

REGIONAL  
DATA REPORT

**JAN – DEC**  
2018 vs. 2017



TOTAL U.S.

Regional Composite

- Categories:
  - Avocados
  - Total Produce: Includes avocados
- Timeframe: Q4 (January – December) 2018
- 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



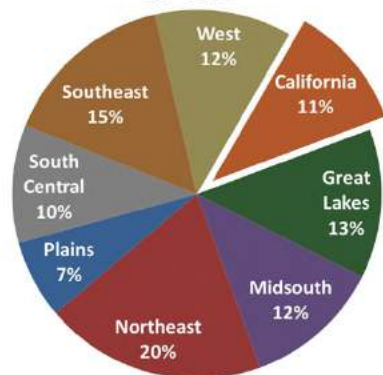
## Total U.S.: Highlights – Q4

- Overview based on the following Regions:
  - California, Great Lakes, Midsouth, Northeast, Plains, Southeast, South Central, West
- 2018 vs. 2017, Category dollars grew +8%, outpacing total produce (+3%) by +5 points
  - Bagged avocados drove category gains with +\$200.1MM in incremental sales
- 2018 vs. 2017, Category volume grew +25%
  - 2018 category ASP declined -14% from prior year to \$1.10/unit
  - All segments contributed to volume growth
- 2018 Total U.S. average weekly dollars per store increased +8% over prior year, and average weekly volume per store increased +26%
  - California and West regions were the key regional drivers of the national dollar and volume weekly per store averages
    - Both regions averaged more than \$900 per store per week
    - West led the weekly volume per store average (952 units), double the national average
  - Great Lakes posted the lowest average weekly dollars per store at \$345, while Midsouth posted the lowest average weekly volume per store at 297 units

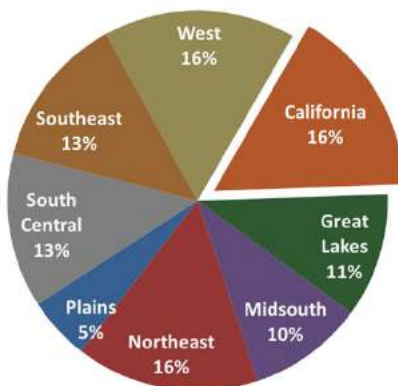
## Total U.S.: Q4 - Avocados vs. Total Produce

Avocados Outpaced Total Produce in Retail Dollar Sales Growth Rate

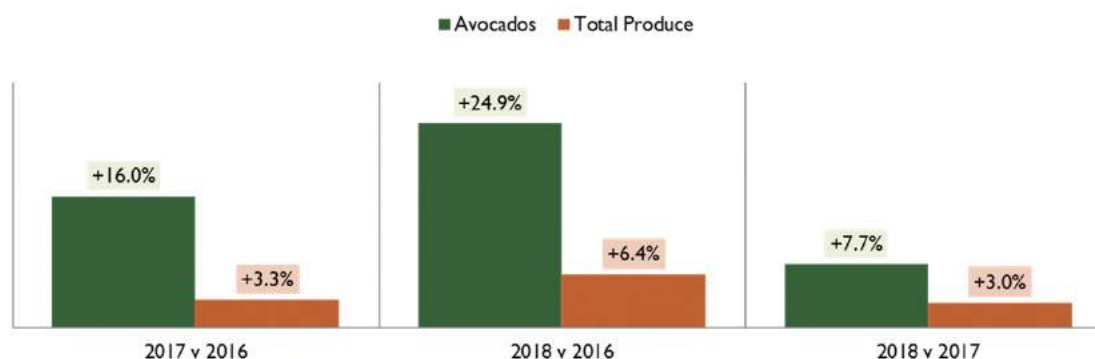
Dollar Share by Region - Total Produce  
Q4 - 2018



