



Retail Scanner Data (Nielsen)

1ST HALF 2018



Executive Summary – 1st Half Results

Volume

12% increase over LY with 287 mangos per store per week

- Slight decline from May to June, still a double digit (12%) growth over LY
- New England showed a slight decline in Q1 and is flat YTD.
- In Q1 mentioned West South Central is coming back – the now lead the US only slightly ahead of Pacific

Average Retail Price

5% decrease compared to LY at \$.91 for total US

- Pricing for all regions was down over LY except for New England which was flat and Mountain up 1%
- High and lows were \$1.10 in Mid-Atlantic and \$.70 in West South Central

Sales

6% increase compared to LY at \$261 dollars/store/week

- Every region saw growth except for New England which was flat – but showed the highest sales at \$344
- Lowest was East South Central at \$187, but this region saw the highest increase at 18%

Fruit Rankings (rolling 52 weeks, ending June 30, 2018)

- Mangos moved up one position to #14 in Volume/store/week
- Mangos remain #20 in Sales/store/week
- Fresh Cut Mango is #6 against other fresh cut fruit

KEY METRICS

*1st Half Results
(ending June 30, 2018)*



Volume/Store/Week

Mango 287 ↑ 12% over LY 14th position
Bananas #1 Watermelon #2 Apples #3 Avocados #4

Average Retail Price Point

\$.91 each ↓ 5% over LY
Peak \$1.11 February Low \$.82 May

Sales/Store/Week

Mango \$261 ↑ 6% over LY 20th position
Apples #1 Grapes #2 Bananas #3 Strawberries #4 Avocados #5

Contribution to Produce Dept.

