



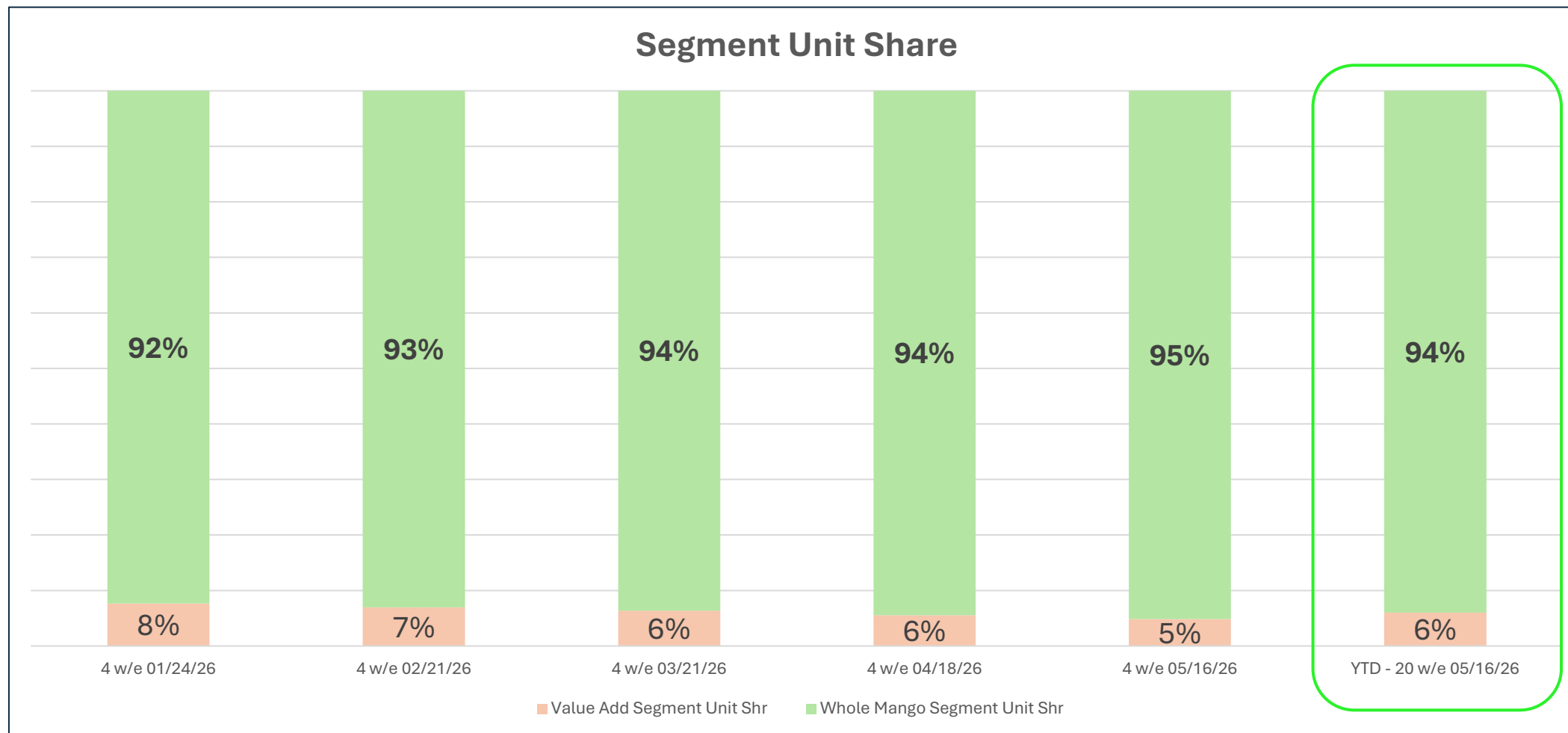
Category Development

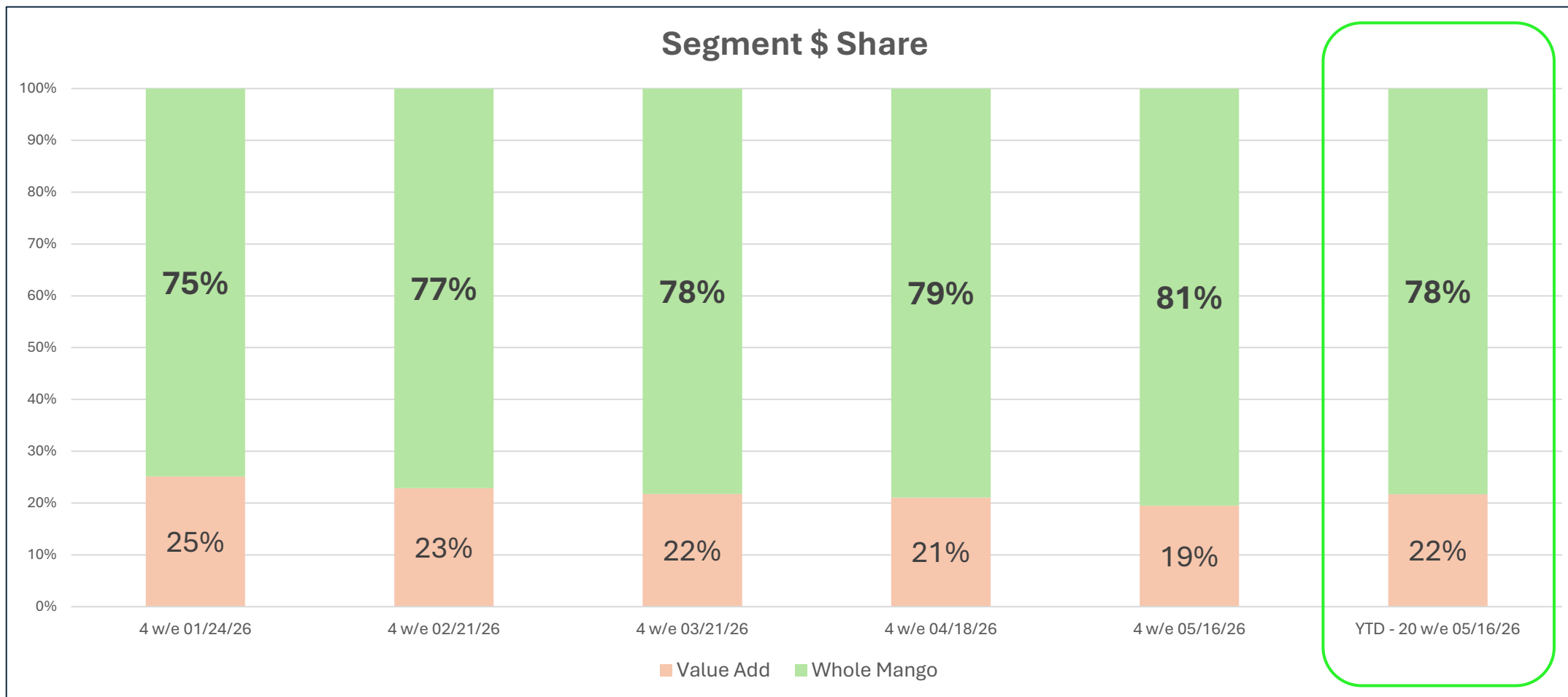
May 2026

NielsenIQ Discover 4 weeks ending 5/16/26



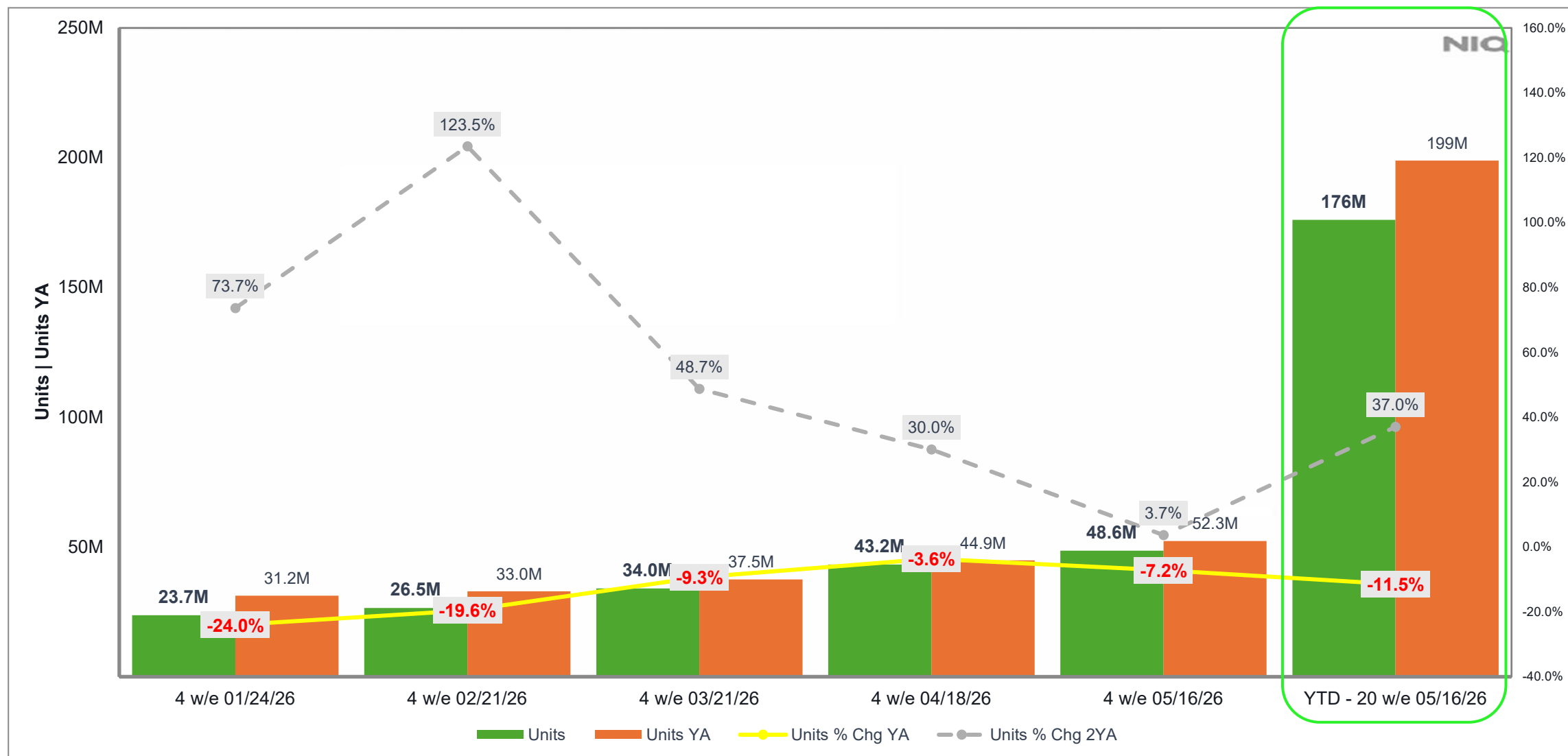
**Total U.S.
TOTAL MANGO (Whole + Fresh Cut)**

