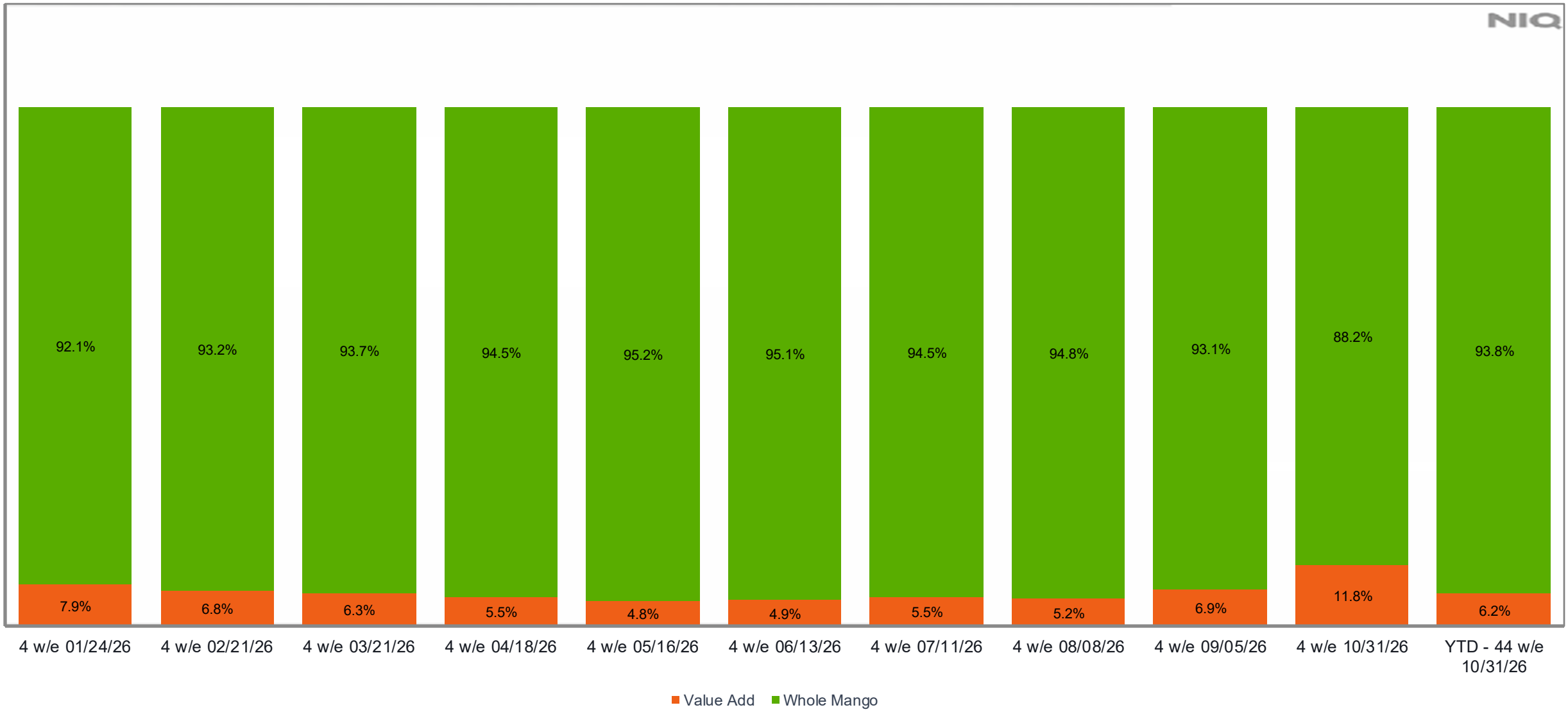
Category Development
October 2026

NielsenIQ Discover week ending 10/31/26



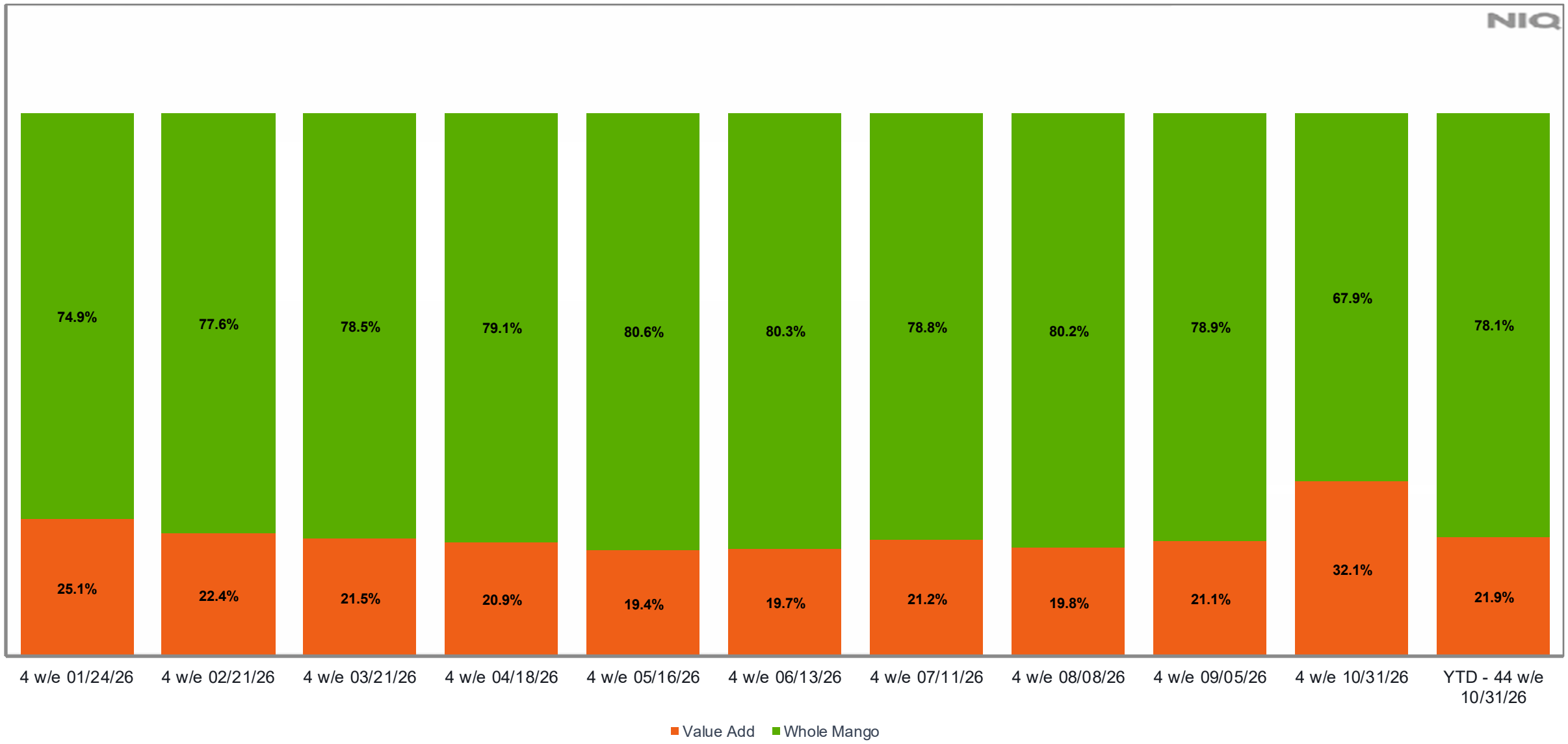
Total U.S.
TOTAL MANGO (Whole + Fresh Cut)

TOTAL MANGO Whole Mango and Fresh Cut Unit Share – Oct 2026



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

TOTAL MANGO Whole Mango and Fresh Cut $ Share – Oct 2026



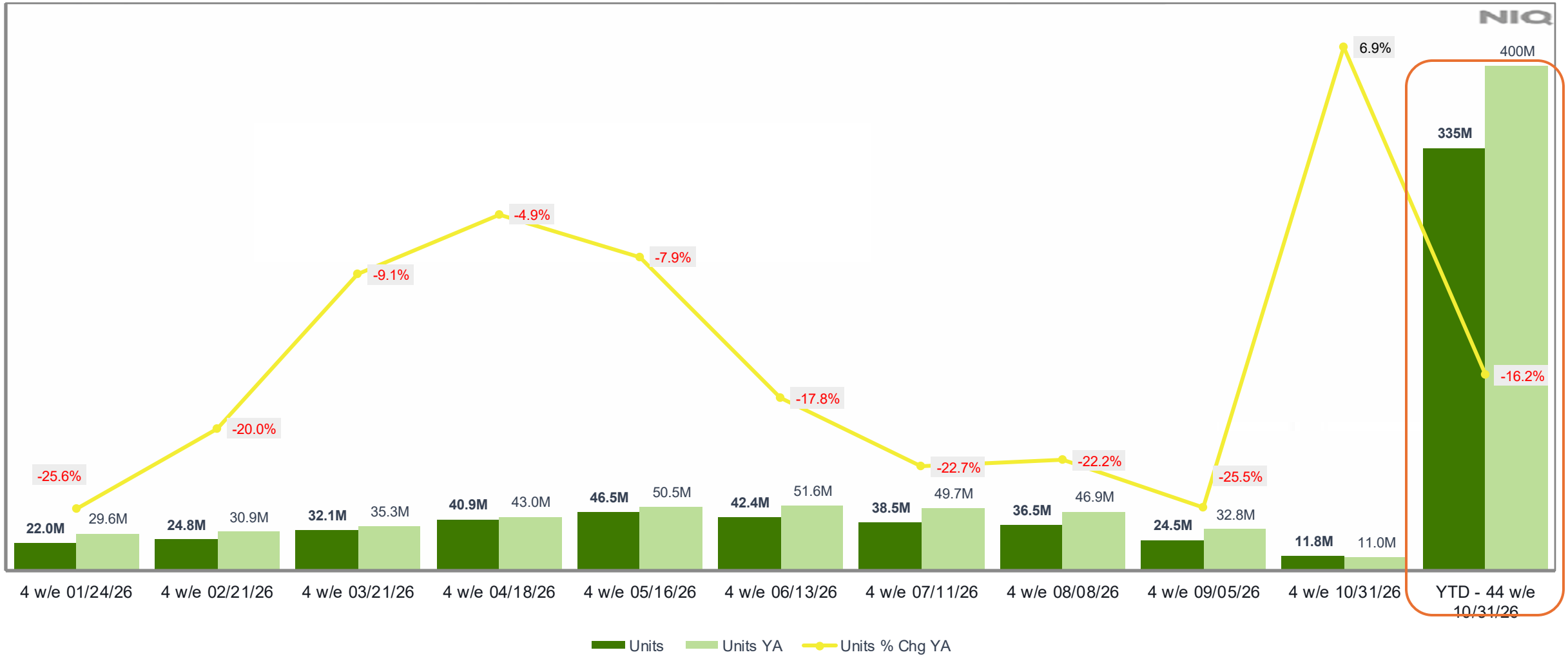
NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26



Total U.S. WHOLE MANGO

Whole Mango Unit Volume: January - Oct 2026 (vs Prior Year)

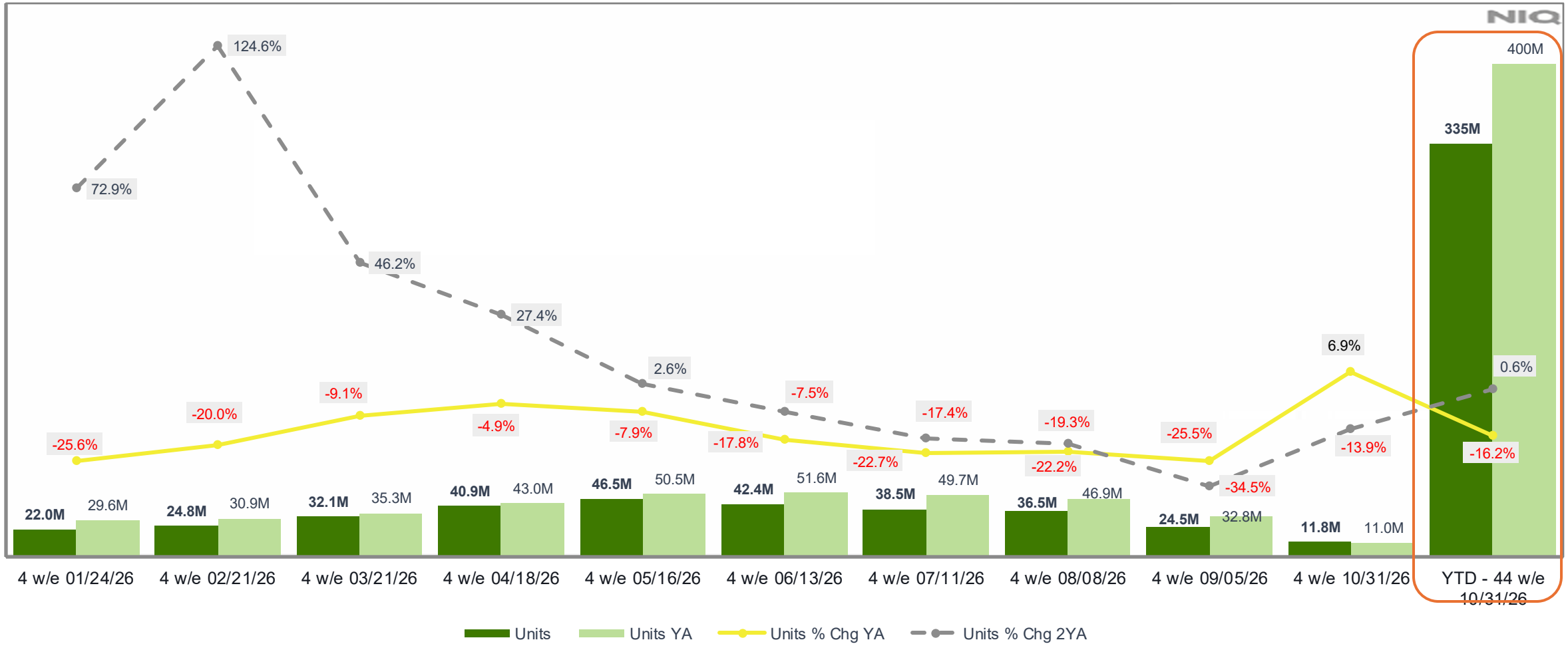
Whole Mango unit volume was up 6.9% in the latest 4-week period vs prior year;
YTD unit volume is down -16.2% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango Unit Volume: January - Oct 2026 (vs 2 years ago)

