



Mango Category Performance 2020 March 2021



KEY METRICS

2020 Key Metrics

WHOLE MANGO VOLUME VELOCITY

Volume Velocity up 12% YOY

WHOLE MANGO DOLLAR VELOCITY

Dollar Velocity up 19% YOY

CONTRIBUTION TO PRODUCE DEPT.

Volume 1%

Dollars .6%

AVERAGE RETAIL PRICE POINT

\$1.01 each

↑ 7% over LY

Peak \$1.28 October

Low \$.85 July

FRUIT RANKING BASED ON VOLUME VELOCITY

Mango ranked 12th position

Bananas #1

Avocado #2

Apples #3

Limes #4

Grapes #5

FRUIT RANKING BASED ON SALES VELOCITY

Mango ranked 17th position

Apples #1

Grapes #2

Bananas #3

Strawberries #4

Avocados #5

FRESH CUT

Total Dollars ↑ 8% over LY

Dollar Velocity ↑ 6% over LY

FROZEN

Total Dollars ↑ 47% over LY

Dollar Velocity ↑ 47% over LY





Whole Mango Performance



MANGOS

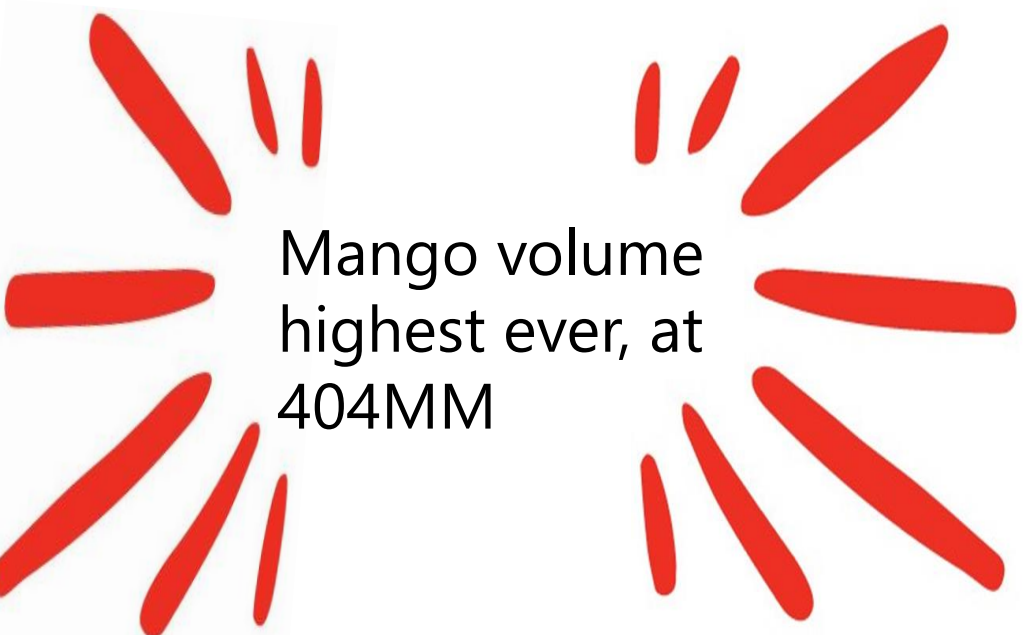
ARE MOVIN'

ON

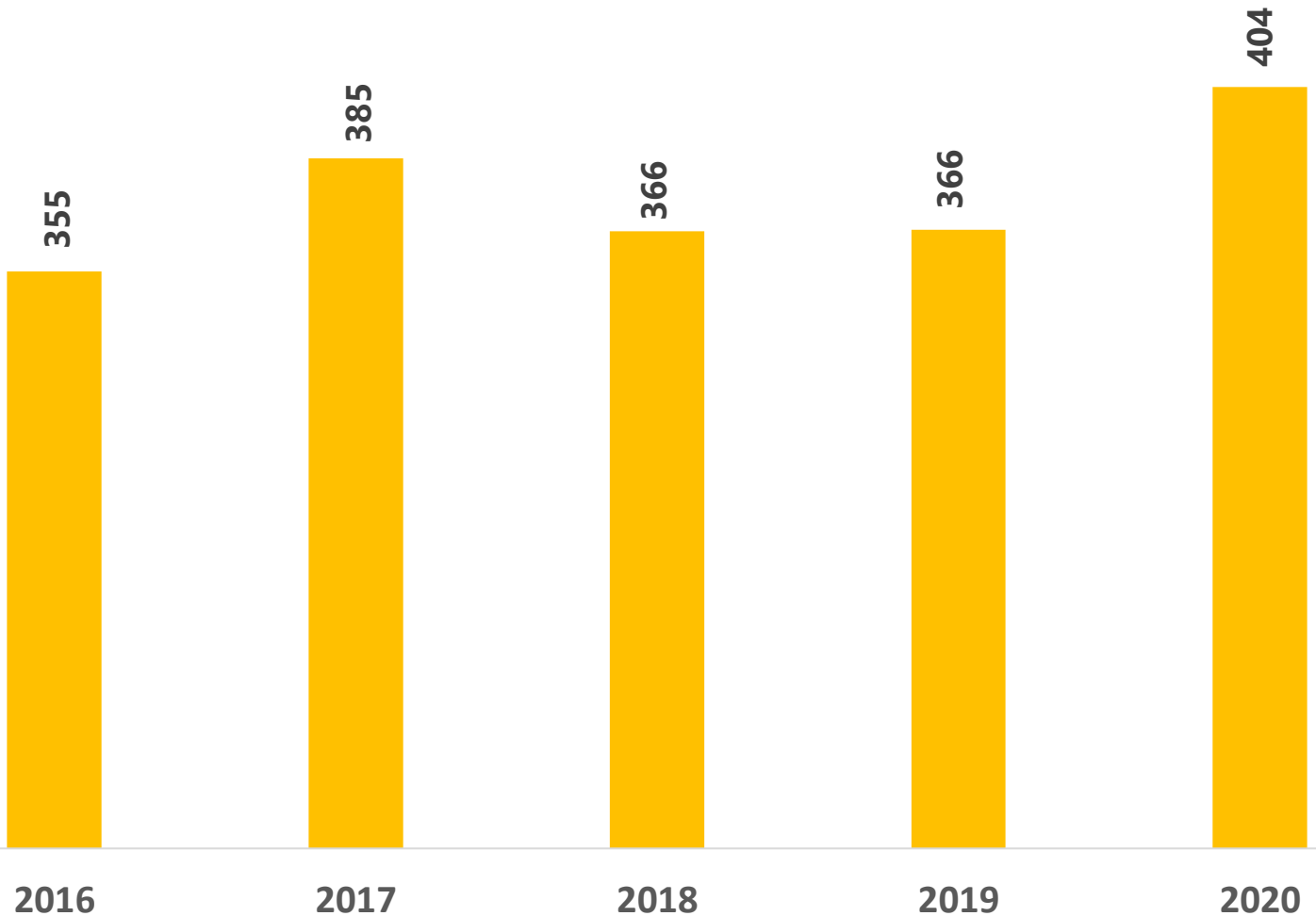


VOLUME

Annual Volume Comparison WHOLE MANGO



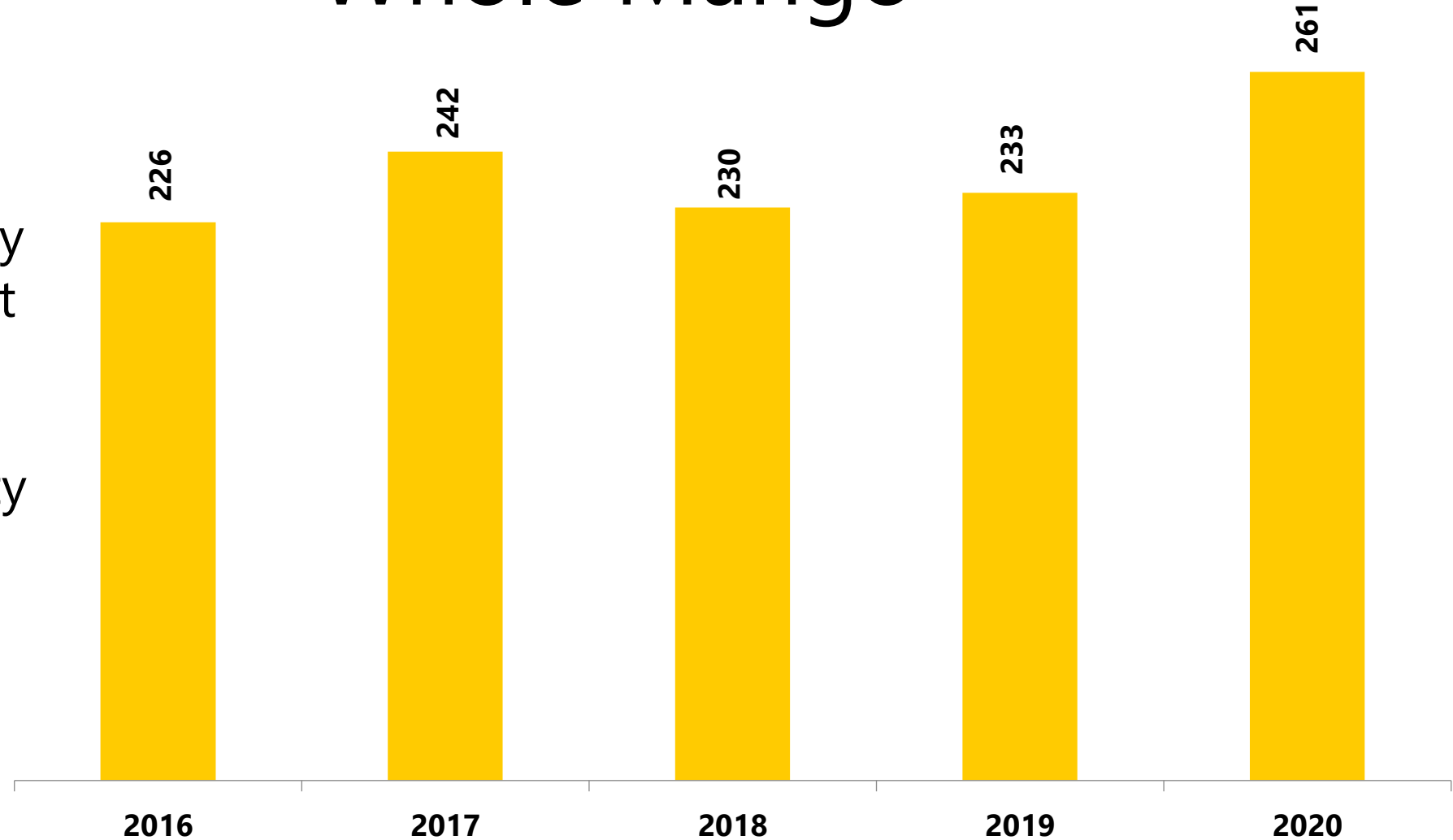
Mango volume
highest ever, at
404MM



Annual Volume Velocity Comparison Whole Mango

Annual volume velocity was up 12% versus last year.

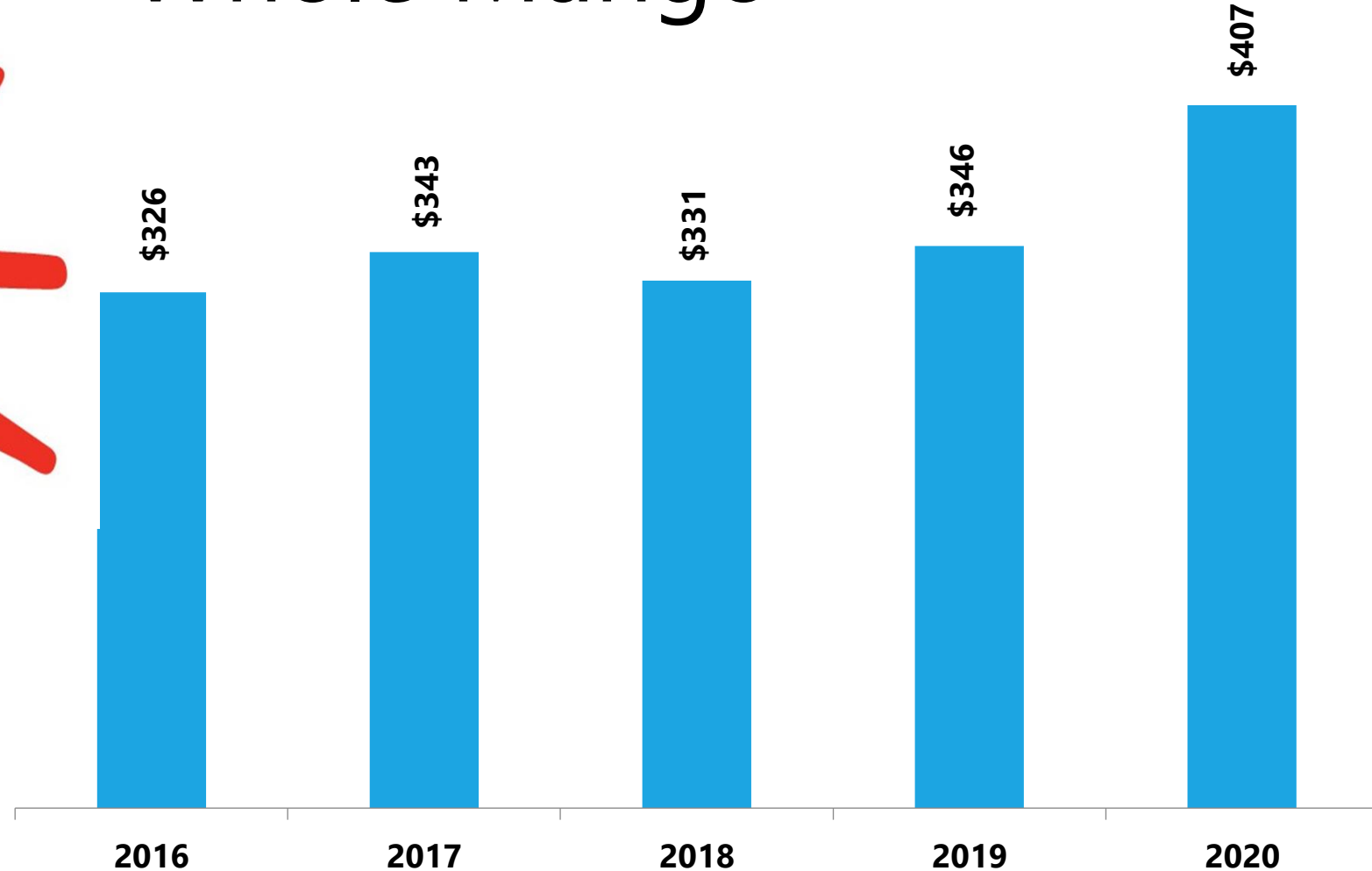
Mango volume velocity highest ever, at 261



DOLLARS

Annual Dollar Comparison Whole Mango

**Mango dollars
were at highest
ever, \$407MM**

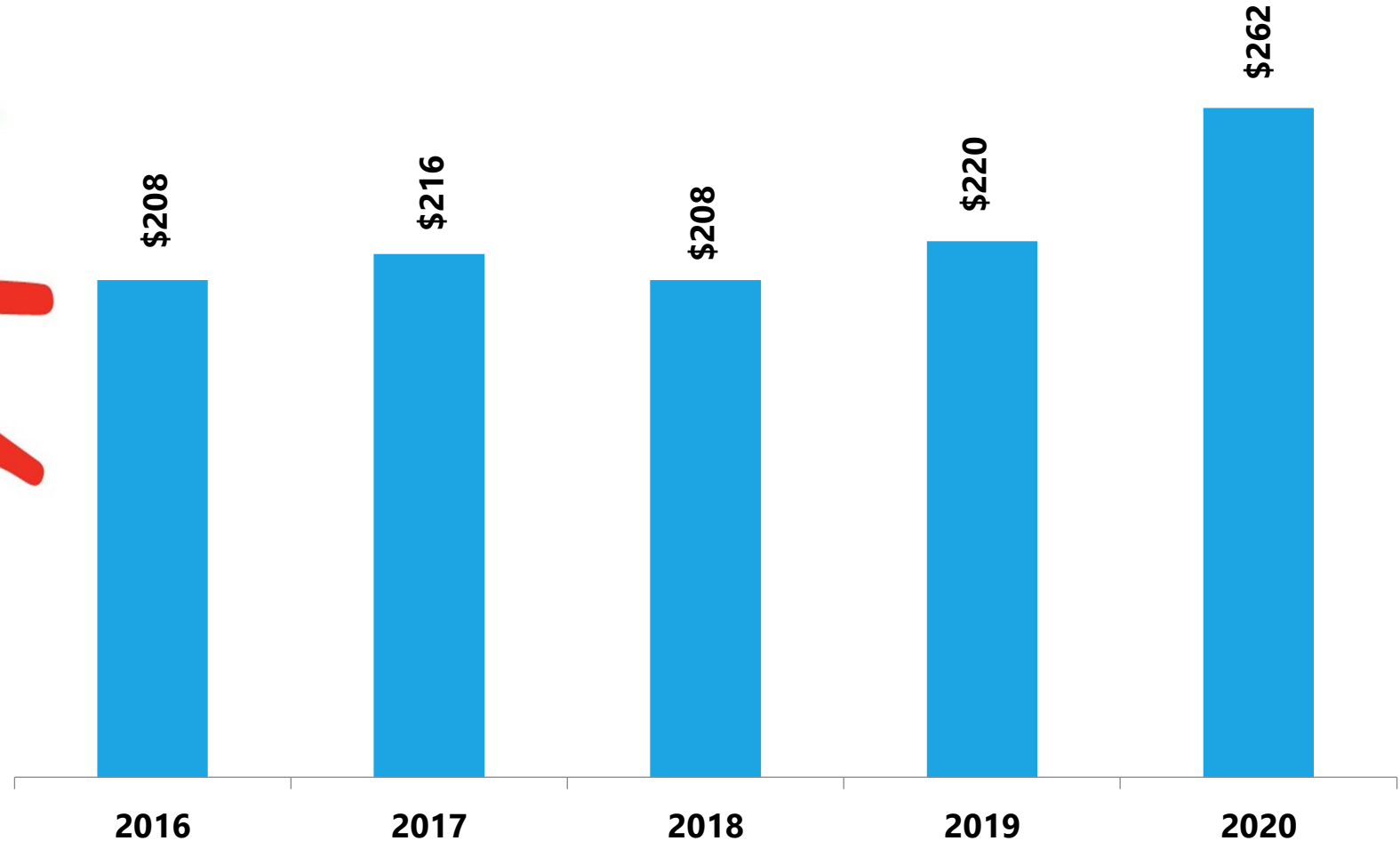


DOLLARS

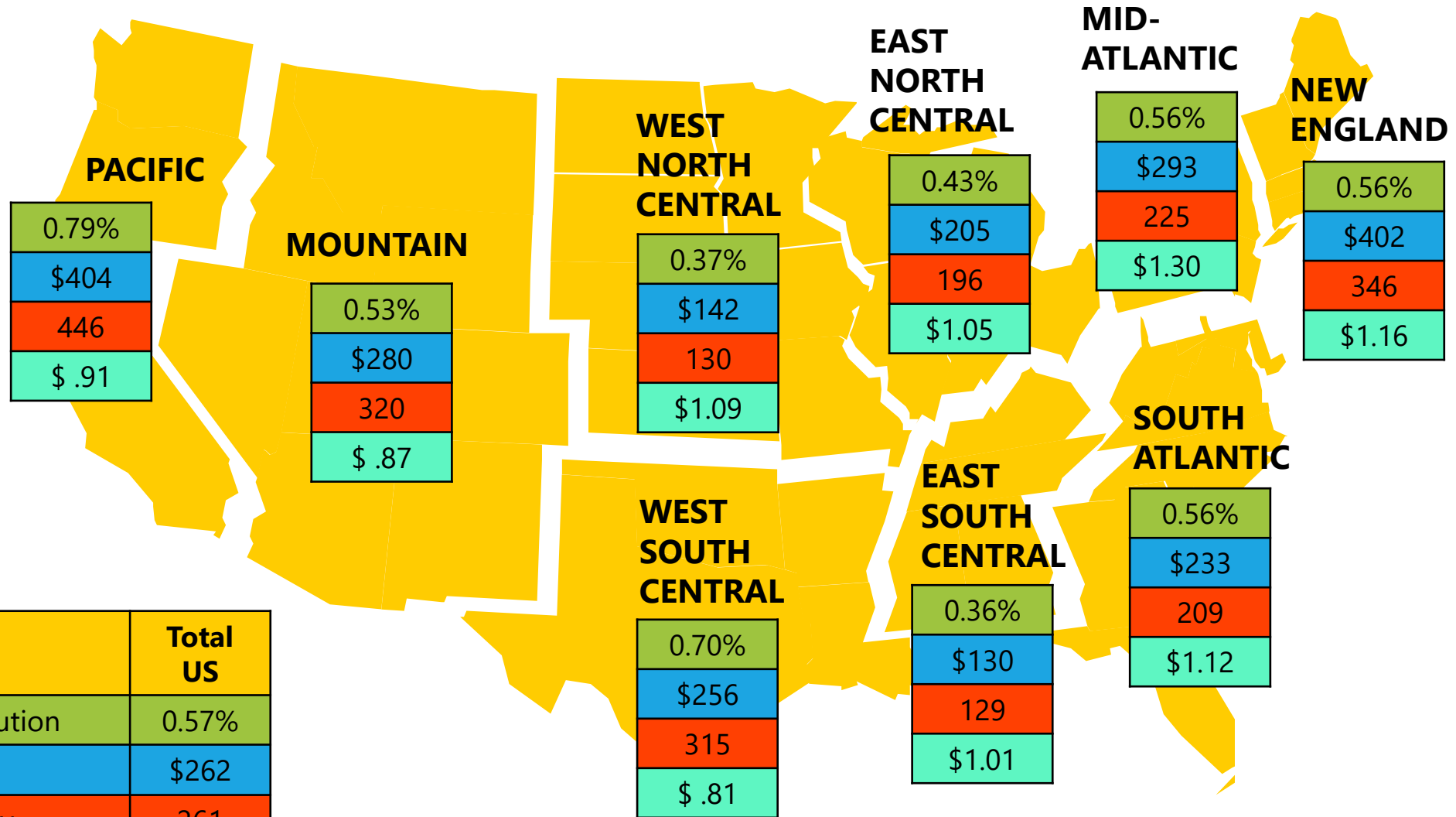
Annual Dollar Velocity Comparison Whole Mango



Mango dollar velocity was highest ever, \$262



2020 Performance By Region



Legend	Total US
Dollars Contribution	0.57%
Dollar Velocity	\$262
Volume Velocity	261
Average Retail Price	\$1.01

HOW DID WE DO THIS?



Consistent merchandising and placement messaging

Twelve month strategy/execution plan

Supply chain management training

Diminish the perception that mangos are seasonal



Fruit Category Performance



MANGOS

ARE MOVIN'

ON



FRUIT RANKINGS

Mangos moved up to 12th position, replacing peaches

Fruit category notably increased in volume velocity +6.6%

Mangos increased +11.9% in volume velocity and sustained the contribution to the produce department at 1%.

Whole Fruit Volume Velocity YOY Change & Contribution

	RANK	VOLUME/ STORE/WEEK	% CHANGE YOY	VOLUME CONTRIBUTION	% CHANGE YOY
FRUIT		9,505	6.6%	49.3%	-0.7%
BANANAS	1	3,368	4.7%	14.5%	-0.7%
AVOCADOS	2	1,262	16.7%	5.2%	0.3%
APPLES	3	980	1.7%	4.3%	-0.3%
LIMES	4	951	23.0%	3.9%	0.5%
GRAPES	5	855	1.7%	3.6%	-0.3%
STRAWBERRIES	6	567	13.2%	2.4%	0.1%
LEMONS	7	541	17.7%	2.3%	0.2%
ORANGES	8	433	10.0%	1.9%	0.0%
BLUEBERRIES	9	355	8.5%	1.5%	0.0%
CHERRIES	10	334	8.4%	0.7%	0.0%
WATERMELONS	11	313	-1.3%	1.2%	-0.1%
MANGOS	12	261	11.9%	1.0%	0.0%
PEACHES	13	228	-7.2%	0.7%	-0.1%
RASPBERRIES	14	227	17.2%	0.8%	0.1%
MANDARINS	15	212	11.6%	1.0%	0.0%
BLACKBERRIES	16	149	13.5%	0.6%	0.0%
PEARS	17	149	-7.8%	0.6%	-0.1%
CANTALOUPE	18	127	-4.6%	0.5%	-0.1%
PINEAPPLES	19	118	15.4%	0.5%	0.0%
NECTARINES	20	116	-4.3%	0.3%	-0.1%
PAPAYAS	21	115	1.8%	0.3%	0.0%
KIWI	22	95	3.3%	0.4%	0.0%
GRAPEFRUITS	23	81	11.2%	0.3%	0.0%
PLUMS	24	77	3.8%	0.2%	0.0%
SPECIALTY FRUITS	25	66	14.1%	0.2%	0.0%

FRUIT RANKINGS

Mangos moved to the 17th position, from 20th (nectarines, pineapples and cantaloupe ranking went down)

Fruit category increased in dollar velocity +8.1%

Mangos increased dollar velocity by +19.% with 0.6% contribution to the produce department

Whole Fruit Dollar Velocity YOY Change & Contribution

	RAN K	DOLLARS/ STORE/ WEEK	% CHANGE YOY	DOLLAR CONTRIBUTION	% CHANGE YOY
FRUIT		\$14,851	8.1%	43.3%	-1.0%
APPLES	1	\$2,202	3.8%	5.4%	-0.4%
GRAPES	2	\$1,928	0.2%	4.6%	-0.6%
BANANAS	3	\$1,894	4.4%	4.6%	-0.3%
STRAWBERRIES	4	\$1,866	16.0%	4.4%	0.2%
AVOCADOS	5	\$1,618	7.7%	3.7%	-0.2%
BLUEBERRIES	6	\$1,281	11.2%	3.0%	0.0%
CHERRIES	7	\$1,268	25.6%	1.4%	0.2%
MANDARINS	8	\$930	10.2%	2.5%	0.0%
WATERMELONS	9	\$753	10.6%	1.6%	0.0%
ORANGES	10	\$746	27.5%	1.8%	0.2%
RASPBERRIES	11	\$722	9.2%	1.5%	0.0%
LEMONS	12	\$526	22.0%	1.2%	0.1%
PEACHES	13	\$444	-1.3%	0.7%	-0.1%
BLACKBERRIES	14	\$443	14.2%	1.0%	0.0%
LIMES	15	\$442	24.5%	1.0%	0.1%
PEARS	16	\$273	-1.6%	0.6%	-0.1%
MANGOS	17	\$262	19.4%	0.6%	0.0%
NECTARINES	18	\$255	1.3%	0.4%	-0.1%
PINEAPPLES	19	\$242	14.5%	0.5%	0.0%
CANTALOUPE	20	\$230	3.3%	0.5%	0.0%
PLUMS	21	\$177	8.5%	0.3%	0.0%
DIPPED / COVERED FRUIT	22	\$170	15.3%	0.1%	0.0%
GRAPEFRUITS	23	\$144	15.9%	0.3%	0.0%
PAPAYAS	24	\$139	8.1%	0.2%	0.0%
KIWI	25	\$137	17.3%	0.3%	0.0%





Fresh Cut Performance



Fresh Cut Fruit Dollar Velocity and Contribution

Fresh Cut Mangos are #12

Fresh cut fruit dollar velocity was flat (+0.1%) versus prior year.

Fresh cut mango dollar velocity was up 6.0% YOY.

By dollar velocity, fresh cut mango was in both the 12TH (Mango only) the 14TH (Mango mix) positions.

	RANK	DOLLARS/ STORE/WEE K	% CHANGE YOY	DOLLAR CONTRIBUTION TO TOTAL FRUIT CUT	% CHANGE YOY
Fresh Cut Fruit		\$1,553	0.1%	100%	
Watermelon	1	\$ 557	9.8%	27.2%	2.8%
Mixed Fruit	2	\$ 394	-9.8%	20.7%	-2.6%
Pineapple	3	\$ 299	2.3%	15.9%	0.6%
Cantaloupe	4	\$ 168	2.8%	7.4%	0.3%
Specialty Melons	5	\$ 168	-1.0%	2.8%	0.2%
Remaining					
Berries	6	\$ 150	5.1%	0.2%	0.0%
Remaining Fruit	7	\$ 148	-29.5%	1.4%	-0.8%
Fruit Cocktail	8	\$ 121	-34.0%	0.0%	0.0%
Fruit Salad	9	\$ 120	-12.5%	4.1%	-0.2%
Mixed Berries	10	\$ 113	-3.8%	3.0%	-0.2%
Apples	11	\$ 108	-15.4%	4.3%	-1.0%
Mango Only	12	\$ 106	6.0%	3.6%	0.3%
Strawberries	13	\$ 89	-1.8%	1.7%	0.1%
Mango Mix	14	\$ 79	-27.0%	1.5%	-0.1%
Tangerines	15	\$ 66	13.8%	0.1%	0.0%

Fresh Cut Fruit Total Dollars and Contribution

Mangos are #7

Fresh cut fruit sales were down - 1.2% versus prior year.

Fresh cut mango sales were up 7.9% YOY at \$95.6MM.

Fresh cut mango ranked #7 in total sales for the fresh cut fruit category, same as 2019

Mango Mix was up one stop to #12 (was #14 in 2018).

	RANK	DOLLARS	% CHANGE VS YAGO	DOLLAR CONTRIBUTION TO TOTAL FRUIT CUT	% CHANGE VS YAGO
Fresh Cut Fruit		\$2,659,014,773	-1.2%		
Watermelon	1	\$723,524,137	10.3%	27.2%	2.8%
Mixed Fruit	2	\$549,659,312	-12.3%	20.7%	-2.6%
Pineapple	3	\$423,090,439	2.5%	15.9%	0.6%
Cantaloupe	4	\$197,765,747	2.5%	7.4%	0.3%
Apples	5	\$113,763,783	-19.8%	4.3%	-1.0%
Fruit Salad	6	\$109,711,637	-6.1%	4.1%	-0.2%
Mango Only	7	\$95,641,078	7.9%	3.6%	0.3%
Mixed Berries	8	\$79,500,475	-8.1%	3.0%	-0.2%
Grapefruit	9	\$78,053,693	27.5%	2.9%	0.7%
Specialty Melons	10	\$74,928,279	6.6%	2.8%	0.2%
Strawberries	11	\$43,904,131	6.8%	1.7%	0.1%
Mango Mix	12	\$40,810,723	-4.6%	1.5%	-0.1%
Remaining Fruit	13	\$36,128,572	-37.5%	1.4%	-0.8%
Pomegranate	14	\$31,727,380	-2.1%	1.2%	0.0%
Honeydew	15	\$29,916,420	-6.8%	1.1%	-0.1%

HOW DID WE DO THIS?



Educate retailers and processors on improving the quality of the product

Utilize voice of the Retail Dietitians to promote healthy alternatives

MANGOS

ARE MOVIN'

ON





Frozen Performance



FROZEN

Frozen Fruit Dollar Velocity and Contribution

Frozen fruit dollar velocity was up 25.1% versus prior year.

Frozen mango dollar velocity was up **46.4% YOY**.

By dollar velocity, frozen mango ranked 5th (since 2018).

	RANK	DOLLARS/ STORE/WEEK	% CHANGE YOY	DOLLAR CONTRIBUTION TO TOTAL FROZ FRUIT	% CHANGE YOY
Frozen Fruit		\$738	25.1%	100%	
Blueberries	1	\$202	30.7%	20.5%	-0.4%
Mixed Fruit	2	\$193	27.2%	20.2%	0.6%
Mixed Berries	3	\$177	41.4%	16.3%	0.5%
Strawberries	4	\$147	28.4%	17.2%	-0.4%
Mangos	5	\$79	46.6%	6.4%	0.5%
Cherries	6	\$51	27.3%	3.5%	-0.5%
Pineapples	7	\$48	35.6%	3.2%	-0.1%
Raspberries	8	\$48	34.2%	3.4%	-0.3%
Fruit Salad	9	\$48	45.7%	0.4%	0.0%
Tropical Fruit Mix	10	\$44	42.4%	1.8%	0.0%
Remaining Fruit	11	\$41	25.7%	1.4%	0.2%
Plum	12	\$40	21.0%	0.0%	0.0%
Peaches	13	\$39	41.3%	3.0%	0.0%
Remaining Berries	14	\$35	37.7%	0.5%	0.0%
Mandarins	15	\$35	69.8%	0.0%	0.0%

Frozen Fruit Total Dollars and Contribution

Frozen fruit sales were up 34.5% versus prior year.

Fresh cut mango sales were up 47.2% YOY at \$101.4MM.

Frozen mango ranked #5 in total sales for the frozen fruit category.

