

The Future of Conventional Avocado Trends

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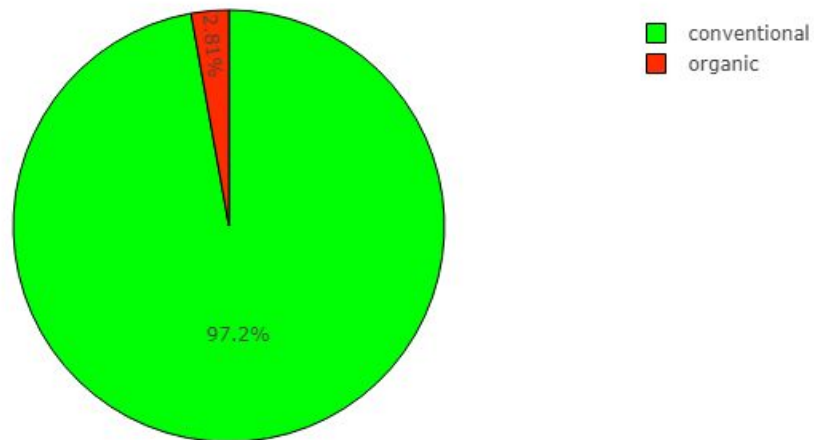


Taking a step back to analyze

- Market is in a major disbalance favoring conventional
- Price gap of .50 USD per unit
- 25% jump in volume in the past four years
- California loves avocados
- Key growing markets should be targeted



Avocado Market Share





Change on the horizon

- People need avocados to be sold to them
- There are many different reasons why avocados have been trending
- With 97.2% of the market now is the time for conventional
- Super food = Super Sales



Proposal: the three E's

- Evaluate, Expand, and Exposure
- Three very important points of emphasis
- Will shape the attack plan
- A good product sells itself once inside the mind of a consumer

