volume Q2 were still higher than the other quarters, leading to a more gentle curve, with volume and dollars spread out more into the late summer, fall and winter seasons
- Average retail price per mango decreased in 2016, down 2% to $ .96 each

In most sub-regions, mango sales increased in dollars and volume

- The New England sub-region had both the highest dollars per store per week average and the largest dollar increase, up 14% to $312 mango dollars per store per week
- Only the Mountain sub-region experienced a decline in dollars compared to 2015, while the Pacific and South Atlantic sub-region sales were flat

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: PROMOTION AND PRICING

Less mango volume was sold on promotion in 2016

- 32% of mango volume was sold on promotion in 2016, down from 35% in 2015
- The New England sub-region percent sold on promotion decreased the most, down 10.6 pts

Lower non-promoted price drove an overall decline in average retail price

- Average retail price dropped 2% to $ .96 each in 2016
- Promoted average retail price increased 5% to $ .81
- Non-promoted average retail price dropped 6% to $1.03

Most sub-regions saw a decline in average retail price

- West South Central sub-region had the lowest average retail price at $ .72 each, while Mid Atlantic sub-region had the highest average retail price at $1.17 per mango
- Only the East North and New England sub-regions increased average retail price, while Pacific and West North sub-regions remained stable compared to the prior year
- East South Central and Mountain sub-regions saw a 7% decline in average retail price to $1.06 and $.75 each, respectively

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: ORGANIC MANGOS

Organic mango share held steady even with price increase

- Organic mangos account for 3% of total whole mango dollars, same as 2015
- Despite a 30% decrease in organic mango dollar sales in Q2 2016, organic mango sales were up 3% in 2016 versus prior year
- Q2 and Q3 had the strongest organic mango sales in 2016 accounting for $1.7 million in sales each quarter
- The Pacific sub-region had strongest organic mango sales with 7% share of dollars for 2016
- Average retail price for organic mangos increased 2% to $2.10 each, compared to a 2% decrease for total whole mangos to $0.96 each
- Organic mango pricing was highest in the West South Central sub-region at $3.57 each and lowest in the Mountain sub-region at $1.66

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: FRESH-CUT MANGOS ONLY

Fresh-cut mango results mixed compared to 2015

- Mango only fresh-cut ranked #6 in fresh-cut fruit sales, behind mixed fruit, pineapple, watermelon, apples and cantaloupe
- Mango mix fresh-cut ranked #12 in fresh-cut fruit sales
- Mango only fresh-cut mango dollar sales slightly decreased in 2016, down 1% to $59.1 million
- Q1 2016 had the strongest mango only fresh-cut sales at $16.3 million, up 38% from Q1 2015
- Mango only fresh-cut sales declined across all sub-regions, except Mountain and New England sub-region
- The highest dollar sales were in the South Atlantic sub-region at $15.9 million in 2016
- Organic mango only fresh-cut dollar sales increased by a factor of 90, from $4000 in 2015 to $361,000 in 2016
- Mango mixed fresh-cut dollar sales increased by 32%, with the largest increase of 50% in Q1

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: MANGOS GOING MAINSTREAM

Recent growth and future potential make mangos a focus item for retailers

- CPG manufacturers continue launch mango flavored items such as baby food, yogurt, snacks and beverages introducing mango flavored foods to a broader set of consumers
- In June 2016, Trader Joe's named mango the official flavor of summer with promotions that featured different varieties of fresh mangos and introduced 15 limited time mango flavored offerings, like cookies, crackers, candy and even pizza
- The biggest obstacle consumers face when consuming fresh mangos is preparing the fruit. A quick google search will populate hundreds of 'hacks' and videos from knife tricks and kitchen tools to using the rim of a glass as a peeler
- In 2016, Google search identified "How to cut a mango" as the #1 "how to" search for food

Source: Nielsen Perishables Group FreshFacts®

FRUIT AND SPECIALTY FRUIT TRENDS FOR TOTAL U.S.

2015-2016

TOP 25 FRUIT DOLLARS & CONTRIBUTION TO PRODUCE

Overall, dollars per store/week for fruits increased and contribution to the department increased very slightly

- Apples had the largest contribution to the department
- Mangos increased in dollars per store/week, and maintained position #20 in the fruit ranking, the same position was held by mangos in 2015, 2014 and 2013

Fruit Sales and Contribution Trends

Product	Rank	Dollars per Store/Week	% Change vs YAGO	% Dollar Contribution to Department	%Change vs. YAGO
Fruits		$24,416	3.8%	46.9%	0.1%
Apples	1	$3,195	7.8%	6.1%	0.2%
Grapes	2	$2,753	-4.4%	5.3%	-0.4%
Bananas	3	$2,602	-3.2%	5.0%	-0.4%
Strawberries	4	$2,210	5.4%	4.2%	0.1%
Avocados	5	$1,464	8.6%	2.8%	0.1%
Mandarins	6	$1,279	11.1%	2.5%	0.2%
Blueberries	7	$1,210	8.8%	2.3%	0.1%
Oranges	8	$846	-0.7%	1.6%	-0.1%
Watermelon	9	$794	2.0%	1.5%	-0.0%
Cherries	10	$702	10.4%	1.3%	0.1%
Raspberries	11	$692	6.9%	1.3%	0.0%
Lemons	12	$541	8.2%	1.0%	0.0%
Peaches	13	$452	1.4%	0.9%	-0.0%
Blackberries	14	$407	15.4%	0.8%	0.1%
Pears	15	$379	-3.7%	0.7%	-0.1%
Cantaloupe	16	$346	-3.1%	0.7%	-0.0%
Limes	17	$327	14.4%	0.6%	0.1%
Pineapples	18	$287	2.9%	0.6%	-0.0%
Nectarines	19	$265	-2.1%	0.5%	-0.0%
Mango	20	$217	3.8%	0.4%	0.0%
Plums	21	$185	-5.3%	0.4%	-0.0%
Grapefruit	22	$161	-6.5%	0.3%	-0.0%
Kiwi	23	$125	6.2%	0.2%	0.0%
Honeydew	24	$77	-1.7%	0.1%	-0.0%
Papaya	25	$70	3.5%	0.1%	-0.0%

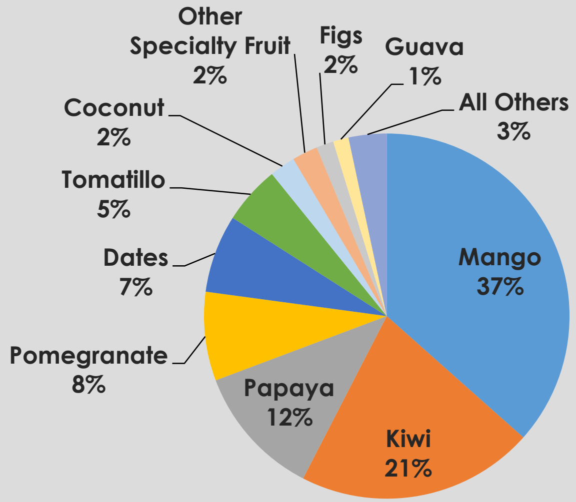
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

TROPICAL FRUIT DOLLAR SHARE AND TRENDS

Overall, tropical fruits increased in dollars per store/week in 2016, up by 5% from the prior year

- Mangos had the largest sub-category share at 37% and increased dollars per store/week by 4% versus 2015
- Kiwi had the second highest share at 21% and dollars per store/week growth, up 6%
- Most top tropical fruit sub-categories grew in dollars per store/week from 2015, with the exception of pomegranate

Share of Category Dollars per Store/Week
Tropical Fruits
Total U.S., 2016



	Dollars per Store/Week	Dollars per Store/Week % Change vs YAGO
Total Tropical Fruits	**$594**	**5%**
Mango	$217	4%
Kiwi	$125	6%
Papaya	$70	4%
Pomegranate	$47	-22%
Dates	$41	32%
Tomatillo	$31	1%
Coconut	$14	3%
Other Specialty Fruit	$13	102%
Figs	$9	3%
Guava	$8	85%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

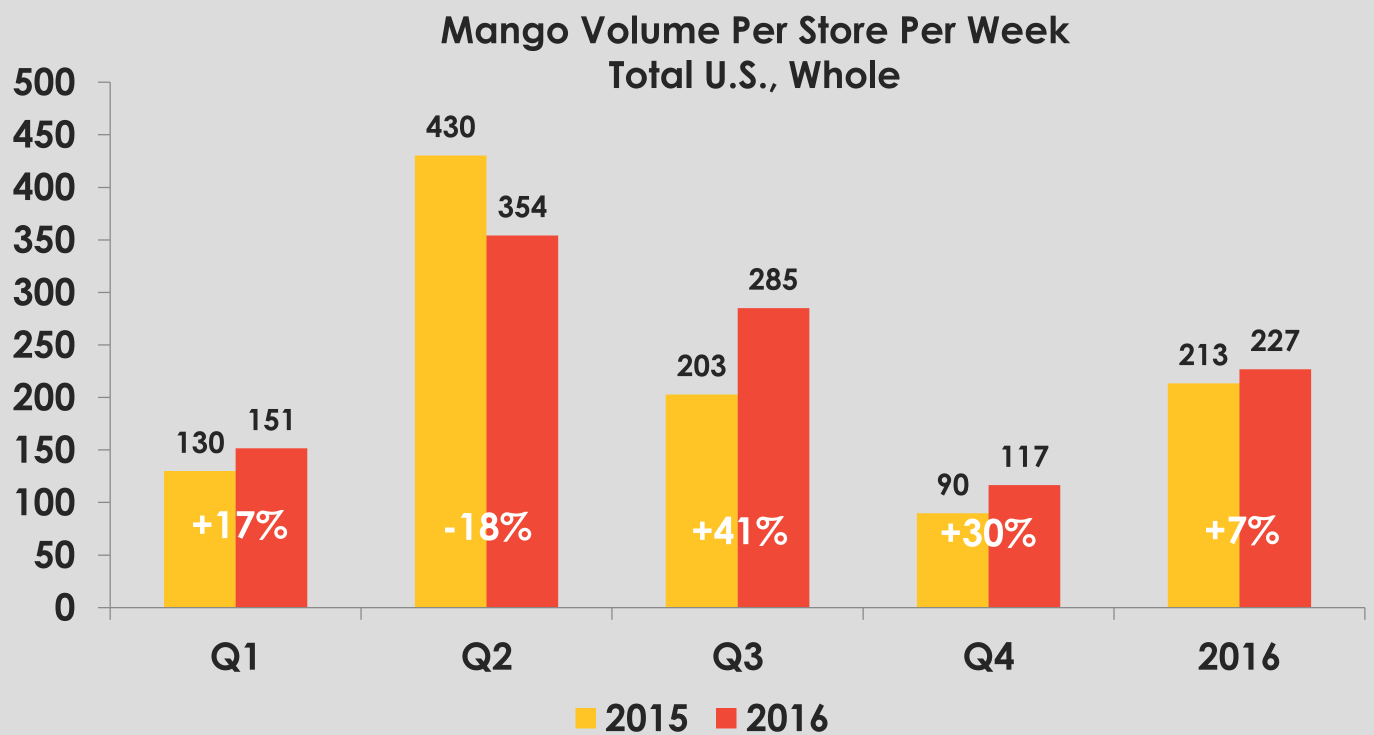
WHOLE MANGO TRENDS FOR TOTAL U.S.

2015-2016

MANGO VOLUME PER STORE PER WEEK

Volume velocity increased 7% compared to 2015

- Volume velocity peaked during Q2 at 354 units per store per week, yet Q2 was the only quarter that had a decline (18%)
- A decline at the peak with increases in late summer/fall/winter resulted in a smoother curve and an overall increase

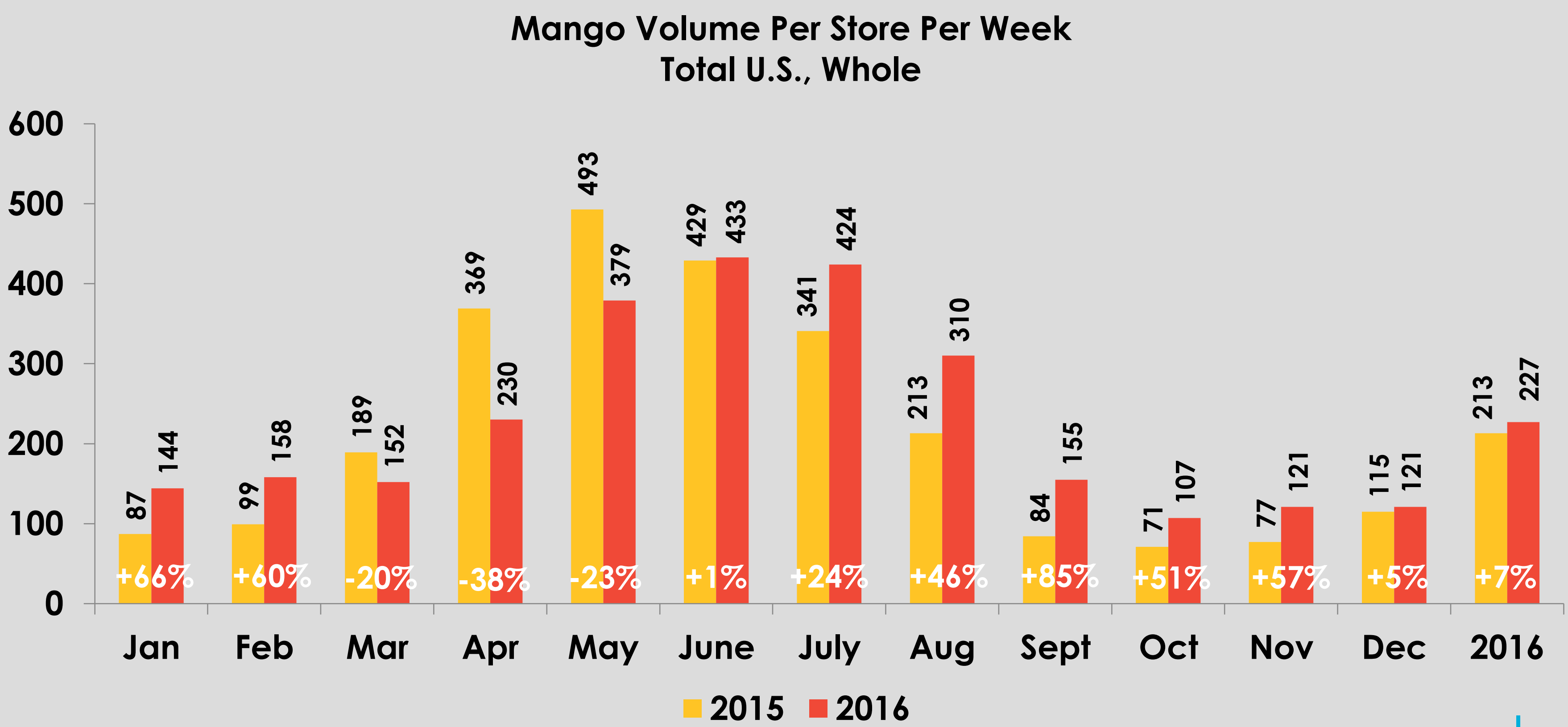


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO VOLUME PER STORE PER WEEK

Volume per store per week increased in all months except March, April and May

- Largest increases were observed in September (85%), January (66%) and February (60%)

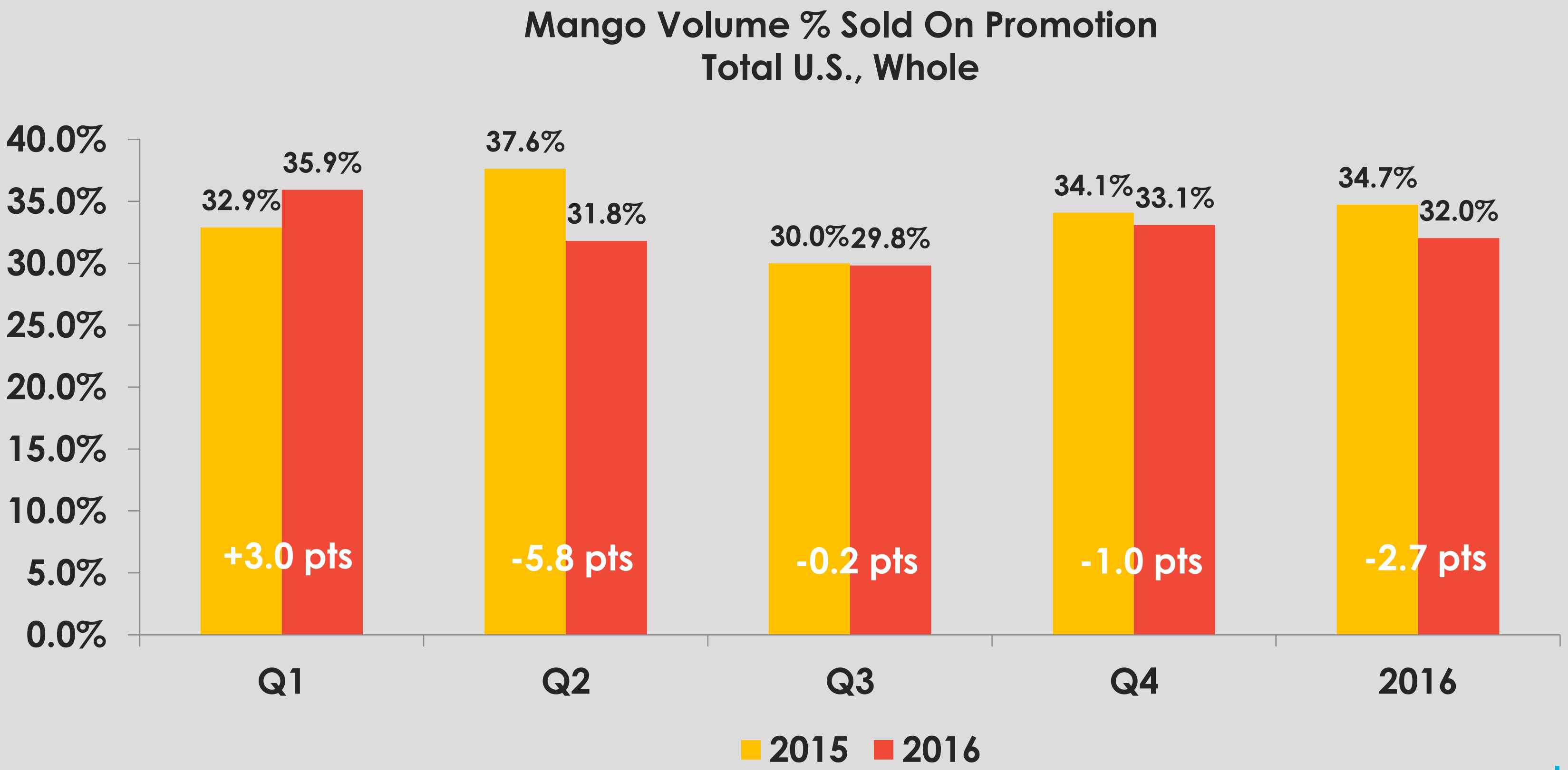


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO % OF VOLUME SOLD ON PROMOTION

32% of whole mangos were sold on promotion during 2016, down from 35% of volume sold on promotion in 2015