Dollar Share by Region - Avocados  
Q4 - 2018



Retail Dollars Trends



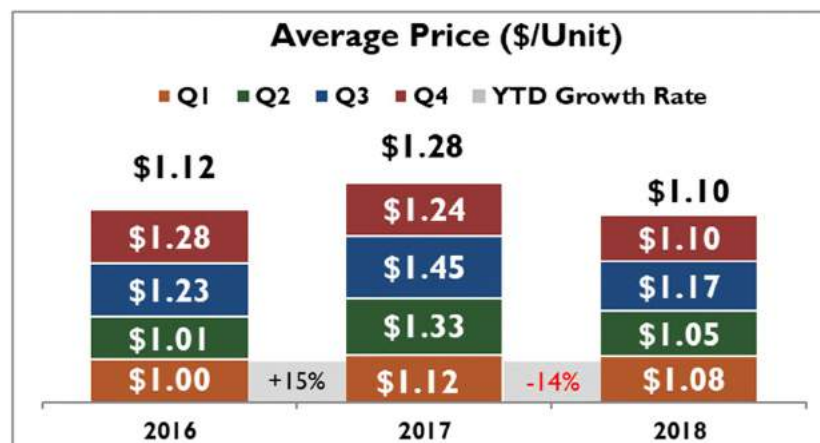
- 2018 vs. 2017, avocado dollars grew +8%, outpacing total produce (+3%) by +5 points
- California has the third lowest share of total produce dollars (11%), but has one of the highest shares of avocado dollars (16%)

## Total U.S.: Q4 Avocado Retail Overview

Total U.S. Avocado Category Sales Grew For Two Consecutive Years



- 2018 vs. 2017, Category dollars and volume increased +8% and +25%, respectively
- 2018 vs. 2017, Category average selling price (ASP) of \$1.10/unit declined -14%



Source: IRI/Freshlook (all numbers are rounded)

## Total U.S.: Q4 PLU Comparisons

All Segments Grew Volume, But Bagged Avocados Drove Category Dollar Growth

- 2018 avocado dollars increased +8% vs. prior year. Bagged avocados drove category gains with +\$200.1MM in incremental sales
- 2018 avocado volume increased +25% vs. prior year. All segments contributed to volume growth
- 2018 category ASP declined -14% vs. prior year to \$1.10/unit