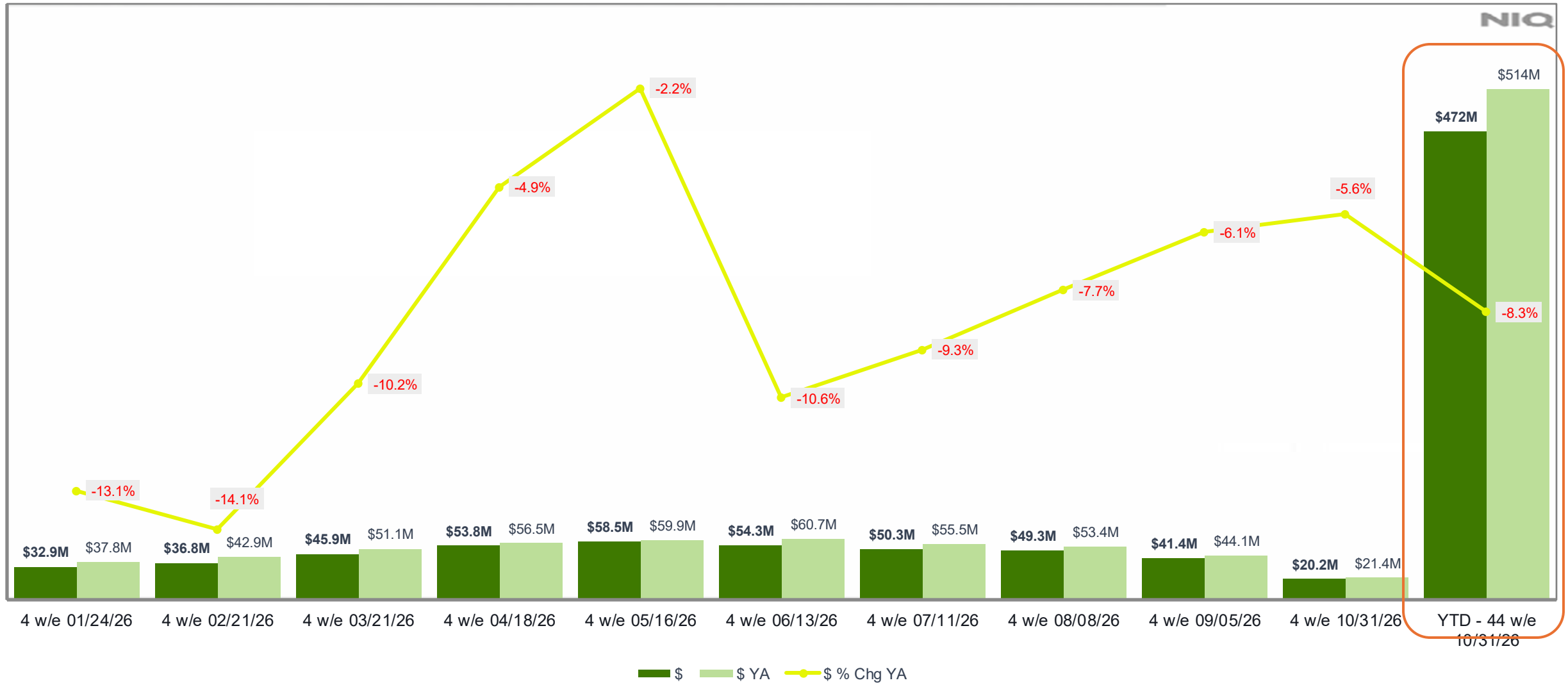
Whole Mango unit volume down nearly -13.9% in the latest 4-week period vs 2 years ago; However, YTD unit volume is up 0.6% vs 2 years ago



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango Dollar Sales: January – Oct 2026 (vs Prior Year)

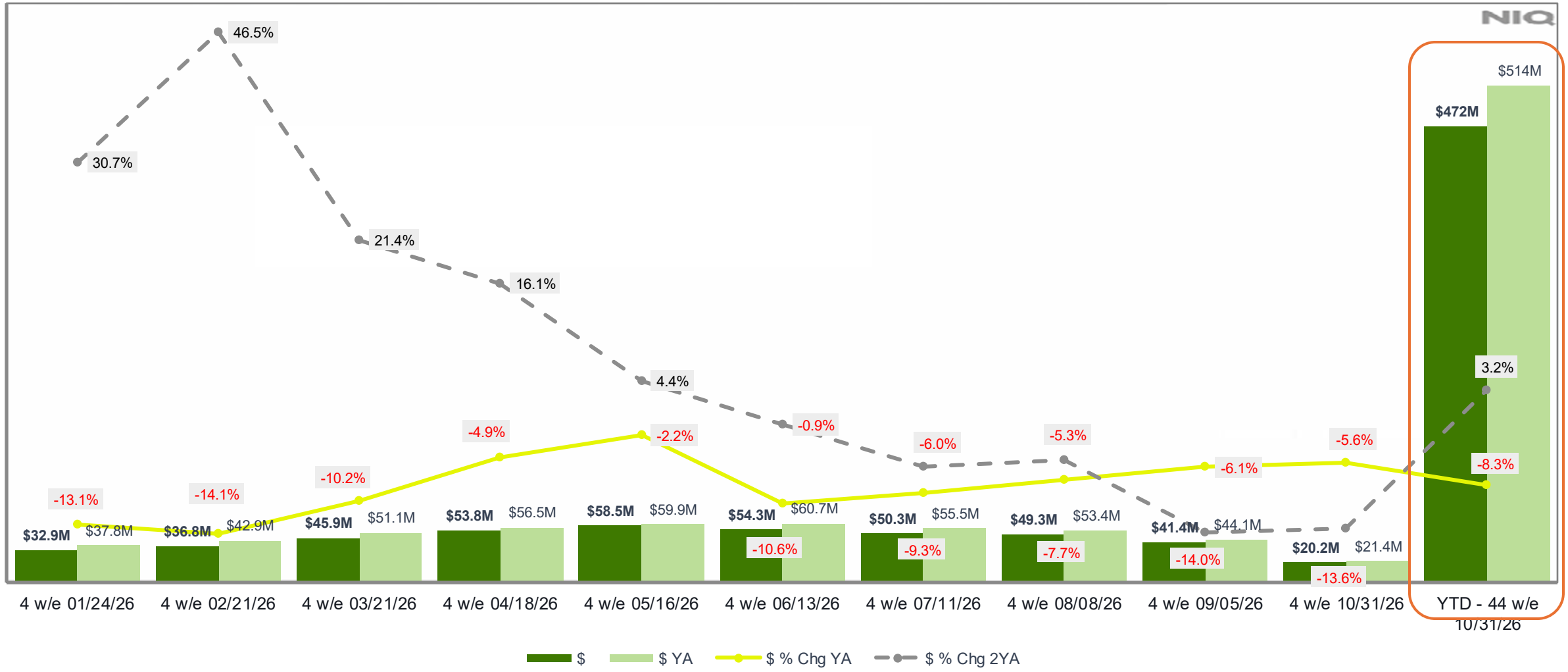
Whole Mango dollar sales were down -5.6% in the latest 4-week period vs prior year;
YTD dollar sales are down -8.3% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango Dollar Sales: January – Oct 2026 (vs 2 years ago)

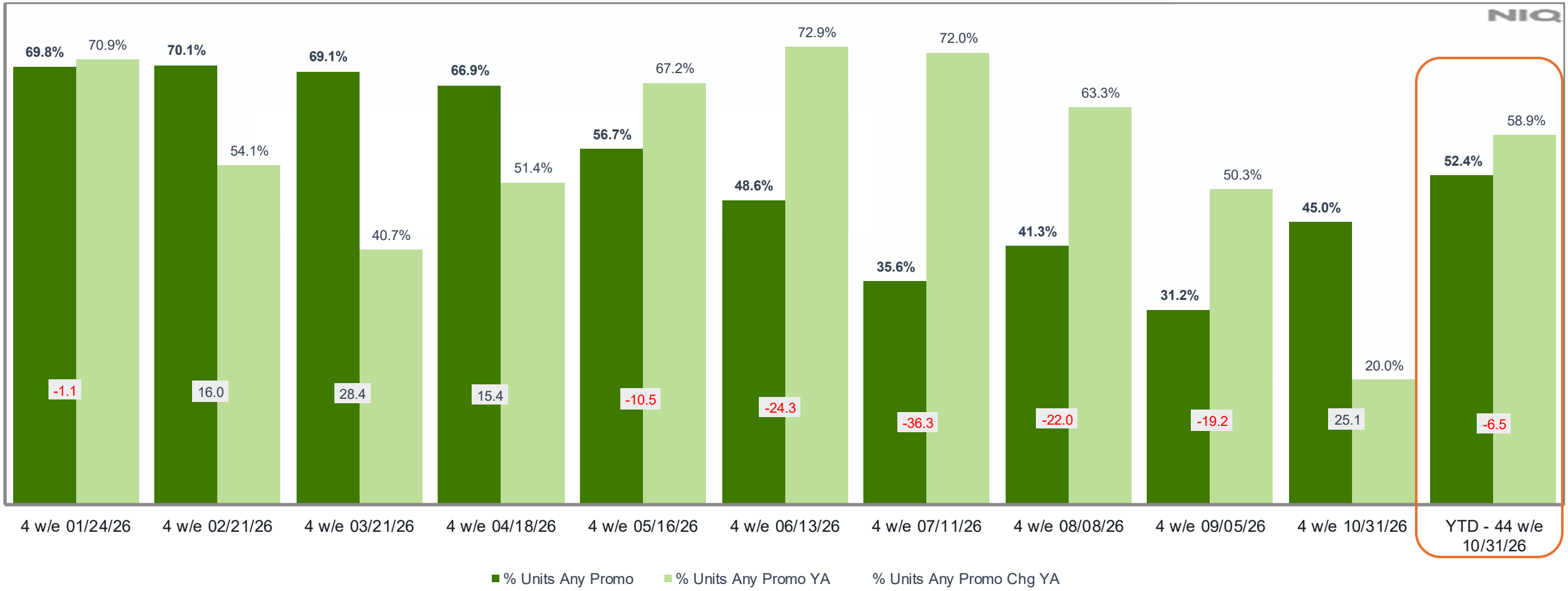
Whole Mango dollar sales were down -13.6% in the latest 4-week period vs 2 years ago; However, YTD dollar sales are up 3.2% vs 2 years ago



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango % Promoted Unit Volume: January - Oct 2026 (vs Prior Year)

Whole Mango % promoted unit volume up 25.1% in the latest 4-week period vs prior year;
YTD % promoted unit volume is down -6.5% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango Any Promo Unit Price: January - Oct 2026 (vs Prior Year)

Whole Mango promoted price was down -4.3% in the latest 4-week period vs prior year; YTD promoted price is up 12.6% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Whole Mango Non-Promoted Unit Price: January - Oct 2026 (vs Prior Year)

Whole Mango non-promoted price was down -5.3% in the latest 4-week period vs prior year; YTD non-promoted price is up 2.0% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26



Divison and Retailer Performance
WHOLE MANGO

U.S. Divisions – Whole Mangos – YTD Oct 2026

Mountain	
CDI	119
Units Contribution	9%
Units	31,129,127
Units % Chg PY	-14.2%
Dollars	$40,283,852
Dollars % Chg PY	-9.4%
Promo Price	$1.06
Promo Price % Chg PY	4.6%
Non-Promo Price	$1.56
Non Promo Price % Chg PY	-0.8%

West North Central	
CDI	56
Units Contribution	4%
Units	12,275,536
Units % Chg PY	-8.8%
Dollars	$18,127,878
Dollars % Chg PY	-9.6%
Promo Price	$1.35
Promo Price % Chg PY	13.2%
Non-Promo Price	$1.56
Non Promo Price % Chg PY	-16.1%

East North Central	
CDI	75
Units Contribution	10%
Units	35,199,606
Units % Chg PY	-17.1%
Dollars	$48,011,376
Dollars % Chg PY	-10.1%
Promo Price	$1.13
Promo Price % Chg PY	11.3%
Non-Promo Price	$1.65
Non Promo Price % Chg PY	-2.5%

New England	
CDI	108
Units Contribution	5%
Units	18,395,374
Units % Chg PY	-18.9%
Dollars	$27,972,561
Dollars % Chg PY	-11.5%
Promo Price	$1.27
Promo Price % Chg PY	10.3%
Non-Promo Price	$1.79
Non Promo Price % Chg PY	1.5%

Total US	
CDI	100
Units Contribution	100%
Units	335,243,116
Units % Chg PY	-16.2%
Dollars	$471,624,157
Dollars % Chg PY	-8.3%
Promo Price	$1.18
Promo Price % Chg PY	12.6%
Non-Promo Price	$1.65
Non Promo Price % Chg PY	2.0%

- **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
- **Our goal is to maintain support for over-developed divisions, while also increasing support in under-developed divisions**

Middle Atlantic	
CDI	93
Units Contribution	11%
Units	36,030,323
Units % Chg PY	-19.0%
Dollars	$53,633,570
Dollars % Chg PY	-11.5%
Promo Price	$1.27
Promo Price % Chg PY	15.8%
Non-Promo Price	$1.70
Non Promo Price % Chg PY	-3.9%

Pacific	
CDI	182
Units Contribution	24%
Units	79,899,696
Units % Chg PY	-15.9%
Dollars	$110,092,942
Dollars % Chg PY	-5.0%
Promo Price	$1.11
Promo Price % Chg PY	14.0%
Non-Promo Price	$1.90
Non Promo Price % Chg PY	13.2%

West South Central	
CDI	108
Units Contribution	14%
Units	46,399,274
Units % Chg PY	-20.2%
Dollars	$59,922,471
Dollars % Chg PY	-6.6%
Promo Price	$1.09
Promo Price % Chg PY	21.9%
Non-Promo Price	$1.50
Non Promo Price % Chg PY	9.8%

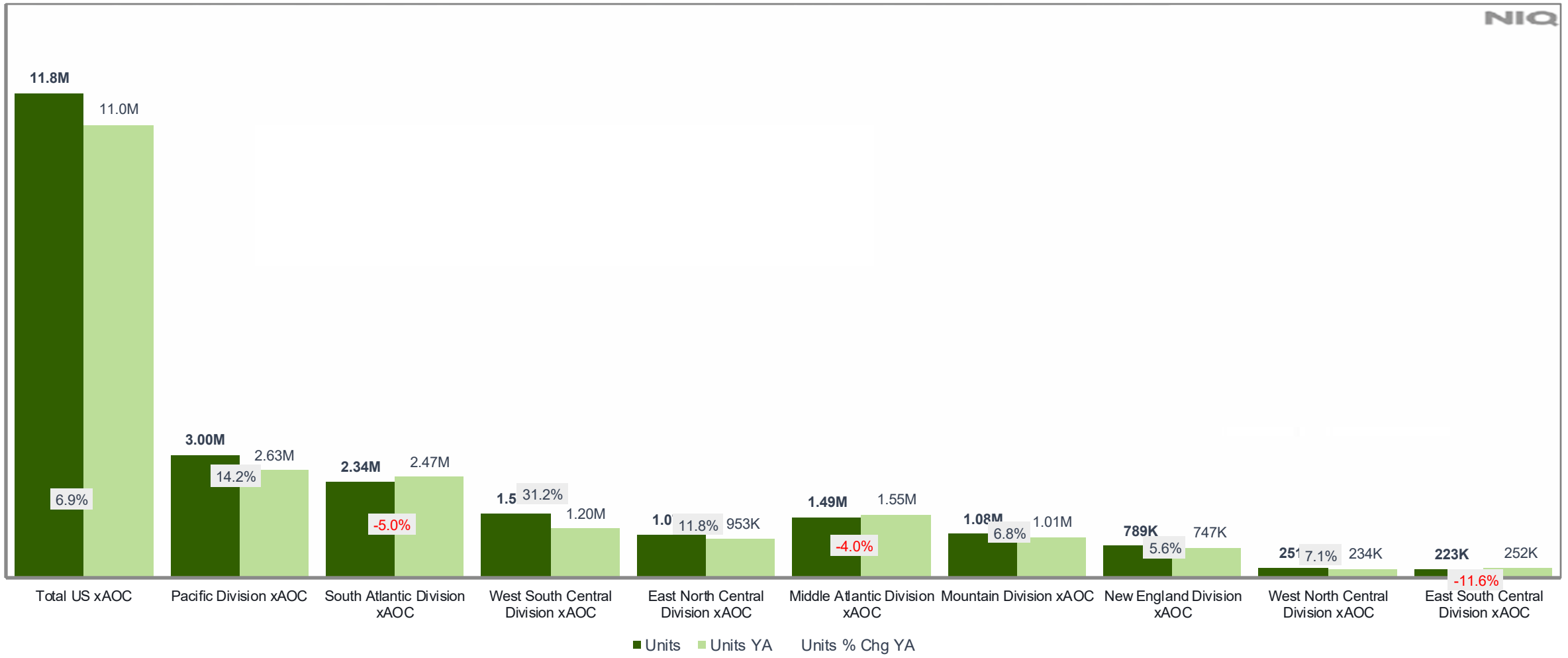
East South Central	
CDI	45
Units Contribution	3%
Units	9,699,371
Units % Chg PY	-14.0%
Dollars	$15,501,125
Dollars % Chg PY	-10.2%
Promo Price	$1.46
Promo Price % Chg PY	12.4%
Non-Promo Price	$1.69
Non Promo Price % Chg PY	-4.4%

