

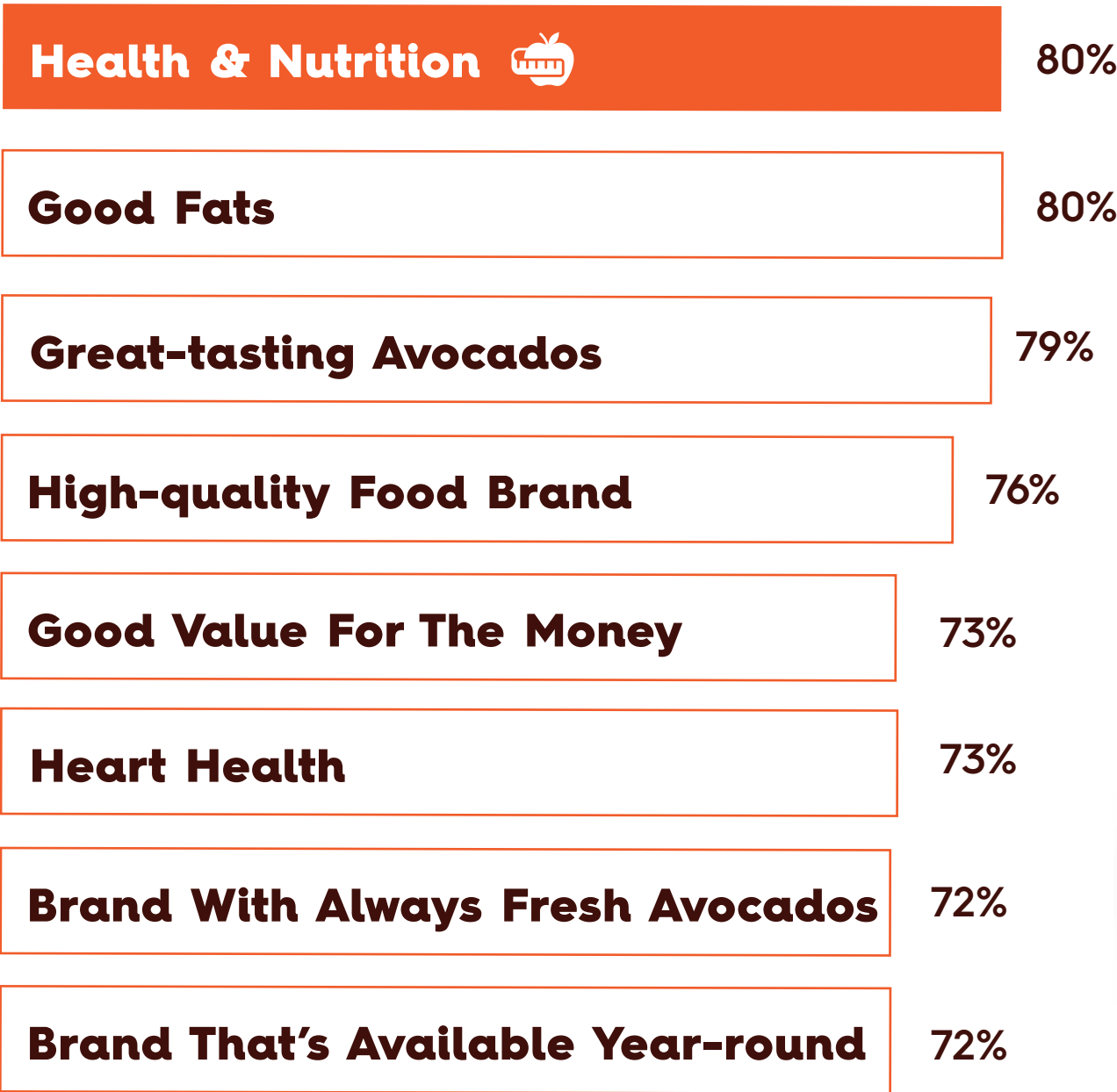


Health, Taste, Convenience, and Other AVOCADO ASSOCIATIONS

When it comes to making healthy meal decisions with ingredients that are nutritious and quick to prepare, avocados are key players.¹