.5% Flat over LY

Volume/store/week

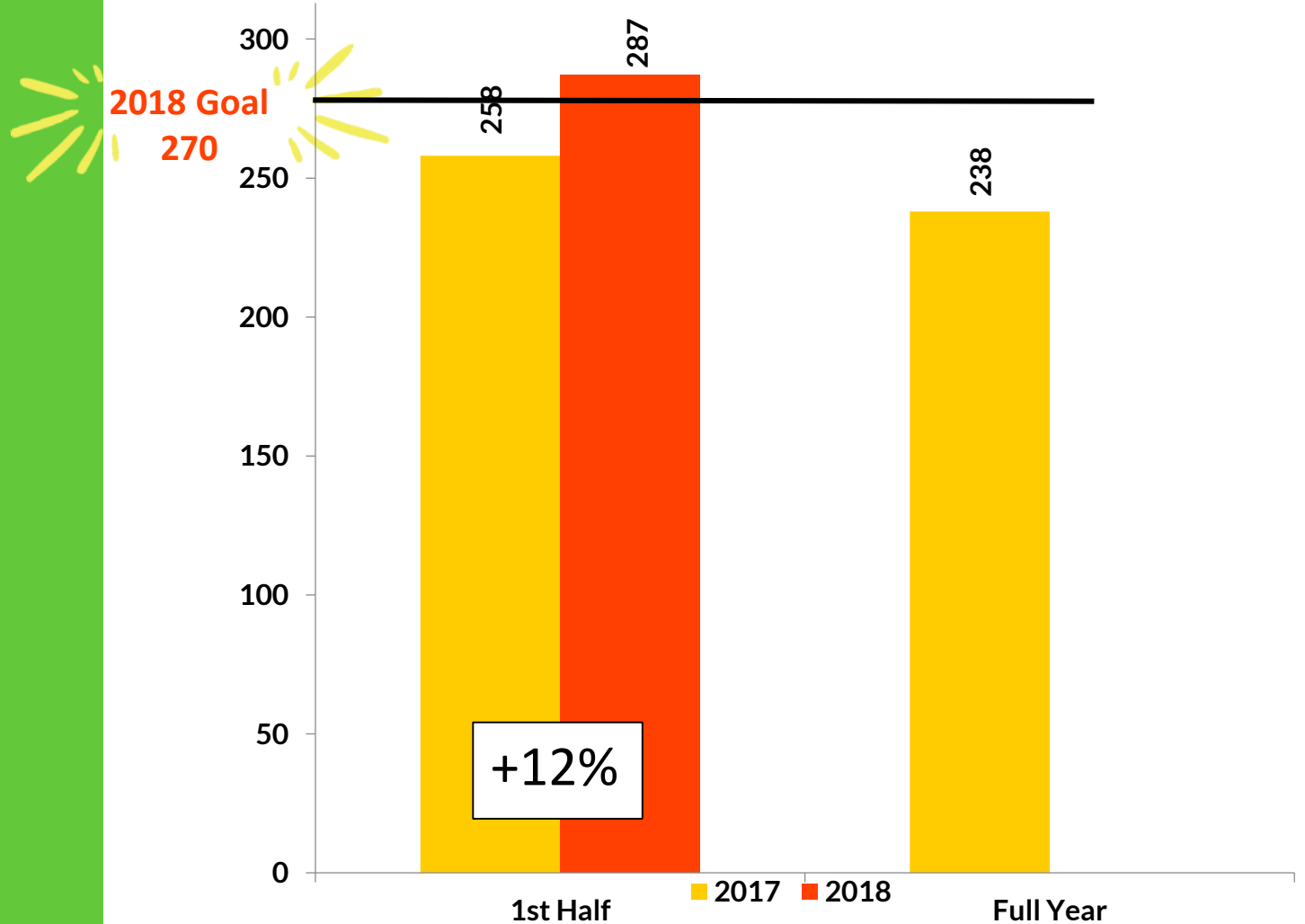
1st Half Results

+12% over LY

Strategic Goal for 2020 – 313



Mango Average Volume Per Store Per Week



Mango Volume/Store/Week Total US by Region 1st Half



Source: Nielsen FreshFacts® 2018 vs YAGO



Average Retail Price

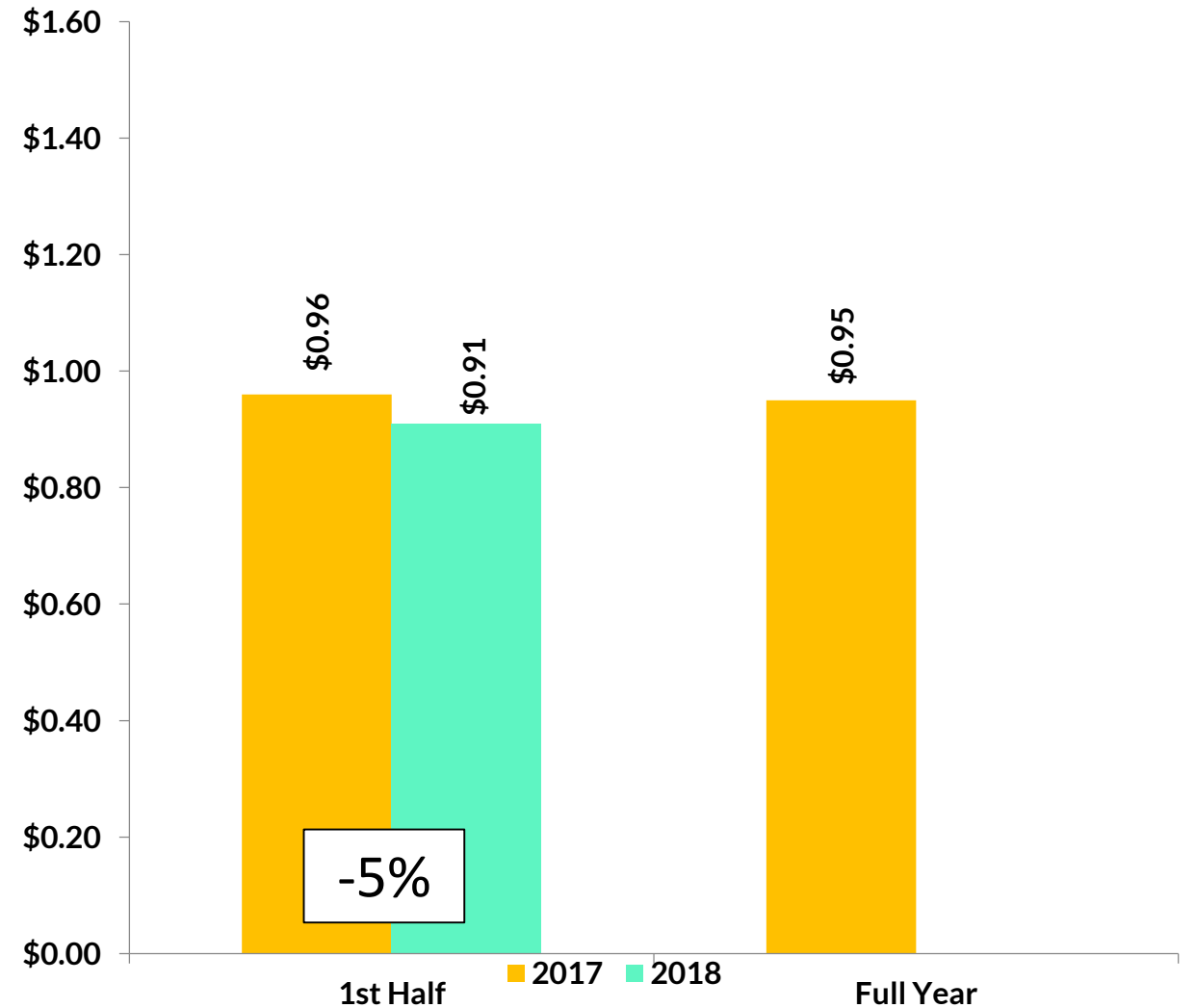
1st Half Results

Average retail price \$.91

Down 5% from LY



Mango Average Retail Price



Mango Average Retail Price Total US by Region



Sales/store/week

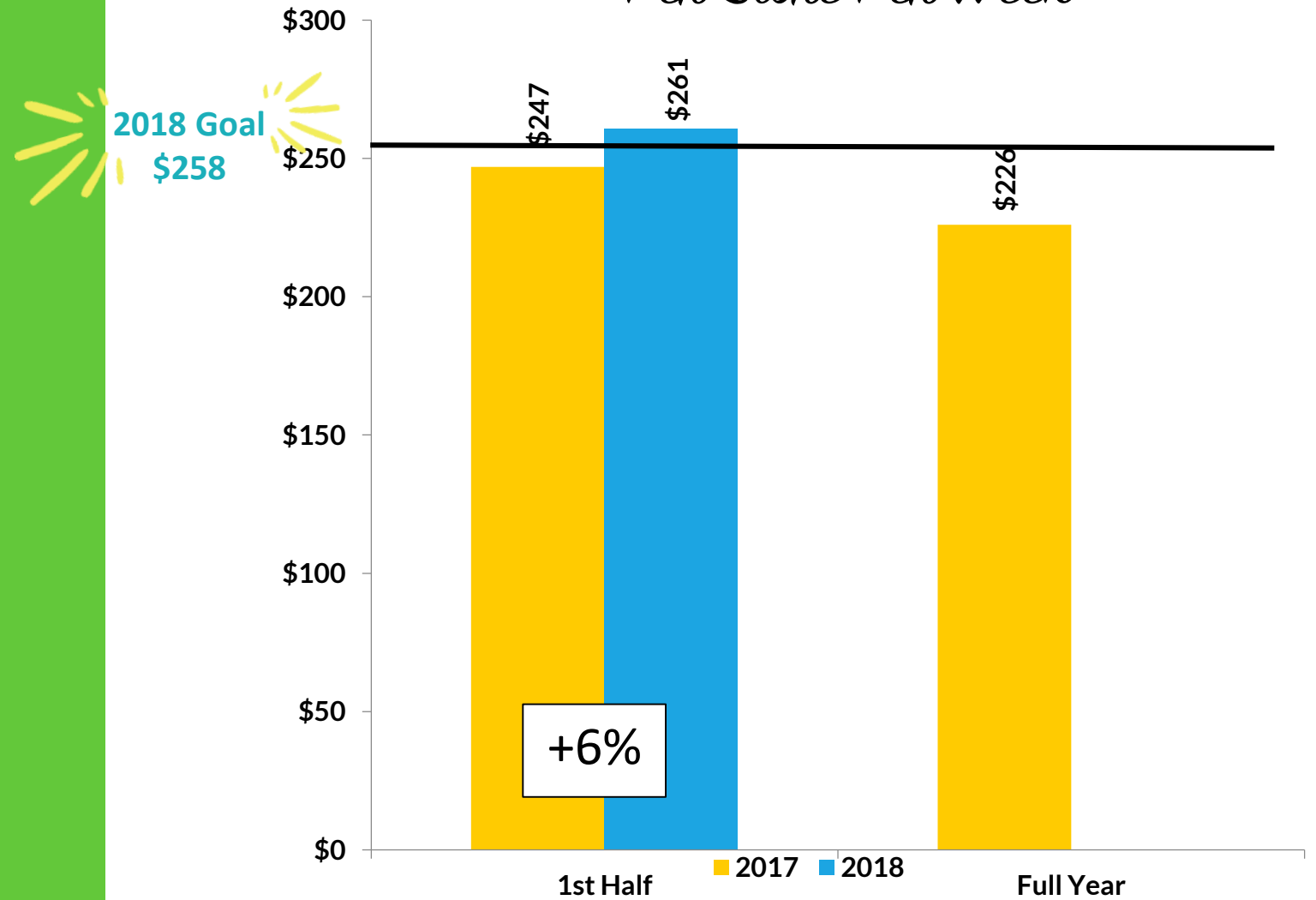
1st Half Results

+6% over LY

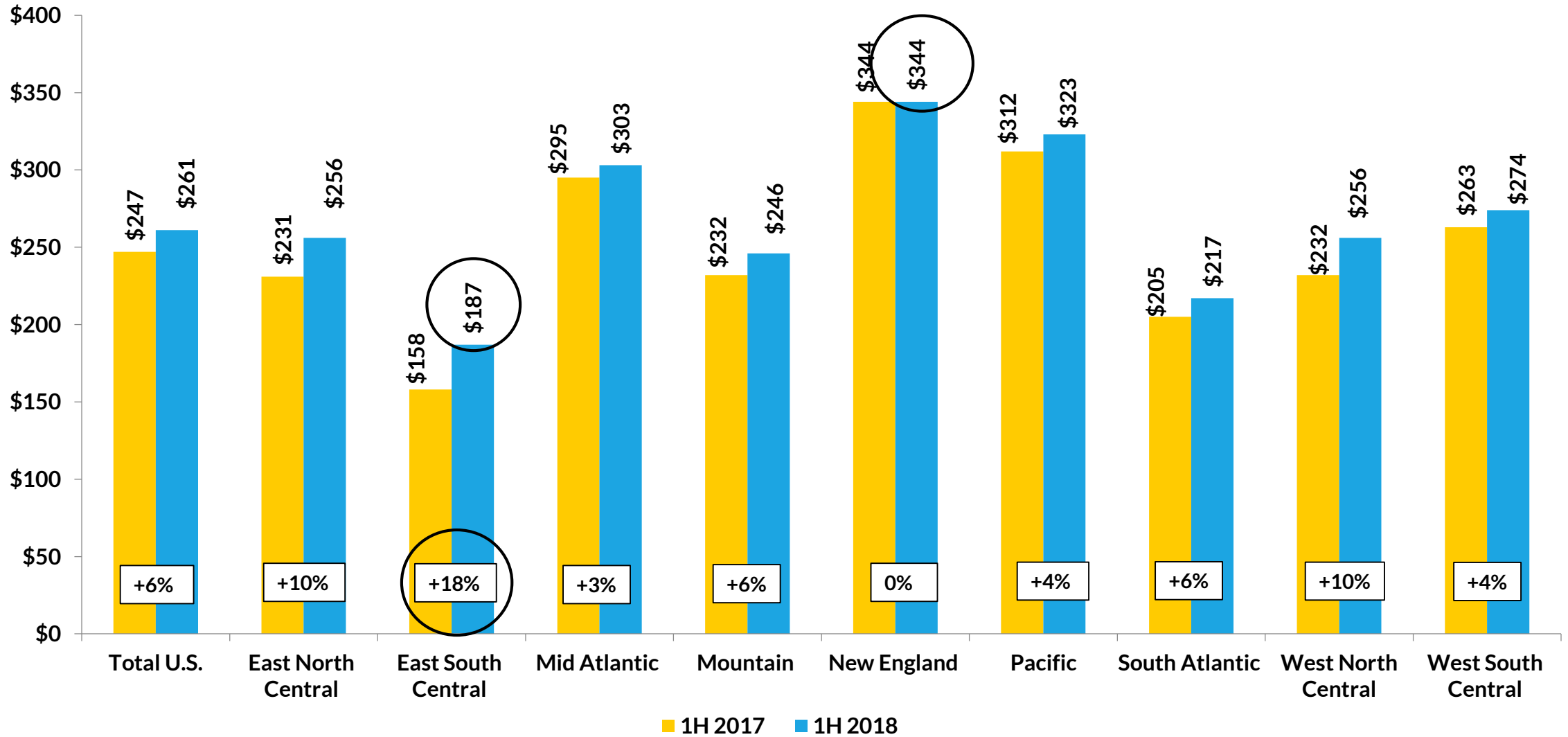
Strategic Goal for 2020 - \$300



Mango Average Sales Per Store Per Week



Mango Dollars/Store/Week Total US by Region





Ad Tracking Data

1ST HALF 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

9% increase of stores on ad for 1st Half 2018

- 44% increase of stores on ad in April 2018
- 9% decrease of stores on ad in May 2018
Northeast and Southwest – each had 3% decline
- 6% decrease of stores on ad in June 2018
Northeast (-11%) and Southwest (-18%)

Overall, Northeast and Southwest were the only areas that showed a decline in # of stores on ad

5% increase of stores on ad for 1st Half 2018 Organics

Guidance from USDA(AMS) 7% decrease in # of stores on ad for May/June for the fruit category and 4% decrease in # of stores on ad for all commodities