South Atlantic	
CDI	87
Units Contribution	20%
Units	66,264,573
Units % Chg PY	-13.2%
Dollars	$98,083,652
Dollars % Chg PY	-8.1%
Promo Price	$1.31
Promo Price % Chg PY	9.8%
Non-Promo Price	$1.63
Non Promo Price % Chg PY	-1.2%

NielsenIQ Discover, xAOC YTD 2026, Latest 44 Weeks ending 10/31/26

U.S. Divisions – **Total Units** – Oct 2026

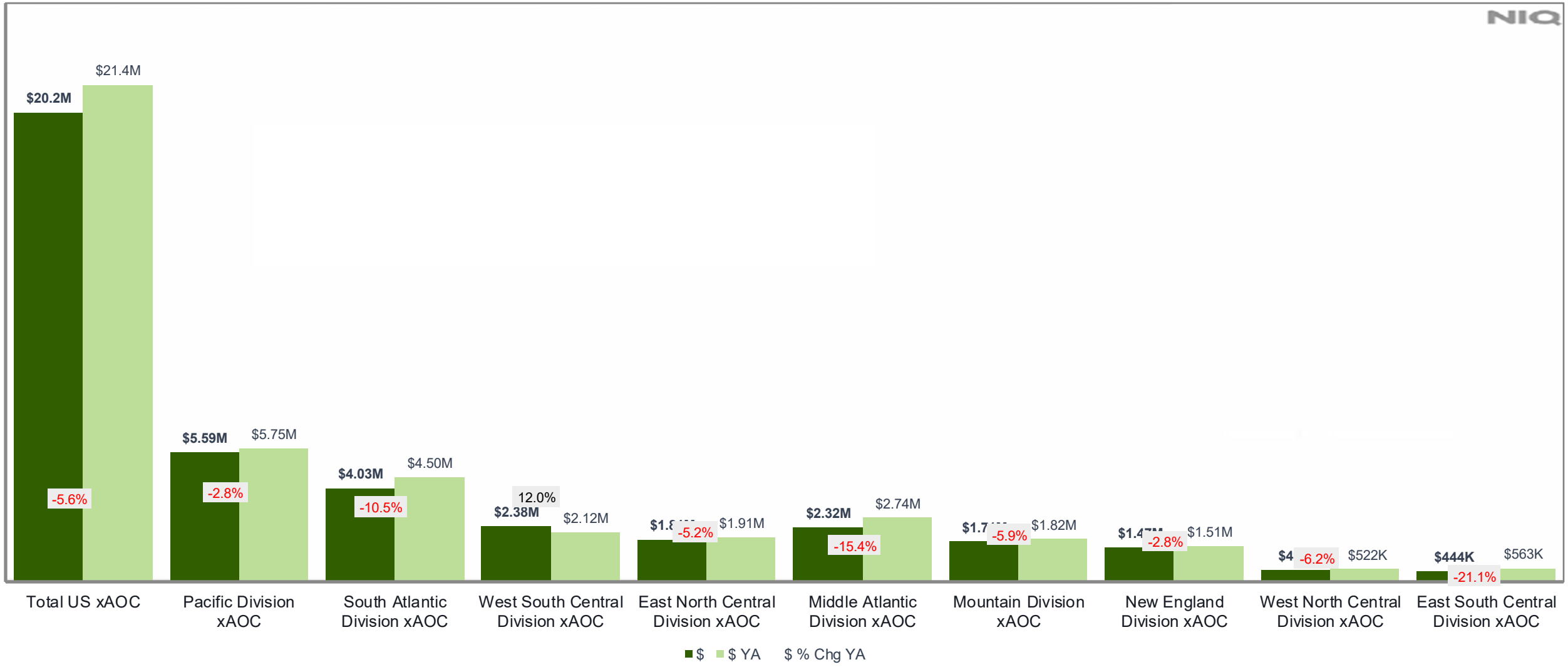
6 out of 9 divisions had positive year-over-year unit volume in the latest four-week period.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

U.S. Divisions – **Total Dollars** – Oct 2026

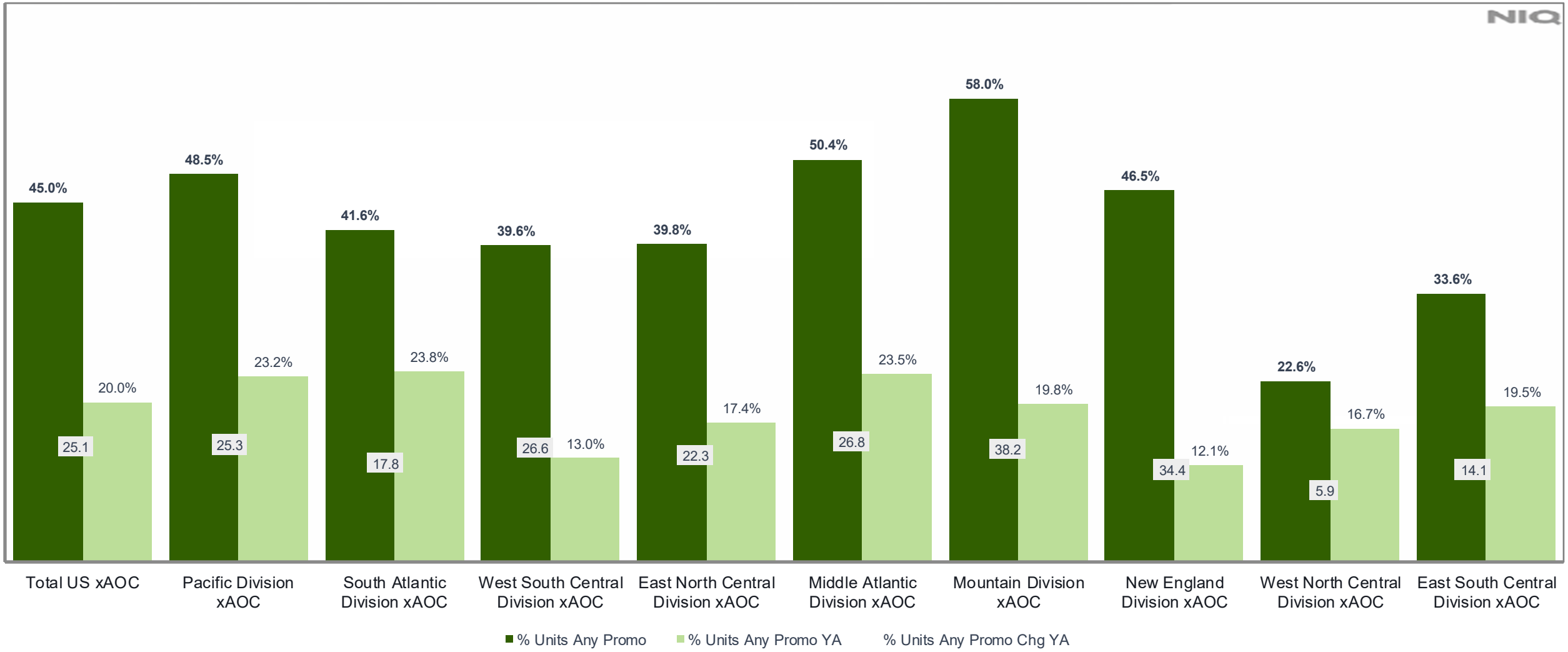
1 out of 9 divisions had year-over-year dollar sales growth in the latest four-week period.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

U.S. Divisions - % **Units Sold on Promo** - Oct 2026

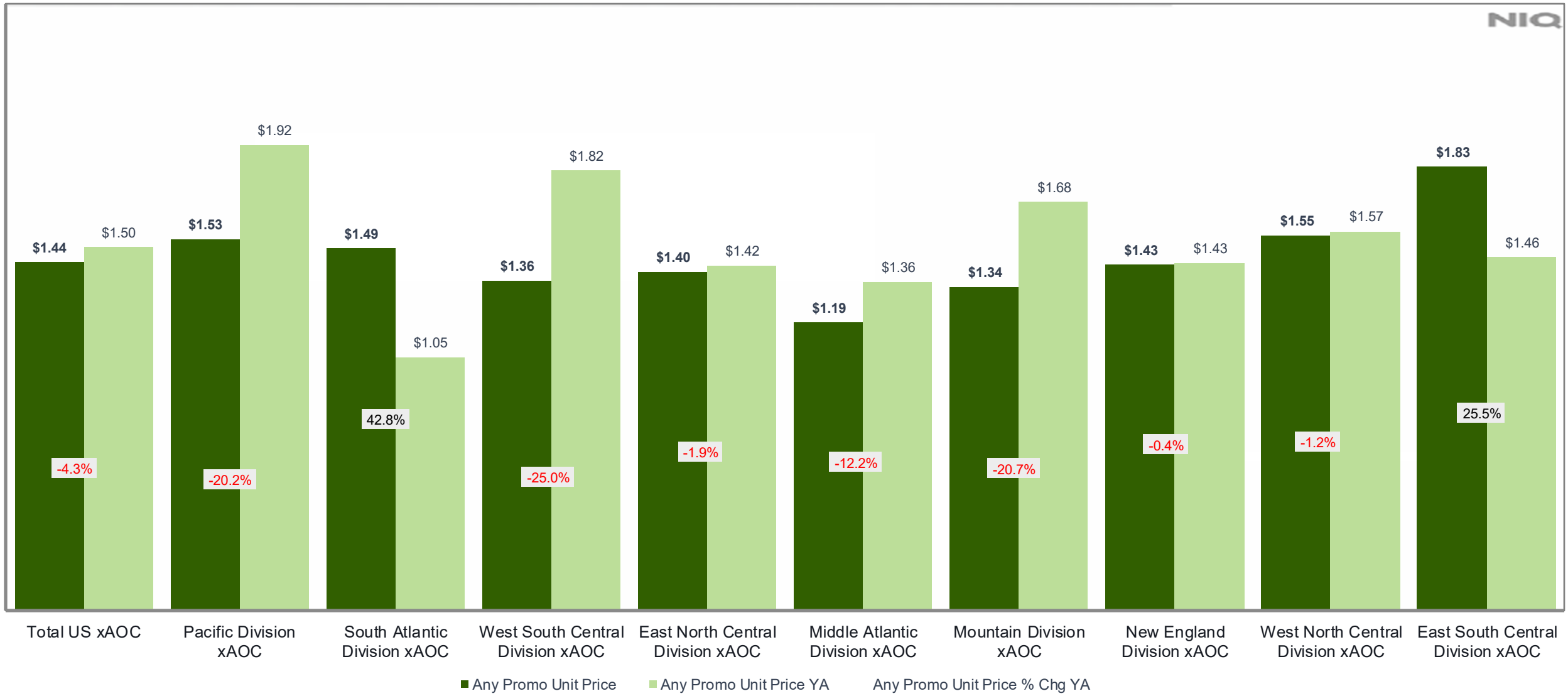
8 out of 9 divisions had double-digit PP increase in promotional volume vs prior year.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

U.S. Divisions – **Promoted Price** – Oct 2026

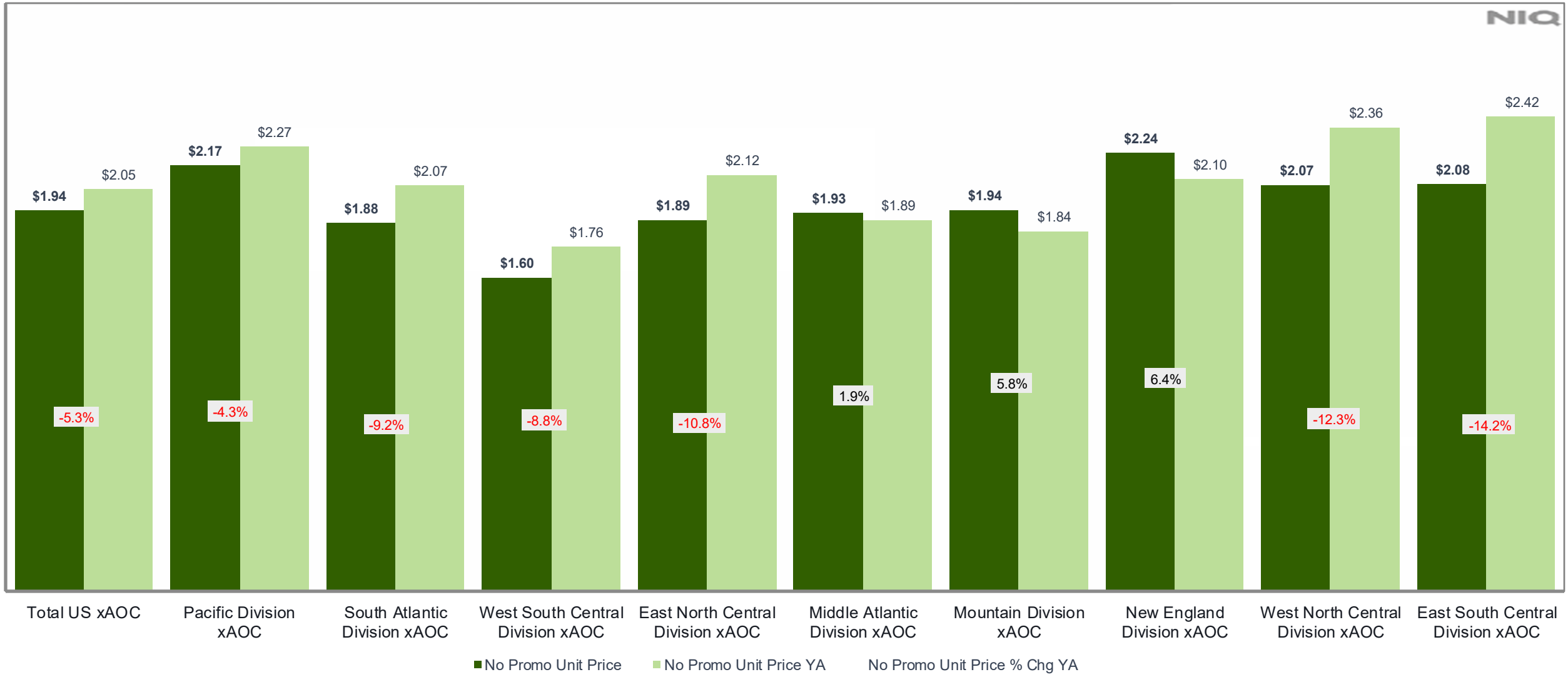
7 out of 9 divisions had lower promoted unit prices vs prior year.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