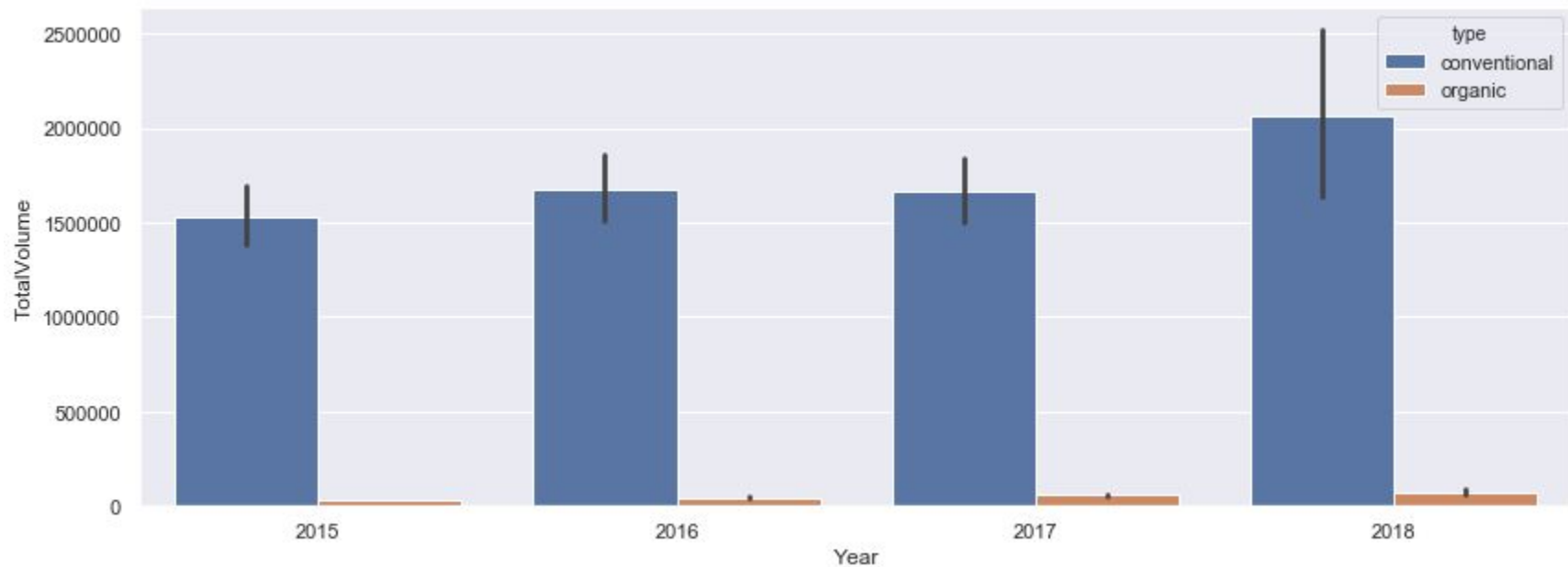


First E: Evaluate

- Strengths:
 - Volume increase of 25% in the past four years
 - Massive market share for conventional
- Weaknesses:
 - Lack of presence in the east coast and central states
 - Fourth quarter volume being the lowest all year
 - .50 USD price gap between organic and conventional

