



# MANGO PERFORMANCE

Retail Scanner Data and Ad  
Tracking Trends

Q4 2017



# RETAIL SCANNER DATA

Q4 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

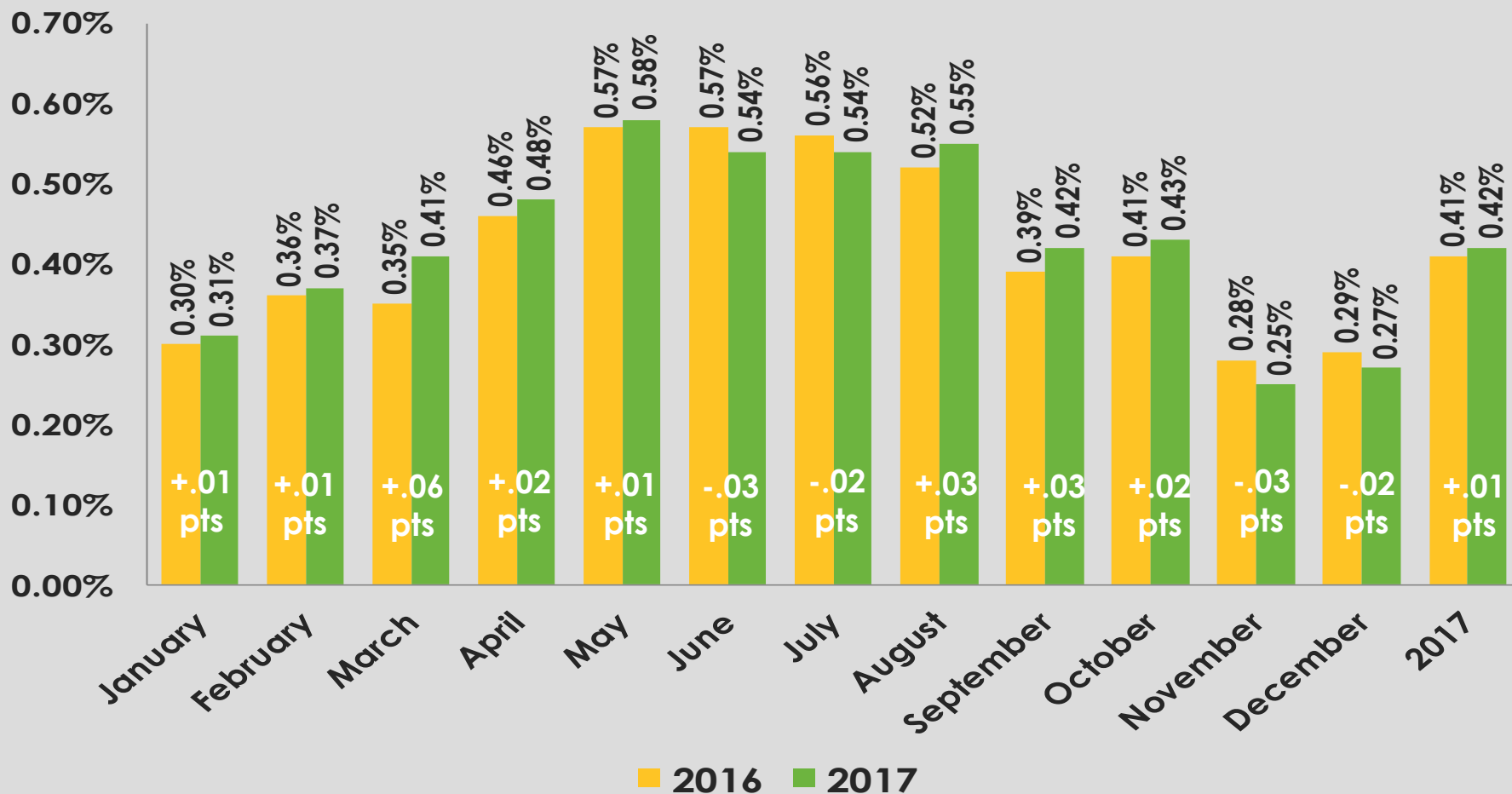
# EXECUTIVE SUMMARY

- Mixed results for Q4 and good final results for 2017
  - 5% increase in volume per store per week for all of 2017
  - 6% increase in volume per store per week for all of Q4
  - 7% increase in volume per store per week in October 2017
  - 12% decrease in volume per store per week in November 2017
  - 8% increase in volume per store per week in December 2017
- Regional highlights
  - Volume per store per week was up in six of the nine sub-regions in Q4 compared to the prior year
  - Largest Q4 increases were observed in the West South Central (+28%), East South Central (+25%) and South Atlantic (+11%) sub-regions
  - Q4 declines were observed in the New England and Mid Atlantic (-5%), and East North Central (-4%) sub-regions

# MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



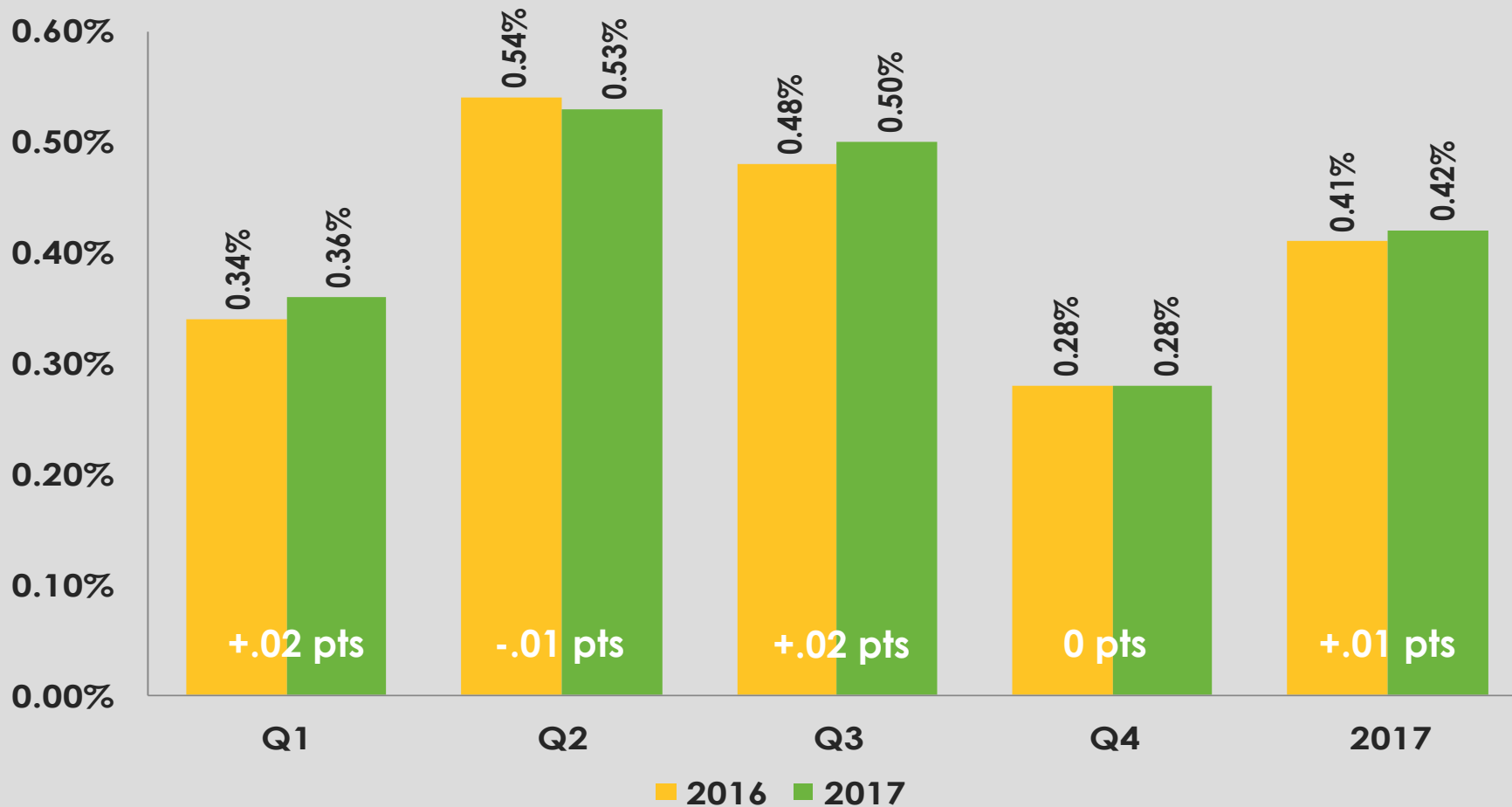
**Mango Contribution to Produce Department Sales**  
Total U.S., Whole Mangos, Monthly