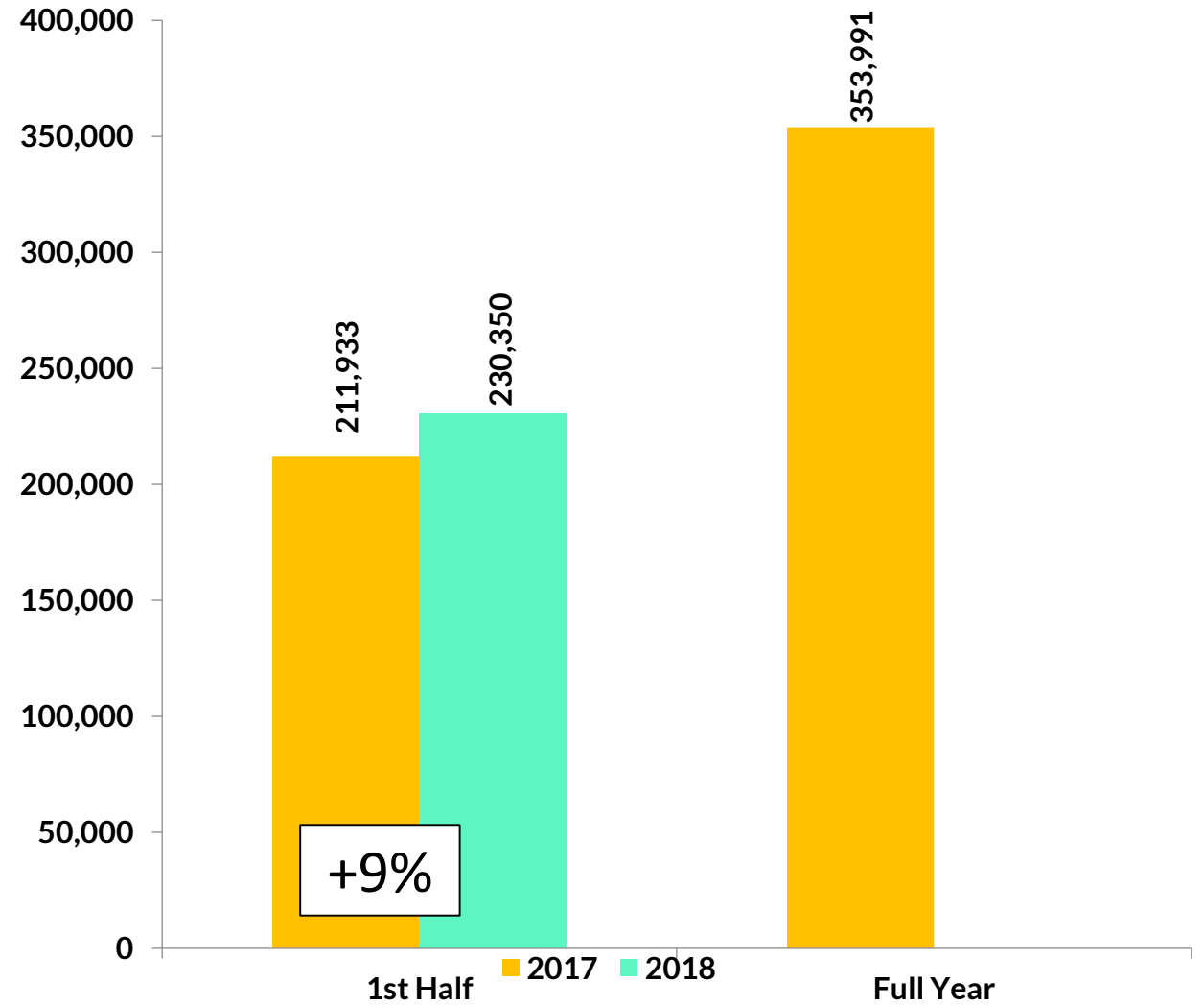
Number of Stores on Ad

1st Half Results

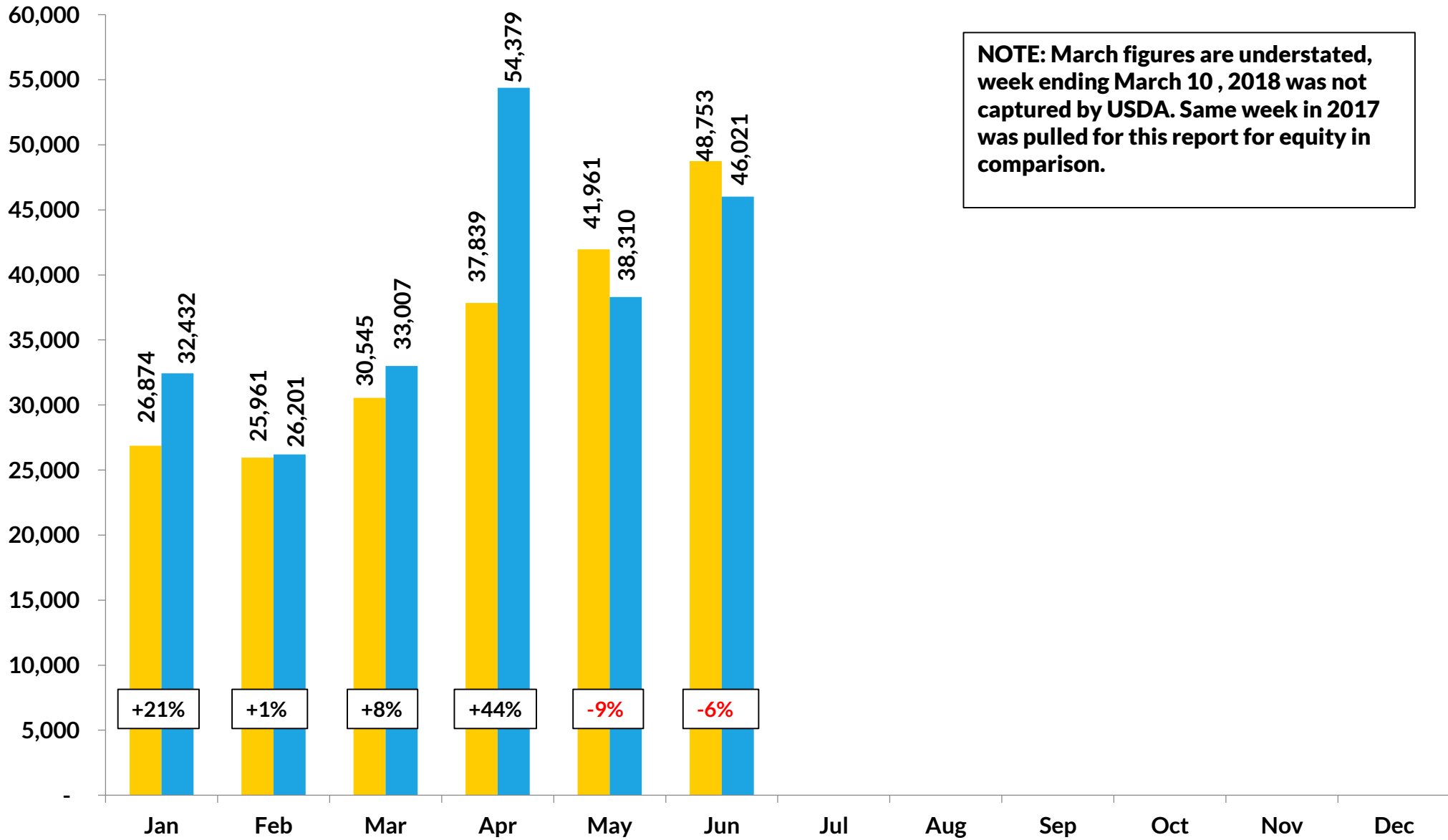
9% increase in number of stores on ad



Number of Stores on Ad



2018 Number of Stores on Ad





Fruit Rankings

52 WEEKS (JULY 2017-JUNE 2018)



FRUIT RANKINGS

52 Week Results (July 2017 - June 2018)

Mangos are at the 14th position.



Fruit Rankings by Volume

Product	Volume/ Store/Week	Volume/ Store/Week % Change vs YAGO	Volume Contribution to Department
Fruits	18,036	0.8%	52.1%
Bananas	4,739	1.9%	13.7%
Watermelon	1,852	-5.4%	5.3%
Apples	1,803	-5.9%	5.2%
Avocados	1,463	15.0%	4.2%
Grapes	1,228	-3.6%	3.5%
Limes	846	7.0%	2.4%
Strawberries	739	-1.2%	2.1%
Oranges	726	5.9%	2.1%
Lemons	661	12.2%	1.9%
Blueberries	393	6.5%	1.1%
Cantaloupe	336	-11.7%	1.0%
Mandarins	309	8.7%	0.9%
Kiwi	260	0.1%	0.8%
Mango	252	10.1%	0.7%
Peaches	243	-1.2%	0.7%
Cherries	232	14.7%	0.7%
Pears	223	-2.7%	0.6%
Raspberries	194	-7.0%	0.6%
Blackberries	162	5.5%	0.5%
Nectarines	117	-12.0%	0.3%
Pineapples	112	6.1%	0.3%
Grapefruit	90	-9.3%	0.3%
Plums	87	2.6%	0.3%
Honeydew	62	1.9%	0.2%
Tangerines	42	-13.0%	0.1%

FRUIT RANKINGS

52 Week Results (July 2017 - June 2018)

Mangos remain at 20th position.



