MANGO PERFORMANCE BENCHMARK REPORT

2014-2015

Mango.org

TABLE OF CONTENTS

APPROACH

In order to conduct the following category review, Nielsen Perishables Group analyzed mango sub-category sales trends to create a historical reference for performance benchmarks

Areas of focus include:

- Overall category trends (including contribution to department, dollar sales, volume and pricing)
- Category contribution and trends by segment
- Seasonality
- Sales performance by geographic sub-region
- Fresh-cut mango only and mix sales trends
- PLU mango sales trends
- Organic mango sales trends

APPROACH

National Mango Board Custom Hierarchy

- The analysis primarily examines whole mango in Total US market for the 2015 calendar year, unless otherwise noted
- Fresh-cut mango only is separated from whole mango results
- Volume is measured in units; for those retailers who sell mangos by the pound, a conversion rate is used

About the Nielsen Perishables Group Data Set

- The data represents retail census sales data of total U.S. grocery store chains with more than $2 million sales annually
- Data is captured in a universe called the Fresh Coverage Area (FCA) and includes ~18,000 stores nationwide
- Not included in the data set are small independent chains and alternative format retailers such as Whole Foods Market and Trader Joe's
- The data represents fruit items sold in the produce department including UPC, PLU and system-2 coded items

OVERVIEW AND MANGO TREND-SPOTTING

2014-2015

TREND-SPOTTING: TROPICAL FRUIT AND WHOLE MANGOS

Tropical fruit category back on track

- After a 2% decline in 2014, tropical fruit dollars grew 11% in 2015
- Mangos are the category captain of tropical fruit with 44% of category dollars

Mangos roar back in 2015 after a difficult year in 2014

- Mango dollars per store/week increased 6% in 2015 after an 8% decline in 2014
- Mango volume per store/week increased 16% in 2015 after a 13% decline in 2014
- Mango dollars and volume increased in every quarter in 2015 except Q1(dollars and volume declined by 15% and 19% respectively in Q1 2015)
- Average retail price per mango decreased in 2015, down 8% to $ .98 each

Most sub-regions experienced mango increases in dollars and volume

- Only New England declined in both dollars and volume compared to 2014
- East North Central had the largest dollar increase, up 13% to $173 mango dollars per store per week
- West South Central had the largest mango dollar contribution to department sales at 0.52%, up from .47% in 2014

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: PROMOTION AND PRICING

More mango volume sold on promotion

- 35% of mango volume was sold on promotion in 2015, up from 33% in 2014
- Q2 had the highest share sold on promotion at 38%

With abundant volume, retail mango prices drop

- Average retail price dropped 8% to $ .98 each in 2015
- Promoted average retail price dropped 11% to $ .77
- Non-promoted average retail price dropped 6% to $1.09

Most sub-regions experienced mango increases in dollars and volume

- All sub-regions except Pacific had a decline in average mango price
- East North Central sub-region saw a 21% decline in average retail price to $ .97
- West South Central sub-region had the lowest average retail price at $ .76 each
- Mid Atlantic sub-region had the highest average retail price at $1.22 per mango

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: ORGANIC MANGOS

Organic mango share hold steady, pricing increases

- Organic mangos account for 3% of mango dollars, which is a 0.4 percentage increase from 2014
- The Pacific sub-region has the greatest support for organic mangos, with an 8% share of dollars for 2015
- In the West South Central and West North Central sub-regions, organic mangos accounted for less than 1% share of mango dollars
- Average retail price for organic mangos increased 6% to $2.05 each, compared to a 8% decrease for conventional fruit to $0.96 each
- Organic mango pricing was highest in the Mid Atlantic sub-region at $3.05 each and lowest in the Mountain sub-region at $1.68

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: FRESH-CUT MANGOS

Fresh-cut mangos perform with strong growth and huge potential

- Fresh-cut mango dollars increased 29% to $59.2 million in 2015
- Looking back further, fresh-cut mango dollars have shot up 47% from 2013 to 2015
- Fresh-cut mango dollars increased in 2015 in all nine sub-regions and in every quarter except Q1
- 96% of stores in the Fresh Coverage Area data set sold fresh-cut mango at some point in 2015, which is the highest distribution on record
- Three sub-regions had growth of more than 40% in fresh-cut sales in 2015 over 2014, West South Central (+54%), West North Central (+44%) and East South Central (+41%)

Source: Nielsen Perishables Group FreshFacts®

TREND-SPOTTING: MANGOS GOING MAINSTREAM

Recent growth and future potential make mangos a focus item for retailers

- Historically, the strongest mango performance has been concentrated in areas with large Hispanic populations. In 2015, the East North Central sub-region (what would be considered the mid-western states) showed the strongest growth with a 43% increase in mango volume per store per week, bringing the mango mania to the heartland
- The number of stores promoting mangos on ad increased 52% from 2010 to 2015 (source: USDA AMS Retail Market Report)
- The likelihood of buying mangos is strongest amongst younger consumers (21 to 39) and those with the highest incomes ($100k+) according the The Packer's Fresh Trends 2016 report
- With exposure to mangos starting with baby foods, the next generation will likely be more familiar, moving mangos from the "specialty fruit" role to a mainstream staple

Source: Nielsen Perishables Group FreshFacts®


Mango.org
FRUIT AND TROPICAL FRUIT TRENDS FOR TOTAL U.S.
2014-2015

TOP 25 FRUIT SALES & CONTRIBUTION TO PRODUCE

Overall, dollars per store/week for fruits increased, but contribution to the department decreased very slightly

- Apples had the largest contribution to the department
- Mangos increased in dollars per store/week, and maintained position #20 in the fruit ranking, the same position held by mangos in 2014 and 2013

Fruit Sales and Contribution Trends					
Product	Rank	Dollars per Store/Week	% Change vs YAGO	% Dollar Contribution to Department	%Change vs. YAGO
Fruit		$23,532	3.3%	46.8%	-0.1%
Apples	1	$2,961	-3.7%	5.9%	-0.4%
Grapes	2	$2,881	4.1%	5.7%	0.0%
Bananas	3	$2,690	-1.0%	5.4%	-0.2%
Strawberries	4	$2,098	4.1%	4.2%	0.0%
Avocados	5	$1,347	13.0%	2.7%	0.2%
Mandarins	6	$1,144	21.6%	2.3%	0.3%
Blueberries	7	$1,112	6.8%	2.2%	0.1%
Oranges	8	$851	0.1%	1.7%	-0.1%
Watermelon	9	$779	1.7%	1.6%	0.0%
Raspberries	10	$647	8.5%	1.3%	0.1%
Cherries	11	$636	2.2%	1.3%	0.0%
Lemons	12	$499	9.6%	1.0%	0.1%
Peaches	13	$448	-7.1%	0.9%	-0.1%
Pears	14	$394	-6.9%	0.8%	-0.1%
Cantaloupe	15	$358	0.0%	0.7%	0.0%
Blackberries	16	$353	11.8%	0.7%	0.1%
Limes	17	$286	-2.8%	0.6%	0.0%
Pineapples	18	$279	-4.3%	0.6%	0.0%
Nectarines	19	$272	-2.1%	0.5%	0.0%
Mango	20	$209	6.3%	0.4%	0.0%
Plums	21	$196	0.4%	0.4%	0.0%
Grapefruit	22	$173	3.0%	0.3%	0.0%
Kiwi	23	$118	11.8%	0.2%	0.0%
Honeydew	24	$79	2.2%	0.2%	0.0%
Papaya	25	$67	13.2%	0.1%	0.0%

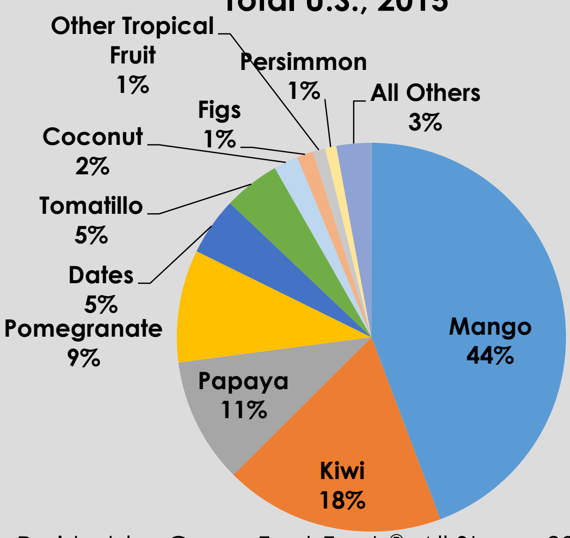
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

TROPICAL FRUITS SALES SHARE AND TRENDS

Overall, tropical fruits increased in dollars per store/week in 2015, up by 11% over the prior year

- Mangos had the largest sub-category share at 44% and increased dollars per store/week by 11% versus 2014
- Kiwi had the second highest share and had double-digit dollars per store/week growth, up 12%
- Most tropical fruit sub-categories grew in dollars per store/week over the prior year with the exception of pomegranate and persimmon, which declined

Share of Category Dollars per Store/Week
Tropical Fruits
Total U.S., 2015



	Dollars per Store/Week % Change vs YAGO
Total Tropical Fruit	**11%**
Mango	11%
Kiwi	12%
Papaya	13.2%
Pomegranate	-1%
Dates	24%
Tomatillo	7%
Coconut	11%
Figs	6%
Persimmon	-5%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

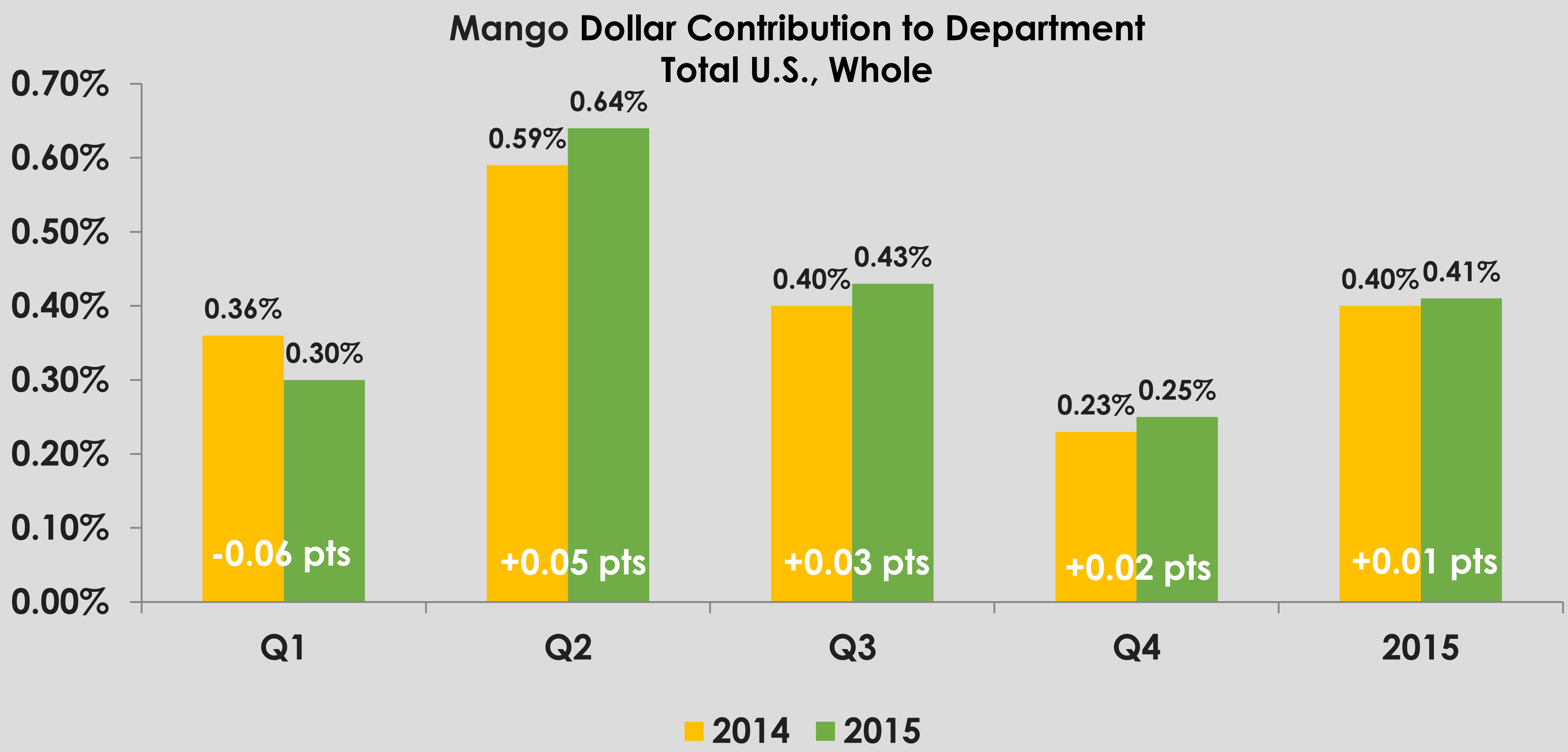
WHOLE MANGO TRENDS FOR TOTAL U.S.

2014-2015

MANGO CONTRIBUTION TO DEPARTMENT SALES

Overall, mango dollar contribution to the produce department slightly increased compared to the prior year

- The peak mango contribution to the department was during Q2

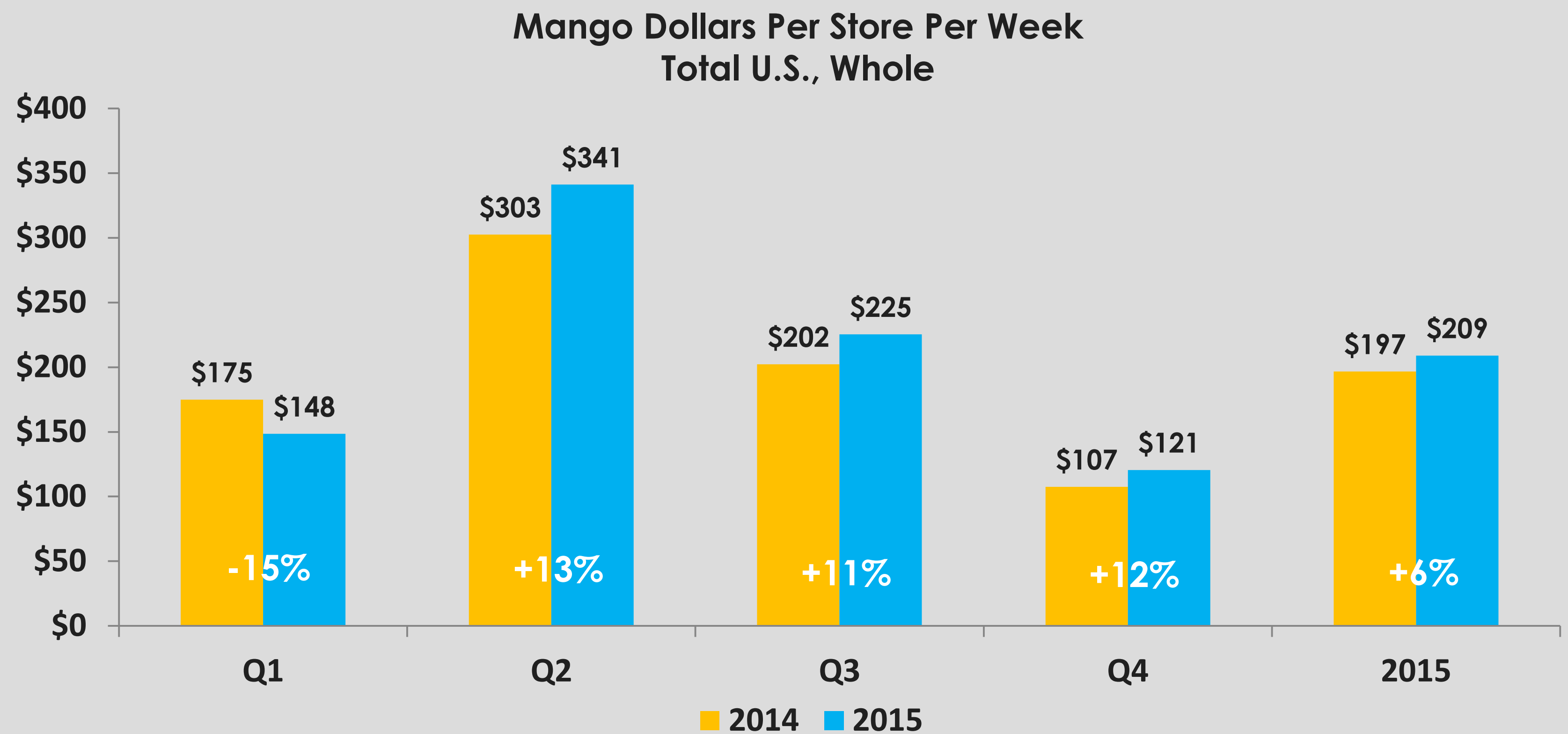


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO AVG DOLLARS PER STORE PER WEEK SALES