# MANGO CONTRIBUTION TO PRODUCE DEPT. SALES



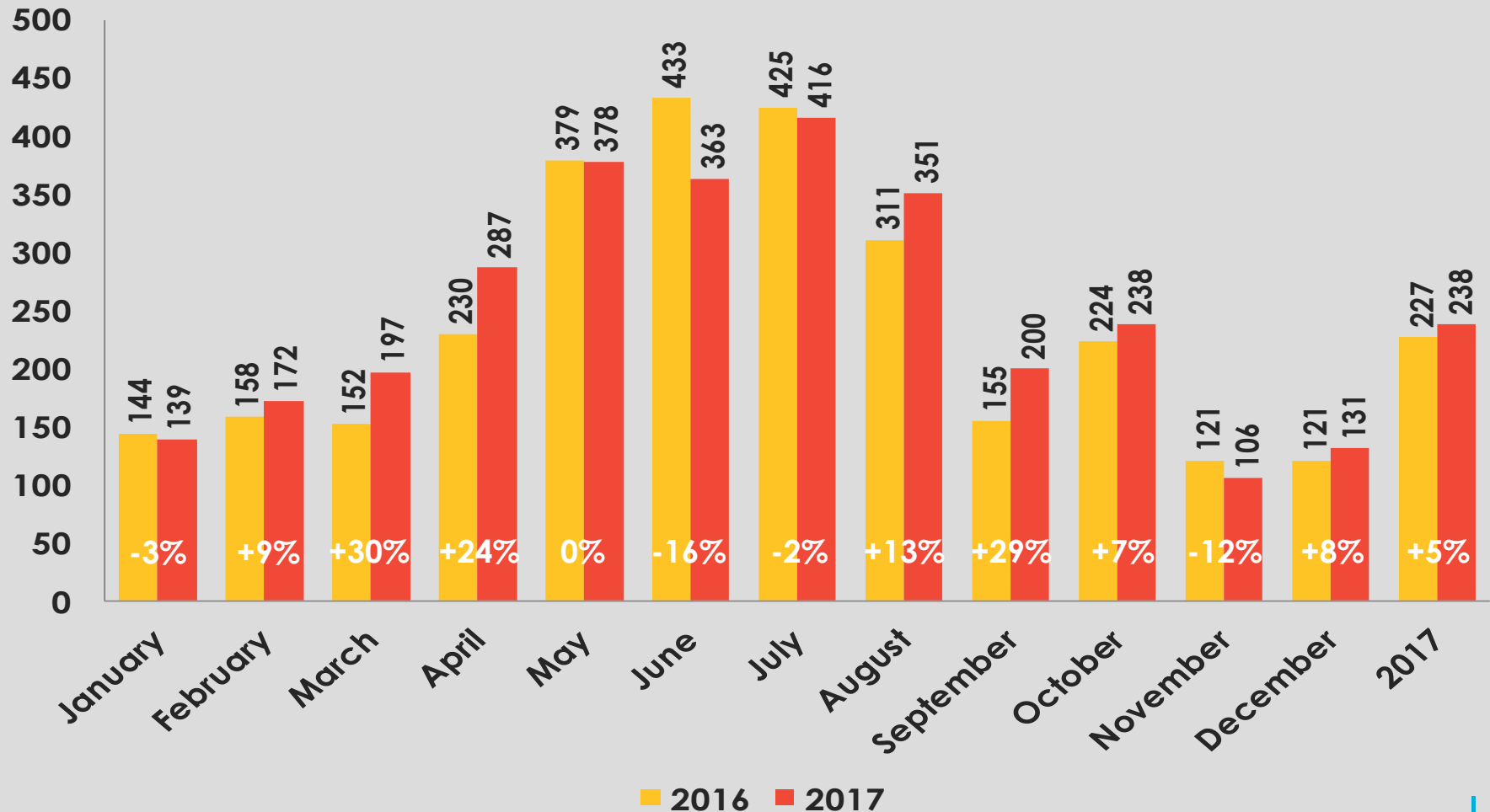
Mango Contribution to Produce Department Sales  
Total U.S., Whole Mangos, Quarterly



