



*Mango Consumption
Survey Updates Through Period 143*

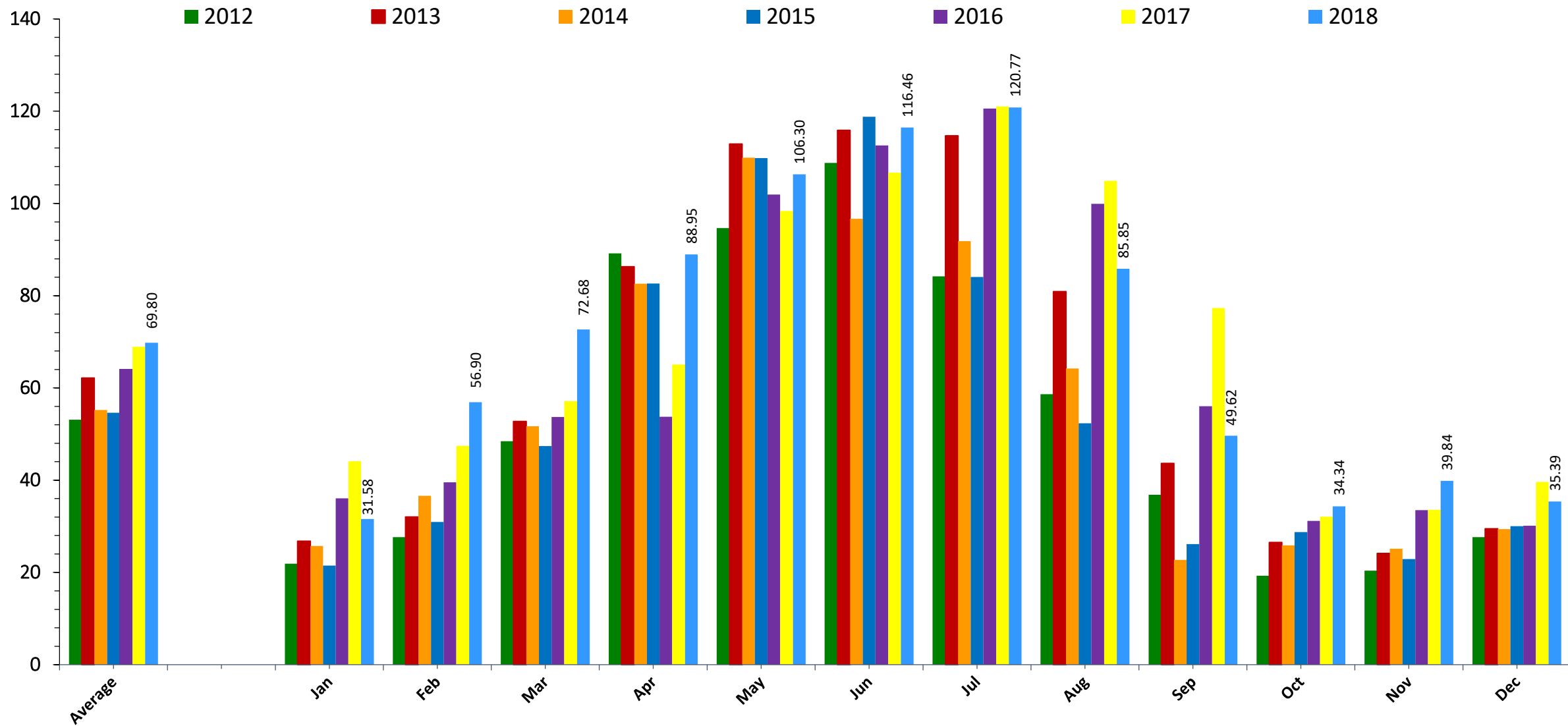
December 2018



Dr. Ronald W. Ward
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