



*Mango Category Performance  
2019*

March 17, 2020



# 2019 Key Metrics

## WHOLE MANGO VOLUME VELOCITY

Volume Velocity up 2% YOY

## WHOLE MANGO DOLLAR VELOCITY

Dollar Velocity up 8% YOY

## CONTRIBUTION TO PRODUCE DEPT.

Volume 1%

Dollars .5%

## AVERAGE RETAIL PRICE POINT

\$ .94 each

↑ 6% over LY

Peak \$1.30 October

Low \$.77 July

## FRUIT RANKING BASED ON VOLUME VELOCITY

Mango ranked 13<sup>th</sup> position

Bananas #1

Avocado #2

Apples #3

Grapes #4

Limes #5

## FRUIT RANKING BASED ON SALES VELOCITY

Mango ranked 20<sup>th</sup> position

Apples #1

Grapes #2

Bananas #3

Strawberries #4

Avocados #5

## FRESH CUT

Total Dollars

↑ 11% over LY

Dollar Velocity

↑ 13% over LY





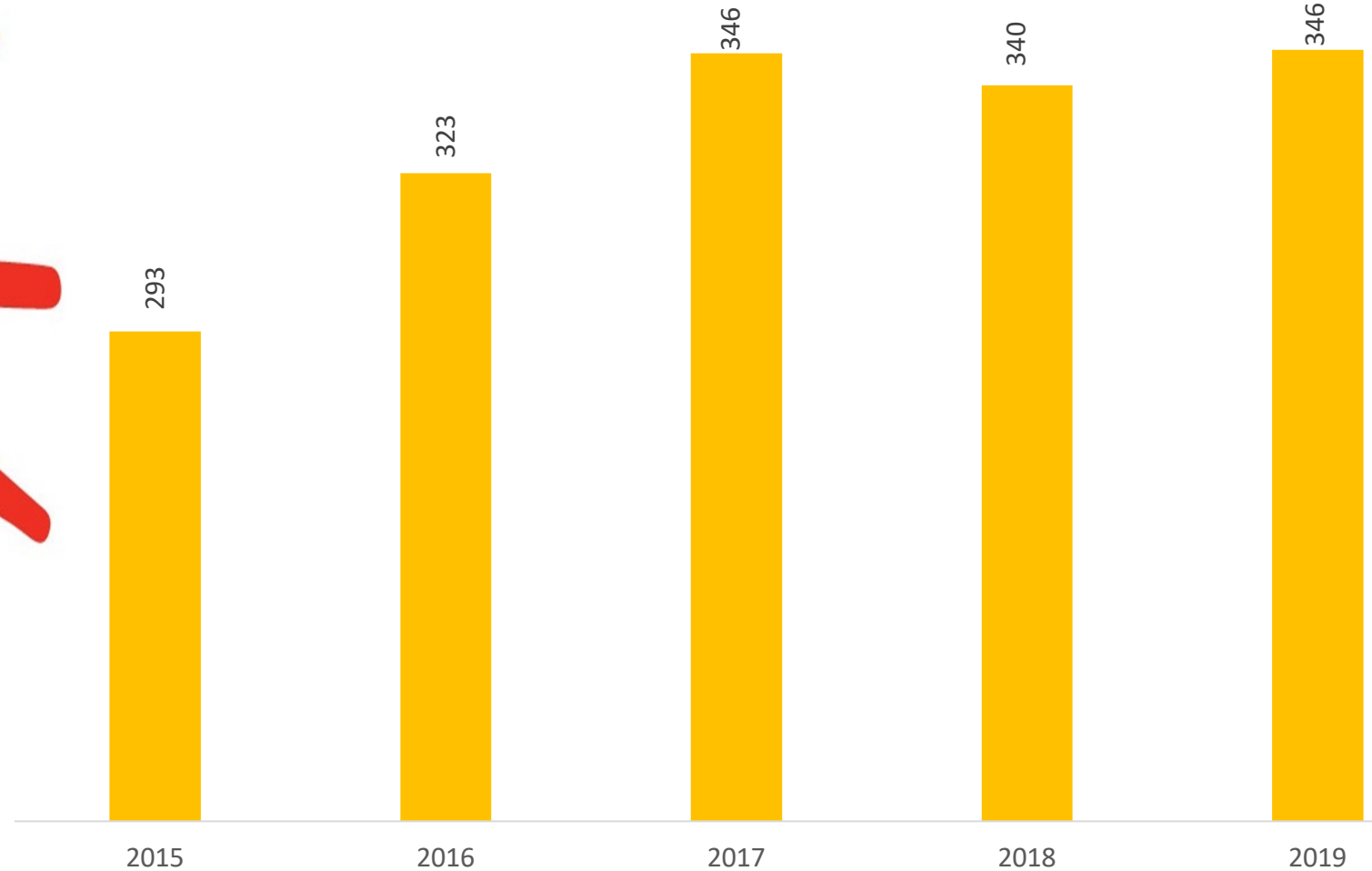
*Whole Mango Performance*



VOLUME

## Annual Volume Comparison WHOLE MANGO

Mango volume  
highest in five  
years, tied 2017  
at 346MM



MANGOS

ARE MOVIN'

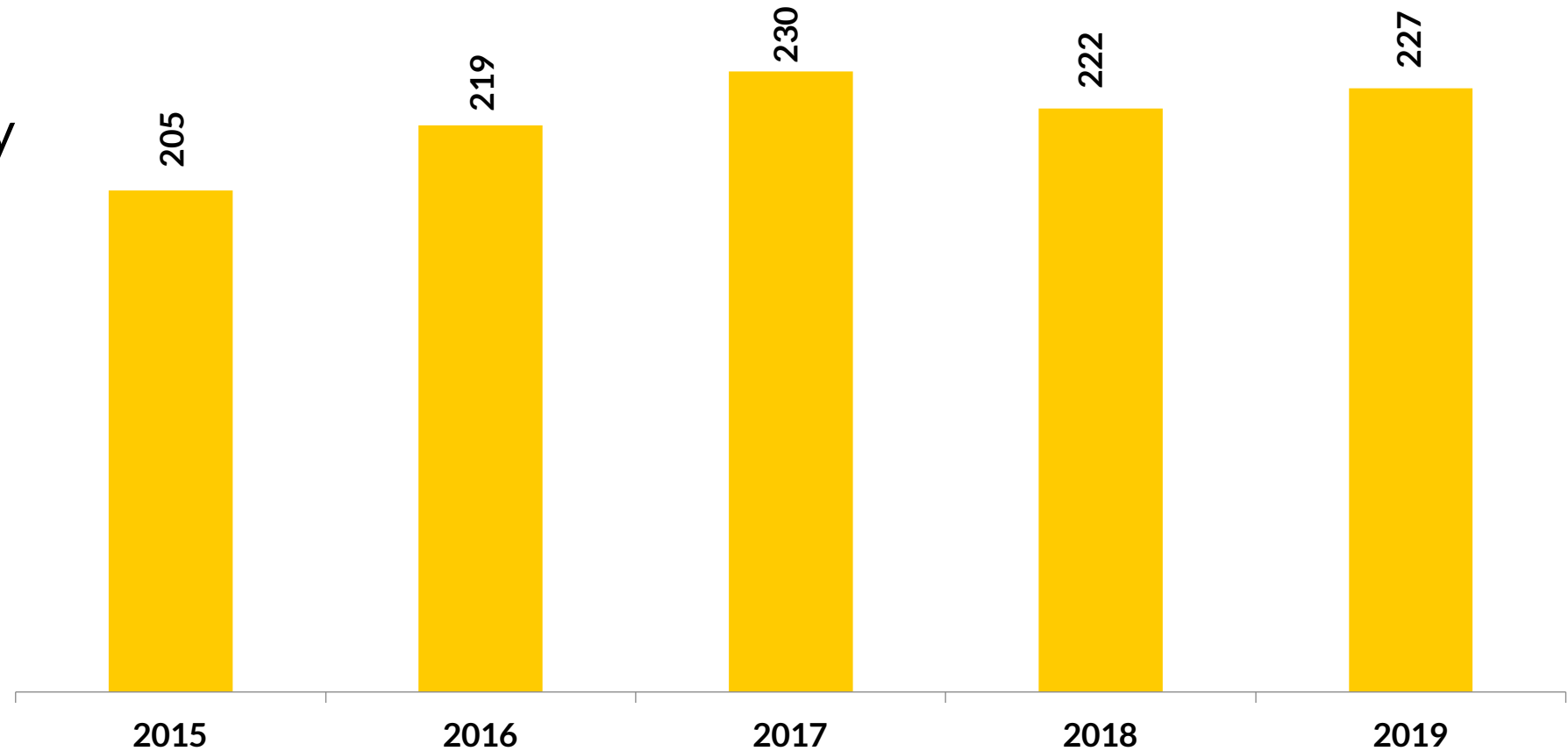
ON



# Annual Volume Velocity Comparison Whole Mango

Annual volume velocity was up 2% versus last year.

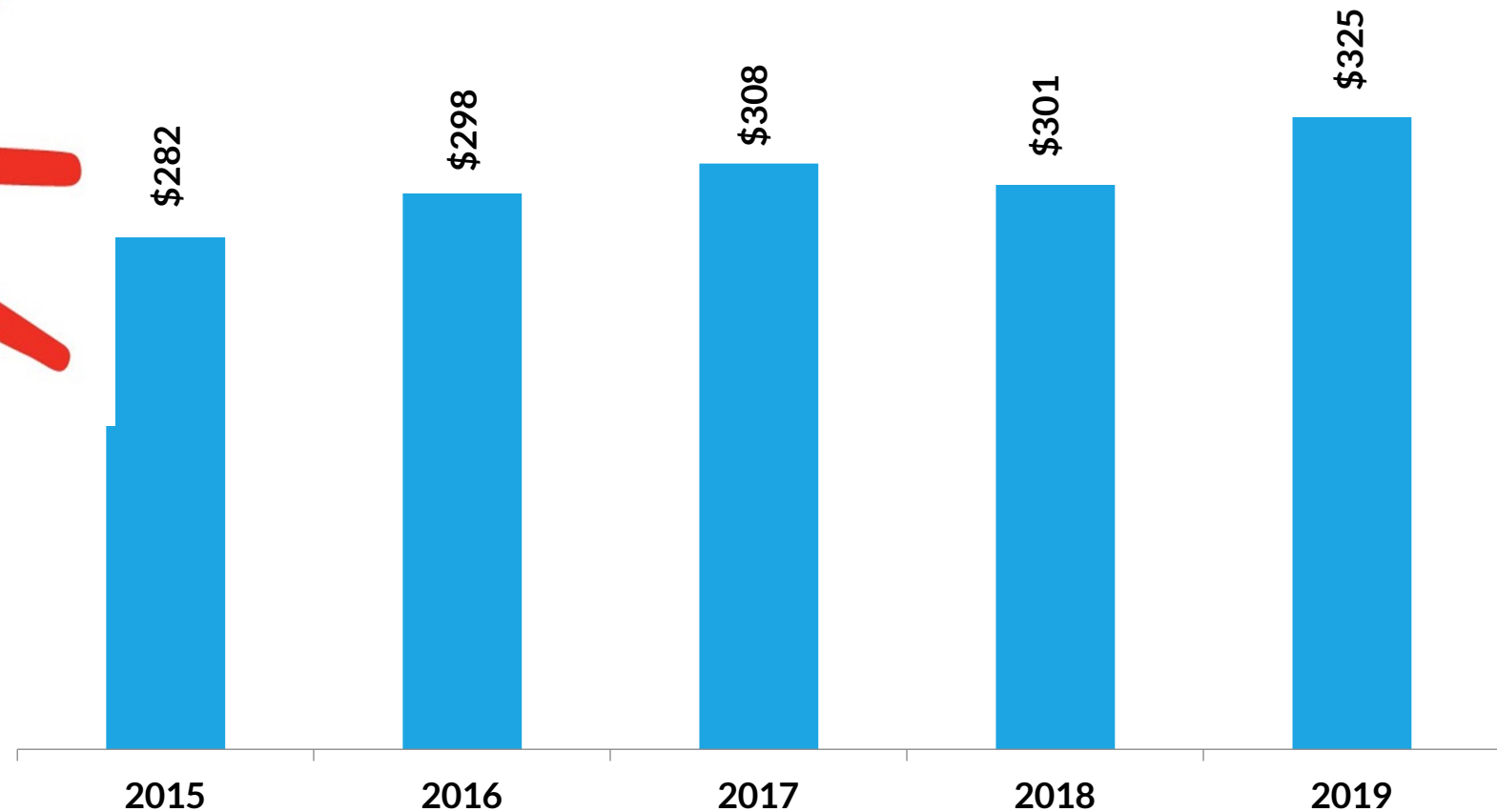
The five year high was in 2017.



DOLLARS

## Annual Dollar Comparison Whole Mango

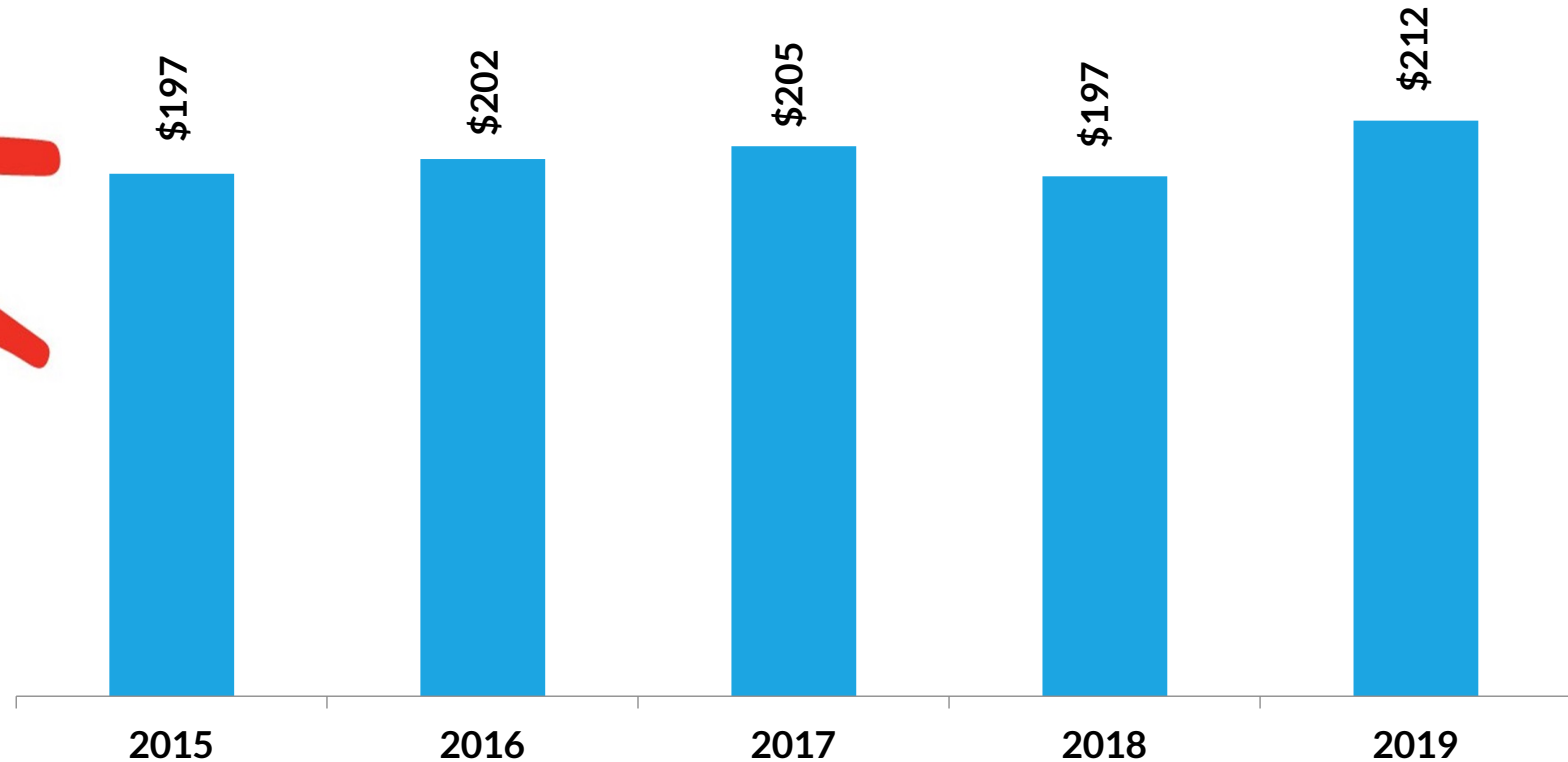
Mango dollars were  
at a five year high,  
\$325MM



DOLLARS

## Annual Dollar Velocity Comparison Whole Mango

Mango dollar  
velocity was at a  
five year high,  
\$212





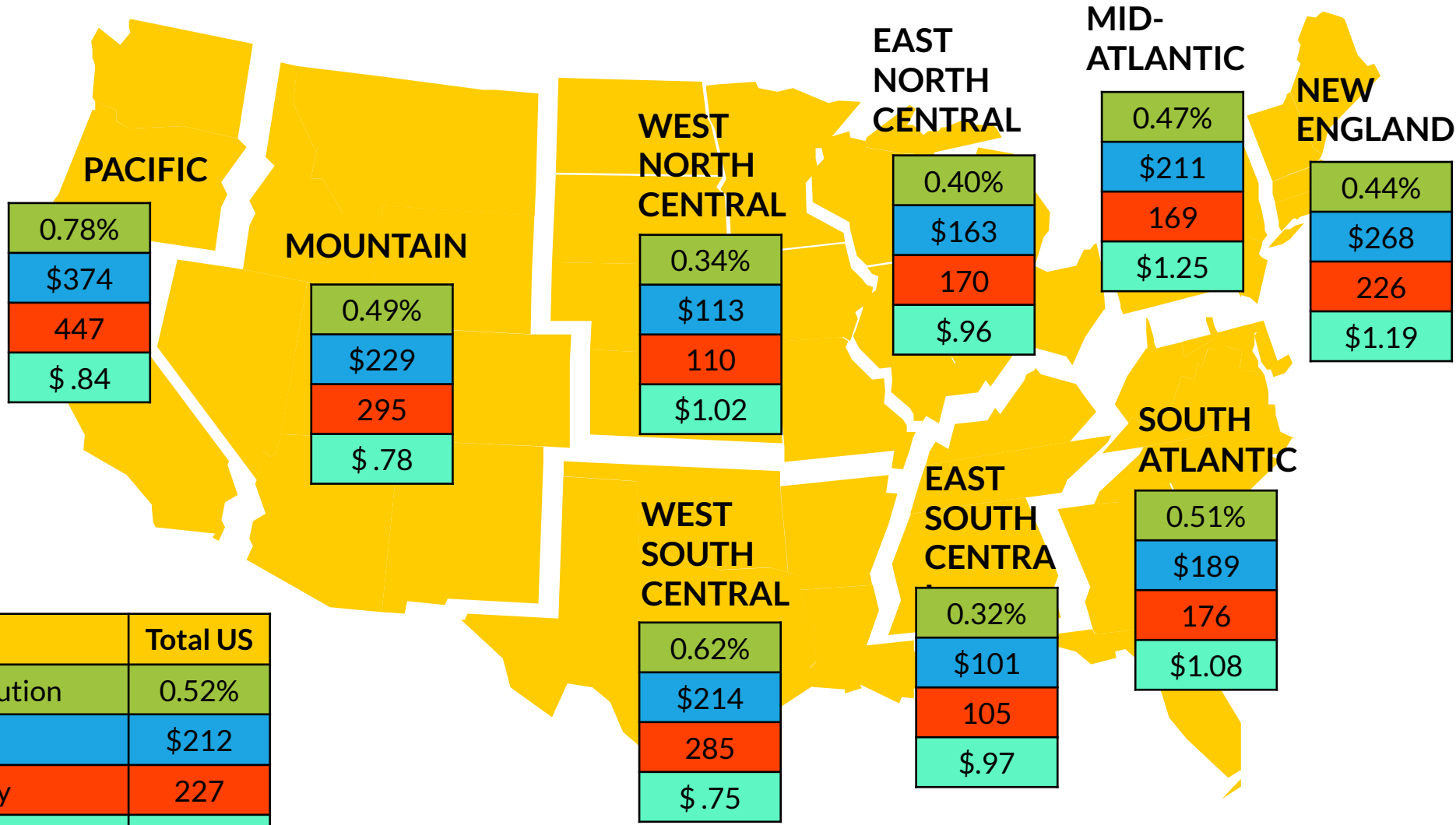
MANGOS

ARE MOVIN'

ON



# 2019 Performance By Region



Legend	Total US
Dollars Contribution	0.52%
Dollar Velocity	\$212
Volume Velocity	227
Average Retail Price	\$.94

## *HOW DID WE DO THIS?*



Consistent merchandising and placement messaging

Supply chain management training

Diminish the perception that mangos are seasonal

Twelve month strategy/execution plan

2020

## 2020 Whole Mangos

### January Results

Total Volume and Volume Velocity up 15%

Avg Unit Price \$.98 down 8%

Total Dollars and Dollar Velocity up 6%

Contribution to Produce Dept .4%

### February Results

Total Volume and Volume Velocity up 40%

Avg Unit Price \$1.02 down 18%

Total Dollars and Dollar Velocity up 16%

Contribution to Produce Dept .5%↑



*Fruit Category Performance*



## WHOLE FRUIT RANKINGS BY VOLUME VELOCITY

**Mangos remain at the 13th position**

Fruit category notably decreased in volume velocity **-1.4%**

Mangos increased +1.9% 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
<b>FRUIT</b>		<b>9,052</b>	<b>-1.4%</b>	<b>49.8%</b>	<b>-0.5%</b>
BANANAS	1	3,289	-0.6%	15.4%	-0.3%
AVOCADOS	2	1,056	-0.8%	4.8%	-0.1%
APPLES	3	954	-2.9%	4.5%	-0.2%
GRAPES	4	856	0.0%	4.0%	-0.1%
LIMES	5	784	8.9%	3.4%	0.3%
STRAWBERRIES	6	499	-6.3%	2.3%	-0.2%
LEMONS	7	463	1.0%	2.1%	0.0%
ORANGES	8	396	-0.1%	1.9%	0.0%
WATERMELONS	9	327	2.7%	1.3%	0.0%
BLUEBERRIES	10	313	9.7%	1.4%	0.1%
CHERRIES	11	295	-3.8%	0.6%	-0.1%
PEACHES	12	246	-2.7%	0.8%	-0.1%
<b>MANGOS</b>	<b>13</b>	<b>227</b>	<b>1.9%</b>	<b>1.0%</b>	<b>0.0%</b>
MANDARINS	14	191	-1.9%	1.0%	0.0%
RASPBERRIES	15	182	12.6%	0.7%	0.1%
PEARS	16	161	1.8%	0.7%	0.0%
CANTALOUPE	17	133	-12.5%	0.6%	-0.1%
BLACKBERRIES	18	128	4.3%	0.5%	0.0%
PAPAYAS	19	120	14.2%	0.3%	0.0%
NECTARINES	20	119	-3.5%	0.4%	0.0%
PINEAPPLES	21	104	-2.2%	0.5%	0.0%
KIWI	22	88	-1.3%	0.4%	0.0%
PLUMS	23	75	-1.4%	0.2%	0.0%
GRAPEFRUITS	24	70	-5.2%	0.3%	0.0%
POMEGRANATE	25	53	10.6%	0.1%	0.0%

## WHOLE FRUIT RANKINGS BY DOLLAR VELOCITY

***Mangos remain at the 20th position***

Fruit category decreased in dollar velocity **-2.3%** and contribution to the produce department declined **-1%**.

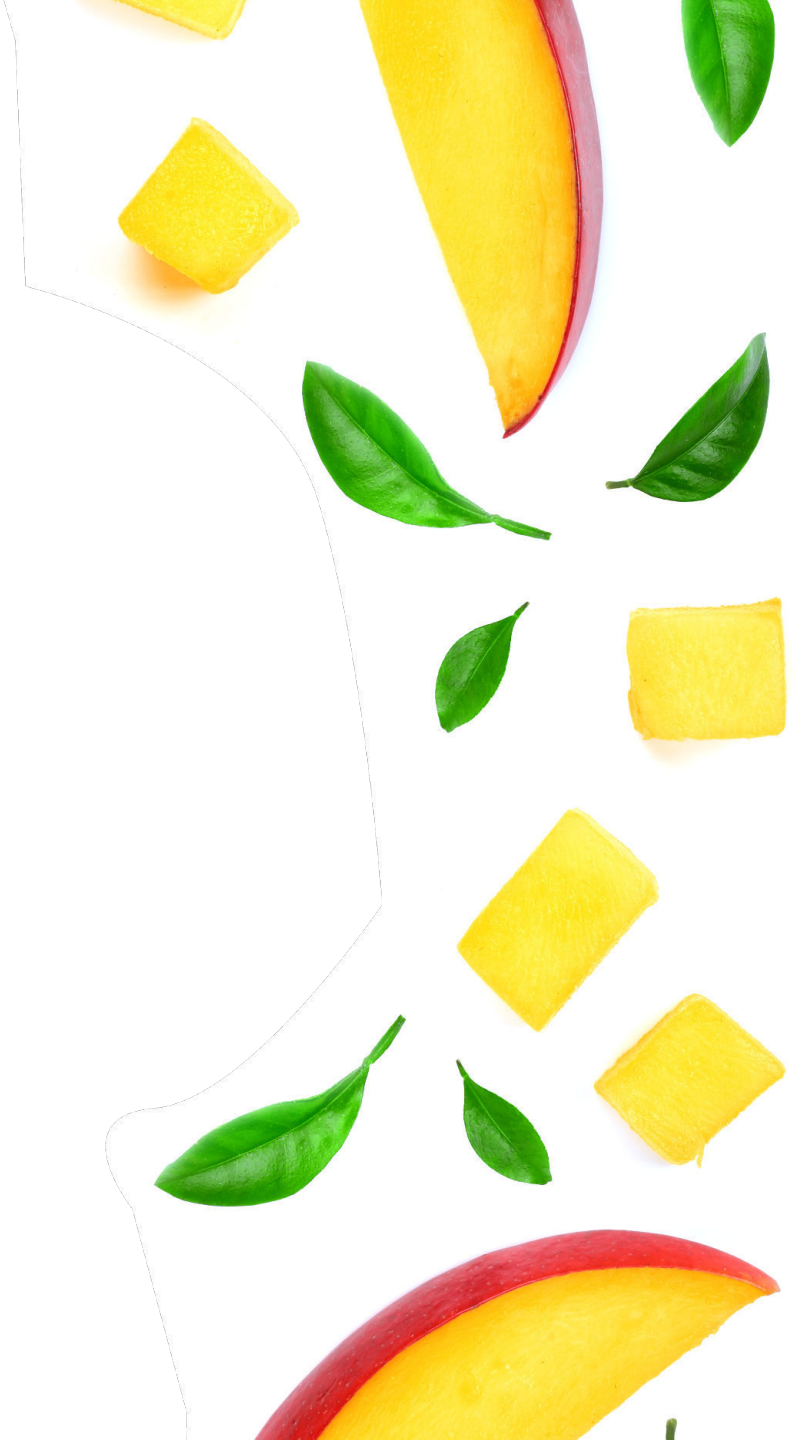
Mangos increased dollar velocity by **7.9%** and sustained their contribution to the produce department at **.5%**.

## Whole Fruit Dollar Velocity YOY Change & Contribution

	RANK	DOLLARS/ STORE/ WEEK	% CHANGE YOY	DOLLAR CONTRIBUTION	% CHANGE YOY
<b>FRUIT</b>		<b>\$ 13,790</b>	<b>-2.3%</b>	<b>44.2%</b>	<b>-1.0%</b>
APPLES	1	\$ 2,084	-0.9%	5.8%	-0.1%
GRAPES	2	\$ 1,949	-3.5%	5.3%	-0.3%
BANANAS	3	\$ 1,851	-1.1%	5.0%	-0.1%
STRAWBERRIES	4	\$ 1,587	-2.1%	4.3%	-0.1%
AVOCADOS	5	\$ 1,449	6.7%	3.8%	0.2%
BLUEBERRIES	6	\$ 1,098	5.7%	2.9%	0.1%
CHERRIES	7	\$ 951	-5.7%	1.2%	-0.1%
MANDARINS	8	\$ 856	-8.6%	2.5%	-0.2%
WATERMELONS	9	\$ 693	2.2%	1.6%	0.0%
RASPBERRIES	10	\$ 621	7.1%	1.5%	0.1%
ORANGES	11	\$ 596	-7.3%	1.6%	-0.2%
PEACHES	12	\$ 442	-4.1%	0.9%	-0.1%
LEMONS	13	\$ 421	-6.1%	1.1%	-0.1%
BLACKBERRIES	14	\$ 372	5.5%	0.9%	0.0%
LIMES	15	\$ 358	1.2%	0.9%	0.0%
PEARS	16	\$ 269	-1.2%	0.7%	0.0%
NECTARINES	17	\$ 243	-6.9%	0.4%	-0.1%
CANTALOUPE	18	\$ 224	-8.9%	0.6%	-0.1%
PINEAPPLES	19	\$ 216	0.3%	0.6%	0.0%
<b>MANGOS</b>	<b>20</b>	<b>\$ 212</b>	<b>7.9%</b>	<b>0.5%</b>	<b>0.0%</b>
PLUMS	21	\$ 164	-0.3%	0.3%	0.0%
DIPPED FRUIT	22	\$ 145	4.8%	0.1%	0.0%
PAPAYAS	23	\$ 136	3.8%	0.2%	0.0%
GRAPEFRUITS	24	\$ 121	-7.2%	0.3%	0.0%
POMEGRANATE	25	\$ 114	10.5%	0.1%	0.0%



*Fresh Cut Performance*





## FRESH CUT RANKINGS BY DOLLAR VELOCITY

Fresh cut fruit dollar velocity was up 2.5% versus prior year.

Fresh cut mango dollar velocity was up **12.7% YOY** – far exceeding the category.

By dollar velocity, fresh cut mango was in both the 12<sup>TH</sup> (Mango Mix) the 14<sup>TH</sup> (Mango only) positions.

## Fresh Cut Fruit Dollar Velocity and Contribution

	RANK	DOLLARS/ STORE/WEEK	% CHANGE YOY	DOLLAR CONTRIBUTION TO TOTAL FRUIT CUT	% CHANGE YOY
<b>Fresh Cut Fruit</b>		<b>\$1,515</b>	<b>2.5%</b>	<b>100%</b>	
Watermelon	1	\$ 496	10.2%	24.2%	1.5%
Mixed Fruit	2	\$ 300	-2.0%	21.4%	-0.7%
Pineapple	3	\$ 283	2.5%	15.3%	0.2%
Other Cut Fruit	4	\$ 211	-4.9%	2.3%	-0.2%
Fruit Cocktail	5	\$ 190	32.6%	0.1%	0.0%
Specialty Melons	6	\$ 169	-4.7%	2.6%	-0.1%
Cantaloupe	7	\$ 158	-1.4%	7.0%	-0.3%
Remaining Berries	8	\$ 140	50.0%	0.2%	0.0%
Fruit Salad	9	\$ 131	-8.5%	4.6%	-0.2%
Apples	10	\$ 129	0.8%	5.5%	-0.1%
Mixed Berries	11	\$ 104	-6.5%	2.9%	-0.3%
<b>Mango Mix</b>	<b>12</b>	<b>\$ 95</b>	<b>0.4%</b>	<b>1.4%</b>	<b>0.1%</b>
Strawberries	13	\$ 89	6.1%	1.6%	0.0%
<b>Mango Only</b>	<b>14</b>	<b>\$ 83</b>	<b>12.7%</b>	<b>3.1%</b>	<b>0.2%</b>
Tropical Fruit Mix	15	\$ 67	-14.6%	0.9%	0.0%

## Fresh Cut Fruit Total Dollars and Contribution

### FRESH CUT RANKINGS BY TOTAL DOLLARS

**Mangos are NOW #7**

Fresh cut fruit sales were flat versus prior year.

Fresh cut mango sales were up 10.5% YOY at \$79.6MM.

Fresh cut mango ranked #7 in total sales for the fresh cut fruit category, up one spot from 2018.

Mango Mix was also up one stop to #13.