# MANGO AVG. VOLUME PER STORE PER WEEK



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

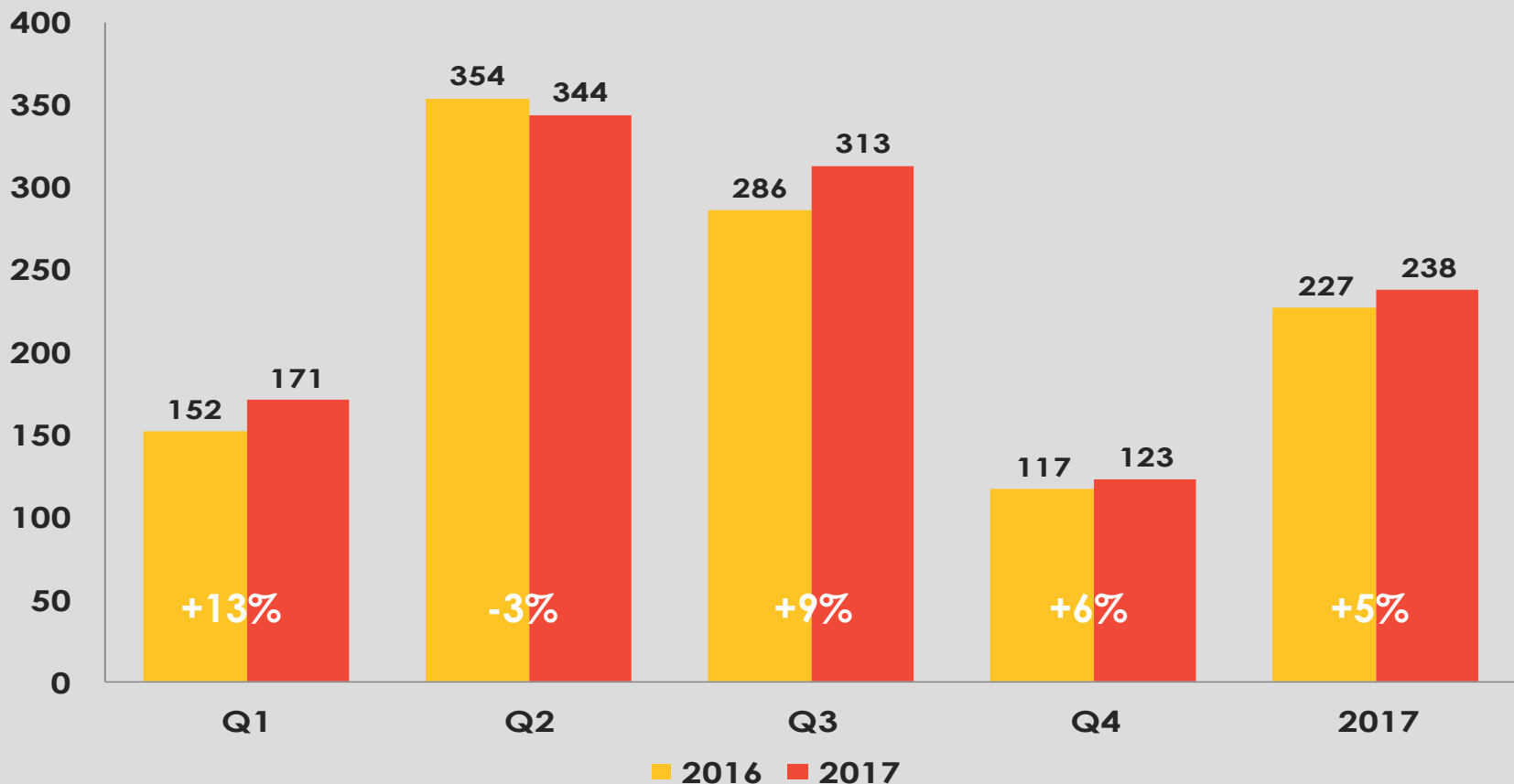




# MANGO AVG. VOLUME PER STORE PER WEEK

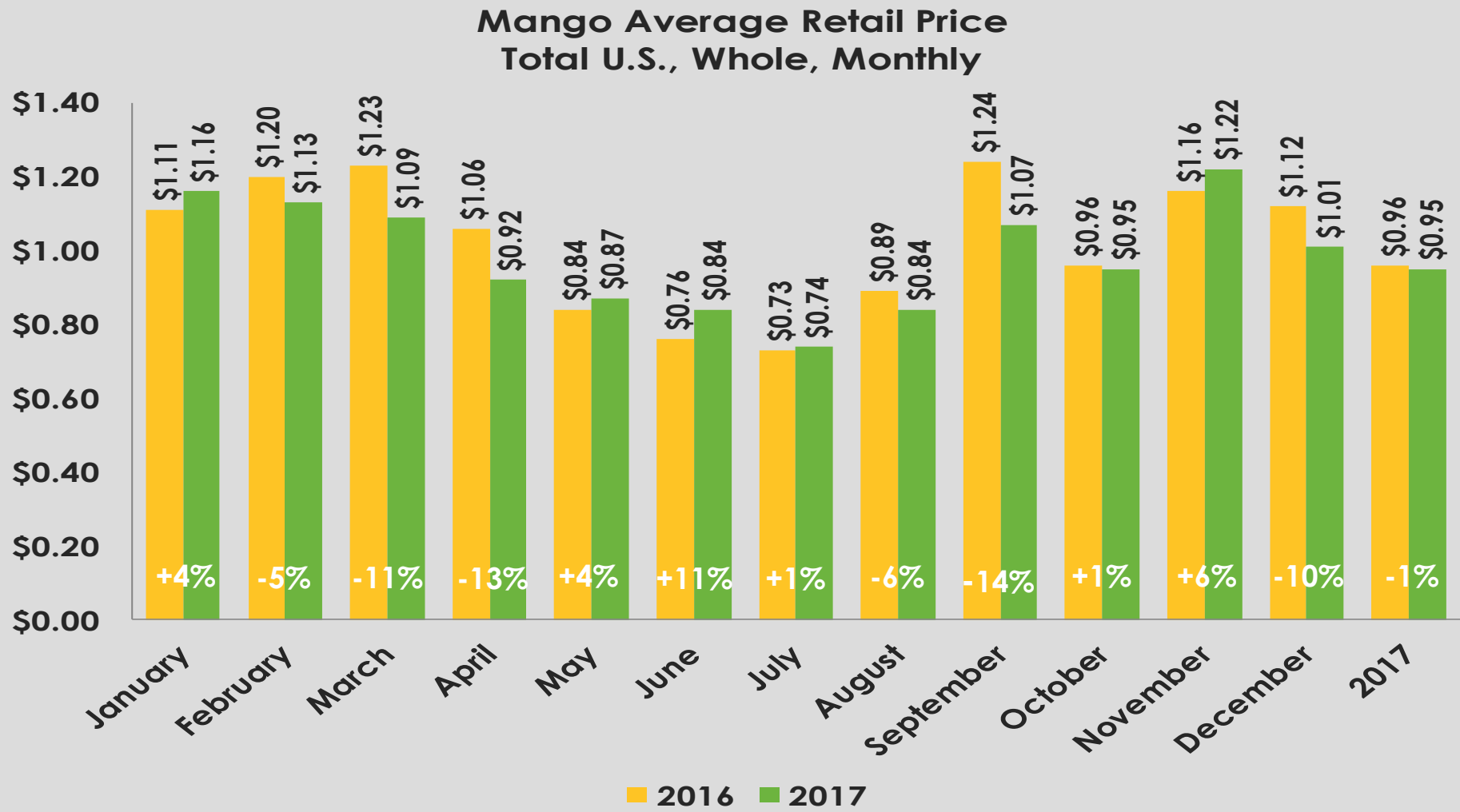


Mango Average Volume Per Store Per Week  
Total U.S., Whole, Quarterly



