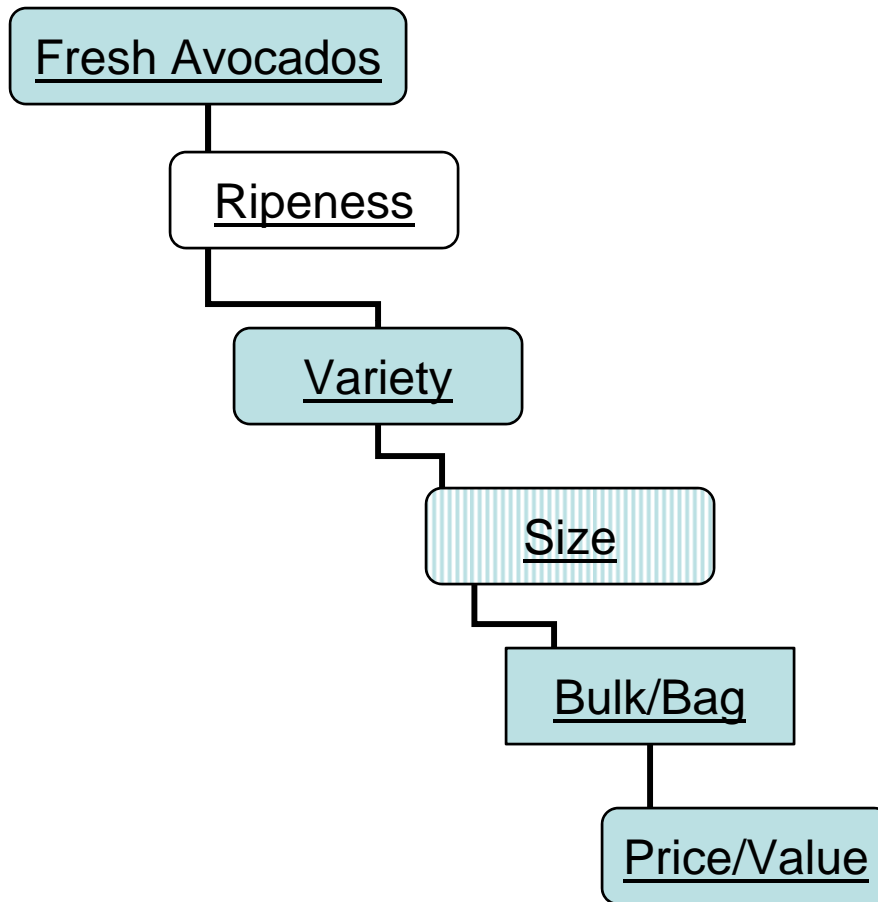


In-store Shopper Intercepts

Developed and New Demand
Markets



Avocado Consumer Purchase Decision Tree:



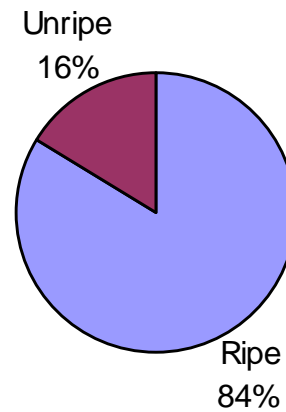
= Can be measured via PLU/UPC



= Cannot be measured via PLU

84% of shoppers surveyed had a ripe avocado in their cart

Avocado Ripeness Consumer Has Chosen



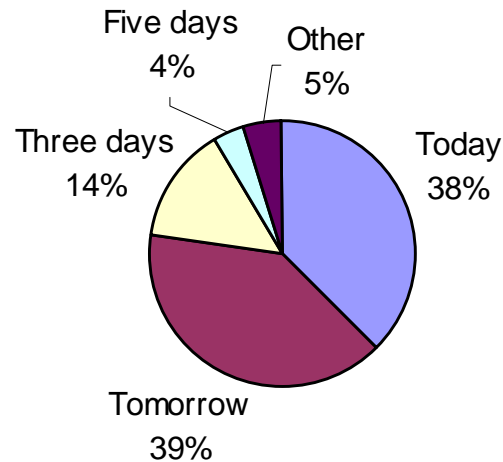
How Shoppers Define “Ripe”

Consumer Definition of Ripe Avocado



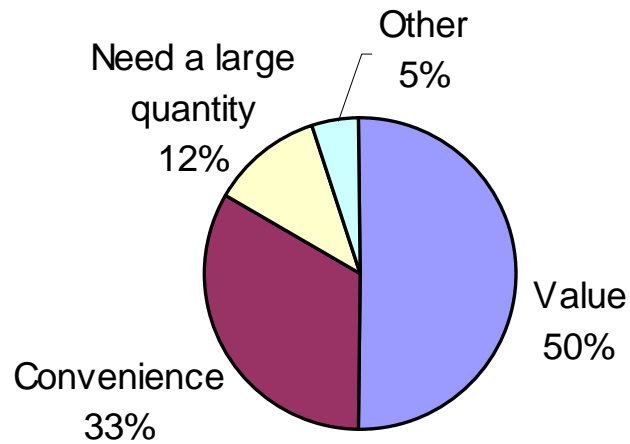
77% percent of shoppers plan to eat their purchased avocados either today or tomorrow

Consumer Plans to Eat Avocado Purchased Today



Why Shoppers Select and Purchase Avocados in Bags

Pre-Packaged Avocado Purchase Reasons



Shopper Intercepts

- 57% of avocado purchases are planned before going shopping
- “Taste” and “unfamiliar” are in the top two reasons shoppers give for not purchasing any type of avocado
- Almost 25% of those interviewed purchase avocados weekly, while almost 50% purchase at least monthly
- 30% of total respondents said that they would go to another store to buy avocados if their current store is out of stock

Source: California Avocado Commission Best Practices Research Study – 2003