



MANGO MARKET DEVELOPMENT INDEX REPORT

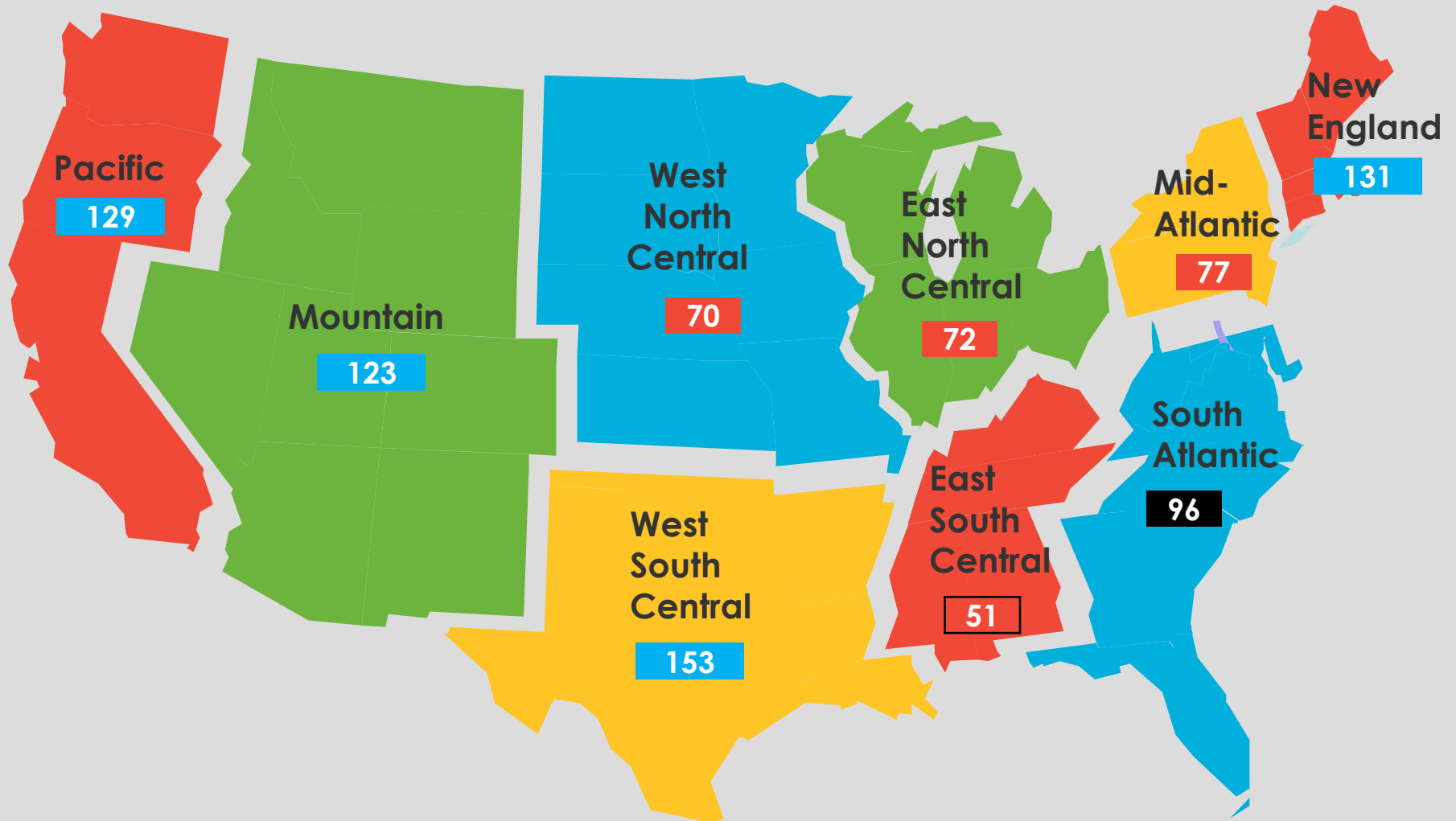
2015-2016

UNDERSTANDING THE MARKET INDEX



- The Mango Market Development Index is designed to measure and compare mango sales volume relative to population by region and market
- The index system allows for easy comparisons
 - The national/total U.S. index is 100
 - An index greater than 120 represents a significant above-average mango performance – these are shown in **blue** throughout the report
 - An index less than 80 represents a significant below-average mango performance – these are shown in **red** throughout the report
 - An index between 81 and 119 represents mango performance that is comparable to the U.S. average – these are shown in black throughout the report