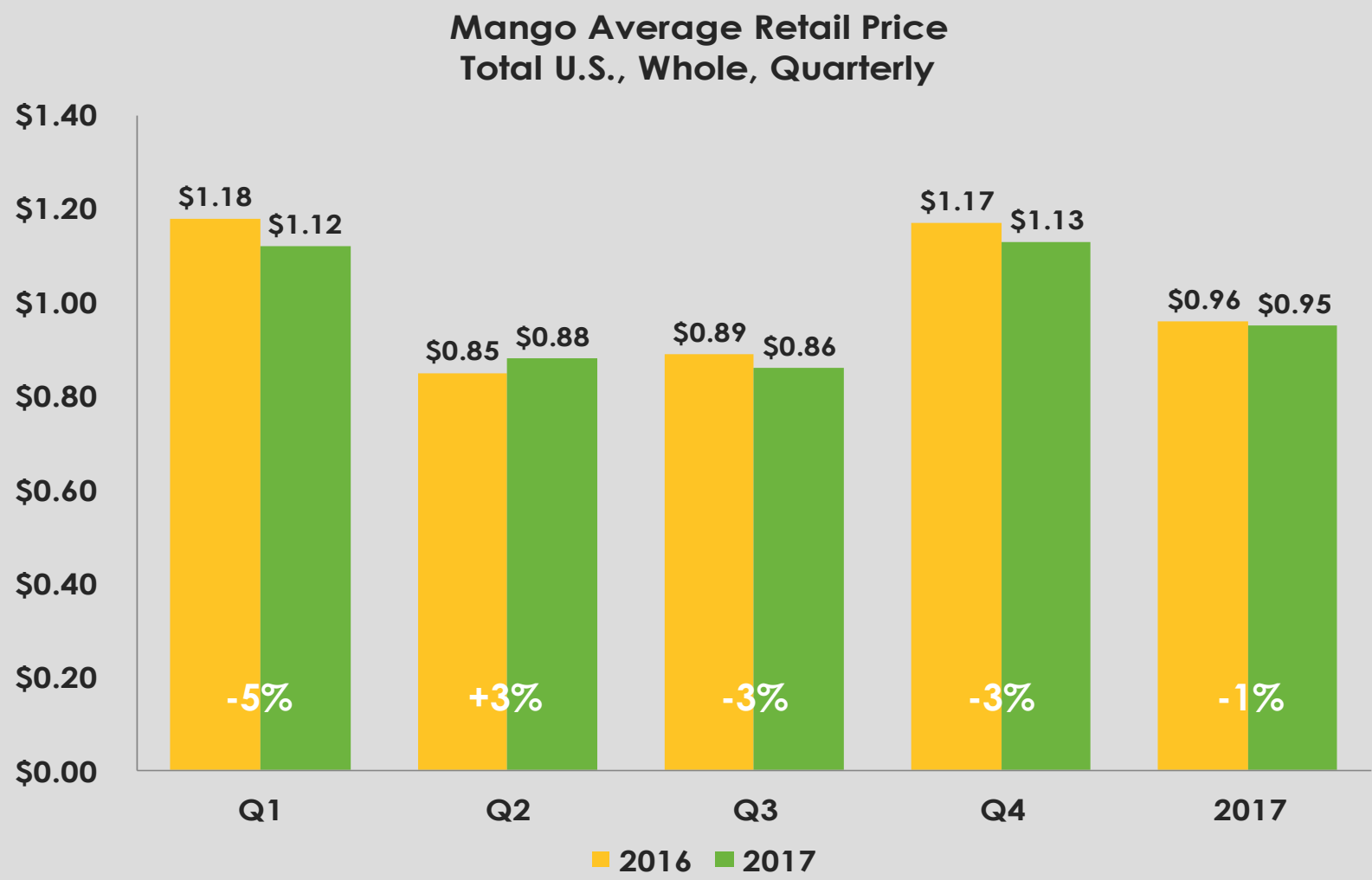


# MANGO AVG. RETAIL PRICE





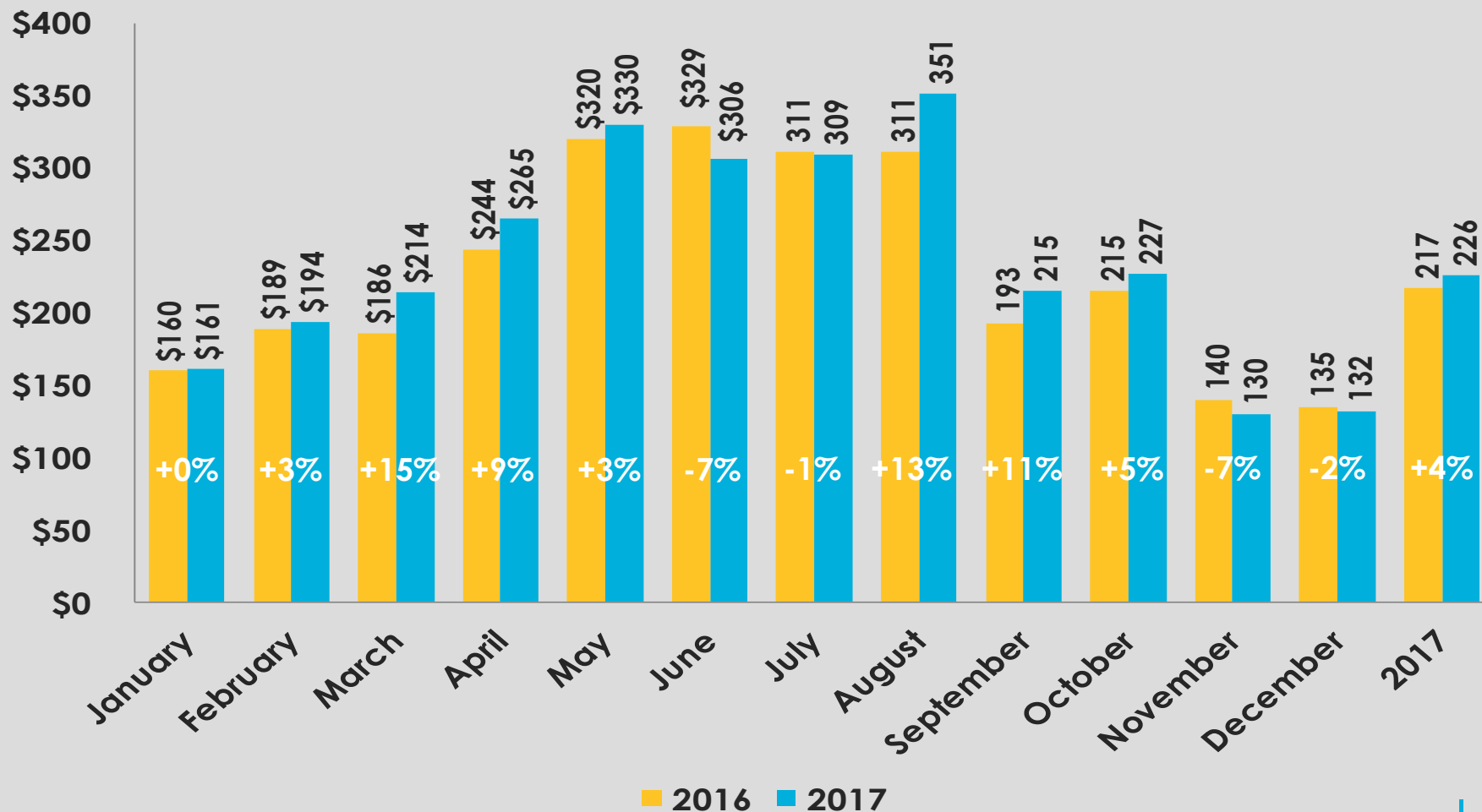
# MANGO AVG. RETAIL PRICE



# MANGO AVG. DOLLARS PER STORE PER WEEK



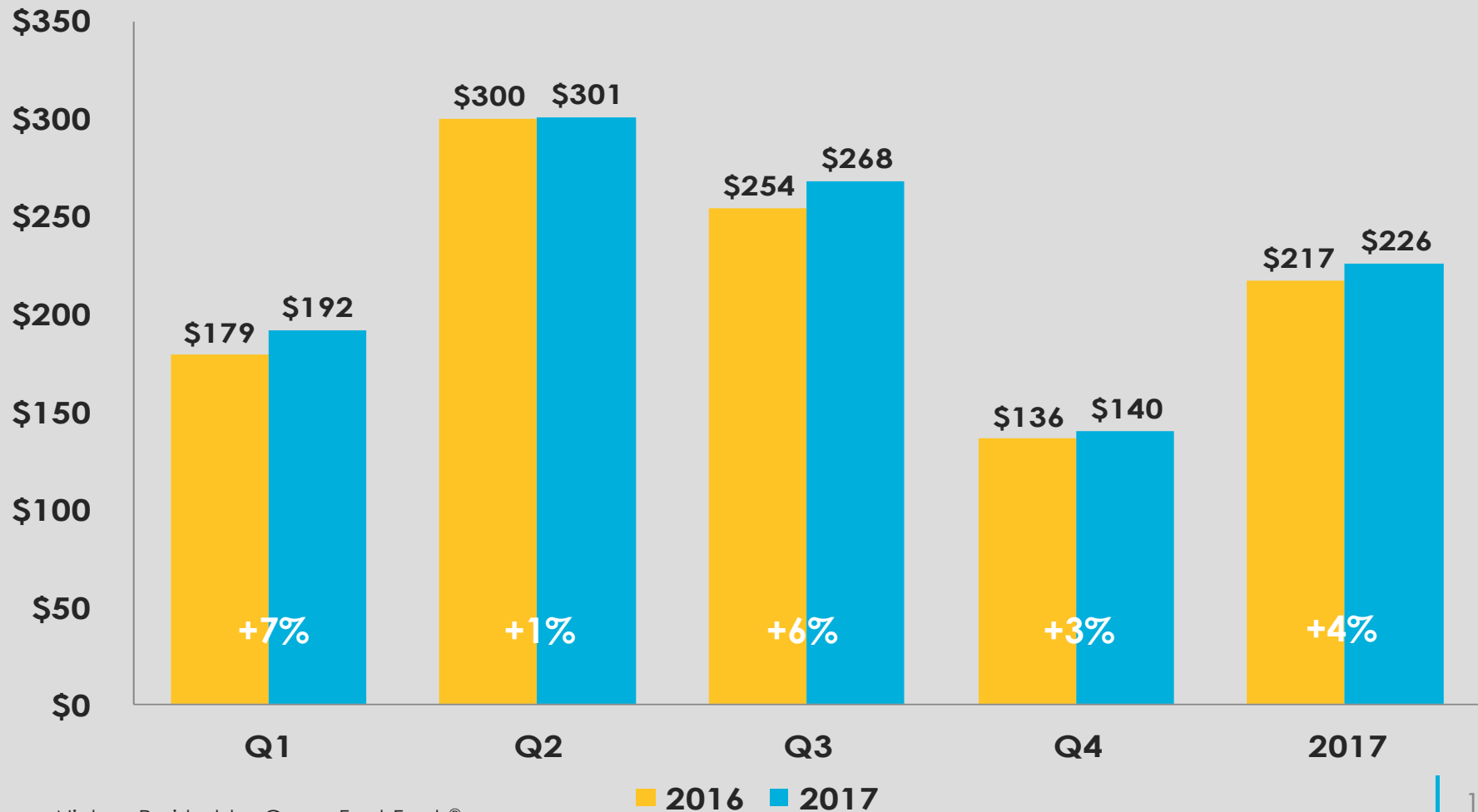
Mango Average Dollars Per Store Per Week  
Total U.S., Whole, Monthly