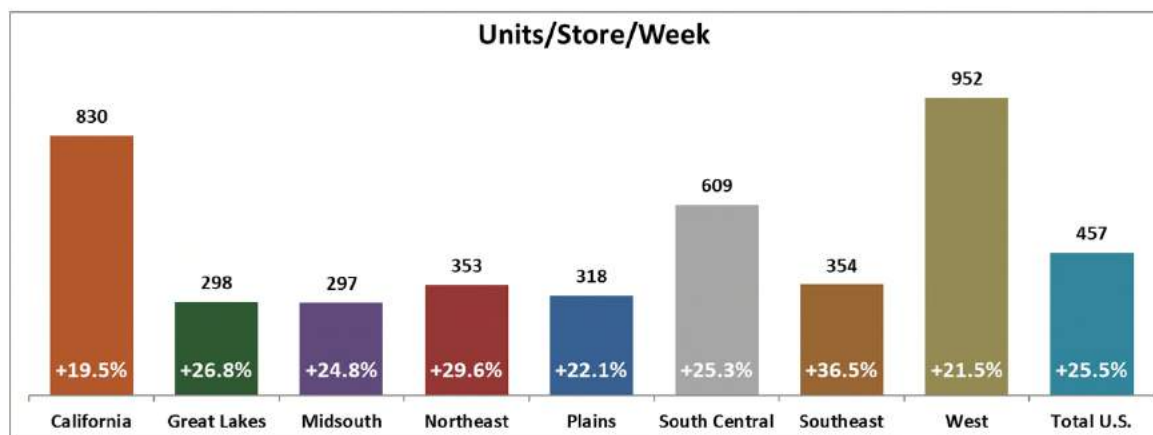
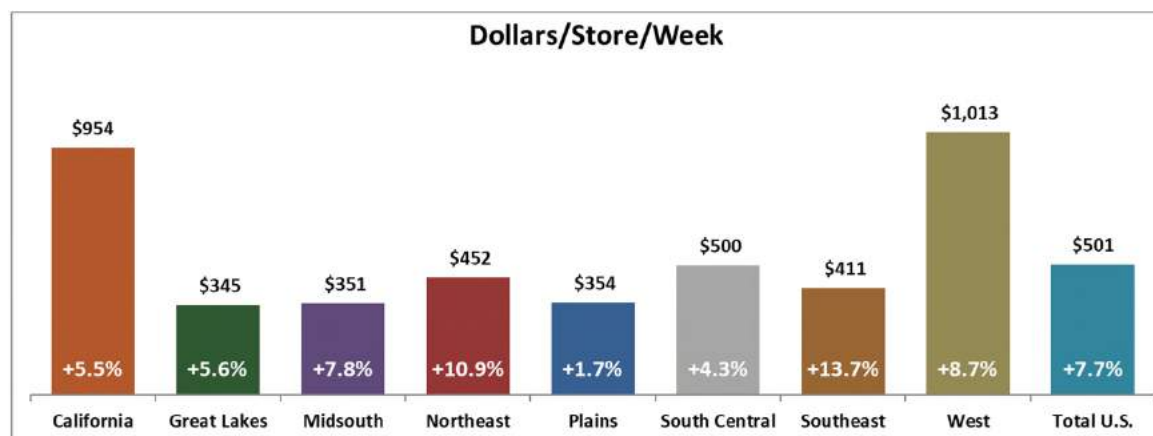
JANUARY - DECEMBER	RETAIL DOLLARS		Total U.S.				
	PLU	Description	2016	2017	17 v 16	2018	18 v 17
	4046	Small Hass #60 sizes & smaller	\$ 477,617,862	\$ 602,745,952	+26.2%	\$ 595,913,093	-1.1%
	4225	Large Hass #40 & #48 sizes	\$ 835,812,551	\$ 885,876,064	+6.0%	\$ 864,733,554	-2.4%
	4770	X-Large Hass #36 sizes & larger	\$ 103,436,491	\$ 73,142,570	-29.3%	\$ 73,173,788	+0.0%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$ 41,234,858	\$ 45,771,814	+11.0%	\$ 50,245,582	+9.8%
	Organic	All Organic PLUs	\$ 47,038,533	\$ 49,481,361	+5.2%	\$ 48,053,912	-2.9%
	Bags	All bagged PLUs	\$ 464,434,699	\$ 627,379,049	+35.1%	\$ 827,470,509	+31.9%
	TOTAL CATEGORY DOLLARS		\$ 1,969,574,994	\$ 2,284,396,811	+16.0%	\$ 2,459,590,438	+7.7%
	RETAIL UNITS		Total U.S.				
	PLU	Description	2016	2017	17 v 16	2018	18 v 17
	4046	Small Hass #60 sizes & smaller	585,401,764	612,591,441	+4.6%	690,936,683	+12.8%
	4225	Large Hass #40 & #48 sizes	615,019,068	551,959,617	-10.3%	608,048,008	+10.2%
	4770	X-Large Hass #36 sizes & larger	59,160,330	32,712,496	-44.7%	38,773,287	+18.5%
	Other	Greenskins, Pinkertons, non-Hass PLUs	21,486,635	23,745,984	+10.5%	25,129,281	+5.8%
	Organic	All Organic PLUs	24,980,524	23,053,246	-7.7%	23,894,997	+3.7%
	Bags	All bagged PLUs	460,318,172	542,016,853	+17.7%	853,191,531	+57.4%
	TOTAL CATEGORY UNITS		1,766,366,493	1,786,079,638	+1.1%	2,239,973,787	+25.4%
	AVERAGE SELLING PRICE (ASP) / UNIT		Total U.S.				
	PLU	Description	2016	2017	17 v 16	2018	18 v 17
	4046	Small Hass #60 sizes & smaller	\$0.82	\$0.98	+20.6%	\$0.86	-12.3%
	4225	Large Hass #40 & #48 sizes	\$1.36	\$1.60	+18.1%	\$1.42	-11.4%
	4770	X-Large Hass #36 sizes & larger	\$1.75	\$2.24	+27.9%	\$1.89	-15.6%
	Other	Greenskins, Pinkertons, non-Hass PLUs	\$1.92	\$1.93	+0.4%	\$2.00	+3.7%
	Organic	All Organic PLUs	\$1.88	\$2.15	+14.0%	\$2.01	-6.3%
	Bags	All bagged PLUs	\$1.01	\$1.16	+14.7%	\$0.97	-16.2%
	CATEGORY ASP (\$/Unit)		\$1.12	\$1.28	+14.7%	\$1.10	-14.1%

