

REGIONAL
DATA REPORT

JAN – MAR
2017 vs. 2016

HASS AVOCADO
BOARD

TOTAL U.S.

Regional Composite

- Categories:
 - Avocados
 - Total Produce: Includes avocados
- Timeframe: YTD Q1 (January – March) 2017
- Average Selling Price (ASP) is not Advertised Retail Price
 - $\text{Average selling price} = \text{Dollars/Volume (Units)} = \text{Average price per unit}$
- Retail data provided by IRI / FreshLook
 - HAB's calculation based in part on data reported by Information Resources, Inc. through its Freshlook Service for the Avocado category for Multi-Outlet (MULO). Multi-outlet reporting includes an aggregation of the following channels: grocery, mass, club, drug, dollar and military. The information is believed to be reliable at the time supplied by IRI but is neither all-inclusive nor guaranteed by IRI. Without limiting the generality of the foregoing, specific data points may vary considerably from other information sources.
 - Important Note: IRI / FreshLook periodically restates retail data, therefore this review cannot be compared or used in conjunction with prior reviews

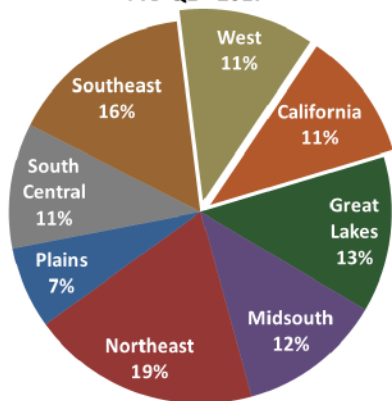
Total U.S.: Highlights - YTD Q1

- Overview based on the following Regions:
 - California, Great Lakes, Midsouth, Northeast, Plains, Southeast, South Central, West
- 2017 vs. 2016, avocado dollars grew +14%, +13 points ahead of Total Produce (+1%)
 - Category volume grew +6%
 - Category average selling price (ASP) increased +8% to \$1.00/unit
 - Small Hass and Bagged avocados added a combined +\$62.9MM and +59.5MM units to the category
 - Small Hass avocado asp increased +8% to \$0.79/unit
 - Bagged avocados had the lowest asp, but increased +8.9% to \$0.75/unit
- Total U.S. dollars per store per week increased +12% vs. prior year, while units grew +4%
 - West posted the highest average dollars and units per store per week
 - West averaged \$894 and 1041 units per store per week
 - Great Lakes posted the lowest dollars per store per week at \$303
 - Midsouth posted the lowest units per store per week at 269 units

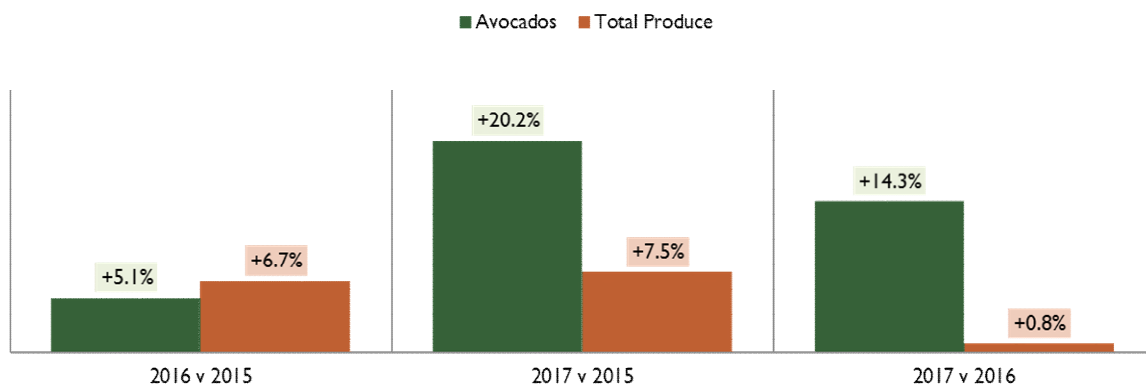
Total U.S.:YTD Q1 - Avocados vs.Total Produce