Fruit Rankings by Sales

Product	Dollars per Store/Week	Dollars per Store/Week % Change vs YAGO	Dollar Contribution to Department
Fruits	\$24,797	1.5%	46.5%
Apples	\$2,971	-5.4%	5.6%
Grapes	\$2,717	-1.6%	5.1%
Bananas	\$2,580	-1.0%	4.8%
Strawberries	\$2,217	0.3%	4.2%
Avocados	\$1,740	10.9%	3.3%
Mandarins	\$1,481	9.4%	2.8%
Blueberries	\$1,343	8.6%	2.5%
Oranges	\$848	4.2%	1.6%
Watermelon	\$758	-1.9%	1.4%
Cherries	\$695	3.8%	1.3%
Raspberries	\$686	-0.7%	1.3%
Lemons	\$582	6.0%	1.1%
Blackberries	\$456	6.3%	0.9%
Peaches	\$456	7.5%	0.9%
Limes	\$383	18.0%	0.7%
Pears	\$351	-0.6%	0.7%
Cantaloupe	\$289	-13.2%	0.5%
Pineapples	\$272	-1.9%	0.5%
Nectarines	\$236	-4.9%	0.4%
Mango	\$232	5.2%	0.4%
Plums	\$185	8.7%	0.3%
Grapefruit	\$166	6.2%	0.3%
Kiwi	\$128	5.5%	0.2%
Honeydew	\$76	-1.2%	0.1%

FRUIT RANKINGS

Fresh Cut

52 Week Results (July 2017 - June 2018)

Mangos are in 6th position



Fresh Cut Ranking by Sales

	Dollars per Store/Week	% Change	Dollar Contribution to Produce Dept
Mixed Fruit	\$807	1.5%	0.4%
Pineapple	\$353	2.7%	0.3%
Watermelon	\$333	-0.6%	0.3%
Apples	\$254	-8.5%	0.1%
Cantaloupe	\$107	2.6%	0.1%
Mango	\$70	4.8%	0.0%
Strawberry	\$55	11.4%	0.0%
Other Melons/Mixed			
Melons	\$45	-16.7%	0.0%
Other Value Added Fruit	\$37	-0.5%	0.0%
Grapes	\$26	0.8%	0.0%
Honeydew	\$19	7.5%	0.0%
Orange	\$2	59%	0.0%
Papaya	\$1	-5.8%	0.0%
Grapefruit	\$0	-93.3%	0.0%
Peach	\$0	-75.0%	0.0%
Pear	\$0	-100.0%	0.0%
Grand Total	\$2,108	0.0%	1.2%



Appendix

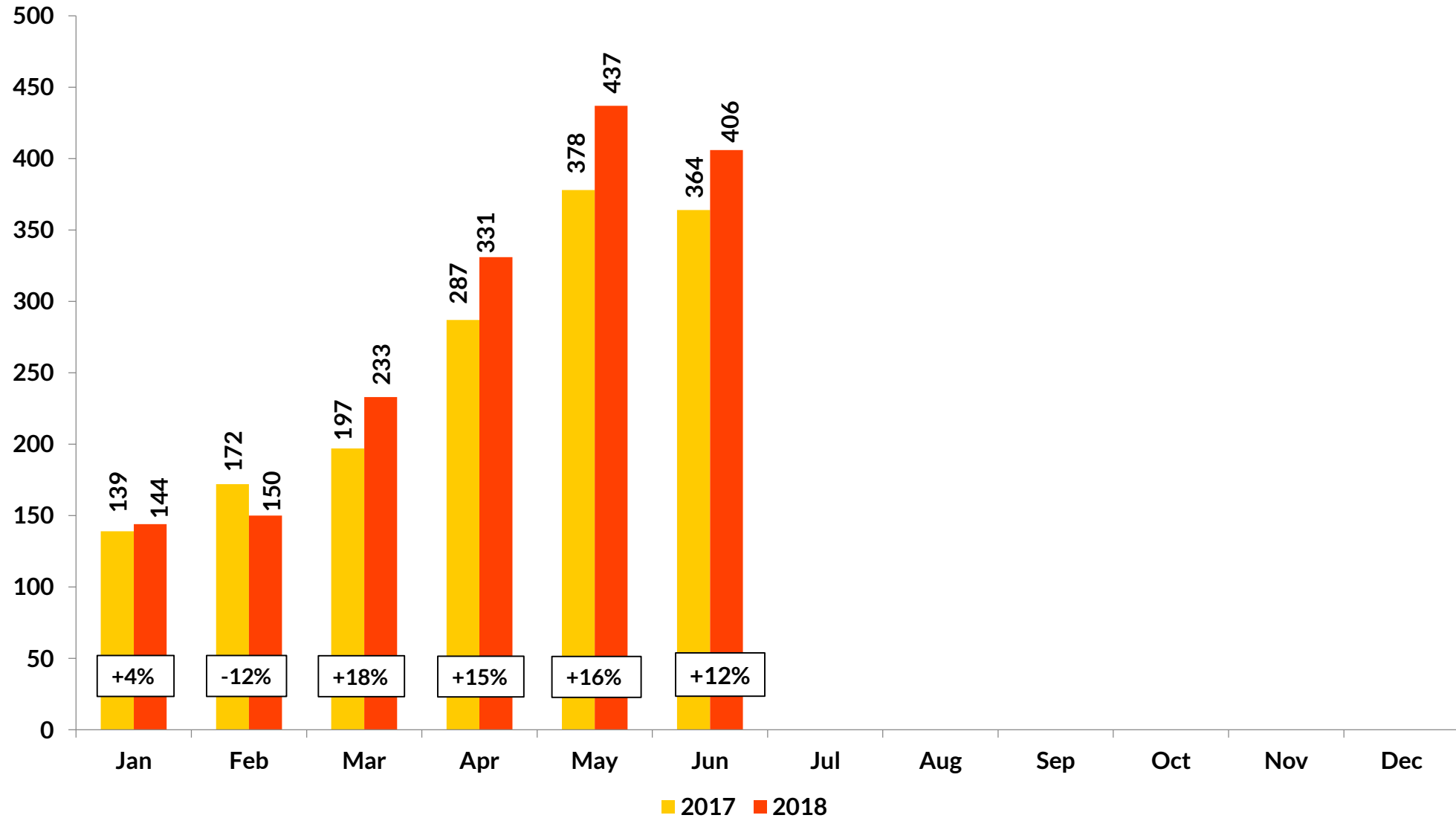
About the Nielsen Perishables Group, FreshFacts®, Data Set

- 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.

