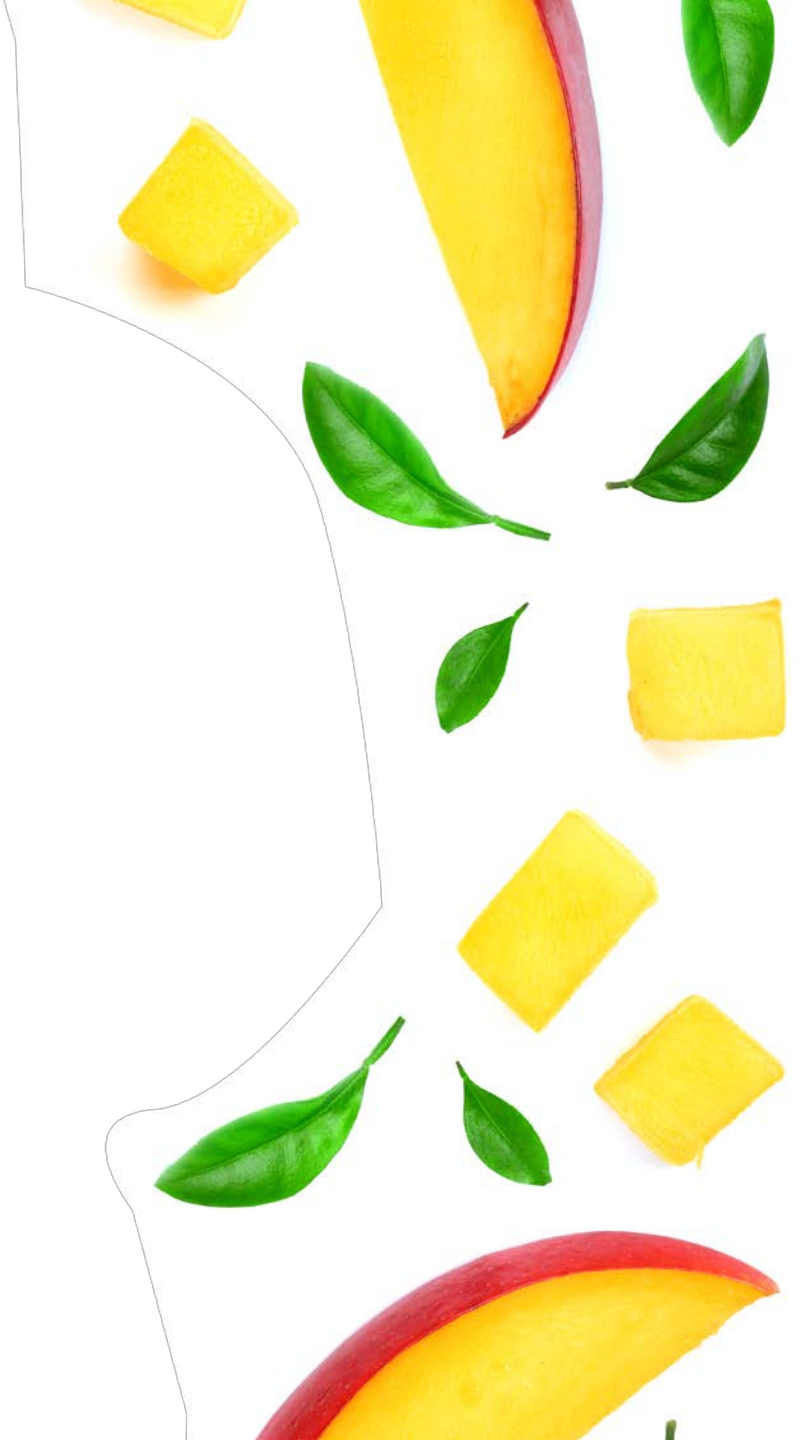




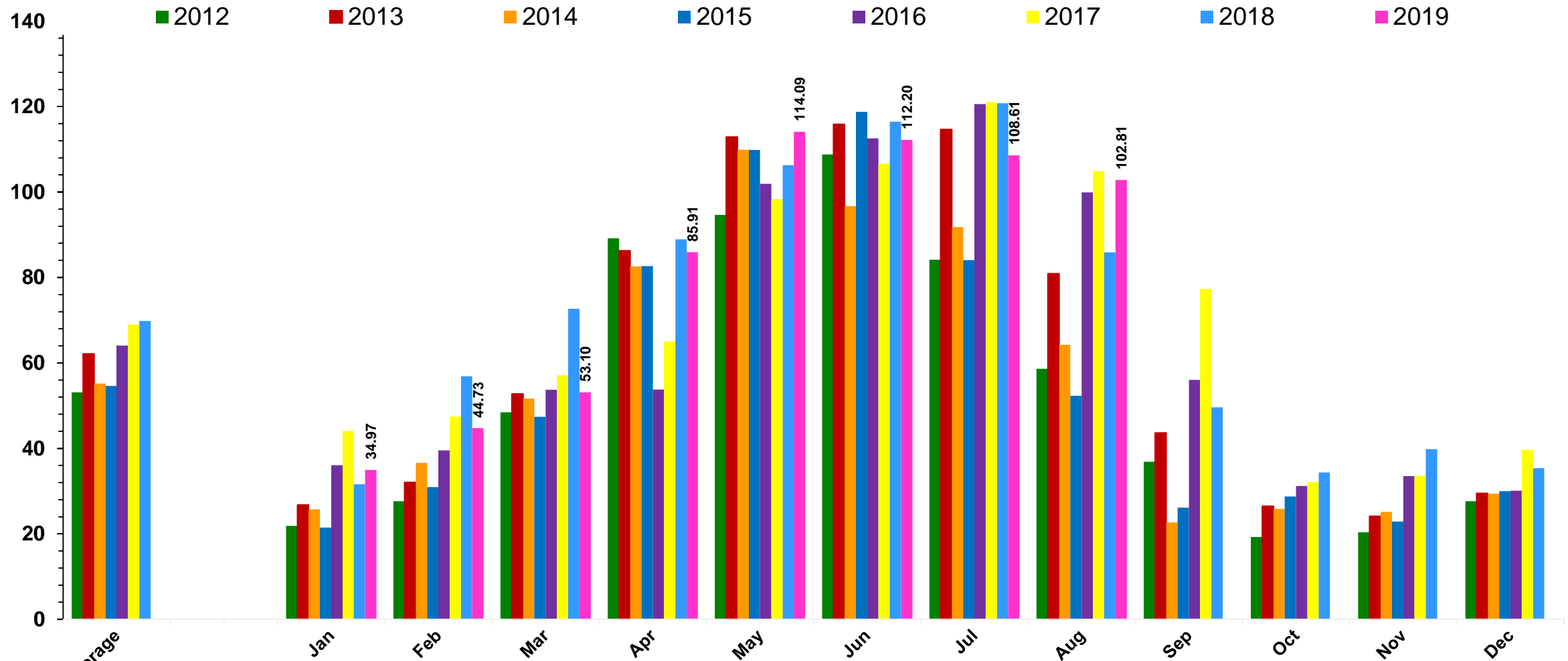
MANGO CONSUMPTION SURVEY UPDATE THROUGH PERIOD 151

August 2019