	RANK	DOLLARS	% CHANGE VS YAGO	DOLLAR CONTRIBUTION TO TOTAL FRUIT CUT	% CHANGE VS YAGO
Frozen Fruit		\$1,593,581,305	34.5%	100.0%	
Blueberries	1	\$327,077,294	32.2%	20.5%	-0.4%
Mixed Fruit	2	\$321,658,919	38.3%	20.2%	0.6%
Strawberries	3	\$274,853,288	31.6%	17.2%	-0.4%
Mixed Berries	4	\$259,240,906	39.1%	16.3%	0.5%
Mangos	5	\$101,433,004	47.2%	6.4%	0.5%
Cherries	6	\$56,096,478	19.1%	3.5%	-0.5%
Raspberries	7	\$54,546,935	25.3%	3.4%	-0.3%
Pineapples	8	\$50,674,884	30.9%	3.2%	-0.1%
Peaches	9	\$47,277,413	35.9%	3.0%	0.0%
Tropical Fruit Mix	10	\$27,987,892	33.7%	1.8%	0.0%
Remaining Fruit	11	\$21,569,279	58.1%	1.4%	0.2%
Blackberries	12	\$17,360,303	30.5%	1.1%	0.0%
Remaining Berries	13	\$8,056,696	39.8%	0.5%	0.0%
Bananas	14	\$6,991,260	23.7%	0.4%	0.0%
Fruit Salad	15	\$6,661,675	28.3%	0.4%	0.0%



Organic Performance

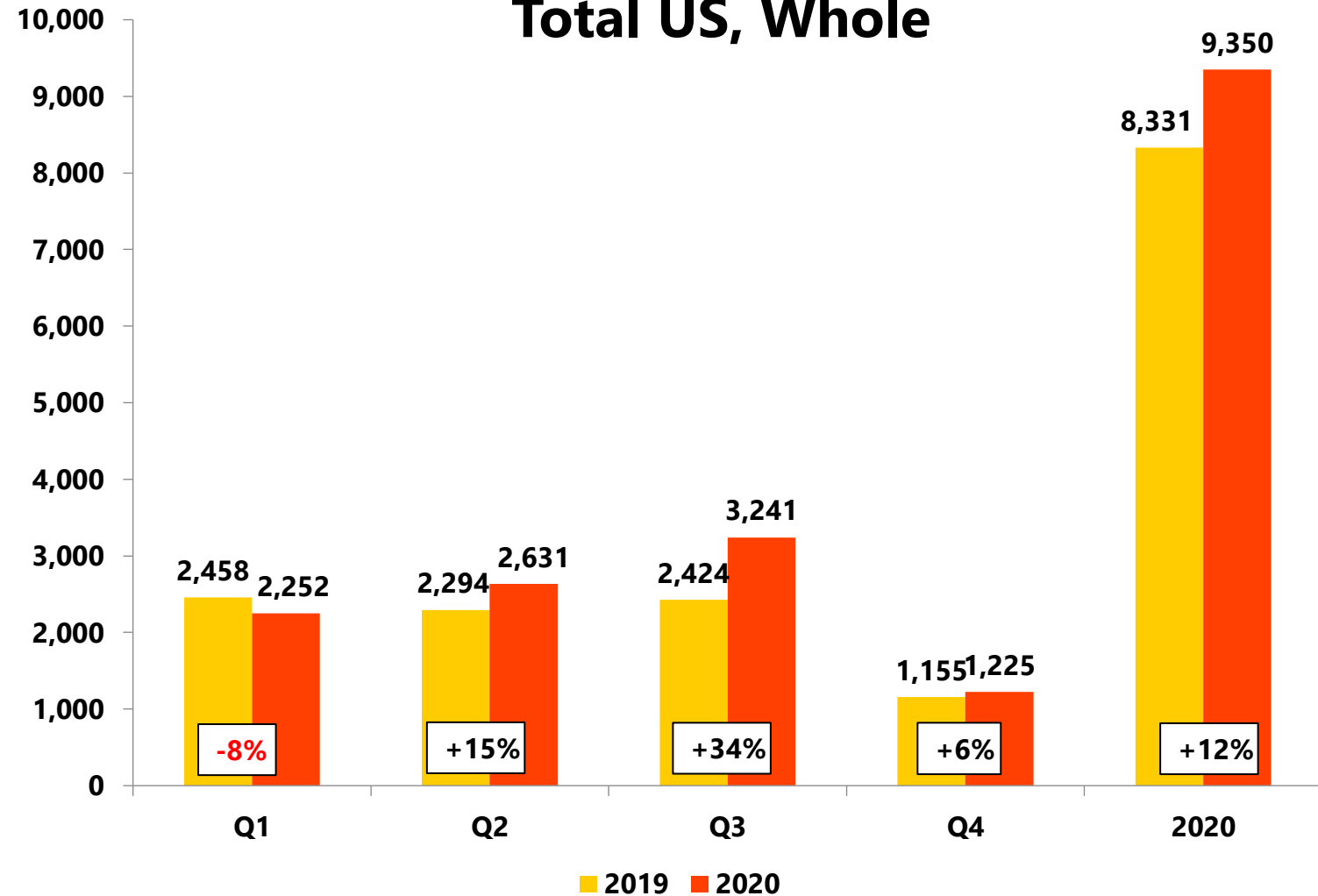


ORGANIC

In 2020, organic volume was up, 12%.

Q3 had the most growth, up 34%.

Quarterly Organic Volume in Thousands Total US, Whole





Stores on Ad



EXECUTIVE SUMMARY

STORES ON AD (USDA)

OVERVIEW

Total stores on ad for 2020 was 320,000

6% decrease of stores on ad YOY for 2020

Average of 6,1400 stores on ad per week
Q4 2019/Q1 2020 = 144,300 +12% over LY

Strategic Goals by 2020

416,000 total	8,000/week
Q4/Q1 totals	176,000





APPENDIX

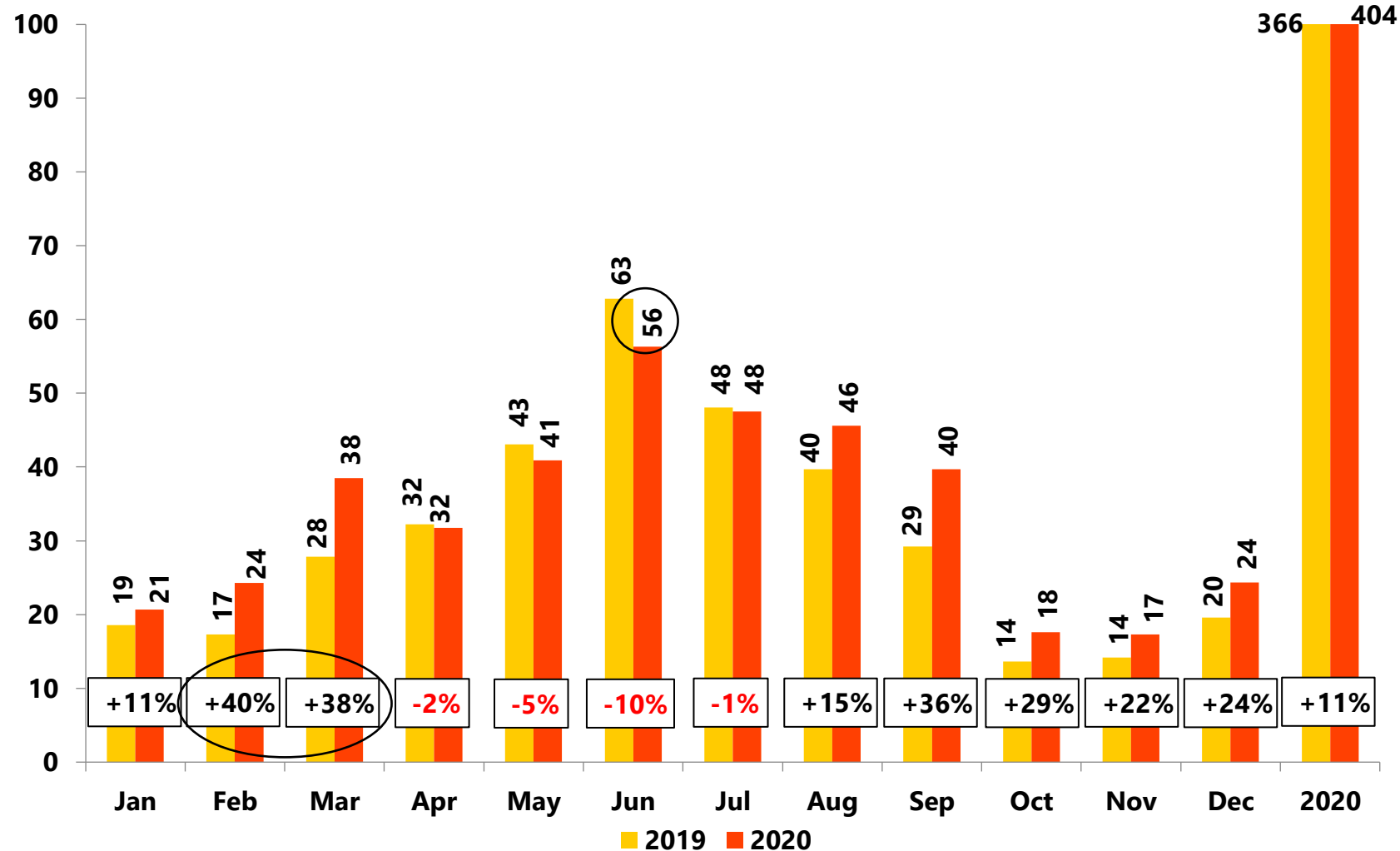
2020 VOLUME

Monthly Volume (Millions) Whole Mango

2020 total volume was up 11% at 404.

Key volume growth occurred in February and March, up 40% and 38% respectively.

June had most total volume at 56MM, but down 10% YOY.



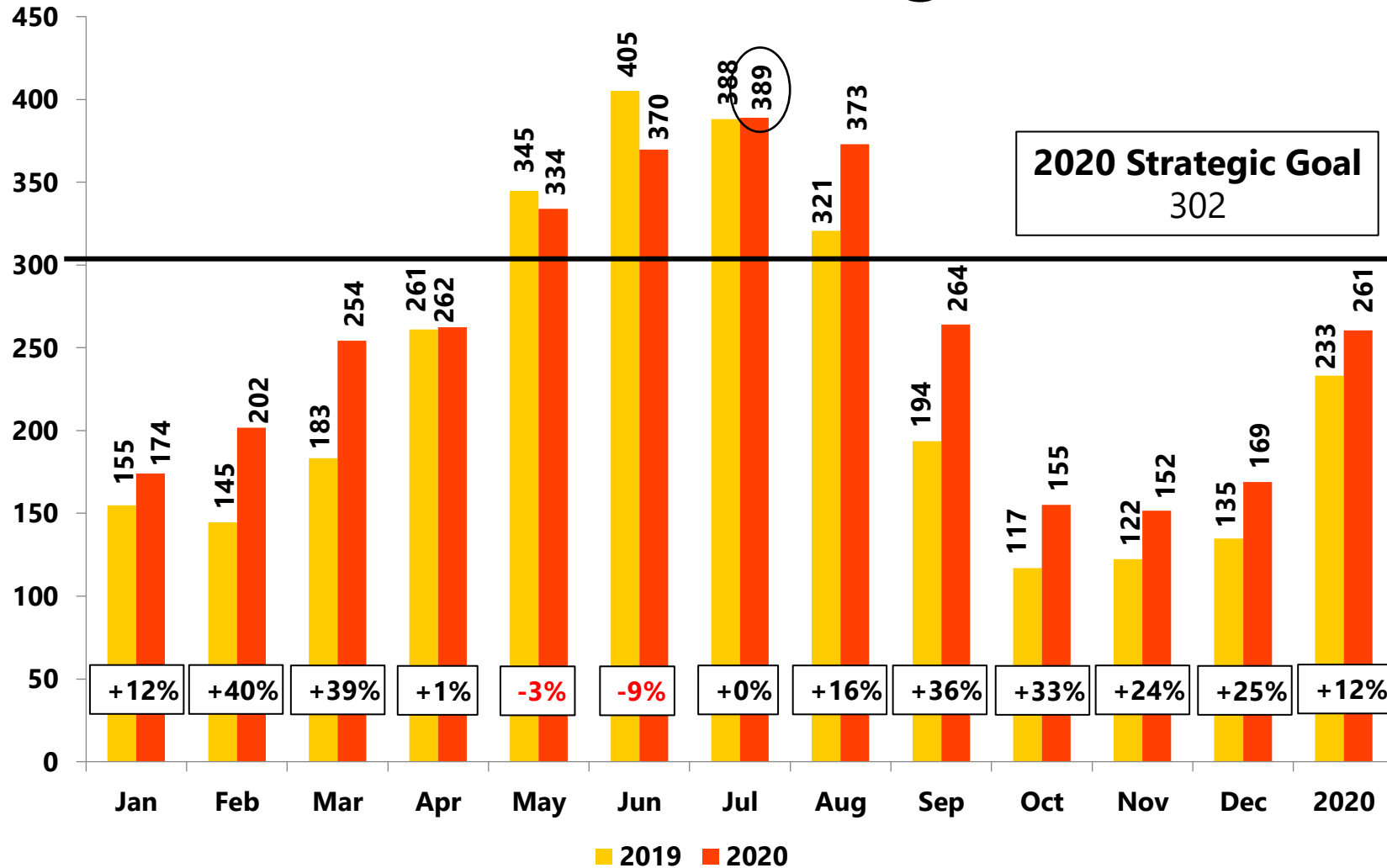
2020 VOLUME

Monthly Volume Velocity Whole Mango

Year end volume velocity was up +12% at 261MM.

July had the highest volume velocity with 389/store/week.

2020 Strategic Goal
302 mangos/store/week



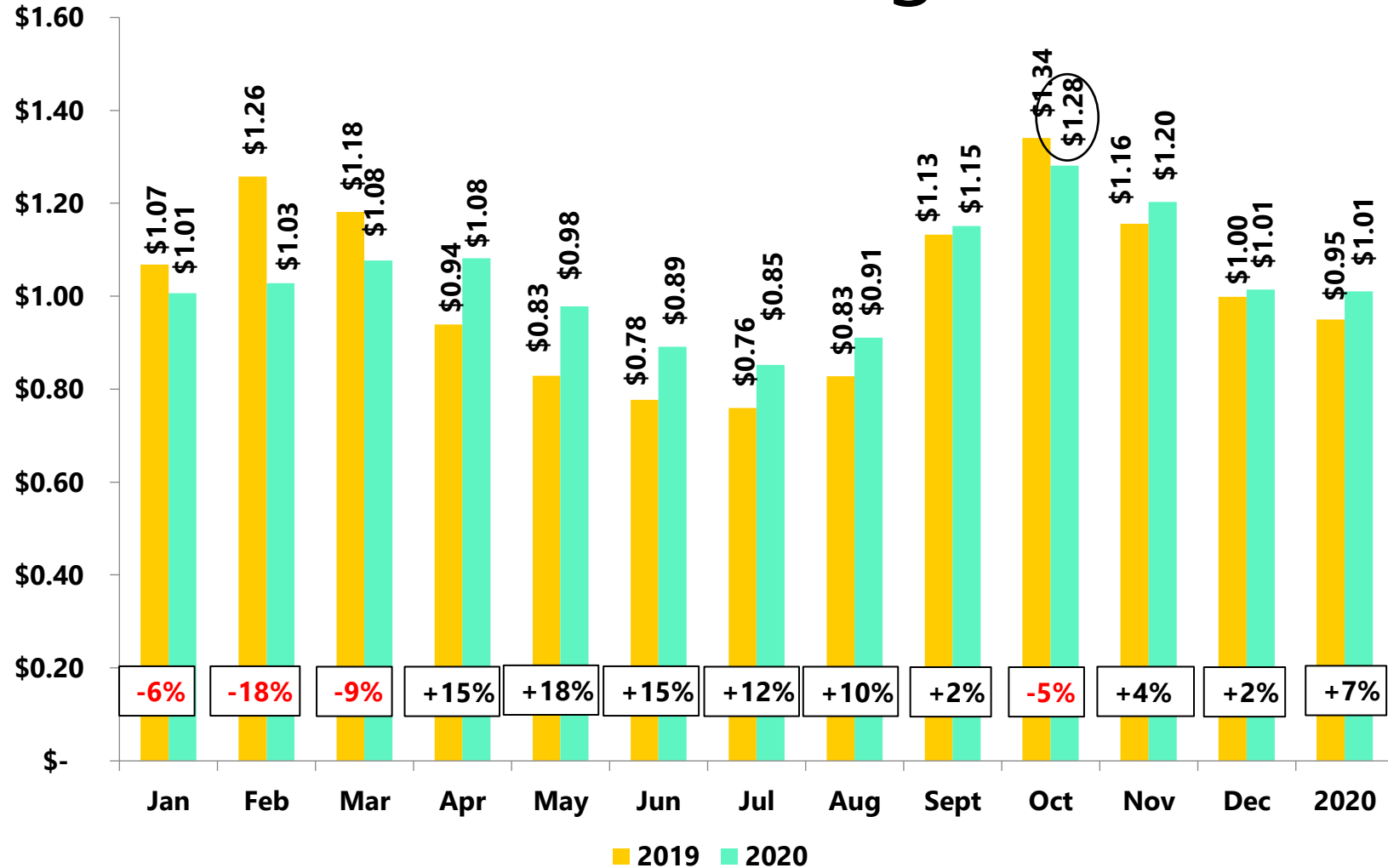
2020 AVG UNIT PRICE

The average unit price in 2020 was \$1.01.

The lowest average unit price was in July at \$.85.

The highest average unit price was in October at \$1.28.

Monthly Average Unit Price Whole Mango



2020
DOLLARS

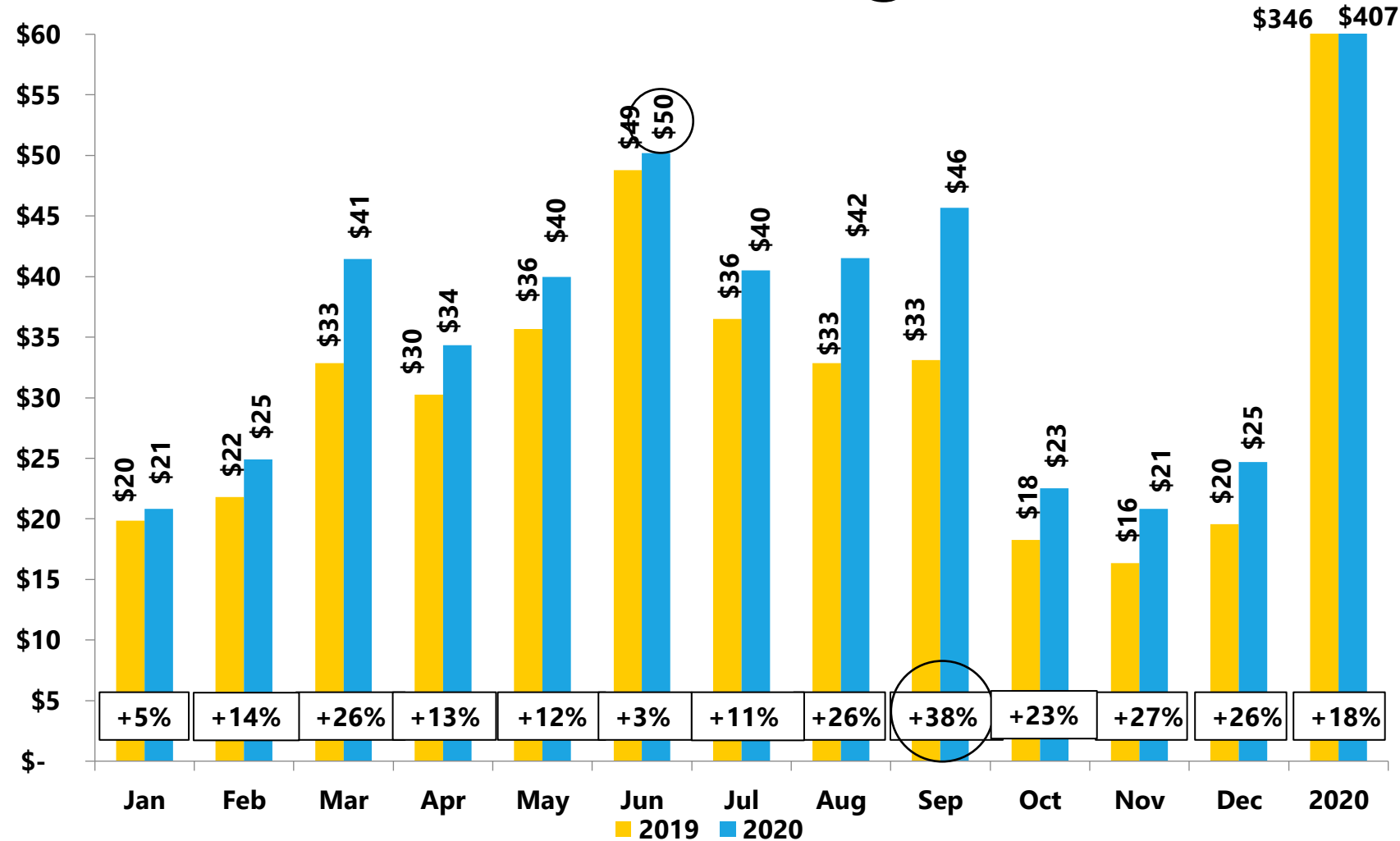
Total Dollar (Millions) Whole Mango

Year end total dollars were up 18% at \$407MM

Yoy Dollar sales increased every month in 2020.

September (+38%) had the largest increase in dollars.

June had most total dollars with \$50MM.



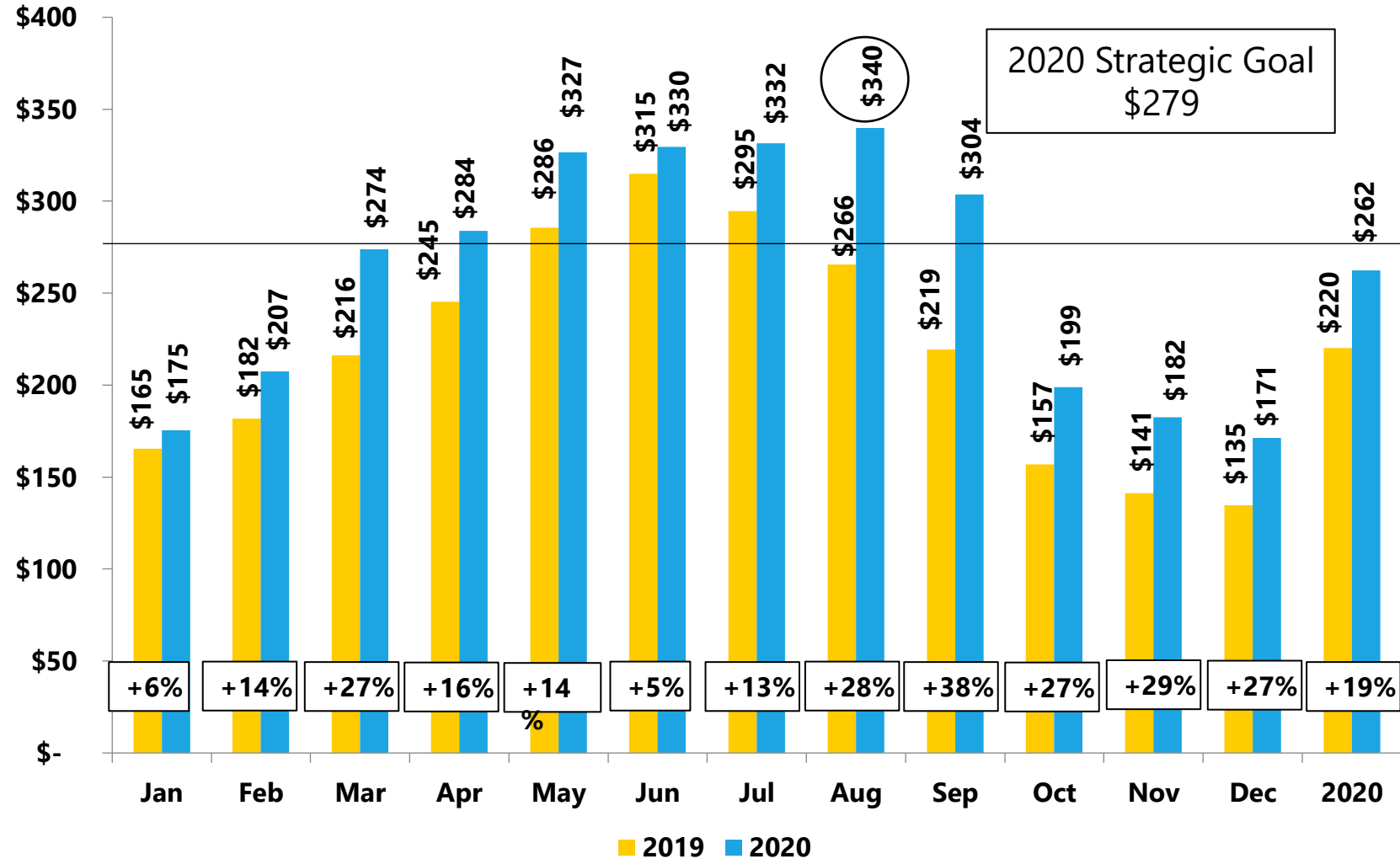
2020
DOLLARS

Monthly Dollar Velocity Whole Mango

**2020 dollar velocity was up
+19% at \$262.**

August had the highest dollar
velocity with \$340/store/week.

**2020 Strategic Goal
\$279/store/week.**



2020 VOLUME

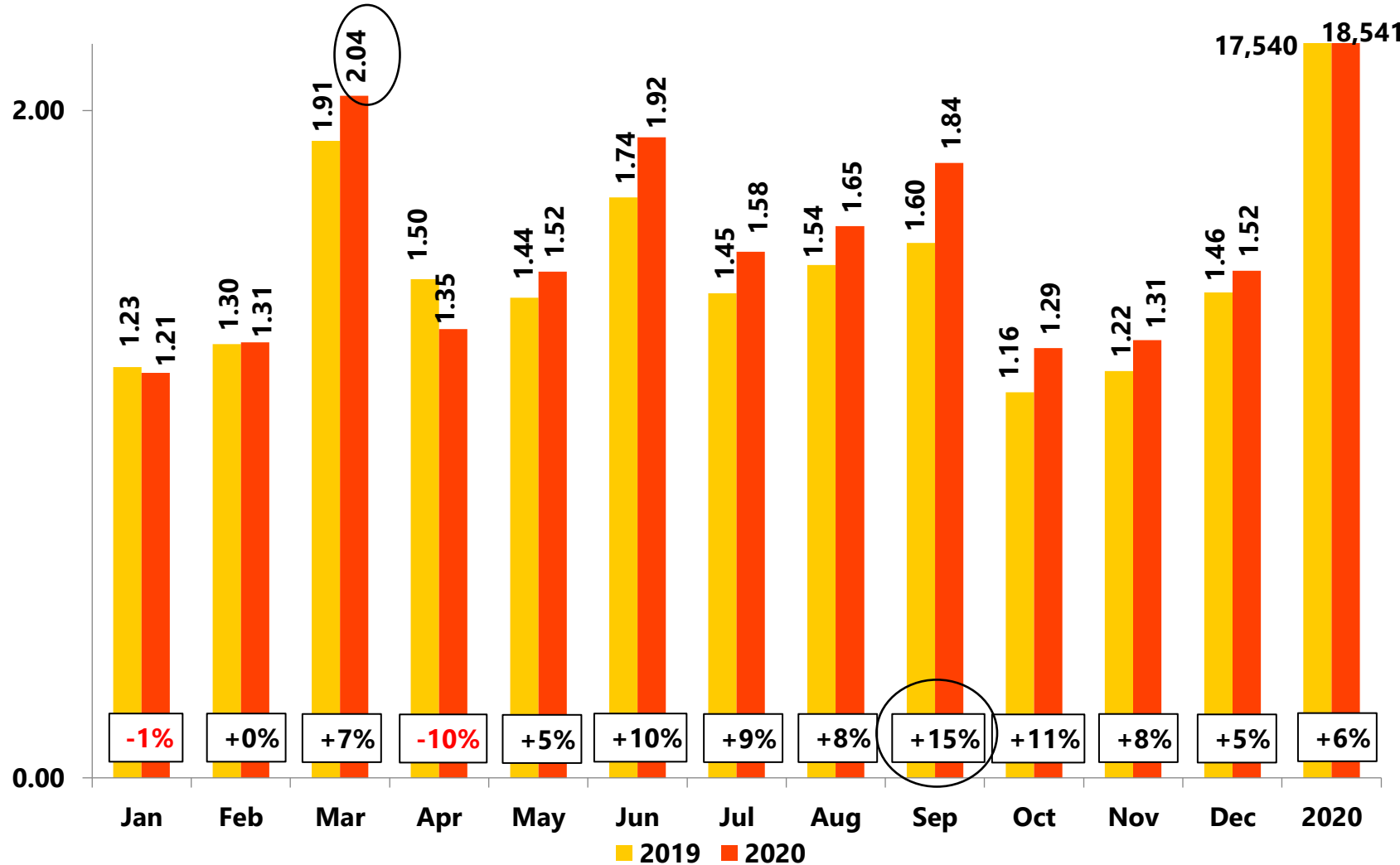
Monthly Volume (MM) Fresh Cut

2020 total volume was up 6% at 18.5MM.

Sales consecutive increase from May through December versus year ago.

March had most total volume at 2MM.

The largest increase in total volume was in September, +15%.

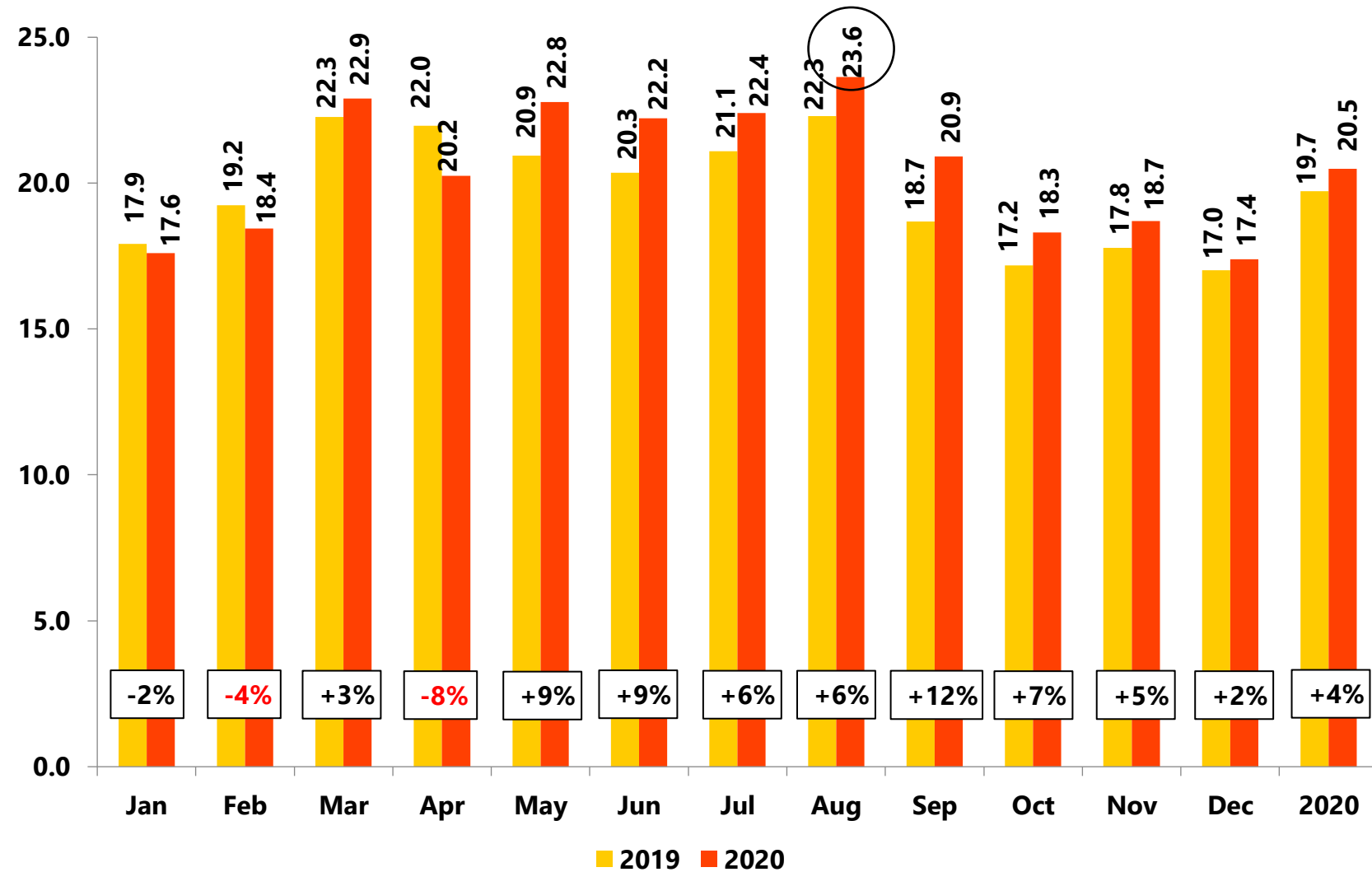


2020
VOLUME

Monthly Volume Velocity Fresh Cut

Year end volume velocity was up +4% at 20.5/store/week.

August had the highest volume velocity with 23.6/store/week.