Avocados Outpaced Total Produce in Retail Dollar Sales Growth Rate

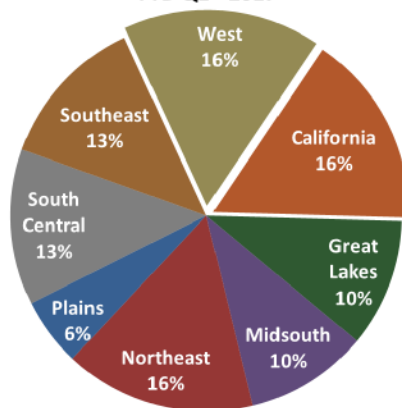
Dollar Share by Region - Total Produce
YTD Q1 - 2017



Retail Dollars Trends



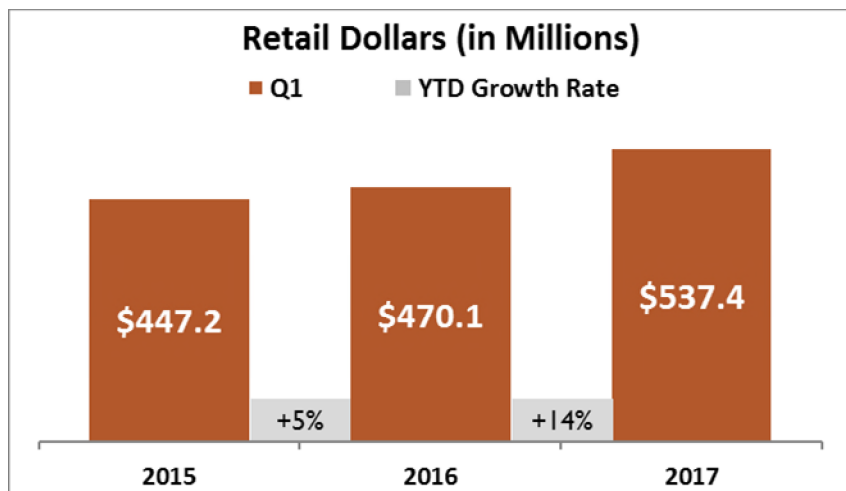
Dollar Share by Region - Avocados
YTD Q1 - 2017



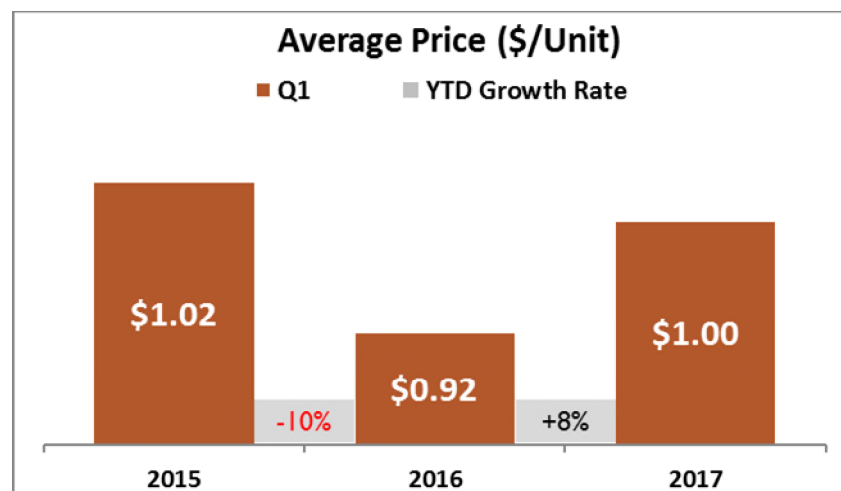
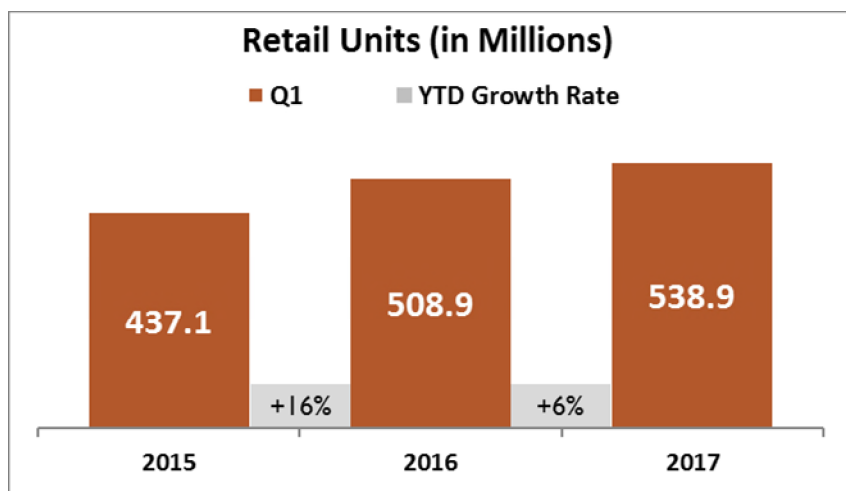
- 2017 vs. 2016, avocado dollars grew +14%, +13 points ahead of total produce (+1%)
- California and the West have the largest share of avocados (16% each), despite having a small share of total produce (11% each)