	RANK	DOLLARS	% CHANGE VS YAGO	DOLLAR CONTRIBUTION TO TOTAL FRUIT CUT	% CHANGE VS YAGO
<b>Fresh Cut Fruit</b>		<b>\$2,559,405,201</b>	<b>0.0%</b>	<b>100.0%</b>	
Watermelon	1	\$ 618,188,765	9.1%	24.2%	1.5%
Mixed Fruit	2	\$ 547,532,141	-0.6%	21.4%	-0.7%
Pineapple	3	\$ 391,703,554	4.0%	15.3%	0.2%
Cantaloupe	4	\$ 180,213,860	-2.1%	7.0%	-0.3%
Apples	5	\$ 140,327,735	0.0%	5.5%	-0.1%
Fruit Salad	6	\$ 116,730,855	0.0%	4.6%	-0.2%
<b>Mango Only</b>	<b>7</b>	<b>\$ 79,629,279</b>	<b>10.5%</b>	<b>3.1%</b>	<b>0.2%</b>
Mixed Berries	8	\$ 74,113,953	-7.8%	2.9%	-0.3%
Specialty Melons	9	\$ 67,463,692	-2.9%	2.6%	-0.1%
Grapefruit	10	\$ 63,609,286	9.3%	2.5%	0.2%
Other Cut Fruit	11	\$ 60,129,389	-4.5%	2.3%	-0.2%
Strawberries	12	\$ 40,003,947	1.5%	1.6%	0.0%
<b>Mango Mix</b>	<b>13</b>	<b>\$ 35,716,609</b>	<b>0.1%</b>	<b>1.4%</b>	<b>0.1%</b>
Honeydew	14	\$ 30,754,952	-10.8%	1.2%	-0.2%
Pomegranate	15	\$ 29,708,393	-5.8%	1.2%	-0.1%

## *HOW DID WE DO THIS?*



Educate retailers and processors on improving the quality of the product

Incorporate Fresh Cut throughout the perimeter of the store

Utilize voice of the Retail Dietitians to promote healthy alternatives

2020

# 2020 Fresh Cut Mangos

## January Results

Total Volume flat 2%  
Volume Velocity down 3%

Avg Unit Price \$4.65 up 2.5%

## February Results

Total Volume flat -.4%  
Volume Velocity down 6%

Avg Unit Price \$4.64 flat



Total Dollars flat +.4%  
Dollar Velocity down - 5.5%

Contribution to Produce Dept .1%

Total Dollars flat -.2%  
Dollar Velocity down - 5.5%

Contribution to Produce Dept .1%



MANGOS

ARE MOVIN'

ON





*Stores on Ad*



# EXECUTIVE SUMMARY

## OVERVIEW

**Total stores on ad for 2019 was 346,000**

**6% decrease of stores on ad YOY for 2019**

Average of 6,600 stores on ad per week  
Q4 2018/Q1 2019 = 135,000

### **Strategic Goals by 2020**

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



This report is intended to be directional. There is one omission to the data to note:  
No retail data was captured by USDA week ending March 10, 2018. Numbers for same week 2019 are NOT included for equity in comparison.





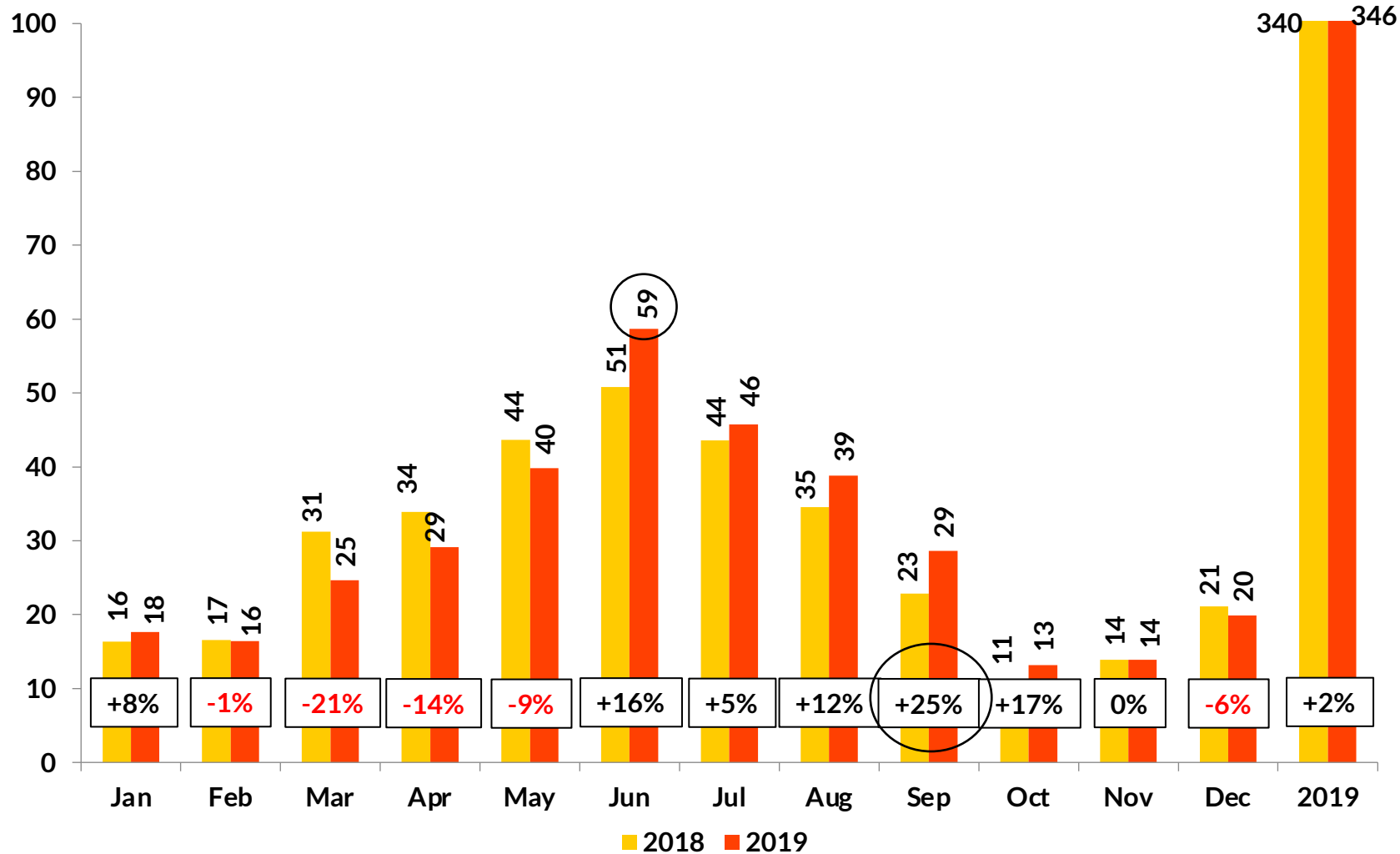
# Monthly Volume Millions Whole Mango

2019 total volume was up 2.% at 346.

There were five consecutive months (June-Oct) with YOY volume growth.

June had most total volume at 59MM.

The largest increase in total volume was in September, +25%.

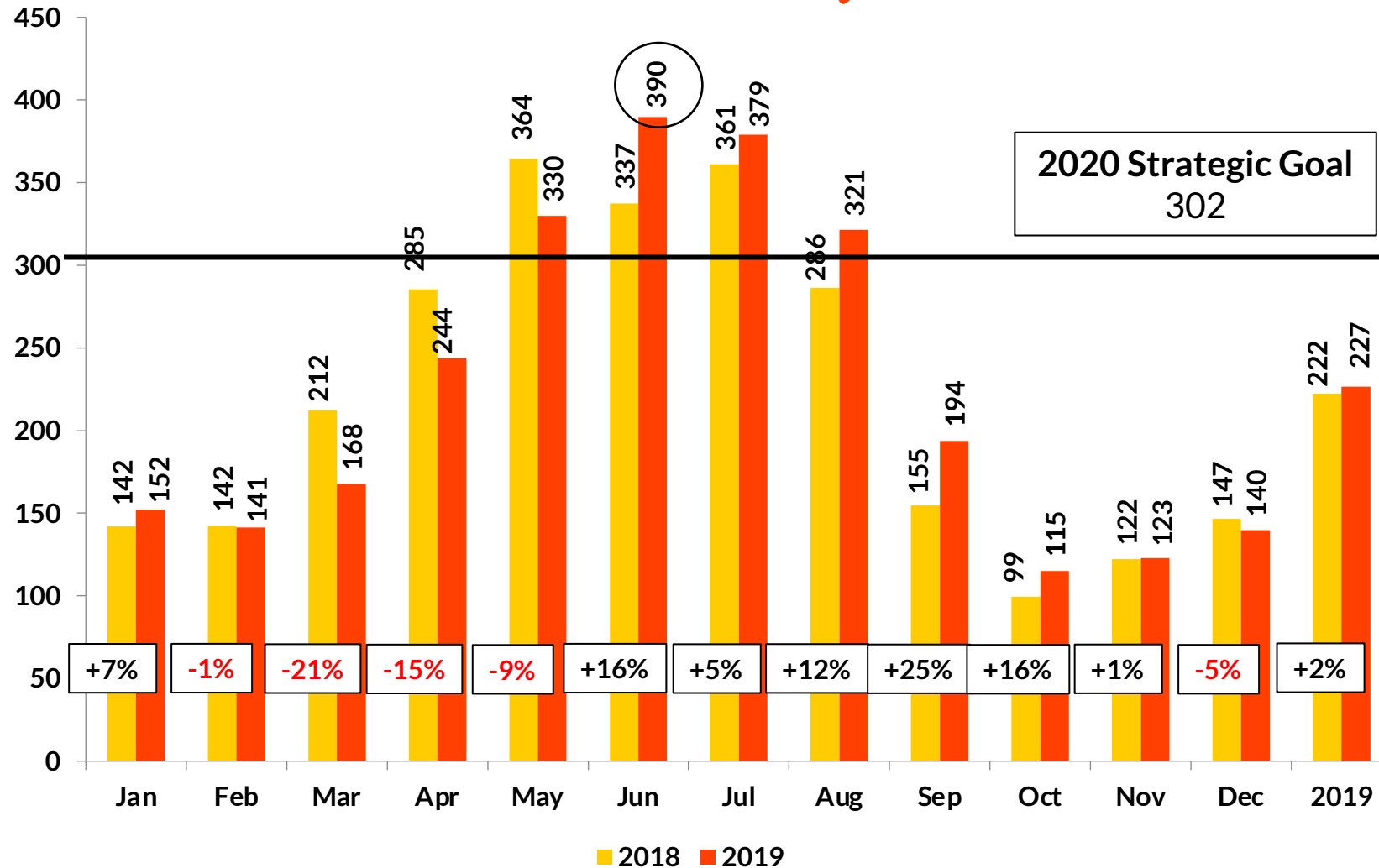


# Monthly Volume Velocity Whole Mango

Year end volume velocity was up +2% at 227MM.

June had the highest volume velocity with 390/store/week.

**2020 Strategic Goal**  
302 mangos/store/week



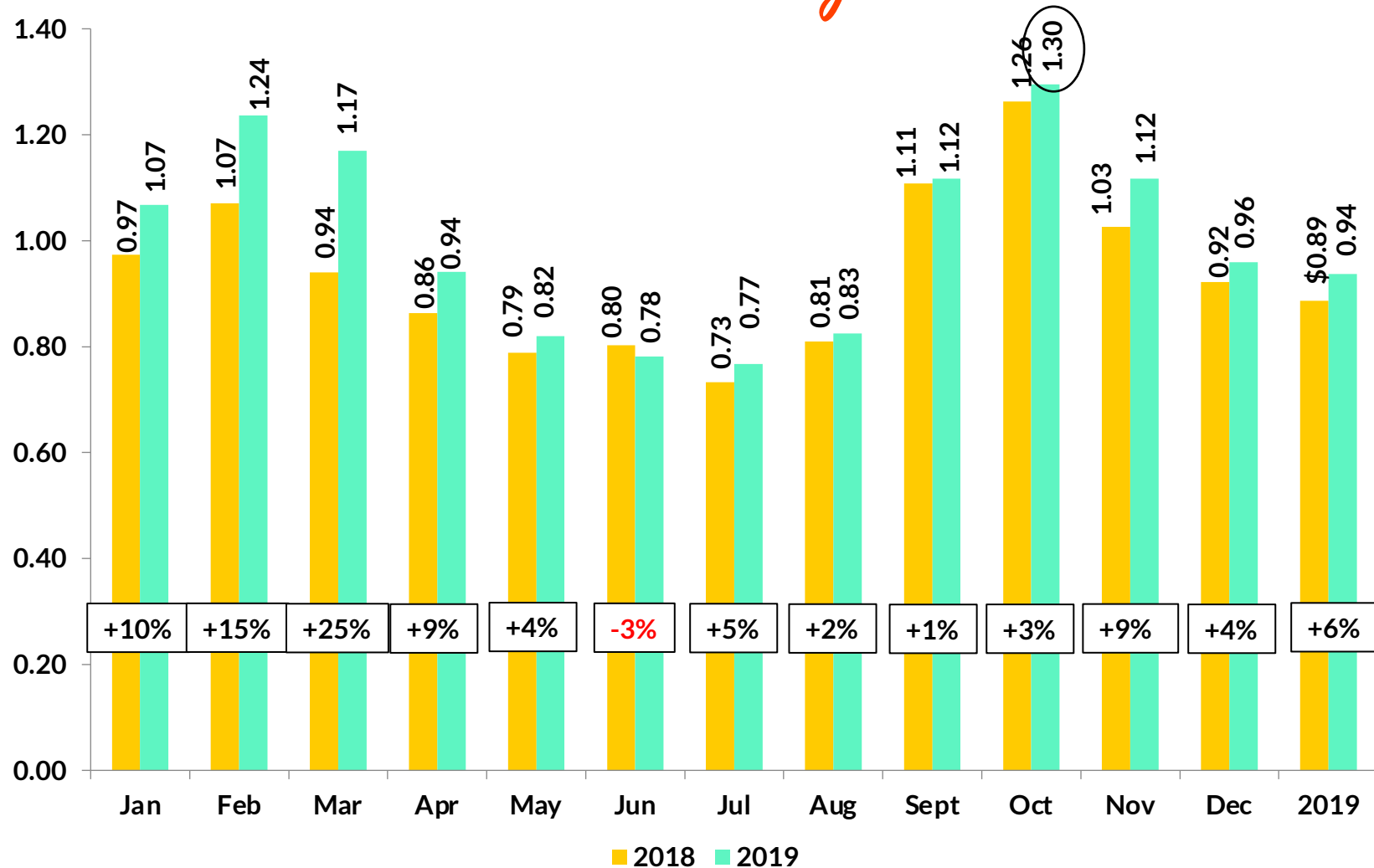
2019  
AVERAGE  
UNIT PRICE

Monthly Average Unit Price  
Whole Mango

The average unit price in 2019 was \$.94.

The lowest average unit price was in June and July at \$.78 and \$.77 respectively.

The highest average unit price was in October at \$1.30.



2019  
DOLLARS

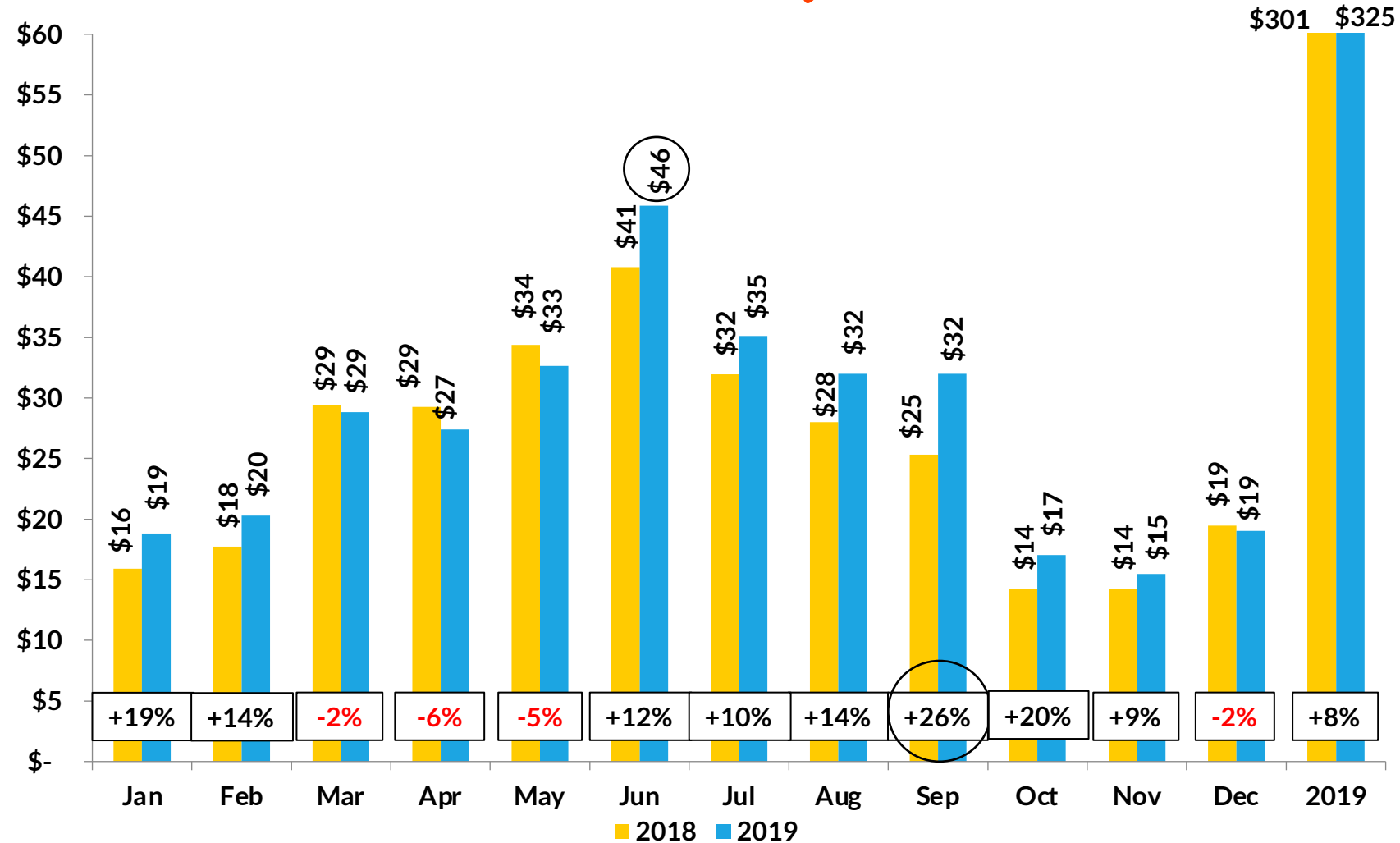
## Total Dollar Millions Whole Mango

Year end total dollars were up 8.% at \$325MM

There were five consecutive months of double digit growth (June-October).

September (+26%) had the largest increase in dollars.

June had most total dollars with \$46MM.



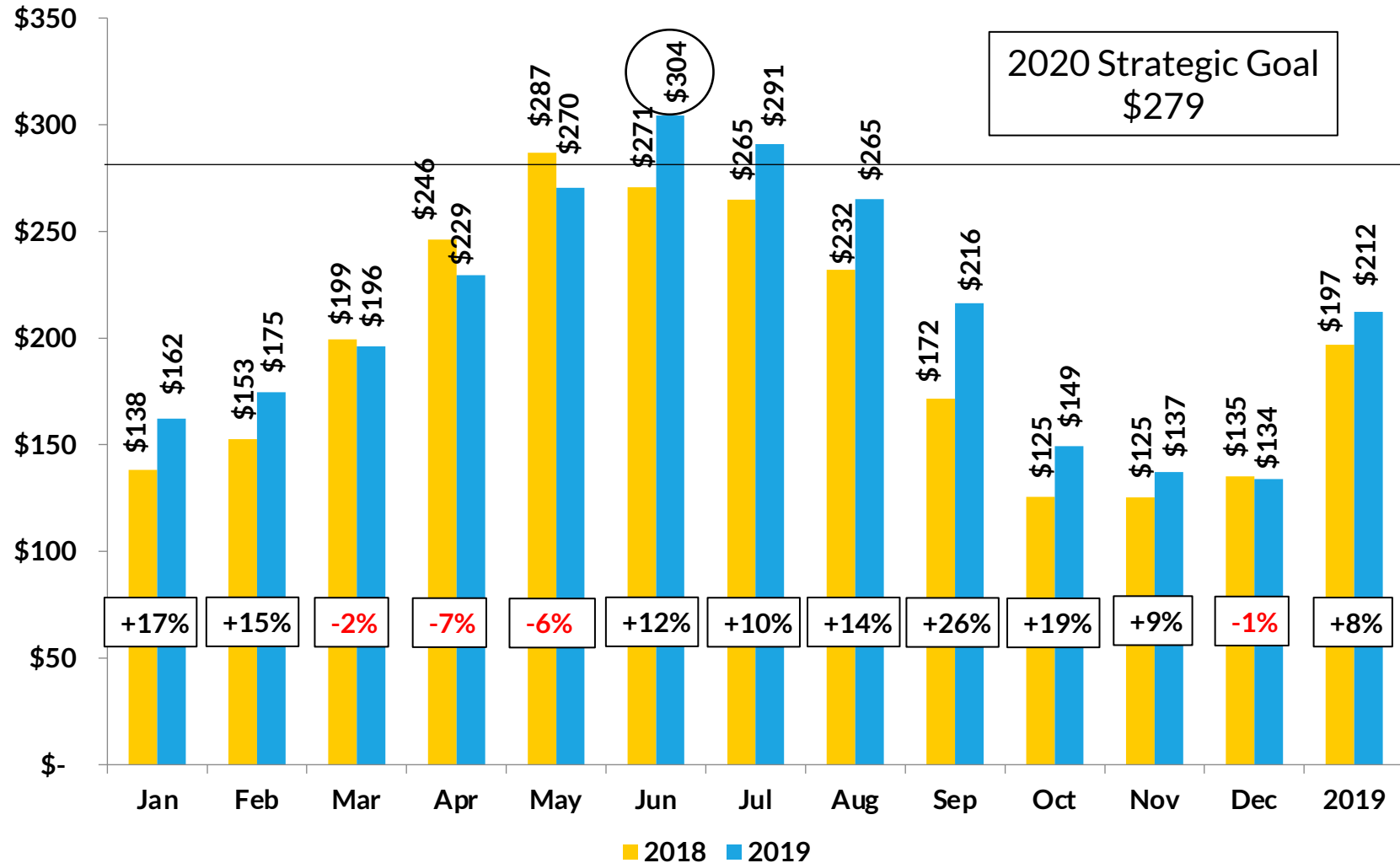
2019  
DOLLARS

# Monthly Dollar Velocity Whole Mango

2019 dollar velocity was up +8%  
at \$212.

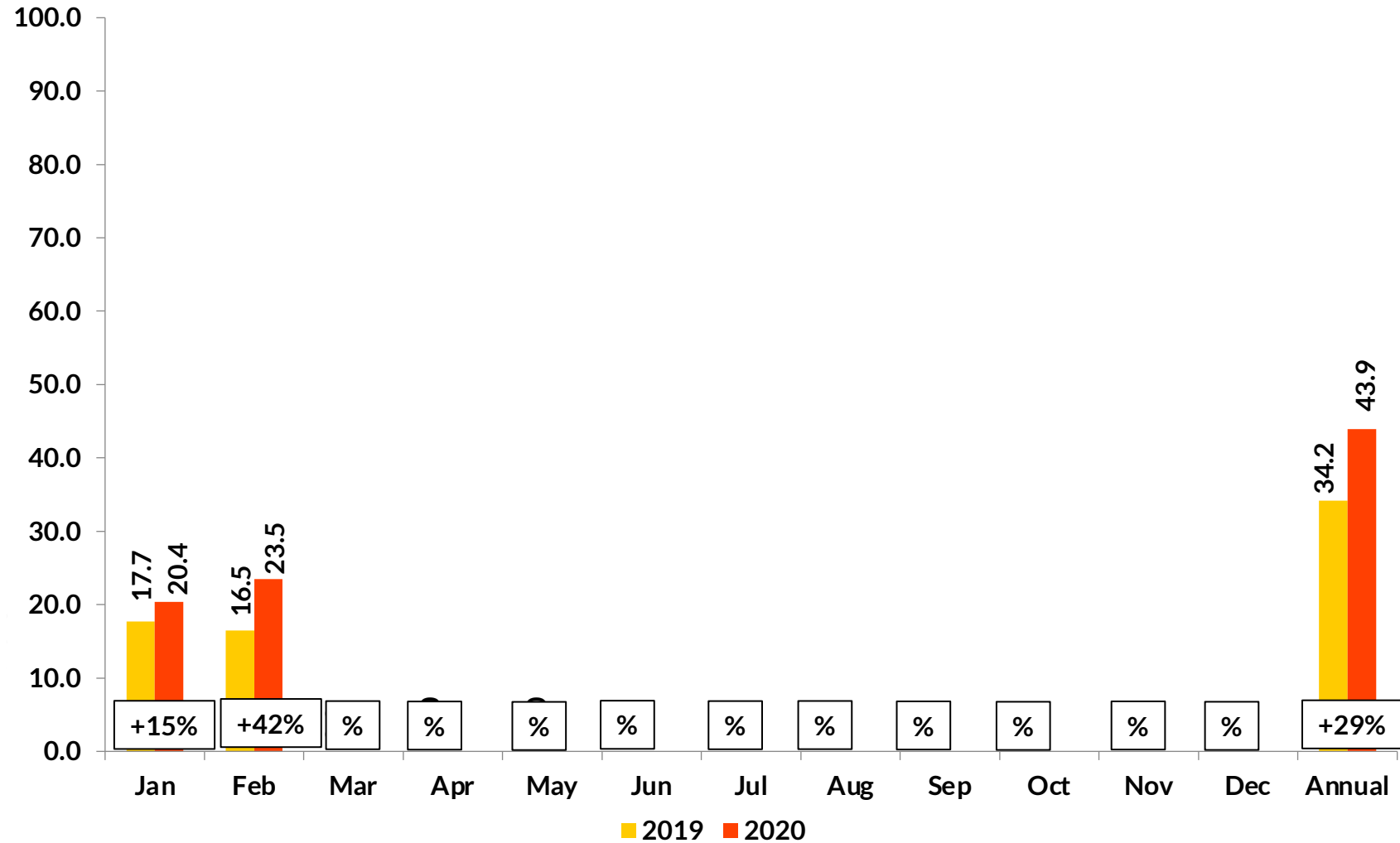
June had the highest dollar  
velocity with \$304/store/week.

2020 Strategic Goal  
\$279/store/week.



2020  
VOLUME

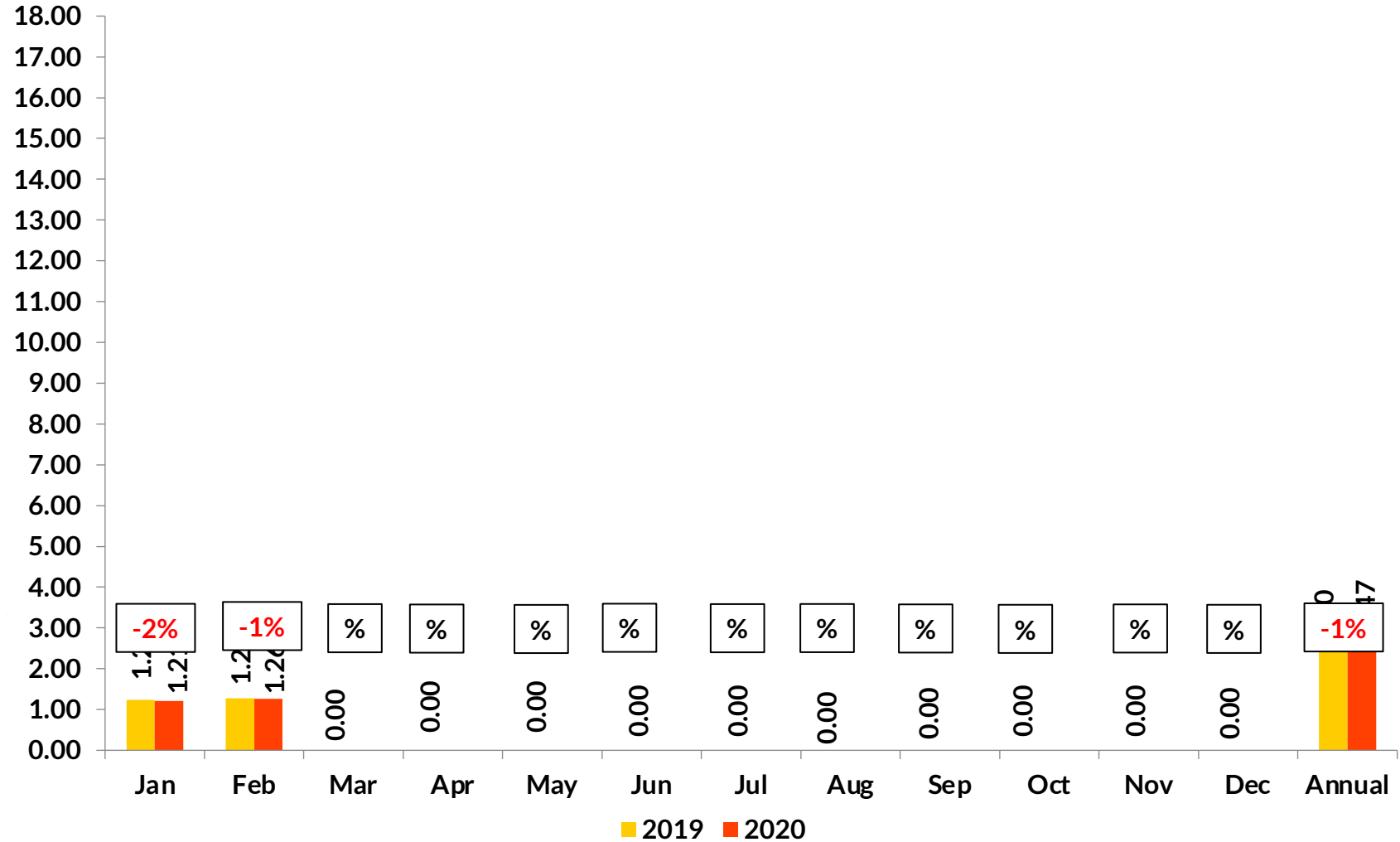
# U.S. Monthly Volume Millions Whole Mango