Dollars per store per week for 2015 increased 6% compared to 2014

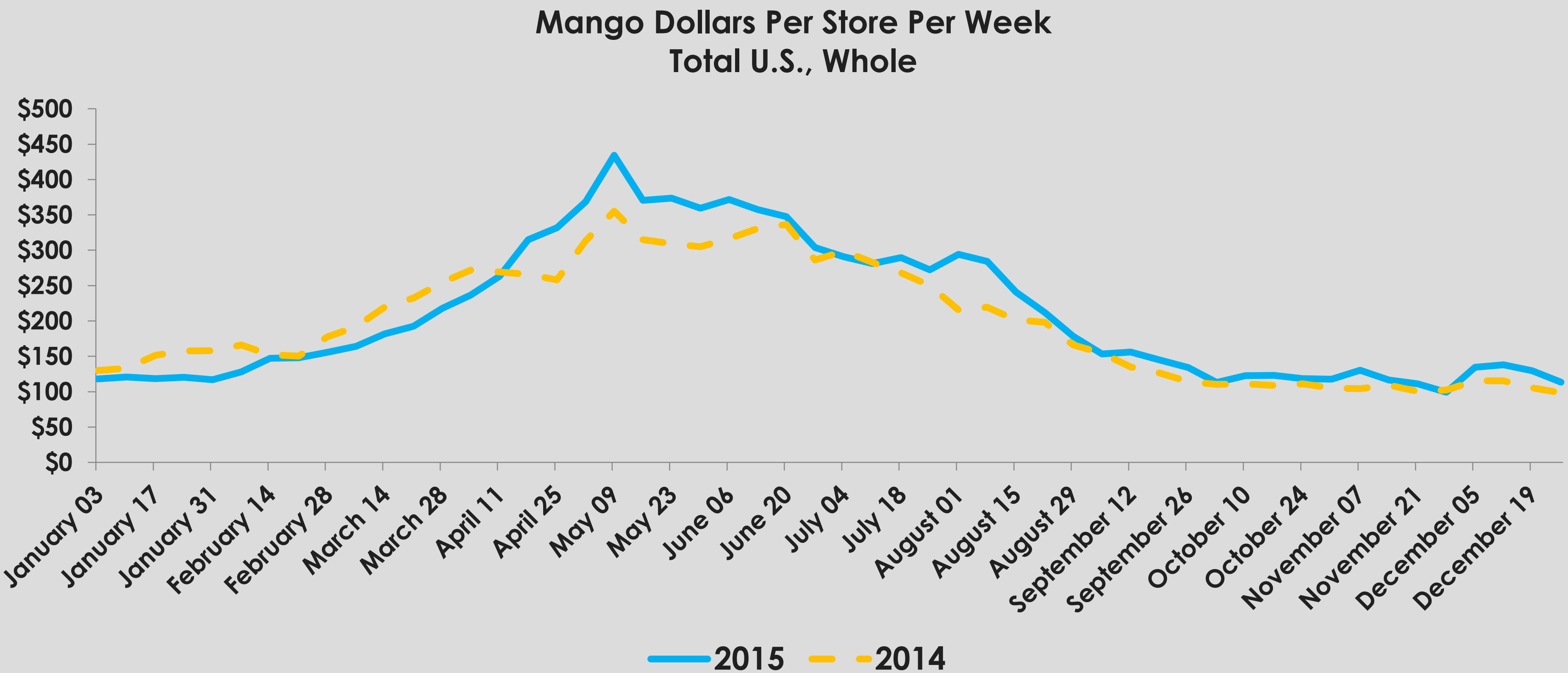
- Dollar velocity peaked during Q2 at $341 per store per week, an increase of 13% from the prior year
- Q1 was the only quarter that decreased dollars per store per week from the prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO WEEKLY DOLLAR SALES PER STORE

Mango dollars per store per week were lower than the prior year from January until April 2015

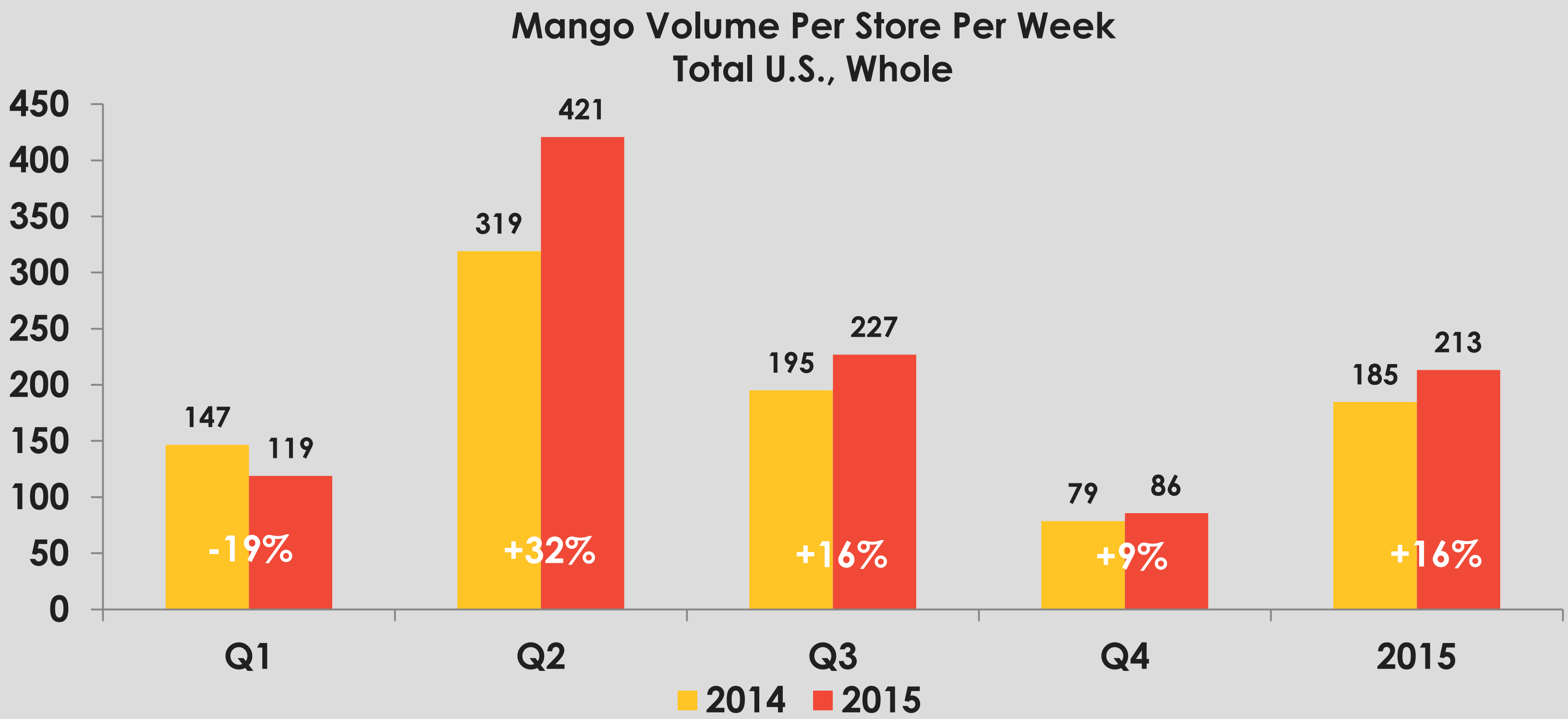


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO AVG VOLUME SALES PER STORE PER WEEK

Volume velocity increased 16% compared to 2014

- Volume velocity peaked during Q2 at 421 units per store per week, an increase of 32% from the prior year
- Q1 was the only time period that had an decrease in volume per store per week compared to the prior year

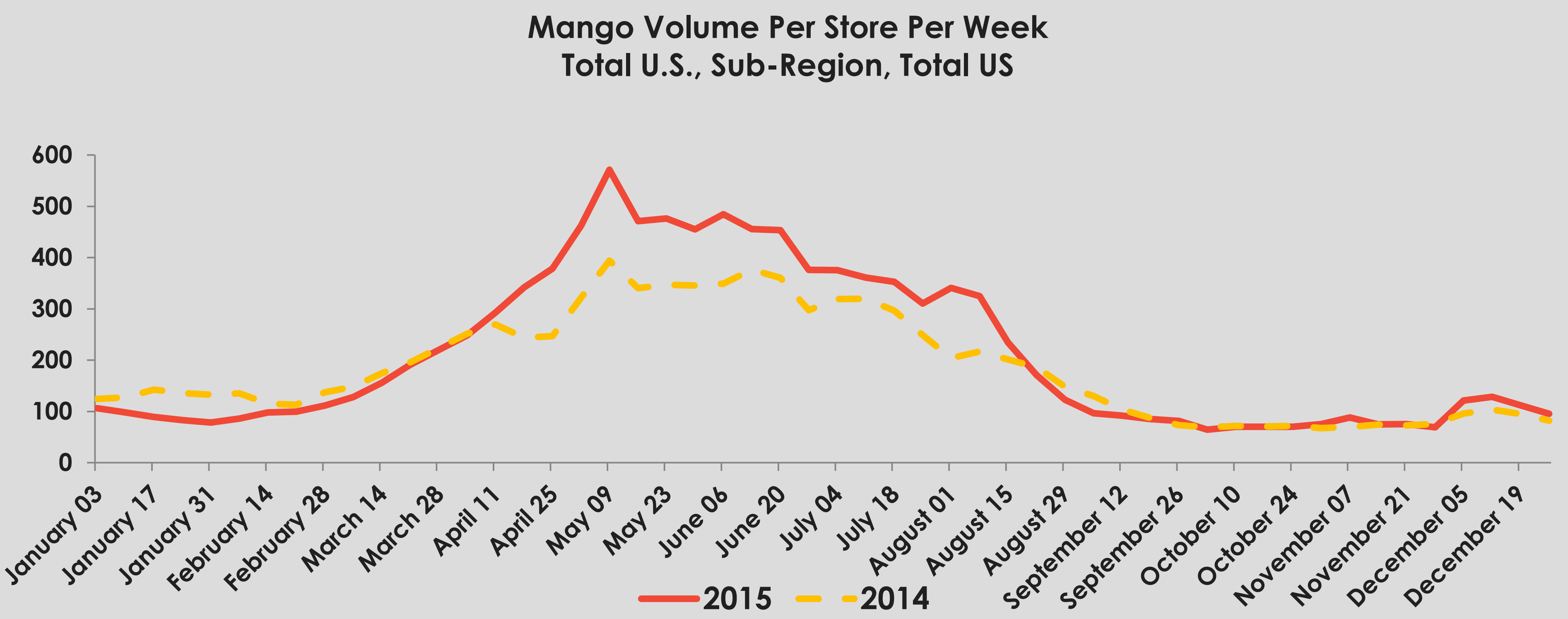


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO WEEKLY AVG VOLUME SALES PER STORE

Volume per store per week increased during April through August compared to the previous year

- The greatest decrease in volume per store per week over the prior year occurred in January

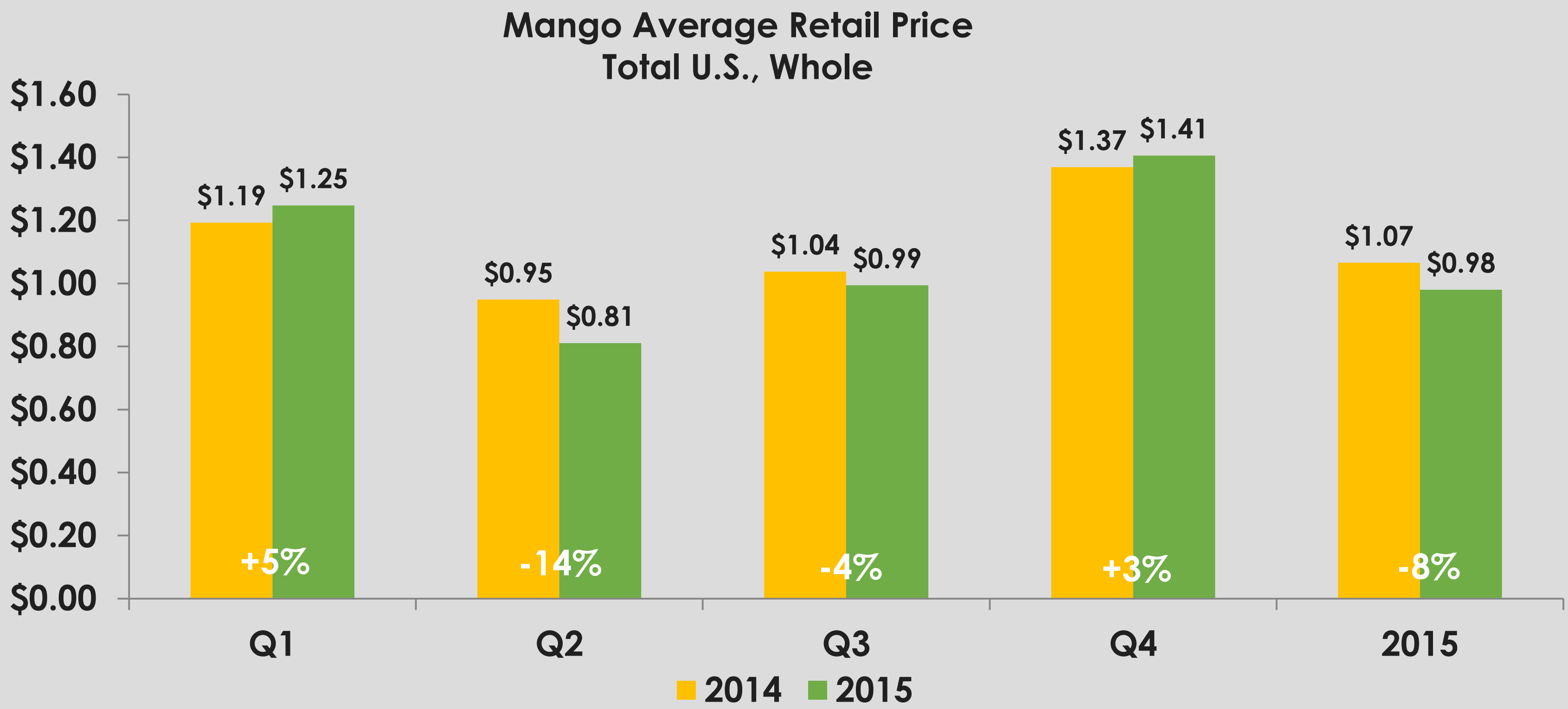


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO AVERAGE RETAIL PRICE

The average retail price (ARP) for whole mangos decreased by $0.09 to $0.98 for 2015

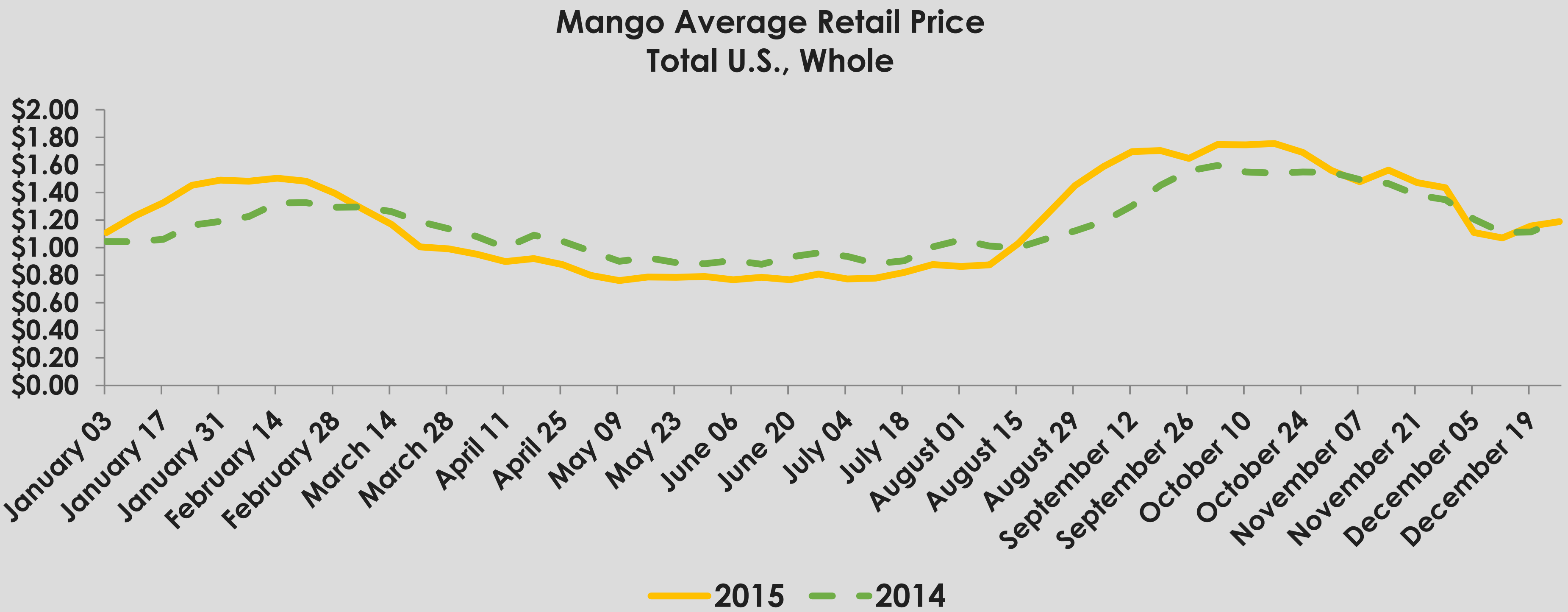
- ARP increased in Q1 and Q4 compared to the prior year
- ARP decreased the most during Q2 by 14% to $0.81 per mango