U.S. Divisions – **No Promo Unit Price** – Oct 2026

6 out of 9 divisions had lower non-promoted pricing vs prior year.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

Whole Mango – Top 40 Retailers (1-20) by Velocity – Oct 2026

24 of the top 40 retailers (ranked by Velocity = Units/Store/Week) had increased unit growth vs Prior Year

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
El Super Total TA	1,962	1,142	565,020	319,631	76.8%	3,177.2	$2,149	$1,505	$618,824	$421,522	46.8%	2,030.2	$1.09	$1.48	(26.4)%	$1.10	13.1%	85.3%	54.0	4.1	3.4	20.0%
Los Altos Ranch TA	1,413	1,113	39,551	31,153	27.0%	2,596.4	$2,427	$1,918	$67,945	$53,703	26.5%	2,602.3	$1.60	$1.61	(0.5)%	$1.74	(13.0)%	83.3%	54.3	7.6	8.5	(10.3)%
El Rancho Supermercado Total TA	1,031	788	119,631	91,366	30.9%	1,883.1	$1,503	$1,317	$174,297	$152,827	14.0%	1,600.7	$2.78	$1.13	146.4%	$1.09	(45.3)%	78.5%	15.9	6.0	6.0	(0.9)%
Fiesta Total TA	911	706	222,178	169,437	31.1%	1,908.2	$1,266	$1,175	$308,881	$282,012	9.5%	1,547.8	$1.13	$1.66	(32.2)%	$1.47	(70.5)%	75.9%	75.9	4.0	4.0	0.0%
Total Cardenas Market TA	887	633	230,699	164,480	40.3%	2,109.8	$1,605	$1,121	$417,316	$291,332	43.2%	2,226.7	$1.95	$1.57	24.4%	$1.79	(14.2)%	89.8%	50.7	7.2	8.1	(11.6)%
Northgate Gonzalez Market Total TA	599	1,087	110,302	184,711	(40.3)%	868.9	$1,880	$2,714	$345,864	$461,445	(25.0)%	1,589.6	$3.15	$2.48	27.0%	$3.11	(10.5)%	25.2%	23.1	4.2	4.8	(12.5)%
Tony's Finer Foods TA	510	519	44,902	43,559	3.1%	817.7	$795	$929	$69,998	$78,001	(10.3)%	743.8	$2.42	$2.48	(2.7)%	$1.04	4.8%	62.3%	15.9	10.1	10.1	0.2%
ShopRite Total TA	412	377	458,610	416,469	10.1%	327.9	$419	$495	$466,099	$546,635	(14.7)%	194.5	$1.68	$1.43	17.2%	$1.00	(19.9)%	98.0%	31.1	3.5	2.9	21.3%
Wegmans Total TA	348	289	158,593	131,678	20.4%	165.1	$629	$432	$286,792	$197,074	45.5%	174.2	$1.81	$1.50	20.6%	$6.42	330.5%	0.1%	(4.4)	5.9	4.2	40.1%
Giant Food Total TA	240	202	155,714	132,223	17.8%	374.0	$275	$241	$178,365	$158,185	12.8%	249.9	$3.28	$1.51	117.1%	$1.14	2.5%	99.8%	20.7	3.3	2.8	19.4%
Smart & Final Total TA	182	86	184,676	86,695	113.0%	553.4	$255	$132	$258,398	$133,130	94.1%	451.8	$1.22	$1.54	(21.2)%	$1.42	(1.7)%	90.2%	81.5	1.9	1.4	34.4%
Walmart Total US TA	170	154	994,486	789,223	26.0%	32.1	$203	$196	$1,188,459	$1,000,735	18.8%	22.4	$1.24	$1.30	(4.3)%	$1.05	7.2%	24.0%	15.1	2.9	3.0	(1.6)%
Meijer Total TA	168	150	189,337	165,982	14.1%	115.1	$263	$263	$297,007	$290,656	2.2%	105.3	$1.71	$1.75	(2.6)%	$1.56	(10.0)%	95.0%	87.8	4.9	6.2	(20.9)%
Stater Bros Total TA	165	148	108,818	98,641	10.3%	244.5	$424	$313	$279,624	$209,280	33.6%	366.6	$2.59	$2.15	20.5%	$2.50	20.1%	20.4%	(19.2)	7.5	6.7	12.0%
Stop & Shop Total TA	159	126	227,576	181,217	25.6%	221.4	$228	$240	$327,484	$346,052	(5.4)%	185.9	$1.94	$1.96	(0.9)%	$1.40	(17.6)%	93.1%	74.9	2.8	3.2	(13.9)%
ALBSCO Shaws Banner TA	159	96	78,652	47,060	67.1%	267.4	$272	$182	$134,870	$89,703	50.4%	267.5	$2.44	$1.91	28.1%	$1.49	(15.0)%	76.6%	76.4	6.2	4.8	28.2%
ALBSCO Jewel Market TA	151	87	114,659	65,352	75.4%	183.2	$209	$168	$158,249	$126,515	25.1%	147.6	$1.73	$1.94	(10.7)%	$1.25	(32.3)%	73.3%	69.1	5.1	4.4	16.7%
Bashas Total TA	136	84	59,315	32,357	83.3%	408.1	$247	$149	$107,580	$56,944	88.9%	431.8	$2.46	$2.88	(14.7)%	$1.75	5.8%	90.6%	(0.5)	2.2	2.0	10.8%
WFM Total TA	127	212	271,655	439,620	(38.2)%	153.7	$349	$673	$745,755	$1,397,712	(46.6)%	246.2	$2.75	$3.18	(13.5)%	$2.54	(20.8)%	1.7%	(6.2)	5.8	7.8	(25.8)%
ALBSCO Pavilions Banner TA	118	107	11,796	11,129	6.0%	142.5	$490	$407	$48,996	$42,358	15.7%	345.3	$4.46	$3.84	16.0%	$2.59	38.2%	16.4%	14.4	9.7	6.4	51.6%

Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

Whole Mango – Top 40 Retailers (21-40) by Velocity – Oct 2026

24 of the top 40 retailers (ranked by Velocity = Units/Store/Week) had increased unit growth vs Prior Year

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
ALBSCO Vons Banner TA	**111**	**79**	**83,711**	**59,721**	**40.2%**	**157.4**	**$210**	**$206**	**$158,693**	**$156,732**	**1.3%**	**174.1**	**$1.76**	**$2.66**	**(33.8)%**	**$1.97**	**(20.5)%**	**63.7%**	**45.0**	**5.7**	**4.2**	**35.3%**
Total US xAOC	101	92	11,808,431	11,046,703	6.9%	100.0	$174	$179	$20,239,497	$21,444,975	(5.6)%	100.0	$1.94	$2.05	(5.3)%	$1.44	(4.3)%	45.0%	25.1	3.7	3.8	(1.7)%
The Giant Company Total TA	**96**	**96**	**75,435**	**74,050**	**1.9%**	**119.8**	**$117**	**$122**	**$92,548**	**$94,265**	**(1.8)%**	**85.7**	**$1.32**	**$1.29**	**2.5%**	**$1.09**	**(5.5)%**	**39.8%**	**30.6**	**3.7**	**3.5**	**3.3%**
Big Y Total TA	86	122	27,020	37,401	(27.8)%	119.2	$134	$197	$42,443	$60,260	(29.6)%	109.2	$2.00	$2.02	(0.7)%	$1.03	(1.5)%	44.6%	2.6	1.4	1.4	(3.1)%
Food Lion Total TA	80	111	354,509	492,509	(28.0)%	201.4	$76	$94	$337,123	$415,682	(18.9)%	111.7	$1.28	$1.00	27.4%	$0.79	4.8%	67.5%	2.9	2.9	3.2	(9.5)%
Heinen's Total TA	72	69	6,599	6,623	(0.4)%	113.4	$254	$193	$23,387	$18,497	26.4%	234.4	$3.55	$2.71	30.9%	$2.74	(31.6)%	0.6%	(5.7)	6.3	6.3	0.0%
Harvey's TA	**70**	**54**	**1,952**	**1,525**	**28.0%**	**211.9**	**$174**	**$134**	**$4,869**	**$3,758**	**29.6%**	**308.4**	**$2.49**	**$2.46**	**1.2%**			**0.0%**	**0.0**	**3.9**	**2.8**	**39.0%**
Publix Total TA	69	88	399,406	501,621	(20.4)%	87.1	$169	$211	$975,208	$1,198,007	(18.6)%	124.1	$2.32	$2.39	(3.2)%	$2.51	18.8%	64.3%	62.4	5.0	5.7	(11.7)%
Cub Total TA	67	97	20,254	29,902	(32.3)%	86.7	$172	$208	$52,170	$64,141	(18.7)%	130.3	$2.66	$2.22	19.8%	$2.27	29.7%	20.9%	5.2	3.6	4.4	(19.4)%
ALBSCO Haggen Market TA	65	115	3,891	6,916	(43.7)%	89.8	$232	$398	$13,902	$23,852	(41.7)%	187.2	$3.90	$3.94	(1.0)%	$3.11	24.2%	41.5%	7.2	6.1	8.5	(29.0)%
Roche Brothers Total TA	49	64	3,953	5,129	(22.9)%	82.9	$172	$240	$13,770	$19,233	(28.4)%	168.4	$3.48	$3.75	(7.1)%			0.0%	0.0	3.6	4.1	(14.4)%
Hannaford Total TA	48	75	35,824	56,403	(36.5)%	61.1	$102	$158	$76,185	$118,336	(35.6)%	75.8	$2.14	$2.10	1.8%	$1.94	(1.8)%	6.0%	4.3	3.4	3.8	(9.7)%
ALBSCO Big Sky TA	**46**	**30**	**7,364**	**4,676**	**57.5%**	**72.1**	**$65**	**$54**	**$10,369**	**$8,474**	**22.4%**	**59.2**	**$2.08**	**$1.83**	**13.6%**	**$1.19**	**(22.0)%**	**75.2%**	**68.9**	**4.4**	**4.4**	**(0.7)%**
ALBSCO Acme TA	44	59	27,423	37,148	(26.2)%	80.8	$109	$134	$67,619	$84,687	(20.2)%	116.2	$2.70	$2.27	18.6%	$1.93	(17.7)%	30.0%	21.0	6.6	6.7	(1.7)%
ALBSCO Balducci TA	44	44	1,058	1,190	(11.1)%	80.7	$228	$210	$5,464	$5,664	(3.5)%	243.2	$5.54	$4.78	16.0%	$3.54	(0.9)%	18.8%	17.5	7.2	6.4	13.3%
Winn Dixie Total TA	43	47	20,990	25,220	(16.8)%	97.3	$107	$115	$52,524	$61,606	(14.7)%	142.0	$2.50	$2.44	2.5%	$2.49	8.1%	19.4%	19.0	3.5	3.1	15.8%
Schnucks Total TA	42	55	18,925	24,900	(24.0)%	77.4	$81	$110	$36,106	$49,495	(27.1)%	86.2	$1.73	$1.94	(11.1)%	$5.55	66.4%	4.7%	1.5	3.8	4.8	(19.0)%
Niemann Foods Total TA	**41**	**14**	**5,387**	**1,891**	**184.9%**	**114.3**	**$63**	**$32**	**$8,322**	**$4,346**	**91.5%**	**103.1**	**$1.61**	**$2.30**	**(29.9)%**	**$0.91**		**9.6%**	**9.6**	**2.1**	**1.8**	**16.2%**
Brookshire Total TA	39	43	30,296	31,699	(4.4)%	99.1	$49	$62	$38,321	$46,343	(17.3)%	73.1	$1.26	$1.46	(13.6)%		(100.0)%	0.0%	(0.9)	2.1	2.8	(23.9)%
Reasors Total TA	38	43	3,039	3,090	(1.7)%	67.0	$49	$45	$3,937	$3,220	22.3%	50.7	$1.30	$1.04	24.3%		(100.0)%	0.0%	(0.2)	3.2	4.4	(27.0)%
King Kullen Total TA	**37**	**33**	**4,153**	**3,863**	**7.5%**	**87.5**	**$55**	**$72**	**$6,154**	**$8,378**	**(26.5)%**	**75.6**	**$1.48**	**$3.50**	**(57.7)%**		**(100.0)%**	**0.0%**	**(90.0)**	**2.3**	**1.5**	**46.8%**

Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

Whole Mango – Top 40 Retailers (1-20) by Total Unit Volume – Oct 2026

23 of the top 40 retailers (**ranked by Unit Volume**) have had **Year-over-Year unit volume growth**
Large retailers such as Walmart, Target, Hannaford & BJ's have opportunities for growth (low unit CDI)