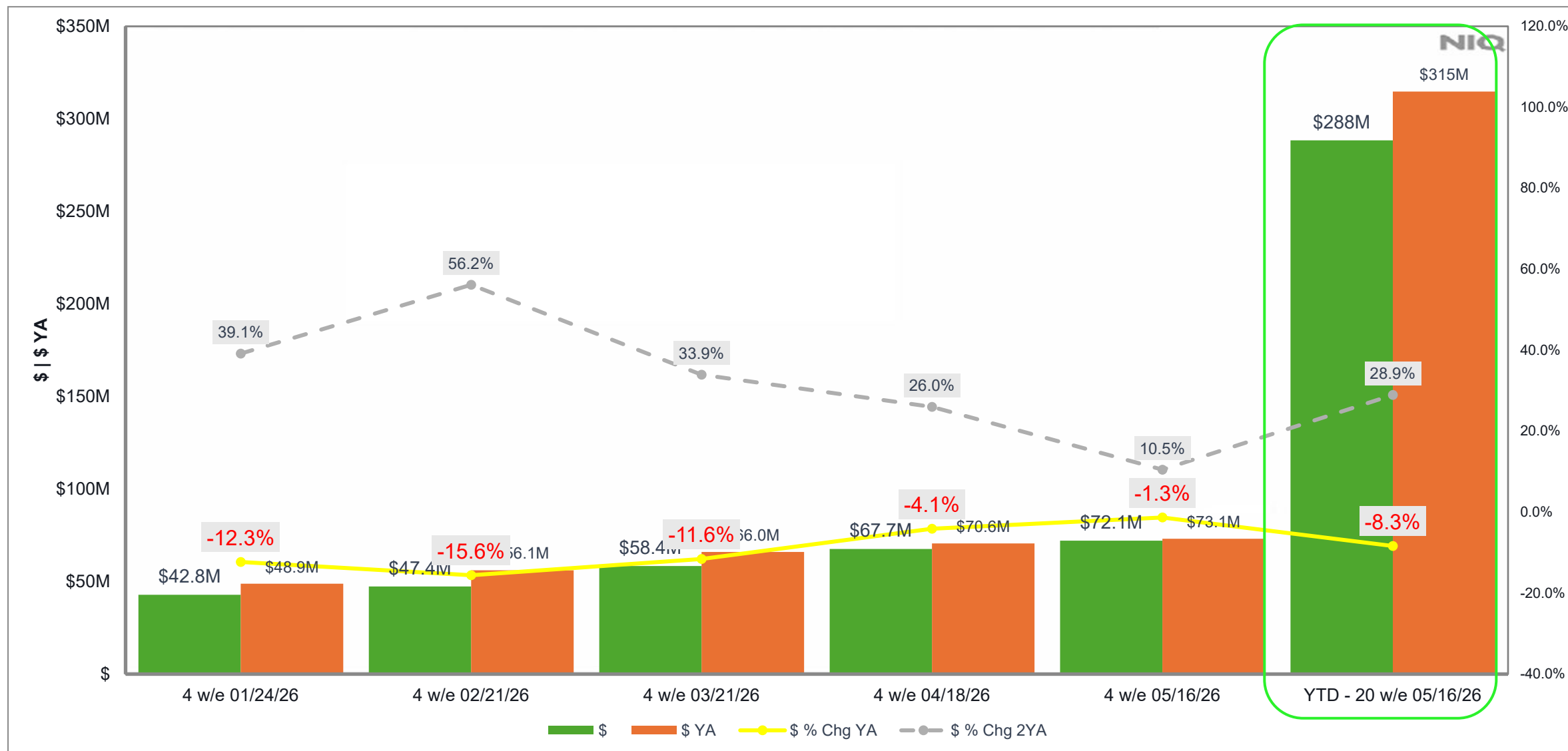


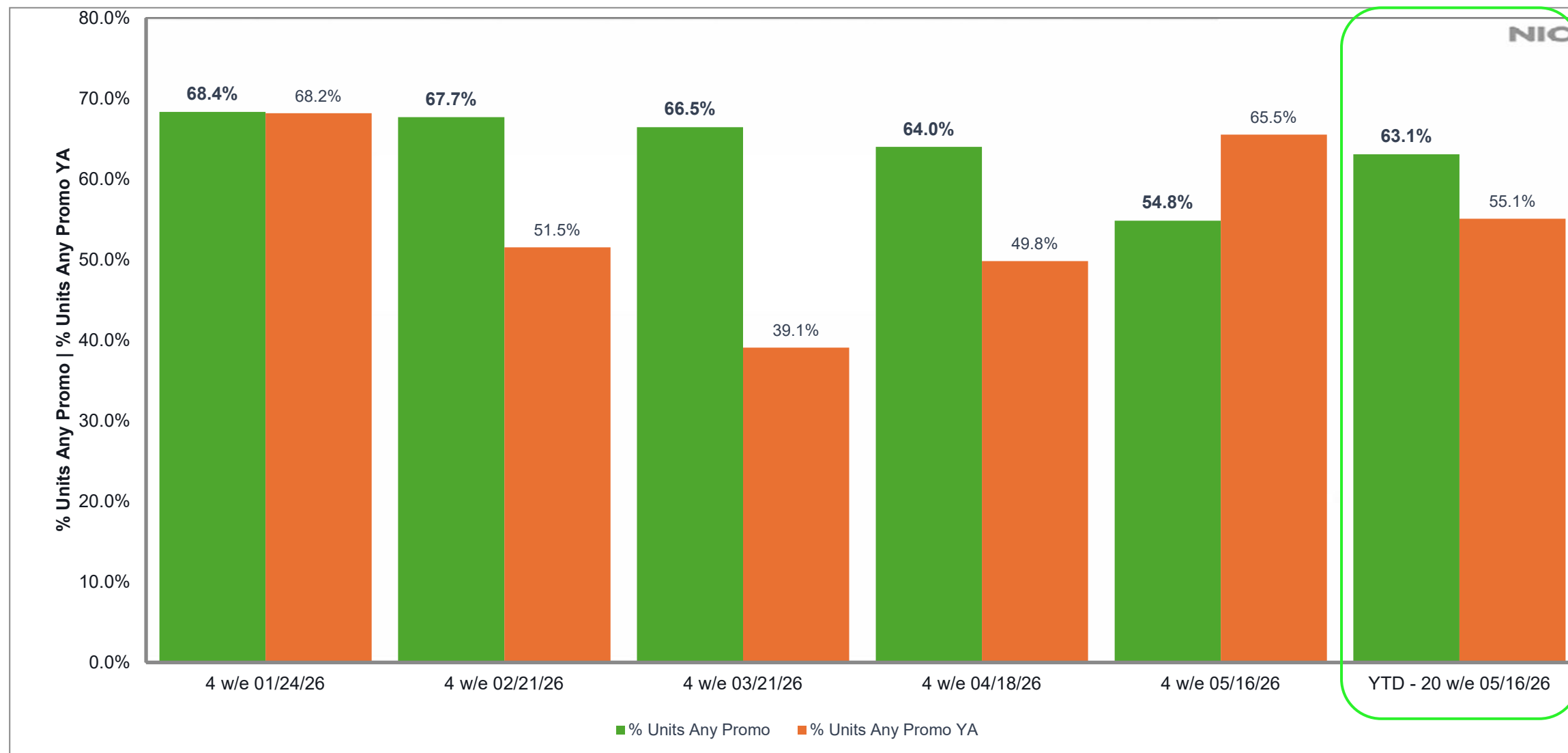


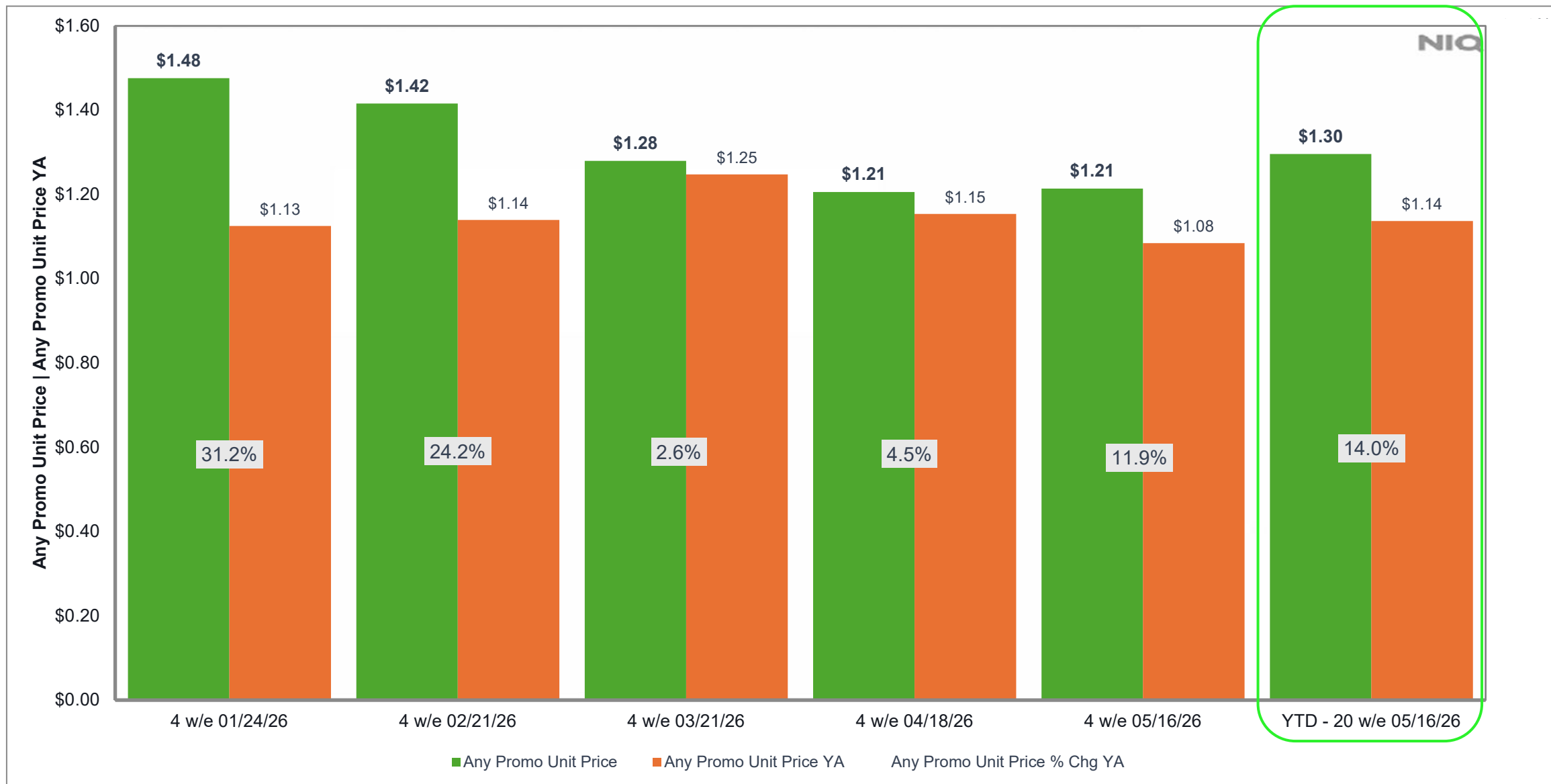


**Total U.S.
Total Mango (Whole + Fresh Cut)**





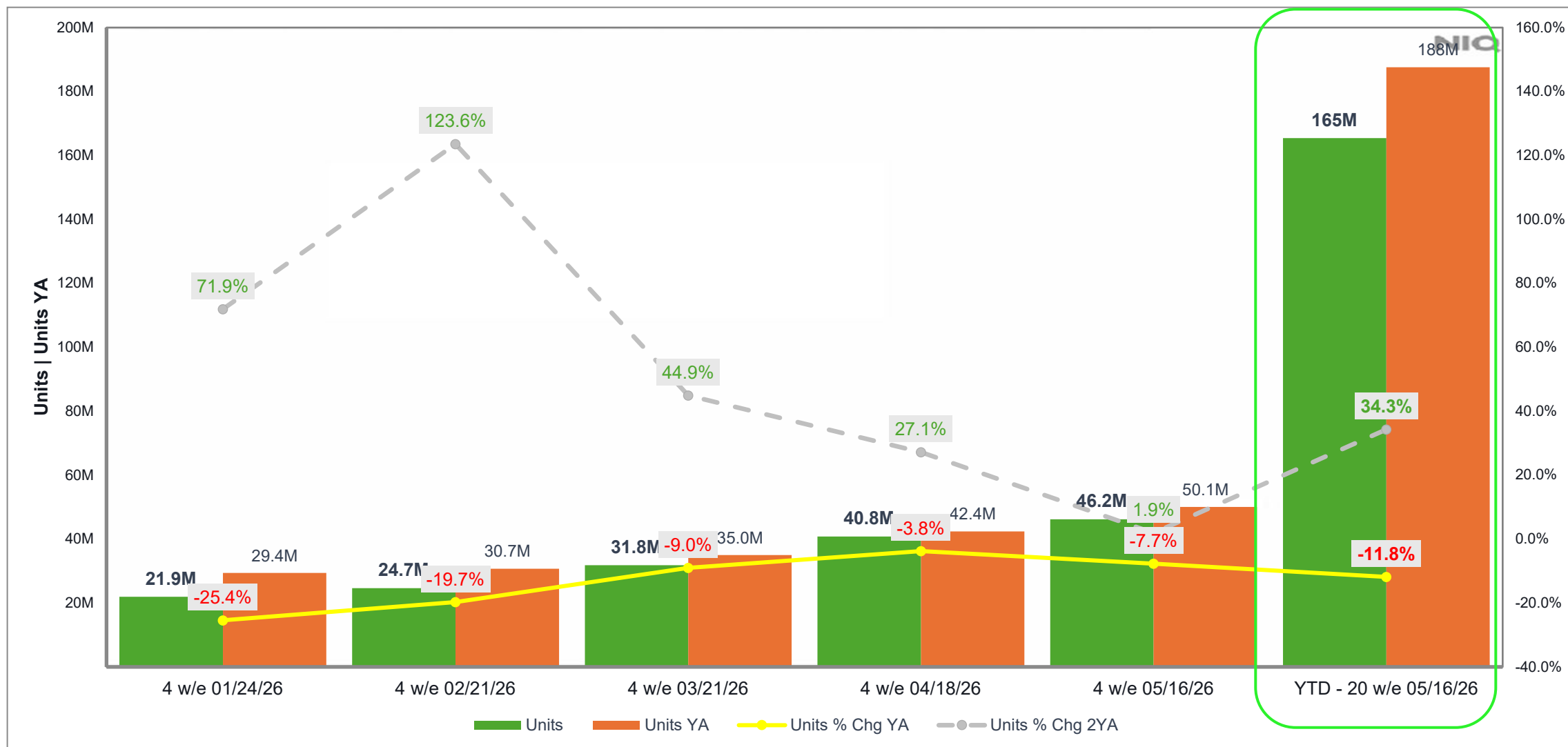


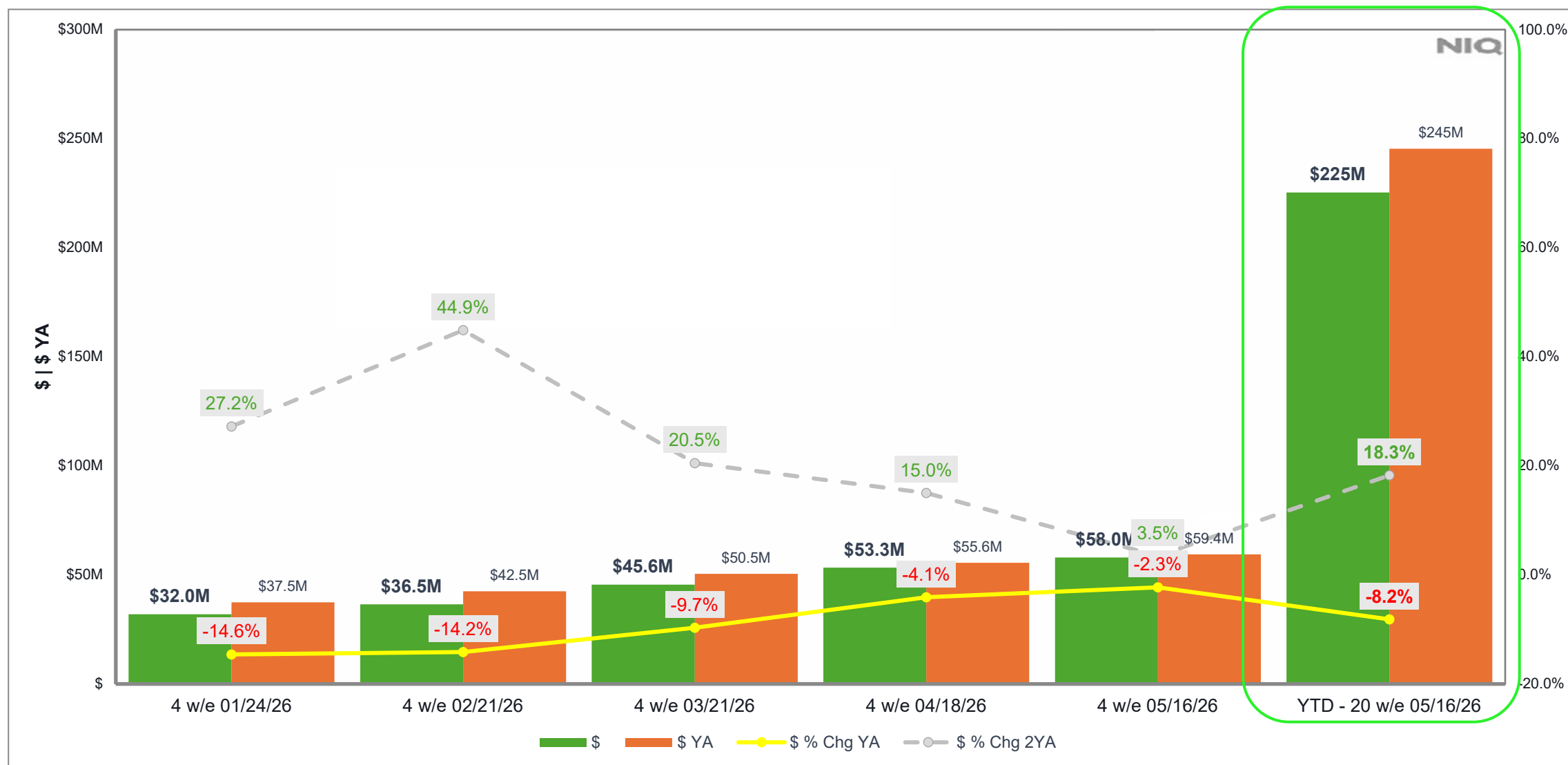




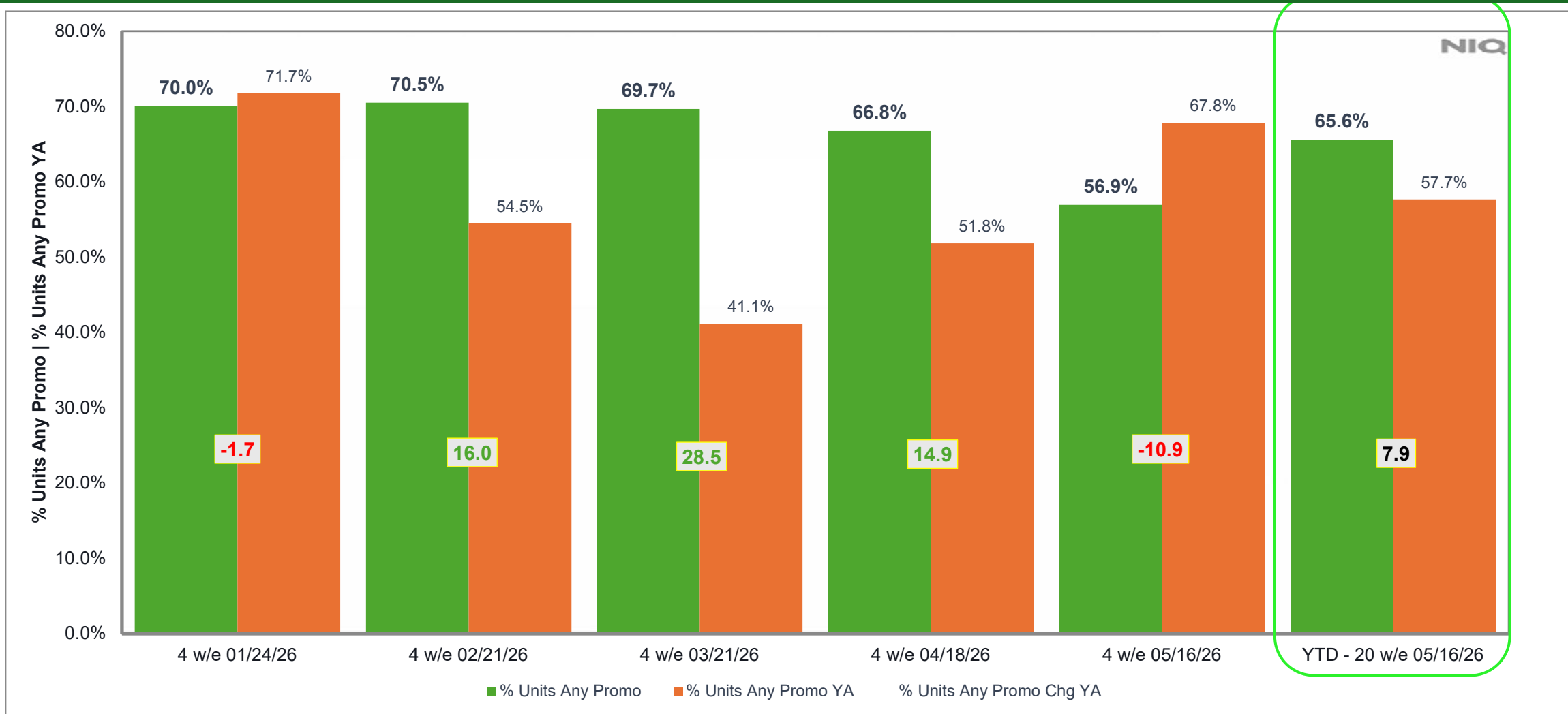


Total U.S. WHOLE MANGO

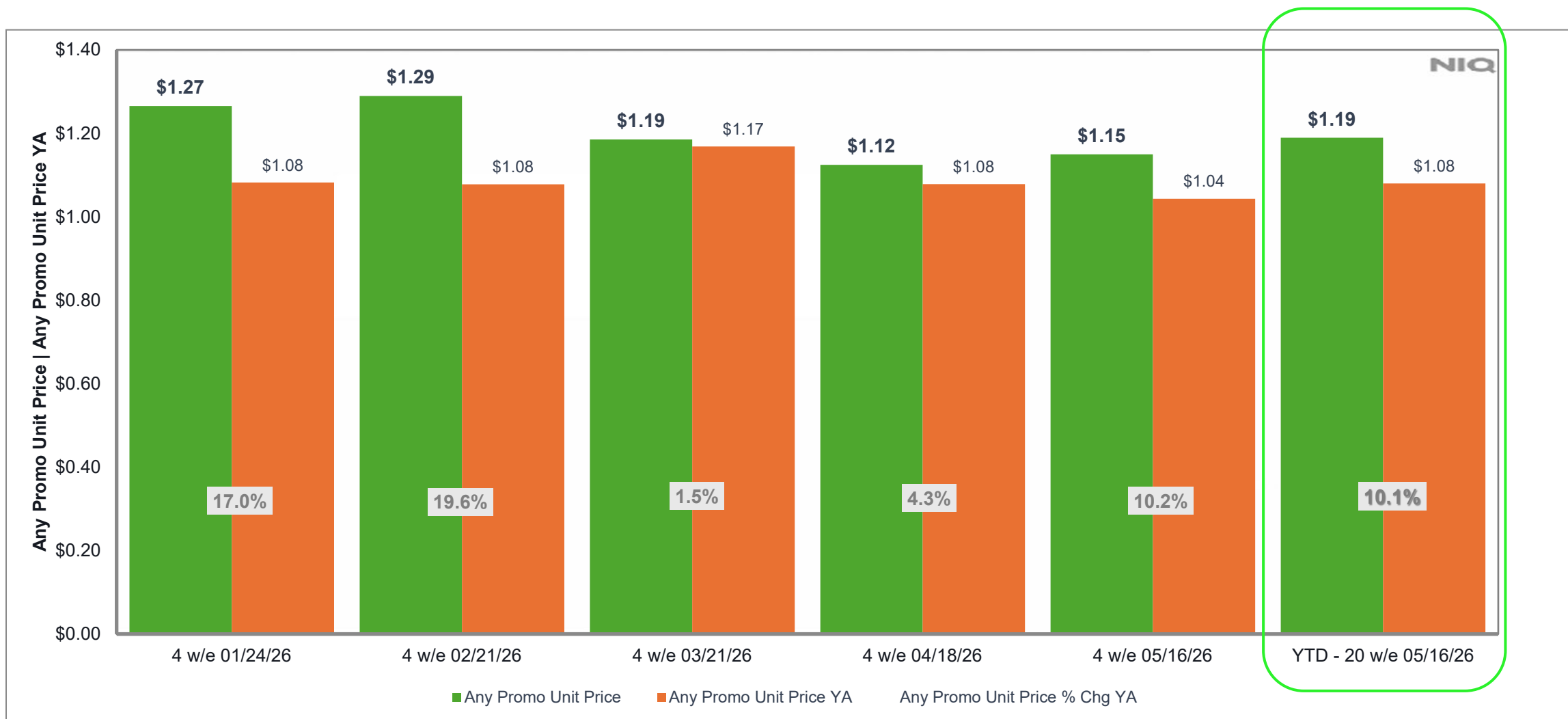




Whole Mango % promoted unit volume was down 10.9% in the latest four-week period vs prior year;
YTD % promoted unit volume is up nearly 8% vs prior year



Whole Mango **promoted price** was **up 10.2%** in the latest four-week period vs prior year;