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO WEEKLY AVERAGE RETAIL PRICE

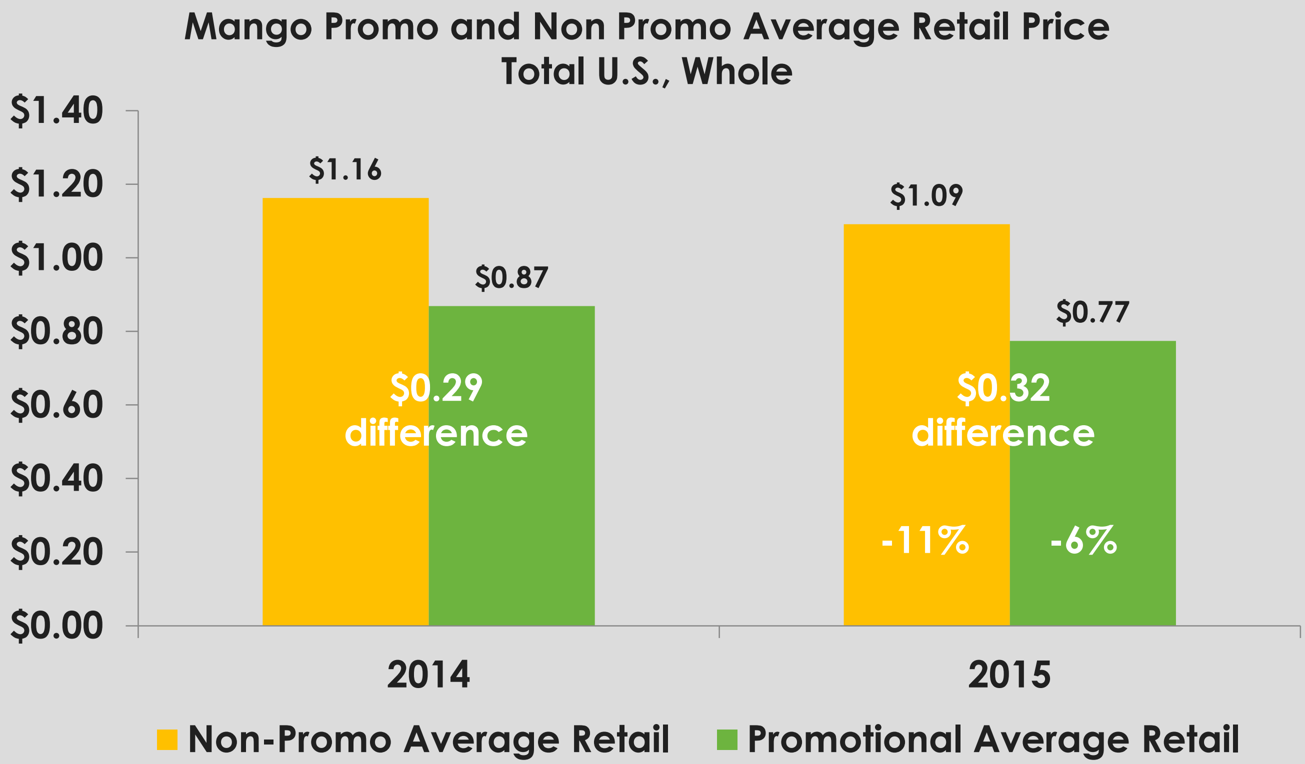
Average retail prices were lower compared to the previous year during March through August



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO NON-PROMO/PROMO AVERAGE RETAIL PRICE

Non-promo average retail price for mangos decreased by 11% and the promotional average decreased by 6%

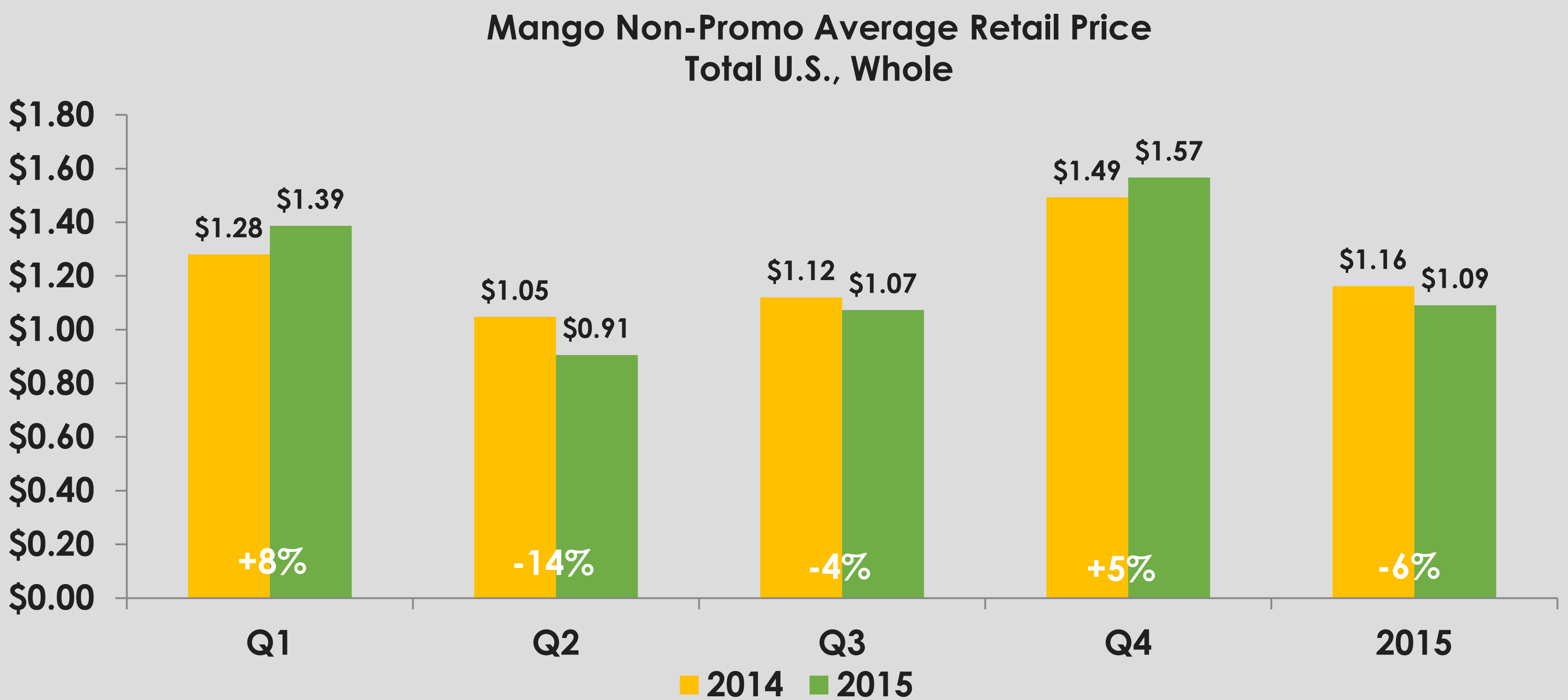


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO NON-PROMOTED AVERAGE RETAIL PRICE

Non-promoted average retail price for mangos declined over prior year in Q2 by 14% and declined in Q3 by 4%

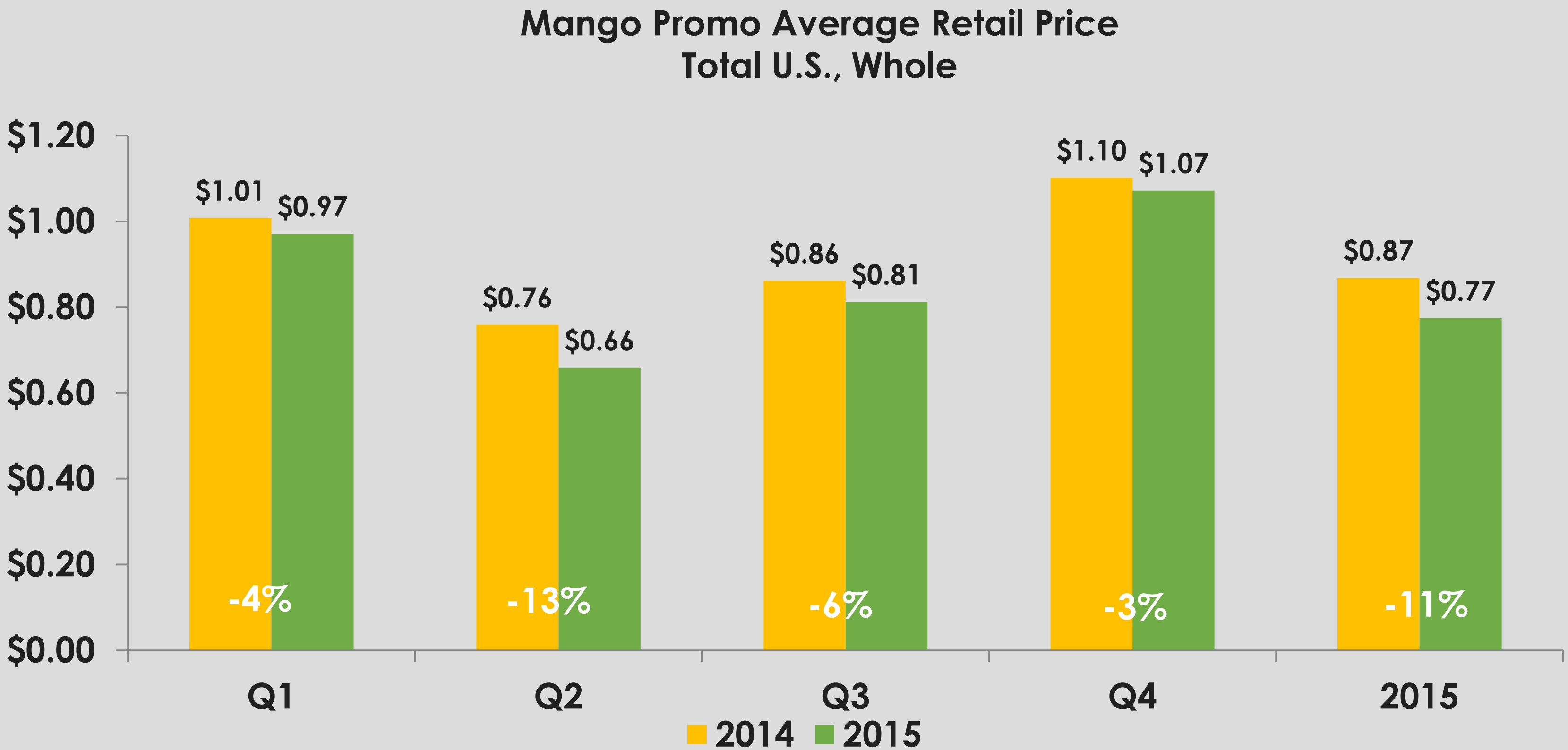
- Q4 had the largest average non-promoted retail price, up by 5% to $1.57



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO PROMOTED AVERAGE RETAIL PRICE

Promotional average retail price decreased during all four quarters; overall decline for 2015 was 11% to $0.77

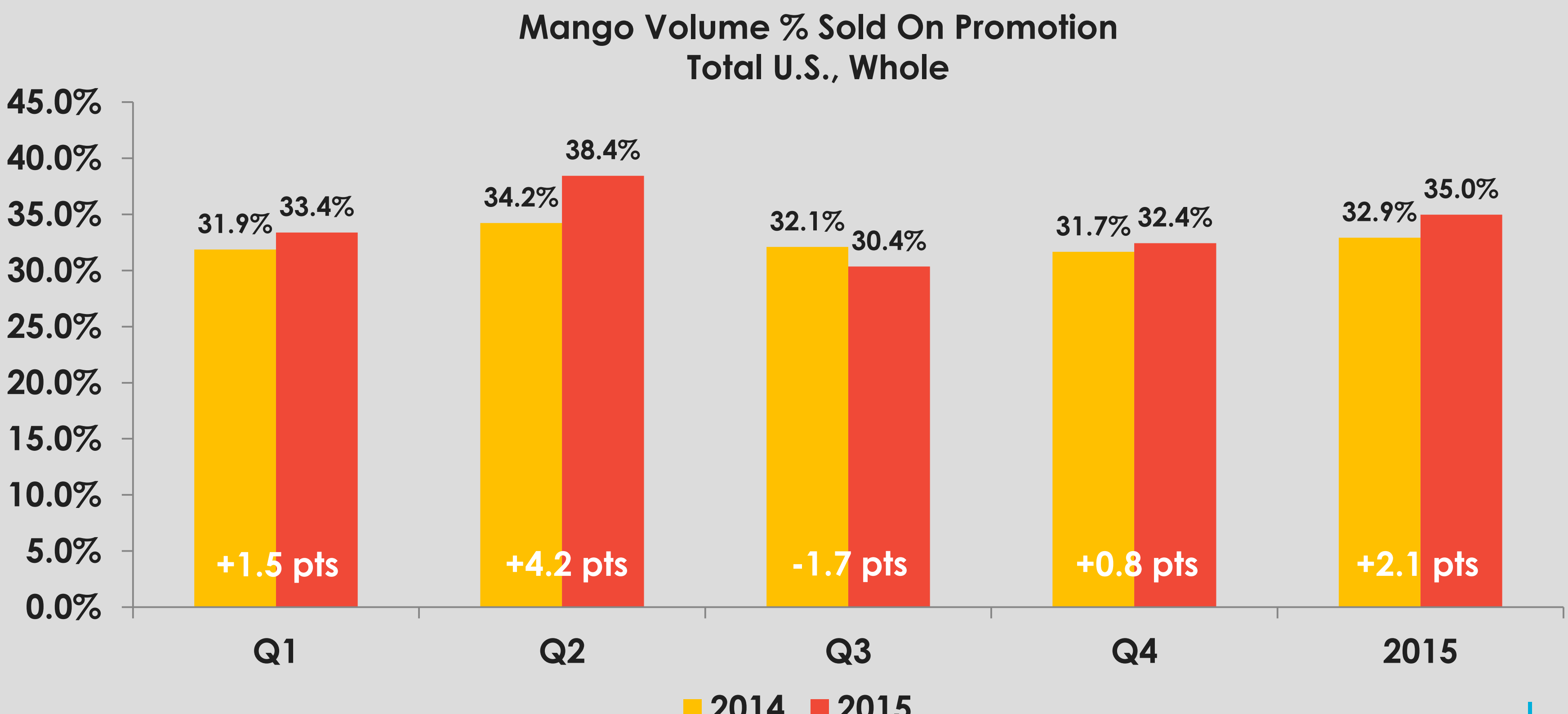


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO % OF VOLUME SOLD ON PROMOTION

35% of whole mangos were sold on promotion during 2015, up from 33% of volume sold on promotion in 2014

- Q3 had the smallest portion of volume sold on promotion at 30%, down from 32% volume sold on promotion in Q3 2014