Total U.S.:YTD Q1 Avocado Retail Overview

Total U.S. Avocado Dollars Grew Double Digits on a price increase of +8% (2017 vs. 2016)



- 2017 vs. 2016, Category dollars grew +14%, and volume increased +6%
- 2017 vs. 2016, Category average selling price (ASP) increased +8% to \$1.00/unit



Total U.S. - YTD Q1 PLU Comparisons

Small Hass (4046) and Bagged Avocados Drove Dollar and Volume Gains

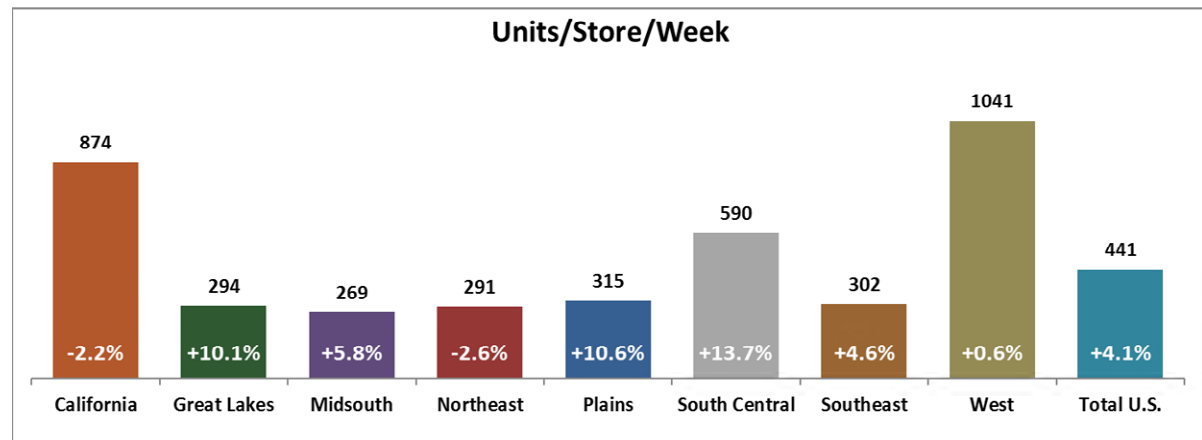
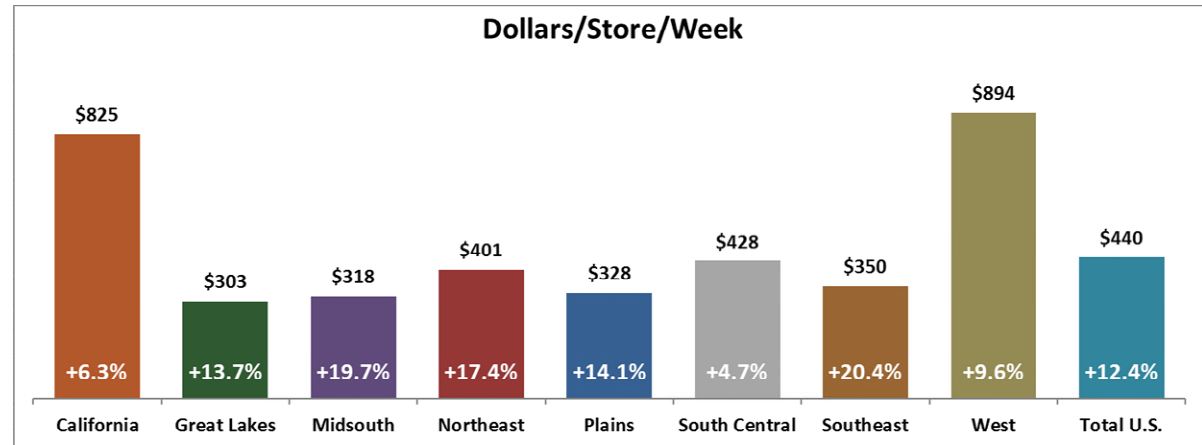
- Small Hass and bagged avocados added a combined +\$62.9MM and +59.5MM units to the category
 - Small Hass avocado ASP increased +8% to \$0.79/unit
 - Bagged avocados had the lowest ASP, but increased +8.9% to \$0.75/unit
- Category ASP increased +8% to \$1.00/unit