Dr. Ronald Ward
Report: NMB #20190807



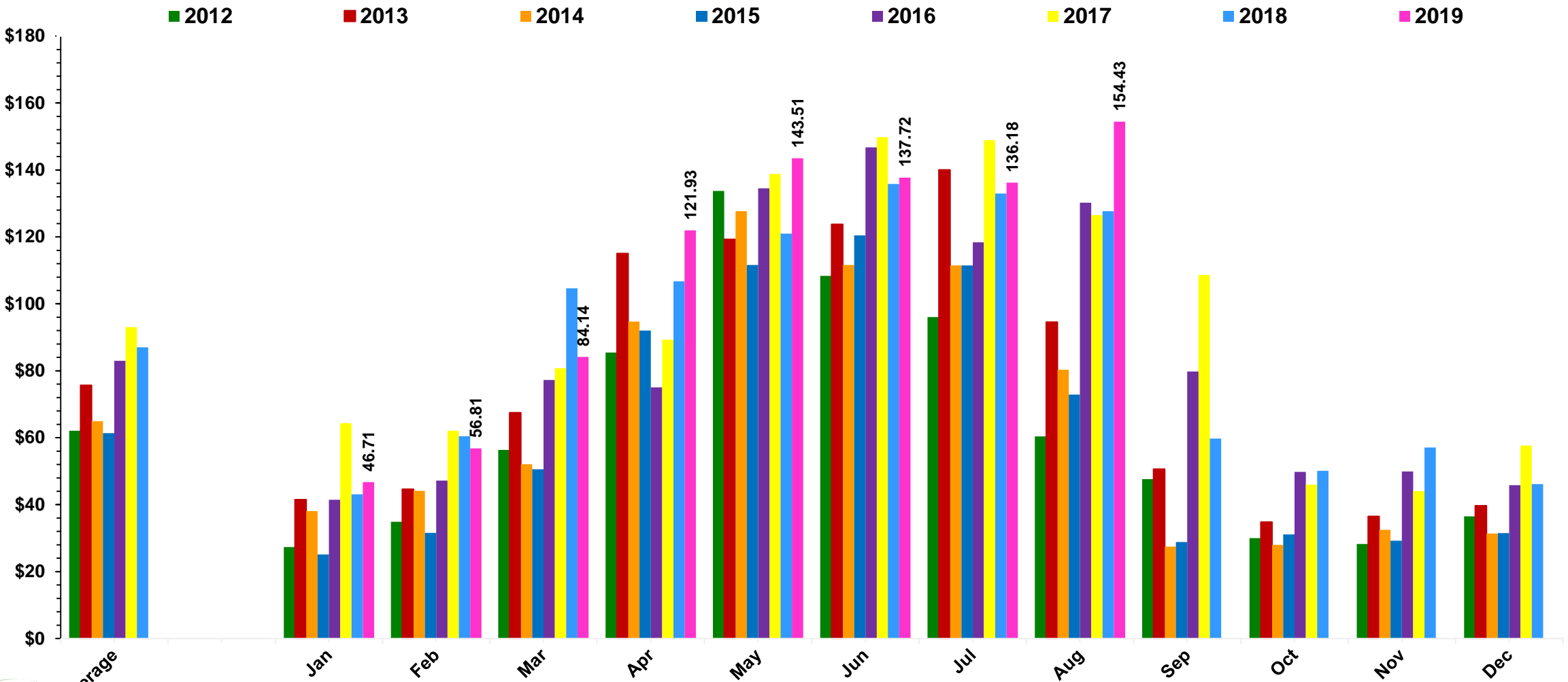
Total U.S. Whole Mangos Purchased Monthly (Estimate)