YTD **promoted price** is **up 10.1%** vs prior year





Whole Mango **non-promoted price** was **down 6%** in the latest four-week period vs prior year;
YTD non-promoted price is up 4.5% vs prior year





Region Performance

WHOLE MANGO



U.S. Regions – Whole Mangos – YTD May 2026

Mountain	
CDI	120
Units Contribution	9%
Units	15,491,218
Units % Chg PY	-8%
Dollars	\$18,960,876
Dollars % Chg PY	-10.1%
Promo Price	\$1.04
Promo Price % Chg PY	0.3%
Non-Promo Price	\$1.59
Non Promo Price % Chg	-2.0%

West North Central	
CDI	54
Units Contribution	4%
Units	5,851,790
Units % Chg PY	-6%
Dollars	\$8,560,604
Dollars % Chg PY	-11.7%
Promo Price	\$1.26
Promo Price % Chg PY	0.4%
Non-Promo Price	\$1.81
Non Promo Price % Chg	-3.6%

East North Central	
CDI	75
Units Contribution	10%
Units	17,310,066
Units % Chg PY	-12%
Dollars	\$23,032,515
Dollars % Chg PY	-10.8%
Promo Price	\$1.17
Promo Price % Chg PY	9.8%
Non-Promo Price	\$1.67
Non Promo Price % Chg	-3.1%

New England	
CDI	113
Units Contribution	6%
Units	9,508,289
Units % Chg PY	-13%
Dollars	\$13,432,675
Dollars % Chg PY	-7.9%
Promo Price	\$1.20
Promo Price % Chg PY	5.5%
Non-Promo Price	\$1.87
Non Promo Price % Chg	10.7%

Total US	
CDI	100
Units Contribution	100%
Units	165,084,471
Units % Chg PY	-12%
Dollars	\$225,060,373
Dollars % Chg PY	-8.0%
Promo Price	\$1.19
Promo Price % Chg PY	10.2%
Non-Promo Price	\$1.70
Non Promo Price % Chg	4.4%

- **No major changes in terms of Category Development Index (CDI) across Divisions**
 - Pacific, Mountain, New England are over-developed
 - West N. Central, East N. Central, East S. Central are under-developed
- **The goal is to maintain support for over-developed divisions, while also increasing support in under-developed divisions**

Middle Atlantic	
CDI	100
Units Contribution	12%
Units	19,157,641
Units % Chg PY	-16%
Dollars	\$27,609,227
Dollars % Chg PY	-7.3%
Promo Price	\$1.21
Promo Price % Chg PY	14.1%
Non-Promo Price	\$1.82
Non Promo Price % Chg	9.3%

