

REGIONAL
DATA REPORT

JAN – DEC
2015 vs. 2014

HASS AVOCADO
BOARD

TOTAL U.S.

Regional Composite

- Categories:
 - Avocados
 - Total Produce: Includes avocados
- Timeframe: YTD Q4 (January – December) 2015
- 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 Marketing
 - 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 Marketing periodically restates retail data, therefore this review cannot be compared or used in conjunction with prior reviews

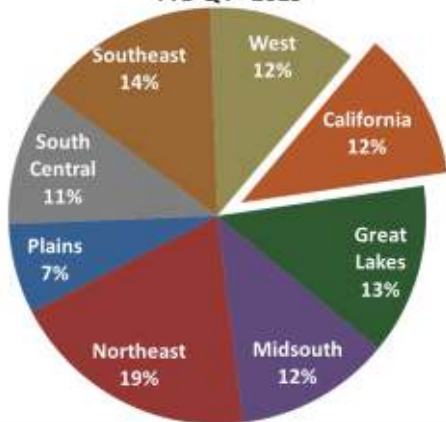
Total U.S.: Highlights - YTD Q4

- Overview based on the following Regions:
 - California, Great Lakes, Midsouth, Northeast, Plains, Southeast, South Central, West
- 2015 vs. 2014, avocado dollars grew +14%, +10 points ahead of total produce (+4%)
 - Category volume grew +22%
 - Category average selling price (ASP) decreased -7% to \$1.03/unit
 - Large Hass (4225) avocados drove dollars, adding over +\$90MM to the category
 - Small (4046) and large Hass drove volume growth, adding a combined +205MM units to the category
 - ASP for all avocado segments declined in 2015
- Total U.S. dollars per store per week increased +13% vs prior year, while units grew +21%
 - West posted the highest average dollars and units per store per week
 - West averaged \$796 and 825 units per store per week
 - Midsouth posted the lowest average dollars and units per store per week
 - Midsouth averaged \$254 and 223 units per store per week

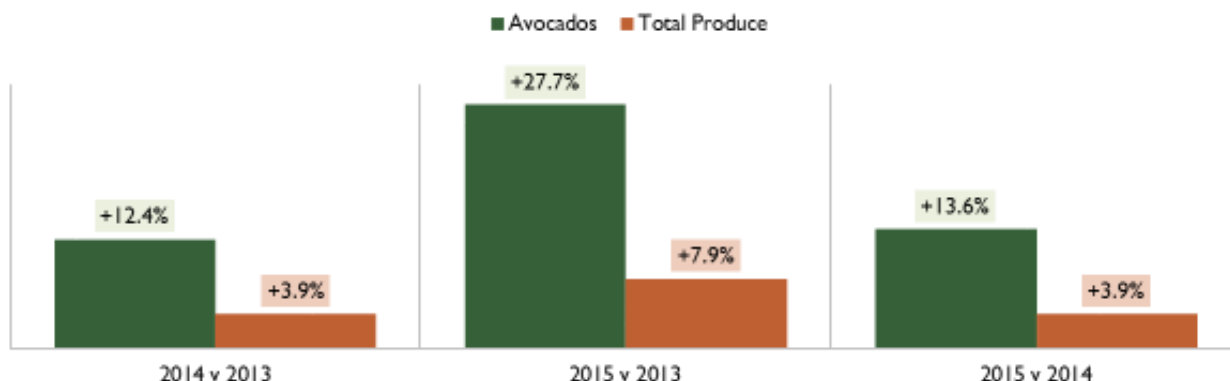
Total U.S.:YTD Q4 - Avocados vs.Total Produce

Avocados Outpaced Total Produce in Retail Dollar Sales Growth Rate

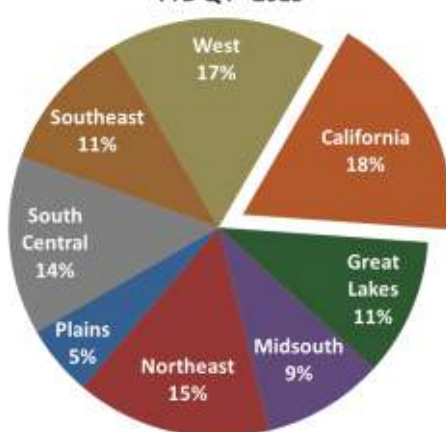
Dollar Share by Region - Total Produce
YTD Q4 - 2015