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
Total US xAOC	101	92	11,808,431	11,046,703	6.9%	100.0	$174	$179	$20,239,497	$21,444,975	(5.6)%	100.0	$1.94	$2.05	(5.3)%	$1.44	(4.3)%	45.0%	25.1	3.7	3.8	(1.7)%
Walmart Total US TA	**170**	**154**	**994,486**	**789,223**	**26.0%**	**32.1**	**$203**	**$196**	**$1,188,459**	**$1,000,735**	**18.8%**	**22.4**	**$1.24**	**$1.30**	**(4.3)%**	**$1.05**	**7.2%**	**24.0%**	**15.1**	**2.9**	**3.0**	**(1.6)%**
El Super Total TA	**1,962**	**1,142**	**565,020**	**319,631**	**76.8%**	**3,177.2**	**$2,149**	**$1,505**	**$618,824**	**$421,522**	**46.8%**	**2,030.2**	**$1.09**	**$1.48**	**(26.4)%**	**$1.10**	**13.1%**	**85.3%**	**54.0**	**4.1**	**3.4**	**20.0%**
ShopRite Total TA	**412**	**377**	**458,610**	**416,469**	**10.1%**	**327.9**	**$419**	**$495**	**$466,099**	**$546,635**	**(14.7)%**	**194.5**	**$1.68**	**$1.43**	**17.2%**	**$1.00**	**(19.9)%**	**98.0%**	**31.1**	**3.5**	**2.9**	**21.3%**
Publix Total TA	69	88	399,406	501,621	(20.4)%	87.1	$169	$211	$975,208	$1,198,007	(18.6)%	124.1	$2.32	$2.39	(3.2)%	$2.51	18.8%	64.3%	62.4	5.0	5.7	(11.7)%
Food Lion Total TA	80	111	354,509	492,509	(28.0)%	201.4	$76	$94	$337,123	$415,682	(18.9)%	111.7	$1.28	$1.00	27.4%	$0.79	4.8%	67.5%	2.9	2.9	3.2	(9.5)%
WFM Total TA	127	212	271,655	439,620	(38.2)%	153.7	$349	$673	$745,755	$1,397,712	(46.6)%	246.2	$2.75	$3.18	(13.5)%	$2.54	(20.8)%	1.7%	(6.2)	5.8	7.8	(25.8)%
Total Cardenas Market TA	**887**	**633**	**230,699**	**164,480**	**40.3%**	**2,109.8**	**$1,605**	**$1,121**	**$417,316**	**$291,332**	**43.2%**	**2,226.7**	**$1.95**	**$1.57**	**24.4%**	**$1.79**	**(14.2)%**	**89.8%**	**50.7**	**7.2**	**8.1**	**(11.6)%**
Stop & Shop Total TA	**159**	**126**	**227,576**	**181,217**	**25.6%**	**221.4**	**$228**	**$240**	**$327,484**	**$346,052**	**(5.4)%**	**185.9**	**$1.94**	**$1.96**	**(0.9)%**	**$1.40**	**(17.6)%**	**93.1%**	**74.9**	**2.8**	**3.2**	**(13.9)%**
Fiesta Total TA	**911**	**706**	**222,178**	**169,437**	**31.1%**	**1,908.2**	**$1,266**	**$1,175**	**$308,881**	**$282,012**	**9.5%**	**1,547.8**	**$1.13**	**$1.66**	**(32.2)%**	**$1.47**	**(70.5)%**	**75.9%**	**75.9**	**4.0**	**4.0**	**0.0%**
Meijer Total TA	**168**	**150**	**189,337**	**165,982**	**14.1%**	**115.1**	**$263**	**$263**	**$297,007**	**$290,656**	**2.2%**	**105.3**	**$1.71**	**$1.75**	**(2.6)%**	**$1.56**	**(10.0)%**	**95.0%**	**87.8**	**4.9**	**6.2**	**(20.9)%**
Smart & Final Total TA	**182**	**86**	**184,676**	**86,695**	**113.0%**	**553.4**	**$255**	**$132**	**$258,398**	**$133,130**	**94.1%**	**451.8**	**$1.22**	**$1.54**	**(21.2)%**	**$1.42**	**(1.7)%**	**90.2%**	**81.5**	**1.9**	**1.4**	**34.4%**
Target Total BM/FF TA	**23**	**22**	**167,560**	**151,575**	**10.5%**	**20.8**	**$41**	**$43**	**$297,539**	**$299,902**	**(0.8)%**	**21.5**	**$1.81**	**$2.01**	**(9.9)%**	**$1.56**	**(10.5)%**	**15.0%**	**2.0**	**1.6**	**1.0**	**54.4%**
Wegmans Total TA	**348**	**289**	**158,593**	**131,678**	**20.4%**	**165.1**	**$629**	**$432**	**$286,792**	**$197,074**	**45.5%**	**174.2**	**$1.81**	**$1.50**	**20.6%**	**$6.42**	**330.5%**	**0.1%**	**(4.4)**	**5.9**	**4.2**	**40.1%**
Giant Food Total TA	**240**	**202**	**155,714**	**132,223**	**17.8%**	**374.0**	**$275**	**$241**	**$178,365**	**$158,185**	**12.8%**	**249.9**	**$3.28**	**$1.51**	**117.1%**	**$1.14**	**2.5%**	**99.8%**	**20.7**	**3.3**	**2.8**	**19.4%**
El Rancho Supermercado Total TA	**1,031**	**788**	**119,631**	**91,366**	**30.9%**	**1,883.1**	**$1,503**	**$1,317**	**$174,297**	**$152,827**	**14.0%**	**1,600.7**	**$2.78**	**$1.13**	**146.4%**	**$1.09**	**(45.3)%**	**78.5%**	**15.9**	**6.0**	**6.0**	**(0.9)%**
ALBSCO Jewel Market TA	**151**	**87**	**114,659**	**65,352**	**75.4%**	**183.2**	**$209**	**$168**	**$158,249**	**$126,515**	**25.1%**	**147.6**	**$1.73**	**$1.94**	**(10.7)%**	**$1.25**	**(32.3)%**	**73.3%**	**69.1**	**5.1**	**4.4**	**16.7%**
Northgate Gonzalez Market Total TA	599	1,087	110,302	184,711	(40.3)%	868.9	$1,880	$2,714	$345,864	$461,445	(25.0)%	1,589.6	$3.15	$2.48	27.0%	$3.11	(10.5)%	25.2%	23.1	4.2	4.8	(12.5)%
Stater Bros Total TA	**165**	**148**	**108,818**	**98,641**	**10.3%**	**244.5**	**$424**	**$313**	**$279,624**	**$209,280**	**33.6%**	**366.6**	**$2.59**	**$2.15**	**20.5%**	**$2.50**	**20.1%**	**20.4%**	**(19.2)**	**7.5**	**6.7**	**12.0%**
ALBSCO Vons Banner TA	**111**	**79**	**83,711**	**59,721**	**40.2%**	**157.4**	**$210**	**$206**	**$158,693**	**$156,732**	**1.3%**	**174.1**	**$1.76**	**$2.66**	**(33.8)%**	**$1.97**	**(20.5)%**	**63.7%**	**45.0**	**5.7**	**4.2**	**35.3%**
ALBSCO Shaws Banner TA	**159**	**96**	**78,652**	**47,060**	**67.1%**	**267.4**	**$272**	**$182**	**$134,870**	**$89,703**	**50.4%**	**267.5**	**$2.44**	**$1.91**	**28.1%**	**$1.49**	**(15.0)%**	**76.6%**	**76.4**	**6.2**	**4.8**	**28.2%**

Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

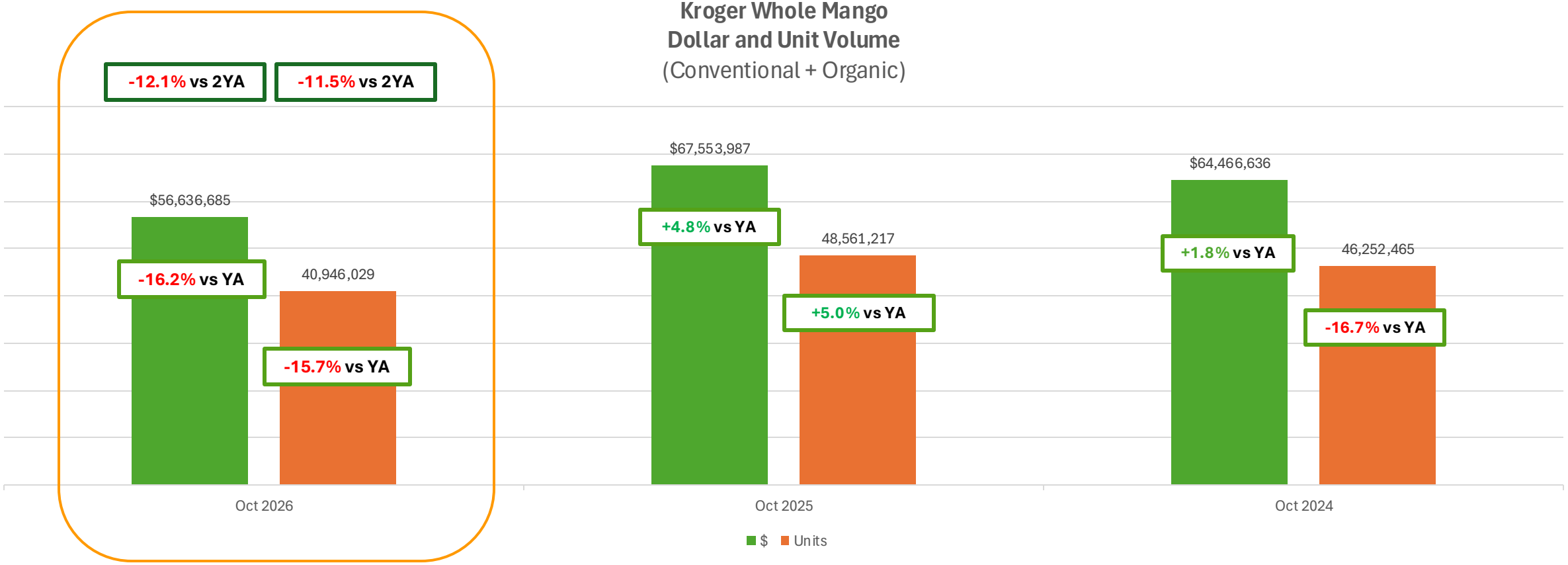
Whole Mango – Top 40 Retailers (21-40) by Total Unit Volume – Oct 2026

23 of the top 40 retailers (**ranked by Unit Volume**) have had **Year-over-Year unit volume growth**
Large retailers such as Walmart, Target, Hannaford & BJ's have opportunities for growth (low unit CDI)

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
The Giant Company Total TA	**96**	**96**	**75,435**	**74,050**	**1.9%**	**119.8**	**$117**	**$122**	**$92,548**	**$94,265**	**(1.8)%**	**85.7**	**$1.32**	**$1.29**	**2.5%**	**$1.09**	**(5.5)%**	**39.8%**	**30.6**	**3.7**	**3.5**	**3.3%**
Bashas Total TA	**136**	**84**	**59,315**	**32,357**	**83.3%**	**408.1**	**$247**	**$149**	**$107,580**	**$56,944**	**88.9%**	**431.8**	**$2.46**	**$2.88**	**(14.7)%**	**$1.75**	**5.8%**	**90.6%**	**(0.5)**	**2.2**	**2.0**	**10.8%**
Tony's Finer Foods TA	**510**	**519**	**44,902**	**43,559**	**3.1%**	**817.7**	**$795**	**$929**	**$69,998**	**$78,001**	**(10.3)%**	**743.8**	**$2.42**	**$2.48**	**(2.7)%**	**$1.04**	**4.8%**	**62.3%**	**15.9**	**10.1**	**10.1**	**0.2%**
Los Altos Ranch TA	**1,413**	**1,113**	**39,551**	**31,153**	**27.0%**	**2,596.4**	**$2,427**	**$1,918**	**$67,945**	**$53,703**	**26.5%**	**2,602.3**	**$1.60**	**$1.61**	**(0.5)%**	**$1.74**	**(13.0)%**	**83.3%**	**54.3**	**7.6**	**8.5**	**(10.3)%**
Hannaford Total TA	48	75	35,824	56,403	(36.5)%	61.1	$102	$158	$76,185	$118,336	(35.6)%	75.8	$2.14	$2.10	1.8%	$1.94	(1.8)%	6.0%	4.3	3.4	3.8	(9.7)%
Brookshire Total TA	39	43	30,296	31,699	(4.4)%	99.1	$49	$62	$38,321	$46,343	(17.3)%	73.1	$1.26	$1.46	(13.6)%		(100.0)%	0.0%	(0.9)	2.1	2.8	(23.9)%
Weis Total TA	36	88	28,915	70,428	(58.9)%	70.1	$102	$146	$80,934	$116,285	(30.4)%	114.4	$2.80	$2.45	14.7%	$1.73	64.8%	0.5%	(56.5)	3.6	3.7	(4.4)%
ALBSCO Acme TA	44	59	27,423	37,148	(26.2)%	80.8	$109	$134	$67,619	$84,687	(20.2)%	116.2	$2.70	$2.27	18.6%	$1.93	(17.7)%	30.0%	21.0	6.6	6.7	(1.7)%
Big Y Total TA	86	122	27,020	37,401	(27.8)%	119.2	$134	$197	$42,443	$60,260	(29.6)%	109.2	$2.00	$2.02	(0.7)%	$1.03	(1.5)%	44.6%	2.6	1.4	1.4	(3.1)%
Northeast Grocery Total TA	24	26	22,663	25,450	(11.0)%	45.6	$43	$53	$40,784	$51,189	(20.3)%	47.9	$1.96	$2.01	(2.4)%	$1.40	(28.5)%	29.0%	27.4	2.5	2.5	(2.2)%
Winn Dixie Total TA	43	47	20,990	25,220	(16.8)%	97.3	$107	$115	$52,524	$61,606	(14.7)%	142.0	$2.50	$2.44	2.5%	$2.49	8.1%	19.4%	19.0	3.5	3.1	15.8%
BJs Total TA	35	33	20,458	33,281	(38.5)%	16.8	$311	$386	$183,886	$388,026	(52.6)%	87.9	$8.99	$11.67	(23.0)%	$8.98	(19.4)%	15.1%	13.2	3.0	4.1	(27.8)%
Cub Total TA	67	97	20,254	29,902	(32.3)%	86.7	$172	$208	$52,170	$64,141	(18.7)%	130.3	$2.66	$2.22	19.8%	$2.27	29.7%	20.9%	5.2	3.6	4.4	(19.4)%
Schnucks Total TA	42	55	18,925	24,900	(24.0)%	77.4	$81	$110	$36,106	$49,495	(27.1)%	86.2	$1.73	$1.94	(11.1)%	$5.55	66.4%	4.7%	1.5	3.8	4.8	(19.0)%
Price Chopper Total TA	31	36	15,571	18,340	(15.1)%	61.5	$57	$72	$28,787	$36,923	(22.0)%	66.3	$2.01	$2.01	(0.2)%	$1.33	(65.0)%	23.5%	23.4	2.3	2.9	(21.4)%
Raley's Corp TA	**29**	**20**	**12,405**	**5,514**	**125.0%**	**48.3**	**$66**	**$39**	**$28,066**	**$10,891**	**157.7%**	**63.8**	**$2.25**	**$2.04**	**10.4%**	**$2.53**	**40.0%**	**2.9%**	**(25.6)**	**4.0**	**2.3**	**77.7%**
ALBSCO Pavilions Banner TA	**118**	**107**	**11,796**	**11,129**	**6.0%**	**142.5**	**$490**	**$407**	**$48,996**	**$42,358**	**15.7%**	**345.3**	**$4.46**	**$3.84**	**16.0%**	**$2.59**	**38.2%**	**16.4%**	**14.4**	**9.7**	**6.4**	**51.6%**
ALBSCO Big Sky TA	**46**	**30**	**7,364**	**4,676**	**57.5%**	**72.1**	**$65**	**$54**	**$10,369**	**$8,474**	**22.4%**	**59.2**	**$2.08**	**$1.83**	**13.6%**	**$1.19**	**(22.0)%**	**75.2%**	**68.9**	**4.4**	**4.4**	**(0.7)%**
Tops Total TA	16	16	7,092	7,110	(0.3)%	29.2	$27	$31	$11,996	$14,266	(15.9)%	28.8	$1.83	$2.02	(9.5)%	$1.49	(19.0)%	39.5%	33.9	2.6	2.1	27.0%
Heinen's Total TA	72	69	6,599	6,623	(0.4)%	113.4	$254	$193	$23,387	$18,497	26.4%	234.4	$3.55	$2.71	30.9%	$2.74	(31.6)%	0.6%	(5.7)	6.3	6.3	0.0%