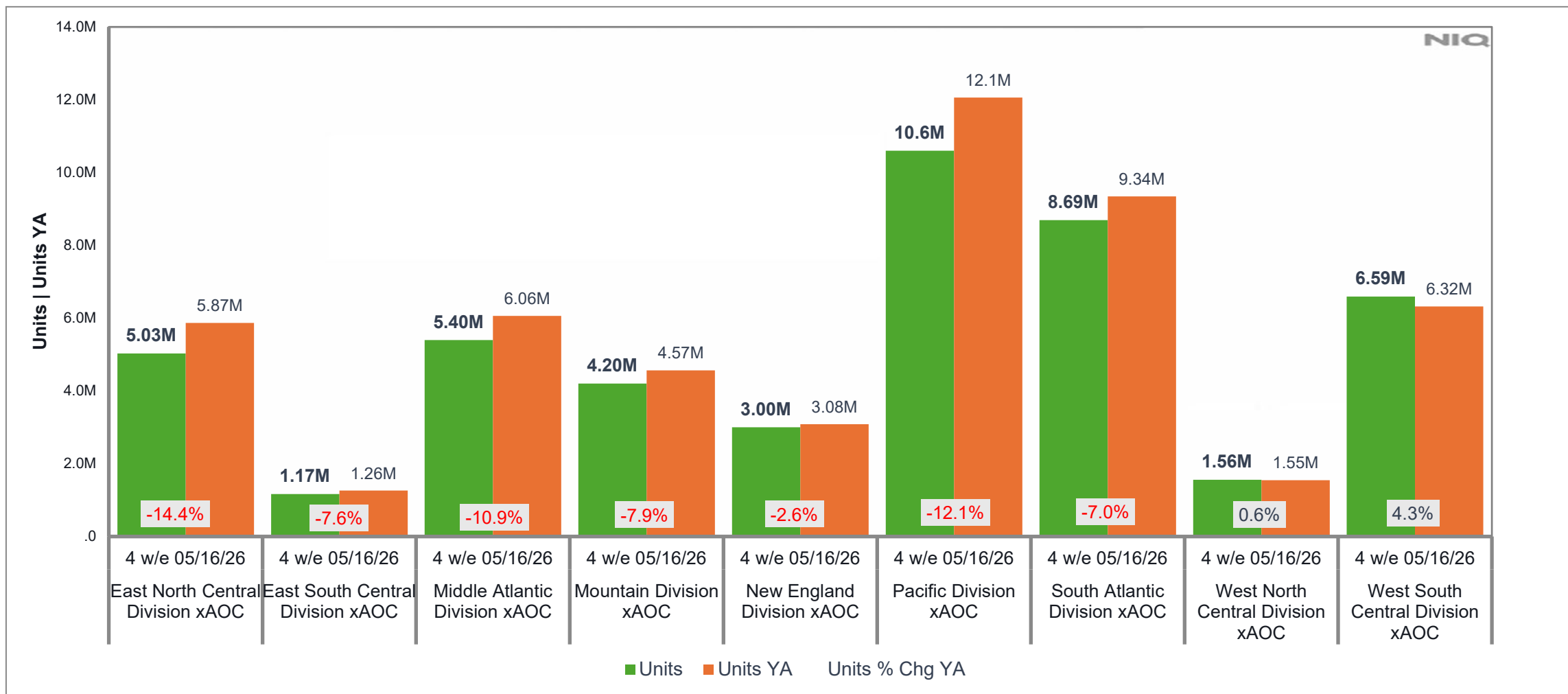
Pacific	
CDI	173
Units Contribution	23%
Units	37,499,884
Units % Chg PY	-14%
Dollars	\$51,259,102
Dollars % Chg PY	-5.1%
Promo Price	\$1.20
Promo Price % Chg PY	20.2%
Non-Promo Price	\$1.84
Non Promo Price % Chg	10.9%

West South Central	
CDI	103
Units Contribution	13%
Units	21,815,046
Units % Chg PY	-9%
Dollars	\$27,591,469
Dollars % Chg PY	-5.3%
Promo Price	\$1.10
Promo Price % Chg PY	9.9%
Non-Promo Price	\$1.53
Non Promo Price % Chg	3.0%

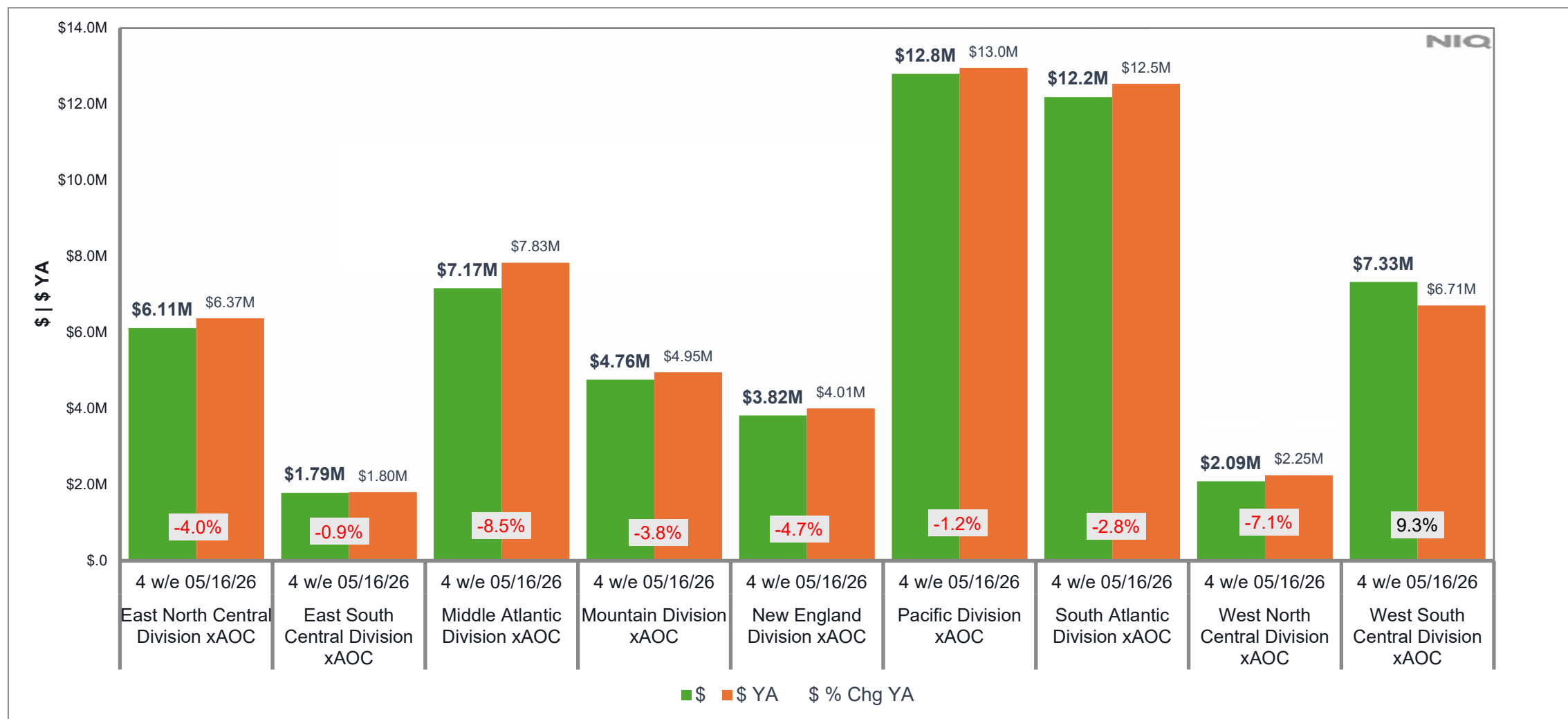
East South Central	
CDI	45
Units Contribution	3%
Units	4,748,062
Units % Chg PY	-10%
Dollars	\$7,223,093
Dollars % Chg PY	-10.4%
Promo Price	\$1.34
Promo Price % Chg PY	1.6%
Non-Promo Price	\$1.82
Non Promo Price % Chg	7.2%

South Atlantic	
CDI	90
Units Contribution	20%
Units	33,791,782
Units % Chg PY	-10%
Dollars	\$47,481,657
Dollars % Chg PY	-9.6%
Promo Price	\$1.24
Promo Price % Chg PY	1.9%
Non-Promo Price	\$1.70
Non Promo Price % Chg	6.3%

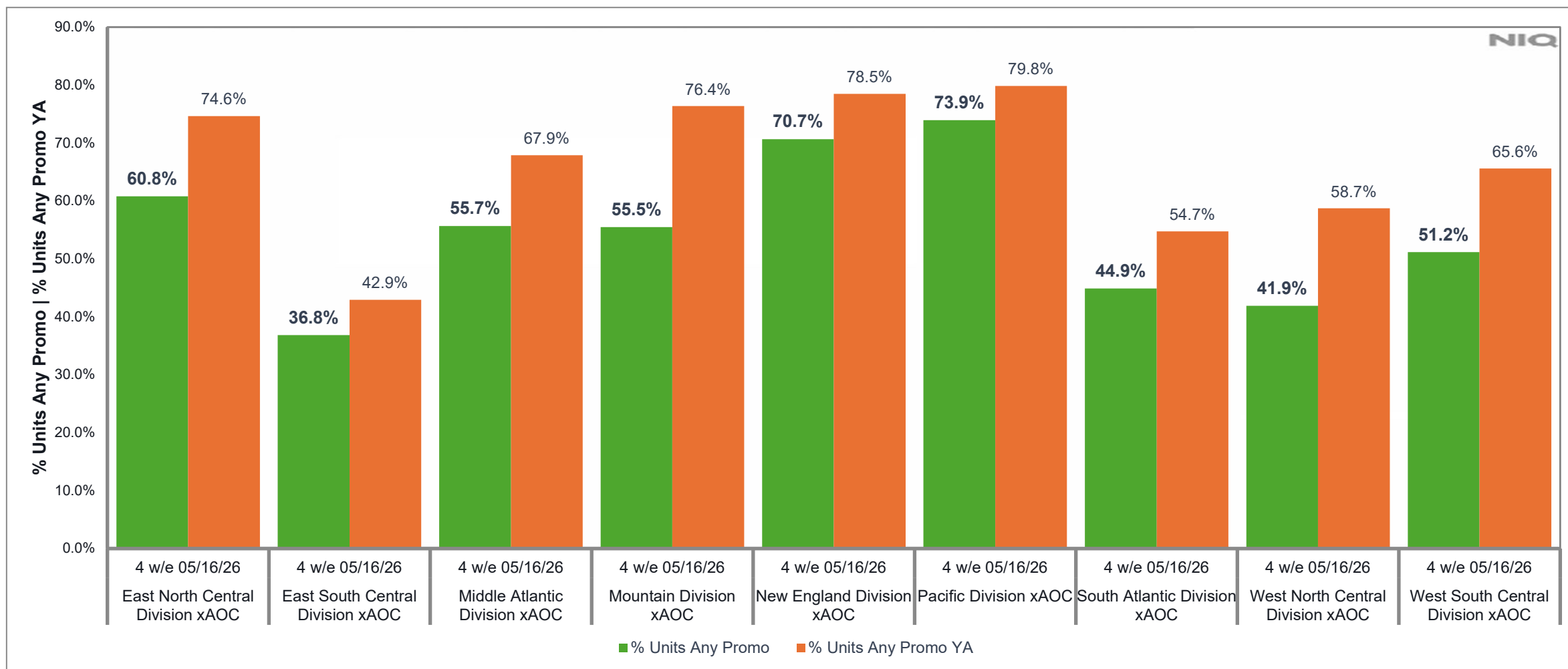
West N. Central and West S. Central had year-over-year unit growth in the latest four-week period.