JANUARY - MARCH: 2017 vs 2016	RETAIL DOLLARS		Total U.S.				
	PLU	Description	2015	2016	16 v 15	2017	17 v 16
	4046	Small Hass #60 sizes & smaller	\$ 134,527,854	\$ 110,968,430	-17.5%	\$ 136,340,537	+22.9%
	4225	Large Hass #40 & #48 sizes	\$ 197,684,904	\$ 209,968,506	+6.2%	\$ 219,574,049	+4.6%
	4770	X-Large Hass #36 sizes & larger	\$ 20,502,275	\$ 30,656,568	+49.5%	\$ 19,875,620	-35.2%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 15,596,269	\$ 9,842,777	-36.9%	\$ 13,060,943	+32.7%
	Organic	All Organic PLUs	\$ 10,611,194	\$ 9,903,302	-6.7%	\$ 12,238,578	+23.6%
	Bags	All bagged PLUs	\$ 68,267,366	\$ 98,746,230	+44.6%	\$ 136,313,012	+38.0%
	TOTAL CATEGORY DOLLARS		\$ 447,189,862	\$ 470,085,813	+5.1%	\$ 537,402,739	+14.3%
	RETAIL UNITS		Total U.S.				
	PLU	Description	2015	2016	16 v 15	2017	17 v 16
	4046	Small Hass #60 sizes & smaller	172,019,380	152,338,907	-11.4%	173,303,688	+13.8%
	4225	Large Hass #40 & #48 sizes	162,416,520	180,957,110	+11.4%	160,073,533	-11.5%
	4770	X-Large Hass #36 sizes & larger	11,666,138	21,733,335	+86.3%	10,412,593	-52.1%
	Other	Greenskins, Pinkertons, non-Hass PLUs	8,771,442	4,635,658	-47.2%	6,537,677	+41.0%
	Organic	All Organic PLUs	7,055,287	5,627,349	-20.2%	6,485,410	+15.2%
	Bags	All bagged PLUs	75,139,836	143,575,555	+91.1%	182,079,865	+26.8%
	TOTAL CATEGORY UNITS		437,068,603	508,867,914	+16.4%	538,892,766	+5.9%
	AVERAGE SELLING PRICE (ASP) / UNIT		Total U.S.				
	PLU	Description	2015	2016	16 v 15	2017	17 v 16
	4046	Small Hass #60 sizes & smaller	\$0.78	\$0.73	-6.9%	\$0.79	+8.0%
	4225	Large Hass #40 & #48 sizes	\$1.22	\$1.16	-4.7%	\$1.37	+18.2%
	4770	X-Large Hass #36 sizes & larger	\$1.76	\$1.41	-19.7%	\$1.91	+35.3%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$1.78	\$2.12	+19.4%	\$2.00	-5.9%
	Organic	All Organic PLUs	\$1.50	\$1.76	+17.0%	\$1.89	+7.2%
	Bags	All bagged PLUs	\$0.91	\$0.69	-24.3%	\$0.75	+8.9%
	CATEGORY ASP (\$/Unit)		\$1.02	\$0.92	-9.7%	\$1.00	+8.0%