- Q3 had the smallest portion of volume sold on promotion at 30% in 2016

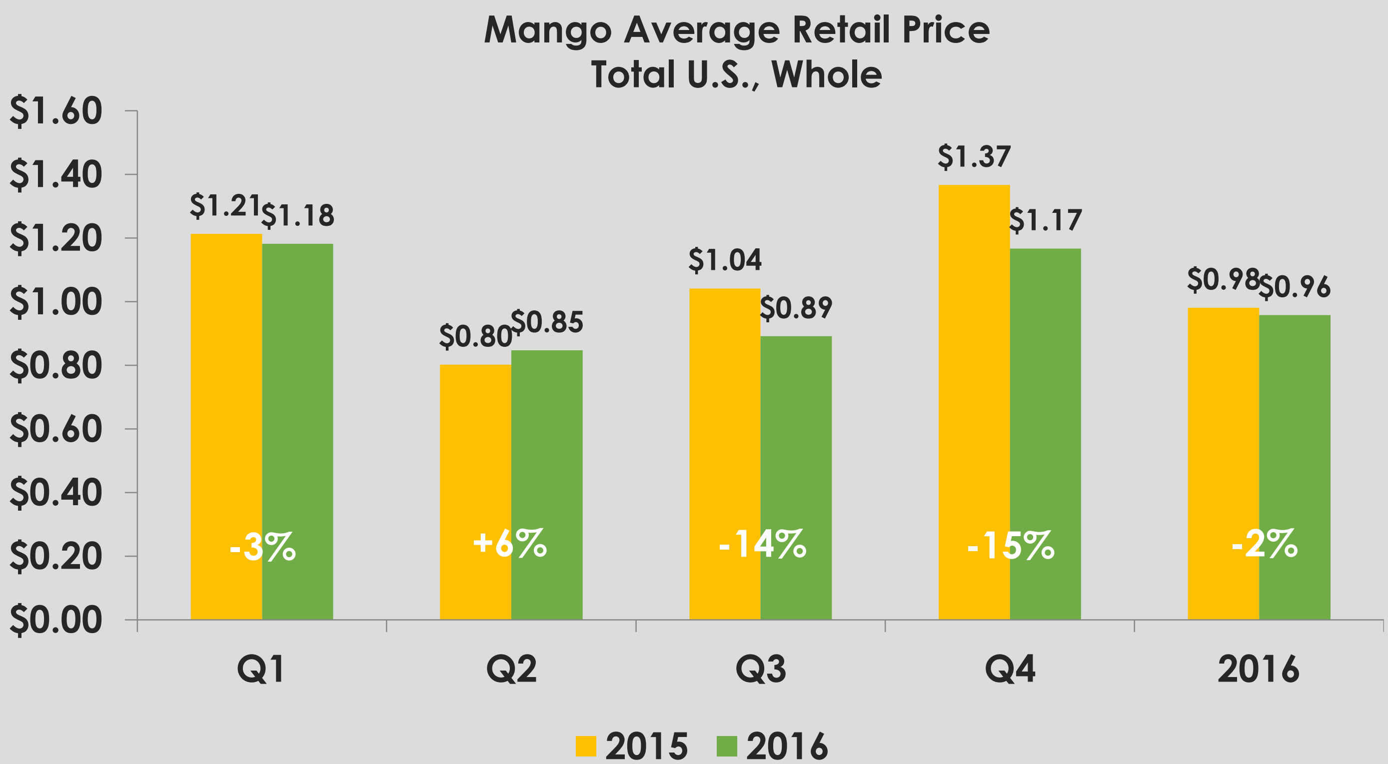


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO AVG RETAIL PRICE

The average retail price (ARP) for whole mangos slightly decreased from $0.98 to $0.96 in 2016

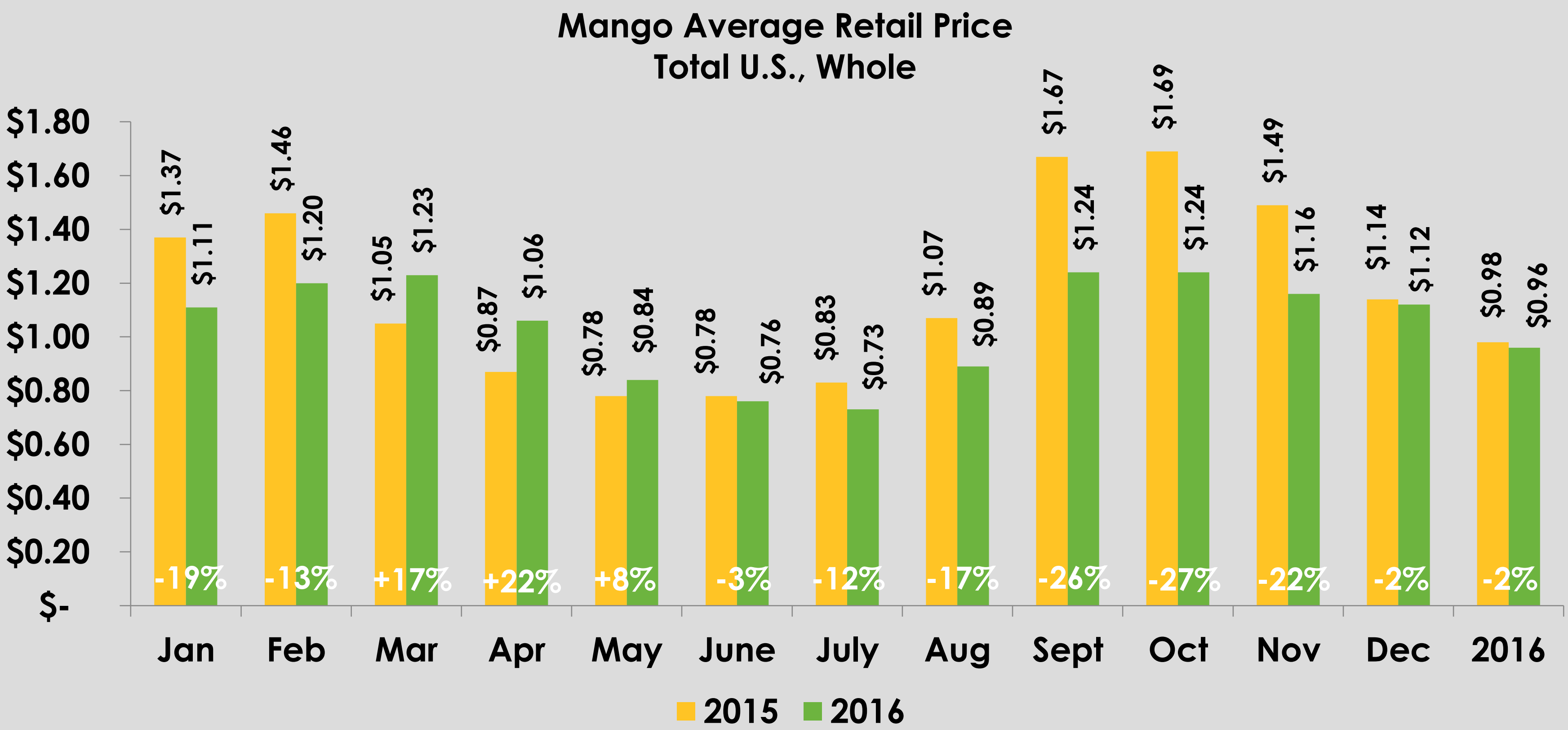
- ARP increased in Q2 compared to the prior year
- ARP decreased the most during Q3 by 14% to $0.89 per mango and Q4 by 15% to $1.17 per mango



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO AVG RETAIL PRICE

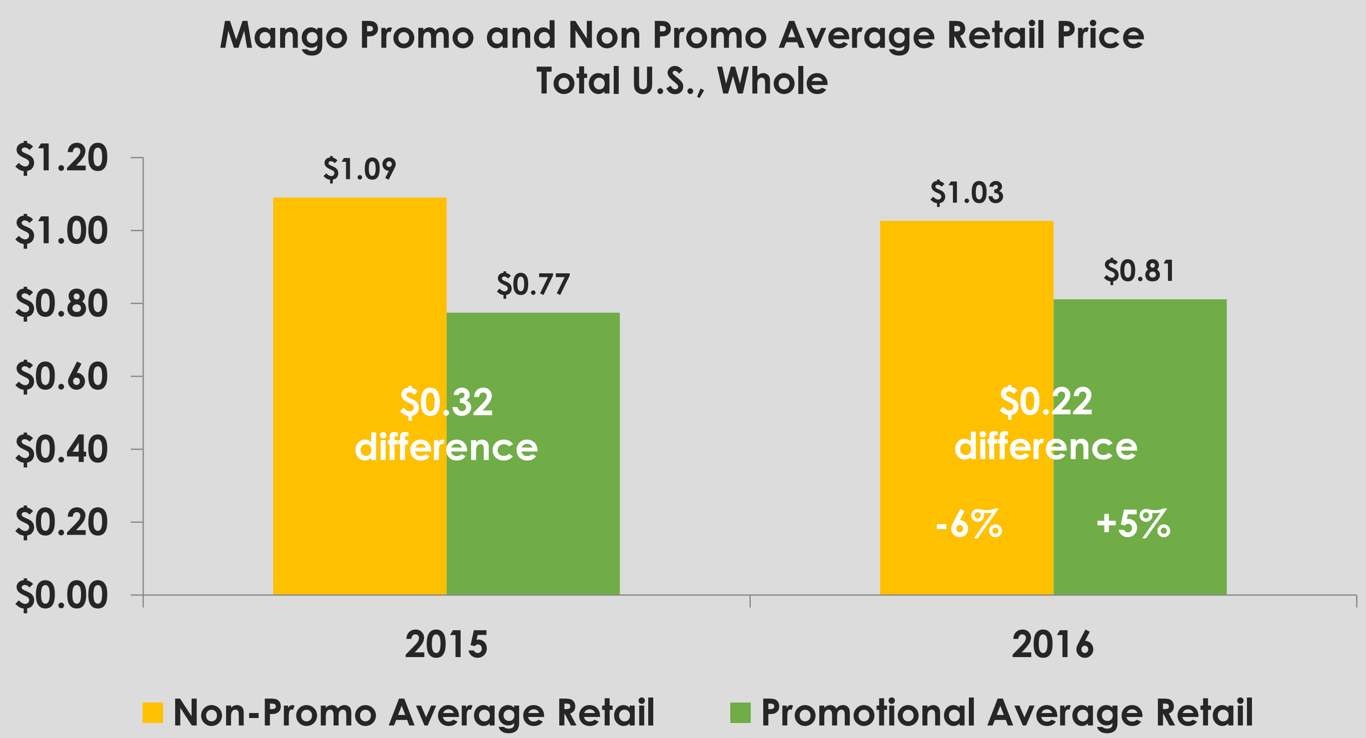
Average retail prices were higher compared to the previous year from March through May, which was consistent with lower available volume



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO NON-PROMO/PROMO AVG RETAIL PRICE

Non-promo average retail price for mangos decreased by 6% but the promotional average increased by 5%

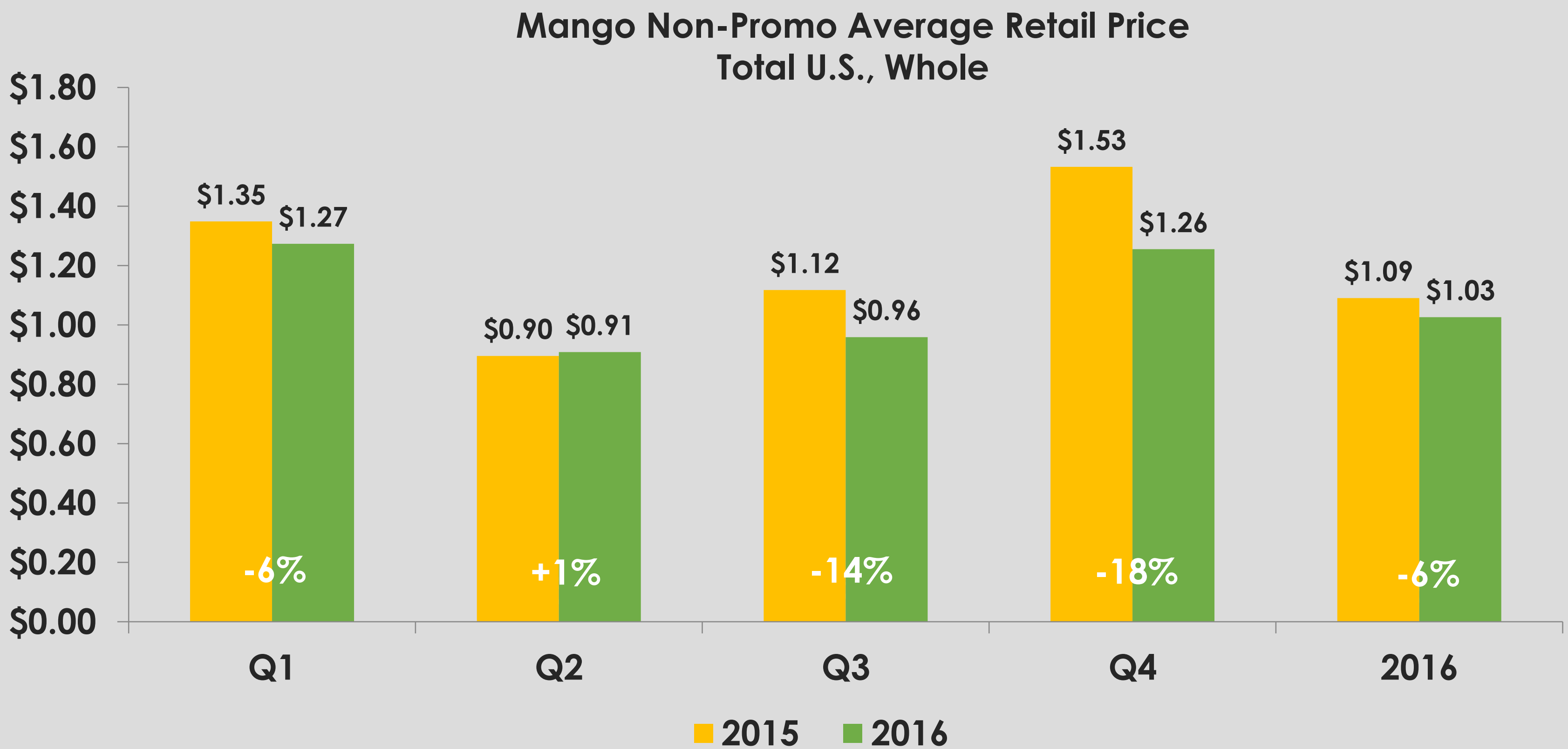


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO NON-PROMOTED AVG RETAIL PRICE

Non-promoted average retail price increased over prior year in Q2 by just 1% but declined in all other quarters in 2016

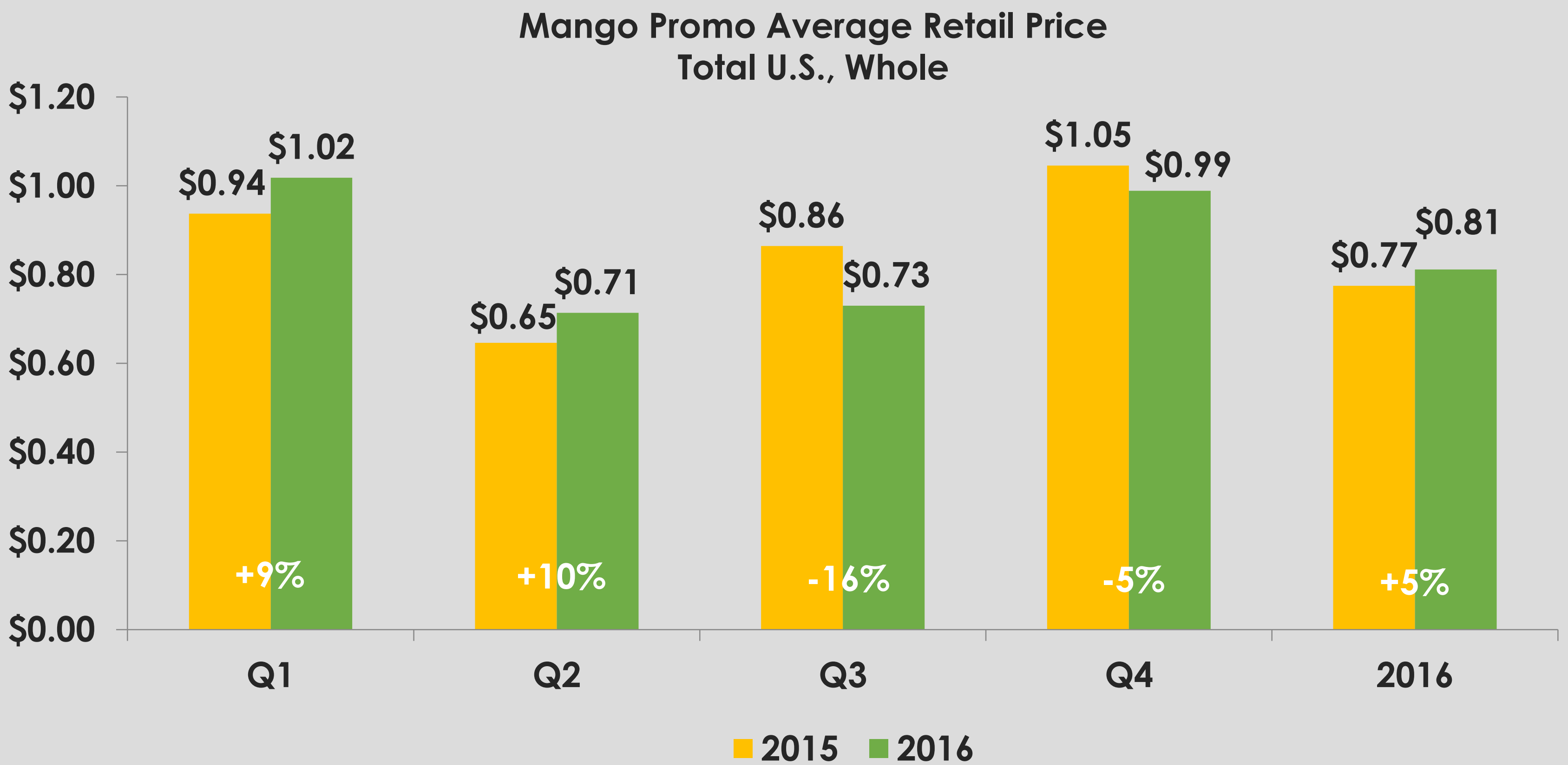
- Q4 had the largest decline by 18% when compared to prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO PROMOTED AVG RETAIL PRICE

Promotional average retail price increased during Q1 and Q2; overall increase for 2016 was 5% to $0.81