# MANGO AVG. DOLLARS PER STORE PER WEEK

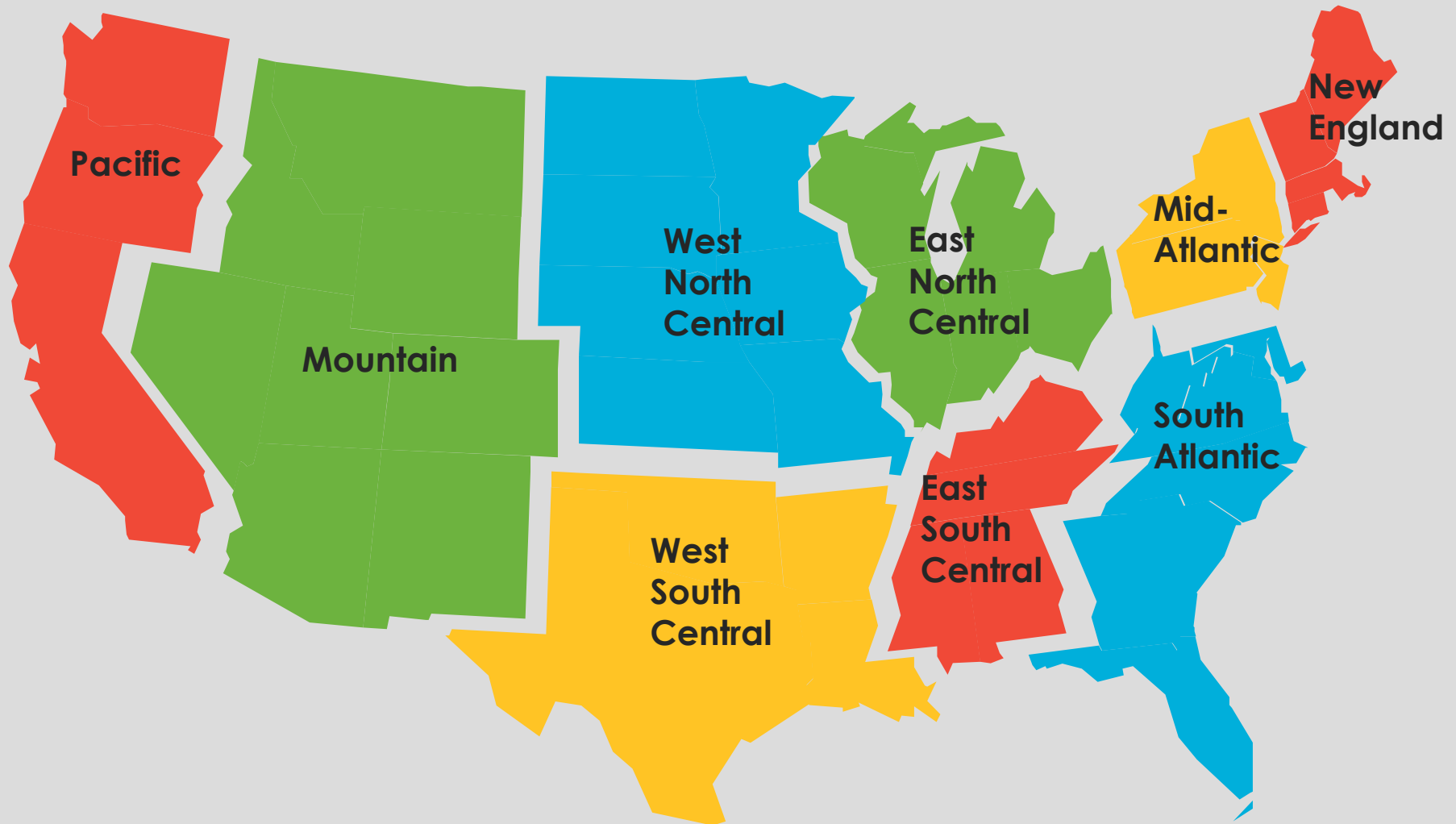


Mango Average Dollars Per Store Per Week  
Total U.S., Whole, Quarterly





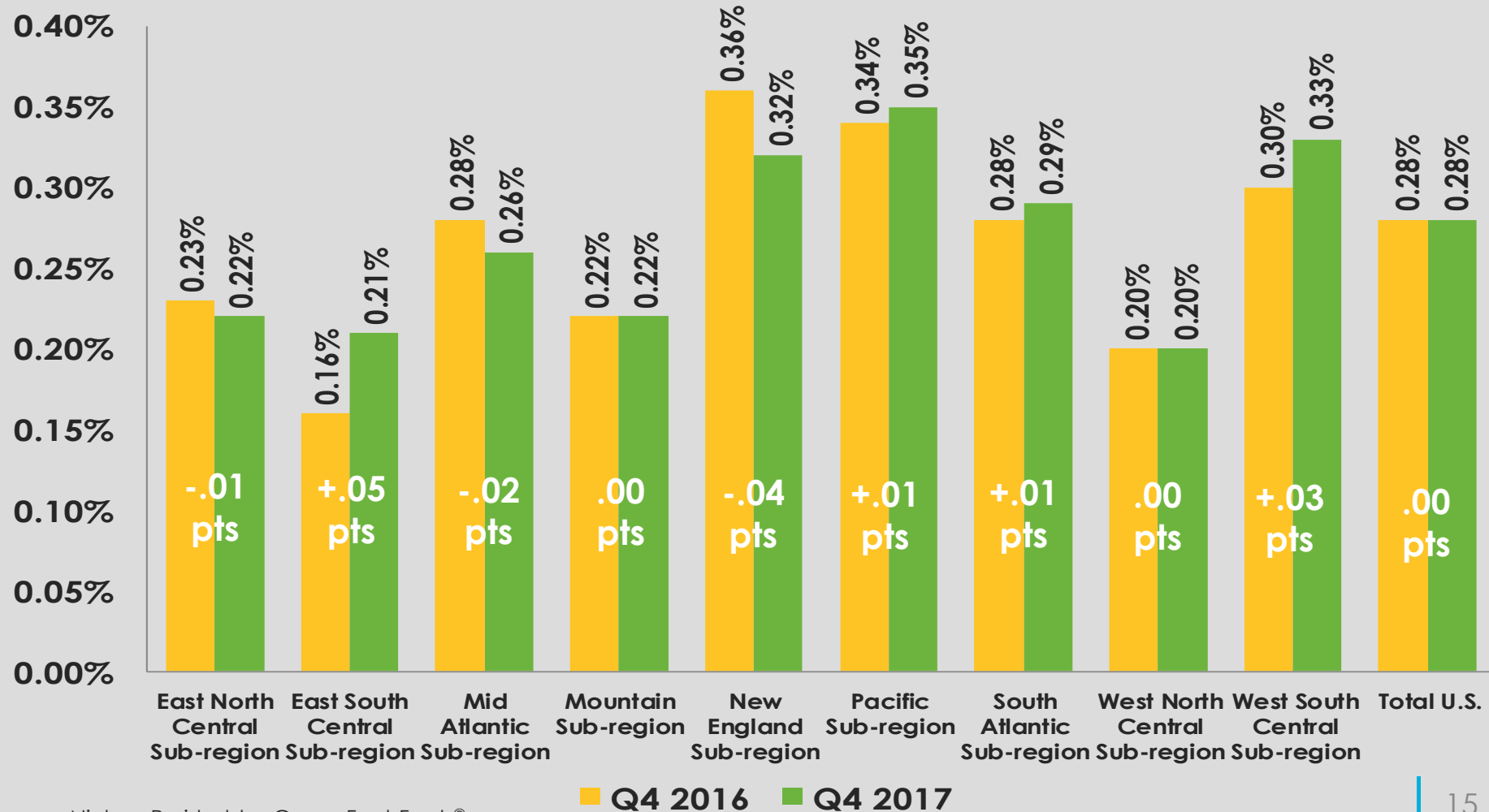
# MAP OF SUB-REGIONS



# MANGO CONTRIBUTION TO DEPT. SALES BY SUB-REGION

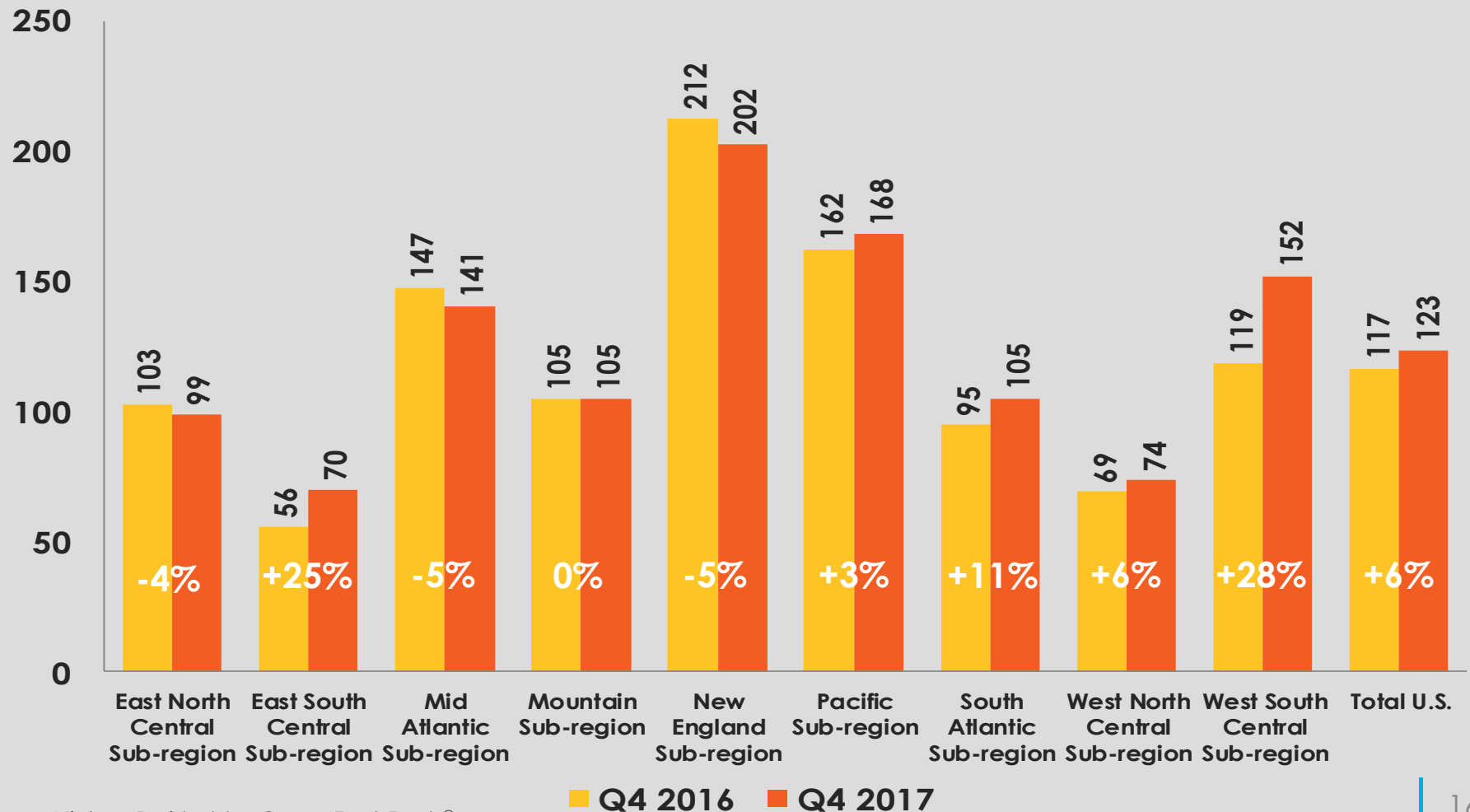


**Mango Contribution to Produce Department Sales  
By Sub-Region, Whole Mangos**