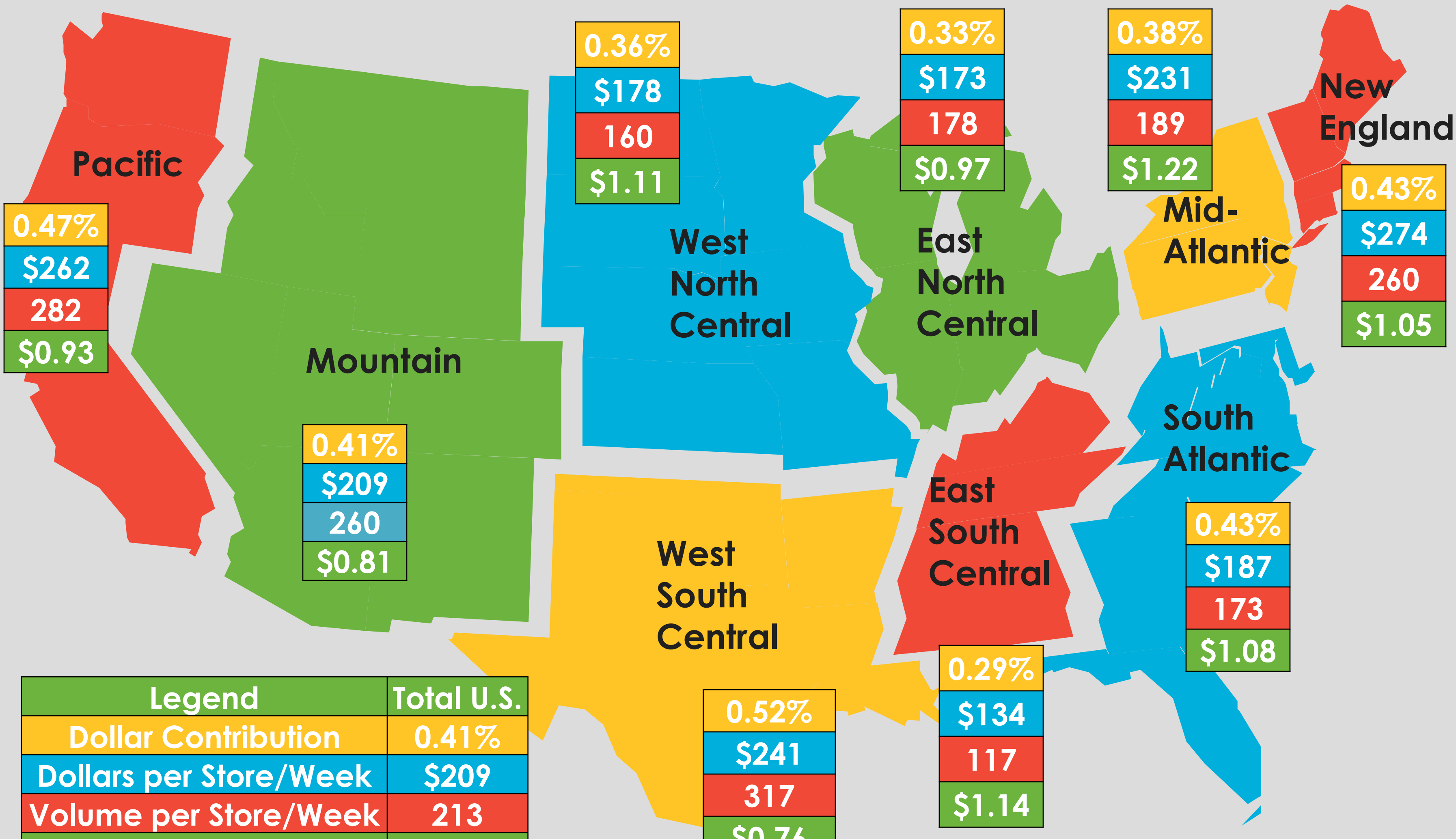


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

WHOLE MANGO TRENDS BY SUB-REGION

2014-2015

REGIONAL MANGO PERFORMANCE



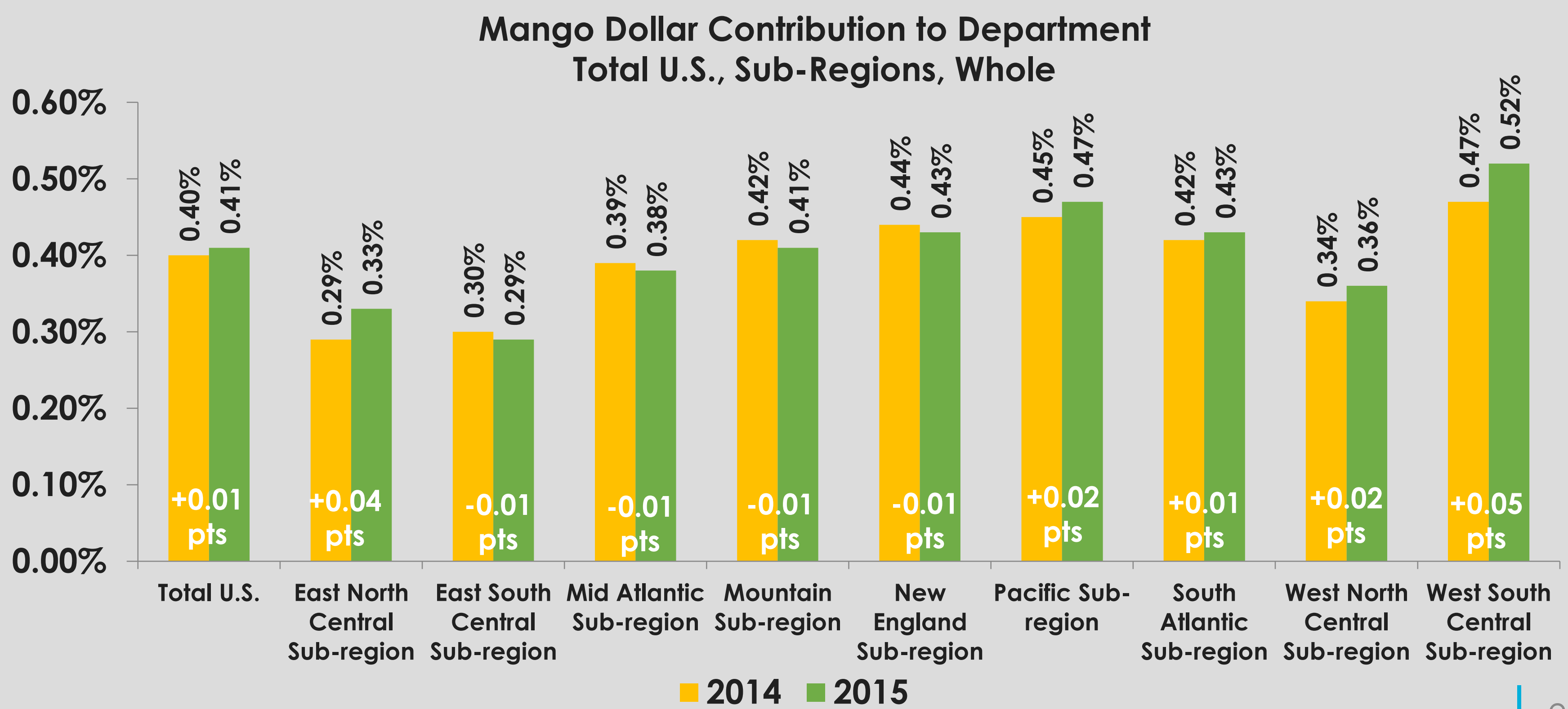
Legend	Total U.S.
Dollar Contribution	0.41%
Dollars per Store/Week	$209
Volume per Store/Week	213
Average Retail Price	$0.98

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

SUB-REGION MANGO CONTRIBUTION TO PRODUCE

The West South Central had the greatest percentage of dollar contribution to the produce department during 2015, contributing 0.52%, up from 0.47% in 2014

- East North Central had the largest dollar contribution to department growth, up 13.8% to 0.33% in 2015

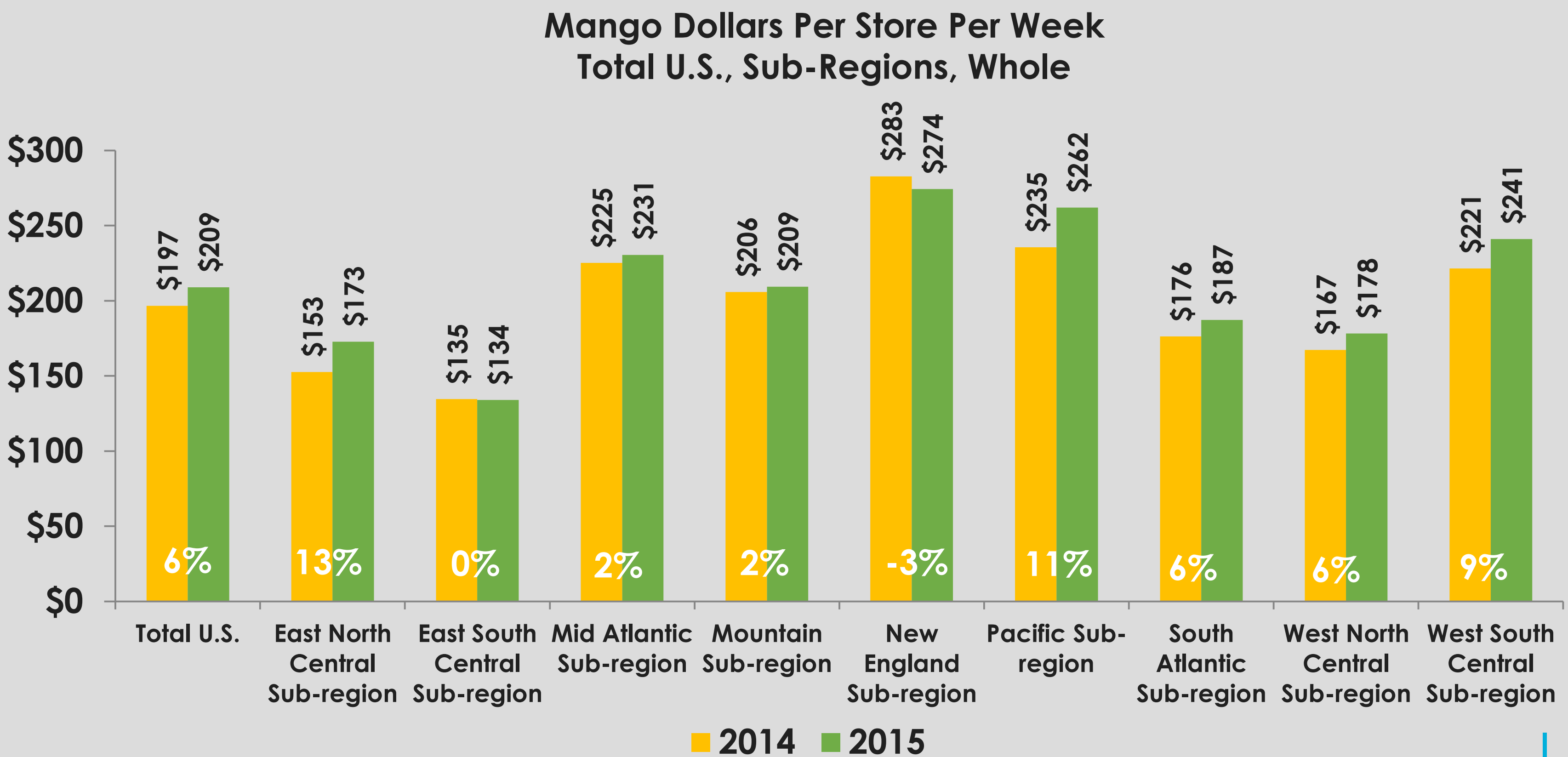


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO SALES PER STORE/ WEEK BY SUB-REGION

Every sub-region had a increase in dollars per store/week in 2015 except East South Central and New England

- The top three sub-regions, based on dollars per store/week in 2015 were New England, Pacific and West South Central

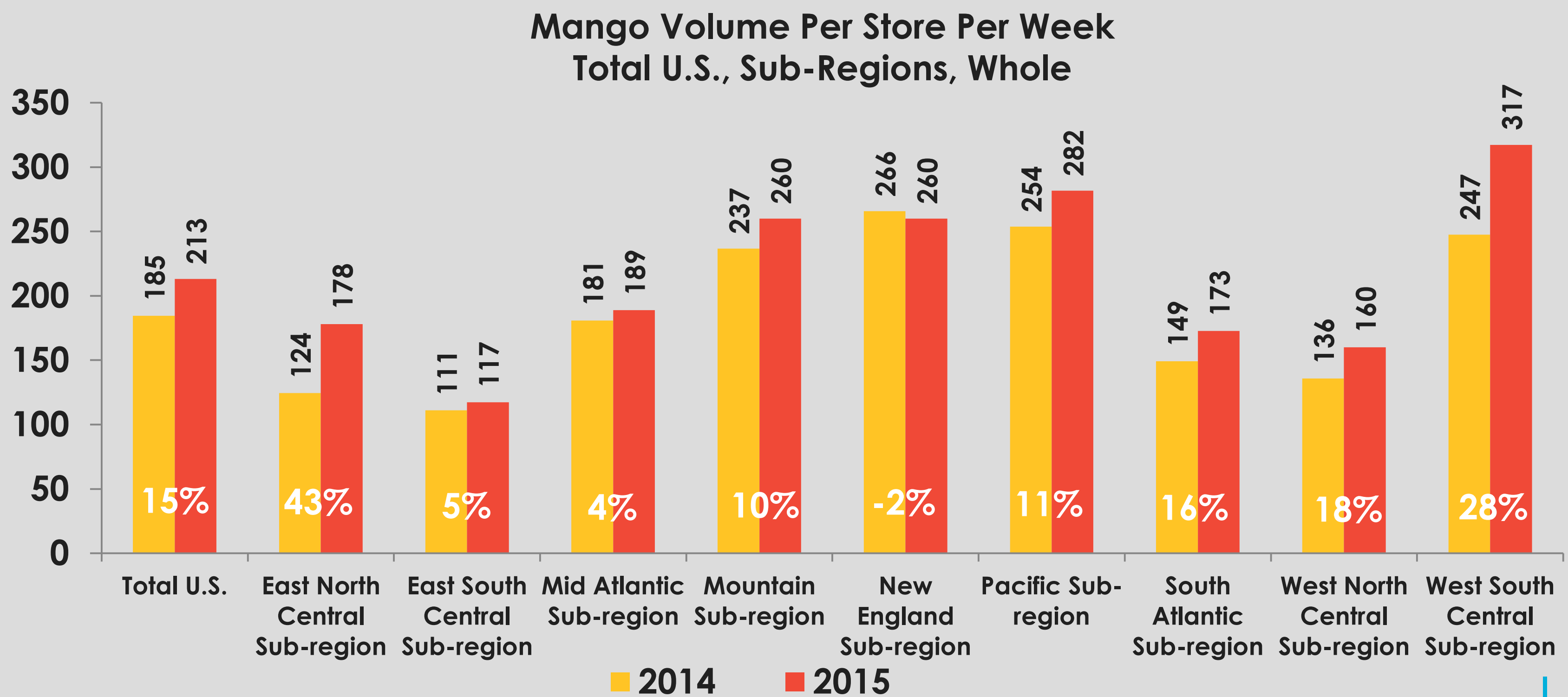


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO VOLUME PER STORE/ WEEK BY SUB-REGION

Trends for volume velocity growth were up compared to the prior year across all sub-regions except New England

- The top sub-regions based on volume per store/week in 2015 were West South Central, Pacific, New England, and Mountain
- The sub-region with the highest growth in volume was East North Central, up by 43%



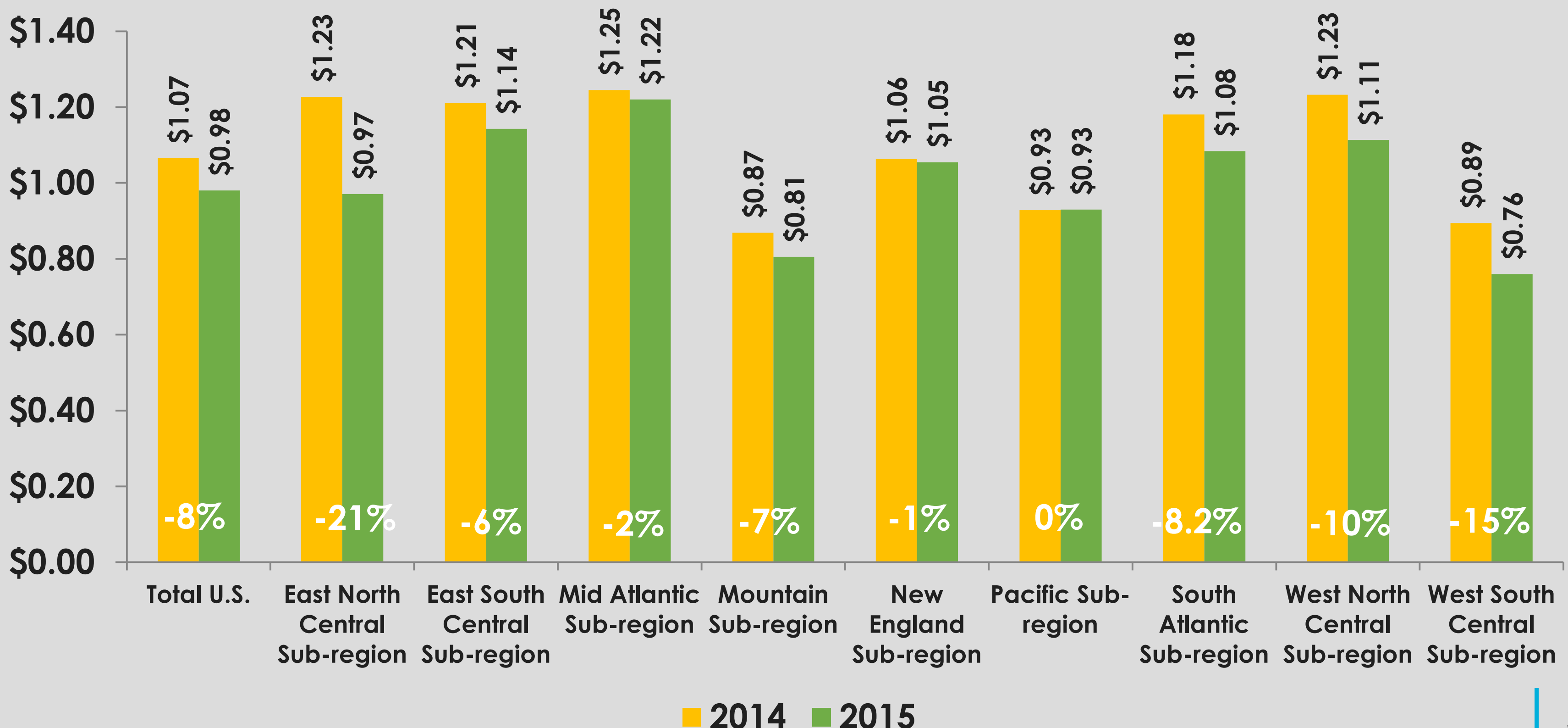
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO AVERAGE RETAIL PRICE BY SUB-REGION