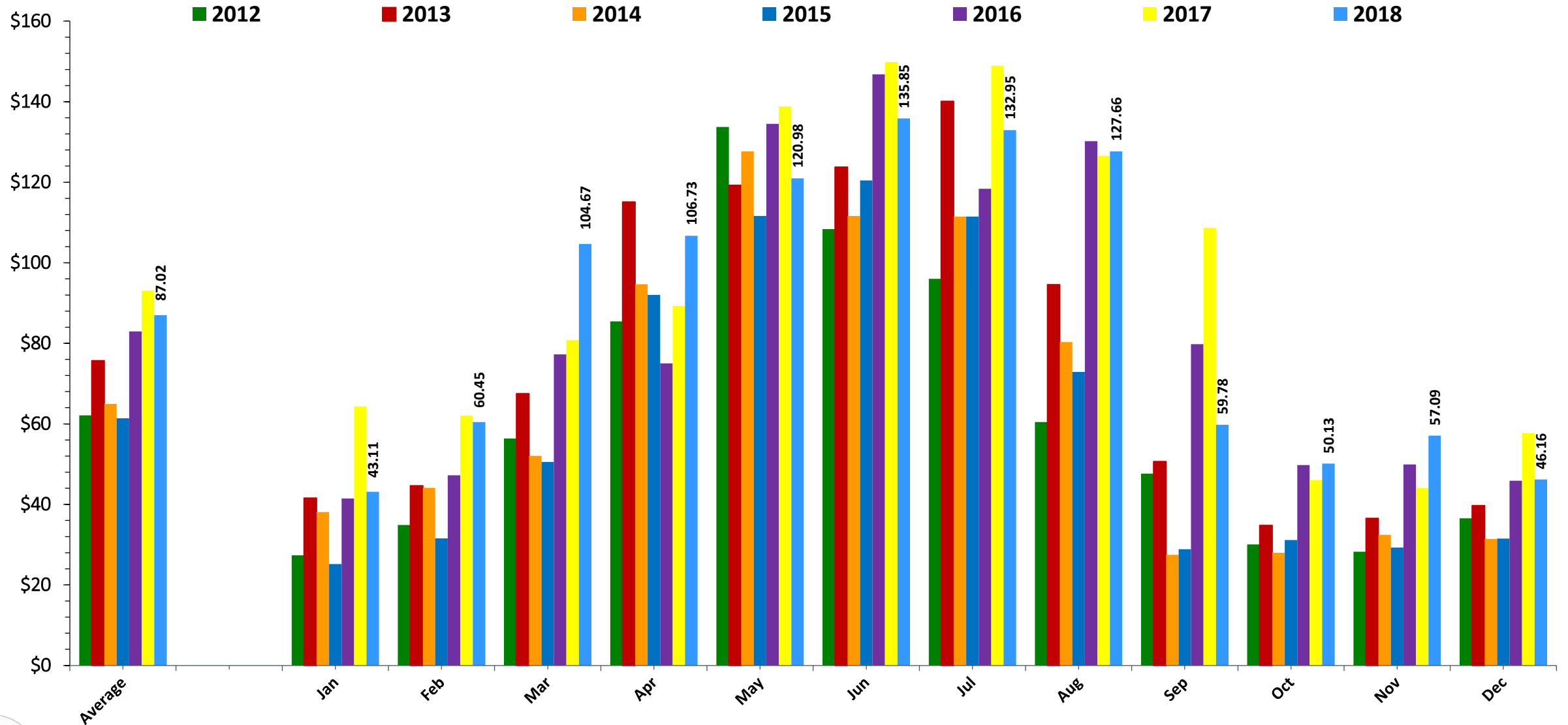
TOTAL U.S. WHOLE MANGOS PURCHASED MONTHLY (ESTIMATE)

Total U.S. Whole Mangos Purchased Monthly (millions)