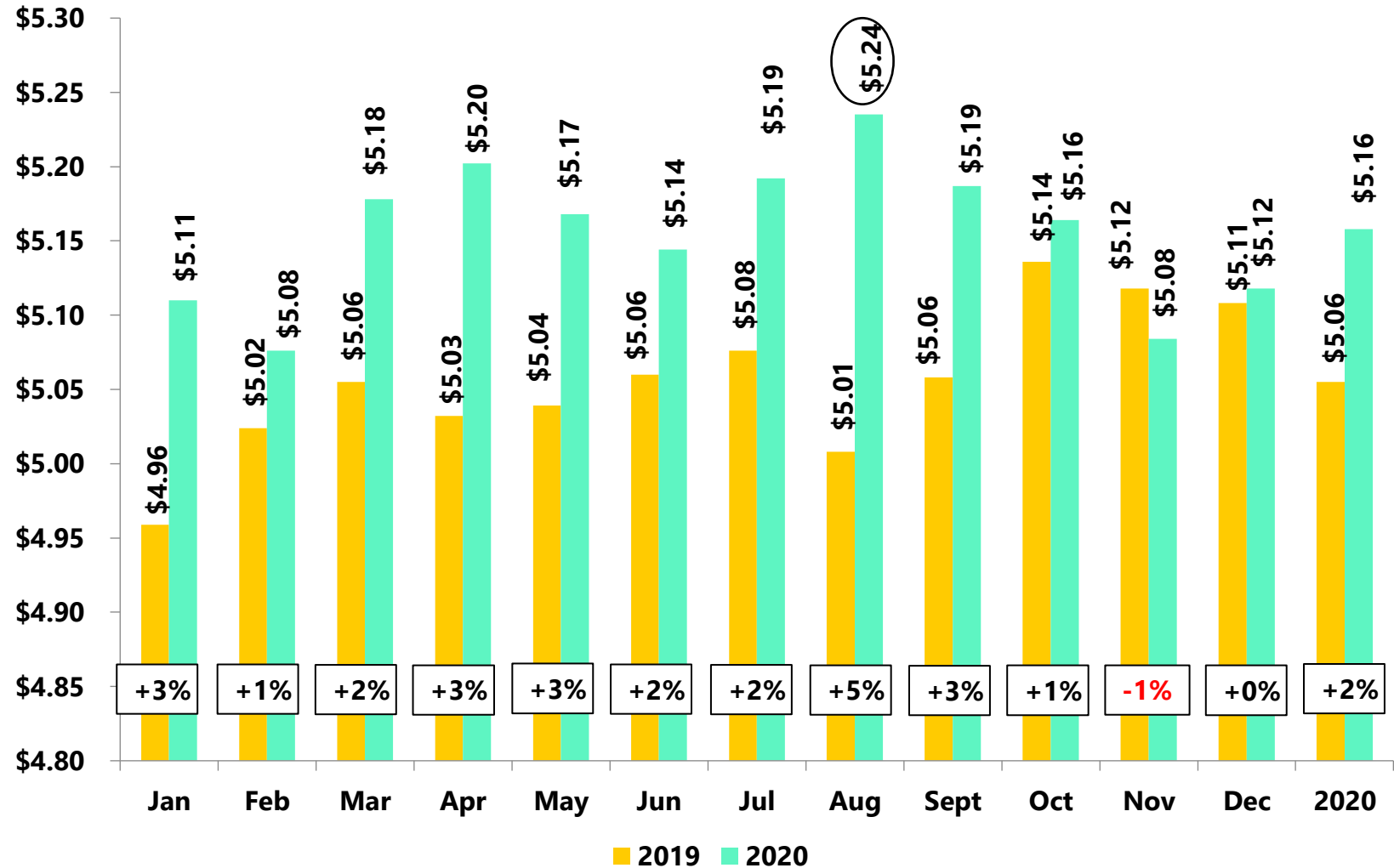
2020 AVG UNIT PRICE

The average unit price in 2020 was \$5.16.

The lowest average unit price was in February and November at \$5.08.

The highest average unit price was in August at \$5.24.

Monthly Average Unit Price Fresh Cut



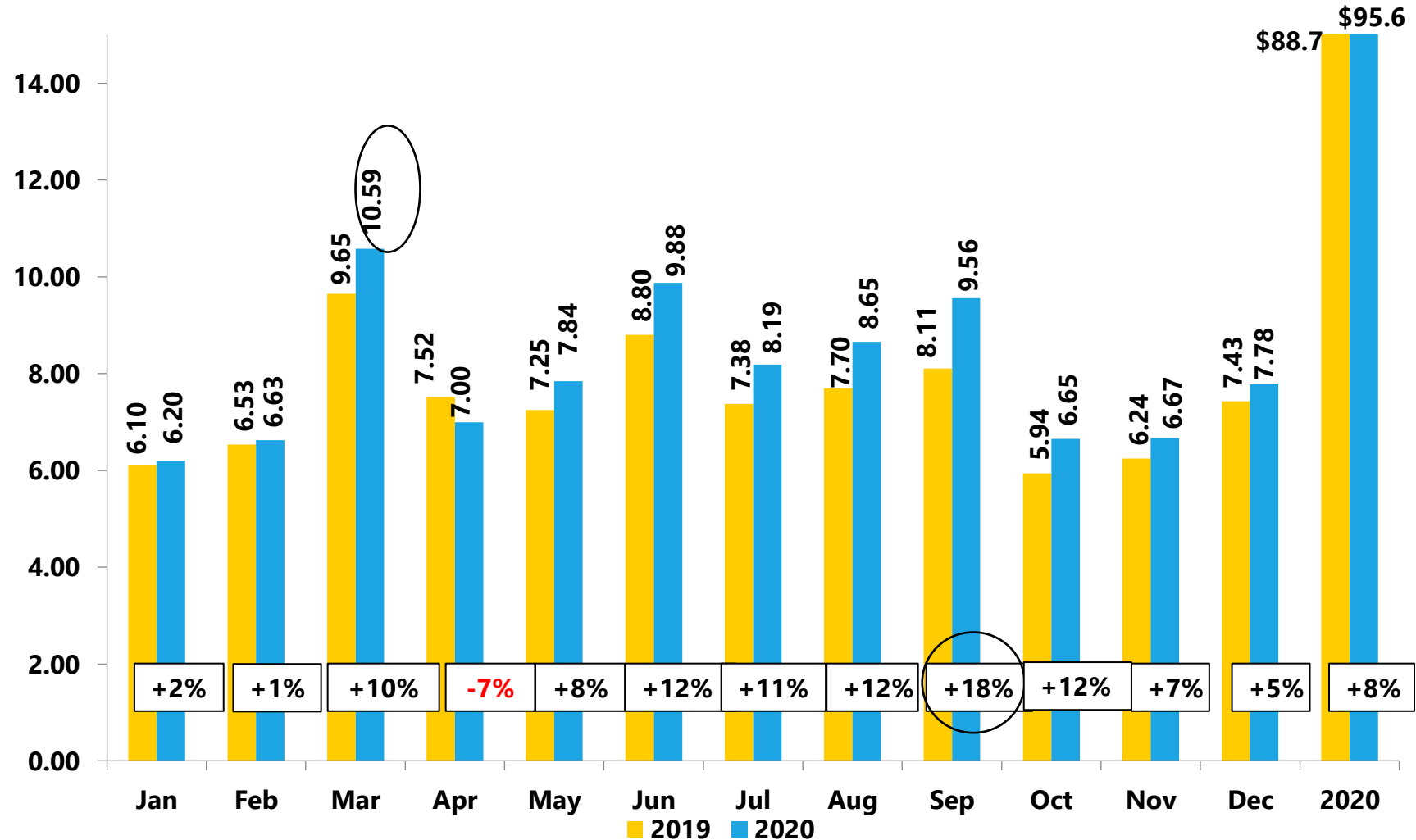
2020
DOLLARS

Total Dollar (MM) Fresh Cut

Year end total dollars were up 8% at \$95.6MM

September (+18%) had the largest increase in dollars.

March had most total dollars with \$10.6MM.

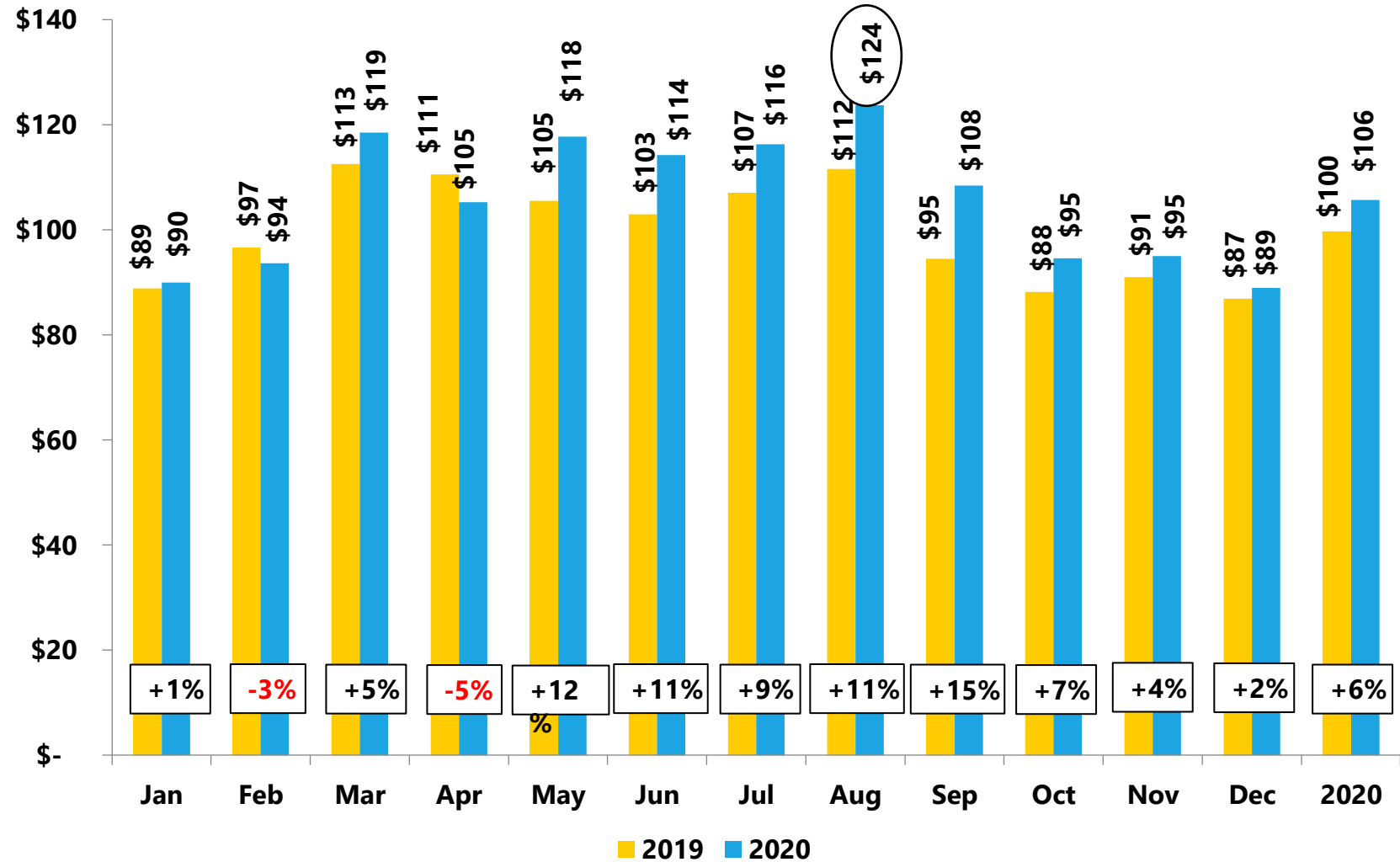


2020
DOLLARS

Monthly Dollar Velocity Fresh Cut

**2020 dollar velocity was up
+6% at \$106.**

August had the highest dollar
velocity with \$124/store/week.



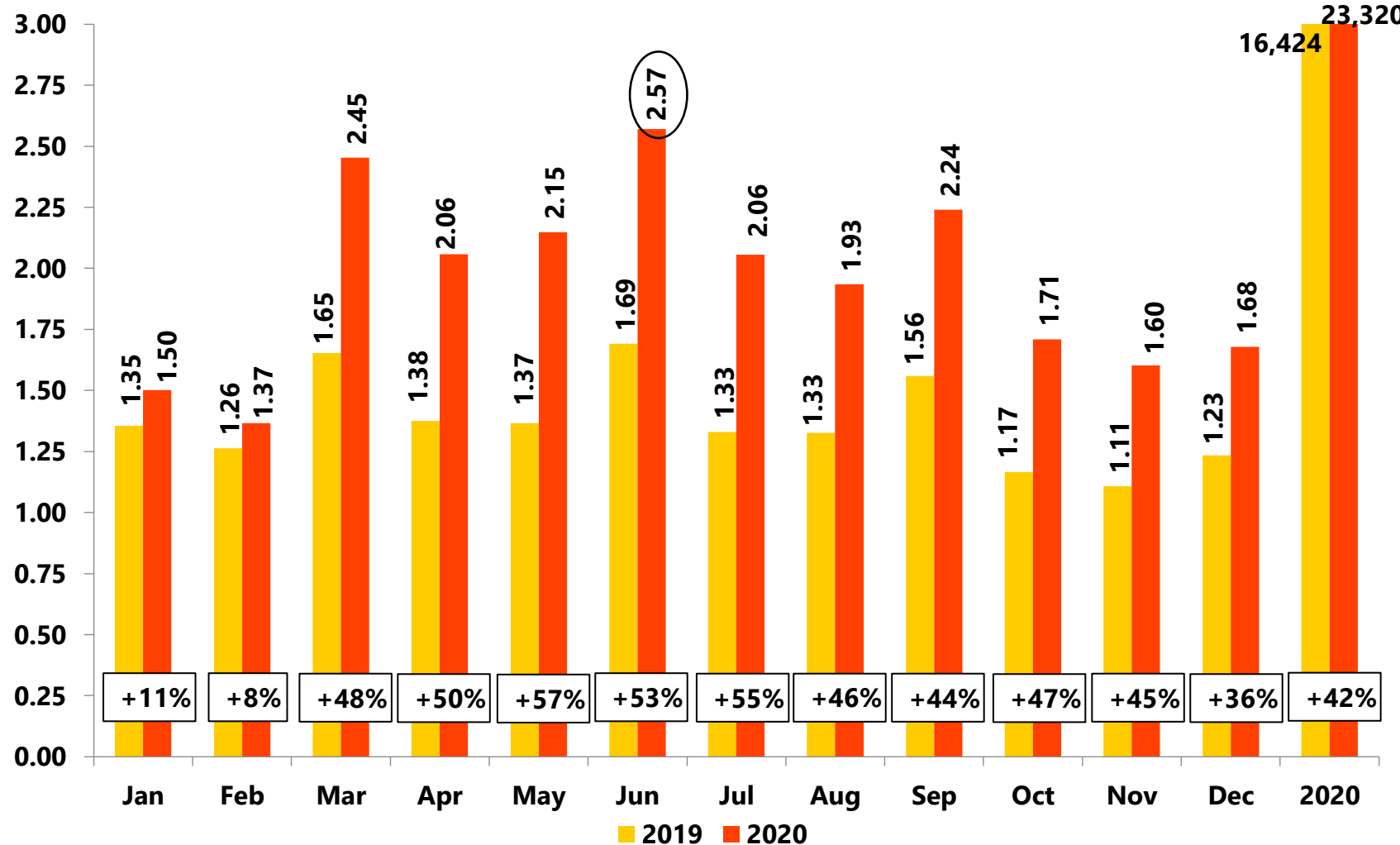
2020 VOLUME

2020 total volume was up 42% at 23,319,941.

There were five consecutive months (April-July) with >50% YOY volume growth.

June had most total volume at 2.6MM.

Monthly Volume (MM) Frozen

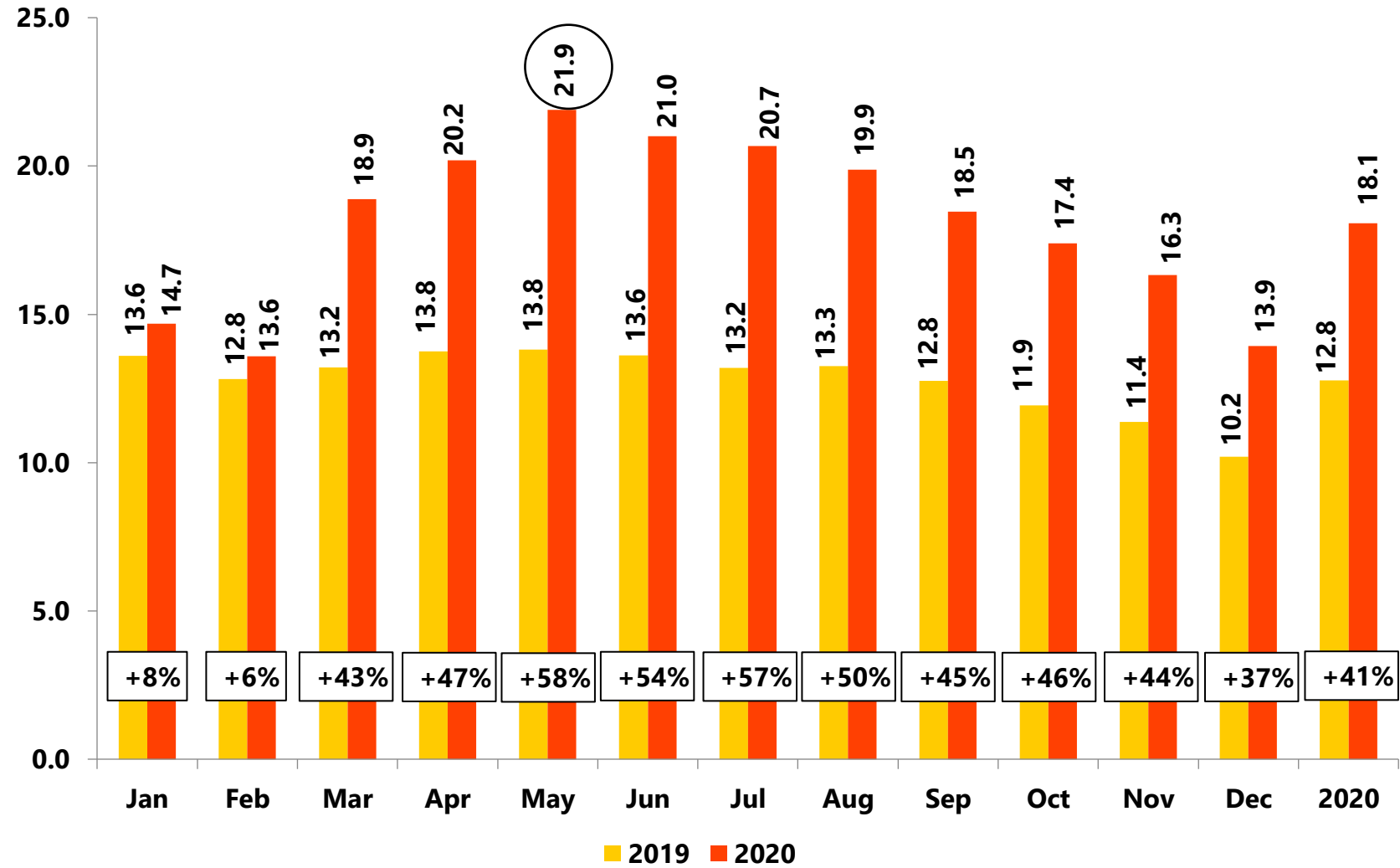


2020
VOLUME

Monthly Volume Velocity Frozen

Year end volume velocity was up +41% at 18/store/week.

May had the highest volume velocity with 22/store/week.



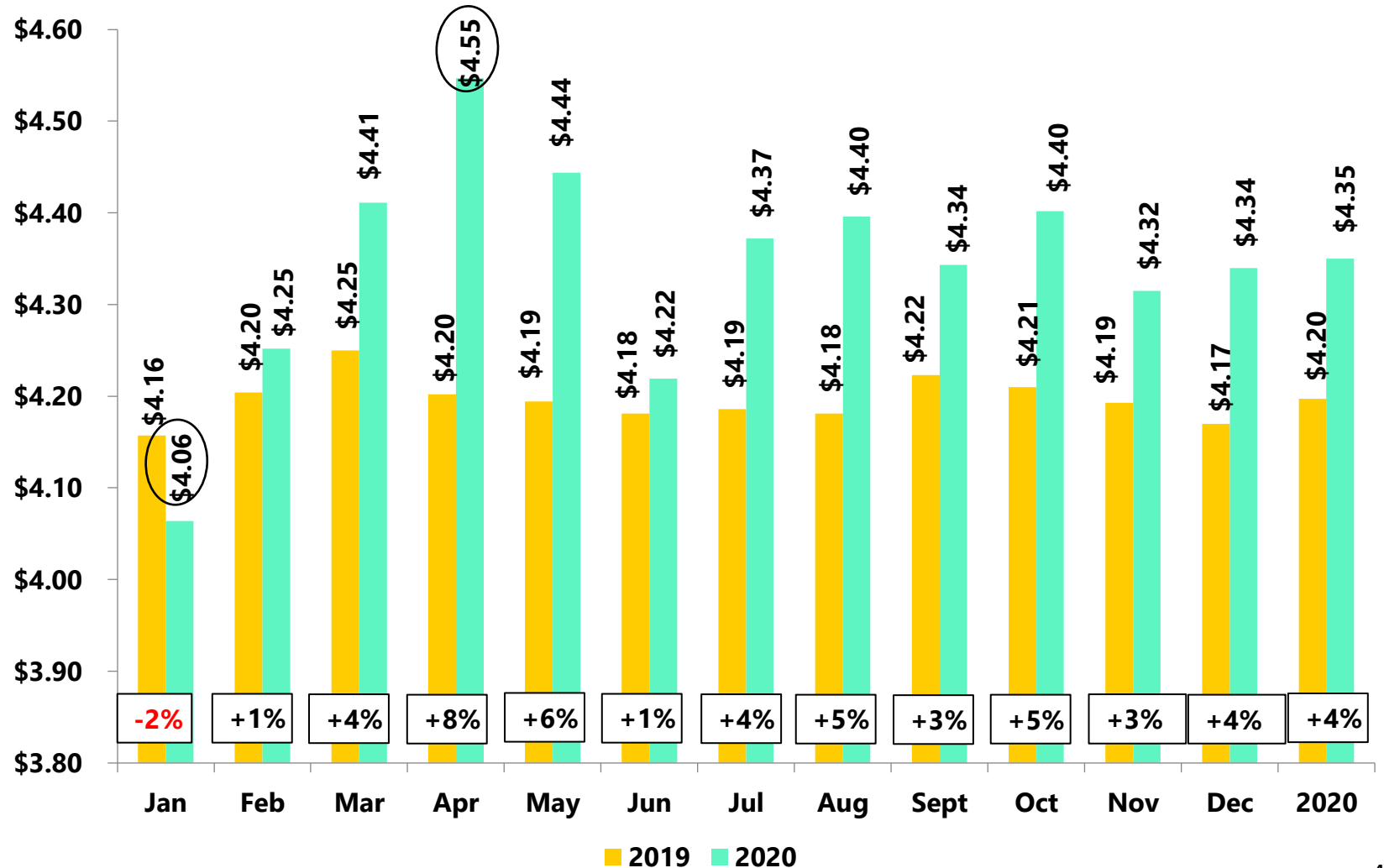
2020 AVG UNIT PRICE

The average unit price in 2020 was \$4.35.

The lowest average unit price was in January at \$4.06.

The highest average unit price was in April at \$4.55.

Monthly Average Unit Price Frozen



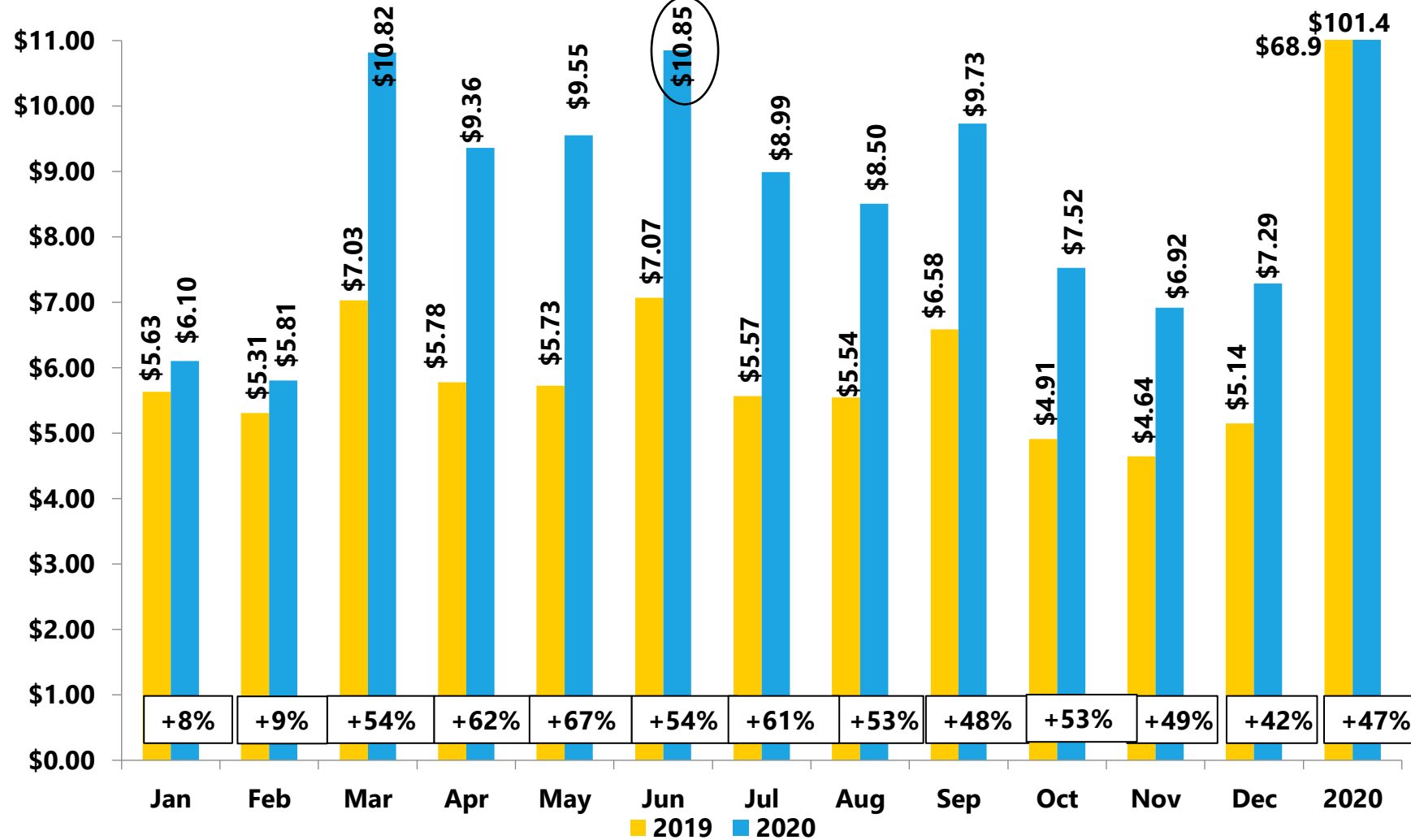
2020
DOLLARS

Total Dollar (MM) Frozen

Year end total dollars were up 47% at \$101,433,004.

May (+67%) had the largest increase in dollars.

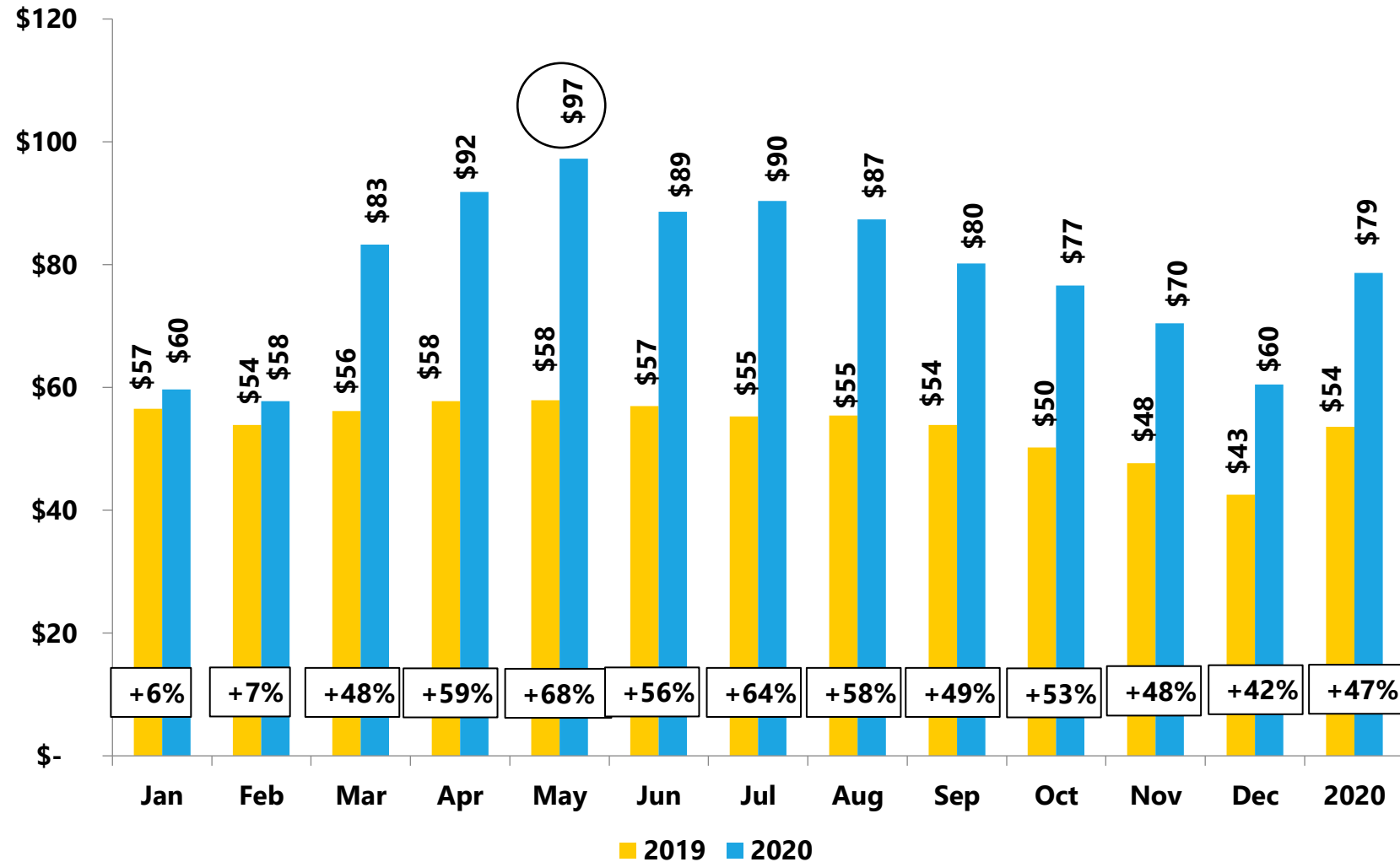
June had most total dollars with \$10.8MM.



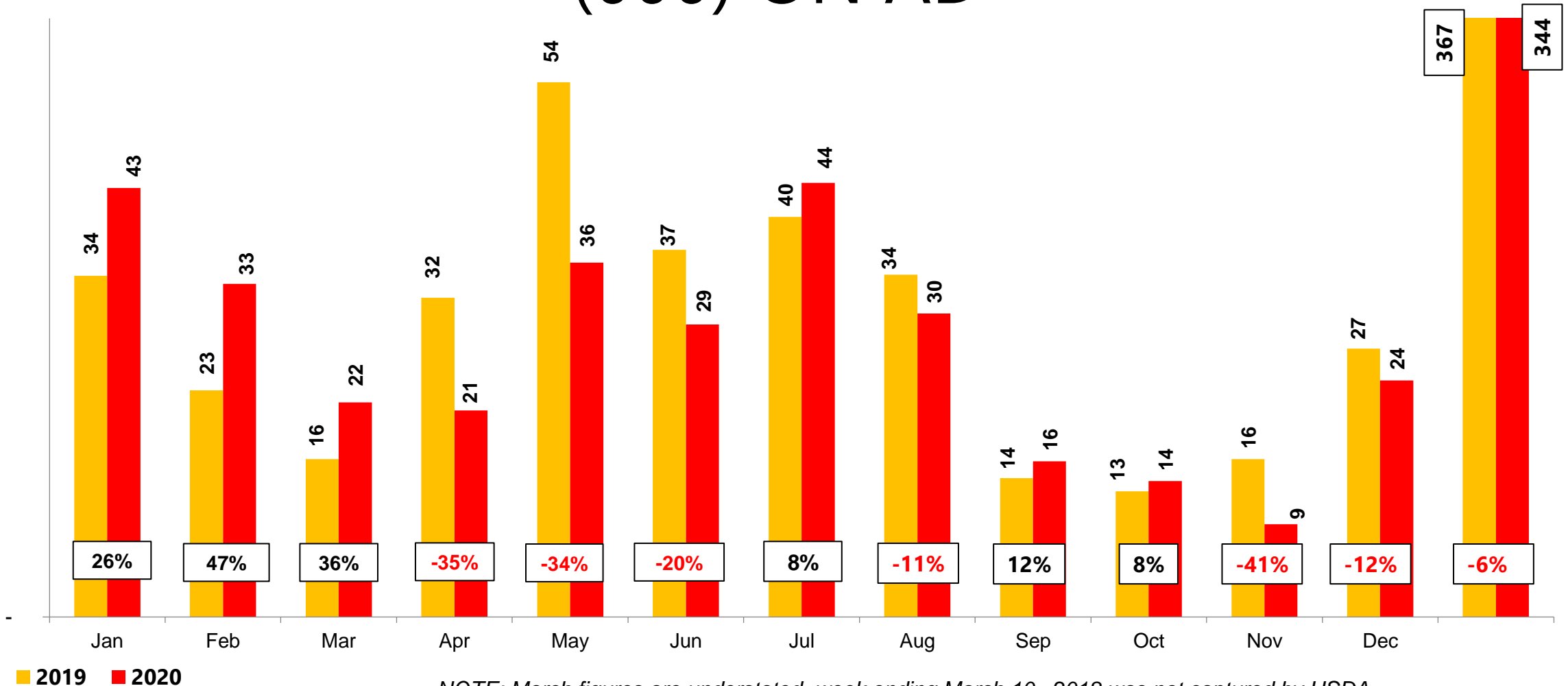
Monthly Dollar Velocity Frozen

2020 dollar velocity was up +47% at \$79.