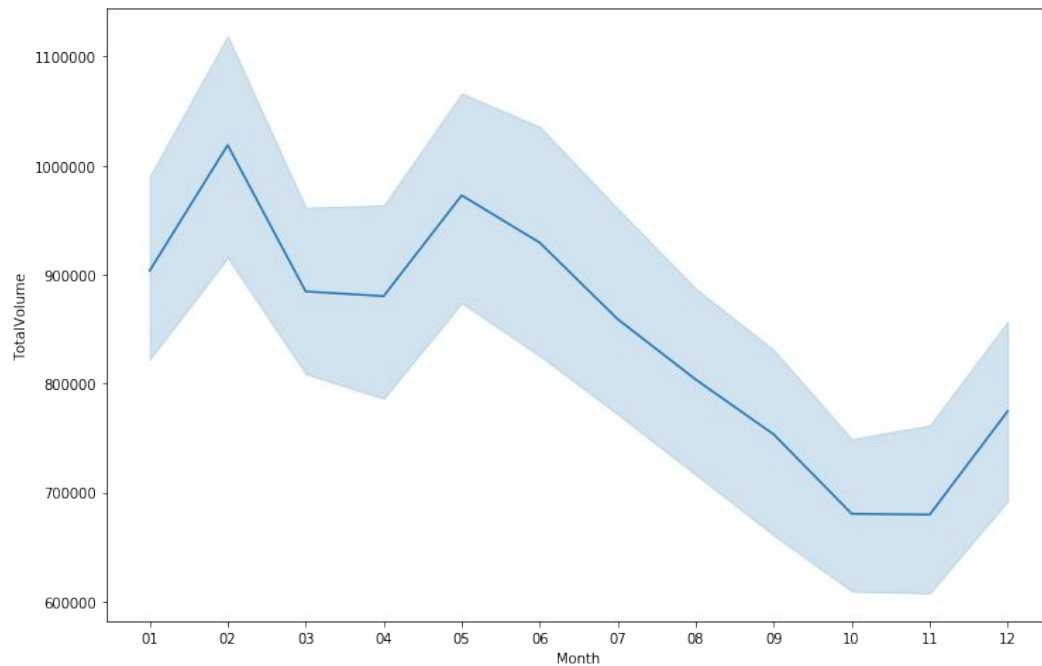


Total Volume per year



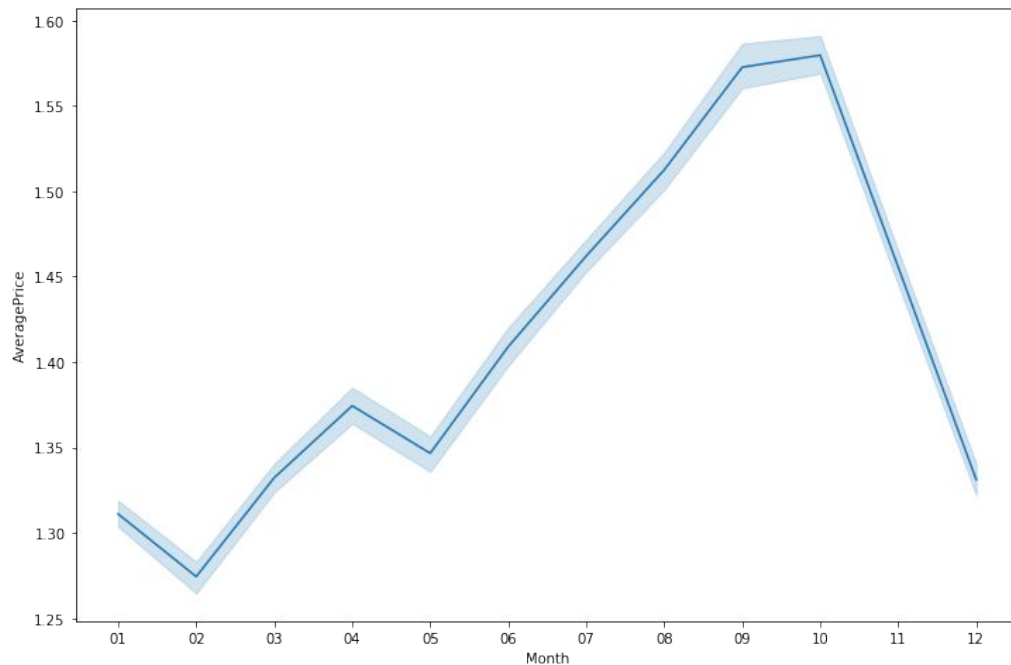


Fourth quarter woes





Fourth quarter woah man's



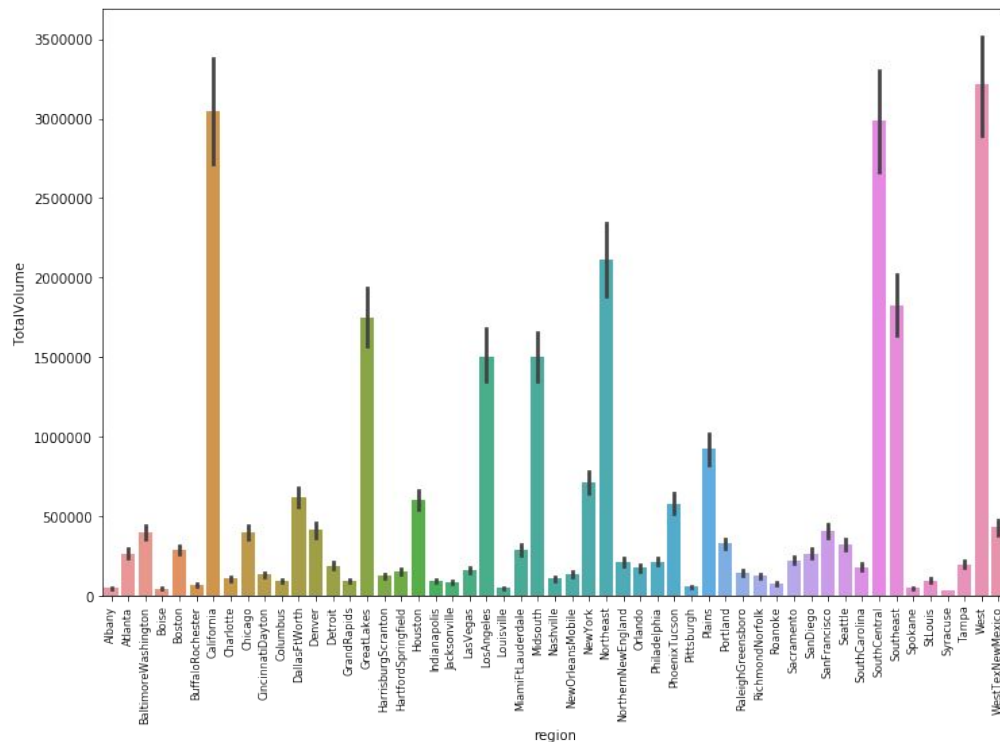


Second E: Expansion

- Target key growing markets
- Increase advertising portfolio
- Establish a bond between product and inhabitants of key growing cities
- Already established markets (i.e California) will run itself if left alone