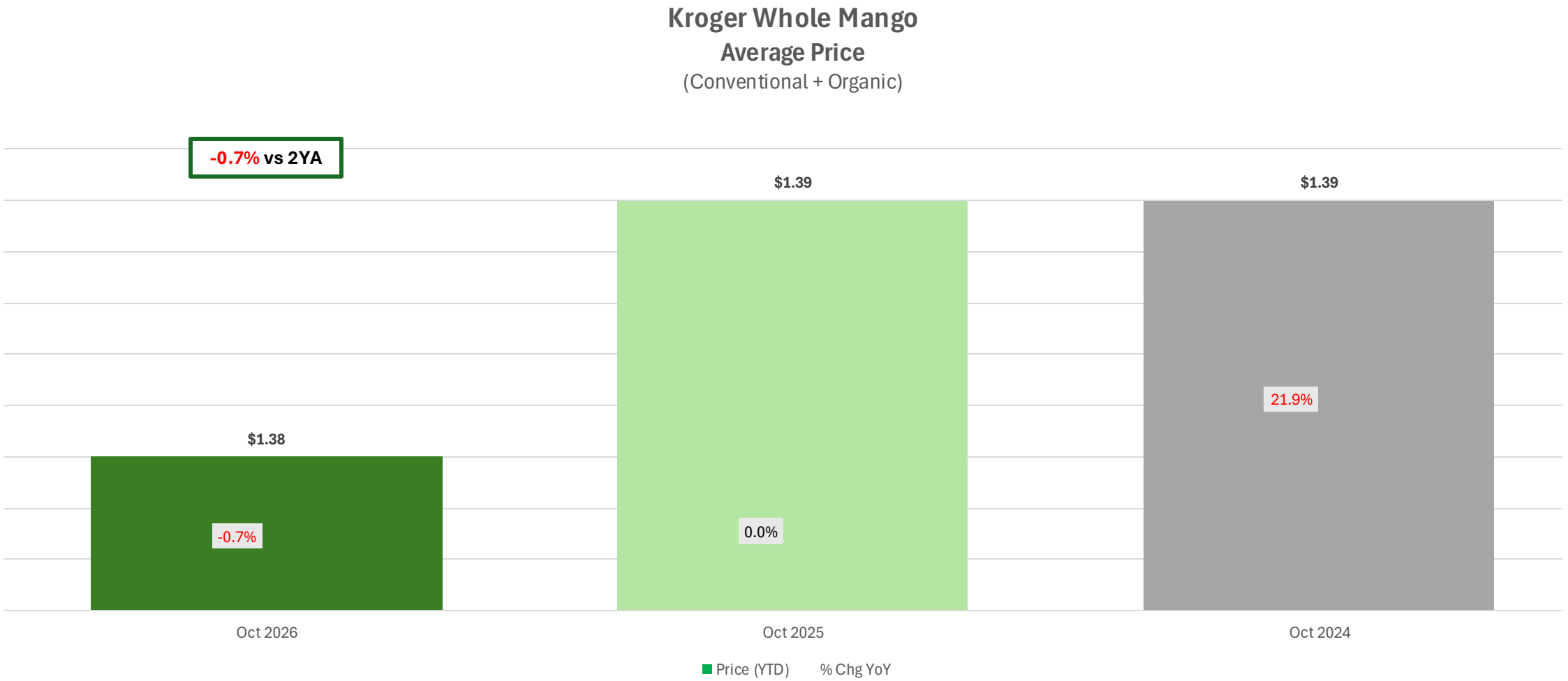
Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

Kroger - Whole Mango Dollar and Unit Volume – Oct (2024, 2025 & 2026)



Source: 84.51° OnDemand, (YTD w/e 10/31/26, YTD w/e 11/01/25, YTD, w/e 11/02/24)

Kroger - Whole Mango Average Price Oct (2024, 2025 & 2026)



Source: 84.51° OnDemand, (YTD w/e 10/31/26, YTD w/e 11/01/25, YTD, w/e 11/02/24)

MANGO and FRUIT CATEGORY TRADE ADS (YTD Sept 2026)*

2026 YTD -32pp Change difference (unfavorable) in Adblocks comparing Mangos vs. Fruit Category but 2026 YTD had +327 more Mango Adblocks compared to 2024 YTD

MANGOS	# Adblocks (Total)			% vs YA (Adblocks)		
	2026 YTD*	2025 YTD∞	2024 YTD+	2026 YTD*	2025 YTD∞	2024 YTD+
Supermarkets (R)	2,426	2,692	2,099	-10%	28%	-5%
Club (R)	4	3	2	33%	50%	N/A
Discounters (R)	10	15	7	-33%	114%	-65%
Mass (R)	0	0	6	N/A	-100%	N/A
Military (R)	1	1	0	0%	N/A	N/A

FRUIT	# Adblocks (Total)			% vs YA (Adblocks)		
	2026 YTD*	2025 YTD∞	2024 YTD+	2026 YTD*	2025 YTD∞	2024 YTD+
Supermarkets (R)	72,358	59,299	52,017	22%	14%	19%
Club (R)	81	101	45	-20%	124%	246%
Discounters (R)	418	358	323	17%	11%	1%
Mass (R)	98	75	104	31%	-28%	112%
Military (R)	20	26	38	-23%	-32%	1167%

Adblocks for Supermarkets, Club, Discounters, Mass and Military are Representative of Market

Source: Catalytics (2024-2026)
** Source: Catalytics (2026 YTD, WE 10.31.26)*
∞ Source: Catalytics (2025 YTD, WE 11.01.25)
+ Source: Catalytics (2024 YTD, WE 11.02.24)

MANGO and FRUIT CATEGORY TRADE ADS (by Month)*

Sept & Oct 2026 Adblocks have increased by +86% and +248% respectively vs. YA.
Adblock increase coincides with +1.4% increase in imported whole mangos within same period.

Channel	Commodity	# Adblocks (Total)										% vs YA (Adblocks)									
		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26
Supermarkets (R)	MANGOS	230	238	229	491	350	242	235	155	128	115	-18%	35%	17%	17%	-26%	-31%	-42%	-45%	86%	248%
	FRUIT	6,497	5,847	5,852	6,473	6,494	6,212	8,977	8,191	9,090	8,174	4%	19%	18%	14%	15%	5%	21%	25%	62%	30%

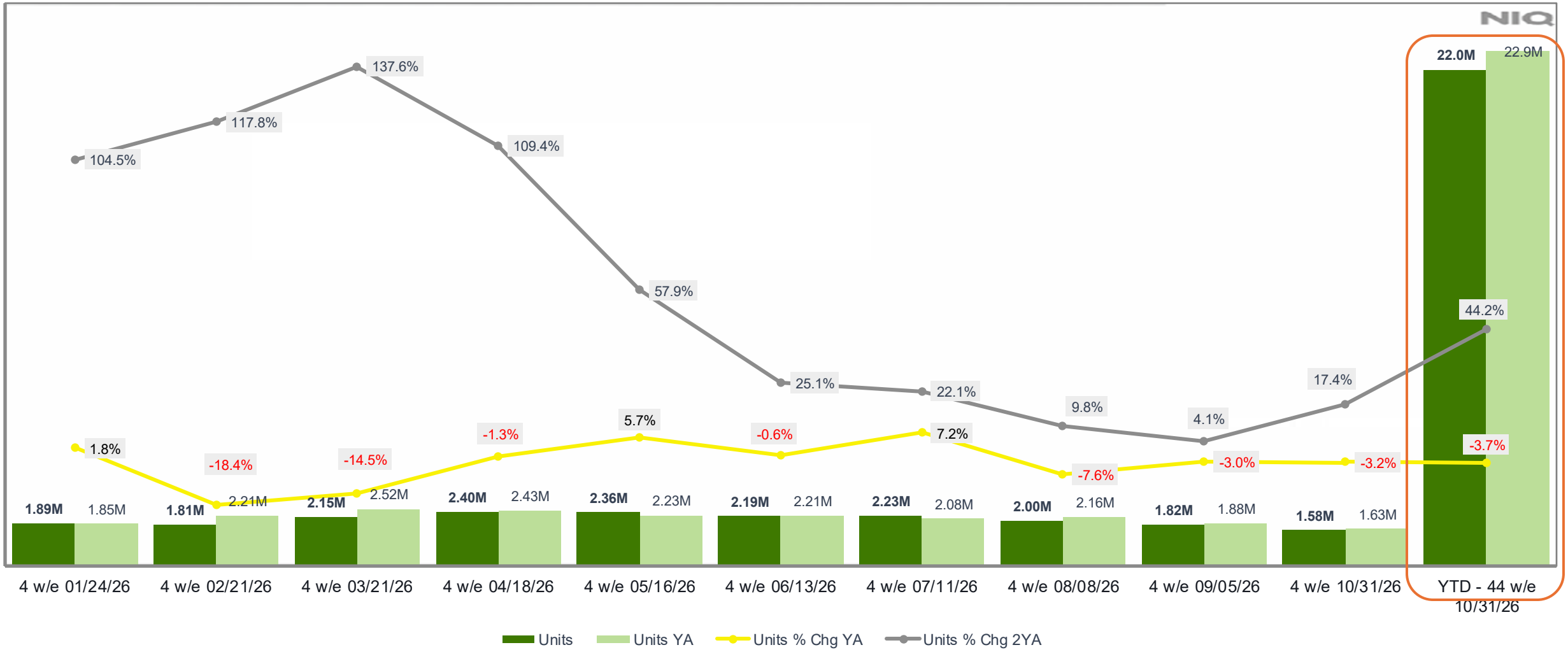
Source: Catalytics (YTD 2026 by Month)
Source: USDA Market News - marketnews.usda.gov



Fresh Cut Total U.S.
MANGO ONLY

Fresh Cut Unit Volume: January - Oct 2026 (vs Prior Two Years)

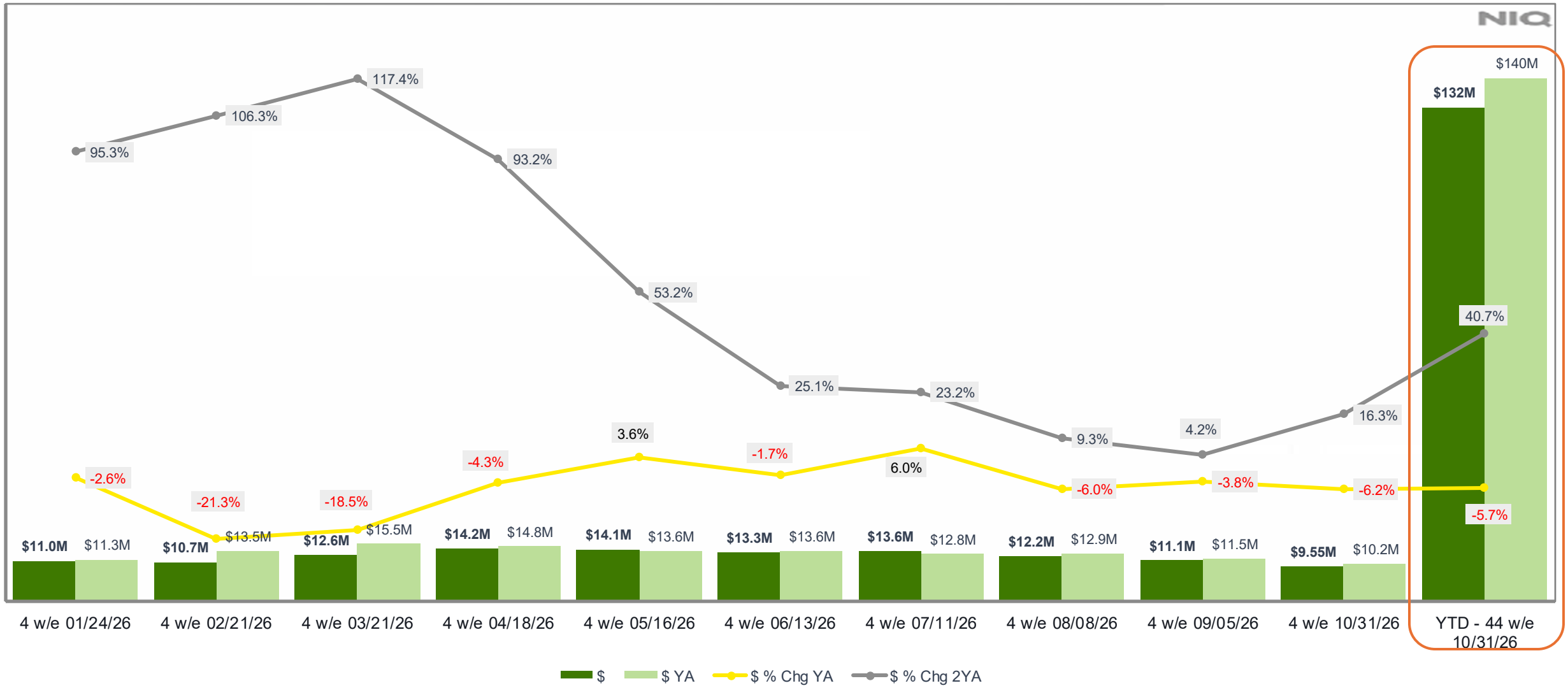
Fresh Cut unit volume is down -3.2% in the latest 4-week period vs prior year.
However, units YTD are up 44.2% vs 2 years ago



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut Dollar Sales: January - Oct 2026 (vs Prior Two Years)

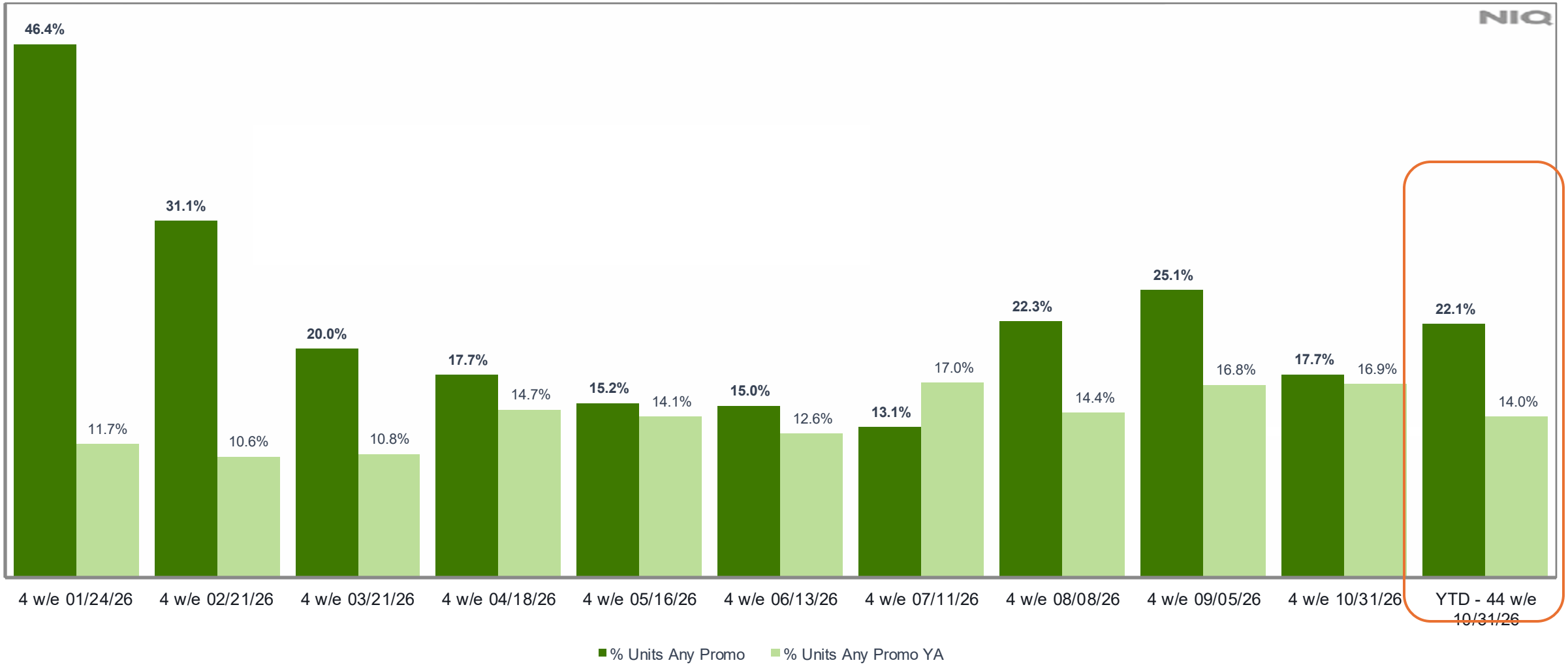
Fresh Cut dollars are down -6.2% in the latest 4-week period vs prior year.
Dollar sales are up 16.3% in the latest 4-week period vs 2 years ago.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut Promoted Unit Volume: January – Oct 2026 (vs Prior Year)