Retail Dollars Trends



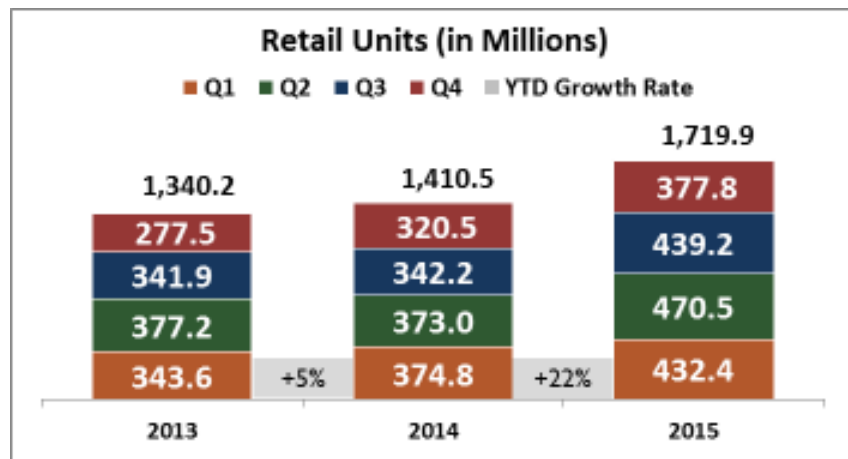
Dollar Share by Region - Avocados
YTD Q4 - 2015



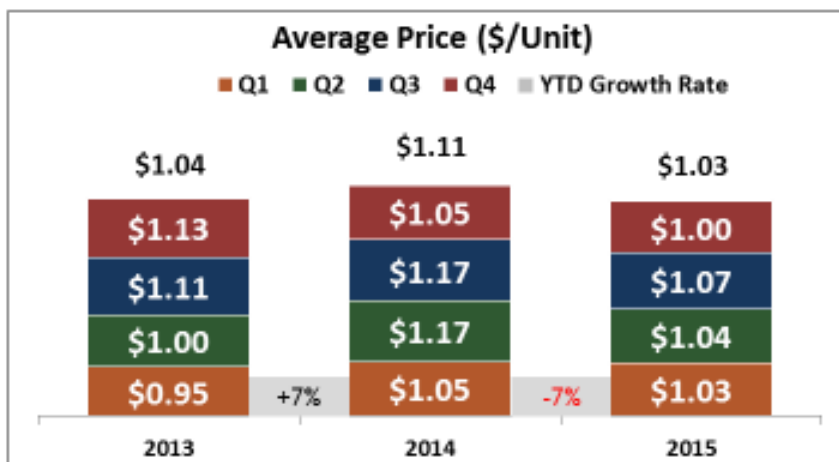
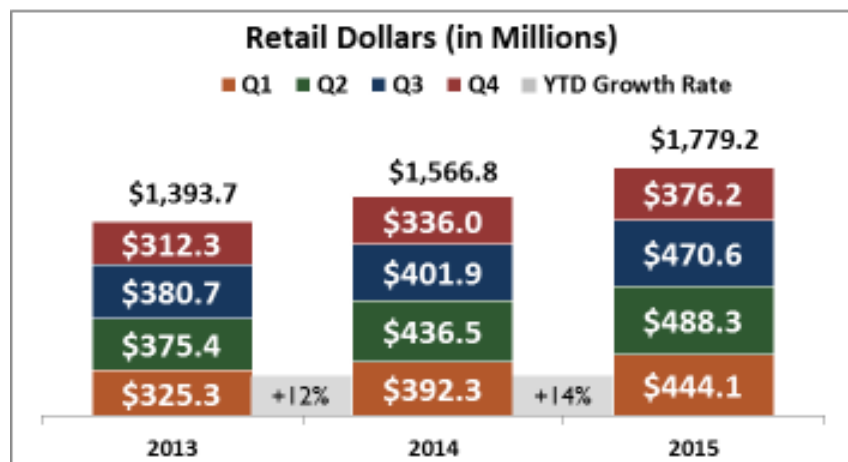
- 2015 vs. 2014, avocado dollars grew +14%, +10 points ahead of total produce (+4%)
- California had the largest share of avocados (18%), despite having the third smallest share of total produce (12%)