May had the highest dollar velocity with \$97/store/week, up 68%.



2020 NUMBER OF STORES (000) ON AD



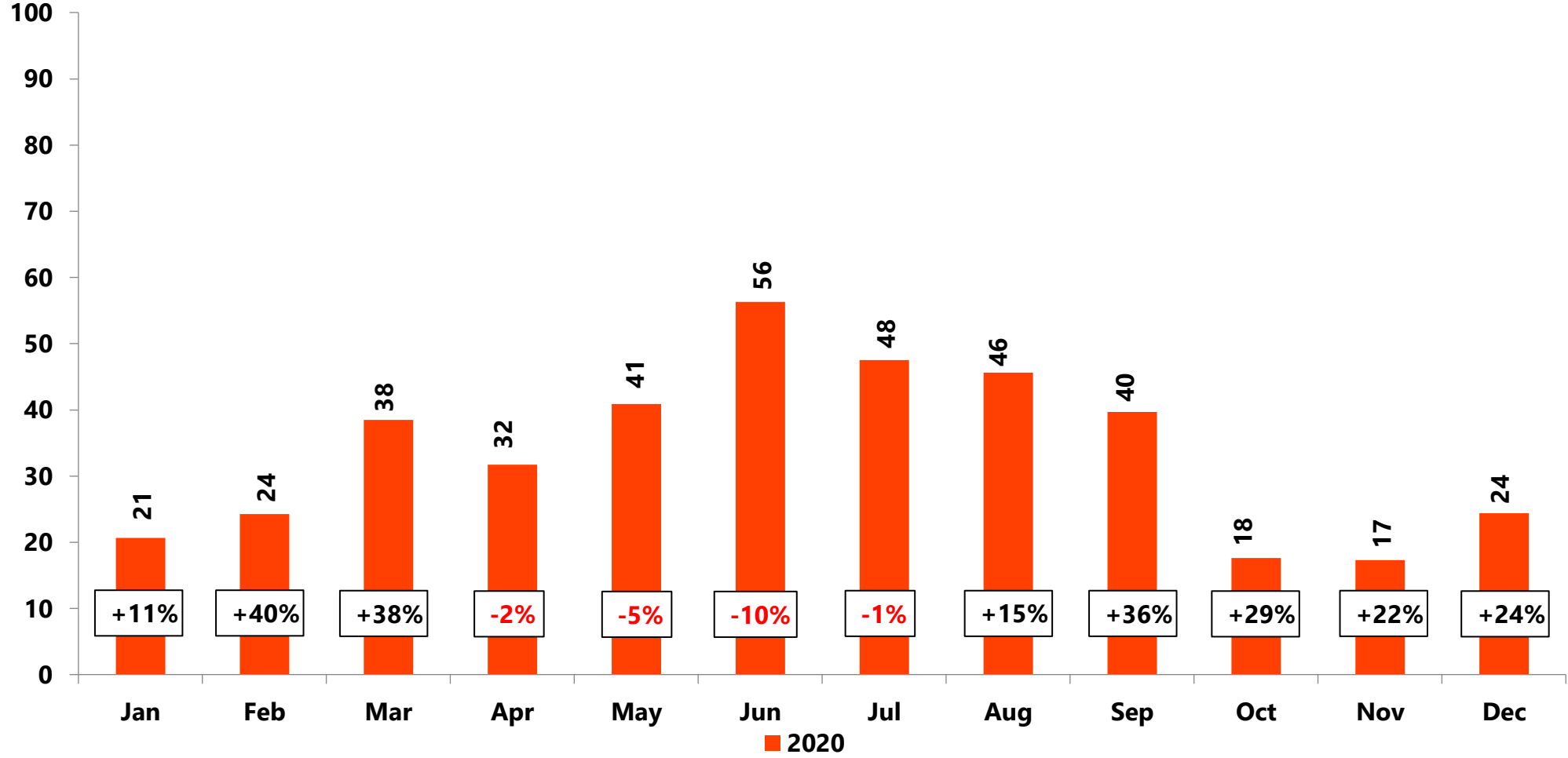
NOTE: March figures are understated, week ending March 10, 2018 was not captured by USDA. Same week in 2019 was pulled for this report for equity in comparison.

REGIONAL DATA



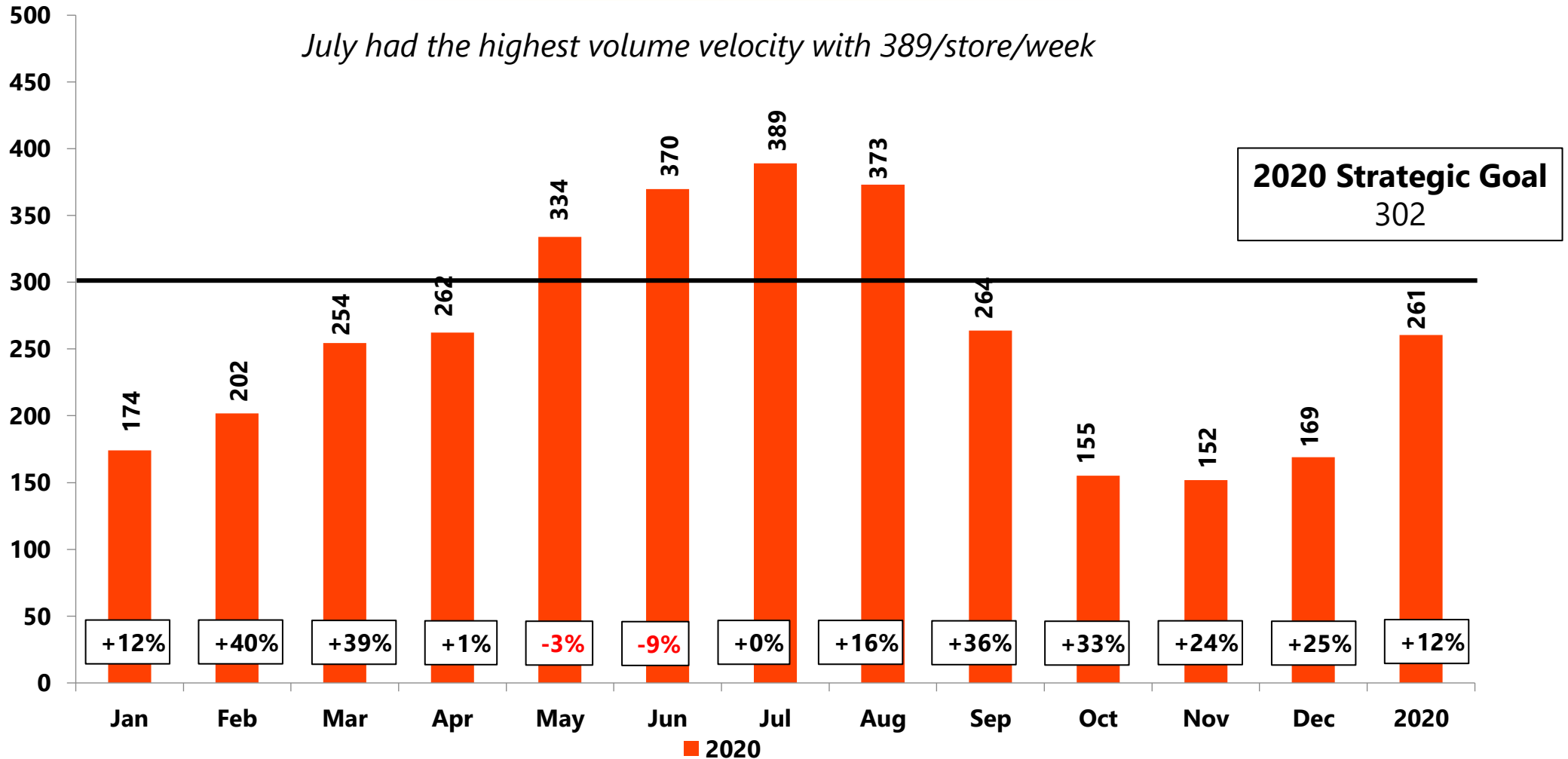
2020

MONTHLY MANGO VOLUME (MILLIONS)



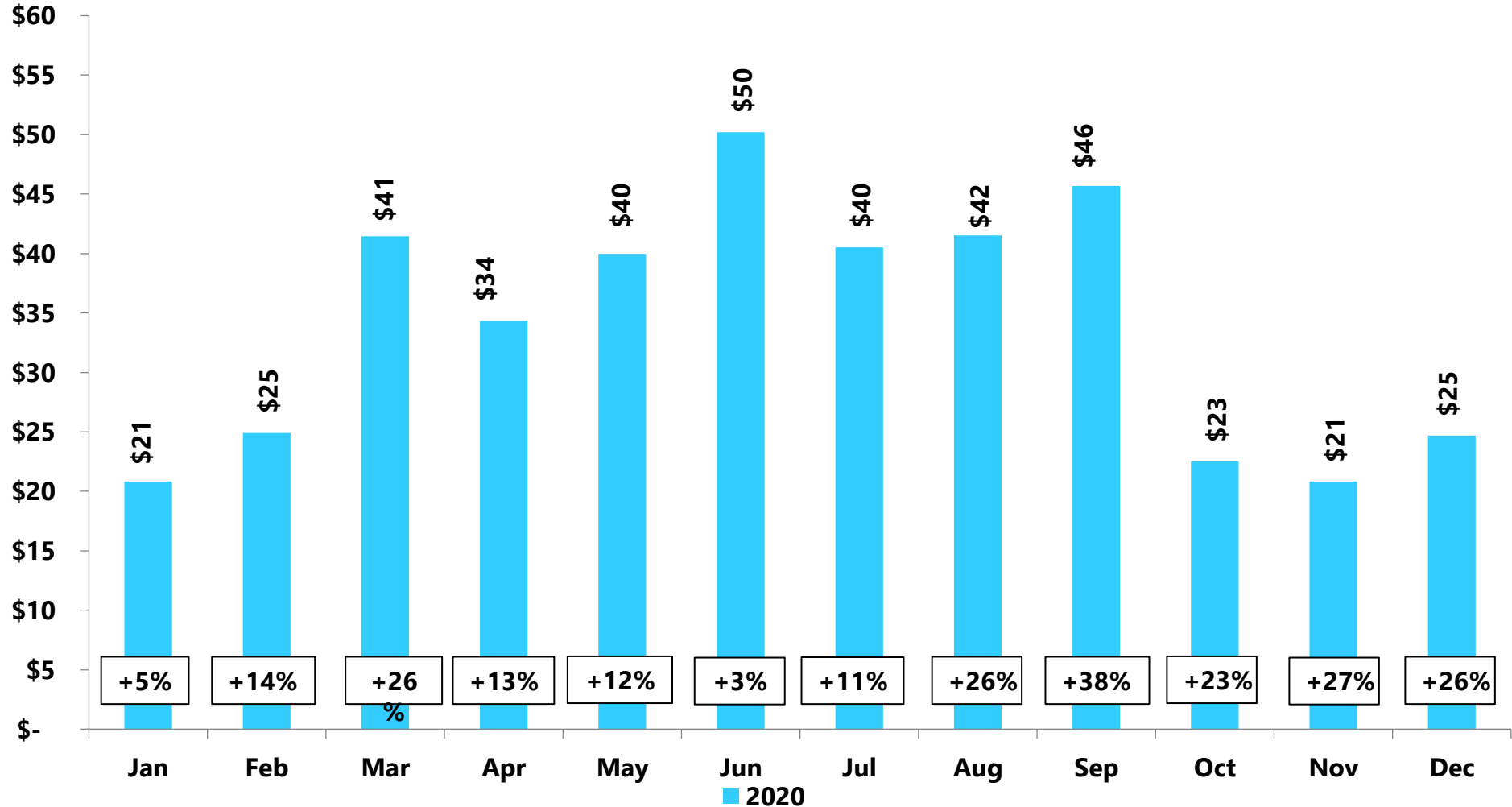
Sources: Nielsen Answers on Demand® - YE 2020 vs YE 2019 (52 weeks ending 12/26/20 vs 12/28/19); Total US xAOC

MONTHLY MANGO VELOCITY (VOLUME/STORE/WEEK)



Sources: Nielsen Answers on Demand® - YE 2020 vs YE 2019 (52 weeks ending 12/26/20 vs 12/28/19); Total US xAOC

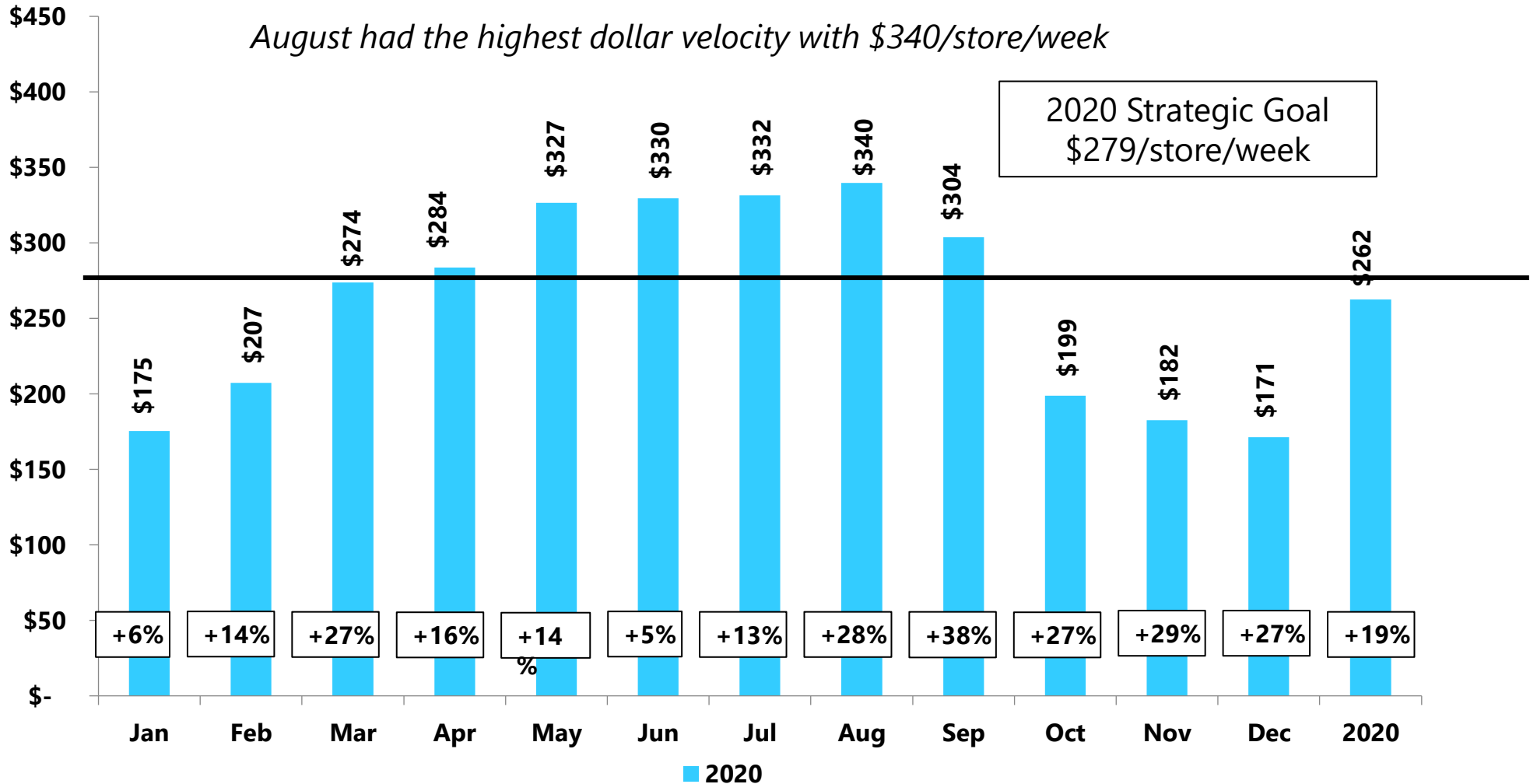
MONTHLY MANGO DOLLARS (MILLIONS)



Sources: Nielsen Answers on Demand® - YE 2020 vs YE 2019 (52 weeks ending 12/26/20 vs 12/28/19); Total US xAOC

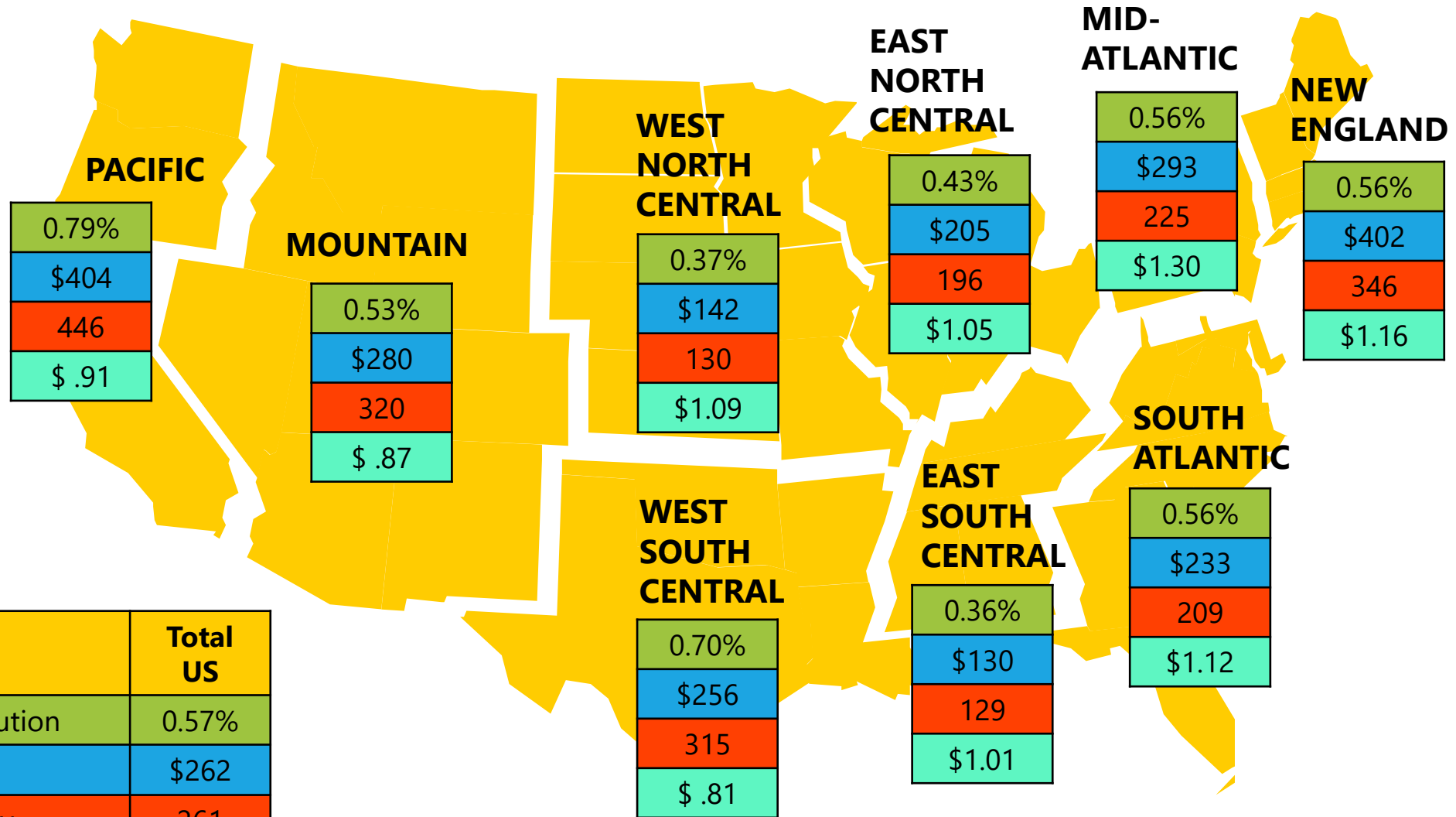


MONTHLY MANGO SALES VELOCITY (DOLLARS/STORE/WEEK)



Sources: Nielsen Answers on Demand® - YE 2020 vs YE 2019 (52 weeks ending 12/26/20 vs 12/28/19); Total US xAOC

2020 Performance By Region



Legend	Total US
Dollars Contribution	0.57%
Dollar Velocity	\$262
Volume Velocity	261
Average Retail Price	\$1.01

REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

PACIFIC

California

Washington

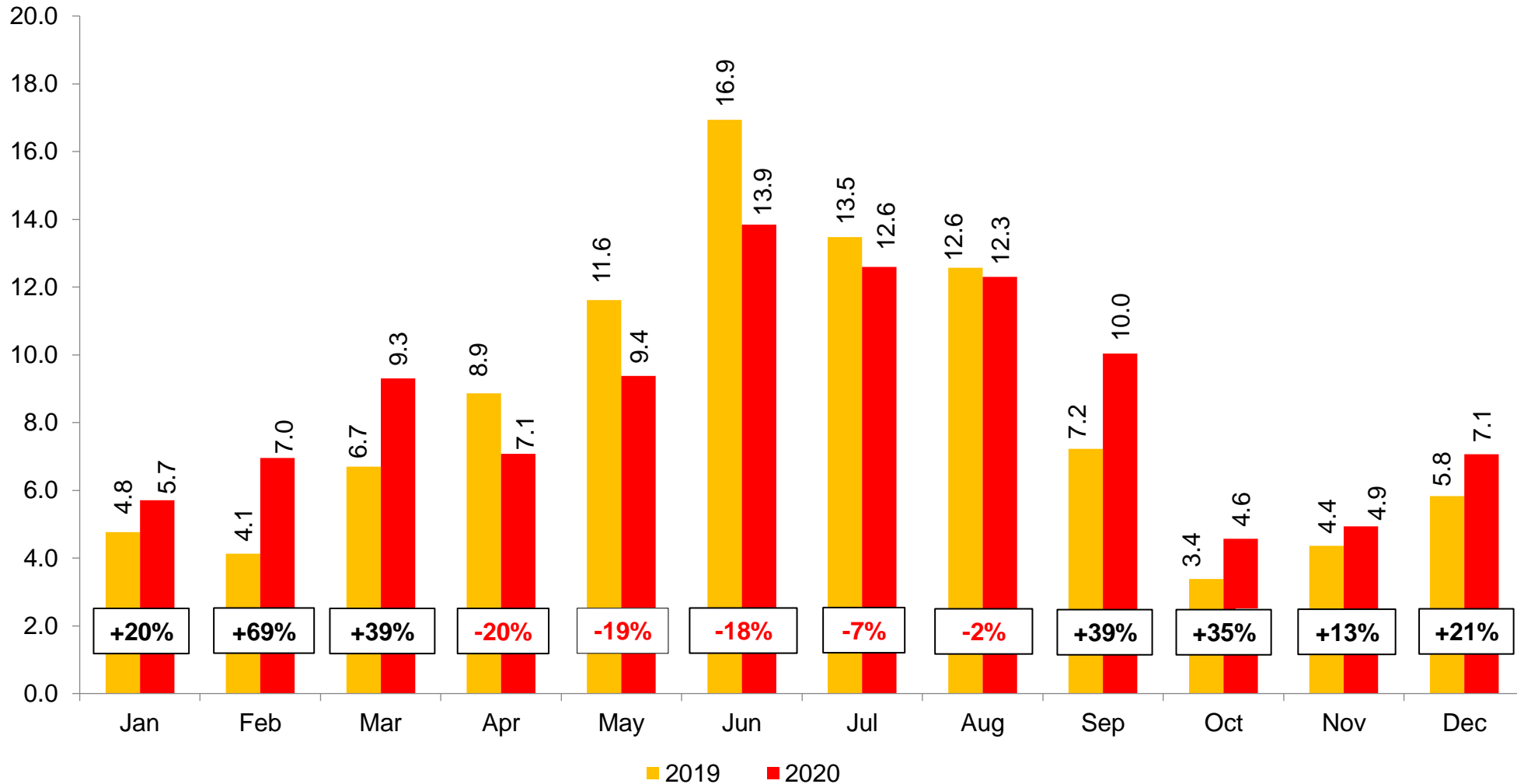
Oregon



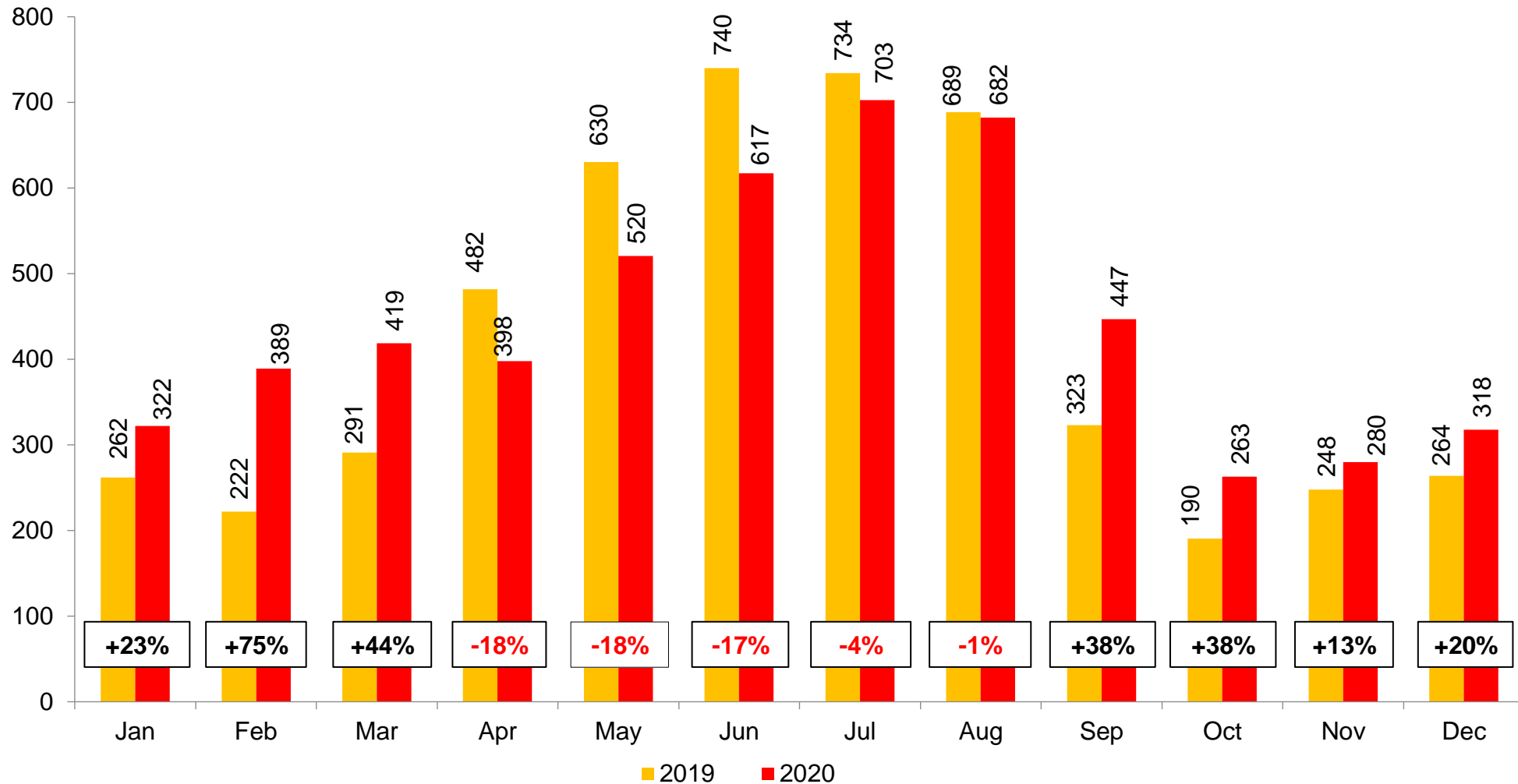
Legend	Pac
Dollars Contribution	0.79%
Dollars per Store/Week	\$404
Volume per Store/Week	446
Average Retail Price	\$0.91

Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

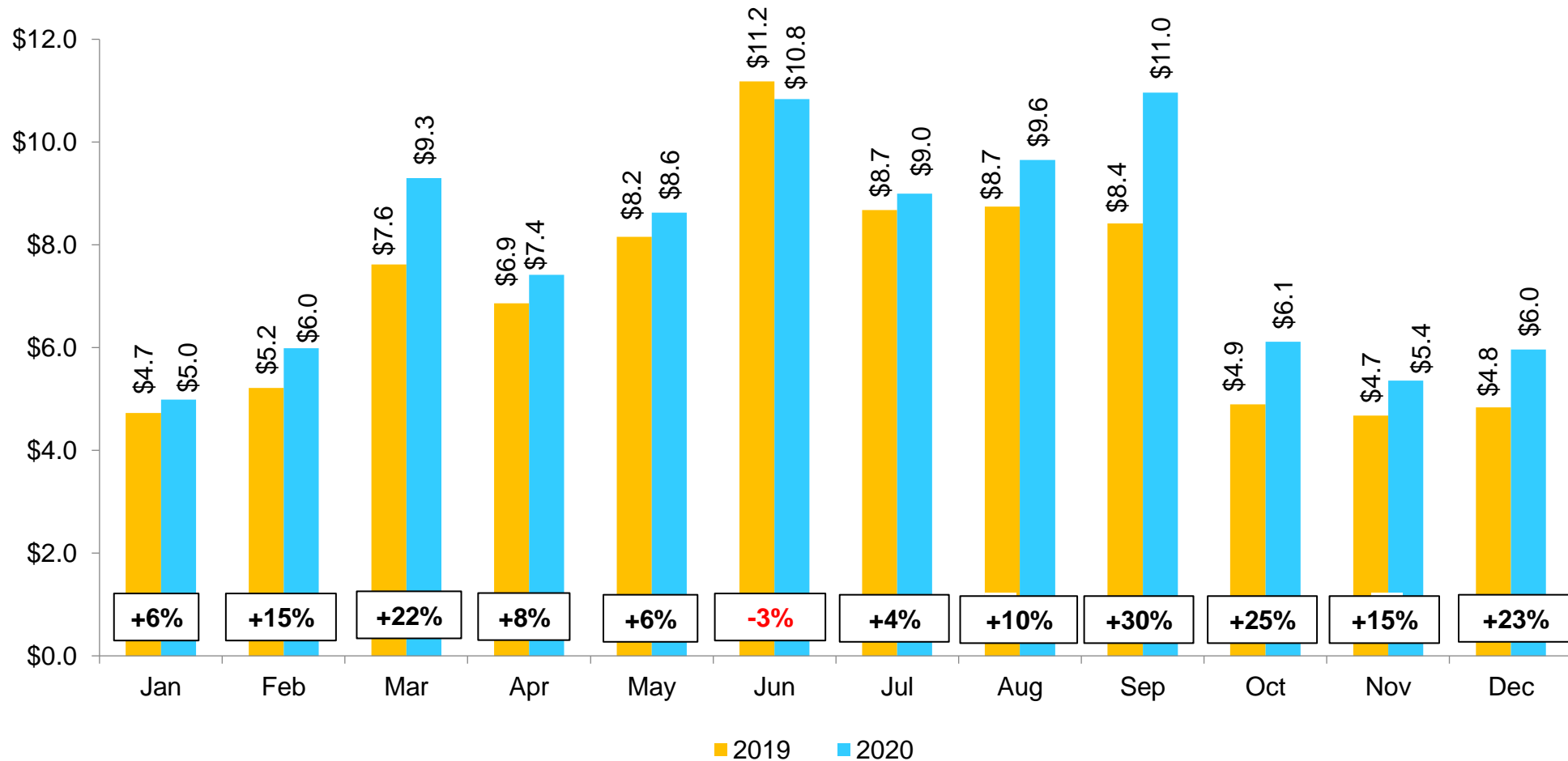
PACIFIC MONTHLY MANGO VOLUME (MILLIONS)



PACIFIC MONTHLY MANGO (VOLUME/STORE/WEEK)