The West South Central sub-region had the lowest average retail price for whole mangos, down 15% over prior year

- Only the Pacific sub-region had a very slight increase in average retail price for whole mangos compared to the prior year; all other sub-regions decreased ARP from 2014

Mango Average Retail Price
Total U.S., Sub-Regions, Whole

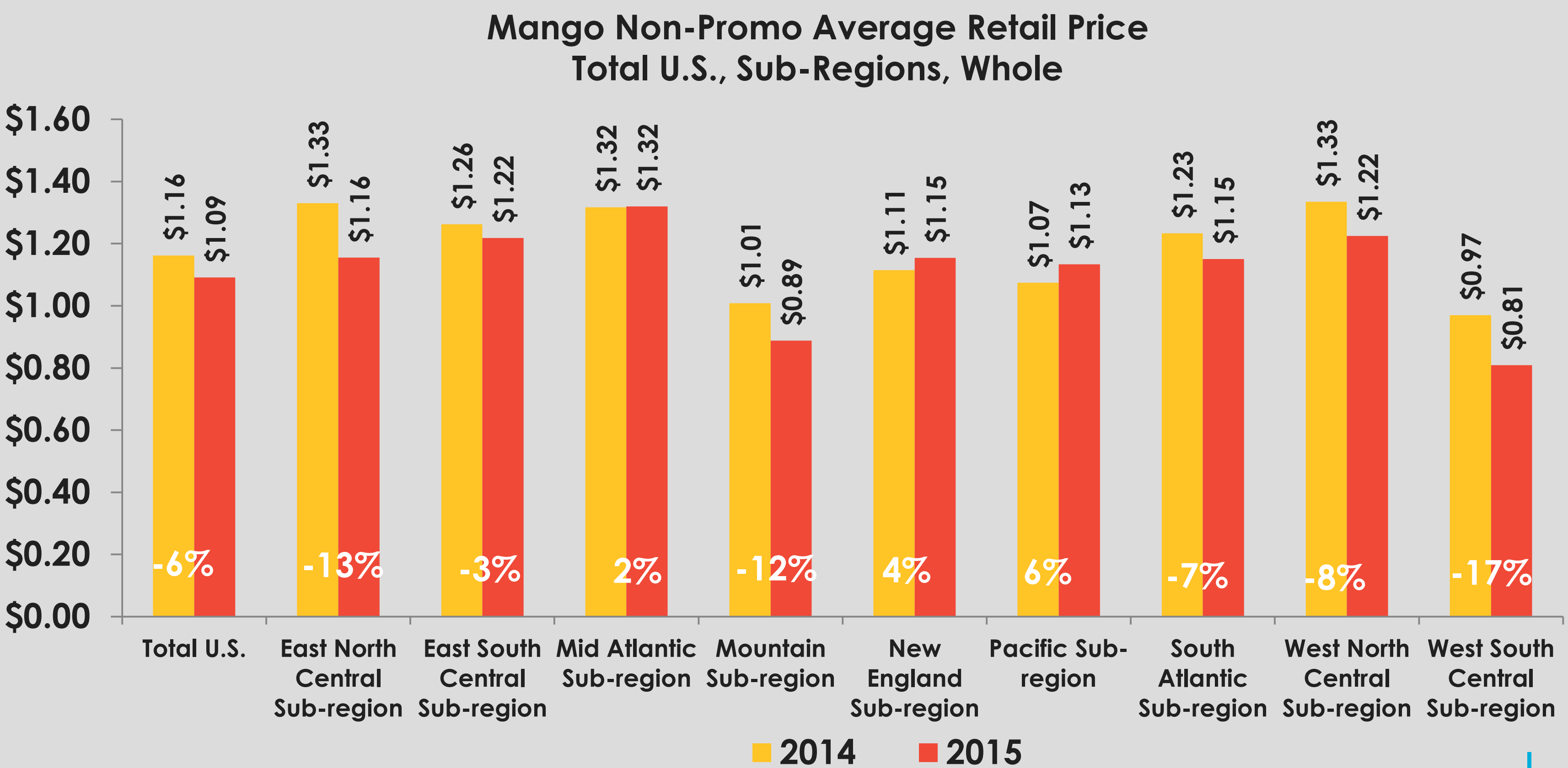


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO NON-PROMO AVG RETAIL PRICE BY SUB-REGION

Non-promo average retail price declined across the board except Mid Atlantic, New England and Pacific

- The West South Central had the lowest non-promoted average retail price at $0.81, down $0.16 from the prior year



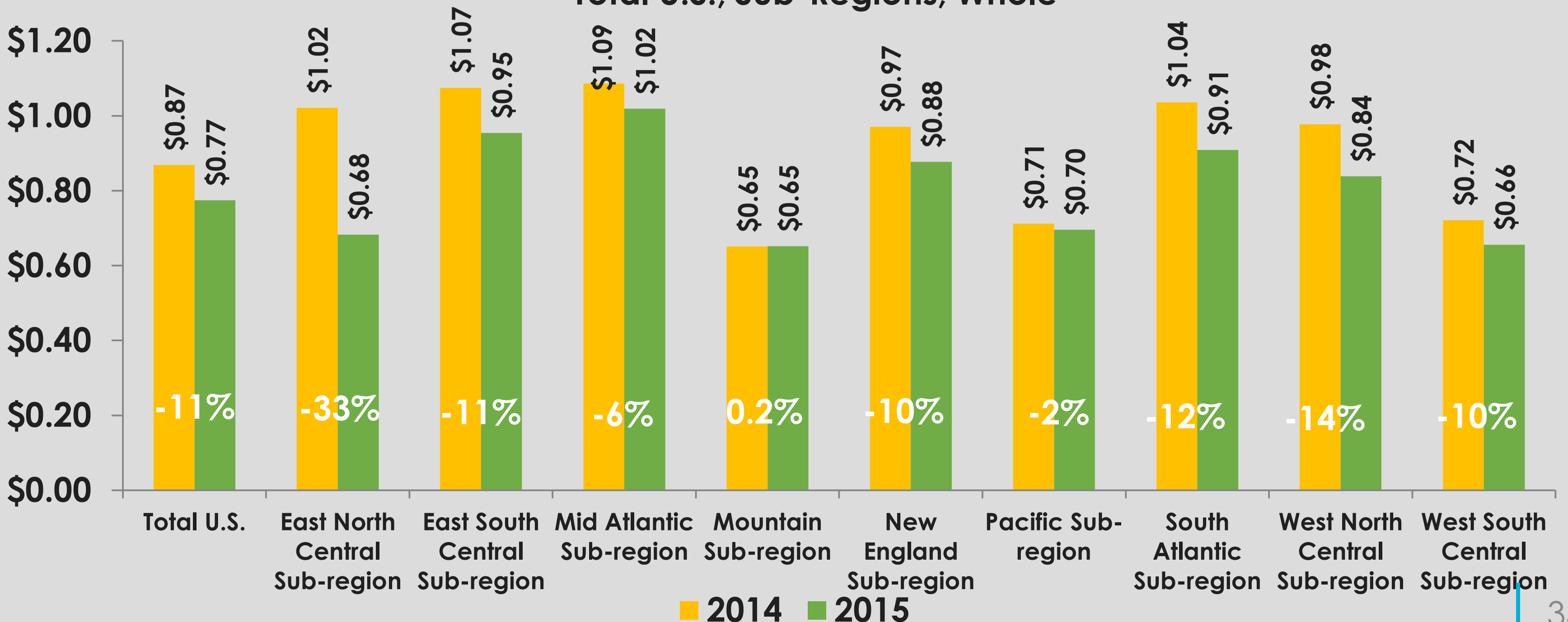
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO PROMO AVG RETAIL PRICE BY SUB-REGION

Promotional average retail price decreased in eight of nine sub-regions in 2015

- Seven of these eight sub-regions had a decrease in promotional average retail pricing of greater than 5%
- East North Central sub-region had the largest promotional decrease, down 33% to $0.68

Mango Promo Average Retail Price
Total U.S., Sub-Regions, Whole

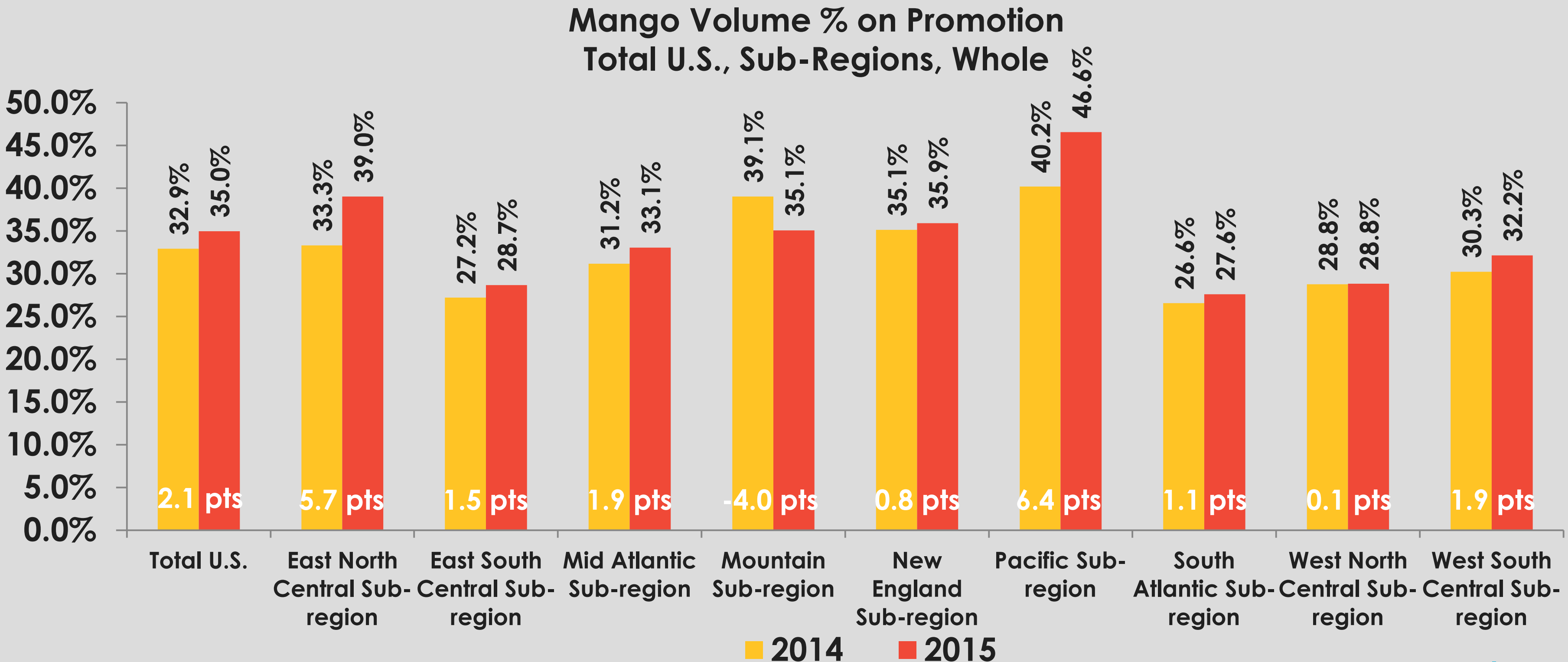


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO VOLUME SOLD ON PROMOTION BY SUB-REGION

The percent of volume sold on promotion increased for whole mangos across eight of the nine sub-regions

- The Mountain sub-region decreased volume % on promotion
- The Pacific sub-region % on promotion increased the most, up 6.4 points compared to the prior year



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

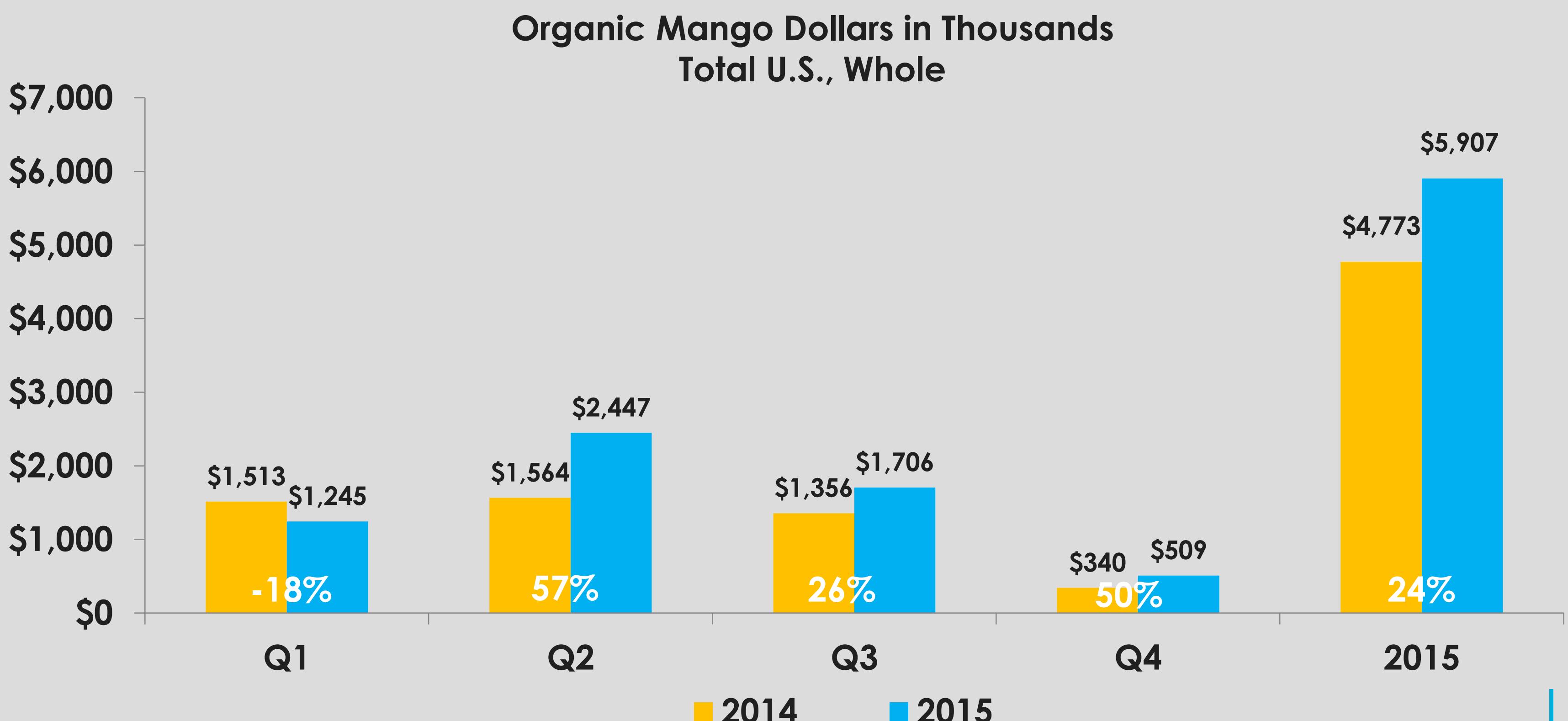
ORGANIC MANGO TRENDS

2014-2015

ORGANIC MANGO SALES

Organic mango in Q2 2015 had the largest dollar sales and were up by 57% compared to the prior year

- Dollars peaked during Q2 at $2.45M
- Only Q1 had a decrease (-18%) in organic mango dollars from the prior year