Total U.S.:YTD Q4 Avocado Retail Overview

Total U.S. Avocado Dollars and Volume Posted Double-Digit Growth Rates (2015 vs. 2014)



- 2015 vs. 2014, category dollars grew +14%, and volume increased +22%
 - Q4 avocado dollars and volume grew for two consecutive years
- 2015 vs. 2014, category average selling price (ASP) decreased -7% to \$1.03/unit



Total U.S. - YTD Q4 PLU Comparisons

Large Avocados (4225) Drove Dollar Gains

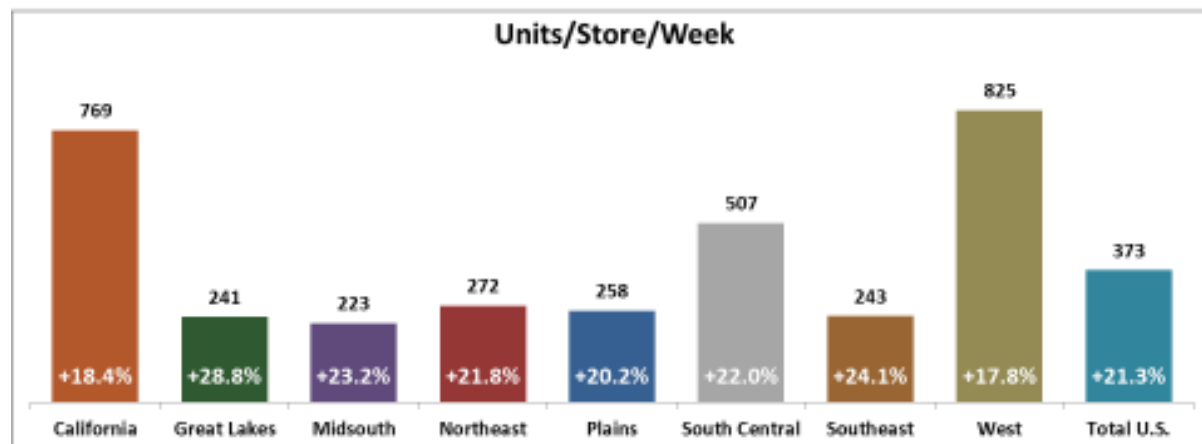
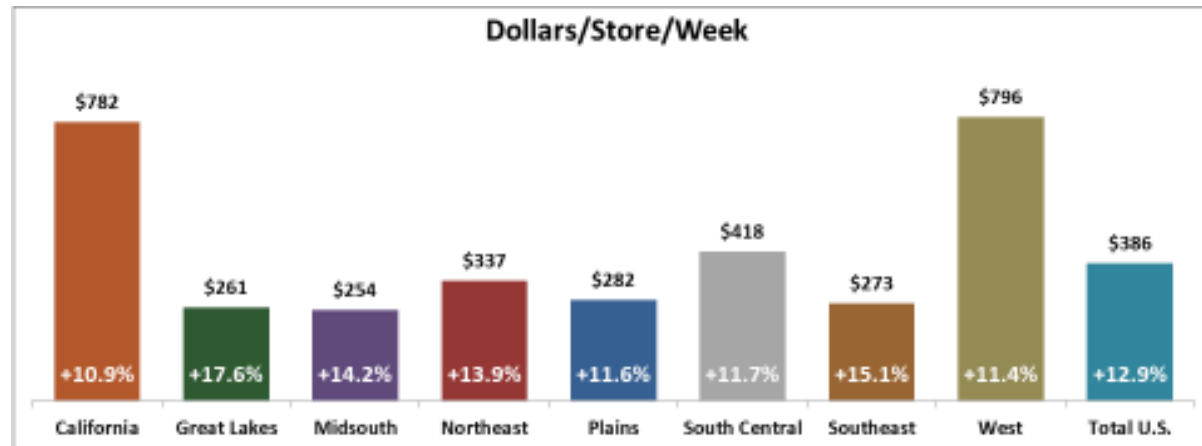
- Large Hass (4225) avocados drove dollar growth, adding over +\$90MM to the category
 - Large Hass avocados have the largest dollar share of category
- Small and large Hass drove volume growth, adding a combined +205MM units to the category
- Small Hass ASP declined -9% in 2015, down to \$0.79/unit
- ASP for all avocado segments declined in 2015