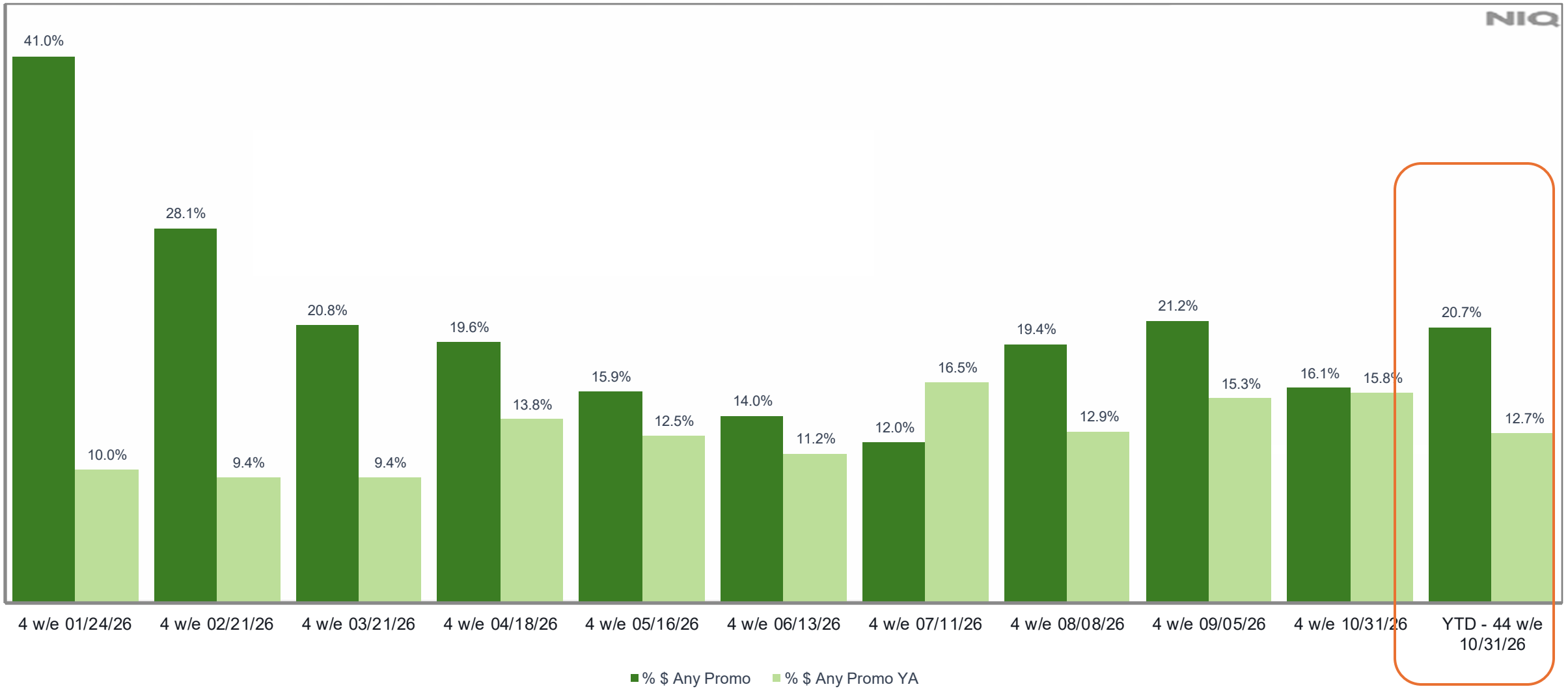
Fresh Cut promoted volume was up 0.8pp in the latest 4-week period vs prior year and up 8.1pp year-to-date.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut Promoted Dollar Sales: January – Oct 2026 (vs Prior Year)

Fresh Cut promoted dollars was up 0.3pp in the latest 4-week period vs prior year and up 8.0pp year-to-date.



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut Any Promo Unit Price – Oct 2026 (vs Prior Year)

Fresh Cut promoted price was down -5.8% in the latest 4-week period vs prior year; YTD promoted price is up 1.0% vs prior year



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut Non-Promoted Unit Price – Oct 2026 (vs Prior Year)

Fresh Cut non-promoted price was down -2.4% in the latest 4-week period vs prior year; Year-to-date non-promoted price is down -1.8%



NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26); YTD 44 w/e 10/31/26

Fresh Cut – Top 40 Retailers (1-20) by Velocity – Oct 2026

19 of the top 40 retailers (ranked by Unit Velocity = Units/Store/Week) had year-over-year unit growth

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
Wegmans Total TA	**80**	**78**	**36,355**	**35,497**	**2.4%**	**283.5**	**$878**	**$871**	**$399,680**	**$395,291**	**1.1%**	**514.5**	**$10.87**	**$11.12**	**(2.2)%**	**$12.44**	**2.9%**	**7.7%**	**6.3**	**2.8**	**2.8**	**0.4%**
Northgate Gonzalez Market Total TA	**61**	**52**	**11,144**	**8,962**	**24.3%**	**657.5**	**$653**	**$535**	**$120,189**	**$91,470**	**31.4%**	**1,170.7**	**$11.44**	**$10.21**	**12.1%**	**$6.99**		**14.8%**	**14.8**	**3.0**	**3.0**	**1.6%**
ALBSCO Balducci TA	47	47	1,117	1,304	(14.3)%	638.2	$633	$608	$15,192	$17,034	(10.8)%	1,433.1	$13.60	$13.15	3.4%		(100.0)%	0.0%	(0.8	2.0	3.1	(34.3)%
WFM Total TA	44	42	71,014	87,992	(19.3)%	300.9	$470	$434	$752,643	$899,578	(16.3)%	526.5	$10.82	$10.64	1.7%	$9.83	2.1%	22.6%	(18.7	1.9	2.0	(4.1)%
Heinen's Total TA	43	42	3,936	4,015	(2.0)%	506.4	$375	$353	$34,501	$33,887	1.8%	732.8	$9.55	$8.44	13.2%	$1.17		9.4%	9.4	3.8	3.5	8.2%
Meijer Total TA	**42**	**42**	**46,877**	**46,717**	**0.3%**	**213.4**	**$228**	**$187**	**$256,519**	**$206,753**	**24.1%**	**192.8**	**$6.48**	**$4.64**	**39.7%**	**$4.36**	**5.5%**	**47.3%**	**5.9**	**2.7**	**2.8**	**(4.8)%**
El Rancho Supermercado Total TA	41	44	4,716	5,141	(8.3)%	556.1	$190	$198	$22,087	$22,925	(3.7)%	429.9	$4.68	$4.46	5.0%			0.0%	0.0	1.9	1.9	(0.8)%
Total Cardenas Market TA	**39**	**35**	**696**	**674**	**3.2%**	**47.6**	**$174**	**$159**	**$3,136**	**$3,030**	**3.5%**	**35.5**	**$4.51**	**$4.50**	**0.3%**			**0.0%**	**0.0**	**1.1**	**1.1**	**7.5%**
Walmart Total US TA	**36**	**33**	**594,373**	**561,419**	**5.9%**	**143.7**	**$181**	**$200**	**$2,958,710**	**$3,387,860**	**(12.7)%**	**118.1**	**$5.08**	**$6.09**	**(16.7)%**	**$4.54**	**(10.5)%**	**18.1%**	**12.7**	**2.1**	**2.1**	**(1.9)%**
Tony's Finer Foods TA	**36**	**36**	**3,192**	**3,063**	**4.2%**	**435.4**	**$247**	**$226**	**$21,700**	**$18,974**	**14.4%**	**488.6**	**$6.80**	**$6.19**	**9.8%**			**0.0%**	**0.0**	**3.4**	**3.1**	**10.5%**
Harvey's TA	34	33	911	915	(0.5)%	740.6	$113	$91	$3,042	$2,551	19.2%	408.3	$2.85	$2.57	11.2%	$3.58	23.7%	66.7%	(0.0	2.9	2.7	6.9%
Winn Dixie Total TA	34	40	16,501	21,272	(22.4)%	572.9	$113	$128	$55,449	$68,774	(19.4)%	317.8	$3.47	$3.42	1.4%	$3.31	5.6%	67.3%	2.5	2.0	1.8	9.0%
ALBSCO Pavilions Banner TA	**29**	**26**	**2,861**	**2,700**	**6.0%**	**258.9**	**$284**	**$232**	**$28,425**	**$24,161**	**17.6%**	**424.6**	**$9.94**	**$8.95**	**11.0%**		**(100.0)%**	**0.0%**	**(9.5**	**2.4**	**2.3**	**4.2%**
Hannaford Total TA	**27**	**9**	**20,519**	**6,604**	**210.7%**	**262.0**	**$194**	**$83**	**$145,152**	**$58,973**	**146.1%**	**306.0**	**$7.29**	**$8.95**	**(18.6)%**	**$5.87**	**(29.5)%**	**15.1%**	**11.7**	**2.6**	**1.0**	**163.8%**
Big Y Total TA	**26**	**4**	**7,739**	**912**	**748.6%**	**255.7**	**$150**	**$10**	**$44,909**	**$2,564**	**1,651.5%**	**244.9**	**$5.87**	**$2.81**	**108.7%**	**$5.12**		**8.8%**	**8.8**	**2.4**	**1.4**	**75.8%**
ALBSCO Vons Banner TA	**24**	**22**	**17,665**	**16,615**	**6.3%**	**248.8**	**$209**	**$202**	**$156,653**	**$150,154**	**4.3%**	**364.3**	**$8.41**	**$8.62**	**(2.4)%**	**$10.65**	**2.9%**	**20.3%**	**(3.8**	**2.2**	**2.5**	**(10.1)%**
The Giant Company Total TA	**21**	**19**	**16,011**	**13,566**	**18.0%**	**190.4**	**$137**	**$128**	**$104,017**	**$93,241**	**11.6%**	**204.2**	**$6.59**	**$7.00**	**(5.8)%**	**$5.99**	**2.9%**	**16.3%**	**5.7**	**2.2**	**1.8**	**25.2%**
Giant Food Total TA	**21**	**18**	**13,535**	**11,883**	**13.9%**	**243.5**	**$158**	**$142**	**$102,519**	**$91,613**	**11.9%**	**304.4**	**$7.67**	**$7.71**	**(0.5)%**	**$6.48**	**(15.4)%**	**7.9%**	**5.3**	**2.5**	**2.6**	**(3.5)%**
ALBSCO Shaws Banner TA	**20**	**15**	**9,571**	**7,200**	**32.9%**	**243.7**	**$120**	**$86**	**$58,078**	**$40,767**	**42.5%**	**244.1**	**$6.10**	**$5.66**	**7.8%**	**$4.38**	**(23.6)%**	**2.0%**	**0.4**	**1.9**	**1.9**	**0.5%**
DeMoulas Total TA	20	13	3,604	4,193	(14.0)%	50.4	$123	$37	$22,428	$12,026	86.5%	51.8	$6.22	$2.87	117.0%			0.0%	0.0	1.5	1.4	5.1%
Total US xAOC	18	18	1,576,500	1,628,713	(3.2)%	100.0	$111	$113	$9,550,086	$10,175,914	(6.2)%	100.0	$6.18	$6.33	(2.4)%	$5.50	(5.8)%	17.7%	0.9	1.8	1.9	(3.9)%

Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)

Fresh Cut – Top 40 Retailers (21-40) by Velocity – Oct 2026

19 of the top 40 retailers (**ranked by Unit Velocity = Units/Store/Week) had year-over-year unit growth**

Markets	Units / Store Wks Selling	Units / Store Wks Selling YA	Units	Units YA	Units % Chg YA	CDI/BDI Units - Total US xAOC	$ / Store Wks Selling	$ / Store Wks Selling YA	$	$ YA	$ % Chg YA	CDI/BDI $ - Total US xAOC	No Promo Unit Price	No Promo Unit Price YA	No Promo Unit Price % Chg YA	Any Promo Unit Price	Any Promo Unit Price % Chg YA	% Units Any Promo	% Units Any Promo Chg YA	Avg # of Items	Avg # of Items YA	Avg # of Items % Chg YA
Fiesta Total TA	18	20	3,834	4,51	(15.2)%	246.6	$72	$79	$14,995	$17,540	(14.5)%	159.2	$3.91	$3.93	(0.4)%		(100.0)%	0.0%	(2.8)	1.4	1.7	(14.8)%
Roche Brothers Total TA	**18**	**18**	**1,462**	**1,42**	**2.5%**	**229.6**	**$165**	**$164**	**$13,228**	**$13,131**	**0.7%**	**342.9**	**$9.05**	**$9.21**	**(1.7)%**			**0.0%**	**0.0**	**1.7**	**1.7**	**0.2%**
ShopRite Total TA	16	21	14,252	18,26	(22.0)%	76.3	$143	$164	$123,782	$140,522	(11.9)%	109.4	$8.41	$7.71	9.1%	$11.61	88.2%	8.7%	7.9	1.6	1.6	(3.9)%
ALBSCO Jewel Market TA	**16**	**15**	**12,285**	**11,42**	**7.5%**	**147.1**	**$103**	**$96**	**$78,551**	**$71,989**	**9.1%**	**155.2**	**$6.94**	**$6.93**	**0.2%**	**$6.20**	**1.5%**	**73.7%**	**(2.8)**	**1.0**	**1.1**	**(4.4)%**
BJs Total TA	**16**	**1**	**16,445**	**2**	**822,150.0%**	**101.0**	**$97**	**$6**	**$98,365**	**$12**	**820,980.6%**	**99.7**	**$5.98**	**$5.99**	**(0.1)%**	**$5.98**		**50.4%**	**50.4**	**1.7**	**1.0**	**74.2%**
Dierbergs Total TA	16	18	1,841	1,84	(0.2)%	192.7	$86	$90	$9,805	$9,500	3.2%	169.4	$5.15	$5.14	0.2%	$5.83	3.8%	25.6%	23.2	1.8	1.9	(4.4)%
Price Chopper Total TA	**15**	**13**	**7,234**	**6,52**	**10.8%**	**213.9**	**$94**	**$90**	**$45,629**	**$43,712**	**4.4%**	**222.7**	**$6.89**	**$6.59**	**4.5%**	**$5.96**	**(12.9)%**	**62.2%**	**19.2**	**1.6**	**1.6**	**(2.1)%**
King Kullen Total TA	**15**	**11**	**1,599**	**1,12**	**41.8%**	**252.3**	**$96**	**$68**	**$10,358**	**$6,917**	**49.7%**	**269.8**	**$6.48**	**$6.13**	**5.6%**			**0.0%**	**0.0**	**2.5**	**2.5**	**2.3%**
ALBSCO Kings TA	14	15	1,009	1,09	(7.4)%	301.8	$183	$166	$12,962	$11,936	8.6%	640.2	$12.85	$11.33	13.4%		(100.0)%	0.0%	(4.1)	2.1	1.7	26.6%
Northeast Grocery Total TA	14	15	12,012	13,18	(8.9)%	181.2	$61	$59	$52,447	$52,396	0.1%	130.6	$6.40	$5.67	13.0%	$3.67	22.4%	74.6%	11.1	1.3	1.3	(1.4)%
Tops Total TA	13	16	4,778	6,66	(28.3)%	147.1	$18	$21	$6,818	$8,684	(21.5)%	34.7	$2.31	$2.26	2.5%	$1.36	22.0%	92.9%	9.5	1.0	1.1	(2.0)%
Indiana Grocery Group Total TA	12	13	987	1,10	(10.7)%	126.5	$62	$79	$5,284	$6,627	(20.3)%	111.8	$5.43	$6.00	(9.4)%	$4.96		16.6%	16.6	2.2	2.0	5.9%
Target Total BM/FF TA	11	13	79,974	93,36	(14.3)%	74.2	$69	$79	$499,000	$555,512	(10.2)%	76.4	$6.32	$6.25	1.2%	$5.56	13.8%	10.7%	(11.0)	1.5	1.9	(18.7)%
Cub Total TA	11	12	3,016	3,66	(17.8)%	96.7	$76	$76	$20,976	$22,827	(8.1)%	111.0	$6.95	$5.73	21.2%	$6.98	(17.3)%	15.7%	(2.4)	2.1	2.5	(17.2)%
Food Lion Total TA	10	13	41,086	53,34	(23.0)%	174.8	$45	$27	$176,930	$113,179	56.3%	124.3	$4.31	$2.13	102.9%	$3.68	104.8%	1.1%	(0.0)	1.1	1.0	9.5%
Stop & Shop Total TA	10	10	11,831	12,50	(5.4)%	86.2	$78	$77	$96,396	$99,930	(3.5)%	116.0	$8.15	$7.99	2.0%	$7.99		1.8%	1.8	1.2	1.1	10.1%
Reasors Total TA	**9**	**0**	**72**	**0**	**15,554.3%**	**11.9**	**$84**	**$5**	**$675**	**$5**	**14,580.0%**	**18.4**	**$9.38**	**$10.00**	**(6.2)%**			**0.0%**	**0.0**	**1.8**	**1.0**	**77.6%**
Publix Total TA	9	9	49,289	50,41	(2.2)%	80.5	$49	$54	$280,124	$303,381	(7.7)%	75.6	$5.68	$6.02	(5.6)%	$5.97	21.1%	0.1%	(0.2)	1.8	1.8	(0.5)%
ALBSCO Haggen Market TA	**8**	**6**	**323**	**21**	**50.9%**	**55.8**	**$121**	**$99**	**$4,833**	**$3,261**	**48.2%**	**137.9**	**$14.96**	**$15.27**	**(2.0)%**		**(100.0)%**	**0.0%**	**(1.6)**	**1.0**	**1.0**	**0.0%**
ALBSCO Acme TA	8	12	4,680	7,23	(35.3)%	103.3	$54	$68	$32,511	$42,405	(23.3)%	118.4	$6.96	$5.95	17.0%	$6.42	189.5%	2.6%	0.1	1.7	2.5	(32.1)%