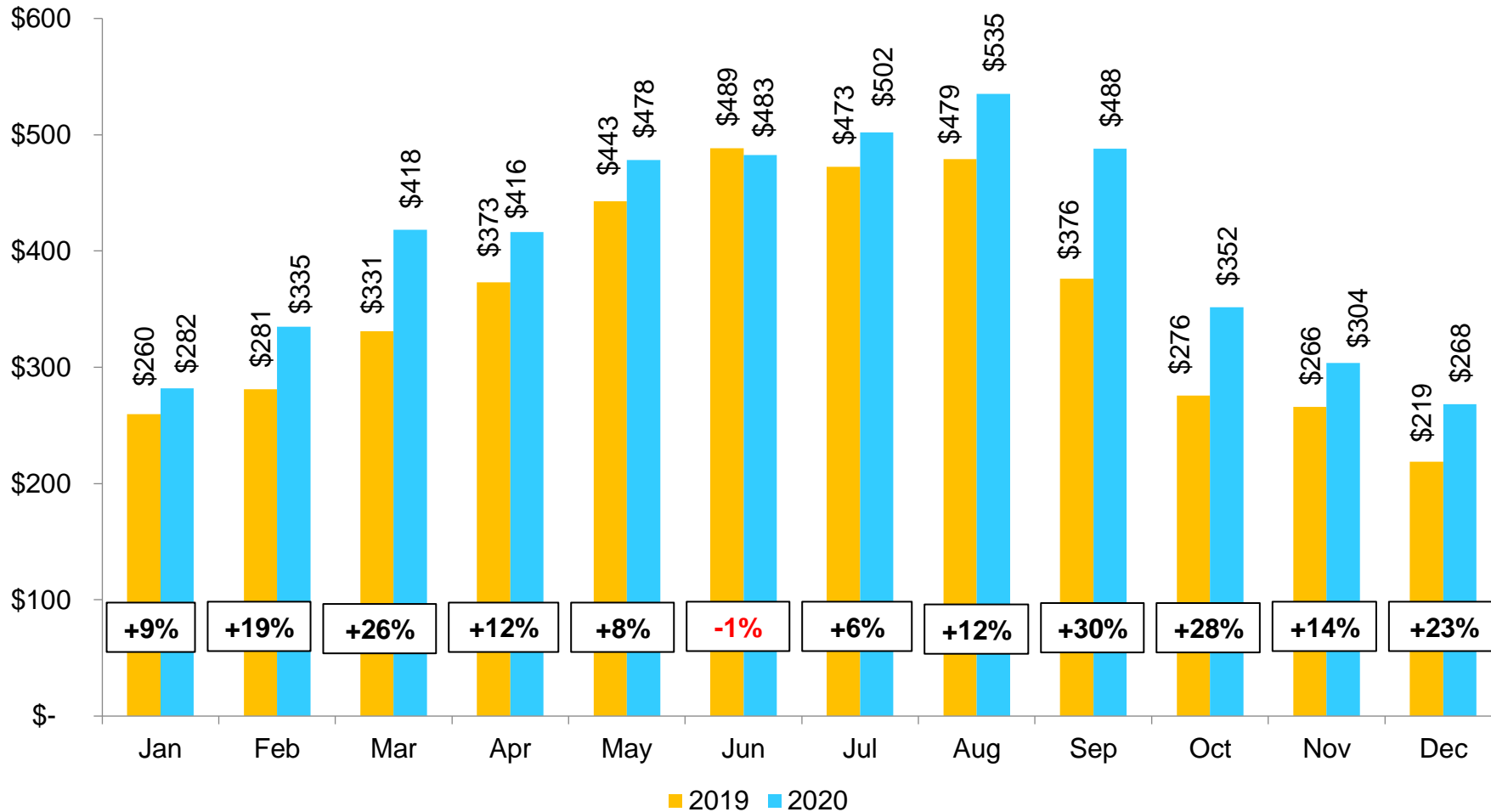


PACIFIC MONTHLY MANGO SALES (MILLIONS)



2020
SALES
VELOCITY

PACIFIC MONTHLY (DOLLARS/STORE/WEEK)



REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

MOUNTAIN

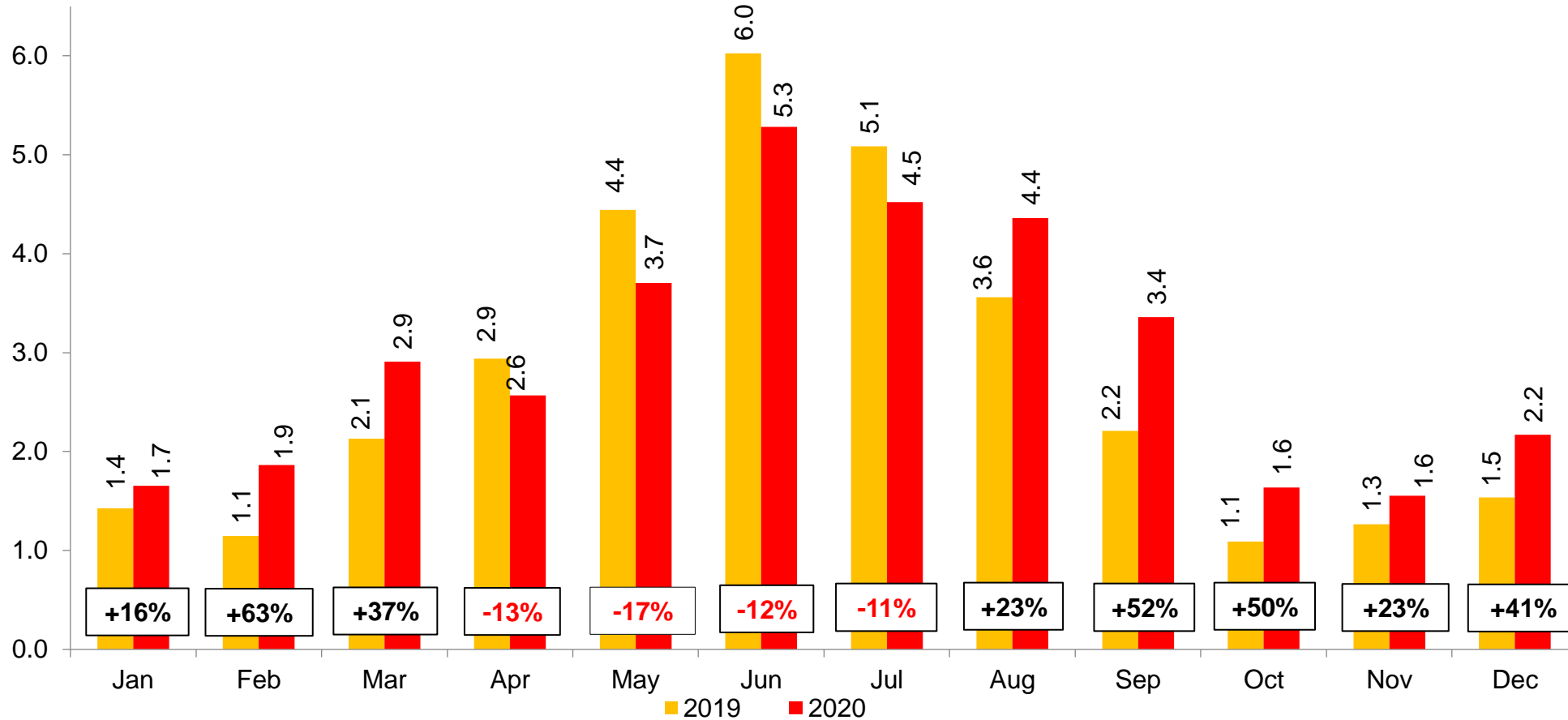
Nevada Montana
 Idaho Colorado
 Utah Wyoming
 Arizona New Mexico



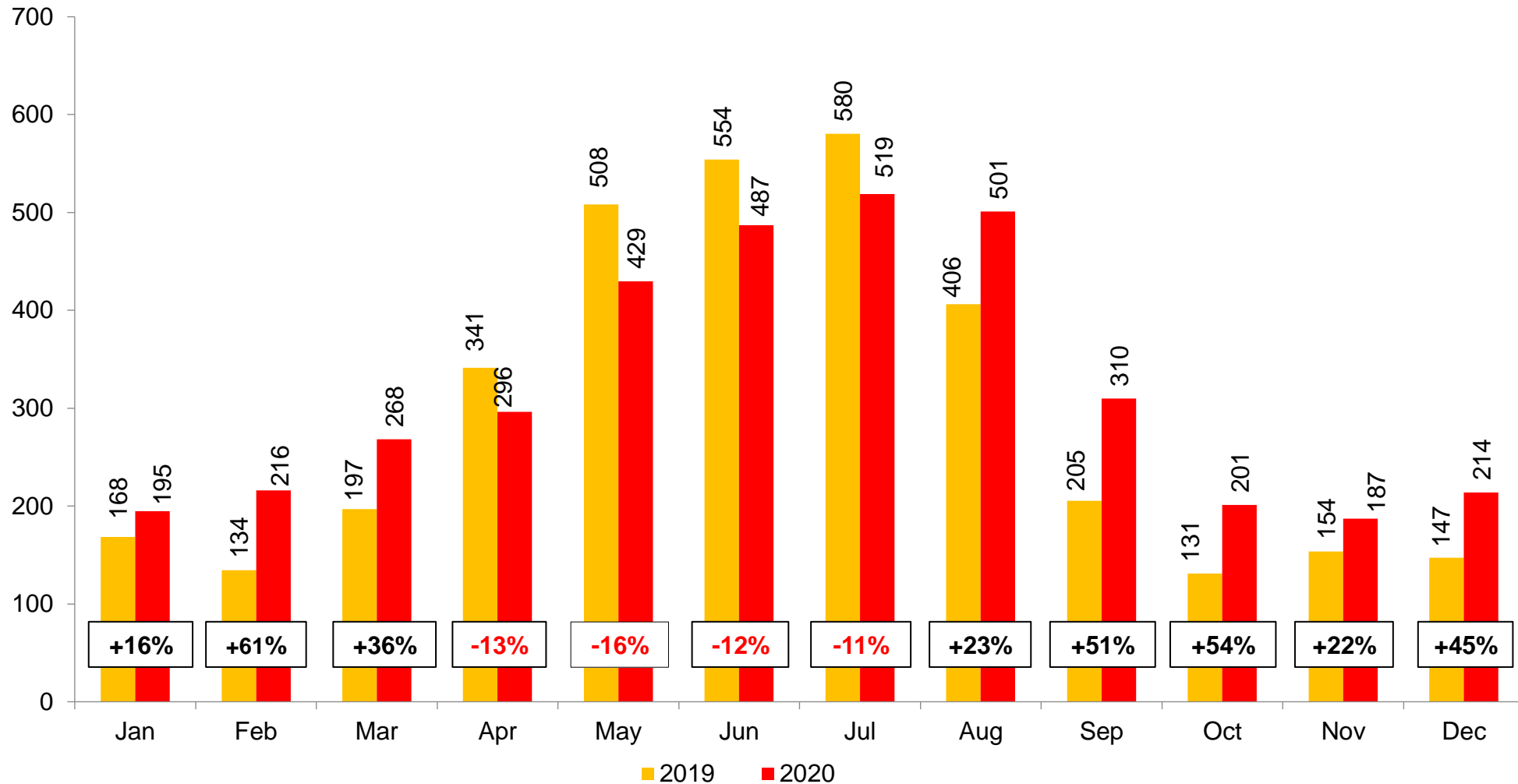
Legend	Mtn
Dollars Contribution	0.53%
Dollars per Store/Week	\$280
Volume per Store/Week	320
Average Retail Price	\$0.87

Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

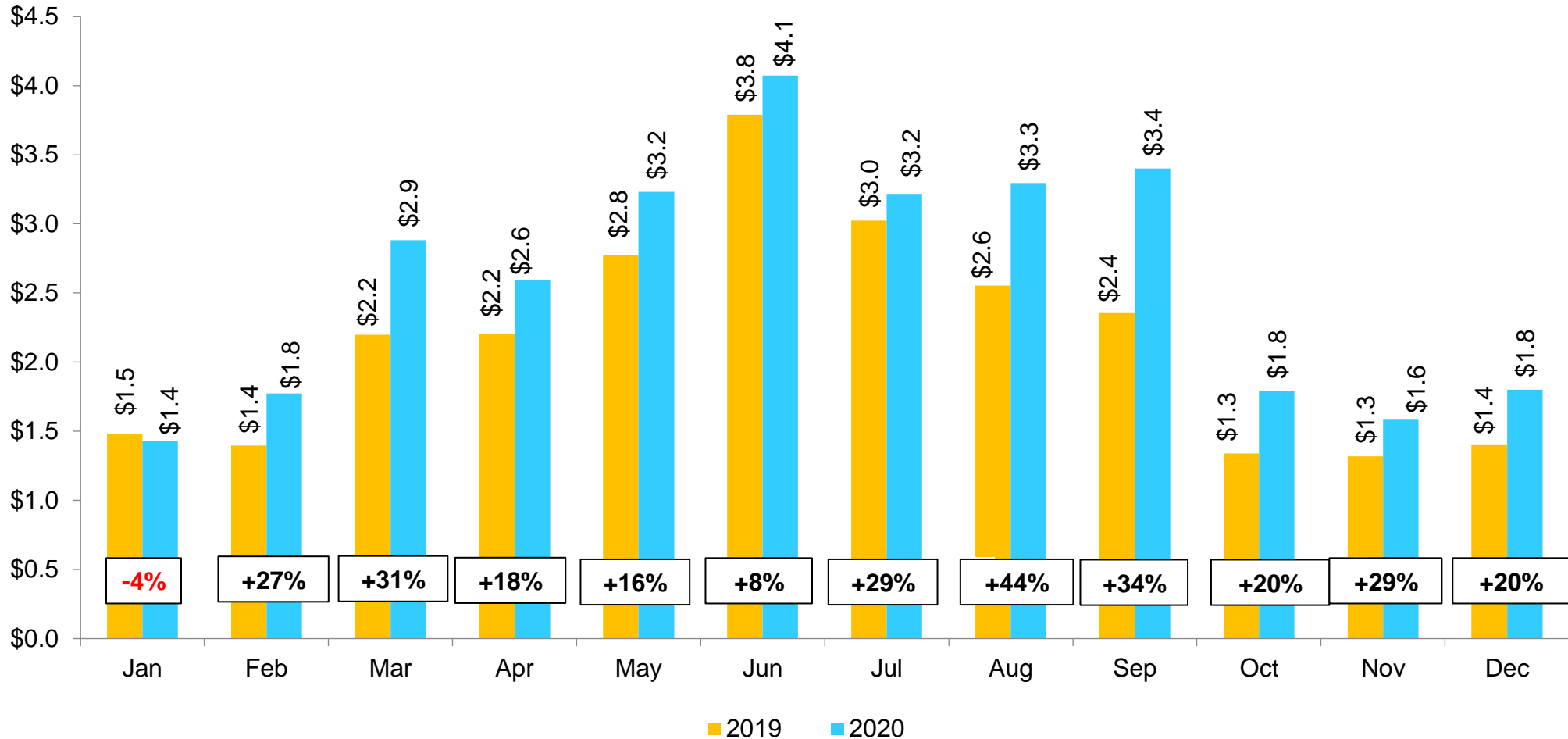
MOUNTAIN MONTHLY MANGO VOLUME (MILLIONS)



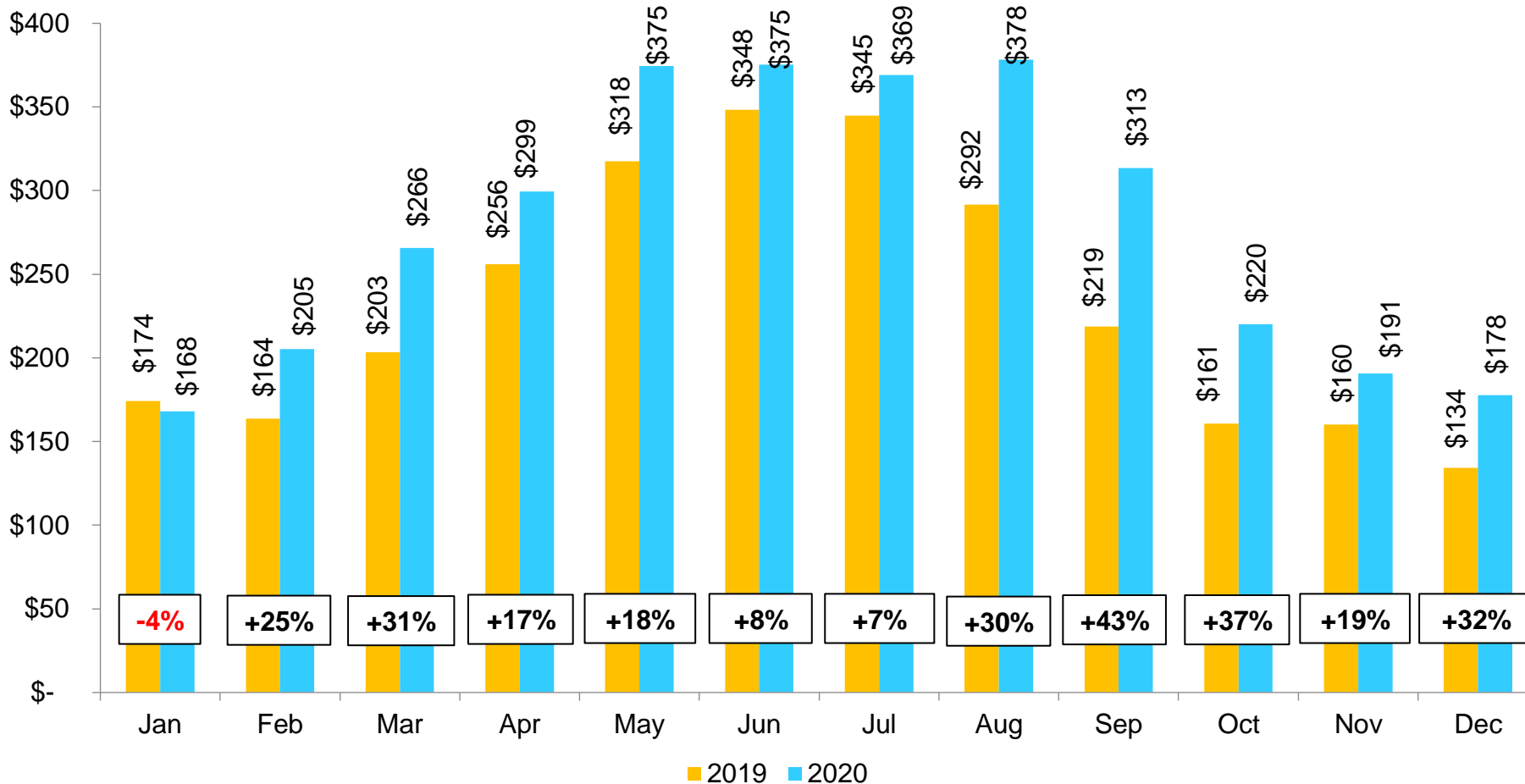
MOUNTAIN MONTHLY MANGO (VOLUME/STORE/WEEK)



MOUNTAIN MONTHLY MANGO SALES (MILLIONS)



MOUNTAIN MONTHLY (DOLLARS/STORE/WEEK)

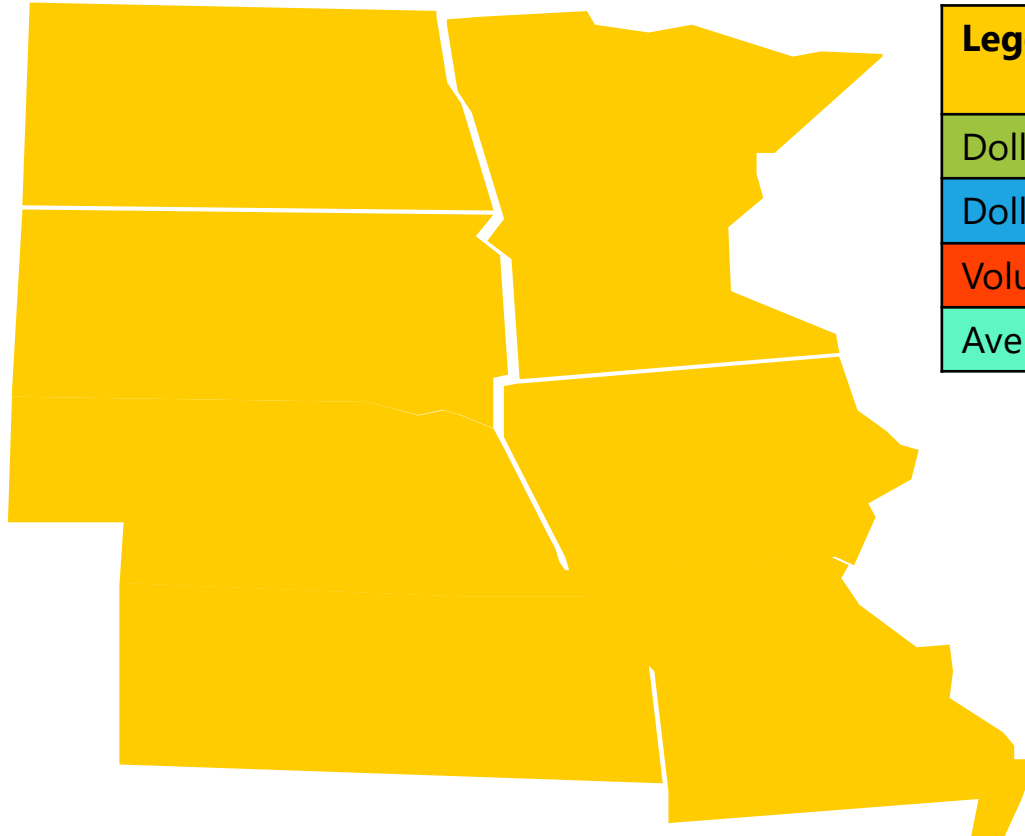


REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

WEST NORTH CENTRAL

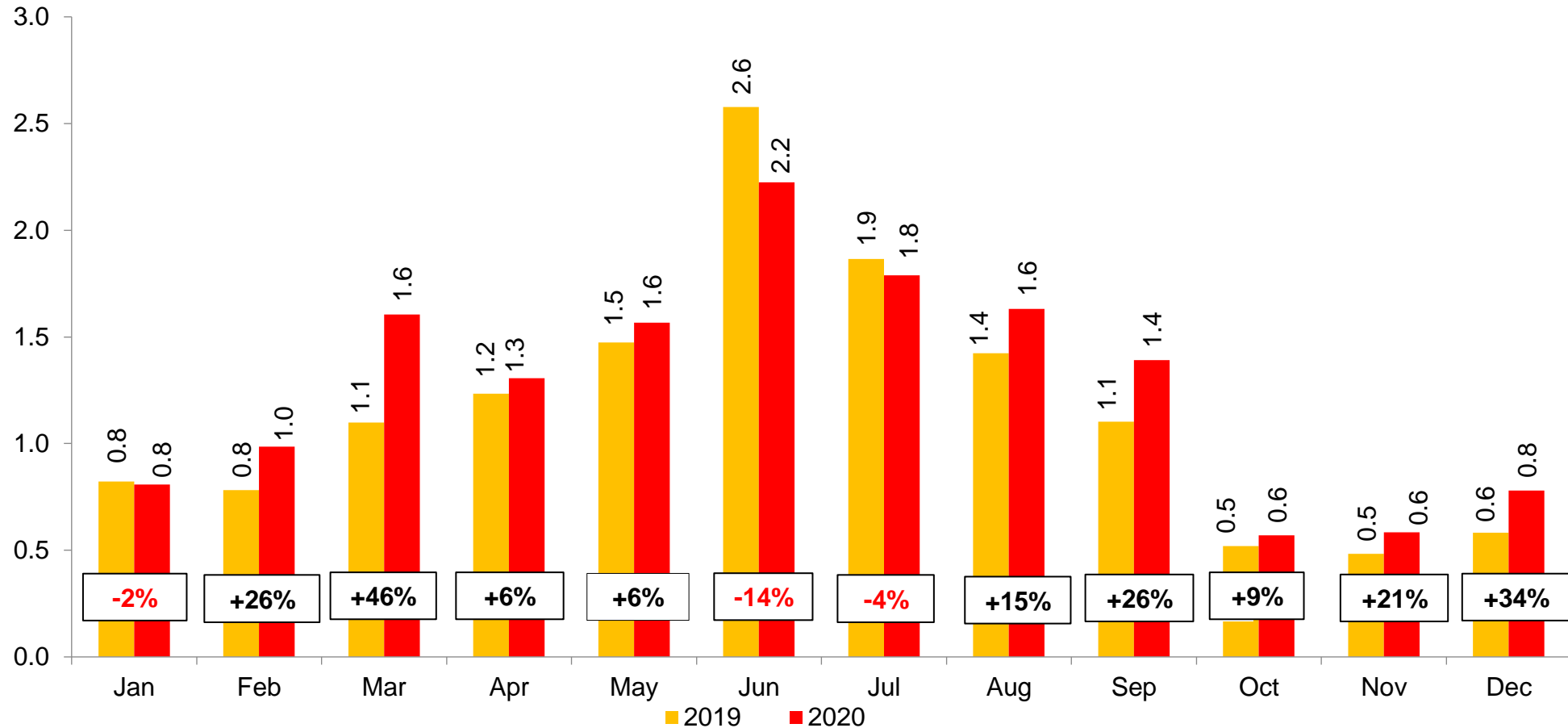
North Dakota
 South Dakota
 Nebraska Kansas
 Minnesota Iowa
 Missouri



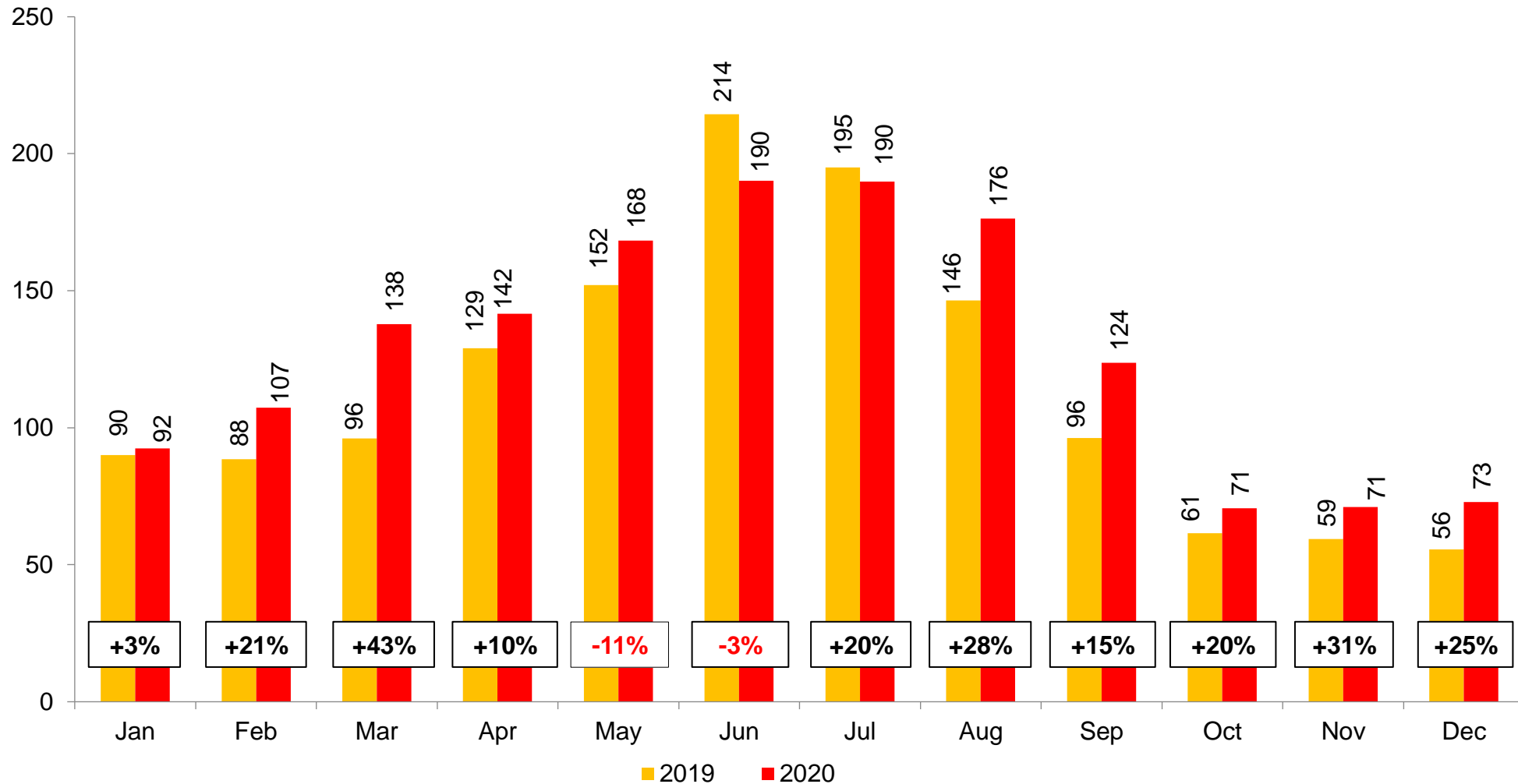
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

Legend	WNC
Dollars Contribution	0.37%
Dollars per Store/Week	\$142
Volume per Store/Week	130
Average Retail Price	\$1.09

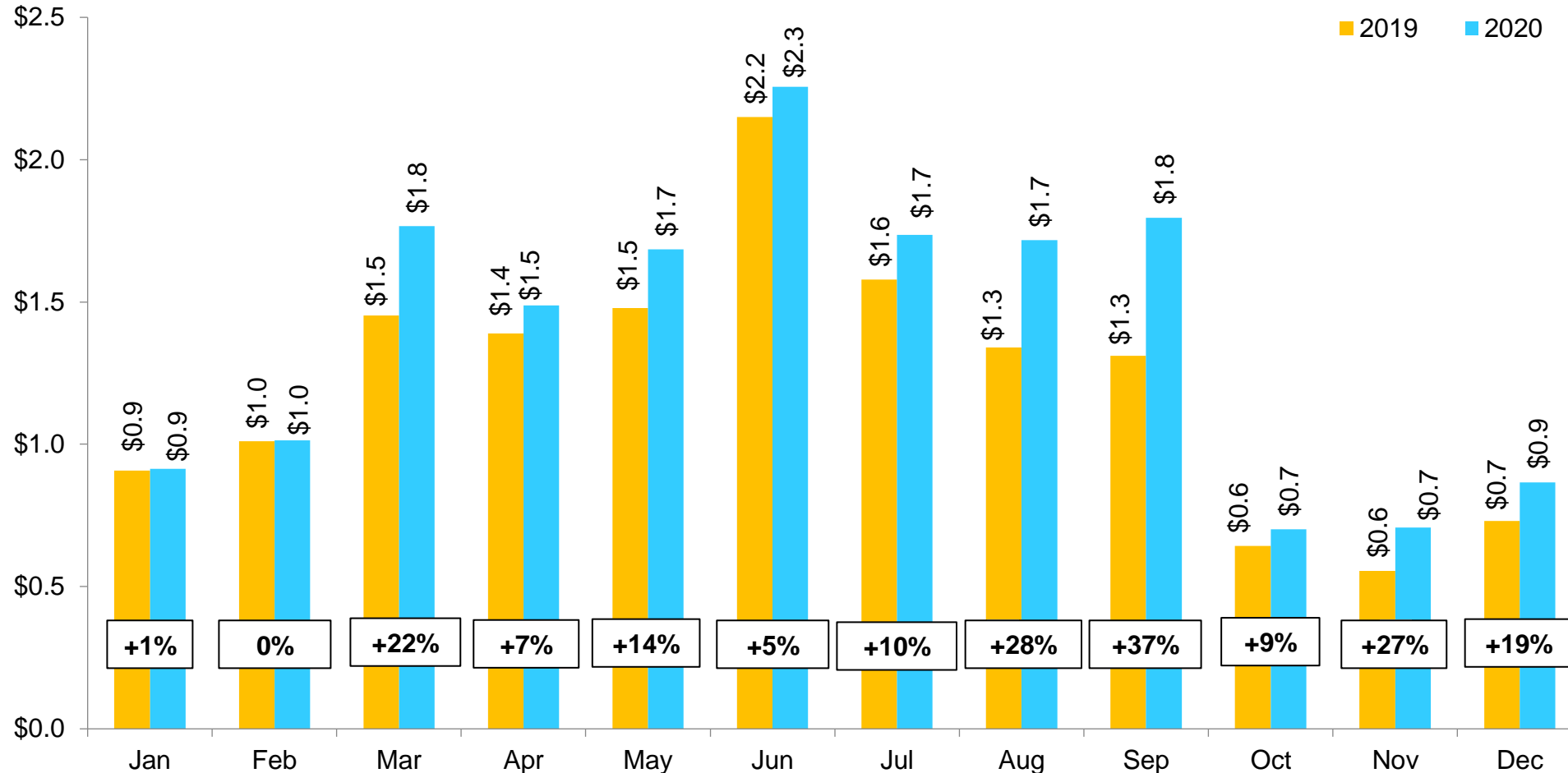
WEST NORTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



