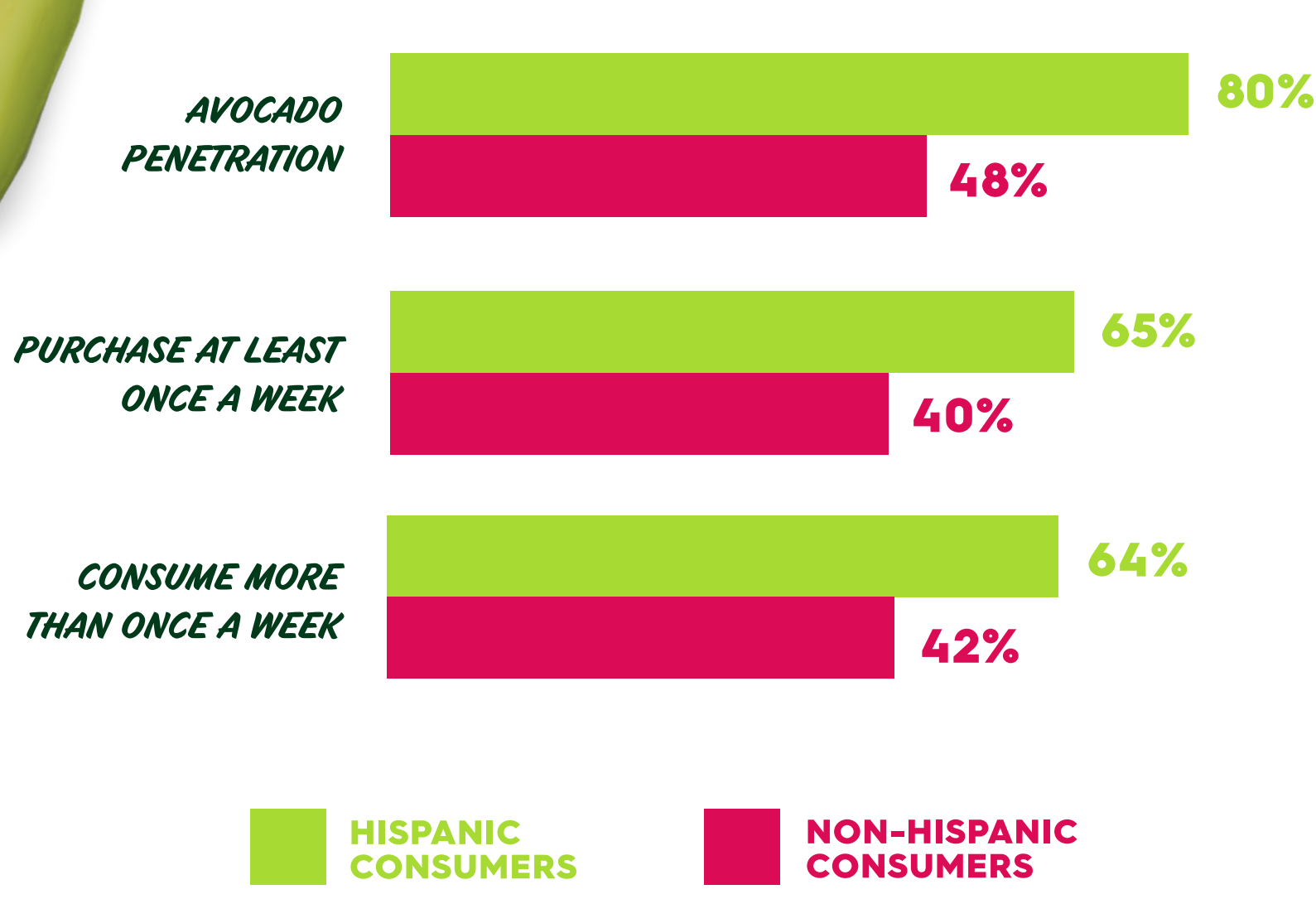


HOW AVOCADO USAGE COMPARES TO OTHER PRODUCE

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!**

AVOCADO CONSUMPTION

Among Produce Purchasers:



