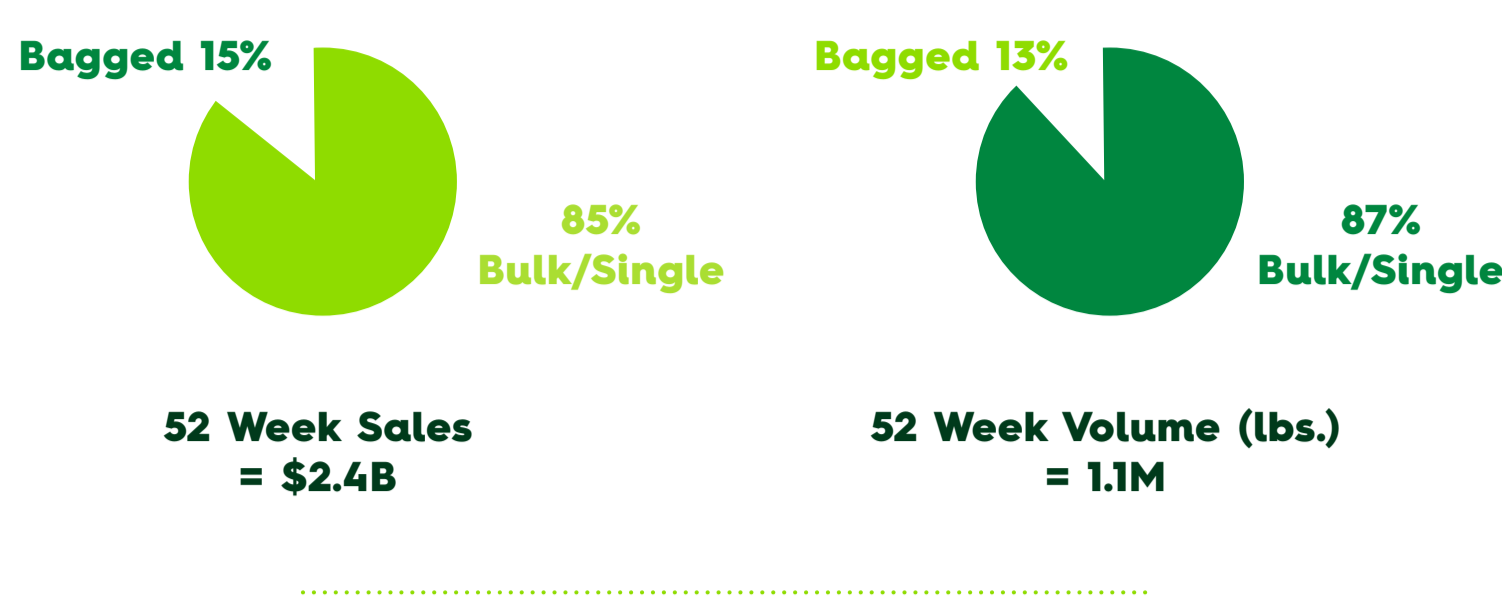


Bagged Avocados GAIN HUGE MOMENTUM

A LOOK AT HOW BAGGED AVOCADOS HAVE BECOME SO IMPORTANT TO CONSUMERS DURING COVID-19

CATEGORY GROWTH DURING COVID-19



HEALTHY BAG & BULK VOLUME GROWTH WITH NO SIGNS OF ASSORTMENT CANNIBALIZATION

Total U.S. xAOC 52 Week \$ Sales Growth¹

	%	\$ Sales Gain vs. YAG
BAGGED	18%	+\$55.7M
BULK/SINGLE	3%	+\$50.5M
TOTAL/AVOCADO	5%	+\$106.3M