Total U.S. whole mangos purchased monthly (millions)



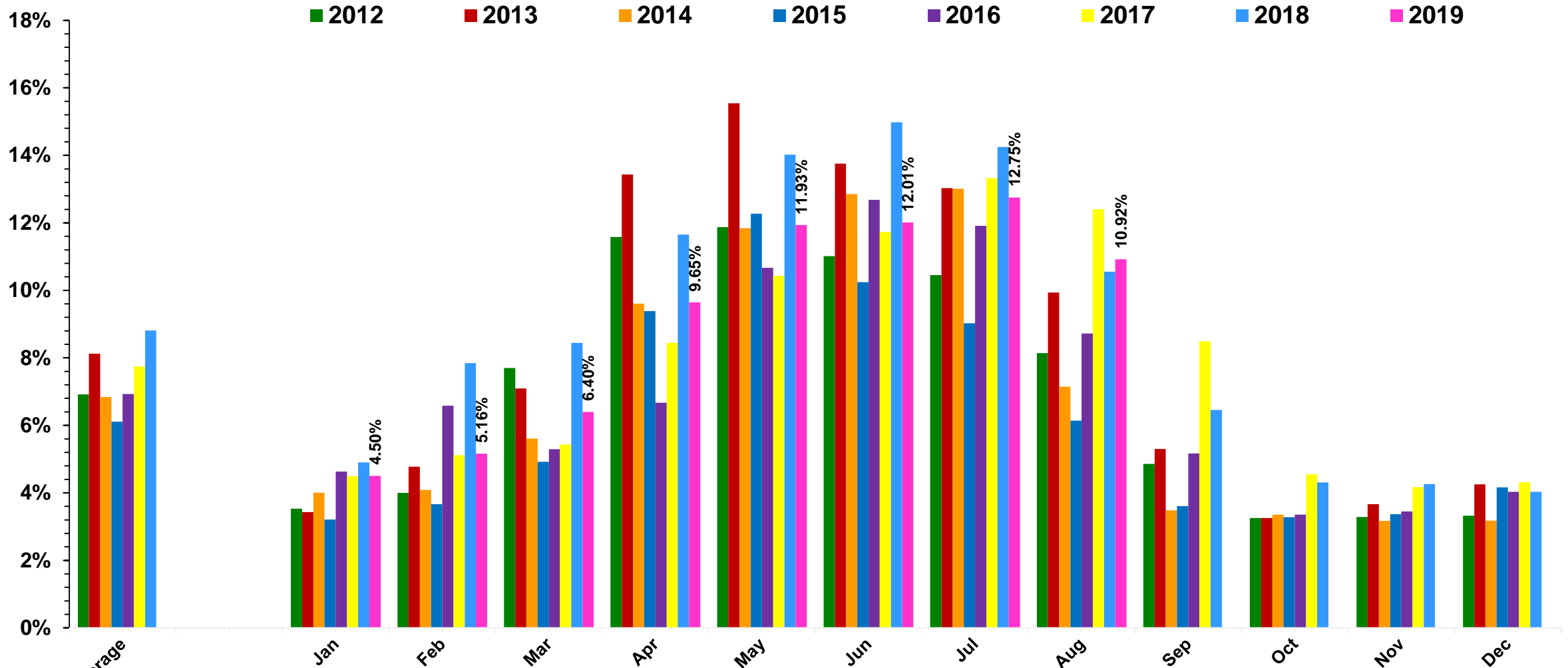
Total U.S. Whole Mangos Spending Monthly (Estimate)