2016 MANGO INDEX BY U.S. SUB-REGIONS – VOLUME



REGIONAL MANGO VOLUME INDEX CHANGE

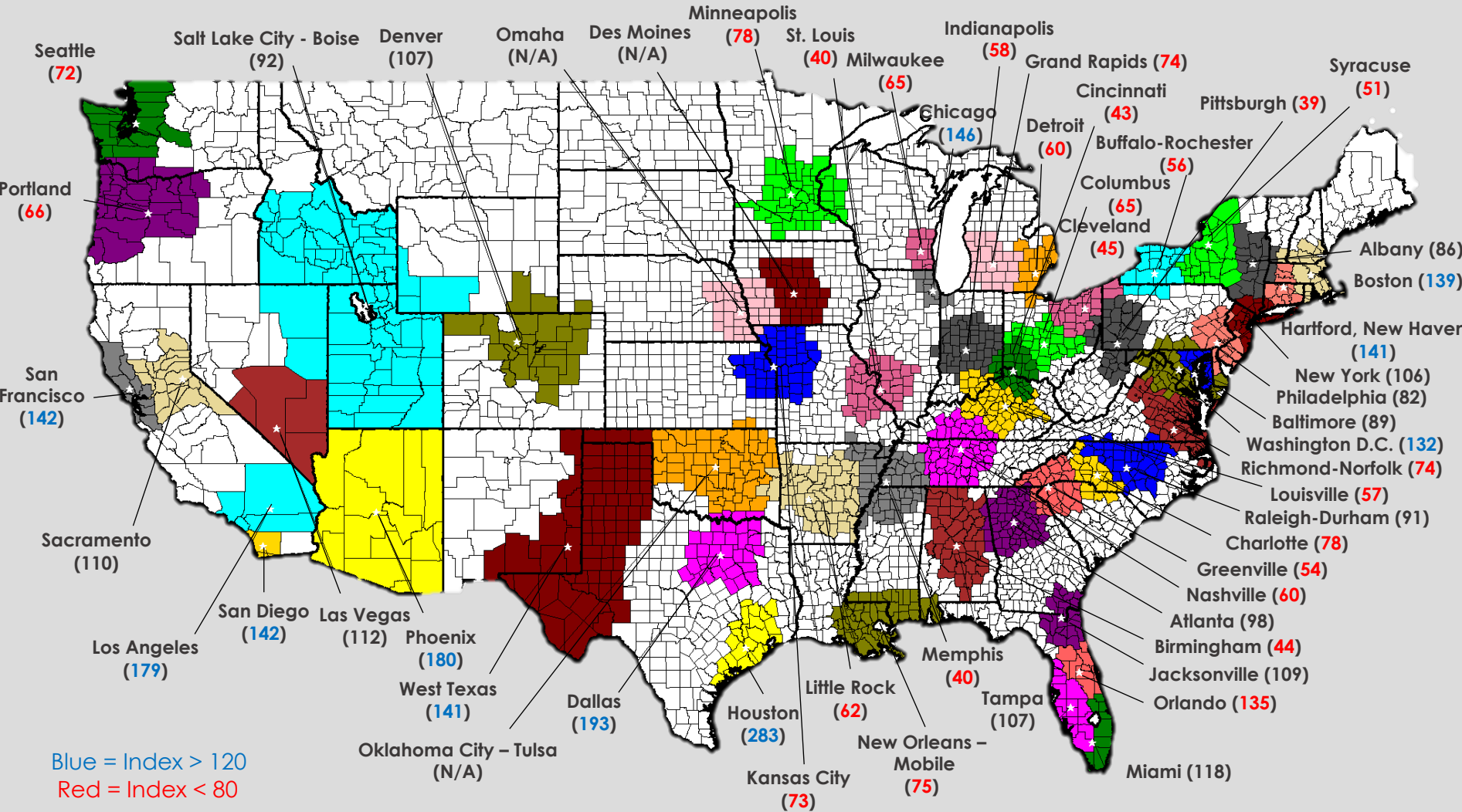


- The West South Central sub-region topped the list, indexing 153
- Growth opportunities include the East South Central (51), West North Central (70), East North Central (72), and Mid-Atlantic (77) sub-regions, each indexing below 80
- In 2016, five of the nine sub-regions showed an increase from 2015
 - Largest growth in the West South Central (+13) and New England sub-regions (+9)
 - Largest declines in the Pacific (-10) and Mountain (-4) sub-regions