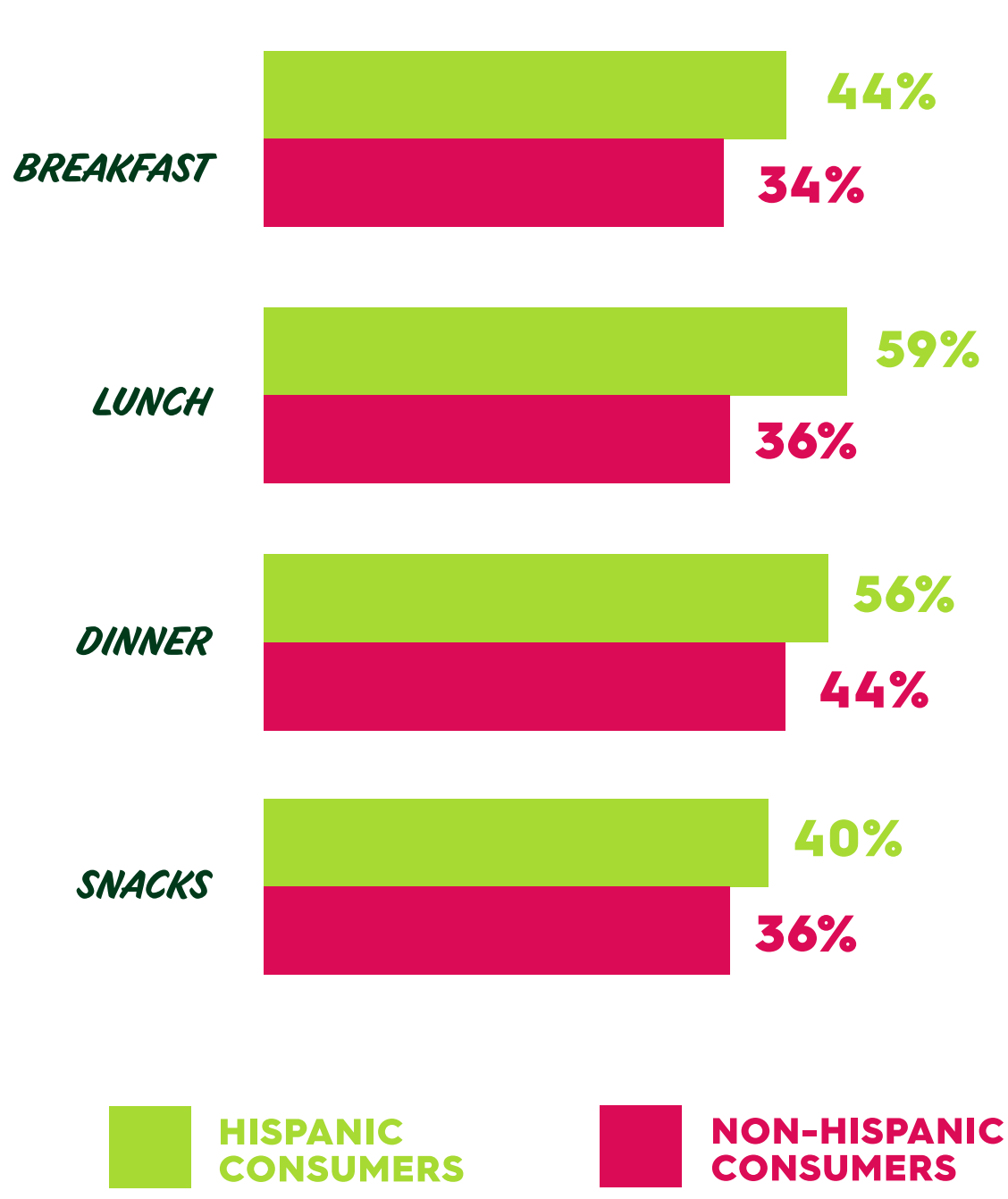
WHY AVOCADOS?