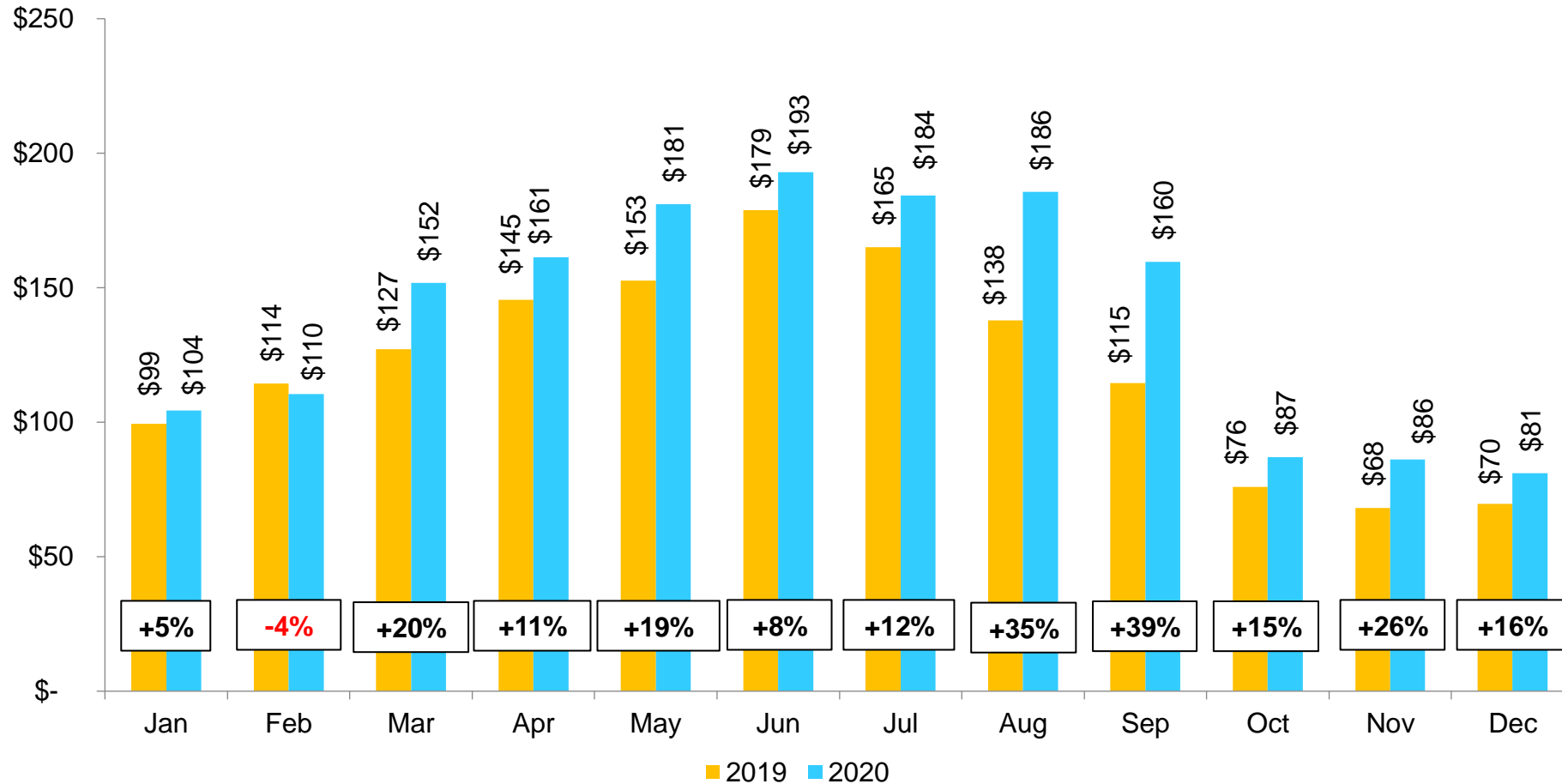
WEST NORTH CENTRAL MONTHLY MANGO (VOLUME/STORE/WEEK)



WEST NORTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



WEST NORTH CENTRAL MONTHLY (DOLLARS/STORE/WEEK)

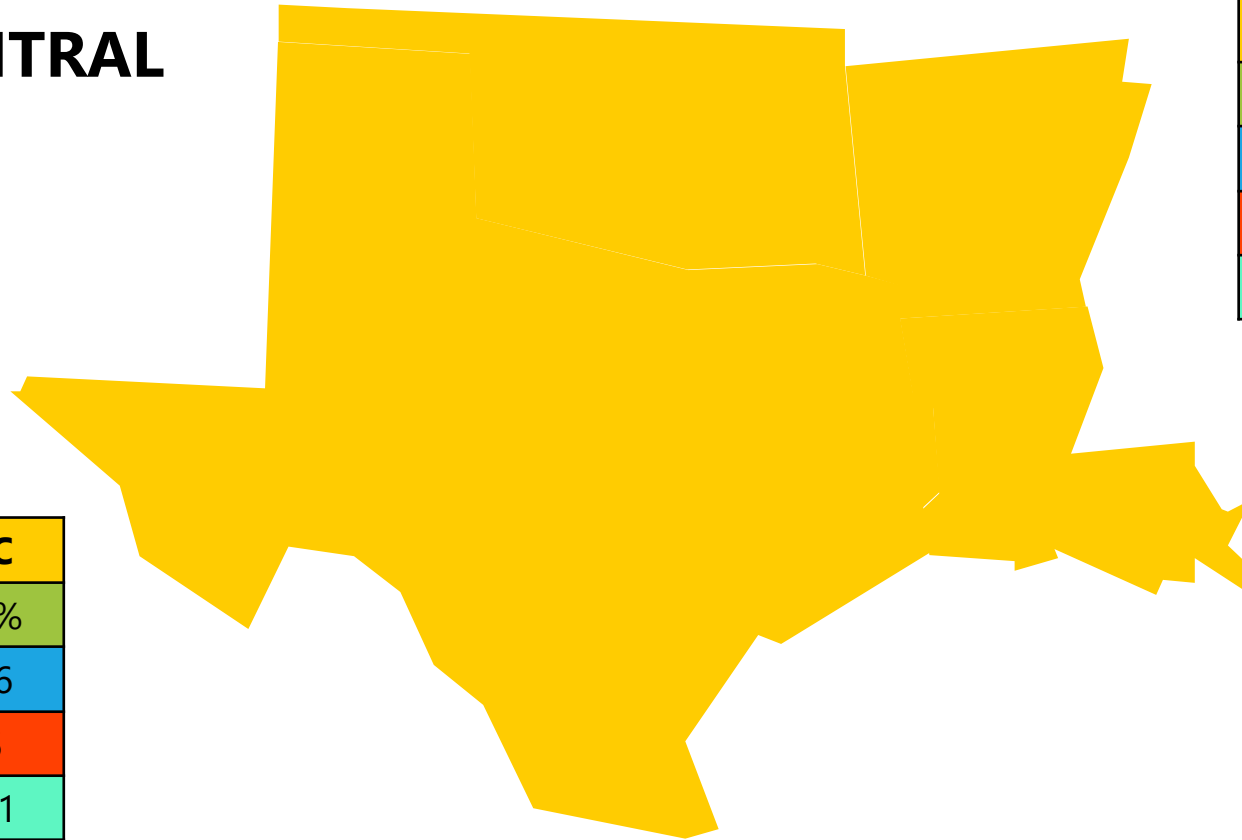


REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

WEST SOUTH CENTRAL

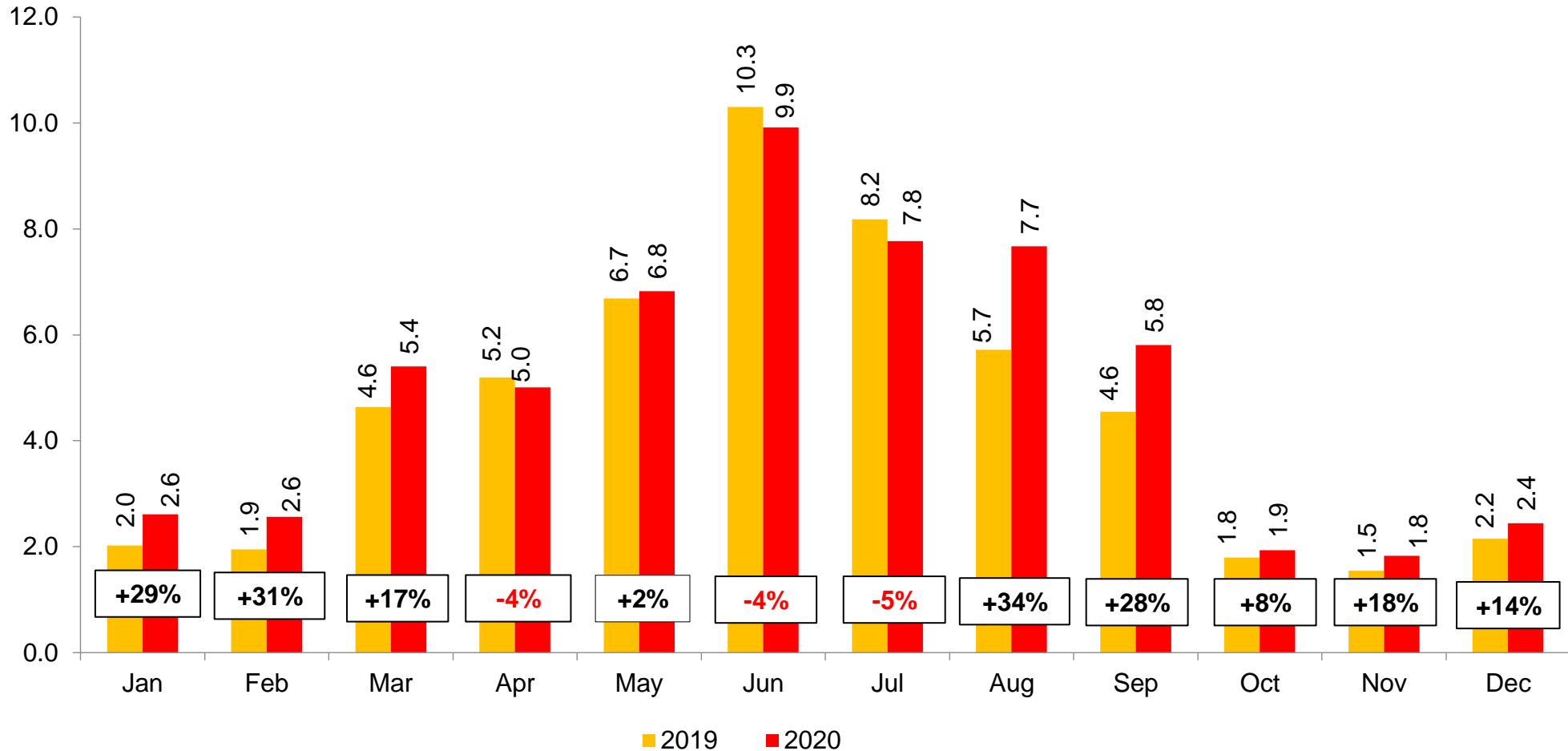
Oklahoma
Texas
Arkansas
Louisiana



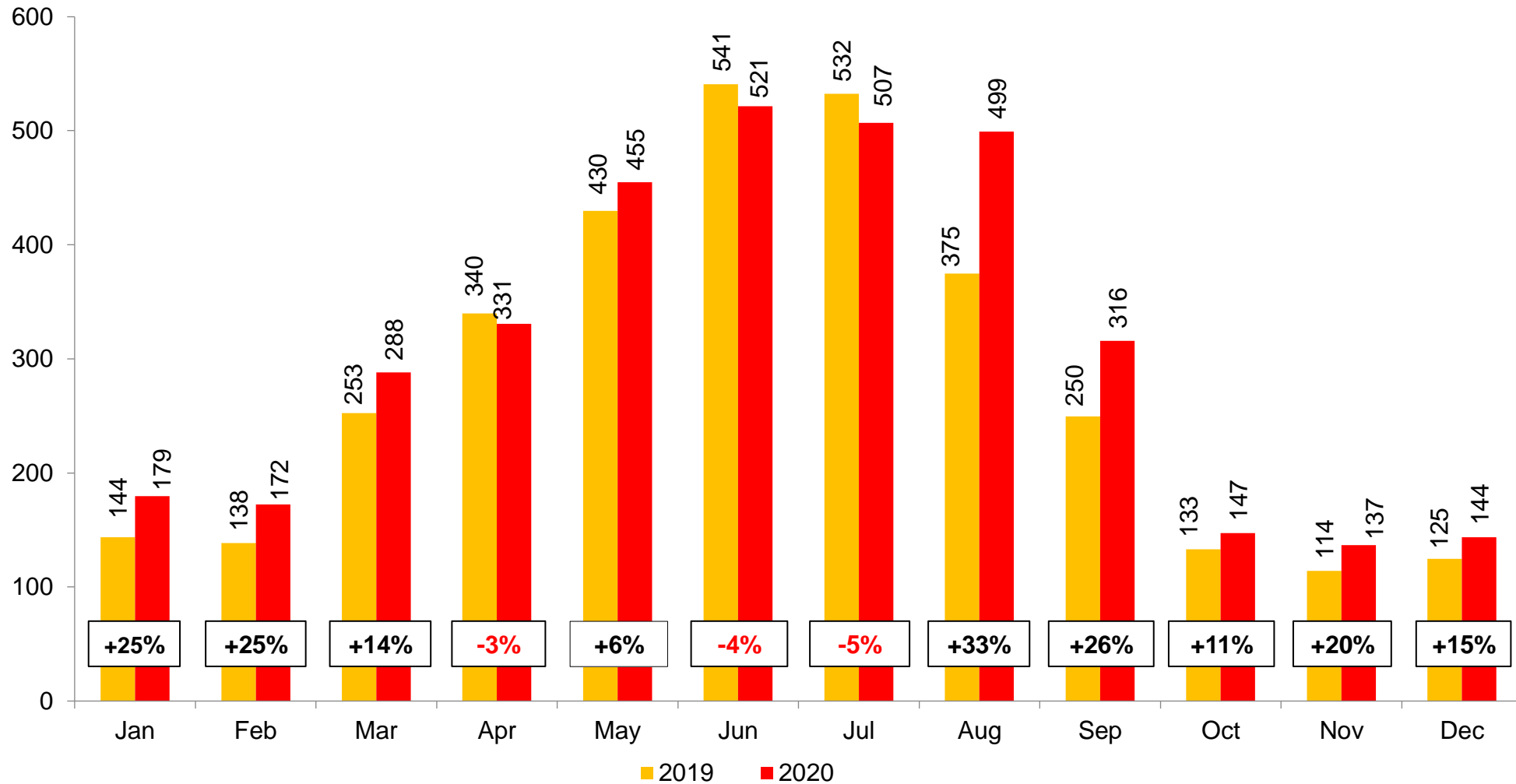
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

Legend	WSC
Dollars Contribution	0.70%
Dollars per Store/Week	\$256
Volume per Store/Week	315
Average Retail Price	\$0.81

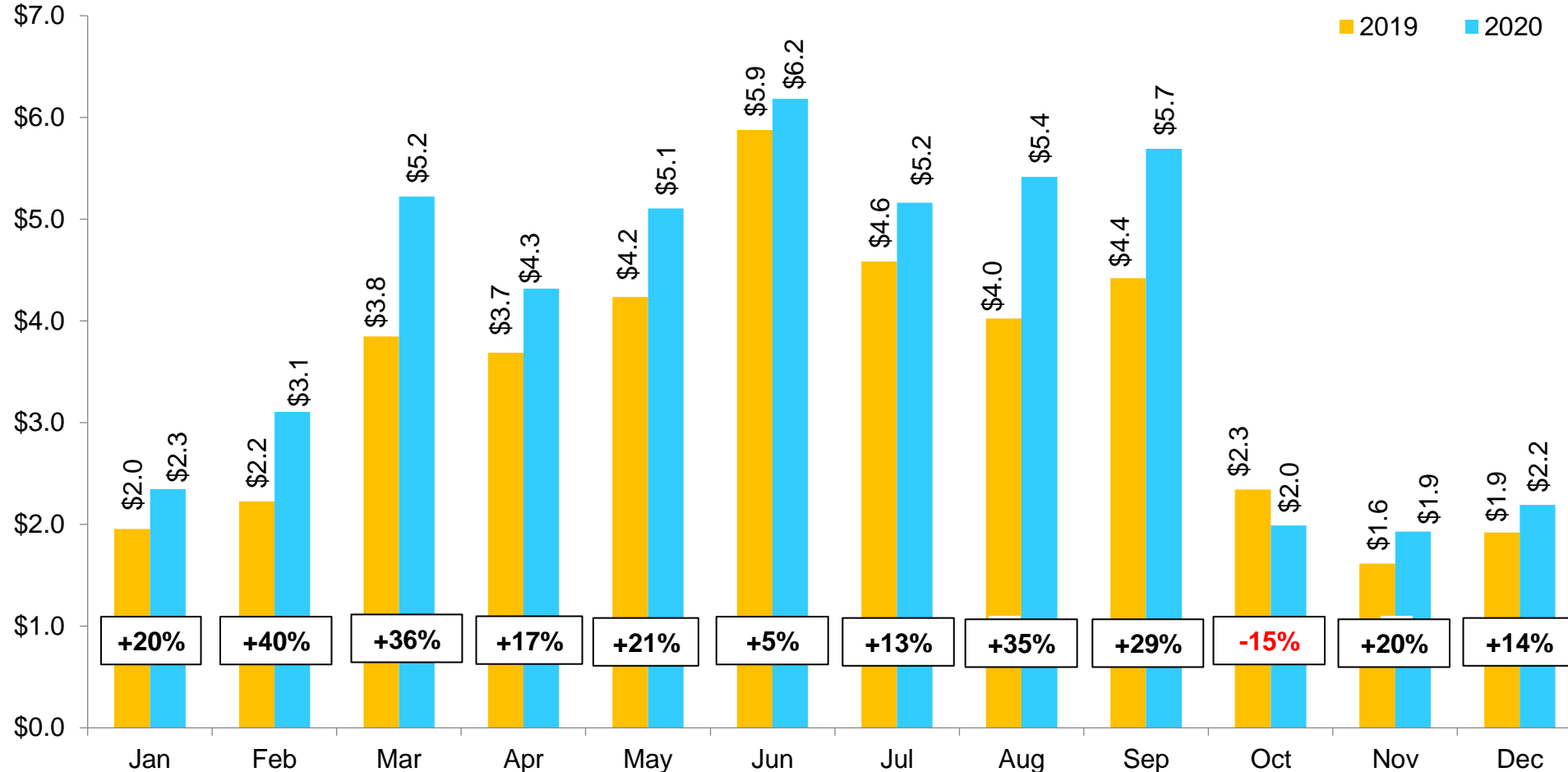
WEST SOUTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



WEST SOUTH CENTRAL MONTHLY MANGO (VOLUME/STORE/WEEK)

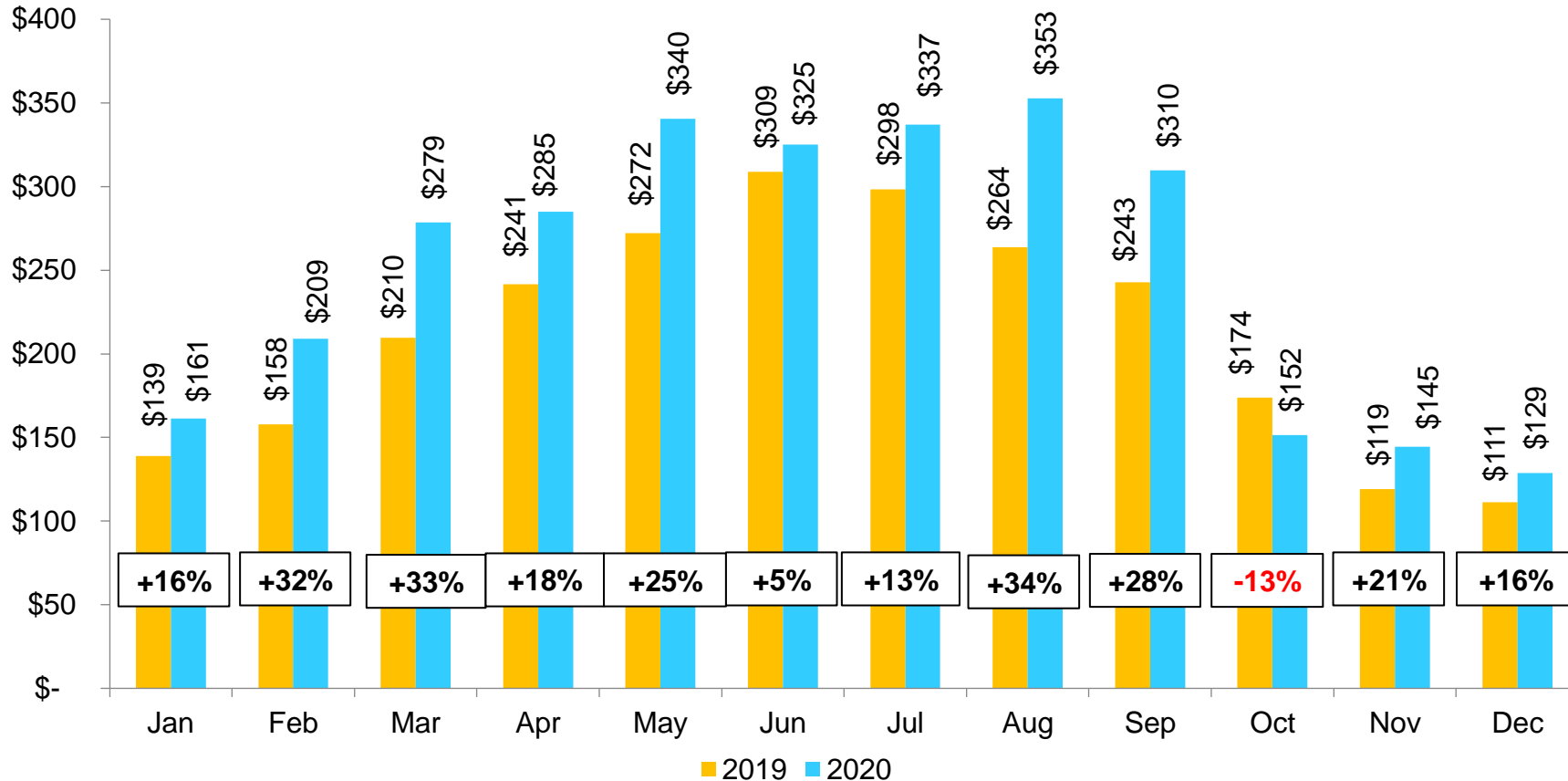


WEST SOUTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



2020
SALES
VELOCITY

WEST SOUTH CENTRAL MONTHLY (DOLLARS/STORE/WEEK)

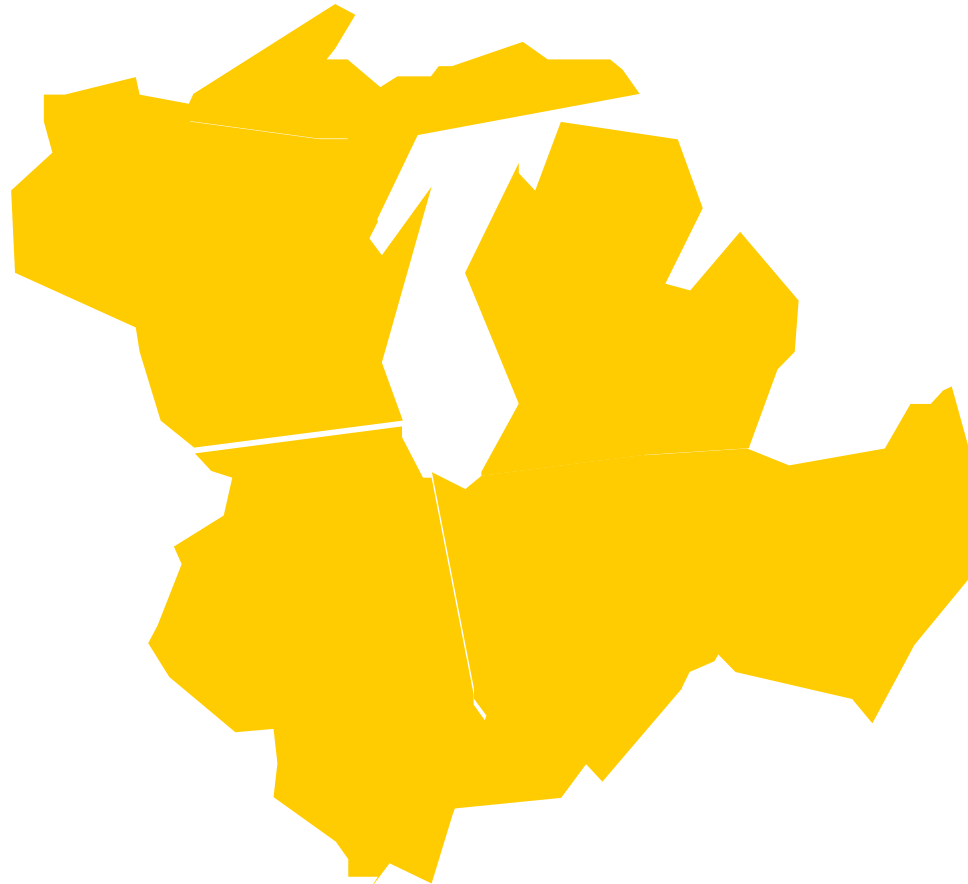


REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

EAST NORTH CENTRAL

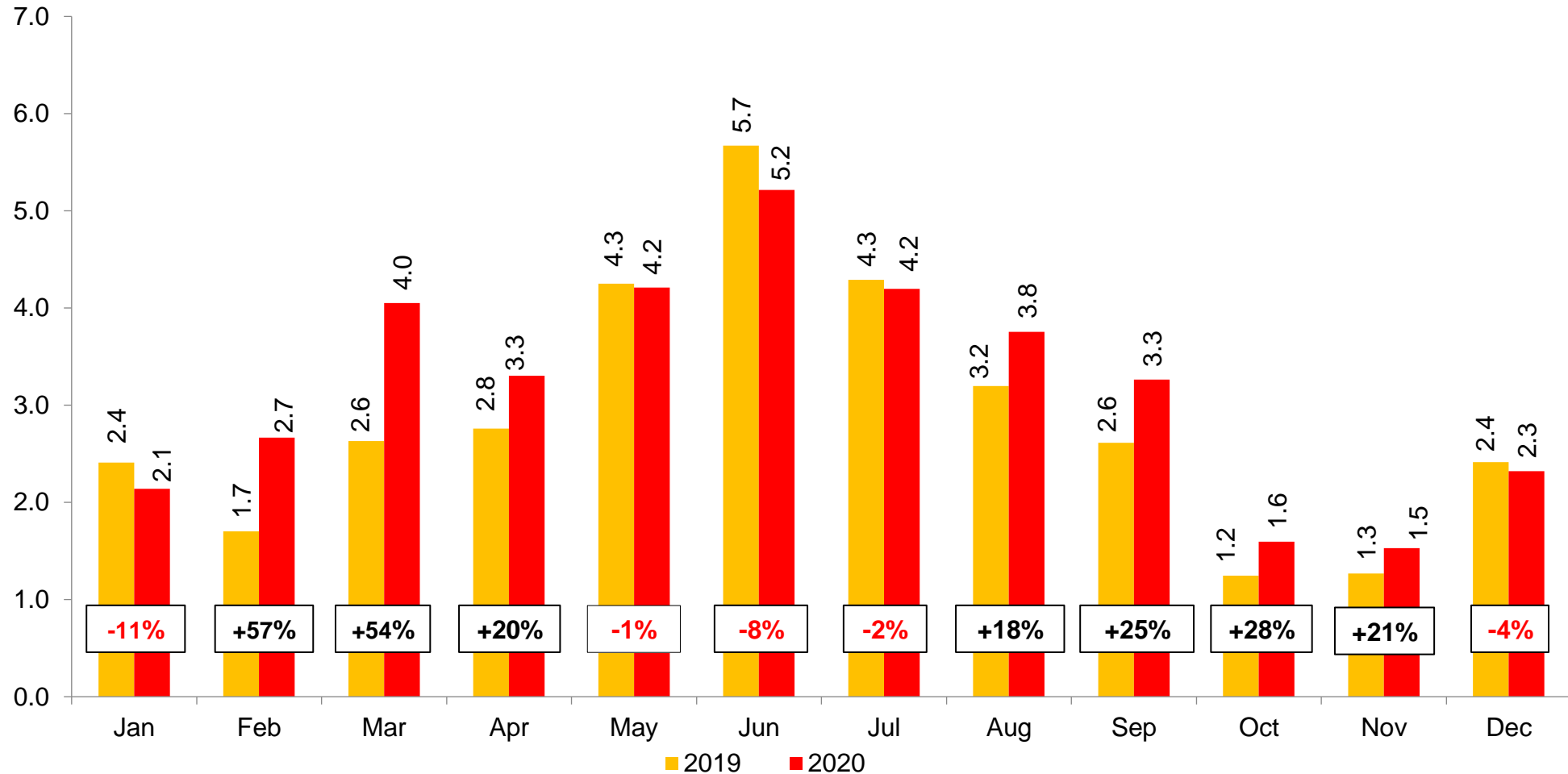
Wisconsin
Michigan
Illinois
Indiana
Ohio



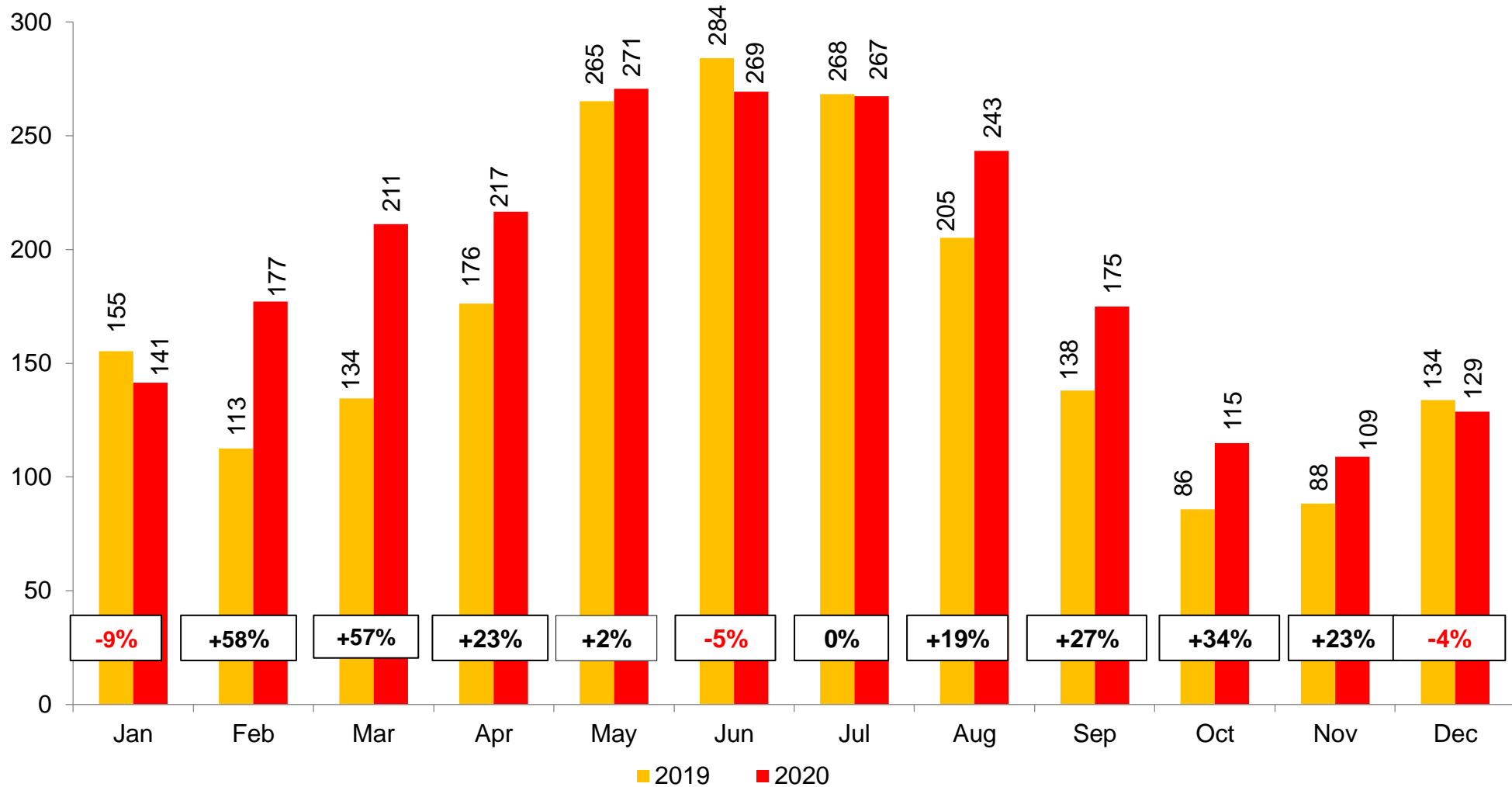
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

Legend	ENC
Dollars Contribution	0.43%
Dollars per Store/Week	\$205
Volume per Store/Week	196
Average Retail Price	\$1.05