Source: IRI/Freshlook (all numbers are rounded)

## Total U.S.: Q4 Category Weekly Per Store Averages

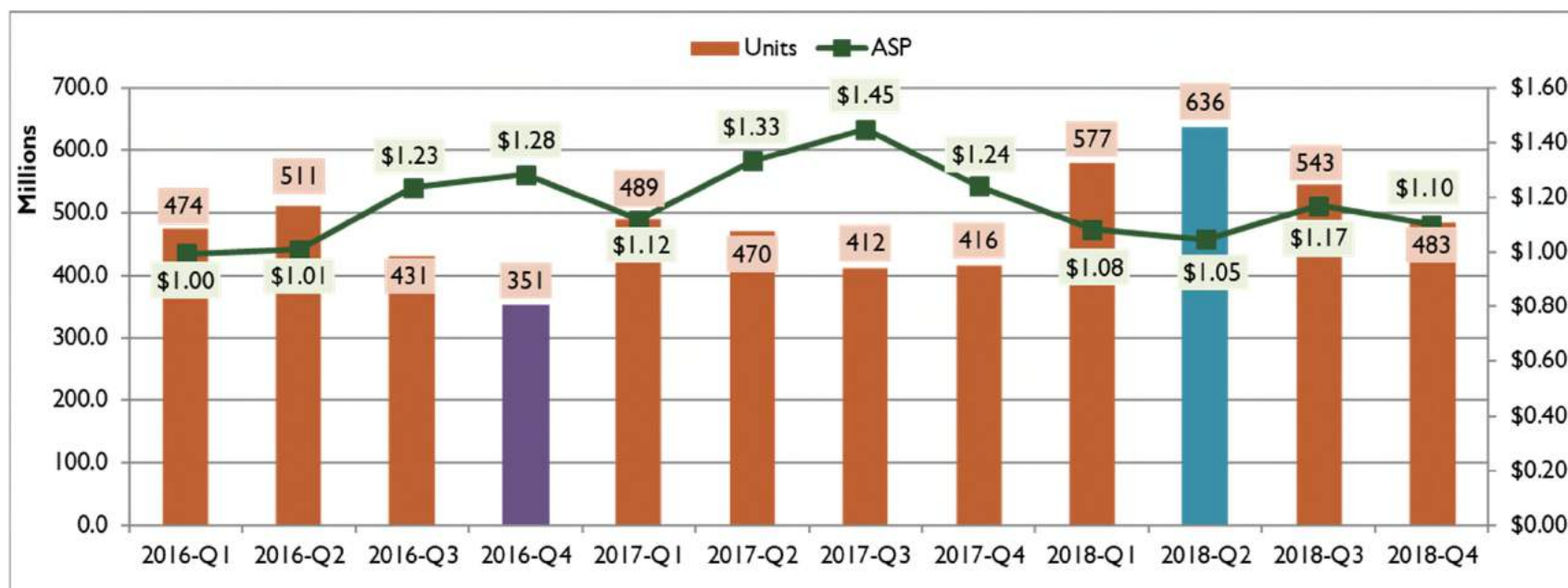
Total U.S. Average Dollars Per Store Per Week Increased +8% to \$501

- Total U.S. average weekly dollars per store increased +8% vs. prior year. Average weekly volume per store increased +26%
- California and West regions were the key drivers of the national dollar average, with each region averaging over \$900 per store per week
  - West led in average weekly dollars per store (\$1013), which was double the national average
- California and West regions were the key drivers of the national volume average. West led with 952 units, double the national average
- Great Lakes posted the lowest weekly dollar per store average at \$345
- Midsouth posted the lowest weekly volume per store average at 297 units





## Total U.S.: 2016-Q1 through 2018-Q4 Units vs. ASP



- Retail Units
  - The peak quarter was 2018-Q2 at 636MM units when ASP was \$1.05/unit
  - The lowest quarter was 2016-Q4 at 351MM units when ASP was \$1.28/unit
- ASP
  - Lowest ASP to date occurred during 2016-Q1 at \$1.00/unit
  - Highest ASP to date occurred during 2017-Q3 at \$1.45/unit