Market	2016 Index	2015 Index	Change
West South Central Sub-Region	153	140	+13
New England Sub-region	131	122	+9
Pacific Sub-region	129	139	-10
Mountain Sub-region	123	127	-4
South Atlantic Sub-region	96	99	-3
Mid Atlantic Sub-region	77	75	+2
East North Central Sub-region	72	72	0
West North Central Sub-region	70	67	+3
East South Central Sub-region	51	49	+2

Blue = Index > 120
Red = Index < 80

NIELSEN TOTAL U.S. SCANTRACK® MARKETS



Blue = Index > 120
 Red = Index < 80

N/A - Oklahoma City-Tulsa, Omaha, and Des Moines did not meet an adequate level of ACV coverage and therefore were not included.
 Sources: Perishables Group FreshFacts® powered by Nielsen and the U.S. Census Bureau

MANGO VOLUME INDEX BY 49 MARKETS



Market	2016 Index	Point Change From 2015
Total U.S.	100	
Houston	283	+42
Dallas	193	+20
Phoenix	180	-5
Los Angeles	179	-17
Chicago	146	-13
San Diego	142	-1
San Francisco	142	-4
West Texas	141	-22
Hartford-New Haven	141	+10
Boston	139	+11
Orlando	135	-8
Washington DC	124	-3

Market	2016 Index	Point Change From 2015
Total U.S.	100	
Miami	118	-12
Las Vegas	112	-21
Sacramento	110	-9
Jacksonville	109	+1
Tampa	107	-6
Denver	107	+12
New York	106	+10
Atlanta	98	0
Salt Lake City-Boise	92	-17
Raleigh-Durham	91	+3
Baltimore	89	-1
Albany	86	-2
Philadelphia	82	+2

Market	2016 Index	Point Change From 2015
Total U.S.	100	
Minneapolis	78	+2
Charlotte	78	+4
New Orleans-Mobile	75	+1
Richmond-Norfolk	74	-9
Grand Rapids	74	+2
Kansas City	73	+2
Seattle	72	+3
Portland OR	66	+5
Columbus	65	+5
Milwaukee	65	+7
Little Rock	62	+2
Nashville	60	+4
Detroit	60	+4
Indianapolis	58	+5
Louisville	57	+3
Buffalo-Rochester	56	-3
Greenville	54	+8
Syracuse	51	-2
Cleveland	45	-1
Birmingham	44	0
Cincinnati	43	-1
Memphis	40	-2
St Louis	40	-9
Pittsburgh	39	-4

Blue = Index > 120

Red = Index < 80

MANGO VOLUME INDEX CHANGE BY MARKET



- 7 of the 12 strongly over-performing markets are located in Texas, California or Arizona, traditionally strong areas for mangos
- 24 markets showed an increase in growth and two markets remained steady from the prior year
 - Houston had the greatest increase (42 points), reaching an index of 283 and demonstrating an opportunity for continued growth in a developed area
- 23 markets showed declines in growth, with five markets declining more than 10 points – West Texas, Las Vegas, Los Angeles, Salt Lake City-Boise, Chicago, Miami
 - West Texas had the greatest decrease at 22 points, but remains an above-average market at 141

METHODOLOGY & DEFINITIONS



- Data and analysis is provided by Nielsen Perishables Group using its proprietary FreshFacts® data set as well as U.S. census population data to achieve development indexing
- The 2016 index time period was 52 weeks ending 12/31/2016; the 2015 index time period was 52 weeks ending 1/2/2016
- Nielsen Perishables Group compiled category index figures for 49 out of the 52 ScanTrack Markets. Oklahoma City-Tulsa, Omaha, and Des Moines did not meet an adequate level of ACV coverage and therefore were not included.
- Category Development Index (CDI) is the relationship between unit sales of the population of an area for all products in the category
- CDI Calculation = (Geography Category Unit Sales / Geography Population) / (National Category Unit Sales / National Population)