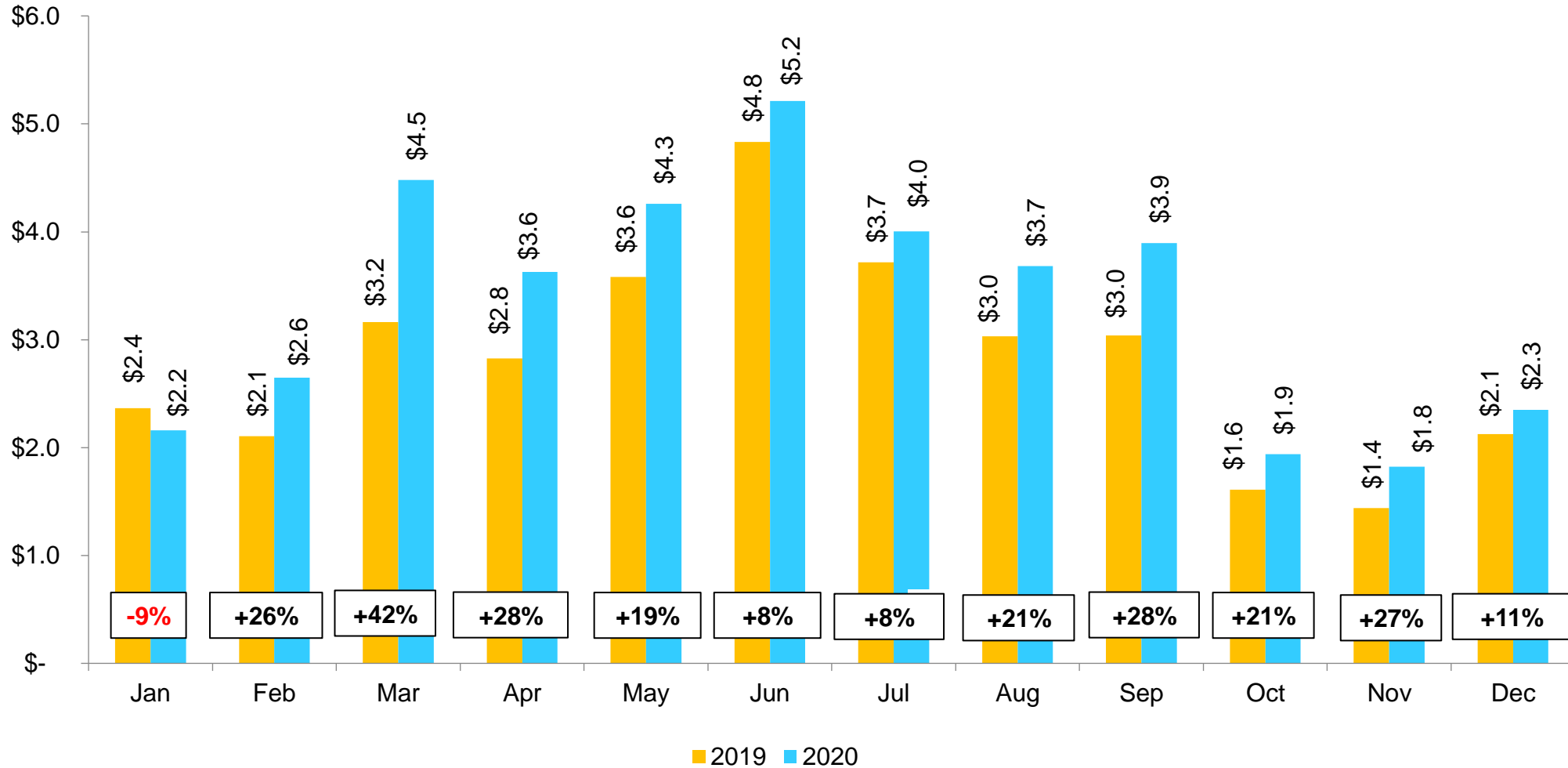
EAST NORTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



EAST NORTH CENTRAL MONTHLY MANGO (VOLUME/STORE/WEEK)

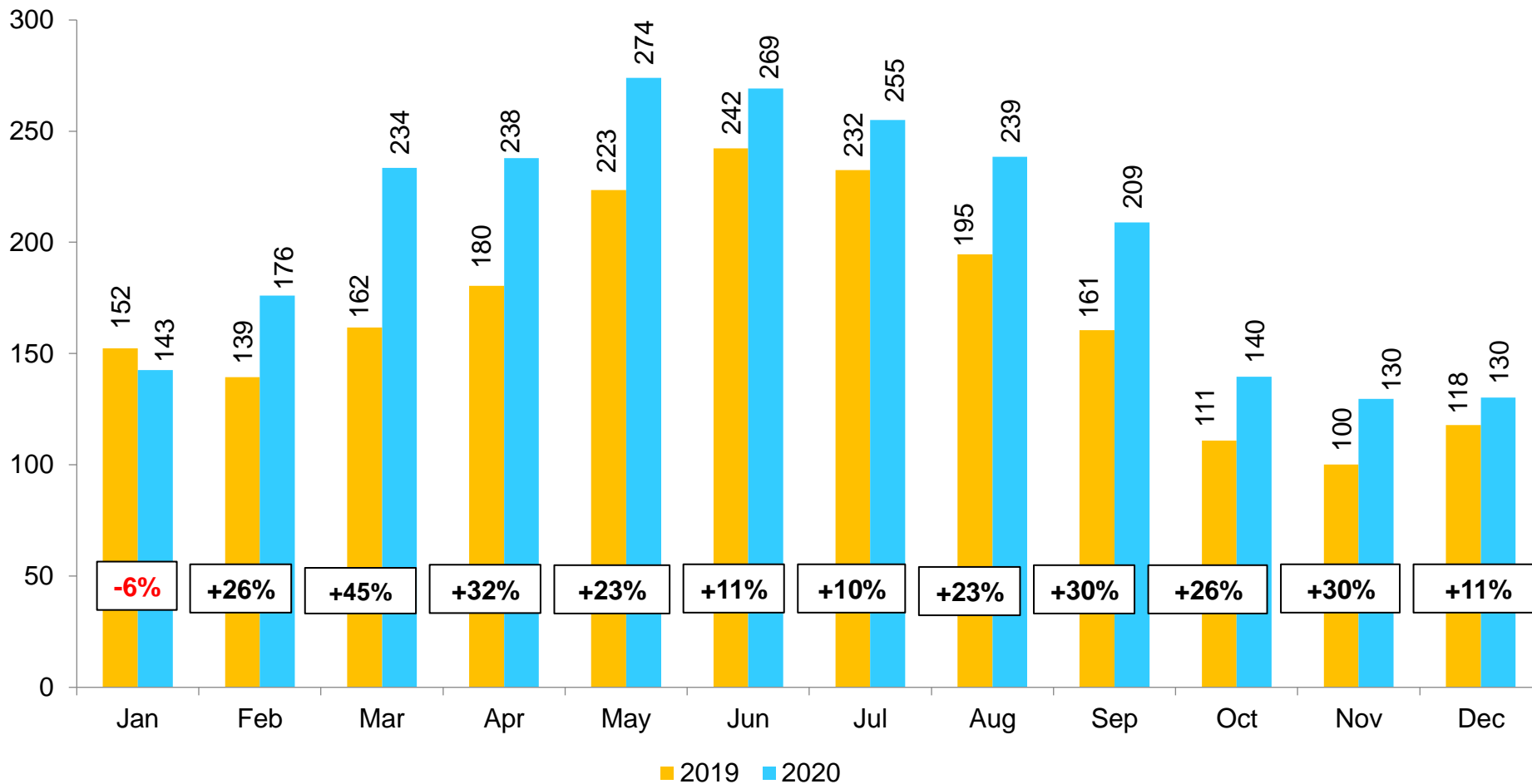


EAST NORTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



2020 SALES VELOCITY

EAST NORTH CENTRAL MONTHLY (DOLLARS/STORE/WEEK)



REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

EAST SOUTH CENTRAL

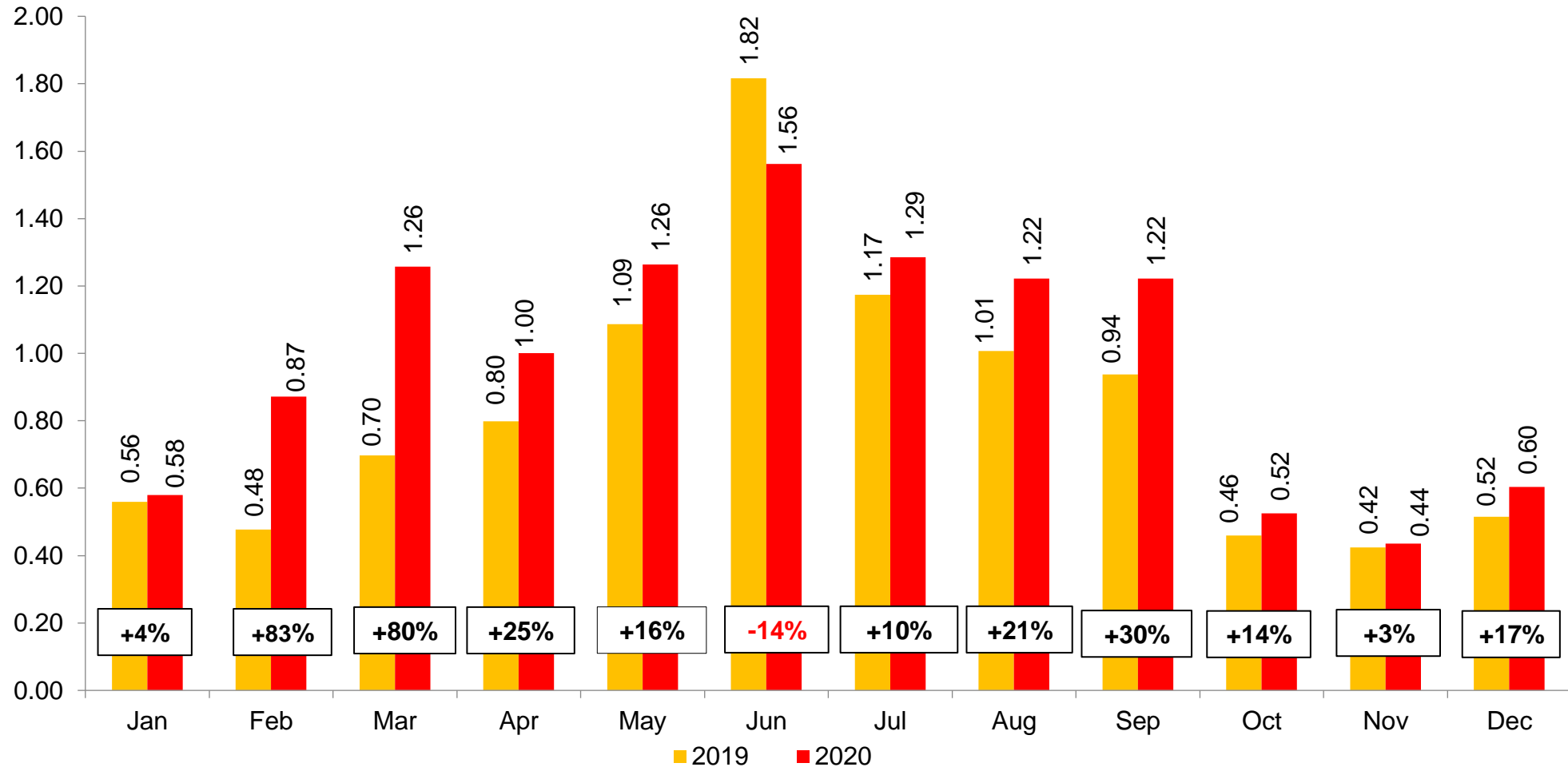
Mississippi
Alabama
Tennessee
Kentucky

Legend	ESC
Dollars Contribution	0.36%
Dollars per Store/Week	\$130
Volume per Store/Week	129
Average Retail Price	\$1.01

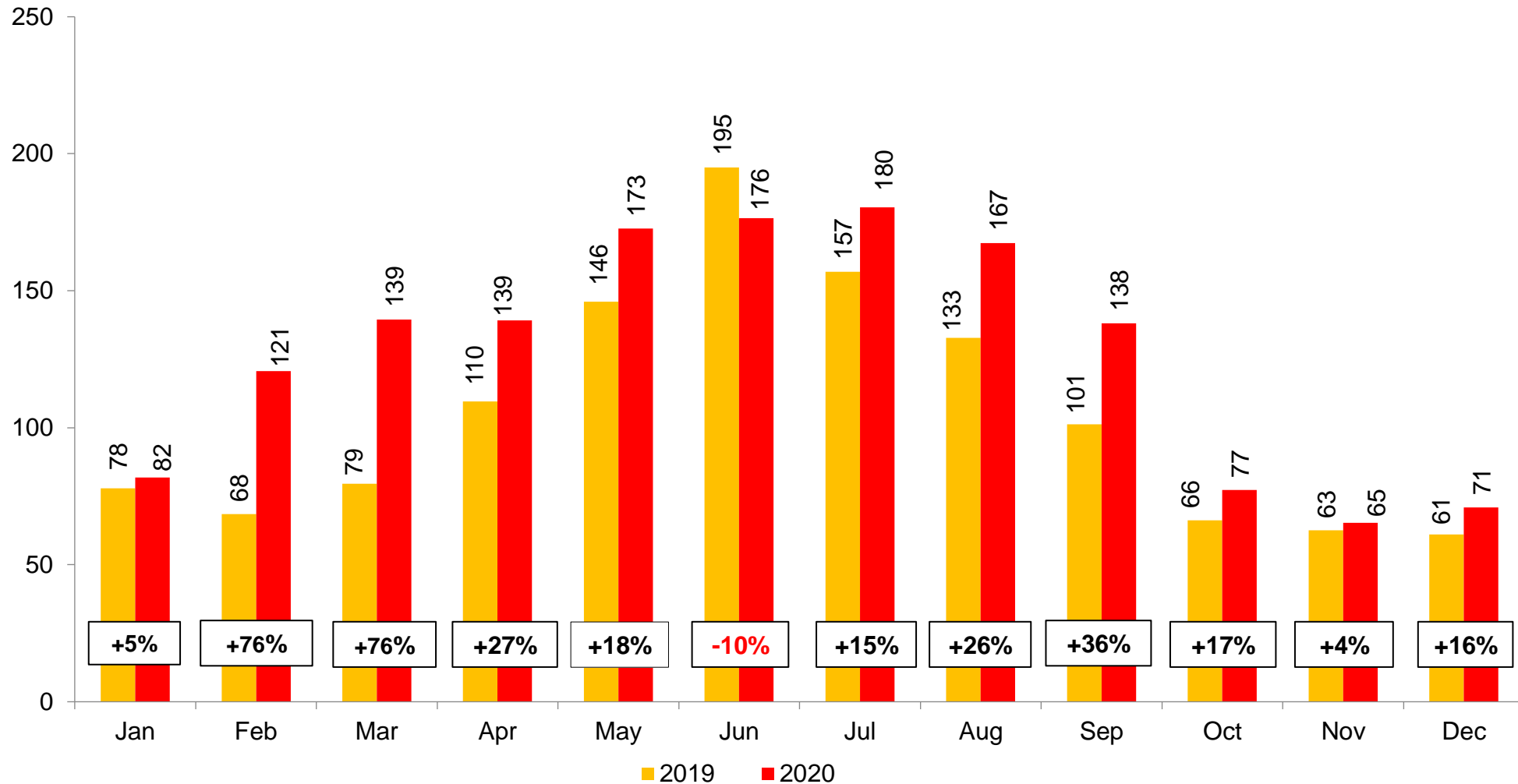


Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

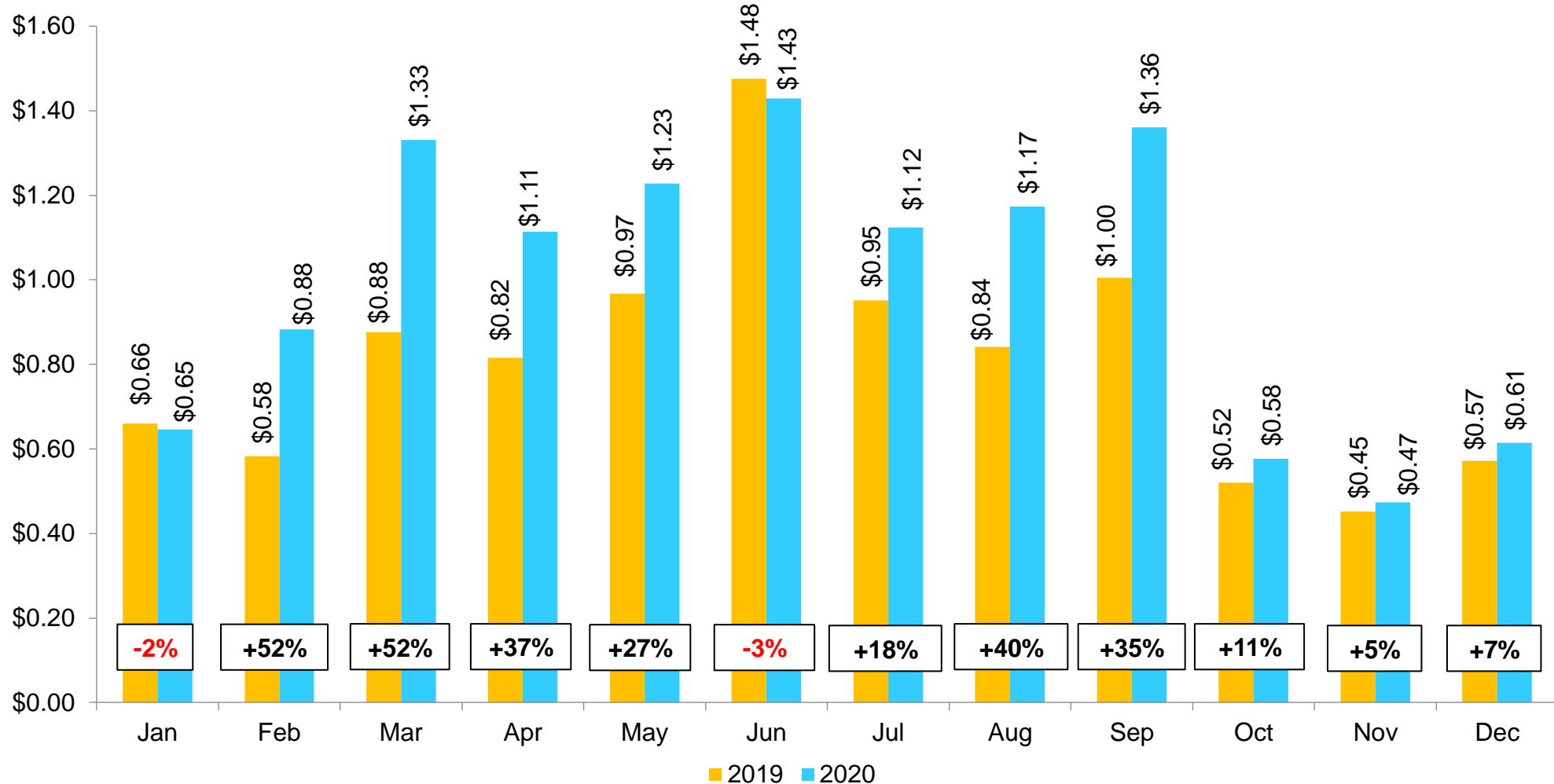
EAST SOUTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



EAST SOUTH CENTRAL MONTHLY MANGO (VOLUME/STORE/WEEK)

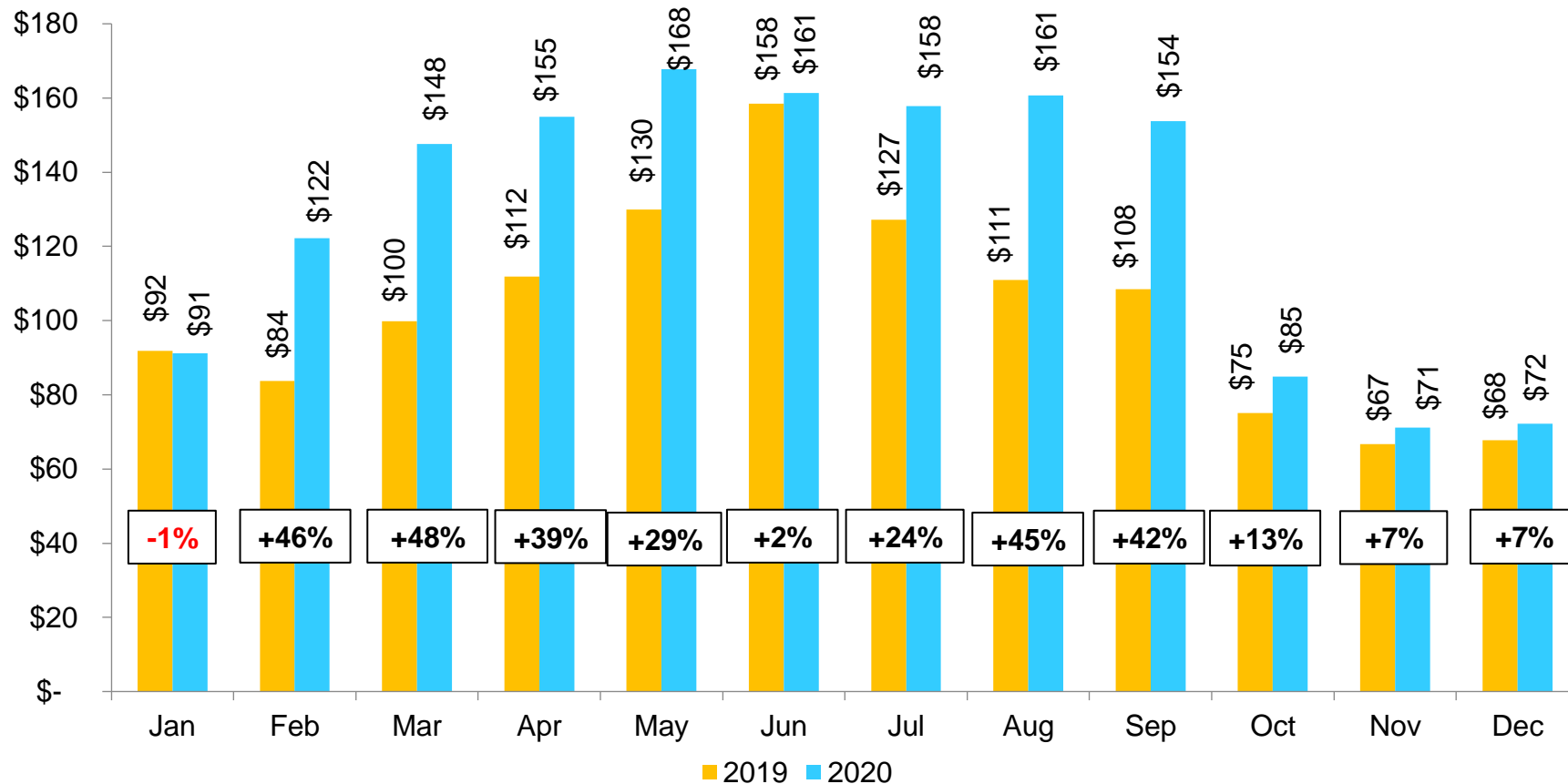


EAST SOUTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



2020
SALES
VELOCITY

EAST SOUTH CENTRAL MONTHLY (DOLLARS/STORE/WEEK)



REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

MID-ATLANTIC

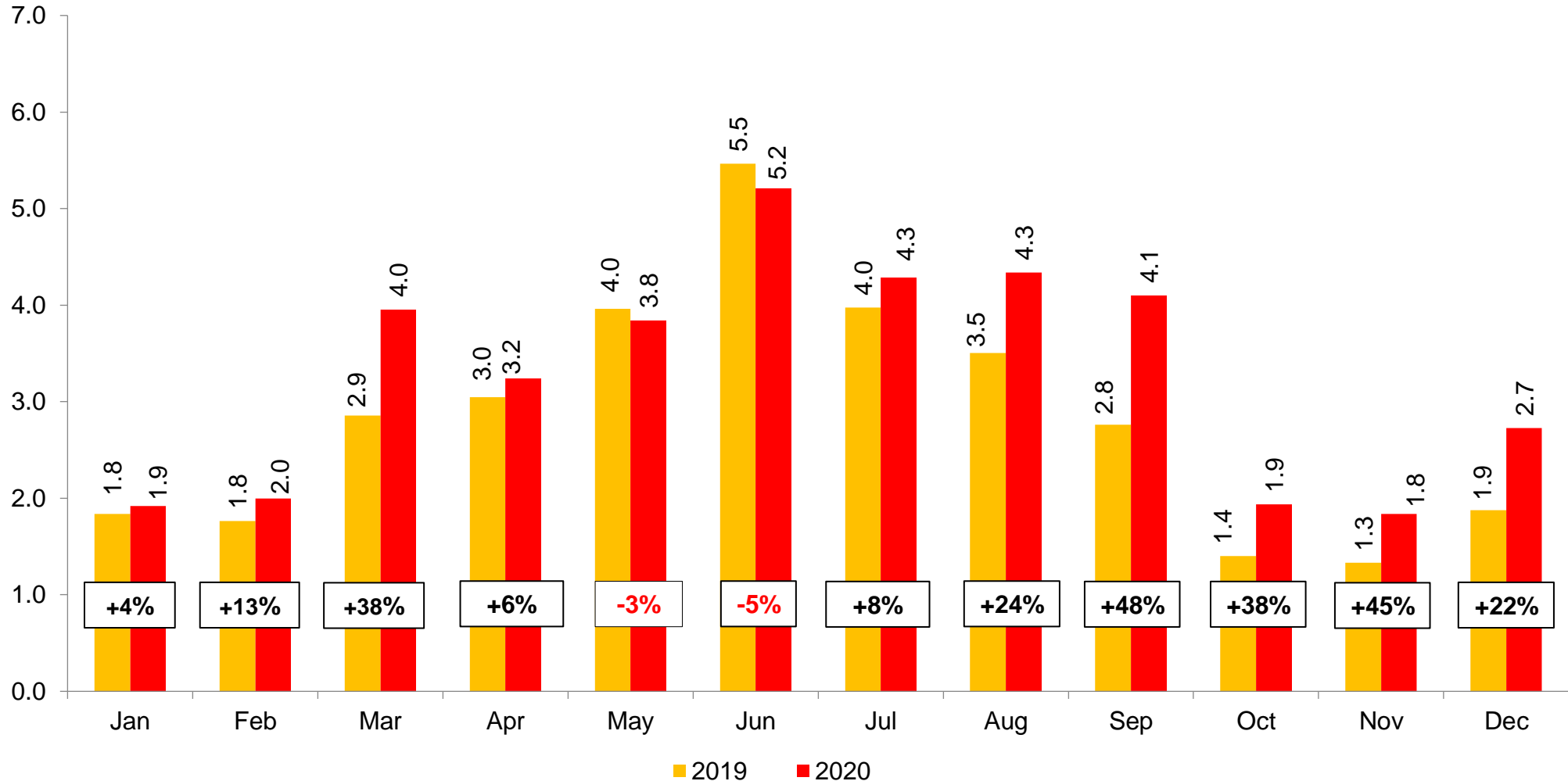
New York
 Pennsylvania
 New Jersey



Legend	Mid Atl
Dollars Contribution	0.56%
Dollars per Store/Week	\$293
Volume per Store/Week	225
Average Retail Price	\$1.30

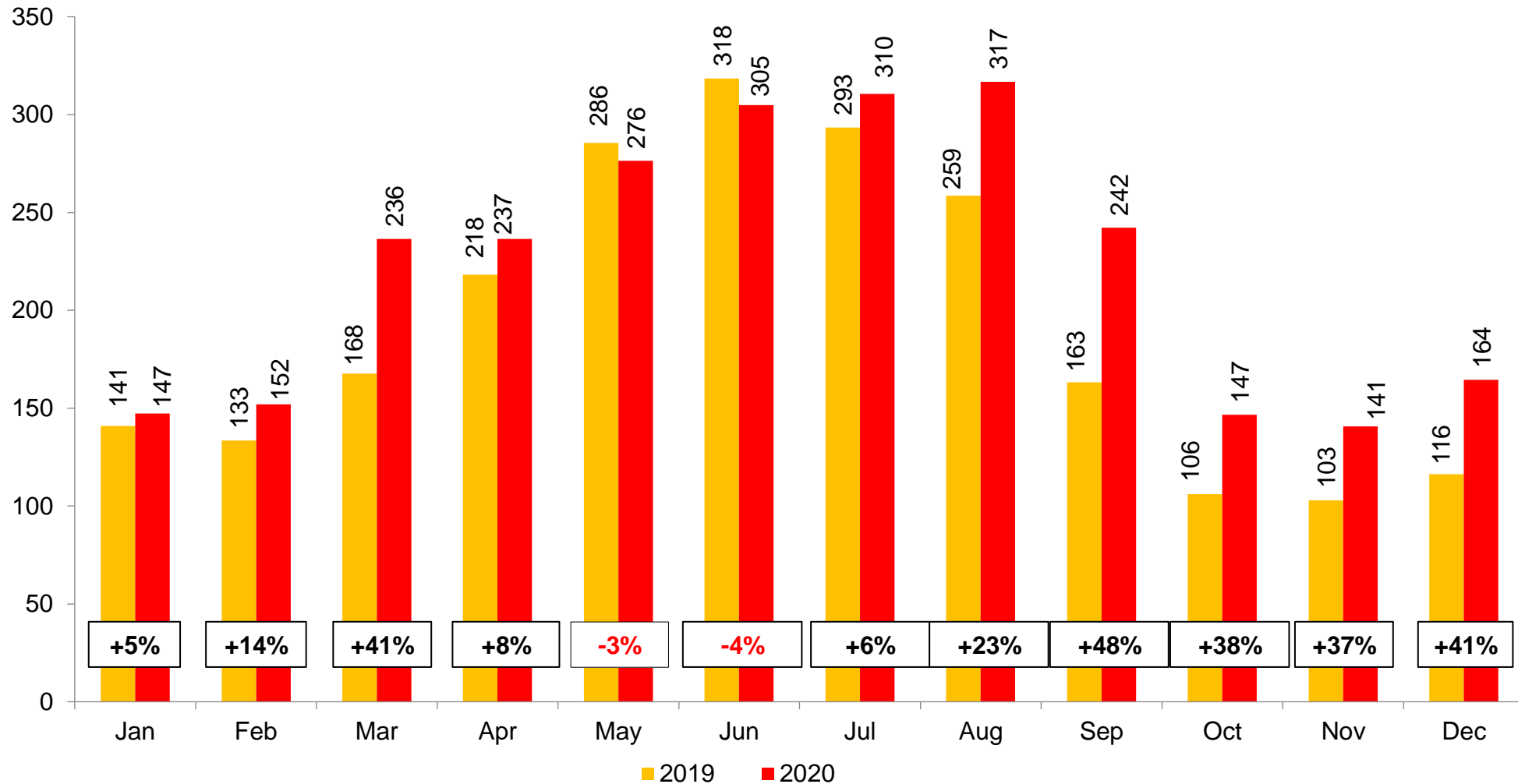
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

MIDDLE ATLANTIC MONTHLY MANGO VOLUME (MILLIONS)

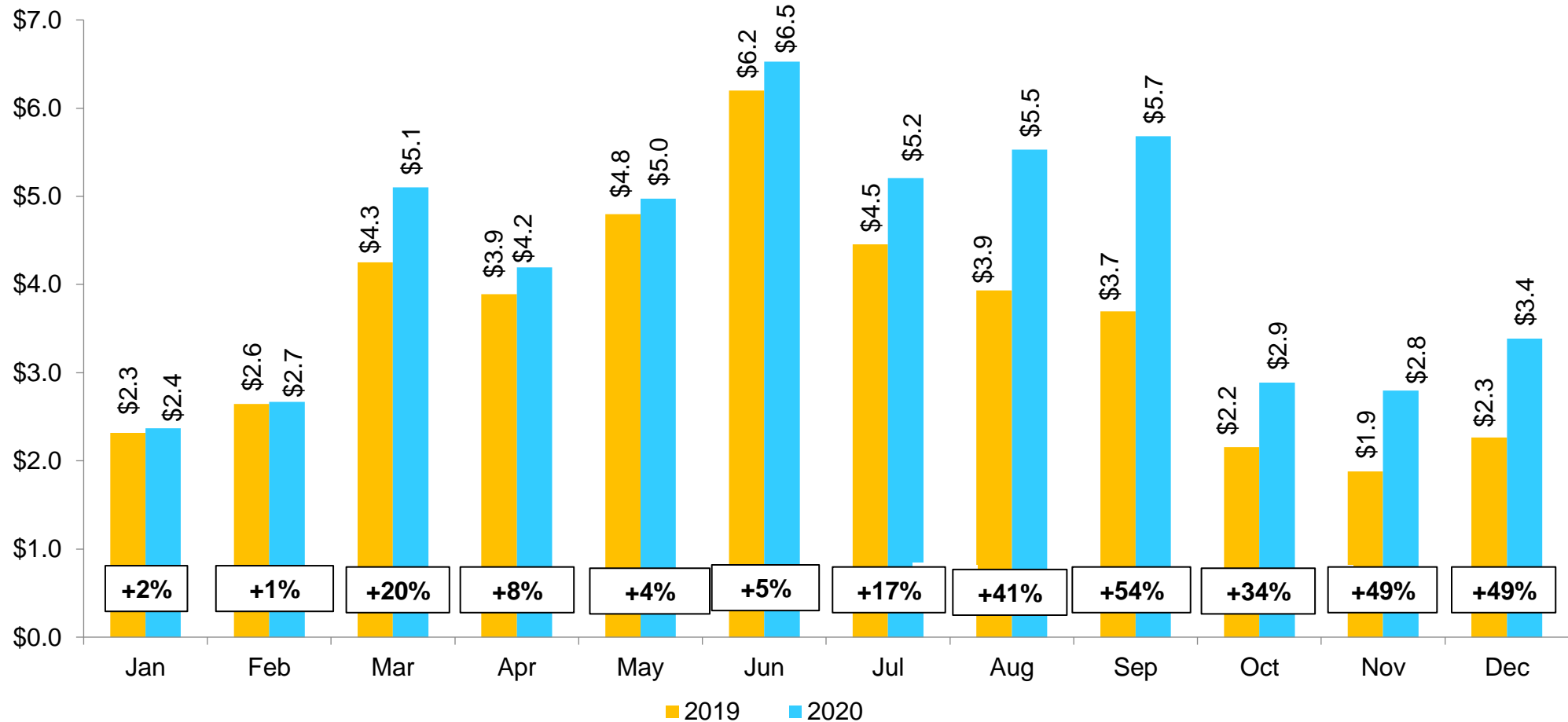


Sources: Nielsen Answers on Demand® - YE 2020 vs YE 2019 (52 weeks ending 12/26/20 vs 12/28/19); Total US xAOC