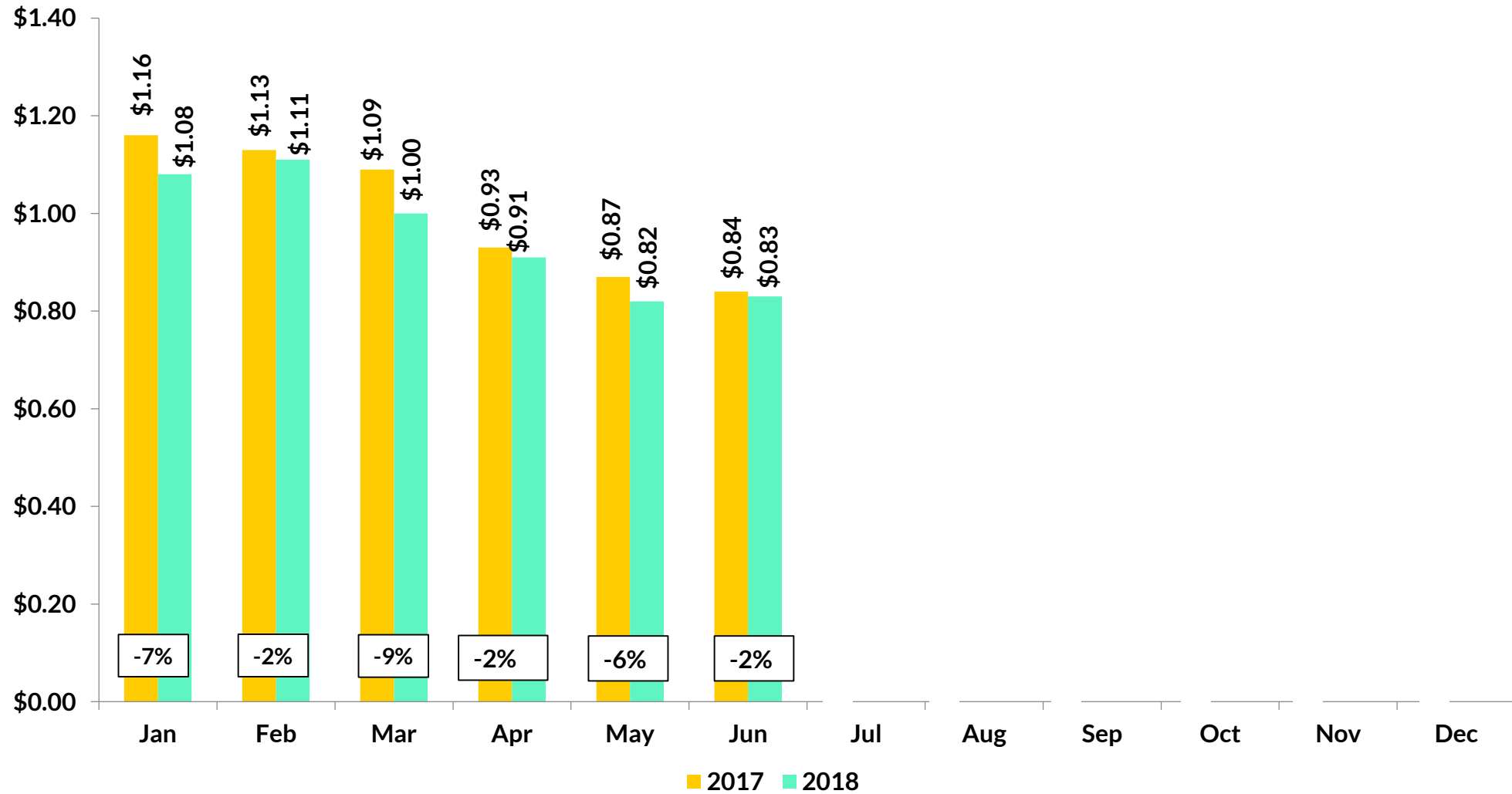
About the USDA-AMS Market News Data Set

- 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..