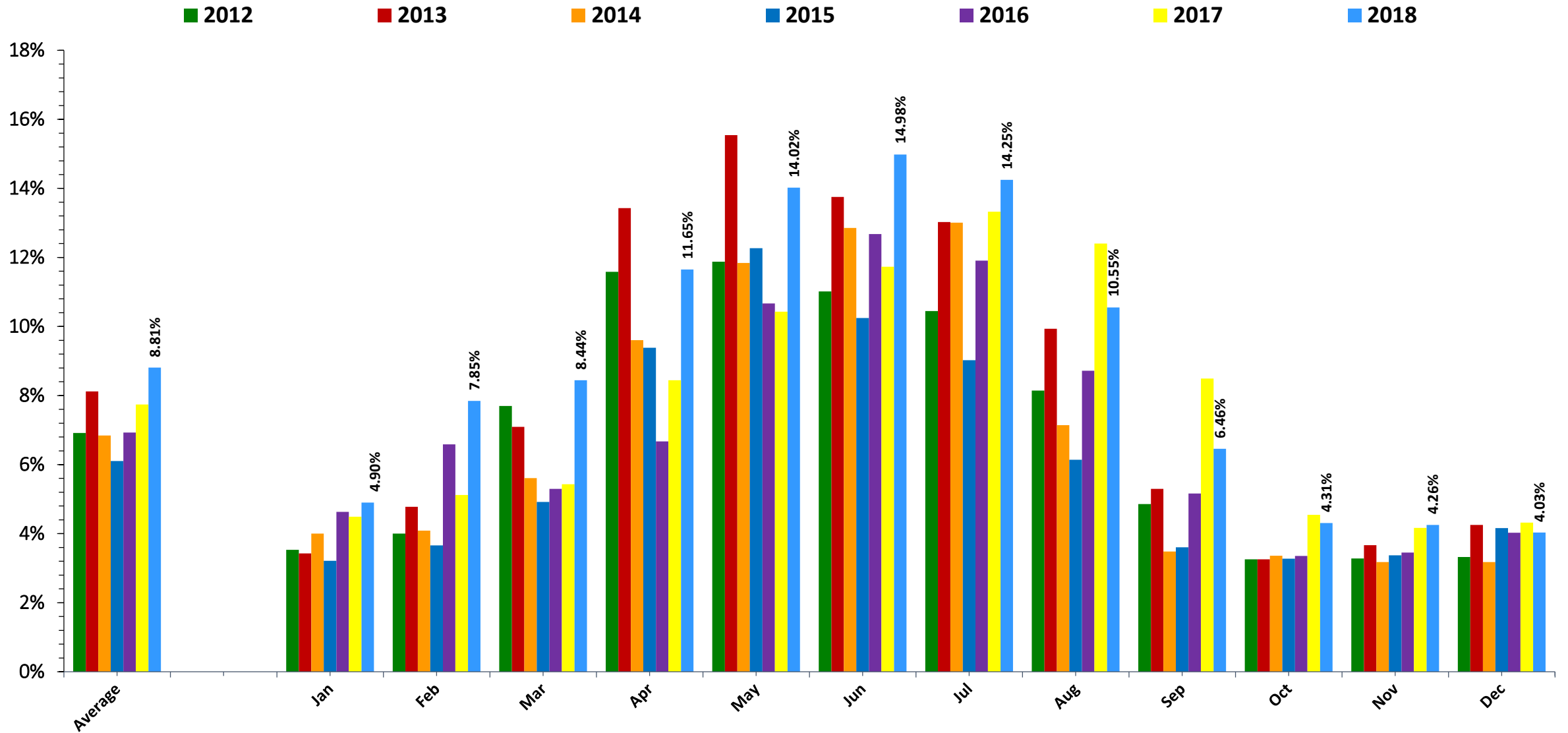
Total U.S. Whole Mangos Spending Monthly (estimate)

Total U.S. Whole Mangos Spending Monthly (\$ millions)



