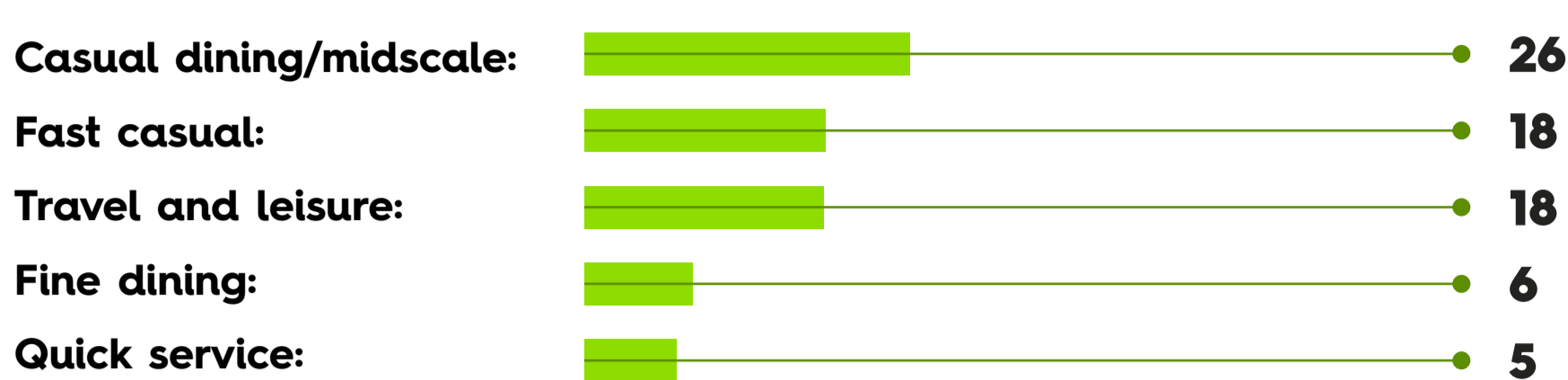




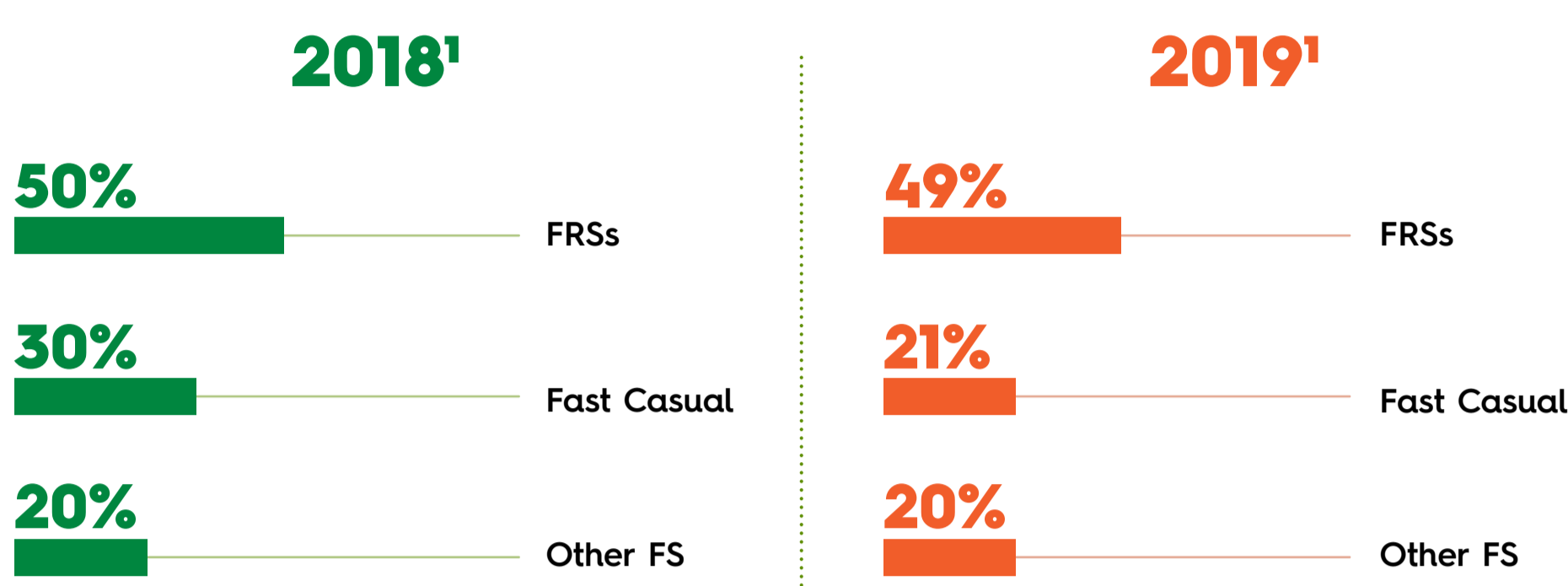
CASUAL DINING AND FAST CASUAL FOOD SEGMENTS Are Driving Avocado Growth