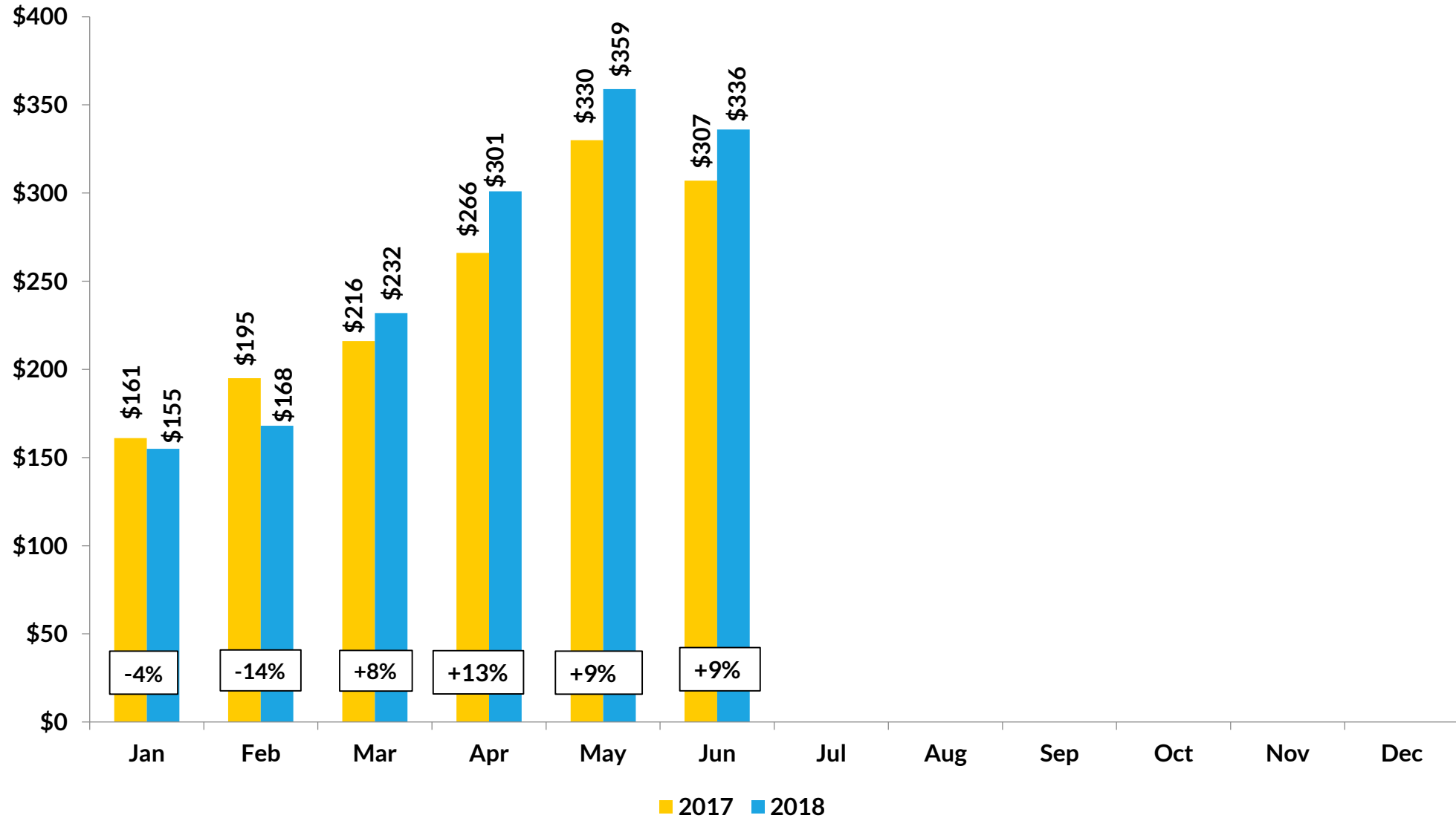
Mango Volume/Store/Week



Mango Average Retail Price

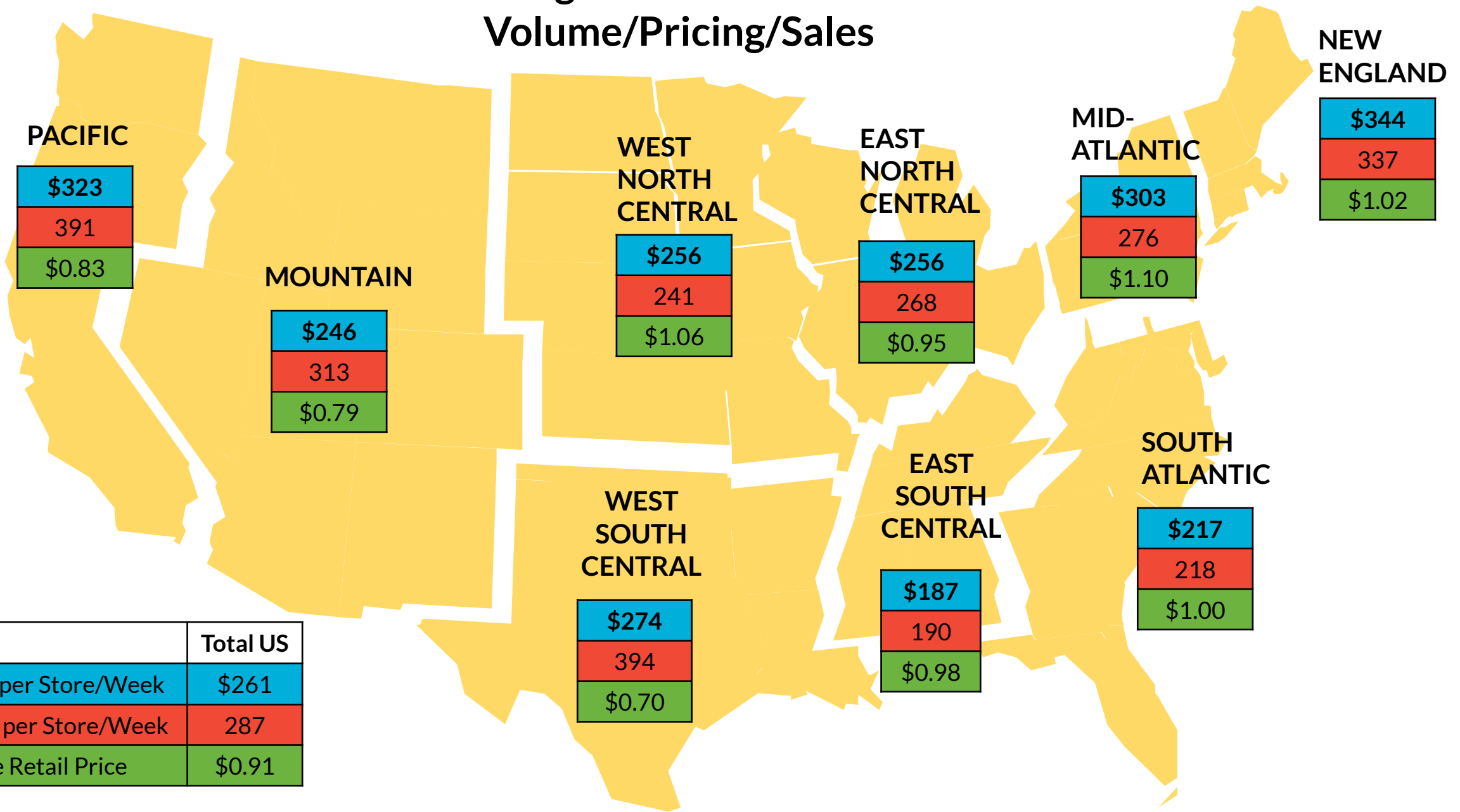


Mango Dollars/Store/Week



Regional Overview

Volume/Pricing/Sales



Legend	Total US
Dollars per Store/Week	\$261
Volume per Store/Week	287
Average Retail Price	\$0.91



2017 TOP 25 FRUIT VOLUME

Rank	Product	Volume per Store/Week	Volume per Store/Week % Change vs YAGO	Volume Contribution to Department	Volume Contribution to Department Change vs YAGO
	Fruits	17,962	-0.5%	52.1%	-0.4%
1	Bananas	4,753	2.1%	13.8%	0.3%
2	Watermelon	1,888	-10.2%	5.5%	-0.6%
3	Apples	1,855	-2.6%	5.4%	-0.2%
4	Avocados	1,294	-2.8%	3.8%	-0.1%
5	Grapes	1,269	3.2%	3.7%	0.1%
6	Limes	835	11.4%	2.4%	0.2%
7	Strawberries	754	3.3%	2.2%	0.1%
8	Oranges	686	-4.0%	2.0%	-0.1%
9	Lemons	617	7.1%	1.8%	0.1%
10	Blueberries	381	4.1%	1.1%	0.0%
11	Cantaloupe	364	-1.9%	1.1%	-0.0%
12	Mandarins	297	11.7%	0.9%	0.1%
13	Cherries	263	23.0%	0.8%	0.1%
14	Kiwi	244	-10.1%	0.7%	-0.1%
15	Mango	238	4.9%	0.7%	0.0%
16	Peaches	235	-12.0%	0.7%	-0.1%
17	Pears	221	-9.2%	0.6%	-0.1%
18	Raspberries	201	-7.4%	0.6%	-0.0%
19	Blackberries	156	6.4%	0.5%	0.0%
20	Nectarines	123	-13.4%	0.4%	-0.1%
21	Pineapples	107	-2.6%	0.3%	-0.0%
22	Grapefruit	101	-1.8%	0.3%	-0.0%
23	Plums	88	-4.9%	0.3%	-0.0%
24	Honeydew	62	1.9%	0.2%	0.0%
25	Tangerines	46	-4.2%	0.1%	-0.0%



2017 TOP 25 FRUIT SALES

Rank	Rank YAGO	Product	Dollars per Store/Week	Dollars per Store/Week % Change vs YAGO	Dollar Contribution to Department	Dollar Contribution to Department Change vs YAGO
		Fruits	\$24,658	0.9%	46.7%	-0.2%
1	1	Apples	\$3,040	-4.8%	5.8%	-0.4%
2	2	Grapes	\$2,768	0.4%	5.2%	-0.0%
3	3	Bananas	\$2,621	0.6%	5.0%	-0.0%
4	4	Strawberries	\$2,212	-0.0%	4.2%	-0.1%
5	5	Avocados	\$1,654	12.9%	3.1%	0.3%
6	6	Mandarins	\$1,421	10.9%	2.7%	0.2%
7	7	Blueberries	\$1,277	5.2%	2.4%	0.1%
8	8	Oranges	\$798	-5.8%	1.5%	-0.1%
9	11	Cherries	\$780	11.3%	1.5%	0.1%
10	9	Watermelon	\$760	-4.4%	1.4%	-0.1%
11	10	Raspberries	\$678	-1.7%	1.3%	-0.0%
12	12	Lemons	\$564	4.0%	1.1%	0.0%
13	13	Peaches	\$448	-0.9%	0.8%	-0.0%
14	15	Blackberries	\$444	8.5%	0.8%	0.1%
15	14	Pears	\$343	-9.3%	0.6%	-0.1%
16	17	Limes	\$342	4.1%	0.6%	0.0%
17	16	Cantaloupe	\$305	-11.7%	0.6%	-0.1%
18	18	Pineapples	\$275	-3.7%	0.5%	-0.0%
19	19	Nectarines	\$248	-6.5%	0.5%	-0.0%
20	20	Mango	\$226	3.8%	0.4%	0.0%
21	21	Plums	\$186	0.3%	0.4%	-0.0%
22	22	Grapefruit	\$166	2.5%	0.3%	0.0%
23	23	Kiwi	\$125	0.2%	0.2%	-0.0%
24	24	Honeydew	\$76	-2.2%	0.1%	-0.0%
25	25	Papaya	\$64	-7.6%	0.1%	-0.0%