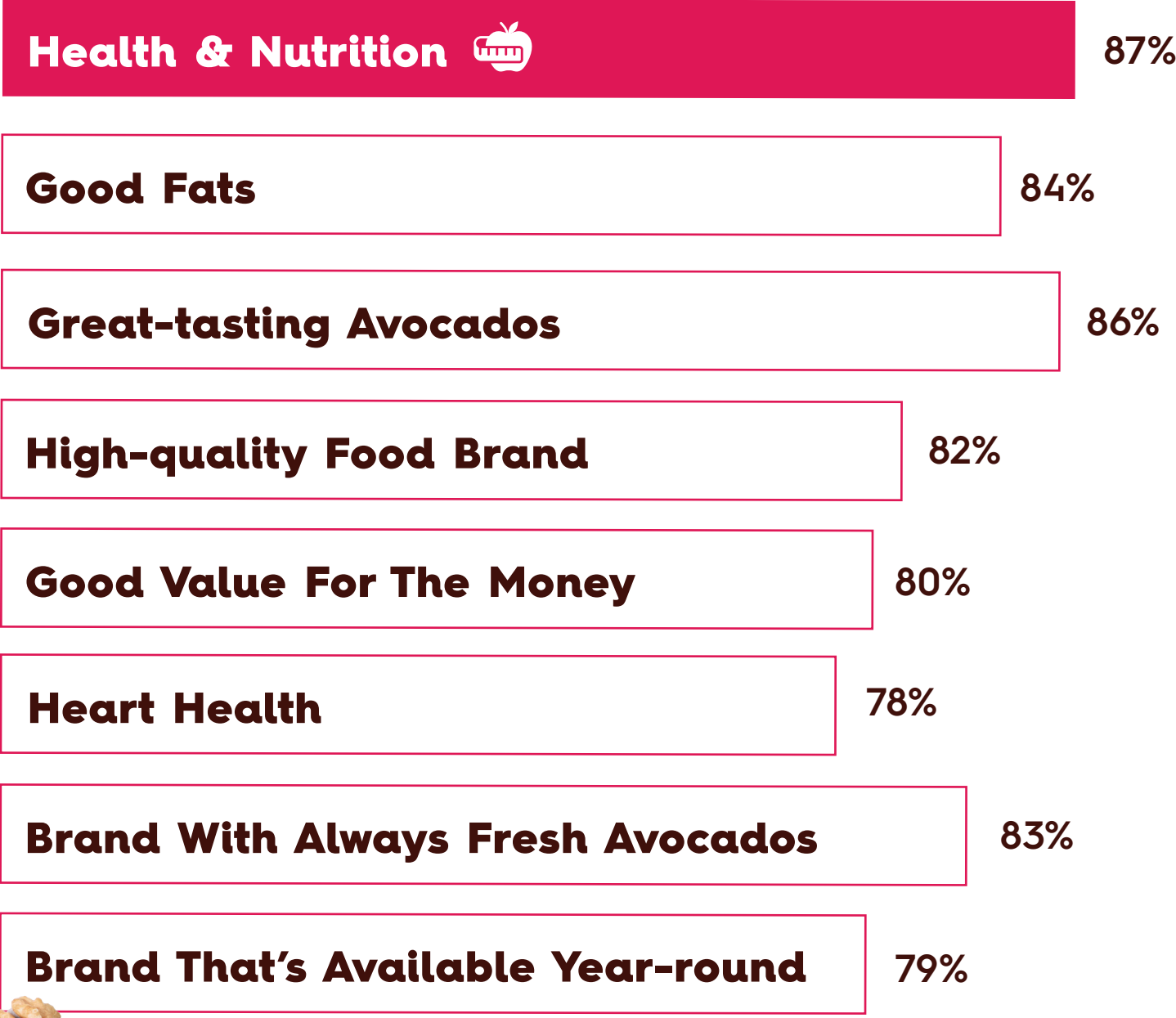
ASSOCIATIONS for GENERAL MARKET¹

Among 2,388 consumers aware of the brand, the General Market associates Avocados From Mexico with:



ASSOCIATIONS for HISPANIC MARKET¹

Consumers in the Hispanic Market perceive Avocados From Mexico significantly higher than the top three competing brands. Among 2,463 consumers aware of the brand, the Hispanic Market associates Avocados From Mexico with:

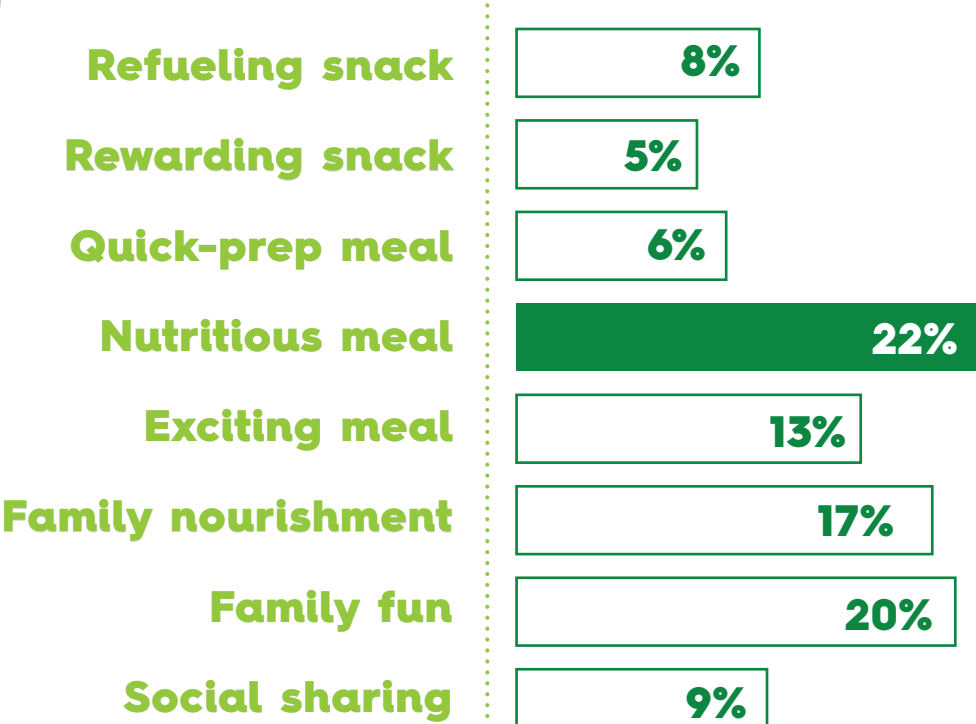


AVOCADO NEED-STATES²

There are eight main need-states for avocados. There are significant differences between General Market and Hispanic Market in the quick-prep meal, nutritious meal, and social-sharing states.²



Need-States for General Market²



Need-States for Hispanic Market²