JANUARY - DECEMBER: 2015 vs 2014	RETAIL DOLLARS		Total U.S.				
	PLU	Description	2013	2014	14v13	2015	15v14
	4046	Small Hass #60 sizes & smaller	\$ 393,395,172	\$ 466,850,580	+18.7%	\$ 509,206,025	+9.1%
	4225	Large Hass #40 & #48 sizes	\$ 688,223,538	\$ 718,547,127	+4.4%	\$ 808,988,905	+12.6%
	4770	X-Large Hass #36 sizes & larger	\$ 73,575,482	\$ 67,041,342	-8.9%	\$ 91,050,411	+35.8%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 46,835,277	\$ 49,458,841	+5.6%	\$ 45,519,985	-8.0%
	Organic	All Organic PLUs	\$ 25,850,553	\$ 36,401,946	+40.8%	\$ 43,312,661	+19.0%
	Bags	All bagged PLUs	\$ 165,824,487	\$ 228,463,617	+37.8%	\$ 281,141,330	+23.1%
	TOTAL CATEGORY DOLLARS		\$ 1,393,704,509	\$ 1,566,763,453	+12.4%	\$ 1,779,219,317	+13.6%
	RETAIL UNITS		Total U.S.				
	PLU	Description	2013	2014	14v13	2015	15v14
	4046	Small Hass #60 sizes & smaller	505,563,059	537,810,337	+6.4%	642,472,523	+19.5%
	4225	Large Hass #40 & #48 sizes	556,476,700	546,713,005	-1.8%	646,897,331	+18.3%
	4770	X-Large Hass #36 sizes & larger	50,167,144	36,049,681	-28.1%	53,352,202	+48.0%
	Other	Greenskins, Pinkertons, non-Hass PLUs	28,331,165	29,726,482	+4.9%	31,208,569	+5.0%
	Organic	All Organic PLUs	15,382,827	20,732,097	+34.8%	25,486,874	+22.9%
	Bags	All bagged PLUs	184,241,735	239,440,296	+30.0%	320,504,916	+33.9%
	TOTAL CATEGORY UNITS		1,340,162,630	1,410,471,898	+5.2%	1,719,922,414	+21.9%
	AVERAGE SELLING PRICE (ASP) / UNIT		Total U.S.				
	PLU	Description	2013	2014	14v13	2015	15v14
	4046	Small Hass #60 sizes & smaller	\$0.78	\$0.87	+11.6%	\$0.79	-8.7%
	4225	Large Hass #40 & #48 sizes	\$1.24	\$1.31	+6.3%	\$1.25	-4.8%
	4770	X-Large Hass #36 sizes & larger	\$1.47	\$1.86	+26.8%	\$1.71	-8.2%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$1.65	\$1.66	+0.6%	\$1.46	-12.3%
	Organic	All Organic PLUs	\$1.68	\$1.76	+4.5%	\$1.70	-3.2%
	Bags	All bagged PLUs	\$0.90	\$0.95	+6.0%	\$0.88	-8.1%
	CATEGORY ASP (\$/Unit)		\$1.04	\$1.11	+6.8%	\$1.03	-6.9%