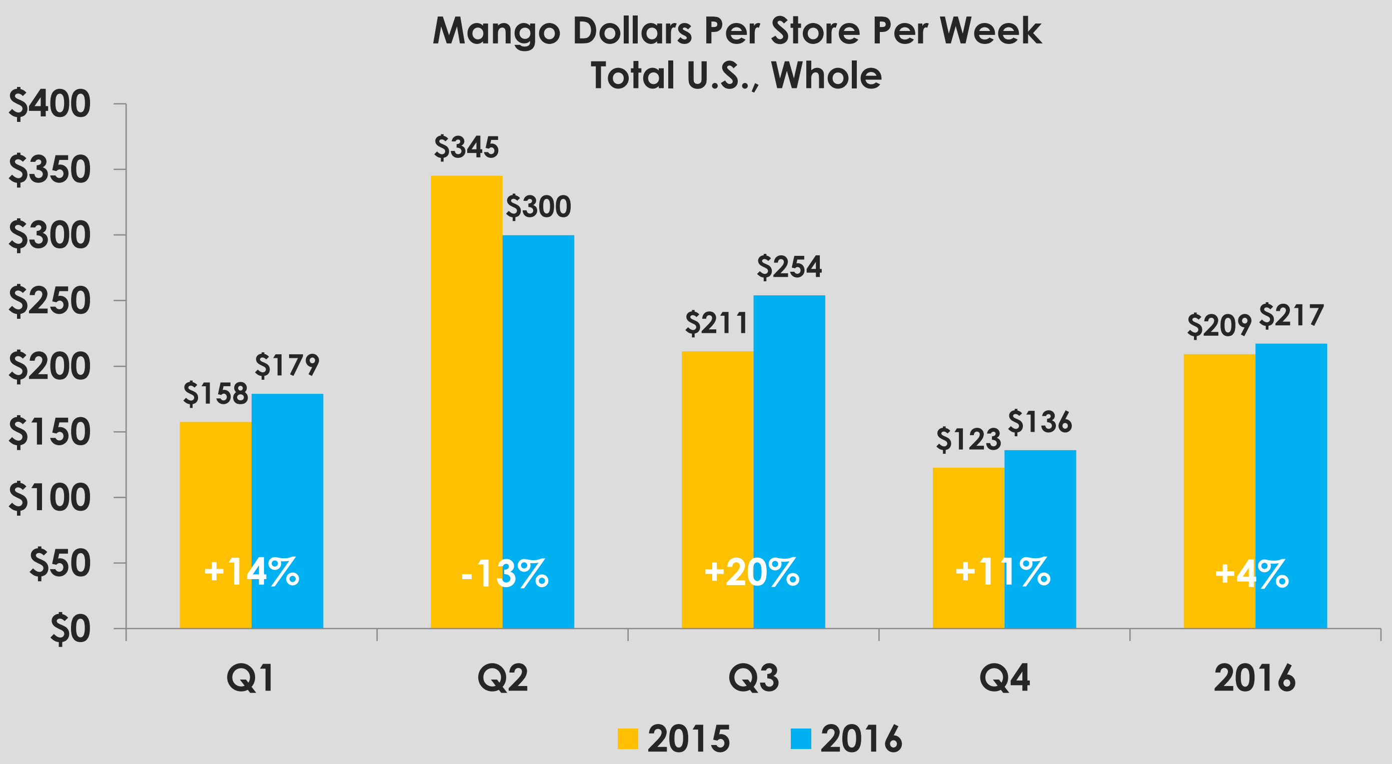


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO DOLLARS PER STORE PER WEEK

Dollars per store per week for 2016 increased 4% compared to 2015

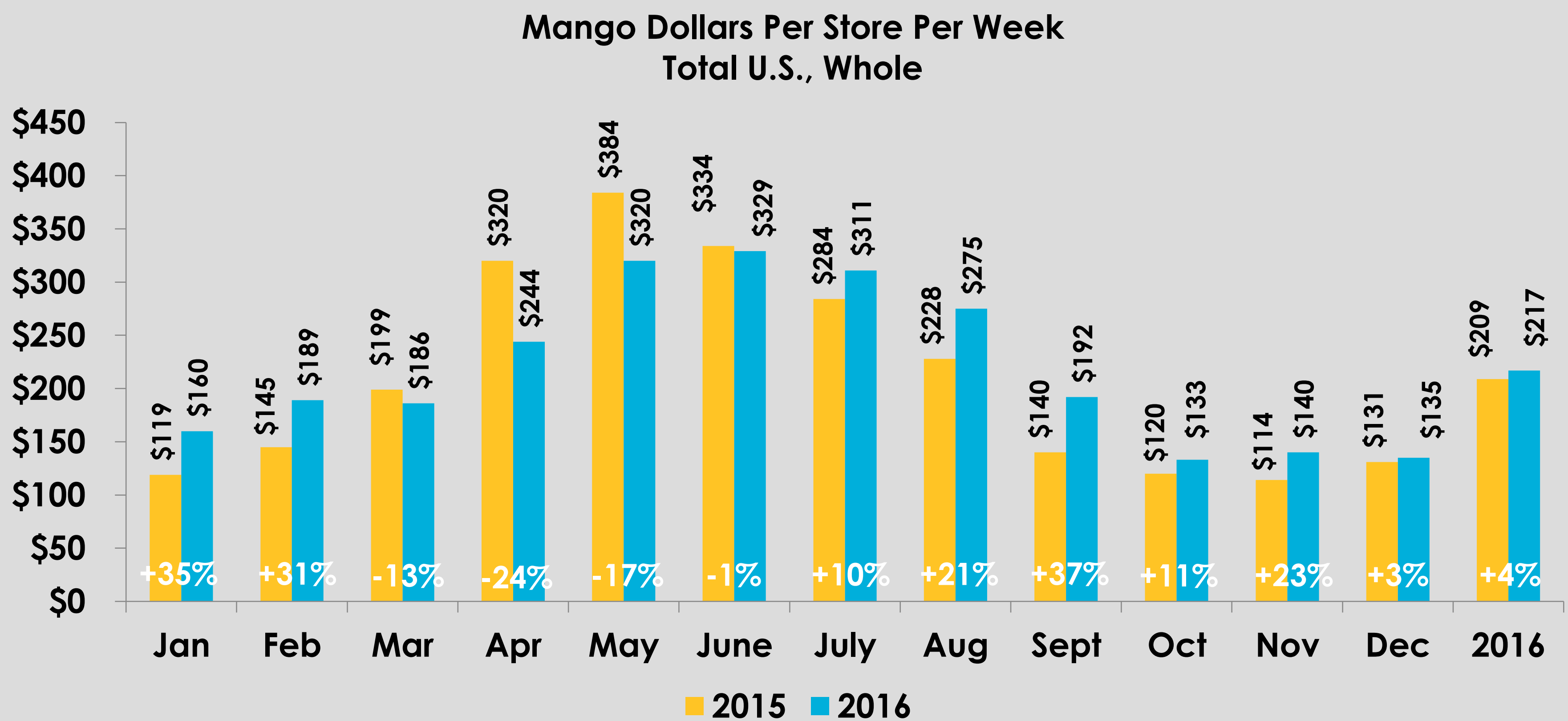
- Dollar velocity peaked during Q2 at $300 per store per week
- Q2 was the only quarter that decreased dollars per store per week from the prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO DOLLARS PER STORE PER WEEK

Mango dollars per store per week were lower than the prior year from March through June 2016

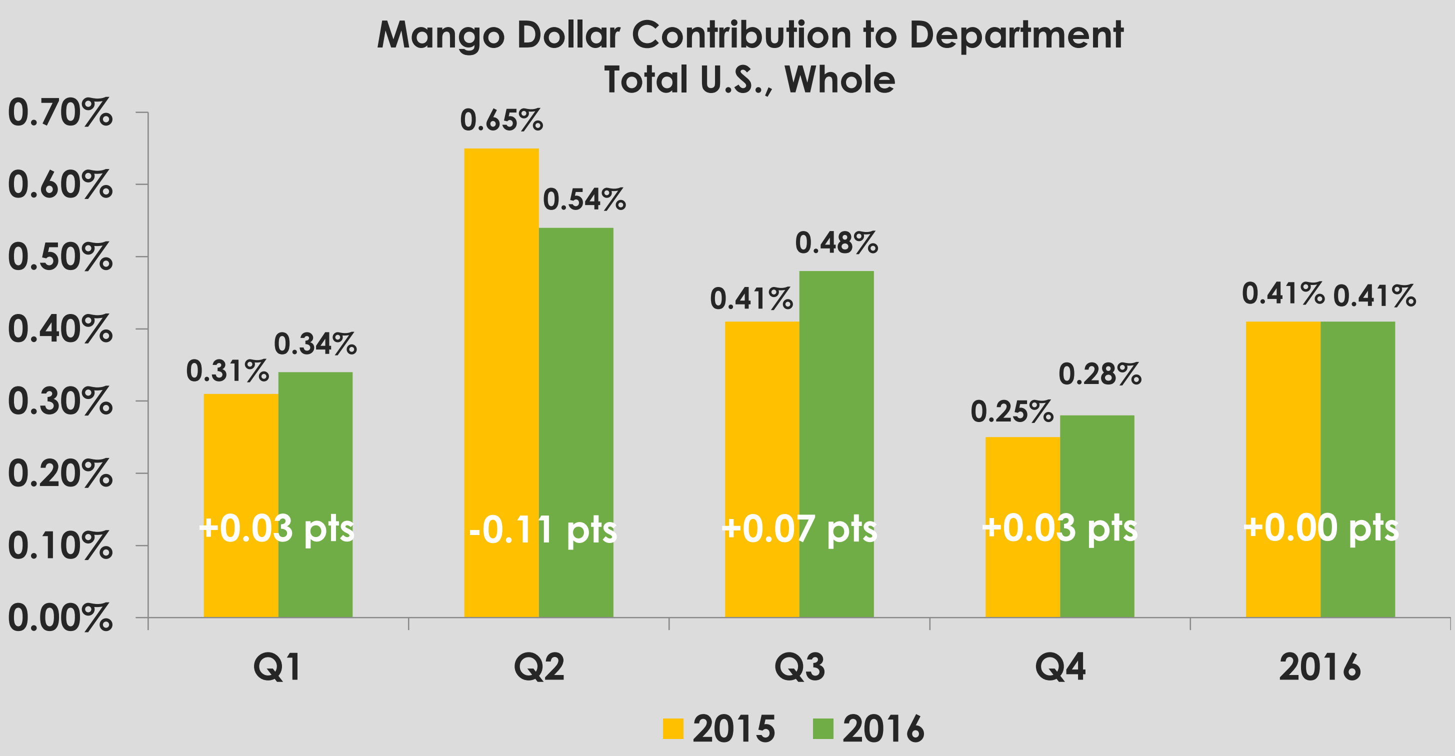


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO CONTRIBUTION TO DEPARTMENT SALES

Overall, mango dollar contribution to the produce department remained stable compared to the prior year

- The peak mango contribution to the department was during Q2, yet declined from 2015

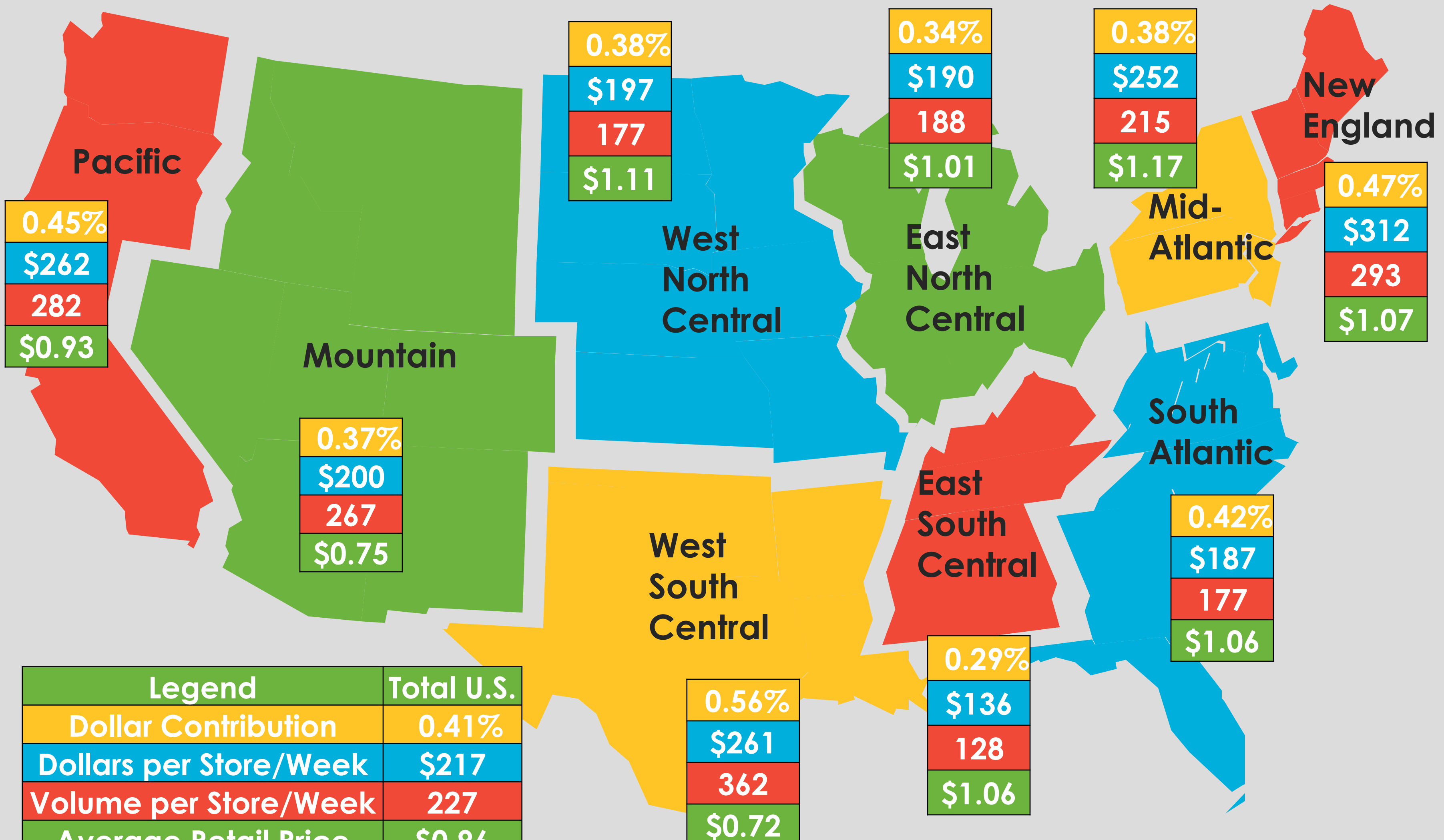


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

WHOLE MANGO TRENDS BY SUB-REGION

2015-2016

MANGO PERFORMANCE BY SUB REGION



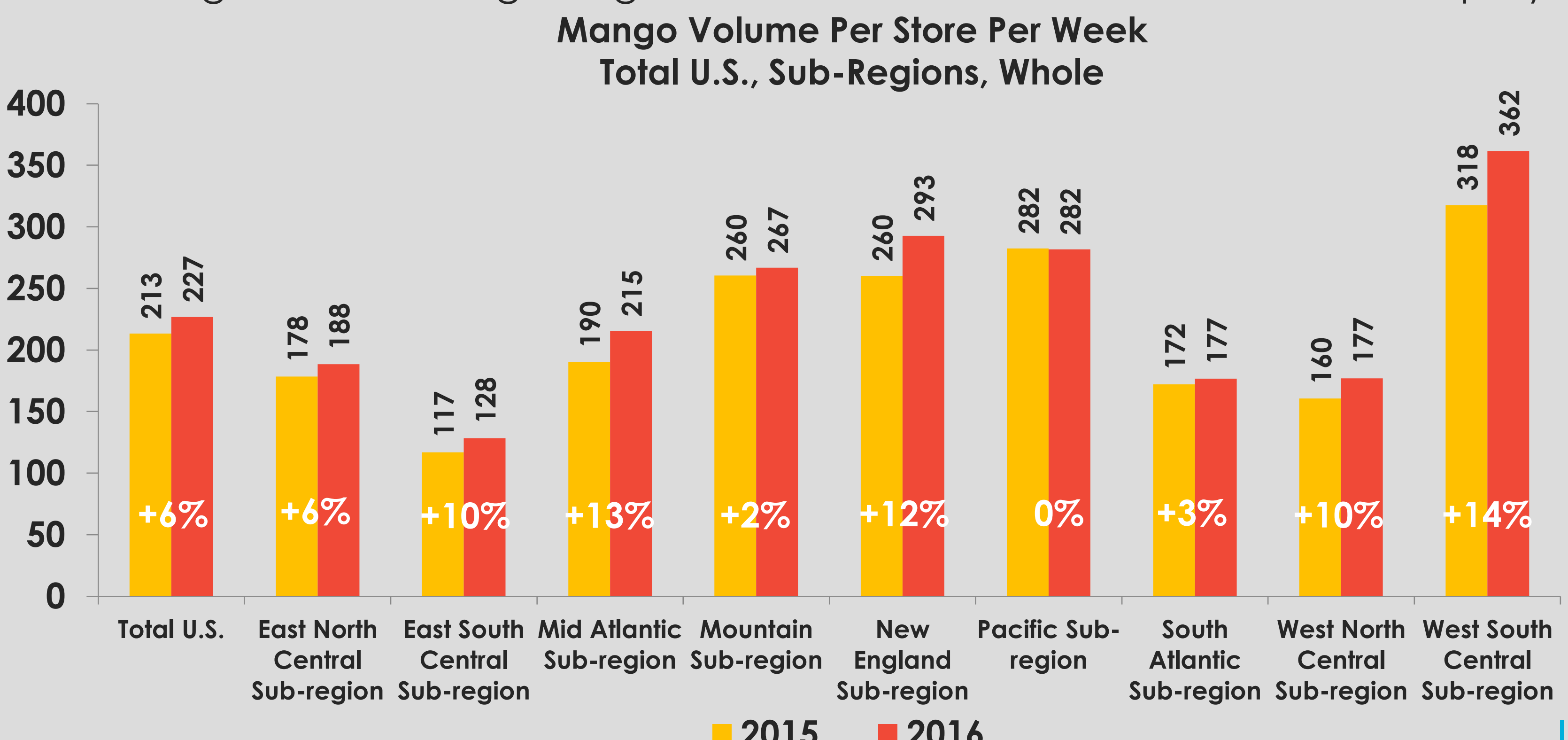
Legend	Total U.S.
Dollar Contribution	0.41%
Dollars per Store/Week	$217
Volume per Store/Week	227
Average Retail Price	$0.96

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO VOLUME PER STORE PER WEEK BY SUB-REGION

Mango volume velocity was up compared to the prior year across all sub-regions, except Pacific

- The top sub-regions based on volume per store per week in 2016 were West South Central, New England, Pacific and Mountain
- The sub-region with the highest growth in volume was West South Central, up by 14%



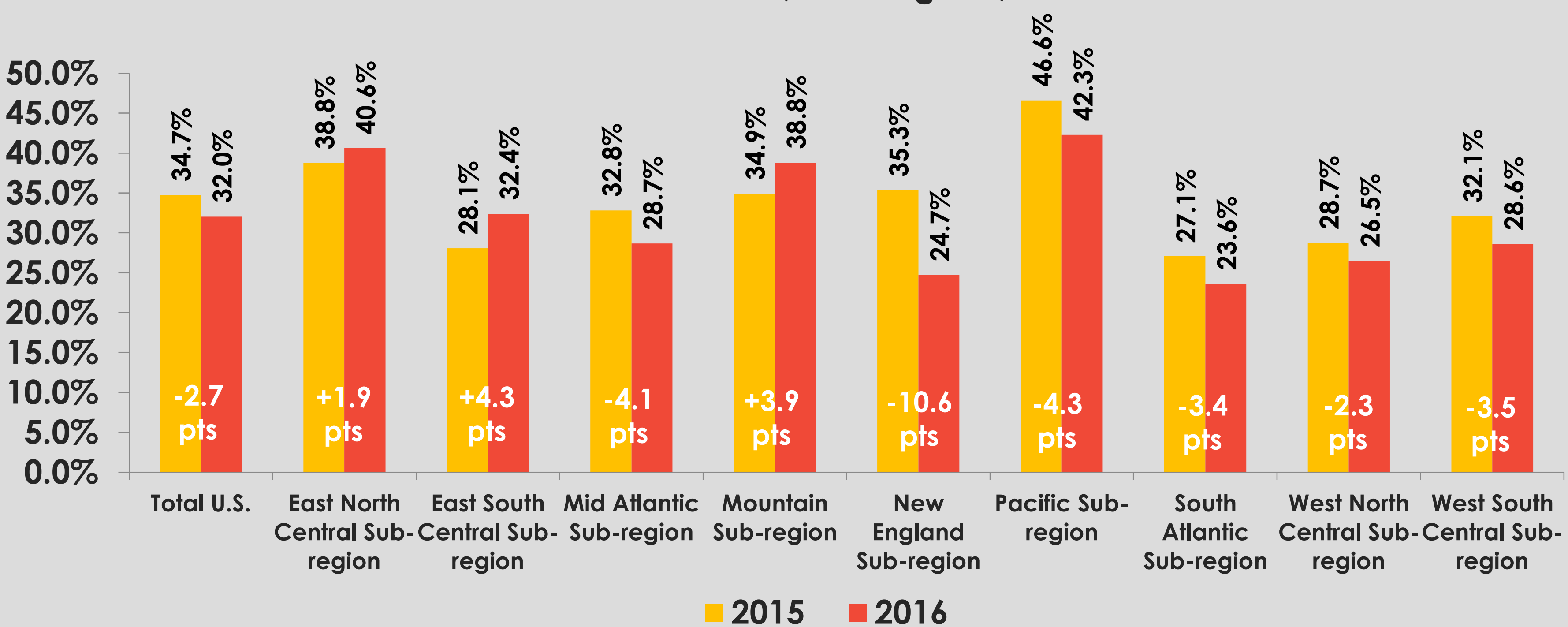
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO VOLUME SOLD ON PROMOTION BY SUB-REGION