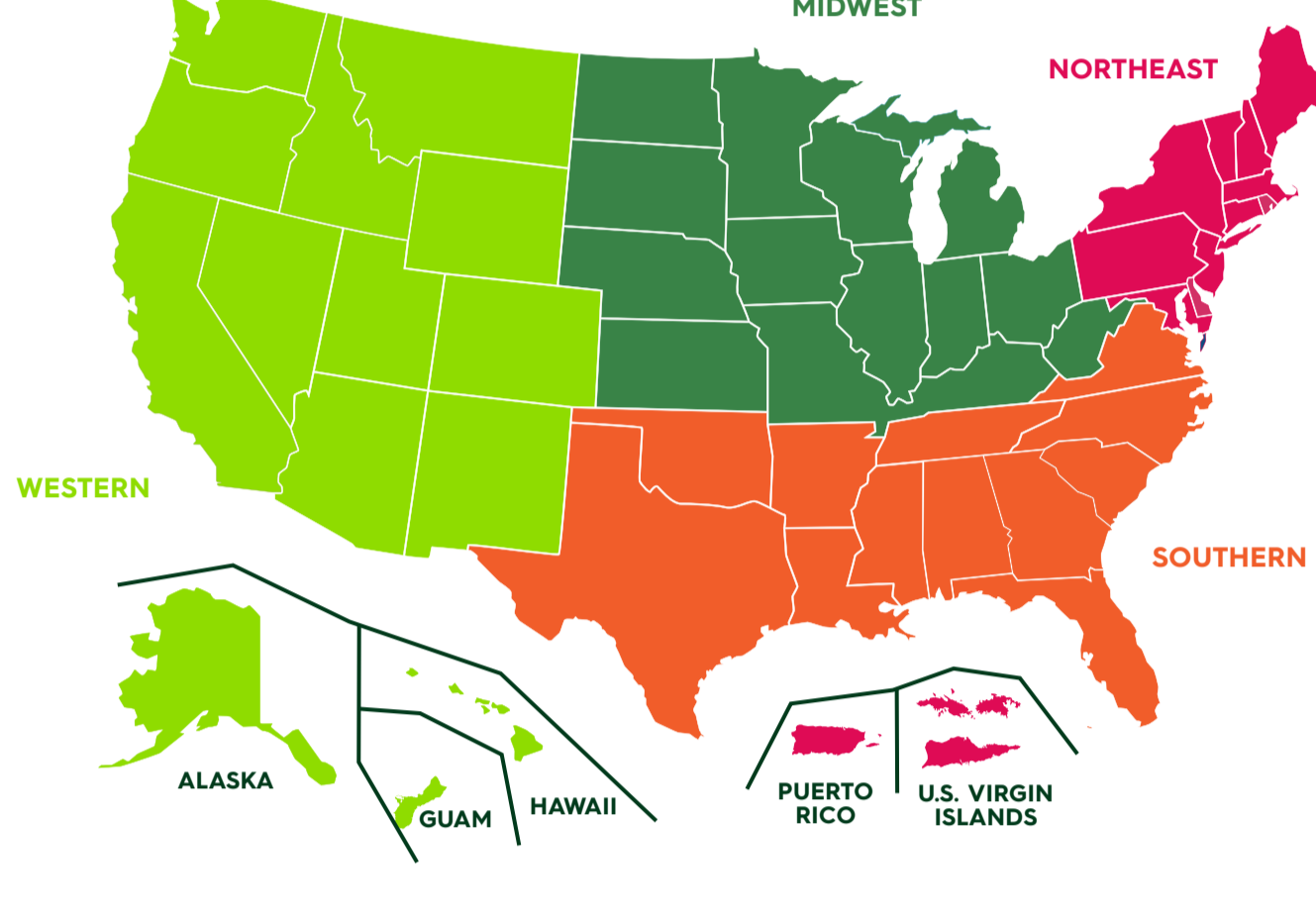
Total U.S. xAOC 52 Week Volume (lbs.) Sales Growth¹

	%	Vol Sales Gain vs. YAG
BAGGED	36%	+37.8M
BULK/SINGLE	11%	+90M
TOTAL/AVOCADO	13%	+127.8M



WIDE REGIONAL GROWTH

Southern region has largest bag share with 16%. However, all regions have room to grow.