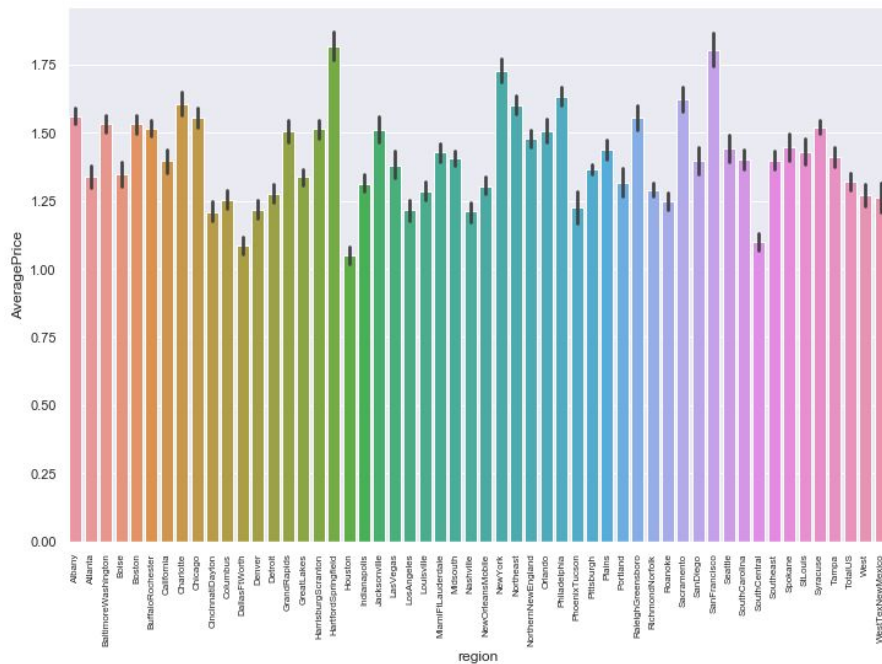


Distribution of Volume





Distribution of price



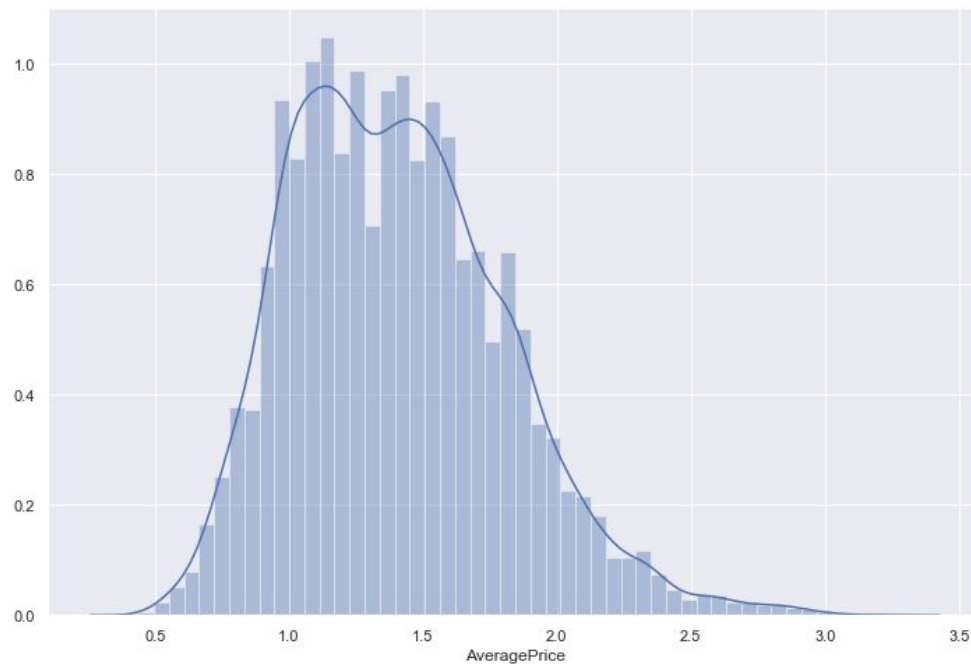


Third E: Exposure

- Most important step
- More ads equals more sales
- Fourth quarter targeted ads would help stabilize the annual plummet of volume
- Hire a advertising firm with a great reputation
- Emphasize the term “Superfood”