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

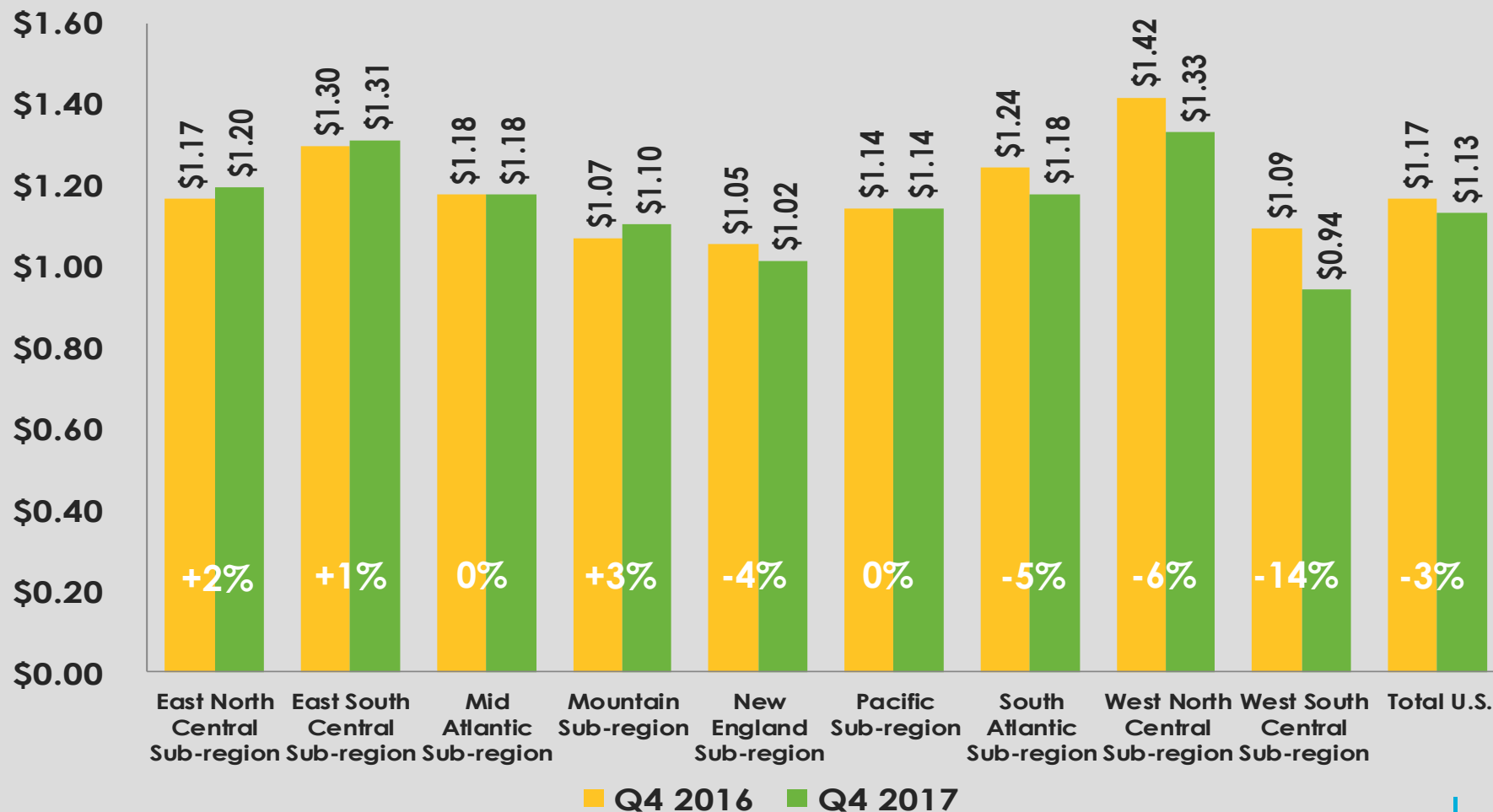
Mango Average Volume Per Store Per Week  
By Sub-Region, Whole Mangos



# MANGO AVG. RETAIL PRICE BY SUB-REGION

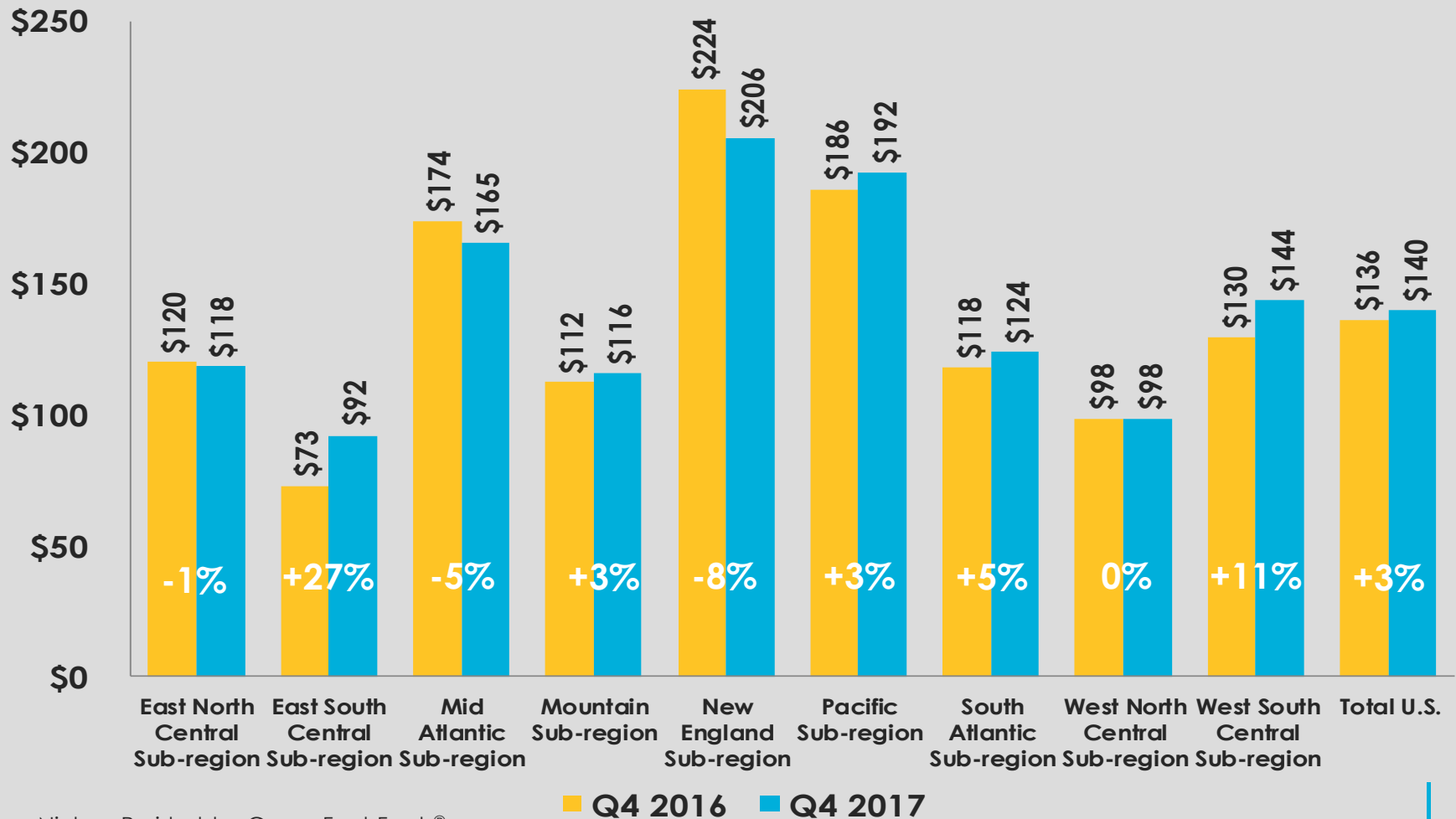


Mango Average Retail Price  
By Sub-Region, Whole Mangos



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

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







# AD TRACKING DATA

Q4 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*
- *1% increase in stores on ad in October 2017*
- *41% decline in stores on ad in November 2017*
- *10% increase in stores on ad in December 2017*
- *6% decline in stores on ad for Q4 2017*
- *14% increase in stores on ad for all of 2017*



