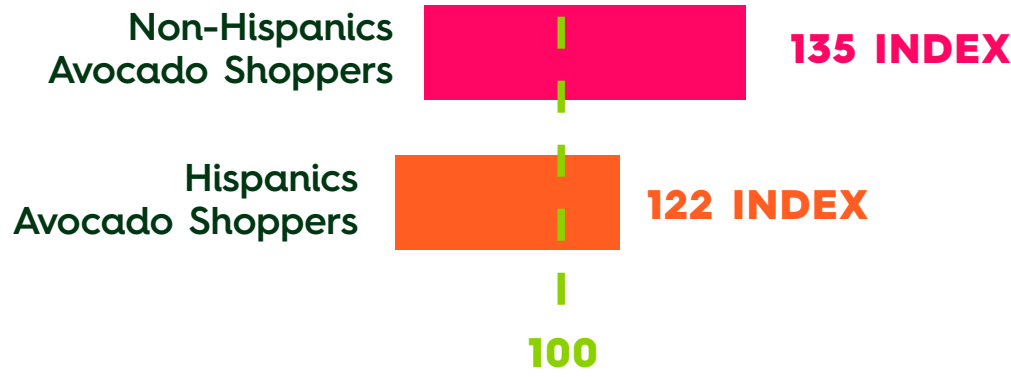


WHY EDUCATION ON KEEPING AVOCADOS FRESH LONGER IS IMPORTANT

SELECTION & PRICE CONTINUE TO BE TOP "UNCONTROLLABLE" BARRIERS - SHOPPERS BELIEVE AVOCADOS DON'T STAY FRESH LONG ENOUGH

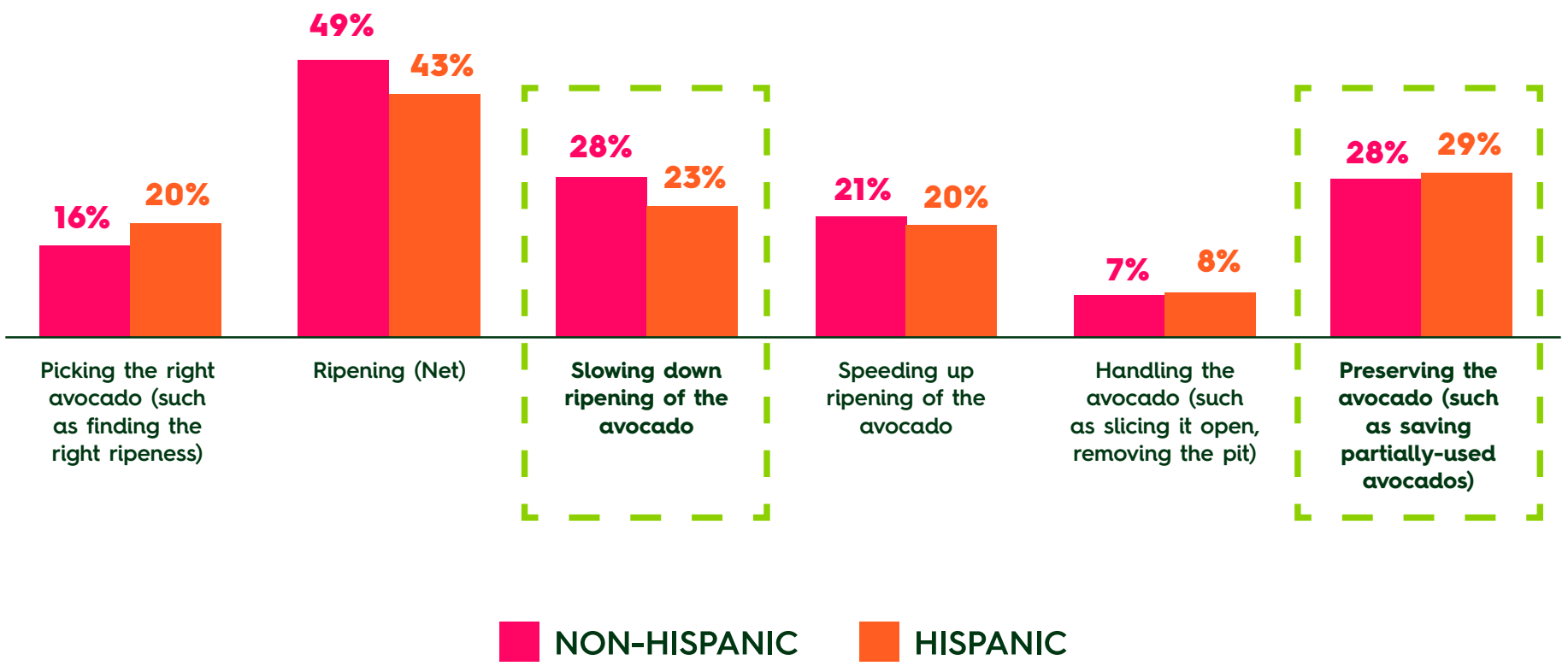
PURCHASE BARRIERS

AVOCADOS DON'T STAY FRESH LONG ENOUGH / RIPEN TOO QUICKLY



71% OF NON-HISPANIC Avocado Shoppers and **73% OF HISPANICS** state it is important to "know how to keep avocados fresh longer"

CONSUMERS ARE LEAST CONFIDENT ABOUT CONTROLLING THE RIPENING PROCESS SPECIFICALLY SLOWING DOWN RIPENING AND PRESERVING OPENED AVOCADOS



As a result, the opportunity is to build confidence through awareness of key education techniques



SLOW DOWN RIPENING



PRESERVING THE OTHER HALF



SPEEDING UP RIPENING

FOR MORE INFORMATION AND WAYS TO GROW YOUR BUSINESS, CONTACT YOUR AFM REGIONAL DIRECTOR.