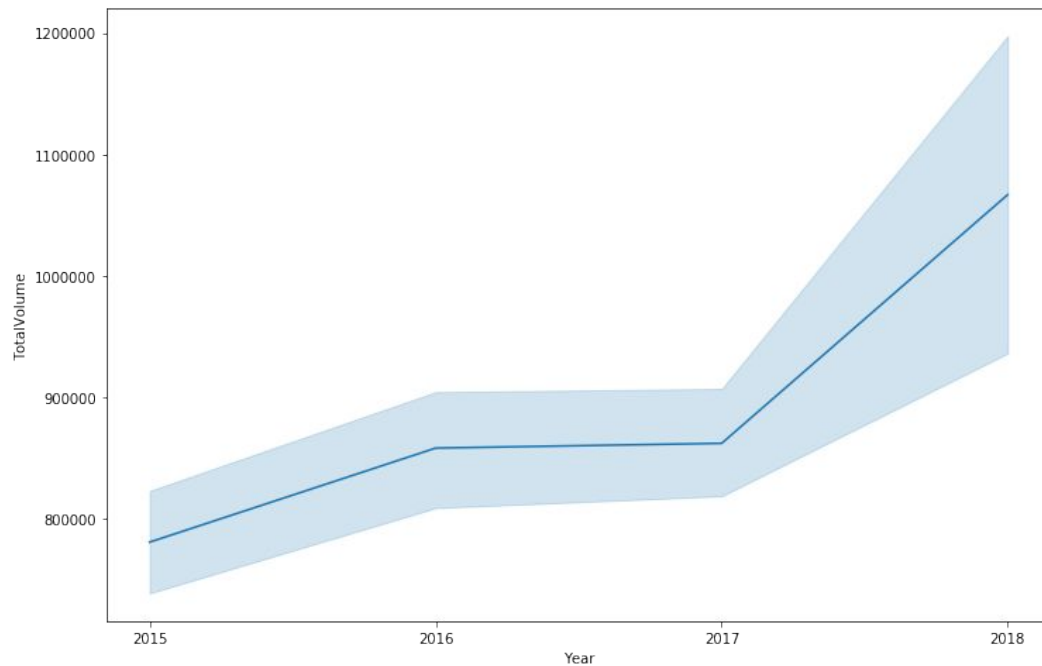


Average Price Distribution





No ceiling in sight



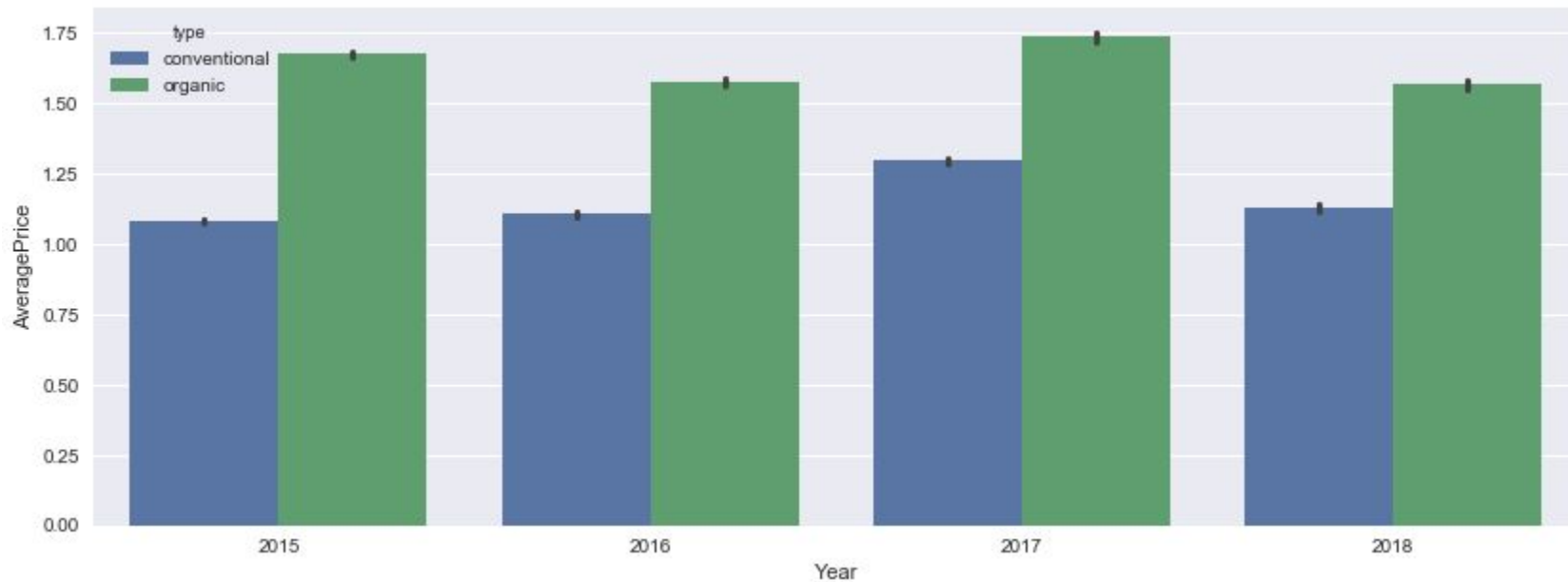


Cost & Reward

- Requires spending to make profit from volume in key growing markets
- All required is conventional avocados business given to a ad firm
- Untapped markets outnumber the established and are potent for new business
- The product sells itself, no ceiling once adverts start

