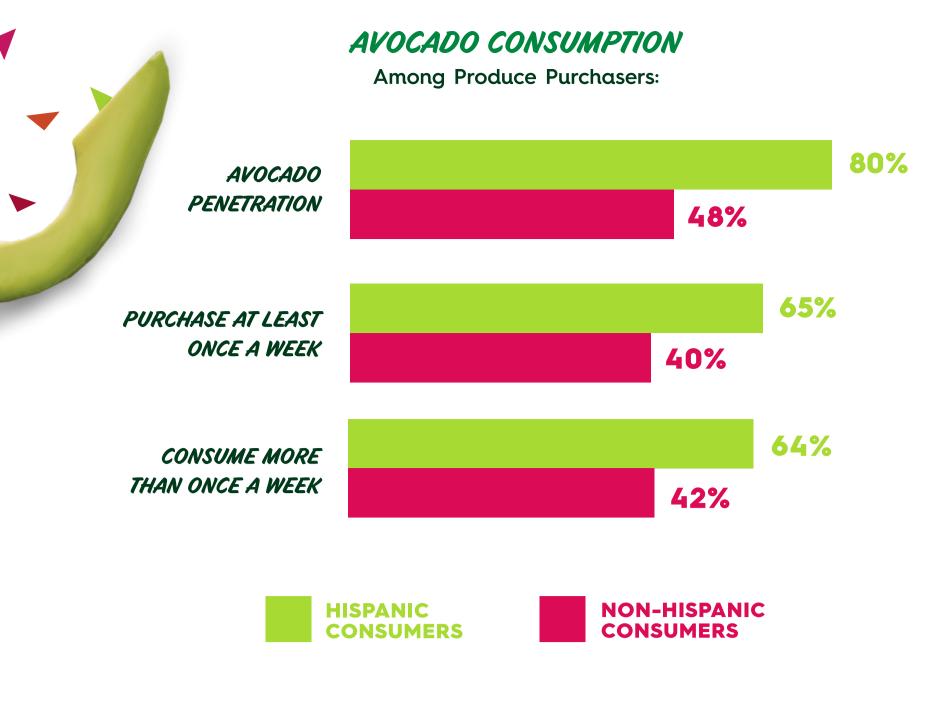
HOW AVOCADO USAGE COMPARES TO OTHER PRODUCE

Fresh produce such as bananas, tomatoes, and apples are consumer staples, with around 80% penetration among Hispanic and non-Hispanic consumers. AVOCADOS ARE ESPECIALLY POPULAR WITH HISPANIC SHOPPERS — THEY PURCHASE NEARLY AS MANY AVOCADOS AS BANANAS, THEIR NO. 1 PRODUCE!



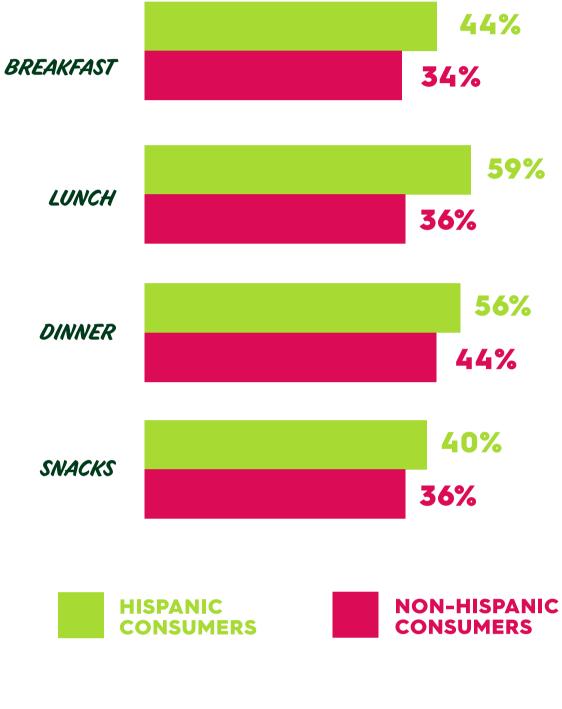
Compared To Other Produce Imagery In Both Markets, Avocados Rank Highly For:

WHY AVOCADOS?



Avocados are more broadly consumed during lunch and dinner.

AVOCADO CONSUMPTION BY TIME OF DAY & MEAL TYPE



replaceable with other food. NON-HISPANIC PURCHASERS SEE AVOCADOS AS MORE VERSATILE THAN HISPANIC PURCHASERS.

PRODUCE IMAGERY

Avocados are more versatile than other produce, being the top produce

for having a wide variety of uses and the fruit that is the least

VERSATILITY ACROSS EATING OCCASIONS Non-Hispanic Hispanic **Purchasers Purchasers**

AVOCADO

42%

54%

52% 49% PACKAGED/WASHED SALAD 42% 46% **GREEN BEANS** 51% 43% **BERRIES** 49% 36% **TOMATOES** 47% 38% **BANANAS** 45% 39% **PINEAPPLE** 53% 45% CITRUS

25% 35% AVOCADO

PACKAGED/WASHED SALAD 19%

THE IRREPLACEABLE AVOCADO

HISPANIC AND NON-HISPANIC PURCHASERS BOTH PERCEIVE AVOCADOS TO BE

MORE IRREPLACEABLE THAN OTHER FOODS.

Hispanic

Purchasers

Non-Hispanic

Purchasers

19%

| 13% | GREEN BEANS | 15% |
|------|-------------|------|
| 1376 | GREEN DEANS | 13/6 |
| 32% | BERRIES | 21% |
| 25% | TOMATOES | 22% |
| 25% | BANANAS | 19% |
| 22% | PINEAPPLE | 17% |

panic (NH) Produce Purchasers, ages 18-65, 30% male/70% female, U.S. nationwide; n=595 Hispanic Produce Purchasers, ages 18-65, 31% male/69% female, U.S. nationwide)

CITRUS

13%

25%