Retailer "TA" = Trading Area; NielsenIQ Discover, xAOC Oct 2026 (4 w/e 10/31/26)



Mid-Year Fruit Ranking
WHOLE & FRESH CUT MANGO

2026 YTD Whole Fruit Unit Velocity Ranking

YTD 2026, Whole Mango Category declined -12.5%, Ranked 11th in Unit Velocity, and contributed 2.2% of units with Whole Fruit Category

CATEGORY	Fruit Ranking Unit Velocity	Units / Store Wks Selling	Units / Store Wks Selling % Chg YA	Units	Units % Chg YA	Units % of Total Fruit	Units % of Total Fruit PP Chg YA
TOTAL WHOLE FRUIT		8,080	3.6%	10,452,024,815	0.0%	100.0%	0.00%
BANANAS	1	2,689	(0.0)%	3,072,799,958	(0.4)%	29.4%	(0.12)%
AVOCADOS	2	1,196	14.1%	1,203,143,504	8.8%	11.5%	0.93%
LIMES	3	826	0.6%	870,541,132	(0.4)%	8.3%	(0.04)%
GRAPES	4	655	0.7%	729,606,378	(0.4)%	7.0%	(0.03)%
APPLES	5	653	0.7%	769,981,532	(2.4)%	7.4%	(0.19)%
STRAWBERRIES	6	547	(4.9)%	634,485,183	(4.0)%	6.1%	(0.25)%
LEMONS	7	434	5.9%	482,835,493	0.0%	4.6%	(0.00)%
BLUEBERRIES	8	337	2.6%	361,242,583	(0.3)%	3.5%	(0.01)%
ORANGES	9	331	(4.2)%	372,401,570	(5.0)%	3.6%	(0.19)%
MANDARINS	10	261	3.2%	288,327,614	1.4%	2.8%	0.04%
MANGOS	11	258	(12.5)%	227,429,476	(13.1)%	2.2%	(0.33)%
RASPBERRIES	12	208	10.1%	183,944,360	11.5%	1.8%	0.18%
PAPAYAS	13	179	5.1%	92,506,737	2.8%	0.9%	0.02%
WATERMELONS	14	178	(9.6)%	164,707,241	(13.9)%	1.6%	(0.26)%
CHERRIES	15	171	(4.6)%	98,794,923	2.8%	0.9%	0.03%
BLACKBERRIES	16	162	(3.4)%	159,736,140	3.8%	1.5%	0.05%
PEACHES	17	126	(4.9)%	75,875,971	(3.0)%	0.7%	(0.02)%
PINEAPPLES	18	117	(2.2)%	106,404,377	(2.8)%	1.0%	(0.03)%
PEARS	19	112	11.9%	102,462,529	8.6%	1.0%	0.08%
KIWI	20	101	16.1%	86,386,982	16.7%	0.8%	0.12%
CANTALOUPE	21	87	1.3%	76,278,255	0.9%	0.7%	0.01%
NECTARINES	22	85	(8.8)%	50,410,084	(4.2)%	0.5%	(0.02)%
PLUMS	23	79	22.1%	53,288,584	16.3%	0.5%	0.07%
GRAPEFRUITS	24	57	(1.4)%	47,752,110	(1.3)%	0.5%	(0.01)%
SPECIALTY MELONS	25	53	8.2%	22,021,029	(0.1)%	0.2%	(0.00)%

Nielsen IQ Discover, xAOC (YTD w/e 6/27/26)

2026 YTD Whole Fruit Dollar Velocity Ranking

YTD 2026, Whole Mango Category declined -7.7%, Ranked 15th in Dollar Velocity, and contributed 1.5% of units with Whole Fruit Category

CATEGORY	Fruit Ranking $ Velocity	$ / Store Wks Selling	$ / Store Wks Selling % Chg YA	$	$ % Chg YA	$ % of Total Fruit	$ % of Total Fruit PP Chg YA
TOTAL WHOLE FRUIT		$15,944	3.8%	$20,625,002,139	0.3%	100.0%	0.00%
STRAWBERRIES	1	$2,114	(4.2)%	$2,452,496,292	(3.3)%	11.9%	(0.45)%
GRAPES	2	$2,069	2.1%	$2,302,943,704	1.0%	11.2%	0.08%
APPLES	3	$1,873	3.2%	$2,209,317,121	(0.1)%	10.7%	(0.04)%
BLUEBERRIES	4	$1,790	17.3%	$1,920,596,352	13.9%	9.3%	1.12%
BANANAS	5	$1,668	(0.9)%	$1,905,934,699	(1.2)%	9.2%	(0.14)%
AVOCADOS	6	$1,611	(6.2)%	$1,621,272,491	(10.5)%	7.9%	(0.95)%
MANDARINS	7	$1,238	0.5%	$1,368,989,699	(1.3)%	6.6%	(0.11)%
CHERRIES	8	$873	(8.8)%	$504,842,682	(1.7)%	2.4%	(0.05)%
RASPBERRIES	9	$831	0.5%	$733,782,088	1.8%	3.6%	0.05%
ORANGES	10	$751	0.1%	$844,696,616	(0.8)%	4.1%	(0.05)%
WATERMELONS	11	$680	(0.9)%	$629,794,208	(5.7)%	3.1%	(0.19)%
BLACKBERRIES	12	$569	(7.8)%	$560,868,014	(1.0)%	2.7%	(0.04)%
LEMONS	13	$506	12.3%	$562,170,077	6.1%	2.7%	0.15%
LIMES	14	$498	8.2%	$524,665,089	7.1%	2.5%	0.16%
MANGOS	15	$346	(7.7)%	$304,681,246	(8.3)%	1.5%	(0.14)%
KIWI	16	$319	28.9%	$272,702,724	29.5%	1.3%	0.30%
PINEAPPLES	17	$312	(1.4)%	$283,818,833	(2.0)%	1.4%	(0.03)%
DIPPED / COVERED FRUIT	18	$303	(5.6)%	$59,634,081	0.8%	0.3%	0.00%
PEACHES	19	$297	5.2%	$179,440,040	7.2%	0.9%	0.06%
PEARS	20	$256	1.2%	$233,595,822	(1.8)%	1.1%	(0.02)%
PAPAYAS	21	$246	3.6%	$127,402,526	1.3%	0.6%	0.01%
CANTALOUPE	22	$231	3.7%	$201,509,379	3.3%	1.0%	0.03%
SPECIALTY FRUITS	23	$207	8.1%	$137,147,580	9.2%	0.7%	0.05%
NECTARINES	24	$203	2.1%	$120,412,826	7.3%	0.6%	0.04%
PLUMS	25	$198	43.4%	$133,306,424	36.7%	0.6%	0.17%
GRAPEFRUITS	26	$141	4.1%	$117,984,095	4.1%	0.6%	0.02%

Nielsen IQ Discover, xAOC (YTD w/e 6/27/26)

2026 YTD Fresh Cut Fruit Unit Velocity Ranking

YTD 2026, Fresh Cut Mango Category declined -5%, Ranked 16th in Unit Velocity, and contributed 3.1% of units with Whole Fruit Category

CATEGORY	Fresh Cut Ranking Unit Velocity	Units / Store Wks Selling	Units / Store Wks Selling % Chg YA	Units	Units % Chg YA	Units % of Total Fruit	Units % of Total Fruit PP Chg YA
TOTAL FRESH CUT		387	2.3%	443,342,493	0.8%	100.0%	0.0%
WATERMELONS	1	194	2.3%	148,885,152	1.3%	33.6%	0.2%
BLUEBERRIES	2	93	(38.3)%	4,702,535	(19.3)%	1.1%	(0.3)%
PINEAPPLES	3	77	0.6%	64,138,938	(3.7)%	14.5%	(0.7)%
MIXED FRUIT	4	76	3.7%	66,670,309	2.5%	15.0%	0.3%
BANANAS	5	56	4.0%	265,167	1.6%	0.1%	0.0%
CANTALOUPE	6	53	(0.1)%	37,109,646	1.3%	8.4%	0.0%
BLACKBERRIES	7	51	(20.3)%	1,234,691	8.2%	0.3%	0.0%
SPECIALTY MELONS	8	50	1.6%	14,988,463	1.6%	3.4%	0.0%
FRUIT SALAD	9	45	41.6%	13,881,137	34.9%	3.1%	0.8%
REMAINING FRUIT	10	38	(12.3)%	7,054,421	(10.1)%	1.6%	(0.2)%
MIXED BERRIES	11	29	8.3%	9,406,711	(4.7)%	2.1%	(0.1)%
PAPAYAS	12	28	(18.7)%	1,693,617	(11.9)%	0.4%	(0.1)%
POMEGRANATE	13	25	7.6%	10,380,125	25.5%	2.3%	0.5%
APPLES	14	25	(4.9)%	13,375,485	(4.2)%	3.0%	(0.2)%
REMAINING BERRIES	15	23	(15.5)%	467,431	(4.3)%	0.1%	(0.0)%
MANGOS	16	23	(5.0)%	13,918,740	(4.2)%	3.1%	(0.2)%
STRAWBERRIES	17	19	(1.7)%	5,994,911	9.2%	1.4%	0.1%
HONEYDEW	18	19	4.0%	6,501,487	6.2%	1.5%	0.1%
TROPICAL FRUIT MIXES	19	19	4.9%	3,842,592	(9.3)%	0.9%	(0.1)%
GRAPES	20	18	6.3%	4,121,718	6.6%	0.9%	0.1%
JACKFRUIT	21	18	23.8%	117,047	21.3%	0.0%	0.0%
MANDARINS	22	12	9.7%	3,420,311	15.9%	0.8%	0.1%
CRANBERRIES	23	12	9.9%	18,299	7.2%	0.0%	0.0%
RASPBERRIES	24	12	44.4%	64,307	13.5%	0.0%	0.0%
GRAPEFRUITS	25	11	(8.6)%	6,433,217	(11.1)%	1.5%	(0.2)%

Nielsen IQ Discover, xAOC (YTD w/e 6/27/26)

2026 YTD Fresh Cut Fruit Dollar Velocity Ranking

YTD 2026, Fresh Cut Mango Category declined -7.7%, Ranked 14th in Dollar Velocity, and contributed 3.7% of dollars with Whole Fruit Category

CATEGORY	Fresh Cut Ranking $ Velocity	$ / Store Wks Selling	$ / Store Wks Selling % Chg YA	$	$ % Chg YA	$ % of Total Fruit	$ % of Total Fruit PP Chg YA
TOTAL FRESH CUT		$1,943	4.7%	$2,228,784,485	3.2%	100.0%	0.0%
WATERMELONS	1	$740	3.3%	$567,880,059	2.4%	25.5%	(0.2)%
BLUEBERRIES	2	$594	(17.2)%	$30,129,875	8.3%	1.4%	0.1%
MIXED FRUIT	3	$555	7.2%	$488,406,021	6.0%	21.9%	0.6%
PINEAPPLES	4	$392	2.9%	$326,826,058	(1.5)%	14.7%	(0.7)%
SPECIALTY MELONS	5	$270	0.1%	$81,183,163	0.1%	3.6%	(0.1)%
REMAINING FRUIT	6	$249	(6.5)%	$46,613,854	(4.2)%	2.1%	(0.2)%
REMAINING BERRIES	7	$230	(3.8)%	$4,585,806	8.9%	0.2%	0.0%
CANTALOUPE	8	$228	4.6%	$158,708,681	6.0%	7.1%	0.2%
BLACKBERRIES	9	$228	(16.8)%	$5,548,895	13.0%	0.2%	0.0%
BANANAS	10	$227	6.1%	$1,072,460	3.6%	0.0%	0.0%
MIXED BERRIES	11	$219	7.1%	$70,963,375	(5.7)%	3.2%	(0.3)%
FRUIT SALAD	12	$218	36.8%	$67,417,426	30.4%	3.0%	0.6%
POMEGRANATE	13	$158	13.2%	$65,678,268	32.0%	2.9%	0.6%
MANGOS	14	$138	(7.7)%	$82,919,384	(6.9)%	3.7%	(0.4)%
TROPICAL FRUIT MIXES	15	$134	(0.4)%	$27,631,712	(13.9)%	1.2%	(0.2)%
STRAWBERRIES	16	$118	(3.7)%	$36,356,031	7.0%	1.6%	0.1%
APPLES	17	$111	(4.7)%	$60,471,048	(4.1)%	2.7%	(0.2)%
PAPAYAS	18	$95	(17.6)%	$5,732,656	(10.7)%	0.3%	(0.0)%
JACKFRUIT	19	$83	25.5%	$545,036	22.9%	0.0%	0.0%
HONEYDEW	20	$82	5.4%	$28,398,390	7.7%	1.3%	0.1%
GRAPES	21	$79	18.0%	$17,710,628	18.3%	0.8%	0.1%
KIWI	22	$66	6.5%	$2,149,611	(5.7)%	0.1%	(0.0)%
MANDARINS	23	$65	18.3%	$18,888,796	25.0%	0.8%	0.1%
RASPBERRIES	24	$65	35.9%	$357,629	6.8%	0.0%	0.0%
TANGERINES	25	$61	(19.3)%	$1,829,112	(23.0)%	0.1%	(0.0)%

Nielsen IQ Discover, xAOC (YTD w/e 6/27/26)