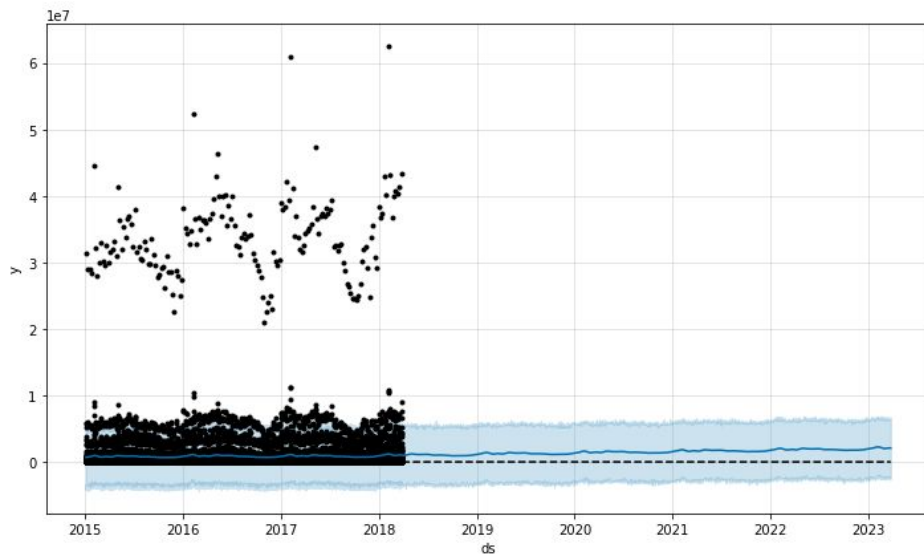


Average Price Per Year



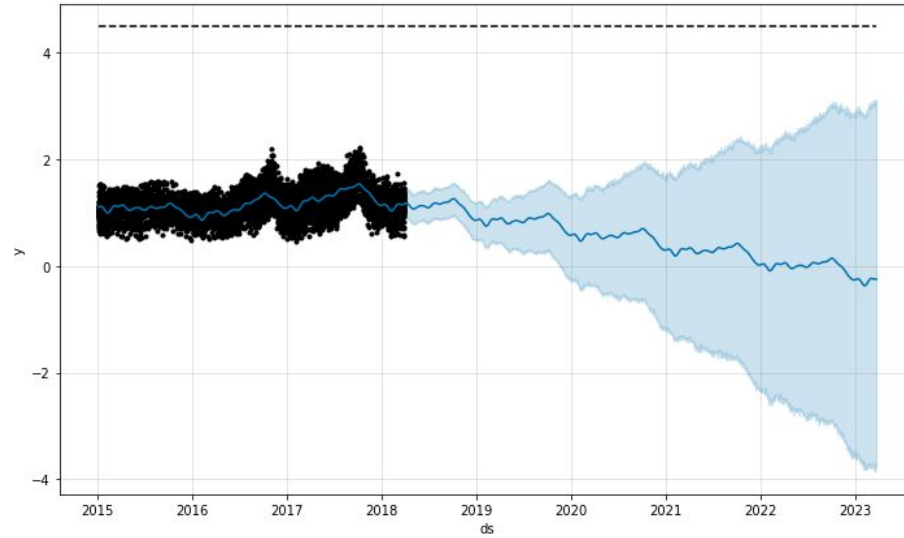


Model 1: Total Volume forecasted





Model 2: Future Average Price Per Unit





Conclusion

- Fourth quarter vital
- Targeted ads to key markets will create prosperity
- Thriving industry already growing daily
- Already own 97.2% of avocado market
- Make changed to allow average price to grow over time



Thank you for listening

Questions?