Only W. South Central region had year-over-year dollar growth in the latest four-week period.



All Divisions had **decreases in promotional volume** vs prior year.





U.S. Regions – Promoted Price – May 2026

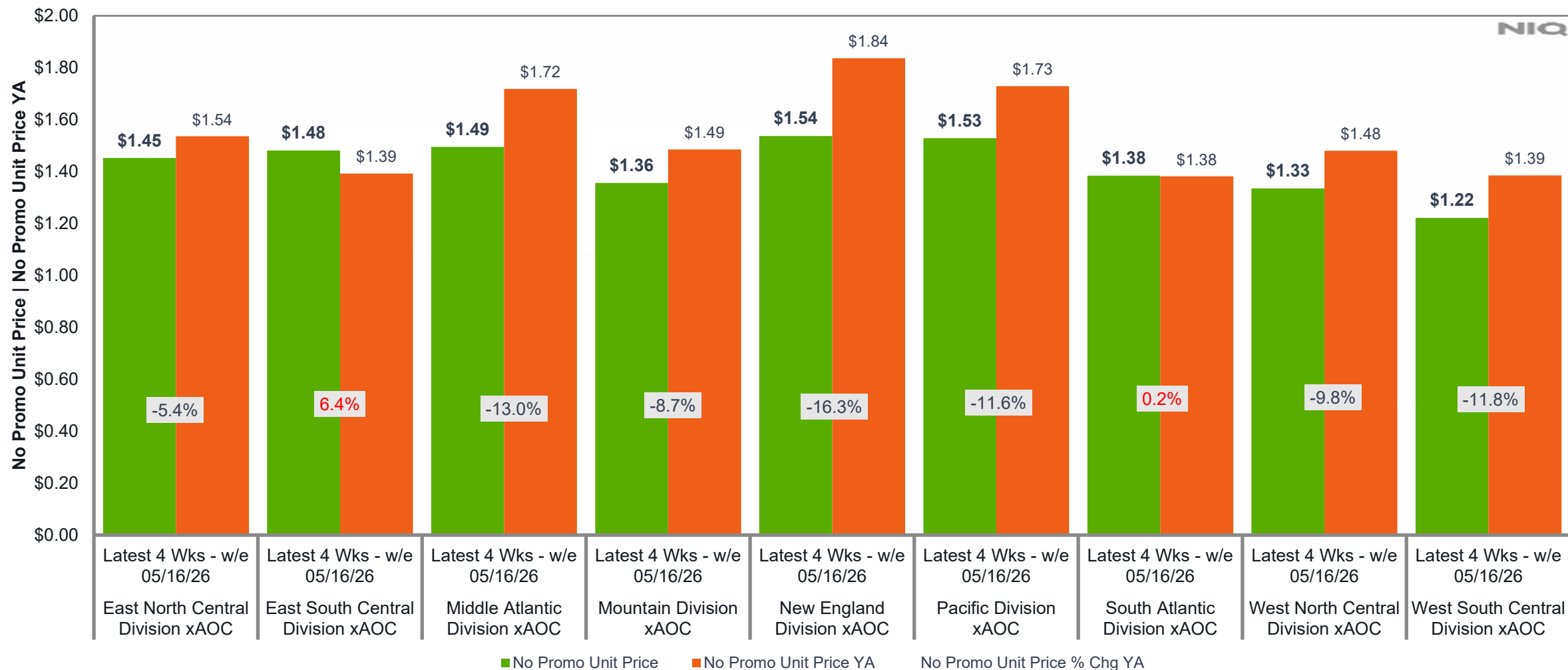
Seven out of nine divisions had **higher promoted unit prices** vs prior year.





U.S. Regions – No Promo Unit Price – May 2026

Seven out of nine regions had lower non-promoted pricing vs prior year.



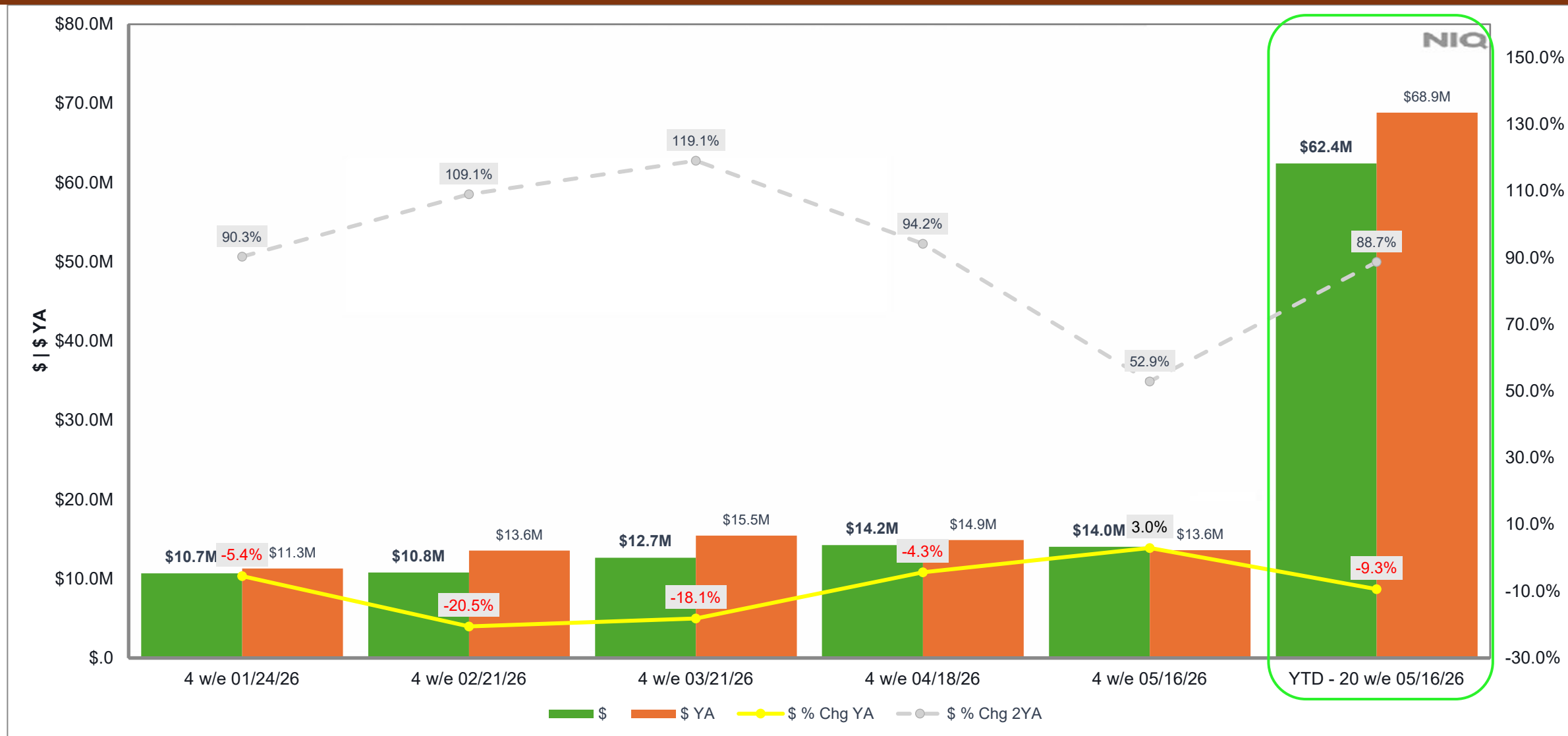


Fresh Cut Total US Performance Mango Only

Fresh Cut volume is **up nearly 5%** in the latest four-week period vs prior year, and **significantly higher** vs two years ago.