Since 2015, casual dining/midscale, fast casual, and travel and leisure segments have driven whole fresh avocado growth.

MM POUND CHANGE IN AVOCADO VOLUME FROM 2015-2018:¹

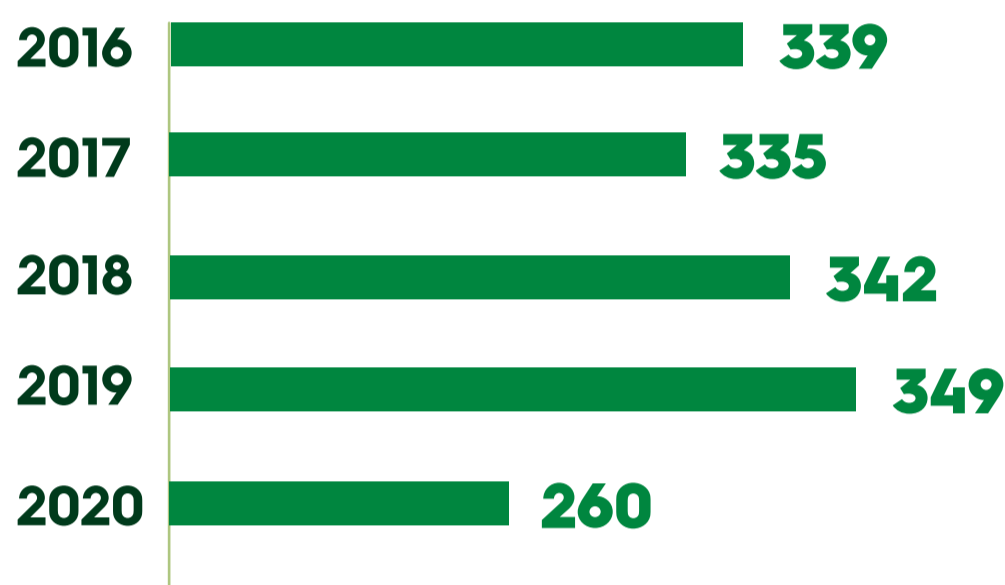


FSRs and fast Casual Restaurants HAVE A LARGE SHARE OF FOODSERVICE AVOCADOS:

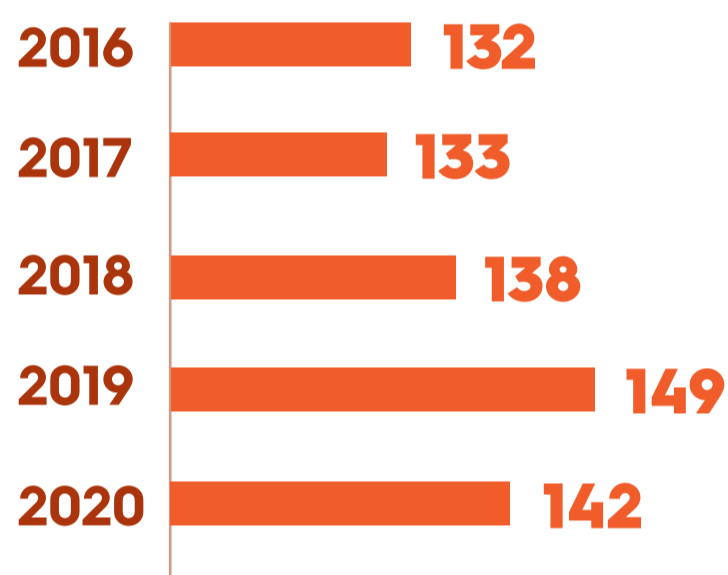


ALTHOUGH MOST SEGMENTS ARE EXPERIENCING 5-YEAR FRESH-WHOLE AVOCADO VOLUME LOWS DUE TO COVID-19, THE LIMITED-SERVICE RESTAURANT SECTOR HAS ENDURED (FAST CASUAL AND QUICK SERVICE):³