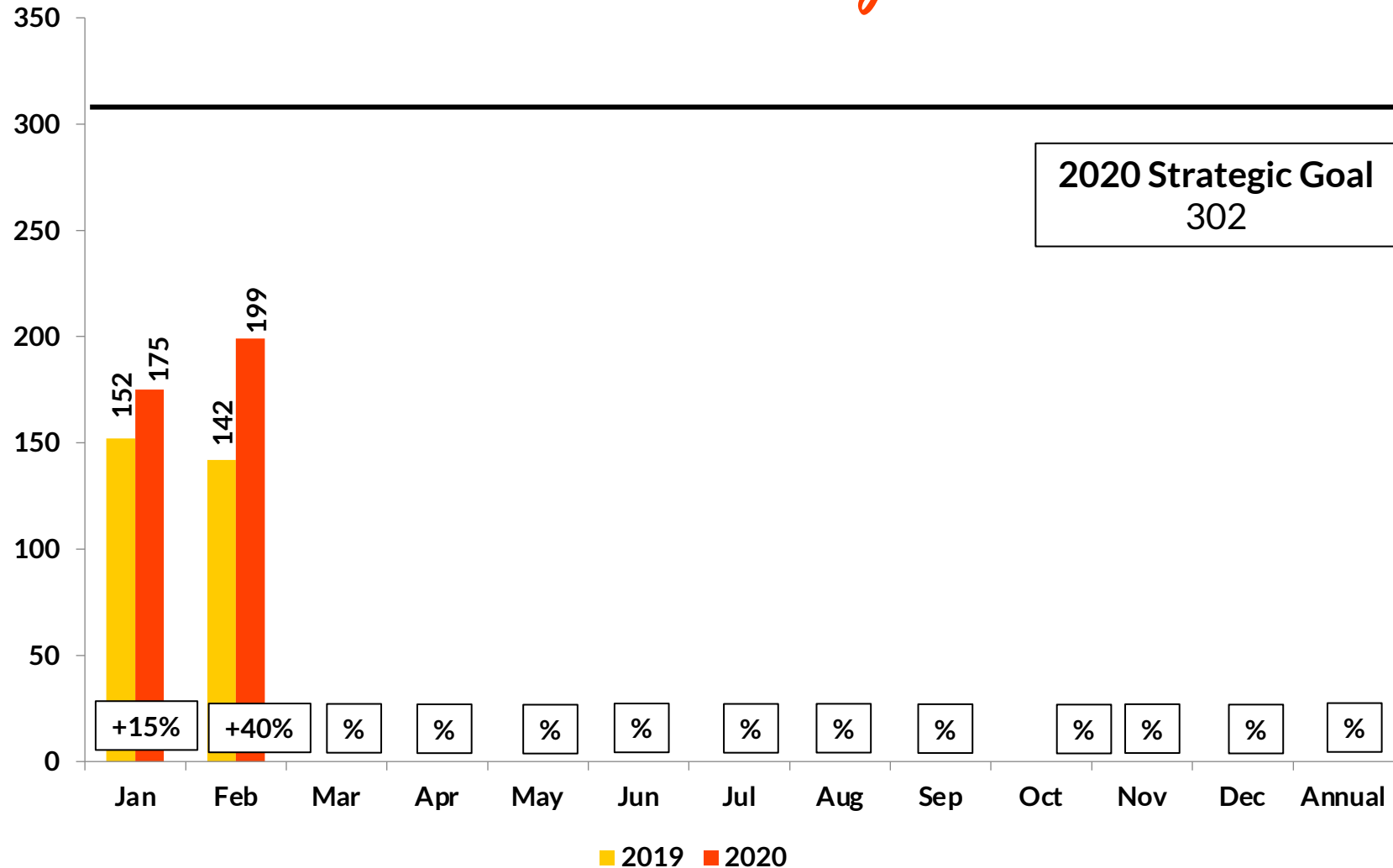
Sources: Nielsen Answers on Demand®

2020  
VOLUME

# U.S. Monthly Volume Millions Fresh Cut

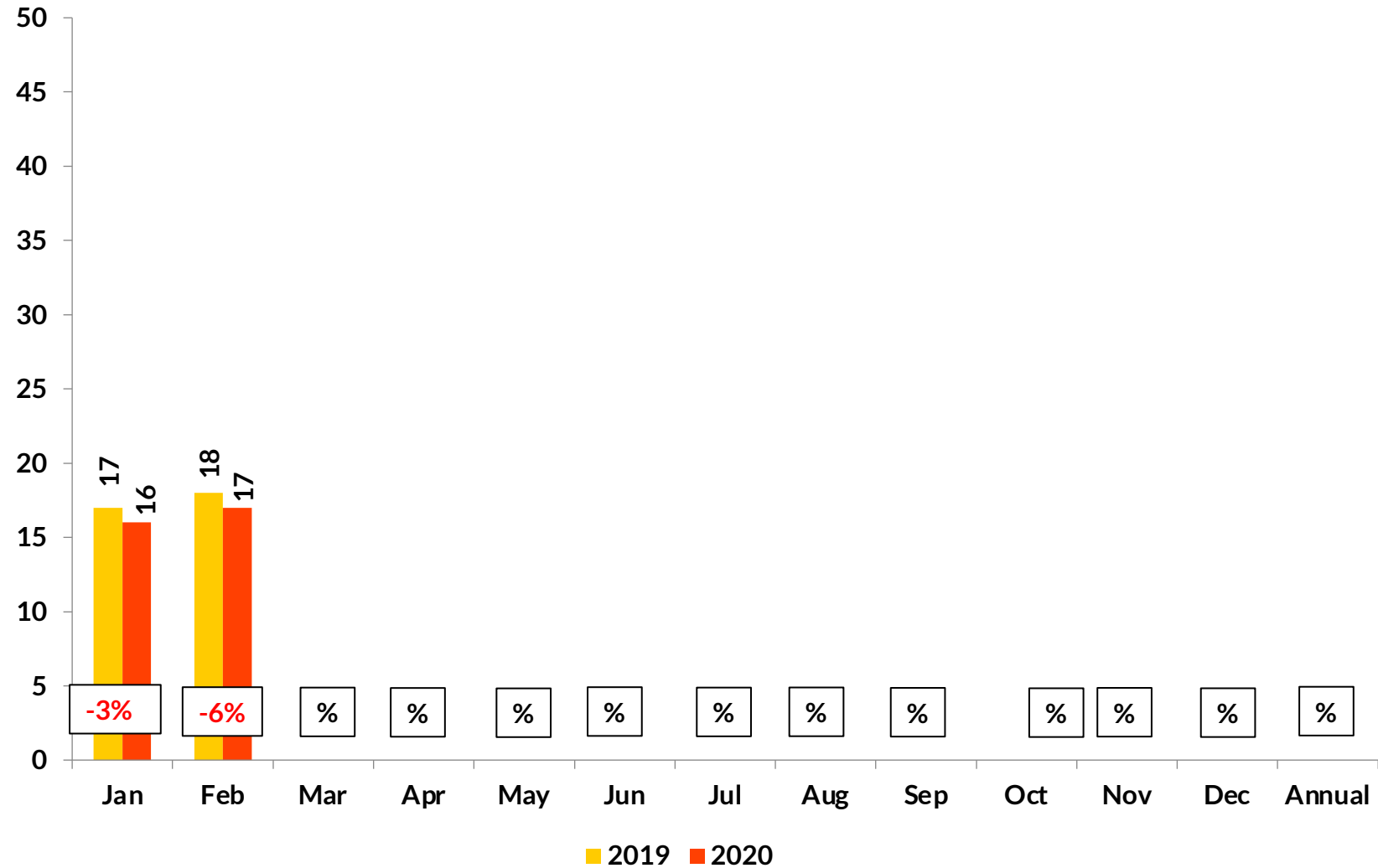


# U.S. Monthly Volume Velocity Whole Mango



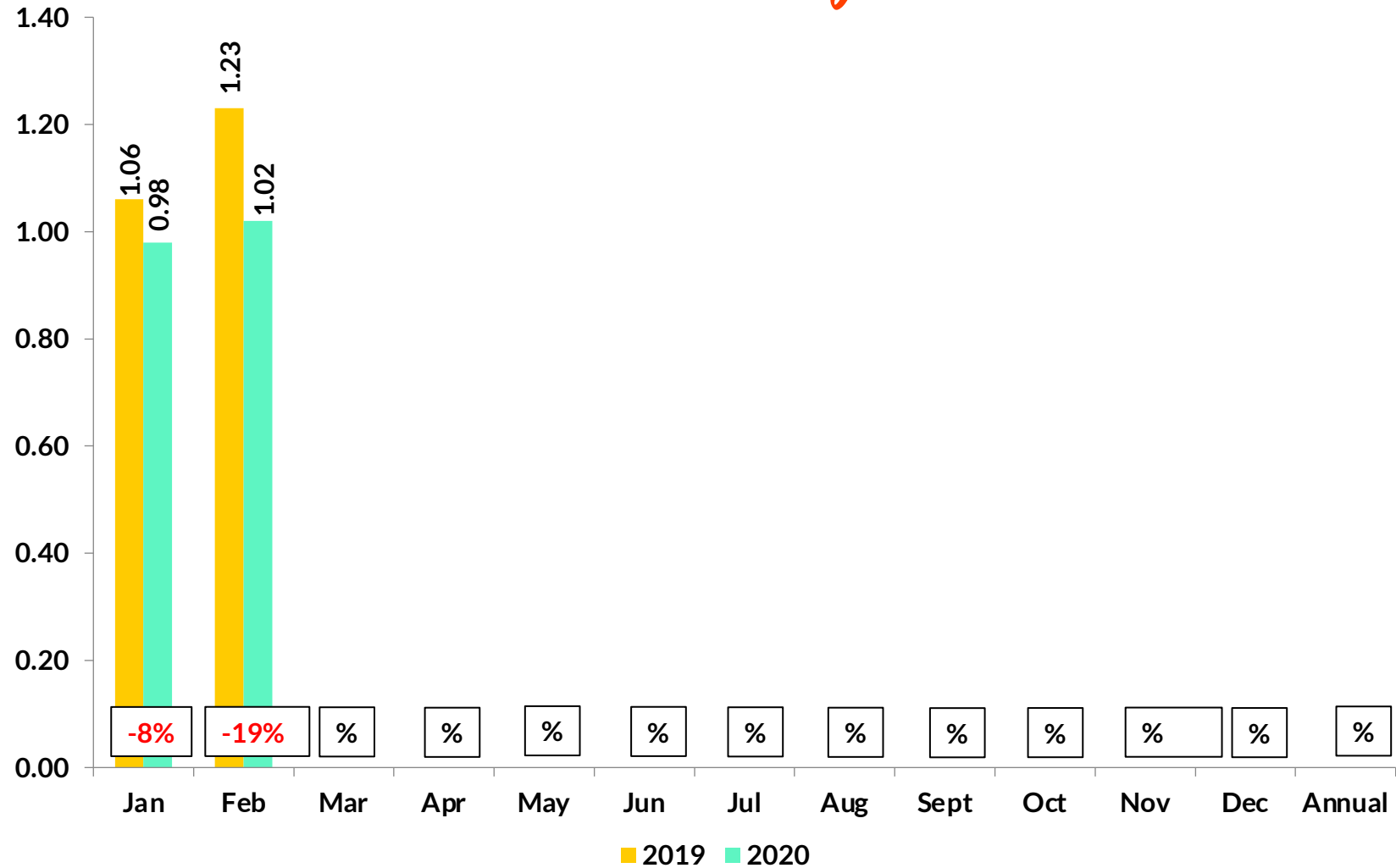


# U.S. Monthly Volume Velocity Fresh Cut



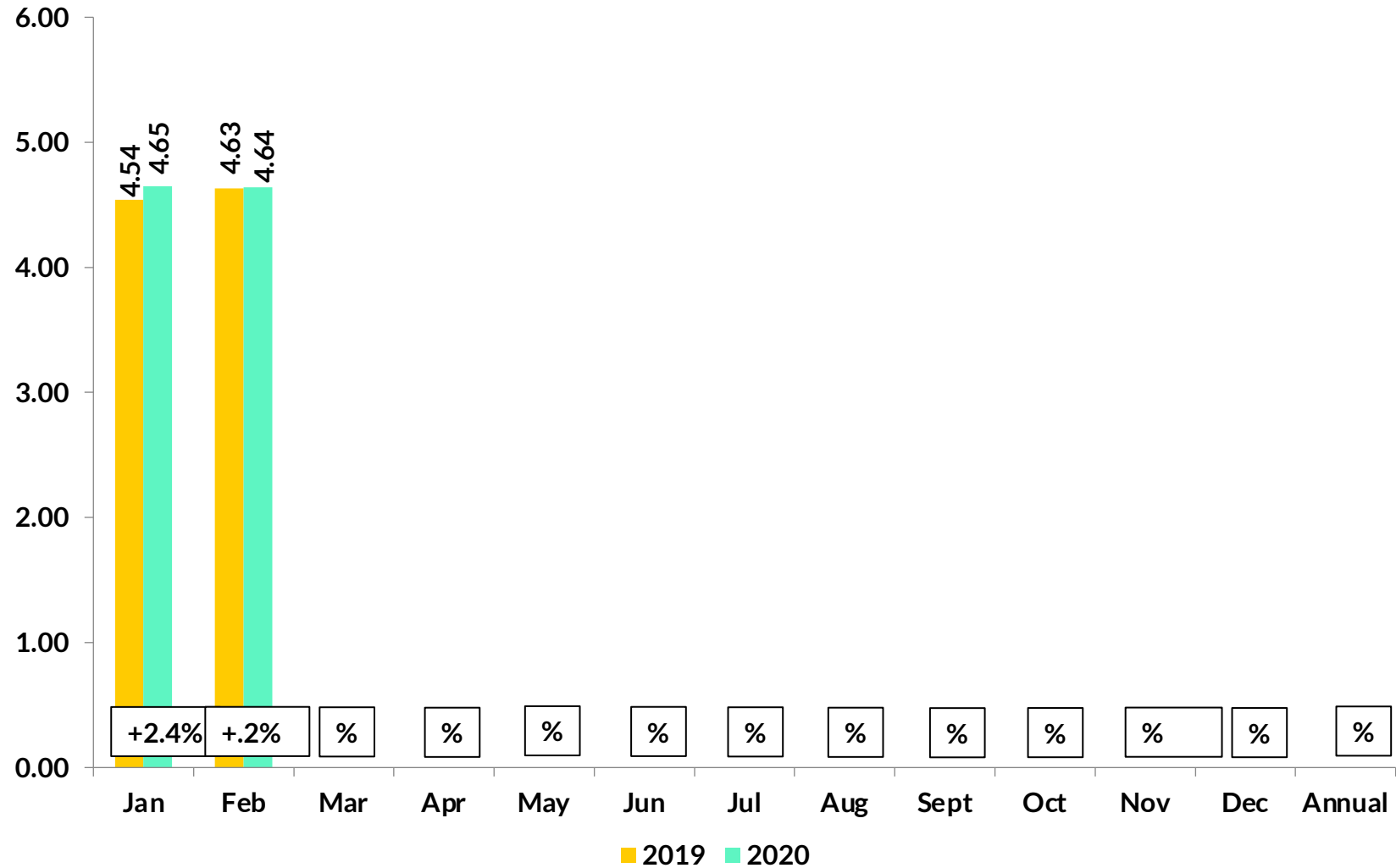
2020  
AVERAGE  
UNIT PRICE

# U.S. Monthly Average Unit Price Whole Mango



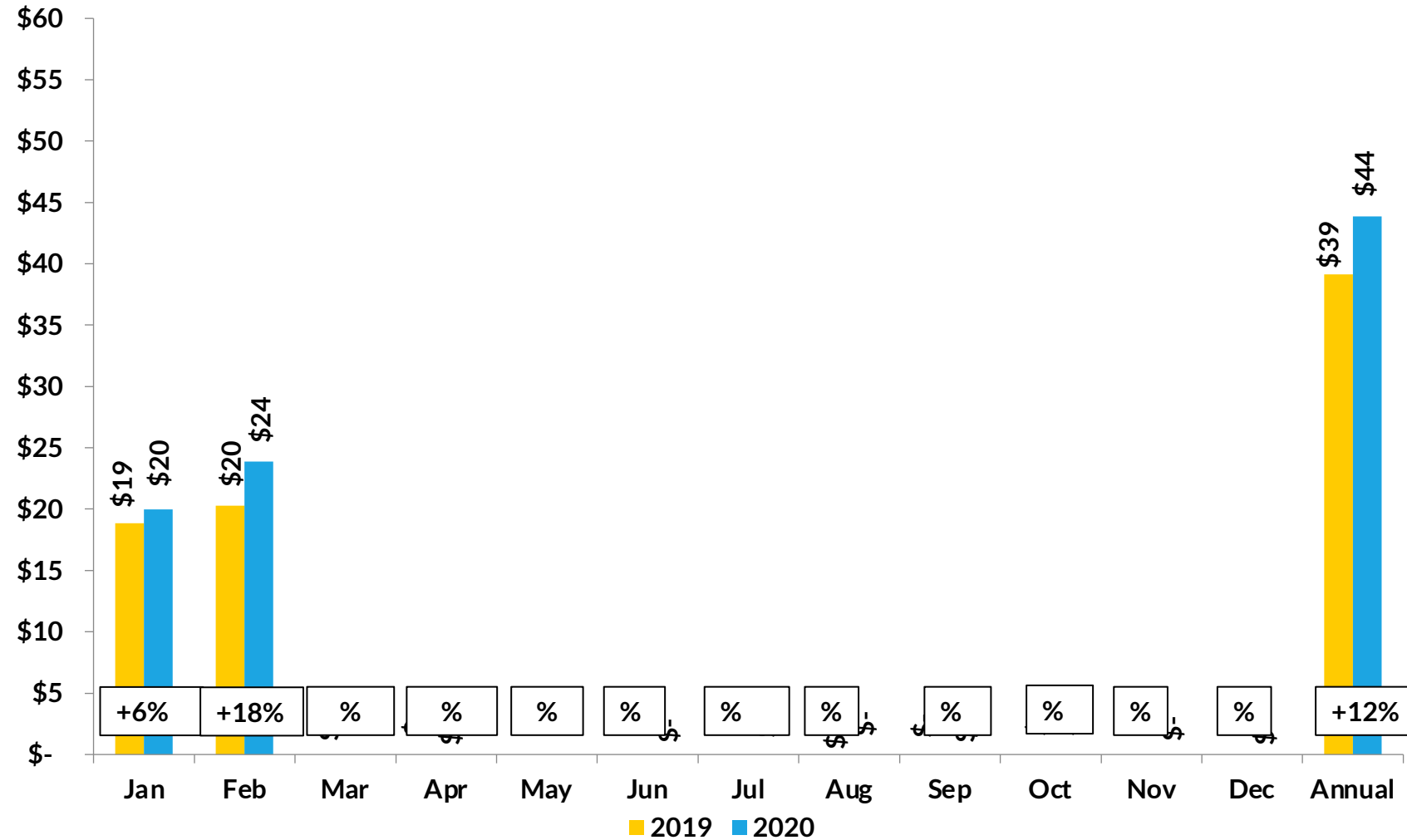
2020  
AVERAGE  
UNIT PRICE

# U.S. Monthly Average Unit Price Fresh Cut



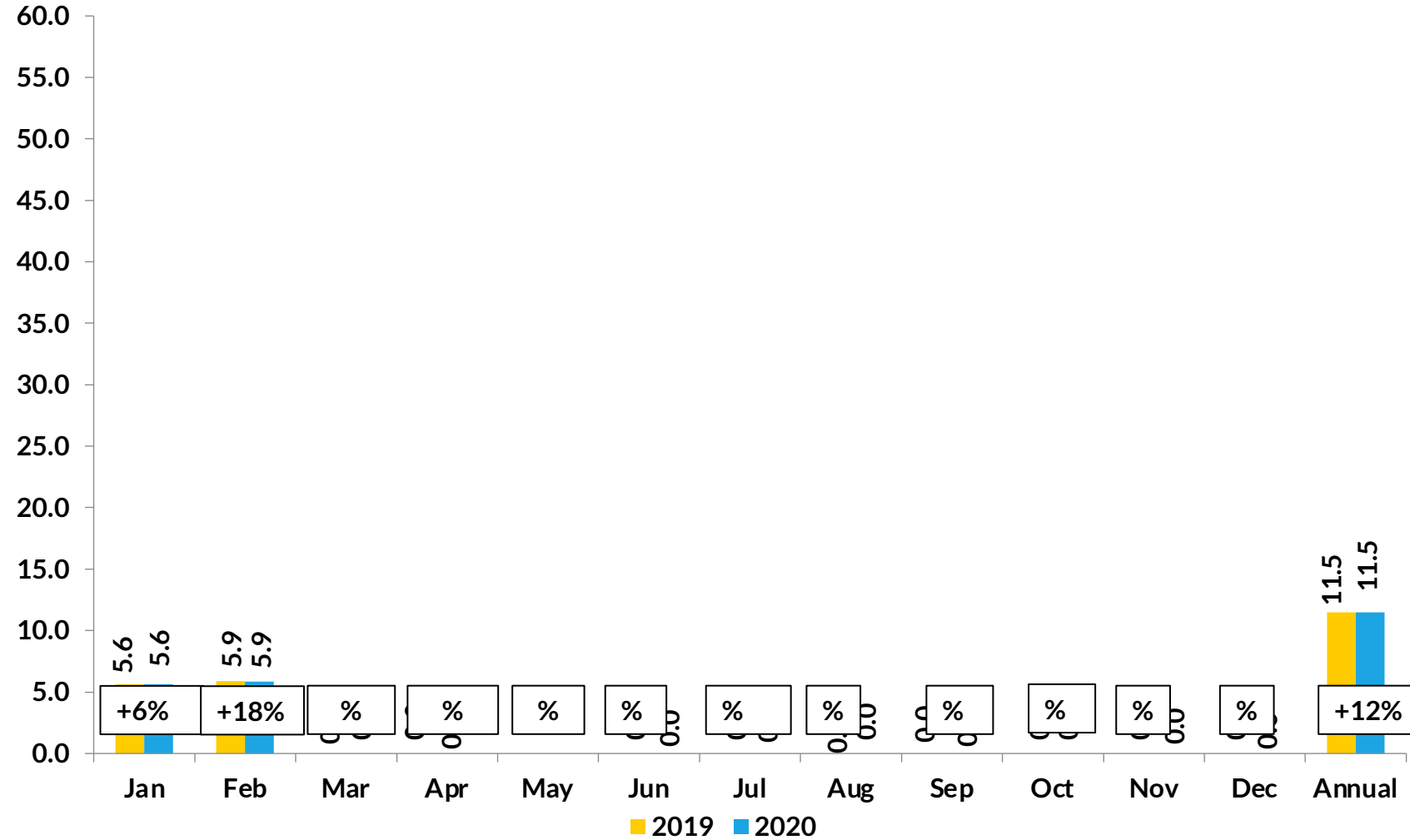
2020  
DOLLARS

# U.S. Total Dollar Millions Whole Mango



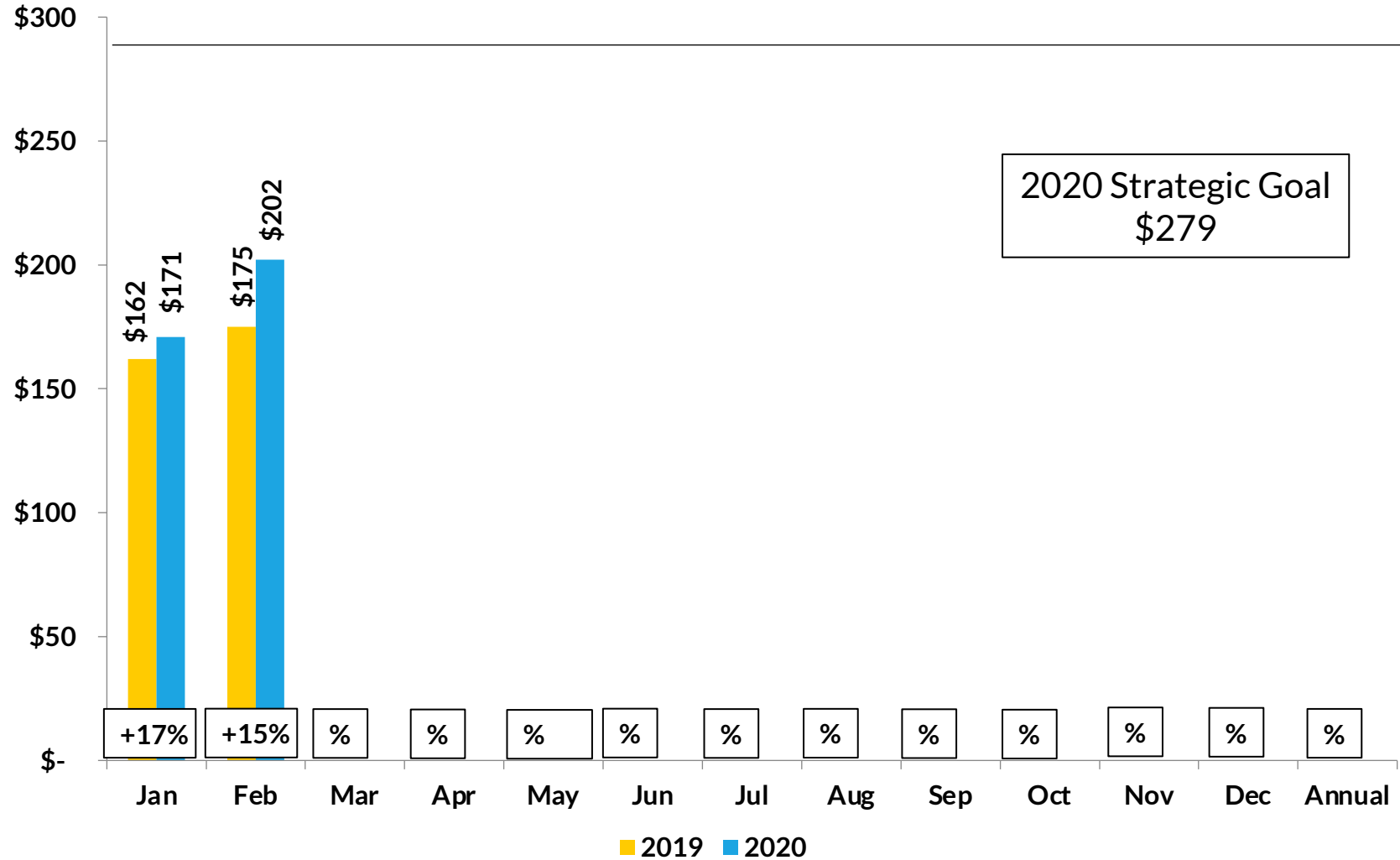
2020  
DOLLARS

# U.S. Total Dollar Millions Fresh Cut



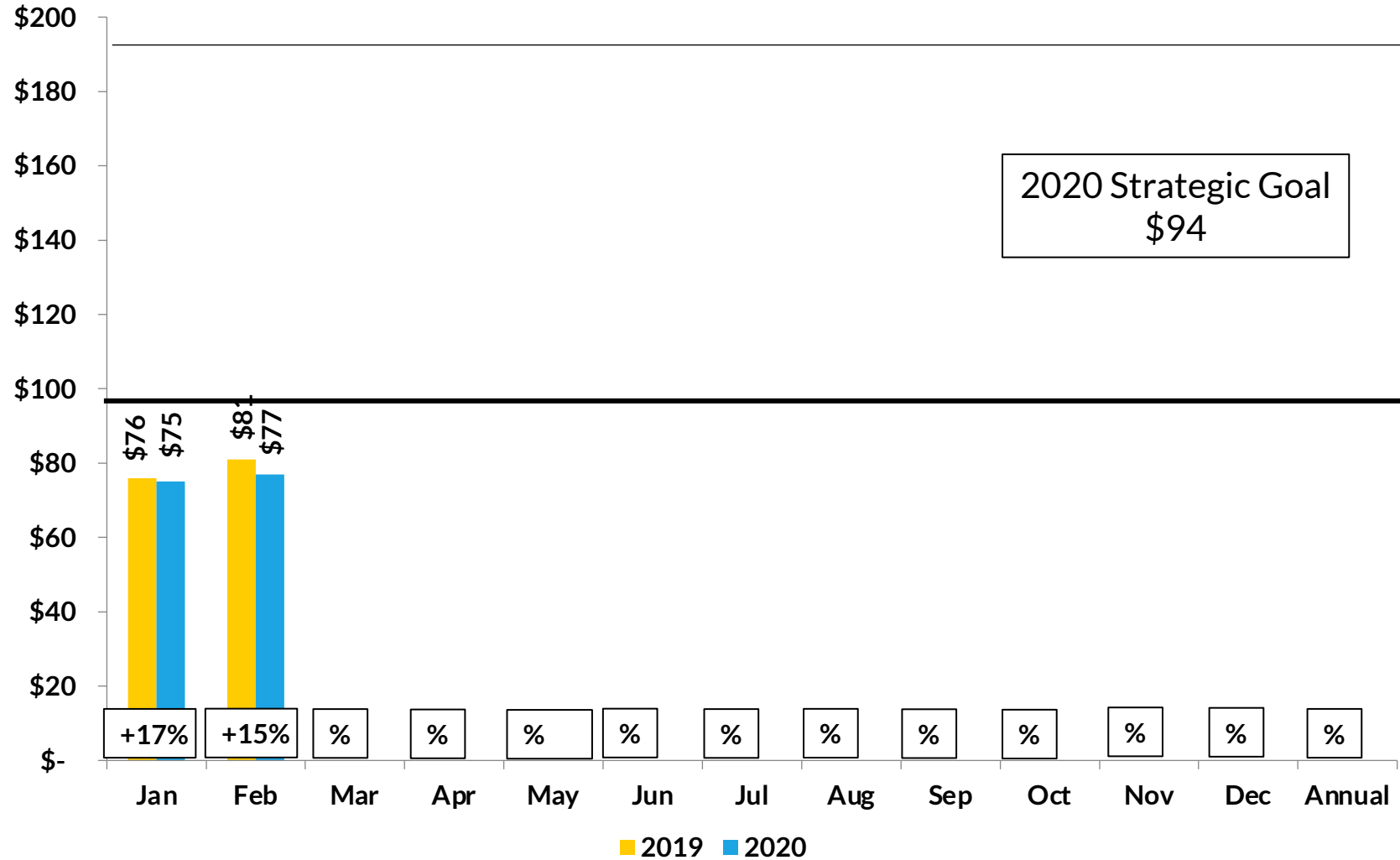
2020  
DOLLARS

# U.S. Monthly Dollar Velocity Whole Mango



2020  
DOLLARS

# U.S. Monthly Dollar Velocity Fresh Cut



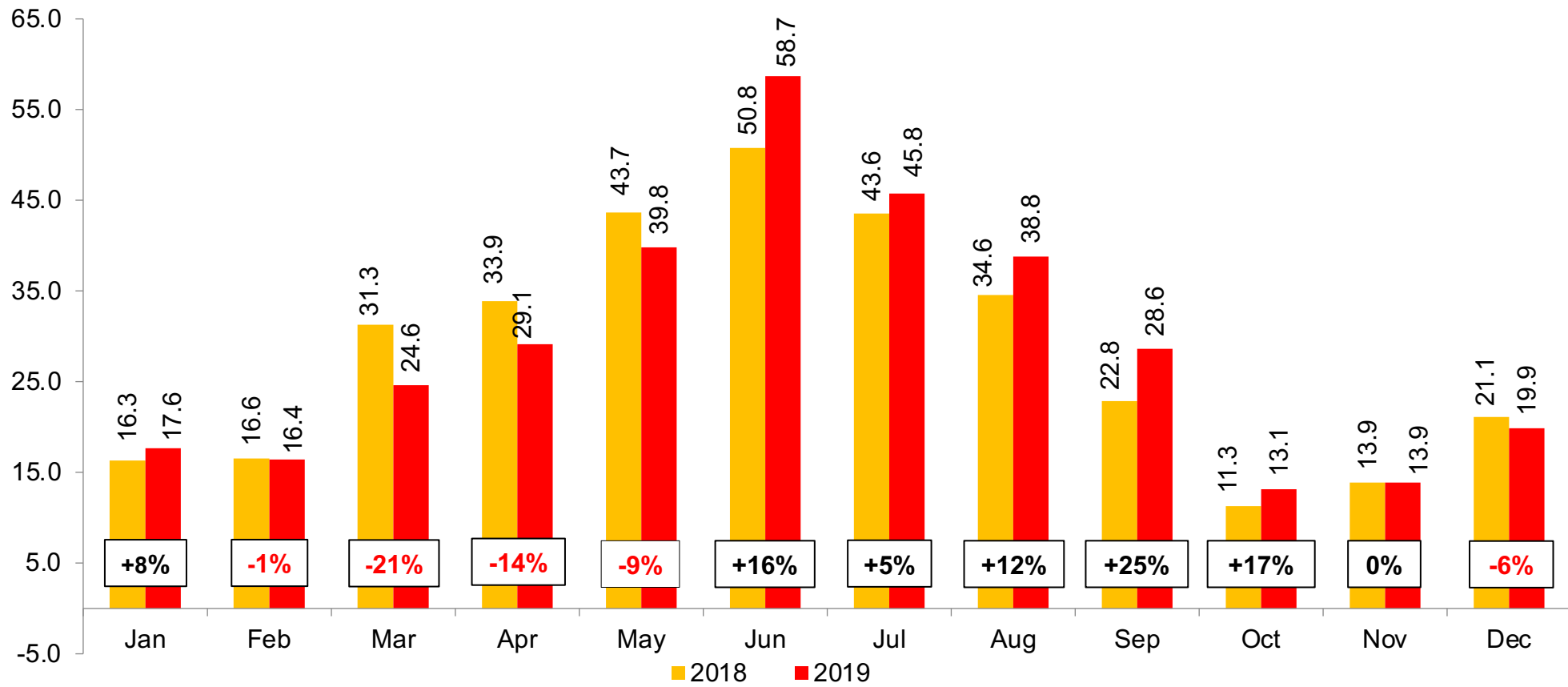
# REGIONAL DATA



2019

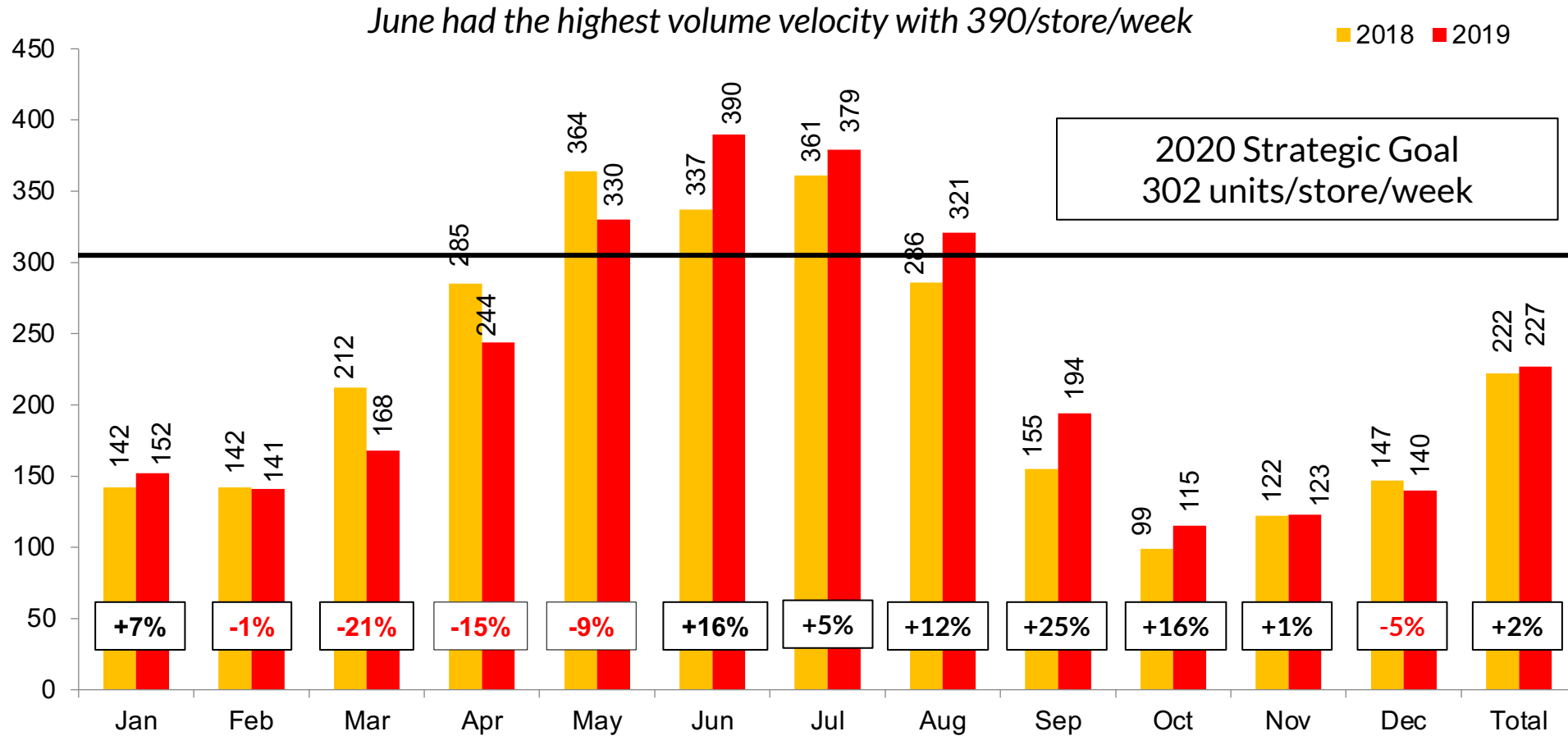


# MONTHLY MANGO VOLUME (MILLIONS)

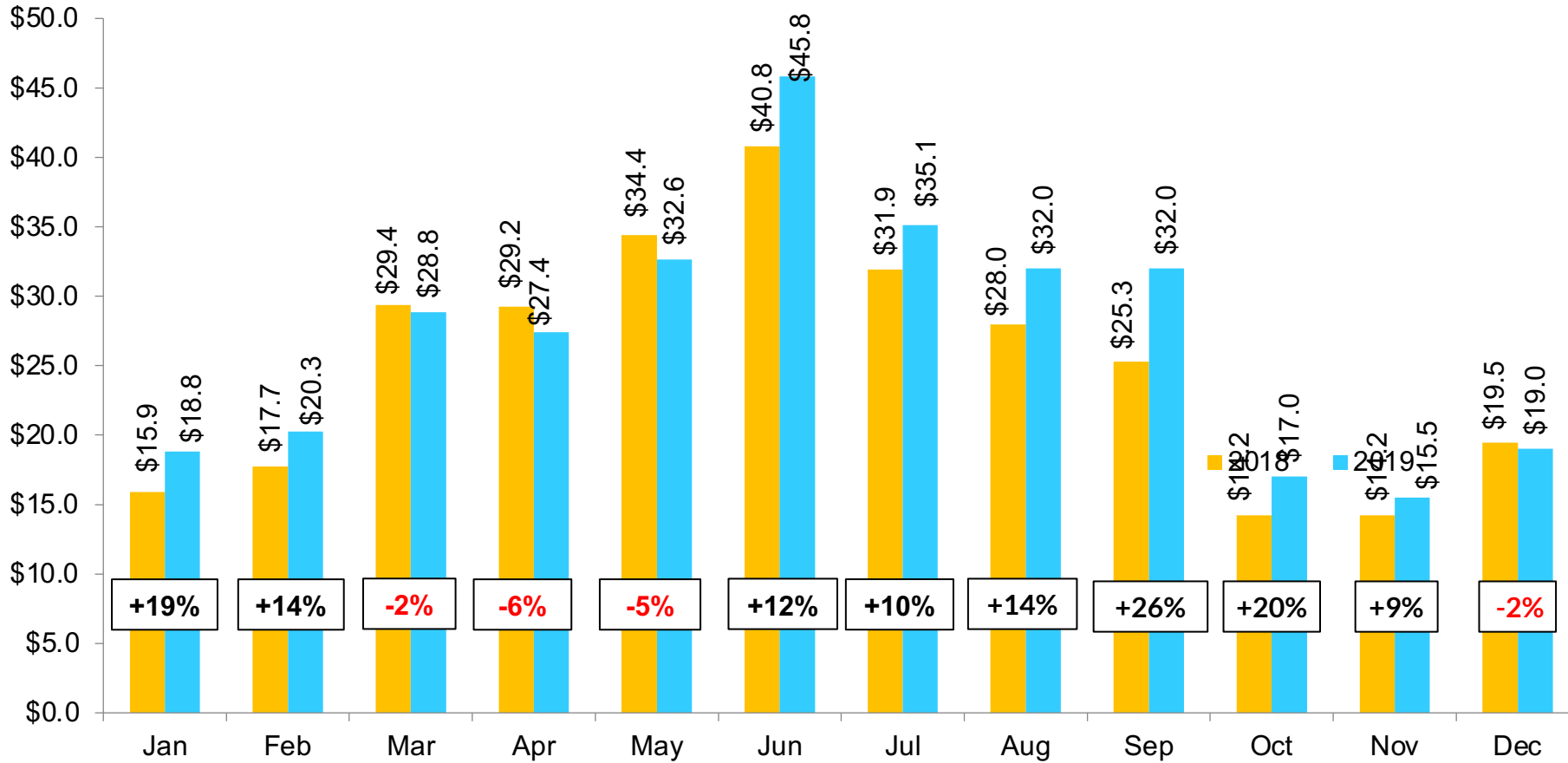