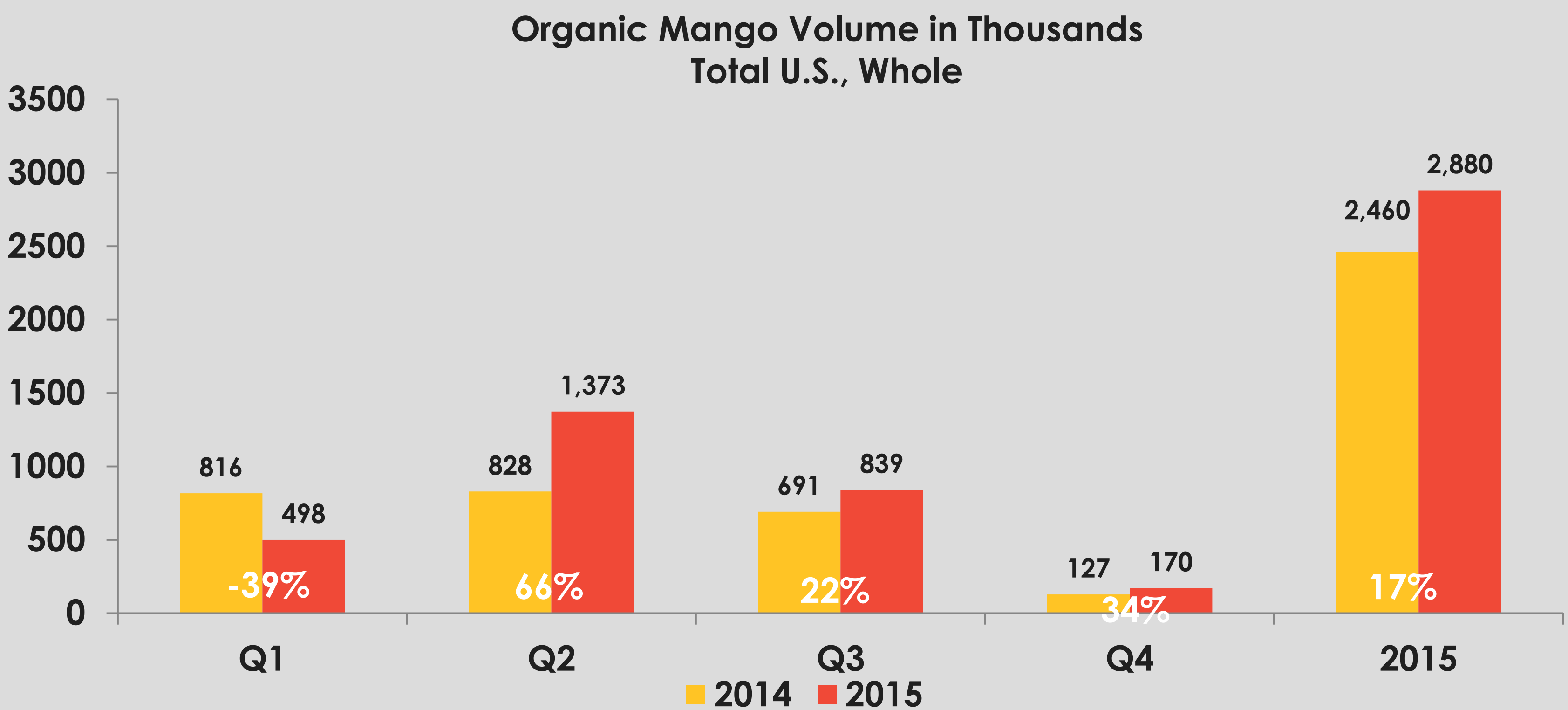


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC MANGO VOLUME

Organic mango in Q2 2015 had the largest volume sales and were up by 66% compared to the prior year

- Volume peaked during Q2 at 1.37M units
- Only Q1 had a decrease (-39%) in organic mango volume from the prior year

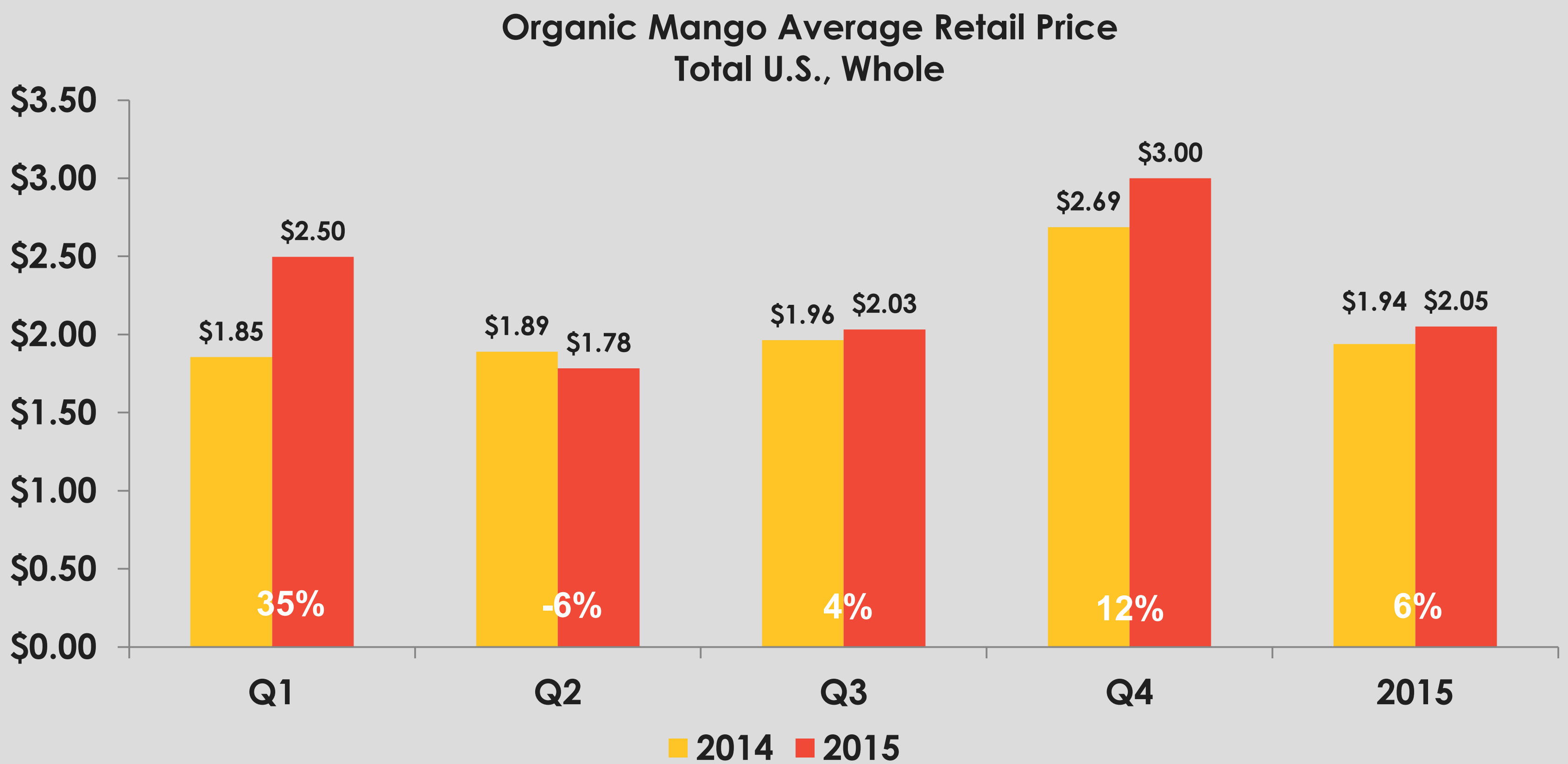


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC MANGO AVERAGE RETAIL PRICE

Organic mango ARP in 2015 increased 6% over 2014

- Organic mango ARP increased over prior year for each quarter of 2015 except Q2

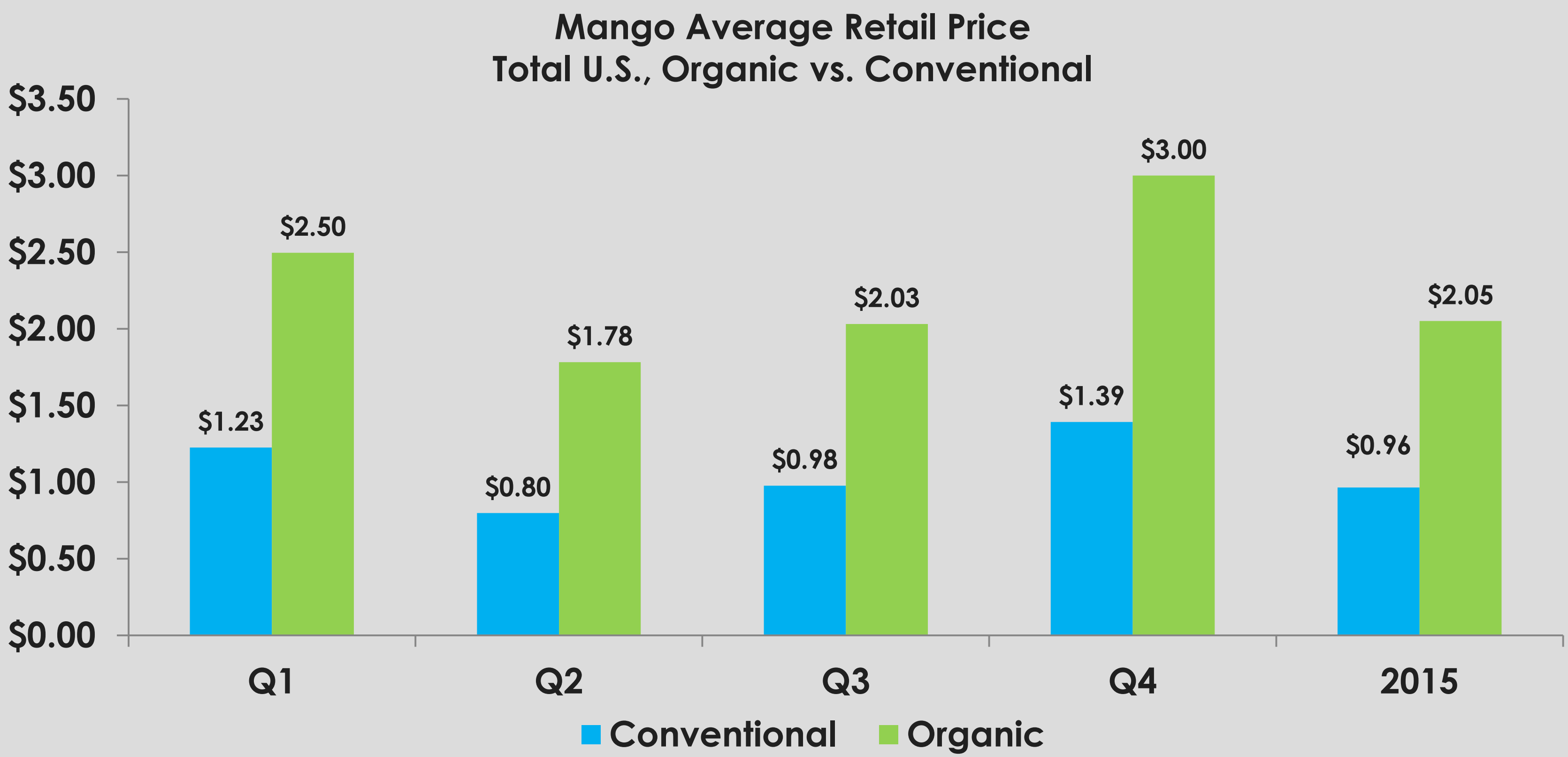


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC/CONVENTIONAL AVERAGE RETAIL PRICE

Organic mangos are consistently priced higher than conventional mangos throughout the year

- The largest difference in price happened during Q4 with a $1.09 difference between organic and conventional

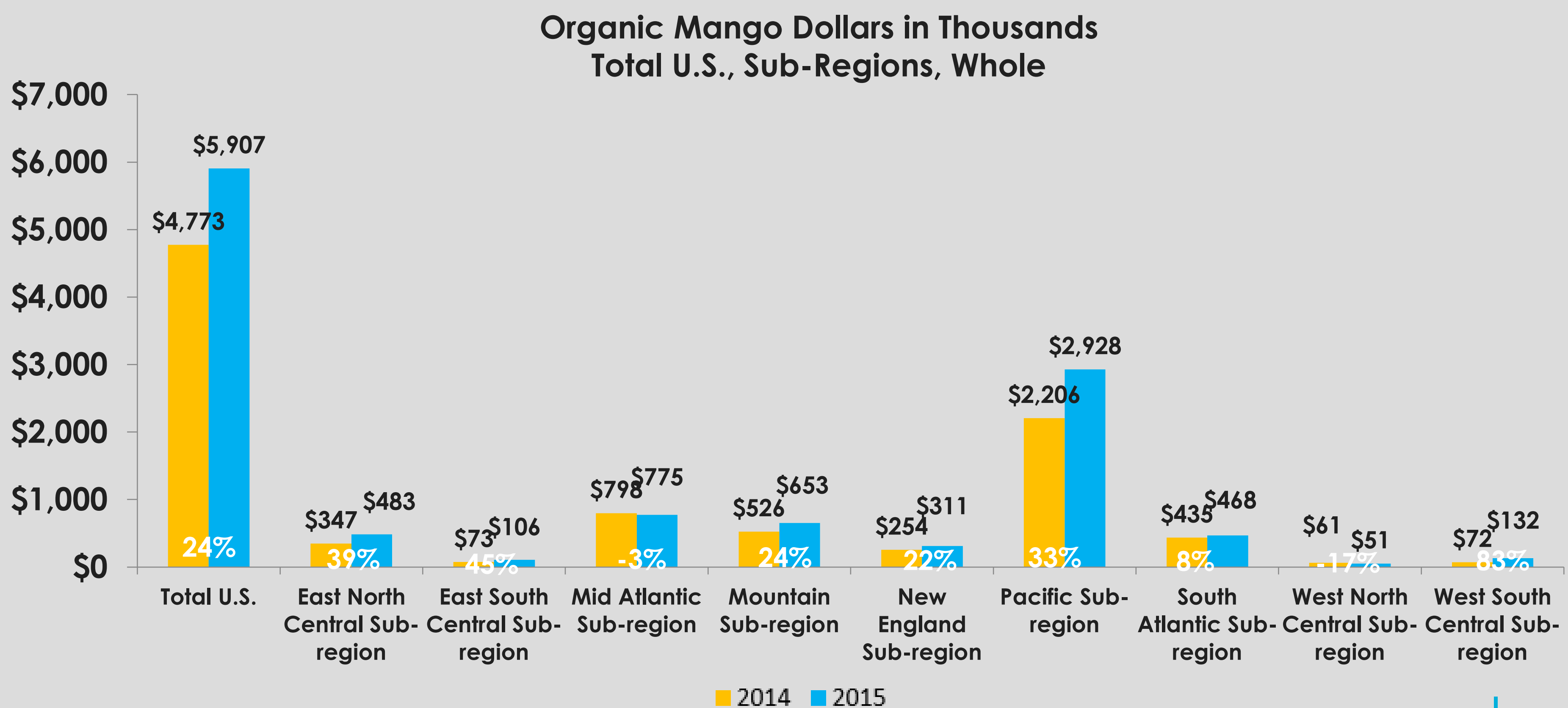


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC MANGO DOLLARS BY SUB-REGION

Organic mango increased in total dollar sales from 2014 to 2015 by 24%

- The largest dollar sales were in the Pacific sub-region, which increased by 33% compared to the prior year