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



AVOCADO CONSUMPTION BY TIME OF DAY & MEAL TYPE

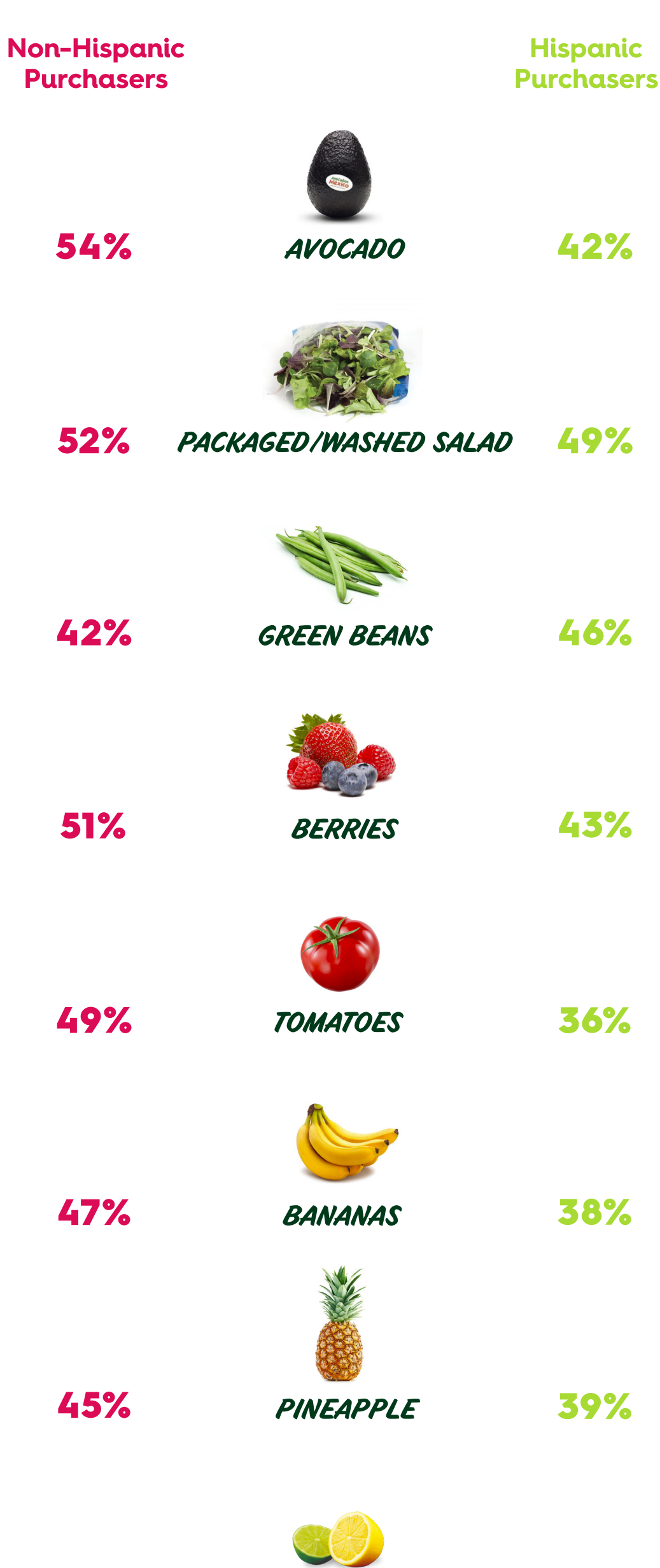
Avocados are more broadly consumed during lunch and dinner.



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

VERSATILITY ACROSS EATING OCCASIONS



THE IRREPLACEABLE AVOCADO

HISPANIC AND NON-HISPANIC PURCHASERS BOTH PERCEIVE AVOCADOS TO BE MORE IRREPLACEABLE THAN OTHER FOODS.