The percent of volume sold on promotion increased for mangos across three of the nine sub-regions

- The New England sub-region % on promotion decreased the most, down 10.6 pts
- While the East South Central sub-region increased the most, up 4.3 points compared to the prior year

Mango Volume % on Promotion
Total U.S., Sub-Regions, Whole

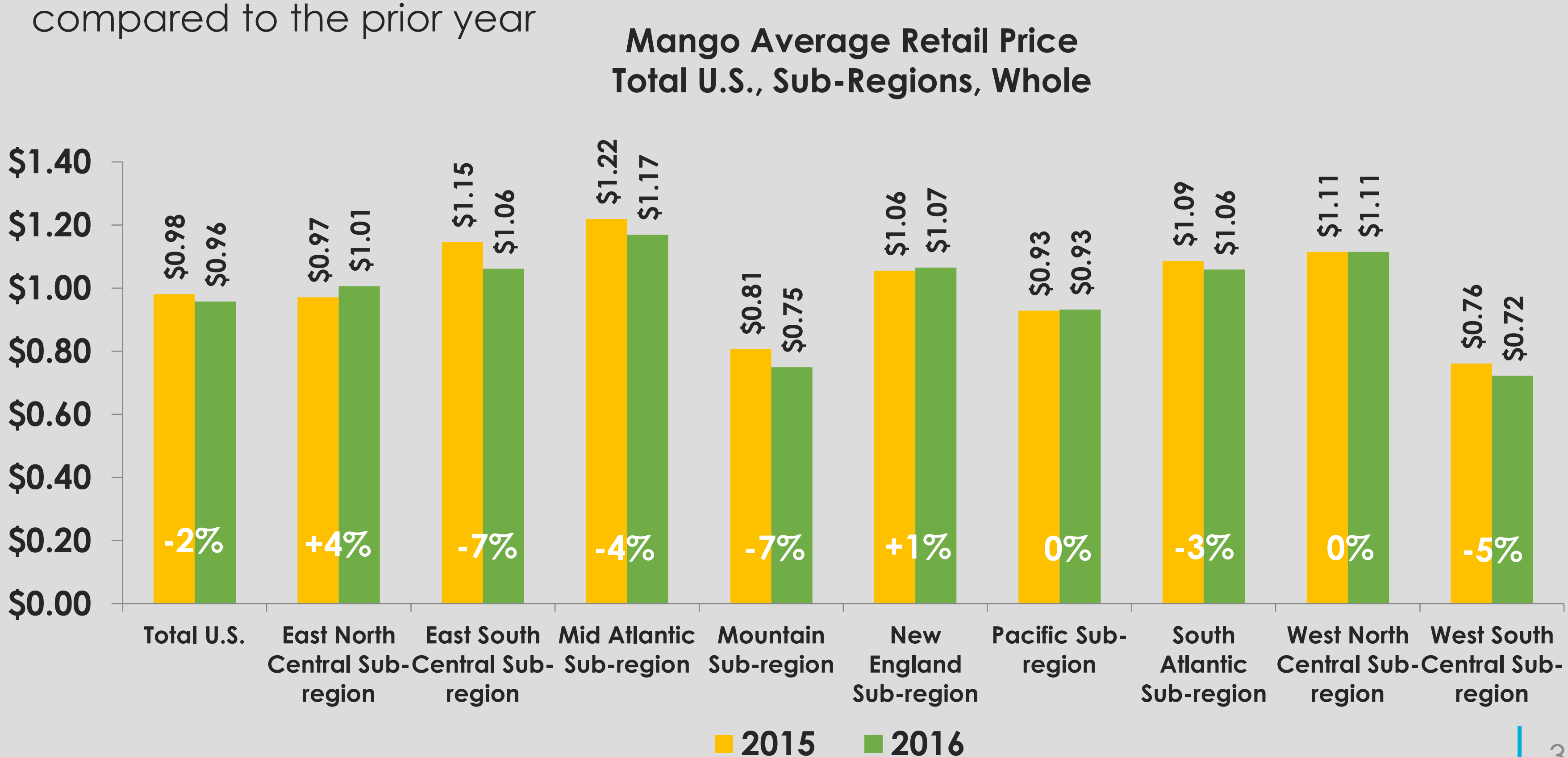


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO AVG RETAIL PRICE BY SUB-REGION

The West South Central sub-region had the lowest average retail price for whole mangos, down 5% over prior year

- Only the East North and New England sub-regions increased in average retail price for whole mangos, while Pacific and West North sub-regions remained stable compared to the prior year

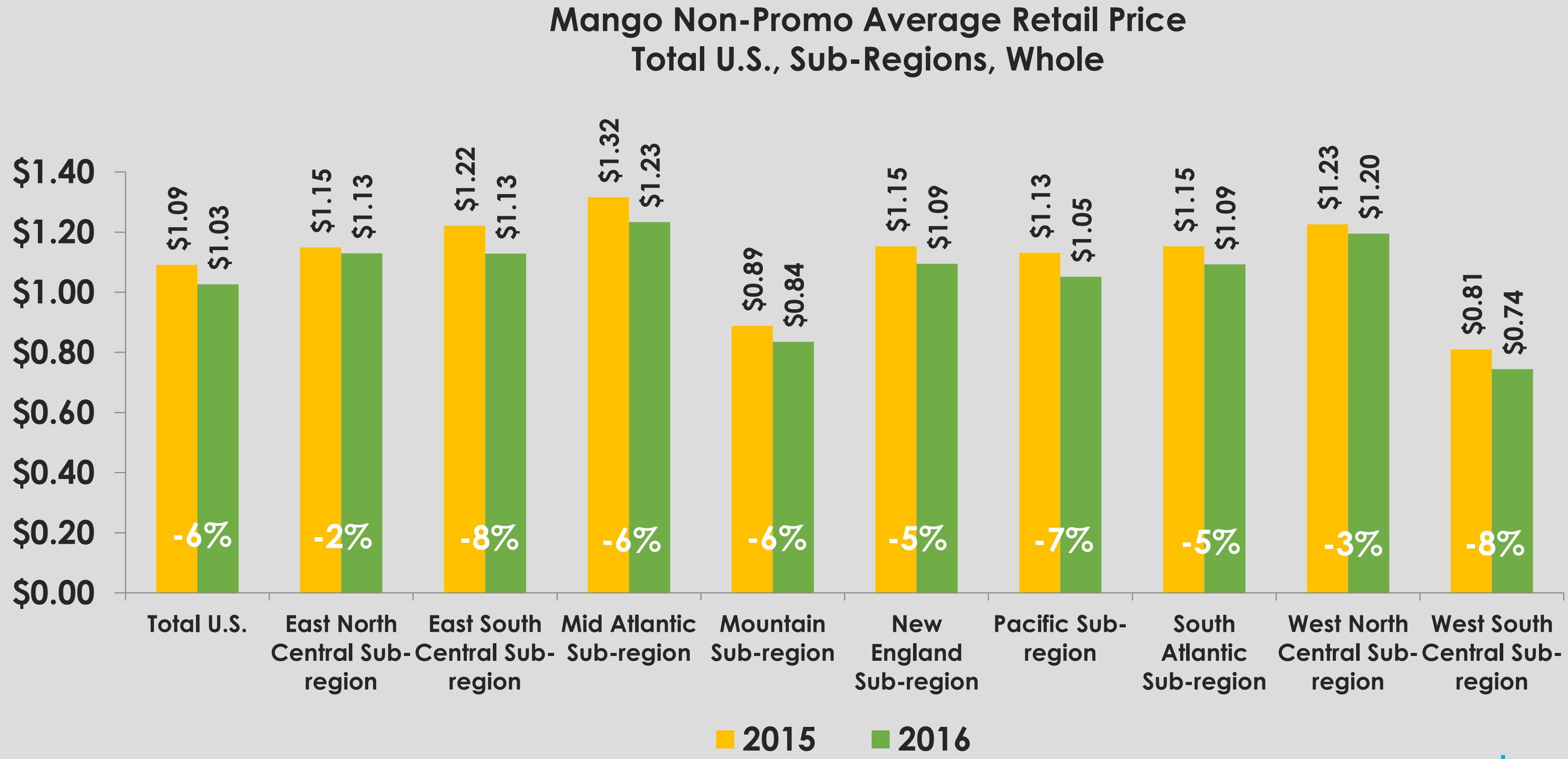


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO NON-PROMO AVG RETAIL PRICE BY SUB-REGION

Non-promo average retail price declined across the board in 2016

- The West South Central had the lowest non-promoted average retail price at $0.74, down 8% from the prior year

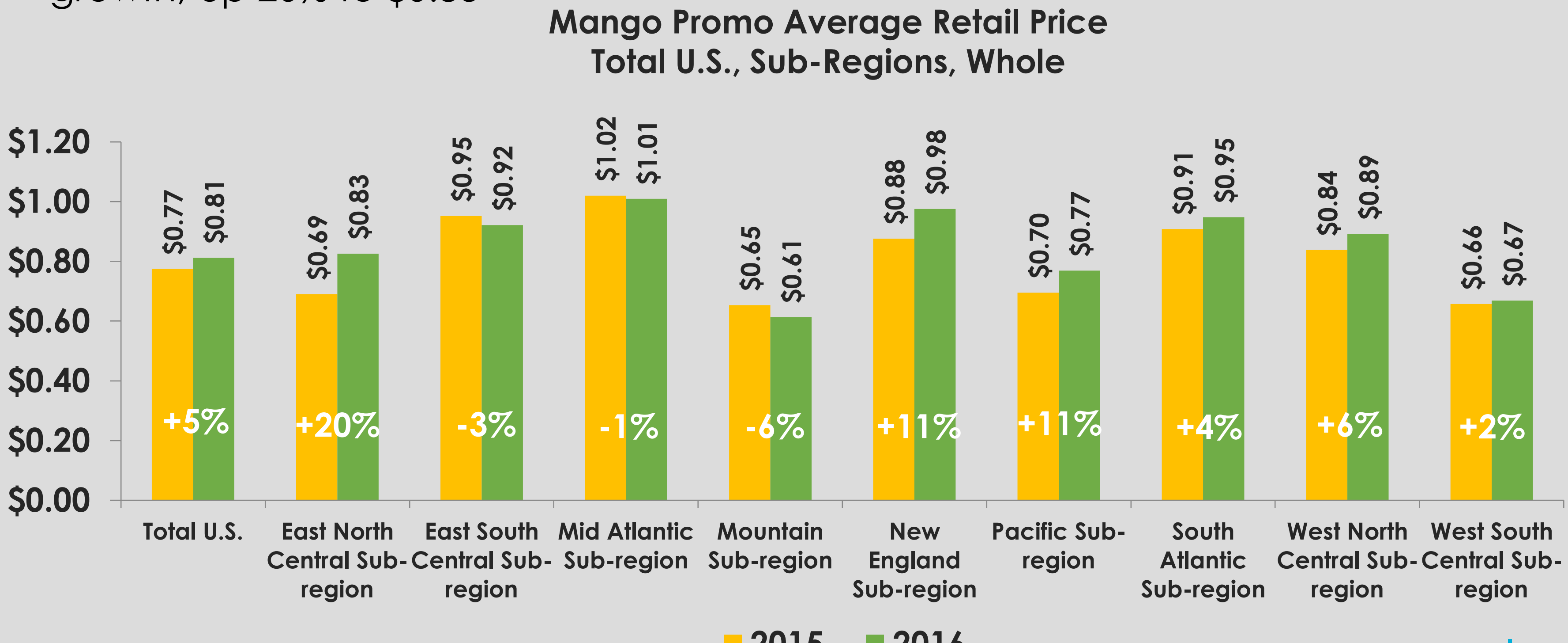


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO PROMO AVG RETAIL PRICE BY SUB-REGION

Promotional average retail price increased in six of nine sub-regions in 2016

- Four of these six sub-regions had an increase in promotional average retail pricing of greater than 5%
- East North Central sub-region had the largest promotional average retail price growth, up 20% to $0.83

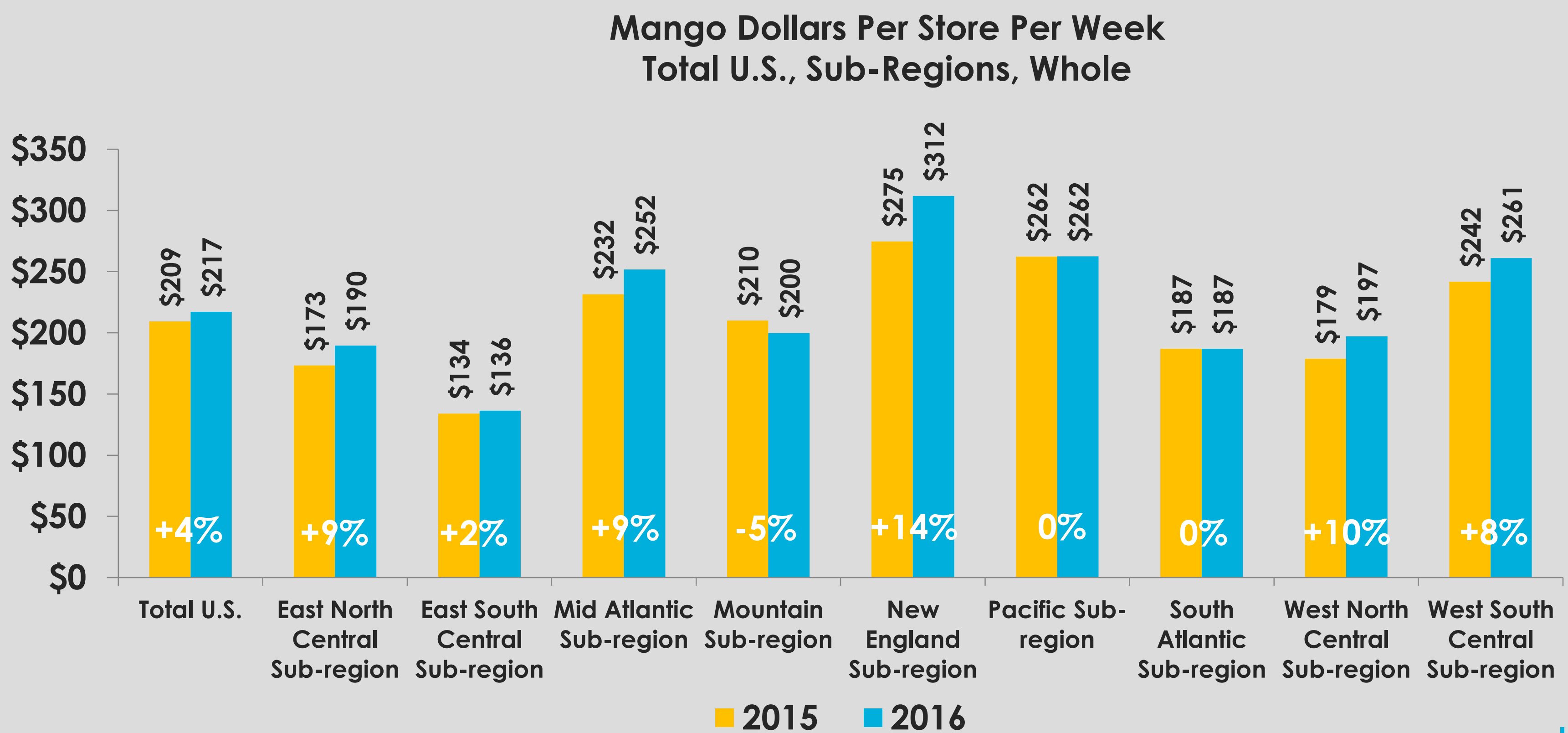


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO DOLLARS PER STORE PER WEEK BY SUB-REGION

Mango sales per store/week increased by 4% in 2016

- The top three sub-regions based on dollars per store per week in 2016 were New England, Pacific and West South Central
- Mountain was the only sub-regions with mango sales per store per week decline, down 5%

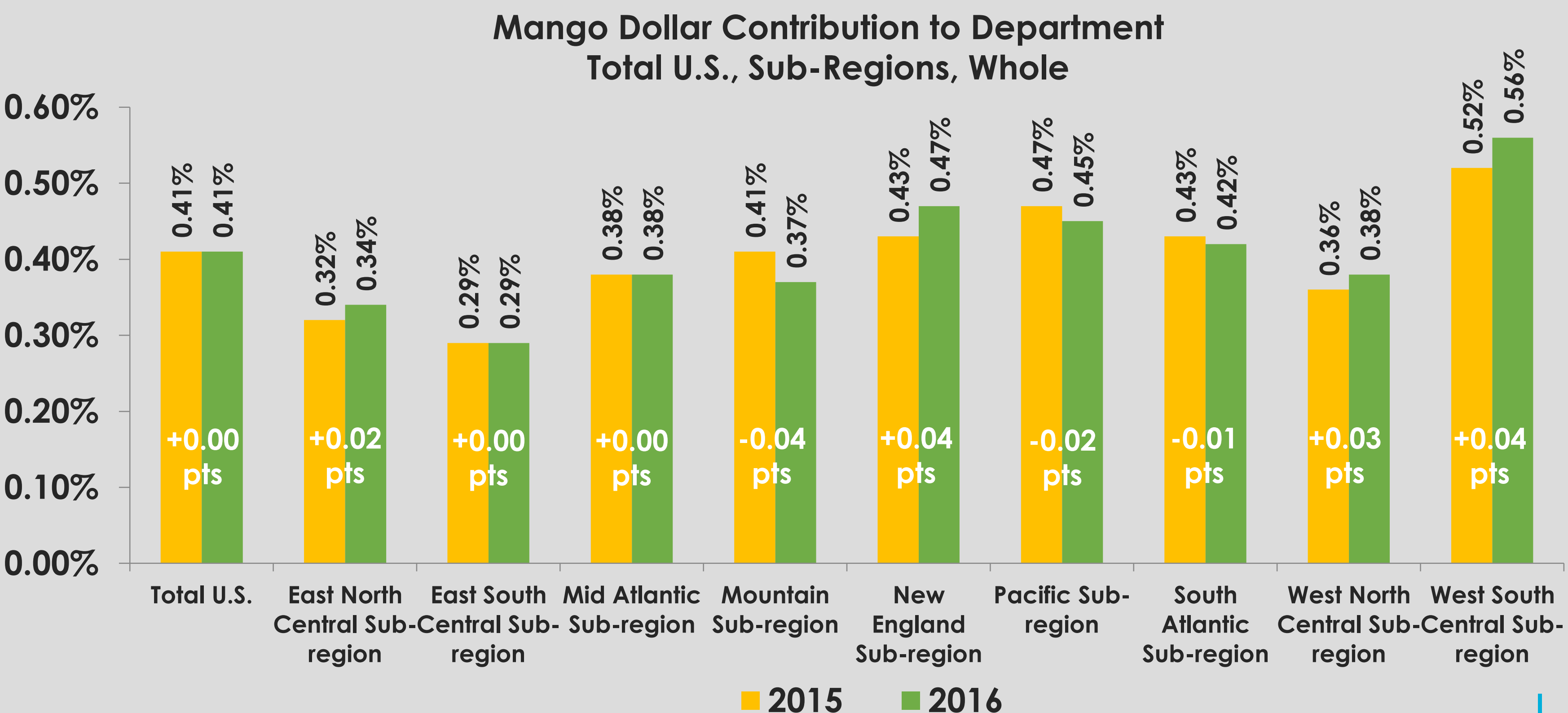


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO CONTRIBUTION TO PRODUCE BY SUB-REGION