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# MONTHLY MANGO VELOCITY (VOLUME/STORE/WEEK)

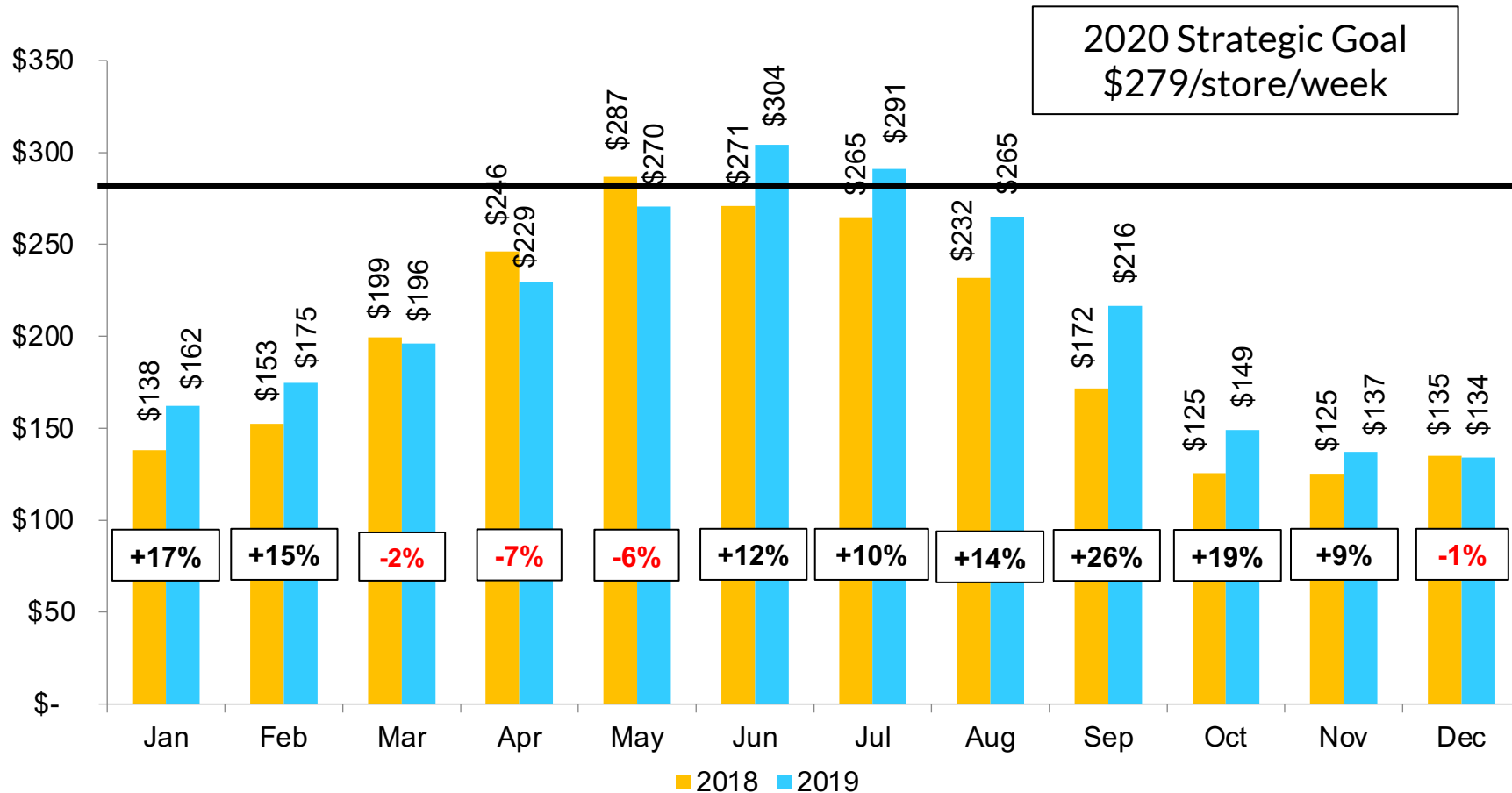


# MONTHLY MANGO SALES (MILLIONS)



# MONTHLY MANGO SALES VELOCITY (DOLLARS/STORE/WEEK)

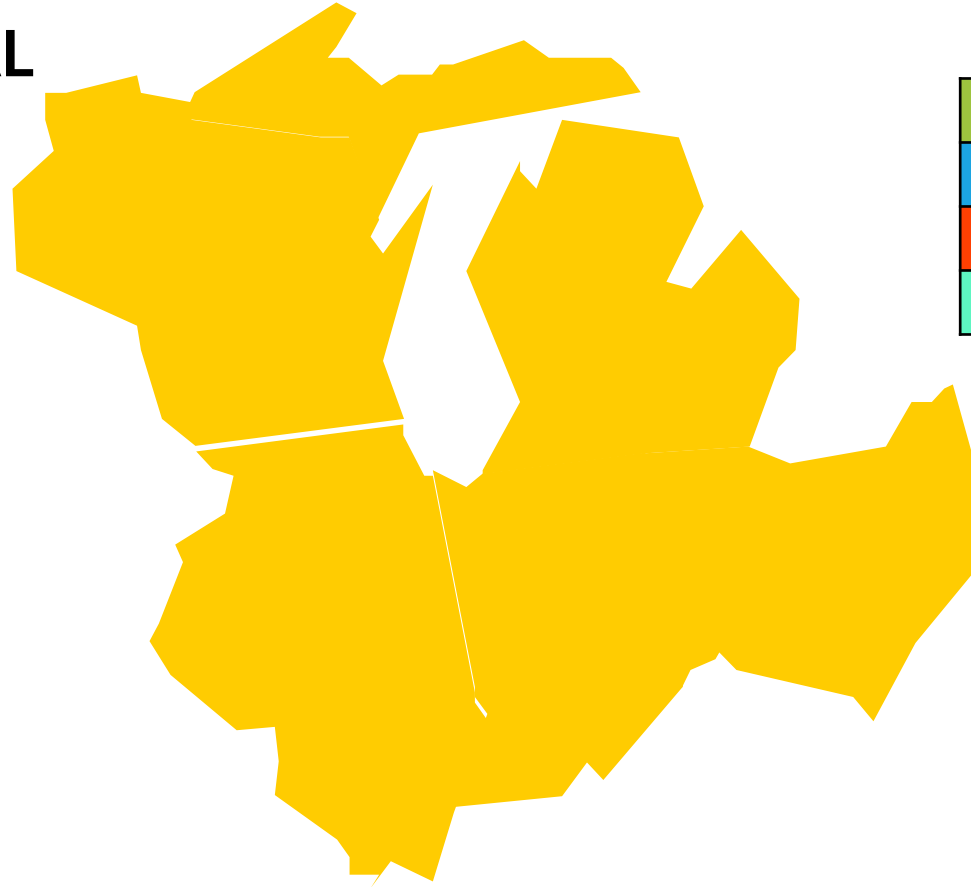
June had the highest dollar velocity with \$303/store/week



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## EAST NORTH CENTRAL

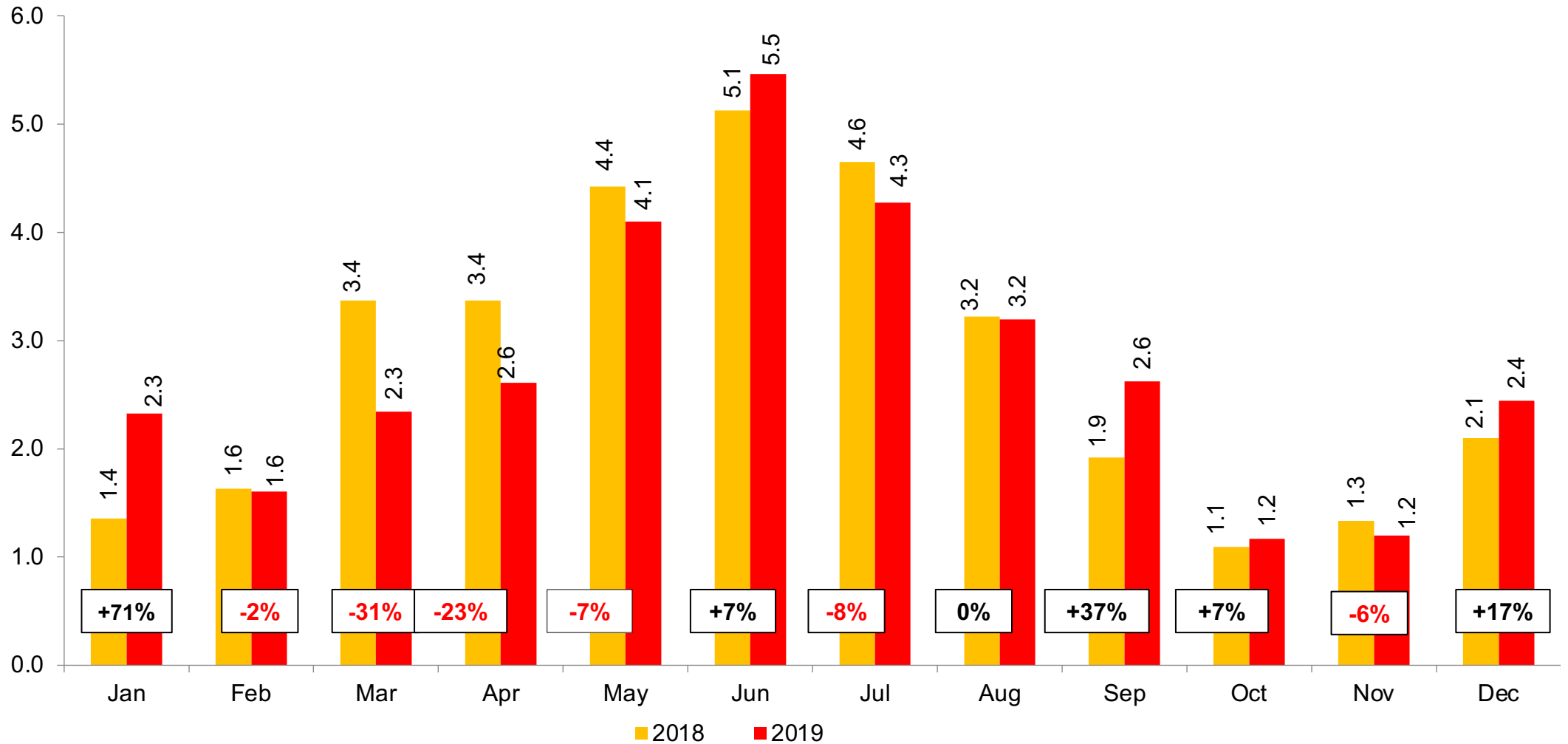
Wisconsin  
Michigan  
Illinois  
Indiana  
Ohio



0.40%
\$163
170
\$0.96

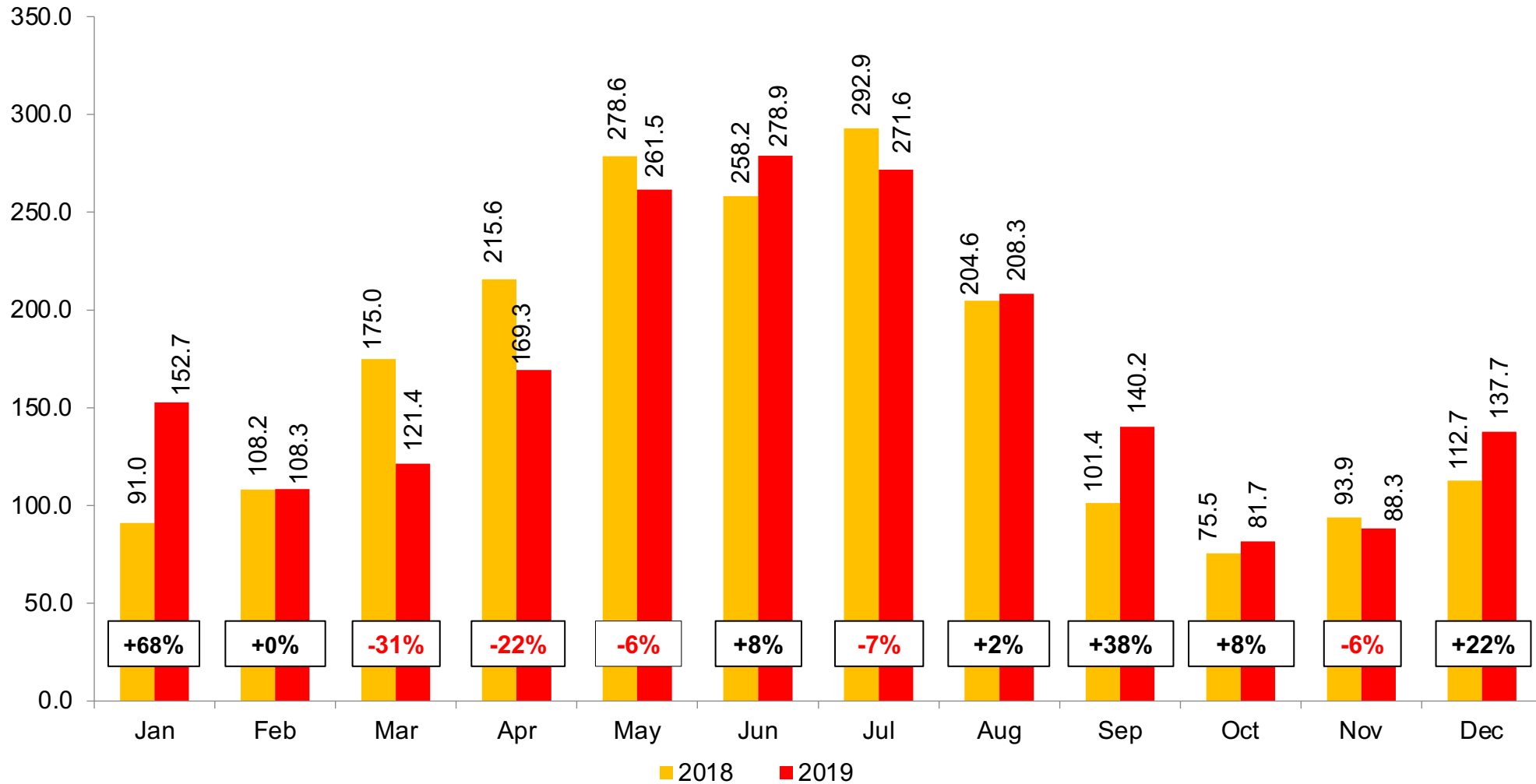
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# EAST NORTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



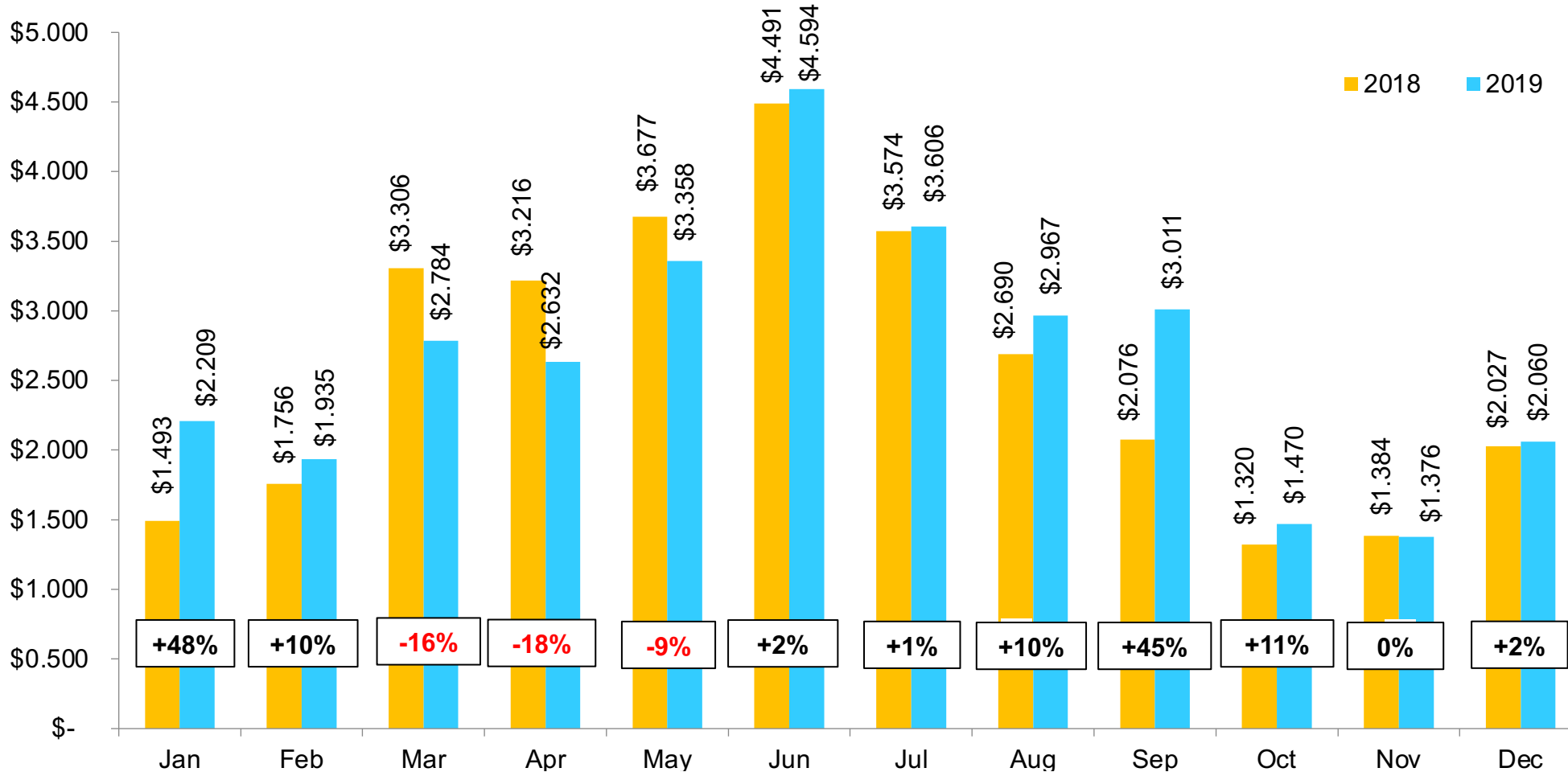
2019 MONTHLY VOLUME VELOCITY

EAST NORTH CENTRAL MONTHLY MANGO VOLUME/STORE/WEEK



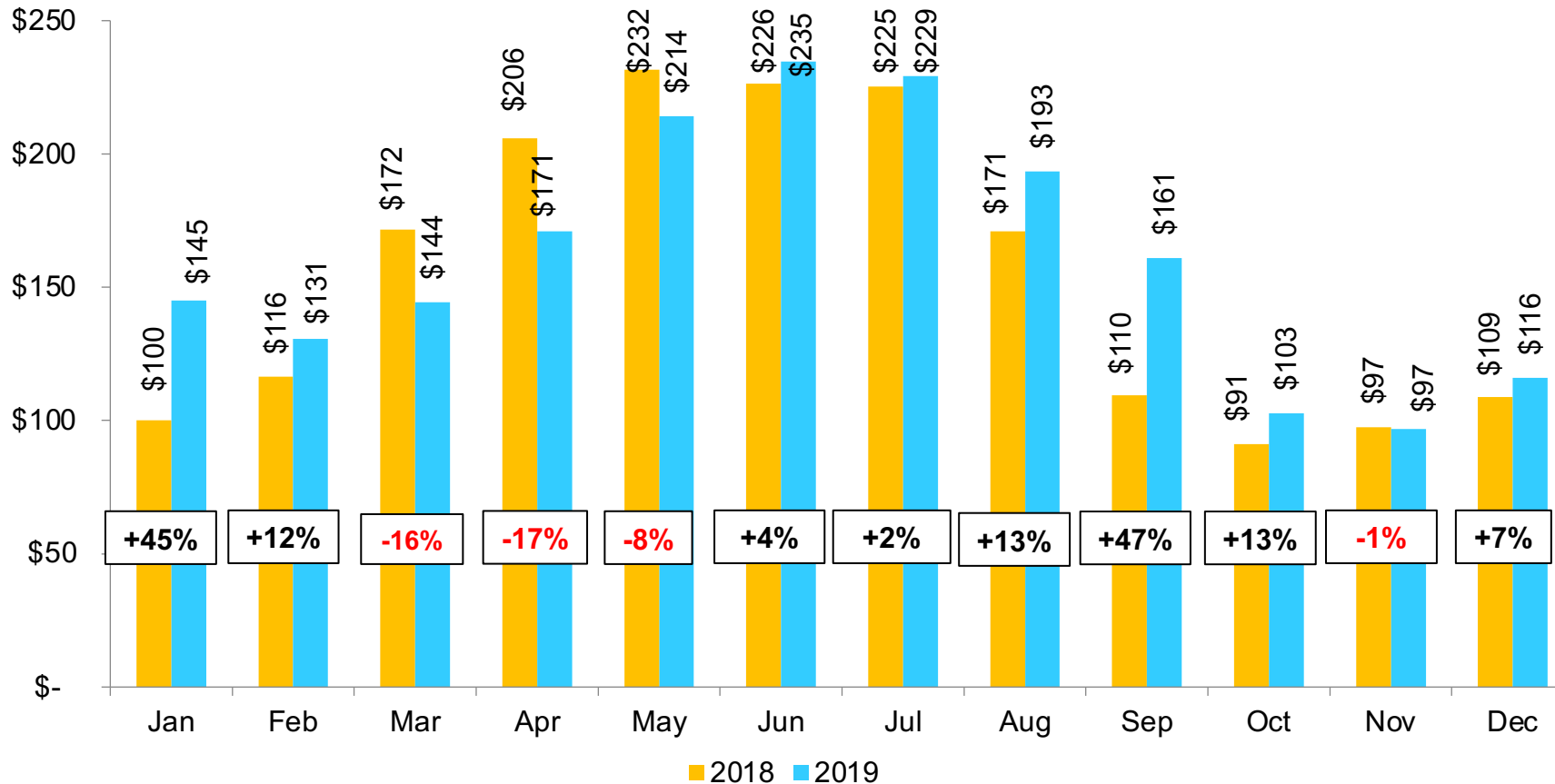
Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# EAST NORTH CENTRAL MONTHLY MANGO SALES (MILLIONS)





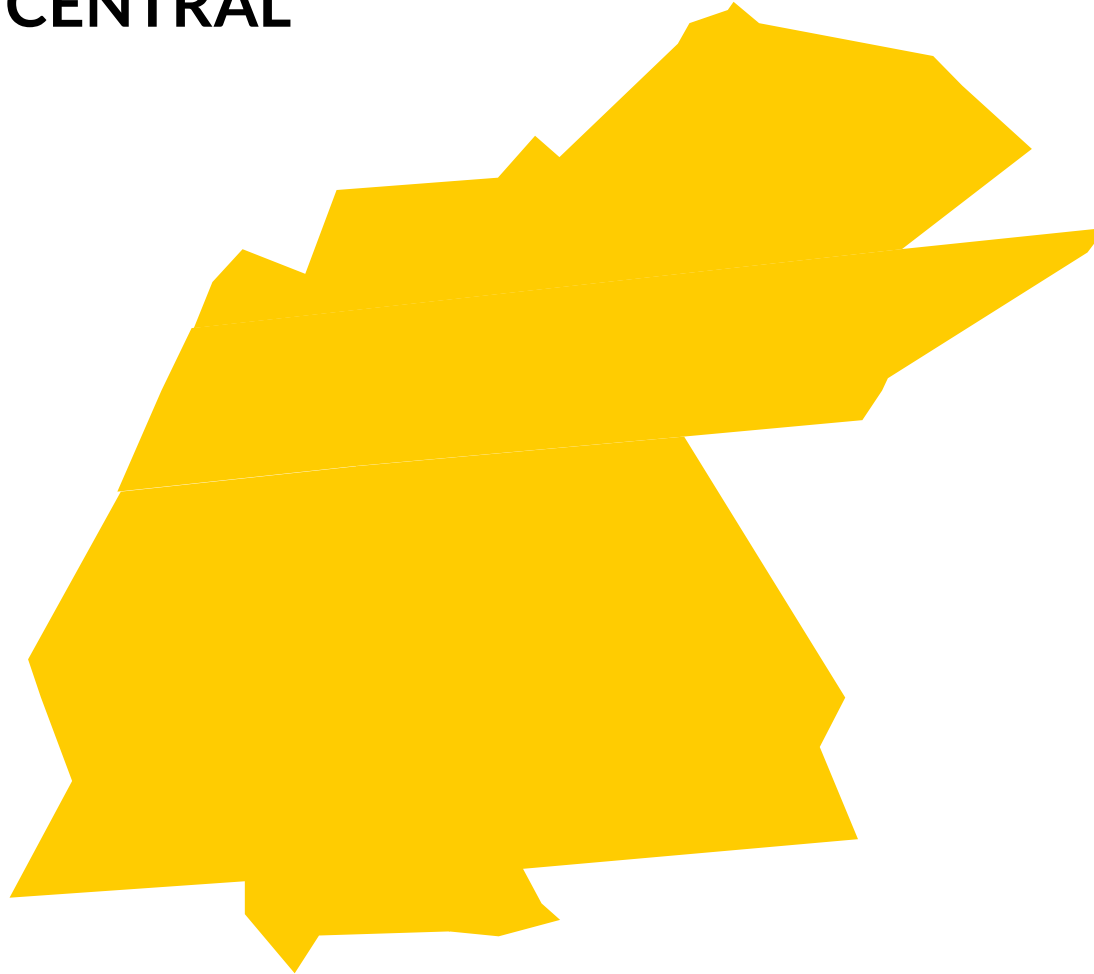
# EAST NORTH CENTRAL MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## EAST SOUTH CENTRAL

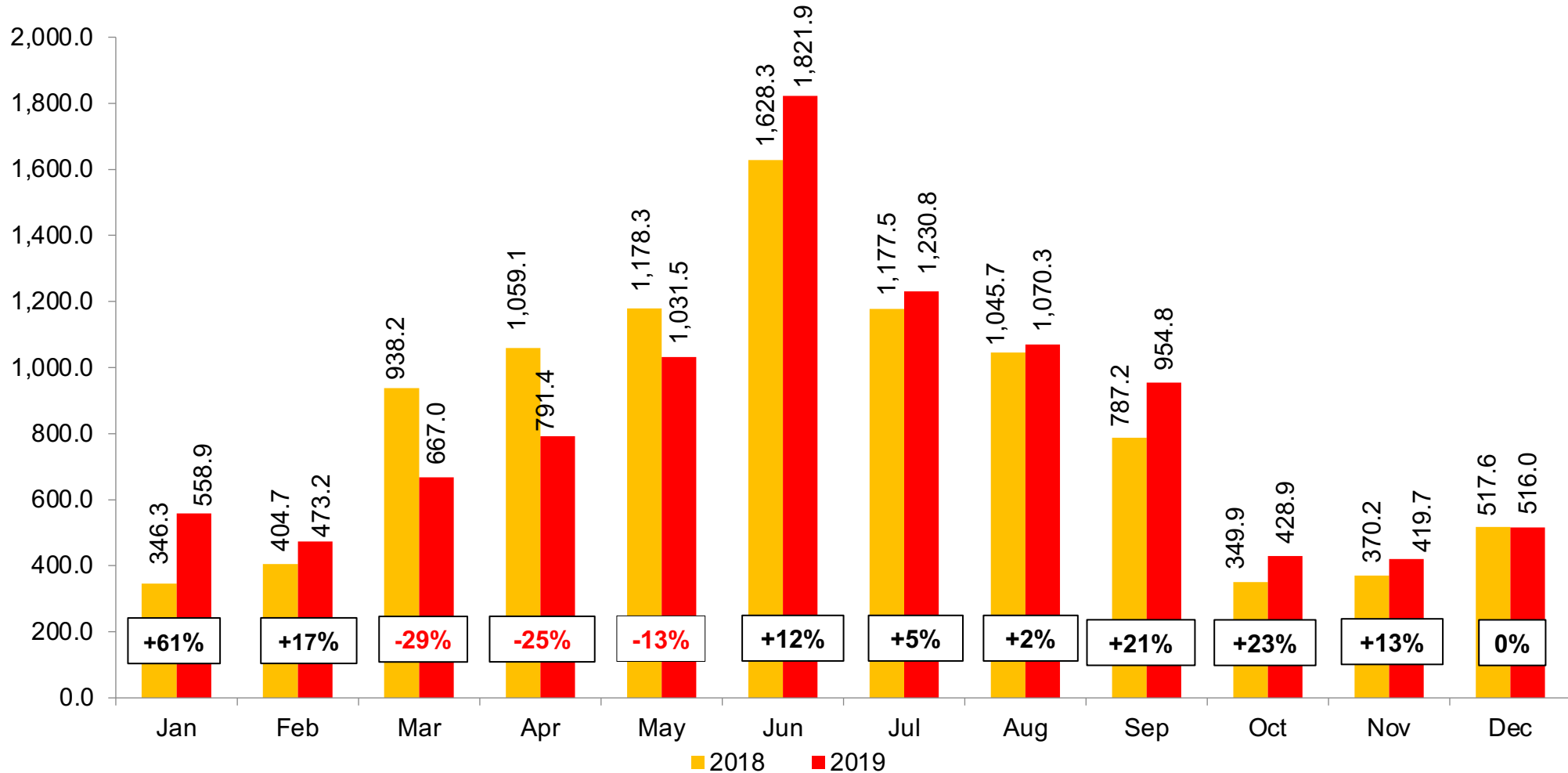
Mississippi  
Alabama  
Tennessee  
Kentucky