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



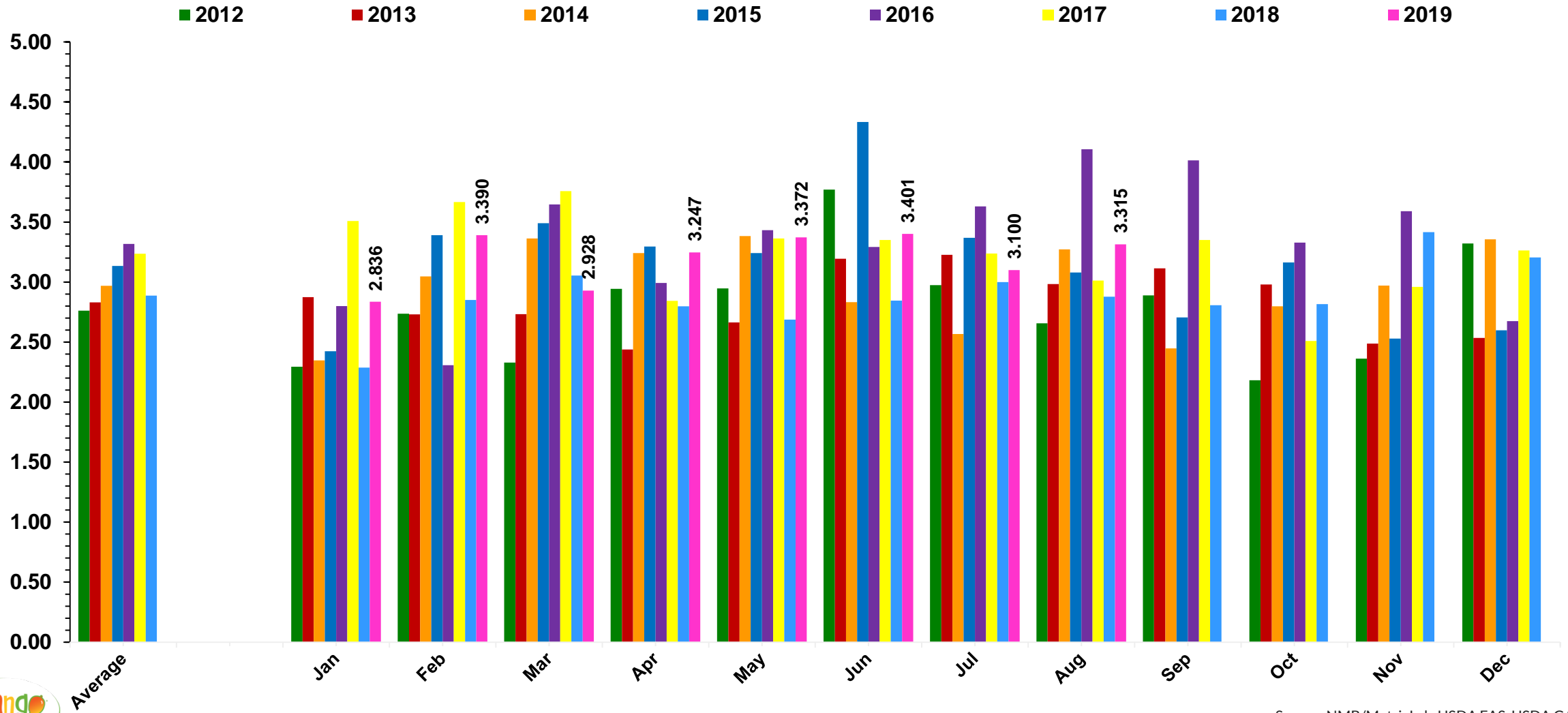
Mango Market Penetration

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



Average Whole Mangos per Buyer

Average number of whole mangos purchase 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)