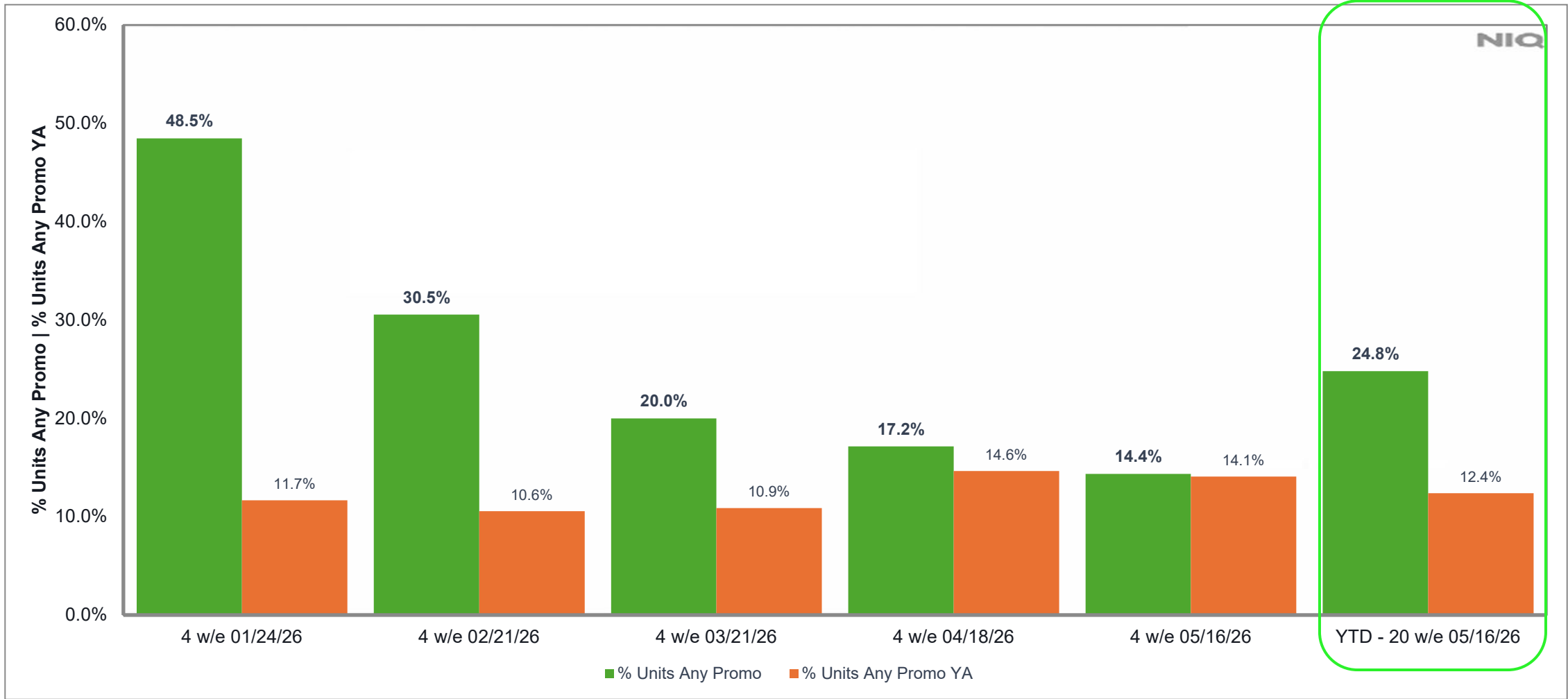


Fresh Cut dollar sales are **up 3%** in the latest four-week period vs prior year, and **significantly higher** vs two years ago.

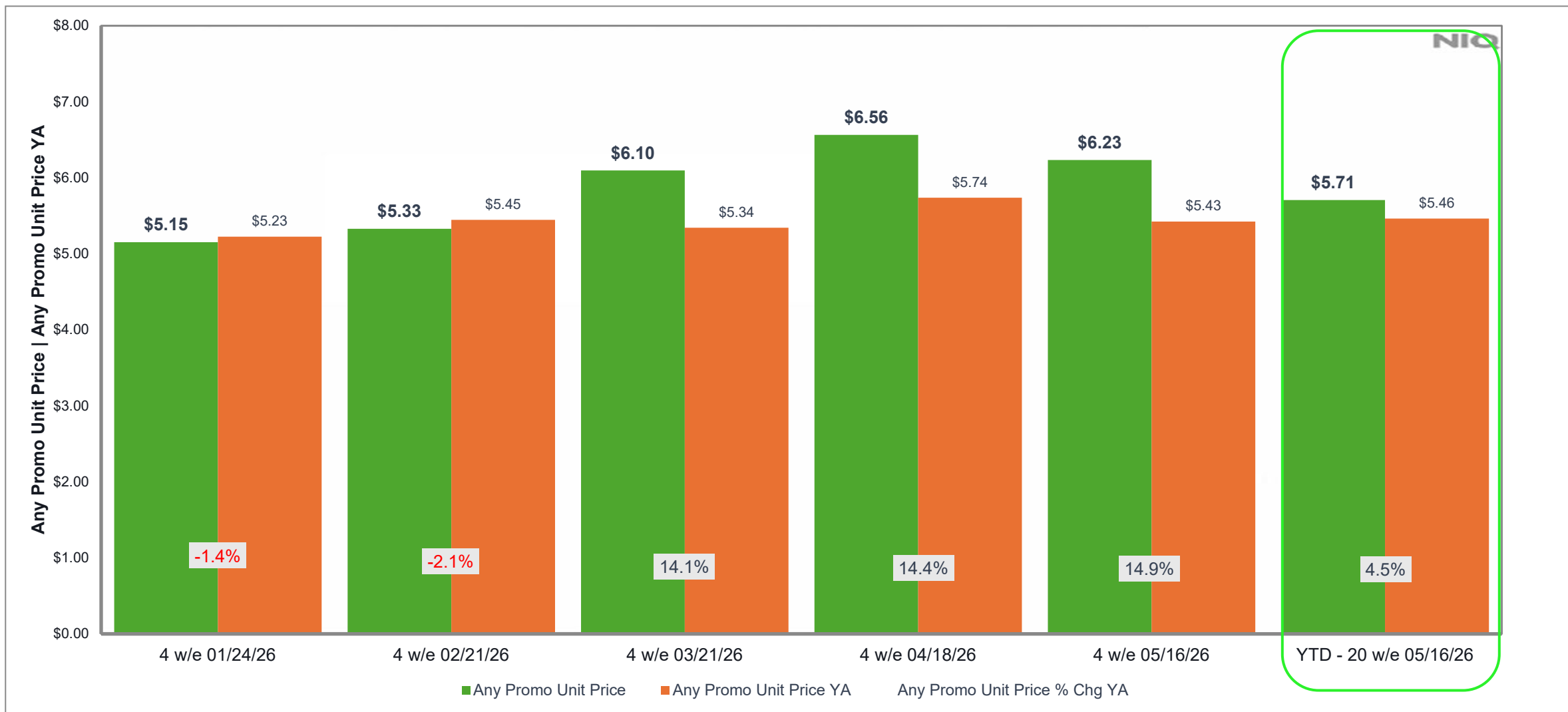




Fresh Cut **promoted volume** was **slightly up** in the latest four-week period vs prior year and is **up significantly** year-to-date.



Fresh Cut **promoted price** was **up 15%** in the latest four-week period vs prior year;
YTD promoted price is up 4.5% vs prior year





Fresh Cut non-promoted price was down 4.2% in the latest four-week period vs prior year; YTD down non-promoted price is down 3.6%





Thank you!