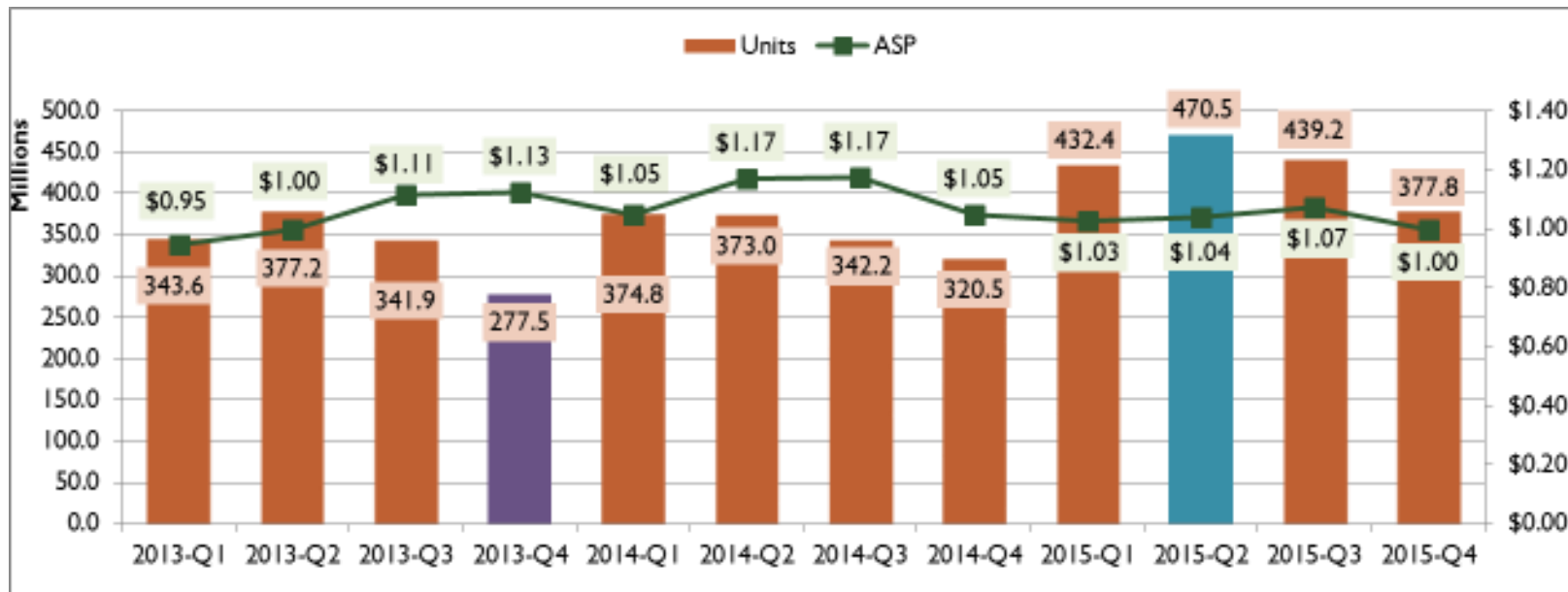
Total U.S.:YTD Q4 Category Per Store Per Week Averages

Total U.S. Average Dollars Per Store Per Week Increased +13% to \$386

- Total U.S. dollars per store per week increased +13% vs. prior year, while units per store grew +21%
- West led the regions and averaged \$796 per store per week, more than double the U.S. average
 - West averaged 825 units per store per week
- Midsouth posted the lowest dollars and units per store per week at \$254 and 223 units, respectively



Total U.S.: 2013-Q1 through 2015-Q4 Units vs. ASP



- Retail Units
 - The peak quarter was 2015-Q2 at 471MM units when ASP was \$1.04/unit
 - The lowest quarter was 2013-Q4 at 278MM units when ASP was at \$1.13/unit
- ASP
 - Lowest ASP to date occurred during 2013-Q1, \$0.95/unit
 - Highest ASP to date occurred during 2014-Q2 and 2014-Q3 at \$1.17/unit