0.32%
\$101
105
\$0.97

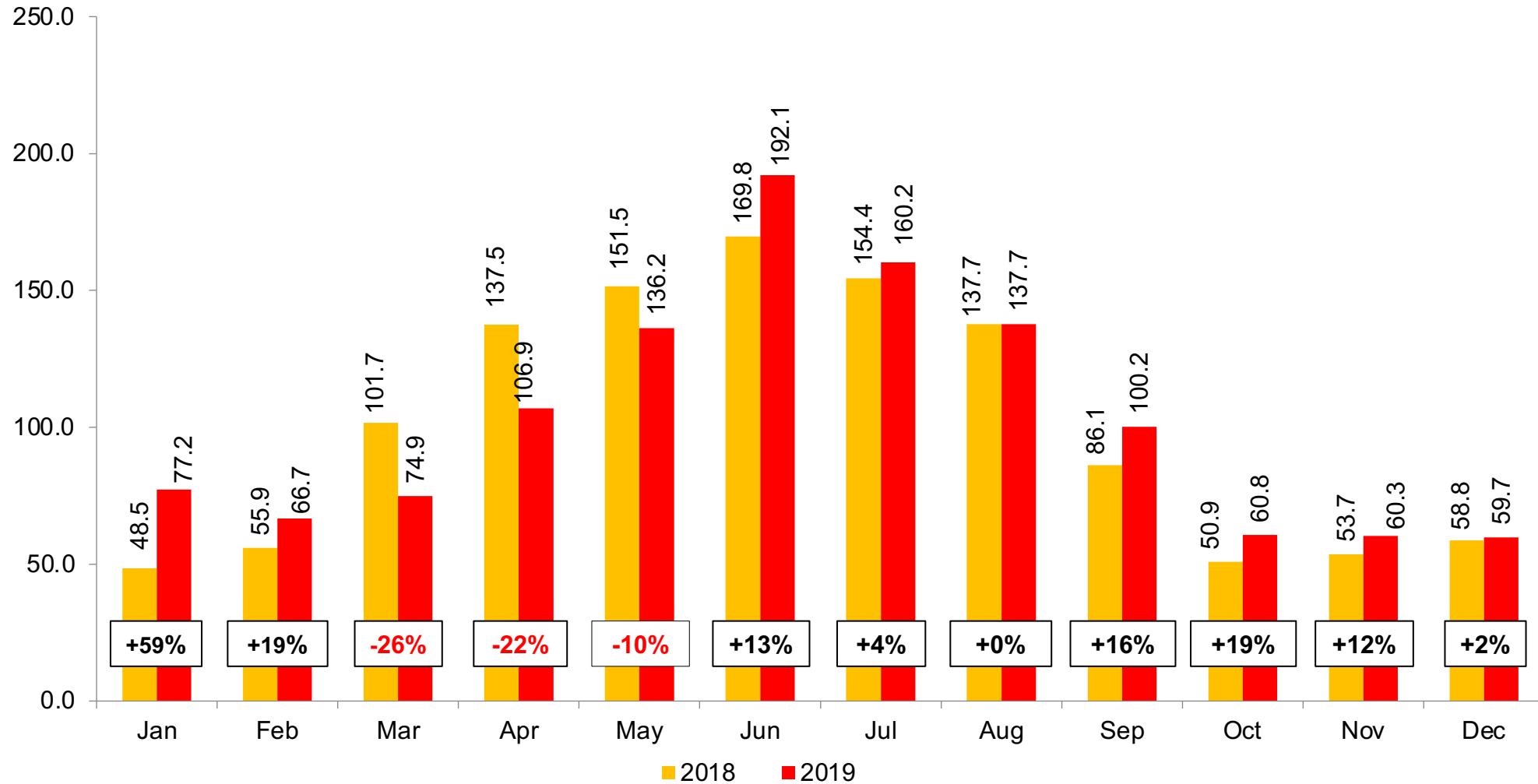
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# EAST SOUTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



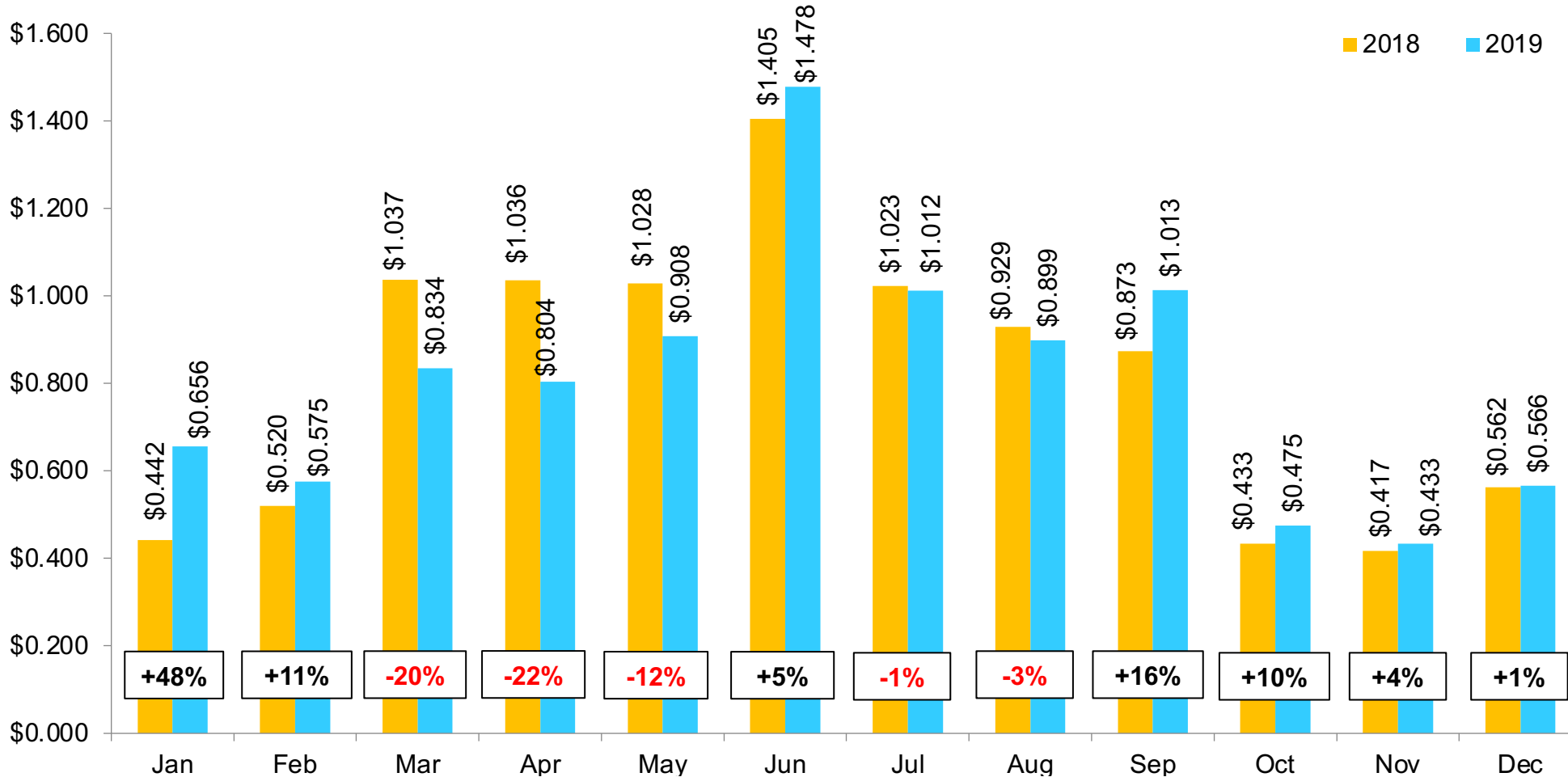
2019 MONTHLY  
VOLUME VELOCITY

EAST SOUTH CENTRAL MONTHLY  
MANGO VOLUME/STORE/WEEK

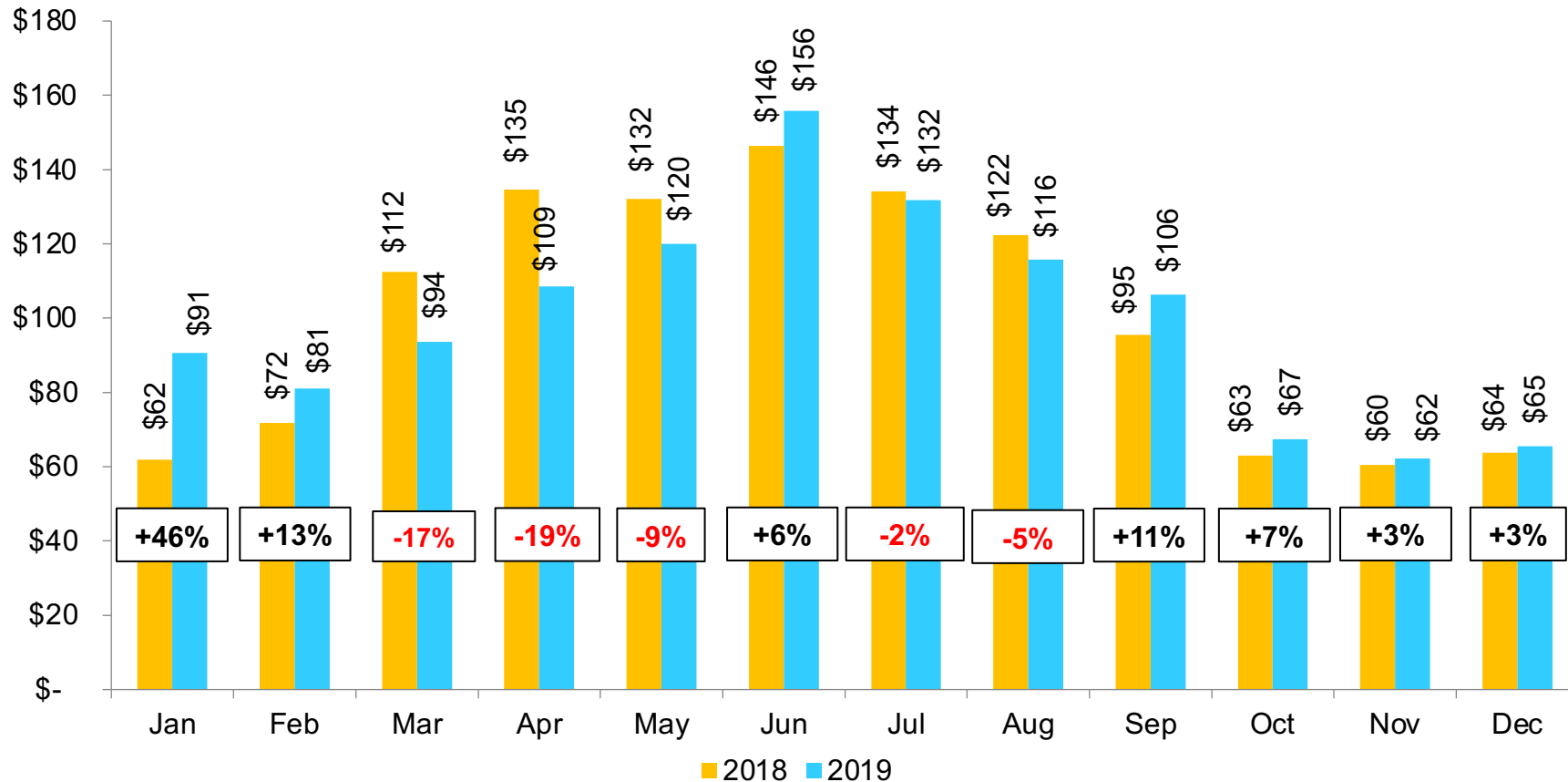


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# EAST SOUTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



# EAST SOUTH CENTRAL MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## MID-ATLANTIC

New York

Pennsylvania

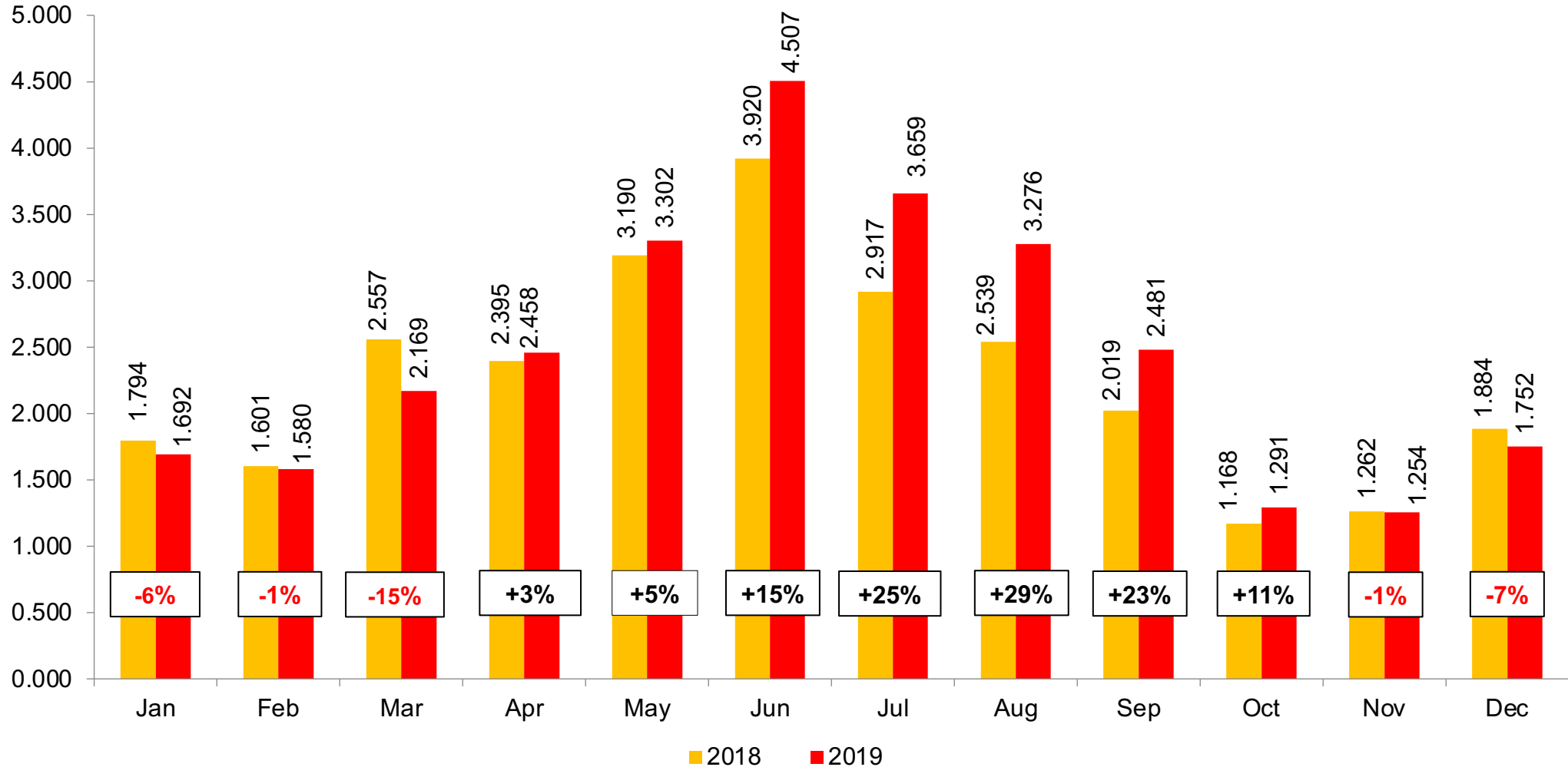
New Jersey



0.47%
\$211
169
\$1.25

Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# MIDDLE ATLANTIC MONTHLY MANGO VOLUME (MILLIONS)



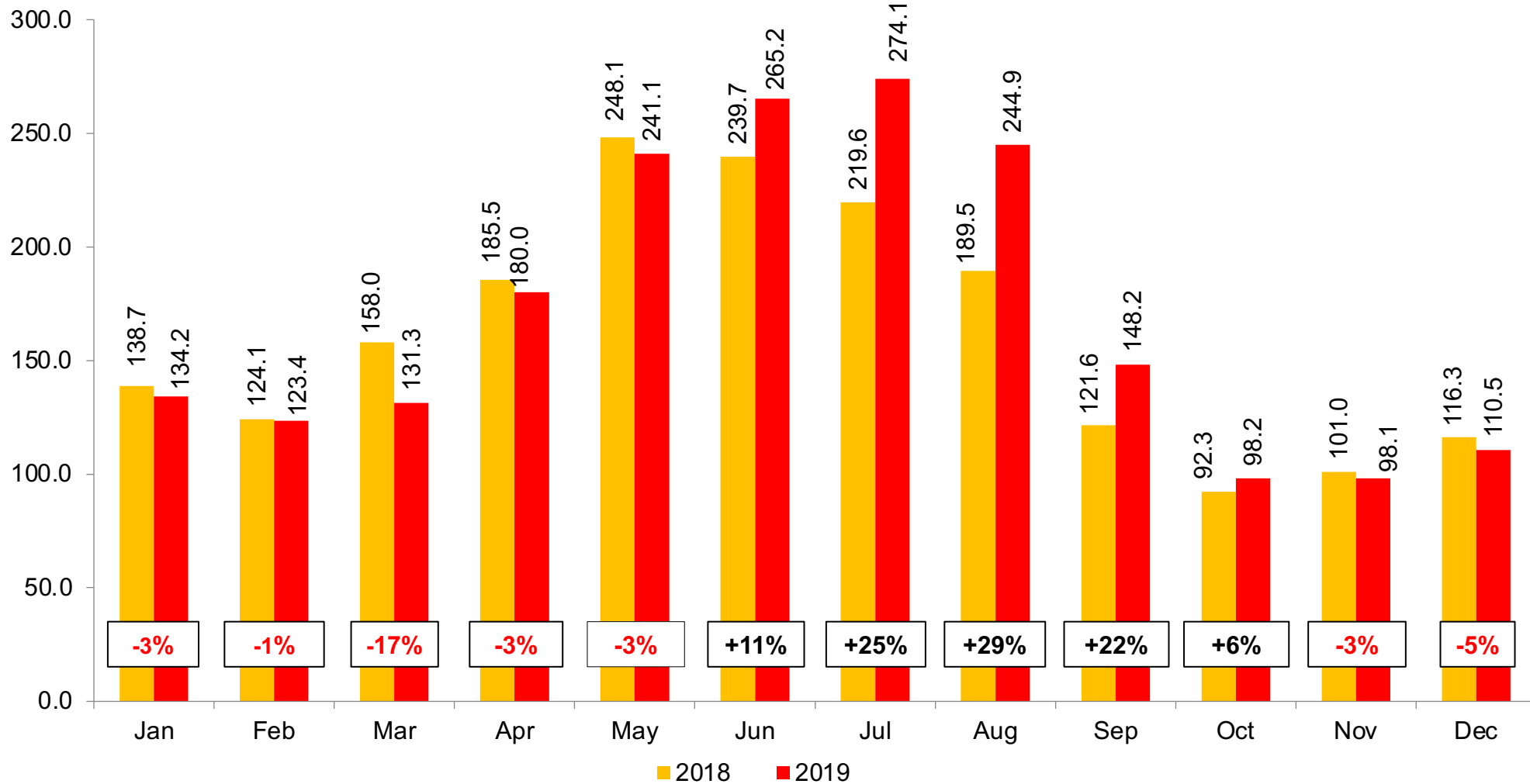
Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC





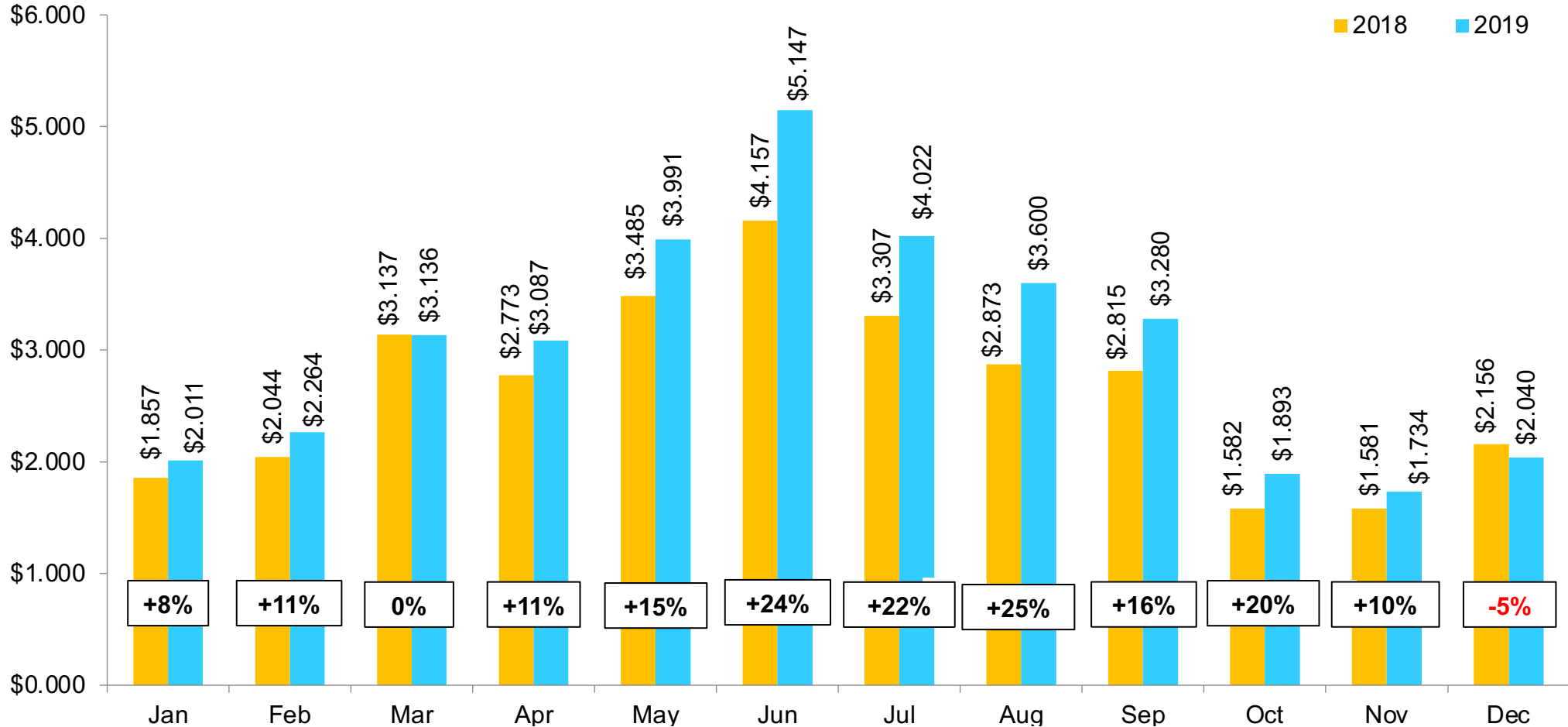
# 2019 MONTHLY VOLUME VELOCITY

# MIDDLE ATLANTIC MONTHLY MANGO VOLUME/STORE/WEEK

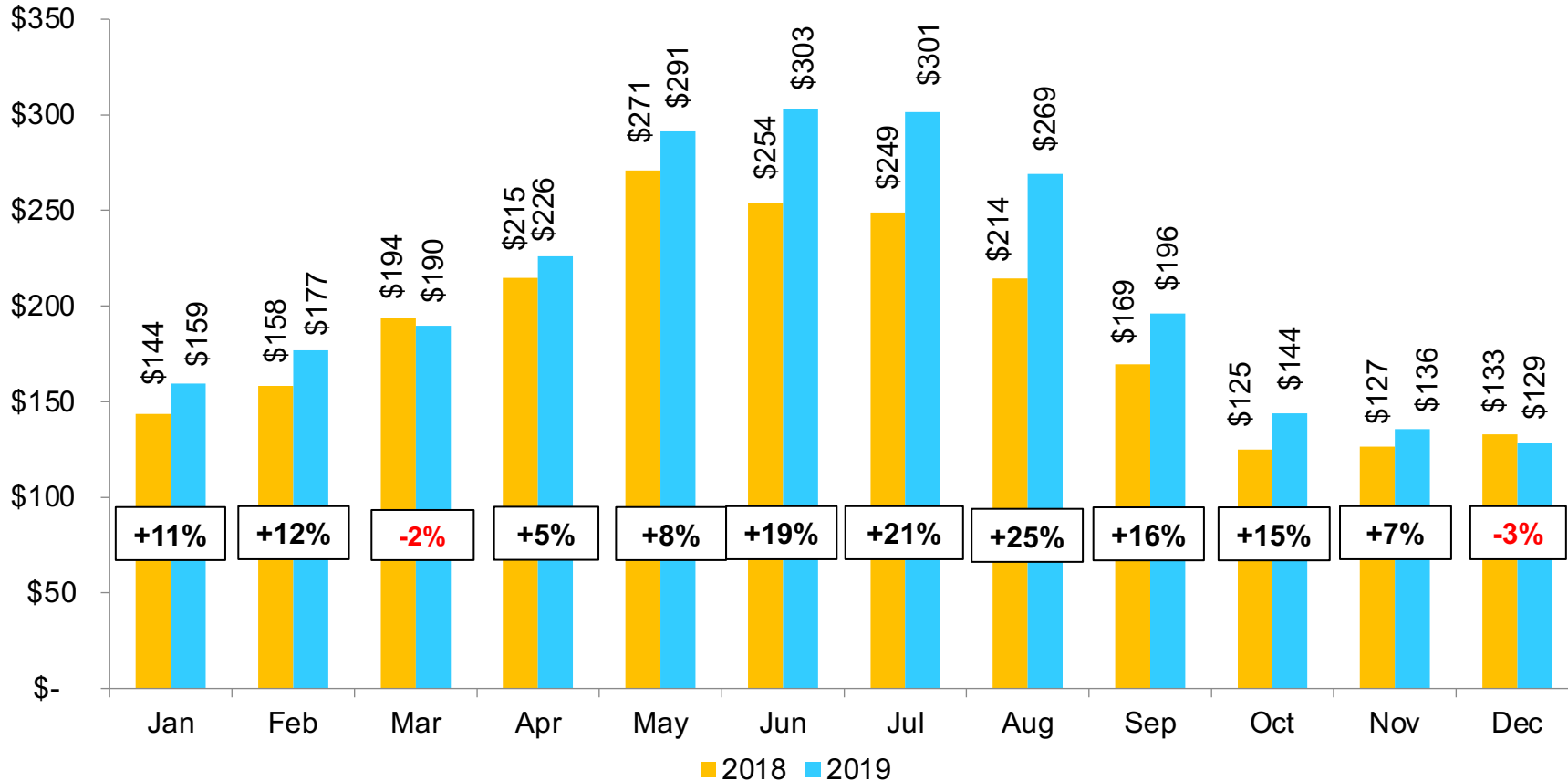


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# MIDDLE ATLANTIC MONTHLY MANGO SALES (MILLIONS)



# MIDDLE ATLANTIC MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## MOUNTAIN

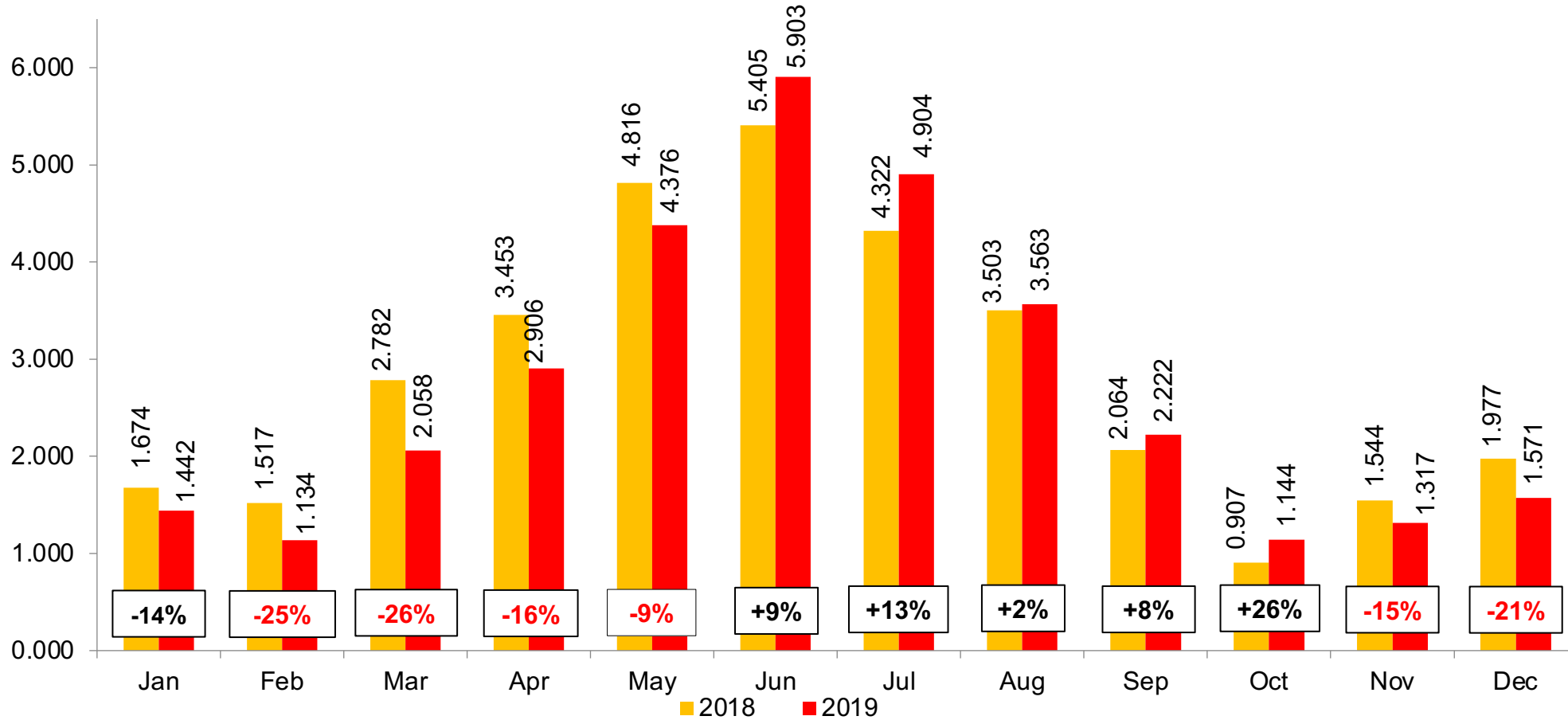
- Nevada
- Idaho
- Utah
- Wyoming
- Montana
- Colorado
- Arizona
- New Mexico