# OCTOBER 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
10/6/17		each	1,792	1.07	2,418	1.11	35%	4%
10/6/17		per pound	14	1.05	38	2.15	171%	105%
10/6/17	Y	each	48	1.79	225	1.57	369%	-12%
10/13/17		each	2,802	1.2	4,275	1.08	53%	-10%
10/13/17		per pound			58	2.11		
10/13/17	Y	each	32	1.97	22	1.81	-31%	-8%
10/20/17		each	4,885	1.16	3,483	1.17	-29%	1%
10/20/17		per pound	24	2.19	25	3.31	4%	51%
10/20/17	Y	each	1	1.25	6	2.59	500%	107%
10/27/17		each	4,553	1.01	3,773	1.07	-17%	6%
10/27/17		per pound	27	2.99	57	2.57	111%	-14%
10/27/17	Y	each			9	2.5		
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>14,178</b>		<b>14,389</b>		<b>1%</b>	

# NOVEMBER 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
11/3/17		each	5,308	1.11	3,654	1.19	-31%	7%
11/3/17		per pound	24	1.69	25	3.37	4%	99%
11/3/17	Y	each	45	2	94	2	109%	0%
11/10/17		each	3,784	1.05	2,170	1.06	-43%	1%
11/10/17		per pound			22	3.49		
11/10/17	Y	each			674	1.28		
11/17/17		each	2,657	1.11	811	1.09	-69%	-2%
11/17/17	Y	each			227	1.05		
11/24/17		each	3,843	1.06	1,306	1.18	-66%	11%
11/24/17	Y	each			227	1.05		
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>15,661</b>		<b>9,210</b>		<b>-41%</b>	



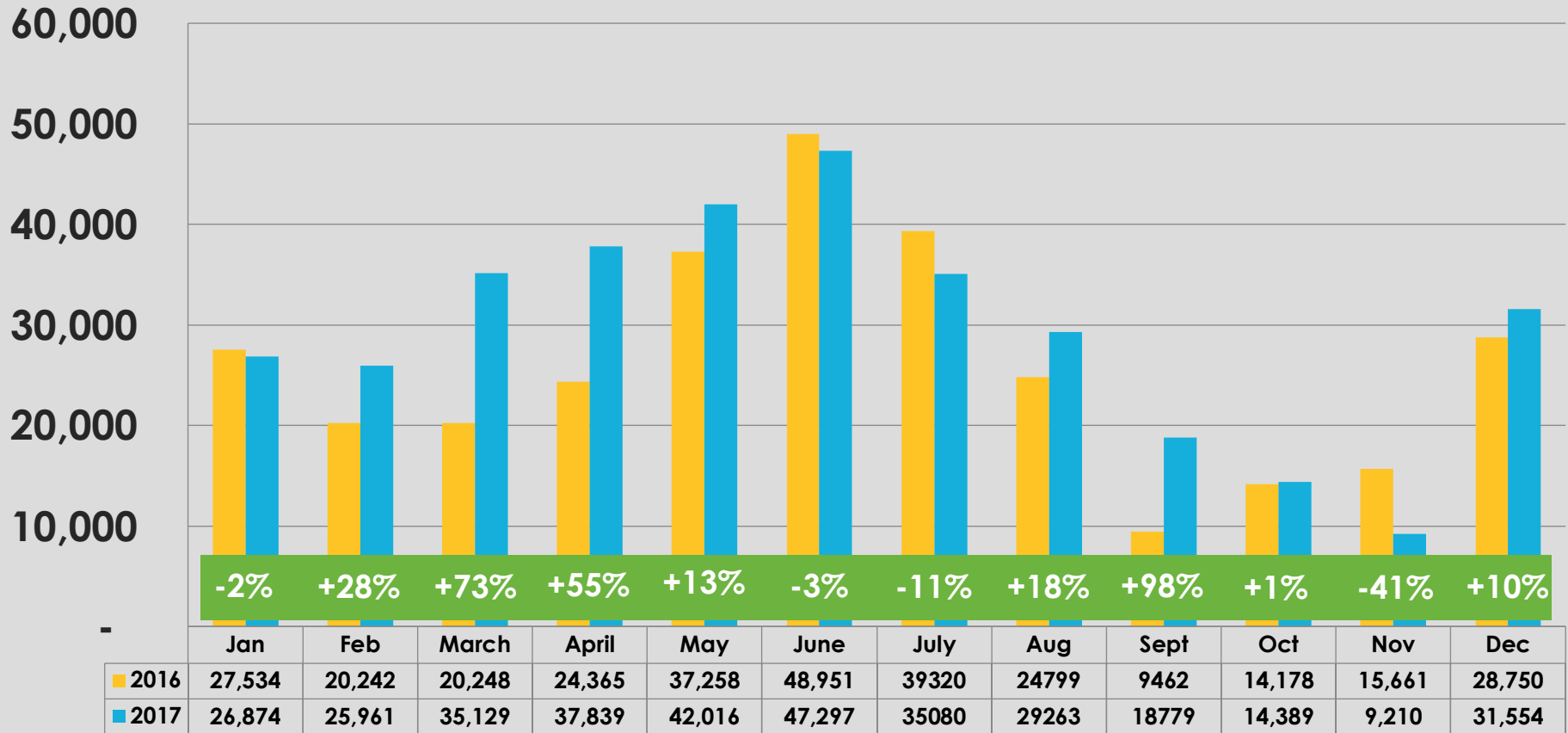
# DECEMBER 2017 WEEKLY ADS



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
12/1/17		each	6,495	0.9	6,112	0.94	-6%	4%
12/1/17		per pound	61	3.21	115	1.95	89%	-39%
12/1/17	Y	each	79	1.69	653	1.75	727%	4%
12/8/17		each	7,000	1.03	5,768	0.9	-18%	-13%
12/8/17		per pound	58	2.28	60	3.34	3%	46%
12/8/17	Y	each	467	1.4	1,312	1.31	181%	-6%
12/15/17		each	3,634	1.06	4,279	0.98	18%	-8%
12/15/17		per pound	34	2.99	66	3.08	94%	3%
12/15/17	Y	each	289	1.34	549	1.29	90%	-4%
12/15/17	Y	per pound			5	0.98		
12/22/17		each	3,263	1.03	4,921	1.08	51%	5%
12/22/17		per pound	34	2.99	5	0.79	-85%	-74%
12/22/17	Y	each	341	1.56	200	1.64	-41%	5%
12/29/17		each	6,740	1.04	6,277	0.87	-7%	-16%
12/29/17		per pound	30	2.94	60	3.16	100%	7%
12/29/17	Y	each	225	1.04	1,172	1.36	421%	31%
<b>Totals</b>	<b>All</b>	<b>All</b>	<b>28,750</b>		<b>31,554</b>		<b>10%</b>	

# 2017 MONTHLY NUMBER OF STORES ON AD

2017 Monthly Number of Stores on Ad



353,991 stores on ad from January to December 2017 compared to 310,768 on ad during this period in 2016, which is a 14% increase