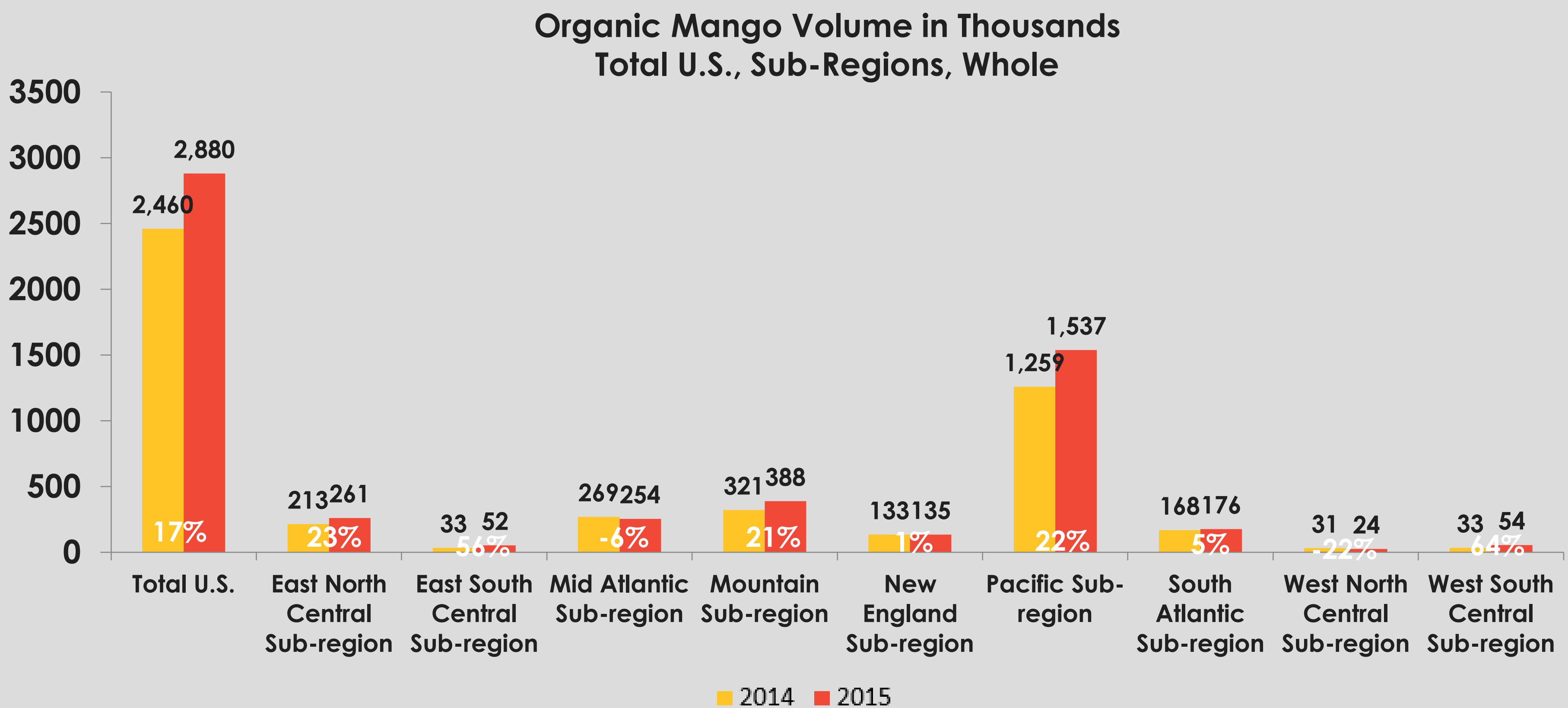


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC MANGO VOLUME BY SUB-REGION

Organic mango increased in total volume sales from 2014 to 2015 by 17%

- The largest volume sales were in the Pacific sub-region, which increased by 22% compared to the prior year

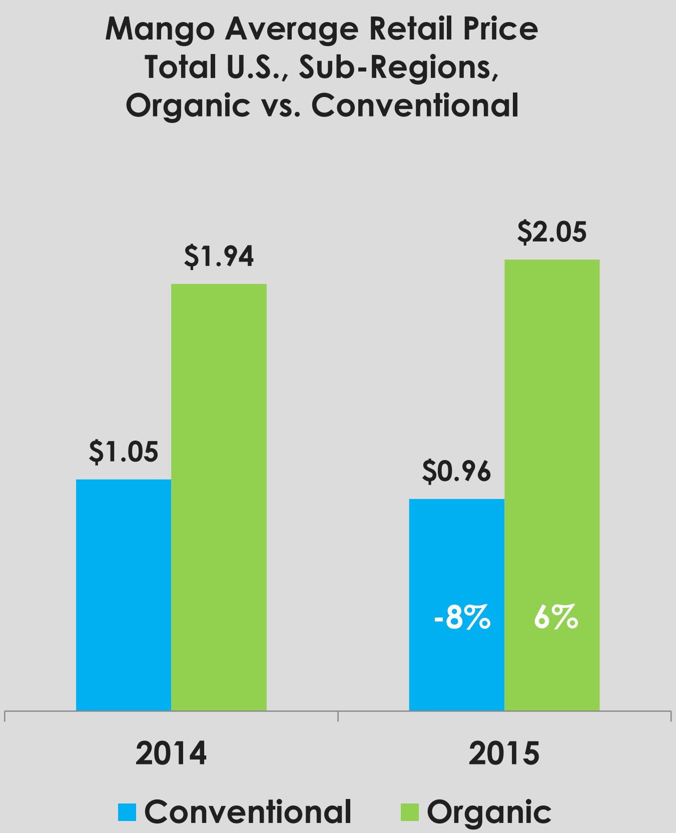


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC/CONVENTIONAL ARP BY SUB-REGION

All sub-regions except East South Central drove the national organic mango pricing increase of 6% in 2015

- Average retail price decreased for conventional mangos by 8% in 2015

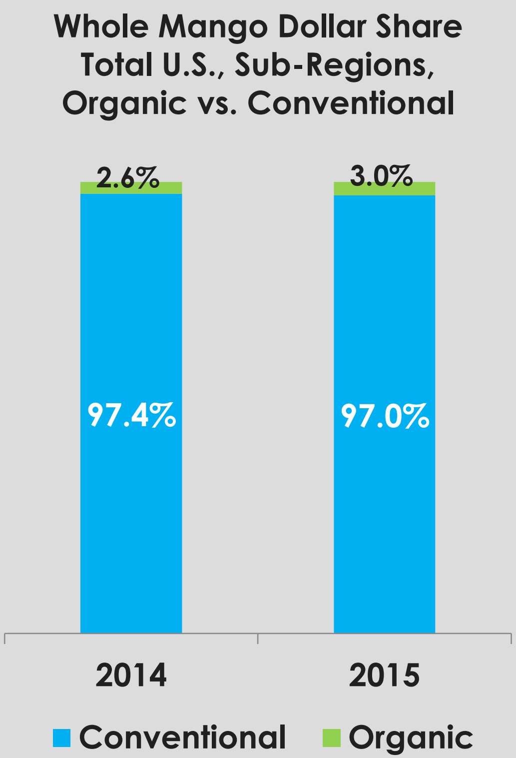


Organic vs. Conventional Mango Average Retail Prices			
Geography		**2014**	**2015**
Total U.S.	Conventional	$1.05	$0.96
	Organic	$1.94	$2.05
East North Central Sub-region	Conventional	$1.22	$0.96
	Organic	$1.63	$1.85
East South Central Sub-region	Conventional	$1.21	$1.13
	Organic	$2.22	$2.06
Mid Atlantic Sub-region	Conventional	$1.22	$1.20
	Organic	$2.96	$3.05
Mountain Sub-region	Conventional	$0.86	$0.79
	Organic	$1.64	$1.68
New England Sub-region	Conventional	$1.05	$1.04
	Organic	$1.91	$2.31
Pacific Sub-region	Conventional	$0.90	$0.89
	Organic	$1.75	$1.90
South Atlantic Sub-region	Conventional	$1.17	$1.08
	Organic	$2.59	$2.66
West North Central Sub-region	Conventional	$1.23	$1.11
	Organic	$1.99	$2.14
West South Central Sub-region	Conventional	$0.89	$0.76
	Organic	$2.17	$2.43

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

ORGANIC/CONVENTIONAL SHARE BY SUB-REGION

Nationally, organic mango dollars accounted for 3% of total whole mango sales during 2015, increasing 0.4 percentage points from the previous year



Organic vs. Conventional Whole Mango Total Dollar Share			
Geography		**2014**	**2015**
Total U.S.	Conventional	97.4%	97.0%
	Organic	2.6%	3.0%
East North Central Sub-region	Conventional	98.1%	97.6%
	Organic	1.9%	2.4%
East South Central Sub-region	Conventional	98.9%	98.5%
	Organic	1.1%	1.5%
Mid Atlantic Sub-region	Conventional	96.7%	96.7%
	Organic	3.3%	3.3%
Mountain Sub-region	Conventional	96.8%	96.1%
	Organic	3.2%	3.9%
New England Sub-region	Conventional	98.0%	97.5%
	Organic	2.0%	2.5%
Pacific Sub-region	Conventional	93.1%	91.7%
	Organic	6.9%	8.3%
South Atlantic Sub-region	Conventional	99.1%	99.1%
	Organic	0.9%	0.9%
West North Central Sub-region	Conventional	99.2%	99.3%
	Organic	0.8%	0.7%
West South Central Sub-region	Conventional	99.6%	99.4%
	Organic	0.4%	0.6%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

FRESH-CUT MANGO PERFORMANCE

Total U.S. and Nine Sub-Regions

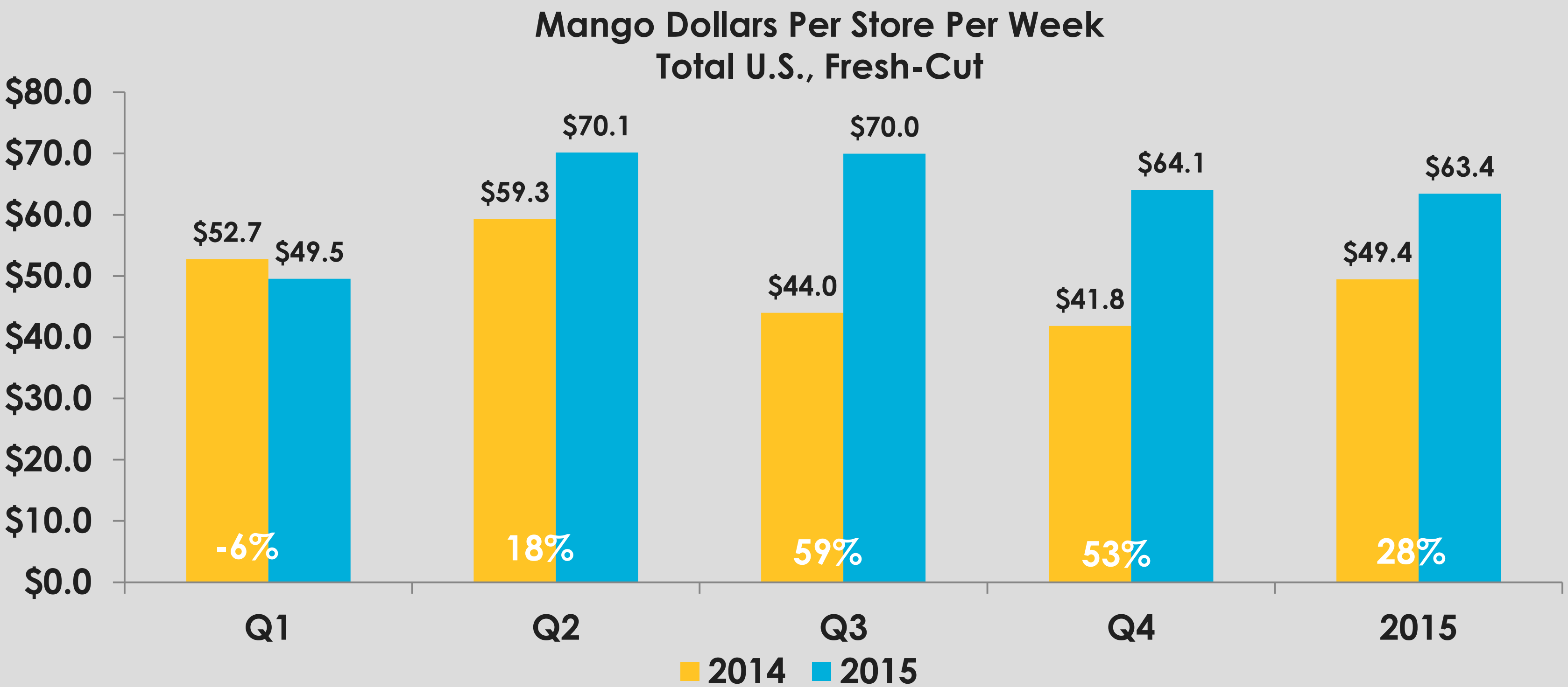
2014-2015

DATA PARAMETERS

- Segment details:
  - Mango only fresh-cut includes mango product that is sold in a fresh-cut pack that is only mango, no other items
  - Mango only fresh-cut does not include mixed bowls or trays that include mango
  - Because of the variation in unit size, this report is focused on dollar sales for mango only fresh-cut, rather than volume
- Distribution:
  - 96.3% of stores in the FCA sold mango only fresh-cut items in 2015
  - Distribution of mango only fresh-cut has increased 36 percentage points since 2011

MANGO FRESH-CUT AVG. DOLLARS PER STORE PER WEEK

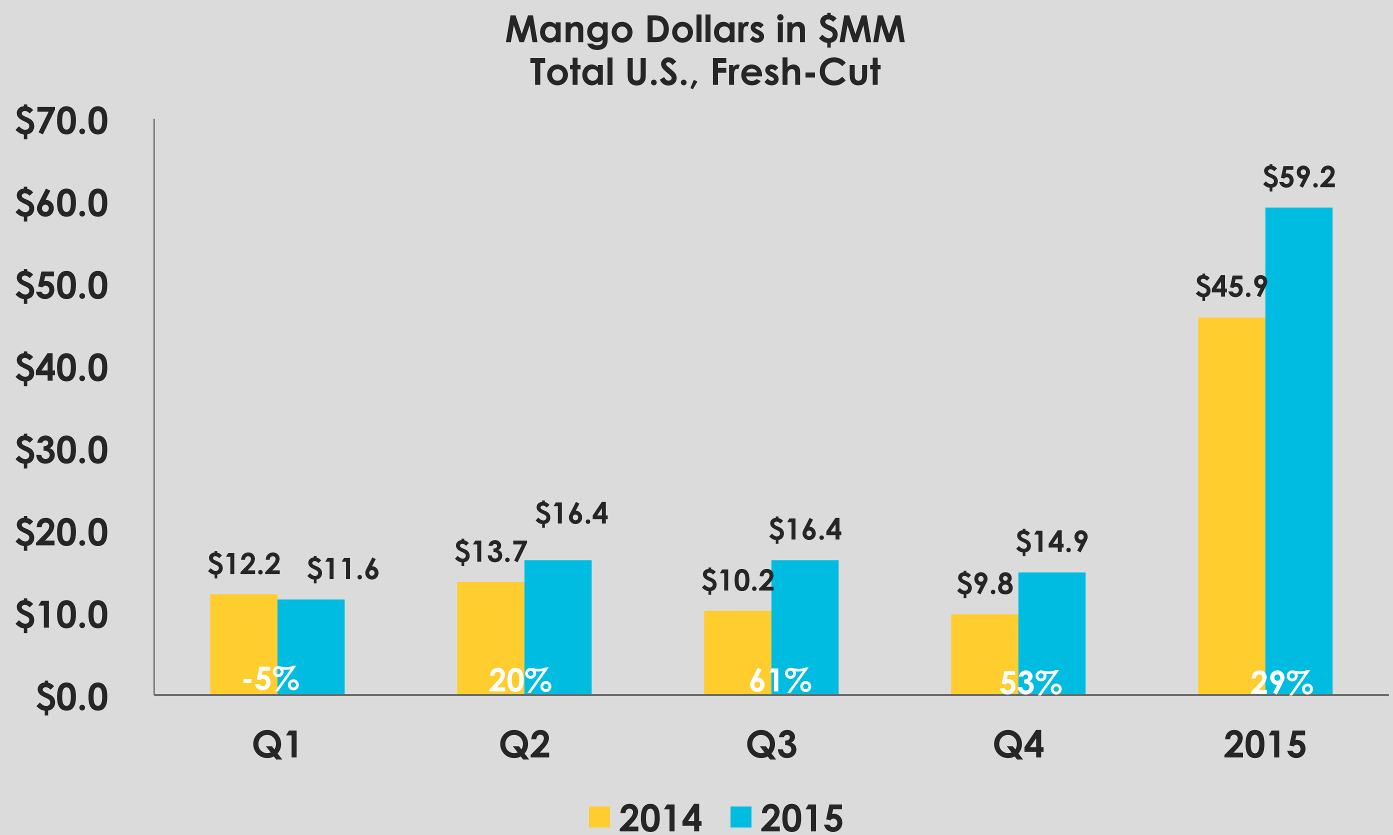
Mango only fresh-cut dollars per store/week increased in three quarters in 2015 compared to the prior year, overall experiencing an increase of 28%



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO ONLY FRESH-CUT DOLLARS

Mango only fresh-cut dollars per million increased in three quarters in 2015 compared to the prior year, overall experiencing an increase of 29%