0.49%
\$229
295
\$.78

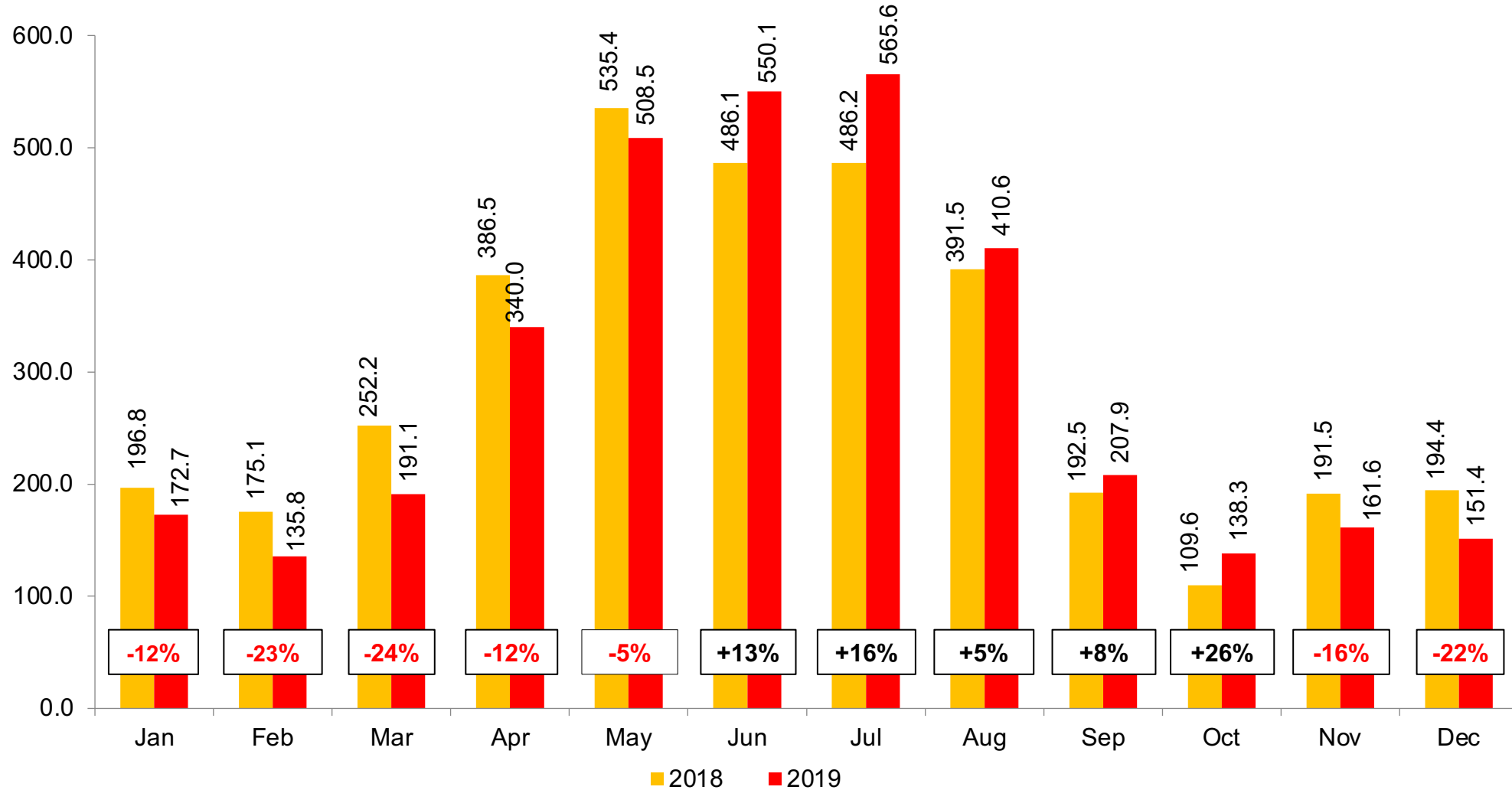
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# MOUNTAIN MONTHLY MANGO VOLUME (MILLIONS)



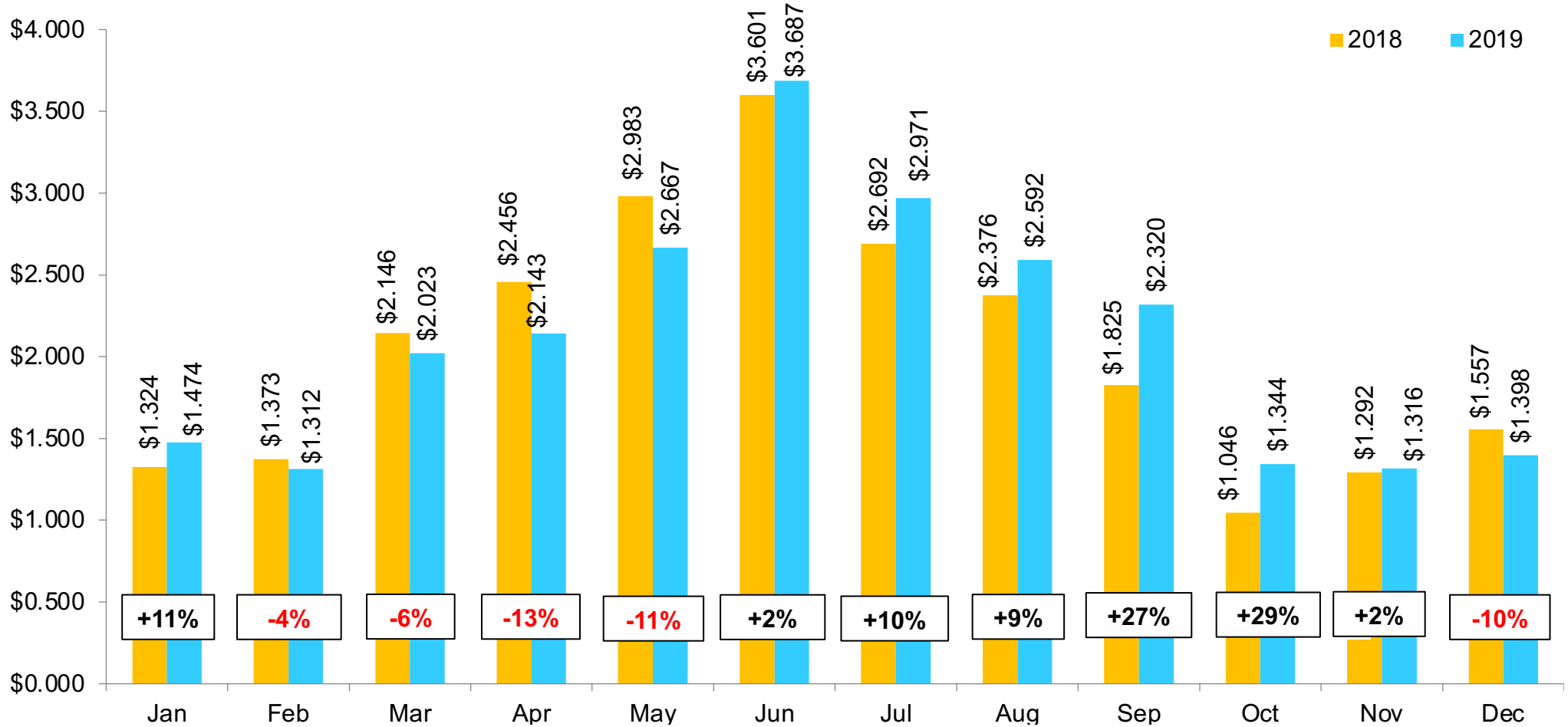
2019 MONTHLY  
VOLUME VELOCITY

MOUNTAIN MONTHLY  
MANGO VOLUME/STORE/WEEK

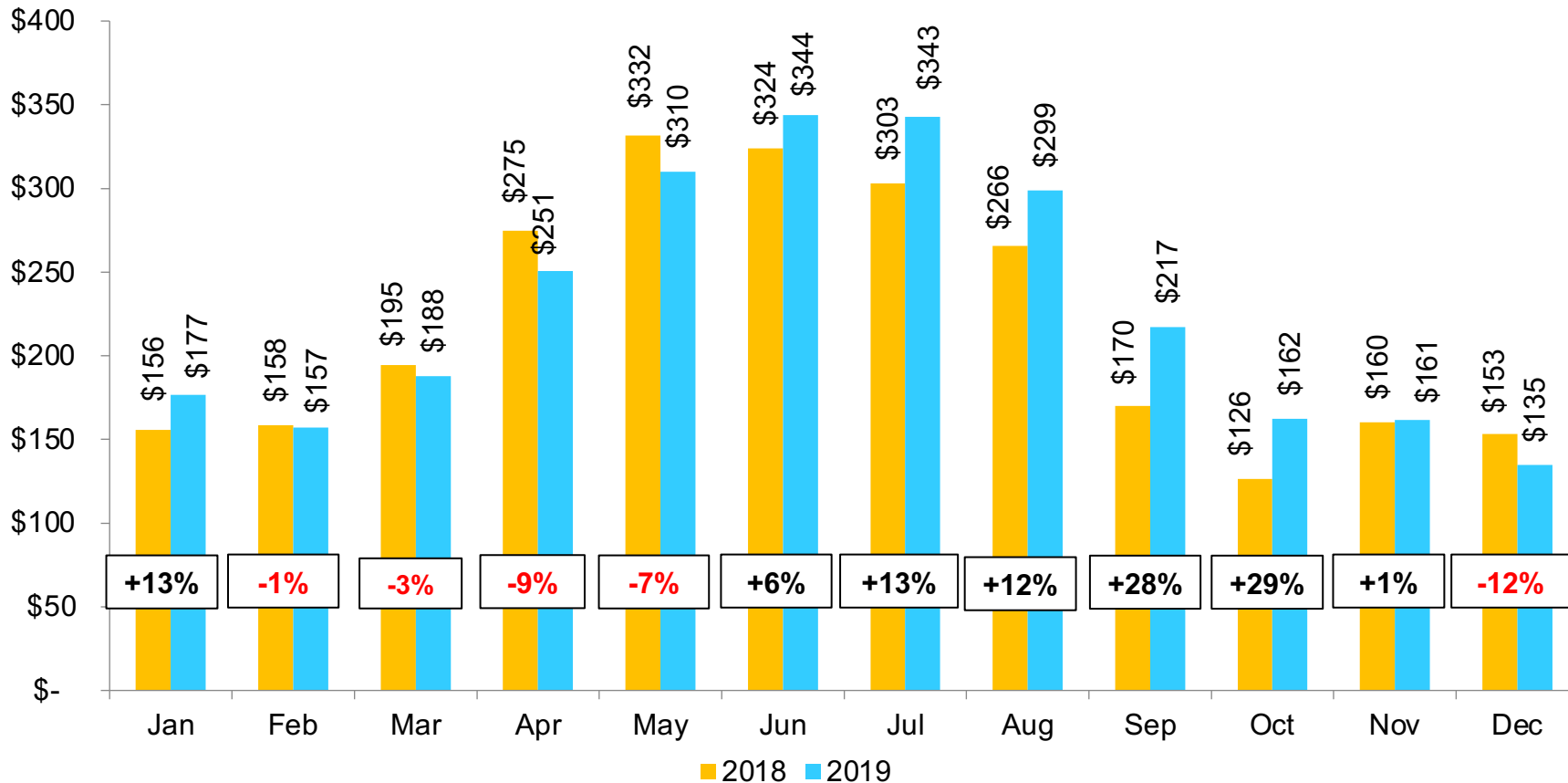


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# MOUNTAIN MONTHLY MANGO SALES (MILLIONS)



# MOUNTAIN MONTHLY DOLLARS/STORE/WEEK





# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## NEW ENGLAND

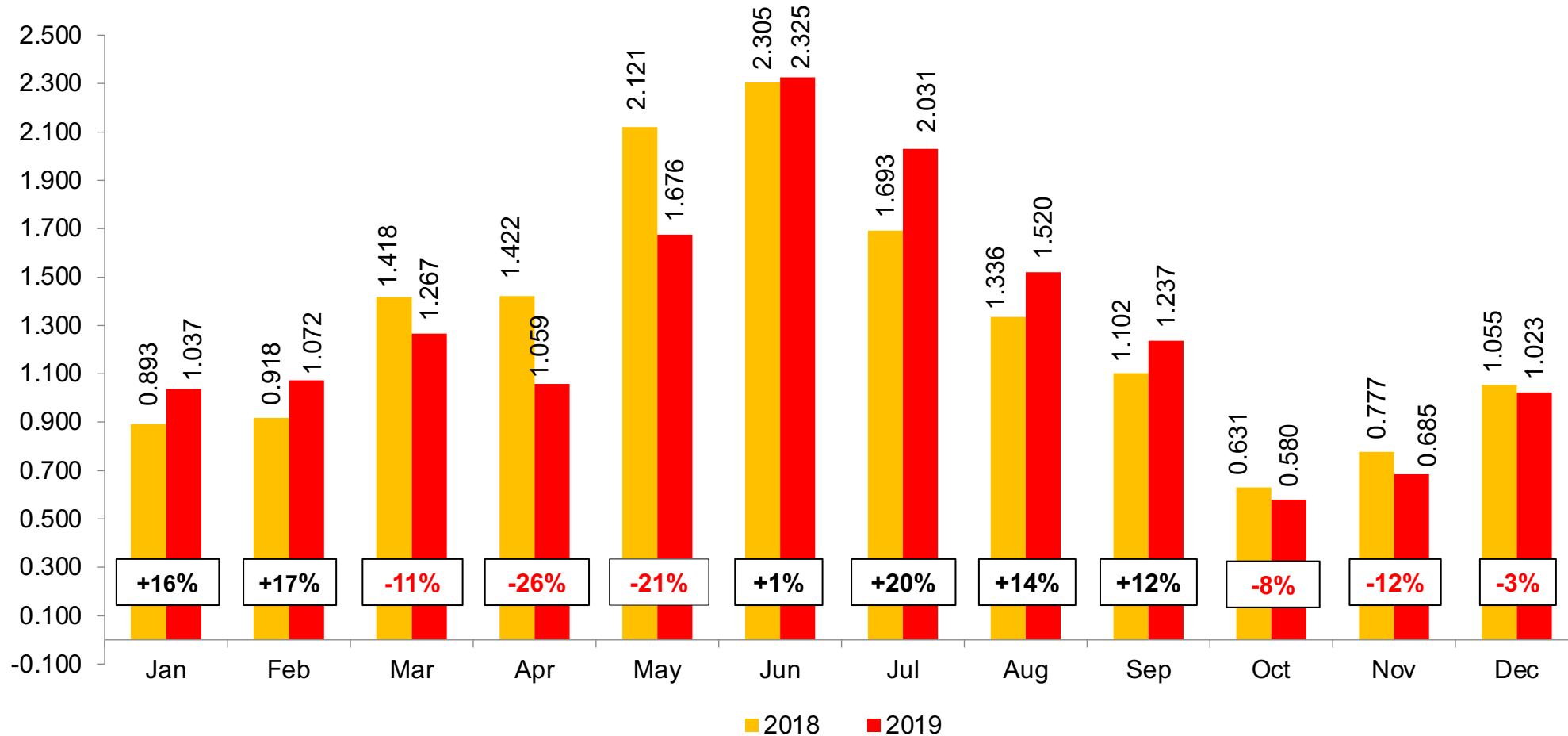
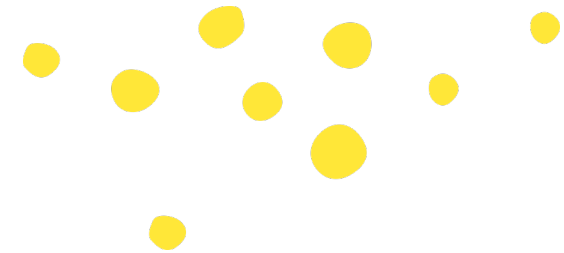
Maine  
 New Hampshire  
 Connecticut  
 Massachusetts  
 Vermont  
 Delaware  
 Rhode Island



0.44%
\$268
226
\$1.19

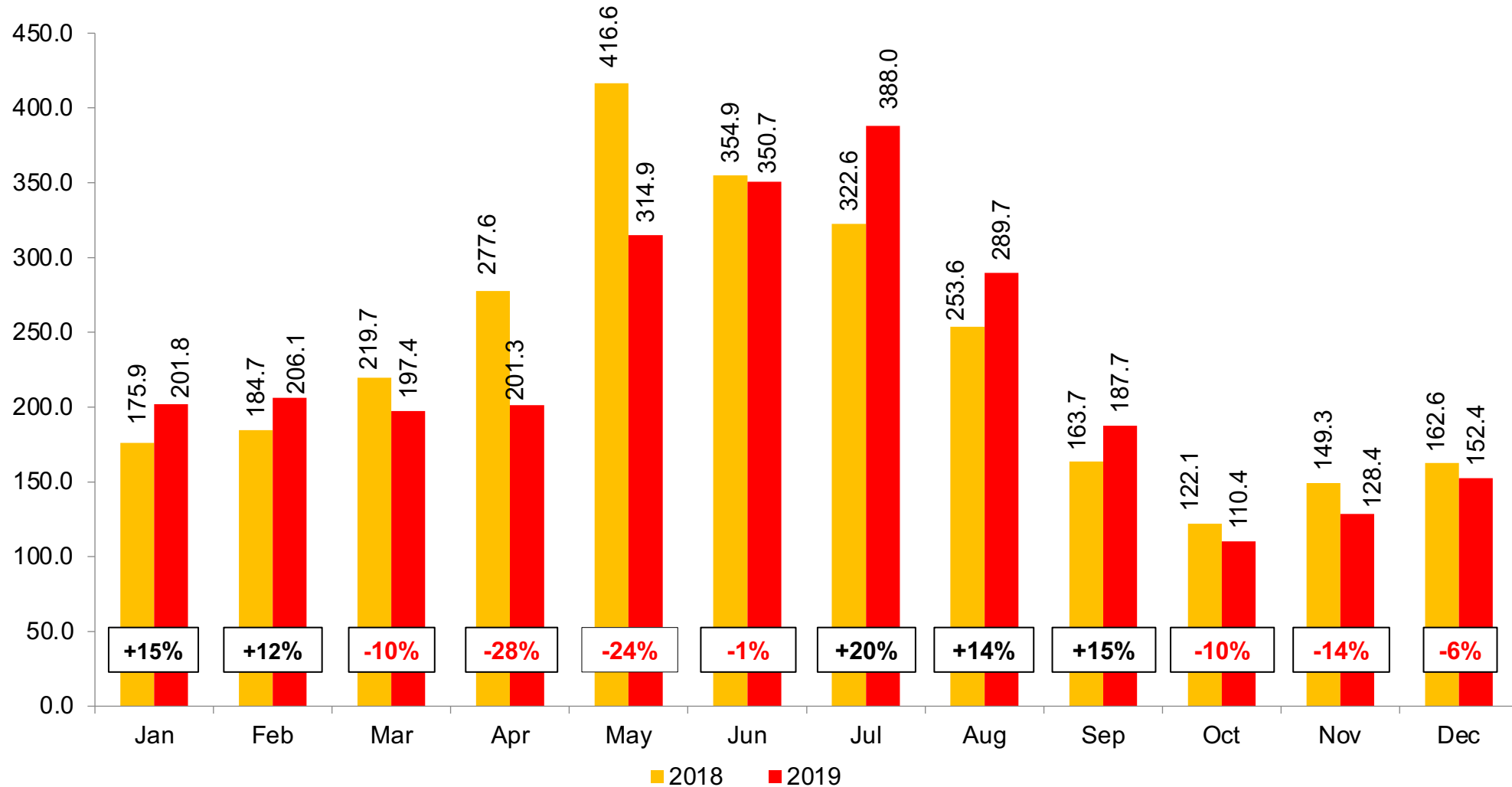
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# NEW ENGLAND MONTHLY MANGO VOLUME (MILLIONS)



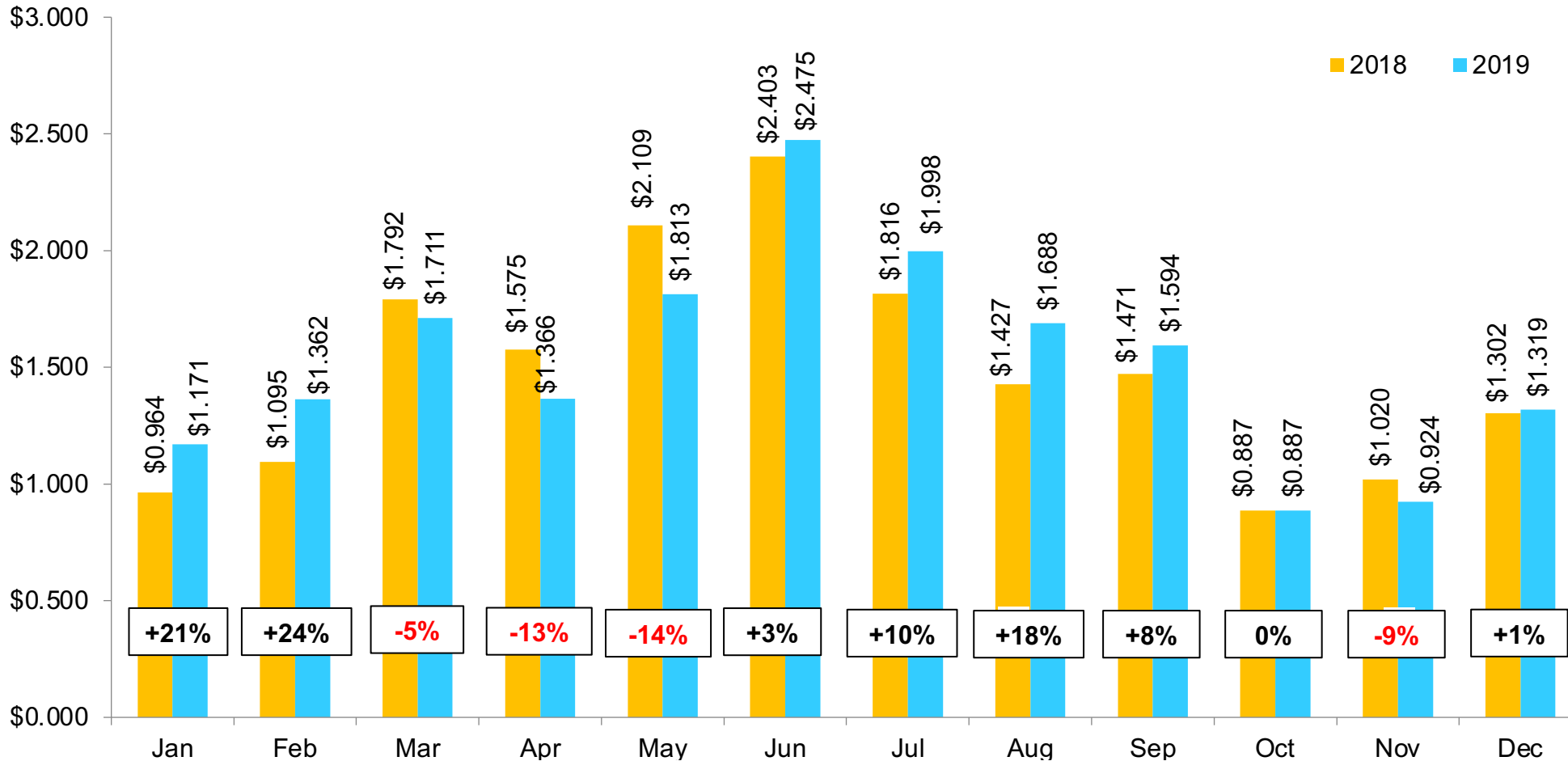
2019 MONTHLY VOLUME VELOCITY

NEW ENGLAND MONTHLY MANGO VOLUME/STORE/WEEK

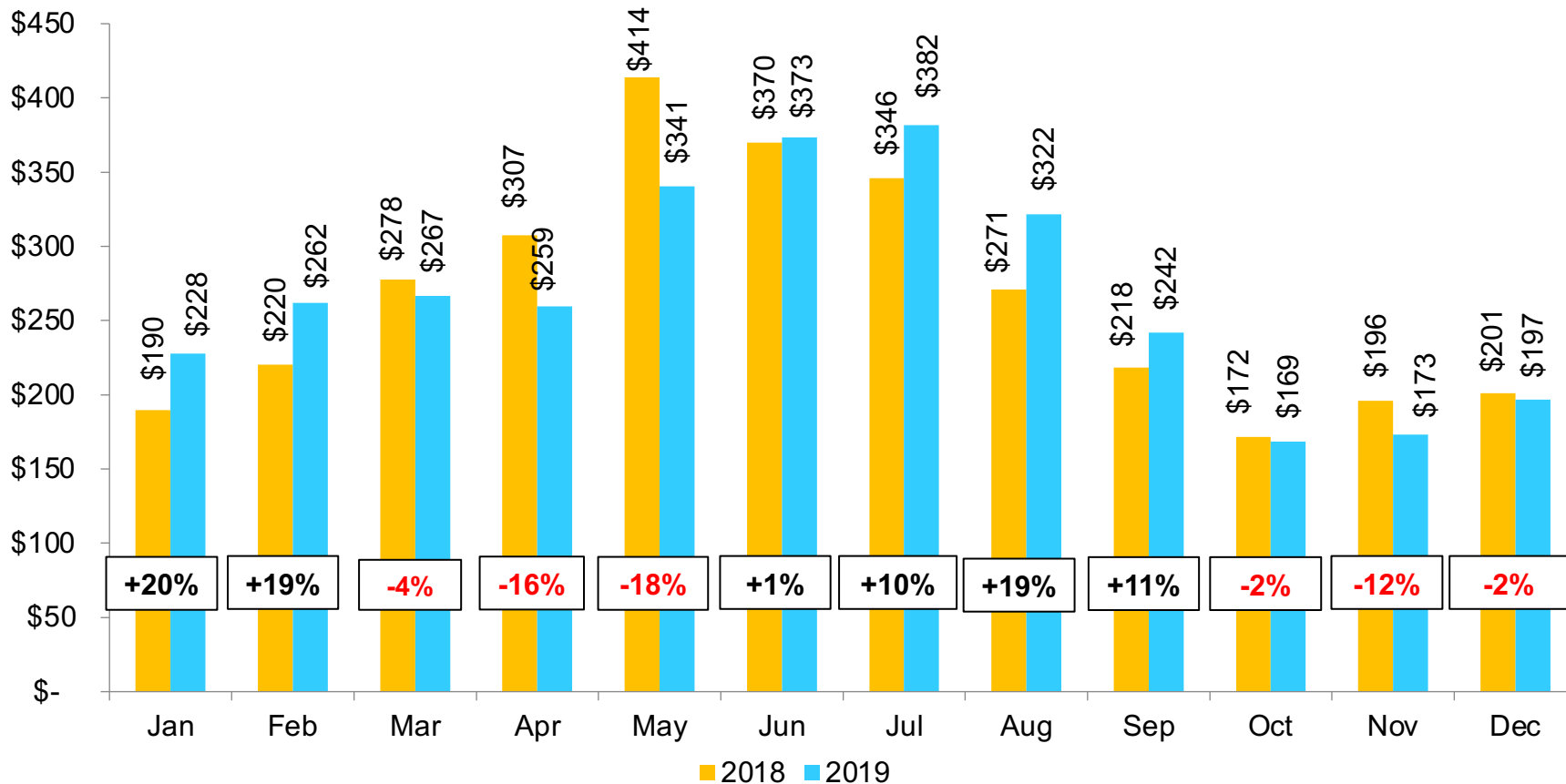


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# NEW ENGLAND MONTHLY MANGO SALES (MILLIONS)



# NEW ENGLAND MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

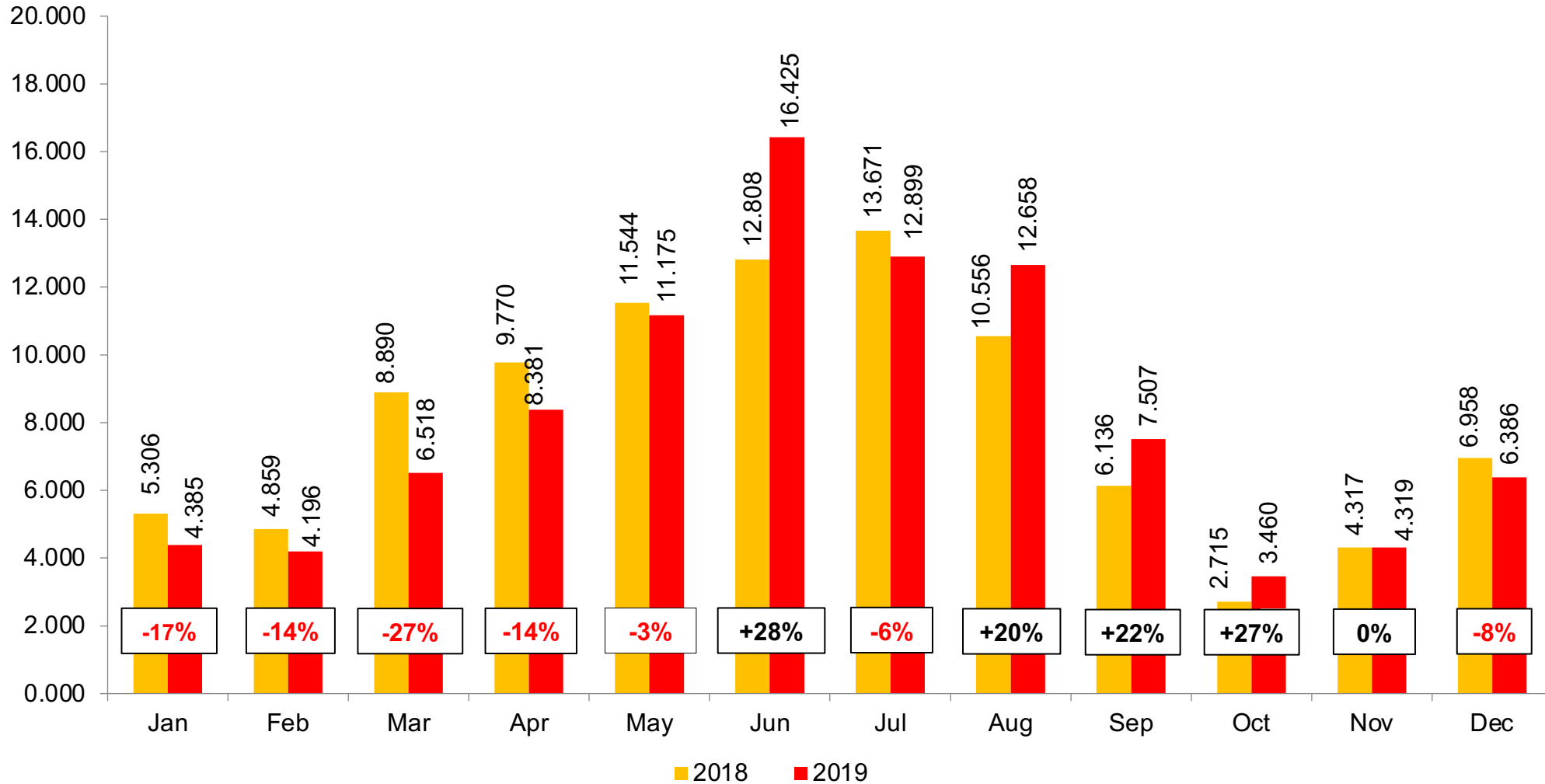
**PACIFIC**  
**California**  
**Washington**  
**Oregon**



0.78%
\$374
447
\$.84

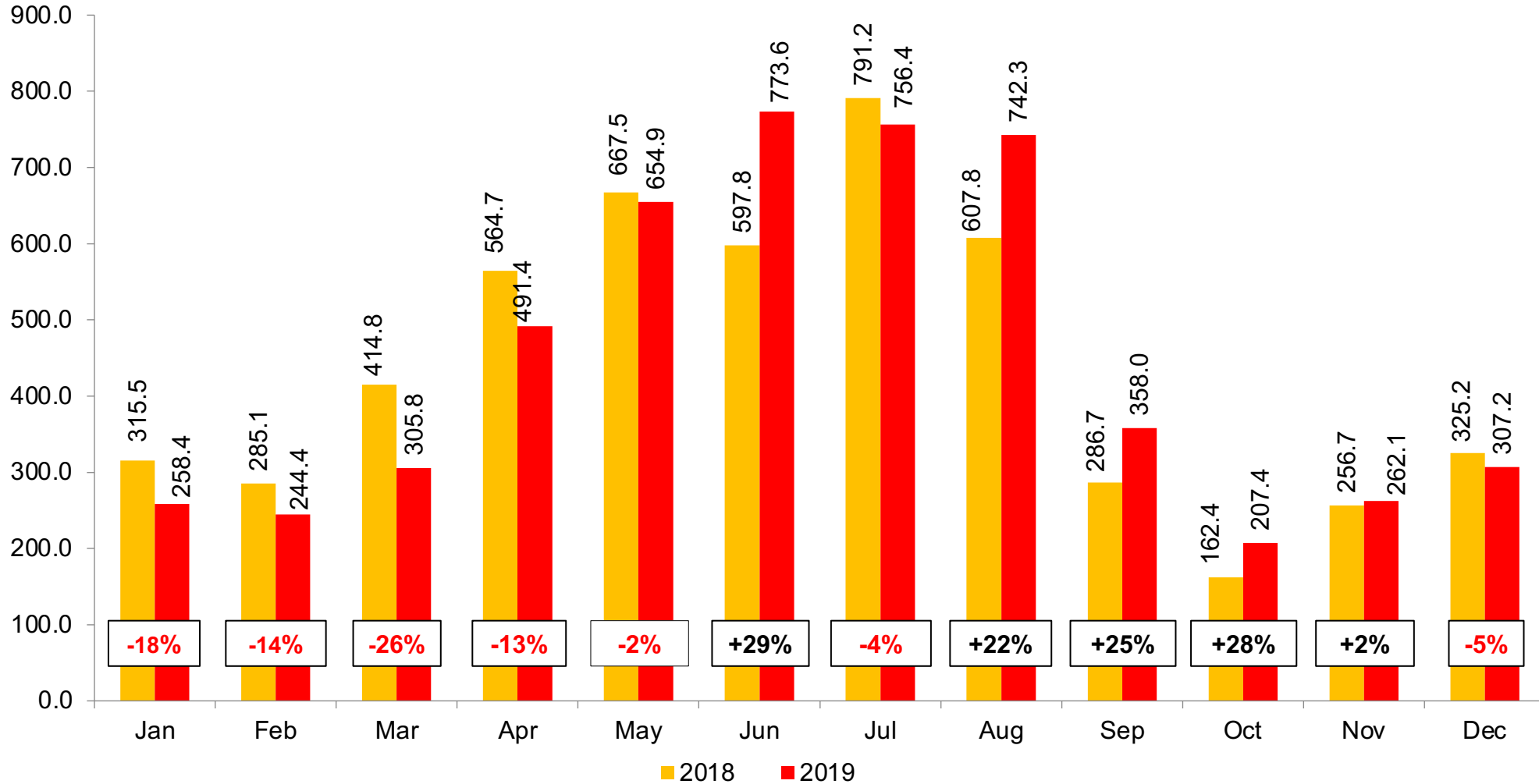
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# PACIFIC MONTHLY MANGO VOLUME (MILLIONS)