The West South Central had the greatest dollar contribution to the produce department during 2016, contributing 0.56%, up from 0.52% in 2015

- Overall, Total U.S remained stable in 2016 when compared to prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

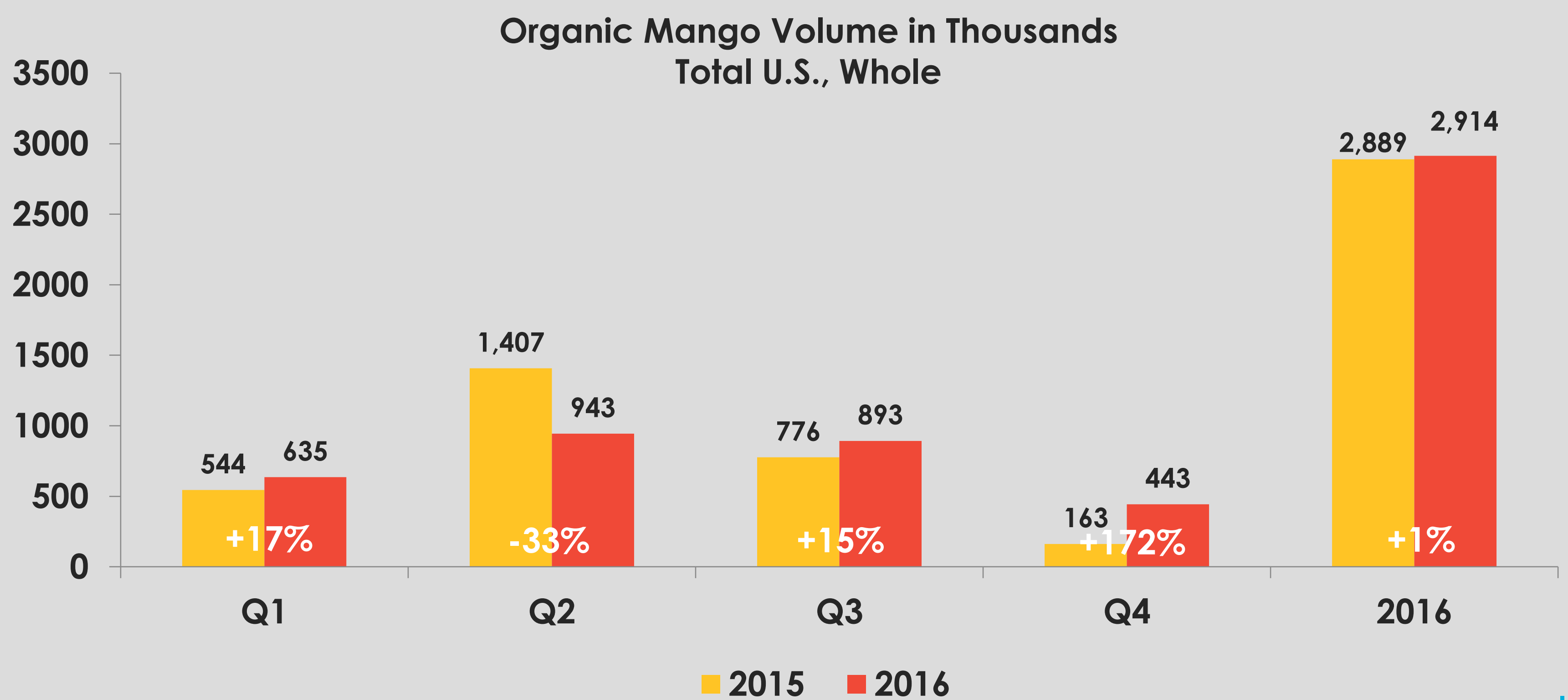
ORGANIC MANGO TRENDS

2015-2016

ORGANIC MANGO VOLUME

Organic mango volume sales were up 1% in 2016 compared to the prior year

- Volume peaked during Q2 2016, yet only Q2 had a decrease (-33%) in organic mango volume from the prior year

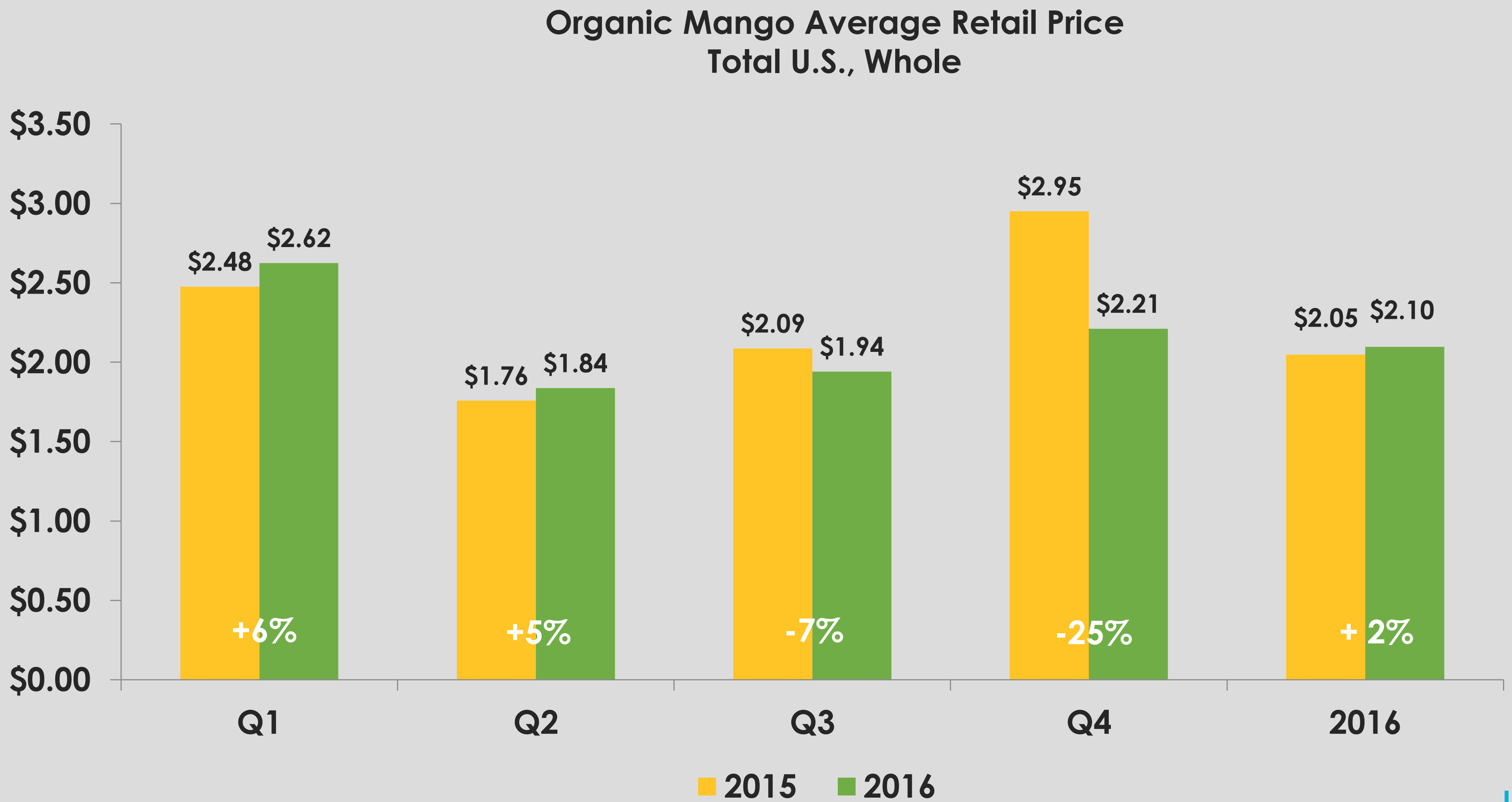


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC MANGO AVG RETAIL PRICE

The average price for organic mangos increased 2% in 2016

- In Q1 and Q2, organic mango prices increased 6% and 5%, respectively

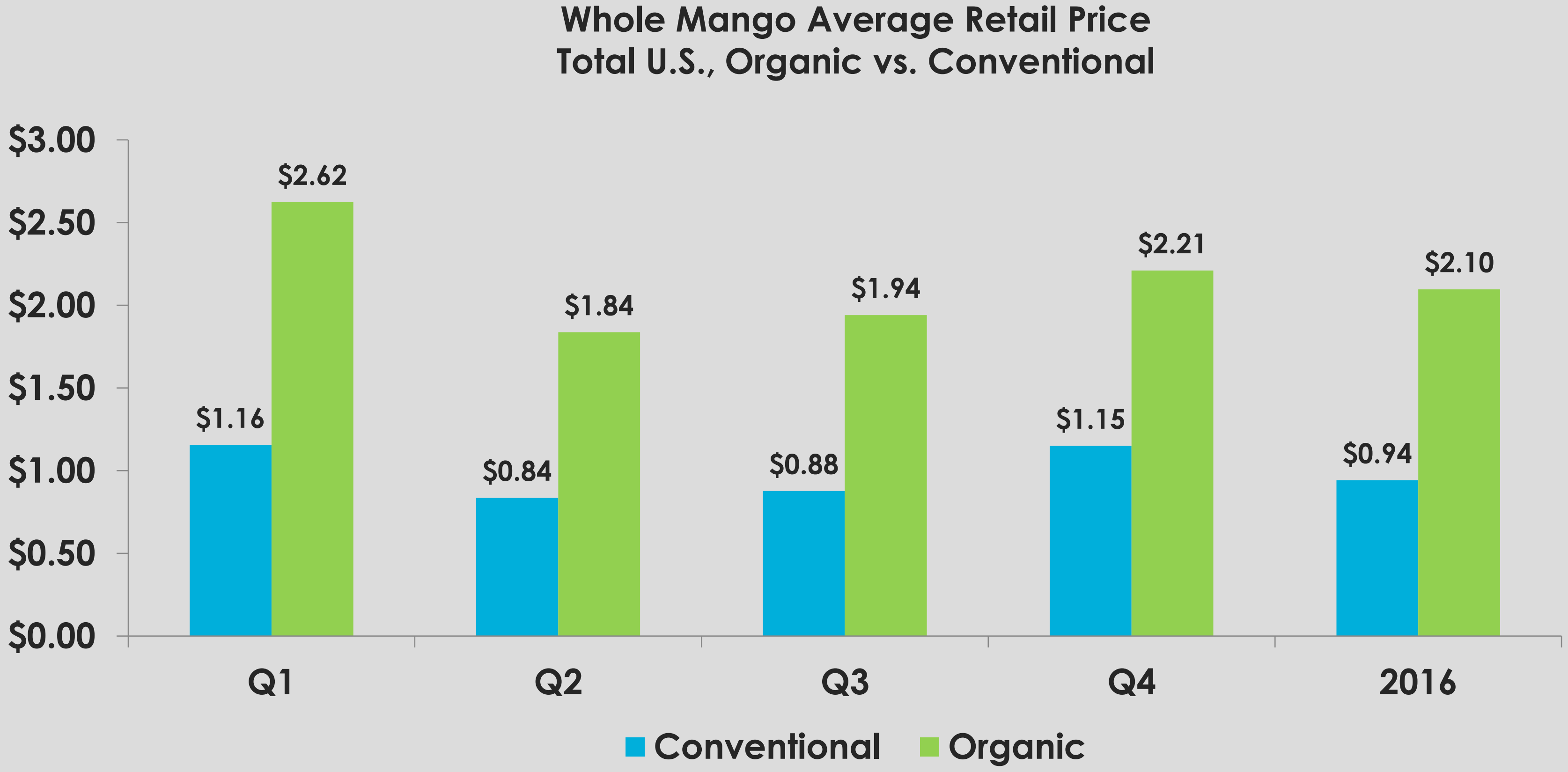


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC/CONVENTIONAL AVG RETAIL PRICE

On average organic mangos were price about $1.16 higher than conventional

- The largest difference in price happened occurred Q1 with a $1.47 difference between organic and conventional

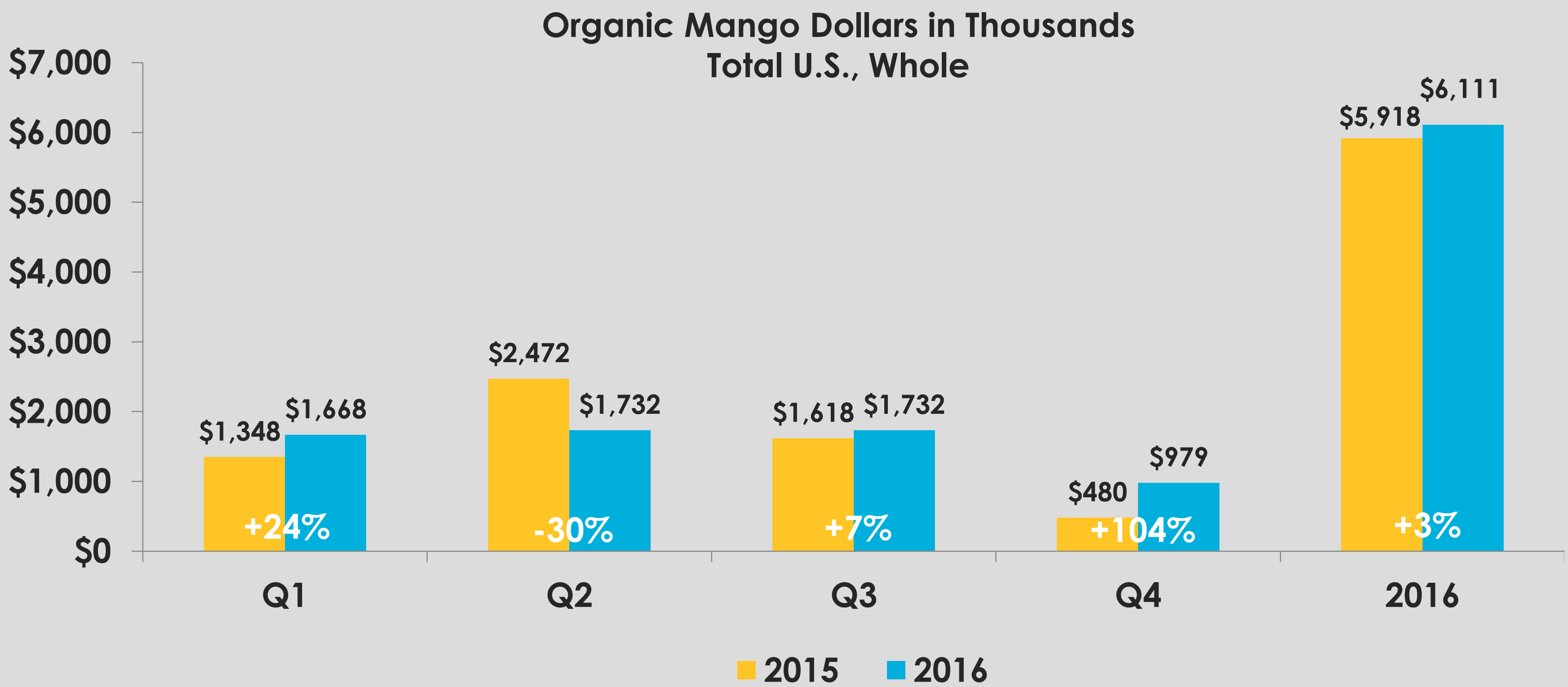


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC MANGO DOLLARS

In 2016, organic mango dollar sales were up 3% compared to the prior year

- Only Q2 had a decrease (-30%) in organic mango dollars from the prior year

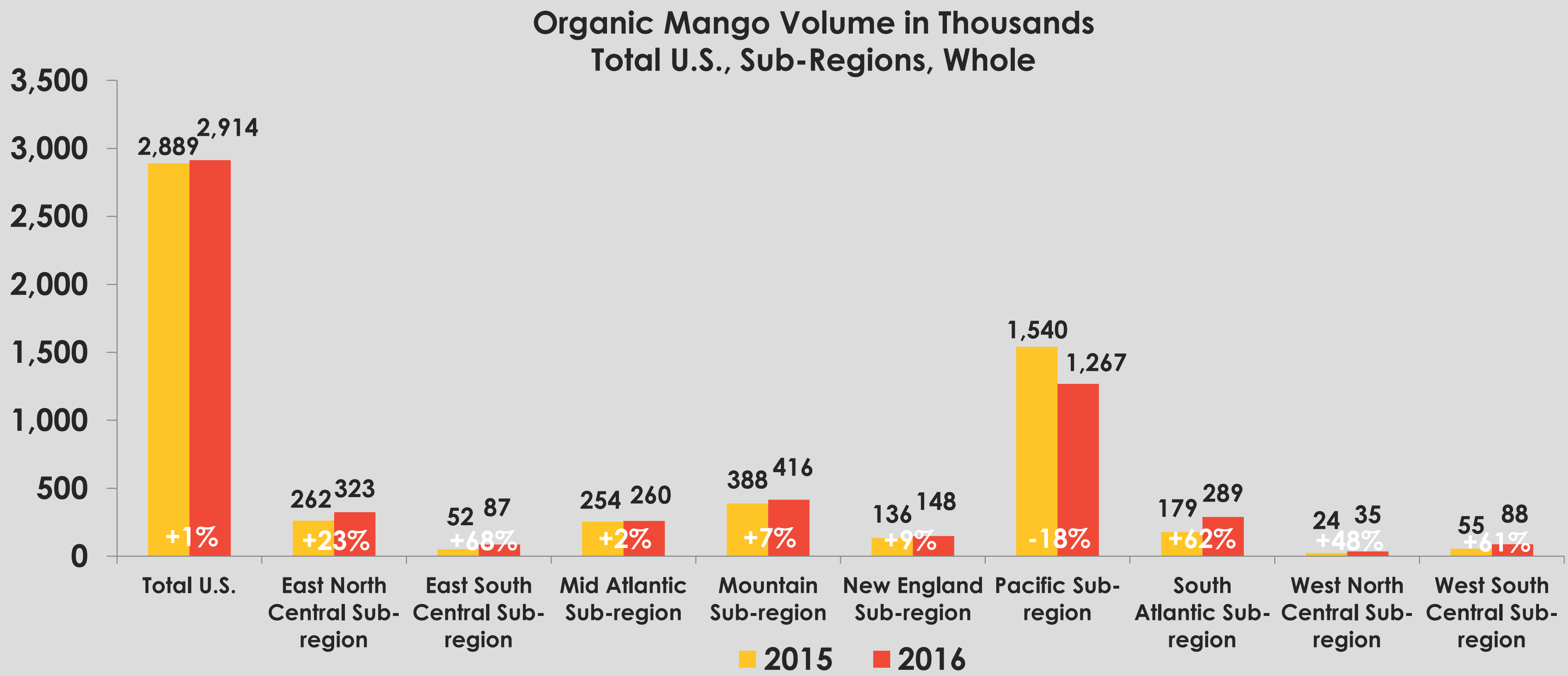


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC MANGO VOLUME BY SUB-REGION

Organic mango volume sales increased by 1% from 2015 to 2016

- The pacific sub-region had the strongest volume sales, but volume decreased by 18% compared to the prior year