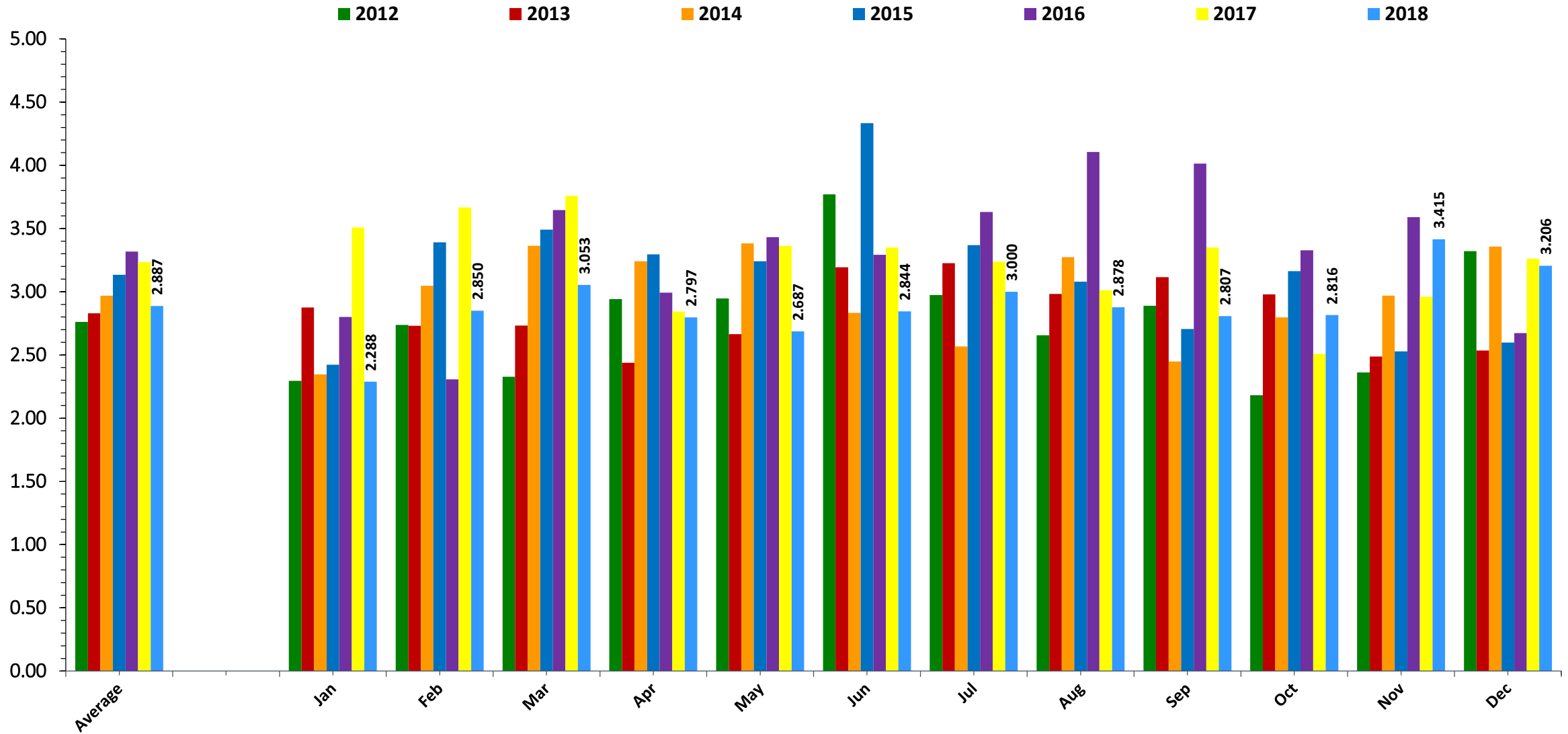
Mango Market Penetration

Percent of survey respondents buying mangos in a two-week period (% of respondents)



Average Whole Mangos per Buyer

Average number of whole mangos purchased per buyer in a two-week period (whole mangos/buyer)



Average Price for Whole Mangos

Average price paid per whole mango during a two-week period (\$ per whole mango)