# 2019 MONTHLY VOLUME VELOCITY

# PACIFIC MONTHLY MANGO VOLUME/STORE/WEEK

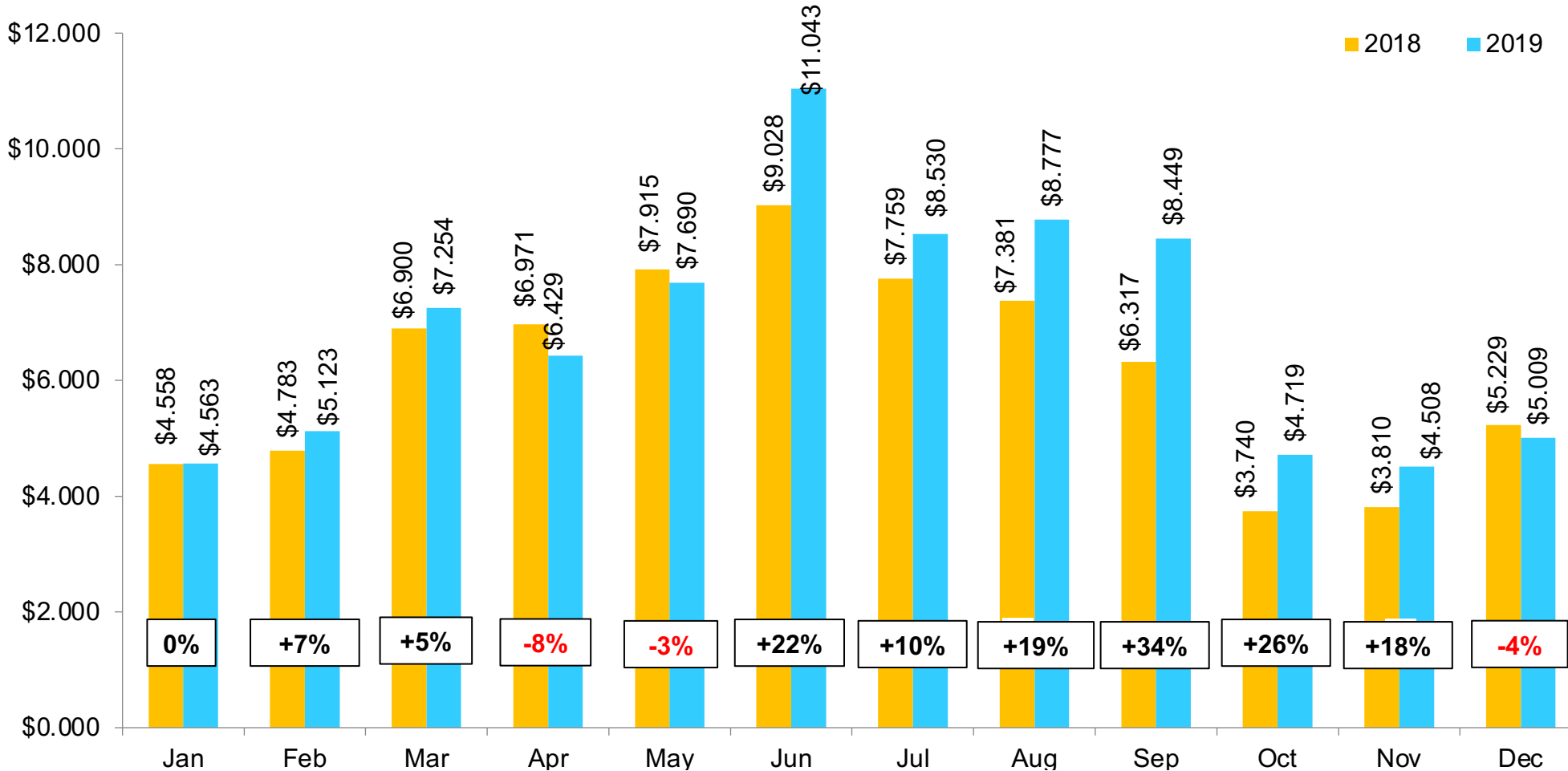


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

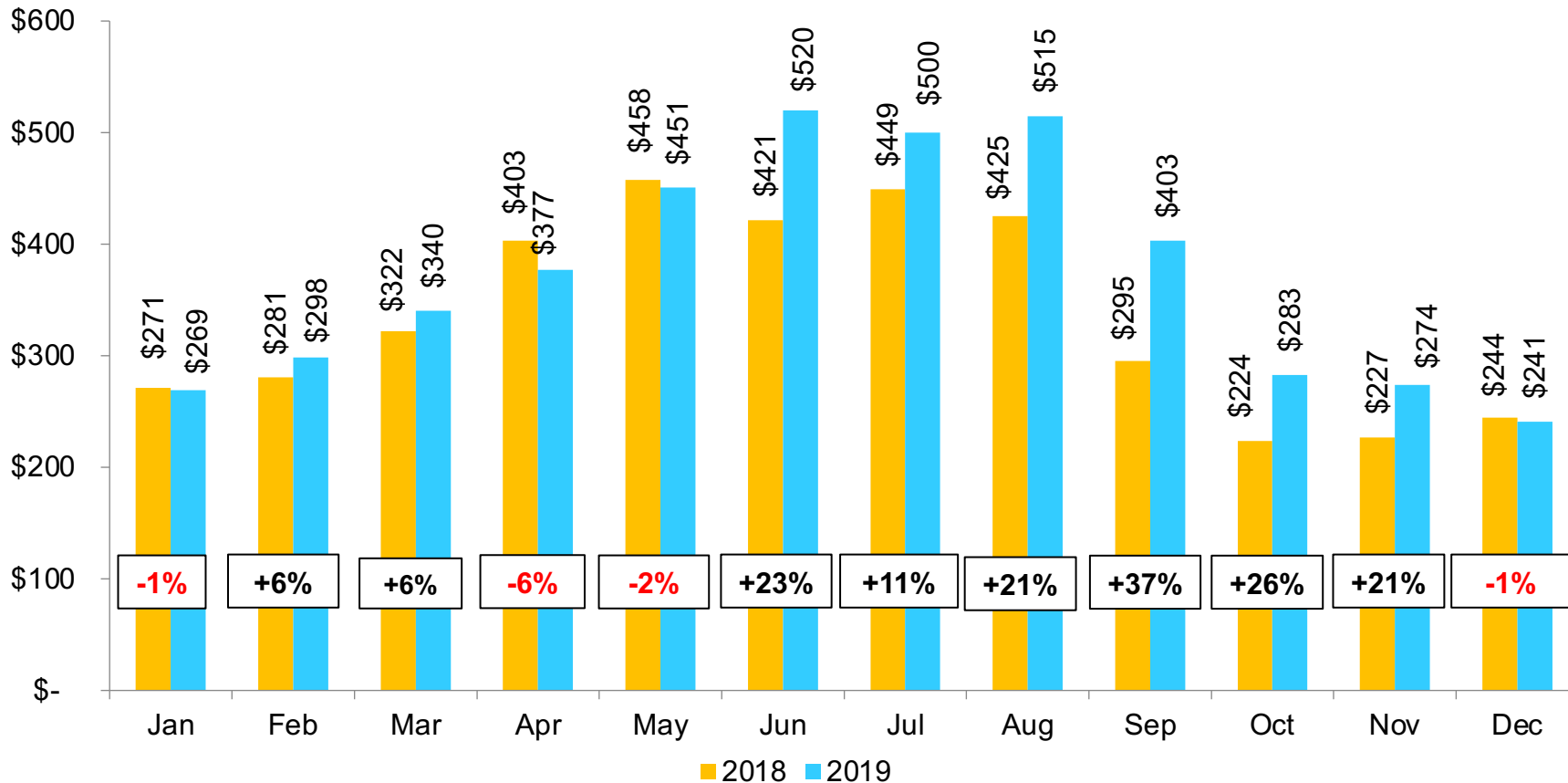


# PACIFIC

## MONTHLY MANGO SALES (MILLIONS)



# PACIFIC MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## SOUTH ATLANTIC

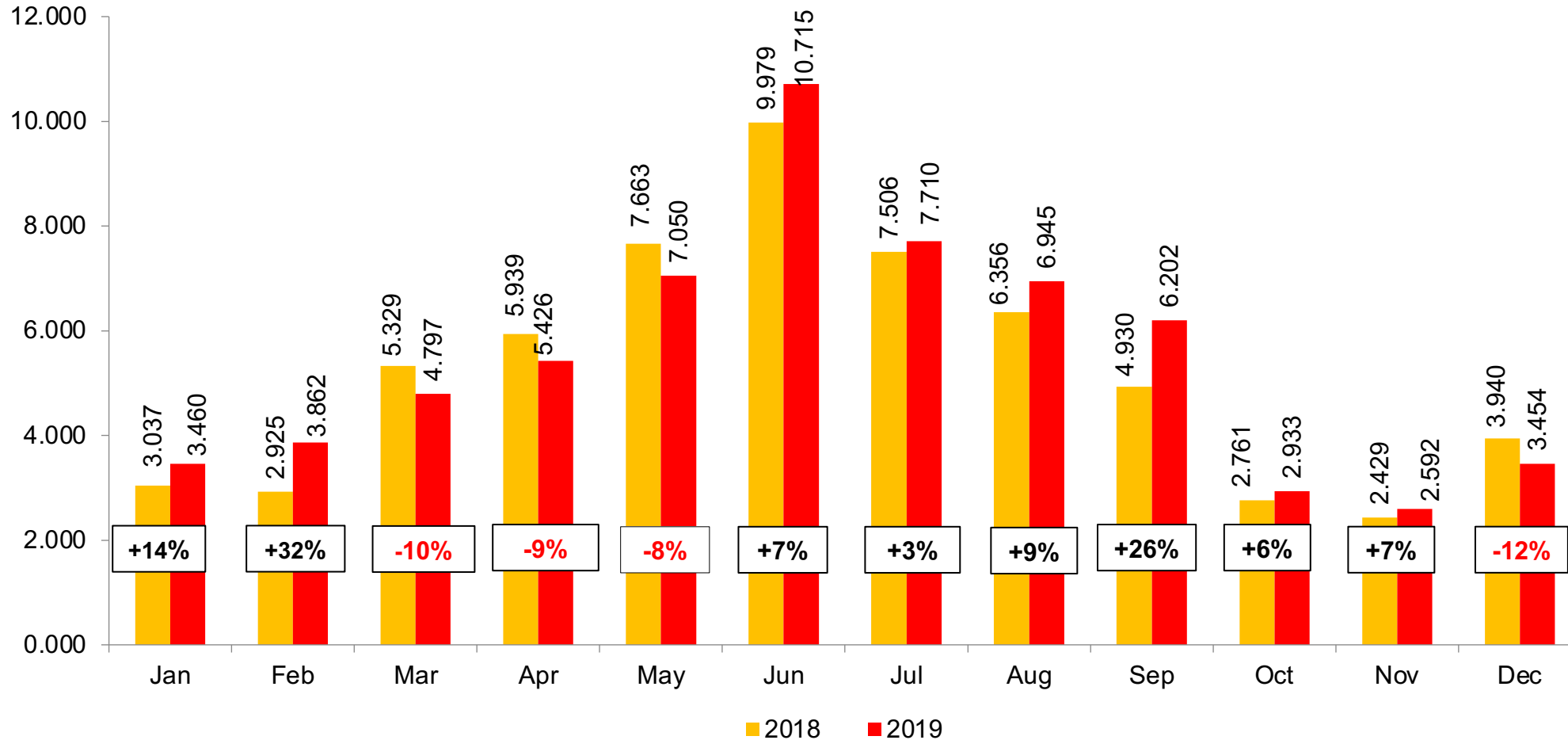
Florida  
 Georgia  
 South Carolina  
 North Carolina  
 West Virginia  
 Virginia  
 Maryland



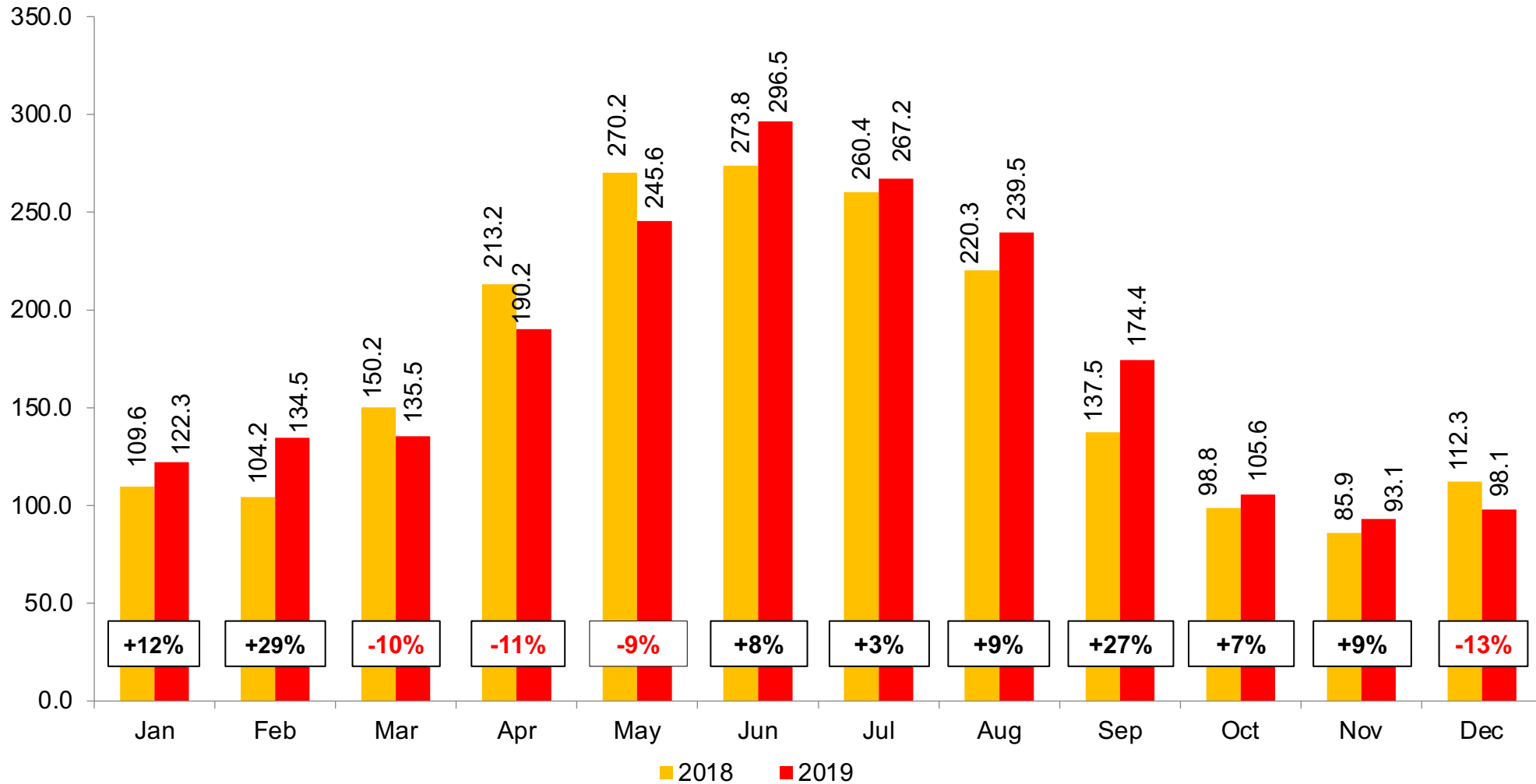
0.51%
\$189
176
\$1.08

Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

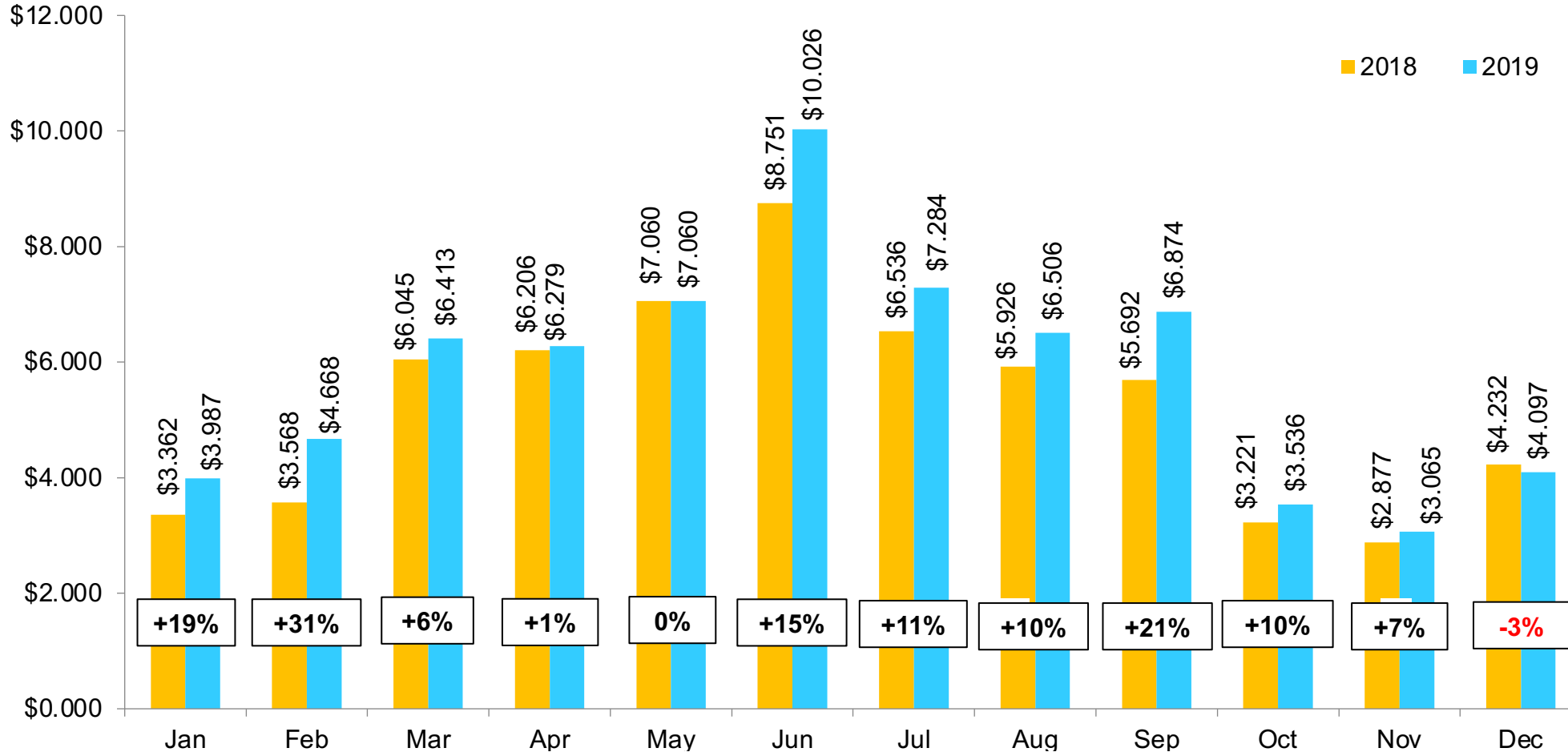
# SOUTH ATLANTIC MONTHLY MANGO VOLUME (MILLIONS)



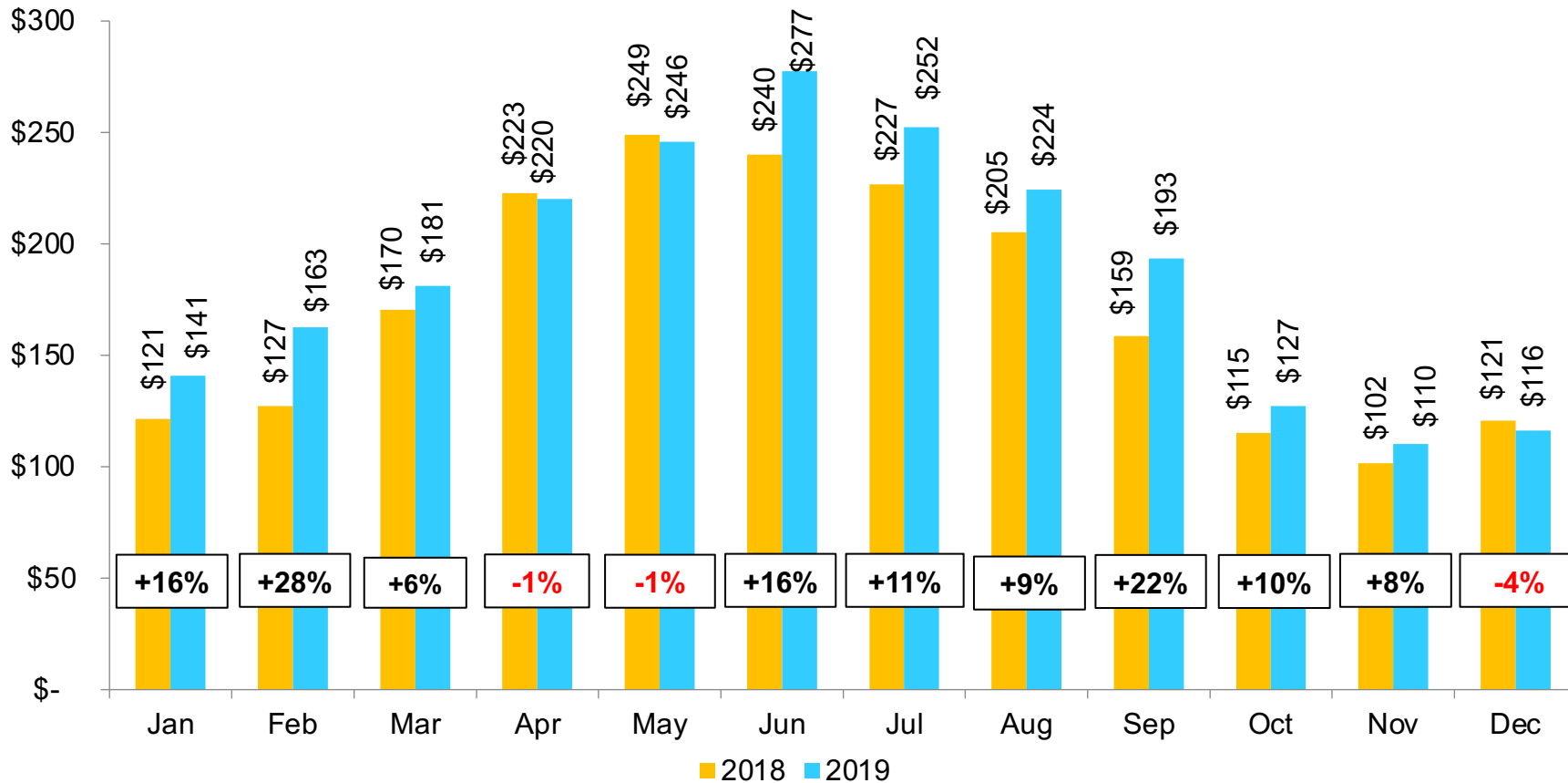
SOUTH ATLANTIC MONTHLY  
MANGO VOLUME/STORE/WEEK



# SOUTH ATLANTIC MONTHLY MANGO SALES (MILLIONS)



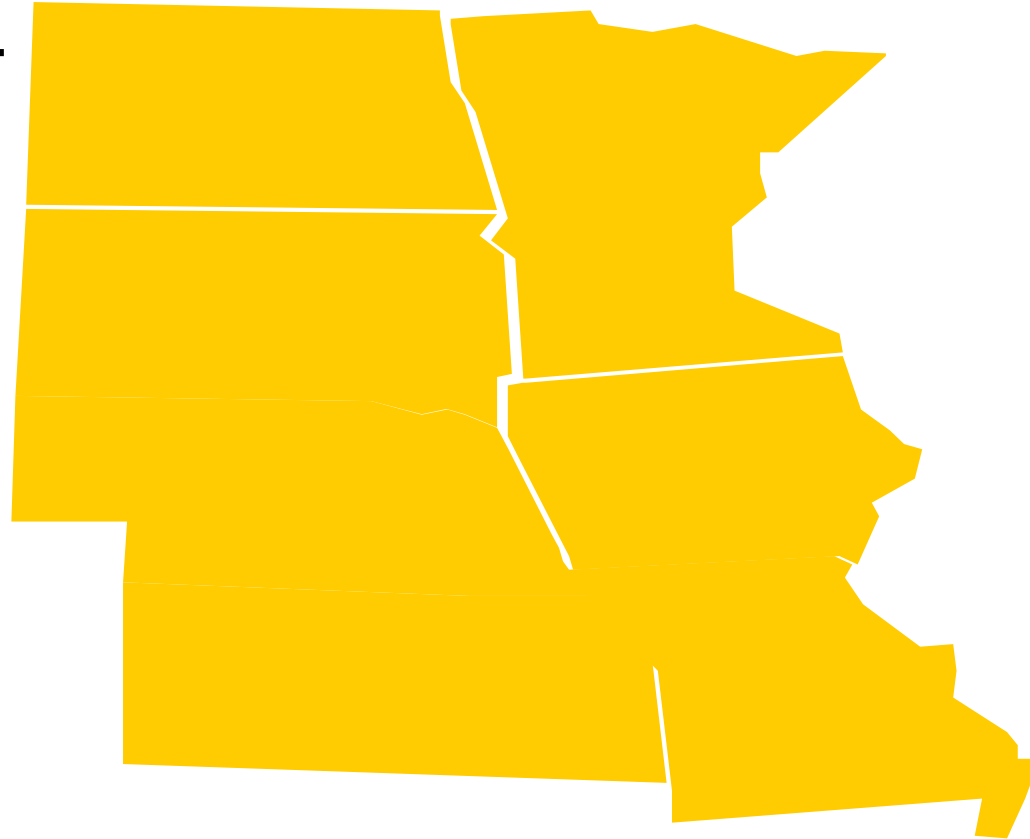
# SOUTH ATLANTIC MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## WEST NORTH CENTRAL