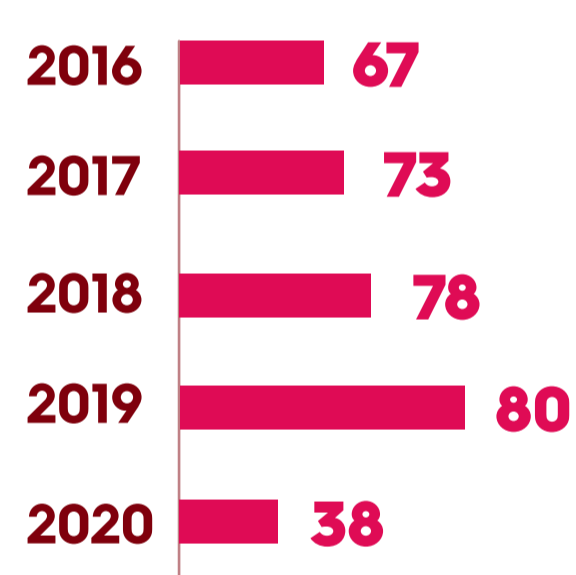
Casual dining/midscale (MM pounds):³



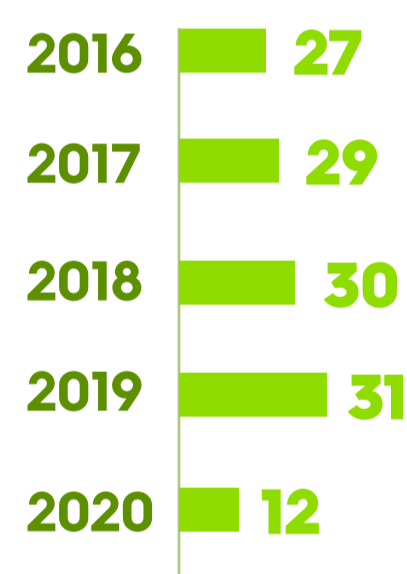
Fast Casual (MM pounds):³



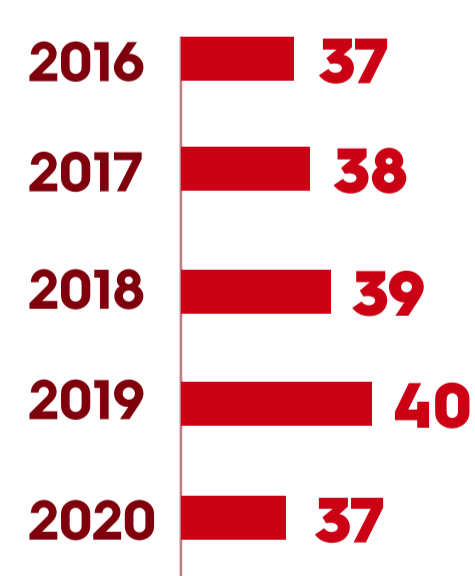
Travel and Leisure (MM pounds):³



Fine Dining (MM pounds):³



Quick Service (MM pounds):³



CASUAL DINING/MIDSCALE RESTAURANTS AND TRAVEL AND LEISURE WERE BOTH HIT HARD BY COVID-19.

Despite representing

60%

of total fresh avocado volume in 2019,

these segments accounted for

72%

of fresh whole avocado pound loss in 2020.³

48%

of fast casual and casual dining/midscale operators say COVID-19 has impacted fresh avocado usage.

For more information and ways to grow your business, contact the AFM foodservice team



Sources: 1. AFM Foodservice Volumetric Update 2018. 2. AFM U.S. Volumetric Update: 2019. 3. AFM 2020 U.S. Avocado Volumetric Update, Jan. 2021.