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%			



April 2018 Weekly Stores On Ad

Date	Organic	Unit	2018 Stores on ad	2017 Stores on ad	Store Count % Change	2018 Weighted Avg Price	2017 Weighted Avg Price	Avg Price % Change
4/6/2018	N	each	15,777	9,319	69%	0.9	0.99	-10%
4/6/2018	N	per pound	24	18	33%	3.41	0.66	81%
4/6/2018	Y	each	700	704	-1%	1.26	1.47	-17%
4/13/2018	N	each	13,989	7,118	97%	0.96	0.98	-2%
4/13/2018	N	per pound	124	35	254%	1.75	3.29	-88%
4/13/2018	Y	each	2,150	105	1948%	1.43	1.86	-30%
4/20/2018	N	each	11,409	11,490	-1%	0.85	0.91	-7%
4/20/2018	N	per pound	38	26	46%	2.97	3.03	-2%
4/20/2018	Y	each	832	604	38%	1.35	1.36	-1%
4/27/2018	N	each	7,605	7,225	5%	0.92	0.89	3%
4/27/2018	N	per pound	67	79	-15%	3.16	2.05	35%
4/27/2018	Y	each	1,664	1,116	49%	1.31	1.56	-19%
			54,379	37,839	44%			

May 2018 Weekly Stores On Ad

Date	Organic	Unit	2018 Stores on ad	2017 Stores on ad	Store Count % Change	2018 Weighted Avg Price	2017 Weighted Avg Price	Avg Price % Change
5/4/2018	N	each	12,212	14,292	-15%	0.8	0.84	-5%
5/4/2018	N	per pound	3	23	-87%	2.98	2.59	13%
5/4/2018	Y	each	933	1,087	-14%	1.52	1.28	16%
5/11/2018	N	each	6,230	6,385	-2%	0.91	0.96	-5%
5/11/2018	N	per pound	21	65	-68%	2.99	2.89	3%
5/11/2018	Y	each	1,606	1,451	11%	1.41	1.33	6%
5/11/2018	Y	per pound	35		#DIV/0!	3.69		100%
5/18/2018	N	each	8,877	11,031	-20%	0.92	0.95	-3%
5/18/2018	N	per pound	38	57	-33%	2.97	1.71	42%
5/18/2018	Y	each	1,422	1,711	-17%	1.57	1.48	6%
5/25/2018	N	each	6,325	4,828	31%	0.91	0.99	-9%
5/25/2018	Y	each	608	1,031	-41%	1.39	1.57	-13%
			38,310	41,961	-9%			

June 2018 Weekly Stores On Ad

Date	Organic	Unit	2018 Stores on ad	2017 Stores on ad	Store Count % Change	2018 Weighted Avg Price	2017 Weighted Avg Price	Avg Price % Change
6/1/2018	N	each	10,136	9,321	9%	0.9	0.95	-6%
6/1/2018	N	per pound	59	75	-21%	3.16	3.61	-14%
6/1/2018	Y	each	761	2,413	-68%	1.47	1.29	12%
6/8/2018	N	each	8,483	7,972	6%	0.92	0.91	1%
6/8/2018	N	per pound	56	66	-15%	5.05	3.36	33%
6/8/2018	Y	each	682	1,856	-63%	1.29	1.27	2%
6/15/2018	N	each	7,728	7,605	2%	0.87	0.92	-6%
6/15/2018	N	per pound	75	103	-27%	3.51	2.77	21%
6/15/2018	Y	each	2,316	1,604	44%	1.05	1.27	-21%
6/22/2018	N	each	9,184	7,187	28%	0.87	0.93	-7%
6/22/2018	N	per pound	56	57	-2%	3.62	3.42	6%
6/22/2018	Y	each	943	1,396	-32%	1.24	1.3	-5%
6/29/2018	N	each	5,002	7,499	-33%	0.91	0.94	-3%
6/29/2018	N	per pound	40	57	-30%	4.44	4.22	5%
6/29/2018	Y	each	500	1,542	-68%	1.43	1.14	20%
			46,021	48,753	-6%			



Q1 Organic Weekly Stores On Ad

Date	Organic Y or N	Unit	2018 Stores on Ad	2017 Stores on Ad	Store Count % Change	2018 Weighted Avg Price	2017 Weighted Avg Price	Ad Price % Change
1/5/2018	Y	each	979	653	50%	1.48	1.56	-5%
1/12/2018	Y	each	1,694	670	153%	1.74	1.85	-6%
1/19/2018	Y	each	387	692	-44%	1.52	1.4	9%
1/19/2018	Y	per pound	12			1.49		NA
1/26/2018	Y	each	892	269	232%	1.56	1.6	-3%
2/2/2018	Y	each	556	884	-37%	1.95	1.47	33%
2/9/2018	Y	each	1,663	934	78%	1.61	1.47	10%
2/16/2018	Y	each	358	906	-60%	1.62	1.75	-7%
2/23/2018	Y	each	1,626	647	151%	1.61	1.53	5%
3/2/2018	Y	each	1,192	533	124%	1.37	1.45	-6%
3/16/2018	Y	each	582	728	-20%	2	1.61	24%
3/16/2018	Y	per pound	21			3.99		NA
3/23/2018	Y	each	774	510	52%	1.81	1.44	26%
3/30/2018	Y	each	518	1,088	-52%	1.29	1.22	6%
			11,254	8,514	32%			

1st Half Organic Weekly Stores On Ad

Date	Organic Y or N	Unit	2018 Stores on Ad	2017 Stores on Ad	Store Count % Change	2018 Weighted Avg Price	2017 Weighted Avg Price	Ad Price % Change
Q1			11,254	8,514	32%			
4/7/2018	Y	each	700	704	-1%	1.26	1.47	-14%
4/14/2018	Y	each	2,150	105	1948%	1.43	1.86	-23%
4/21/2018	Y	each	832	604	38%	1.35	1.36	-1%
4/28/2018	Y	each	1,664	1,116	49%	1.31	1.56	-16%
5/5/2018	Y	each	933	1,087	-14%	1.52	1.28	19%
5/12/2018	Y	each	1,606	1,451	11%	1.41	1.33	6%
5/12/2018	Y	per pound	35			3.69		
5/19/2018	Y	each	1,422	1,711	-17%	1.57	1.48	6%
5/26/2018	Y	each	608	1,031	-41%	1.39	1.57	-11%
6/2/2018	Y	each	761	2,413	-68%	1.47	1.29	14%
6/9/2018	Y	each	682	1,856	-63%	1.29	1.27	2%
6/16/2018	Y	each	2,316	1,604	44%	1.05	1.27	-17%
6/23/2018	Y	each	943	1,396	-32%	1.24	1.3	-5%
6/30/2018	Y	each	500	1,542	-68%	1.43	1.14	25%
			26,406	25,134	5%			