- North Dakota
- South Dakota
- Nebraska
- Kansas
- Minnesota
- Iowa
- Missouri

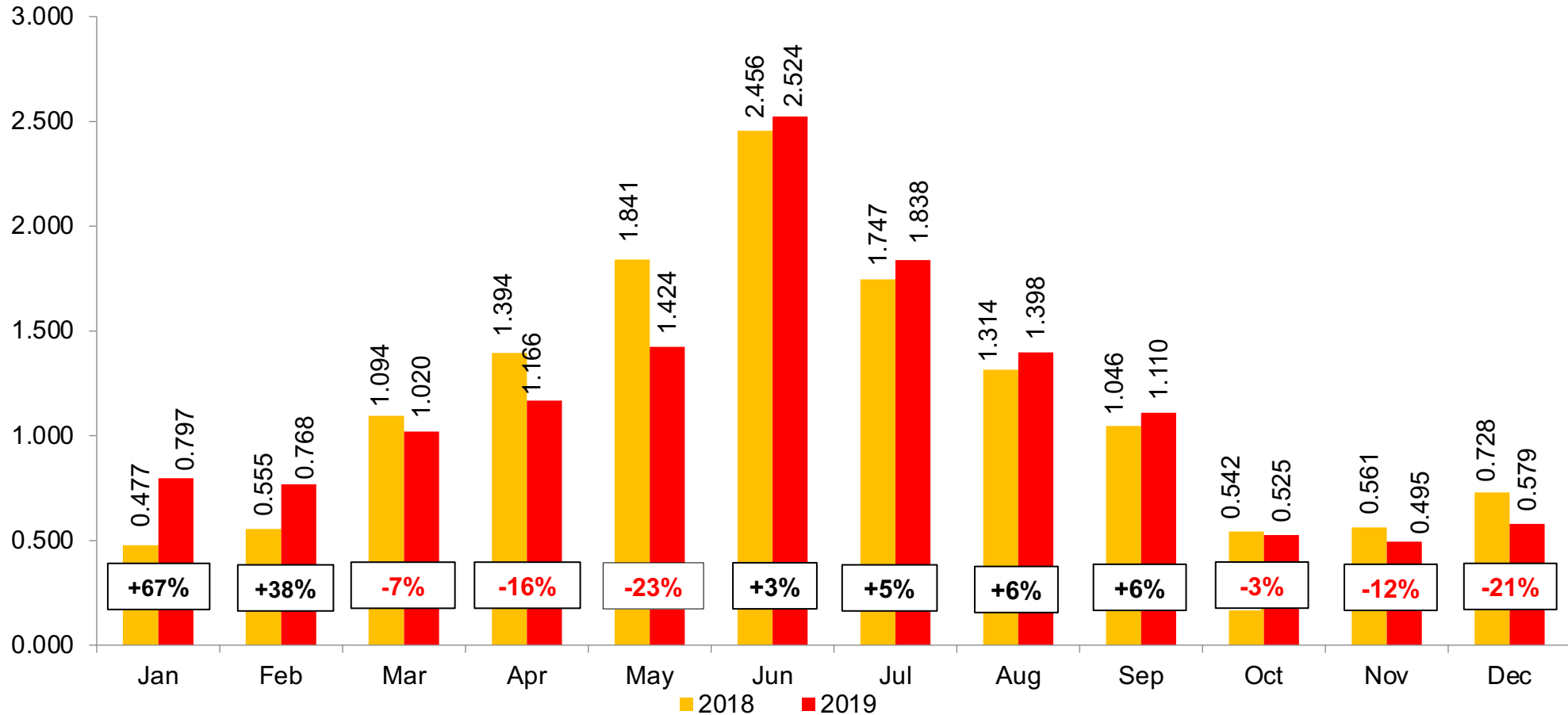


0.34%
\$113
110
\$1.02

Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

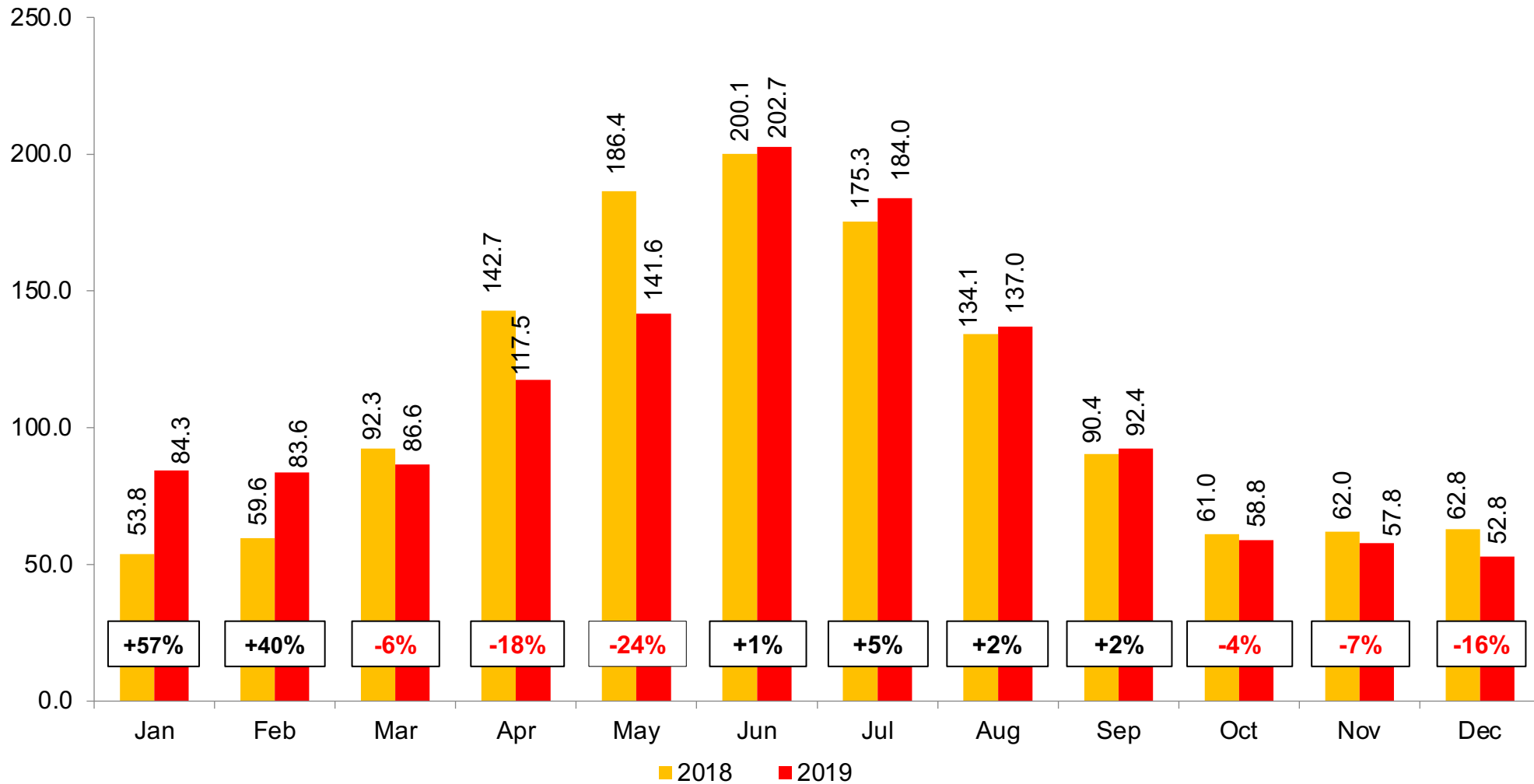


# WEST NORTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



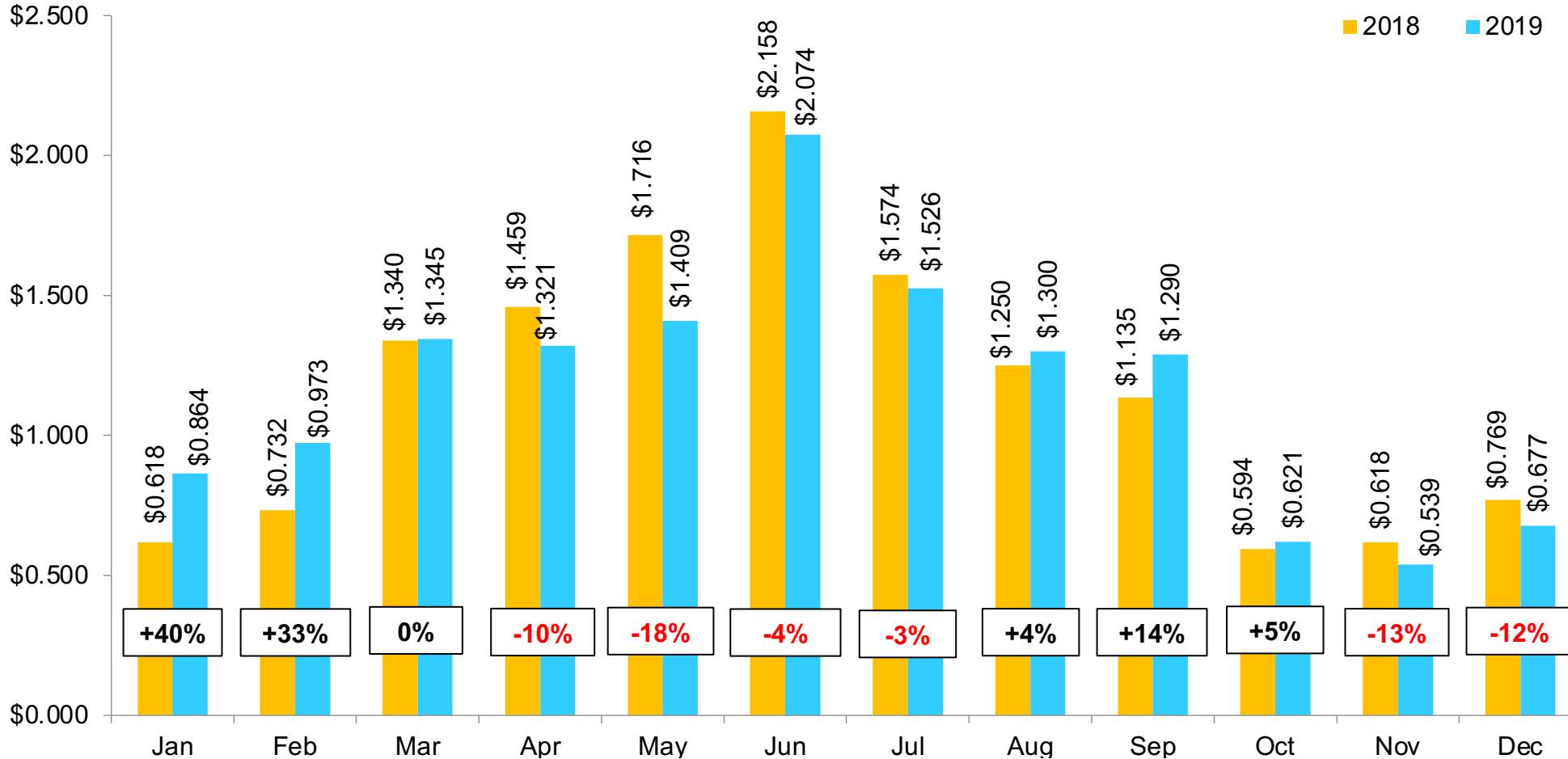
2019 MONTHLY VOLUME VELOCITY

WEST NORTH CENTRAL MONTHLY MANGO VOLUME/STORE/WEEK

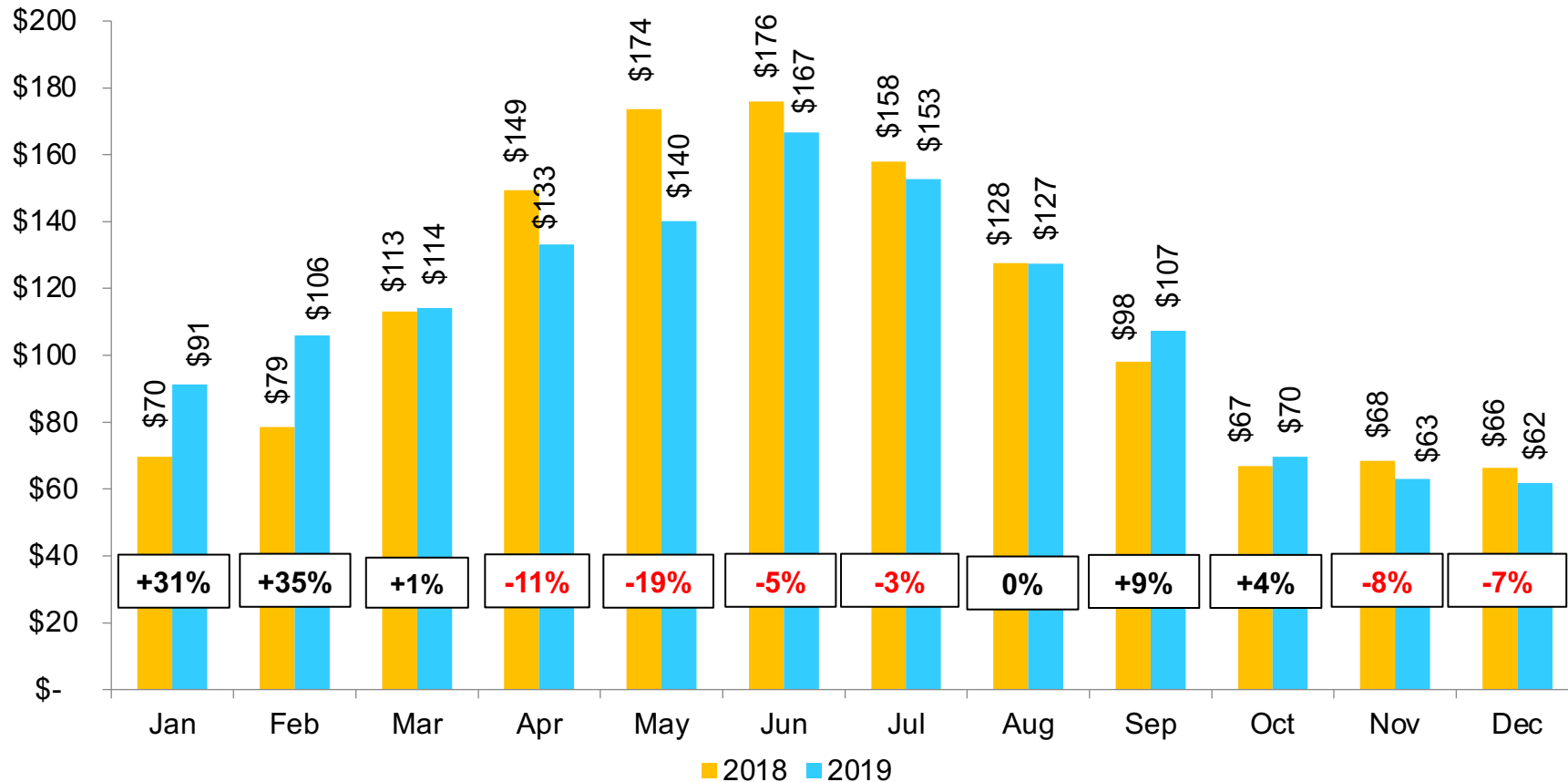


Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# WEST NORTH CENTRAL MONTHLY MANGO SALES (MILLIONS)



# WEST NORTH CENTRAL MONTHLY DOLLARS/STORE/WEEK



# REGIONAL OVERVIEW 2019 / VOLUME / SALES VELOCITY & AVG. RETAIL PRICE

## WEST SOUTH CENTRAL

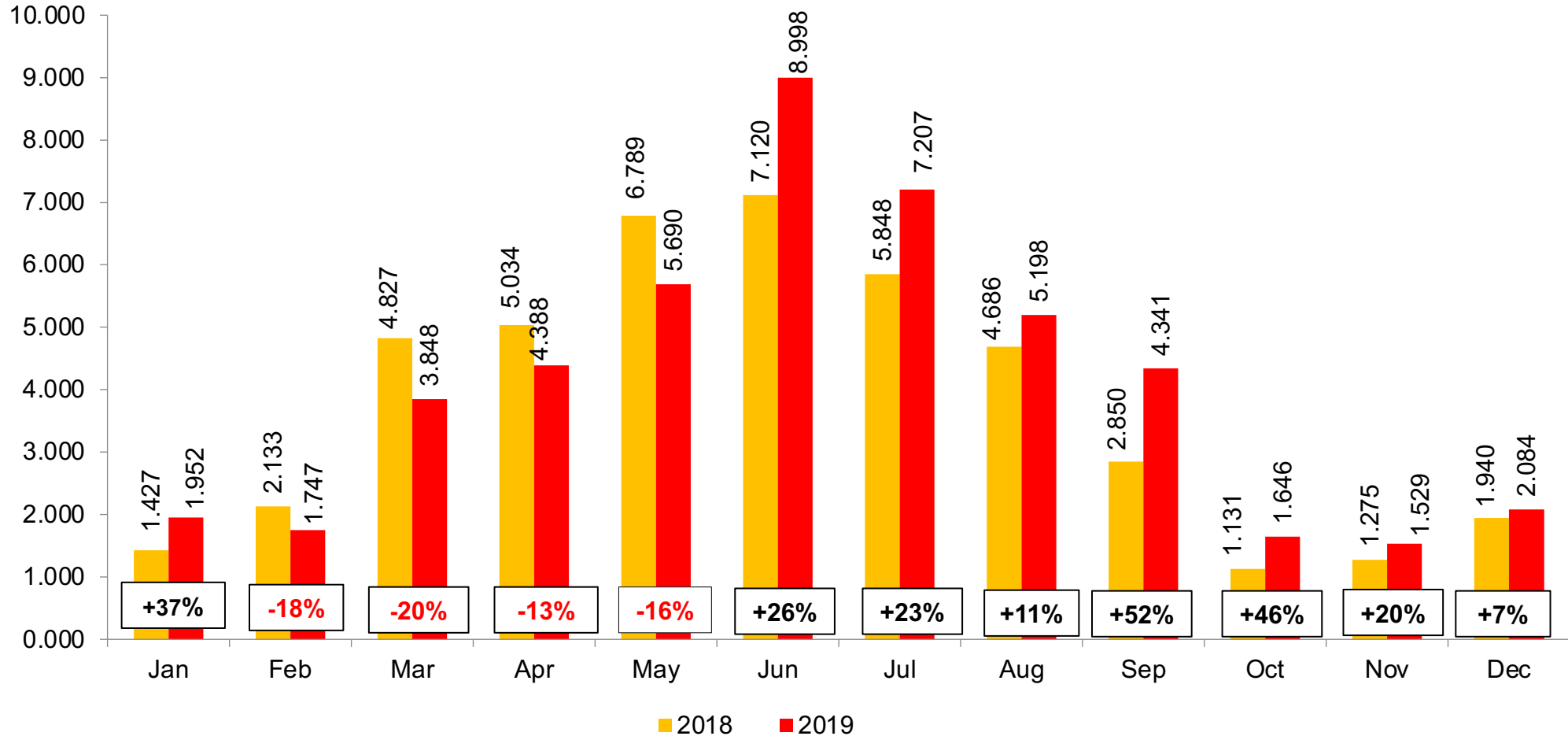
Oklahoma  
Texas  
Arkansas  
Louisiana



0.62%
\$214
285
\$.75

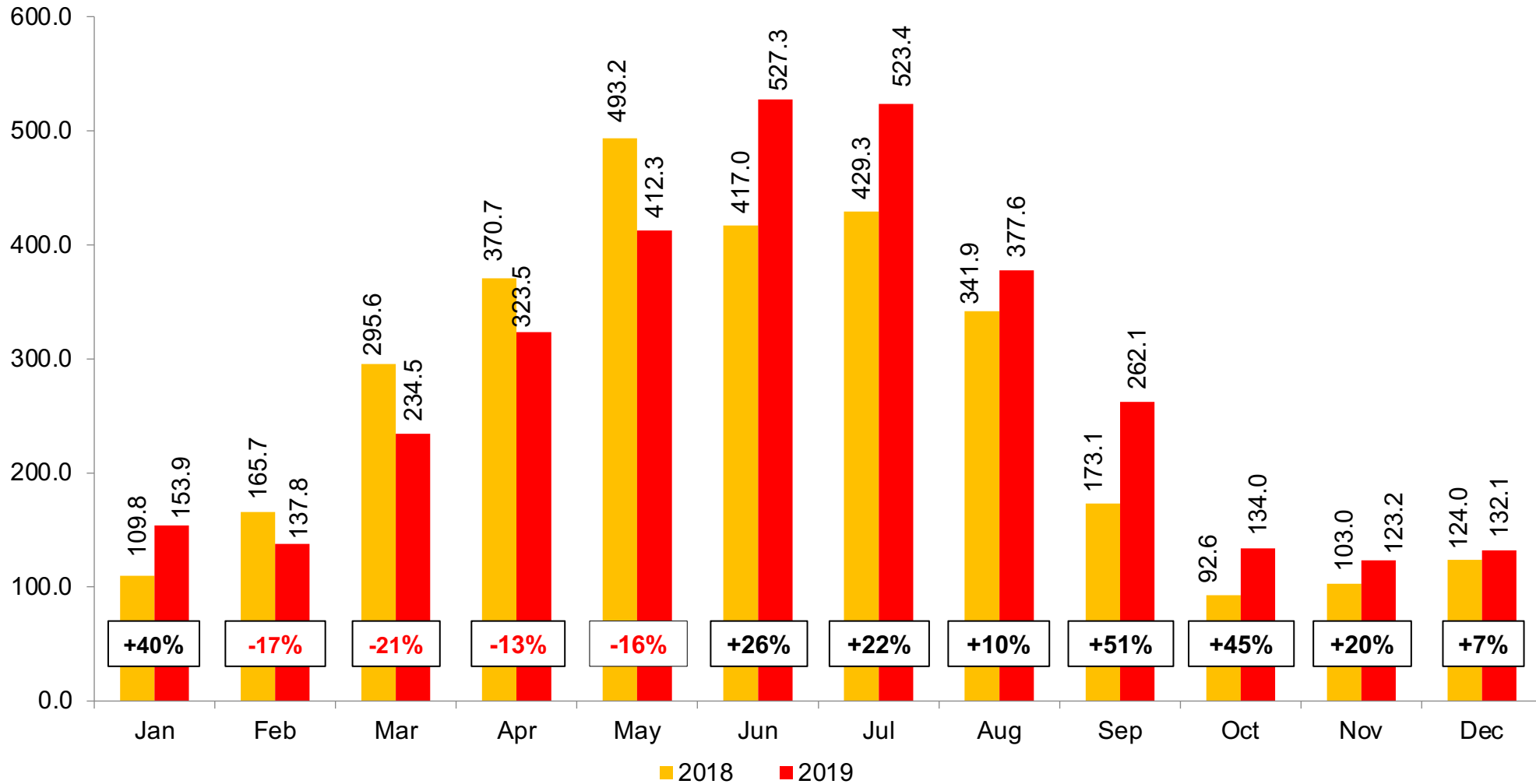
Legend	Total US
Dollars Contribution	0.52%
Dollars per Store/Week	\$212
Volume per Store/Week	227
Average Retail Price	\$0.94

# WEST SOUTH CENTRAL MONTHLY MANGO VOLUME (MILLIONS)



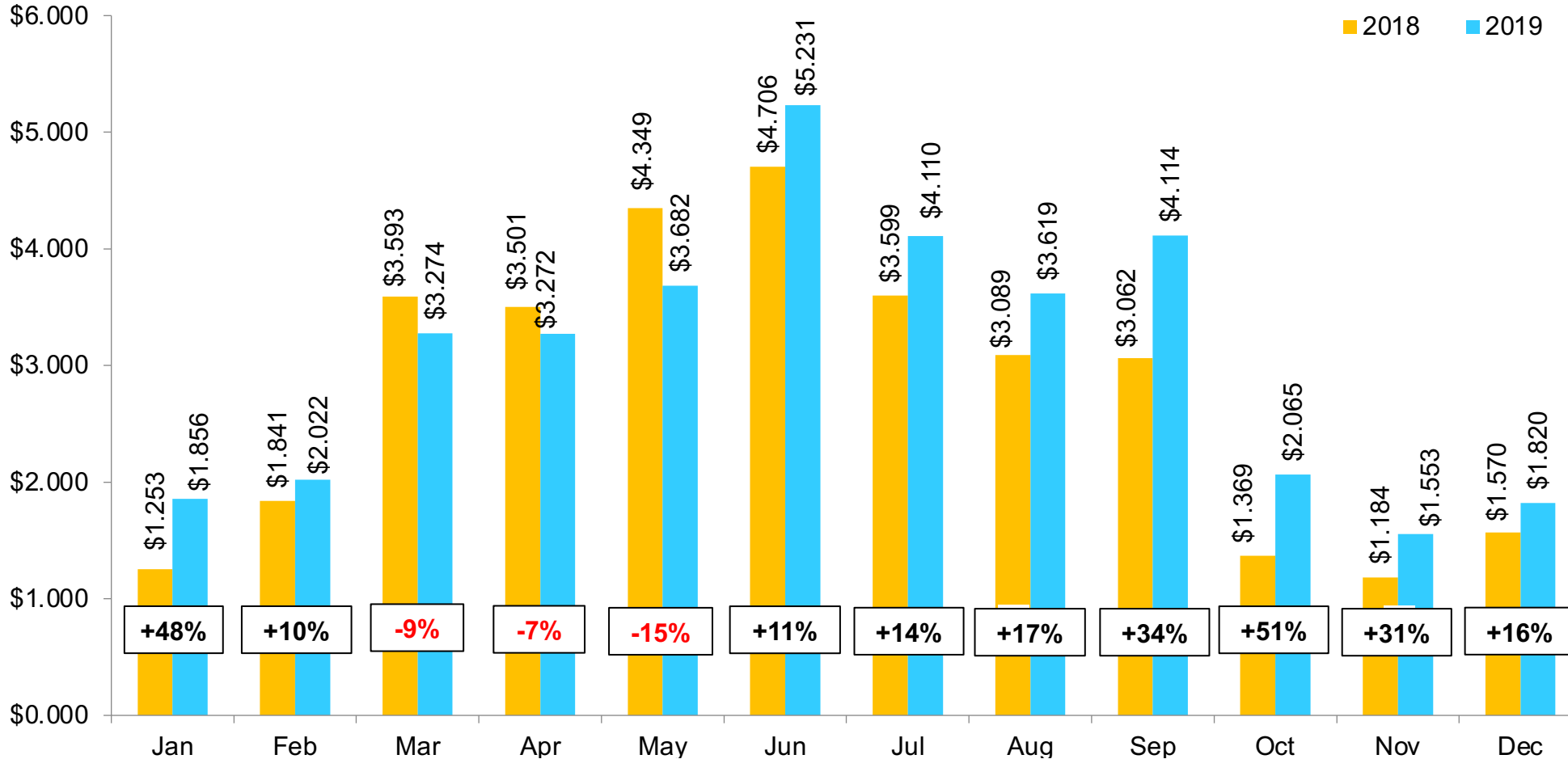
2019 MONTHLY VOLUME VELOCITY

WEST SOUTH CENTRAL MONTHLY MANGO VOLUME/STORE/WEEK



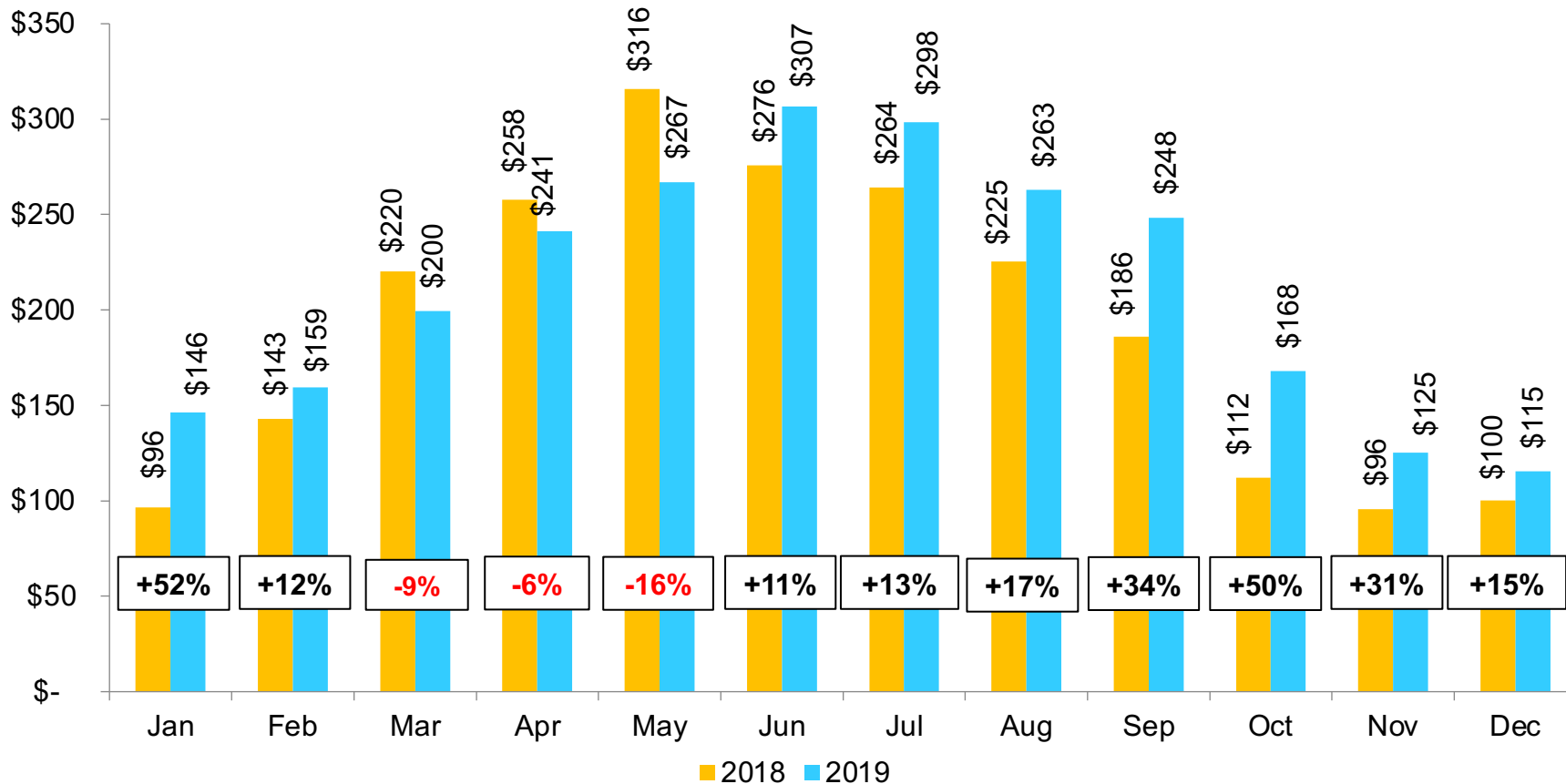
Sources: Nielsen Answers on Demand® - YE 2019 vs YE 2018 (52 weeks ending 12/28/19 vs 12/29/18); Total US xAOC

# WEST SOUTH CENTRAL MONTHLY MANGO SALES (MILLIONS)





# WEST SOUTH CENTRAL MONTHLY DOLLARS/STORE/WEEK





*Organic Performance*



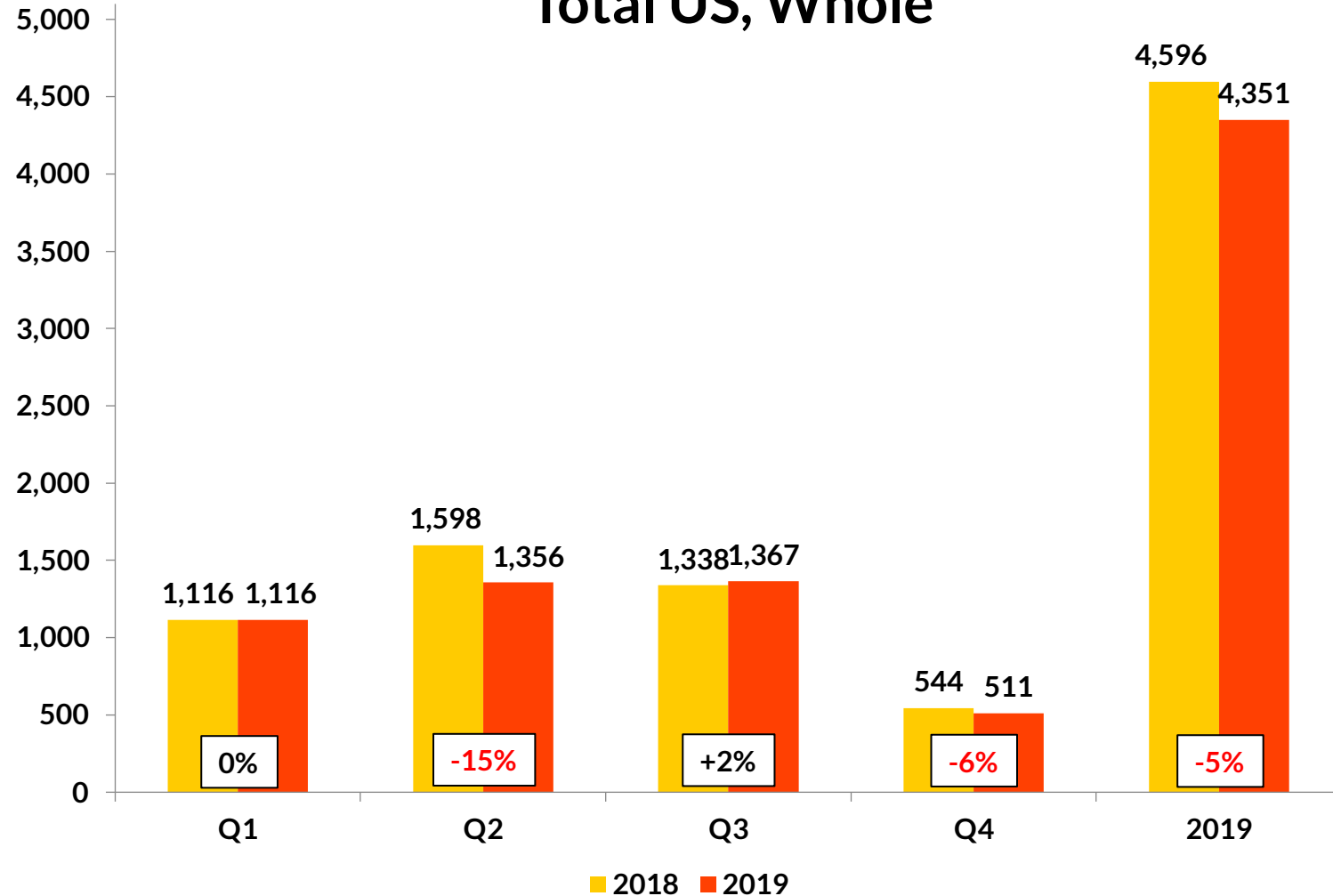
ORGANIC

## WHOLE ORGANIC VOLUME

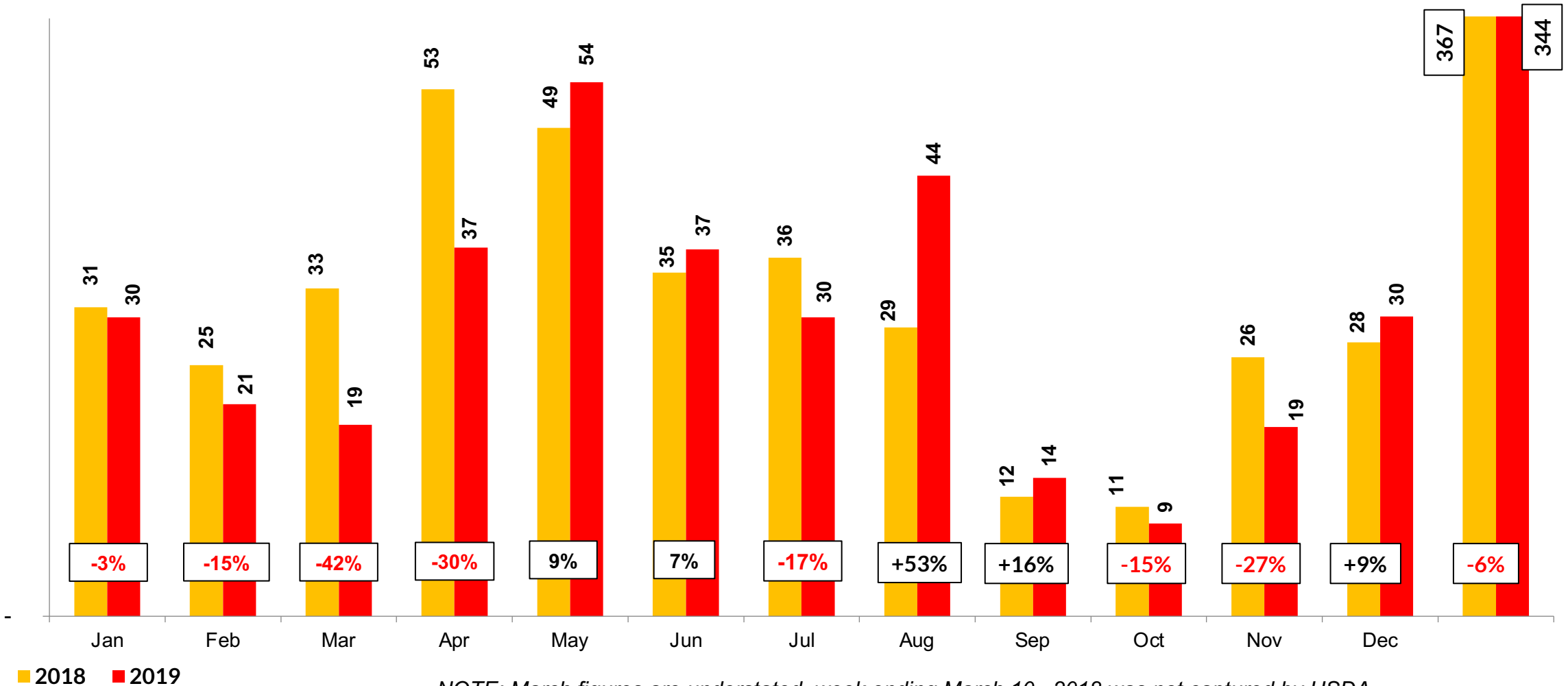
In 2019, organic volume was down, -5%.

Q3 was the only quarter with growth (+2%) in 2019.

### Quarterly Organic Volume in Thousands Total US, Whole



# 2019 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.