IMPACT OF DISPLAY LOCATION ON THE MANGO CATEGORY
The National Mango Board wanted to measure the sales impact of moving mangos from their typical location in tropicals to other positions in the produce department.

NMB tested two, high-traffic areas: one panel displayed mangos with seasonal stone fruit and a second panel placed mangos adjacent to avocados.
STUDY PARAMETERS

- Products:
  - Mango category, all available PLU’s
- Test Panels:
  - Panel A: Merchandised mangos with or adjacent to the seasonal stone fruit display
  - Panel B: Merchandised mangos with or adjacent to the avocado display
  - Control Panel: No change, merchandised mangos in the tropica ls section
- Time Period:
  - Test period: Six weeks (July 15 - August 25, 2015)
  - YAGO period used for analysis: Six weeks (July 16 - August 26, 2014)
- Retailer:
  - Schnucks, 15 stores per panel, 45 stores total in test
KEY FINDINGS

• Displaying mangos with seasonal stone fruit resulted in a positive impact of 45% on both volume and dollars sales versus YAGO.

• Placing mangos near avocados had little impact on sales.

• Merchandising mangos with seasonal stone fruit generated significantly greater per store per week volume and sales, compared to the Avocado Panel, the Control Panel and prior year sales.

• Placing mangos with seasonal stone fruit increased the number of mango transactions by nearly 40% versus YAGO.

• Stone fruit sales and volume also benefitted from mangos being placed adjacent.
Recommendations

- During the summer months, merchandise mangos toward the front of the produce department with seasonal stone fruit to increase mango category sales.
- Displaying mangos in the front of the produce department with seasonal fruit throughout the year will likely result in year-round mango category sales increases.
TEST PANEL EXAMPLES

Panel A
Mangos With Stone Fruit

Panel B
Mangos With Avocados

Control
Mangos In Tropicals
PLACING MANGOS WITH STONE FRUIT RESULTED IN A 45% NET VOLUME AND DOLLAR IMPACT*

- Positioning mangos near the seasonal stone fruit increased volume and dollars by more than 40% compared to the previous year.
- Both Panel B and the Control Panel were relatively flat versus the prior year.

Change: Test Period vs. YAGO

*Net impact is calculated by subtracting control panel growth from test panel growth.
Panel A (with stone fruit) moved significantly more mangos in 5 of the 6 test weeks, compared to the other panels and compared to all 3 panels YAGO.

The price increase during the last week of the test period negatively impacted volume in all three panels.

Weekly Volume per Store

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$0.96</td>
<td>$1.01</td>
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<tr>
<td>2015</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.50</td>
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In Test Panel A, stone fruit sales increased over the prior year and outpaced stone fruit growth in the control stores.

Merchandising mangos near the seasonal stone fruit resulted in a positive net volume impact of 8% and a positive net dollar impact of 5% for stone fruit.

Change: Test Period vs. YAGO

*Net impact is calculated by subtracting control panel growth from test panel growth.
While there was little impact on basket size, placing mangos with seasonal stone fruit increased the number of mango transactions by nearly 40% versus YAGO.

Panel B experienced little change in basket size or number of transactions as a result of the test.

### Change: Test Period vs. YAGO

<table>
<thead>
<tr>
<th></th>
<th>Panel A (w/ Stone Fruit)</th>
<th>Panel B (w/ Avocado)</th>
<th>Control Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mango Transactions/Store/Wk.</strong></td>
<td>64</td>
<td>88</td>
<td>60</td>
</tr>
<tr>
<td><strong>Avg. Basket Size For Transactions With Mangos</strong></td>
<td>$59.84</td>
<td>$60.62</td>
<td>$64.74</td>
</tr>
</tbody>
</table>
Mango shoppers spend more overall

- Mango buyers spend nearly twice as much per shopping trip compared to those who do not purchase mangos

**Average Basket Size**

*Average of All Test and Control Stores*  
*Test Period: Jul. 15-Aug. 25, 2015*

- Avg. Basket with Mangos: $63.27
- Avg. Basket without Mangos: $34.51