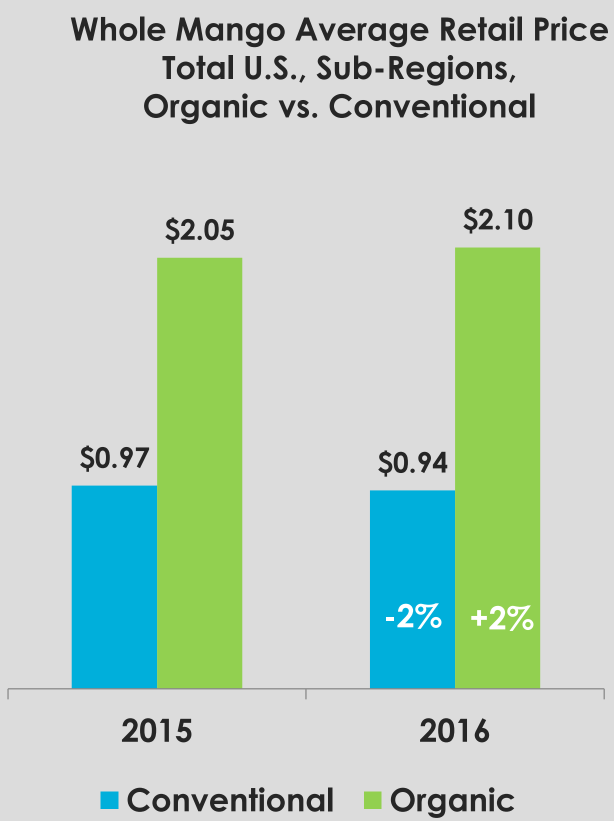


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC/CONVENTIONAL AVG RETAIL PRICE BY SUB-REGION

Five of nine sub-regions drove the national organic mango price increase, up 2% in 2016

- Average retail price for conventional mangos decreased by 2% in 2016



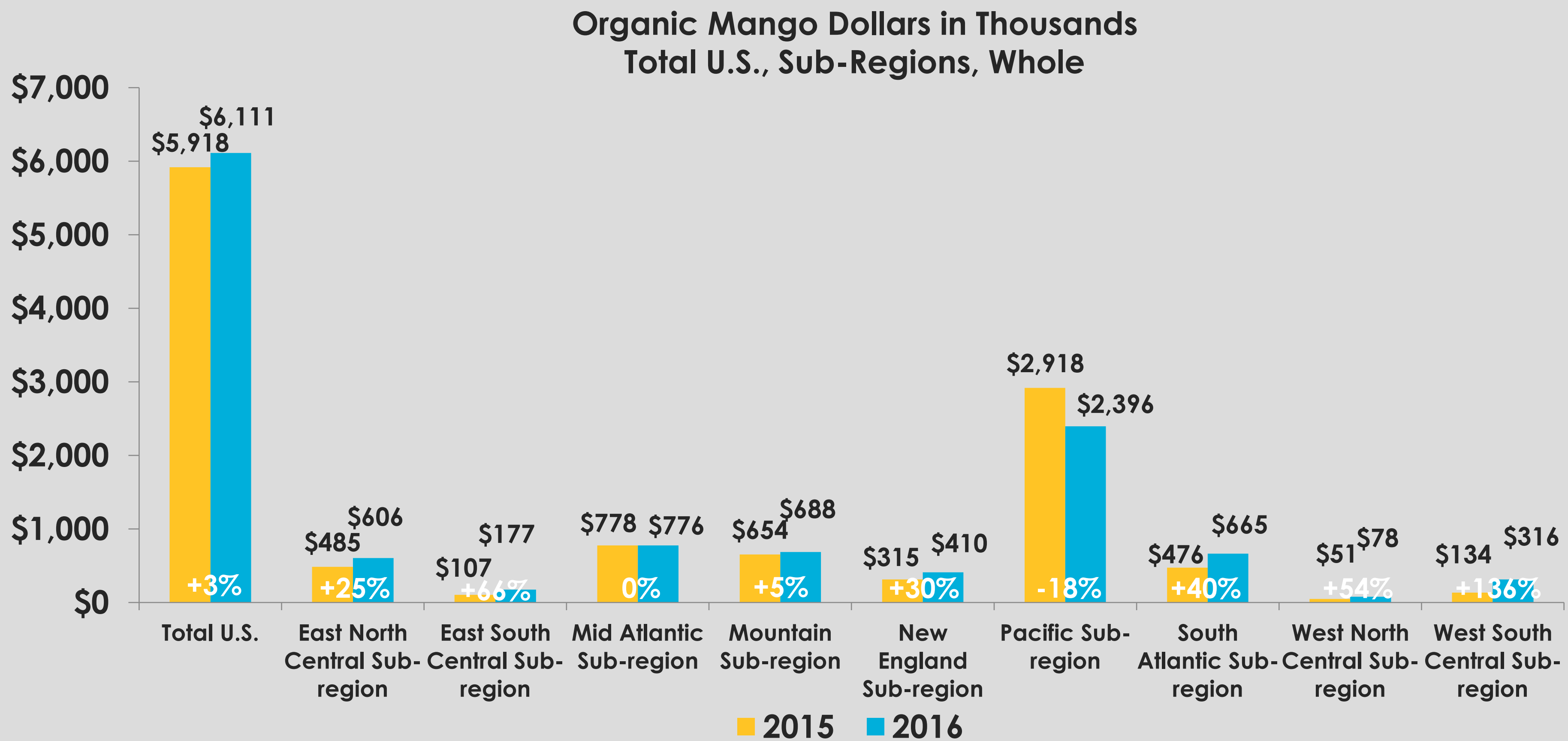
Organic vs. Conventional Mango Average Retail Prices			
Geography		**2015**	**2016**
Total U.S.	Conventional	$0.97	$0.94
	Organic	$2.05	$2.10
East North Central Sub-region	Conventional	$0.96	$0.99
	Organic	$1.85	$1.87
East South Central Sub-region	Conventional	$1.14	$1.05
	Organic	$2.06	$2.04
Mid Atlantic Sub-region	Conventional	$1.19	$1.15
	Organic	$3.06	$2.98
Mountain Sub-region	Conventional	$0.79	$0.73
	Organic	$1.68	$1.66
New England Sub-region	Conventional	$1.04	$1.05
	Organic	$2.32	$2.77
Pacific Sub-region	Conventional	$0.89	$0.90
	Organic	$1.89	$1.89
South Atlantic Sub-region	Conventional	$1.08	$1.05
	Organic	$2.67	$2.30
West North Central Sub-region	Conventional	$1.11	$1.11
	Organic	$2.14	$2.22
West South Central Sub-region	Conventional	$0.76	$0.72
	Organic	$2.43	$3.57

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC MANGO DOLLARS BY SUB-REGION

Organic mango dollar sales increase by 3% from 2015 to 2016

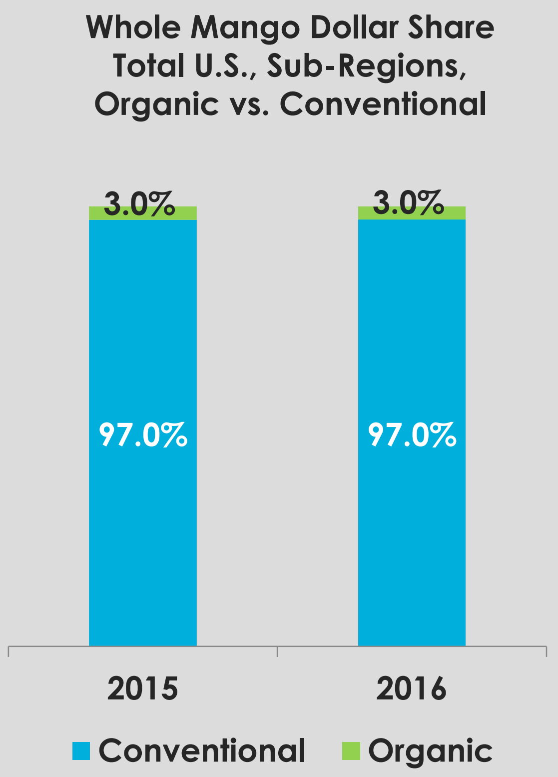
- The pacific sub-region had the strongest sales, but sales decreased by 18% compared to the prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC/CONVENTIONAL SHARE IN DOLLARS BY SUB-REGION

Nationally, organic mango dollars accounted for 3% of total whole mango sales during 2016, same as 2015

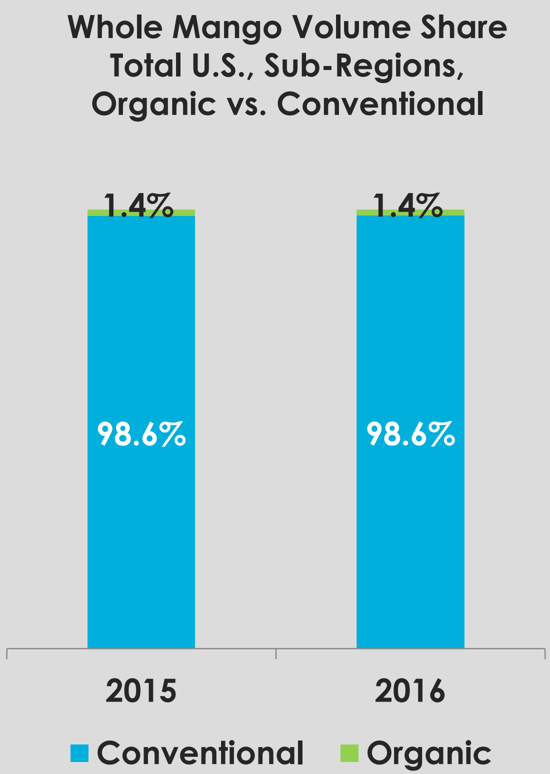


Organic vs. Conventional Whole Mango Total Dollar Share			
Geography		**2015**	**2016**
Total U.S.	Conventional	97.0%	97.0%
	Organic	3.0%	3.0%
East North Central Sub-region	Conventional	97.6%	97.3%
	Organic	2.4%	2.7%
East South Central Sub-region	Conventional	98.4%	97.5%
	Organic	1.6%	2.5%
Mid Atlantic Sub-region	Conventional	96.7%	96.7%
	Organic	3.3%	3.3%
Mountain Sub-region	Conventional	96.1%	95.7%
	Organic	3.9%	4.3%
New England Sub-region	Conventional	97.5%	97.1%
	Organic	2.5%	2.9%
Pacific Sub-region	Conventional	91.8%	93.2%
	Organic	8.2%	6.8%
South Atlantic Sub-region	Conventional	99.0%	98.7%
	Organic	1.0%	1.3%
West North Central Sub-region	Conventional	99.4%	99.1%
	Organic	0.6%	0.9%
West South Central Sub-region	Conventional	99.4%	98.7%
	Organic	0.6%	1.3%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC/CONVENTIONAL SHARE IN VOLUME BY SUB-REGION

Nationally, organic mango volume accounted for 1.4% of total whole mango volume during 2016, same as 2015



Organic vs. Conventional Whole Mango Total Volume Share			
Geography		**2015**	**2016**
Total U.S.	Conventional	98.6%	98.6%
	Organic	1.4%	1.4%
East North Central Sub-region	Conventional	98.8%	98.6%
	Organic	1.2%	1.4%
East South Central Sub-region	Conventional	99.1%	98.7%
	Organic	0.9%	1.3%
Mid Atlantic Sub-region	Conventional	98.7%	98.7%
	Organic	1.3%	1.3%
Mountain Sub-region	Conventional	98.1%	98.1%
	Organic	1.9%	1.9%
New England Sub-region	Conventional	98.9%	98.9%
	Organic	1.1%	1.1%
Pacific Sub-region	Conventional	96.0%	96.7%
	Organic	4.0%	3.3%
South Atlantic Sub-region	Conventional	99.6%	99.4%
	Organic	0.4%	0.6%
West North Central Sub-region	Conventional	99.7%	99.6%
	Organic	0.3%	0.4%
West South Central Sub-region	Conventional	99.8%	99.7%
	Organic	0.2%	0.3%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

FRESH-CUT MANGO PERFORMANCE

Total U.S. and Nine Sub-Regions
2015-2016

DATA PARAMETERS

- Segment details:
  - Mango only fresh-cut includes mango product that is sold in a fresh-cut pack that is only mango, no other items
  - Organic mango only fresh-cut includes only organic mango in a fresh-cut pack
  - Mango mix fresh-cut includes mixed bowls or trays that include mango along with other items
  - Because of the variation in unit size, this report is focused on dollar sales for fresh-cut mango, rather than volume
- Distribution:
  - 95.4% of stores in the FCA sold mango only fresh-cut items in 2016
  - Distribution of mango only fresh-cut has increased 33 percentage points since 2012
  - 39.8% of stores in the FCA sold mango mix fresh-cut items in 2016

FRESH CUT FRUIT DOLLARS AND CONTRIBUTION TO PRODUCE

Overall, dollars per store/week for fresh cut fruit increased, but contribution to the department increased very slightly

- Mixed Fruit has highest fresh cut fruit sales at $763 stores/weeks
- Mango Mix (fresh cut with mango plus other items) increased in dollars per store/week by 32.3% in 2016

Fresh Cut Fruit Sales and Contribution Trends

Product	Rank	Dollars per Store/Week	% Change vs YAGO	% Dollar Contribution to Department	%Change vs. YAGO
Fresh Cut Fruit		$2,095	7.6%	1.3%	0.2%
Mixed Fruit*	1	$763	5.6%	0.3%	0.0%
Pineapple	2	$342	11.0%	0.3%	0.0%
Watermelon	3	$340	2.2%	0.4%	0.0%
Apples	4	$276	13.0%	0.1%	0.0%
Cantaloupe	5	$111	8.0%	0.1%	0.0%
Mango Only	6	$63	-1.1%	0.1%	0.0%
Other Melons/Mixed Melons	7	$55	4.2%	0.0%	0.0%
Strawberry	8	$45	12.2%	0.0%	0.0%
Other Value Added Fruit	9	$34	30.8%	0.0%	0.0%
Grapes	10	$26	27.0%	0.0%	0.0%
Honeydew	11	$20	28.9%	0.0%	0.0%
Mango Mix	12	$17	32.3%	0.0%	0.0%
Papaya	13	$1	-22.0%	0.0%	0.0%
Grapefruit	14	$1	-13.2%	0.0%	0.0%
Orange	15	$1	-7.8%	0.0%	0.0%
Peach	16	$0	6.9%	0.0%	0.0%
Pear	17	$0	50.8%	0.0%	0.0%

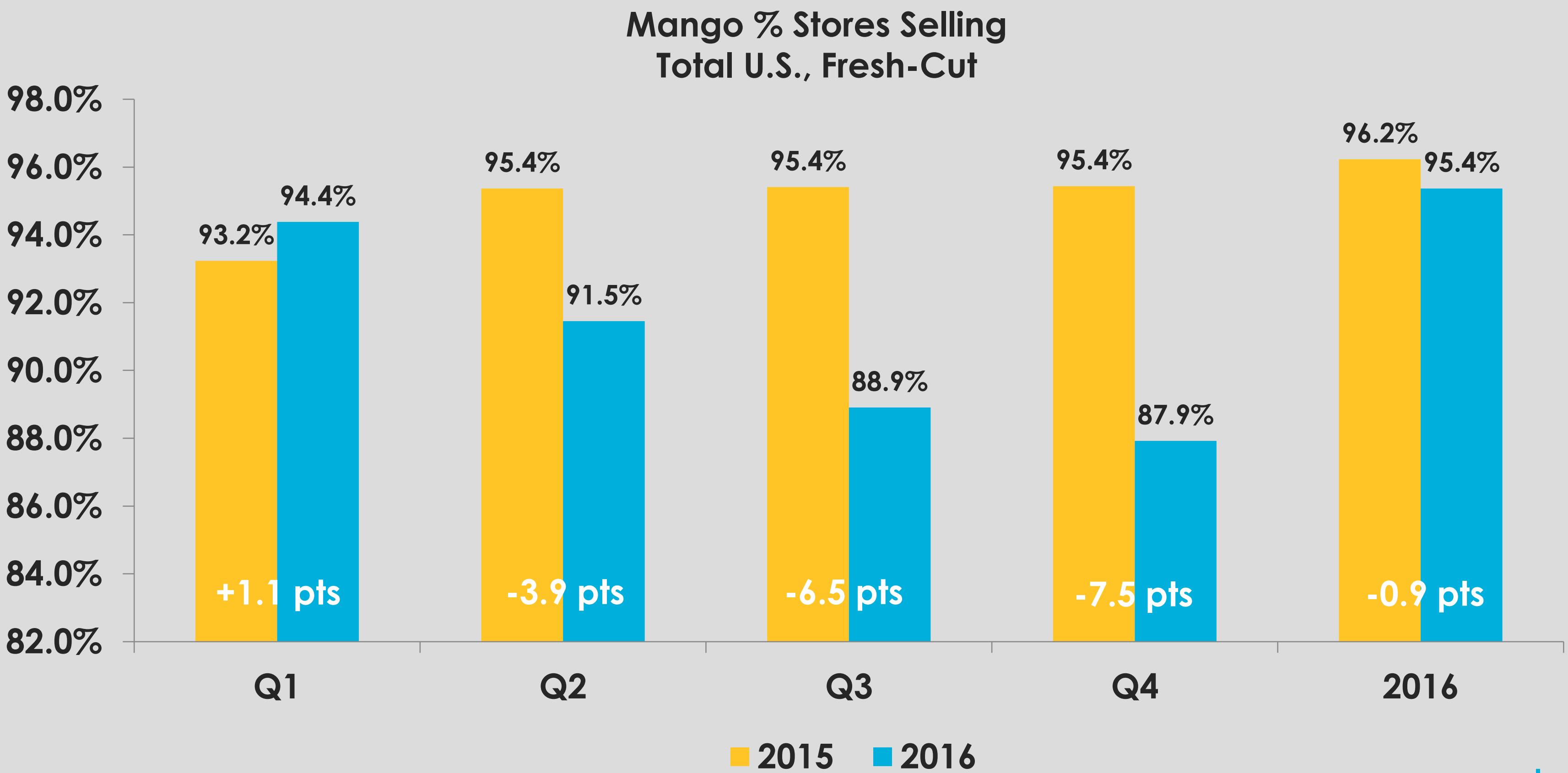
*Excludes Mango Mix

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY FRESH-CUT % OF STORES SELLING

The percentage of stores selling fresh cut mangos declined 0.9 percentage points from 2015 to 2016

