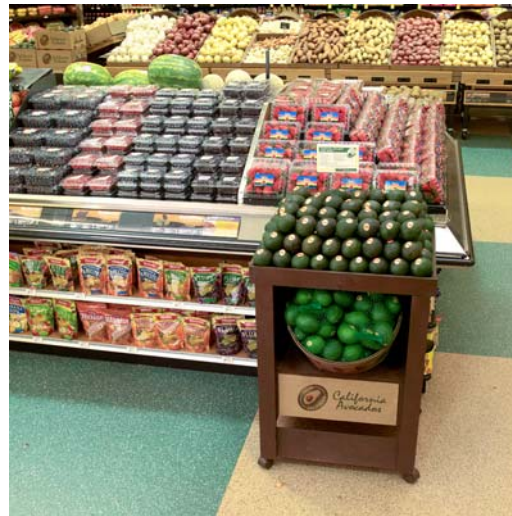


Ripe Sticker Avocado Study

Developed Market Study



Ripe Sticker Avocado Study

- 9 week test (Stickered vs. Non-stickered fruit) in a Developed market
- 2 major retailers in a Developed market
 - The markets' retailer avocado leader
 - A mid-level retailer of avocados
- 32 store test panel
- Avocados with Ripe stickers outperformed the sales of non-stickered fruit consistently with both retailers

Ripe Sticker Avocado Study

- Store with “Ripe” stickers out performed stores without stickers
- Retailer A – Avocado market leader: “Ripe” stores had a total sales lift of 12.97% over non-Ripe stores
- Retailer B: “Ripe” stores had a sales lift of 12.1% over non-Ripe stores

Ripe Sticker Avocado Study

- Avocados with Ripe stickers generated an average of 13% greater volume sales than non-stickered
- With advertised promotion, sales of Ripe stickered fruit increased by as much as 44%
- During July 4th holiday Ripe stickered fruit outperformed non-stickered fruit by over 16%
- During a time of no-event, no-holiday, no advertising, no promotion, stickered avocados outperformed non-stickered fruit by as much as 28.46% and never less than 16.39%

Retailer Sales By Location Sticker vs. Non-sticker

	Benchmark	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
		<i>On Ad</i>		<i>On Ad</i>	<i>July 4th</i>					
NON-RIPE LOCATIONS										
% from benchmark	100%	150.24%	102.29%	153.02%	117.13%	79.62%	81.94%	92.32%	93.49%	92.26%
Performance		Increase	Increase	Increase	Increase	Decrease	Decrease	Decrease	Decrease	Decrease
RIPE LOCATIONS										
% from benchmark	100%	194.10%	135.70%	191.48%	133.65%	96.01%	105.05%	110.96%	121.95%	110.14%
Performance		Increase	Increase	Increase	Increase	Decrease	Increase	Increase	Increase	Increase

•Source: California Avocado Commission Best Practices Research Study – 2002