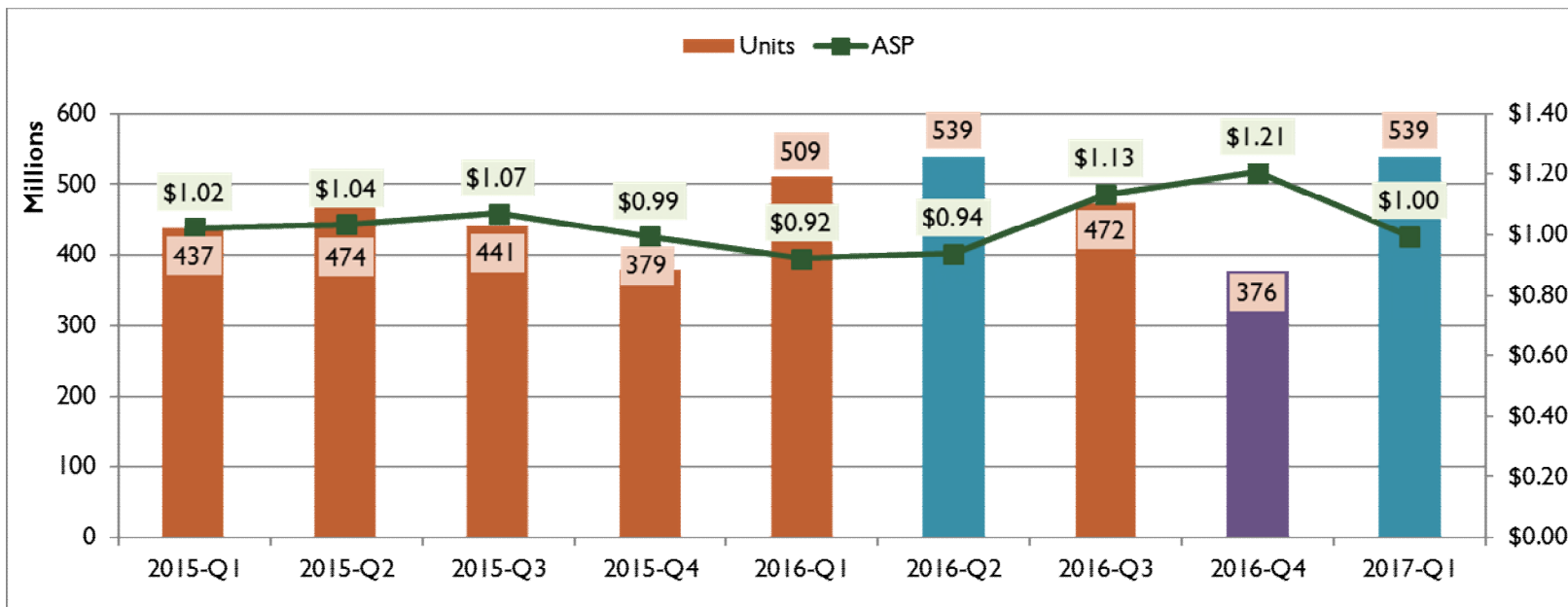
Total U.S.:YTD Q1 Category Per Store Per Week Averages

Total U.S. Average Dollars Per Store Per Week Increased +12% to \$440

- Total U.S. dollars per store per week increased +12% vs. prior year, while units grew +4%
- West led the regions and averaged \$894 per store per week, more than double the U.S. average
 - West averaged 1041 units per store per week
- Great Lakes posted the lowest dollars per store per week at \$303
- Midsouth posted the lowest units per store per week at 269 units



Total U.S.: 2015-Q1 through 2017-Q1 Units vs. ASP



- Retail Units
 - The peak quarters were 2016-Q2 and 2017-Q1 at 539MM units when ASP was \$1.00/unit
 - The lowest quarter was 2016-Q4 at 376MM units when ASP was at \$1.21/unit
- ASP
 - Lowest ASP to date occurred during 2016-Q1, \$0.92/unit
 - Highest ASP to date occurred during 2016-Q4 at \$1.21/unit