Bulk vs. Bag Volume Share % (L52W)²

	TOTAL	WESTERN	SOUTHERN	NORTHEAST	MIDWEST
BULK	87%	89%	84%	86%	88%
BAG	13%	11%	16%	14%	12%

Volume % Change vs YAG Bulk vs. Bag by Regions²

	WESTERN	SOUTHERN	NORTHEAST	MIDWEST
BULK	7%	13%	14%	11%
BAG	39%	26%	59%	31%

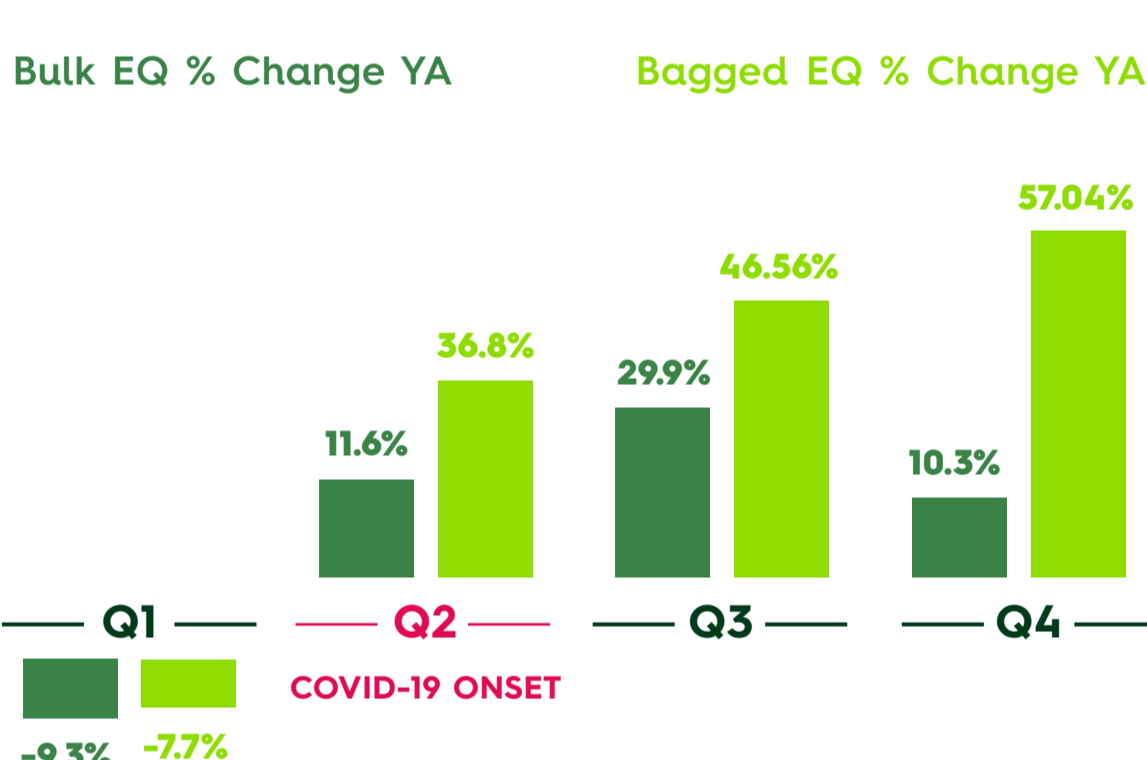
Sales % Change vs YAG Bulk vs. Bag by Regions²

	WESTERN	SOUTHERN	NORTHEAST	MIDWEST
BULK	-2%	3%	11%	5%
BAG	23%	9%	35%	15%

ACCELERATED GROWTH

The impact of COVID-19 did not slow the acceleration of bagged avocados.

Total U.S. xAOC Bulk vs. Bagged Volume (in MM lbs) % Change vs. YAG³



While bulk avocados still matter, there seems to be a shift to bags due to:



BETTER VALUE



SAFETY



FASTER TO PICK

CONSUMERS ARE LOOKING FOR COST-EFFECTIVE OPTIONS THAT PROVIDE VALUE AND SAFETY

As a result, many are looking for stores that offer bagged avocados.

COVID-19 Related Motivations

I am buying bags of avocados because...



BETTER VALUE

33%

...BAGS ARE A BETTER VALUE

43%

...HEAVY + SUPER BUYERS



SAFETY

29%

...BAGS ARE SAFER TO BUY AND EAT

29%

...BAGS ARE FASTER TO PICK

SINCE COVID-19 BEGAN, BAGGED AVOCADO SHARE HAS GROWN FROM 11% YAG TO 13.7 YTD⁴

OPPORTUNITY

Create an avocado bag destination (or display) with solutions that showcase the value of the bag to shoppers



Bagged & Bulk Avocado Floor Stand



Bagged Avocado Impulse Solution



Avocado Bag Stand

To learn how AFM can support your growing bag business and more, contact your Regional Director for merchandising and other consumer marketing solutions.

Source: 1. Nielsen TABS - Quick TABS - 52 Weeks Ending 01/23/21 Hass Avocados. 2. Source: Nielsen xAOC & Regions/TABS Quick TABS - week ending 1/23/21 Hass Avocados. 3. Nielsen xAOC Weeks ending 12/26/2020 Whole Hass Avocados; xAOC is defined as "eXtended All Outlet Combined." It includes the following channels: Food/Grocery, Drug, Mass Merchandisers, Walmart, Club Stores (BJ's and Sam's), Dollar Stores (Dollar General, Family Dollar, Fred's Dollar), Military DECA (commissaries). AFM COVID Qualitative 2020; AFM COVID Forecast Study 2020. 4. Nielsen xAOC - Year to Date 2/29/20 - 1/23/21 vs. YAG 3/2/19 - 1/25/20.