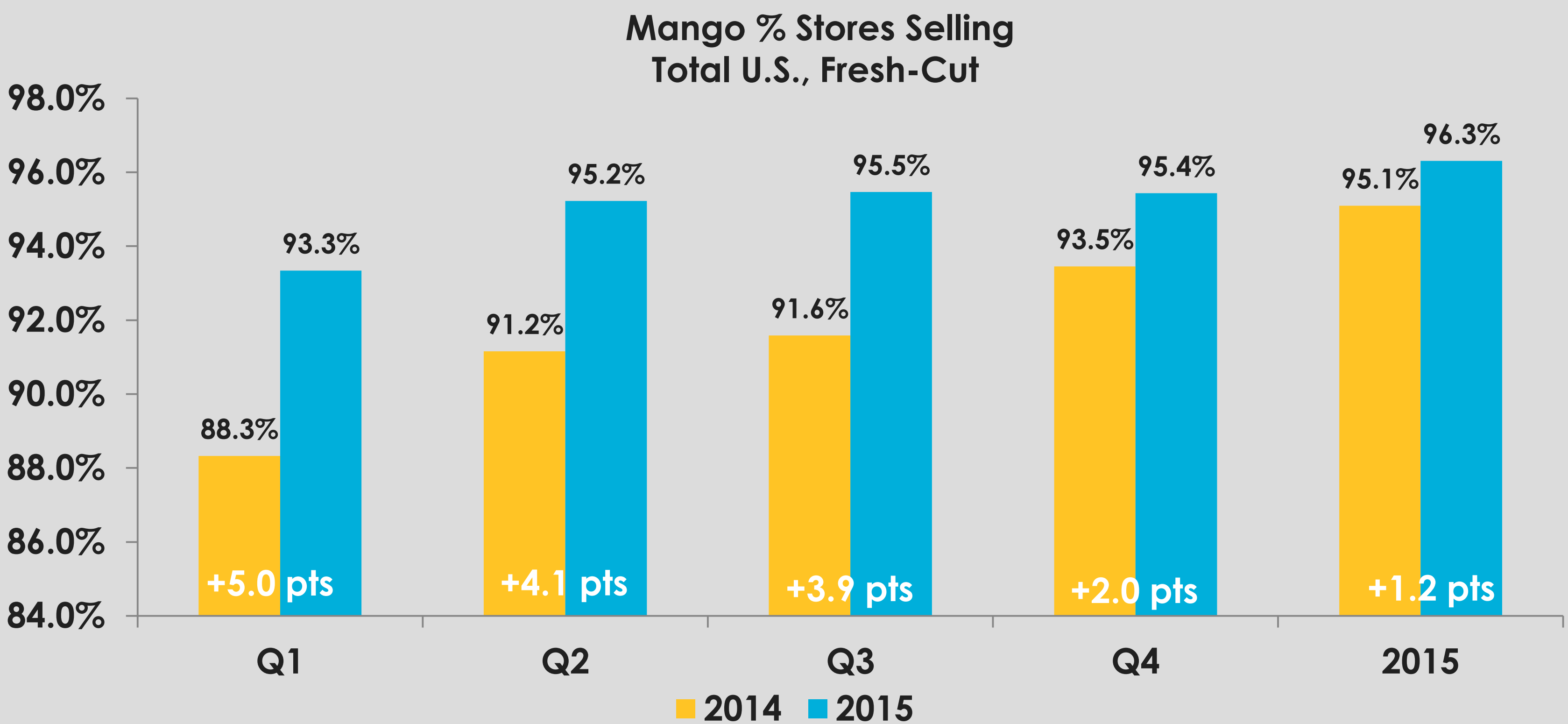


Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO FRESH-CUT % OF STORES SELLING

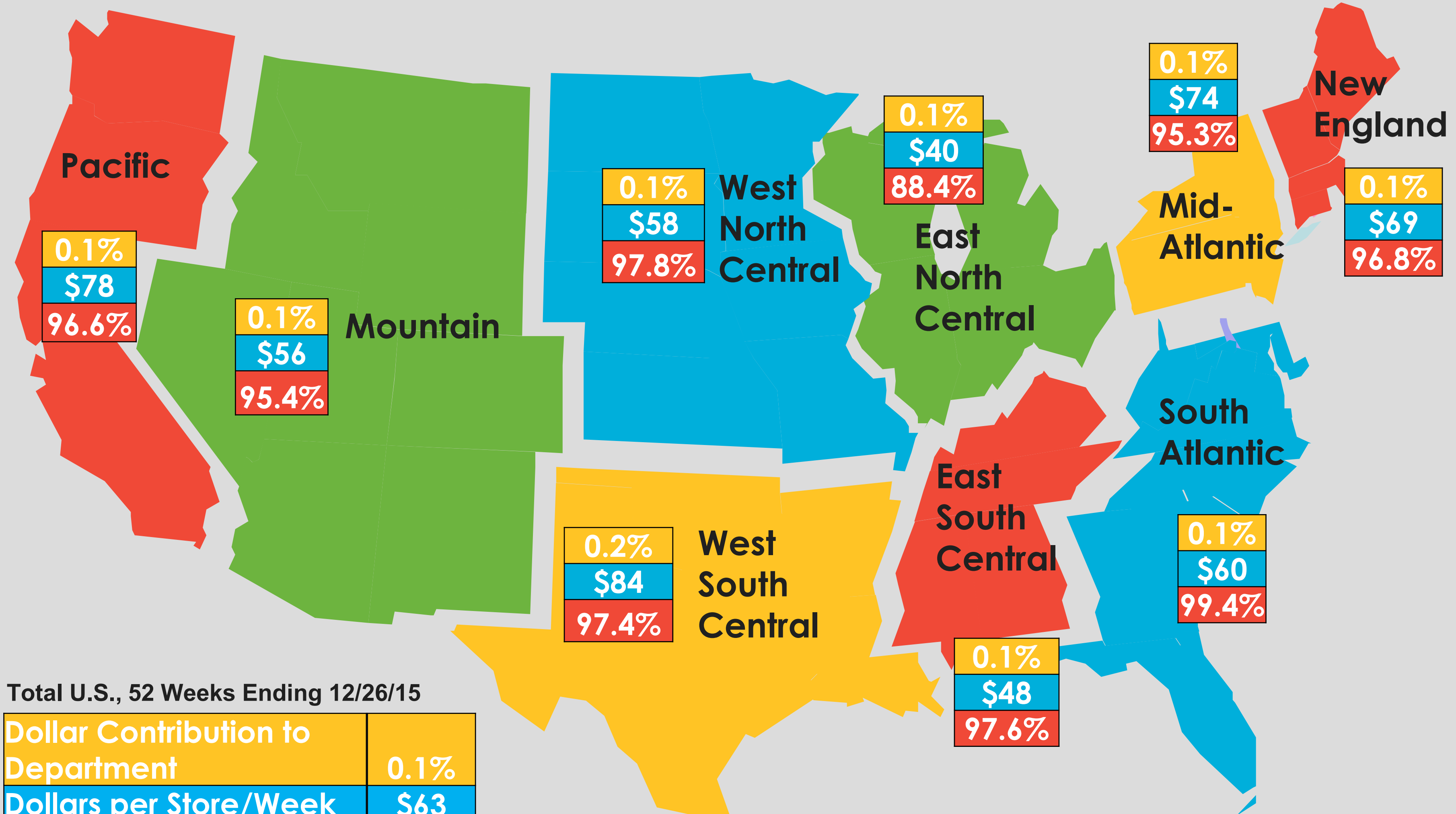
The percentage of stores selling mango only fresh-cut grew 1.2 percentage points from 2014 to 2015

- The largest growth was in Q1 (+5.0 pts) and Q2 (+4.1 pts)



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

SUB-REGION MANGO ONLY FRESH-CUT PERFORMANCE



Total U.S., 52 Weeks Ending 12/26/15

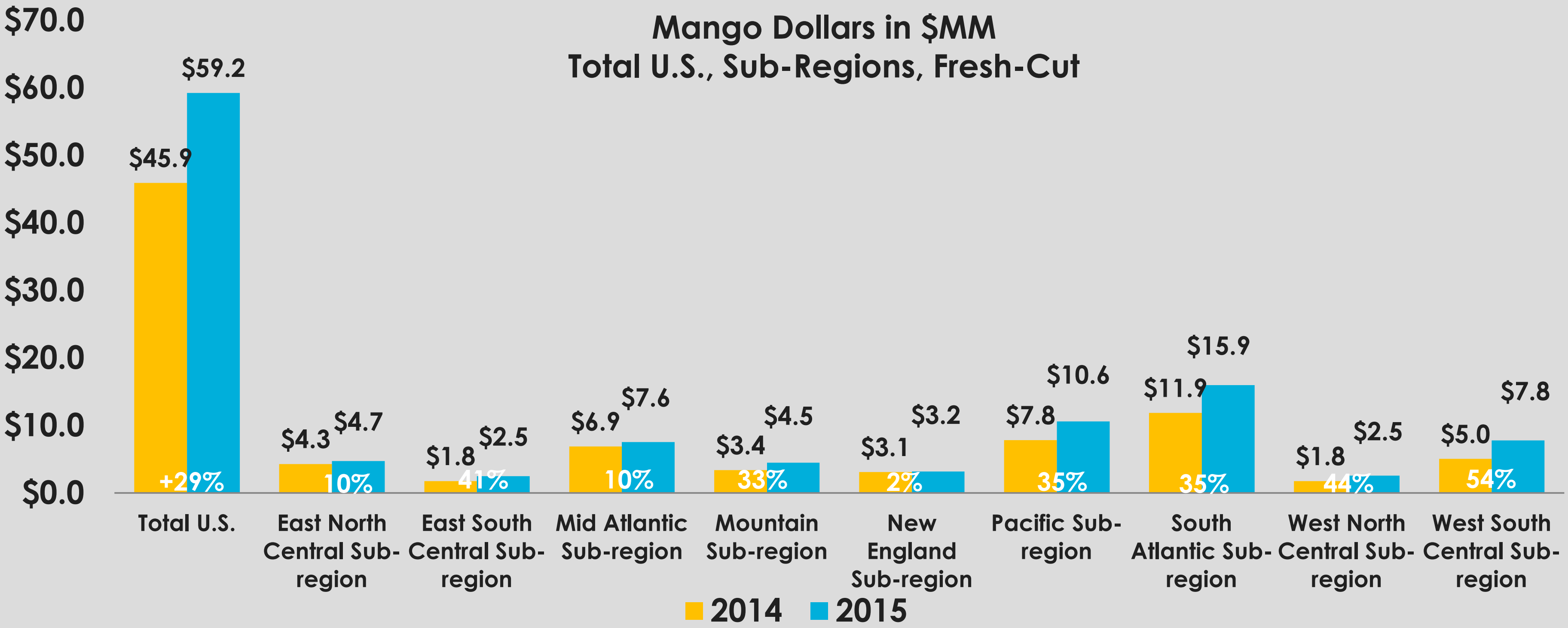
Dollar Contribution to Department	0.1%
Dollars per Store/Week	$63
% of Stores Selling	96.3%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO ONLY FRESH-CUT DOLLARS BY SUB-REGION

Mango only fresh-cut grew across all sub-regions, increasing total dollar sales from 2014 to 2015 by 29%

- The highest dollar sales were in the South Atlantic sub-region at $15.95MM, up 35%



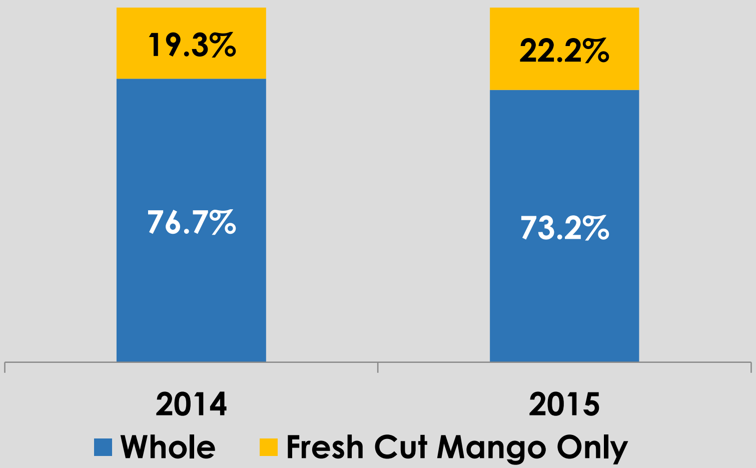
Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO ONLY FRESH-CUT SHARE BY SUB-REGION

Mango only fresh-cut's share of total mango dollars increased 2.9 points over prior year, up to 22.2% of total mango dollars per store/week

- Eight of the nine sub-regions increased fresh-cut mango share (East North Central only decreased by 0.1 points)

Mango Only Fresh-Cut Share Dollars per Store/Week
Total U.S., 2014-2015



Dollars per Store/Week % Change vs. YAGO	
Mango Only Fresh-Cut	28%
Whole	6%

Mango Dollars Per Store Per Week
Total U.S., Sub-Regions, Fresh-Cut 2014-2015

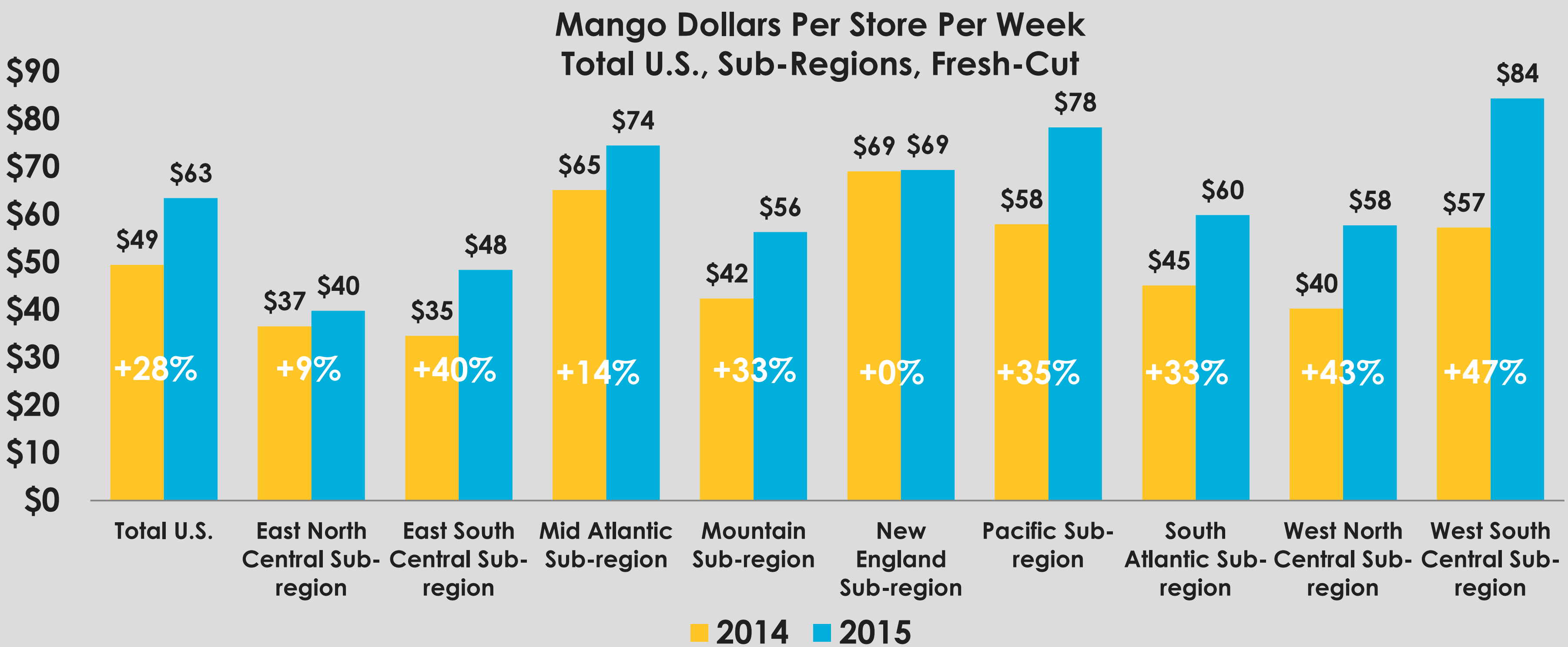
Geography	Mango	2014	2015
Total U.S.	Mango Only Fresh-Cut	19.3%	22.2%
	Whole	76.7%	73.2%
East North Central Sub-region	Mango Only Fresh-Cut	18.2%	18.1%
	Whole	76.1%	78.8%
East South Central Sub-region	Mango Only Fresh-Cut	20.3%	26.1%
	Whole	78.9%	72.4%
Mid Atlantic Sub-region	Mango Only Fresh-Cut	21.5%	23.2%
	Whole	74.3%	71.8%
Mountain Sub-region	Mango Only Fresh-Cut	16.0%	19.5%
	Whole	77.8%	72.4%
New England Sub-region	Mango Only Fresh-Cut	19.5%	19.8%
	Whole	79.8%	78.4%
Pacific Sub-region	Mango Only Fresh-Cut	18.4%	21.2%
	Whole	74.9%	70.9%
South Atlantic Sub-region	Mango Only Fresh-Cut	20.0%	23.8%
	Whole	78.2%	74.2%
West North Central Sub-region	Mango Only Fresh-Cut	18.6%	23.3%
	Whole	77.4%	71.8%
West South Central Sub-region	Mango Only Fresh-Cut	19.7%	24.6%
	Whole	76.1%	70.3%

Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

MANGO FRESH-CUT DOLLARS PER STORE PER WEEK BY SUB-REGION

All sub-regions increased mango only fresh cut dollars per store/week over prior year

- West South Central sub-region sold the most dollars per store/week at $84 (up 47% over prior year), followed by the Pacific sub-region at $78



Source: Nielsen Perishables Group FreshFacts®, All Stores, 2015 vs. YAGO

Mango.org