- The largest growth was in Q1 2016 (+1.1 pts) when compared to prior year

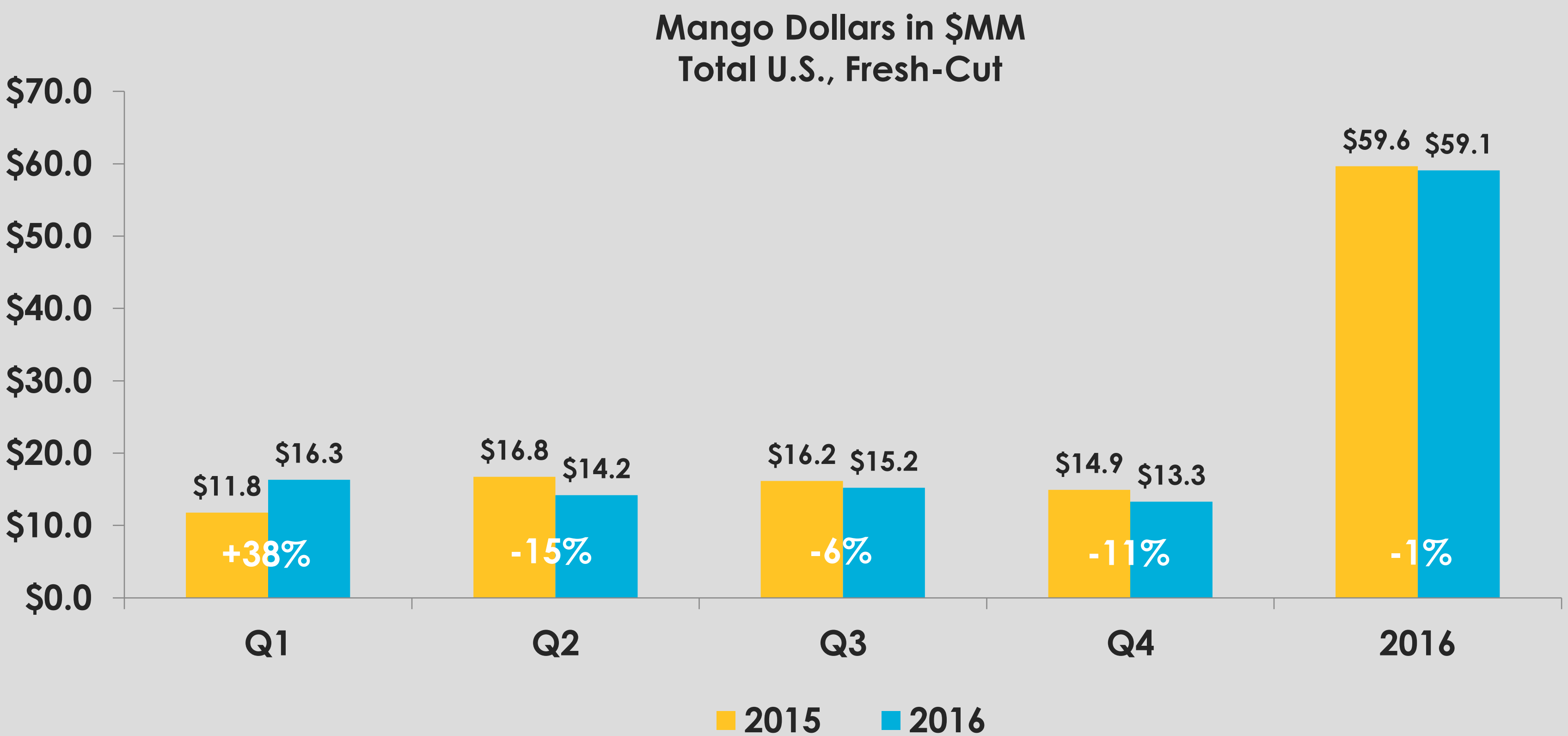


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY FRESH-CUT DOLLARS

Mango only fresh-cut dollars decreased in three quarters in 2016

- Only Q1 increased dollars by 38% compared to the prior year

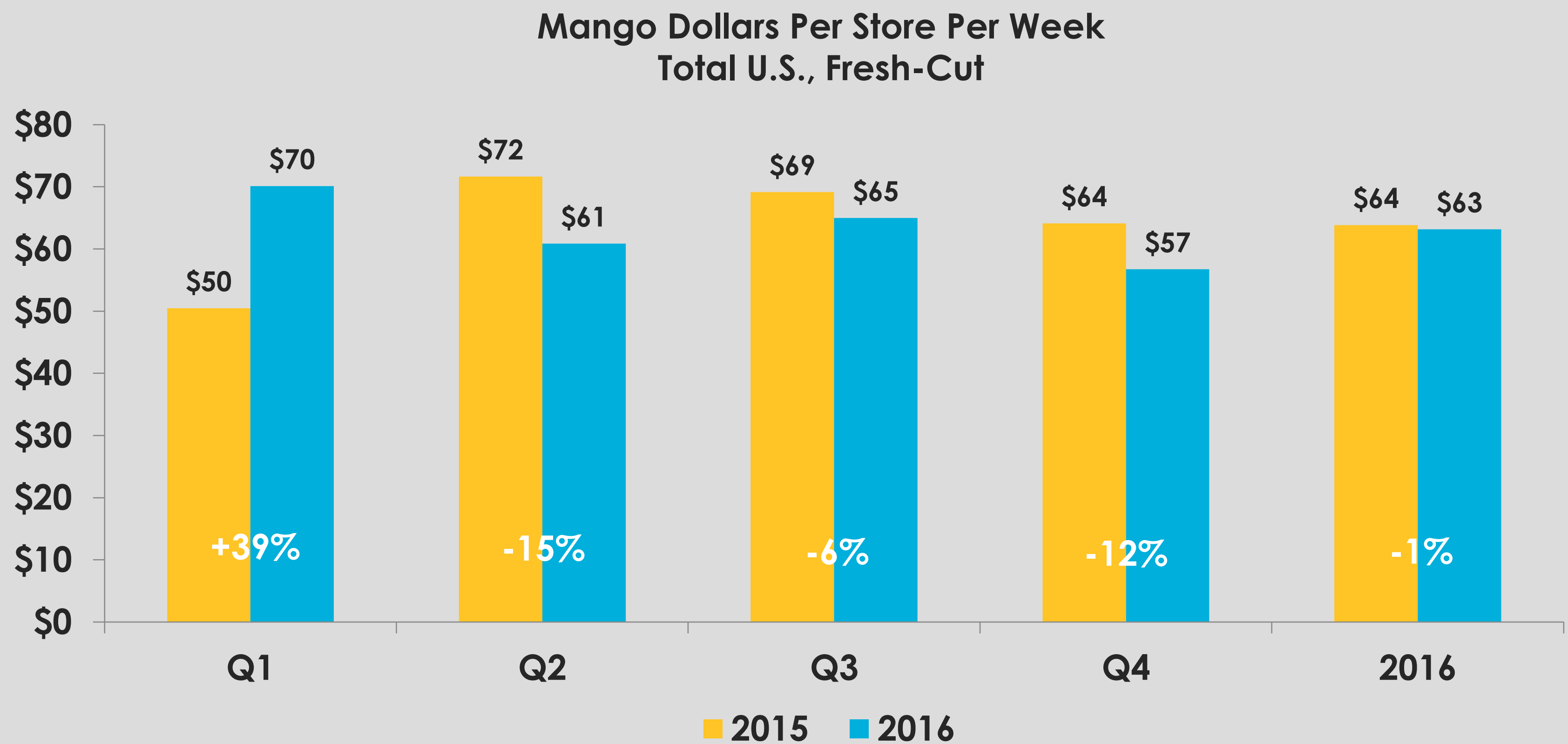


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY FRESH-CUT DOLLARS PER STORE PER WEEK

Mango only fresh-cut dollars per store/week increased in Q1 2016, up 39% from prior year

- Overall, mango slightly declined in 2016 by 1%

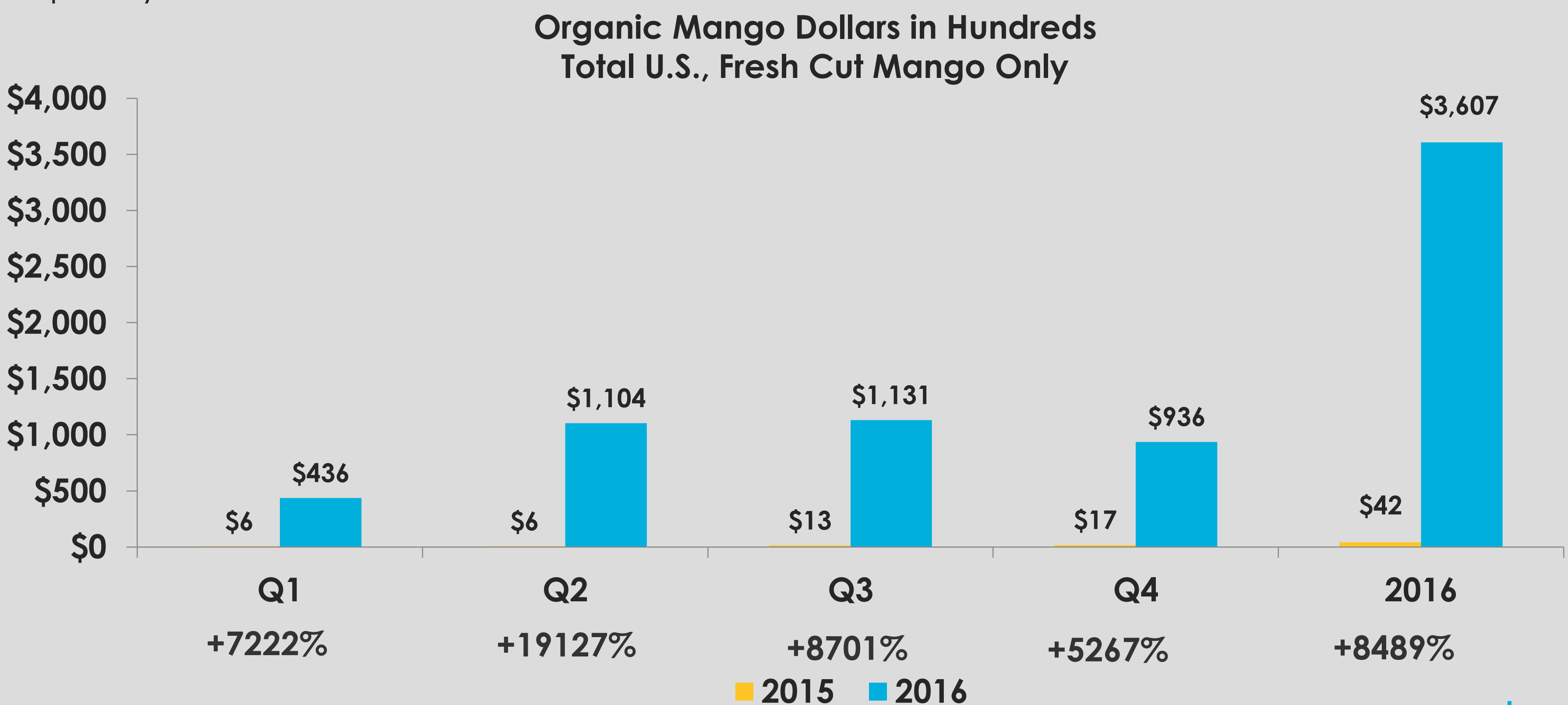


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC MANGO ONLY FRESH-CUT DOLLARS

In 2016, organic fresh-cut mango dollar sales increased by $356K from the prior year

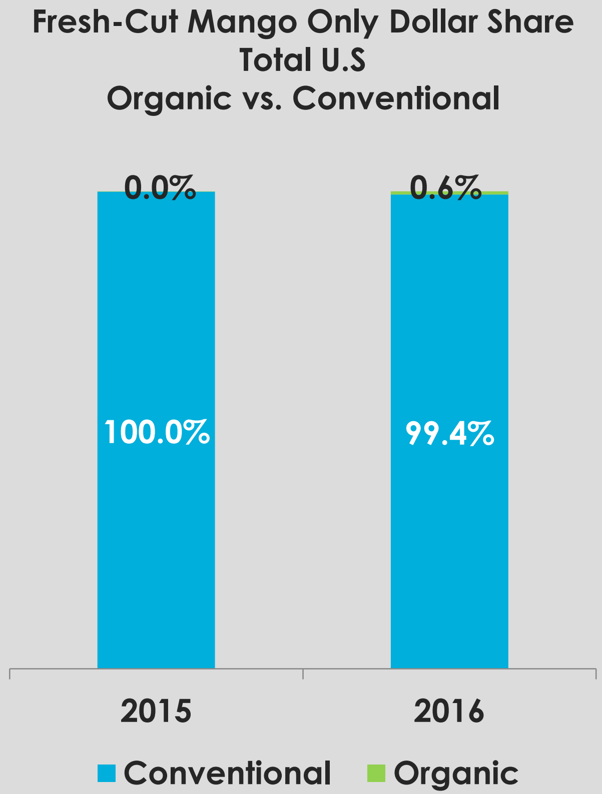
- All the four quarters had significant dollar sales in organic fresh cut mango from the prior year

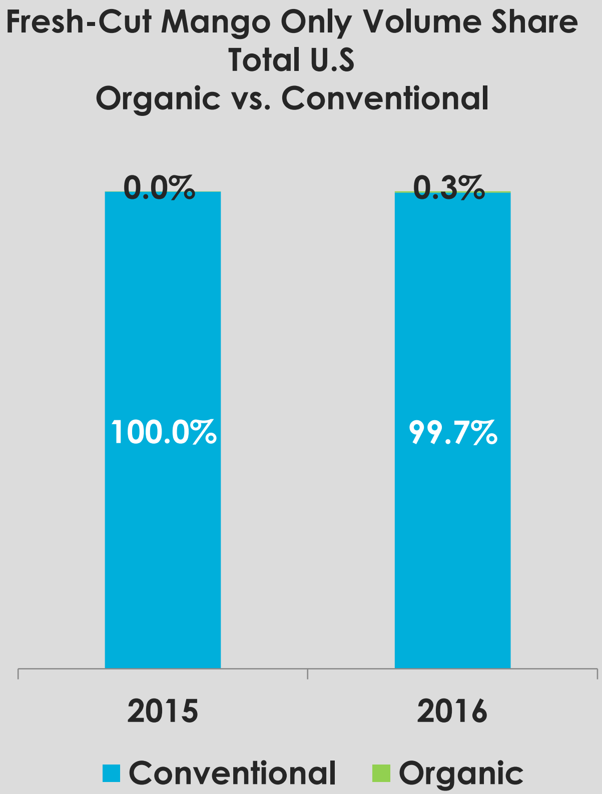


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

ORGANIC/CONVENTIONAL SHARE IN DOLLARS AND VOLUME

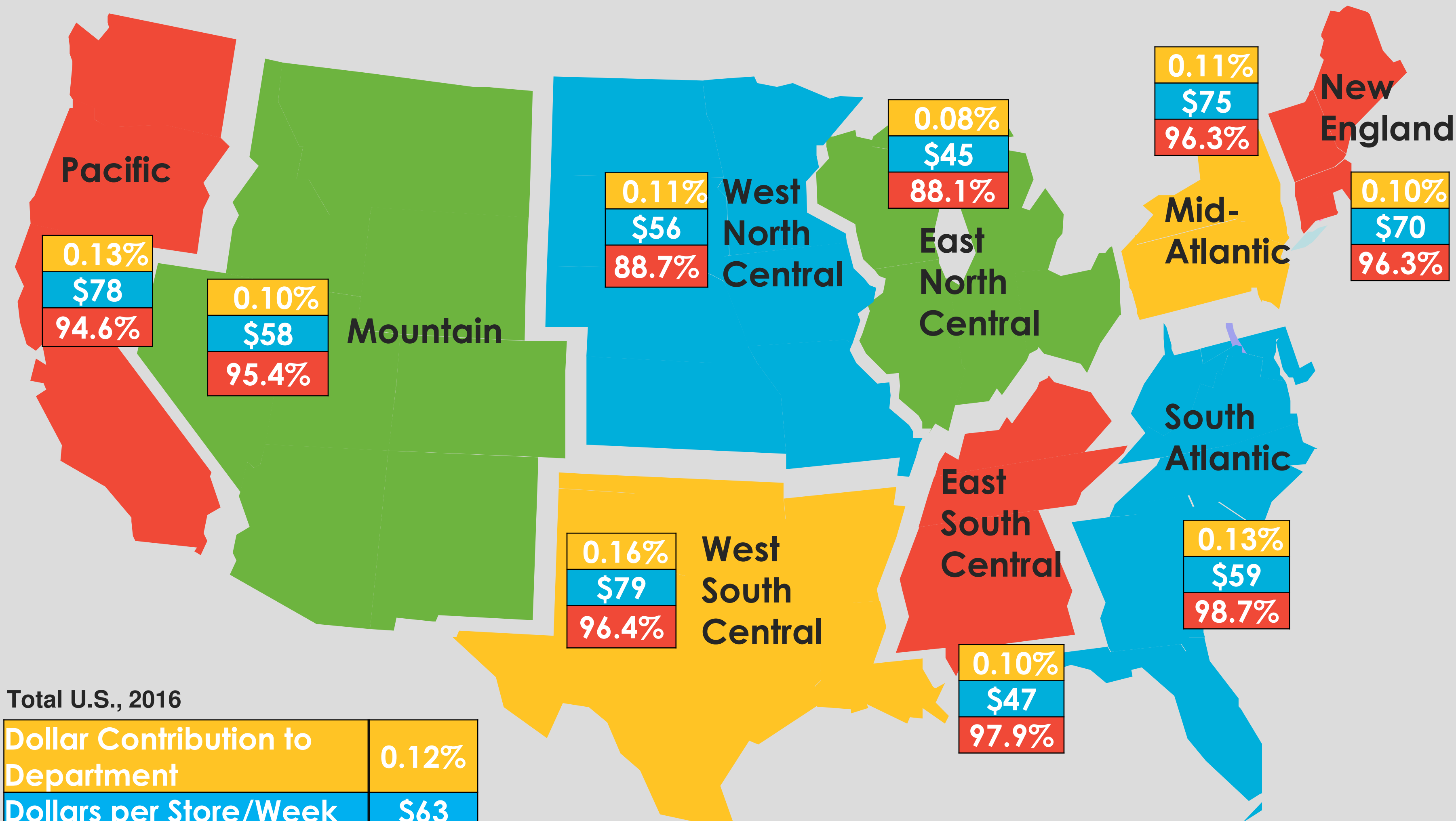
Nationally, organic mango dollars accounted less than 1% of total fresh-cut mango sales during 2016





Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY FRESH-CUT PERFORMANCE BY SUB-REGION



Total U.S., 2016

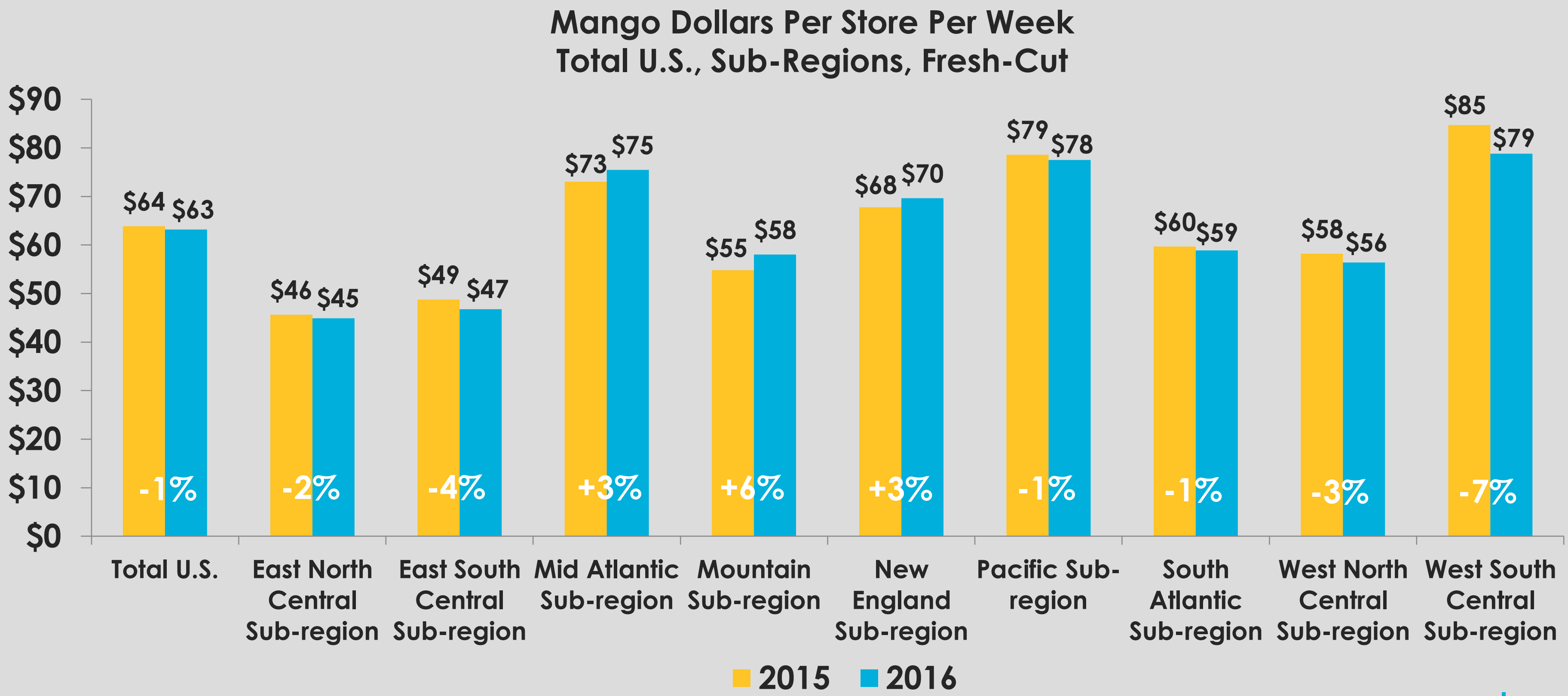
Dollar Contribution to Department	0.12%
Dollars per Store/Week	$63
% of Stores Selling	95.4%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY F/C DOLLARS PER STORE/WEEK BY SUB-REGION