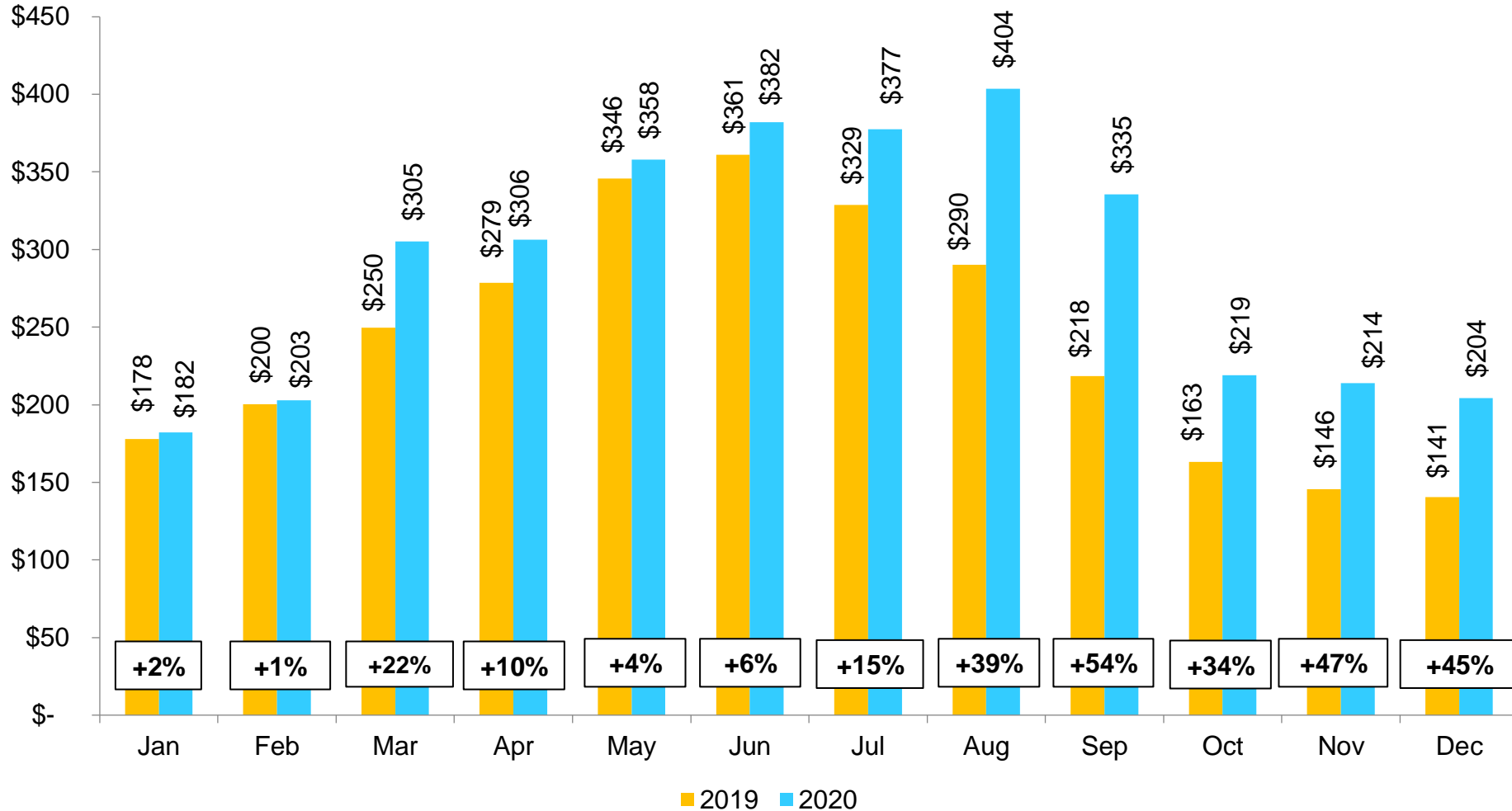
MIDDLE ATLANTIC MONTHLY MANGO (VOLUME/STORE/WEEK)



MIDDLE ATLANTIC MONTHLY MANGO SALES (MILLIONS)



MIDDLE ATLANTIC MONTHLY (DOLLARS/STORE/WEEK)



REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

SOUTH ATLANTIC

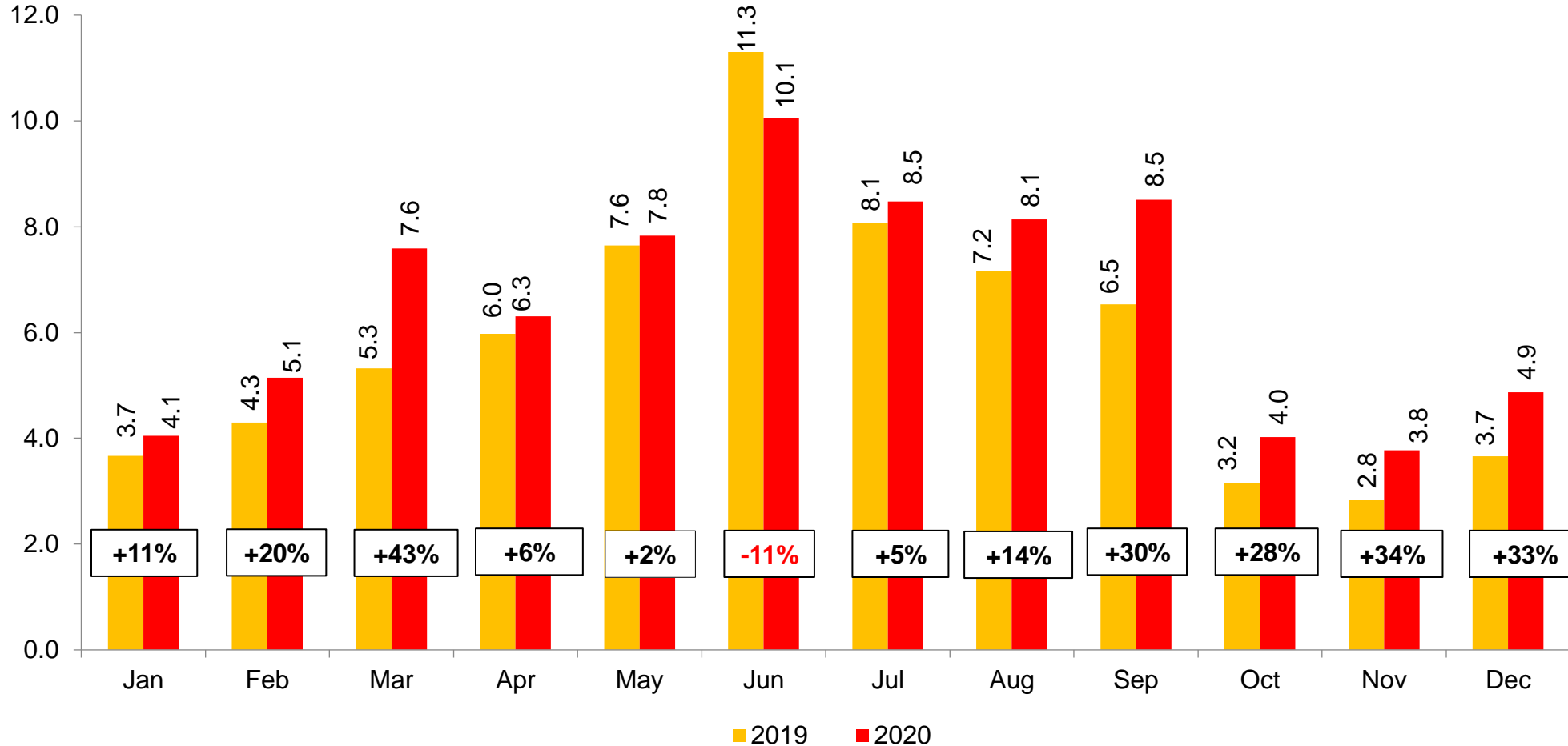
Florida Georgia
 South Carolina
 North Carolina
 West Virginia
 Virginia
 Maryland



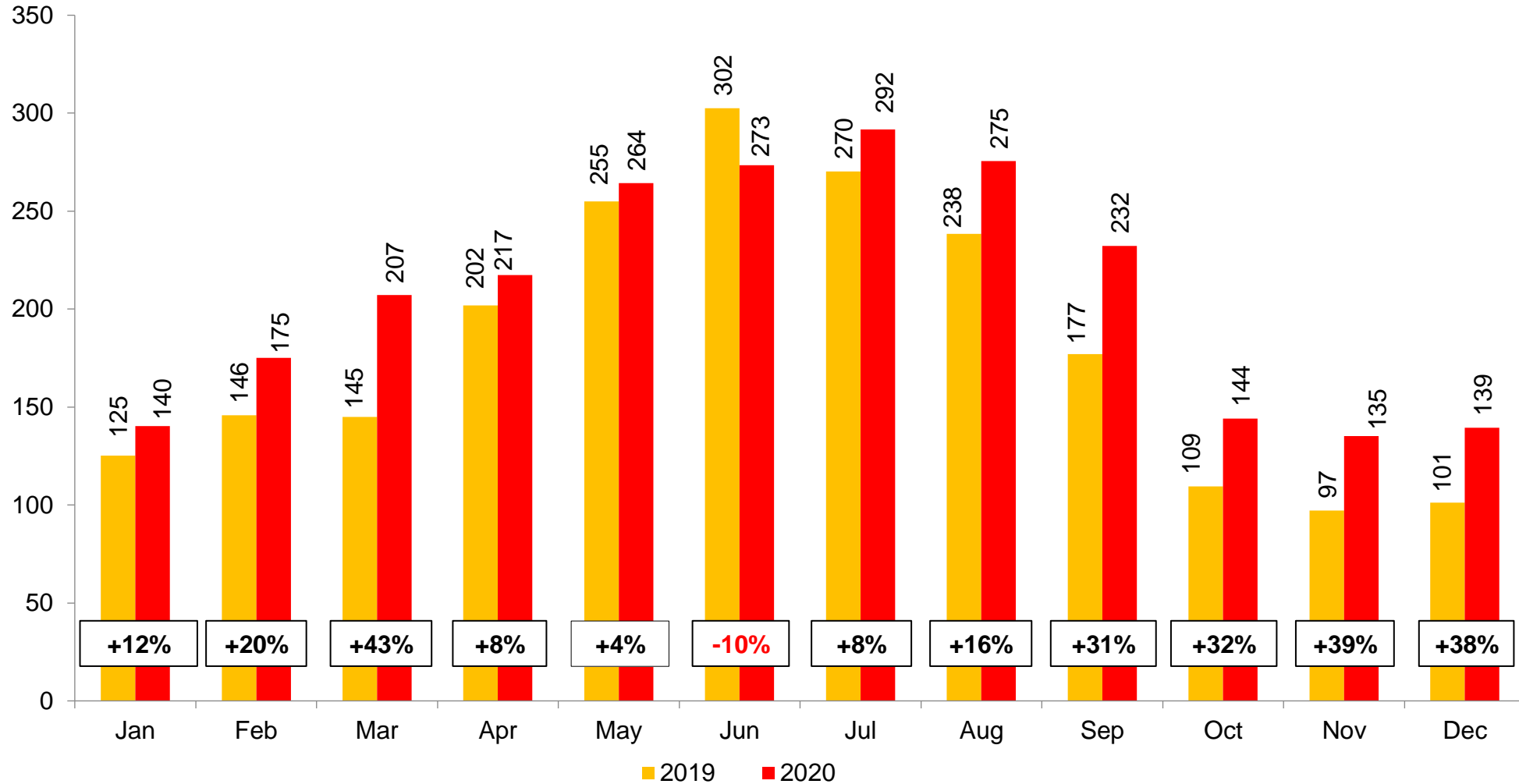
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

Legend	S Atl
Dollars Contribution	0.56%
Dollars per Store/Week	\$233
Volume per Store/Week	209
Average Retail Price	\$1.12

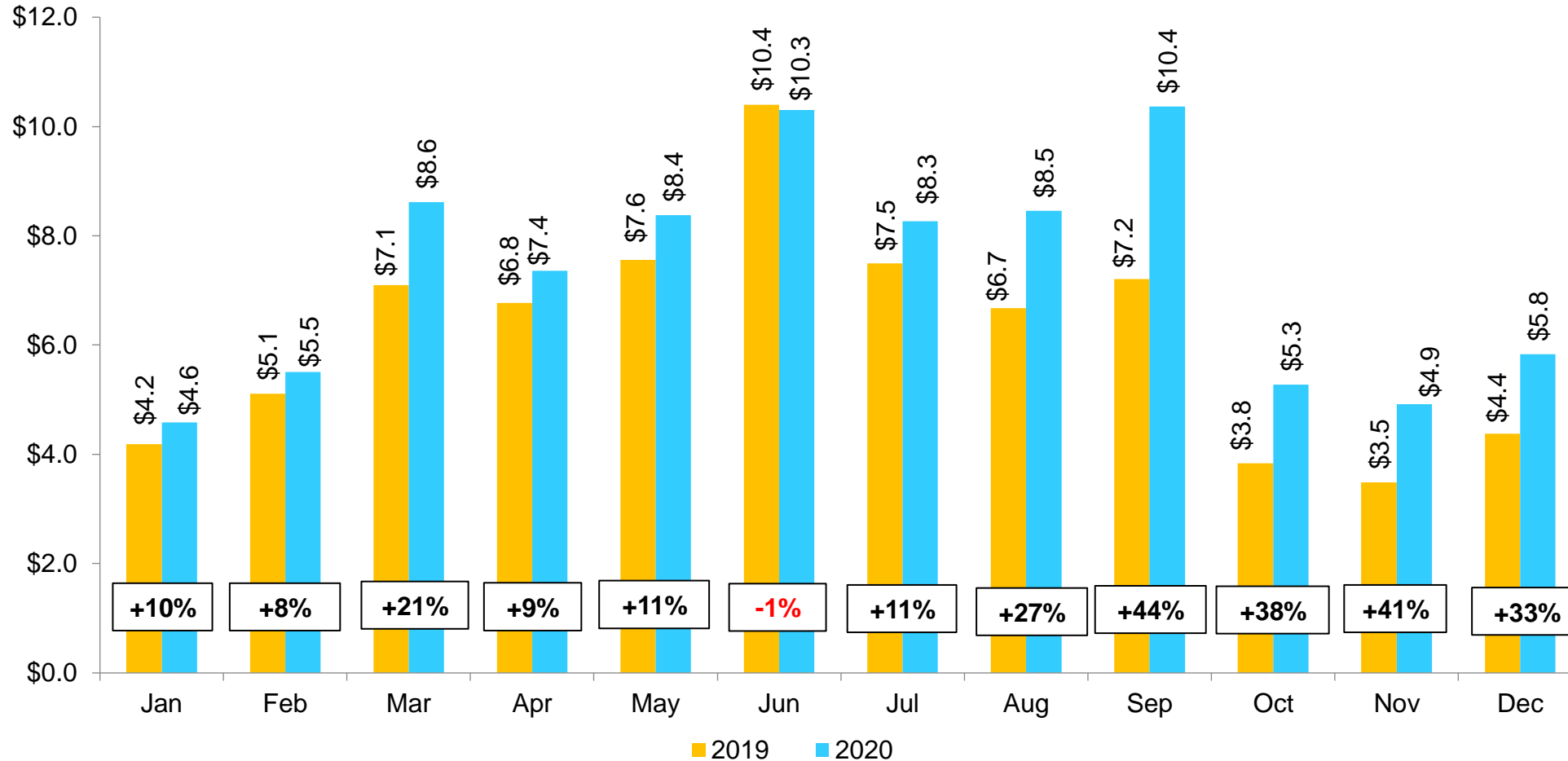
SOUTH ATLANTIC MONTHLY MANGO VOLUME (MILLIONS)



SOUTH ATLANTIC MONTHLY MANGO (VOLUME/STORE/WEEK)

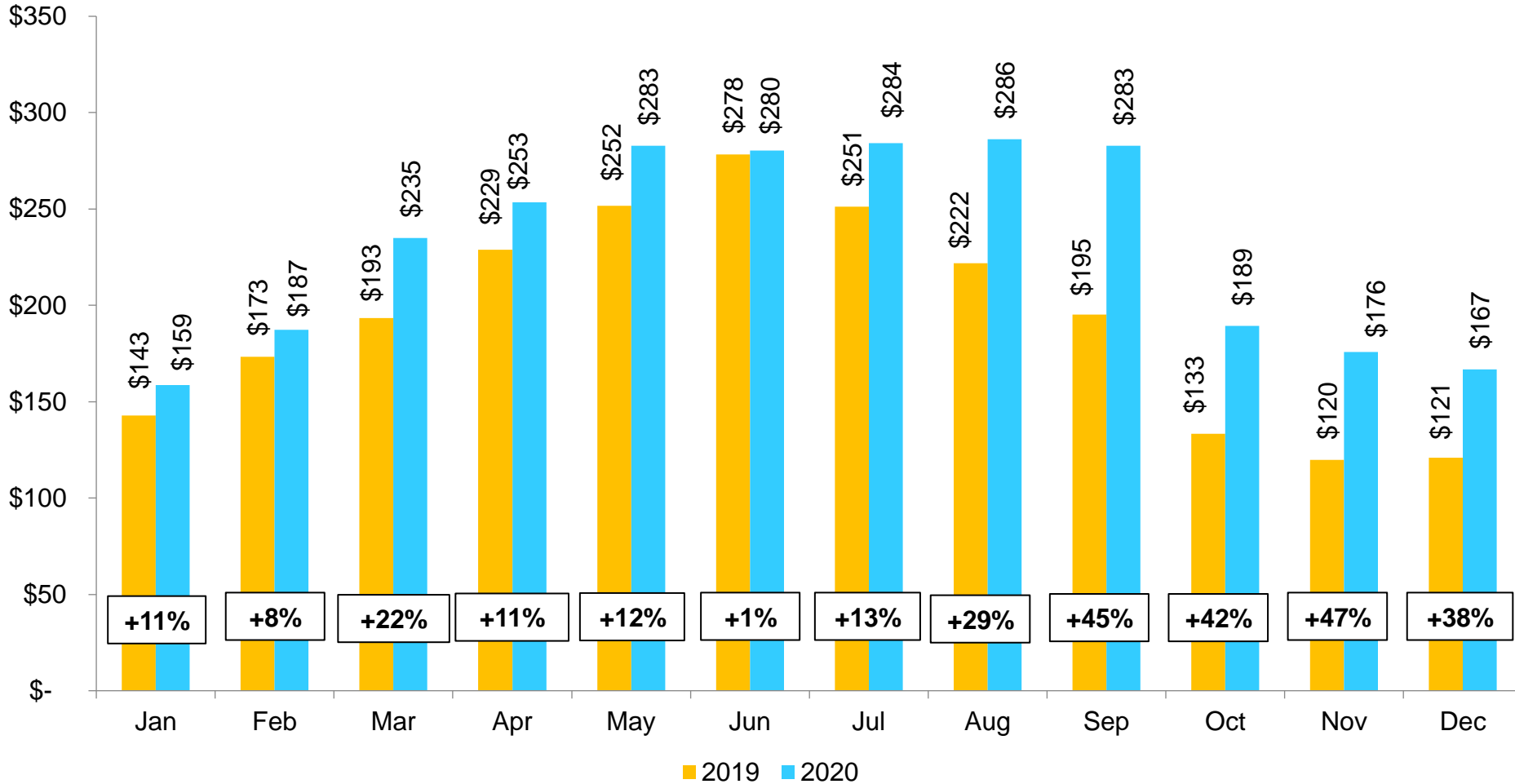


SOUTH ATLANTIC MONTHLY MANGO SALES (MILLIONS)



2020
SALES
VELOCITY

SOUTH ATLANTIC MONTHLY (DOLLARS/STORE/WEEK)



REGIONAL OVERVIEW 2020

VOLUME/SALES VELOCITY & AVG. RETAIL PRICE

NEW ENGLAND

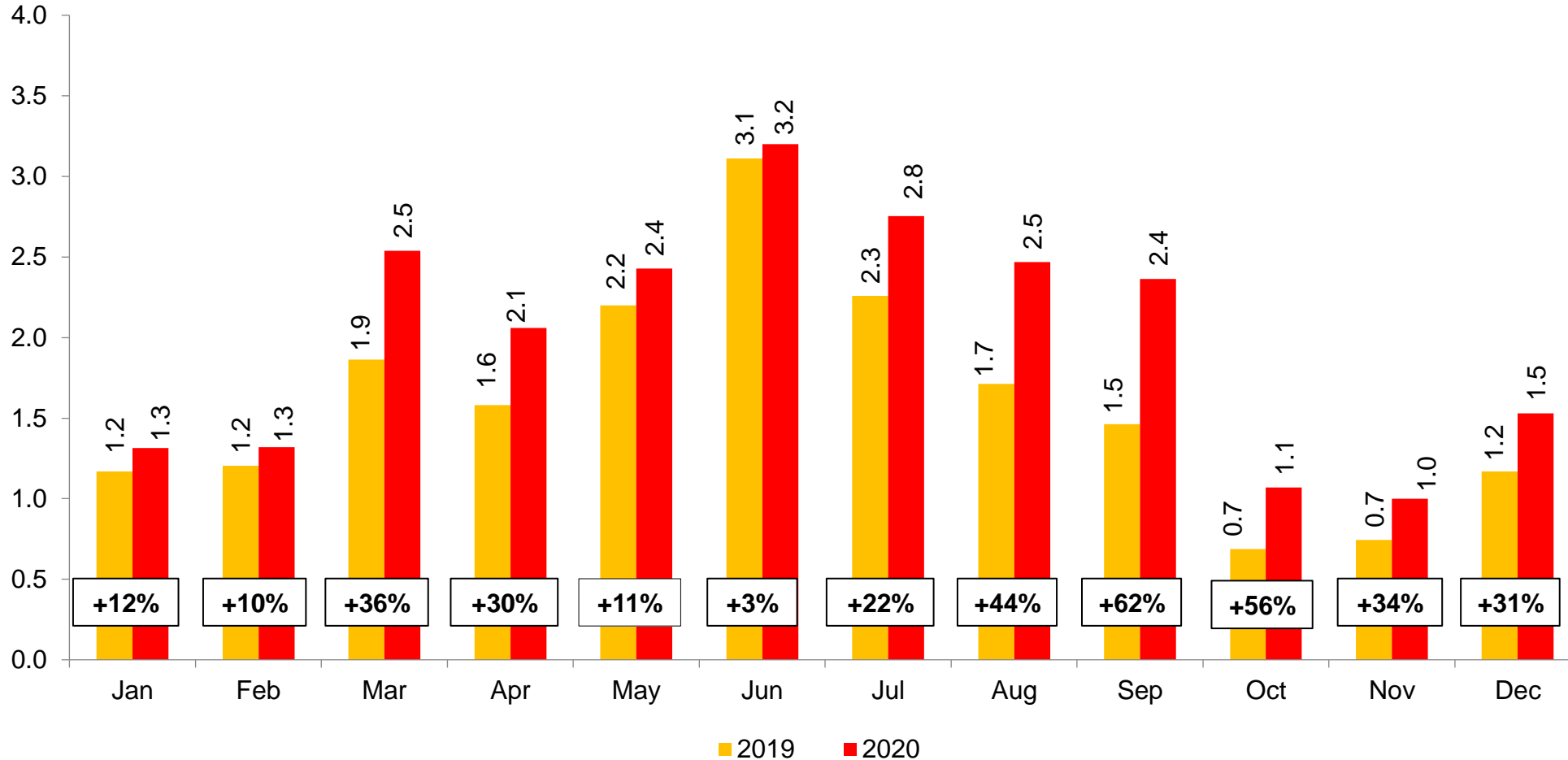
Maine
 New Hampshire
 Connecticut
 Massachusetts
 Vermont
 Delaware
 Rhode Island



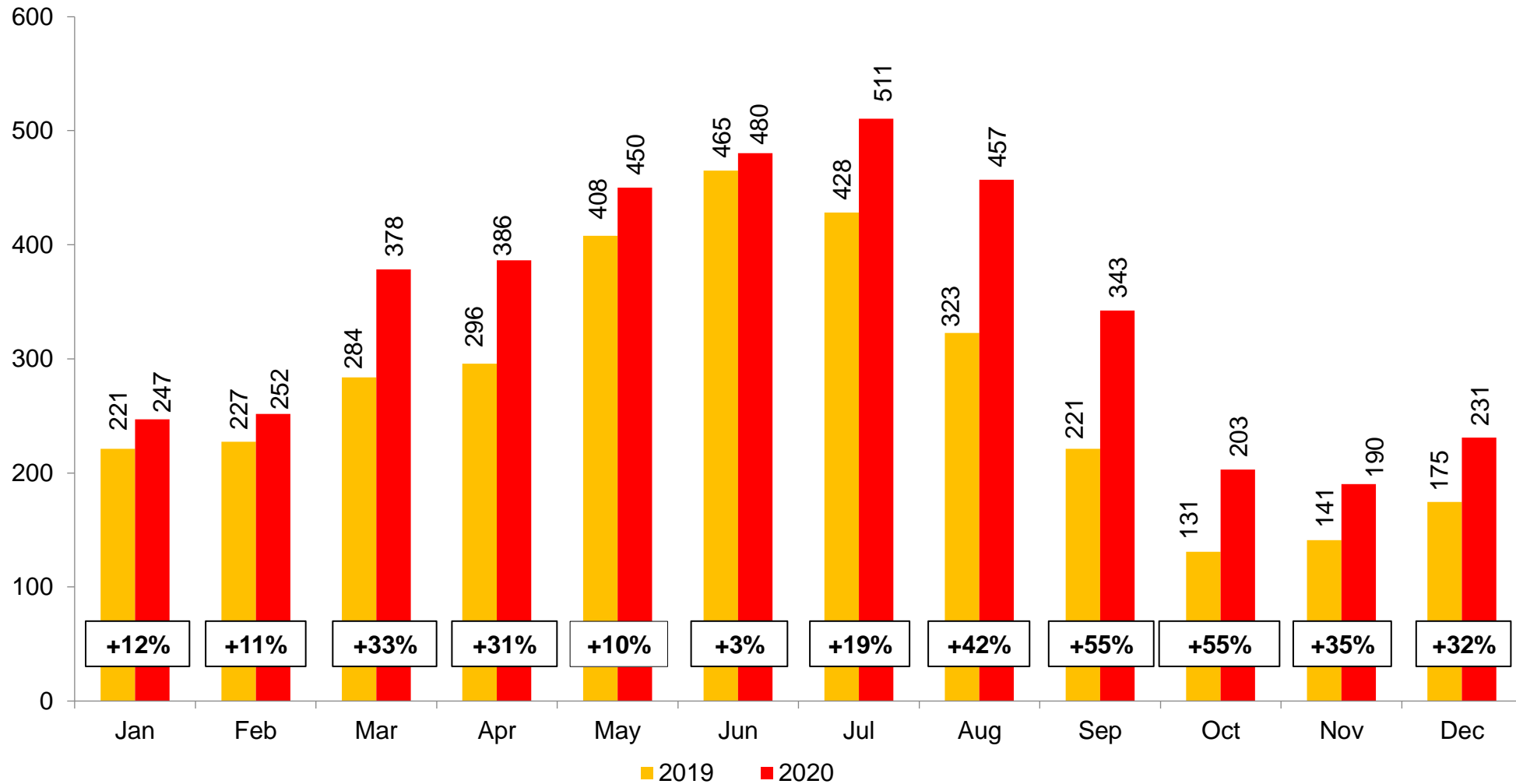
Legend	Total US
Dollars Contribution	0.57%
Dollars per Store/Week	\$262
Volume per Store/Week	261
Average Retail Price	\$1.01

Legend	New Eng
Dollars Contribution	0.56%
Dollars per Store/Week	\$402
Volume per Store/Week	346
Average Retail Price	\$1.16

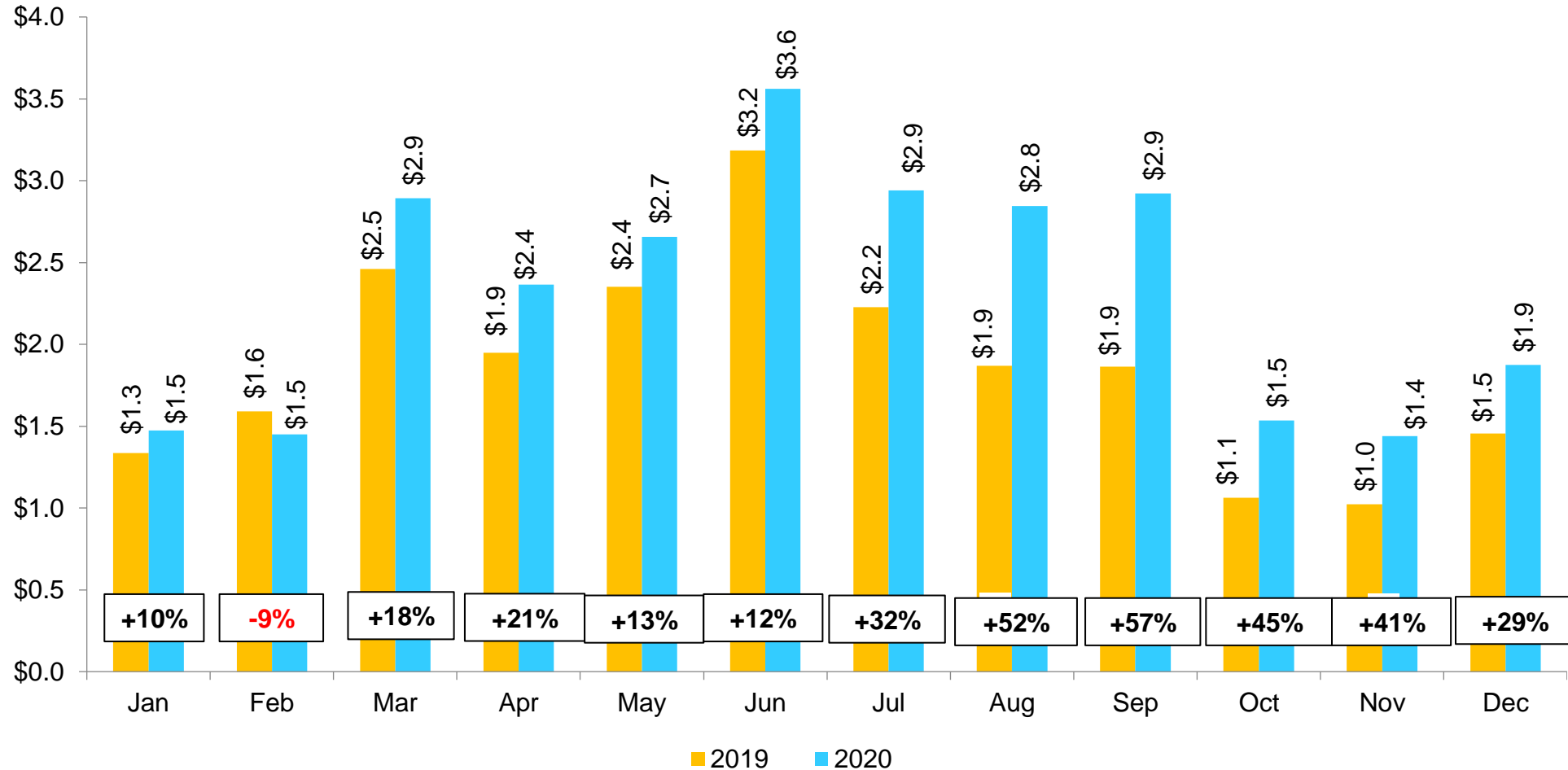
NEW ENGLAND MONTHLY MANGO VOLUME (MILLIONS)



NEW ENGLAND MONTHLY MANGO (VOLUME/STORE/WEEK)



NEW ENGLAND MONTHLY MANGO SALES (MILLIONS)



2020
SALES
VELOCITY

NEW ENGLAND MONTHLY (DOLLARS/STORE/WEEK)