Mid-Atlantic, Mountain and New England sub-regions dollars per store/week sales increased for fresh cut mango only versus year ago

- West South Central sub-region sold the most dollars per store/week at $79 (down 7% over prior year), followed by the Pacific sub-region at $78 (down 1% over prior year)



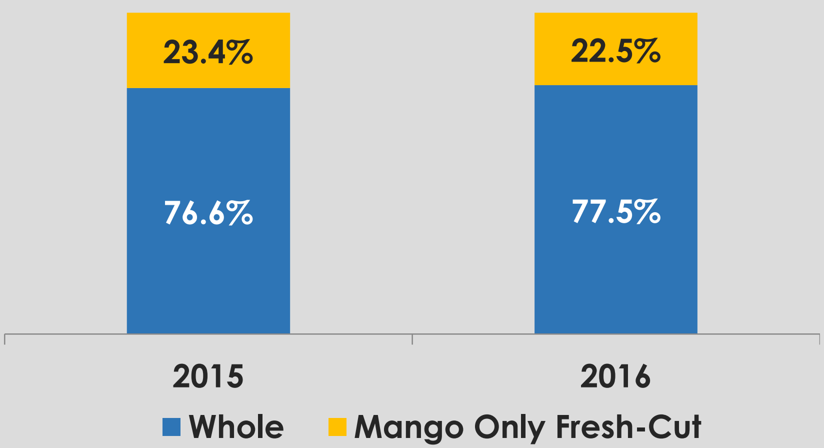
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO ONLY FRESH-CUT SHARE BY SUB-REGION

Fresh-cut mango only's share of total mango dollars decreased 0.8 points over prior year, down to 22.5% of total mango dollars per store/week

- Eight of the nine sub-regions decreased fresh-cut mango share (Only Mountain sub-region increased by 1.8 points)

Mango Only Fresh-Cut Share Dollars per Store/Week
Total U.S., 2015-2016



Dollars per Store/Week % Change vs. YAGO	
Mango Only Fresh-Cut	-4%
Whole	-1%

Mango Dollars Per Store Per Week
Total U.S., Sub-Regions, Fresh-Cut 2015-2016

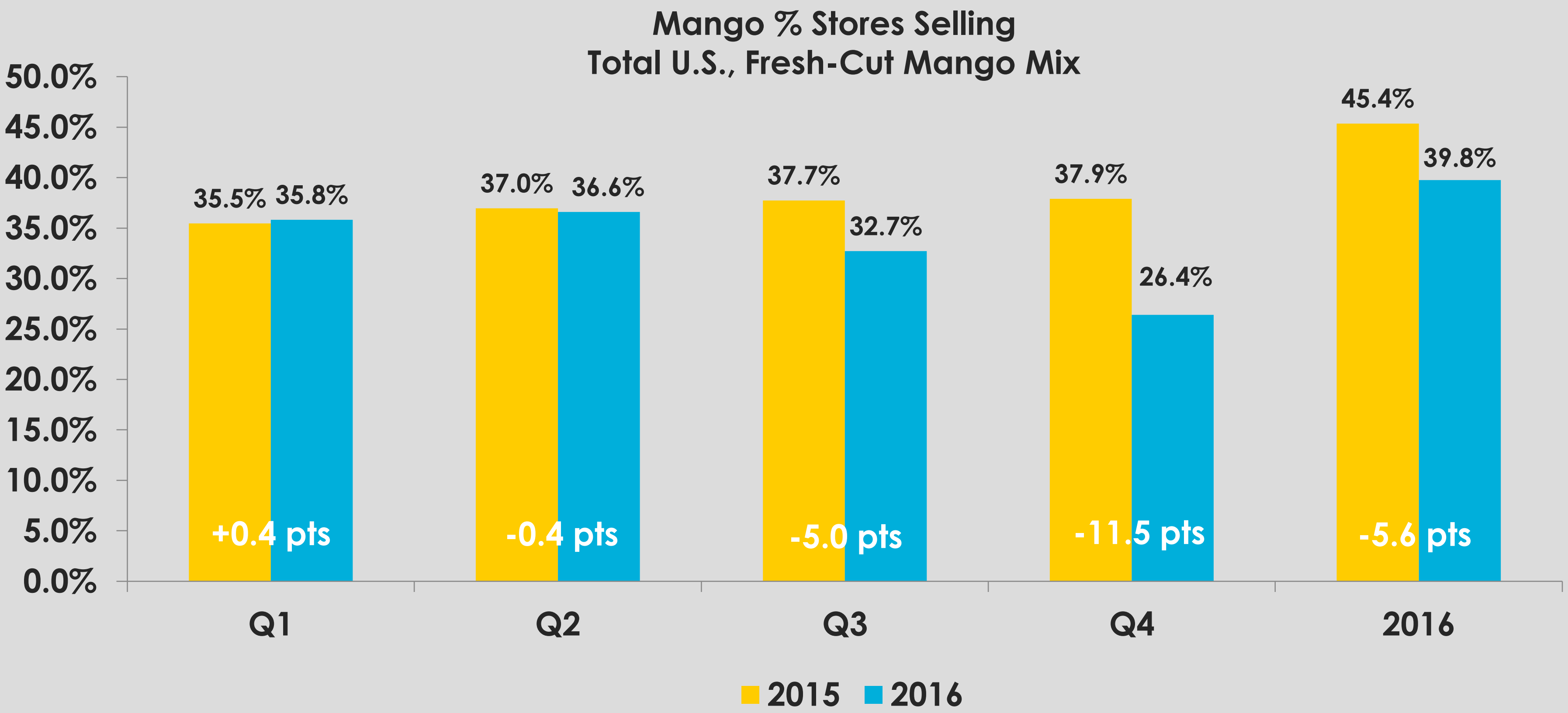
Geography	Mango	2015	2016
Total U.S.	Mango Only Fresh-Cut	23.4%	22.5%
	Whole	76.6%	77.5%
East North Central Sub-region	Mango Only Fresh-Cut	20.9%	19.2%
	Whole	79.1%	80.8%
East South Central Sub-region	Mango Only Fresh-Cut	26.7%	25.5%
	Whole	73.3%	74.5%
Mid Atlantic Sub-region	Mango Only Fresh-Cut	24.0%	23.1%
	Whole	76.0%	76.9%
Mountain Sub-region	Mango Only Fresh-Cut	20.7%	22.5%
	Whole	79.3%	77.5%
New England Sub-region	Mango Only Fresh-Cut	19.8%	18.3%
	Whole	80.2%	81.7%
Pacific Sub-region	Mango Only Fresh-Cut	23.1%	22.8%
	Whole	76.9%	77.2%
South Atlantic Sub-region	Mango Only Fresh-Cut	24.2%	24.0%
	Whole	75.8%	76.0%
West North Central Sub-region	Mango Only Fresh-Cut	24.5%	22.2%
	Whole	75.5%	77.8%
West South Central Sub-region	Mango Only Fresh-Cut	25.9%	23.2%
	Whole	74.1%	76.8%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO MIX FRESH-CUT % OF STORES SELLING

The percentage of stores selling fresh-cut mango mix declined 5.6 percentage points from 2015 to 2016

- The largest decline was in Q4 2016 (-11.5 pts) compared to prior year

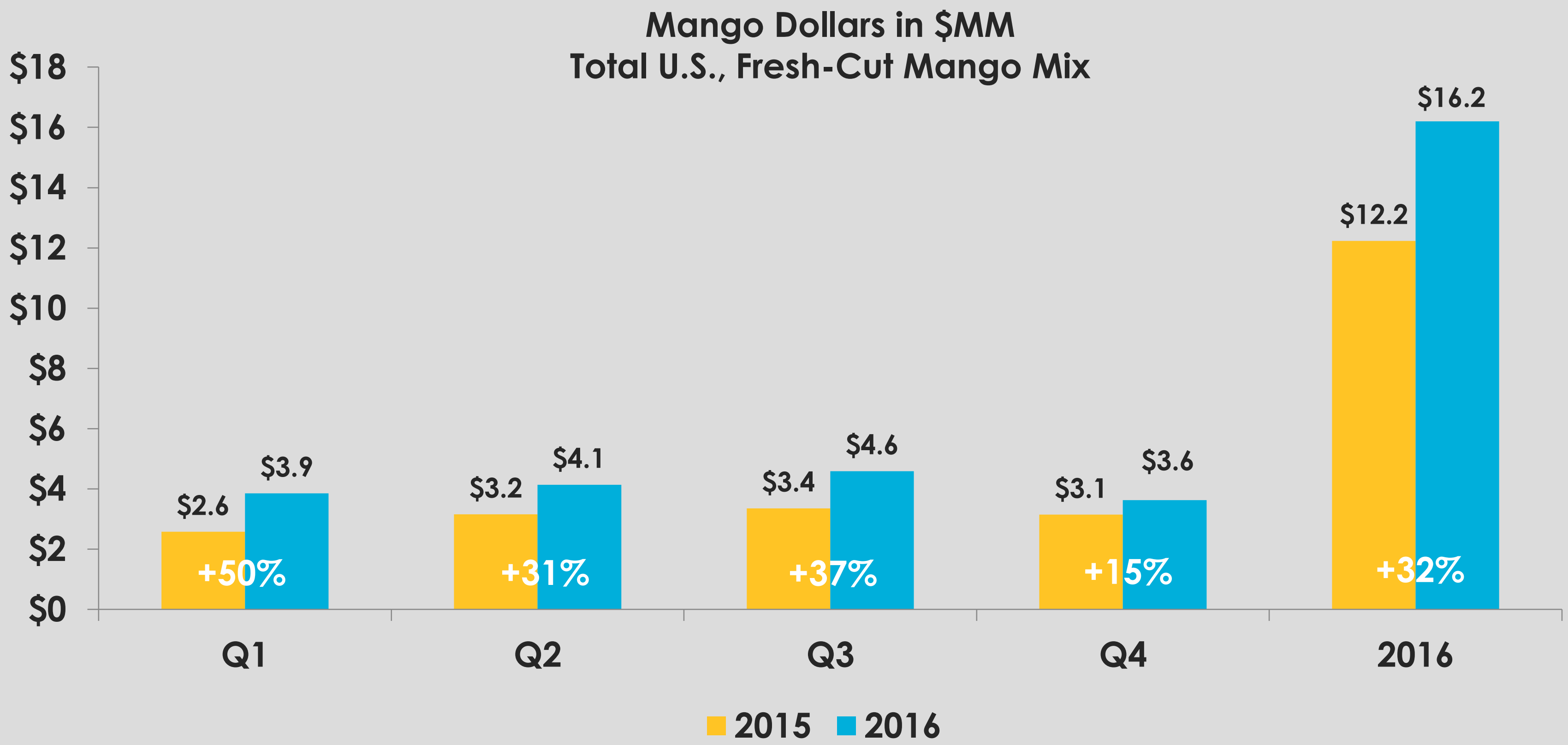


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO MIX FRESH-CUT DOLLARS

Mango mix fresh-cut dollars increased in all quarters in 2016

- Q1 had the largest increase in dollars by 50% compared to the prior year

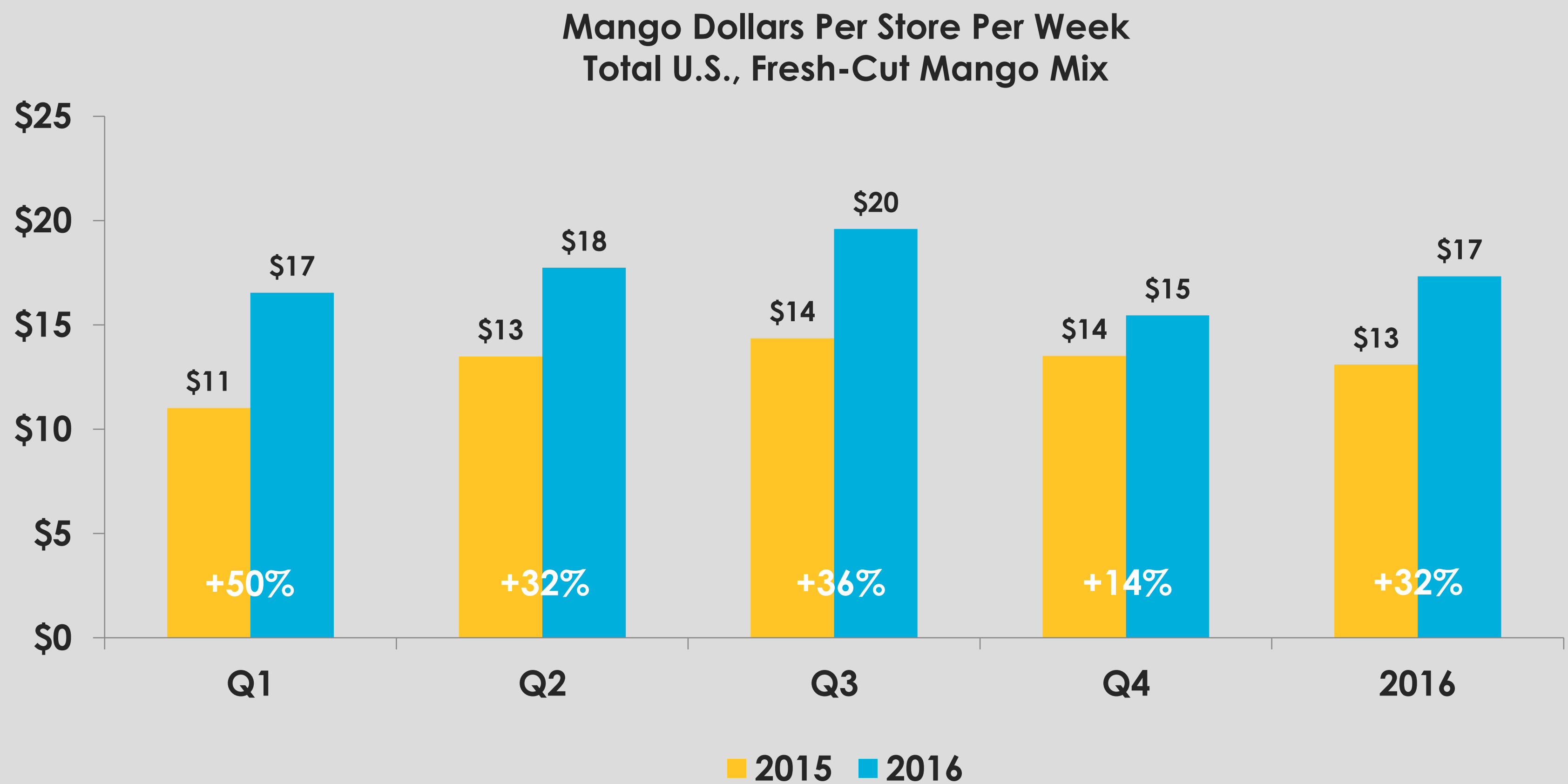


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO MIX FRESH-CUT DOLLARS PER STORE PER WEEK

Mango mix fresh-cut dollars per store/week increased in 2016, up 32% from prior year

- Q3 2016 had the strongest fresh-cut mango mix sales

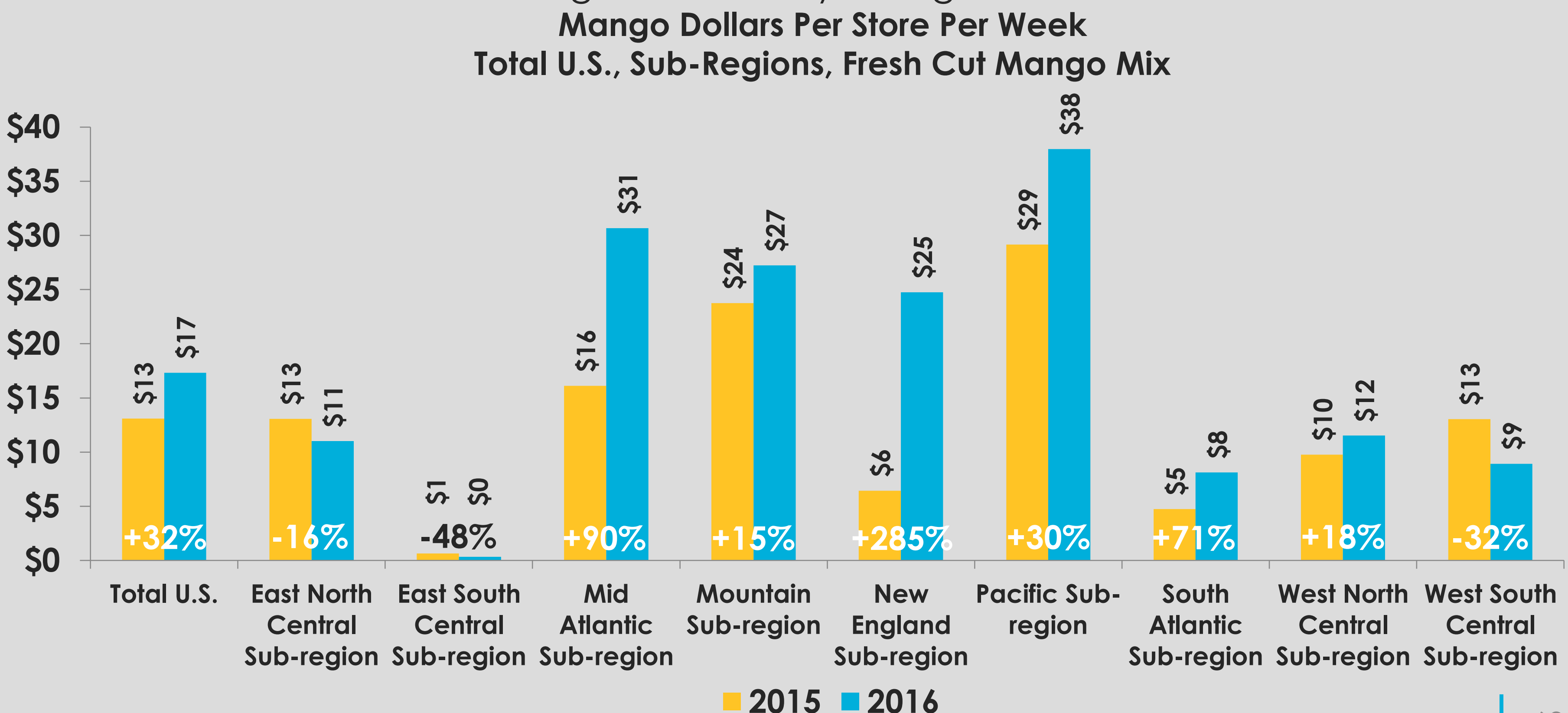


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

MANGO MIX FRESH-CUT DOLLARS PER STORE/WEEK BY SUB-REGION

Pacific sub-region sold the most dollars per store/week at $38 (up 30% over prior year), followed by the Mid Atlantic sub-region at $31 (up 90% over prior year)

- East North, East South and West South sub-regions dollars per store/week sales decreased for fresh-cut mango mix versus year ago



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2016 vs. YAGO

Mango.org